



FASHION BRAIN
ACADEMY

GETTING YOUR SAMPLES MADE

THE FASHION STARTUP CHALLENGE: DAY TWO

Note: If you missed DAY ONE: What you Need to Know FIRST, click here:
https://www.facebook.com/groups/startupchallengejh/learning_content

Let's dive in to DAY TWO: How to Get Your Samples & Prototypes Made

A lot of what happens in the fashion industry is sort of underground. I often refer to it as an *insider business* and it can be really frustrating if you're on the outside trying like heck to get IN and get some answers.

You can't just Google this shizzle up. I'm sure you've noticed that.

So today I'm going to take you inside and give you 3 major tips about where to find sample makers and manufacturers.

1) Craigslist

It's possible to make the first sample yourself (if you know how to sew – and if you don't, that's TOTALLY fine) to see how it comes together. However, I don't recommend that you make your own samples or production for the long haul since it's NOT a scalable business model.

If you're sewing, you're NOT out selling – and that's a problem.

I have a video clip that explains how to find local sewers and reveals the sneaky way I found sewers for my blanket line.





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Click here to watch the video:

<https://fashionbrainacademy.com/how-to-find-a-sewing-contractor-to-make-samples-for-your-new-clothing-line/>

2) Factory Lists

Here are 2 resources I recommend.

a) Maker's Row is an online marketplace that connects U.S. based factories and suppliers with small and medium-sized product-based businesses.

Find them here:

<http://makersrow.com/>



b) About Sources offers resource guides for designers in the U.S. to find fabrics, trims, contractors, and all kinds of resources and manufacturers. I used this guide all the time when I had my womenswear line.

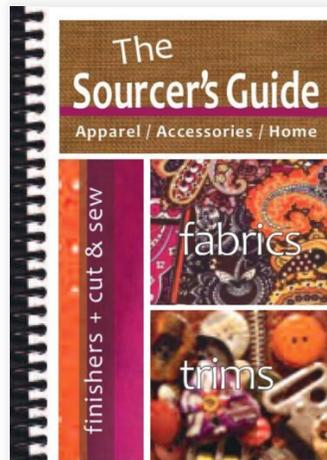
You'll find it here:

<http://www.aboutsources.com/>



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Please Note: The Sourcer's Guide provides LISTS of sewing contractors and fabric & trim resources. It's up to you to go through the lists and do your research, call them up, and find a good fit for your brand.

A list is just a list – it's a great start but it's not the EASY button. Speaking of easy...

3) The Easy Button

If I were to start over today with another product-based business (*I'm NOT, not yet anyway...*), I would choose the Easy Button option. I ran my own production (using NY and Chicago contractors) for over 14 years and I was good at it.

I didn't LOVE doing it though, and like I mentioned in #1 – I don't want anything to keep you from the time you need for SELLING your product.

The Easy Button is to hire a team of experts to take care of pattern making, samples, fittings, product development, testing, and production. My go-to Product Development guru is Boaz David (and his wicked-smart team) from Humanb.com.

You can find Boaz and Human B at this link:

<http://www.humanb.com/>



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TODAY'S CHALLENGE

#1) First, go watch the video I recommend above:

<https://fashionbrainacademy.com/how-to-find-a-sewing-contractor-to-make-samples-for-your-new-clothing-line/>

#2) Next, decide on your NEXT step. Will it be...

- A) Put an ad in Craigslist for a sample sewer
- B) Invest in Maker's Row and/or the Sourcer's Guide
- C) Investigate a full-service consulting company or
- D) Something else??

#3) Stay accountable by telling me what your NEXT action step will be by leaving a comment RIGHT NOW - no matter how big or small. Look for the DAY TWO post in the private Facebook Group – it looks like this...



Use the hashtag **#startupchallengeJH** so I can find it, OK?

Will it be A, B, C, or D?? It can be as simple as B:

"I'm gonna carve out 2 hours next Wednesday to go through the info on Maker's Row."



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BAM - simple action step in the works...Go YOU!

#4) I'll be in the Group LIVE today to answer your questions and discuss – ***How Much is This Going to Cost Me?***

And remember... the more you participate the more you will get out of this Challenge! I'm serious – you get out of it what you put in.

So please let me know your AHA moment from today's lesson. Click the link below and leave a comment + read what other designers are saying!

<https://www.facebook.com/groups/startupchallengejh>

I can't WAIT to read what you say and get to know you!

Jane

P.S. If you're liking this **#startupchallengeJH**, will you do me a favor and SHARE it? Here's the link to share or POST (and thank you!!):

<https://fashionbrainacademy.com/challenge/>

P.P.S. If you missed Day One's Challenge, "What You Need to Know FIRST", get it here:

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