

EST

Portfolio



MA Fashion Design
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Brand Story

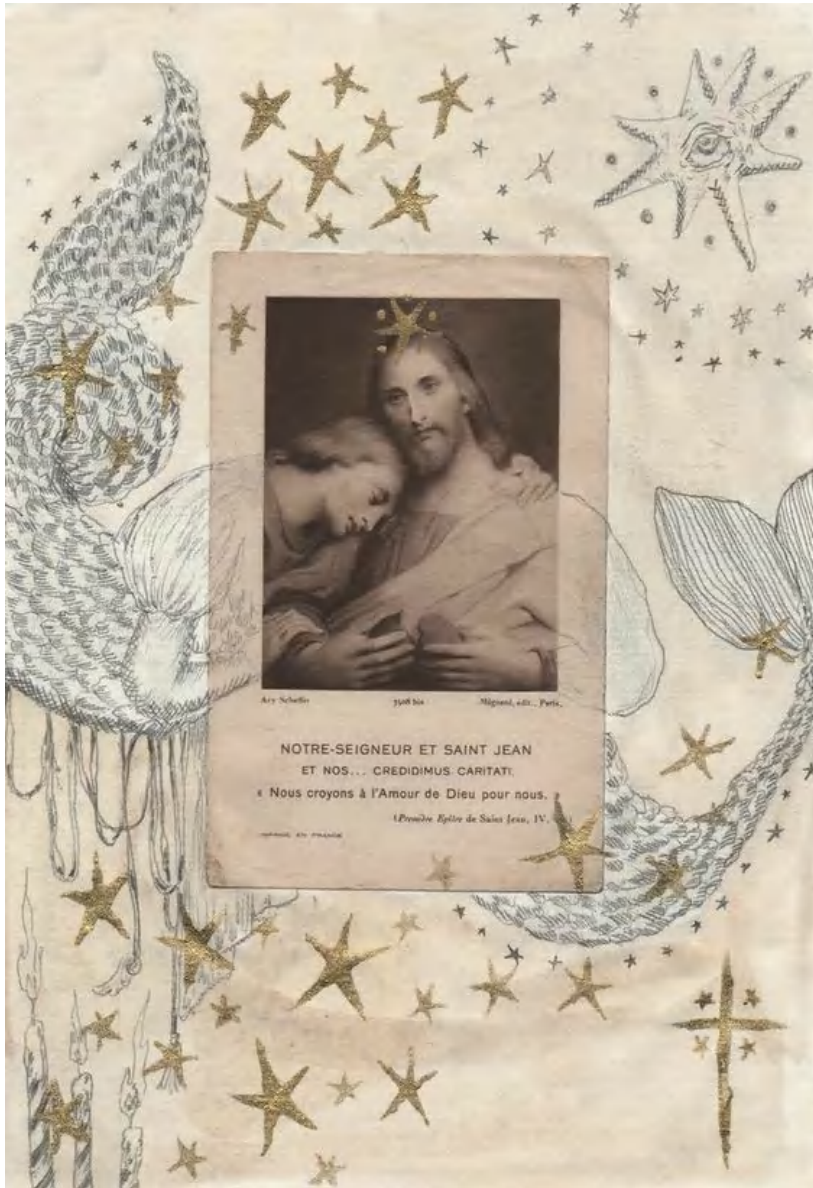
The BYTS brand, which stands for "be your ture self," will be accessible to everyone and will emphasize improving people's capacity for self-expression and self-awareness.

Many people in today's society are constrained by unfavorable social preconceptions and an unfavorable social climate that either hinders them from expressing who they are or forces them to follow unneeded societal fads. BYTS cares about every social circumstance and every person. We want everyone to feel free and at ease while wearing our clothes and accessories, and we want to support every group of people so they don't have to worry about not being understood and recognized by others in society. In such an environment, we find that a significant portion of the population is suppressed.

The brand will be available to all. We not just care about the human-being, we care about the nature. Since we are a part of nature, we both feed into and learn from it. In addition to eliminating waste and pollution in our clothing, our brand is dedicated to sustainability and donates a portion of its sales to support environmental causes.



Brand Mission



We hope to help people feel more confident and courageous to express their personal style in negative social environments through the clothing created by our brand. Our brand aspires to make romantic, comfortable clothing that is designed to be free from gender stereotypes and to be more inclusive, so that everyone can feel supported and respected when wearing our clothing.

When designing our branded clothing, we prefer to detach ourselves from the fast-paced modern world and find inspiration from nature, paying homage to the Art Nouveau movement and opposing the negative impacts of industrialisation and modernisation on the planet. The brand will use more sustainable materials and reduce packaging pollution.

Brand Vision



The main offerings of our brand are apparel and supplementary accessories, and we use clothing as a vehicle to critique modern society's negativity and the damaging impacts of industrialization. With an emphasis on inclusivity, we take into account not just the sizing of our customers with various body types and dimensions, but also the effect that muddled gender stereotypes have on the creation of men's and women's apparel.

In order to help people better discover and express themselves in unfavorable social settings and excessively uniformed social groups, we want to give them more options for attire.

Unique Selling Points



Androgynous

Inclusivity

Surrealism

We want to do this in an inclusive way and stop defining elements of clothing by stereotypical gender impressions. "Unisex" is no longer about minimalist, traditionally masculine styles, but about being inclusive and allowing people of all genders to enjoy the beauty of clothing equally.
"Gender neutral is not a trend, it's a reality."

Based on the contemporary negative social environment, the BYTS brand will focus on every consumer in an inclusive capacity, as well as on the current state of society. We provide emotional support and care to our consumers, while contributing to society in whatever way we can.
Charitable and philanthropic activities will be our simultaneous focus.

a surrealist artistic device that breaks from convention, gives up conscious thought, and encourages more sensuous and passionate unconscious behavior.

Brand Identity Board



There are three sources of design inspiration for the BYTS brand, based on the brand's style and positioning:

1. Focus on the impact of the current social environment on the target customer groups, from the current environment to cause customer empathy.
2. Inclusiveness as the focus of the design.
3. The design elements used in the design style are mostly natural things

BYTS Spring25 Design Concept



The overarching topic of SPRING25 examines the bewilderment that **today's youth are experiencing in their daily lives and is influenced by poisonous relationships**. The classic "romance" is no longer relevant in today's fast-paced social climate, and having a family and getting married are not requirements. Young people today have more options when it comes to romantic relationships. In a similar vein, the theme selection aligns with the inclusion and social responsibility of the BYTS brand, and we anticipate that the theme design will provoke thought in individuals.

Always crying

Somatization Symptoms

- bad mood
- alcoholism
- addicted to cigarettes
- overdose
- self-injury

knife

like a toothache

harmful

bruising

rotten

feeling about

Love

Toxic relationship



sensitivities

overthinking

living in a fantasy

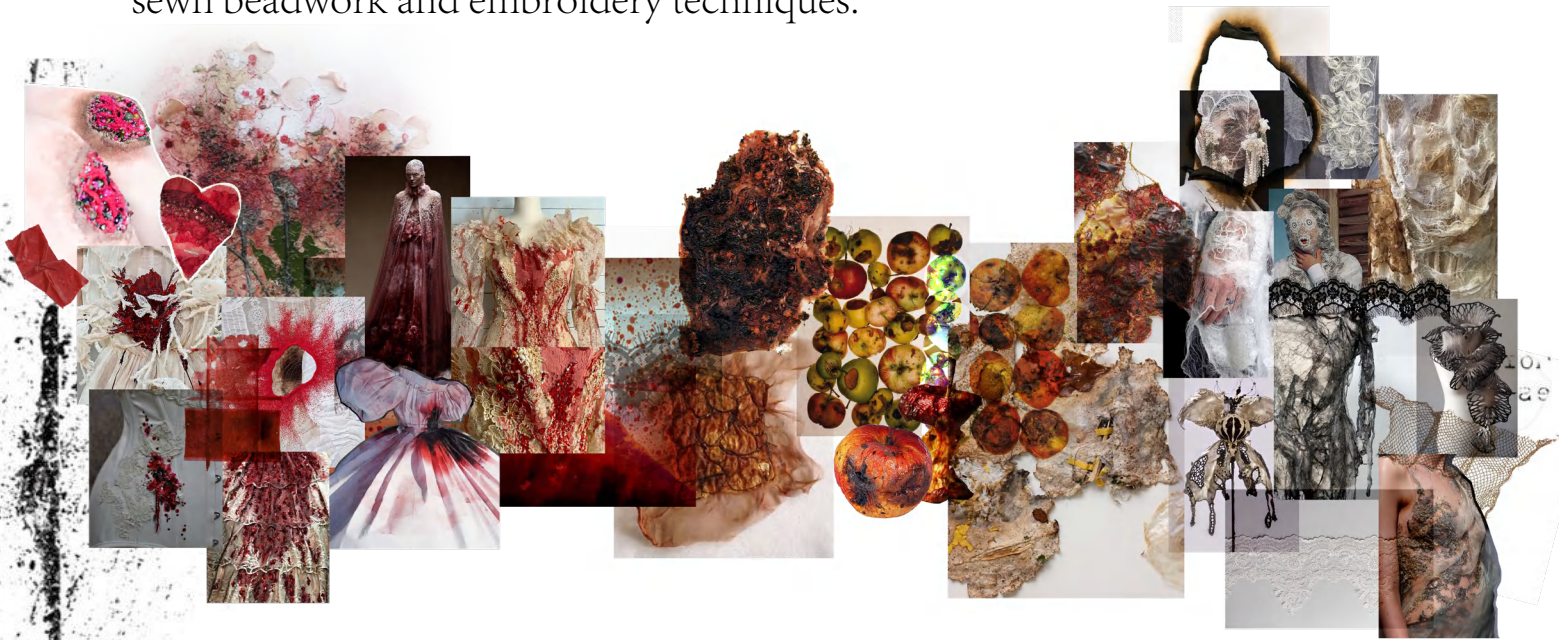
blame oneself

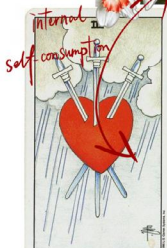
Always trying to mend a relationship rift



After confirming the SPRING25 season's clothing theme, the silhouettes and detailing were designed differently for the sake of design enrichment and to preserve the BYTS style, while retaining the BYTS brand's style.

The design is firstly divided into two parts, firstly, the theme is derived and the appropriate parts are selected from the emotional elements. Secondly, the theme is deepened with references to cultural history, such as the silhouettes and production methods of vintage clothing, and BYTS, as a light luxury brand, is going to be more sophisticated in its details, such as using more hand-sewn beadwork and embroidery techniques.





Some people's emotional problems stem from an inability to actually recognise their need for emotions properly, and are actually a manifestation of narcissistic emotions. Excessive ego often hurts others or harms them because of their emotions.

The element of daffodils is also used in Salome's play by Oscar Wilde

Greek/Roman style
Salomé



ring without being able to leads to mental distortions, obsessive behaviour and lack of consideration for consequences



usually a representation of negative feminine energy

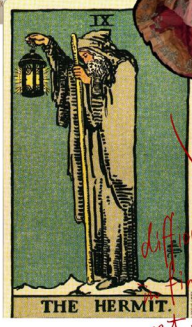
she can't fail to get.



Chinoiserie

Turandot

TURANDOT



difficult finding a way out, subtly indifference



Princess is paranoid and extreme, and suitors are reckless.

The relationship between the two is full of forced.

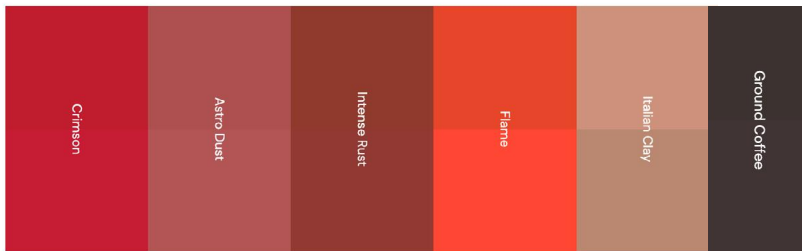
The BYTS brand wanted to synchronise the historical and cultural part of the campaign. Therefore, I chose three famous characters from mythology and history: Turandot, Salome and Narcissus.

Turandot represents a person who is oblivious to the feelings of others, and the design is a blend of French-Chinese, Chinese and Art Nouveau styles in the context of the theatre and the historical period.

Salome's archetype appears in the Bible as an antithesis and is portrayed in Wilde's play as a typical serpentine beauty. But it is also a pathetic image of a woman who is maddened by a love she cannot have. The inability to perceive feelings correctly as well as the frequent practice of extreme systems of behaviour are not uncommon in contemporary society. Based on Salome's historical background of the Herodian period in ancient Rome, we have experimented with traditional Roman dresses and extracted silhouettes.

The story of Narcissus was actually added as irony. Narcissus, who fell in love with his watery self and ended up drowning in the water because he was obsessed with his own beauty, turns into Narcissus, so a lot of Narcissus is extracted. The inclusion of Narcissus' daffodil element not only mocks those similar to them, but also hopes that those who are unable to focus on themselves will in turn think more about their own feelings, rather than just giving to others when they fall into a relationship, thus hurting their own selves in disguise.

Colour & Material Page



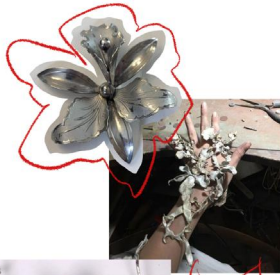
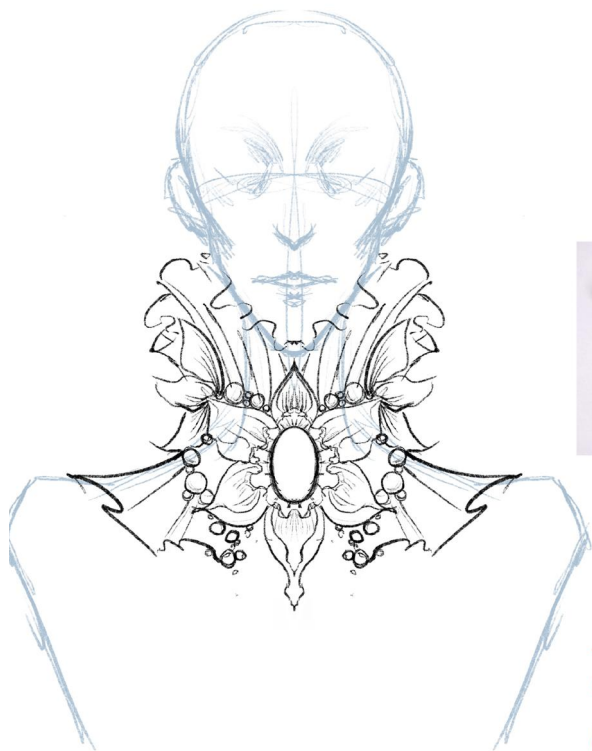
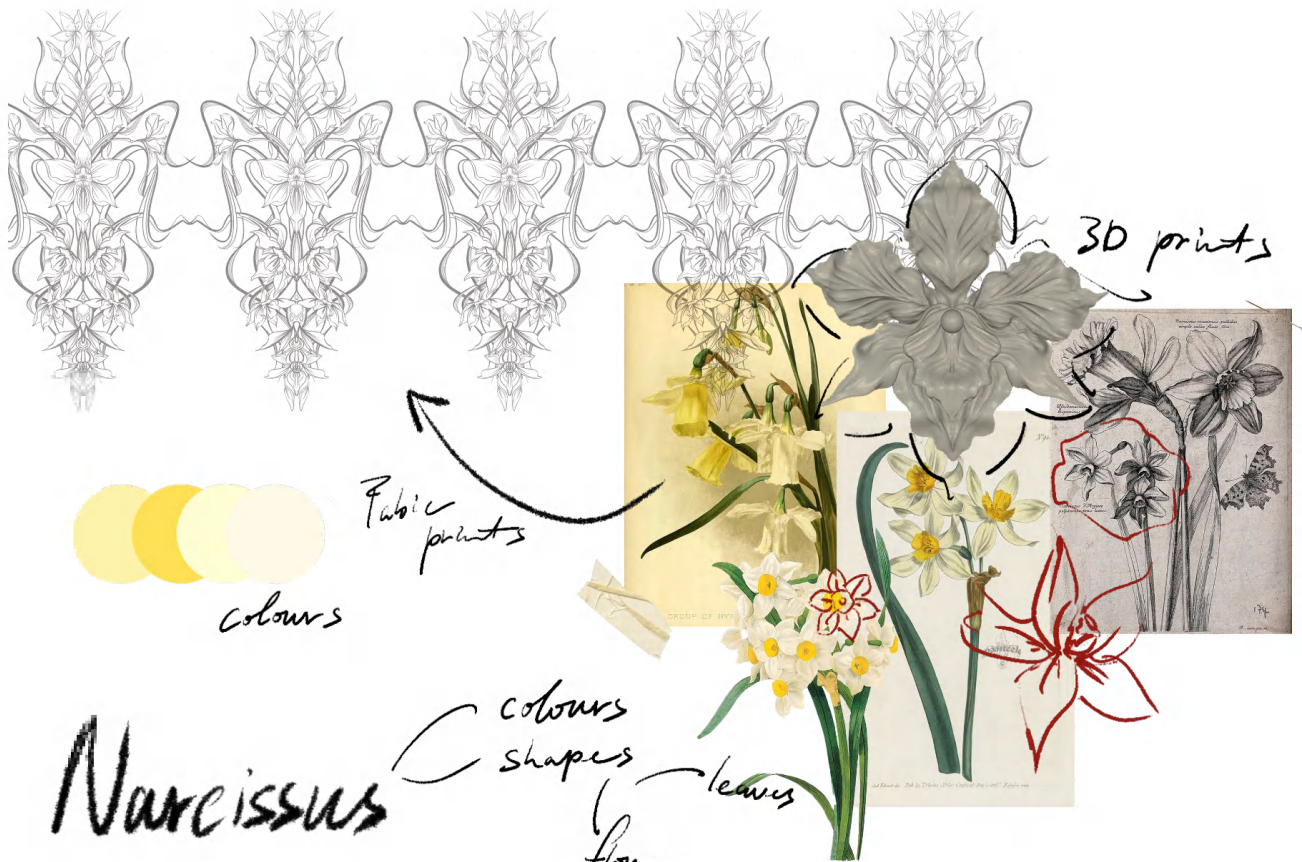
The clothing colours for the entire SPRING25 season, in keeping with the chosen theme, will be predominantly red shades in addition to the most basic black and white.

In terms of fabric choices, the overall palette is black and white. The texture of the black and white fabrics is emphasised by adding other techniques such as embroidery, beading and digital printing effects.

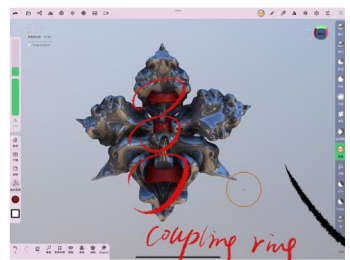
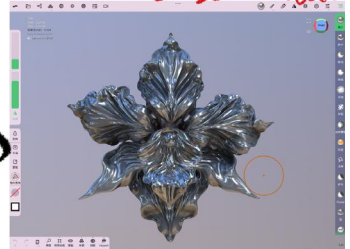


Other jewellery accessories part of the main to take 3d printing process.

Design Sketch



Used NOMAD 3D model.



3D effect on the floral part after the reference.



Evolution of the folds according to the binding effect

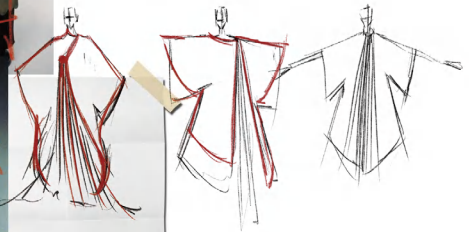
III Swords

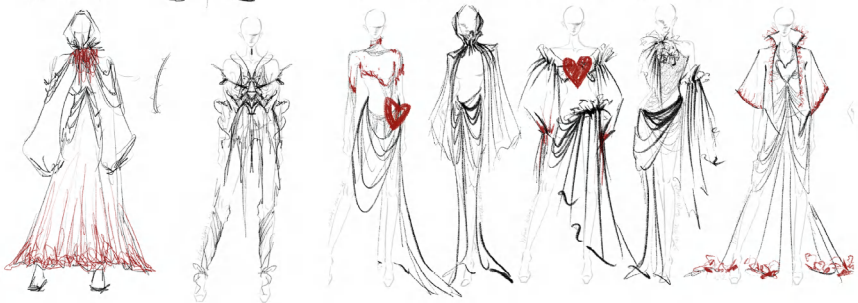
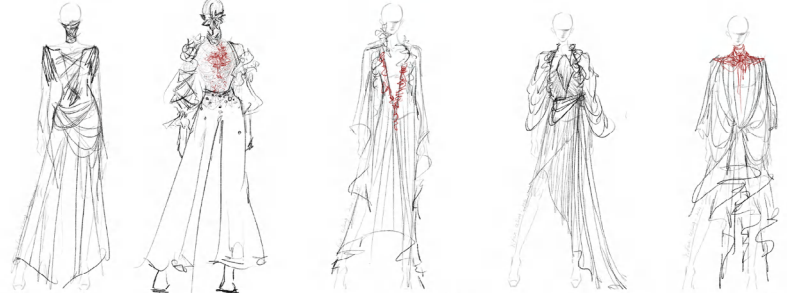
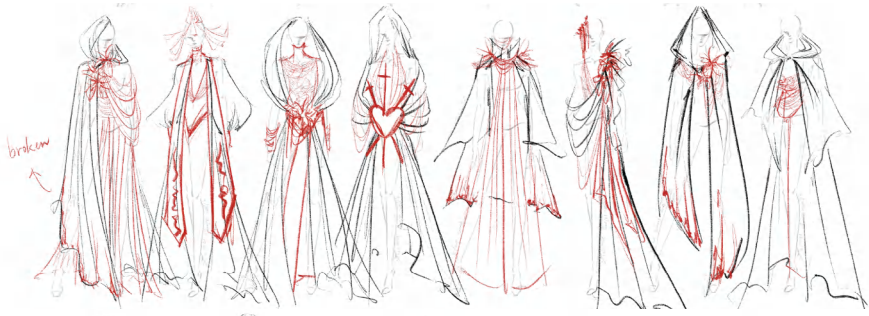


as part of decoration



Turandot → Chinoiserie

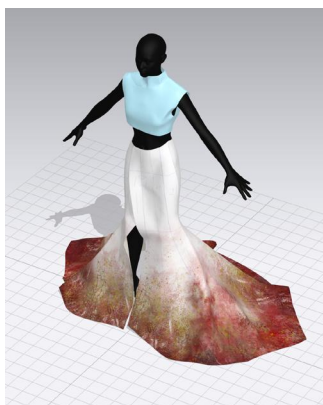




All

Sketch

Garment Development



Collection Lineup



Bytts



Byts

SPRING 25
OUTFITS : 8

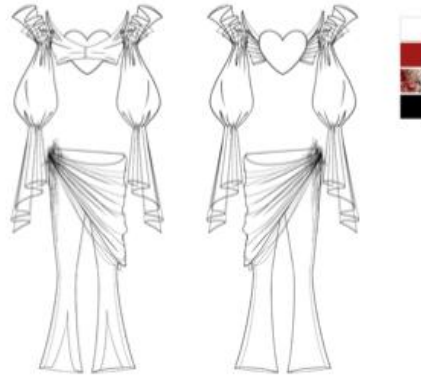
Range Plan

☀️ OUTFIT 1



DRESS:2100RMB

☀️ OUTFIT 2



TOP:540RMB
TROUSERS:380RMB

☀️ OUTFIT 3



DRESS:1600RMB

☀️ OUTFIT 4



NECKWEAR:680RMB
OUTERWEAR:1900RMB

☀️ OUTFIT 5



DRESS:1300RMB

☀️ OUTFIT 6



DRESS:2945RMB

☀️ OUTFIT 7

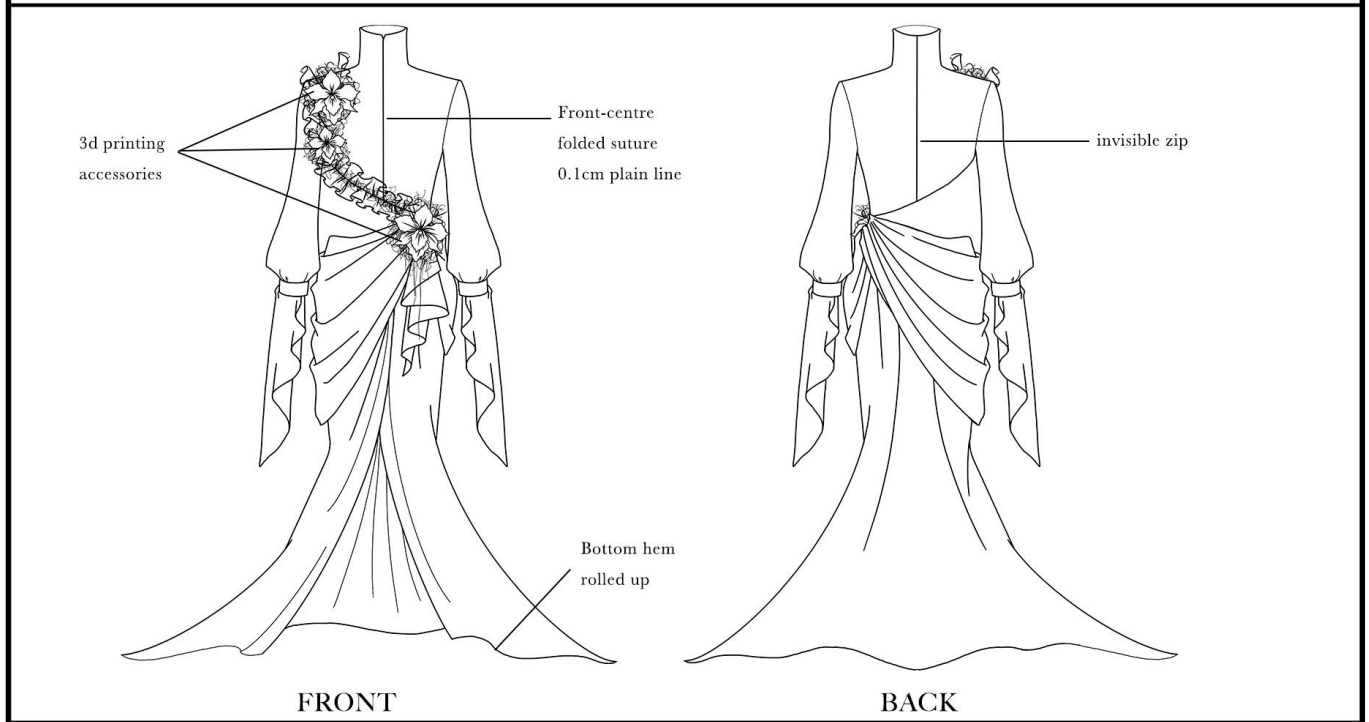


☀️ OUTFIT 8

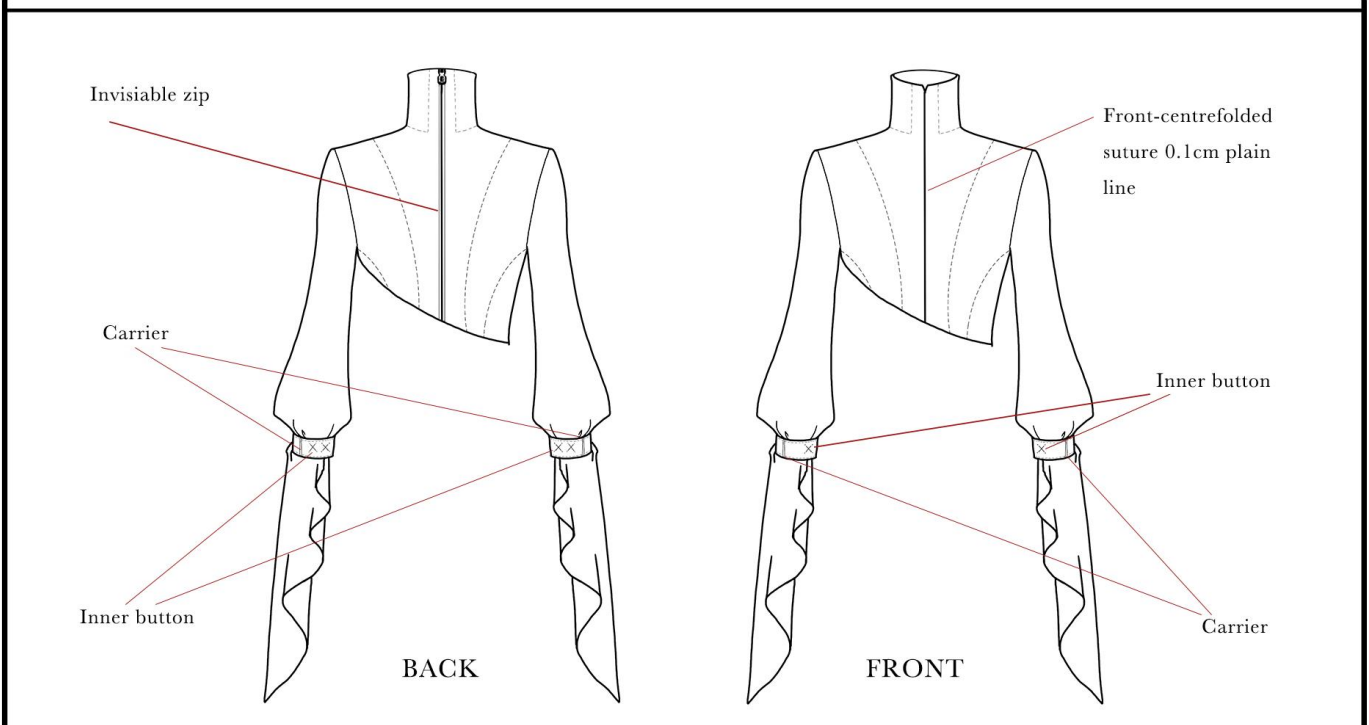


Tech Packs examples

PAGE OF CONTENT:		
BRAND: BYTS DESIGNER: Zikai Cheng SEASON: SPRING 25 STYLE REF: S2501	DESCRIPTION: DATE: 05\2024 PATTERN PIECE: SIZE RANGE: UK8	FABRIC CODE: MAIN FABRIC: Elastic Material LINING: Silks



PAGE OF CONTENT:		
BRAND: BYTS DESIGNER: Zikai Cheng SEASON: SPRING 25 STYLE REF: S2501	DESCRIPTION: DATE: 05\2024 PATTERN PIECE: SIZE RANGE: UK8	FABRIC CODE: MAIN FABRIC: Elastic Material LINING: Silks



Branding



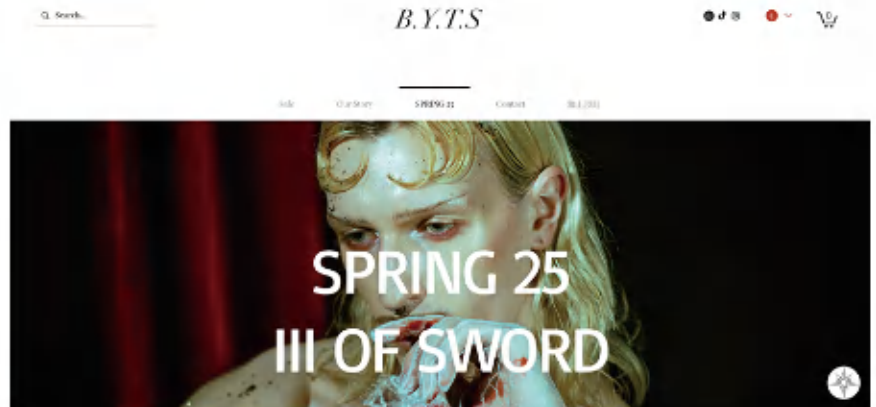
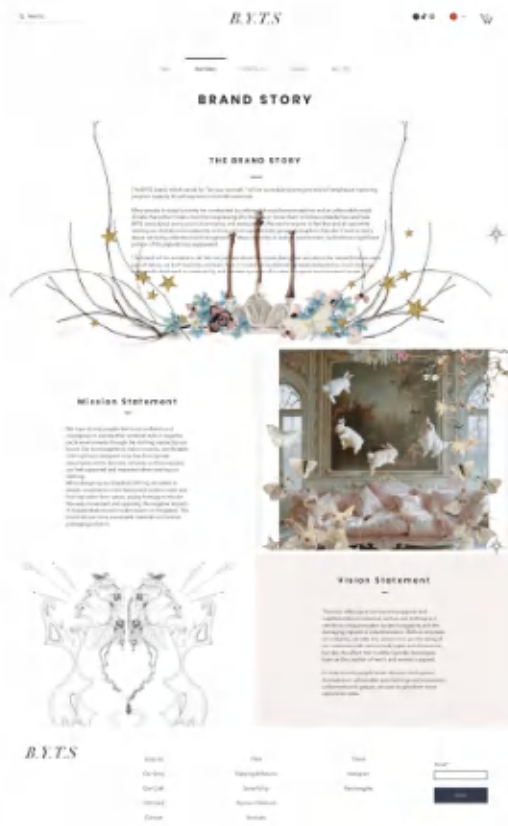
In order to match the size of the products for sale, a total of two types of boxes were designed, as well as two types of paper bags, large and small. All packaging is paper-based for an environmentally friendly and recyclable effect.



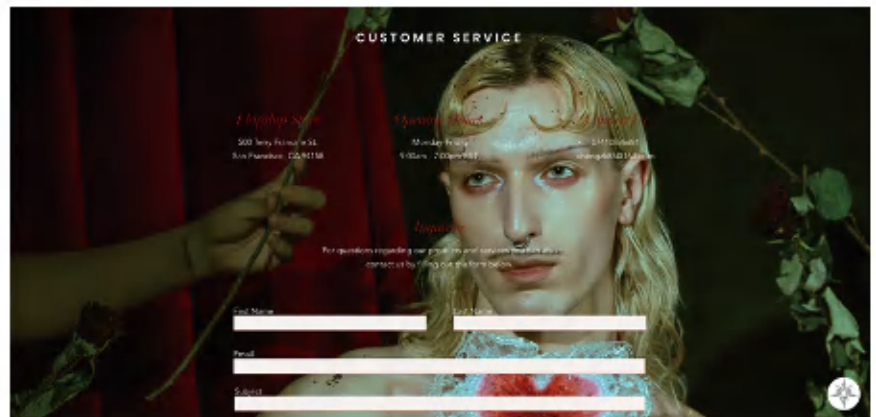
Most clothing labels are thrown away after purchase, but BYTS, as a sustainable brand, uses more environmentally friendly recycled paper for its labels, eliminating excessive waste. The BYTS brand is committed to sustainability, and in doing so, it hopes to inspire its customers to incorporate sustainability into their daily lives. In this regard, we will give every new customer an eco-friendly canvas bag. When customers bring their own shopping bags to our shops, we will give them coupons or gifts to encourage them to do so.



Website



On the BYTS brand website homepage, the first major display is the SPRING25 season's apparel accessories. For BYTS brand, considering the sustainable development, we introduce the brand story, mission, and vision part on the website homepage simultaneously, hoping that customers can understand and pay more attention to our brand.



BYTS

Shop All
Our Story

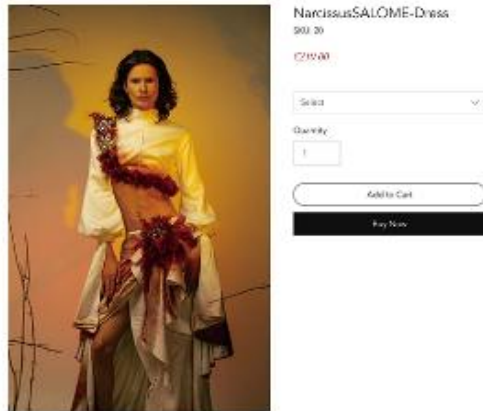
FAQ
Shipping & Returns

Track
Instagram

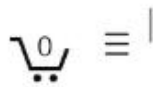
Search



<https://est3158551900.wixsite.com/byts>



On the current homepage, the sales interface is synchronised with the current SPRING25 season dresses and jewellery. More sizes are also available, making it truly inclusive of all groups.



SPRING 25



NarcissusSALOME-corsage flower
£88.00

est3158551900.wixsite.com



est3158551900.wixsite.com

SPRING 25



NarcissusSALOME-Dress
£210.00

est3158551900.wixsite.com

SPRING 25



Ill of Sword-NECKLANE
£50.00

est3158551900.wixsite.com

Mobile Web Preview

In terms of website design, the mobile phone and computer versions were synchronised, taking into account the devices used by the current customer base.



Design: Estire Cheng
Location: London
UCA MA Fashion design



BYTS

SPRING 25

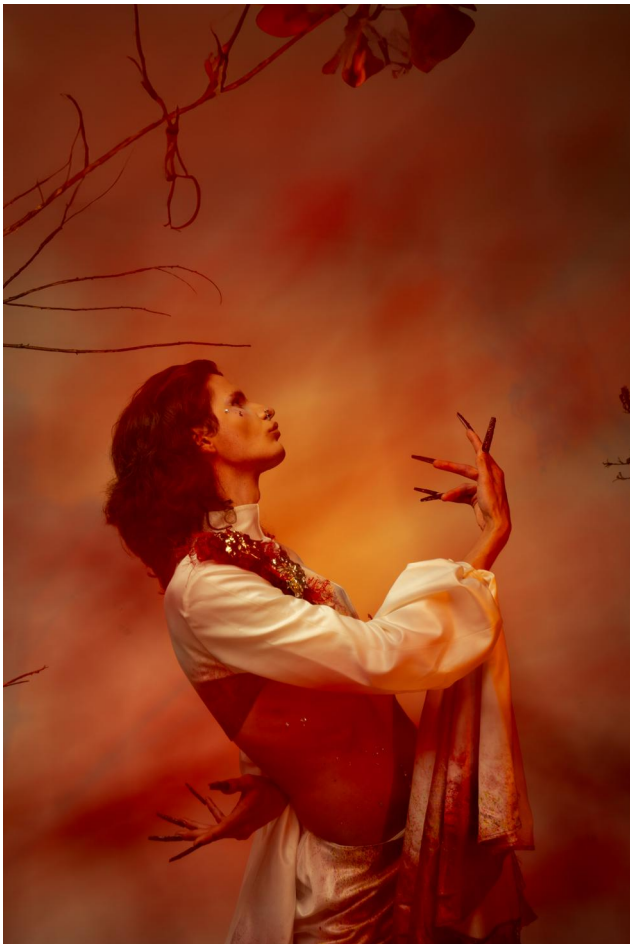


Narcissus SALOME

Designer: Estire Cheng
Photographer: @minmindephoto
Model: @vicky_tian
Makeup: @ryooooo0723

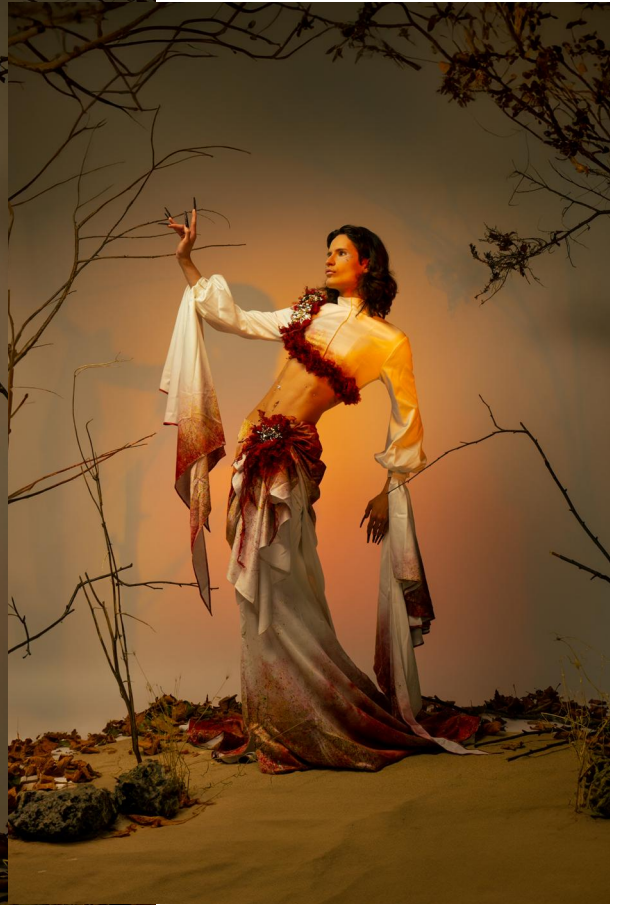


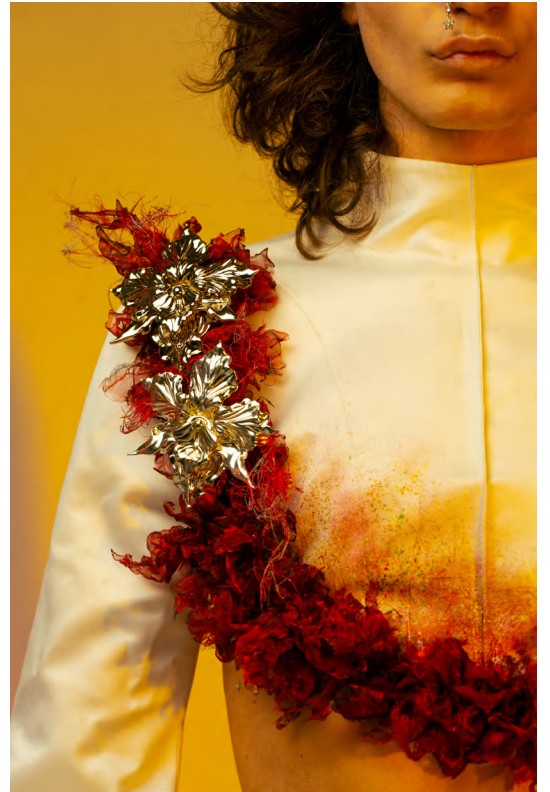




Designer: Estire Cheng
Photographer: @ak.arw_
Model: @iamstarr.xo
Makeup: @ryooooo0723

Narcissus SALOME









Necklace design: Estire Cheng
Photographer: @ak.arw_
Model: @RY RUSH
Makeup:@RY RUSH

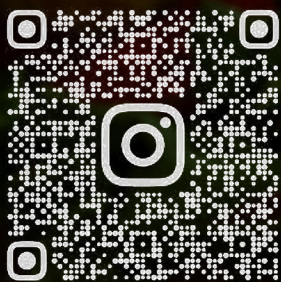


III of Sword





Bryts



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