

# Streetwear Capsule Collection Collaboration Brief

## 1. Project Overview

Brand(s) Involved

Collection Title / Name

Objective & Vision

## 2. Target Audience

Description

## 3. Concept & Design Direction

Theme / Concept

Color Palette & Key Motifs

Desired Aesthetic

## 4. Product Range

Product Types (e.g., t-shirts, hoodies, accessories)

Number of SKUs

Unique Features or Techniques

## 5. Branding & Collab Elements

Logo Placement

Special Packaging

Co-branding Requirements

## 6. Production & Timeline

Key Dates (Design Freeze, Sampling, Production, Launch)

Quantity Estimates

## 7. Distribution & Marketing

Sales Channels

Marketing Plan / Activities

Launch Event Details

## 8. Budget

Estimated Budget

Cost Split Details

## 9. Contacts

Main Contact Person(s)

Email

Phone