

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)
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- Other brands, product references, images or moodboard
 - Family products of the brand (if existing range of products)
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- Targeted Cost Of Goods price
 - Targeted Retail Price
 - Timing, scheduled launch