

SILK ROUTES

Clothing Manufacturer Brief Template

Everything a UK clothing manufacturer needs to quote your production accurately — fill in each section before sending.

Brand / Company Name 	Date Prepared
Prepared By 	Target Manufacturer

HOW TO USE THIS TEMPLATE

Complete every section as fully as you can. If a section is genuinely undecided, write "TBC" rather than leaving it blank — a marked gap reads as an open question; a blank section reads as an oversight. Attach this completed brief to your first email to a manufacturer.

SECTION 1

Brand and Project Overview

Brand Name

Your company or brand name

About the Project

New range, capsule collection, reorder — brief context

Website / Social Links

So the manufacturer can see your brand

SECTION 2

Garment Description and Style Reference

Garment Type

e.g. women's midweight cotton dress

Style Reference / Inspiration

Attach images; note what to match and what to change

Key Design Details

Pockets, closures, silhouette notes, unique features

SECTION 3

Fabric and Material Requirements

Fabric Type and Composition

e.g. 100% cotton, cotton/elastane blend

Fabric Weight (GSM)

Leave as TBC if you need manufacturer recommendations

Certifications Required

e.g. OEKO-TEX Standard 100, organic certification

Trims and Components

Zips, buttons, labels — specific or open to supplier

SECTION 4

Quantity, Sizes, and Colourways

Total Order Quantity (MOQ Expectation)

Best estimate, even if approximate

Size Range

e.g. UK 8–18

Number of Colourways

And which colours if already decided

SECTION 5

Sampling Requirements and Timeline

Sampling Route

Proto sample, straight to PPS, or full sampling process

Target Sample Approval Date

Number of Revision Rounds Expected

SECTION 6

Quality and Construction Standards

Measurement Tolerances

Reference your tech pack if available

Construction Requirements*Seam type, reinforcement, finishing expectations***QC / Inspection Expectations***In-house, third-party, or AQL level required***SECTION 7****Delivery Requirements and Deadlines****Required Delivery Date***Include buffer time where possible***Delivery Destination***Warehouse, 3PL, or retail partner address***Packaging / Labelling Specification***Poly bags, cartons, care labels, hang tags***First Contact Email Template****Subject: Production Enquiry – [Your Brand Name] – [Garment Type]**

Hi [Manufacturer Name],

I'm reaching out from [Brand Name] regarding a potential production run of [garment type, e.g. "women's midweight cotton dresses"]. I've attached a full brief covering fabric requirements, quantities, sizing, and timeline.

In short: we're looking at an initial order of approximately [quantity] units across [number] colourways, with a target delivery of [month/year]. I'd appreciate a quote and an indication of your current lead times.

Happy to share reference images, fabric swatches, or further detail on request.

Best regards,
[Your Name]

Final Check Before Sending

- ☐ Brand and project overview completed
- ☐ Garment description with reference image attached
- ☐ Fabric type, weight, and composition specified
- ☐ Quantity, size range, and colourways confirmed
- ☐ Sampling requirements and timeline stated
- ☐ Quality and construction standards noted
- ☐ Delivery deadline and destination confirmed
- ☐ NDA considered, if sharing proprietary designs

Need this brief reviewed before you send it?

Silk Routes' clothing manufacturing team can check your brief for gaps before it goes to quote.
silkroutes.co.uk/clothing-manufacturing-services/