



FASHION CHANNEL

COMMUNICATION ON COMPANY PROCESSES

28 MARCH 2011

To all our valued clients,

Fashion Channel is South Africa's premier corporate/branded apparel company. Our client list is growing extensively and in order to continue ensuring our quick turn around time and consistent ability to deliver within budget and deadline, we would like you to please read our process and work flow document so that you are well aware of our systems.

We would also like to continue supporting promotion companies on their pitches to clients. In order to create an added value service and a partnership going forward the terms and conditions of this service is also documented below.

A. Order Process for High Fashion Branded Clothing:

1. You would like to commission Fashion Channel to style your brand/ wardrobe
2. You call us on 031 3097967/ 083 7755 755 or mail us on kanch@fashion-channel.co.za and give us as much detail as possible. You need to include:
 - a. The brand logo
 - b. The no of units required (*our minimum order is 20 units)
 - c. The deadline
 - d. The creative direction you would like us to take
 - If you are uncertain you can call and we can talk you through it.
3. As soon as we get your brief, we will get cracking on a mood board. This mood board is pulled by our trend manager and will give you a few ideas on what can be done to achieve the look you want.
4. You will receive this mood board within 2 days of briefing Fashion Channel

5. You will revert with your 3 best choices from the mood board with any changes that you wish to make.
6. We will then CAD (computer aided drawing) the exact garment (or with any additional changes you wish to make) in your brand colours and add in the branding in appropriate places
7. You will receive the CAD within 2 days of your revert.
8. You will then share the CAD with your team and you will select your best option which we will then sample.
9. We will then provide you with a range of swatches that we can make the outfit in based on:
 - a. Colour
 - b. Available quantity
 - c. Budget (we will provide the best fabric to suit your budget requirements)
10. Once you confirm the style, quantity and fabric we will supply you with a price
11. Once you approve the price, we will get the sample ready
 - a. You will be provided one sample free with your order
 - b. If you would like us to take more than one CAD into a sample you will be liable for the costs involved in creating the additional samples ie: fabric sourcing, design, pattern, manufacture.
12. We will present the sample to you in 5 – 7 days.
13. You will then fit the sample and make any changes to the sample
14. If the sample is approved as is...WE ARE READY TO MANUFACTURE
15. You will then provide a size curve breakdown
16. We will send you the 1st 50% Tax Invoice. We will only start production once the 50% proof of payment is received.
17. If you need further changes, we will take the sample back and depending on the changes have it back to you in 1-2 days.
18. If all is approved...WE GO TO MANUFACTURE
19. Depending on the number of units required we will supply you with a timeline.
20. Two days prior to the order being ready for collection, we will send you an e-mail to confirm the time it will be ready and you will organize your courier to fetch from our offices.

Courier:

- a. Fashion Channel is not responsible for any courier costs as most clients have their own courier affiliations which offer company benefits and discounts.
- b. All goods, swatches, garments and samples will be collected from the Fashion Channel offices and sent back to Fashion Channel offices once it has been approved – all for the clients account.

B. CADS & Mood Boards: APPLIES TO PITCHES/ TENDERS ONLY

It is becoming increasingly popular for promotion & activation companies to call on Fashion Channel to put together mood boards and cads in order to pitch certain looks to their clients/ brands.

We do realise that pitches/tenders are continuous and in order to ensure that our team supports you to the standard that you are used to, we will be charging for this service. We have kept the costs low as we know that there are many that take place in a month. The fee is a basic admin cost per mood board/ CAD

As of 1 April 2011 the charges will be as follows:

1. R250 per look for a mood board
 2. R200 per CAD (per model)
- Please indicate to our team that you are doing a pitch so they give you the costs up front before you start the process.
 - If you are awarded the tender/ pitch and you commission Fashion Channel with the work, the admin fee will be refunded when you are billed.

C. Responsibility of the Client

It is agreed upon by both client and Fashion Channel that if an order does not go through to the full manufacture process, the client is liable for all costs up until the order is rejected.

Example:

You are briefed by a client to come up with an in-store look for a winter campaign. You brief Fashion Channel and we follow the process documented under **Section A Work Flow** and we get as far as the sample stage. The client then realizes they have had major budget cuts and can no longer go ahead with the order. They are still however liable for all costs incurred until that point ie:

Mood boards, cads, fashion designer's time, client liason, all sample costs ie: pattern sourcing, manufacture, fabric, design. This will be calculated based on the time spent on the development of the sample.

Closing Note:

Fashion Channel's commitment to you is a consistently high level of service delivery, the quickest turn around time to meet your deadlines and the best quality in the industry.

In order to continuously perform at this high level, we need our suppliers, clients and partners to all understand our system and ensure that we work together to bring the very best product to the market.

Thank you for your continued support.

Yours sincerely

Kanchana Moodliar

Managing Director – Fashion Channel

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Managing Director



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