MARKETING CHASKA · FREE RESOURCE

30-Day Apparel Brand Launch Checklist

From idea to first orders — tick each step as you build your clothing label.

01 · WEEK 1

Niche & Brand Foundations

- [ ] Write one sentence: who you dress and why they choose you
- [ ] Shortlist a brand name that is easy to spell, search and fit on a label
- [ ] Finalise logo, wordmark, colour palette and type style
- [ ] Define your brand voice (bold, minimal, playful or premium)
- [ ] Pick 3–6 styles for a focused first drop

02 · WEEK 1–2

Sourcing, Sampling & Production

- [ ] Choose a route: print-on-demand, private label or cut-and-sew
- [ ] Create a tech pack per style (measurements, fabric, GSM, prints, labels)
- [ ] Order samples and wash-test for shrinkage, colour bleed and print cracking
- [ ] Fit-test on several body types and finalise your size chart
- [ ] Agree MOQs, timelines, payment terms and defect policy in writing

03 · WEEK 2

Product & Campaign Shoot

- [ ] Build a mood board and a full shot list
- [ ] Clean front, back and side e-commerce shots for every product
- [ ] On-model fit shots with model height and size noted
- [ ] Fabric, stitching and print close-ups
- [ ] Lifestyle/campaign images plus short vertical movement videos

04 · WEEK 3

Store, Packaging & Operations

- [ ] Set up a fast mobile store with UPI and Indian payment gateways
- [ ] Add a detailed size guide with garment measurements
- [ ] Publish clear exchange, return and shipping policies
- [ ] Set up COD confirmation by WhatsApp or call to cut RTO
- [ ] Design mailer, hang tags and a thank-you card worth filming
- [ ] Install Meta Pixel, Conversions API and analytics purchase tracking

MARKETING CHASKA · FREE RESOURCE

30-Day Apparel Brand Launch Checklist

From idea to first orders — tick each step as you build your clothing label.

05 · WEEK 3–4

Content, Creators & Launch

- [ ] Prepare 15–20 launch posts and reels (try-ons, styling, behind the scenes)
- [ ] Brief 3–5 micro-creators whose audience matches your niche
- [ ] Run a teaser campaign and open a launch waitlist
- [ ] Launch the drop with sales-focused Meta campaigns, not boosted posts
- [ ] Test several creative angles and set up retargeting
- [ ] Review results weekly and move spend to what drives purchases

Want us to run this launch with you?

Brand identity, product shoots, UGC, websites and Meta ads for clothing labels.

Book your free strategy call: +91 8770942367