



## **How to Find a Branding Garment Specialist**

**weavabel®**

We want to make it easier for businesses who can't decide on who to work with. Within the guide, we'll explain how easy a branding specialist can make things for you and how they manage the whole process from start to finish.

This guide is essentially here for you to utilise as and when you need it. It's packed with advice, hints, tips and information around exactly what a branding garment specialist does and what they can help you with.

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# Things to Do Before Speaking to a Garment Branding Specialist

Here's a list of tasks you need to make sure you accomplish before you begin working with a garment branding specialist.

## Have You Researched the Competition?

As with most things, the search for suppliers will often start online. Make sure you've spent enough time understanding the competitive landscape and the options available.

## Can You Articulate Your Vision?

This goes beyond branding and to the very heart of why you decided to start a business in the first place. An experienced garment branding specialist will be happy to step in and help with this phase.

## What Are Your Brand's Sustainability Goals?

With sustainability becoming more of a necessity, your brand should look to incorporate greener processes and practices.

## Will You Require Global Stock Management?

Most nominated suppliers have multiple warehousing facilities right across the world. This means you can stock hold your branding trims locally to your garment vendors.

## Do You Require Complete Brand Management?

You can significantly reduce your resource requirements in your buying team when you work with a garment branding specialist. They would work with your team to cut out the need for negotiation and sourcing.

## What Are Your Quantities and Timeframes?

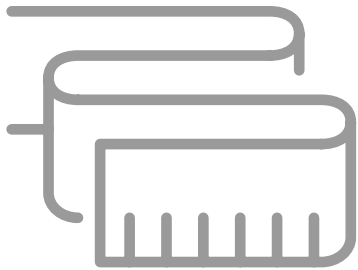
Typically - the higher the quantity, the more competitive the pricing. But you have to be mindful of timeframes and have these ready.

## Is This a Brand Refresh and Innovation?

In the world of branding, a refresh is like a tactical manoeuvre. As businesses grow and change, brands need to reflect the current marketplace.

## Have You Taken Corporate Social Responsibility (CSR) and Supply Chain Management Into Consideration?

It's important to understand the key issues in international fashion supply chain management. The market is a dynamic industry sector, characterised by short product life cycles, high product variety, low predictability, relatively low margins and high levels of impulse purchasing.



# What Does a Garment Branding Specialist Do?

When involved from the concept stage as partners, a garment branding specialist can project manage production through to the final result. They assist with everything from design and production to storage and packaging solutions.

Branding is extremely important when successfully communicating your brand. It gives your target market a sense of belonging and makes your ranges easily identifiable. Customers are more likely to buy your clothing and accessories when they find the designs, style, quality and branding harmonious.

Here are the advantages and disadvantages of working alongside a specialist:

## Advantages

- Ensures consistency
- Complete brand management from design to delivery
- Access to industry knowledge
- Always investing in the latest trends
- Flexible for your requirements

## Disadvantages

- They can cost more
- Slightly longer supply chain
- The risk of relying on one supplier

## Advantages



### Ensures Consistency

Even the best-designed branding will fail without consistency. It strengthens your brand identity and unites all of your collections.

Develop a seamless look and experience through your branding, collections, store, website, social media channels and packaging. This will make the customer feel comfortable with your brand, therefore making them more likely to purchase from you repeatedly.

An experienced branding specialist has excellent quality control procedures in place to ensure all your branding meets the agreed standard and looks and feels the same consistently. This immediately increases the value of your company in the consumers' eyes.



### Complete Brand Management From Design to Delivery

You can literally reduce your resource requirements in your buying team when you go with a nominated supplier. They can work directly with your designers or you can even use their designers if they have any available.

They would work with your team to cut out the need for you to do research, negotiation and sourcing. From concept to completion, a specialist service should never have a one-size-fits-all approach. Every brand and business is unique and you need to know your packaging can meet your brand's ever-changing demands.



## Access to Industry Knowledge

When you work with an experienced branding specialist with strategic business targets, they have experience of innovating the best brands.

It's one thing to take a prototype through production, but what if you require additional design advice? Not all specialists offer these services or excel at them. Whatever garment you create, you need someone who can offer the very best assistance with your deadline dates as a priority.

You want a specialist that can act as your trusted advisor, understanding your branding and how your garment trims are an extension of that. This allows you to focus on creating your next collection with peace of mind.



## Always Investing in the Latest Trends

A branding specialist worth their salt will consistently invest their time and money into the newest trends. The right specialist will also be able to offer samples, giving you ample time to smooth out anything that isn't quite right. This helps you create something truly unique for your brand.



## Flexible for Your Requirements

This is definitely a huge plus brought by a garment branding specialist. Flexibility for a buyer with no effort on your behalf?

A specialist would already have many contacts and experienced manufacturing bases set up, meaning they can cater exactly to your requirements without you having to do any of the leg work. It's all ready and set up for you.

## Disadvantages

### ✘ They Can Cost More

It's common knowledge that a branding specialist is more expensive than a local factory. They're the middle man, after all. Great service and the benefits above do make up for this but if you don't have the money to work with a specialist the first place, then nominated supply is probably not for you.

### ✘ Slightly Longer Supply Chain

They are the middle man so it does lengthen your supply chain which therefore can impact your delivery lead times.

Yet with the established clout a specialist has, they can actually shorten lead times for you. It's a good idea to find this out during the decision stage as to the capabilities of your nominated supplier.

### ✘ The Risk of Relying on One Supplier

Yes, putting all your eggs in one basket is always risky. What if all your branding trims were handled by one supplier and the chain broke?

To avoid this, we suggest you do your research thoroughly before deciding on your specialist. Be sure they're stable and you have backup agreements in place. Going with a nominated supplier is definitely recommended.

It provides you with a good communication base where you can have greater predictability of delivery, consistency through your ranges and secure management of your branding requirements.





## How Do I Know Which is the Right Garment Branding Specialist for Me?

With so many experienced garment branding specialists out there, the oversaturated industry can leave you wondering who's the best fit for your brand's needs.

Choosing the right specialist to collaborate with can be a difficult task as you want to make sure that all of your production needs are met. However, if you're new to the industry or simply unaware of your options, it can be unfamiliar territory.

If the garment branding specialist on your shortlist offers these features, then they could be the one.

### **Strives Towards Sustainable and Eco-Friendly Processes**

Discarded clothing made of non-biodegradable fabrics sits in landfills for up to 200 years, producing harmful chemicals and pollution to the earth.

That's why we should all make a conscious effort when it comes to our environmental impact. Whether that's researching brands we buy from, ditching plastic or choosing to work alongside a manufacturer whose key driver is sustainability.

## Experience and Expert Guidance

Along with improving any designs, garment branding specialists are experts in what they do. So, you'll have complete access to unparalleled guidance and advice at all points in the design and manufacturing process.

## Worked With Similar Brands

By working with an experienced and reliable garment specialist that has worked with global fashion brands, you'll partner with a factory that constantly innovates with the latest materials and technologies.

The benefit for you? The helpful insight, innovation and tips help to continue the development of your brand and keep you ahead of your competition.

## Focused on Your Brand

As expected, going down this route is slightly more expensive but you're getting far greater value for your money compared to alternatives. Plus, it's beneficial for designers that don't have much experience in the manufacturing industry as you can offload operational responsibility and focus on growing your brand instead.

## Fabric Sourcing

You'll have access to a wealth of textile producers and suppliers when working with a full package production (FPP) manufacturer. They can guide you on the best fabrics and order quantities for your budget to avoid any availability or design issues in the production process.

Now you know what an experienced branding specialist is capable of, you need to find one that offers the features above. That's where we come in. At Weavabel, we operate at the cutting-edge of garment branding and we produce outstanding products from point of concept all the way through to final delivery.

# Introducing Weavabel...

Here at Weavabel, we're creative garment branding specialists. Working best when involved from concept stage as partners, we can project manage production through to the final result.

The go-to partner to enhance your brand and create more value within the marketplace. Complete, consistent and quality across all products and services, we offer speed and reliability, making us the one-stop-shop for your total branding package.

Getting to the heart of our customer's brand and understanding its core, its values and its people is how we work. We're led by innovation and creativity, augmented with authentic expression and over 20 years of industry knowledge and experience.

We're a branding partner that offers stock management, easy 24-hour online ordering and logistical support globally - backed up with an efficient processing system through instant communication and real-time tracking.

Our products ensure your brand stands out above the competition. Our integrated, focused service brings inspiration and solutions to your challenges in developing and enhancing your brand.

We help brands communicate who they are through their branding trims and packaging. From Fiorucci to Wed2B, take a look at how we've previously - and continue to - revolutionise fashion brands.

[GET THE CASE STUDIES](#)

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