



PAPERMOON SS 2021

papermoon

Mood Board



SILHOUETTE & FABRIC



DESIGN GROUP #1 (LAVENDER/CREAM)



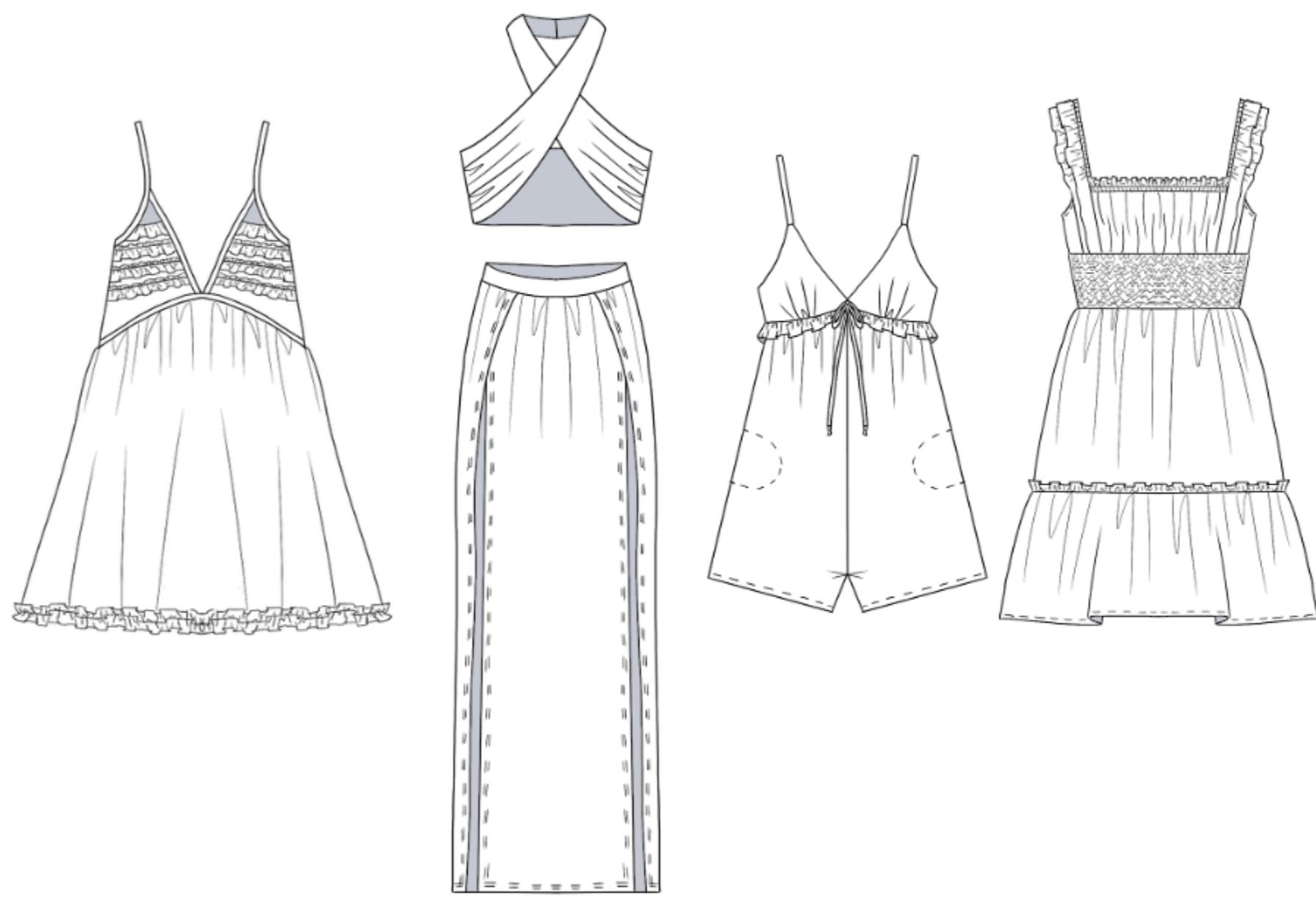
DESIGN GROUP #2 (MINT/LEMON)



DESIGN GROUP #3 (DUSTY PINK/BEIGE)



DESIGN GROUP #4 (OLIVE/BROWN)

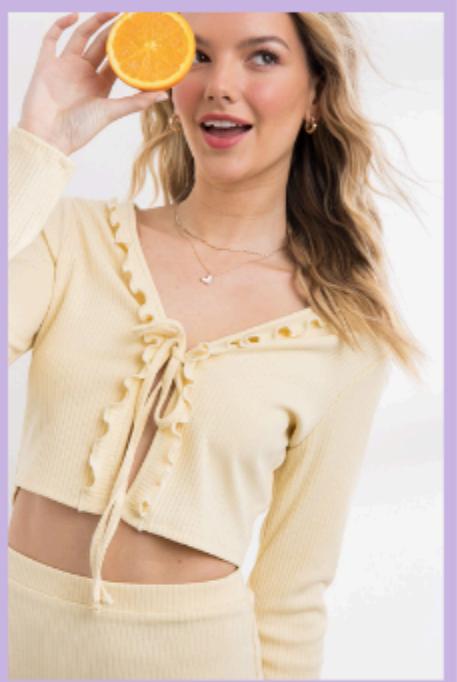


Lookbook & MORE DESIGNS

SS 2021 PAPERMOONCLOTHING.COM

SS 2021

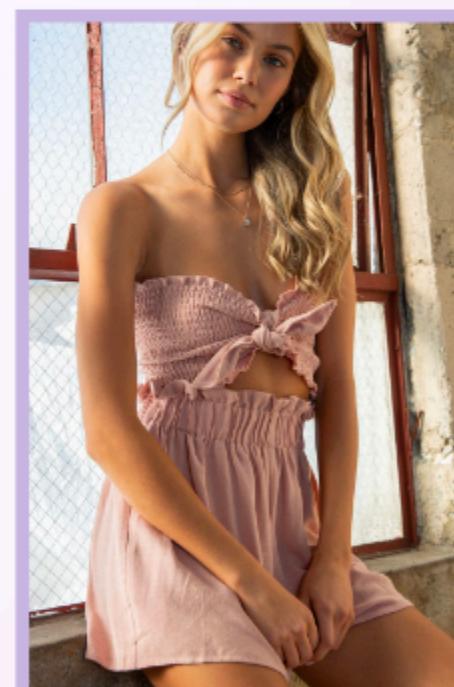
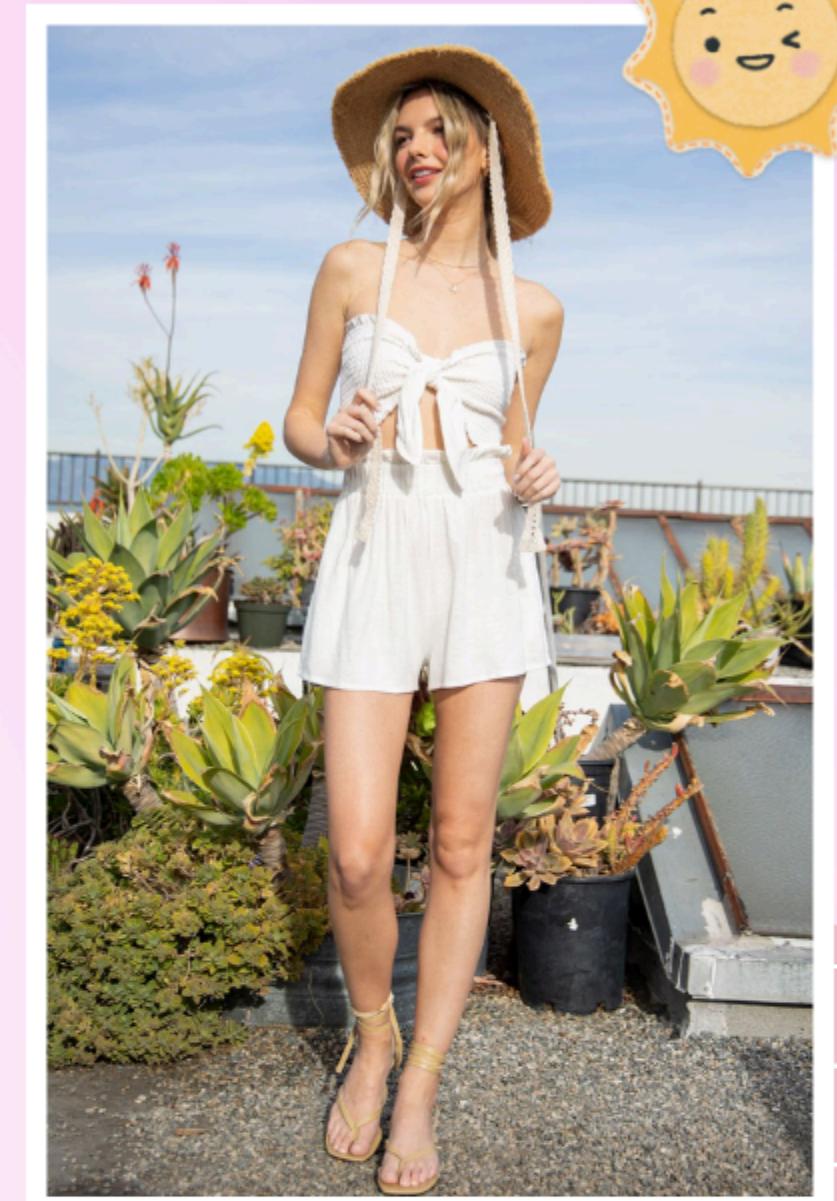
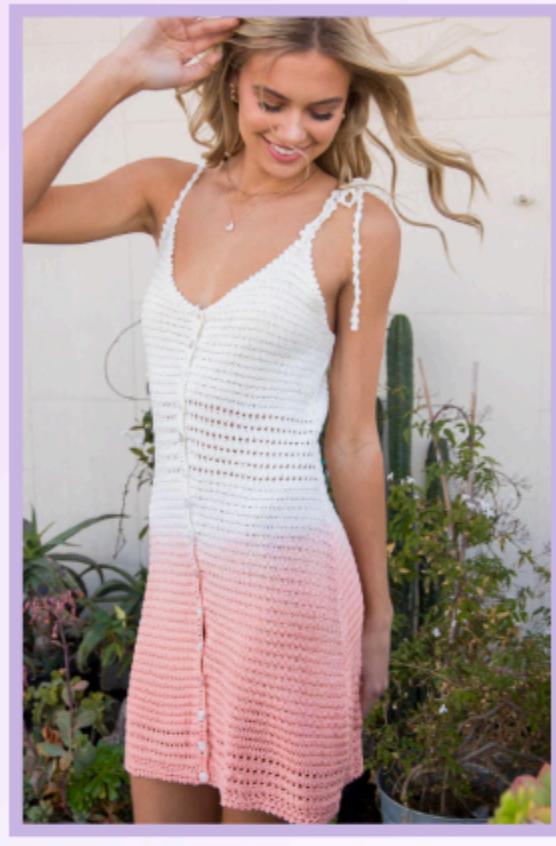
JOANNA YOO



PAPERMOONCLOTHING.COM

SS 2021

JOANNA YOO



Lookbook
& MORE DESIGNS

iHeartRaves

DANCEWEAR COLLECTION
BY. JOANNA YOO



INSPO

#RAINBOW #VELVET #SEQUIN #FISHNET
#STRAPPY #OVERALL #SPARKLE #BLACK
#PASTEL #CUTOUT #GLITTER

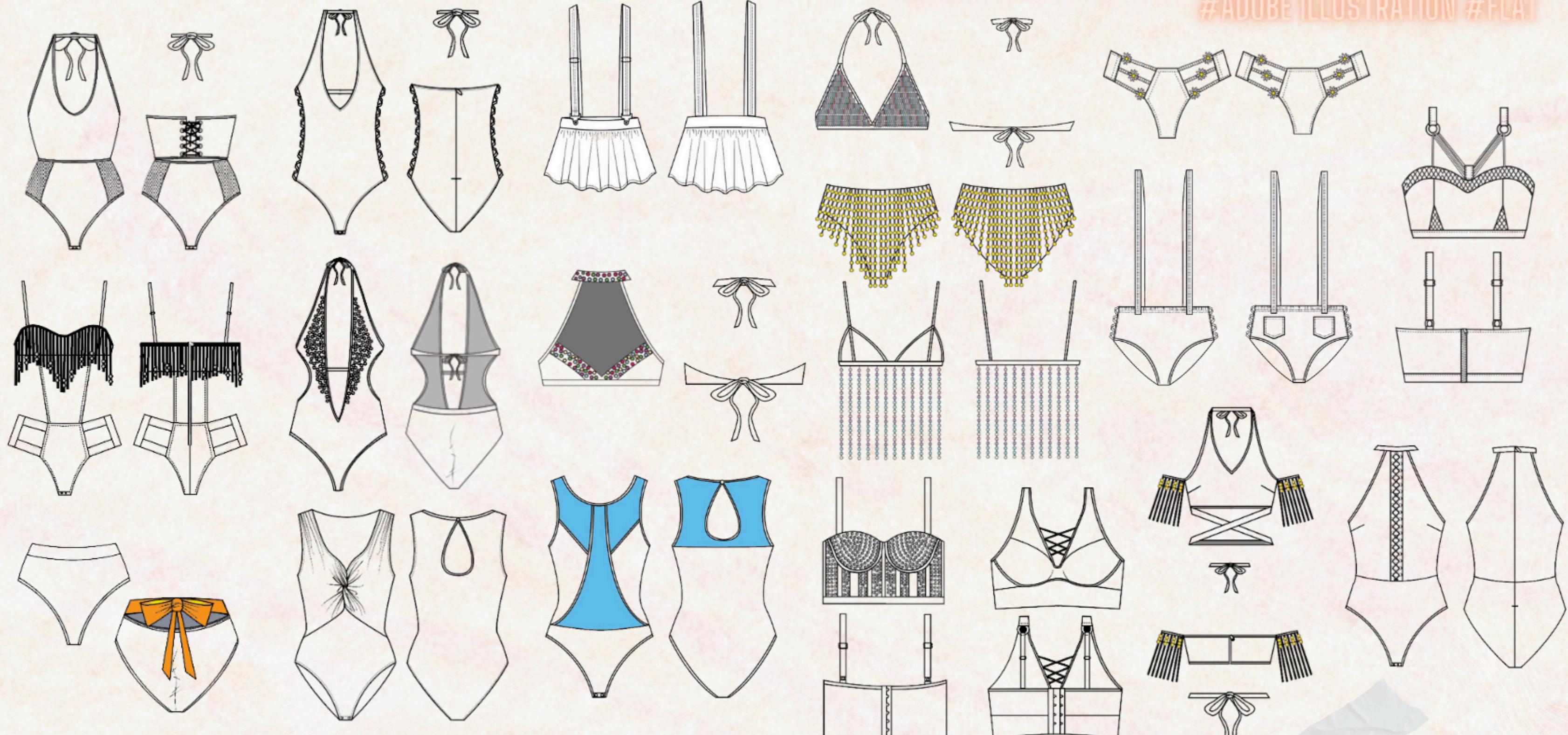
DESIGN DEVELOPMENT

#CONCEPT #SKETCH



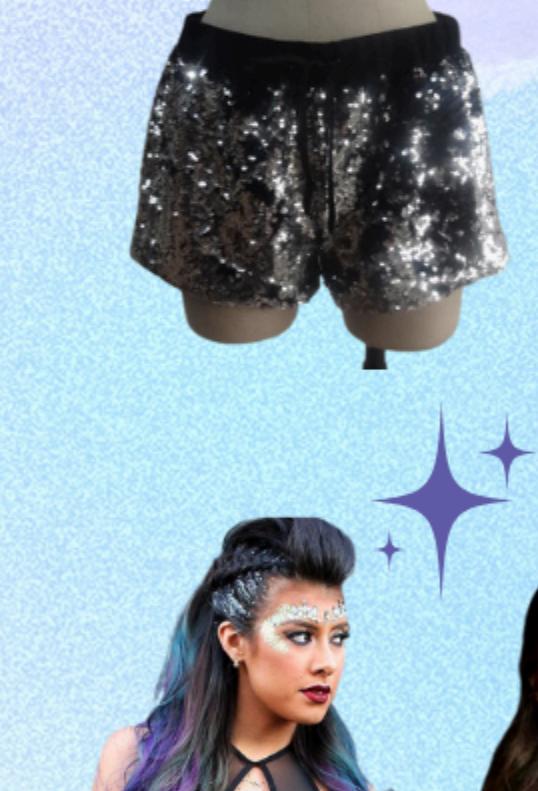
TECHNICAL SKETCHES

#ADOBE ILLUSTRATION #FLAT





RHINESTONE



GLITTER & SPARKLE



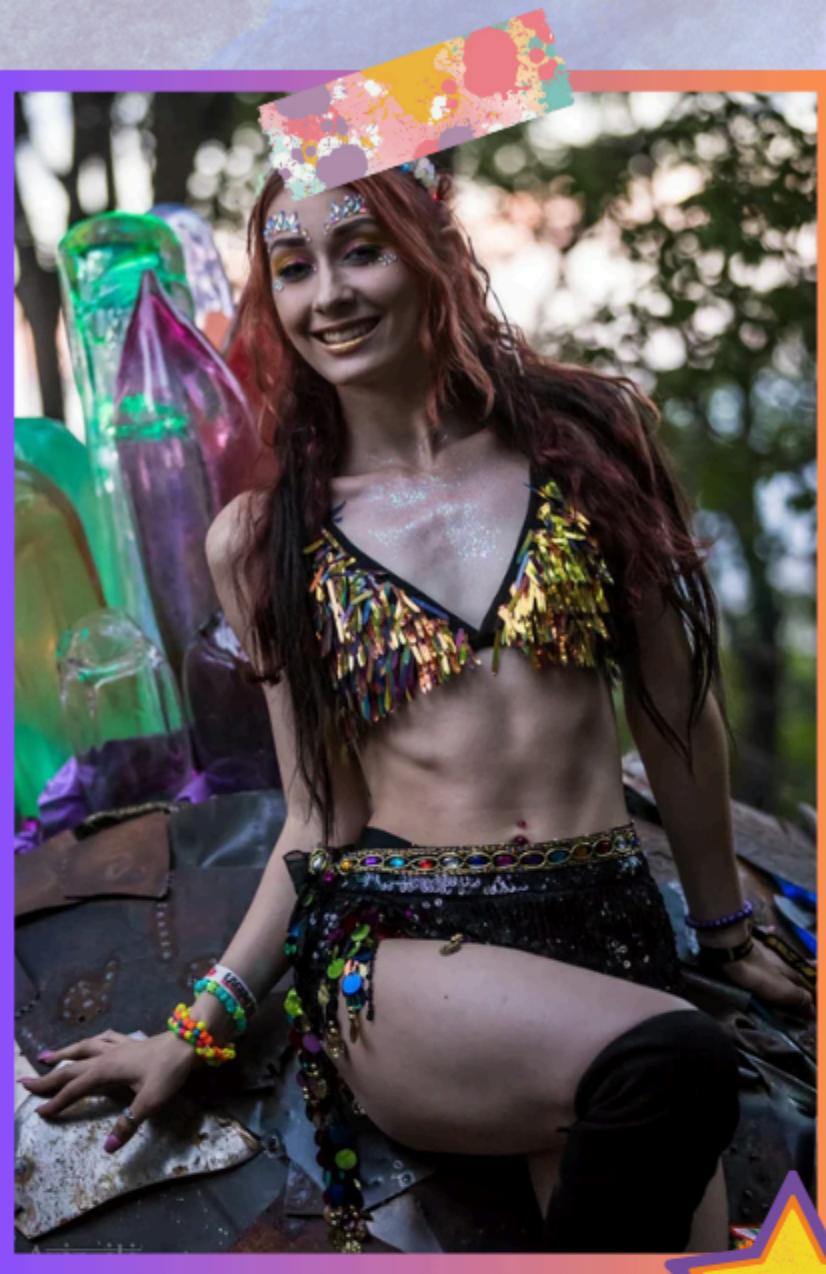
RAINBOW & VELVET



STRAPPY & CUTOUT

PICTURES

#FIT SAMPLES #PRODUCTION PHOTOS





STITCH FIX

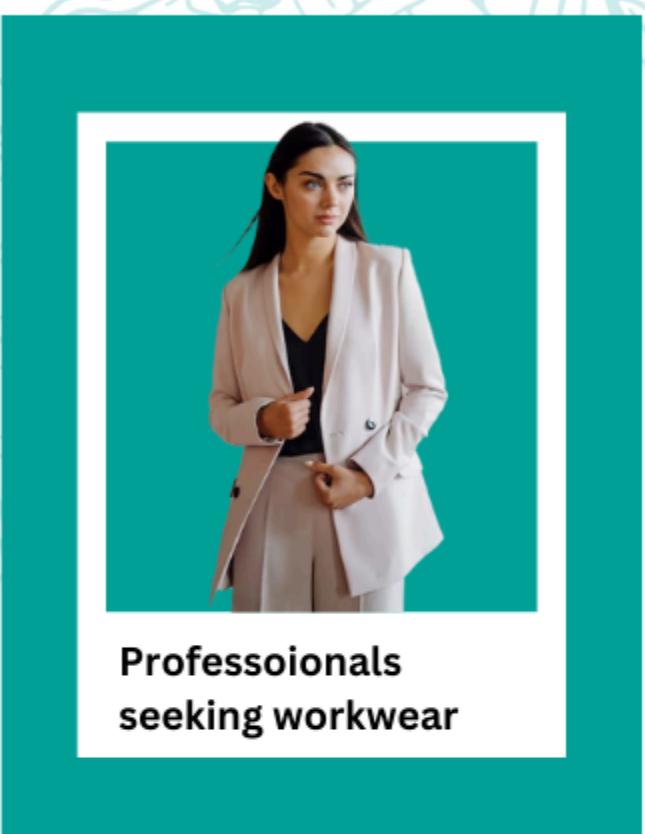
Collaboration with papermoon



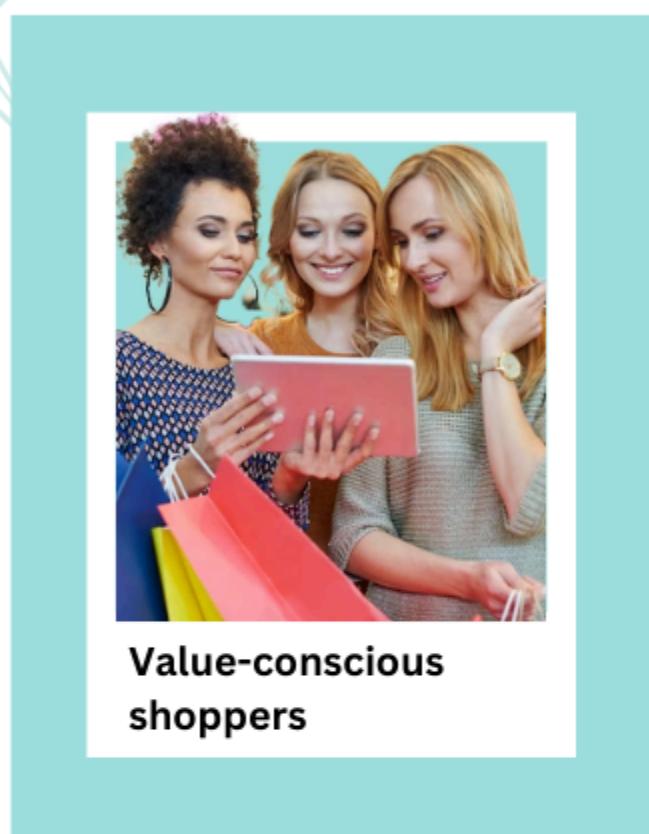
WOMEN'S BLOUSE COLLECTION

Stitch Fix X Papermoon's Women's Business Casual collection seamlessly blends comfort and style, offering a sophisticated array of workwear essentials, featuring refined woven blouses and versatile mix-media tops. Each piece is thoughtfully curated to elevate the subscription box shopping experience for customers.

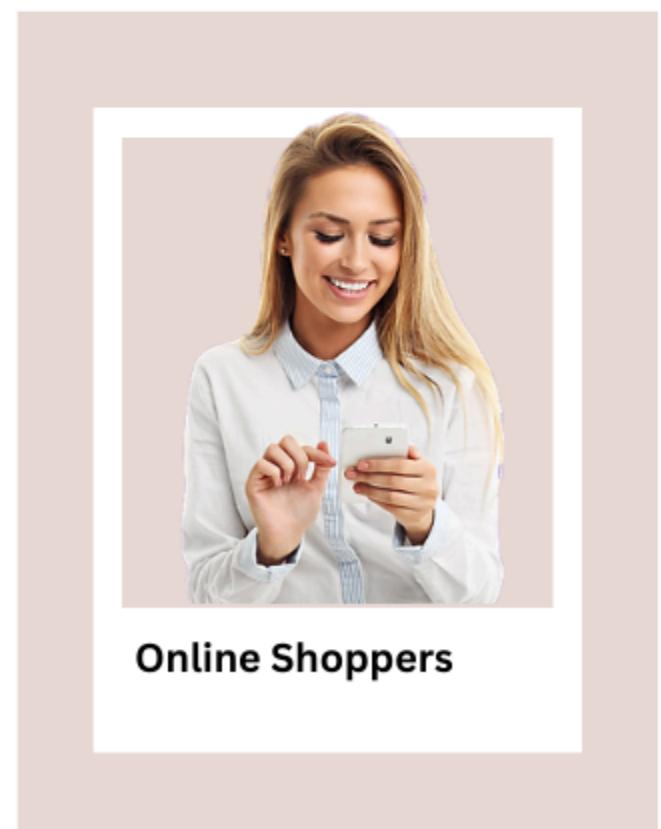
CLIENTS BOARD



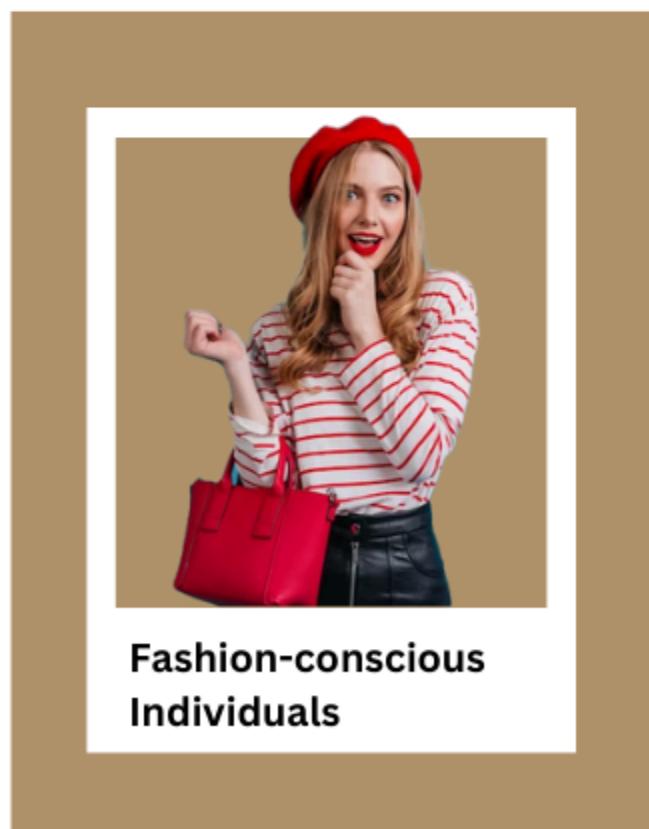
Professionals seeking workwear



Value-conscious shoppers



Online Shoppers



Fashion-conscious Individuals

MOOD BOARD

Muted Spring

- Lace Trim
- Pin tuck/Pleating
- Sleeve Details

Print Ideas

Scallop Detail

Spring / Summer

Jewel Tones

- Grommet/Eyelet
- Pin tuck/Pleating
- Laser Cut Edge
- Tie Front Detail
- Sleeve Detail

Classic w/ twist

Fall / Winter

Print Ideas

- Polka Dots
- Geometric Print
- Elegant Floral

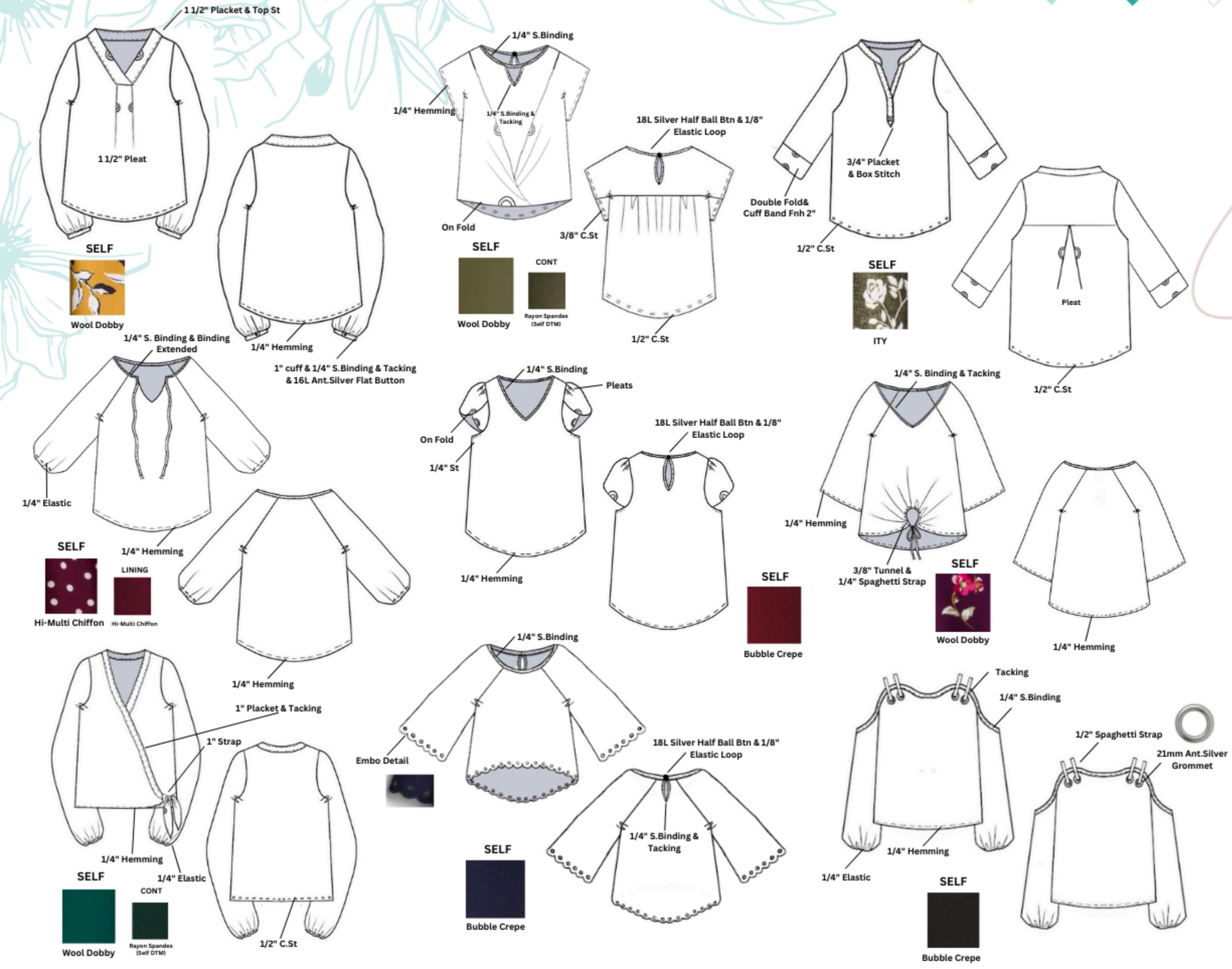
SPRING/SUMMER TECHNICAL SKETCHES

PHOTOS

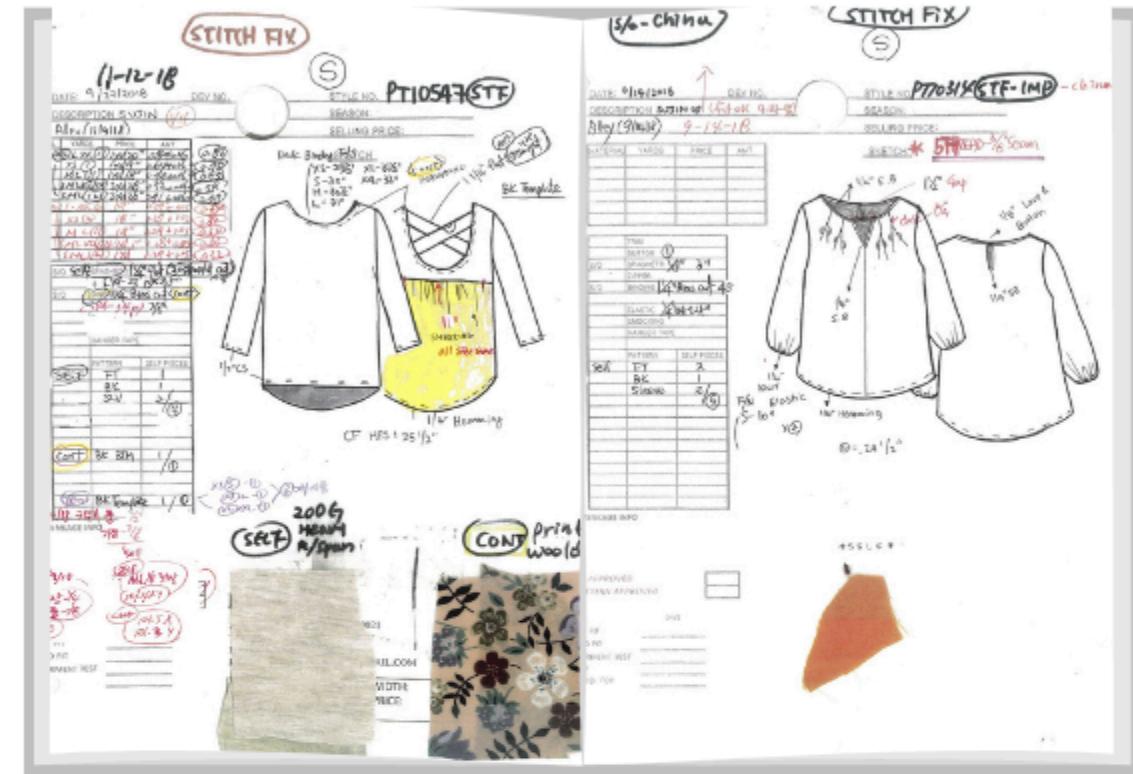
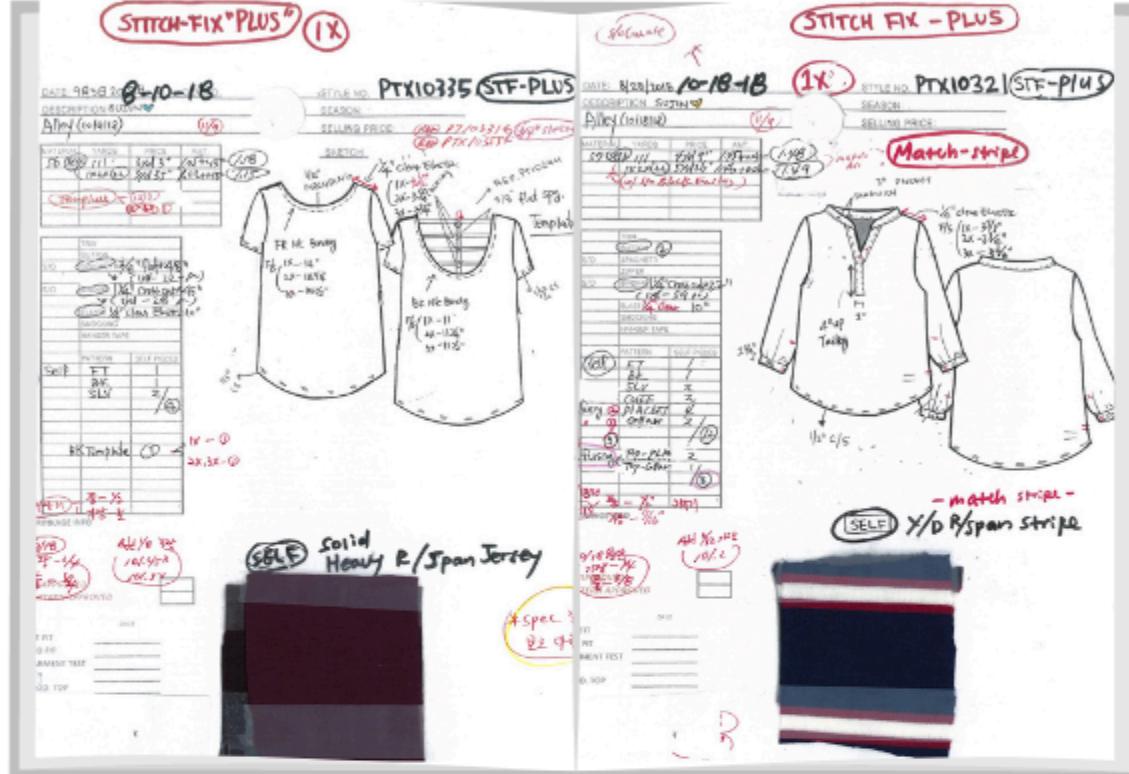
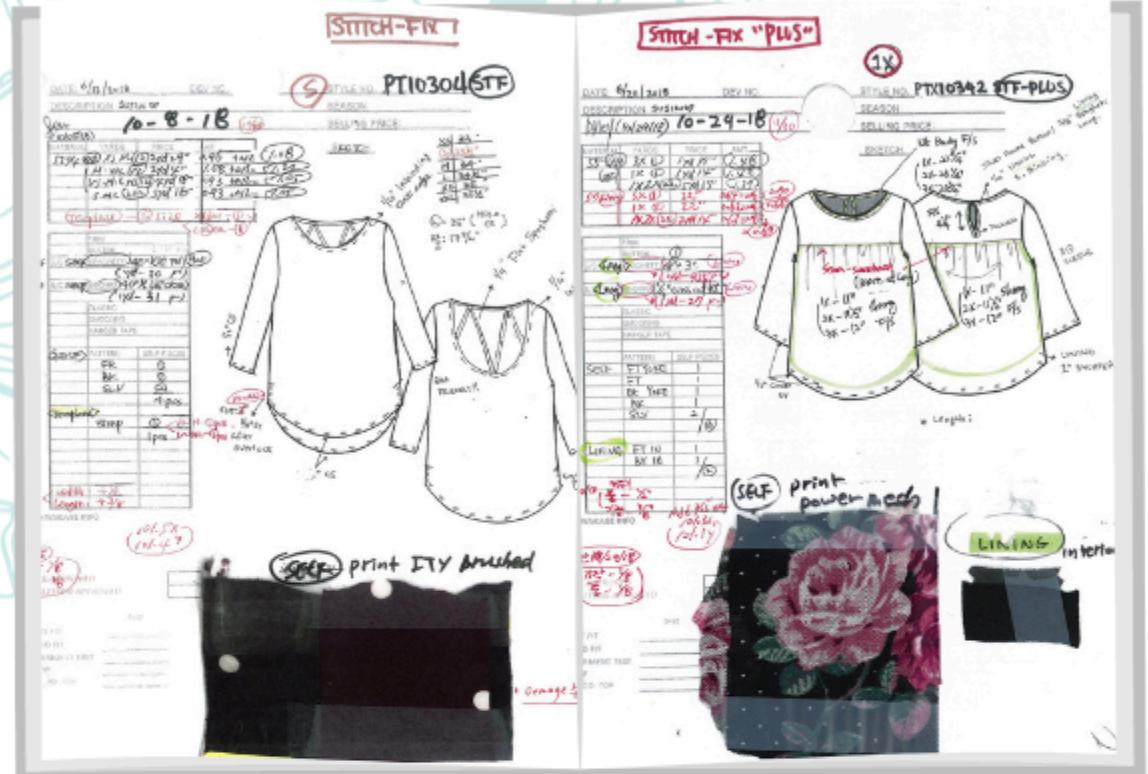
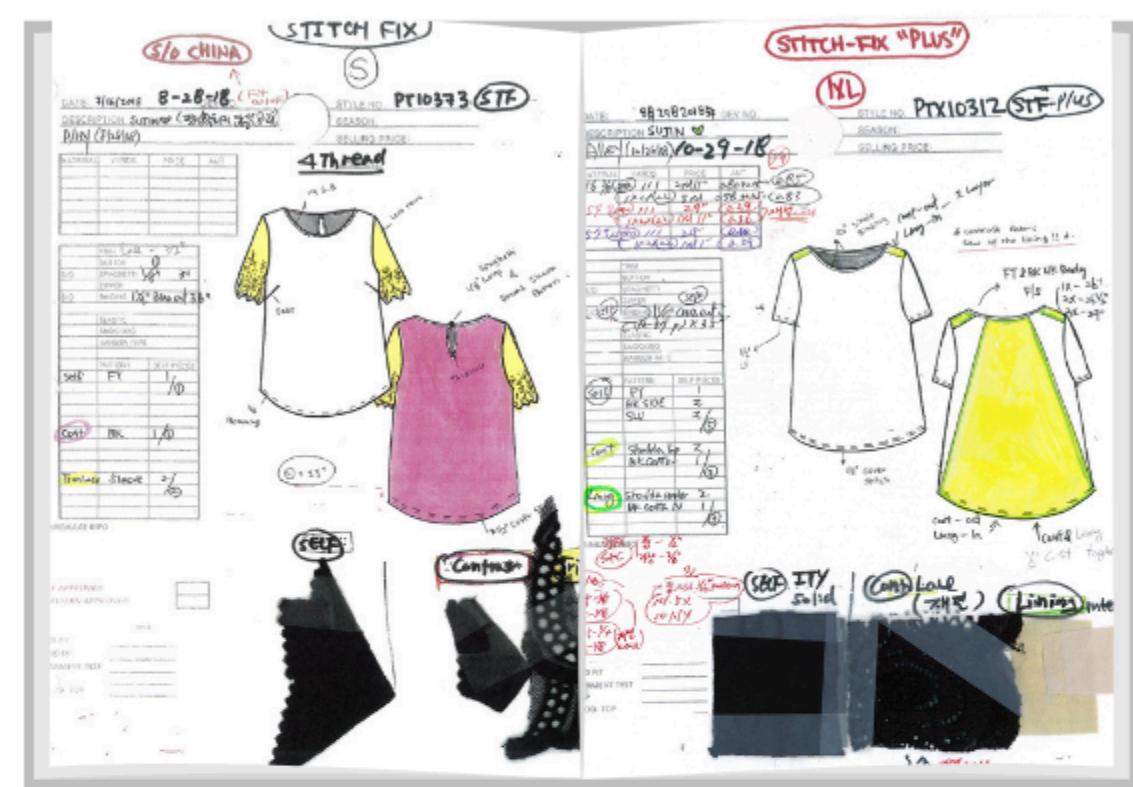
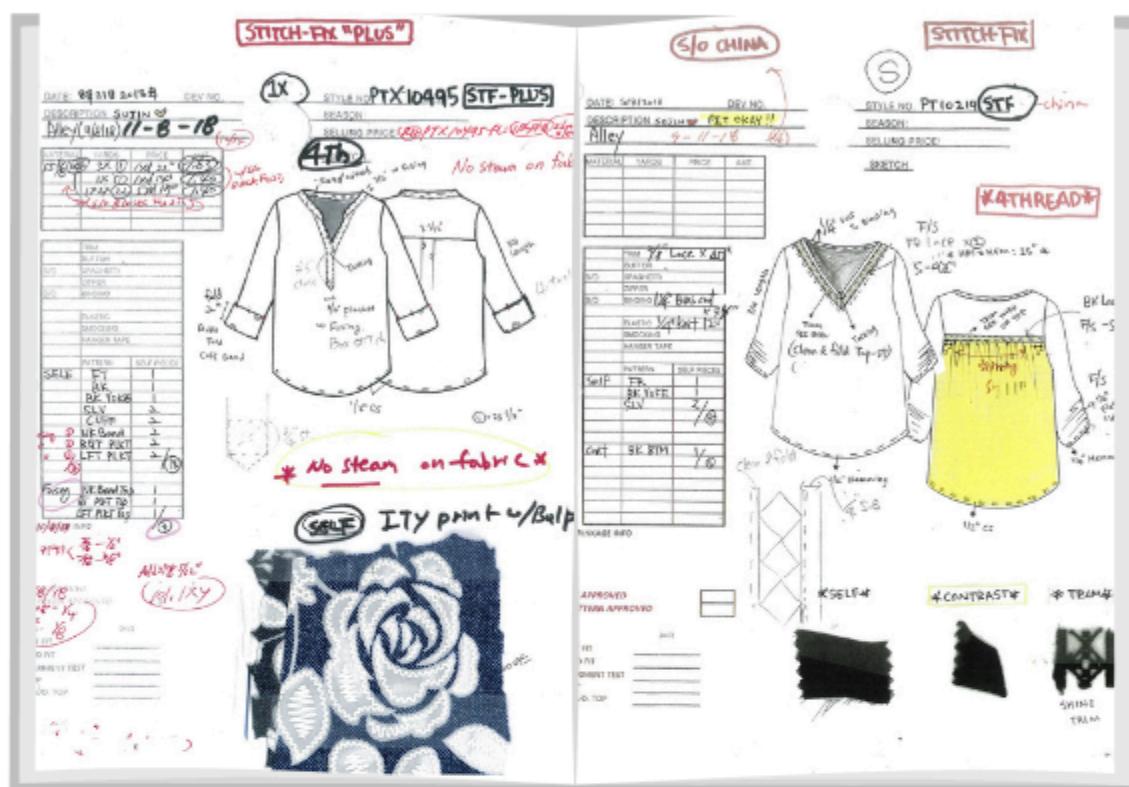
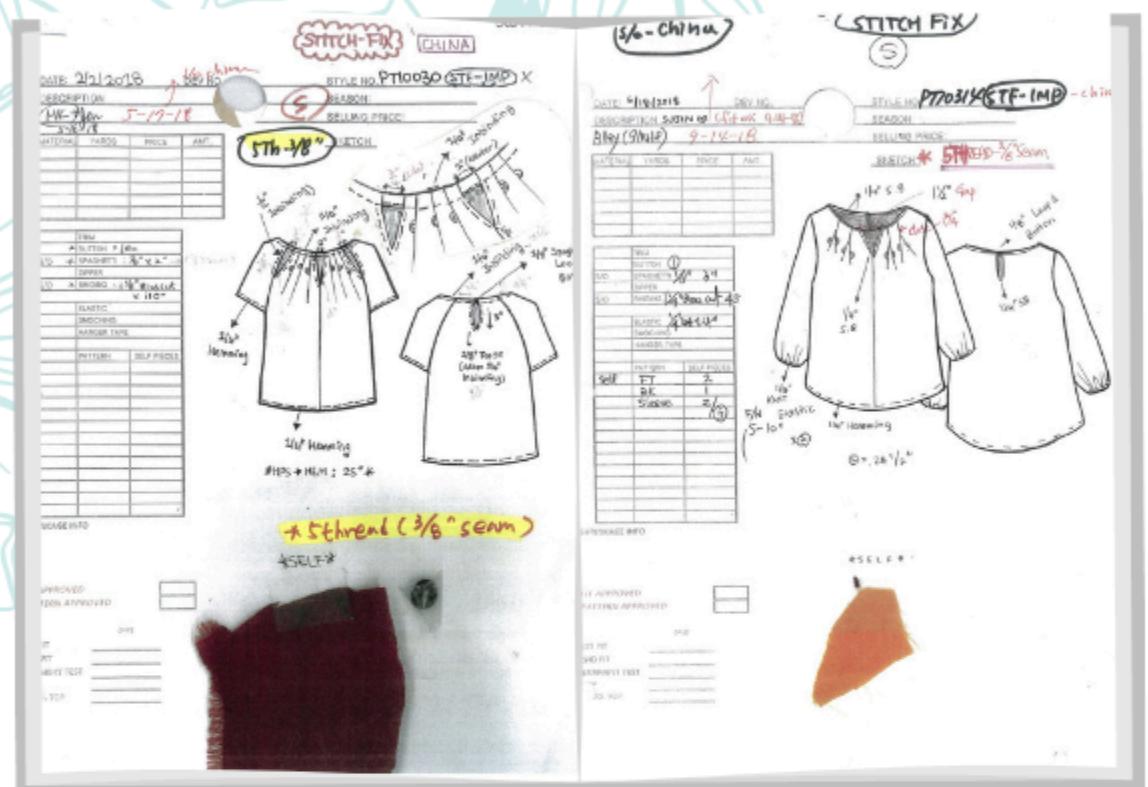


FALL/WINTER TECHNICAL SKETCHES

PHOTOS



TECH PACK EXAMPLES



EVEN MORE DESIGNS!





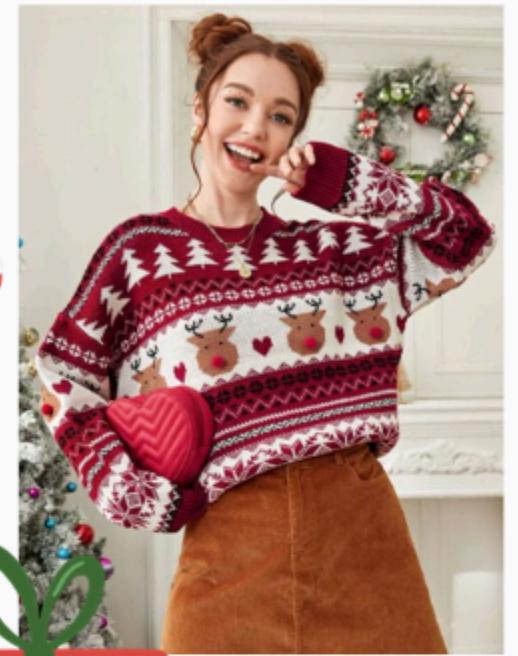
Christmas

2021 Sweater Collection

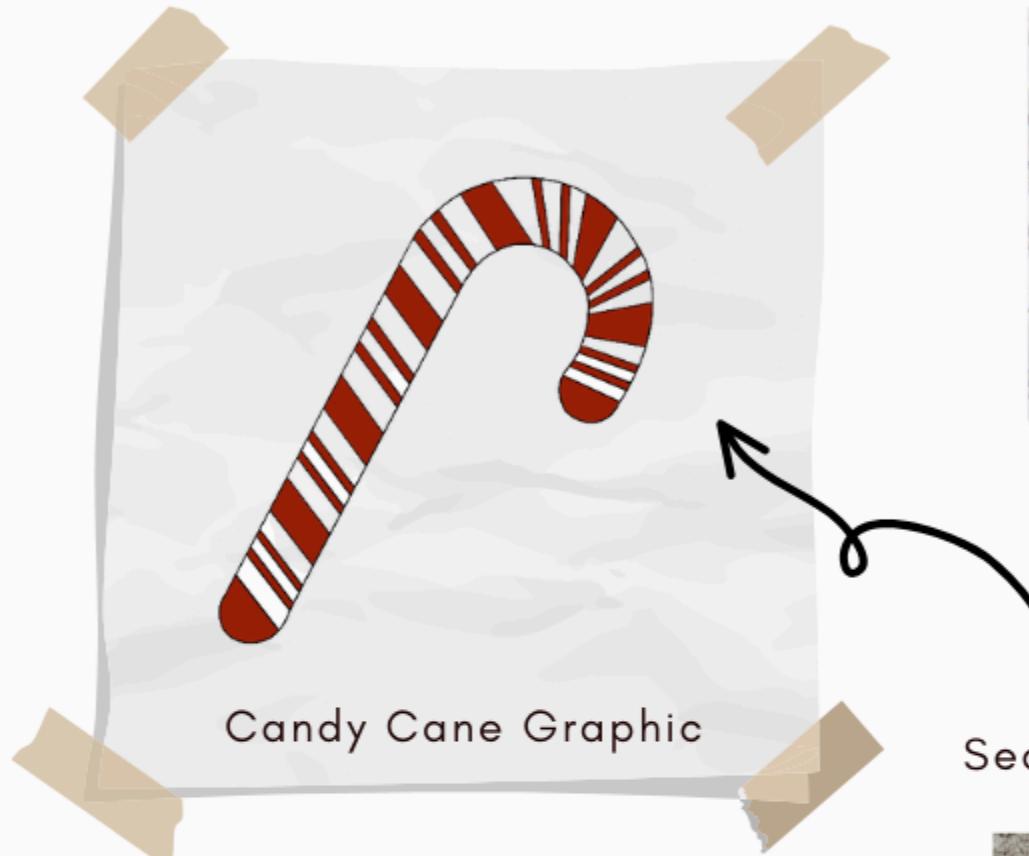
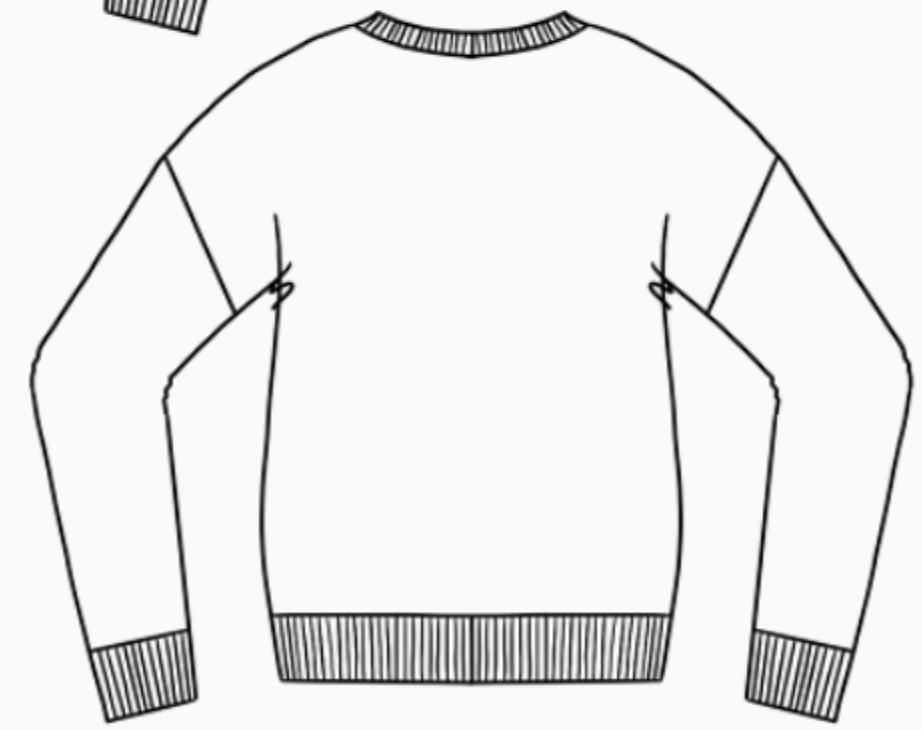
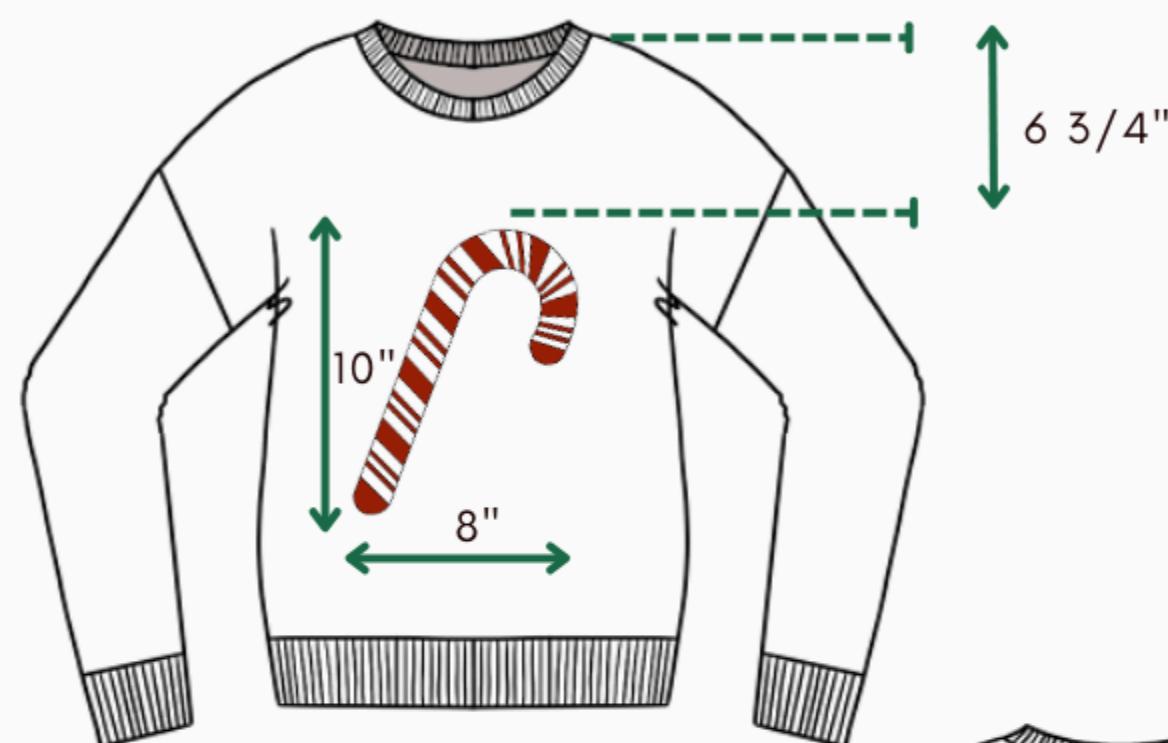
Inspa



HO
HO
HO



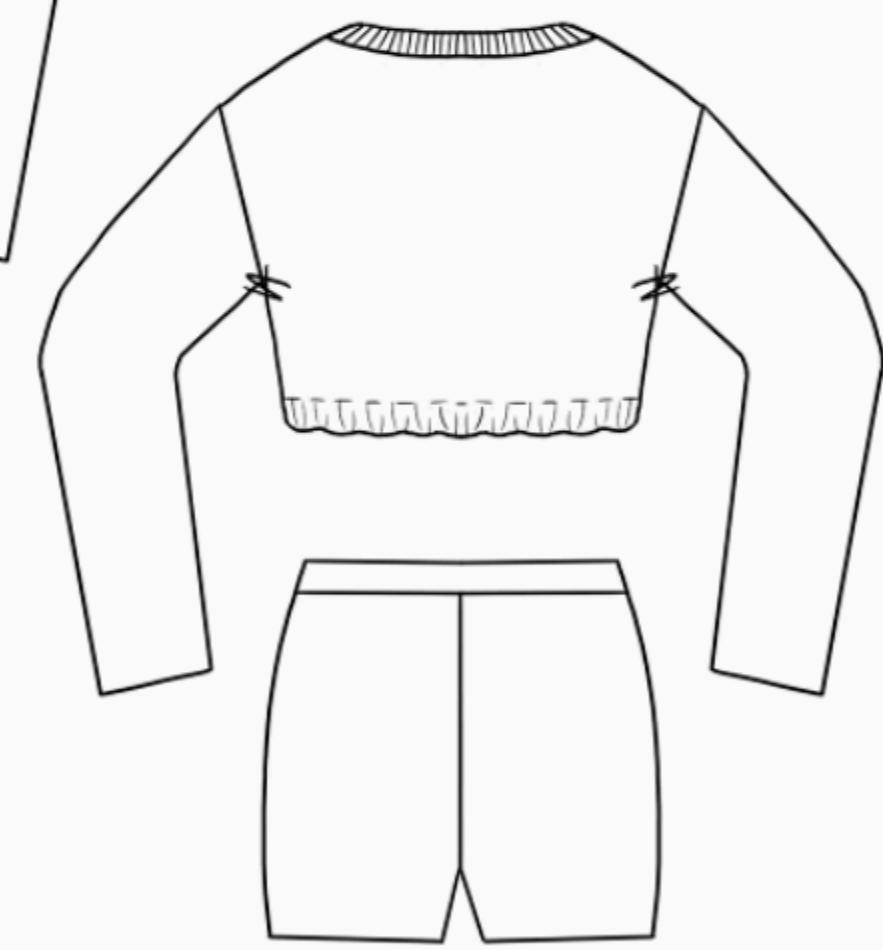
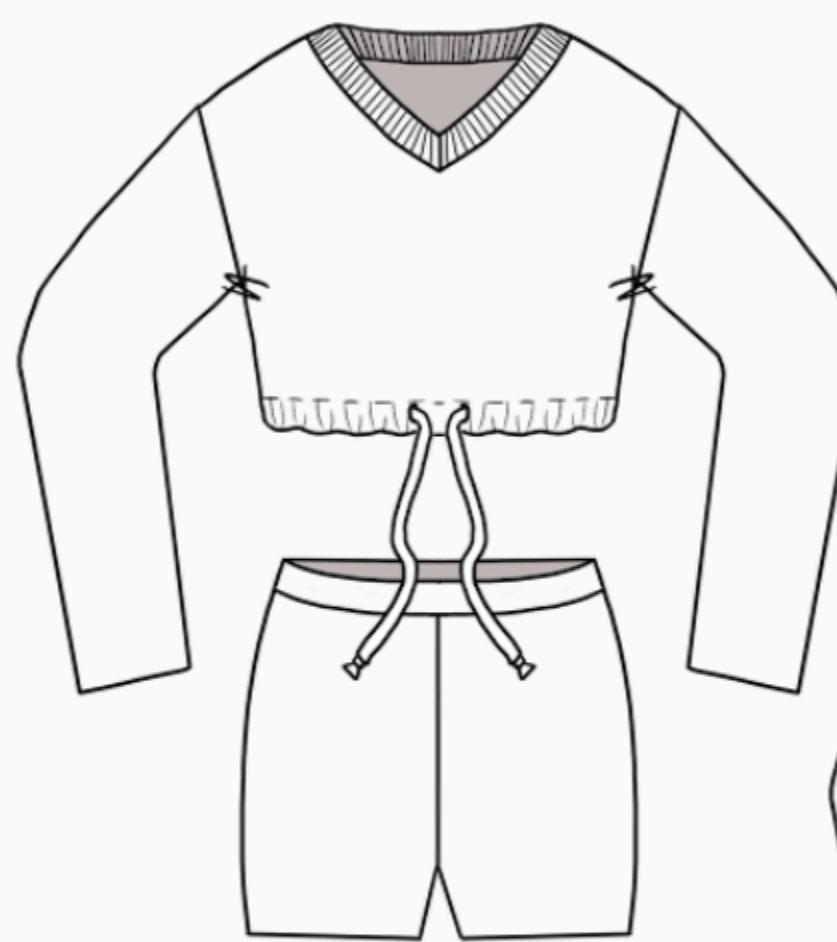
Design #1



Yarn Info



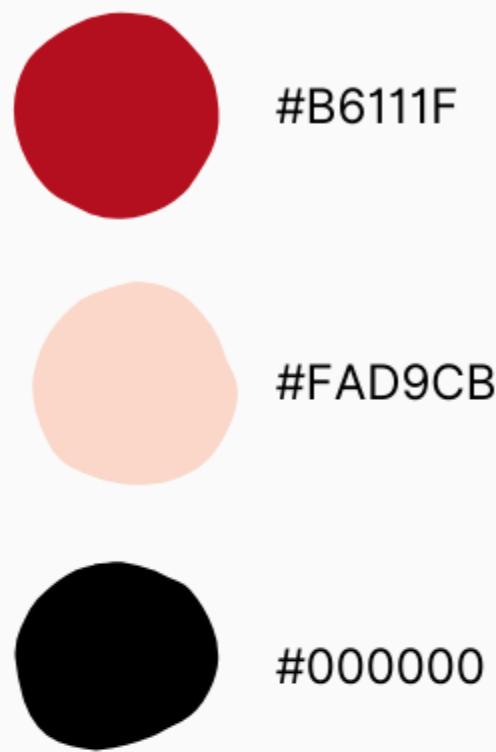
Design #2



Yarn Info



Design #3

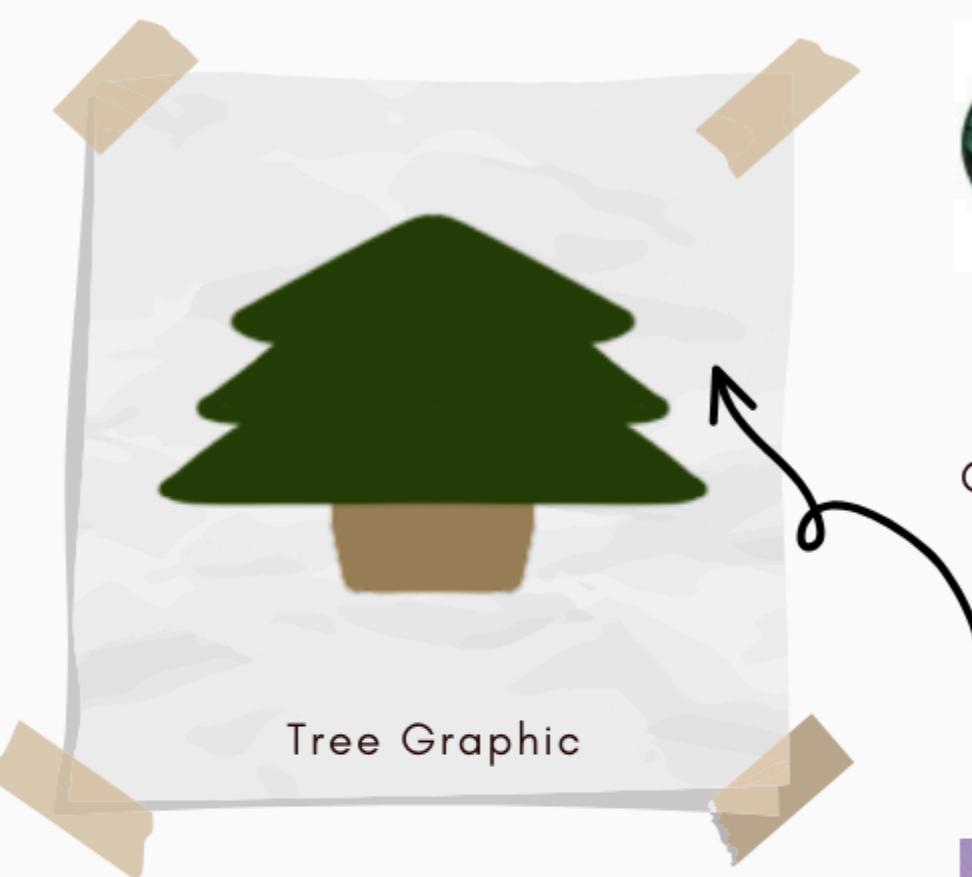


Yarn Info



Polyamide 82%
Acrylic 15%
Polyester 3%

Design #4



Yarn Info



Polyester 90%
Wool 5%
Alpaca 3%
Spandex 2%



Product Pictures



MERRY
Christmas

Product Pictures



HO - HO - HO



Technical Design

TECHPACK + SPEC SHEET + FIT COMMENTS EXAMPLES

Joanna Yoo

Techpack Examples(Detail Sheet, Spec Sheet, Fit Comments)

DETAIL SHEET

Wovens

Season:	Fall 2024	Vendor:	General Orient
Style Name:	Linnea Dress	COO:	China
Style#:	DKP4377	SMS due date:	1.5.24 due in LA
Description:	Long Flutter Sleeve Dress w/ Front Split	Bulk NDC date:	tba
Fabric Descript/ Ref #:	DEBS 'DB10401'	Sizes:	xs,s,m,l
Fabric Quality:	100% POLYESTER	Notes:	Please see all pages + reference images
Construction/weight:	90GSM		
Wash:	as mill header		

CONSTRUCTION DETAILS:

The technical drawing illustrates the Linnea Dress with various construction details labeled:

- Doubled Self Front and Back Yoke with Saddle Stitching.
- Focused Back Shirring finished w/ 3 rows of stitching over shirring.
- Light Shirring at Overarm.
- Front Neckline and CF seam are finished w/ Saddle stitching.
- Doubled Self Waistband, finished w/ SNES at top and bottom edge.
- Sleeve Hem is finished w/ 1" self facing and SNTS.
- On Seam Pockets at each side seam.
- Doubled Self Removable waist tie.
- Horizontal Bar Tack above split.
- Split Edges is finished w/ 1/4" turnback and SNTS.
- 2" Faced Hem finished w/ SNTS
- Side and underarm seams should be finished as french seams.

BROCHU WALKER Wovens		Development Specs			
Season:	Fall 2024	Vendor:	General Orient		
Style Name:	Linen Dress	COO:	China		
Style#:	DKP4377	SMS due date:	1.5.24 due in LA		
Description:	Long Flutter Sleeve Dress w/ Front Split	Bulk NDC date:	tba		
Fabric Reference #:	DEBS 'DB10401'	Sizes:	xs,s,m,l		
Fabric Quality:	100% POLYESTER	Notes:	Please see all pages + reference images		
Construction/weight	90GSM				
Wash:	as mill header				
Points of Measure:					
Measurements in Full Circumference	12/1/23 INITIAL SPEC	DATE SMS SAMPLE	Adjust +/-	DATE REVISED SPEC	Comment BTS = BACK TO SPEC
CF/CB Length - HPS to hem edge	48		0		
Body Length to Longest Point - HPS to hem edge	56		0		
SS Bodice Length -wa to waist seam	6 1/2		0		
Front Yoke from HPS	2 1/2		0		
Back Yoke from HPS	5		0		
Back Yoke Shirring Length	4"				STATUS: INITIAL SPECS >> PLS PROCEED TO PRE-SMS PHOTO VIA EMAIL
Shoulder Slope	2 1/2-2 3/4		0		
Neck Width - edge to edge	7 1/2		0		
Front Neck Drop - hps to V edge	9 1/2		0		
Back Neck Drop - hps to edge	1		0		
Across Shoulder Width	14- 14 1/2		0		
Across Front 6" below HPS	12 1/2-3		0		
Across Back 6" below HPS	TBD		0		
Bust 1" below underarm	38		0		
Waist at seam	36		0		
Hip 24" below HPS strap fold	TBD		0		
Sweep - along edge	70-80 APPROX		0		
Hem Height	2		0		
Front Slit Length (from Bottom Hem)	10				
On Seam Pocket below HPS	18 1/2				
On Seam Pocket Opening	5 1/2				
Pocket Bag Width - at widest	6 3/4				
Pocket Bag Height - diagonal	11 1/2				
Sleeve Length from CB	23		0		
Sleeve Opening (Flat)	11 1/2		0		
Sleeve Facing	1		0		
Belt Length Total - to long point	65		0		
Belt Width	2		0		
Belt Loop Length on fold (tear drop thread loop)	3 1/4				
Belt Loop Position Below HPS	14 1/2		0		
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			0		Thank you, Joanna

Techpack Examples(Detail Sheet, Spec Sheet, Fit Comments)

BROCHU WALKER Wovens

DETAIL SHEET

Season:	Fall 2024	Vendor:	General Orient
Style Name:	Blake Blazer	COO:	China
Style#:	CRD4319	SMS due date:	1.5.24 due in LA
Description:	Belted Blazer	Bulk NDC d:	10a
Fabric Descript/ Ref #:	NALYA 'V93013.12'	Sizes:	xs,s,m,l
Fabric Quality:	100% Viscose	Notes:	Please see all pages + reference images
Construction/weight:	390/400 Gr/MTL 138/140 alt.cm		
Wash:	NO WASH		

CONSTRUCTION DETAILS:

Updated Detail Page 11.21

*Please use looser basting stitch at Welt Pockets.

Remove Half Loop at CF Closure.

BROCHU WALKER | Wovens

DEVELOPMENT Specs

Season:	Fall 2024	Vendor:	General Orient
Style Name:	Blake Blazer	SMS due date:	1.5.24 due in LA
Style#:	CRD4319	Bulk NDC d:	10a
Description:	Belted Blazer	Size:	xs,s,m,l
Fabric Reference #:	NALYA 'V93013.12'	Notes:	Please see all pages + reference images
Fabric Quality:	100% Viscose	Construction/weight:	390/400 Gr/MTL 138/140 alt.cm
Wash:	NO WASH		

POINTS OF MEASURE:

	10/12/23 INITIAL SPEC	11/22/23 PROTO Fr	Adjust #:	11/22/23 REVISED SPEC	Comment B72+ BACK TO SPEC	Date REVIEWED	Comment
CF Length - edge to edge	36	35 3/4	-1/2"	24 3/4	SHORTEN IT"	29 3/4	
SS Length - edge to edge	36 9/16	36 1/4	-1/2"	26 1/4	SHORTEN IT"	29 1/4	
CB Length - edge to edge	36 9/16	36 1/2	-1/2"	36 1/2		19 1/2	
Sk Height	14 1/2	14 1/2	-1"	15 1/2	LENGTHEN IT"		
Waist Circumference at Top Edge	27 1/2	27 1/2	-1"	26 1/2	WAIST-T		
Hip 8" below top edge - 2 pt - straight	39 - 39 1/2	39	-1/2"	38 1/2	Keep this AS IS		
Sweep - straight at bottom edge	48 - 49	48	-1/2"	46	BOTTOM SWEEP -2"		
Hem Height	14	14	-1/2"	14			
Zipper Length at Left SS - invisible	6	6	-1/2"	6			
Front Darts Apart at Waist	6	6 1/4	-1/2"	N/A	REMOVE DARTS		
Front Dart Depth	1/4	1/4	-1/2"	N/A			
Front Dart Length	2 1/2	2 3/4	-1/2"	N/A			
Back Darts Apart at Waist	6 1/4	6 1/4	-1/2"	6 1/4			
Back Dart Depth	1/4	1/4	-1/2"				
Back Dart Length	3	3	-1/2"	3			
LINING:							
Lining Length from top edge - CF	20	20	-1/2"	14 1/2	SHORTEN 5 1/2"		
Lining Length from top edge - SS	20 1/2	20 1/4	-1/2"	14 3/4	SHORTEN 5 1/2"		
Lining Length from top edge - CB	20 1/2	20 1/2	-1/2"	15	SHORTEN 5 1/2"		
Lining Hip 8" below Top Edge	39	39	-1/2"	39			
Lining Sweep with gap open	MATCH SELF	MATCH SELF					

COMMENTS:

- **Please refer to the comments and image guidelines below **
- 1) Remove front darts and take out total by 1/2" instead (front) -** image guideline
- 2) Length adjustment: shorten front self, lining (front & back)
- New Measurement --
 - CF Length - edge to edge: 24 3/4"
 - Lining Length from top edge - CF: 14 1/2"
 - Lining Length from top edge - CB: 13 1/2"
- 3) Raise the slit by 1 inch
- 4) Reduce bottom sweep by -2" total
- 5) Reduce the waist area total by 1" (back) -** image guideline
- 6) Keep Waist Extended at 32"
- 7) Hit all yellow highlighted specs as noted in spec column. Do not send garments out of tolerance.

Thank you,
Joanna



CONSTRUCTION DETAILS:

#SN4308 Leather Lace Skirt.

11.21.23 Detail Page Updates

**Remove Front Darts
Reduce Length of both Self and Lining**

Side Slits and Hem Finished w/ bias binding and SNTS.



DEVELOPMENT Specs

Season:	Spring 2024 Delivery 2	Vendor:	General Orient
Style Name:	Mira/Lace Skirt	COO:	China
Style#:	LC54176	SMS due date:	5/5/24 in LA
Description:	Lace Skirt	Bulk NDC d:	205 in LA
Fabric Reference:	Charming /Custom emb. Lace pattern CH551	Sizes:	xs,s,m,l
Fabric Quality:	100% polyester	Notes:	Proceed to SMS with corrections
Construction/weight:	1450		
Wash:	None as mill header		

POINTS OF MEASURE: in full circumference

	10/31/23 INITIAL SPEC	11/21/23 PROTO Fr	Adjust #:	11/21/23 REVISED SPEC	Comment B72+ BACK TO SPEC
Inside Elastic Height	1	1	-1/2"	1	
CF Length - edge to edge	36	35 3/4	-1/2"	24 3/4	SHORTEN IT"
SS Length - edge to edge	36 9/16	36 1/4	-1/2"	26 1/4	SHORTEN IT"
CB Length - edge to edge	36 9/16	36 1/2	-1/2"	36 1/2	
Sk Height	14 1/2	14 1/2	-1"	15 1/2	LENGTHEN IT"
Waist Circumference at Top Edge	27 1/2	27 1/2	-1"	26 1/2	WAIST-T
Hip 8" below top edge - 2 pt - straight	39 - 39 1/2	39	-1/2"	38 1/2	Keep this AS IS
Sweep - straight at bottom edge	48 - 49	48	-1/2"	46	BOTTOM SWEEP -2"
Hem Height	14	14	-1/2"	14	
Zipper Length at Left SS - invisible	6	6	-1/2"	6	
Front Darts Apart at Waist	6	6 1/4	-1/2"	N/A	REMOVE DARTS
Front Dart Depth	1/4	1/4	-1/2"	N/A	
Front Dart Length	2 1/2	2 3/4	-1/2"	N/A	
Back Darts Apart at Waist	6 1/4	6 1/4	-1/2"	6 1/4	
Back Dart Depth	1/4	1/4	-1/2"		
Back Dart Length	3	3	-1/2"	3	
LINING:					
Lining Length from top edge - CF	20	20	-1/2"	14 1/2	SHORTEN 5 1/2"
Lining Length from top edge - SS	20 1/2	20 1/4	-1/2"	14 3/4	SHORTEN 5 1/2"
Lining Length from top edge - CB	20 1/2	20 1/2	-1/2"	15	SHORTEN 5 1/2"
Lining Hip 8" below Top Edge	39	39	-1/2"	39	
Lining Sweep with gap open	MATCH SELF	MATCH SELF			

COMMENTS:

- **Please refer to the comments and image guidelines below **
- 1) Remove front darts and take out total by 1/2" instead (front) -** image guideline
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- New Measurement --
 - CF Length - edge to edge: 24 3/4"
 - Lining Length from top edge - CF: 14 1/2"
 - Lining Length from top edge - CB: 13 1/2"
- 3) Raise the slit by 1 inch
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- 5) Reduce the waist area total by 1" (back) -** image guideline
- 6) Keep Waist Extended at 32"
- 7) Hit all yellow highlighted specs as noted in spec column. Do not send garments out of tolerance.

Thank you,
Joanna

