

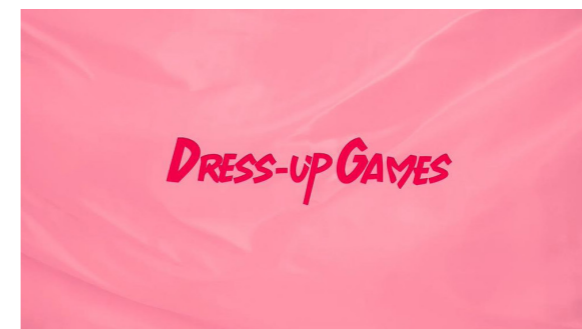
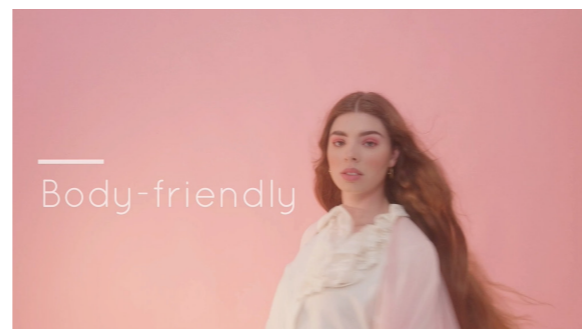
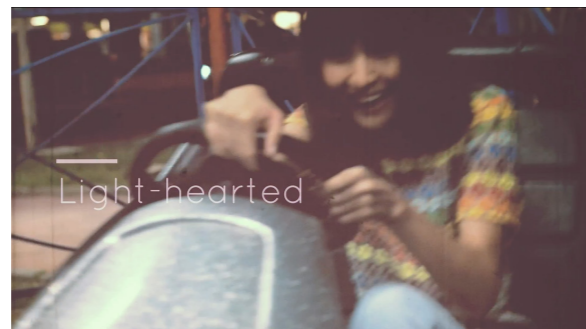


BRAND PORTFOLIO

RFDE7004: Final Project
Resolution & Collection Launch
MA Fashion Design
2106602 Yu Cao

DRESS-UP GAMES

BRAND VIDEO



DRESS-UP GAMES

BRAND STORY

The heart of child is the core of the brand's artistic pursuit. The brand features young women who dare to be unapologetically themselves and show their fondness for cuteness and childish, unsophisticated interests. They are free, bold and energetic, in the meanwhile, soft, pure and determined inside.

DRESS-UP GAMES is a new-born independent womenswear brand. Established by Yu Cao, a young female Chinese designer who has studied at both the China Academy of Arts and University for the Creative Arts, DRESS-UP GAMES is set up in London in 2021 and will be based in Shanghai, as it is targeted at Chinese young women.

The brand name, DRESS-UP GAMES, originates from a type of children's game in which costumes or clothing are put on a virtual character or a doll, conveying the hopes of enabling customers to become what they want to be like. The brand de-

rives its name from its identity: the heart of child, which is brave, pure, soft and liberal. The style of the brand can be defined as childish, cute and imaginative.

In today's society, there always seems to be an obvious connection between maturity and abandoning childish, unsophisticated hobbies or interests. However, to become an adult shouldn't mean relinquishing what makes us or apologising for it. Going full girl power doesn't only include violently reclaiming the autonomy and dressing like a man, but it also means presenting in a way that makes oneself happy, with no fears of others' judgements.

DRESS-UP GAMES focus on the feminine natural energy, demonstrating females' passions and love for life and fantasy.

DRESS-UP GAMES aims to produce clothes which are sustainable, comfortable and body-friendly, meanwhile making women feel energetic, confident and empowered even if they are not in a power suit. Furthermore, DRESS-UP GAMES uses high-quality, sustainable materials to make sure the clothes are long-lasting, and also includes basic and functional garments that can be easily matched and meet different purposes.

The brand name, DRESS-UP GAMES, originates from a type of children's game in which clothing is put on a virtual character or a doll. It conveys the hopes for enabling customers to become what they want to be like.



BRAND VISION

DRESS-UP GAMES' vision is to create an authentic and sustainable fashion brand that is comfortable, childish and energetic.

DRESS-UP GAMES' vision is to create an authentic and sustainable fashion brand that is comfortable, childish and energetic.

As a newborn brand, DRESS-UP GAMES will firstly join in Fashion Brand Incubation Programme in order to get commercial and branding support. By attending fashion weeks and using

Internet marketing strategies, DRESS-UP GAMES will gain popularity and start to develop brand loyalty among the target consumers. A professional online store, as well as the official social media accounts, are to be established, as a way to convey the brand's value and provide a better purchase experience and communication. The products will be mainly sold in

buyers shop and pop-up stores.

Within 4 years, DRESS-UP GAMES is going to open its own store in Shanghai, the fashion centre of China. After that, the brand will consider expanding into the global fashion market, with a focus on Asia.

MISSION STATEMENT

DRESS-UP GAMES is to help its customers to capture "the heart of child", to keep them young, cute and imaginative, and most importantly, to make them brave enough to be unapologetically themselves.

DRESS-UP GAMES is all about encouraging females to show their natural energy. The brand believes that there is no need for any girls to hide their cute and soft sides or abandon their childish thoughts and hobbies. Everyone has the right to wear little dresses with ruffles and bowknots as long as that makes you happy.

DESIGN CONCEPT



Kidult is an amalgamation of kid and adult, which means an adult who claims to be a kid at heart and is still keen on youth culture. Kidult is also a childlike attitude toward life, where adults still have the curiosity of children and the personality that is imaginative, playful, light-hearted and uninhibited.

DRESS-UP GAMES

COLOUR BOARD



Considering the target consumer group, this collection's colour reference mainly comes from Youth Colour Forecast S/S 23. For youth, bright colours are central in the S/S 23 palette to reflect optimism and joy. To demonstrate kids' innocence within adults' hearts, Macaroni colours will reduce the strong contrast brought by various bright colours, connecting to a lively but mild, gentle feeling.

PANTONE COLOUR CARD



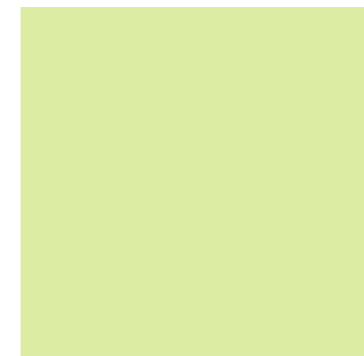
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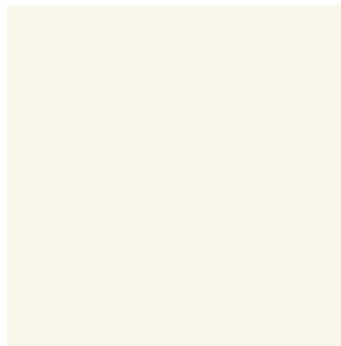
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18-1647TSX



PANTONE
2281 C



PANTONE
7481 UP



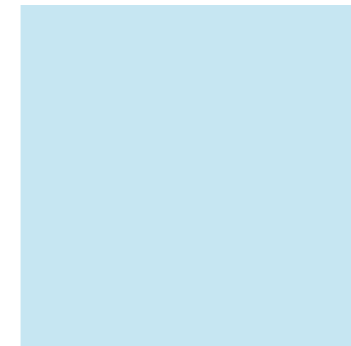
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P 1-2 C



PANTONE
P 14-2 U



PANTONE
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PANTONE
13-4401TCX



PANTONE
3577C

DRESS-UP DANCES

FABRIC BOARD



According to the material research, silky and natural fabric are the trends of womenswear. This collection will mainly use fabrics made from natural fibers such as silk, linen, cotton, etc., which are sustainable and can provide with comfortable wearing experience. Lightweight silk and sheer will offer a soft and dreamy feeling and shows femininity and romance. Some structured silk can not only bring pretty drapes but also form playful silhouettes.

DRESS-UP GAMES

INSPIRATION & EXPERIMENT



I analysed the structures of different baby's bibs and sleeping bags. I found it interesting to exaggerate the baby's bibs and collage them with adult garments, which showed a new childlike look. Plus, I tried to transform the shape by draping on a stand, using a similar structure and the wrapping method. Therefore, I finally got some playful silhouettes through experimentation.

DRESSES-UP-GAMES

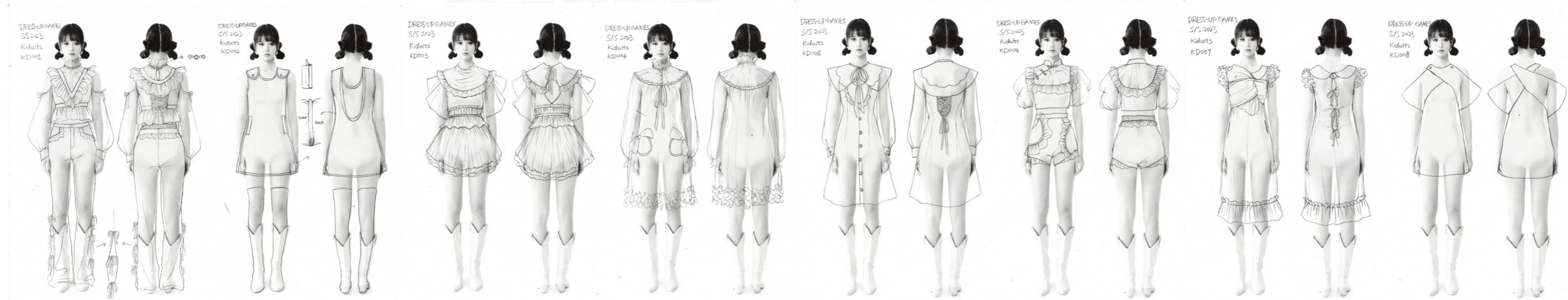
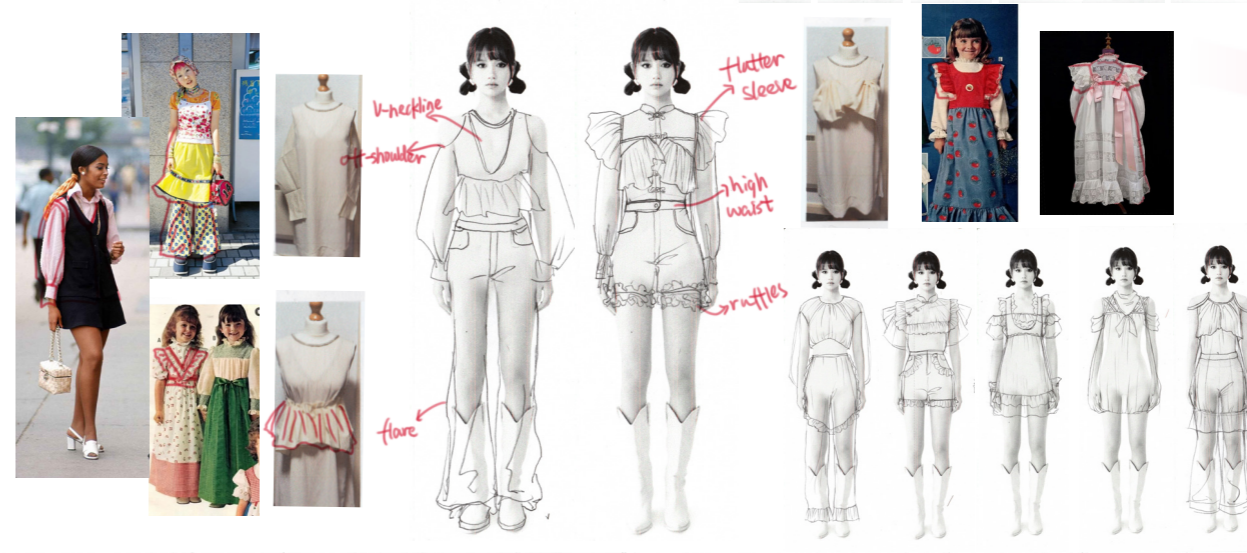
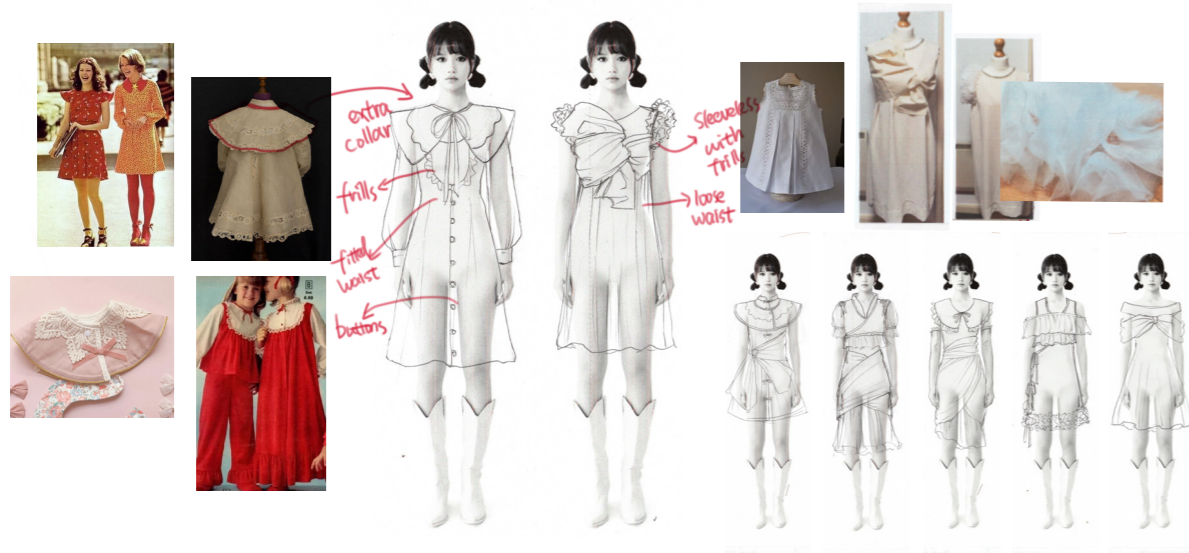
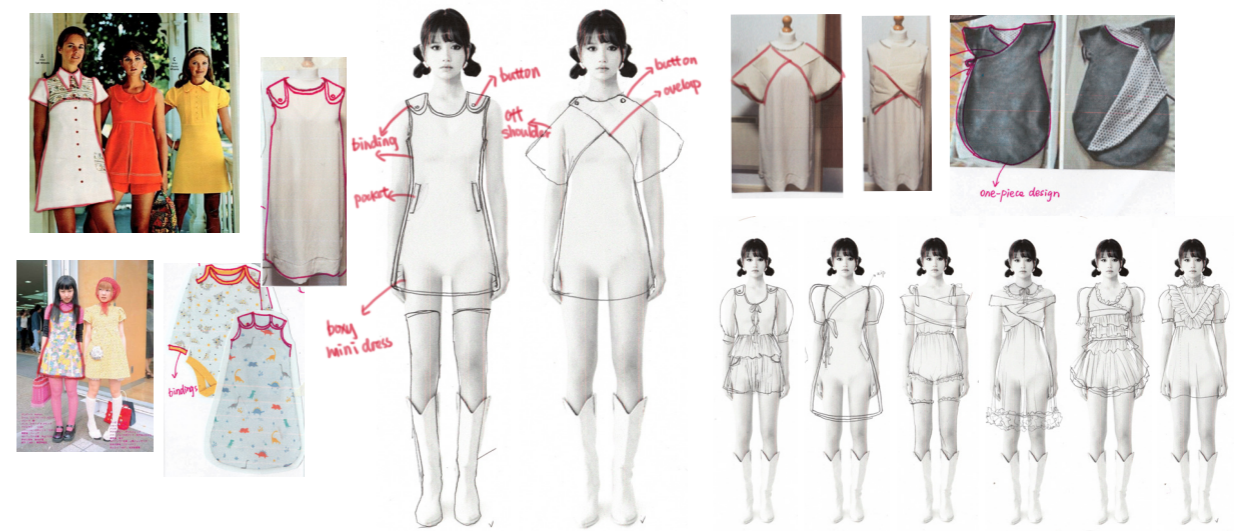
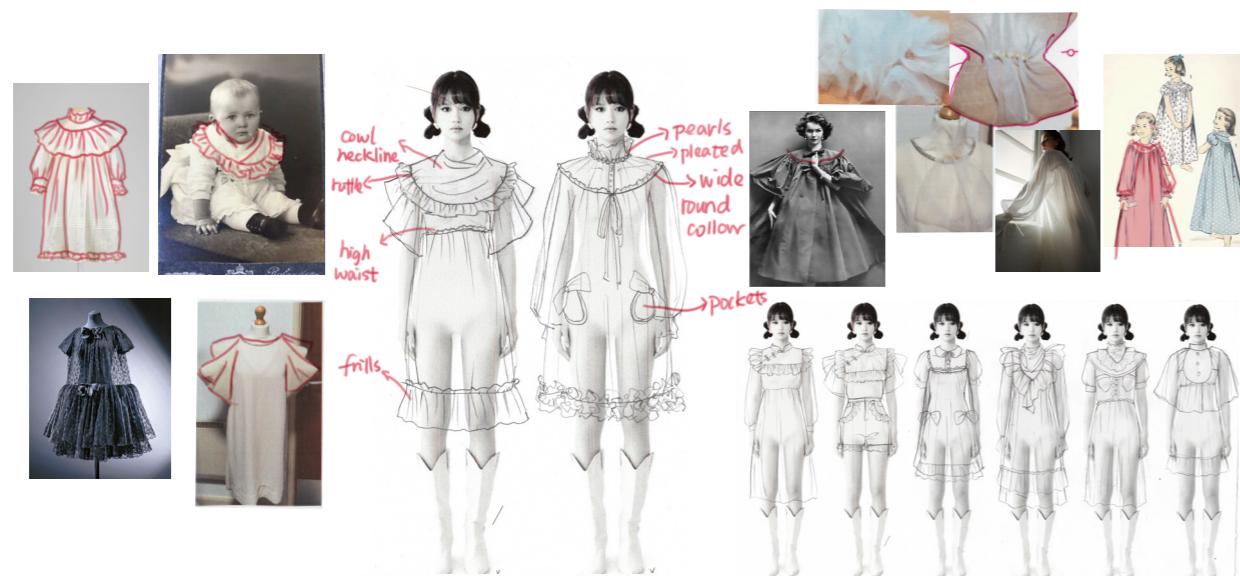
INSPIRATION & EXPERIMENT



I got the inspiration for textile experimentation from my childhood photos. To better preserve the old photos, my family always make them laminated. This sealed form of preservation shows the cherishing of the memories. This also became the reason why I chose sheer organza as the main fabric as well as the basic way of textile remaking. The choice of pearls as the content was inspired by the marbles, one of my favourite childhood games.

DRESS-UP GAMES

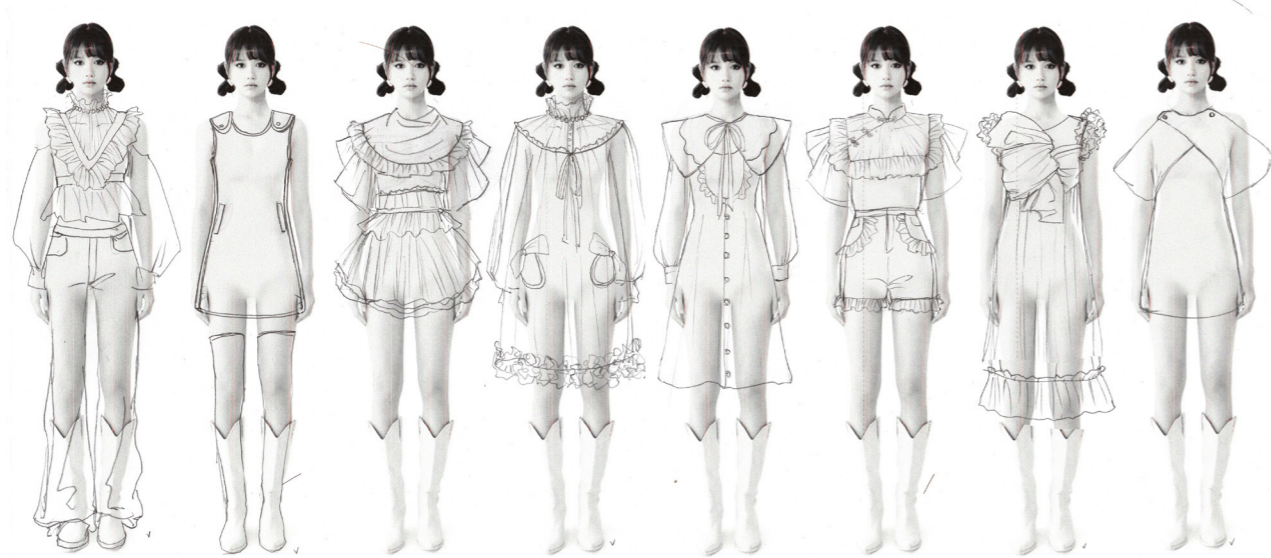
DESIGN SKETCH



DRESS-UP-GAMES

COLOUR MATCHING

INITIAL LINE UP



Dress-up Games



S/S 2023
KIDULTS
KD005



Dress-up Games



S/S 2023
KIDULTS
KD004



Dress-up Games



S/S 2023
KIDULTS
KD007



Dress-up Games



S/S 2023
KIDULTS
KD001



COLOUR REFERENCE



Dress-up Games



S/S 2023
KIDULTS
KD006



Dress-up Games



S/S 2023
KIDULTS
KD003



Dress-up Games



S/S 2023
KIDULTS
KD002



Dress-up Games



S/S 2023
KIDULTS
KD008



DRESS-UP GAMES

DESIGN DEVELOPMENT

MIX & MATCH

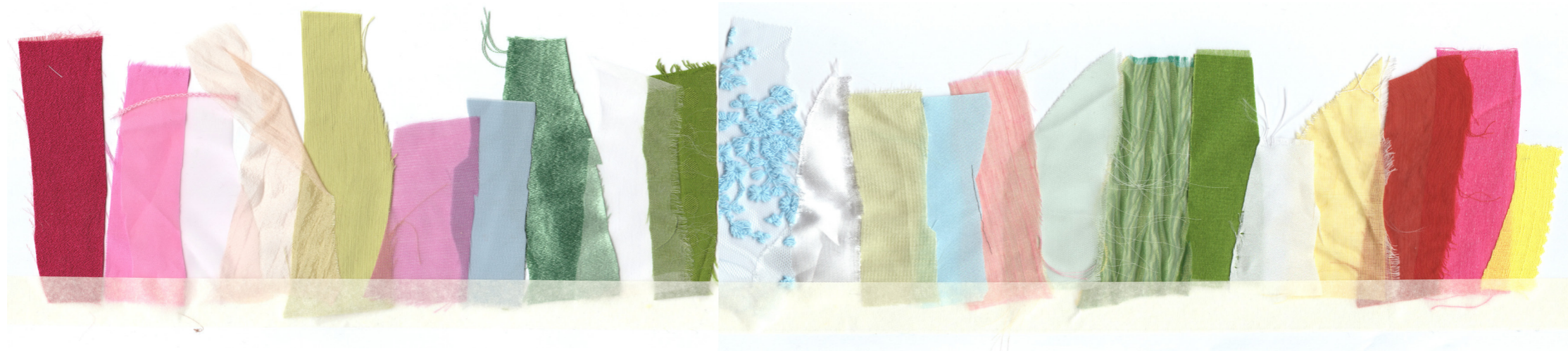


ADJUSTMENT & DETAILING



DESIGN DEVELOPMENT

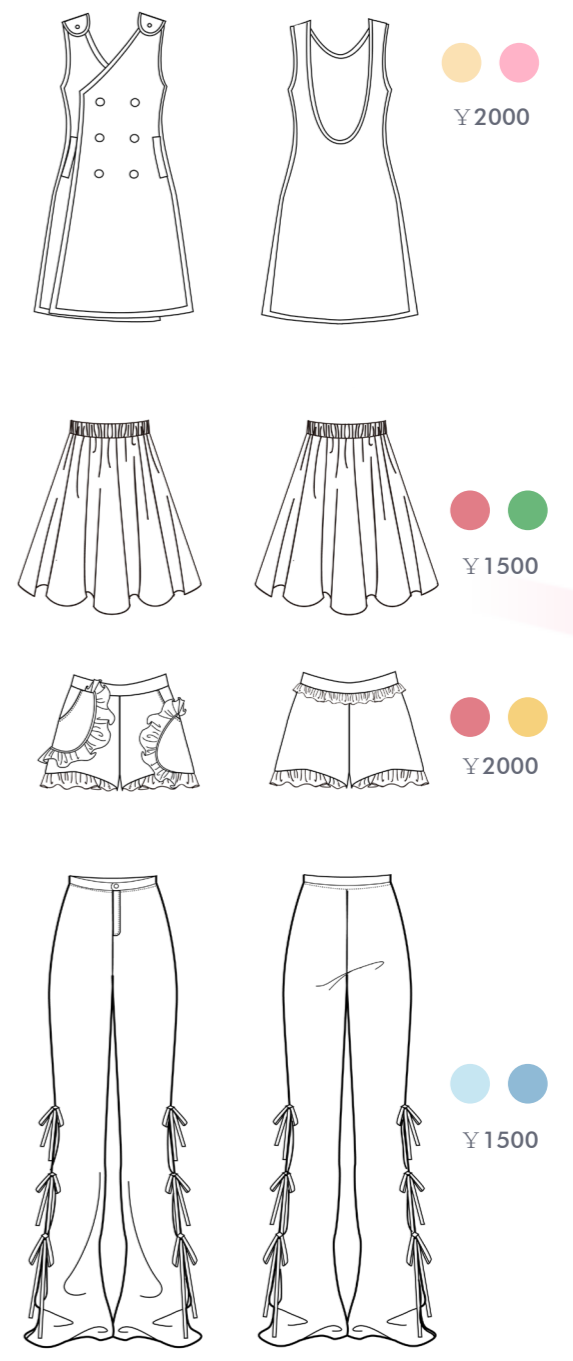
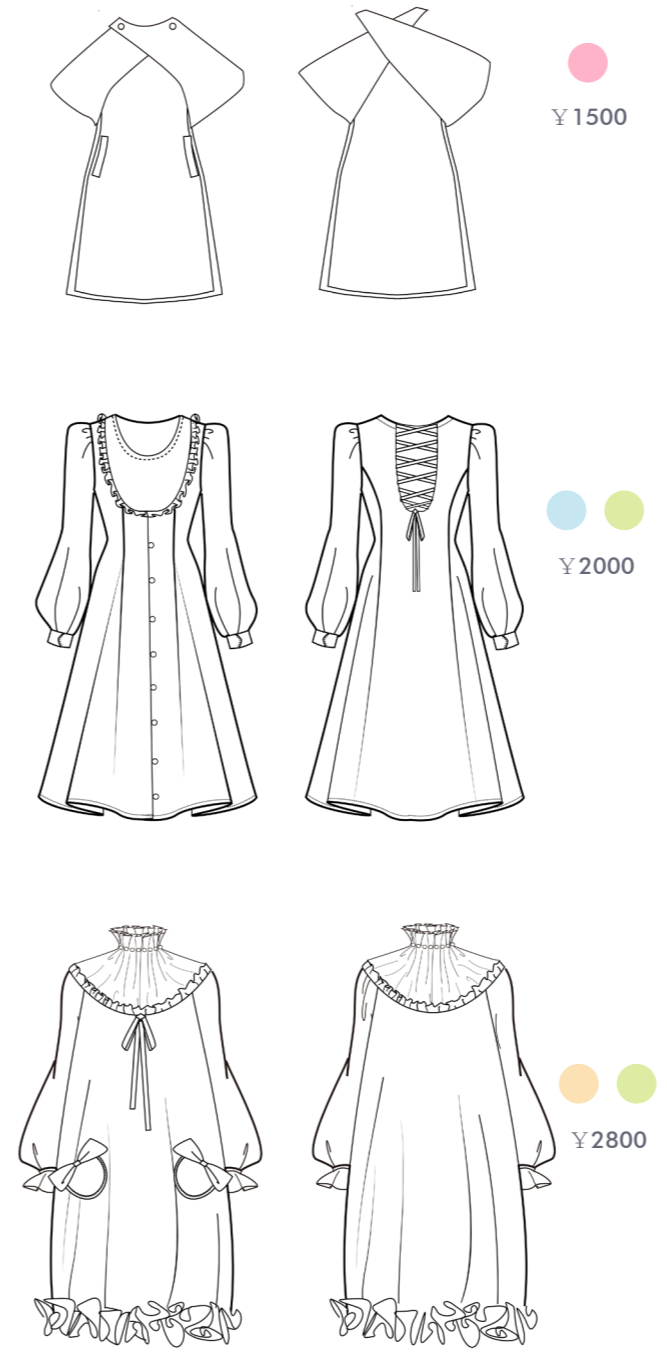
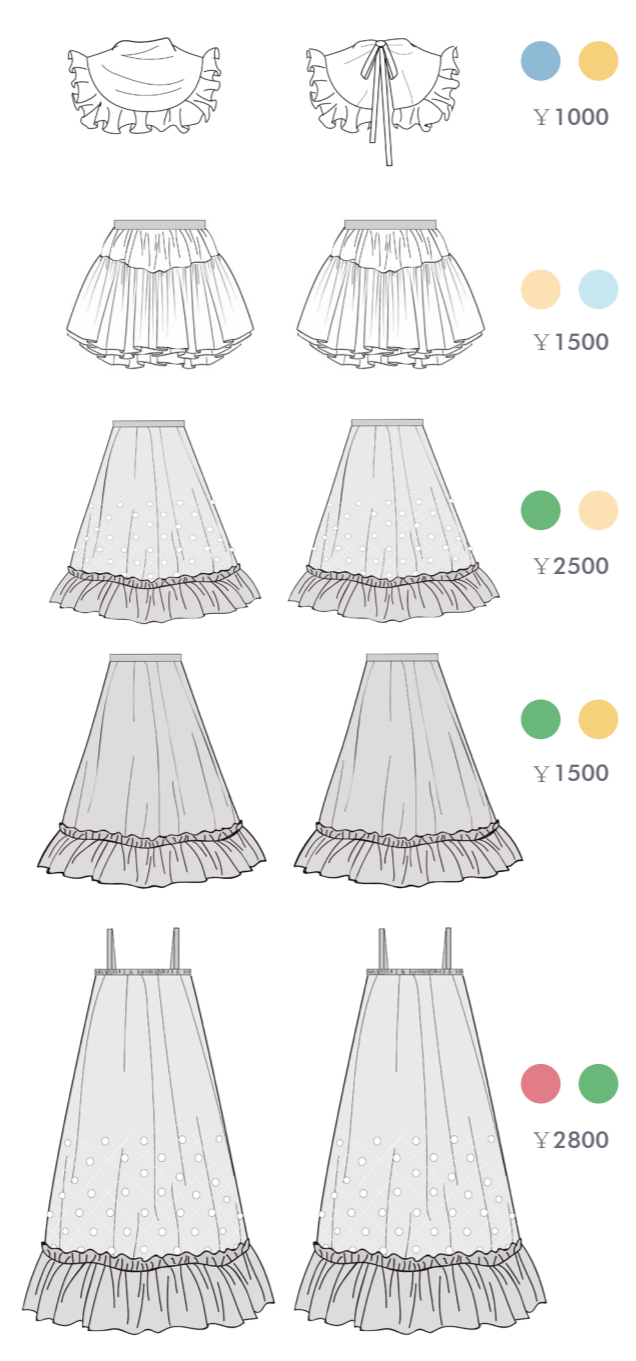
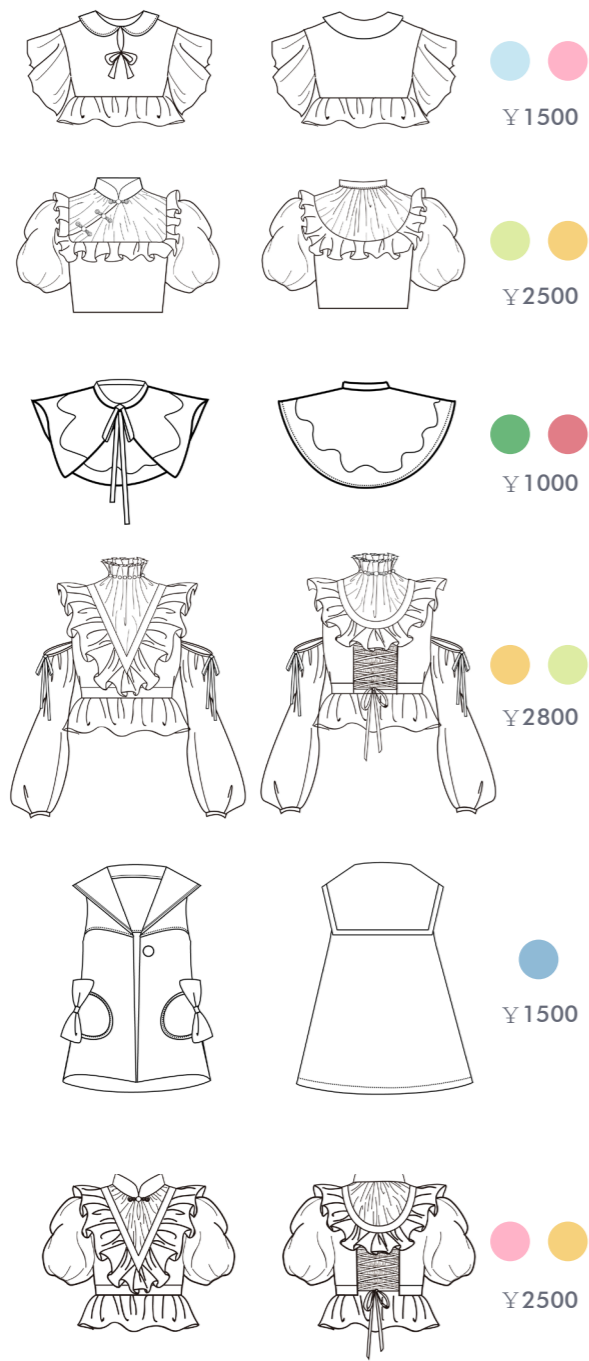
LINE UP



DRESSES-UP GAMES

VISUAL RANGE PLAN

DRESS-UP GAMES

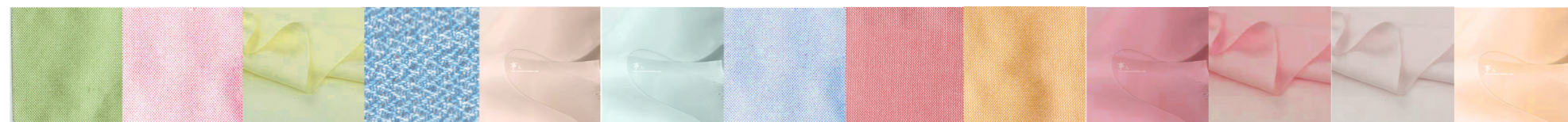


S/S 2023
KIDULTS

COLOURS:



FABRICS:



DRESS-UP GAMES

STATEMENT OUTFIT

SPEC SHEET:

STYLE REF KD001	DESCRIPTION: Puff sleeve top	BRAND: DRESS-UP GAMES	SAMPLE SIZE: M	Sheet No 2 of 2
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MEASUREMENT SPEC

Description	Sample	Fit 1
A 衣长 lengths	48cm	
B 前宽 shoulder breadth	38cm	
C 腰围 waistline	73cm	
D 袖长 sleeve length	31cm	
E 袖围 cuff around	24cm	
F 领高 collar height	2.7cm	
G 腰带宽 waistband width	4.5cm	
H 下摆宽 hem width	10cm	
I 荷叶边宽 ruffle width	10cm	
J V领宽 V-neck stripe width	2cm	

TRIM

Description	Qty	Price
隐形拉链 hidden zip	1	
燕扣 frog	1	
1cm 丝带 1cm ribbon	1	

MANUFACTURER

SPEC SHEET:

STYLE REF KD001	DESCRIPTION: Puff sleeve top	BRAND: DRESS-UP GAMES	SAMPLE SIZE: M	Sheet No 1 of 2
-----------------	------------------------------	-----------------------	----------------	-----------------

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

FABRIC SWATCHES

- 1 PINK ORGANZA 1 粉色欧根纱
- 2 PINK COTTON 2 粉色棉布
- 3 PINK ORGANZA 3 粉色欧根纱
- 4 GREEN SILK LINEN 4 浅绿色丝麻布
- 5 BLUE FABRIC 5 天蓝色棉布
- 6 RED SILK LINEN 6 红色丝麻布

SPEC SHEET:

STYLE REF KD002	DESCRIPTION: Double-layered midi skirt	BRAND: DRESS-UP GAMES	SAMPLE SIZE: M	Sheet No 2 of 2
-----------------	--	-----------------------	----------------	-----------------

MEASUREMENT SPEC

Description	Sample	Fit 1
A 裙长 whole lengths	67cm	
B 主体长 main length	50.5cm	
C 腰围 waistline	71cm	
D 腰带宽 waistband width	3.5cm	
E 上荷叶边宽 ruffle width	2cm	
F 下荷叶边宽 ruffle width	13cm	
G 开叉高 split height	18cm	
H 珍珠范围 pearl area	30cm	

TRIM

Description	Qty	Price
12.5mm 透明扣子 button	4	
15mm 珍珠 15mm pearl	n	
纽扣 hooks and eyes	4 pairs	

MANUFACTURER

SPEC SHEET:

STYLE REF KD002	DESCRIPTION: Double-layered midi skirt	BRAND: DRESS-UP GAMES	SAMPLE SIZE: M	Sheet No 1 of 2
-----------------	--	-----------------------	----------------	-----------------

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

FABRIC SWATCHES

- 1 GREEN FABRIC 1 深绿色棉布
- 2 ORIGINAL ORGANZA 2 原色欧根纱

SPEC SHEET:

STYLE REF KD003	DESCRIPTION: Underskirt	BRAND: DRESS-UP GAMES	SAMPLE SIZE: M	Sheet No 2 of 2
-----------------	-------------------------	-----------------------	----------------	-----------------

MEASUREMENT SPEC

Description	Sample	Fit 1
A 裙长 lengths	43cm	
B 下摆围 hem around	174cm	
C 腰围 waistline	68-100cm	
D 腰带宽 waistband width	2.5cm	
E 主体长 main length	40.5cm	

TRIM

Description	Qty	Price
2.5cm 松紧带 elastic band	1	

MANUFACTURER

SPEC SHEET:

STYLE REF KD003	DESCRIPTION: Underskirt	BRAND: DRESS-UP GAMES	SAMPLE SIZE: M	Sheet No 1 of 2
-----------------	-------------------------	-----------------------	----------------	-----------------

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

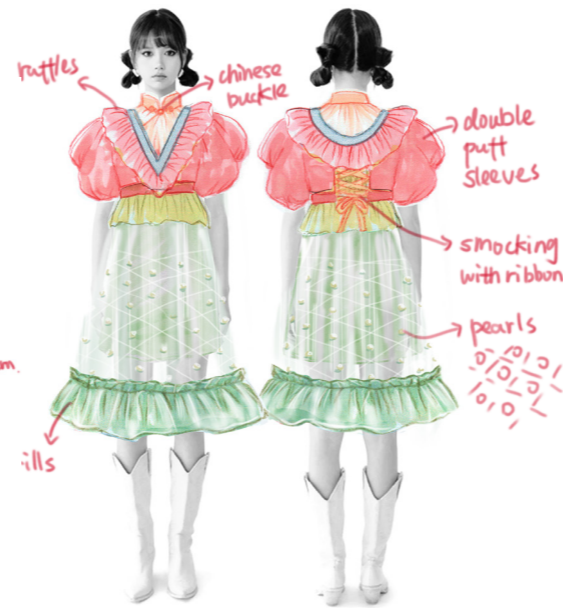
FABRIC SWATCHES

- 1 GREEN COTTON 1 绿色棉布



3D DEVELOPMENT

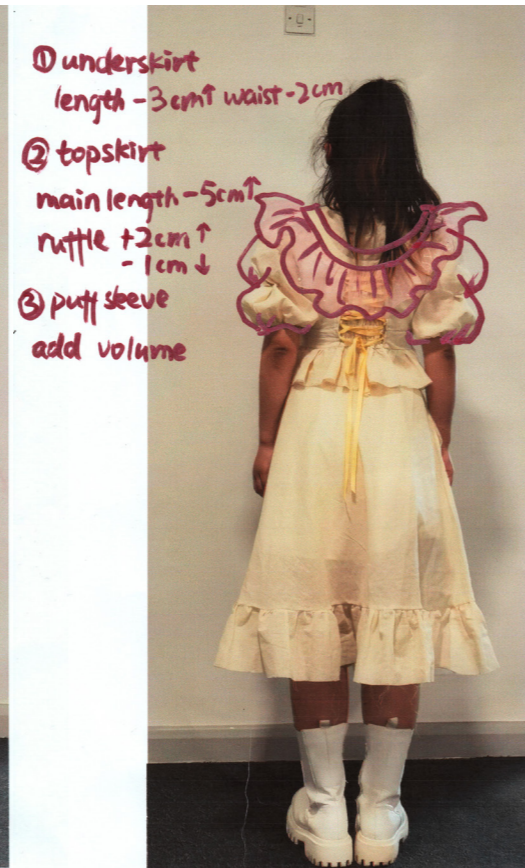
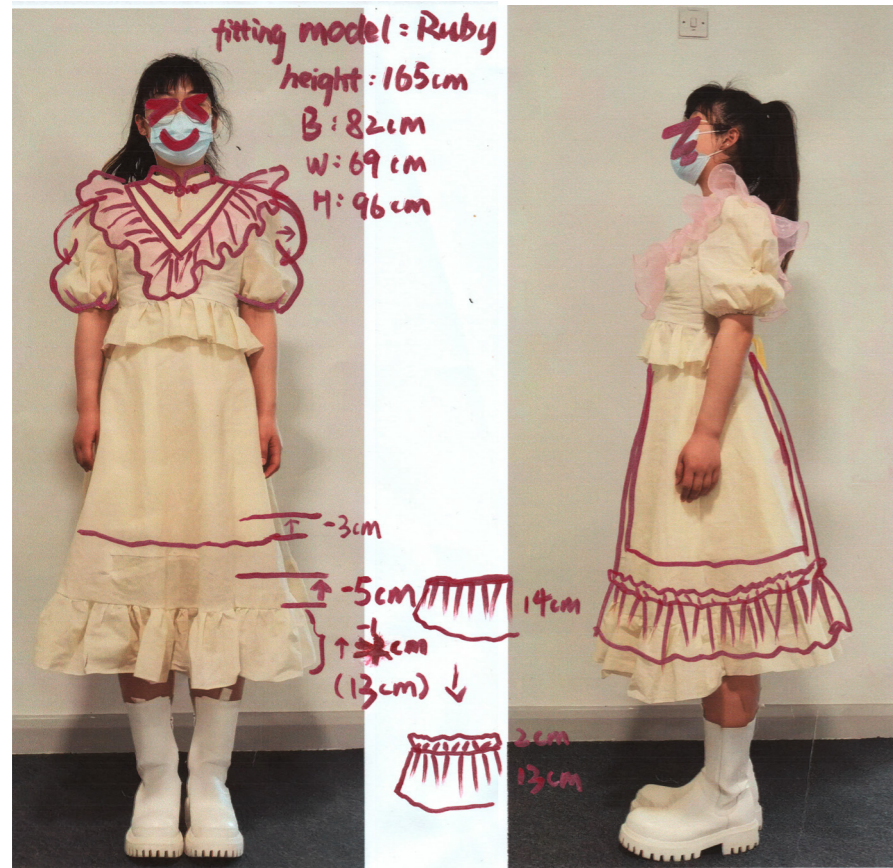
TOILE ON MANNEQUIN



TOILE IMPROVEMENT



TOILE FITTING



solution: add tubes on the hem of both the outwear skirt and the underskirt, and put 2 different sizes of bone circles into the tubes.

BRANDING EXAMPLES

SPEC SHEET:

BRAND TAG	SEASON: SS 2023	BRAND: DRESS-UP GAMES	NOTE:
<p>6cm</p> <p>10cm</p> <p>6cm</p> <p>10cm</p> <p>FRONT</p> <p>BACK</p> <p>The brand logo</p> <p>Detachable</p> <p>Cartoon image of the overall outfit</p> <p>Product information</p> <p>PRODUCT NAME: MIDI UNDERSKIRT CODE: REF KD003 COLOR: GREEN SIZE: M GRADE: A COMPOSITION: 100% COTTON PRICE: ¥1500 ORIGIN: CHINA</p> <p>REF KD003</p>			<p>THIS HANGING TAG INCLUDES A DETACHABLE CARTOON IMAGE OF THE OVERALL OUTFIT. THERE WILL BE DIFFERENT IMAGE FOR EVERY LOOK OF THE WHOLE COLLECTION. CUSTOMERS CAN TAKE IT APART AND COLOUR IT AS WHAT THEY LIKE.</p> <p>PANTONE CARD</p> <p>PANTONE 707 C</p> <p>PANTONE 192 C</p>

To demonstrate DRESS-UP GAMES' unique identity, a suitable visual presentation can convey more directly than texts do. The design of brand tags and labels as well as the packaging are all dominant forms of DRESS-UP GAMES' visual presentation, reflecting stylistic unity and creative ideas. The detachable line-drawn cartoon image on the tag not only demonstrates the overall look of the products but also means "determine your colour yourself". Moreover, this can be a creative interactive promotion method because consumers can draw the colours they like and post them on social media. Maybe in the future, the brand can hold such activities or collaborate with influencers and artists.

SPEC SHEET:

BRAND LABEL	SEASON: SS 2023	BRAND: DRESS-UP GAMES	NOTE:
<p>6cm</p> <p>2cm</p> <p>3.5cm</p> <p>2.5cm</p> <p>MADE IN CHINA</p> <p>DRESS-UP GAMES</p> <p>SIZE: XS S (M) L XL</p> <p>100% COTTON</p> <p>WASHING INSTRUCTIONS</p> <p>不可水洗 DO NOT WASH</p> <p>不可漂白 DO NOT BLEACH</p> <p>低温熨烫 COOL IRON</p> <p>常规干洗 CONVENTIONAL DRY CLEAN</p> <p>VERSION 01</p> <p>VERSION 02</p> <p>FRONT</p> <p>BACK</p> <p>FOLD IN HALF</p>			<p>THERE ARE 2 KINDS OF BRAND LABELS, INCLUDING THE SIZE LABEL AND THE WASHING MARK. 2 DIFFERENT VERSIONS OF SIZE LABEL WILL BE USED AT THE BACK OF THE GARMENTS. WHICH ONE TO BE CHOSEN DEPENDS ON THE SITUATION.</p> <p>PANTONE CARD</p> <p>PANTONE 707 C</p> <p>PANTONE 192 C</p>

SPEC SHEET:

PACKAGING	SEASON: SS 2023	BRAND: DRESS-UP GAMES	NOTE:
<p>SHOPPING BAG</p> <p>EXPRESS BOX</p>			<p>THE SHOPPING BAG AND EXPRESS BOX ARE BOTH MADE FROM RECYCLED MATERIALS. VARIOUS SIZES HAVE BEEN DESIGNED, COVERING DIFFERENT USING SITUATIONS. THESE PACKAGING CAN BE REUSED AS GIFT BAGS OR STORAGE BOXES TO REDUCED THE POLLUTION.</p> <p>PANTONE CARD</p> <p>PANTONE 707 C</p> <p>PANTONE 192 C</p>

WEBSITE

<https://dressupgamesofficial.wixsite.com/home>

DRESS-UP GAMES



START

An eye-catching home page plays an important role on the website. I wanted to design a playful home page which could convey the brand identity. I got the ideas from the starting page of games. With 4 pictures sliding behind a huge, bold title of the brand name, the "START" button will gradually appear. By clicking on it, customers can start to explore the website just like playing a game.

DRESS-UP GAMES

Collection E-shop About us Log In

Collection
2023 S/S

KIDULTS



DRESS-UP GAMES

Collection E-shop About us Log In



WEBSITE

E-shop

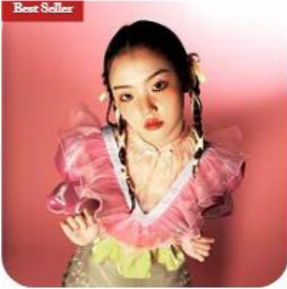
ALL PRODUCTS

Filter by

- Collection
 - All
 - Accessory
 - Skirt
 - Top
- Price
 - +
- Color
 - +
- Size
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Sort by

Best Seller




PUFF SLEEVE TOP
£310.00


New




ORGANZA MIDI SKIRT
£310.00



GREEN UNDERSKIRT
£156.00



PEARL BABYHAT
£34.00



TUTU BAG
£65.00

DRESS-UP GAMES

Collection E-shop About us

My Account
View and edit your personal info below.

1402413433

My Orders
My Addresses
My Wallet
My Subscriptions
My Account

Account
Update & Edit the information you share with the community

Login Email:
1402413433@dg.com
Your Login email can't be changed





First Name:
Last Name:
Email:
1402413433@dg.com
Phone:

Discard Update Info

DRESS-UP GAMES

Collection E-shop About us Log In

My cart

	PUFF SLEEVE TOP £310.00 Size: Medium Color: Pink	£310.00 ×	- 1 +
	ORGANZA MIDI SKIRT £310.00 Size: Medium Color: White	£310.00 ×	- 1 +
	GREEN UNDERSKIRT £186.00 Size: Medium Color: Green	£186.00 ×	- 1 +
	PEARL BABYHAT £34.00 Size: One size Color: White	£34.00 ×	- 1 +

Order summary

Subtotal: £840.00
Shipping: FREE
England, United Kingdom

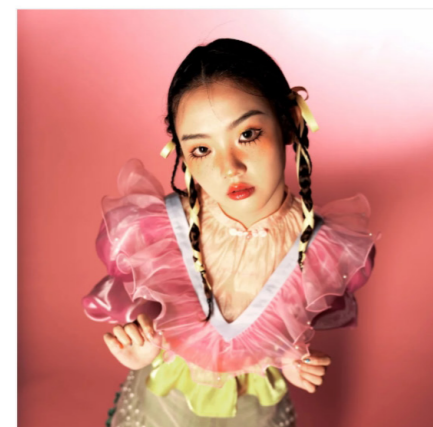
Total: £840.00

Checkout
Secure Checkout

Enter a promo code
Add a note

Home / E-shop / PUFF SLEEVE TOP

< Prev | Next >



PUFF SLEEVE TOP

£310.00

Color: Pink



Size

Select

Quantity

1

Add to Cart

FABRICS

PINK ORGANZA + PINK COTTON + BEIGE ORGANZA + GREEN SILK LINEN + BLUE HAIRCORS + RED SILK LINEN



Short irregular puff sleeve top with gathered frill detailing, V-neckline and smocking detail with ribbons at front and back. SS23 collection "Kidults"- KD001

DRESS-UP GAMES

Collection E-shop About us Log In

ALL ABOUT LIFE, FANTASY AND LOVE



E-mail

General Information
info@dressupgames.com

Sales Inquiry
sales@dressupgames.com

Press Inquiry
press@dressupgames.com

Phone & Location

123-456-7890
Shanghai, China

Media

Instagram
Weibo
Xiaohongshu
Taobao

DRESS-UP GAMES is a newborn independent womenswear brand. Established by Yu Cao, a young female Chinese designer who has studied at both the China Academy of Arts and University for the Creative Arts, DRESS-UP GAMES is set up in London in 2021 and will be based in Shanghai, as it is targeted at Chinese young women.

The brand's name, DRESS-UP GAMES, originates from a type of children's game in which clothing is put on a virtual character or a doll. **DRESS-UP GAMES derives its name from its identity: the heart of child, which is brave, pure, soft and liberal.** The style of DRESS-UP GAMES can be defined as childish, cute and imaginative.

In today's society, there always seems to be an obvious connection between maturity and abandoning childish, unsophisticated hobbies or interests. However, to become an adult shouldn't mean relinquishing what makes us or apologising for it. Going full girl power doesn't only include violently reclaiming the autonomy and dressing like a man, but it also means presenting in a way that makes oneself happy, with no fears of others' judgements. **DRESS-UP GAMES focus on the feminine natural energy, demonstrating females' passions and love for life and fantasy. There is no need for any girls to hide their cute and soft sides. DRESS-UP GAMES' goal is to help its customers to capture "the heart of child", to keep them young, cute and imaginative, and most importantly, make them brave enough to be unapologetically themselves.**

DRESS-UP GAMES aims to produce clothes which are sustainable, comfortable and body-friendly, meanwhile making women feel energetic, confident and empowered even if they are not in a power suit. Furthermore, DRESS-UP GAMES uses high-quality, sustainable materials to make sure the clothes are long-lasting, and also includes basic and functional garments that can be easily matched and meet different purposes.

Contact

Name:

Email:

Type your message here...

Submit

LOOKBOOK



ORANGE
C-10
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VES



Photography: Sabrina Shu
Model: Hannah Li
Make up: Hannah Li
Hairstyle: Vincy Cao

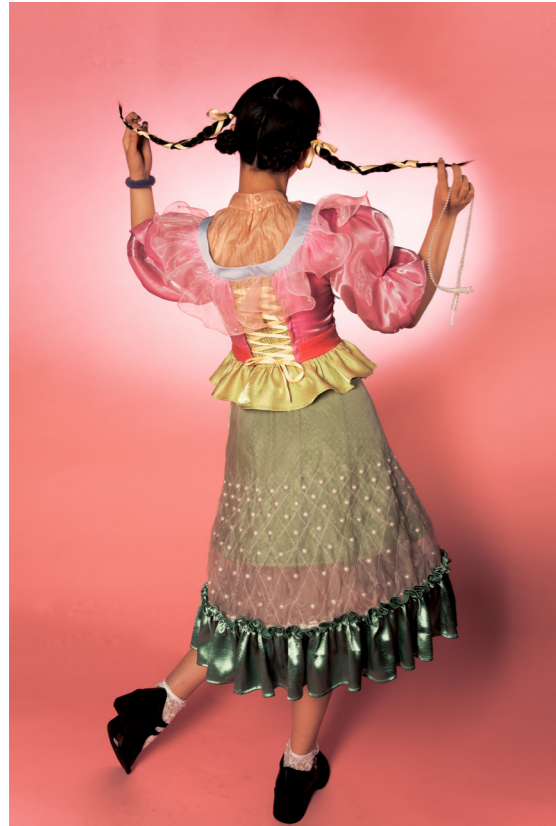
DRESSES-UP DANCES



Photography: Sabrina Shu
Model: Hannah Li
Make up: Hannah Li
Hairstyle: Vincy Cao



Photography: Sabrina Shu
Model: Hannah Li
Make up: Hannah Li
Hairstyle: Vincy Cao



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Photography: Sabrina Shu
Model: Hannah Li
Make up: Hannah Li
Hairstyle: Vincy Cao

DRESSES-UP DANCES