



Fashion

Business

Cost Sheet

*Your Template  
for Creating  
Cost Sheets in  
Your Business*

Brought to you by

StartUp  
**FASHION**<sup>®</sup>

# FASHION BUSINESS COST SHEET

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Costing and pricing your fashion line can feel overwhelming and, well, just plain hard. It's not exactly at the top of our list of fun things to do.

*The problem is that costing your line too low means you won't make money and pricing too high means you cannot compete in the market.*

Here are 5 tips to help with your pricing:

- 1** You need a good cost sheet. You want one that will show you the costs as well as wholesale and retail prices. Even better if you can see different scenarios based on different mark-ups.

## What is a cost sheet?

A document that reflects the cost of the items and services you need to pay form in order to create each piece in your collection.

[Click here to access your own cost sheet template!](#)

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2 Calculate your costs as of today, not what you think your costs will be as soon as “you sell a little more volume. It can be hard to look at the actual numbers and be honest about your cost sheet. It’s tempting to “cheat” and put in numbers that you know are not accurate because it looks better. Well, the numbers may look better but that doesn’t mean you’ll have any extra cash in the bank.

3 If you start your business selling direct to consumer, keep in mind how you’ll determine your retail prices. Many designers start with direct-to-consumer sales (B2C) and want to sell wholesale (B2B) in the future. If you don’t build in the margins with your initial pricing, you will not have the option to sell wholesale in the future because it won’t be profitable.

4 Include packaging as part of your cost sheet. This includes hangers, poly bags, tissue paper, jewelry boxes, hang tags – all of it.

5 When you’re a startup fashion business, it’s very difficult to include a percentage of overhead into your cost sheets. This is data you simply don’t have yet so don’t worry about it. Not everyone agrees on this, but one piece of advice is to build in enough markup in your pricing and consider re-evaluating your cost sheets in a few seasons after you have some sales and expense history.

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If you're thinking, "I don't want to know" when it comes to the numbers or even, "I just need a partner who will take care of all that", you are kidding yourself.

Very rare indeed is the magical partner that will appear to do all the business side while you design. But the interesting part is...when you dig in and work on the business aspects, you might find it rewarding.

Everything new seems hard at first. Costing and pricing is no different. Once you do it a few times it's like a walk in the park.