

PRODUCT DESCRIPTION

Women's oversized luxury pyjama set with a relaxed, slouchy fit. The shirt has a drop shoulder, long sleeves, button-up front, low reverse collar, long lapel, front chest pocket, contrast piping, and a longer curved back hem.

The trousers are long, loose wide-leg palazzo style with an elasticated waistband, self-fabric drawstring tie, side pockets, and wide cuff hem detail.

DESIGN DETAILS

Top:

- Oversized relaxed shirt
- Drop shoulder
- Long sleeve
- Large open sleeve cuff
- Low reverse collar
- Long lapel
- Button-up front
- Front chest pocket
- Contrast piping
- Back yoke
- Back hem slightly longer than front
- Curved hem

Trousers:

- High/mid-rise relaxed fit
- Self-fabric draw tie
- Side pockets
- Wide leg palazzo shape
- Long length
- Wide bottom cuff/hem trim

Fit & Sizing

The garment should have a relaxed, oversized silhouette designed for comfort while maintaining a refined and elegant appearance.

This is an intentionally oversized fit and should not simply be graded up from a standard fit. The proportions should remain balanced to create a premium, effortless drape.

Key fit characteristics include:

- Relaxed, slouchy silhouette
- Dropped shoulders
- Loose-fitting body with generous ease
- Longer shirt length with a rounded hem and slightly extended back
- Wide sleeves with comfortable movement
- Full-length wide-leg trousers with a relaxed straight fit
- Comfortable waistband that sits naturally without feeling restrictive
- Soft, fluid drape throughout the garment

The finished garment should feel luxurious, comfortable and effortless, with enough room for movement and lounging while maintaining a flattering shape.

Reference images are included to demonstrate the desired fit, proportions and overall silhouette. (Not my designs simply referenced for desired fit)









Fabrics

Fabric Specification

Preferred Fabrics

- Lenzing™ Modal Satin (preferred)
- Premium Viscose Satin
- Open to recommendations for fabrics with similar qualities

Target Fabric Weight

Target approximately 135–145 GSM, or your recommendation for achieving a premium luxury sleepwear fabric with excellent drape, softness and durability.

Fabric Requirements

The fabric should have:

- A smooth satin finish with a subtle, elegant sheen (not overly shiny)
- An exceptionally soft and luxurious hand feel
- A cool, breathable feel against the skin
- A fluid drape that enhances the oversized silhouette
- Lightweight comfort while still feeling substantial and premium
- Good opacity (not transparent)
- Excellent colour retention
- Minimal pilling
- Low shrinkage after washing
- Suitable for year-round wear

Overall Feel

The fabric should feel comparable to luxury hotel sleepwear—soft, smooth and comfortable, with a premium quality that is immediately noticeable when worn.

Fabric swatches and recommendations are welcomed if they meet the desired quality, appearance and performance.

Prints & Artwork

The collection will include a combination of classic and custom-designed fabrics.

Some styles will feature timeless, understated designs such as solid colours, pinstripes and other classic repeating patterns.

Alongside these, selected collections will incorporate original artwork and bespoke prints developed specifically for the brand. These designs may include hand-drawn illustrations, custom graphics, typography or other unique artwork that will require accurate transfer and colour reproduction onto fabric.

Print quality is extremely important. Colours, fine details and artwork should be reproduced as accurately as possible while maintaining a premium finish.

I would appreciate information on your printing capabilities, including suitable printing methods for modal and viscose satin fabrics, minimum order quantities, maximum print dimensions and any technical recommendations for achieving the highest quality results.

Examples of Print Concepts *(AI-generated for visual reference only)*







Embroidery Specification

The back embroidery is a signature design element of the Josephine Elizabeth brand and is intended to be one of the most recognisable features across the collection. Every pyjama set will feature embroidered wording positioned high on the back, centred beneath the back yoke between the shoulder blades.

While the embroidery placement remains consistent throughout the collection, each design may feature different wording, typography, font size and thread colour to complement the individual print or colourway. This allows every design to maintain its own identity whilst preserving a recognisable brand signature.

The embroidery must feel refined, understated and luxurious rather than bold or heavily raised. A clean, premium finish is essential.

Construction Requirements

- High-density embroidery with crisp, sharp lettering.
- Smooth satin stitch or equivalent premium embroidery technique suitable for fine text.
- Thread colour specified individually for each design.
- Consistent positioning centred beneath the back yoke.
- Excellent durability through repeated washing without fraying, loosening or fading.
- No puckering, distortion or stretching of the surrounding fabric.

Comfort Requirements

As these garments are designed for sleepwear, wearer comfort is equally as important as appearance.

The reverse side of the embroidery must remain soft against the skin and must not feel rough, scratchy or irritating.

The manufacturer should recommend and use the highest-quality method to achieve this, such as:

- Soft embroidery backing or premium soft stabiliser where appropriate.
- Clean finishing with no exposed thread ends.
- A finish that maintains the natural drape and softness of the fabric.
- Minimal added stiffness around the embroidered area.

The finished embroidery should look premium from the outside while remaining virtually unnoticeable when worn, ensuring maximum comfort for sleeping and lounging.

Factory Recommendation: Please advise on the most suitable embroidery technique, thread type, backing and finishing method to achieve the highest-quality appearance whilst maintaining a soft, comfortable feel suitable for luxury sleepwear.

Reference Images

The images below are AI-generated reference visuals and are provided for design intent only.





Next Steps & Manufacturing Partnership

Thank you for taking the time to review this introductory product overview.

I am looking to build a long-term partnership with a manufacturer that specialises in premium sleepwear and can consistently deliver high-quality products.

In particular, I am seeking expertise in:

- Premium woven fabrics (Modal, Viscose Satin and similar luxury fabrics)
- Oversized garment construction and fit
- Custom printed fabrics and artwork transfer
- High-quality embroidery
- Premium garment finishing and quality control

This document is intended to provide an overview of my brand and product concept.

Following initial discussions, I will proceed with approximately 3–4 launch designs and provide a complete production tech pack for each style, including:

- Detailed garment measurements
- Size specifications and grading
- Fabric specifications
- Colour references and Hex/Pantone codes
- Thread specifications
- Construction and stitching details
- Trim and button specifications
- Embroidery specifications
- Print artwork and placement
- Labels and packaging requirements
- Quality standards and tolerances

Once reviewed, I would like to move forward with prototype development and first samples before discussing bulk production.

Discussion Points

I would appreciate discussing the following during our meeting:

- Minimum Order Quantities (MOQ)
- Sampling process and costs
- Sample lead times
- Bulk production lead times
- Fabric sourcing and available fabric qualities
- Digital, screen and reactive printing capabilities
- Embroidery techniques and recommendations
- Artwork file requirements (AI, PDF, PSD, etc.)
- Colour matching process
- Pattern making and grading services
- Quality control procedures

- Production capacity
- Packaging and branding options
- Shipping methods and export experience
- Payment terms
- Estimated pricing for sampling and production
- Can you source Lenzing™ Modal or should I source it?
- What are your standard production tolerances?
- Can you colour-match Pantone references?
- Can you provide fabric swatches before sampling?
- Can you produce woven labels and branded packaging?
- Can you assist with garment washing and shrinkage testing?
- What quality inspections are carried out before shipment?
- Can you provide references or examples of similar sleepwear you manufacture?
- What are your payment milestones? (e.g. sample, production deposit, balance)
- Do you recommend any changes that would improve quality or reduce costs without affecting the design?

I welcome your expertise and recommendations throughout this process and look forward to building a long-term manufacturing partnership based on quality, communication and continuous product development.