



The brand is named "seven". In Chinese culture, 7 is the sum of yin and yang and the five elements, which is the state of "harmony" in Confucianism. And 7 was a balanced and stable number in ancient China, and 7 was my brand name. It also represented the fusion of tradition and fashion in clothing, and the balance between humans and nature. SEVEN hopes to show the diversity of Chinese culture and female power through garments.

Having been trapped in a cage without freedom, I am finally back in the mountains today. These two lines are from a poem by Tao Yuanming, a very famous Chinese poet. They describe the life and feelings of the poet after his retirement, and they also express the yearning for freedom and natural life of people busy in the city chasing their dreams.

As the living space of ancient princes, nobles and literati, gardens formed the place where many social and cultural activities occurred in ancient times, which reflected and influenced the Chinese people's outlook on life, universe, lifestyle, value orientation and aesthetic taste. The intention in Chinese classical poetry and the composition and layout of traditional painting can be clearly displayed in the garden. Taking Jiangnan gardens as the beginning of the story, gives each story a smooth Chinese taste, and also shows the gentle and firm character of Chinese girls represented by Jiangnan women.

久在樊籠里  
復得返自然

陶淵明詩 四園居其一



几何结构。  
与自然景物结合。  
浑然天成设计。

DESIGN CONCEPT



SEVEN main consumers are from China, mainly female consumer groups in first-tier, new first-tier, and second-tier cities. SEVEN takes women in the age group of the brand owner as the main target customer group, that is, women born in 1990 to 2000 including millennials and some of the Z generation. Mainly engaged in emerging industries, such as the new media industry or related industries who have a higher pursuit and high taste in fashion. Their income is at the upper-middle level in their city, and they can usually afford a coat or jacket that costs £250. They seek a balance between work and family, city and nature, culture and fashion. They long for a quiet and free solitary space for independent thinking. They have their own opinions and ideas, pay attention to art and culture, and also value the quality of life and comfort. They yearn for a simple and natural life and a simple way of getting along. They have a sense of responsibility for social issues such as environmental protection and women's issues, and they are willing to make efforts in their own way.

## TARGET CONSUMER

# COLOR BOARD



**PANTONE®**  
14-3906 TCX  
Raindrops

**PANTONE®**  
18-3920 TCX  
Coastal Fjord

**PANTONE®**  
11-0605 TCX  
Jet Stream

**PANTONE®**  
16-5815 TCX  
Feldspar

**PANTONE®**  
15-1304 TCX  
Humus

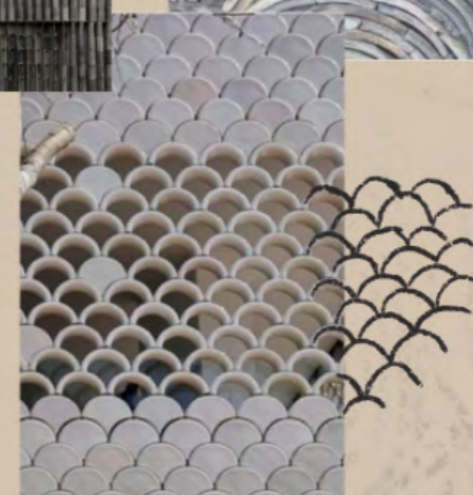
**PANTONE®**  
19-3906 TCX  
Dark Shadow

Color-board colors are inspired by the color of the landscape and the extraction of faded mottled walls, as well as the flow of Chinese ink painting pigments and paper color combination, due to the age of the paper and pigment color has changed, and this color produced by the age is in line with the brand's long-term introverted brand tone.

In the choice of fabrics mainly environmentally friendly natural fabrics and synthetic fiber blends. Choose natural cotton linen and artificial fabrics ideal for printing and embroidery. And the fabric with its own textile pattern is more rigid and very suitable for brand coats and other need to maintain the shape of the garments. In addition, the liquid and folded fabrics in the details of the use also has a good effect.

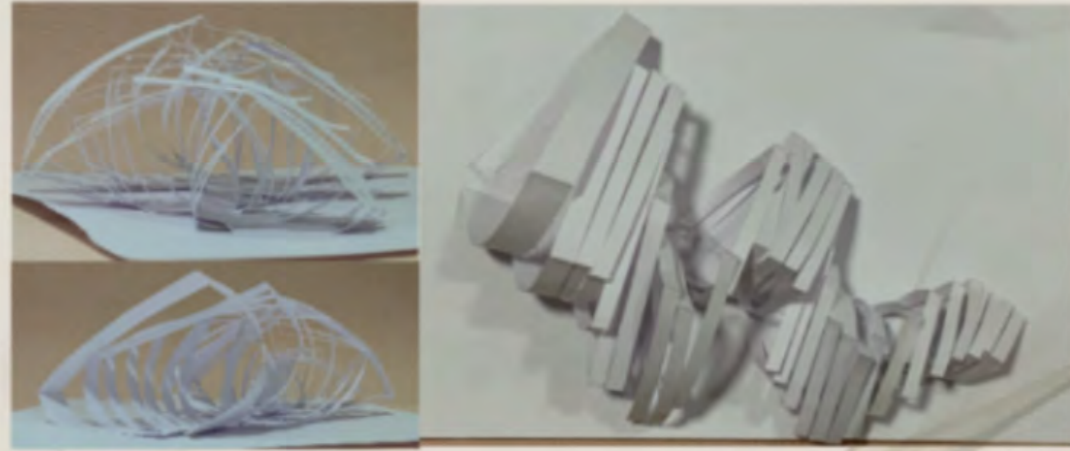


## FABRIC BOARD



Inspired by the architectural structure and environment of Suzhou Gardens, I have found the combination and composition of their geometric lines and shapes through research, as the most important development basis and design concept of the brand Seven, with Jiangnan's soft composition to tell the characteristics and stories of Chinese women.

RESEARCH

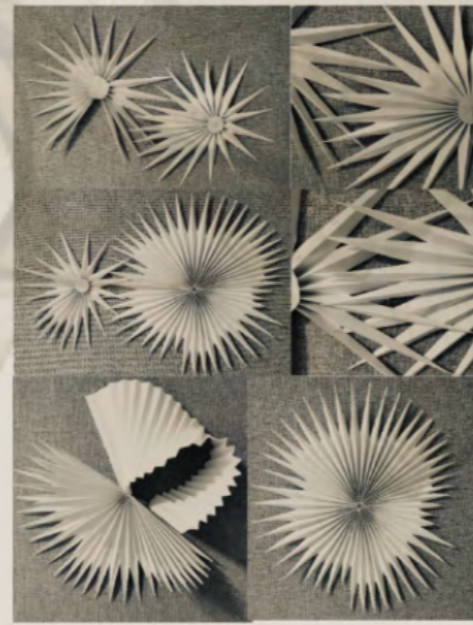
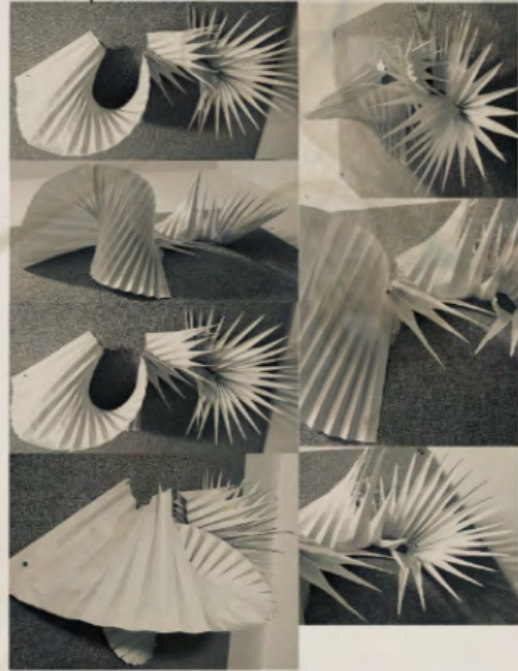


Through paper 3D experiments,  
I want to find out more  
structures that can be used  
in garment silhouette

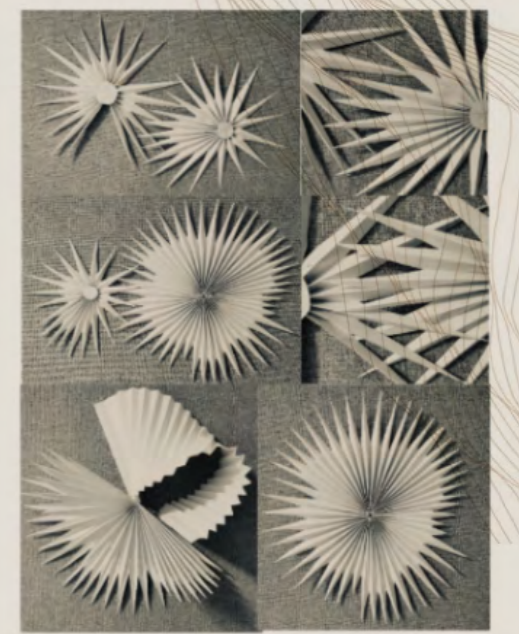


# EXPERIMENT

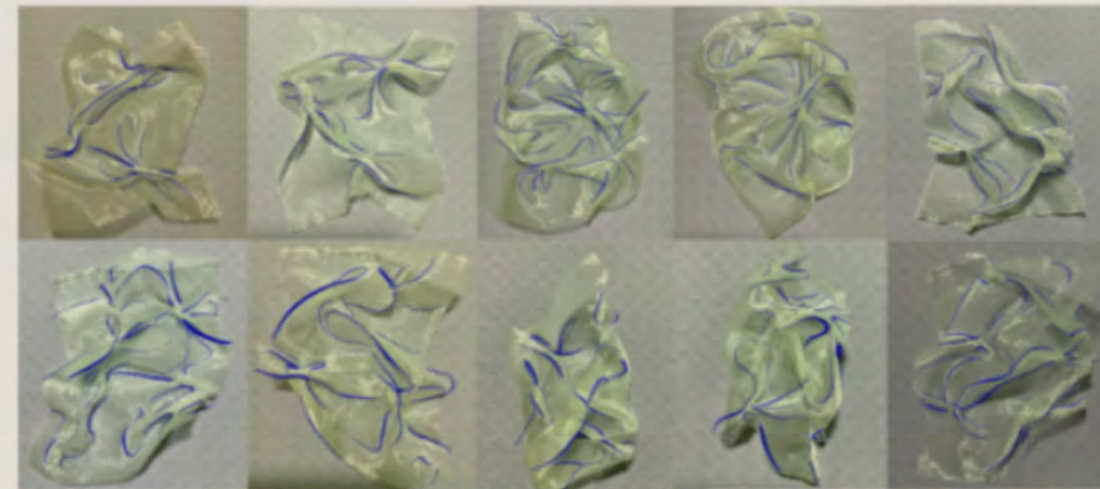
Paper Experiment



Paper Experiment



From the study of architectural structure, the brand has obtained the direction of the next development research, from the streamlined form and the interlaced details of the rules and jin to get the prototype, I through the paper folding experiment and the opposite material fold and form of research for the brand single product to provide the next development direction and profile structure.



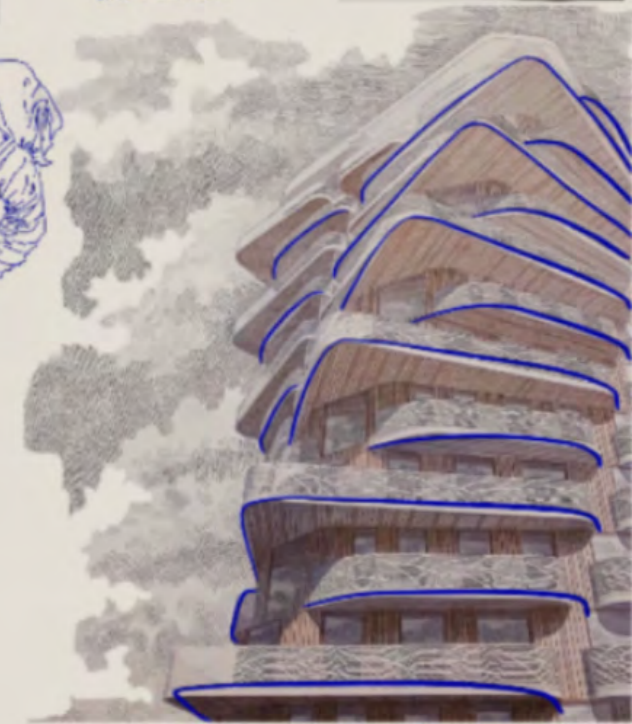
Fabric origami  
experiment:  
To find out  
some structure

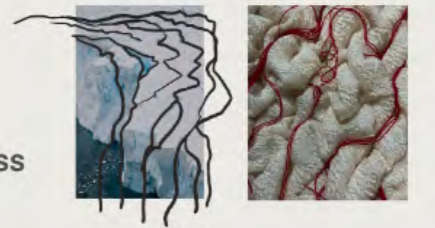
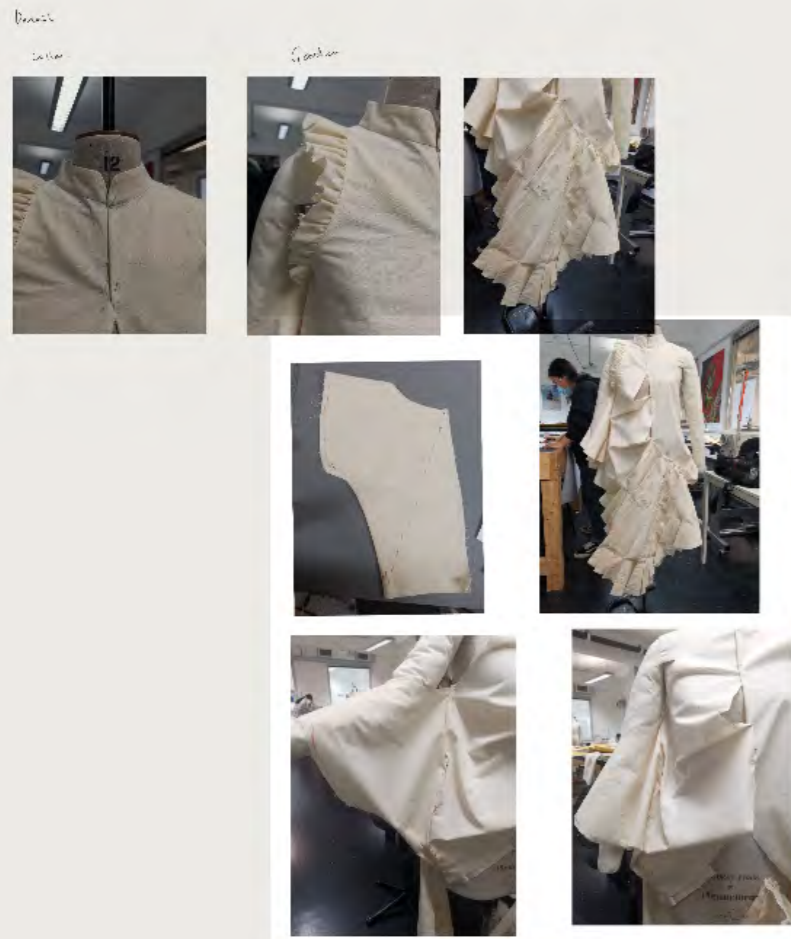


origami is used in  
architecture.



fabric  
manipulation





Development Process



Fitting



GARMENT DEVELOPMENT





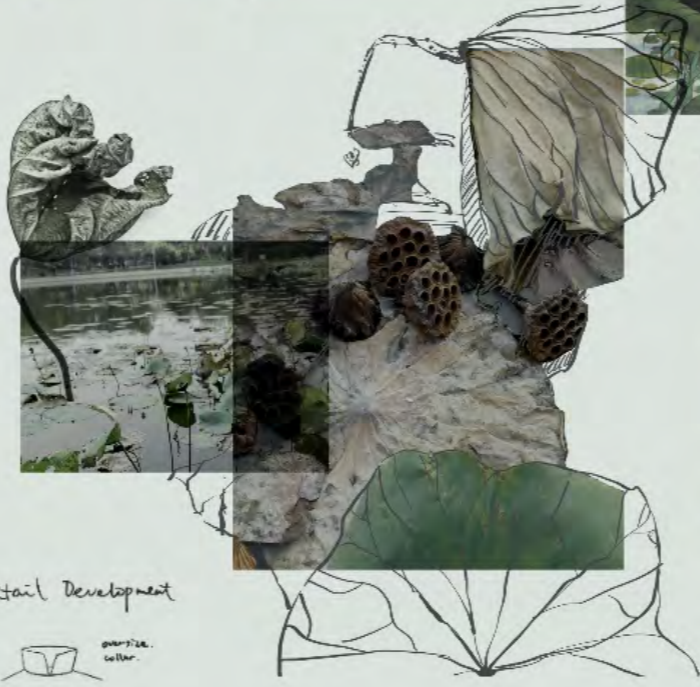
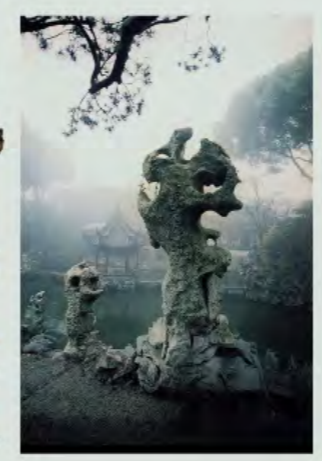
Structure&Detail Development



Sleeve Details



Detail Development



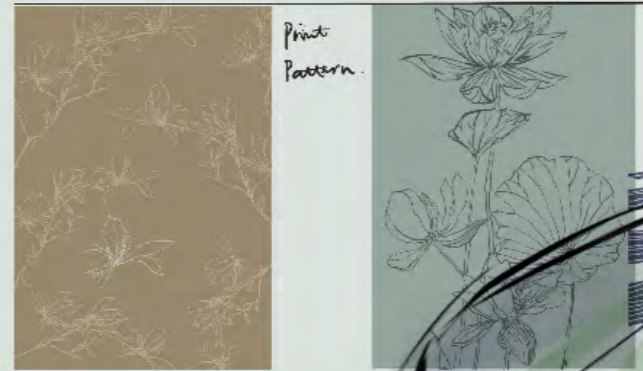
Print Pattern



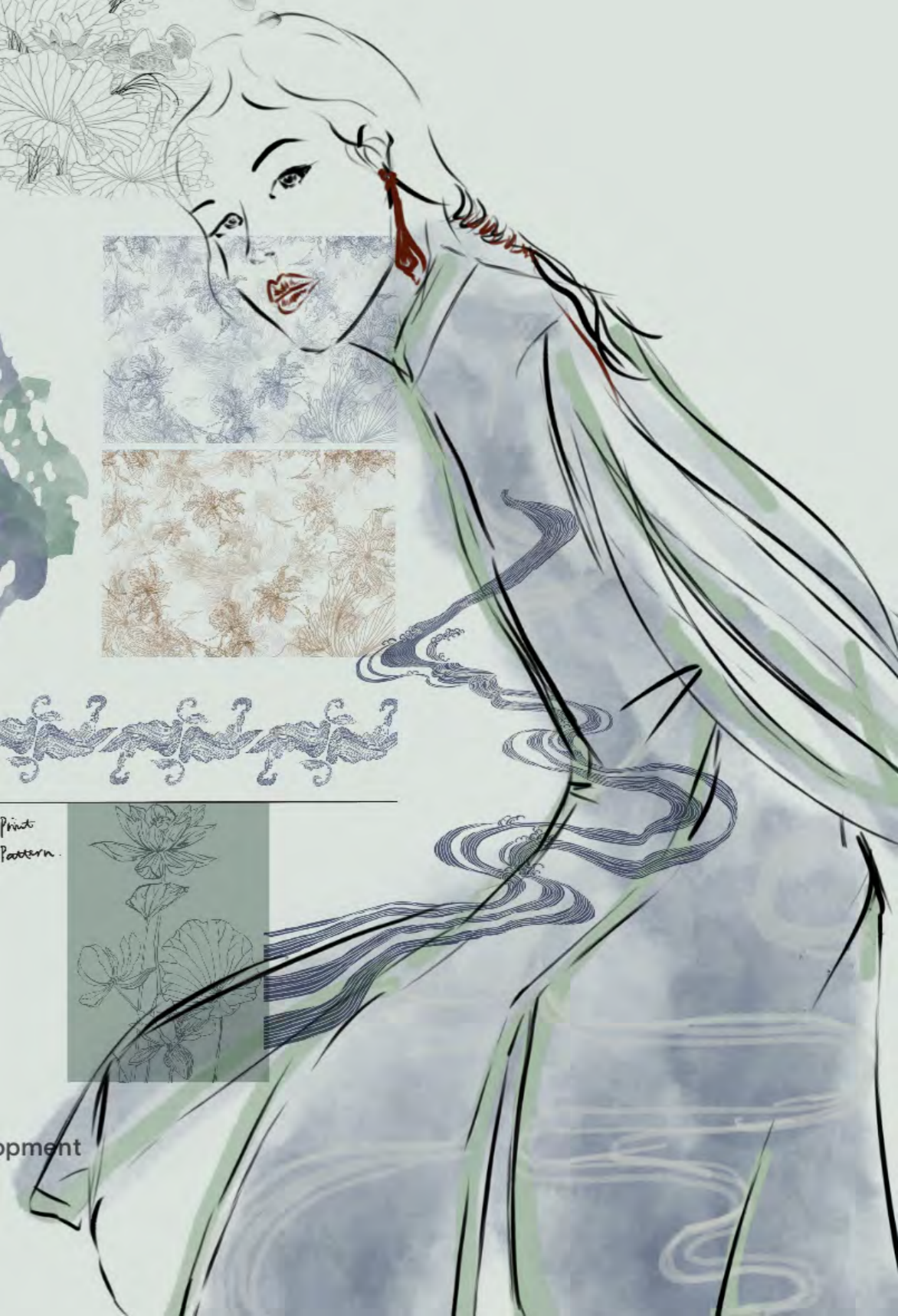
Print / Embroidery Pattern



Print Pattern

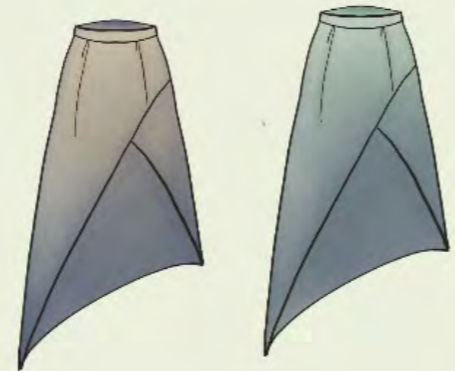


Print Development





may need lining on one side to make garment more structural.



less ~~stitch~~ pieces, become 1/2 piece for the skirt  
 silk / polyester fabric  
 may need positioning print piece after cutting the pieces



digital print to get the fabric effects like traditional painting look  
 Red & Green color fabric using flow fabric - cotton/polyester/silk etc.  
 Yellow & blue color fabric using elastic fabric or rayon from the existing fabrics

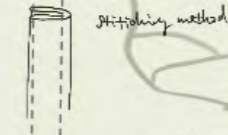


outer layer and sleeves -> use cotton fabric + natural dye  
 the belt and inner layer -> silk / polyester -> soft and fluid

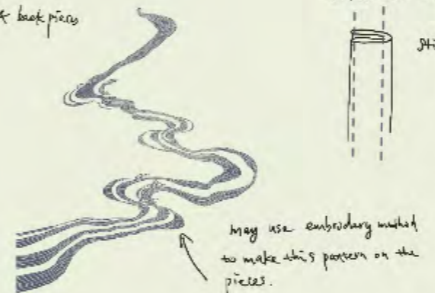
link the outer-layer & inner layer on the side of front piece & back piece  
 take care of the finishing method.  
 \* stitching



sleeve stitching

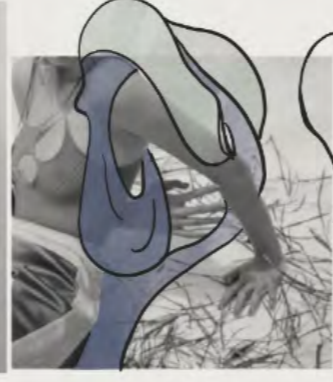
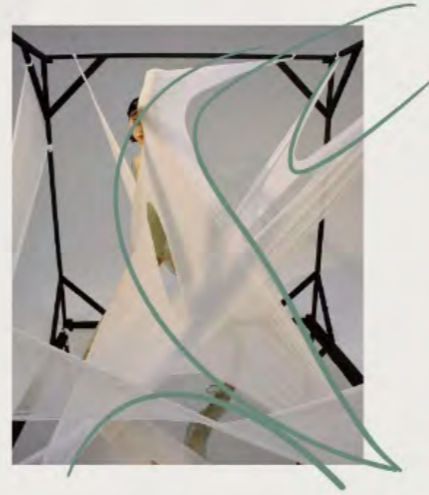


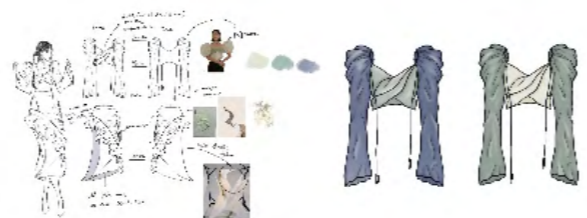
use digital print to achieve the traditional painting effects



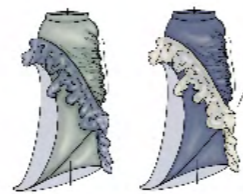
may use embroidery method to make this pattern on the pieces.







Side or even unstructured  
shoulder is soft and fluid.  
To achieve fabric and form  
drifts down on side the shoulder  
at the shoulder  
can be from unstructured fabric  
which has some draping movement



Using the same fabric with varying  
the layer size, the organza or some mesh fabric  
shape like this  
layer on top the draping movement  
may not be felt as in the  
fabric  
can give the garment effect  
very unique, fluid and soft



up of all these layers  
fabric movement  
by the organic shape  
back on the inside  
material add a layer  
by the side, less draping  
but on the side



Both fabric (difficult to  
find the material  
but some possibilities)  
with fabric I can use clear  
material  
Both fabrics can be used  
for these look  
If you want that the gradient  
can be on the side, fabric  
the side can use digital print to  
achieve the gradient effect



The gradient effect  
if the fabric is the one  
digital printing method  
of fabric is on fluid  
fabric

Two possible methods for the side print  
1. digital printing on fabric  
2. screen printing on fabric

# LINEUP



101 Shirt £150



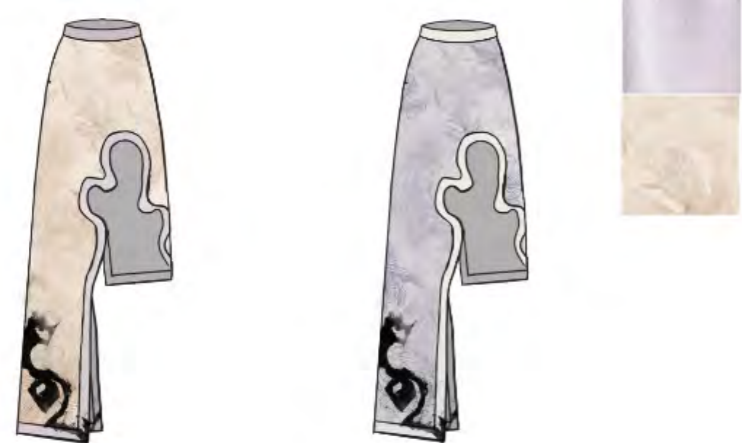
102 Skirt £100



201 Blouse £150



202 Skirt £112



301 Coat £225



401 Coat £319



402 Trousers £128



501 Dress £319



601 Coat £319



602 Trousers £99



603 Top £68



701 Dress £249



801 Top £169



802 Skirt £149

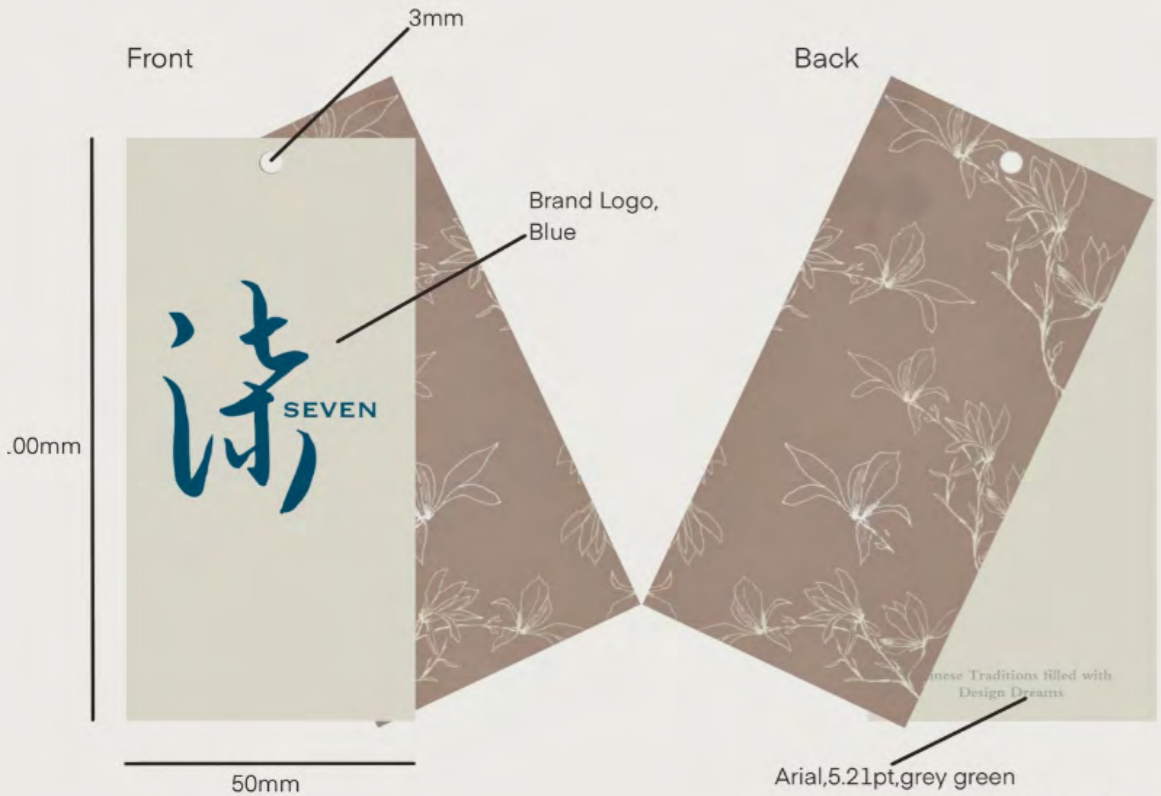


901 Dress £349

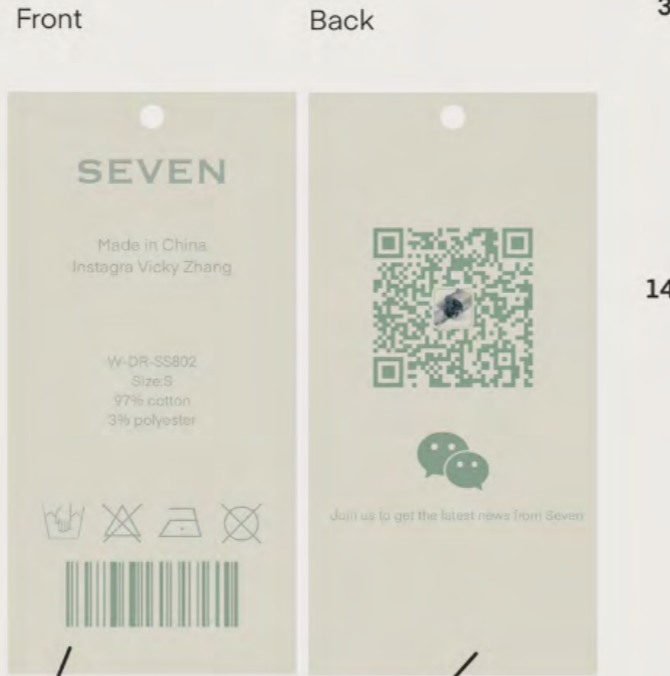


# BRANDING

The Price Tag Guide

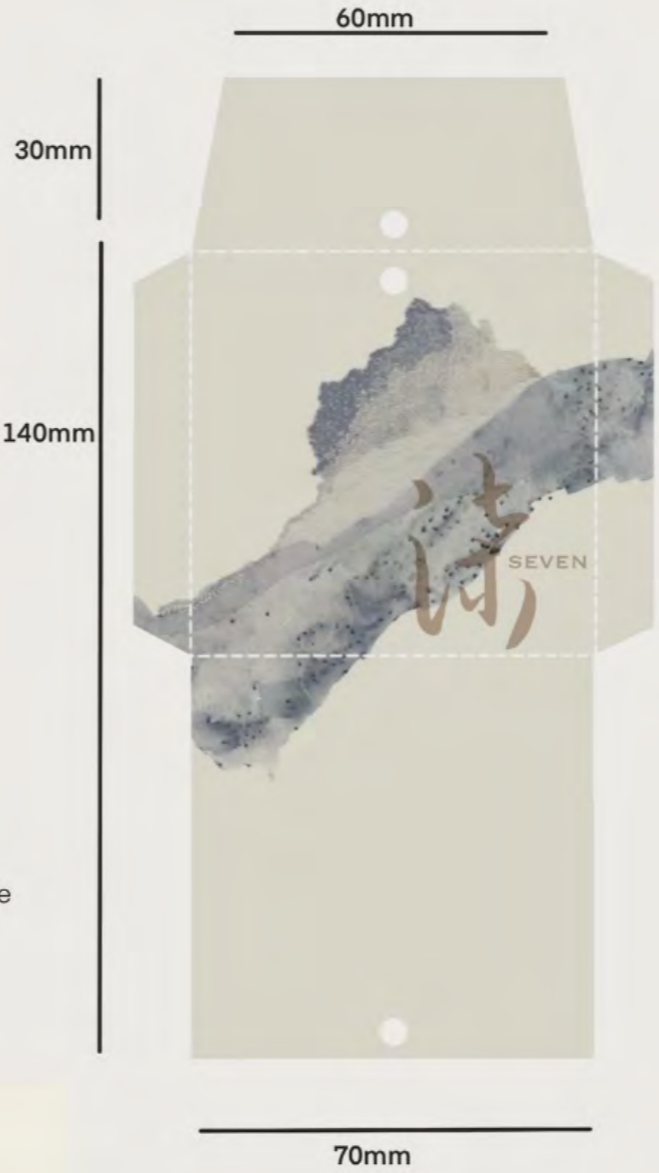


Garment Information Label

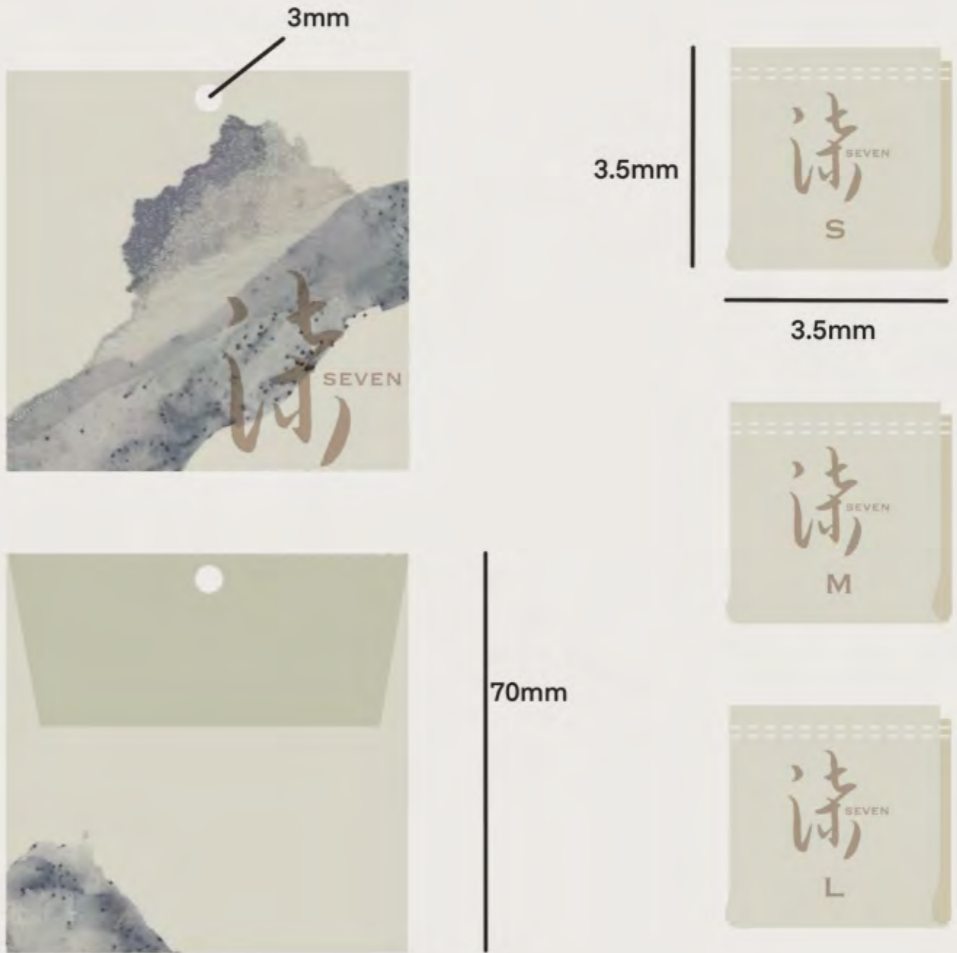


Brand name, fabric composition, washing logo, product barcode  
WeChat public account QR code

Additional Button label



Size label



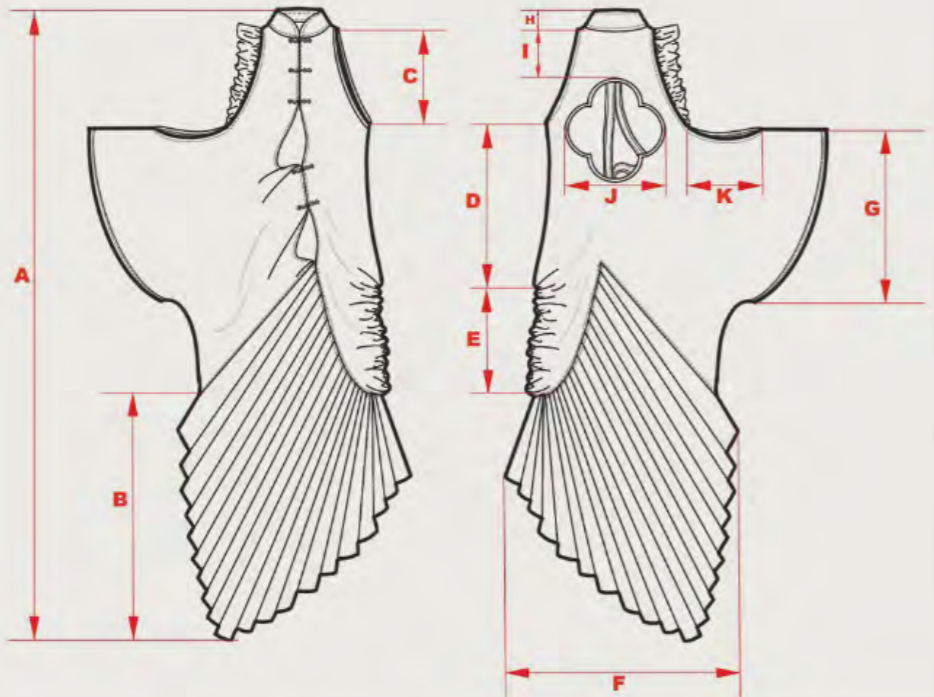
Material: 296g eco-friendly kapok paper



Pantone Printing Color Code for Labels

**SPEC SHEET:**

STYLE 2022SS 901	DESCRIPTION: Chinese style dress	BRAND: SEVEN	SAMPLE SIZE: M	Sheet No 1 of 3
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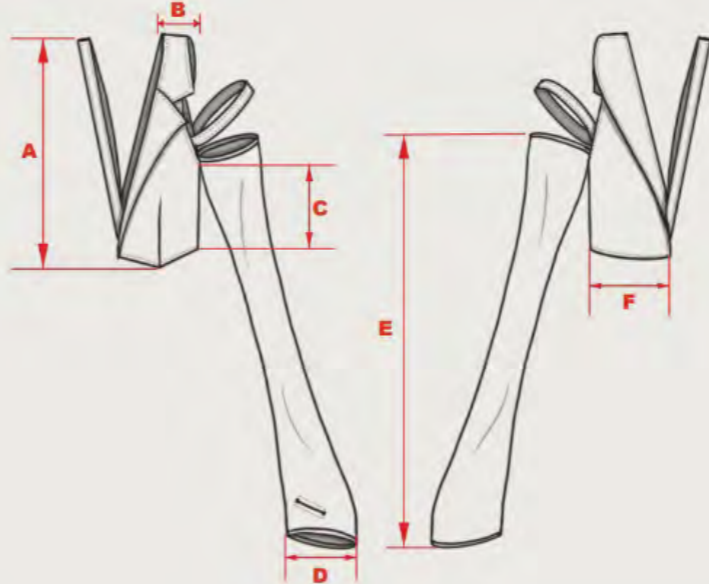
MEASUREMENT SPEC		
Description	Sample	Fit 1
A Whole length	120cm	
B Pleats length	50cm	
C Sleeves width	30cm	
D Leftside stitch	24cm	
E Leftside pleats	25cm	
F Hem width	70cm	
G Cuff width	36cm	
H Collar height	4cm	
I Distance from cutout and collar	11cm	
J Cutout width	24cm	
K Rightside width	22cm	

TRIM		
Description	Qty	Price
Metal snap button	5	
Invisible button	16	

MANUFACTURER

**SPEC SHEET:**

STYLE 2022ss 902	DESCRIPTION: Half-jacket	BRAND: SEVEN	SAMPLE SIZE: M	Sheet No 1 of 2
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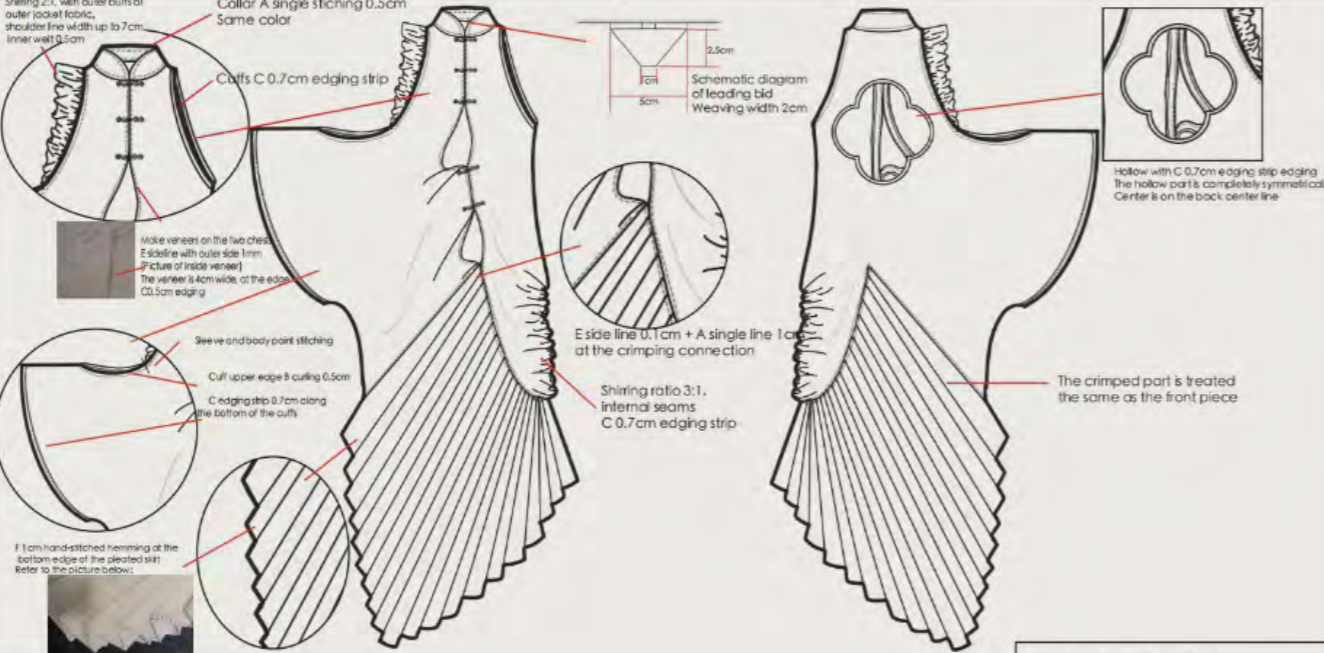
MEASUREMENT SPEC		
Description	Sample	Fit 1
A Whole length	120cm	
B Collar width	50cm	
C side stitching length	30cm	
D Sleeve width	24cm	
E Sleeve length	25cm	
F Width of the bottom	70cm	

TRIM		
Description	Qty	Price
metal snap button	4	
Invisible button	2	

MANUFACTURER

**SPEC SHEET:**

STYLE 2022ss 901	DESCRIPTION: Chinese style dress	BRAND: SEVEN	SAMPLE SIZE: Medium	Sheet No 2 of 3
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Collar A single stitching 0.5cm  
Same color

Cuffs C 0.7cm edging strip

Sleeve and body part stitching

Cuff upper edge B cuffing 0.5cm

C edging strip 0.7cm along the bottom of the cuffs

Shirring ratio 3:1  
internal seams  
C 0.7cm edging strip

The crimped part is treated the same as the front piece

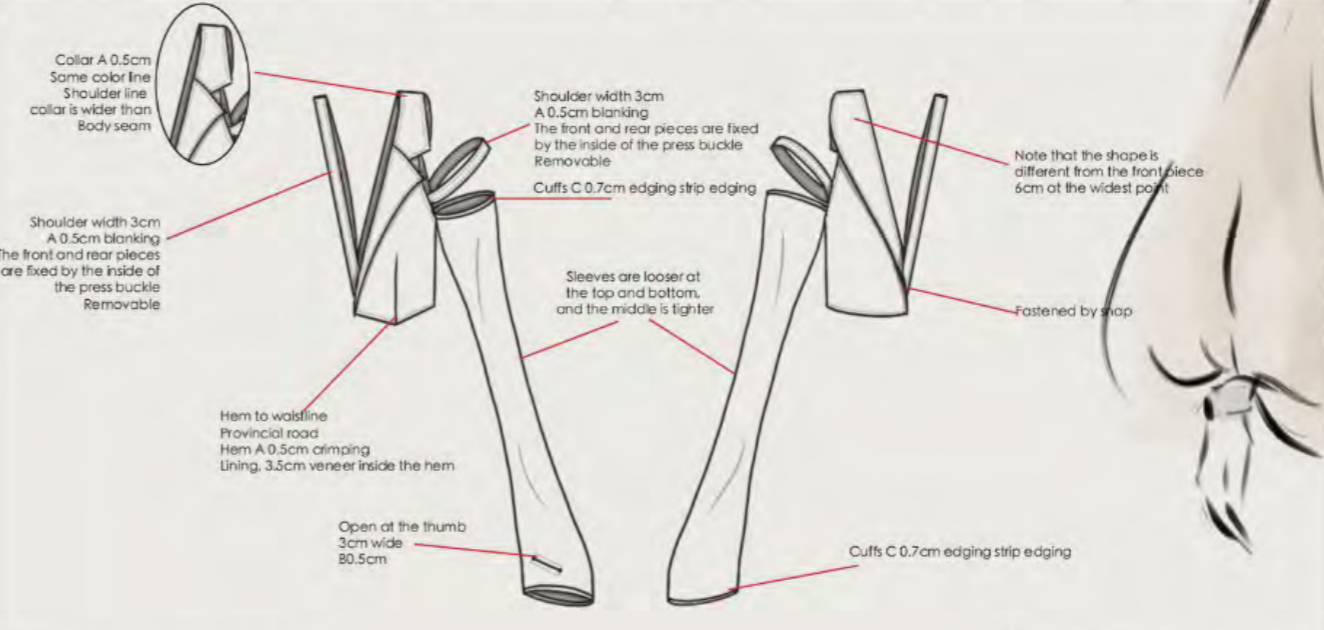
FABRIC SWATCHES

Printing Jacquard fabric

Single stitching	A
Hemming stitching	B
Binding stitching	C
Hem	D
Side stitching	E
Hand stitching	F

**SPEC SHEET:**

STYLE 2022ss 902	DESCRIPTION: Half-jacket	BRAND: SEVEN	SAMPLE SIZE: M	Sheet No 2 of 2
------------------	--------------------------	--------------	----------------	-----------------



Collar A 0.5cm  
Same color line  
Shoulder line collar is wider than Body seam

Shoulder width 3cm  
A 0.5cm blanking  
The front and rear pieces are fixed by the inside of the press buckle  
Removable

Cuffs C 0.7cm edging strip edging

Sleeves are looser at the top and bottom, and the middle is tighter

Note that the shape is different from the front piece 6cm at the widest point

Fastened by snap

Hem to waistline  
Provincial road  
Hem A 0.5cm crimping  
Lining, 3.5cm veneer inside the hem

Open of the thumb  
3cm wide  
80.5cm

Cuffs C 0.7cm edging strip edging

FABRIC SWATCHES

Jacquard fabric

Single stitching	A
Hemming	B
Overlock	C
Binding	D
Side stitching	E
Hand stitching	F





诗

SEVEN SS/2022 COLLECTION



SUZHOU GARDEN

MODEL:VICKY ZHANG /PHOTOGRAPHER:SHAWN

VICKYZHANG WEBSITE





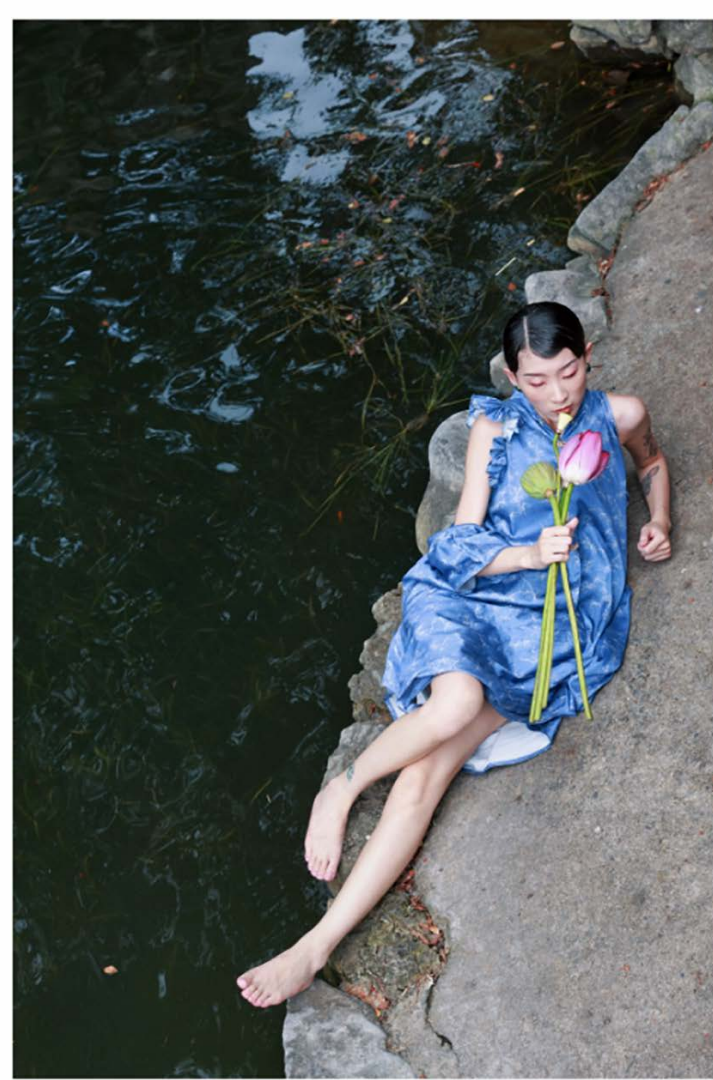












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SEVEN



OPEN ON PHONE

SHOP NOW >



22SS  
COLLECTION

SHOP NOW >



22SS  
COLLECTION

SHOP NOW >

<https://wanqizhang0728.wixsite.com/my-site-2>



The brand "SEVEN" is an original women's clothing brand that combines traditional Chinese culture with modern fashion. SEVEN uses Jiangnan traditional cultural elements, soft lines, and fresh and simple colors to show the unique female power under the influence of a thousand-year culture.

The founder of the brand Vicky has a very persistent pursuit of fashion. She has always had an artistic dream. After two years as a model, she developed a strong interest in fashion design and production. After two years of studying Fashion Design at the Institutso Marangoni in Italy, Vicky wanted to have a deeper research on creativity and cultural integration, so she came to the UK University of Creative Arts to continue studying for a master's degree in fashion design. Vicky has her own unique understanding and application of Chinese traditional culture and art. She uses the brush strokes and colors of ink painting in the pattern structure and color of clothing to make garments more vivid and natural.

Life Etc.



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FAQ

About

Shipping & Return

