



a cohesive collection

A WORKBOOK FOR
ONLINE SHOP OWNERS
& MAKERS



HOLLYCASTOCREATIVE.COM



Planning It Out

When are you going to release this collection? You may need to start by determining your long-term collection plans. Will you release a spring/summer collection and a fall/winter collection? Will you release a smaller collection each season? Maybe you want to release 2 main collections per year, plus 3-4 mini collections? Think about how you want to do this in the coming year(s), and then fill out the dates for this current collection in the boxes below.

Gathering Inspiration & Brainstorming Date:	Designing & Photographing Date:	Launch! Date:
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If you already have products in your shop, and you're wanting to make it more cohesive, take note of your 1-3 top selling and / or signature pieces.

Product 1:	Product 2:	Product 3:
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What are some products that you could discontinue?

What are some ways that you could refresh your signature 1-3 products above for this new collection?



Gathering Inspiration

Now that you have a plan and a deadline, let's dig right into the very first part of planning out the collection.

First, create a **mood board** for the collection. I would recommend doing this in a secret Pinterest board. Pin images that reflect the vibe that you're going for in this collection. Once you have a fairly hefty Pinterest board, open it up on your screen, and reference it to help you fill out the spaces below.

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Overall, I am inspired by:

Emotions / feelings that I want the collection to portray:

Colors:

Materials:

Graphic elements / patterns / fonts:

Any other notes / common elements from the mood board:



Collection Sketches

Use this page to sketch your product ideas in pencil, and scribble any notes as you go.

