

# THE ULTIMATE FASHION BRAND PLAYBOOK



BY GYAN INFINET

# Disclaimer

All rights reserved. No part of this ebook may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of Gyan Infinet, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.

The content contained in this ebook is the exclusive property of Gyan Infinet and is protected by copyright laws. Any unauthorized use, reproduction, or distribution of the content is strictly prohibited and may result in legal action.

The information provided in this ebook is for general informational purposes only. While we strive to ensure the accuracy and reliability of the information, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability of the content. Any reliance on the information provided in this ebook is strictly at your own risk.

Gyan Infinet shall not be held liable for any loss or damage, including but not limited to, indirect or consequential loss or damage, arising out of or in connection with the use of this ebook.

Please consult with appropriate professionals or experts in the field for specific advice or information related to the content of this ebook.

By accessing and using this ebook, you agree to abide by the terms and conditions outlined in this disclaimer and acknowledge that any unauthorized use of the content may violate copyright laws and other applicable laws and regulations.

# TABLE OF CONTENTS

**A** ..... 05

**B** ..... 08

**C** ..... 14

**D** ..... 22

**E** ..... 26

**F** ..... 29

**G** ..... 34

**H** ..... 37

**I** ..... 39

**J&K** ..... 41

**L** ..... 42

**M** ..... 46

**N** ..... 49

**O** ..... 51

**P** ..... 53

**Q&R** ..... 60

**S** ..... 63

**T** ..... 67

**U** ..... 70

**V** ..... 72

**W** ..... 74

**Y&Z** ..... 76

# Introduction

If you've ever felt lost hearing words like MOQ, tech pack, or keystone markup don't worry, you're not alone. Fashion has its own language. And when you're starting out, it can feel overwhelming.

That's exactly why this book exists.

Whether you're dreaming of starting your own clothing brand, studying fashion in school, or already working on your first drop ***The Ultimate Fashion Brand Playbook*** is your go-to guide. No fluff, no jargon just simple, clear explanations and real-world examples that make sense.

**We'll walk through everything step-by-step:**

- What certain terms actually mean (without sounding like a dictionary)
- Why they matter for your business or career
- And how big brands like Zara, Urbanic, or even niche Indian labels use them in the real world

You'll find beginner tips, common mistakes to avoid, and short brand stories that bring each concept to life. This isn't just a glossary it's a friend you can turn to when you're stuck or unsure.

Whether you're designing your first hoodie or building a fashion pitch deck, this playbook will help you talk the language of the industry and more importantly, understand it.

And guess what? Whenever we update this book with new ideas, modern terms, or fresh insights, you'll get it all completely free.

So take a deep breath, flip the page, and let's start turning your fashion dream into something real.


## **A/B Testing**

Let's say you launch two different Instagram ads with different captions. A/B testing tells you which one performs better.

 *Data is your best designer sometimes. Let your audience decide!*


## **A-Line**

A dress or skirt that starts narrow at the top and widens towards the bottom just like the shape of the letter "A".

 *Flattering for almost every body type.*


## **Abandoned Cart**

When a customer adds stuff to their online cart... and then ghosts. No checkout. This is the heartbreak of e-commerce.

 *Fix it with friendly reminders or small discounts.*


## **Abstract Marks**

These are logos that don't look like anything specific just cool shapes. Think Nike's swoosh.

 *Great for minimalist or luxury streetwear brands.*

## **Accessories**

Everything that completes an outfit but isn't the main item belts, bags, jewelry, hats.

 *Sometimes your accessories sell more than your main line!*

## **Accountability**

If something works (or doesn't), take responsibility. Great marketing? That's you. Poor launch? Also you. Brands grow when owners own everything.


## **Accounts Payable / Receivable**

Payable = money you owe (e.g., to your fabric supplier)

Receivable = money owed to you (e.g., a store that bought your clothes on credit)

## **Advertising**

Paid promotions to get eyes on your brand. This could be Instagram ads, influencer shoutouts, or billboards if you're feeling fancy.

 *Tip: Start small, test ads, then scale.*

## **Aesthetics**

This is the vibe of your brand. Is it earthy and raw? Clean and techy? Loud and colorful? Your aesthetic includes your colors, fonts, clothes, packaging all of it.


## **Affiliate**

Someone promotes your product (like a YouTuber or fashion blogger). If they help make a sale, they earn a commission.

 *Low risk. High return if done right.*

## **Agile Manufacturing**

A flexible way to produce clothes instead of big factories with strict steps, you work with smaller teams who handle everything quickly.

 *Great for indie brands doing small batch runs.*

## **AOV (Average Order Value)**

This tells you how much people spend, on average, per order on your site.

 *Want higher AOV? Bundle products or offer discounts on combos.*

## **Apparel Price Range**

From your cheapest item (maybe socks) to your most expensive one (a leather jacket). This defines where you sit in the market budget, mid-tier, or premium.

## **Appliqué**

A patch of fabric sewn onto another. Think varsity letters or decorative floral patches on denim.

## **Armhole (Armhole)**

Just a fancy word for the opening where the sleeve goes.

 *Make sure this fits well it's key for comfort.*

## **Artwork**

Any graphic or design you plan to print, embroider, or add to your clothing. Logos, illustrations, patterns it's all artwork.

## **Assembly Line Production**

A traditional method where different people work on different steps of a garment like a human conveyor belt.

## **Asymmetric Styling**

When the left and right sides of a garment look different one sleeve longer, one shoulder bare. Very runway, very bold.

## **Authentic**

Real, original, and true to your brand's identity. In a world full of copies, authenticity is your superpower.

## **Backorder**

You're sold out, but customers can still place an order. You'll ship it when the product is ready.

⚠️ *Be honest about delivery time trust matters more than speed.*

## **Balaclava**

A full-face covering, usually used in winter wear or edgy streetwear designs.

## **Barcodes**

Little black-and-white lines on a tag that store all your product info size, color, price, etc. Needed for retail and inventory.

## **Basket Bag**

A bag that looks like a cute picnic basket usually made from woven material. Very summer, very boho.

## **Batch Production**

Making clothes in fixed batches instead of one by one. Useful when testing a new collection.

🍲 *Start small and scale based on feedback.*

## **Batik**

A traditional technique where wax is used to block parts of fabric from getting dyed common in Indian and Indonesian textiles.

## **Batwing Sleeve**

A sleeve that's wide under the arms and tight at the wrist gives a dramatic, flowy look.

## **Bespoke**


Custom-made clothing for one specific customer, with precise measurements and full personalization.

👔 *Think Savile Row suits.*




## **Bias / Bias Cut**

This means cutting fabric diagonally across the weave. Why? It gives the fabric more stretch and a smooth, flowing drape. You'll often see it in elegant dresses and skirts.

 *Tip: Want something to hug the body beautifully? Try a bias cut.*

## **Bill of Materials (BOM)**

Think of it as your master recipe. It lists everything needed to make your product fabric, thread, zippers, buttons, labels... everything.


 *Your manufacturer uses this to calculate cost and plan production.*

## **Bishop Sleeve**

A sleeve that's loose and flowy from shoulder to wrist, then cinched at the cuff. Super romantic and vintage-inspired.

## **Blanks**

Plain, undecorated clothing items like basic t-shirts or hoodies that you can customize with your own prints, embroidery, or branding.


 *Many streetwear brands start by designing on blanks before creating their own cuts.*

## **Blucher**

A type of shoe with open laces more casual than an Oxford. Often made from leather and worn for semi-formal occasions.

## **Bobble**

Tiny balls of fuzz that appear on your clothes from friction especially on knits or wool. Not cute, but common.

 *Use a fabric shaver or lint remover to keep your clothes looking fresh.*

## **Body (1)**

Clothing that fits snugly to the body like a bodysuit or slim-fit dress.

## **Body (2)**

The feel of a fabric soft, stiff, flowy, heavy. It's how the fabric behaves when worn or held.

## **Boiled Wool**

Wool that's been treated to be thicker, denser, and warmer often used in coats or jackets.

## **Bonnet**

A soft, round cap that ties under the chin usually vintage, traditional, or babywear-inspired.

## **Brand**

More than a name or logo your brand is how people feel about your clothing. It's your story, your vibe, your promise.


 *A good brand doesn't just sell clothes it sells an experience.*

## **Brand Ambassador**

A person who represents your brand could be an influencer, celebrity, or even a loyal customer and helps promote your products.

## **Brand Concept**

The big idea behind your brand. Are you bold streetwear? Earthy minimalism? Tech-future fashion? Your concept guides all your design, voice, and visuals.

 *Clarity here makes everything else easier from logos to photoshoots.*

## **Brand Equity**

The value your brand adds to your product. Why does a plain white t-shirt cost ₹500 from one brand and ₹3,000 from another? That's brand equity.


## **Brand Extensions**

When your brand branches out into new products. Example: a t-shirt brand starts making shoes or bags.

 *Only extend once your original product is strong and consistent.*

## **Brand Heritage**

The backstory of a brand its origins, values, and evolution. Often used in luxury fashion to build trust and prestige.

 *Example: Sabyasachi's deep connection to Indian heritage adds emotional value.*

## **Brand Identity**

The collection of elements logo, fonts, colors, tone that makes your brand instantly recognizable.

## **Brand Palette**

Your signature colors. Think of Zara's clean black & white, or Forest Essentials' deep golds and greens.

 *Stick to a 2–4 color palette for strong visual branding.*

## **Brand Story**

Why you started. What you stand for. Who you're trying to serve. Your story helps people connect with your brand emotionally.


 *Tip: Don't make it up. Be real people love authenticity.*

## **Brand Voice**

The way your brand speaks formal, fun, bold, gentle? It shows up in your captions, emails, product descriptions even customer replies.

## **Branding**

All the things you do to create recognition and loyalty. It's not just a logo it's how your brand feels, looks, sounds, and behaves.

 *Every touchpoint should feel like "you."*

## **Break-Even Point**

The moment your total income = your total expenses. From here, every sale is profit.

💰 *Track your break-even it tells you when you're really winning.*

## **Bretelles**

Decorative strips of fabric that run diagonally from the waist to shoulders often seen in classic dresses or vintage wear.

## **Brick-and-Mortar**

Your physical retail store (if you have one), as opposed to an online store.

## **Budgeting**

Planning how you'll spend your money whether it's ₹10,000 or ₹10 lakh. From fabric sourcing to Facebook ads, budgeting keeps your brand alive.

👉 *Mistake: Many new brands forget to include packaging, returns, or influencer gifts in their budget.*

## **Bugle Beads**

Long, thin beads used to add sparkle or texture common in Indian embroidery and eveningwear.

## **Bulk Order**

Buying or producing a large quantity at once often cheaper per item. Useful for stores or big launches.

## **Business Model**


Your plan for how you'll make money. D2C? Print-on-demand? Retail-only? Knowing your model helps make smart decisions.

## **Bustier**

A structured, strapless top that fits tightly around the bust sometimes used as a top, sometimes as lingerie.

## **Business Plan**

A roadmap of your brand goals, strategies, market research, projections. Important if you want to get investors or loans.

 *Start simple: What are you selling, to whom, how, and why will it work?*

## **Bustle**


A padded framework worn under skirts in the 1800s to puff out the back. Still used in some bridal or costume fashion today.

## **Buttonholes**

Small stitched openings where buttons fit in. May seem tiny, but a crooked one can ruin the whole look.

## **C Corporation**

A business type where the company is taxed separately from its owners. Usually for big companies planning to scale, raise capital, or go public.

 *Tip: Not needed for most small fashion brands an LLP or sole proprietorship often works better to start.*


## **CAD (Computer-Aided Design)**

Software that lets you design clothes digitally sketch, rotate, test prints, all on screen.

 *Brands like Zara use CAD to design fast and tweak collections before a single thread is cut.*


## **Campaign**

A focused marketing push. Could be a launch, a sale, or a seasonal drop. It usually includes ads, influencers, emailers, etc., with one big idea.

 *Example: "Summer Linen Drop" with Instagram teasers, giveaways, and a countdown.*


## **Cap**

A casual hat with a visor. Beyond sun protection, it's a big part of streetwear culture.

 *Think New Era, Supreme, or even your own embroidered logo caps.*


## **Carbon Footprint**

The amount of pollution your brand creates from fabric production to delivery. Lower = better for the planet.

 *Tip: Choose local manufacturing or recycled packaging to reduce your footprint.*

## Care Label

The little tag inside your garment with wash instructions. Small detail big impact on your customer's experience.

 *Clear care labels reduce returns and make customers trust your quality.*


## Cash Flow

The money flowing in and out of your business. If more goes out than comes in = trouble.

 *Keep track monthly many great brands fail because of poor cash flow, not poor sales.*

## Chargeback

A customer disputes a card payment, and the amount gets reversed. Can happen due to fraud or shipping delays.


 *Too many chargebacks = payment platforms might ban you. Stay transparent and responsive.*

## Cheongsam

A traditional Chinese dress with a high neck and slit sides. Great example of how cultural pieces inspire modern fashion.

## Churn Rate

The percentage of customers who stop buying from your brand over time.


 *Lower churn = strong loyalty. Focus on retention, not just new buyers.*

## Clothes

Let's be real you know this one. But in this context, clothes = wearable products made from fabric. Your brand's main product.


## **CLV (Customer Lifetime Value)**

How much profit one customer brings to your brand over time. A returning buyer is gold.

 *Example: If Riya buys from you 4 times a year for 3 years, her CLV could be ₹18,000+.*


## **CMT (Cut, Make, Trim)**

A factory that handles cutting the fabric, stitching it, and adding finishing touches but you provide the fabric.

 *Great if you want control over your fabric sourcing but need help producing.*

## **Collaboration**

When two brands or creators team up to launch something together. Doubles your reach and brings buzz.

 *Think Adidas x Gucci. Or even you x a local artist.*


## **Collection / Capsule**

A small, curated group of items that go together by theme, season, or story.

 *Capsules are ideal for new brands: 5–7 versatile pieces = full look.*

## **Colour Theory**

The art and science of combining colors. Certain colors evoke trust, others scream luxury.

 *Tip: Pick a 2–3 color palette that fits your brand vibe and stick to it.*

## **Combination Marks**

Logos that combine a wordmark (your brand name) with a symbol or image.

 *Example: The Burger King logo text + image = stronger recall.*



## **Community**

The people who feel part of your brand. More than buyers they follow you, comment, share, and root for you.

👉 *Build community through stories, behind-the-scenes posts, and DMs. People want to connect.*

## **Competitive Analysis**

Studying other brands in your niche what they're doing well, what you can do better.

👁️ *Don't copy. Learn. Then differentiate.*

## **Concept**

The main idea behind a design, a collection, or your whole brand. Think: streetwear meets ancient Indian patterns. Or eco-luxury loungewear.

💡 *A strong concept = memorable brand.*

## **Consignment**

Retailers take your product but only pay you when it sells. Low risk for them you wait for the money.

🛍️ *Used often by boutique stores and thrift shops.*

## **Content**

Anything your brand puts out to communicate with the world photos, videos, stories, captions, memes.

➡️ *In fashion, content is currency. Good visuals = trust = sales.*

## **Content Marketing**

Creating valuable content that educates, entertains, or inspires not just sells. Helps build brand authority.

📖 *Example: A denim brand sharing tips on how to style jeans 5 ways.*

## **Conversion**

When someone visiting your site or page actually makes a purchase (or signs up).

💰 *If 100 people visit and 5 buy, your conversion rate is 5%.*

## **Copyright**

Legal protection for your designs, logos, patterns, and original content.

🛡️ *Tip: Register your brand assets early, especially if you plan to scale.*

## **Corset**

A structured, body-hugging garment once used for waist shaping, now reimagined in modern fashion.

🌀 *Corsets are having a big moment in Gen-Z streetwear.*

## **Cost of Goods Sold (COGS)**

The total cost of making your product fabric + stitching + trims + packaging.

💡 *Don't price without knowing your COGS. It's the base of your entire pricing strategy.*

## **Couture**

High-end, custom-fitted clothing made entirely by hand usually one-of-a-kind. Very exclusive.

✨ *Think Dior runway gowns. Not for mass production.*

## **Craftsmanship**

The skill and care that goes into making each piece the little touches that make it premium.

📖 *Small brands can shine here highlight your craftsmanship in your content.*

## **Creative Director**

The person responsible for the visual and artistic direction of a brand not just clothes, but shoots, logos, social media, everything.

 *For many indie brands, the founder starts as the creative director.*

## **Credibility**

Trust built through quality, consistency, honesty, and transparency.

 *Answer DMs. Ship on time. Be real. That's how credibility grows.*


## **CRM (Customer Relationship Management)**

Tools that help manage customer interactions track orders, send emails, check buying history, etc.

 *Tip: Use simple tools like Shopify plugins or Mailchimp to start.*

## **Cross-Border**

Selling internationally from customs to currency conversion, there's a lot to manage, but also big opportunity.

 *Start local. Scale global once systems are strong.*

## **Cross-Channel Marketing**

Promoting your brand across multiple platforms Instagram, email, pop-ups, etc. in a seamless way.

 *Customers should feel the same vibe wherever they see you.*

## **Cross-Promotion**

Partnering with another brand or creator to shout each other out can grow your audience fast.


## **Cross-Selling**

Recommending related products to boost order size. "Buying joggers? Grab a matching tee."

 *Great for increasing AOV (average order value).*

## **Crowdsourcing**

Getting design or feedback ideas from your audience. Builds connection and often leads to better products.

 *Ask your audience: "Should we do beige or black next?"*

## **Culture**

The values, beliefs, and preferences of your audience.  
Understanding culture = making clothes people want to wear.


## **Cultural Appropriation**

Using elements of another culture without understanding or respecting it. Can be harmful if done carelessly.

 *Tip: Celebrate cultures, don't exploit them.*

## **Cut and Sew**

Making clothes from raw fabric based on a pattern not printing on blanks, but crafting garments from scratch.


 *More control = more cost. Ideal for brands serious about fit and fabric.*

## **Customer Acquisition**

The process of gaining new customers through ads, content, influencers, etc.

## **Customer Engagement**

How actively your customers interact with your brand likes, comments, shares, DMs, feedback.


 *Engaged followers become loyal buyers.*

## **Customer Experience (CX)**

How people feel when interacting with your brand from website to delivery to after-sales.


## **Customer Feedback**

What buyers tell you reviews, surveys, DMs. Goldmine for improving products.

 *Listen. Adjust. Grow.*


## **Clothing Industry**

The giant global world of designing, making, and selling clothes from streetwear to haute couture.

 *India's fashion industry is worth billions and growing.*


## **D'Orsay Shoe / Slipper**

A stylish type of shoe where the sides are cut out, exposing the arch of the foot. Often used in formal women's footwear.

 *It's that sleek shoe you see at weddings or fashion events classy with a hint of edge.*

## **Dart**

A small, sewn fold in fabric that shapes a garment to fit the body better especially around the bust or waist.

 *Tailoring hack: darts give structure without adding bulk.*


## **Data Analytics**

Looking at numbers from your website, social media, or sales to understand what's working and what's not.

 *If most people drop off your site after 5 seconds, you might need to fix your product page.*

## **Deadstock**

Unsold inventory could be fabric or full garments. But in sustainable fashion, it's also a buzzword for unused high-quality fabric from big brands.

 *Many eco-friendly startups now use "deadstock fabric" as a badge of sustainability.*

## **Debt Financing**

Raising money for your brand by taking a loan you'll have to pay it back with interest.

 *Risky, but sometimes necessary if you're scaling fast.*

## **Decoration**

Anything added to a garment to make it pop like embroidery, beads, sequins, or patches.

## Denim

A sturdy cotton fabric with a diagonal weave aka the world's most loved fabric. Used in jeans, jackets, bags, and even sneakers.

 *India is one of the world's top denim exporters. Own that local power.*

## Design

Not just drawing design means the entire creative thinking behind a product. What does it solve? How does it feel? Who wears it and why?


 *Good design balances creativity with comfort and function.*

## Designer (1)

Clothes from a well-known fashion designer often luxurious, statement-making, and expensive.

## Designer (2)

The actual person who creates clothing designs either for their own brand or for someone else's.


 *If you sketch ideas, choose fabrics, and think about how clothes fit, you're already designing.*

## DIP Financing (Debtor in Possession)

Special funding for companies going through bankruptcy probably not something you'll need early on, but good to know.

## Discounts

Price drops to attract buyers but use them wisely. Too many discounts can make your brand seem cheap.

 *Tip: Offer limited-time drops or bundles instead of constant discounts.*

## **Distressing**

Creating that “worn-in” look rips, fades, frays often used in streetwear and denim.

🔥 *Distressed jeans + fresh sneakers = timeless urban look.*

## **Distributors**

Middlemen who buy clothes in bulk from you and sell them to retailers or stores.

🚚 *Can be great for scaling fast but choose wisely and know your margins.*

## **Domain**

Your website address (like yourbrand.com). Short, clear, and memorable is the goal.

💡 *Grab your domain early even before you launch.*

## **Domain Emails**

Professional emails linked to your website (like hello@yourbrand.com). Builds trust and brand identity.

✉️ *Never use Gmail for brand emails once you're serious.*

## **Draping**

A creative process where you pin fabric on a mannequin to see how it falls and flows used to test silhouettes and fit before cutting patterns.

📏 *Great way to visualize new designs without sketching.*

## **Drop Shipping**

You sell online, but a third-party supplier ships the product. You don't hold inventory just handle marketing and customer service.

💻 *Low cost, but often lower control and slower shipping.*



## **Drops**

Releasing limited items at a specific time creates buzz and urgency.

🔥 *Think Supreme or Nike SNKRS app drops they sell out in minutes because of hype.*


## **DTG (Direct to Garment)**

A digital printing method where ink is sprayed directly onto fabric. Perfect for colorful, detailed designs on t-shirts or hoodies.

🖨️ *Best for small batches and custom prints.*

## **E-commerce**


Selling your clothing online whether it's through your own website, Amazon, or marketplaces like Myntra or Etsy.

 *Even small brands are going global with e-commerce. It's your storefront that's open 24/7.*

 *Beginner Tip: Start with Shopify or Instamojo to test your first collection easily.*

## **Ease**

The extra space between your body and the garment. It's what makes a shirt feel breathable or a jacket feel tight.

 *Slim fit = less ease. Oversized = more ease. Always factor in movement when designing.*

## **Email Marketing**


Sending emails to your subscribers product drops, special offers, behind-the-scenes, etc. It's old-school, but still super powerful.

 *A loyal email list can convert better than social media.*

 *Beginner Tip: Offer a 10% discount for first-time subscribers.*


## **Emblems**

Logos inside a shape like circles, shields, or badges. Often feels traditional or heritage-inspired.

 *Think: Harley-Davidson, BMW strong identity, timeless design.*


## **Embossing**

A technique where patterns are raised from the surface often used in leather jackets, wallets, or premium tags.

 *Gives your products a luxury feel without screaming logos.*

## Embroidery


**Thread-based decoration.** Think logos, floral designs, initials stitched directly into fabric.

 *Can be done by hand or machine. Machine embroidery is perfect for bulk hoodie branding.*

 *Beginner Tip: Embroidery adds texture, lasts longer, and feels premium.*

## Emotional Appeal

**When your brand makes people feel something confidence, nostalgia, pride, rebellion.**

 *Buyers don't just buy clothes they buy meaning. That's where brand storytelling wins.*


## End-to-End Manufacturing

**One company handles everything sourcing, stitching, finishing, packaging. You just give the design.**

 *Best if you want a hands-off process and faster timelines.*


## End User

**The final customer who actually wears the clothes. Everything you design should be with them in mind.**

 *Even if you sell via distributors or stores always think of the person pulling that tee over their head.*

## Equity

**The value of ownership in your business. If you own 100% of your brand, you hold all its equity.**

 *You give up equity when you raise money from investors.*

## Equity Financing

Raising money by selling a piece of your company. Instead of taking a loan, you give investors a stake..

💰 *This is how brands grow fast but always know what you're giving up.*

## Espadrille

A relaxed shoe made with canvas or cotton fabric and a woven sole (often jute). Perfect for beachwear or vacation looks.

👞 *A classic in resort collections and Mediterranean fashion.*

## Ethical Sourcing

Working only with suppliers who treat workers fairly and follow environmental laws.

🌱 *Today's customer cares where your clothes come from be transparent, always.*

## Evergreen Products

Items that never go out of style. Black t-shirts, blue jeans, basic hoodies.

📦 *Tip: Always have 2–3 evergreen pieces in stock. They give you steady sales even when trends shift.*

## Exchanges

When customers return an item and swap it for a different size or product.

🔄 *Make it easy = more trust = higher retention.*


## Expense


Anything your brand pays for fabric, packaging, models, shipping, ads. All of it counts.

📊 *Track your expenses every month. It helps you price better and plan smarter.*

## **Fabric Selection**


Choosing the right material for your clothes cotton, linen, denim, polyester, etc. Each has its own feel, stretch, weight, and vibe.

 *Fabric affects price, comfort, fit, and brand image it's not just what you see, but what you feel.*

 *Beginner Tip: Always get fabric swatches before buying in bulk.*

## **Fabric Weight**

Measured in GSM (grams per square meter), it tells how thick or light a fabric is. Higher GSM = thicker/heavier.

 *A 150 GSM tee feels light and flowy. A 300 GSM hoodie feels rich and premium.*

## **Face**

The “front” or visible side of the fabric the one people will see when the garment is worn.

 *Design prints or embroidery go on the face side.*

## **Factoring**

When you sell your pending invoices to a finance company in exchange for upfront cash. Helps with cash flow, but they take a fee.

 *Useful if stores owe you money but you need funds now.*


## **Fashion**

Fashion is more than clothes it's culture, identity, expression. It's how people say something about themselves without words.

 *Your brand isn't just in the garment it's in the confidence it gives someone.*

## **Fashion Calendar**

The global schedule for launching collections: Spring/Summer, Fall/Winter, Resort, etc.

 *Even if you're not doing global fashion weeks, align launches with seasons.*


## **Fashion Forecasting**

Predicting trends before they happen colors, fabrics, cuts, moods. Big brands use agencies, but you can start by studying Pinterest, runways, Instagram, and Gen-Z behavior.

 *Follow WGSN, Vogue Runway, and even street style reels.*

## **Fashion Show / Fashion Week**

Events where designers showcase new collections. The big 4: New York, London, Milan, Paris. But there are also amazing local ones like Lakme Fashion Week in India.

 *If you're a new brand, consider a digital show or a pop-up runway at a flea market or mall.*



## **Fashion Trade Publications**

Websites and magazines that cover the fashion industry like Business of Fashion, WWD, or Elle India.

 *Stay updated with trends, case studies, and designer insights.*

## **Fashion Tribes**

Groups that share a specific style goths, skaters, hypebeasts, minimalists. Brands often design with a tribe in mind.

  *Gymshark is for gym lovers. Supreme is for hype culture. Who is your tribe?*

## **Fast Fashion**

Clothing made and sold quickly based on trends cheap, mass-produced, and constantly updated.

⚠️ *Great for sales, but not great for the planet. Choose carefully.*

## **Financial Management**

Handling your money smartly tracking income, expenses, profit, loss. Every brand needs this, not just big companies.

📊 *Use simple tools like Google Sheets or apps like Vyapar or QuickBooks.*

## **Fit**

How a garment sits on the body relaxed, slim, oversized, tapered. Fit can make or break your design.

👤 *Even a great fabric feels wrong if the fit is off.*

## **Fit Sample**

The first version of your design stitched to test the fit on a model or mannequin before bulk production.

✅ *Always do a fit sample to avoid costly mistakes later.*

## **Flagship Store**

A brand's main store usually the biggest or most premium. It shows the brand's full identity.

🏪 *Think of H&M's store at Connaught Place, Delhi huge, stylish, and Instagrammable.*

## **Flat Drawings**

Technical 2D sketches of your designs with no models, just front/back views, showing stitching, measurements, and construction.


✍️ *Used in your tech pack so manufacturers can build exactly what you imagined.*

## **Flocking**

A technique where short fibers are added to fabric to create a velvety texture used in graphics or luxury design.


## **Franchise**

When others run stores using your brand name, logo, and products and pay you a fee.

 *Dominos, Zara, and even small regional brands use this model to grow fast.*

## **Fraud**

Fake products, false advertising, or scams. Big brands face this too but being ethical keeps trust strong.

 *Protect your designs, check suppliers, and never promise what you can't deliver.*


## **Freight**

The shipping of goods either from your manufacturer to you, or from you to your customers. Can be by road, air, or sea.

 *Tip: Always factor freight into your pricing.*

## **Full Funnel**

A marketing strategy that covers all stages awareness (Instagram ads), interest (website visit), decision (cart), and retention (email after purchase).

 *Smart brands plan for the entire journey, not just the sale.*

## **Full Package Production (FPP)**


The manufacturer handles everything from fabric sourcing to stitching to labeling and packing.

 *Ideal if you're focused on branding and design but want hands-off manufacturing.*



## **Fulfilment**

The entire process of receiving, packing, and shipping orders to customers.

 *You can do this yourself (from home) or hire a 3PL company like Shiprocket.*

## **Funding**

Raising money to start or grow your brand through savings, loans, or investors.

 *Start lean. Test. Then raise funds once your concept proves itself.*

## **Galloon**

A decorative braid or trimming, often metallic or shiny, used on uniforms, stagewear, or festive clothes.

✨ *You've probably seen it on sherwanis or military-inspired jackets.*

## **Gatekeeping**

When people hide useful information or resources from others like manufacturers, tools, or suppliers.

🚫 *Fashion is tough enough don't gatekeep. Share, collaborate, grow together.*

## **Garment**

A fancy word for a clothing item could be anything from a t-shirt to a trench coat.

👕 *In manufacturing and marketing, you'll hear "garment" more than "clothes."*

## **Garment Construction**

The entire process of how clothes are made from fabric cutting to stitching, zipping, labeling, and finishing.

📖 *Understanding construction helps you design clothes that are not just stylish but functional.*

## **Garment Fit Testing**

Trying your sample on real people (not just mannequins) to ensure it fits across body types and sizes.

✅ *Don't just try it on one model real customers have real bodies.*

## **Gathers**

A sewing technique where fabric is bunched together to create volume or texture. Common in skirts and puff sleeves.

🧵 *Creates that "ruffled" or flowing effect.*

## **Generic Fiber Name**

The basic classification of a fabric: cotton, nylon, wool, silk, etc. It's what you write on care labels.

👉 *Your customer has a right to know what's in their clothes.*

## **Giveaways**

Free products offered in contests or promotions usually in exchange for follows, tags, or shares.

🎁 *Great way to boost reach and gain followers just keep it on-brand and simple.*

## **Godet**

A triangular fabric piece added to give flare and movement to skirts or dresses.

👗 *Used often in ballroom dresses or dramatic silhouettes.*

## **Grading**

The process of scaling your design into different sizes S, M, L, XL, etc.

📏 *Grading is not just stretching. It's carefully adjusting proportions for a proper fit.*

## **Graphic Design**

The art of combining text, imagery, and layout used for logos, tags, website, packaging, social media, and prints.

🎨 *Great branding starts with strong visuals. Use tools like Canva or Figma to begin.*


## **Gross Profit**

Your revenue minus the cost of goods sold (COGS). It tells you how much money you're actually making from products.

💰 *This doesn't include expenses like rent, ads, or salaries just pure product margins.*


## **Gross Margin**

Your gross profit as a percentage of total sales. Helps you understand how efficiently you're selling.

 *Example: If you sell a tee for ₹1000 and it costs you ₹400 to make, your gross margin is 60%.*


## **GSM (Grams per Square Meter)**

Measures fabric thickness. Higher GSM = heavier fabric. Lower GSM = lighter, airier feel.

 *180-200 GSM is common for tees. 280-320 GSM is used for hoodies and sweatshirts.*

## **Guerrilla Marketing**

Low-budget, high-creativity marketing that surprises people like flash mobs, sticker bombing, or viral reels.

 *Example: A pop-up stall with edgy posters in a busy street. Loud, bold, and attention-grabbing.*

## Hang Tags

The little tag hanging from your garment usually showing the brand name, price, and maybe a short message or QR code.

👉 *It's more than just a label it's part of your brand experience.*

✅ *Tip: Add a brand message or care note to make it feel more premium.*

## Hat

A headwear item worn for style, warmth, or shade. From beanies to bucket hats to fedoras each tells a story.

🧢 *Caps = sporty, Beanies = streetwear, Wide-brim = statement.*

## Havelock

A cap with an extended flap at the back originally for sun protection, often seen in military or adventure gear.

## Heat Press

A machine that uses heat to apply prints or vinyl designs onto fabric perfect for small batches or custom tees.

🔥 *Great for DIY brands or if you want to test limited designs.*

## Heather

A fabric made by blending different colored yarns giving it a slightly speckled, mixed-tone look.

🎨 *You've seen this in "heather grey" t-shirts soft, casual, and stylish.*

## Hems

The folded and stitched edges of clothes keeps them from fraying and gives a clean finish.


🧵 *Longline tees? High-low hems? It's all in the detail.*

## **Hoop / Crinoline**

A framework of hoops (usually plastic or metal) sewn into underskirts to give volume very historical, but still used in costumes or bridal fashion.


## **HTS Code (Harmonized Tariff Schedule)**


A global system to classify traded goods. If you're exporting garments, this code helps calculate taxes and duties.

 *Tip: Use the correct HTS code when working with overseas suppliers or customs.*

## **Hype**


The buzz or excitement around a product often built by limited drops, influencers, or viral moments.

 *Think Supreme, Yeezy, or even that one hoodie everyone wanted last Diwali.*

 *Tip: Create hype with countdowns, sneak peeks, or limited quantities.*

## Import / Export Regulations


The rules for shipping products between countries. Includes taxes, customs forms, and restricted items.

 *If you're sourcing fabrics from Bangladesh or shipping to the US you'll need to follow these rules closely.*

✓ *Tip: Use platforms like DHL or FedEx business accounts they guide you through the documentation.*

## Influencer

Someone with an online following who can shape trends and buying behavior especially in fashion.

 *From nano (under 10k) to macro (100k+), influencers drive modern brand awareness.*

✓ *Start by collaborating with niche micro-influencers who actually engage with their audience.*

## Influencer Marketing

Partnering with influencers to promote your brand through reels, try-ons, reviews, or even co-created drops.

➡ *"Worn by" is today's version of "As seen on TV."*

⚠ *Don't focus only on followers. Engagement rate > numbers.*


## Intellectual Property (IP)

Your brand name, logo, designs, patterns all fall under IP. You can protect them legally so others can't copy them.

🛡 *Apply for a trademark for your brand name/logo as early as possible.*


## Invoice


A document you send (or receive) that lists what's being sold, to whom, for how much, and by when it must be paid.

 *If you're selling wholesale or to retailers, invoices keep things official.*

## Inventory


The total number of garments or products you have ready to sell, in transit, or stored.

 *Too little = stockouts. Too much = cash stuck in unsold products.*

 *Use free tools like Zoho Inventory or Notion templates to track early on.*


## Inventory Management

The system you use to monitor and control your stock. Helps avoid over-ordering or under-stocking.

 *Good inventory = happy customers + smooth operations.*

## Inventory Turnover

How fast you sell and replace your stock. High turnover = healthy business.

 *If stuff is sitting for months, it's either priced wrong or not resonating.*



## Jacquard

A luxurious fabric with woven patterns like florals, paisleys, or brocades. The design is woven into the fabric itself, not printed on top.

✨ *Think of that royal-looking fabric used in sherwanis or statement jackets.*

✅ *Use Jacquard to add instant richness to your collection especially for festive or heritage-inspired pieces.*

## Just-in-Time Manufacturing

A production strategy where garments are made only when needed reducing waste and inventory holding.

📅 *Great for small brands: manufacture only after you've received enough pre-orders.*

⚠️ *But make sure timelines are tight. Delays = lost trust.*

## Keystone Markup

A pricing strategy where you simply double the wholesale price to get your retail price.

💰 *If your tee costs ₹500 to make, you sell it for ₹1000. That's a keystone markup.*

✅ *Common in retail but make sure it covers all costs, including shipping, returns, packaging, and marketing.*


## Knits

Fabric made by looping threads giving it stretch and softness. Used in t-shirts, hoodies, joggers, and innerwear.

🧶 *Knits = comfy and casual. Wovens = crisp and structured.*


## **Lace**


A delicate, open-weave fabric made with looping or twisting threads often used in bridal, lingerie, or occasion wear.

 *It adds elegance, softness, or even vintage drama, depending on how you use it.*

## **Landing Page**


A specific web page created to promote one product, offer, or campaign often used in ads or product launches.

 *Instead of sending customers to your full website, use a landing page to keep focus and increase conversions.*

 *Tools like Webflow, Swipe Pages, or even Shopify let you build one quickly.*


## **Laser Cutting**

Using a laser beam to cut fabric with extreme precision perfect for sharp edges or intricate details.

 *Used in high-tech fashion or luxe streetwear to add a clean, modern finish.*

## **Lead Time**

The time it takes from placing an order to actually receiving the product includes manufacturing and shipping.


 *Important when working with suppliers plan launches around it.*

## **Leg-of-Mutton Sleeve**

A dramatic sleeve that's puffy at the top and fitted at the wrist think vintage Victorian vibes or modern runway drama.


## **Legal Compliance**

Making sure your business follows the law from trademark registration to tax filings to labor policies.

 *Tip: Get a CA or legal consultant once orders start scaling. It'll save you a lot of stress.*


## **Letterforms**

Custom-designed fonts or letter shapes used in your brand's logo or identity.

 *Think of the "N" in Netflix or the "F" in Fila small tweaks that make big brand impact.*


## **Lettermarks**

Logos made up of initials or brand abbreviations.

 *Examples: LV (Louis Vuitton), YSL (Yves Saint Laurent). Works best when your brand name is long.*


## **Licensing**


Allowing another company to make and sell products using your brand name in exchange for royalty fees.

 *Think: Disney characters on kids' t-shirts. The brand doesn't make the shirt, but earns through licensing.*

## **Lifestyle Brand**


A brand that's more than just clothes it represents a full vibe, community, or belief system.

 *Think boho minimalism, gym life, spiritual luxury brands like The Souled Store or Cultsport live here.*

 *You're not just selling products; you're selling identity.*

## Line

A collection of products launched together usually within a season or under a common theme.

 For example, your “Winter 2025 Wool Line” or “Street Luxe Drop 3.”

## Lint

Small fibers that shed or stick to clothes can make garments look worn out or messy.

✅ *Pro tip: Use a lint roller or shaver before shoots or packaging.*

## Lookbook

A curated set of styled photos showing off your collection. Can be digital or print often used for pitching to buyers or building hype.

📸 *Put your best pieces in a lookbook. It's like a portfolio of your brand's personality.*

## Loafer

A slip-on shoe, usually leather or suede, worn casually or semi-formally.

👞 *Great accessory item if you plan to expand beyond clothing.*

## Luxury

Fashion that's exclusive, high-end, and premium in design, materials, and experience. It's not just price it's perception.

🥂 *Luxury can be hand-stitched hoodies or limited-run drop culture. Your story and detail make it feel luxurious.*

## Lyocell Fiber

A sustainable fabric made from wood pulp known for being soft, breathable, and eco-friendly.

🌱 *Often found in slow fashion brands aiming for comfort and low environmental impact.*

## M


### Macramé

A crafting technique where fabric or threads are knotted to form decorative patterns often used in boho bags, belts, or home decor.

 Perfect for handmade, earthy, or beachwear brands.

### Made In Label

The tag that tells customers where a garment was manufactured legally required in many countries.

 Example: "Made in India" proudly supports local craftsmanship and transparency.

### Made to Measure

A garment custom-tailored to fit an individual's body measurements more precise than standard sizes, but not fully "bespoke."

 Common in luxury suits or formal ethnic wear.


### Made to Order

Products are made after the customer places an order helps reduce waste and avoid overproduction.

 Best for new brands that want to stay lean and sustainable.

### Manufactured Fiber

Synthetic or man-made fibers like polyester, nylon, or rayon. They're not found naturally like cotton or wool.

 These can be cheaper and more durable but not always eco-friendly.


### Manufacturing

The process of producing clothes from sourcing fabric to cutting, stitching, and finishing.

 Tip: Start with local vendors and build trust before going global.


## Markdown

A reduction in price often used to clear out old stock or during seasonal sales.

 *Use markdowns smartly too many, and customers will wait for discounts instead of buying at full price.*


## Marketplace

An online platform where many sellers list their products like Amazon, Flipkart, Etsy, or Myntra.

 *Pro: Wide reach. Con: Lower control over branding and experience.*


## Marketing

Everything you do to get people to see, remember, and want your brand includes social media, ads, email, influencer tie-ups, content, and community.

 *Tip: Don't just promote. Educate, entertain, or inspire. That's what sticks.*


## Markup

The difference between what a product costs you and what you sell it for.

 *If a hoodie costs ₹500 and you sell it at ₹1500, your markup is 3x.*


## Mascots

A fun character or symbol that represents your brand great for youth-focused or casual labels.

 *Think the Pringles guy, Amul girl, or even the Gully Gang tiger.*


## Maxi Dress

A long dress that usually reaches the ankles or floor can be flowy, fitted, or somewhere in between.

 *Popular in both resort and ethnic wear collections.*


## **Merch (Merchandise)**

Branded items t-shirts, caps, mugs, bags that represent your brand or community.

 *Even content creators use merch to build their brand identity (like Slayy Point, Flying Beast, etc.).*

## **Merchandising**

How you display, organize, and present your products both in-store and online to make them appealing and easy to buy.


 *Good merchandising = more sales. Online, it's about product photos, filters, and layout.*

## **Messenger Bag**

A crossbody bag with a long strap originally used by couriers but now a stylish everyday accessory.


## **Micro Influencers**

Influencers with a small but highly engaged audience (usually 1k–100k followers).

 *Tip: For new fashion brands, working with 10 micro influencers is often better than 1 big celebrity.*

## **Minaudière**

A tiny, fancy clutch usually metallic or embellished used for evening events or weddings.

 *Luxury brands love adding this to their accessories collection.*


## **Minimalism**

A clean, clutter-free aesthetic. Neutral tones, simple cuts, and timeless styles.

 *Zara, COS, and even Indian labels like Buna embody this vibe.*

## Mockups


Fake-yet-realistic images showing how your design looks on a t-shirt, hoodie, bag, or model.

 *Perfect for testing reactions before you actually produce the item.*

✓ *Use free tools like Placeit or Canva to create mockups easily.*

## MOQ (Minimum Order Quantity)

The least number of units a manufacturer will produce for you in one order.

 *If a supplier says MOQ is 100, you can't order just 20 pieces.*

✓ *Negotiate or find low-MOQ vendors when starting out.*

## Mood Board

A collage of colors, textures, images, quotes, and vibes that define the feel of your collection or brand.

 *It's your brand's Pinterest mood come to life.*

## Mule

A backless shoe slip-on, often with a closed toe trending in both men's and women's fashion.

 *From formal wear to chill casuals, mules are versatile and stylish.*



## Neck Tags

The small label at the back of the neck inside your garment. It usually shows your brand name, size, and care instructions.

👉 *Pro tip: A custom neck tag makes even a basic tee feel branded.*

✅ *You can use heat-pressed or woven tags just make sure they don't itch!*

## Net Profit

What's actually left after you subtract all your business expenses including marketing, rent, salaries, shipping, everything.

💰 *Revenue is vanity. Net profit is reality.*

## Networking

Building connections in the fashion world from suppliers and stylists to other founders, creators, and even customers.

🤝 *Every collab, vendor deal, or shoot starts with a conversation. Never underestimate who's watching your work.*

## Niche

Your brand's specific space in the market. It could be gymwear for women, indie streetwear, luxury ethnicwear anything.

🎯 *"Everyone" is not your customer. Find your people, and go deep.*

## Non-Disclosure Agreement (NDA)

A legal contract that keeps shared ideas, designs, or business info confidential between two parties.

📄 *If you're working with freelancers, manufacturers, or new partners use NDAs to protect your ideas.*

## **Non-Wovens**


Fabrics made without weaving or knitting. They're bonded using heat, chemicals, or pressure.

 *Common in eco packaging, felt accessories, or medical wear.*

## **Newsletters**


Emails sent regularly to your subscribers with updates, drops, behind-the-scenes, or stories.


 *Think of it like a mini magazine your brand sends out. Consistency > perfection.*

 *Use platforms like Mailchimp, Beehiiv, or Flodesk to create beautiful emails.*

## **OEM (Original Equipment Manufacturer)**

A company that manufactures products for other brands to label and sell as their own.


 *Let's say you find a manufacturer that makes hoodies. You send your logo they make it, and you sell it under your brand.*

 *Common in fast fashion, merch lines, and white-label products.*

## **ODM (Original Design Manufacturer)**


Similar to OEM, but here the manufacturer not only makes the product they design it too.

 *You pick a ready-made design from their catalog, brand it, and sell it.*

 *Great if you want quick turnaround but aren't ready to design everything from scratch.*


## **Omnichannel**

A seamless customer experience across all platforms online, offline, mobile, social, everything.

 *Your customer might discover you on Instagram, buy on your website, return in-store, and leave a review by email. Omnichannel = consistent experience everywhere.*

## **Online Tools**

Web-based platforms that help run your fashion business from design and marketing to inventory and customer support.

 *Examples: Canva (design), Notion (planning), Shiprocket (shipping), Google Sheets (finance).*

## **Open Orders**

Orders you've placed with a supplier or manufacturer that haven't been fulfilled yet.

 *Keep track of these to avoid overstocking or delays.*

## **Open to Ship**

Products that are ready and waiting in your warehouse or inventory just need to be packed and sent.

✅ *Useful when working with marketplaces like Flipkart or Amazon that have fixed shipping timelines.*

## **Open to Buy**

A budgeting strategy used by retailers to decide how many new products they can buy based on current sales and inventory.

🛒 *If you're running a multi-brand store or retailing for others, this helps manage spend.*

## **Operating Agreement**

A legal document that outlines how your company runs who owns what, who makes decisions, how profits are split, etc.

⚖️ *Super important if you have co-founders or plan to raise money.*

## **Outfit**

A full look typically a combo of top, bottom, footwear, and accessories. In styling, people buy outfits, not just items.

👕 *Pro tip: Show how your pieces go together. Outfit styling = higher cart value.*

## **Outsource**

Hiring external people or companies to handle specific tasks like content creation, manufacturing, or customer support.


👛 *Don't try to do it all. Focus on your strength and outsource the rest smartly.*

## **Oxford**

A classic lace-up leather shoe formal, sleek, and timeless. A must-have if your brand expands into menswear or premium footwear.

## Packaging


The boxes, wraps, tags, or bags your product comes in. It's often your customer's first physical experience with your brand.

 A ₹700 hoodie in clean, eco-packaging feels like a premium product. Never ignore packaging.

✓ *Tip: Add small things like handwritten thank-you notes or scent cards for a memorable unboxing.*


## Pagoda Sleeve

A sleeve style that flares out at the wrist in tiers giving a dramatic, elegant look.

 Popular in runway, bridal, or Indo-western fusion designs.

## Pantone Colors

A universal color code system that ensures consistency in your product colors across printing, fabrics, and screens.


 Instead of saying "light peach," you say "Pantone 1625 C." Precision matters in production.

## Panniers

A historical design feature fabric structures used to puff out skirts at the sides. Rare today, but still used in haute couture or costume fashion.


## Pattern

A template that guides how a garment is cut and sewn the foundation of every piece of clothing.

 It's like a blueprint. Without a good pattern, your final product won't fit well no matter how nice the fabric.

## **Personal Shopper**

A stylist who helps customers choose outfits based on their taste, needs, or body type often used in luxury retail.

 *Some D2C brands offer this as a premium service or UGC content idea.*


## **PFD (Prepared for Dye)**

Fabric that's been pre-treated but not yet dyed allowing you to customize colors later.

 *Great for small-batch experimentation.*


## **Photography**

One of your most powerful sales tools. Product shots, lifestyle shoots, lookbooks they all matter.

 *Tip: Invest in clear, natural lighting. Show every angle. Clean clothes. No wrinkles.*


## **Pictorial Symbols**

Logos that use an image or icon like Ralph Lauren's horse or Nike's swoosh.

 *Memorable, universal, and often speaks louder than words.*

## **Pile**

Raised surface on fabric made of loops or yarn like velvet, corduroy, or towels.

 *Pile adds texture, softness, and dimension to clothes.*

## **Placket**

The part of a shirt where buttons and buttonholes go adds structure and allows ease of wear.

## **Plastisol Ink**

A thick ink used in screen printing creates bold, durable prints with a rubbery feel.

✓ *Most classic band tees or merch prints use this.*

## **Pleat**

A fold in fabric sewn or pressed into place creates volume or movement in pants, skirts, or tops.

🧵 *Sharp pleats = polished look. Soft pleats = flowy look.*

## **Point of Sale (POS)**

Where a transaction happens could be your online checkout or a retail billing system.

🇺🇸 *Modern POS tools include Shopify POS, Square, or even UPI + Excel setups for markets/pop-ups.*

## **Poly Bags**

Plastic packaging used to protect garments during shipping and storage.

🚫 *Try biodegradable polybags to reduce plastic use and still keep garments safe.*

## **Pop-Up Shop**

A temporary retail space where you sell directly to customers often used to test markets or create buzz.

🇺🇸 *Tip: Use pop-ups for in-person feedback, content, and loyalty building.*


## **Positioning**

How your brand is perceived compared to competitors. Are you premium, sustainable, street, or casual chic?

🎯 *Your tone, pricing, packaging, and photography all affect positioning not just product quality.*

## Pre-Order Method

Selling products before they're made. Helps you test demand and reduce inventory risk.

 *Great for new drops or limited collections.*

✓ *Just be honest about delivery times. Customers will wait if they're in the loop.*


## Pre-Washed

Garments washed after manufacturing to prevent shrinkage and fading.

💧 *Feels softer, fits more accurately, and shows customers you care about quality.*

## Price per Unit (PPU)

How much it costs to make one product helps calculate profit, pricing, and discounts.

  $PPU = (\text{total cost to produce all units}) \div (\text{total number of units})$

## Print-on-Demand (POD)

A business model where items are only printed after a customer orders them perfect for low-risk startups.

👕 *You upload designs → someone orders → the product is printed & shipped → you earn.*

✓ *Platforms: Printrove (India), Printful, Printify.*

## Printing Types


Methods used to print on garments screen print, DTG (direct to garment), sublimation, vinyl, etc.

🎨 *Each has pros & cons: quantity, color, texture, cost choose based on your product need.*



## Private Label

Products made by manufacturers but sold under your brand name.

 *Many Indian Instagram brands start by buying white-label products and adding their tags.*


## Product Liability

Insurance that protects your brand if your product harms someone (e.g., allergic reaction, faulty accessory, etc.).

 *Important once you scale especially for babywear, skincare, or accessories.*


## Product Lifecycle

The journey of a product from concept to launch, growth, decline, and eventually, discontinuation.

 *Understanding this helps you plan when to introduce new designs and phase out old ones.*


## Product Pictures

High-quality photos of your clothing items. These affect whether people buy more than captions or pricing.

 *Show multiple angles, close-ups, and styled shots. Use models of different body types.*

## Production

The full process of turning your design into a finished product including sourcing, stitching, finishing, and QC.

 *Make sure you have tech packs, clear timelines, and written quotes before starting.*

## Production Timeline

A schedule that includes sampling, approvals, manufacturing, shipping, and launch. Plan this backwards from your launch date.

 *Always add a buffer unexpected delays are normal.*

## **Promotion**

Short-term campaigns to boost attention or sales includes offers, influencer collabs, giveaways, and seasonal launches.

## **Protégé**

Someone being mentored or guided in the fashion world. Could be a junior designer, intern, or even a mentee founder.

👉 *Find mentors, and later become one. The industry grows through shared learning.*

## **Prototyping**

Creating the first functional sample of your product to test fit, style, and feedback before full production.

🧵 *Refine here. Fix mistakes before investing in a full run.*

## **Publicity**

Free exposure your brand gets through PR, media mentions, organic shares, or word-of-mouth.

📣 *Authentic storytelling often leads to better publicity than paid ads.*

## **Puff Print**

A type of print that “puffs up” when heat is applied creating a raised, 3D effect.

🔥 *Popular in streetwear and Y2K revival collections.*

## **Profit Margin**

The percentage of money left after you deduct all costs from your selling price.

💰 *Example: If a tee costs ₹300 and sells for ₹900, margin = 66%.*

## **Privacy Policy**

A legal page on your website that tells users how you collect, store, and use their data.


 *Required by law. Tools like Shopify or Termly help generate it easily.*

## **Pouch Bag**

A soft, drawstring-style bag casual, compact, and often used in streetwear or accessories.


## **Planogram**

A visual map of how products are placed in a store helps increase sales by guiding how people browse.

 *In online stores, this translates to homepage layout and product filtering.*

## **Pattern Making**

The process of creating or adjusting these garment patterns for different styles and sizes.

 *Done manually or digitally (CAD tools). Most manufacturers need your patterns to begin production.*

## Quality Check (QC)

The inspection process to ensure your product meets your quality standards before it reaches the customer.

✅ *Check stitching, labeling, sizing, color consistency, print clarity, packaging everything.*

📦 *One bad piece can ruin your brand's reputation. QC is not optional.*

## Quarterly Collection

A seasonal launch plan where you release a new collection every 3 months aligned with fashion seasons (Spring, Summer, Fall, Winter).

📅 *Helps build rhythm and expectation among your audience.*

💡 *Even if you're not doing full seasonal collections, try small drops quarterly to stay consistent.*

## Quick Commerce (Q-Commerce)

Super-fast delivery model products reach customers in 10–30 minutes.

🛵 *Popular for essentials like groceries or cosmetics. Fashion hasn't adopted this at scale yet.*

## Raglan Sleeve

A sleeve design that extends to the collar gives a sporty, relaxed fit.

👕 *Seen in baseball tees and athleisure.*


## Ready-to-Wear (RTW)

Clothing made in standard sizes, ready for purchase unlike custom or made-to-measure pieces.

👕 *Most D2C brands today operate in RTW format.*


## Rebranding

Changing your logo, messaging, colors, or overall vibe to reflect growth, a new direction, or better customer alignment.

 *Only do it with clear purpose not just because you're bored.*


## Reels

Short-form Instagram videos now a must in fashion marketing.

 *Behind-the-scenes, try-ons, packaging videos, styling tips Reels help build connection and reach.*


## Repeat Customers

People who buy from you more than once. The real backbone of a sustainable fashion brand.

 *It costs 5x more to get a new customer than to retain an old one. Focus on experience, not just sales.*


## Retail Price

The final price paid by the customer includes your cost, markup, packaging, shipping, and profit.

 *Use keystone markup as a starting point, then adjust for your audience and positioning.*

## Returns Policy

Your rules around refunds, exchanges, and returns. Needs to be clear, fair, and customer-friendly.

 *No policy = no trust. Even if you don't allow returns, say it upfront.*

## Rib Knit

A stretchable knit fabric with vertical lines commonly used for collars, cuffs, and waistbands.

 *Adds comfort and structure to t-shirts, hoodies, joggers.*

## **Ruffle**

A frilly fabric detail, gathered or pleated adds movement and flair.

🌸 *Great for feminine, festive, or vintage-inspired pieces.*


## **Runway Collection**

High-concept designs meant for fashion shows not always for sale, but used for branding, buzz, and trend-setting.

✨ *Streetwear brands also use this idea now in lookbooks or limited drops.*


## Sampling

Creating a few trial pieces before full-scale production to test fabric, fit, print, and finish.

 *Don't skip this. Even one sample round can save you from bulk production mistakes.*

## Saree

Traditional Indian garment six to nine yards of draped fabric, worn across the body.

 *Now seeing modern revivals with ready-to-wear styles, pre-stitched pleats, and experimental fabrics.*


## Satin

A smooth, glossy fabric known for its sheen used in nightwear, dresses, and luxury pieces.

✨ *Looks premium, but can snag easily choose wisely.*

## Seam

Where two pieces of fabric are stitched together. Strong seams = longer-lasting clothes.

 *Flat seams, French seams, overlock each gives a different finish and strength.*

## Seasonal Collection

Designs created specifically for Spring/Summer or Fall/Winter based on trends, colors, and fabric comfort.

 *Even small drops should consider weather and wearable context.*


## Self-Starter Brand


A brand started by a solo founder often bootstrapped, built from scratch.

💪 *Most Indian Instagram clothing labels are self-starters. Your journey = your unique edge.*

## **SEO (Search Engine Optimization)**


The process of optimizing your website content so it ranks better on Google.

 Use keywords like “oversized t-shirt India” or “affordable ethnicwear” in product titles and descriptions.

 Tools: Ubersuggest, Semrush, or even basic Google Trends.


## **Serif & Sans Serif**

Font styles used in your logo or brand design. Serif = with small lines (elegant, classic). Sans Serif = clean, modern (no lines).

 Fonts tell stories. Pick the right vibe.


## **Set**

A product bundle like matching top + bottom, kurta + dupatta, or blazer + trouser.

 Sets sell well. Easier for styling, better perceived value.

## **Sheer Fabric**

Thin, transparent material like chiffon, organza, or mesh.

 Used for layering, detailing, or soft feminine pieces.


## **Shipping Partner**

A logistics service that delivers your orders. Could be India Post, Delhivery, Shiprocket, or Amazon FBA.

 Compare pricing, reach, reliability and always test before committing.

## **Shrinkage**


When fabric reduces in size after washing. Should be tested during sampling.

 Pre-shrink fabrics to avoid angry reviews.




## **Silhouette**

The overall shape or outline of a garment. Examples: A-line, straight, hourglass, oversized.

 *Style = cut + silhouette. Start with what flatters your target audience.*

## **SKU (Stock Keeping Unit)**

A unique code for each product variant (e.g., Black Tee, Size M = SKU1234).


 *Helps track inventory accurately. Essential once you scale past 10–20 products.*

## **Slip Dress**

A sleeveless dress with thin straps usually satin, often worn as nightwear or styled up as partywear.

## **Slub Fabric**

Textured fabric with natural irregularities. Often used in linen or cotton styles.

 *Looks raw, earthy, and premium. Great for conscious or rustic brands.*

## **Smocking**

Decorative stitching that gathers fabric to create stretch used in waistlines, busts, or sleeves.

 *Gives a flattering fit without zippers or buttons.*


## **Soft Launch**

Launching quietly with limited stock or low marketing to test response and fix issues before going big.

 *Post soft launch learnings = your secret weapon.*

## Stitching Types

Different ways garments are stitched single needle, double needle, overlock, flatlock.

 *Each gives a different finish. Know what your audience values durability or aesthetics.*

## Style Guide

Your brand's bible for design includes color palette, fonts, logo usage, tone, and styling dos/don'ts.

 *Keeps everything consistent especially helpful when working with freelancers or agencies.*


## Supply Chain


The full journey of your product from raw materials to production, storage, shipping, and customer delivery.

 *Optimize this = higher margins, faster launches, fewer delays.*

## Sustainable Fashion


A movement towards eco-friendly, ethical, and low-waste fashion practices.

 *Can include organic fabrics, slow fashion, upcycling, fair wages, minimal packaging.*

 *Start small recycled packaging, local sourcing, or a no-overstock policy.*

## Sourcing

Finding vendors, fabrics, trims, packaging, or labor for your clothing production.

 *Bhiwandi, Tiruppur, Surat, Ludhiana India has sourcing hubs for every category.*

## Tagline

A short phrase that captures your brand's essence.

🧠 *Think of it like your brand's elevator pitch make it memorable.*

📖 *Examples: "Everyday Streetwear" or "Luxury for Less"*

## Tailoring

Custom fitting a garment to a person's body or offering precise cuts that feel made-for-you.

✂️ *Even RTW brands can add a "tailored fit" vibe with smart cuts and patterning.*

## Target Audience

The specific group your brand is built for by age, style, gender, budget, or lifestyle.

🎯 *Your target isn't "everyone." It's "college students into minimal fits" or "working women who love ethnicwear."*

## Tassel

A decorative detail made of threads or cords used in dupattas, bags, or shoes.

🎀 *Adds flair, movement, or tradition to designs.*

## Tech Pack

A detailed design file that includes garment sketches, measurements, fabric info, stitching type, trims, and care instructions.

📄 *Think of it like a recipe card for manufacturers. No tech pack = no clarity.*


## Textiles

A fancy term for fabrics or woven materials used in fashion.

🧶 *Cotton, denim, lycra, rayon all are different types of textiles.*

## **Tie-Dye**

A colorful dyeing technique where fabric is tied in sections before dyeing creating patterns.

 *Seen a big comeback in Gen Z and streetwear. Great for limited edition drops.*


## **Tone of Voice**

The personality behind your brand's communication whether you sound formal, friendly, bold, witty, or luxurious.

 *Zara = chic and minimal. Urban Monkey = playful and edgy.*

## **Trendy vs Timeless**

Two different design directions. Trendy = hot right now. Timeless = will always be in style.

 *A strong brand often balances both.*

## **Trims**

The little extra details buttons, zippers, lace, patches, piping, hooks, embroidery.

 *Can make or break the final look of your piece.*


## **T-Shirt Fits**

Types of t-shirt cuts like slim fit, regular fit, oversized, crop, boyfriend tee, boxy cut.

 *Your fit = your identity. Zara's basic tee ≠ Urbanic's oversized tee.*


## **Twill**

A type of weave with diagonal lines strong, durable, and often used in denim, chinos, or jackets.

 *Less stretchy than knits, but more structured and polished.*


## **Trial Run**

A small production batch done before going all-in to test the market, fix issues, and build confidence.

 Start with 30–50 units, not 500. Learn fast, scale smart.


## **Thermal Wear**

Clothing designed to retain heat usually worn during winters.

 *Popular for winter collections, layering sets, or mountain gear.*

## **Typography**

The font style and layout of text used in your logo, social media, website, and packaging.

 *A serif font can feel premium. A bold sans serif can feel street. Your type = your vibe.*

## UGC (User-Generated Content)

Photos, videos, or reviews created by your customers not by you.

💡 *Think: A customer unboxing your kurta and tagging you on Instagram = pure gold.*

✅ *Encourage UGC by reposting it, offering discounts, or simply asking happy buyers to share.*

## Unit Economics

The profit/loss on one product after all direct costs including production, packaging, shipping, marketing, and returns.

📊 *If you're losing money on each unit, scaling won't help. Fix unit economics first.*

## Understitching

A sewing technique that keeps linings or facings from rolling out to the front gives a clean, flat finish.

🧵 *Invisible but impactful. Quality shows in details.*

## Unisex Clothing

Garments designed to be worn by any gender often in neutral colors, relaxed fits, and minimalist styles.

👤 *Oversized tees, co-ord sets, jackets a growing space in D2C streetwear.*

## Upcycling

Turning waste or old clothes into new, usable garments a sustainable fashion practice.

🌱 *Example: Deadstock fabric → bucket hats. Old saris → tote bags.*

✅ *Saves money, reduces waste, and tells a strong brand story.*


## **USP (Unique Selling Proposition)**

What makes your brand different from the rest the clear reason why someone should buy from you.

💡 *It could be fabric quality, styling, messaging, price point, or story. But it must be real and clear.*


## Value Chain

The full journey of creating, marketing, selling, and delivering your product from design to doorstep.

 *Knowing your value chain = better control, cost-saving, and customer experience.*


## Value for Money

The customer's perception of whether your product is worth its price not just based on cost, but also design, packaging, quality, and experience.

 *A ₹999 t-shirt with premium cotton, clean fit, and great packaging feels more "value" than a ₹499 one with none of those things.*

## Vanity Sizing

When brands label larger clothes with smaller size tags to make customers feel better (e.g., a size 32 pant labeled as 30).


 *Common in mass fashion. Confusing across brands. That's why size charts matter!*

## VAT (Value Added Tax)

A type of tax added at each stage of production/sale. In India, VAT has been replaced by GST but you may still hear this term in older resources or global trade.

## Vegan Leather


A leather alternative made without animal skin often using PU (synthetic), cork, or even mushroom-based materials.

 *Popular in bags, shoes, and jackets. Great for cruelty-free fashion brands.*



## **Vibrant Colors**

Bright, bold hues that stand out used to grab attention or create seasonal impact.

 *Summer drops, Gen Z streetwear, or festival collections thrive on vibrance.*


## **Visual Identity**

How your brand looks across platforms logo, colors, fonts, social media, packaging, website, etc.

 *It's your brand's face. Stay consistent or customers forget you.*


## **Viscose**

A semi-synthetic fabric made from wood pulp soft, flowy, and breathable.

 *Often used in dresses, kurtis, and Indo-western wear. Affordable, but wrinkles easily.*


## **Vendor**

A business that supplies you with goods or services fabric suppliers, printers, packaging vendors, etc.

 *Treat your vendors well. A good vendor relationship = smoother production and better pricing.*


## Waistband

The strip of fabric that goes around the waist of pants, skirts, joggers, etc.

 Types include elastic waistbands, drawstring, high-rise, mid-rise, or fitted with buttons/zippers.


## Wash Care Label

The small tag that tells the customer how to clean and care for the garment includes symbols and instructions.

 Wrong wash = angry customer. Make your care labels clear and accurate.

## Warp & Weft

In woven fabrics, warp threads run vertically and weft threads go horizontally. Together, they create the fabric.

 Understanding this helps in sourcing better quality and identifying fabric strength.


## Woven vs. Knit

- Woven = interlaced threads (strong, structured, doesn't stretch much).
- Knit = looped threads (soft, stretchy, comfy).

 Shirts = woven. Tees = knit.

## Wholesale

Selling in bulk to other retailers or resellers at a lower price usually with higher minimum order quantities (MOQs).

 Helps move large inventory fast, but margins are lower than direct-to-consumer (D2C).

## **Workwear**

Clothing designed for professional or industrial settings  
formalwear, uniforms, or protective gear.



*Now becoming a stylish sub-category with brands offering  
“elevated workwear” in comfort fabrics.*

## **Wireframe**

A layout sketch of your website or app used before actual design starts.



*Helps visualize how customers will navigate your online store.*

## **White Labeling**


Buying unbranded products and adding your own brand name  
and packaging like sourcing ready-made hoodies and tagging  
them as yours.



*Good for speed, but low uniqueness. Use it to test market before  
investing in your own production.*


## **Yarn**

The basic thread made by twisting fibers used to create fabric through knitting or weaving.

 *Cotton yarn, wool yarn, viscose yarn different yarns = different fabric textures and strengths.*


## **YKK Zippers**

A globally trusted zipper brand known for quality and durability.

 *If you're making jackets, bags, or bottoms using YKK can save you from poor customer reviews.*


## **Zero Inventory Model**

A business model where you don't hold stock. You manufacture or ship only when an order is placed.

 *Great for reducing risk. Used by many print-on-demand and drop-shipping brands.*

## **Zigzag Stitch**

A sewing style that provides flexibility and prevents fraying often used on stretch fabrics or edges.


 *Adds both function and flair you'll spot it in leggings, innerwear, and activewear.*

## **Zari**

A traditional Indian thread made of fine gold or silver used in ethnicwear embroidery.

## **Zipper Tape**

The fabric portion on either side of a zipper where stitching happens.

 *Yes, even zippers have parts quality tape ensures smooth, lasting zips.*

# Final Note

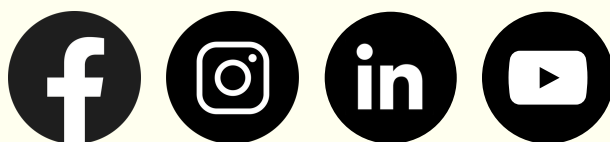
## Congratulations!

You've just walked through 100+ essential terms in fashion branding from fabric choices and fit types to design hacks, marketing lingo, and business models.

Whether you're launching a D2C label, starting a boutique, or just dreaming of building something of your own this playbook was crafted to help you move smarter, faster, and with clarity.

*You've made it through the A-Z of fashion branding! Whether you're launching a new label or scaling your existing one, use this playbook as your everyday companion. And if it helped you - tag*

*us at **@gyaninfinet**. We'd love to hear your story!*



# THANK YOU!