

# PORTFOLIO

MA FASHION DESIGN  
XIAOYE GONG  
2103712



## Brand name and brand story

People usually don't know who and what we will encounter in the game.

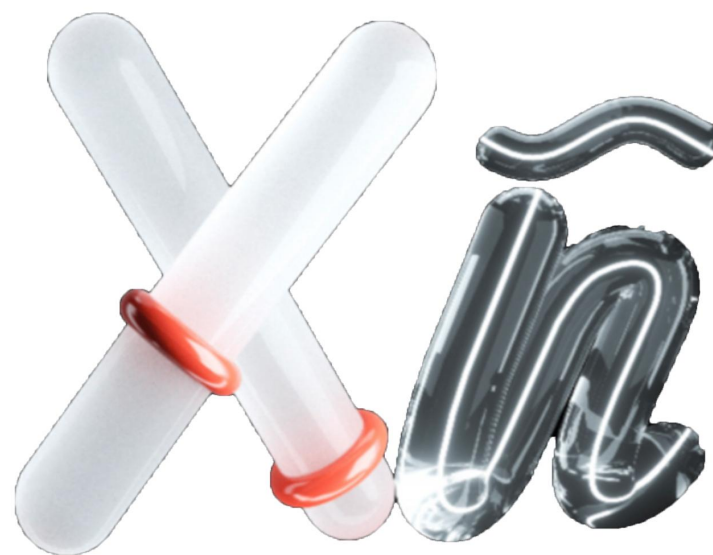
X is often used as the independent variable's or unknown value's name.

Research suggests that many people who meet while playing games online end up spending time with these people.

There is evidence that video games can be a safe place for vulnerable people to try out social interaction.

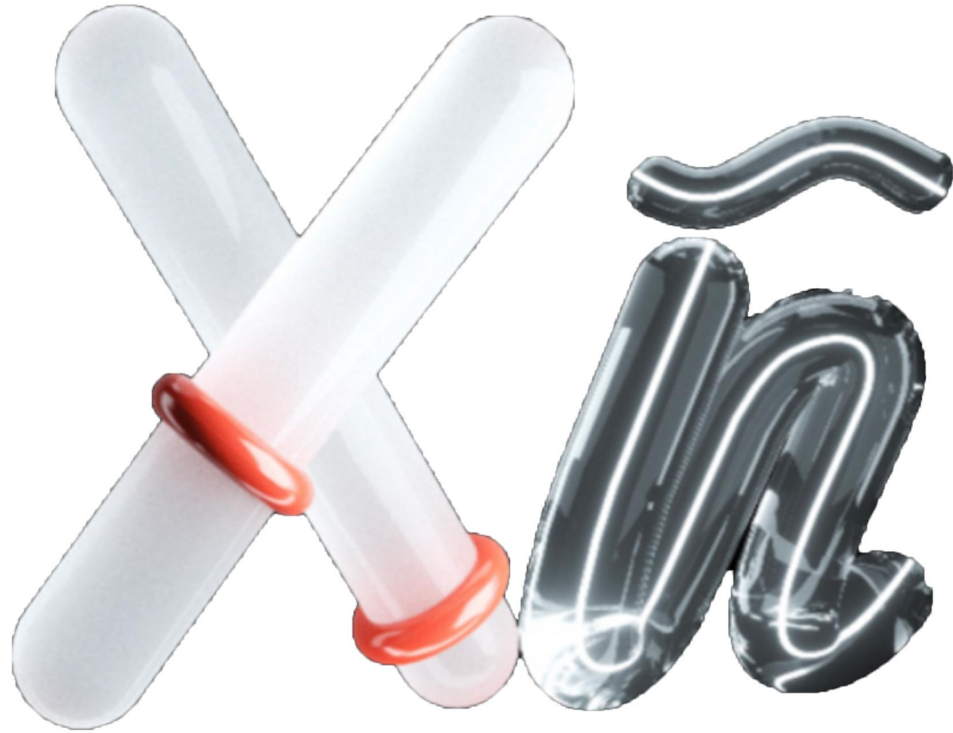
At the same time, the brand is encouraging consumers to enter a new way of life - just like updating devices in a game, it is time for people to try out low carbon living. The brand will use many recycled materials to make clothes and accessories.

The brand encourages people to explore different scenarios in their boring everyday lives. The relationship between video games and people is not just about adding freshness to life but also about deep human connections. Our lives are like a video games, full of freshness and always unknown.



## Brand vision

**Stay new and bring imaginary fashion to life through virtual technology**



## Brand mission

The brand's goal is to combine NFT fashion with physical fashion garments.

Turning the impossibility of virtual clothing into reality in this digital age.

The brand will use new eco-friendly fabrics and recycled fabrics for its garments while striving to protect the environment.

All elements of the brand's inspiration will be drawn from any video game.

At the same time, the brand encourages and supports the LGBT Q community.



# Design concept





## games elements

## NFT FASHION

### renew fabric



### renew nylon



### sheer



### satin



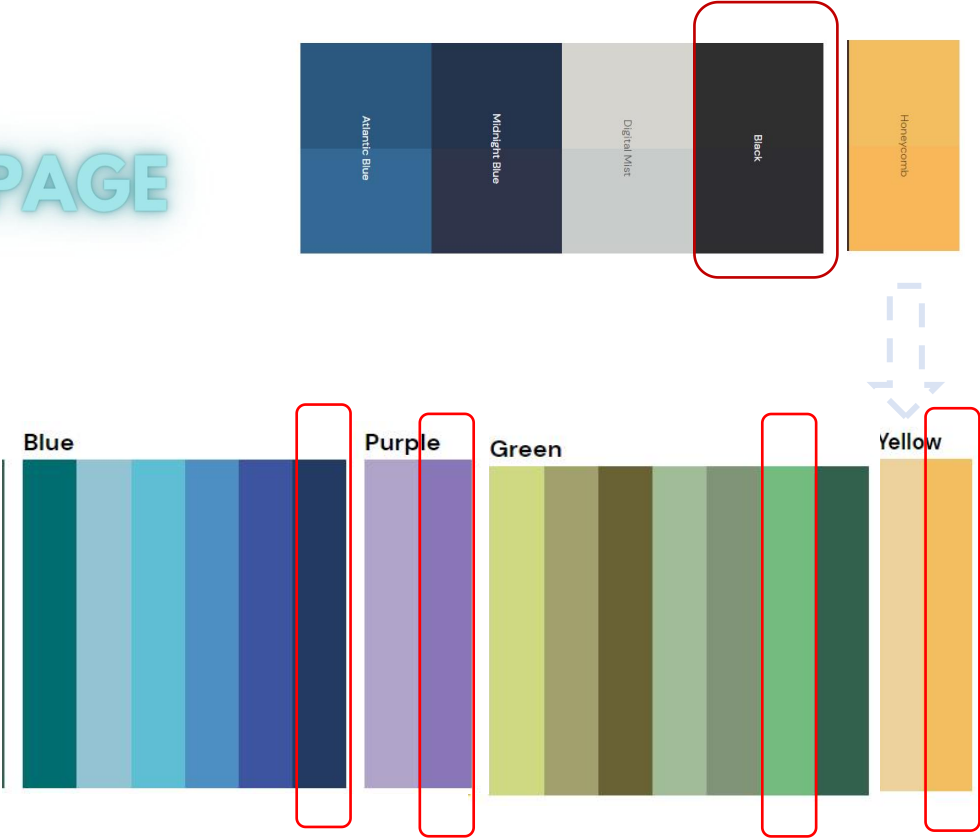
### COLOR







COLOUR PAGE



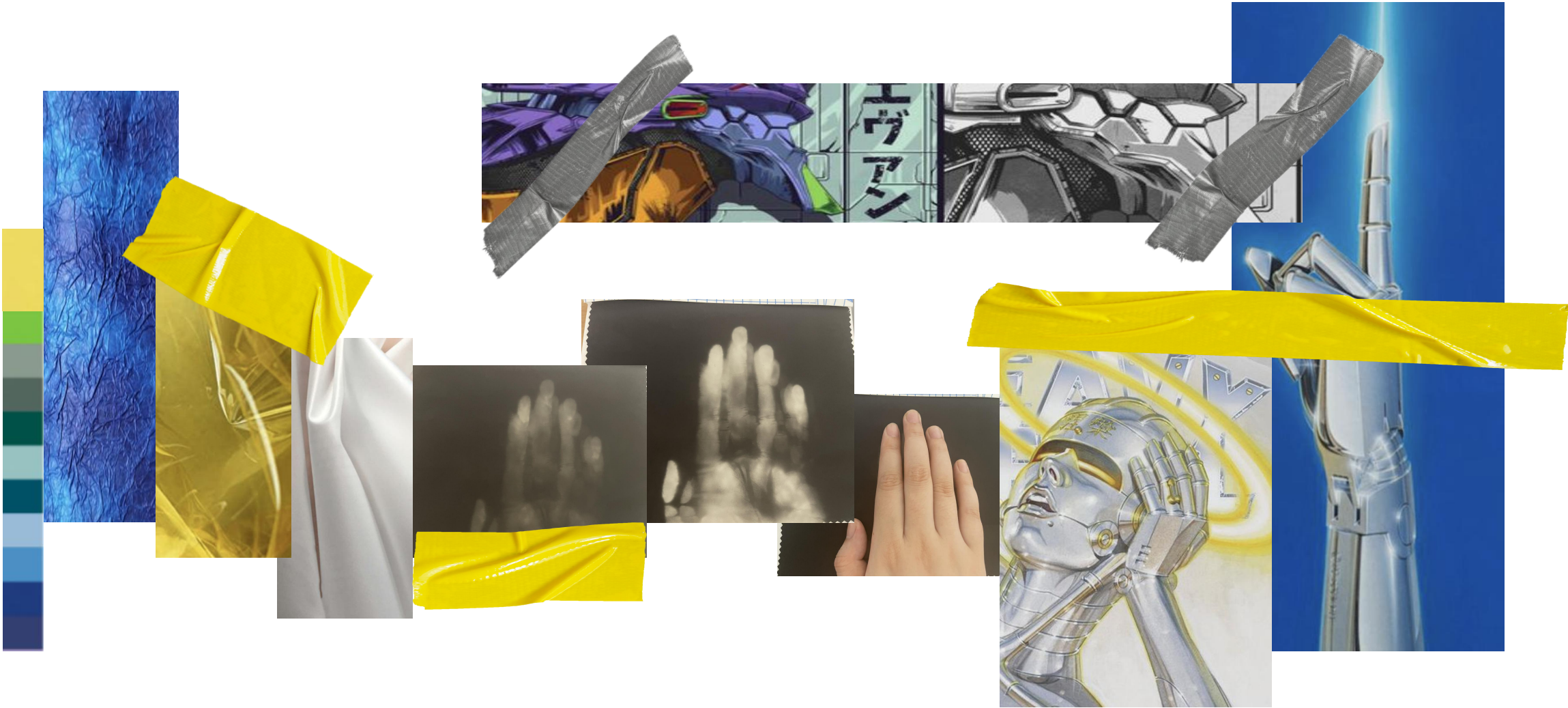
# MATERIAL PAGE

XIAOYE GONG-2108712-PORTFOLIO-MATERIAL PAGE



# SKETCHBOOK





FABRIC AND MAIN COLOR



# ORIGINAL COLORBOARD

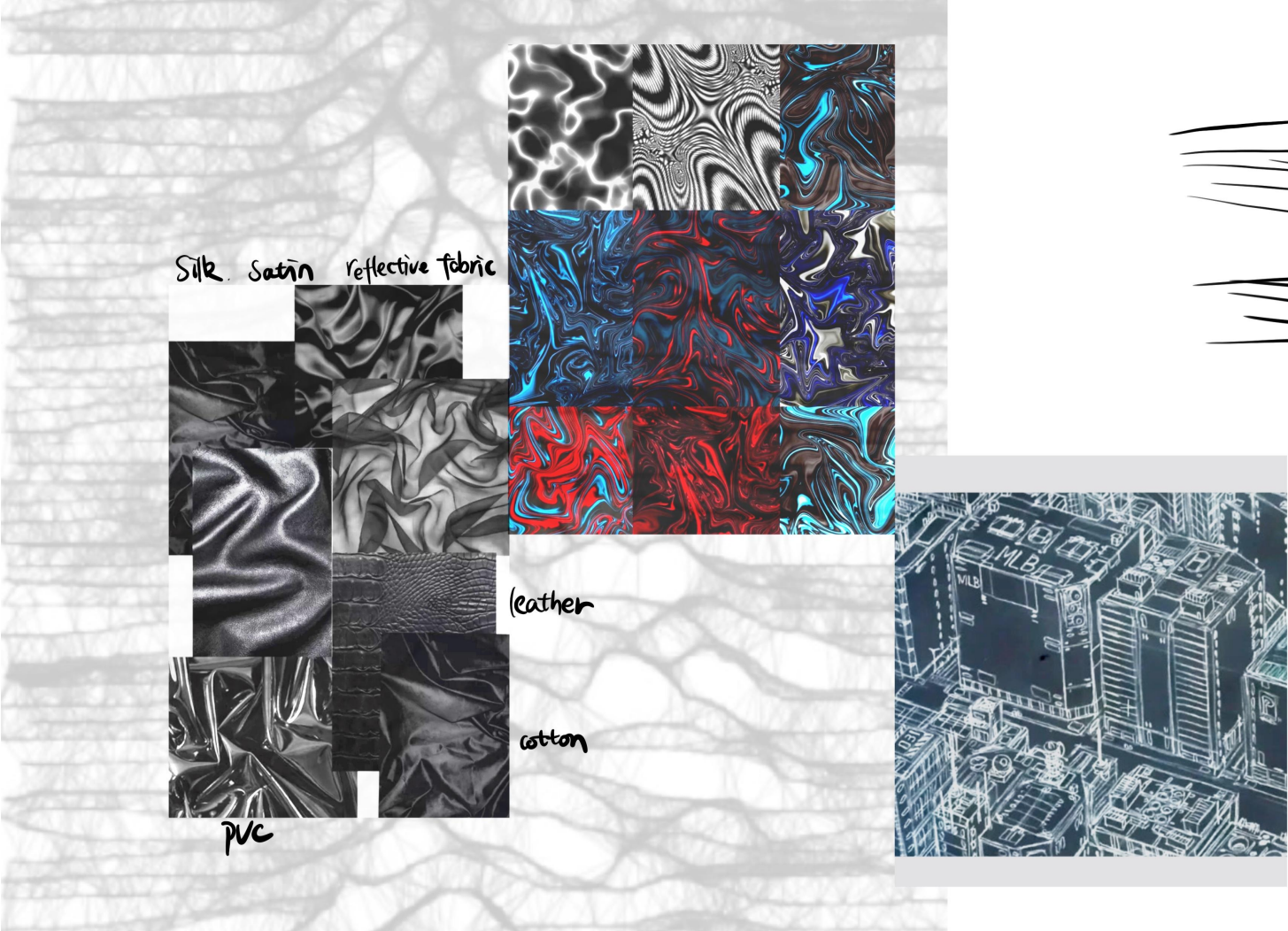




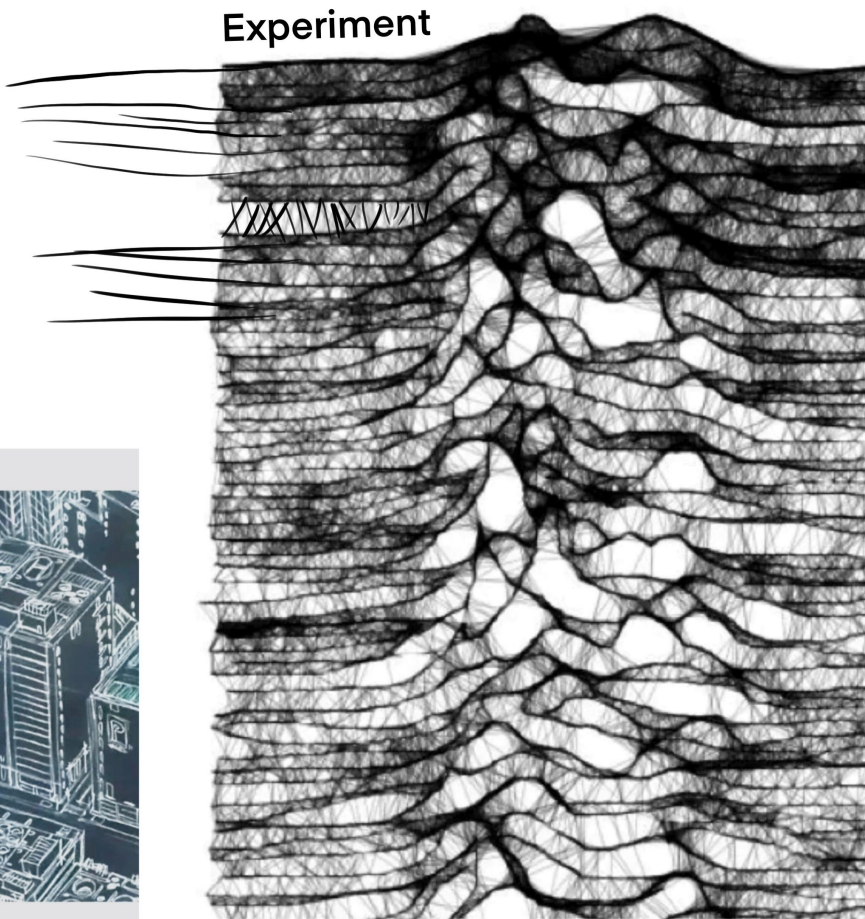


FABRIC SOURCING



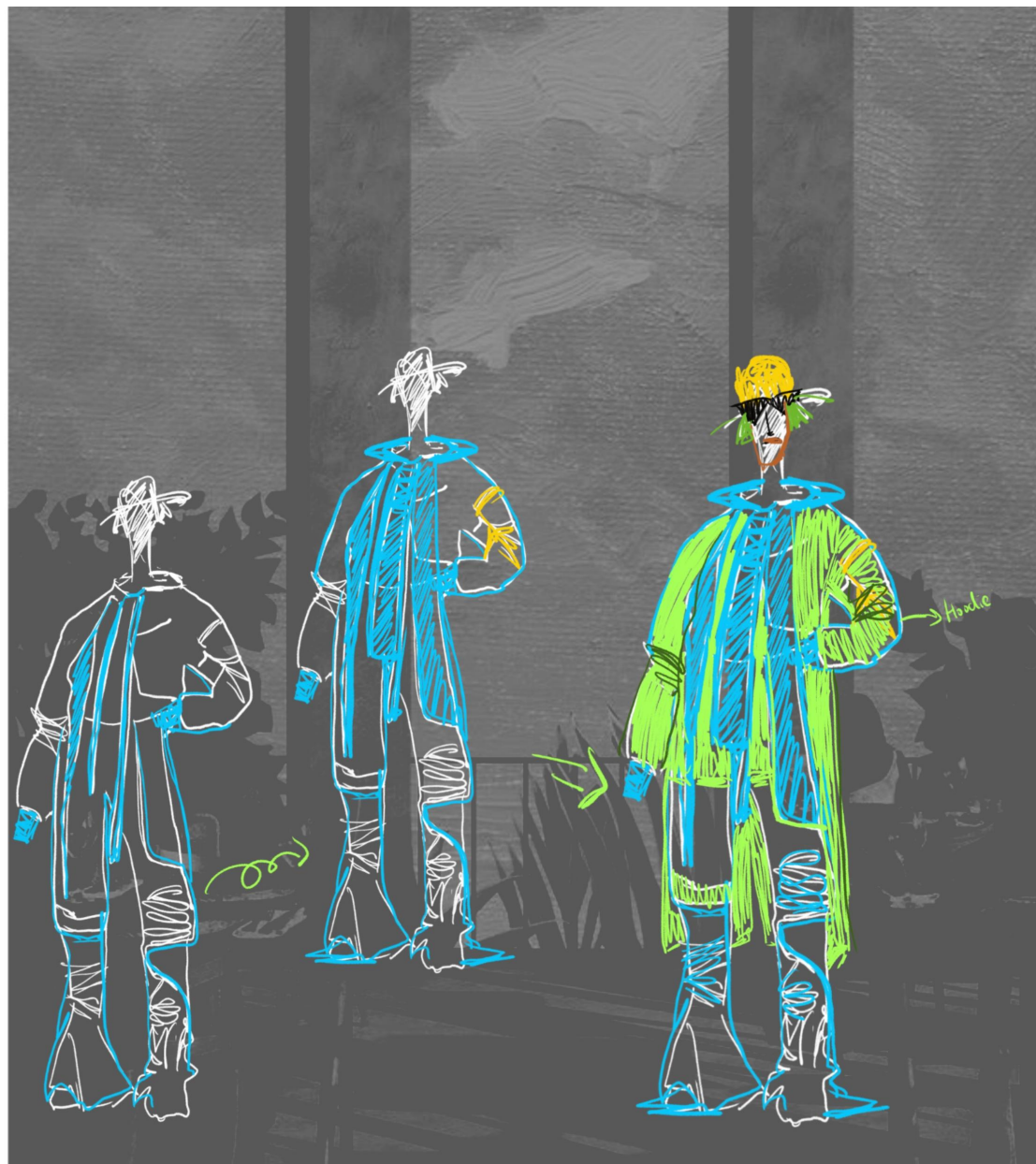


## FABRIC EXPERIMENT 1

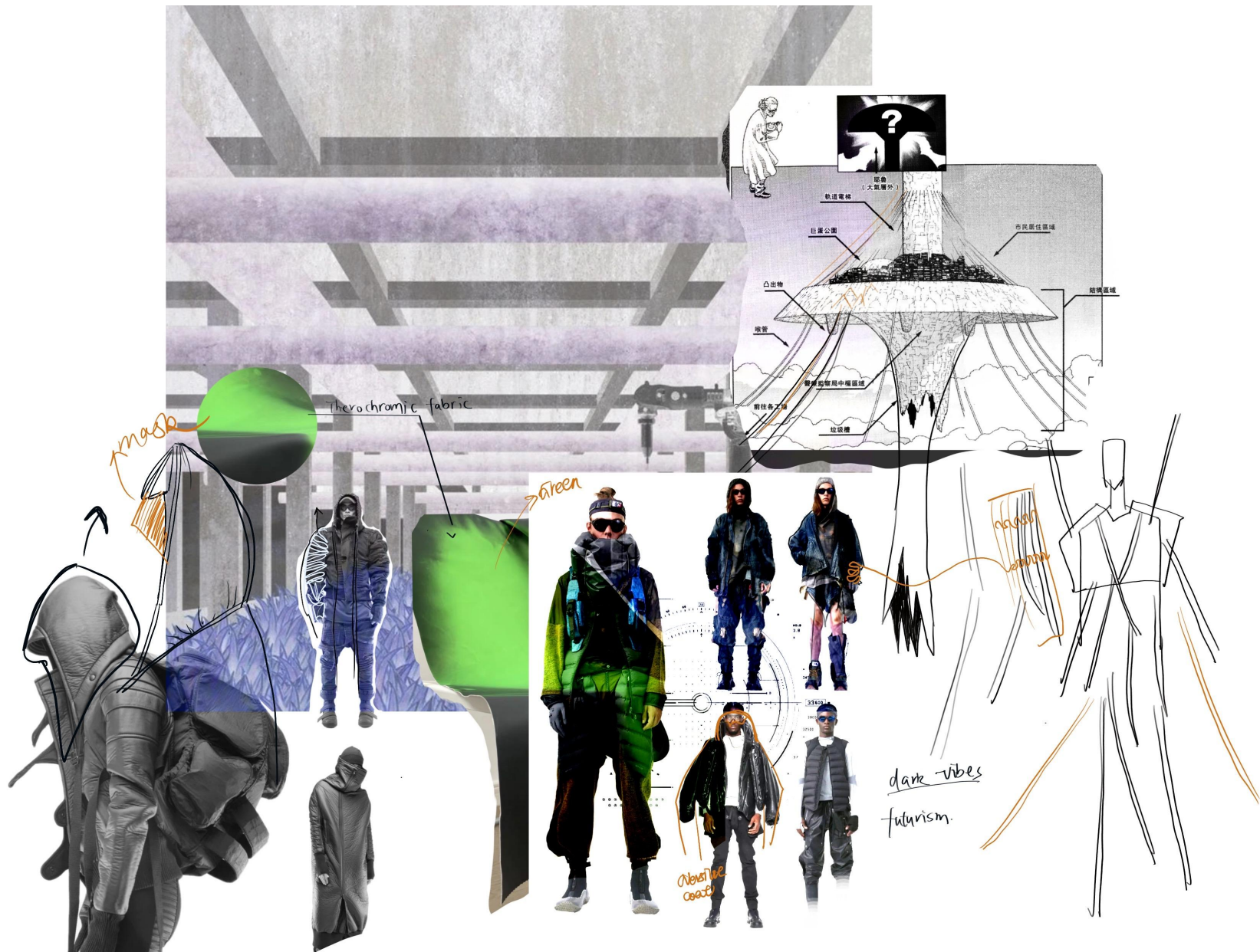




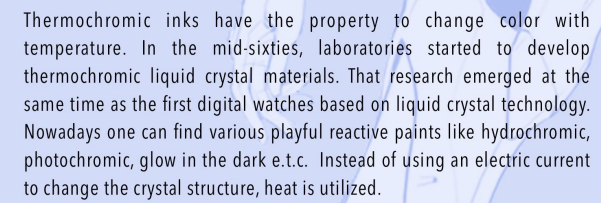
Sketches



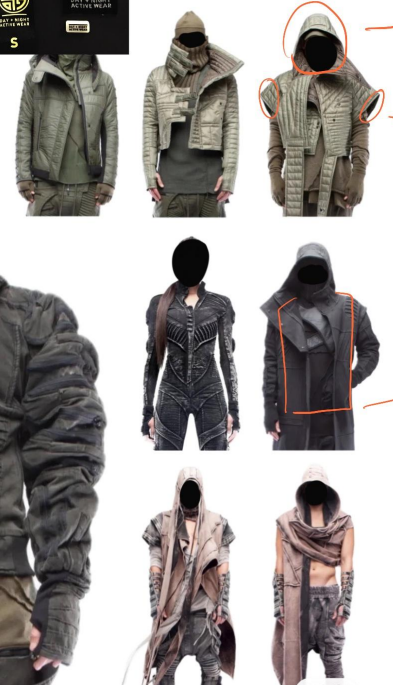
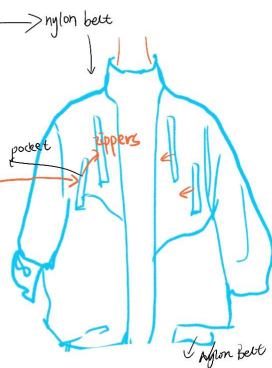




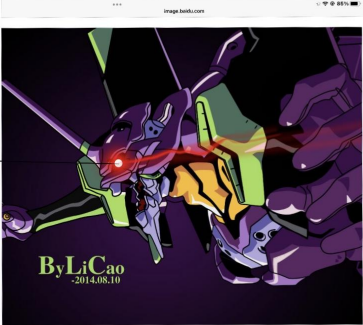
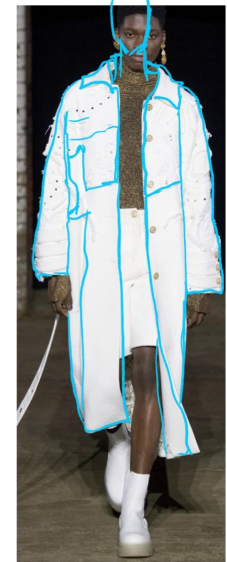








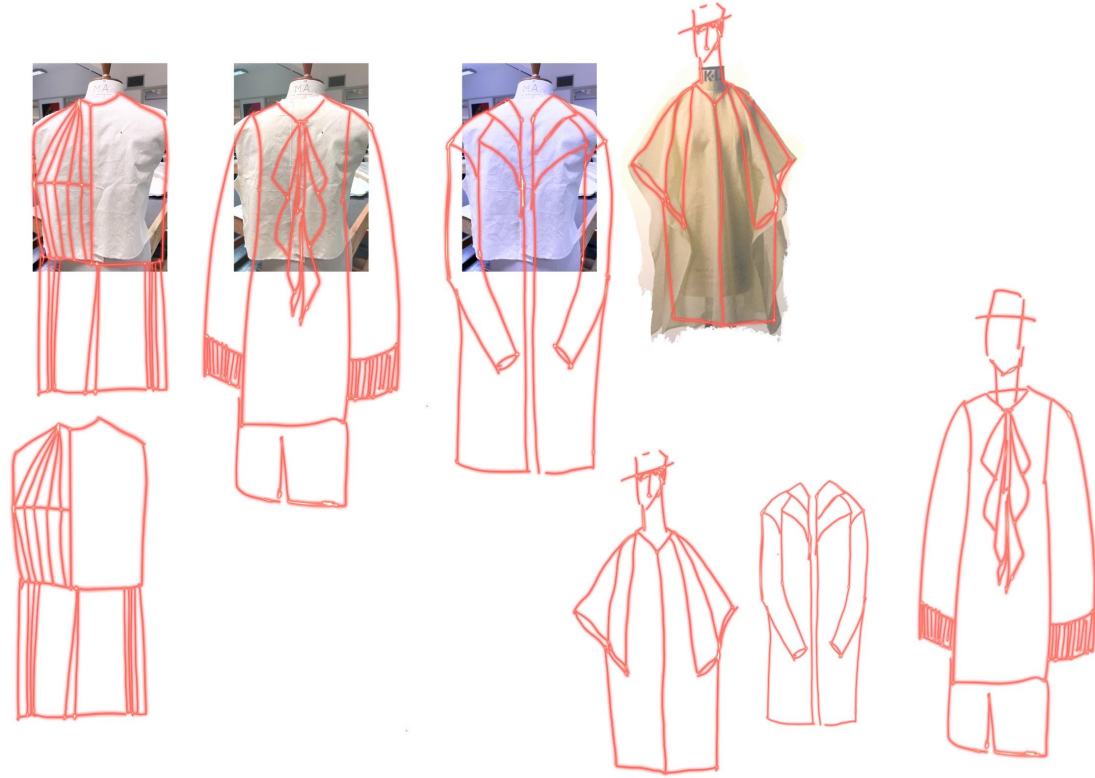
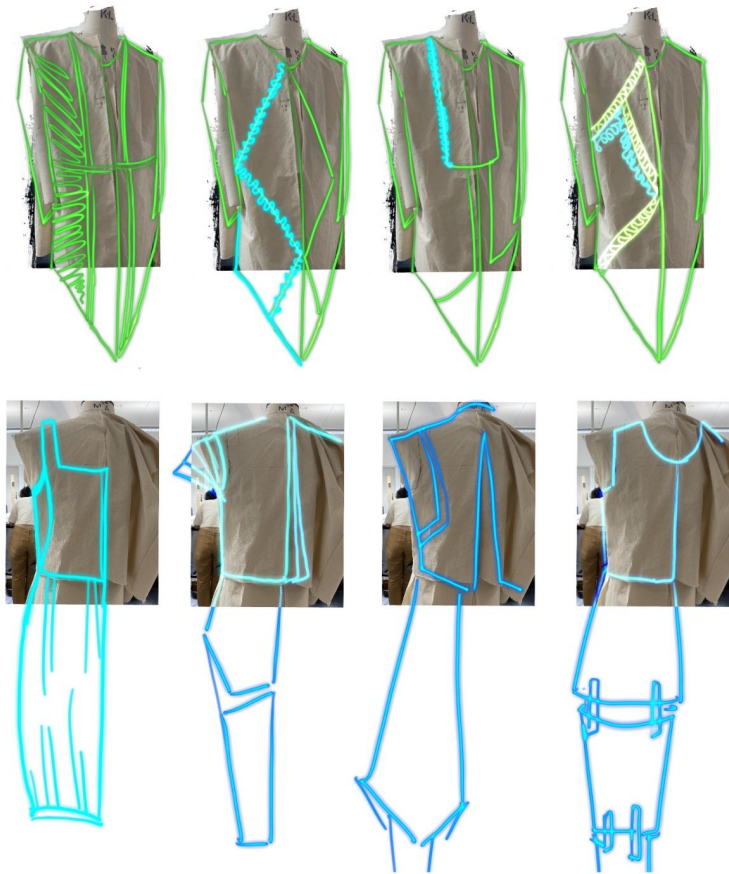
# ABOUT EVA





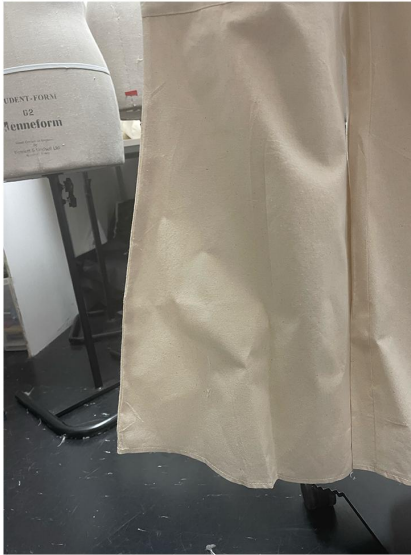
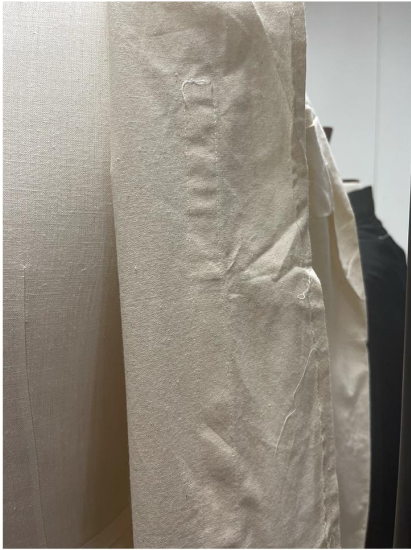


## 3D DEVELOPMENT





# 3D DEVELOPMENT

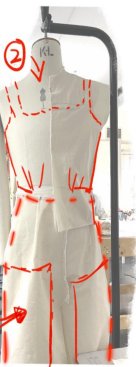




制衣过程  
Jumpsuit  
step ①.



Step ②  
Basic  
Men'swear  
Trousers



=



A unisex  
Jumpsuit

Back



zipper  
(40-45 cm)

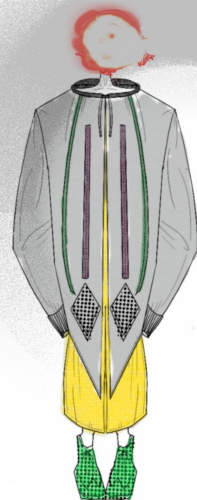
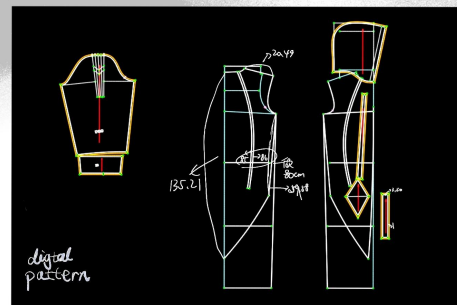
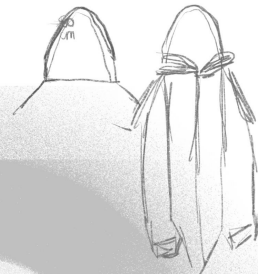
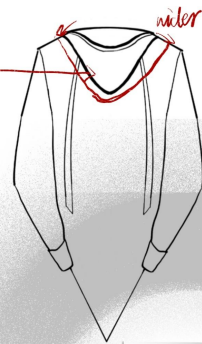
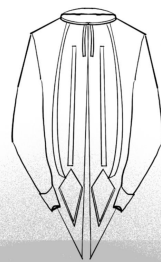
Side

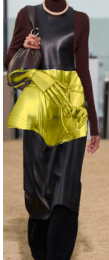
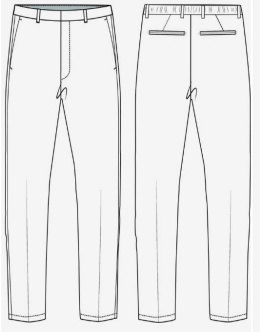
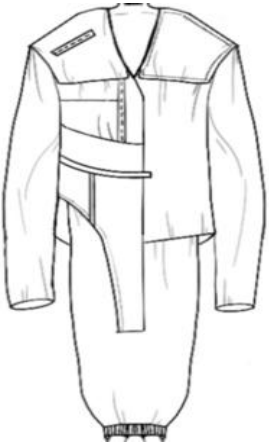
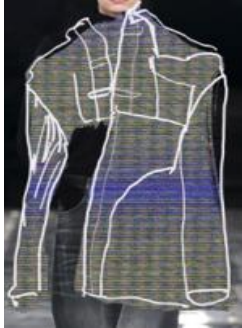
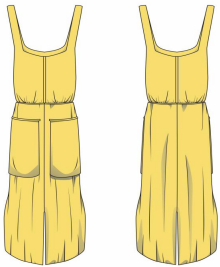
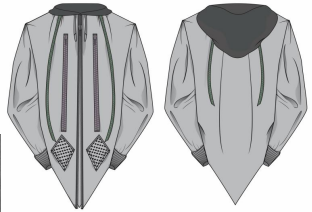
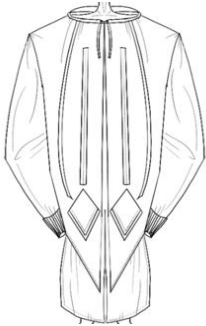
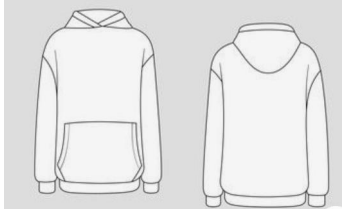
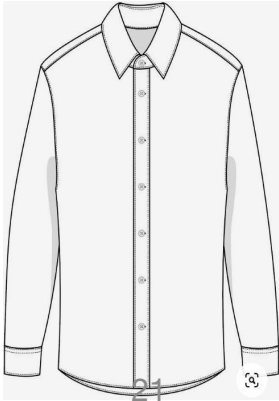
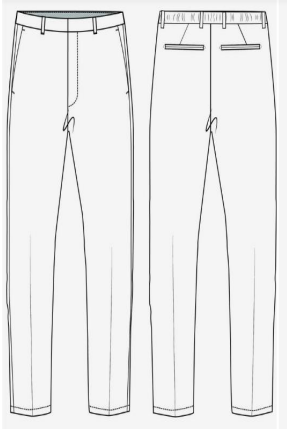
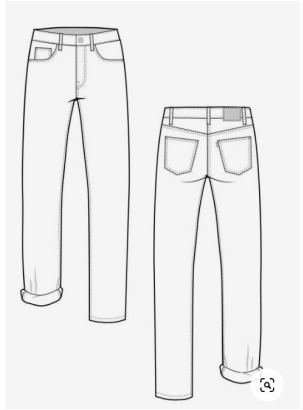
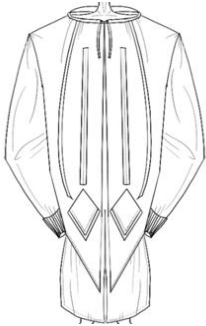
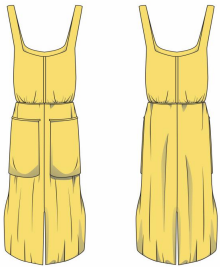
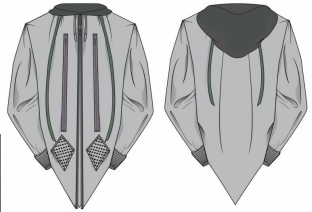


3D pattern making — Fitting

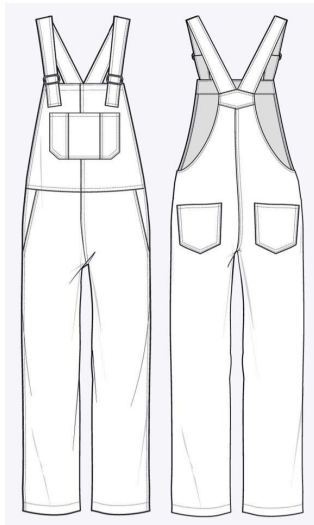
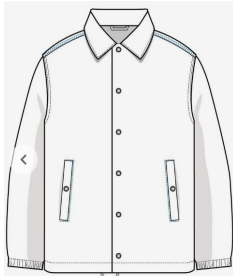
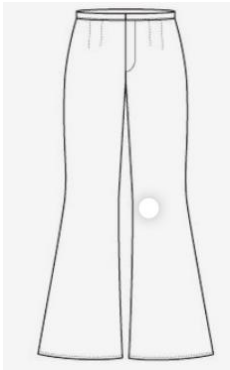
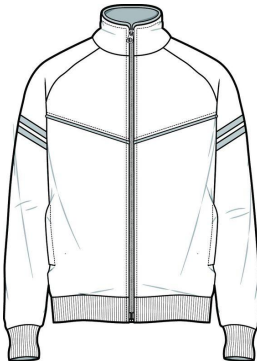
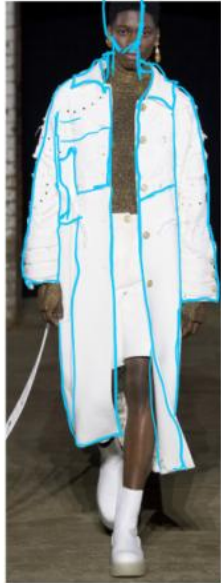


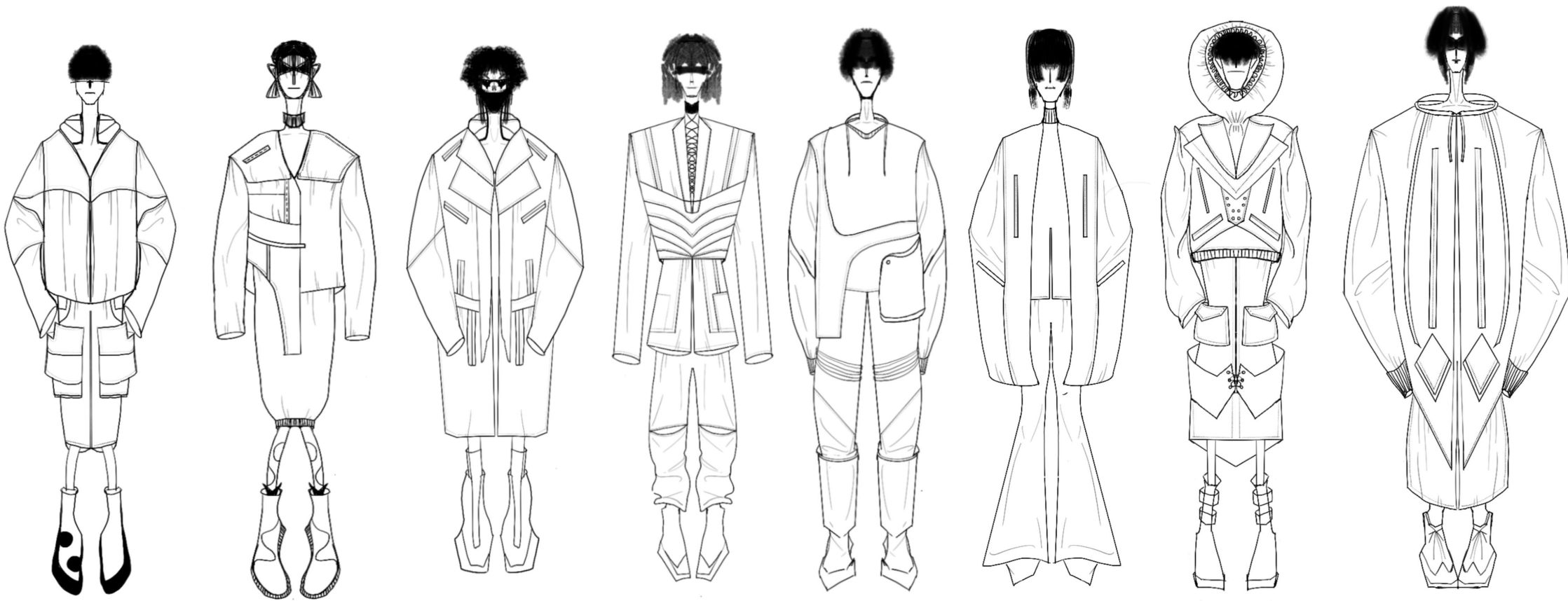
cut 30cm



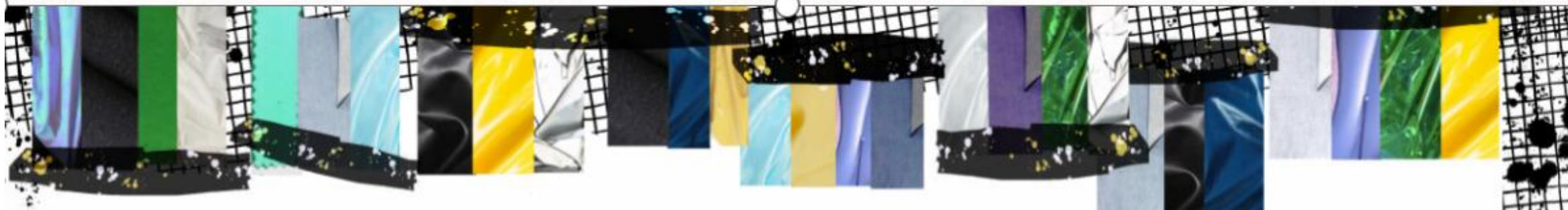














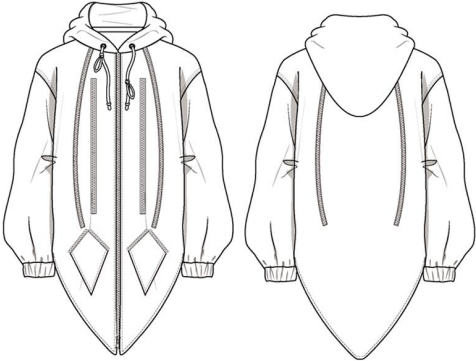




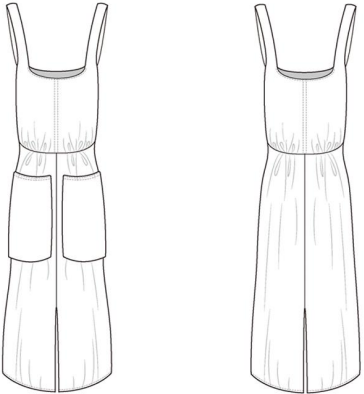



100% recyclable paper bags  
Minimalist design with the brand's  
logo  
Sturdy and durable, while  
promoting the brand well

100% recyclable  
swing tags.  
Keeping the natural colour so  
it looks authentic and matches  
the Printed other packaging.  
with water-based inks.

RANGE PLAN

Range Plan

Garment	Description style No.	Fabric	Colourways	Units Bought	Retail Rice	Cost Price	Cross Margin
	Oversize Long Jacket	 100% polyurethane		100	¥250	¥60	73%

Garment	Description style No.	Fabric	Colourways	Units Bought	Retail Rice	Cost Price	Cross Margin
	Unisex jumpsuit	 100% polyurethane  Polyester 98% + Spandex 2%		50	¥340	¥115	66%



# TECH SPECS OF FINAL OUTFIT

XIAOYE GONG-2108712-PORTFOILIO-TECH SPECS OF FINAL OUTFIT

SPEC SHEET:

STYLE REF	OJ001	DESCRIPTION:	OVERSIZE JACKET	BRAND:	XN	SAMPLE SIZE:	180	Sheet No 1 of	2
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EDGE STITCH

0.5CM DOUBLE NEEDLE

ZIPPER

0.5CM SINGLE NEEDLE

ZIPPER

0.1CM SINGLE NEEDLE

EDGE STITCH

EDGE STITCH

0.5CM DOUBLE NEEDLE

ZIPPER

0.5CM SINGLE NEEDLE

EDGE STITCH

0.5CM SINGLE NEEDLE

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

FABRIC SWATCHES

27

TECH SPECS OF FINAL OUTFIT

XIAOYE GONG-2108712-PORTFOILIO-TECH SPECS OF FINAL OUTFIT

SPEC SHEET:				
STYLE REF	OJ001	DESCRIPTION: <b>OVERSIZE JACKET</b>	BRAND: <b>XN</b>	SAMPLE SIZE: <b>180</b>
			Sheet No 2 of <b>2</b>	
			MEASUREMENT SPEC	
			Description	Fit 1
			A SLEEVE LENGTH	68cm
			B ZIPPER LENGTH	40cm
			C ZIPPER LENGTH	80cm
			D LENGTH	130cm
			E POCKET LENGTH	25cm
			F CUFF WIDTH	13.4cm
			G HAT WIDTH	59.5cm
			H WIDTH	64.5cm
			I HAT LENGTH	40cm
			J ZIPPER LENGTH	80cm
TRIM				
			Description	Price
			ZIPPER	4
			MANUFACTURER	



# TECH SPECS OF FINAL OUTFIT

XIAOYE GONG-2108712-PORTFOLIO-TECH SPECS OF FINAL OUTFIT

SPEC SHEET:

STYLE REF	JST001	DESCRIPTION:	JUMP SUIT	BRAND:	XN	SAMPLE SIZE:	180	Sheet No 1 of	2
-----------	--------	--------------	-----------	--------	----	--------------	-----	---------------	---

EDGE STITCH

0.1CM SINGLE NEEDLE

1CM DOUBLE NEEDLE

FOLDS

0.1CM SINGLE NEEDLE

1CM SINGLE NEEDLE

EDGE STITCH

EDGE STITCH


ZIPPER

EDGE STITCH

EDGE STITCH

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

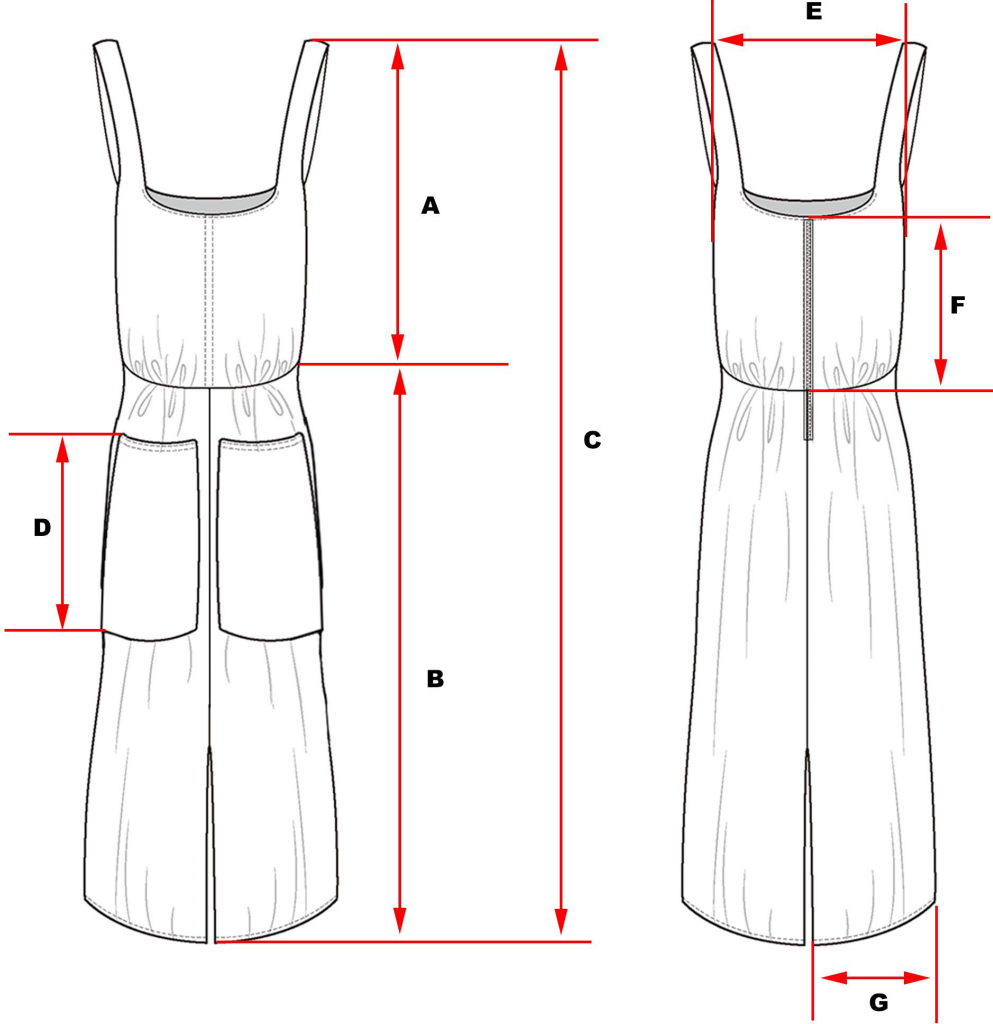
FABRIC SWATCHES



29

# TECH SPECS OF FINAL OUTFIT

XIAOYE GONG-2108712-PORTFOILIO-TECH SPECS OF FINAL OUTFIT

SPEC SHEET:				
STYLE REF	JST001	DESCRIPTION: JUMP SUIT	BRAND: XN	SAMPLE SIZE: 180
			Sheet No 2 of	2
			MEASUREMENT SPEC	
			Description	Sample Fit 1
			A TOP LENGTH	51cm
			B DOWN LENGTH	105cm
			C LENGTH	156cm
			D POCKET LENGTH	25cm
			E WIDTH	40cm
			F LENGTH	40cm
			G WIDTH	38cm
			TRIM	
			Description	Qty Price
			ZIPPER	1
			MANUFACTURER	



## CLO 3D FINAL OUTFIT





This is the merchant account for Instagram, and the account will post daily content about the brand and new design content. It is also a channel for communication with consumers, where you can communicate with them and collect feedback promptly.





## WEBSITE PAGES



Home Shop Home



<https://esther960608.wixsite.com/mysite>



BRAND VIDEO

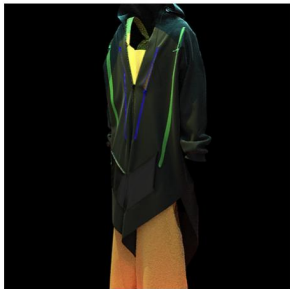


BRAND INTRODUCTION

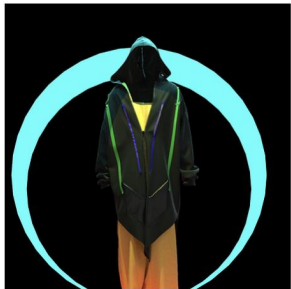




Home Shop Home



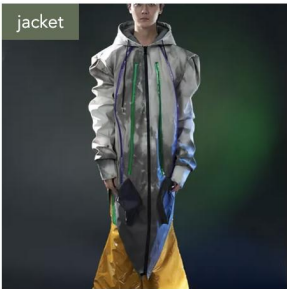
Long warm change jacket  
£500.00



Two-tone two-way zip back jumpsuit  
-----

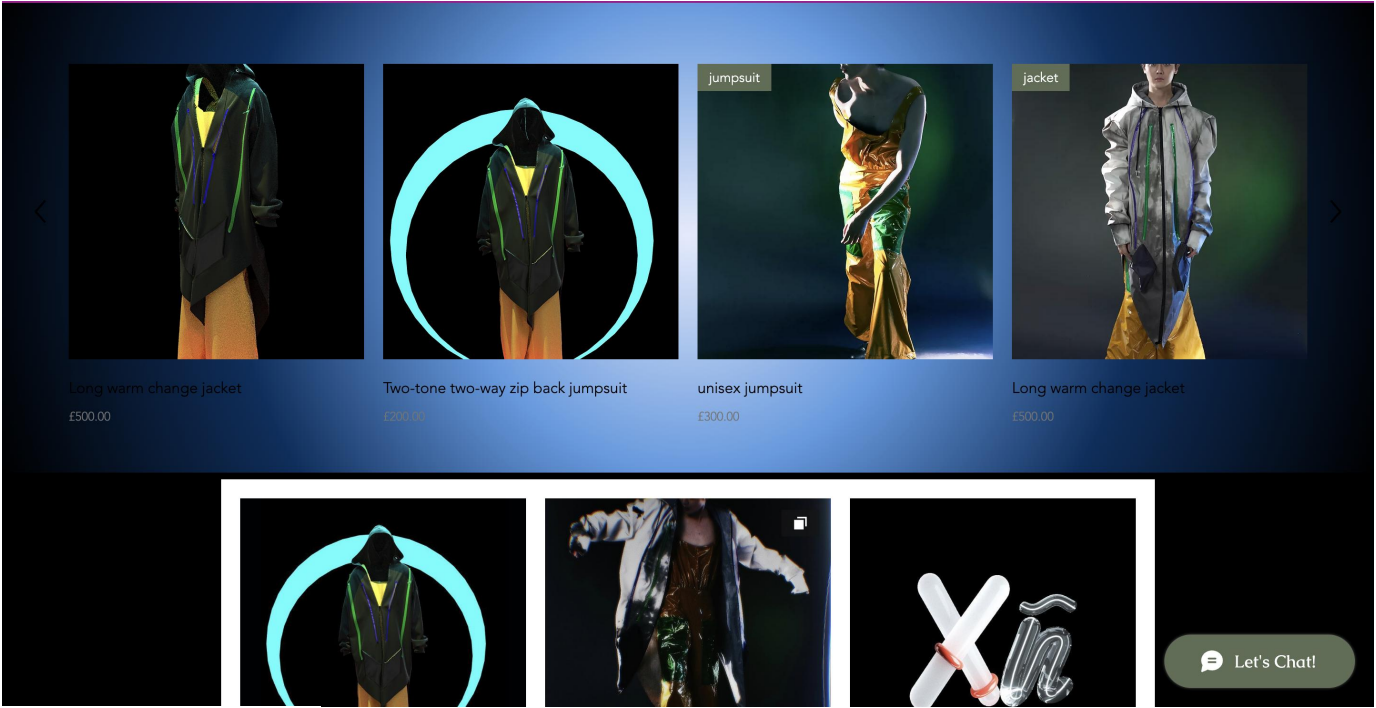


unisex jumpsuit  
£300.00




Long warm change jacket  
£500.00

SHOP



PRODUCTS



### Long warm change jacket

SKU: 364215376135191

£500.00

Color

Quantity

1

Add to Cart

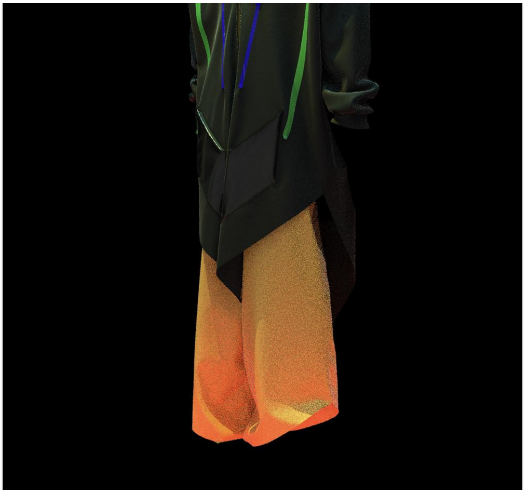
PRODUCT INFO



Long jacket made of warm variegated fabric with six decorative zips.  
The colour changes from black to white when the temperature exceeds 30°C.  
When unzipped, the inner fabric is reflective and breathable.

RETURN & REFUND POLICY

Let's Chat!

## PRODUCT INFORMATION AND PURCHASE INTERFACE





Long jacket made of warm variegated fabric with six decorative zips.

The colour changes from black to white when the temperature exceeds 30°C.

When unzipped, the inner fabric is reflective and breathable.

Add to Cart

PRODUCT INFO





RETURN & REFUND POLICY

ASDA toyouFREE

Create return

- Return through your local toyou store in over 630 Asda stores nationwide
- No printer required, simply create a QR code by clicking the link and follow the instructions.
- Your return will be processed in approximately 10 days

SHIPPING INFO



Let's Chat!



# LOOKBOOK

Planner: Esther Gong  
Photography :J Huang  
Makeup: Yzi/ Kelen  
Model :Shuo Yang  
Assistant:Kelen

