

TW-SH-2603

Classic Oxford Shirt

Shirt · Regular · Men · SS27



COLLECTION
Core Essentials

SIZE RANGE
S / M / L / XL / XXL

ORDER QTY
1,000 pcs (3 colourways)

STATUS
Draft

COMPLETION
100%

UPDATED
10/2/2026

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STYLE INFORMATION

CATEGORY Shirt	FIT Regular	GENDER Men	SEASON SS27
SIZE RANGE S / M / L / XL / XXL	COLLECTION Core Essentials	ORDER QTY 1,000 pcs (3 colourways)	TARGET MARKET Men 25-45, smart casual / office
TARGET RETAIL PRICE USD 69	BRAND Tidewell	WEBSITE example.com	CONTACT Tidewell production team · production@example.com

PRODUCT DESCRIPTION

Men's regular-fit long-sleeve shirt in 100% cotton Oxford. Point collar with fused band, box placket with 7 buttons, chest pocket, double back yoke with a box pleat, tower sleeve plackets and rounded one-button cuffs. Curved shirt-tail hem.

Designer notes: Clean, minimal finish: all topstitching 0.15 cm edge stitch unless noted. Collar points must be sharp and symmetric. Fabric is pre-washed; measurements are taken on the finished, unwashed garment.

TECHNICAL FLAT SKETCHES



FRONT



BACK

- Point collar, 7.5 cm points, fused, 0.6 cm topstitch (front)
- Box placket 3.5 cm, 7 buttons, vertical buttonholes (front)
- Chest pocket 12 × 13.5 cm, pointed bottom, small embroidery (front)
- Curved shirt-tail hem, 0.6 cm double turn (front)
- Double yoke, 8 cm deep at centre back (back)
- Box pleat 4 cm at centre back, below the yoke (back)

COLORWAYS

NAME	CODE	MAIN COLOUR	HEX	PANTONE	CONTRAST	RIB	THREAD	NOTES
Light blue	LBL	Light blue	#c9d8ea	14-4214 TCX Powder Blue	Embroidery tone on tone	-	Matched to body	Yarn-dyed Oxford (blue warp, white weft)
White	WHT	White	#ffffff	11-0601 TCX Bright White	Embroidery tone on tone	-	White	Optical white, check for shading against the collar
Ecu	ECR	Ecu	#efe7d6	11-0105 TCX Antique White	Embroidery tone on tone	-	Matched to body	—

 Light blue
14-4214 TCX Powder Blue

 White
11-0601 TCX Bright White

 Ecu
11-0105 TCX Antique White

QUANTITY BY COLORWAY

Ship date: 2027-03-20 · 1,000 pcs across 3 colourways

GROUP	CODE	COLOUR	S	M	L	XL	XXL	TOTAL
Solid	LBL	Light blue	60	120	110	70	40	400
Solid	WHT	White	60	120	110	70	40	400
Solid	ECR	Ecu	30	60	60	30	20	200
Order total	—	—	150	300	280	170	100	1000

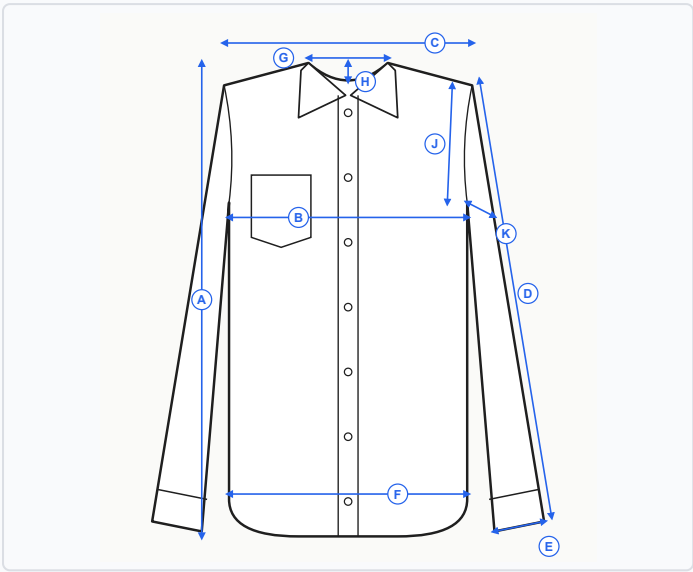
Produce +3% over quantity. Short shipment accepted up to -2% per colour. Size set (M and XL) in every colour for approval before bulk.

#	CATEGORY	NAME	PLACEMENT	COMPOSITION	CONSTRUCTION	W	WIDTH	COLOUR / PANTONE	CONSUMPTION	UNIT PRICE	SUPPLIER / REF.
01	Main fabric	Cotton Oxford, pre-washed	Body, sleeves, collar, cuffs, pocket	100% Cotton	Oxford weave, 40/2 × 20/1	140 ±5%	150 cm cuttable	Per colourway	1.65 m	3.20	—
02	Interlining	Woven fusible interlining	Collar, collar band, cuffs, placket	100% Cotton, resin dot coating	Plain weave	120	112 cm	White	0.18 m	1.10	—
03	Trim	4-hole buttons 18L (11.5 mm)	Placket, collar band, cuffs + 1 spare	Polyester, pearl look	—	—	11.5 mm	Matched to body	11 pc	0.02	—
04	Trim	4-hole buttons 14L (9 mm)	Sleeve plackets	Polyester, pearl look	—	—	9 mm	Matched to body	2 pc	0.02	—
05	Thread	Core-spun polyester thread Tex 24	All seams and topstitching	Polyester core, polyester wrap	50/2	—	—	Matched to body	220 m	0.0004	—
06	Label	Woven main label, damask	Centre back, inside the yoke	100% Polyester	—	—	5 × 2 cm	Off-white on black	1 pc	0.06	—
07	Label	Printed care label, satin	Left side seam	100% Polyester	—	—	3 × 8 cm	Black on white	1 pc	0.02	—
08	Packaging	Folding board, collar strip, hangtag and paper band	Each garment	Recycled card and paper, no plastic clips or pins	—	—	Board 24 × 34 cm	Kraft / white	1 set	0.15	—

01 Cotton Oxford, pre-washed: Shrinkage max 3% length and width. Colour fastness to washing grade 4.

02 Woven fusible interlining: Fusing test: no bubbling or strike-through after 3 washes

03 4-hole buttons 18L (11.5 mm): 7 placket, 1 collar band, 2 cuffs, 1 spare on the care label



POM	POINT OF MEASURE	HOW TO MEASURE	S	M	L	XL	XXL	TOL.
A	Body length	From high point shoulder to centre back hem	74.5	76	77.5	79	80.5	±1
B	Chest width	Across, 2.5 cm below armhole, buttoned	53.5	56	58.5	61	63.5	±1
C	Shoulder width	Shoulder point to shoulder point across the yoke	45.5	47	48.5	50	51.5	±1
D	Sleeve length	From shoulder point to cuff edge, cuff included	63	64	65	66	67	±1
E	Cuff width	Buttoned, edge to edge	11.5	12	12.5	13	13.5	±0.5
F	Hem width	Across the hem at the side seams, buttoned	51.5	54	56.5	59	61.5	±1
G	Neck width	Seam to seam at the collar band	16.5	17	17.5	18	18.5	±0.5
H	Front neck drop	HPS line to centre front band seam	7.5	8	8.5	9	9.5	±0.5
I	Back neck drop	HPS line to centre back band seam	1.5	1.5	1.5	1.5	1.5	±0.3
J	Armhole straight	Shoulder point to underarm, straight	23	24	25	26	27	±0.5
K	Bicep width	2.5 cm below armhole, across	20.2	21	21.8	22.6	23.4	±0.5

POM	POINT OF MEASURE	HOW TO MEASURE	S	M	L	XL	XXL	TOL.
L	Collar band length	Button centre to far end of buttonhole	39.5	41	42.5	44	45.5	±0.5
M	Collar point length	Band seam to collar point	7.5	7.5	7.5	7.5	7.5	±0.3
N	Cuff height	Finished cuff height	6.5	6.5	6.5	6.5	6.5	±0.3
O	Yoke depth at CB	Neck seam to yoke seam at centre back	8	8	8	8	8	±0.3
P	Chest pocket width	Across the pocket top edge (height 13.5 cm at the point)	11.5	12	12.5	13	13.5	±0.3

L · Collar band length – Unbutton and lay the band flat. Measure from the centre of the button to the far end of the buttonhole.

REF	AREA	METHOD	STITCH	SEAM ALLOWANCE	SPI	THREAD	NOTES
1	Collar and band	Fused top collar, 0.6 cm topstitch around the collar edge; band edge-stitched 0.15 cm. Collar stays not used	ISO 301 lockstitch	0.6 cm	16	Tex 24 core-spun	Trim and turn points sharp; both points within 0.2 cm of each other
2	Front placket	Box placket 3.5 cm on the left front, edge-stitched both sides 0.15 cm; right front clean-finished with a 3 cm turn-back	ISO 301 lockstitch	-	16	Tex 24 core-spun	Vertical buttonholes on the placket, horizontal on the collar band
3	Yoke and back pleat	Double yoke attached in one pass (burrito method), 4 cm box pleat set at centre back	ISO 301 lockstitch	1 cm	16	Tex 24 core-spun	Main label sewn to the inner yoke, 2 cm below the band seam
4	Sleeves and side seams	Flat-felled seams, twin-needle 0.6 cm, sleeve set first and side seam closed in one pass	ISO 401 twin needle felling	1.2 cm	14	Tex 24 core-spun	Underarm seams must meet within 0.3 cm
5	Sleeve placket and cuffs	Tower placket 2.5 cm with 1 button; rounded one-button cuff, fused, 0.6 cm topstitch; 2 pleats into the cuff	ISO 301 lockstitch	1 cm	16	Tex 24 core-spun	—
6	Hem and buttons	Narrow double-turn hem 0.6 cm along the curved tail. Buttons sewn with a cross stitch, 16 stitches per hole	ISO 301 lockstitch + button sewing	1.2 cm	16	Tex 24 core-spun	Button pull test min 90 N

1. Uneven or rounded collar points · Collar

Not accepted: Collar points differ in length or are rounded instead of sharp.
Correct method: Cut collars with a hard template, trim the seam allowance at the points and check with a gauge.

2. Seam puckering · Seams

Not accepted: Placket, yoke or felled seams pucker, especially after washing.
Correct method: Use core-spun thread, correct needle size (Nm 70–80) and balanced tension at 14–16 SPI.

3. Loose buttons or misaligned buttonholes · Buttons

Not accepted: Buttons come loose or the placket is uneven when buttoned.
Correct method: Pull test 90 N on 5 pieces per bundle; mark button positions from the buttonholes with a template.

4. Bubbling interlining · Fusing

Not accepted: Collar or cuffs show bubbles after washing.
Correct method: Fusing at 130–140 °C, 12–15 s, 2.5 bar. Wash test 3 pieces per fusing batch.

ARTWORK & DECORATION

NAME	METHOD	PLACEMENT	WIDTH	HEIGHT	DISTANCE	PANTONE	INSTRUCTIONS	SOURCE FILE
Pocket embroidery	Flat embroidery, satin stitch, tone on tone	Chest pocket, centred	3.5 cm	1 cm	3 cm below the pocket top edge	Thread matched to body colour	Embroider the pocket piece before attaching. Approx. 1,800 stitches, tear-away backing.	TW-SH-2603_pocket-emb.dst



Pocket embroidery

LABELS

TYPE	PLACEMENT	SIZE	MATERIAL	COLOUR	FOLD	ATTACHMENT	CONTENT / NOTES
Main label	Centre back, on the inner yoke, 2 cm below the band seam	5 × 2 cm	Woven damask, high density	Off-white text on black ground	End fold 0.5 cm both sides	Sewn on four sides through the inner yoke only	—
Size label	Under the main label	1.5 × 1.5 cm	Woven satin	Black on white	Loop fold	Caught in the main label bottom seam	S / M / L / XL / XXL
Care label	Left side seam, 12 cm above the hem	3 × 8 cm	Printed satin	Black on white	Loop fold	Caught in the side seam; spare button sewn on the label	100% Cotton · Machine wash 40 °C · Do not bleach · Tumble dry low · Iron medium · Made in Vietnam
Hangtag	Attached through the care label	5 × 9 cm	350 GSM recycled kraft card	1-colour black print	Flat	12 cm cotton string with a seal	—

PACKING SPECIFICATION

FOLDING METHOD Buttoned (top, 3rd and 5th button), folded around a 24 × 34 cm board with sleeves folded behind, paper collar strip inside the collar, paper band around the middle. No pins or plastic clips.	POLYBAG Individual polybag with self-adhesive flap	POLYBAG SIZE 30 × 42 cm + 5 cm flap
POLYBAG MATERIAL Recycled LDPE, 40 micron	SAFETY WARNING WARNING: To avoid danger of suffocation, keep this bag away from babies and children.	SIZE STICKER Size printed on the paper band and the polybag sticker
BARCODE EAN-13 sticker 4 × 2.5 cm, back of polybag, bottom right	HANGTAG POSITION Through the care label, laid on top of the folded shirt	PIECES / CARTON 30
CARTON SIZE 60 × 40 × 32 cm, 5-ply	GROSS WEIGHT Max 13 kg	PACKING RATIO One colour, one size per carton
SHIPPING MARKS Brand, PO number, style code, colour, size, quantity, carton x of y, G.W. / N.W., Made in Vietnam		

FOLDING STEPS

Step 1. Button up, lay face down, place the board	Step 2. Fold sides and sleeves behind the board	Step 3. Fold the hem up to the board edge	Step 4. Turn over, insert collar strip, add paper band, bag
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APPROVED BY	FACTORY CONFIRMATION	DATE
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