



TITLE: Photosample Direction - All Apparel Brands

DOC #: 1

REVISION #: 2

PAGE: 1

Photosamples are needed for photography shoots on location and in studio. Photosamples must accurately represent the final garments in order to align the customers expectation with garments they receive. Below is direction for photosample length adjustments by category for Women's Apparel going through the fit process. We also have listed out the sizes needed for Apparel photosamples.

You will find this direction on Supplier Website at www.colonybrands.com and within construction pages of the tech pack. This will start with SS21 Season.

Please contact your Sourcing partner if questions.

Length Adjustment for Women's Fit Apparel:

Jacket Dresses: 2" added to overall dress/jacket length and 1" sleeve length added for long, ½" added for three quarter and short sleeves. (if sleeves)

Dresses/Gowns: 2" added to overall length and 1" sleeve length added for long, ½" added for three quarter and short sleeves. (if sleeves)

Skirt Set: 2" added to top/jacket and skirt length, 2" added to sleeve length (if sleeves)

Pant Set: 2" added to top/jacket and pant length, 2" added to sleeve length (if sleeves)

Wardrobers: 2" added to top/jacket and pant length, 2" added to sleeve length (if sleeves)

Jumpsuits: ¾" Added to bodice, 1 ¼" to length of pant, 1" sleeve length added for long, ½" added for three quarter and short sleeves. (if sleeves)

Sweaters: no extra body length, 1" sleeve length added for long, ½" added for three quarter and short sleeves.

Tops: 1" added to body length, 1" sleeve length added for long, ½" added for three quarter and short sleeves.


Activewear: 2" added to inseam length, 1" sleeve length added for long, ½" added for three quarter and short sleeves.

Skirts: 2" added to length

Pants/Jeans: 2" added to inseam length for ankle/full length pants, 1" added for shorts and cropped pants

Jackets: 1" added to body length, 1" sleeve length added for long, ½" added for three quarter and short sleeves.

Outerwear: 1" added to overall length and 1" sleeve length added for long sleeves.

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	DOC #: 1	REVISION #: 2	PAGE: 2

Caftan: no adjustments

No Extra Length adjustments needed for Women’s or Mens Non Fit Apparel.

Apparel Sizes Needed by Brand for Women’s Photosamples:

Ashro: Size 8 or Small

All other Brands: Size 6 or Small

- If One Size garment, send One Size.
- If One Size Missy/One Size Plus, send One Size Missy.
- If group sized, send S/M.

Apparel Sizes Needed by Brand for Mens’s Photosamples:

All Brands: Size L