

Portfolio
SG
SONGWUHENG

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SG YOUNG

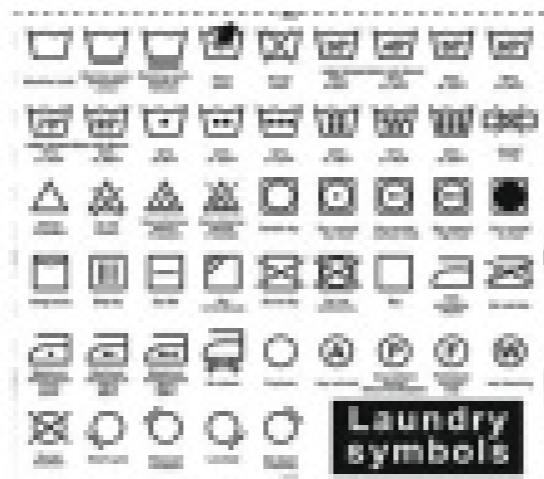
energetic

lively

london fantasy

collection Menswear

2023





LONDON FANTASY

I wanted to document the beautiful things about London, the architecture, the gardens, the Tower of London, the knights, the gardens together, the fantasy, the classic and modern feeling, and try to use this image to create a futuristic costume and pattern and create my own unique futuristic style.

I love the feeling that big cities give me, I grew up in a big city like this, when the history of a city is imprinted on the buildings, no matter what kind of weather they experience such as wind, rain and snow, that kind of change over the years leaves its mark on them, history makes the future, the future is based on the present.

And the environment around the buildings keeps on changing. I wanted to record this feeling and thus create a menswear collection that combines history and the future, a feeling of recording history and looking to the future.

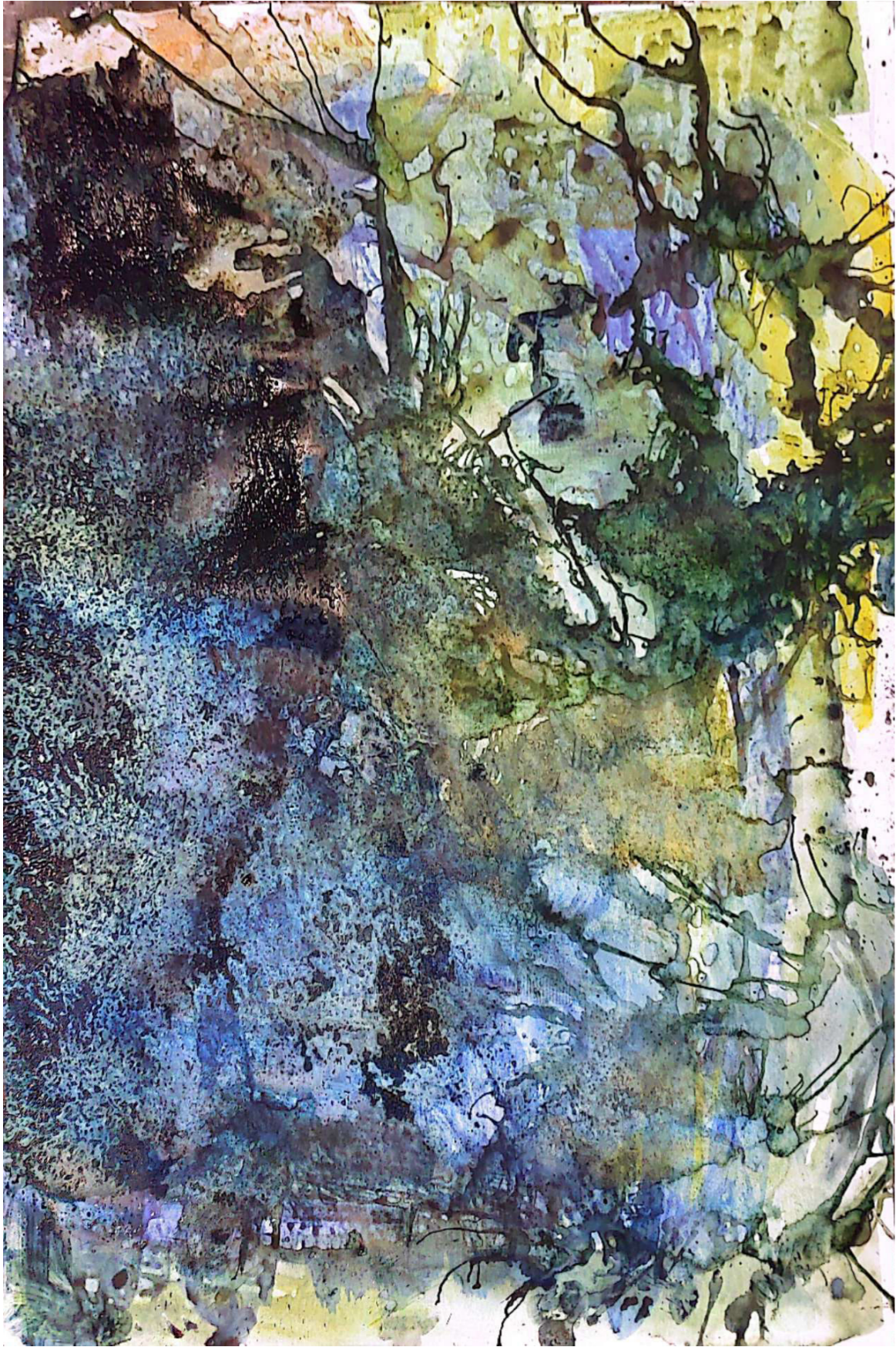
COLOUR PALETTE



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#8C6A03 RGB 140, 106, 3	#260101 RGB 38, 1, 1	#A60303 RGB 166, 3, 3				#590202 RGB 89, 2, 2

#E00000 RGB 224, 0, 0	#0000FF RGB 0, 0, 255	#FFD700 RGB 255, 215, 0	#FFFF00 RGB 255, 255, 0	#FF0000 RGB 255, 0, 0	#0000FF RGB 0, 0, 255	#FFD700 RGB 255, 215, 0	#FFA500 RGB 255, 165, 0	#0000FF RGB 0, 0, 255	#0000FF RGB 0, 0, 255	#0000FF RGB 0, 0, 255
#FFFFFF RGB 255, 255, 255	#000000 RGB 0, 0, 0	#FFFFFF RGB 255, 255, 255	#000000 RGB 0, 0, 0	#8B0000 RGB 139, 0, 0	#FF0000 RGB 255, 0, 0	#8B0000 RGB 139, 0, 0	#FF0000 RGB 255, 0, 0	#FFFFFF RGB 255, 255, 255	#000000 RGB 0, 0, 0	#000000 RGB 0, 0, 0

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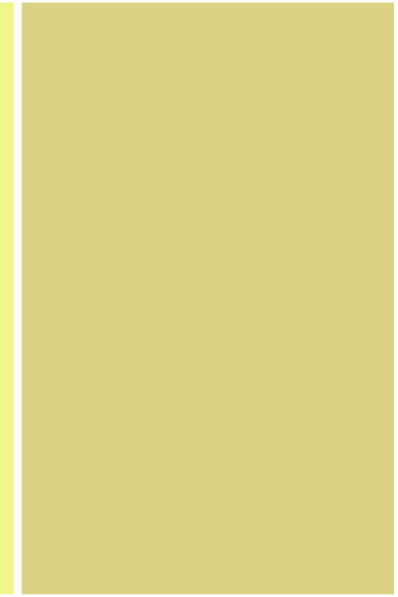
#A09D8A

RGB 160, 157, 138



#F1F78B

RGB 241, 247, 139



#DBD283

RGB 219, 210, 131



#2C3D2B

RGB 44, 61, 43



#A0B187

RGB 160, 177, 135



PRIMARY RE-SEARCH

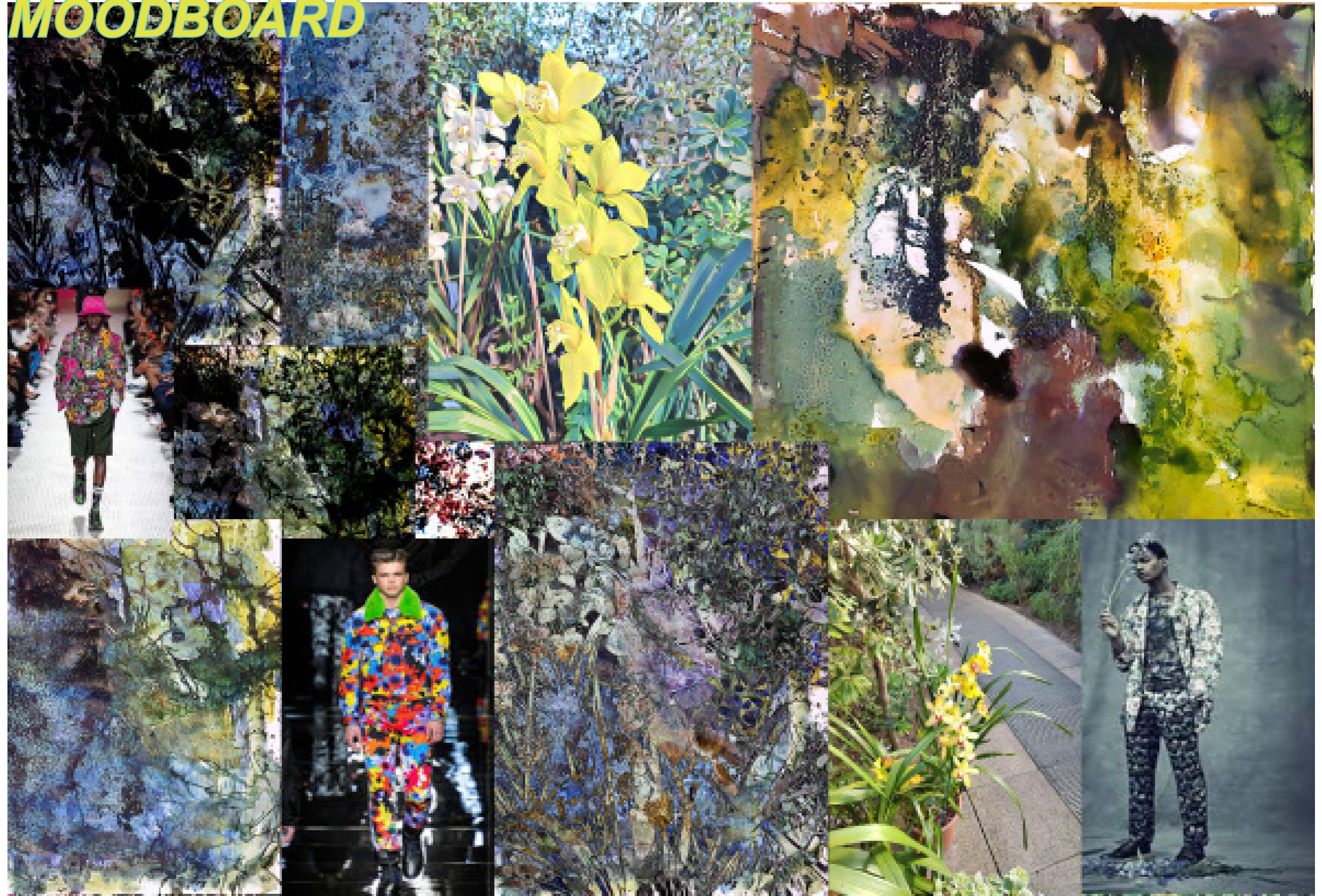
For my initial research I chose to go for Central London, with St Paul's as the centre, as this is the spiritual symbol to be the centre of the whole picture, Big Ben to be on the right of the picture, Piccadilly Circus to be on the bottom left of the picture, and then Tower Bridge on the bottom right. Then paint the image



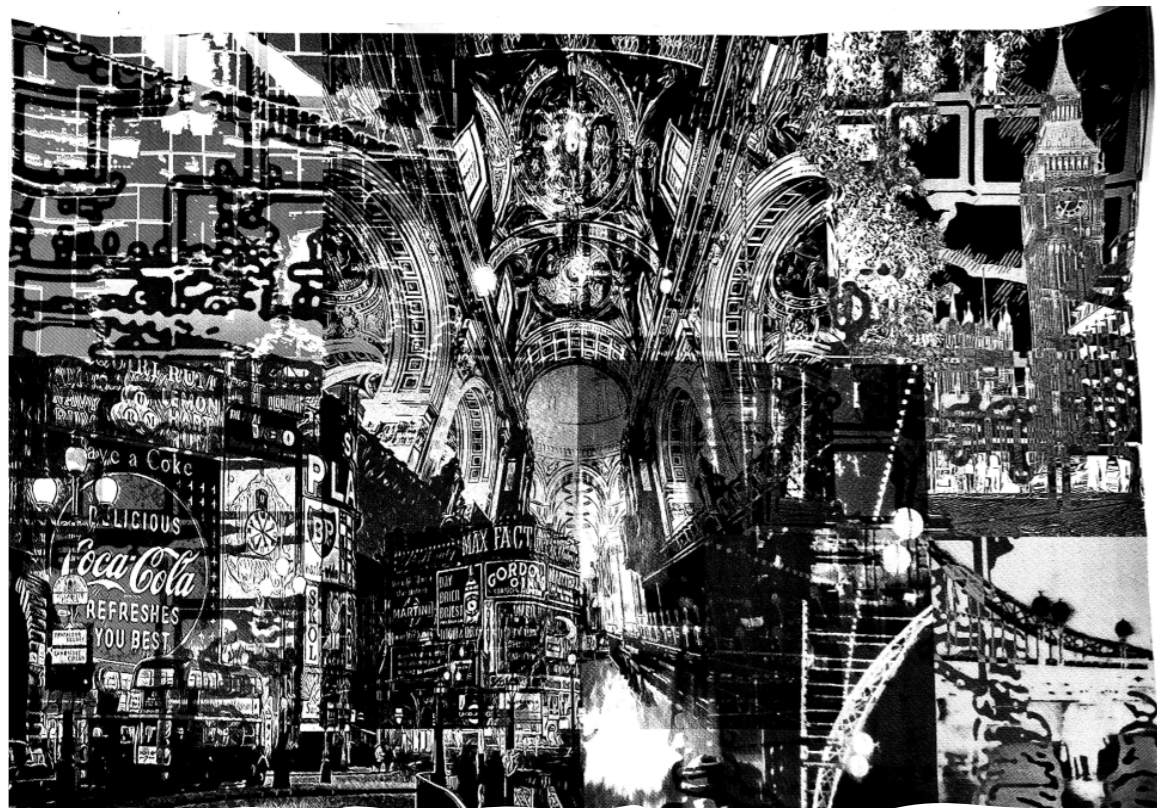
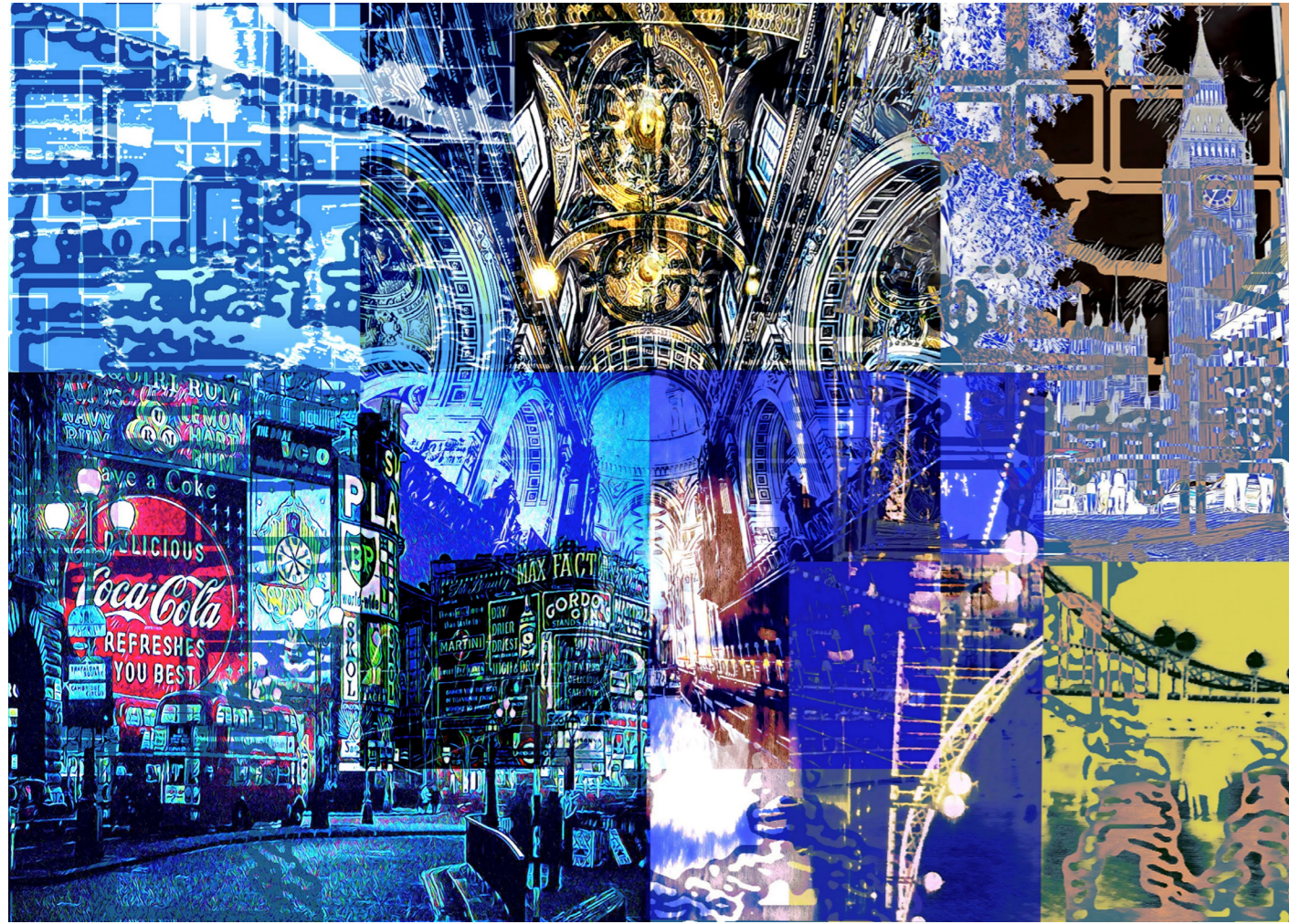
MOOD BOARD

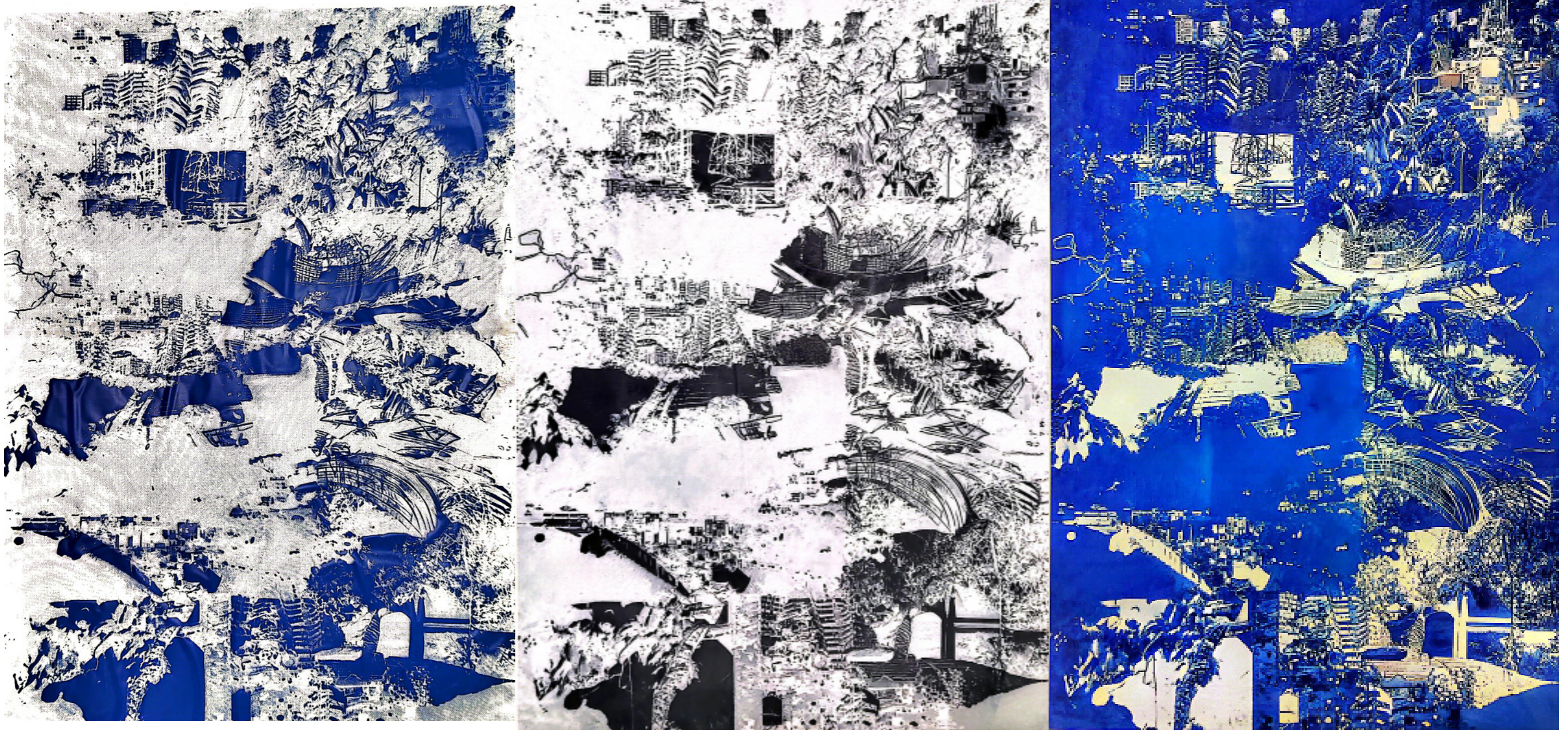


MOODBOARD



Primary drawings





Positive and negative drawings

TPU FABRIC

TPU IS ENTIRELY TOXIN FREE

The significant difference between PUL and TPU is the production process. PUL is a type of plastic that uses chemicals in production, whereas TPU is bonded using heat rather than chemicals. That's it. It's a simpler, cleaner, and more efficient process. It is for this reason we advise you tumble dry on a low setting only, as despite our unrivalled cloth diaper warranty, it can damage the heat bonding on this waterproof layer.

TPU IS BREATHABLE

Cloth diapers and reusable menstrual pads with synthetic layers and plastic such as PUL tend to be bulkier and restrict air flow. Lack of air flow increases temperature, which increases moisture and sweat. This can be a severe combination for your baby, and something we simply refuse to allow in our products. A sweaty diaper will promote bacteria growth and can be a direct accelerator of yeast infections. At Bayrli we use a thin coating of TPU because it's soft and breathable for a comfy fit and feel your baby is going to love.

TPU IS WHAT MEDICAL PROFESSIONALS USE

Bayrli cloth diapers and Bayrli period pads are made of certified organic cotton which makes it safer to sit against your baby's and your delicate skin. The outer layer of our products has a special TPU coating to prevent leaks. This is why we can say with confidence that when fit correctly, our diapers are leak-free. All of our products are CPSIA compliant, tested yearly by a Consumer Product Safety Commission (CPSC) accepted test lab. All entire range is free from harmful chemicals, materials, and metals. For us, TPU is the safest product to use because it's the same medical grade TPU that's used in hospitals, surgeries, and wards globally for wound dressings

TPU HAS A BETTER FEEL

PUL has a distinct feel. Ever put on a pair of leggings or a raincoat, only to notice a distinct crunchiness to it and a certain sound when worn? This is PUL. And it's uncomfortable and unbreathable. As we've mentioned, PUL uses a solvent and chemical process to laminate the polyurethane to fabric, while TPU uses heat without any solvents or extra chemicals to laminate the polyurethane to fabric. So we choose to use TPU. Our diapers will always stay soft. Bayrli diapers and Bayrli period pads will not 'crunch' like other brands because of this.



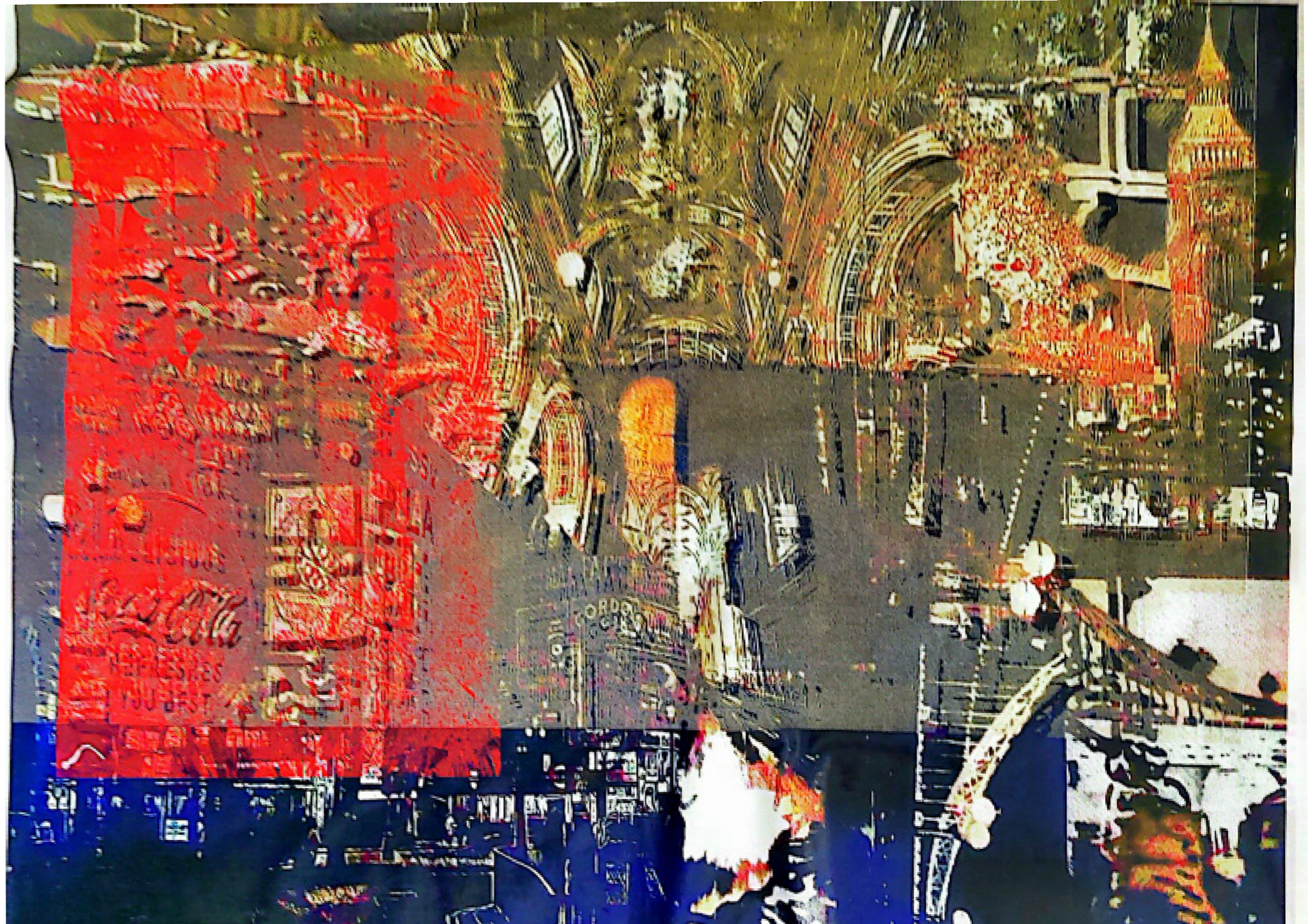
The fabric TPU is highly heat-absorbing, waterproof and breathable, so it is not easy to print on it. The pattern will flake off during the first attempt, and the pattern and fabric are not closely fitted before. For the second time, it needs to be baked on the heatpress to maintain the smoothness of the fabric and the close fit between the pattern and fabric. Because screen printing has never been done before in waterproof fabrics, it works well on Tpus, and of course it works well on jackets.

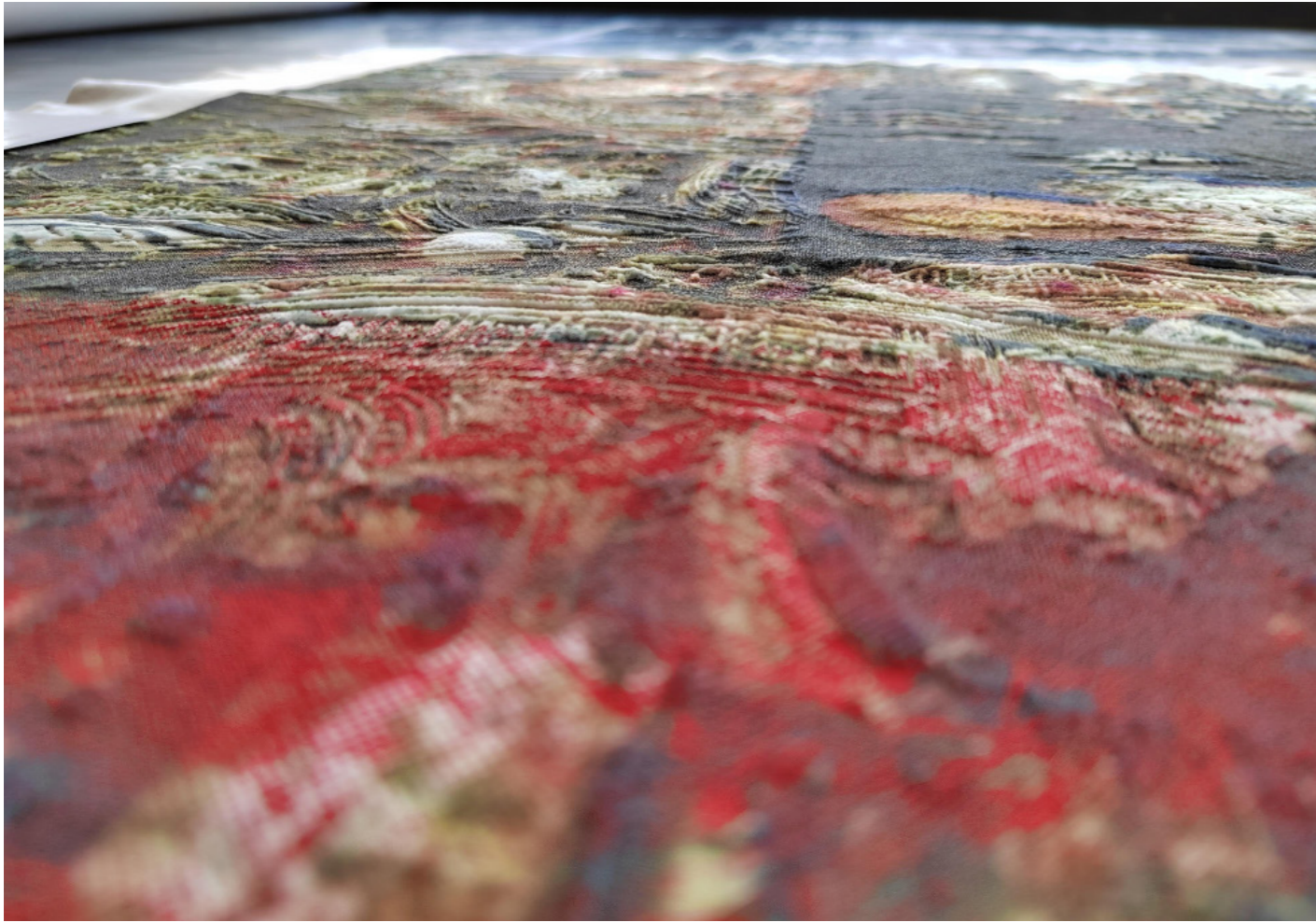


Original design

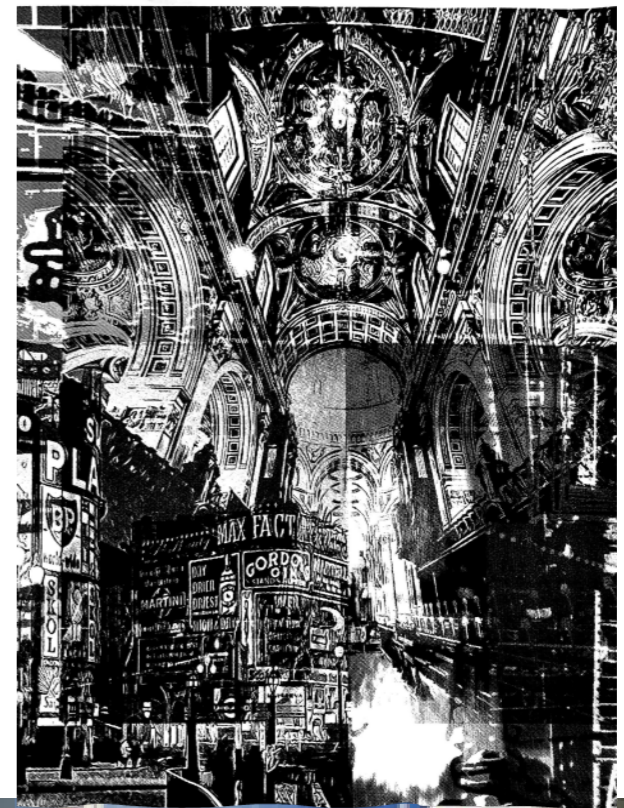
laser cutting & DIGITAL PRINTING & SCREEN PRINTING

When making this final outfit I usually think that if a outfit is going to look good it has to have a good technique on top of the print, so I was bound to think of using three techniques to create a special fabric, these three techniques are screen printing, digital printing and laser engraving, of course using these three techniques to create a brand new fabric is not an easy thing to do, in my first attempt I started with However, the result of this sequence of operations was that the fabric would crack and the fabric would be too small, as this was the case the second time around I considered adjusting the order of operations, digital printing first, then laser engraving and finally screen printing in parts.



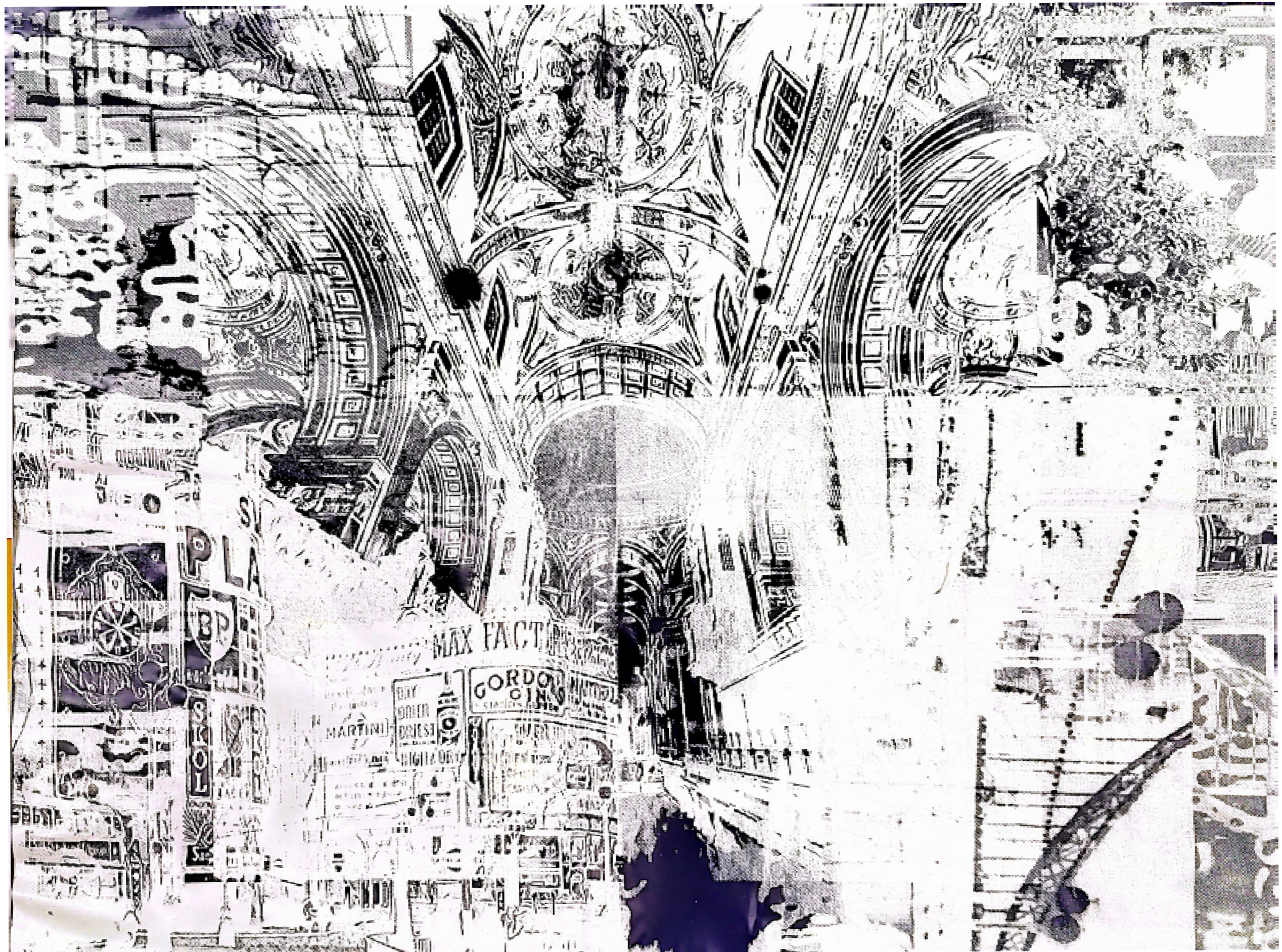


Design development for the jacket

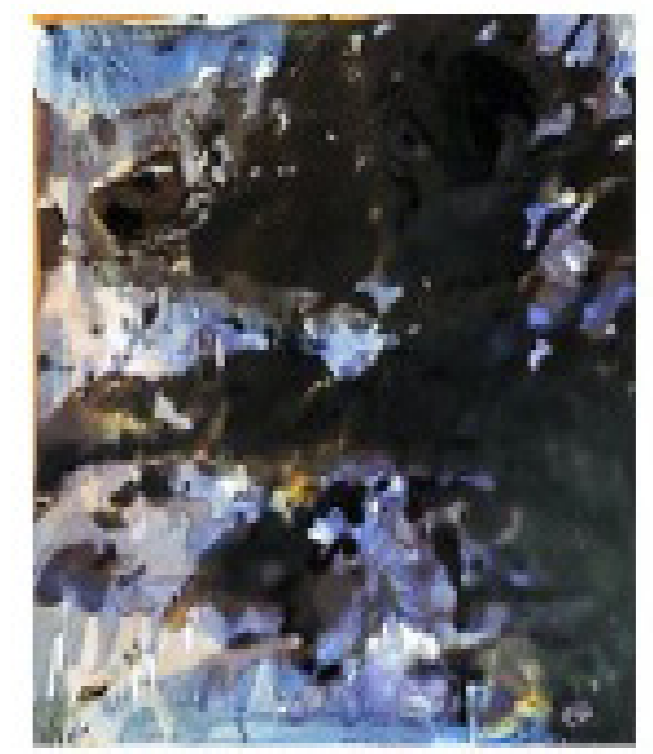
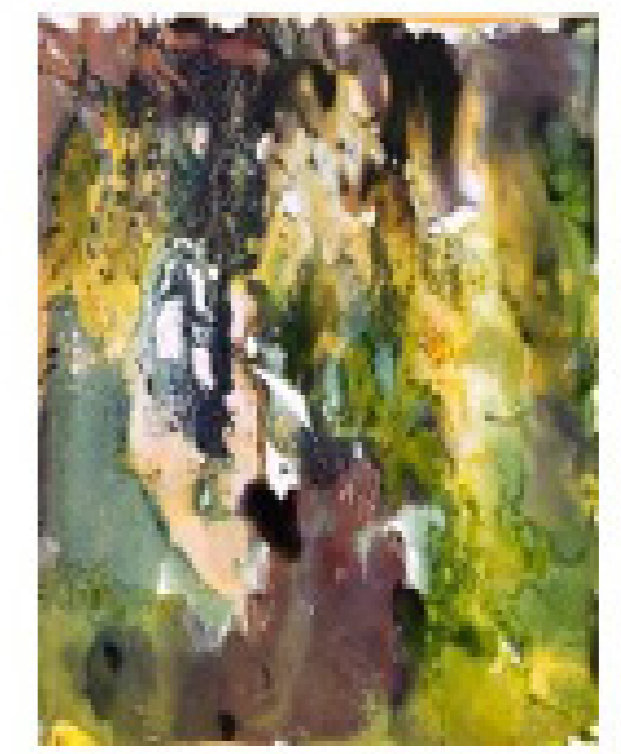


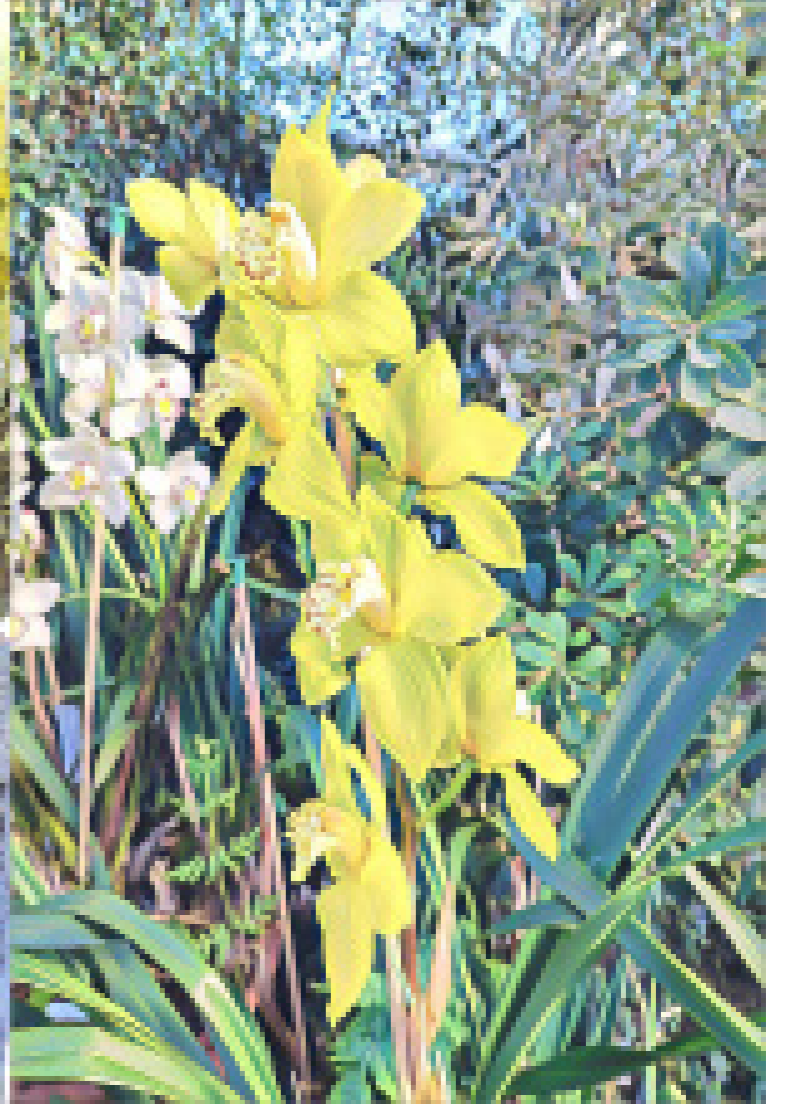




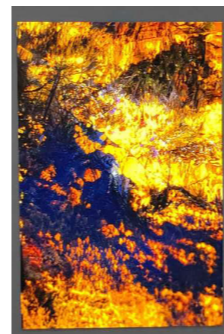
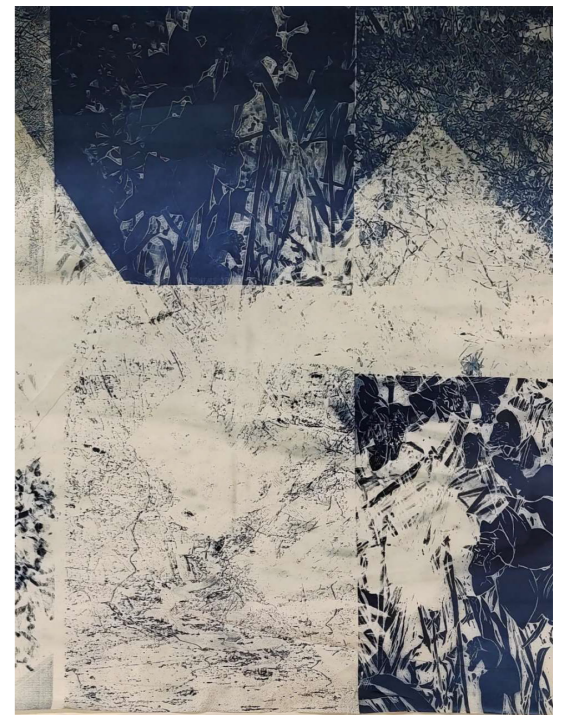
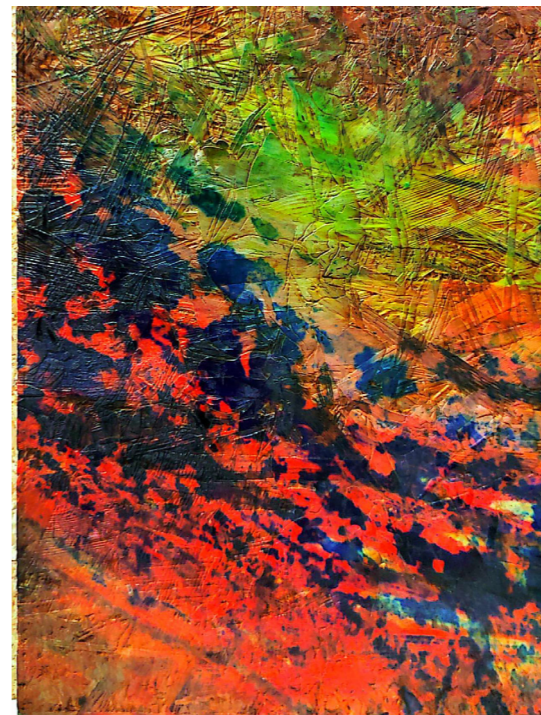
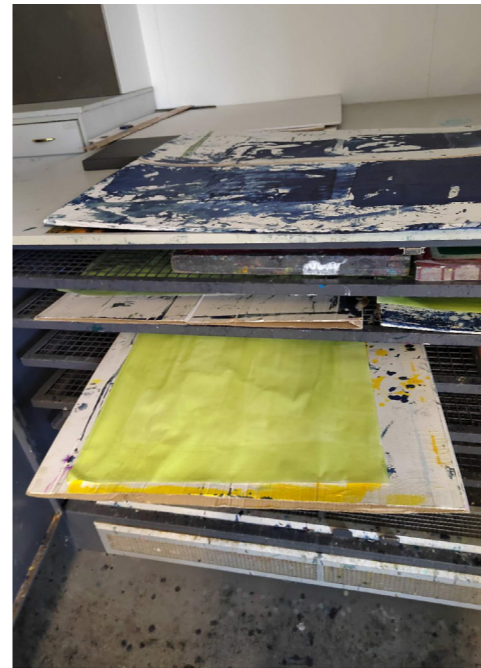


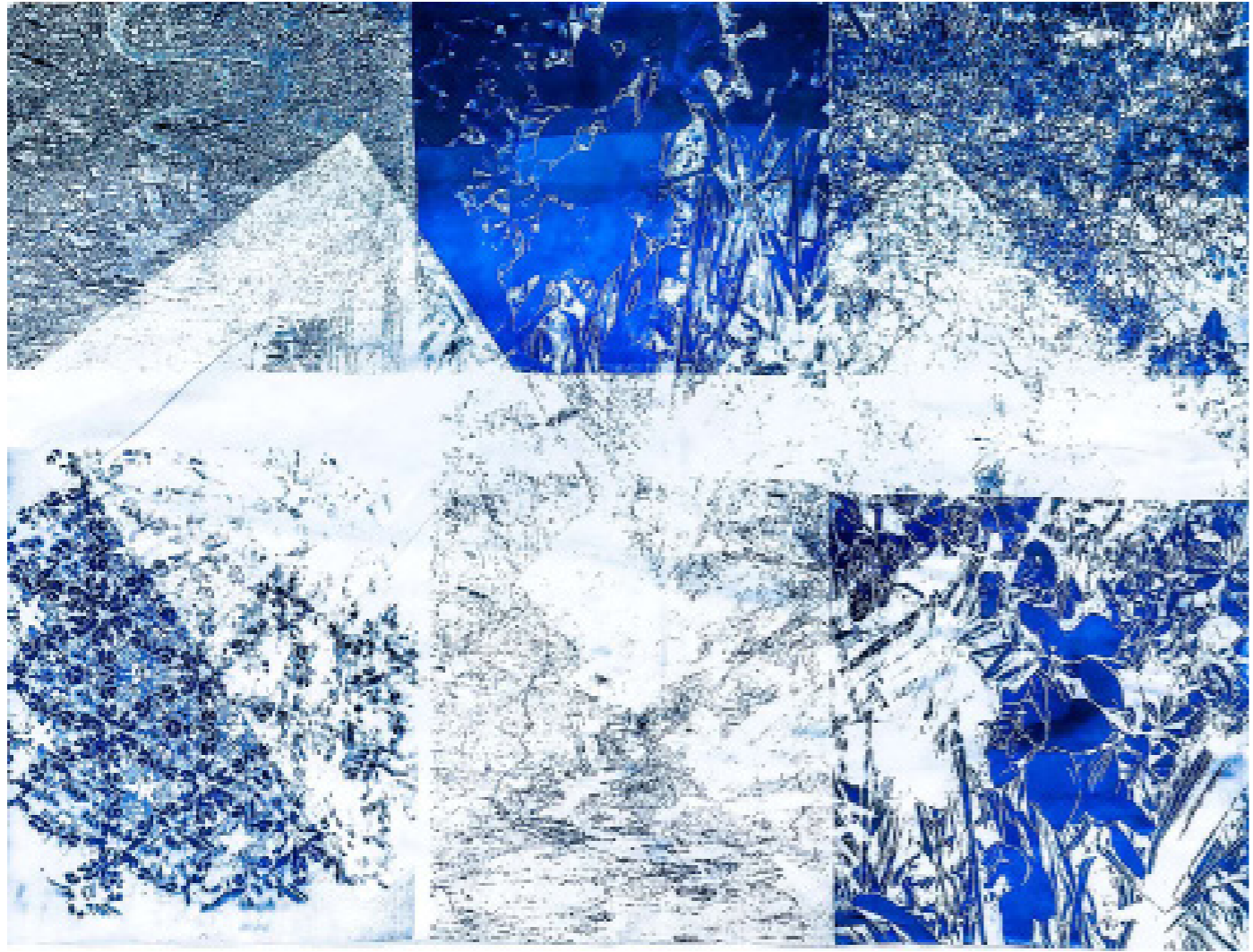
Primary drawings

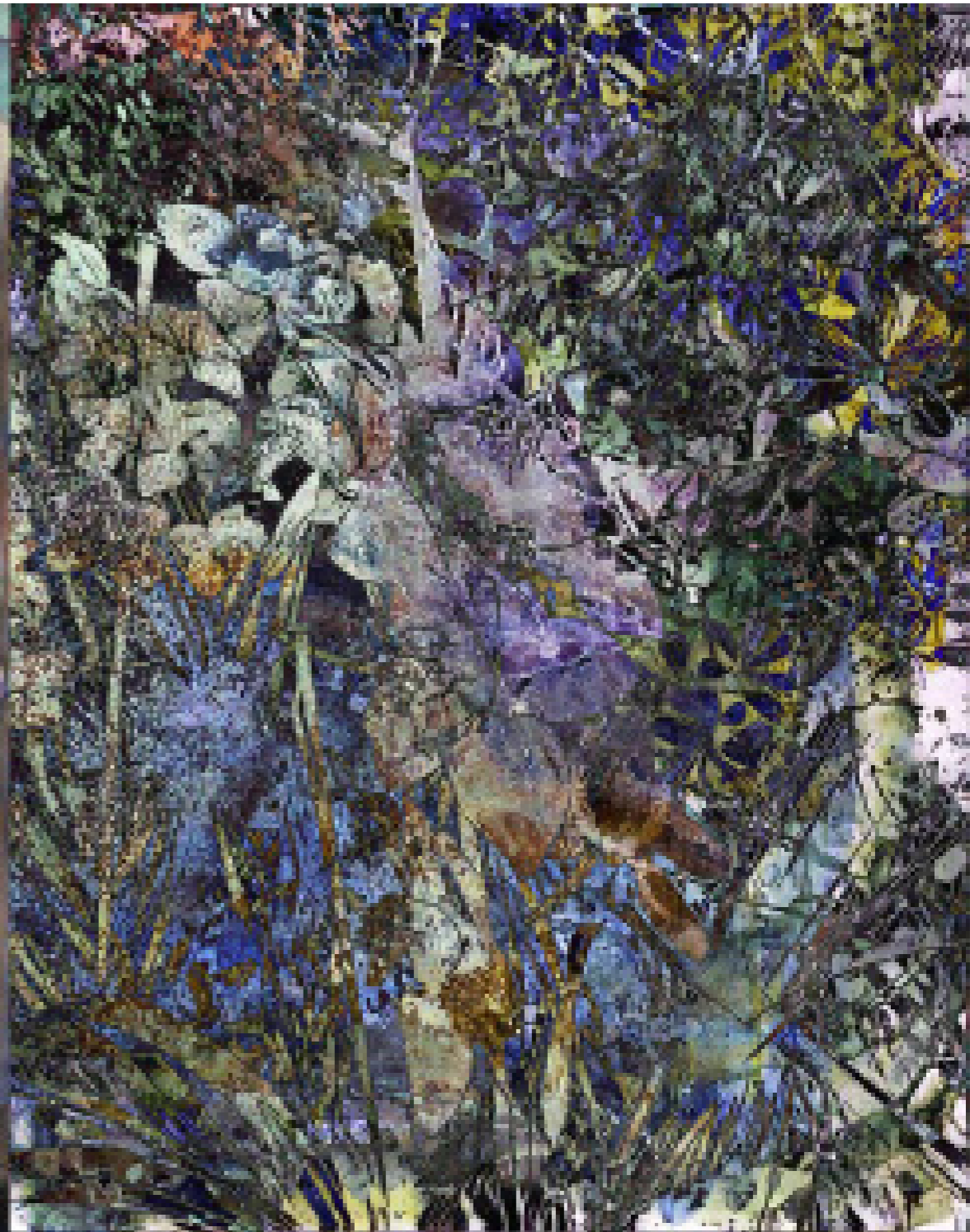


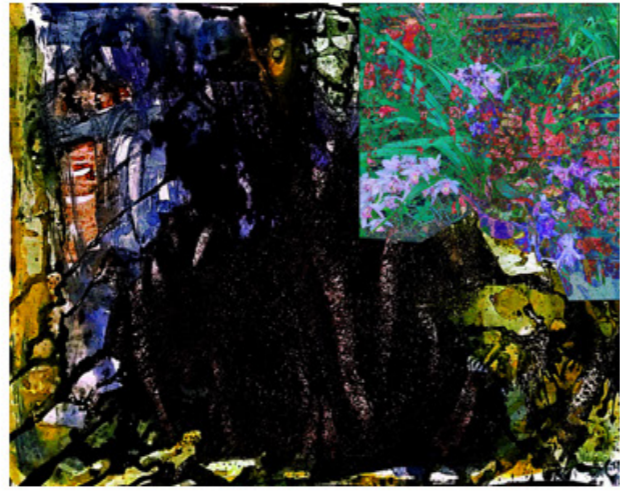


Design development for the shorts







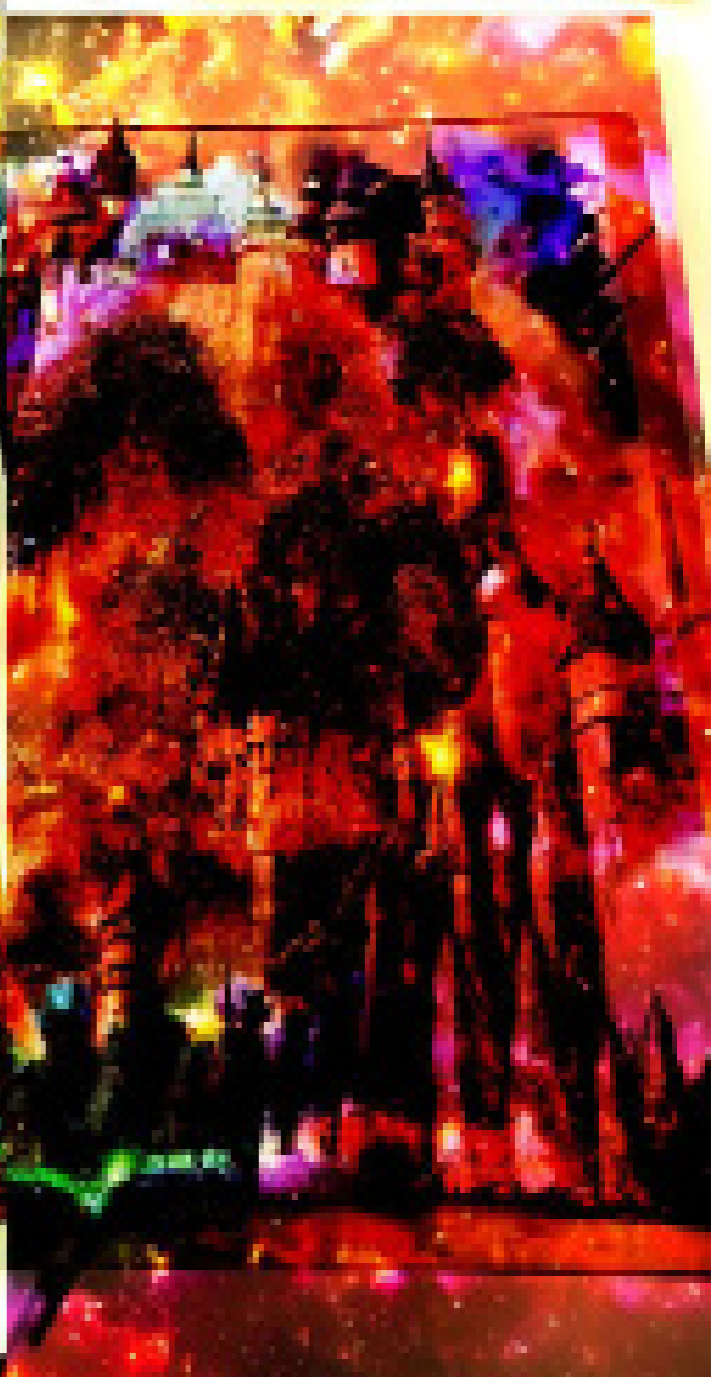
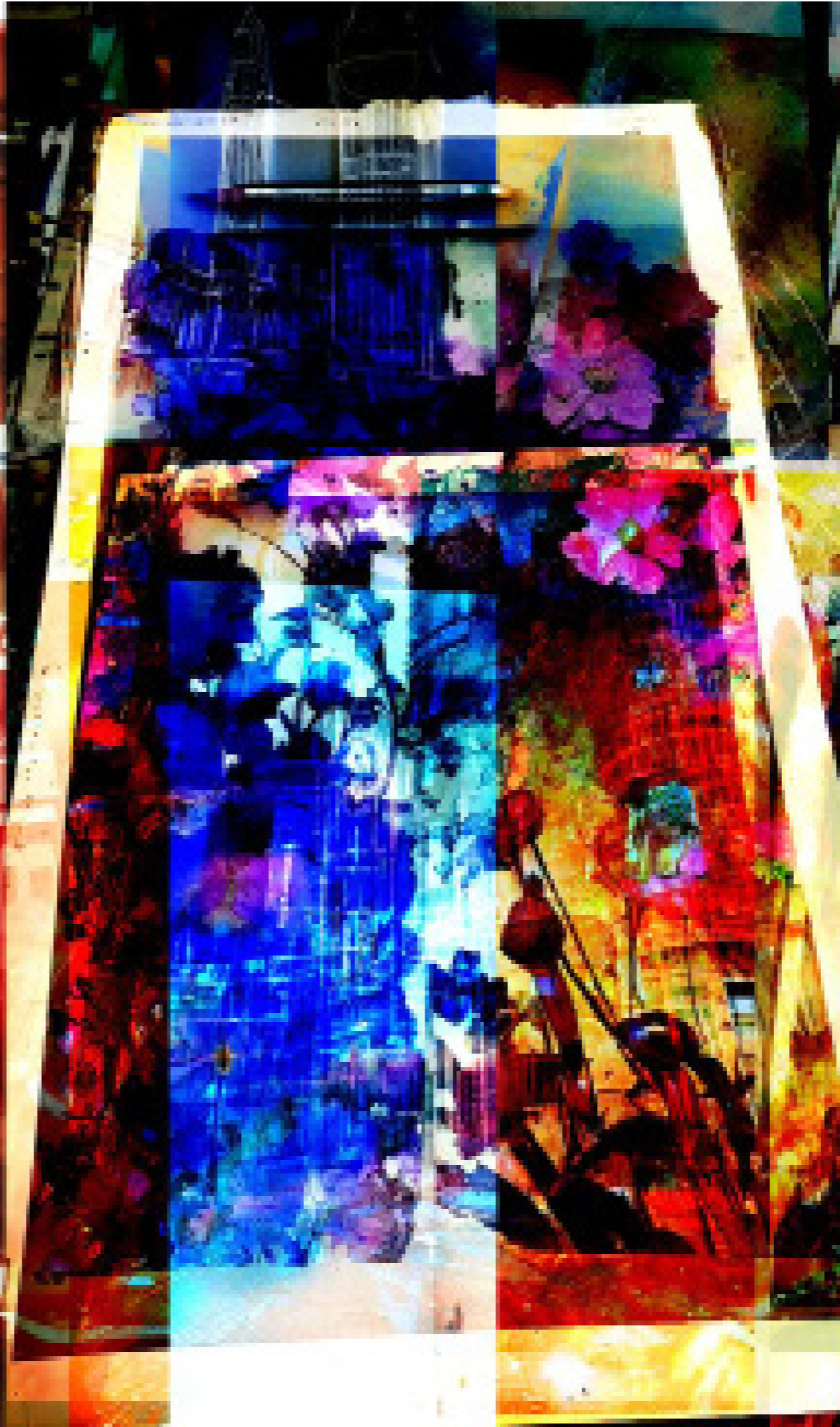




Design development for the shirts





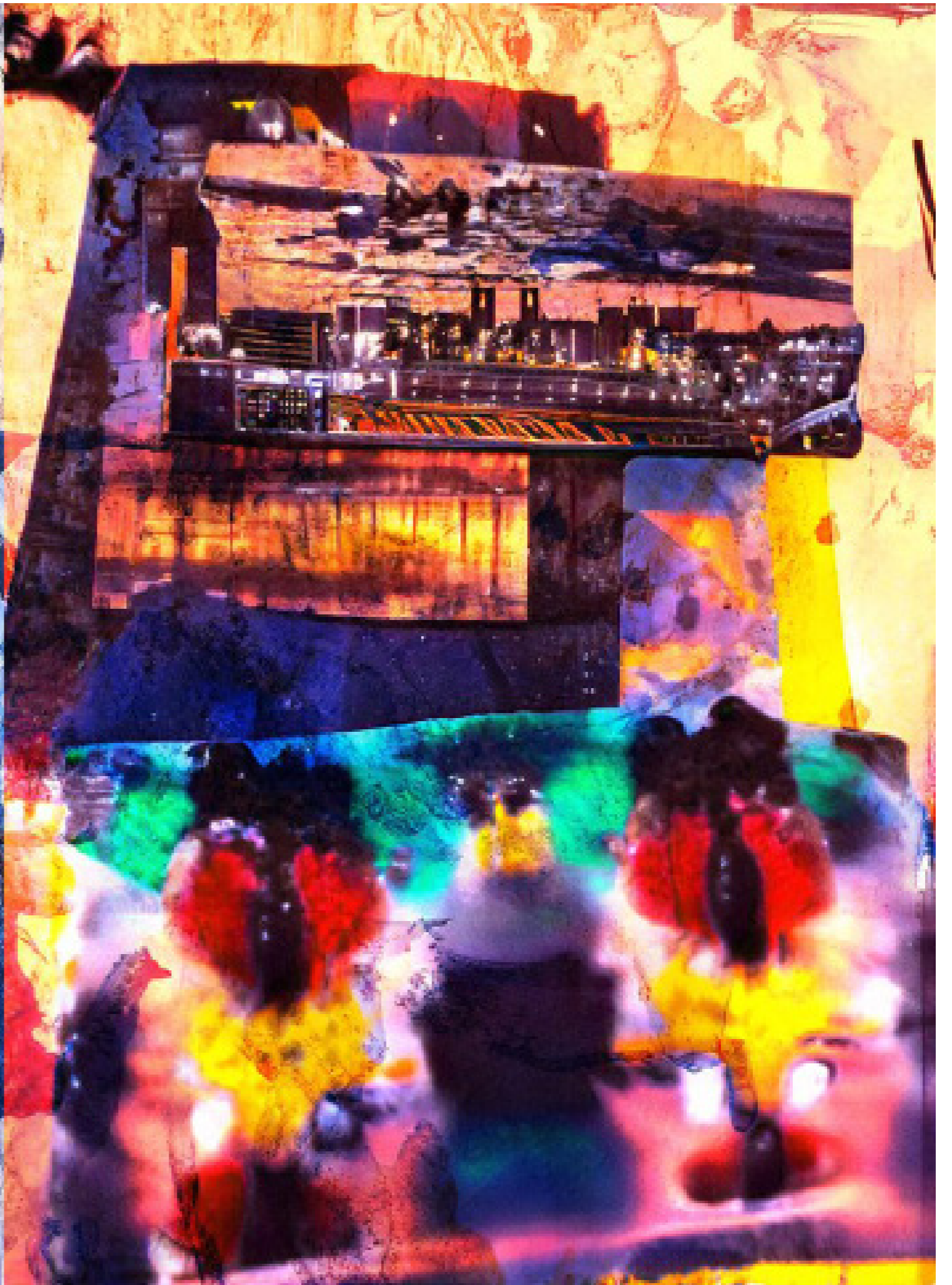




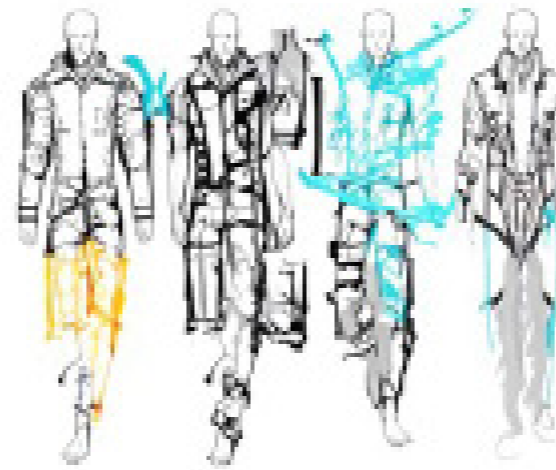
Design development for the trousers







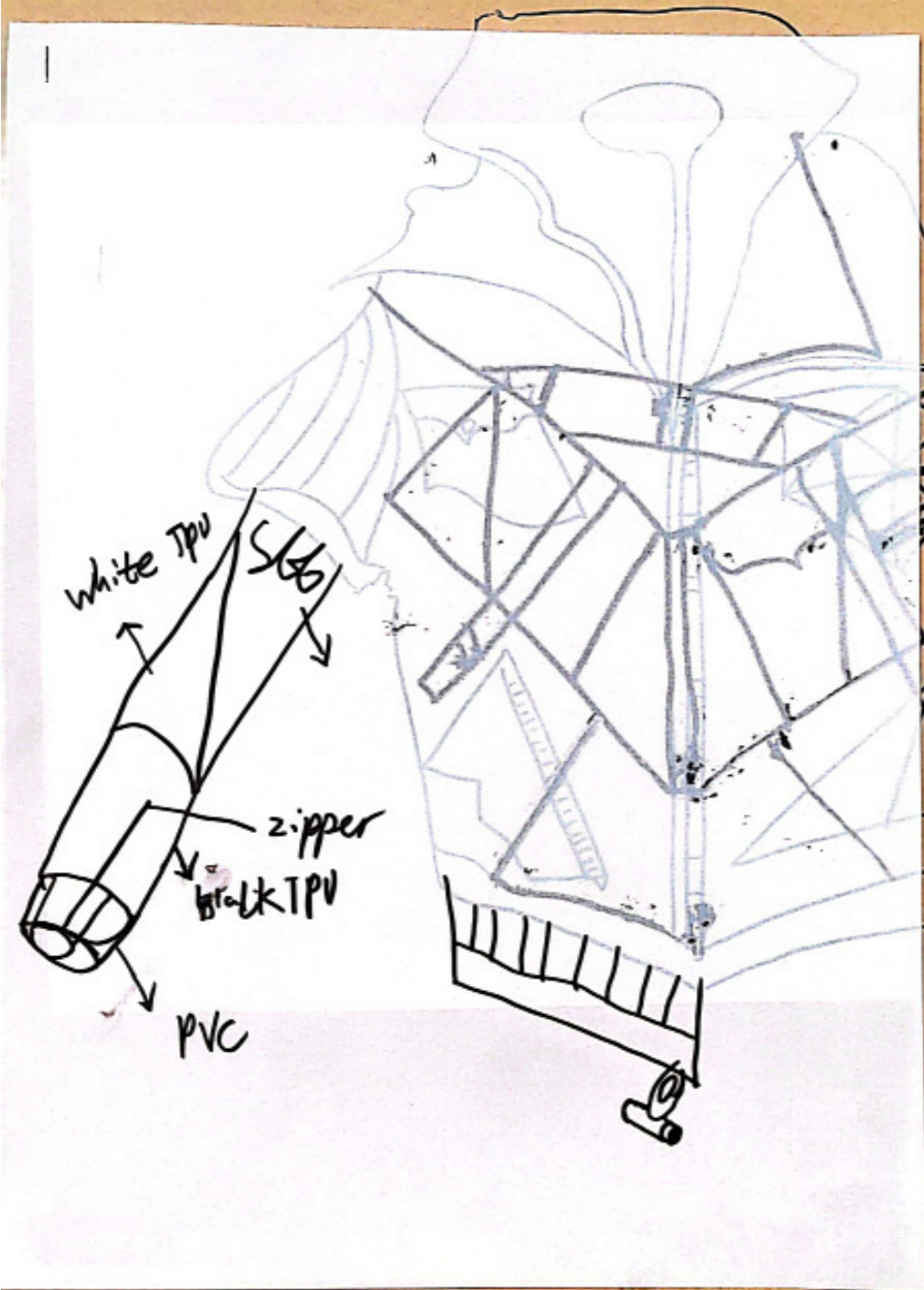
MULTIPLE LINE UP OPTIONS For the final garment



FINAL Line UP choose



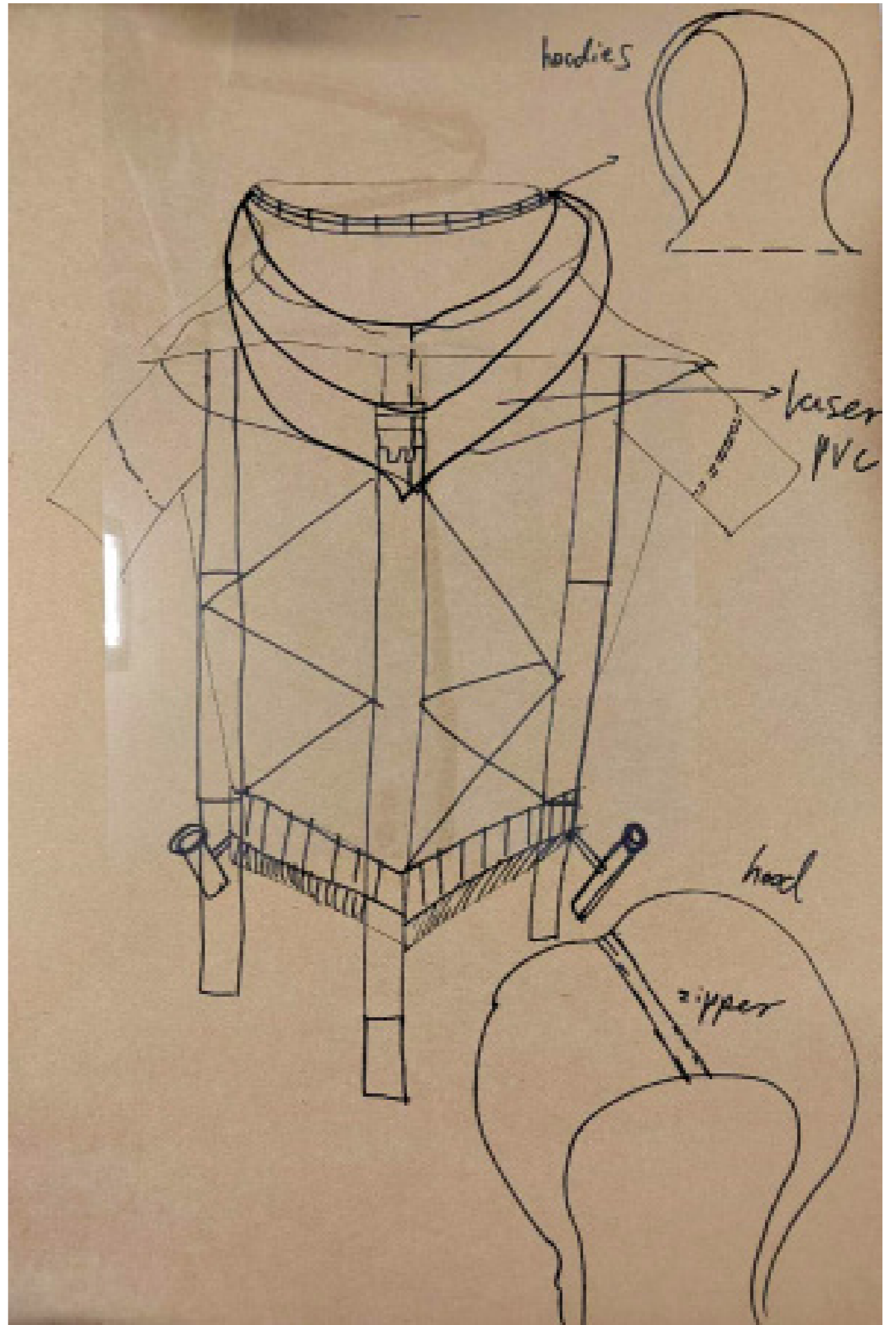
Technical Flat



layer 1

layer 2.

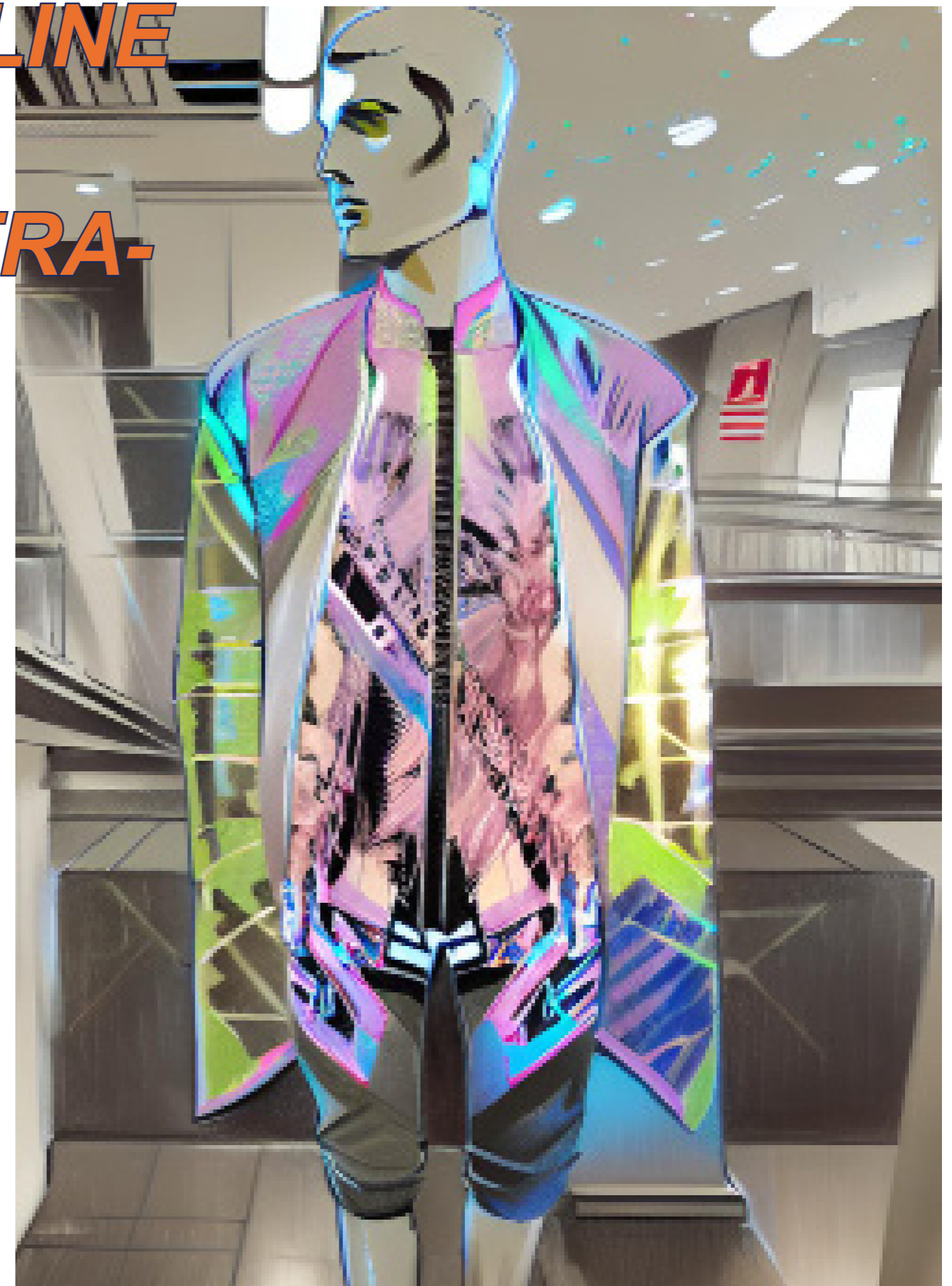
zipper



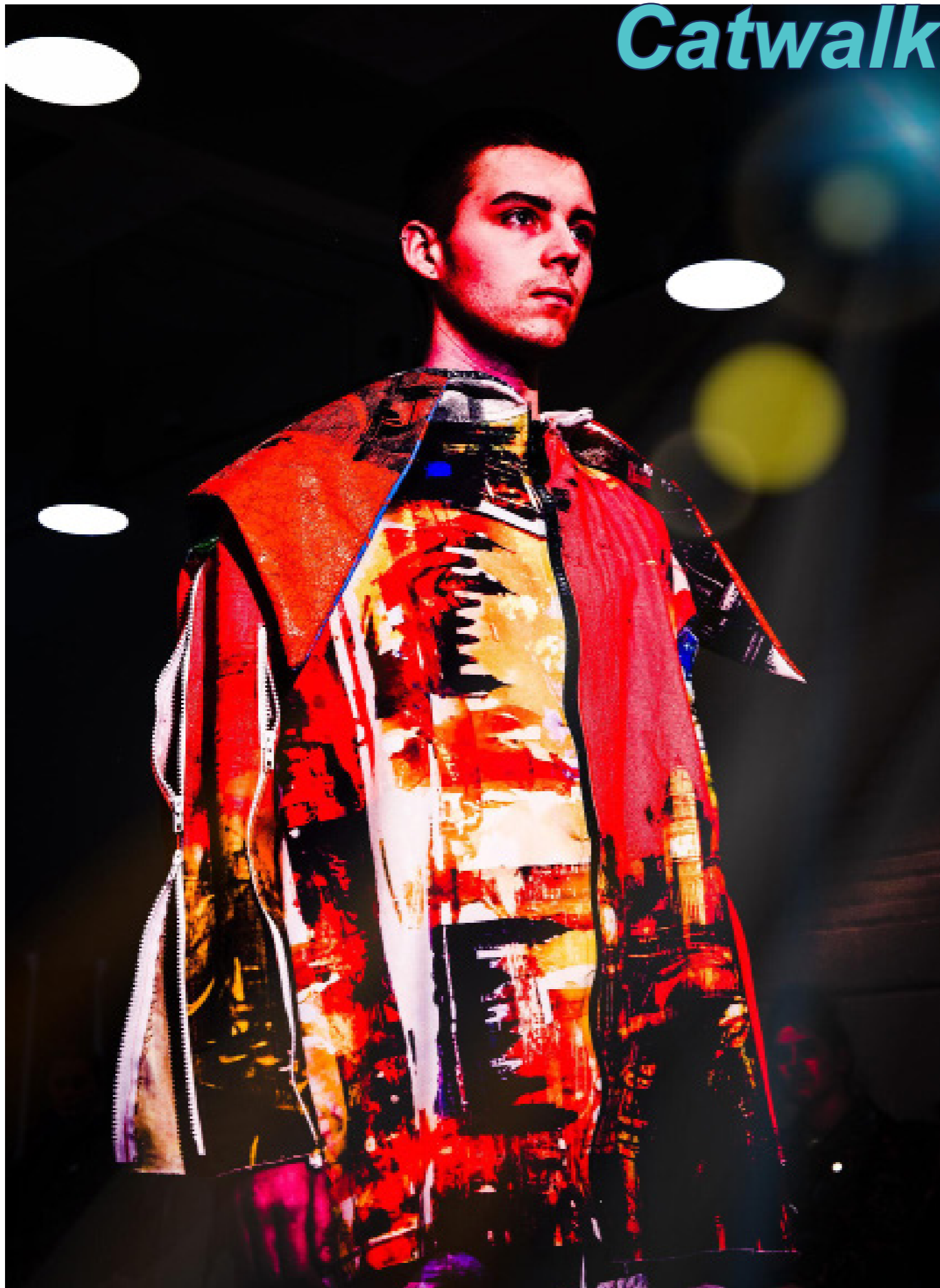


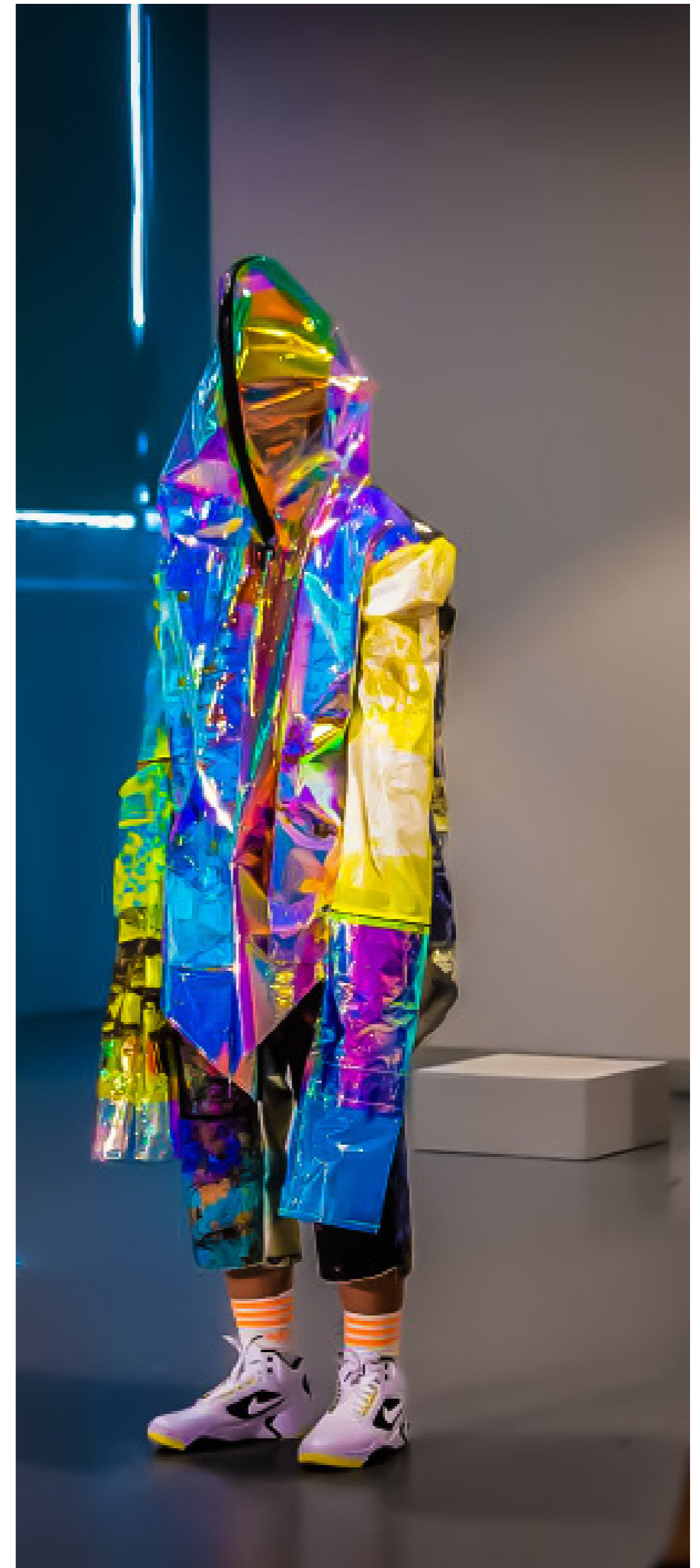


*FINAL LINE
UP
ILLUSTRATIONS*



Catwalk Shoot





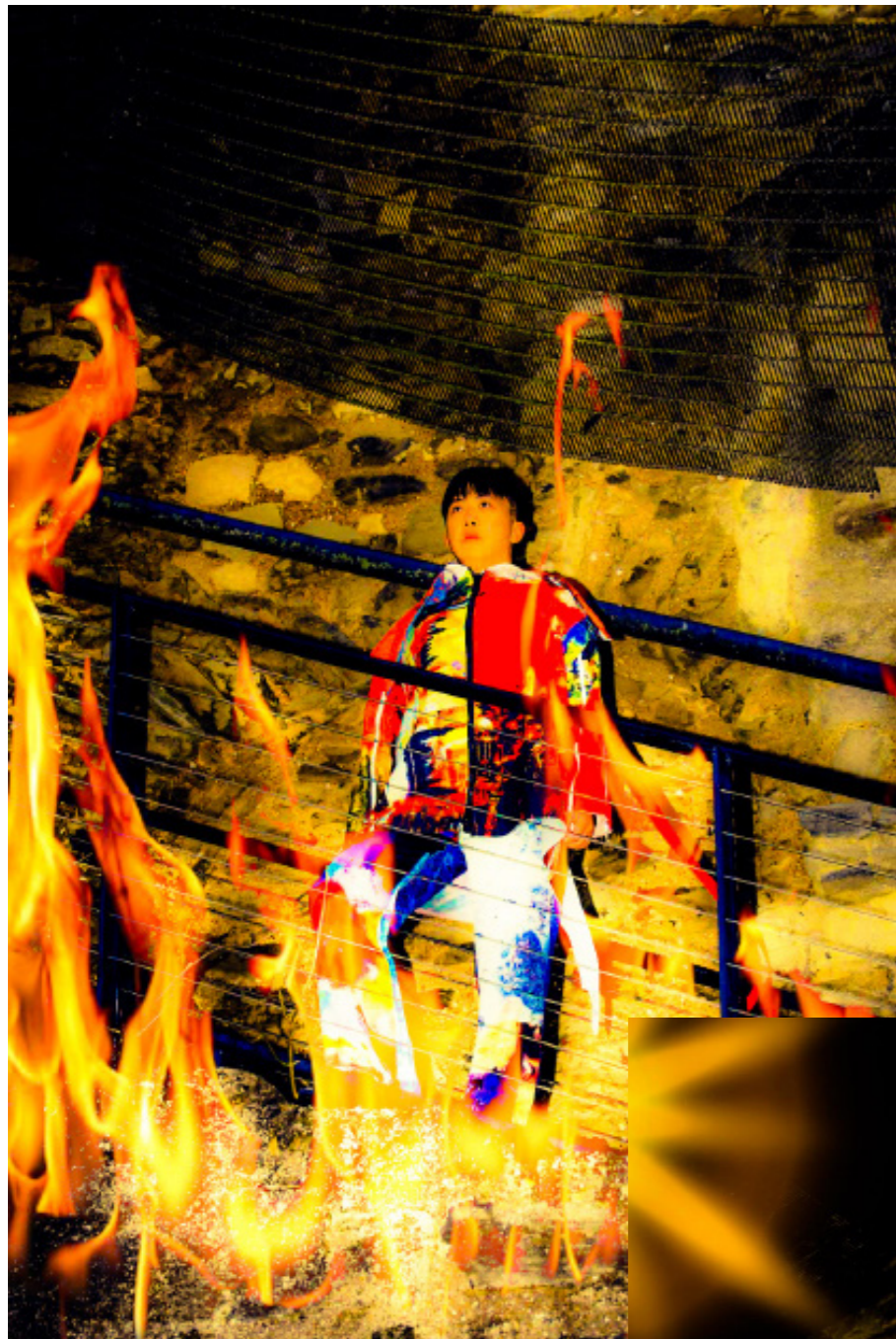






Photoshoot





BUSINESS CARD & CV & WBSITE



Sedgemoor house Flat 5
Doust way
NE11 0HH

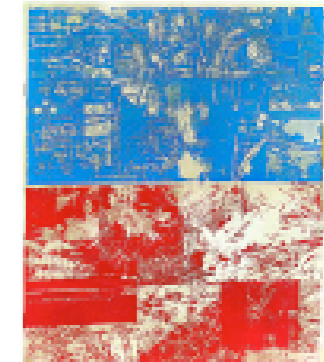
Mobile: 07725 411176
Email: spidermanswh@gmail.com
peterparker/wh/spiderman@outlook.com

PERSONAL PROFILE

I am a 3rd year BA (Hons) Fashion Textiles UCA Rochester student with a wide range of creative skills. I am highly motivated and aim to achieve high standards and I am committed to hard work. I'm enthusiastic about learning new things and I enjoy challenges. I work well in a team as well as independently and have experience helping others work to deadlines.

CREATIVE AND TECHNICAL SKILLS

Experimental drawing, colour and collage
Screen, dye sublimation and digital printing on a variety of fabrics
Dye chemistry and screen preparation
Sewing and basic pattern cutting and embroidery
Photoshop
Illustrator
Microsoft Office (Word, Excel, Power Point, Outlook)
Typing speed 50wpm.



WORK EXPERIENCE

2019 - Internship with Liand, A company mainly working for Spanish brands like Desigual/Stradivarius/Mango and French Pinkie/Dutch brand in the production of cattle pants. Currently also the largest denim supplier to Indetax's Stradivarius
Worked in their design group on the 2019 winter collection and 2020 spring collections
Worked on designs for the jeans pocket, researching the different seasons jeans, also helped choose the colour fabric samples.

KEY SKILLS AND STRENGTHS

Language skills- Fluent in English and Chinese
Leadership skills- Planning and coordination role took in university assignments
Team working - Experience of working in groups during academic projects and working as part of a team in previous jobs
Practical communication skills - Presentation skills and confidence demonstrated during the delivery of group presentation at university as well as from previous jobs

INTERESTS/ HOBBIES

Painting and photography, swimming, jogging , playing basketball and football.



ABOUT.

PROJECTS.

CONTACT.



PROJECTS.

