

Build a collection with a point of view.

Before adding campaigns, define the label, the intended customer and the story that connects the collection. Keep what already works; focus on the unclear parts.

- ☐ **Name the audience and the occasion.**
Write a clear description of the people, context and style needs the collection is intended for. Avoid trying to position one range as everything for everyone.
- ☐ **Define the collection story.**
Connect the design idea, silhouette, palette and intended use. Use an approved narrative that the founder, store team and campaign team can explain consistently.
- ☐ **Set the brand codes.**
Record the approved identity, typography, colour, visual direction and voice. Apply the same underlying story across hangtags, packaging, product pages and launch material.
- ☐ **Separate facts from aspirations.**
List which fabric, craft, provenance or sustainability statements have supporting evidence. Keep planned capabilities and unverified claims out of the public story.
- ☐ **Assign approval and asset ownership.**
Name the people who approve creative direction, verify product details and authorise images. Record final file locations, licences and version dates.

Decision: a complete rebrand is not automatically required. Start with the audience, the collection narrative and the touchpoints that currently cause confusion.

Make product details easy to inspect.

A strong visual story needs practical information beside it. Review the questions a customer should be able to answer before entering the actual store checkout.

- ☐ **Verify material and care information.**
Use current product specifications and care instructions supplied by the brand. Do not infer fabric composition, origin or environmental credentials from the appearance of a garment.
- ☐ **Explain fit in a usable way.**
Provide the approved size guide, measurement method and relevant fit notes. Identify units and product-specific differences rather than relying on a generic size label.
- ☐ **Keep variants and imagery aligned.**
Check that the displayed colour, item, size selection and photography describe the same product. Concept packshots and sample interfaces should remain explicitly labelled.
- ☐ **Clarify operational terms.**
Have the operator approve current price conditions, availability, dispatch, delivery, returns and the support route. Do not invent discounts, urgency or limited stock.
- ☐ **Inspect the mobile experience.**
Read key product information on a narrow screen. Check image crops, size-guide access and the visibility of the next action without hiding important details inside artwork.

Acceptance check: a new reader should be able to describe the item, relevant fit information and the actual purchase/support route using the approved page alone.

Connect the launch to a real next step.

Design the route for the business model. D2C purchase journeys and boutique store-visit journeys need different information and operational owners.

- ☐ **Match the message to the destination.**
Connect each campaign or editorial link to the relevant collection or product page. Avoid sending a specific product promise to an unrelated homepage.
- ☐ **Test the actual commerce handoff.**
Use an authorised test to follow the route into the real shop. Verify product selection, support links and clear communication when stock or delivery is unavailable.
- ☐ **Build a separate boutique path.**
Publish accurate location, hours, range context and any visit or appointment requirements. Let the store team confirm availability rather than implying it in a graphic.
- ☐ **Keep the agency enquiry separate.**
Business owners contacting FashionBrandX need a branding or marketing brief. Customers buying clothing should use the fashion business's actual shopping or store-contact route.
- ☐ **Define the measures before launch.**
Distinguish attention, product inspection, store handoffs, confirmed orders and returns. Use client records where available; document missing attribution rather than guessing revenue.

Responsibility: the agency designs communication and the handoff. The client owns inventory, checkout, fulfilment, store availability and the actual customer experience.

Earn the right to stay in touch.

A community is supported by an honest product experience and useful communication. Give customer content, service concerns and follow-up a clear owner.

- ☐ **Record customer-content permissions.**
Before using a customer image, creator asset or testimonial, document the authorised use, attribution, editing rights and channels. Do not turn a synthetic model into a real customer.
- ☐ **Request genuine feedback fairly.**
Use real feedback and accurate context. Avoid bought reviews, invented quotations, fabricated ratings or selective positive-only requests.
- ☐ **Route service concerns appropriately.**
Agree who handles sizing questions, delivery issues and returns. Move private order details to the approved support route rather than exposing them in public replies.
- ☐ **Make future communication relevant.**
Define the purpose and appropriate permission for each update. Provide a clear way to stop promotional messages and keep practical service communication distinct.
- ☐ **Complete the owner sign-off.**
Review imagery, claims, fees, links, forms, mobile layouts and customer-support ownership. Keep case-study and testimonial templates unpublished until real evidence is approved.

Final record: approved owner, supporting source, tested customer route and remaining dependency. No counterfeit labels, false scarcity or unsubstantiated sustainability claims.