

DESIGN_{by}BETTY

creative solutions for
performance fashion & more.

Design by Betty GmbH
Bettina Schneider
Mühlebühlweg 23
CH 5616 Meisterschwanden
0041.62.5041885
info@designbybetty.com
www.designbybetty.com

DesignByBetty is a design office based in Switzerland. Betty creates concepts and designs for performance fashion, supporting the whole process from idea to production with 15 years experience in the sportswear industry.

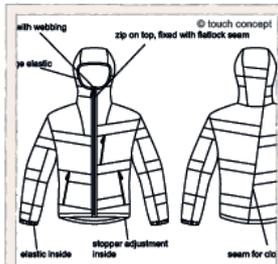
- * strategy/collection planning matching to customers needs
- * market and trend analysis
- * development and advancement of collections including fabrics, trims and colors
- * product and price comparison
- * planning and coordinating the development process from idea to finished sms
- * fabric choices and sourcing
- * cooperation with well known fabric and trim suppliers in Europe and Asia
- * color concepts based on trends, CI rules and customer guidelines
- * design active and functional sportswear as well as Lifestyle collections following trends, function and other specifications
- * sketches in Illustrator, hand sketches if needed for presentations
- * technical sketches and details sketches
- * placed graphics and all over layouts
- * detail mock ups
- * fabric test prototypes
- * supervising suppliers during the prototype/development process
- * business contacts to well known suppliers in Europe and Asia from T-shirt to taped, technical garments
- * measurement charts



Clifline Stormfold jacket



Trims/Details



Down jacket - Technical details



Graphic- Retro Tshirt



Ultra Light jacket



Blwak wmn jacket



Trim Concept



Fabric Concept/Technical Details



Lining Graphic



Development/Supplier support

