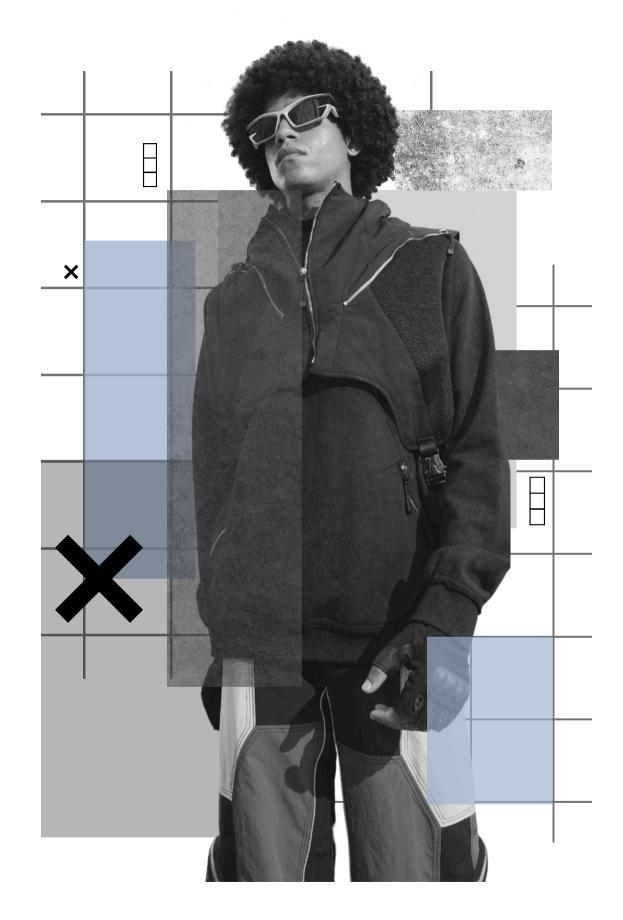


ANARCHIXT Streetwear Clothing





BRAND OVERVIEW

Anarchixt is a utilitarian streetwear brand designed for Gen-Z men; featuring modular elements to create a **#DystopianFuture** look. Anarchixt's designs are not only functional but also futuristic, drawing inspiration from dystopian futures. Anarchixt wants to inspire positive change and is created with a **commitment to the environment**, using eco-friendly materials and responsible fashion techniques, creating a conscious fashion movement that goes beyond trends and embraces **sustainability as a key concept.**

The brand offers a range of products, including jackets, outerwear, sweatshirts, hoodies, cargo pants, trousers, and accessories such as balaclavas, gloves, modular bags, and eyewear. It caters to individuals with a passion for technology, futuristic concepts, dystopian literature, and sci-fi movies.

BRAND STORY

"Anarchixt redefines streetwear by going beyond conventional design to express a cause. We promote environmental and social responsibility, creating a conscious fashion movement that goes beyond trends and embraces sustainability as a key concept."

MISSION

"Our mission is to create cutting-edge, sustainable streetwear that empowers individuals to express themselves responsibly"

VISION

"Our vision is to inspire a global community that embraces eco-friendly choices without compromising on style, fostering a culture where responsible fashion becomes a powerful force for positive change."

UNIQUE SELLING PROPOSITION

SUSTAINABLE STREETWEAR

Anarchixt's products are crafting with a commitment to the environment, using eco-friendly materials and responsible fashion practices.

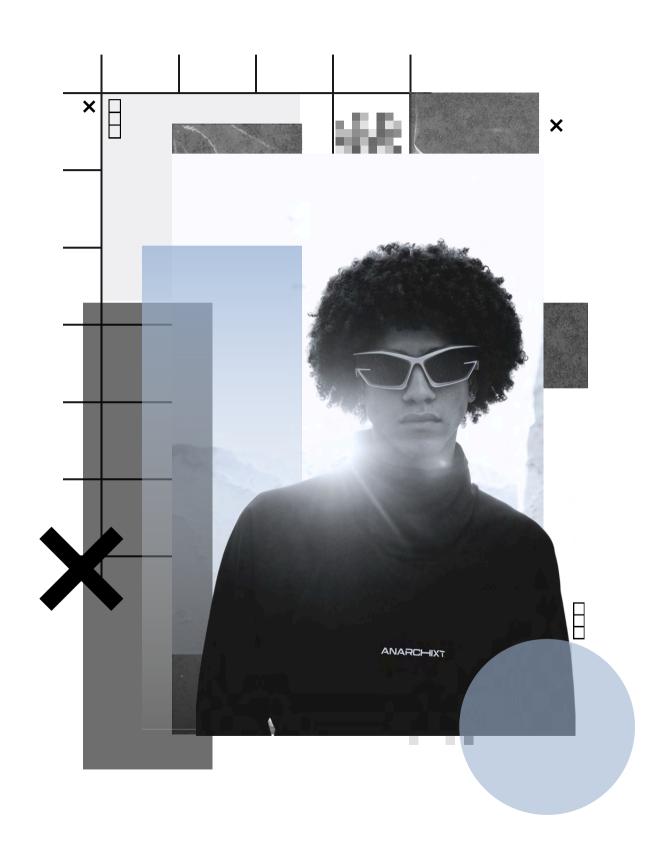
- Supporting Circular Economy: By repurposing deadstock fabrics, you contribute to the circular economy by keeping materials in use for as long as possible.
- **Recycled Materials:** Trims and accessories made from recycled plastics to repurposing materials and reducing plastic waste.
- **Plastic-Free Packaging:** Offering 100% plastic-free e-commerce packaging
- Overproduction and Waste Reduction: minimize environmental impact by avoiding excess production and waste

CUSTOMIZABLE DESIGNS

Anarchixt offers modular streetwear that allows Gen-Z men to personalize their look, reflecting their individuality and rebellious spirit in a dystopian-inspired aesthetic.

ANARCHIXT CREATIVE STUDIO

Each garment features a unique QR code that connects to social media platforms and unlocks personalized digital content, such as styling advices from professionals, accessory recommendations, outfit inspirations, and trends handpicked by influencers and celebrities. It also serves as a platform for customers to showcase their outfit ideas and inspire other fashion enthusiasts.



//DESIGN CONCEPT BOARD



COLOUR PALETTE

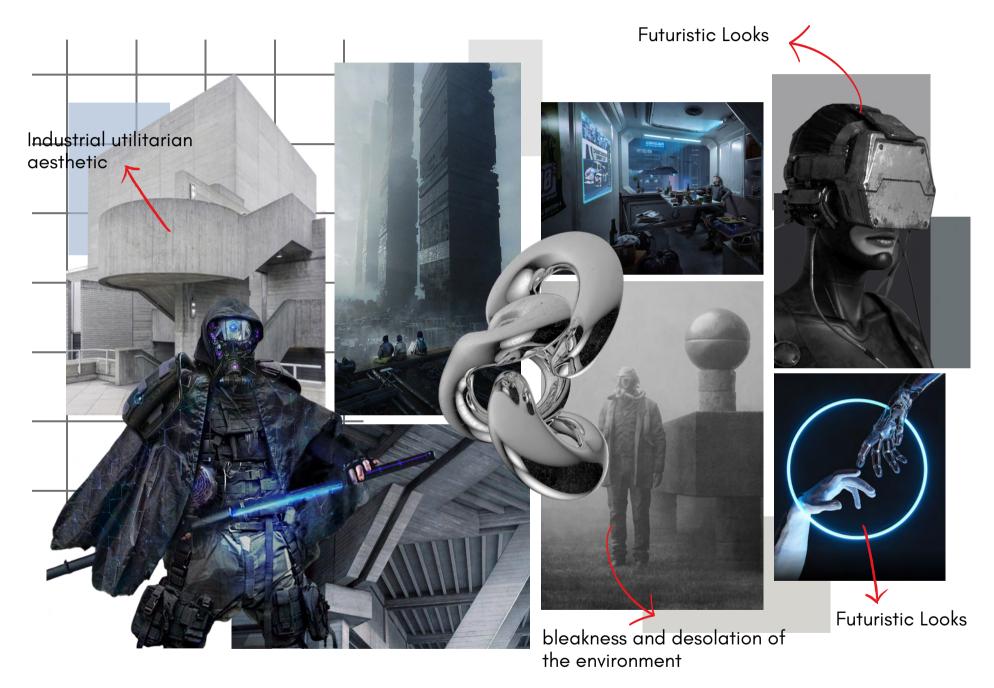
COLOUR PALETTE INSPIRATION

The color palette for Anarchixt's dystopian futures collection draws inspiration from concepts such as, brutalist architecture, cyberpunk aesthetics, futuristic elements, and post-apocalyptic themes.

The colors are optical white, Digital mist, Circular grey, Basalt, Black and Moonstone blue to create a dark and futuristic look to my collection.

Moon stone blue; adds a subtle yet significant contrast to the predominantly grey palette.





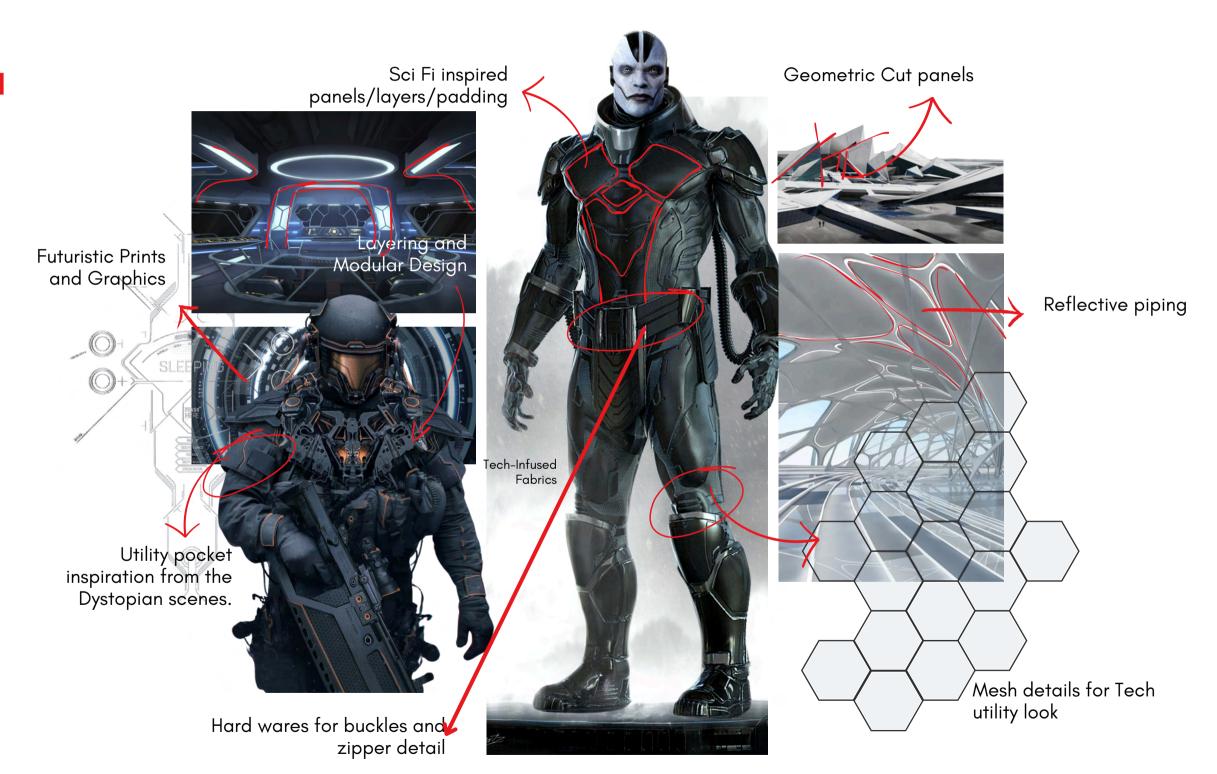
DESIGN ELEMENTS

DESIGN ELEMENTS INSPIRATION

Anarchixt's Dystopian Future fashion collection draws inspiration from futuristic and post-apocalyptic themes.

Incorporating panels and padding reminiscent of sci-fi armor and protective gear adds a futuristic edge to the garments. Drawing inspiration from brutalist architecture, geometric paneling is integrated into the designs.

Utilizing high-tech fabrics with advanced properties enhances the functionality of the garments.

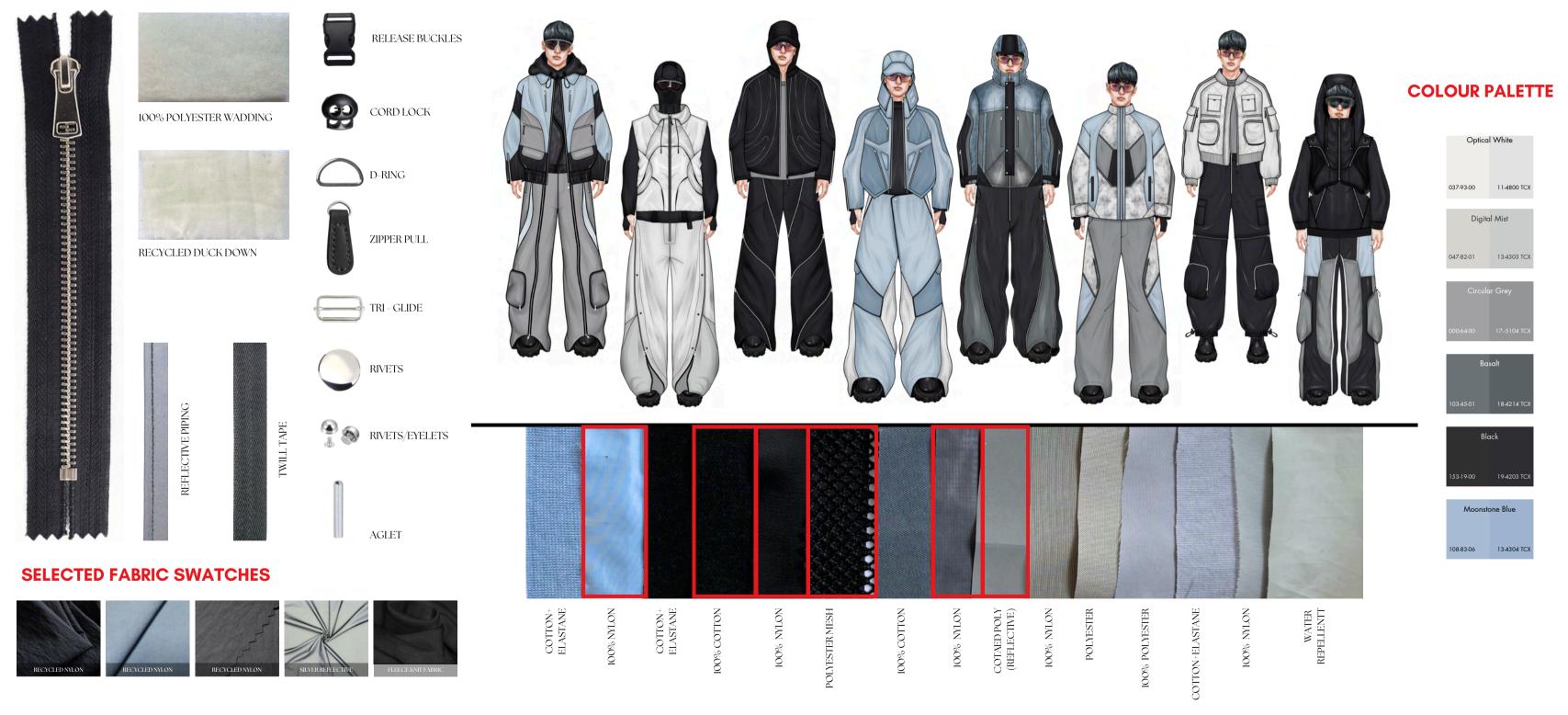


FABRIC & TRIM BOARD

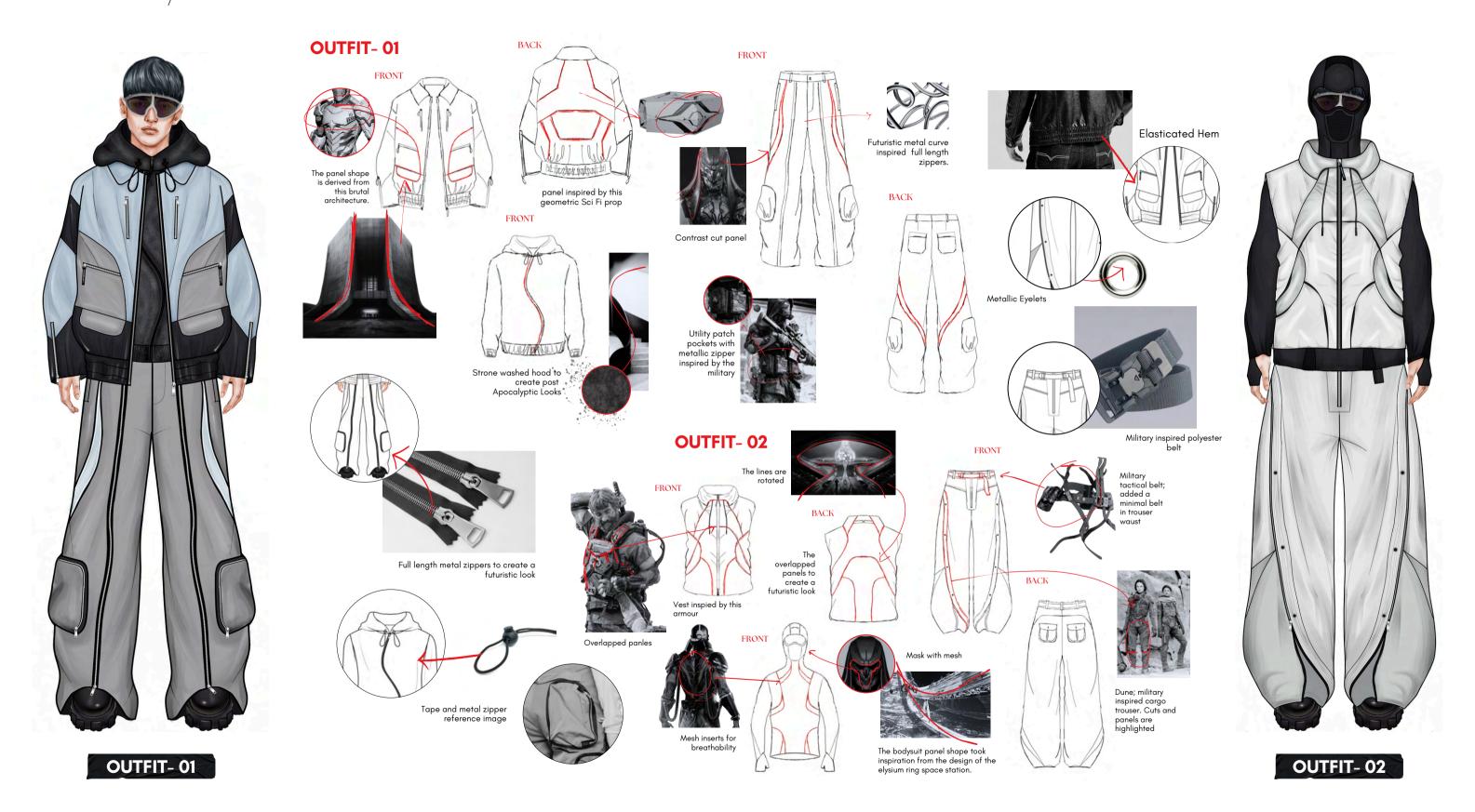
ANARCHIXT.

TRIMS/ACCESSORIES



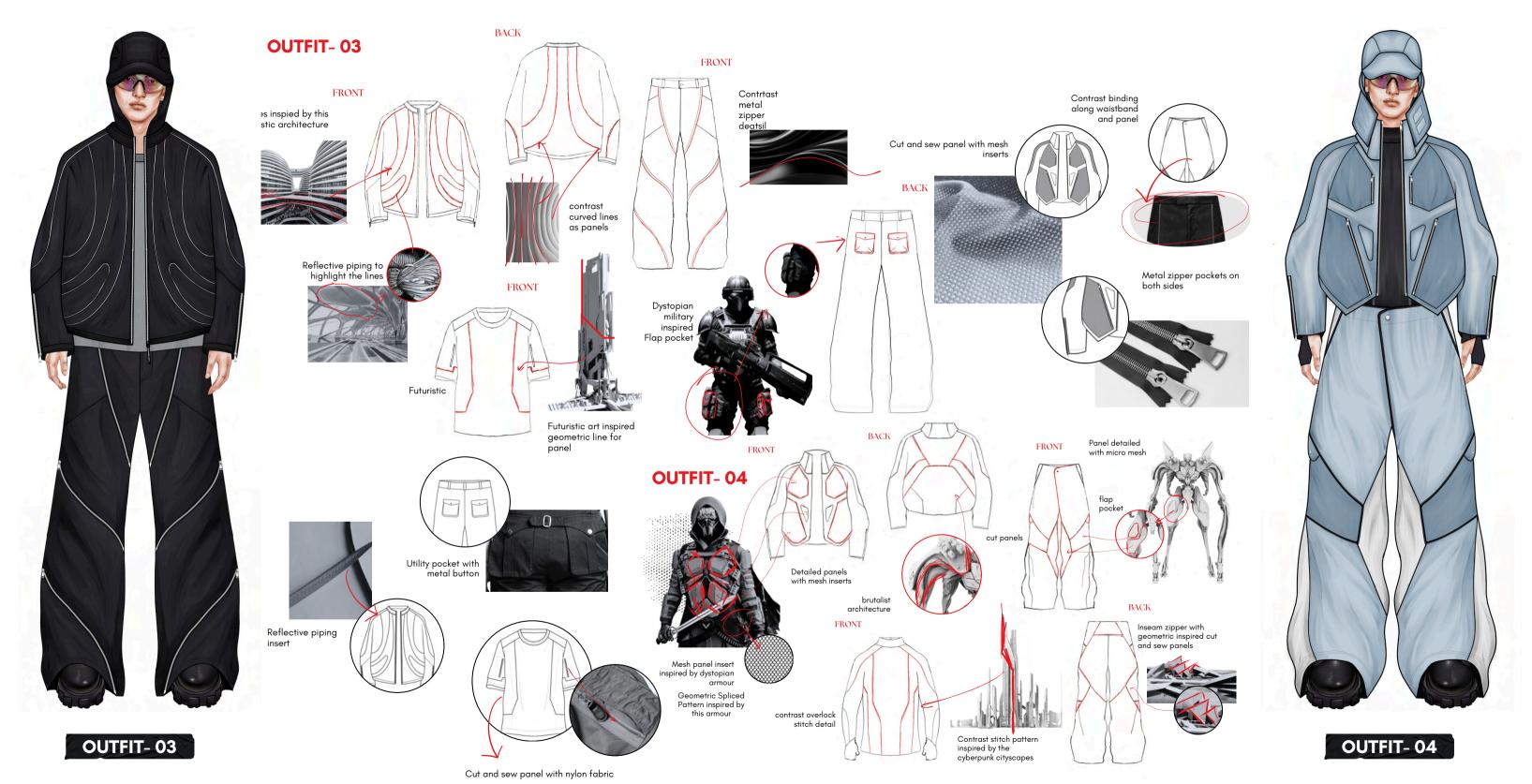


OUTFIT- 01/ OUTFIT- 02 - DESIGN INSPIRATIONS



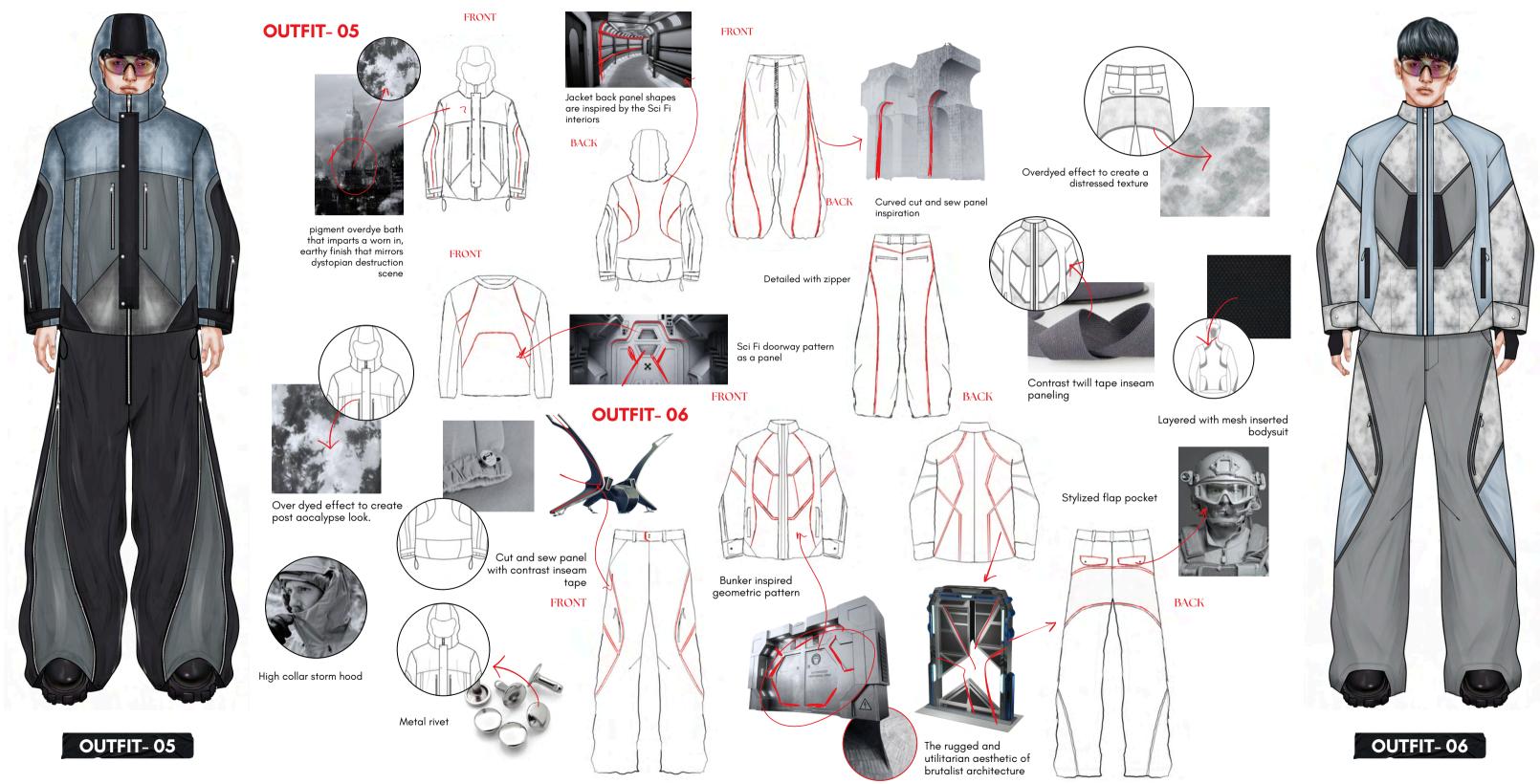
OUTFIT- 03/ OUTFIT- 04 - DESIGN INSPIRATIONS

ANARCHIXT.



OUTFIT-05/OUTFIT-06-DESIGNINSPIRATIONS

ANARCHIXT



OUTFIT- 07/ OUTFIT- 08 - DESIGN INSPIRATIONS

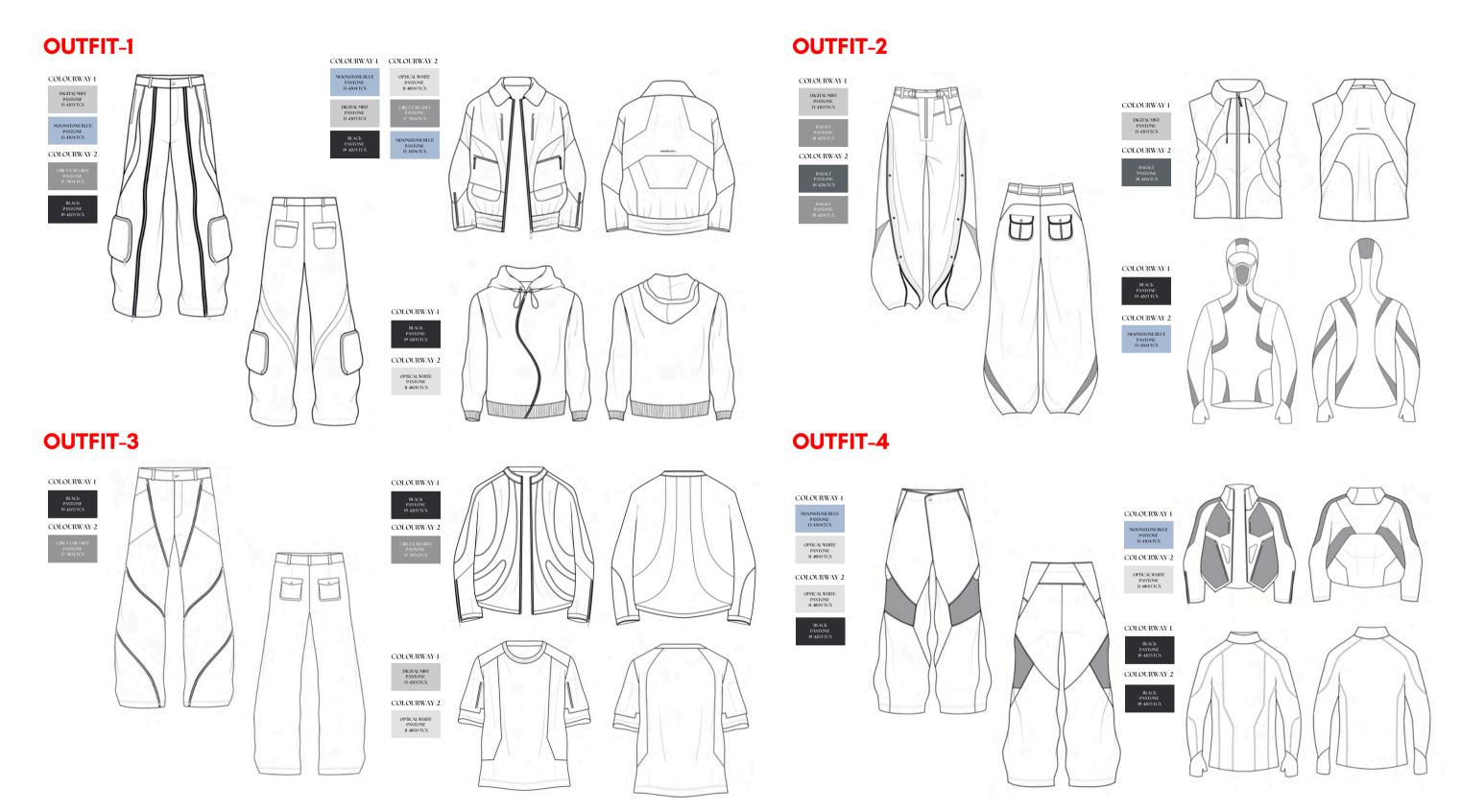
ANARCHIXT.



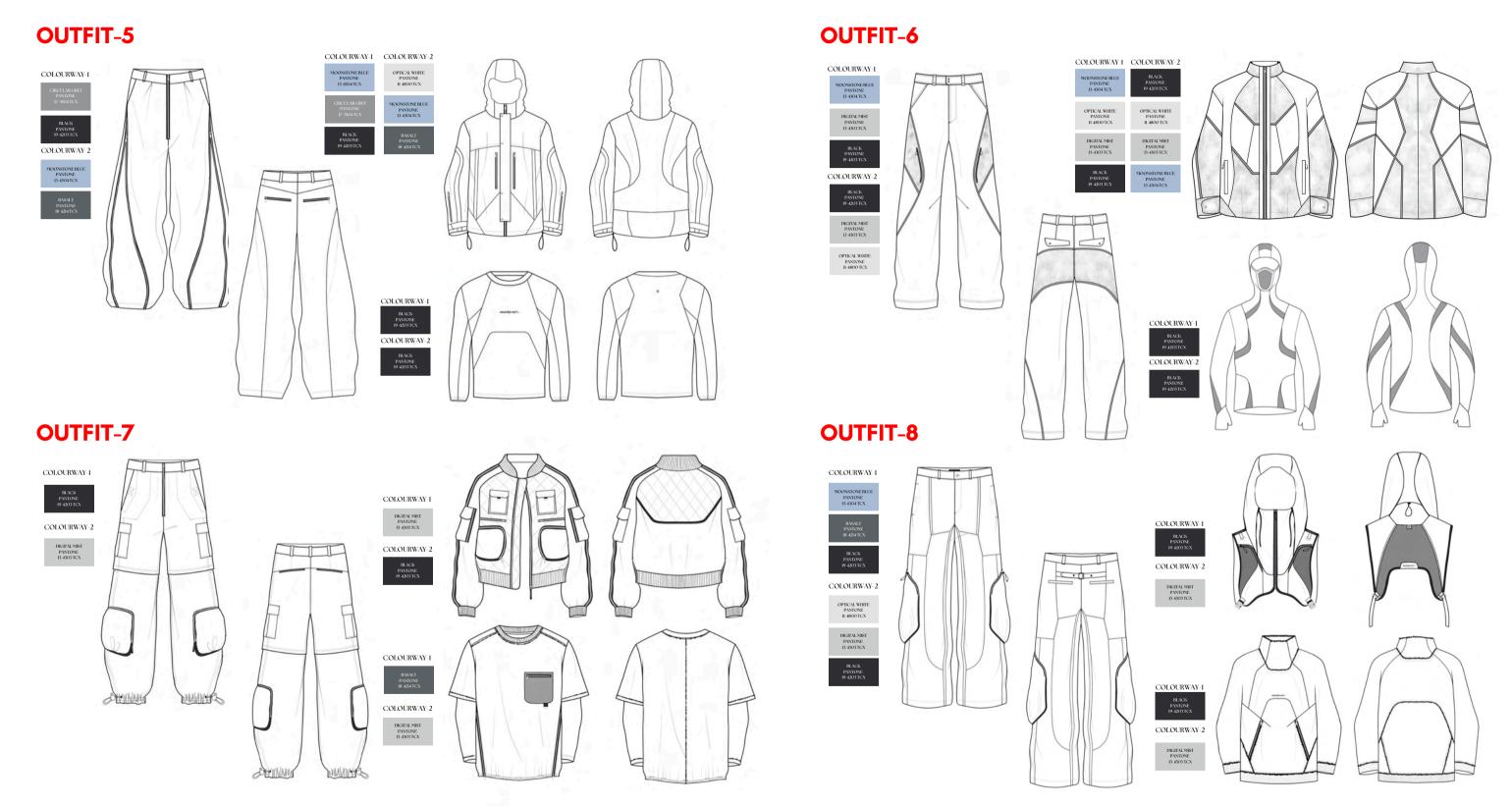
DYSTOPIAN FUTURES COLLECTION LINEUP



RANGE PLAN & COLORWAYS

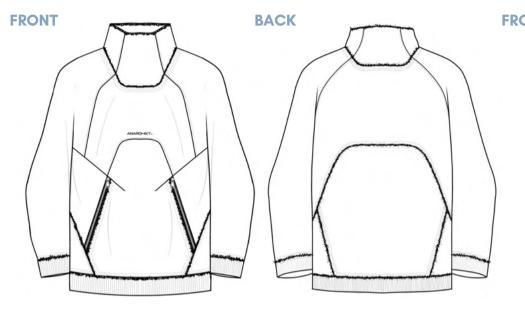


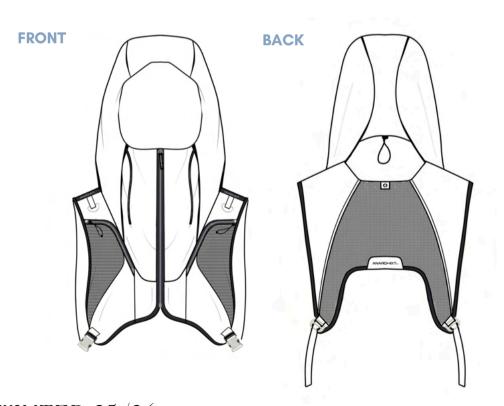
RANGE PLAN & COLORWAYS



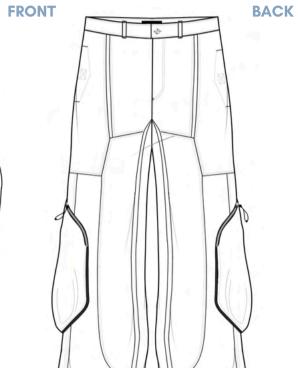
FINAL OUTFIT

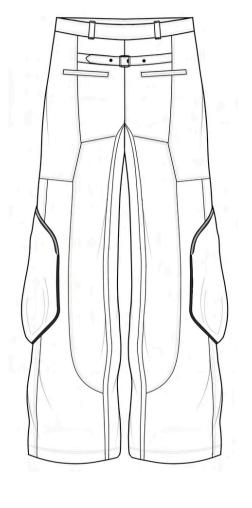






VEST JACKET





FABRIC SWATCHES













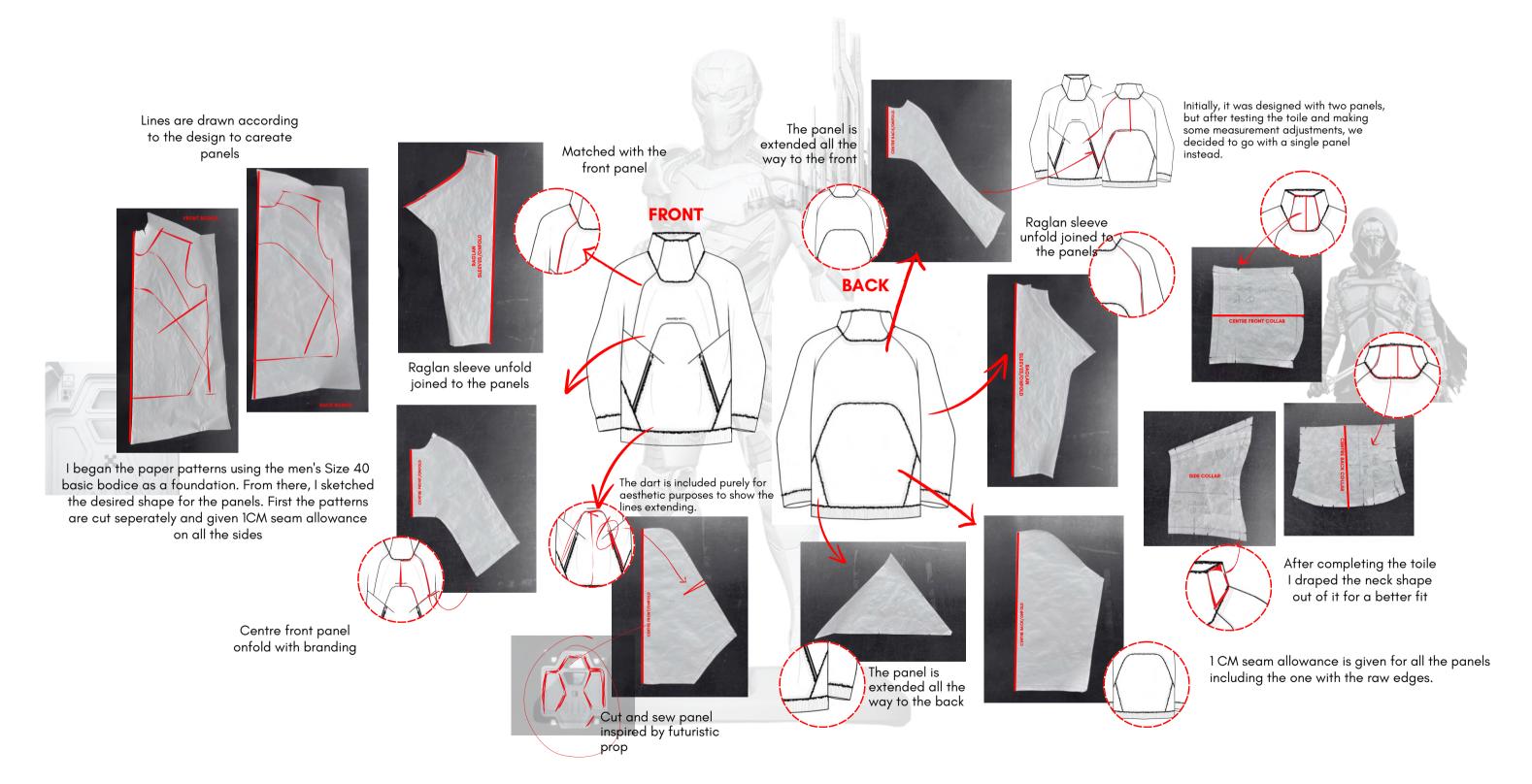
COLOUR PALETTE



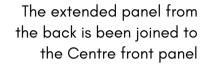


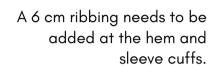


PANELLED PULLOVER PATTERN DEVELOPMENT



PANELLED PULLOVER TOILE DEVELOPMENT



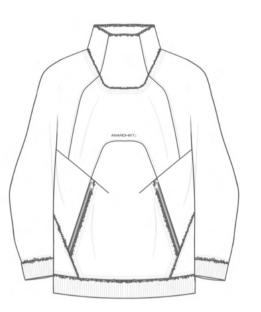




The process began with an initial neck height of 14 cm, but the shape was not visible due to the height. Therefore, it was adjusted to 10 cm to achieve the desired appearance.



FRONT



I wasn't satisfied with the neck shape we initially created, so I made a few measurement changes.



Raw edge finish

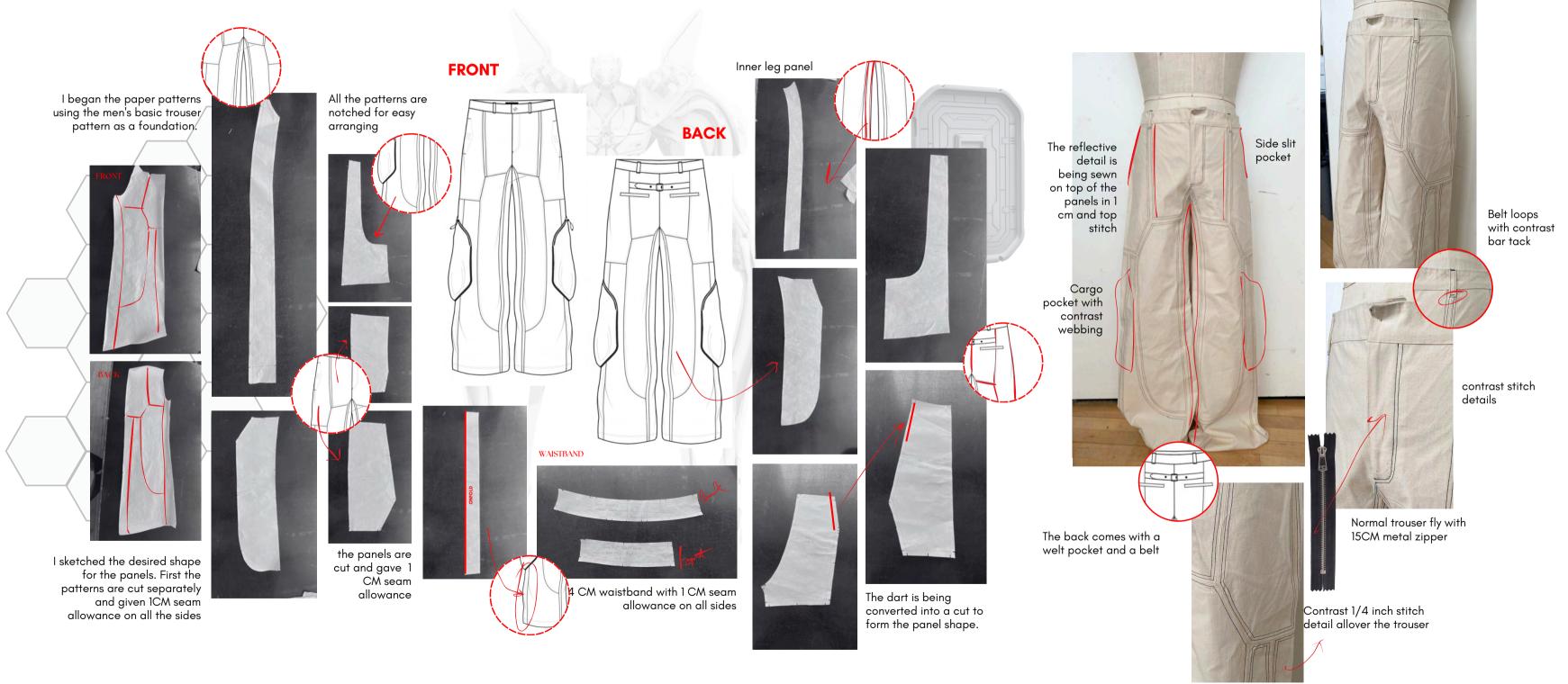


The hem's raw edges will be stitched outward onto the ribbing.

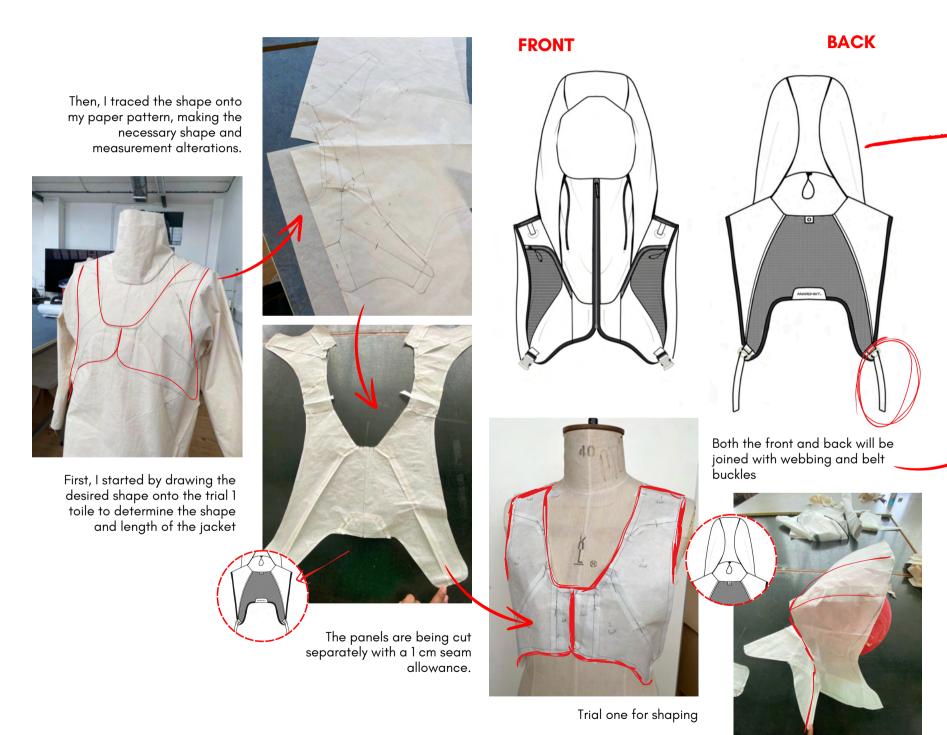


The back panel was sewn on top of the other panel, creating a raw 0.5 CM edge finish.

PANELLED CARGO TROUSER PATTERN & TOILE DEVELOPMENT



HOODED CROPPED VEST PATTERN & TOILE DEVELOPMENT



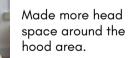


The back panels are cut and tested with ICM seam allowance





The initial sample toile



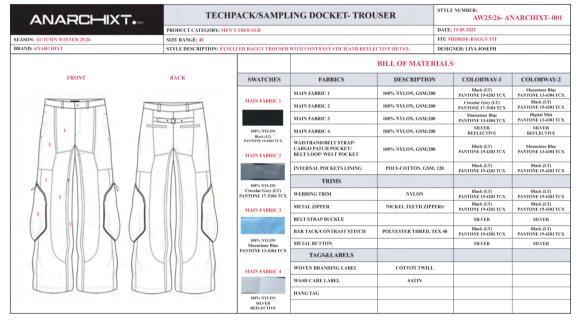
ANARCHIXT.

Branding logo print

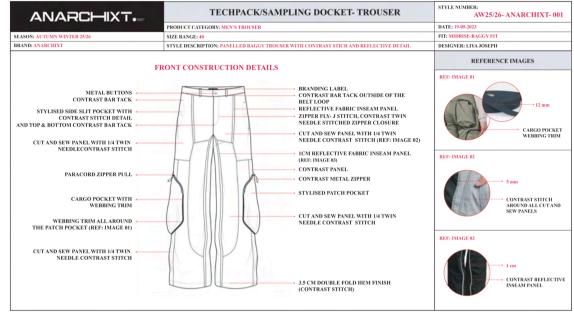
on the back pane

TECHPACK/SAMPLING DOCKET- CARGO TROUSER

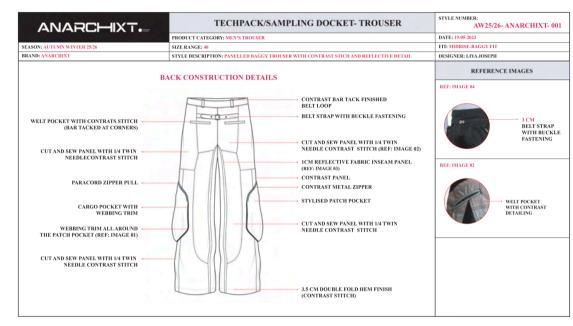
BILL OF MATERIALS



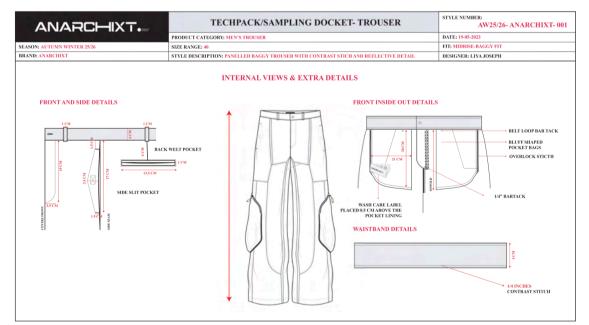
FRONT CONSTRUCTION DETAILS



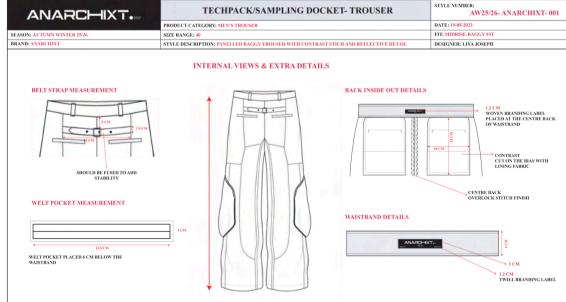
BACK CONSTRUCTION DETAILS



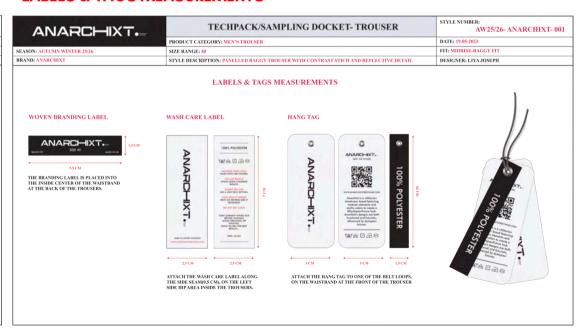
INTERNAL VIEWS & EXTRA DETAILS



INTERNAL VIEWS & EXTRA DETAILS



LABELS & TAGS MEASUREMENTS



TECHPACK/SAMPLING DOCKET-PULLOVER

STYLE NUMBER:
AW25/26- ANARCHIXT- 002

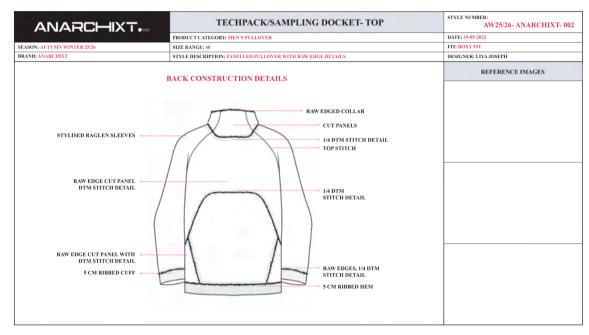
BILL OF MATERIALS

ANARCHIXT.

FRONT CONSTRUCTION DETAILS

TECHPACK/SAMPLING DOCKET- TOP SYLENMBER: AW\$5726-ANARCHIXT-002 PRODUCT CATEGORY: MEN'S PULLOVER SIZE RANGE: 40 SIZE RANGE: 40 SYLE 194-5-203 SYLENMBER: AW\$5726-ANARCHIXT-002 DATE: 194-5-203 SYLENMBER: AW\$5726-ANARCHIXT-002 SYLENMBER: AW\$5726-ANARCHIXT-002 SYLENMBER: AW\$5726-ANARCHIXT-002 SYLENMBER: AX\$5726-ANARCHIXT-002 SYLENMBE: AX\$5726-ANARCHIXT-002 SYLENMBER: AX\$5726-ANARCHIXT-002 SYLENMBES: AX\$5726-ANARCHIXT-002 SYLENMBES: AX\$5726-ANARCHIXT-002 SYLENMBES: AX\$5726-ANARCHIXT-002 SYLENMBES: AX\$5726-ANARCHIXT-002 SYLENMBES: AX\$5726-ANARCHIXT-002 SYLENBE: BA\$5726 SYLENBE: BA

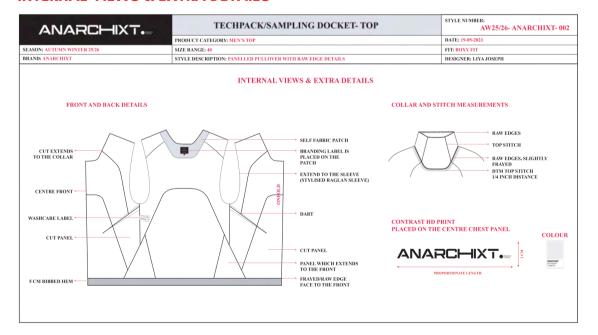
BACK CONSTRUCTION DETAILS



INTERNAL VIEWS & EXTRA DETAILS

COTTON TWILL

BILL OF MATERIALS



LABELS & TAGS MEASUREMENTS

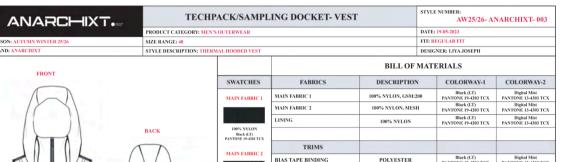


TECHPACK/SAMPLING DOCKET- TOP

TRIMS

TECHPACK/SAMPLING DOCKET- CROPPED VEST

BILL OF MATERIALS

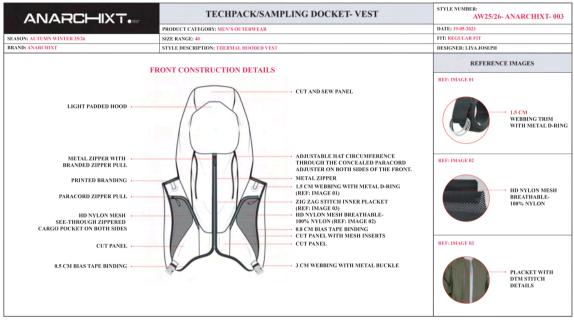


METAL BUCKLE

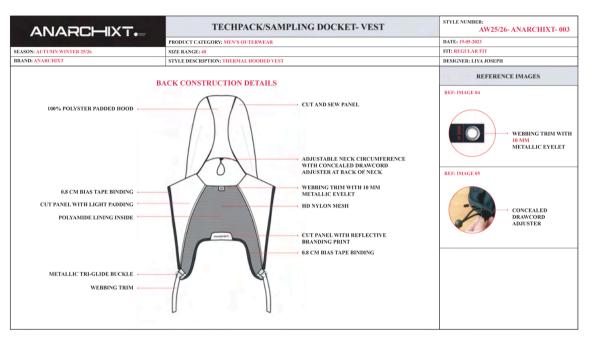
VOVEN BRANDING LABEL

VASH CARE LABEL

FRONT CONSTRUCTION DETAILS



BACK CONSTRUCTION DETAILS



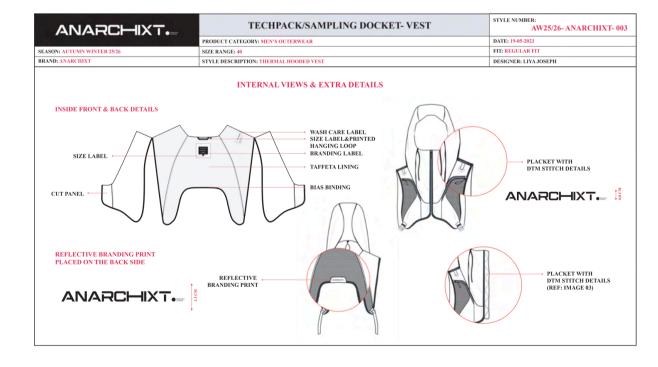
INTERNAL VIEWS & EXTRA DETAILS

NYLON

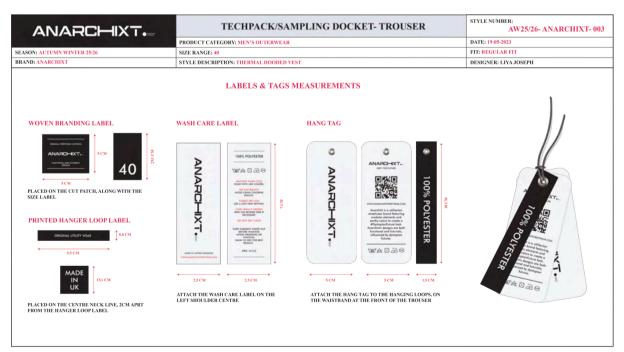
COBRA BUCKLES

STAINLESS STEEL

COTTON TWILL



LABELS & TAGS MEASUREMENTS



FINAL OUTFIT PHOTOGRAPHY

ANARCHIXT•

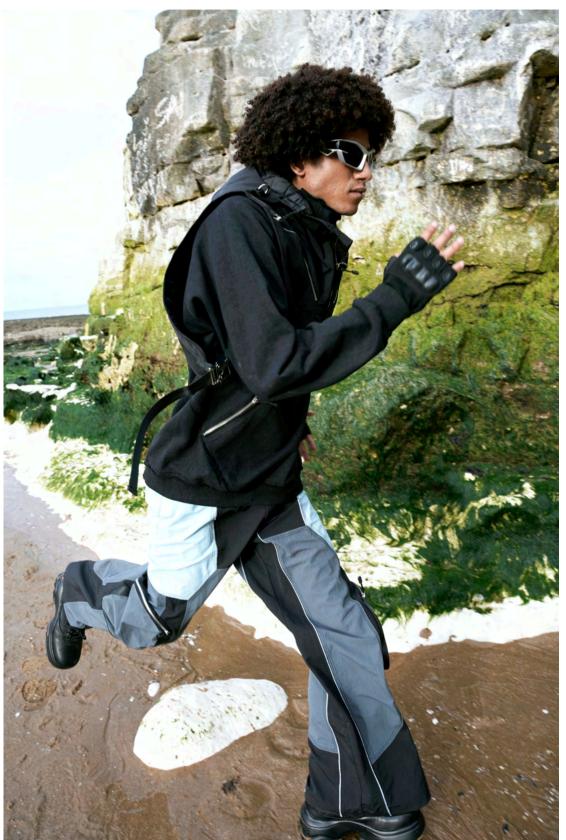


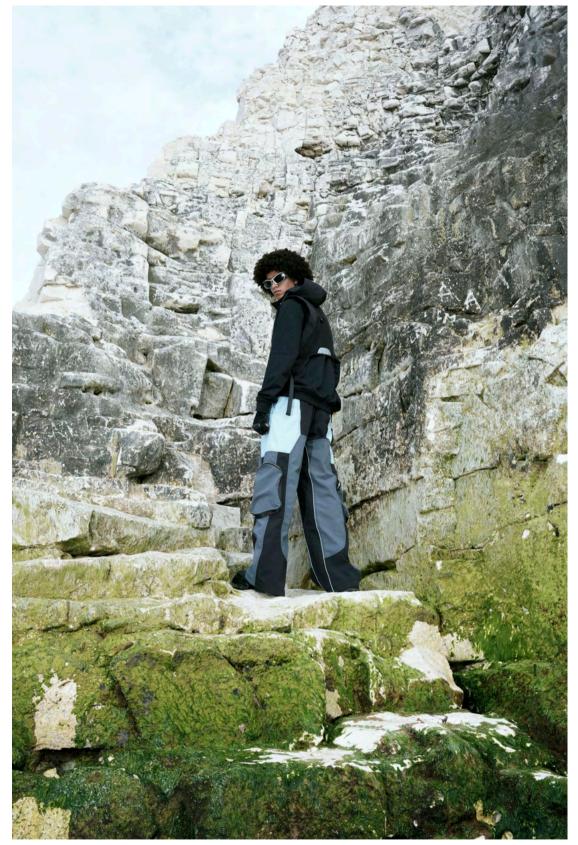


FINAL OUTFIT PHOTOGRAPHY

ANARCHIXT•







FINAL OUTFIT PHOTOGRAPHY

ANARCHIXT





SEASON: AUTUMN WINTER 25/26

PRODUCT PHOTOGRAPHY

ANARCHIXT•







PRODUCT PHOTOGRAPHY

ANARCHIXT•







PRODUCT PHOTOGRAPHY

ANARCHIXT•







OFFICIAL WEBSITE/SOCIAL MEDIA

ANARCHIXT.

OFFICIAL WEBSITE

ANARCHIXT.





Cropped Hooded Vest £450.00



Knitted Panel Pullover



Paneled Cargo Trouser £520.00

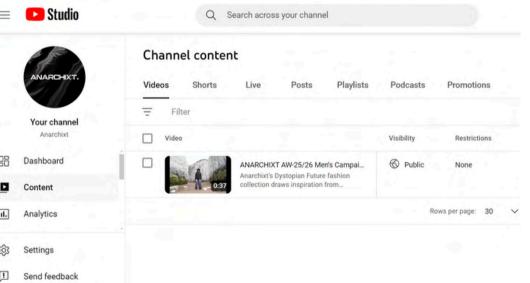
INSTAGRAM PAGE



YOUTUBE



SCAN QR CODE
TO WATCH THE
CAMPAIGN VIDEO





WEBSITE:

https://anarchixtstreetwea.wixsite.com/anarchixt



INSTAGRAM:

https://anarchixtstreetwea.wixsite.com/anarchixt



YOUTUBE:

https://www.youtube.com/watch?v=Lq8oUzluBTQ

BRANDING TRIMS & LABELS



PACKAGING & MARKETING

MARKETING



RECYCLED PAPER BAGS





MARKETING

RECYCLED PAPER BAGS



ECO-FRIENDLY TISSUE





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