

Design Development Journal:

SOWN/

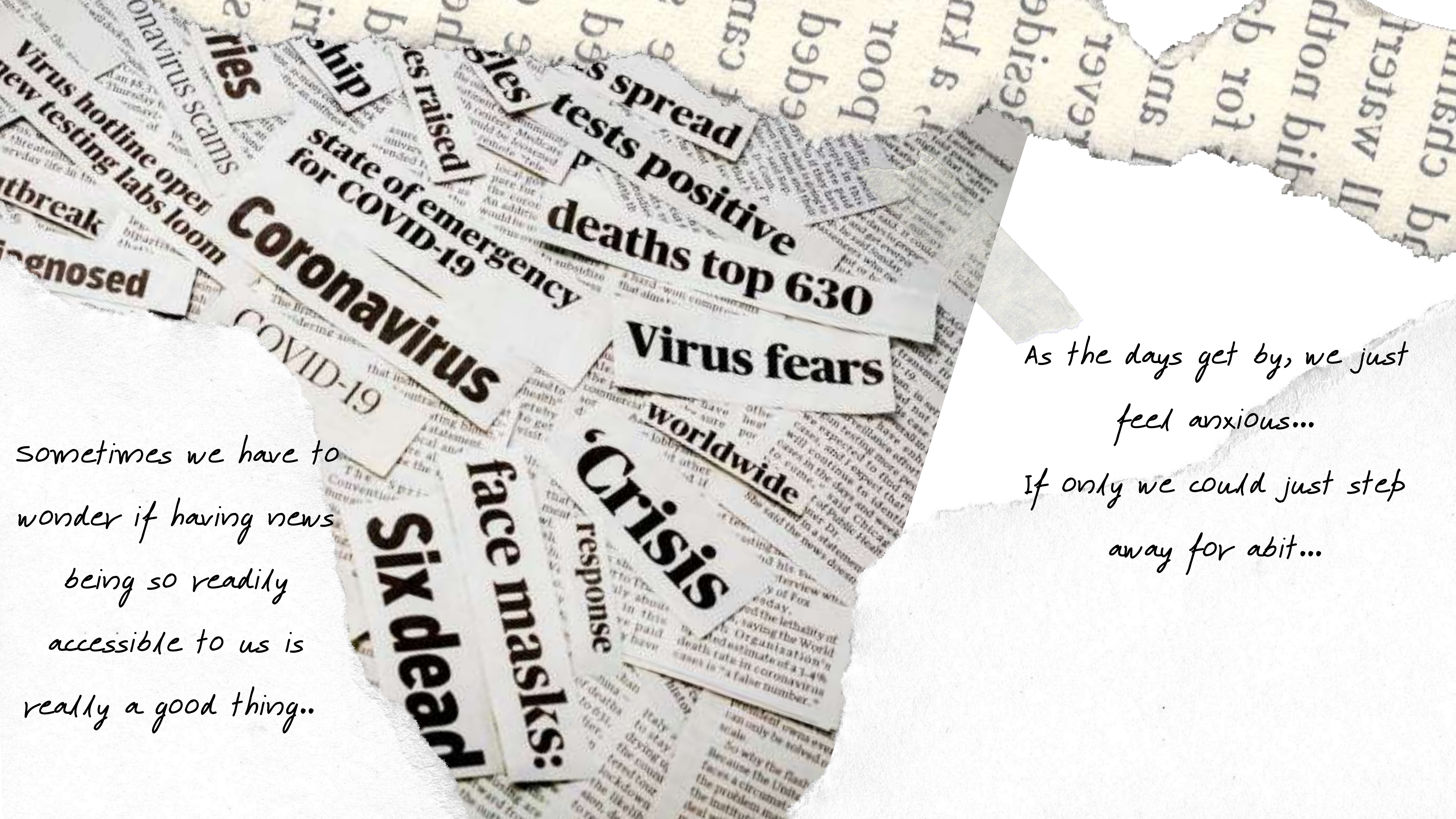
DFS3235 Product Development 3
(Design Development)

Foong Kai Yu

FMM6B2

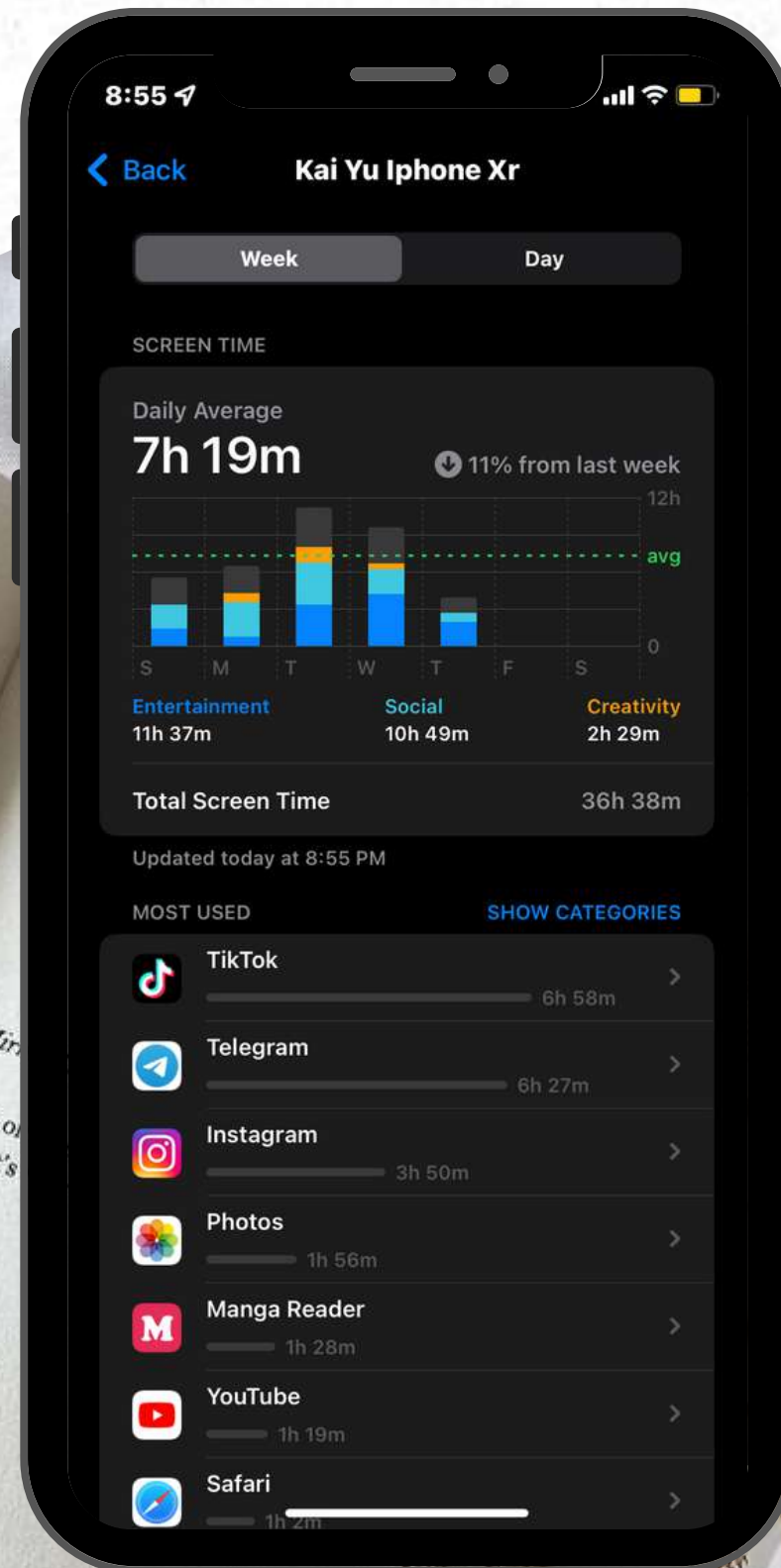
F19FM0076

Lecturer: Angelyn Tan Yug Jiu

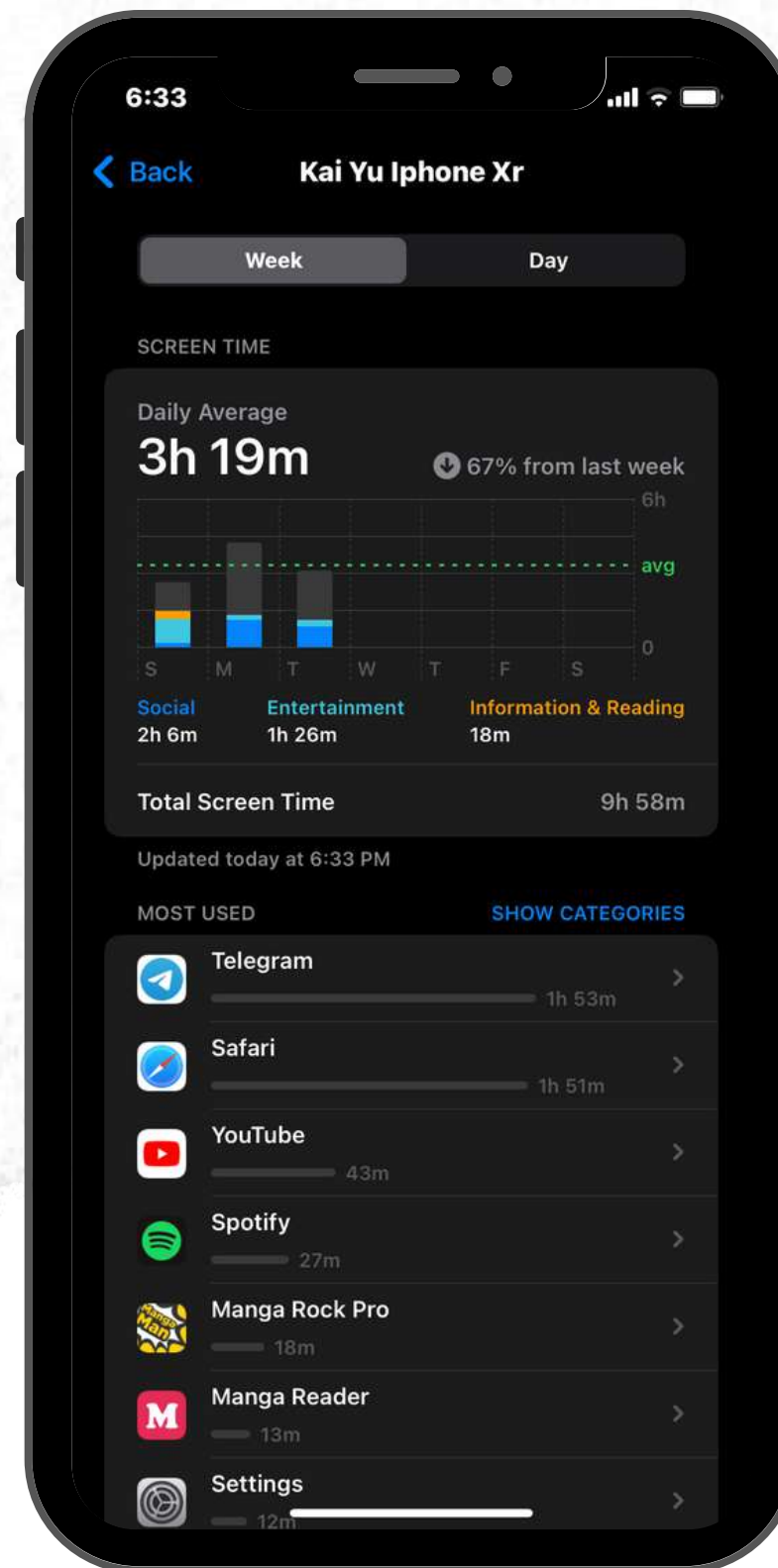


As the days get by, we just
feel anxious...
If only we could just step
away for abit...

sometimes we have to
wonder if having news
being so readily
accessible to us is
really a good thing..



ON AN AVERAGE DAY



DURING DETOX

And hence...
I decided to take a technology
detox for 3 days.

I didn't realise how addicted i was
to my phone until i stopped using
it. It was excruciating at first.

But then, after awhile, i got
used to it. And i realised,
without the constant distraction
that my applications caused, i
felt strangely more at peace
with myself.



TARGET MARKET:

A girl who isn't afraid to go against the norm!

- enjoys dressing up and experimenting as a way to relax
- she likes to thriftshop so as to hunt for unique pieces
- enjoys being unconventional
- has artistic hobbies such as embroidery, painting and film photography

Demographic:

- 22-35 years old
- Income: \$3000 to \$5000

**Cottagecore Fashion: Why Is It
Becoming So Popular in 2022?**

Cottagecore Fashion Is Booming In 2021, Here Is Why

Why the Cottagecore Trend
Is Here to Stay





CONCEPT:

What is COTTAGE CORE?

- having a simpler, and more wholesome way of life
- away from the city life and technological activities
- appreciation for nature
- whimsical fashion style

Primary research:
H & M



Love the
ruffles detail!



Accessories idea!

Instead of using
textured fabric, we can
use pleats or ruffles!



Instead of a
oversized collar,
can make a vest
or cape!

Oversized
collars
seem to
be in trend!

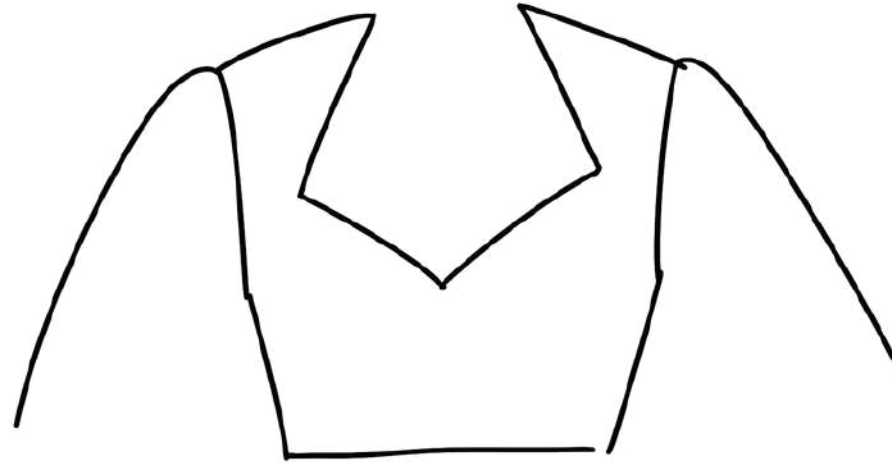


Primary research:

ZARA



noted sloping
shoulders and
empire waistline!



An actual
corset
would be
too rigid for
our brand!
However, a
faux corset
could work!
I also like
the use of
square
necklines!



Use of different
textures for the vest
and tie strings!

Primary research:
Love Bonito



tiered dresses
and textured
fabric to give
more
dimension



Drawstring
detail

elastic
thread

empire waistline
for a more
romantic vibe

Pleated
ruffles!
love the
effect!



secondary research and inspiration:

STUDIO GHIBLI

landscape
planning



alot of nature
watercolour



While not every Studio

Ghibli film used

notions of cottagecore,

their stories and

landscape designs were

always able to bring

their audience to

another world





billowy puff sleeves and
loose silhouettes



high collars and
puff dresses



Bridgerton Trends Are Actually Spiking up Google Queries

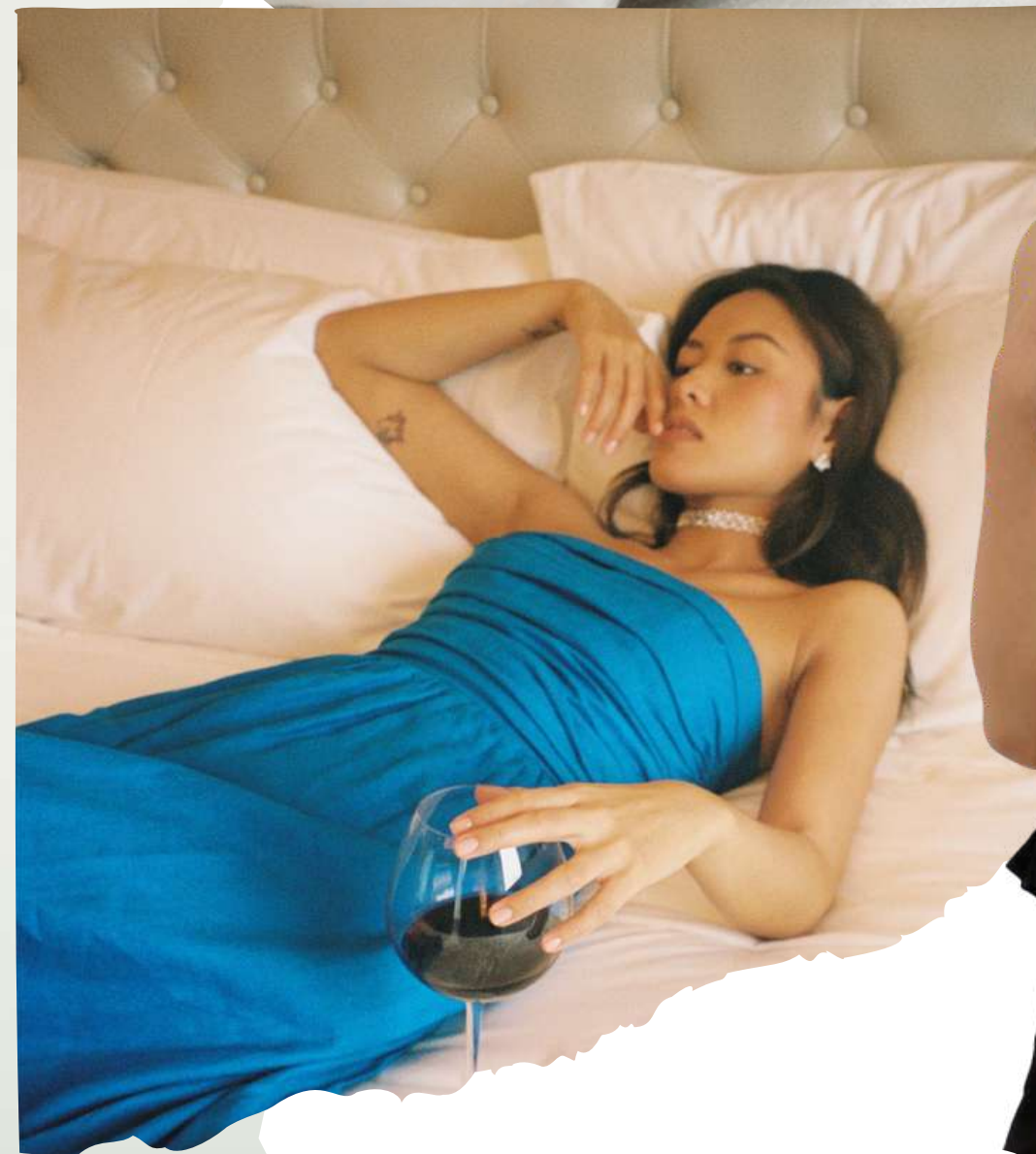


Bridgerton brought about a surge in fashion searches such as corsets and empire-line dresses.

The Bridgerton trend emphasized how dressing up in fashion from another time or perhaps "cosplay" has been able to bring comfort to people.

Brand Inspiration:
Secret
Garden

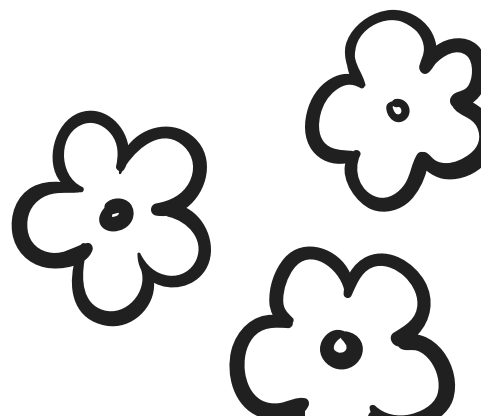




Brand Inspiration (Local):

✿ CAMEL
✿ MONSTER
✿

- Tagline: Times are weird. Find what makes you feel good.
- Sustainable brand that believes in seasonless collections
- Price range: \$49 to \$89



Brand Inspiration (Global):

MINJU KIM

- Seoul-based fashion brand
- Collections are very avantgarde and feminine at the same time
- Price range: \$197 to \$2000



GARMENT DETAIL:



French seams for finishing

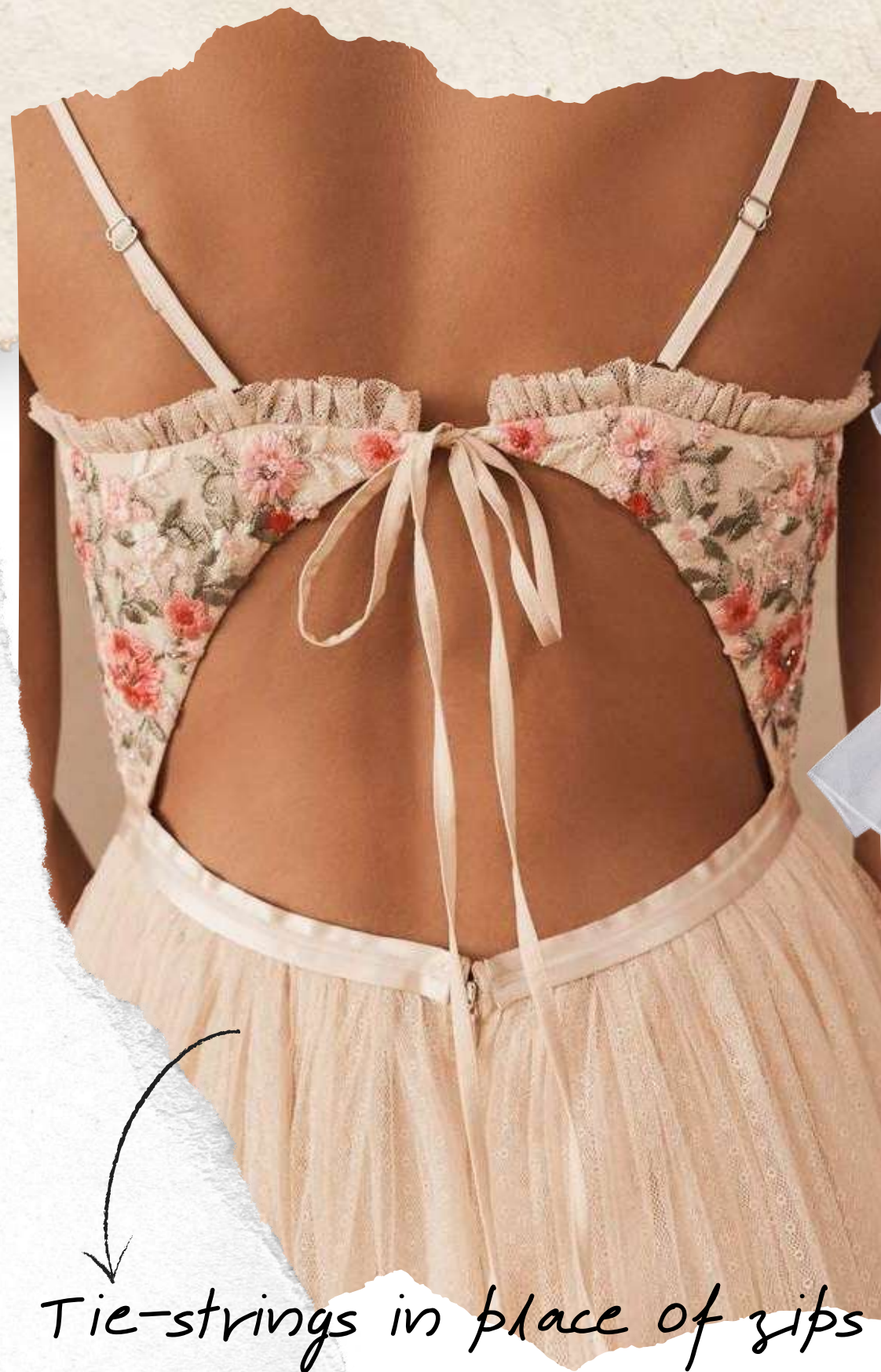
layering of sheer
and opaque fabric



elastic



GARMENT DETAIL:



ruffles

ruffles sewn
on top



elastic

WGSN RESEARCH:

using fine cotton fabrics
such as translucent
organza or muslin

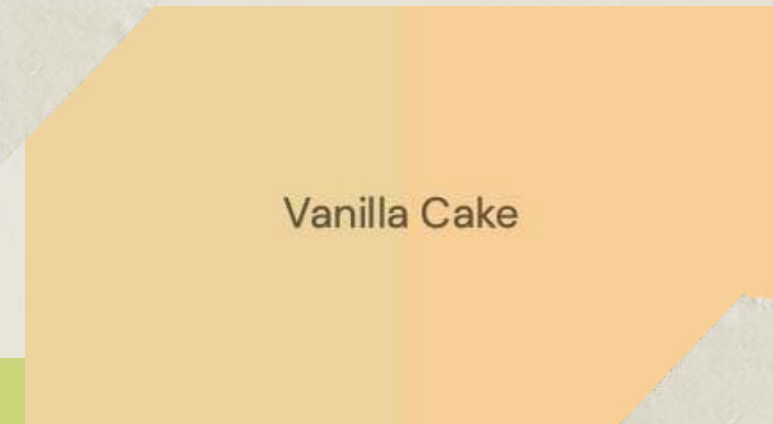
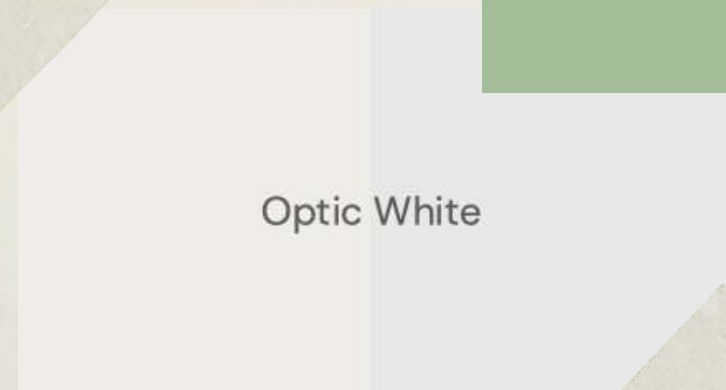
comfortable
loose silhouette

crinkled textures



WGSN RESEARCH (COLOUR):

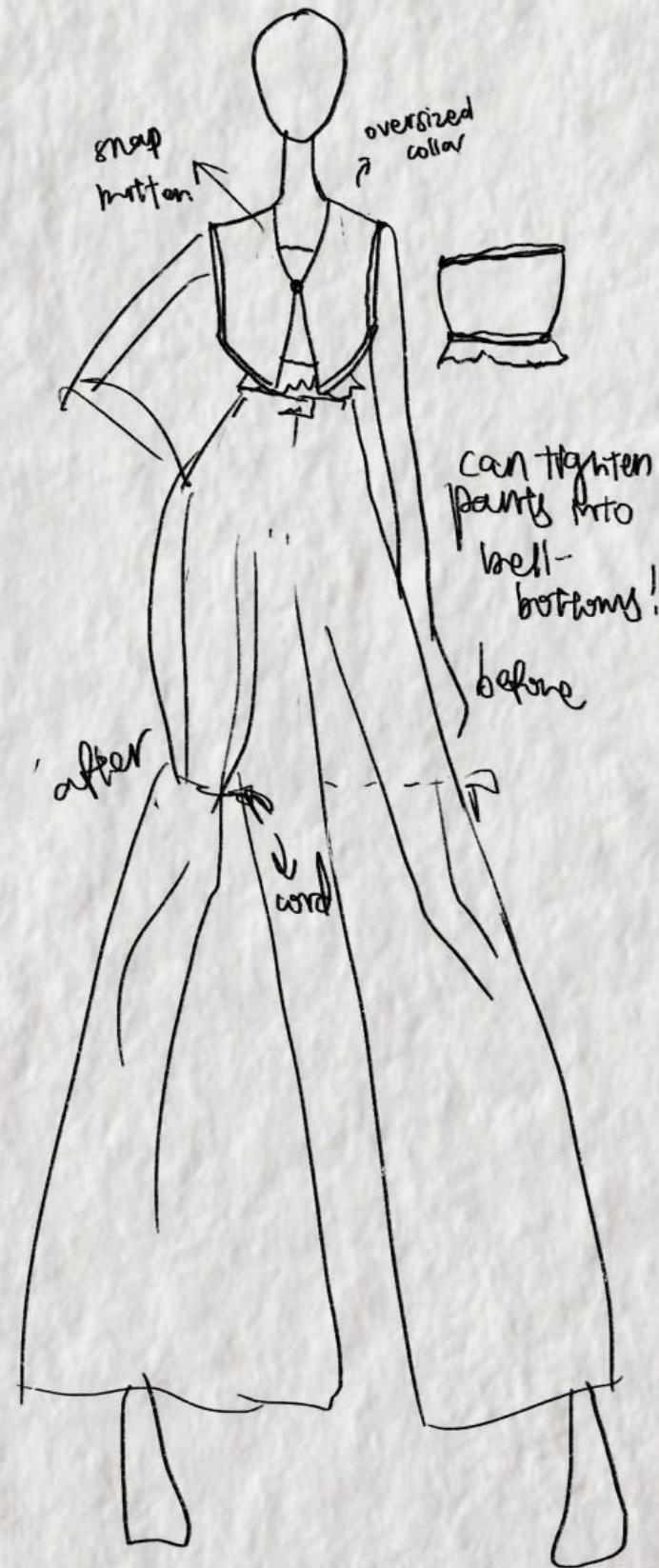
Earthy tones and natural greens seem to keep recurring in different colour palettes

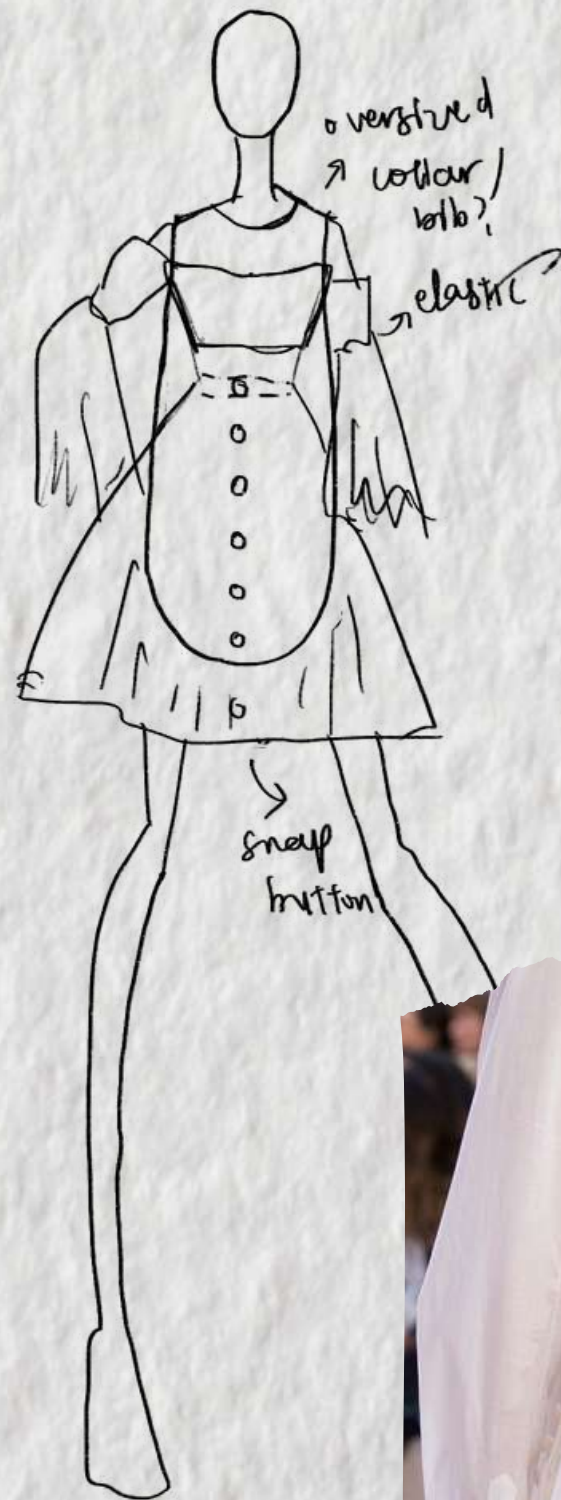


Similarities in colour palette: they all evoke comfort and happiness!



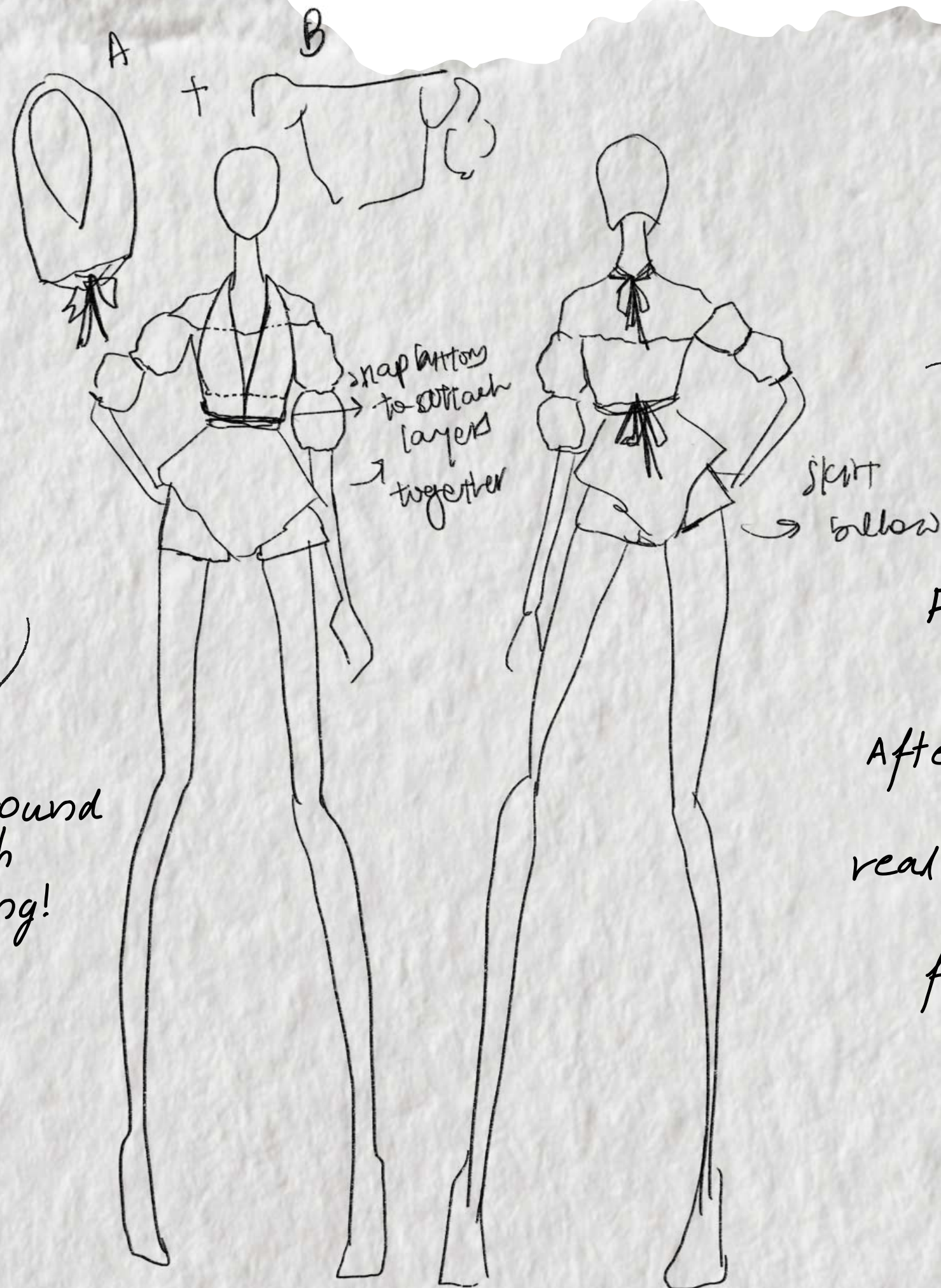
SKETCH DEVELOPMENT:







play around
with
layering!



First selected sketch:

After further consideration, i
realised that this still doesn't
fit SOWN!. hence, the
sketches continue...

I wanted to keep the
silhouette! However, i had to
make the pieces more
original!



Corseted silhouette with tie
strings at the side



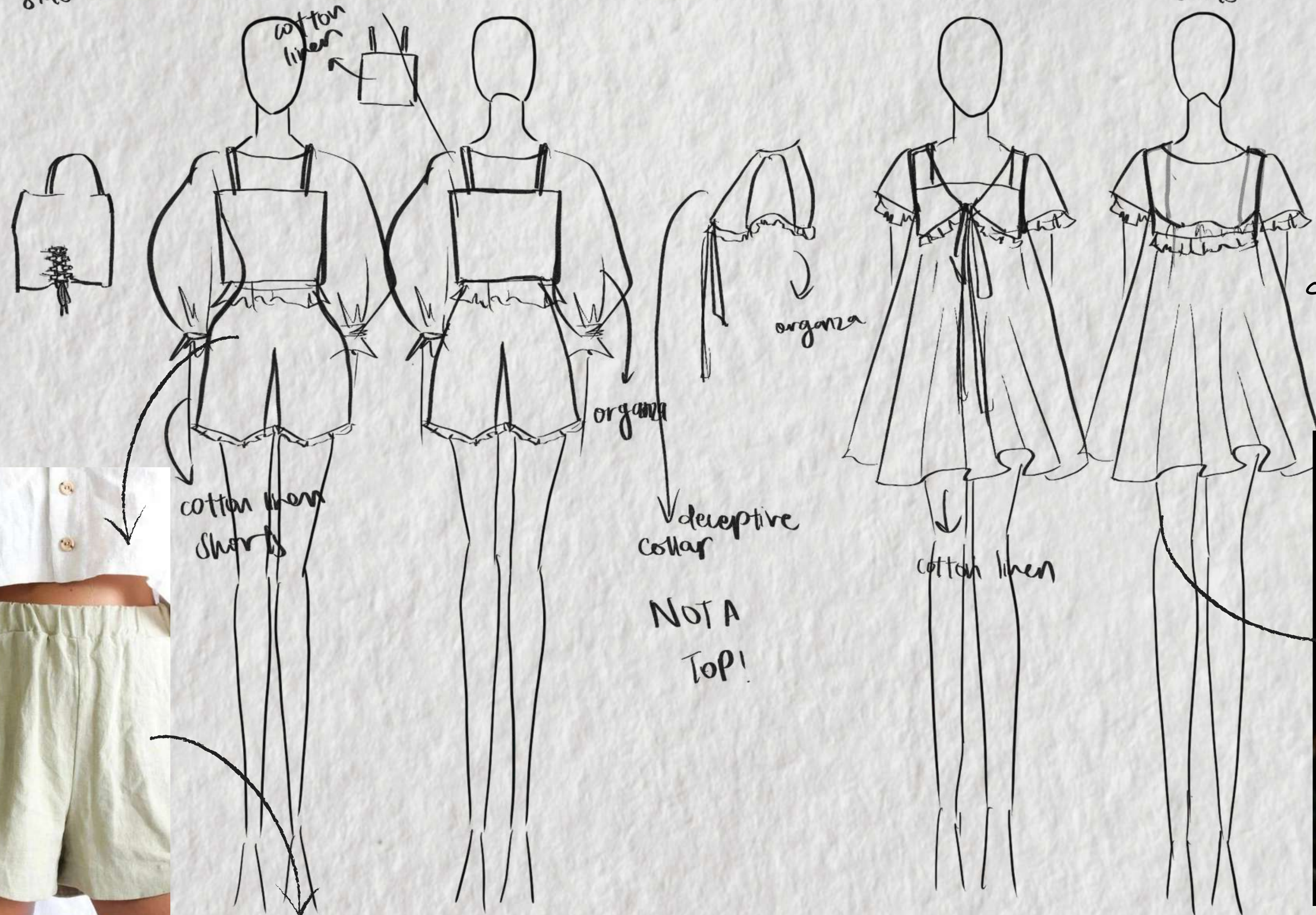
side view

Side

Front

Back

I tried to design more options, this time with the mindset that our collection should be more flowy.

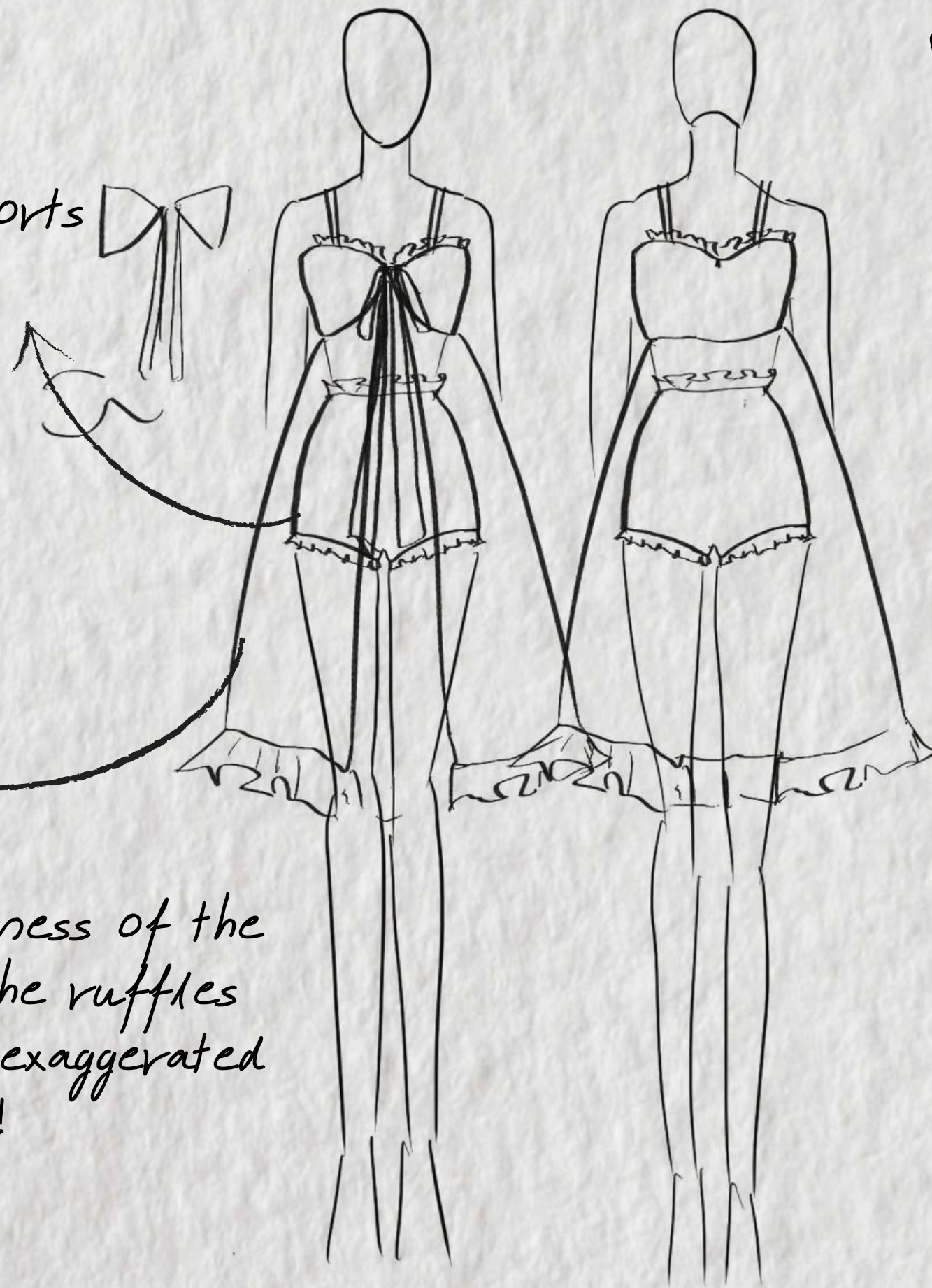




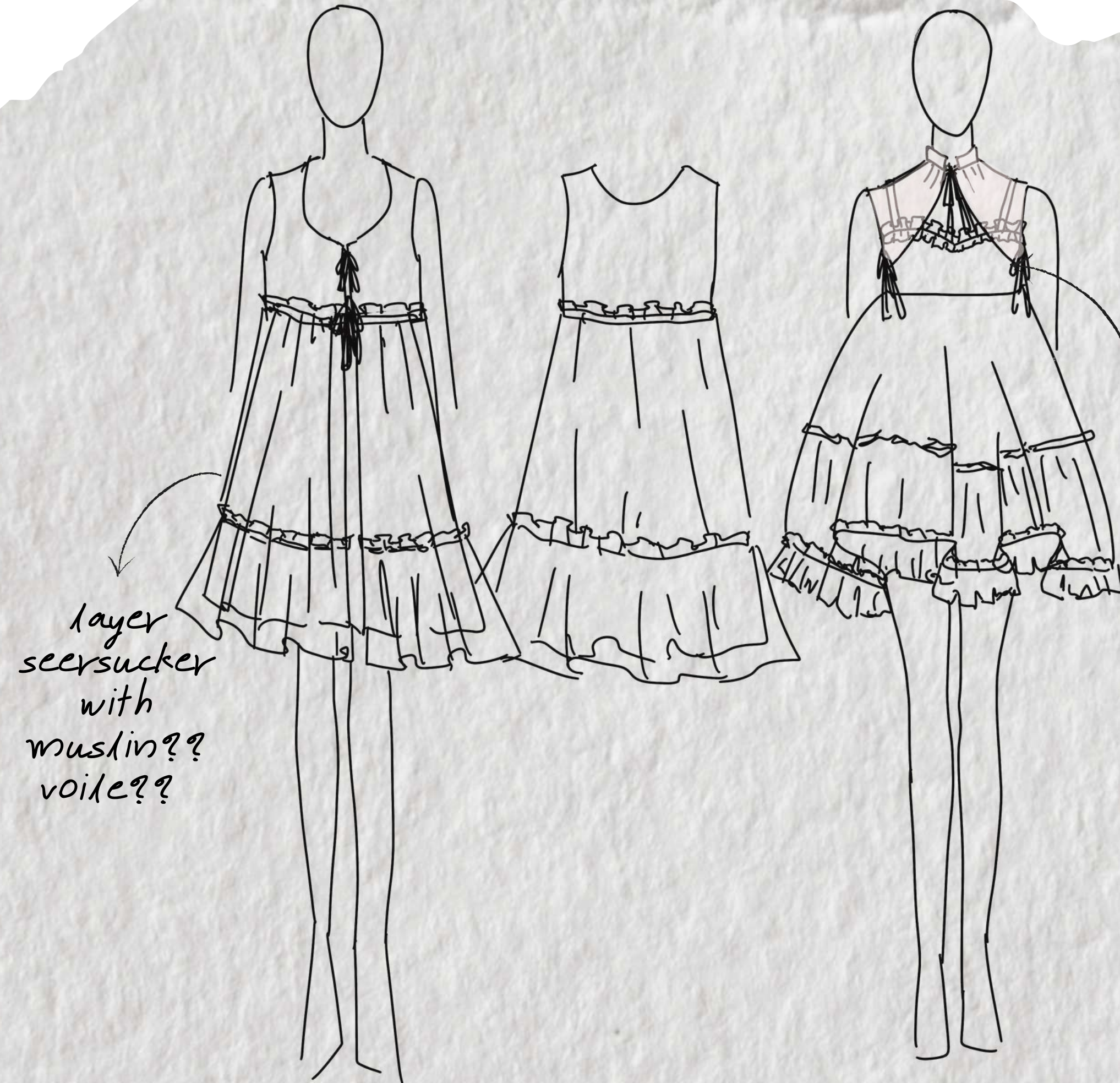
cotton linen shorts
with ruffles



i want the flowiness of the
sheer fabric! The ruffles
shouldn't be as exaggerated
though!



✓
selected for
set 1



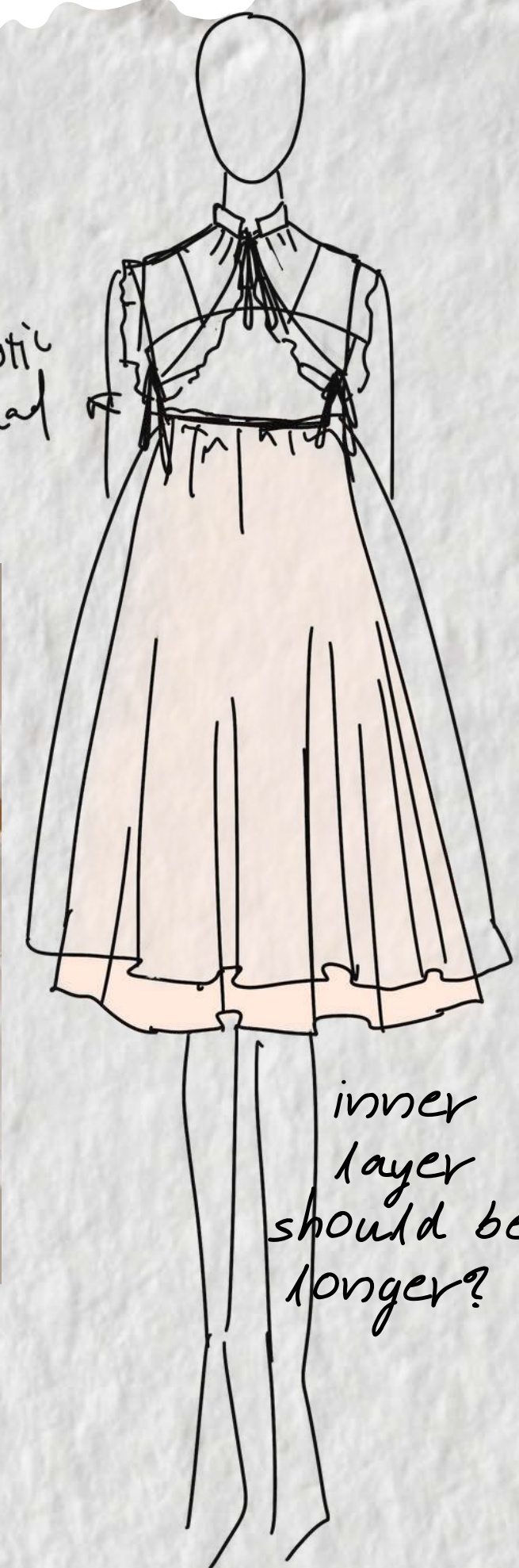
layer
seersucker
with
muslin??
voile??



elastic
thread



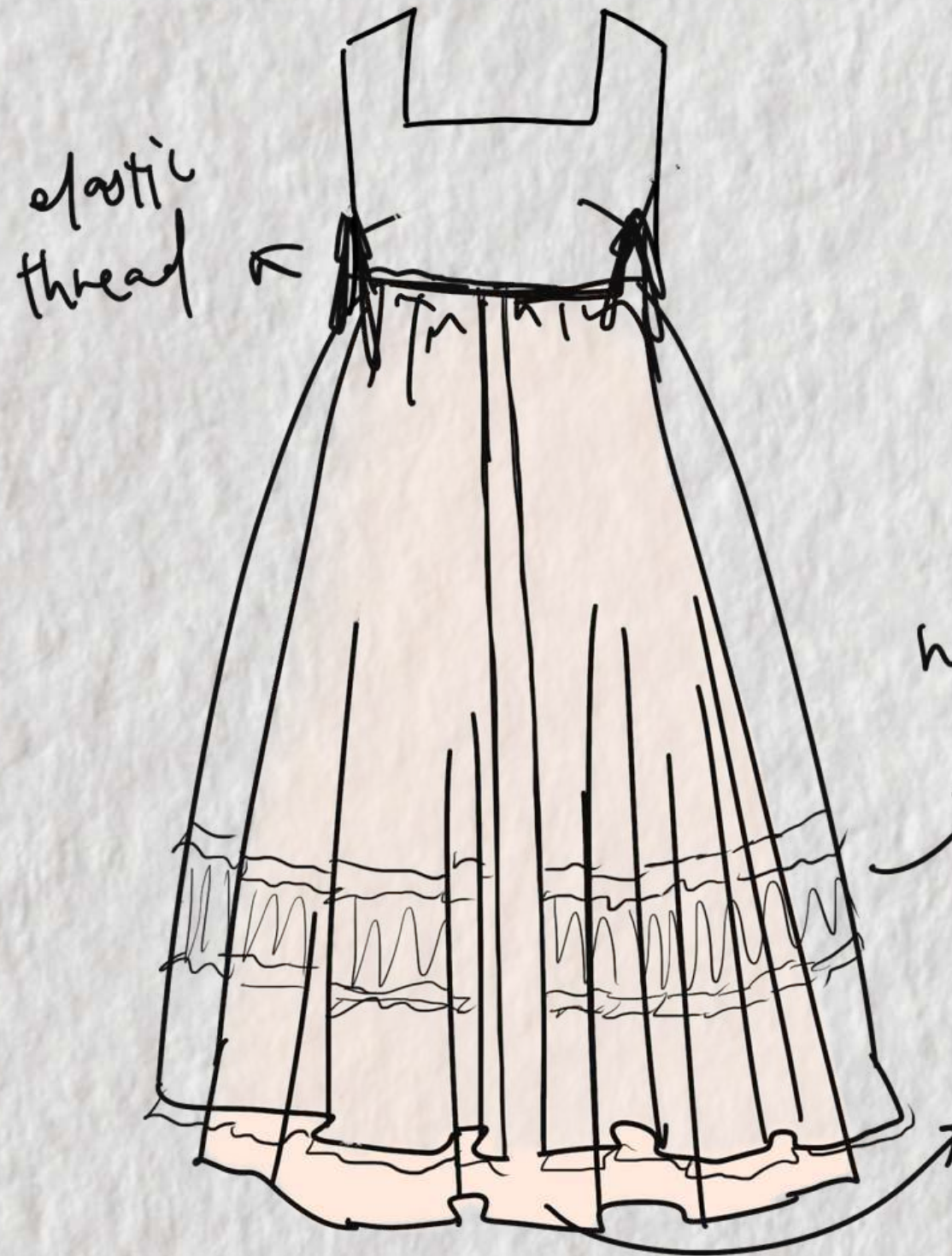
play with
the outer
layer!



inner
layer
should be
longer?

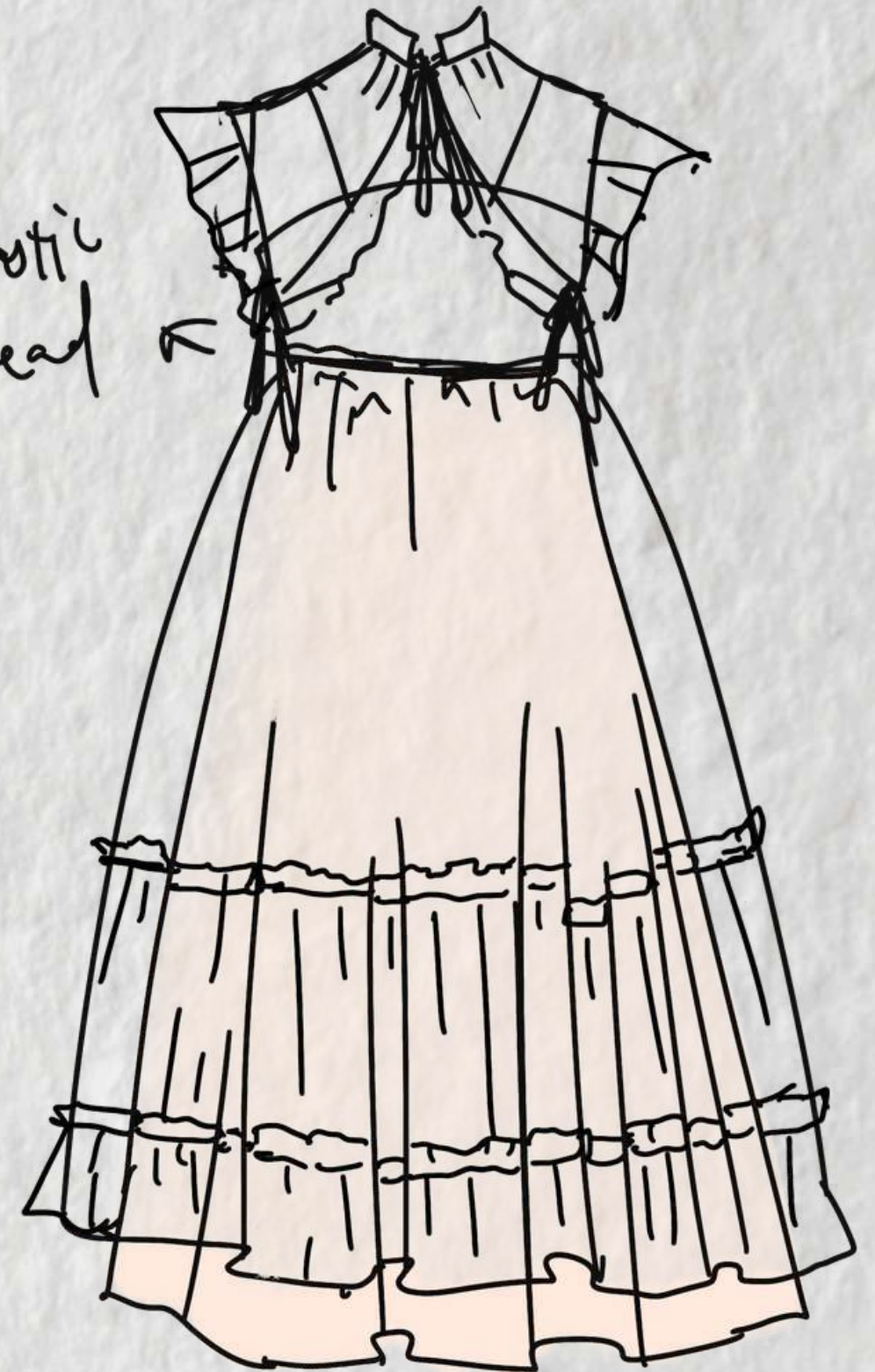


Combine my designs together
to get new designs!



ribbons sewn
on to
organza

half open



selected design
for SET 2!



headband

a bucket hat that is adjustable

snap button

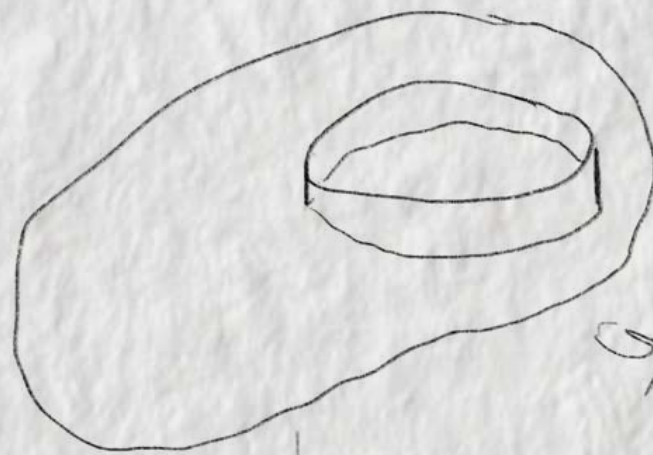
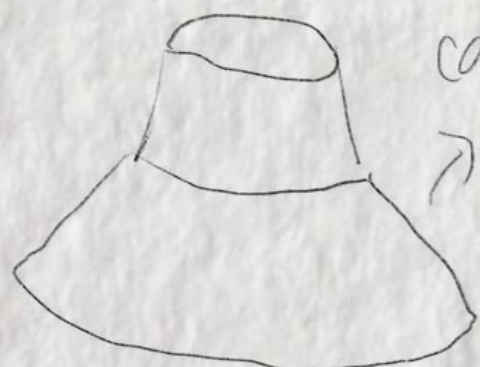
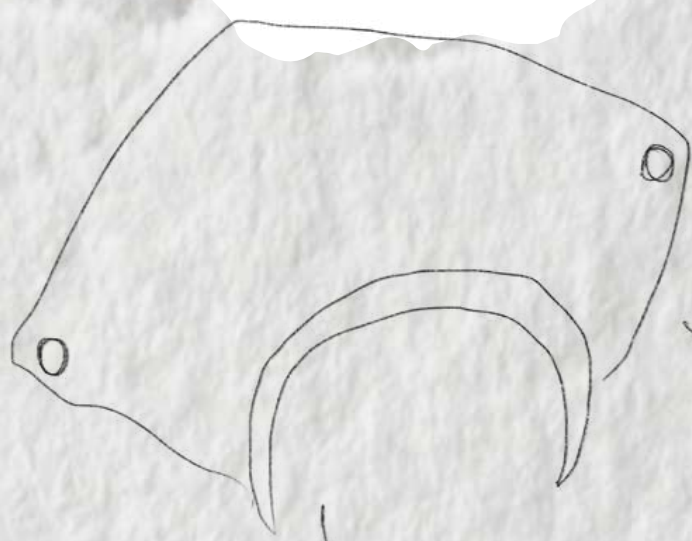
organza?

one can wear as a tangerine headscarf!!

head band and frill shouldn't match in length

should frill a little

selected accessory design to work on!



can adjust

can extend out

front

even bucket hat

back a little high

why looks so weird

a bit longer at the back

buttoned on ribbon?

baseball cap without the top



Set 1 TOILE:



Increase the length
of ruffle pattern
so that the ruffles
are more obvious!

Extend the
ruffles to the
side seam!

Make the bust
shorter!

Increase the hem ruffles!



Set 2

TOILE:

The vest is too
oversized!

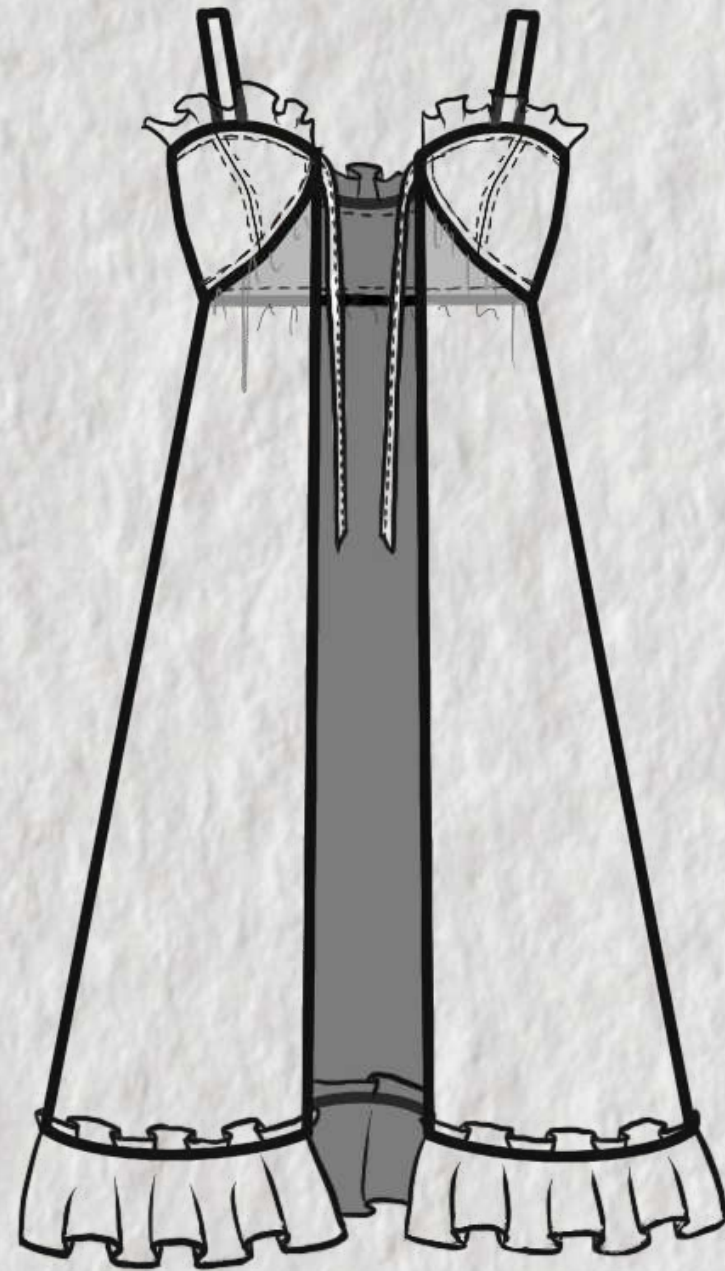
Decrease
shoulder
length!



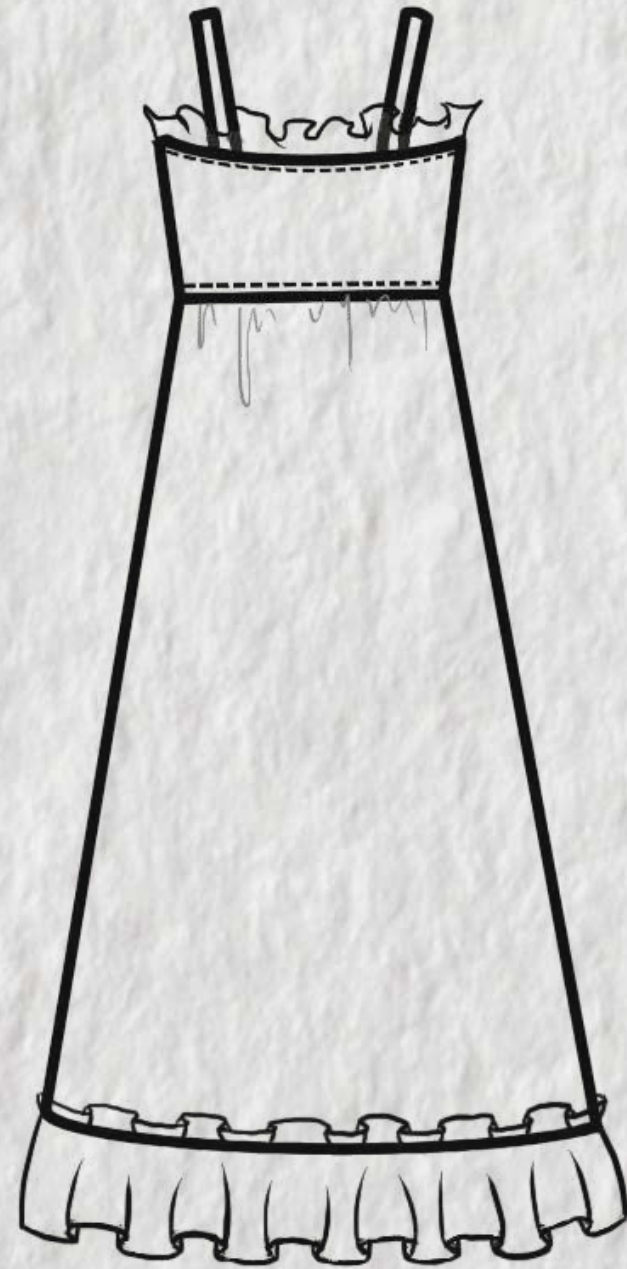
Move strap at
the back to
princess line!



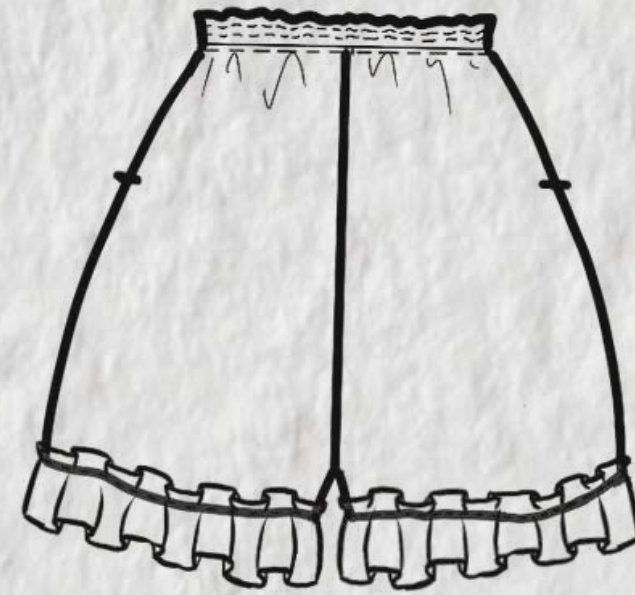
Set 1 TECHNICAL FLAT:



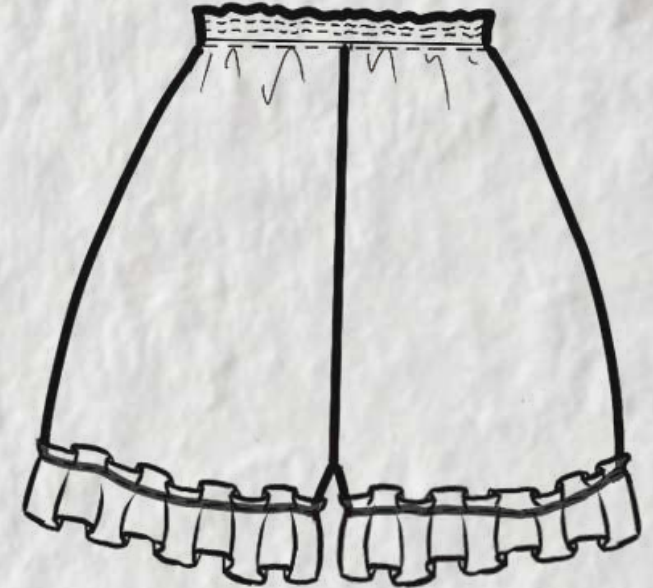
FRONT



BACK

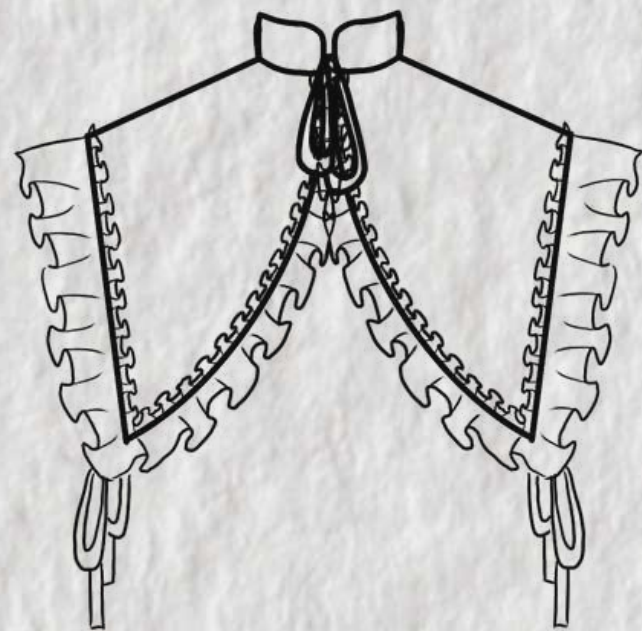


FRONT

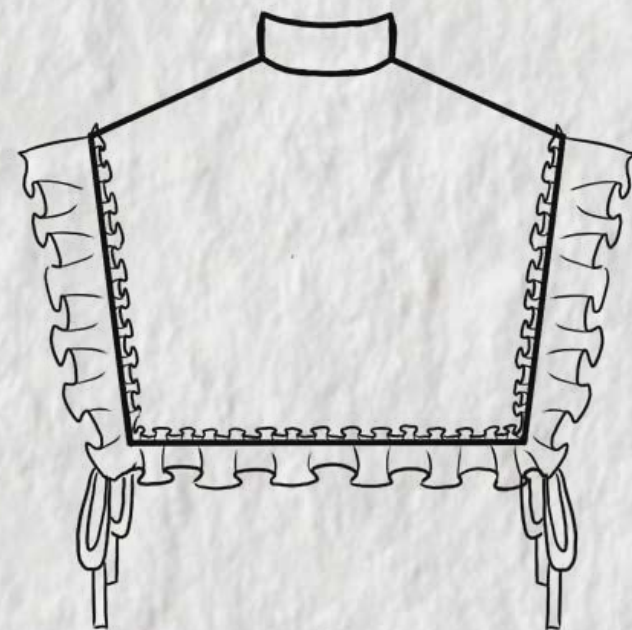


BACK

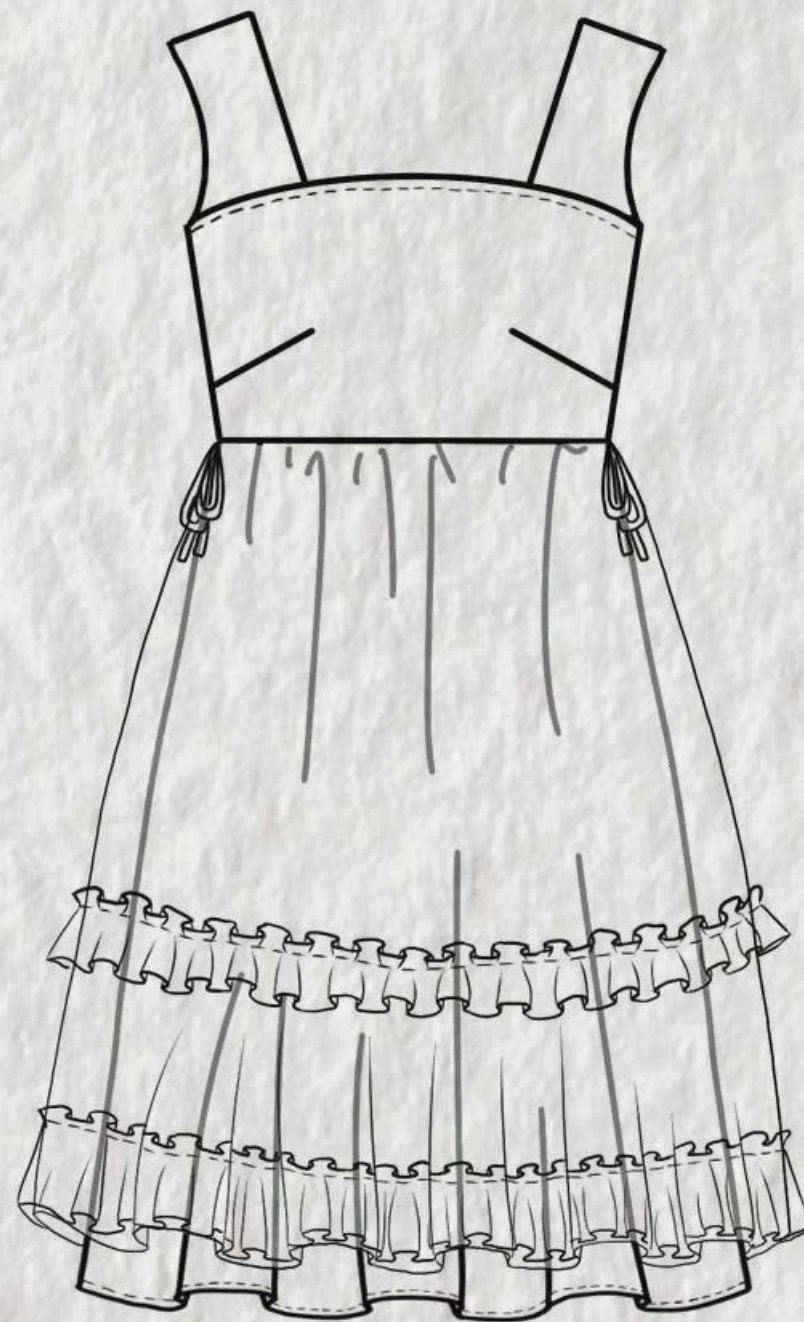
Set 2 TECHNICAL FLAT:



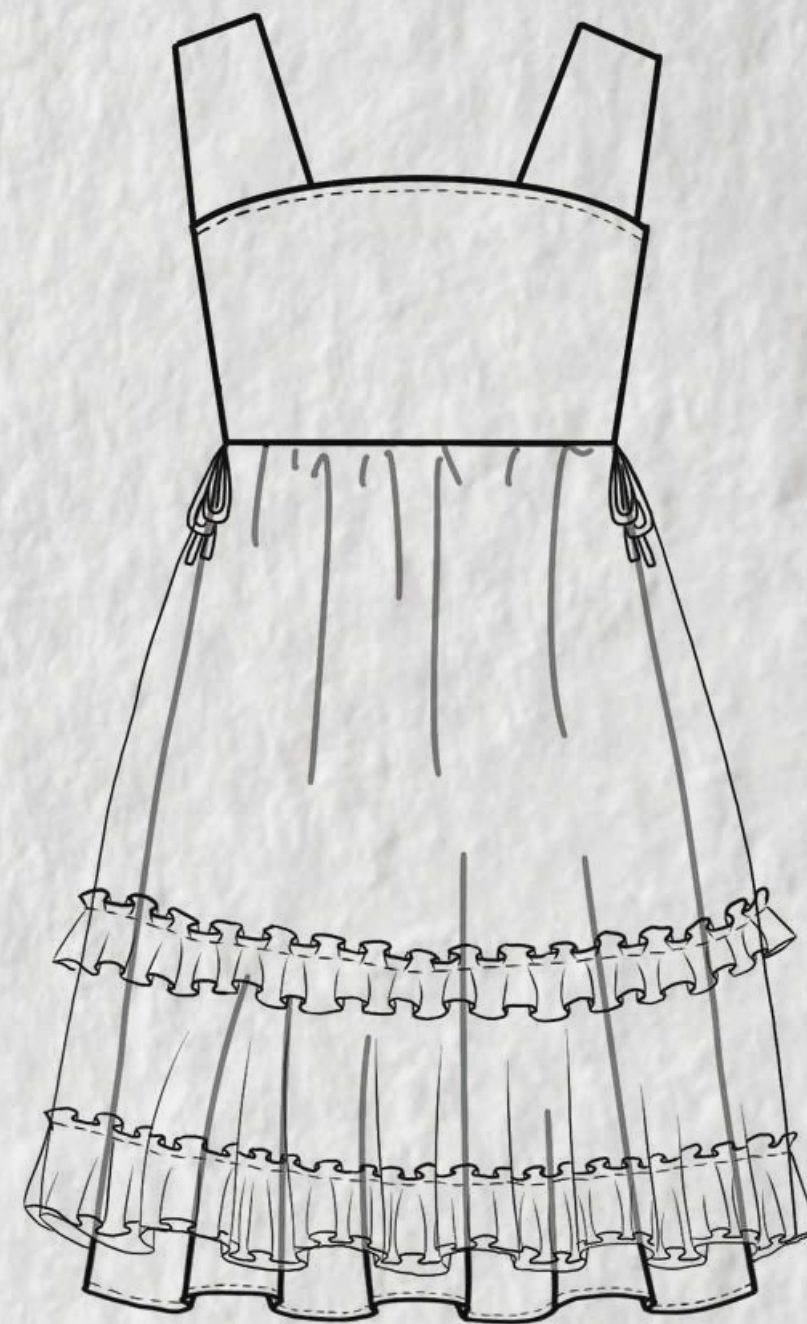
FRONT



BACK



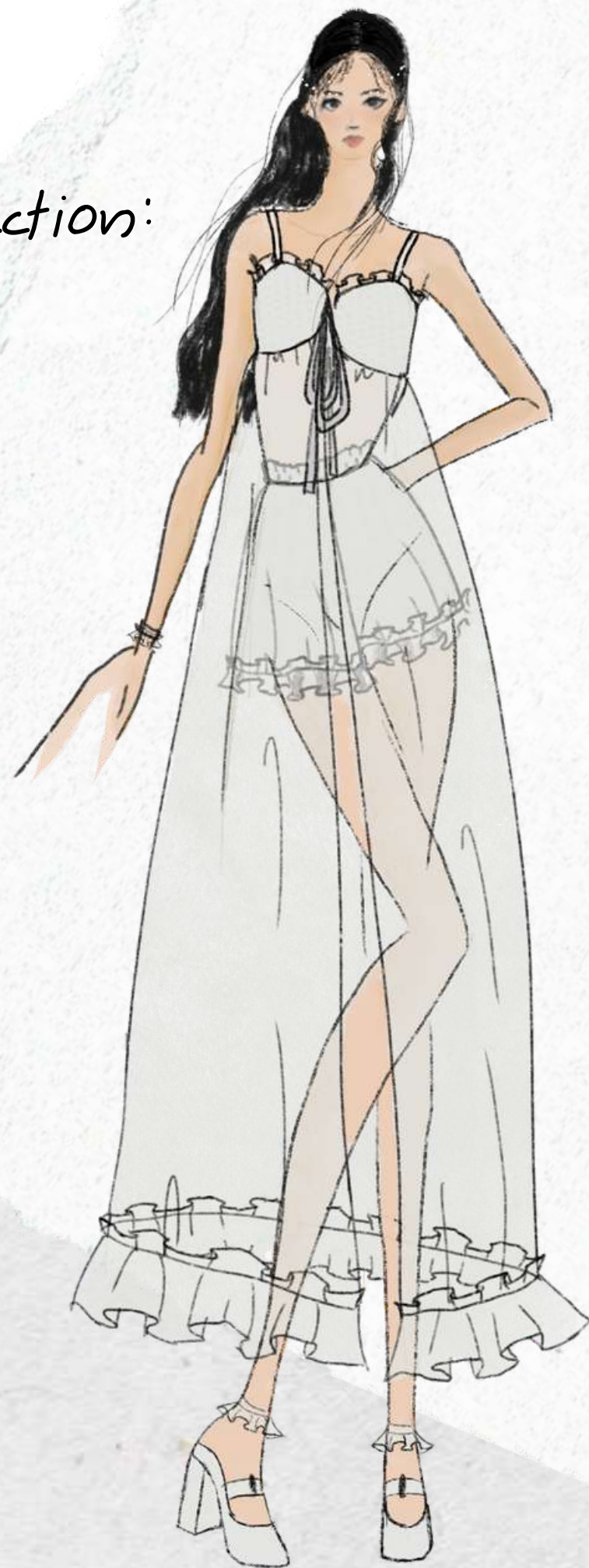
FRONT



BACK



S/S 2023 Collection:
Eden



Final Result:
SET 1





Final Result:
SET 2

ACCESSORIES:



FOLLOW-ON

COLLECTION:



FABRIC BOARD

PANTONE
TCX 13-6007
Spray

Denim

Cotton
seersucker

Cotton
Muslin

PANTONE
TCX 11-0601
Bright White

FOLLOW-ON
ILLUSTRATION

Cotton
Muslin

Denim

seersucker shorts
inside with ruffle
detail at hem!

