A New Hybrid Training Program
Apparel Costing by MOTIF

Learn how to determine costing and adequate pricing for your garments to make a profit and get your business running smoothly.

A 10-week hybrid learning program for a team of industry professionals that consists of self-paced online learning modules plus three virtual workshops that follow the development of 4 example products: denim, jersey, a t-shirt and a jacket. The virtual workshops* are deep dives customised to a brand’s specific educational needs and allow the learners to put their challenges directly to industry experts.

Learners will be exposed to
- The relationship between value, quality, cost and price
- Key industry terminology
- The different elements which can impact product cost and how product specifications are built
- Recognise basic construction methods, materials, and components.

Online Modules + Customised Workshops

**Apparel Costing Fundamentals**
- Cost versus Price
- Cost components of a garment
- Estimated Landing Cost (ELC)
- Market factors which impact cost
- What variables brands flex to hit cost price

**Designing Product to Cost**
- Importance of quality
- Building product specifications
- What can go wrong
- Good, Better, Best product architecture
- Importance of fabric – variables and their impact on cost and quality levels

**How Brands Cost Product**
- Product lifecycle and market factors
- Sourcing dynamics and trade-offs of local and global fashion buying
- Marginal costing and calculations

Contact sales@motif.org to discuss your needs and pricing options.

*Customised workshops can be run virtually or in-person subject to applicable local travel restrictions.*