

Sourcing Brief Template

Use this template to clarify details about your fashion product before sourcing suppliers. This ensures accurate quotes, better matches, and less revisions.

1. Product Type & Category

Example: Handbags, Dresses, Jewelry, Shoes, Outerwear, Accessories

Target Market / Customer Segment:

2. Design & Reference

Attach images, sketches, or reference styles that inspire your product.

Key Features (e.g., straps, zippers, embroidery, lining):

3. Materials & Fabrics

Preferred Materials (e.g., cotton, leather, PU, recycled fabric): Sustainability

Preferences (organic, recycled, vegan, eco-certified):

4. Colors & Finishes

Main Colors:

Secondary/Seasonal Colors:

Finish / Texture (e.g., matte, glossy, metallic):

5. Sizing & Fit

Sizing Standard (US, EU, UK, Free size):

Special Fit Notes (e.g., slim fit, oversized, adjustable straps):

6. Order & Market Readiness

Target Quantity (MOQ):

Expected Launch / Delivery Date:

Packaging Needs (tags, labels, dust bags, boxes):

7. Compliance & Certifications

■ Eco-friendly (GRS, GOTS, OEKO-TEX)

■ Vegan / Cruelty-Free

- ISO / Quality Standards

- Others