



# TECHNICS = TRAJE

2112815



2112815  
TAOCHENG  
MA FASHION DESIGN





## BRAND VISION:

My brand concept is "Fusion", and the brand I want to create is -- regardless of the choice of people's clothing in the scene, I hope to combine the concept of functional style clothing with the traditional suit style. People no longer have to worry about what to wear and where to go. At the same time, IN terms of specific design, I will choose to make clothes "parts" in a sustainable way. The so-called "parts" means to make clothes like robots, which are detachable and can be combined at will. At the same time, some metal materials are added to make the overall clothing more scientific and metallic

## BRAND STORY:

A girl was asked to work overtime by her boss. In the middle of the night, it was her birthday. His friends were in the club for her birthday. Her home was very far away from the club. She was wearing a white face, a professional skirt and a ponytail. Braid, holding a notebook, stood at the door, but the security at the door did not let her in because she was wearing professional attire, which did not meet the requirements of a nightclub. As a designer, I showed up, pulled her white compressed sleeves, compressed them with thick threads, and knitted her functional styling pockets. At the same time, I used hairspray to loosen her hair.

Can show its charm anywhere

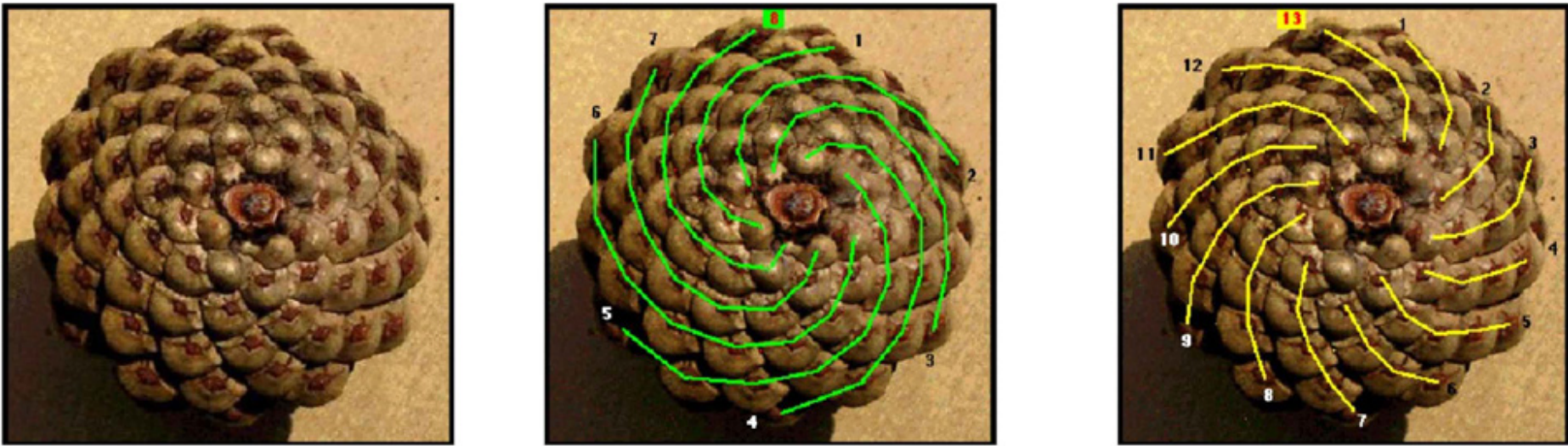
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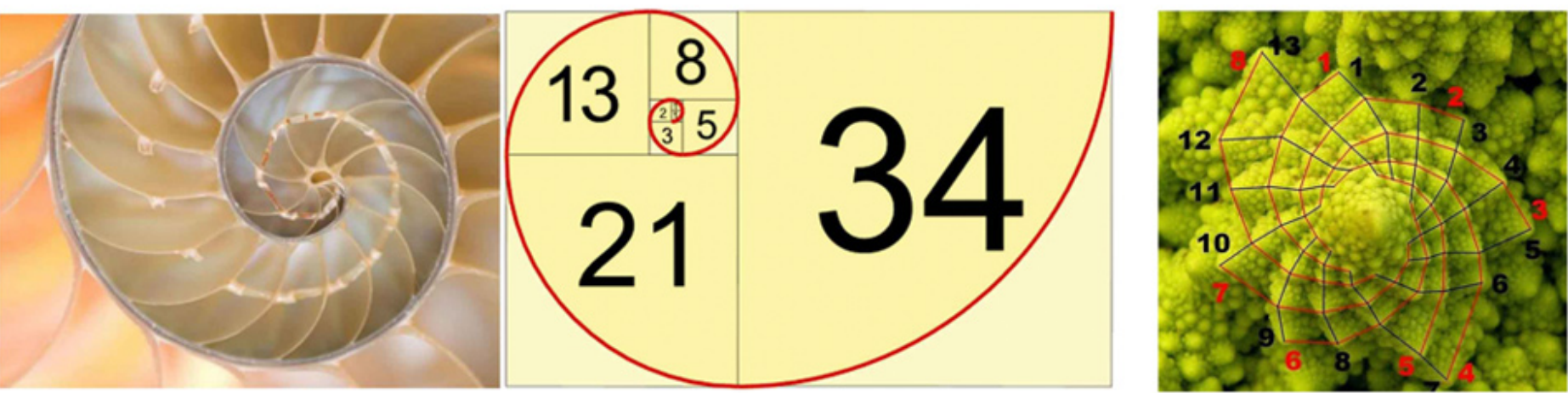
# RESEARCH & DESIGN CONCEPT

\* Fibonacci sequence,  
also known as the golden section sequence  
\*  $F(1)=1, F(2)=1, F(n)=F(n-1)+F(n-2) \ (n \geq 3, n \in \mathbb{N}^*)$   
1、1、2、3、5、8、13、21、34...

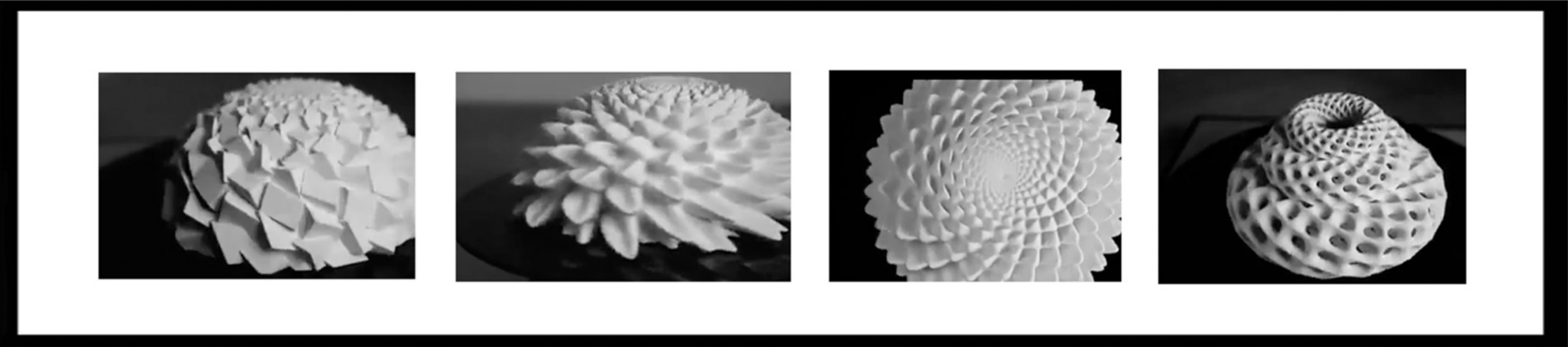


In nature, the Fibonacci sequence and the golden ratio are everywhere. For example, in the pattern of pineapple, the spiral arrangement from left to right is 13, and the spiral arrangement from right to left is 8, which corresponds to the Fibonacci sequence. one of the sets of data in . In addition, many fruits and vegetables in nature follow this rule.

\* Are arranged according to the combination of the Fibonacci sequence



☑Square Wave is designed by artist Ivan Black. His works reflect the derivation and imitation of mathematical models found everywhere in nature. The work is made of 21 electroplated steel wires, which are rotated and turned up and down.

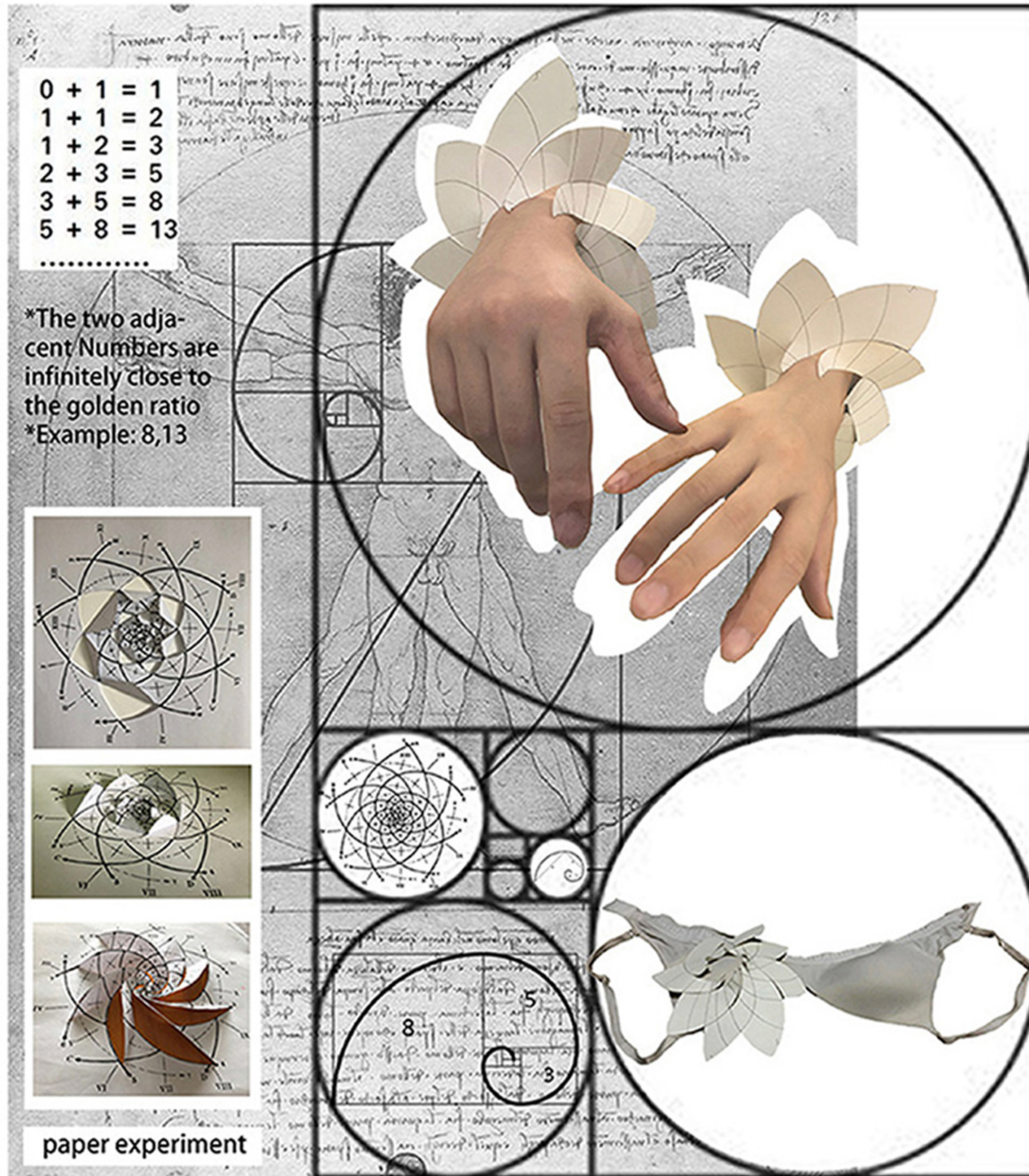


A ceramic sculpture that incorporates mathematical formulas, and the mathematical laws are revealed through rotation



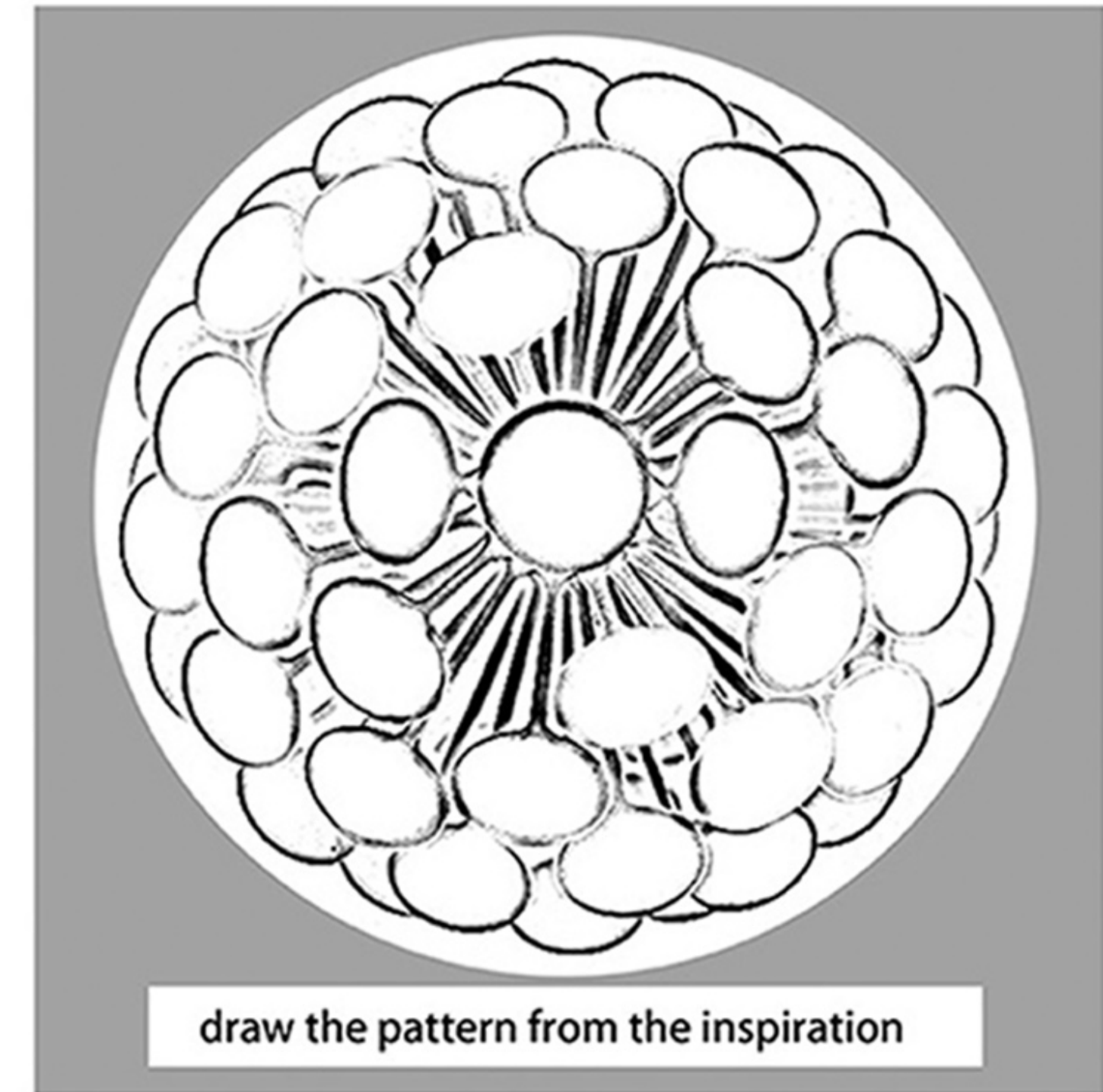
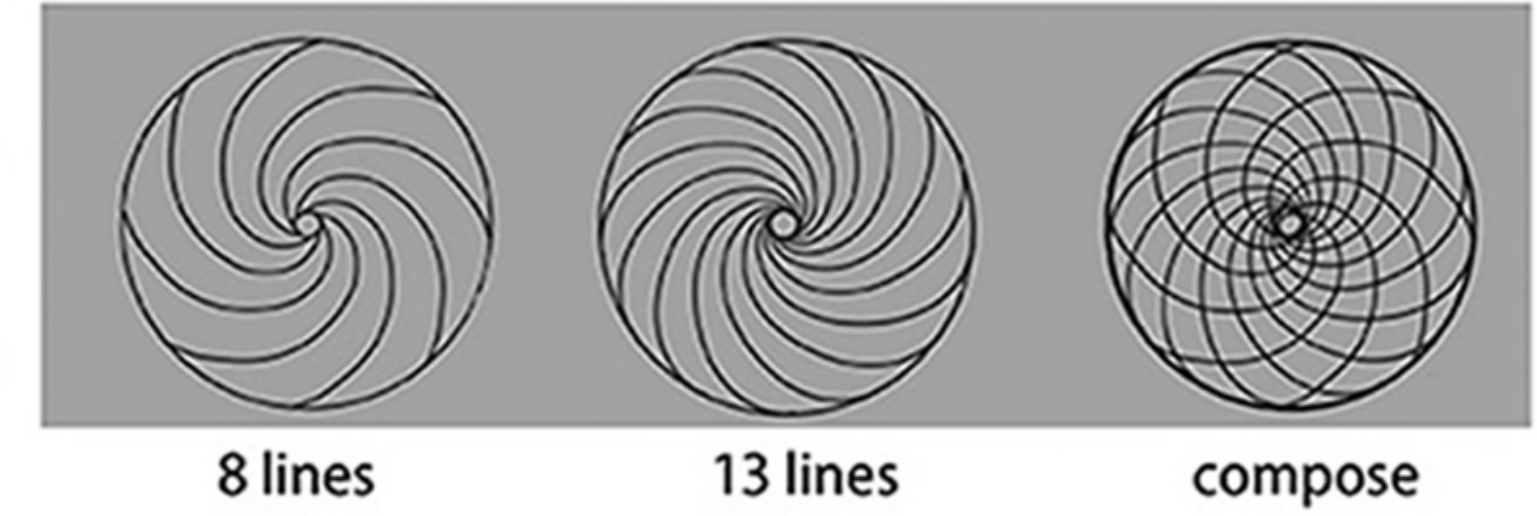
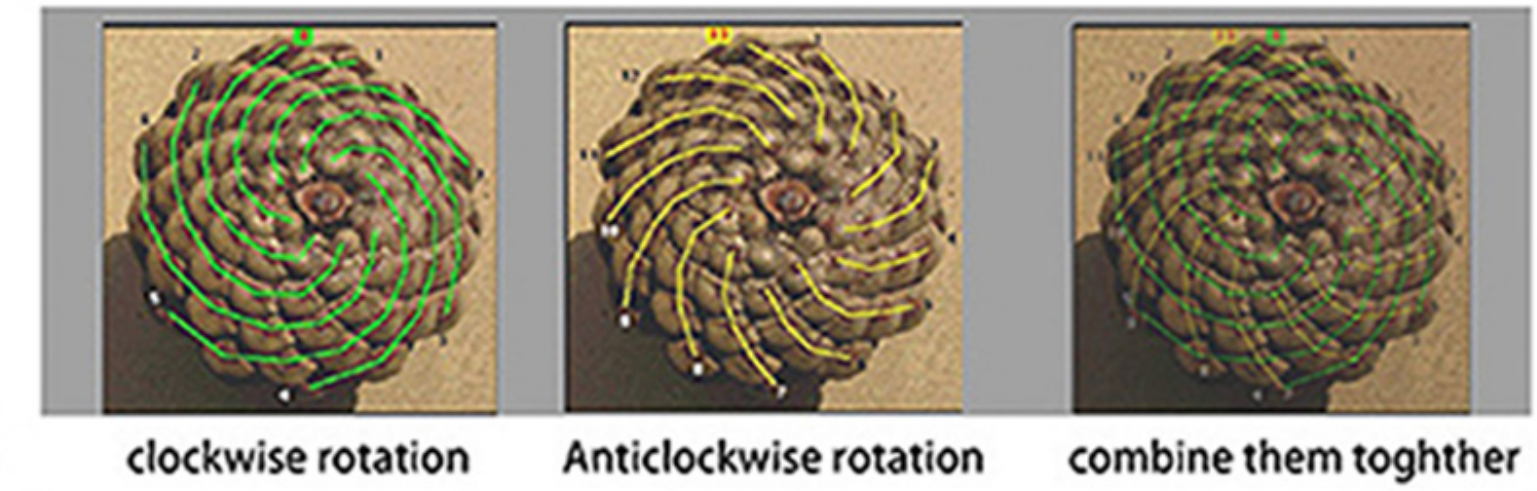


# RESEARCH & DESIGN CONCEPT



Fibonacci:  
1, 1, 2, 3, 5, 8, 13, 21, ...

$$\frac{a+b}{a} \approx \frac{b+c}{b} \approx \frac{c+d}{c} \approx 1,618$$





# COLOUR BOARD



Main colour:



Secondary colour:

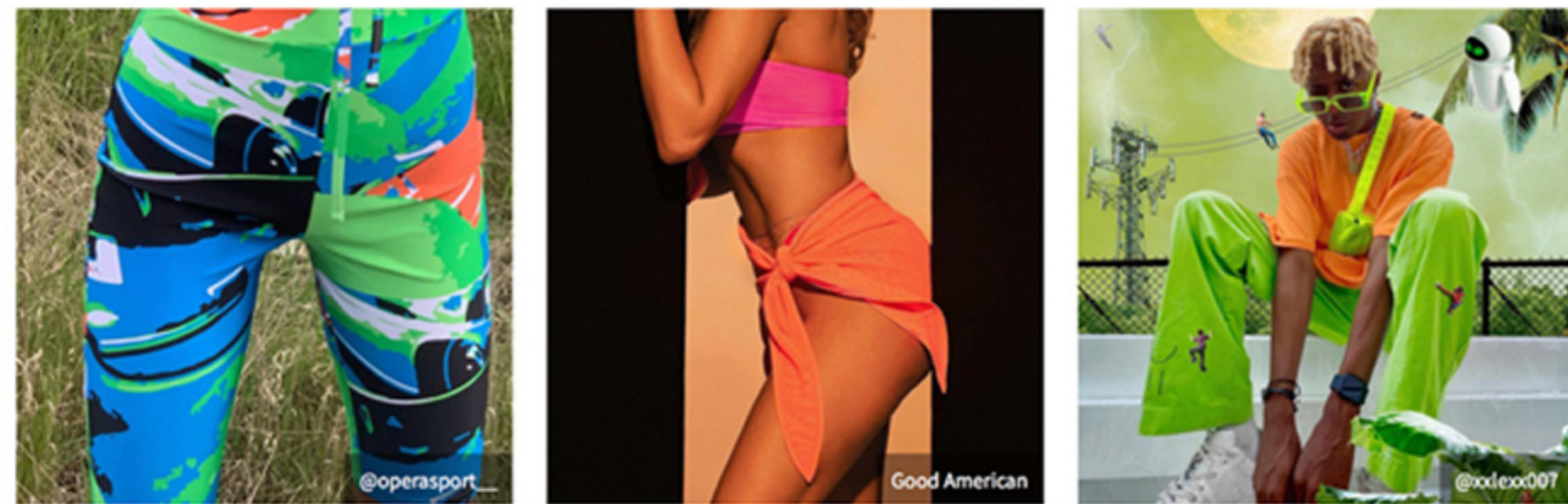


Lilac Tint S/S 21	Purist Lilac A/W 21/22	Lavender Silk S/S 22	Digital Violet A/W 22/23	Digital Lavender S/S 23
Oxy Fire S/S 21 and A/W 21/22	Crimson A/W 21/22	Red Glow S/S 22	Artisanal Red A/W 22/23	Luscious Red S/S 23
Butter S/S 22	Honeycomb A/W 22/23	Yellow Freesia S/S 23		
Arctic Blue A/W 22/23	Tranquil Blue S/S 23			
Quiet Wave S/S 21	Seaweed Green S/S 22	Apple Mint S/S 23		

## COLOURTREND

WGSN predicts a collection of fashion colors in China in 2023

# COLOURBOARD



The choice of the color version is first based on the new fashion trends launched by WGSN, and then the second choice is based on the brand's conception and style. Finally, "black, white, gray" is used as the main color, with brighter green and blue.





FABRIC BOARD



FABRICBOARD



Grey 90% Cotton + Inner Cotton

Brown leather material

Fluorescent green 30% linen + 70% polyester

Dark green 80% cotton linen + 20% polyester

Grey 80% wool+20% cotton

Fluorescent silver-coated cotton



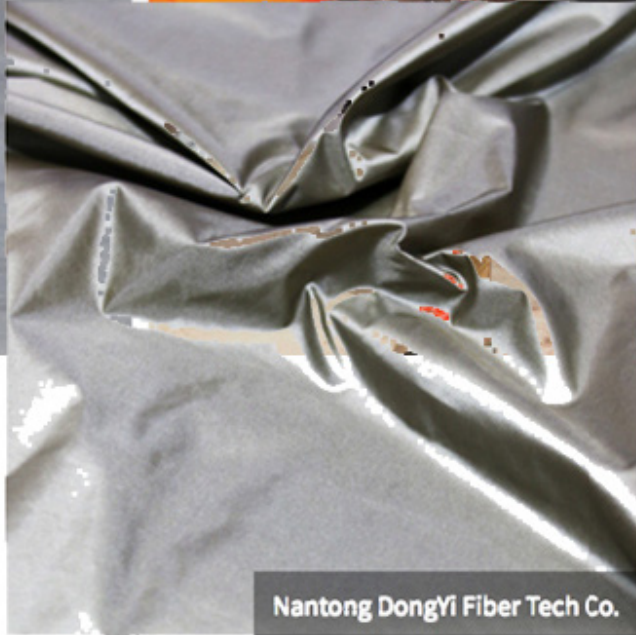
Heroine



Christian Dior



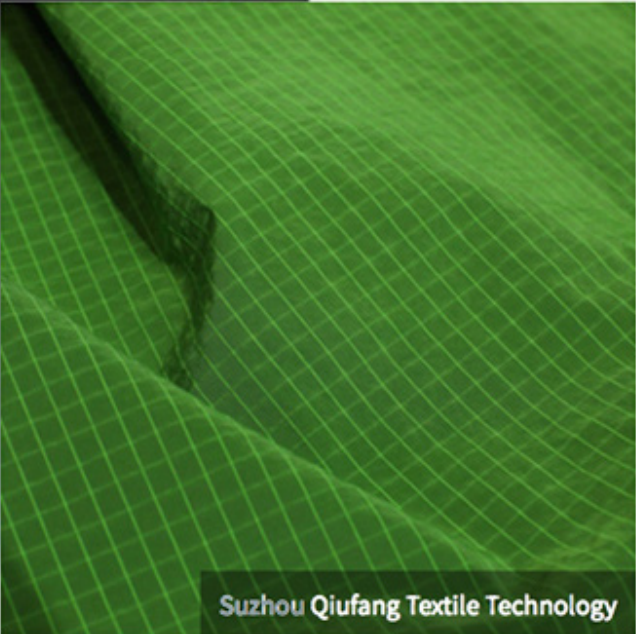
Wujinang Wenhui Textile Co.



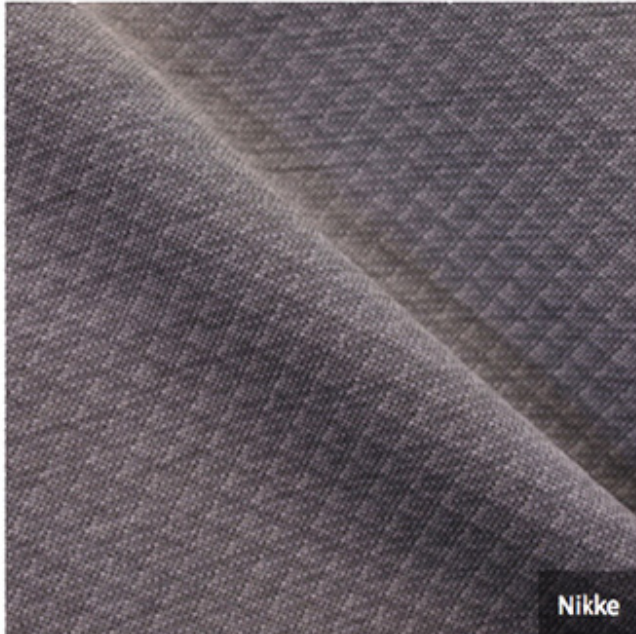
Nantong DongYi Fiber Tech Co.



Wiamen Jinnuozhongyuan Textile



Suzhou Qiufang Textile Technology



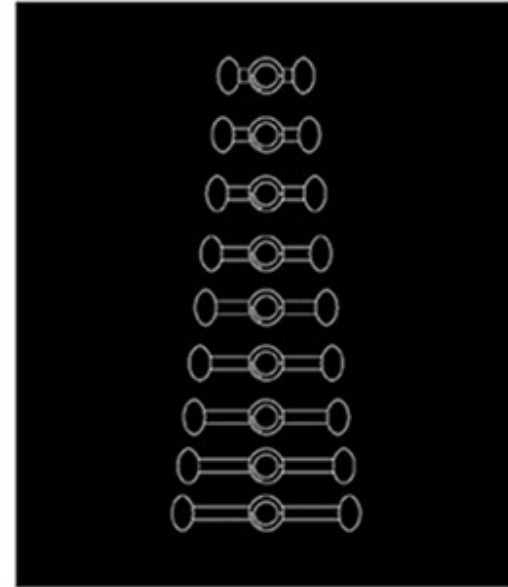
Nikke



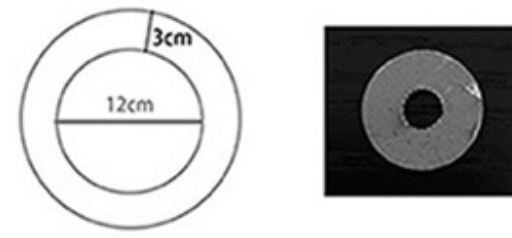
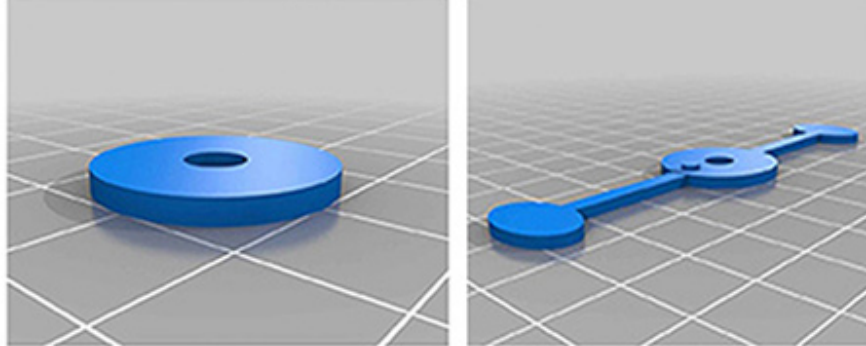
Sojitz Fashion Co.



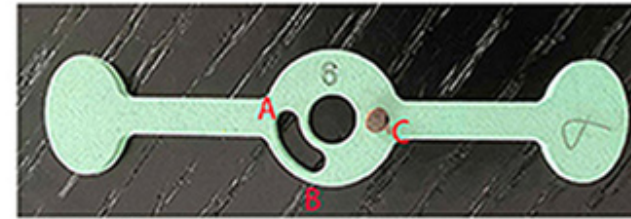
# DESIGN EXPERIMENTS



3D modeling process



- Inner circle diameter: 12cm
- outer ring width: 3cm
- The whole thickness: 2cm



The small wooden stake at point C is a cylinder with a diameter of 1cm and a height of 2cm. The width of the AB arc portion is also 1cm and the length is  $\frac{AB}{BC} = 0.618$ . The position of point A and the position of point C must completely overlap, as the picture shows.

$$\frac{AB}{BC} = 0.618$$

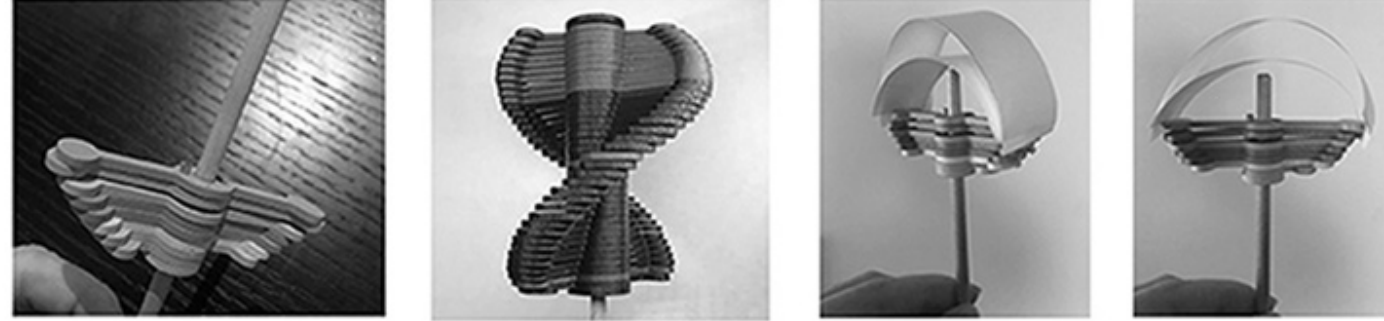
This ratio cannot be change  
this is the golden ratio

this two points need to be  
matched very well

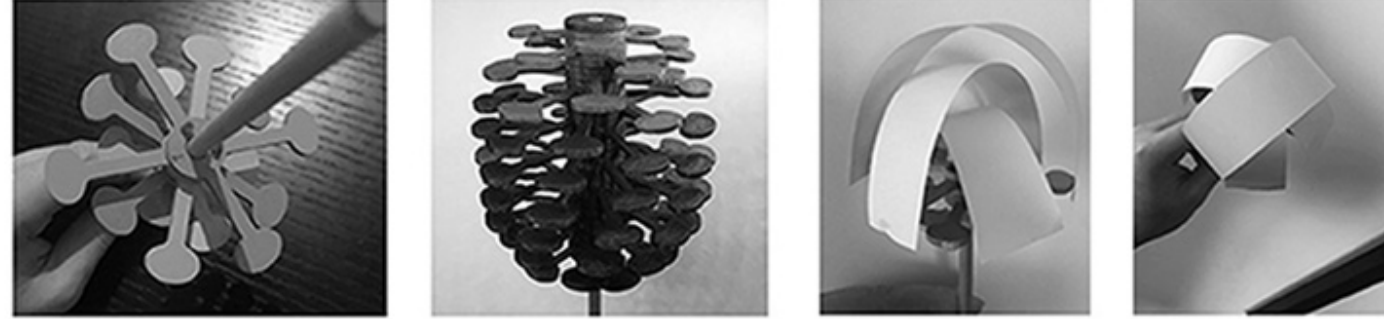


There must be 9 in total, and the length of each side is 6cm, 9cm, 12cm, 15cm, 18cm, 21cm, 24cm, 27cm, 30cm. Each time the length is increased by 3cm

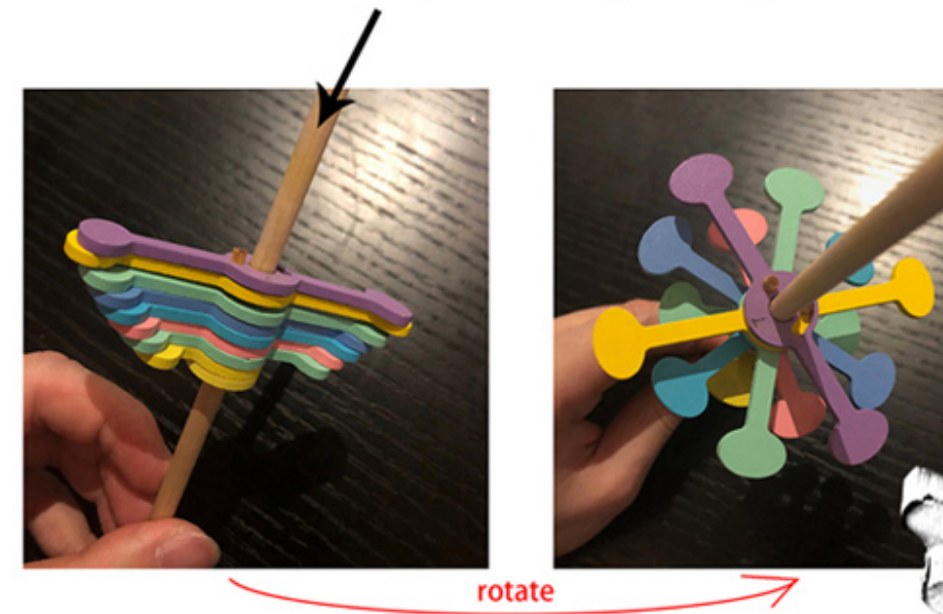
Unrotated state



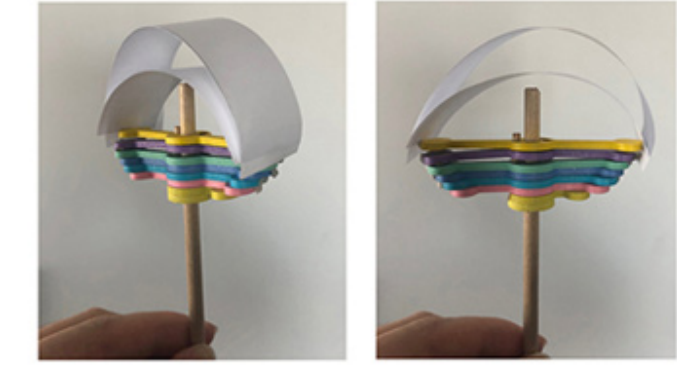
after rotated state



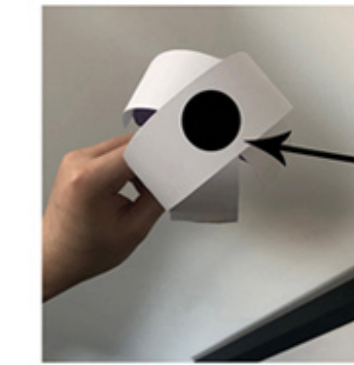
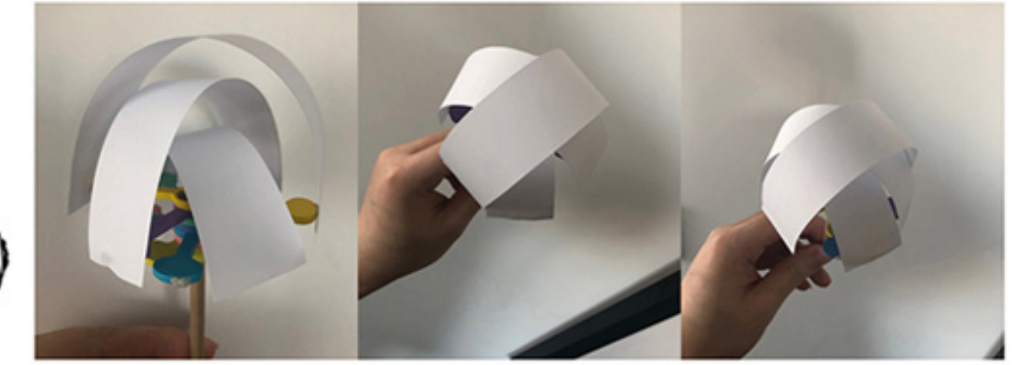
this can be the arm, waist or any other Cylinder



When the cylinder rotates, the blade will open naturally  
can be the body support, accessories



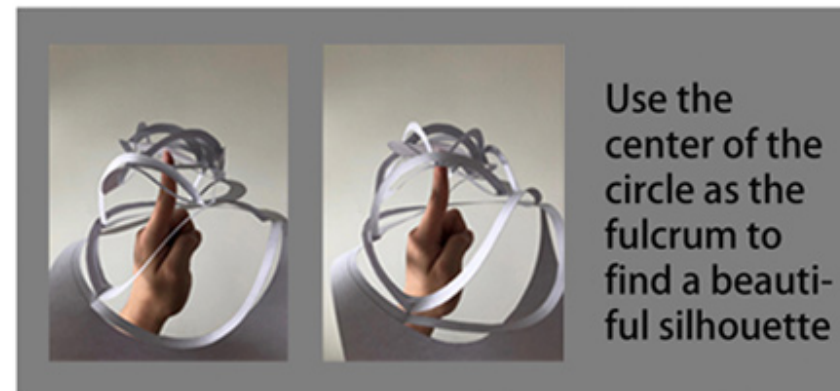
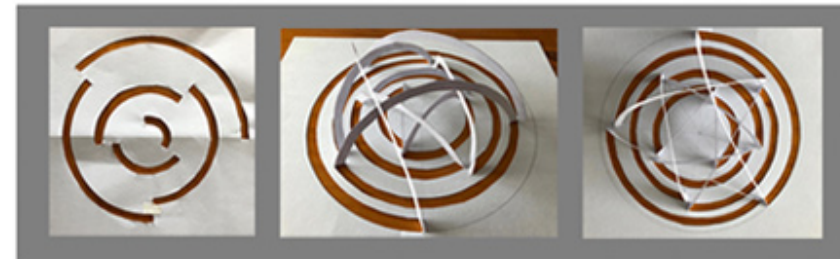
the fabric can also add like this style.  
Rotating the pivot makes the blade rotate and expand



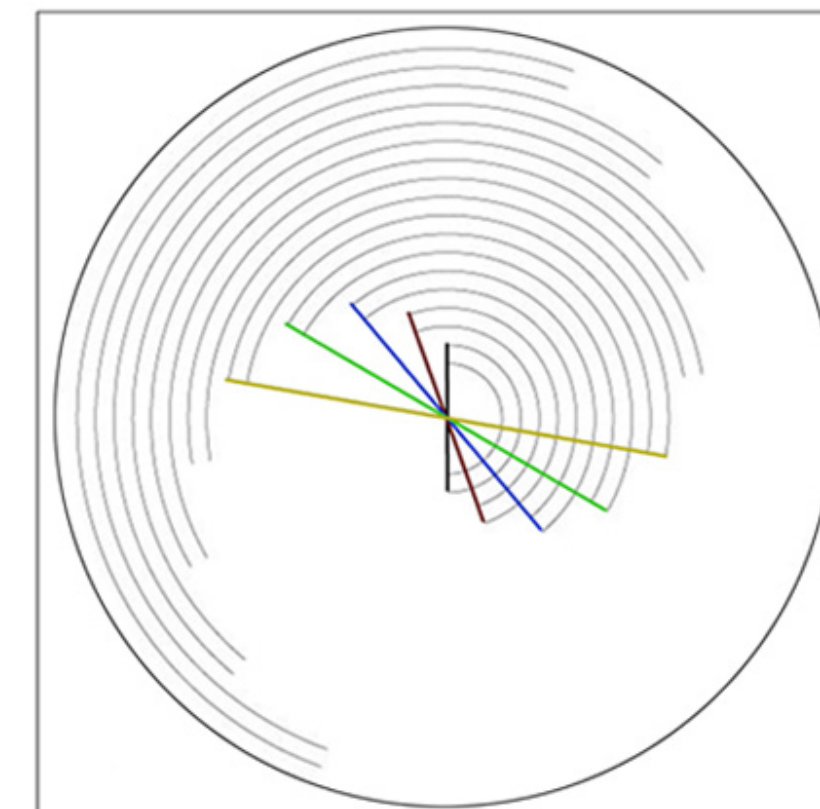
the middle black part is hollow, which can  
through the head or the body, when rotate  
the body, the device will open or close.



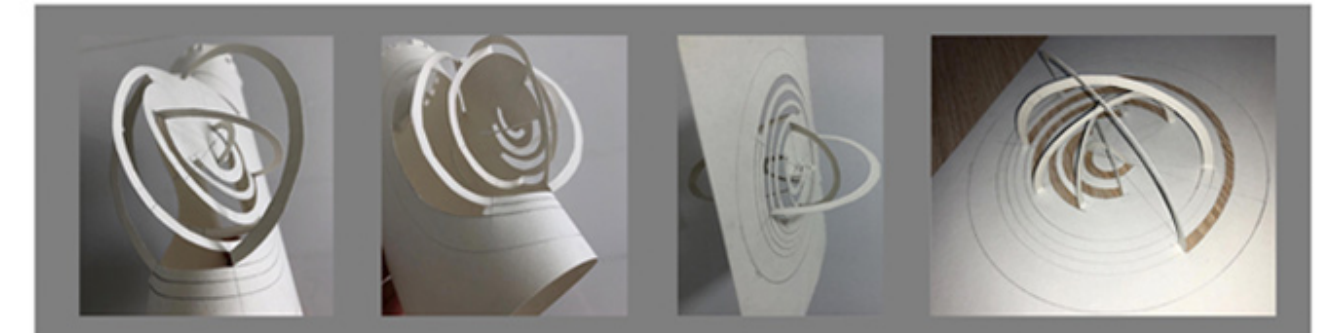
- \*Direction of rotation: Counterclockwise
- \*Rotation Angle: 137.5 degree
- \* The end of the first is the beginning



Use the  
center of the  
circle as the  
fulcrum to  
find a beauti-  
ful silhouette



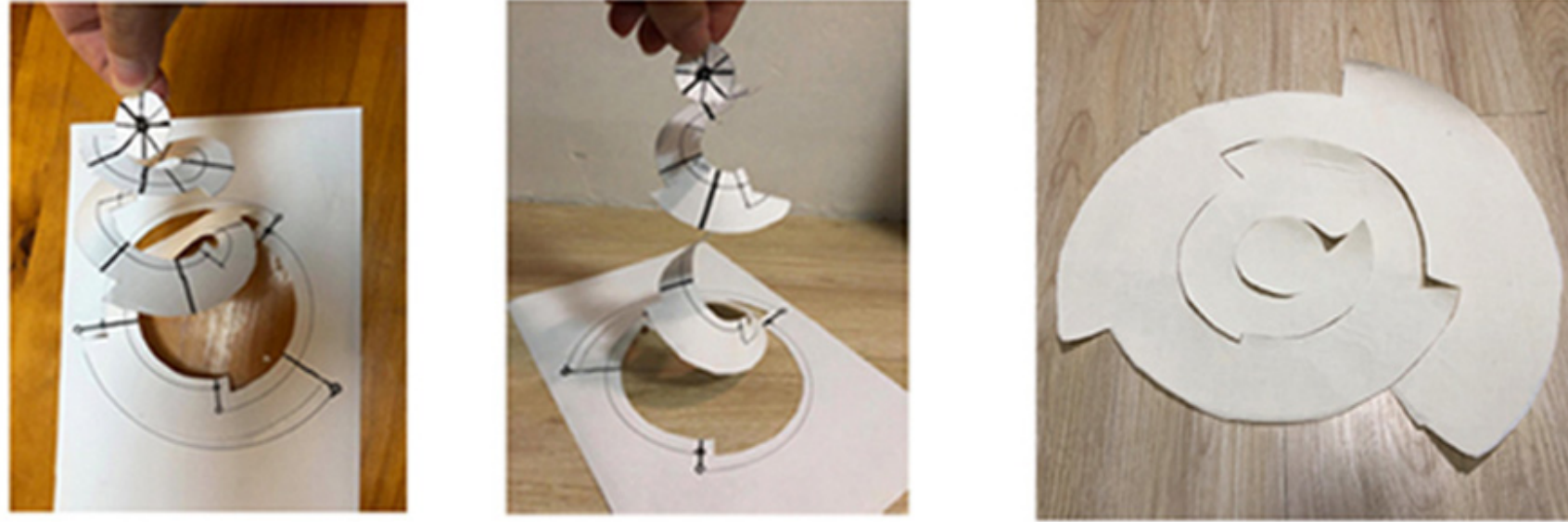
- \*Direction of rotation: counterclockwise
- \*Rotation Angle: 42.5[180-137.5+42.5(golden angle)]
- \*Base on semicircles
- \*Lines are equidistant from each other





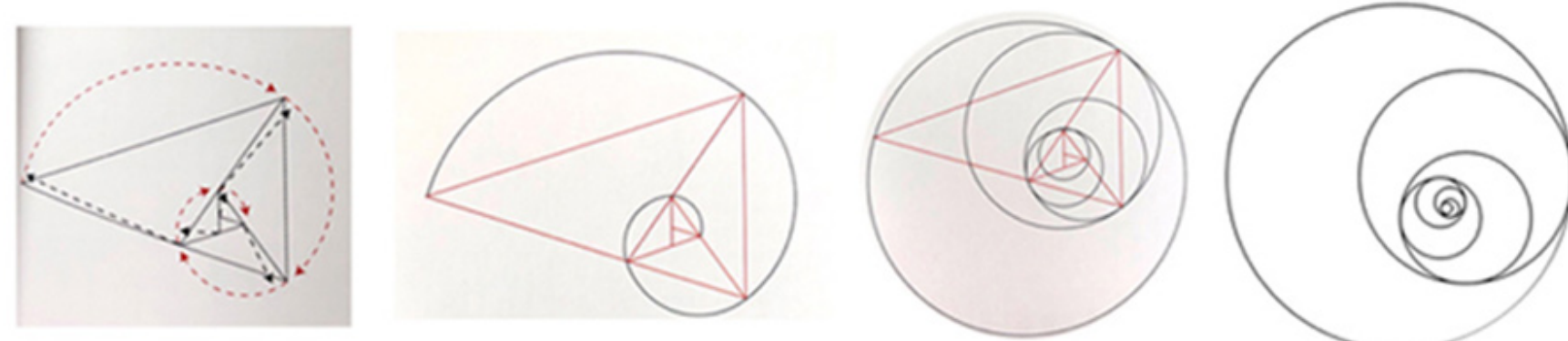
# DESIGN EXPERIMENTS

## —3D DEVELOPMENT



\*As shown in the figure, all the sectors have a central angle of 137.5 degree(golden angle=137.5 degree). By rotating and shrinking the sectors proportionally, the sectors coincide with each other.

\*Cut along a line so that the entire paper mold appears a natural spiral expansion state.



\*rotate the triangle through the golden Angle, Then draw the corresponding arc, and finally complete the circle, all the different sizes of the circle arrangement to form the golden ratio



\*Cut along the arc to make the cut part form the golden ratio, and stand up the cut part to form a different 3D model

sizeA (50\*50)



sizeB (80\*80)



front

side

back



front

side

back



front

side

back



front

side

back

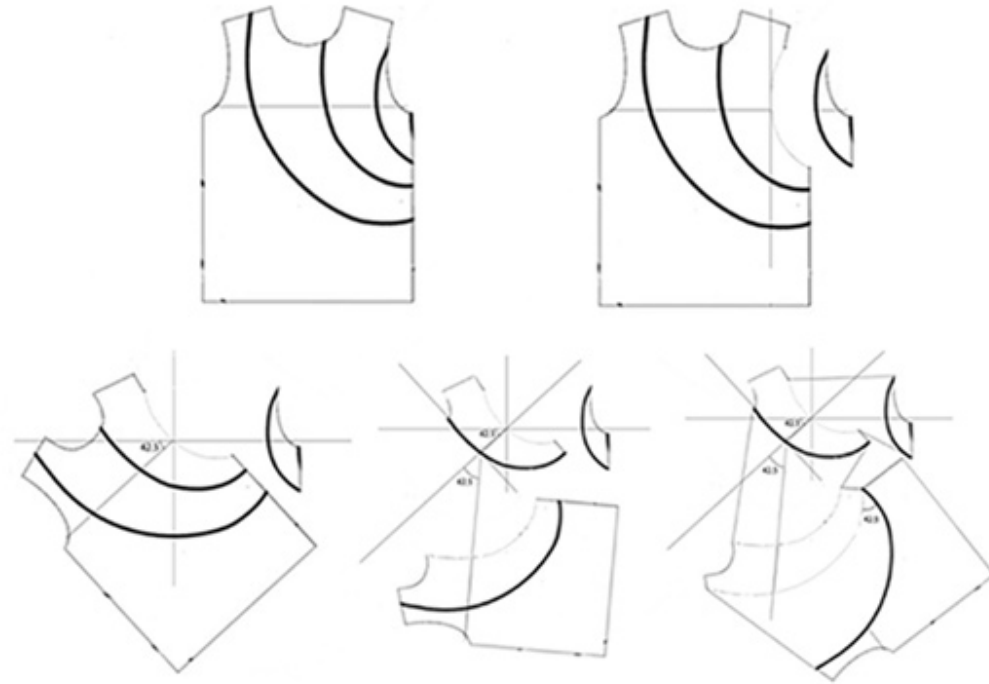




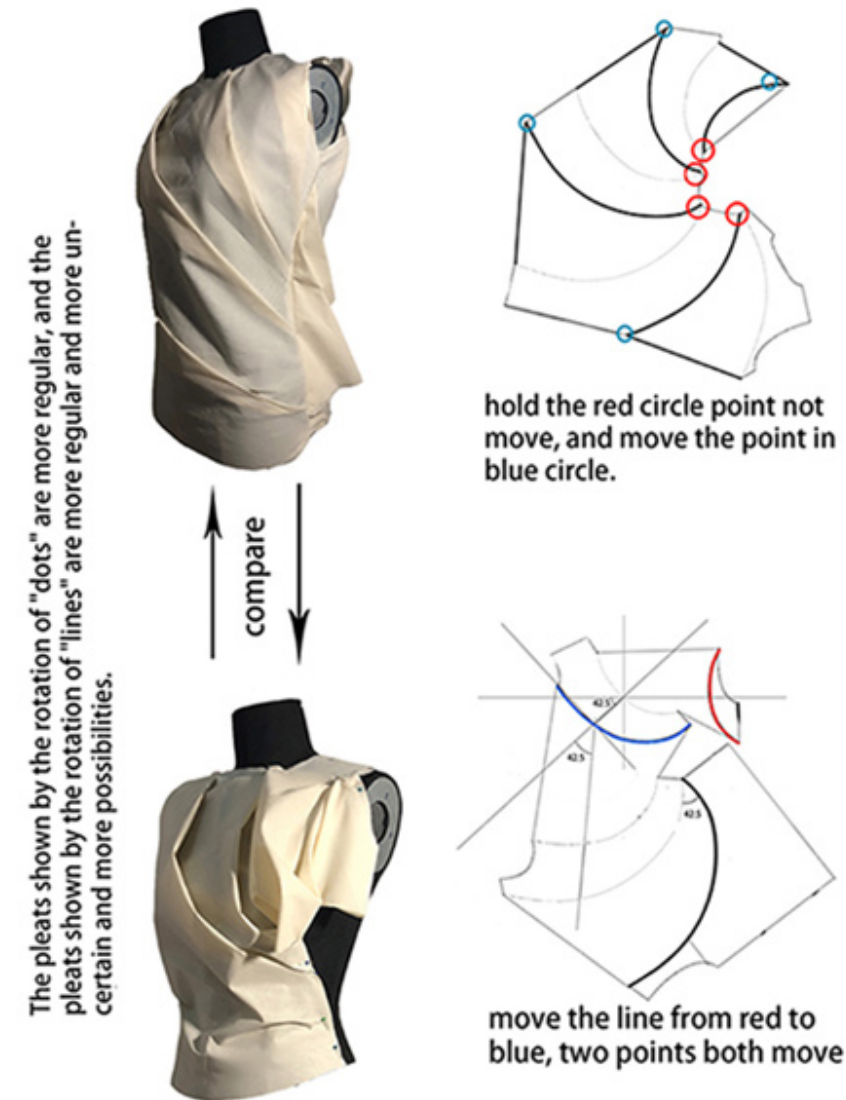
# DESIGN EXPERIMENTS

## —3D DEVELOPMENT

LINE ROTATE



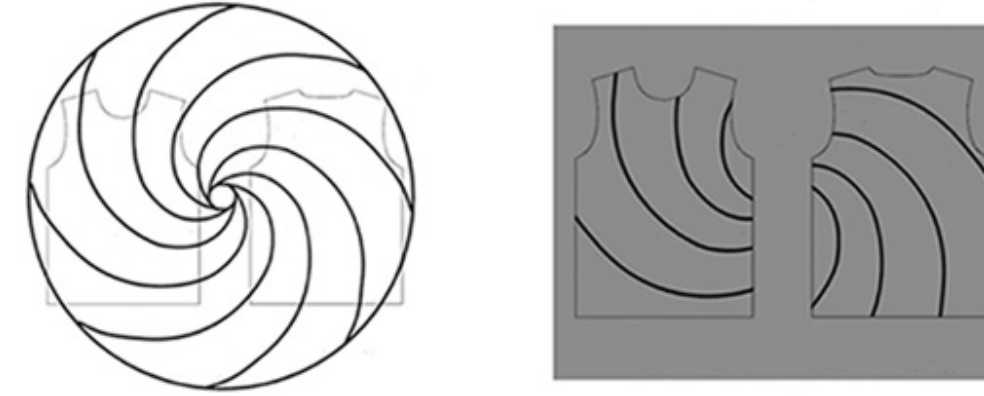
- \*Draw a straight line as the axis of rotation
- \*Draw a vertical line at the first point of rotation
- \*Rotate 42.5 degrees and leave enough space for the fabric
- \*same with the last step
- \*Rotate 42.5 degrees on the point axis and connect the original point in red



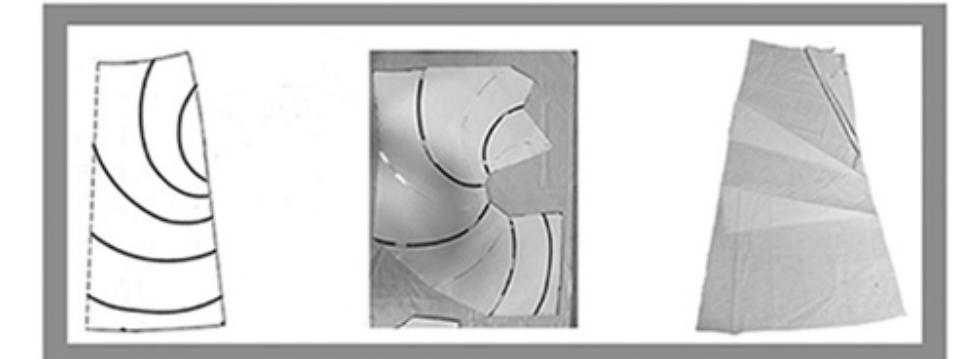
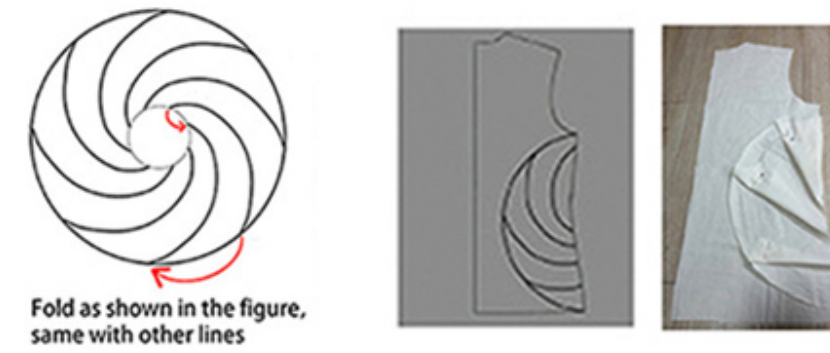
Combine the two methods (line and point rotate) together



POINT ROTATE



Rotate the part divided by the line clockwise to find the fixed vertex (the fixed-point part is not separated), then rotate 42.5 degrees (golden angle) to unfold all parts in turn



Swivel design of half skirt





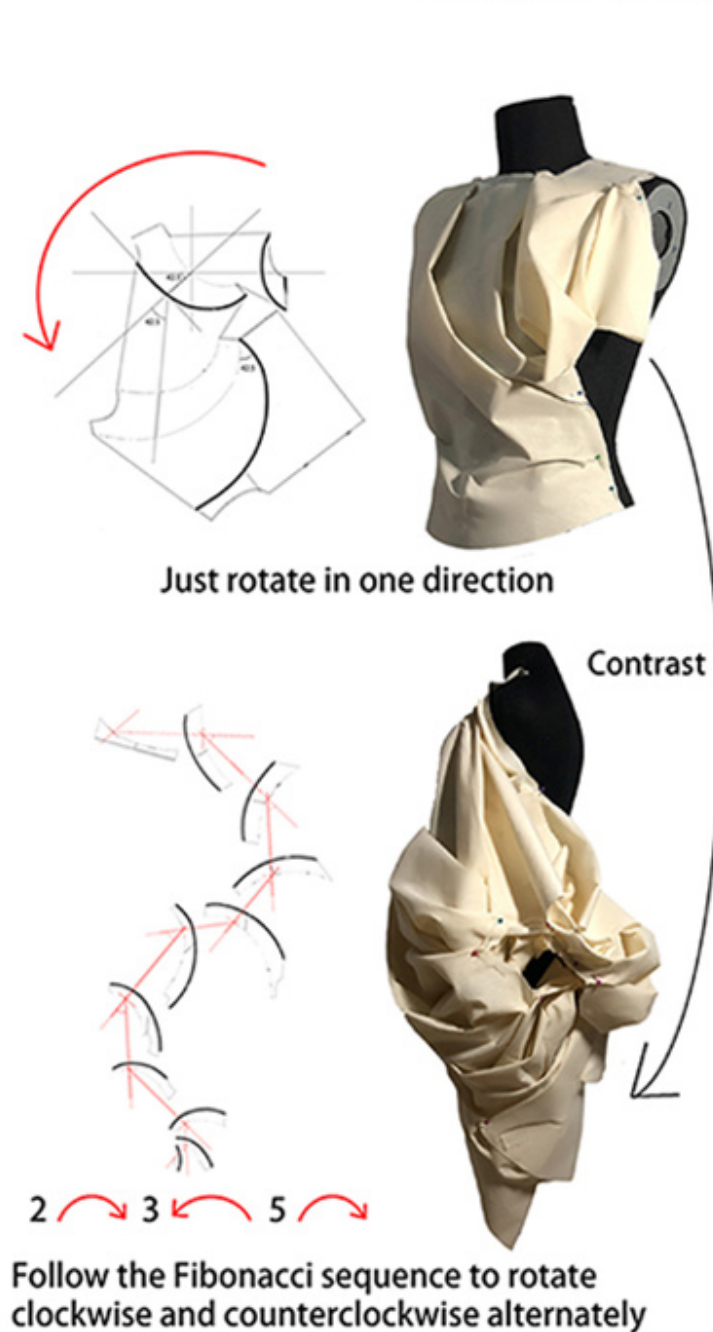
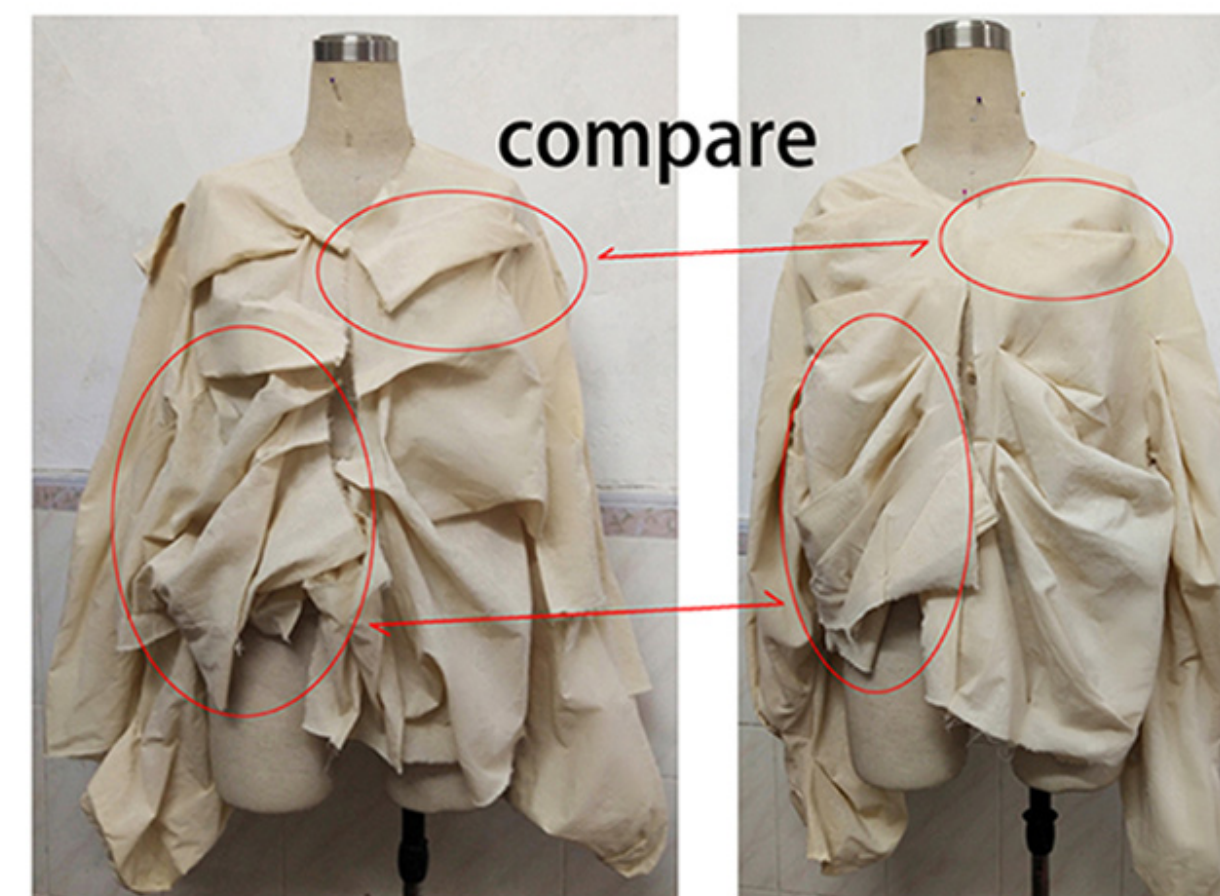
# DESIGN EXPERIMENTS

## —3D DEVELOPMENT



### Comparison of the front view of two different sewing methods

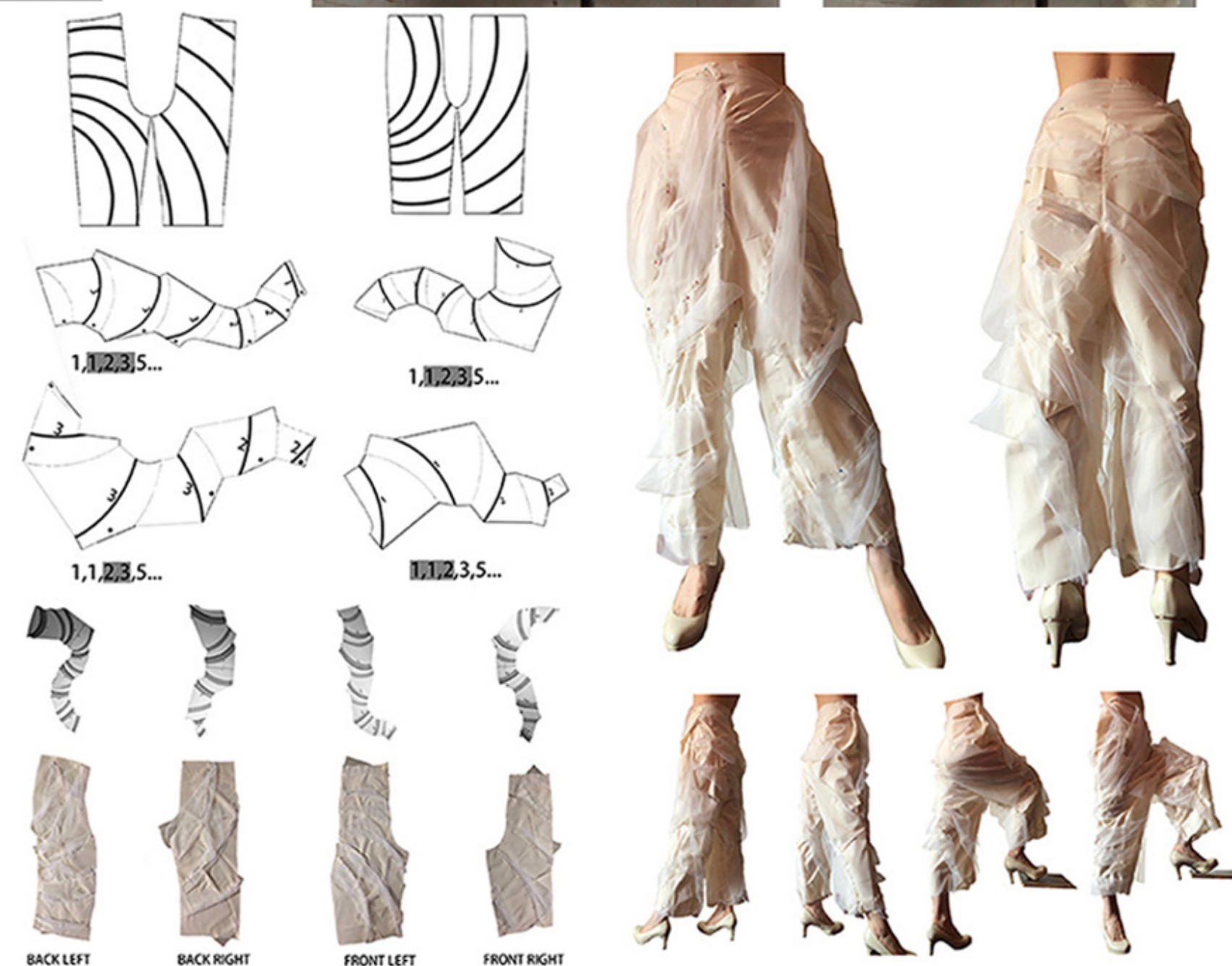
Same as the pattern on the previous page, but the sewing method is different. The part of the previous page (put out the wrinkled part and sew on both sides) and the part of this page (fold the wrinkled part in to sew on both sides), the effect is completely Different.



\*Combinations of feinberg sequences: 1,1,2,3,5,8,13...  
\*Select 2,3,5 and rotate in different directions between them  
\*2 (clockwise), 3 (counterclockwise), 5 (clockwise)  
\*Double helix combination



Too many rotating lines and too many folds cause the fabric space to be compressed, resulting in the change of the original dress pattern. So i first find the front collar and then match the draping. However, i lost the back collar for the better silhouette.





# DESIGN EXPERIMENTS

## —3D DEVELOPMENT



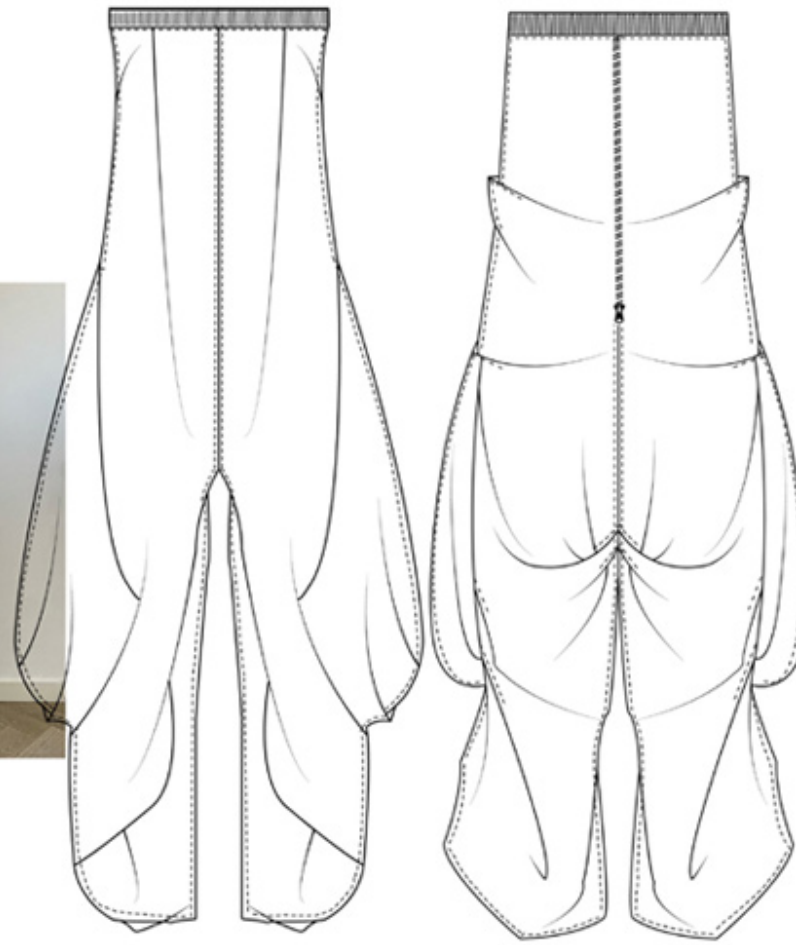
FRONT



BACK



SIDE



FRONT

BACK



this is the process of the pattern, and the details of the pant leg is my favourite. However, the side of the pant dress has a little bit mess.



We discussed the problem that the upper part does not have many designs. The teacher thinks that some folds or other details can be added to the upper part, but I think the skirt itself is printed, and the trouser legs are already more complicated. Now, I don't want the whole dress to look complicated, I want to have a sense of priority. And there is a coat on the upper part of itself, if folds are added, it may affect the comfort.

This part of the protruding part can be folded into the inside of the skirt, which will not affect the overall wearing feeling, but it is best to organize it as neatly as possible.

Because of the many folds, the skirt is more difficult to organize and needs to be ironed very carefully



I was worried that women's breasts would not be able to hold up the whole dress, so I added elastic bands.

The teacher thought the place might need a pocket so the consumer doesn't have nowhere to put their hands when standing or walking

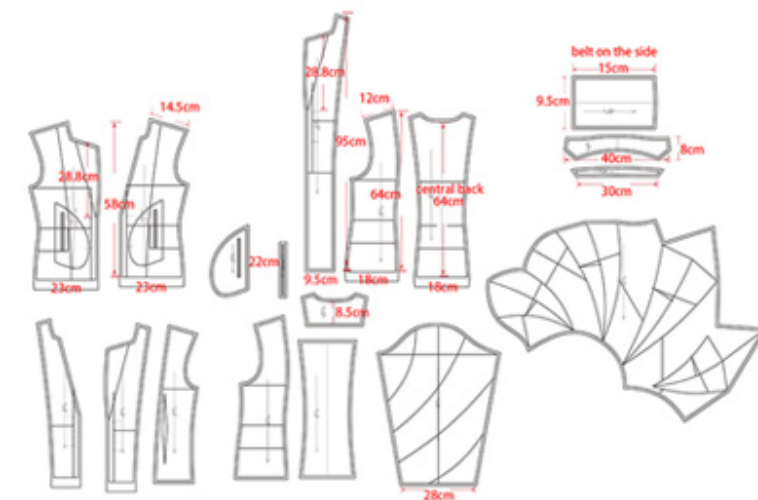
The teacher worried that the position of the hips with wrinkles and lack of elasticity may affect the comfort, but after fitting the model, I found that because of the wrinkles, the amount of fabric on the hips will be more, there will be enough room, and the comfort will not be affected.



FRONT

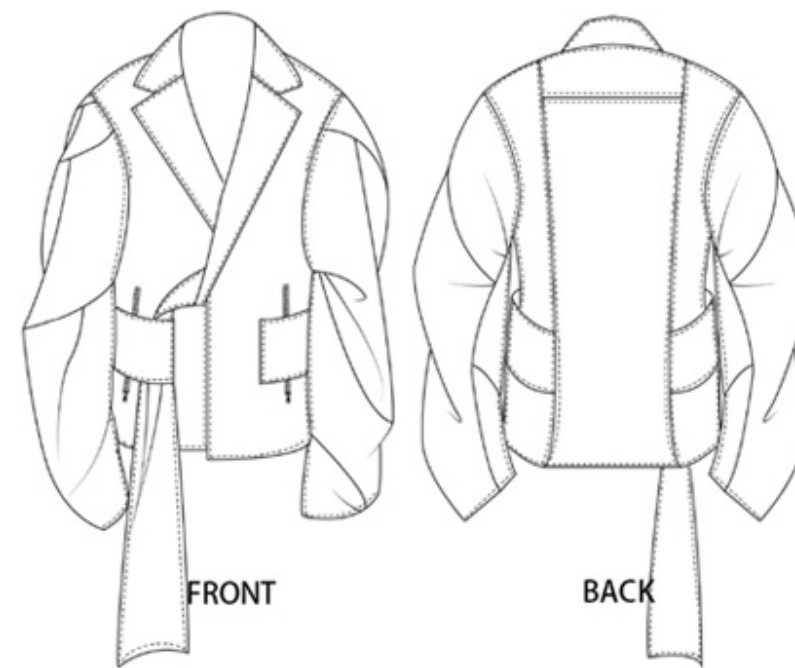


BACK



The long lapel haven't go through the belt

The long lapel has go through the belt



FRONT

BACK



Details of the mathematic rotating sleeve



If the shoulder part is not padded, it will look very loose and not good-looking.

The left and right are not aligned, it may be a sewing problem

sleeve is too long



the length of the belt need to change, it is too long, which looks bad from the back, it should be more close to the waist.



the width of the long lapel should be adjusted, whether it have to folded when it go cross the belt on the waist.



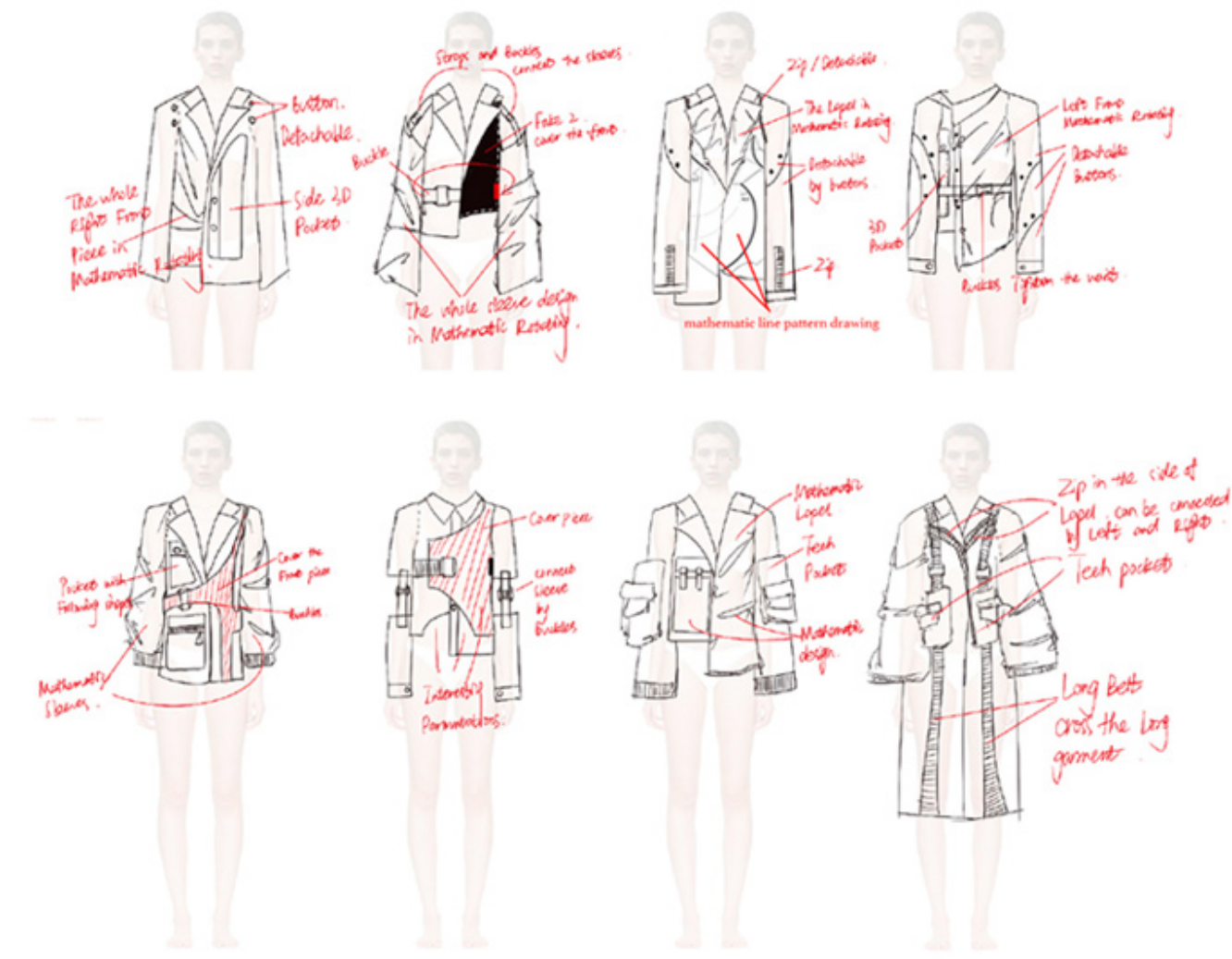
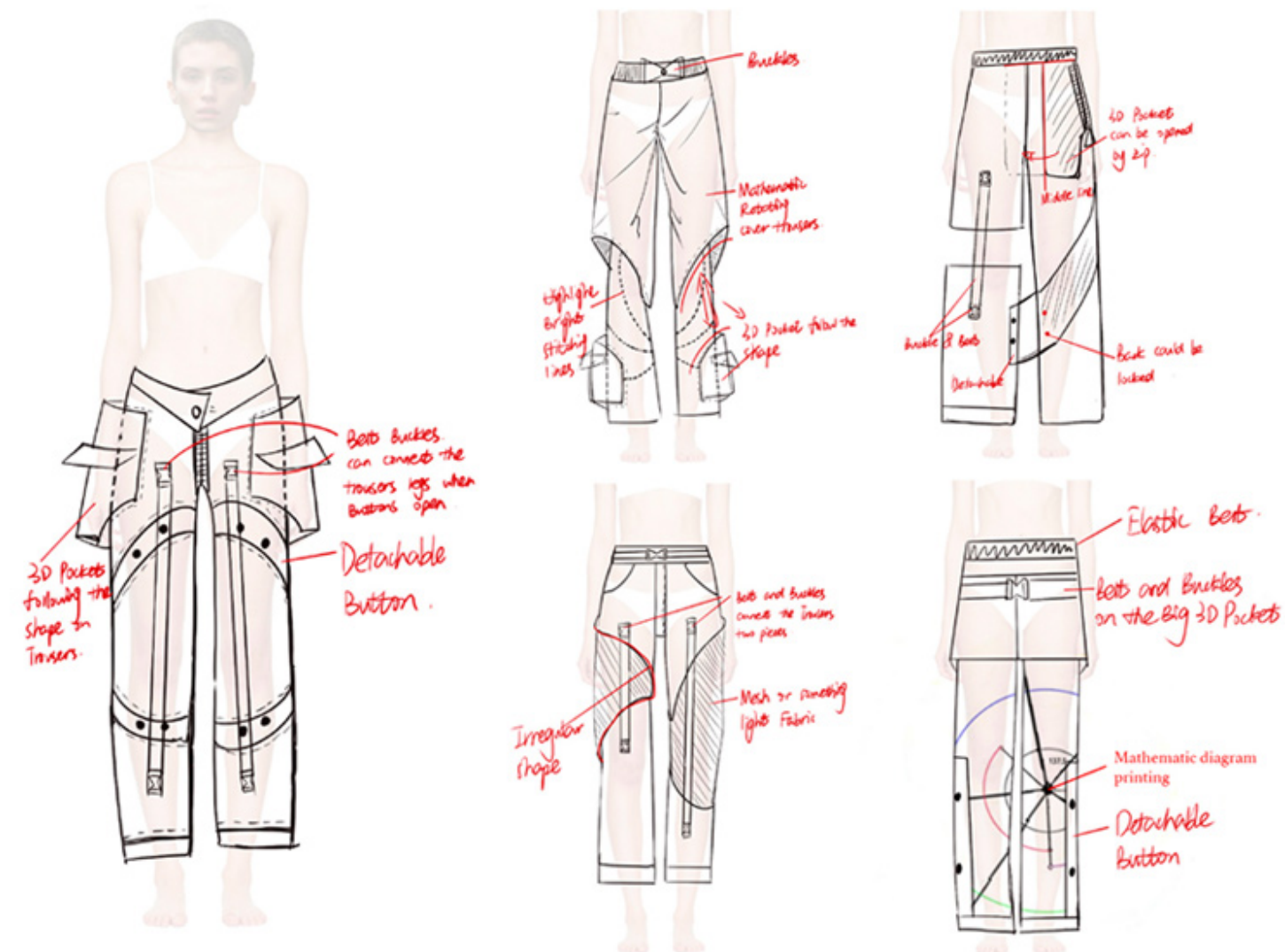
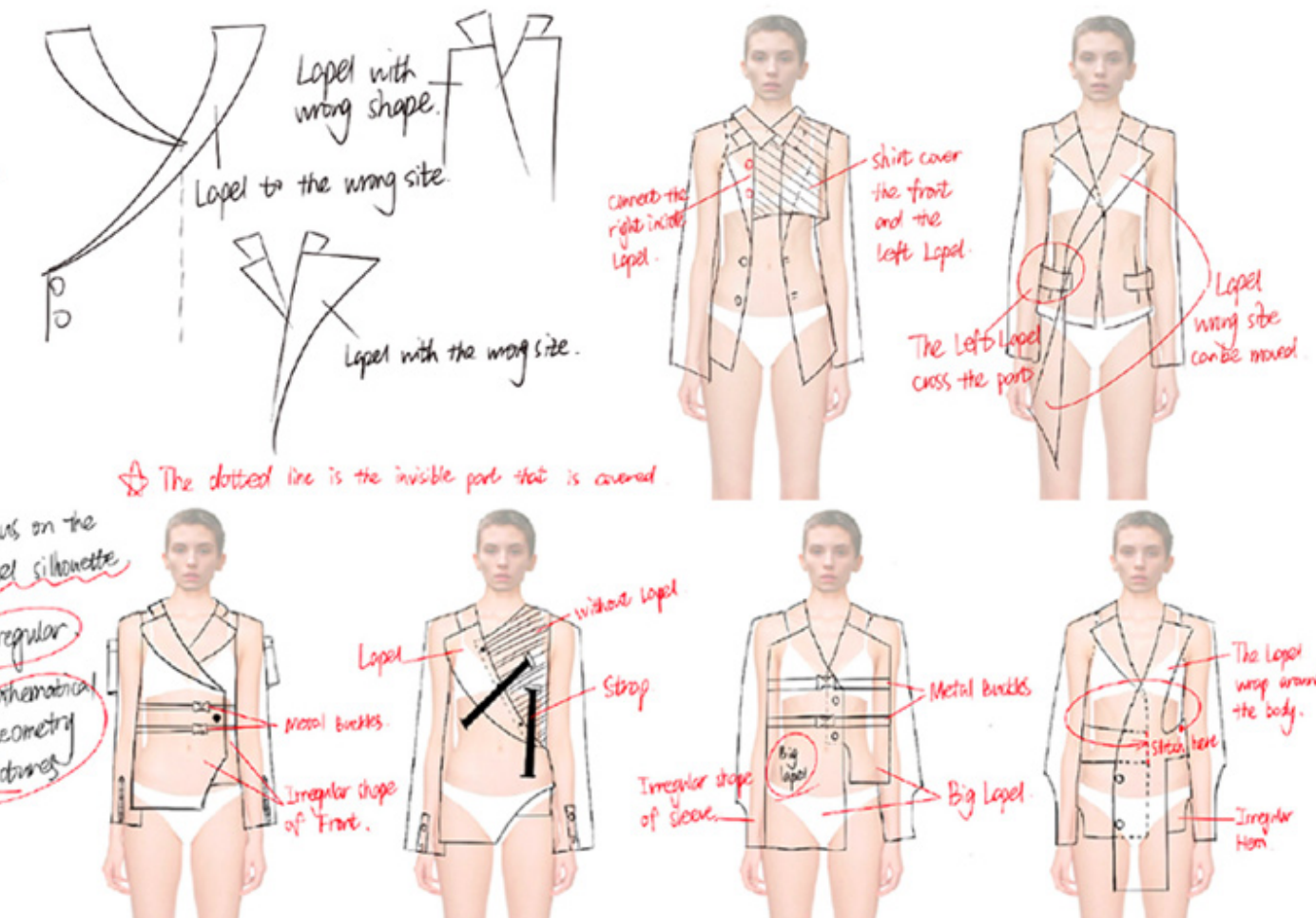
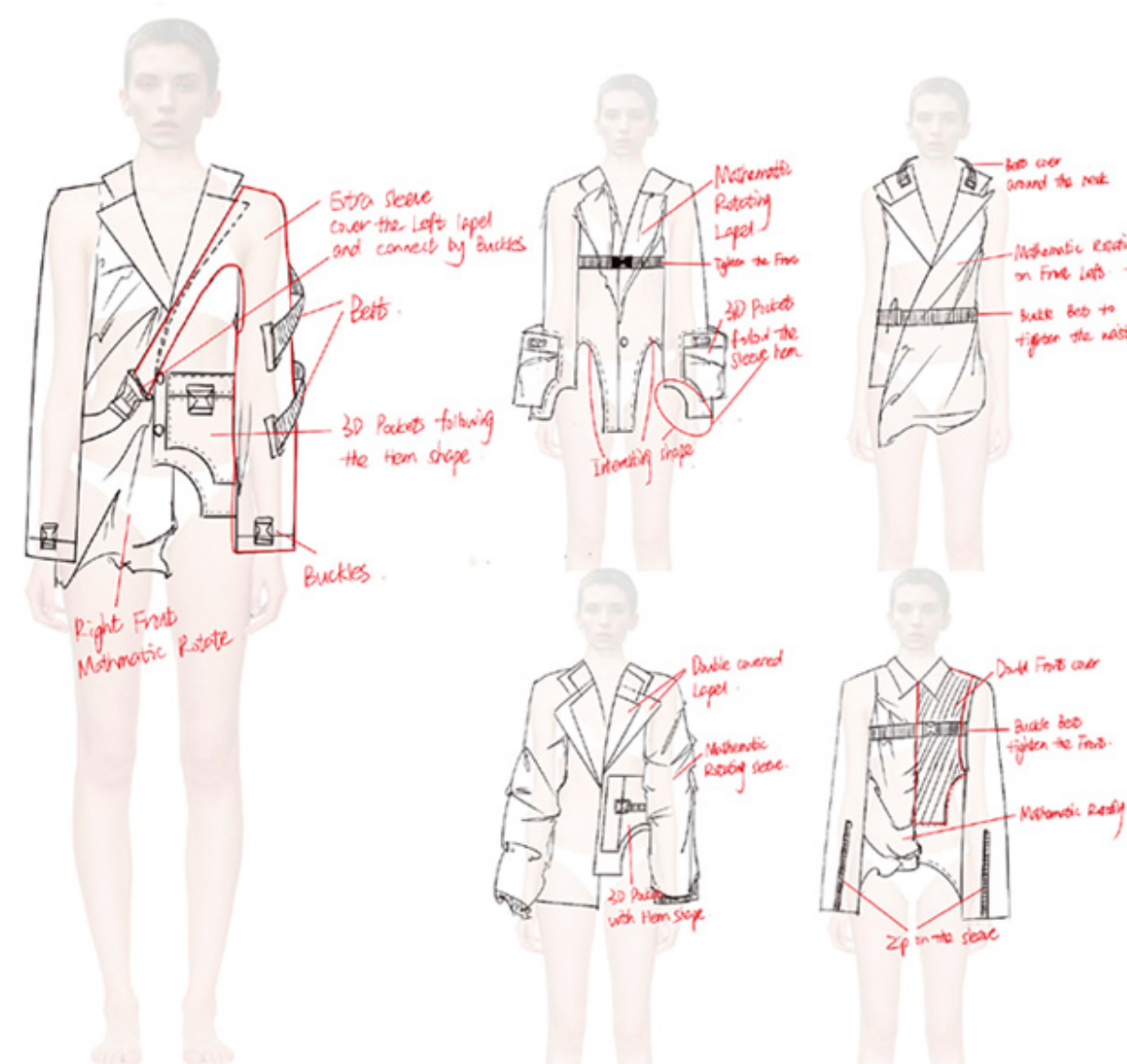
same problem of the back. The length of the belt is too long, when the lapel go cross the belt, the belt has changed shape, looks not good.



maybe can add some hard facing in the sleeve, make it be more straight, or use a little hard fabric to be the basic fabric.



# SKETCHBOOK PAGE



Irregular graphics, metal buckle straps, detachable



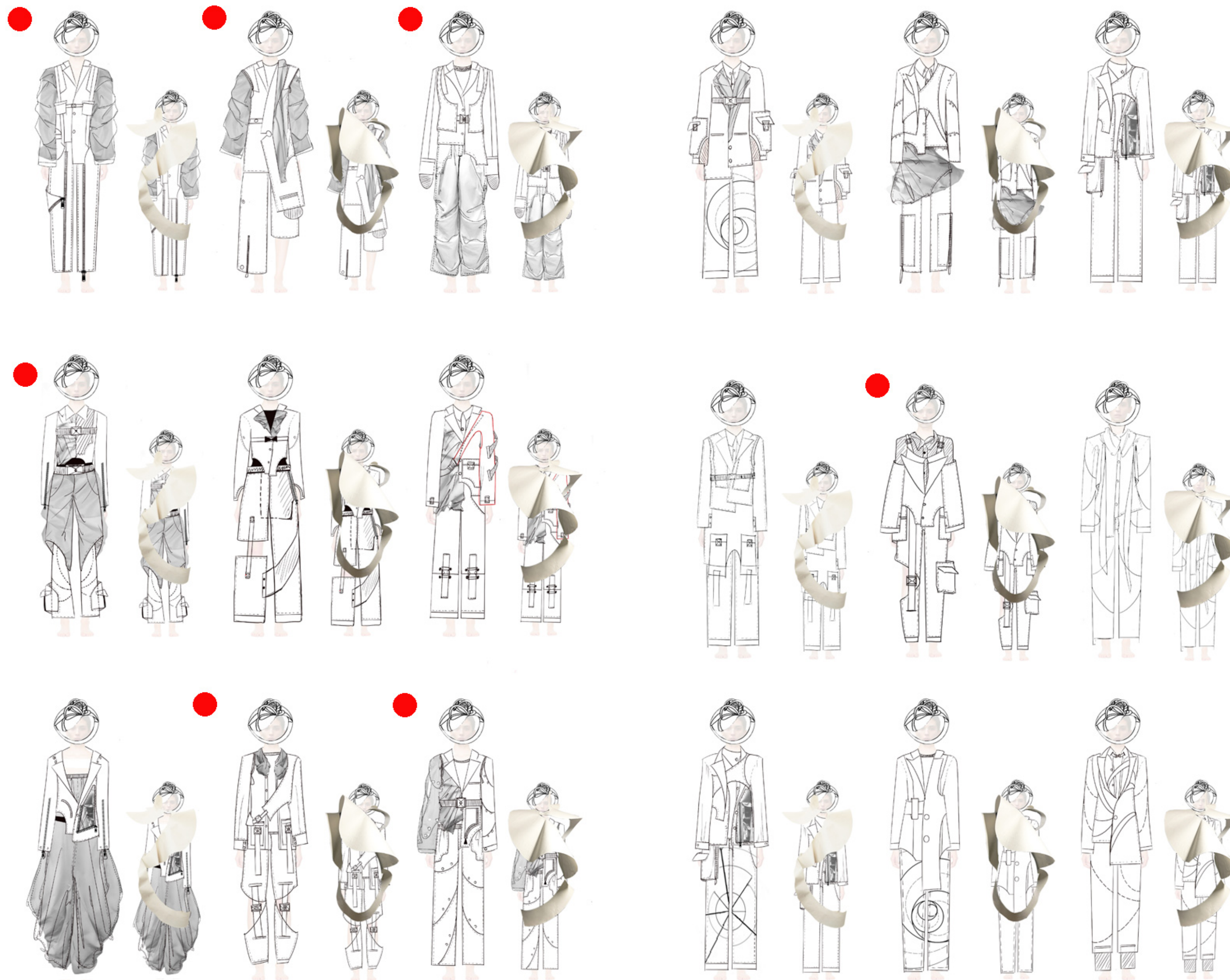
# SKETCHBOOK PAGE

These sketches are most focus on the mathematic model and mathematic rotating, and i do the sketch on some of my sample, which can express more styles, and i combine them together and i will mix with the elements of suit and techwear later for my final sketch and design.





# SKETCHBOOK PAGE



**TECNICOS==TRAJE**  
TECH—SUIT

**FINAL SKETCH  
SLELECTION**

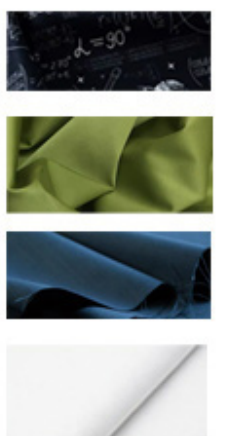
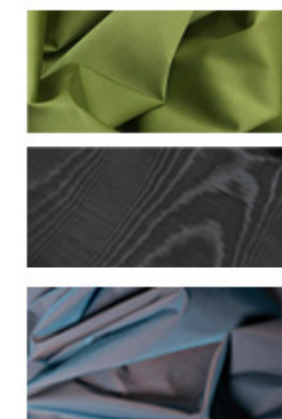
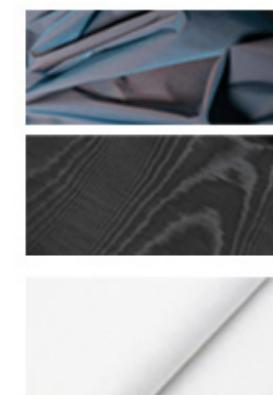
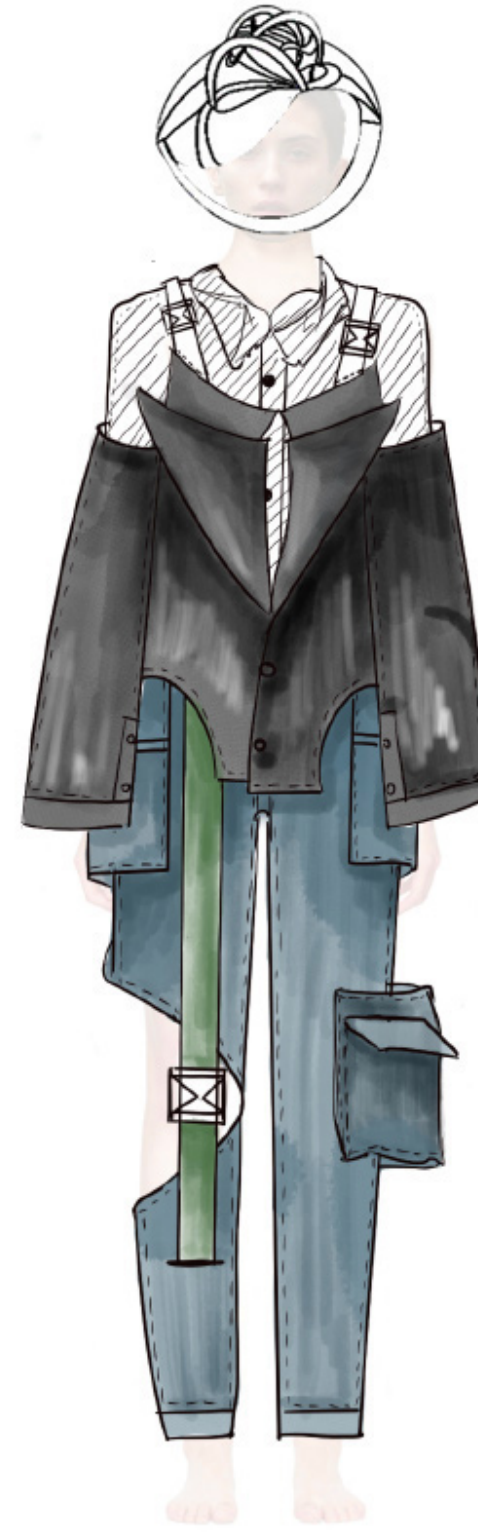
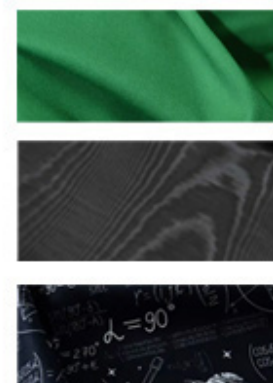
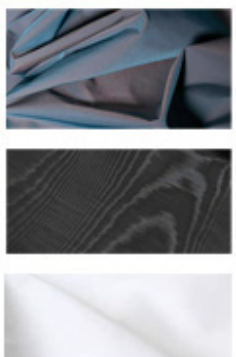


# RANGE LINEUP

## TÉCNICOS==TRAJE


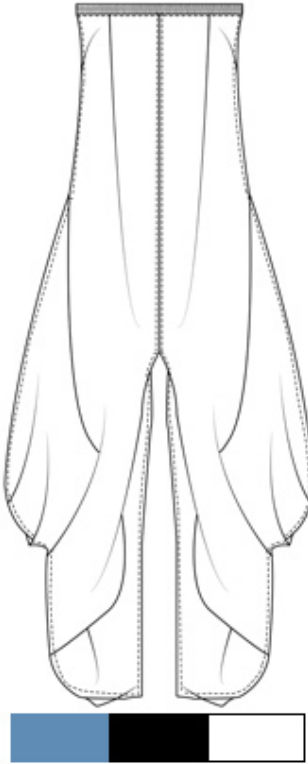

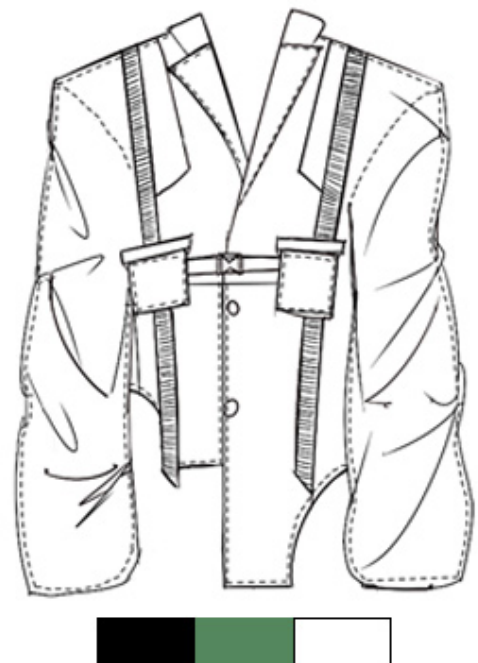
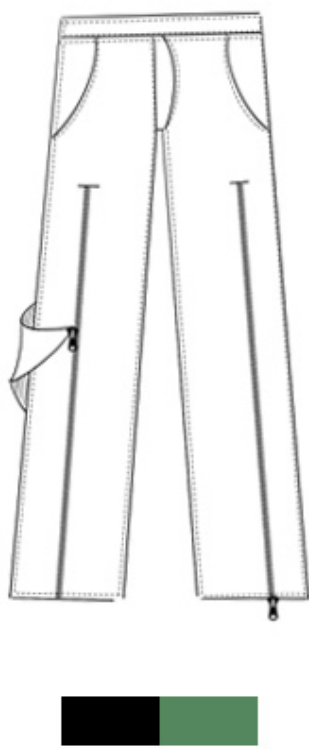

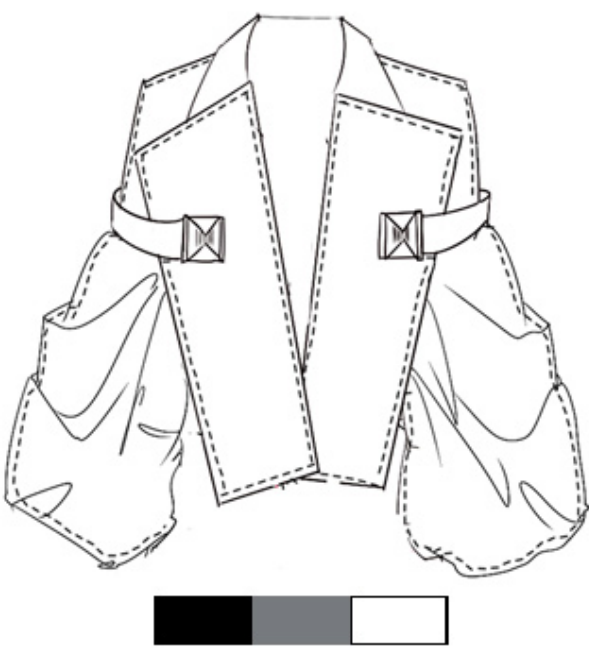
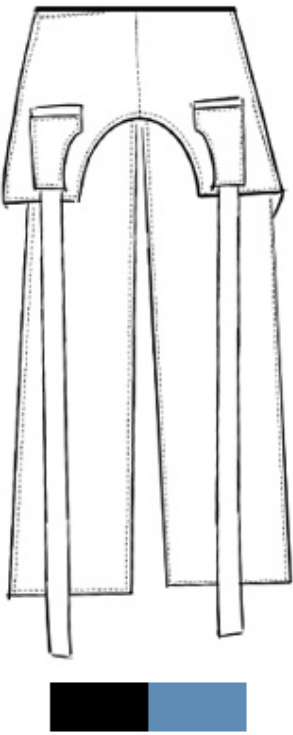

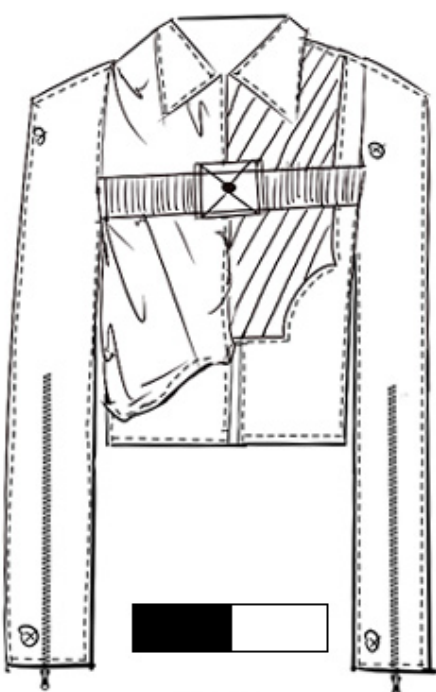
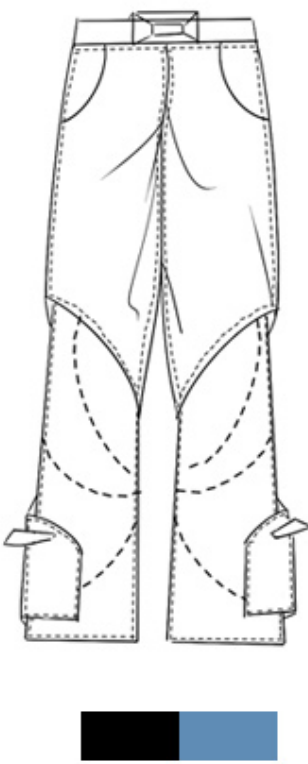
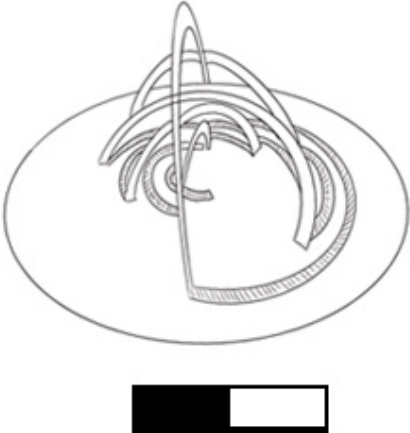
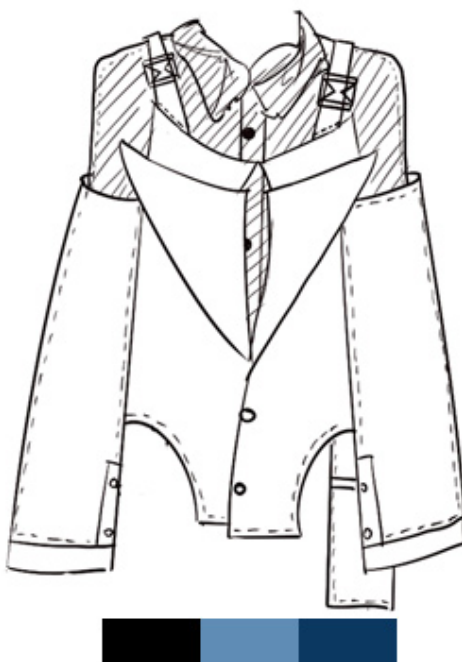
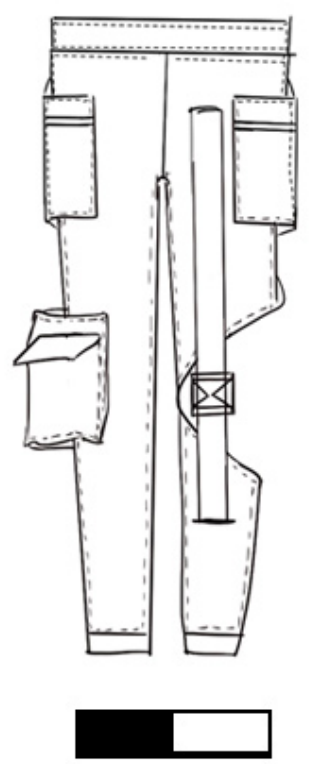


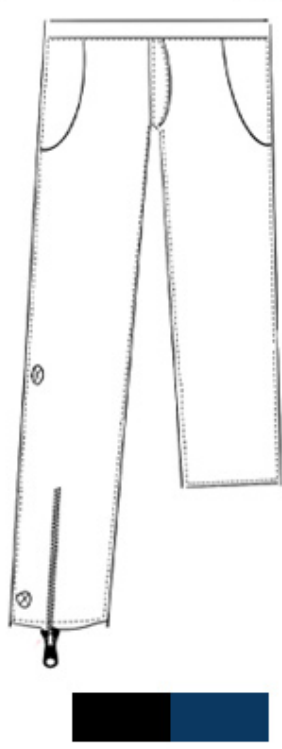

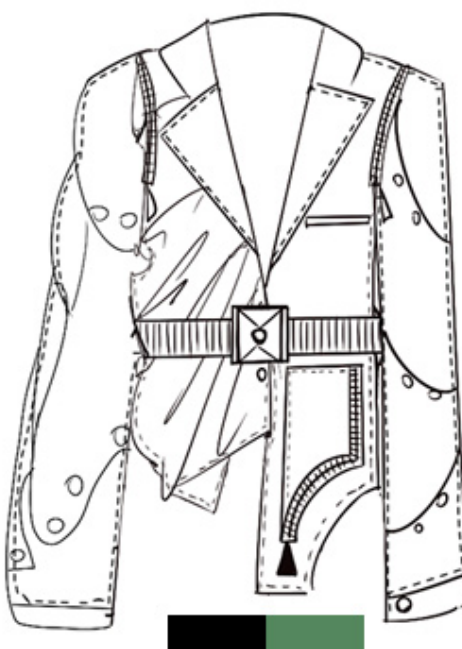
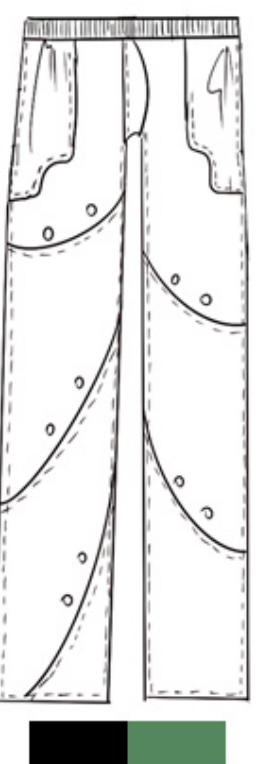

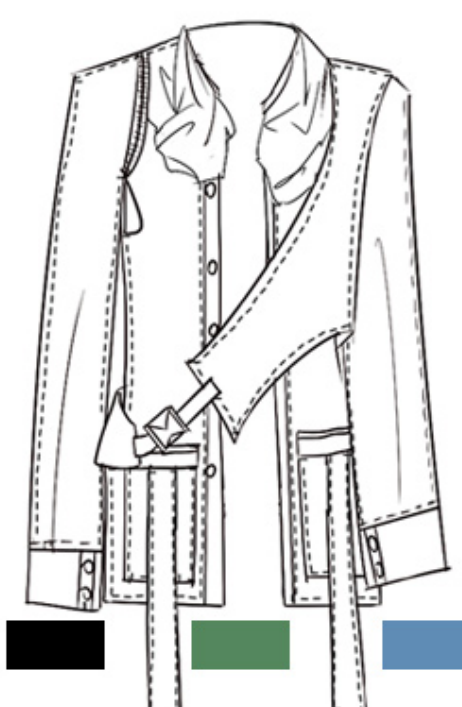
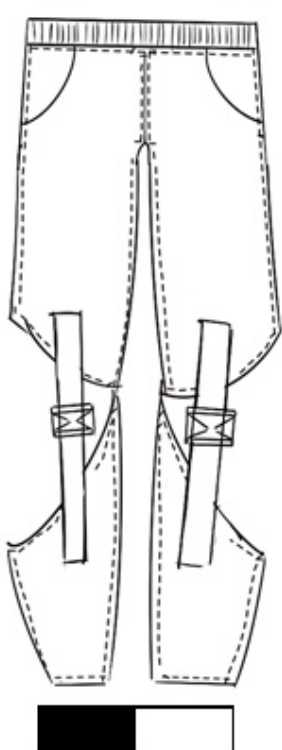

TECH—SUIT

### FINAL OUTFITS





# VISUAL RANGE PLAN

  	  	  	  	  	  	  	  	<p><b>jacket: £ 299</b> <b>trousers: £ 399</b> <b>hat: £ 169</b></p>	<p><b>jacket: £ 359</b> <b>trousers: £ 199</b> <b>hat: £ 169</b></p>	<p><b>jacket: £ 399</b> <b>trousers: £ 259</b> <b>hat: £ 169</b></p>	<p><b>jacket: £ 299</b> <b>trousers: £ 299</b> <b>hat: £ 169</b></p>	<p><b>jacket: £ 359</b> <b>trousers: £ 259</b> <b>hat: £ 169</b></p>	<p><b>jacket: £ 399</b> <b>trousers: £ 159</b> <b>hat: £ 169</b></p>	<p><b>jacket: £ 359</b> <b>trousers: £ 299</b> <b>hat: £ 169</b></p>	<p><b>jacket: £ 329</b> <b>trousers: £ 299</b> <b>hat: £ 169</b></p>
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# FASHION ILLUSTRATIONS



If the shoulder part is not padded, it will look very loose and not good-looking.

The left and right are not aligned, it may be a sewing problem

sleeve is too long



the length of the belt need to change, it is too long, which looks bad from the back, it should be more close to the waist.



the width of the long lapel should be adjusted, whether it have to folded when it go cross the belt on the waist.



same problem of the back. The length of the belt is too long, when the lapel go cross the belt, the belt has changed shape, looks not good.



maybe can add some hard facing in the sleeve, make it be more straight, or use a little hard fabric to be the basic fabric.



We discussed the problem that the upper part does not have many designs. The teacher thinks that some folds or other details can be added to the upper part, but I think the skirt itself is printed, and the trouser legs are already more complicated. Now, I don't want the whole dress to look complicated, I want to have a sense of priority. And there is a coat on the upper part of itself, if folds are added, it may affect the comfort.

This part of the protruding part can be folded into the inside of the skirt, which will not affect the overall wearing feeling, but it is best to organize it as neatly as possible.

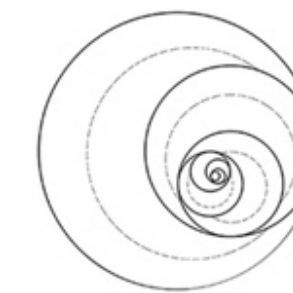
Because of the many folds, the skirt is more difficult to organize and needs to be ironed very carefully



I was worried that women's breasts would not be able to hold up the whole dress, so I added elastic bands.

The teacher thought the place might need a pocket so the consumer doesn't have nowhere to put their hands when standing or walking

The teacher worried that the position of the hips with wrinkles and lack of elasticity may affect the comfort, but after fitting the model, I found that because of the wrinkles, the amount of fabric on the hips will be more, there will be enough room, and the comfort will not be affected.



Cut the model along the dotted line and pass the gap through the neck, hanging freely to cover the entire skirt



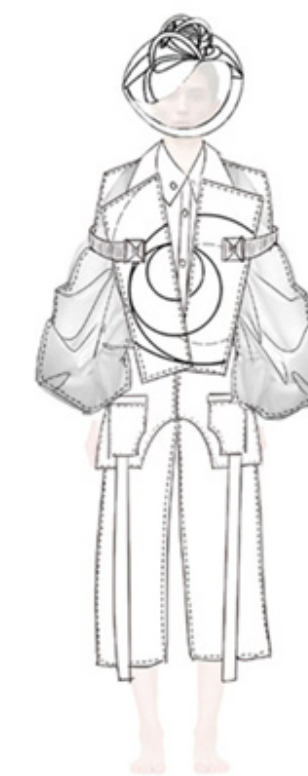
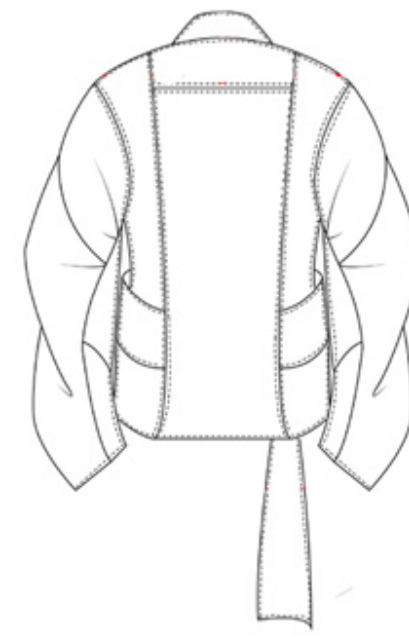
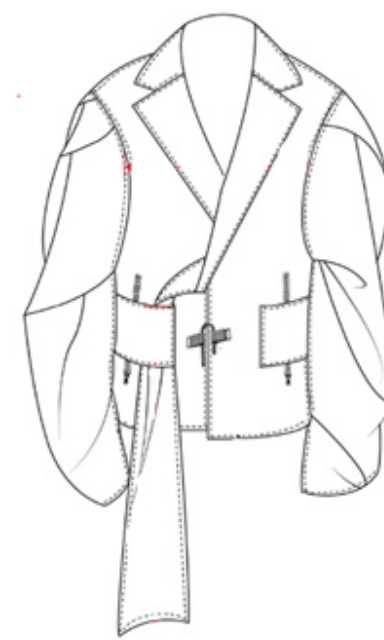
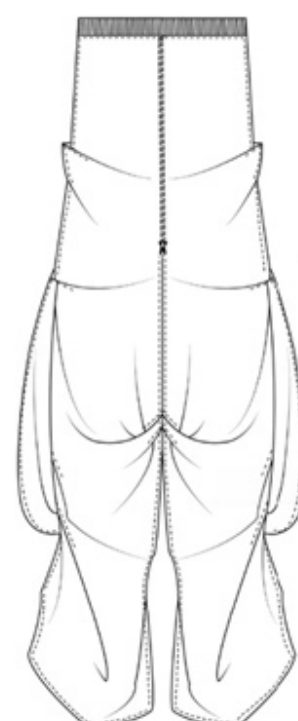
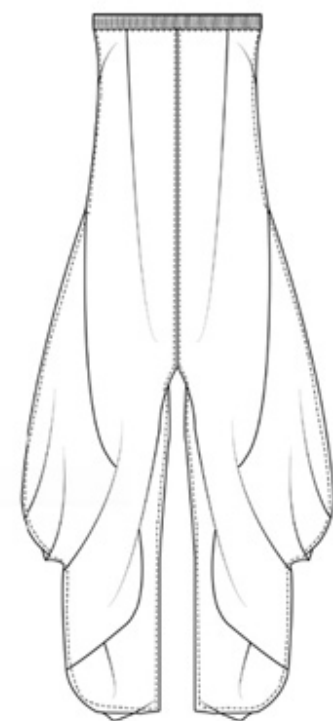
FRONT



BACK



SIDE





SPEC SHEET:


STYLE REF

TT-001

DESCRIPTION:

JACKET

BRAND:



SAMPLE SIZE:

L

Sheet No 1 of 3

Black wool-twill suit fabric

Mathematic sleeve on page 2

Light-gray wool-twill suit fabric

Grey Waterproof Reflective Zipper

Belt on the waist, which can hold the lapel

0.5cm single stitch

Lapel cross form the belt on the waist

White liquid reflective material fabric

1 cm single stitch

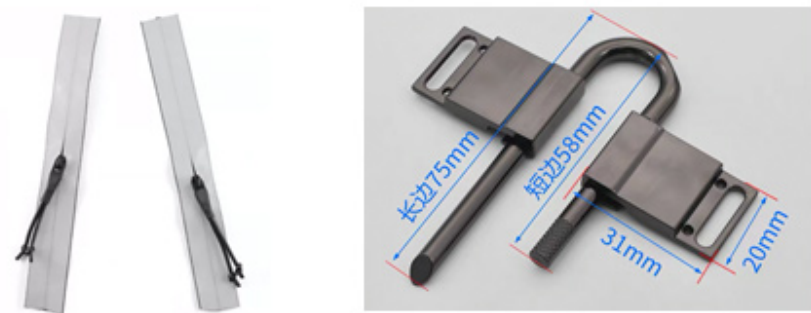
1 cm single stitch

Belt end of the 1/3 of back

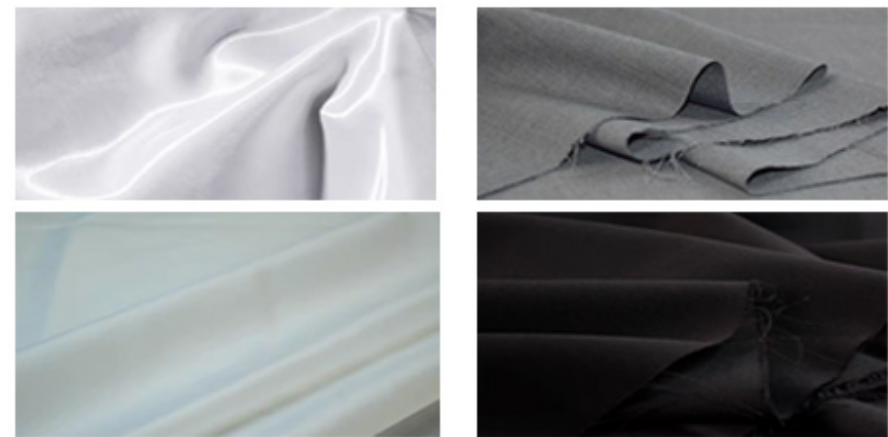
0.5 cm single stitch

0.5 cm single stitch

Trim




FABRIC SWATCHES

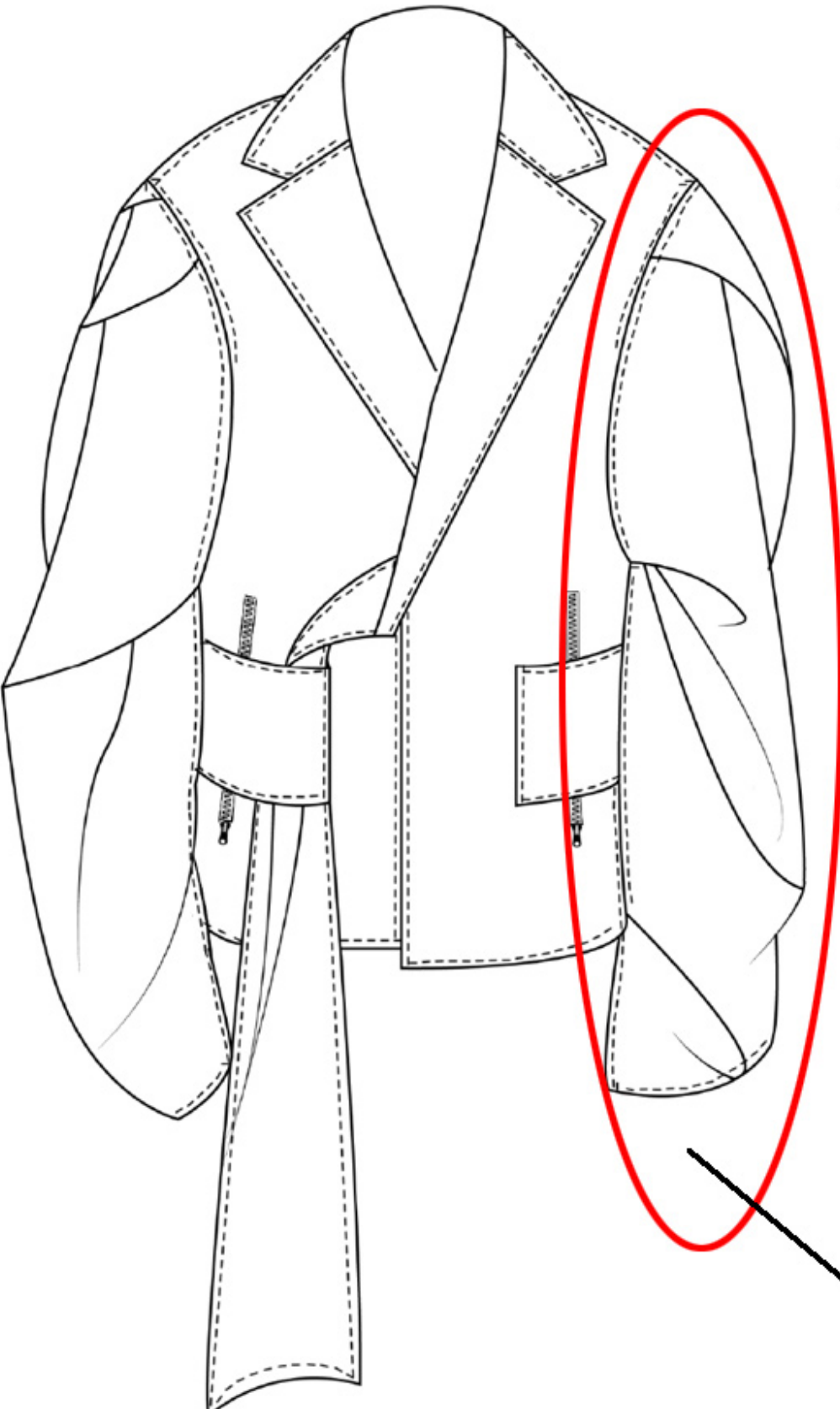


SINGLE NEEDLE	A
TWIN NEEDLE	B
TRIPLE NEEDLE	C
EDGE STITCH	D
1/4 STITCH	E
COVERSEAM	F

18

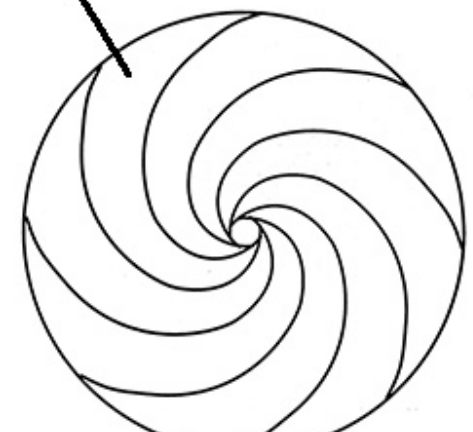


STYLE REF	TT-001	DESCRIPTION: JACKET	BRAND: 	SAMPLE SIZE: L	Sheet No 2 of 3
-----------	--------	---------------------	--	----------------	-----------------

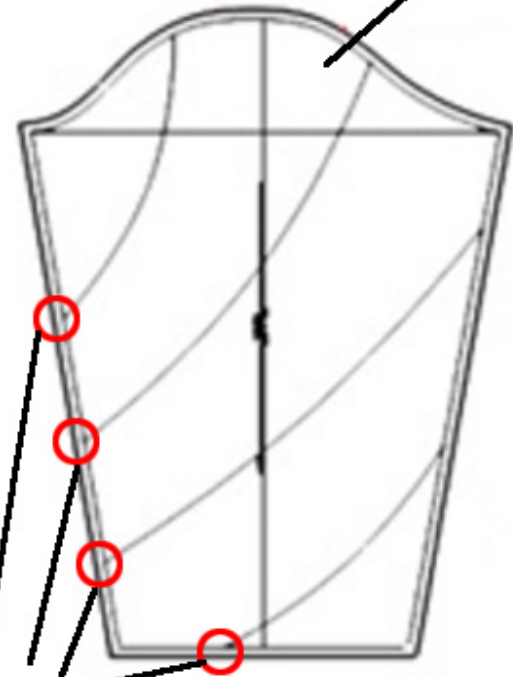


Mathematic "Fibonacci" model

Process of how to create the sleeve



A



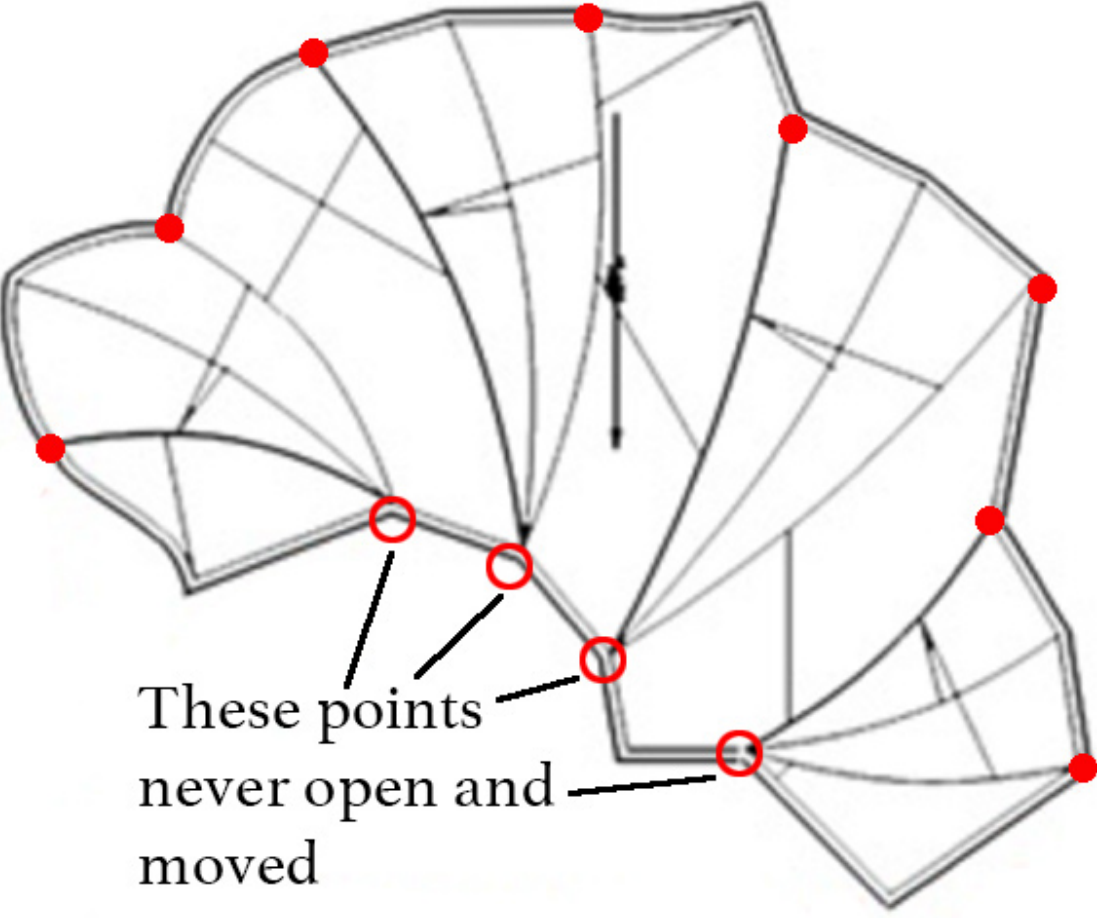
Basic sleeve pattern

B

these points cant open

3.

The last is to cut the fabric base on pattern, then mark all the red parts (this is the last part that needs to be restored and sewn), then restore all parts to their normal position (initial position), and the middle part will be formed in natural pleats according to the laws of mathematical models



C

These points never open and moved


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

1.

First, cover the basic sleeve digital pattern with the large size mathematic "Fibonacci" model, then wipe off the excess, you can get Figure B

2.


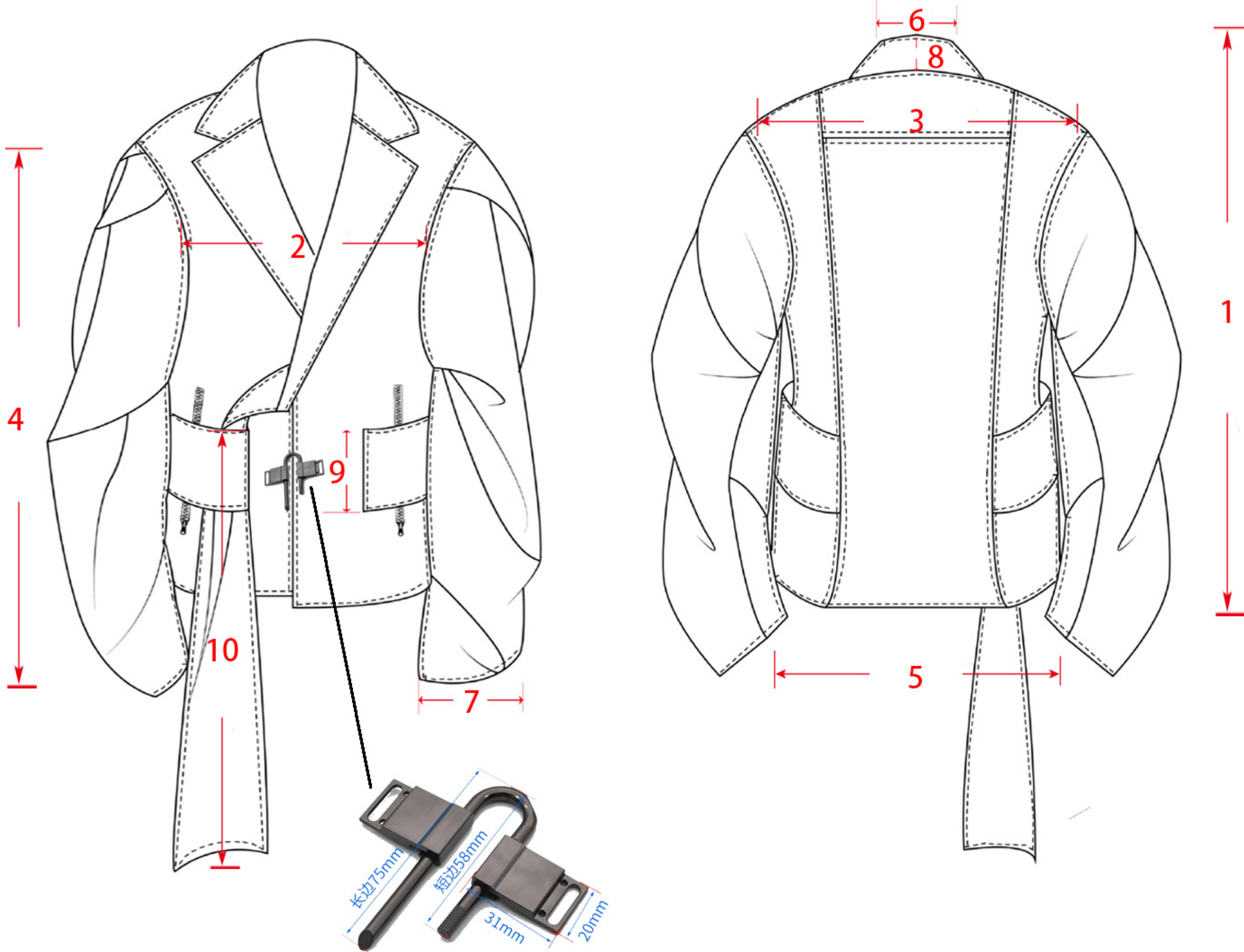
Cut the curve left by the "Fibonacci sequence" model (not completely cut, the left side of the sleeve is not cut), and rotate 42.5 degrees to the left (golden angle) in order, while cutting part of the gap uneven, so you can get a new sleeve pattern C



FABRIC SWATCHES

19



SPEC SHEET:							
STYLE REF	TT 001	DESCRIPTION:	Jacket	BRAND:		SAMPLE SIZE: L	Sheet No 3 of 3
	MEASUREMENT SPEC						
	No.	Description	(cm)				
	1	衣长 Length	67				
	2	胸围 Bust	102				
	3	肩宽 Shoulder	45				
	4	袖长 Sleeves length	65				
	5	底摆 Bottom	110				
	6	领围 Collar	46				
	7	1/2袖口围 1/2Cuff	14				
	8	领宽 Collar width	8				
	9	绑带 Belt	9.5				
	10	脖领下半 Under lapel	60				
	TRIM						
	Description	Qty	Price				
	拉链 Zipper	2	32 yuan				
	搭扣Buckle	1	15 yuan				
	MANUFACTURER						

20



SPEC SHEET:

STYLE REF

TT-002

DESCRIPTION:

Dress

BRAND:

TÉCNICOS

TRAJE

TECH-SUIT

SAMPLE SIZE:

L

Sheet No 1 of 3

3cm elastic band

0.5cm stitch line

0.5cm stitch line

mathematic roatating

central front line

mathematic roatating

mathematic roatating

0.5cm stitch line

46cm zipper

mathematic roatating

mathematic roatating

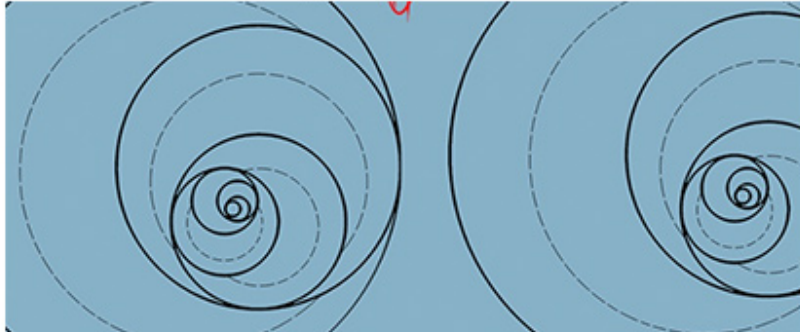
mathematic roatating

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

21

FABRIC SWATCHES

fabric with print

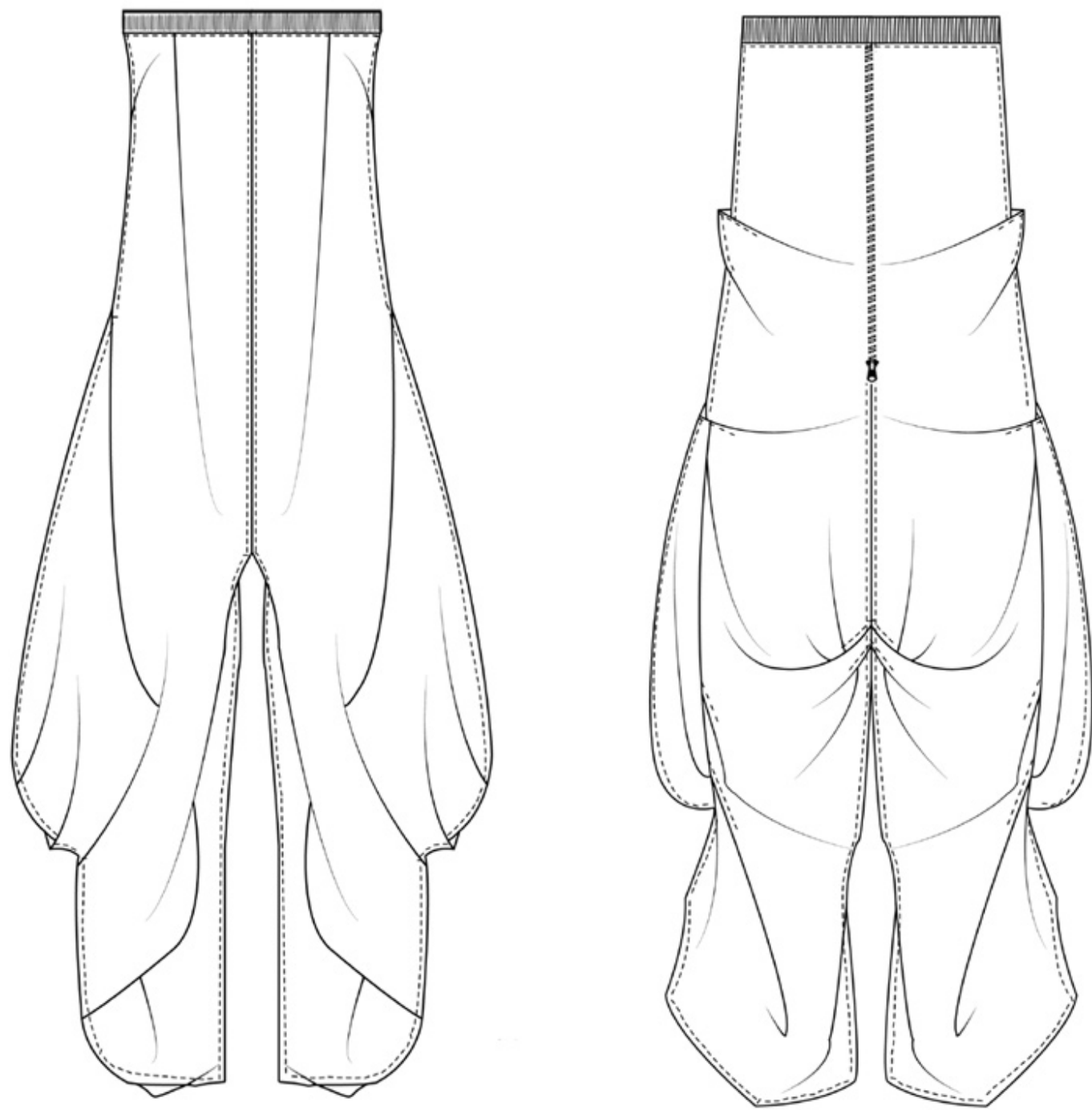




SPEC SHEET:

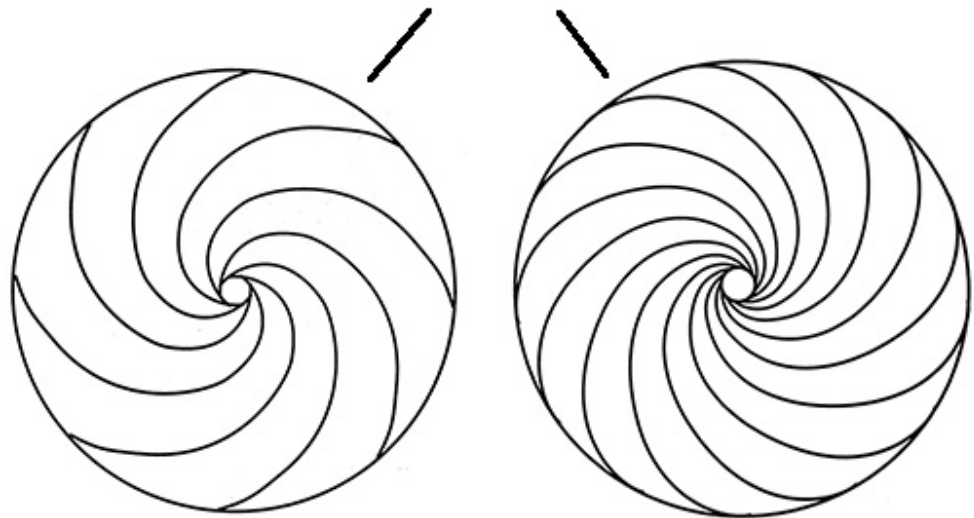
STYLE REF	TT-002	DESCRIPTION:	Dress	BRAND:	TÉCNICOS=TRAJE TECH=SUITE	SAMPLE SIZE:	L	Sheet No 2 of 3
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Process of creating the pattern and how to stitch

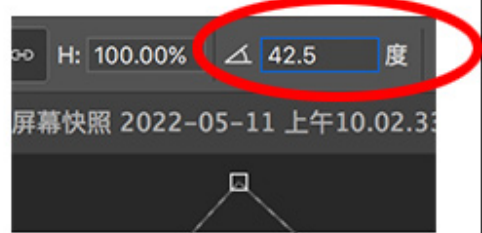


SINGLE NEEDLE	A
TWIN NEEDLE	B
TRIPLE NEEDLE	C
EDGE STITCH	D
1/4 STITCH	E
COVERSEAM	F

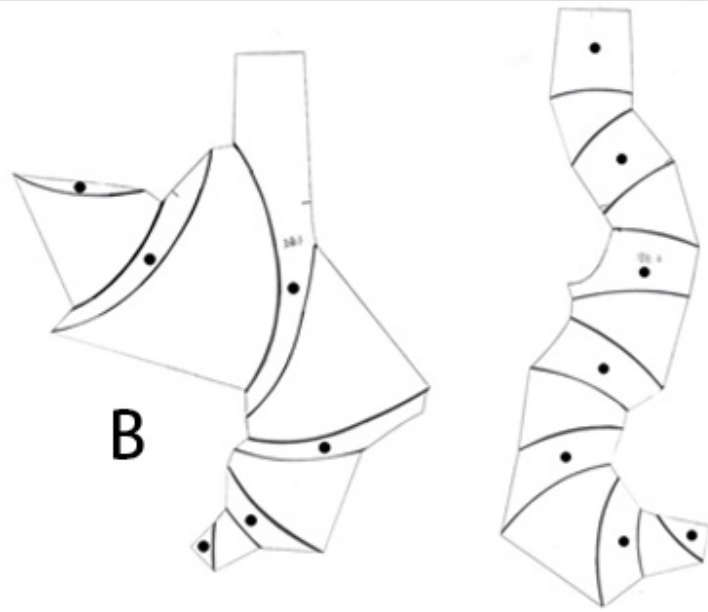
Fibonacci Sequence Mathematical Model



1.  
First, lengthen the basic class of the pants vertically, and determine the specific length, and raise the original position of the waist to the chest. Then cover the "mathematical model" on the basic pattern of the skirt, and wipe out the lines that exceed the range, thus obtaining Figure A, which is the state before deformation



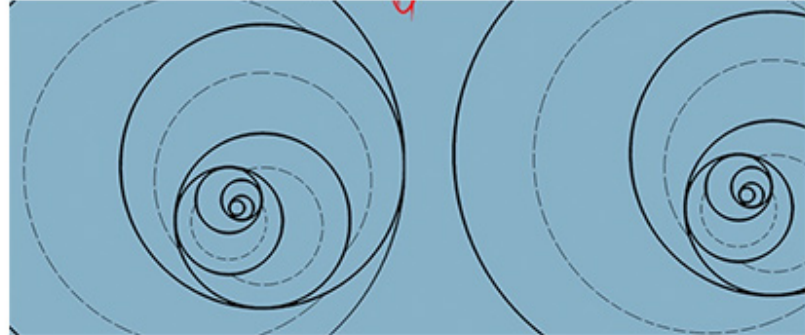
2.  
Then, cut the dark black line, rotate clockwise and counterclockwise according to the arrangement of the Fibonacci sequence, the rotation angle is 42.5 degrees (golden angle), and then you can get Figure B



3.  
Finally, restore all the parts, point corresponding points, to the 2D image A, and you can naturally get 3D regular folds.  
**Points to note:** It needs to be marked on the original basic pattern (black circle), which can help the restoration process not be confusing

FABRIC SWATCHES

fabric with print





SPEC SHEET:

STYLE REF

TT-003

DESCRIPTION:

Hat

BRAND:

TÉCNICOS=TRAJE

SAMPLE SIZE:


L

Sheet No

1

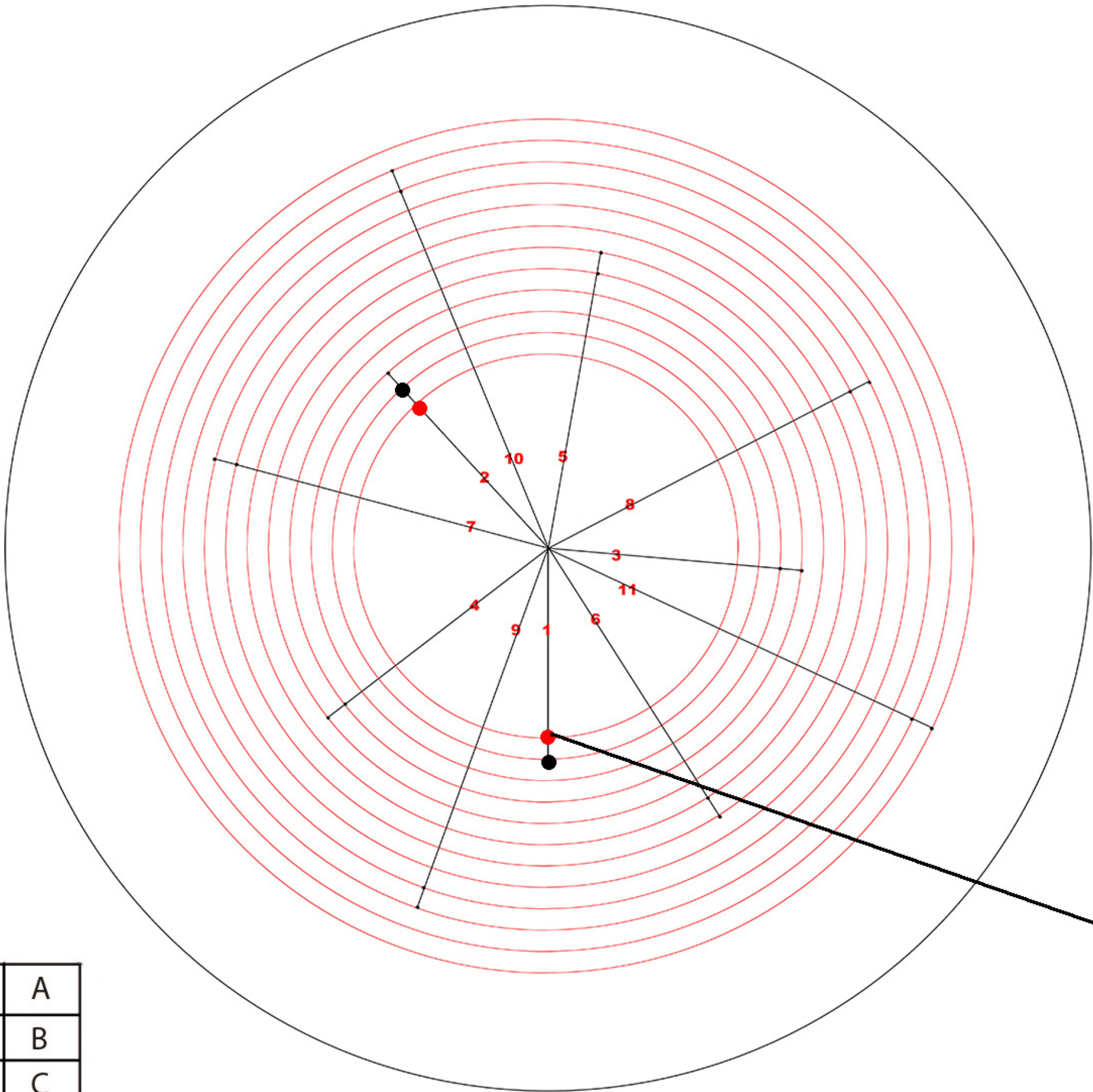
of

3





put the pattern on the fabric, and cut follow the curved line from 1---11. Then flod it to 3D.

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




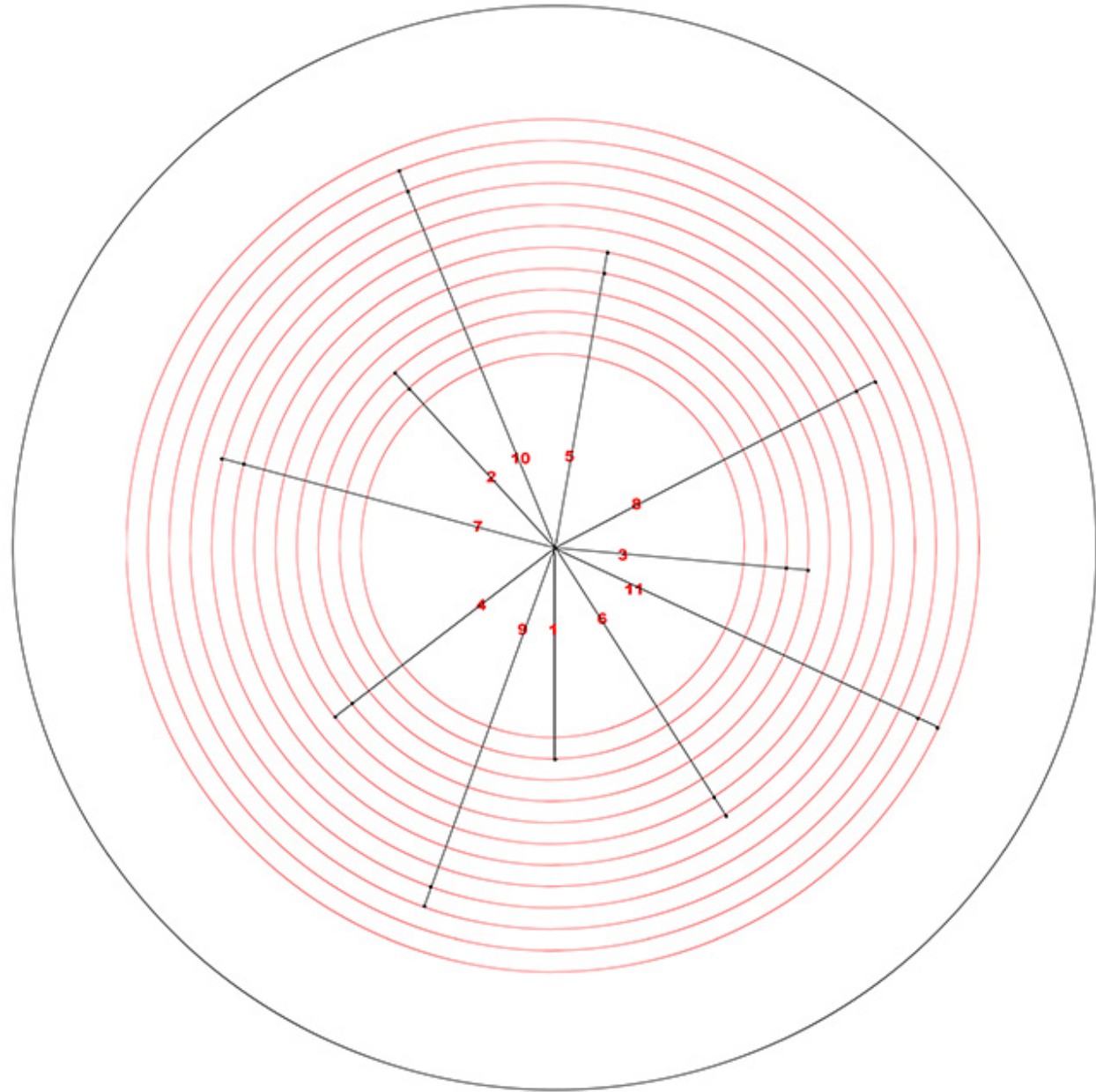
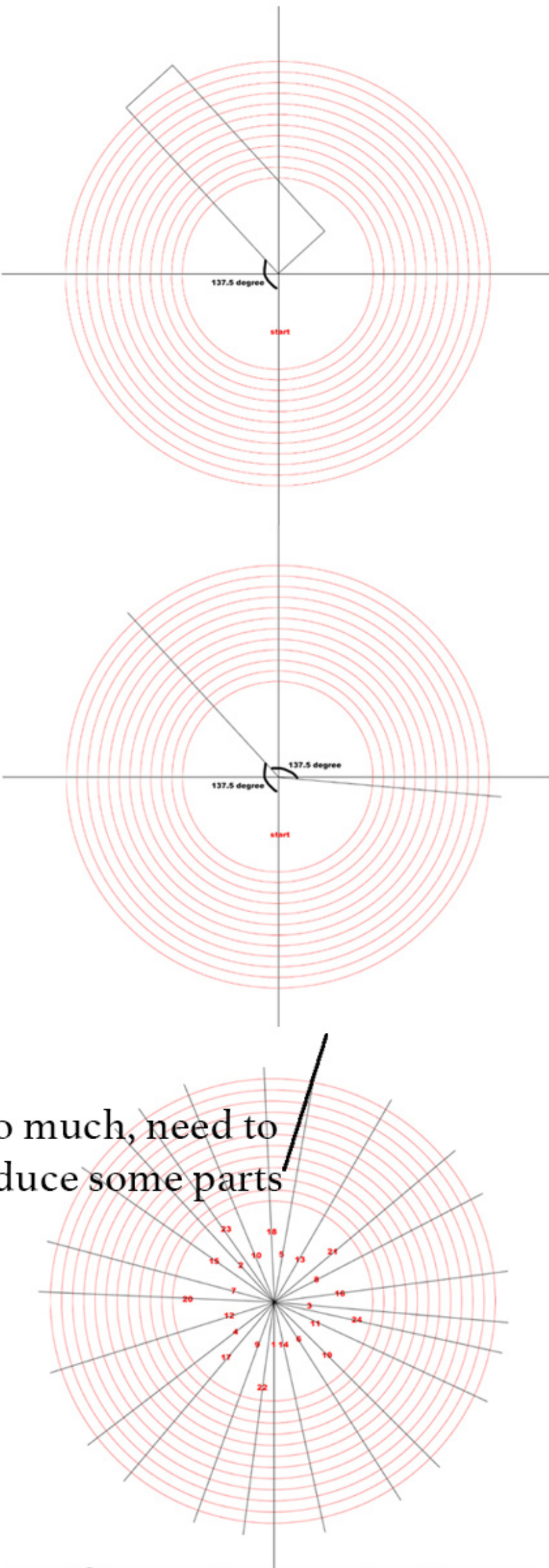
Follow the number to cut it. From 1----11.

Cut from here.  
Red point to red point.  
Black point to black point











23




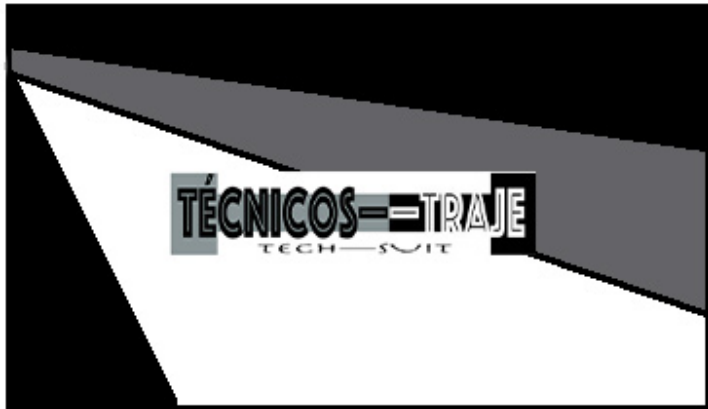
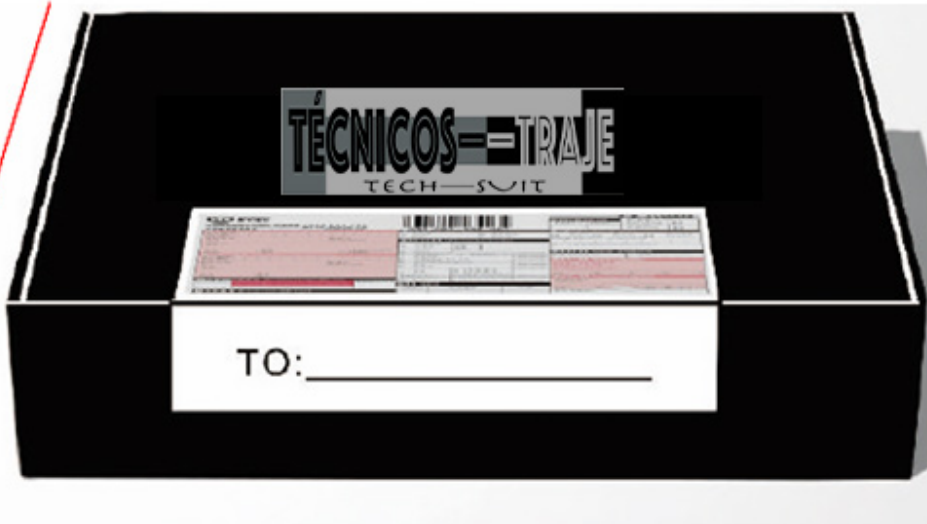


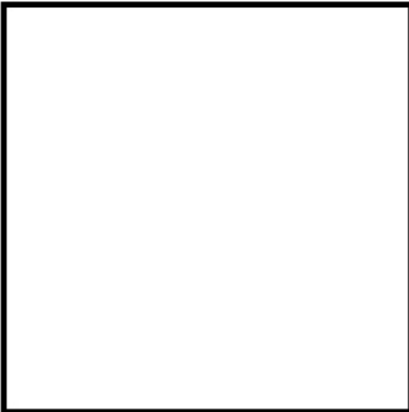


SPEC SHEET:																
STYLE REF TT-003		DESCRIPTION: Hat	BRAND: 	SAMPLE SIZE: L												
			Sheet No2 of 3													
<div><div><p>Final pattern of the hat</p></div><div><p>process of how to create the pattern</p></div></div>																
<div><div><p><b>The production process of the pattern of the hat:</b></p><p><b>Data:</b> First determine the radius of the innermost circle: 8.90cm, so the overall circumference is 55.8cm, which is in line with the head circumference of a normal person. The distance between circles is 1cm.</p><p><b>Production process:</b> First determine a starting line I, then rotate 137.5 degrees, and so on. Each line must be marked with its serial number, otherwise it is easy to get confused.</p></div><div><p><b>Facing</b></p><table><tr><td>SINGLE NEEDLE</td><td>A</td></tr><tr><td>TWIN NEEDLE</td><td>B</td></tr><tr><td>TRIPLE NEEDLE</td><td>C</td></tr><tr><td>EDGE STITCH</td><td>D</td></tr><tr><td>1/4 STITCH</td><td>E</td></tr><tr><td>COVERSEAM</td><td>F</td></tr></table></div><div><p>FABRIC SWATCHES</p></div></div>					SINGLE NEEDLE	A	TWIN NEEDLE	B	TRIPLE NEEDLE	C	EDGE STITCH	D	1/4 STITCH	E	COVERSEAM	F
SINGLE NEEDLE	A															
TWIN NEEDLE	B															
TRIPLE NEEDLE	C															
EDGE STITCH	D															
1/4 STITCH	E															
COVERSEAM	F															



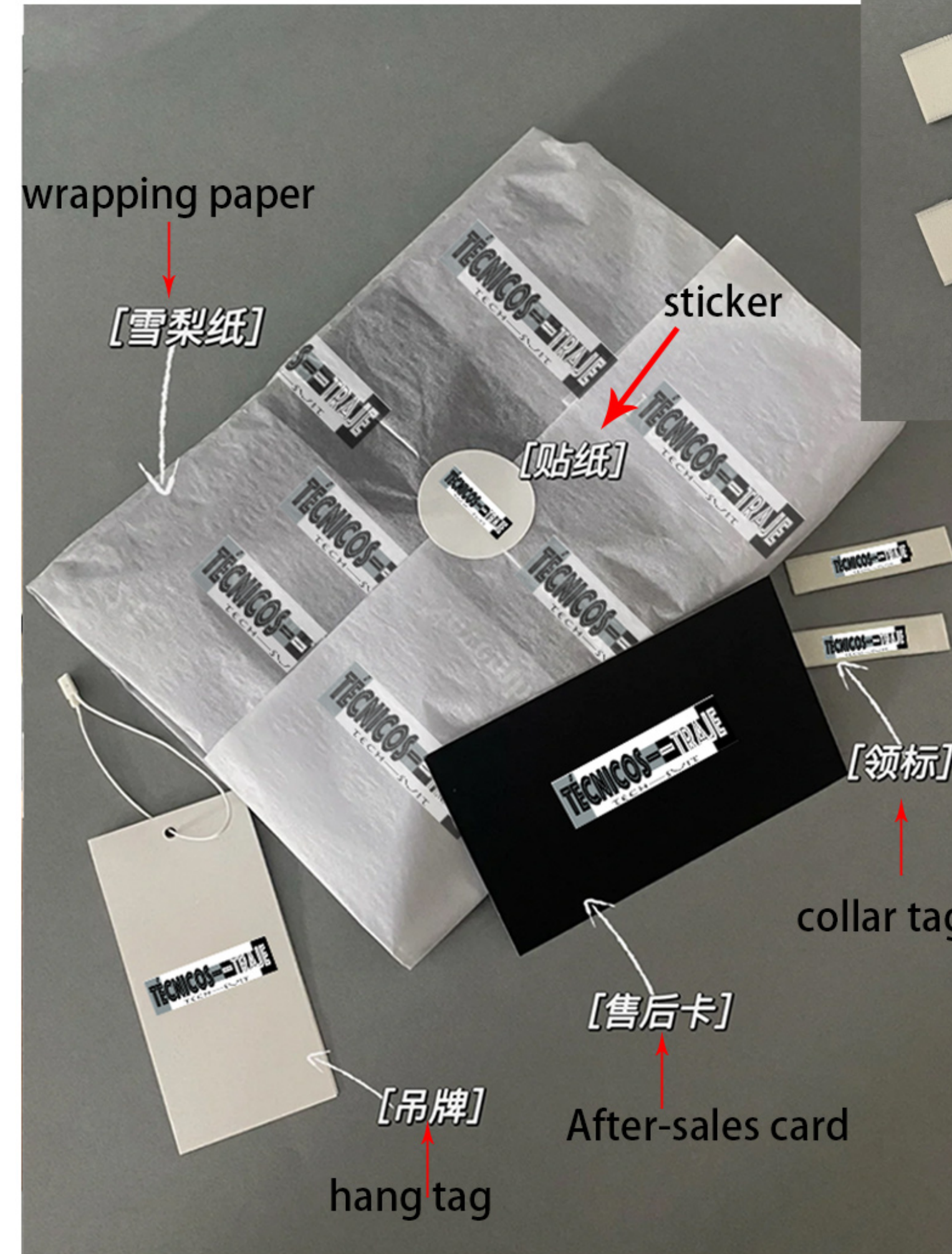
BRAND LABLE	OVERALL EFFECT	BRAND NAME: 	
	 <p>30cm</p> <p>9cm</p> <p>The label on the belt can better decorate the clothing and at the same time better display the brand name.</p>	<p><b>WASHING MARK A/W20</b></p> <p><b>FRONT</b></p>  <p>3CM</p> <p>4CM</p> <p><b>SIZE: S M L</b></p> <p><b>SHELL FABRIC:</b> 10% cotton 90% polyes- ter blend</p> <p><b>WASHING INSTRUCTIONS:</b></p> <p>不可水洗 DO NOT WASH</p> <p>不可漂白 DO NOT BLEACH</p> <p>在阴凉处悬挂晾干 HANG IN THE SHADE TO DRY</p> <p>熨斗温度最高110°C MAXIMUM TEMPERATURE FOR IRON</p> <p>常规干燥 CONVENTIONAL DRY</p> <p>注意事项: 此产品在洗涤时, 建议专业店进行干洗, 而专业店洗涤时, 以便保持品质。</p> <p>NOTE: THIS PRODUCT IN WASHING, SENT TO A PROFESSIONAL SHOP FOR DRY CLEANING, WITH PROFESSIONAL DETERGENT WASHING, IN ORDER TO MAINTAIN THE APPEARANCE OF NEW/CLEANING.</p> <p><b>MADE IN CHINA</b></p> <p><b>BACK</b></p>  <p>3CM</p> <p>4CM</p> <p><b>“FUSION IN THE FASHION”</b></p> <p>FOLDED IN HALF</p>	
	 <p>8cm</p> <p>1.5cm</p> <p>The collar tag is based on a white base and then printed on it with the brand name on it.</p>	<p><b>NOTE:</b></p> <p>There are three types of labels for this brand: one is the back neck label, the second is the wash label, and the third is the belt display label.</p> <p>1. The back neck label is a label with a length of 8cm and a width of 1.5cm. The color can be black or white, which can be changed according to the needs of the clothing.</p> <p>2. The washing label can be folded in half, and the information inside includes: fabric information of the garment, washing instructions, size selection and origin. Suitable for the interior of all brand clothing.</p> <p>3. Belt label refers to the printing on the belt on both sides of the jacket, you can choose whether you need printing before purchasing.</p>	<p><b>color selection of label:</b> <b>Black &amp; White</b></p> 



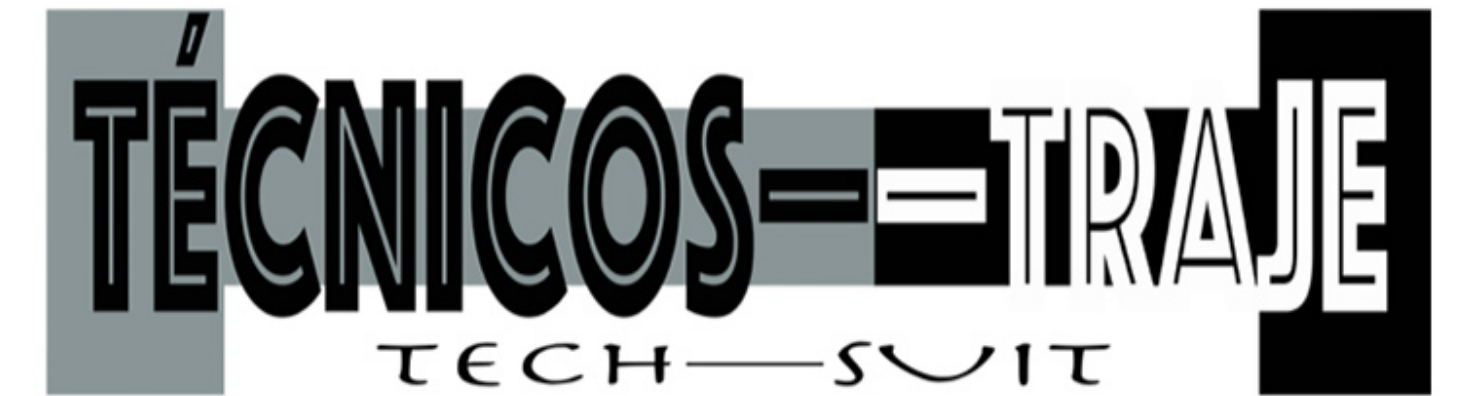
BRAND Packaging	OVERALL EFFECT	BRAND NAME: 
<div><div><p>Shopping package bag</p></div><div><p>8cm 50cm</p></div><div><p>8cm 10cm</p><p>VIP shopping gift card</p></div><div><p>30cm</p><p>Shopping package box</p></div><div><p>Packing boxes</p><p>VIP shopping card</p><p>Printed wrapping paper: Translucent waterproof material</p></div></div>		
<p>NOTE:</p> <p>There are three categories of packaging parts of the brand: They are the box, the bag, the wrapping paper, and the additional VIP card. The box is made of cardboard, available in black and brown color options, and is coated with a water-repellent coating. The packaging bag is a relatively large size, and it is also made of a slightly harder hard material, and is also coated with a waterproof material. The wrapping paper is made of Sydney paper, which is a translucent waterproof paper, which can protect the clothing well, and at the same time is very light, which can reduce the burden on consumers.</p>		<p>color selection of label: Black &amp; Brown</p> <div></div>



# BRANDING



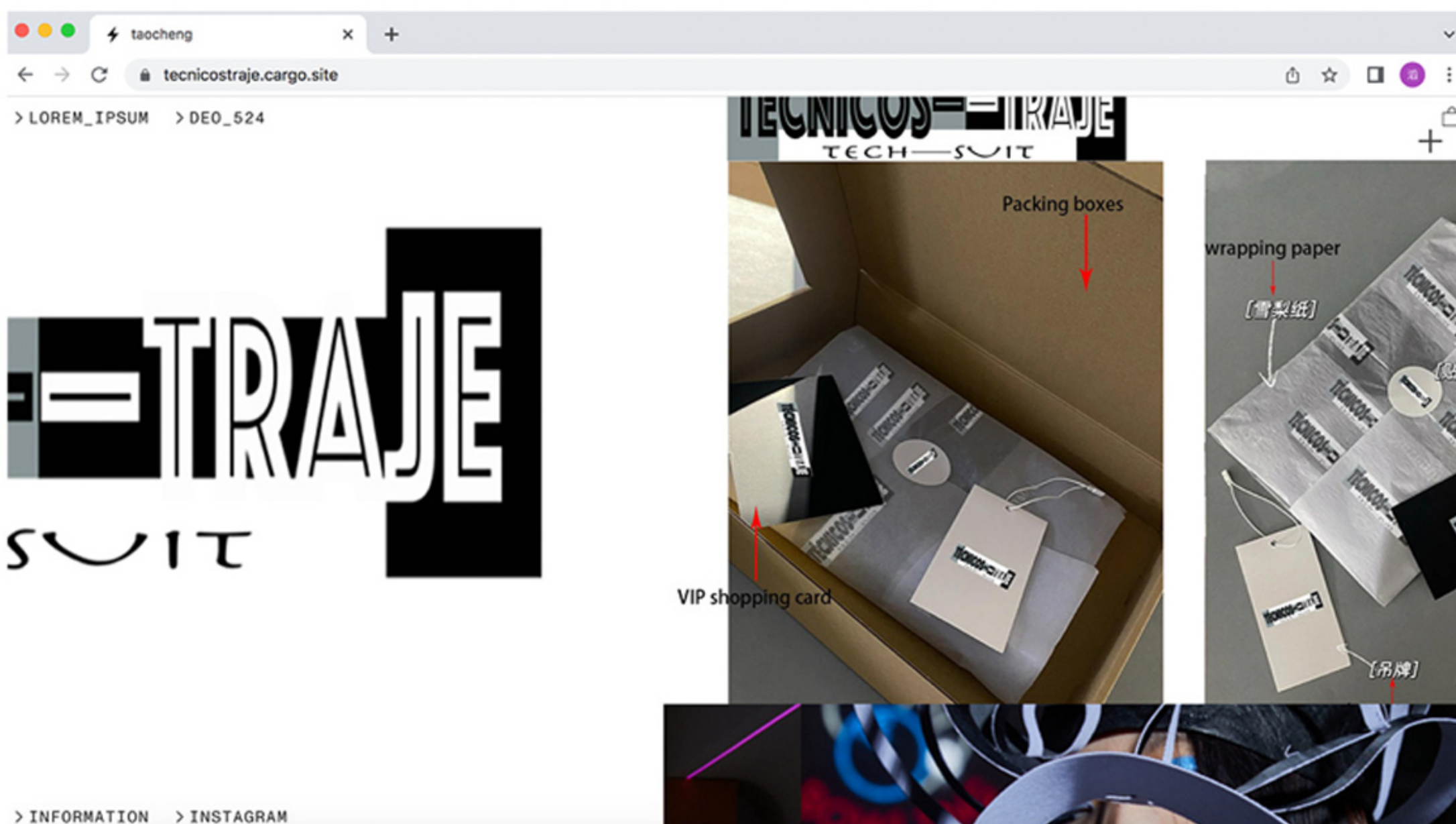
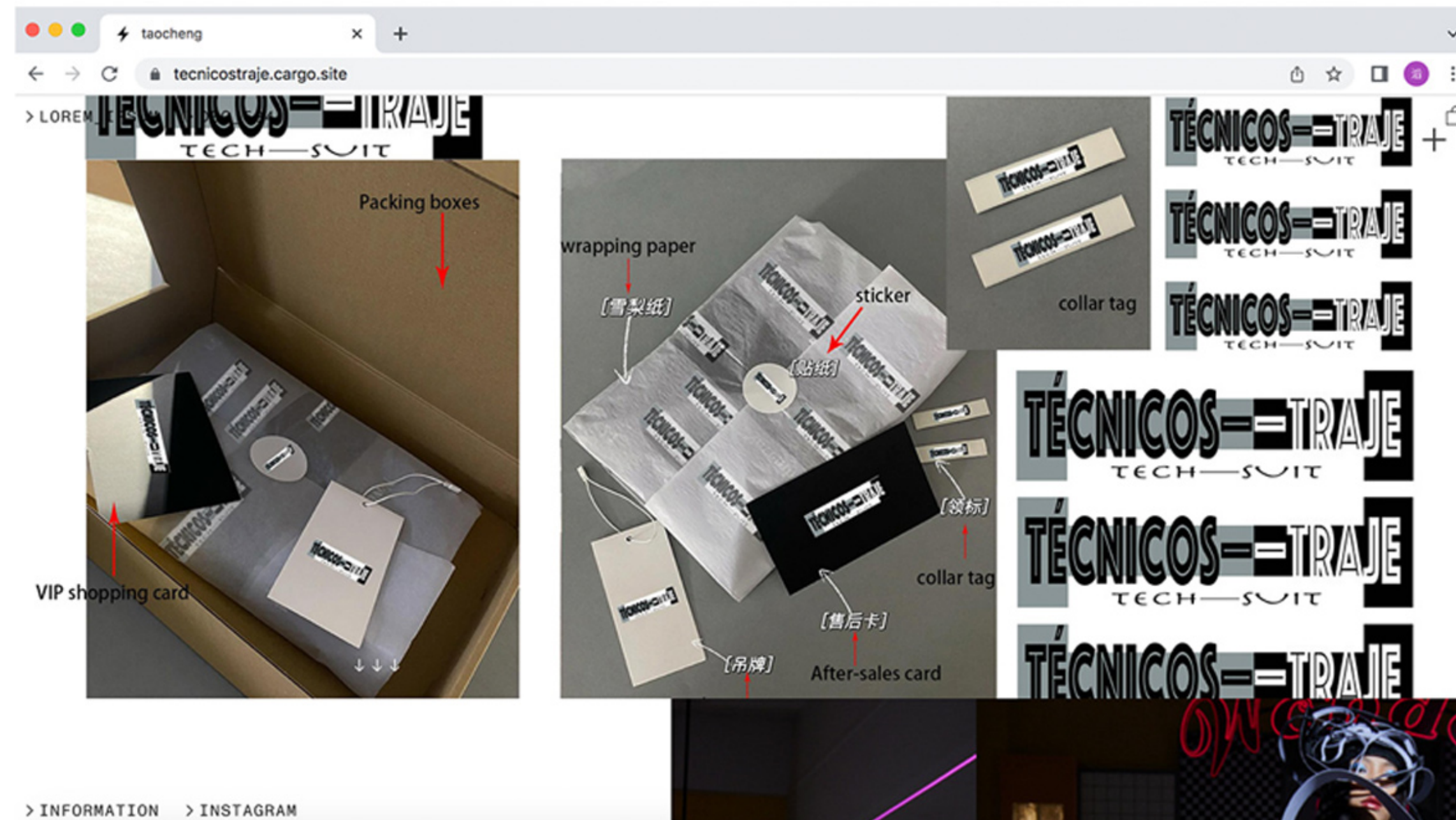
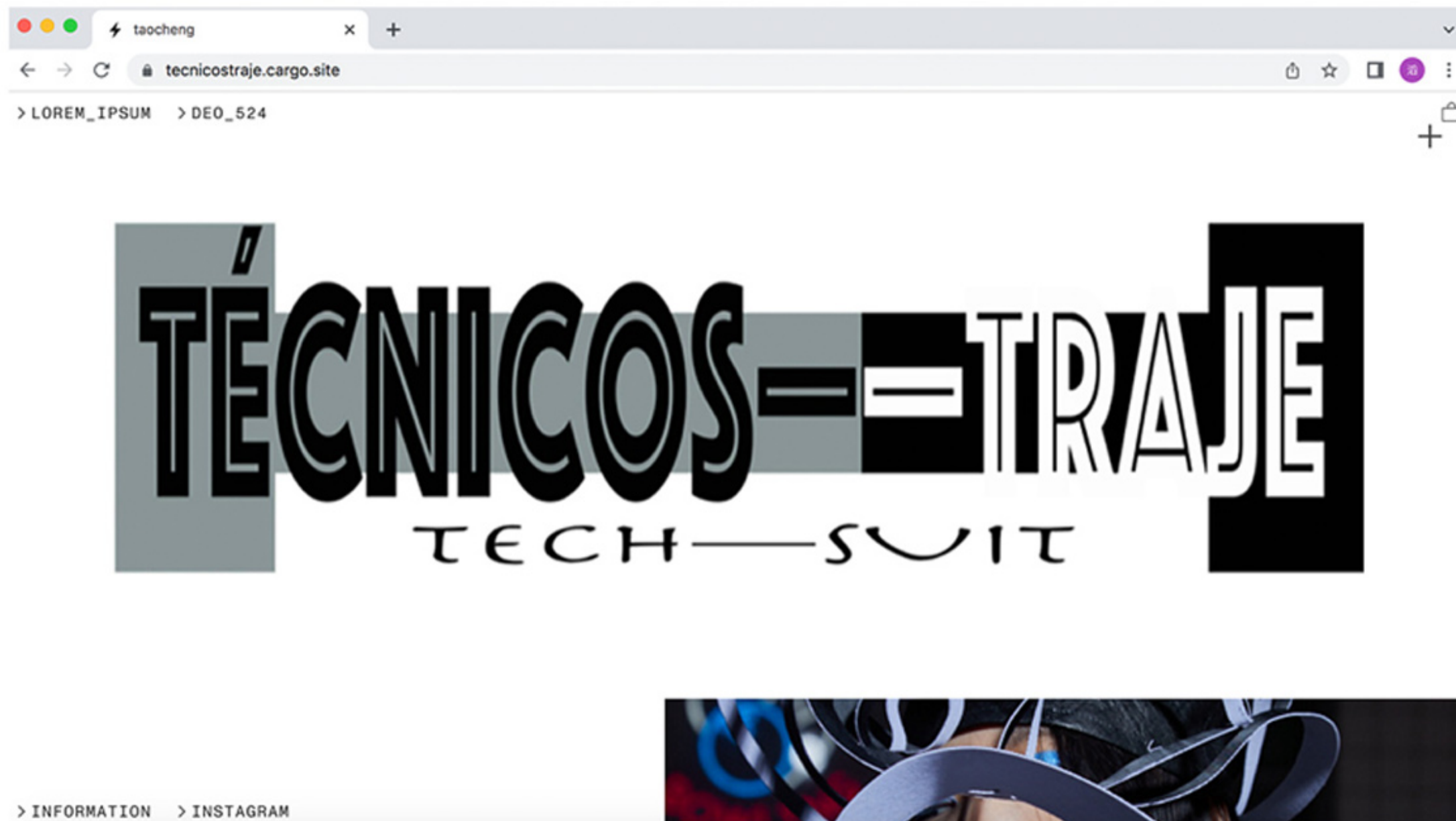
For the design of brand labels, wrapping paper, packaging bags, collar labels, after-sales cards, VIP cards, etc., I still want to use my brand logo design printing. Since my logo design is inherently design, I don't want some of my add-ons to be too complicated.



For the wrapping paper, I chose Sydney paper, which is thinner and waterproof. At the same time, I plan to print the brand's logo on the wrapping paper in multiple numbers.



# WEBSITE

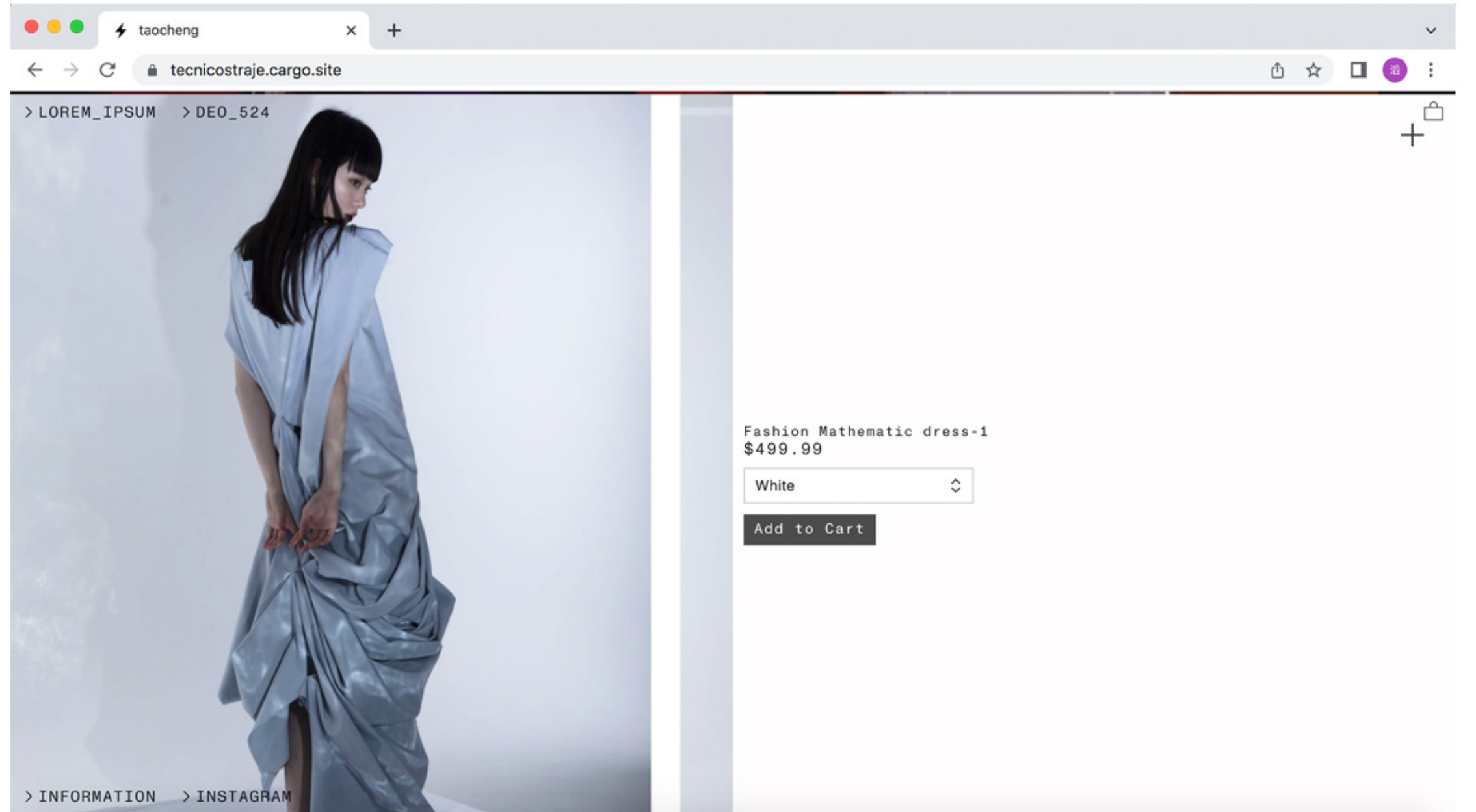
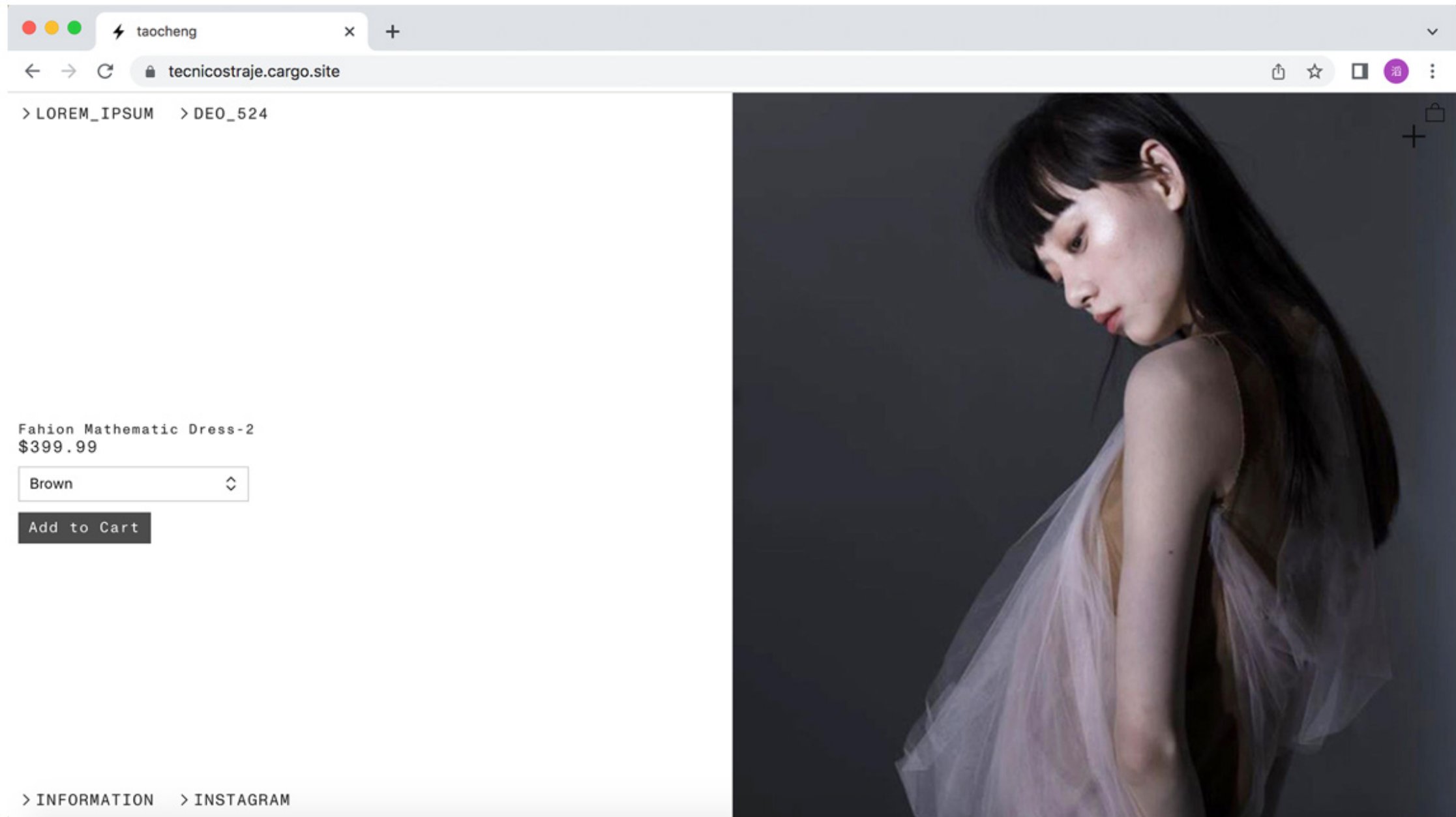
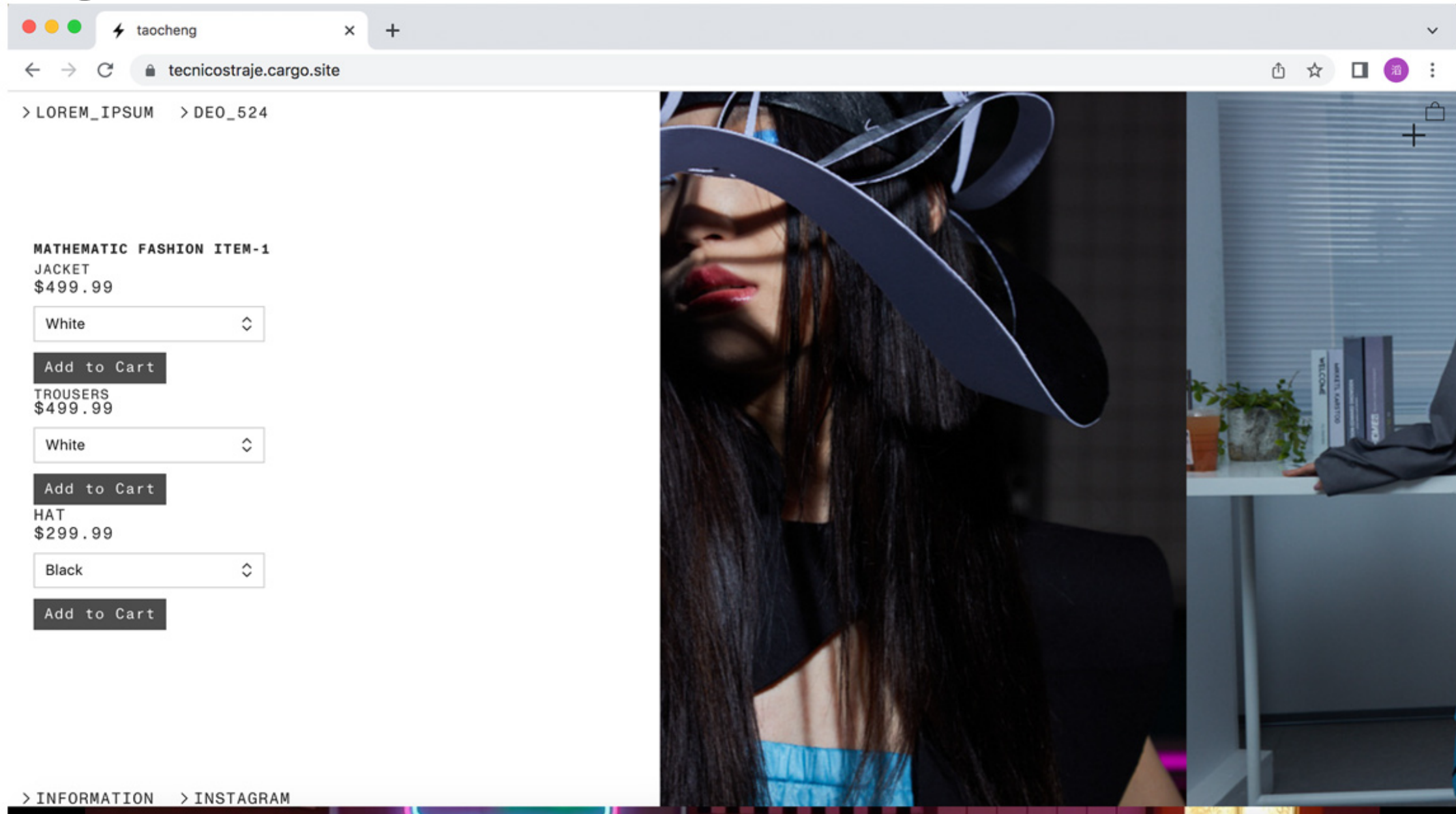


# WEBSITE

Regarding the part of the website, first of all, on the first page, I displayed the brand's logo in the largest form, because I want customers to see my logo and the overall style at first glance, and I also put some packaging on the home page., because this also follows the entire sales process of the entire brand. Able to demonstrate a serious attitude towards consumers.



# WEBSITE



## PRODUCT SELECT & PRICE

### MATHEMATIC FASHION ITEM-1

JACKET

\$499.99

White

Add to Cart

TROUSERS

\$499.99

White

Add to Cart

HAT

\$299.99

Black

Add to Cart

Fahion Mathematic Dress-2

\$399.99

Brown

Add to Cart

Fashion Mathematic dress-1

\$499.99

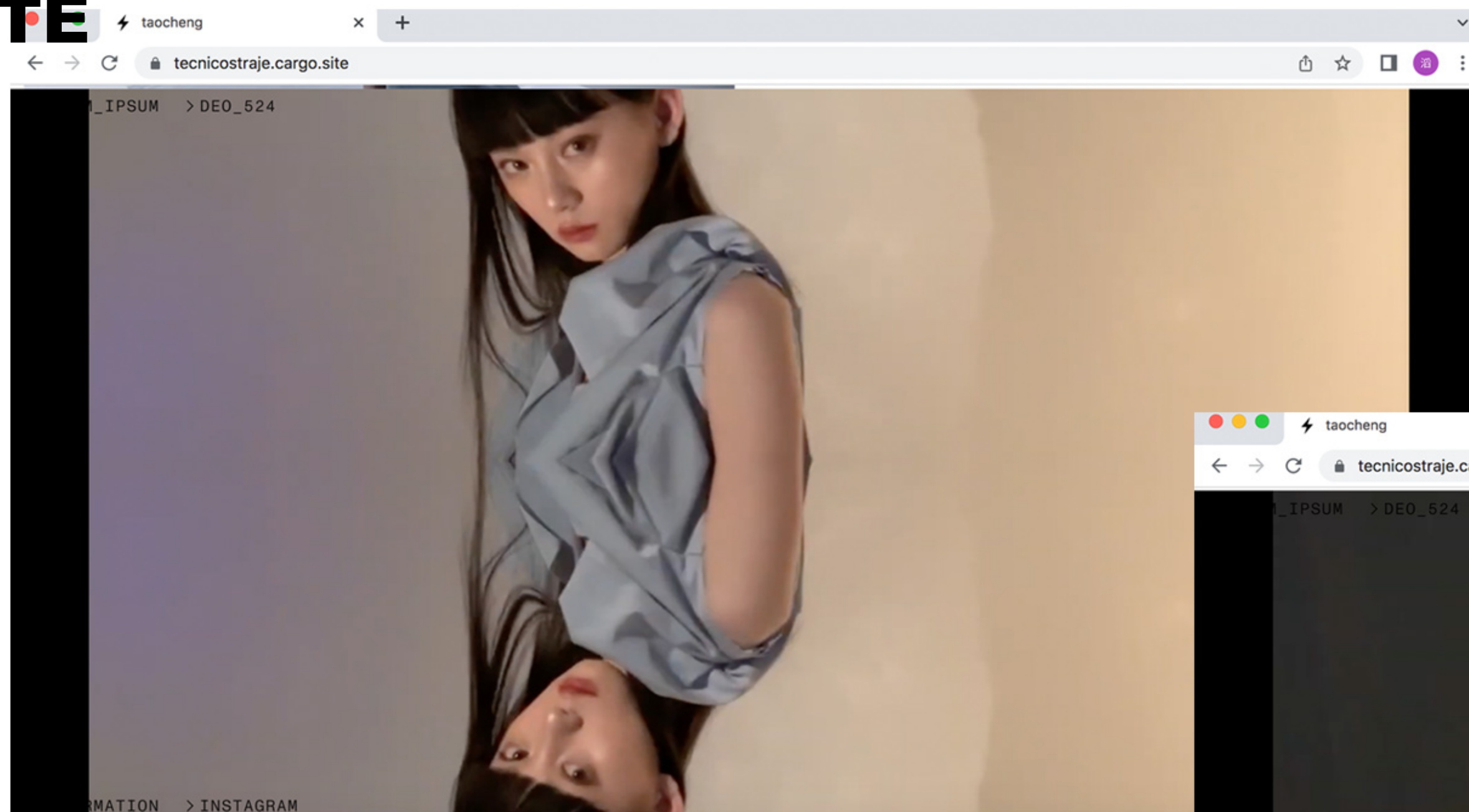
White

Add to Cart

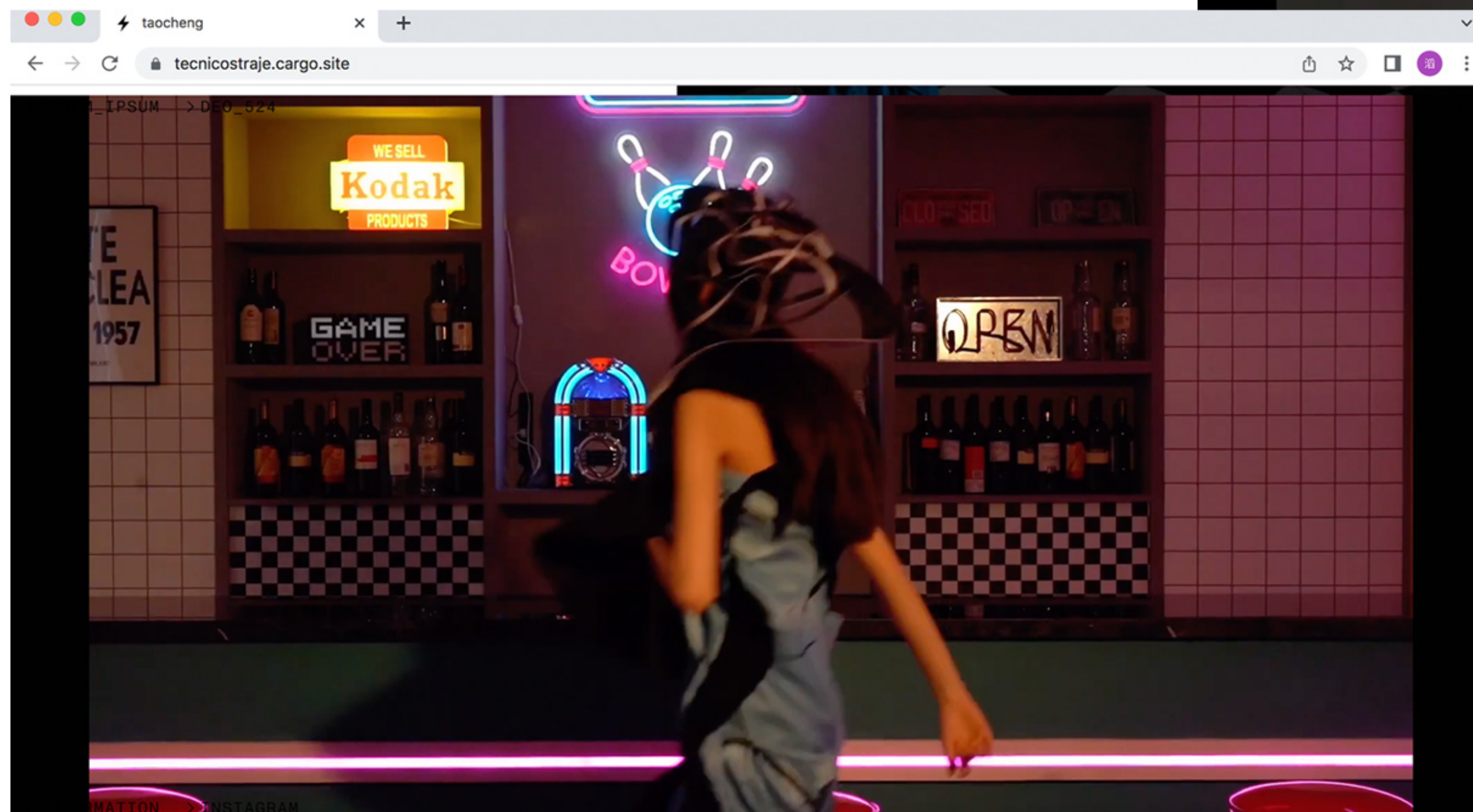
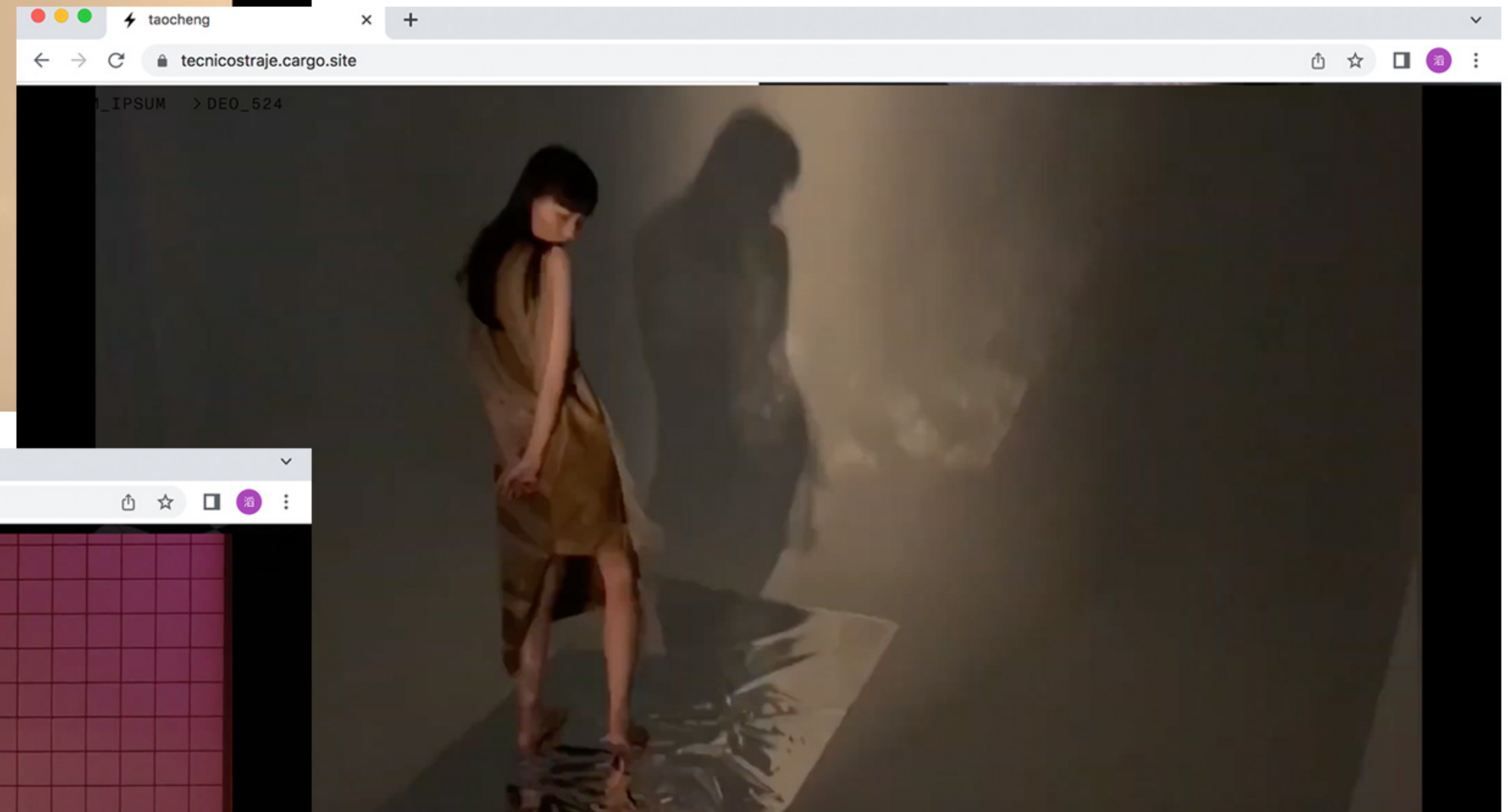
Then there is the part of product sales. I will mark the price, product category, color selection, etc., which is convenient for consumers to choose. At the same time, each page corresponds to the corresponding product display map, which allows consumers to intuitively feel the product.

<https://tecnicostraje.cargo.site/>





## VIDEO DISPLAY OF GARMENTS



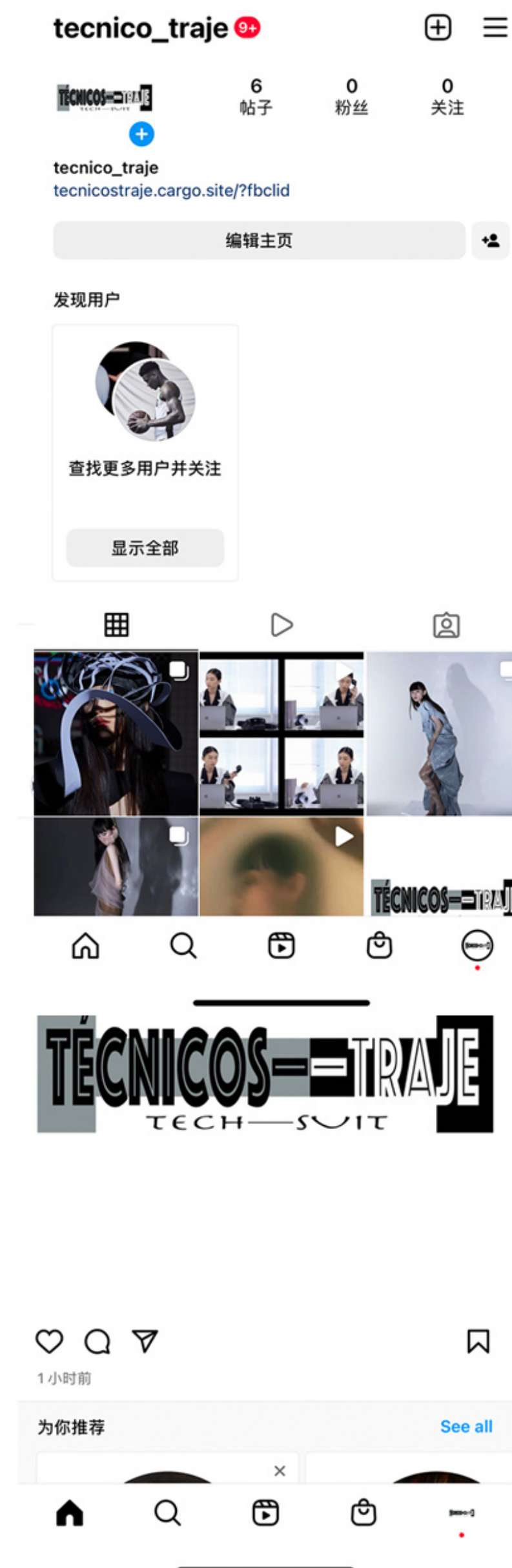
I interspersed the layout of the video on the sales page, one page after the page selling the same product, followed by the video of the corresponding product.

<https://tecnicostraje.cargo.site/>

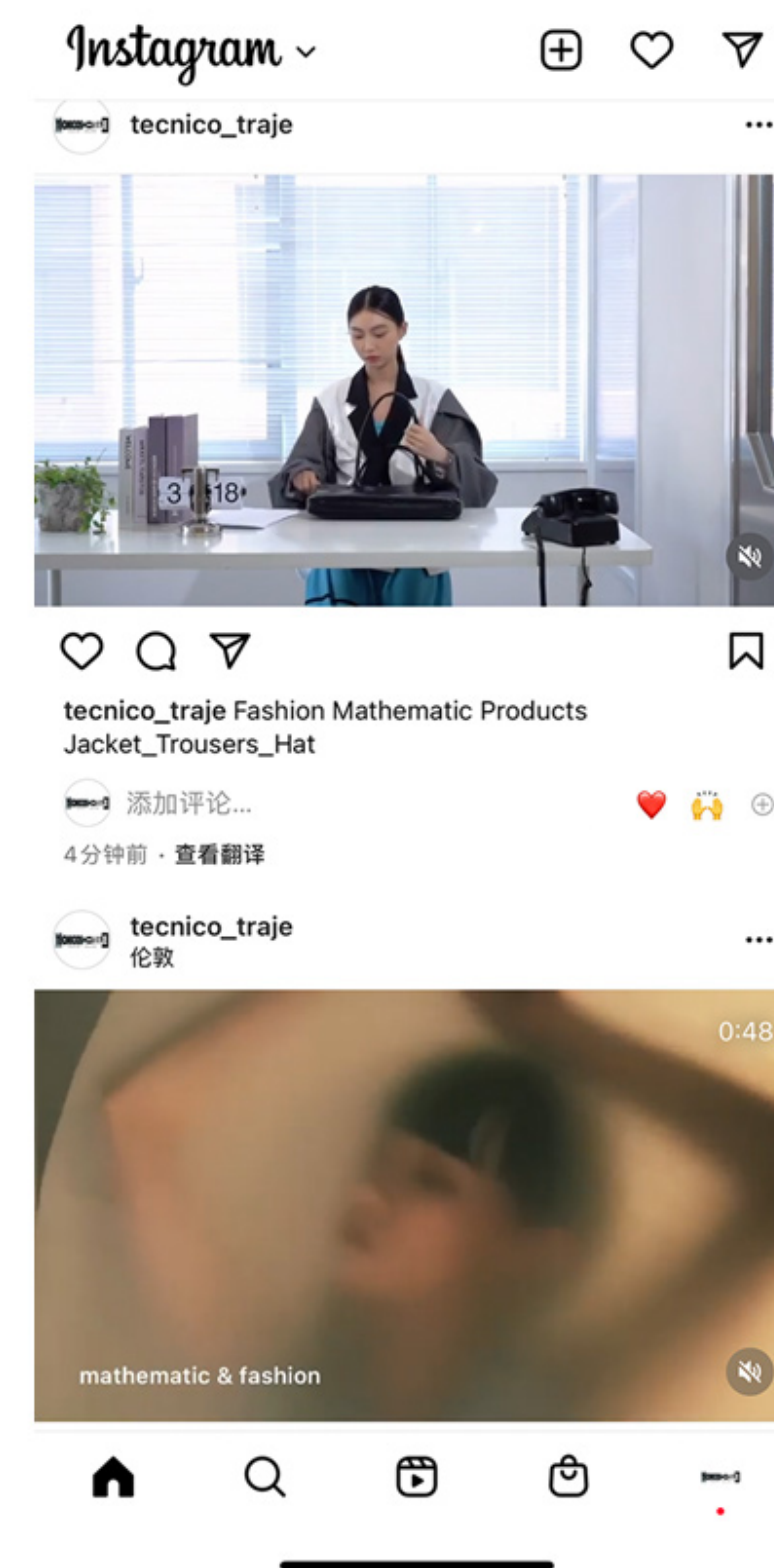


# WEBSITE

<https://tecnicostraje.cargo.site/>



## External webpage jump: Instagram



There is a link to Instagram in the lower left corner of the website, you can directly enter the Instagram homepage of the brand, you can better see the pictures of the products, simplicity, etc. At the same time, after paying attention to Instagram, you can know the latest product development and the new season products faster. release time. At the same time, you can also directly through Instagram private messages for purchase and after-sales consultation.



# CLO 3D OUTFIT



**FRONT**



**SIDE**



**BACK**







### **STORY OF JIANGRU:**

When Jiangru finish her work in Friday, she simply tidy up her clothes and does a beautiful makeup, then she invite some friends to go to a bar for drinking and dancing.

She does not need to change the clothes, because it is suitable for all the place no matter where you are.

**Designer: TAOCHENG**

**Model: LI JIANGRU**

**Make-up: ABI**

**Director/Photographer: JIANG XINYU**





**Designer: TAOCHENG**  
**Model: LI JIANGRU**  
**Make-up: ABI**  
**Director/Photographer: JIANG XINYU**







**Designer: TAOCHENG**  
**Model: LI JIANGRU**



**Make-up: ABI**  
**Director/Photographer: JIANG XINYU**





THROUGH THE REFLECTION OF TIN FOIL, A KIND OF CONTRAST  
AND FUSION IS FORMED, CLEAR AND CALM LIKE MATHEMATICS,  
FUZZY LIKE FASHION



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# TECNICOS==TRAJE

TECH—SUIT

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