

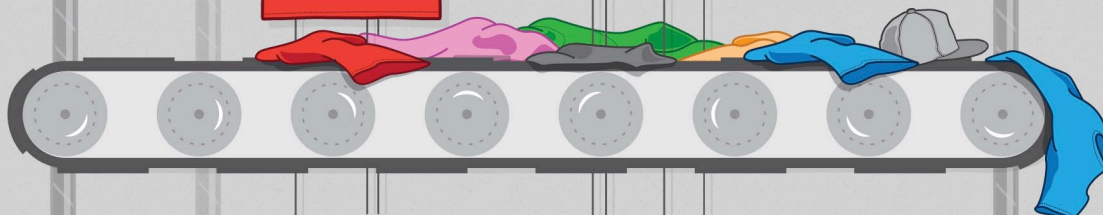
## HOW TO START YOUR

# CLOTHING BRAND

### GARMENTS



Choosing the right garment is a very important step. In fact choosing the style, material and fit is almost as important as the design itself. Spend some time sampling your garments, try them on, wash them, wear them and show them to your friends. Try thinking differently, there are thousands of styles and colours out there so why not try something a little out of the ordinary.



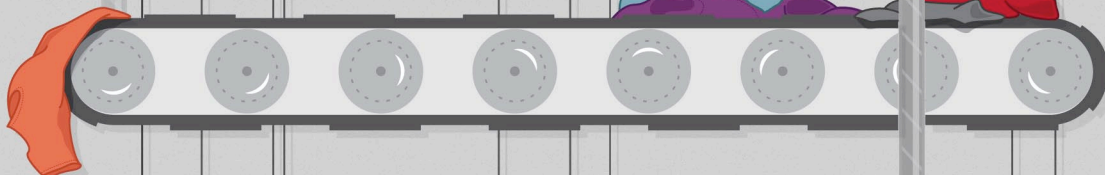
### SCREEN PRINT

### DTG

### Embroidery

### DECORATION

Once you have found the perfect garment it's time to decorate it. There's a whole host of options out there so there's definitely something for every garment. Some garments work better with certain processes. For example - printing a light vintage/fashion t-shirt with a huge design? Try water-based screen printing. Having a thick water proof jacket with a left breast logo? Try embroidery.



#### WOVEN LABELS

#### INNER NECK PRINT

#### SWING TICKETS

#### BAGGING

Now you have your design printed or embroidered onto your garments you might want to add a little more value to your garment by including some finishing. For example you could change the manufacturer's label to your own, add a hem label as well as bagging & tagging. The result will be fantastic and you will end up with something that will sit alongside the brands you know so well on a shop shelf.

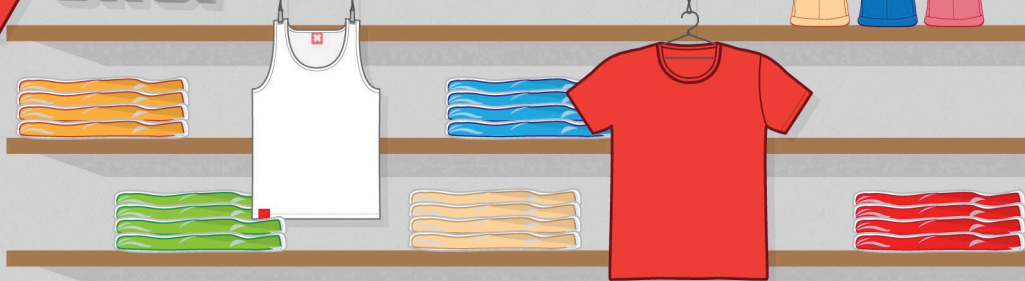


### FINISHING

So that's it, now you have it all, in the form of a beautifully decorated and finished garment. You could sit back and just wait for the people to come to you (after all you have chosen great garments and decorated them with a brilliant design) or you can get out there and let everyone know about your creation. Why not start an on-line store and use social media to promote your brand. You can start with no budget at all giving you more opportunity to spend your hard-earned money on ice-cream and more garments as they start to sell.

### SELLING

## SHOP



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