

Concept Board



Tech wear



Fast remove



Mult. purpose



SAVE EARTH



Grunge



Multi Purposes



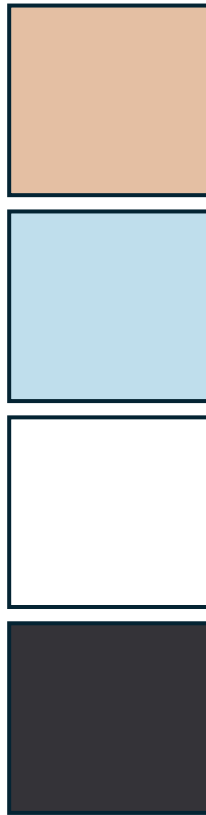
Colour and Fabric Direction



Denim Fabrics



Other Fabrics



Dsquared2
S/S23 Runway
Show



Isabel Marant
SS26



Cecilie Bahnsen
SS26



Chloé SS26:
designer,
Chemena Kamali



Customer Research



Transport Travel

Non-Binary

20 ~ 35

Collaboration Shops

Cities

**Techwear
X
Grunge**

Research



- Want oversized outfits
- Multi-purpose, e.g. mixer scarf with hoodie and cape

Research



- Important Oversized outfit
- Make yourself comfortable in the space
- Could be multi-purpose inside and out?

Research



- Mix media colours
- Abstract colour
- Odd pattern on the other fabrics

Design Developments

Road Mark

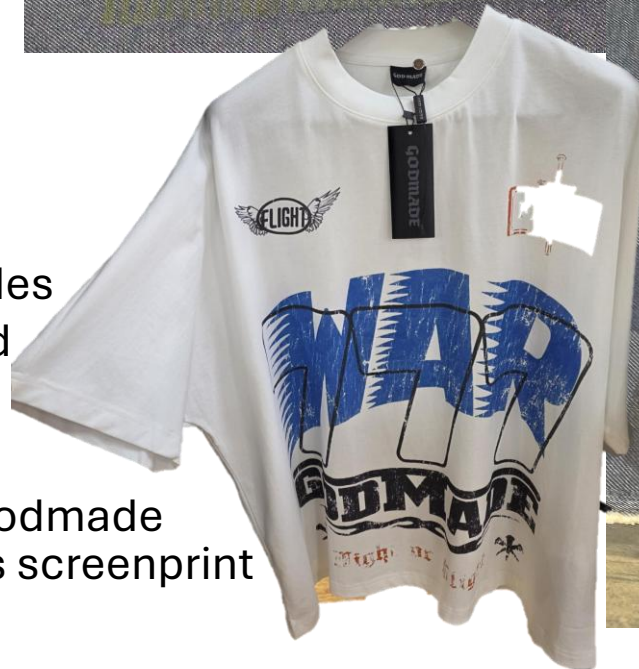


Two-layer out of contract colours

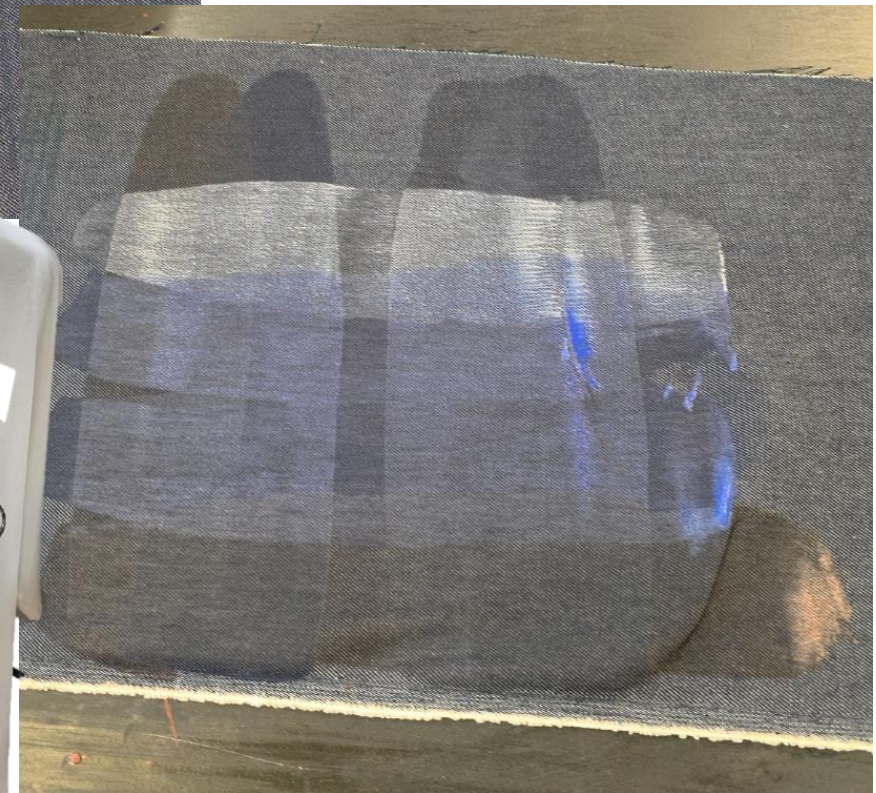


Cross Road

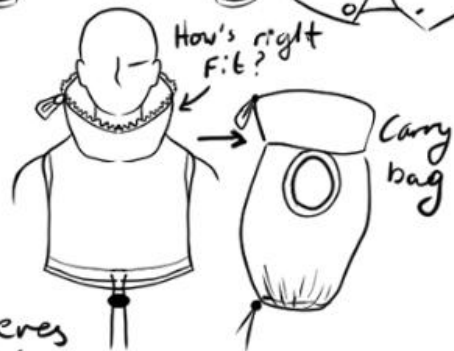
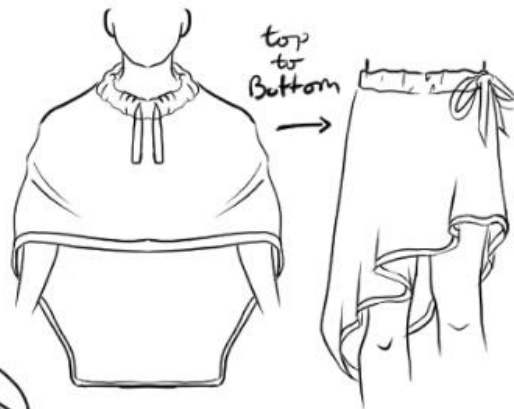
Every year, change fades on the road



Godmade Fonts screenprint

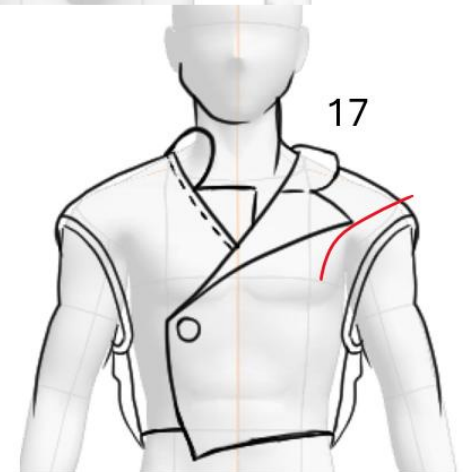
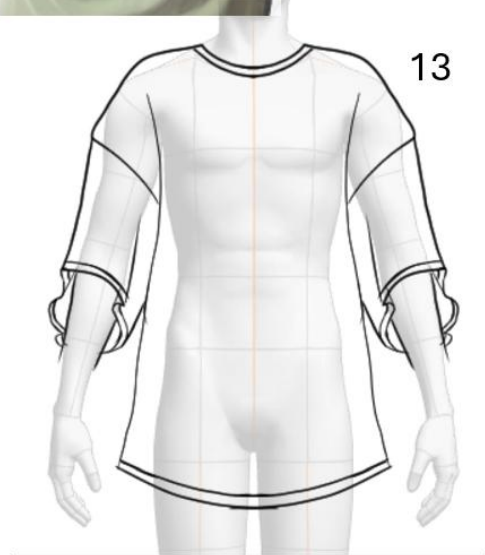
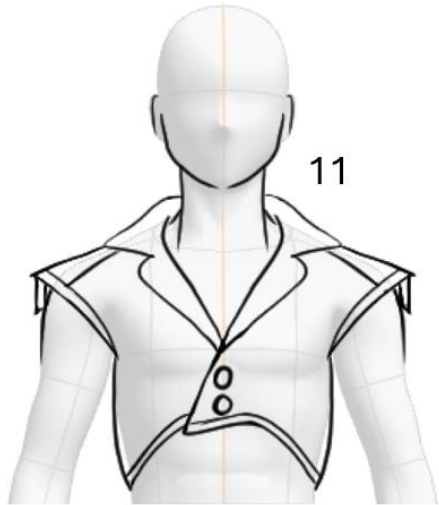
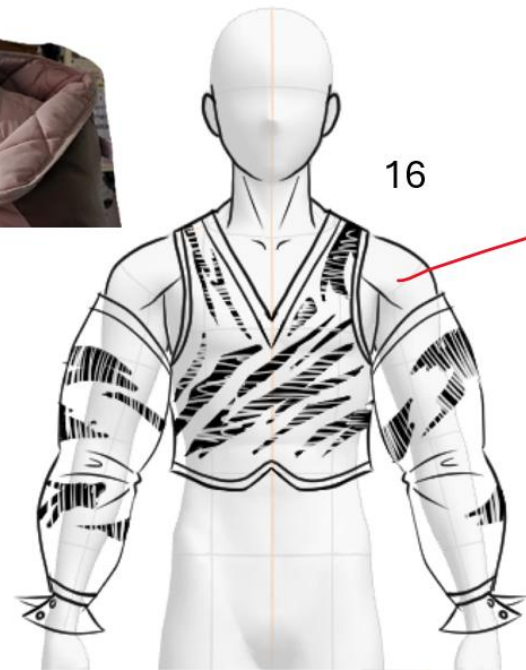
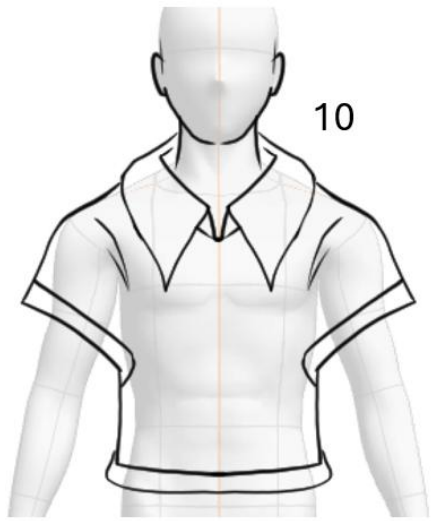


Design Developments



- Important Oversized in CAD
- Only Multi-purpose mix others

Design Developments



Final Line Up

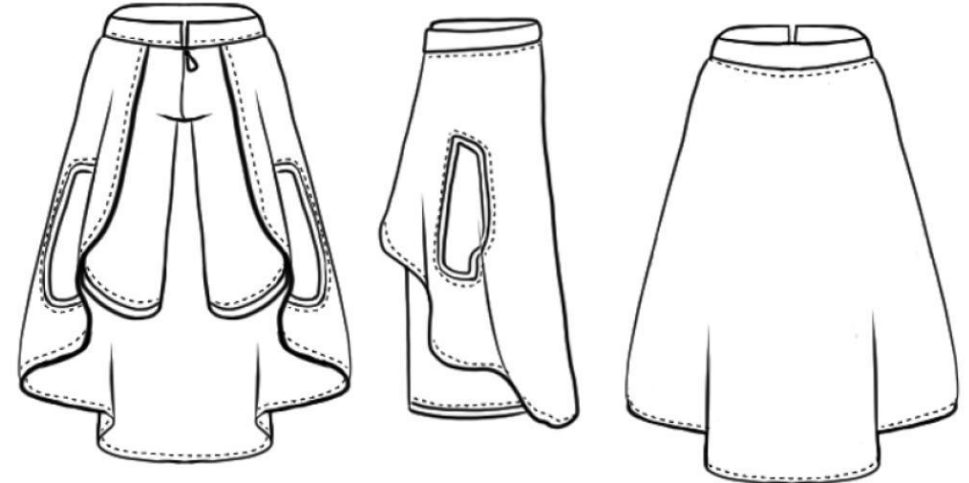
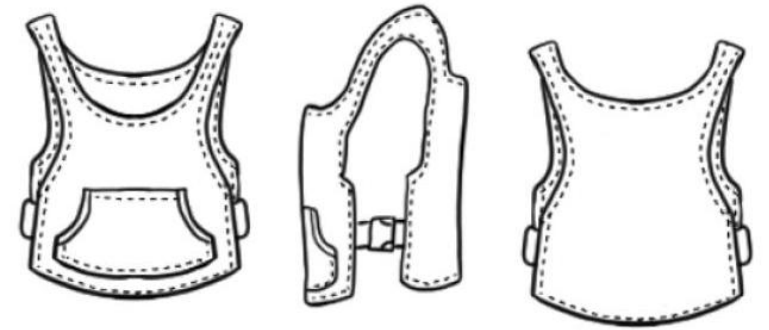
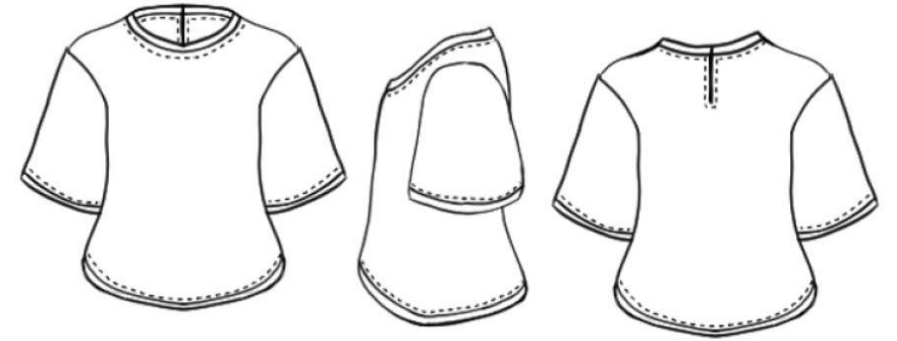


Final Design Board for Outfit #1

Fabrics:



Print Colours:

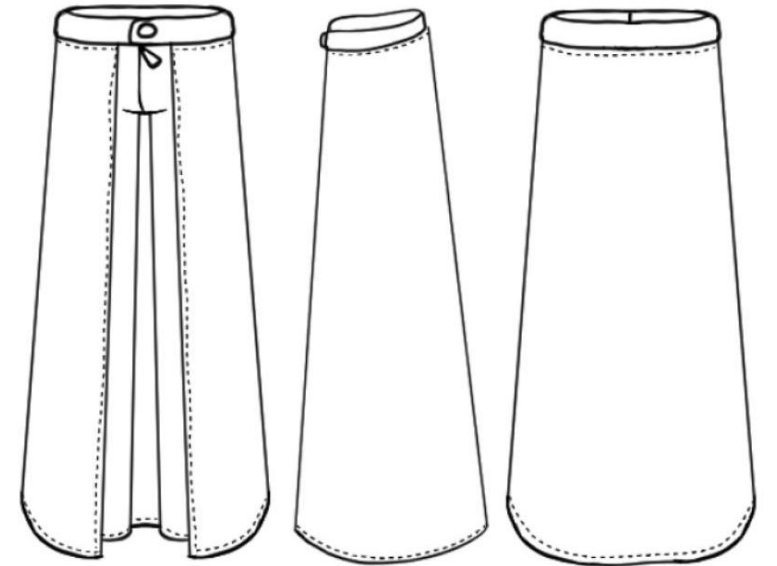
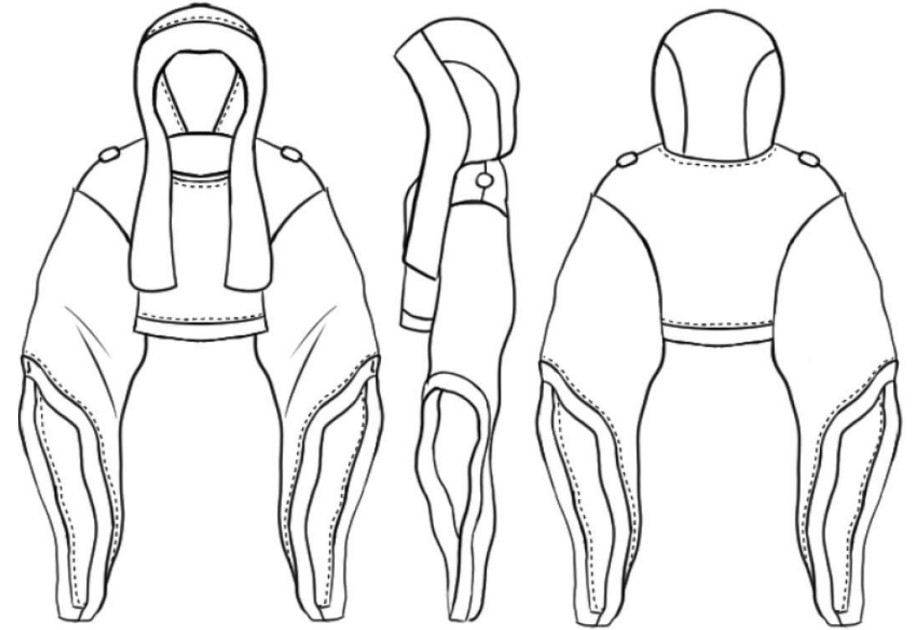


Final Design Board for Outfit #2

Fabrics:



Print Colours:

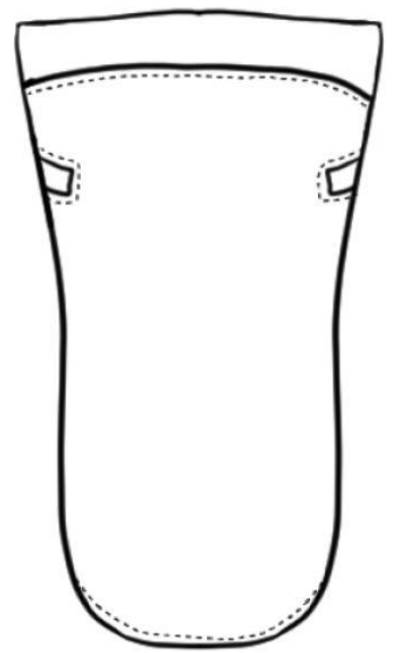
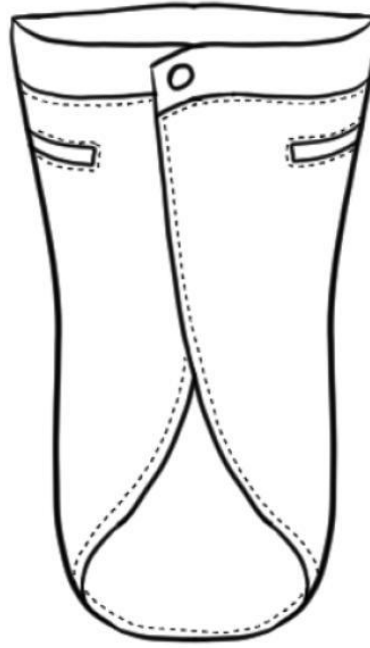


Final Design Board for Outfit #3

Fabrics:



Print Colours:



Final Photoshoot

