

Denim Sampling Preparation Checklist

Everything to organize before your first denim sample starts — so the first round comes back closer to your intent and fewer rounds are needed.

Who this is for

Creator-led founders and first-time brands preparing an initial denim sample. The quality of a first sample depends heavily on the quality of the brief. This checklist gathers what a denim product team needs to interpret your idea accurately.

How to use this template

- Complete as much as you can before requesting a sample — gaps become guesses.
- Provide references as images or physical garments, not adjectives alone.
- Be explicit about what is fixed versus open to suggestion.
- Bring this prepared brief to your sampling conversation.

1 Product Direction

Field	Detail
Product type (jean / jacket / short, etc.)	
Target customer / brand positioning	
Reference garments or images (named)	
What you like about each reference	
What must be different from the references	

References beat adjectives

“Vintage blue, relaxed, premium” means something different to everyone. A named reference image or a physical garment removes the guesswork from a first sample.

2 Fit Direction

- Fit name decided (skinny / slim / straight / relaxed / wide)
- Reference garment for fit provided
- Rise preference (low / mid / high) stated
- Leg opening / hem preference noted
- Any measurements you already know listed
- Base size for the first sample chosen

3 Fabric Direction

- Weight preference (or reference fabric) noted
- Rigid vs stretch decided
- Fiber preference (e.g. cotton, organic) noted
- Fabric swatch or reference provided if available
- Open to fabric suggestions? (yes / no) stated

4 Wash Direction

- Target shade decided or referenced
- Wash effects wanted (whiskers / distressing / clean)
- Reference image of the exact wash provided
- Hand feel preference noted

5 Trims & Details

- Hardware preference (buttons / rivets / zip) noted
- Any branded trims / patches described
- Label and hangtag intent noted
- Signature details (stitching color, pocket design) described

6 Logistics Inputs

Field	Detail
Target first-order quantity (range is fine)	
Target market(s) for sale	
Timeline expectation (note: confirmed after brief is complete)	

About the source of this template

This template reflects how SkyKingdom approaches denim in real production — as an external denim product team for creator-led, DTC, and scaling brands. It covers fabric development, wash recipe documentation, sampling, AQL-supervised production, and reorder continuity. It is shared as a working tool, not as theoretical advice.

- 20 years of denim production in Xintang, Guangzhou
- Recognized as Best Quality Supplier — two consecutive years — by a top-3 Amazon US women's apparel seller covering 190+ countries
- Network of partner factories, many founded by former SkyKingdom team members
- Covered by Xinhua News Agency and China News Service

[photo]

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Have a denim project to review? Send your design idea, reference images, or production question and we will look at what kind of support makes sense.

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