

SEE FIT

Design Portfolio



Name: Yutong Fang
Ma Fashion Design
Tutor: Chris Gadd
Students ID number: 2307824
Date: 19/08/2024

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See Fit

S:sustainability F:fabrica
e:ecofriendly i:inovate
e:enjoy t:textile



Brand Story:

Once upon a time there was a little girl, she was born in a **multi-child family**, she was the youngest one in the years, so she always had no new clothes to wear, she **would wear the clothes left by her brothers and sisters**, and she would go to the rescue shelter to pick out clothes donated by others. But she feels that wearing other people's clothes is not new, and she has no style of her own. So she started deconstructing the recycled clothes herself, adding elements she liked. Formed her unique costumes, in her hands, each costume has its own story.

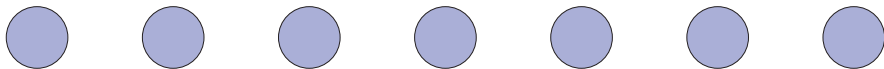


Vision Statement:



In the era of fast fashion, we hope that every **obsolete garment can create new value here, minimize waste, and create new fashion with new sustainable fabrics.** "Unique design pieces can appear in a way that is not entirely new."

In ten years. I hope see fit can become a leading brand in sustainable development, with its own independent physical stores.

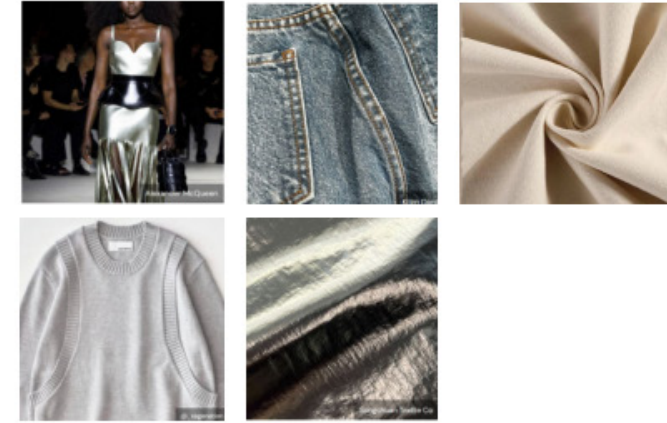
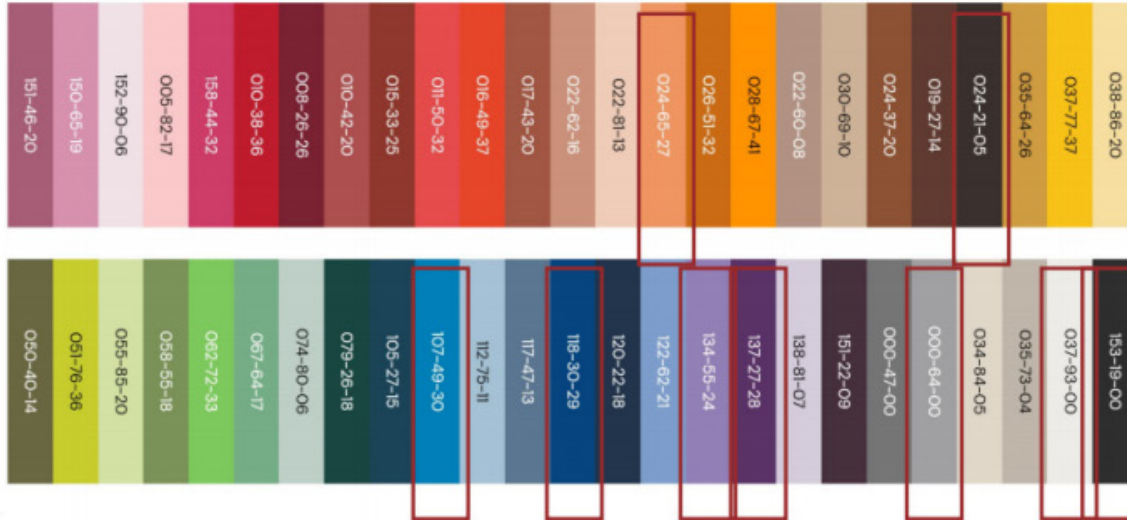


Mission:

The core value of the brand is to **reduce waste** and make the best use of everything . Recycled clothing is cut and combined with new fabrics to create a design **style opposite to traditional clothing** . By means of deconstruction , reorganization and splicing , different materials , different types of fabrics or materials or clothing are spliced together . Each piece of clothing is a unique story , Each piece is like a poem , and each person will wear a different spark , and you will interpret your story . for deconstruction and reconstruction , sustainable development and advanced designconcept , **maverick and even bizarre style** , become the unique selling point of this clothing brand .

Design Board:

Color:



Fabrics:

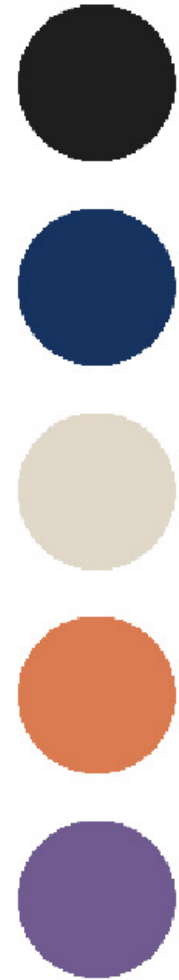


Color Board:

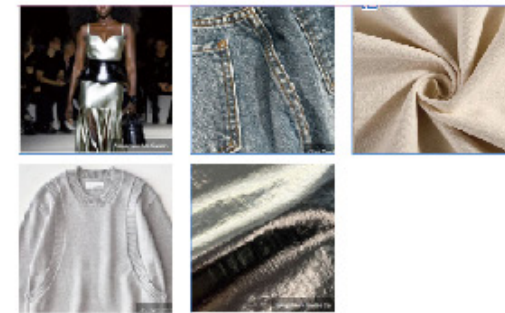
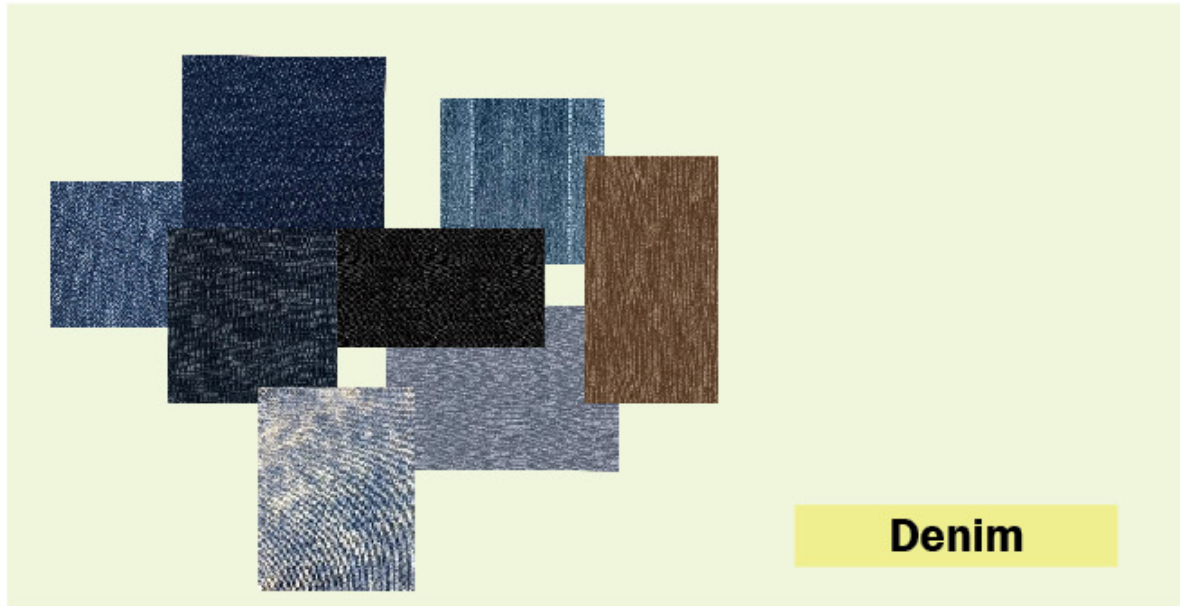
Color inspirations



Color board

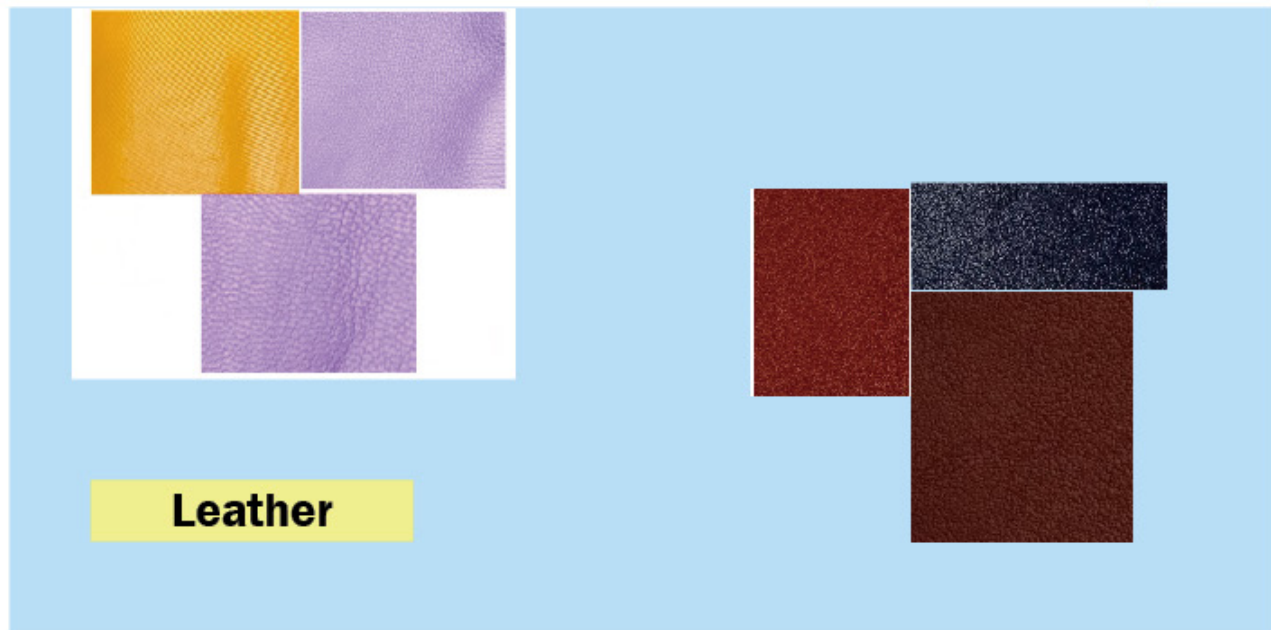


Here's some color inspirations and a color version of the initial selection of theme colors



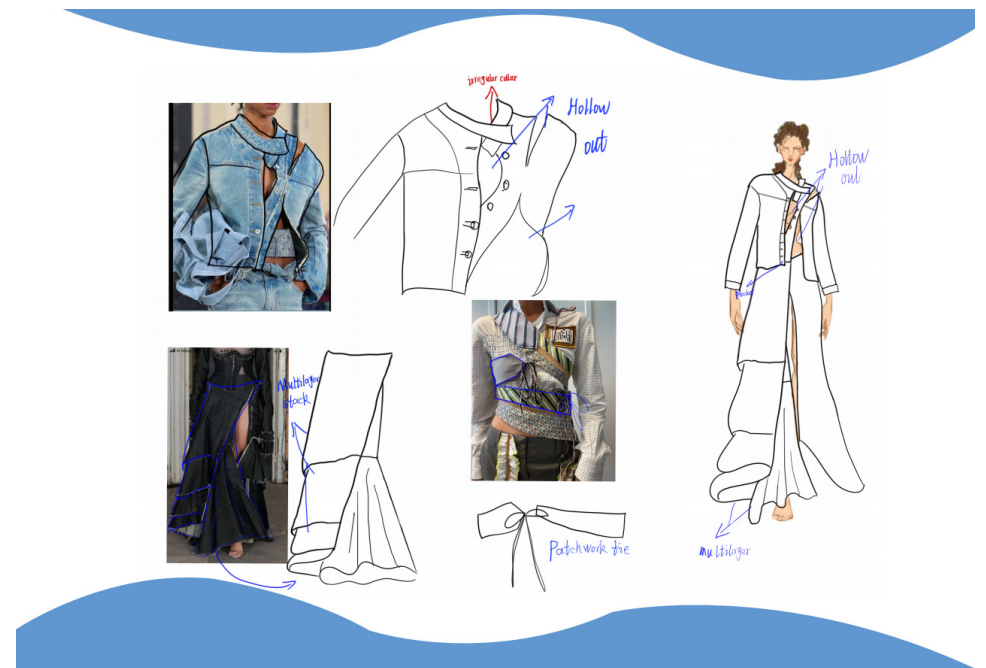
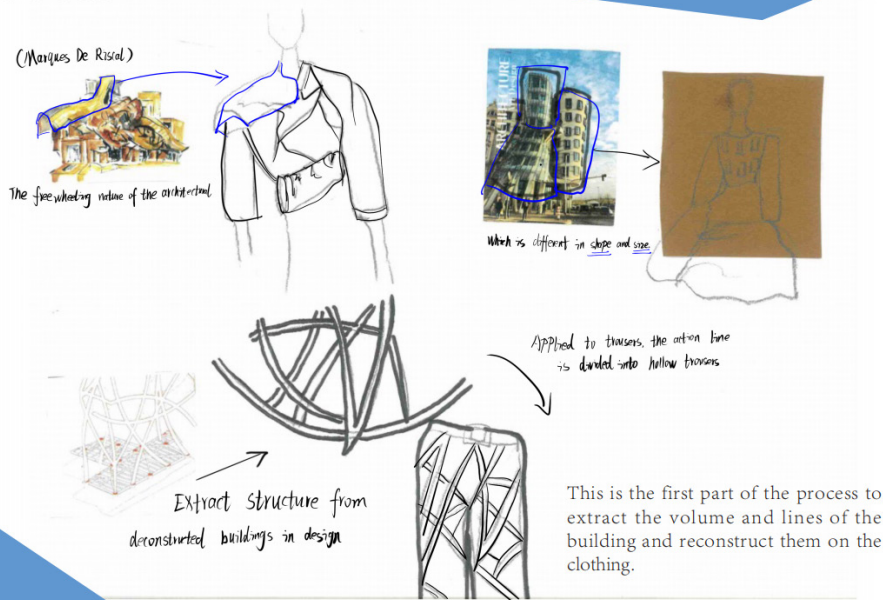
Fabric Board

The reason for choosing denim as a fabric is that there are now not only traditional denim products, but also digital printing, natural dyes, and innovative fabrics that provide space for sustainable development. The reason for choosing leather is good gloss and high drape.



Design sketch

Process:



Hollow out

Development

Three different structure

Extract the modified sleeve structure of the curved road

Hollow out

Connect bottom

Split sleeve

Irregular sleeve shape

Take inspiration from the clothes on the runway

The sleeves are decomposed in irregular shape

Hollow out

Development

Three different structure

Extract the modified sleeve structure of the curved road

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Development

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Take inspiration from the clothes on the runway

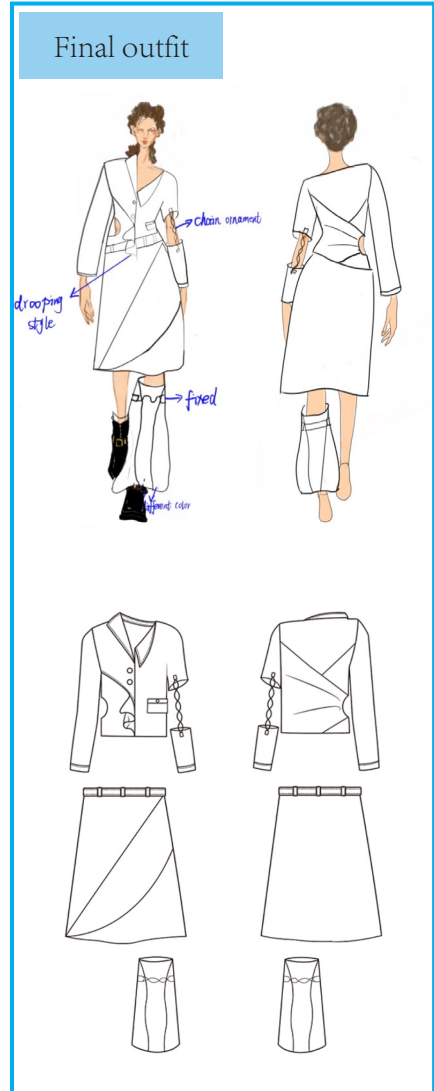
The sleeves are decomposed in irregular shape



-Front



-Back

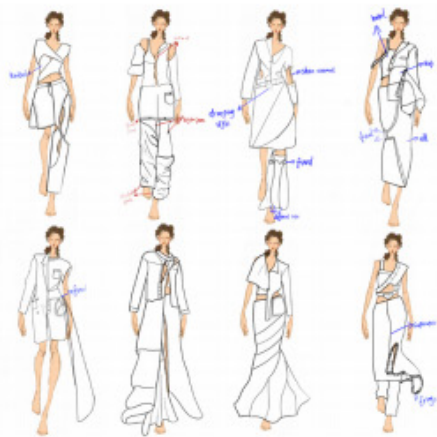


Color test

From the beginning of the 24 sets selected eight sets, and then constantly try to match the color, from the beginning of the color abrupt, to the gradual color coordination, until the final effect into a picture.



Final effect



Step 1:

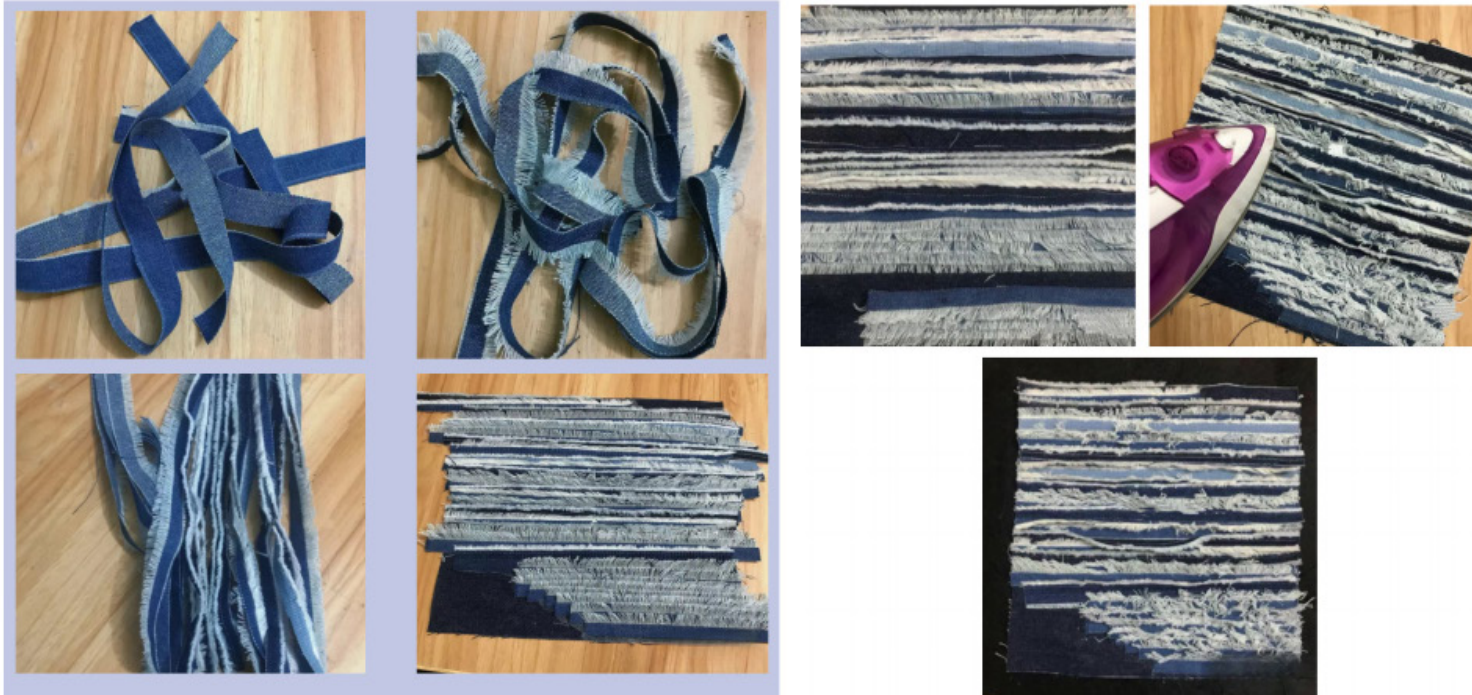


Step 2:



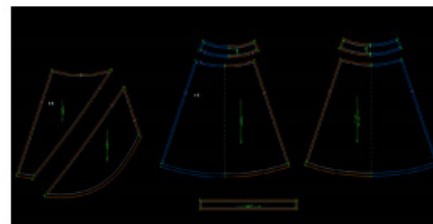
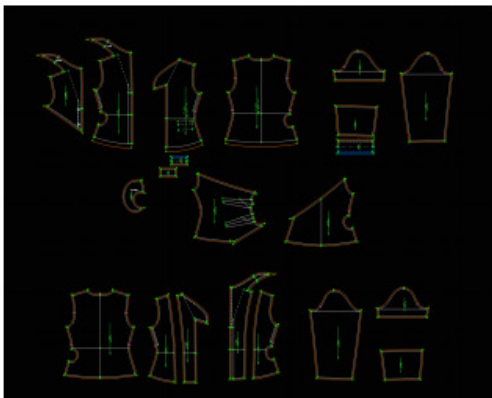
Step 3:

Experiment

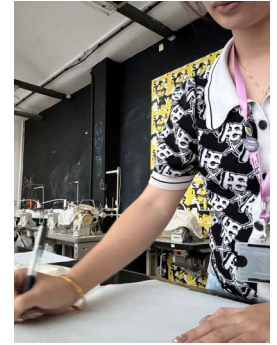


Material : colored denim (thicker style is better)

1. Cut the denim fabric into strips
2. Pull out the blue thread, leaving the white edge
3. Stack and arrange on the base cloth successively
4. Push ironing from bottom to bottom with iron, the effect will be more three dimensional.



This is a 3d layout I made of the top, skirt and pant legs



A diagram of the process of the white embryo experiment, in an attempt to connect each piece of clothing.



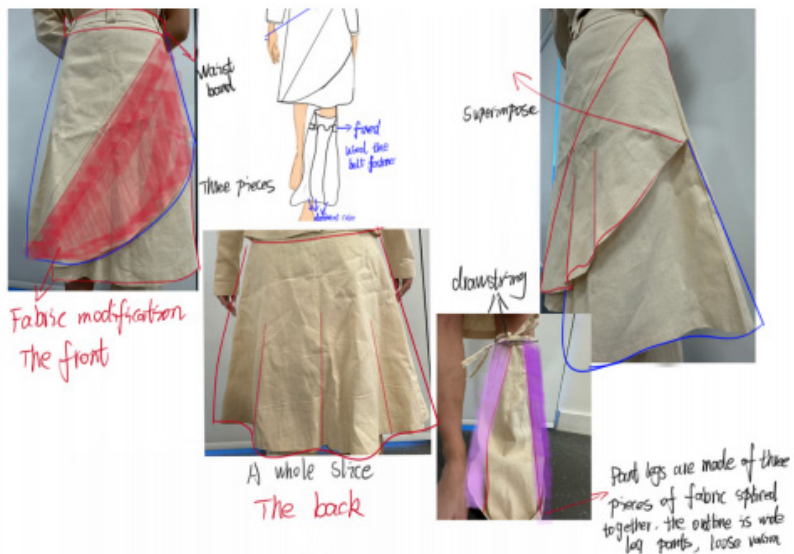
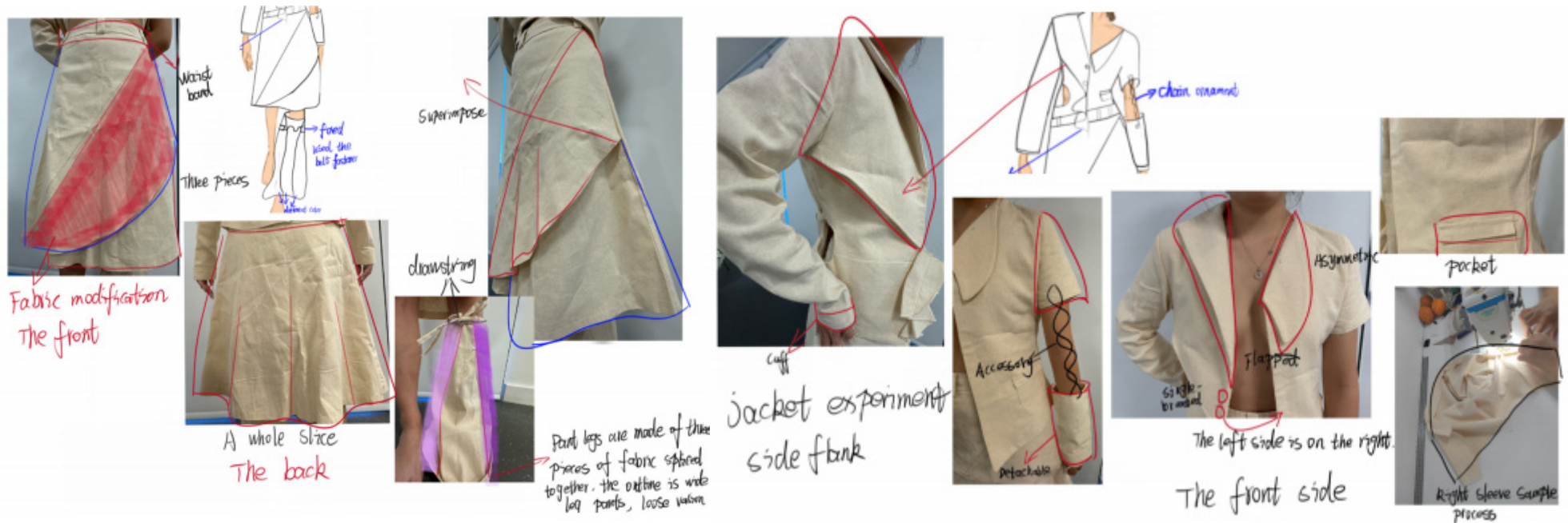
in the process of doing, I adjusted the length of the garment several times to meet the standards in my mind.

The front side

The flank side

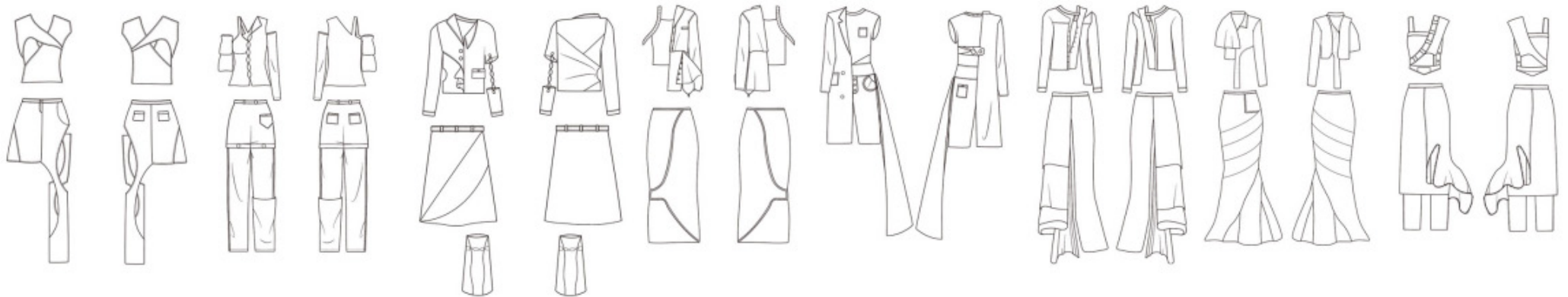
The flank side

The back side



This is my explanation of the white embryo sample clothes, and the annotation and explanation of some details will be more convenient for understanding when making garments in the later stage. The zipper of the skirt is set on the side, when the invisible zipper. The front pocket is designed as an opening, making it easy for buyers to place small objects.

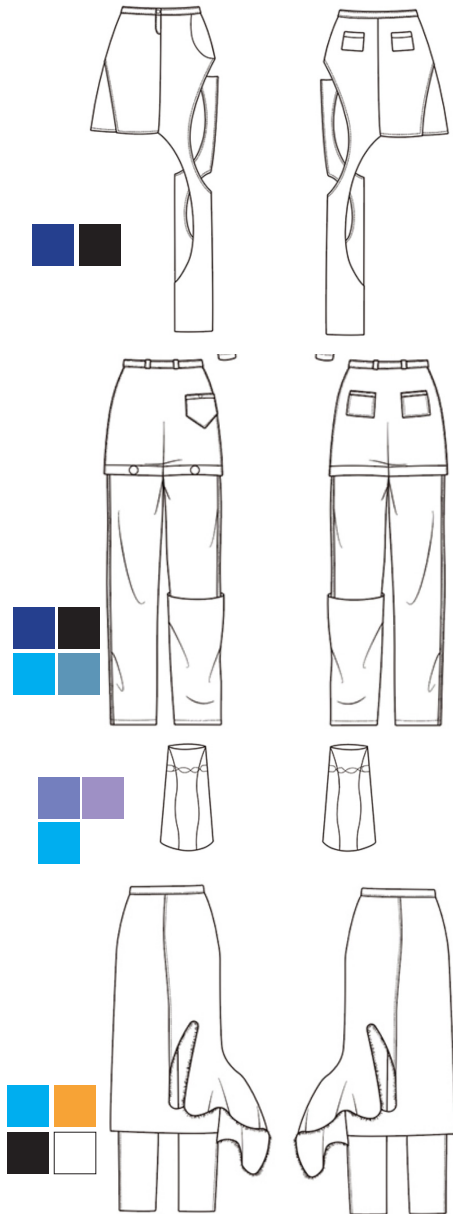
Evolution 8 line up



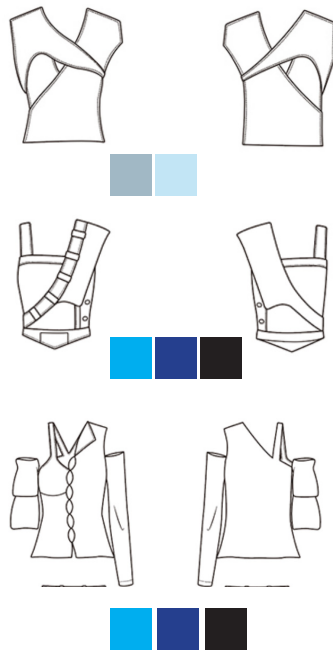
Eight complete design drafts and corresponding style drawings

range plan

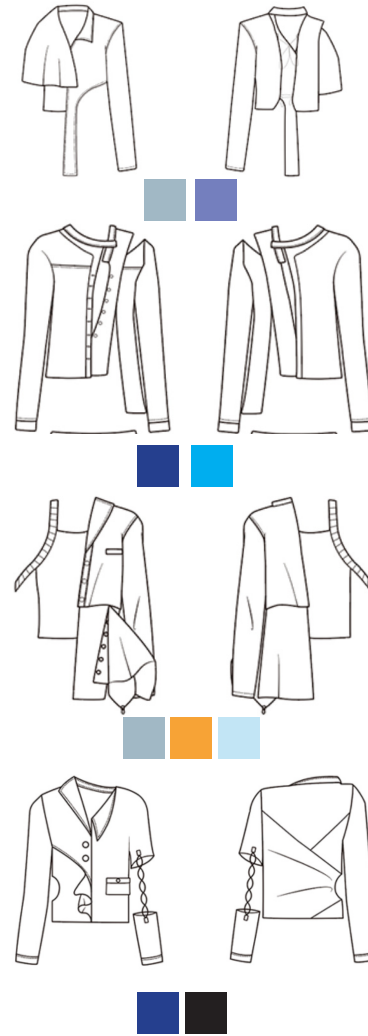
Trouser



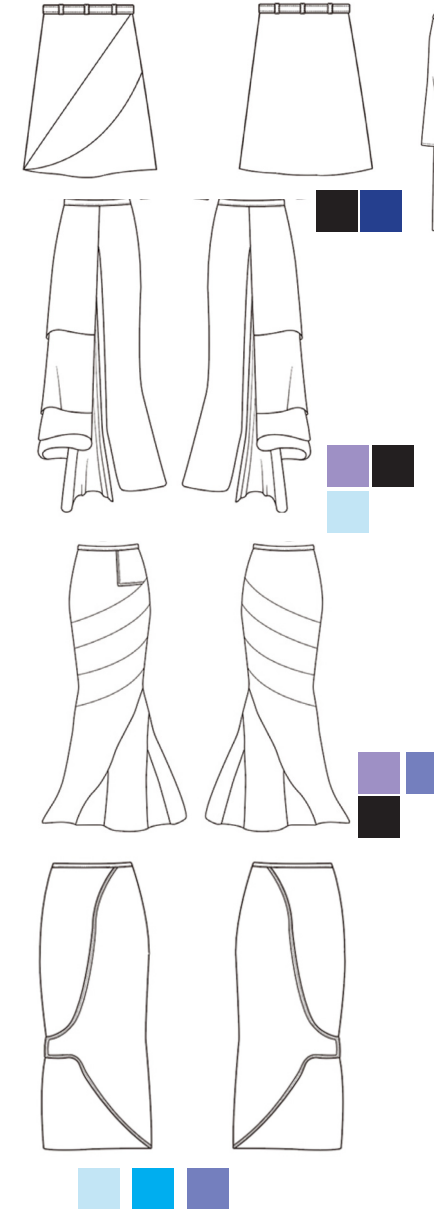
Top



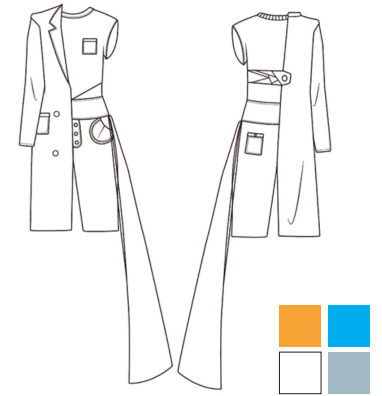
Jacket



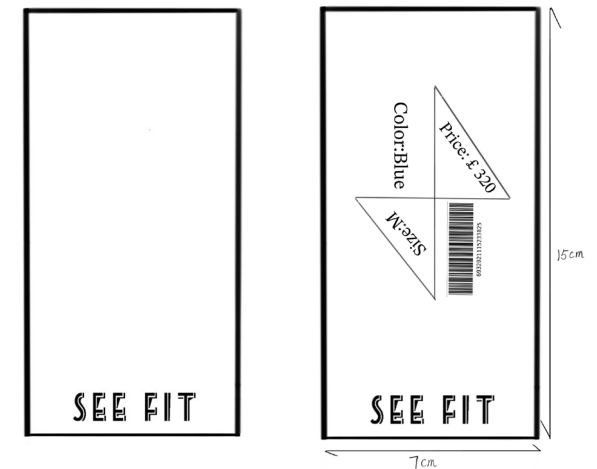
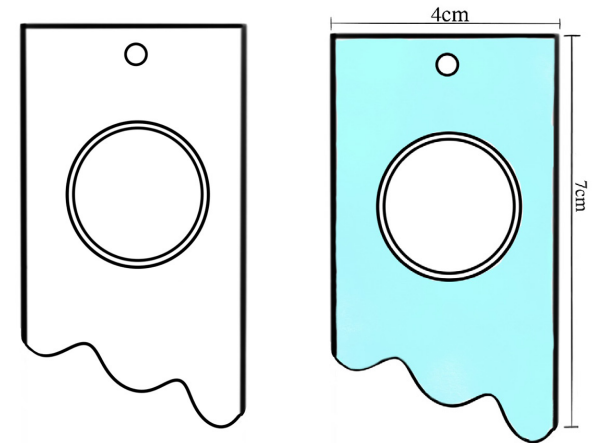
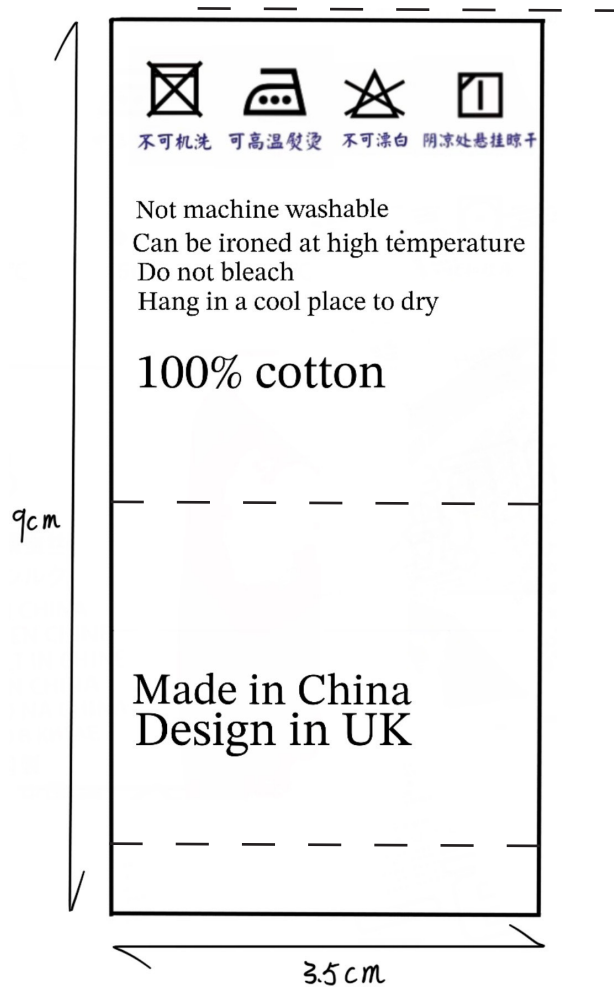
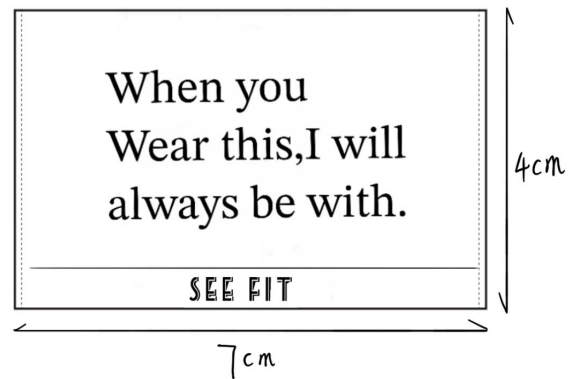
Skirt

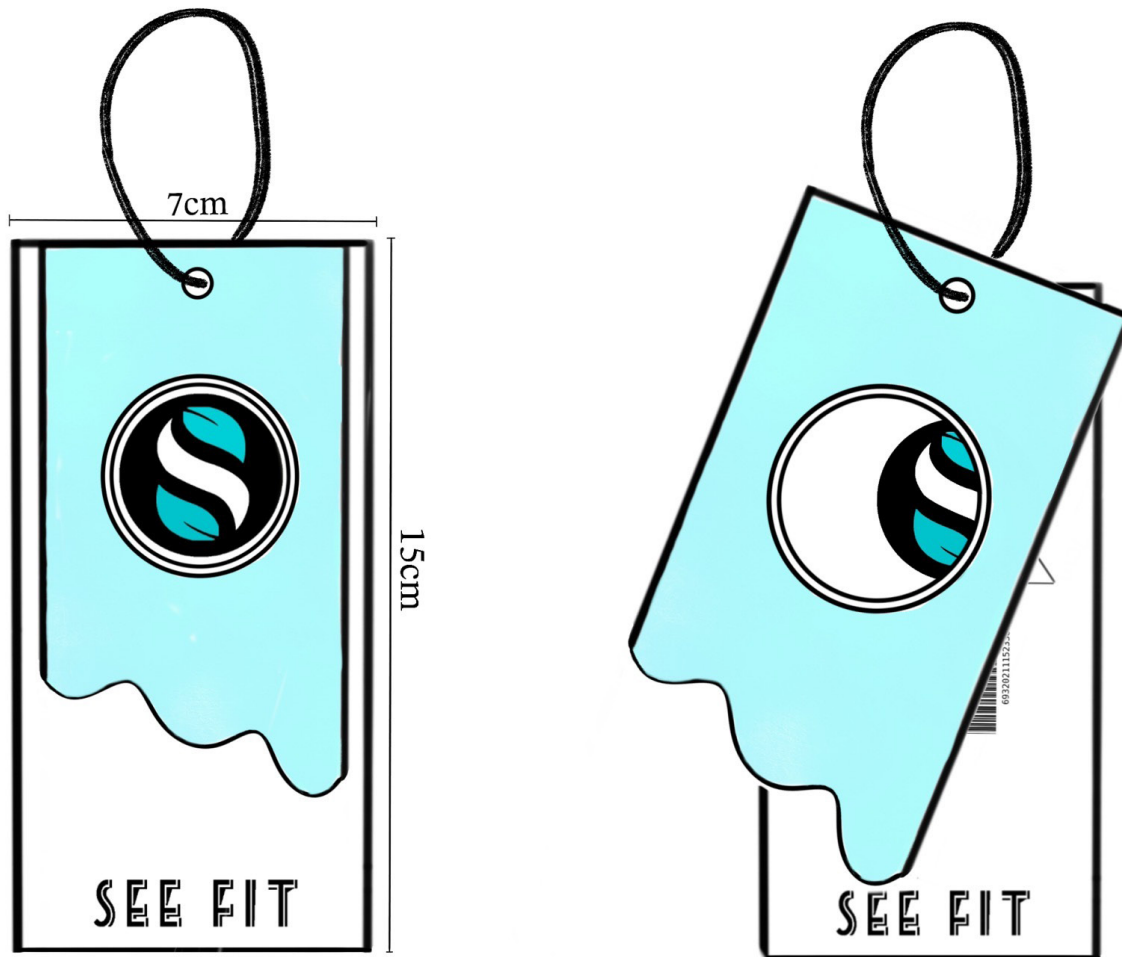


Jumpsuit



Branding

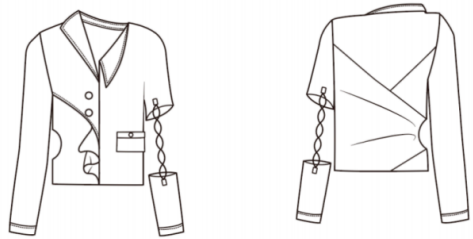





I really put a lot of thought into how to design the brand's tag. My tag has three different cards, the top card is hollow ring, using turquoise, you can just see the clothing brand logo on the following card, the last card wrote some basic information. All tags are made of paper, echoing the concept of sustainable environmental protection

Tech Packd


COVER+BOM

COVER + BOM						
BRAND:	SEE FIT	DESCRIPTION:	Coat	FABRIC CODE:	C	
DESIGNER:	Yutong Fang	DATE:	04/2024	MAIN FABRIC:	Jeans	
SEASON:	25A/W	PATTERN PIECES:		LINING:		
STYLE NO:		SIZE RANGE:	S/M/L/XL			
						
BILL OF MATERIALS						
PLACEMENT	ITEM DESCRIPTION	COLOUR	CODE	QTY	WIDTH	SUPPLIER
Top left piece	Fabric transformation	Custom color	C			Textured
Lace ruffle	Denim	Blue	C			
Front piece	Denim	Blue	C			
Back Piece	Denim	Blue	C			
Accessory	Iron chain	Silver	ACC			
Bottom	Metal buckle	Golden				
Pocket	Denim	Blue	C			

Detail - Front

FRONT					
BRAND:	SEE FIT	DESCRIPTION:	Coat	FABRIC CODE:	C
DESIGNER:	Yutong	DATE:	04/2024	MAIN FABRIC:	Denim
SEASON:	25A/W	PATTERN PIECES:		LINING:	
STYLE NO:		SIZE RANGE:	S/M/L/XL		
FRONT					
			1	Note the drape of the lace and the undulation of the folds	
			2	The two buttons connect the left and right pieces of clothing	
			3	And the left clothes are pressed onto the right pieces	
			4	The one on the left is connected to the back piece	
			5	The left collar is joined to the back collar	
			6	The left coat piece is superimposed on top of one	
			7		
			8		
			9		
			10		
			11		
			12		
			13		
			14		
			15		
			16		
			17		
			18		

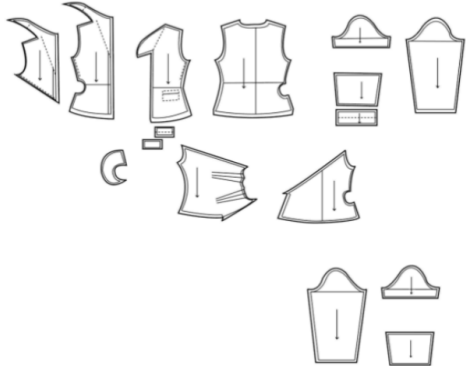
Detail - Back

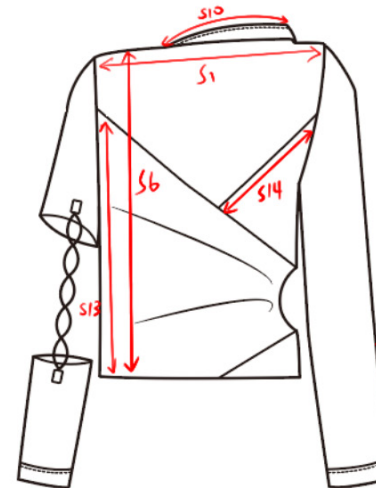
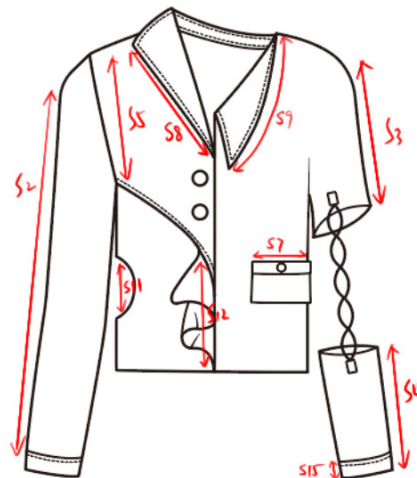
FRONT					
BRAND:	Half Han	DESCRIPTION:	Coat	FABRIC CODE:	C
DESIGNER:	Yutong Fang	DATE:	04/2024	MAIN FABRIC:	Denim
SEASON:	S/S25	PATTERN PIECES:		LINING:	
STYLE NO:		SIZE RANGE:			
FRONT					
			1	The left is on top of the right	
			2	Make two darts on the left	
			3	The left sleeve is joined together with ornaments	
			4		
			5		
			6		
			7		
			8		
			9		
			10		
			11		
			12		
			13		
			14		
			15		
			16		
			17		
			18		

Measurement Specifications

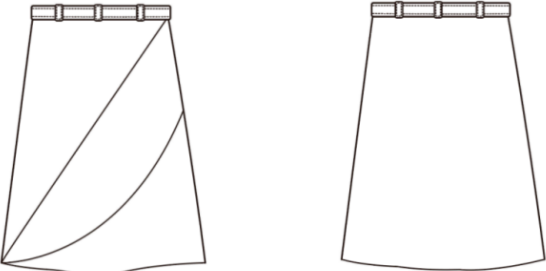
MEASUREMENT SPECIFICATIONS		
BRAND:	SEE FIT	DESCRIPTION: Deconstructivism
DESIGNER:	Yutong Fang	DATE: 04./2024
SEASON:	25A/W	PATTERN PIECES:
STYLE NO.:		SIZE RANGE:
POM	MEASUREMENT	Length(CM)
Coat		
S1	Shoulder	38
S2	Left sleeve	62.5
S3	Upper right sleeve	19
S4	Right lower sleeve	22
S5	Top left piece	24
S6	Clothes	60.5
S7	Pocket	10
S8	Left collar	43
S9	Right collar	26
S10	Back collar	15
S11	Hollow out	14
S12	Lace	19
S13	Back left coat piece	40
S14	Back right coat piece	23
S15	Cuff	4

Internal Views


INTERNAL VIEWS		
BRAND:	SEE FIT	DESCRIPTION: Coat
DESIGNER:	Yutong Fang	DATE: 04./2024
SEASON:	25A/W	PATTERN PIECES:
STYLE NO.:		SIZE RANGE:
		



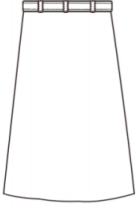
COVER+BOM

COVER + BOM						
BRAND: SEE FIT DESIGNER: Yutong Fang SEASON: 25A/W STYLE NO		DESCRIPTION: Skirt DATE: 04/2024 PATTERN PIECES: SIZE RANGE: S/M/L/XL		FABRIC CODE: C MAIN FABRIC: Jeans LINING:		
						
BILL OF MATERIALS						
PLACEMENT	ITEM DESCRIPTION	COLOUR	CODE	QTY	WIDTH	SUPPLER
Belt	Leather	Brownish orange	PU			
Top left piece	Denim	Black	C			
Middle piece	Denim	Custom color	C			Textured
Bottom piece	Denim	Black	C			
Waistband	Denim	Black	C			

Detail - Front

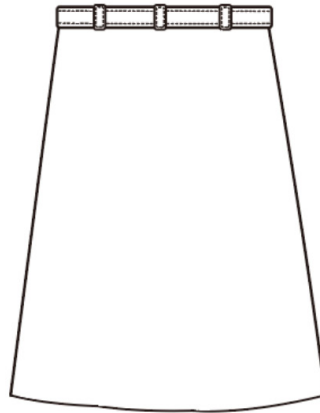
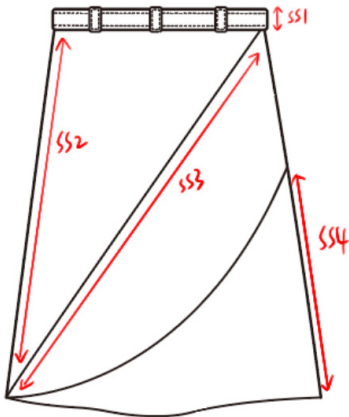
FRONT		
BRAND: Half Han	DESCRIPTION: Skirt	FABRIC CODE:
DESIGNER: Yutong Fang	DATE: 04/2024	MAIN FABRIC:
SEASON: S/S25	PATTERN PIECES:	LINING:
STYLE NO:	SIZE RANGE:	
FRONT		
	1	The width of the waist should not be too wide
	2	The left is on top of the right
	3	It's an A-shaped dress
	4	The middle piece is made of fabric modification
	5	
	6	
	7	
	8	
	9	
	10	
	11	
	12	
	13	
	14	
	15	
	16	
	17	
	18	

Detail - Back

BACK		
BRAND: Half Han	DESCRIPTION: Skirt	FABRIC CODE: C
DESIGNER: Yutong Fang	DATE: 04/2024	MAIN FABRIC: Denim
SEASON: S/S25	PATTERN PIECES:	LINING:
STYLE NO:	SIZE RANGE:	
FRONT		
	1	The whole piece is joined together
	2	Shadow zipper done on the side
	3	
	4	
	5	
	6	
	7	
	8	
	9	
	10	
	11	
	12	
	13	
	14	
	15	
	16	
	17	
	18	

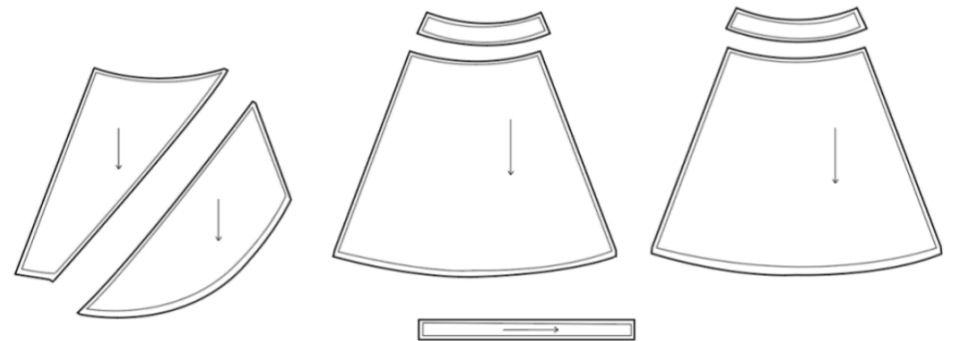
Measurement Specifications

MEASUREMENT SPECIFICATIONS		
BRAND:	SEE FIT	DESCRIPTION: Deconstructivism
DESIGNER:	Yutong Fang	DATE: 04/2024
SEASON:	25A/W	PATTERN PIECES:
STYLE NO:		SIZE RANGE:
Skirt		
SS1	Waistband	4
SS2	Left skirt	42
SS3	Center skirt	46
SS4	Right skirt	26

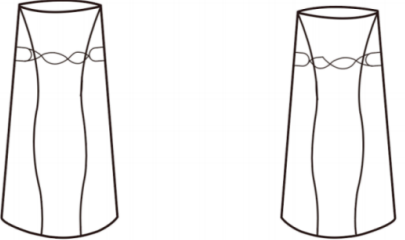


Internal Views


BRAND: SEE FIT	DESCRIPTION: Skirt	FABRIC CODE:
DESIGNER: Yutong Fang	DATE: 04/2024	MAIN FABRIC:
SEASON: 25A/W	PATTERN PIECES:	LINING:
STYLE NO:	SIZE RANGE:	




COVER+BOM

COVER + BOM						
BRAND: SEE FIT DESIGNER: Yutong Fang SEASON: 25A/W STYLE NO		DESCRIPTION: Trousler leg DATE: 04/2024 PATTERN PIECES: SIZE RANGE: S/M/L/XL		FABRIC CODE: C PU MAIN FABRIC: Jeans Leather LINING:		
						
BILL OF MATERIALS						
PLACEMENT	ITEM DESCRIPTION	COLOUR	CODE	QTY	WIDTH	SUPPLER
Left side piece	Leather	Grayish purple	Pu			
Middle Piece	Denim	Blue	C			
Right Piece	Denim	Modena	Pu			
Accessory	Leather	Black	Pu			

Detail - Front

FRONT		
BRAND: SEE FIT DESIGNER: Yutong Fang SEASON: 25A/W STYLE NO.	DESCRIPTION: Trousler leg DATE: 04/2024 PATTERN PIECES: SIZE RANGE: S/M/L/XL	FABRIC CODE: C PU MAIN FABRIC: Jeans Leather LINING:
		
		1 The pieces on the sides are different from the fabric used in the middle 2 Connect each fabric using a flat seam 3 The inside of the upper pant mouth is provided with a strap 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

Detail - Back

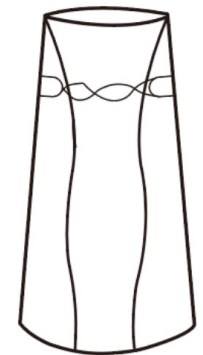
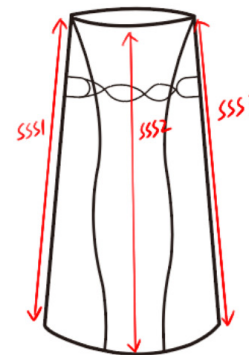
BACK		
BRAND: SEE FIT DESIGNER: Yutong Fang SEASON: 25A/W STYLE NO.	DESCRIPTION: Trousler leg DATE: 04/2024 PATTERN PIECES: SIZE RANGE:	FABRIC CODE: C PU MAIN FABRIC: Jeans Leather LINING:
		
		1 Same as before 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

Measurement Specifications

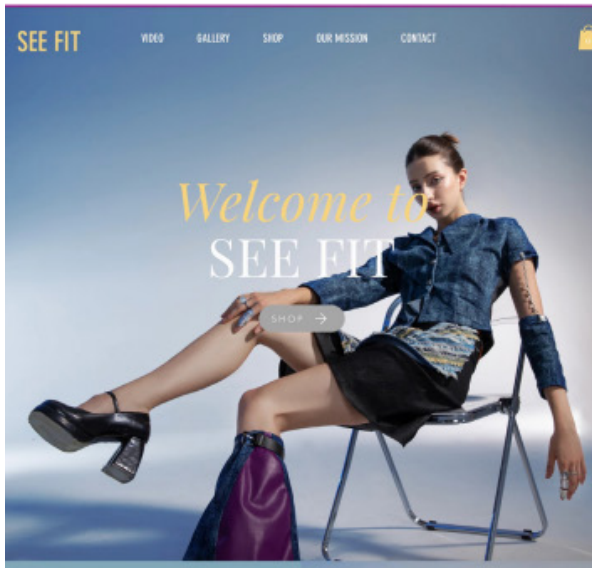
MEASUREMENT SPECIFICATIONS		
BRAND:	SEE FIT	DESCRIPTION: Deconstructivism
DESIGNER:	Yutong Fang	DATE: 04/2024
SEASON:	25A/W	PATTERN PIECES:
STYLE NO:		SIZE RANGE:
Trouser leg		
SSS1	Left panelist	36
SSS2	Midpiece	36
SSS3	Right panelist	36

Internal Views

INTERNAL VIEWS		
BRAND: SEE FIT	DESCRIPTION: Trouser leg	FABRIC CODE:
DESIGNER: Yutong Fang	DATE: 04/2024	MAIN FABRIC:
SEASON: 25A/W	PATTERN PIECES:	LINING:
STYLE NO:	SIZE RANGE:	

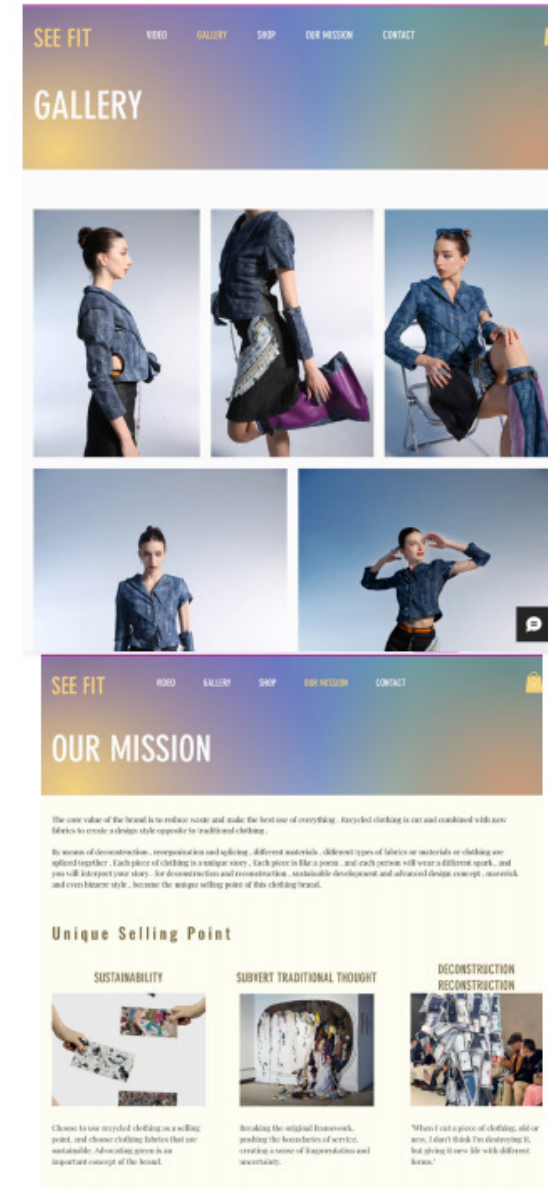
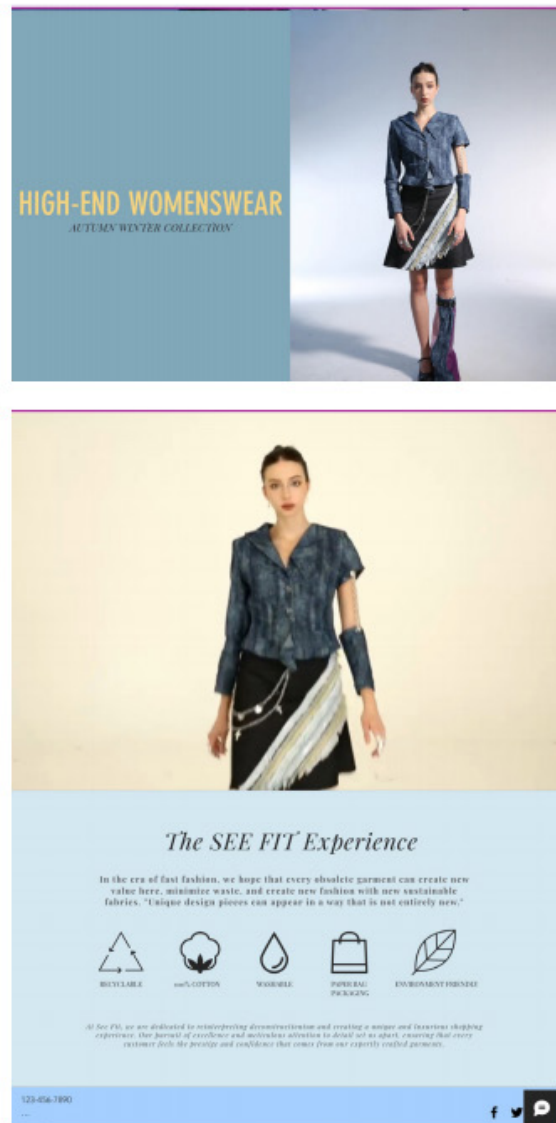


Website



I have set up five sections and homepage on my official website, which are video, gallery, shop, our mission and contact information. I present the look of the model and a video on the homepage, which tells the characteristics of the raw materials of my brand.

In our mission, it tells the story of our brand mission and USP.





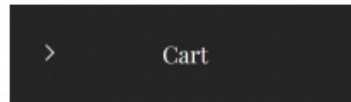
An A-line skirt has two layers of design, the first layer has fabric modification, using recycled tannin fabric, and then drawing, superimposed after the three-dimensional effect. With a small chain to decorate the skirt, bright waist to open up the dull color of clothing.

SKIRT

£350.00

Quantity

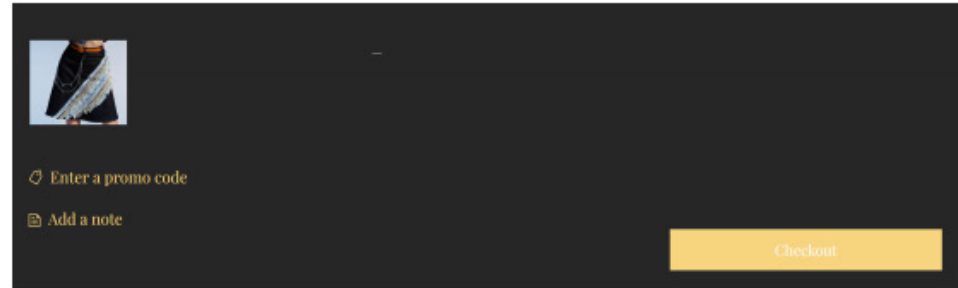
Add to Cart



SKIRT
£350.00

Subtotal
£350.00

View Cart



In the payment interface, customers can slide the mouse to view the multi-angle detail diagram, and there are notes on the product below the diagram, which is convenient for customers to understand the product and attract customers to buy. And can be checked twice before payment. If you have any questions, you can email me or ask in the offline store.



IF YOU NEED FURTHER ASSIST, PLEASE DO NOT HESITATE TO CONTACT US.

Name

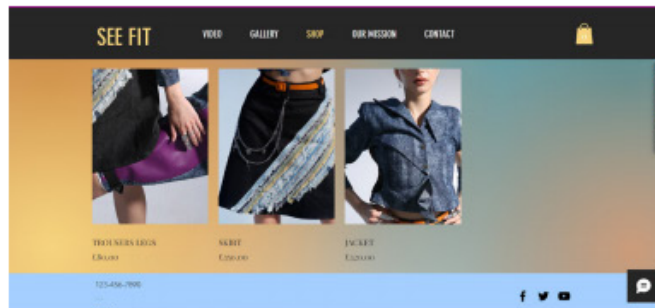
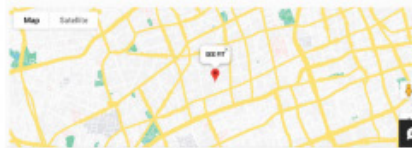
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SEE FIT AW24/25 Collection



The poses for a lookbook include full-body shots, seated poses, standing poses, detail shots, and back views. A wide range of shooting angles helps to provide more detailed displays of the garments, attracting more consumers who appreciate deconstructed clothing to make a purchase.



Contact details

<i>Name</i>	<i>Email</i>
<i>Phone</i>	
<i>Message</i>	
Send	

GET IN TOUCH!

123-456-7890
fangyutong896@gmail.com
105 Taiyuan Road, Xuhui District
Shanghai, China



MORE QUESTIONS

IF you need any help?
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