

COLLECTION — EXECUTIVE BRIEFING

Graduate Collection Briefing

Six looks, one silhouette — what the collection has to demonstrate

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
GCB-27-007	February 2027	Studio	6	Illustrative sample

The read

The concept is strong and the range is not yet a collection. Six looks currently show six ideas; a collection shows one idea developed six times. Choosing the silhouette to develop is the decision that turns the work into something assessable.

6 Looks in the collection	6 Distinct silhouettes	I Concept, clearly stated	I4 Weeks to final assessment
------------------------------	---------------------------	------------------------------	---------------------------------

STRONG

- 01 The concept is specific and defensible.
- 02 Material research is documented and sourced.
- 03 Two looks are fully resolved.

NOT YET

- 01 Silhouette development across the range.
- 02 Four looks resolved to the same level.
- 03 The construction is not specified anywhere.



Where the marks are, and where the work is thinnest.

THE RESEARCH · MCLEUKER HOUSE SET

SO WHAT

Six ideas read as indecision; one idea six times reads as authorship. The assessment rewards the second and there is time to get there.

What is assessed

AGAINST THE BRIEF

CRITERION	WHERE THE WORK IS	WHAT CLOSES THE GAP
Concept and research	STRONG	Nothing — keep the documentation
Development	WEAK	One silhouette developed across the range
Resolution	PARTIAL	Four looks to the standard of the two
Technical	ABSENT	Construction specified, not just made
Presentation	PARTIAL	Line-up, lookbook, and the process record



The part usually left unphotographed.

THE DEVELOPMENT · MCLEUKER HOUSE SET

SO WHAT Two criteria are strong and two are weak, and the two weak ones are worth more marks between them. That is where the fourteen weeks should go.



Assessed on process, presented as outcome. The gap between those two is what most of this document is about.

MCLEUKER HOUSE SET

The fourteen weeks

SEQUENCE

WKS 1-2	Choose the silhouette to develop The single decision everything after it depends on.
WKS 3-7	Develop it across four more looks Toiles first. Development is visible in the toiles, not only in the final.
WKS 8-11	Resolve construction and specify it Technical marks come from the specification, not from the garment alone.
WKS 12-13	Line-up and lookbook The presentation is assessed; it is not a formality.
WK 14	Process record complete Assembled throughout, not written at the end.

WHAT NOT TO DO

Add a seventh look	Breadth is what is already costing marks
Leave the process record to week 14	It is evidence of development and cannot be reconstructed
Specify nothing	Technical criteria cannot be met by a finished garment alone
Change the concept	It is the strongest part of the work

SO WHAT	The concept is the strongest part of the work and it does not need changing. Everything in the plan is about developing it rather than replacing it.
----------------	---

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Choose one silhouette to develop across the range	Student	14 Feb	Six looks stay six ideas
Bring four looks to the standard of the resolved two	Student	31 Mar	Resolution marks are lost on two thirds of the range
Specify construction for every look	Student	30 Apr	Technical criteria cannot be evidenced
Keep the process record weekly	Student	Weekly	Development cannot be reconstructed at the end

SOURCES AND BASIS

Assessment criteria — the published brief for this unit.
Work in progress — studio review at the date of this document.
Timeline — the published assessment calendar.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Graduate Collection Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.