

One-off or Job Production

One-off (also called Individual, Job production, made-to-measure or Bespoke) is a traditional method of production where one unique product is being made for a specific customer.

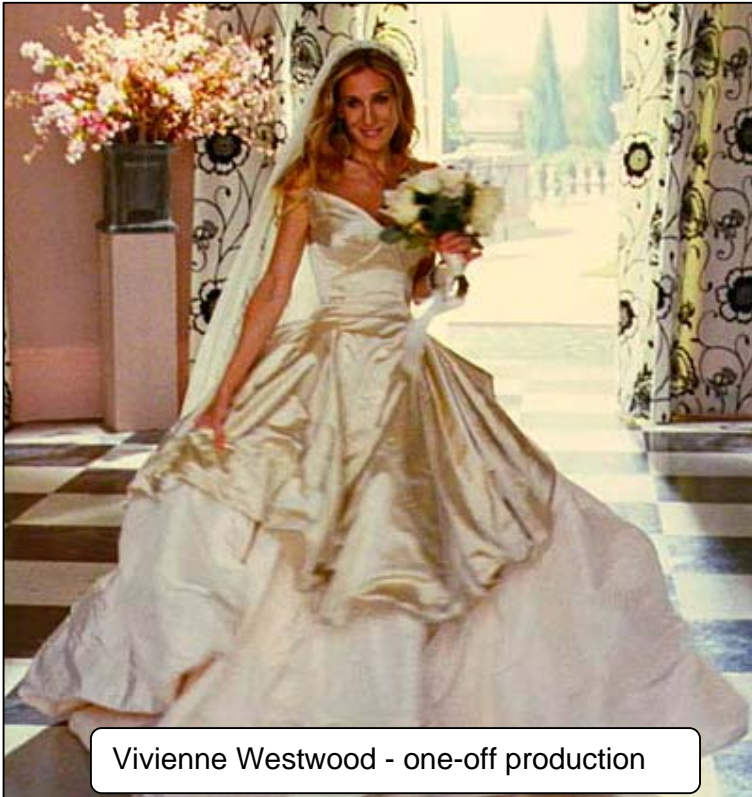
The basic facts

- ❖ The machine operators (machinists) are highly skilled. **One** machinist may be responsible for making the **whole** product. Sometimes a small group of very skilled machinists work together to make a product.
- ❖ It is **labour intensive** and **expensive**.
- ❖ The work can be very **intricate** and **detailed**. Hand work is often included.
- ❖ The machinery has to be **versatile** and easily adapted to suit different processes.
- ❖ It can be **time consuming**.
- ❖ Very **expensive** fabrics and components are usually used.
- ❖ One-off products are of a very **high quality** and **cost**.

Haute couture clothing falls into this category – made for individual customers, very expensive, exclusive. The target market for this type of clothing are very rich people such as celebrities who can afford to commission designers to make an exclusive outfit for a specific function or event. True Haute Couture is only produced by the French couture houses.

Bespoke tailoring – made to measure tailored suits or shirts for men and women. Some wedding dresses also fall into this category - made for individual clients.

Haute Couture or One-Off Clothing



Advantages of one-off production

- ❖ Prestige for the designers/manufacturers.
- ❖ Allows designers to be highly imaginative and creative.
- ❖ Opportunity to work with the finest and most exclusive fabrics.
- ❖ Fewer restrictions regarding the cost of individual products.
- ❖ One garment can sell for thousands of pounds.
- ❖ Hand made unique garments for the customer.
- ❖ Customers can have a direct influence over the product.
- ❖ Customers know they will have a high quality product.

Disadvantages of one-off production

- ❖ High cost of materials and labour.
- ❖ Mistakes in cutting materials or in manufacturing can be very costly.
- ❖ Too expensive for the majority of people, limited target market.
- ❖ Time consuming.
- ❖ Machinists have to be highly skilled and flexible.
- ❖ Customers could change their minds about the product.