

Pricing Your Textile Print Designs

How To Guide



by **PICKGLASS**

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PRICING YOUR TEXTILE PRINT DESIGNS

★ PRICING CONSIDERATIONS

1) Are you going to sell stock artwork or exclusive original designs?

- Stock artwork sells for a much lower price point. However, you design it once & you can resell it over and over again.
- Exclusive designs sell for full price, but you have to continue to produce new designs

2) What industry are you going to target?

- Not all industries value original artwork the same. See the list of average industry pricing on next page.

3) Are you going to be represented by an established textile print studio, or sell direct to customer?

- Using an established textile print studio to represent your work has many advantages:

- * They have an established clientele and contact list.
- * They have an established reputation in the industry.
- * They likely have established contracts with print designers and reputation for paying on time.
- * Print studios take a percentage of the sale & 30-90 days to pay. This is because they first need to be paid by the client, then they pay the artist. That does not include the time it takes them to sell the product.

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★ AVERAGE INDUSTRY PRICING

Each sub-category within the fashion industry has their own expectation of pricing for artwork. There are several reasons for this. The main one being the size and difficulty of the artwork.

* Apparel industry: exclusive patterns sell for between \$500 – \$750

* Quilting industry: exclusive patterns sell for between \$350 – \$750.

* Home décor industry: exclusive patterns sell for between \$500 – \$1,000.

* Paper Products: exclusive patterns sell for between \$100 – \$300.

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★ RESOURCES FOR SELLING YOUR ORIGINAL DESIGNS

Today there are several different resources for one to sell their original artwork

1) Sell online with an established trend service company

- www.patternbank.com
- www.texstyled.com

2) Textile Print Trade Shows

- www.printsourcenyork.com
- www.premierevision-newyork.com
- www.texworld.com
- www.surtax.com

3) Find representation with an established textile print studio

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★ SERVICES YOU CAN OFFER TO INCREASE VALUE

In the fashion industry original art is not expected to be in production ready repeat. This leaves many opportunities for you to corner the market and offer upsales to your clients. Here are some of the most popular features that convert to higher sales:

- 1) Original artwork development
 - You can design a collection exclusively for your client.
- 2) Production ready repeat
 - Offer to put the artwork into repeat size per their vendors requirements.
- 3) Color separation
 - Offer to put the artwork into color separated layers. This makes it easier for the customer to start working with the design.
- 4) Different color way options
 - Offer to put the design in multiple color ways using the customers exclusive color palette.