

V. MORA

Case-Study:

Uptown Sweats

who is Uptown Sweats?

I found V.Mora's factory tour while searching for information on the internet. As a long time custom designer with a dream of producing RTW, visiting a factory was the first step in understanding the process of production as well as taking away the fear and intimidation that surrounded it. During my short visit to Chicago, I toured four factories with V.Mora, was introduced to a wonderful fabric resource in Jay Arbetman (The Sourcing District), and had an individual consultation with Anna. Before I headed back to Pittsburgh I knew V.Mora was exactly what I needed to help me get started.



Uptown Sweats has been featured in:

People StyleWatch
 HBO Sports
 Entertainment Tonight
 O Magazine
 Billboard Women in
 Music VIP Gift Bag
 NBC TODAY Show
 Essence Magazine
 Exhale TV
 Madame Noire
 Distinction Magazine
 Whirl Magazine
 Pittsburgh Magazine
 Pittsburgh Today Live
 Talk of Alabama
 Whirl Magazine



issues the client was facing

My goal when I signed on with V.Mora was to learn production so I would eventually be able to do it myself. After gradually decreasing assistance from V.Mora over three collections, I have reached that point. Now I intend to rely on V.Mora to help me mature the brand and expand it's offerings by assisting me in drafting more difficult patterns, sourcing hard to find inputs, connecting me to specialty contractors, answering questions about production, and providing suggestions on increasing sales outlets.



how and why Uptown Sweats chose v.mora...

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

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testimonial

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I can't thank V.Mora enough for the production support and guidance they have provided me from the inception of Uptown Sweats. When I met V.Mora, I was a self-taught pattern maker, seamstress and custom designer with just an idea and one prototype for a dress. My point person, Julie, taught me production from the ground up, introduced me to a wonderful factory, served as my production manager and held my hand at every step until I was comfortable doing each task on my own. The entire staff, both in Chicago and New York, went above and beyond to assist me and genuinely celebrate in my successes. Anna even called me after hours one evening to coach me through what to expect in advance of my first trade show: Coterie NY! All credit goes to V.Mora for giving me the knowledge, connections and confidence to launch my line and continue to build my brand. After working with V.Mora these last two years, I now consider myself more than a self-taught pattern maker and custom designer. I am a brand designer, manufacturer and project manager. And although Uptown Sweats is a VERY small company, I know I have an entire "staff" behind me at 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.*

Schedule your FREE 20 min
strategy meeting today!