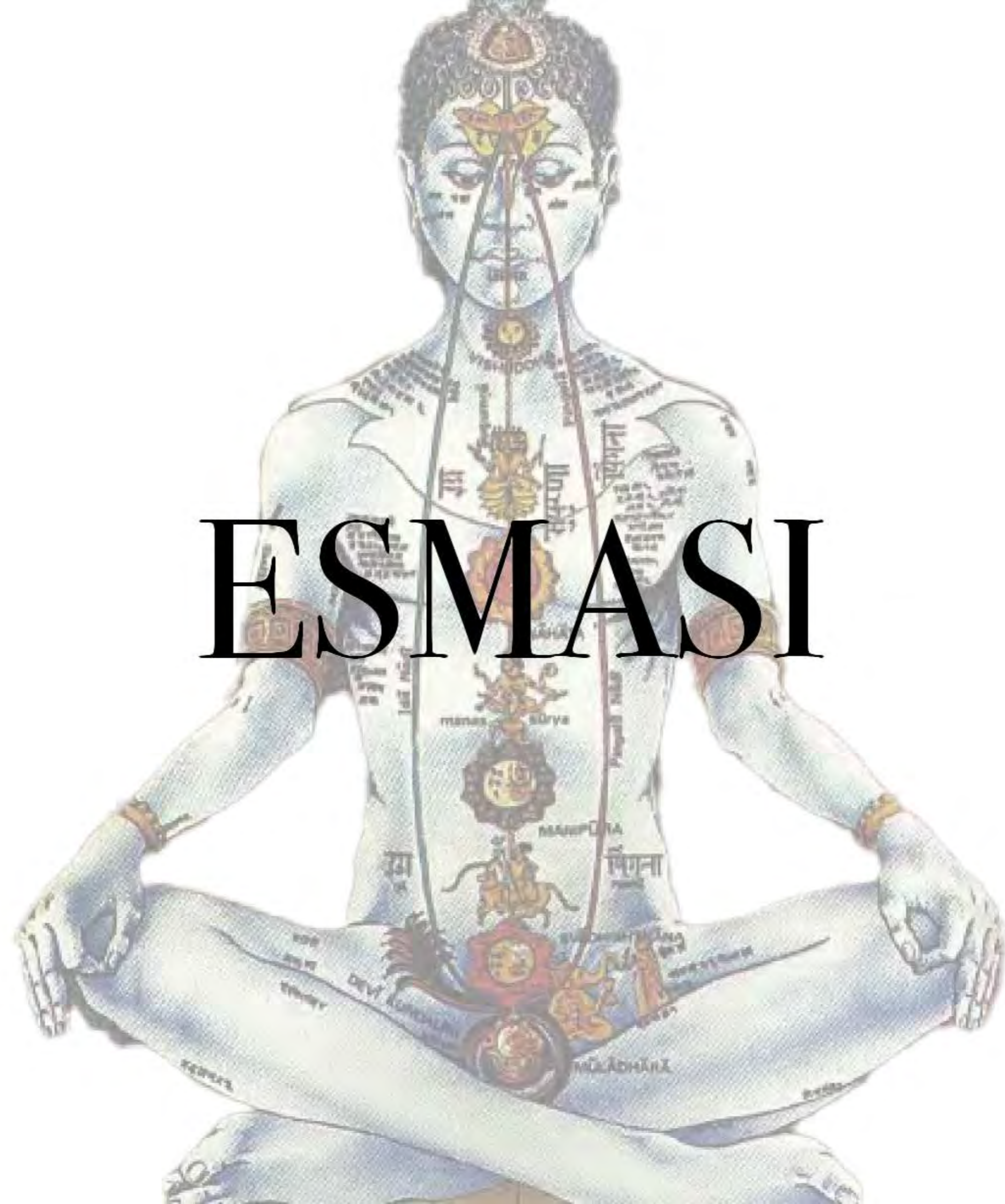




Erick Stephen Masih
Portfolio 2024
2322136



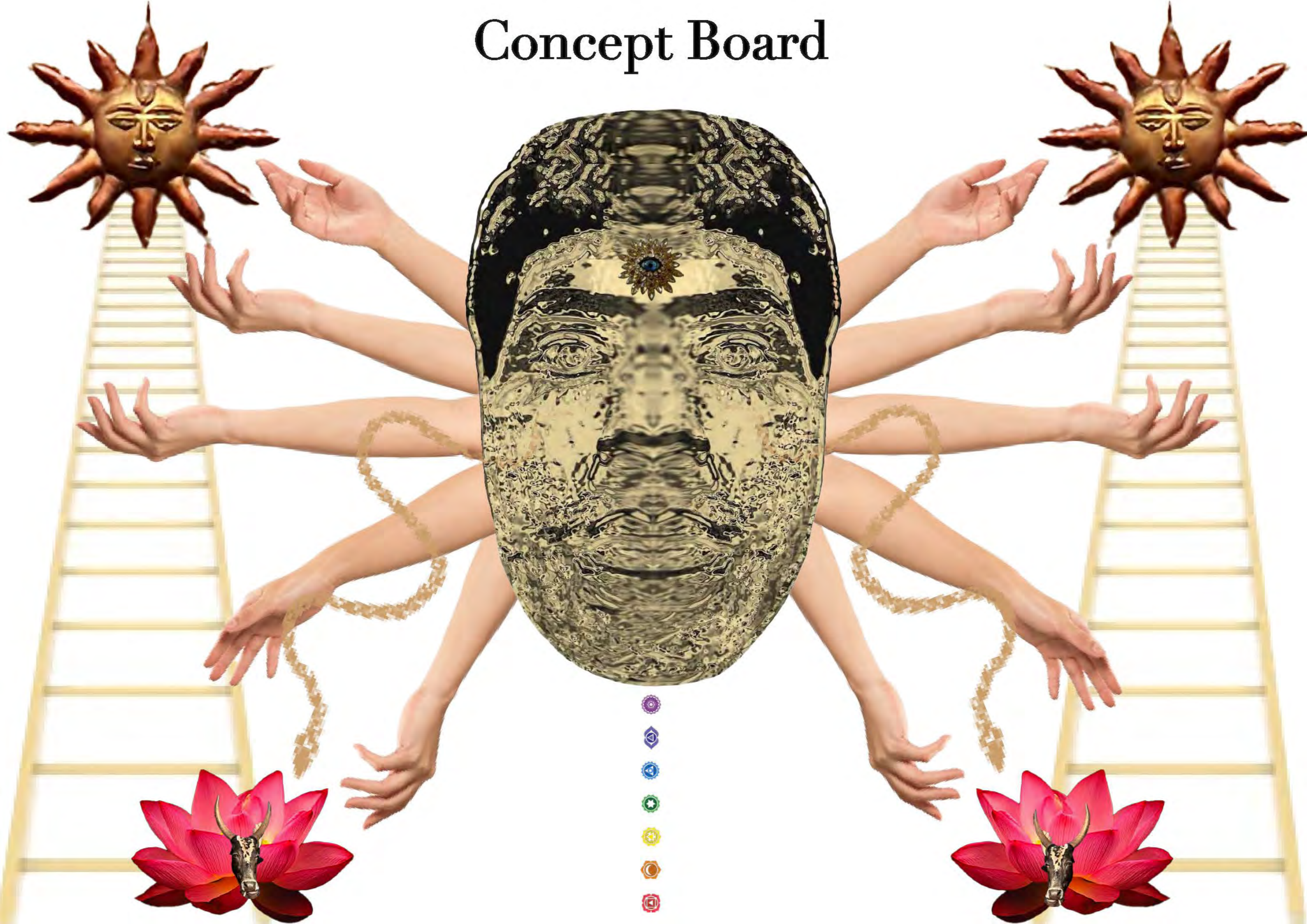
ESMASI

Brand Identity

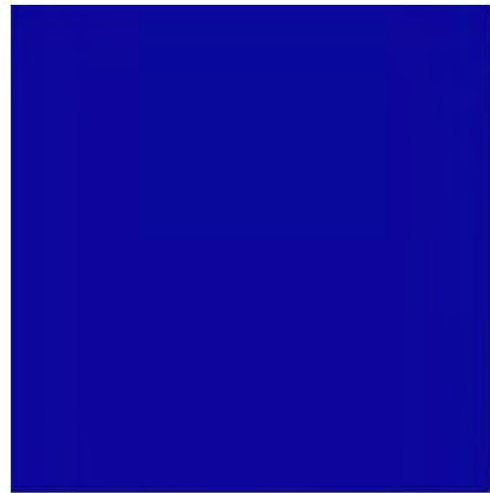
Poised
Vibrant
Surreal
Insouciance
Luxurious
Optimistic
Authentic
Androgynous
Spiritual
Holistic



Concept Board



Colour & Materials



PANTONE®
Blue 072 C



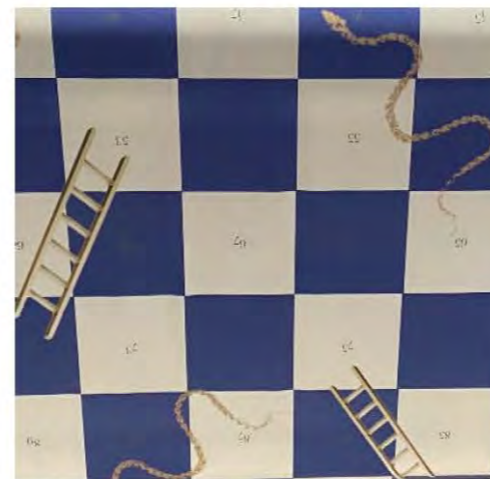
Royal Blue
100% Silk



White
Wool Boucle



PANTONE®
871 C
Gold



Monogram Print
100% Silk



100 %
Copper
Fabric



PANTONE®
11-0601 TCX
Bright White

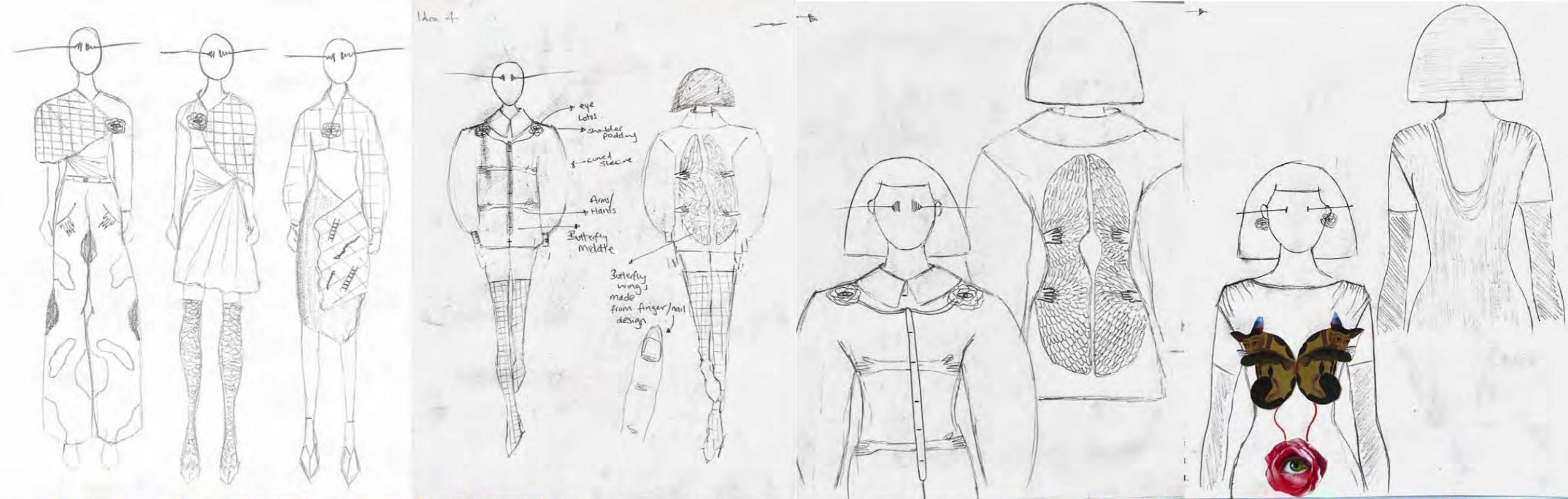


Blue
Wool Boucle



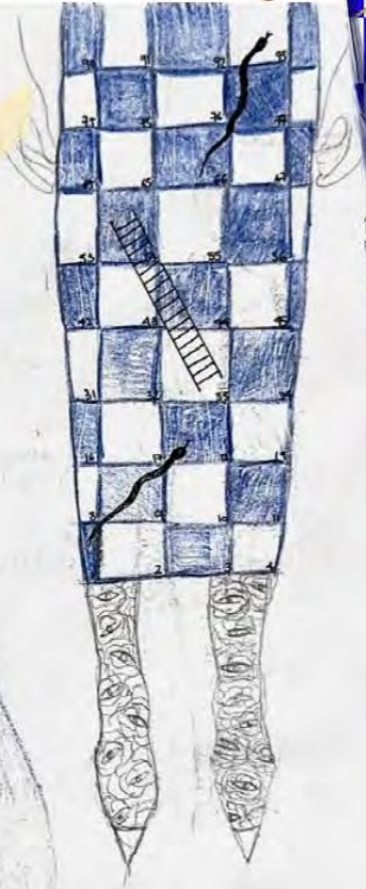
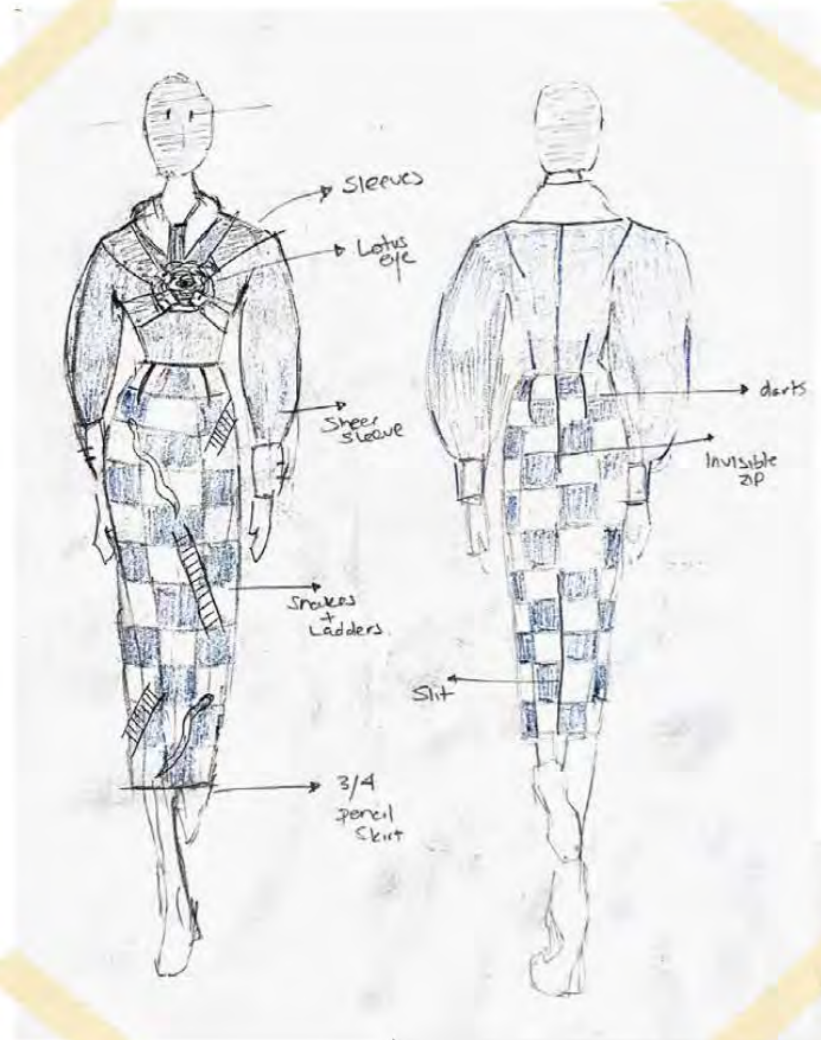
Blue Wool
Boucle
covered
buttons

ESMASI



ESMASI





LOTUS

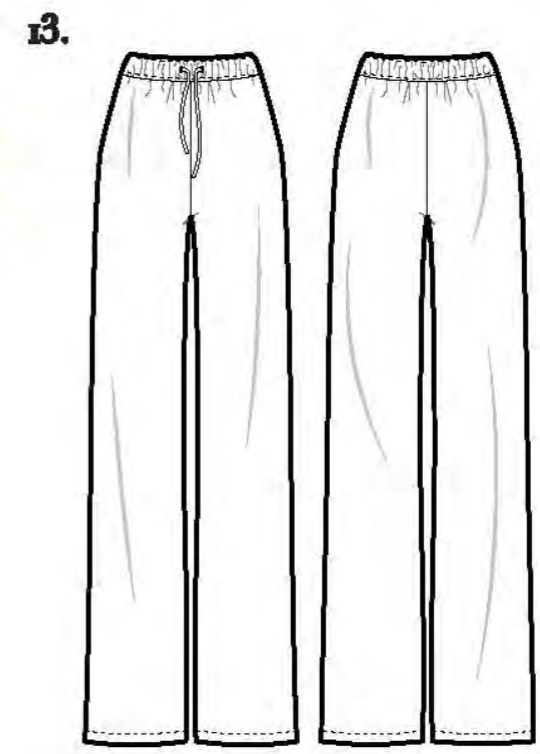
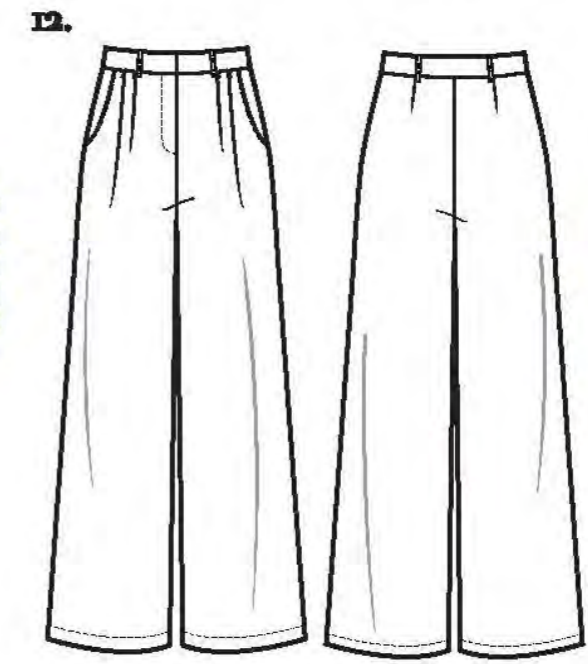
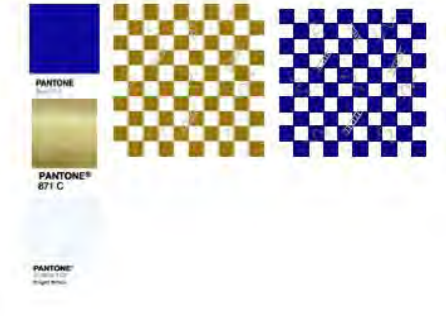
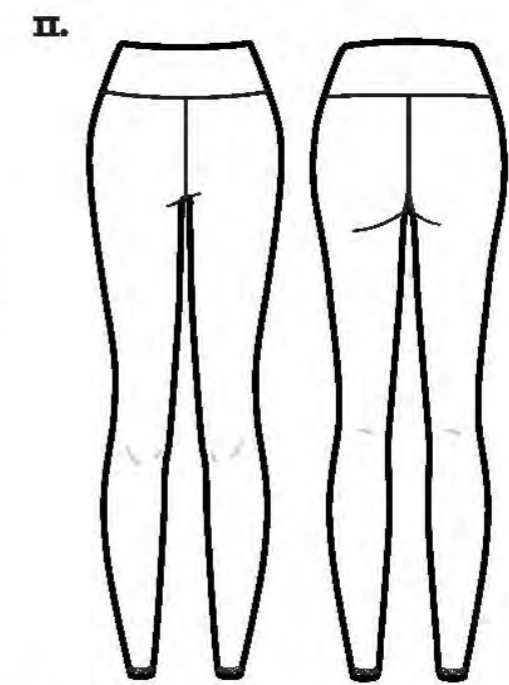
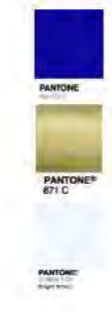
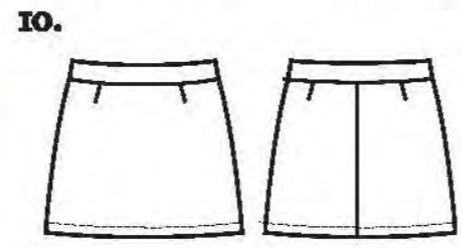
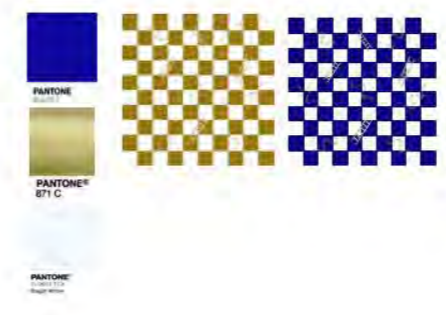
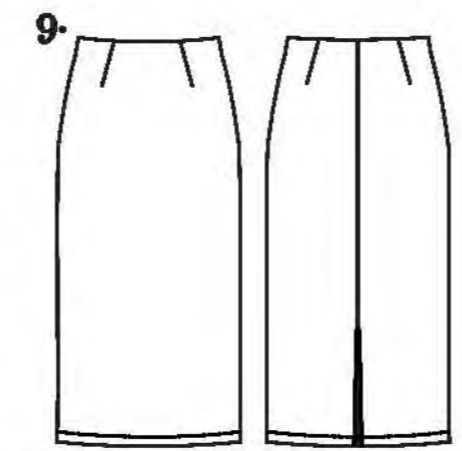
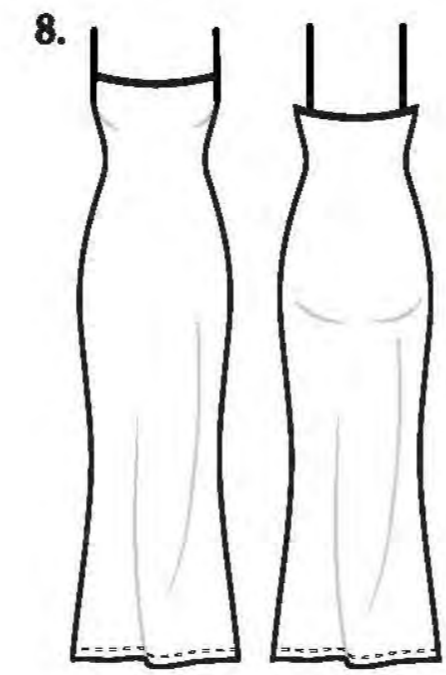
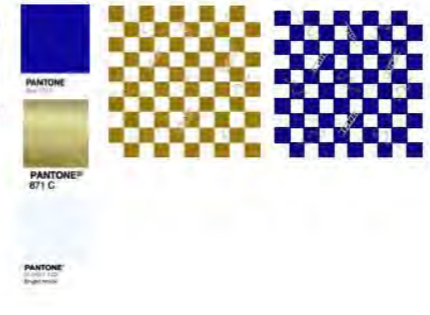
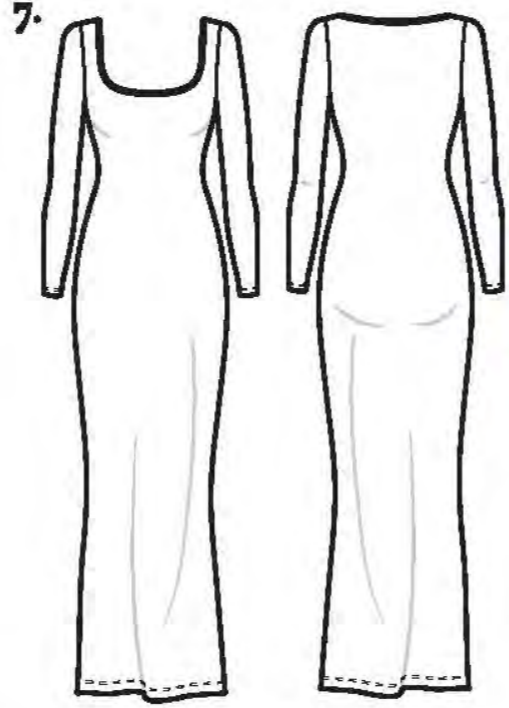
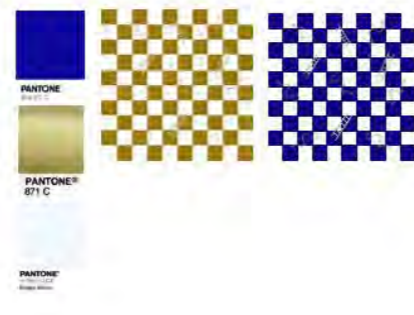
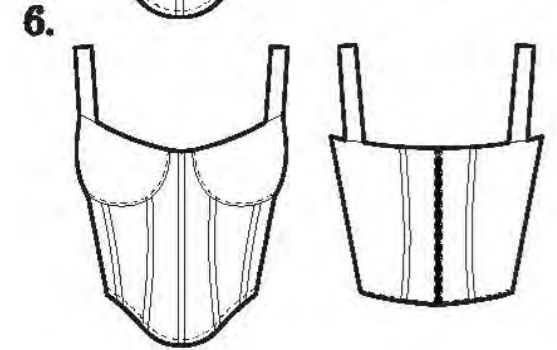
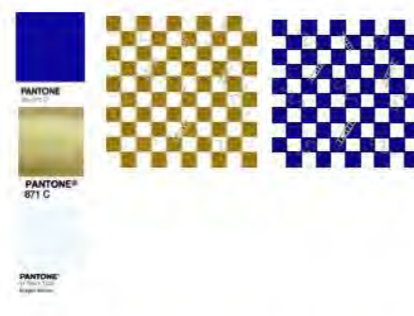
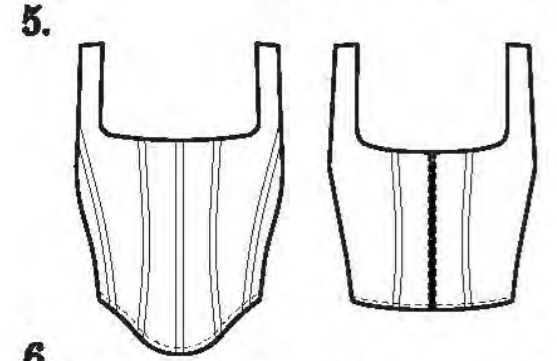
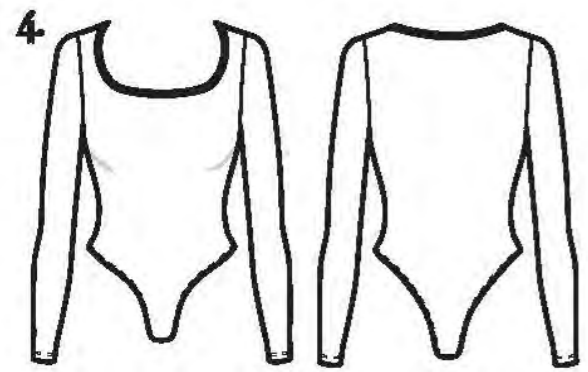
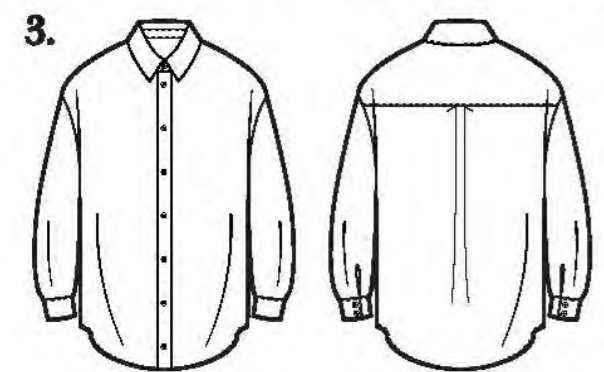
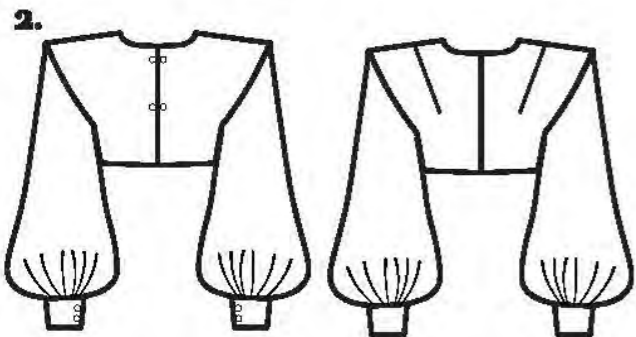
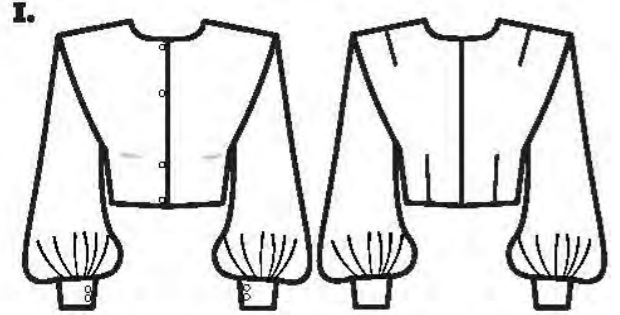
ESMASI



ESMASI
Cruise 24/25
'MOKSHA'
Front Views



ESMASI
Cruise 24/25
'MOKSHA'
Back Views



Front View

Back View

- Shoulder Pads
- Blue Silk Lining (Jacket interior)
- Lotus Embroidery
- White Cuffs
- 2 x Darts (Front)
- 2 x Darts (Back)
- 2x Darts (Sides)
- 7cm cuffs with 2 cover buttons
- Mongram Print in Blue On 100% Silk



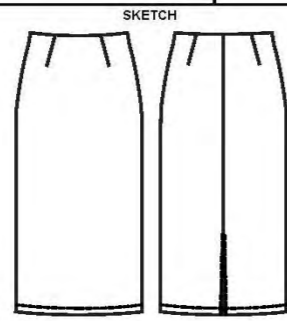
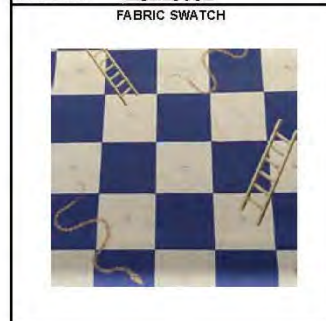
- White Wool Boucle Decorative Sleeves
- Blue Wool Boucle Jacket Sleeves
- 20cm Invisible Zip/CB
- Gathering
- Blue Silk Lining (Skirt interior)
- Slit

Outfit Name:
LOTUS

ESMASI

ESMASI

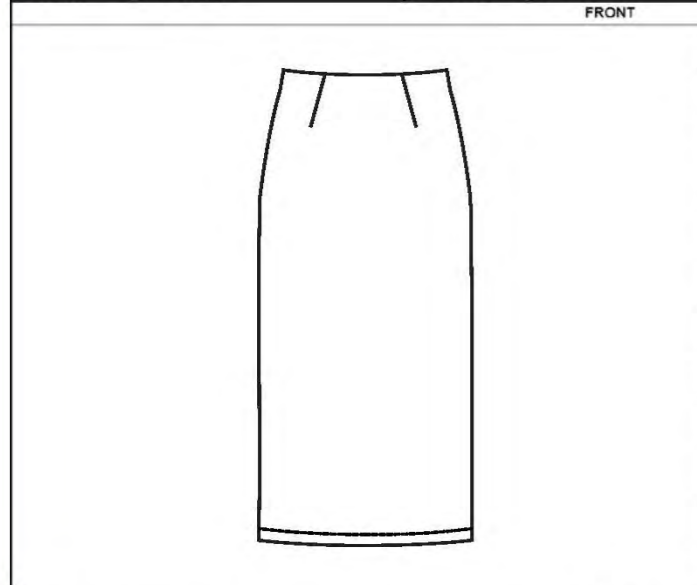
COVER + BOM
 BRAND: **ESMASI**
 DESIGNER: **Erick Stephen Masih**
 SEASON: **Cruise 25**
 STYLE NO: **ESM0001**
 DESCRIPTION: **Midi Pencil Skirt**
 DATE: **2024**
 PATTERN PIECES: **6-12**
 SIZE RANGE: **6-12**
 FABRIC CODE: **ESM/or/B**
 MAIN FABRIC: **White Printed Silk**
 LINING: **Blue Silk**



BILL OF MATERIALS

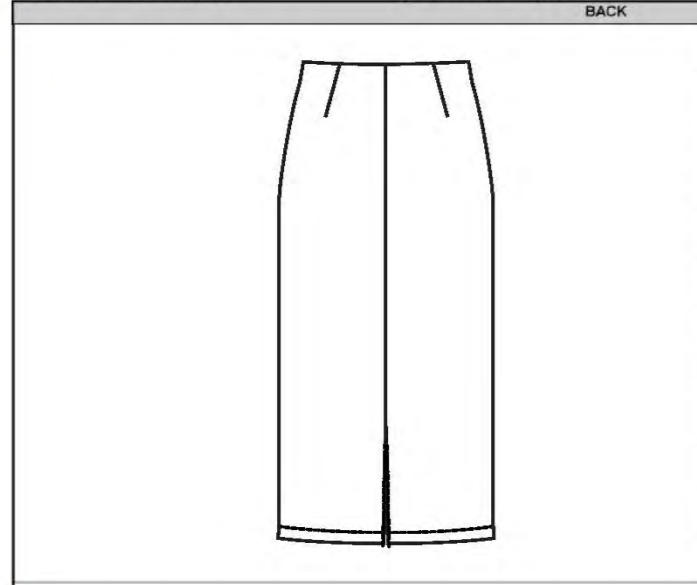
PLACEMENT	ITEM DESCRIPTION	COLOUR	CODE	QTY	WIDTH	SUPPLIER
Skirt Exterior	White Silk	White	001/w	2 x m	1.3m	UCA
Skirt Interior/Lining	Blue Silk	Blue	001/b	1 x m	1.2m	Joel & Sons
White Invisible Zip	1 x 20cm Invisible Zip	White	XX	1	XX	Soho Trimmings
Hook	Aluminium Hook	Silver	XX	1	XX	Soho Trimmings

FRONT
 BRAND: **ESMASI**
 DESIGNER: **Erick Stephen Masih**
 SEASON: **Cruise 25**
 STYLE NO: **ESM0001**
 DESCRIPTION: **Midi Pencil Skirt**
 DATE: **2024**
 PATTERN PIECES: **6-12**
 SIZE RANGE: **6-12**
 FABRIC CODE: **ESM/or/B**
 MAIN FABRIC: **White Printed Silk**
 LINING: **Blue Silk**



- 1 Sample is correct, please follow sample
- 2 Waist 69cm x Length 80cm
- 3 2 x Front Darts 15cm
- 4 2 x Side Seam Darts 25cm
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12

BACK
 BRAND: **ESMASI**
 DESIGNER: **Erick Stephen Masih**
 SEASON: **Cruise 25**
 STYLE NO: **ESM0001**
 DESCRIPTION: **Midi Pencil Skirt**
 DATE: **2024**
 PATTERN PIECES: **6-12**
 SIZE RANGE: **6-12**
 FABRIC CODE: **ESM/or/B**
 MAIN FABRIC: **White Printed Silk**
 LINING: **Blue Silk**



- 1 Sample is correct, please follow sample
- 2 Waist 69cm x Length 80cm
- 3 20 cm Slit in Center Back
- 4 20 cm Invisible Zip Center Back
- 5 2 x Back Darts 15cm
- 6 Hook to finished by hand
- 7
- 8
- 9
- 10
- 11
- 12



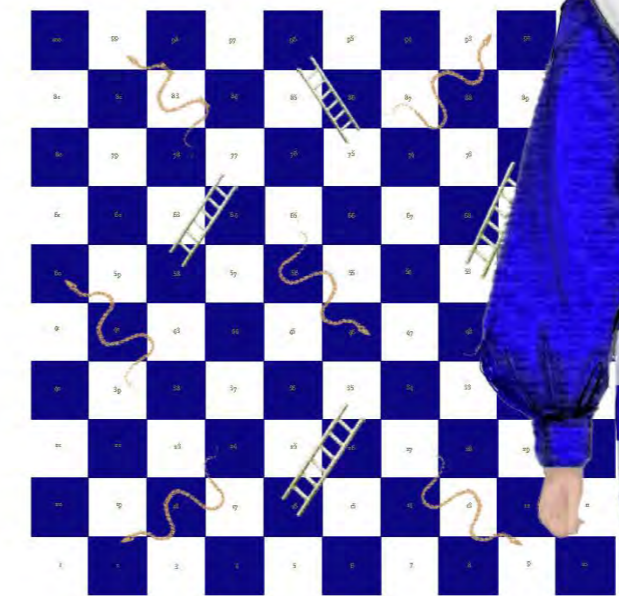
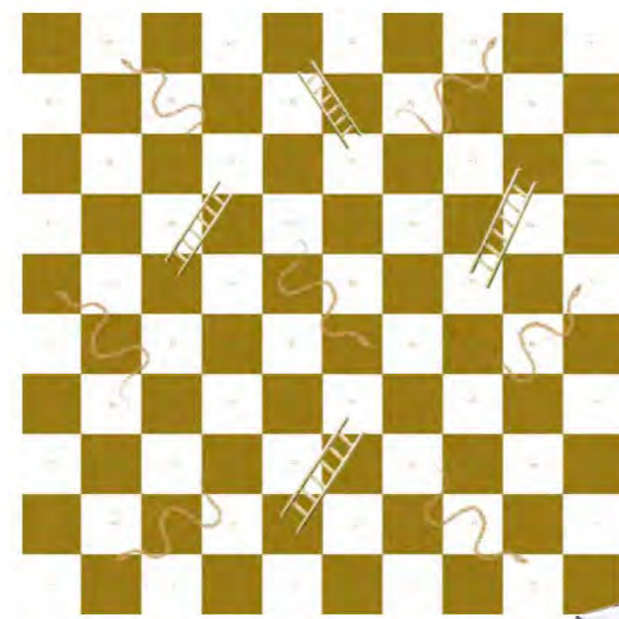
PANTONE®
Blue 072 C



PANTONE®
871 C



PANTONE®
11-0601 TCX
Bright White





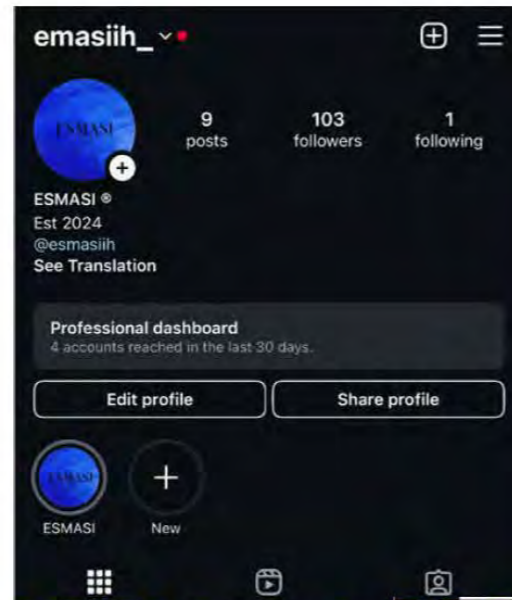




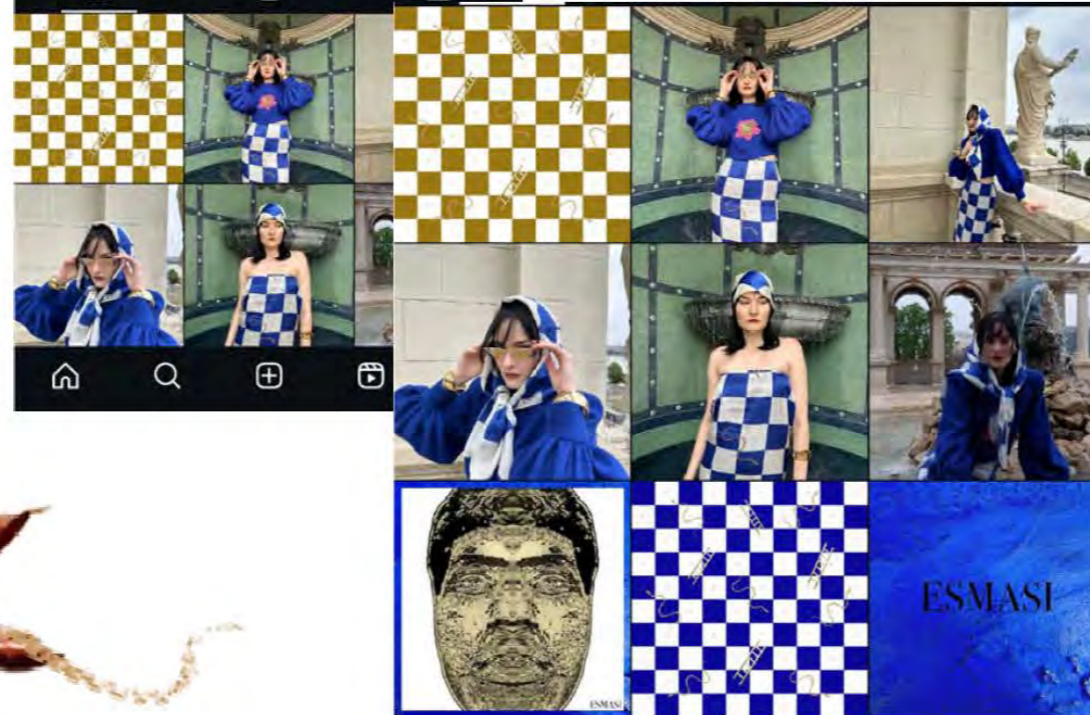
ESMASI

Branding Examples

I. ESMASI



2.



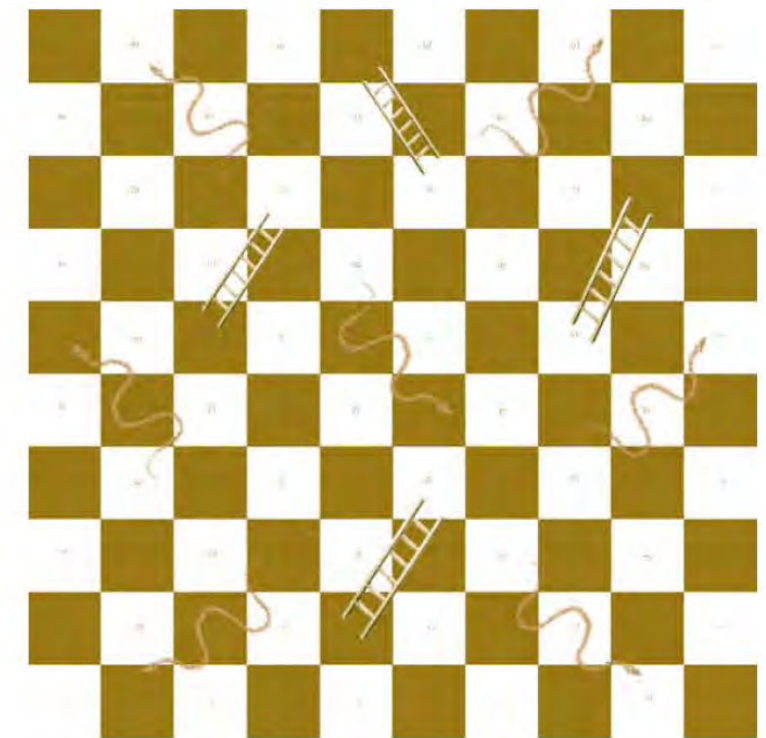
3.



4.



5.



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