

Durable quality management processes

T E D B A K E R
L O N D O N



Ted Baker is taking steps to make positive long-term impacts on the durability of its clothing.

WRAP worked with Ted Baker to understand why some garments were experiencing fabric failure. By reviewing the critical paths for design and development up to production, Ted Baker saw an opportunity to refine part of its quality management process to quickly identify high-risk fabrics.

- By engaging with suppliers earlier in the development process, Ted Baker's Design and Production teams are able to quickly identify high-risk fabrics, and help resolve issues before they impact significantly on cost or delivery timescales.
- Standardising quality management processes ensures consistent quality across suppliers and allows Ted Baker to build on its knowledge of core fabrics.

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High-risk fabrics

Initially, WRAP worked with Ted Baker to understand why some womenswear garments were failing colourfastness tests.

A thorough review of the critical paths for fabric development and garment testing processes up to production was completed. While Ted Baker has strong processes in place to maintain its high standards for quality, some common issues were reoccurring, like colourfastness on some popular womenswear styles combining dark and light colours, or pilling on a new line of jumpers.

An opportunity was identified to refine part of the quality management process in order to mitigate these high-risk fabrics and fabric combinations, without compromising Ted Baker's Design teams' creativity.



Lenci dress

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By engaging collaboratively with suppliers earlier in the development process, Ted Baker's Design and Production teams would be able to identify and solve any potential issues before production starts.

Implementing supplier information documentation

To standardise engagement with suppliers, WRAP helped Ted Baker develop a new Fabric Technical Sheet, building on an existing specification sheet. It outlines all relevant information to request from suppliers at the design and development stage, before booking bulk production.

The Fabric Technical Sheet was trialled directly by Ted Baker's Production Manager with several suppliers during a sourcing trip in Asia. The overall response was positive.

Training

To ensure success in implementing this new process, WRAP and Ted Baker delivered a training session jointly to the Womenswear Design and Production teams. The Fabric Technical Sheet was presented, with indications of where key interventions should take place. Selected Ted Baker garments were used as examples to highlight how issues could be avoided. Both teams understood the benefits and replied positively.

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Ted Baker is trialling the new specification process with key suppliers on core fabrics for AW18. Once implemented, Ted Baker will be able to track and monitor progress both within Ted Baker and across suppliers and fabrics for future seasons.

“We are excited about the possibilities this new process will provide. Our designers can continue to push boundaries, knowing production teams are well equipped to bring complex designs to life“.

Nicola Gibson, Head of Production Womenswear

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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.