

35-Step Fashion Product Launch Checklist

A practical launch-control document for fashion brands - from commercial strategy and operations through campaign production, ecommerce readiness, launch execution and post-launch optimization.

How to use it: Assign one accountable owner and one deadline to every item. Add approval status, dependencies and a link to the final asset or decision. Review the critical path weekly and more frequently as launch day approaches.

Phase	Steps	Focus
Strategy	1-6	Objective, customer, positioning, hero product, narrative, KPIs
Offer & Operations	7-11	Assortment, pricing, inventory, fulfillment, legal & usage
Campaign Content	12-18	Asset matrix, concept, brief, production, variations, delivery
Ecommerce	19-24	Product pages, image sequence, fit, mobile, analytics, QA
Pre-Launch Demand	25-29	Calendar, waitlist, email, PR/creators, paid media
Launch Day	30-32	Go/no-go, publishing, live monitoring
Post-Launch	33-35	Funnel review, optimization, post-launch learning

Phase 1: Strategy

Done	Step	Owner	Deadline
■	1. Define the primary commercial objective Choose one leading objective such as sell-through, customer acquisition, category entry, retail traffic, waitlist growth or long-term awareness.		
■	2. Identify the priority customer Define the customer precisely enough to guide casting, styling, messaging, channel selection and objections.		
■	3. Write the product positioning statement Clarify who the product is for, its distinctive value, why that value matters now and what proof supports the claim.		
■	4. Select the hero product or SKU Choose the product that best communicates the collection story and can carry paid and owned media.		
■	5. Establish the launch narrative Define the main promise, supporting benefits, product proof and responses to likely objections.		
■	6. Set success metrics before creative production Choose KPIs that match the commercial objective before the campaign is produced.		

Phase 2: Offer, Inventory and Operations

Done	Step	Owner	Deadline
■	7. Approve the final assortment Confirm styles, colorways, sizes, bundles and regional availability.		
■	8. Validate pricing and margin Review landed cost, gross margin, promotional allowances, returns exposure and paid-media economics.		
■	9. Confirm inventory and launch allocation Check units by SKU, size, region and channel, including safety stock and PR/creator samples.		
■	10. Test fulfillment, delivery and returns Test orders, packaging, confirmations, dispatch, tracking, delivery claims and returns.		
■	11. Complete legal and usage reviews Approve claims, disclosures, agreements and usage for photography, music, talent, locations and third-party assets.		

Phase 3: Campaign Launch Content

Done	Step	Owner	Deadline
■	12. Create the channel-by-channel asset matrix List each placement and specify orientation, crop, duration, safe areas, product priority and deadline.		
■	13. Develop a campaign concept that clarifies the product Create distinction and desire without hiding fit, fabric, function or the product being sold.		
■	14. Build the production brief Document goal, audience, message hierarchy, hero SKU, channels, deliverables, visual direction, casting, styling, rights, budget, schedule and approvals.		
■	15. Produce campaign and conversion content Plan hero imagery, lifestyle context, product-only views, on-model fit, details, movement, video and other conversion assets.		
■	16. Capture variations for testing Create deliberate alternatives in hook, framing, product scale, model, background and message.		
■	17. Plan crops and negative space during capture Shoot vertical, square and horizontal compositions intentionally and protect safe zones for copy.		
■	18. Approve selects, retouching and delivery standards Set deadlines and standards for selects, color, retouching, overlays, exports, naming, version control and final approval.		

Phase 4: Ecommerce Readiness

Done	Step	Owner	Deadline
■	19. Complete every product page Confirm names, descriptions, prices, variants, materials, care, availability and delivery details.		
■	20. Build a persuasive image sequence Lead with a clear product view, then show angles, fit, scale, material, construction, movement and styling context.		
■	21. Check sizing and fit guidance Include garment measurements, model information, fit notes and size conversion where relevant.		
■	22. Test mobile speed and usability Review landing pages, navigation, galleries, variants, size guides, cart, checkout and confirmation on real phones.		
■	23. Verify analytics and attribution Test product views, add-to-cart, checkout, purchases, campaign parameters and consent behavior.		
■	24. Run a complete quality-assurance review Check links, prices, inventory, variants, codes, localization, tax, shipping, accessibility, alt text and confirmations.		

Phase 5: Build Demand Before Launch Day

Done	Step	Owner	Deadline
■	25. Approve the campaign calendar Map teaser, reveal, education, proof, launch, reminder and post-launch content across channels.		
■	26. Build the waitlist or early-access path Give interested customers a clear next action such as a waitlist, early access or store appointment.		
■	27. Prepare email and lifecycle messages Prepare relevant welcome, teaser, launch, abandonment, purchase, delivery and review messages.		
■	28. Coordinate PR, creators and partners Confirm samples, briefs, embargoes, disclosures, links, permissions and publication windows.		
■	29. Prepare paid-media campaigns Build prospecting, retargeting and customer campaigns; verify destinations, budgets and guardrails.		

Phase 6: Launch-Day Execution

Done	Step	Owner	Deadline
■	30. Run the final go/no-go check Confirm inventory, site status, pricing, tracking, links, email, paid media, organic posts, customer service and fulfillment.		
■	31. Publish in the planned sequence Coordinate website, email, social, creators, PR and advertising, then verify every live placement.		
■	32. Monitor customer and operational signals Watch site errors, conversion steps, payment failures, stock velocity, support questions, comments and delivery issues.		

Phase 7: Optimize the Launch After Release

Done	Step	Owner	Deadline
■	33. Review performance by funnel stage Separate discovery, consideration and conversion signals before deciding what needs to change.		
■	34. Improve creative, merchandising and messaging Promote strong creative and make focused changes to galleries, sizing, proof and messaging when evidence supports them.		
■	35. Conduct the post-launch review Compare results with the objective and archive approved assets, rights, performance notes, customer insights and reusable templates.		

Post-Launch Notes

Source: Fashion Product Launch Checklist: 35 Steps for a Stronger Launch - Phil Halfmann. Use this checklist together with the full guide for the reasoning, examples and related planning resources behind each step.