DESGIN FOR FASHION

PORTFOLIO

2019 —— 2022

TAO ZANG

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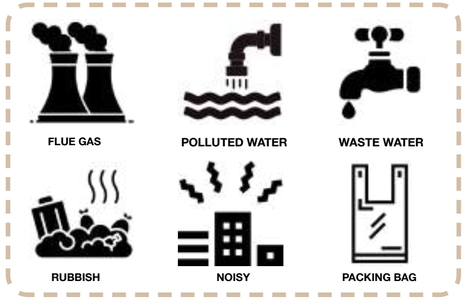
01

TEA

ZARA

The project started with the analysis and research on the sustainable development strategies of fast fashion brands in the fashion industry, and then the research and analysis of zarahome to plan sustainable marketing programs and window exhibitions for them. Inspired by the tea culture in Chengdu, the research was used to understand the tea drinking habits and lifestyle in Chengdu. According to the characteristics of tea leaves, we made many different kinds of bio-fabrics of tea leaves. And the application of tea biological fabrics and traditional weaving techniques to make rocking chairs, and hangtags, and ceramic tea sets from knitted textiles. The combination of ancient tea culture and traditional weaving techniques with sustainable materials will be explored and applied to fashion brands in a more sustainable way.

BACKGROUND



Fast fashion is a term used by fashion retailers to indicate that the design quickly follows the trend from the fashion show. Fast fashion enables consumers to buy fashionable clothes at low prices. Due to the relatively low cost of clothes, consumers' purchasing power will increase, making fast fashion widespread. Fast fashion is challenging the sales model of traditional fashion houses.

Fast fashion industry in recent years, ZARA, MANGO and so on are very popular in domestic market was fast fashion brand, sales is not good now, coupled with the emergence of the epidemic gloom, accelerate caused some brand shut down part of the store, and withdraw from the Chinese market. In its 2019 annual report, ZARA's parent company said it would close 50 percent of its stores nationwide. In April 2020, the US apparel giant also temporarily closed most of its stores in the world due to the epidemic, with an indefinite reopening date.

1,FAST FASHION BURNS A HUGE AMOUNT OF INVENTORY CLOTHING EVERY YEAR.

2,FAST FASHION LEADS PEOPLE TO CHANGE CLOTHES QUICKLY, RESULTING IN WASTE.

3,THE POLLUTION OF THE GARMENT INDUSTRY IS SECOND ONLY TO THE OIL INDUSTRY.

CHANGE

ZARA

Fast fashion brand ZARA integration of ZARA and Infinited capsule series of new environmental protection Fiber cooperation, and raw materials mainly from second-hand clothing recycling project of old clothes, and through ZARA innovation environmental protection textile technology to make new clothes. To better carry out the project, zara Inditex has bought green fashion and textile technology to the parent company Infinited Fiber research and development of a whole new Infinna regeneration of generic Fiber technology, characterized by running will be completely waste of textile materials is transformed into a new Fiber materials, Through special manufacturing process, it has a similar feel and appearance to pure cotton, and can be recycled many times.

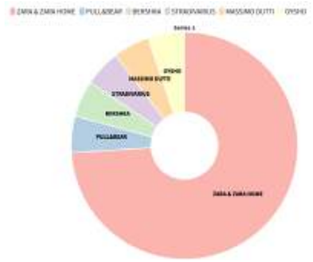
SHEIN

In August, SHEIN announced that all bags shipped to the European Union and the United Kingdom will use recycled plastic delivery bags, and its premium brand MOTF will start using 100% recycled PE plastic bags for all its products. SHEIN expects this will save more than 319 tons of raw plastic by the end of this year, saving tons of plastic particles per month.
Cross-border fast fashion platform SHEIN released a statement on May 5 announcing the launch of its new eco-friendly clothing line evoluSHEIN.
All evoluSHEIN products are made of recycled polyester to reduce the production of raw materials as well as the consumption of water, energy and other resources. The first Evolushein collection was launched on April 29, with a total of 170 products, including jackets, skirts and trousers.
This product is no different from other SHEIN products, the raw material is environmentally friendly - declared recycled polyester. Extracted from waste plastic bottles or polyester fabrics, the properties of traditional polyester. The plastic bags are also made from 100% recycled materials.recycling materials.

SUMMARIZE

These fast fashion brands have made great efforts in product research and development, production and marketing communication in recent years, and have changed in the direction of sustainable development. Fast fashion is gradually reversing its environmentally unfriendly image in the minds of the public with sustainable marketing and selling points.

BRAND ANALYSIS



INDITEX COMPOSITION OF INCOME

COMPARISON OF BRAND REVENUE GROWTH

COMPANY COMPOSITION

Inditex said it recorded positive sales growth in all major regions in the first half of the year. Gross profit rose 24.5 per cent to €8.6bn, with gross margins hitting 57.9 per cent, the highest in seven years. Among them, customer traffic and store sales increased significantly and will continue to be positive, store differentiation is the most critical driver.

According to the brand division, the main brand Zara and Zara Home is still a strong performance, revenue grew by 29% year on year, revenue accounted for 74%, the highest level are all its brands. Inditex's Pull&Bear, Bershka and Stradivarius, three fast-fashion brands that have recently pulled out of China, are second only to the main brands in terms of volume, with revenue growth of 15 to 20 percent. The reporter noted that Massimo Dutti, a mid-to-high-end brand that still has a presence in the Chinese market, saw its revenue rise 10% year on year, while Oysho, a lingerie and home wear brand, underperformed, falling 4% year on year.

SOURCE OF REVENUE

COUNTRY/REGION	2021	2022
SPAIN	60.2%	60.5%
AMERICA	17.3%	20.1%
ASIA and ELSEWHERE	22.5%	19.4%

Europe, which is based in Spain, remained Inditex's biggest source of revenue, up 0.3 percent from a year earlier. The Americas rose 2.8 percent, while the share of revenue in Asia and other markets, including China, fell 3.1 percent.

ZARA MEASURE

Inditex, the owner of Zara, said in its first-half 2022 earnings report that it would continue to raise prices this autumn to cope with the risk of higher raw material costs.

In fact, Zara has become the most expensive fast-fashion brand to raise prices. According to an analysis by UBS, the average price of Zara clothing rose 12.2% in July from a year earlier, higher than inflation in many global markets. Analysts at Credit Suisse said Inditex benefited from a favourable trend, climate and pricing strategy, but this was no guarantee that consumers would not balk at further price increases.

In January 2022, ZARA cooperated with Chinese designer brands for the first time, launching a co-branded collection with Chinese designer SUSAN FANG. This year, ZARA once again joined hands with Chinese designer brand CALVINLUO to launch a co-branded collaboration series, which will be sold in ZARA online platforms, Chinese mainland, Hong Kong,China, Taiwan China region selected offline stores on January 11.

BRAND INFORMATION

Brand name
Zara home

Brand origin
Spain

Brand time
1975

Brand characteristics
The suddenly unattainable Zara Home.

RELATIONSHIP

1.zara is a Spanish clothing brand. zarahome is a branch brand of zara, which mainly sells household products.

2. Zarahome and zara is branch and main body, the relationship between the household design of zarahome unique, high cost performance, is included in the zara's, are very popular with everyone.

BRAND ANALYSIS

DIFF.	ZARA	ZARA HOME
TYPE OF SALE	ZARA product line includes women's wear, men's wear, children's wear and accessories under each branch line, shoes and hats.	ZARA HOME products are mainly textiles, series involved in bedroom, tableware, bathroom, living room, all kinds of gifts and decorations, lamps, personal care, baby and children series. The brand aims to provide customers with decorative, practical, fashion design and reasonable prices of home decoration products.
PRICE	A relatively cheap product choice compared to other clothing.	Compared with other household goods, the price is medium.
SELLING STRATEGY	Clothing fashion items have a short life cycle, and an average of only seven times a piece of clothing.	Fashion items whose homes are prone to falling out of season last longer and are less likely to be discarded.

CON.	ZARA	ZARA HOME
CONSUMER	Consumers between 25 and 35 years old, this kind of buying group has a high sensitivity to fashion and has certain consumption power.	
STYLE	Product design always combines the most popular fashion elements, does not belong to any particular style, Mediterranean wind, Bohemian wind, Nordic simple wind it all includes, unique personality, clever design.	
PRICE	100-1500¥	
SELLING STRATEGY	It offers medium quality products at relatively low prices, allowing consumers to enjoy shopping and keep buying new products that are more popular.	
SITE TESTING	Most of the selected stores are located in the core shopping malls in first-tier and second-tier cities. Considering the consistent management and operation mode of the same parent company, it is not surprising that Zara Home and Zara often locate in the same shopping malls. The overall layout of the comfortable and simple space brings customers amazing visual enjoyment, where customers can enjoy the one-stop shopping experience of buying various products.	

CONSUMERS

GENDER
Applicable to all urban youth

STYLE
European and American fashion

OCCUPATION
Students
Newbie

PURCHASING MOTIVE
Social needs
Self-satisfaction

LIFE STYLE
Free
Enthusiasm
Positive

PURCHASING CHANNEL
Physical store

INCOME
middle income

SUMMARIZE

The online business of Home and lifestyle brand Zara Home is merged with its core brand Zara to better cover consumer needs, while the offline stores further improve consumers' omnichannel retail experience through the introduction of new technologies.

In the future, the fashion brand would be more emphasis on selling kinds o, furniture than out-of-season fashion single product life cycle is longer, more is not easy to be discarded; Moreover, Instagram and other social media allow people to "show their homes", which further promotes the development possibility of this category. Young people are also more likely to get information and purchase guidance from a variety of online media channels. Compared with the design of the product itself, it is more important to create a life, from the space and home to reflect the personal attitude towards life and fashion attitude.

Home furnishing also enhances the possibility of purchase in sets to a greater extent, occupying the natural advantage of combination marketing. In home outfit more initiative and engagement in the process of consumption, our consumption purpose more in demand as the center, now is more of self expression, express to strengthen identity. And home is not limited to decoration style, furniture, small to cups, cushions, candles, etc., can create a stylized home atmosphere.

INSIGHTS INTO CHINESE CONSUMERS' LIVES—— CHENGDU

TEA CULTURE

Chengdu is a city in southwest China. People in Chengdu have a relaxed lifestyle, and drinking tea is an essential part of their lifestyle, whether it's hot pot or mahjong. Therefore, a lot of tea derivative products, such as cups and chairs, have appeared in Chengdu.

TEAWARE

Chengdu is the origin of Chinese tea culture, and modern Chengdu has retained many ancient ways of drinking tea.The most important reason is that Chengdu is located in the southwest of China, which is a tea growing region. The humid climate and mountainous area in Chengdu are suitable for tea growing.

RESEARCH & EXPERIMENT

TEA HISTORY

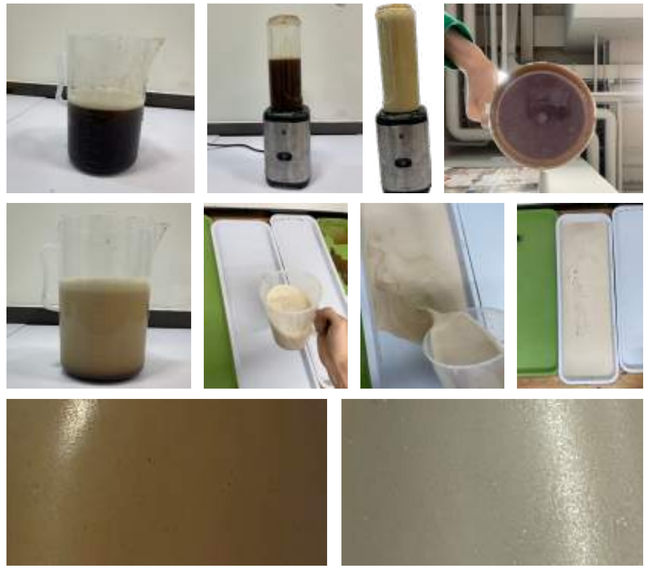
Research the history, variety, distribution and function of tea.

EXPERIMENT 1

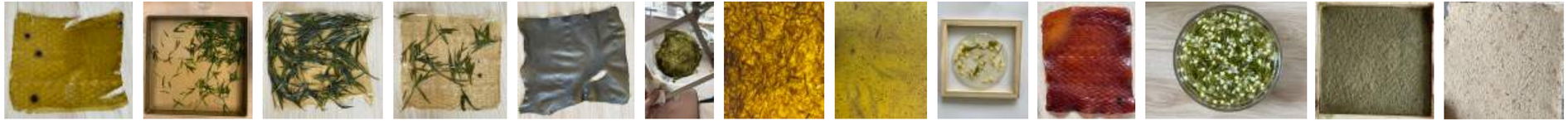
Using the color of tea and the characteristic that can be dismissed, and collecting waste tea leaves, we can make a variety of tea biological fabrics with different textures.

EXPERIMENT 2

According to the characteristics of tea leaves, tea leaves will produce tea foam during the brewing process, I amplified this characteristic and stirred at high speed when the mixture was about to cool down, so that he could layered, so that the fabric produced was completely different in color on the front and back, with foam on one side and tea on the other.



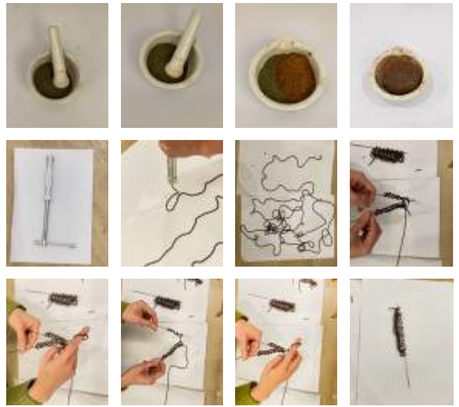
FABRIC EXPERIMENT



MATERIALS
Tea leaves
Arabian jasmine flower
Chinese art paper
Bamboo leaf

TECHNIQUES
Papermaking
Bioplastics
Tea dyeing

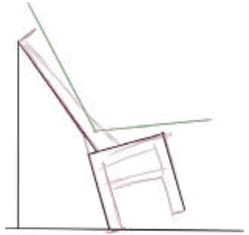
INCENSE INNOVATION



INSPIRATION

After the research on the most comfortable posture for drinking tea, the rocking chair was chosen as the design work, combined with the traditional craft of bamboo weaving in Chengdu for the rocking chair design.

CHAIR DESGIN



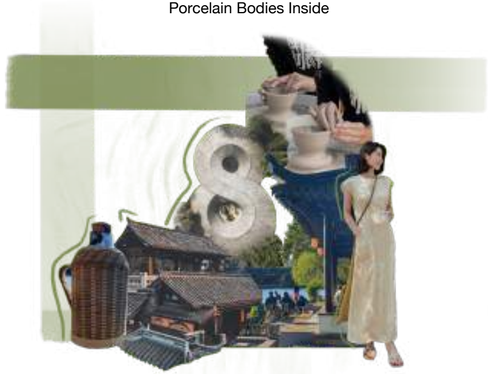
SIZE
long: 56 cm, width: 125 cm, height: 90 cm

SOFTWARE
solidworks

DESIGN DESCRIPTION
Tea is the most comfortable position for investigation, rocking chair is chosen as the design work, combined with traditional craft in chengdu bamboo rocking chair design.

CERAMIC DESGIN

Woven Bamboo Wares with
Porcelain Bodies Inside



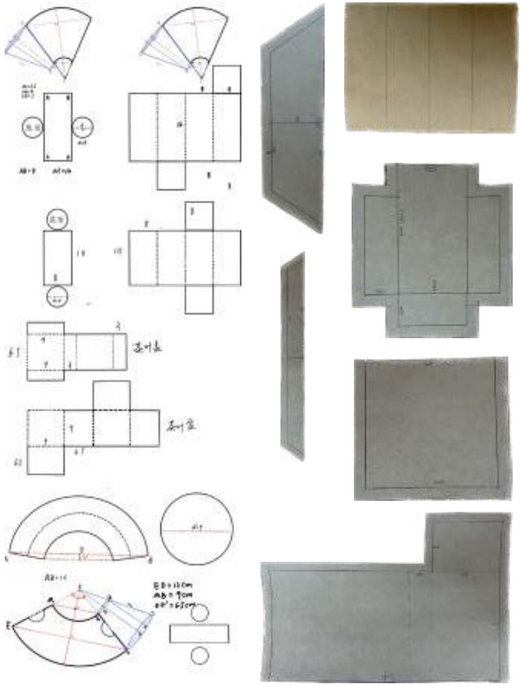
THE FIRST MORPHOLOGICAL EXPERIMENT

THE SECOND MORPHOLOGICAL EXPERIMENT

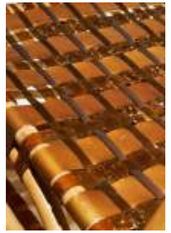
THE FIRST COLOR EXPERIMENT

THE SECOND COLOR EXPERIMENT

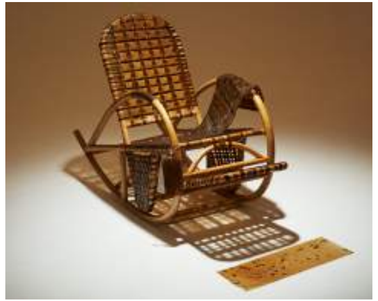
PLANE DEVELOPMENT



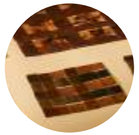
MAKING PROCESS



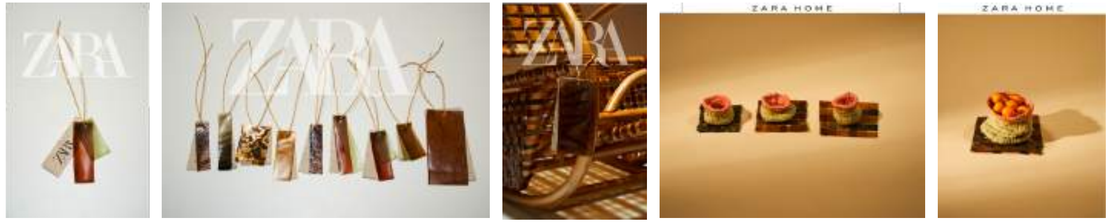
LENGTH:56cm
WIDTH:125cm
HEIGHT:90CM
TECHNIQUES:WEAVING
MATERIAL:BIO-FABRIC



LENGTH:9-16cm
WIDTH:3.8-4.5cm
MATERIAL:BIO-FABRIC



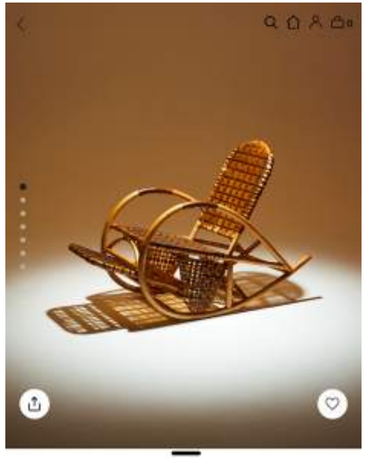
LENGTH:3-10cm
WIDTH:3-10cm
HEIGHT:3.5-10CM
TECHNIQUES:KNITTING
MATERIAL:KNITWEAR



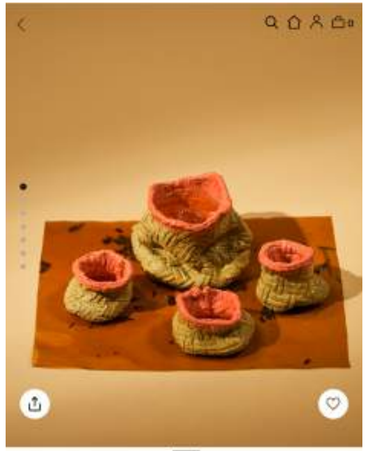
ZARA HOME WINDOW DISPLAY

FACILITY

ZARA ROCKING CHAIR
ZARA BIOLOGICAL FABRIC
ZARA CERAMIC KNITTED TEA SET
ZARA BIOLOGICAL FABRIC TAG
ZARA BIOLOGICAL FABRIC TEA SET



BIO-FABRIC WOVEN ROCKING CHAIR
~~€200~~
€150
Height:90cm Width:125cm Length:56cm
ADD TO BASKET



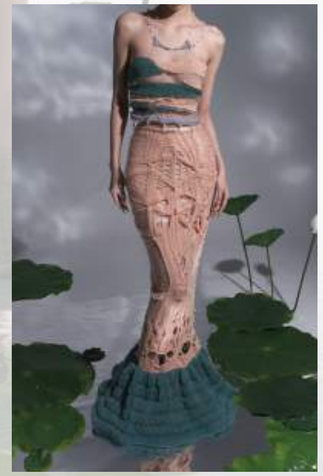
KNITTED CERAMIC ASSEMBLY
~~€40~~
€35
Knitted ceramic tea set, available in a variety of sizes.
ADD TO BASKET

SOLD ON THE OFFICIAL WEBSITE OF ZARA HOME

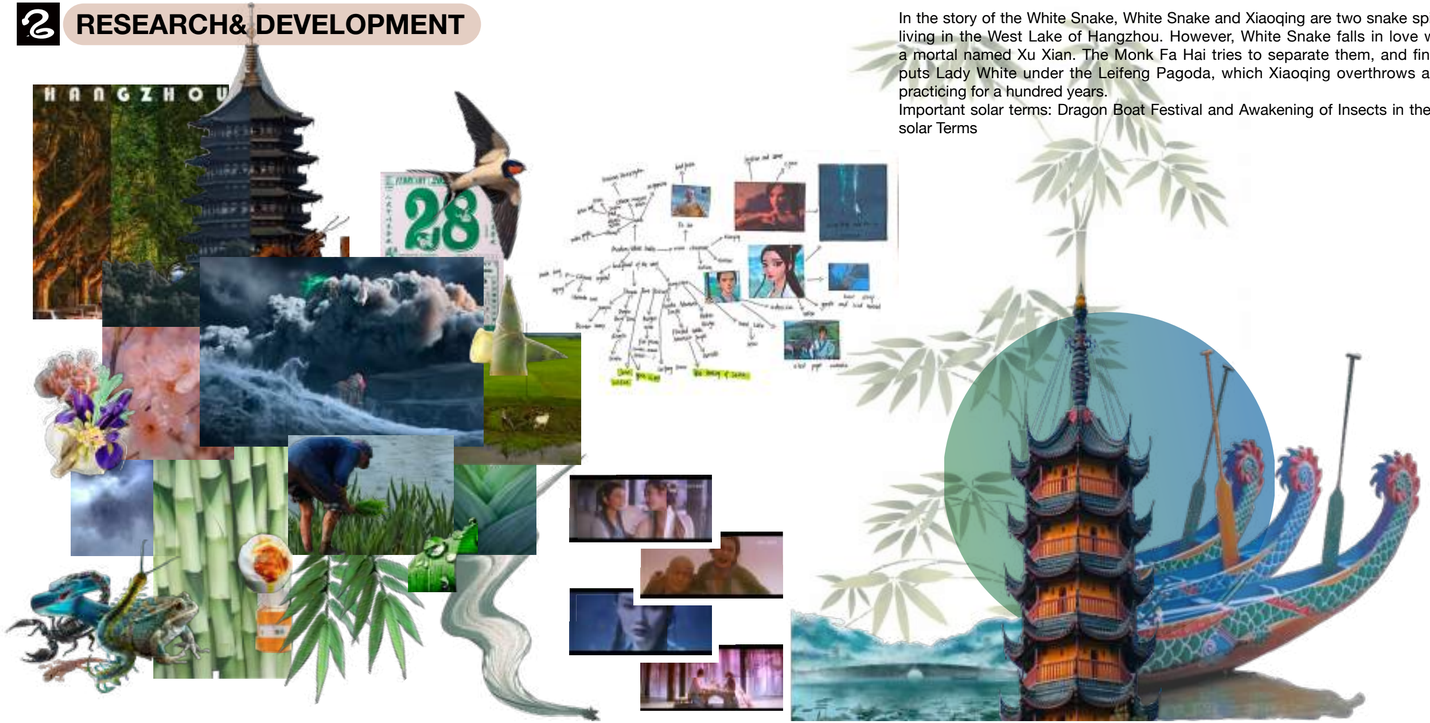
02

CYAN SNAKE

Inspired by Xiaoqing, the character of the Legend of the White Snake, and the clothing of the Southern Song Dynasty, the project combines the fashion of the Southern Song Dynasty with modern fashion. Household knitting machines and mohair yarns are used to produce a variety of knitted fabrics and four sets of knitted clothes, and knitting is used to interpret classical Chinese characters.



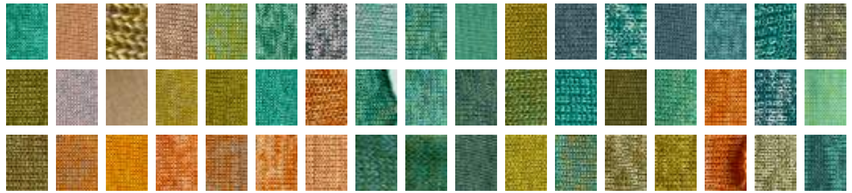
2 RESEARCH& DEVELOPMENT



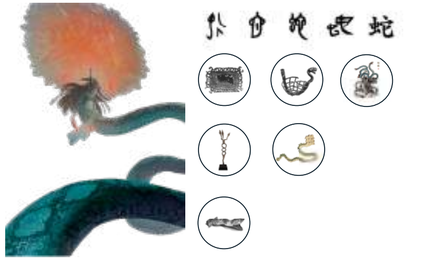
In the story of the White Snake, White Snake and Xiaoqing are two snake spirits living in the West Lake of Hangzhou. However, White Snake falls in love with a mortal named Xu Xian. The Monk Fa Hai tries to separate them, and finally puts Lady White under the Leifeng Pagoda, which Xiaoqing overthrows after practicing for a hundred years.
Important solar terms: Dragon Boat Festival and Awakening of Insects in the 24 solar Terms

COLOR EXPERIMENT

Cyan is a color between green and blue, and the air wavelength is between 500 and 485nm.
Ancient bronze ware is also cyan, which is caused by the reaction of copper with oxygen, and blue and white porcelain is also cyan, which is caused by the presence of cobalt.

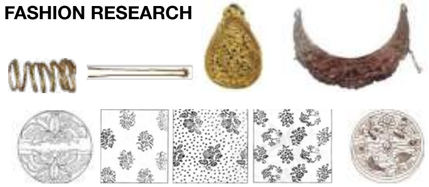


TEXTILES

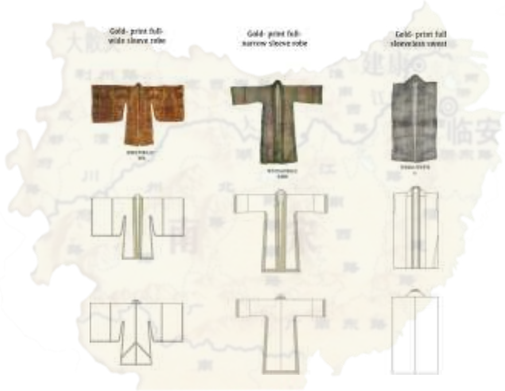


In Chinese mythology, snake is the ancestor of human beings in ancient times. Nuwa(a Chinese godess)is a creature with head and snake body. Therefore, snake was respected by Chinese people in ancient times. Snakes were also totems of some tribes, and many early tools were inspired by snakes.

FASHION RESEARCH



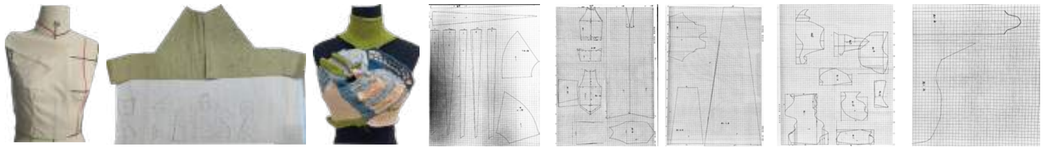
Research on the fashion, style and makeup of the Song Dynasty. Back then, people wore tank tops and crotch pants, and Pearl Makeup(An ancient Chinese lady's makeup)was very popular.

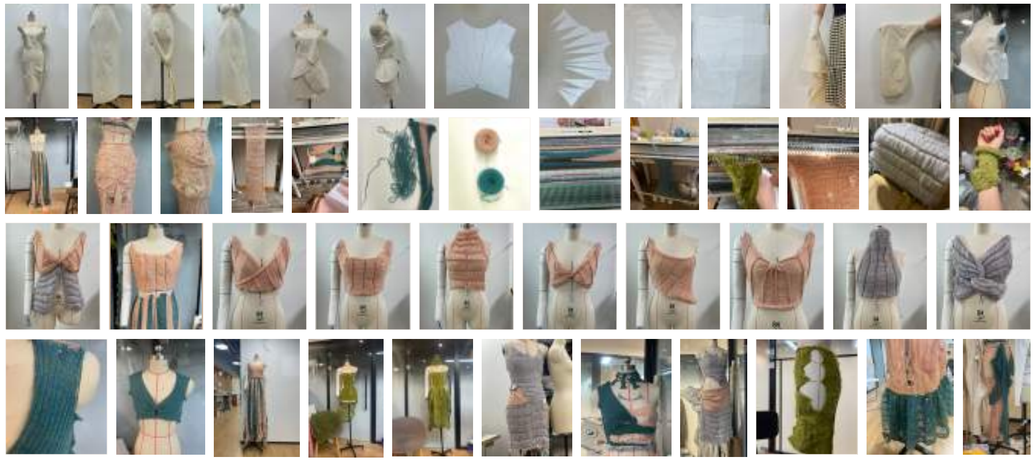


SKETCHES

IINE UP & FLAT DRAWING

MAKING PROCESS





LOOK BOOK

FASHION SHOOTING

FASHION SHOOTING

FASHION SHOOTING

03

BRAND SHUI

Researching the more successful minority brands doing in the market and planning SHUI, the ethnic brand of the Shui people, the inspiration of this project is related to the Shui culture of the minority. I innovated different materials in many ways, such as dyeing, laser cutting, and pattern design, in order to express the combination of Sui clothing culture and contemporary menswear design. The output of this project is four sets of clothing design, brand SHUI web UI design, and targeted brand marketing plan.

BRAND RESEARCH

	NORLHA	NAMACHEKO	PRONOUNCE	MICHELAMAZONKA	CHANEL
COUNTRY	China	Sweden	China	Mongolia	France
NATIONLITY	Tibetan	Middle eastern Kurduatan	Tibetan	Mongolian	Egyptian
MARKET POSITIONING	Mid market	Mid market	Mid market	High end market	High end market
CATEGORY	Clothing Accessory Home	Clothing Accessory	Clothing Belt	Clothing Accessory Bag	Clothing Accessory Bag Shoes
SALES CHANNEL	Online	Online & Offline	Online & Offline	online	Online & Offline
STYLE	National tradition,Simple,Low-key	Trend, Fashion	Popular	Traditional fashion,Vitality	Luxury,High-end
FABRIC & COLOR					
CONSUMER	25-60 years old	Fashionable young men	20-45 years old	Fashionable young women	Fashionable mature male
ETHNIC ELEMENTS	Yak fabric,Tibetan clothing style	Asymmetrical buttons, Middle Eastern Kurdish ethnic color	Tibetan clothing style	Ethnic pattern, lamb wool fabric	Metallic color
TECHNOLOGY	Yak hair	Asymmetrical buttons	Hand-made denim fabric	embroidery	Metal design
KEY WORD	Handmade and environmental protection	Minimalist, futuristic and practical	Water and oil, nature and handmade, East and West	Embroidery craft, lamb wool	Golden
PRICE	80-1200$	500-1400$	400-800$	Advanced customization	Advanced costomization

ADVERTISING

NORLHA 2022AW IN TUBET PLATEAU,LIFE

NAMACHEKO 2022 AW IN THE BRITTANY PENINSULA,ORIGINAL AND NATURAL STYLE

PRONOUNCE 2021 SS

MICHEL AMAZONKA 2018 Oct.

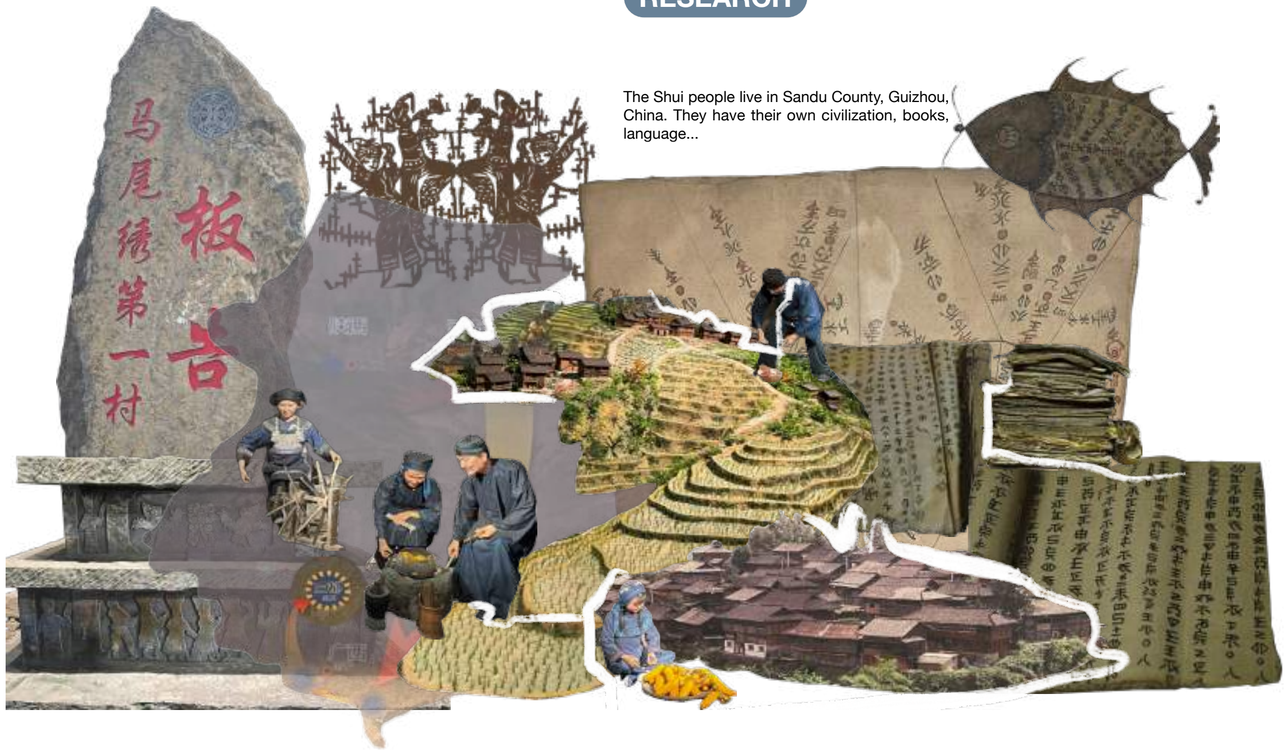
CHANEL 2019 PRE-FALL

SUMMARIZE

Among them, NORLHA has the most comprehensive category of national brands, and its sales method is different from other brands. Although norlha is a Chinese Tibetan brand, it was founded in France, sold first, and then transferred to China for sale, so as to open the Chinese market. Although norlha is sold in China, the norlha distribution channel in China is only online at present.

In the shooting of brand advertisements, NAMACHEKO specially chose an island as the shooting point, so that the large films he shot are full of ethnic characteristics, which is worth learning for me. Besides the shooting of clothes, norlha also shot other kinds of articles. MICHEL AMAZONKA does a better job in makeup, combining with the characteristics of Mongolian people and revealing a certain sense of fashion. The other two brands PRONOUNCE AND CHANEL, which take photos conservatively.

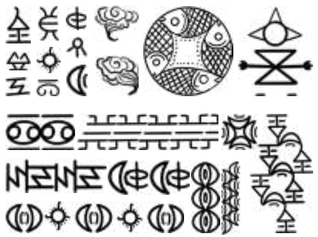
RESEARCH



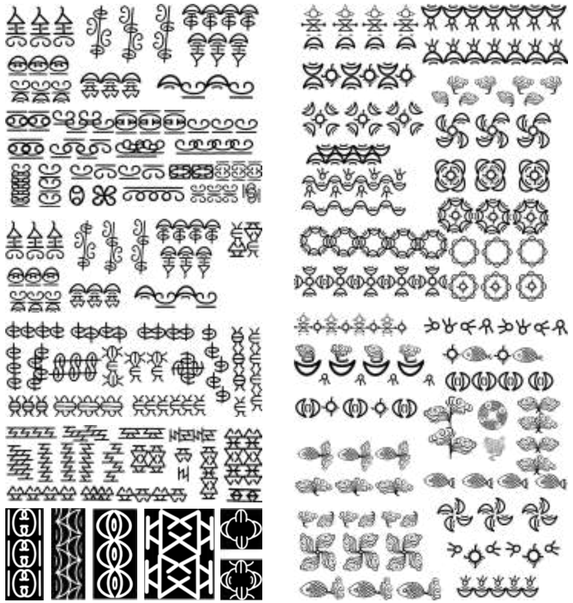
The Shui people live in Sandu County, Guizhou, China. They have their own civilization, books, language...

PATTERN DESIGN

ELEMENT EXTRACTION



SKETCH



The Shui people are an ethnic group in Sandu County, Guizhou Province, China. They have their own language and writing, as well as their own Shui Book.

Their clothes are dyed with blue indigo, and they have this unique soymilk printing process, trying to combine soymilk printing with new patterns.

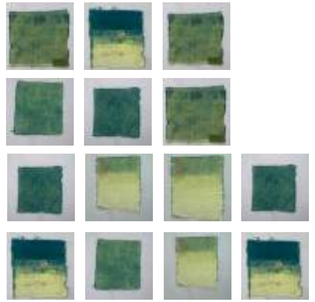
COLOR EXPERIMENT

The innovation of the ancient method of aqua dyeing, indigo and sapwood, barberry, alum, saposite innovation dyeing, and in turn on cotton, silk, wool dyeing.

Blue Indigo Tie Dyeing for Cotton Cloth

Soymilk Printing and Dyeing (Combined with Pattern)

Color Innovation In Pure cotton Fabric (Resistdye)

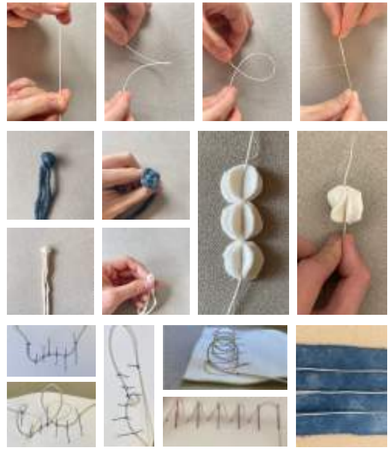


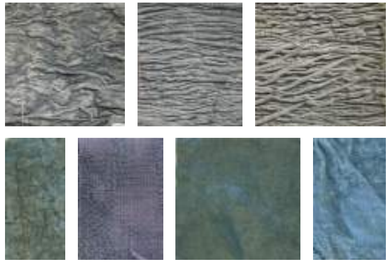
Color Innovation In Silk Fabric (Resistdye)

Color Innovation In Wool Fabrics (Resistdye)

RESEARCH & EXPERIMENT

In the area of Shui people, there are many Chinese elements in their costumes, among which the most common is the element of pan kou. In their national tradition, they will select the hair falling from the horse's tail and grind it into yarn for embroidery. In terms of clothing, they wear different clothes for men and women, young and old, married and unmarried.

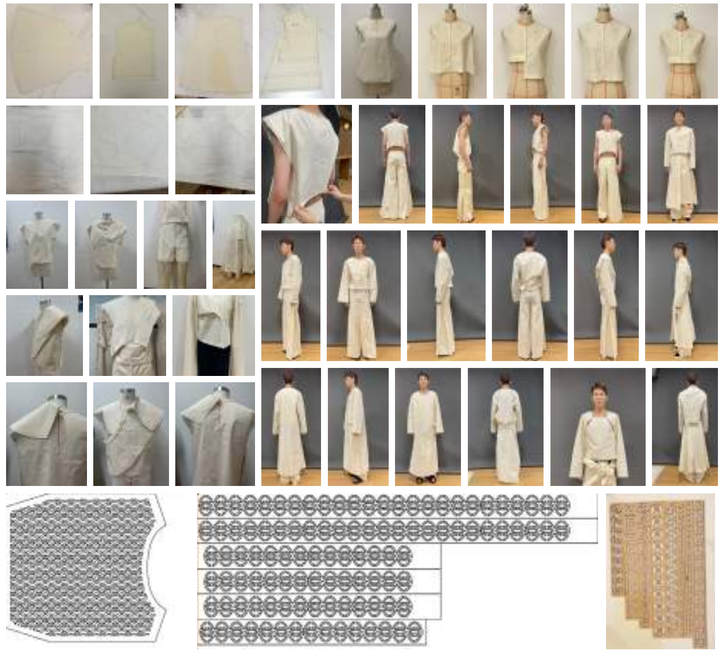




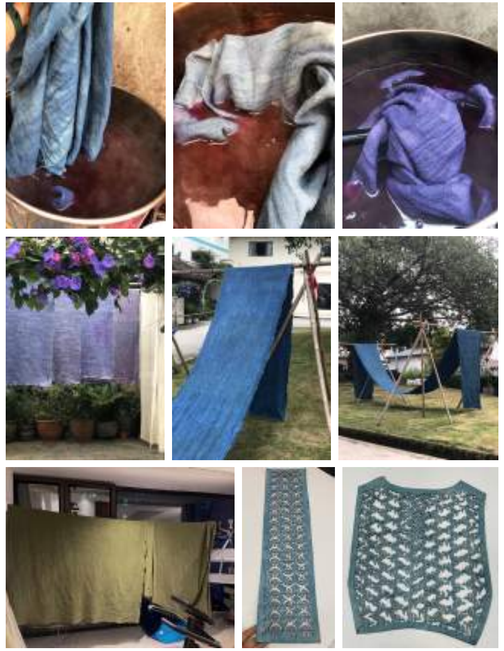
DYEING

SKETCHES & MAKING PROCESS

DRAPING & LASER CUTTING



DYEING



FASHION SHOOTING

FASHION SHOOTING

SHUI

BRAND COMPOSITION

BRAND NAME
SHUI

SLOGAN
Natural Plant Dyeing

BRAND STORY
In Sandu County, Guizhou Province, there is an ancient ethnic group, Shui nationality, who master unique dyeing techniques of fabric and embroidery skills of ponytail embroidery. These traditional techniques have been listed as national intangible cultural heritage of China. Shui nationality culture is very rich and has its own culture, festivals, languages and costumes.

BRAND VALUE
The brand SHUI combines the Shui ethnic culture and techniques with modern clothing to make a series of clothing and accessories, and wants to make the culture of the Shui people widely known through this method. Sandu County is an underdeveloped county in China, and under the blow of the epidemic as a tourist city, Sandu County has even less traffic, so we want to help Sandu County and the people of the Shui ethnic group to develop better through this method.

BRAND POSITIONING
Mid market fashion

CONSUMER TARGET
Fashionable young people

VIAUL IDENTITY
Plant dyeing has a unique natural Plant dyeing has a unique natural color that can distinguish the shui brand from other brands at a glance. In addition, the shui brand uses natural fibers, pure cotton texture jacquard fabric, and clothing that combines modern ready-to-wear with the Shui nationality clothing, which is a kind of new Chinese clothing. In terms of accessories, leather is chosen to be combined with the Shui nationality patterns, and the leather is plant dyed and laser cut.

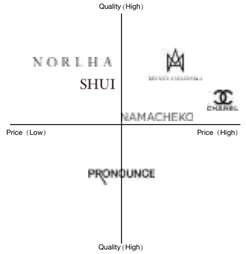
KEY WORD
Color, New Chinese, Leather, Tradition

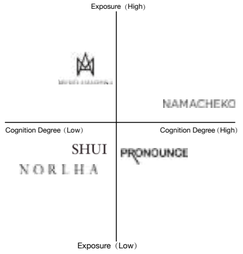
SALES CHANNEL
Products are sold both online and offline, but mainly online.

BRAND LINE
SHUI
SHUI Bags
SHUI Shoes
SHUI Hats
SHUI Home
SHUI Kid
SHUI DYEing Hall
SHUI Art center

PRICE
Range:70-1000$
Clothing:over 600$
Accessories:70-800$
Shoes:100-500

BRAND ESTABLISHMENT





CONSUMERS

CAREER
Artist
Blogger
Web Celebrity
Students
Fashion Workers

GENDER
Male

AGE
20-40 years old

INCOME
Middle and High Income People

ATTITUDE
Positive
Optimistic
Gentle and Quiet

INTEREST
National Culture
Watching Shows
Painting,
Music
Traveling
Photography
Characterization
Like fashion
Handcraft
Interested in Nature
Carefree

BUYING MOTIVES
Social Demand
Self-satisfaction
Taking Pictures

SWOT

STRENGTHS

- **PROFESSIONAL KNOWLEDGE:**As the main manager of the SHUI brand, I have studied clothing as well as textile expertise in my undergraduate studies.
- **SKILL:**Mastering the important dyeing process of SHUI brand, dyeing time and temperature has certain steps, and the color is difficult to copy.
- **RESOURCE:**I have friends from minority groups who can provide fabrics for SHUI brand clothing.We have a friend who runs a dyeing workshop and can dye the fabric in the workshop.
- **FASHION MATCH:**Branded clothing has practical wearability.The brand's clothing and accessories are combined and disassembled through the plate buckle, while giving consumers different options for clothing matching.
- **CULTURE:**The brand has a unique brand story with the connotation of the shui culture.In addition to clothing, the brand also develops accessories, shoes and hats, home textile products, etc.The brand's clothing fabrics and accessories, accessories color are plant dyeing, relatively industrial dyeing is more environmentally friendly, less pollution to the environment. Less pollution to the environment.

OPPORTUNITY

- **CULTURE:**In recent years in China, the Chinese people are more and more like their own national culture and cultural products, and the Chinese government in recent years in the promotion of ethnic culture, including the SHUI ponytail embroidery, has been included in the intangible cultural heritage, the Shui brand brand background for the Shui culture.
- **JOURNEY:**In recent years, in Sandu County, the state has built a huge museum of Shui nationlity culture, which is not yet completed due to the epidemic, China is now open and completion is just around the corner, which will attract more people to understand the culture of the Shui people and the SHUI brand, the brand of the Shui culture.
- **INTERNET:**For newly created brands, offline stores need to be set up to attract consumers. In recent years, due to the rapid development of the short video live industry, it is not necessary to set up offline stores can also open stores, online sales model, saving costs and expenses.Fashion market this type of dress is less, there will be a new market and new consumer groups.

WEAKNESSES

- **CONSUMERS:**Brand fabrics time-consuming, leading to brand positioning the price is higher, the spending power of consumers has certain limitations. Brand is given priority to with men's wear, boys consumption ability than women, the brand is a new Chinese style style, but now most consumer buying modern clothing is more, for difficult to exploit overseas market.
- **DYEING:**Brand plant dyeing color will be affected by the weather. Because the color is manually plant dye, will have certain limitations in terms of color, only the effect of the dye dyeing plant, no industrial dyeing color bright.
- **MONEY:**Due to the feeder too many brands, the late management more difficult, and money also will be larger.

THREAT

- **COPY:**Clothing styles are more basic and easy to be copied and reproduced.
- **HOBBY:**Customer preferences will change, and the brand's spending power will decrease.
- **PRICE:**The cost is high, and there will be competitive products with low prices, which will lead to the reduction of brand consumers.
- **PRESSURE:**There are too many Chinese clothing brands, and the pressure of clothing competition will be great, and the brand will be difficult to survive

BRAND MARKETING

MAIN LOGO

PACKAGE COVER

LOGO PATTERN

HANGTAG

MEDIUM

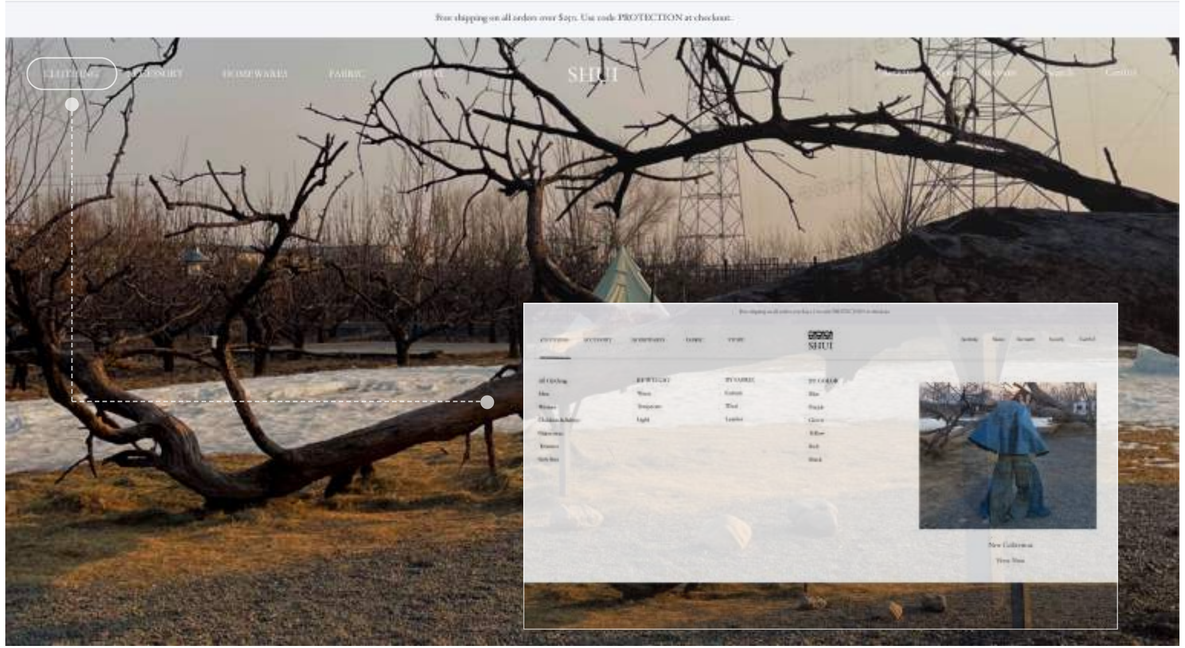
PACKAGING

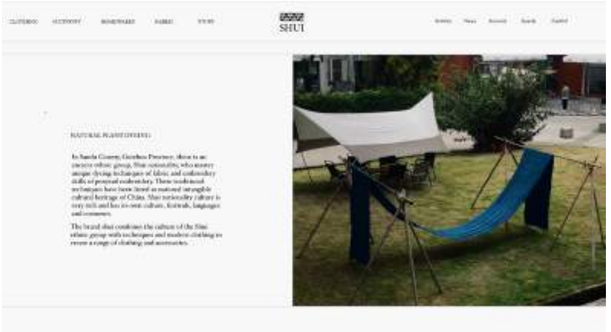
BAG

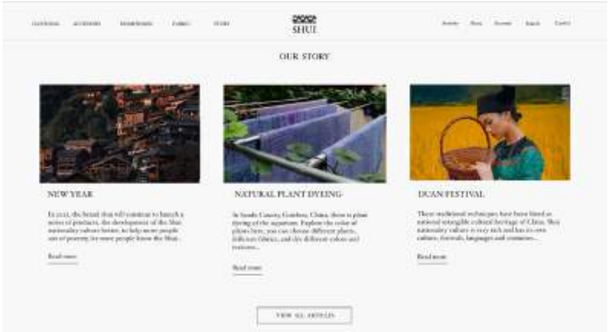
ADVERTISING

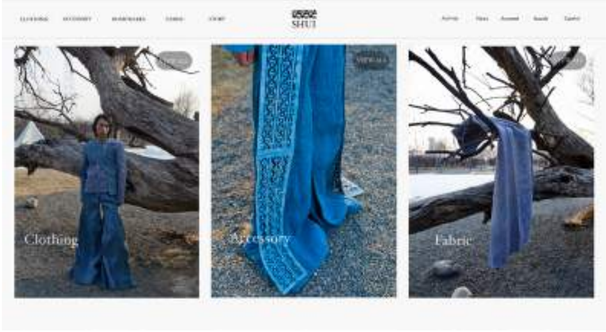
Advertising on Weibo to attract Chinese customers and Instagram to attract foreign customers.

BRAND OFFICIAL WEBSITE









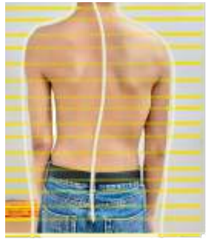
04

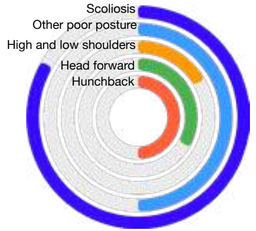
CONFIDENCE

Style BX

This project was inspired by the fact that I have been in a bad posture for a long time, which has led to scoliosis in my spine. After researching, I found that poor posture is frequently found in people living in modern cities. I explored the relationship between poor posture and self-confidence, and improved the posture of modern people through interaction and clothing, as well as improving their self-confidence and temperament. I use the technology of digital printing for positioning the garment and the element of interactive design to give the garment the appropriate reminder function. In addition to this, I have co-branded the project with the Japanese body image correction brand style bx. This is a new design for style bx is packaging marketing to help open up more markets for the brand.

RESEARCH & DEVELPOMENT



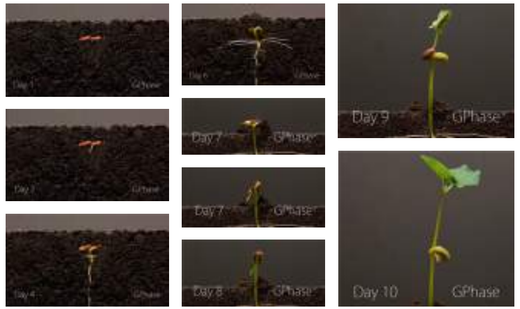


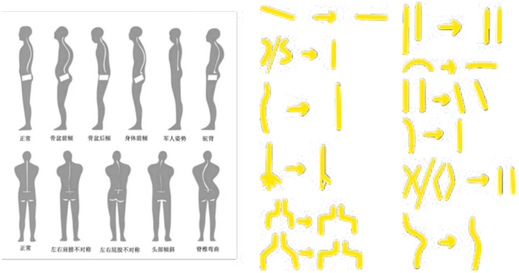
With the progress of science and technology, the time spent playing mobile phones has been prolonged. People tend to keep sitting and lying down for a long time, while the time spent participating in physical exercise has been decreasing, leading to the phenomenon of people's poor posture becoming more and more serious.

POOR SITTING POSTURE

BAD POSTURE AND BAD OFFICE POSTURE

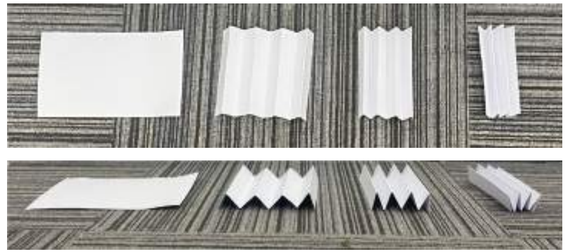
TECHNOLOGY EXPERIMENT





What I see in the growth of plants is the same expression of poor posture in people, a process of curling to unfolding, bending to straightening.

PAPER FOLDING



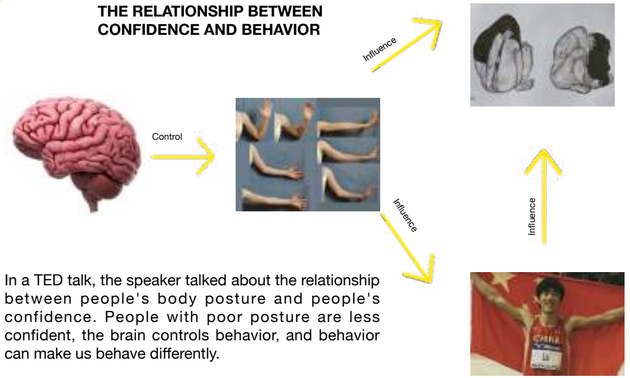
EXPERIMENT

The process of body correction is the same as the principle of origami shrinking and opening. Using interactive knowledge, the fabric is installed with interactive devices, so that the fabric can also implement the process from shrinking to releasing. In addition, with the unique fabric texture, the interactive device can make the fabric appear new and different textures.

TECHNOLOGY EXPERIMENT

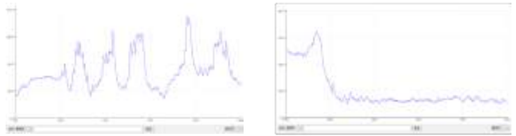
TED TALK

THE RELATIONSHIP BETWEEN CONFIDENCE AND BEHAVIOR

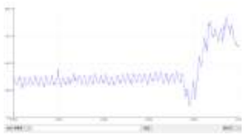


In a TED talk, the speaker talked about the relationship between people's body posture and people's confidence. People with poor posture are less confident, the brain controls behavior, and behavior can make us behave differently.

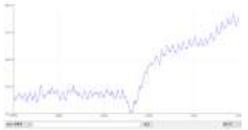
When people are in a state of poor posture, the neck and waist muscles change.



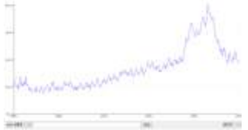
Activity Inactivity



Look up



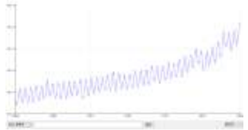
Head down



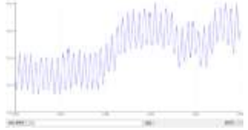
Head down for a period of time

Head up

Straight, waist muscle relaxation



Just bending



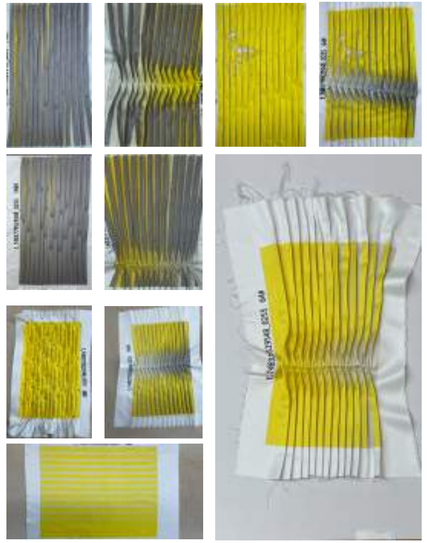
Bending for a period of time

Sensor evaluation and final selection

People's process of being diffident to being confident is like the sun through the clouds, birds open their wings,and sunflower flowers bloom.

EXPERIMENT & DRAPING

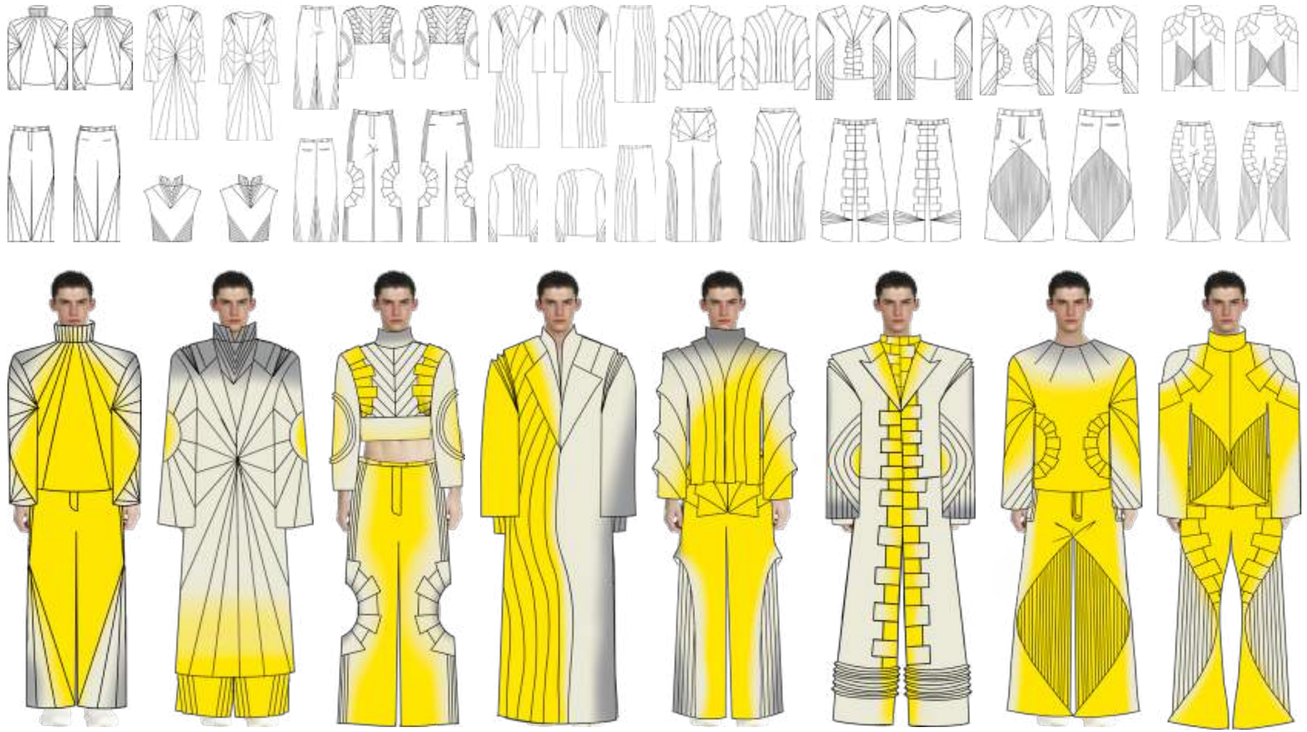
COLOR EXPERIMENT



DRAPING EXPERIMENT

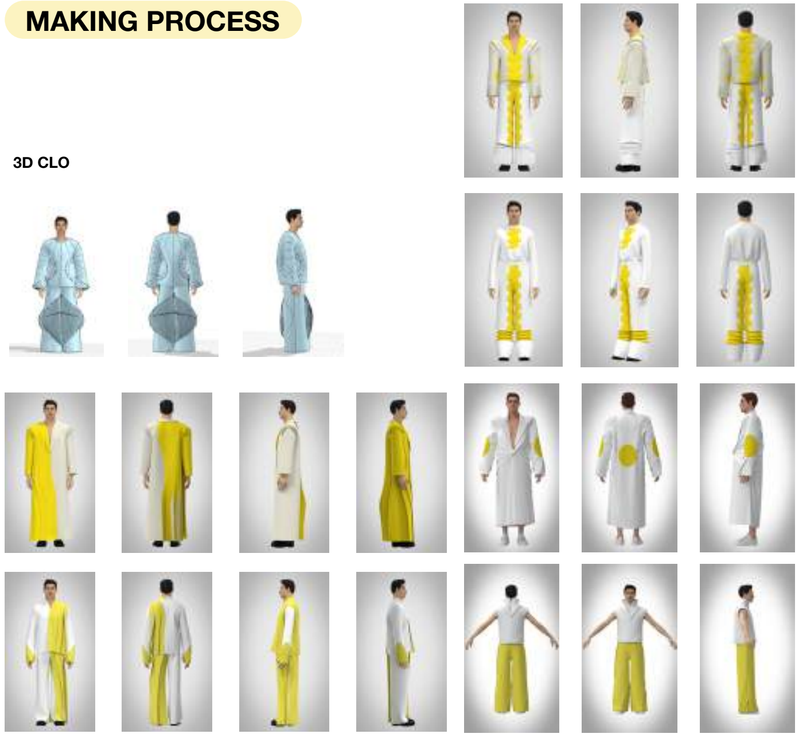
Compare the difference between a suit and a regular outfit.

SKETCHES

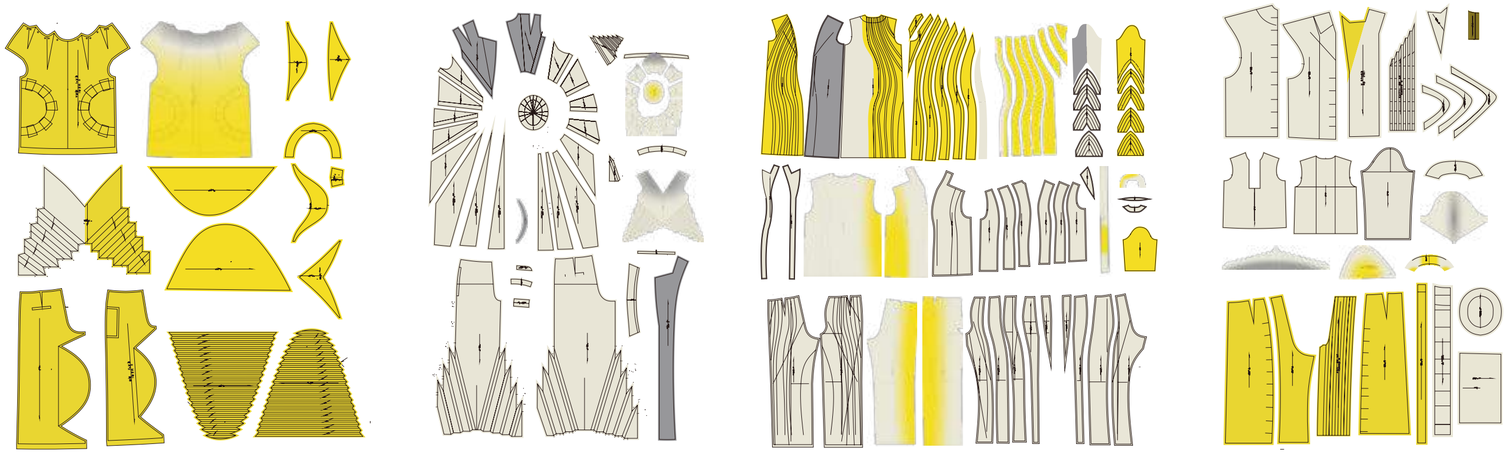


MAKING PROCESS

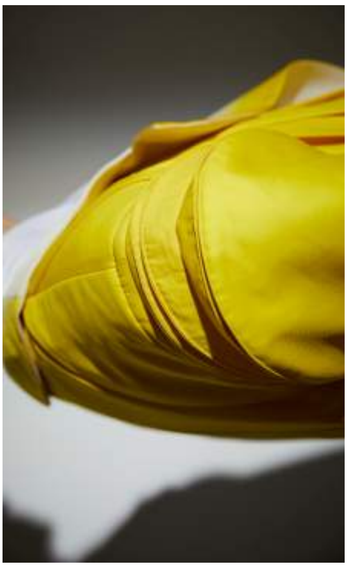
3D CLO



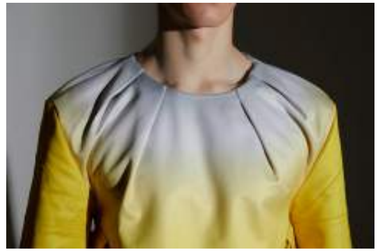
PRINTTING



SAMPLE DRESS

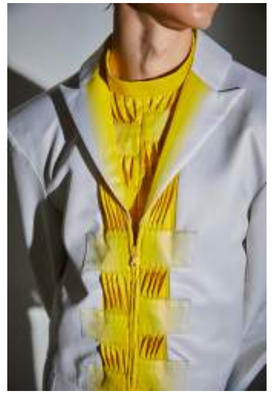


FASHION SHOOTING



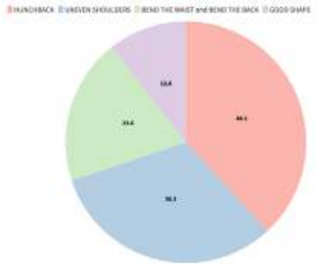
FASHION SHOOTING

FASHION SHOOTING

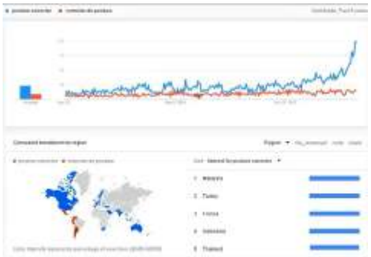


FASHION SHOOTING

BODY STATUS



SEARCH VOLUME



The Back correction belt /posture corrector, English (blue) and Spanish (red) have search trends. As can be seen from the trend chart, English (blue) has soared since 2018, while Spanish (red) has fluctuated steadily over the past five years. It ranked 39 countries, including Malaysia, Turkey, France, Indonesia and Thailand. The average monthly search volume was 49,500.

MARKRTING RESEARCH

NAME
MGT Style BX

BACKGROUND
Co-developed with top professional soccer player Yuto Nagatomo, the Style BX Posture Support Brace by health specialists MTG helps support better posture and spine shape. Stop slouching and maintain better balance across your back and shoulders just by wearing this posture-corrector harness, which comes in two colors and three sizes.

PRINCIPAL SALE
Suit
Chair
Arm Pads
Sheets
Brace

POSTURE SUPPORT BRACE FEATURES
Brace for correcting and helping posture
Co-developed with Yuto Nagatomo.

INSTRUCTIONS
Japanese (but easy to use/wear)

SIZE
Small (chest): 62-79 cm (24-31")
Medium (chest): 76-93 cm (30-37")
Large (chest): 90-104 cm (35-41")

WEIGHT
approx. 72 g (2.5 oz) (small)
approx. 83 g (2.9 oz) (medium)
approx. 90 g (3.2 oz) (large)

MATERIALS
Nylon
Polyester
Polyurethane

COLOR
Black
Pink

PRICE
60-300

ADVANTAGE
It can effectively help people correct their posture. The products launched by the brand are more comprehensive, and the brand will be promoted. Although it is a Japanese brand, there are also many people in China.

DISADVANTAGE
The brand's orthotics are less aesthetically pleasing and more of an appliance than a garment. The brand color is too rigid, only two colors, the brand price is high, but the product packaging and posters are relatively ordinary.

USER SURVEY

TEENAGERS

The teenage group, in the development stage, the bones are growing. If they are in a bad posture for a long time, it will have irreversible consequences on their body, so teenagers should pay more attention to their posture. In the adolescent stage, in the stage of study, will often be very heavy bags. This can crush their spine and cause them to become out of shape.Teenagers are weak in awareness, will not pay attention to their own body shape, easy to a long time to a bad body addicted to a thing, resulting in poor body shape.

Children
Age: 6 to 12
Primary schools - kindergarten self-control ability is poor.

Young
Age:13 to 18
Junior middle school, high school since the learning task is heavy, sedentary, bag is too heavy.

College students
Age:19-23
Control is relatively loose, Easily in a bad posture for a long time addicted to the mobile computers.

CELEBRITIES & INFLUENCERS

Yi Nengjing, Zhang Yuqi, and Wu Xin, were participating in the Chinese Hunan TV variety show Sisters Riding the Winds and Breaking the Waves, and when they were recording the show, they all wore style bx clothes, because this kind of body-correcting clothes can keep them in a good shape while recording the show that leaves a good impression on the audience. Influencers also needs to maintain a good physique because they need to take pictures to post on social media.

Annie Shizuka Inou
Age:54
Height:161 cm
Occupation:actress, host

Kitty Zhang
Age:35
Height:166 cm
Occupation:actress

Xin Wu
Age:39
Height:162 cm
Occupation:host ,an actress

Mengling Yi
Age:24
Height:168 cm
Occupation:web celebrity

PREGNANT WOMEN & OFFICE WORKERS

Because pregnant women are very hard in pregnancy, childbirth, and postpartum. During this period, they are less active, usually sitting or lying down to rest, long periods of inactivity, resulting in poor posture. After the birth of a child, the body bones become loose, the posture is more likely to become worse. Now the computer office as well as become popular, in their office, for a long time in a posture, according to research shows that most people will unconsciously neck tilt forward.

Pregnant women
Age:25-45
Reason:Long time don't exercise during pregnancy, birth child, body deformation

Office people
Age:25 to 50
Reason:Office time is too long, long time in a kind of posture, spine, waist problems.

BRAND ANALYSIS AND PLANNING

	999	Banana
ESTABLISHED TIME	1999	2016
PRODUCT	cold medication	home wear
CONSUMER	All groups	

TOPIC
I don't catch a cold.

TIME
2022.10.21

CO-BRANDED PRODUCT
Thermal underwear

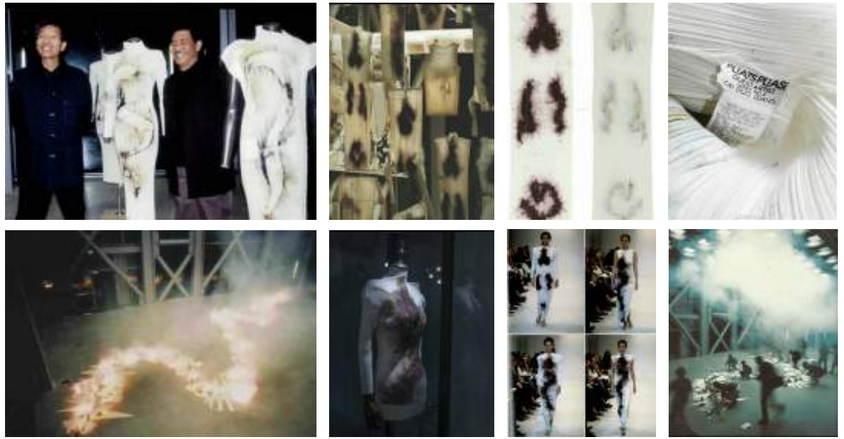
PURPOSE
999 colds spirit to promote the brand younger, for the young, coke, enhance brand awareness.

SIGNIFICANCE
autumn winter season, cold, is the main treatment of 999 colds spirit products condition, also is the main prevention within the coke thermal clothing object.

CHANNEL
Jiao Nei, 999 official account

SUMMARY

999 belongs to the traditional brand, while Jiaonei belongs to the emerging brand. One sells medicine and the other sells underwear. Relying on the keyword "not cold", this keyword will trigger the association of consumers' psychology and physiology, which is full of fun. The joint name of 999 and Jiaonei can help 999 open more consumer groups, and also help Jiaonei enhance brand awareness.



BRAND NAME
Issey Miyake

TIME
1998

PROCESS
Issey Miyake invited Chinese fireworks artist CAI Guoqiang as guest artist to create a case for the Pleats Please series. CAI Guoqiang, who is good at gunpowder painting, put the 63 Pleats "Pleats please" pure white pleats in the shape of a winding dragon. Then, according to the drawing, he laid gunpowder, covered with stones, and carried out blasting. Finally, the scorched marks of the clothes showed the abstract dragon. The clothes are in the permanent collection of the Issey Miyake Foundation and have been used as replicas for Issey Miyake's spring/summer 1999 ready-to-wear collection, which is also unique.

BRAND NAME
MGT Style bx

CONSUMER
The Young

As a fashion designer (Zang), I want to co-name with style bx. For young consumers, I want to combine the products of style bx with the clothes, hide them in the clothes, add interactive sensors, and add the reminding function while keeping the posture of style bx products correct.

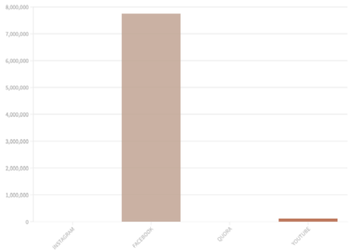
BRANDING MARKETING

SUMMARY

Because the packaging of style bx products is not proportional to the price, the designer (zang) made a new design of the packaging, in addition to the design of the label, because this product is a functional product, so it needs to pay more attention to the maintenance in the later stage.

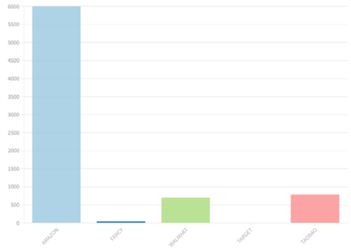
Such packaging can improve the appearance of style bx products and open more consumer markets.

PAGE VIEWS



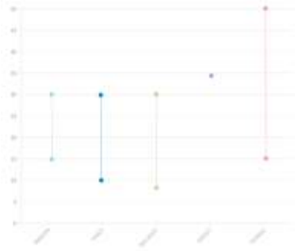
Page views of bad body image entries on social software.

SALES VOLUME



The sales of various software, among which a Taobao reached 49,779.

SELLING PRICE RANGE



The selling price range of scoliosis correctors by software.

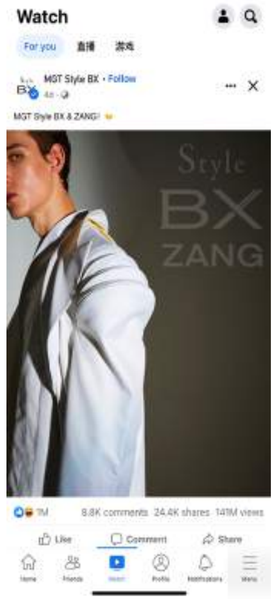
SUMMARY

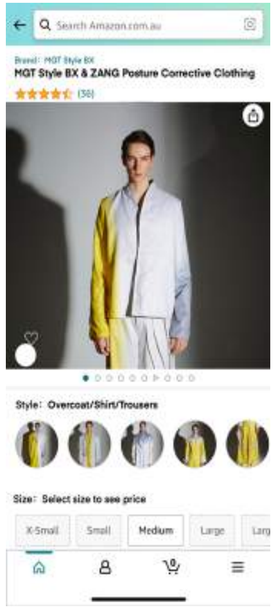
On facebook, scoliosis correction products had the highest number of views, indicating that the people who use such software care about the topic.

Taobao and Amazon have the most categories and sales of scoliosis correction products, which indicates that people like to buy such products on these two apps.

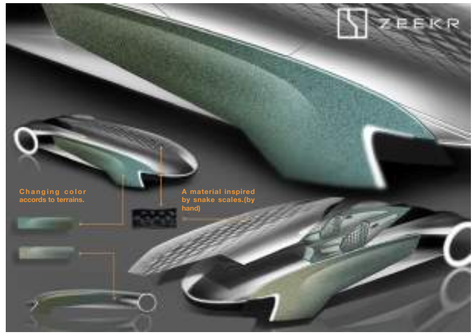
On Taobao, although there are not as many categories as on Amazon, 49,779 people placed orders for one of the best-selling products on Taobao. In addition, the price range of Taobao is very wide, which can attract more consumers, and the products of style bx brand are relatively high in price on Taobao.

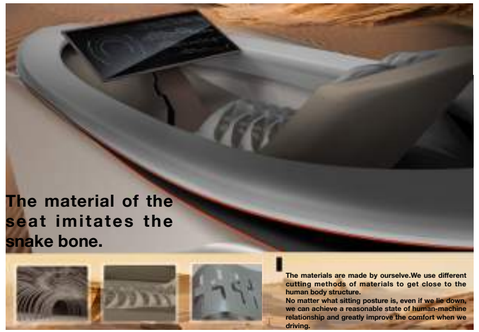
ADVERTISING AND SALES



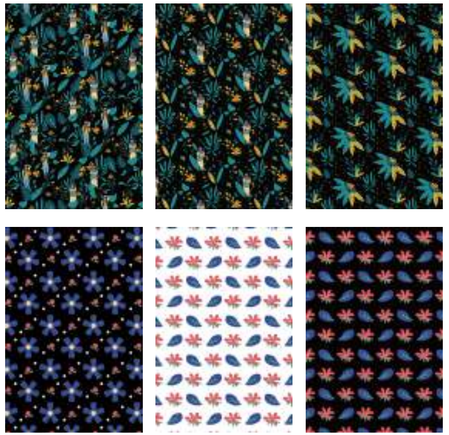


OTHER WORKS





TRAVEL



Warm colors cool colors neutral colors

PLANT

PLANT

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