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FMD 2264 Apparel Product Development

Assignment 7 – Trend Research, Line Sheet, and Tech Pack

Date Due: April 29, 2025

Honor Code Pledge for Assignments: The Virginia Tech honor code pledge for assignments is as follows:

“I have neither given nor received unauthorized assistance on this assignment.”

Date 04/29/2025

Student Name (Printed) Andrea Lee

Student Name (Signed) 

For this collection, I was inspired by Outcast, an Australian fashion brand known for its bold, feminine designs that empower women to feel confident and stand out. Founded in 2020 by Marc and Tamika Brennan, the brand began as a small online store and quickly grew into a global name. Their mission has always been rooted in helping women feel empowered through statement pieces that celebrate individuality and confidence. What sets Outcast apart is their deep connection to their audience and their strong, cohesive visual branding. From bold color palettes and edgy styling to standout models like Emily Venz, their marketing feels more like a lifestyle than just product promotion. Every post tells a story, blending confident visuals with real-time styling and eye-catching locations. This kind of intentional branding and storytelling deeply influenced how I approached my own designs—not just with aesthetics, but with a focus on identity, confidence, and connection.

My goal was to reflect that same bold, confident spirit while bringing in my own aesthetic. I focused on rich colors, contrast, and structured shapes that feel both powerful and feminine. Each piece was designed with the intention of making the wearer feel like the most confident version of themselves.

The white micro shorts are playful yet daring, a bold foundational piece that celebrates the body through minimal design. Paired with the light blue cowl neck top, the look becomes a mix of softness and edge—the gentle drape brings movement and contrast to the more structured shorts. The black cropped corset introduces strength and structure, drawing from Outcast's signature celebration of form. Styled with sleek black pants, the silhouette becomes grounded, confident, and clean, with subtle details adding visual interest.

The fuchsia corset is one of the collection's most eye-catching pieces. Its bold color and sculpted fit are made for someone unafraid to take up space. In contrast, the ruffle skirt adds flow and flirtation, softening the look while keeping the bold energy alive. The movement of the skirt brings a dynamic feel, creating a balance between drama and delicacy.

The final piece is a wrap bodycon dress featuring a dark leopard and starry pattern. With an opening at the bottom that reveals both legs, the design blends mystery, elegance, and edge. It's a standout look meant to feel transformative—something that makes the wearer feel bold just by putting it on.

What I admire most about Outcast is how they celebrate individuality. Their designs feel made for people who know who they are—or are learning to embrace it. I wanted to capture that same feeling through strong silhouettes, thoughtful construction, and a fearless point of view. This collection is for anyone ready to express themselves fully, boldly, and unapologetically.

Outcast Aura Spring Collection

Delivery Date: 02/01/2026
Size Range xs-xl

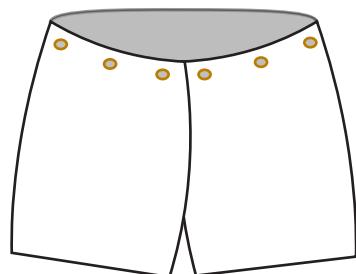
Cowl Neck Top w/ Gold Plated Strap
95% Polyester, 5% Spandex



Cropped Corset
90% Nylon, 10% Spandex



Low Rise Micro Shorts
85% Nylon, 15% Spandex



Low Rise Pants
90% Nylon, 10% Spandex



Outcast Aura Spring Collection

Delivery Date: 02/01/2026
Size Range xs-xl

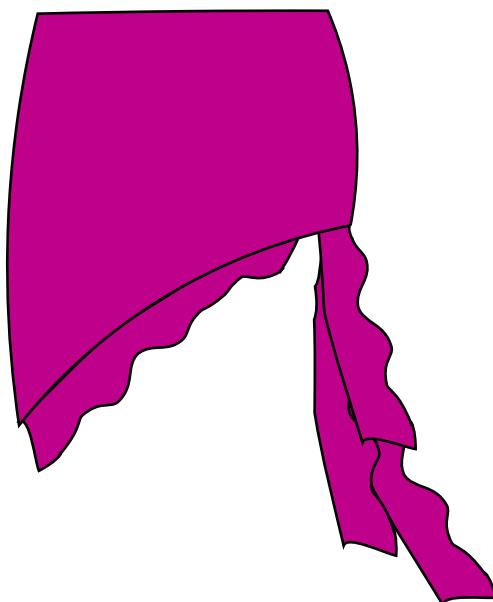
Scoop neck corset
92% polyester, 8% Spandex



Wrap Bodycon Dress
95% Polyester 5% Spandex



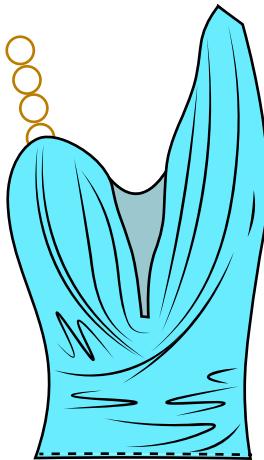
Ruffle mini skirt
95% polyester, 5% Spandex



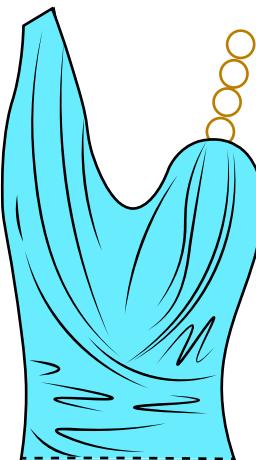
Cover Page

Cowl neck top with gold plated link strap

Front View



Back View

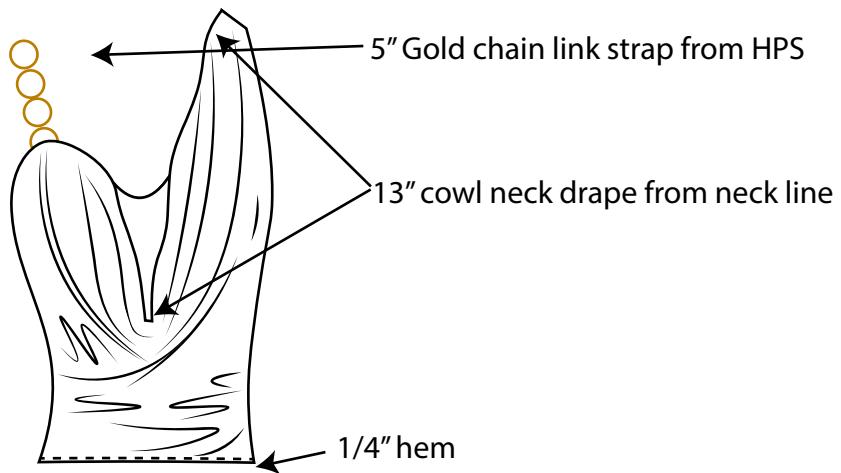


Size Range	xs-xl
Fabric	85% Polyester 15% Sterling Silver

Detail Page

Cowl neck top with gold plated link strap

Front View

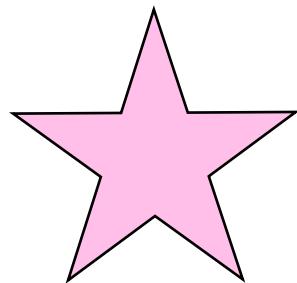


Back View

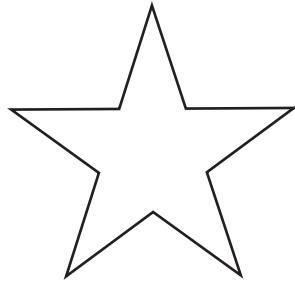


Color Card

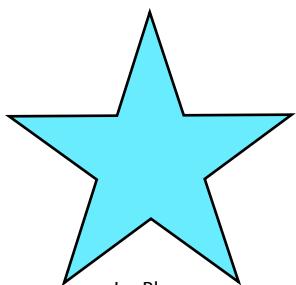
Delivery Date 02/01/2025



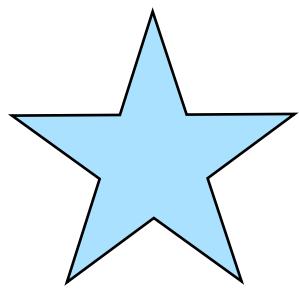
Rosé



Diamond Dust



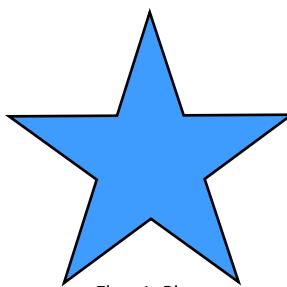
Icy Blue



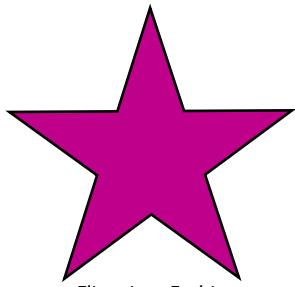
Glazed Doughnut



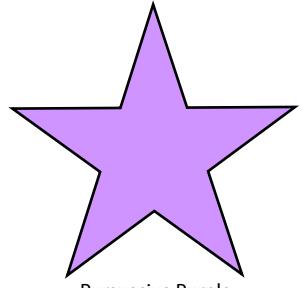
2016 bronzer



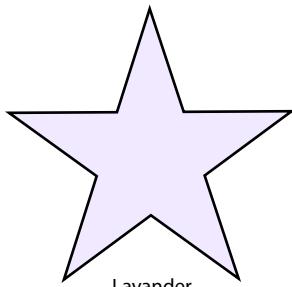
Electric Blue



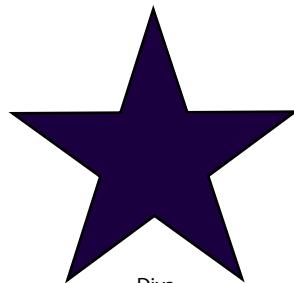
Flirtacious Fushia



Persuasive Purple



Lavander



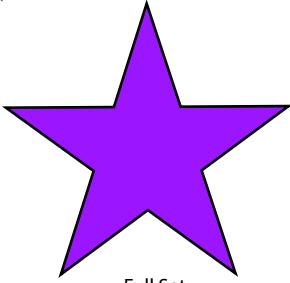
Diva



Cateye Black



Golden Glow



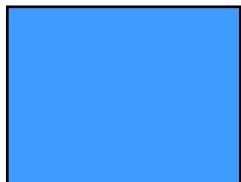
Full Set

Print Page

Delivery Date 02/01/2025



Glazed Doughnut



Electric Blue



Pursuasive Purple



Lavander



Diva



Cateye Black



Golden Glow

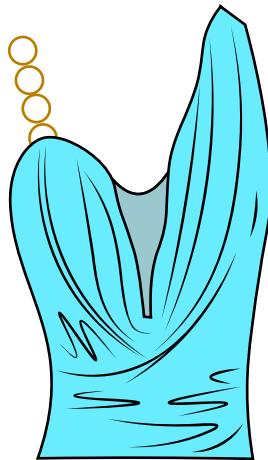


2016 bronzer



Full Set

Bill of Materials



Cowl neck top with gold plated link strap
Delivery Date 02/01/2026

Garment Description: Light blue cowl neck top with single gold plated link strap detailing

	Details	Color	Quantity
Main Fabric	95% Polyester	light blue	1.5 yards
Second Fabric	5% Spandex	light blue	1/2 yard
Metal	10" gold plated sterling silver chain	Gold	10" chain
Thread Color	White		1 spool