

2610 Design Brief

Hosiery Team

Gain Up



2610

The Strategic Reason

- Ensure cost control and price competitiveness from the outset.
- Guarantee artwork and structure are fully workable for bulk production.
- no technique issues on bulk production.

Pay Attention: Key Requirements

Please strictly adhere to these specifications for your proposal:

- Pricing Target: Must align with the Lidl standard price range.
- Pricing Basis: All the design proposal must be based on FR IAN.
- File Format: All designs must be delivered as Adobe Illustrator (AI) files.
- Inspiration: provide market research or benchmark for support your design.

Briefing Date
8th May, 2026

1 week

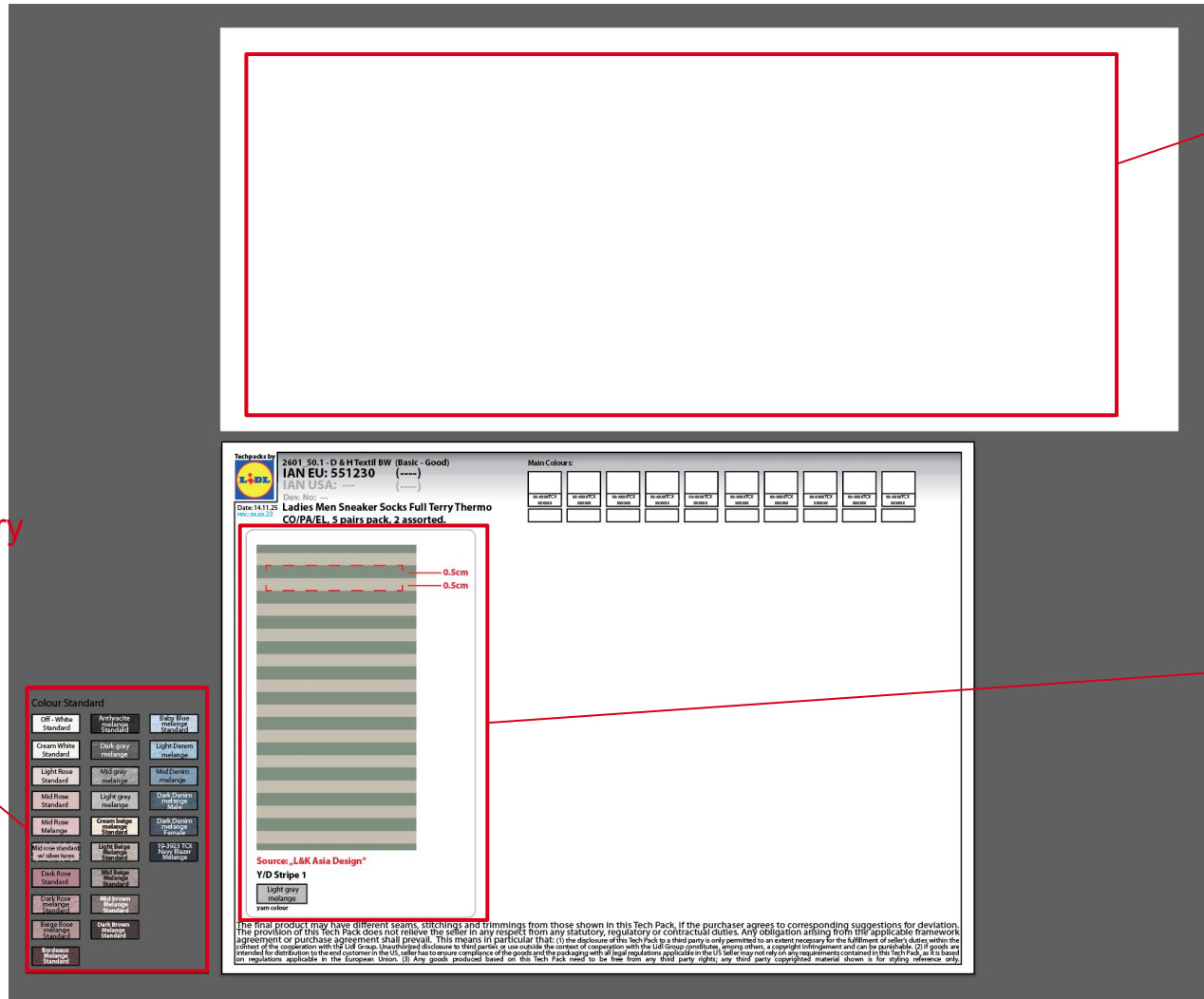
Design Proposal Deadline
18th May, 2026

support with the 2D design
2D design example:



2D design proposal template format in Adobe Illustrator file:

Ai File name: (IAN) (Selection) (Week) AWC yy_mm_dd



Put your 2D design proposal in this area

Standard color chips library (Pls copy it and apply in the artwork card if you're using the standard color)

Artwork with pantone chips and size
Please make sure your artworks/ number of colors are already simplified and able to execute in the sample, we'll use your artwork directly

2D design block template of different category:

Ai File name: 2D template - by cat.

<p>Ladies 2D overview - Sneaker / Sport Sock</p>	<p>Ladies 2D overview - short shaft socks/ Quarter socks</p>	<p>Ladies 2D overview - Normal Sock</p>	<p>Ladies 2D overview - Normal Sock</p>	<p>Ladies 2D overview - Knee High Sock</p>	<p>Ladies 2D overview - Footlet</p>	<p>Ladies 2D overview - Tights</p>
<p>Men 2D overview - Sneaker Sock / Sport Sock</p>	<p>Men 2D overview - short shaft socks</p>	<p>Men 2D overview - Normal Sock</p>				
<p>Kids 2D overview - Sneaker Sock</p>	<p>Kids 2D overview - Normal Sock</p>	<p>Kids 2D overview - Normal Sock</p>	<p>Kids 2D overview - Footlet</p>	<p>Kids & Small Kids 2D overview - Tights/ Leggings</p>		
<p>Babies 2D overview - Normal Sock</p>	<p>Babies 2D overview - Knee High Sock</p>	<p>Babies 2D overview - Tights</p>				

34.1 - D & H Inspired by H&M



esmara
MEN



- Cloud Dancer 11-4201 TCX
- Savannah Tan 16-1213 TCX
- Kelp 17-1022 TCX
- Dark Grey Melange
- Tarmac 19-0822 TCX
- Chicory Coffee 19-1419 TCX
- Black

34.1 - D & H Textil BW
(Inspired by H&M)



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IAN:	XXXXXX
Theme:	34.1 - Ladies & Men Textile BW (inspired by H&M)
Article description :	Men Socks OCS 7er pack CO/PA/EL, 2 assorted

Material:

Original: 74% cotton (organic), 24% polyamide, 2% elastane (CREORA™)
 Proposal: 74% cotton (organic), 24% polyamide, 2% elastane (CREORA™)

FR Reference

ASMWT: 2510 / 34.1 - D & H Textil BW (inspired by H&M)
 IAN EU: 514293 (A-L)
 IAN US: XXXXXX (- - -)
 Dwg. No.: XXXXXXXX
 Description: Men Socks OCS 7er CO/PA/EL
 Date: 05.03.2025

Color swatches: light grey melange, mid grey melange, dark grey melange, navy, black.

PACK: A
 A light grey melange, B mid grey melange, C dark grey melange, D navy 1, D navy 1, E black, E black.

PACK: B
 F light grey melange navy, G white, H navy 2, I white navy, J light grey melange 2, K navy white, L beige melange white.

Additional swatches: white, 16-1010 TCX melange.

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 (1) the disclosure of this Tech Pack to a third party is only permitted to the extent necessary for the fulfillment of such duties within the context of the cooperation with the Lid Group. Unauthorised disclosure to third parties or use outside the context of cooperation with the Lid Group constitutes, among others, a copyright infringement and can be punishable.
 (2) if goods are intended for distribution in the US, custom tags to ensure compliance of the goods and the packaging with all legal requirements applicable in the US. Seller may not rely on any requirements.
 (3) Any goods produced based on this Tech Pack need to be free from any third party rights; any third party copyrighted material shown is for styling reference only.

514293_2510

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Briefing

Market Reference

Need to keep the construction as FR



36.1 - D & H Textile BW (New Season New Look)



esmara
MEN



Bright White 11-0601 TCX
Ultimate Grey 17-5104 TCX
Elmwood 17-1019 TCX
Bombay Brown 18-1250 TCX
True Blue 19-4057 TCX
Turbulence 19-4215 TCX
Night Sky 19-3924 TCX



IAN:	XXXXXX
Theme:	36.1 - Ladies & Men Textile BW (New season, New looks)
Article description :	Men Socks OCS 5 pairs pack CO/PA/EL VA, 2 assorted.

Material:

Original:74% cotton (organic), 24% polyamide, 2% elastane (CREORA™)
 Proposal: 74% cotton (organic), 24% polyamide, 2% elastane (CREORA™)

FR Reference



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Briefing

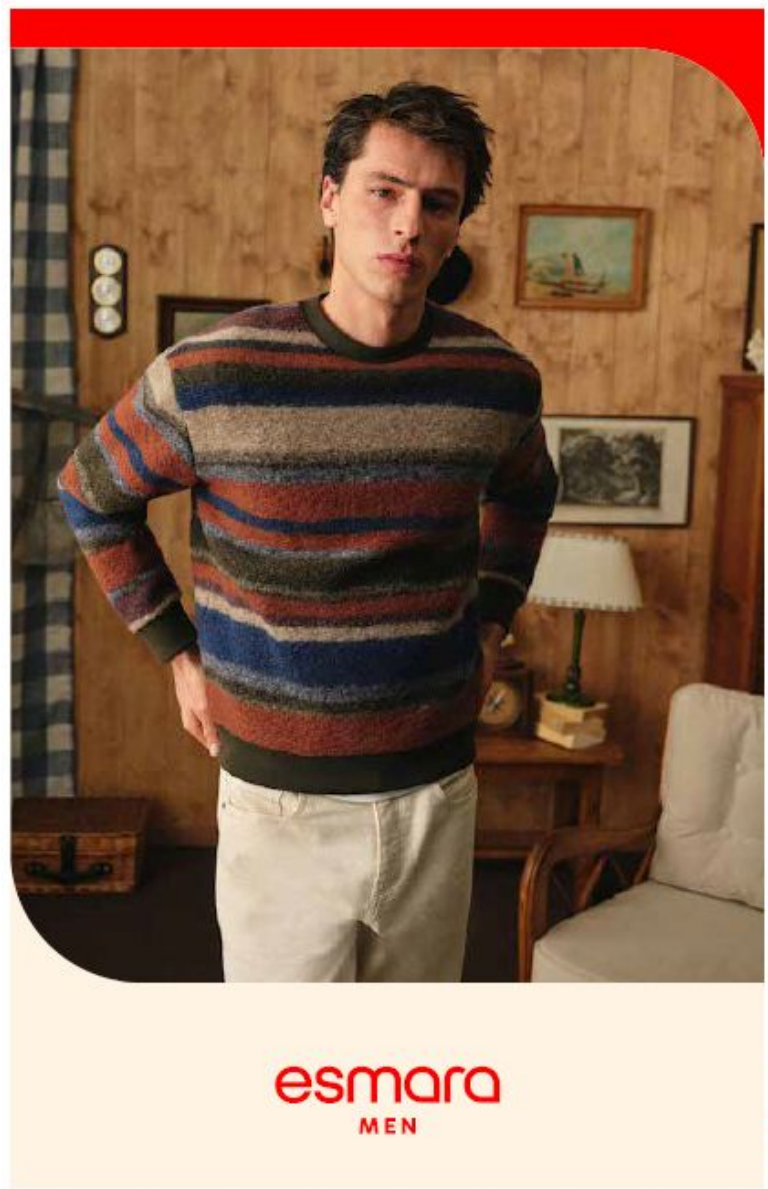
Market Reference

Need to keep the construction as FR

M&S



38.1_D & H Textil BW (Autumn Time)



- Pistachio shell 12-0110 TCX
- Row Umber 17-1422 TCX
- Burnt Henna 19-1540 TCX
- Coronet Blue 18-3922 TCX
- Blue Print 19-3939 TCX
- Dark Sapphire 19-4020 TCX



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IAN:	XXXXXX
Theme:	38.1 - Ladies & Men Textile BW (Autumn Time)
Article description :	Men Socks OCS 5 pairs pack CO/PA/EL VA, 2 assorted.

Material:	Original: 74% cotton (organic), 24% polyamide, 2% elastane (CREORA™) Proposal: 74% cotton (organic), 24% polyamide, 2% elastane (CREORA™)
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FR Reference



516202_2510
Gainup

Briefing

Need to keep the construction as FR