

Designers Guidelines for "Black Label" Furniture Design

Introduction

A "Black Label" furniture range is a collection that has been designed by Ben Whistler in conjunction with the designer with the intent of arriving at a full pack of manufacturing data that can be utilized to launch a successful range.

Process

Every range will be different depending on the aims of the financial plan - and elements will vary widely on cost depending on targets. However, each range steps through 4 basic stages, and has a sign off after each stage to make sure the basic targets have been achieved.

