

Sarah Caddy / September 2023

Swim & Intimates Fundamentals

2 week Intensive Course



* Inspiration - Vintage, Market research, Influencers, Runway

* Innovation

* Colour, Print & Techniques

Lingerie - Lace / Embroidery / Guipure

Swim - Macrame / Bonding

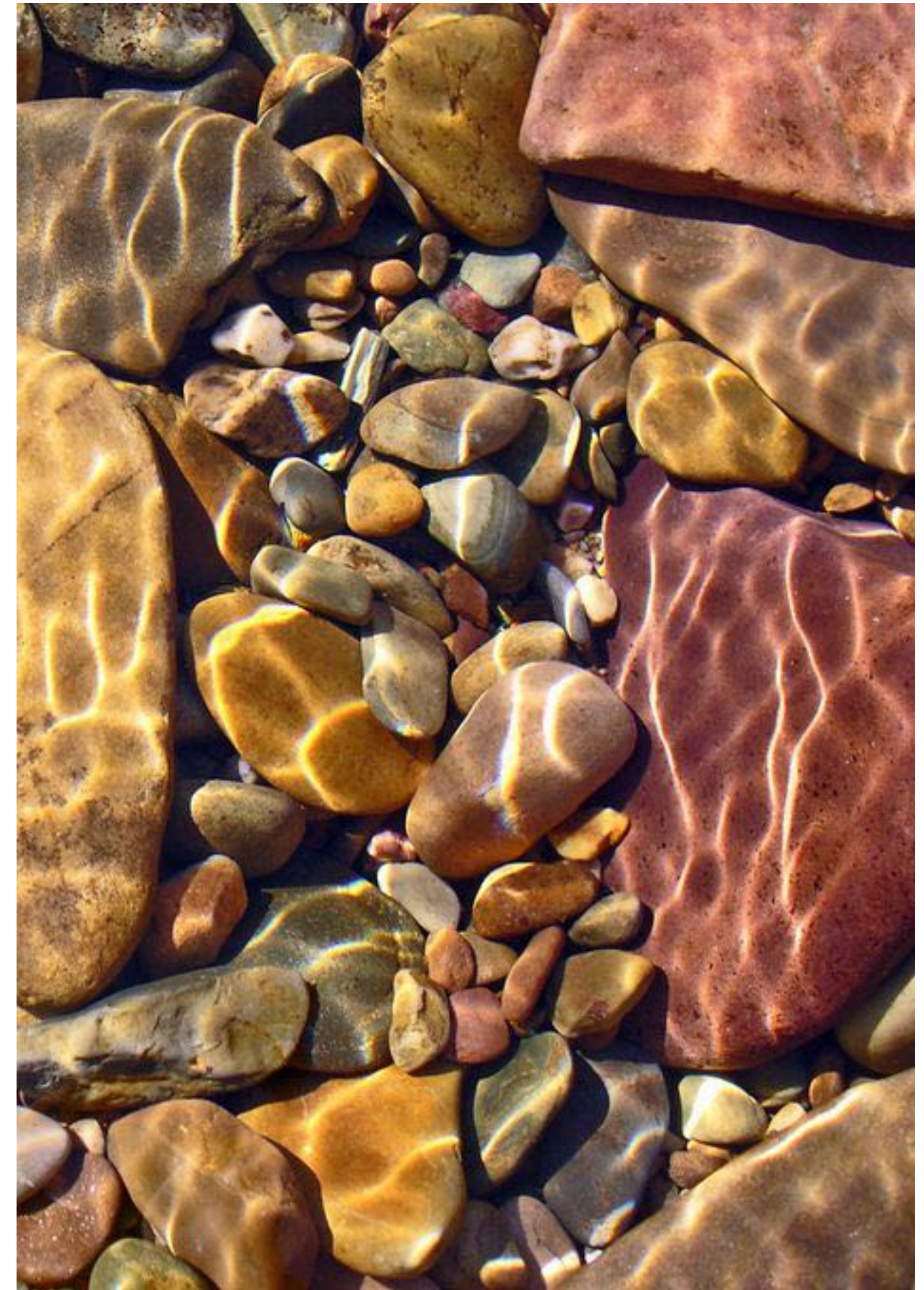
* Sustainability

* Seasonality, Sizing & Target customer

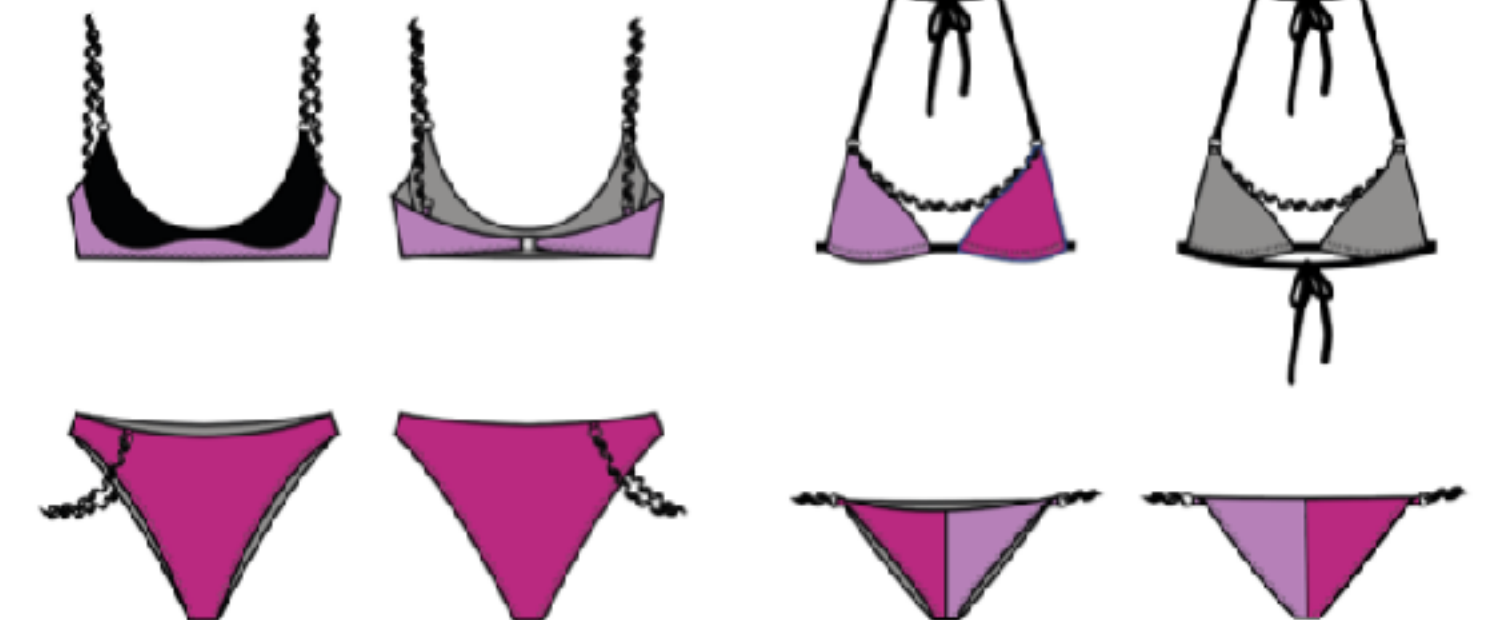
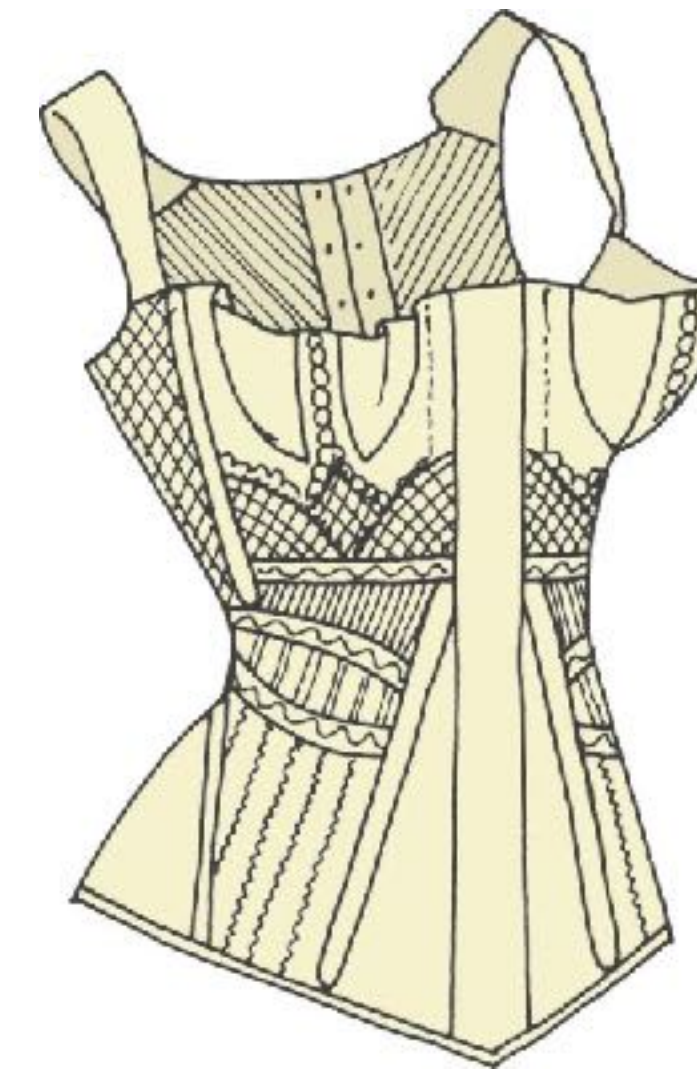
* Range plan from merchandisers

Lingerie - Cami / Waspi / Suspenders / Accessories / Pyjamas / Hosiery

Swim - Cover ups / Hats / Footwear / Bags / Kids / Mens



- * Hand sketch, Mock ups & Draping
- * CAD & Infill - Communicating ideas to cross functional partners & Suppliers
- * Fabric sourcing - Linings, Mesh, Trims,
- * Components - Wires, Pads, Moulding, Hook&eye & Developing hardware
- * Critical path & Budget / Costings



* Tech pack & Launch to factory

* Pattern Making

* Sampling process

* Fitting - Cup size and plus size, Moulded, Grading

* Checking factory samples, testing & QC

* Marketing, Labelling, Packaging

* Photoshoot / Wholesale / Press / PR - Post production

