



Services & Pricing Guide



www.elleandreid.com



Hello there!

With over two decades of experience in the fashion industry, I've designed for top brands that generated 8+ figures yearly. Now I have a mentoring & consulting firm, and My mission is to help you successfully build your brand.

My clients trust me to give them the tools necessary to succeed, whether it be through my personal fashion mentorship sessions or powerful resources. I'm here to help you ignite your BRAND and build a strong long-term future for your business.

Together we can create something special.
Let's GET STARTED!

Cheers,
Lauren, Your Fashion Mentor! :)

Lauren
Founder, Elle & Reid

My Consulting Journey

I'm Lauren, the creative mind behind Elle & Reid, a seasoned fashion designer based in Los Angeles. With over two decades in the fashion industry, I've honed my craft, pushed boundaries, and established myself alongside top global brands.

My journey began in Boston, where I cultivated a passion for art. Specializing in Apparel, Merchandising, Design & Production at Iowa State University, my focus on Fashion Design grew during my time at the prestigious London College of Fashion.

Over the years, I've gained extensive experience working with renowned companies, focusing on concept & design, fit, product development & innovation. At Reebok, I created iconic designs and earned a US design patent.

With an intuitive and creative vision, I've helped start & design for global brands like Fabletics, Juicy Couture, Forever 21, and Legends. My designs have been worn by celebrities, athletes, and influential figures worldwide.



"Empowering others to follow their dreams through fashion is not only rewarding, but it also has the power to positively impact their confidence and self-esteem, ultimately leading to a happier and more fulfilled life."

Why Work with Me

If you are an aspiring or established entrepreneur with a burning desire to start, expand and/or elevate your fashion business, look no further, because you've come to the perfect place! With my extensive years of experience in the industry, I am here to provide you with personalized guidance and unwavering support at every step of this exhilarating journey.

Together, we will embark on a collaborative partnership, brainstorming innovative ideas and implementing effective strategies tailored specifically to your unique vision and goals. By leveraging my expertise, connections and avoiding common pitfalls and costly errors, you will not only save precious time and resources but also ensure that your fashion brand reaches unprecedented heights of achievement and recognition.

So, why wait? Seize this opportunity to unleash your full potential and make a lasting impact in the world of fashion! Let's ignite your passion, explore uncharted territories, and embark on this transformative adventure together.



How It Works

01 BOOK A DISCOVERY CALL
Let's assess our compatibility for collaboration. I'll learn more about your brand while you familiarize yourself with mine. Together, we can uncover synergies and explore possibilities.

02 SIGN THE CONTRACT
Once we have reached an agreement to proceed, you will have the opportunity to carefully review and subsequently sign the project contract.

03 PAY YOUR INVESTMENT
You will now proceed with payment for the invoice. If you are making significant purchases or engaging in project retainers, we offer installment plans for your convenience. Multiple payment options are available.

04 RECEIVE YOUR ACCESS
Myself or my team will schedule our first meeting and discuss the next steps to get started. If you've registered for the FBB Course, you'll gain access to the app and course login information.



COMMUNICATION

CONTACT DETAILS

+617-378-1958
lauren.jones@elleand Reid.com
Los Angeles, CA

OFFICE HOURS

M - W 9:00am - 5:00pm PST
Th - F 9:00am - 4:00pm PST

WEBSITE

www.elleand Reid.com

SOCIAL MEDIA

@elleand Reid

LAUNCH

BRANDING WORKSHOP

4 WEEKS

- Create brand deck
- Brand Vision, Mission and Store Planning
- Design logo and/or wordmark
- Establish Brand fronts
- Brand consumer assessment
- Create apparel branding -hangtags, logos & trim
- Weekly workshop calls (1hr sessions)

COST: \$6000

IDEAL FOR:

- For aspiring entrepreneurs aiming to establish a new brand,
- For emerging brands seeking to revamp their branding strategy.
- Established brands seeking to attain a clear understanding of their brand story and market potential.

IDEATION

CONCEPT & DESIGN

- Concept & Inspiration Boards
- Stylized croquis
- Color story planning
- Fabric/Trim concept/ideas
- Stylized flat sketches (5-8 styles)
- Unlimited design revisions
- Initial Material & Trim Sourcing

COST: \$3500 *PER MONTH (ONGOING)

IDEAL FOR:

- Aspiring entrepreneurs seeking to establish a distinct and remarkable brand
- Emerging brands designing for upcoming seasons
- Established brands seeking fresh design innovations and ideas..

CREATION

DESIGN & MERCH

- Full designed collection (5-8 Styles)
- Style assortment planning
- Price & margin structure
- Cost sheet & cost analysis
- PLM setup (Seperate fee if new implementation)

COST: \$200 *PER HOUR

IDEAL FOR:

- Aspiring entrepreneurs looking to start the design stage.
- Emerging brands seeking assistance with design and assortment.
- Established brands looking for new designs & style creation.

EVOLUTION

DEVELOPMENT & SOURCING

- Detailed Tech Packs
- Development Chart
- Technical Design - Size spec & fit (x2)
- Factory sourcing & Management
- Material & Trim Design & Development
- Size Chart & Grading

COST: \$200 *PER HOUR

IDEAL FOR:

- Aspiring entrepreneurs ready to start prototyping stage.
- Emerging brands needing support with tech packs, sampling and fittings
- Established brands that require assistance in improving current development process

PRODUCE

PRODUCTION

- PO placement and Management
- Bulk submit review
- Finalized costing
- TOP review
- Production tracking
- Pre-Production Proto review
- 3rd party QA Management (inspection fees)

COST: \$2500 *PER STYLE

IDEAL FOR:

- Aspiring entrepreneurs looking to start the production stage.
- Emerging brands seeking assistance with design and assortment.
- Established that require an improve production process or assistance with counter sourcing.

A La Cart Services



Sketch Work

Fashion Sketches: Priced per style
Extra for added 3D sketches.

\$500
*per style

Trend & Ideation

Seasonal trend report with three key stories, featuring captivating concepts, inspiring palettes, and style innovation.

\$2500
*per season



Design Concepts

Extensive Style Concepts Through Trend and Market Research. Priced per style

\$1500
*per style

Material Consult	Help with picking or designing the right fabrics. Focusing on quality, quantity and cost.	\$1000 *per session
Trim Development	Design, Sourcing & Development of a Trim.	\$500 *per trim
Tech Pack Lite	A lite tech pack to include B&W technical sketch, basic measurements & construction callouts, and lite spec sheet with main measurements.	\$1300 *per style
Full Tech Pack	A full detailed tech pack to include B&W technical sketch, full measurements & construction callouts, and full spec sheet.	\$1800 *per style
Proto & Fit Session Review	Review of each style in detail and fit session. *Not including fit model	\$1000 *per style
Multi Proto/ Wear Test or Size Run Review	Thorough review of each style, including detailed measurements and fit analysis. Please note that the client is responsible for finding wear test participants for review.	\$2500 *per style

<p>Global Vendor Sourcing</p>	<p>Tailored international sourcing and networking services to meet your brand's specific needs</p>	<p>\$1500 *per Instance</p>
<p>Domestic Vendor Sourcing</p>	<p>US sourcing and networking tailored to your brand's needs.</p>	<p>\$2500 *per Instance</p>
<p>Hangtag and Care Label Development</p>	<p>Working with factory or vendor on the development of branded hangtags and care labels.</p>	<p>\$1000 *per Instance</p>
<p>Improving Your Existing Style (Lite)</p>	<p>Our service can be customized to meet your style preferences, including small modifications in design, color construction, and fit.</p>	<p>\$2000 *per style</p>
<p>Improving Your Existing Style (Full)</p>	<p>Our service can be tailored to accommodate your style needs, offering adjustments such as design, color correction, construction, material, and fit modifications.</p>	<p>\$4000 *per style</p>
<p>Color Development</p>	<p>Seasonal lab dip launch, color tracking & approvals</p>	<p>\$1000 *per season</p>

<p>Custom Print/ Graphic Design</p>	<p>Custom print or graphic work. Includes design and artfiles. *Actual price is assessed per artwork request.</p>	<p>\$TBD *per design</p>
<p>Packaging Design</p>	<p>Package design for a custom needs</p>	<p>\$1500 *per item</p>
<p>Logo Design</p>	<p>Custom logo design creation</p>	<p>\$500 *per Logo</p>
<p>Label & Hangtag Design</p>	<p>Design & Create the Label & Hangtag designs & guide using brand logo, typography and colors</p>	<p>\$1000 *per instance</p>
<p>Founders POWER Hour</p> 	<p>Join a one-hour Q&A session for personalized guidance and support. Whether you prefer group team calls or individual 1:1 video calls, we've got you covered. To make the most of our time together, kindly submit your questions or topics in advance for review. Looking forward to our call!</p>	<p>\$250 *per hour</p>
<p>Special Projects </p>	<p>Custom proposal per project</p>	<p>TBD *per instance</p>

Testimonials

Andrew Dowis



Routine, CEO

"Working with Lauren at Elle & Reid was an awesome experience for our company. We were trying to put infrastructure in place on the product side to scale our baseball apparel brand and Lauren provided us a great roadmap on how to do that."

Dominique Murray

Make It Happen Sis, Founder



"Lauren made the process of incorporating clothing products into my business so simple! I explained my vision and she made it happen!

She communicated great and had no issues anytime I wanted to adjust the product. Lauren also took care of finding manufacturers and collecting quotes. She gave her thoughtful recommendations along the way and always kept me in the loop.

If you are looking for someone to make your designs come to life, she's the right person!"

Shawn Summerville

Ebony Greens, Founder



"Lauren is great!!! Knowledgeable, talented, patient, smart, and experienced. Being a new embarking fashion business she does a great job and level setting a plan and expectations. I highly recommend Elle & Reid. Thank you and I look forward to a continued relationship."

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“Fashion mentoring serves as the guiding compass for industry leaders, enabling them to navigate towards their true north. It empowers them to unlock their full potential, fostering greatness within the fashion realm.”

- LAUREN

