

A.P.D.C.

Wear leisurely-not constrained by any circumstance or setting, not categorised by others

A.P.D.C. PORTFOLIO

AUTUMN / WINTER 2023



JIAHAO DONG
2100819
MA FASHION DESIGN

BRAND IDENTITY

VISION STATEMENT

A.P.D.C.

Wear leisurely-not constrained by any circumstance or setting, not categorised by others

Leisurely-Find a more relaxed lifestyle for yourself.

MISSION STATEMENT

I see A.P.D.C being a clothes store that anybody who has life-wide discomfort would like visiting in the future. **We think that our clothing may be worn on any event, whether it be a cabaret or an opera, without having to worry.**

People can dress more comfortably thanks to A.P.D.C. the creation of a similar brand People need to live in environments that are more comfortable in today's culture. In order to change people's formulaic lives and provide them better **comfort and joy** in the garments and textiles they wear, the A.P.D.C. brand was established. A.P.D.C. makes ladies joyful while allowing them to wear comfortable clothing in public.

A.P.D.C. combines street-inspired shapes, colours, designs, materials, and styles to convey a message of comfort and enjoyment. A.P.D.C. wants to improve the wearability of clothing for the rest of the globe and give them the impression that they began something.

BRAND STORY

This is a brand of women's streetwear that values good design. Hip-hop culture, from the underground to the mainstream, is at its core. The brand emphasizes patchwork, printing, and unisex clothing. Because young people make up the majority of hip-hop culture's audience, young people are the target market for the brand. Additionally, young people are better suited to comprehend the essence (rebellious spirit) of hip-hop culture. The A.P.D.C. brand opted to depict the essence of hip-hop culture via powerful graffiti.

The aim of the brand is to provide a line of more comfortable streetwear that can be worn anywhere. A person experiences confusion and dissatisfaction from others during their entire life, thus I wish to be in a really comfortable condition while wearing our outfits.

A.P.D.C. advises females to see everything positively and to constantly keep in mind that having a comfortable life is what matters most, no matter what transpires.

In our brand, we hope that everyone can complement the many styles. We're hoping that our approach can shed some new light on folks who are difficult to understand. Everyone should be able to identify with our brand.

Now, companies need to improve their sustainability efforts. When people shop for clothing, they often choose out items that are both unpleasant and short-lived, which inadvertently results in the waste of a lot of materials. **As a result, when brands choose their materials, they will select those that are more sustainable. To cut waste and improve sustainability, businesses also need to pick colours that endure longer.**



USP

1. PRODUCT

The goods from each company often display the materials and combinations that were utilised to create the colours, patterns, shapes, and designs. The comfort and appearance of clothes are its most crucial components. Customers of this brand appear to experience a relief of stress while using their items.



The A.P.D.C. brand emphasizes a fashion trend associated with street hip-hop. The street culture is no longer the original niche in today's society, and consumers are paying greater attention to this culture. On the foundation of the street, the A.P.D.C. brand then incorporates its own, more avant-garde patterns (such patchwork and multi-layer). Additionally, it's important to promote the brand's sustainability and broaden consumers' understanding of green fashion and environmental preservation.

2.SERVICE

Customers will receive individualised assistance from the company, and the brand's official website will have a forum where users may provide ideas for the upcoming season's fashions. Give customers the chance to engage fully.



3. TECHNOLOGY

The brand will place greater emphasis on the pattern's design and employ various structures to highlight its unique concepts. In order to develop clothes designs, combine several shapes.



Target Consumer



The target market for A.P.D.C. is young adults who are employed. They nevertheless preserve the habit of investigating new things and experiencing new worlds since they have the financial means to make decisions and plans. They aspire to stand out more as individuals.

All generations are now using the internet to work, communicate, interact, and play thanks to the epidemic. Generation Zers have lived exclusively online, but as they become older, they are altering the media environment, solidifying their position as culture communicators, and driving consumer development. Their lives are lived through social media, their lifestyles are defined by the information they consume, and from the convenience of their mobile devices, they are influencing cultural events like sports, lifestyle, and fashion.

Generation Z is the target consumer group.

Age Group Z Years of Birth: 1997 through 2012

age group today: 9 to 24

Size: There have been 68 million generations.

the female gender

Nation: the United Kingdom

Locations: Manchester and London

Career: More than three years of employment

Pay: about £20,000

Lifestyle and Interests: They enjoy parties, music, sports, street culture, and other activities. They also have a strong curiosity about what the future hold.

A.P.D.C

Audacious

signifies the trait of being brave, inventive, adventurous, or reckless in one's risk-taking.

Popular

popularity, acceptability, or degree of popularity

Distinctive

imaginative, ingenious, or creative

Creative

individuality, a distinguishing quality

HIP HOP CULTURE

HIP-HOP CLOTHES AND ACCESSORIES FREQUENTLY FEATURE ASPECTS LIKE LOOSE CLOTHING, SPORTSWEAR, SHOES, CAPS, AND METAL JEWELLERY. GRAFFITI, STREET ART, AND OTHER TYPES OF VISUAL ART ARE FREQUENTLY INCLUDED INTO HIP-HOP CULTURE, WHICH PROMOTES ARTISTIC INDEPENDENCE AND EXPRESSION.

RAPPING, SINGING, AND VENTRILOQUISM ARE COMMON ELEMENTS IN HIP-HOP MUSIC, AS WELL AS RHYTHMIC RHYTHMS AND BASSLINES.



CONCEPT BOARD

Street culture--Hip-hop culture

DESIGN CONCEPT BOARD

hip-hop

DJ of hip-hop

rap of hip-hop

rebellious spirit

graffiti of hip-hop

dance of hip-hop

FABRIC AND COLOR

The two major materials used to create A.P.D.C.'s finished goods are cotton and denim. The company also considers sustainability by utilising natural and renewable textiles.



FABRIC

THE PRIMARY COMPONENT USED TO MAKE GARMENTS IS FABRIC. THE RIGHT FABRIC MUST BE CHOSEN BASED ON THE PRODUCT SINCE DIFFERENT TYPES OF TEXTILES HAVE VARIED PROPERTIES.

THE PROPER FABRIC MUST BE CHOSEN CAREFULLY, AND SUITABLE MATCHING AND PROCESSING MUST BE DONE IN ACCORDANCE WITH THE FABRIC'S FEATURES IN ORDER TO PRODUCE HIGH-QUALITY ITEMS.



WGSN COLOR ANALYSIS

THE WOMENSWEAR CORE COLOUR PALETTE PROVIDES A VARIETY OF COLOUR OPTIONS THAT PROMOTE LIFESPAN AND FIT VARIOUS MARKET LEVELS. TANS OFFER A TIMELESS, NATURAL-INSPIRED BASIS, WHILE TRIED COLOURS LIKE ROUND GREY, BLACK, AND OFF-WHITE WILL SERVE AS SOLID GROUNDS THROUGHOUT THE SEASON. THE COLOR'S ABILITY TO FLATTER PEOPLE OF VARIOUS COMPLEXION TONES. THE CLASSIC BLUE COLOUR IS STILL THERE, AND MORE EXPENSIVE PRODUCTS LIKE JACKETS AND TAILORED CLOTHING COULD BE AVAILABLE.

GRAFFITI

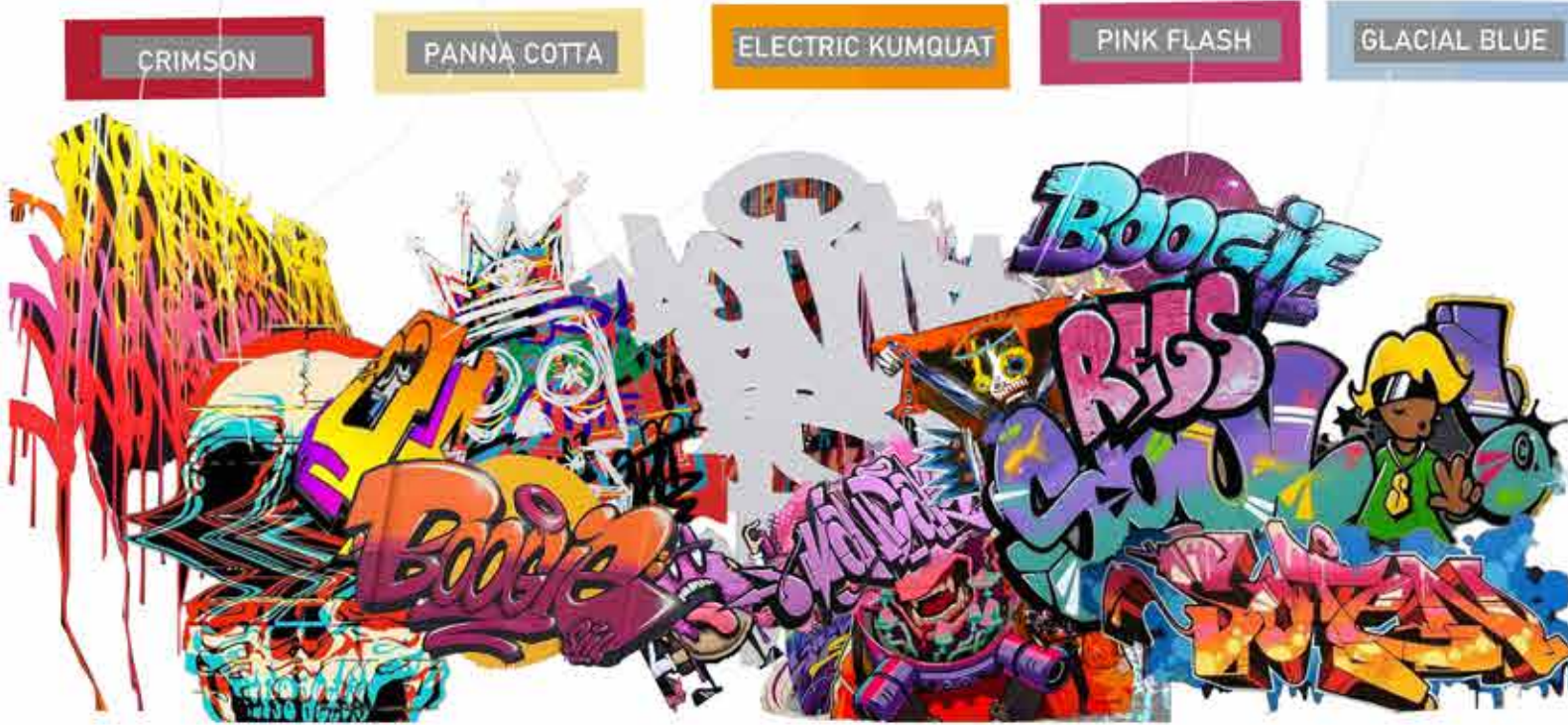
COLOR MAY BE USED IN GRAFFITI TO EXPRESS THE ARTIST'S INVENTIVENESS AND EMOTIONS WHILE ALSO DRAWING THE AUDIENCE'S ATTENTION AND PRODUCING EYE-CATCHING EFFECTS.

THE MOST FUNDAMENTAL AND OFTEN USED PRIMARY COLOURS ARE VIBRANT PRIMARY COLOURS. BLACK, GREY, AND WHITE ARE EXAMPLES OF NEUTRAL HUES.

BRIGHT COLOURS: USED TO CATCH THE EYE OR TO CONVEY HAPPINESS, VIGOUR, AND VITALITY

WARM COLOURS: IN ADDITION TO CONVEYING VIBRANCY AND PASSION, THEY MAY ALSO HELP TO CREATE A COSY ATMOSPHERE.

COOL COLOUR: IT MAY CONVEY FEELINGS OF COMPOSURE AND INDIFFERENCE AS WELL AS PROVIDE A CHILLING MOOD.



The brand prints the cloth using digital printing technology. It is a sustainable technology that has less effect on the environment and uses less material and energy.

PRINT

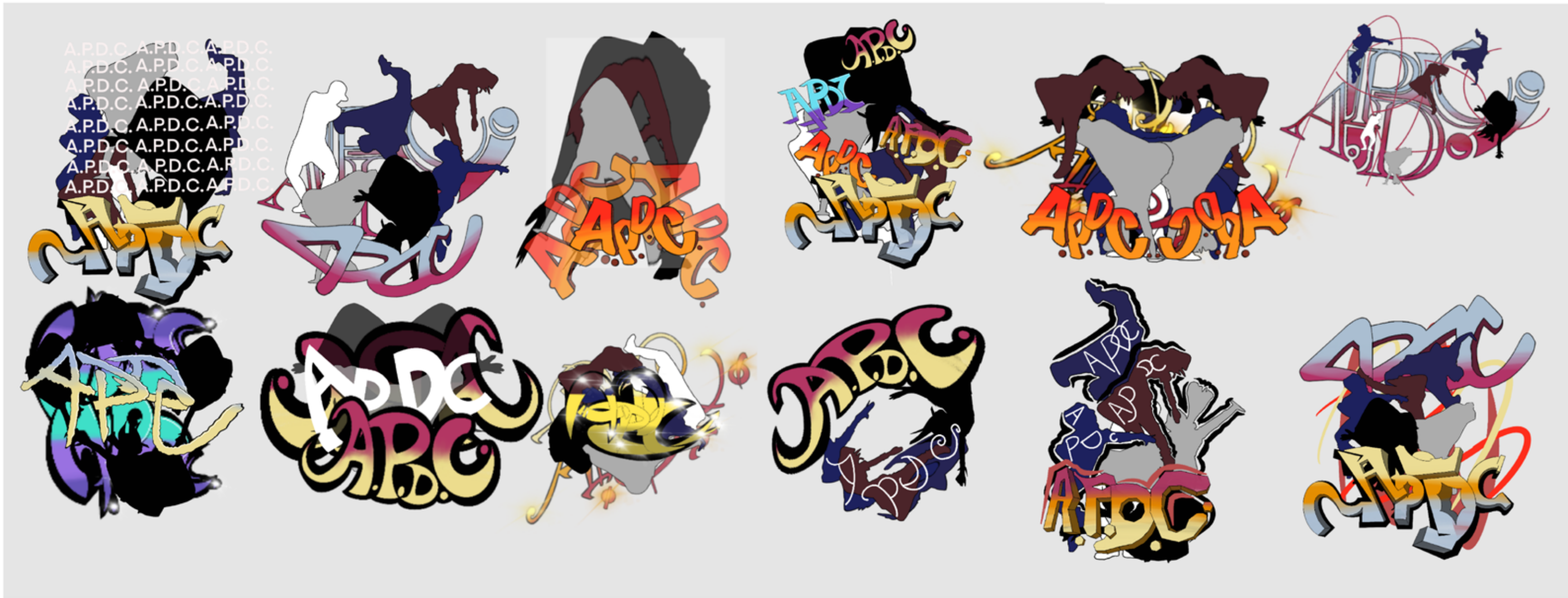
LOGO PRINT



UTILIZE SEVERAL DOODLES' TYPEFACES AND COLOURS TO CREATE MY LOGO. MAKE MY DESIGN MORE INTRIGUING AND THEME-APPROPRIATE.



PRINT DESIGN



THE CREATION OF THE FINAL PRINT IS ALSO INFLUENCED BY VARIED GRAFFITI, AND IT COMBINES SEVERAL DIFFERENT DANCING FIGURE SHAPES. THE FINAL PRINT IS OBTAINED BY ADDING THE LOGO THAT I CREATED.



PRELIMINARY SKETCH

I place a lot of importance on the hoodie hat in my design.

In my portfolio, I use false two-piece design, layering, and patchwork style design.



I opted for a looser fit in the design of the pants to suit the concept and make them more street-like.

Shorts may be made from pants simply unzipping them.

I made an effort to draw several sketches based on the chosen concept of hip-hop culture, with the main goal of establishing the unique look of the overall brand.



BEAND STYLE

LAYERED AND FAKE TWO CLOTH

TO MAKE THIS STYLE EVIDENT, I ISOLATED THE ASPECTS OF LAYERED CLOTHING AND LARGE CLOTHING. WITH MY UPCOMING WORKS, I'LL INCLUDE THESE STYLES INTO MY OWN ARTWORK AS WELL.



IT'S A PRETTY WONDERFUL SHOW TO SEE A T-SHIRT LAYERED WITH OTHER CLOTHES AND A HOODIE.

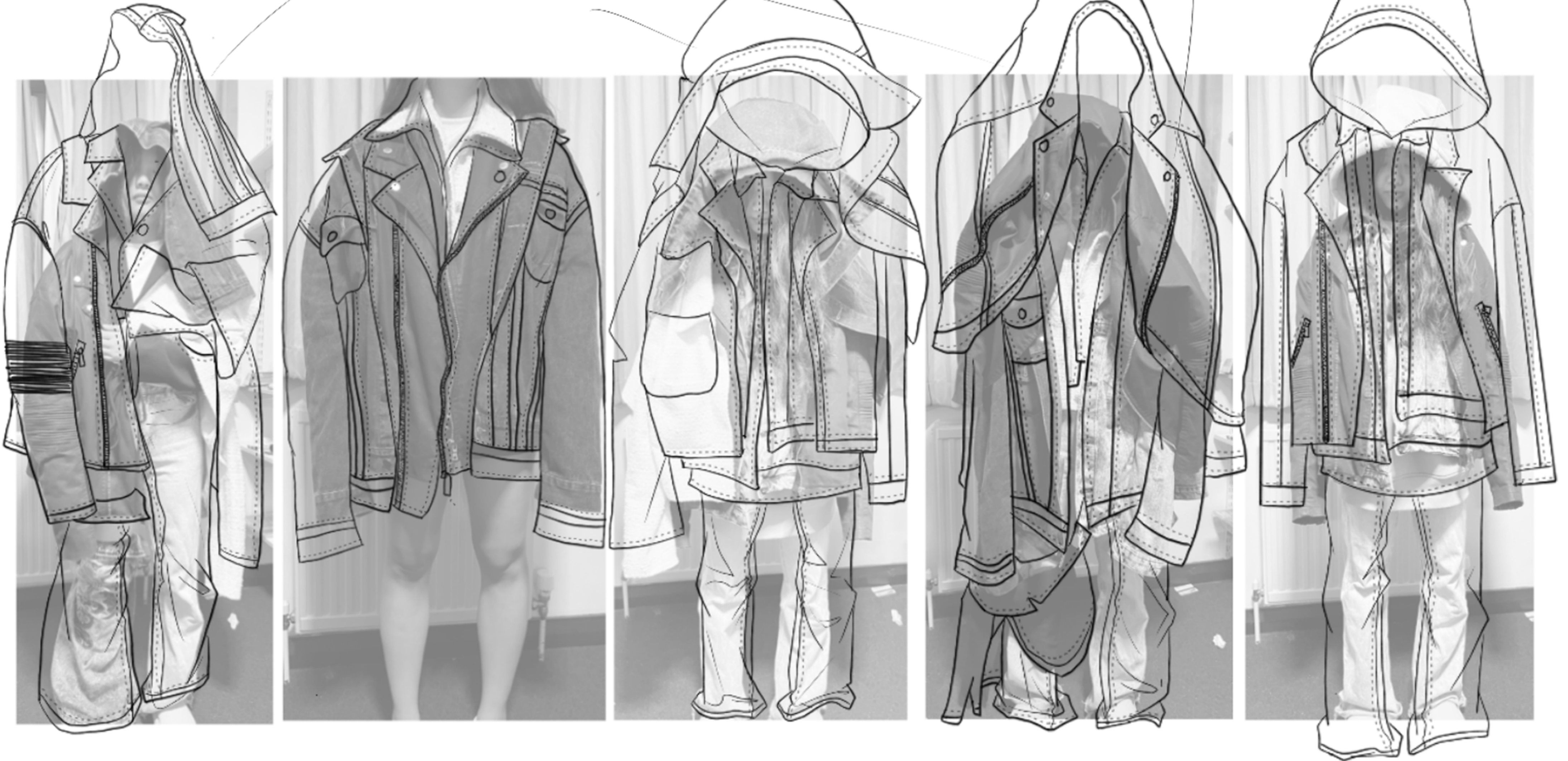
THIS IS HOW TO LAYER SHIRTS, BLOUSES, AND JACKETS.

THIS IS A LAYERING OF HOODIES, JACKETS, AND OTHER HOODIE AND JACKET DESIGNS. THIS FASHION IS HIP-HOP

STANDWORK

I created some shawl-like components and included coat motifs in the hat design.

In the design of the trousers, I put some jacket components



Here is a collage I created by wrapping my body. I designed the dress' silhouette and embellished it with some of my own creations.

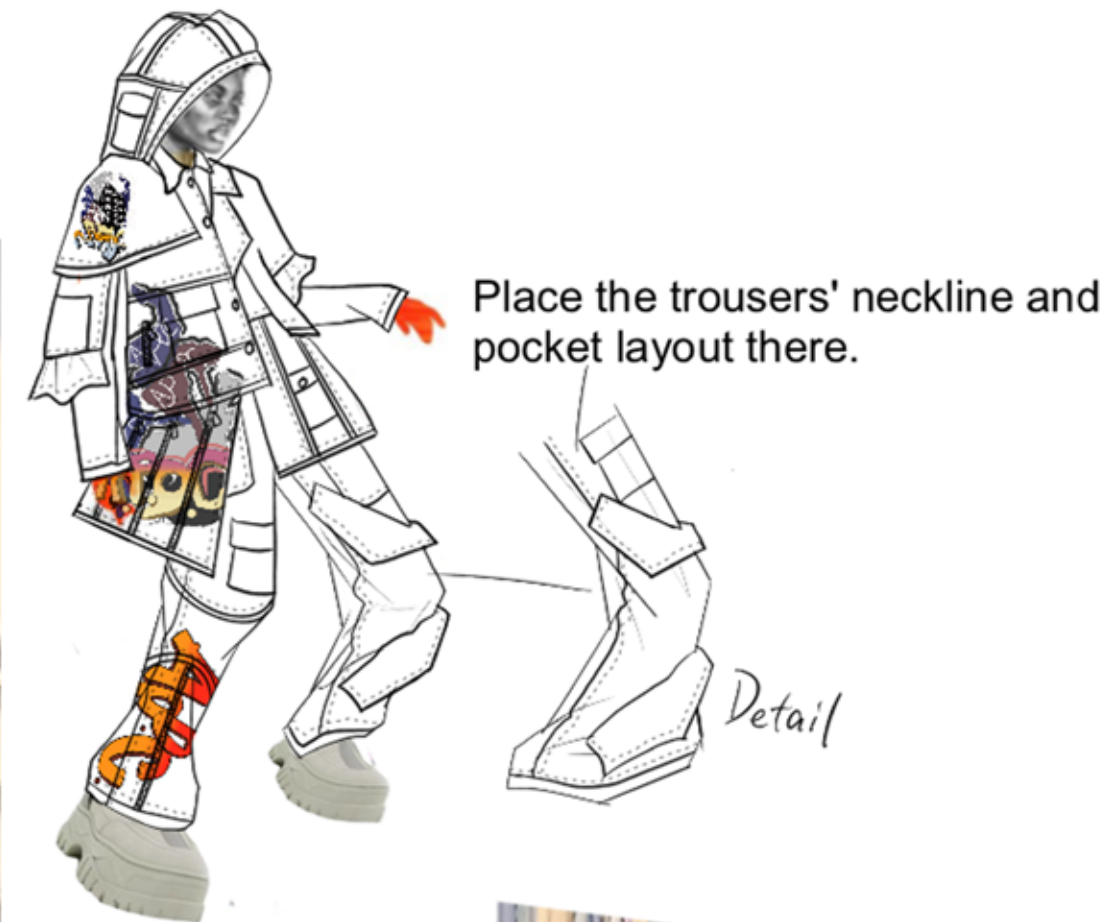
I also decide to incorporate some of the original clothing's additional eye-catching patterns to my own attire. During body-draping, I purposefully incorporated the hat design and have been using the layering, faux two-piece, and oversize designs.

PRELIMINARY STANDWORK SKETCH

I decide to experiment more while conducting draping so that I will be more useful when creating my design.



Place the jacket's pattern on the legs of your pants.

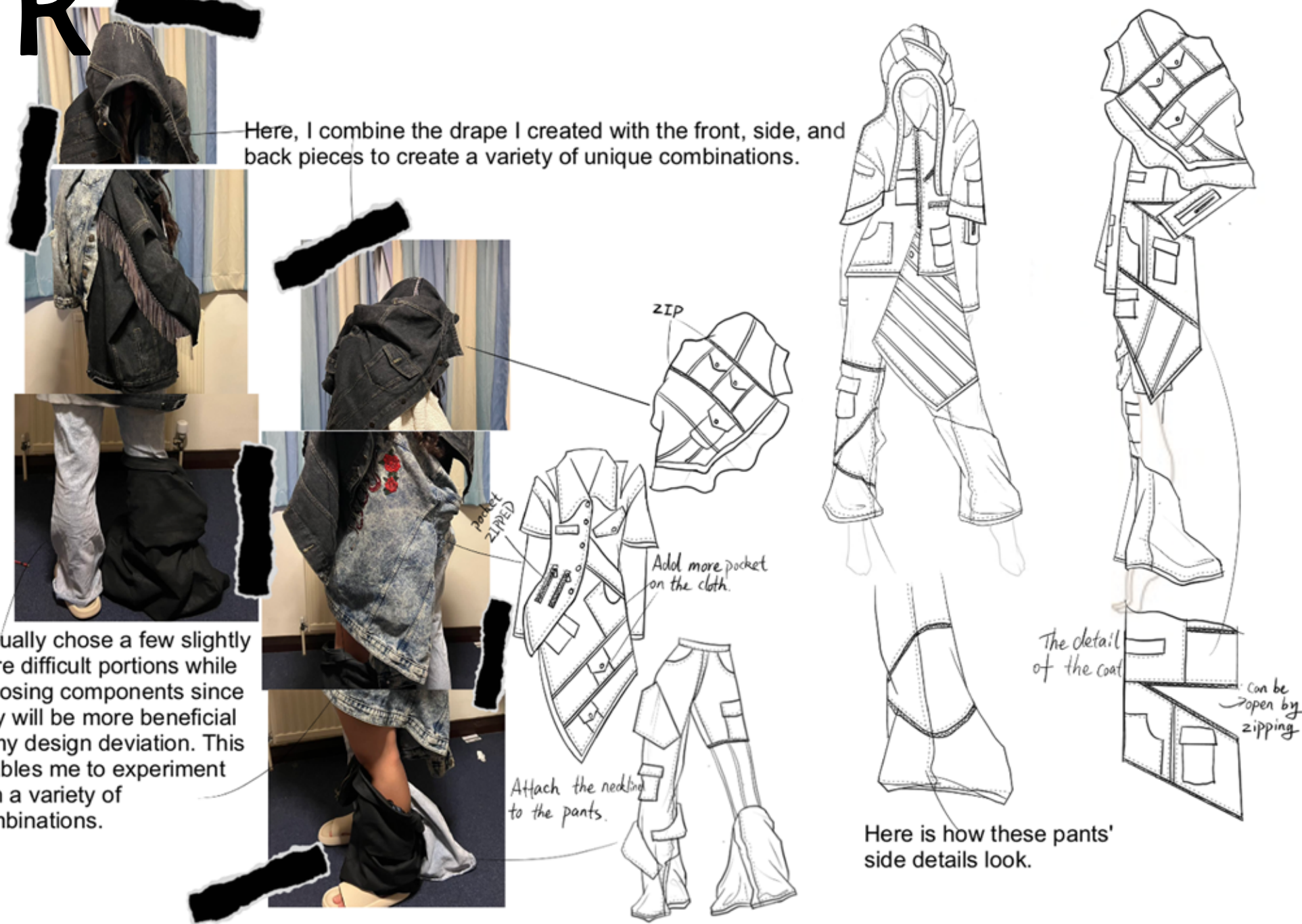


Place the trousers' neckline and pocket layout there.

Detail



A preliminary standwork attempt was performed in accordance with the chosen brand style, and various sketch drawings were created based on this attempt.



Here, I combine the drape I created with the front, side, and back pieces to create a variety of unique combinations.

I usually chose a few slightly more difficult portions while choosing components since they will be more beneficial to my design deviation. This enables me to experiment with a variety of combinations.

ZIP

Add more pocket on the cloth.

Attach the neckline to the pants.

The detail of the coat

Can be open by zipping

Here is how these pants' side details look.

According to my knowledge, denim jackets, leather jackets, and jeans are more indicative of streetwear.

This cloth was created using my matching, along with some other adjustments and designs.

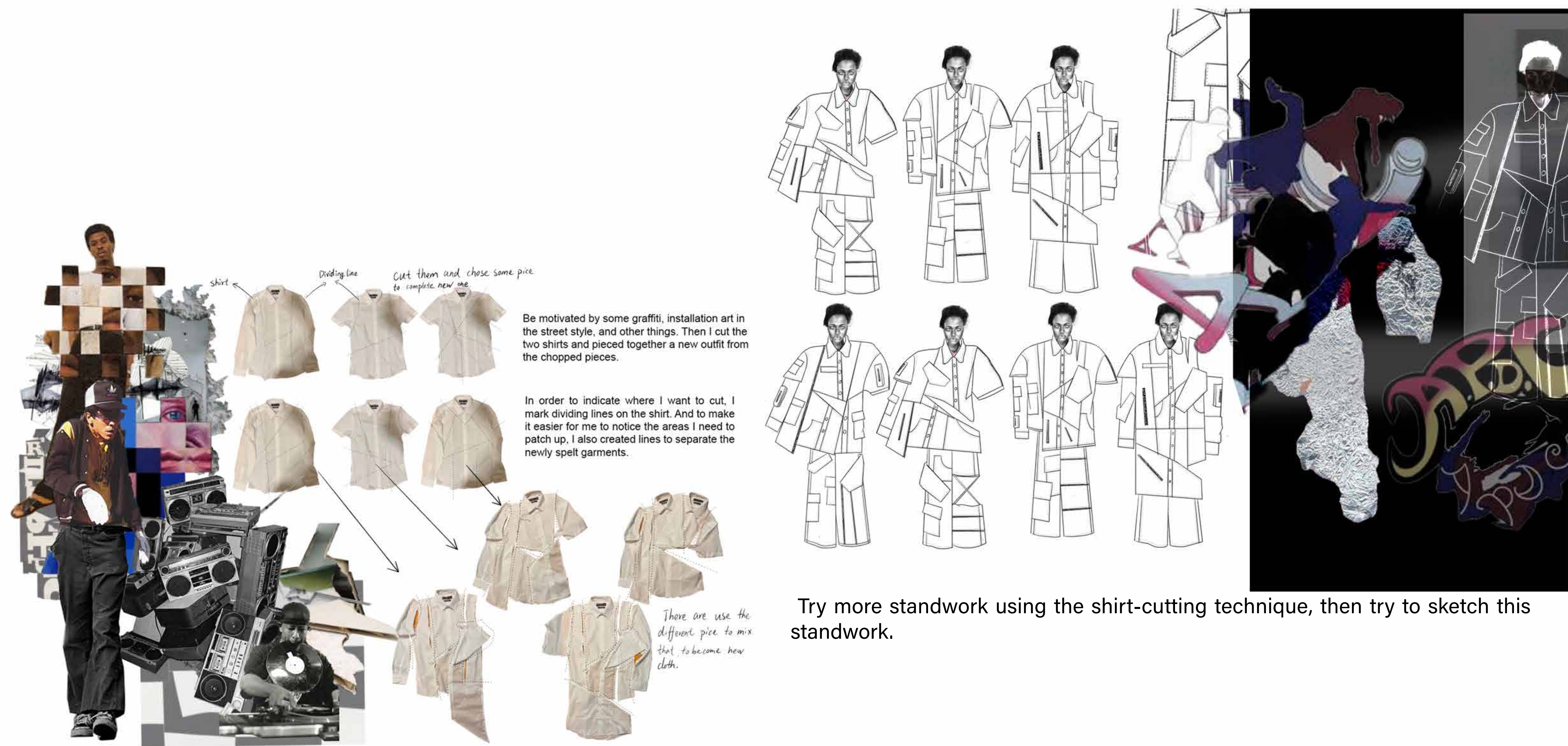
ZIP



This is the hat's back. I increased the hat's size and created an enormous pattern based mostly on the combo I created.

I combined these garments with the body and made them fit.

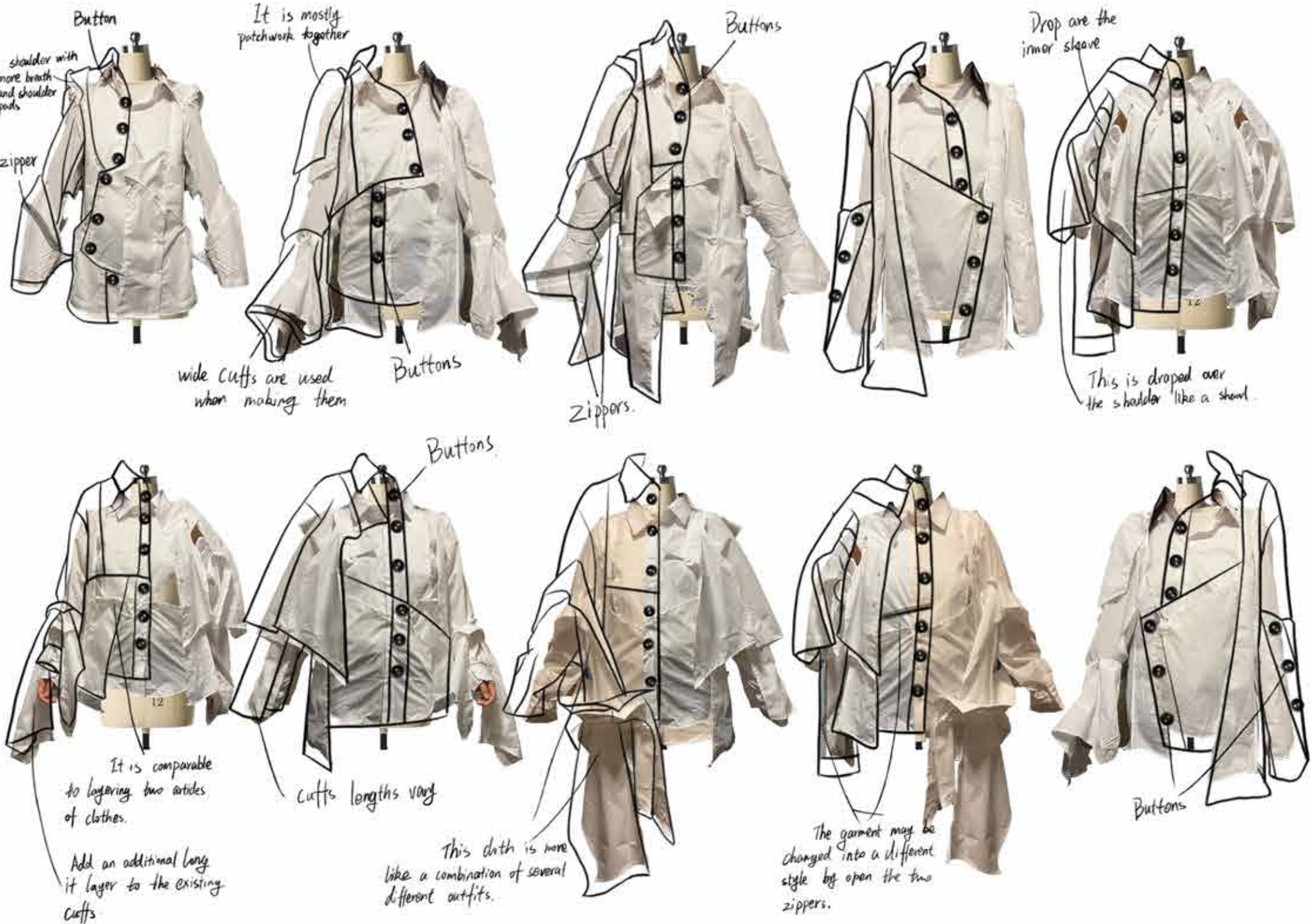
STANDWORK



STANDWORK

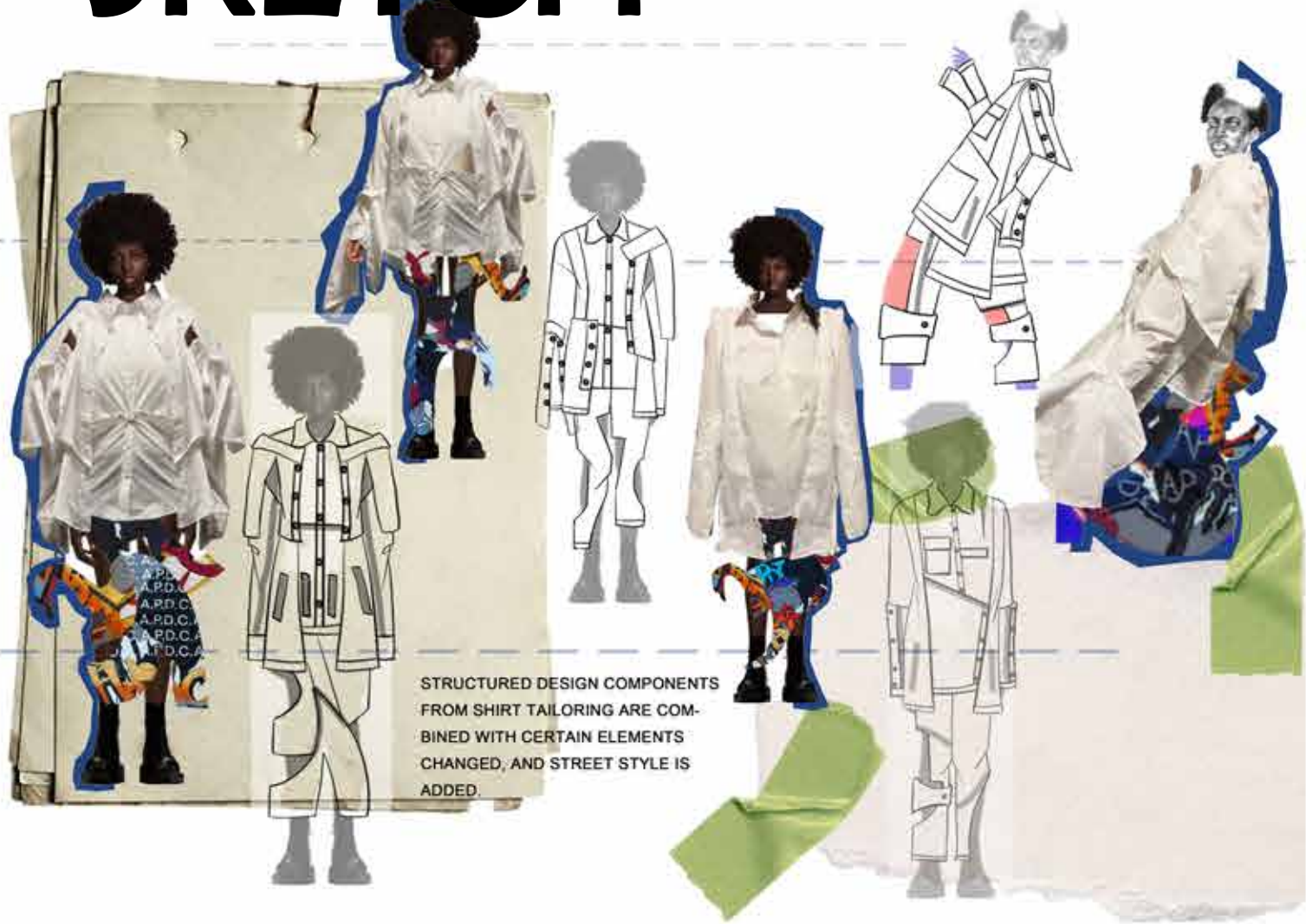


THIS IS AN EXPERIMENT I DID WITH DRAPING WHERE I CHOPPED UP SHIRTS AND THEN UTILISED THEM TO CREATE A NEW GARMENT FOR THE AVATAR. I SELECTED ONE OF THEM THAT SIMILARLY REPRESENTS THE IDEA AND MOSTLY USE LEFT-RIGHT SYMMETRY. THERE IS ANOTHER COMPONENT FOR WHICH I DECIDED TO UTILISE AN ASYMMETRICAL DESIGN. I'LL INCLUDE IT WITH THE PRINTED LETTERS I CUT OUT FOR THE NEXT DRAWING.



Develop in accordance with the preliminary work. Make some standwork modifications to bring it closer to the brand's concept and aesthetic

SKETCH



STRUCTURED DESIGN COMPONENTS FROM SHIRT TAILORING ARE COMBINED WITH CERTAIN ELEMENTS CHANGED, AND STREET STYLE IS ADDED.



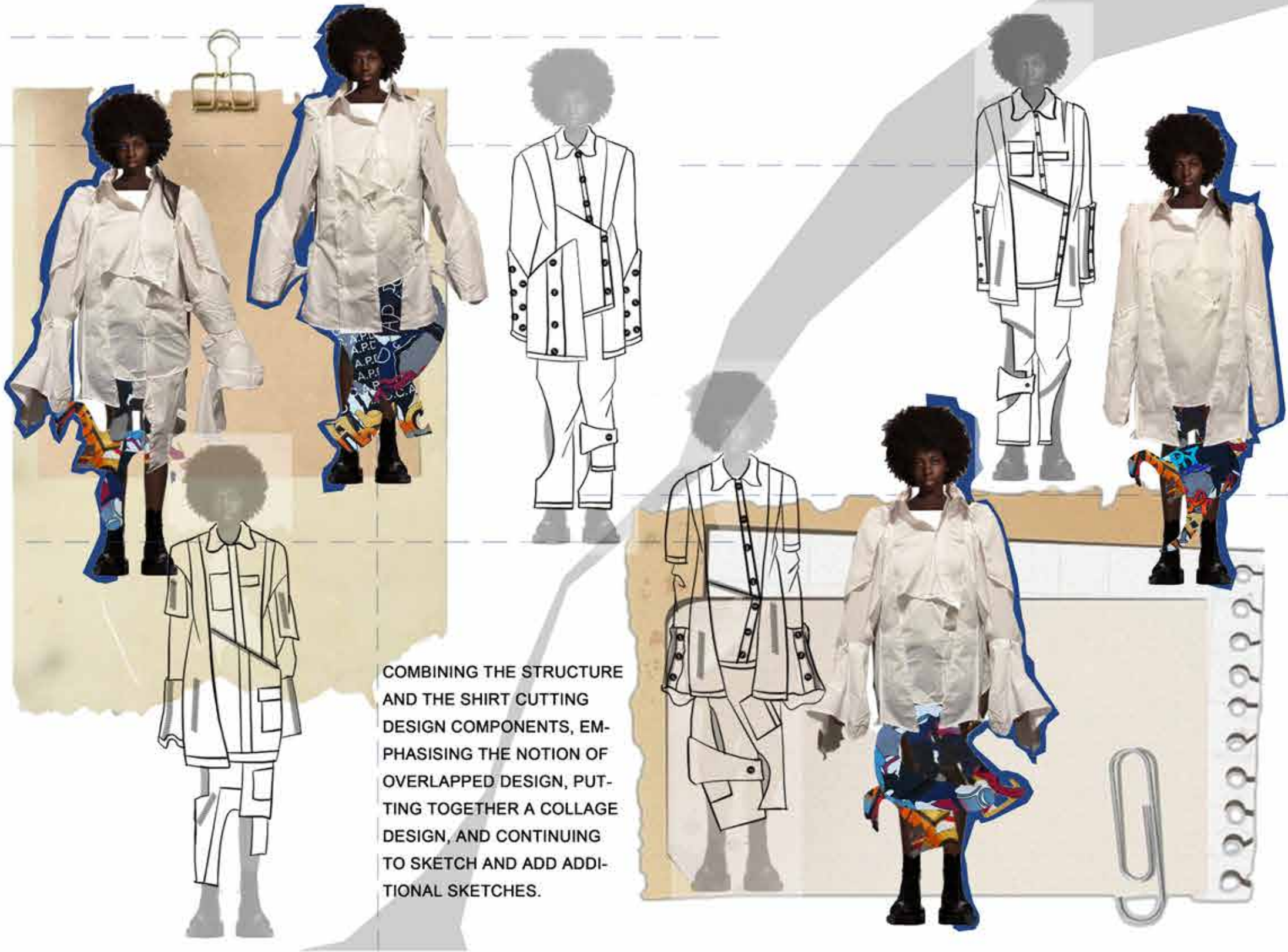
ADDING ADDITIONAL BUTTONS, ZIPPERS, AND OTHER DESIGNS, INCORPORATING OTHER DESIGNS BESIDES PANTS, AND COMBINING SHIRT CUTTING DESIGN COMPONENTS WITH STRUCTURE.



COMBINING THE LOCAL DESIGN ELEMENTS OF THE SHIRT WITH THE STRUCTURE, HIGHLIGHTING THE DESIGN CONCEPT OF OVERLAPPING AND OVERLAPPING, THE COLLAGE COMBINATION DESIGN IS CARRIED OUT, AND BASED ON ITS PAINTING DESIGN, A PRINTED PATTERN DESIGN IS ADDED.



INCLUDING THREE-QUARTER SIDE COLLAGES, PAINTING, AND SHIRT CUT DESIGN COMPONENTS.



COMBINING THE STRUCTURE AND THE SHIRT CUTTING DESIGN COMPONENTS, EMPHASISING THE NOTION OF OVERLAPPED DESIGN, PUTTING TOGETHER A COLLAGE DESIGN, AND CONTINUING TO SKETCH AND ADD ADDITIONAL SKETCHES.

SAMPLE

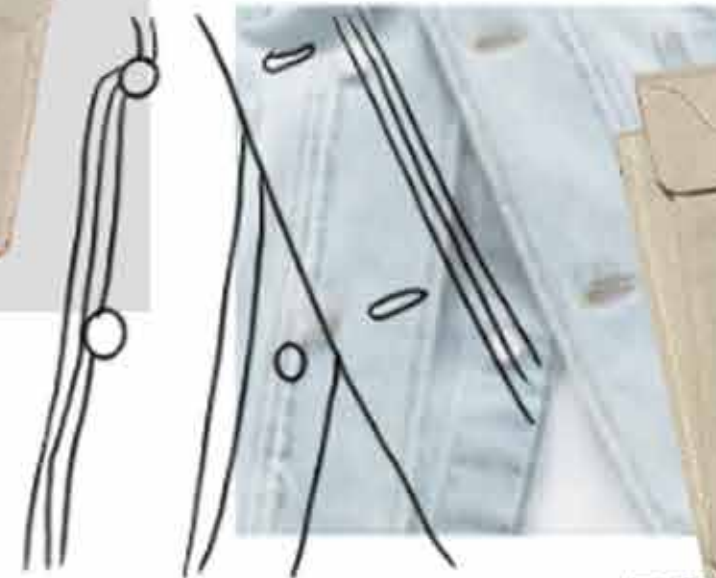
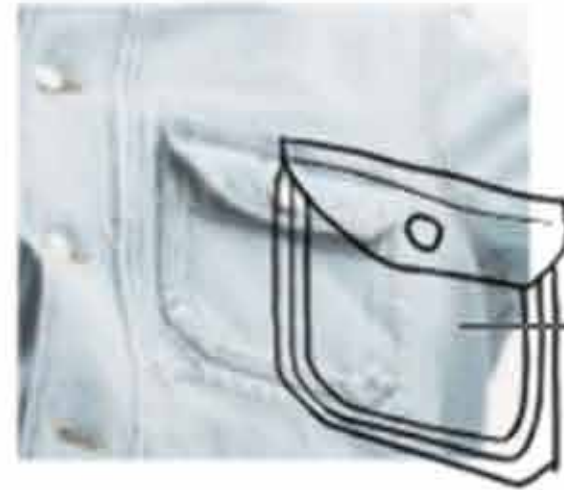
Here, I experimented with stitching. because my designs have several pockets, hood features, buttons, and zippers. I decided to stitch these particular details.



HOOD



Embodiment of clothing components such as hood, pockets, zippers, and buttons.



POCKET

The embodiment of elements such as hood, pockets, zippers, and buttons in clothing.

ZIPPER



BUTTON



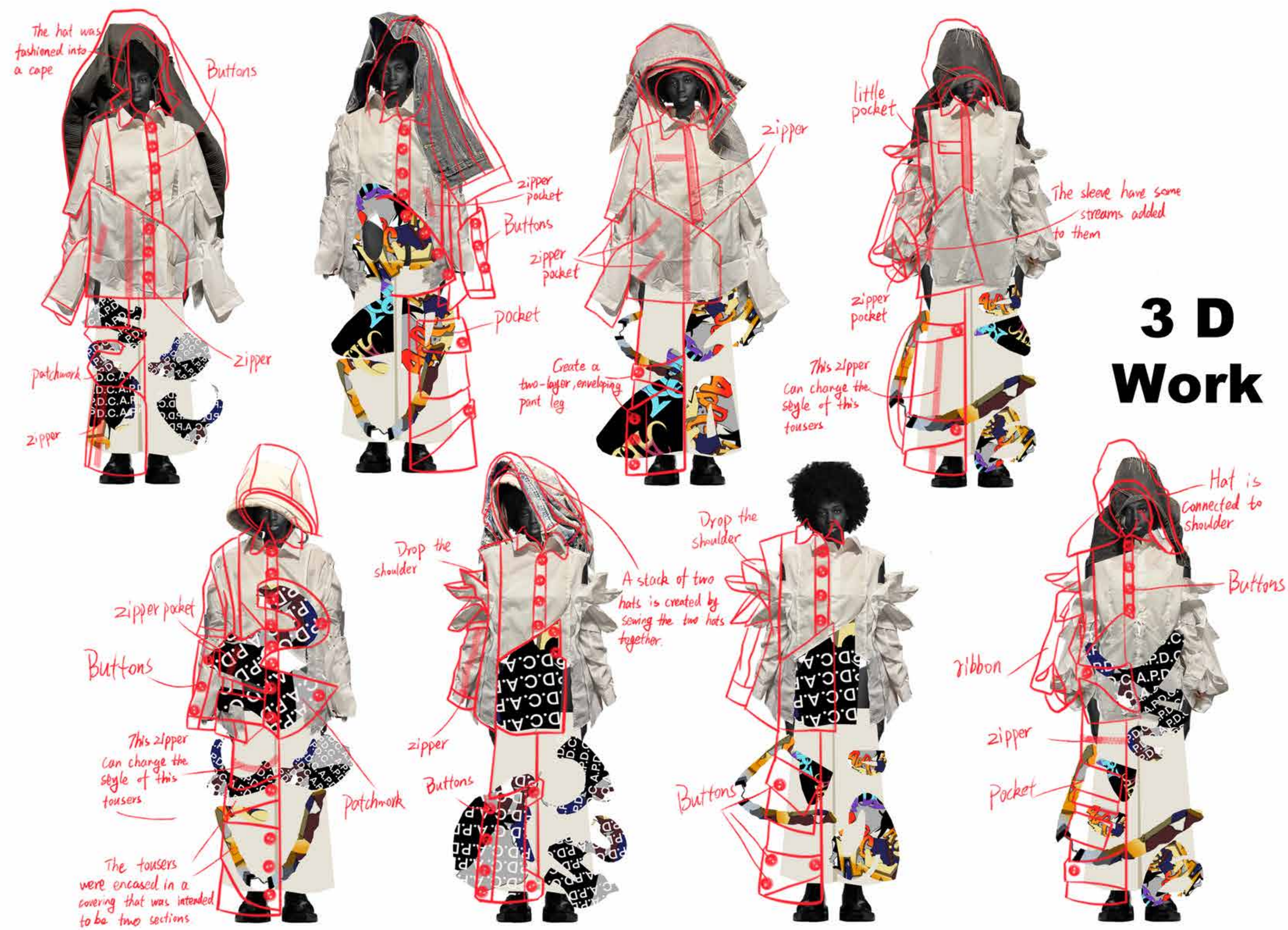
SAMPLE STANDWORK AND SKETCH



Try the standwork in accordance with the sample that was prepared, and then test the zippers, buttons, pockets, and other components of the sample on various body areas.

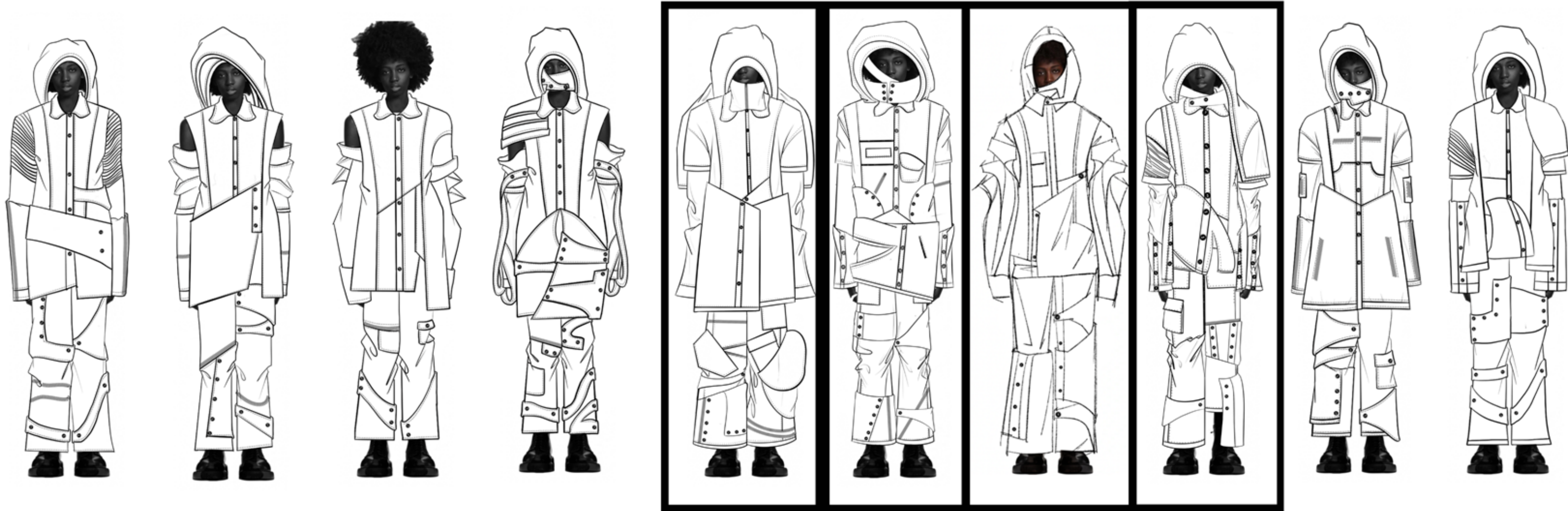


FINAL STANDWORK

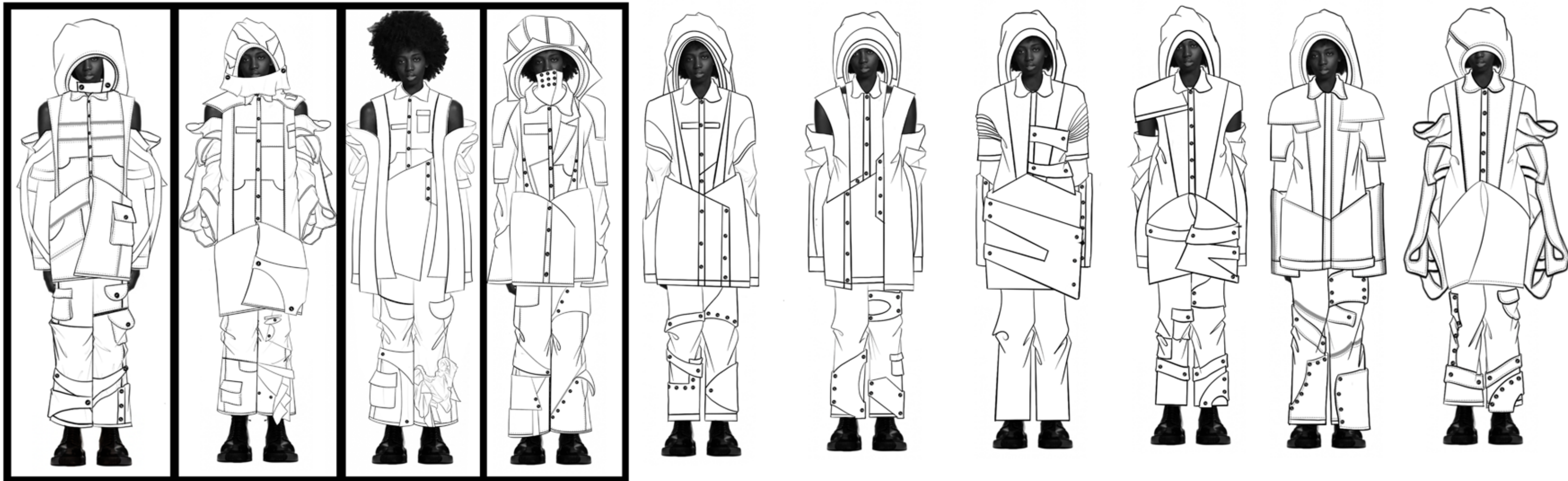


**3 D
Work**

SKETCH



All outfit sketch



FINAL LINE-UP

A.P.D.C.

Wear leisurely-not constrained by any circumstance or setting, not categorised by others



3D DEVELOPMENT



The hood is this. I added a mask-like component to this hood. It can be linked using the centre buttons.

This sleeve has a somewhat intricate construction. Although it appears as though several sleeves have been superimposed to produce the shape, it really has a basic sleeve as the main body and is made up of additional components that have been added to the sleeve. I purposely kept the components' edges rough to better complement the concept.



This is the chest pocket. Its size is comparable to two or three lipsticks, which is pretty little.

I wanted to utilize buttons to embellish my apparel as I was creating, therefore I ultimately decided to place these ornamental buttons here.



This portion was cut from the side seam. It will be used to spruce up the largely bare space behind, and I'll attach it to the back using buttons.



On the back, this component serves as ornamentation as well. Connect it to the rear region with the opening after pressing it against the preceding decorative item to guide the theme's overlapping style.

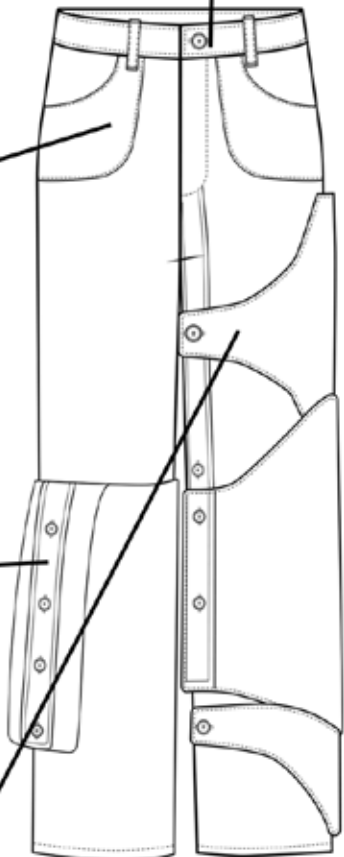


This is a sewing-related component that may be fastened to the side of the clothing using buttons.

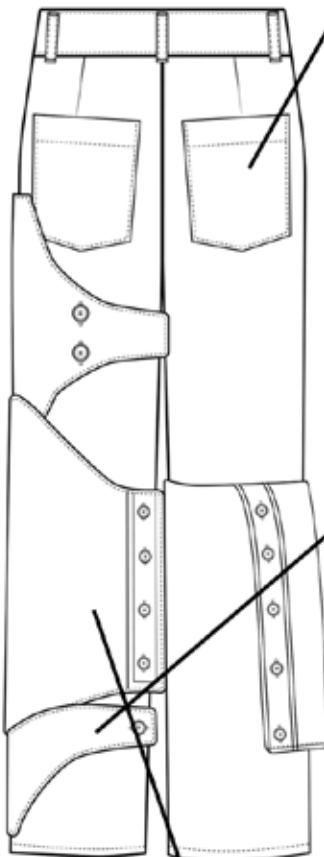


This is where the crotch of the pants begins. It may be opened to make wearing it simpler. These buttons are of the denim kind.

This is a standard denim pocket that is sewed into the pant. A belt can be worn around the upper waist. It has a variant of a shape that snugly hugs the waist.



The pocket on the back of the pants is shown here. A dart is located above the pocket, which may be used to improve the fit of the back region.



The top piece presses this piece, which also represents the style of the theme overlapping. This piece is the ornamental pattern of the trouser legs. This cutting is still fastened together with buttons.



Here is where the trousers' design shines. Numerous denim-style buttons are used to join a new cut section that has been inserted outside the actual shape of the pants with the body of the garment.



Here is another leg style that adds a piece to the outside of the pants to wrap the entire leg and links it with a button in the middle that resembles a denim button.

Another notable feature of these trousers is their design. Additionally, there is a component on the exterior of the pants where buttons are utilised to fasten them. Since this item is bigger, there are more buttons utilised.



3D DEVELOPMENT

This is the chest pocket. Its size is comparable to two or three lipsticks, which is pretty little.

Jacket detail

This is a sewing-related component that may be fastened to the side of the clothing using buttons.

when producing clothing, I will opt to attach the mask on front of the hat with buttons in the middle rather than side since the example out fit is less attractive.

The sleeve include a standout design element. I opted for a more streetwear — inspired look for the sleeve parts of this garment by keeping them rough.

The hood's seams have much too many creases. In order to make the hat removable while sewing clothing, I decide to make the hood slightly smaller and then add a zip to connection.

Whole body and wear hood

Trousers detail

Add a inside pocket.

Here is another leg style that adds a piece to the outside of the trousers to wrap the entire leg and links it with a buttons in the middle that resembles a denim buttons.

Whole body not wear hood

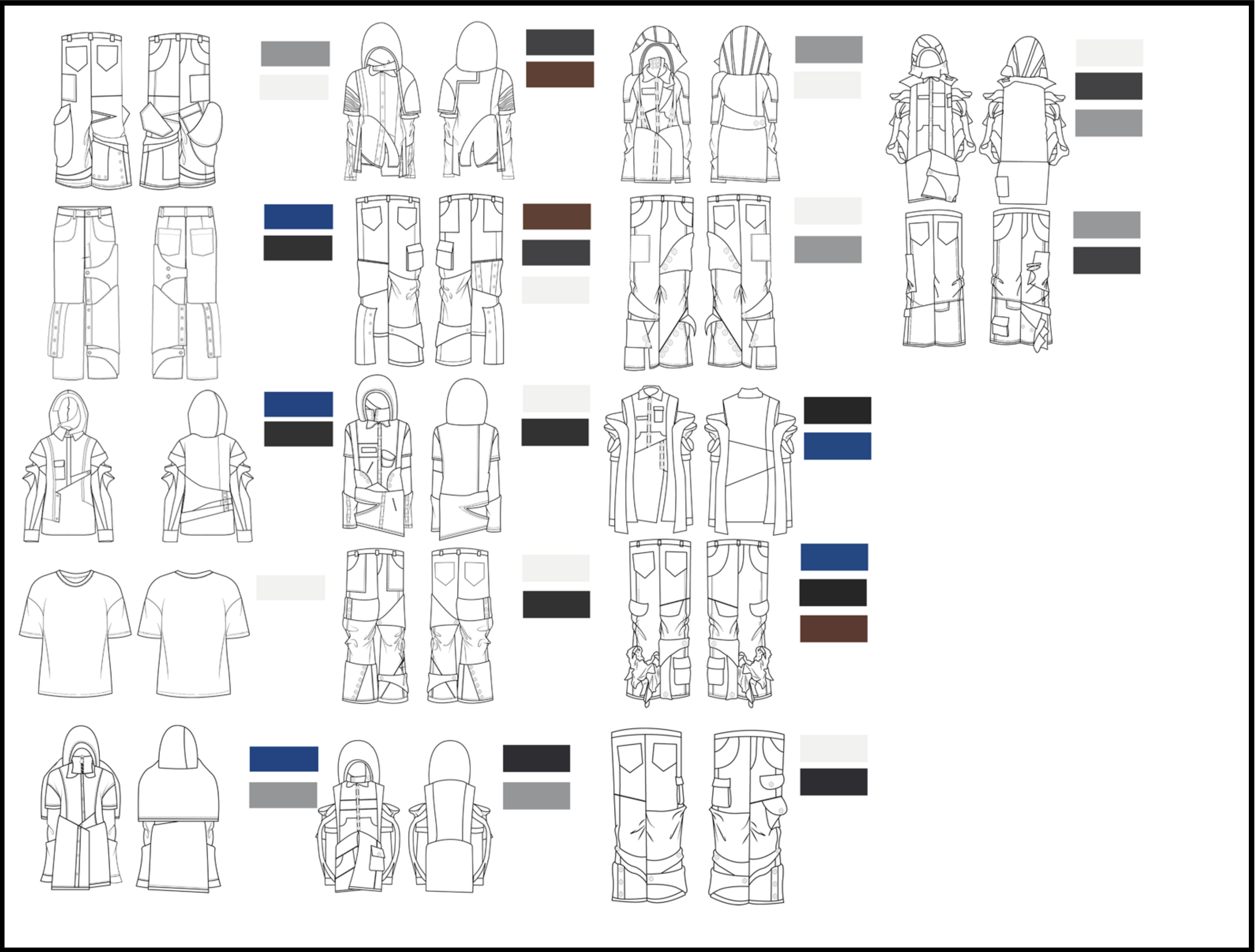
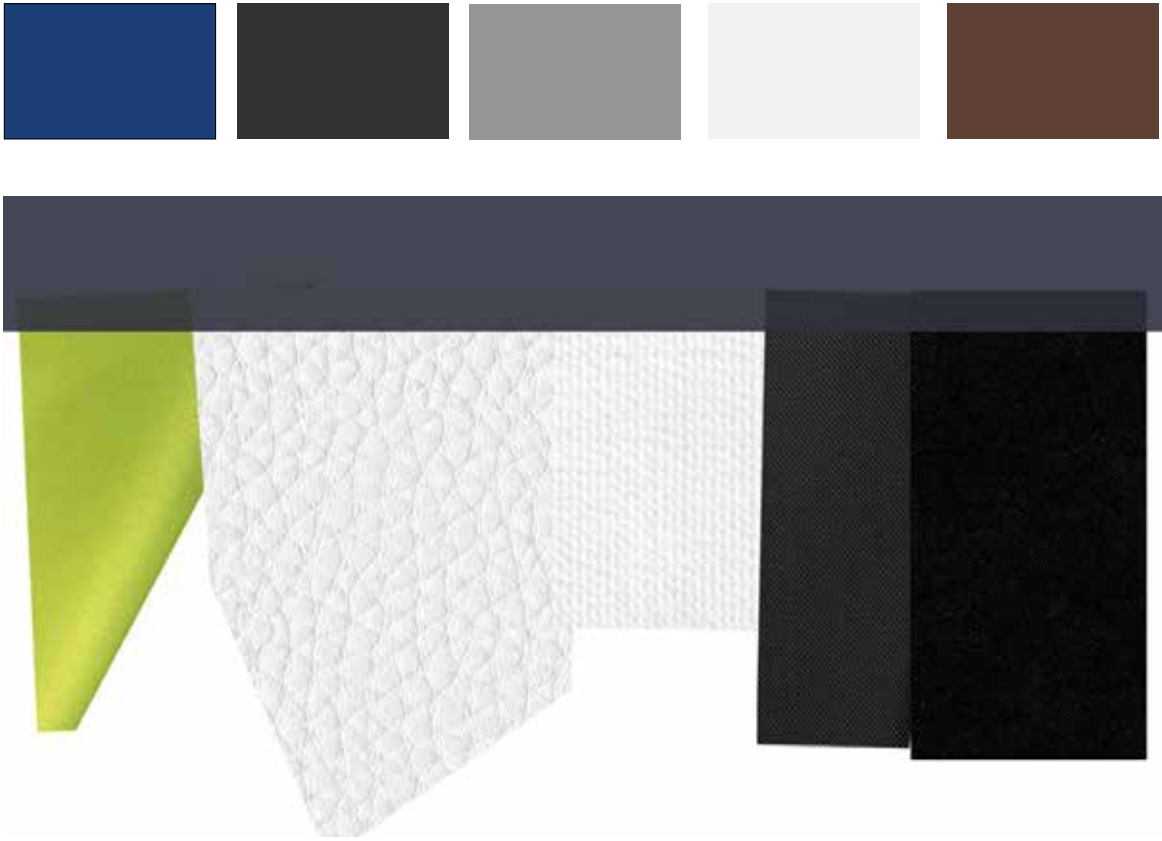
On the back, this component serves as ornamentation as well. Connect it to the rear region with the opening after pressing it against the preceding decorative item to guide the concept's overlapping style.

RANGE PLAN

A.P.D.C.

Wear leisurely-not constrained by any circumstance or setting, not categorised by others

A.P.D.C. This series consists of 17 items. includes 1 shirt, 8 pairs of trousers and 8 jackets. The brand offers several colours for each model and lets consumers create their own patterns. Each component can be combined with others.



TECH PACK

A.P.D.C.
 Here provided are technical specifications for the development of clothing, not intended for selling, nor assigned to others.

COVER + BOM


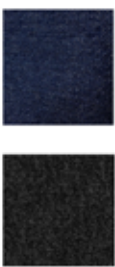
| | | |
|--|---|---|
| BRAND: A.P.D.C. DESIGNER: JIAHAO DONG SEASON: AW23 | DESCRIPTION: JACKET DATE: JULY 23 SIZE RANGE: 10-12 | FABRIC CODE: XX MAIN FABRIC: DENIM FABRIC LINING: N/A |
|--|---|---|

FABRIC

BILL OF MATERIALS

| PLACEMENT | ITEM DESCRIPTION | COLOUR | CODE | QTY | WIDTH | SUPPLIER |
|---------------------|---------------------------------------|--------|------|-------------|-------|----------|
| SELF - COLOURWAY 1 | QIANQIU 95% COTTON 5% ELASTIC SPANDEX | BLUE | | 1.5M | | QIANQIU |
| CONTRAST - COLOUR 1 | QIANQIU 95% COTTON 5% ELASTIC SPANDEX | BLACK | | 1.5M | | QIANQIU |
| BUTTONS | BUTTON ORANGE 17L | | | 12+3 SQUARE | | A.P.D.C. |
| THREAD | 120 MARA | | | 1 | | QIANQIU |
| BUTTON THREAD | 120 MARA | | | 1 | | QIANQIU |

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| | | | | | | |
|--|---------------------------------------|--|------|---|-------|----------|
| COVER + BOM | | | | | | |
| BRAND: A.P.D.C. DESIGNER: JIAHAO DONG SEASON: AW23 | | DESCRIPTION: TROUSERS DATE: JULY 23 SIZE RANGE: 10-12 | | FABRIC CODE: XX MAIN FABRIC: DENIM FABRIC LINING: N/A | | |
| FABRIC | |  | | | | |
|  | | | | | | |
| | | | | | | |
| | | | | | | |
| BILL OF MATERIALS | | | | | | |
| PLACEMENT | ITEM DESCRIPTION | COLOUR | CODE | QTY | WIDTH | SUPPLIER |
| SELF - COLOURWAY 1 | QIANQIU 95% COTTON 5% ELASTIC SPANDEX | BLUE | | 1.5M | | QIANQIU |
| CONTRAST - COLOUR 1 | QIANQIU 95% COTTON 5% ELASTIC SPANDEX | BLACK | | 1.5M | | QIANQIU |
| BUTTONS | BUTTON ORANGE 17L | | | 22+5 SQUARE | | A.P.D.C. |
| THREAD | 120 MARA | | | 1 | | QIANQIU |
| BUTTON THREAD | 120 MARA | | | 1 | | QIANQIU |

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COVER + BOM

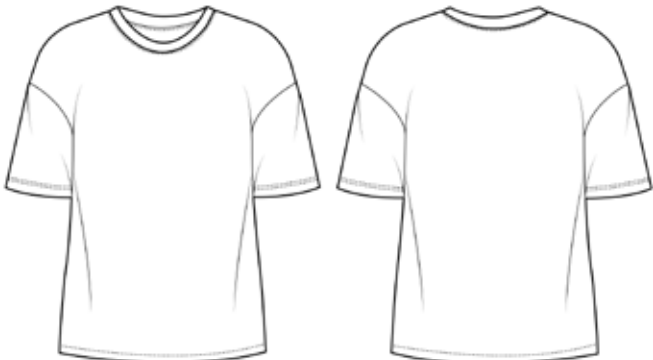
BRAND: A.P.D.C.
DESIGNER: JIAHAO DONG
SEASON: AW23

DESCRIPTION: JACKET
DATE: JULY 23
SIZE RANGE: 10-12

FABRIC CODE: XX
MAIN FABRIC: DENIM FABRIC
LINING: N/A

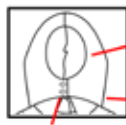


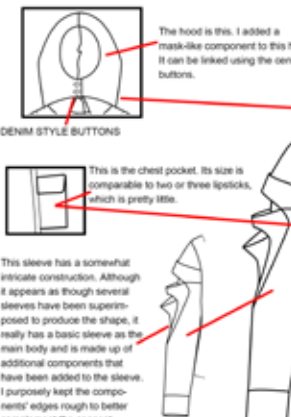








FABRIC

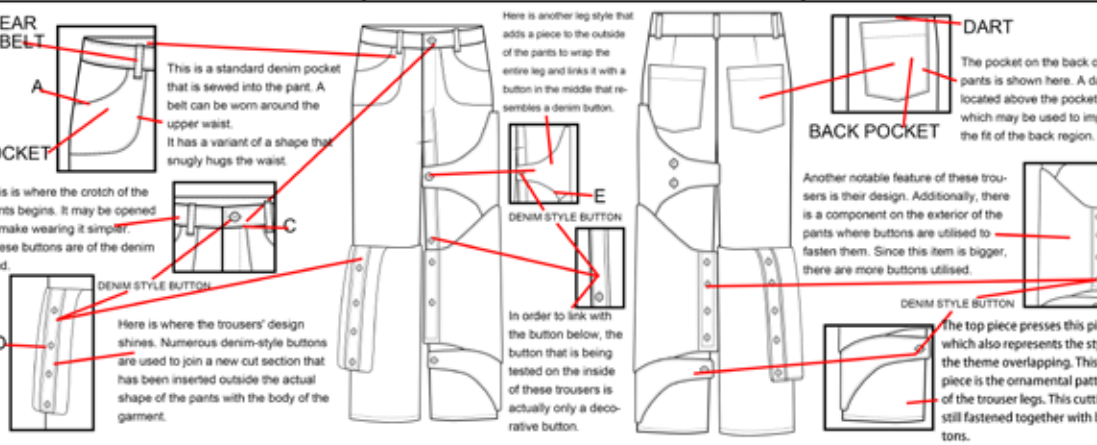



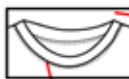
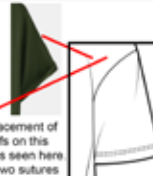
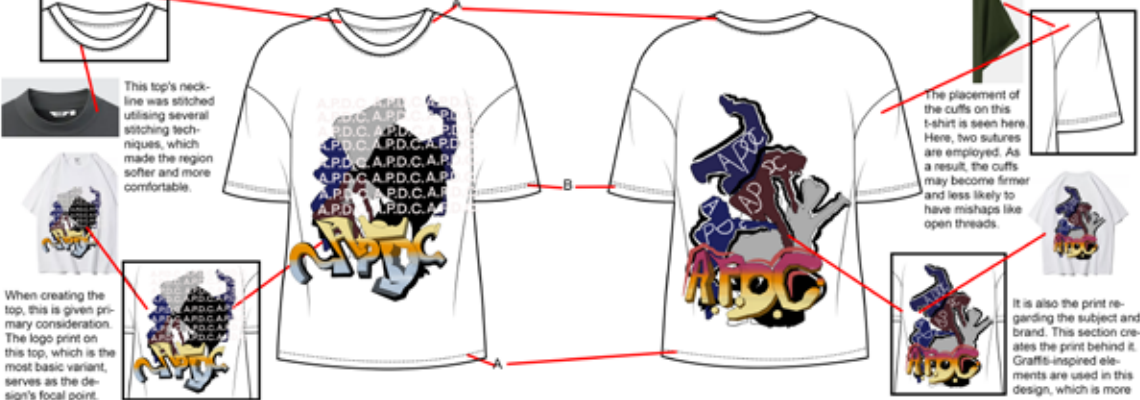


BILL OF MATERIALS

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|---------------------|---------------------|--------|------|------|-------|----------|
| SELF - COLOURWAY 1 | QIANQIU 100% COTTON | WHITE | | 1.5M | | QIANQIU |
| CONTRAST - COLOUR 1 | | | | | | |
| BUTTONS | | | | | | |
| THREAD | 120 MARA | | | 1 | | QIANQIU |
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| COVER + BOM | | | | | |
| BRAND: A.P.D.C. DESIGNER: JIAHAO DONG SEASON: AW23 | | DESCRIPTION: JACKET DATE: JULY 23 SIZE RANGE: 10-12 | | FABRIC CODE: XX MAIN FABRIC: DENIM FABRIC LINING: N/A | |
| <div><div><div><p>The hood is this. I added a mask-like component to this hood. I can be linked using the zippers buttons.</p></div><div><p>This is the chest pocket. Its size is comparable to two or three spoons, which is pretty little.</p></div><div><p>This sleeve has a somewhat unusual construction. Although it appears as though several sleeves have been superimposed to produce the shape, it really has a basic clew as the stem hole and is made up of additional components that have been selected in the sketch. I purposely kept the component's edges rough to better emphasize the concept.</p></div></div><div><div><p>This is a sewing-related component that may be fastened to the side of the clothing using buttons.</p></div><div><p>DENIM STYLE BUTTONS</p></div><div><p>DENIM STYLE BUTTONS</p></div><div><p>DENIM STYLE BUTTONS</p></div><div><p>DENIM STYLE BUTTONS</p></div><div><p>DENIM STYLE BUTTONS</p></div><div><p>DENIM STYLE BUTTONS</p></div></div><div><div><p>This portion was cut from the side seam. It will be used to turn up the tightly bare space behind, and I'll attach it to the back using buttons.</p></div><div><p>In this section, I want to demonstrate how ornamental buttons may be used. My major goal is to have them out of the buttons.</p></div><div><p>On the back, this component serves as an ornamentation as well. Connect it to the rear region with the sewing after pressing it against the preceding decorative item to guide the wearer's overlapping style.</p></div></div></div> <div><div><div><div>SINGLE NEEDLE</div><div>TWIN NEEDLE</div><div>EDGE STITCH</div><div>1/4 STITCH</div><div>COVERSEAM</div></div><div><div>A</div><div>B</div><div>C</div><div>D</div><div>E</div></div></div><div><div>NOTE:</div><div><div>1. This is a sketch of the buttoned jacket's design, focusing on how the buttons are used to form the hood.</div><div>2. This dress's relative shortness, which allows the clothing within to be seen, is its most significant feature. It is advised to dress more snugly inside. As the pockets on a jacket are tiny, avoid putting too much in them.</div><div>3. You may wear this dress with all the buttons fastened or unfastened; each option has its own advantages and disadvantages.</div></div></div><div><div><div>FABRIC</div><div></div><div>BLUE DENIM FABRIC BLACK DENIM FABRIC</div></div></div></div> | | | | | |

| A.P.D.C. <small>Here provided are technical specifications for the development of clothing, not intended for selling, nor assigned to others.</small> | | | | |
|--|--|---|--|---|
| COVER + BOM | | | | |
| BRAND: A.P.D.C. DESIGNER: JIAHAO DONG SEASON: AW23 | | DESCRIPTION: JACKET DATE: JULY 23 SIZE RANGE: 10-12 | | FABRIC CODE: XX MAIN FABRIC: DENIM FABRIC LINING: N/A |
|  | | | | |
| FABRIC | | | | |
|  | | | | |
| BLUE DENIM FABRIC BLACK DENIM FABRIC | | | | |

| A.P.D.C. <small>Here provided are technical specifications for the development of clothing, not intended for selling, nor assigned to others.</small> | | | | |
|--|--|---|--|---|
| COVER + BOM | | | | |
| BRAND: A.P.D.C. DESIGNER: JIAHAO DONG SEASON: AW23 | | DESCRIPTION: JACKET DATE: JULY 23 SIZE RANGE: 10-12 | | FABRIC CODE: XX MAIN FABRIC: DENIM FABRIC LINING: N/A |
| <div><div><div><p>This t-shirt's neckline was stitched utilizing several stitching techniques, which made the region softer and more comfortable.</p></div><div><p>The placement of the cuffs on this t-shirt is seen here. Here, two sutures are employed. As a result, the cuffs may become firmer and less likely to have multiple line open fissures.</p></div></div><div><p>When creating the top, this is given primary consideration. The logo print on this top, which is the most basic variant, serves as the design's focal point.</p><p>It is also the print regarding the subject and brand. This section creates the print behind it. Graffiti-inspired elements are used in this design, which is more</p></div></div> | | | | |
| SINGLE NEEDLE | | A | | |
| TWIN NEEDLE | | B | | |
| EDGE STITCH | | C | | |
| 1/4 STITCH | | D | | |
| COVERSEAM | | E | | |
| NOTE: | | FABRIC | | |
| 1. The front and back of this printed t-shirt include graffiti art. | | WHITE COTTON | | |
| 2. The clothing is strengthened, softer, longer, and more durable thanks to the stitching at the neckline, hem, and cuffs. | | | | |
| 3. When wearing the entire ensemble, try to accentuate the print, which is the highlight of this suit. | | | | |

A.P.D.C.
Here provided are technical specifications for the development of clothing, not intended for selling, nor assigned to others.

COVER + BOM

BRAND: A.P.D.C.
 DESIGNER: JIAHAO DONG
 SEASON: AW23

DESCRIPTION: JACKET
 DATE: JULY 23
 SIZE RANGE: 10-12

FABRIC CODE: XX
 MAIN FABRIC: DENIM FABRIC
 LINING: N/A

Line drawing of a jacket from the front view. Red dimension lines and labels indicate the following measurements: A (total length), B (hood length), C (sleeve length), D (back decoration), E (cuff), F (back wide), G (back pieces), H (sleeve decoration), I (sleeve decoration), J (sleeve decoration), and K (hood width).

Line drawing of a jacket from the back view. Red dimension lines and labels indicate the following measurements: A (total length), B (hood length), C (sleeve length), D (back decoration), E (cuff), F (back wide), G (back pieces), H (sleeve decoration), I (sleeve decoration), J (sleeve decoration), and K (hood width).

| | |
|---------------------|--------|
| A length | 76cm |
| B hood length | 36cm |
| C sleeve length | 55cm |
| D back decoration | 21.5cm |
| E cuff | 12cm |
| F back Wide | 47cm |
| G back Pieces | 10cm |
| H sleeve decoration | 6.3cm |
| I sleeve decoration | 22.5cm |
| J sleeve decoration | 14.5cm |
| K hood width | 25cm |

| TRIM | | |
|-------------|------|-------|
| Desceiption | QTY | Price |
| button | 12+3 | |

A.P.D.C.
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COVER + BOM

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 SEASON: AW23

DESCRIPTION: JACKET
 DATE: JULY 23
 SIZE RANGE: 10-12

FABRIC CODE: XX
 MAIN FABRIC: DENIM FABRIC
 LINING: N/A

| | |
|----------------------|--------|
| Atrousers top length | 58cm |
| B decorative pieces | 40.8cm |
| C Leg width | 27.5cm |
| D trousers width | 37cm |
| E decorative pieces | 27cm |
| F decorative pieces | 37cm |
| G decorative pieces | 23cm |
| H Leg width | 24cm |
| I trousers length | 95.8cm |
| J back pocket | 15.5cm |

TRIM

| Desceiption | QTY | Price |
|-------------|------|-------|
| button | 22+6 | |

A.P.D.C.
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COVER + BOM

BRAND: A.P.D.C.
 DESIGNER: JIAHAO DONG
 SEASON: AW23

DESCRIPTION: JACKET
 DATE: JULY 23
 SIZE RANGE: 10-12


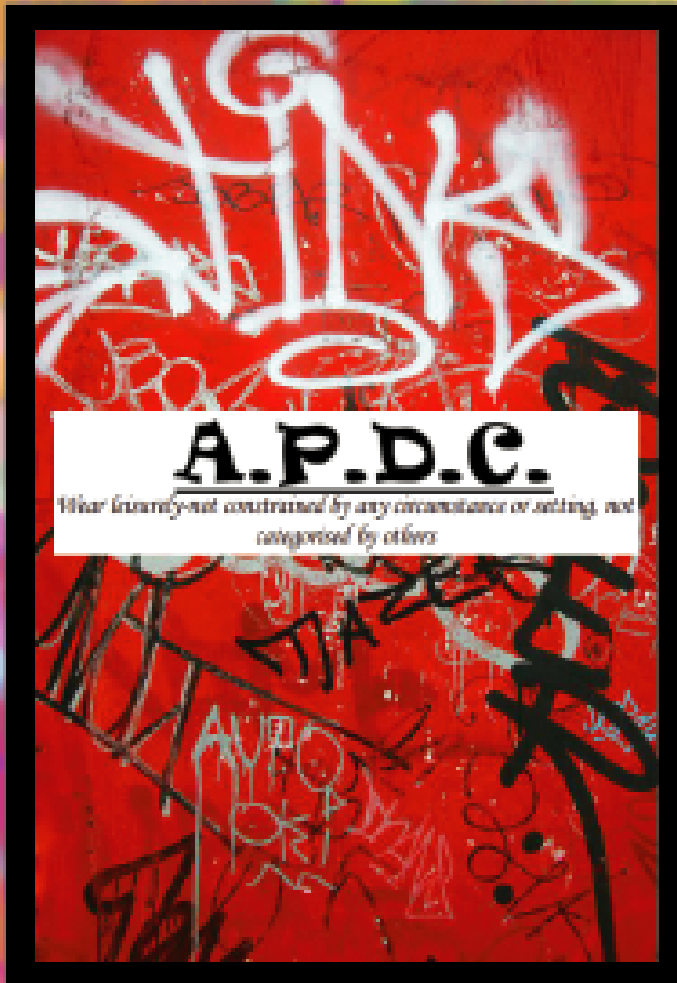


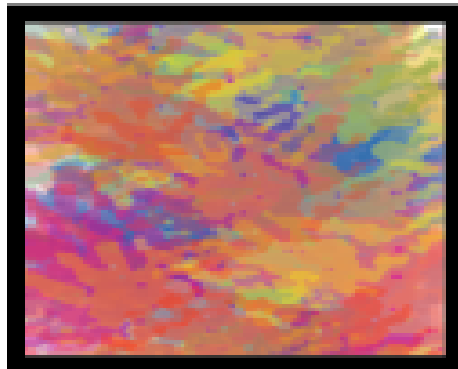
FABRIC CODE: XX
 MAIN FABRIC: DENIM FABRIC
 LINING: N/A

| | |
|------------------|--------|
| Ashoulder width | 49cm |
| B length | 69cm |
| C print length | 40cm |
| D sleece length | 22cm |
| E cuff width | 21cm |
| F top width | 54.5cm |
| G print length | 47cm |
| H neckline width | 21cm |

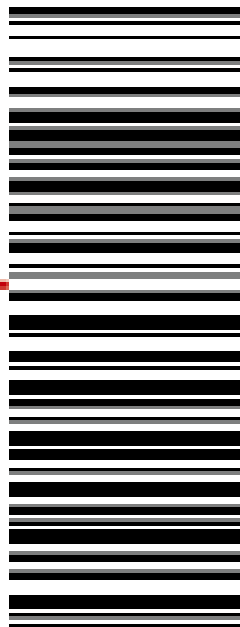
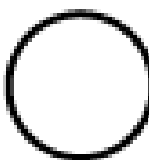
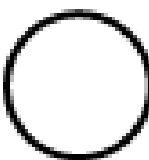



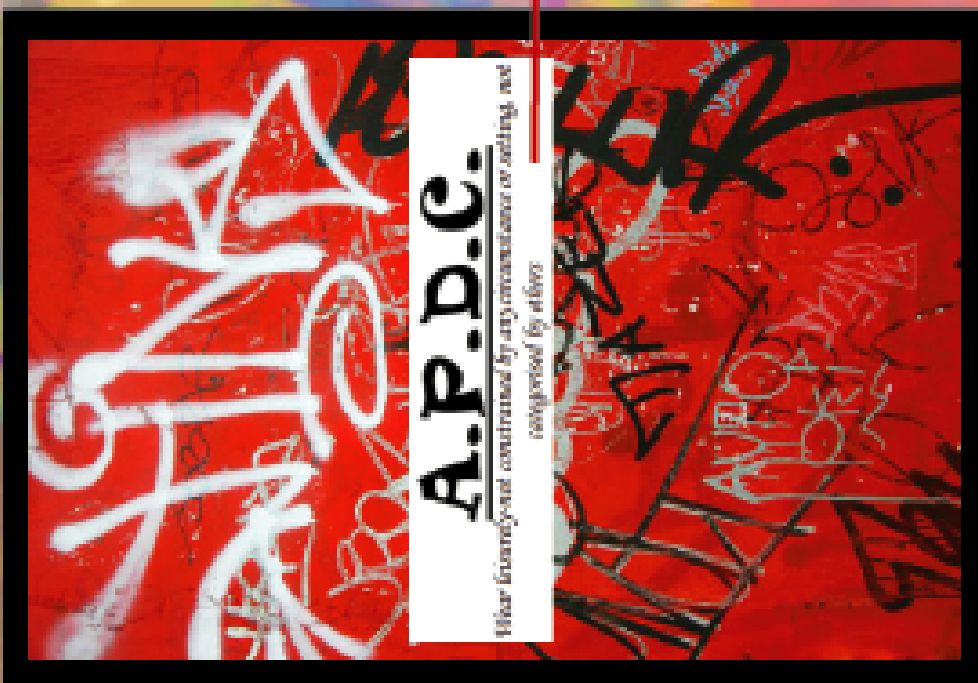
TRIM

| Desceiption | QTY | Price |
|-------------|-----|-------|
| button | 0 | |

BRANDING EXAMPLES

| BRAND TAG | | OVERALL EFFECT | BRAND NAME : A.P.D.C. | |
|---|--|---|---|--|
| BACK FLOOR | FRONT FLOOR | FRONT | BACK | |
| <div><div></div><div><p>PRODUCT NAME : Blue And Black Denim Jacket CODE : AP23AW001 COLOR : Blue And Black Denim SIZE : M GRADE : A COMPOSTION : 100% COTTON PRICE : £610 ORIGIN : UK</p><div><p>AP23AW001</p></div></div></div> | <div><div></div><div><p>www.APDC.COM</p><p><i>Wear leisurely-not constrained by any circumstance or setting, not categorised by others</i></p><p>A.P.D.C.</p></div></div> | <div><div></div><div><div><p><i>Wear leisurely-not constrained by any circumstance or setting, not categorised by others</i></p><p>www.APDC.COM</p></div></div></div> | <div><div></div><div><div><p><i>Wear leisurely-not constrained by any circumstance or setting, not categorised by others</i></p><p>www.APDC.COM</p></div></div></div> | |
| <p>NOTE:</p> <p>1. card is folded in half.</p> <p>2. Two layers make up this label. A white strip makes up the first layer, while a vibrant graffiti design makes up the second. The LGO logo and brand website are on the inner layer, and the QR code and website are on the outside layer. It includes product details.</p> | | | <div><div><p>WHITE</p></div><div><p>COLORFUL GRAFFITI STYLE</p></div></div> | |

BRANDING EXAMPLES

| BRAND TAG | | OVERALL EFFECT | | BRAND NAME : A.P.D.C. | |
|--|---|---|-----|-----------------------|--|
| <p>In order for customers to have a basic comprehension of the clothing product through this card, below is a basic introduction to the brand's clothing product.</p> | | <p>The brand's logo is seen here. Another option to advertise the brand is to print its logo here. Following a purchase, this may improve customers' perceptions of the brand.</p> | | | |
| <p>This barcode will be utilised at checkout; it is simple to scan into the device, improves check-out efficiency, and cuts down on checkout time. Additionally, it is practical to shorten the times spent storing and looking for inventory.</p> | <div><div>AP23AW001</div><div></div></div> <div><p>PRODUCT NAME: Blue And Black Denim Jacket</p><p>CODE : AP23AW001</p><p>COLOR: Blue And Black Denim</p><p>SIZE : M</p><p>GRADE : A</p><p>COMPOSITION : 100% COTTON</p><p>PRICE : £610</p><p>ORIGIN : UK</p></div> | <div><div></div><div></div></div> <div><p>A.P.D.C.</p><p><i>Wear leisurely-not constrained by any circumstance or setting, not categorised by others</i></p><p>WWW.APDC.COM</p></div> | 6CM | | |
| 12CM | | 12CM | | | |
| <p>Here is the brand's QR code. You may continue to follow the brand's Instagram and keep up with its Instagram trends by scanning this QR code. On it, new apparel goods are often introduced as they are available.</p> | | <p>Here, the graffiti embodies the hip-hop aesthetic of the company, and the company logo is placed above it.</p> | | | |
| <p>This is the brand's official website, where you can purchase its apparel.</p> | <div><p>WWW.APDC.COM</p><div></div><p><i>Wear leisurely-not constrained by any circumstance or setting, not categorised by others</i></p></div> | <div><div></div><div></div></div> <div><div></div><p>WWW.APDC.COM</p></div> | 6CM | | |
| 12CM | | 12CM | | | |
| <p>The two layers of cards are connected by a rope worn through these two holes.</p> | | | | | |

BRANDING EXAMPLES

| BRAND TAG | OVERALL EFFECT | BRAND NAME : A.P.D.C. | |
|--|---|---|--|
| <div data-bbox="317 574 445 621">3CM</div> <div data-bbox="399 870 512 917">1CM</div> <div data-bbox="265 1344 439 1391">2.5CM</div> | <div data-bbox="808 314 930 361">6CM</div> <div data-bbox="827 962 949 1009">5CM</div> <div data-bbox="827 1514 949 1561">6CM</div> <div data-bbox="1449 676 1498 1187">BACK NECK LABEL</div> | <div data-bbox="1651 887 1996 927">FOLDED IN HALF</div> | <div data-bbox="2169 335 2292 382">3CM</div> <div data-bbox="2514 682 2636 729">4CM</div> <div data-bbox="2505 1187 2627 1234">4CM</div> <div data-bbox="2679 560 2728 1167">WASHING MARK AW20</div> <div data-bbox="2008 410 2466 1385"><div data-bbox="2108 472 2374 519">A.P.D.C.</div><div data-bbox="2026 523 2435 564"><small>Wear leisurely-not constrained by any circumstance or setting, not categorised by others</small></div><div data-bbox="2026 625 2444 672">SIZE : XS S M L</div><div data-bbox="2026 744 2261 774">SHELL FABRIC:</div><div data-bbox="2026 784 2252 815">100% COTTON</div><div data-bbox="2026 825 2148 856">LINING:</div><div data-bbox="2026 866 2301 897">100% POLYESTER</div><div data-bbox="2038 979 2353 1203"><div>-Machine washable</div><div>-Do not bleach</div><div>-Hang to dry in the shade</div><div>-The maximum temperature of the iron soleplate is 110 degrees</div><div>-Conventional dry cleaning</div></div><div data-bbox="2038 1244 2414 1310"><div></div><div></div><div></div><div></div><div></div></div><div data-bbox="2130 1340 2343 1365">MADE IN CHINA</div></div> |
| | | | <div data-bbox="1397 1402 2322 1545">Another size label with the company emblem and the size of the clothing item has been created for the size label on T-shirts and trousers.</div> <div data-bbox="1812 1643 2099 1882"></div> <div data-bbox="1880 1898 2017 1939">WHITE</div> <div data-bbox="2282 1643 2569 1878"></div> <div data-bbox="2282 1898 2612 1984">COLORFUL GRAFFITI STYLE</div> |

NOTE:

The brand uses two different kinds of labels: the washing label and the back collar label.

1. The size label on the jacket and the size label on the t-shirt are the two layers of the rear collar, respectively. Size tags are made to be sewed onto garments quickly and effortlessly. Each label has to have a 0.5 cm hole punched into the sewing thread on both sides.

2. The washing label may be placed on the inside of all clothing by folding it in half. On the top are the LOGO, size, and fabric composition, while on the bottom are the washing directions and country of origin.

PACKAGING

Express box: The LOGO and back glue make up the front of this box. A customer number and customer name will be written on the exterior of the courier box, which will then be wrapped once more. The A.P.D.C. will work with British express businesses, which is very crucial. Customers will be able to plainly view the brand logo when they open the package.



I created this label myself. I decided to adapt the example's approach to present my hip-hop graffiti to customers as a background. As a result, the hanging label should engage customers rather than only serving as decoration.

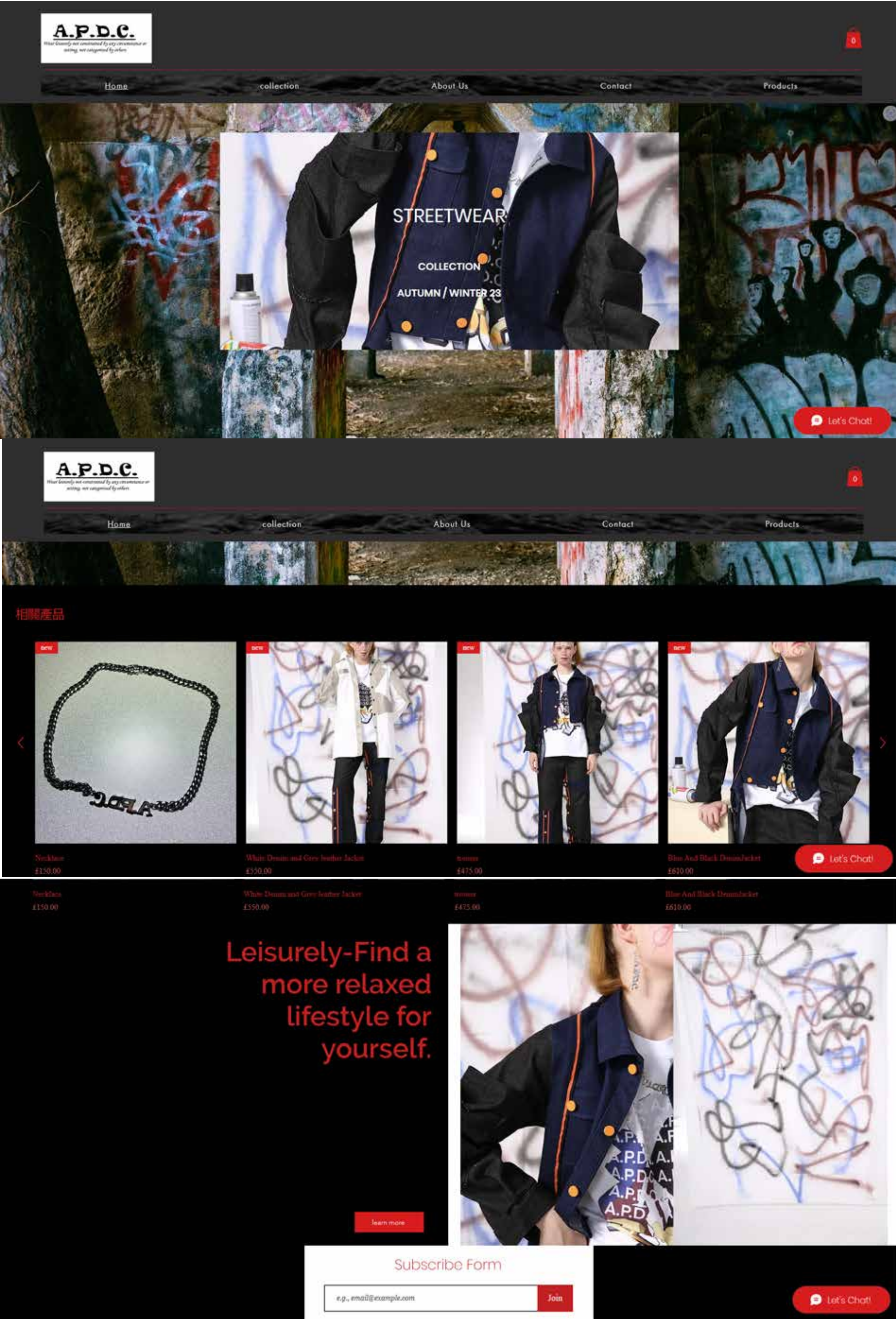


Product packaging bag: constructed of plastic that is safe for the environment, with the brand logo on the front and the product details on the back. Self-adhesive provides the benefit of switching in addition to making it simple for consumers and staff to examine product information.



Shopping bag: I wanted to create a sense of contrast with this bag's minimalist form and the brand's mostly colourful motif. It features a straightforward design, and the rope may be adjusted. Customers are more likely to notice the LOGO because it is printed on the front of the bag. The shopping bag also features a roomy inside that may accommodate a present box.

WEBSITE



COLLECTION

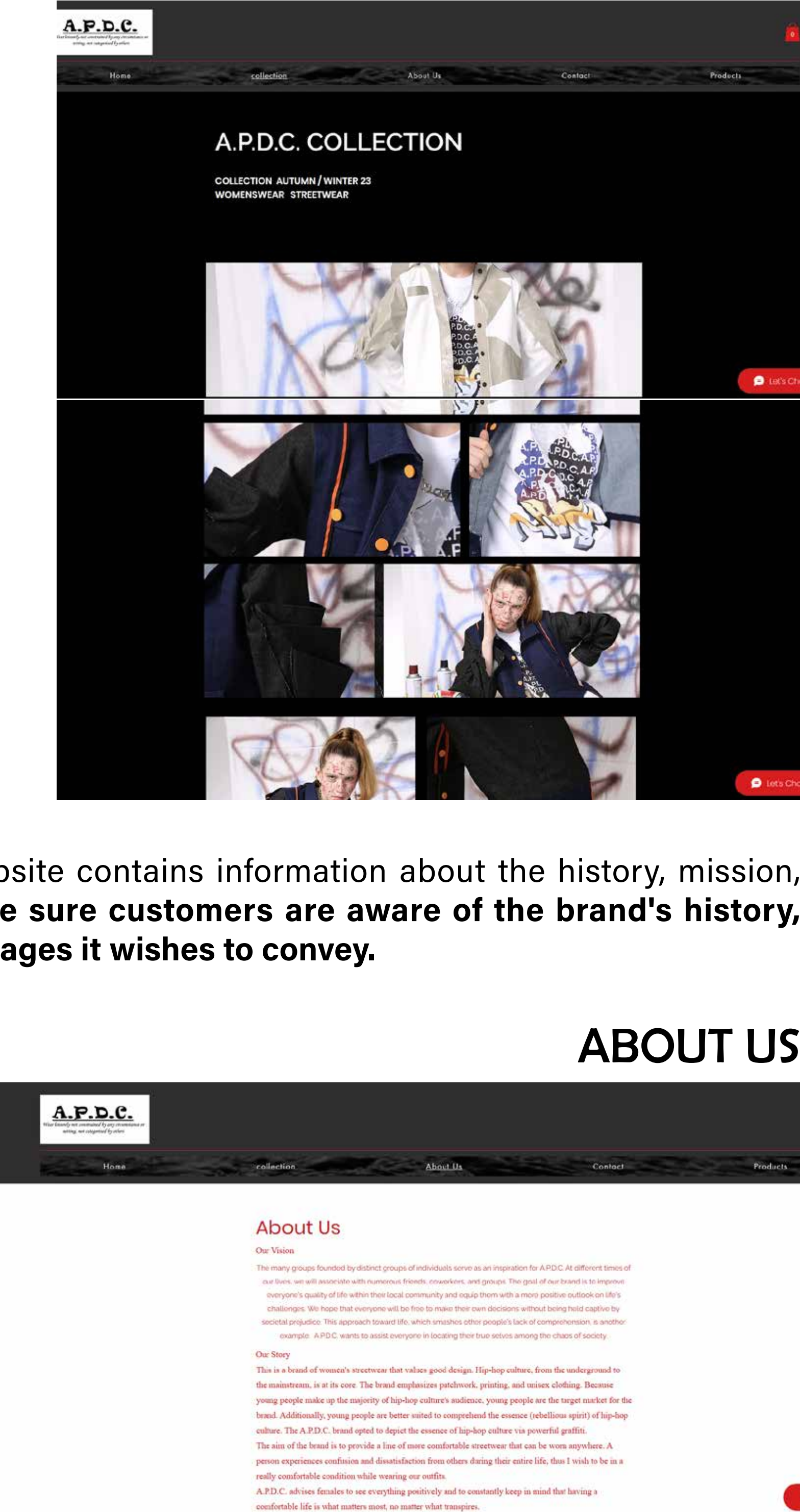
I placed the apparel items from this series on it for the collecting portion. The numerous filming vantage points clearly depict the clothing items from this collection, as well as some design and conceptual ideas.

HOME

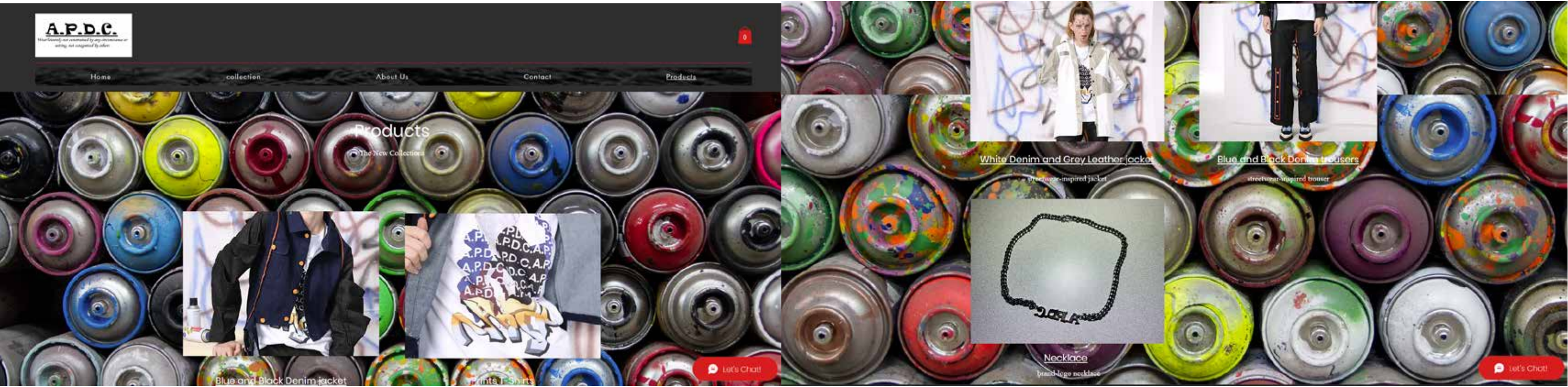
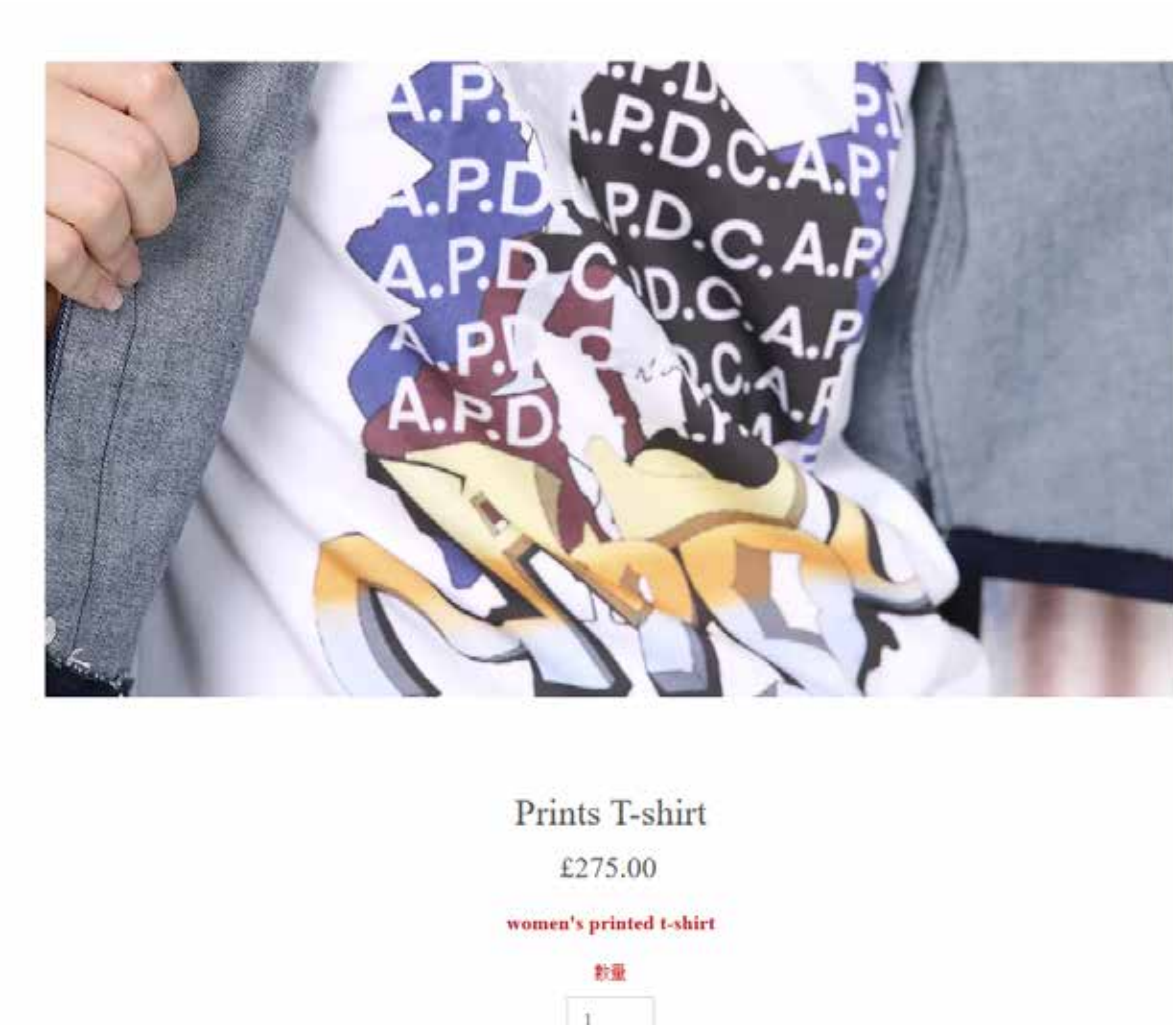
To help you immediately grasp the idea and inspiration behind the brand, I developed the largest cover, representing the most recent series, for the site. Every year, the series will be updated with new episodes that are clear, succinct, and beautiful.

The about us section of the website contains information about the history, mission, and vision of the company. **Make sure customers are aware of the brand's history, distinctive goods, and any messages it wishes to convey.**

ABOUT US



WEBSITE

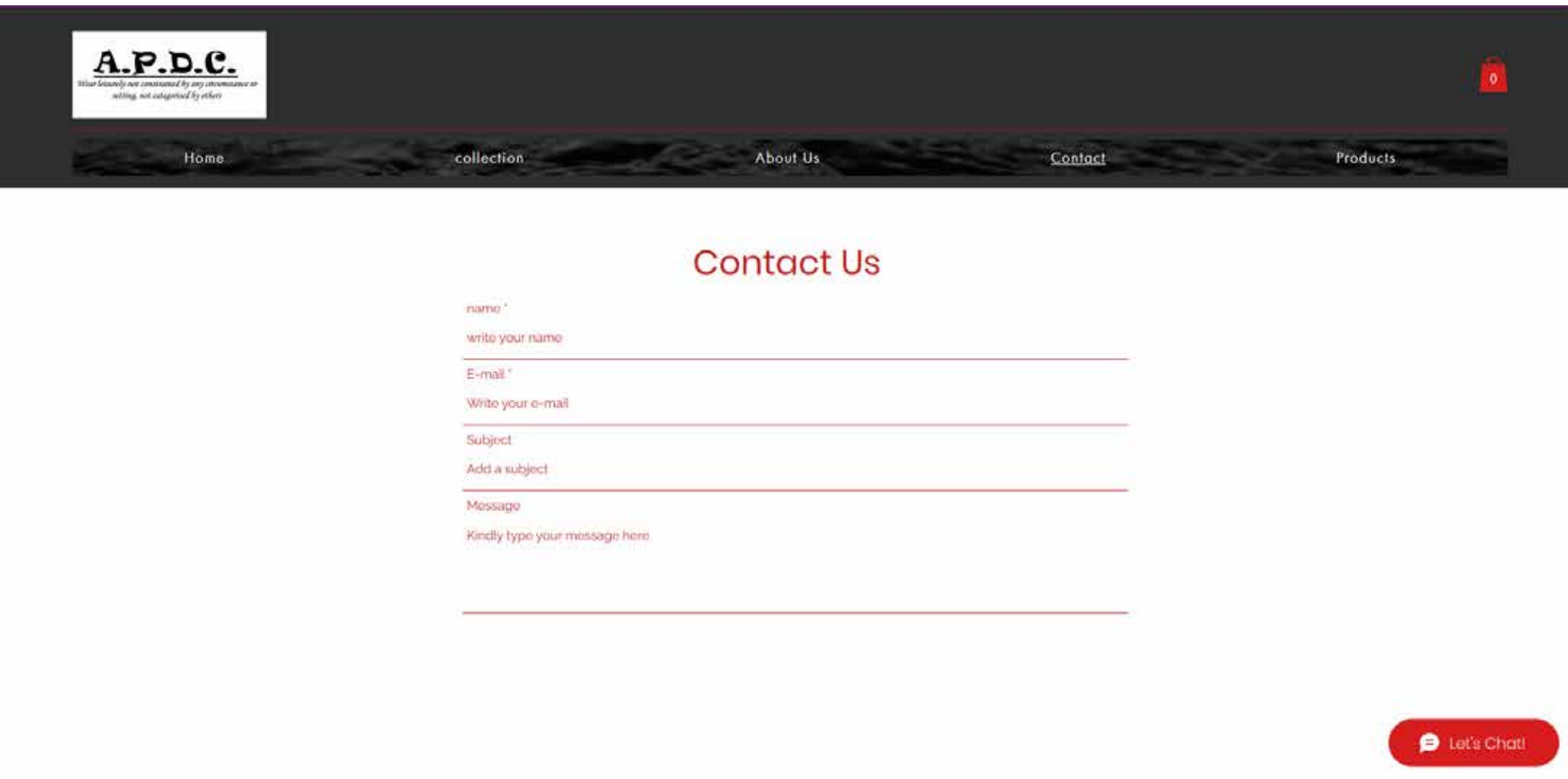


PRODUCTS

This is both the shop and the primary marketing approach. I have thoroughly detailed each product and given examples of each product so that clients would be able to recognise each type and purchase it. **Another successful marketing strategy is choosing the most striking unisex necklaces. The consumer base is growing along with revenue growth.**

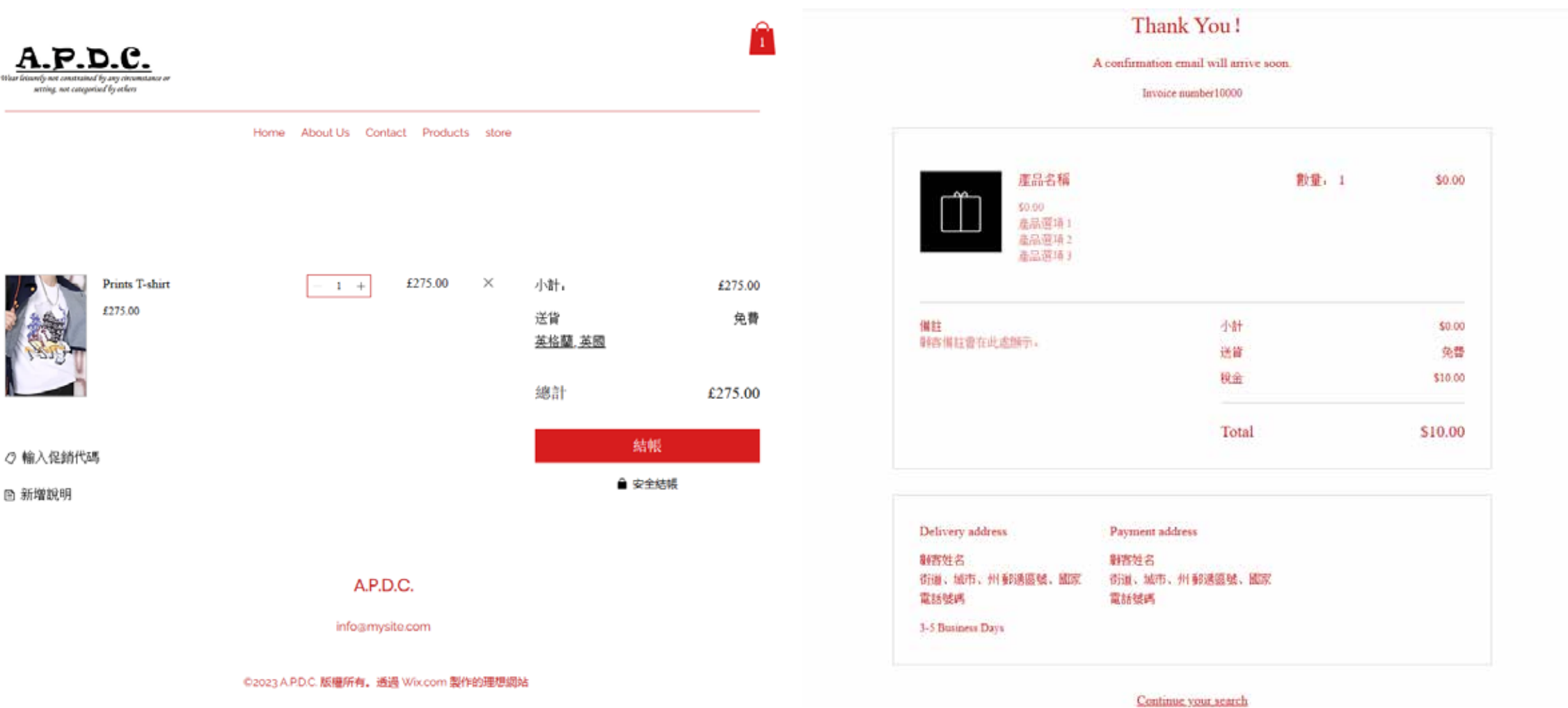
CONTACT US

Additionally, contacting the brand via contact is crucial. **You can get in touch with us to facilitate communication and collaboration with us if you have a partner that is interested.**



CHECK OUT

This page contains links to the checkout, final thank you, and chat pages. The final thank you page will appear once the consumer has chosen an item they like and is prepared to check out.





A.P.D.C.

Wear leisurely-not constrained by any circumstance or setting, not categorised by others

Leisurely-Find a more relaxed lifestyle for yourself.



Designer

Jiahao Dong

Photographer

Frank

Model

AISHA

Location

Chengdu, China

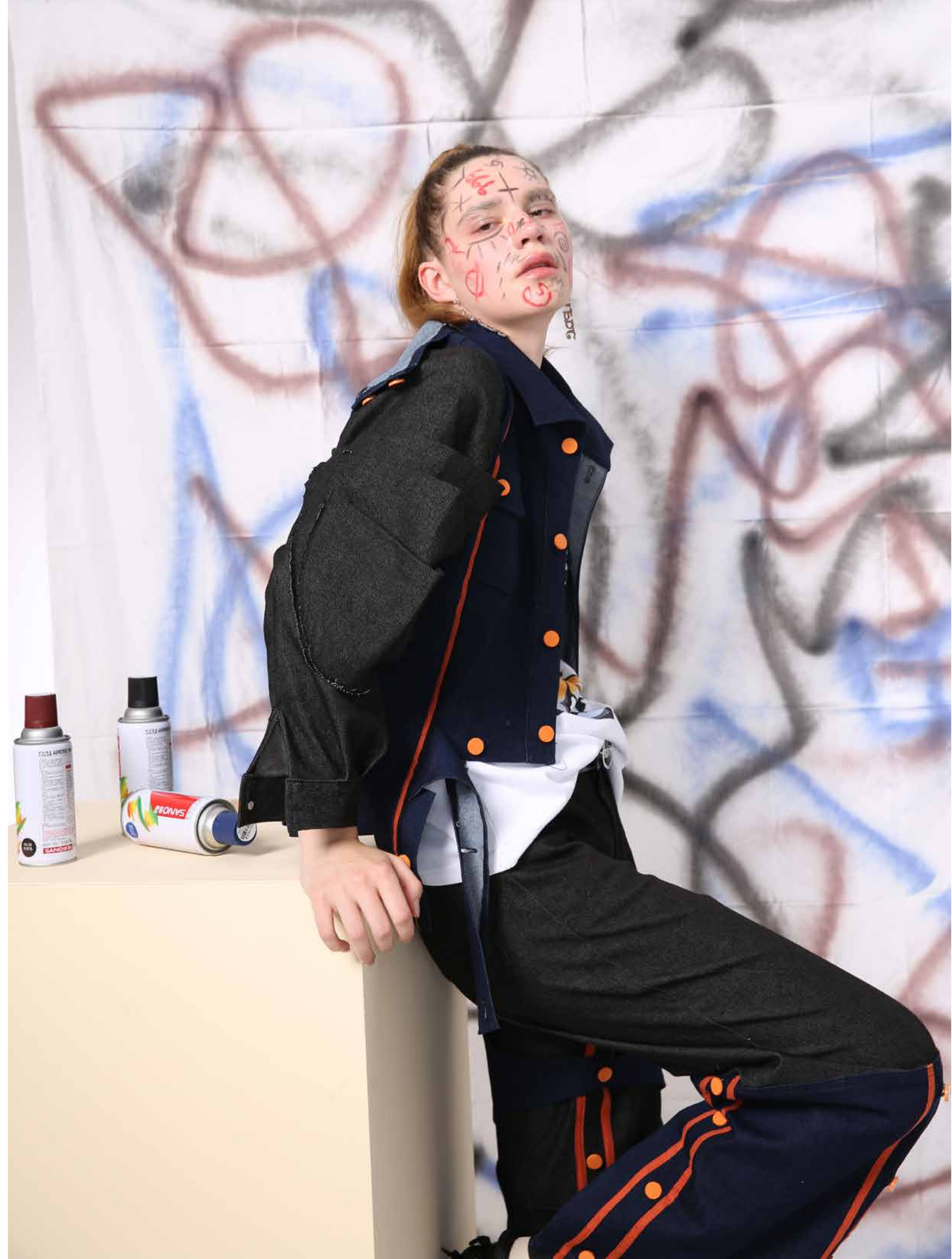


Designer
Jiahao Dong
Photographer
Frank
Model
AISHA
Location
Chengdu, China





Designer
Jiahao Dong
Photographer
Frank
Model
AISHA
Location
Chengdu, China





Designer
Jiahao Dong
Photographer
Frank
Model
AISHA
Location
Chengdu, China

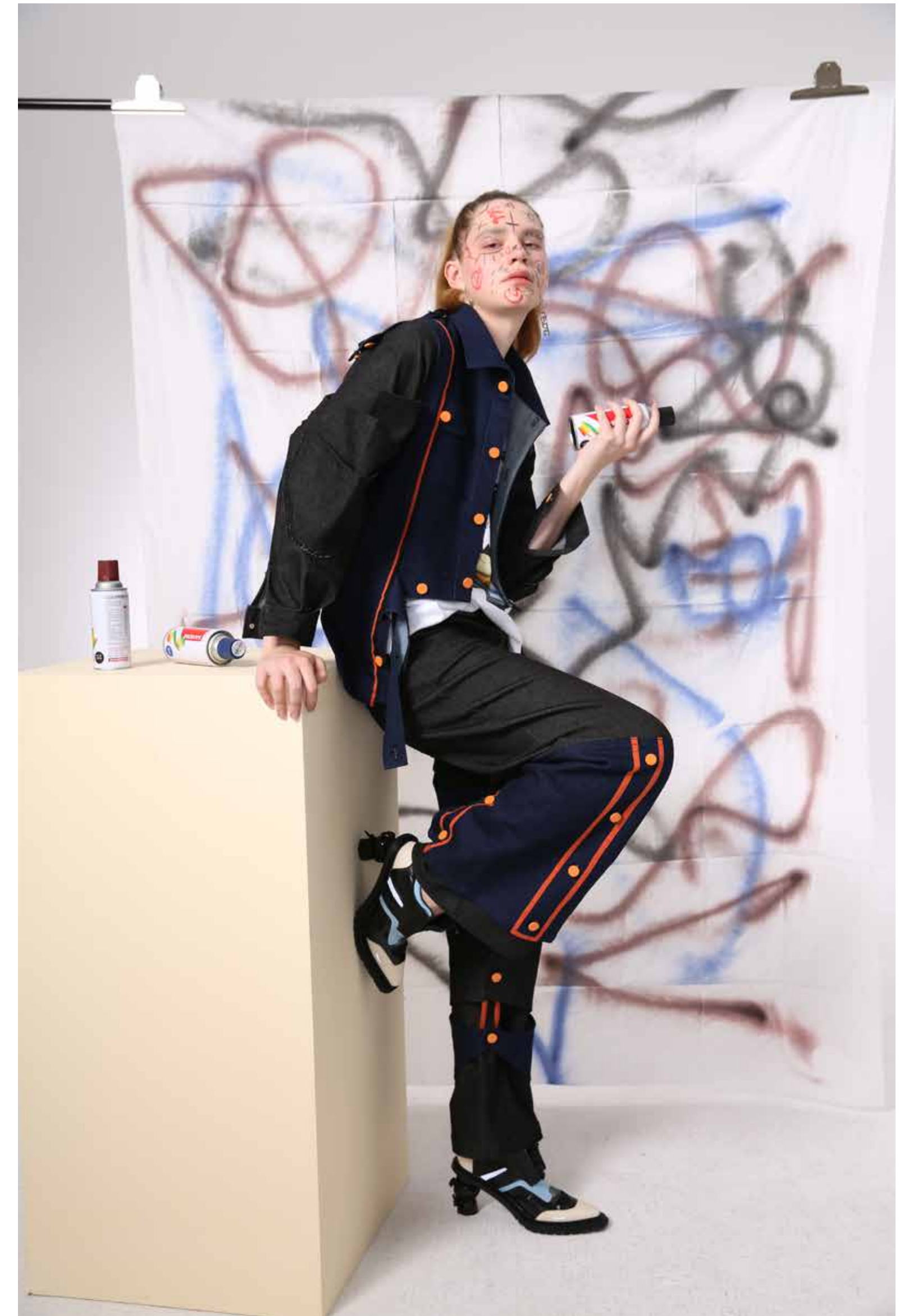


Designer
Jiahao Dong
Photographer
Frank
Model
AISHA
Location
Chengdu, China

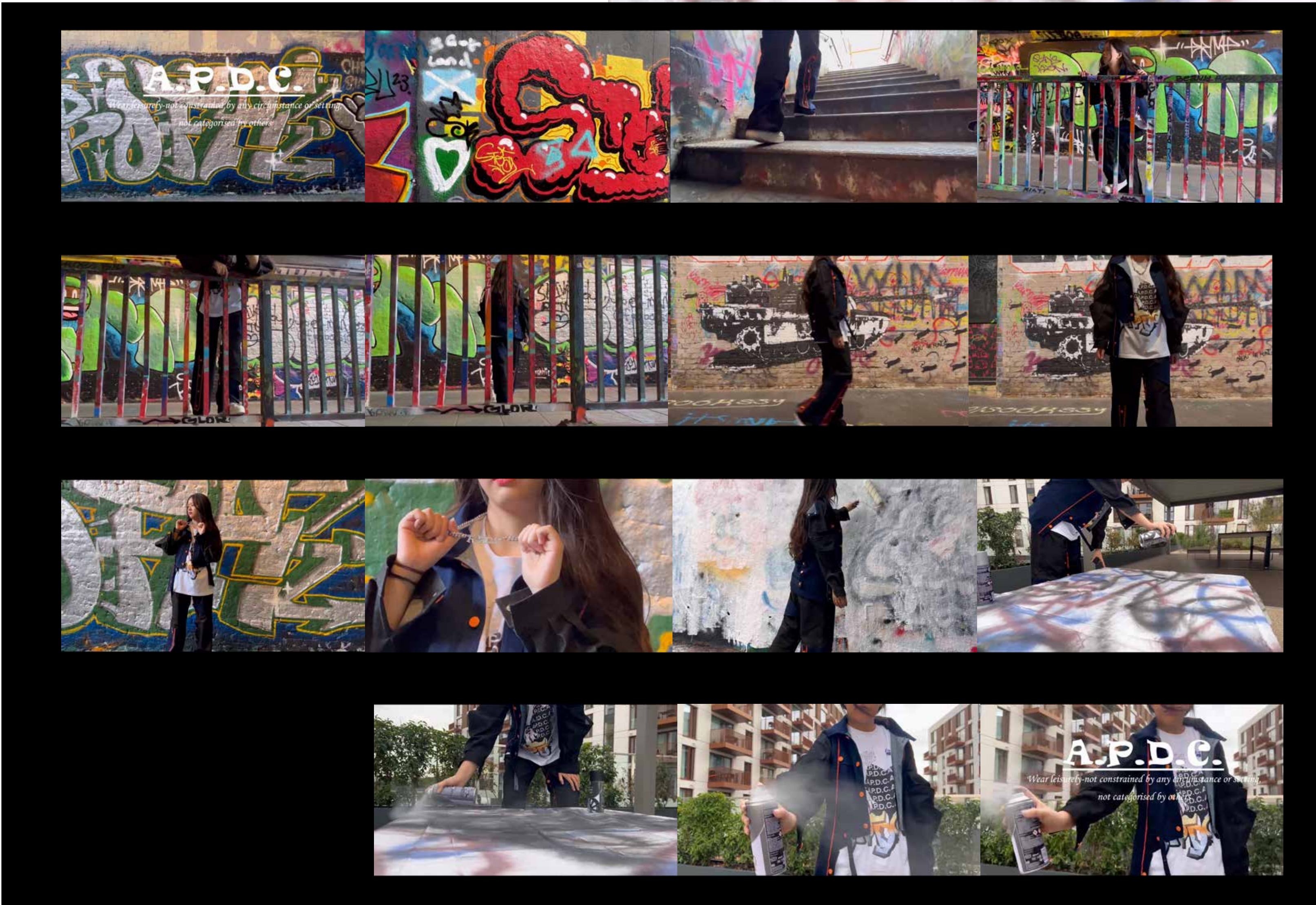




Designer
Jiahao Dong
Photographer
Frank
Model
AISHA
Location
Chengdu, China



BRAND VIDEO



Collection Video of A.P.D.C.

Leisurely-Find a more relaxed lifestyle for yourself.

A.P.D.C.



A.P.D.C.

*Wear leisurely-not constrained by any circumstance or
setting, not categorised by others*

OFFICIAL WEBSITE
[https://2283138677.wixsite.
com/apdc](https://2283138677.wixsite.com/apdc)

INSTAGRAM
apdc111

EMAIL
A.P.D.C.service@outlook.com

Leisurely-Find a more relaxed lifestyle for yourself.

