



1. IDENTITY

1. HOW DO YOU SEE US?

The word 'World' means secretive inner world 'World' is a sub line from Comme des Garcons. It is a female clothing brand dedicated to creating personalized, soul-driven clothing. We believe that fashion could be a way of emotional expression. Our goal is to help customers discover ,express and resonate the inner world that could be reflected though clothing.

In the world of 'World Comme des Garcons' we firmly believe that fashion, soul and emotions is connected. Clothing could be a conceptual art to express the inner scenery and a medium to connect with the outside world.

We encourage people to understand every person's inner world by appreciating the story and the charm behind the design

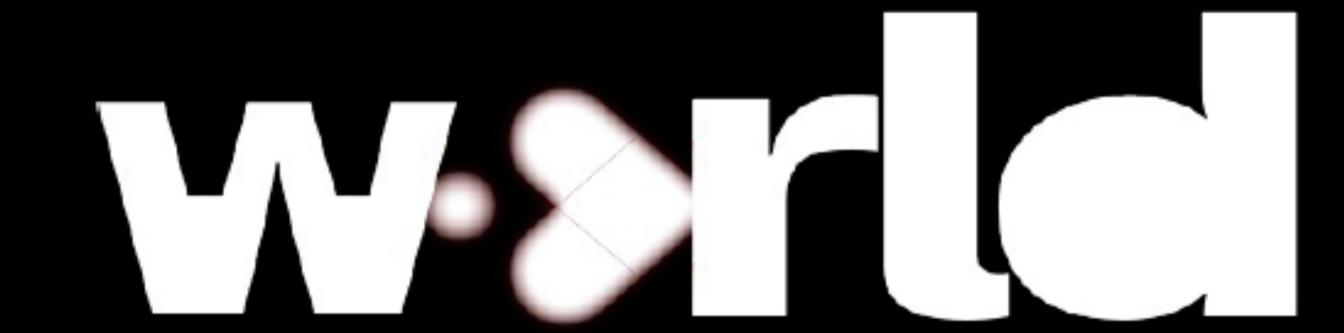
WE CONNECT TO YOU
AND YOUR WORLD

3. MARKETING MESSAGE IDEAS

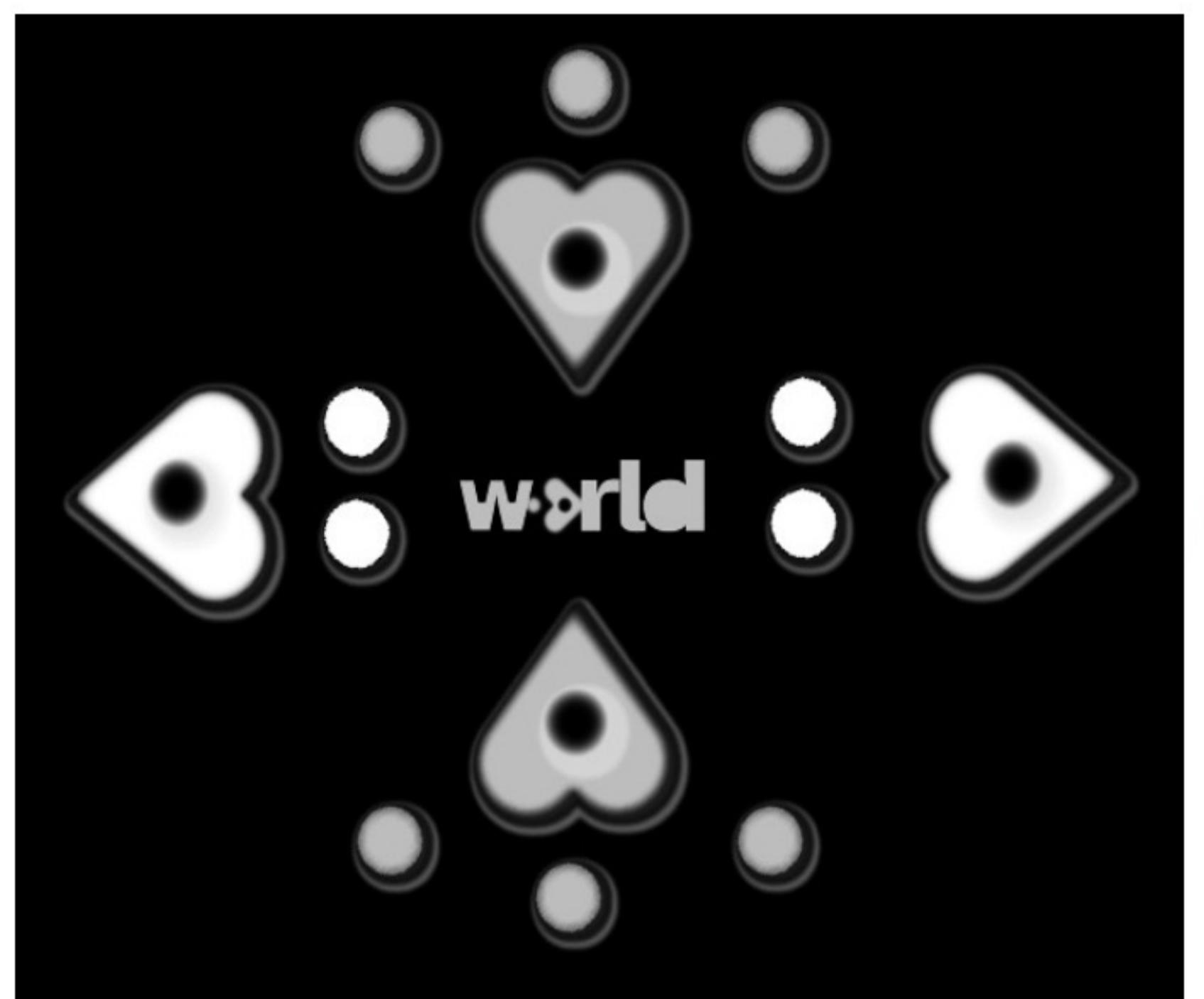
```
# HEALING
# DARKNESS OF EMOTIONS AND MIND
# BLACK ON BLACK
# BONDING
# EMBRACING AND UNDERSTAND THE UNIQUENESS OF YOU
# ITS OKAY NOT TO BE OKAY
```

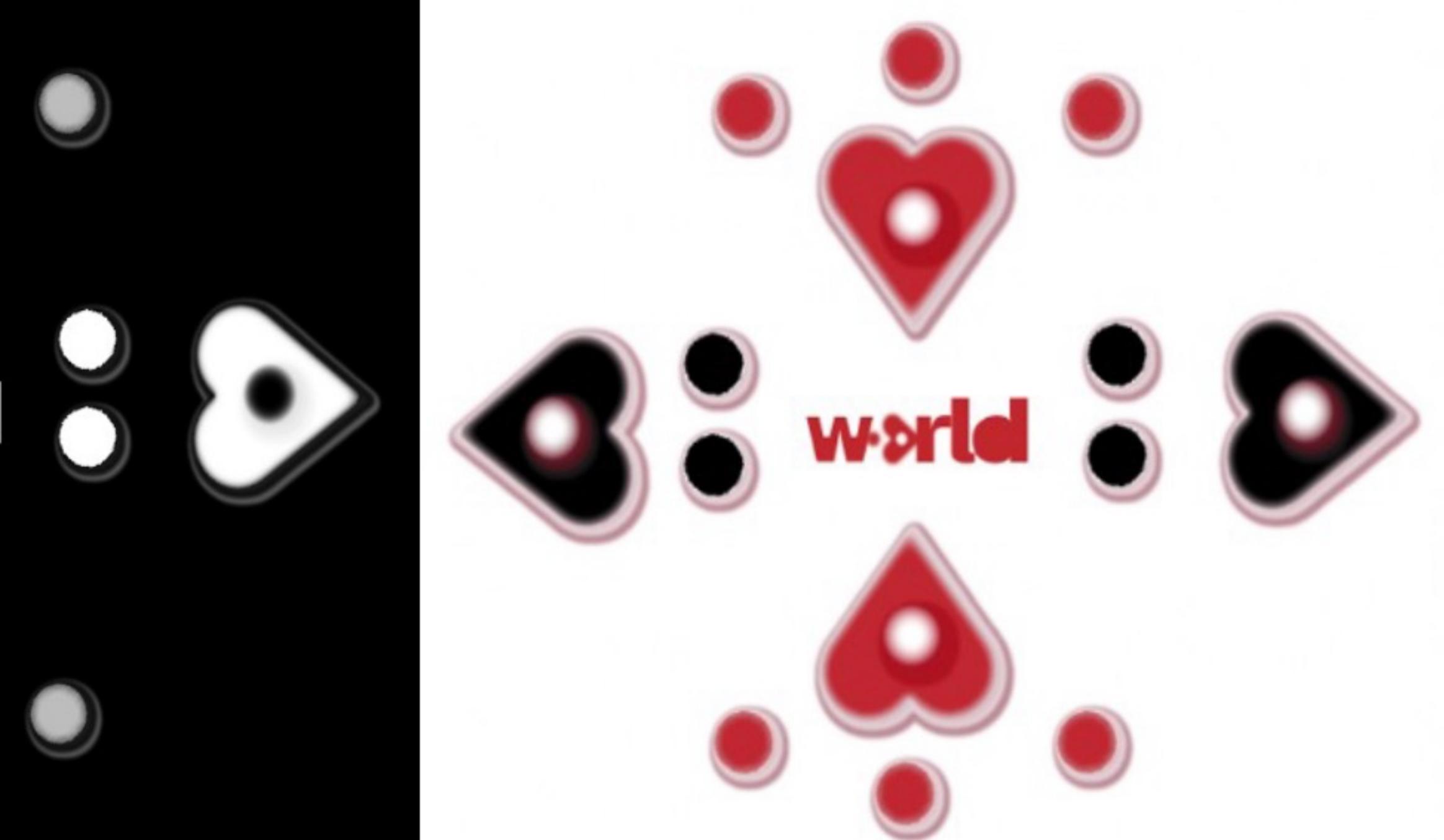


COMME des GARÇONS

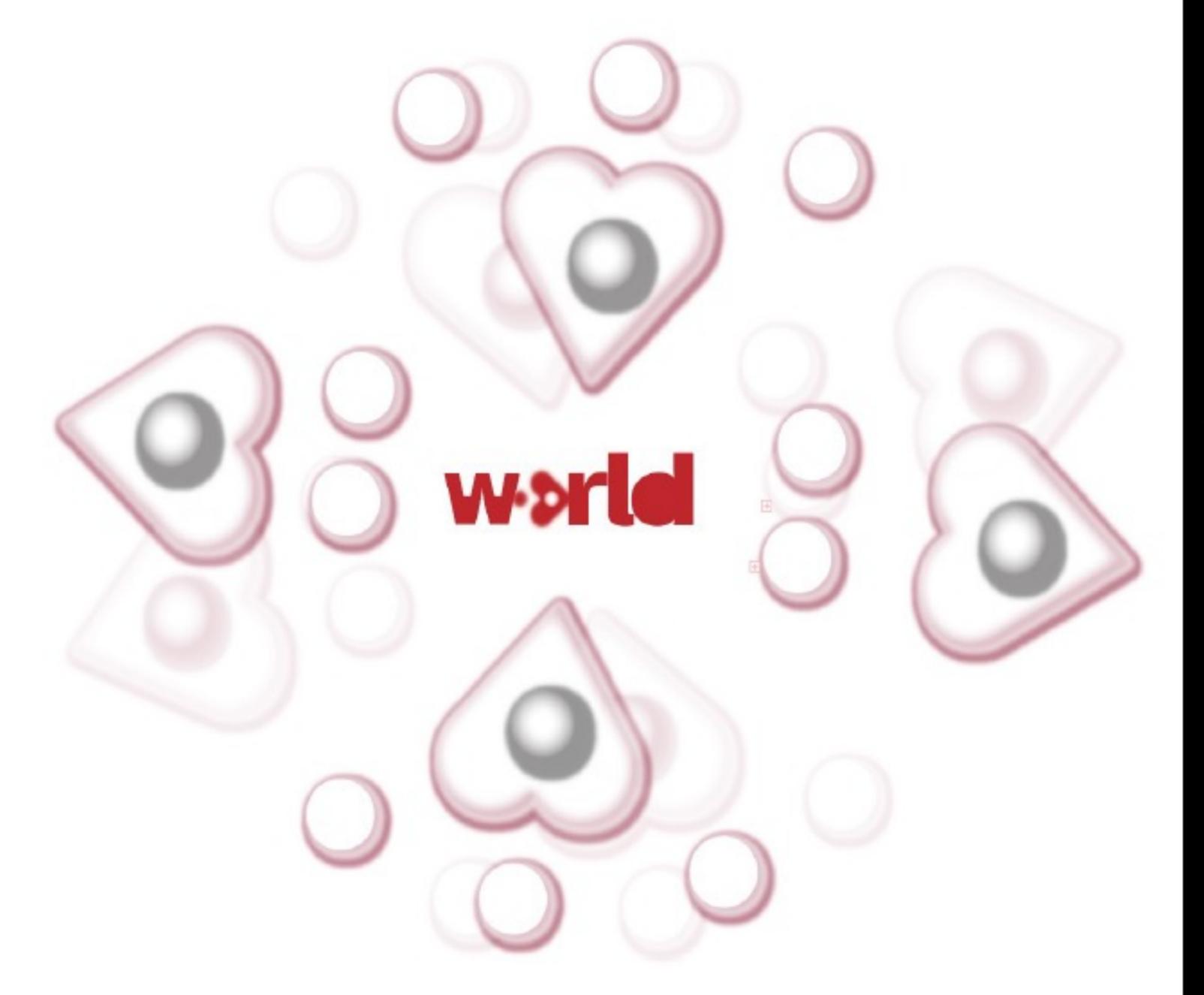


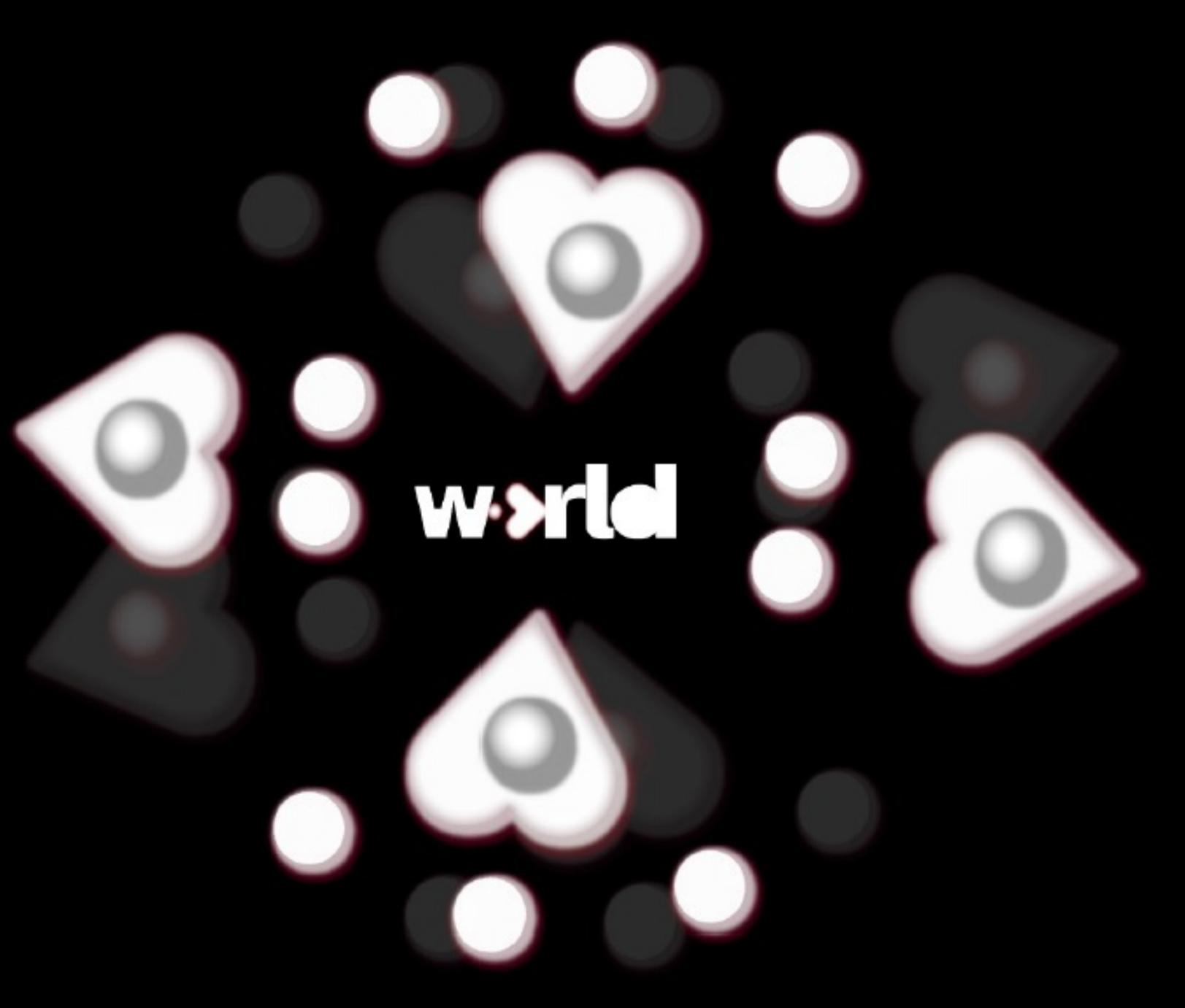
COMME des GARÇONS











2. BRAND AND MARKETING PROBLEMS

Unclear brand position

Rei Kawakubo believes her work does not need to have any inspiration. Although it gives freedom and creativity ,the brand's concept and positioning is still associated with a degree of uncertainty.

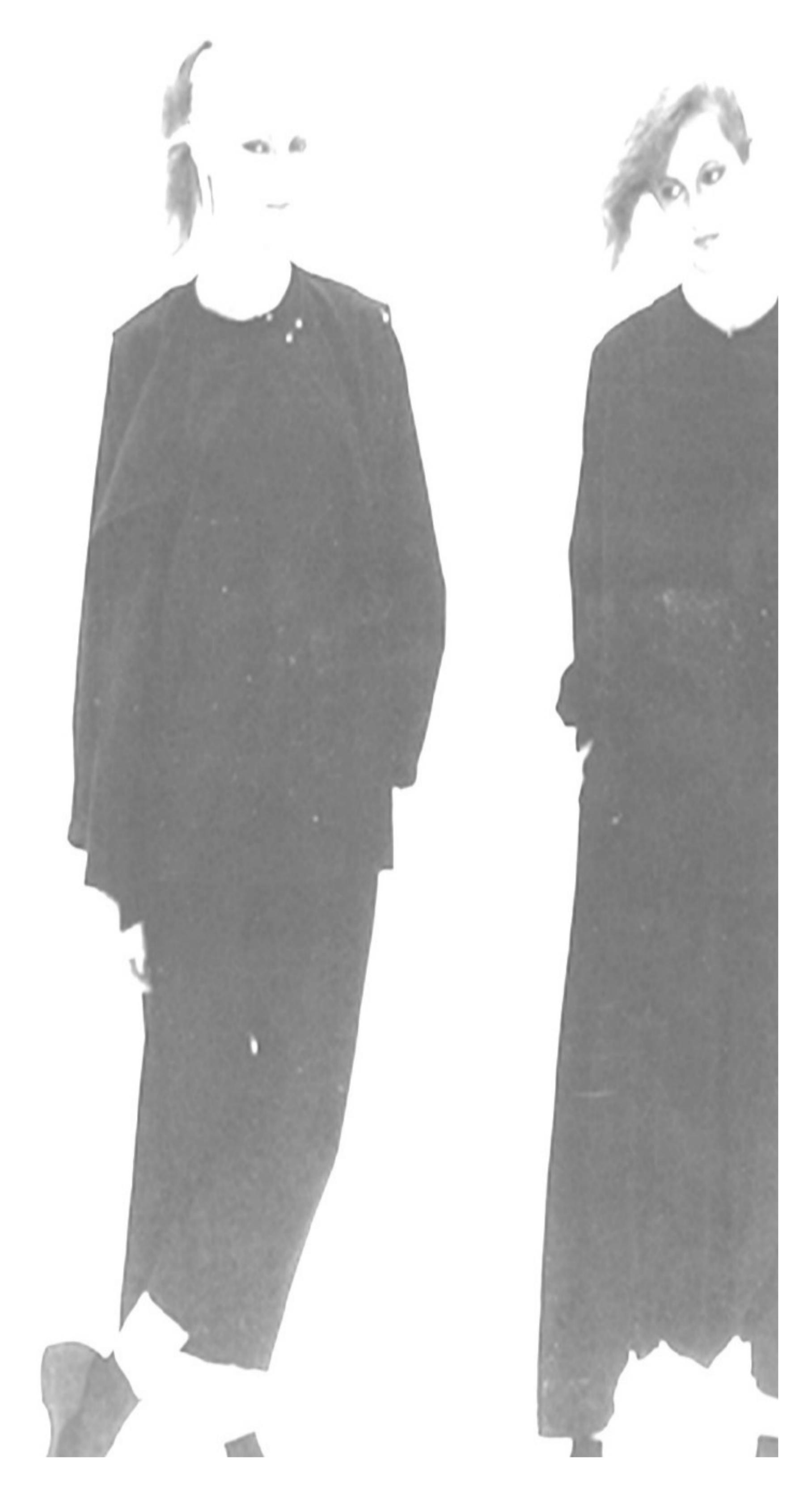
Strong protectitivity

The brand should focus more on the customer and the society, When consumers can see themselves and their values reflected in a fashion brand, they're more likely to identify with that brand and feel like it's an extension of their own self-expression. Which means allowing consumers to participate in the design process and co-create with you

Lack of customer engagement

Comme des Garcons social media platform contains post about in store opening but a lack of presence, promotion and engagement with netizen.

Brands need to pay high attention to e commerce and social media platform on customer engagement if they want to develop well in a long term





Targeting to customers who likes avant garde, balloon silhouette

Targeting to customers who likes punk, gothic and clean wear, fitted silhouette

Does not provide much customer engagement activity for the brand

Provide more customers engagement for the brand and creativity activity

Does not provide e commerce platform

Provide e commerce platform

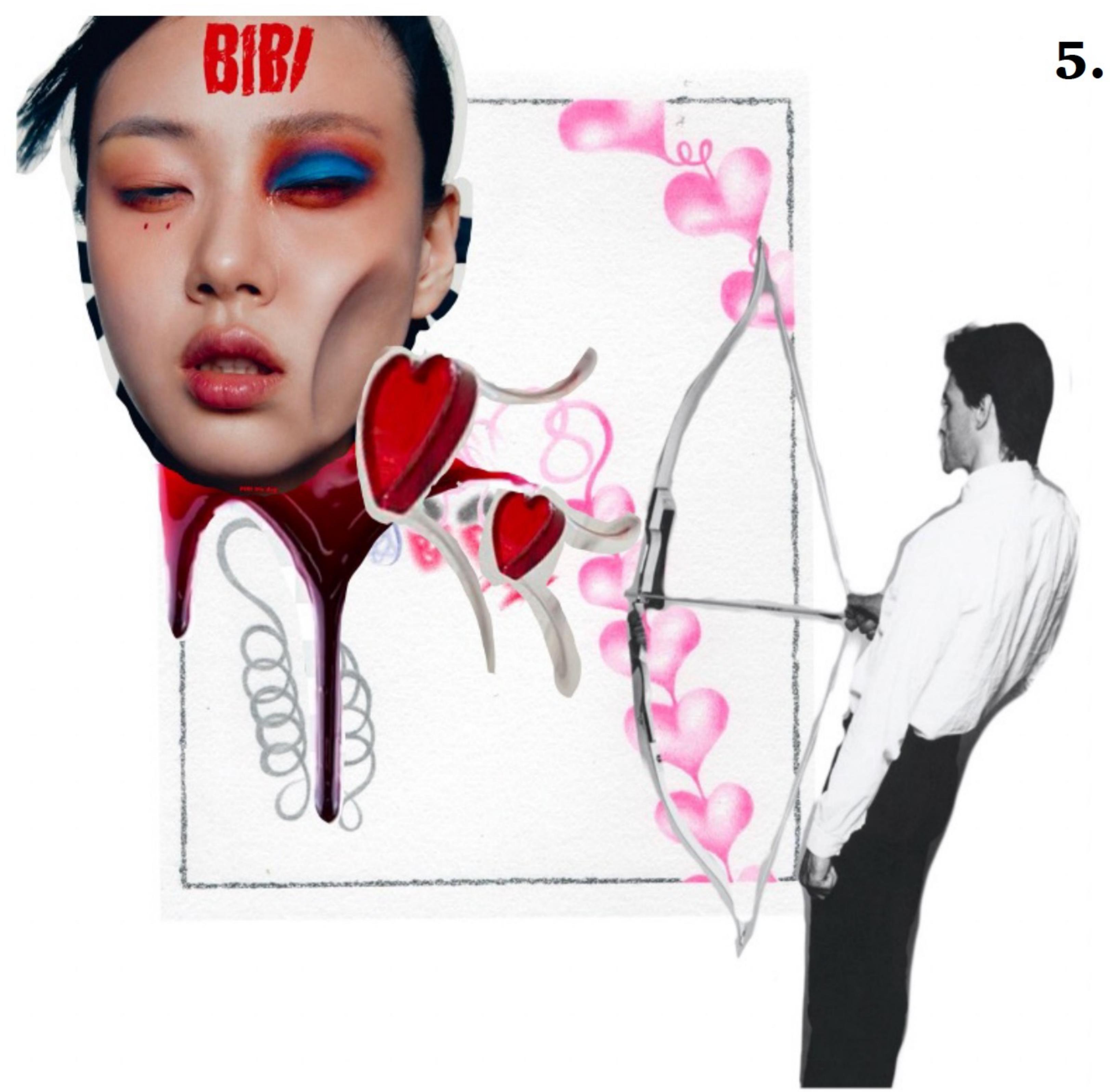
Designs are less conceptual and hard to rationalized

Designs more conceptual and speaking out the society



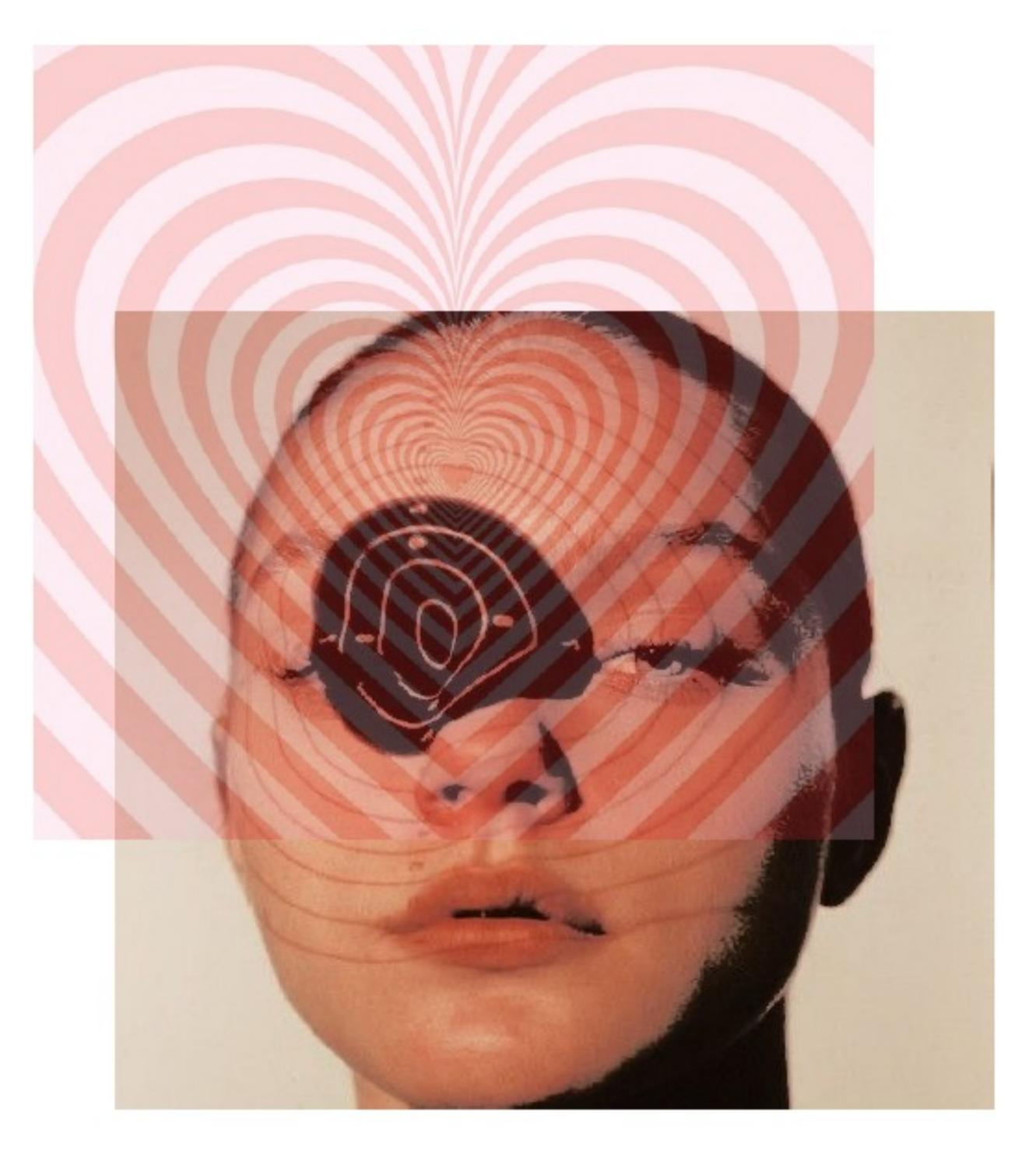
3. DIFFERECAITE THE MAIN AND THE SUB LINE





5. MOODBOARD

I think hurt feelings is physical ache in your heart associate with bullet shoots achery target, bullet holes, love shoot



6. FABRIC STORY/ COLOUR/ LINE UP



WE CONNECT TO YOU AND TO YOUR WORLD





148 T

COMME des GARÇONS

MADE IN TURKEY

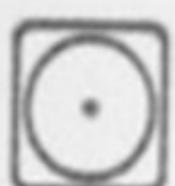
FH-T003
100% COTTON
MACHINE WASH COLD, GENTLE CYCLE
DO NOT BLEACH
LINE DRY IN SHADE
COOL IRON
DO NOT DRY CLEAN
THE COLOUR AND TEXTURE WILL ALTER
WITH CLEANING











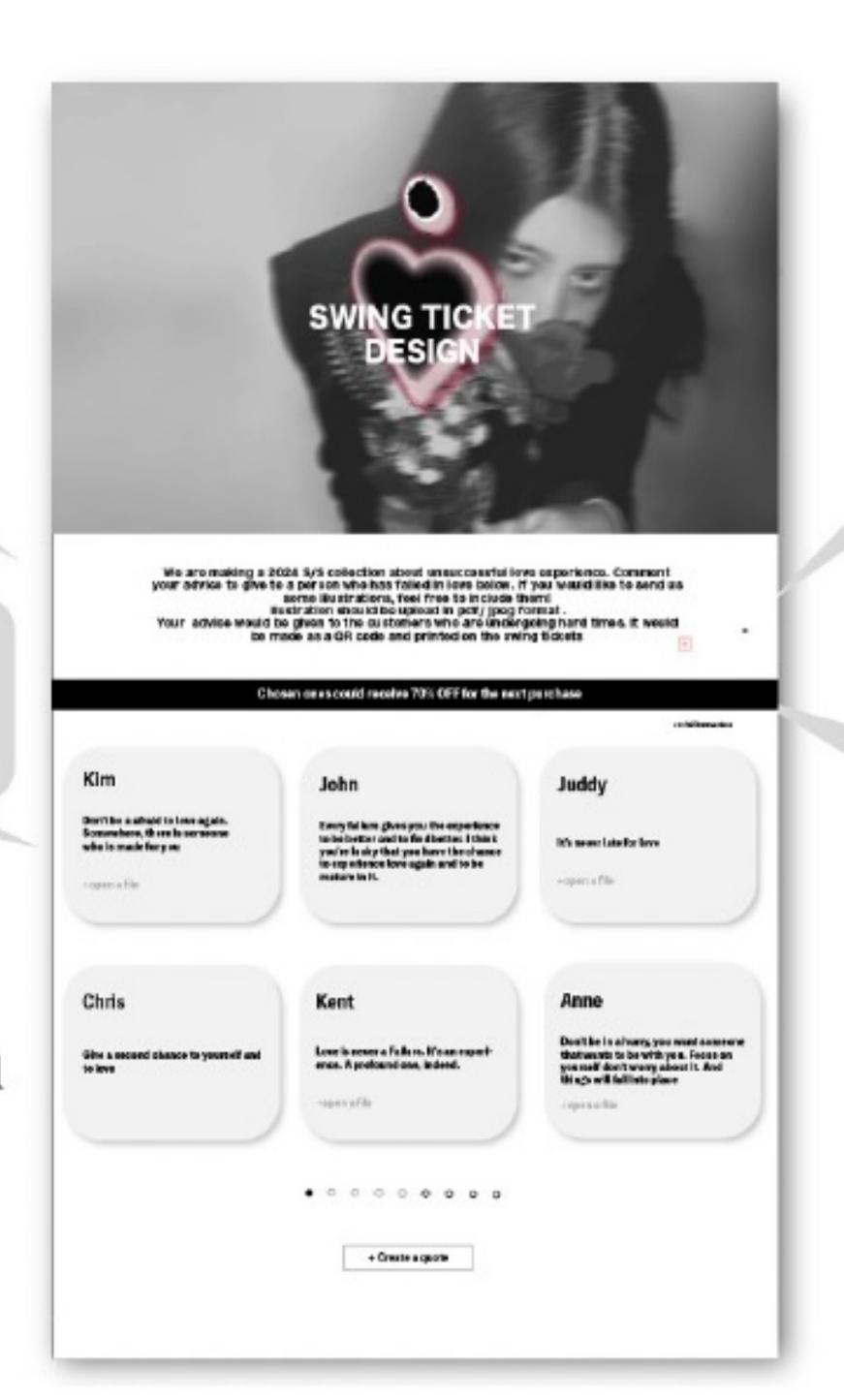
EN: WASH COLD WATER /WASH WITH LIKE COLORS /DO NOT ALLOW TO LAY ON ITSELF WHEN WET

8. PROMOTION- ONLINE

state about the idea inspiration of the upcoming collection and reason of this activity

> create a platform for people to upload their own quote and illustrations

It is suggested to promote a quotemaking online activity to cooperate with people to help the ones who need mental support



Provide the aim and guidance of the activity

Provide discount to attract people to participate in this activity

WE CONNECT TO YOU AND TO YOUR WORLD

Reason of the promotion:

- Express the story and source of of inspiration behind the collection
- Use drawing and quote to communicate the brand DNA with the customers
- Resonating and Healing customers by sharing positive quotes and meaningful illustrations







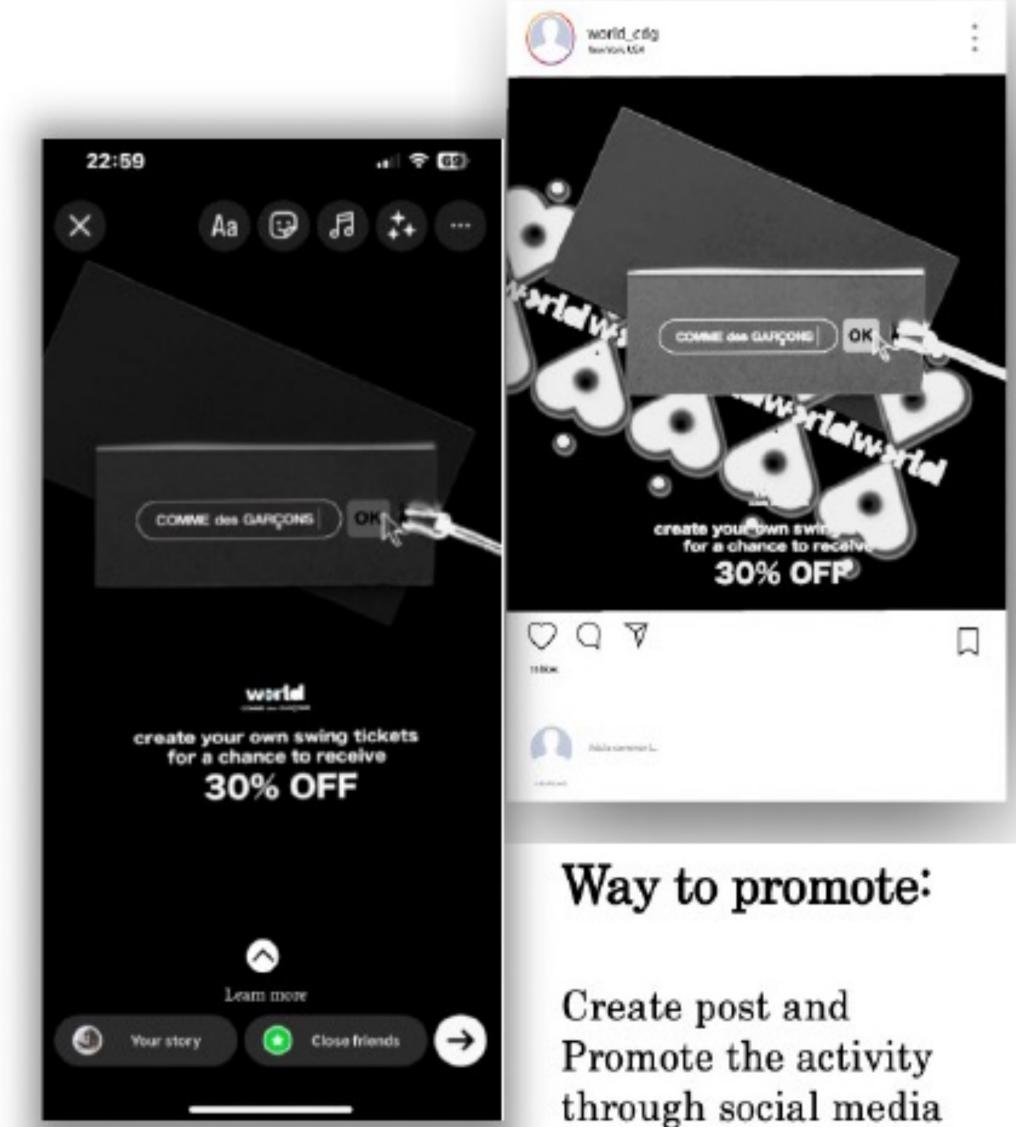
QR code is provided on the swing ticket. After scanning, It would be directly link to page of illustration works. The page is describing the story behind each collection.













Voucher





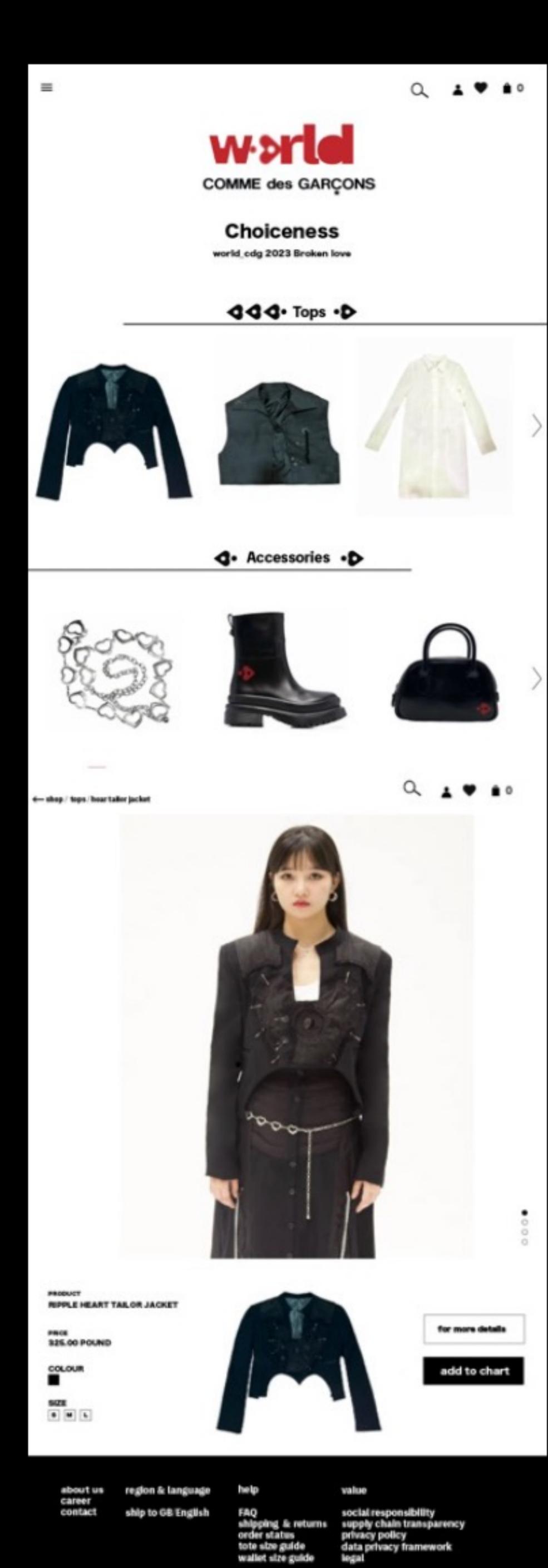
WE CONNECT TO YOU AND TO YOUR WORLD



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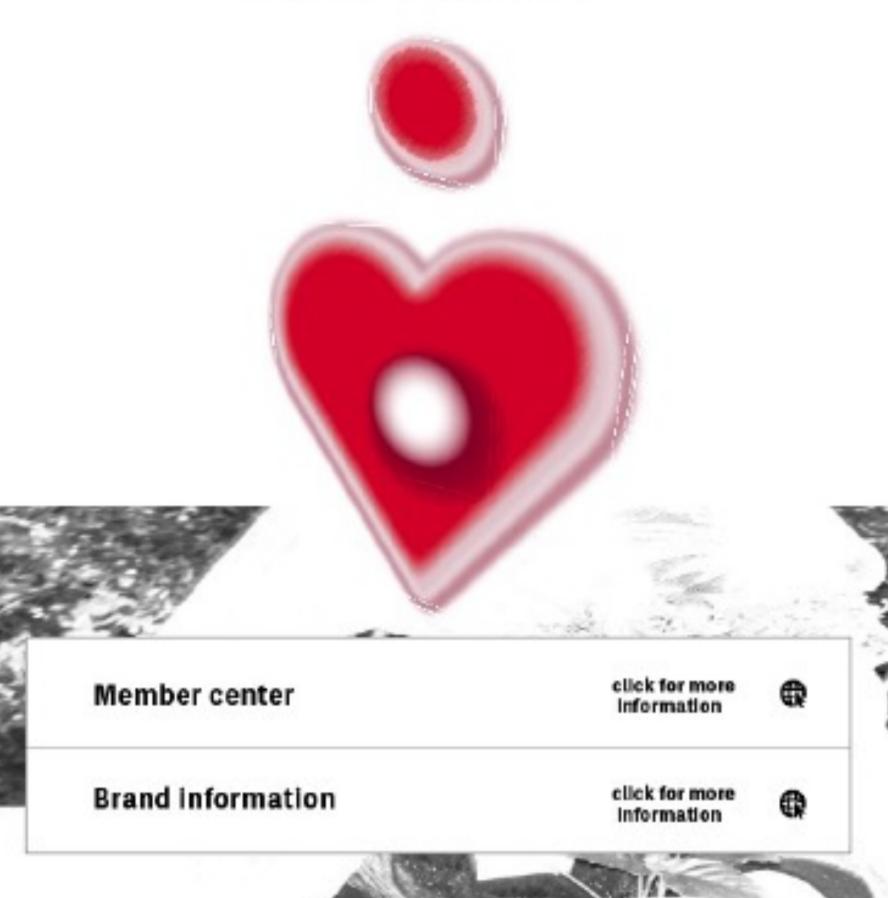






2024 Brief, D-Cohert RG: GARCOBS.







World COMME des GARCONS 2023

WE CONNECT TO YOU AND TO YOUR WORLD

World COMME des GARCONS is established in 2023. The brand 'World' means ones secretive inner world

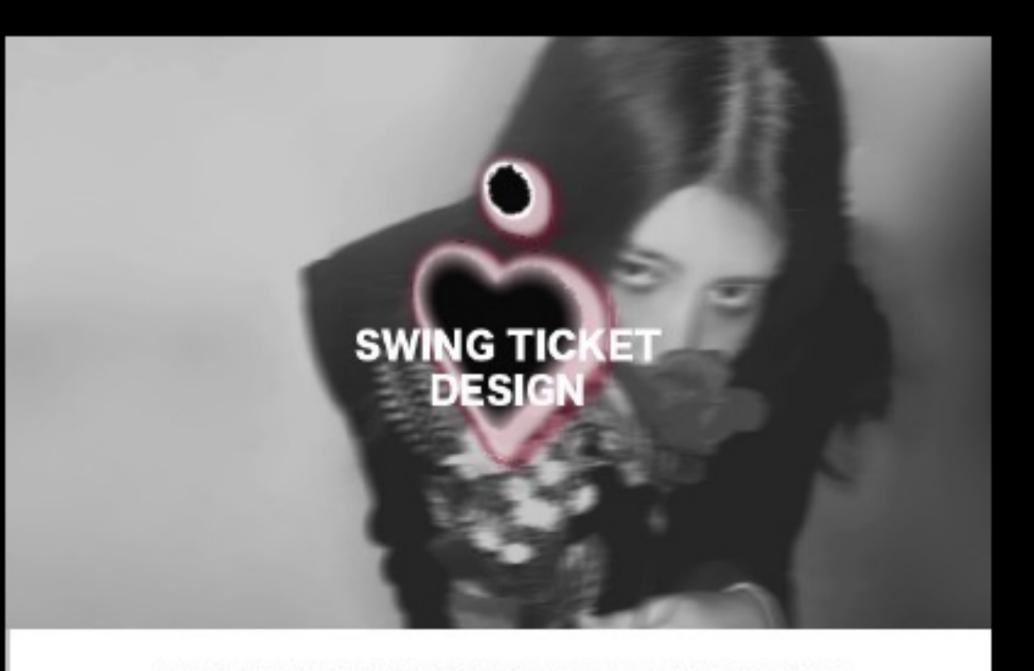
We firmly believe that fashion, soul and emotions is connected. We encourage people to understand every person's inner world by appreciating the story

MADE IN UNITED KINGDOM



World COMME DES GARCONS € 2023 HACKNEY FASHION STUDIO CO.UK LTD. ALL RIGHTS RESERVED

8 ¥ f 0



We are making a 2024 S/S collection about unsuccessful love experience. Comment your advice to give to a person who has falled in love below. If you would like to send us some illustrations, feel free to include them!

Bustration should be upload in pdf/ jpeg format.

Your advice would be given to the customers who are undergoing hard times. It would be made as a QR code and printed on the swing tickets

Chosen ones could receive 70% OFF for the next purchase

Don't be a afraid to love again. Somewhere, there is someone

Every failure gives you the experience to be better and to find better. I think you're is cky that you have the chance to experience love again and to be

Kent

mature in it.

It's never late for love

+open a file

Anne

Juddy

who is made for you

+open a file

Olive a second chance to yourself and

Love is never a failure. It's an experience. A profound one, in deed. + open a file

Don't be in a hurry, you want someone that wants to be with you. Focus on yourself don't worry about it. And things will tallinto place -open a file

.

+ Create a quote







Junya Watanabe is a Japanese fashion designer working in Tokyo, graduated from Bunka Fashion College was drafted by rei to comme des garcons and worked under his own name. The brand was launched in 1992. In 1993 Watanabe moved his shows from Tokyo to Paris, and launched a menswear line in 2001. Watanabe is often considered a "techno couture" designer.

The brand offers women and man line, Junya Wananabe MAN. He then also established a subline called 'eYe'

His collections are focus on avant garde. Three dimensional, geographical construction and origami constructs are some of the signature work of Junya Watanabe

Junya watanabe products are available alongside curated CDG lines and international designers on the DSML



Junya Watanabe Brand story/identity

5

Craftmanship

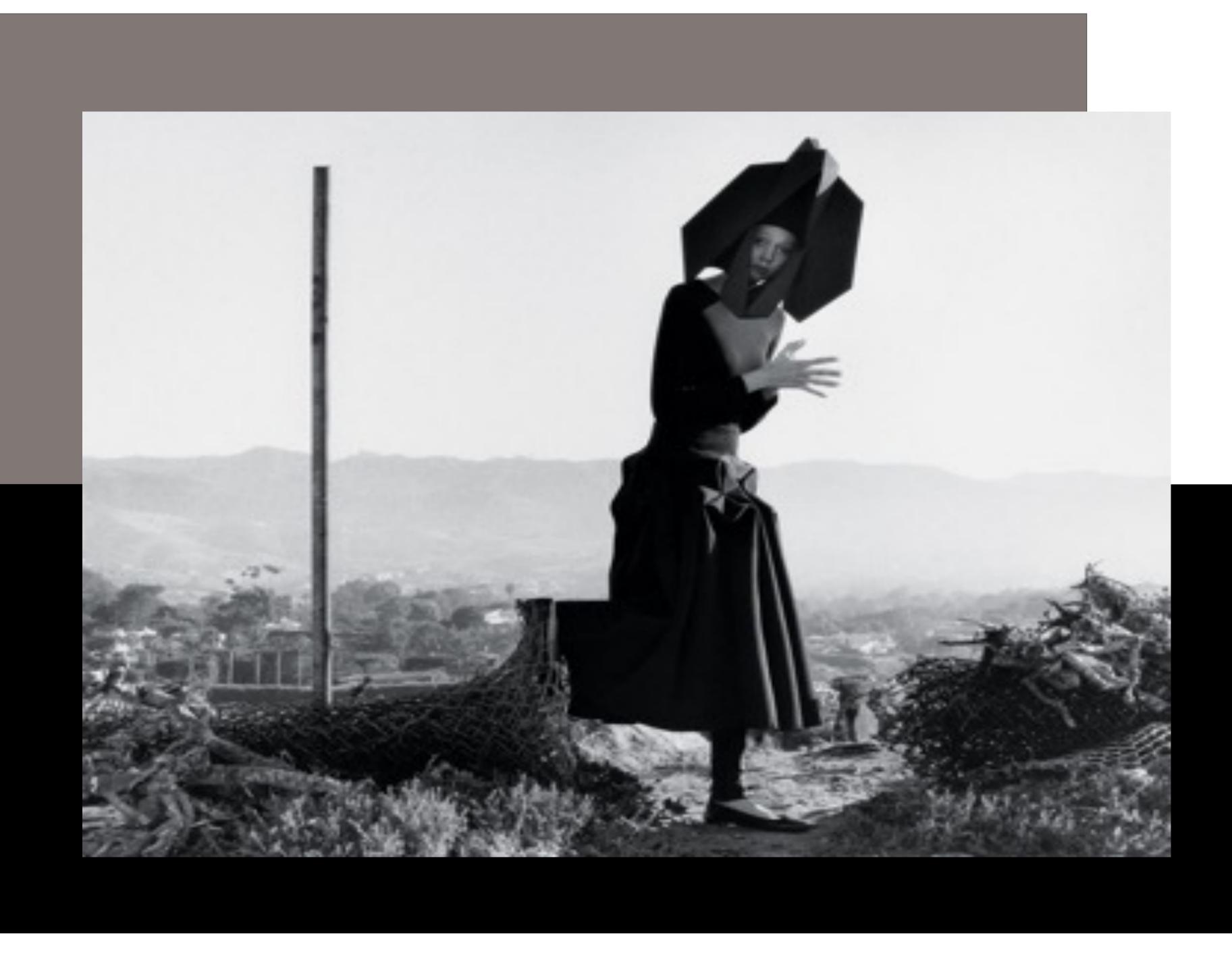
Creative

Junya Watanabe rips apart works and reconstructfashion with. It ams for 'The ordinary becomes extraordinary.'

Junya Watanabe works are creative to make sure their products are experimenting different materials, cuts, fabrics and silhouette

Individal

Junya watanabe keeps its owns japanese style. he will question his connection with Japan





"I go to see the clothes [I designed] in the shops, and of course they're not perfect, and I see only the imperfections. But it doesn't mean it's a failure-you just think, I wish it could be better than this. Sometimes I cannot achieve what I really want to do in just one collection, so in the following collection I do it again. There are certain things I've been working on for three years."

~JUNYA WATANABE





Junya wanabe products are under Comme des Garcons. The headquaters are located in Paris and Tokyo. The brand has physical retail in tolyo, london, hong kong ,seoul, melborne and new york. The expension continues and aiming high.

Junya watanabe offers the most unique, quirky and conceptual urban women at a high price. Thier aim is to do design that was not designed and search for newness. They have placed themselves in a high-end fashion retailers.



Their successsful internation grouth depends on their uniqueness on their avant garde style, good relationship throughout the whole business and globalization of internet

Concept

to the uniqueness in the brand image including visual merchandising, windos, layout. This along offering unique design and quality.

People

-The brand's success is also based on human relations. Magazines, interviews to promote its design. The team also worked together to come out with new improvement and new ideas to be stand out in the society.

Logistic

- The brand own logistic and retail allows them manage decisions during the supply and manufacturing chain. it connect stores with headquaters and



The Hierarachy of Fashion

Positioning themeselves in the techno couture, Junya watanbe is reaching out professioners, comparing with designer brands

JUNYA WATANABE

HAUTE

HIGH END FASHION

MIDDLE MARKET

(AFFORDABLE LUXURY)

MASS MARKET
(HIGH STREET / MULTIPLE RETAILERS)

VALUE MARKET

political

-recently expand their business in developed countries, less consideration in political policies -ethical manufacturing



-high quality and unique designs has established a strong brand image to get new customers

-as tokyo and paris has more raw materials to help its design and business expension

Social

- -huge impact of celebrity endorsements
- -understand and connect with the fashion taste of generation Z
- -lots of edvertisement and magazine interview and promotion
- -build up the brand loyality with customers

technological

- -offer excellent online shopping websiteand ecommerce
- -active in social media platforms
- -envolve technological research
- -manufacturing-globalisation

environmental

-the brand is slow fashion store, there is less chance of wastage.

Legal

- -smooth supply chain of raw materials and export because of the EU free trade policies
- -the clothes does not offer copyright. it protects them from stealing designs and concepts



Strengths

- -unique style, combining artisitc and streetwear feature
- -strong colalboration with other brands
- -strong loyalty ad popularity of the logo and the brand
- -exclusive availability of the clothings

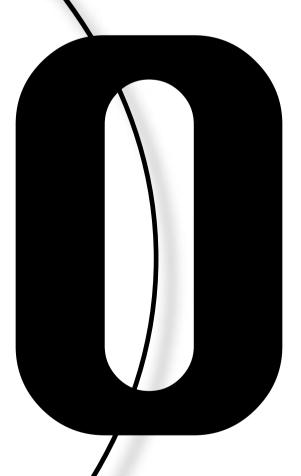




- -limited advertising campaign
- -does not have a strong e commerce platform and social media presence
- -brand position is remained uncertainty
- -the design and planning of displays are only one's idea

Opportunities

- -expansion of e commerce and social media
- -increase the participation of the design and planning of the displays and marketing



threats

-Political turbulence such as the Paris riots or chinese cultural appropriatino affecting the brand performance

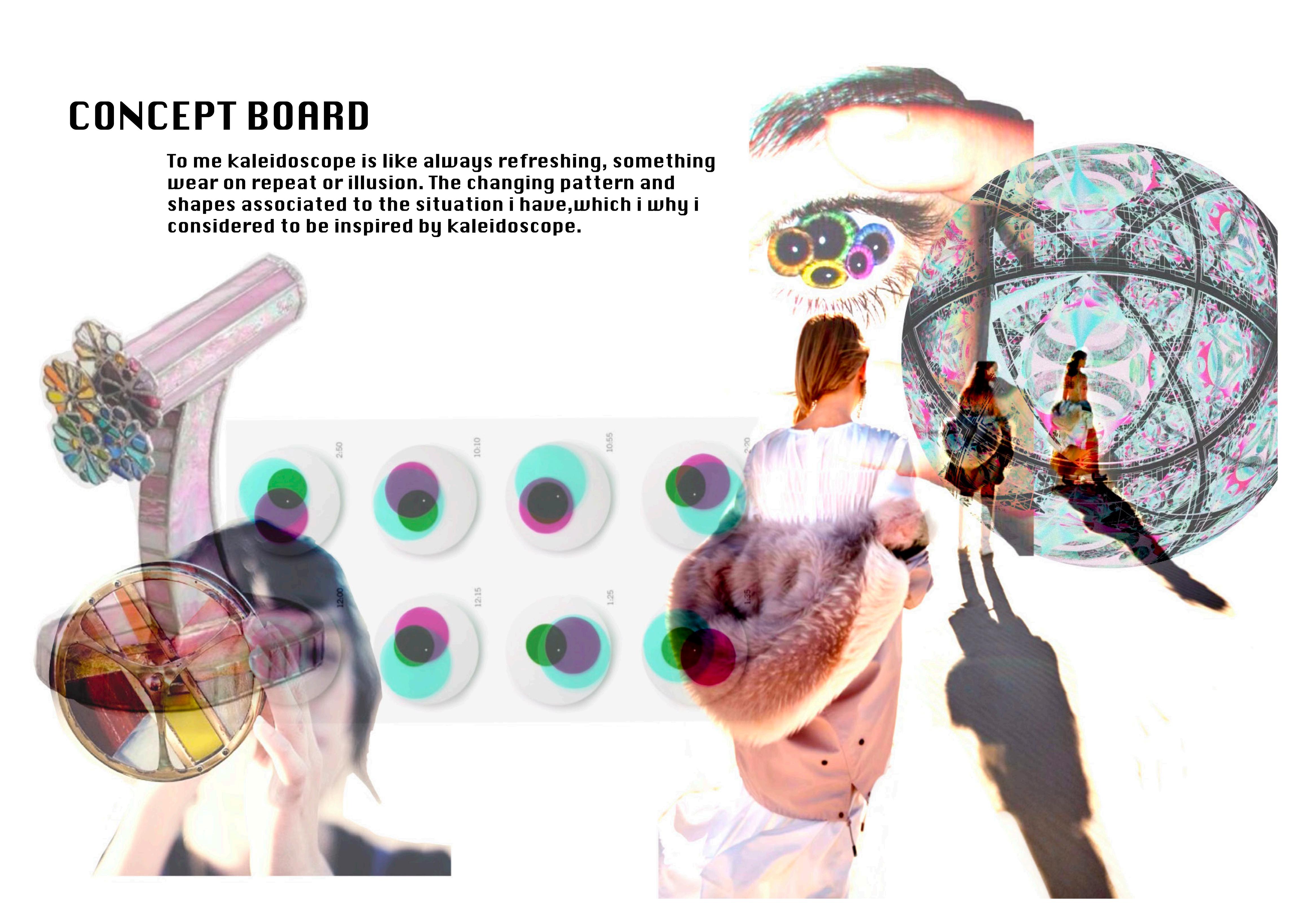
TARGET CUSTOMERS

male/ female 23-30 years old bachelor degree or above university students study in art field high disposable income

like quirky style passionate about fashion and art to express their individuality monochrome colour lover enhou bold style and cutting invest in appearance

prefer product fits its own style and taste like to focus on details low price sensititivity- willing to pay for a branded clothings high brand loyalty

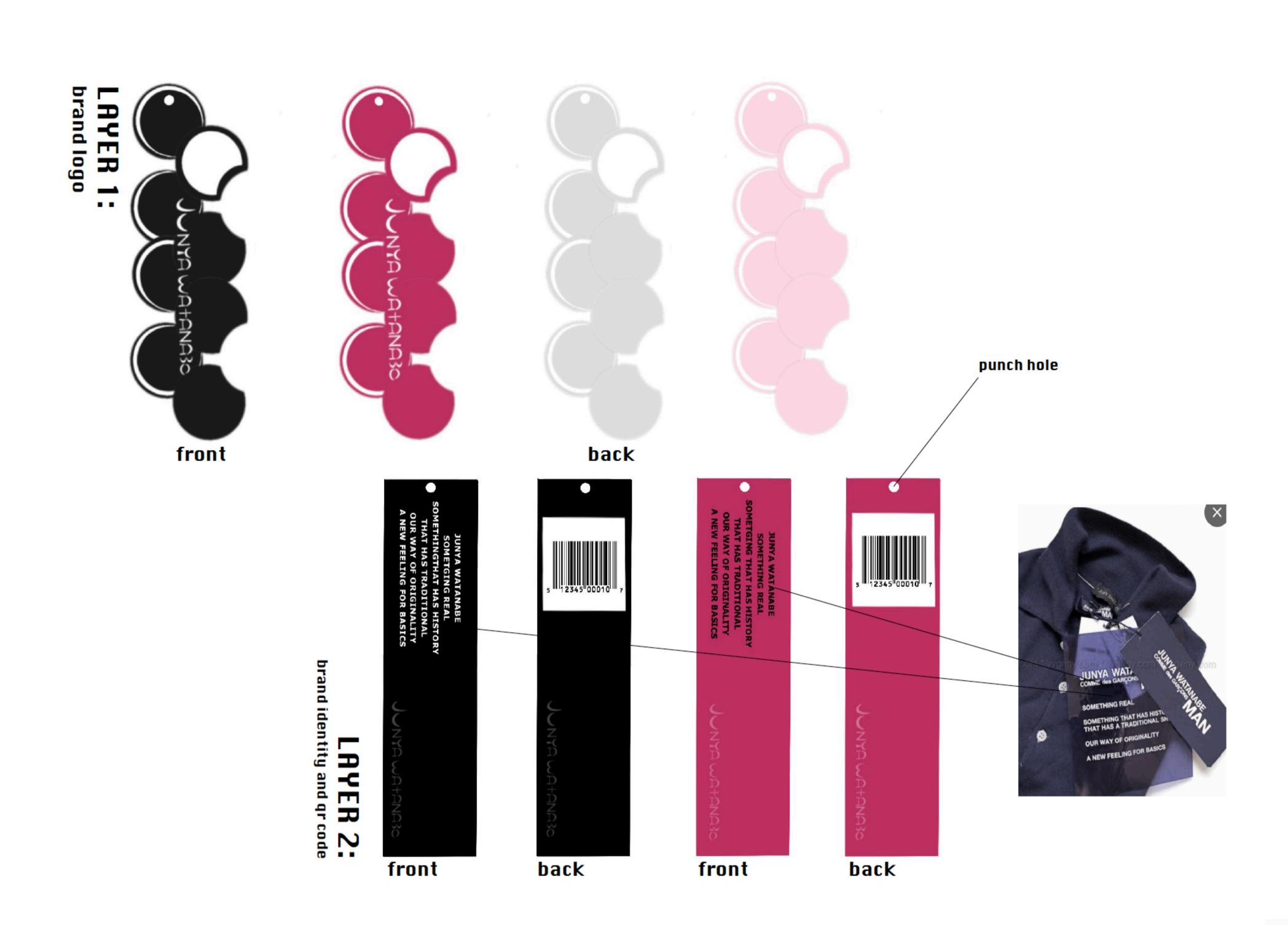


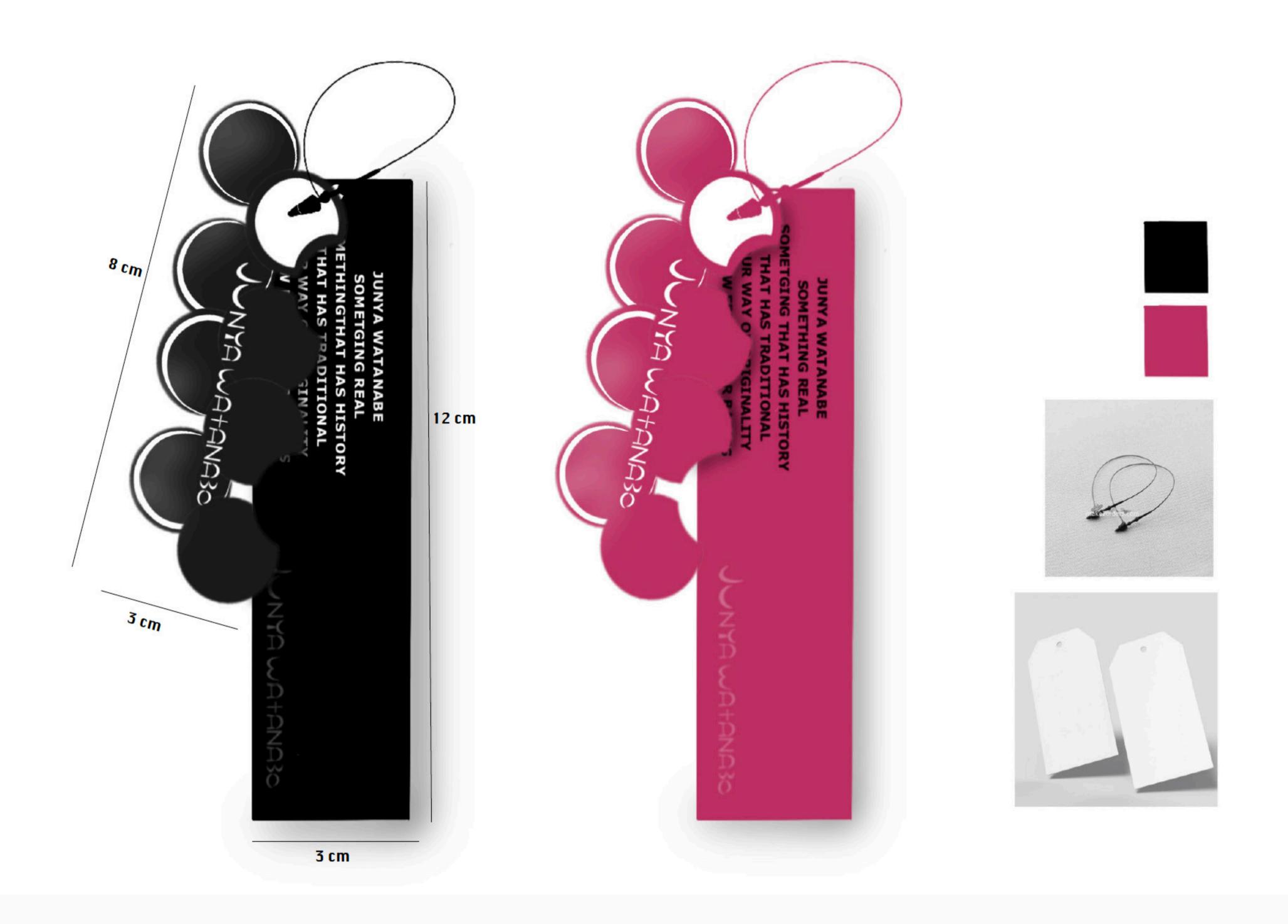


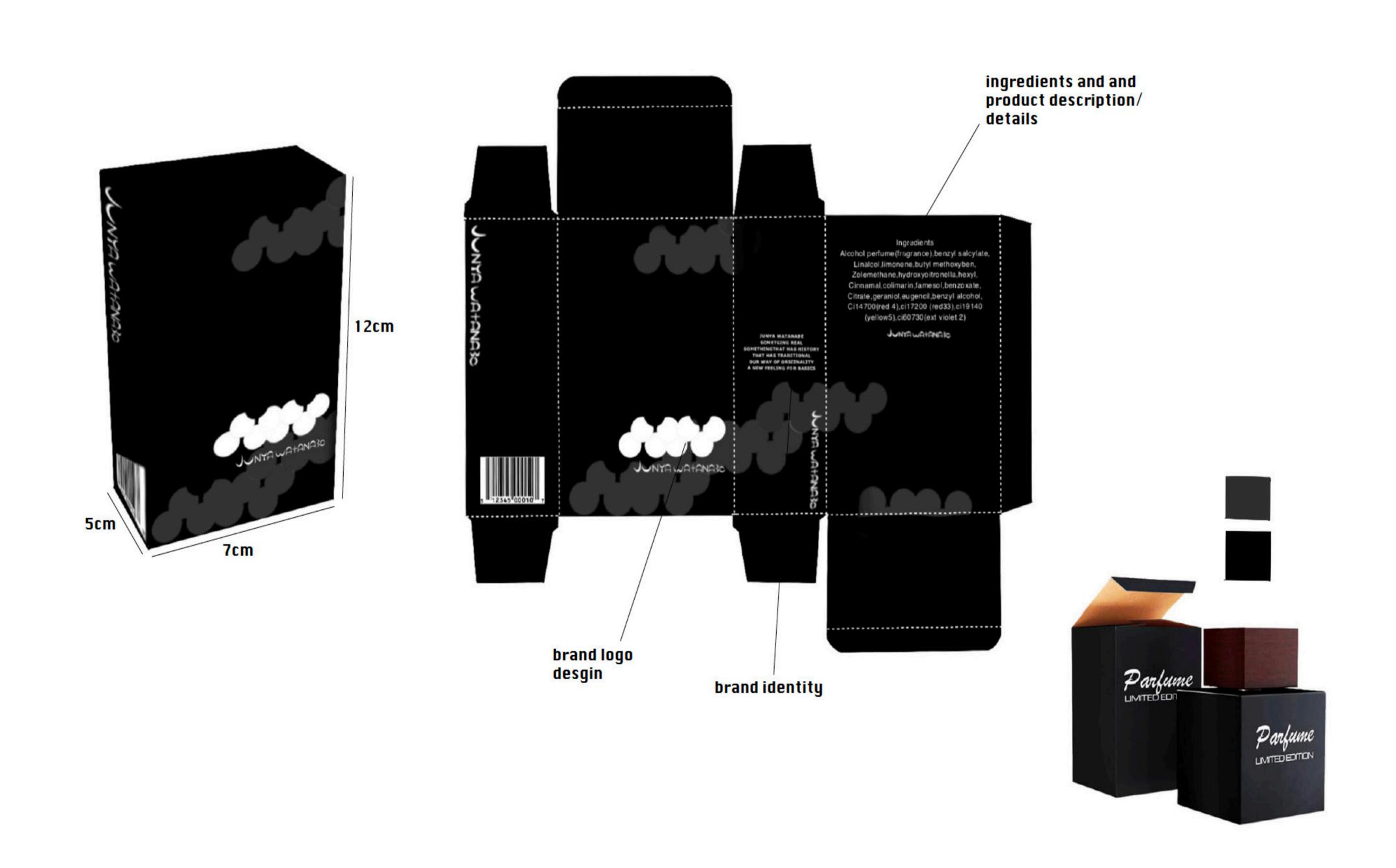


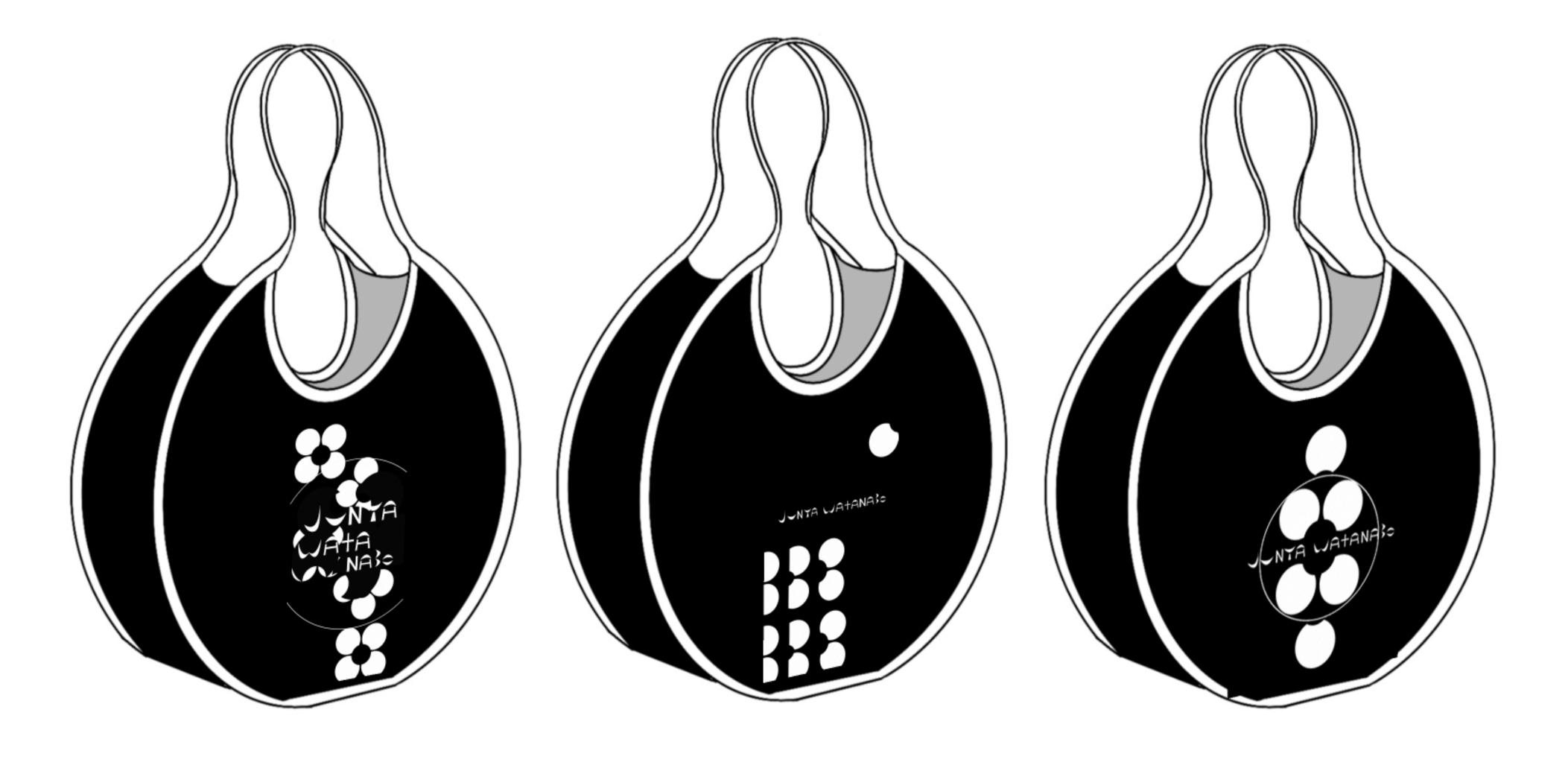
JUNTA WATANAS











Competititive advantage(differentiation factores) for the brand:

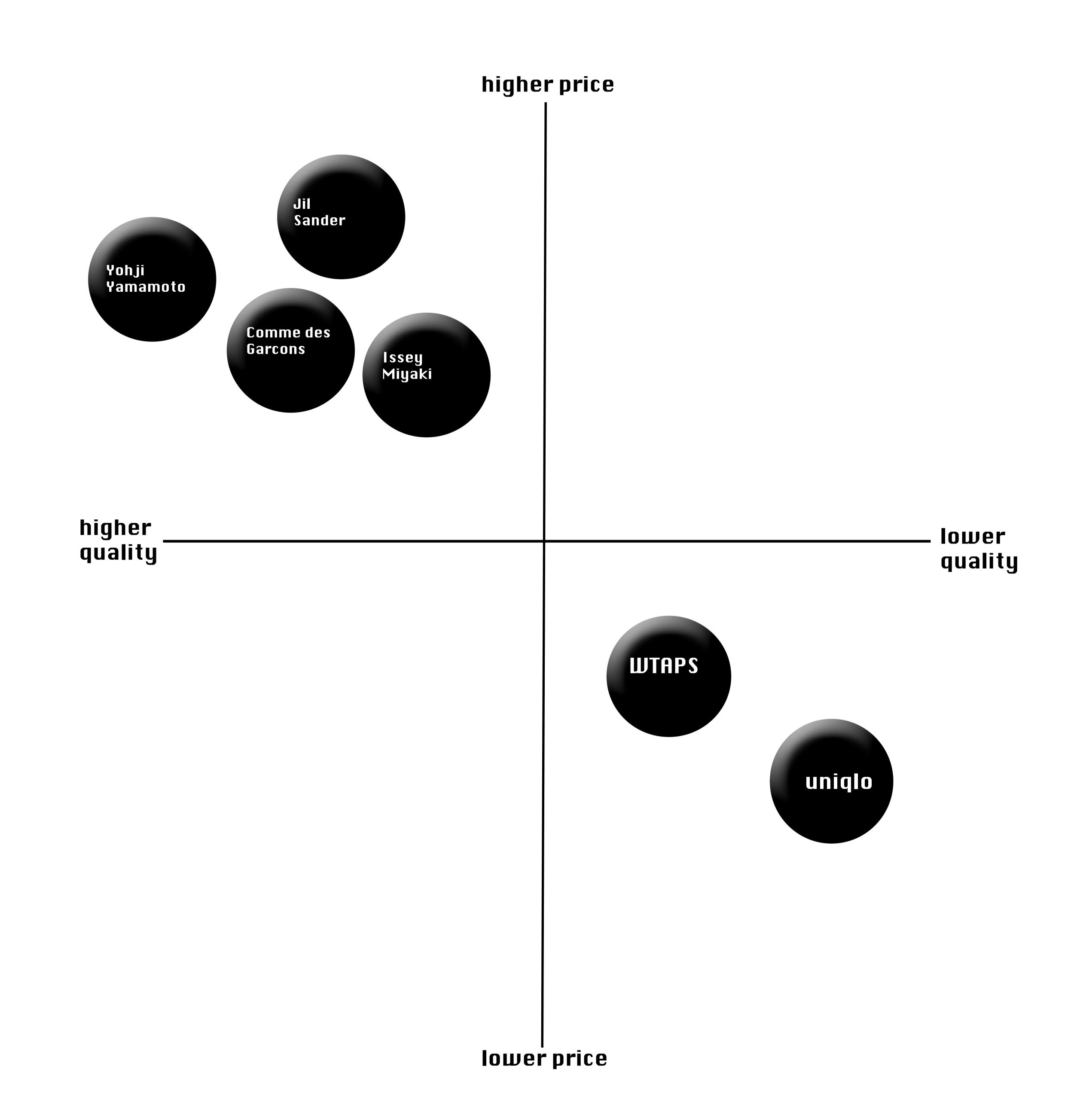
- -made by women or men
- -monochromatic and minimalist colours
- -japanese fashion style and silhouette inspired to increase cultural values

Identify 3 direct competitor:

- -Yohji Yamamoto-the brand is popular for the monochromatic outfits with excellent draping and cuts which attracts
- -Jil Sander- minimalist fashion that aims to give working women a wardrove that fits with their fast paced lifestyle through feminine and fuctional clothing pieces.
- -Comme des Garcons-the brand known for its avant garde designs, unconventional silhouette and use of unexpected materials.

Indirect competitors:

- -Uniqlo-major japanese fashion branf for its affordable and high quality ready to wear adapting to trends
- -WTAPS- streetwear known for its military inspired design and high quality materials. it is characterized by its clean line and minimalst colour palette
- -Issey Miyake the brand is famous for its signature pleats and geometric patterns, which often inspired by nature and archintecture





Product

Merchandise plan:

- -Tops(Shirts, Blouse)
- -Dress
- -Bottoms(Pants, Skirts)
- -Jacket
- -Accessories (bags, shoes)

Price

Pricing strategies:

Junya Watanabe prices tend to be targeted to appeal to those with a higher level of disposable income

The high price ranges means that the products has higher quality less quantity.

Service Level:

There are extensive size of the product but limited quantity due to the fact that their priority in quality and craftmanship.

Print points:

Tops:200-800
Pants: 400-500
Skirts: 400-2000
Outerwear: 5000
Dress: 700-3000
shoes: 200-1000

Core Product Idea:









Distribution strategy:

Exclusive distribution strategy- only offering products to high-end boutiques in urban areas withing Japan and western countries

Distibution channel:

- Website at Dover Street Market.com(easiet way to track the customers
- -local boutiques (sell own products
- -other retail store(another way to track customers spending, custoemr conversion and average order value)

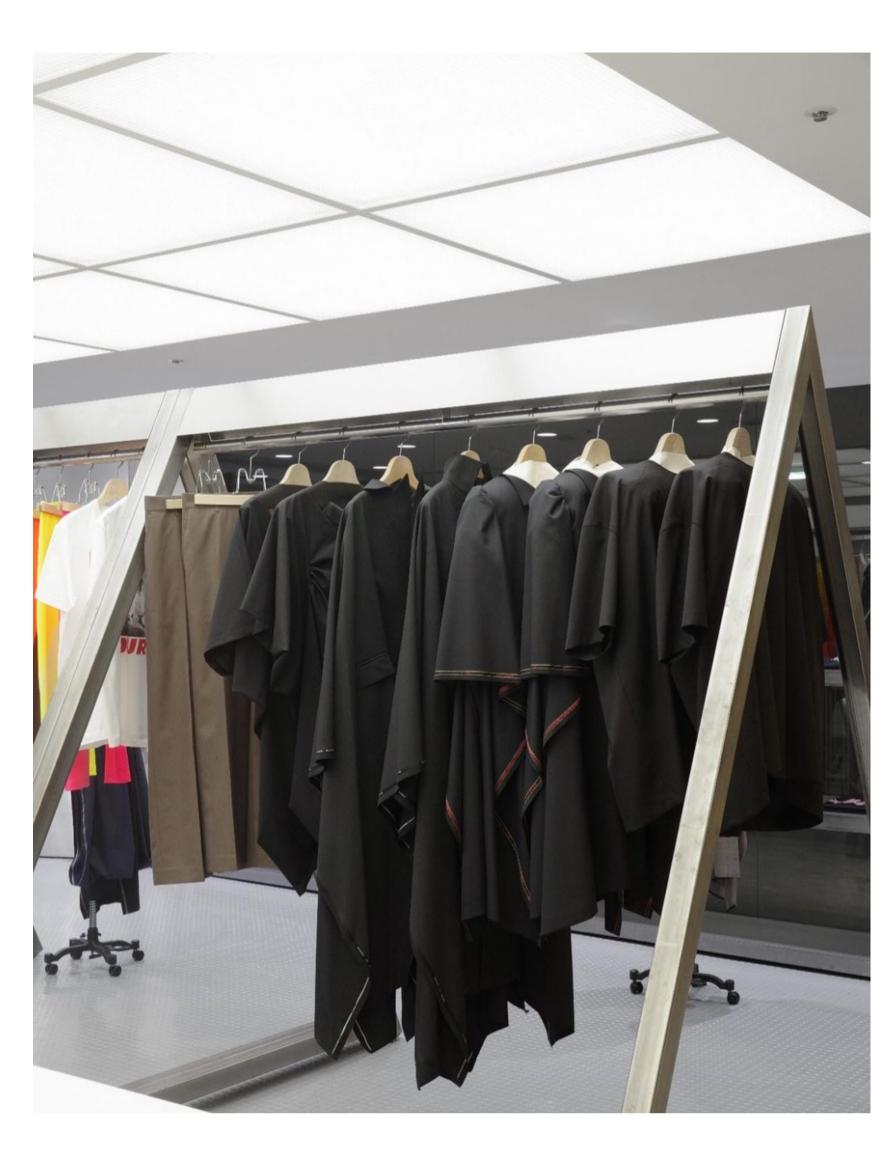
Flagship location:

Japan- one of the fashion centres in the world, located in Shibuya, Tokyo

shibuya is known as a fashion neighbourhood in Japan and include the most important transportation hubs. There are large amount of visitors and people shopping around this area. It could attract more customers and boost sales.









TAYNIT STOR

clear layout clear outline between man and women and other designers under CDG easy to use easy to access to DSML website multiple payment method products displayed in other / PRE-PURCHASE **PURCHASE** discription & Size chart website/ **EXPERIENCE** EXPERIENCE appear on social media posting \ aesthetic photos fun store experience with POST-PURCHASE differet theme **EXPERIENCE**

JUNYA WATANABE

FILTER AND SORT



JUNYA WATANABE New Balance Women's URC42



ship worldwide

next day delivery

click & collect

JUNYA WATANABE
New Balance Women's URC42
£200



14 days return policy next day return collection

JUNYA WATANABE
Women's Faux Pearl Vest



JUNYA WATANABE
Women's Pleated Winged Shirt



JUNYA WATANABE Women's Polyester Nylon Skirt

£1,095



JUNYA WATANABE Women's Multi-Pocket Skirt

£1,550



JUNYA WATANABE Women's Moto Leather Blazer

£5,015



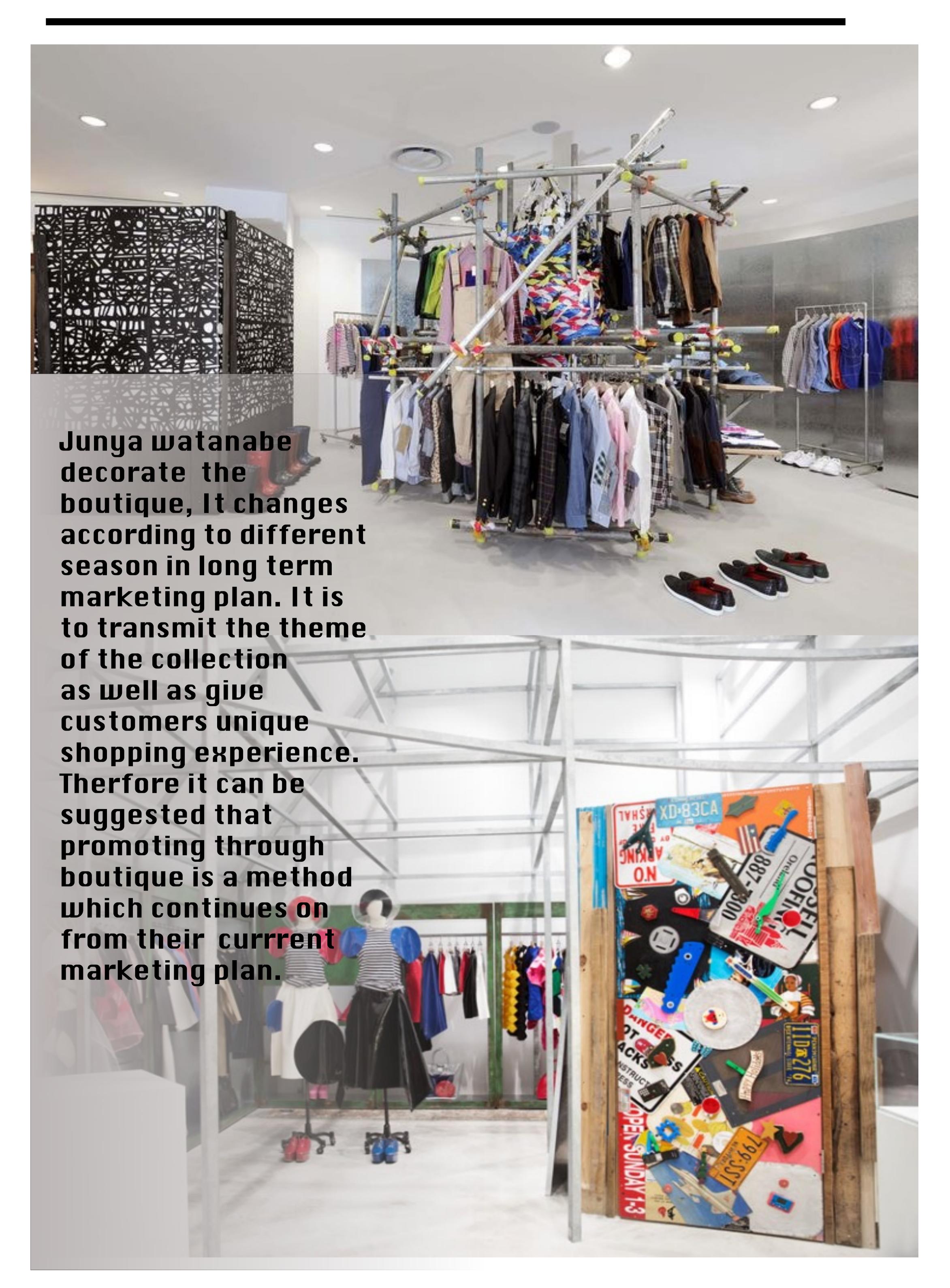
JUNYA WATANABE Women's Asymmetric Sleeveless Dress

£3,465





6.0 offline promotion





Junya watanbe works are very active in front of the fashion, commercial and magazines. His works are featured from Dazed. Rain Magazines, Vogue, etc.

His photographic works are very dramatic and colourful. his target customers are open minded males and females who appreciated fashin and arts in a unique way





3.0 Design analysis

Junya Watanabe presents its women and man collection on the runway which has dedicated as one of the most influential deisgner.

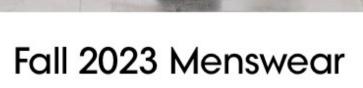
Describing Junya Watanabe approach, he often incorporates avant garde whimsical, through away of unique asymmetrical cuts on ready to wear clothing, jewelry and shoes.

There is a different vision that concern both shape and materials that reimagines the characters and meaning behind every designs

Junya Watanabe often plays with fabric manipulation, technical construction and clothes reconstruction and with oversized and exaggerated shapes, which makes the collection looks quirky but creative.

The brand is embracing monochrome colourways, sometimes combine with bright sharp colours







Spring 2023 Ready-to-Wear



Spring 2023 Menswear Fall 2022 Ready-to-Wear



Fall 2022 Menswear







Fall 2024 Menswear

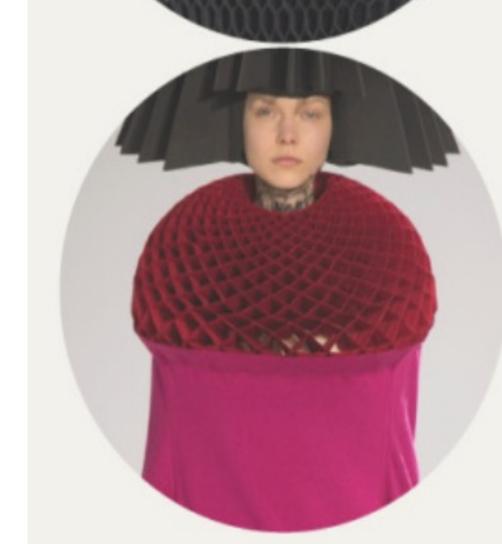


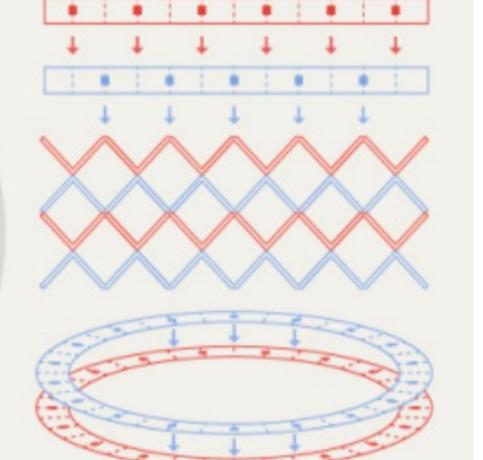
Spring 2024 Ready-to-Wear



ear Fall 2023 Ready-to-Wear

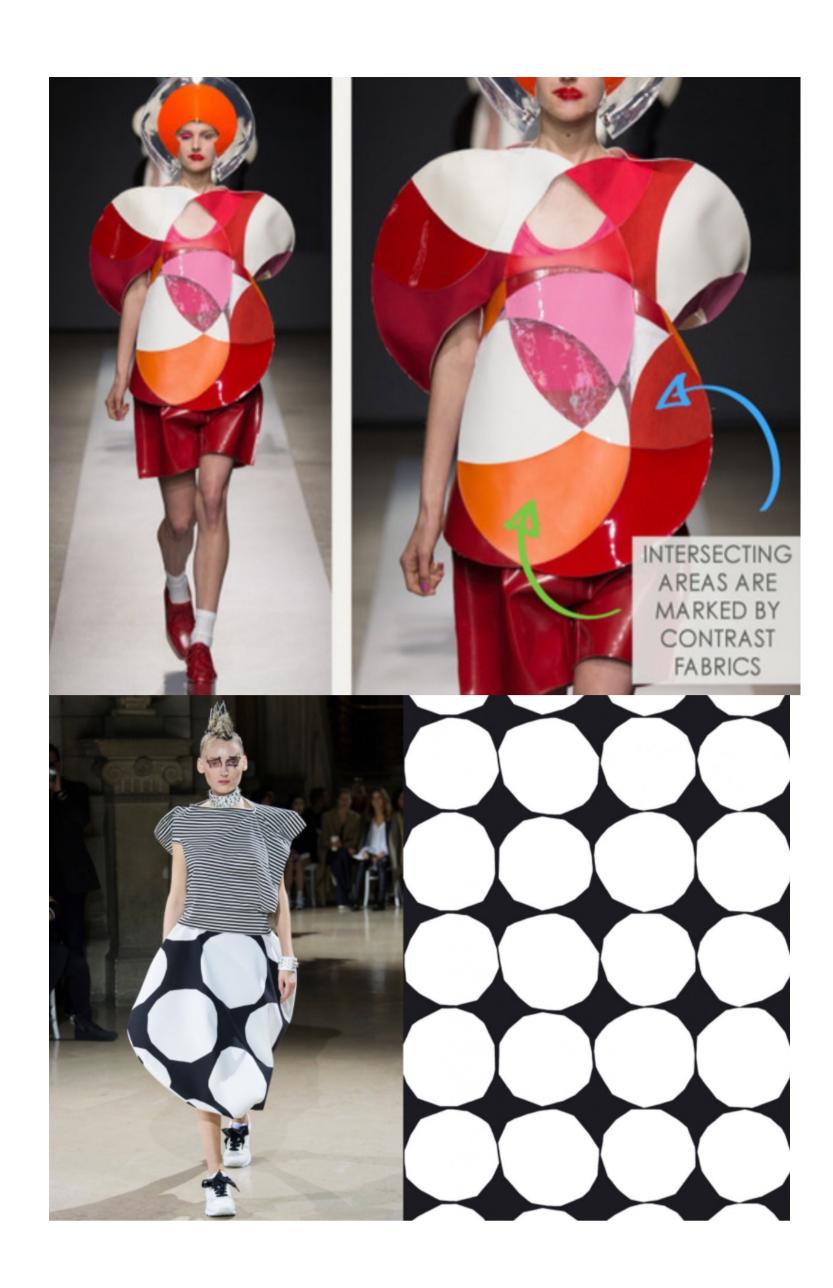






SHAPE

- -loose, relaxed and oversize silhouette for comfort yet also trendy and stylish
- exploration of based on shapes.
 his clothes are complicated and experimental. his collection usually like to explore geometrical structure and prints



FABRIC

Natual plant fibre:
-organic cotton
-curpo(lining)
-PUC

Natural animal fibres:

woolleatherrecycled polyesterrecycled spandex

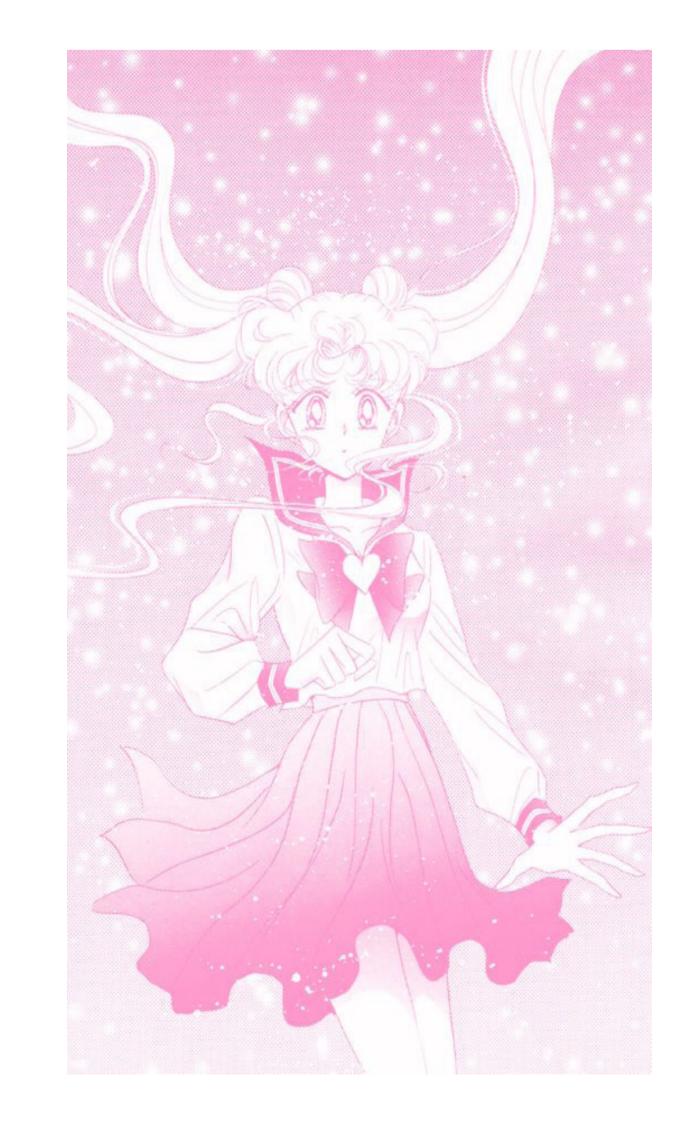
COLOUR

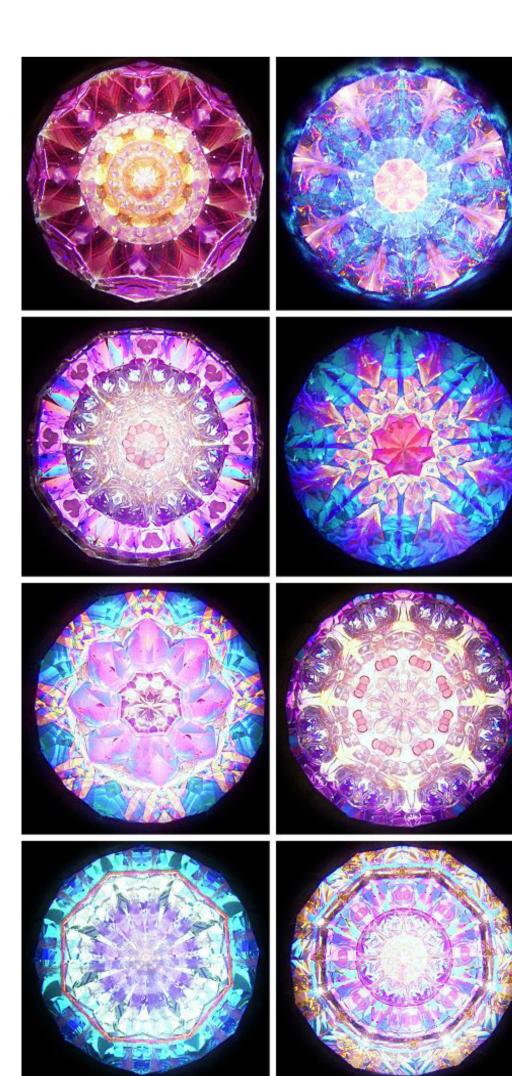
The brand will focus on sharp plus a bunch of monochrome colours for all of its colelction, keeping it punk and abstract style. Fall/winter collection colours based on pantone trend report of F/W 2025 collection.

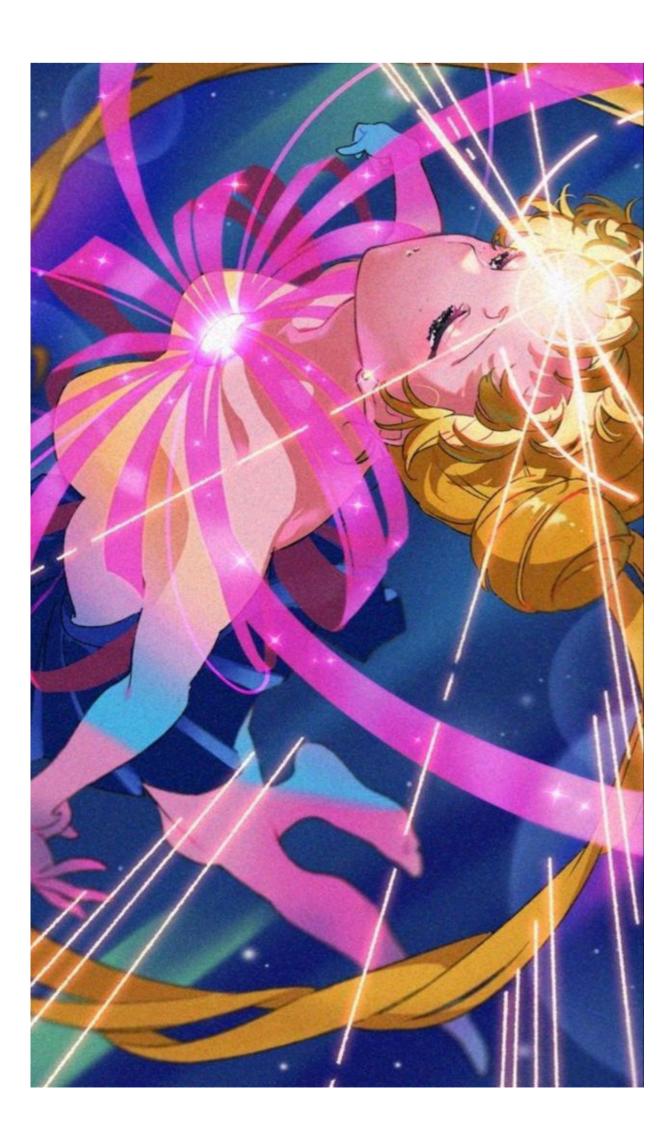
- -Sharp (red)
- -monochromatic (white,black, grey)



MOOD



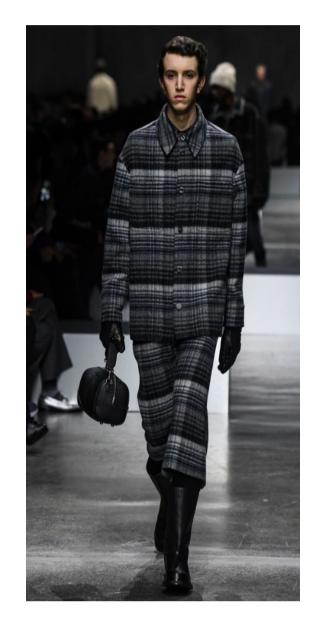




FASHION TREND-STRIPES AND CHECKS

Stripes and checks are often ssen inf all/winter 2024–2025. One on tone or through vibrant, ethnic colors. Checks bring movement to these colors and are in high demand as light and elegant checks. for example, Versace 2024 collection coat







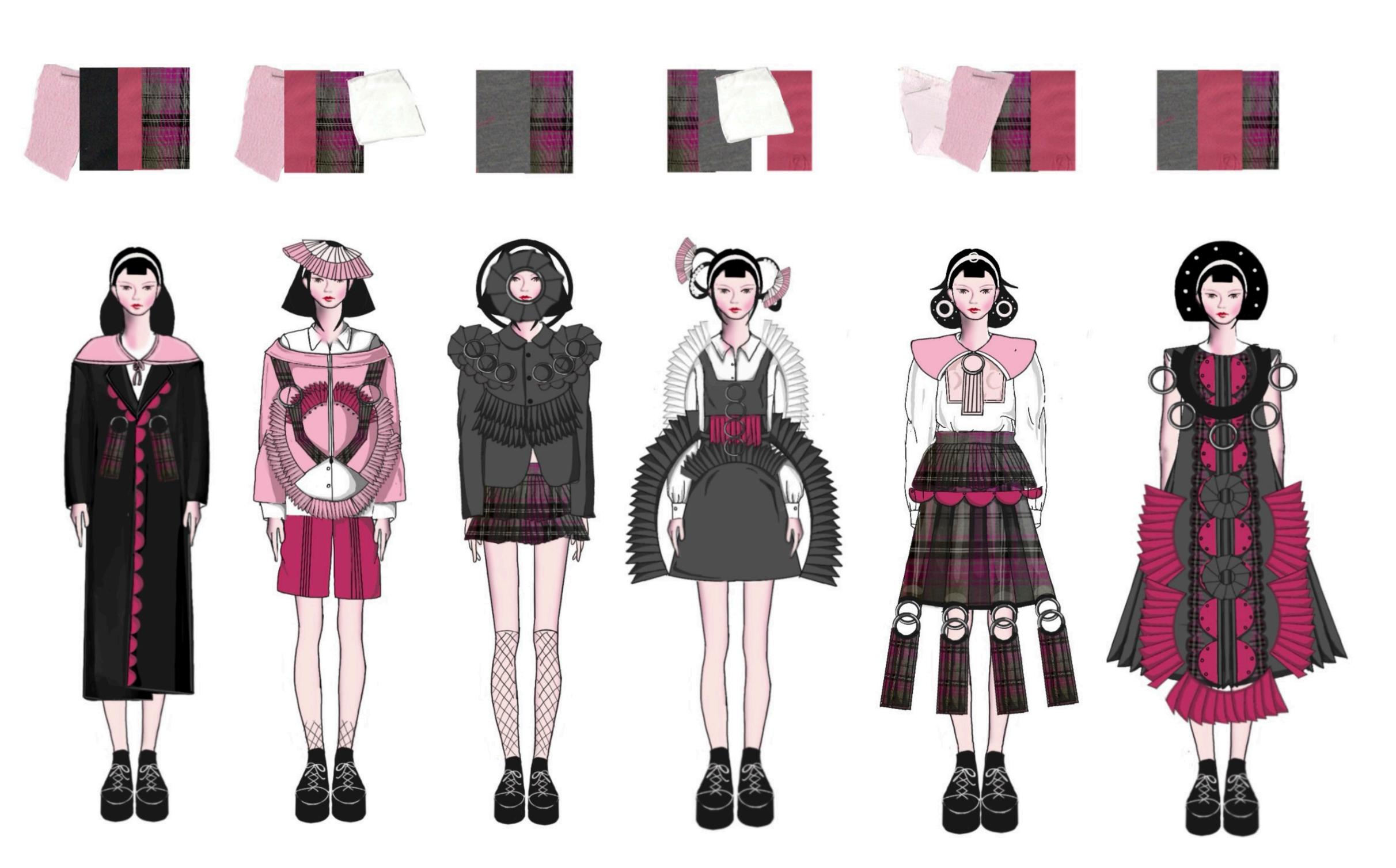
FASHION TREND-SKIRTS

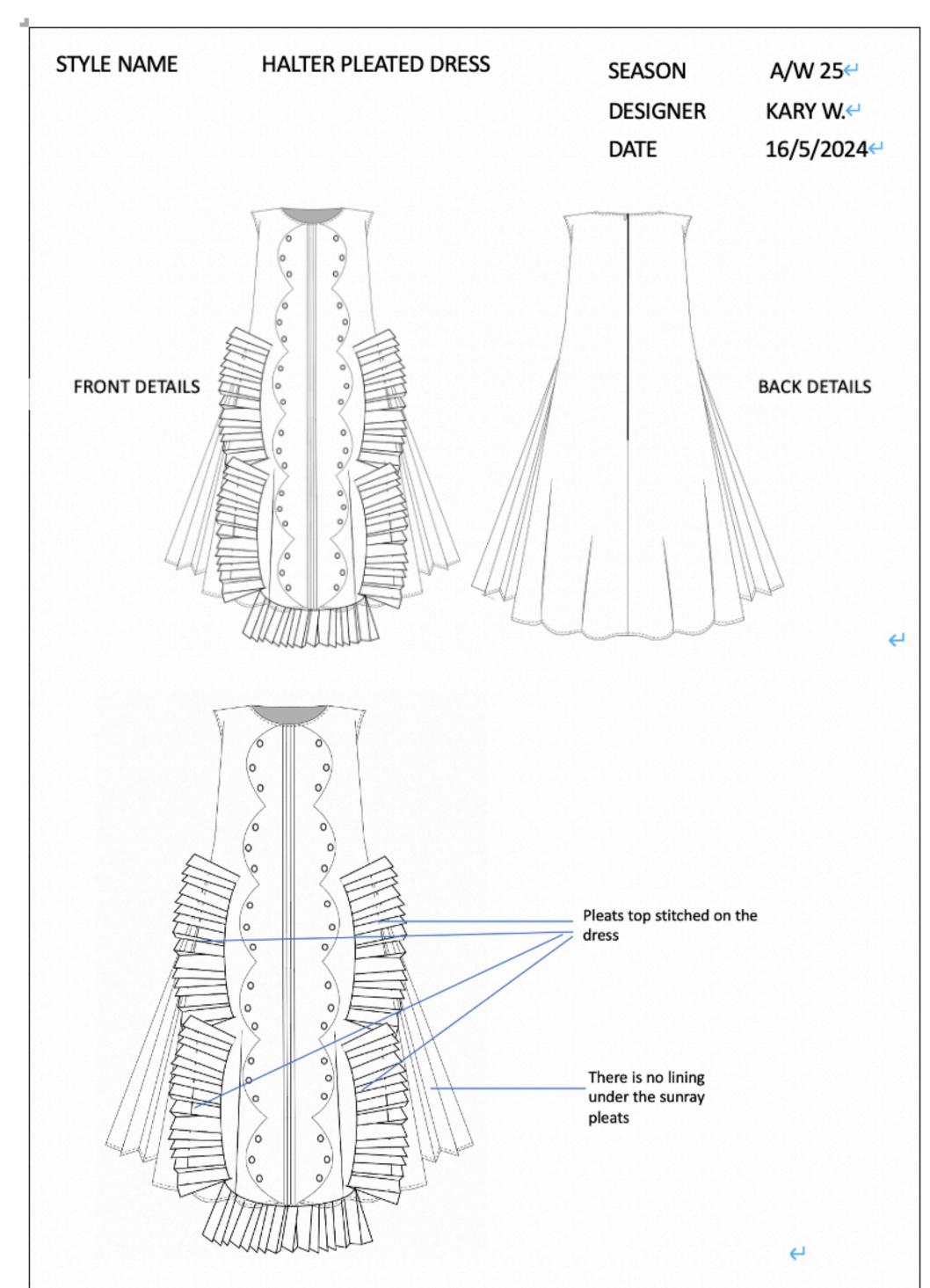
Skirts with dropped waist, the garment is fitted much lower, usually falling around the hips rather than the waist, creating the illusion of a longer torso and a more accentuated hourglass figure.





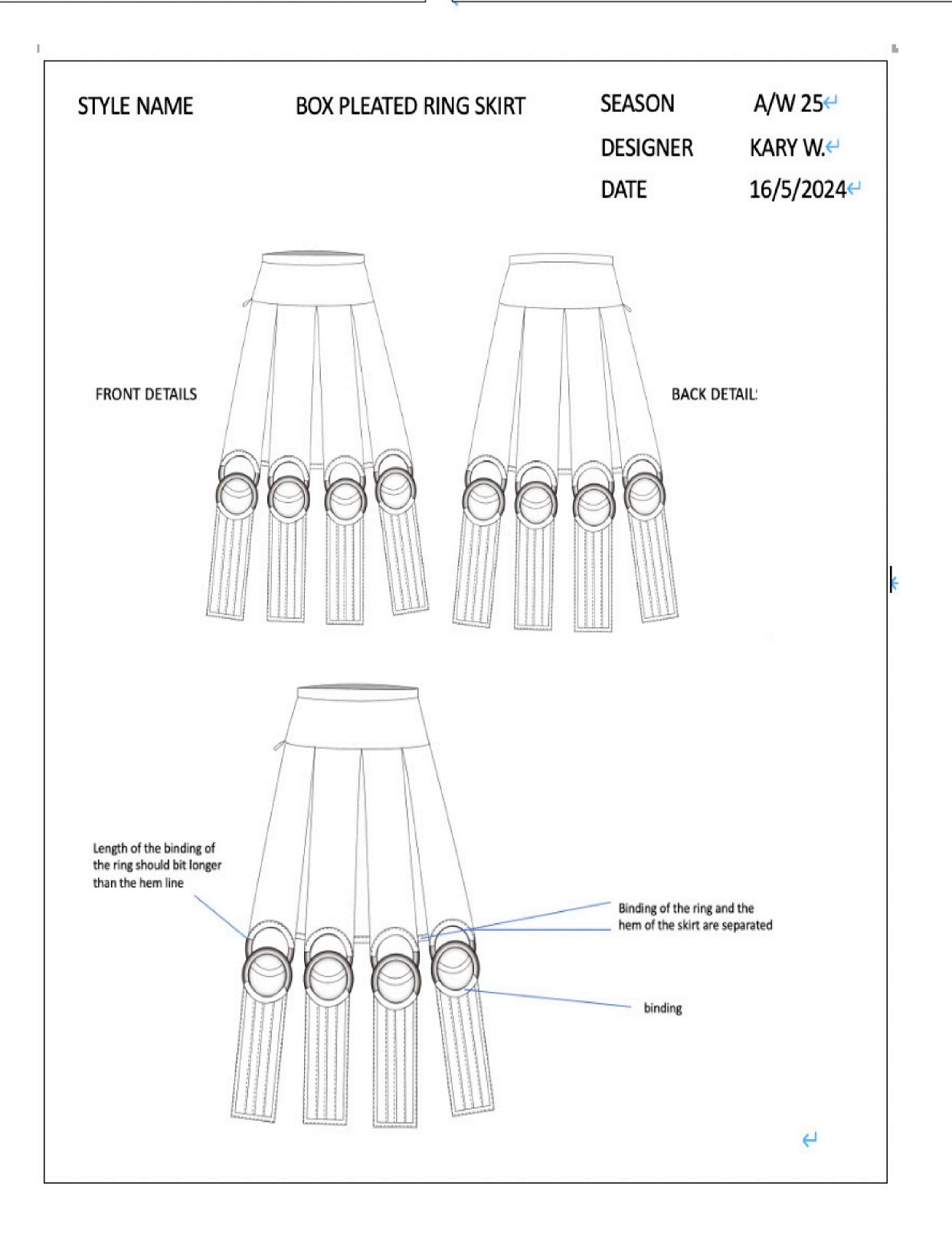
JUNYA WATANABE JUNYA WATANABE JUNYA WATANABE





























Hidden figures

The cultural practic of footbinding has performed in Chinese history. Women feet were squeezed into a uncomfortable size to fit in high heels. After the establishment of Republic of China in 1912, the practic of footbinding had driven to an end.

I have read some books from the British library to ivestigated the background behind this practice. I looked into the cause and effects of footbinding. I was also inspired and appreciated how Yangxishan had changed the nature of feet societies because of his belief in womenkind and able to rescue the life of women and their descendants. I feel like this spirit should be highlighted

I have think a lot about womenkind. Women had not been attanched importance throughout the whole history. They are always been judge by some false belief in beauty by the community.

This project is to call back the footbinding culture and encourage people learn from Yangxishan to revolve against the phenomenon

Research

Mc Dougall (1958) Chinese Foot bridge on buttok musele for printer in 1958 on buttok musele for

In the field of personal suffering, there are very few accounts; presumably the agonies of carly life were soon forgotten. Hsieh Ping Ying's "Autobiography of a Chinese Girl" (1943) does, however, contain a most poignant description of the thoughts and reflections of a girl undergoing the process of binding. "Akas!" she wrote, "everything had been carefully prepared. A pair of small shoes the sight of which made me shudder, were placed before me when I put my new vermilion shoes on, net only my feet, but also my whole body felt numb and figid. I felt as if the bones of my feet were broken, and I cried and fell down on the ground. From thenceforth I spent most of my days sitting by the fire spinning. Sometimes I could manage to walk very slowly in the hall my mother had accomplished two of the three things she considered it her duty to do for a daughter first, to bind her feet, second to pierce her ears, and third to marry her off".

rales then more vely

footbonding make of still and make of yarning clothes, sho

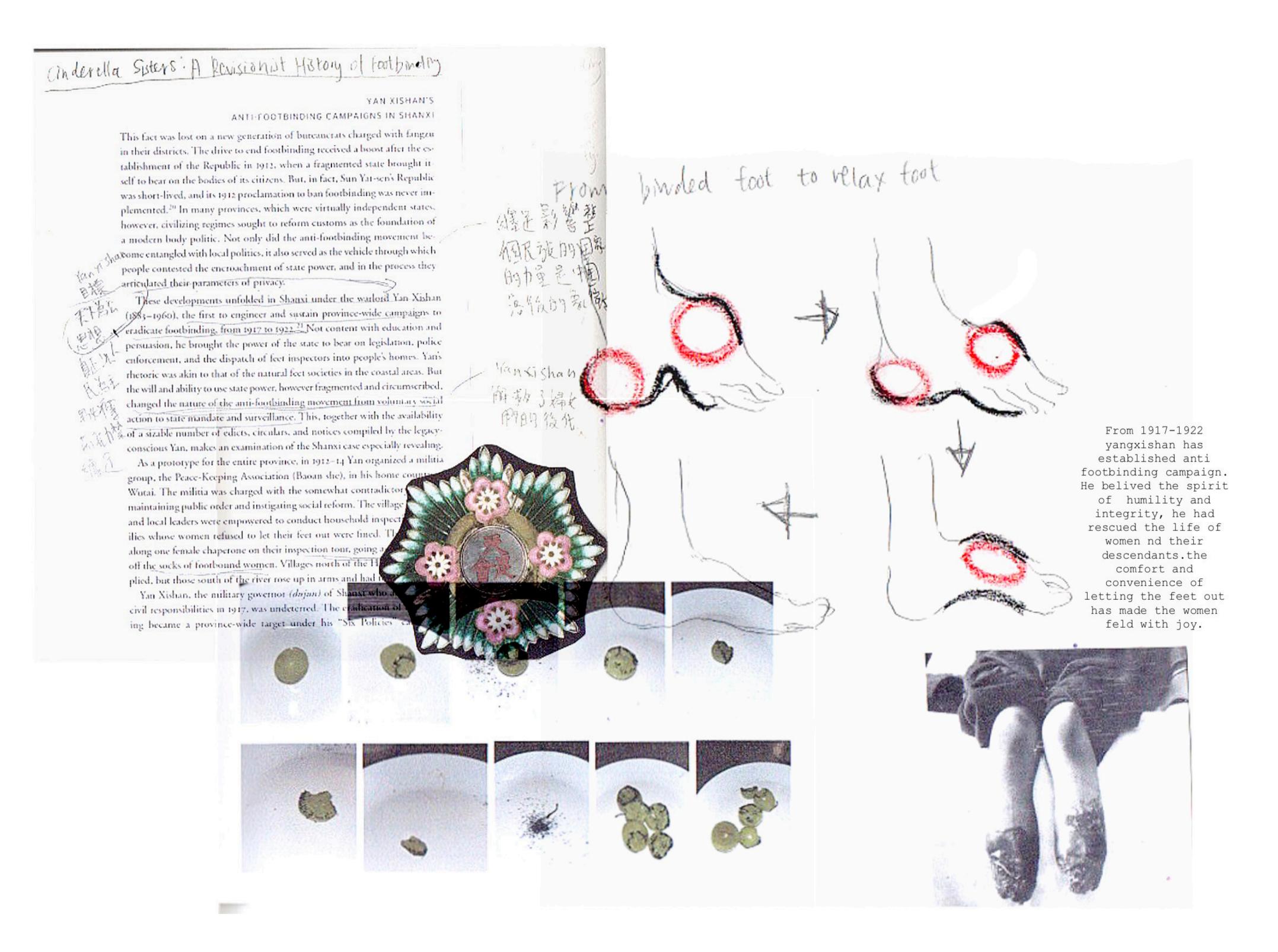
garning clothes, shoes. Better life Better Marria

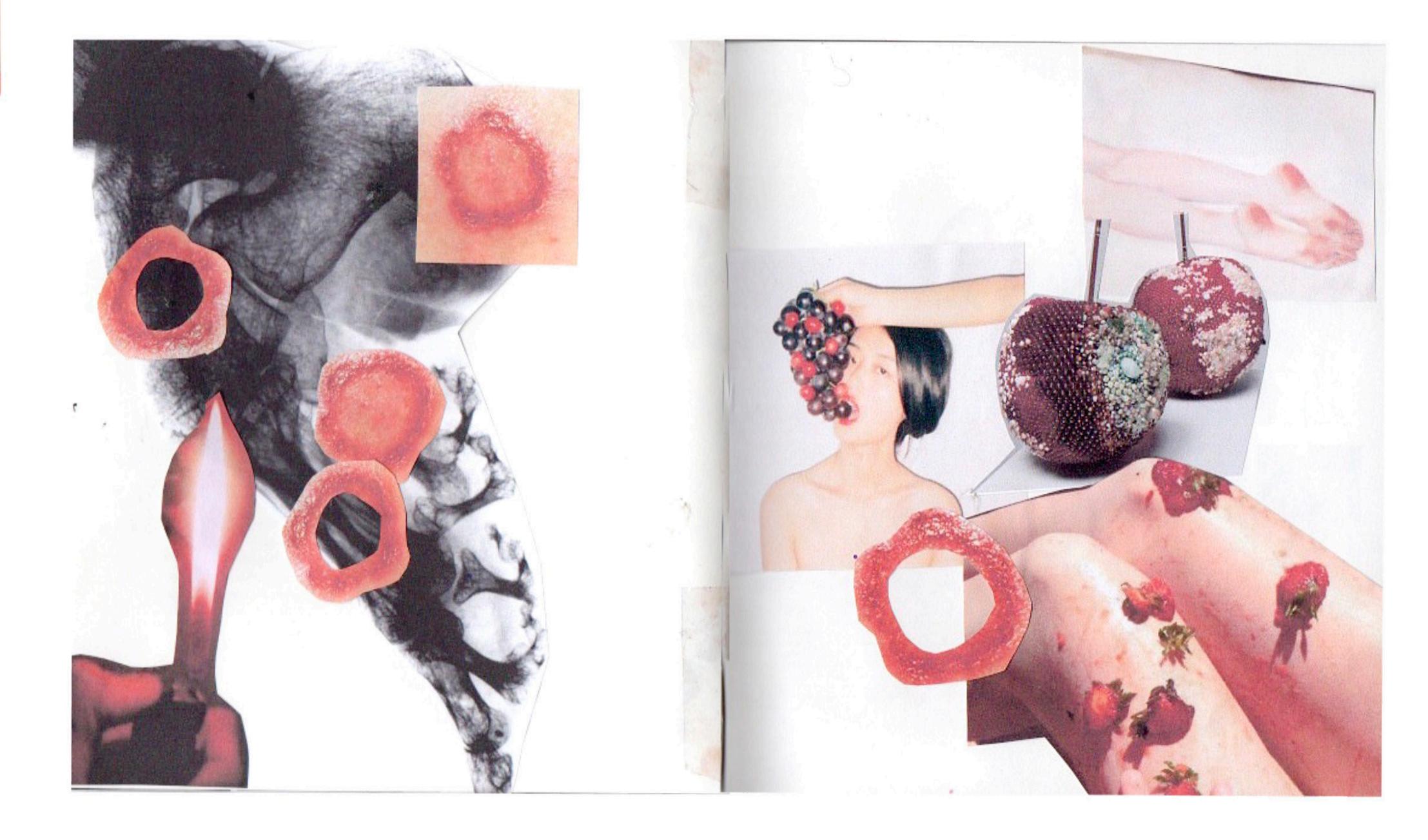
"The contact of the genight organ with the little attraction of the genight organ with the little attraction of the genight organ with the little attraction of the result of an independent of the following and swallows the Chinese approdisints - including "gluen" and swallows the Chinese approdisints - including "gluen" and swallows are to find Chinese Christians becausing themselves at confession of having had "evil thought at looking at a confession of having had "evil thought at looking at a confession of having had "evil thought at looking at a confession of having had "evil thought at looking at a confession of having had "evil the foot Ellis (1905) to the sexually exciting effect of the foot. Ellis (1905) to the sexually exciting effect of the foot. Ellis (1905) to the sexually exciting effect of the foot. Ellis (1905) to the sexually and that the energy largely a name for sexual attraction which it the empression and the effect to make the office of "normal regarded in the effect to make the offices of which it excepted. Small was a measure of the sexual attraction which it excepted. Small was a measure of the sexual attraction which it were conton arose out of the naturally small feet of Chinese custom arose out of the naturally small feet of Chinese women, the result of a tendency in the secret for beauty women, the result of a tendency in the secret for beauty from a count of the small feet of the small feet of the small feet as a love of the small with and admire and arms about small feet as a love fetich, when they wrote, and again: "the cult of the folden lily they wrote, and again: "the realm of psychopathology; when the one remembers that the really small and vell-shaped feet of one remembers that the really small and vell-shaped feet one remembers that the really small and vell-shaped feet of the small book devoted to this art.

Profession



According to the book Chinese Footbinding from McDougall from the bristish library, the practice of footbinding had made harms to feet. Girls have took pride into their size of feet rather than body shape for sexual attraction. This concept of beauty has gone wrong and twisted.





Experiment

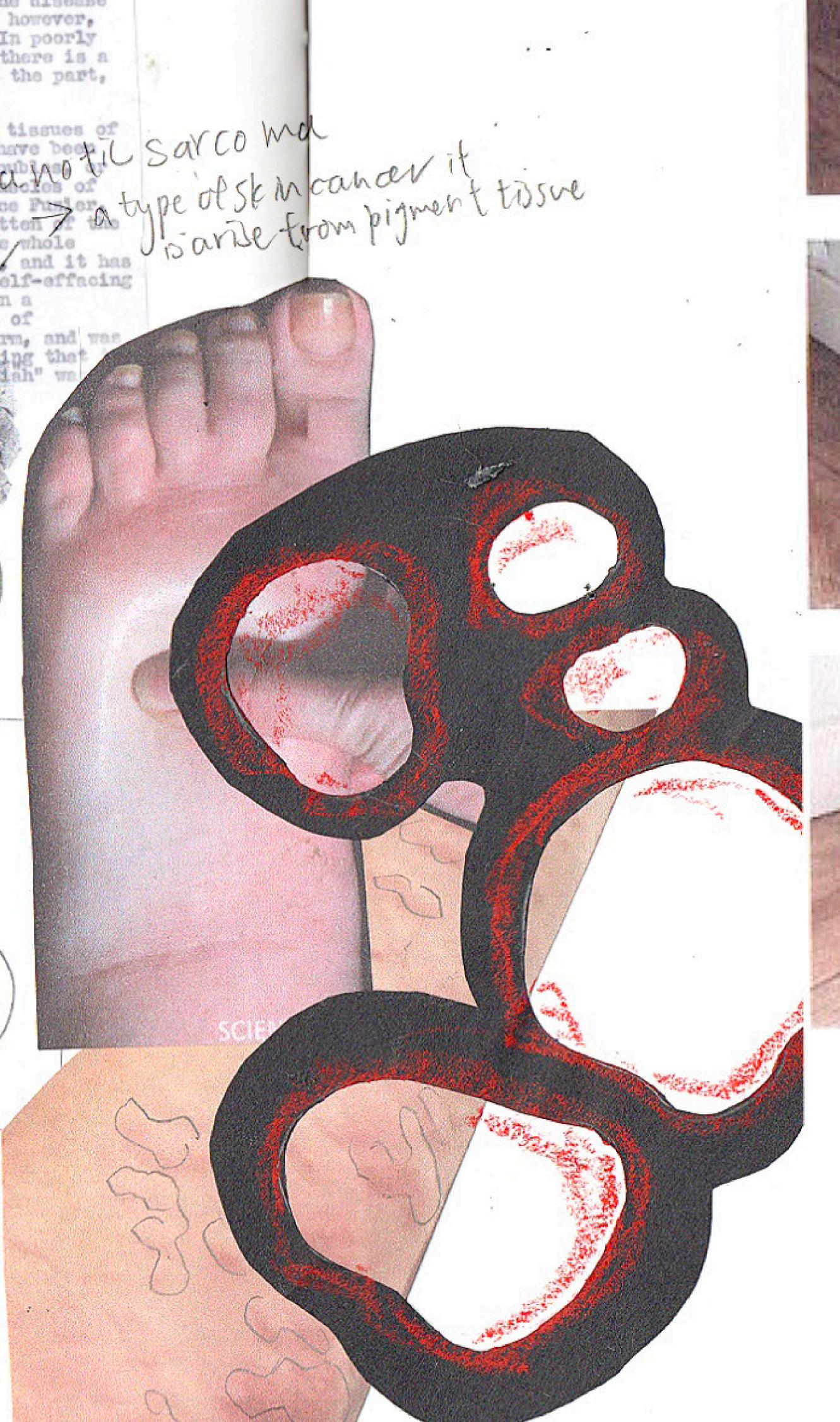
HARMFUL RESULTS OF FOOTBINDING

It is beyond doubt that the custom took many lives, and caused much misery and disease. The pathatic child (aged 9) in Figure 3 shows loss of both feet as the result of gangrene, and there are numerous other similar cases on record. Martin (1872) recorded fatal results, Parker (1848) described cases of gangrene of both feet, with separation at the ankle joint, and Gould and Pyle (1897) state that gangrene and ulcerations after removal of bandages were not uncommon, and one or two toes were not infrequently lost. Wong and Wu (1936) go even further; "... as a cause of disease, it may readily be understood that a poorly nourished anaemic foot with deformed bones and abnormal strains is a favourable site for tubercular bone deposits, and tubercular bone disease in bound feet is excessively common. This is, however, the chief pathological svil of the practice. In poorly nourished children and in all cases of injury, there is a very positive tendency to gangrene and death of the part, and amputation is frequently called for".

slmost every woman with bound feet. This may have been Say Co wondered to the tissues of Say Co word purely local, due to pressure or circulatory troublast or some general, due to effects on the bones and macket of

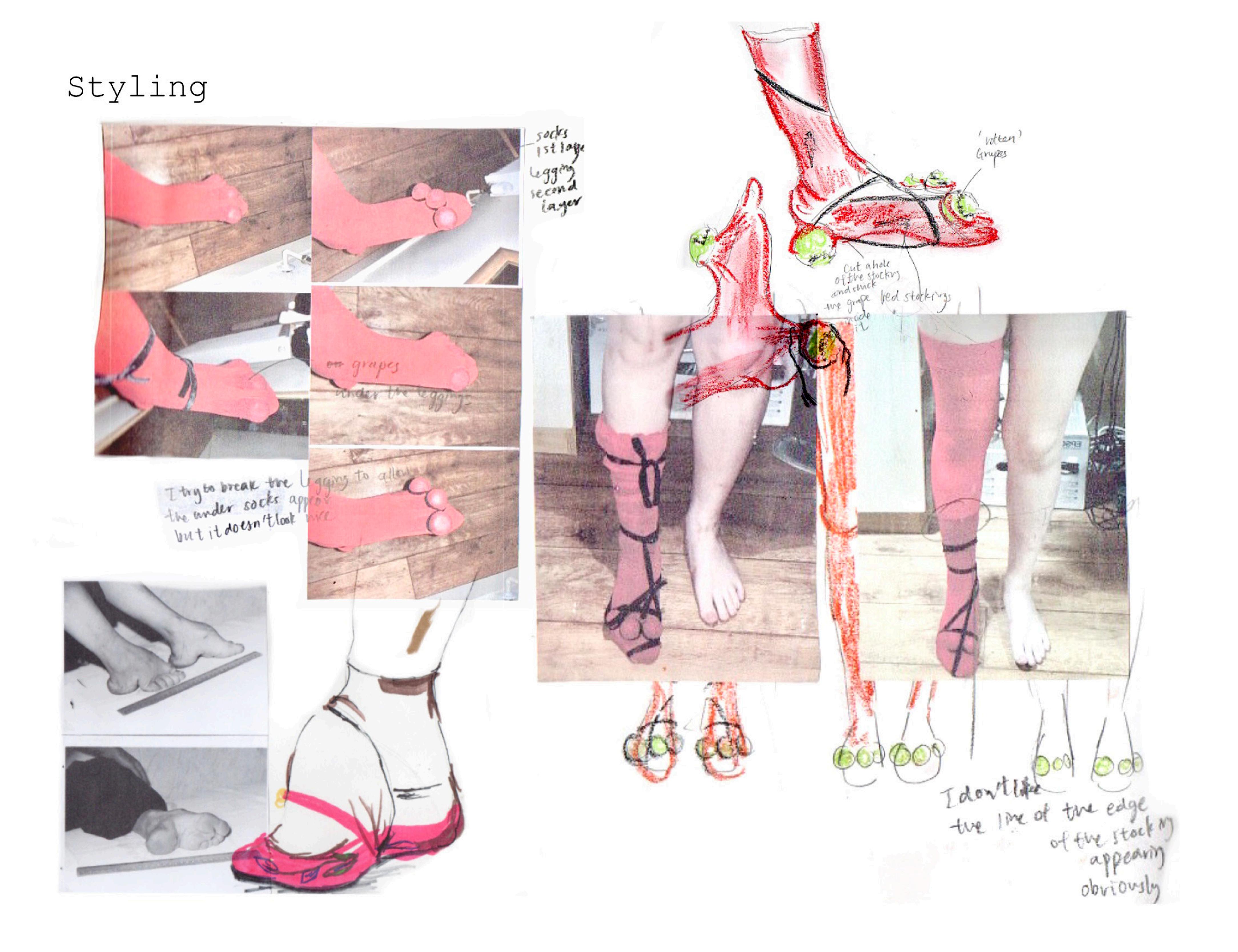
in fact greated by some as a good sign, indicat foot was yielding to "treatment". "Lau sian a Chinese saying meaning "wicer; small foot".







It has mentioned that there were lots of harmful effects under the practice of foot binding. Bones are pushing forward from the feet. I decided to do some experiment to describe this situation in footbinding



Location research

