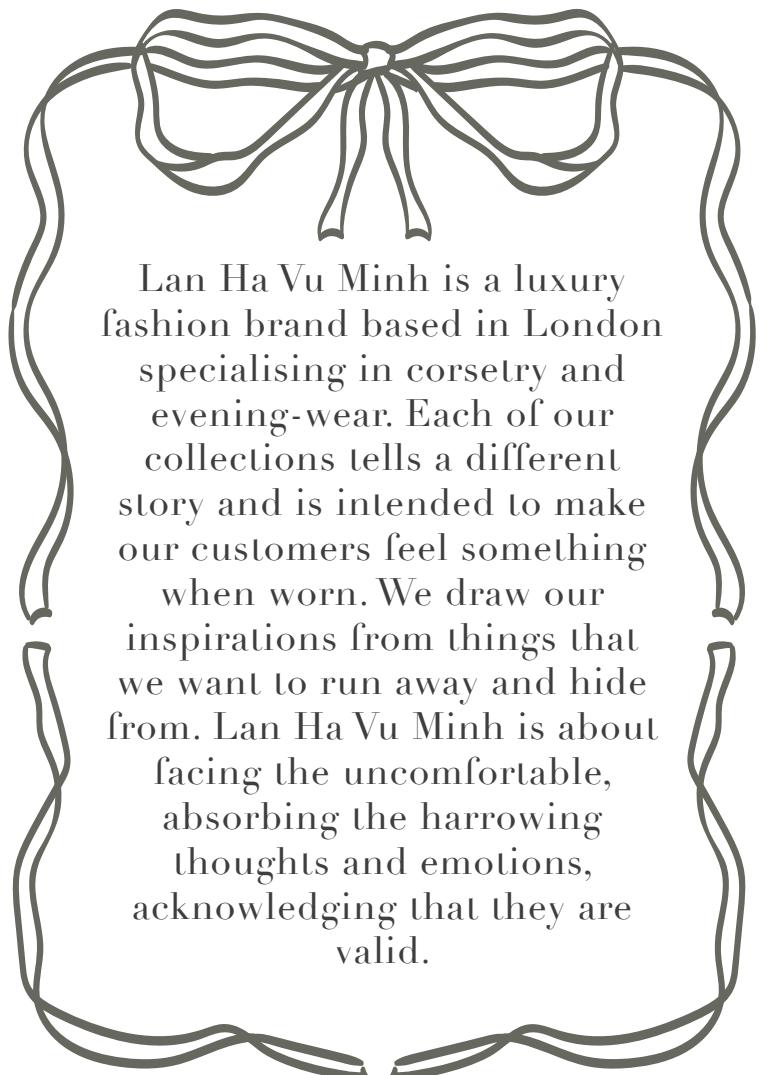
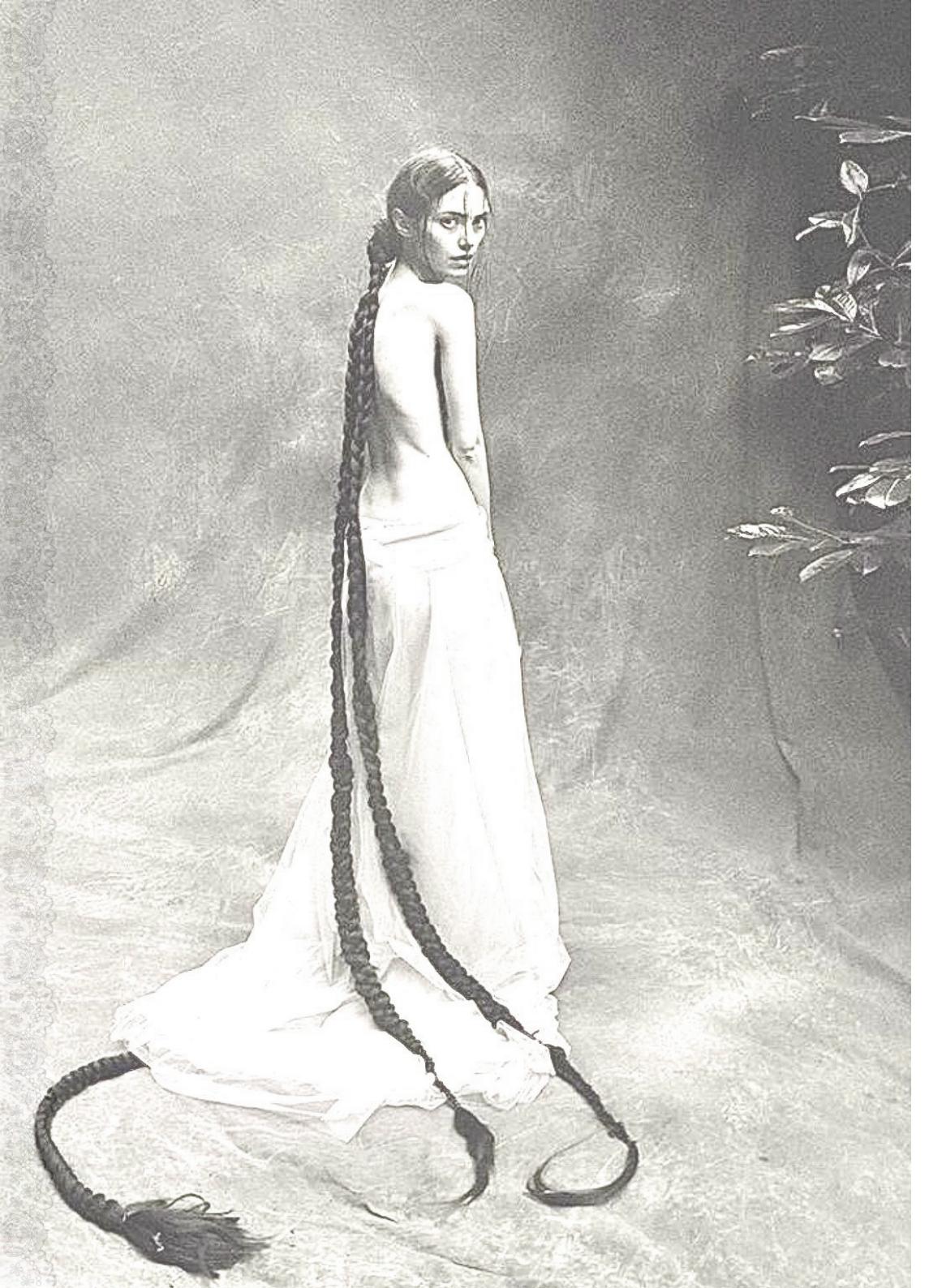


A woman with dark hair and a pearl necklace lies on a bed, looking off to the side. She wears a light-colored, traditional-style dress with a belt and buttons. In the background, a man is visible. The scene is framed by a decorative border.

LAN HA VU MINH

Product Design and Realisation  
BA (Hons): Fashion Design & Development  
Portfolio  
ID no. 21040236

# MANIFESTO



Lan Ha Vu Minh is a luxury fashion brand based in London specialising in corsetry and evening-wear. Each of our collections tells a different story and is intended to make our customers feel something when worn. We draw our inspirations from things that we want to run away and hide from. Lan Ha Vu Minh is about facing the uncomfortable, absorbing the harrowing thoughts and emotions, acknowledging that they are valid.

# C O N C E P T

❖ **Making uncomfortable things beautiful**  
Facing uncomfortable feelings and turning them into wearable art. Understanding your own feelings and reflecting on them.

❖ **Juxtaposition**  
Joining things that are not meant to be together. Embracing the clash and the discomfort. Balancing masculine and feminine.

❖ **Controversy**  
Embracing controversy and uniqueness, rebelling against what is acceptable and the norm.

❖ **Emotional connection**  
Evoking a strong feeling from wearing the garment. Each collection tells a story, but everyone can interpret it differently, making it truly for themselves, thus creating an emotional connection with the garment.





**Female empowerment**  
Empowering women to wear what they want, be authentic, and feel confident in their own skin. As well as use it as a hideaway and create a whole new personality and character.



**Uniqueness**  
Everyone is different and everyone is beautiful in their own way.



**Inclusivity**  
Tailored to anyone's body. Close relationship with consumers to make the garment specifically for them.

# BRAND VALUES

## Longevity

Creating high quality garments that will last a long time with the opportunity to pass down through generations or get reworked.

## Slow down production cycle

Challenge the idea of 'trends' and only wear what feels authentic.

## Innovation

Unique pieces that are wearable art. Combining different forms of art such as music, sculpture or performance.

## Craft

Attention to detail, garments crafted to the highest standard, using couture techniques.

## Transparency

Clear communication on the production process and sourcing.



# U N I Q U E   S E L L I N G   P O I N T



## Wearable art

Sculptural pieces to be worn on special occasions.  
Treating clothing as a form of art and expression



## Customisation

Made-to-order means each garment is tailored to  
your body and customisation options are available  
to make our garments more personal



## Coming back to life

We believe in longevity; therefore, all our garments  
can be brought back to be reworked, giving them a  
next life

# CIRCULAR SUPPLY CHAIN

Fibre textile & Research

## Concept

Coming up with a collection idea myself or getting a brief/ prompt from a customer.

## Re-use

Passing down the garment through generations or coming back to fix or rework into a new garment, giving it a new life, extending longevity.

## Use-phase

Garment being worn by the consumer. High quality and durability allows for longevity. To be worn on special occasions or performances.

Sourcing fabrics from local suppliers such as MacCulloch & Wallis, Maison Henry Bertrand, Joel & Son for premium fabrics or Woolcrest, Dalston Mill Fabrics for cheaper options and toiling.

Fabrics not available in London might be sourced internationally such as Pongees or Pinto who I have a work connection with and who I'd use for custom prints.

If the fabrics are right but the colour is not, they will be dyed in house with Rit dyes or natural dyes such as tea

Haberdashery and hardware such as boning, elastics, buckles will be sourced locally from William Gee or MacCulloch & Wallis etc.

## Creation

Creating each garment by myself or using freelance seamstresses. Using both machine and hand sewing. Fabric manipulation as needed such as pleating, distressing or melting.

## Design

Designing by myself with 3D draping combined with 2D sketching and collaging. Communicating with customers along the way to get feedback.

## Pattern cutting & Sampling

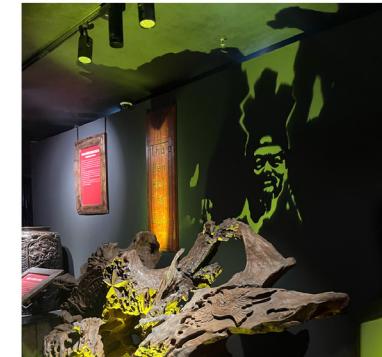
In house toiling by myself or outsourced, with fabric closest to the final garment. Adjusting patterns and sampling in turns until desired pattern.

## Fittings & alterations

Fittings with customer in my studio, discussing changes and adjusting the fit. Up to 3 fittings.

# PRIMARY RESEARCH

Bùi Văn Tú  
(sculptor)



Sculpting under a spotlight  
↓

Shadow is the final product



Can be applied into fashion?



Draping in darkness with a spotlight



Shape is based on the shadow cast on the wall rather than what's on the mannequin





*Unpredictable*

*Illusion  
Angles*



*corresponding points  
sculpture vs shadow*

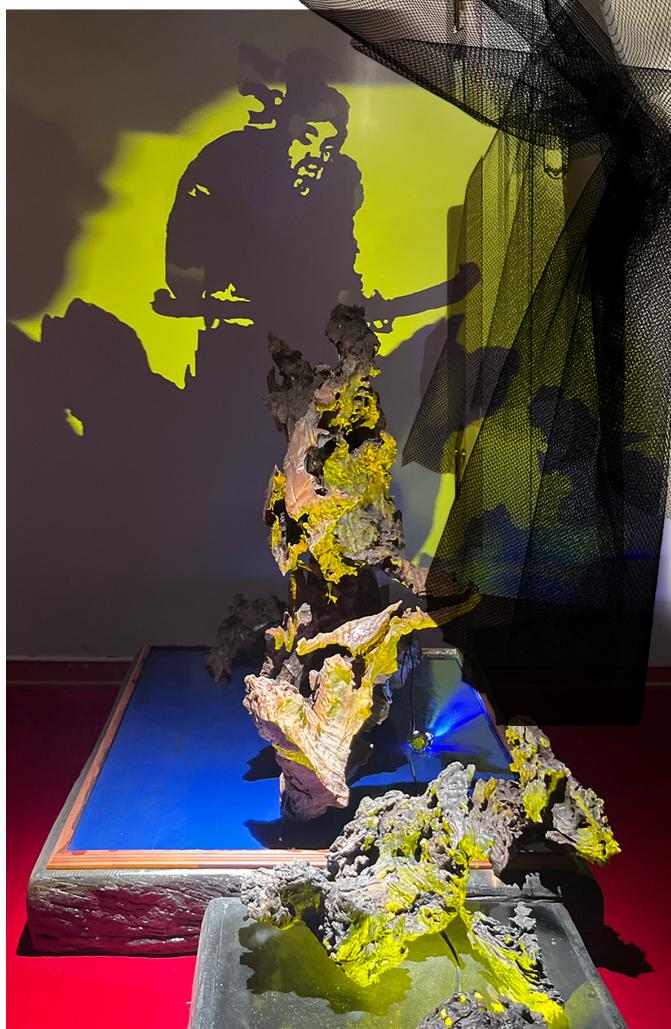
*Understanding perspective & lighting*

*Shadow is 2D*

*Points on the sculpture can be near to each other, and far apart on the shadow*

*The closer to the spotlight  
and the lower on the sculpture,  
the higher it translates on  
the shadow*





Lace visible,  
but  
quickly  
merged  
into one



BSA

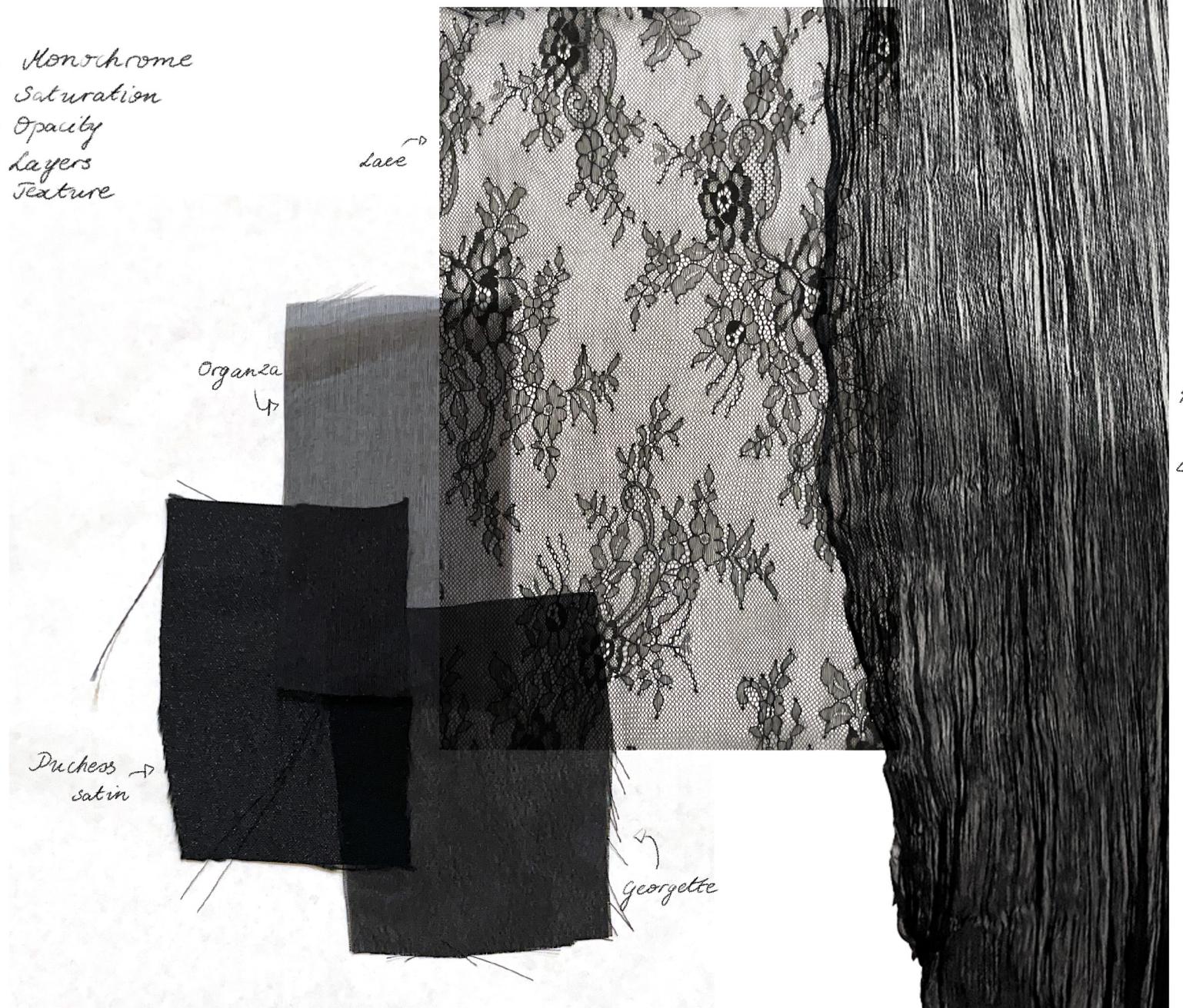


sheer fabrics  
successful



All layers  
translated  
to the shadow

- Monochrome
- Saturation
- Opacity
- Layers
- Texture





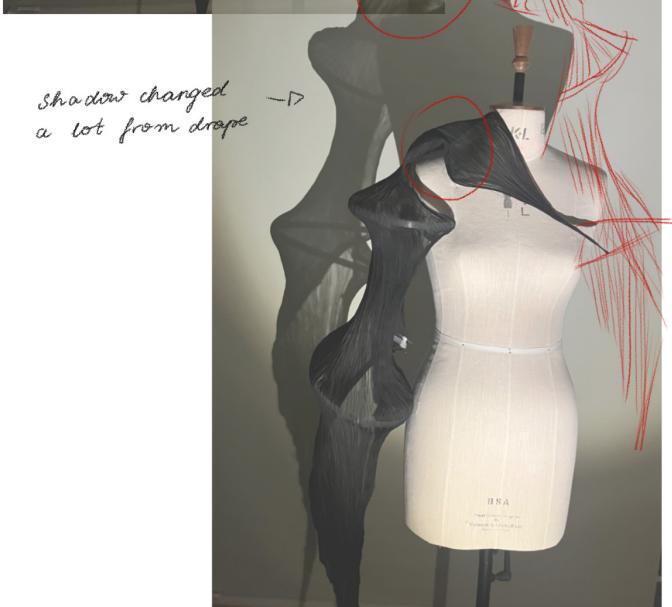




Pleated silk organza  
draping

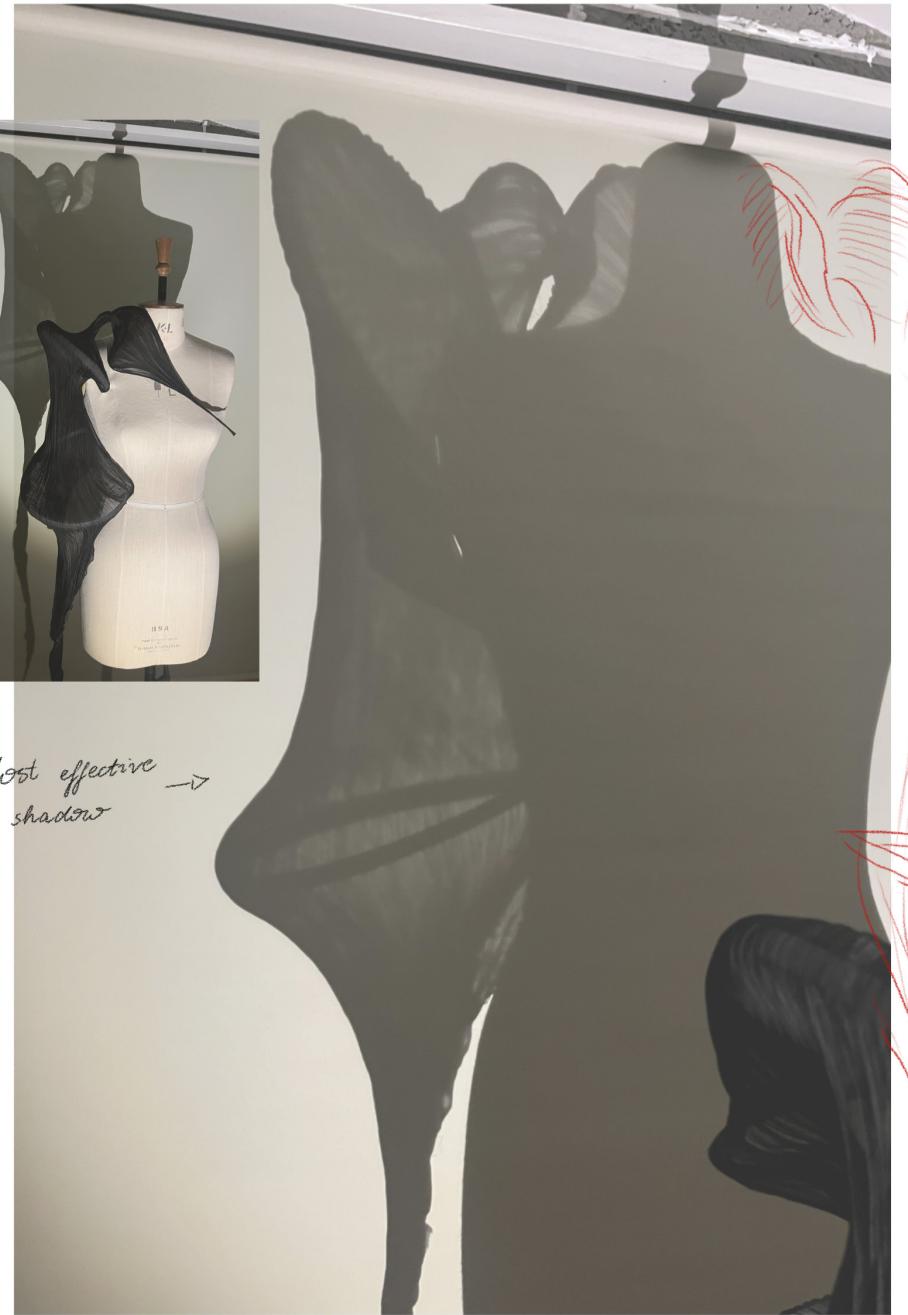


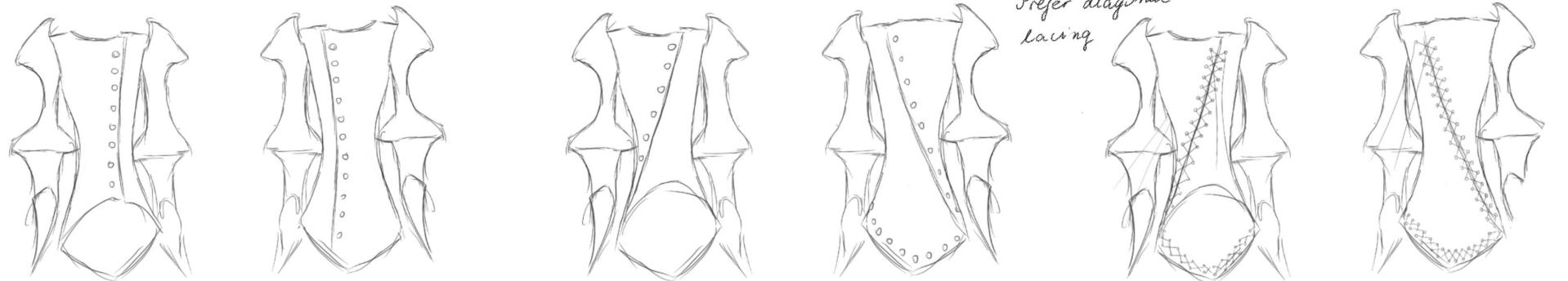
Dramatic →  
shape



shadow changed  
a lot from drape →

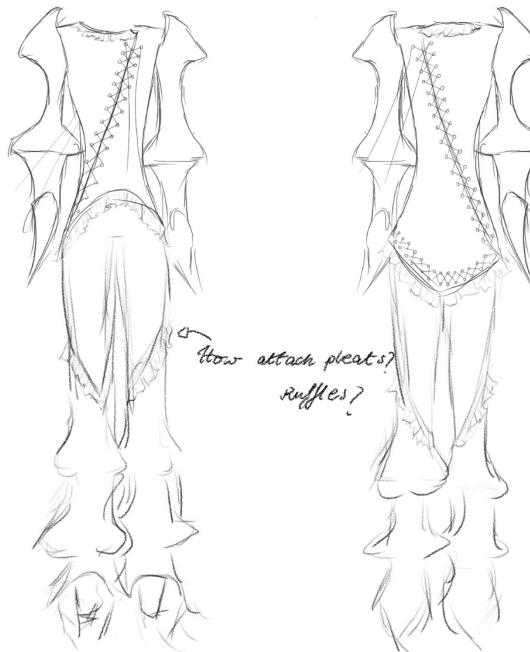
Most effective →  
shadow





Experimenting with  
sleeve placement &  
boning placement







Draping under a spotlight

Playing with shapes & opacity

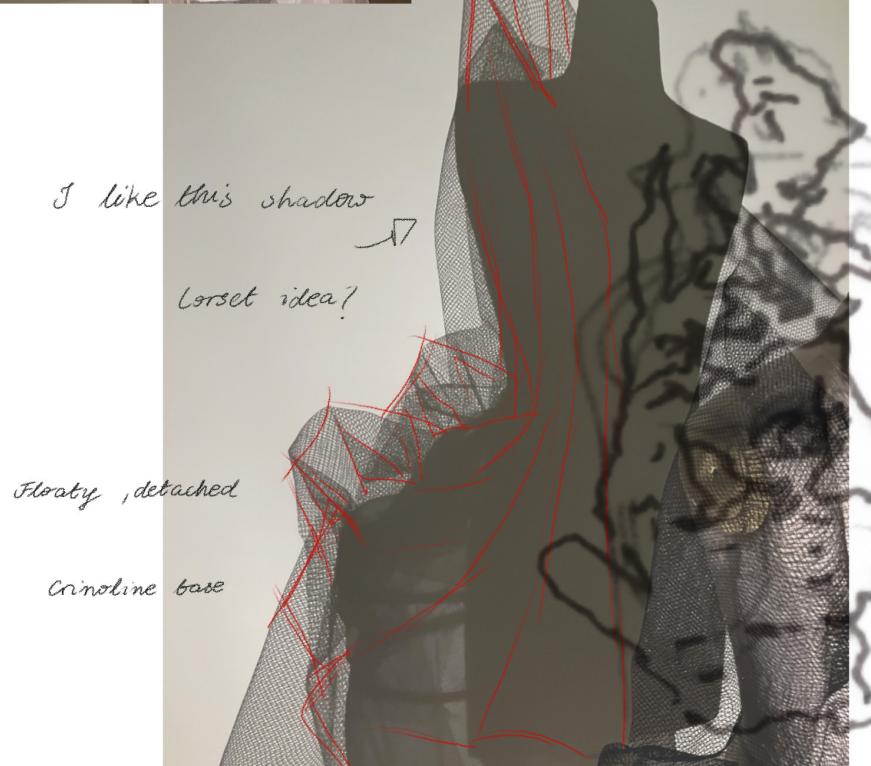
4



Oversized hood  
Boned hood



Drape  
Point finishing below  
shoulder



Floaty , detached  
corset base

Corset idea?

I like this shadow

Shadow:  
Point extending beyond  
shoulder

Needs more texture



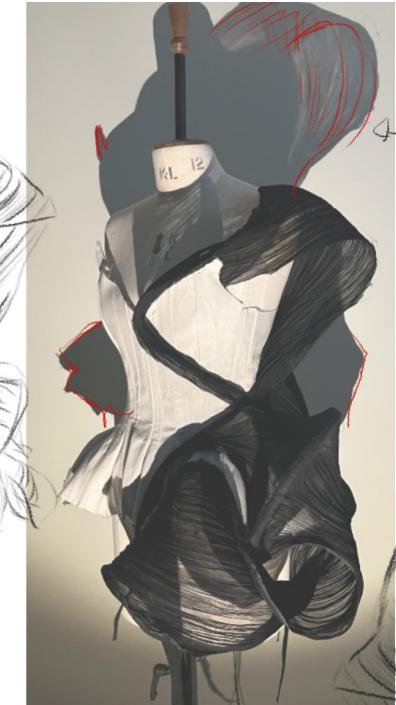
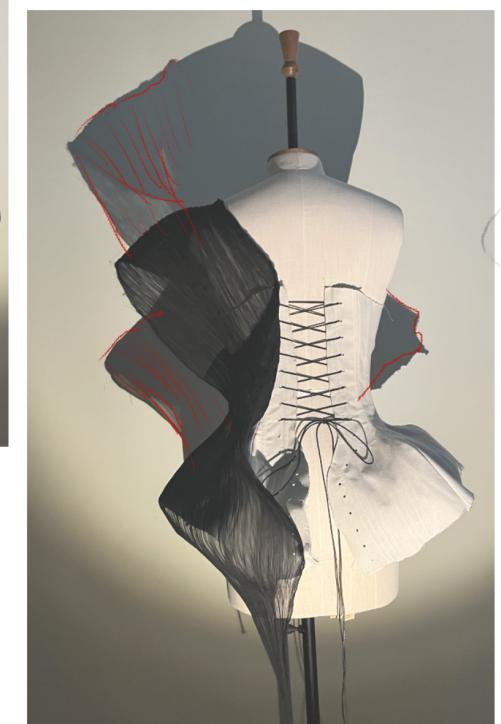
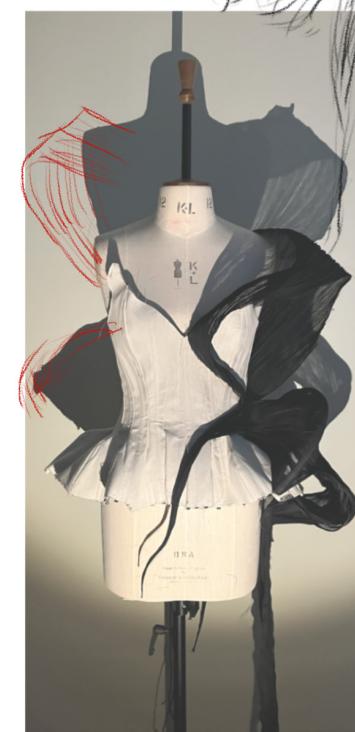
Hooded cap



Pleated cape



Draping around  
corset - 17



Shadow revealing all  
directions of pleating



Combining

corset skirt

Need something more fluid



Most successful  
skirt drape

Filled with lace  
Might need structure  
to hold lace taut



Interesting shadow-  
layers, opacity,  
organic shape



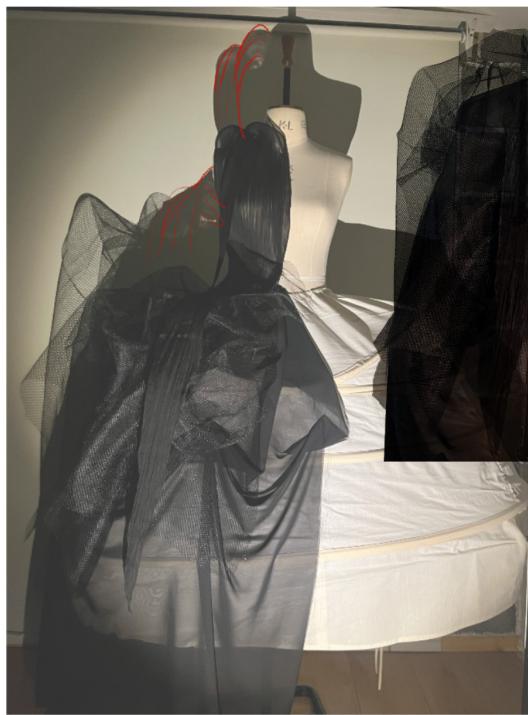
Final





Too messy?  
Takes away sheeress  
of crinoline →



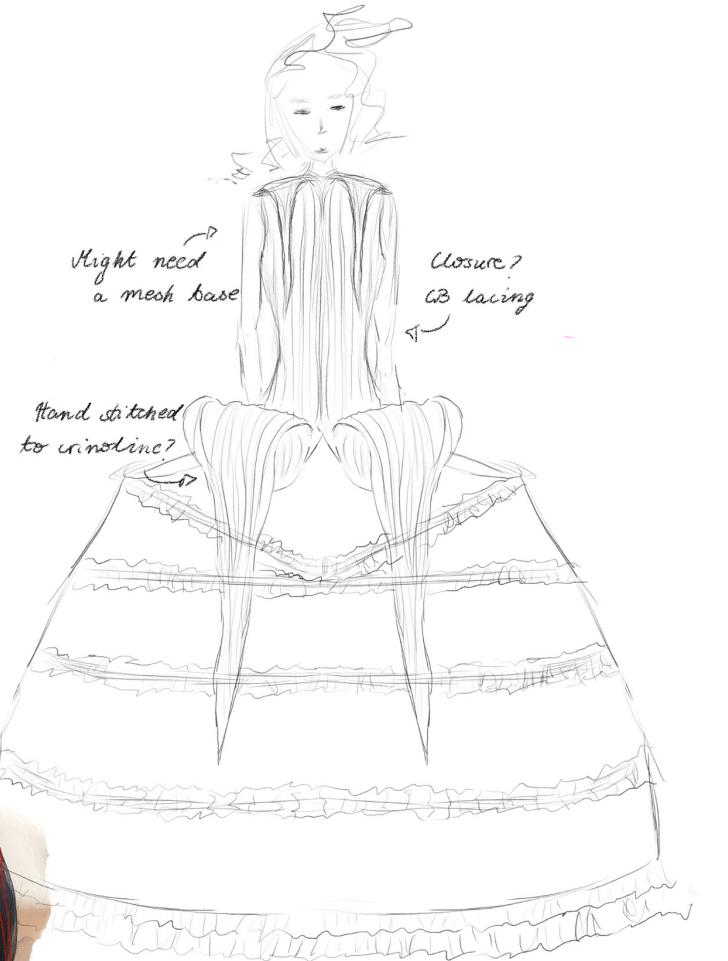


Sheer, overlaps  
different directions  
of pleats



Pleated top draping

More successful  
shadow



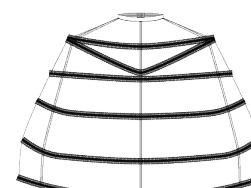
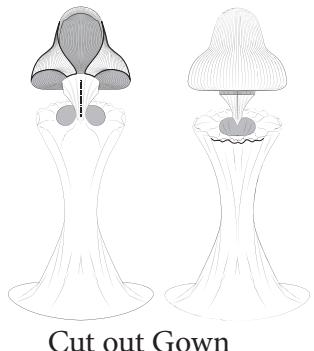
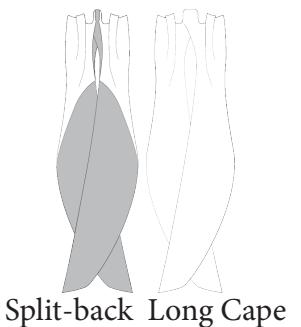
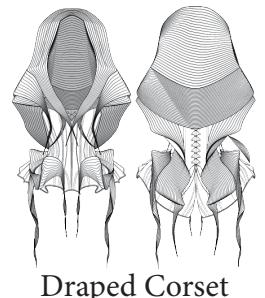
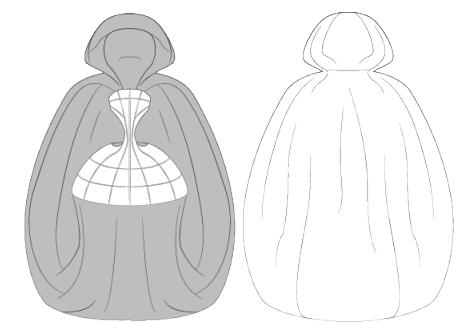
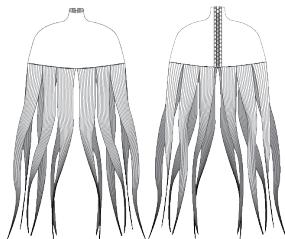
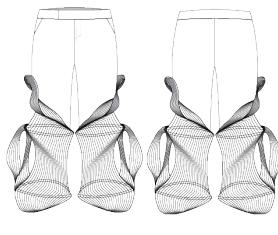
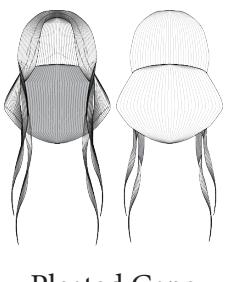
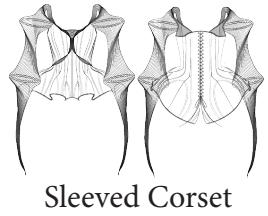
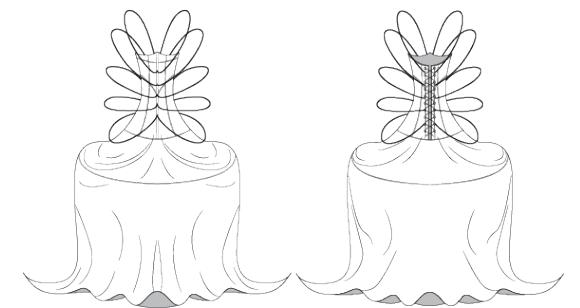
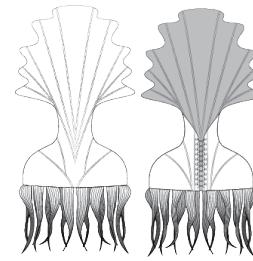
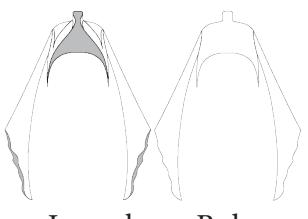
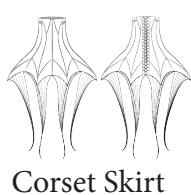
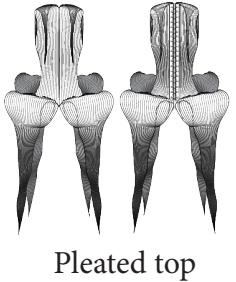
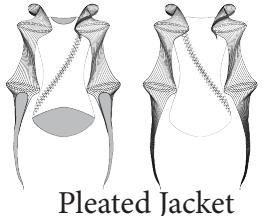
# LINE UP FRONT



# LINE UP BACK



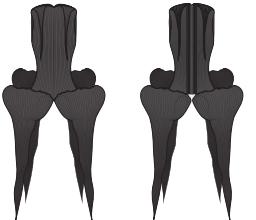
# RANGE PLAN BLACK & WHITE



# R A N G E P L A N C O L O U U R



Pleated Jacket



Pleated top



Cape Corset



Classic Corset



Sleeved Corset



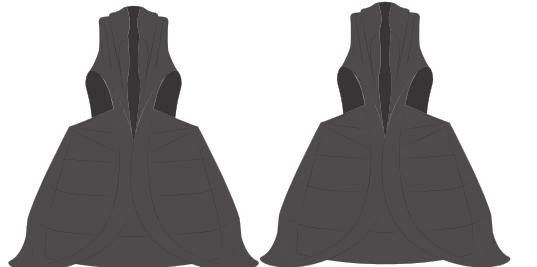
Longsleeve Bolero



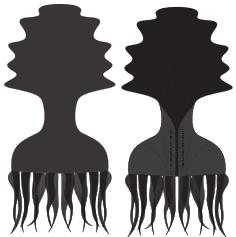
Pleated Skirt



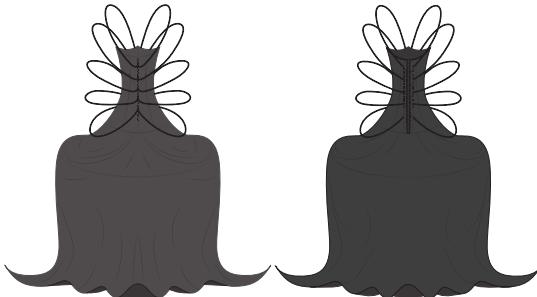
Corset Skirt



Caped Gown



Face shield corset  
dress



Draped Gown



Fringe cape



Hooded Gown



Draped Corset



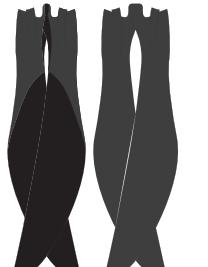
Pleated Cape



Pleated trouser



Cut out Gown



Split-back Long Cape



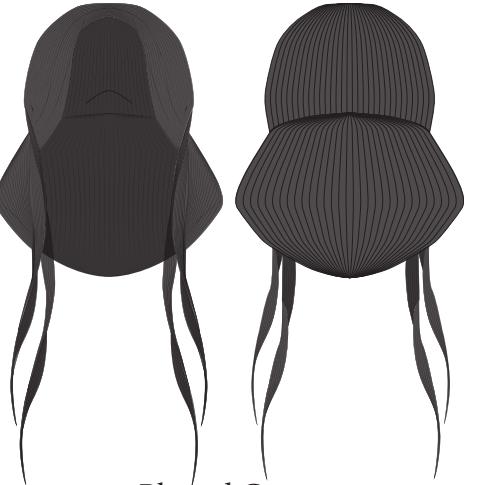
Sheer crinoline



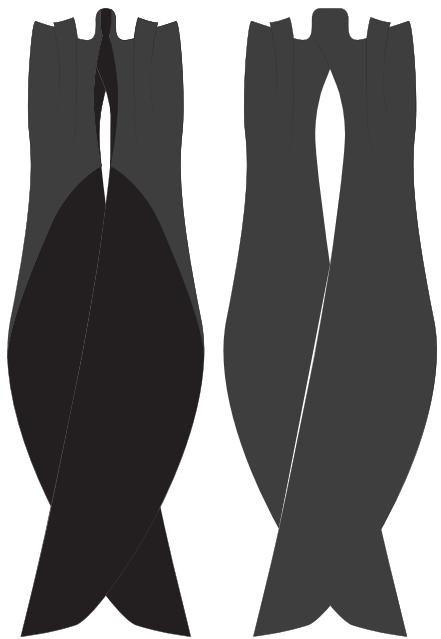
Pleated Jacket  
JTDSBK001  
Duchess satin and  
Pleated silk organza



Longsleeve Bolero  
JTSNBK002  
Satin



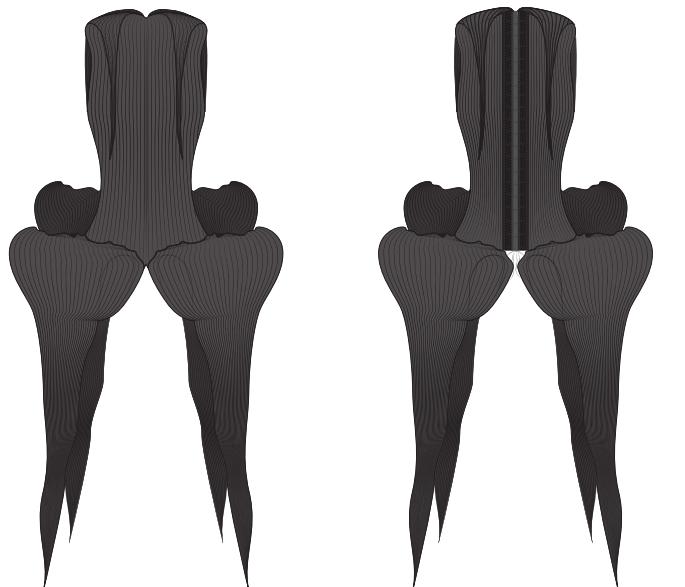
Pleated Cape  
JTPLBK003  
Pleated silk organza



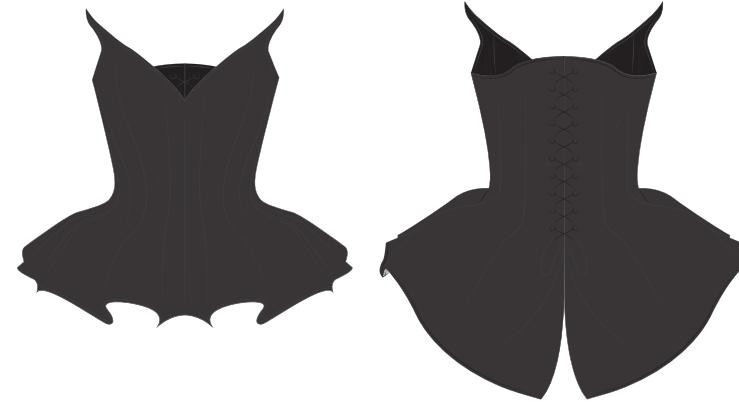
Split-back Long Cape  
JTDSBK004  
Duchess satin



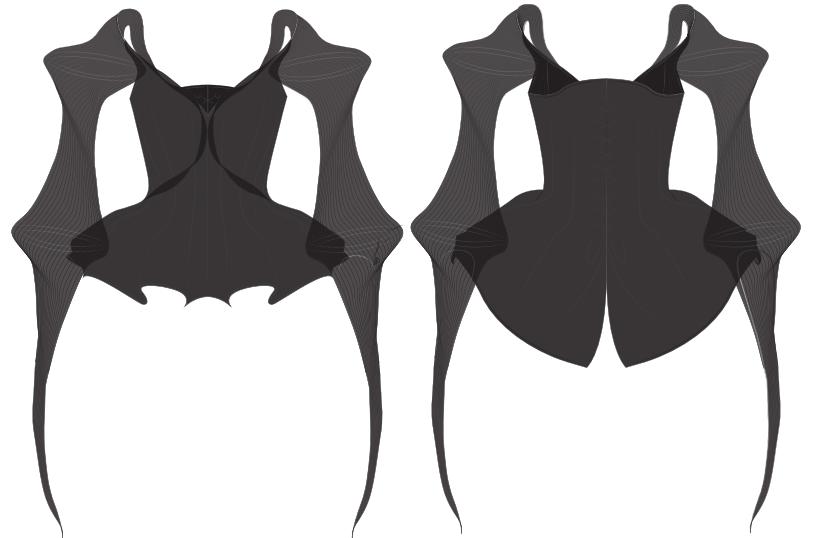
Fringe Cape  
JTDSBK005  
Duchess satin and  
Pleated silk organza



Pleated Top  
TPOZBK001  
Pleated silk organza



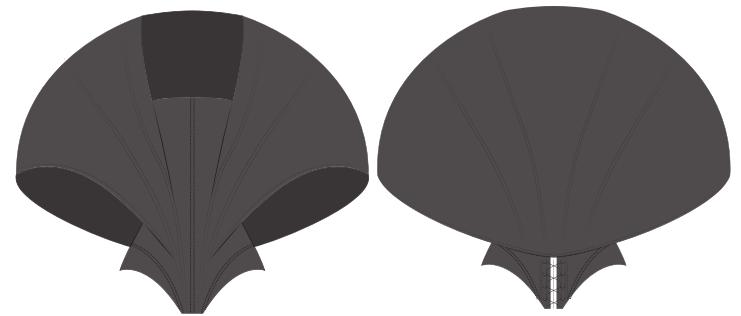
■ Classic Corset  
CTDSBK001  
Duchess Satin



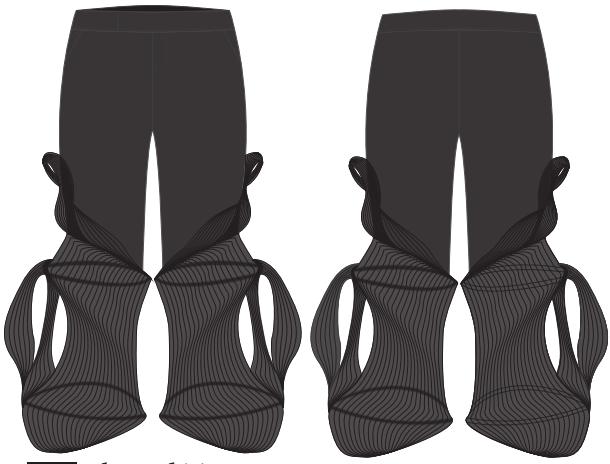
■ Sleeved Corset  
CTDSBK002  
Duchess satin and pleated silk organza



■ Draped Corset  
CTOZBK003  
Duchess satin and pleated silk organza



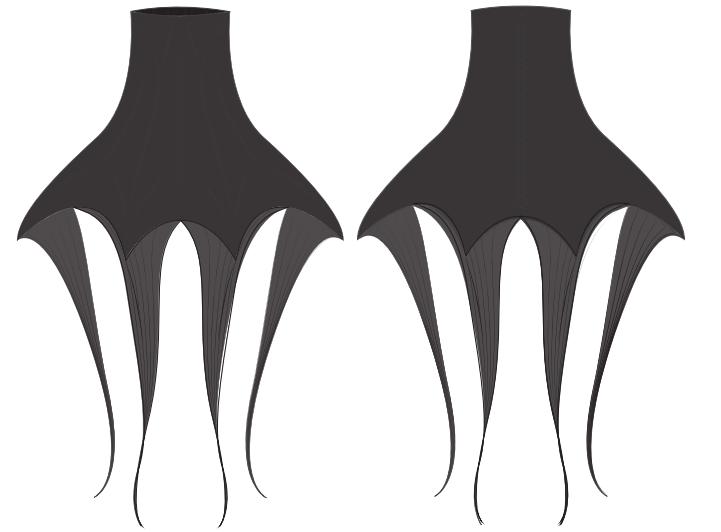
■ Cape Corset  
CTDSBK004  
Duchess satin



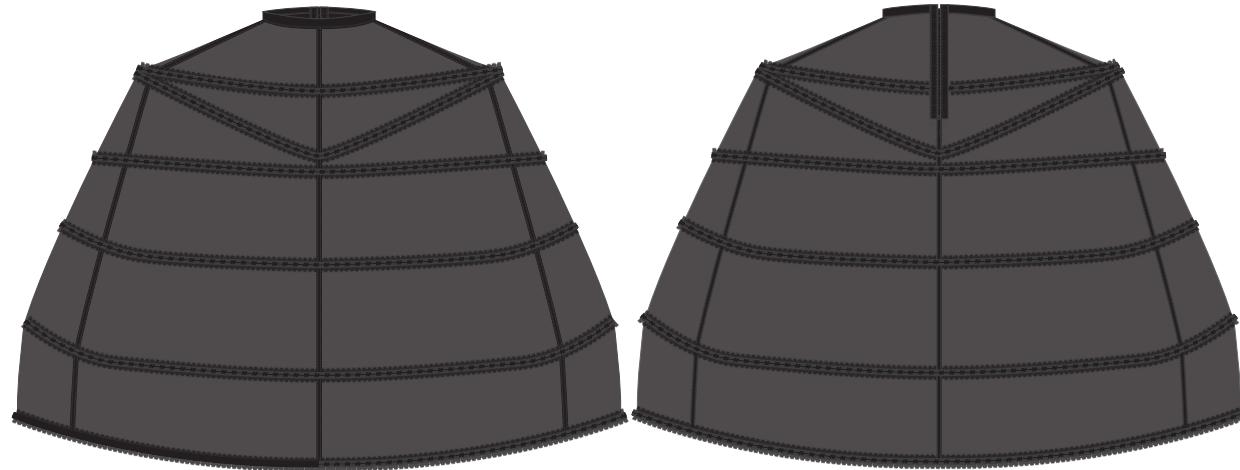
■ Pleated Trouser  
TROZBK001  
Duchess satin and pleated silk organza



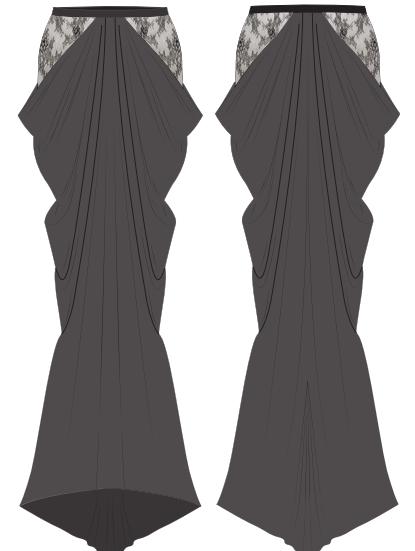
■ Corset Skirt  
STDSBK001  
Duchess satin



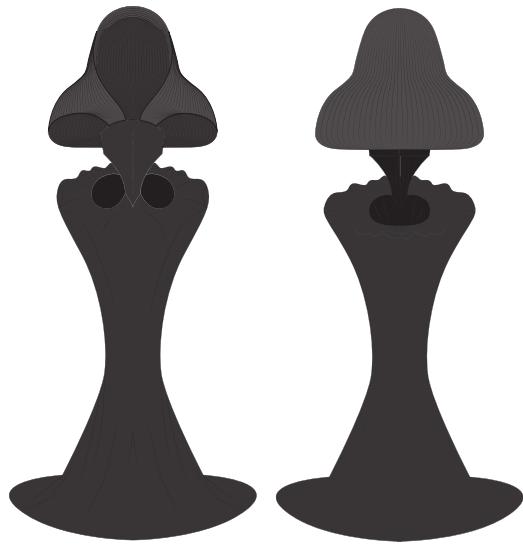
■ Pleated Skirt  
STOZBK002  
Duchess satin and pleated silk organza



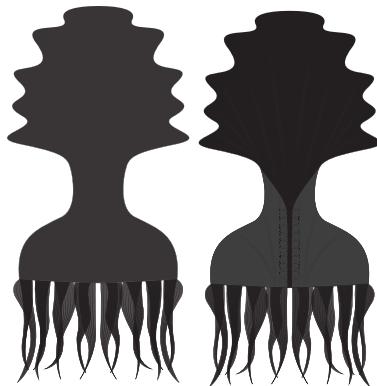
■ Sheer Crinoline  
STOZBK003  
Silk organza



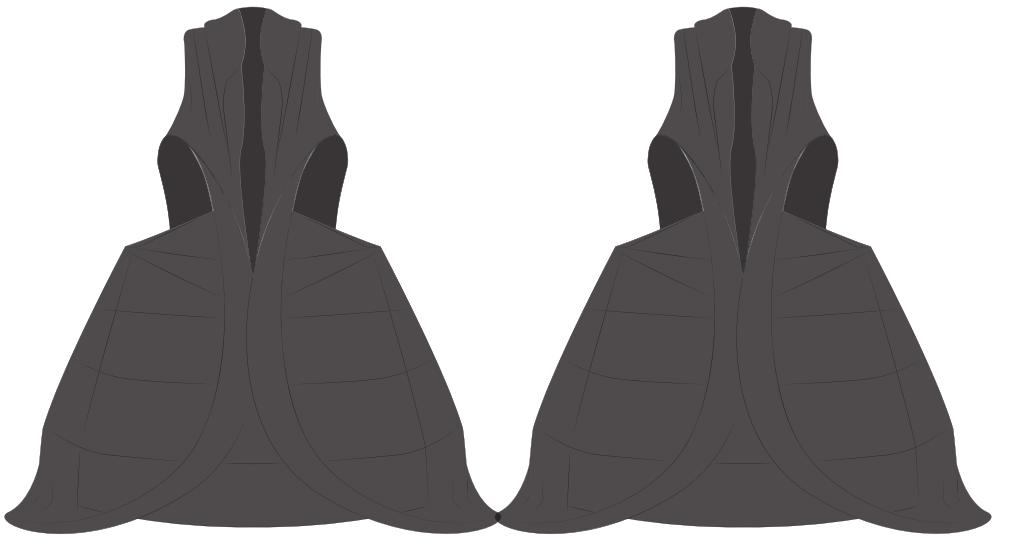
■ Draped Skirt  
STGOBK  
Georgette and lace



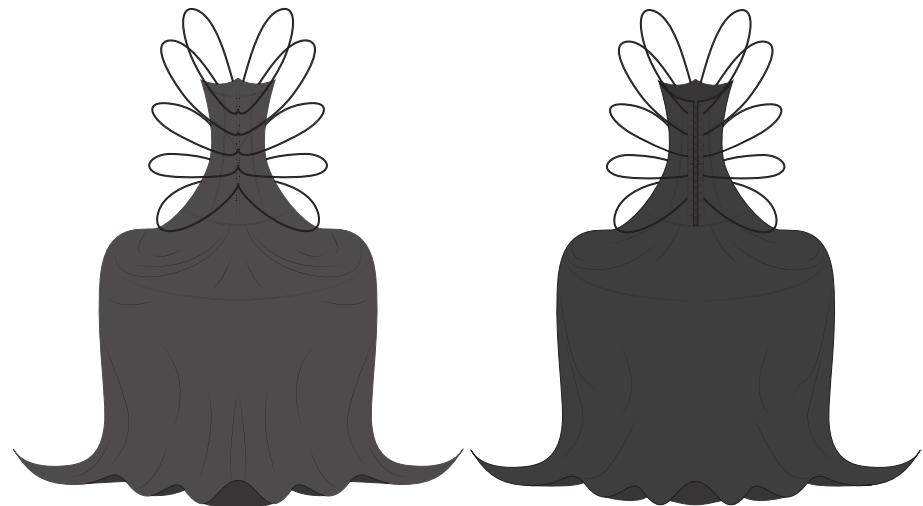
■ Cut out Gown  
DROZBK001  
Satin and pleated silk organza



■ Face Shield Corset Dress  
DROZBK002  
Organza and pleated silk organza



■ Caped Gown  
DRGOBK003  
Georgette



■ Draped Gown  
DRGOBK004  
Georgette



■ Hooded Gown  
DRLCBK005  
Lace and georgette

