

Feminine Empowerment



TARGET MARKET

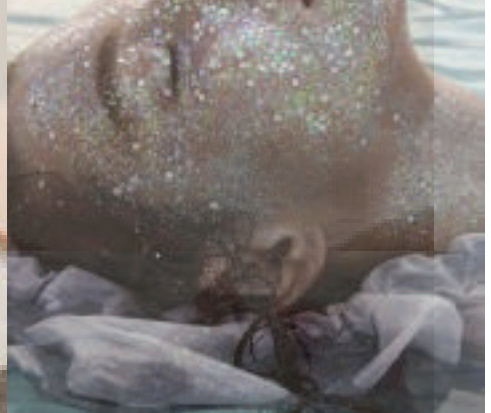
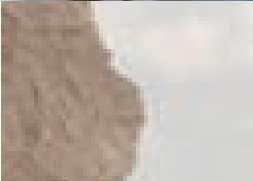
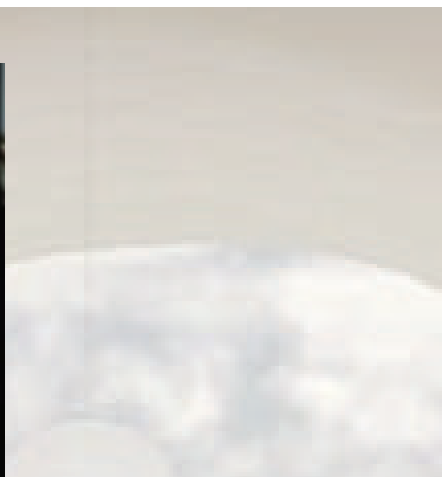
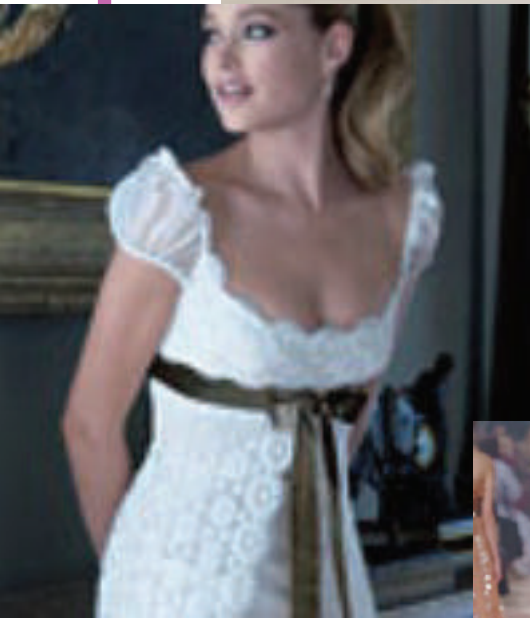
The clientele for this collection would be fashionista women with age between 25-35, she is coming from wealthy family. She is educated and inherited of the her family's resources.

She is the CEO of her family's company in LA, California with the salary of 150K/year.

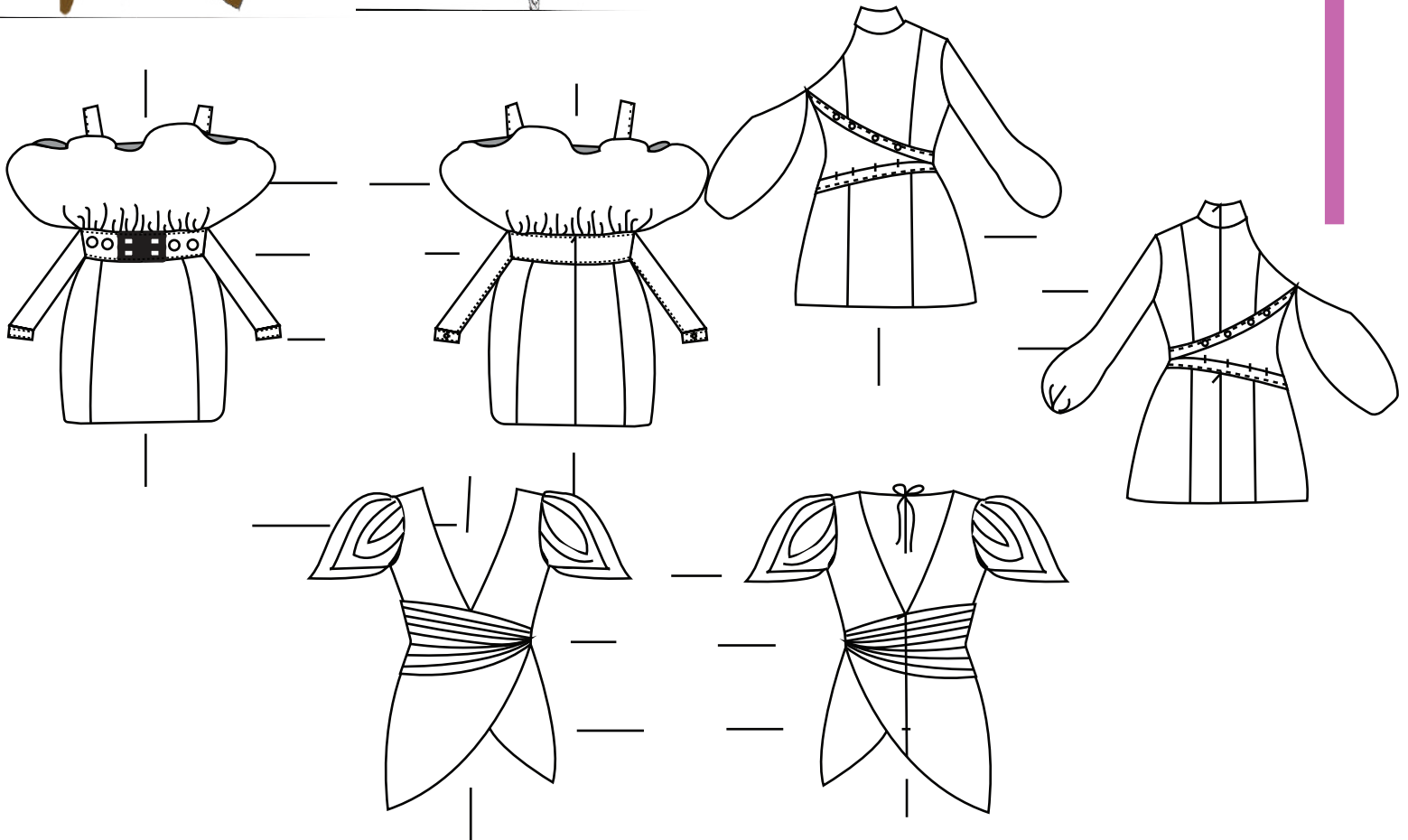
She is conscious about the latest trends and enthusiasm about fashion and luxury brands. However, as she goes to work everyday, she would shop for comfortable but high-end clothing that deliberated confident as well as standing out to her.



Garment construction & Fashion phenomenon



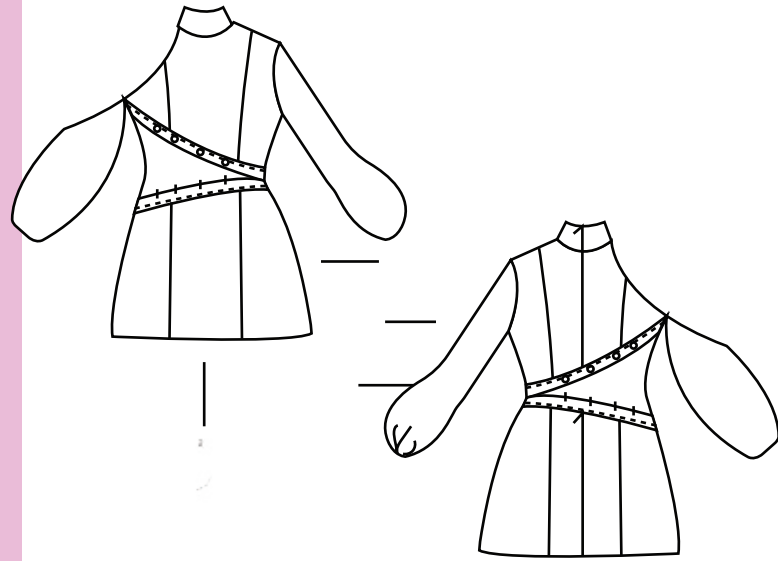
ILLUSTRATIONS & TECHNICALS



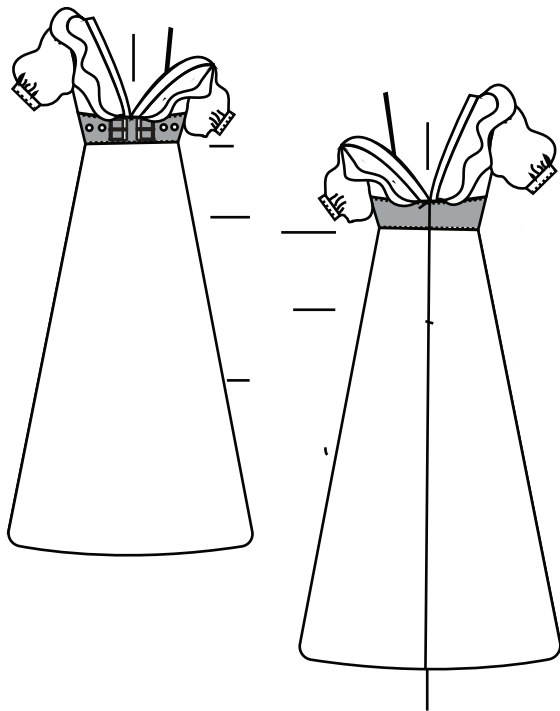
ILLUSTRATIONS & TECHNICALS



GARMENT 1 DEVELOPMENT



GARMENT 2 DEVELOPMENT





FABRIC

openwork lace

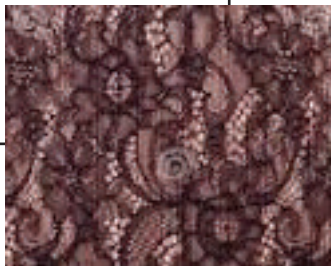
90% polyester, 10%
spandex

combo color



Openwork lace
polyester

80% polyester,
20% elastane



TRIMMING



SOURCES

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[HTTPS://FASHIONMAGAZINE.COM/](https://FASHIONMAGAZINE.COM/)

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[HTTP://WWW.DAZEDDIGITAL.COM/FASHION/ARTICLE/35387/1/JUN-](http://WWW.DAZEDDIGITAL.COM/FASHION/ARTICLE/35387/1/JUN-YA-WATANABES-HAIR-GUY-TOMIHIRO-KONO-ON-HIS-NEW-BOOK)

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