

1. Consultation & Brand Discovery

Every journey begins with understanding. We take time to immerse ourselves in your brand:

- Brand identity, values, and personality
- Color palette, aesthetic language, and visual guidelines
- Industry requirements and daily functional needs
- Staff roles, hierarchy, movement, and exposure
- Environment (indoor/outdoor, climate, standing hours, public-facing roles, etc.)

Current uniform challenges and desired improvements. we listen deeply. We ask intentionally. This allows us to build uniforms that suit the brand, not just the body.

2. Creative Direction & Mood Board Development

Once we understand the brand's essence, our creative team develops a visual world tailored specifically for your identity:

- Aesthetic direction
- Silhouettes and design variations
- Color compositions
- Fabric texture inspirations
- Embroidery/style techniques
- Brand mood & tone
- These moodboards ensure complete alignment before any illustration begins eliminating mismatches and saving time.

3. Fabric Research, Testing & Curation

We carefully source and test every material:

- Durability assessment
- Colorfastness and fade resistance
- Texture and breathability
- Shrinkage behavior
- Comfort for long-hour wear
- Stretch and recovery
- Anti-wrinkle, moisture-wicking, antibacterial needs

Every chosen fabric is aligned with the client's brand identity and the job role's functional requirements.

4. Final Adjustments & Approval

Based on your feedback, we refine:

- Fit
- Length
- Silhouette sharpness
- Embroidery details
- Fastenings and trim
- Fabric or lining choices

This ensures the final approved sample is perfectly matched to your expectations.