



daydream
nation

вү төйка freckleton

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ABOUT

daydream nation is a brand that hopes to bring a ray of sunshine and colour to a world which has become slightly dull, boring and monotonous. we want to remind people not to take themselves too seriously. featuring dreamy psychedelic designs and a colour palette that will lift anyone's spirit.

inspired by fairy folklore and psychedelic art. we believe our brand carries the nature of these themes throughout our designs, as these are both themes that have a carefree, youthful and colourful nature.

competitor: somewhere nowhere

- somewhere nowhere is a brand created by designer duo rex lo and elly cheng.**
- IT was created in london in 2012 but they have since moved their studio to hong kong.**
- THIS BRAND “speaks for anyone who dares to express themselves and fearless with colour and texture. They aspire to create a dreamy, youthful and inimitable style of our generation.”**
- THEY CREATE DRESSES, TOPS, BOTTOMS, JACKETS, BAGS, SCARVES, HATS AND JEWELRY WITH A PRICE RANGE OF \$50 – \$365.**

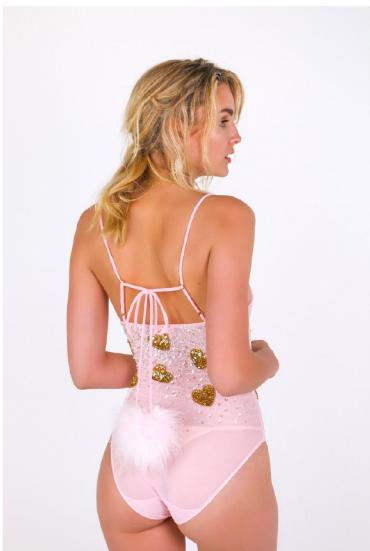
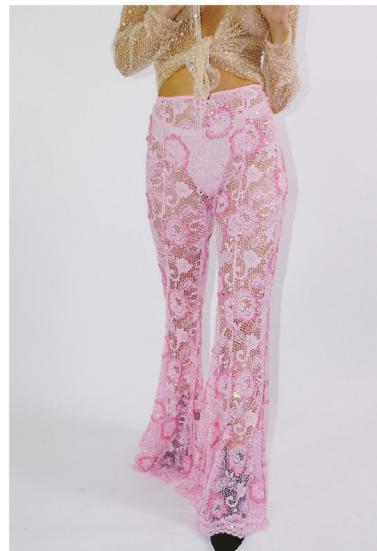
competitor: somewhere nowhere



competitor: dyspnea

- dyspnea is from a designer duo from perth, wa, australia.**
- they “design for bold girls and the occasional boy as an outlet for their neon dreams.”**
- their garments are designed for the daring, featuring, sheer embroidered fabrics, sequins and glitter, in feminine designs with a colour range of baby pink, beige, red and black.**
- their price range is \$79 – \$849**

competitor: puspnea



competitor: lazy oaf

- lazy oaf is an independent streetwear brand created by illustrator and designer gemma shiel, it is london based.**
- “her attitude of poking fun and not taking anything too seriously is carried through the whole design ethos, continually inspired by youth nostalgia, teenage rebellion and a sense of apathy towards conforming to the norm.”**
- they provide to both women and menswear with a price range from \$7 – \$350.**

competitor: lazy oaf



competitor: millie savage label

- millie savage is a jewelry artist and designer from mornington peninsula, victoria, australia.**
- “her obsession with the magic and beauty that can be found in life’s smallest things is reflected throughout her works.”**
- all of their clothing is made in-house at not a stitch up productions, a factory owned by millie savage and zephra jackson.**
- their fabrics are also ethically sourced and the beading done by local women.**
- she creates garments which feature incredibly detailed embellishments.**
- her current collections include one called ‘used and abused’. which features pre-loved t-shirts with a small rectangle of a beaded image on the front.**
- as well as one called ‘one of the thangs’, which features angelic garments with beaded and embellished features.**
- her price range is \$129 – \$490.**

competitor: millie savage label



\$\$\$

Dyspnea



*daydream
nation*

EMMA
MULHOLLAND

SOMEWHERE
NOWHERE

local

international

LAZY OAF

Sugar Thrillz

\$

10

4 p's product

my product is a clothing brand for young women from the target age group being 15 – 19. my products will be made of high quality from original designs. i believe my product has a point of difference, as its competitors in the australian market offer designs at extremely high prices and different aesthetics. additionally, its international competitors offer products at cheaper prices of a lower quality. therefore, i believe there is a gap in the australian market as there is nothing being offered like it in terms of design, the main competitors are international. my products are designed to be worn for events and on weekends, but can be worn as daywear if desired. my chosen target market strive to be stylish and have clothing that they can feel pretty in and will make them stand out.

price

i want to sell my products at mid range prices from \$100 – \$300. this price point is lower than that of the australian competitors, but higher than that of international competitors. i will also host giveaways and sales.

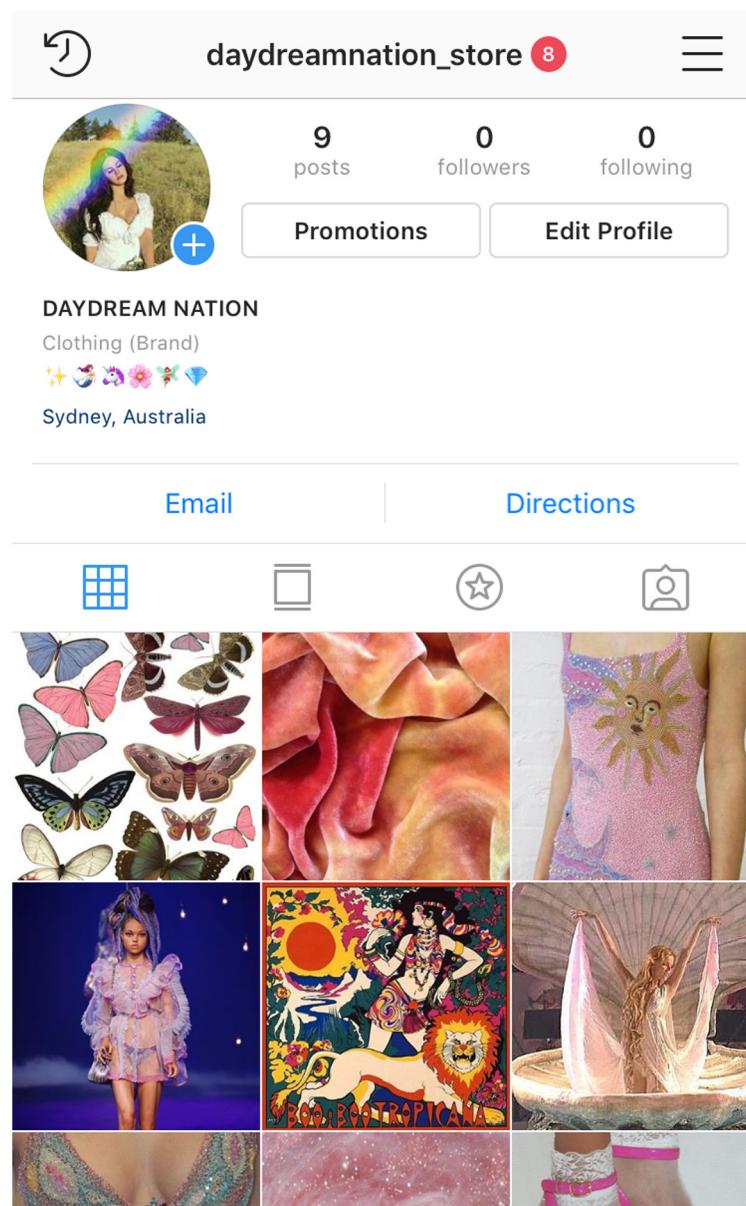
promotion

in our current society, a crucial part of promotion for a brand is the use of internet and social media marketing. i aim to successfully utilise this platform to promote my brand. the use of social media, in particular instagram, i believe will be useful to my brand as young women have a strong presence on these apps and as i belong to this age range i am aware of how to successfully target this market. additionally, i will seek out ambassadors for my brand to reach a larger audience.

place

online shopping has become one of the most popular forms of shopping in our current society and for a business to succeed it should utilise this. i will provide an online store that is of ease to the consumer and is designed in a way to further market my brand. additionally, i may begin to try and sell to stockists, such as dolls kill, which is an american site that operates internationally that could assist in spreading my brand globally.

Instagram page

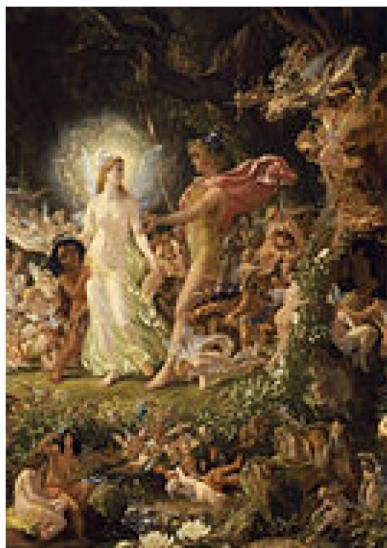
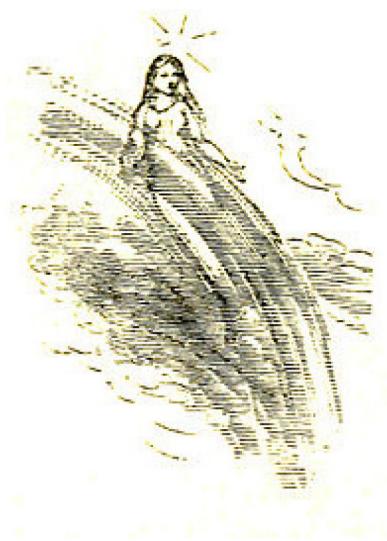


as part of my marketing plan, i will create an instagram account. i will post images of inspiration, eventually promotional images of my garments and reposted photos of customers wearing my product. i will utilise instagram's business tools such as knowing how many people view which posts and updating the content based on this. as well as the function in which i am able to pay for my posts to be shown in other people's feeds which is a cheap and easy form of advertising that can be effective. instagram will also be a useful platform in which to host small giveaways and sales to gain attraction to my brand.

Branding material

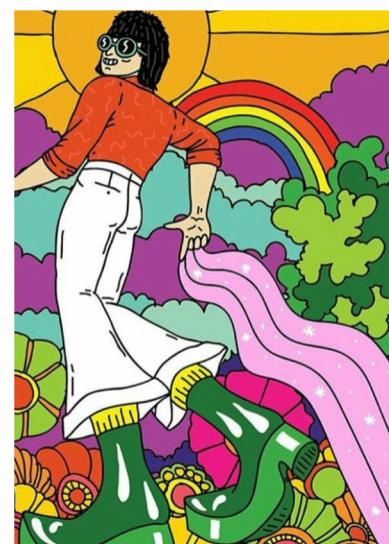
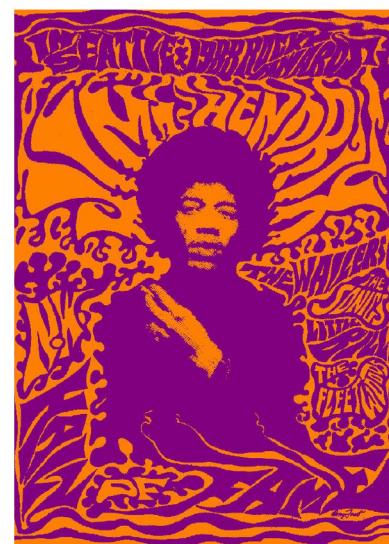
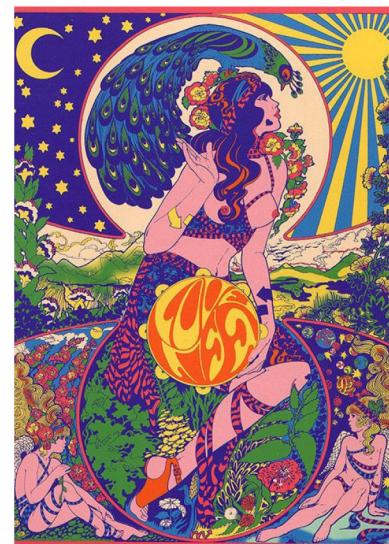
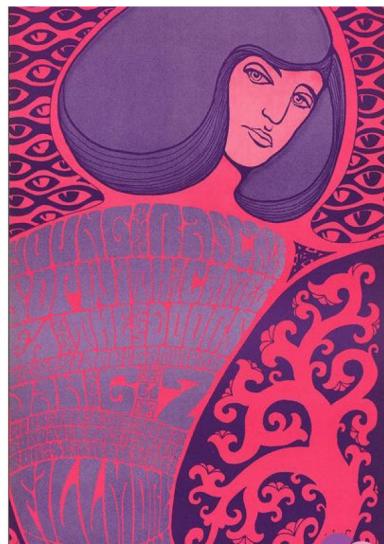


fairy folklore

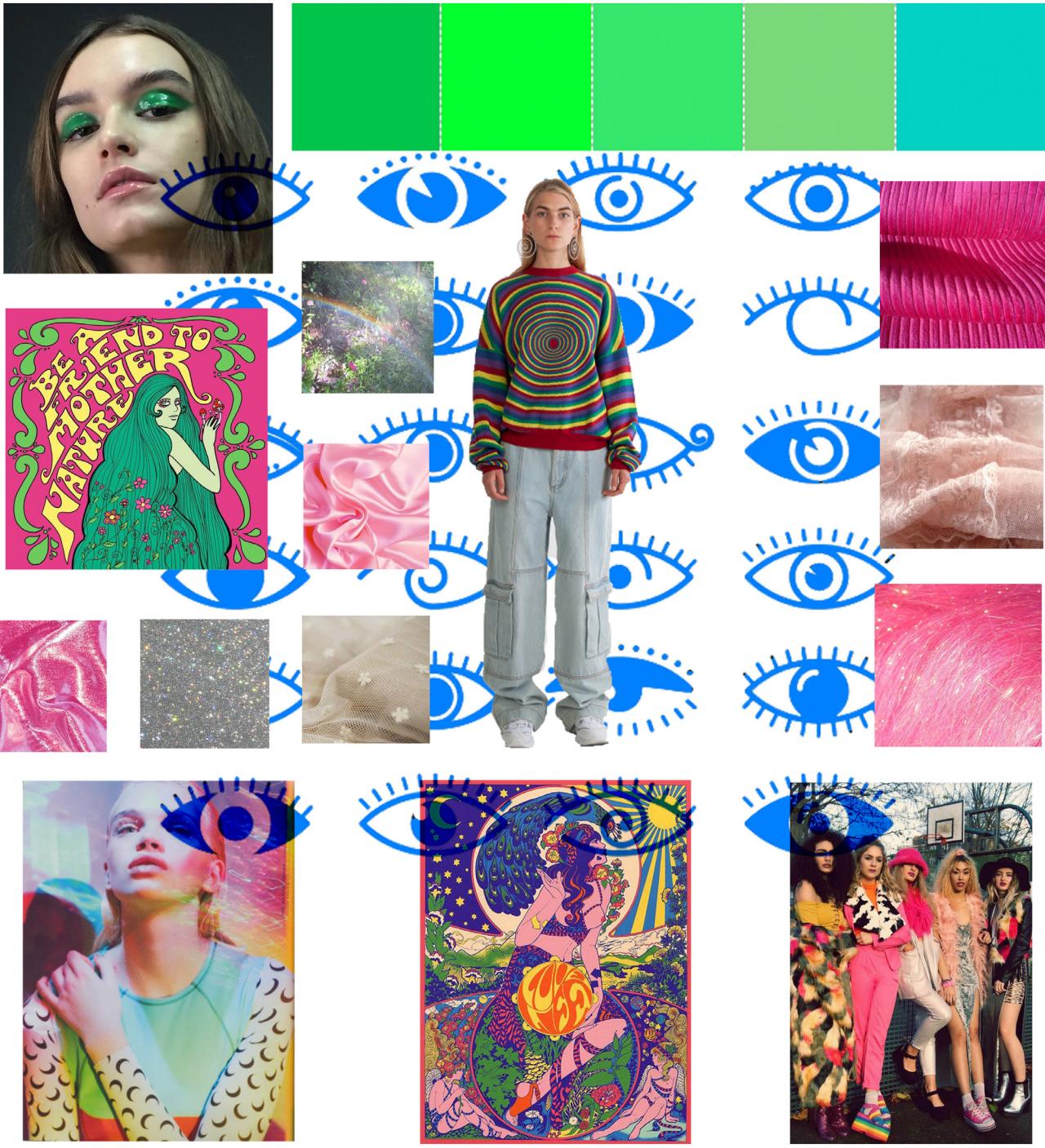


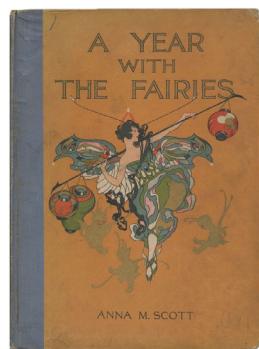
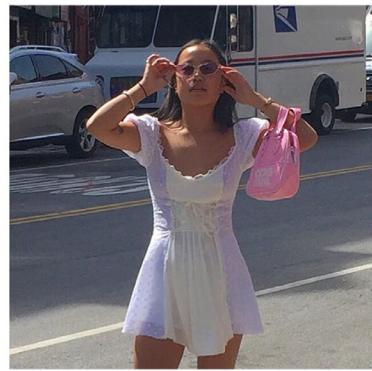
- THE LABEL OF FAIRY HAS AT TIMES APPLIED TO SPECIFIC MAGICAL CREATURES WITH HUMAN APPEARANCE, SMALL STATURE, MAGICAL POWERS, AND A HABIT FOR TRICKERY.
- "ENCHANTED" OR "MAGICAL".
- IN OLD FRENCH ROMANCE, A FAIE OR FEE WAS A WOMAN SKILLED IN MAGIC, AND WHO KNEW THE POWER AND VIRTUE OF WORDS, OF STONES, AND OF HERBS.
- FAIRIES FLEW BY MEANS OF MAGIC, SOMETIMES PERCHED ON RAGWORT STEMS OR THE BACKS OF BIRDS. MODERN ILLUSTRATIONS OFTEN INCLUDE DRAGONFLY OR BUTTERFLY WINGS.
- LIKENED FAIRIES TO BUTTERFLIES, WHOSE FUNCTION WAS TO PROVIDE AN ESSENTIAL LINK BETWEEN THE ENERGY OF THE SUN AND THE PLANTS OF EARTH, DESCRIBING THEM AS HAVING NO CLEAN-CUT SHAPE SMALL, HAZY, AND SOMEWHAT LUMINOUS CLOUDS OF COLOUR WITH A BRIGHTER SPARK-LIKE NUCLEUS.
- FOLKLORE ACCOUNTS HAVE DESCRIBED FAIRIES AS "SPIRITS OF THE AIR"
- LEGENDARY OR MYTHICAL BEING OF ROMANCE
- A CHARACTERISTIC AND DISTINCTIVE FEATURE IS THEIR WHIMSICALITY AND MISCHIEVOUS AND PRANKISH BEHAVIOUR.

psychedelic art



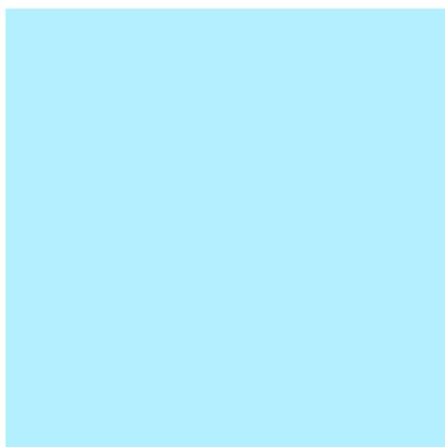
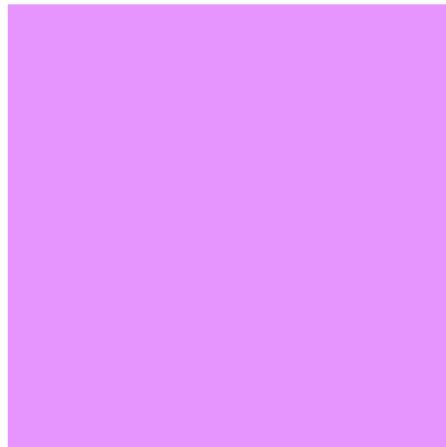
- **an art style influenced by the prevalence of hallucinatory drugs, with typical designs featuring abstract swirls of intense color with curved calligraphy reminiscent of art nouveau. also inspired by pop and op art of the 1960s.**
- **to celebrate music, art, and life.**
- **posters for rock concerts tried to visually express the feeling of the hallucinatory drugs of the time.**
- **the poster makers of san francisco would say their posters were an art, not a business.**
- **consider some of the primary attributes of psychedelic art: fantastic subject matter, kaleidoscopic and spiral patterns, bright color, extreme detail, groovy typography. all of these can be found in the art and design of fin-de-siecle and early 20th century europe; specifically, the movements of art nouveau, vienna secession, and surrealism.**



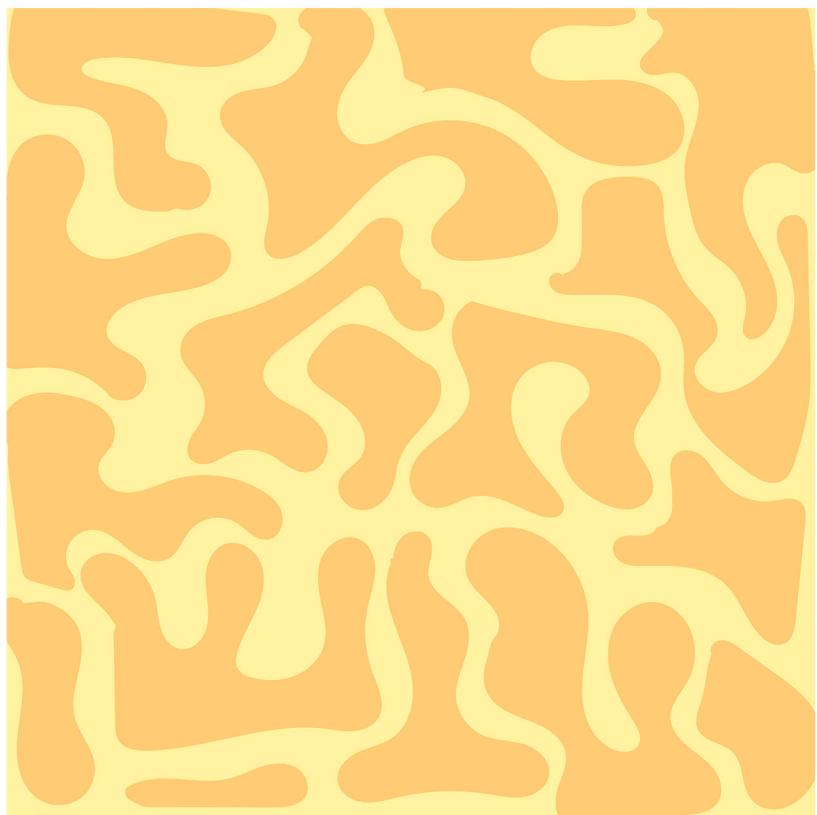
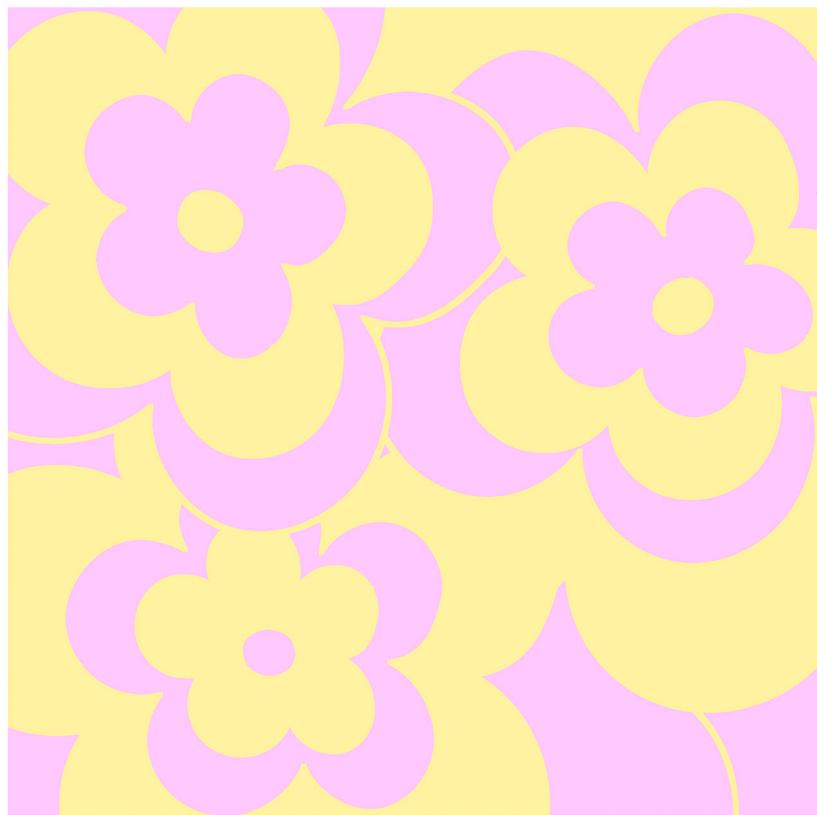


b1

colour palette



PRINTS



fabrications



23

6 looks



6 looks



look I



THE FIRST look from THE Range includes a sheer crop top with flared sleeves and a tie up front. This is made with a lilac flocked tulle. underneath this is a bralette with an original yellow and pink flower print. additionally it consists of an a-line skirt made from baby pink dress satin with a border panel of the same print used in the bralette.

look 2



THIS LOOK CONSISTS OF A FITTED CROPPED TEE WITH LETTUCE EDGE SLEEVES AND EDGES, MADE FROM LILAC SPANDEX ACETATE IT FEATURES A BUTTERFLY CUT OUT IN THE TOP CENTRE OF THE CHEST. THE A-LINE SKIRT HAS A BOTTOM LAYER OF BABY PINK DRESS SATIN, WITH A LAYER OF SHEER FABRIC ON TOP WITH AN ORIGINAL DESIGN EMBROIDERED INTO IT.

look 3



**this look
features a high
neck sleeveless
mini dress made
of hot pink
velvet. as well
as two neon
green stitching
details running
down the front.**

look 4



THIS LOOK CONSISTS
OF A BRALETTE AND
MINI SHORT SET
MADE OF PALE PURPLE
SILK. WITH AN
OVERSIZED SHEER
TEE WITH
EMBROIDERED
PAISLEY.

look 5



THIS LOOK FEATURES A LOOSE MINI DRESS WITH A SWIRL DESIGN OUTLINING THE ALTERNATING PANELS OF BABY PINK LACE AND HOT PINK VELOUR. AS WELL AS FRILLED SLEEVES AND A FRILLED BOTTOM EDGE MADE OF LILAC FLOCKED TULLE. UNDERNEATH IS A SET OF A CROP SINGLET AND HIGH WAISTED UNDERWEAR WITH A YELLOW AND ORANGE ORIGINAL PRINT, WHICH IS SEEN THROUGH THE PINK LACE PANELS.

look 6



THIS LOOK CONSISTS OF A MAXI SLIP DRESS WITH SPAGHETTI STRAPS AND A DECORATIVE BOW AT THE BUST, MADE FROM ORANGE SILK SATIN. IT FEATURES STITCHED FLOWERS AT THE BOTTOM EDGE AND A PANEL AT THE BOTTOM, OF LILAC FLOCKED TULLE. UNDERNEATH THE DRESS IS A FITTED LONG SLEEVED TOP MADE FROM THE SAME FABRIC AS THE BOTTOM PANEL OF THE DRESS.

costing I

COSTING SPECIFICATION

daydream
nation

Style No: 1	Season:	Spring/Summer 19					
Fabric/s:	Patternmaker:						
	Main Fabric Colours:	Base Size: 8					
	1. Lilac	Size Range: 6-14					
	2	Iron:					
	3	Wash:					
	4	Dry Clean:					
	Extra Notes						
	Fuse cut out area and then cut, satin stitch around edge.						
Component	Composition	Supplier	Width	Quantity	\$/Mtr	\$ Cost	
1	Lilac Rib	94% acetate, 6% spandex	EM Greenfields	112cm	1.5	\$15	\$23
2	Sew in label		Cashes		1	\$0.60	\$0.30
3	Care Label		EM Greenfields		1	\$0.30	\$0.30
4	Coat Hanger		Henmarks		1	\$0.40	\$0.40
5	Fusing #7 Grey		Charles Parson's		0.4	\$4.50	\$1.80
6							0
7							0
					Subtotal 1:		\$25
Labour	Supplier					\$ Cost	
Cutting	Trans Cutting Service					\$16	
Making	Mr Wungs Factory					\$35	
Press and Pack	In House					\$2	
Fusing	Press and Fuse Newtown					\$4	
Printing							
				Subtotal 2:		\$57	
	Sum of Subtotals:					\$82	
	Overheads:					\$8	
	Margin:					\$82	
	Wholesale \$:					\$173	
	W'sale + GST \$:					\$190.30	
Garment: Butterfly Cut Out Crop Tee	Estimated Retail:					\$200.00	

specification SHEET I

Specification Sheet					Label: daydream nation
		Style Number: 1 Season: Spring/Summer 19 Sample Size: 8 Size Range: 6-14 Date Style Created: 2/11/2018 Pattern Maker: Meika Freckleton Date Pattern Made: 6/11/2018 Date Fit Approved: 15/11/2018 Date Graded: 20/11/2018 Fabric: _____			
		Colour ways:  			
Fabric	Description & Supplier	Price & Metre	Width	Meterage	No. of Pattern Pieces: 4 No. of Fusing Pieces: 1 Special Instructions: Fuse cut out area and then cut, satin stitch around edge.
Main	Spandex Acetate - EM Greenfields	\$15	112cm	1.5m	
Lining					
Fusing	code #7 grey - Charles Parsons	\$1.80		0.4	
Misc.	Care Label - Greenfields	\$0.30			
	Sew in Label - Cashes	\$0.60			
Other	Coat Hanger - Henmark	\$0.40			

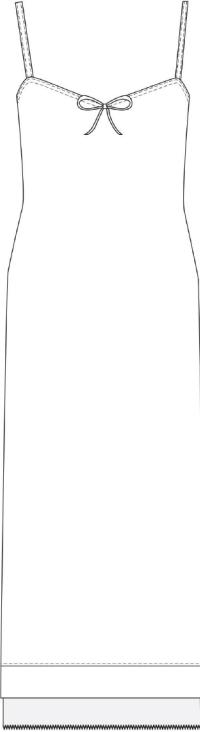
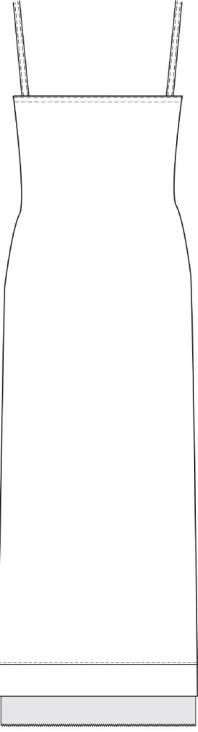
costing sheet 2

specification SHEET 2

Specification Sheet					Label: daydream nation
					Style Number: 2
					Season: Spring/Summer 19
					Sample Size: 8
					Size Range: 6-14
					Date Style Created: 2/11/2018
					Pattern Maker: Meika Freckleton
					Date Pattern Made: 6/11/2018
					Date Fit Approved: 15/11/2018
					Date Graded: 20/11/2018
					Fabric:
					Colour ways:
					
					
Fabric Description & Supplier Price & Metre Width Meterage					
Main	pink velour - the fabric store	\$32	107cm	1m	
	all over lace - greenfields	\$10.89	150cm	1m	
	flocked tulle - greenfields	\$6.30	150cm	0.8m	No. of Pattern Pieces: 19
Lining					No. of Fusing Pieces: nil
					Special Instructions: alternating panel
					of pink velour and pink lace.
Fusing	fusing #7 grey - Charles Parsons	\$3.15			(left to right on front sketch: lace,
					velour, lace, velour) (left to right on
					back sketch: velour, lace, velour, lace).
Misc.	Care label - greenfields	\$0.60			sleeves and bottom edge are flocked
	sew in label - cashes	\$0.30			
Other	coat hanger - henmark	\$0.40			tulle.
	invisible zipper - birch	\$1.25			

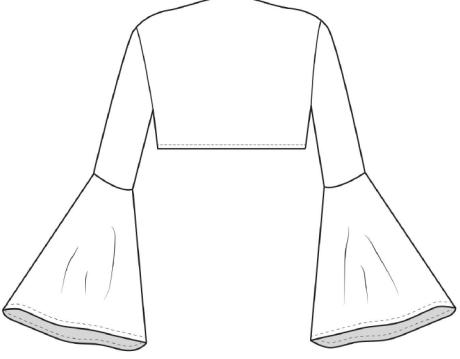
costing sheet 3

specification SHEET 3

Specification Sheet					Label: daydream nation
					Style Number: 3 Season: Spring/Summer 19 Sample Size: 8 Size Range: 6-14 Date Style Created: 2/11/2018 Pattern Maker: Meika Freckleton Date Pattern Made: 6/11/2018 Date Fit Approved: 15/11/2018 Date Graded: 20/11/2018 Fabric:
					Colour ways:
		 			
Fabric	Description & Supplier	price & Metre	Width	Meterage	
Main	silk satin - the fabric store	\$65	116cm	2.15m	
	lilac flocked tulle - greenfields	\$5.04	150cm	0.8m	
Lining					No. of Pattern Pieces: 4 No. of Fusing Pieces: nil Special Instructions: dress made from orange satin silk. bottom edge faced upwards and panel of flocked tulle is attached.
Fusing					
Misc.	sew in label - cashes	\$0.60			
	care label - greenfields	\$0.30			
Other	coat hanger - henmark	\$0.40			

costing sheet u

specification sheet ч

Specification Sheet					Label: daydream nation
					Style Number: 4 Season: Spring/Summer 19 Sample Size: 8 Size Range: 6-14 Date Style Created: 2/11/2018 Pattern Maker: Meika Freckleton Date Pattern Made: 6/11/2018 Date Fit Approved: 15/11/2018 Date Graded: 20/11/2018 Fabric:
					Colour ways:
					 
Fabric	Description & Supplier	price & Metre	Width	Meterage	<p>No. of Pattern Pieces: 4 No. of Fusing Pieces: nil Special Instructions:</p> <p>(This column contains the following rows)</p>
Main	lilac flocked tulle - Greenfields	\$11.34	150cm	1.8m	
Lining					
Fusing					
Misc.	care label	\$0.30			
	sew in label	\$0.60			
Other	coat hanger	\$0.40			

