



LAN HA VU MINH

FOR

yuhang wang



Butterflies: the cycle of life

Seen as an omen of good luck, a sign of love and freedom. Within a butterfly there lies the memory and experiences of a caterpillar.

Caterpillars – often looked down upon for their worm-like appearance, live a slow and long life of up to 5 weeks. Unable to fly, after hatching from the egg their only purpose is to eat as much as possible in order to store energy to transform into their adult form. When the time comes the caterpillar will create a protective shell called chrysalis inside which metamorphosis will happen. It then uses enzymes to eat itself and break down all components in order to create new organs, wings, antennae and legs from inside the chrysalis. After the butterfly emerges it is given a much shorter lifespan averaging 2 weeks; therefore, it needs to cherish it as much as possible.

Butterflies – seen as one of the most beautiful creatures in the world known for their colourful wings that seem to be delicate from the outside but are actually their main tool of protection from predators. The nervous system and muscle memory of a caterpillar stays within the butterfly.

This sense of nostalgia is portrayed throughout this collection with the main parts of the garments start as a butterfly wing pattern but are moulded into a shape of a caterpillar. The juxtaposition is seen with the delicate look despite the rigid boning structure used in this collection. The chrysalis and encasing are represented with the use of fabric layering such as organza overlay that is two toned which depicts the butterfly colours emerging from inside of the clear chrysalis.

One of the main concepts of Yuhan Wang's brand is femininity and beauty which is portrayed in this collection through the transformation from a caterpillar into a butterfly. Even the most beautiful person in the world could have had a dark past that is not visible on the outside, but only they know it and the lesson from it. This collection is created to celebrate beauty and individuality and cherish whatever form we are.

Sandy Liang
• Picking
• Similar price point

~ Competitors



Strengths

- ❖ Recognisable shapes and designs such as layering lace, drapey designs with a flowy effect
- ❖ Specialising in womenswear – strong pull towards a specific target audience
- ❖ Different concepts and themes every season, telling a new story, varying colour palette, and changing prints from flowers to butterflies
- ❖ Values of femininity, traditional brand values, pretty and girly aesthetic
- ❖ Branding is clear with a simple title, graphic designs are concise and fit the brand aesthetic, collection layout is organised
- ❖ Clear links to stockists
- ❖ Women diversity in pictures shows a more welcoming brand

Weaknesses

- ❖ Not much transparency about sustainability – not clear about actions taken to be sustainable or materials used
- ❖ Having some traditional designs – fewer social media popularity and with younger consumers as they might want to see something new
- ❖ No physical store in London even though based in London – contradicts their traditional values and loss in potential customers from a big city
- ❖ Website hyperlinks not working – looks unprofessional and loss in interest due to not being able to find social media

Opportunities

- ❖ Show sustainability values and animal right – might attract new customers who care about these values
- ❖ Use of newest technology, social media, participating in trends to attract more customers
- ❖ Open a physical store in London for easier traditional shopping and for easier discovery of the brand to new customers
- ❖ Show femininity in a broader way without changing her brand for example using trans women or male models that identify with femininity
- ❖ Collaborating with more celebrities and other brands to bring more variety of design in the brand and attract new customers
- ❖ Working with marketing agencies to create more exposure for the brand but still keep the traditional image
- ❖ Develop new styles that fit the brand for example using more structured shapes instead of flowy designs but using their traditional fabrics and colour palette

Threats

- ❖ Limited designs, repetitive designs of flowy, flowery garments – threat of customers being bored or not buying new garments if they already own something similar
- ❖ Not keeping up with the newest technology which might appeal to some customers
- ❖ Trying to have a competitive price – some tops are priced more than a dress and some dresses are almost £1000. Some customers might not be willing to pay that much
- ❖ Not a long-term brand, launched in 2018 – not many people know about this brand, not much experience
- ❖ Missing out on specific market by having too much of a typical view of femininity – not everyone presents femininity in the same way, close minded on what femininity is, deterring non-binary or masculine figures

Political

- ~ The war – large group of consumers are from Ukraine, therefore lower consumption after the war
- ~ The war -higher shipping costs due to longer plane routes that can't fly over Russia
- ~ Factories harmful to the environment, carbon footprint, wasting water if sourcing fabric outside of the UK
- ~ countries still on lockdown due to covid: limited
- ~ BFC – funding for young fashion designers

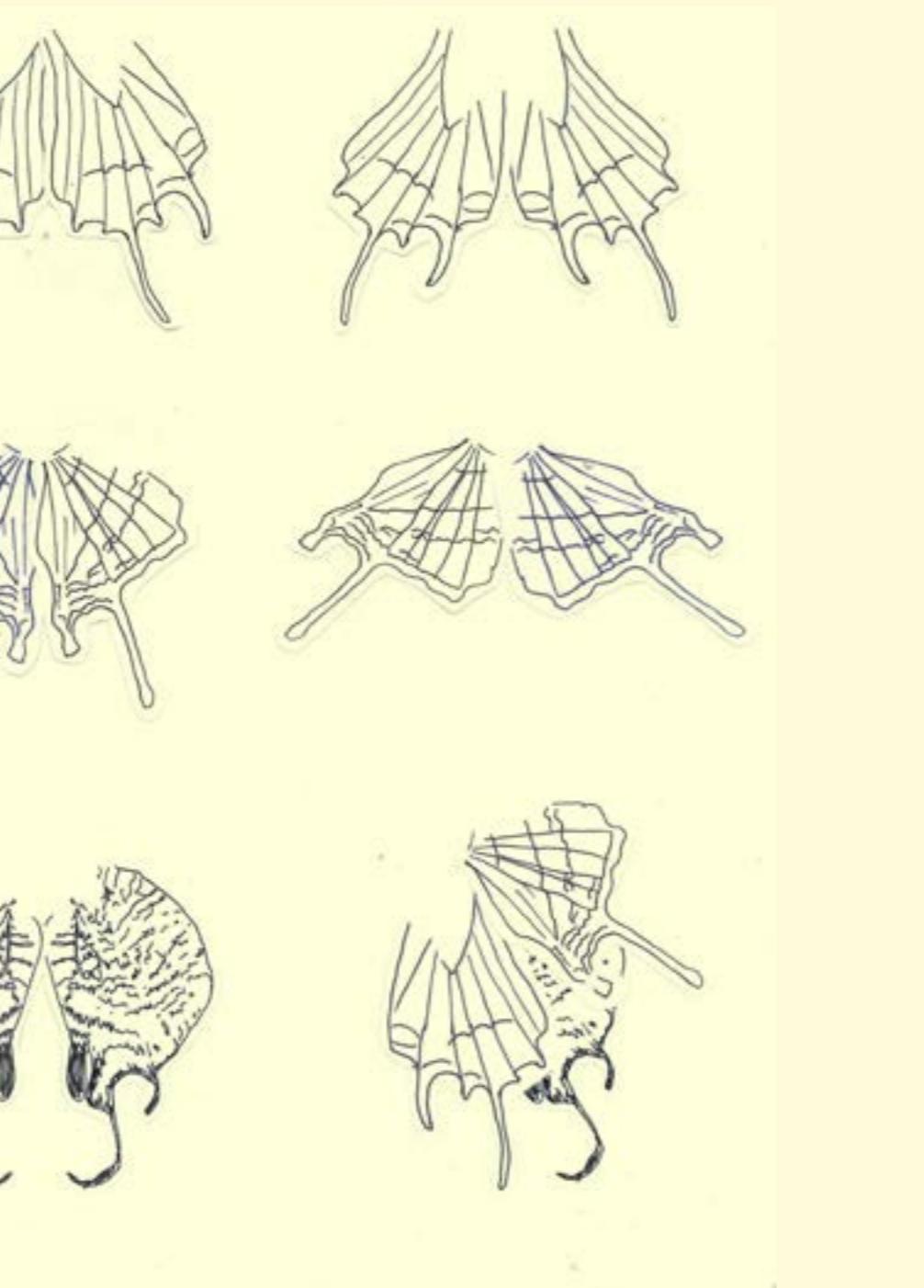
Social

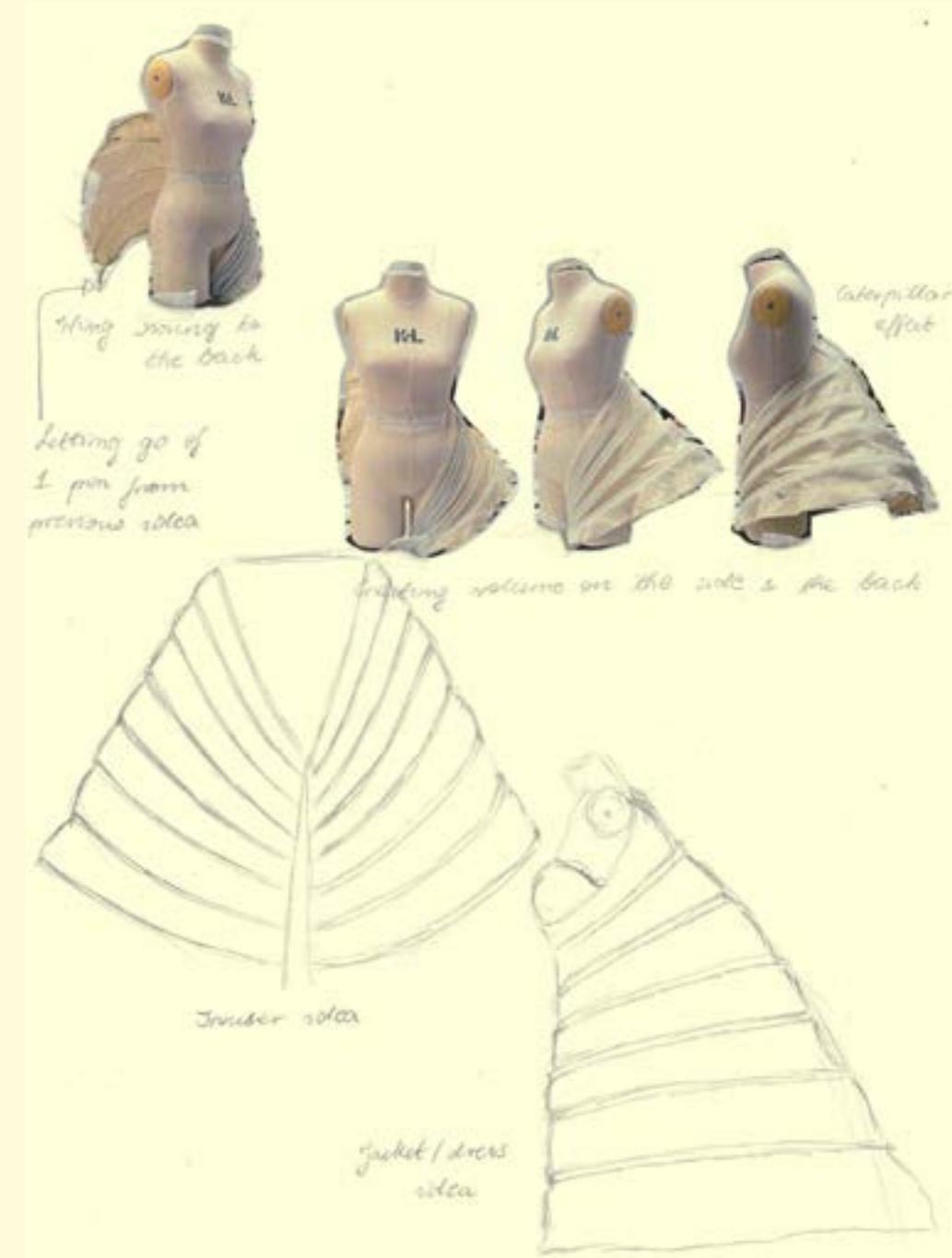
- ~ Religion: clothing restrictions – garments might be inappropriate for some people
- ~ Ethical, cultural, and generational views: Asians tend to dress more conservatively, sheer garments might be looked down upon
- ~ Connect with customers with similar likings such as flowers
- ~ 20s and 30s age range although the majority of young people would not afford these garments. Some jacket and trouser sets might appeal to an older customer market
- ~ Connecting to young people with animal rights values
- ~ Sold in high-end department stores such as Dover Street Market: very specific customer market, along with other luxury brands
- ~ Following brand concept more than trends: appealing to some customers that appreciate brand originality and authenticity more
- ~ Celebrities such as Kylie Jenner wearing the brand which promotes the brand and brings a new customer base
- ~ Wide range of press release across Asia fitting the brand aesthetic

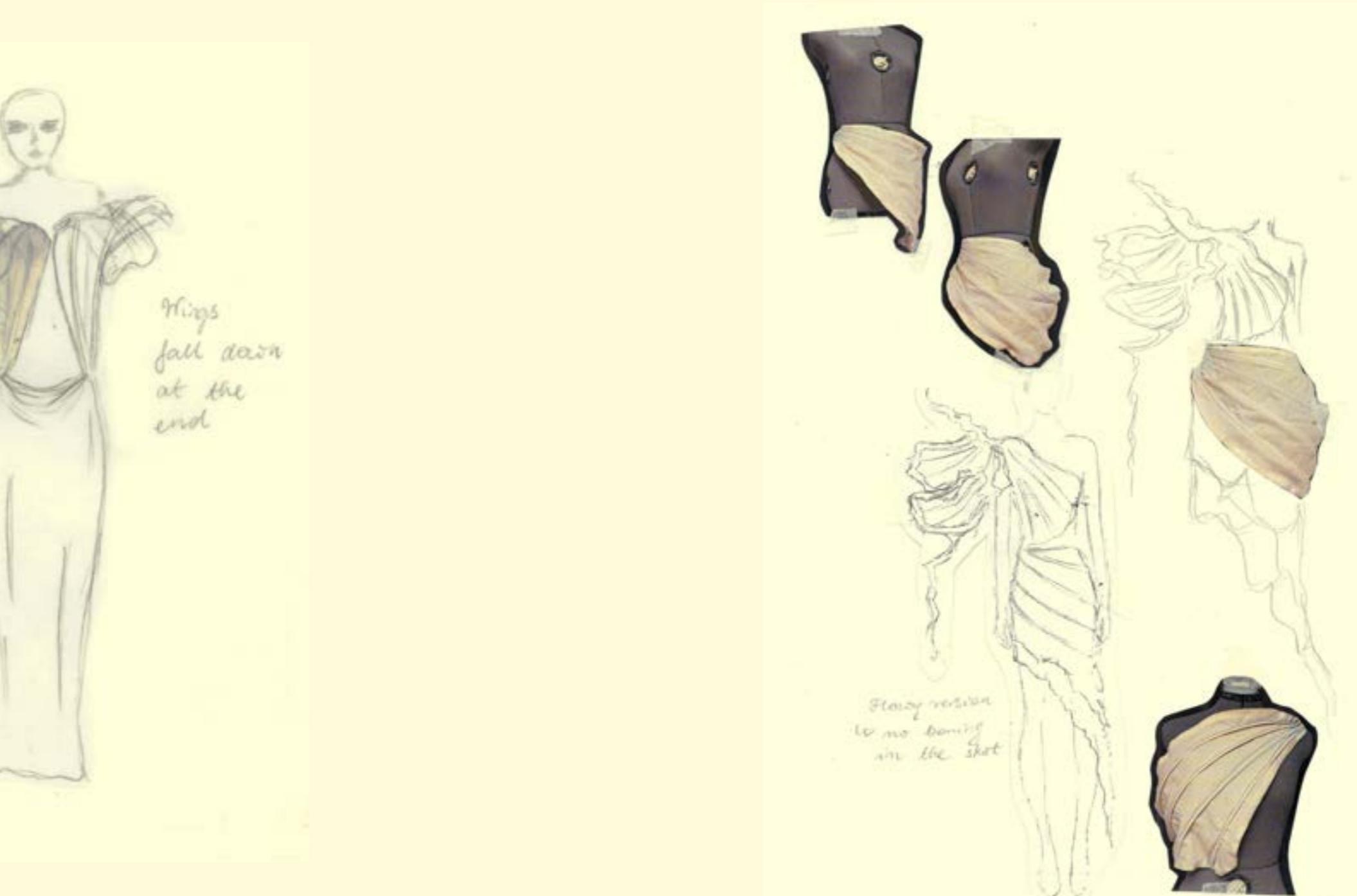
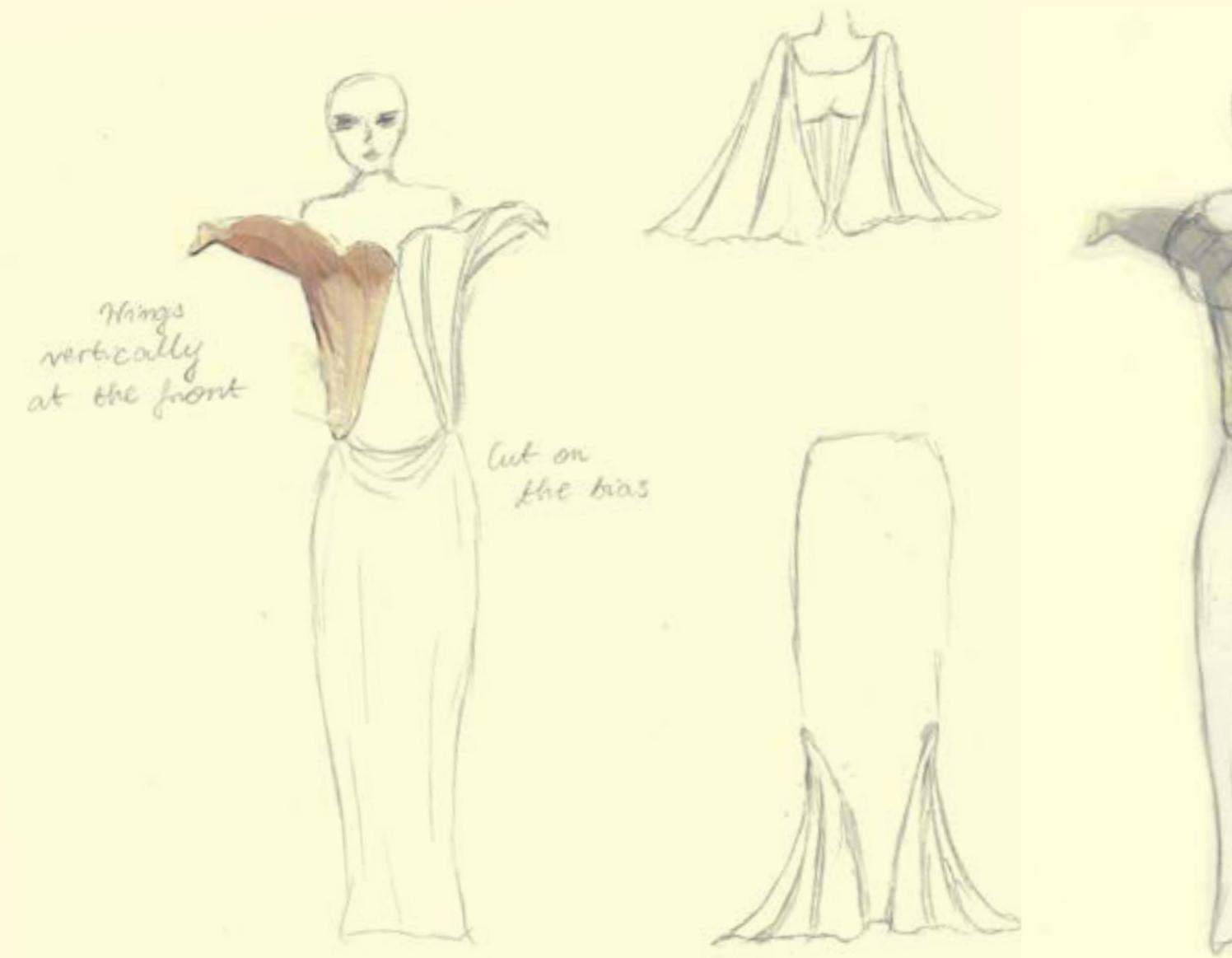
Economical

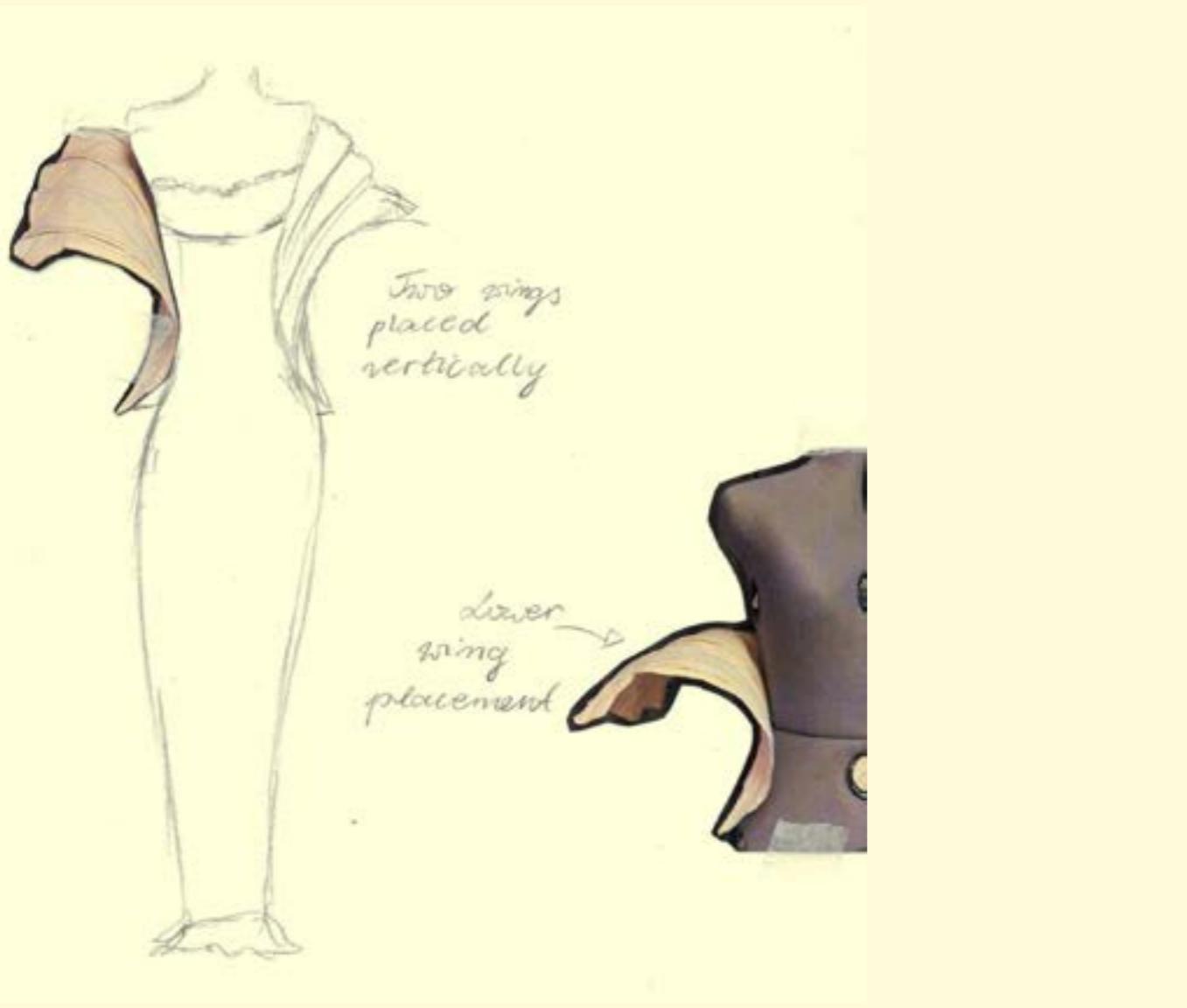
- ~ Higher shipping costs due to inflation especially when garments need to be shipped from the UK to Asia
- ~ Currency – varying exchange rate might complicate transactions
- ~ High taxes on specific materials such as faux leather or faux fur
- ~ Agriculture – importing fabrics such as silk requires a lot of work and is expensive

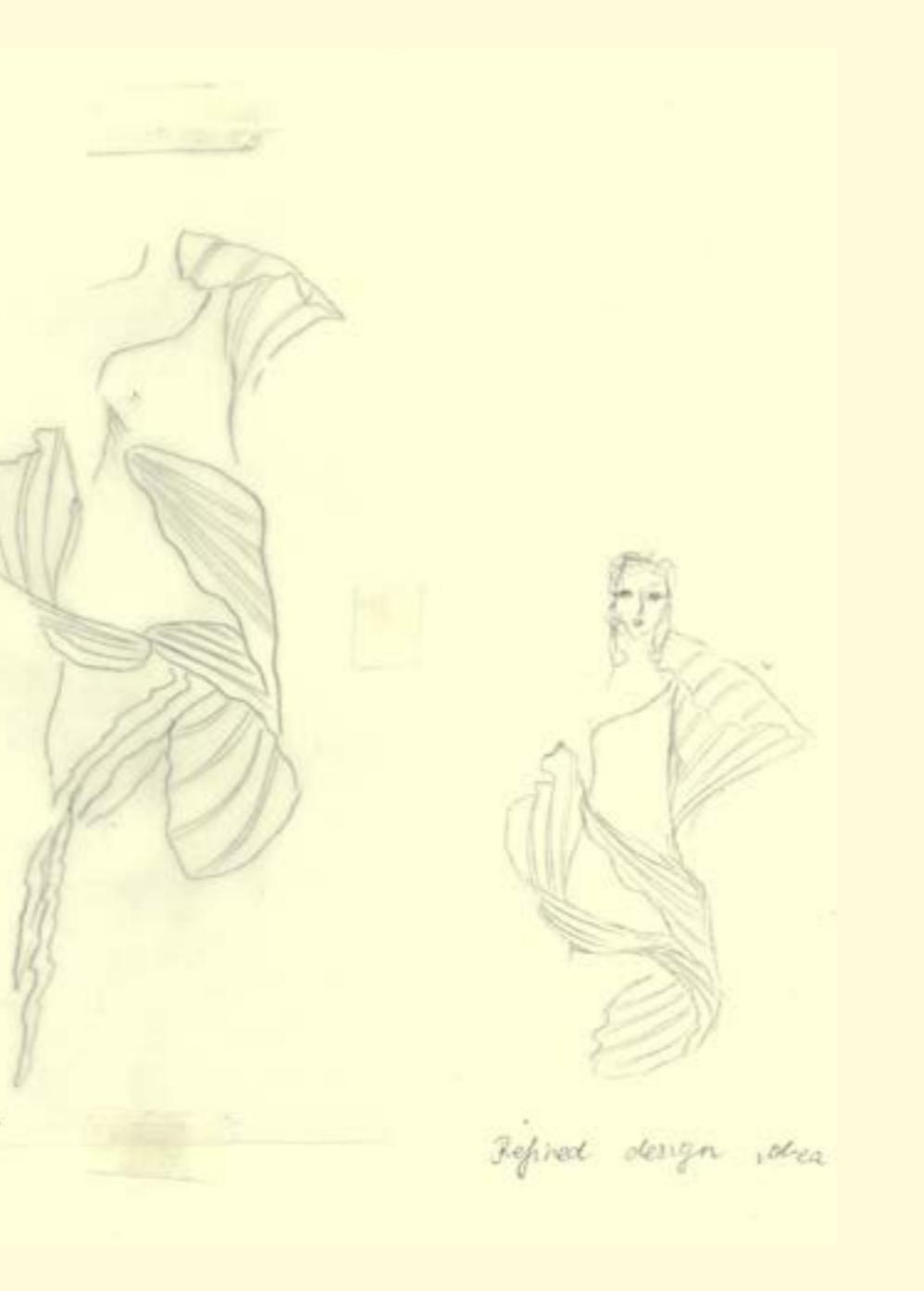
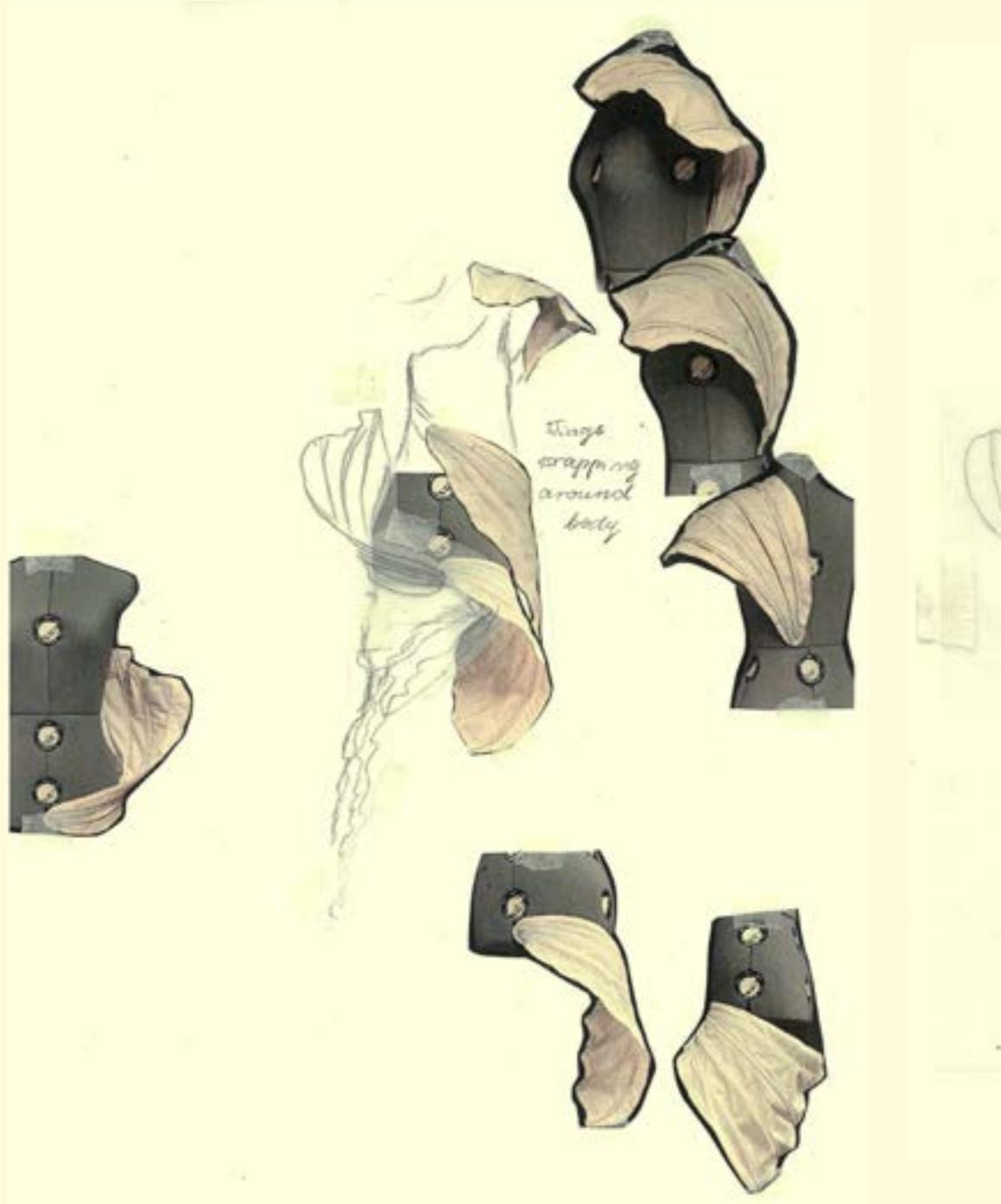






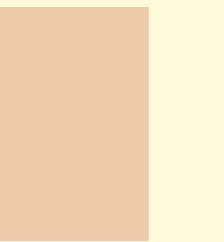




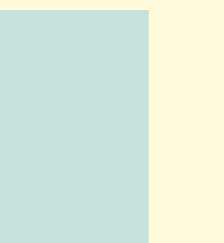




Patterned Mint and Peach



Peach



Mint



Patterned Lemond and Lavender



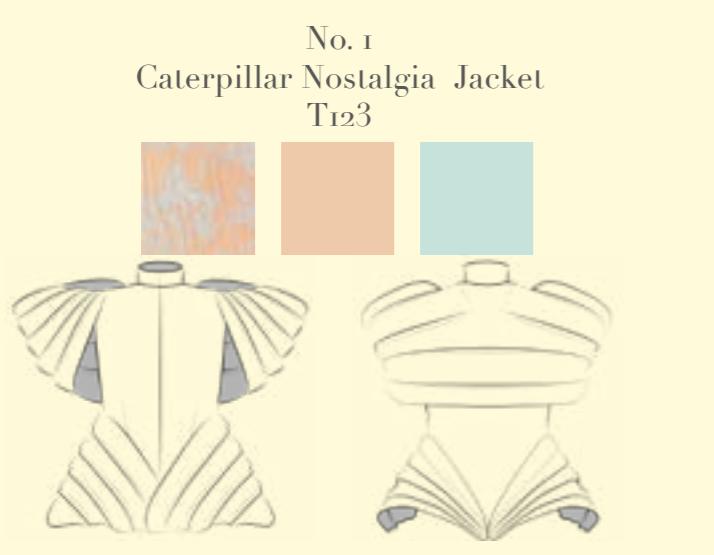
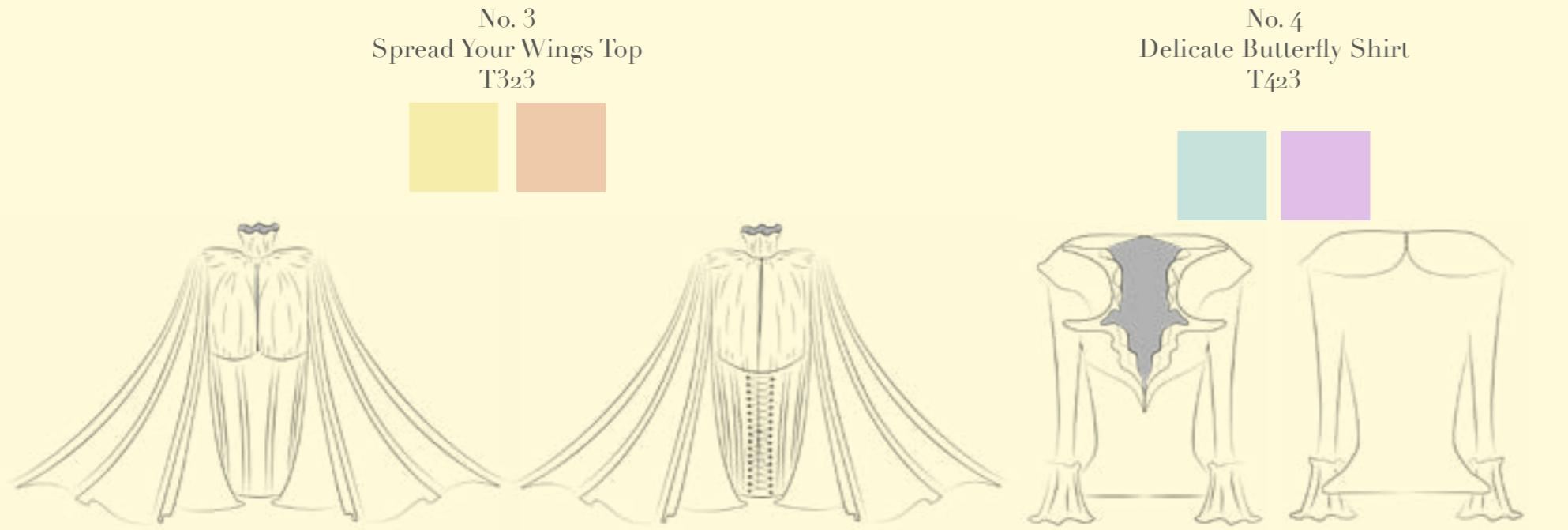
Lemon



Lavender



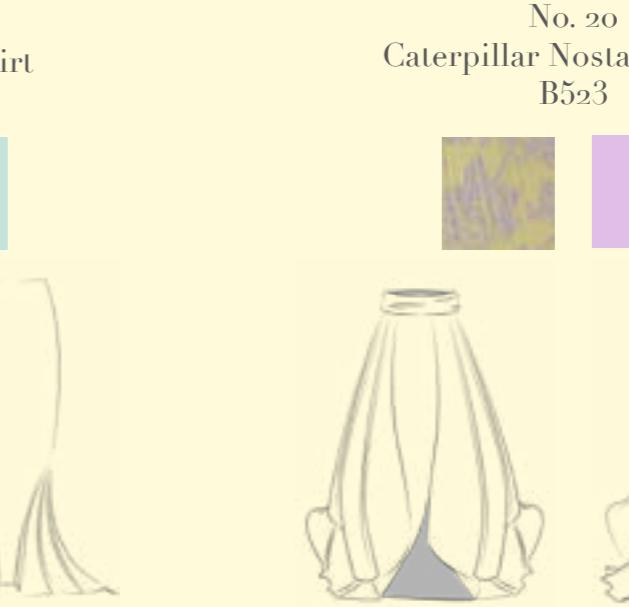
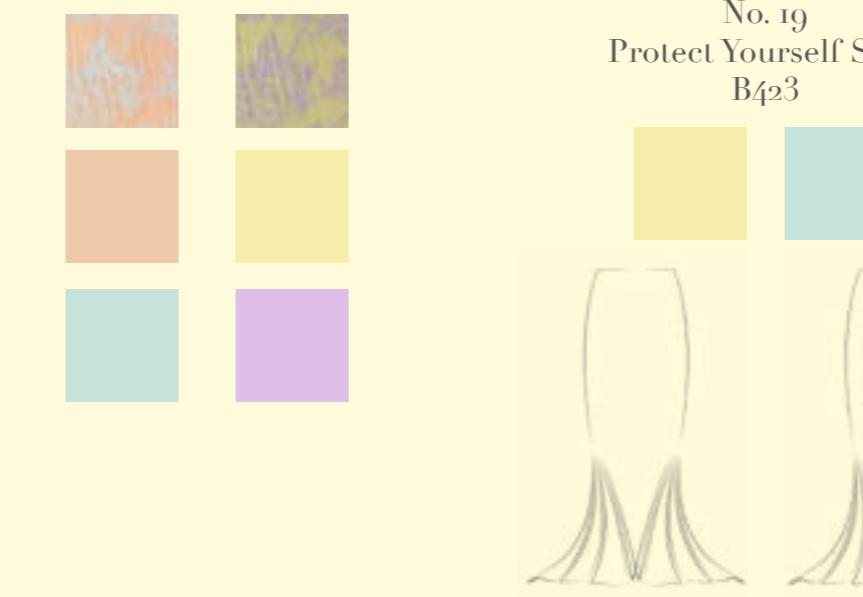
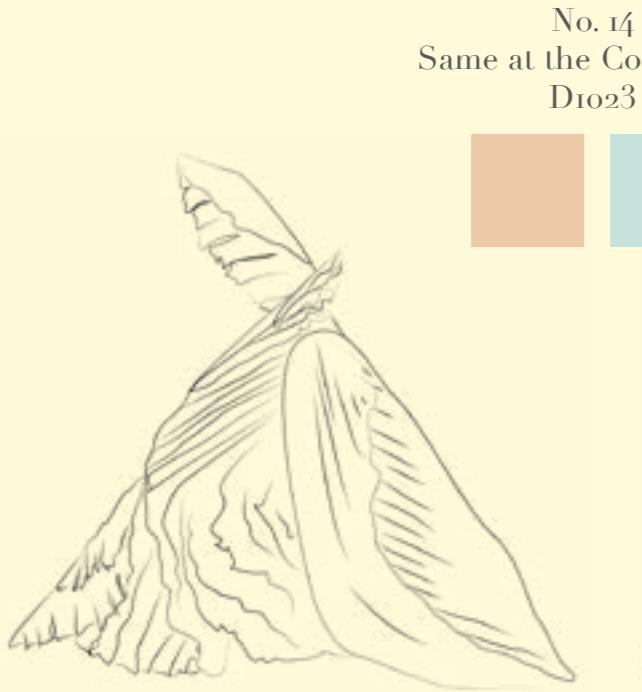
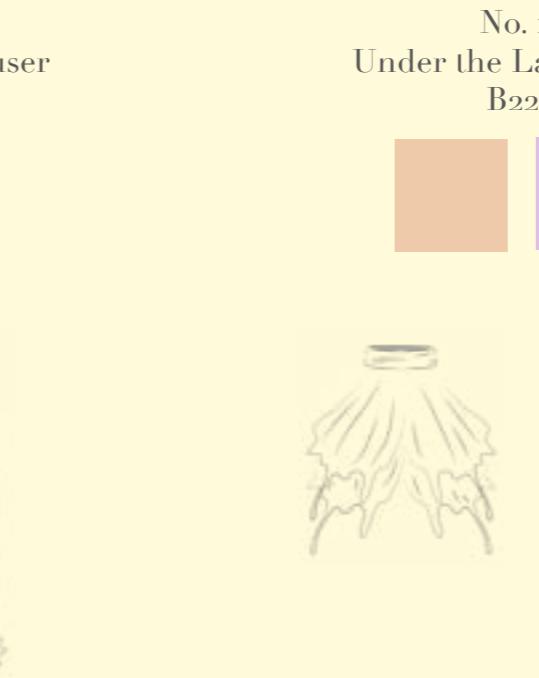
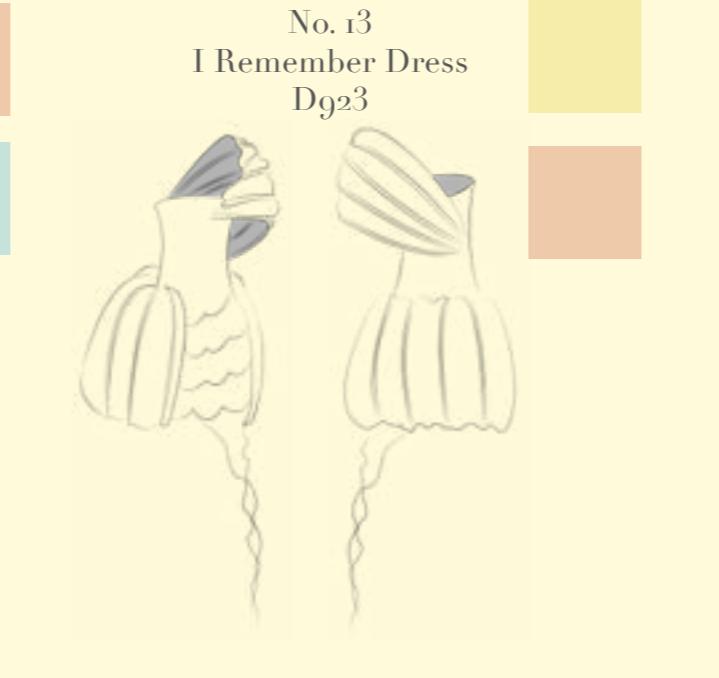
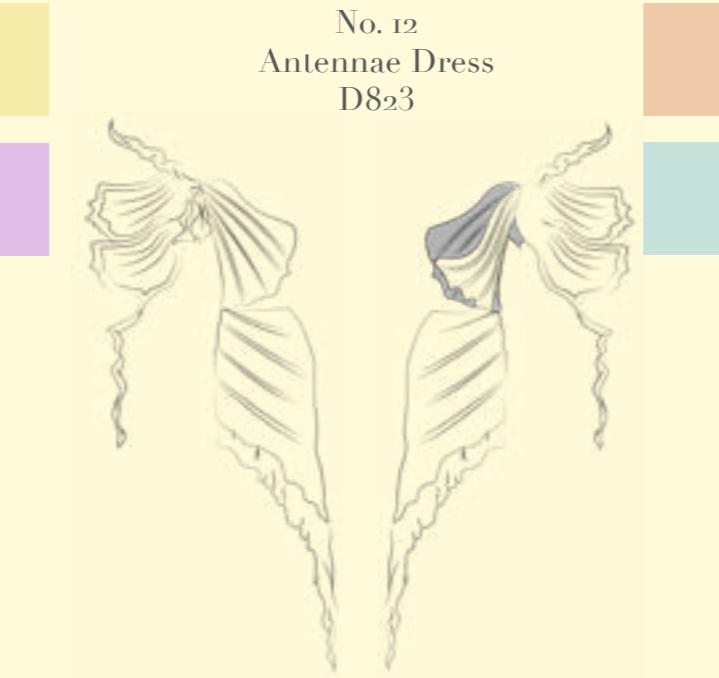
Spring/Summer 2023



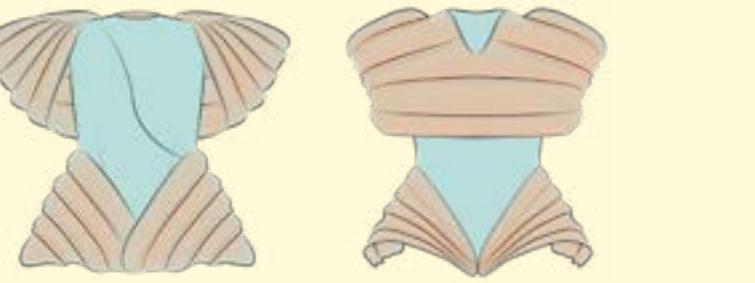
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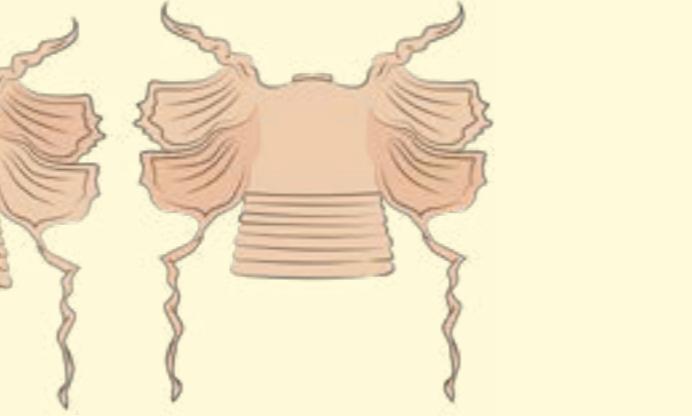
Spring/Summer 2023



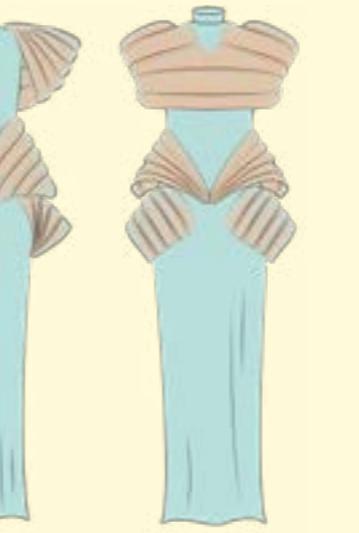
No. 1
Caterpillar Nostalgia Jacket
T₁₂₃



No. 2
Antennae Jacket
T₂₂₃



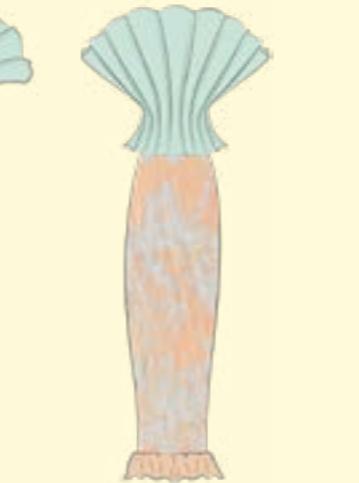
No. 5
Caterpillar Nostalgia Dress
D₁₂₃



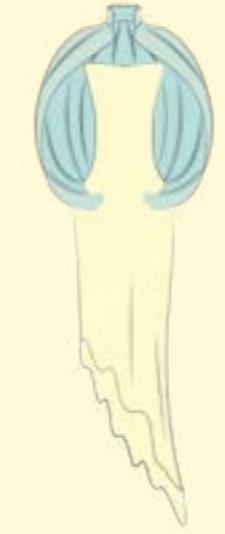
No. 6
Spring Azure Butterfly Dress
D₂₂₃



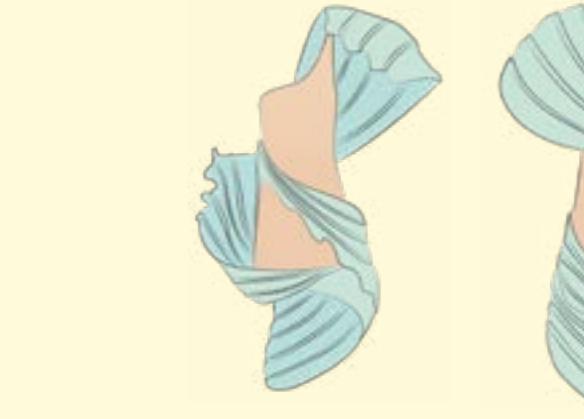
No. 8
Peacock Butterfly Dress
D₄₂₃



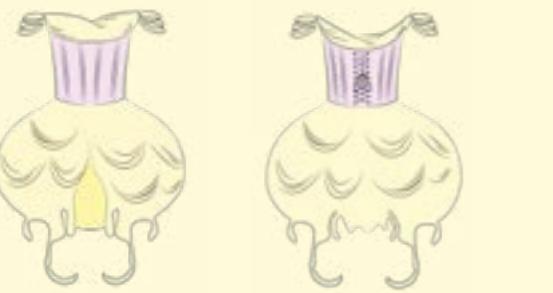
No. 9
Wrapped in Chrysalis Dress
D₅₂₃



No. 10
Break Free Dress
D₆₂₃



No. 11
Sylphina Angel Dress
D723



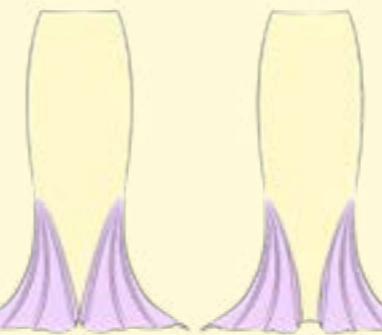
No. 16
Caterpillar Nostalgia Trouser
B123



No. 18
Can't Hide it Skirt
B323



No. 19
Protect Yourself Skirt
B423





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