

# Building blocks for durability

John Lewis



Working with WRAP, John Lewis identified an opportunity to improve fit consistency, and reduce sampling and product development lead times, for four core men's shirts, by developing block patterns for these products.

Bringing quality to life and encouraging sustainable living are core principles for John Lewis. The project aimed to facilitate 'right first time' sampling by creating a set of core blocks for four John Lewis' best-selling men's shirts.

- By developing core block patterns and refining accompanying Technical Packages, John Lewis encourages a right first time approach to sampling across its supply chain.
- This brings greater efficiency, through reduced development lead times and improved fits, leading to greater customer satisfaction.

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## Block pattern development

Using existing successful men's shirt patterns, WRAP worked with John Lewis' Pattern Cutter to prepare the revised blocks and develop new fits for four core men's shirts: two standard and two tailored shirts, in short and long sleeve versions.

Basic specifications for minimum fit and style critical measurements were established. Prototypes were first developed in toiles and then fitted on the John Lewis fit model for evaluation.

The blocks were then amended by the Pattern Cutter and the following samples were created in a fabric quality representative of the final fabric. Samples were then fitted on the model in the following fit session, at which time additional modifications were incorporated into the final blocks for sign-off.



Fitting standard shirt block – long sleeves

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Fitting standard shirt block – short sleeves

## Updating the technical package

In parallel to the block development, John Lewis has been updating the related Technical Package (buying brief and specifications) to encourage the “right first time” ethos.

## Broader Recommendations

WRAP provided a set of recommendations from the pilot for John Lewis’ Product & Technology Innovation team, aimed at optimising the critical path for production, and realising environmental savings in its supply chain from process efficiency.

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## Results

As a result of the pilot, John Lewis' men's technical team was able to:

- **improve the fit** of four men's shirts by working collaboratively with the pattern cutter during the block development process;
- **create and take ownership of core block patterns.** This will help John Lewis to control consistency across suppliers and countries, and monitor supplier performance more easily; and
- **rationalise the number of fit samples,** reducing lead times and increasing efficiency of the sampling process.

*“This initiative will help us to aim for right first time sampling, improving the efficiency of the critical path, while owning our core fits will improve fit consistency across our lines.”*

**Victoria Bird, Product Technologist – Men's Own Brand Casualwear, John Lewis**

## Next steps

The new block patterns will be used to drive fit consistency across John Lewis' men's shirts. In addition, the process will be replicated for other John Lewis' core product lines.

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**WRAP's vision** is a world where resources are used sustainably. It works in partnership with governments, businesses, trade bodies, local authorities, communities and individuals looking for practical advice to improve resource efficiency that delivers both economic and environmental benefits.

This case study was developed as part of the [Sustainable Clothing Action Plan \(SCAP\)](#). This is part of a series of [industry trials](#) focussed on extending clothing life, based on improvement actions identified in the [Sustainable Clothing Guide](#). The guide highlights how interventions can be made in design and throughout the supply chain, to make clothing last longer.

**Our mission is to accelerate the move to a sustainable resource-efficient economy through:**

- **re-inventing** how we design, produce and sell products;
- **re-thinking** how we use and consume products; and
- **re-defining** what is possible through recycling and re-use.