

Personal shoes –project

Modern classic



A vertical strip on the left side of the slide showing a close-up of classical architectural details, including a dark column with a gold-leaf capital and a white balustrade with intricate carvings.

Personal shoes project

The shoe project is a project to create a shoes brand and learn not only clothes but also shoes.

My topic is modern classic.

Brand Purpose

‘Good shoes take you to a better place’

Uses rhinestones and pearls to give a classic and elegance look.

Low and medium heels, for reducing strain on feet

Use 30 mm to 70 mm heels

Shoes in this collection include loafers, ankle boots, Marry Janes, Kitten Hills, pumps, Sling backs and Mule.

Target market & Stockinglist

Targeting women aged 20 to 35

Annual salaries between \$30,000 and \$50,000

It begins in Asia as a pop-up store, which requires relatively little budget compared to the U.S. or Europe.

Check people's perceptions and consumer responses, starts brands offline and online, and expands offline stores to the U.S. and European countries.

Calendar

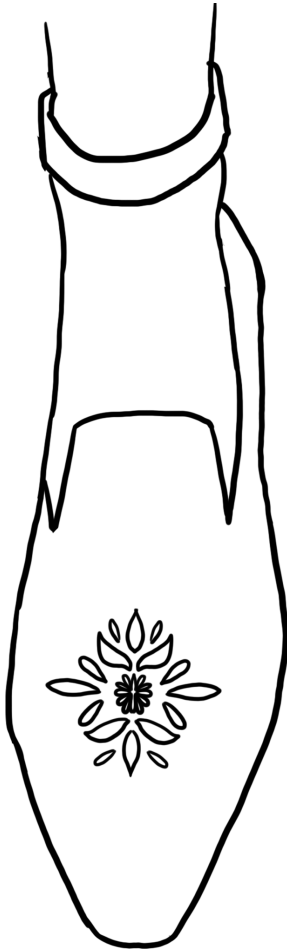
January 1st, 2021 for store

- Deliver to store : 2 weeks – 12/18
- Shipping: 10 weeks (boat) – 10/9
 - Production: 8–9 weeks – 8/7
 - Trade shows: TBD
- Sample process: 5–7 weeks – 7/19
 - Molds: 5–10 days – 7/12
 - Lasts: 2–3 weeks – 6/28
- Material Development: 5–15 days – 6/14
 - Design: 3–5 weeks – 5/14
- Research/Shopping: 2–5 weeks – 4/14, 2020

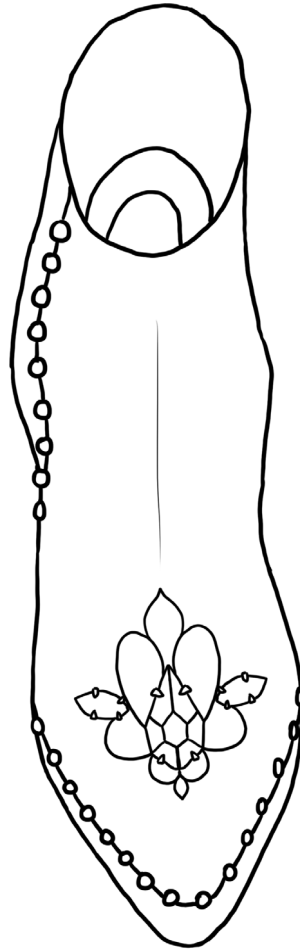
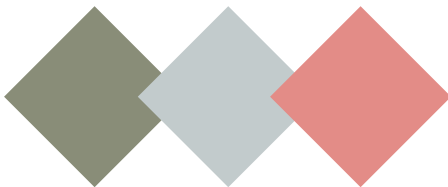
Moodboard



Line plan



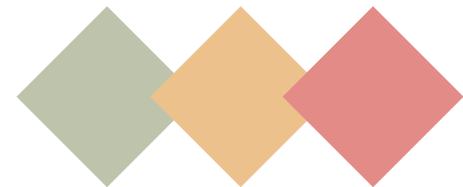
1. Loafer
Flat
Almond

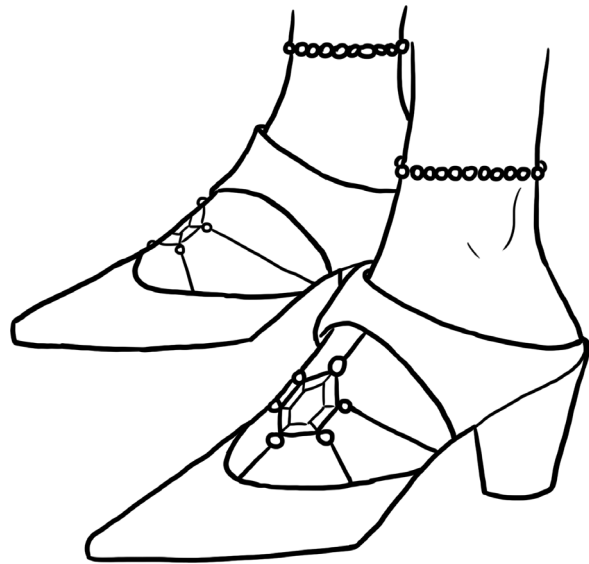


2. Ankle boot
50-60mm
Almond

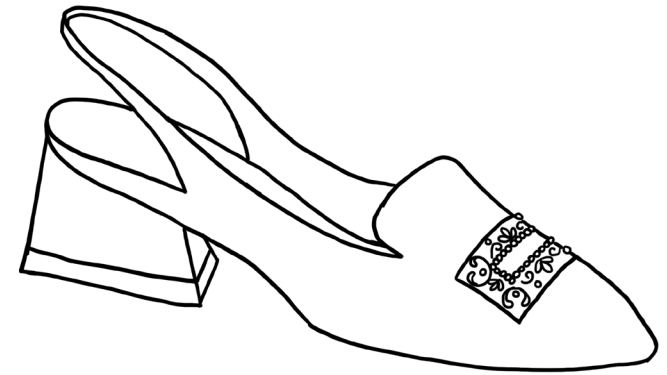
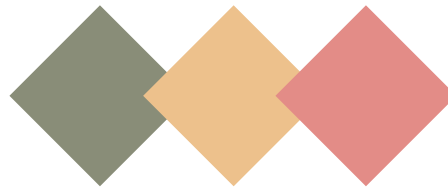


3. Mary Jane
40-60mm
Round

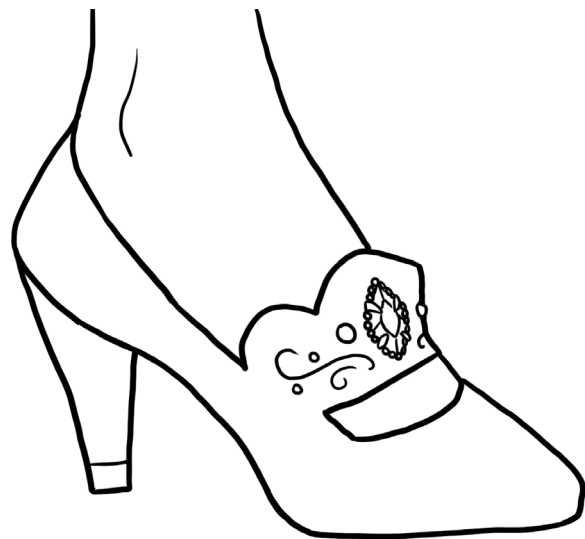




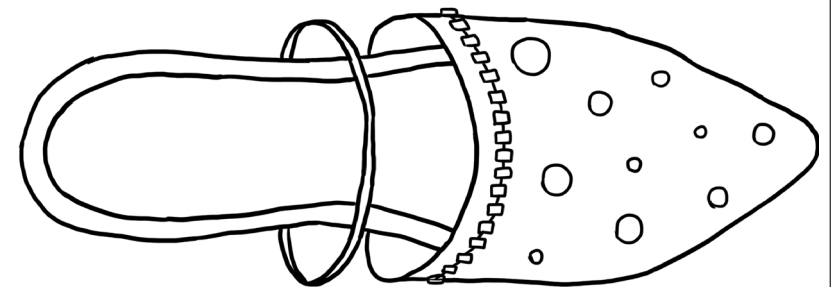
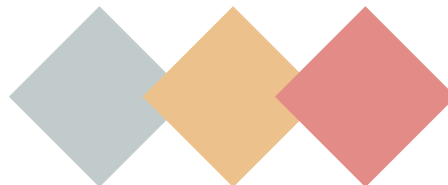
4. Kitten heels
30–40mm
Pointy



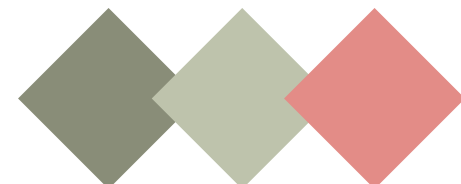
5. Sling back
40–60mm
Pointy



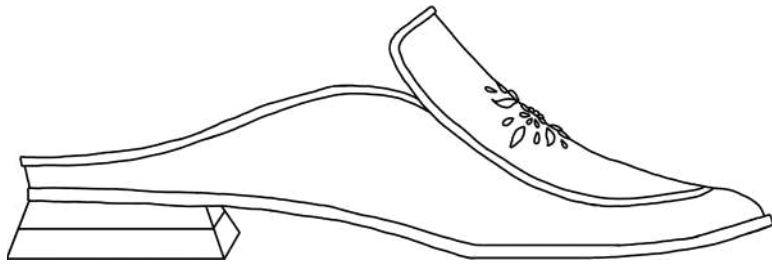
6. Pump
60–70mm
Almond



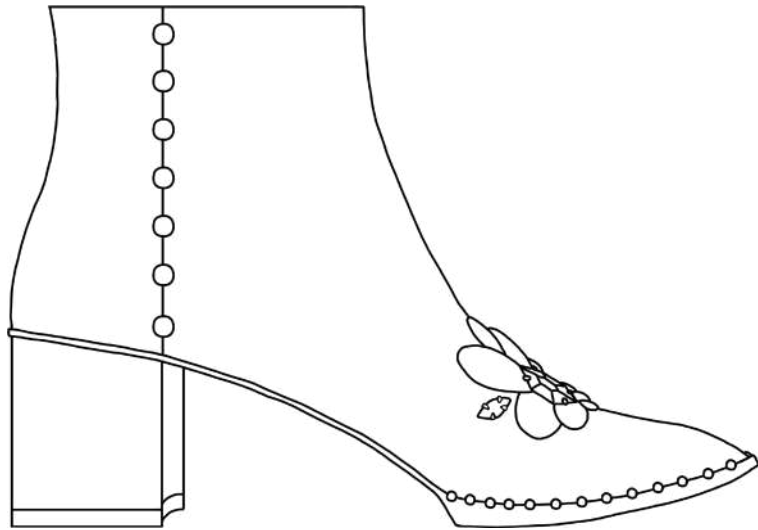
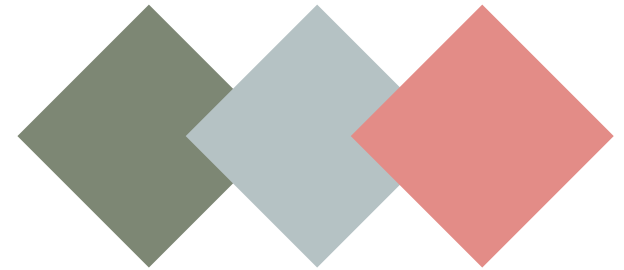
7. Pump
30–40mm
Almond



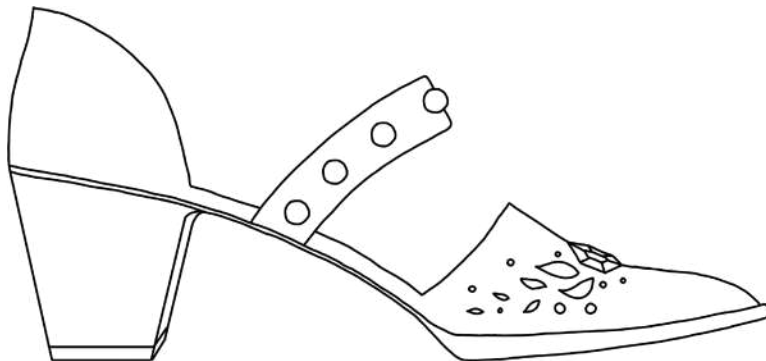
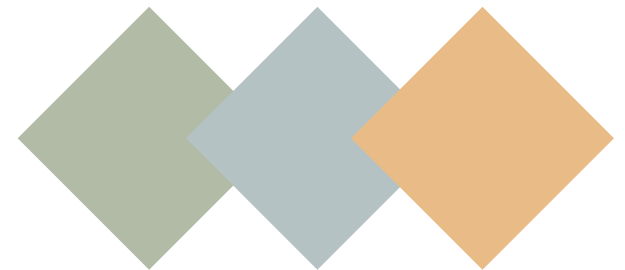
Revised sketches



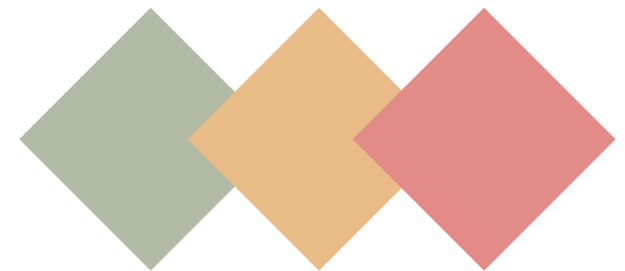
1. Loafer
Flat
Almond

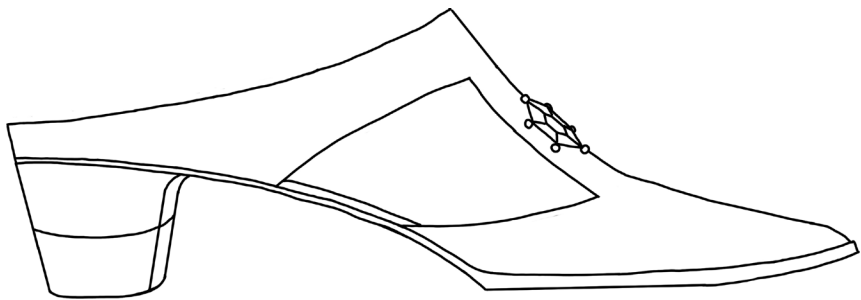


2. Ankle boot
60mm
Almond

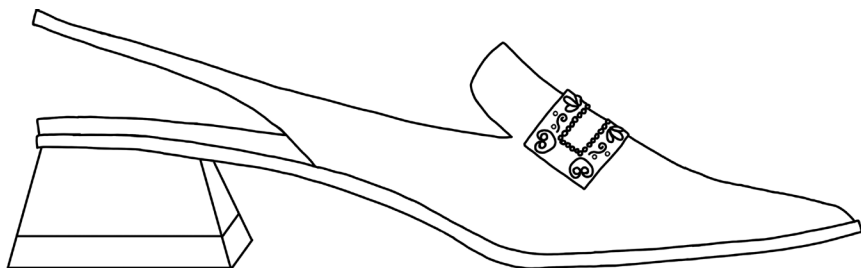
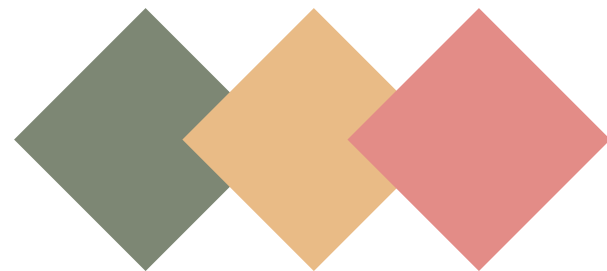


3. Mary Jane
60mm
Almond

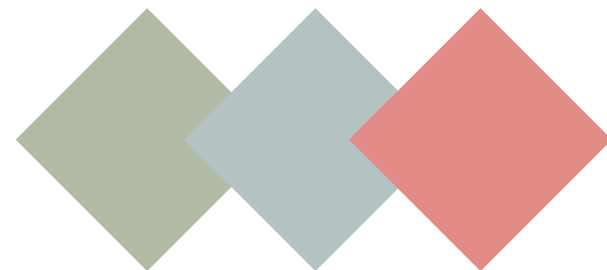




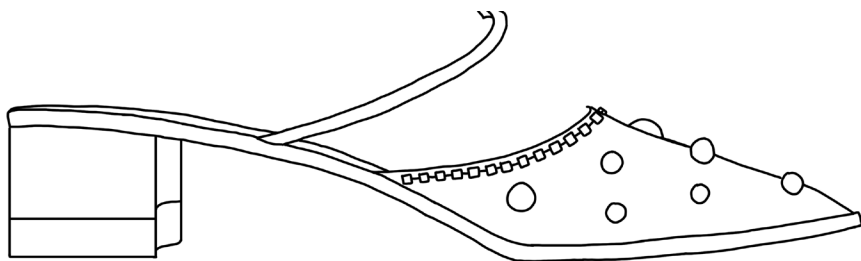
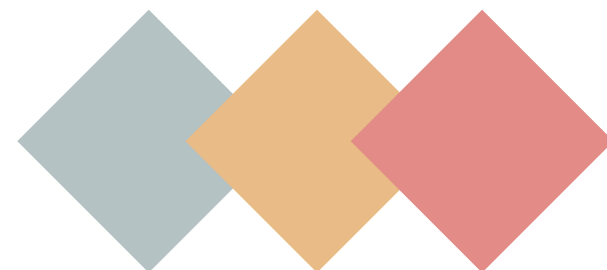
4. Kitten heel
40mm
Pointy



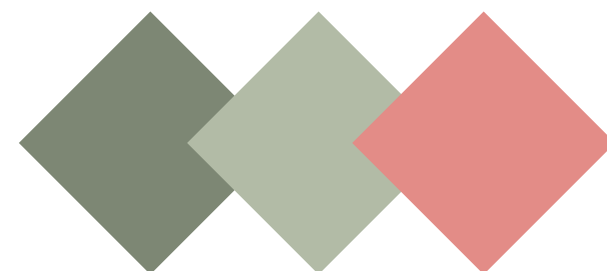
5. Sling back
40mm
Pointy



6. Pump
60mm
Almond




7. Pump
40mm
Pointy

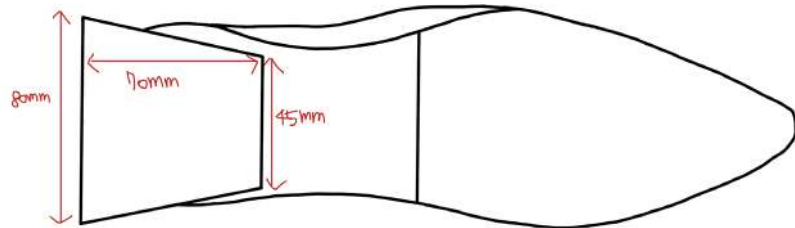
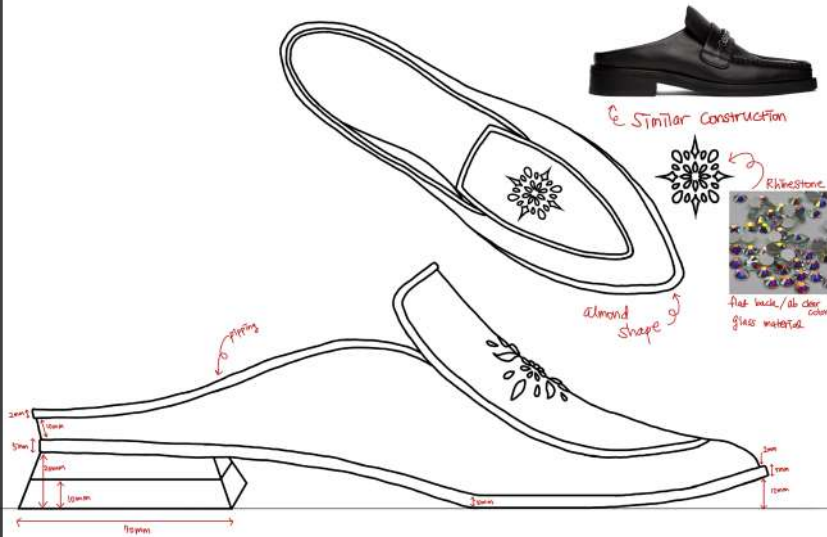


Tech pack – look #1

Carpe Diem

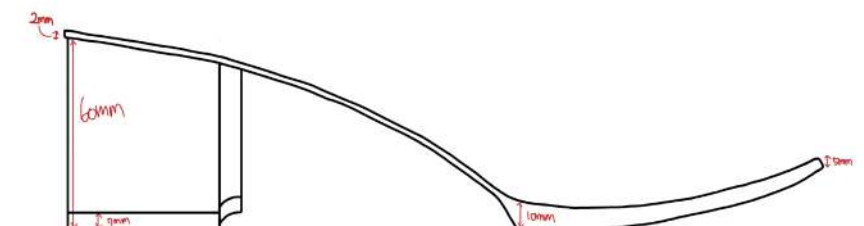
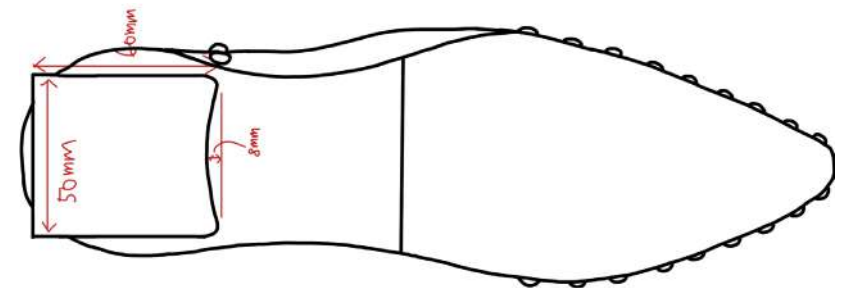
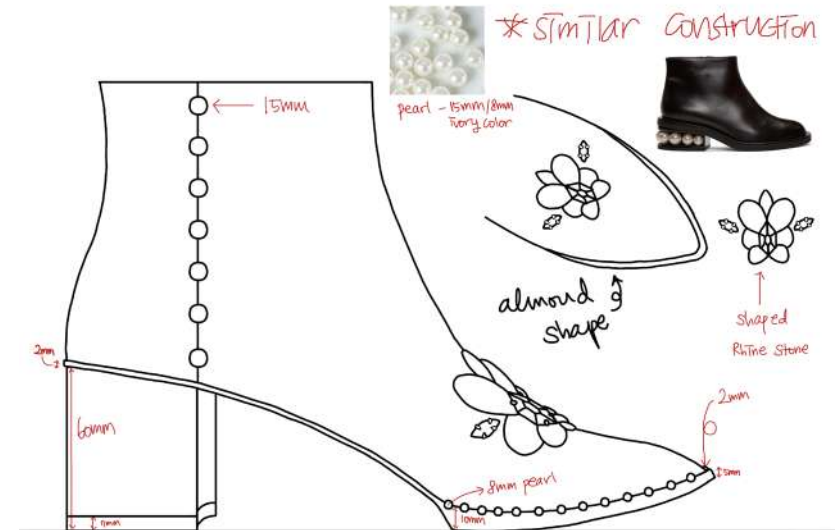
Sample spec sheet

Brand	Carpe Diem	Issued date	2020.04.02	Spec owner		
style #	21SS101L	ETD		Request to		
Size #	5 - 10	Last #				
Color way	dim green		baby blue		rose	
Upper A	Synthetic leather		Synthetic leather		Synthetic leather	
Upper B						
Upper 3						
Upper 4						
Upper lining	Synthetic leather		Synthetic leather		Synthetic leather	
collar lining						
Sock lining	Synthetic leather		Synthetic leather		Synthetic leather	
Insole binding	Synthetic leather		Synthetic leather		Synthetic leather	
Heel	shiny dim green		baby blue		rose	
Platform						
Outsole	natural		natural		natural	
Outsole edge	gold		gold		gold	
Top lift	gold		gold		gold	
Other						
Buckle						
lace						
zipper						
Other	rhinestones - flat, ab clear color, glass material		rhinestones - flat, ab clear color, glass material		rhinestones - flat, ab clear color, glass material	
Stitching	pipping with dressy stitches		pipping with dressy stitches		pipping with dressy stitches	
Remarks						

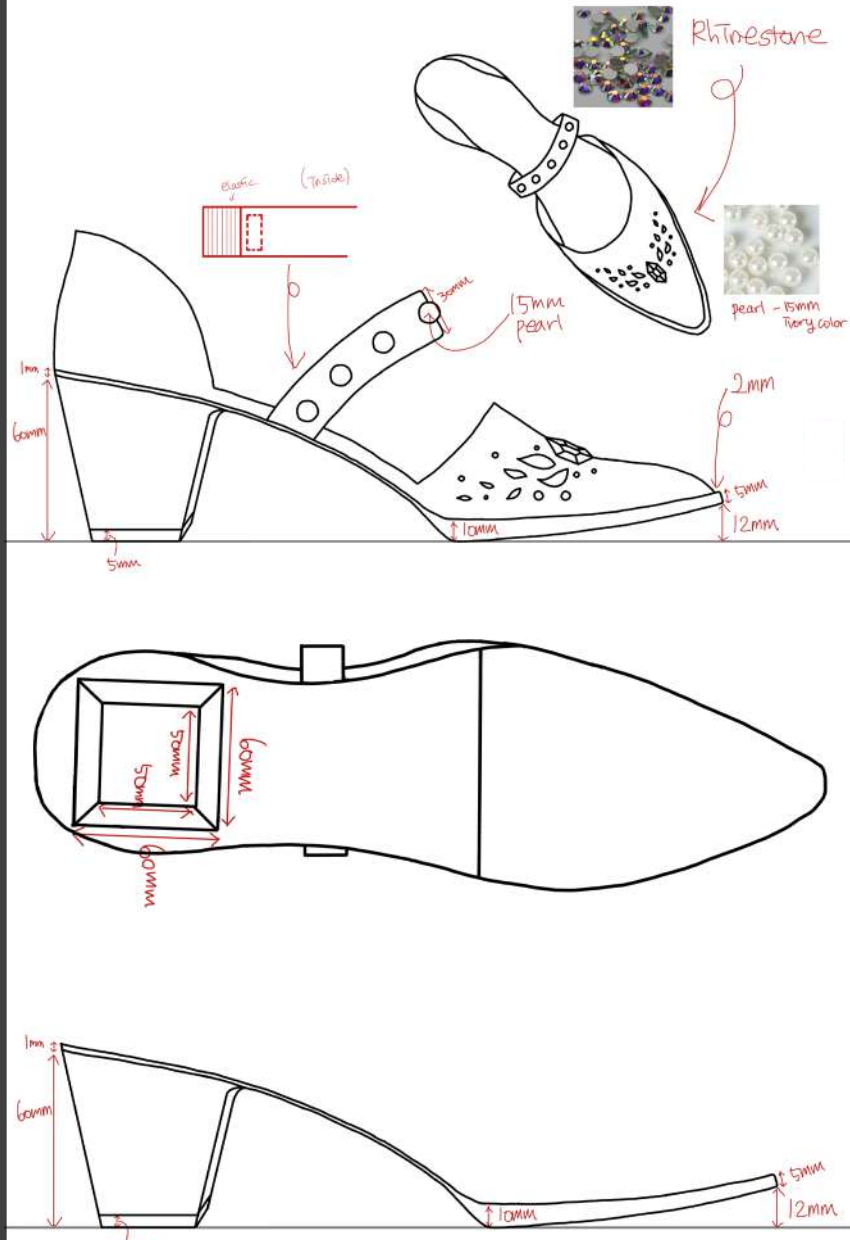


Tech pack – look #2

Carpe Diem					
Sample spec sheet					
Brand	Carpe Diem	Issued date	2020.04.02	Spec owner	
style #	21SS102L	ETD		Request to	
Size #	5 - 10	Last #			
Color way	baby blue		yellow		
Upper A	Synthetic leather		Synthetic leather		
Upper B					
Upper 3					
Upper 4					
Upper lining	Synthetic leather		Synthetic leather		
collar lining					
Sock lining	Synthetic leather		Synthetic leather		
Insole binding	Synthetic leather		Synthetic leather		
Heel	baby blue		yellow		
Platform					
Outsole	natural		natural		
Outsole edge	gold		gold		
Top lift	gold		gold		
Other					
Buckle					
lace					
zipper					
Other	rhinestones - flat, ab clear color, glass material pearl - 15mm/8mm, ivory color		rhinestones - flat, ab clear color, glass material pearl - 15mm/8mm, ivory color		
Stitching					
Remarks					

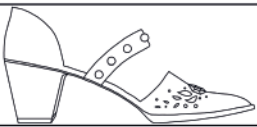


Tech pack – look #3




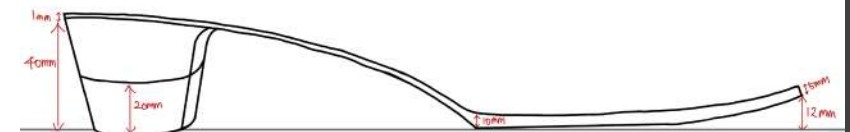
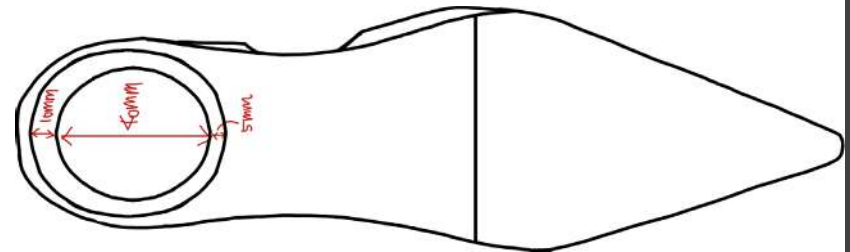
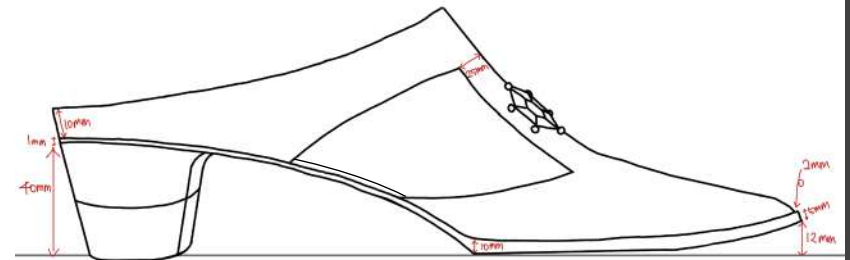
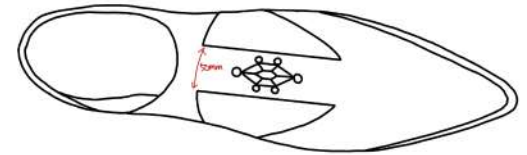
Carpe Diem

Sample spec sheet

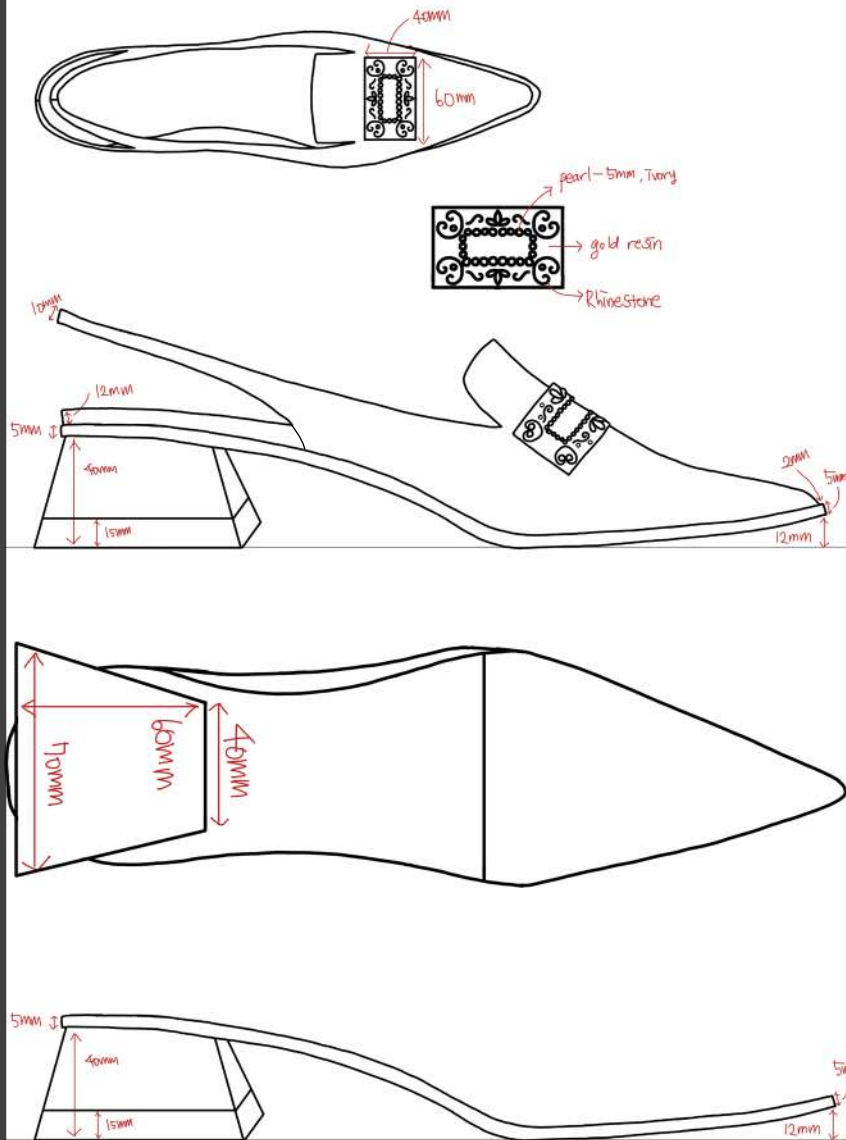
Brand	Carpe Diem	Issued date	2020.04.02	Spec owner		
style #	21SS103L	ETD		Request to		
Size #	5 - 10	Last #				
Color way	pale green		yellow		rose	
Upper A	Synthetic leather		Synthetic leather		Synthetic leather	
Upper B						
Upper 3						
Upper 4						
Upper lining	Synthetic leather		Synthetic leather		Synthetic leather	
collar lining						
Sock lining	Synthetic leather		Synthetic leather		Synthetic leather	
Insole binding	Synthetic leather		Synthetic leather		Synthetic leather	
Heel	pale green		yellow		rose	
Platform						
Outsole	natural		natural		natural	
Outsole edge	gold		gold		gold	
Top lift	gold		gold		gold	
Other						
Buckle						
lace						
zipper						
Other	rhinrstones - flat, ab clear color, glass material pearl - 15mm, ivory color		rhinrstones - flat, ab clear color, glass material pearl - 15mm, ivory color		rhinrstones - flat, ab clear color, glass material pearl - 15mm, ivory color	
Stitching						
Remarks						

Tech pack – look #4

Carpe Diem						
Sample spec sheet						
Brand	Carpe Diem	Issued date	2020.04.02	Spec owner		
style #	21SS104L	ETD		Request to		
Size #	5 - 10	Last #				
Color way	dim green		yellow		rose	
Upper A	Synthetic leather		Synthetic leather		Synthetic leather	
Upper B						
Upper 3						
Upper 4						
Upper lining	Synthetic leather		Synthetic leather		Synthetic leather	
collar lining						
Sock lining	Synthetic leather		Synthetic leather		Synthetic leather	
Insole binding	Synthetic leather		Synthetic leather		Synthetic leather	
Heel	gold		gold		gold	
Platform						
Outsole	natural		natural		natural	
Outsole edge	natural		natural		natural	
Top lift	pale green		yellow		rose	
Other						
Buckle						
lace						
zipper						
Other	rhinrstones - flat, ab clear color, glass material		rhinrstones - flat, ab clear color, glass material		rhinrstones - flat, ab clear color, glass material	
Stitching						
Remarks						




Tech pack – look #5




Carpe Diem					
Sample spec sheet					
Brand	Carpe Diem	Issued date	2020.04.02	Spec owner	
style #	21SS105L	ETD		Request to	
Size #	5 - 10	Last #			
Color way	pale green		baby blue		rose
Upper A	Synthetic leather		Synthetic leather		Synthetic leather
Upper B					
Upper 3					
Upper 4					
Upper lining	Synthetic leather		Synthetic leather		Synthetic leather
collar lining					
Sock lining	Synthetic leather		Synthetic leather		Synthetic leather
Insole binding	Synthetic leather		Synthetic leather		Synthetic leather
Heel	gold		gold		gold
Platform					
Outsole	natural		natural		natural
Outsole edge	natural		natural		natural
Top lift	pale green		Baby blue		rose
Other					
Buckle					
lace					
zipper					
Other	rhinrstones - flat, ab clear color, glass material gold resin - base pearl - 5mm, ivory color		rhinrstones - flat, ab clear color, glass material gold resin - base pearl - 5mm, ivory color		rhinrstones - flat, ab clear color, glass material gold resin - base pearl - 5mm, ivory color
Stitching					
Remarks					

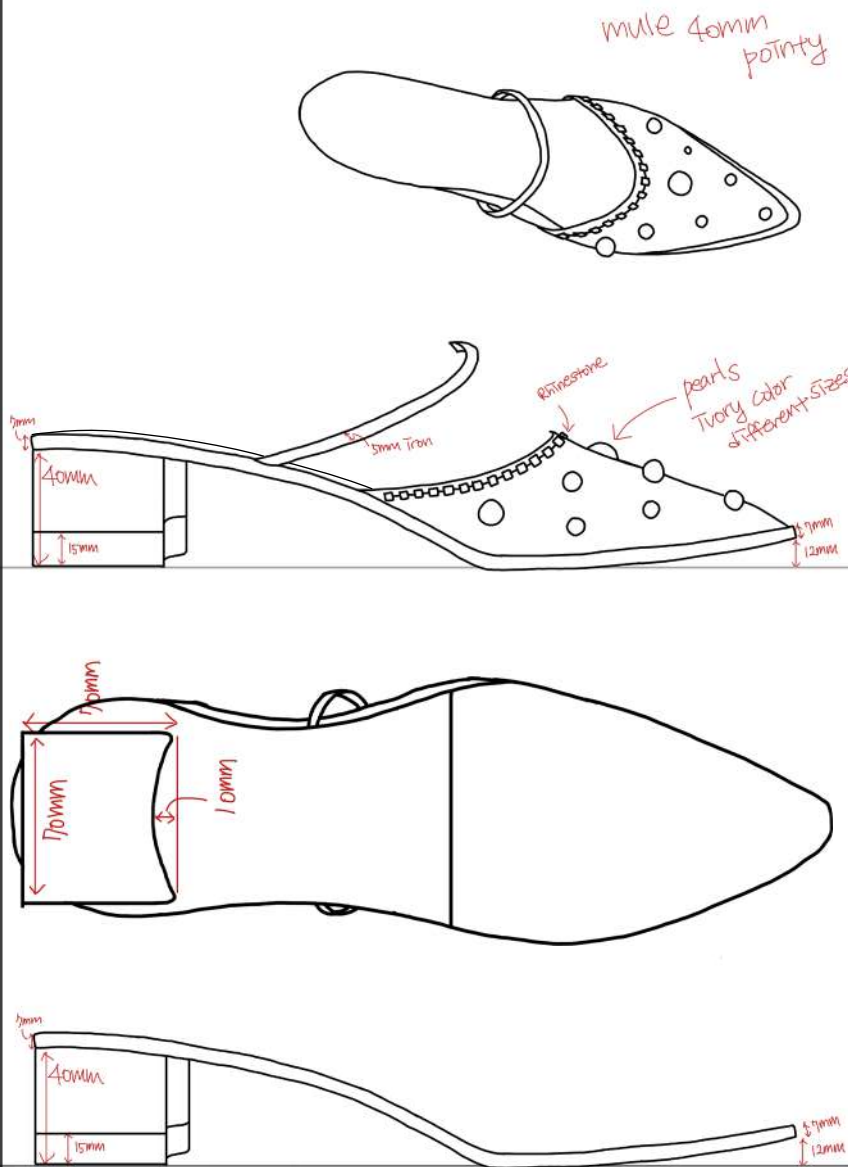
Tech pack – look #6

Carpe Diem						
Sample spec sheet						
Brand	Carpe Diem	Issued date	2020.04.02	Spec owner		
style #	21SS106L	ETD		Request to		
Size #	5 - 10	Last #				
Color way	baby blue		yellow		rose	
Upper A	Synthetic leather		Synthetic leather		Synthetic leather	
Upper B						
Upper 3						
Upper 4						
Upper lining	Synthetic leather		Synthetic leather		Synthetic leather	
collar lining						
Sock lining	Synthetic leather		Synthetic leather		Synthetic leather	
Insole binding	Synthetic leather		Synthetic leather		Synthetic leather	
Heel	baby blue		yellow		rose	
Platform						
Outsole	natural		natural		natural	
Outsole edge	gold		gold		gold	
Top lift	gold		gold		gold	
Other						
Buckle						
lace						
zipper						
Other	rhinrstones - flat, ab clear color, glass material pearl - 5mm, ivory color		rhinrstones - flat, ab clear color, glass material pearl - 5mm, ivory color		rhinrstones - flat, ab clear color, glass material pearl - 5mm, ivory color	
Stitching						
Remarks						



Tech pack – look #7

Carpe Diem						
Sample spec sheet						
Brand	Carpe Diem	Issued date	2020.04.02	Spec owner		
style #	21SS107L	ETD		Request to		
Size #	5 - 10	Last #				
Color way	dim green		pale green		rose	
Upper A	Synthetic leather		Synthetic leather		Synthetic leather	
Upper B						
Upper 3						
Upper 4						
Upper lining	Synthetic leather		Synthetic leather		Synthetic leather	
collar lining						
Sock lining	Synthetic leather		Synthetic leather		Synthetic leather	
Insole binding	Synthetic leather		Synthetic leather		Synthetic leather	
Heel	gold		gold		gold	
Platform						
Outsole	natural		natural		natural	
Outsole edge	natural		natural		natural	
Top lift	pale green		yellow		rose	
Other						
Buckle						
lace						
zipper						
Other	rhinestones - flat, ab clear color, glass material pearl - 5mm~10mm, ivory color iron - 5mm, gold		rhinestones - flat, ab clear color, glass material pearl - 5mm~10mm, ivory color iron - 5mm, gold		rhinestones - flat, ab clear color, glass material pearl - 5mm~10mm, ivory color iron - 5mm, gold	
Stitching						
Remarks						



Portfolio by Youjeong Soung

