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Development and Evaluation of Export Samples in the Apparel Industry

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Abstract

The process of export sampling plays a vital role in the apparel export industry, serving as a crucial link between buyers and manufacturers. This study focuses on the development and evaluation of export samples, emphasizing their importance in ensuring product quality, buyer satisfaction, and order confirmation. The research explores various types of export samples—such as prototype, fit, size set, pre-production, and shipment samples—and analyzes the techniques involved in their creation. Special attention is given to fabric selection, measurement accuracy, finishing details, and presentation standards required to meet international buyer expectations. By evaluating sample performance and feedback, the study identifies key factors that influence acceptance or rejection of export samples. The findings highlight how effective sampling techniques not only minimize production errors and costs but also strengthen buyer confidence and improve the overall efficiency of the export process.

Keywords: Exports, Men's V-neck T-shirt, Women's Night wear, Ladies Wear, Men's Full Pant.

Introduction

Export sampling is a crucial phase in the apparel export process, bridging the gap between a buyer's expectations and the manufacturer's capabilities. It involves the preparation of garment samples that represent the quality, design, fabric, and workmanship of the final product intended for bulk production. Through export sampling, exporters communicate their technical proficiency, creativity, and adherence to international standards to potential buyers.

In the highly competitive global fashion market, sampling acts as both a marketing tool and a quality control measure. A well-developed sample helps buyers evaluate the product's fit, fabric performance, and overall aesthetic appeal before confirming large-scale orders. Different types of samples—such as prototype, fit, and size set, pre-production, and shipment samples—are produced at various stages to ensure precision and consistency. The effectiveness of export sampling determines the success of an order, influencing production planning, cost estimation, and buyer satisfaction. Therefore, understanding the process, techniques, and evaluation methods of export sampling is essential for maintaining quality standards, minimizing rejections, and enhancing a company's reputation in the international market.

Men's V-neck T-shirt:

This project focuses on the design and sample production of a

men's V-neck T-shirt, highlighting the importance of the sampling stage in garment manufacturing. Sampling enables designers and manufacturers to evaluate production costs, fabric performance, labor needs, and feasibility while also aligning the garment design with current market trends and consumer preferences. The T-shirt is designed for men as part of a casual winter collection and is made from 100% cotton interlock fabric with a finished weight of 200 GSM. The fabric was initially knitted in grey at 180 GSM using 30s yarn count, and after dyeing in olive green, the fabric weight increased to 200 GSM. This weight ensures durability, warmth, and comfort, making it suitable for winter wear.

The garment features a classic V-neckline with neatly finished binding, short sleeves and a clean straight hemline. Its minimalist yet stylish design emphasizes comfort and versatility, allowing it to be worn alone or layered with outerwear. The use of interlock fabric enhances the garment's stability, smooth texture, and stretch recovery, providing a high-quality finish. Fabric finishing processes included cold-brand dyeing in olive green, which gave the T-shirt a rich, modern tone suitable for men's casual wear. To enhance softness, durability, and wearer comfort, a silicon wash treatment was also applied.

The garment was cut and assembled using standard cutting and flat lock sewing machines, ensuring precision in pattern execution and seam strength. Careful construction guaranteed an accurate fit across available sizes S, M, and L. This men's V-neck

T-shirt strikes a balance between style, comfort, and practicality, making it an essential wardrobe item for the winter season. The project demonstrates how thoughtful fabric selection, accurate finishing, and systematic sampling can contribute to efficient production and a garment that meets both aesthetic and functional needs.



Fig 1

Women’s Nightwear

This study focuses on the development and analysis of sample garment manufacturing with reference to women’s nightwear. In garment production, sampling plays a vital role as it provides information related to cost, timing, labor, and production efficiency, while also offering insights into market demand and consumer preferences.

The selected garment is a women’s nightwear, designed to provide comfort and relaxation. It is constructed using jersey fabric, composed of 60% cotton and 40% polyester, with a fabric weight of 180 GSM. The fabric blend ensures softness, breathability, and durability, making it suitable for extended wear during rest and sleep.



Fig 2

The nightwear design adheres to essential style principles such as balance, proportion, unity, emphasis, and rhythm, ensuring both functionality and aesthetic appeal. Jersey fabric, being lightweight and stretchable, enhances flexibility and ease of movement, which are crucial aspects of nightwear. This garment is available in various sizes (S, M, L) and can be produced in different colors and patterns to cater to diverse market preferences. Overall, women’s nightwear made from cotton-polyester jersey represents a versatile, comfortable, and practical garment choice, aligning with both consumer needs and modern garment production practices.

Ladies Wear:

Ladies Shape wear, designed to provide a smooth, confident look under any outfit. Crafted from high-stretch, breathable fabric, it gently contours your waist, hips, and thighs while ensuring maximum comfort and flexibility throughout the day.

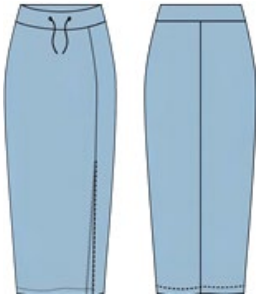


Fig 3

Men’s Full Pant:

The Men’s Full Pant, designed for comfort, durability, and a modern look. Crafted from premium-quality fabric, this pant offers a perfect blend of softness and strength, making it ideal for both casual and formal occasions. The tailored fit ensures a sharp silhouette, while the breathable material keeps you comfortable throughout the day.

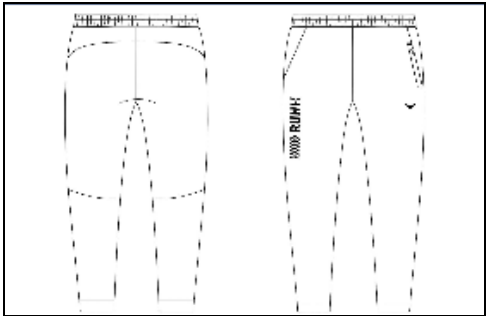


Fig 4

Features

- Made from high-quality cotton or cotton-blend fabric for all-day comfort
- Flat-front design with side and back pockets for a clean, versatile look
- Button closure and zip fly for a secure fit
- Available in multiple colors and sizes
- Suitable for office wear, casual outings, or semi-formal events.

Conclusion

The Export sampling plays a vital role in the apparel export industry, acting as a foundation for successful buyer–seller relationships. It not only reflects the manufacturer’s technical skills and production capabilities but also ensures that the buyer’s design, quality, and fit requirements are accurately met before mass production. Proper sampling techniques help identify and rectify potential issues at an early stage, reducing production errors, time delays, and financial losses. In essence, effective export sampling serves as a key quality assurance tool that contributes to customer satisfaction, brand credibility, and the overall growth of the export business.

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