

**H U I**



**S S 2 0 2 3**

**P O R T F O L I O**



## BRAND STORY

Do you think sustainable design has nothing to do with fashion? HUI is here to tell you the answer. This brand is dedicated to solving the problem of pollution in the fashion industry, while they give young people clothes with individuality. HUI's fashion pieces are designed without distinction between menswear and womenswear, and they pursue genderlessness.

Dig deeper and you'll see that hui is more than just a clothing brand, it's a club for people to hang out and connect. hui creates offline clubs about sexism and sustainable fashion, where consumers are welcome to come and share their ideas. There are even clothes swaps and second-hand makeover workshops. One of the key reasons for this is to promote emotional exchange between people and to get off the grid.





## VISION

5 years later

My brand in the next 5 years

It allows young people to make a contribution to the global environment while pursuing fashion.

## MISSION STATEMENT

1. Offering a range of individual and stylish pieces made from scrap fabric or old clothing that has been transformed at medium prices.
2. The brand collaborates with eco-friendly fabric companies and 3D printing technology companies to complete the range and promote sustainable fashion.



## USP

A. When customers get tired of the clothes from our brand, they can take them back for a second makeover. The price is 65% of the original price and can be transformed into different styles, such as a top into a bag or trousers into a skirt. If the customer has certain requirements in terms of alterations, the price is 80 per cent of the original price and you can enjoy discussing the alterations with the designer.

B. My brand has a used clothes recycling station where customers can get a voucher for our brand for every 5 pieces of clothes donated, which can be used forever.





## TRADITIONAL MARKETING

Social platforms

Cooperation

Influential people

Charities

## TARGET CONSUMER

Age: Generation Z (12-25)

Sex: All genders

Nationality: China

Location: Shanghai

Monthly disposable income:

1001-3000yuan-20.5%

3001-5000yuan-25.1%

5001-7000yuan-20.3%

Occupation: Designer, self-publisher dancer, model, etc.

Attitudes: Pleasing yourself

Interests: Game, Music, Movie, etc.

Lifestyles: Find a group that shares your hobbies



## EXPERIMENTAL MARKETING

Workshop

Exhibition

Studio Open Days

## DESIGN CONCEPT

GENDERLESS



GROTESQUE

PATCHWORK CONSTRUCTION

UNEXPECTED STRAPPING



ASYMMETRY

SUSTAINABILITY

REMAKE

HUI-2023

GROTESQUE

REMAKE

SUSTAINABILITY

PATCHWORK CONSTRUCTION

ASYMMETRY

UNEXPECTED STRAPPING

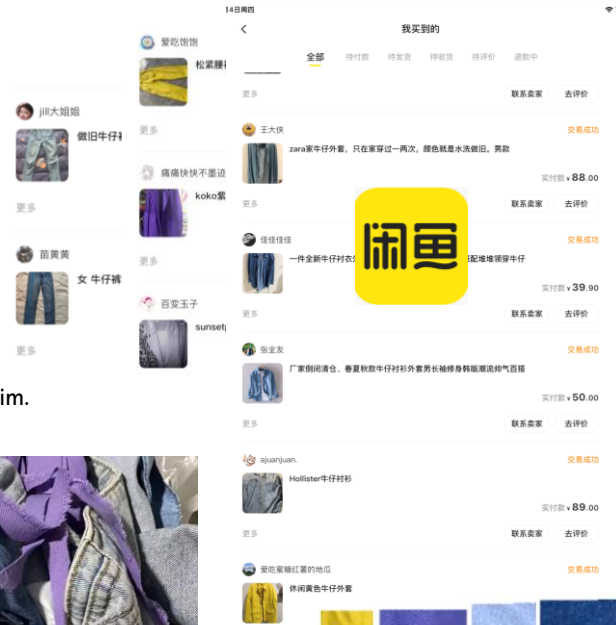
# COLOUR & MATERIAL



The colour palette is mainly blue, which is echoed by the fact that the fabric is mainly denim.



Ninety-five percent old denim jacket and jeans as fabric, with old purple leather jacket remaining.



All used clothes are bought from XIANYU, a second-hand online shopping platform in China.





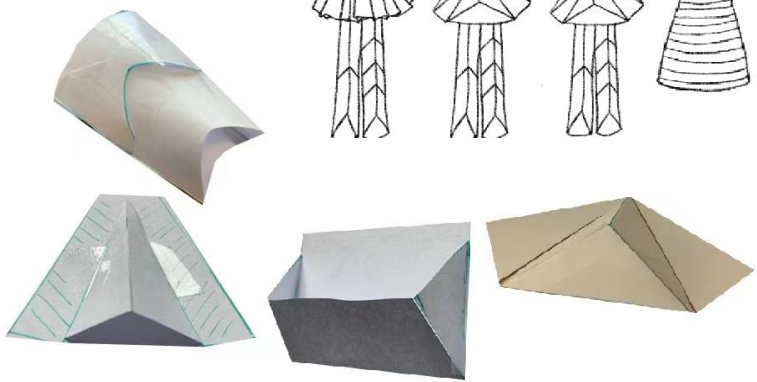
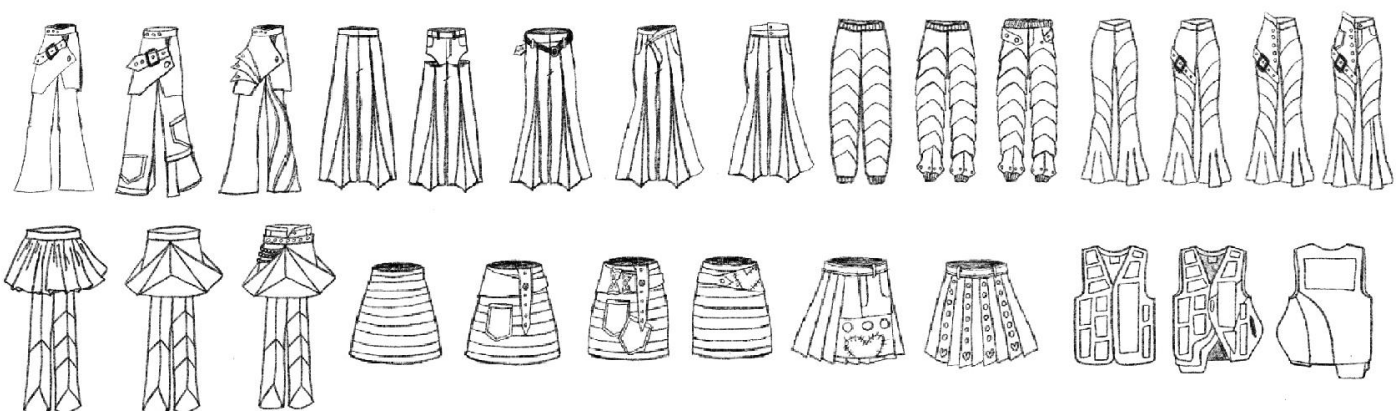




# DESIGN DEVELOPMENT SKETCH BOOK

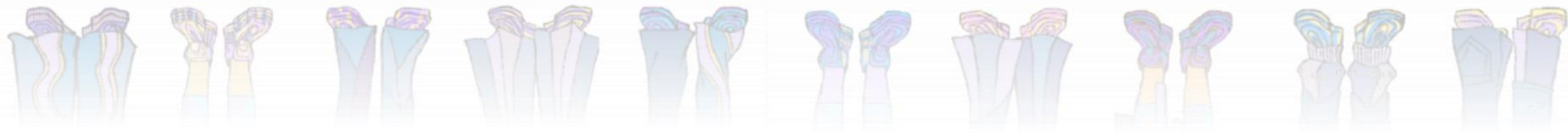


The main inspiration for the HUISS2023 series is a film about aliens and humans called 'earth girls are easy'.



# RANGE LINE UP

## HUI SS2023 GENDERLESS COLLECTION

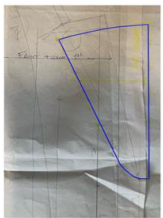
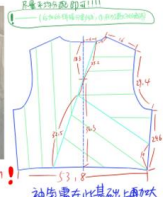




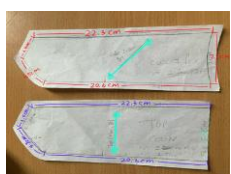
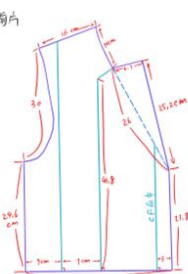
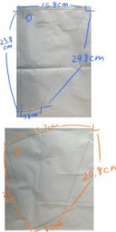
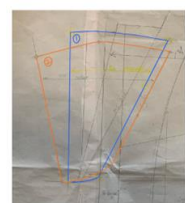
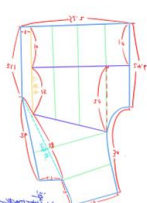
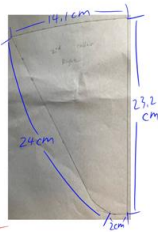
# SAMPLE GARMENT DEVELOPMENT



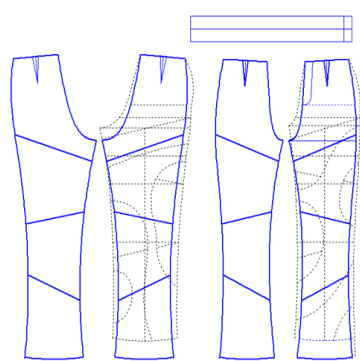
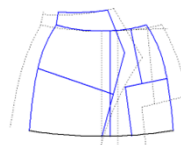
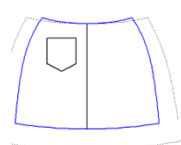
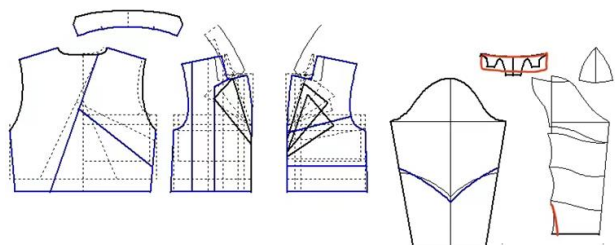
Garment pattern revision process



右边领子



Fitting



Final sample

TECH SPECS

SPEC SHEET:

STYLE REF

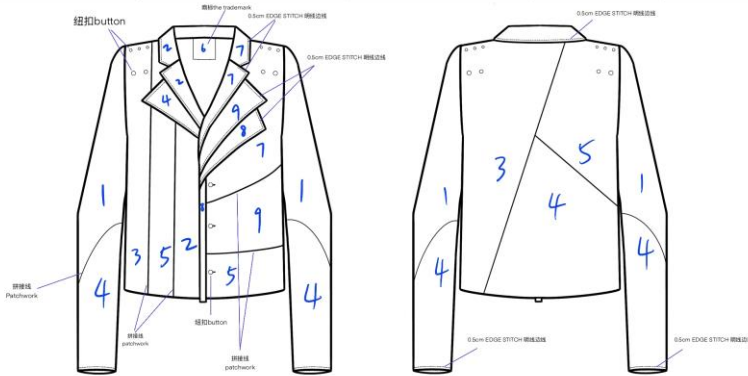
HUIJacket SS001

DESCRIPTION: Jacket front/back

BRAND: HUI惠

SAMPLE SIZE: XL

Sheet No 1 of



SINGLE NEEDLE

A

TWIN NEEDLE

B

TRIPLE NEEDLE

C

EDGE STITCH

D


1/4 STITCH

E

COVERSEAM

F

FABRIC SWATCHES



SPEC SHEET:

STYLE REF

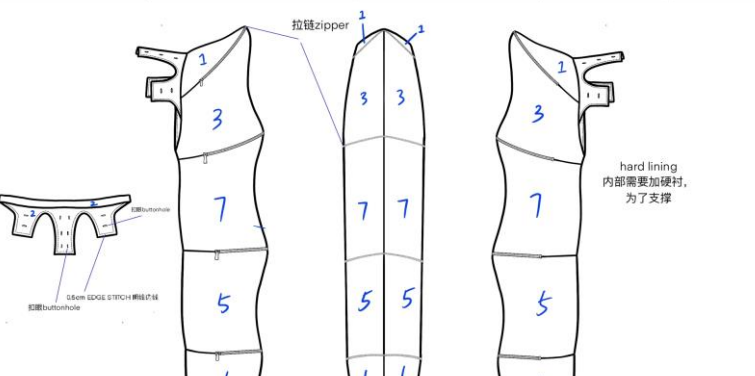
HUI Sleeve SS001

DESCRIPTION: Detachable sleeves

BRAND: HUI惠

SAMPLE SIZE:

Sheet No 1 of



SINGLE NEEDLE

A

TWIN NEEDLE

B

TRIPLE NEEDLE

C

EDGE STITCH

D


1/4 STITCH

E

COVERSEAM

F

FABRIC SWATCHES



SPEC SHEET:

STYLE REF

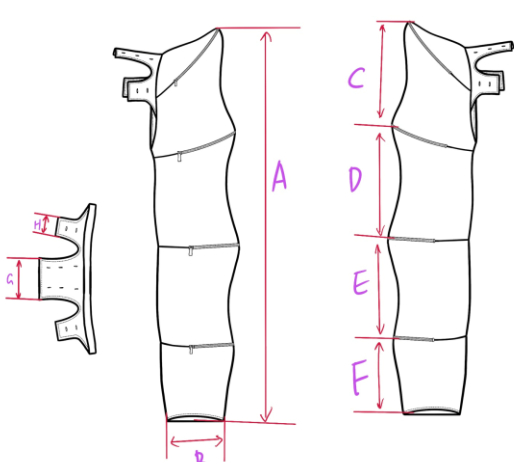
HUI Sleeve SS001

DESCRIPTION: Detachable sleeves

BRAND: HUI惠

SAMPLE SIZE:

Sheet No 2 of



MEASUREMENT SPEC

Description	Sample	Fit 1
A Sleeve length	58cm	
B Cuff width	11.5cm	
C Sleeve section(1)	15cm	
D Sleeve section(2)	17cm	
E Sleeve section(3)	14cm	
F Sleeve section(4)	12cm	
G Top shoulder fastening	6cm	
H Middle shoulder fastening	3cm	

TRIM

Description	Qty	Price

MANUFACTURER

SPEC SHEET:

STYLE REF

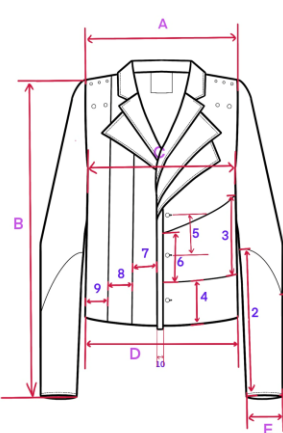
HUIJacket SS001

DESCRIPTION: Jacket front

BRAND: HUI惠

SAMPLE SIZE:

Sheet No 2 of



MEASUREMENT SPEC

Description	Sample	Fit 1
6 patchwork on front(3,4)	10cm	
7,8,9 patchwork on front(6)	10cm	
10 Placket width	2cm	

TRIM

Description	Qty	Price
Button(2cm)	3	
Button(1cm)	4	
Button(0.8cm)	6	

MANUFACTURER

SPEC SHEET:

STYLE REF

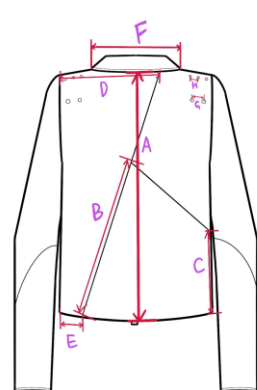
HUIJacket SS001

DESCRIPTION: Jacket back

BRAND: HUI惠

SAMPLE SIZE:

Sheet No 2 of



MEASUREMENT SPEC

Description	Sample	Fit 1
A CB length	46cm	
B Patchwork on back(1)	26cm	
C Patchwork on back(2)	15cm	
D Patchwork on back(3)	35cm	
E Patchwork on back(4)	12cm	
F Collar width	26cm	
G Button distance	3cm	
H button distance	2cm	

TRIM

Description	Qty	Price
Button 1 (1cm)	4	
Button 2 (0.8cm)	6	

MANUFACTURER



<b>SPEC SHEET:</b>		<b>DESCRIPTION:</b> Trouser with skirt	<b>BRAND:</b> HUI惠	<b>SAMPLE SIZE:</b> XL	<b>Sheet No</b> 1 of
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Labels in the drawing include:  
 - Waistband (腰頭)  
 - Belt Loop (腰帶扣)  
 - Patchwork (拼接部分)  
 - Pocket (口袋)  
 - Pleat (褶)

在原有的褲子上疊加

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

FABRIC SWATCHES			
[Swatch 1]	[Swatch 2]	[Swatch 3]	[Swatch 4]
[Swatch 5]	[Swatch 6]	[Swatch 7]	[Swatch 8]

SPEC SHEET:

STYLE REF	HUI Trouser S5001	DESCRIPTION:	Trouser back	BRAND:	HUI	SAMPLE SIZE:	Sheet No 1 of
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0.5cm EDGE STITCH 縫線分組

0.5cm EDGE STITCH 縫線分組

0.5cm EDGE STITCH 縫線分組

0.5cm EDGE STITCH 縫線分組

0.5cm EDGE STITCH 縫線分組

0.5cm EDGE STITCH 縫線分組

1

2

3

4

5

6

pocket 口袋

SINGLE NEEDLE A

TWIN NEEDLE B

TRIPLE NEEDLE C

EDGE STITCH D

1/4 STITCH E

COVERSEAM F

FABRIC SWATCHES

1 2 3 4

5 6 7 8

<b>SPEC SHEET:</b>		DESCRIPTION	BRAND: HUIHUI	SAMPLE SIZE:	Sheet No 1 of
<p style="margin-top: 10px;"> <span style="margin-right: 100px;">① 0.5cm EDGE STITCH+暗包边</span> <span>② 0.5cm EDGE STITCH+暗包边</span> </p> <p style="margin-top: 10px;"> <span>Button 扣和</span>  <span>Buttons/扣子按钮</span> </p>					
<b>SINGLE NEEDLE</b>  <b>TWIN NEEDLE</b>  <b>TRIPLE NEEDLE</b>  <b>EDGE STITCH</b>  <b>1/4" STITCH</b>  <b>COVERSEAM</b>	<b>A</b>                <b>F</b>				
<div style="float: right; width: 20%;"> <b>FABRIC SWATCHES</b>  </div>					

SPEC SHEET:

STYLE REF

HUI Trouser SS001

DESCRIPTION:

Trouser front

BRAND:

HUI惠

SAMPLE SIZE:

Sheet No 2 of

3

8 Front pocket length

8cm

MEASUREMENT SPEC

Description	Sample	Fit 1
A Waist	35cm	
B Outside trouser length (include WB)	118cm	
C, WB depth	3.5cm	
D Hem width.	27.5cm	
E Thigh width.	33cm	
F Hip width	56cm	
1,3 Patchwork on WR	23cm	
2 Patchwork on WR	26cm	
4,5,6 Patchwork	23cm	
7 Front pocket length	12cm	

TRIM

Description	Qty	Price
Button	1	
Zipper	1	

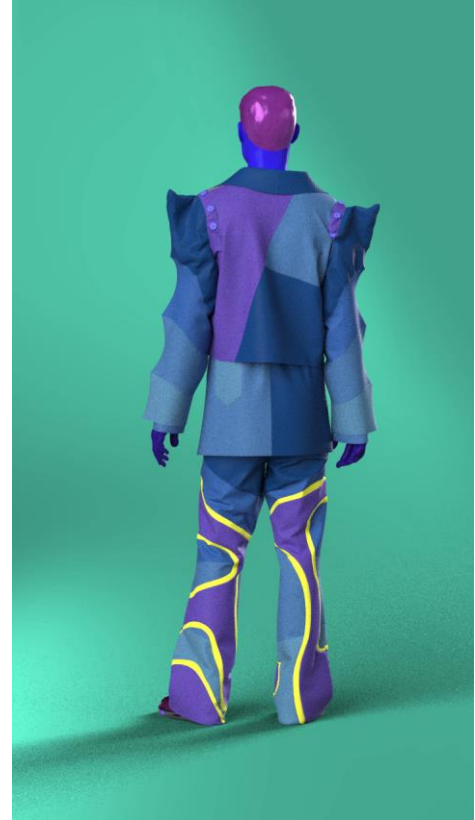
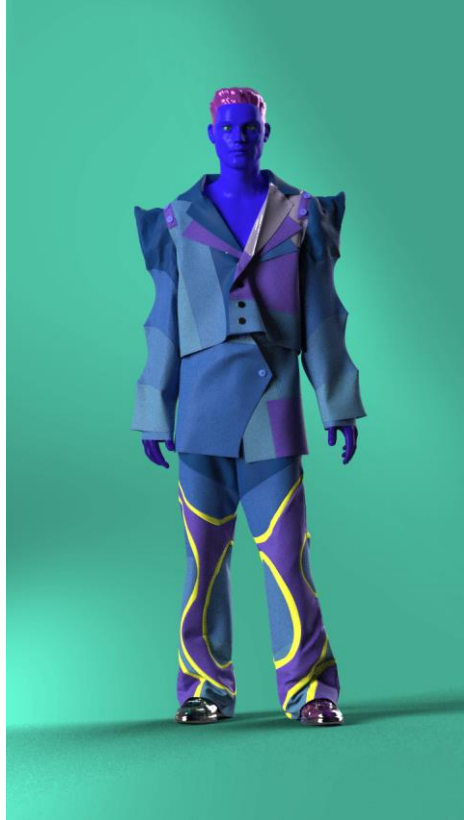
MANUFACTURER

## 3D CLO

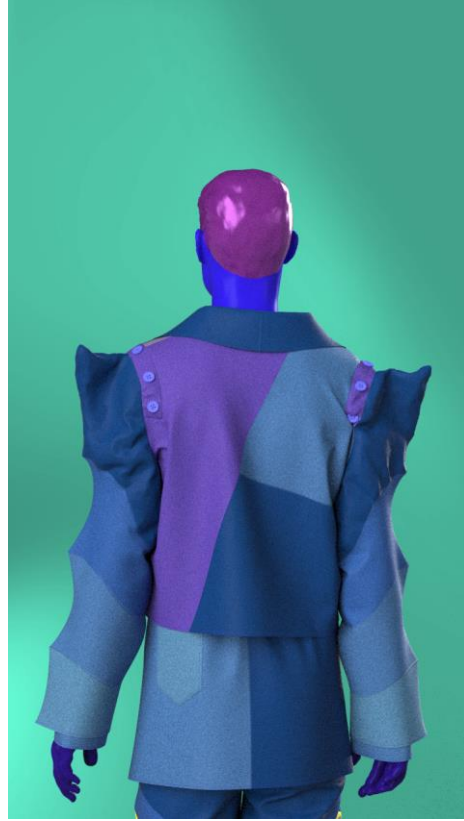




# 3D CLO

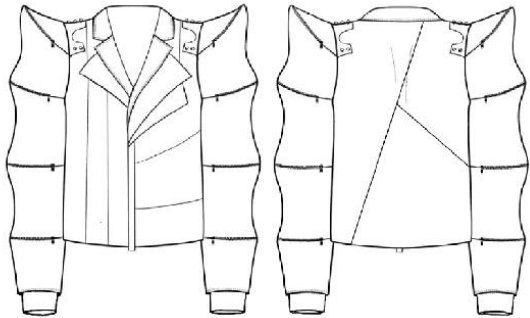




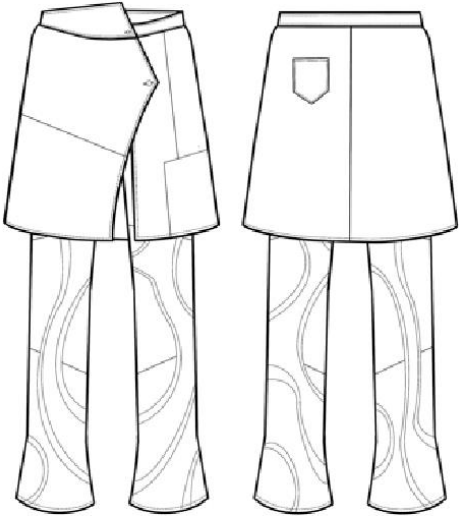
# 3D CLO





RANGE PLAN

Garment	Description Style No	Fabric	Colourways	Units Bought	Retail Price	Cost Price	Gross Margin
	Jacket Style No 001	90% old garments Recycle 10% button&zipper 		32	¥5066	¥1450	71%

Garment	Description Style No	Fabric	Colourways	Units Bought	Retail Price	Cost Price	Gross Margin
	Trouser Style No 001	90% old garments Recycle 10% button&zipper 		35	¥4666	¥1200	74%

BRANDING

STYLE NAME: SWEING TAG

STYLE REF: 01

BRAND: HUI

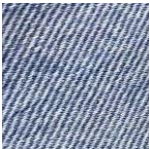
SEASON: S/S23

FRONT

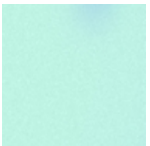
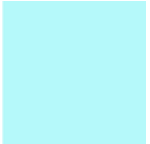
BACK

FRONT

BACK



DENIM





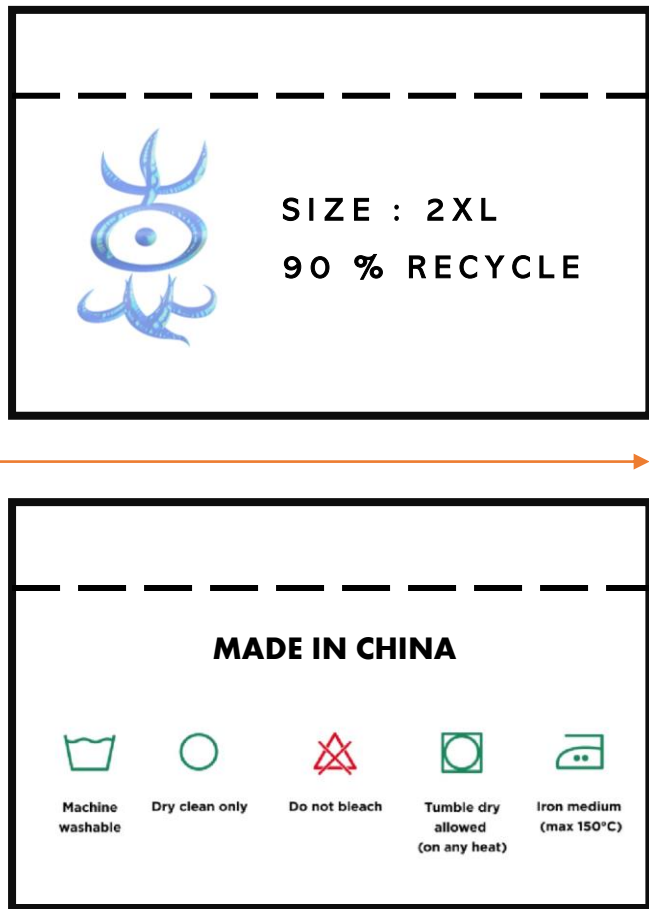

5cm x 10cm

6cm x 13cm

Note: The first page of the logo is made from denim trimmings left over from the garment, with the logo embroidered on it. the second page is of paper, with the picture text printed on it.



# BRANDING

STYLE NAME: LABEL / WASHING MARK	STYLE REF: 02	BRAND: HUI	SEASON: S/S23
<div><p><b>BACK NECK LABEL<sub>01</sub></b></p><p>5cm x 5cm</p></div> <div><p><b>INSIDE OF TROUSER LABEL<sub>02</sub></b></p><p>1.5cm x 6cm</p></div> <div><p><b>WASHING MARK</b></p><p>4.5cm X 6.5cm</p></div> <div><p>DENIM</p></div>			

Note: The logo on the label is embroidered, the size and recycle are printed and the label is made from leftover denim trimmings from the garment, so the colour of the label may vary from garment to garment.

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## LOOK BOOK



**MODEL: PENG PENG**

**HEIGHT: 191CM**

**BUST: 80CM**

**HIPS: 82CM**

**WAIST: 60CM**



# LOOK BOOK





## LOOK BOOK



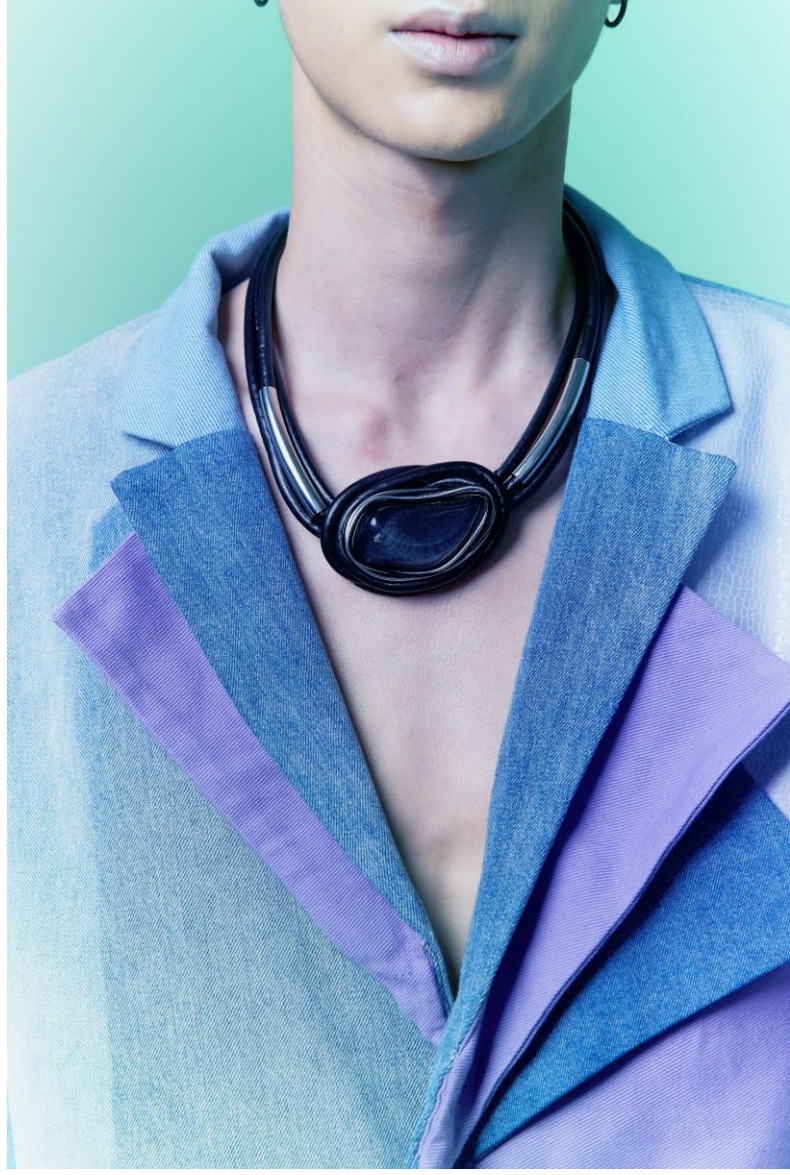


LOOK BOOK





# LOOK BOOK



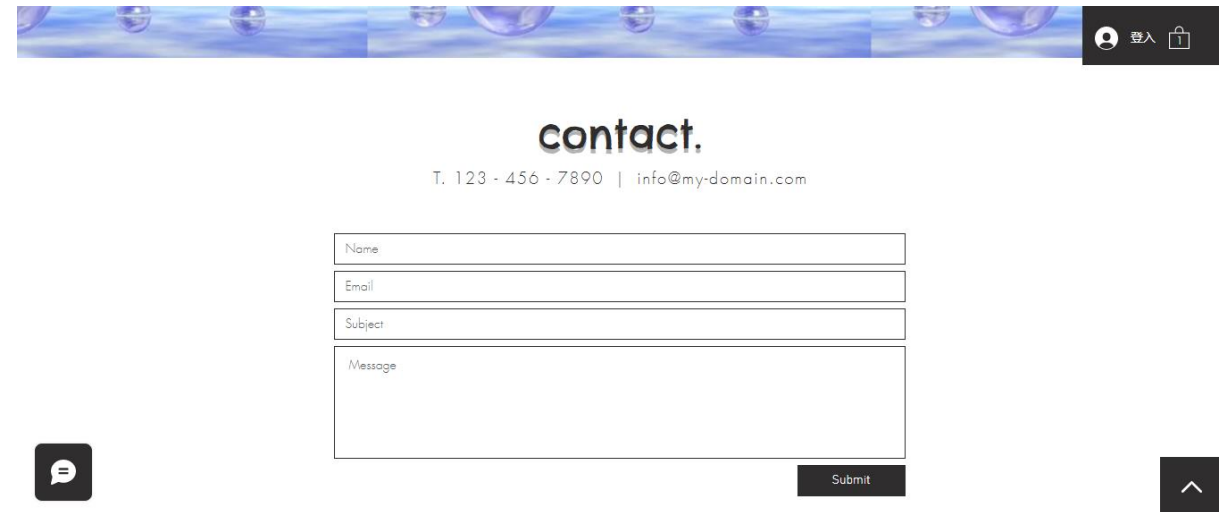
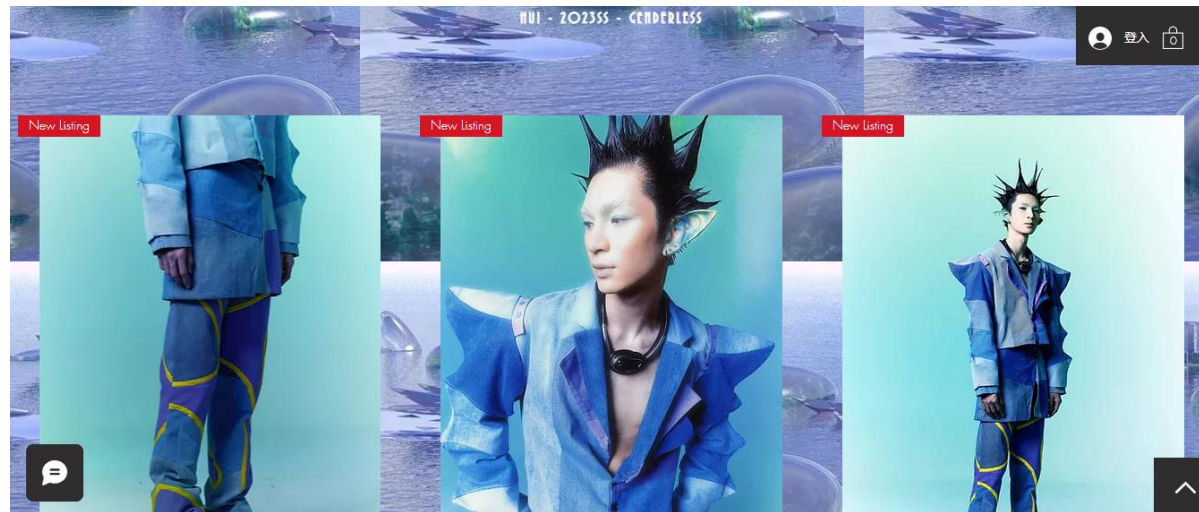
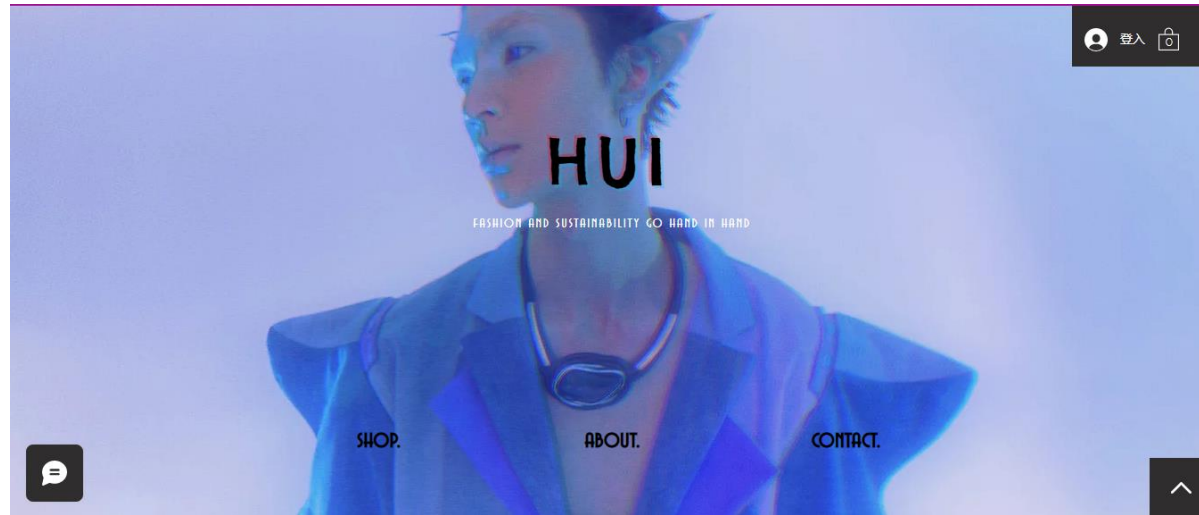


# LOOK BOOK



# WEBSITE

<https://2103656.wixsite.com/fashion-hui>





# WEBSITE

<https://2103656.wixsite.com/fashion-hui>



Eighty percent of the fabric of this suit is derived from the denim jeans and denim jacket transformation. The jacket has a detachable sleeve and a prototype sleeve inside.

## Product pages

Unknown Human Set

£1,100.00

Size

數量

新增到購物車中

立即購買



購物車



Jacket of the Unknown Human  
£596.00

小計:  
£596.00

瀏覽購物車