

## Case Study: How Iza Turns Her Love for Children's Clothing into Successful PDF Patterns

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**Iza from IP-Patterns** runs an online shop specialising in PDF patterns for children's clothing. To further develop her design skills, she completed two one-to-one online mentoring courses at Textilice.

- [Surface Pattern Design using Illustrator and Photoshop](#)
- [Pattern Drafting & Fashion Flats using Adobe Illustrator](#)

Combining creative surface pattern design with technical fashion design equipped Iza with the skills to create beautiful designs and develop professionally crafted digital PDF patterns for sale. In this interview, Iza explains how she turned her passion into a business.



*Iza Pajda from IP-Patterns*

### **The Beginning of IP-Patterns**

**Your webshop, IP-Patterns, specialises in PDF patterns for children's clothing and handmade items. Can you take us back to the beginning? How did IP-Patterns start?**

My sewing journey began in 2015, shortly after the birth of my son. I started making baby essentials and my first business did very well. Unfortunately, after experiencing a miscarriage in 2018, I suffered from burnout and had to close my business.

Then, in 2020, my daughter was born and I decided to spend as much time with her as possible. I started sewing again. This time, I made not only baby\_essentials, but also clothing for girls. The results exceeded all my expectations.

During that period, I had the idea of deepening my knowledge of clothing design. On the same day that I was thinking about it, I came across an online advertisement for a [Textilice](#) course. I signed up immediately.

First, I subscribed to the [Pattern Drafting & Fashion Flats using Adobe Illustrator](#) one-to-one mentoring, followed by the [Surface Pattern Design using Illustrator and Photoshop](#) one-to-one mentoring. In 2025, I decided to focus entirely on designing children's clothing, changed the name of my business and started developing my own patterns.



Today, my PDF patterns are selling very well, and I receive lots of positive feedback from customers. This gives me great joy and motivation to continue developing my business, IP Patterns.

## **Design style and vision**

**You currently focus on children's clothing. How would you describe your design style?**

My designs are simple, functional and child-friendly, with subtle touches of modern elegance.

My main focus is on comfort, natural materials, and details that make the clothing beautiful and pleasant to wear.

A typical IP-Patterns design is practical and easy to make at home. I design my patterns with love and care so that children feel comfortable and parents enjoy the process of making them.



My patterns are designed for both mothers who want to quickly and easily make a basic model and more experienced sewists who want to easily adapt the design and create their own unique version.

## Creativity versus technique

**You have completed the following online training courses: [Pattern Drafting & Fashion Flats using Adobe Illustrator](#) and [Surface Pattern Design using Illustrator and Photoshop](#). How has developing your creative and technical skills influenced your professional development?**

Technical knowledge, such as digital pattern drafting in Adobe Illustrator, is very important to me. Thanks to this technique, I can create accurate, easy-to-grade and professional PDF patterns that are ready to sew at home.

Mastering this technique gives me a lot of freedom. I can make quick adjustments, experiment with new styles and create variations that can easily be adapted to customers' different needs. In short, a solid technical foundation enables me to combine creativity with the practical usability of my designs.



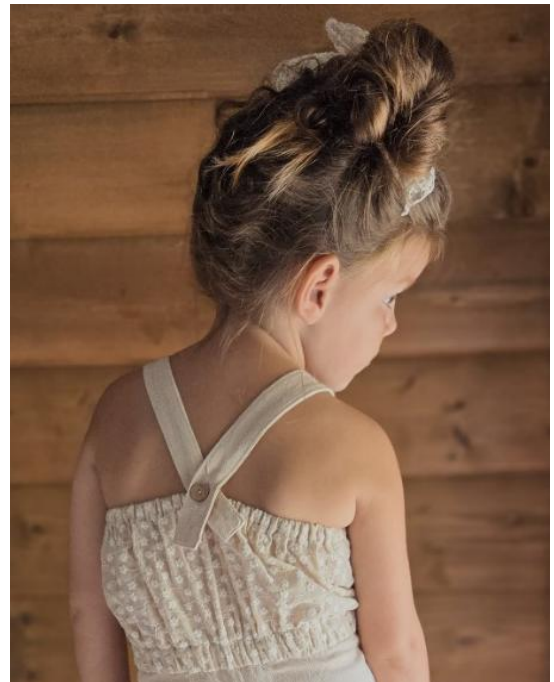
For me, creativity and technical knowledge are equally important.

Creativity leads to beautiful and original designs.

Technical skills ensure that those designs can be successfully produced and worn.

Together, they make my patterns beautiful and practical.

The online training courses were extremely valuable and helped me enormously on my chosen path.



## **What gave you the confidence to start selling your patterns professionally?**

My confidence grew gradually. I realised that I could explain my patterns clearly and accessibly through the instructions, illustrations and explanations in my PDF patterns. When I started out, that was exactly the kind of support I had been missing.

In addition, positive feedback from mothers using my products gave me the confidence that my designs are valuable.

My first pattern is very different from my newest designs because I am constantly learning new things. Each new project incorporates additional features that enhance the pattern's quality and user-friendliness for home sewists.

## **When did you feel that you were really working professionally?**

That feeling came gradually. With each new pattern and positive customer response, I became more aware that my work had genuine value. As a perfectionist, I still sometimes feel that it could be better, but it is precisely this attention to detail that improves my patterns.



**How often do you launch new PDF patterns? Do you work to a fixed schedule, or do you release new products more randomly?**

I try to release new PDF patterns regularly, but not always according to a strict schedule. I have a general plan and ideas for future designs, but the exact release date depends on when a pattern is fully developed and ready.

My aim is for every new pattern to be well thought out, easy to sew at home and meet the expectations of the mothers who use it.

## **The Role of Social Media**

**Do you notice your business growing? What role does social media play in that?**

My business is definitely growing, and social media has played a significant part in that.

Through social media, I can showcase my designs, share inspiration and communicate directly with people who sew at home. It also provides valuable feedback that helps me improve my patterns further.

I have recently noticed that all kinds of posts perform well, but those showing my current projects, such as behind-the-scenes content or new launches, receive the most attention. This shows that my followers are interested in my creations and want to stay updated on my projects.



I don't work with a strict content plan. I post when I have the energy and feel like it. The exceptions are promotions for new products or calls for pattern testers, which I always plan in advance. Everything else happens spontaneously.

I adopted this way of working from my experience with my previous business. Back then, I kept waiting for the perfect photo. I wouldn't publish anything until it was absolutely perfect.

Now I know that authenticity and spontaneity attract far more people. By sharing what I create in the moment, I showcase my products in a way that truly connects with people.





## **What does your working week look like?**

Each week is different because I combine work with my role as a mother.

I usually work on the computer in the mornings, developing new projects and PDF patterns. In the afternoons, I prefer to sew. Fridays are fully dedicated to sewing.

Other tasks, such as doing photo shoots with my daughter, depend on her mood. Sometimes everything works out right away and sometimes I have to wait a day or two.

My planning also depends on daily responsibilities and the children's school schedule, so I often have to be flexible and adapt to each day as it comes. In the evenings, once the children are asleep, I often spend another hour or two on the computer, working on new projects or finalising details.

## **The Power of Graphic Software**

**How important is knowledge of graphic software for designers who want to work professionally? In what ways has this technical knowledge contributed to the growth of IP-Patterns, for example in terms of efficiency, professionalism or customer trust?**

Knowledge of graphic software, such as Adobe Illustrator, is very important to me. It enables me to create clear PDF patterns and fashion flats, showing every detail of the design. This enables people who sew at home to see exactly what the final result will look like and how to make the garment correctly.

This technical knowledge has also contributed directly to IP-Patterns' growth. My designs are more professional and consistent, which strengthens customer trust. I can also release new products more quickly, and the clear drawings give beginners

confidence when using my patterns.



## Which skills should every designer invest in and why?

Every beginner designer should primarily learn how to turn ideas into practical designs, whether through sketches, patterns or prototypes. Patience and an eye for detail are also important because it is often the small things that make the difference.

The skills I would recommend investing in are digital pattern drafting and creating fashion flats. This opens up enormous possibilities: you can design with precision, test different variations and make quick adjustments. It also gives you a professional image as a designer.





## Important Learning Moments

**Can you think of a mistake or an important learning moment that helped you move forward?**

The most important lesson I have learned is that you don't have to wait for perfection. In the past, I used to postpone publishing until I was 100% satisfied. Now I know it is better to simply begin. Imperfections do not reduce your customers' trust; in fact, they often attract attention through their authenticity.





## **What advice would you give to designers who doubt whether they are 'good enough' to sell their work?**

My advice is simple: just start and share what you make. Perfection comes with experience, and every attempt you make and every piece of customer feedback gives you more confidence and helps you develop your skills. Trust yourself and your ideas.

Passion and authenticity attract people.

## **Can you see IP-Patterns growing alongside your daughter?**

My daughter is my greatest inspiration and, in a sense, the face of IP-Patterns. It was with her in mind that I started designing children's clothing. I hope the brand will grow alongside her. In the future, I would love to launch a line for teenagers, so that the designs fit every stage of her growing up.

Currently, I create products for women, and in the long term, I dream of designing a mother-and-child line. I have lots of ideas for developing the brand further, but I'm keeping some of them secret for now.

In five years, I hope that IP-Patterns will be known not only in the Netherlands but also in other countries and that my designs will inspire mothers to take up sewing.



## What does success mean to you?

To me, success is a combination of different things:

- creative freedom
- being able to continue developing my ideas
- a growing community
- inspiring others to create for themselves.

Most importantly, I want my designs to bring joy and inspiration to others.

**Looking for beautiful PDF patterns for children's clothing or fresh sewing inspiration? Get to know the work of Iza from IP-Patterns.**

Discover Iza's designs and shop her PDF patterns on her website:

<https://www.ip-patterns.com/>

Want to follow her creative process, see new designs, and stay updated on pattern launches? Follow IP-Patterns on Instagram:

**@ip\_patterns**

[https://www.instagram.com/ip\\_patterns/](https://www.instagram.com/ip_patterns/)

**Interested in learning how to create professional PDF patterns and fashion flats yourself?**

Take a look at our complete range of online courses:

<https://elearning-textilice.com>