

FLOWER LAND



Tell me a story with flowers



Dreamy

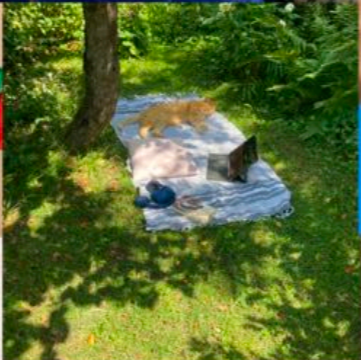
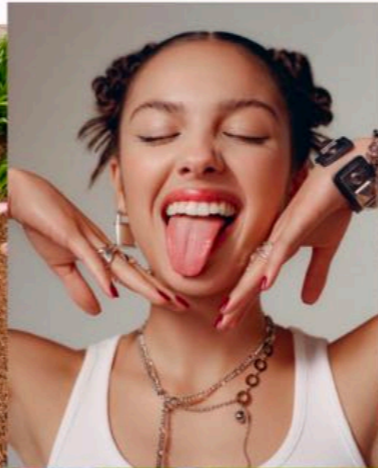


DREAMSCAPE

COLOR BOARD

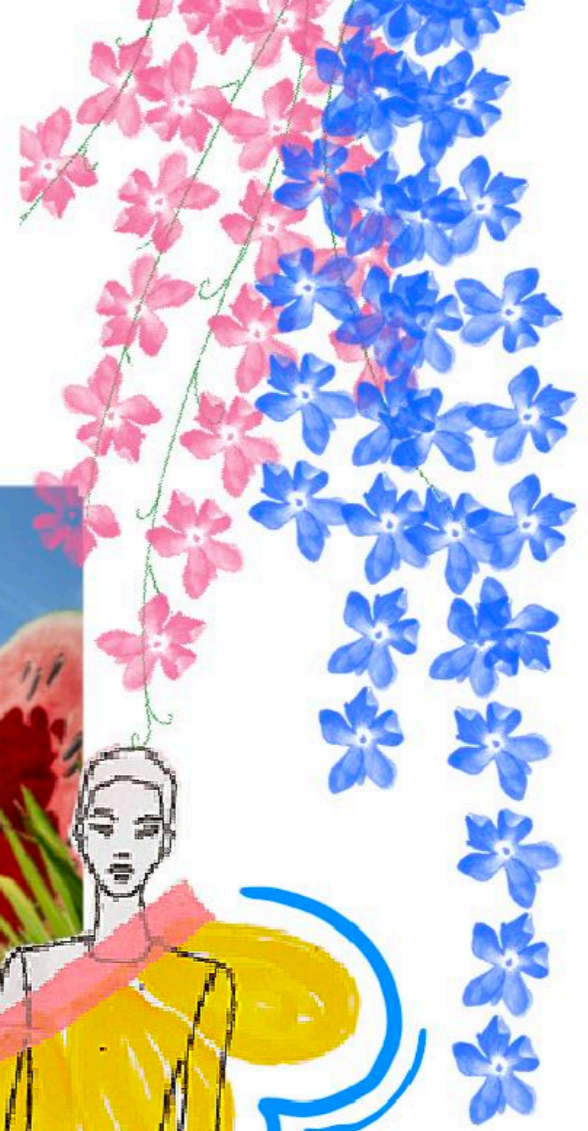


Consumer board



Age:
18-35
Occupation:
Fashion stylist, influencer,
designer, celebrity, model
Nature:
quirky, fun, bold, flamboyant
Hobbies:
influencing, singing, dressing
up, reading magazines,
attending fashion shows

Primary Research



Big's land



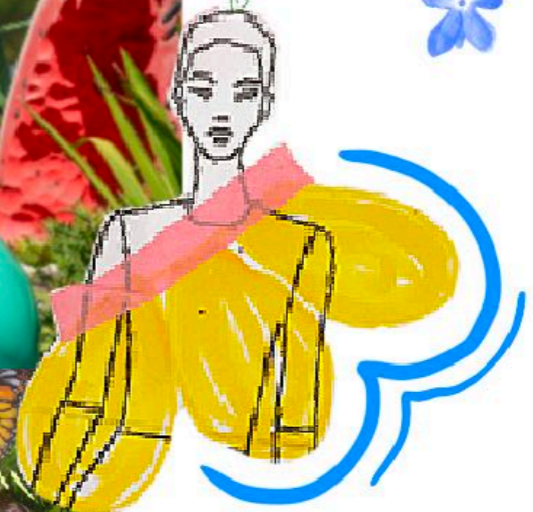
BOLD

DEFINED

#Memories



BIG



2016 Disneyland trip

Miracle Garden



BIG



colorful

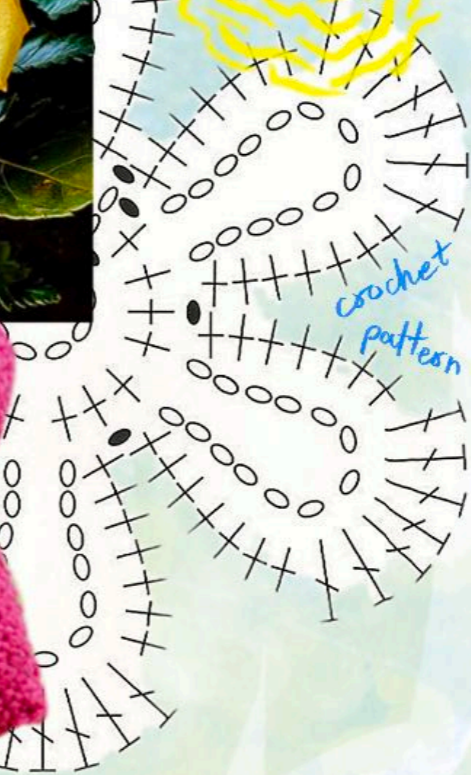
Primary Research



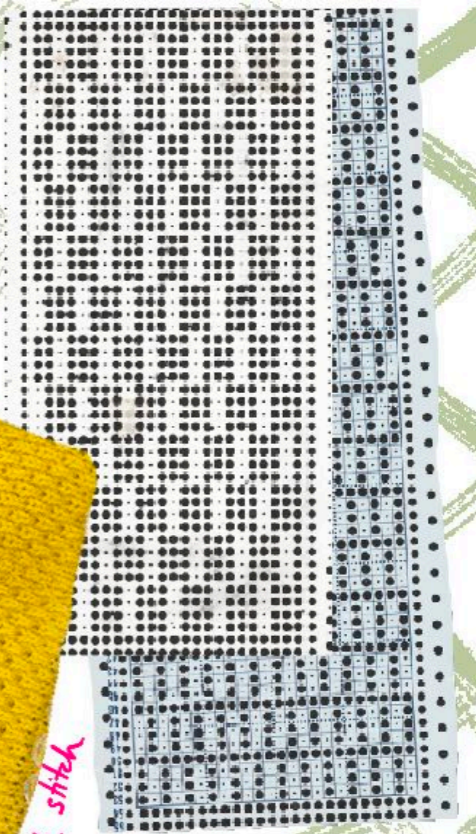
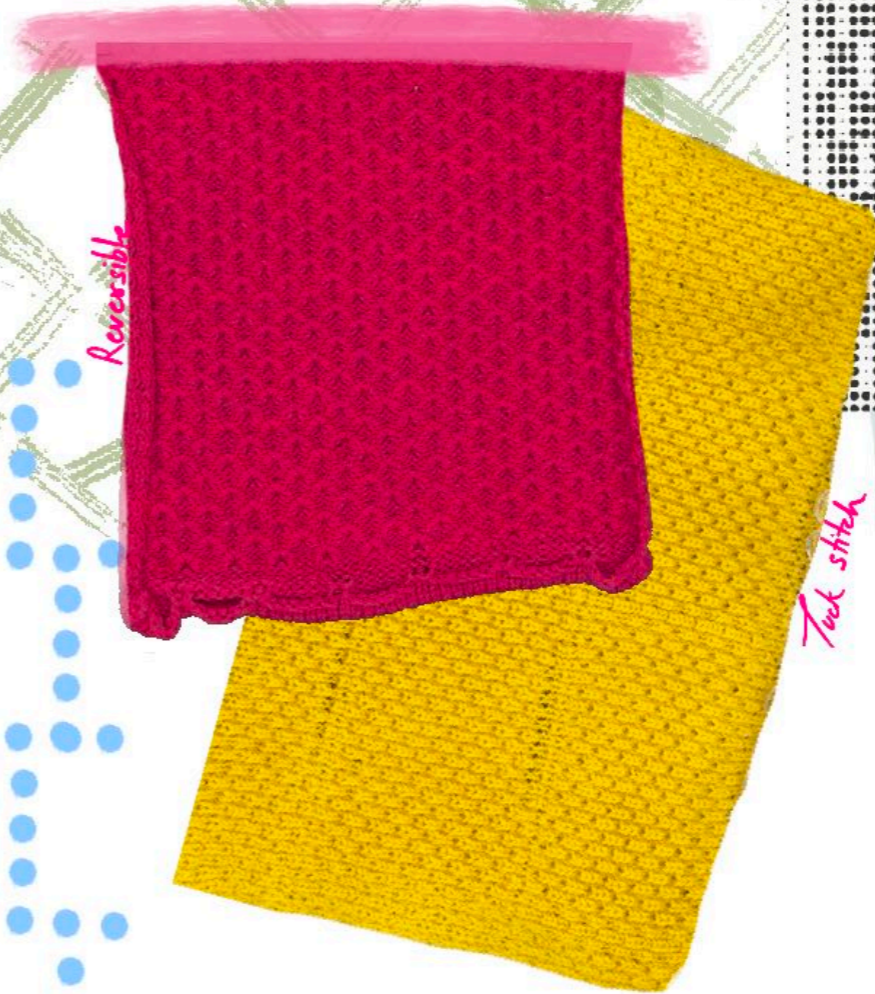
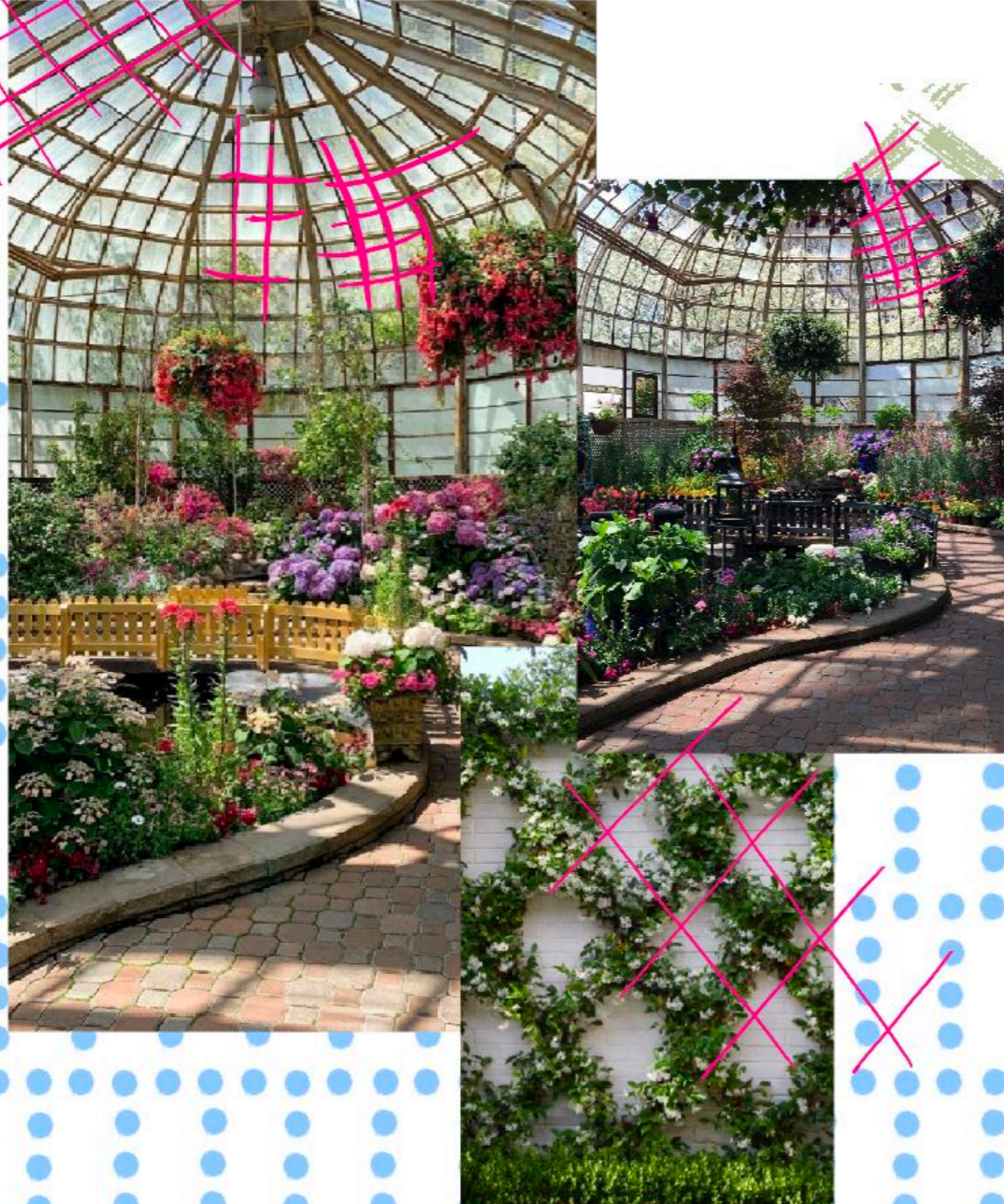
Flower development



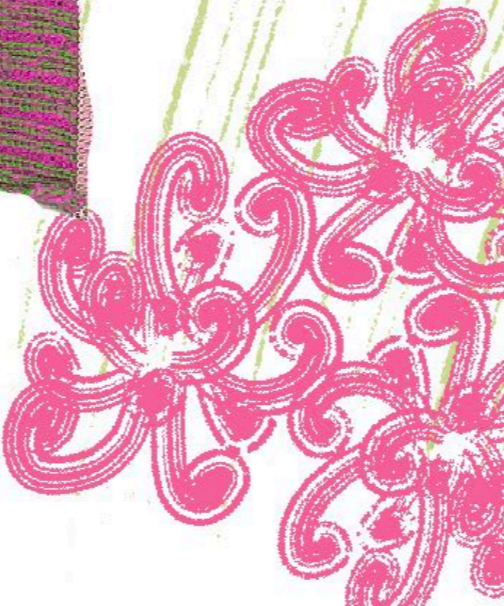
3D flowers



Fabric development



FABRIC DEVELOPMENT





DEFINED

BIG

BIG

STRUCTURED

soft volume

delicate

flowy

feminine

DESIGN / development



Ruffles



100% Cotton
Polyester



Silhouette development



Outfit development



back side



add strapping



more ruffles



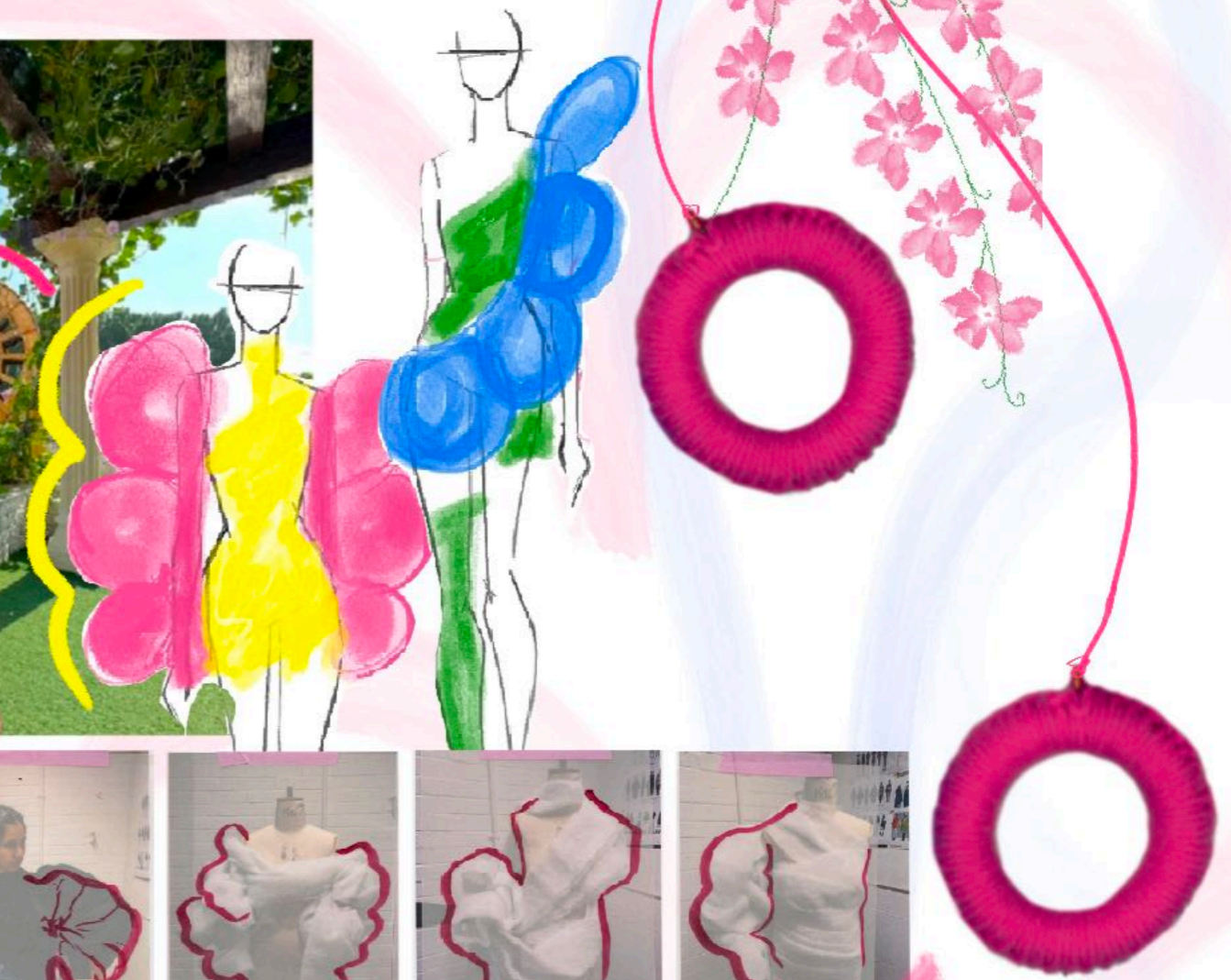
stuffed

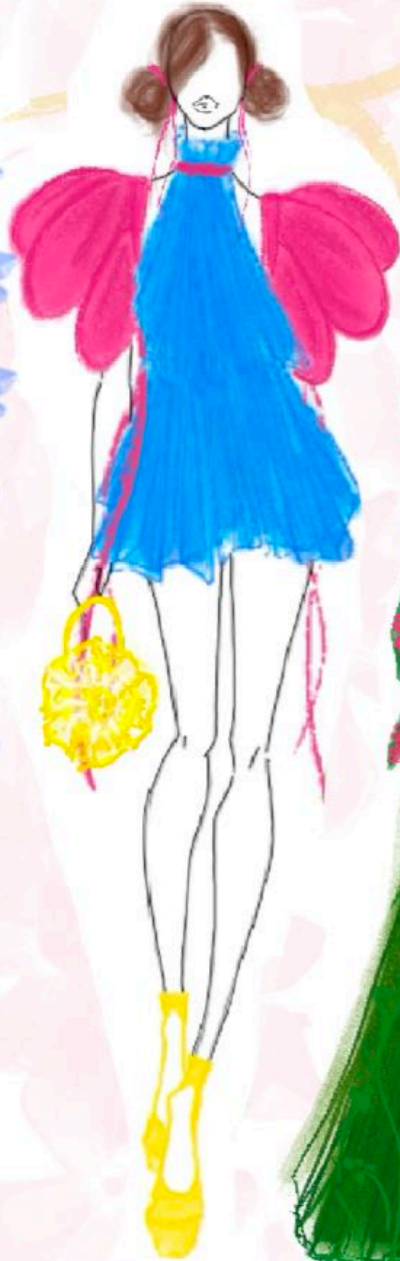


two fabrics



Outfit development





Garment Specification Sheet

Season: RTW S/S 24

Description: Layered ruffle skirt

Yarns:

46% Cotton 4% Cashmere 15% Viscose
33% Polyamide Fiber 2% Elastan

5% Cashmere 5% Linen 40% LENZING™
ECOVERO™ Viscose 50% Cotton

Guage: 12gg, 7gg

Size: 10

Trims:

Wasitband: single bed folded trim, 7gg

Layer edges: single bed folded trim, 12gg

Measurements

Waist 27 in

Side A 5 in

Side B 3.5 in

Back side C 9.5 in

Back side D 9 in

1st layer length 65 in

1st layer width 10 in

2nd layer length 68 in

2nd layer width 10 in

3rd layer length 80

3rd layer width 10 in

4th layer length 92 in

4th layer width 10 in

5th layer length 104 in

5th layer width 10 in

6th layer length 111 in

6th layer width 10 in

Woven fabric: 100% brushed cotton, poly cotton

