Brand name

Product/Range name Design Brief (Season)

-date-

Brand overview :

- Brand mission/tagline
- Market level / price point
- Customer description
- Aspirational brands/main competitors

Project brief :

- Background of the project / purpose / objective
- User scenario / Context
- Features & functionalities: dimensions, carrying possibility, kind & number of pockets, what needs to fit inside
- Special features (ex : waterproof/water resistant bag, material or closure, cushion laptop sleeve, easy access or protected pocket, adjustable capacity…)
- Materials & Trims
- Colors
- Brand identity guideline (ex: logo placement and treatment)

- Other brands, product references, images or moodboard
- Family products of the brand (if existing range of products)

- Targeted Cost Of Goods price
- Targeted Retail Price
- Timing, scheduled launch