

Product Design Worksheet (Fashion Business)

Section 1: Product Basics

Product Name: _____

Category (T-shirt, Hoodie, Jacket, etc.): _____

Season / Collection: _____

Target Customer: _____

Retail Price (planned): _____

Section 2: Inspiration & Mood

Moodboard / Inspiration Reference: (paste image links or attach sketches)

Key Style Elements: _____

Brand Identity Fit (how it aligns with your brand): _____

Section 3: Design Details

Fabric / Material: _____

Color Options: _____

Prints / Embroidery / Graphics: _____

Trims (buttons, zippers, tags, etc.): _____

Sizing (XS–XL, etc.): _____

Section 4: Costing (Optional)

Estimated Cost per Piece: _____

Planned Selling Price: _____

Profit Margin: _____

Section 5: Sketch / Notes

Sketch Space for a hand sketch, digital sketch, or attachment. Students can paste an image or draw by hand if printed.