

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 trims

- . Fabric or lining choices

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

5. Project Archiving & Uniform Identity Systems

Every project is stored in our archive:

- . Patterns
- . Digital sketches
- . Fabric codes
- . Embroidery files
- . Measurements

- . Past orders

This enables instant reorders and eliminates future delays.