

PODpartner Launches 'VoteCustom Program': 8 Community-Designed Styles Are Now Live — Design, Order, and Sell Today

PODpartner's inaugural VoteCustom Program has closed. 8 community-designed, market-validated styles across 4 silhouettes are live now.

SHENZHEN, GUANGDONG, CHINA, May 13, 2026 /EINPresswire.com/ -- [PODpartner](#), a global leader in Print-on-Demand solutions, today announces the successful completion of its inaugural VoteCustom Program (VC Program) and the official launch of 8 winning styles on the PODpartner platform.

The winning configurations — shaped entirely by merchant votes — are now fully live. Each of the four voted silhouettes has been produced in its Top 2 community-chosen craft treatments, resulting in 8 distinct, market-validated products ready to list. Sellers can log in today to design, place orders, and list these styles directly to their stores. No waiting. No guesswork. Just products the market already asked for.

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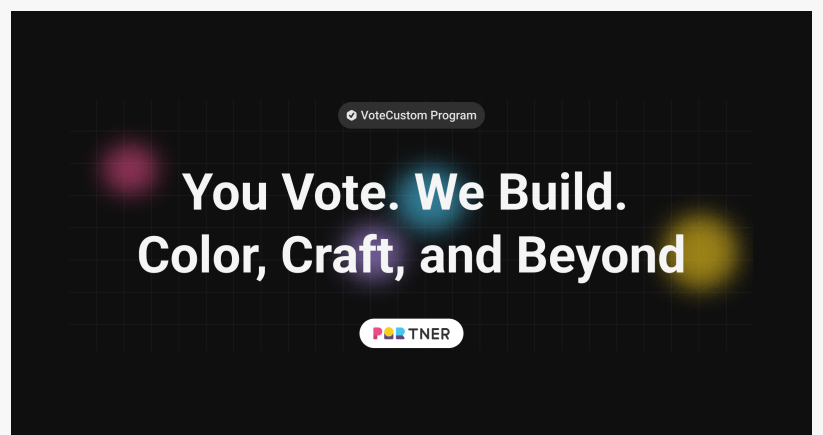
We didn't just want to launch new products — we wanted to launch the right products”

*Spokesperson from
PODpartner*

This milestone marks a decisive shift from "Supply-Driven" to "Demand-First" manufacturing. By empowering merchants to define product specifications before production, PODpartner has validated a new model that eliminates inventory risk and aligns output directly with real market demand.

Unlocking Design Freedom

More than just an efficiency play, the VoteCustom Program unlocks unprecedented design freedom for sellers. Traditionally, POD merchants were limited to standard blanks. Now, they can influence the very fabric and finish of their products — choosing between premium textures like Brushed Fleece or French Terry, and applying high-end treatments such as Snow Wash, Sun Faded, or Distressed effects — creating retail-quality garments that stand out in a crowded



PODpartner VoteCustom Program — You Vote. We Build. Color, Craft, and Beyond

market.

The VoteCustom Model: From Community Consensus to Live Product

The program invited the PODpartner merchant community to act as product developers for four core silhouettes. Unlike traditional retail models where brands guess what will sell, the VC Program allowed merchants to vote across three independent modules:

- Texture: Brushed Fleece vs. French Terry — the winning fabric becomes the sole material for that release.
- Craft: Snow Wash, Sun Faded, Distressed, or Original — the Top 2 most-voted treatments each become a standalone product.
- Color: From a curated pool of 12 trend-forward colorways, the Top 5 winning colors were locked in for each style.

To ensure the most engaged voices carried the most weight, PODpartner applied a Membership Tier Weighted Voting System. While every merchant received one vote, the influence of that vote was scaled by loyalty tier — from 1x (VIP0) up to 3x (VIP3) — ensuring that the platform's most active partners meaningfully shaped the final outcome.

The Results: 8 Community-Designed Styles, Now Live

The "Community's Choice" configurations have been finalized across all four silhouettes, producing 8 individual products now officially available on the PODpartner platform:

Silhouette 1: Boxy Hoodie

Fabric: French Terry · Colors: Medium Gray · Sky Blue · Patriot Blue · Primrose Pink · Lapis Blue
420GSM Unisex Boxy Hoodie – VoteCustom Edition (Craft: Unprocessed)
420GSM Unisex Snow Wash Boxy Hoodie – VoteCustom Edition (Craft: Snow Wash)

Silhouette 2: Classic Boxy Hoodie

Fabric: French Terry · Colors: Medium Gray · Primrose Pink · Patriot Blue · Mocha Mousse · Lavender
420GSM Unisex Classic Boxy Hoodie – VoteCustom Edition (Craft: Unprocessed)
420GSM Unisex Classic Boxy Sun Faded Hoodie – VoteCustom Edition (Craft: Sun Faded)

Silhouette 3: Snap Collar Hoodie

Fabric: French Terry · Colors: Medium Gray · Patriot Blue · Lavender · Primrose Pink · Mocha Mousse
420GSM Unisex Snap Collar Hoodie – VoteCustom Edition (Craft: Unprocessed)
420GSM Unisex Snap Collar Snow Wash Hoodie – VoteCustom Edition (Craft: Snow Wash)

Silhouette 4: Relaxed Fit Sweatpants

Fabric: French Terry · Colors: Medium Gray · Patriot Blue · Primrose Pink · Sky Blue · Lapis Blue
420GSM Unisex Relaxed Fit Sweatpants – VoteCustom Edition (Craft: Unprocessed)
420GSM Unisex Relaxed Fit Distressed Sweatpants – VoteCustom Edition (Craft: Distressed)

"We didn't just want to launch new products — we wanted to launch the right products," said the spokesperson from PODpartner. "The VoteCustom Program gave us something no internal team can replicate: real demand signals, before a single unit was produced. Every color, every finish, every fabric choice across these 8 styles was decided by the market itself. They aren't just live — they're already validated. That's the future of how apparel should be built."

Premium Customization: For Brands That Want to Go Further

While the VoteCustom winners represent the community's consensus, PODpartner recognizes that some brands require a distinct identity beyond the public vote. For sellers seeking full exclusivity, the platform offers Premium Customization Services:

- Total Freedom: Select any texture or wash treatment tailored specifically to your brand vision.
- Custom Color: Unlock Pantone-matched dyeing for precise brand color consistency across your entire collection.
- Bulk Access: Available for orders of 200+ pieces per color, empowering high-volume sellers to create truly unique, private-label collections that no other seller can replicate.

Available Now

All 8 winning community-designed styles are live on the PODpartner platform today. Merchants can immediately:

1. Browse all 8 winning configurations across 4 silhouettes
2. Add custom designs and branding
3. Place orders and list products to their stores — all in one session

[\[Start Designing Now\]](#)

About PODpartner

Founded in 2019, PODpartner serves over 5,000 international clothing brands with comprehensive print-on-demand and dropshipping solutions. The team consists of apparel industry veterans who understand the challenges brands face and are committed to leveraging cutting-edge technology to revolutionize traditional manufacturing processes.

With industry expertise and advanced manufacturing facilities, PODpartner delivers high-quality products and exceptional service to sellers worldwide. The team's technology investments unlock creative potential, enabling sellers to build and grow their own apparel brands.

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