

FREE OPERATIONAL TEMPLATE

Seasonal Collection Launch Checklist

Use this 60-point checklist to coordinate assortment, launch stock, styling, windows, mannequins, fixtures, pricing, digital content, staff readiness, live evidence, in-season recovery, and seasonal transition.

Collection / season

Launch date

Store / region

Launch owner

1. Collection brief, launch calendar, store scope, and ownership

1

Confirm the collection name, season, launch date, end date, markets, stores, departments, categories, and customer channels included.

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign


Execution tip:

Lock the collection scope, calendar, store applicability, owners, dependencies, and launch-blocker rules before work begins.

2

Verify the approved collection brief, campaign story, brand direction, launch priorities, key looks, product hierarchy, and reference materials are available.

RECORD TABLE

Record

Expected

Observed

Owner

Action


Execution tip:

Lock the collection scope, calendar, store applicability, owners, dependencies, and launch-blocker rules before work begins.

3

Define applicability by region, store format, department, window, fixture, digital channel, product category, and inventory profile.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Lock the collection scope, calendar, store applicability, owners, dependencies, and launch-blocker rules before work begins.

4

Assign named owners for assortment, allocation, visual merchandising, pricing, digital content, store communication, evidence review, and approval.

RECORD TABLE

Record

Expected

Observed

Owner

Action


Execution tip:

Lock the collection scope, calendar, store applicability, owners, dependencies, and launch-blocker rules before work begins.

5

Review launch milestones, stock delivery dates, asset production, VM installation windows, training deadlines, system dependencies, and contingency plans.

RECORD TABLE

Record

Expected

Observed

Owner

Action


Execution tip:

Lock the collection scope, calendar, store applicability, owners, dependencies, and launch-blocker rules before work begins.

6

Define critical launch blockers and escalation rules for missing hero products, unsafe installations, incorrect prices, unapproved execution, or missed go-live.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Lock the collection scope, calendar, store applicability, owners, dependencies, and launch-blocker rules before work begins.

2. Assortment, allocation, size and color availability, and stock readiness

7

Confirm the approved collection SKU list, styles, variants, colors, sizes, packs, accessories, exclusions, and store assortment rules are final.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------

 **Execution tip:** Sample hero styles and key sizes across priority stores so allocation and availability problems are visible before customers arrive.

8

Verify store allocations reflect format, capacity, demand profile, launch priority, display needs, size curves, and approved stock depth.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A

 **Execution tip:** Sample hero styles and key sizes across priority stores so allocation and availability problems are visible before customers arrive.

9

Compare expected versus received quantities for hero styles, key sizes, colors, coordinated looks, accessories, and launch-critical products.

ACTUAL / TARGET

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter

 **Execution tip:** Sample hero styles and key sizes across priority stores so allocation and availability problems are visible before customers arrive.

10

Inspect received products for damage, incorrect tagging, missing components, quality defects, color mismatch, size errors, or packaging issues before launch.

LIVE EVIDENCE

Ready

Needs action

Not ready

LIVE PHOTO

Add

 **Execution tip:** Sample hero styles and key sizes across priority stores so allocation and availability problems are visible before customers arrive.

11

Confirm launch stock is available in the correct selling areas, backroom locations, fulfillment points, and digital inventory feeds.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A

 **Execution tip:** Sample hero styles and key sizes across priority stores so allocation and availability problems are visible before customers arrive.

12

Escalate material shortages, incomplete size runs, delayed hero products, or allocation errors and approve a customer-facing substitution or recovery plan.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A

 **Execution tip:** Sample hero styles and key sizes across priority stores so allocation and availability problems are visible before customers arrive.

3. Creative assets, collection story, product information, and version control

13

Confirm approved campaign artwork, collection imagery, lookbooks, styling references, product stories, feature copy, and launch instructions are complete.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------

 **Execution tip:** Use one controlled source for approved collection assets and remove superseded files before stores start installation.

14

Verify localized assets use the correct language, currency, dates, product names, legal statements, model imagery, and market-specific content.

LIVE EVIDENCE

Ready

Needs action

Not ready

LIVE PHOTO

Add

 **Execution tip:** Use one controlled source for approved collection assets and remove superseded files before stores start installation.

15

Check product names, style codes, fabric or material information, care guidance, features, price points, and selling messages match approved master data.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A

 **Execution tip:** Use one controlled source for approved collection assets and remove superseded files before stores start installation.

16

Control file names, version numbers, approval status, activation dates, expiry dates, and distribution lists for every physical and digital asset.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------

 **Execution tip:** Use one controlled source for approved collection assets and remove superseded files before stores start installation.

17

Confirm stores and digital teams can access only the latest approved collection brief, planograms, styling guides, images, and customer-facing content.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A

 **Execution tip:** Use one controlled source for approved collection assets and remove superseded files before stores start installation.

18

Remove draft, expired, superseded, previous-season, or unapproved files from shared folders, print queues, store packs, and publishing systems.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A

 **Execution tip:** Use one controlled source for approved collection assets and remove superseded files before stores start installation.

4. Windows, mannequins, hero looks, entrance presentation, and launch impact

19

Confirm each store has the correct window directive, mannequin looks, hero products, props, graphics, lighting instructions, and reference images.

LIVE EVIDENCE

Ready

Needs action

Not ready

LIVE PHOTO

Add


Execution tip:

Approve windows and hero looks from live evidence, not only from the directive, because local installation quality determines customer impact.

20

Inspect mannequins, props, fixtures, plinths, lightboxes, hanging systems, electrical points, and installation hardware for safe and serviceable condition.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Approve windows and hero looks from live evidence, not only from the directive, because local installation quality determines customer impact.

21

Dress mannequins and hero displays with the approved products, layers, accessories, styling details, size presentation, and finishing standards.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Approve windows and hero looks from live evidence, not only from the directive, because local installation quality determines customer impact.

22

Verify window composition, focal points, sightlines, spacing, lighting, product hierarchy, campaign message, and customer visibility match the directive.

LIVE EVIDENCE

Ready

Needs action

Not ready

LIVE PHOTO

Add


Execution tip:

Approve windows and hero looks from live evidence, not only from the directive, because local installation quality determines customer impact.

23

Check entrance tables, feature walls, launch statements, collection signage, product stories, and key looks create a clear transition from window to store.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------


Execution tip:

Approve windows and hero looks from live evidence, not only from the directive, because local installation quality determines customer impact.

24

Capture timestamped wide-angle and close-up evidence and obtain approval before the collection is released to customers.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Approve windows and hero looks from live evidence, not only from the directive, because local installation quality determines customer impact.

5. Fixture zoning, product presentation, adjacencies, and merchandising standards

25

Confirm department zoning, fixture plans, capacity guides, wall elevations, tables, rails, shelves, and collection placement rules are current.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Compare live fixtures with the approved zoning and styling reference while allowing only documented store-specific exceptions.

26

Verify products are placed in the correct zone, fixture, sequence, level, face-out or folded presentation, and approved density.

LIVE EVIDENCE

Ready

Needs action

Not ready

LIVE PHOTO

Add


Execution tip:

Compare live fixtures with the approved zoning and styling reference while allowing only documented store-specific exceptions.

27

Check style stories, outfit building, category adjacencies, color flow, size sequencing, accessories, cross-merchandising, and coordinated collections.

ACTUAL / TARGET

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter


Execution tip:

Compare live fixtures with the approved zoning and styling reference while allowing only documented store-specific exceptions.

28

Maintain approved product density, facing, folding, hanging, steaming, spacing, ticket visibility, hanger direction, and replenishment access.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Compare live fixtures with the approved zoning and styling reference while allowing only documented store-specific exceptions.

29

Verify launch products are not diluted by old-season merchandise, conflicting campaigns, unauthorized substitutions, or excessive residual stock.

LIVE EVIDENCE

Ready

Needs action

Not ready

LIVE PHOTO

Add


Execution tip:

Compare live fixtures with the approved zoning and styling reference while allowing only documented store-specific exceptions.

30

Record any store-specific fixture constraint or assortment exception and obtain approval for the adapted merchandising solution.

RECORD TABLE

Record

Expected

Observed

Owner

Action


Execution tip:

Compare live fixtures with the approved zoning and styling reference while allowing only documented store-specific exceptions.

6. Pricing, labels, promotion setup, POS, and digital commerce readiness

31

Confirm launch prices, markdown status, introductory offers, bundles, loyalty rules, promotional mechanics, exclusions, start times, and end times are approved.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------


Execution tip:

Test physical and digital prices through the customer journey before launch, not only against the master price file.

32

Verify shelf labels, swing tickets, price cards, promotional signs, barcodes, item masters, and POS prices match the approved collection price file.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Test physical and digital prices through the customer journey before launch, not only against the master price file.

33

Test representative SKUs, sizes, colors, bundles, discounts, loyalty benefits, coupons, and returns through the POS before launch.

ACTUAL / TARGET

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter


Execution tip:

Test physical and digital prices through the customer journey before launch, not only against the master price file.

34

Confirm websites, apps, marketplaces, kiosks, digital screens, product pages, collection filters, search terms, imagery, prices, and availability are correct.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Test physical and digital prices through the customer journey before launch, not only against the master price file.

35

Check QR codes, landing pages, campaign links, product detail pages, style recommendations, and store-locator or stock-check functions work correctly.

LIVE EVIDENCE

Ready

Needs action

Not ready

LIVE PHOTO

Add


Execution tip:

Test physical and digital prices through the customer journey before launch, not only against the master price file.

36

Define customer remedies and escalation routes for price mismatch, failed promotion, unavailable digital product, incorrect image, or checkout issue.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Test physical and digital prices through the customer journey before launch, not only against the master price file.

7. Staff briefing, styling knowledge, customer messaging, and launch-day readiness

37

Brief store managers on the collection story, launch priorities, hero products, key looks, customer messages, critical dates, and escalation contacts.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Brief teams close to launch and verify understanding through practical product, styling, customer-service, and escalation questions.

38

Train customer-facing teams on product features, fit, fabric or material, care, styling combinations, size alternatives, accessories, and recommendations.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------


Execution tip:

Brief teams close to launch and verify understanding through practical product, styling, customer-service, and escalation questions.

39

Provide clear guidance for unavailable sizes, substitutions, online stock, click-and-collect, delivery, returns, exchanges, promotions, and customer complaints.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Brief teams close to launch and verify understanding through practical product, styling, customer-service, and escalation questions.

40

Assign setup, launch checks, replenishment, recovery, steaming, mannequin upkeep, stockroom support, digital checks, and issue reporting by role.

ACTUAL / TARGET

ACTUAL	Enter	TARGET	Enter	VARIANCE	Enter
--------	-------	--------	-------	----------	-------


Execution tip:

Brief teams close to launch and verify understanding through practical product, styling, customer-service, and escalation questions.

41

Verify launch-day staffing, management coverage, VM support, fitting-room support, stock support, cashier readiness, and peak-period coverage are sufficient.

LIVE EVIDENCE

Ready

Needs action

Not ready

LIVE PHOTO

Add


Execution tip:

Brief teams close to launch and verify understanding through practical product, styling, customer-service, and escalation questions.

42

Complete a final pre-opening review and treat missing product knowledge, unsafe setup, major stock gaps, or incorrect customer information as launch blockers.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Brief teams close to launch and verify understanding through practical product, styling, customer-service, and escalation questions.

8. Go-live execution, live evidence, replenishment, and store compliance

43

Verify every store and digital channel went live at the approved local time with the correct collection, assets, products, prices, and customer messaging.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Review evidence during the launch window and keep blockers open until corrected execution is verified with new proof.

44

Inspect windows, entrance zones, mannequins, fixtures, tables, walls, signage, tickets, product condition, cleanliness, and overall launch impact during live trading.

LIVE EVIDENCE

Ready

Needs action

Not ready

LIVE PHOTO

Add


Execution tip:

Review evidence during the launch window and keep blockers open until corrected execution is verified with new proof.

45

Confirm hero products, key sizes, colors, accessories, and coordinated looks remain available and are replenished from backroom stock without delay.

RECORD TABLE

Record	Expected	Observed	Owner	Action


Execution tip:

Review evidence during the launch window and keep blockers open until corrected execution is verified with new proof.

46

Capture timestamped evidence for windows, mannequins, hero zones, key fixtures, pricing, digital screens, stock gaps, and any execution exception.

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign


Execution tip:

Review evidence during the launch window and keep blockers open until corrected execution is verified with new proof.

47

Review store evidence centrally and record approval, rejection, priority, owner, due time, comments, and proof required for closure.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Review evidence during the launch window and keep blockers open until corrected execution is verified with new proof.

48

Correct failed execution, price errors, damaged displays, stock gaps, or misleading content and submit new evidence before the issue is closed.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Review evidence during the launch window and keep blockers open until corrected execution is verified with new proof.

9. In-season maintenance, sell-through, replenishment, substitutions, and transitions

49

Schedule routine recovery checks for product presentation, mannequin looks, folds, rails, tables, signage, lighting, cleanliness, and campaign condition.

LIVE EVIDENCE

Ready

Needs action

Not ready

LIVE PHOTO

Add

 **Execution tip:** Use sell-through and availability data to guide approved recovery without allowing the collection story to drift store by store.

50

Track sell-through, stock cover, size availability, color availability, replenishment delays, broken assortments, and repeated out-of-stock hero products.

ACTUAL / TARGET

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter

 **Execution tip:** Use sell-through and availability data to guide approved recovery without allowing the collection story to drift store by store.

51

Rebalance fixtures and product density when sell-through changes while preserving the approved collection story, hierarchy, and customer navigation.

SCORED RESPONSE

Ready

Needs action

Not ready

N/A

 **Execution tip:** Use sell-through and availability data to guide approved recovery without allowing the collection story to drift store by store.

52

Approve substitutions for sold-out products, missing sizes, unavailable colors, damaged props, or fixture constraints before changing the customer-facing execution.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------

 **Execution tip:** Use sell-through and availability data to guide approved recovery without allowing the collection story to drift store by store.

53

Control mid-season drops, capsule launches, markdowns, promotional overlays, new stories, and phased transitions with updated instructions and evidence.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A

 **Execution tip:** Use sell-through and availability data to guide approved recovery without allowing the collection story to drift store by store.

54

Escalate recurring execution gaps, weak replenishment, poor product availability, damaged assets, or stores repeatedly failing collection standards.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------

 **Execution tip:** Use sell-through and availability data to guide approved recovery without allowing the collection story to drift store by store.

10. End-of-season transition, stock disposition, learning, and management sign-off

55

Confirm collection end dates, markdown phases, replacement collection timing, local takedown windows, store responsibilities, and extension approvals.

CRITICAL

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign


Execution tip:

Do not close the season until assets, stock transitions, digital content, open issues, results, and next-season lessons are confirmed.

56

Remove expired campaign assets, restore approved layouts, return reusable props, archive digital content, and dispose of materials according to policy.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------


Execution tip:

Do not close the season until assets, stock transitions, digital content, open issues, results, and next-season lessons are confirmed.

57

Reconcile residual stock, markdown inventory, transfers, returns, carryover products, damaged goods, and products moving into the next collection story.

CRITICAL

SCORED RESPONSE

Ready

Needs action

Not ready

N/A


Execution tip:

Do not close the season until assets, stock transitions, digital content, open issues, results, and next-season lessons are confirmed.

58

Compare launch compliance, on-time execution, availability, sell-through, customer response, issue volume, correction speed, and store performance against targets.

ACTUAL / TARGET

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter


Execution tip:

Do not close the season until assets, stock transitions, digital content, open issues, results, and next-season lessons are confirmed.

59

Record lessons, recurring failures, successful styling or merchandising practices, allocation gaps, vendor issues, store support needs, and next-season actions.

RECORD TABLE

Record	Expected	Observed	Owner	Action
--------	----------	----------	-------	--------


Execution tip:

Do not close the season until assets, stock transitions, digital content, open issues, results, and next-season lessons are confirmed.

60

Complete final sign-off by collection owner, retail operations, visual merchandising, merchandising or buying, marketing, regional reviewer, date, and time.

CRITICAL

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign


Execution tip:

Do not close the season until assets, stock transitions, digital content, open issues, results, and next-season lessons are confirmed.

RUN THIS CHECKLIST DIGITALLY

Turn seasonal collection plans into verified store execution

Schedule launch tasks, capture live evidence, escalate blockers, assign corrections, verify closure, and compare seasonal execution across stores.

Try the Seasonal Collection Launch Checklist in Taqtics