

Fashion Designer

Portfolio



Sienna Lee

Fashion Designer

Sienna Lee

Education

University of Gachon

Bachelor of Art & Design (Honours)

Fashion Design

S.Korea

Extracurricular

2022 'YouRang' Art Exhibition

Oct 2022

Exhibited Fashion Accessories

S.Korea

RE:ON Seasonal Exhibition

Jan 2022

Seasonal Collection Exhibition

S.Korea

Experience

Journebrands

Jan 2023 - Present
Australia

Seed Heritage Australia

Nov 2022 - Present
Australia

Pan Pacific co., Ltd

Jan 2021 - Sep 2022
Performance Activewear Designer
Fashion Designer
Design R&D
S.Korea

Forest M

Jan 2020 - Feb 2021
Fashion & Graphic Designer
S.Korea

Simplain

May 2019 - Dec 2019
Menswear Deigner, Mens Casual Wear
S.Korea

Puwhen Fashion Design Center

Jul 2018 - Dec 2018
Knitwear Designer, Design R&D
China

Aland Korea

Jan 2017 - May 2018
Fashion Retail
S.Korea

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- 01 Market Intelligence**
- 02 Seasonal Development**
- 03 Projects**

01

Market Intelligence

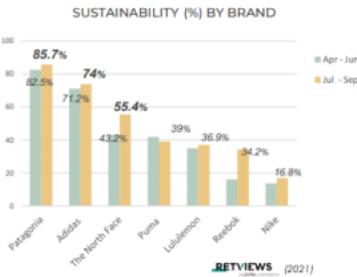
01

Market Intelligence

RETAIL ANALYSIS

SUSTAINABILITY RATE

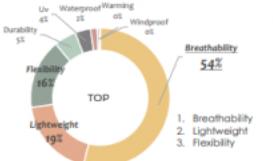
All activewear brands are planning to increase the rate of sustainable fabric.



RETAIL ANALYSIS

TECHNICAL FEATURE BY CATEGORY

BRANDS: Reebok, Puma, Nike, The north face, Underarmour, Patagonia, Athleta, Lululemon, Adidas (APR-JUL)

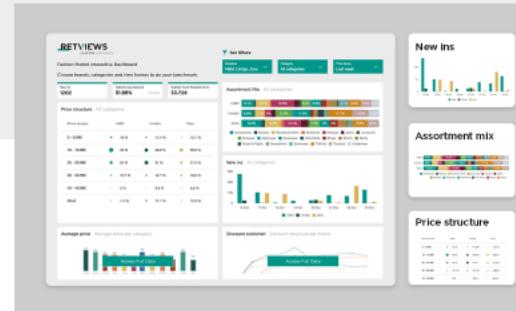


Breathability takes up most of the portion in tops - showing that it's more than ever. The next 2 classification follows up with the 'Comfort' trend - keep the tops in lightweight and with flexibility.

The bottoms follows a similar trend in the functional keywords with tops. However, the difference comes from the rank for flexibility, customers are searching for flexible items more than ever.



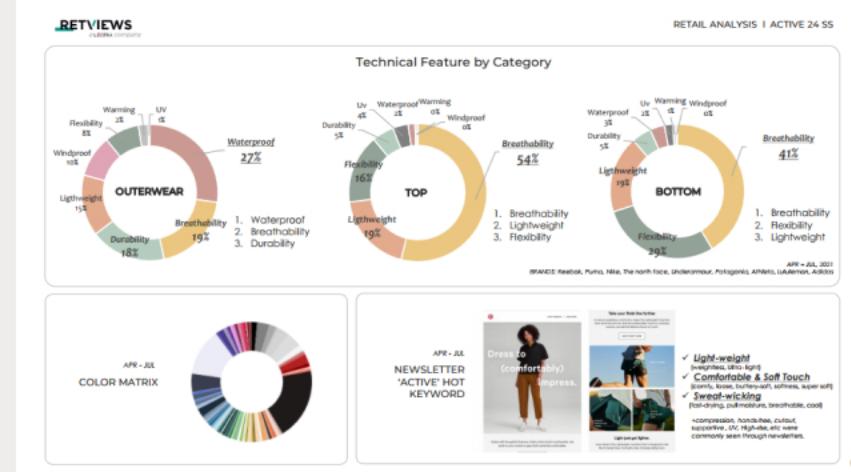
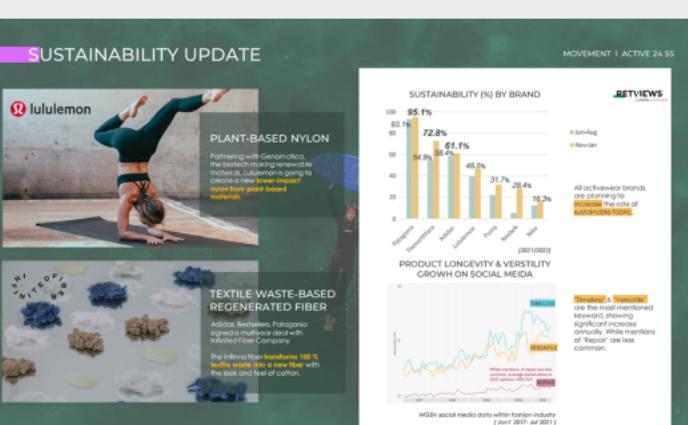
Based on the AI data, analysis the category of fashion and make a forecast of seasonal collection



01

Market Intelligence

Information on product planning
for the season based on the most up-to-date
analyzed data with Retview Rectra, WGSN and
Fashion Snoops, and so on



02

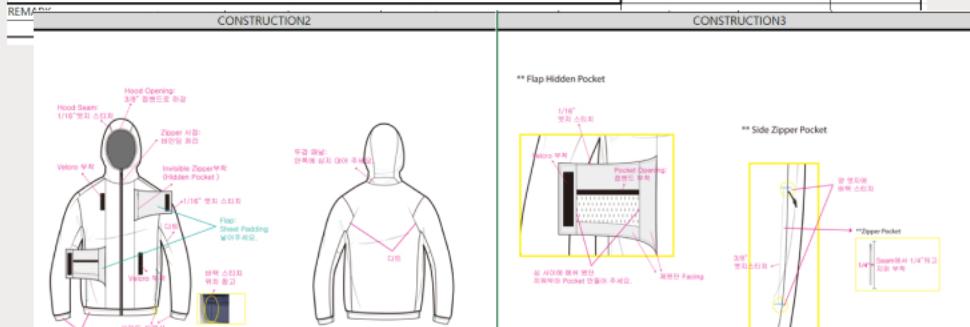
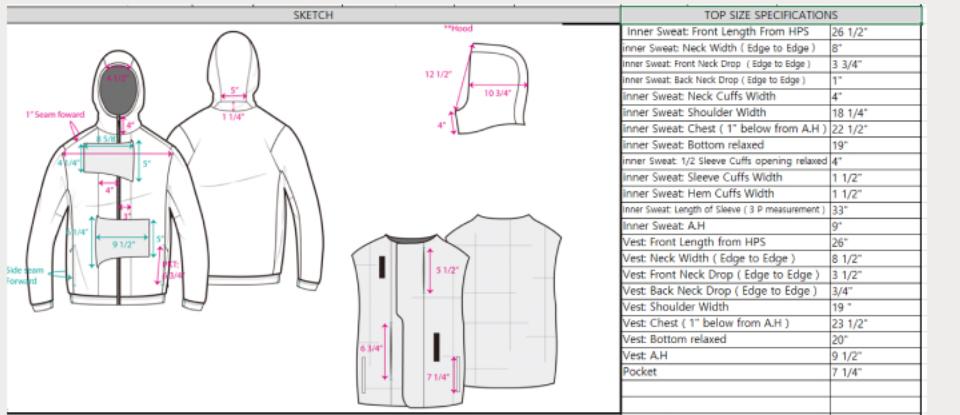
23SS & FW
Seasonal
Development



02

Seasonal Development

23SS & FW



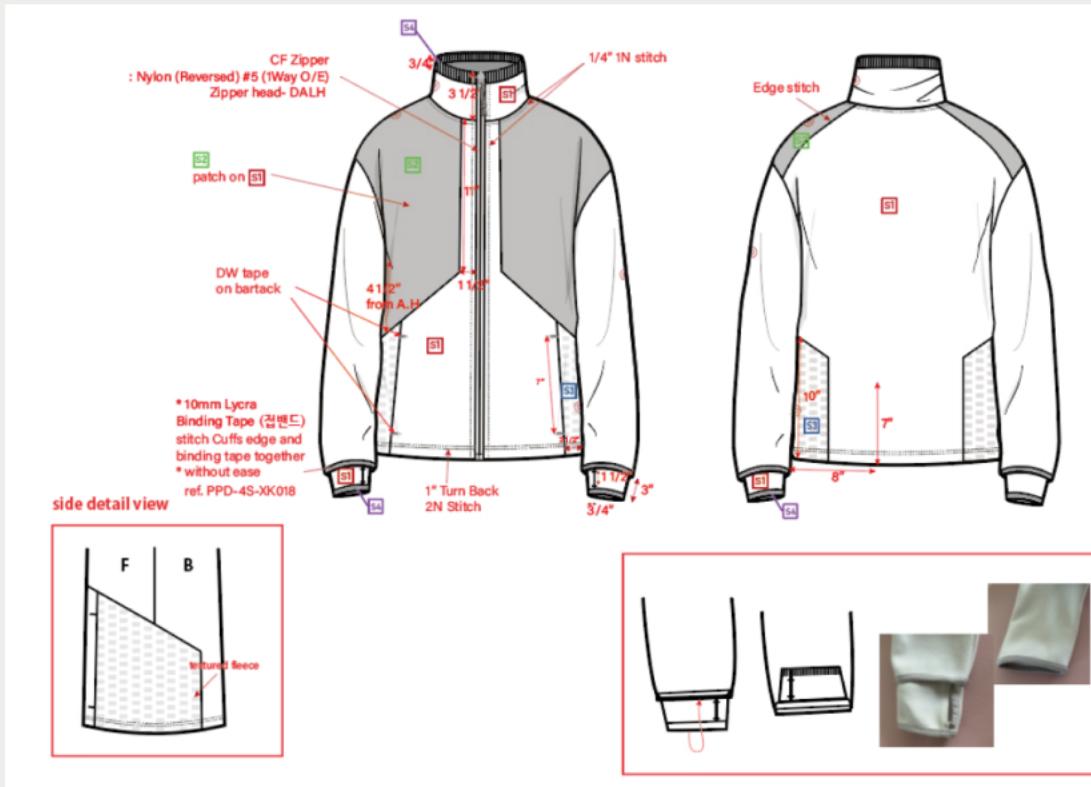
Flats and Sketch
Cutting & Sewing Instruction
Fabric Information
Size Spec
BOM (Below Of Material)
Trims Information

02

Seasonal Development

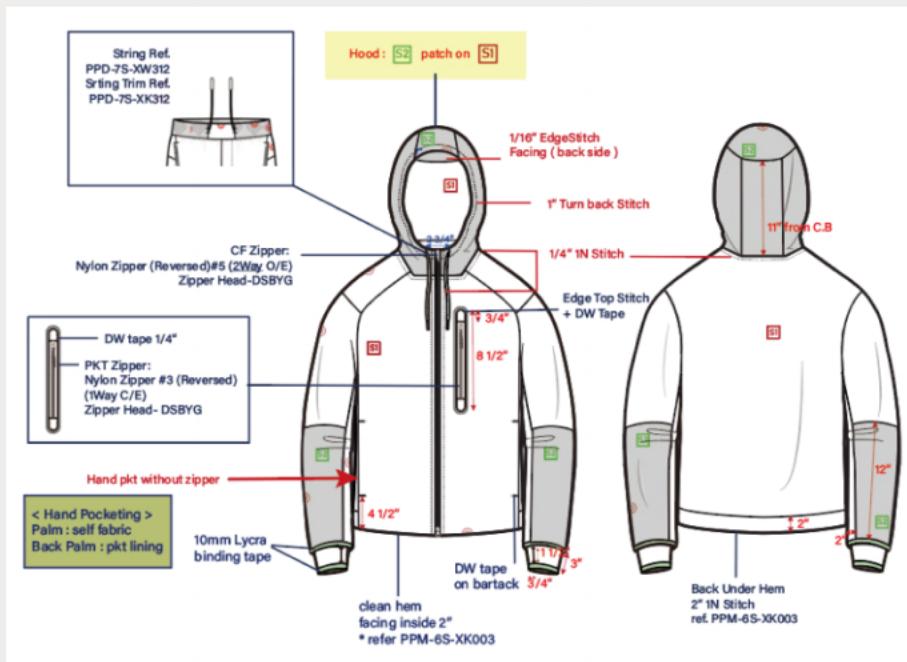
23SS & FW

Flats and Sketch
Cutting & Sewing Instruction
Fabric Information
Size Spec
BOM (Below Of Material)
Trims Information



Square Neck Hood Zip Up

FABRIC	Shell1	PK52001333		PolyRecycled(84%) Tencel(16%)	0	L&G TEXTILE	59	255	6.95	all body
	Shell2	PK52102156		Nylon(Degradable)(96%) Span(4%)	0	DAEKWANG	60	63	7.15	hood/sleeve patch
TRIM	CF Zipper	#5	DTM to Shell2 (YKK580)	2Way / O.E (Reversed)	0	YKK	#5			CF
	CF Zipper Head	DSBYG	DTM to Shell2 (YKK580)	DSBYG/ 2Way	0	YKK	#5			CF
	Chest Pkt Zipper	#3	DTM to Shell2 (YKK580)	C/E (Reversed)	0	YKK	#3			Chest Pkt
	Chest Pkt Zipper Head	DSBYG	DTM to Shell2 (YKK580)	DSBYG	0	YKK	#3			Chest Pkt
	DW Tape	TBD	Black		0	Sealon				on hand pit bartack
	DW Tape_2	TBD	Black		0	Sealon				on chest pit
	Drawcord with cord end	TBD	DTM to Shell2 (YKK580)		0	Plastic Comp	6mm wide, 2cm			Hood String



02

Seasonal Development 23SS & FW

Flats and Sketch
Cutting & Sewing Instruction
Fabric Information
Size Spec
BOM (Below Of Material)
Trims Information

02

Seasonal Development

23SS & FW

Mixed Media Zip Up Jacket

BOM CHART											
Design#	2023	FALL(FALL)	PPD-7F-YK301		PPC DESIGN TEAM5	PERFORMANCE INDICATOR	Size - S	PERFORMANCE ACTOR	Jacket	TECH PACK	2021-09-13 10:01:25
Active				PPM-6S-YW001	VTC	TBC - blouse/Sleeve Womans	PCS - 1	Sienna Lee - 02-3494-9595	0234949595	Pattern	
Type	Item No.	Placement	Color	Contents	Size	Weight	Supplier	quantity	Remarks		
shell1	PKS2101458	all body		Poly(Recycled)(57%) Poly(43%)	63	295	LULS TEXTILES-NS-TS06	0			
shell2	PWS2102144	cover on shell1		Poly(Recycled)(67%) Poly(33%)	55	146	Young Textile(CORELL-MIC)	0			
CF Zipper	Nylon #5 (Reversed)	CF	refer remarks/ tape (YKK301)	Reversed	#5		YKK		0	Zipper Thread : white(YKK030)	
CF Zipper Head	DABLH	CF	DTM to Shell2 (YKK395)	DABLH	#5		YKK		0		
Eyelet	TBD	Bottom Hem	DTM to Shell2 (YKK395)	Metal	3mm				3		
E String(Bungee)	TBD	Bottom Hem	DTM to Shell2 (YKK395)		3mm wide				0		
stopper	TBD	Bottom Hem	DTM to Shell2 (YKK395)	Plastic	3mm side				1		
Beads(on the E String)	TBD	Bottom Hem	DTM to Shell2 (YKK395)	Plastic (for wms)					0		
Binding Tape	Lycra		DTM to Shell2 (YKK395)	Lycra					0		

Seasonal Development

ZSSS & FW

Back Zipper Hybrid Hood Top

02

Design5	2023	FALL(FALL)	PPD-7F-YK302	PPC DESIGN TEAM5	PERFORMANCE WOMEN	Size - S	PERFORMANCE ACTIVE	Knit Top	TECH PACK	2021-09-14 09:53:18
Active				PPD-4S-YK016	VTC	PCs - 1	Sienna Lee - 02-3494-9595	0234949595	Pattern	
Type	Item No.	Placement	Color	Contents	Size	Weight	Supplier	quantity	Remarks	
shell1	PKS2101455	All body		Cotton(49%) Poly(Recycled)(32%) Poly(15%) Spun(4%)	60	300	L&S TEXTILE(LNS-7502)	0		
shell2	PKS2001881	Back Slit Mesh		Poly(Recycled)(100%)	57	134	SNT20021A(REN)	0		
CB Zipper	N#5 (Reversed)	CB	DTM to Shell1 (YKK580)	C/E(Reversed)	#5		YKK	1		
CB Zipper Head	DABLH	CB	DTM to Shell1 (YKK580)	DABLH			YKK	1		
Flat Drawcord with cord end	TBD	Hood String	DTM to Shell1				Plastic Company	1		
DW Tape	S710	On pocket bartack	Aurora		1.2*0.6cm		Sealon	4		

BOM CHART										
Design5	2023	FALL(FALL)	PPD-7F-YK302	PPC DESIGN TEAM5	PERFORMANCE WOMEN	Size - S	PERFORMANCE ACTIVE	Knit Top	TECH PACK	2021-09-14 09:53:18
Type	Item No.	Placement	Color	Contents	Size	Weight	Supplier	quantity	Remarks	
shell1	PKS2101455	All body		Cotton(49%) Poly(Recycled)(32%) Poly(15%) Spun(4%)	60	300	L&S TEXTILE(LNS-7502)	0		
shell2	PKS2001881	Back Slit Mesh		Poly(Recycled)(100%)	57	134	SNT20021A(REN)	0		
CB Zipper	N#5 (Reversed)	CB	DTM to Shell1 (YKK580)	C/E(Reversed)	#5		YKK	1		
CB Zipper Head	DABLH	CB	DTM to Shell1 (YKK580)	DABLH			YKK	1		
Flat Drawcord with cord end	TBD	Hood String	DTM to Shell1				Plastic Company	1		
DW Tape	S710	On pocket bartack	Aurora		1.2*0.6cm		Sealon	4		

02

Seasonal Development

23SS & FW

Mixed Fabric Leggings

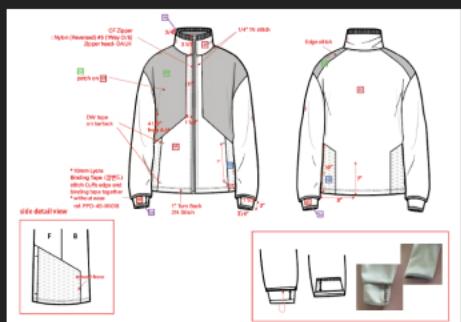
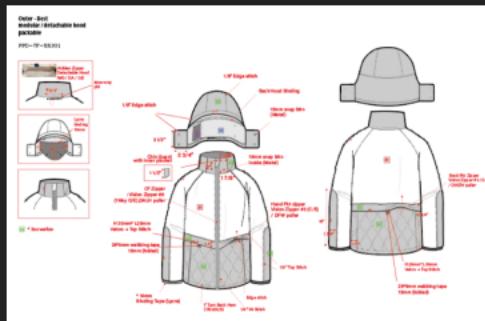
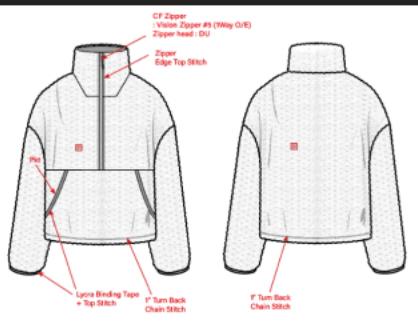
BOM CHART											
Design5	2023	FALL(FALL)	PPD-7F-YK304		PPC DESIGN TEAM5	PERFORMANCE MONITORING	Size - S	PERFORMANCE ACTIVE	Leggings	TECH PACK	2021-09-23 15:15:41
Type	Item No.	Placement	Color	Contents	Size	Weight	Supplier	quantity	Remarks		
shell1	PWK2002113			Nylon (Recycled)(85%) Span(15%)	S4	300				0	
shell2	PKS2002045			Nylon (Recycled)(80%) Span(20%)	45	275	SNT(20029A(REONI))			0	
shell3	PKS2001878			Nylon (Recycled)(86%) Span(14%)	50	194	SNT(20039A (REONI))			0	

02

Seasonal Development

2023 SS & FW

- Flats

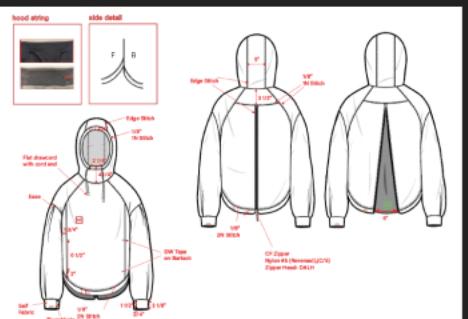
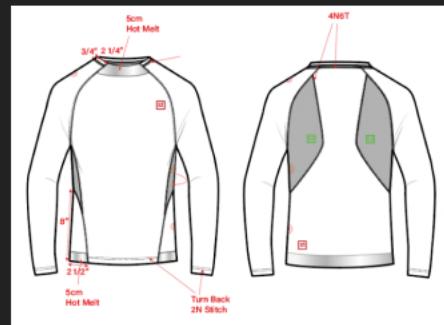
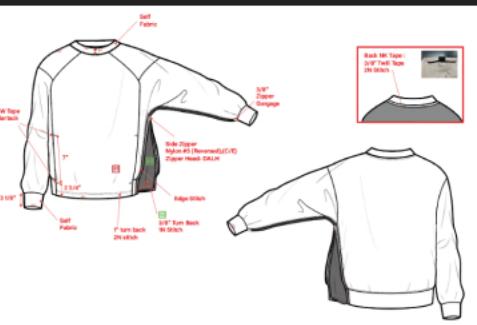


02

Seasonal Development

2023 SS & FW

- Flats



02

Seasonal Development

PPD-7F-XK302

Mixed Media Midlayer
with Thumbhole



PPD-7F-XK306

Mixed Media Pants
With Back Loop



02

Seasonal Development

PPD-7F-XW310

Modular Windbreaker
w/Detachable Padding Bag



PPD-7F-XK306

Mixed Media Pants
With Back Loop



Seasonal Development

02

PPD-7F-XK312

Inflatable Zip Up Hoodie



PPD-6F-XK300

Contrast Fabric Round
Neck T-shirt



PPD-5F-XK003

Inflatable Zip Up Hoodie



02

Seasonal Development

PPD-7F-YW301

Modular Warm Up
Jacket & Vest



PPD-7F-YK304

Diagonal Waist Band Leggings





WMS



/02

Target AIM

2023 C1C3

Reversible Puffer Jacket
Suggestion

03

Other
Projects

Women's Resortwear Collection
Knitwear Collection

Projects 01

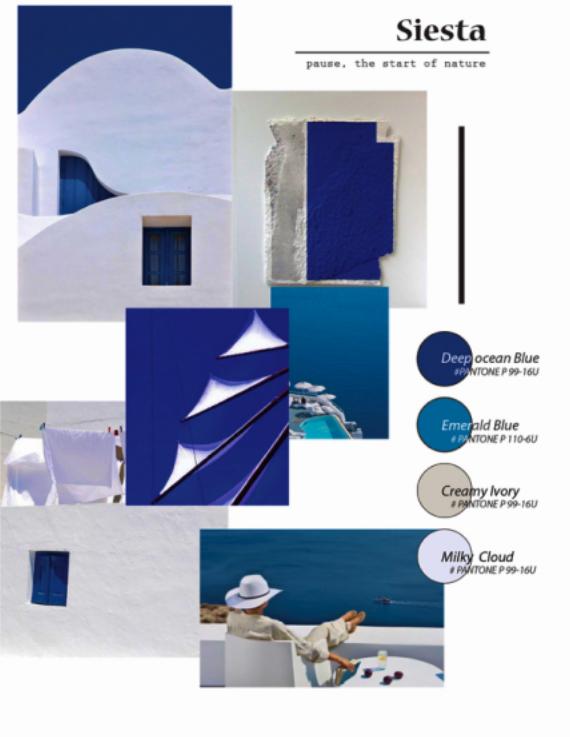
**Women's
Resortwear Collection**

03



03

Color & Concept

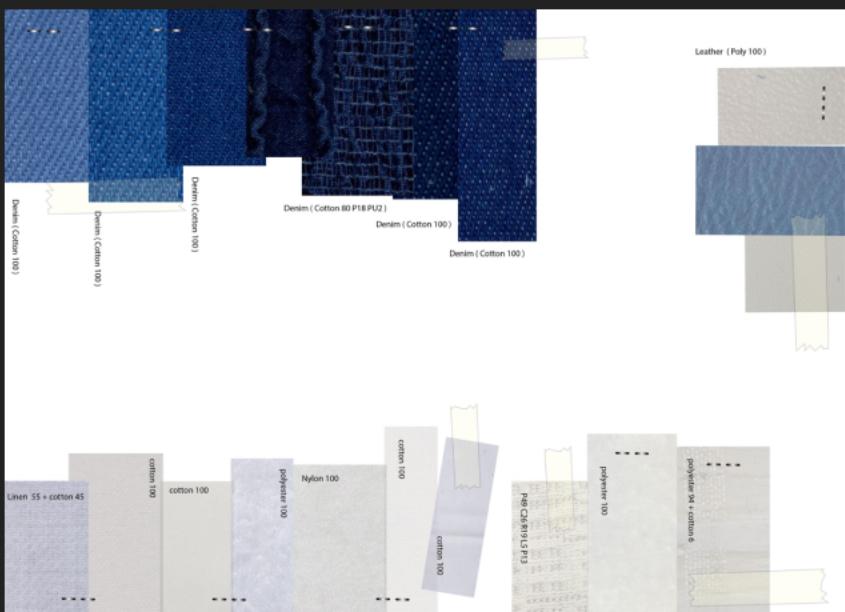


03

WMS
Resortwear Collection



Detail Board





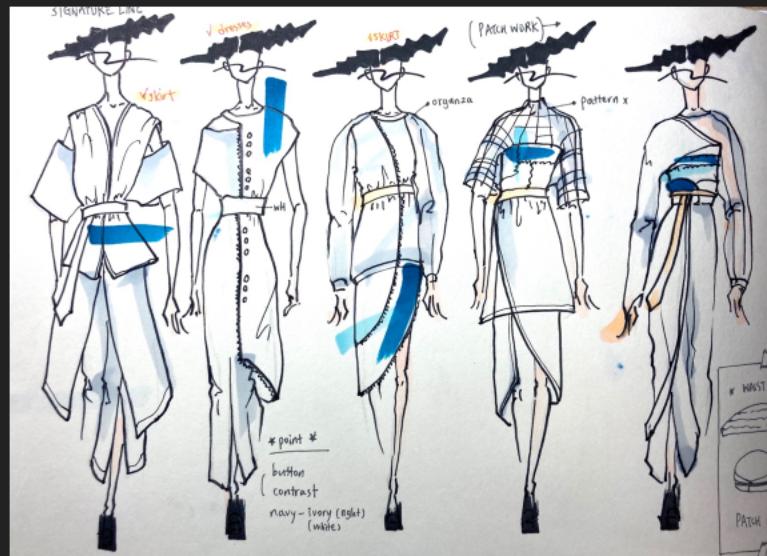
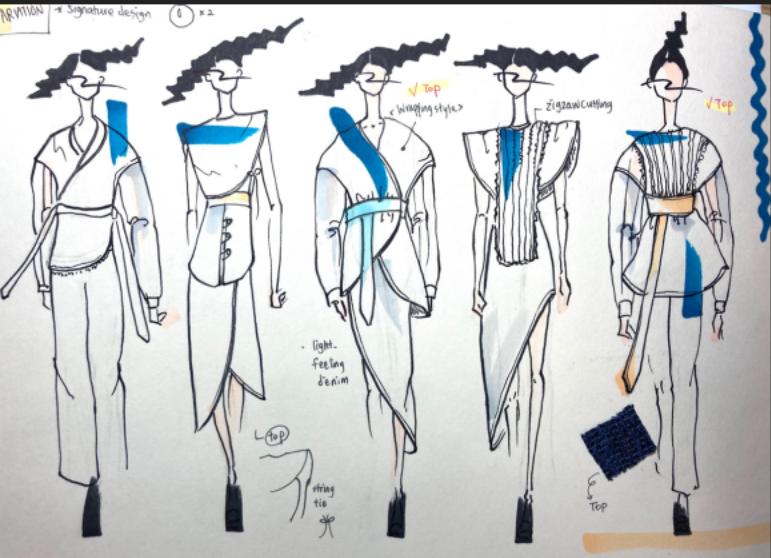
03

WMS
Resortwear Collection
Fashion Illustration

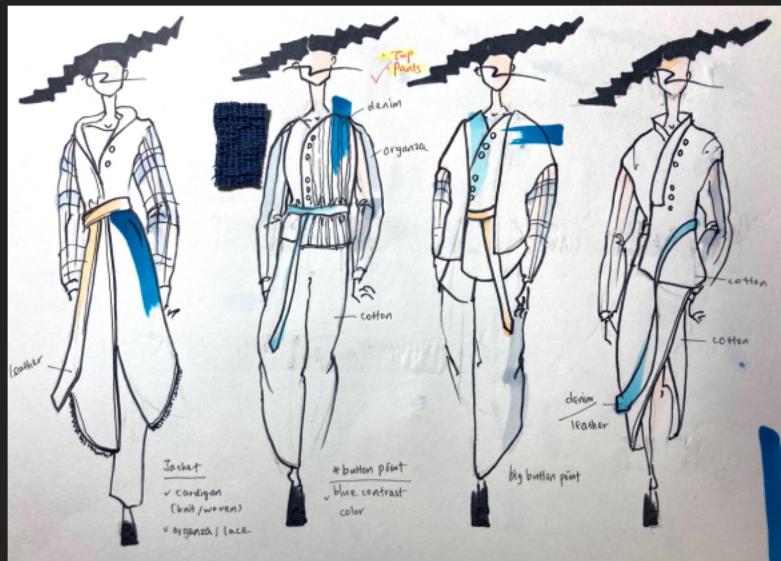
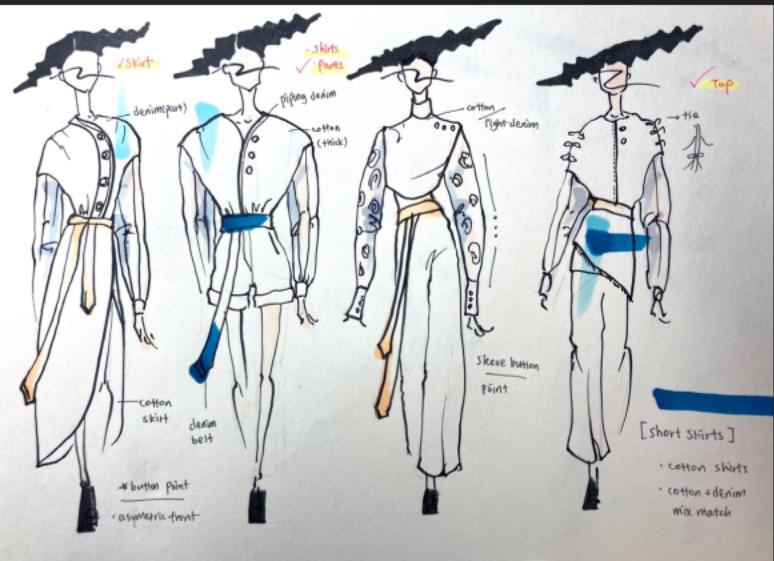


03

Fashion Illustration



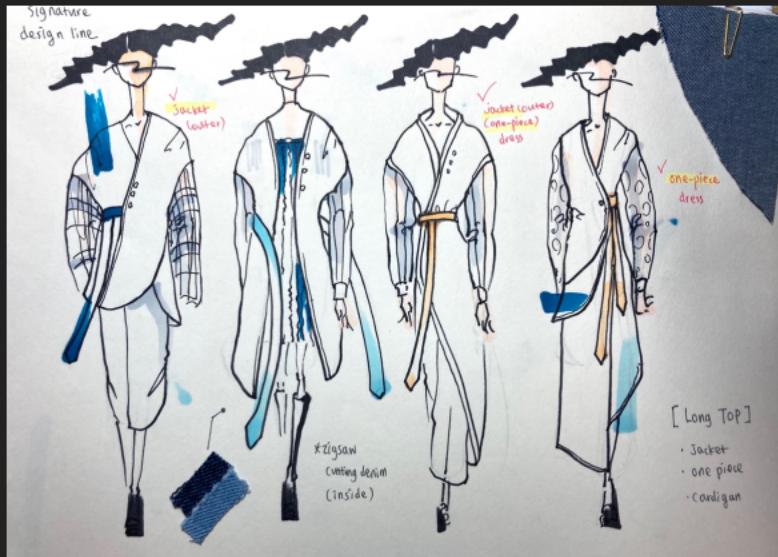
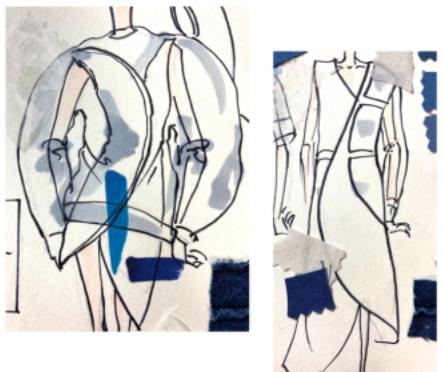
WMS
Resortwear
Collection

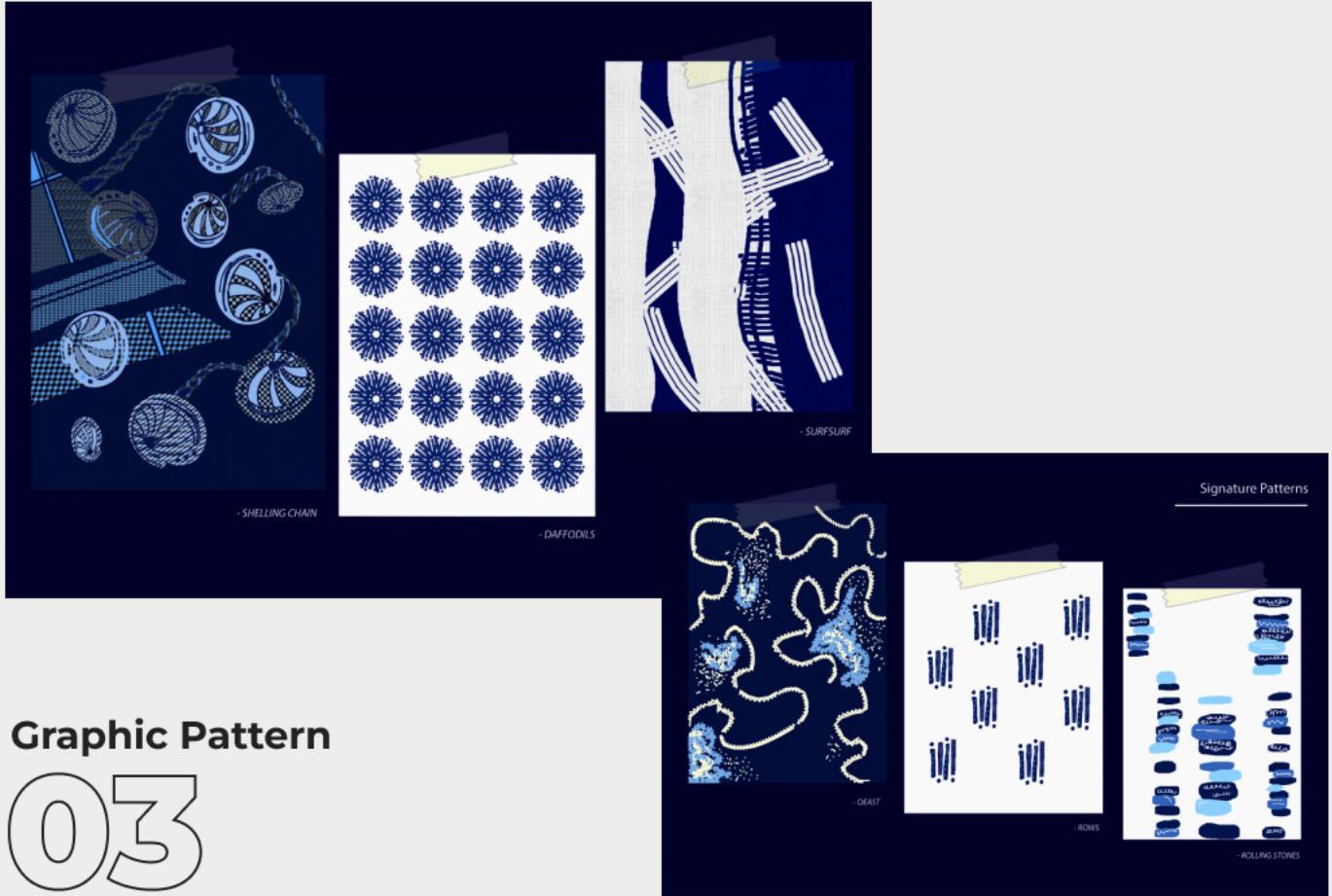


WMS
 Resortwear
 Collection

WMS Resortwear Collection

[Signature Design Development]



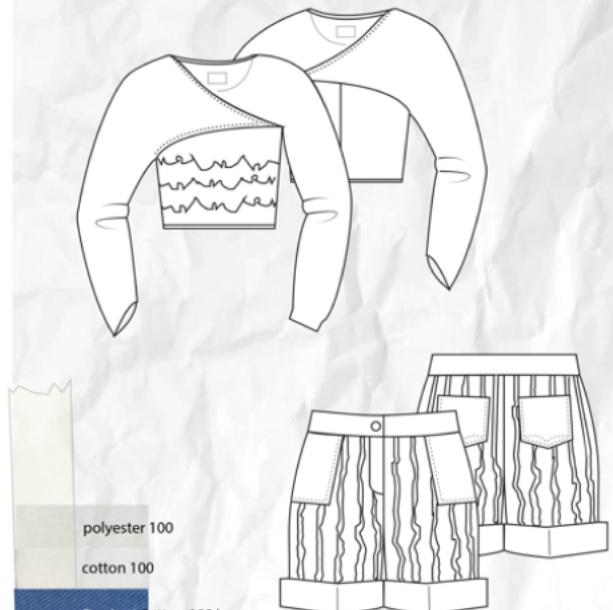


1 PATCH DISCO

Denim - cotton 100 % / Chiffon - polyester 100 %
Belt - Fake leather (PU)

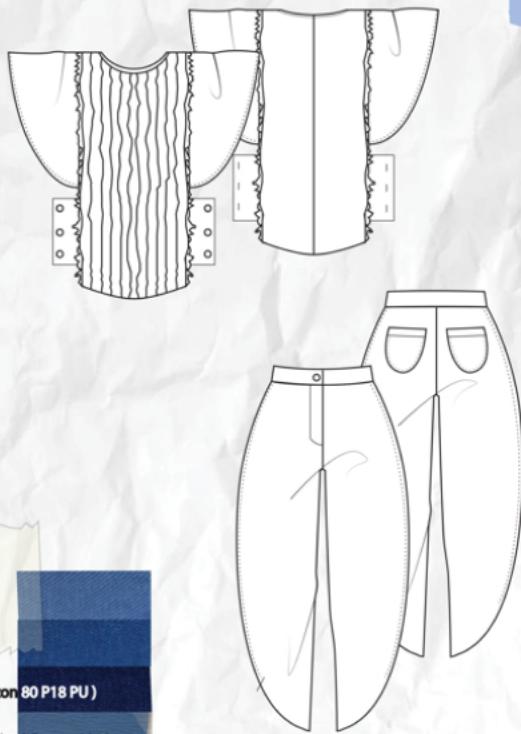


Zigzag
cutting



polyester 100
cotton 100
Denim (Cotton 100)
Denim (Cotton 80 P18 PU2)

Zigzag
cutting



Cotton 80 P18 PU

Denim (Cotton 100)

PE 96 SP 4

polyester 100



2

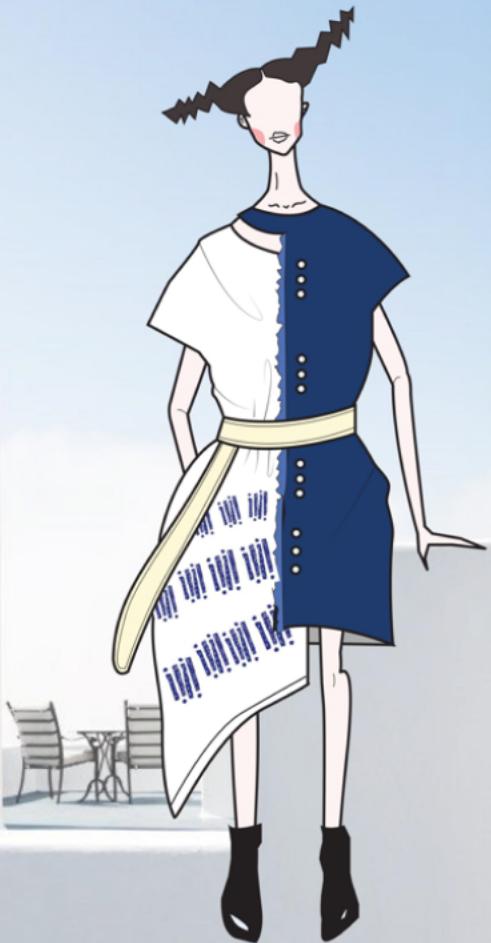
Denim - cotton 100 % / Chiffon - polyester 100 %
Belt - Fake leather (PU) / Pants - P 94% + SP 6%

**ZIG
ZIG**

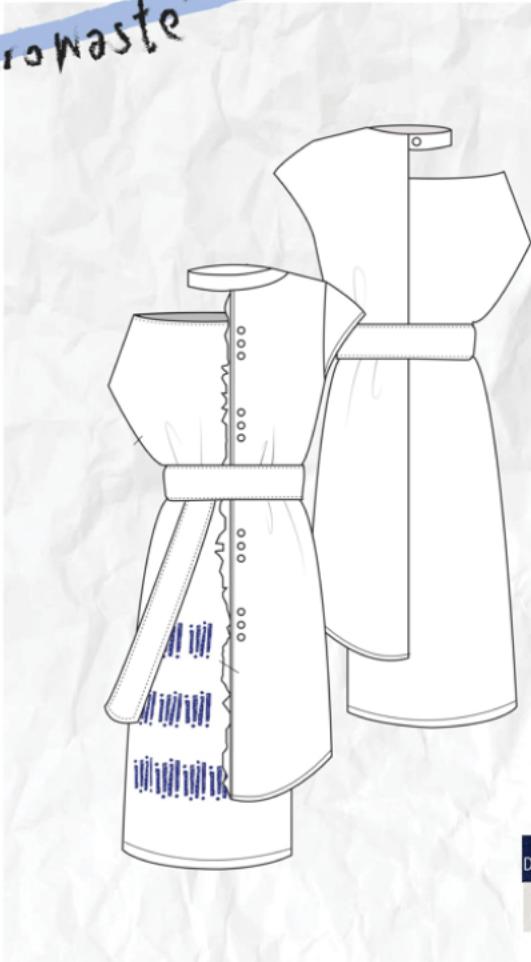
3

OH THE SAILOR

Denim - cotton 100 % / Printed Cotton - Cotton 100%
Belt - Fake leather (PU)



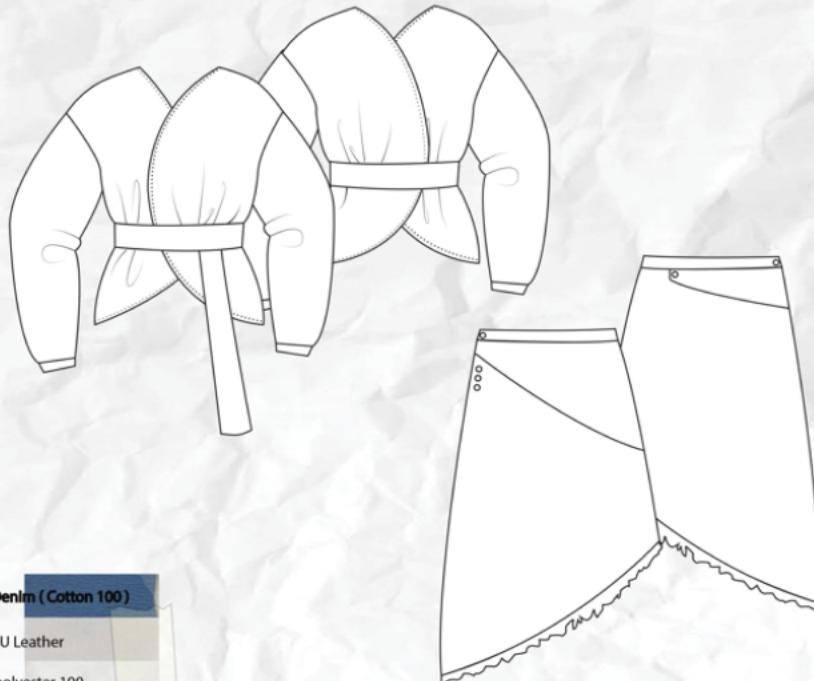
"ZeroWaste"



Denim (Cotton 100%)

cotton 100%

"ZeroWaste"



Denim (Cotton 100)

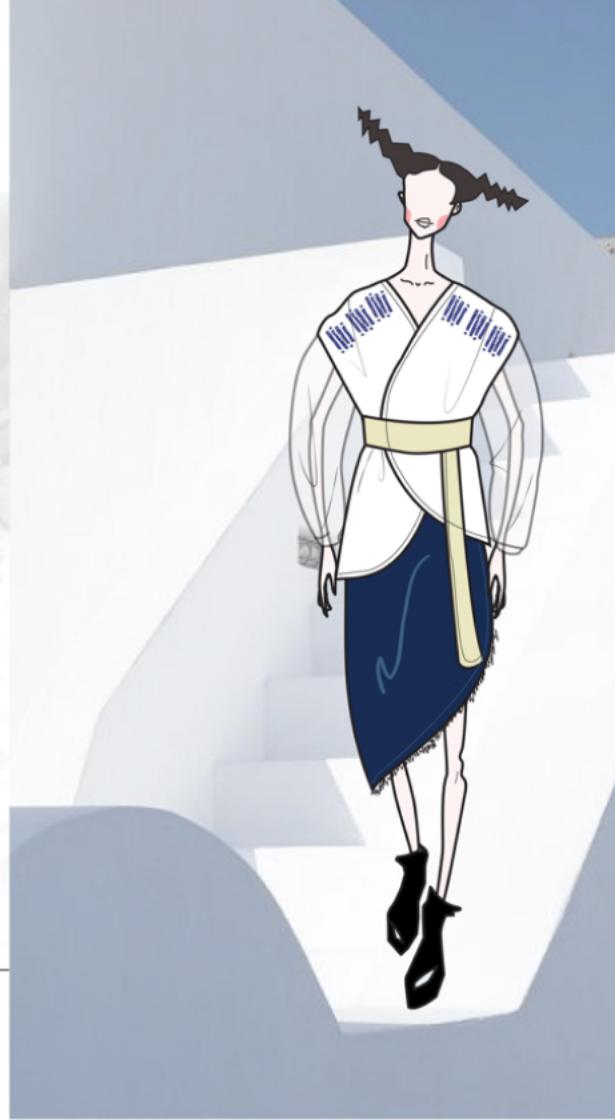
PU Leather

polyester 100

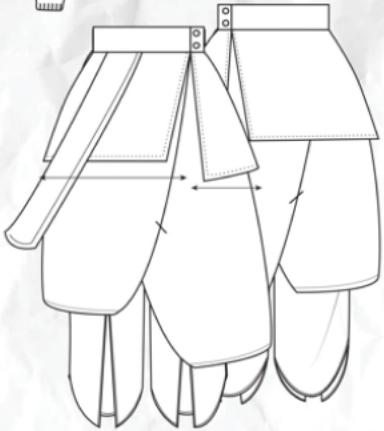
4

DAFFODILO

Denim - cotton 100 % / Chiffon - polyester 100 %
Belt - Fake leather (PU) / Pants - P 94% + SP 6%



*Signature
Line*



cotton 100
Denim (Cotton 80 P18 PU2)

AW 70/ 30

cotton 100

Fake leather

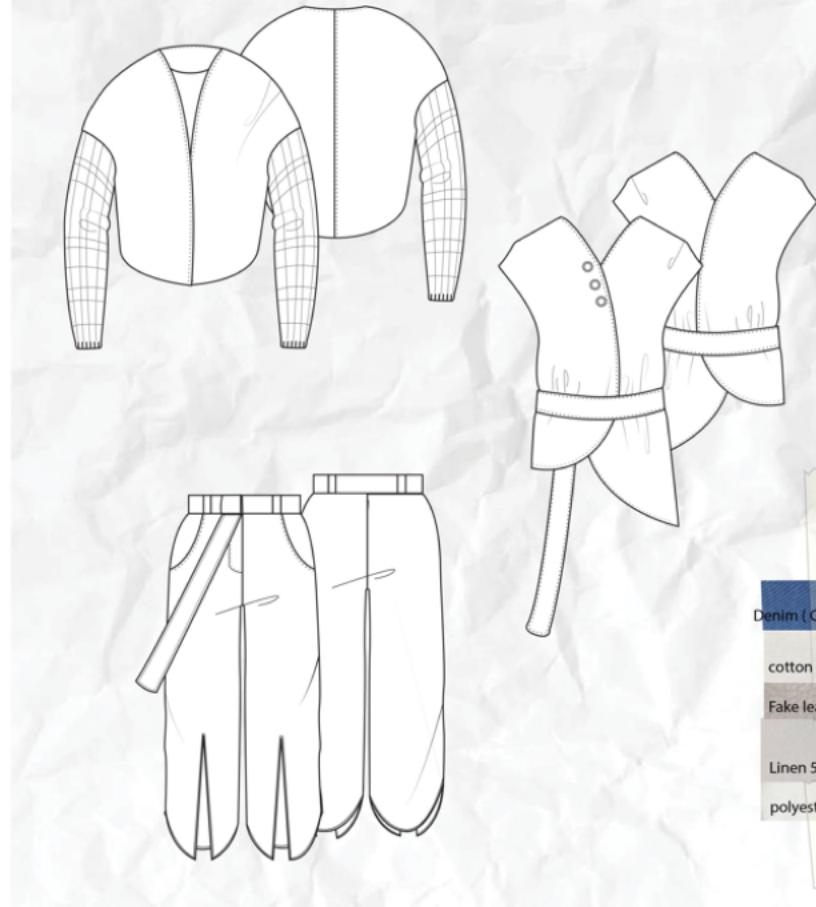
5 NIGHT SKETCHES

Denim - cotton 100 % / Printed Cotton - Cotton 100%
Belt - Fake leather (PU) / Knit - AW 70/30





SIGNATURE
LINE



Denim / Cotton 100

cotton 100

Fake leather

Linen 55 Rayon 45

polyester 100

6
PARADIS

Denim - cotton 100 % / Chiffon - polyester 100 %
Belt - Fake leather (PU) / Pants - C100 (205)

03

Projects 02

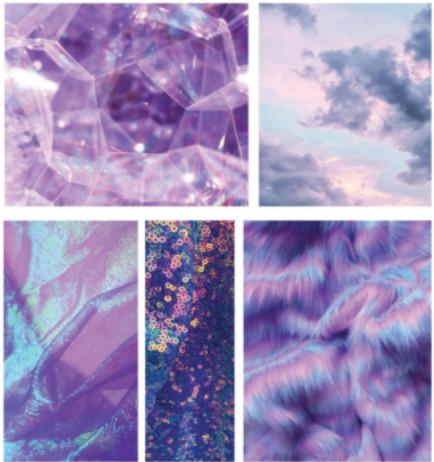
Knitwear Collection



03

Color & Concept

Knitwear Collection



[Main Color]



Viola Sky
R 114 / G 77 / B 140



Starry Night
R 85 / G 45 / B 128



Starry Sky
R 188 / G 146 / B 195

[Point Color]



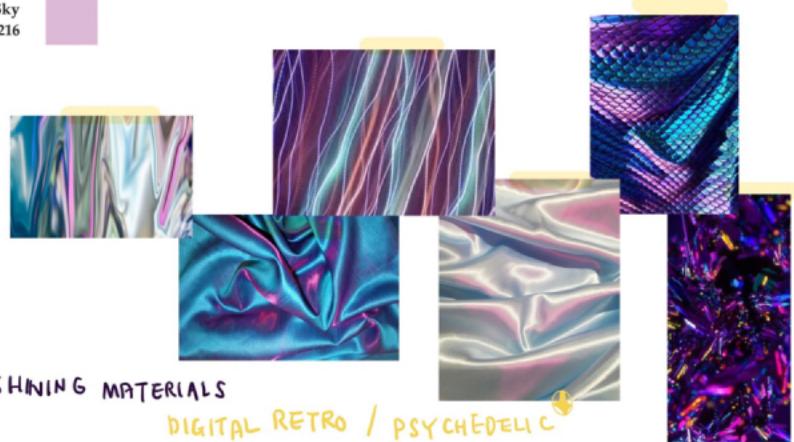
Creamy Sky
R 116 / G 124 / B 187



Dusk Sky
R 200 / G 212 / B 237



A Dawn Sky
R 219 / G 185 / B 216



03

Concepting with Fabric

Knitwear Collection



03

Concepting with Fabric

Signature Design



Knitwear Collection

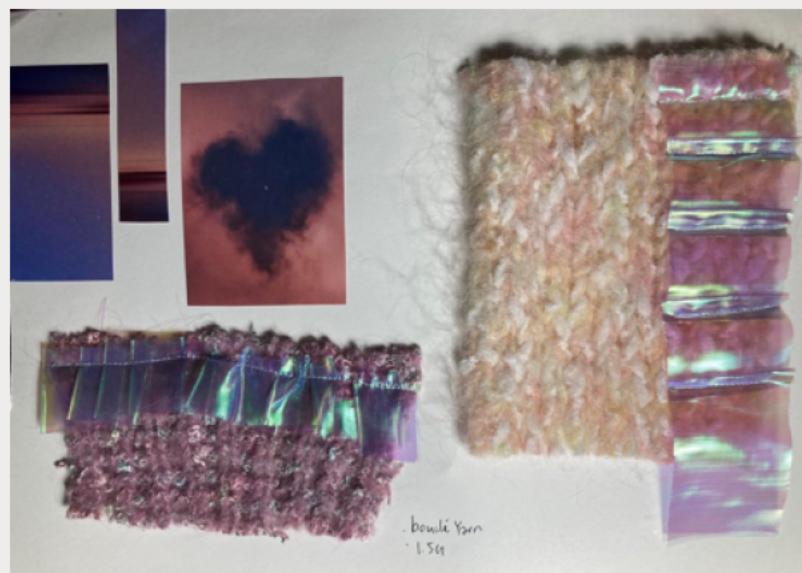
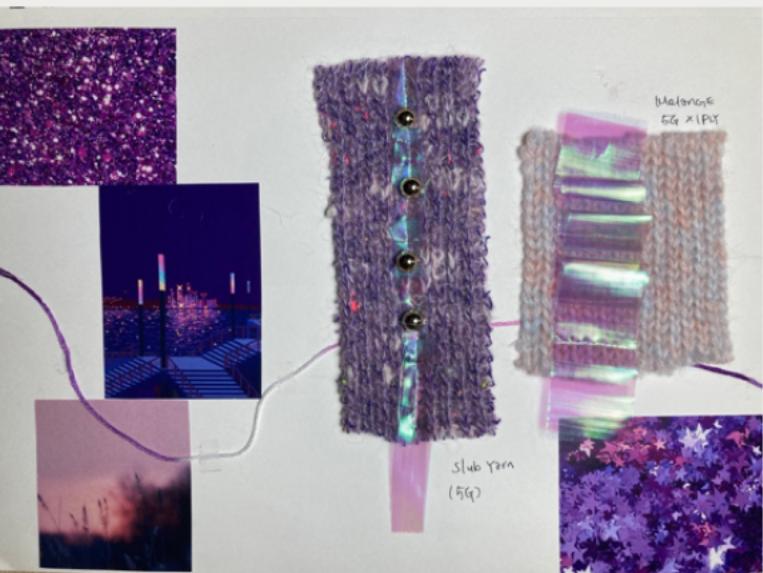


- 1.5G 2PY knit
- handcraft works
- Mohair

03

Concepting with Fabric

Signature Design



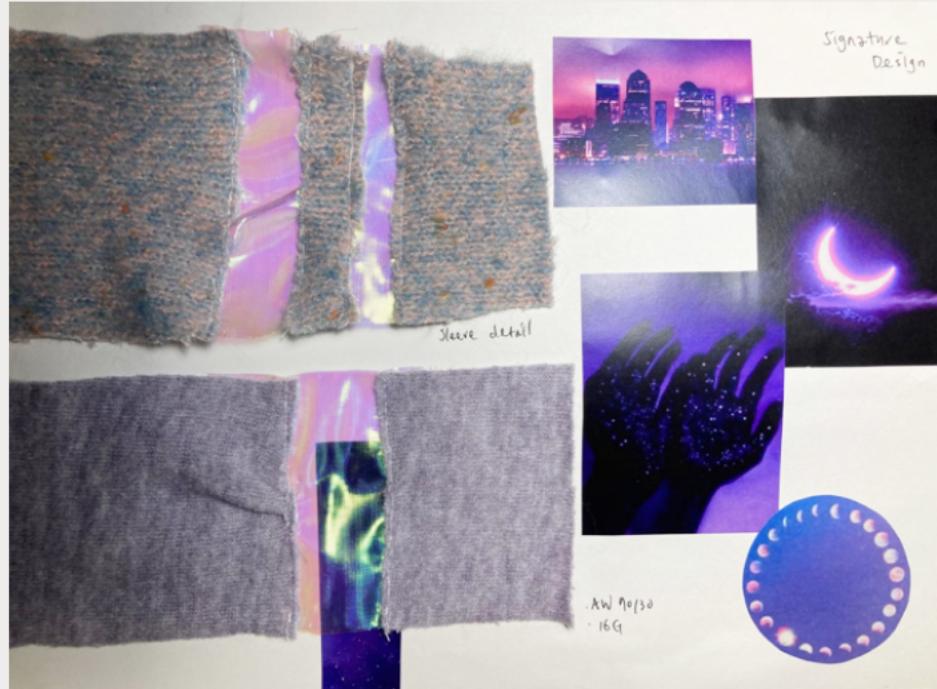
Knitwear Collection

Knitwear Collection

03

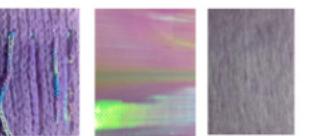
Concepting with Fabric

Signature Design

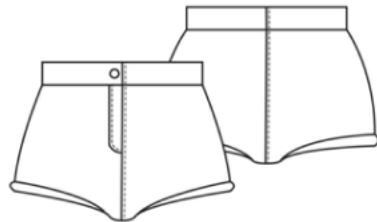
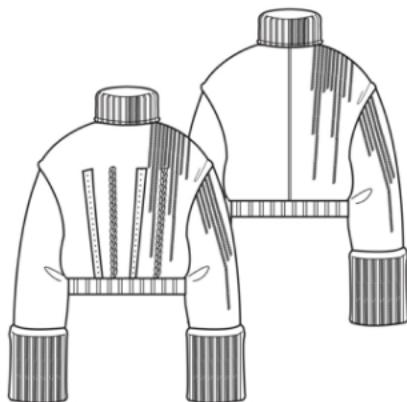


03

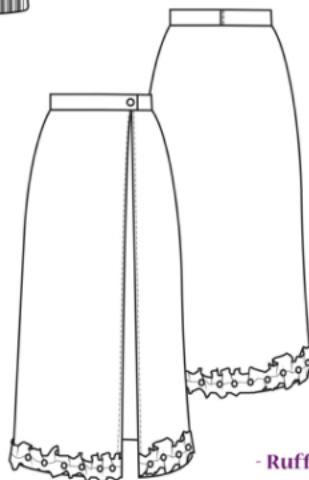
Illustration & Flats



- Crafty Knitwear (Pullover)

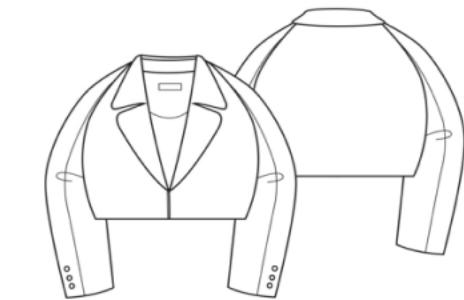


- Mini Angora Pants

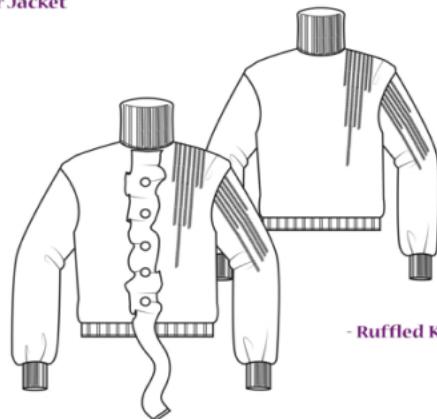


- Ruffled Skirt (See-Through)





- Heather Jacket



- Ruffled Knitwear

- Corduroy Pants + Shine

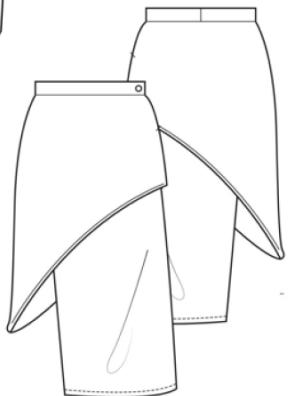
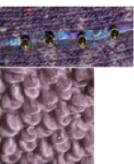


Illustration
& Flats

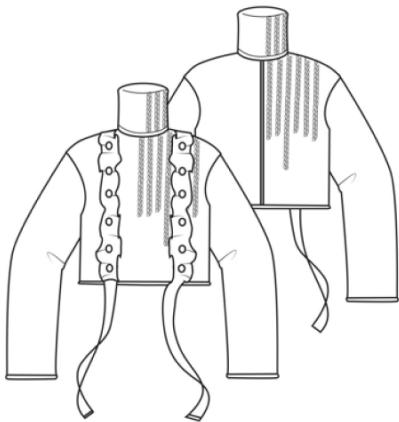
03

Illustration & Flats - 3

- Boucle Yarn Jacket



- Layered Style Skirt



- Ruffled Pullover



03

Knitwear Collection Flats



Knitwear Collection

03

Digital Retro Style : Collection 1 (2355)		접수	제작	방단	부자재	제단	포장	당당	대리	밀정								
바이어	스타일	작업용도	Style Description	Fabric Info	의뢰일	납기일	접수일	의뢰방										
Siryn Lee	235W001	Sample1	Double col. line JK	Mohair 60 / Wool 40	2021.03.21	2021.05.22	-	접수										
부문별	inhouse sample	봉제처	담당자	총재료	의뢰인	제작	제단	대리	밀정									
No.	Description Row	size(M)	Sketch Comment		Sketch Comment													
1	기장(여행자 A)	60																
2	가슴(여행자 A 1" 여밈)	50																
3	허리(여행자 A 5" 여밈)	50																
4	목구멍(여밈)	50																
5	여밈(여밈)	50																
6	아크로스 헴프(Hemp) 5 1/2" (여밈)	50																
7	(아크로스 헴프) 5 1/2" (여밈)	55																
8	여밈(여행자 A)	50																
9	여밈(여행자 A)	22																
10	마디풀(여행자 A 1" 여밈)	35																
11	스웨트 블록	10																
12	여밈(여행자 A)	10																
13	여밈(여행자 A)	25																
14	얼룩(여행자 A)(단감등)	3																
15	얼룩(여행자 A)	2																
16	얼룩(여행자 A)	2																
17	얼룩(여행자 A)	10																
18	pocket size	10*12																
19	pocket size	10*8																
20																		
조제 및 관리 방법																		
*shell 1 표지 / back pocket 가방 *cutouts / hem/vnder hem - 리본 치과 표지 *shell 2 / shell under hem에 이어서 풀제																		

Digital Retro Style : Collection 1 (2355)		접수	제작	방단	부자재	제단	포장	당당	대리	밀정								
바이어	스타일	작업용도	Style Description	Fabric Info	의뢰일	납기일	접수일	의뢰방										
Siryn Lee	235W001	Sample1	Double col. line JK	Mohair 60 / Wool 40	2021.03.21	2021.05.22	-	접수										
부문별	inhouse sample	봉제처	담당자	총재료	의뢰인	제작	제단	대리	밀정									
No.	Description Row	size(M)	Sketch Comment		Sketch Comment													
1	기장(여행자 A)	60																
2	가슴(여행자 A 1" 여밈)	50																
3	허리(여행자 A 5" 여밈)	50																
4	목구멍(여밈)	50																
5	여밈(여밈)	50																
6	아크로스 헴프(Hemp) 5 1/2" (여밈)	50																
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13	여밈(여행자 A)	25																
14	얼룩(여행자 A)(단감등)	3																
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바이어	스타일	작업용도	Style Description	Fabric Info	의뢰일	납기일	접수일	의뢰방										
Siryn Lee	235W001	Sample1	Double col. line JK	Mohair 60 / Wool 40	2021.03.21	2021.05.22	-	접수										
부문별	inhouse sample	봉제처	담당자	총재료	의뢰인	제작	제단	대리	밀정									
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Digital Retro Style : Collection 1 (2355)		접수	제작	방단	부자재	제단	포장	당당	대리	밀정
바이어	스타일</									



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