



## **How to make your clothing line NOT suck Checklist**

- 1. sum up your brand in one sentence**
- 2. don't make your brand all about money signs and Illuminati signs**
- 3. have some design direction when you're designing your merchandise**
- 4. expand your collection (Unisex Products, Snapbacks, Beanies, Socks, etc..)**
- 5. expand your color theory**
- 6. collaborate with another brand/partner**
- 7. start printing your logo, tagline onto your merchandise**
- 8. apply a hidden message somewhere on your collection**
- 9. make limited pieces that will make your brand more exclusive**
- 10. try to reach out to other brands and see if they are willing to collaborate with you**
- 11. hire a attractive female model to model your clothes. SEX appeal SELLS!**
- 12. try to keep your designs to a minimum. Less is MORE!**
- 13. stay away from trying to replicate another iconic and well known brands logo**