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HALF HAN

2025 S/S

LANI

PORTFOLIO

ASHELY JI

2108641

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Contact Information

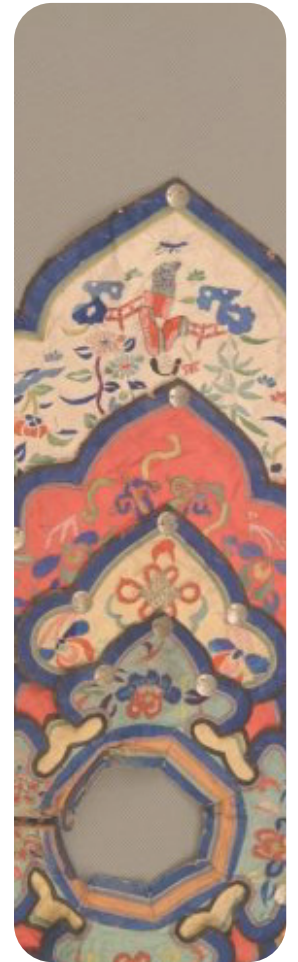
LIANI

BRAND STORY



The opportunity to make a new Chinese traditional dress started when I saw the magnificence of the Indian New Year during my first year of study in the UK. All of my Indian friends wore beautiful traditional dresses on that day and danced together, and they also celebrated the New Year with big fireworks. On the other hand, during Chinese New Year, there were no fireworks, no activities, and no Chinese people wore Chinese dress.

I think, one of the reasons for the decline of Chinese culture is because of the fast-paced society. Because of the convenience and comfort of modern garments, only a few people will wear the cumbersome and heavy Chinese traditional dress. Therefore, I would like to use the culture and background of Chinese history and culture as a basis for transforming and designing the Chinese traditional dress into something more suitable for this fast-paced era, increasing the practicality of the garment and spreading Chinese culture at the same time.





MISSION STATEMENT ✦

HAIF HAN was founded with the intention of being a transmitter of culture. We don't create new cultures and traditions, but we are determined to dig deeper into the forgotten traditions and pass them on to the public. HALF HAN transforms traditional Chinese clothing to make it more suitable for the fast-paced society, and easy to wear while looking good. On the other hand, HALF HAN focuses on materials and colours while designing and creating, using eco-friendly fabrics and accessories to interpret the cultures of different eras. HALF HAN hopes to derive the details from the traditional culture, and from the details, fashion will be born.

HALF HAN wants to make more people aware of traditional Chinese clothing and integrate the learning of traditional culture into daily life. This includes the colours of different eras as well as cultural forms and unique craftsmanship, all of which HALF HAN wants to convey through to the public.

✦ VISION STATEMENT

01 Culture Transmission:

“HALF HAN” will incorporate culture into its designs, treating the design of clothing as a creative art. HALF HAN’s designs will focus on the overall look while paying more attention to the details, hiding the Chinese culture in every pattern and detail. “HALF HAN” always believes that the transmission of culture does not depend on forceful indoctrination, so it will pay more attention to the balance between culture and aesthetics in its design.

02 Clothing Features:

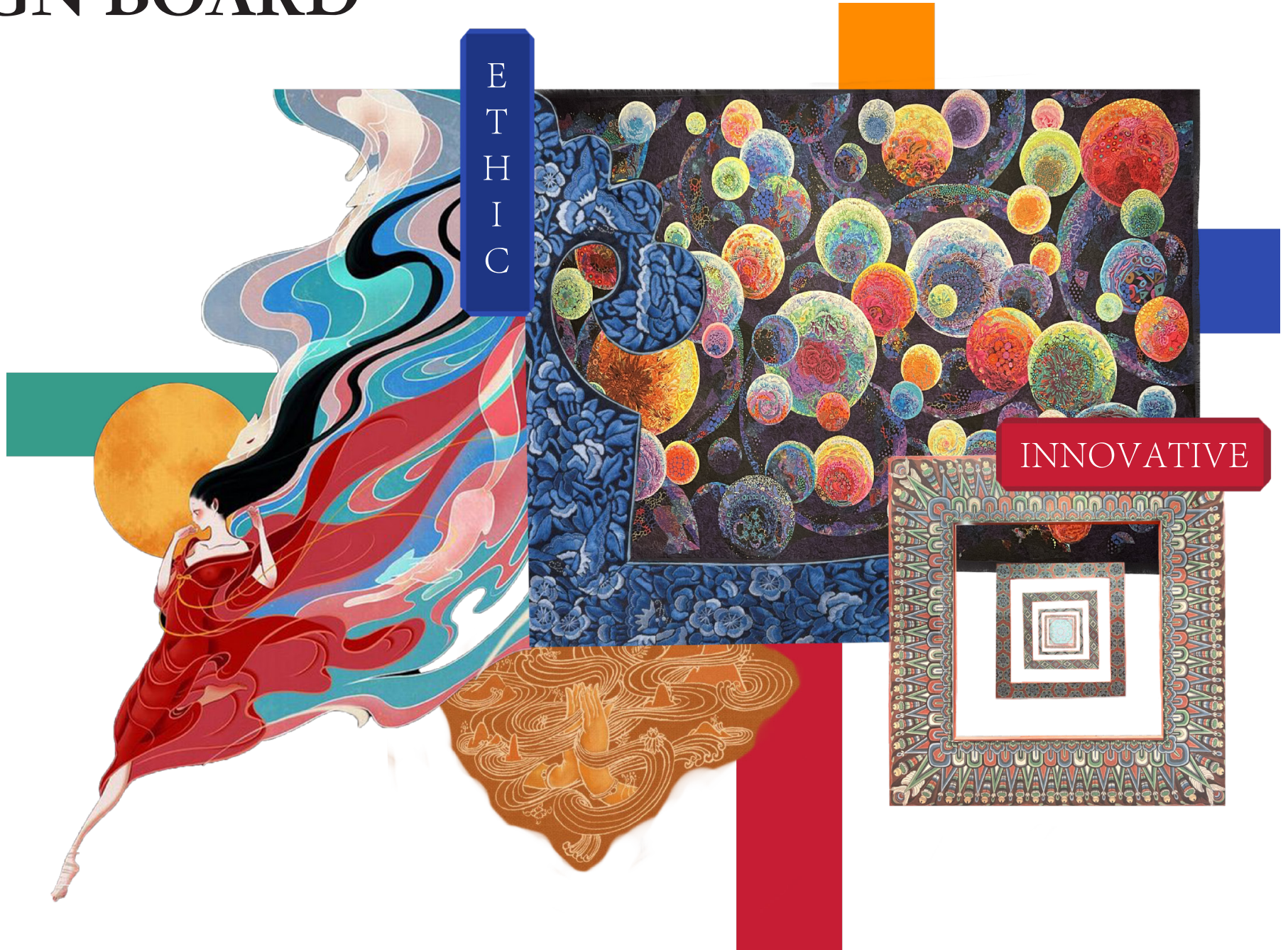
“HALF HAN” ’s clothing will be based on the traditional Chinese Hanbok as a prototype, and based on this, we will create clothing that is more suitable for the fast-paced era. It will be a simple and easy way to make a garment.

03 Sainstability:

“HALF HAN” will use environmentally friendly materials and accessories in its creations and use biodegradable packaging. We support a green channel to recycle the garments at a discounted price after purchase.

**LIVE IN THE MODERN
STAY WITH YOUR CULTURE**

DESIGN BOARD

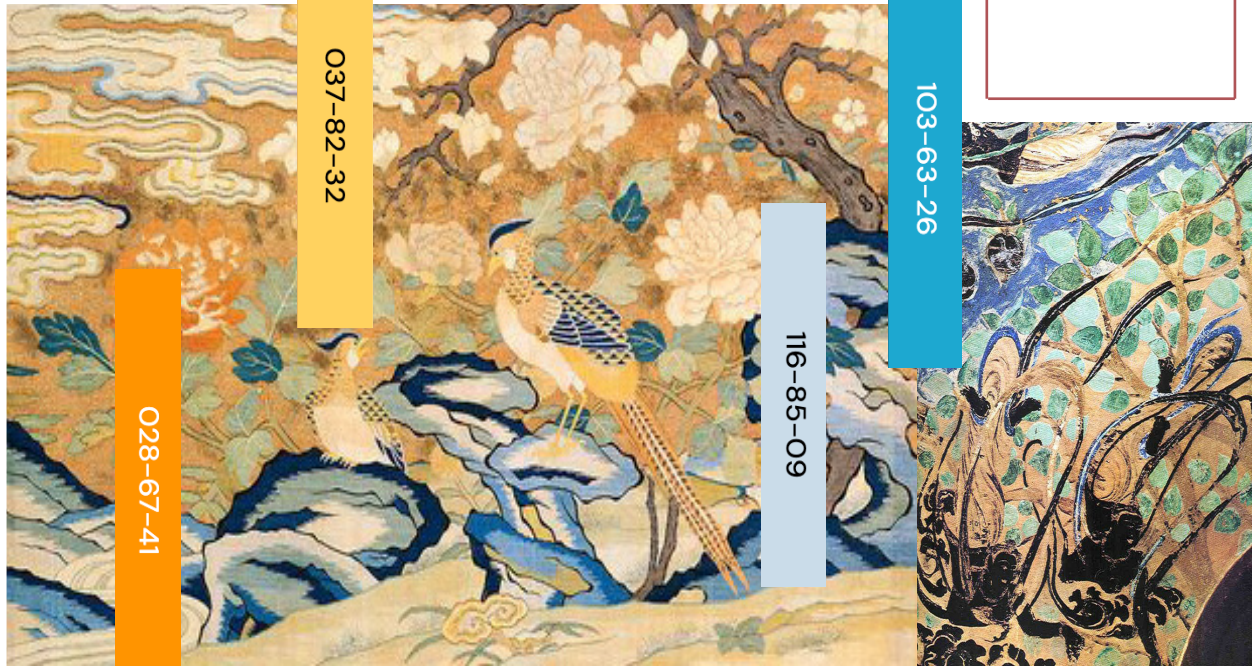




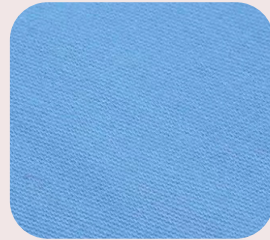
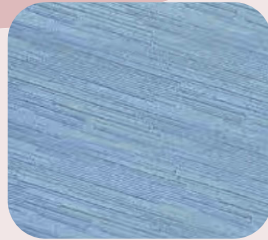
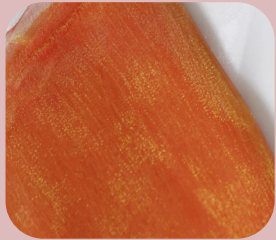
◆
DESIGN BOARD

COLOR BOARD

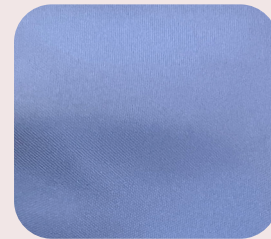
The colors were extracted from ancient Chinese paintings, and the main colors were yellow and blue. Yellow symbolizes hope and liveliness, while blue symbolizes autonomy and distance.



FABRIC ✦



In the choice of fabric, I chose organza and some glossy silk.



In terms of accessories, I chose some accessories with more traditional Chinese characteristics.



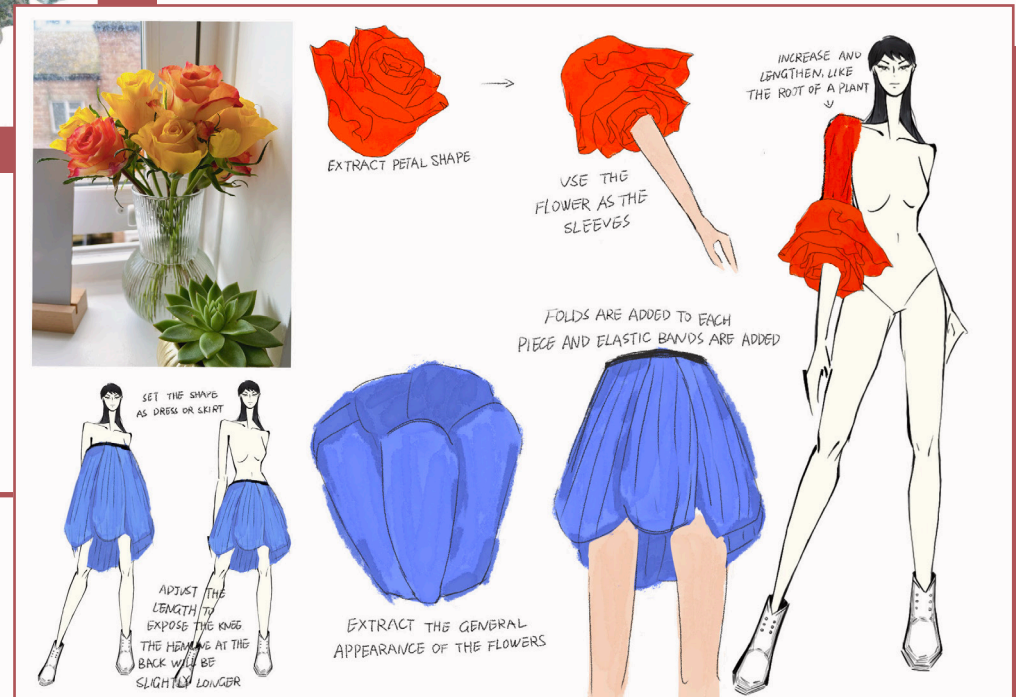
✦ TRIM



Since most of the patterns of the Tang Dynasty used the appearance of flowers, I tried to apply the shape of flowers to the human body as the outline of the clothing.

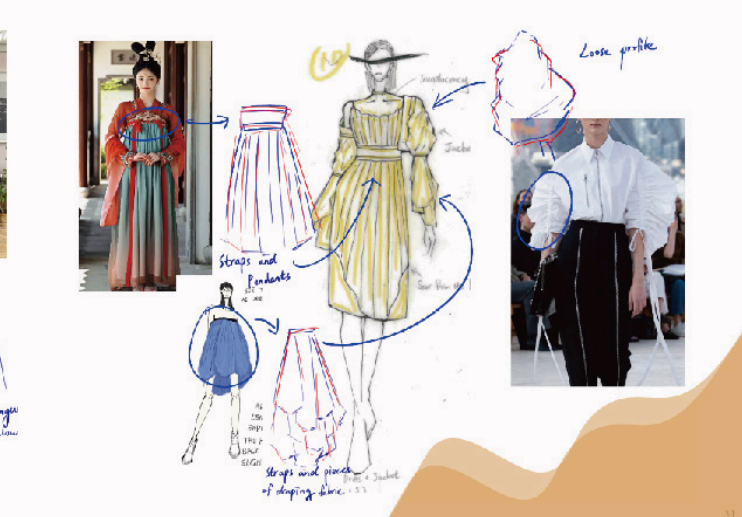
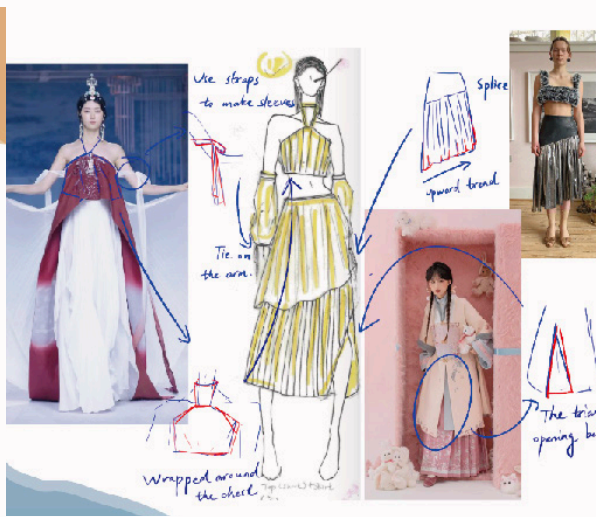
I combined some fashion elements and elements related to Chinese tradition to observe their effects and shapes on the human body. And I found that among the selected elements, basically each one is very loose and has a feeling of falling.

DESIGN SKETCH

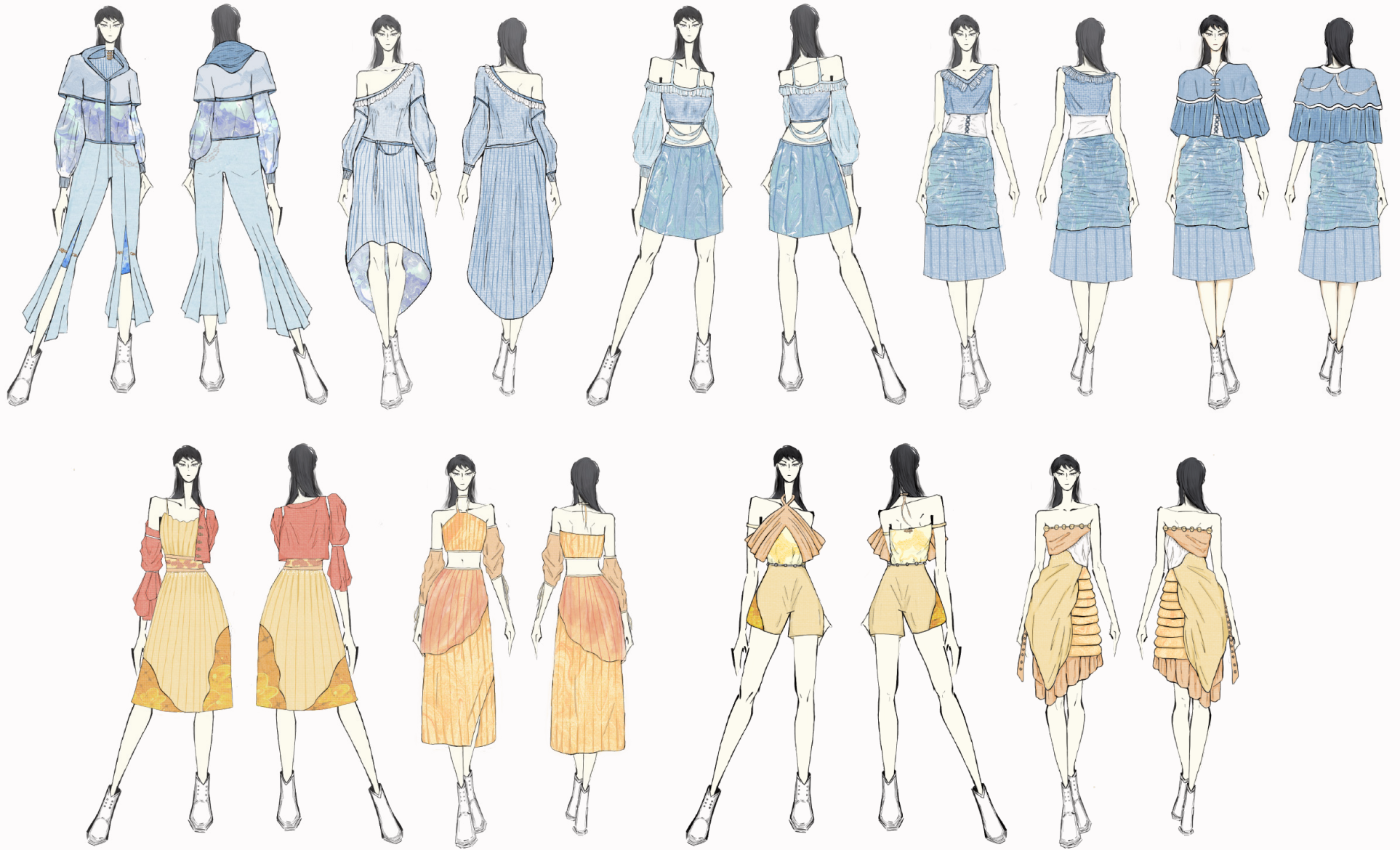




DESIGN SKETCH ✨

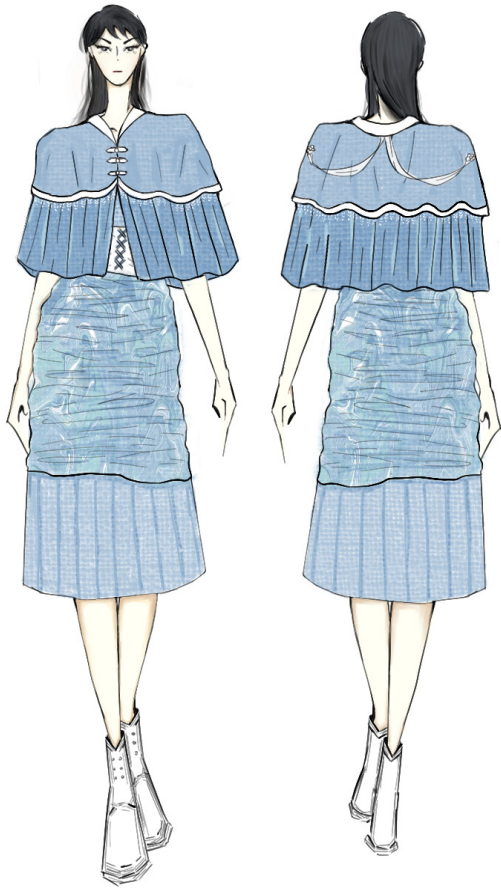


EVOLUTION



◆ Half Han 2025S/S garments named "Evolution" is made up of two colors, blue and yellow, symbolizing endless hope and prospect. A large number of traditional Chinese elements have been added to the design, and the overall shape is full of vitality.

EXPERIMENT: CLOAK ✦

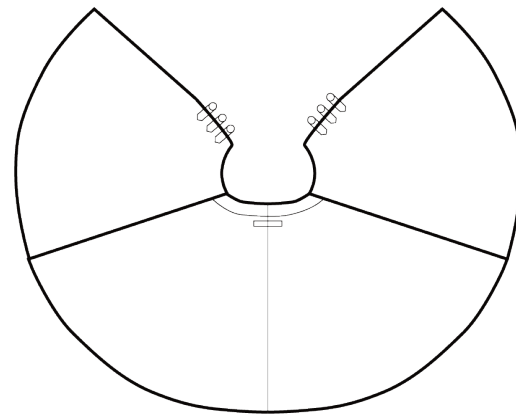


EFFECT DRAWING

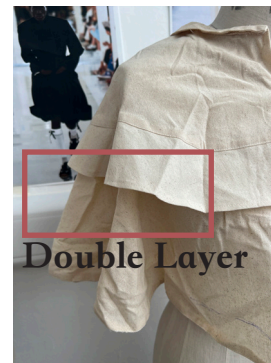


FINAL PIECE

As shown in real life, the cloak will have two layers, with the lower folds separated from the upper fabric, and the cloak will appear circular under the hand when opened.



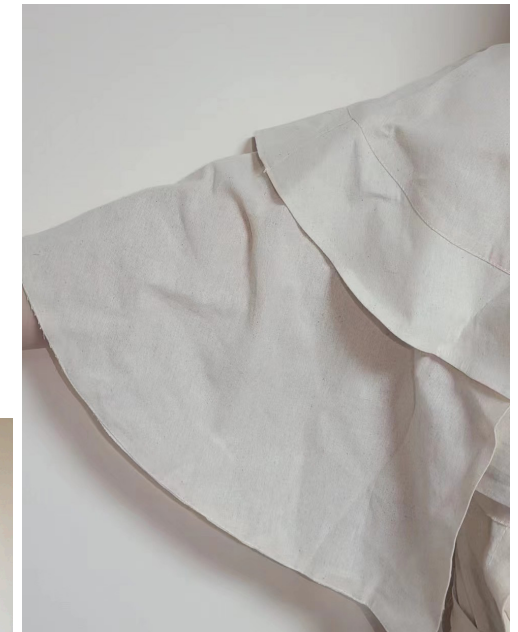
Tiled display



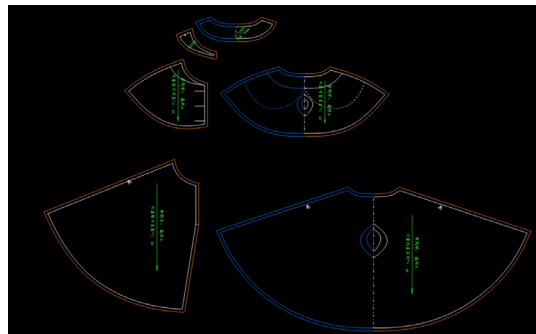
Double Layer



Crinkle

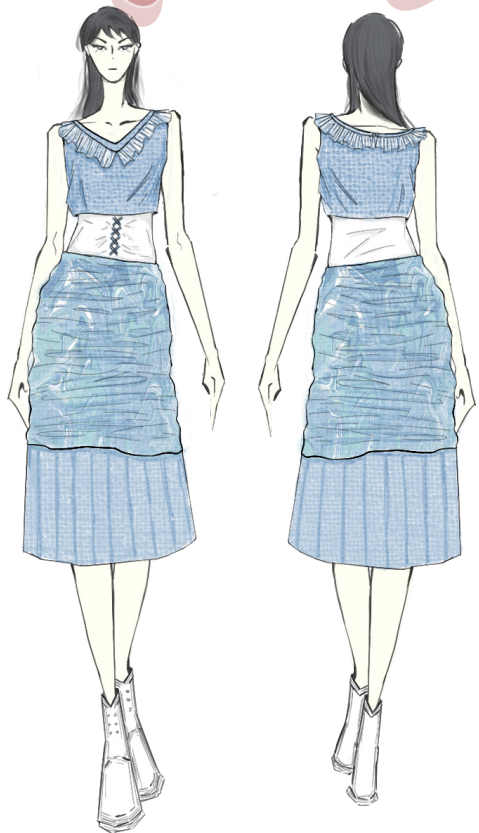


An arc appears when the arm is extended



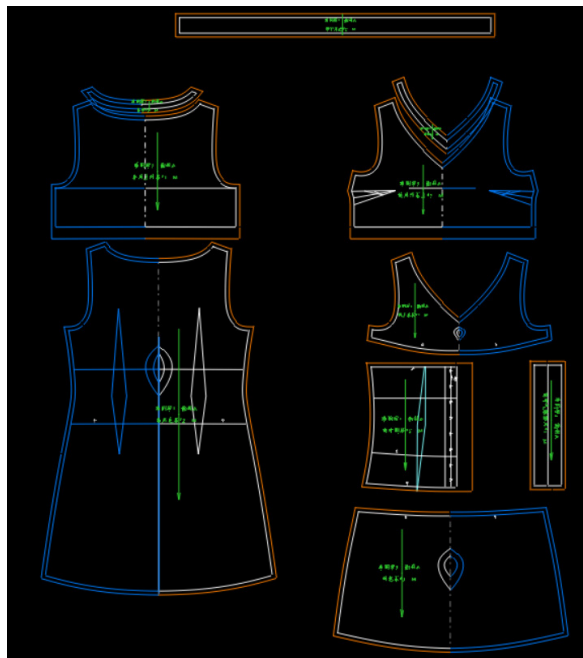
CLOAK'S PATTERN

EXPERIMENT: DRESS

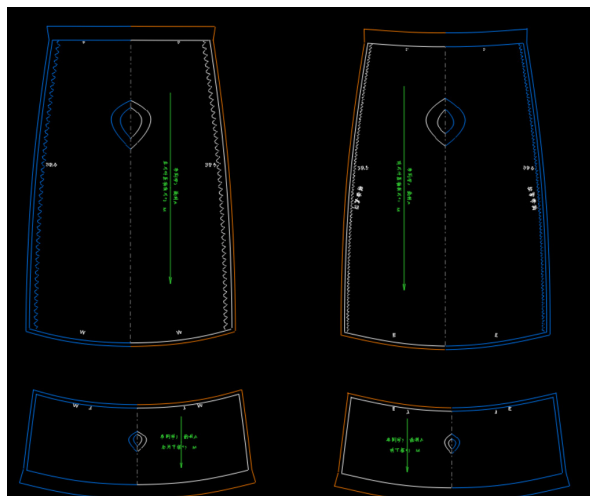


EFFECT DRAWING

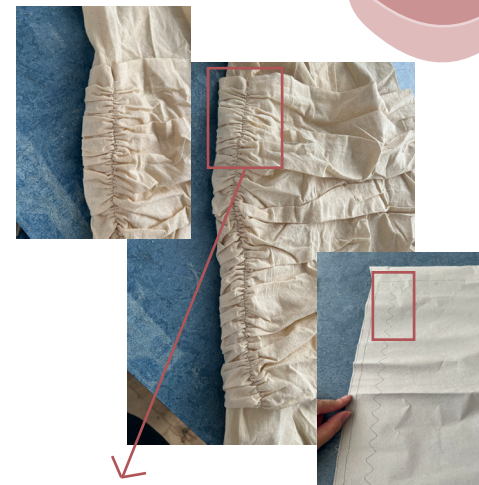
The dress is made up of four pieces of fabric, with the first part and the second part having a clear joint in the middle. A zipper is added to the right underarm for easy wearing, and the overall length is over the knee.



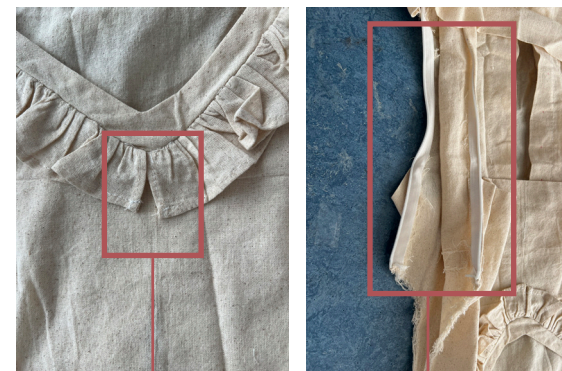
THE TOP HALF OF DRESS AND THE LINING



THE BOTTOM HALF OF THE DRESS



The corrugation of the sides is created through the undulating sewing technique



The pleated part is divided into two sections, with a separate part of the triangle in the middle

Make an invisible zipper under the right arm



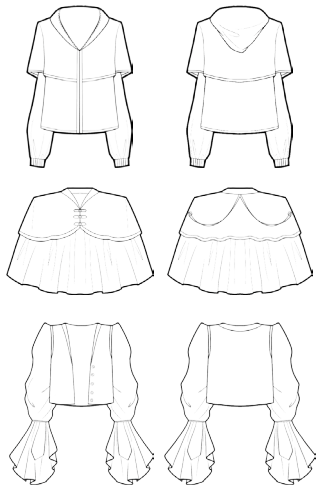
The middle of the front piece is made of double layers to facilitate the later interspersing ribbon. And the middle section is below the first and third paragraphs



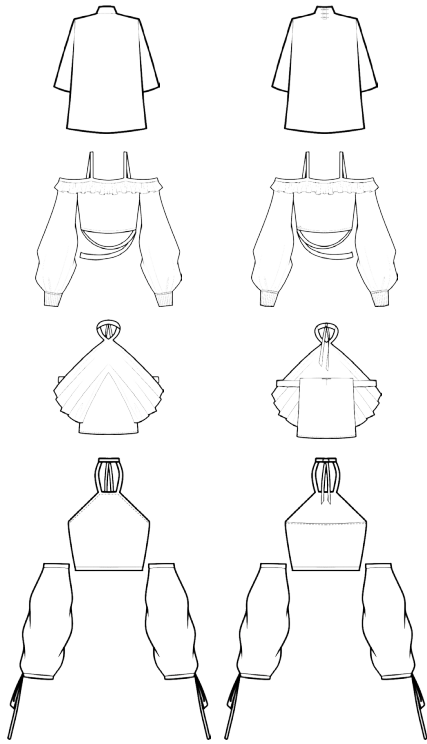
FINAL PIECE



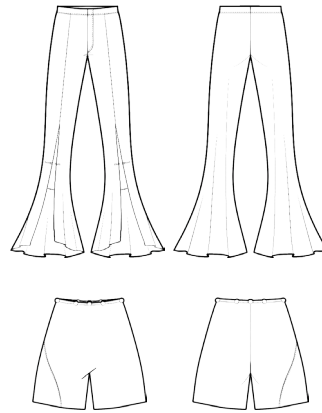
JACKET



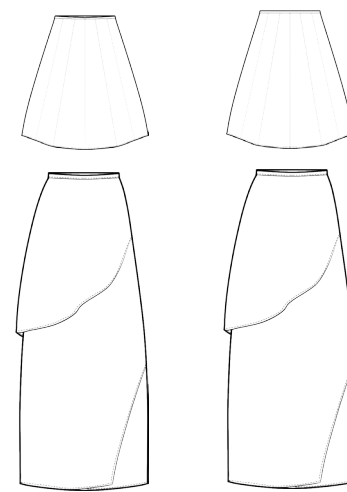
TOP



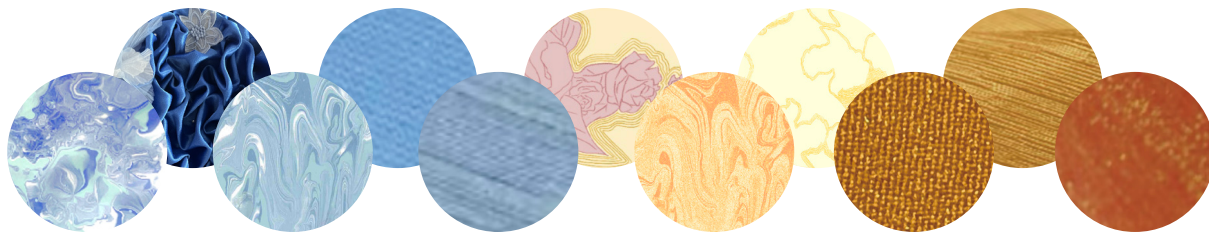
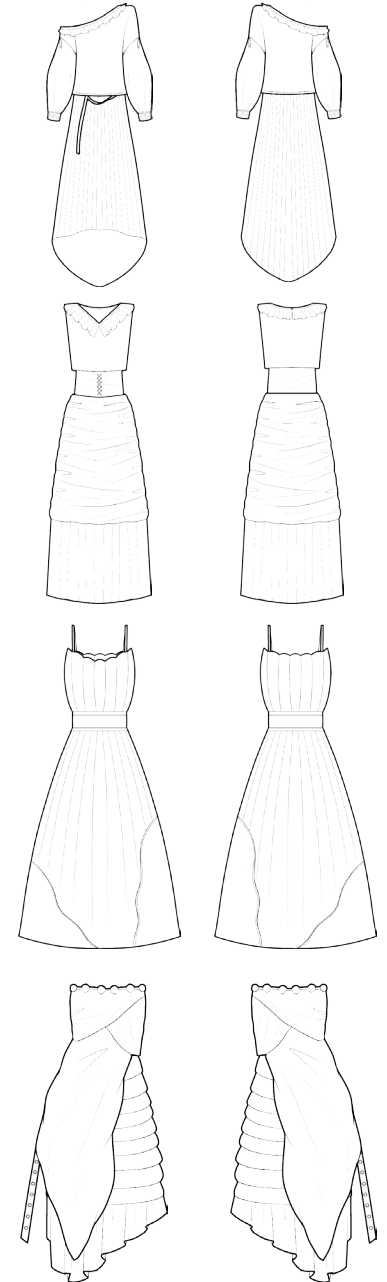
TROUSER



SKIRT



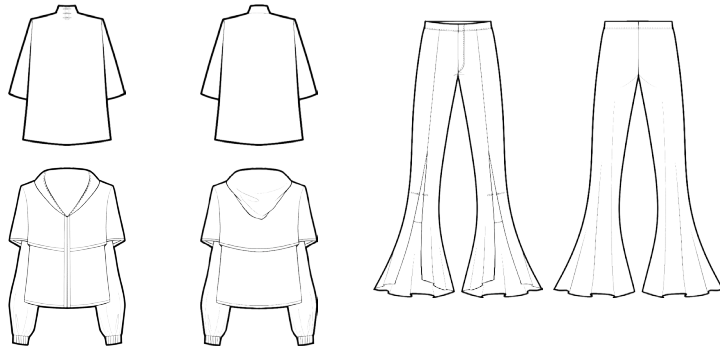
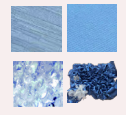
DRESS



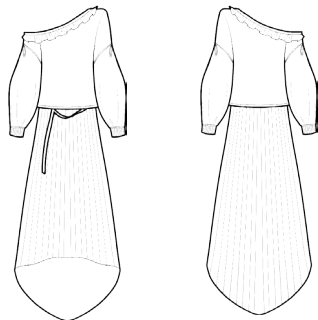
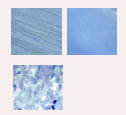
2025 S/S WOMENSWEAR
EVOLUTION
STYLES: 15

LANI

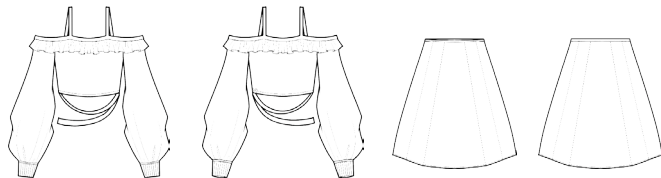
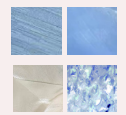
Evolution 01



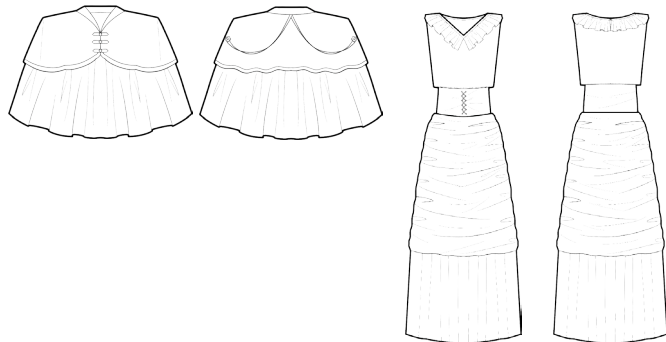
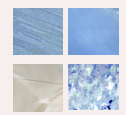
Evolution 02



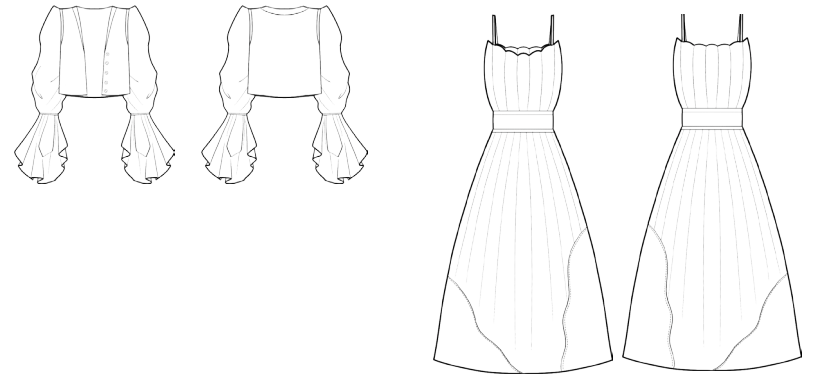
Evolution 03



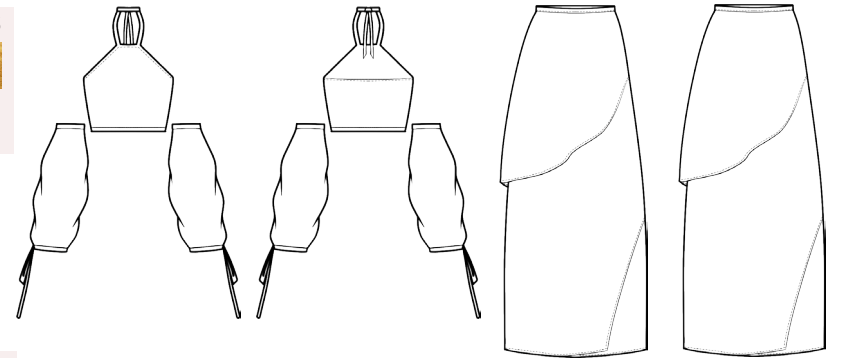
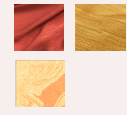
Evolution 04



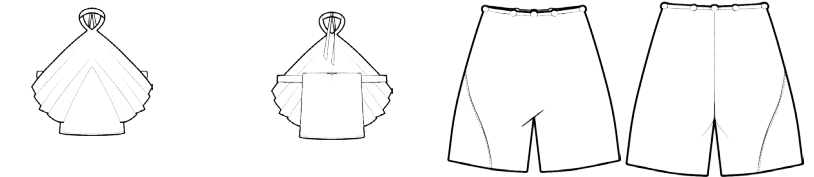
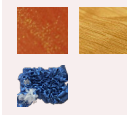
Evolution 05



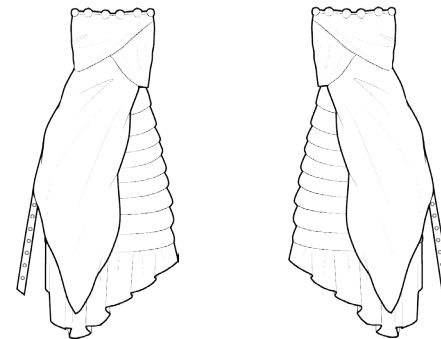
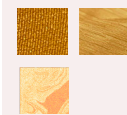
Evolution 06



Evolution 07


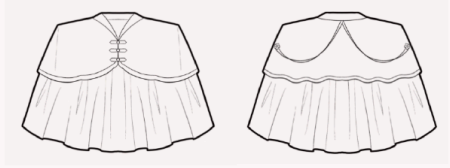


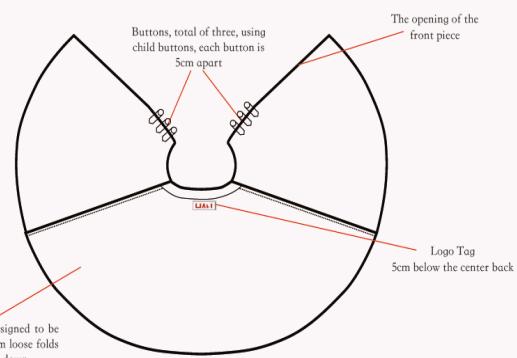
Evolution 08




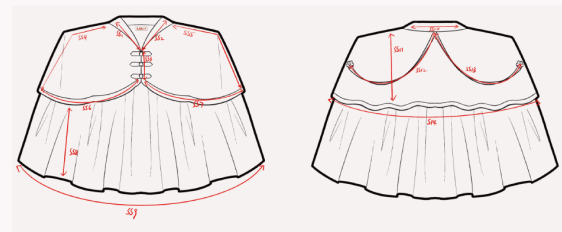
The specific correspondence of each suit and fabric.

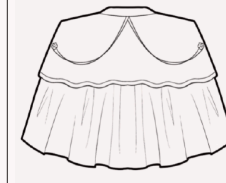
TECH PACK

COVER + BOM						
BRAND: HALF HAN		DESCRIPTION: CLOAK		FABRIC CODE: /		
DESIGNER: Ashley Ji		DATE: 04/2024		MAIN FABRIC: /		
SEASON: S/S25		PATTERN PIECES: /		LINING: /		
STYLE NO: BLUECN04		SIZE RANGE: 12				
						
						
BILL OF MATERIALS						
PLACEMENT	ITEM DESCRIPTION	COLOUR	CODE	QTY	WIDTH	SUPPLIER
Bouffant	Water Ripple Gauze	Blue	RPET	1m	0.5m	Jianbian
Top Piece	Bright, silky and twill	Blue	TR	1m	0.5m	Three
Ribbon	High Plasticity	White	CVC	1m	3cm	Juzi
Intermediate Line	Anti-wrinkle and Draping Fabric	White	TR	/	/	Juzi
Buttons - Front	Metal Hanfu Button			3	/	Huahua
Buttons - Back	Metal			2	/	Huahua
Tassel				1.5m	/	Yiyuan
Collar	High Plasticity	White	CVC	/	/	Juzi

INTERNAL VIEWS			
BRAND: Half Han		DESCRIPTION: Half Han	
DESIGNER: Ashley Ji		DATE: 04/2024	
SEASON: S/S25		PATTERN PIECES: /	
STYLE NO: BLUECN04		SIZE RANGE: 12	
		FABRIC CODE: / MAIN FABRIC: / LINING: /	

FRONT			
BRAND: Half Han		DESCRIPTION: CLOAK	
DESIGNER: Ashley Ji		DATE: 04/2024	
SEASON: S/S25		PATTERN PIECES: /	
STYLE NO: BLUECN04		SIZE RANGE: 12	
		FABRIC CODE: / MAIN FABRIC: / LINING: /	
FRONT			
1	The hidden suture connects the upper piece to the center line		
2	Pleats and tassels are sewn under the center line		
3	The fabric is stitched using line seams		
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			



BACK			
BRAND: Half Han		DESCRIPTION: CLOAK	
DESIGNER: Ashley Ji		DATE: 04/2024	
SEASON: S/S25		PATTERN PIECES: /	
STYLE NO: BLUECN04		SIZE RANGE: 12	
		FABRIC CODE: / MAIN FABRIC: / LINING: /	
BACK			
1	The pleated stitches are hidden under the neckline		
2	Second piece is sewn inside to hide the stitches		
3	Hem seam inner layer		
4	The top stitch of the ribbon is hidden under the collar		
5	The fabric is stitched using line seams		
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			

MEASUREMENT SPECIFICATIONS			
BRAND: Half Han		DESCRIPTION: Half Han	
DESIGNER: Ashley Ji		DATE: 04/2024	
SEASON: S/S25		PATTERN PIECES: /	
STYLE NO: BLUECN04		SIZE RANGE: 12	
POM	MEASUREMENT	Length (CM)	
Cloak			
SS1	Front-Neckline-Left	10.5	
SS2	Front-Neckline-Right	10.5	
SS3	Front-A section with buttons-Vertical line	20.2	
SS4	Front-Left collar to left shoulder	26	
SS5	Front-Right collar to right shoulder	26	
SS6	Front-Middle line-Left	38.5	
SS7	Front-Middle line-Right	38.5	
SS8	Front-Nether part-Vertical line	20	
SS9	Front-Nether part-ARC	124.2	
SS10	Back-Neckline	22.9	
SS11	Back-Part one-Vertical	26	
SS12	Back-Streamer-Right	30	
SS13	Back-Middle line	30	
SS14	Back-Middle line	79	

SAMPLE VIEWS			
BRAND: Half Han		DESCRIPTION: Half Han	
DESIGNER: Ashley Ji		DATE: 04/2024	
SEASON: S/S25		PATTERN PIECES: /	
STYLE NO: BLUECN04		SIZE RANGE: 12	
			
			
			



CLOAK

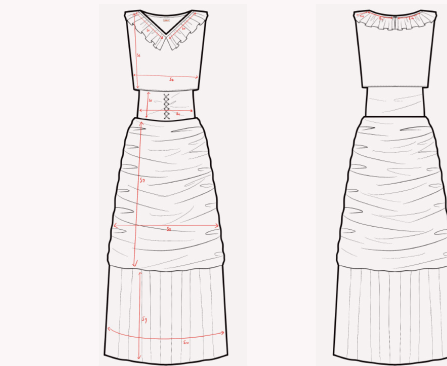
DRESS



COVER + BOM						
BRAND:	HALF HAN	DESCRIPTION:	DRESS	FABRIC CODE:	/	
DESIGNER:	Ashely Ji	DATE:	04/2024	MAIN FABRIC:	/	
SEASON:	S/S25	PATTERN PIECES:	/	LINING:	/	
STYLE NO.:	BLUECN04	SIZE RANGE:	12			
BILL OF MATERIALS						
PLACEMENT	ITEM DESCRIPTION	COLOUR	CODE	QTY	WIDTH	SUPPLIER
Bouffant	Water Ripple Gauze	Blue	RPET	1m	5cm	Jianbian
First Piece	Bright, silky and twill	Blue	TR	1m	0.5m	Three
Second Piece	Anti-wrinkle and Draping Fabric	White	TR	2m	1m	Juzi
Third Piece	High Plasticity	Custom Pattern	CVC	2m	1.5m	Juzi
Fourth Piece	Water Ripple Gauze	Light Blue	RPET	1m	0.5m	Jianbian
Botton	Metal Hanfu Button			1	/	Huahua
Rope		Blue		/	/	Three

FRONT					
BRAND:	Half Han	DESCRIPTION:	DRESS	FABRIC CODE:	/
DESIGNER:	Ashely Ji	DATE:	04/2024	MAIN FABRIC:	/
SEASON:	S/S25	PATTERN PIECES:	/	LINING:	/
STYLE NO.:	BLUECN04	SIZE RANGE:	12		
		<ol style="list-style-type: none"> The pleated stitches are hidden under the neckline Second piece is sewn inside to hide the stitches Hem seam inner layer The fabric is stitched using line seams The edge of the first piece of fabric is stitched with a lock stitch The third piece is pleated on both sides Do the side pleat on the third section to help set it Make an inner layer on the inside of the second part to wrap the decoration of the "X" Make a zipper under the right arm 			

BACK					
BRAND:	Half Han	DESCRIPTION:	DRESS	FABRIC CODE:	/
DESIGNER:	Ashely Ji	DATE:	04/2024	MAIN FABRIC:	/
SEASON:	S/S25	PATTERN PIECES:	/	LINING:	/
STYLE NO.:	BLUECN04	SIZE RANGE:	12		
		<ol style="list-style-type: none"> The pleated stitches are hidden under the neckline Second piece is sewn inside to hide the stitches Hem seam inner layer The fabric is stitched using line seams The edge of the first piece of fabric is stitched with a lock stitch The third piece is pleated on both sides 			



MEASUREMENT SPECIFICATIONS					
BRAND:	Half Han	DESCRIPTION:	Half Han	FABRIC CODE:	/
DESIGNER:	Ashely Ji	DATE:	04/2024	MAIN FABRIC:	/
SEASON:	S/S25	PATTERN PIECES:	/	LINING:	/
STYLE NO.:	BLUECN04	SIZE RANGE:	12		
POM	MEASUREMENT	Length (CM)			
Dress					
S1	Front-Neckline-Left	21			
S2	Front-Neckline-Right	21			
S3	Front&Back-Vertical line-Part one	31			
S4	Front&Back-Transverse line-Part one	43.1			
S5	Front&Back-Vertical line-Part two	13.2			
S6	Front&Back-Transverse line-Part two	38.8			
S7	Front&Back-Vertical line-Part three	44			
S8	Front&Back-Transverse line-Part three	53.5			
S9	Front&Back-Vertical line-Part four	17.2			
S10	Front&Back-Transverse line-Part four	61			
S11	Back-Neckline-Left	15			
S12	Back-Neckline-Right	15			
S13	Front&Back-Vertical line-Neckline	5.9			

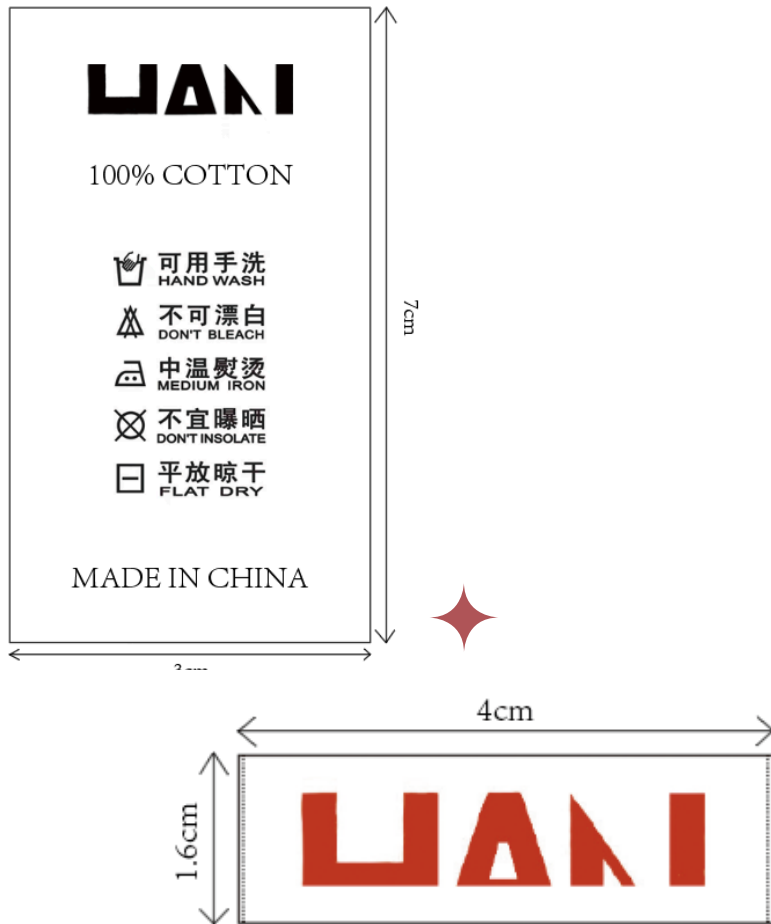
INTERNAL VIEWS					
BRAND:	Half Han	DESCRIPTION:	Half Han	FABRIC CODE:	/
DESIGNER:	Ashely Ji	DATE:	04/2024	MAIN FABRIC:	/
SEASON:	S/S25	PATTERN PIECES:	/	LINING:	/
STYLE NO.:	Evolution04	SIZE RANGE:	12 - 20		
		<p>The Logo Tag is set in the center, 5CM from the top</p> <p>The zipper is made on the right underarm</p> <p>The interior is sewn with invisible layers to accommodate the "X" shape decoration</p> <p>13.2CM</p> <p>Sew it on the inside</p> <p>Make side pleats</p>			

S&A COMMENTS VIEWS					
BRAND:	Half Han	DESCRIPTION:	Half Han	FABRIC CODE:	/
DESIGNER:	Ashely Ji	DATE:	04/2024	MAIN FABRIC:	/
SEASON:	S/S25	PATTERN PIECES:	/	LINING:	/
STYLE NO.:	Evolution04	SIZE RANGE:	12 - 20		

TECH PACK

CARE LABEL

A large icon will be used on the home page of the care label to clarify the washing method of the clothing.



It is made of printed fabric and the logo is in red color.

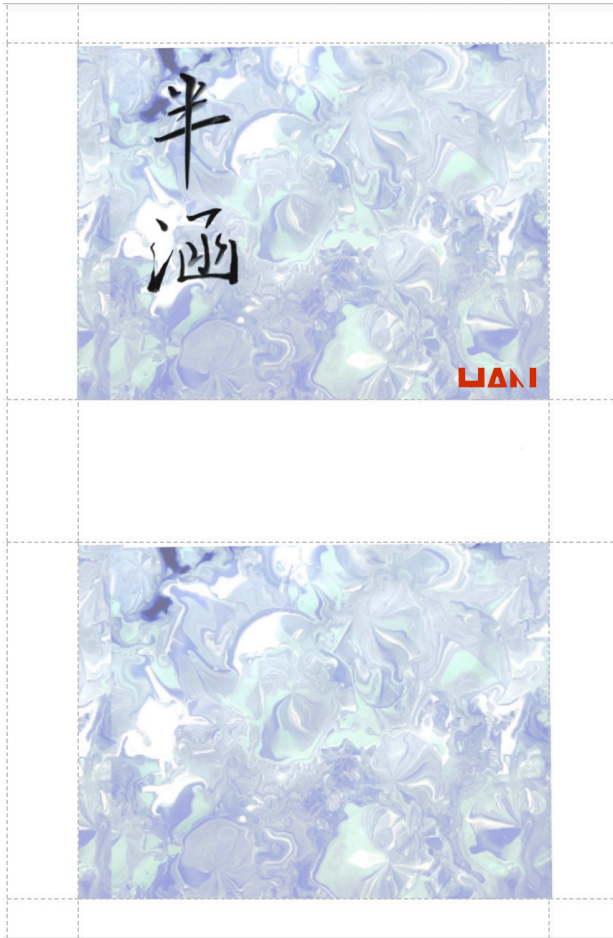
LOGO TAG

PRICE TAG

The page of the label will be hollow semicircle, and the pattern will be the latest pattern of each season.



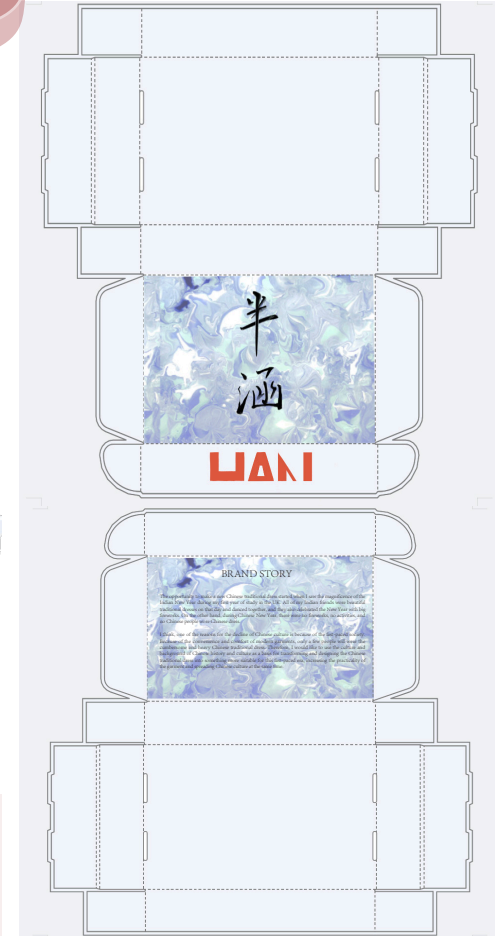
PACKAGE ✦



HANDBAG



Half Han paper bags and packaging boxes will also be designed with the latest patterns of the season, and will be printed with the Half Han logo. The origin story of the brand will also be added to the inside of the box.



BOX

OFFICIAL HOMEPAGE

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Our Features

01

Culture Transmission:

"HALF HAN" will incorporate culture into its designs, treating the design of clothing as a creative art. HALF HAN's designs will focus on the overall look while paying more attention to the details, hiding the Chinese culture in every pattern and detail. "HALF HAN" always believes that the transmission of culture does not depend on forceful indoctrination, so it will pay more attention to the balance between culture and aesthetics in its design.

02

Clothing Features:

"HALF HAN"'s clothing will be based on the traditional Chinese Hanbok as a prototype, and based on this, we will create clothing that is more suitable for the fast-paced era. It will be a simple and easy way to make a garment.

03

Sustainability:

"HALF HAN" will use environmentally friendly materials and accessories in its creations and use biodegradable packaging. We support a green channel to recycle the garments at a discounted price after purchase.

NEW PRODUCTS



Evolution Dress

£100.00

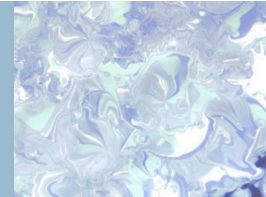


Evolution Cloak

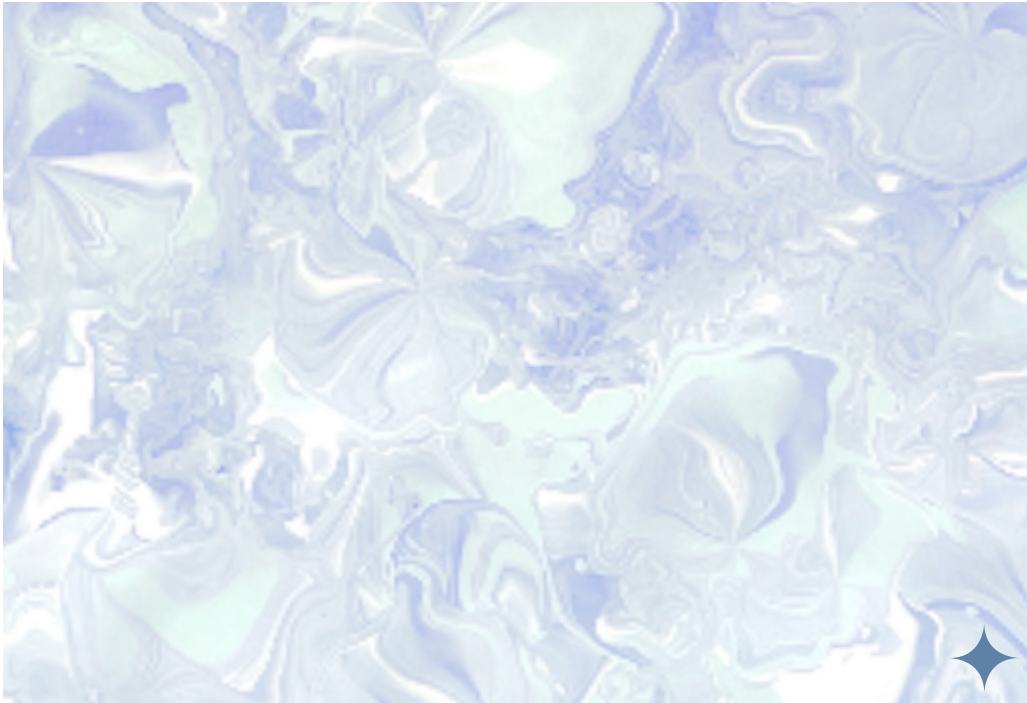
£60.00

Evolution

2025 S/S



<https://ashely199804.wixsite.com/mysite>



EVOLUTION

Half Han 2025 S/S Collection

MODEL: XITINGWANG
PHOTO STUDIO: W Studio
DESIGNER: YAJIE JI
LOCATION: SHANGHAI



CONTACT INFORMATION

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