

FASHION PORTFOLIO

SOGOL BEITARI

COLLEGE LASALLE
2016-2019

TABLE OF CONTENT

THE EVERYDAY WARRIOR

- COVER PAGE
- THEMATIC
- TREND RESEARCH & COLOR
- TARGET MARKET
- TECHNICAL & ILLUSTRATION
- FABRIC & TRIMMING

THE BRUTAL BEAUTY

- COVER PAGE
- THEMATIC
- EXPERIMENTS & DRAPING
- TECHNICAL & ILLUSTRATION
- FABRIC & TRIMMING

RETRO FUTURISTIC

- COVER PAGE & THEMATIC
- TECHNICAL & ILLUSTRATION
- ZOOM & REAL PICTURE
- FABRIC & TRIMMING

PAD SYSTEM

- COVER PAGE & MOODBOARD
- SIZE SPEC AND PAD SYSTEM
- ACTUAL PICTURES

SILICONIZED

- COVERPAGE & TARGET CLIENTELE
- THEMATIC & COLORS
- REAL PICTURES
- TECHNICAL & ILLUSTRATIONS
- RESEARCH & DRAPING
- FABRIC & TRIMMING

FEMININE EMPOWERMENT

- COVER PAGE & THEMATIC
- TARGET MARKET
- GARMENT CONSTRUCTION & FASHION PHENOMENON
- TECHNICAL & ILLUSTRATIONS
- DRAPING
- FABRIC & TRIMMING

SOURCES

THE EVERYDAY WARRIOR

F19

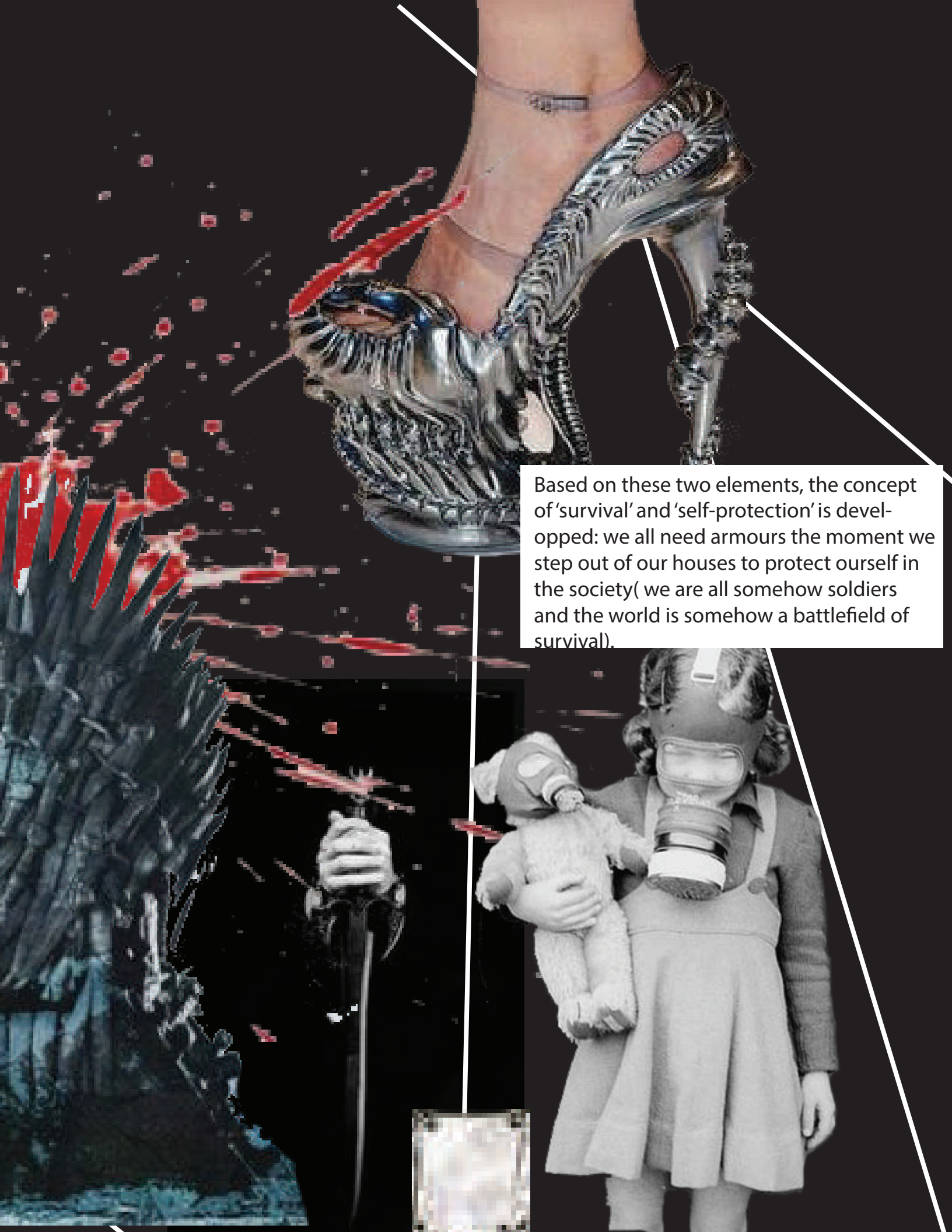
INTEGRATION COLLECTION





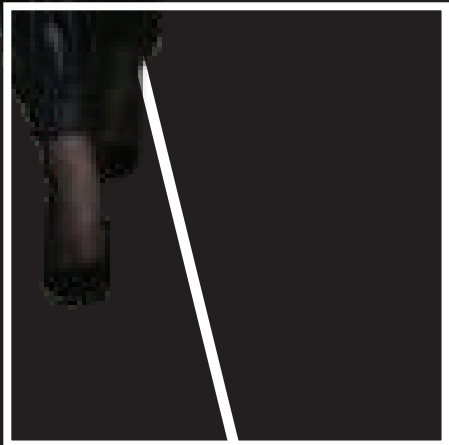
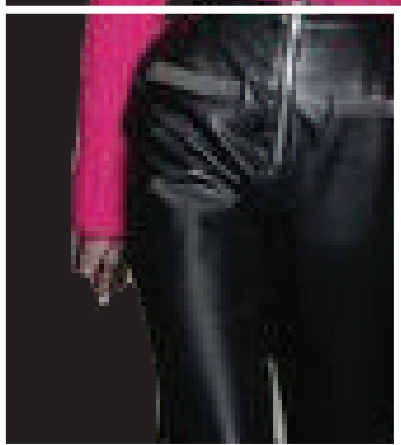
- This Collection is inspired by the Medieval armour's and the use of chain and iron rings by the designer 'Alexander Wang'





Based on these two elements, the concept of 'survival' and 'self-protection' is developed: we all need armours the moment we step out of our houses to protect ourself in the society(we are all somehow soldiers and the world is somehow a battlefield of survival).

TREND RESEARCH



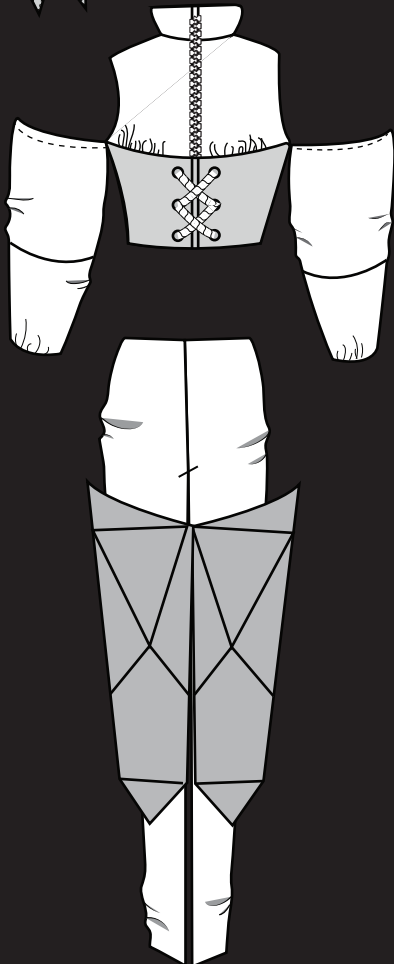
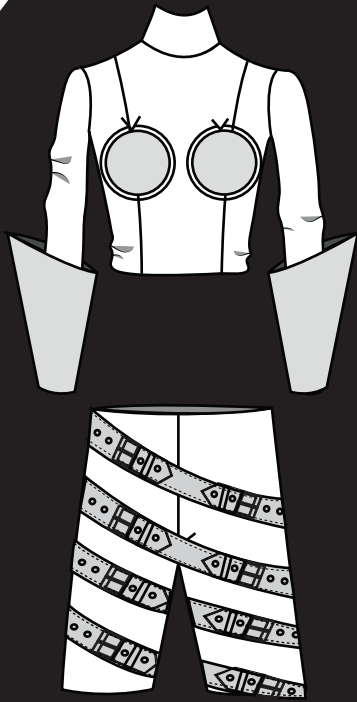
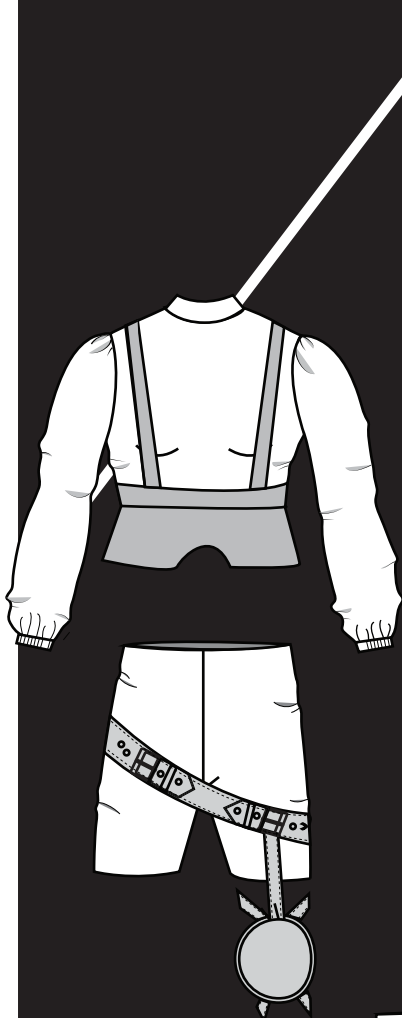
TARGET MARKET

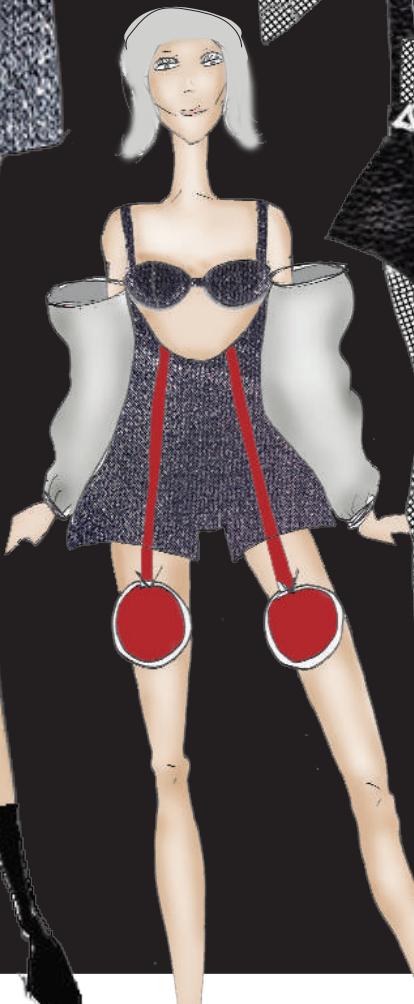
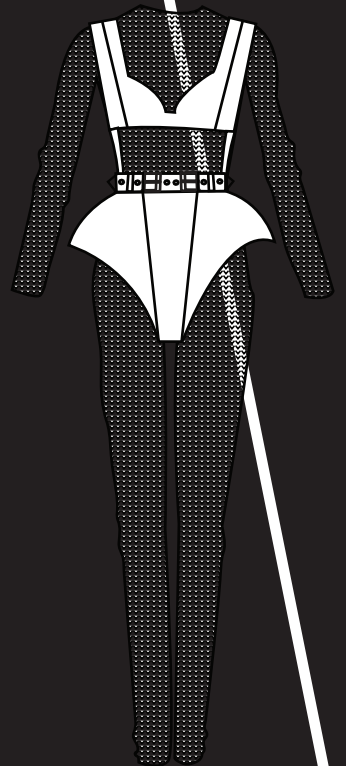
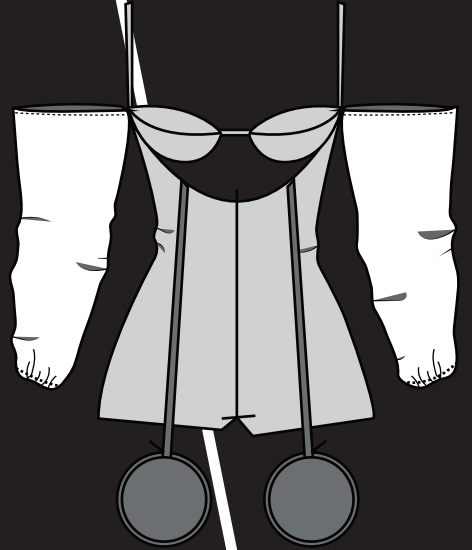
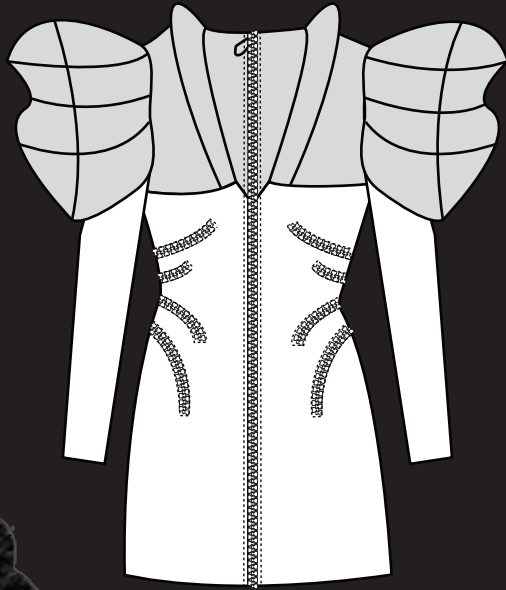


This collection is a Ready to wear (commercial) collection for Fall 19.

The target clientele is a Millennial (18-28) with a great sense of style and fashion conscious, she is a hyperbeast, online shopper, no financial issue and willing to spend money on fashion. She has a job in a fashion company and also she occupies herself with blogging and posting pictures of her outfits.

The price of this collection varies from mid-range to high-range prices.





FABRICS

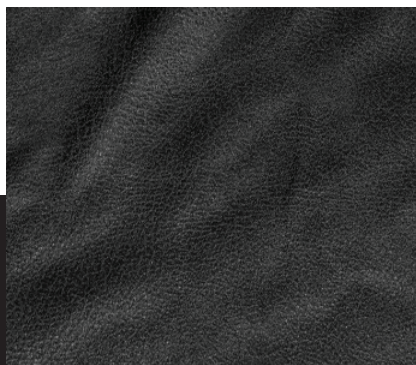
Stretch wool knit
80% wool, 20% spandex

14\$/m
wholesale tonitex



Fake Leather
100% Polyester

12\$/m
Wholesale Tonitex



FABRICS

mesh knit

80% polyester, 20% spandex

12.5\$/m

Wholesale tonitex



Crushed velvet non stretch knit

100% polyester

12.5\$/m

Wholesale tonitex

