

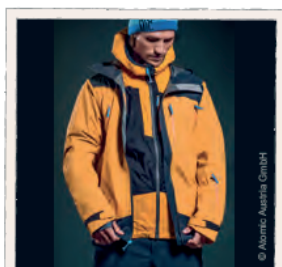
DESIGNbyBETTY

creative solutions for
performance fashion & more.

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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.

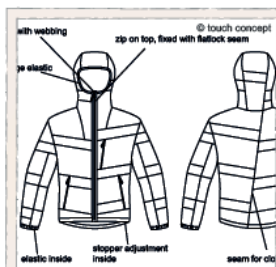
- * strategy/collection planning matching to customers needs
- * market and trend analysis
- * development and advancement of collections including fabrics, trims and colors
- * product and price comparison
- * planning and coordinating the developmentprocess from idea to finished sms
- * fabric choices and sourcing
- * cooperation with well known fabric and trim supliers in Europe and Asia
- * colorconcepts 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 detailsketches
- * placed graphics and allover layouts
- * detail mock ups
- * farbic test prototypes
- * supervising suppliers during the prototype/development process
- * business contacts to well known suppliers in Eruope and Asia from T-shirt to taped, technical garments
- * measurement charts



Clifline Stormfold jacket



Trime/Details



Down jacket -Technical details



Graphic- Retro Tshirt



Ultra Light jacket



Blauw wmn jacket



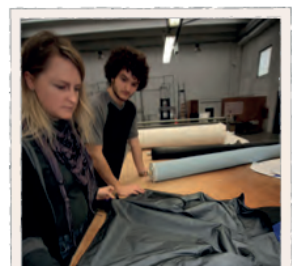
Trim Concept



Fabric Concept/Technical Details



Lining Graphic



Development/Supplier support

