

CHECKLIST: ARE YOU READY TO LAUNCH YOUR SPORTSWEAR BRAND?

Before investing time and money, assess whether your project has a clear foundation so you can move forward with greater confidence.

Creating a sportswear brand does not start with having garments made. It starts with clarity.

Having an idea is important, but having a clear direction is even more important. This checklist will help you determine whether you already have the essentials in place to build a stronger, more thoughtfully developed brand with greater growth potential.

You do not need to have everything perfect from day one, but it is important to know what you have already defined and what you still need to work on before moving forward.

1. Brand foundation

- ☐ I know what type of brand I want to create.
- ☐ I know who my brand is for.
- ☐ I have identified the style or approach I want to communicate.
- ☐ I have an idea of the types of products I want to sell.
- ☐ I know what I want my brand to convey.

2. Commercial approach

- ☐ I know whether I want to sell made-to-order, through a catalog, or from inventory.
- ☐ I know whether my market will be local, nationwide, or online.
- ☐ I have an idea of how much I want to sell and who I want to sell to.
- ☐ I understand that a brand depends not only on its products, but also on how it is presented and marketed.

3. Product

- ☐ I know what types of garments or products I want to develop.
- ☐ I have visual references for the style I am looking for.
- ☐ I know whether I want to begin with a small collection or a broader product line.
- ☐ I have already considered possible sizes, colors, and variations.
- ☐ I have a basic idea of the quality level I want to offer.

4. Brand identity and image

- ☐ I have already thought of a name for my brand.
- ☐ I have an idea of the visual style I want to use.
- ☐ I know what kind of image I want to project.
- ☐ I understand that brand design influences how the product is perceived.
- ☐ I want to build a brand that looks professional from the start.



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5. Operations and resources

- ☐ I have an idea of the budget I can allocate to the project.
- ☐ I understand that I need to plan before going into production.
- ☐ I know I need to consider design, development, production, and communication.
- ☐ I am willing to develop the project step by step.
- ☐ I am looking for support to better structure my brand.

TOTAL CHECKED: _____

RESULTS

IF YOU CHECKED 18 TO 25

You already have a fairly clear foundation to get started. The next step is to better organize your project and turn it into a clear strategy for your brand, product, and execution.

IF YOU CHECKED 10 TO 17

Your idea is already taking shape, but some important areas still need greater clarity. This is a good time to better structure your brand before investing more.

IF YOU CHECKED 0 TO 9

You are at an early stage, and that is okay. Before thinking about production, it is best to further develop your idea, positioning, and brand direction.

***Launching a sportswear brand is about more than just having garments to sell.
It is about building something with purpose, identity, and vision.***

At EmporioSport Studio, we help entrepreneurs and brands shape their ideas and turn them into better-structured, more appealing projects with greater growth potential.

WOULD YOU LIKE TO TAKE YOUR IDEA TO THE NEXT LEVEL?

Explore EmporioSport Studio's resources, packages, and solutions to build your brand with greater clarity.



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