

Product launch roadmap

the approving friend by your side.

The wardrobe tool leads an emerging character and clothing brand. KNODD characters and outfits may use suitable manufacturing processes. 3D printing is one optional studio service. Each physical-product gate needs evidence. No launch date is announced.

01 Brand and web preparation

Preparation evidenced

Original identity and art are recovered. Wardrobe previews, the website and public resources are prepared.

Check: Live wardrobe tool, enquiry routes and clear concept labels.

Gate: Working tools and accurate physical-product status.

02 Product and production development

Planned - needs validation

Review materials, production options and potential manufacturing partners.

Check: Partner suitability, sample capability, head-joint prototypes, motion, retention and assembly.

Gate: A feasible production route and head-joint sample support the intended motion.

03 Interchangeable wardrobe

Planned - needs validation

Develop an expandable wardrobe of colour, texture and outfit concepts into physical garments.

Check: Design samples, fabric and process options, fit, fastenings, repeat changes, care and potential clothing partners.

Gate: A sample outfit fits and changes as intended with material and production requirements.

Product launch roadmap

Evidence before availability. A limited release follows the completed gates.

04 Materials, suitability and production QC

Planned - needs validation

Review character and garment samples for intended use and consistency.

Check: Materials, finish, dimensions, assembly, small parts, fastener retention and age suitability. Identify safety requirements and complete any required testing.

Gate: Evidence supports product claims, care and production acceptance.

05 Design rights and final offer

Planned - needs validation

Confirm rights and an accurate offer for each product.

Check: Design permissions, specifications, verified production capability, costs, price, lead time and partner terms if applicable.

Gate: Each item has verified rights and a suitable production route.

06 Fulfilment and customer support

Planned - needs validation

Check the full customer journey before accepting an order.

Check: Production acceptance, partner handover, packaging, delivery, charges, written confirmation, privacy, terms and support.

Gate: A trial order can move from confirmation to delivery with clear information.

07 Limited release and review

Conditional on earlier gates

Open a small release after the preceding product and fulfilment gates pass.

Check: Final gate review, confirmed available items, quantities and a process for feedback and issues.

Gate: Earlier gates pass before launch. Expansion follows actual production and customer experience.

Wardrobe visuals show concepts. No factory, partner, quotation, minimum order quantity, completed sample or certification is assumed. Final specifications, production arrangements and availability need confirmation before ordering.