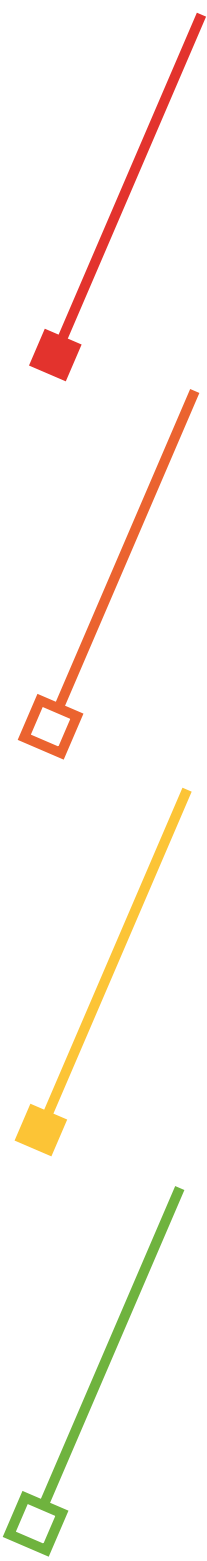
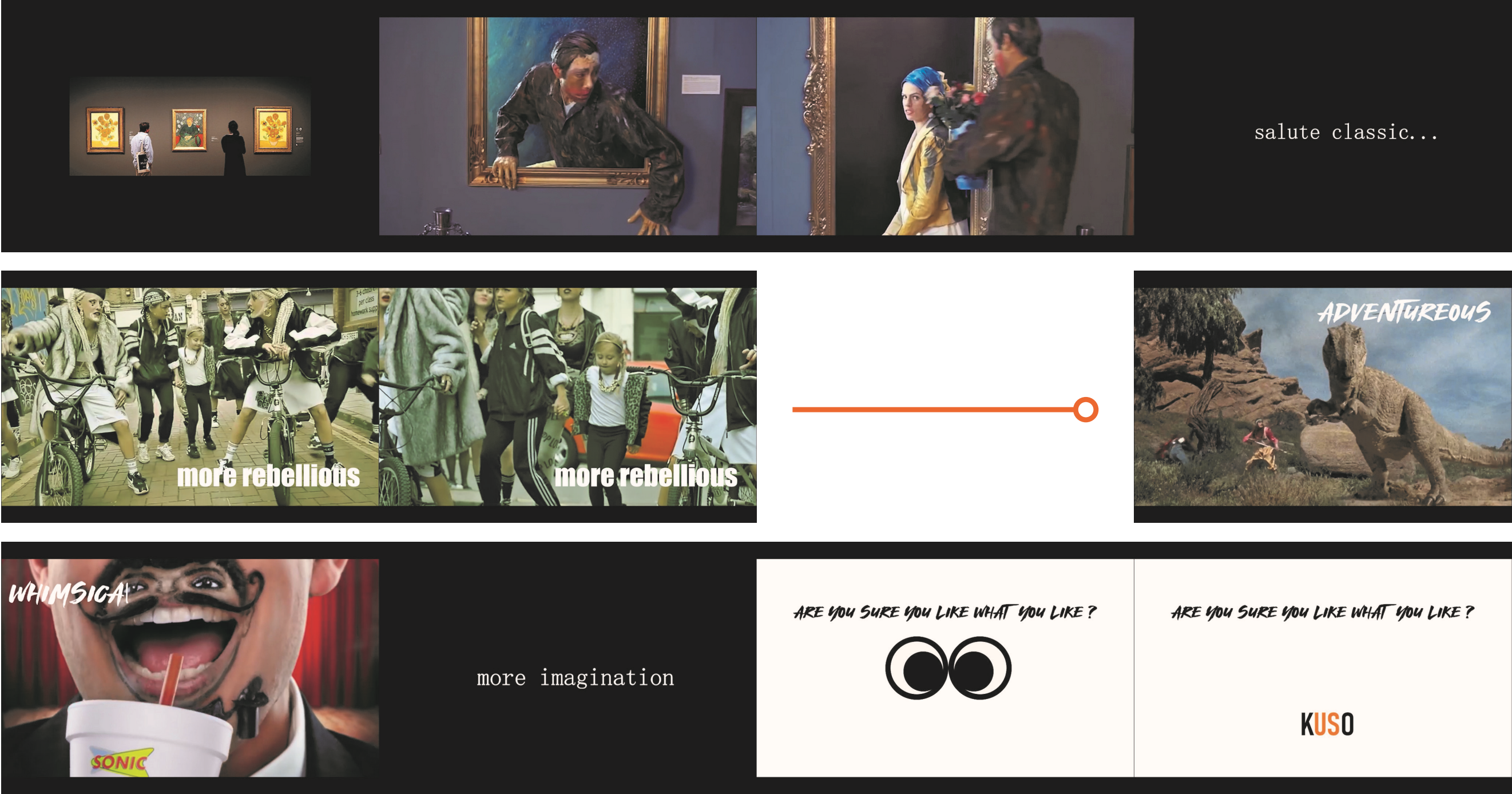


KUSO
Brand video:



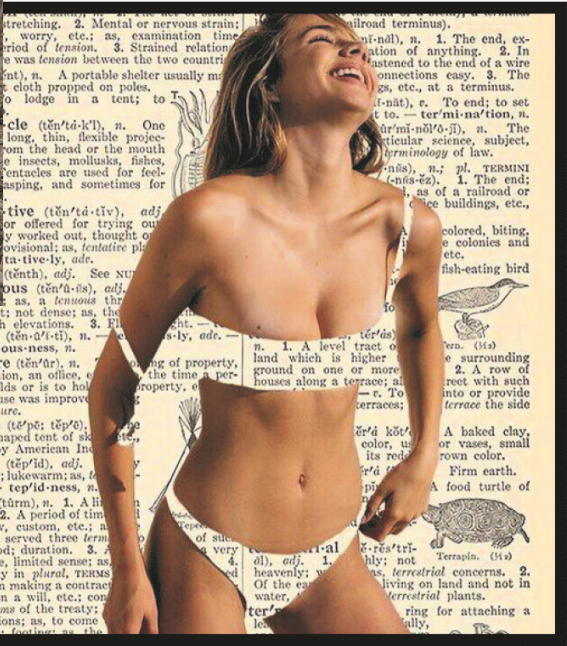
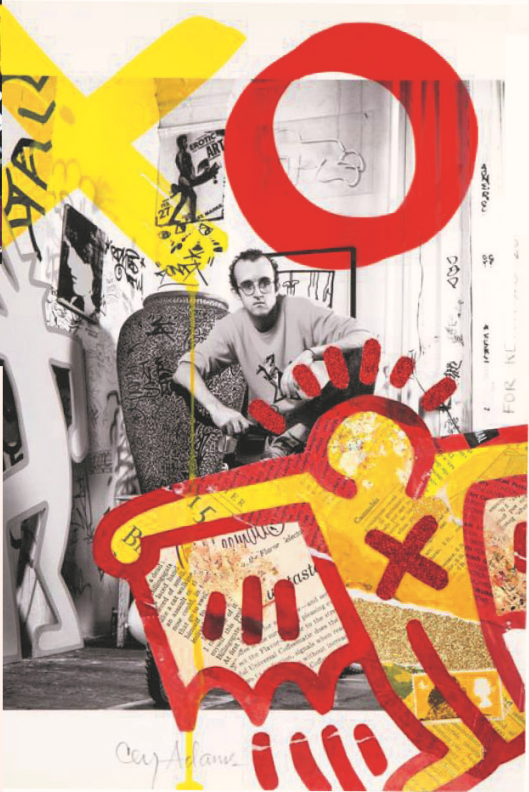
ELECTRO COLOUR



EXAGGERATED SHAPE



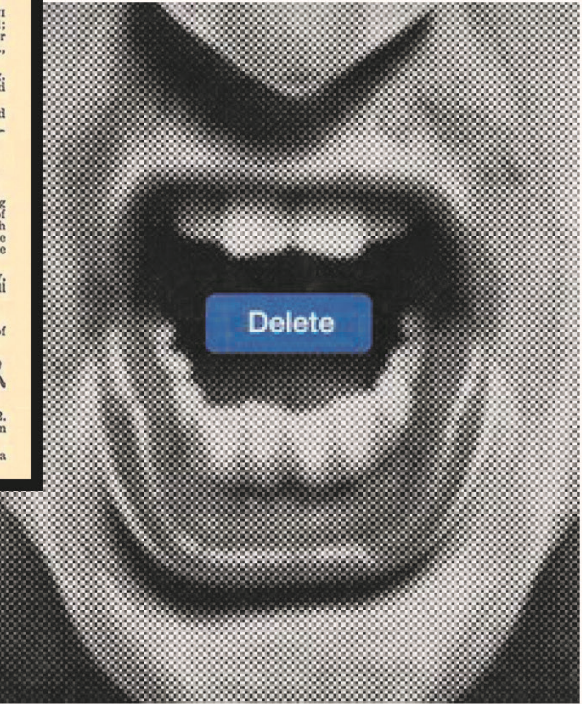
RE-MIX



CUTAND PASTE



RE-SORTED MATERIAL

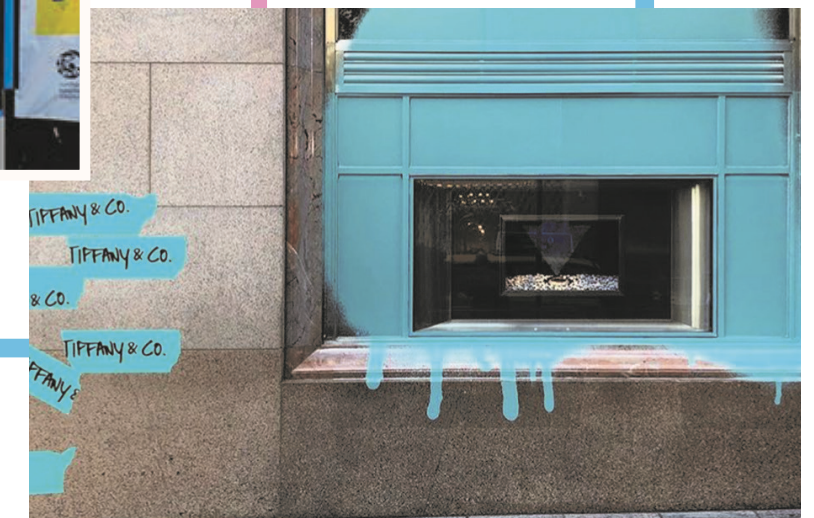
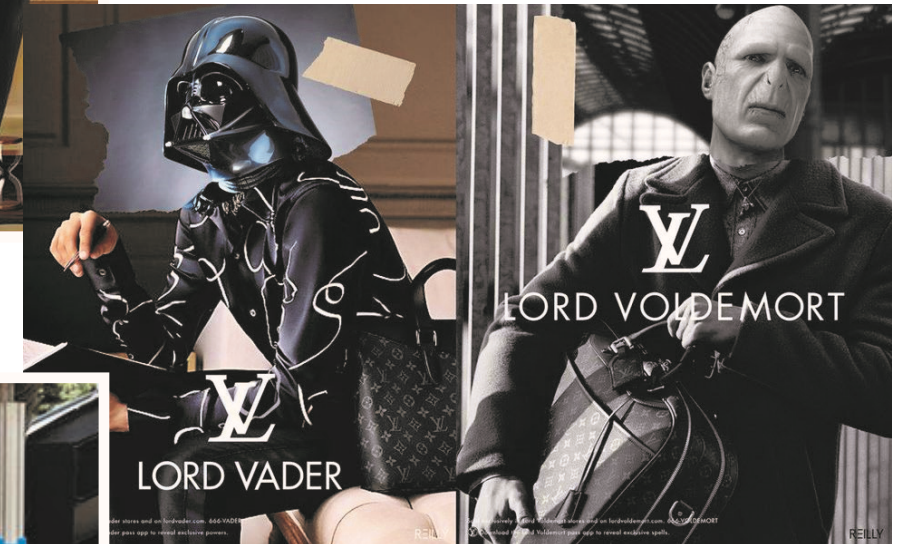


DESIGN CONCEPT

• Brand story

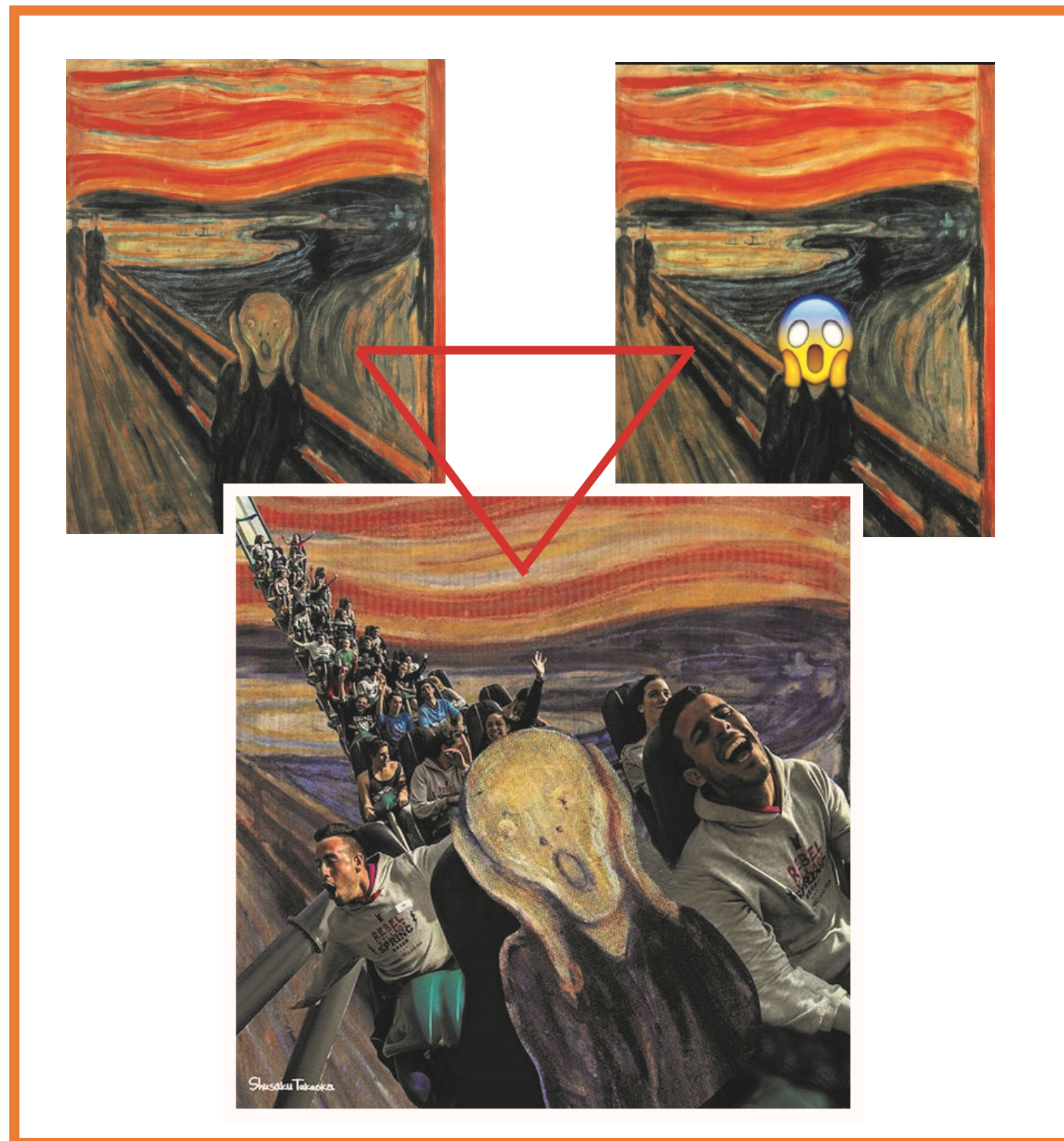
You may have noticed them on the streets of London, Bristol or, more recently, Paris. Notice what? Those strange ads and billboards that look like normal advertisements but with twisted messages. Where do they come from? Who made them? Why do they do that? All those questions may be answered with one concept, Brandalism.

Brand story: Today, luxury fashion not only successfully to sell products to the people, and their brand value has overflow, it causes some people the pursuit of excessive luxuries, do not hesitate to lower the cost of life balance, all seemed luxuries is today 's fashion, "KUSO " as a bold and creative brand, aims to break the mainstream restrictions on people, encourage people to like what you like.



'Vandalised' Tiffany store facade, part of the Spring/Summer 2018 #tiffanyblue campaign

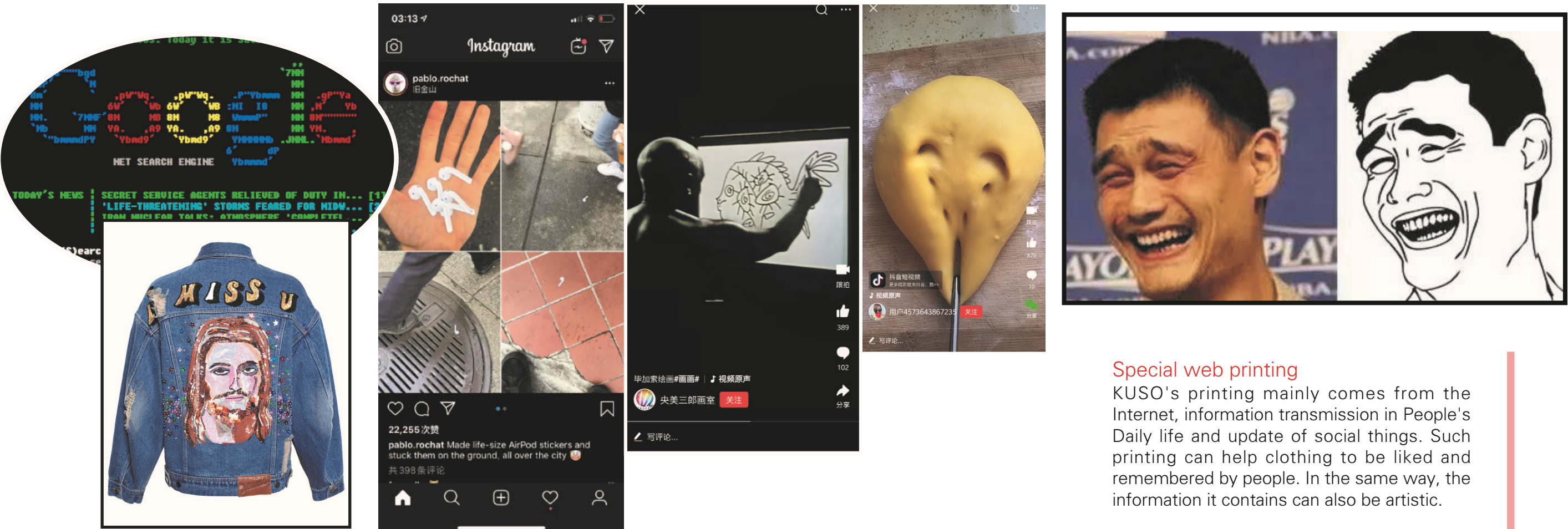
- mission statement



Mission statement: We commit to provide creative clothing with creative visual element for young people. KUSO hopes young people can be better to release their imagination, the spirit of curiosity, independence and fun...



• Unique selling points



Special web printing
KUSO's printing mainly comes from the Internet, information transmission in People's Daily life and update of social things. Such printing can help clothing to be liked and remembered by people. In the same way, the information it contains can also be artistic.



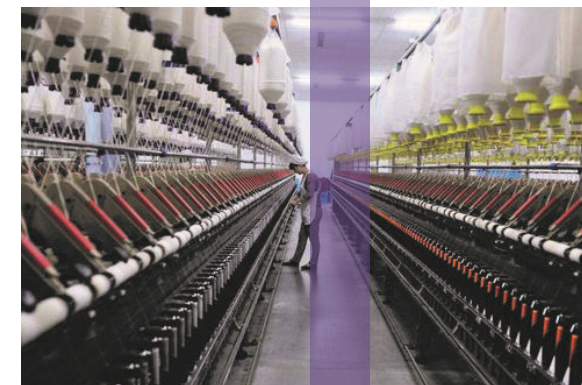
An open creative forum with Chinese characteristics
Since KUSO's initial product is mainly launched in the Chinese market, to cater to this, KUSO will set up a forum on the most popular platform in China: WECHAT, which has hundreds of millions of users. It will help KUSO collect ideas and comments, and make consumers convenient to choose product.

- Unique selling points



KUSO selects production lines recognized by international brands

For example, SHEN ZHOU and SUNVIM, used to make goods for Japanese brands such as MUJI, so they are of high quality and more likely to be recognised by Chinese buyers. Another reason is that China's trade policy is turning inward as a result of this year's trade friction with the United States, which means there will be more opportunities for Chinese people to trade with Chinese factories with government encouragement and support.



Sustainable development of dyeing and weaving programs and fabrics

This is the coming revolution in the clothing industry, which has seen a growing acceptance of environmentally friendly fabrics as the environment deteriorates. In fact, the fabric market has developed a variety of solutions for making environmentally friendly clothing, including dyeing and fabric design. Being good at using environmentally friendly fabrics will bring a lot of social recognition.

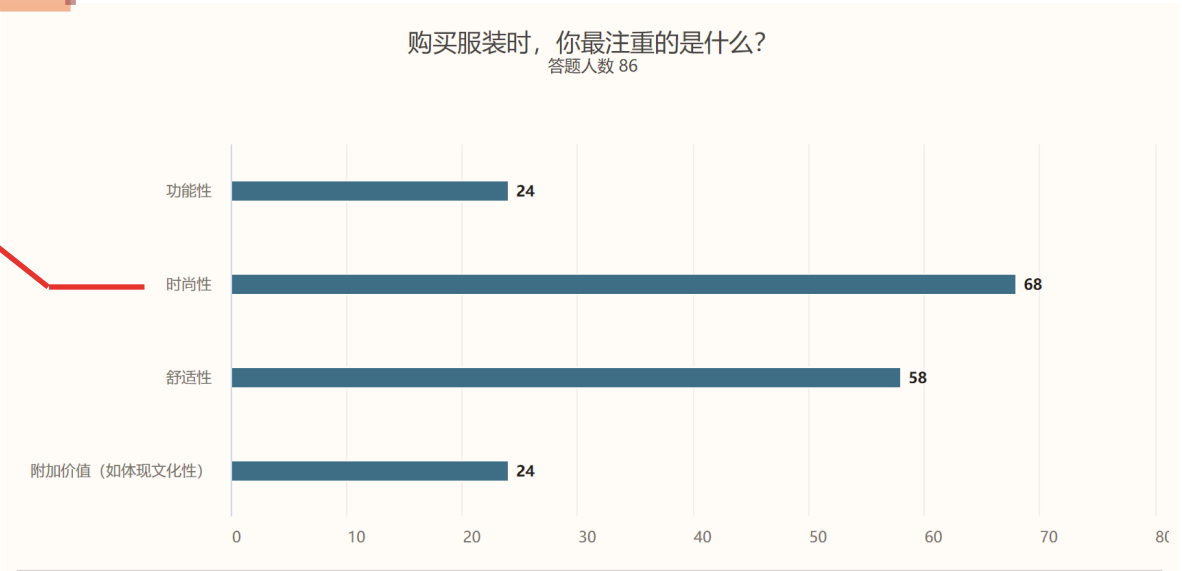
• Market intelligence



It is to be expected that young people (KUSO's main consumers) attach great importance to the diversity of clothes, which can be seen from their strong consumption power.

But in fact, a large number does not represent diversity. If each garment has its own special cultural background (for example, custom-made ones), then this garment will replace more garments.

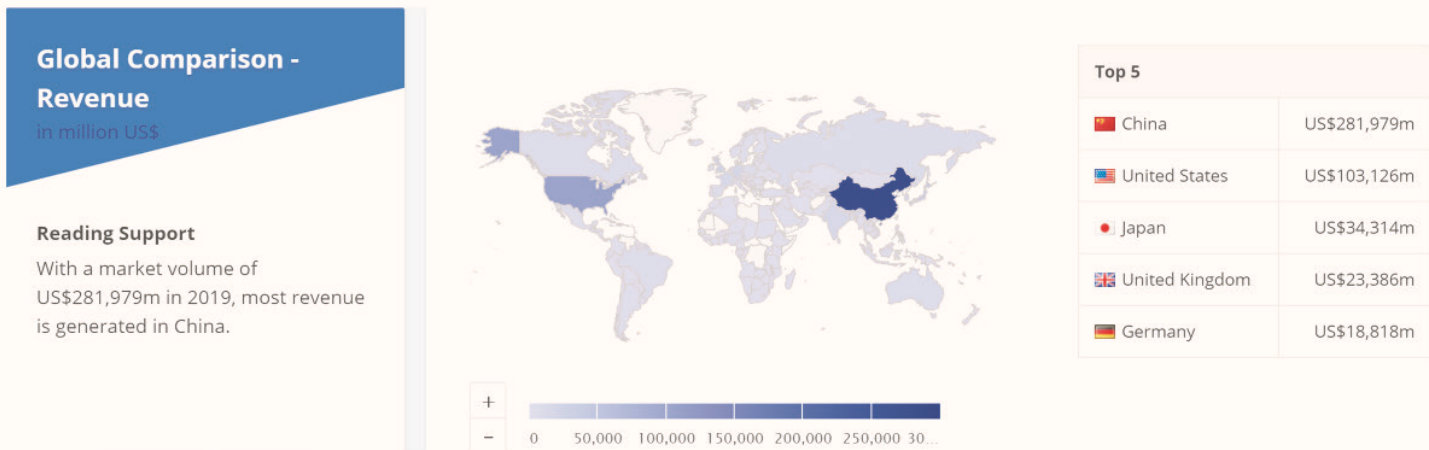
Among young people, KUSO conducts a questionnaire survey and finds that most of them pay attention to fashion, which proves the importance of social hot spots in clothing selection. Therefore, the primary problem to be solved by KUSO is how to make clothing connect with the society.



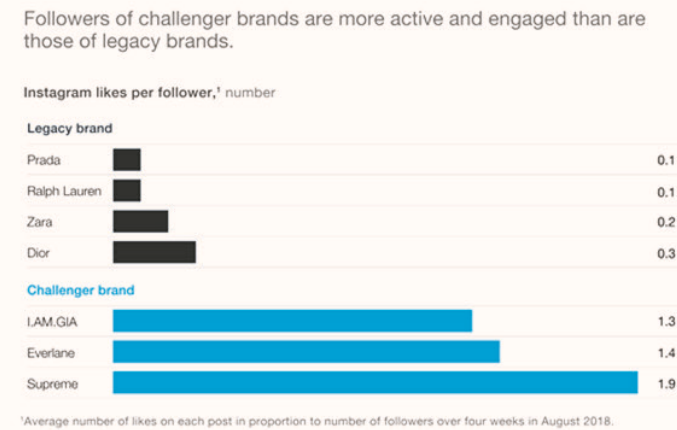
• Market Analysis



As can be seen from the chart, the Asian market is still the most prosperous, and the Chinese market has the largest demand for all kinds of clothing.



The future of street fashion is optimistic, because they have more exposure ways and better effects.



New retail in China

The Chinese consumer market is large and diverse and developing at a rapid pace. Understanding what the Chinese consumer wants, needs and how they prefer to engage with brands is not only essential to succeeding in China today but also, given China's place at the vanguard of e-commerce and digital development, provides an insight into global consumer trends.

main target market



• Target consumer

KUSO want to create a streetwear brand that is above average and focuses on fashion for young people who want to show their individuality and their own unique ideas. The consumers range in age from 20 to 25, with an annual income of around 12,000 pounds. They have free occupation and can accept KUSO's spirit. They are unruly but have a sense of responsibility, avant-garde, can look at things from multiple perspectives, have a certain interest in life, always full of curiosity, they want to show their unique humor and thought from the clothing.



Demographic Variables :

- Gender: Female
- Age: 23
- Generation: Z
- Marital Status: Single

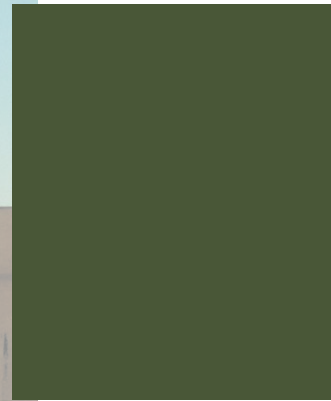
Psychographic and Behavioural Variables :

- Lively, talkative and individualistic.
- Love travel and photography.
- She has a favorite field — photography, and will open her own studio this year. She hopes to let more people know about the direction of her career through her clothes.
- With a blog followed by thousands of people, her actions will affect her imitators.

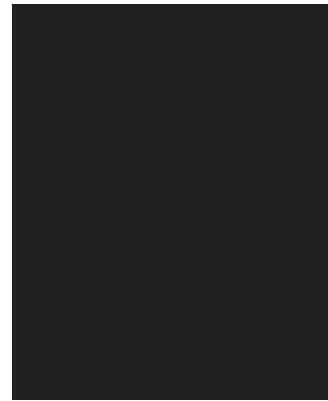
- Colour page



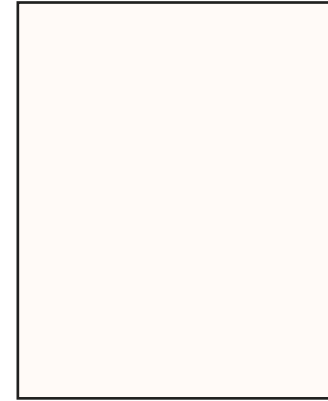
PANTONE 15-3920 TCX



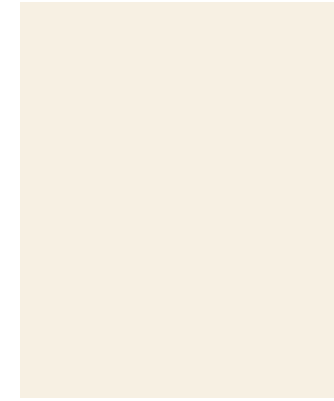
PANTONE 19-0419 TCX



PANTONE 19-0419 TCX



PANTONE 19-0419 TCX



PANTONE 19-0419 TCX



PANTONE 14-0452 TC



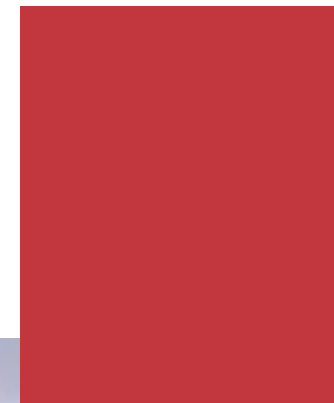
PANTONE 1225 C



PANTONE 13-0947 TCX



PANTONE 13-1208 TCX



PANTONE 010-38-36

This palette is quoted from the WGSN2020 color trend and adopts two relative color systems with low purity of main color. The term KUSO originates from Japanese animation, so black, white and gray can be used as a large amount of background color for clothing. Another group is better pieced with more vivid colors for the decoration of garments, so as to better identify the points of concern.

• Fabric page



A collection of cloth from the London market



Investigate the dyeing results of the clothing



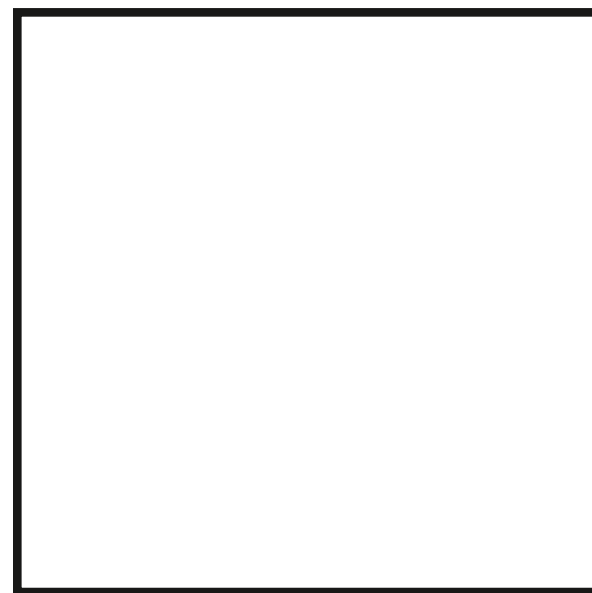
linen



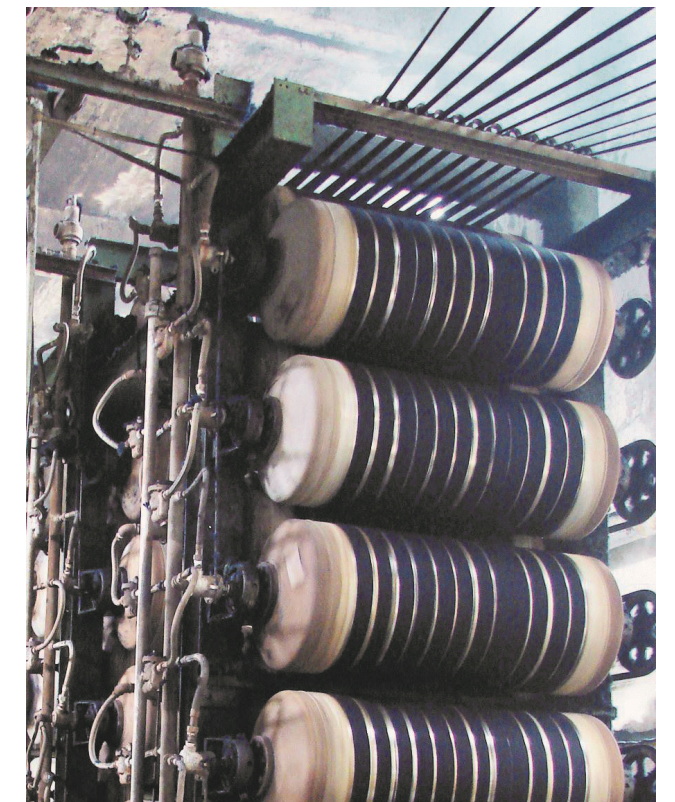
cotton



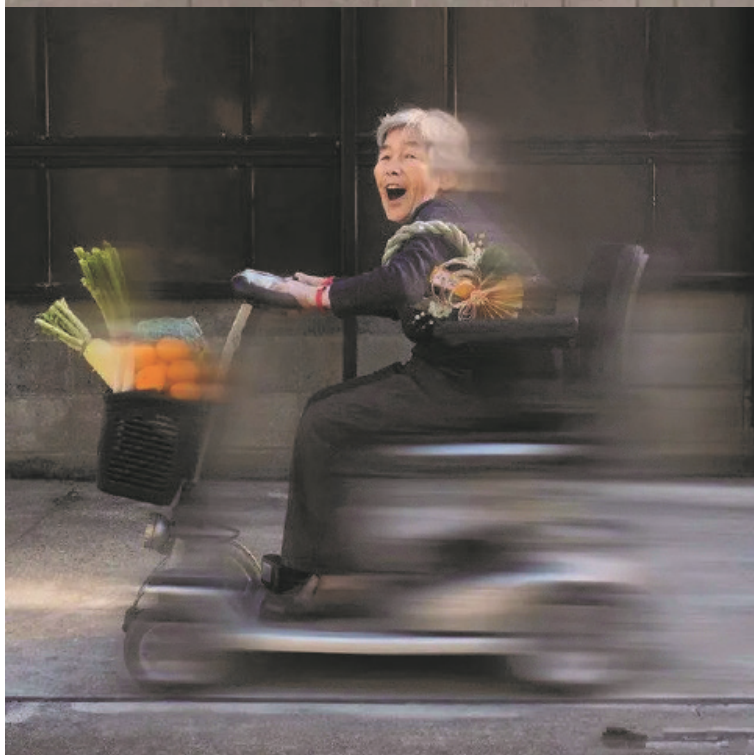
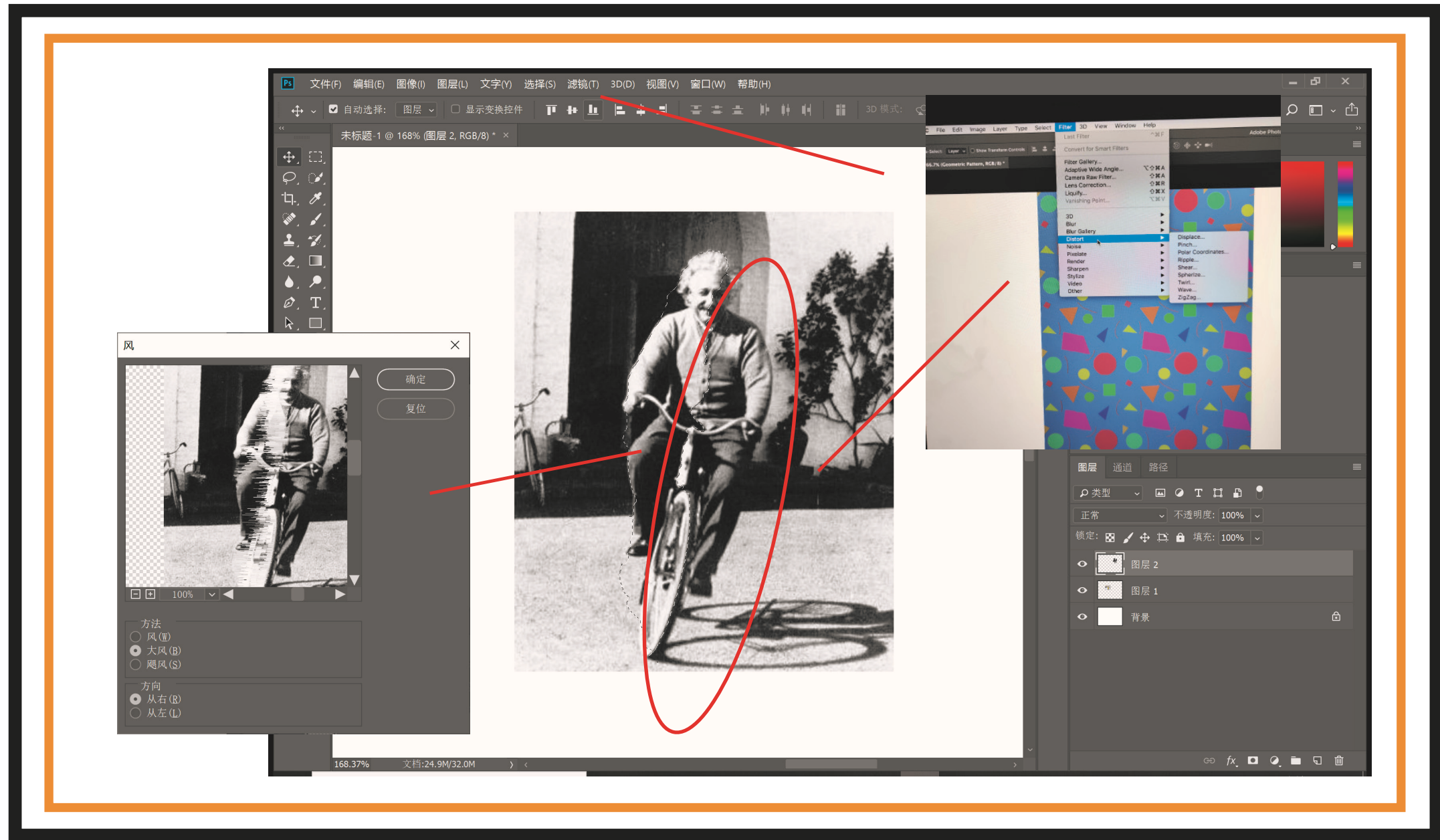
polyester fibre



Future trend



The improvement and exploration of dyes are bound to be a new direction of printing in the future, because printing method can not be replicated. However, the improvement of dyes or dyeing methods not only conforms to KUSO's vision of sustainable development, but also is a product of great commercial value.



• Software experiment

Experimental result: →



- The pictures through the exploration of photoshop software and what thire meaning



A newcomer to the workplace is labeled a novice



Fried dough sticks and coffee
The representations of the East and West breakfast



Van Gogh was using a modern electronic cigarette

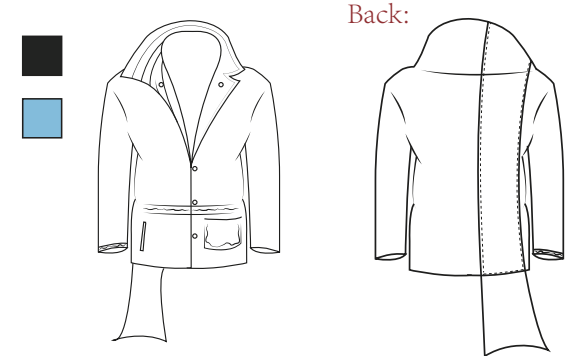


Magazine photo Mosaic, different things form a random creative.

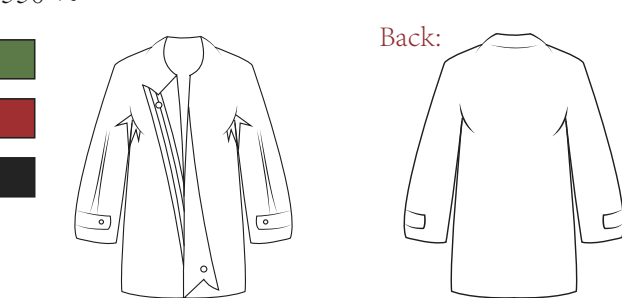


A disabled girl in a mushroom skirt

KUSO Jacket NO.1:
230 £



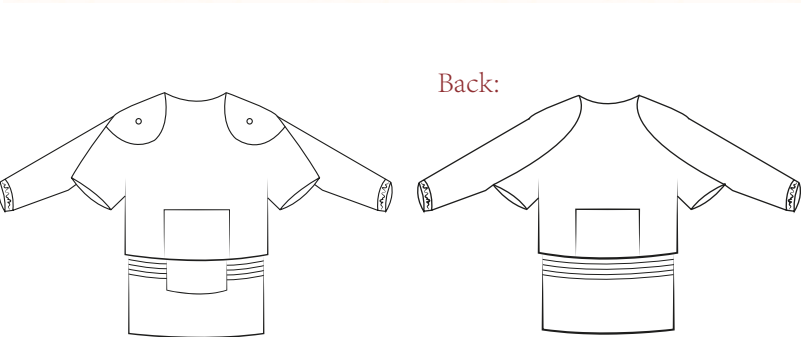
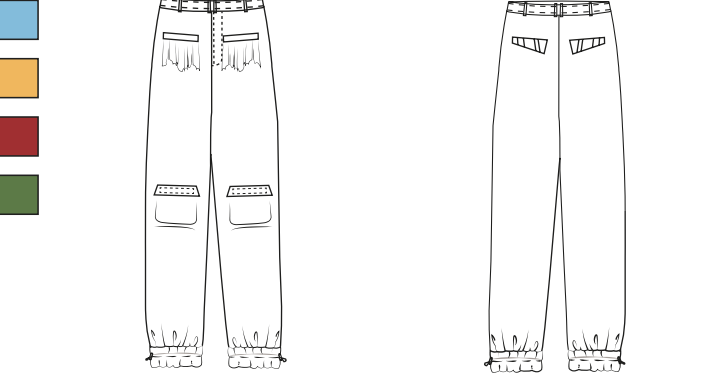
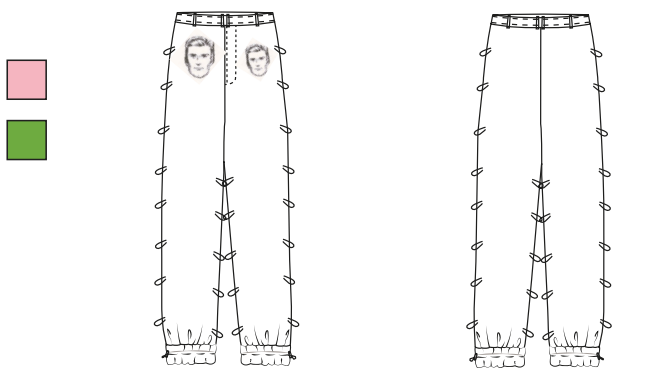
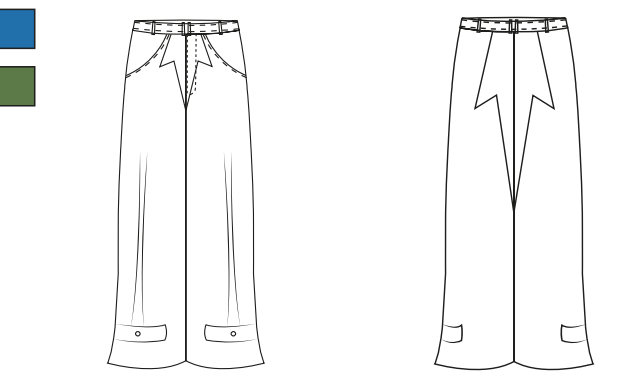
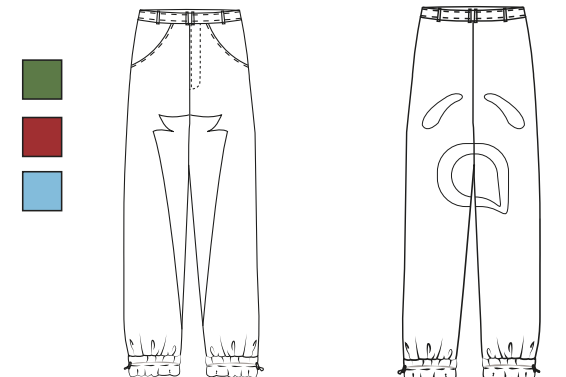
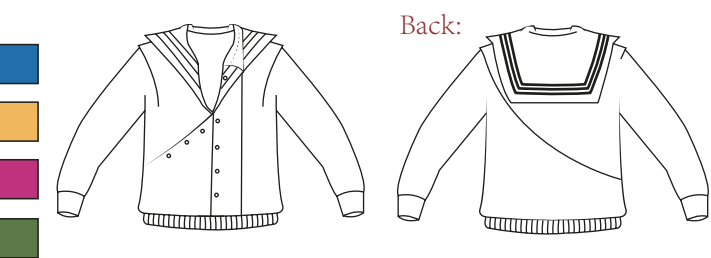
KUSO Coat NO.1
330 £



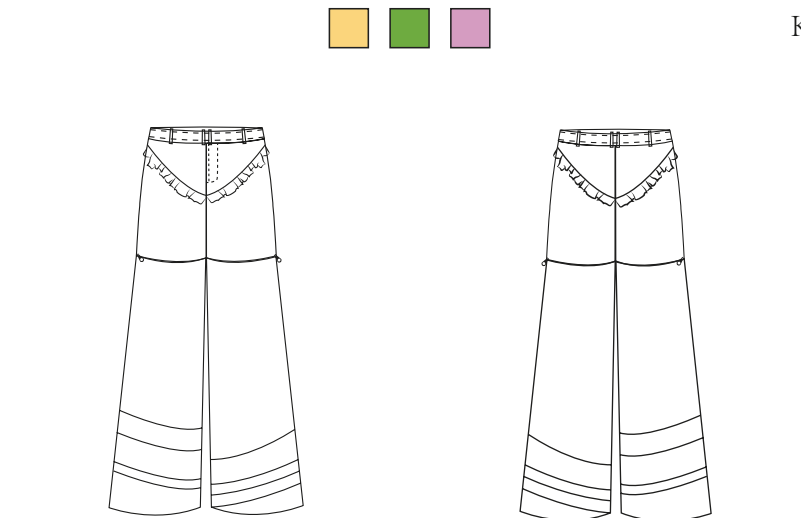
KUSO Jacket NO.2
180 £



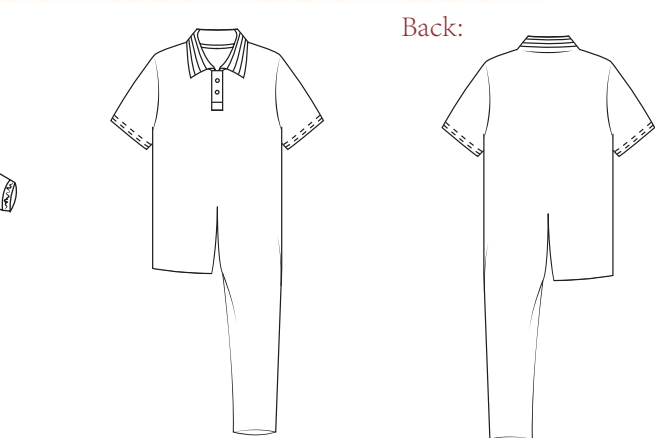
KUSO Jacket NO.3:
170 £



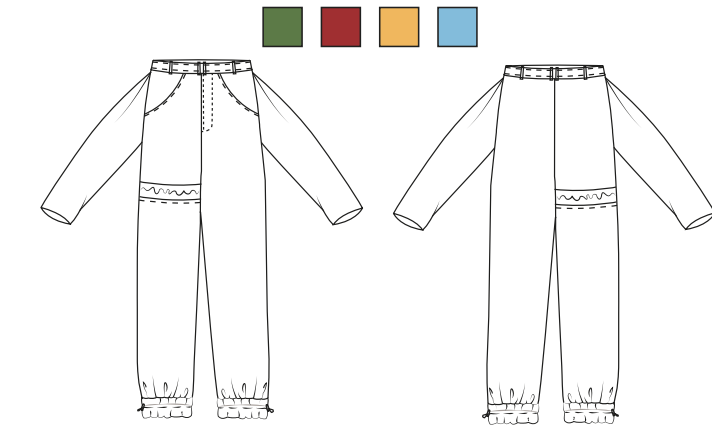
KUSO Shirt NO.1: 200 £



KUSO Jean NO.4: 180 £



KUSO Shirt NO.2: 180 £

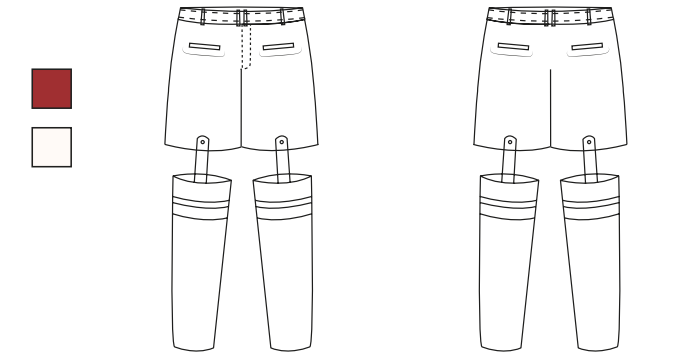


KUSO Jean NO.5: 150 £

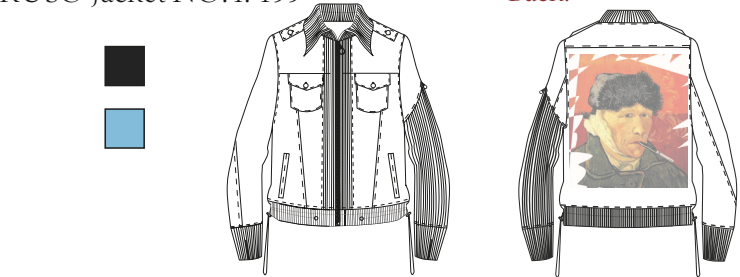
KUSO Coat NO.2: 230 £



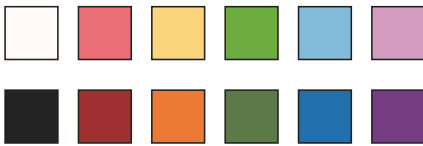
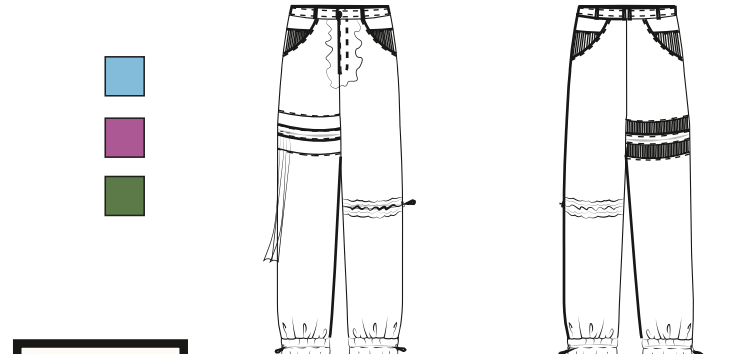
KUSO Trousers NO.2: 200 £



KUSO Jacket NO.4: 199 £



KUSO Jean NO.6: 150 £



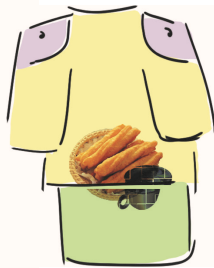
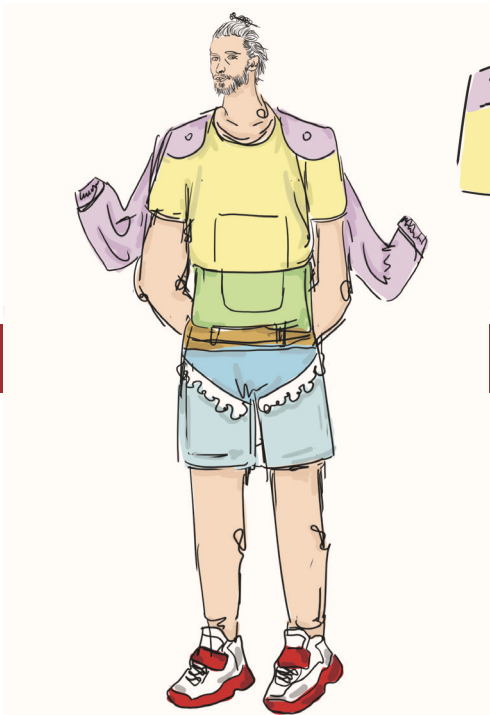
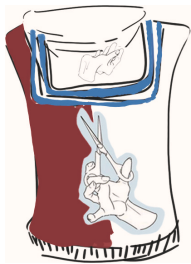
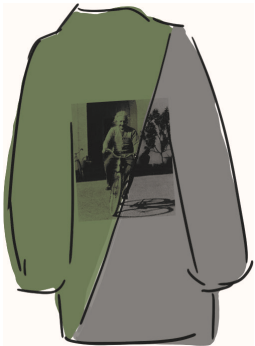
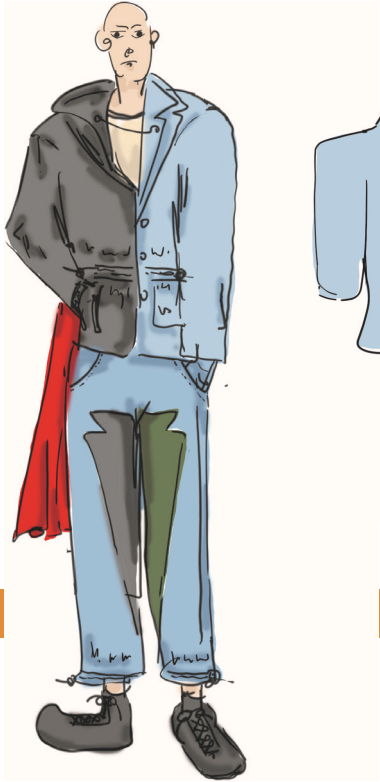
Spring/ Summer 2021
Range Plan



Opposite sex:



Back of garments :



Tie-dye experiment

- Sew patterns with a needle



- Cotton thread is tightly wrapped around the whole to form a natural graph track



- Add salt to set color and consider using natural edible pigments to make it as sustainable as possible and heat it in a pan.



- A dyed pattern that is air-dried in the shade.



With the promise of sustainability, we should try dyes that don't pollute the environment and don't pose a safety threat, **so I think of tea, coffee, even the bright artificial colors in Fanta soda.**

The traditional dyeing method, tie-dye, can be used as a means to explore the color palette. **Its advantage is that it can easily control the addition and subtraction of dyes, so as to achieve the purpose of testing color at home.**

SPEC SHEET:

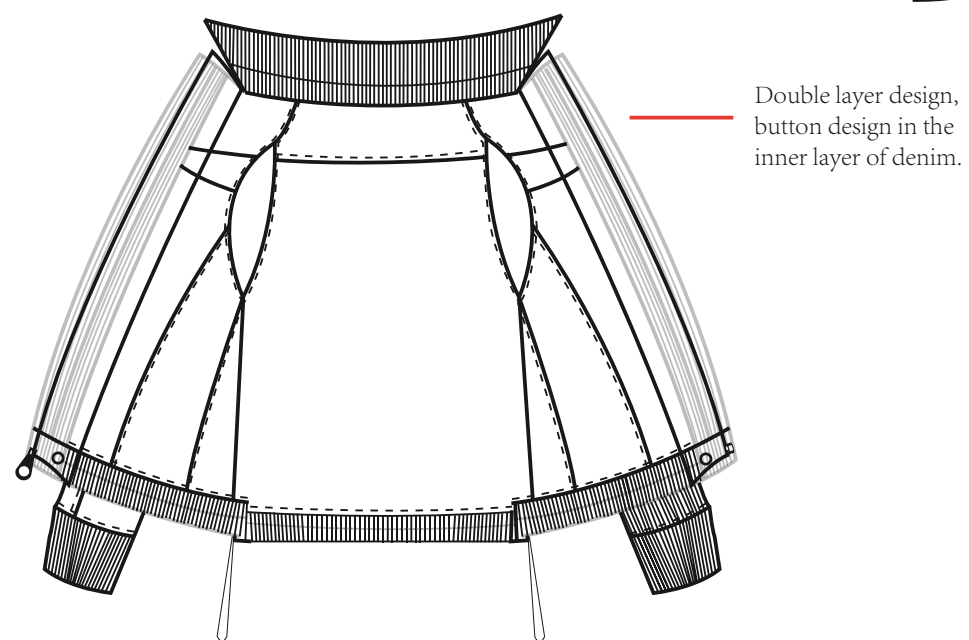
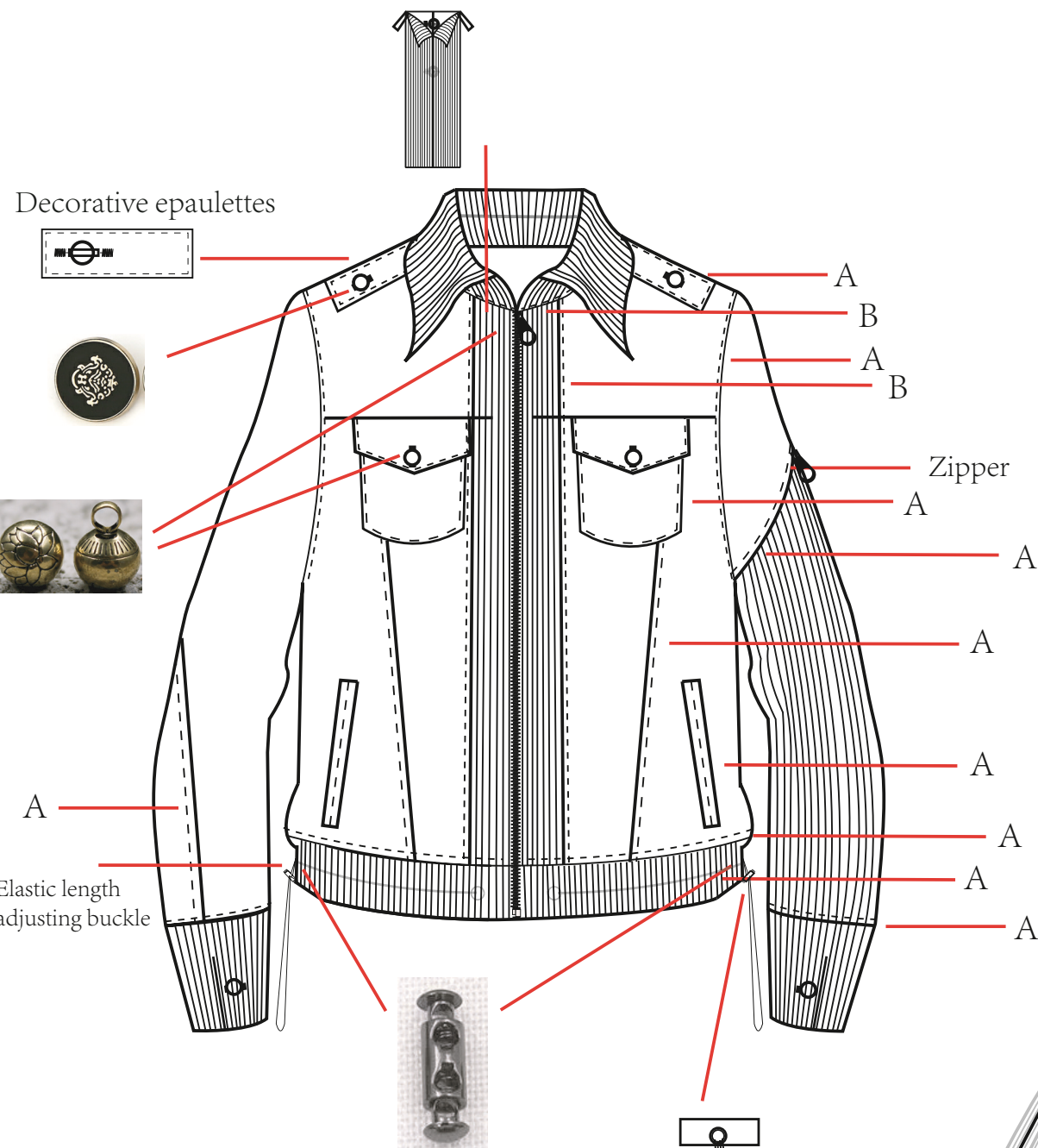
STYLE REF : KJCK NO.4

DESCRIPTION: Denim blended corduroy jacket

BRAND: KUSO

SAMPLE SIZE: S

Season: S/S 21

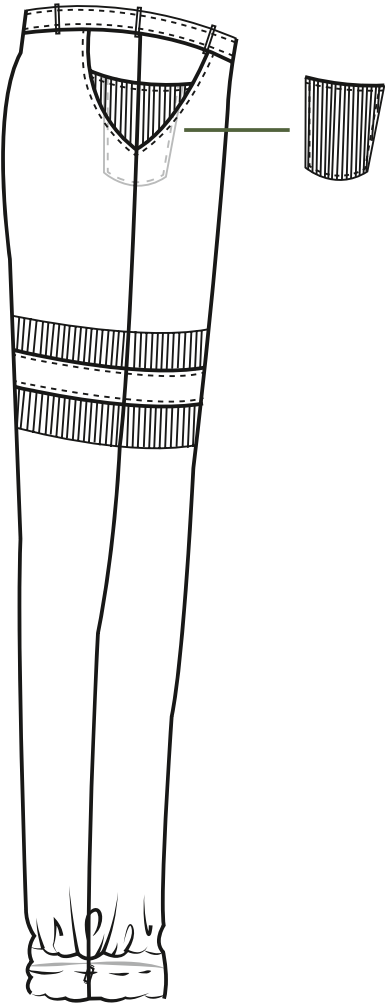


SINGLE NEEDLE	A
TWIN NEEDLE	B
TRIPLE NEEDLE	C
EDGE STITCH	D
1/4 STITCH	E
COVERSEAM	F

Design date: 2 Jun 2020

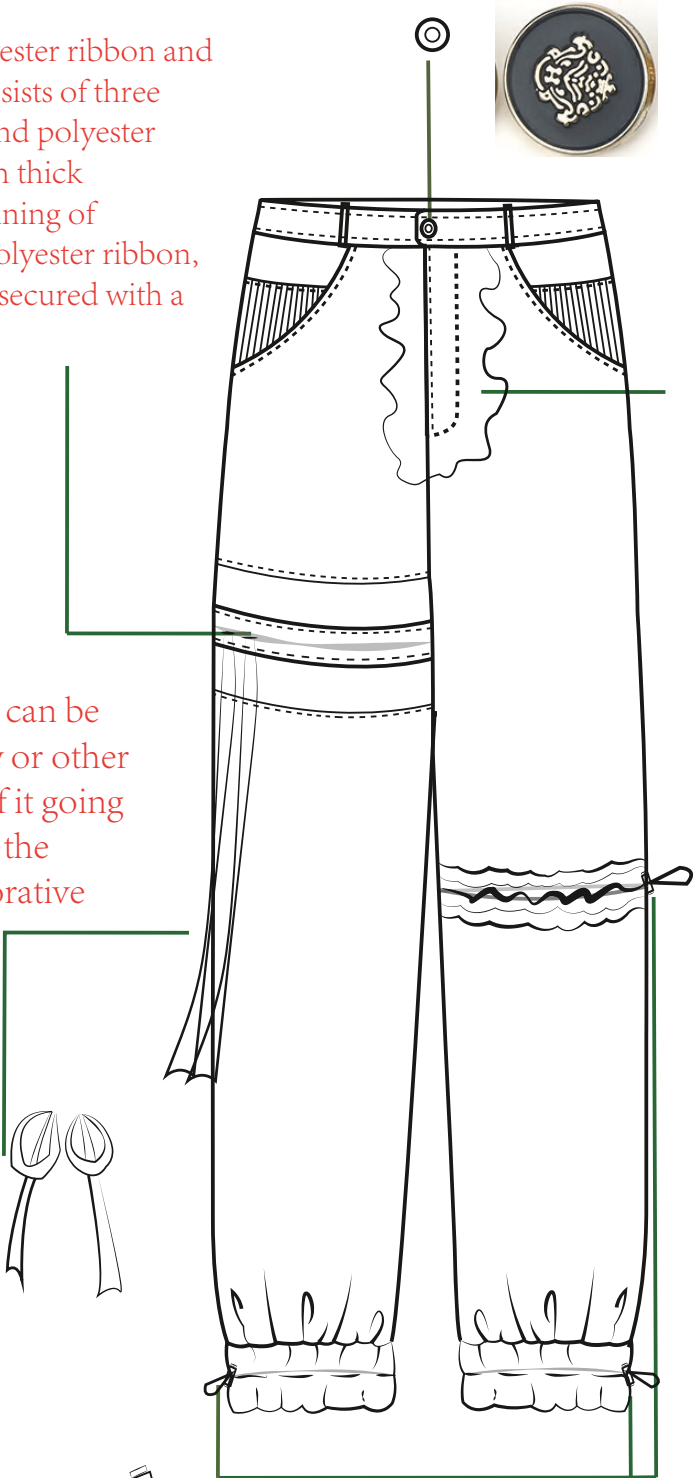
SPEC SHEET:

STYLE REF: KJAN NO.6	DESCRIPTION: Ribband pull - on jeans	BRAND: KUSO	SAMPLE SIZE: S	Season: S/S 21
----------------------	--------------------------------------	-------------	----------------	----------------

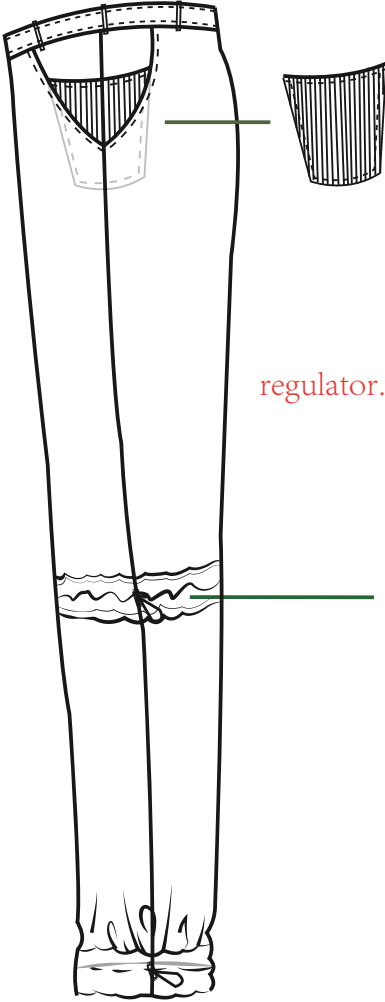


It consists of a strong polyester ribbon and corduroy. The section consists of three layers: denim, corduroy and polyester ribbon, sewn together with thick thread. Through the interlining of corduroy, there is a fine polyester ribbon, which the trousers can be secured with a ribbon.

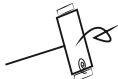
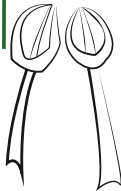
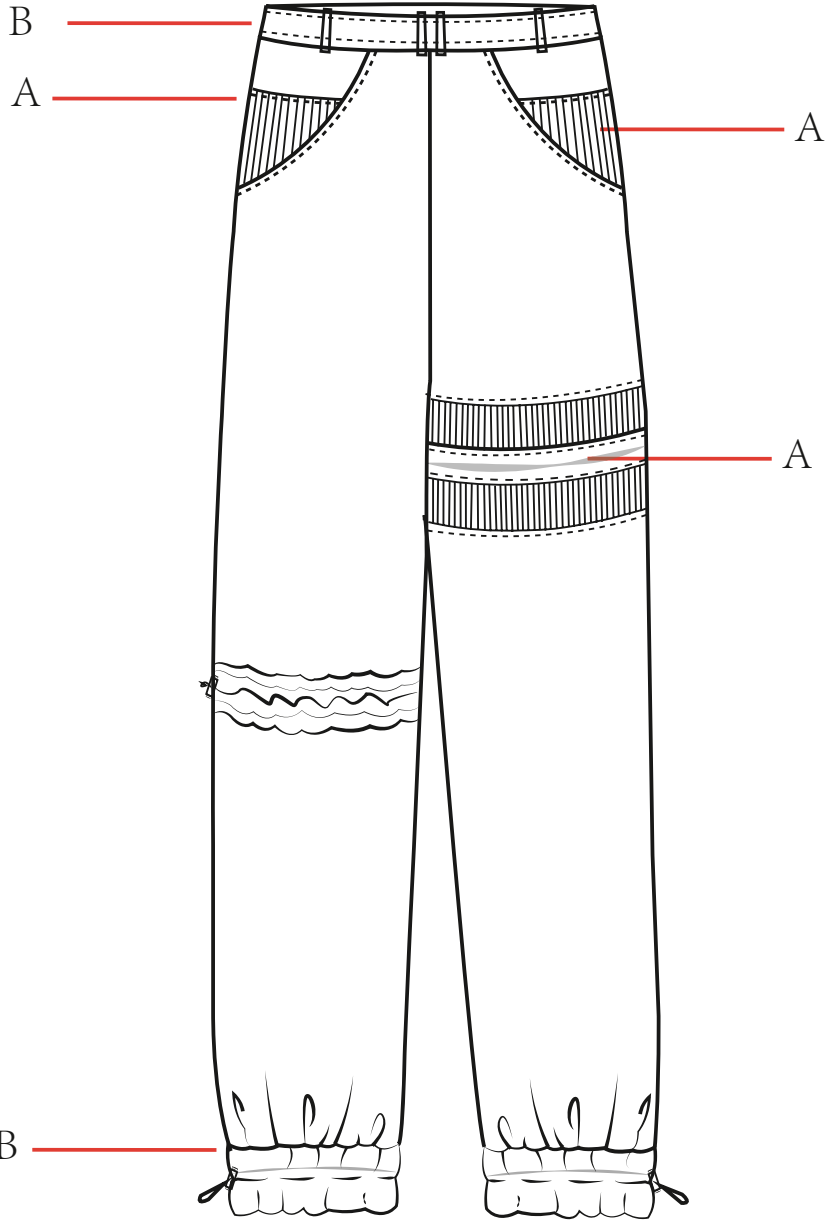
The polyester ribbon can be tied into a pretty bow or other shape, with the rest of it going through the inside of the trousers and the decorative ring.



An irregular piece of denim, a little darker than the layer below, looked like it had been deliberately wetted, but the stitches were so neat that it looked absurd.



regulator.



A device made of springs and elastic is used to make the trousers fit into different sizes of the human body.

SINGLE NEEDLE	A
TWIN NEEDLE	B
TRIPLE NEEDLE	C
EDGE STITCH	D
1/4 STITCH	E
COVERSEAM	F

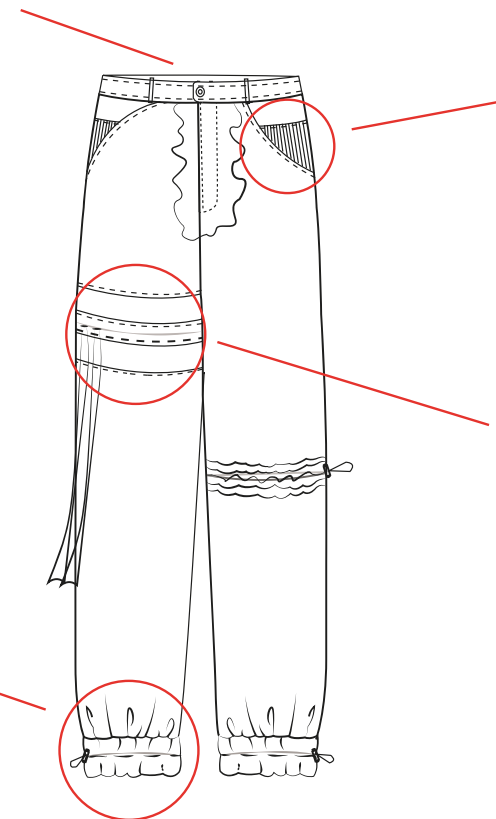
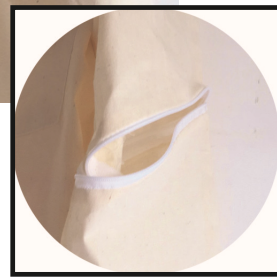
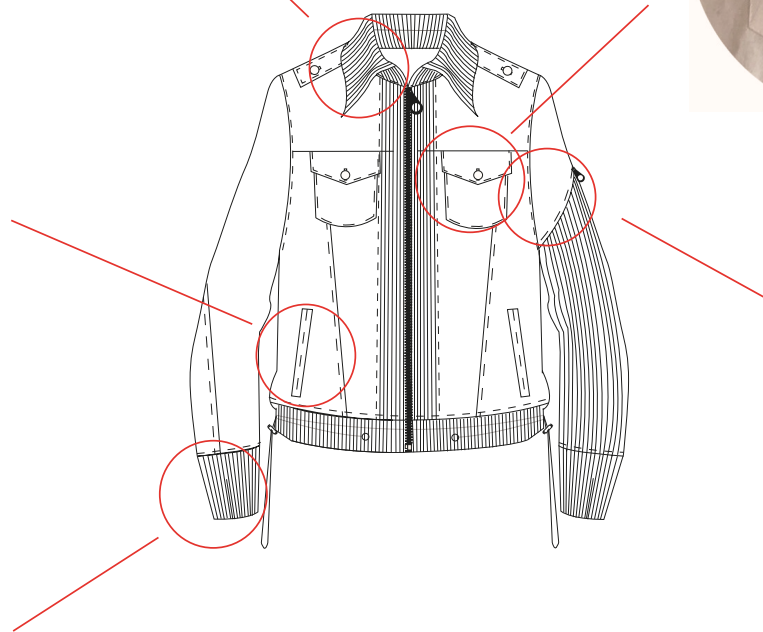
Design date: 2 Jun 2020

• Taile



Are you sure you like what you like?

KUSO



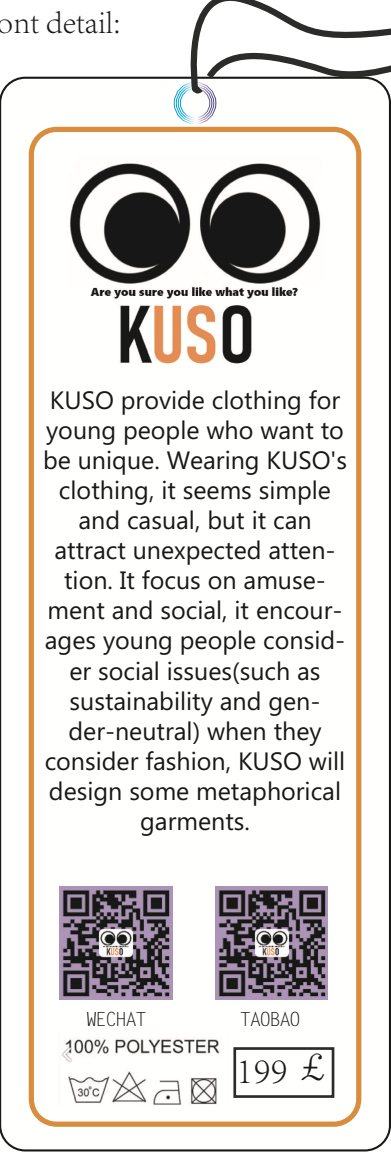
LABEL

OVERVIEW

BRAND

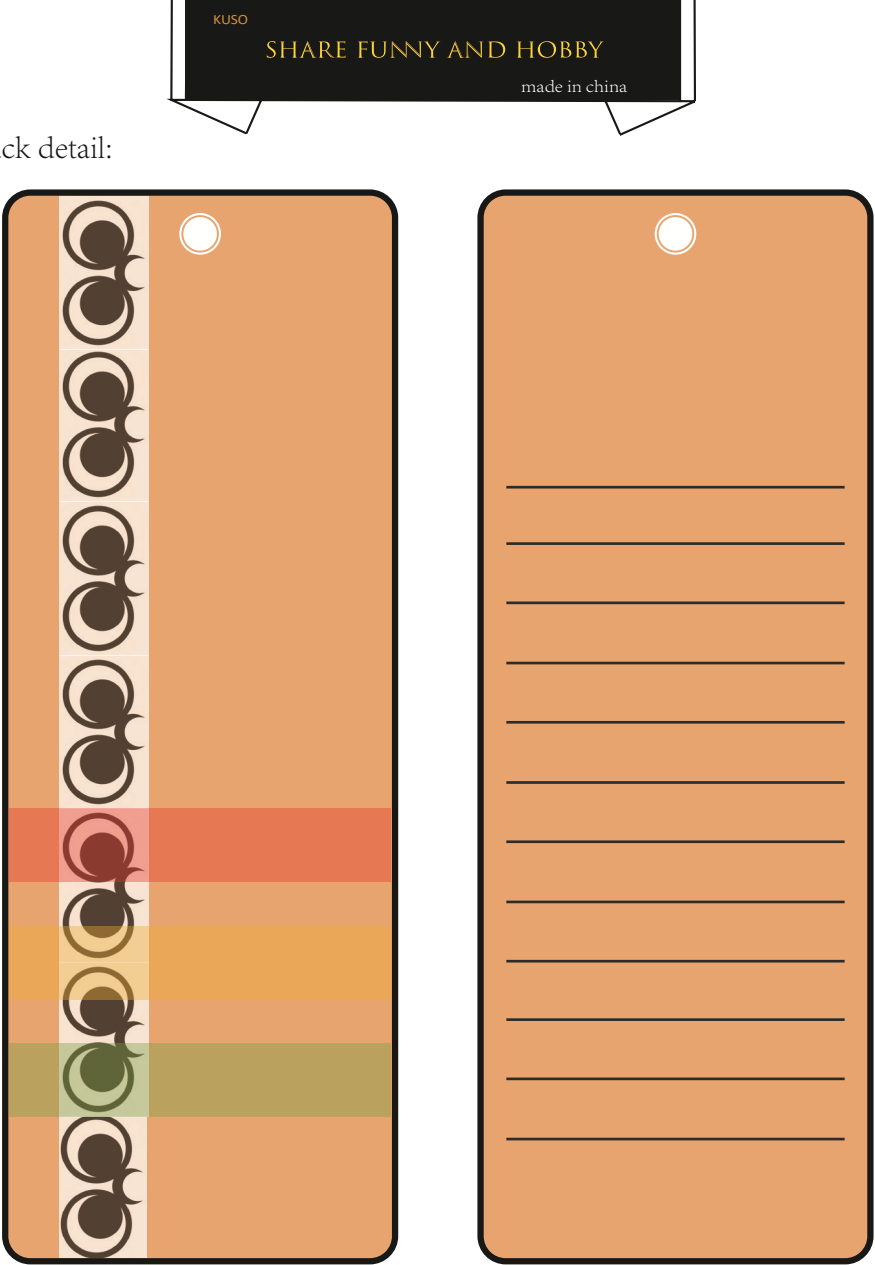


Front detail:



KUSO's tag is meant to conform to the concept of sustainable environmental protection, so there are only two pages. They are all made of cardboard with hard shell. On the first one is the KUSO brand concept and the information of the online store, and on the back is the LOGO.

Back detail:



On the front of the second piece is the pattern and main colors of the garment, and on the back is a page of record paper. KUSO hopes that people can record the mood of the day when they buy the garment and share it on the Internet.KUSO will take the design of the tag as an important part of the design. When enough is collected, the paper can be strung together as a notebook, which makes sense.

Neck label:



KUSO learned from H&M and Palace by printing the back on the fabric, which can save the fabric and reduce friction between the wearer's neck and the back.

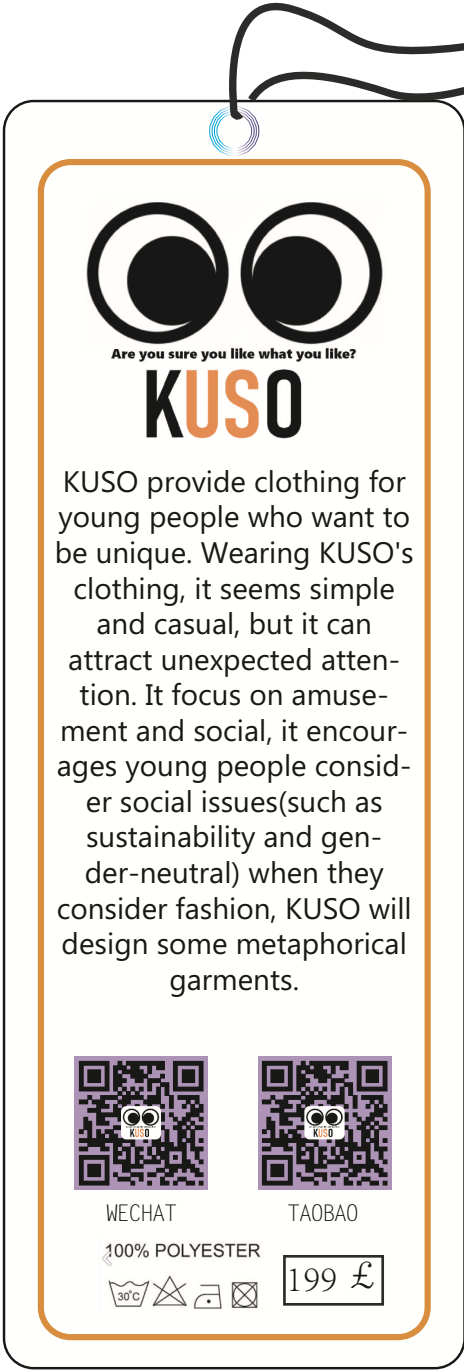
LABEL

The size of sewing tags

BRAND



13cm



4 cm

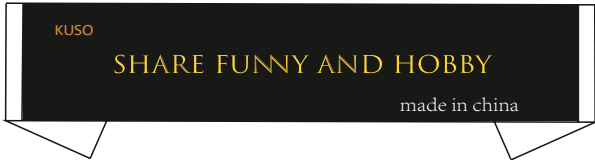


6cm



4cm

3.5cm



1.5cm

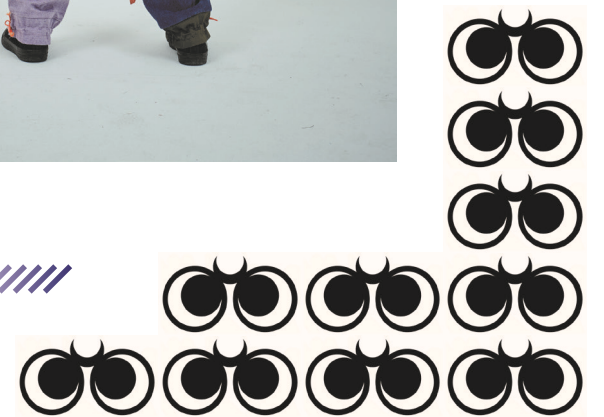
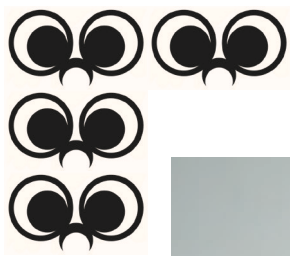
PANTONE:



- Branding

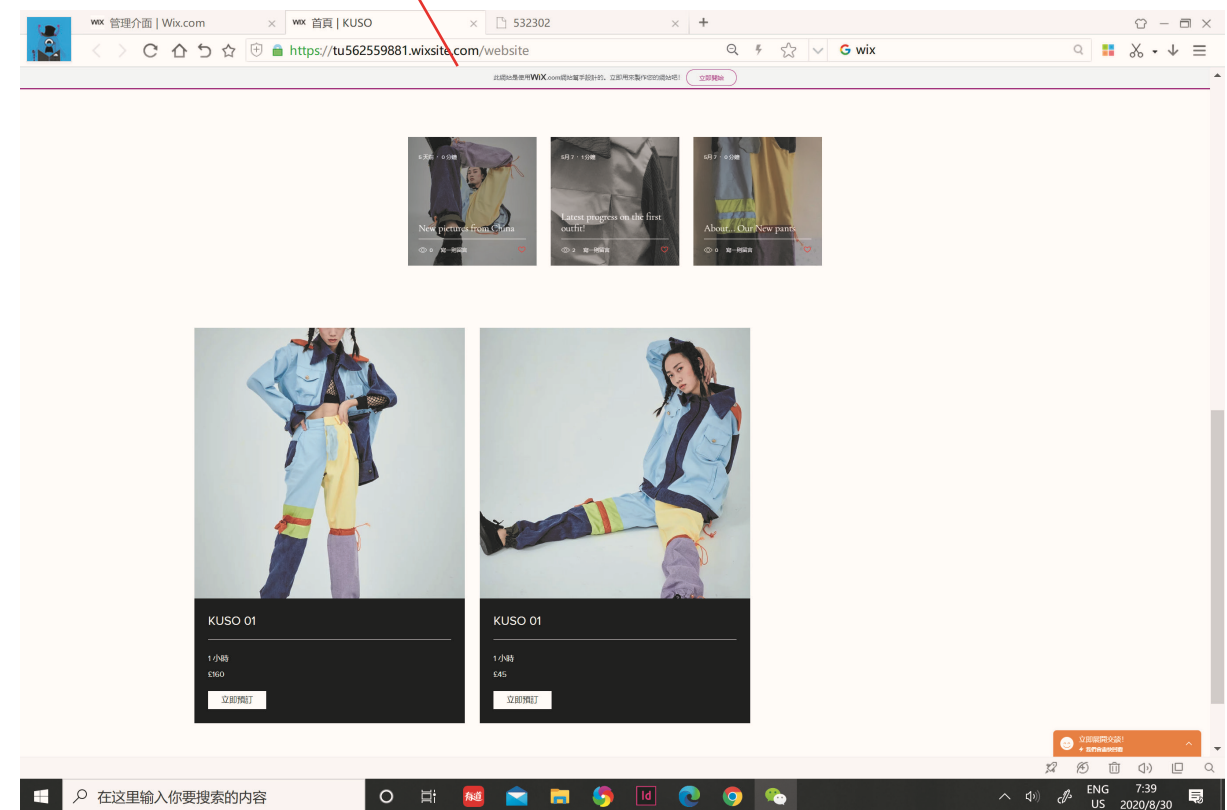
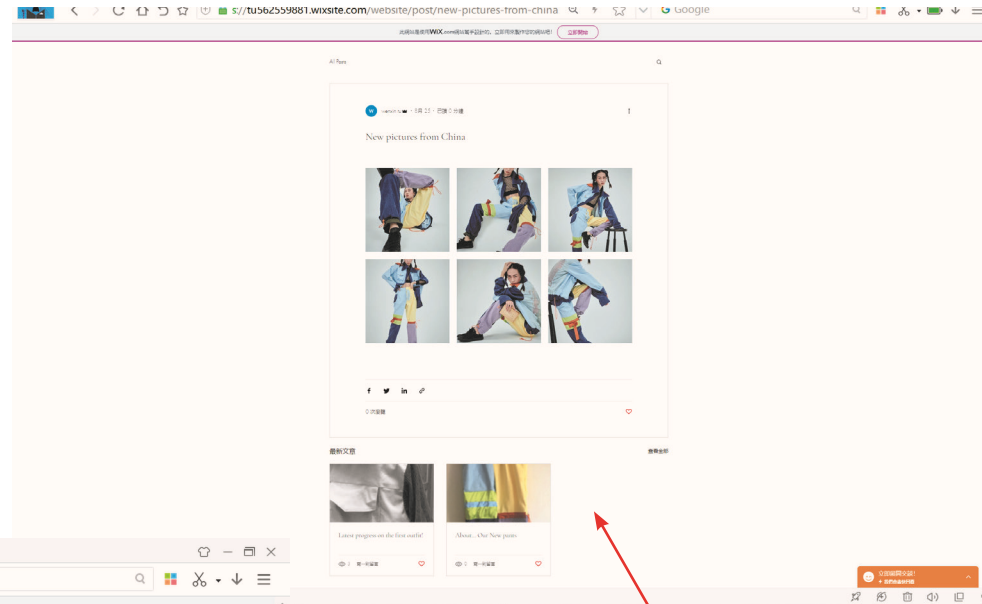
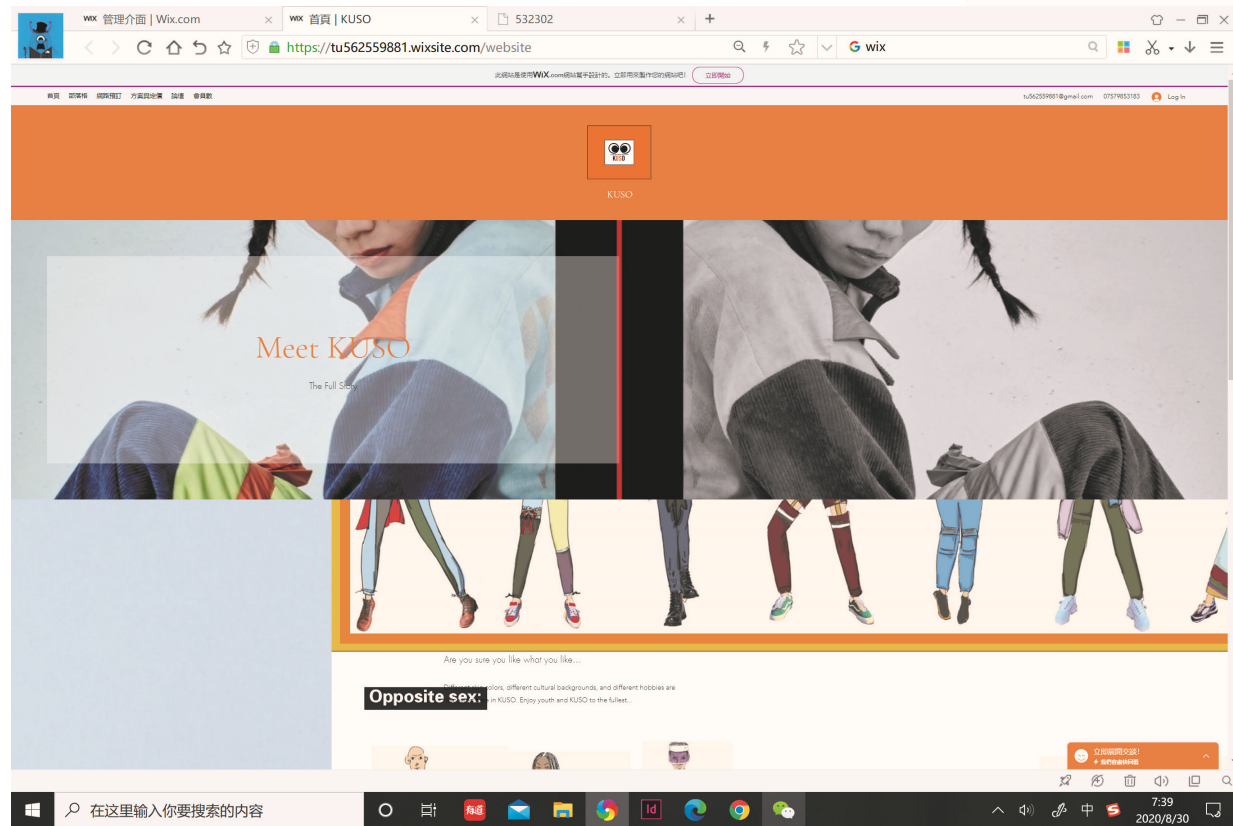








• website



• Final video



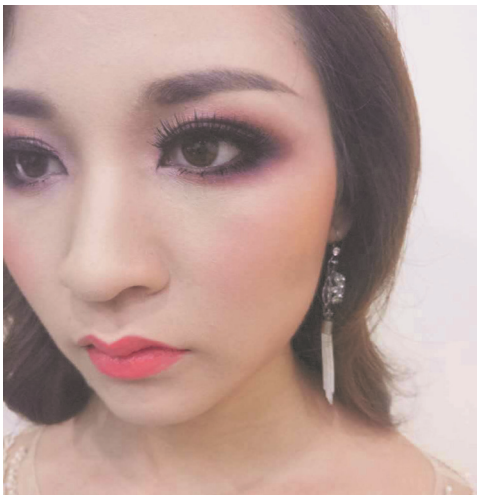
• Film crew



Photographer: Candice
age: 28
female



Model: Joy
age: 24
male



Dresser: Tina
age: 26
female

Sport Hip-hop

<https://tu562559881.wixsite.com/website>



腩腩的屁

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17篇原创内容 4位朋友关注

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