

THE MANUAL WORK BEHIND EVERY LINE REVIEW



Before teams can review the assortment, someone has to gather the latest images, update the spreadsheet, rebuild the deck and check that everything matches. When the line changes, much of that work happens again.

Below are eight places this work repeats across product creation.

01 / Pull together the seasonal brief

Season direction + product brief

Financial targets, category needs, customer trends, and prior performance arrive in separate files, decks, screenshots and conversations. Someone has to find the inputs, decide what matters and rebuild them as one usable brief.

REPEATED ADMIN:

SEARCH → COPY → COLLATE → REFORMAT

03 / Collect feedback and circulate revisions

Design review + iteration

Feedback arrives through meetings, chat, email, annotations and marked-up files. Someone has to interpret it, revise the design, resend the files and replace every old visual still in circulation.

REPEATED ADMIN:

COLLECT → RESEND → REPLACE OLD FILES

05 / Rebuild the deck for leadership review

Leadership line review

The working line becomes another presentation. Images are copied, products regrouped, numbers reformatted and talking points written. Then the line changes, and the deck has to be rebuilt again.

REPEATED ADMIN:

COPY → REFORMAT → REBUILD → REFRESH

07 / Build and reconcile regional assortments

Regional + channel ranging

The approved collection is copied into regional and channel versions. Teams mark products in or out, rebuild local range views, recalculate counts and reconcile every local choice back to the global line.

REPEATED ADMIN:

COPY → FILTER → RECALCULATE → RECONCILE

02 / Create and organize product options

Concept + option creation

Every silhouette, color, material and graphic option becomes another file to name, render, export, upload and place into the line. When the design changes, the collection view everyone else is reviewing does not change with it.

REPEATED ADMIN:

NAME → EXPORT → UPLOAD → REPLACE

04 / Update the line and recheck assortment

Line building + assortment editing

Products created one at a time are exported into slides, spreadsheets and line boards so teams can assess the collection. Every addition, cut or change means rearranging the range, finding gaps and duplicates, and checking counts again.

REPEATED ADMIN:

EXPORT → REARRANGE → RECOUNT → CHECK VERSIONS

06 / Carry each decision through every file

Keep, cut, change or approve

A product is kept, cut, changed or replaced once. But that decision must be reflected in product status, category counts, color balance, cost assumptions, presentations and regional views — one update at a time.

REPEATED ADMIN:

RECORD → REVISE → RECONCILE

08 / Re-enter approved details into PLM

Create the formal product record

The style has already been designed, costed, presented, approved and localized. Yet someone still has to recreate it as a formal product record — entering IDs, attributes, descriptions, images, and approved files that already exist elsewhere.

REPEATED ADMIN:

CLEAN → RENAME → RE-ENTER → CHECK

KEEPING FILES IN SYNC LEAVES LESS TIME TO ASSESS THE ASSORTMENT.

Manual updates leave less time to check for duplication, assess margin and spot assortment gaps. Missed changes can mean approvals and development proceed with outdated information.

Teams need a shared product line where changes carry through to the views and records everyone uses.