

START HERE — Five Decisions Before Sampling

FIVE DECISIONS THAT PROTECT A COLLECTION

A CREATIVE IDEA becomes a viable collection only when five decisions are aligned:

- 1. Target customer, sales channel and realistic selling price
- 2. Hero products and collection architecture
- 3. Fabric, construction and fit feasibility
- 4. Development budget and prototype strategy
- 5. Quantities, timing and the route to repeatable production

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ARNIA helps founders and creative teams align these decisions before development costs and unnecessary sampling rounds multiply.

From creative vision to a technically and commercially feasible Made in Italy collection.

From CREATIVE VISION to COLLECTION READINESS

A Practical Development Map for Founders and Creative Teams

A strong concept becomes a viable collection only when creative direction, commercial architecture, product feasibility and production planning are aligned.

CREATIVE DIRECTION
• Target customer, brand positioning and intended use occasions
• Silhouette, colour, texture and visual language

COLLECTION ARCHITECTURE
• Hero products, number of styles and assortment balance
• Sales channel, target retail price and price architecture

PRODUCT FEASIBILITY
• Fabric, construction, fit, performance and intended end use
• Tech packs, reference garments and prototype strategy

PRODUCTION READINESS
• Approved development route, quantities, sizes and target launch timing
• Sourcing, repeatability, documentation and certification requirements

COLLECTION READINESS

READY TO DEVELOP
Creative direction, product priorities, price architecture, quantities and the next development step are aligned.

REVIEW REQUIRED
The concept is strong, but one or more commercial, technical or operational variables still require validation.

HIGH DEVELOPMENT RISK
Sampling begins before the target customer, product priorities, fabric route, budget or production plan are clearly defined.

WHAT IS CURRENTLY BLOCKING PROGRESS?

Positioning · Collection Architecture · Textile Direction · Technical Feasibility · Budget · Prototype Strategy · Production Planning

How ARNIA TEXTILE FASHION can SUPPORT

- Translate moodboards, sketches and references into a workable textile and product-development route
- Define collection priorities, hero products and a realistic assortment structure
- Source collection fabrics, selected stock-supported bases or custom textile developments
- Align fabric, construction, fit and intended use with target cost and commercial positioning
- Coordinate technical inputs, patterns, prototypes, industrialisation and capsule production
- Structure the development roadmap, approval stages and project responsibilities

PREPARE A USEFUL COLLECTION REVIEW - Please include:

- Brand positioning and target customer
- Sales channel and intended retail-price range
- Product categories, number of styles and intended hero products
- Moodboard, sketches, tech packs or reference garments
- Expected quantities per style
- Target launch or delivery windows
- Development budget or target product-cost range
- Any fabric, certification, traceability or compliance requirements

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Start Your Textile or Garment Project with ARNIA TEXTILE

To assess your project correctly, please complete the Collection Project Brief with your product categories, expected quantities, current development stage, target timing, price architecture and any fabric, certification, traceability or compliance requirements.

ARNIA will review the information and identify the most realistic next step for your collection.
Depending on the project, this may involve creative alignment, textile sourcing, technical development, prototyping, Cut & Sew or collection project management.

👉**SEND YOUR COLLECTION PROJECT BRIEF:**
https://madeinitaly.social/textile/



Certification and marketing claims depend on the material, article, production lot, technical MOQ, Chain of Custody and applicable standard.

Availability, feasibility, timing, pricing and certification pathways are confirmed project by project after technical review.

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