

V. MORA

Case-Study:

Liberty 61

who is Liberty 61?

Liberty 61 was born out of a desire to establish a socially-conscious clothing line that would be able to financially-support organizations that are making the lives of the people in their communities better. Founder Kass Carell wanted to create a simple, yet high quality, product that emphasized comfort and style.



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issues the client was facing

We first met Kass Carrell in Chicago at Jay Arbetmans Fabric shop and then again in Austin, TX at a fabric fest. She had an amazing vision and plan for her line but was struggling to get the patterns and fit right. Kass came on as a Full Launch client and worked with V.Mora on everything from fabric and trim sourcing to patterns and sample creation and finally production.

how and why Liberty 61 chose v.mora...

I found out about V. Mora when I went to Chicago to Jay Arbetman's fabric shop to find out more about buying fabric with low minimums. V. Mora was giving a class that day on things you need to know for production. I remember thinking "I need to know this stuff", but at the time I was too afraid to ask for help. Fast forward to a year later where I went again to a small fabric show that Jay would be attending, I had been receiving his emails on upcoming events and saw that V. Mora was going to be in Austin as well. At the time I didn't need any more fabric. What I needed was someone that knew how to help me with grading and finding a good manufacturer. I really knew nothing about these things except what I had read about online. I had contacted manufacturers before, but because I lacked the proper lingo I was usually not taken seriously and so I knew I had a huge learning curve and I needed someone in the industry that could help me. I went to the fabric show and brought my beat- up patterns for my T-shirts and that's when I decided to sit down and talk to Anna about what they could do to help me. I was terribly nervous at first, but soon felt relieved knowing that they were going to be able to help me move forward. She was so nice and easy to talk to, but more importantly she knew what she was talking about and I felt confident in her and her abilities.

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your plans for the future, continued growth with V.Mora's help?



Right now I am working on my Fall/Winter line for 2016. I have all the tools I need to work on my own, which was my goal. I know that if I ever have a question or need help I can go to V. Mora and they will be there to advise me or help me with certain projects. I do plan on continuing my relationship with V.Mora and look forward to seeing what's in store for the future of V. Mora.

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testimonial

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Anna is one of the most interesting people I have ever met. You can tell that everyone that works for her loves their job and they love working with Anna. If I had it to do over again I would have started working with Anna the first time I met her in Chicago. She knows the fashion industry and she is always looking for ways to make things easier and better. I love how she found a manufacturer for me that would work with small production orders. What I like most about V. Mora is that everyone gets to do what they are good at. They have skills in making line sheets, patterns, grading, sample making, and more. I got to design and shop for the most amazing fabric and do the things I am good at while V. Mora helped me with the skills I was lacking in. I also learned what a line sheet is. Ha! If you don't know what that is you most definitely need V. Mora's help. Looking back I have learned so much invaluable information. Who needs fashion school when you got V. Mora!





about us:

Established in 2008 by its Founder Anna Livermore V. Mora is a fashion business and production consulting company that works one on one with independent designers. We offer hands-on help with everything from pattern making to sourcing to production management and marketing. V. Mora is a one-stop-shop for success. With our wide range of services and talented team of experts, *We bring your fashion dreams to life.*

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