



Fashion Designer

Portfolio



Siyun Lee

Fashion Designer

Siyun Lee

Education

University of Gachon
Mar 2017 - Feb 2022
Bachelor of Art & Design (BA)
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

Seed Heritage Australia

Nov 2022 - Present
Fashion Retail
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 Designer, 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

Experience

Index



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

01

Market Intelligence

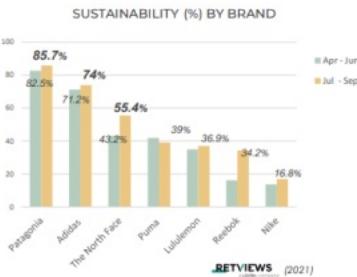
01

Market Intelligence

RETAIL ANALYSIS

SUSTAINABILITY RATE

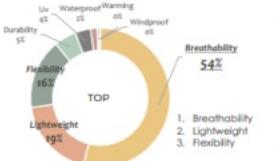
All activewear brands are planning to increase the rate of sustainable fabric.



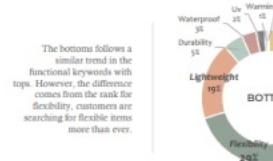
RETAIL ANALYSIS

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 - something that'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 function keywords with tops. However, the difference comes from the rank for flexibility, customers are searching for flexible items more than ever.

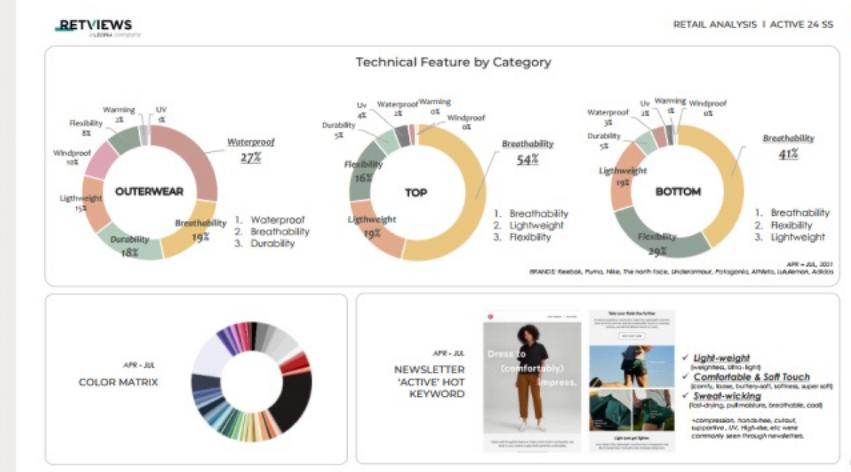
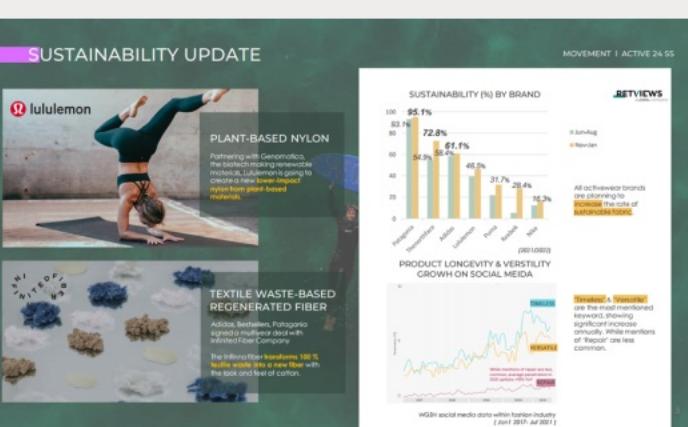


Based on the AI data, analysis the category of fashion and make a forecast of seasonal collection

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

SKETCH		TOP SIZE SPECIFICATIONS	
		Inner Sweat: Front Length From HPS 26 1/2" Inner Sweat: Neck Width (Edge to Edge) 8" Inner Sweat: Front Neck Drop (Edge to Edge) 3 3/4" Inner Sweat: Back Neck Drop (Edge to Edge) 1" Inner Sweat: Neck Cuffs Width 4" Inner Sweat: Shoulder Width 18 1/4" Inner Sweat: Chest (1 " below from A.H) 22 1/2" Inner Sweat: Bottom relaxed 19" Inner Sweat: 1/2 Sleeve Cuffs opening relaxed 4" Inner Sweat: Sleeve Cuffs Width 1 1/2" Inner Sweat: Hem Cuffs Width 1 1/2" Inner Sweat: Length of Sleeve (3 P measurement) 33" Inner Sweat: A.H 9" Vest: Front Length from HPS 26" Vest: Neck Width (Edge to Edge) 8 1/2" Vest: Front Neck Drop (Edge to Edge) 3 1/2" Vest: Back Neck Drop (Edge to Edge) 3/4" Vest: Shoulder Width 19 " Vest: Chest (1 " below from A.H) 23 1/2" Vest: Bottom relaxed 20" Vest: A.H 9 1/2" Pocket 7 1/4"	
REMARKS			

CONSTRUCTION2		CONSTRUCTION3	
<p>Hood Opening Velcro Y-Hook Invisible Zipper (Hidden Pocket) Velcro GORE Micro Padded Deco Film 1 1/2" Y-band Deco Film Y-Hook</p>		<p>** Flap Hidden Pocket ** Side Zipper Pocket</p>	

Type	Item No.	Placement	Color	Contents	Size	Weight	Supplier	quantity	Remarks
shell1	PKN2000742			Micro Modal(94%) Span(Recycled)(6%)	58	920	LND-7274(REN)	0	
shell2	PWS2002205			Nylon(Degradable)(100%)	56	79		0	
Y-BAND			BLACK			Width: 1 1/2"		0	
Folding band			BLACK			3/8" fold		0	
Velcro						3/4"		0	
Front Zipper	Vision		BLACK			5'		0	
Invisible Zipper						1/2"		0	
Sungrip								0	
Insulation	Absolon MS 1.5 oz							0	
shell3	PKX1901694	PKT: BACK OF THE HANDS		Tencel(70%) Poly(Recycled)(30%)	58	160		0	

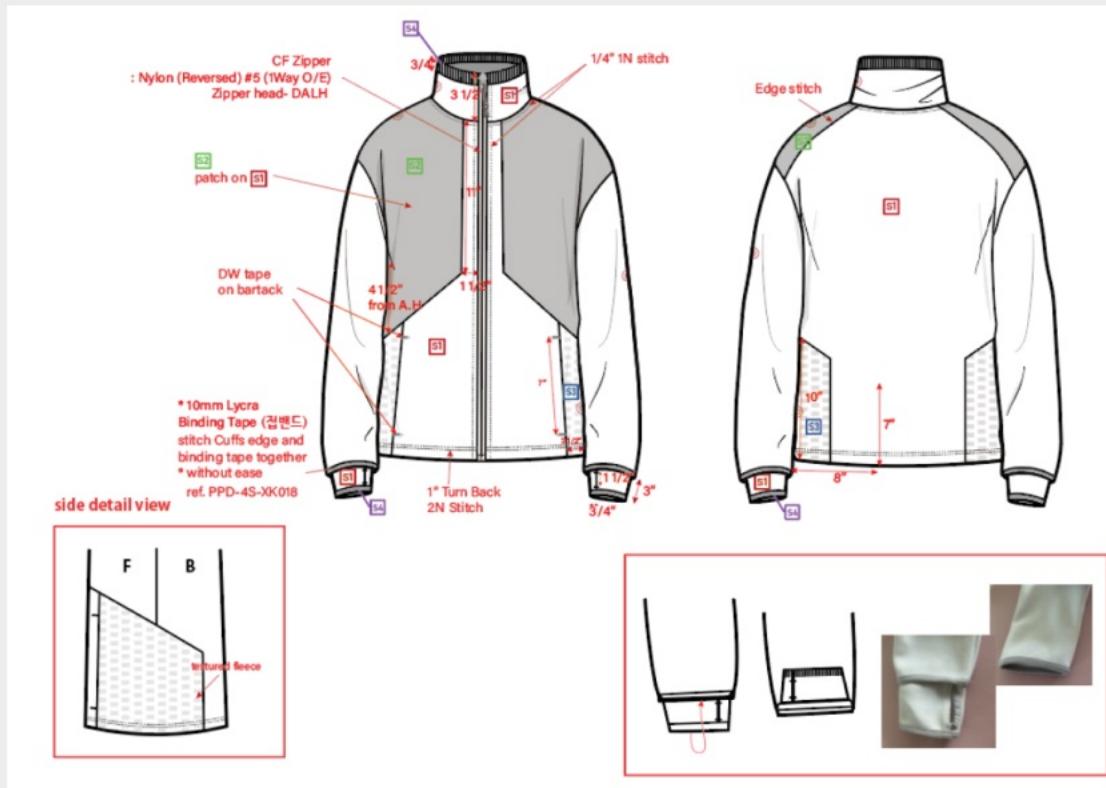
Flats and Sketch
Cutting & Sewing Instruction
Fabric Information
Size Spec
BOM (Below Of Material)
Trims Information

02

Seasonal Development

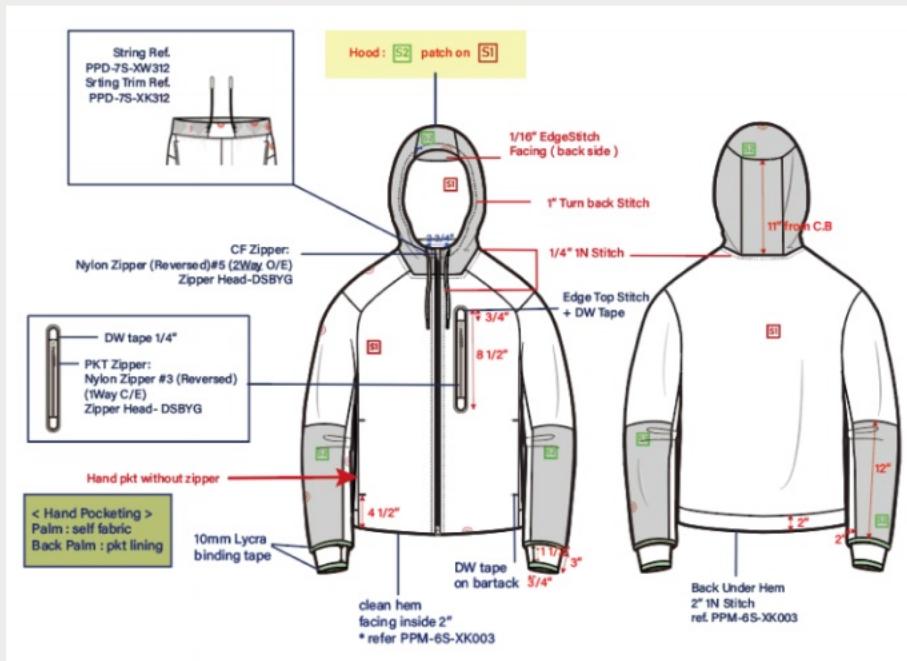
23SS & FW

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&S TEXTILE	59	255	6.95	all body
	Shell2	PWS2102156		Nylon(Degradable)(96%) Span(4%)	0	DAEKWANG	50	63	7.15	hood sleeve patch
TRIM	CF Zipper	#5	DTM to Shell2 (YKK580)	2Way / O.E (Reversed)		VKK	#5			CF
	CF Zipper Head	DSBYG	DTM to Shell2 (YKK580)	DSBYG/ 2Way		VKK	#5			CF
	Chest Pkt Zipper	#3	DTM to Shell2 (YKK580)	C/E (Reversed)		VKK	#3			Chest Pkt
	Chest Pkt Zipper Head	DSBYG	DTM to Shell2 (YKK580)	DSBYG		VKK	#3			Chest Pkt
	DW Tape	TBD	Black			Sealon				on hand pit bartack
	DW Tape_2	TBD	Black			Sealon				on chest pit
	Drawcord with cord end	TBD	DTM to Shell2 (YKK580)			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

2SS & FW

Mixed Media Zip Up Jacket

CONSTRUCTION DETAIL																																								
Design5	2023	FALL(FALL)	PPD-7F-YK301	PPC DESIGN TEAMS	PERFORMANCE WORKERS	Size - S	PURCHASE ACTOR	Jacket	TECH PACK	2021-09-13 10:01:25																														
Active			PPM-6S-YW001	VTC	TMC: Baseline Workers	PCS - 1	Sienna Lee - 02-3494-9595	0234949595	Pattern																															
SKETCH																																								
TOP SIZE SPECIFICATIONS																																								
<table> <tbody> <tr><td>Back Length (From CB)</td><td>24 1/4"</td></tr> <tr><td>Chest (1" Under AH)</td><td>42 1/2"</td></tr> <tr><td>Collar length (from Front neck edge to collar edge)</td><td>3 1/2"</td></tr> <tr><td>Cuffs Hem Width</td><td>3 1/2"</td></tr> <tr><td>Cuffs Hem length</td><td>3"</td></tr> <tr><td>Cuffs Width (Relaxed)</td><td>4 1/2"</td></tr> <tr><td>Neck (From HPS to HPS)</td><td>9 1/2"</td></tr> <tr><td>Sleeve (From CB to Edge/3point)</td><td>33 1/2"</td></tr> <tr><td>Sweep</td><td>21</td></tr> <tr><td>Front neck drop</td><td>3 1/2"</td></tr> <tr><td>Waist (14cm under AH)</td><td>41 1/2"</td></tr> <tr><td>Neck round (top)</td><td>17 3/4"</td></tr> <tr><td>Neck round (Bottom)</td><td>20 3/4"</td></tr> <tr><td>Pkt opening</td><td>6"</td></tr> <tr><td>Sleeve width</td><td>9 1/2"</td></tr> </tbody> </table>											Back Length (From CB)	24 1/4"	Chest (1" Under AH)	42 1/2"	Collar length (from Front neck edge to collar edge)	3 1/2"	Cuffs Hem Width	3 1/2"	Cuffs Hem length	3"	Cuffs Width (Relaxed)	4 1/2"	Neck (From HPS to HPS)	9 1/2"	Sleeve (From CB to Edge/3point)	33 1/2"	Sweep	21	Front neck drop	3 1/2"	Waist (14cm under AH)	41 1/2"	Neck round (top)	17 3/4"	Neck round (Bottom)	20 3/4"	Pkt opening	6"	Sleeve width	9 1/2"
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BOM CHART																																								
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Active			PPM-6S-YW001	VTC	TMC: Baseline Workers	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	LBS TEXTILE(LNS-750)	0																																
shell2	PWS2102144	cover on shell1		Poly(Recycled)(67%) Poly(33%)	55	146	Young Textile(COREL MFG)	0																																
CF Zipper	Nylon #5 (Reversed)	CF	refer remarks/ tape (YKK395)	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	T/C. Jersey(Chenille)	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	SNT(20021A)(EON)	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	SNT(20021A)(EON)	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

CONSTRUCTION DETAIL										
Design5	2023	FALL(FALL)	PPD-7F-YK304	PPC DESIGN TEAMS	PERFORMANCE WOMEN	Size - S	PERFORMANCE ACTIVE	Leggings	TECH PACK	2021-09-23 15:15:41
			PPD-6F-YK306	VTC	TEC - Angraves New Tropic	PCS - 1	Sienna Lee - 02-3494-9595	0234949595	Pattern	
SKETCH										
TOP SIZE SPECIFICATIONS										
Waist Band Opening Bottom hem Opening Front Rise (w/o Gusset/ include waist) Back Rise (Include Gusset) Waist Band Height Thigh (below crotch) Hip Outseam (include Waist Band) Gusset										
13" 4 1/2" 8 3/4" 15" 2 3/4" 9" 14 1/2" 32 3/4" 2"										
REMARK										

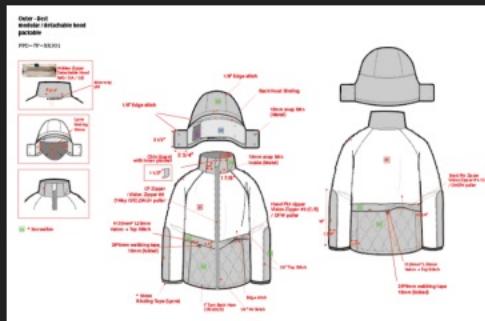
BOM CHART										
Design5	2023	FALL(FALL)	PPD-7F-YK304	PPC DESIGN TEAMS	PERFORMANCE WOMEN	Size - S	PERFORMANCE ACTIVE	Leggings	TECH PACK	2021-09-23 15:15:41
Type	Item No.	Placement	Color	Contents	Size	Weight	Supplier	quantity	Remarks	
shell1	PWK2002113			Nylon (Recycled)(85%) Span(15%)	54	300	SNT2002GA (REON)	0		
shell2	PKS2002045			Nylon (Recycled)(80%) Span(20%)	45	275	SNT2003GA (REON)	0		
shell3	PKS2001878			Nylon (Recycled)(86%) Span(14%)	50	194	SNT2003GA (REON)	0		

02

Seasonal Development

2023 SS & FW

- Flats

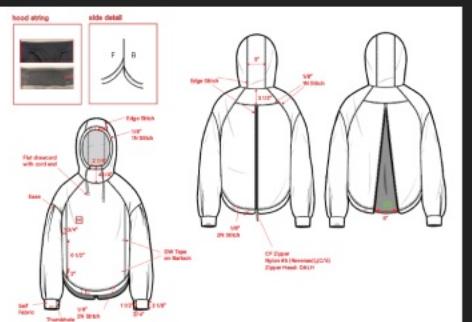
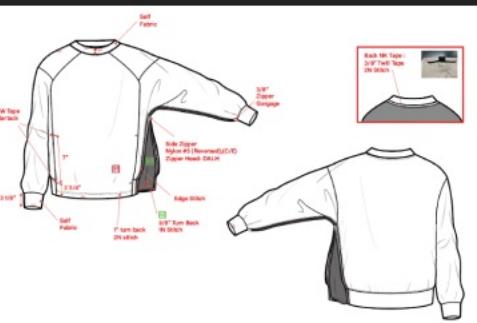


02

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

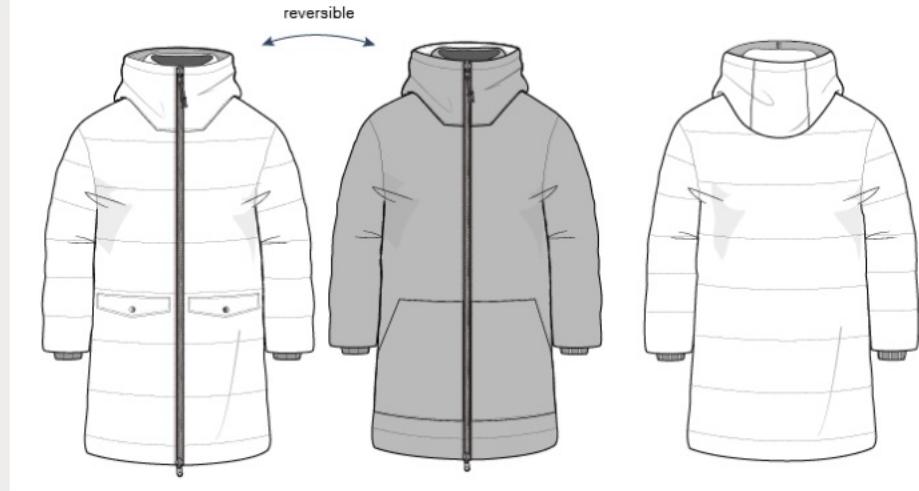
/02

Target AIM

2023 C1C3

Reversible Puffer Jacket
Suggestion

MENS



03

Other

Projects

Women's Resortwear Collection
Knitwear Collection

Projects 01

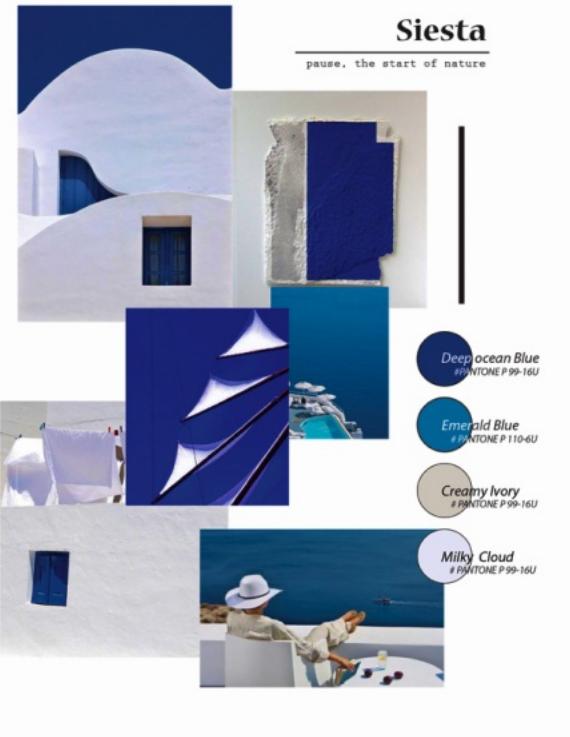
**Women's
Resortwear Collection**

03



03

Color & Concept



03

WMS
Resortwear Collection



Detail Board

Fabric Select





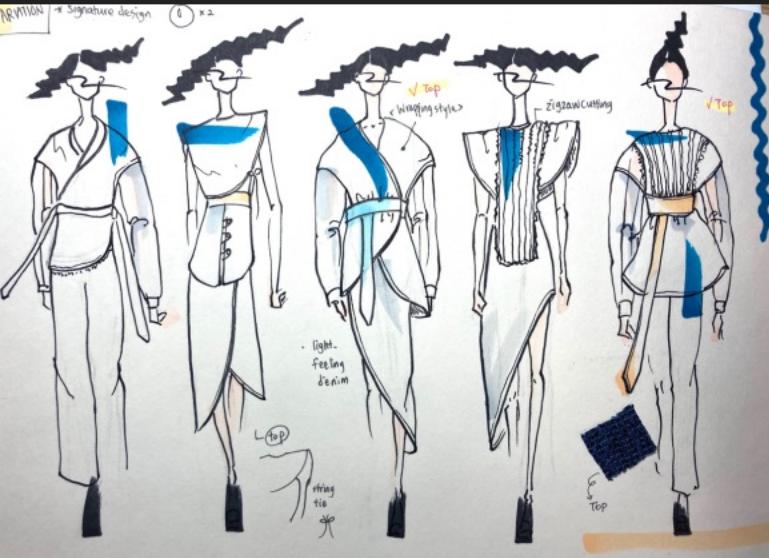
03

WMS
Resortwear Collection
Fashion Illustration

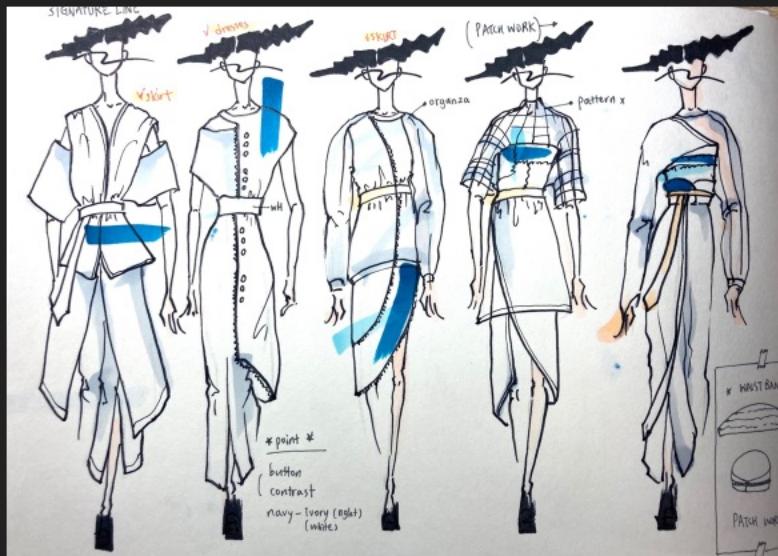


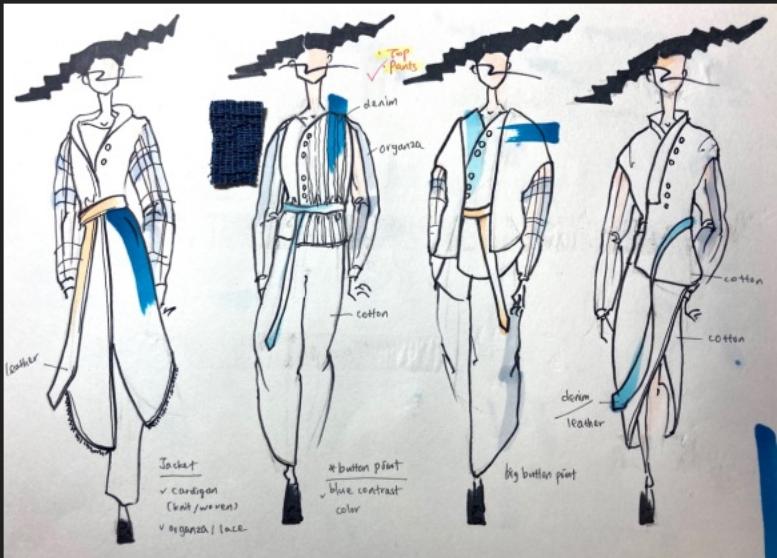
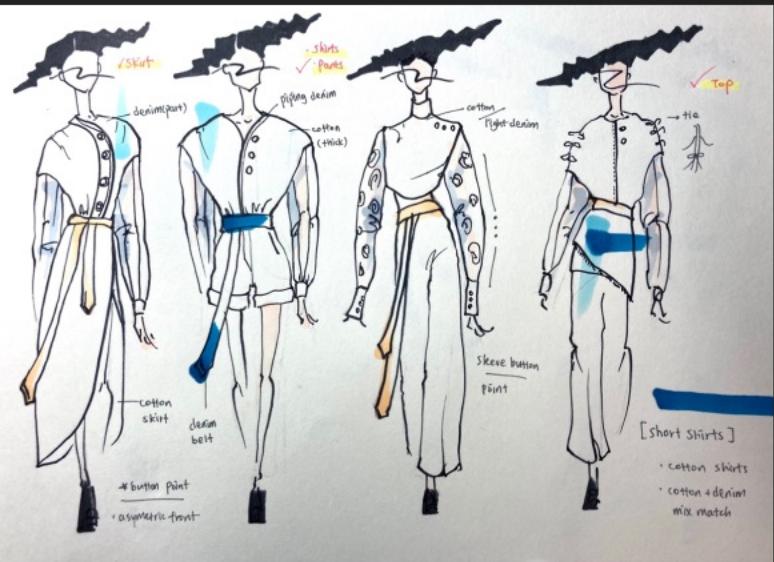
03

Fashion Illustration



WMS
Resortwear
Collection

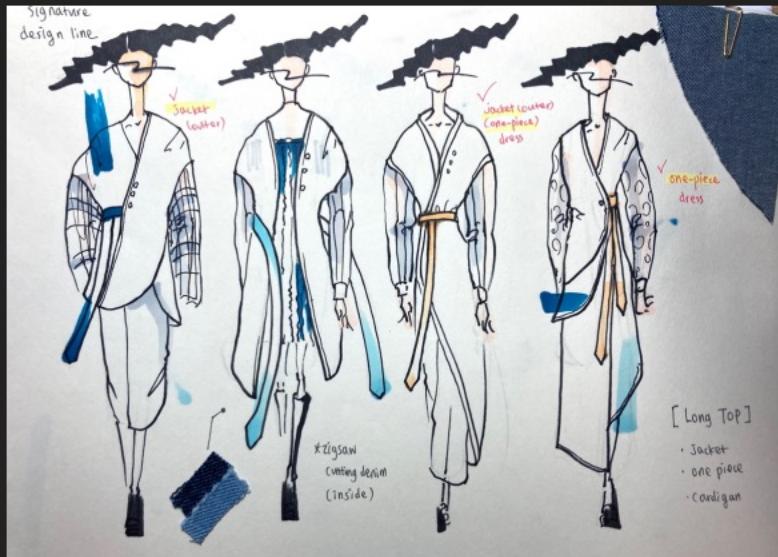
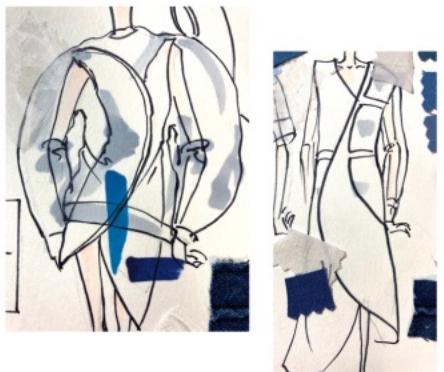


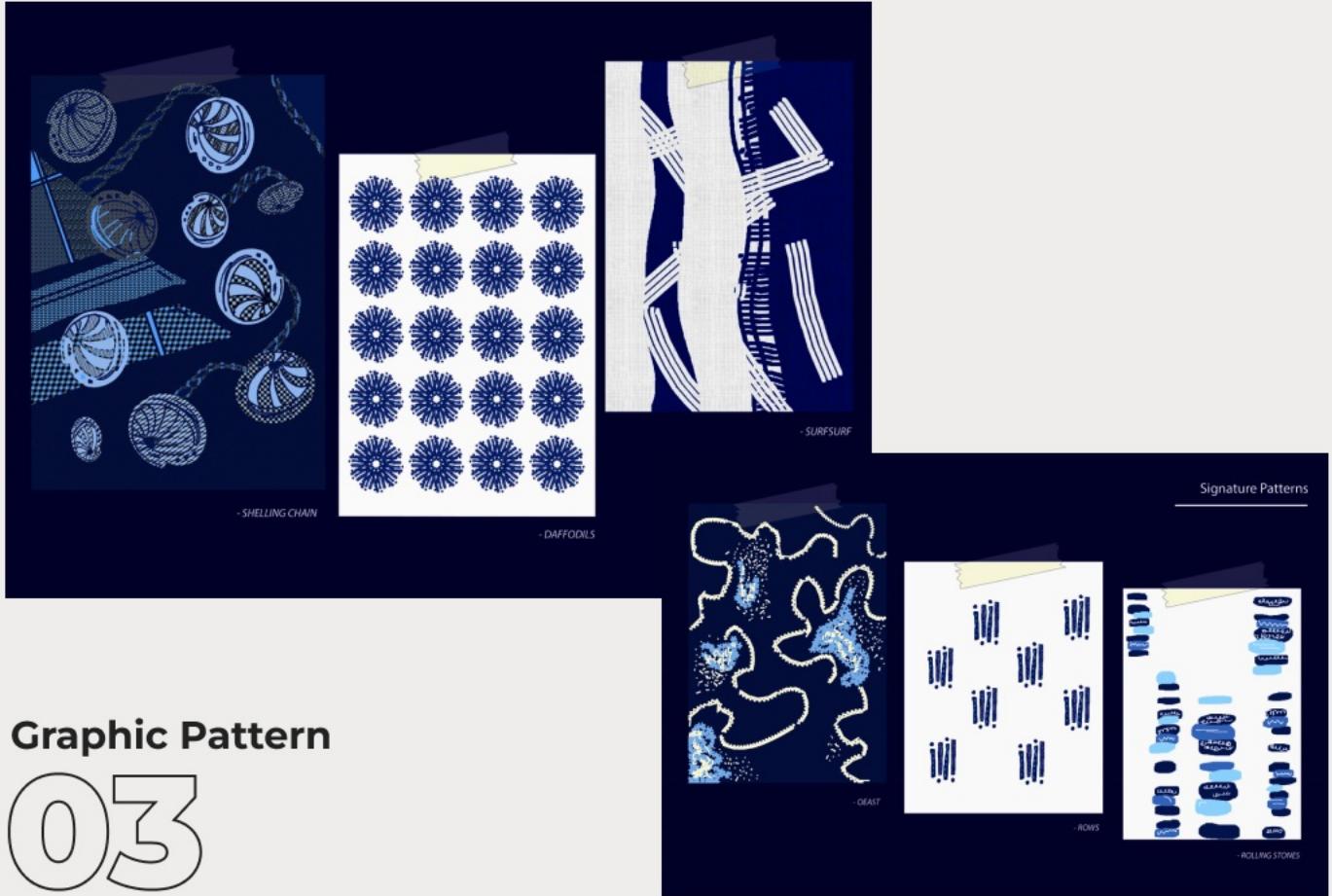


WMS
Resortwear
Collection

WMS Resortwear Collection

[Signature Design Development]





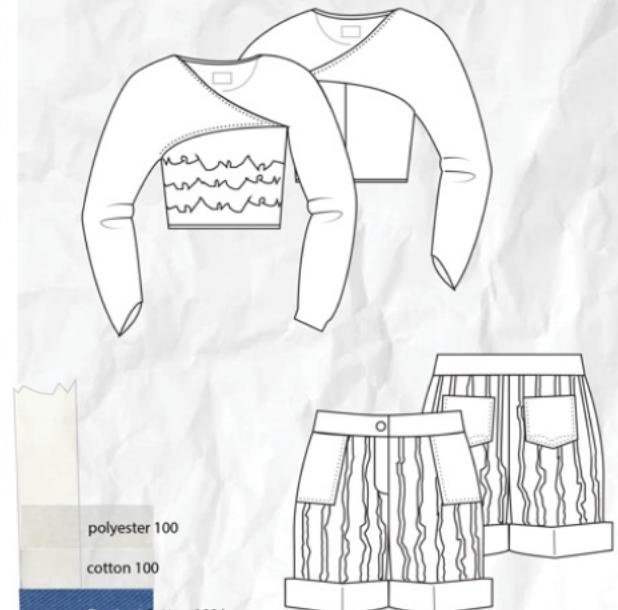
Graphic Pattern 03

1 PATCH DISCO

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



Zigzag
cutting



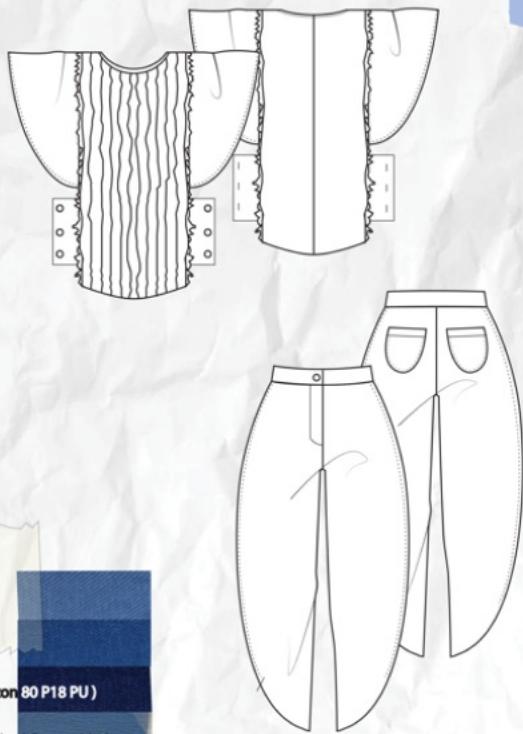
polyester 100

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

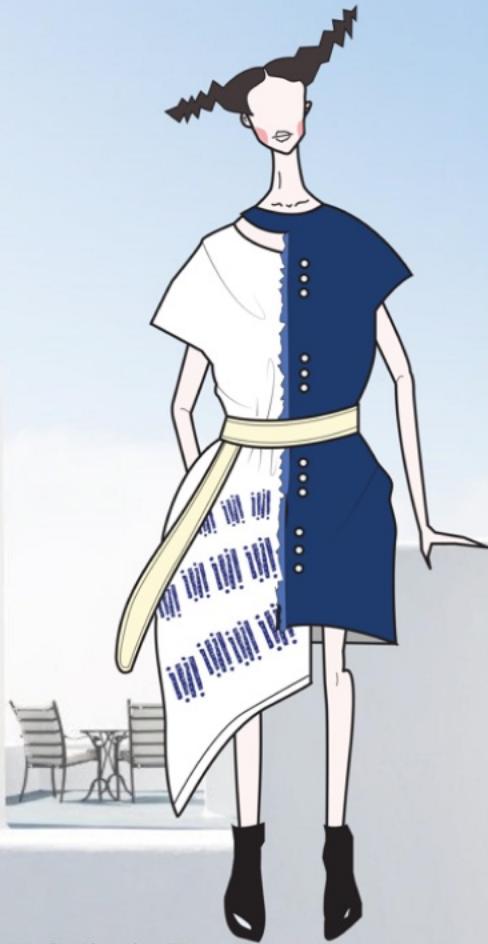
Denim - cotton 100 % / Chiffon - polyester 100 %
Belt - Fake leather (PU) / Pants - P 94% + SP 6%

**ZIG
ZIG**

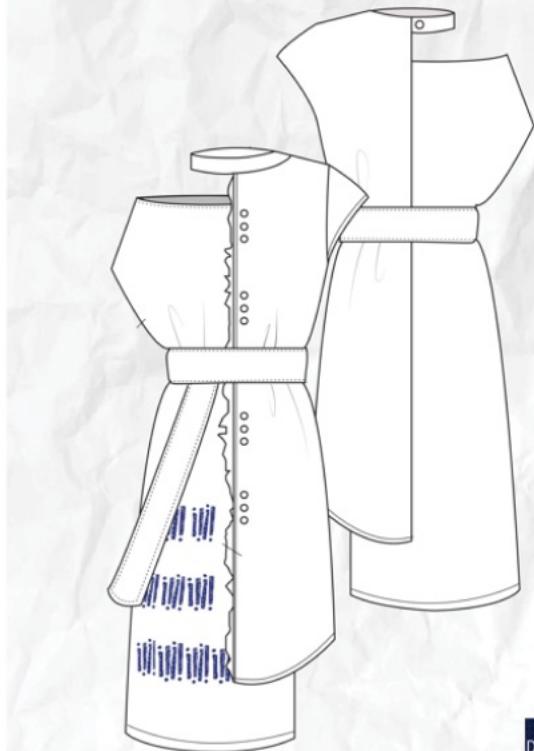
3

OH THE SAILOR

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

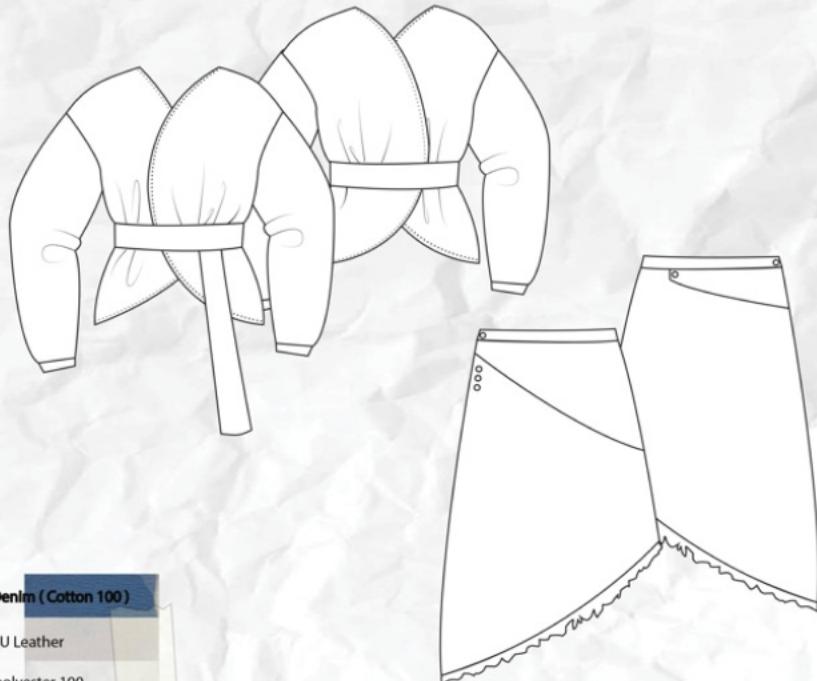


"ZeroWaste"



Denim (Cotton 100%)
cotton 100%

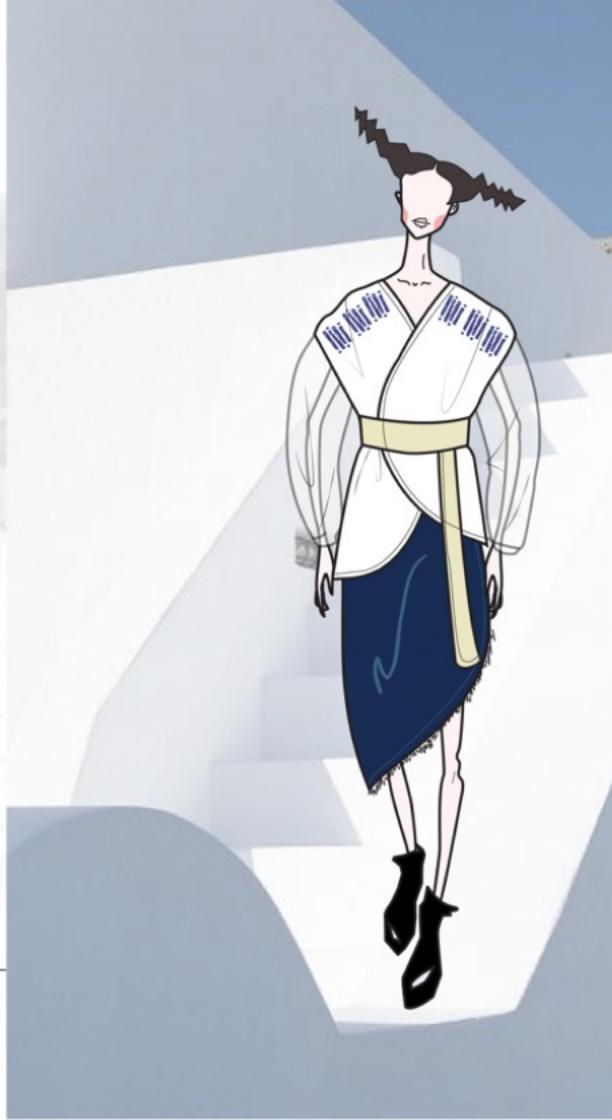
"ZeroWaste"



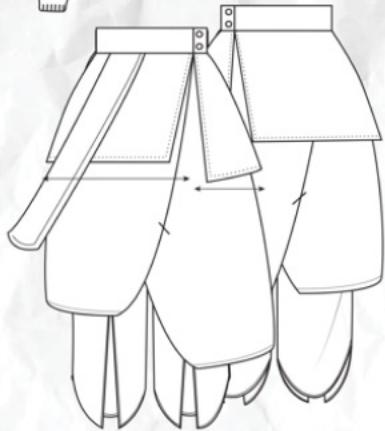
4

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

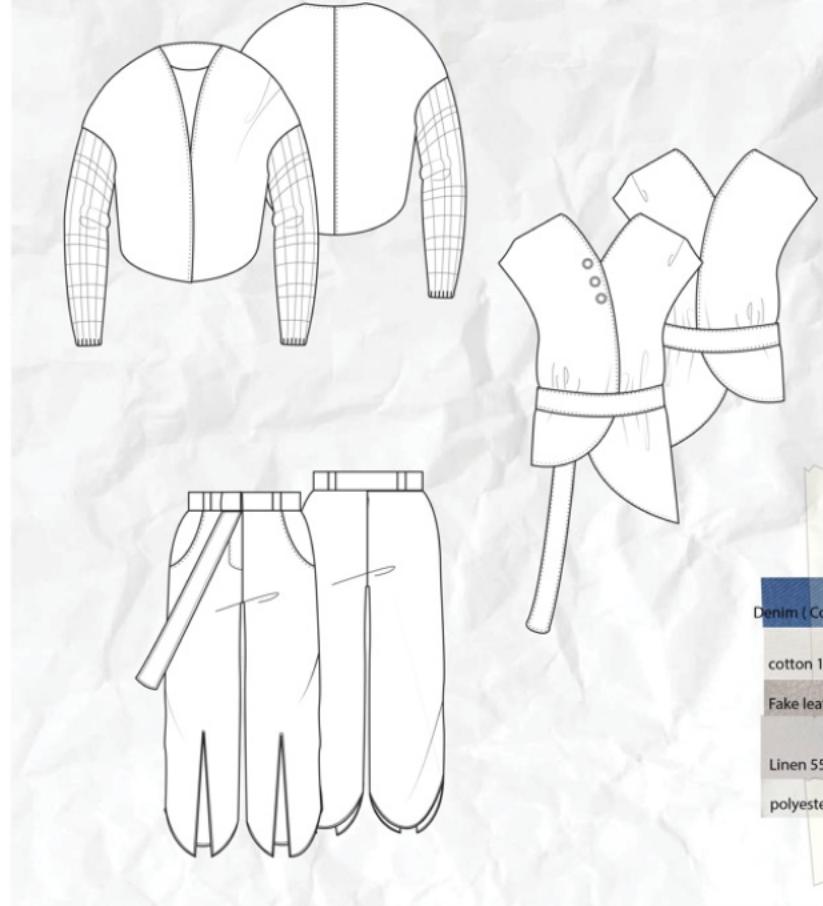
5 NIGHT SKETCHES

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





SIGNATURE
LINE



6
PARADIS

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

Denim (Cotton 100)
cotton 100
Fake leather
Linen 55 Rayon 45
polyester 100

03

Projects 02

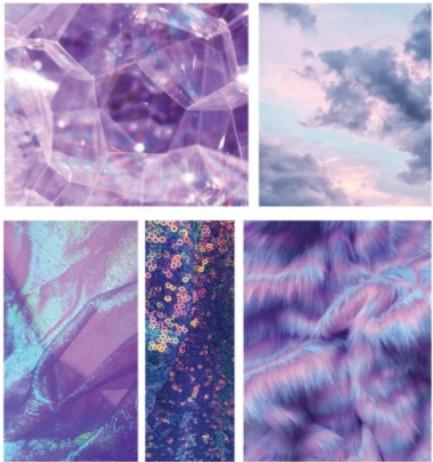
Knitwear Collection



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]



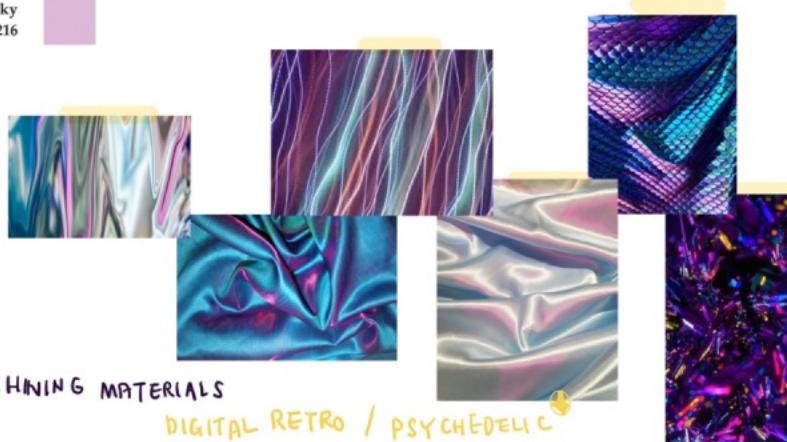
Creamy Sky
R 116 / G 124 / B 187



Dusk Sky
R 200 / G 212 / B 237



A Dawn Sky
R 219 / G 185 / B 216



SHINING MATERIALS

DIGITAL RETRO / PSYCHEDELIC

03

Concepting with Fabric

Knitwear Collection



03

Concepting with Fabric

Signature Design



Knitwear Collection

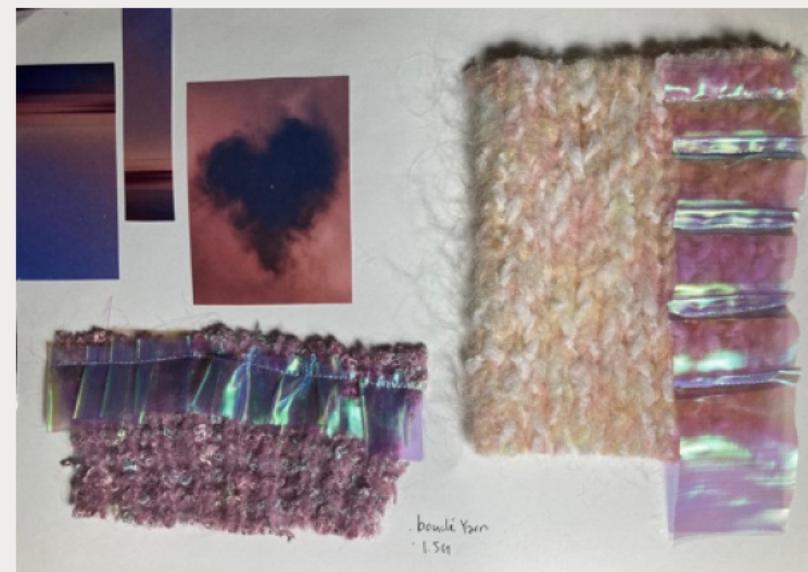
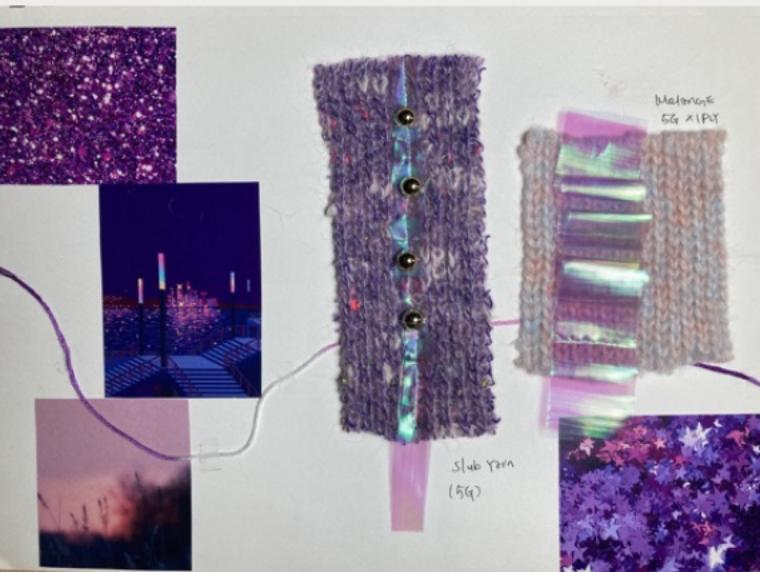


- 1.5G 2PY knit
- handcraft works
- Mohair

03

Concepting with Fabric

Signature Design



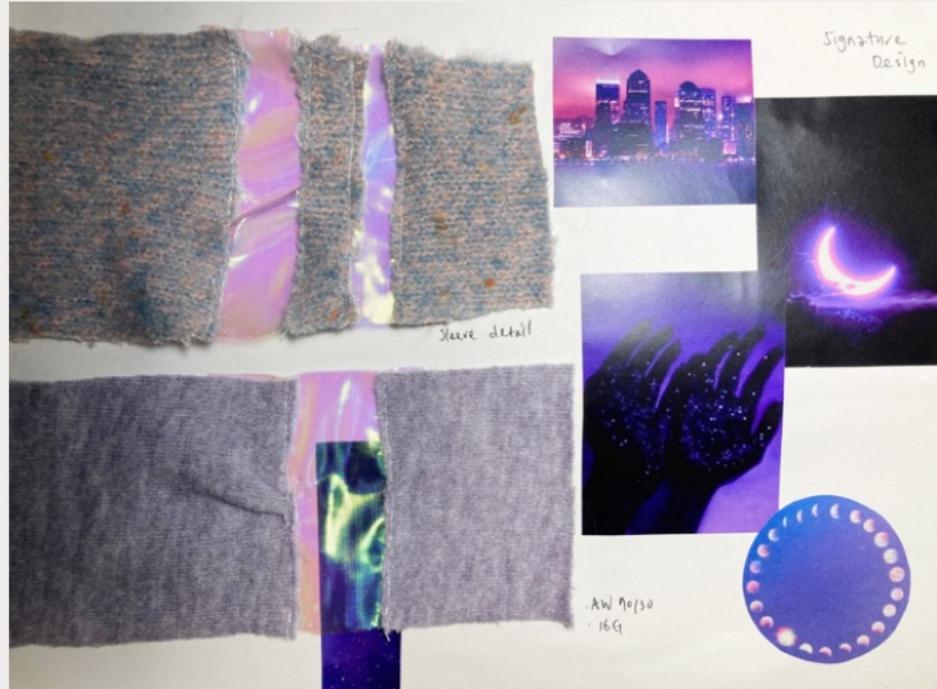
Knitwear Collection

Knitwear Collection

03

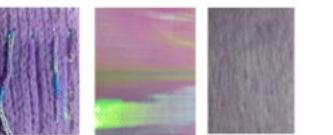
Concepting with Fabric

Signature Design

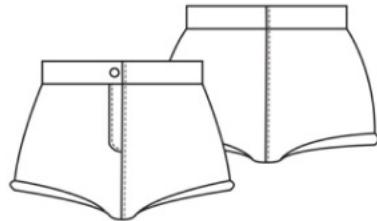
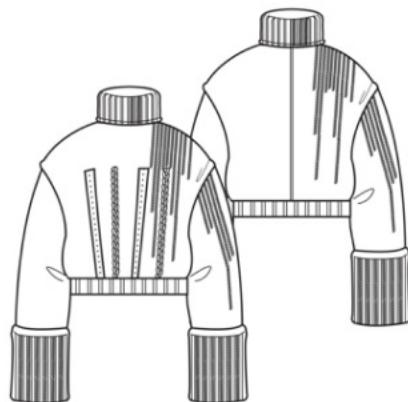


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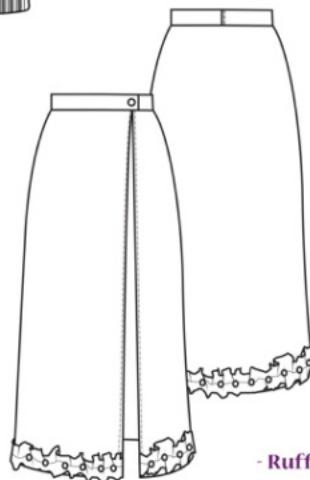
Illustration & Flats



- Crafty Knitwear (Pullover)

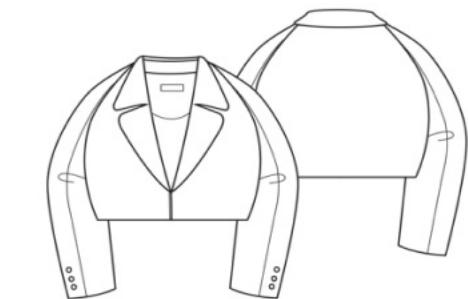


- Mini Angora Pants

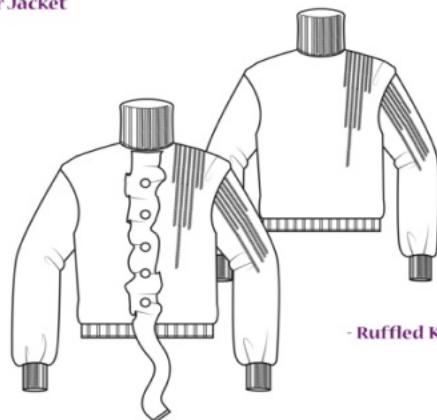


- Ruffled Skirt (See-Through)





- Heather Jacket



- Ruffled Knitwear

- Corduroy Pants + Shine

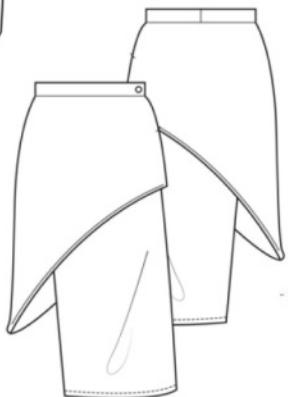


Illustration
& Flats

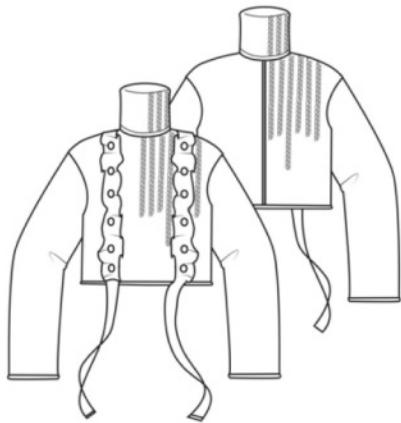
03

Illustration & Flats - 3

- Boucle Yarn Jacket



- Layered Style Skirt



- Ruffled Pullover



03

Knitwear Collection Flats



Knitwear Collection



Digital Retro Style : Collection 1 (2SS)				접수		제작		현단		부자재		재단		포장		당단		대리		정상	
마이애	스튜디오	작업번호	State Description	Fabric Info		의뢰일		납기일		접수일		의뢰방									
Slynn Lee	230/W0001	Sample1	patchwork dress	Acryl / Wool 60 / 40		2021.01.21		2021.05.22		30 +20											
부록1	Inhouse sample		봉제식	당성자		수령일		의뢰번호		접수번호		대란									
			VTC	이시풀/010-1234-5678		03.21		접수번호		수령일		-									

Digital Retro Style : Collection 1 (23SS)				접수	제작	출판	부자재	재단	조제	한정	담당	대리	당첨
바이어	스타일	작업번호	Style Description	Fabric Info				납기일				의뢰일	
Slynn Lee	23SWF-001	Sample1	Double patched contour st	ctn70 / poly30				2021.03.21				2021.05.22	
부종장	inhouse sample		본체자	당일자	출荷일	의뢰번호	주문번호	접수번호	조제번호	한정번호	담당번호	대리번호	-
No.	Description	Raw	size(M)	Sketch Comment									
1	허리풀통(toral waistband width)	66											
2	허리길이	92											
3	1/2�(�의 1/2)(belt height)	42											
4	�(�의 1/2)(belt width)	5											
5	벨트길이(belt length)	-											
6	걸단길이	2											
7	【총가감】(벨트폭 포함)	67											
8	【총가감】	20											
9	걸단(totall)	15.5											
10	back sole	5.5											
11	belt line	1.2~5											
12													
13													
14													
15													
【부자재】								【부자재】					
*pants bottom hem : organza patchwork				Denim Zipper (YKK) - Rivet (metal) - metallic orange Zips									
*patchwork : organza bottom hem : organza patchwork													

Thank You

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