



Why?

Effectively turn around new products through a streamlined strategy and feel confident along the design process.

1. Research



2. Ideation



3. Development



4. Validation

- User
- Product benchmark
- Market trends
- Concept creation
- Creative workshops

- Fabrics & Trims
- Sketching
- Mockups
- User testing
- Concept reviews

- Technical drawings
- User testing
- Sample reviews
- Product development

- Customer feedback implementation