

# wade design network

Experts in the design and development of products  
for the maternity, baby, toddler & child retailer

Based in London Wade Design Network is owned and led by **Felicity Wade ma rca** who has over 20 years experience in these areas.

Felicity Wade and her team are a vibrant group of professionals who have collaborated together over many years. They are all industry professionals with extensive retail and manufacturing experience and are experts in their field, many of whom have won accolades and awards for their innovative and commercial developments; all of whom have track records in successful delivery.

The Wade Design Network offer falls into two areas;

**Direction:** trend and colour

**Design consultancy:** design and range development.

We work in partnership with our clients offering bespoke, hands on services based on a **choice of packages** mixed and matched according to our clients needs.

## Direction

### **Trend forecasting**

Wade Design Network research all over the world to make sure that all new trends, market shifts and technological developments are incorporated into our predictions. We will leave you with inspiring commercial themes and colour palettes which can be easily & effectively developed into products.

### **Trade show reports**

We visit trade shows and will produce reports with implications and opportunities specific to your business.

Regular meetings and workshops with you offer opportunities to debate and work through the content and implementation of the trends and reports; if required this service can be added to the design and sample service, where Felicity and her team will review and discuss developments during the sampling and range review process.

## **Design Consultancy**

### **Design and sample service**

Wade Design Network **design & develop** ranges in collaboration with our clients; we provide all concept designs, embroideries prints and graphics, technical specs, go on sample development trips, review samples. At Wade Design Network we go out of our way to ensure your needs are met and exceed your expectations.

### **Interim or advisory placements**

Wade Design Network offer **interim** support for a fixed term or **advisory** support on a regular basis and can provide a **design capability review** to assess the clients team and requirements. Recommendations will be made to install new structures and processes to meet current and future needs.

### **Brand creation or extension**

Felicity Wade and the team are skilled at setting up and working with **Brands**; with extensive experience on all aspects of Brand creation or extension and we are able to work with Packaging & Marketing Agencies on behalf of our clients.

### **Sourcing**

We can support sourcing products via our connections with agents and factories.

**we love what we do and enjoy creating all sorts of products for this market**

**we love to see our designs in use and being enjoyed by families world wide**

**we would love to work with you on developing products and ranges**

**we would love to have a chat with you about how we could work together**

Felicity Wade

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