



Apparel Costing

Online course

Introduction

The **Apparel Costing** Course is a deep dive into apparel costing. It covers the basic elements of cost, defines IMU from the retail and sourcing perspective and gives a thorough grounding in other important considerations that impact product development decisions.

Key learning outcomes

By the end of the course, participants will be able to:

- Understand cost components of a garment and the respective logistics influencing cost and delivery time frame
- Evaluate potential trade-offs among materials, labor and/or manufacturing location in meeting brand or retailer objectives
- Communicate and negotiate with buyers regarding sourcing alternatives with confidence

Who this course is for

The course is geared for junior and senior individuals and teams who need to refresh or learn garment costing fundamentals. It is well-suited for apparel sourcing and buying offices, buyers, merchandisers, product developers and tech designers.

Format

The course is self-paced and includes a pre-assessment test; **5 modules of interactive instruction and exercises; and a final assessment followed by an Alvanon Certification of Completion for successful course participants.** The recommended commitment for this course is a minimum **2 hours per week over a 6 week period.**

Course outline	Estimated minutes
Pre-assessment	60 mins
Course overview	30 mins
Module 1: Cost vs price	40 mins
Understanding cost & price	
Cost led pricing & price led costs	
Module 2: Cost components of a garment	240 mins
Markers	
Markers in practice	
Trims	

Contact us

Please contact your Alvanon sales representative or reach us at hello@motif.org for further information.



The instructor

Ed Gribbin has 4 decades of expertise from the factory floor to the boardrooms of global apparel companies. Ed has helped clients around the globe develop and implement growth strategies and solutions in disciplines ranging from marketing, merchandising to product development and supply chain. He is widely recognized as one of the world's leading authorities on apparel sizing and fit. Ed serves on numerous industry boards, including the American Apparel & Footwear Association (AAFA); and the International Apparel Federation (IAF).

Cut & make
Line efficiency

Module 3: Estimated landed cost (ELC) 120_{mins}

Duties and tariffs
Freight cost
Estimating carton dimensions
Calculating ELC & FOB

Module 4: Initial mark-up (IMU) 60_{mins}

Determining IMU

Module 5: Costing considerations during negotiation 60_{mins}

Cost effectiveness
Additional costing considerations
Engineer end-to-end efficiency

Final assessment 60_{mins}



Alvanon Certification of Completion
for successful course participants

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MOTIF

This course is available on MOTIF, the apparel knowledge hub. To learn more about MOTIF, please visit motif.org.

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