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Design Lines Product Brief

Name:
Company:
Email:
Phone:
Address:
Project Name:

Project Purpose

Tell us about your product. What is its intended use or function? What was your inspiration? What problem will it solve? If there are similar products out there, what makes yours different? Will it be a stand-alone item or part of an existing or future line?

Who is it for? If possible, define their age, interests, occupation, gender, location, and personality. This will lead our approach and will inform the design. Be creative and specific.

How will it be styled? Think about color, shapes, lines, & materials. Will it be technical, sleek, sporty, antique, rugged, feminine, organic...? It can also be helpful if there is styling you want to avoid. What should it NOT be?

Project Details

Do you have specific fabrics or materials in mind? Will there be any custom elements or hard (non-sewn) components?

What size or capacity? Does it need to fit inside something? Hold something specific? Is weight a consideration?

What caliber? Is it a low or high-end product? How durable does it need to be? Will you have it produced domestically or abroad? Where do you envision it being sold (Direct web sales, licensed through an existing company, independent retailers, etc.)?

Additional key features: consider care, certifications, or anything else that hasn't been touched on.

Timeline

Where are you in the development process? Are you at the initial idea stage, or do you already have patterns and simply need a prototype made?

Do you have a deadline? This helps determine if we have the availability to work with you at this time.

- I need _____ (first prototype, final prototype, patterns, etc.) by _____.
- My timeframe is flexible, but I was thinking about _____ weeks/months.
- I don't have a specific deadline.

Additional Info

Please attach photos or links of anything relevant that we should see to help inform us about your product or process.