

## RESOURCES · BUYER'S GUIDE

## Fashion design, Tech Pack, PLM and apparel operations software in 2026: what does a growing studio actually need?

A practical 2026 guide to pattern and 3D design tools, Tech Pack platforms, fashion PLM and apparel ERP — and where designroom.express fits for independent designers and growing studios.

**Checked:** 21 October 2026

About 22 minutes to read

Prices shown in vendor currency



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Fashion software is difficult to compare because products that appear to compete often solve quite different problems.

A patternmaking or 3D design tool may be excellent at creating and simulating a garment, but may not manage the sample-review cycle. A Tech Pack tool may make factory documentation far easier, but may not help a studio manage its existing Pattern and Block library. A product lifecycle management (PLM) system may connect product development, sourcing and supplier collaboration across a large organisation, but can be more system — and more cost — than a small studio needs. An apparel enterprise resource planning (ERP) platform goes further again into inventory, sales, warehousing, accounting and fulfilment.

For an independent designer or growing studio, the useful question is therefore not simply **“Which fashion software is best?”**

It is:

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**“ Which part of the design-to-production workflow do I need to improve, how much operational complexity do I actually have, and how many separate tools do I want my team to maintain? ”**

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This guide breaks the market into four practical groups, looks at representative products in each, and then explains where **designroom.express** sits across those categories.

Pricing and product features change frequently. Published prices below are shown in the vendor's own currency and were checked on 8 October 2026. Quote-only products are identified as such. Always check the vendor's current terms before making a purchasing decision.

## 01 · CATEGORY

# Patternmaking and 2D/3D garment design tools

This category is closest to the garment itself.

The focus is generally on Pattern drafting or editing, grading, garment visualisation, fit, fabric behaviour and digital sampling. These tools can be highly sophisticated, but they are not necessarily intended to become the operating workspace for the whole studio.



## CLO

[clo3d.com](https://clo3d.com) ↗

[CLO](#) is one of the best-known 3D fashion design platforms. Its current product combines 2D Pattern work with 3D garment simulation and virtual sampling. CLO 2026.1 adds features including Pattern revision history, 2D grading review, Pattern drafting improvements, custom seam allowances, nesting improvements, DXF notch options and material/trim cost management.<sup>1</sup>

CLO's strength is visual and technical garment development. Designers can work with Patterns, materials and virtual garments, review fit and grading, and reduce the number of physical samples needed during development. Its current Individual licence is **US\$50 per month or US\$450 per year**, while business pricing is quoted separately.<sup>2</sup>

For a studio whose primary problem is **3D garment simulation and virtual fitting**, CLO deserves serious consideration.

What it does not automatically solve is the broader question of how a small studio organises its whole workflow around its existing Pattern library, visual references, Samples, Reviews, Tech Packs, team activity and day-to-day studio operations. CLO itself distinguishes its garment-authoring role from broader collaboration and product-development systems.<sup>3</sup>

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### ACCESSIBLE PATTERN GENERATION

## Tailornova

[tailornova.com](https://tailornova.com) ↗

[Tailornova](#) takes a more accessible pattern-generation approach. Its published plans currently include:

#### PUBLISHED PRICING

**Personal — US\$29/month**

**Commercial — US\$49/month**

**Commercial Pro — US\$79/month.**<sup>4</sup>

Its Commercial plan includes commercial/reseller licensing, custom-brand Pattern export, technical-flat downloads, made-to-measure Patterns, PDF/PLT/DXF/DXF-AAMA downloads, grading and 3D preview.<sup>4</sup>

That makes Tailornova attractive where the main requirement is generating or adapting Patterns and exporting them in familiar formats at a relatively low monthly cost.

Its centre of gravity, however, is Pattern generation and design tooling rather than a connected Studio workspace covering the full development cycle.

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#### OPEN-SOURCE PATTERN DRAFTING

## Seamly2D

[seamly.io](https://seamly.io) ↗

Seamly2D represents the open-source end of the market. It is a GPL-licensed Pattern drafting tool designed around reusable, scalable and custom-fit Patterns driven by measurements and formulas.<sup>5</sup>

For technically confident users, open-source Pattern software can be an excellent option: there is no SaaS subscription simply to draft a Pattern, and the user retains deep control over the drafting process.

The trade-off is that the user is assembling their own wider workflow around that tool. Style development, shared visual references, Sample Reviews, Tech Packs, production preparation and Studio coordination need to happen elsewhere.

### When this category is the right answer

Choose a dedicated Pattern/3D tool when **Pattern drafting, 3D simulation, fit analysis or digital sampling is the main job you need the software to perform.**

For many studios, however, that is only one part of the problem. They may already have a trusted Pattern library. Their bigger issue is connecting those Patterns to the evolving Style, materials, Samples, technical information and production workflow without losing the designer's original work in a collection of folders and spreadsheets.

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#### 02 · CATEGORY

## Tech Pack and focused product-development tools

The next category starts closer to the handoff between design and production.

These platforms concentrate on organising specifications, measurements, Bills of Materials (BOMs), images, revisions and factory communication.



#### DEDICATED TECH PACK PLATFORM

## Techpacker

[techpacker.com](https://techpacker.com) ↗

Techpacker is one of the clearest examples of a dedicated Tech Pack platform.

Its published annual-billing prices currently start at:

#### PUBLISHED PRICING · ANNUAL BILLING

**Techpack Builder — US\$35 per user/month**

**PLM Professional — US\$95 per user/month**

**PLM Premium — US\$125 per user/month.**<sup>6</sup>

Techpack Builder includes modular Tech Packs, image tools, collaboration, version tracking and one-click PDF export. Higher tiers add capabilities such as BOM libraries, grading, line sheets and production-stage tracking.<sup>6</sup>

For a brand whose immediate problem is **getting out of spreadsheets and producing cleaner Tech Packs**, Techpacker is easy to understand. It provides a focused path from product information to a document that can be shared with a factory.

The practical consideration for a growing studio is that the pricing is primarily **per user**. As more people need to participate in product development, the subscription cost scales with the team.

## Rechain

[rechain.co](https://rechain.co) ↗

[Rechain](#) moves further toward lightweight PLM.

Its annual pricing currently lists:

### PUBLISHED PRICING · ANNUAL

**Freelancers — US\$49 per user/month**

**Business — US\$99 per user/month**

**Enterprise — custom.<sup>7</sup>**

The Business plan adds partner access, custom product/component fields, Reviews and analytics. Rechain also offers paid add-ons for production management, quality inspections, Shopify synchronisation and API access.<sup>7</sup>

Rechain is therefore a useful example of the transition from a Tech Pack tool toward a broader product-development system: the product record is no longer just a document; it becomes a place for Reviews, costing, partners and production-related activity.

### When this category is the right answer

Tech Pack platforms make sense when a studio's biggest pain point is **specification and factory communication**.

They are often easier to adopt than a full PLM and can deliver immediate value. The limitation is that the Tech Pack can become the centre of the system even when the Studio's real intellectual property begins earlier — in its Pattern/Block library, original concept work and the evolving relationship between Pattern, Style and Sample.

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## 03 · CATEGORY

### Fashion PLM: managing the product lifecycle

Product lifecycle management platforms aim to connect more of the development process: concept, product information, materials, costing, Tech Packs, Samples, supplier collaboration, calendars, approvals and sometimes compliance or assortment planning.

This is where the market becomes much broader.



FASHION PLM · PUBLISHED PRICING

## Delogue

[delogue.com](https://delogue.com) ↗

Delogue publishes one of the clearest PLM pricing structures.

Annual pricing currently starts at:

PUBLISHED PRICING · ANNUAL

**Essential — €145 per user/month**

**Professional — €199 per user/month**

**Premium — €249 per user/month**

**Enterprise — for 40+ users, contact Delogue.<sup>8</sup>**

Essential includes Tech Packs, Sample management, team/supplier collaboration, price calculation, reports and product-data API access. Professional adds capabilities including an Adobe Illustrator plug-in, advanced size charts, advanced pricing calculations, compliance and analytics. Premium adds supply-chain and supplier features plus additional support.<sup>8</sup>

Delogue also includes unlimited supplier users in its listed plans.<sup>8</sup>

This is a good illustration of the value — and cost — of a deeper PLM. The product-development workflow becomes much more connected, but the software is priced for organisations prepared to make PLM an important operational system.

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#### VISUAL PLM · QUOTE-BASED

## Onbrand

[onbrandplm.com](https://onbrandplm.com) ↗

Onbrand positions itself as a modern visual PLM.

Its PLM pricing is quote-based. The Core offering includes Style, Material and Artwork libraries, a vendor portal, Samples and Feedback, Pantone/Coloro integration, in-app and email notifications, live Tech Packs, line sheets and an Adobe Illustrator plug-in. Pro expands into multiple brands, assortment planning, project management, Time & Action, costing, vendor access and API access. Enterprise adds more advanced permissions, integrations, reporting and support.<sup>9</sup>

Onbrand is especially relevant when comparing newer PLM interfaces with older enterprise systems because it emphasises visual product development and usability as well as structured product data.

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#### BROAD FASHION-SPECIFIC PLM · QUOTE-BASED

## WFX

[worldfashionexchange.com](https://worldfashionexchange.com) ↗

WFX Fashion PLM is a broader fashion-specific PLM platform.

WFX describes a workflow covering inspiration and artwork, Tech Packs, POM and BOM, Samples, fit and measurement, fashion costing, supplier collaboration, calendars and Adobe Illustrator integration.<sup>10</sup> Its Tech Pack product also emphasises construction details, BOMs, comments, 3D assets and version control.<sup>11</sup>

WFX does not publish simple self-service plan pricing on the pages reviewed, reflecting its broader PLM positioning.

The key difference from a lightweight Tech Pack product is breadth: a PLM like WFX is intended to become a shared product-development environment across departments and external partners.

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#### ENTERPRISE PLM · QUOTE-BASED

## Centric PLM

[centricsoftware.com](https://centricsoftware.com) ↗

Centric Software sits toward the larger-brand and enterprise end of PLM.

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Centric describes fashion and apparel workflows spanning product planning, design, sourcing, pricing, testing, inventory and commercialisation. Its broader PLM platform covers design, iteration, sourcing, prototyping, testing, certification and launch, with integration into 2D and 3D creation tools.<sup>12</sup>

It is a powerful proposition for organisations with significant cross-functional complexity and larger product teams. Pricing is not presented as a simple public self-service table on the pages reviewed.

For a startup brand or a three-person design studio, however, the question is not whether an enterprise PLM can do more. It is whether the organisation needs enough of that breadth to justify the implementation, administration and cost.

### When PLM is the right answer

PLM becomes compelling when:

- many people work on the same collections;
- product data is duplicated across spreadsheets and departments;
- supplier communication is difficult to control;
- Samples, costing, approvals and calendars need to be visible across teams;
- compliance and reporting are becoming significant;
- there is enough organisational complexity to justify a substantial shared system.

The danger for a smaller studio is buying for the company it hopes to become rather than the workflow it actually has today.

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#### 04 · CATEGORY

## Apparel ERP and operations platforms

The fourth category moves beyond product development into the commercial and operational business.

Here, product information may sit alongside inventory, wholesale and DTC orders, warehouses, purchasing, accounting, fulfilment, EDI and reporting.



PLM WITH ERP-STYLE OPERATIONS

## ApparelMagic

[apparelmagic.com](https://apparelmagic.com) ↗

ApparelMagic combines PLM with ERP-style business operations.

Its current annual-payment pricing lists:

### PUBLISHED PRICING · ANNUAL PAYMENT

**Professional — US\$337/month including 3 users**

**Enterprise — US\$655/month including 5 users**

**Ultimate — custom, with 10+ users.**<sup>13</sup>

Professional includes advanced PLM, manufacturing management, forecasting and multi-currency accounting alongside inventory, sales, ordering and B2B commerce. Enterprise adds capabilities including audit logs, replenishment and API access.<sup>13</sup>

For a fashion business already dealing with significant inventory, manufacturing, wholesale and operational complexity, that breadth can be extremely valuable.

For a design-led startup, it may be substantially more business system than is required during the earliest stages of product development.

## Uphance

[uphance.com](https://uphance.com) ↗

[Uphance](#) is similarly positioned around connected apparel operations rather than a narrow design tool.

Its pricing is scoped through discovery rather than published as self-service tiers. Uphance describes the scope in terms of users, workflows, sales channels, warehouses, 3PL relationships, integrations and onboarding. Its platform covers PLM/product data, inventory, order management, warehouse management and reporting.<sup>14</sup>

Uphance says its typical fit is multi-channel apparel brands — often businesses operating wholesale and DTC together — and notes that many customers fall in approximately the US\$5 million to US\$100 million revenue range, although operational complexity is the more important factor.<sup>15</sup>

### When ERP is the right answer

An apparel ERP is the right conversation when the pain has expanded beyond developing the product.

If the difficult questions are now:

- how much inventory do we have?
- which wholesale and DTC orders can we fulfil?
- what is happening at the warehouse or 3PL?
- what needs to be purchased?
- what is the accounting impact?
- what is happening across channels?

then an ERP-oriented platform may be more appropriate than a product-development workspace.

A design studio that is still primarily trying to move **from concept to Pattern to Sample to production information** should be careful not to take on ERP complexity too early.

## So where does designroom.express fit?

designroom.express has been designed around a different starting point:

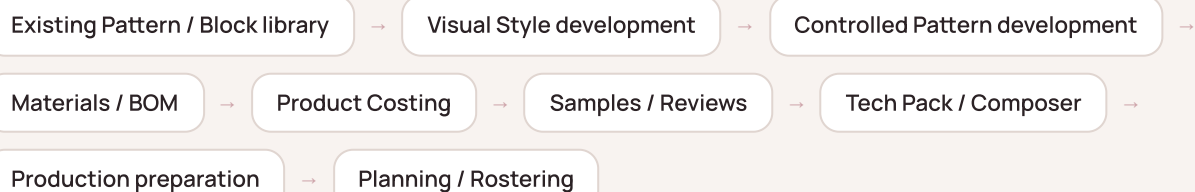
“ A fashion studio already has valuable creative and technical work. The software should help the studio build on it, connect it and carry it forward – not make the designer start again inside a generic system.

That makes designroom.express difficult to place in just one of the categories above.

It deliberately covers parts of several.



### THE CONNECTED WORKFLOW



## It starts with the Studio's existing Pattern and Block library

Unlike tools that assume the user wants to generate a new Pattern from a template, designroom.express treats existing Patterns and Blocks as valuable Studio intellectual property.

Patterns can be organised into a private library, linked to Styles and maintained through non-destructive Versions. The aim is to make existing work easier to find, understand, develop and reuse.

### ● GENERALLY AVAILABLE

PatternScan, a calibration-guided workflow for bringing paper Patterns into the digital environment, is now generally available.



PatternScan calibration-guided capture, now generally available.

## It connects Pattern development to the Style

A Pattern does not live in isolation.

designroom.express connects Pattern work with the visual and technical development of the garment: concept imagery, Style information, colourways, materials, BOM, Samples and Reviews.

Pattern Assistance can interpret a designer's requested change and propose a controlled operation for review. The designer remains responsible for deciding whether that proposed change should be applied.

That creates a different workflow from both a pure Pattern generator and a general-purpose PLM: the system can help bridge the gap between design intent and an existing trusted Pattern without replacing the designer's judgement.

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## It includes the visual product-development workspace

A fashion product is not simply a database record.

designroom.express brings concept imagery, Style Boards, technical drawings, materials and colourways into the same workflow as the Pattern and the technical product information.

For smaller studios, that matters because the alternative is often a patchwork of image folders, shared drives, spreadsheets, messaging threads and separate Tech Pack documents.

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## It carries the product through Samples and Reviews

The Sample is where design intent meets a physical garment.



designroom.express records Samples and Sample Reviews alongside the Style and its technical information. Review material can include photographs, measurements, construction findings, comments and decisions, with the history retained as the product develops.

This is the point at which the platform begins to overlap materially with fashion PLM — but without requiring a small Studio to adopt a large enterprise system.

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## **It produces Tech Packs and professional PDF output**

The Tech Pack Composer brings visual and structured product information together into a professional landscape document.

That means the Studio can move from its working product record to a usable PDF without maintaining a separate disconnected document as the primary place where product knowledge lives.

For a small brand, this is an important distinction: the Tech Pack is an output of the product-development workflow, rather than the workflow having to begin and end with the Tech Pack.

● AVAILABLE NOW

## It includes Product Costing

Product costing is an important part of moving a Style from development toward a commercially viable product.

**Product Costing is available now.** It is integrated with the Style, materials and BOM workflow, so costing builds on information the Studio already holds rather than creating a separate spreadsheet-like island.

It covers practical garment costing inputs such as fabric and trim costs, maker/CMT or labour costs, packaging, sampling, freight, duty and other landed-cost items, and brings those together into unit cost, target cost, wholesale and retail pricing, markup and gross-margin views.

Studios can compare costing scenarios and work backwards from a target price along a chosen supply route to see what the garment can afford at each stage. An approved costing basis carries forward into production preparation and Composer outputs where appropriate.

The aim is not to become an accounting package. It is to give designers and product teams a clear commercial view of the garment while they are still making product-development decisions, and to connect that costing basis to accounting workflows once the Xero integration is enabled at launch.

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## It supports production preparation without trying to become an ERP

● AVAILABLE NOW

designroom.express includes manufacturing-document and production-preparation workflows, including structured manufacturing documents, Factory Releases, maker/material order records and connected handoff workflows. Email-based delivery is part of that workflow.

○ PLANNED

What is **not yet live** is a complete direct factory/supplier round trip. Supplier and manufacturer portals, electronic acknowledgement, live production and shipment tracking, factory QA evidence and richer direct integrations are planned.

designroom.express is also not intended to replace full ERP or accounting software. Broader inventory and operations functions are planned, but they are designed to sit alongside specialist warehouse, wholesale-order and finance systems rather than replace them.

That boundary is deliberate.

● XERO · COMING AT LAUNCH

○ QUICKBOOKS, MYOB · PLANNED

For smaller businesses, the better model is usually to keep specialist accounting in the accounting platform they already use and connect the relevant product, costing and payroll information to it. **Xero is the first accounting integration. It is expected to be completed and enabled at public launch, across all designroom.express plan levels.** It is **not live today**.

QuickBooks and MYOB are planned to follow.<sup>16 17 18</sup>

For team plans, Rostering is designed around a payroll handoff boundary: rostered time should not automatically become paid time. The workflow distinguishes the roster from confirmed or approved actual hours, so that approved payroll information can be passed to the connected payroll system once the Xero integration is enabled at launch. Xero's Australian Payroll API supports creating and approving payroll timesheets, making it a practical first target for this integration.<sup>20</sup>

A growing design-led Studio should be able to run its design and product-development work without being forced to adopt an enterprise operating system before it needs one.

When the business eventually requires sophisticated inventory, order management, warehousing, EDI or finance, specialist ERP and accounting platforms can still have an important role. This integration-first approach is already familiar in the small-business software market: Xero, QuickBooks and MYOB all support ecosystems of connected applications, and apparel platforms such as Uphance also integrate with external accounting systems rather than requiring every customer to replace them.<sup>16 17 18 19</sup>

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## It connects product planning with the people doing the work

Product development does not happen independently of dates, dependencies or people.

designroom.express includes a Planning layer for Collections and product-development work, including Milestones, workflow states, dependencies, working calendars, shutdowns and external events.

● AVAILABLE NOW

Rostering extends that into the people layer with Studio Week, availability, work patterns, roster proposals and changes, shifts, personal schedules and in-app notifications.

The progression is straightforward:

**Collection and Style plan → Milestones and readiness → work required → people available → roster and allocation → completion.**

That is closer to the way a small fashion Studio actually experiences Time & Action than a generic project-management board disconnected from the garments being developed.

For a one-person designer, much of the people layer may not matter. For a three-, eight- or twenty-person Studio, however, connecting the development plan to the people carrying it out becomes increasingly useful.

That is also why the designroom.express plan structure is intended to scale by Studio size rather than simply turning every additional user into another full-price licence.

## How the categories compare

The table below is intentionally about the **typical focus of each product category**, not a claim that every product in a category has exactly the same feature set.

designroom.express entries carry a status label so planned capabilities are not read as live.

| Capability                                      | Pattern / 3D tools                        | Tech Pack tools         | Fashion PLM           | Apparel ERP       | designroom.express                                                                                                                            |
|-------------------------------------------------|-------------------------------------------|-------------------------|-----------------------|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 2D Pattern creation/editing                     | <b>Core focus</b>                         | Usually limited         | Varies                | Usually limited   | Pattern library, Versions and controlled development<br>• AVAILABLE NOW                                                                       |
| 3D garment simulation / virtual fit             | <b>Core focus in products such as CLO</b> | Usually no              | Varies / integrations | Usually no        | Not currently the primary product                                                                                                             |
| Leverage an existing Pattern / Block library    | Varies                                    | Usually secondary       | Varies                | Usually secondary | Core product principle<br>• AVAILABLE NOW                                                                                                     |
| Visual concept / Style workspace                | Varies                                    | Limited to moderate     | <b>Common</b>         | Varies            | Yes<br>• AVAILABLE NOW                                                                                                                        |
| Materials / BOM                                 | Varies                                    | <b>Common</b>           | <b>Core</b>           | <b>Core</b>       | Yes<br>• AVAILABLE NOW                                                                                                                        |
| Product costing / margin                        | Varies                                    | Common in broader tools | <b>Common</b>         | <b>Common</b>     | Yes — integrated with Style, materials and BOM; landed cost, scenarios, target/wholesale/retail pricing, markup and margin<br>• AVAILABLE NOW |
| Collection / milestone / Time & Action planning | Usually no                                | Limited                 | <b>Common</b>         | Varies            | Yes — Planning layer, with Rostering for the people side<br>• AVAILABLE NOW                                                                   |

| Capability                           | Pattern / 3D tools          | Tech Pack tools                                    | Fashion PLM                    | Apparel ERP            | designroom.express                                                                                                                         |
|--------------------------------------|-----------------------------|----------------------------------------------------|--------------------------------|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Sample tracking and review           | Varies                      | Some products                                      | <b>Core</b>                    | Often included         | Yes<br>• AVAILABLE NOW                                                                                                                     |
| Tech Pack creation / PDF             | Some products               | <b>Core</b>                                        | <b>Core</b>                    | Often included         | Yes — Composer PDF<br>• AVAILABLE NOW                                                                                                      |
| Pattern change history / Versions    | Common in technical tools   | Product versions more common than Pattern Versions | Varies                         | Varies                 | Yes<br>• AVAILABLE NOW                                                                                                                     |
| Designer-reviewed Pattern Assistance | Emerging / product-specific | Usually not central                                | Product-specific               | Usually not central    | Yes<br>• AVAILABLE NOW                                                                                                                     |
| Team collaboration                   | Varies                      | <b>Common</b>                                      | <b>Core</b>                    | <b>Core</b>            | Yes, by Studio tier<br>• AVAILABLE NOW                                                                                                     |
| Studio Rostering / availability      | Rare                        | Rare                                               | Not normally a primary feature | Workforce modules vary | Yes — Studio Week, availability, work patterns, roster proposals, shifts and personal schedules<br>• AVAILABLE NOW                         |
| Factory / supplier handoff           | Usually no                  | Common around Tech Packs                           | <b>Common</b>                  | <b>Common</b>          | Manufacturing documents, Factory Releases, order records and email handoff now; direct connections planned<br>• AVAILABLE NOW<br>○ PLANNED |

| Capability                           | Pattern / 3D tools | Tech Pack tools | Fashion PLM                     | Apparel ERP                                  | designroom.express                                                                                                                                                                                                       |
|--------------------------------------|--------------------|-----------------|---------------------------------|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Live production / shipment tracking  | No                 | Varies          | Common in broader PLM           | <b>Common</b>                                | Partial internal status foundations; live shipment tracking planned<br><ul style="list-style-type: none"> <li>PLANNED</li> </ul>                                                                                         |
| Inventory / warehouse / orders       | No                 | No              | Usually outside core PLM        | <b>Core</b>                                  | Broader inventory functions planned; not intended to become a full ERP<br><ul style="list-style-type: none"> <li>PLANNED</li> </ul>                                                                                      |
| Accounting / ERP finance             | No                 | No              | No / integrations               | <b>Core in some platforms</b>                | Xero coming at launch across all plans (not yet live); QuickBooks and MYOB planned; accounting remains in the specialist platform<br><ul style="list-style-type: none"> <li>COMING AT LAUNCH</li> <li>PLANNED</li> </ul> |
| Suitable for a solo designer         | Often              | Often           | Depends on price/implementation | Usually excessive                            | Yes<br><ul style="list-style-type: none"> <li>AVAILABLE NOW</li> </ul>                                                                                                                                                   |
| Designed to grow with a small Studio | Depends on product | Yes, to a point | <b>Yes</b>                      | Yes, once operational complexity warrants it | Yes — 1, 3, 8, 20 and larger Studio paths planned<br><ul style="list-style-type: none"> <li>PLANNED</li> </ul>                                                                                                           |

## 07 · SMALLER STUDIOS

# Why designroom.express can make sense for a startup or smaller studio

For a startup or independent designer, the software problem is often not a lack of tools.

It is **too many disconnected tools**.

A designer may have:

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paper Blocks in drawers;

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DXF files in folders;

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visual references in Pinterest, Drive or local folders;

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technical flats in Illustrator;

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BOM information in a spreadsheet;

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Sample comments in email or messaging;

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measurements in another workbook;

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a Tech Pack assembled manually;

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production notes stored somewhere else again.

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A large PLM can bring much of that together, but the cost and implementation effort may be difficult to justify for a one-, three- or eight-person team.

A collection of small point solutions may be cheaper at first, but the Studio still has to maintain the links between them.

designroom.express is intended to occupy the space between those two extremes.

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#### 1 PERSON

### For the independent designer

The Designer experience is intended to remain useful as a complete solo product-development workflow rather than a cut-down demo.

The individual designer can work with Patterns and Versions, Styles, visual references, materials, Samples, Reviews, technical information, Composer PDFs and production preparation without needing collaborators simply to unlock the core workflow. Product Costing is also part of that core experience rather than a collaboration-only premium feature.

Team features can remain visible so the designer can see how the platform expands when the Studio grows.

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#### 3 PEOPLE

### For the first small team

A three-person Studio has different problems.

Now there are questions of who is doing what, who has reviewed a change, how product information is shared and how people coordinate their time.

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That is where collaboration, Studio roles, shared activity, Planning and Rostering become meaningful.

The product can grow around the team rather than forcing the Studio to migrate to an entirely different system.

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#### 8-20 PEOPLE

### For an established small or medium Studio

At eight or twenty users, administration, planning, higher usage, integrations and team coordination become progressively more important.

The designroom.express tier model is intended to expand those operational capabilities while retaining the same underlying Pattern, Style, Sample and technical product workflow.

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#### 50+ PEOPLE

### For larger Studios

The planned larger-Studio path provides room for organisations with 50 or more users to adopt more structured onboarding, support and administration by agreement.

That does not mean designroom.express needs to become a full ERP.

It means a Studio should be able to continue using the product-development environment that grew with it, while connecting specialist systems as those requirements become justified — beginning with the Xero integration coming at launch across all plans, followed by QuickBooks and MYOB, and later planned connections such as FASHN, inventory, ecommerce, factory/supplier or enterprise systems where they add real value.

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#### 08 · CHOOSING

## Which type of platform should you choose?

There is no single correct answer.

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**Choose a Pattern/3D platform** if your principal need is sophisticated Pattern drafting, fit simulation or virtual garments.

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**Choose a focused Tech Pack product** if your immediate problem is producing and sharing cleaner technical documentation.

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**Choose a fashion PLM** if a larger product team needs shared control over Style data, Samples, sourcing, costing, suppliers, calendars and approvals.

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**Choose an apparel ERP** if inventory, orders, warehouses, wholesale/DTC operations and financial processes have become the central operational problem.

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**Consider designroom.express** if your Studio wants to connect the work that happens between those categories: existing Patterns and Blocks, visual design, controlled Pattern development, materials, Product Costing, Samples, Reviews, Tech Packs, production preparation, Planning and — as the Studio grows — the people carrying out that work. Product Costing is built in, so commercial decisions sit alongside the product-development workflow rather than in a separate spreadsheet.

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That is particularly relevant to independent designers, startup labels and smaller fashion Studios that want more structure than folders, spreadsheets and standalone Tech Packs, but do not yet need the weight of a large enterprise system.

## A practical shortlist by need

| If your priority is...                                                                                                         | Products worth investigating                                    |
|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| 3D garment simulation and virtual sampling                                                                                     | CLO and other specialist 3D/CAD platforms                       |
| Parametric/open-source Pattern drafting                                                                                        | Seamly2D                                                        |
| Accessible generated Patterns and commercial Pattern exports                                                                   | Tailornova                                                      |
| Dedicated Tech Pack creation                                                                                                   | Techpacker                                                      |
| Tech Packs plus broader lightweight product development                                                                        | Rechain                                                         |
| Full fashion PLM                                                                                                               | Delogue, Onbrand, WFX, Centric PLM and comparable PLM platforms |
| Inventory, orders, warehouse and commercial operations                                                                         | ApparelMagic, Uphance and other apparel ERP platforms           |
| Connecting existing Patterns, visual development, Samples, Tech Packs, Product Costing, Planning and a growing Studio workflow | <b>designroom.express</b>                                       |

## Ready to see whether designroom.express fits your Studio?

designroom.express is built for designers and fashion Studios that want to preserve the value of the work they already have while creating a more connected path from idea to production.

If you are:

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an independent designer trying to bring Patterns, Styles, Samples and Tech Packs into one workflow;

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a startup label moving beyond spreadsheets and folders;

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a small Studio beginning to collaborate across a team; or

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a growing product team looking for a lighter alternative to enterprise PLM,

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we would like to hear how you work today and where the friction is.

### Request early access

**designroom.express is preparing for public launch. Request early access and help shape a product built around real Studio workflows.**

**Request early access**

Or email [hello@designroom.express](mailto:hello@designroom.express).

## References and current vendor information

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