

Project Preparation Checklist

A concise brief helps the team review a headwear concept without requiring a finished tech pack.



Illustrative product-development workspace; not a customer project or facility photograph.

1 Product direction

☐ Reference image, sketch, or existing sample ☐ Intended use and selling channel ☐ Preferred starting style or Avelon style code

2 Design and configuration

☐ Target colors and approximate color split ☐ Material or hand-feel direction ☐ Fit, closure, visor/brim and functional needs ☐ Logo/artwork file and preferred decoration area

3 Program details

☐ Target quantity (estimate is fine) ☐ Target timeline ☐ Ship-to market ☐ Packaging, labels or presentation needs ☐ Any repeat-order requirements

4 Approval notes

☐ Name the person who can approve artwork and samples ☐ List any must-have details and acceptable alternatives ☐ Note open questions rather than guessing specifications

What happens next

Avelon reviews the brief with product development and Vietnam manufacturing input, then identifies missing information, a practical platform/material/decoration direction and the appropriate sample-development next step. A finished tech pack is not required to begin.

Send your brief at avelonheadwear.com/start-feasibility-review

Planning guidance only. Platform, material, decoration, quantity, pricing and timing are subject to project-specific feasibility review and sample approval.