

KOHL'S

Apparel CTD Overview

KOHL'S TECHNICAL DESIGN | Mar 2026

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Introduction to CTD Program

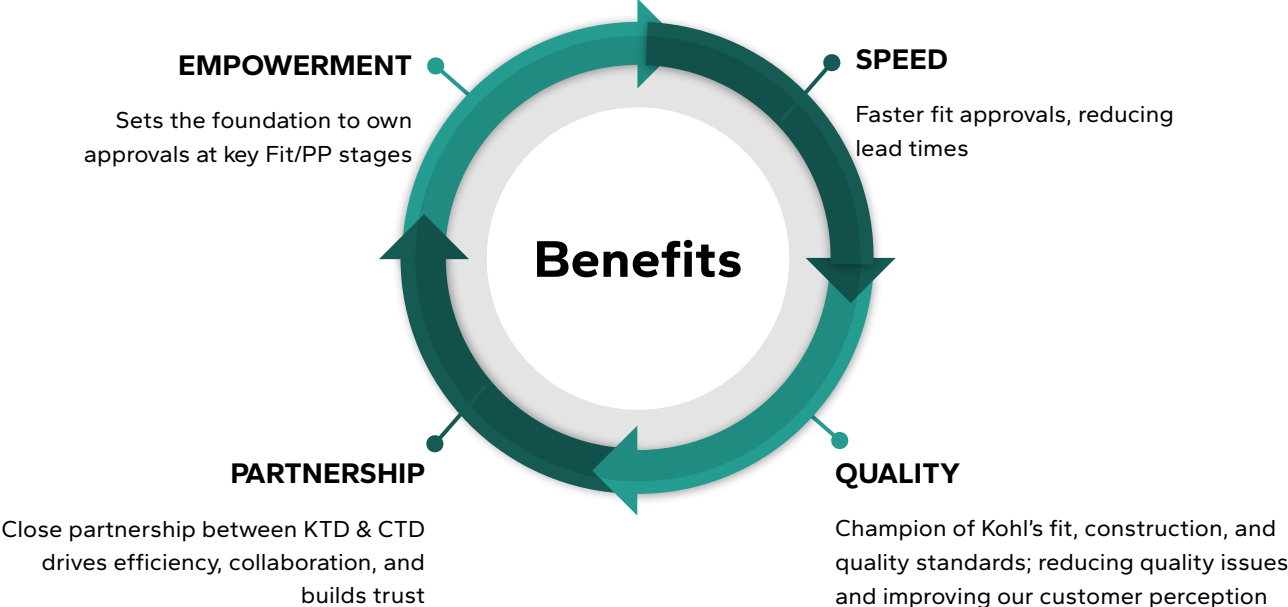
CTD Program Overview

The **Kohl's** Certified Technical Design (CTD) program is a training program built to **educate** and **empower** external business partners as **extensions of our Kohl's Technical Design team**.

Training includes learning about the CTD program and process, key resources and tools for Kohl's fit and standards, as well as communication best practices. The goal is for CTDs to assess garments through the same lens as Kohl's TD.

Developing a well-trained staff has the potential to transform organizations. The goals are to increase efficiency, improve accuracy, and provide consistency.

Benefits of CTD Program



What is the skill set for CTD?

EDUCATION

Formal degree in Garment Manufacturing, Textiles, Apparel Design, or related field

COMMUNICATION

Strong written & verbal communication skills in English
Effective communicator with both internal & external partners

EXPERIENCE

Working knowledge of Garment Construction & Manufacturing, Patternmaking, and/or Fitting
Competency in reviewing/understanding pattern shapes for accurate fit
Effective computer and technology skills

SOFT SKILLS

Assertive, takes initiative, and asks clarifying questions
Proactive problem solver and solution seeker
Collaborative, willing to learn & share knowledge, seek guidance, & assist others

What does the CTD need to succeed?

TOOLS

Technology

- Dedicated computer with reliable Internet Access
- Direct email address
- Digital Image Software
- Adobe Acrobat
- Adobe Illustrator
- OnePLM License for TD Access
- K-link Access

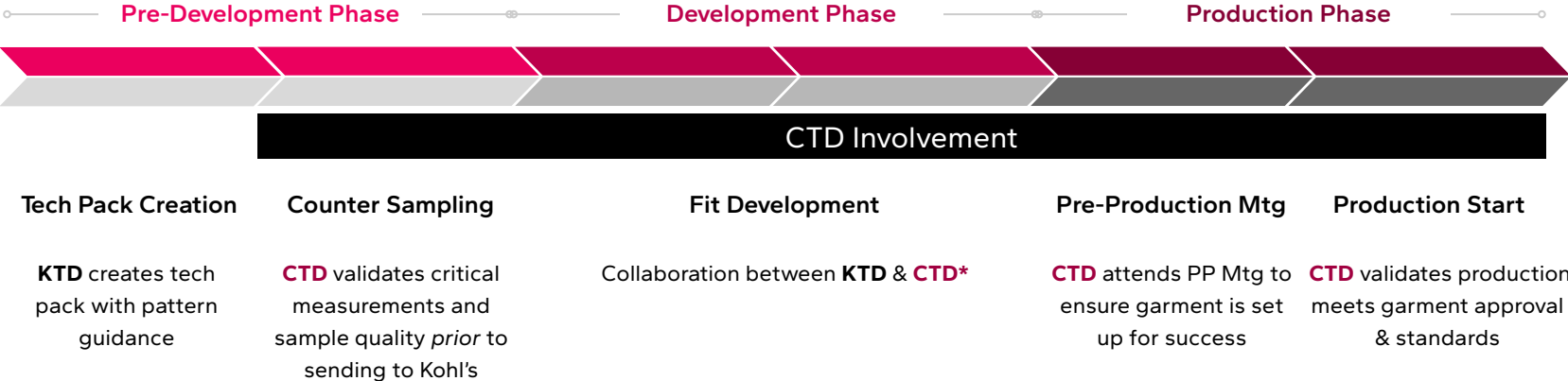
Physical

- Kohl's Alvanon Dressforms (see K-link)
- Digital Camera
- Measuring Tapes & Rulers
- Dedicated Workspace with Proper Lighting

SUPPORT

- Time to Train and/or Travel for Training
- Reasonable Workload
- Authority in their Role
 - CTD must have the authority to reject samples when execution is unacceptable
 - CTD must be empowered to direct improvements based on Kohl's Standards
- Equally Balanced Authority in the Organization
 - CTD must have the authority to voice concerns with sampling, production, timing etc without fear of retaliation or pressure from peers within your organization

Development Timeline & CTD Involvement



*While the goal is handoff majority of evaluations to the CTD - **KTD reserves the right to keep any fit approval in-house**, regardless of CTD level.

For a list of possible reasons - [see appendix](#)

CTD Responsibility by Level

CTD RESPONSIBILITY BY LEVEL

ALL LEVELS

Reviews all counter, fit, and PP samples for fit, balance, construction execution, and safety
Completes accurate sample measurements
Provides detailed communication using the Kohl's Fit Comment Template
Communicates thoroughly and proactively with the KTD
Recommends and creates Critical Points of Attention (CPA) page as needed, adds to Tech Pack
Follows Kohl's Sample Policies and champions Kohl's Standards

As CTDs are promoted up Levels they maintain the above "All Levels" responsibilities, and gain the below additional responsibilities

LEVEL 1

Senior Level CTD (or KTD) validates all of Level 1's **FIT** and **PP SAMPLE EVALUATIONS**

1 GAC 2

Senior Level CTD (or KTD) validates all of Level 2's **FIT SAMPLE EVALUATIONS**
With Senior Level CTD (or KTD) validation, takes **ownership** of **PP SAMPLE APPROVAL**

LEVEL 2

Senior Level CTD (or KTD) validates all of Level 2's **FIT SAMPLE EVALUATIONS**
Takes **ownership** of **PP SAMPLE APPROVAL** on behalf of KTD

2 GAC 3

With Senior Level CTD (or KTD) validation, takes **ownership** of **FIT SAMPLE APPROVALS**
Maintains **ownership** of **PP SAMPLE APPROVAL** on behalf of KTD

LEVEL 3

Takes **ownership** of both **FIT** and **PP SAMPLE APPROVAL** on behalf of KTD

LEVEL 4

Maintains **ownership** of both **FIT** and **PP SAMPLE APPROVAL**
Trains new CTDs on behalf of Kohl's
Assesses lower level CTDs, if acting as Measurer 2 on behalf of KTD

Summary: CTD Responsibility by Level

QUICK REFERENCE GUIDE	CTD LEVEL 1	CTD LEVEL 2	CTD LEVEL 3*	CTD LEVEL 4*
Validates COUNTER Sample Quality	✓	✓	✓	✓
Evaluates FIT Sample	✓	✓	✓	✓
Approves FIT Sample	KTD	KTD	✓	✓
Evaluates PP Sample	✓	✓	✓	✓
Approves PP Sample	KTD	✓	✓	✓
Trains New CTDs	KTD	KTD	KTD	✓




*In the event of internal organizational changes, vendor leadership is **required** to align with Kohl's Tech Design Leadership *before* reassigning or removing **Level 3** or **Level 4** CTDs from the Kohl's account.

How are CTDs assessed?

Level 1 & 2 CTDs* are assessed on the below metrics for every sample evaluation in PLM.

The T&S team provides bi-monthly reporting of CTD Assessments - however, CTDs are best set for success when regularly reviewing their recent assessments/evaluations.

When assessing a CTD, use the below guidance to **score each skill** as it applies to the **specific fit evaluation** currently in review.

-  Does Not Meet or Inconsistently Meets - Needs Improvement
-  Fully Meets Expectations - Does It Well
-  Consistently Exceeds - Goes Above and Beyond

Communication Skills

Has the CTD clearly & thoroughly communicated?

Complex issues are addressed effectively - using pictures, diagrams, patterns etc

Ability to understand perspective of KTD comments and apply to the next sample

Any deviations from TP are clearly called out

Comments follow fit comment template - and includes all necessary files (photos, patterns, nest patterns, pattern correction photos, 3D, etc)

Process & Policy

Has the CTD accurately measured the garment, following the current Kohl's HTM Guide?

Sample tags are properly filled out

Samples are accurately assessed, comments are timely - including sample updates (ie rejections, shipping notices, etc)

All vendor-owned fields are properly completed in PLM

Technical & Problem Solving Skills

Has the CTD demonstrated understanding of appropriate construction for this product type?

CTD verified functional trims are from preferred suppliers & appropriate for product type

Advised any production limitations with detail & offers solutions

Understood application of pattern/block

Understood nested pattern & identified grading correction

Identified sewing/handling problem vs pattern/fit problem

Fit Understanding & Execution

Did the CTD use the correct Kohl's dress form for their evaluation?

Understood fit intent by gender, brand, size range, and category

Properly analyzed specs and pattern shapes on the form to execute correct/revised fit

Referred to the appropriate POMs to update for fit/grade corrections

*Level 3 & 4 CTDs will receive assessments in PLM on an as needed basis

Thank You

KOHL'S

Technical Design Training & Standards Team

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Appendix

Reasons KTD May Keep TD Approval In-House

- High Profile Style
 - New Brand Launch
 - Core Essentials
 - Large unit orders
 - Complex/Difficult Construction or Fabric
 - Style of Significant Importance to the assortment
- New or Unproven Supplier
 - Vendor does not yet have Kohl's Dressform or Virtual Avatar
 - Vendor does not yet have Illustrator or PLM Access
- Unknown Fabric Properties
 - Fabric stretch, drape, recovery, or performance is yet to be determined
- Major Pattern/Spec/Styling Changes
- No aesthetic sign-off from Design/PD team