



# YISHIAN

from dance to day wear.

Brand Portfolio

## Brand Story

---

Yishian studio is a dancewear brand with the same name as the designer, from daily dance training clothes to customized dance clothes.

It was created by Yisian Lee, a costume designer who has extensive theater experience in the industry and a history of making costumes for modern dance company. The experience of learning dance since childhood has become a nutrient, and I have personally understood the dancer's requirements on costumes.

Our dancewear are made of technological fabrics, which can stretch to the maximum while meeting the requirements of beauty, comfort, perspiration and durability.

*Yishian*



“As a girl who started learning ballet as a child, making a Tutu of my own felt like a dream come true.”



### Vision

For me, having studied dance for over 10 years, the most fascinating thing is when a dancer puts on a dance costume, ties up their hair, enters the dance studio, clears their mind of distractions and focuses on the dance. I want to design and make costumes that can keep up with the flow of dance, and I want to use different body shapes to convey that the body is a tool, not the only condition, and that any dancer can have a dancewear that can bring out their strengths and avoid their weaknesses.

### Mission

From my experience in designing and producing dance costumes, it is important for dancers to have a good fit, as tight fitting dancewear that are too tight in the shoulders or too loose in the hips will undoubtedly interfere with dance learning. The brand aims to remove as many distractions as possible, with a focus on helping dancers to have clothes that fit well and make them feel confident.

# UNIQUE SELLING POINT

A factor that differentiates a product from its competitors.

1

## PERSONAL COLOR

Use personal color (warm?cold?) to help dancers find a color that suits them. Research shows that usually test results are related to personal traits and personality.

2

## ADVICE ON BODY SHAPE

Systematically categorize the version of the dance clothes according to the body shape (Rectangle, straight, Triangle, Spoon, Hourglass, Top hourglass, Bottom hourglass, Inverted triangle Round, Diamond, Athletic).

3

## CUSTOMIZATION

We offer a large range of bespoke costumes for dancers, with a large selection of colours, styles and designs to choose from.

4

## PRINTED

Digital textile printing can save up to 95% of industrial water use, while energy consumption can be reduced by up to 75%, thus minimising resource use and textile waste.

5

## RECYCLE MATERIALS

The production of recycled polyester requires far fewer resources than that of new fibers and generates fewer CO2 emissions. Digital textile printing can save up to 95% of industrial water use, while energy consumption can be reduced by up to 75%, thus minimising resource use and textile waste.

6

## INTERACTIVE

Maintain good communication with consumers and listen to advice.

# OUR SERVICES

DANCEWEAR



## MARKET SEGMENT

Ready to wear

Customize



## PRODUCT AREA

Dancewear for daily training

Worldwide shipping online

Base in Taiwan



## CUSTOMER

Female dancer

Unisize

# TARGET COSTUMER

Age : 18-25 years old

Gender : Female

Area : Asian

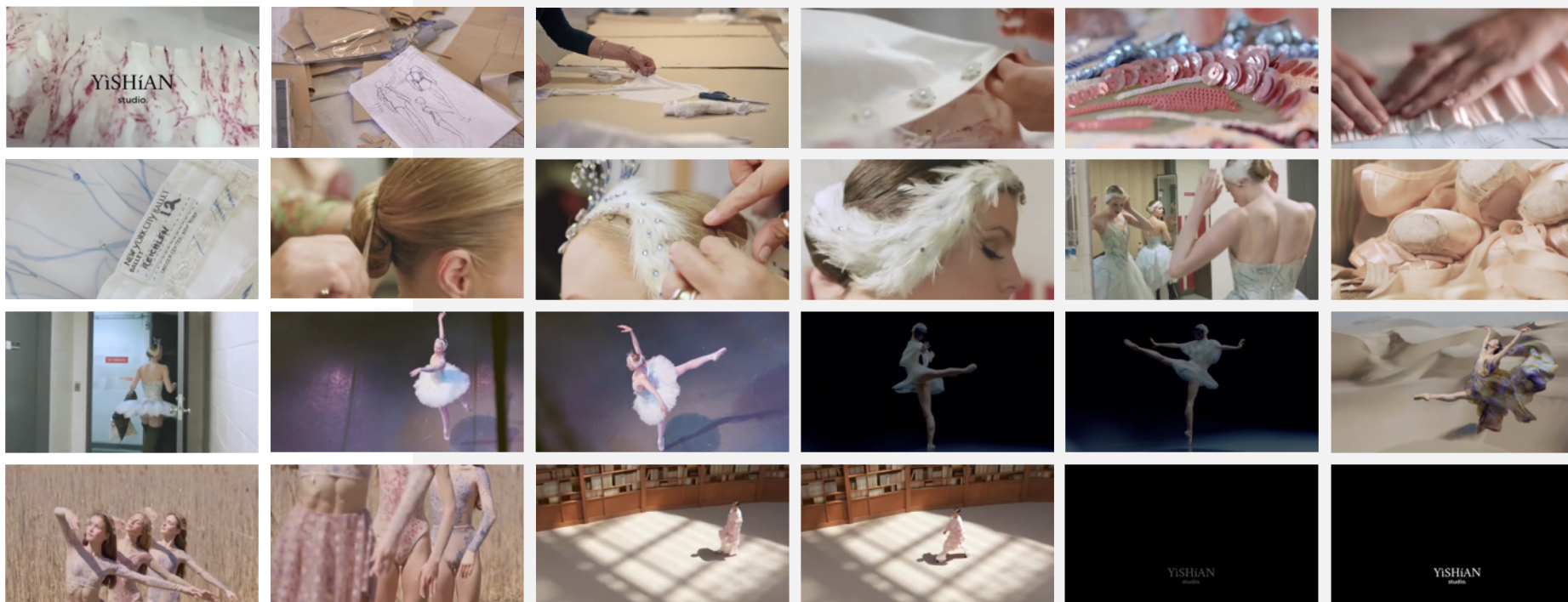
DANCER



A professional ballet dancer's work day often begins before they even get to work. Depending on the dancer they may begin with light stretching or a brief workout consisting of physical therapy exercises or Pilates. Dancers typically arrive at work 45 minutes to an hour ahead of any scheduled classes or rehearsals. This time is spent changing clothes and preparing for class with more stretching and additional warm up exercises. After ballet class taking 1 1/2 hours, they take a short "break" for 15 minutes. This 15 minute interval is called a break but dancers use this time to review choreography from the previous day's rehearsals or to change clothes again if necessary. Rehearsals take place generally over the next 6 hours with a break for lunch. If there are performances scheduled for the same evening, the rehearsal portion might be shortened by an hour or two. If there are no performances scheduled that day, the dancer will officially be finished for the day but this doesn't mean they are done with work. There is still a lot of stretching, ice baths, reviewing choreography from earlier that day and sewing shoes for use the next day or later in the week. Physical therapy appointments and cross training happen wherever they can squeeze it in.

# Brand Video

---



# Key Images From Research

---

#Yard  
#See Through



# Sky



# Light  
#Wave

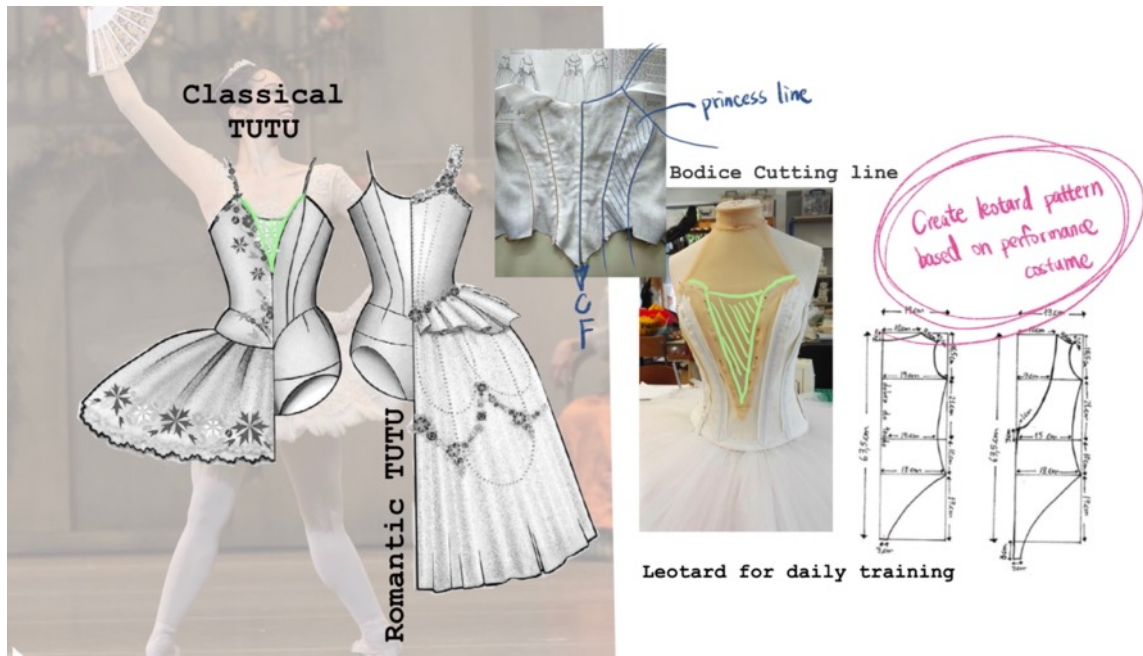


# Elegant & Agile

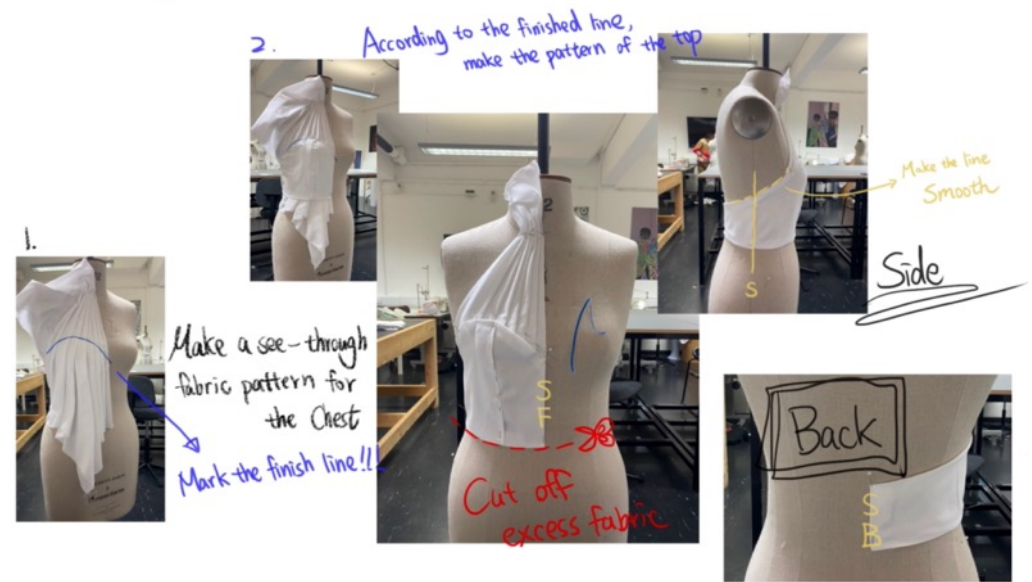
# Shadow







Practice making silhouettes for shaved-shoulder dance dresses



The concept of the brand is based on dance and can be worn daily, consider the sense of fashion, and referring to the style of the dress

heart shape

The V-neck can increase the visual length of the neck and make the face contour more

Find inspiration in the tailoring of classical TUTU

Less is more  
Plain style - using the classic pattern, simple, heart but full of details

lace sleeves

Use the splicing of three different materials to add a sense of hierarchy to the simple pattern of leotard

The ruffles of the skirt are very consistent with the concept of waves in the series

Yarn see-through jacket

Apply the concept of the Princess line to the trousers.

Widen the shoulder line for added comfort, retains the shaped shoulder design using the yarn material

Pattern Practice

Find a back design that matches front style.

Added

High neck sleeveless top

Mix & Match.

Change the princess line to modify the proportion of the front body.

Reduce the Area from polygons to only line.

Worn clothes that can be paired with but do not completely cover the dance leotard

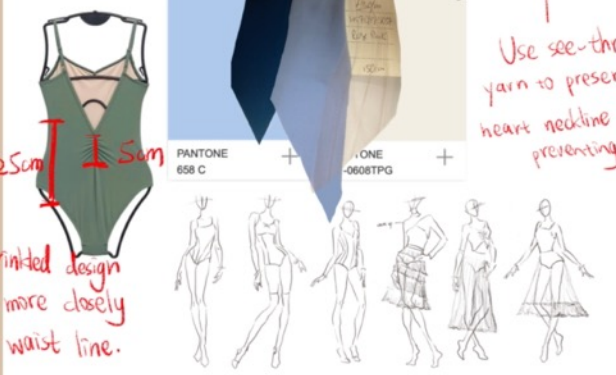
move the cut line up to increase the leg length

Visually equal width

More curvy

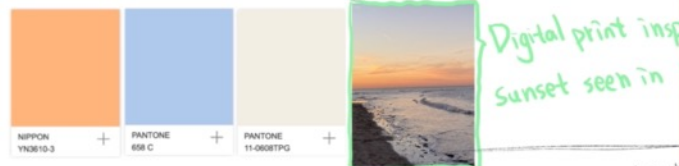


Same color different materials



The wrinkled design can fit more closely to the waist line.

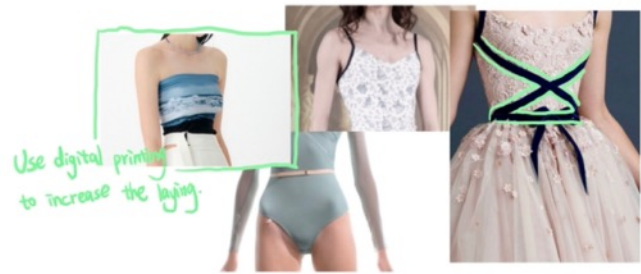
Use see-through yarn to preserve the heart neckline while preventing shine



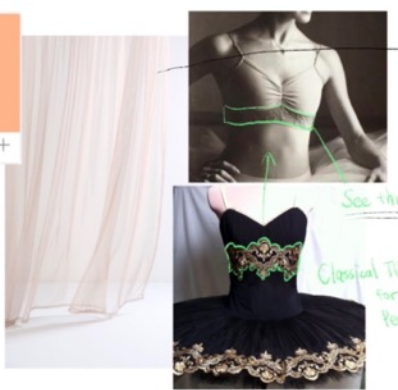
Digital print inspired by sunset seen in Margate



Simple lines ensure no truncation of body lines. Cross lines on the chest can visually increase the length of lower body.



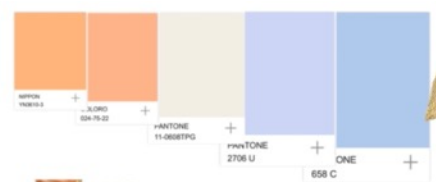
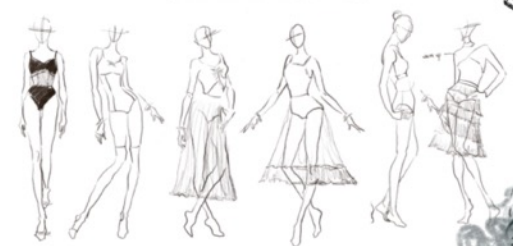
Use digital printing to increase the lining.



Flowing lines  
The folds of the skirt can increase the visual effect when the dancer is dancing.



See through  
Classical TUTU for perform



Warm clothes that can be paid with but did not completely cover the leotard.

Change the princess line to modify the proportion of the front body.



V-shaped cut line.



Warm up can be paid with but not completely cover the dance leotard.





**SPEC SHEET:**  
 STYLE REF: **YSL002** DESCRIPTION: **Lace Leotard** BRAND: **YISHIAN studio.** SAMPLE SIZE: **Small** Sheet No 1 of 1

3-Thread Coverstitch wide.

SINGLE NEEDLE	A
TWIN NEEDLE	B
TRIPLE NEEDLE	C
EDGE STITCH	D
1/4 STITCH	E
COVERSEAM	F

FABRIC SWATCHES

3-Thread Coverstitch wide.

**SPEC SHEET:**  
 STYLE REF: **YSP001** DESCRIPTION: **Printed Leotard** BRAND: **YISHIAN studio.** SAMPLE SIZE: **Small** Sheet No 1 of 1

3-Thread Coverstitch wide.

Secure with webbing after wrinkling.

SINGLE NEEDLE	A
TWIN NEEDLE	B
TRIPLE NEEDLE	C
EDGE STITCH	D
1/4 STITCH	E
COVERSEAM	F

FABRIC SWATCHES

3-Thread Coverstitch wide.

**SPEC SHEET:**  
 STYLE REF: **YSW003** DESCRIPTION: **Warm Up** BRAND: **YISHIAN studio.** SAMPLE SIZE: **Small** Sheet No 1 of 1

3-Thread Coverstitch wide.

SINGLE NEEDLE	A
TWIN NEEDLE	B
TRIPLE NEEDLE	C
EDGE STITCH	D
1/4 STITCH	E
COVERSEAM	F

FABRIC SWATCHES

**SPEC SHEET:**  
 STYLE REF: **YSWD004** DESCRIPTION: **Wrap Around Skirt** BRAND: **YISHIAN studio.** SAMPLE SIZE: **Small** Sheet No 1 of 1

Double fold hem.

hemming with webbing.

SINGLE NEEDLE	A
TWIN NEEDLE	B
TRIPLE NEEDLE	C
EDGE STITCH	D
1/4 STITCH	E
COVERSEAM	F

FABRIC SWATCHES

**SPEC SHEET:**  
 STYLE REF: **YSL002** DESCRIPTION: **Lace Leotard** BRAND: **YISHIAN studio.** SAMPLE SIZE: **Small** Sheet No 2 of 2

MEASUREMENT SPEC	
Description	Sample   Fit 1
A.	24 cm
B.	32 cm
C.	27.5 cm
D.	34.5 cm
E.	8 cm
F.	48 cm
G.	16 cm
H.	40 cm

TRIM		
Description	Qty	Price

MANUFACTURER

**SPEC SHEET:**  
 STYLE REF: **YSP001** DESCRIPTION: **Printed Leotard** BRAND: **YISHIAN studio.** SAMPLE SIZE: **Small** Sheet No 2 of 2

MEASUREMENT SPEC	
Description	Sample   Fit 1
A.	24 cm
B.	32 cm
C.	27.5 cm
D.	34.5 cm
E.	8 cm
F.	48 cm
G.	16 cm
H.	40 cm

TRIM		
Description	Qty	Price
Webbing	5cm	

MANUFACTURER

**SPEC SHEET:**  
 STYLE REF: **YSW003** DESCRIPTION: **Warm Up** BRAND: **YISHIAN studio.** SAMPLE SIZE: **Small** Sheet No 2 of 2

MEASUREMENT SPEC	
Description	Sample   Fit 1
A.	7.5 cm
B.	4 cm
C.	8.5 cm
D.	40 cm
E.	65 cm
F.	18 cm
G.	6 cm
H.	22 cm
I.	4 cm
J.	52 cm
K.	9.5 cm

TRIM		
Description	Qty	Price

MANUFACTURER

**SPEC SHEET:**  
 STYLE REF: **YSWD004** DESCRIPTION: **Wrap Around Skirt** BRAND: **YISHIAN studio.** SAMPLE SIZE: **Small** Sheet No 2 of 2

MEASUREMENT SPEC	
Description	Sample   Fit 1
A.	36 cm
B.	58 cm
C.	90 cm
D.	86 cm
F.	0.8 cm

TRIM		
Description	Qty	Price
Bound webbing	180cm	

MANUFACTURER

# Branding

---

Carry bag



Storage Bag

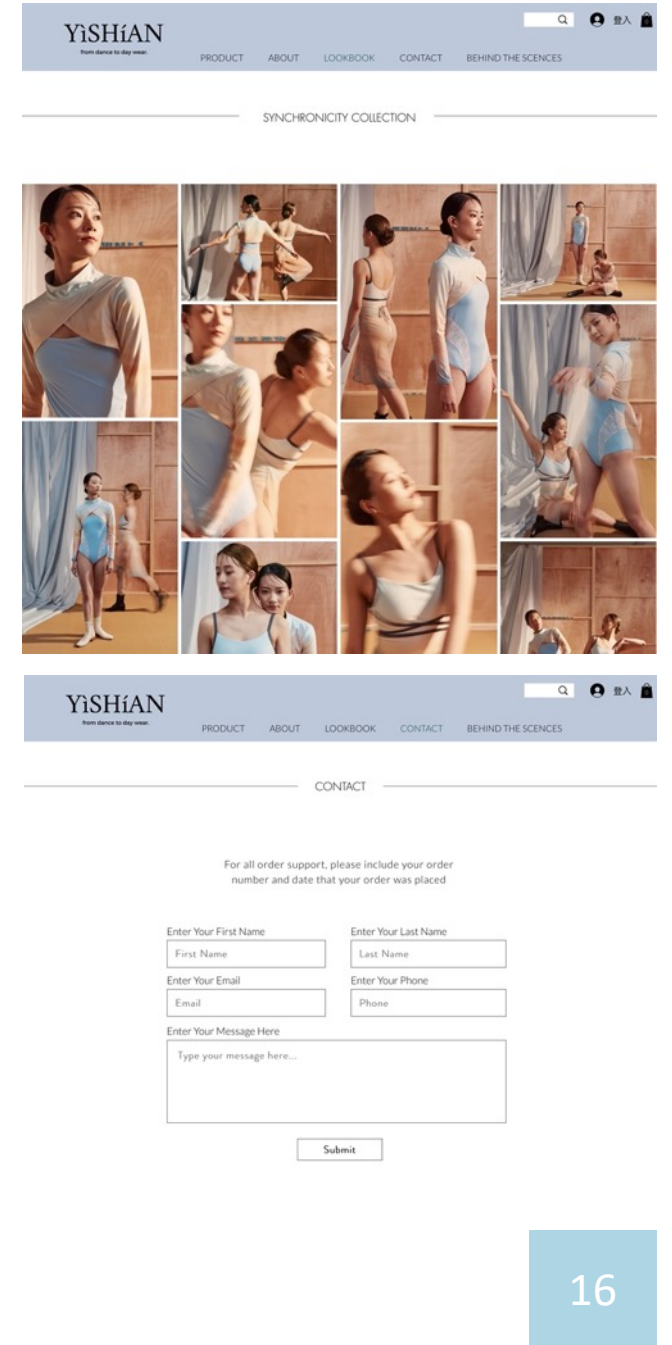
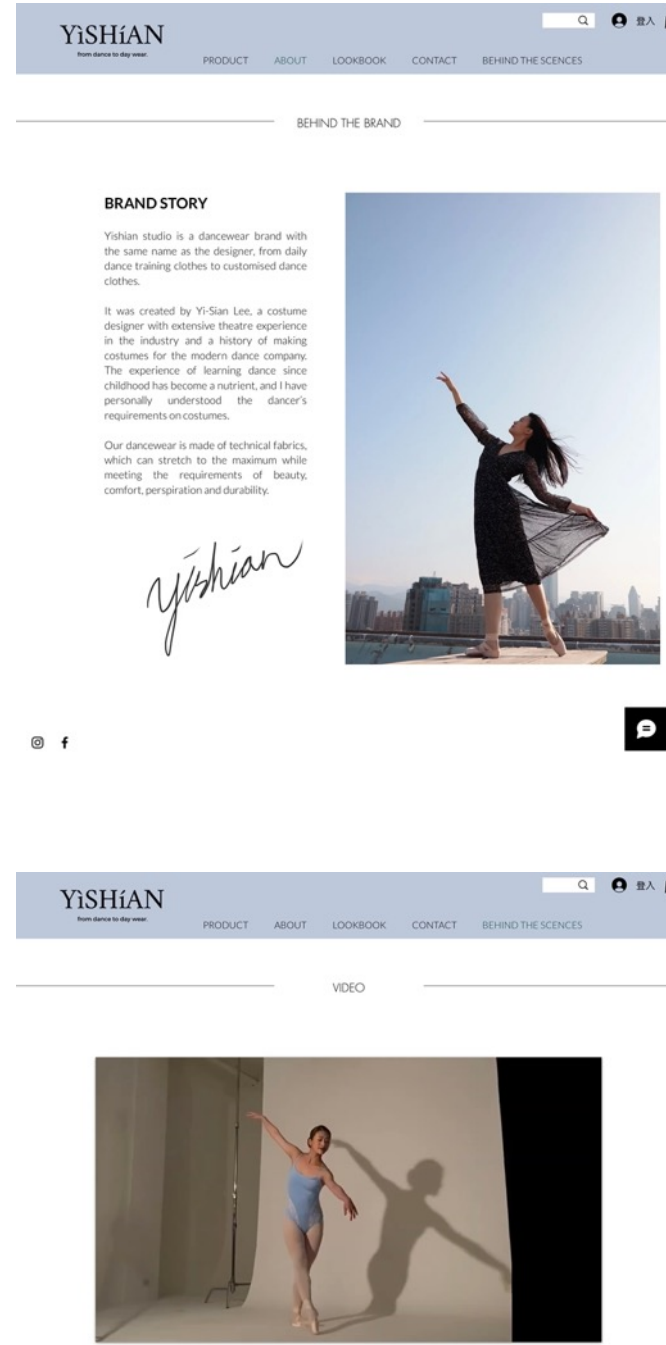
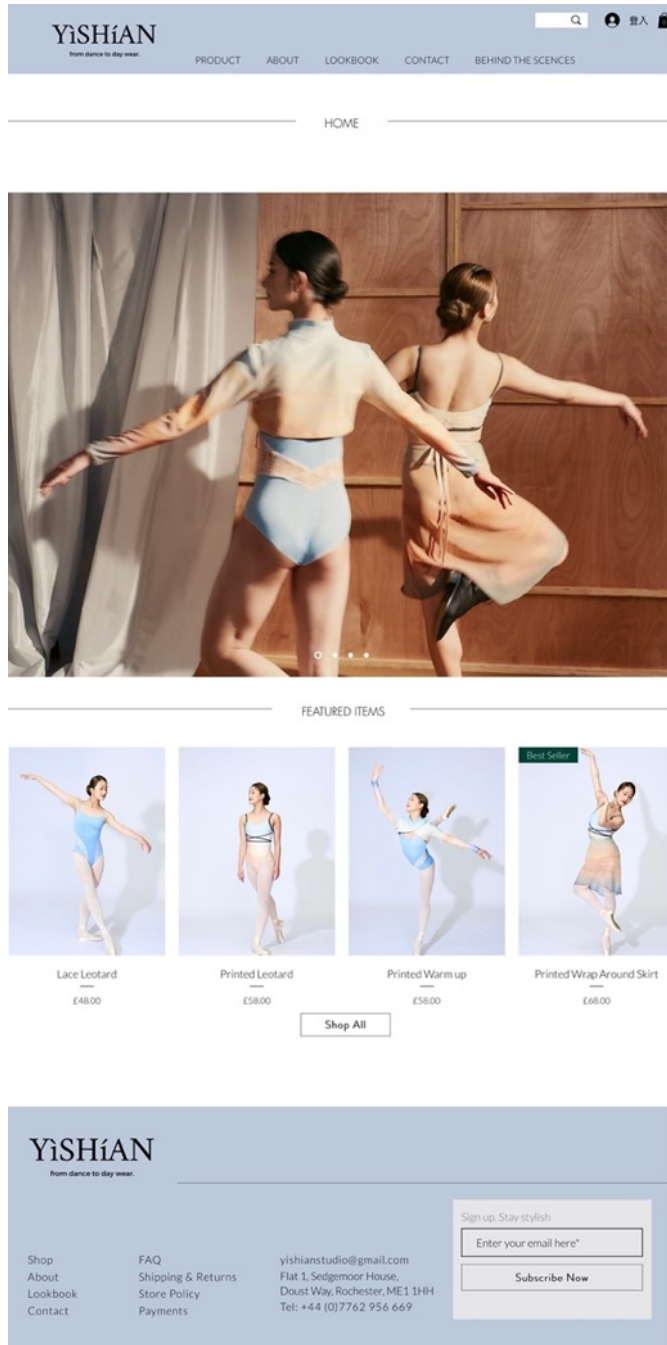


Label

Brand Tag

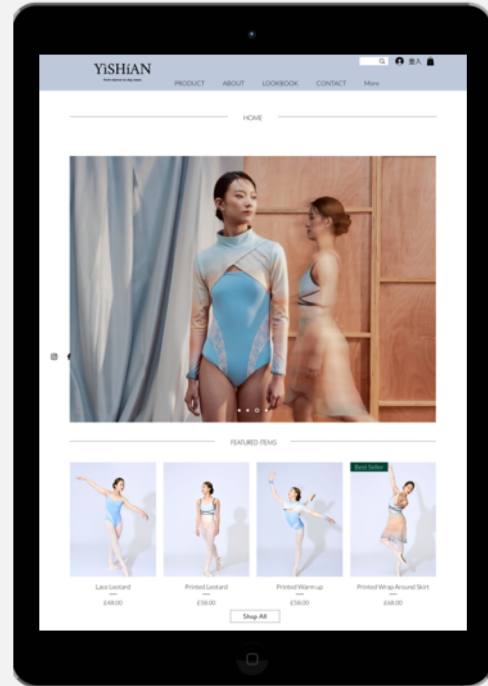
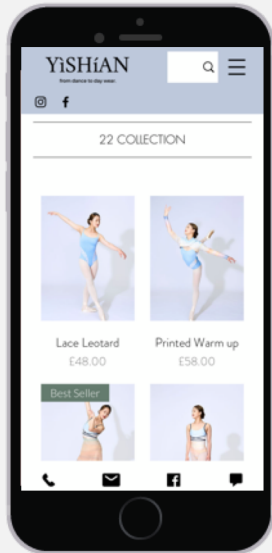


# Website

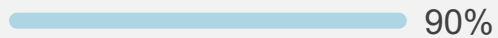




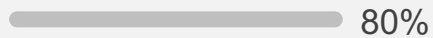
# MOCK-UP



Branding



Marketing Promotion





**Photographer**  
Lee Cheng Yi  
**Make up artist**  
Chung Chi Fu  
**Model**  
Lin Jia Chen  
Chen Yi An



**Photographer**  
Lee Cheng Yi  
**Make up artist**  
Chung Chi Fu  
**Model**  
Lin Jia Chen  
Chen Yi An



**Photographer**  
Lee Cheng Yi  
**Make up artist**  
Chung Chi Fu  
**Model**  
Lin Jia Chen  
Chen Yi An





**Photographer**  
Lee Cheng Yi  
**Make up artist**  
Chung Chi Fu  
**Model**  
Lin Jia Chen  
Chen Yi An



**Photographer**  
Lee Cheng Yi  
**Make up artist**  
Chung Chi Fu  
**Model**  
Lin Jia Chen  
Chen Yi An

**Photographer**  
Lee Cheng Yi  
**Make up artist**  
Chung Chi Fu  
**Model**  
Lin Jia Chen  
Chen Yi An





**Photographer**  
Lee Cheng Yi  
**Make up artist**  
Chung Chi Fu  
**Model**  
Lin Jia Chen  
Chen Yi An





**Photographer**  
Lee Cheng Yi  
**Make up artist**  
Chung Chi Fu  
**Model**  
Lin Jia Chen  
Chen Yi An



# Video - Behind the scenes of photoshoot

---





# YISHIAN

from dance to day wear.

Email: [yishianstudio@gmail.com](mailto:yishianstudio@gmail.com)

Website: <https://yishianstudio.wixsite.com/dancewear>