

An Introductory Guide:

Fashion Production Calendar



*Your Guide to Following
the Traditional Fashion
Calendar*

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Fashion Production Calendar

The following calendar is the schedule for traditional womenswear production.

It is meant to act as a guideline to remind you of where you should be at what time of the year, in order to produce your line and sell it to stores in a timely manner.

Note that this will be a challenge and sourcing and production will inevitably incur unwelcome delays.

*Remember to do your best
crisis management and creatively
think of ways to problem solve if
need be.*

Fashion Production Calendar

	Fall / Winter Collection	Spring / Summer Collection
SEPTEMBER	Design collection, Research fabrics	
OCTOBER	Select and Order fabrics	
NOVEMBER	Create patterns, Create first samples	
DECEMBER	Develop sample collection	
JANUARY	Collection complete, Start sales pitch	
FEBRUARY - MARCH	Present collection, Continue sales pitches	Design collection, Research fabrics
APRIL	Place raw material orders for production	Order fabrics
MAY	Begin production	Create patterns, Create first samples
JUNE	Continue with production, Check in with factory	Develop sample collection
JULY	Complete production	Collection complete
AUGUST	Delivery to stores	Start sales pitches
SEPTEMBER - OCTOBER	Continue deliveries, Collect payments	Present collection, Continue sales pitches
NOVEMBER		Place raw material orders for production
DECEMBER		Begin production
JANUARY		Continue with production, Check in with factory
FEBRUARY		Complete production, Delivery to stores
MARCH - APRIL		Continue deliveries, Collect payments

