

Sweater Swatch Contact List



by **PICKGLASS**

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How To Price Your Knit Textile Designs For Maximum Profit

Pricing considerations

- 1) Are you going to sell “stock” patterns or exclusive original designs?
 - Stock patterns would be like a sweater pattern someone downloads or buys from a yarn shop (primarily for home knitters). These patterns sell for a much lower price point. However, you design it once & you can resell it over and over again.
 - Exclusive patterns 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 pattern work the same. See the below average industry pricing
- 3) Are you going to be represented by an established knit studio, or sell direct to customer?
 - Using an established textile knit 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 knit designers and reputation for paying on time.
 - Knit 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.

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 original patterns sell for between \$350 – \$750
- **Vintage swatches:** vintage swatches can range from \$250-\$500.
- **Domestic Home Knitting industry:** exclusive patterns sell for between \$10 – \$25.

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 knit pattern company

- revelry.com
- vogueknitting.com
- loveknititng.com
- yarn.com

2) Textile Trade Shows

- premierevision-newyork.com
- texworld.com
- spinexpo.com

3) Find representation with an established textile print studio

- See contact list below

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 upscales to your clients. Here are some of the most popular features that convert to higher sales:

1. Original artwork development - If your client is looking for a specific motif you can design a collection exclusively for your them.
2. Production ready - If you are technical and understand the knitting machine requirements you can offer technical pattern stitch information that your client can send directly to their mills for production.
3. CAD - Most knit studios only sell the sweater swatches. However, all designers will eventually have to put their designs into CAD form. Offer to give them a CAD form of the design they purchase for an additional fee.

Sweater Swatch Service Companies

Acorn

www.acorn-swallches.com

Email: design@acorn-swallches.com

19 Stonely Street

Lace Market

Nottingham

NG1 1LP England

Telephone: +44(0) 115 9581114

Web: [http://](http://www.codestudiolondon.com)

www.codestudiolondon.com

Email: code.uk@virgin.net

Studio 3A, Floor 3

5 Torrens Street

Islington

EC1V 1NQ London

Great Britain

Telephone: +44 (0) 20 7713 7353

All Knitted Swatch Design

www.allknitted-swallchdesign.co.uk

Email: design@allknitted-swallchdesign.co.uk

Portfolio Innovation Centre,

St Georges Avenue,

Northampton,

Northamptonshire.

NN2 6FB

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Fiona Colquhoun Design Limited

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5 Archie Street

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Bobble

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The Market Building

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Rainbow Studios

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Code

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