

BASIC SPORTSWEAR PRODUCTION GLOSSARY

A brief guide to better understand the most common terms used when developing a sportswear brand or collection.

When starting a sportswear brand, it is normal to come across terms and processes that may not always be familiar. Understanding these terms can help you communicate your ideas more effectively, ask clearer questions, and make decisions with greater confidence.

This glossary brings together basic concepts from the textile and product development industry, providing you with a practical and easy-to-use reference.

BRAND AND PRODUCT CONCEPTS

Brand

The overall identity of your project: what it communicates, represents, and conveys to customers.



Collection

A group of garments or products developed around the same concept, style, or season.



Product line

A group of products that share a common purpose, function, or style within a brand.



Visual reference

Images or examples used to communicate the desired style, type of garment, finishes, or inspiration.



Target audience

The group of people your brand or products are intended for.



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DESIGN AND DEVELOPMENT CONCEPTS

Brief

A document or guide used to organize the concept of a brand, collection, or product before beginning the design or development process.



Design

The process of visually defining how a garment or collection will look.



Product development

The stage in which an idea begins to take shape through more specific details so it can be produced.



Tech pack

A document containing essential information about a garment, such as measurements, materials, colors, and construction details.



Sample

An initial physical version of a garment used to evaluate how it looks, how it fits, and what adjustments may be needed.



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MATERIALS AND GARMENT CONSTRUCTION CONCEPTS

Fabric

The main material used to make a garment.



Fabric composition

The combination of fibers used to make a fabric, such as polyester, spandex, or cotton.



Fabric weight

The weight or density of a fabric. It helps determine whether the fabric is lightweight, medium-weight, or heavier and more structured.



Cutting

The process of marking and cutting the fabric according to the design and required measurements.



Garment construction

The process of joining the fabric pieces together to create the finished garment.



Finishing

A final detail or treatment that improves the presentation, functionality, or appearance of a garment.



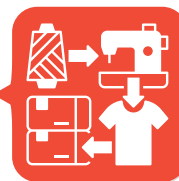
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PRODUCTION CONCEPTS

Production

The process of manufacturing one or more garments based on a previously defined design.



Production batch

The number of pieces manufactured within the same production run or order.



Size grading

The process of adapting a base pattern or design to different sizes.



Lead time

The estimated period required to complete the development or production of a garment or collection.



Quality control

An inspection process used to identify errors, defects, or inconsistencies before the finished product is delivered.



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BASIC BUSINESS CONCEPTS

Costing

The process of calculating the different elements that determine the cost of a garment or product.



Margin

The difference between the cost and the selling price, used to determine the potential profit.



Selling price

The amount you decide to charge the final customer for a product.



Value proposition

The reason a customer might choose your brand or product over other available options.



Brand positioning

The way you want your brand to be perceived in the customer's mind.



*Understanding these terms does not mean you need to master the entire industry from the beginning.
It means you can start with greater clarity and better tools to build your project.*

The more you understand the process, the easier it will be to make decisions, communicate your ideas, and move forward with purpose.

*At **EmporioSport Studio**, we help entrepreneurs and brands transform their ideas into better-structured projects with greater clarity in product development, brand image, and direction.*

DO YOU WANT TO KEEP LEARNING HOW TO BRING YOUR BRAND TO LIFE?

Explore our resources and solutions to move forward with greater clarity.



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