

"IN THE RAIN" YSALLY AW 2025

PORTFOLIO

BA (HONS) : FASHION DESIGN AND DEVELOPMENT
2024/2025
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ID : 21011208

BRAND CONCEPT

YSALLY is a brand that aims to use art and clothing to reconnect women with the natural world. We aim to be a brand that values boldness, social and environmental responsibility, inclusivity and inspiration.

YSALLY was created by Sally Yeung in 2024. An innovative and ambitious designer from Hong Kong, Sally Yeung aimed to bridge the border between the natural world and city life. Her inspiration comes from her own contrasting experiences growing up in both the suburbs and financial districts of Hong Kong. Inspired by the city's own approach towards development, she wanted to bring together the unfiltered natural environment with the synthetic urban world. YSALLY brings this vision to life through a bold design approach characterized by shaping laser cut textiles skills in the form of natural phenomena, giving the brand's iconic homogenous, modern look.

YSALLY commits to bringing the female body closer to this relationship between the urban and natural world. Sally Yeung's pieces envisions a space for women between urban modernity and natural normality, answering the question of where does the "modern woman" fit within society. YSALLY situates women within the chaos of city life while also grounding her within the natural one. The couture designs inspired by natural phenomena reflect this chaos and business as well.



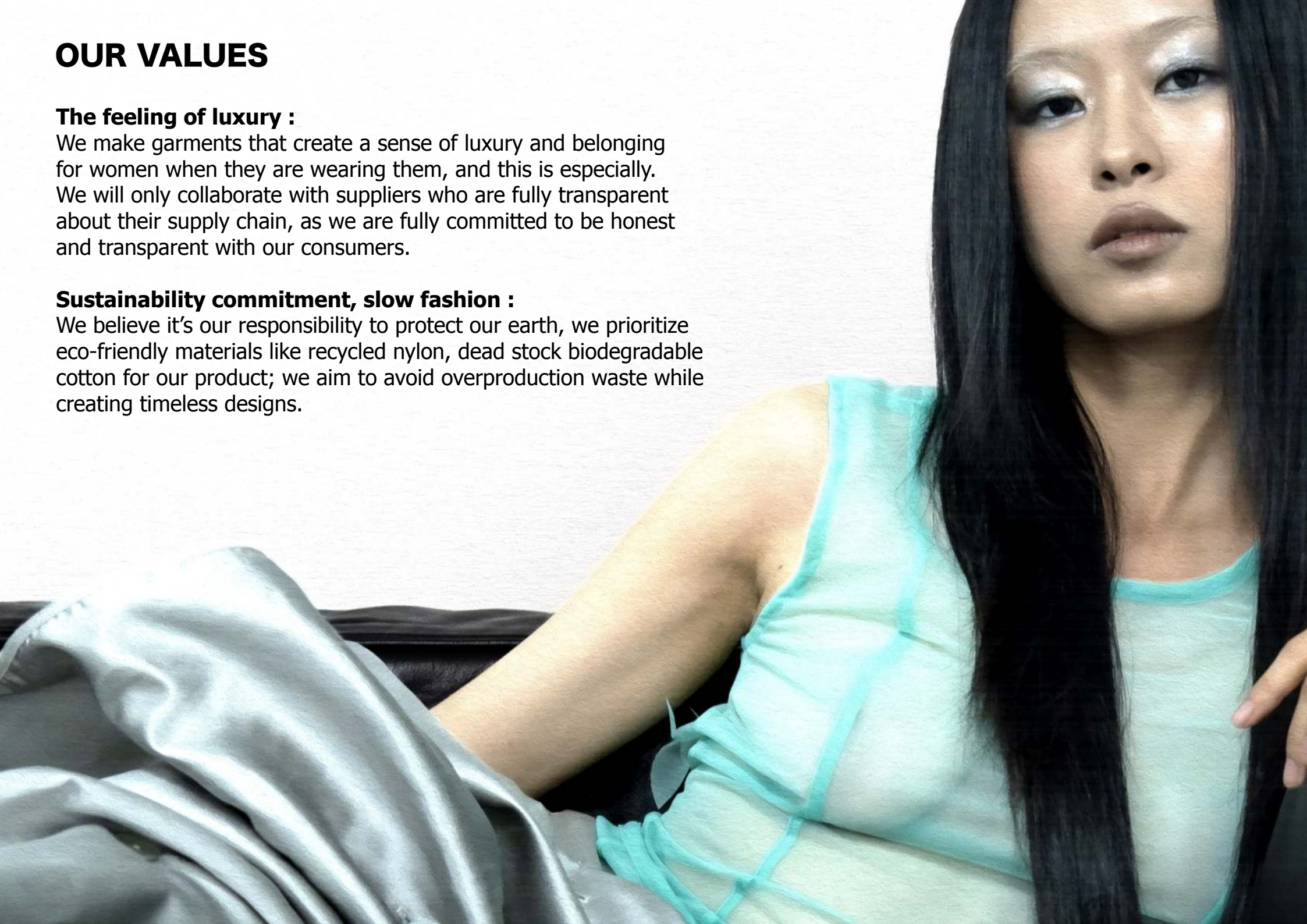
OUR VALUES

The feeling of luxury :

We make garments that create a sense of luxury and belonging for women when they are wearing them, and this is especially. We will only collaborate with suppliers who are fully transparent about their supply chain, as we are fully committed to be honest and transparent with our consumers.

Sustainability commitment, slow fashion :

We believe it's our responsibility to protect our earth, we prioritize eco-friendly materials like recycled nylon, dead stock biodegradable cotton for our product; we aim to avoid overproduction waste while creating timeless designs.



“IN THE RAIN” AW 2025 COLLECTION CONCEPT

In the project, “In The Rain”, I was inspired by the rain in London, visualizing how water drops trickle down women’s bodies. I believe rain symbolises the modern women. Rain is powerful, disruptive and unpredictable. I believe modern women are the same way, women today are powerful and disrupt the flow of society, escaping the fetters of patriarchy. Both are forces of nature that can bring life to the world. “In The Rain” was inspired by these intersections, meticulously exploring how rain and the female body integrate to one through my designs. The flowing fabrics and ethereal couture depict this union.

Bring my heritage of where I from, Hong Kong, a modern busy city. I want to embrace the **urban spirit**, a style that is **dynamic, versatile** and **effortlessly chic**. It is rooted in the fast-paced rhythm of city life, where fashion must be both functional and expressive. I’ve designed a collection of garments that is made for the modern city girls to celebrate femininity, each piece blends classic couture styles with contemporary adaptations. From shimmering textures to thoughtful drape, the collection invites women to confidently express their individuality. Putting on a piece from this collection is not just about dressing up, it is about feeling feminine yet powerful in every moment; just like the uncontrollable force of nature.

My research will begin with developing **prints and textiles** inspired by the rain. This will include exploring concepts such as **blurred** patterns, **“moving florals,”** **folds** and **cutouts pattern** influenced by the **fluid**, dynamic movement of rain. Next, I will have both primary and secondary studies, including observing people walking in the rain. I will conduct 3D experiments focusing on the **shape** and **folds of garments** while further developing ideas on how garments interact with the female body. This will include reimagining the silhouettes of garments as they relate to the movement and form of the body in different environments, especially during **rainy conditions**.

MOODBOARD



Key words:
Elegance
Fluidity
Re-directing
Folds
Movement
Floral

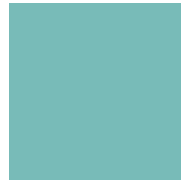




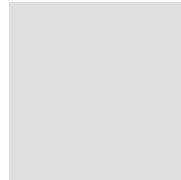
COLOUR PALETTE



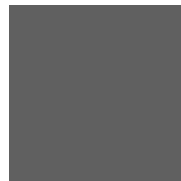
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COL. CODE : AQUA 01
PANTONE CODE : 15-5519



COL. REFERENCE : DARK TURQUOISE
COL. CODE : AQUA 02
PANTONE CODE : 15-5217



COL. REFERENCE : LIGHT GREY
COL. CODE : GREY 01
PANTONE CODE : 14-4102

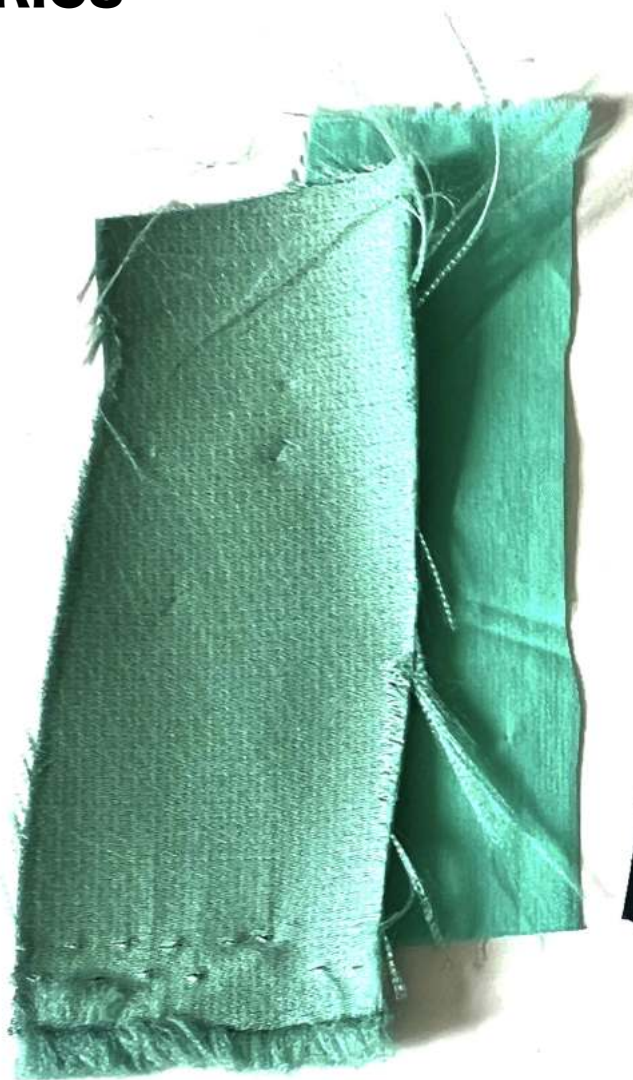


COL. REFERENCE : DARK GREY
COL. CODE : GREY 02
PANTONE CODE : 17-0000

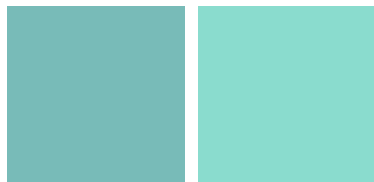


COL. REFERENCE : BLACK
COL. CODE : BLACK 01
PANTONE CODE : 19-0303

FABRICS



DARK TURQUOISE DUCHESS SATIN,
LIGHT TURQUOISE STRECH COTTON



BLACK COTTON TWILL,
BLACK COTTON SATIN



LIGHT GREY ZIBELINE,
LIGHT TURQUOISE RECYCLED POLYESTER



PRIMARY & SECONDARY RESEARCH



Here are some photos I've taken that remind me of the word "rain". The top left photo I've taken is on a rainy day just after school outside LCF. I love the wobbly silhouette from the hips to his leg. I want to do some more research and experiment on "**unstable**", "**shaky**" garments.



KEY WORDS : FOLDS, STRIPES, RE-DIRECT, DISORDER, FLUID

I start to observe what I've seen while walking under the rain with strong wind attacking. As the wind blows and the rain pours down, the fabric of their **clothes ripples and flutters**. Jackets **flapping**, while hems of skirts and pants **whip against legs**, soaked by the driving rain. Water clings to fabric, darkening the colors, while some **clothes cling to their bodies**. Umbrellas twist and bend, struggling to keep up with the force of the storm, as the relentless downpour blurs the edges of everything in sight. Every step is a battle against the rain, the movement of the wind, and the cling of drenched fabrics.

I've started to pull inspiration of the shapes and garment construction from the photos. I start to focus on folds, and the stripped construction.

FOLDED JACKET DEVELOPMENT



Draping development:
folds with buttons



Reimagining the possibilities of the women's tailored jacket, this piece is inspired by the movement of garments in the rain, sculptures that captures the different directions, and the messy hair. As the wind catches the fabric, it wraps around the body in unexpected ways, it's organic, fluid, and full of motion. I've recreated this natural folded effect using the slash-and-spread technique with buttons, forming uneven, sculptural folds that echo the way rain and wind shape clothing in real life.

WRAP AROUND COAT DEVELOPMENT



The silhouette of the coat was inspired by the powerful force of wind and rain, the moments when, as we walk, our garments are instinctively pulled and wrapped around the body. Building on the folding concept from the jacket, I've pushed it further into more abstract silhouette. The folds are exaggerated and more expressive, capturing the raw, dynamic movement of fabric caught in a storm.



Before the button placement, in this fitting with Carmen, I've tried to test out different button placement. In the photo above, I've only used one pin to hold the coat, creating an asymmetrical hem and silhouette.

FOLDED MAXI MERMAID SKIRT DEVELOPMENT



I got inspired by 'Pedestal Sculptures ' by Matt Devine (top left), bring the dramatic twisting wood structure onto women's body, symbolising the rhythm of falling rain. I've also referenced Alexander McQueen "black show" 2004, rain dress, I love how the dress was draging on the ground, thus I've made a maxi "leaf shaped" mermaid skirt.

LASER CUT FLORAL TEXTILES DEVELOPMENT



Inspired by the falling rain, it's like flower panels floating through the misty air. I've designed some "falling petals" that can be laser cut on body, the dress (on the right) was designed to move with fluidity and echoing nature's soft elegance.

LASER CUT FLORAL TEXTILES OUTCOME



The choice of using black cotton satin is because of its shine and shimmer like raindrops catching city lights, while flower bloom gently around the body, wrapping the wearer in a sense of quiet strength.

HEAT PRESS FOIL PRINT DEVELOPMENT



KEY WORDS : BLURRY, MOVING, ABSTRACT VISION

The print story is inspired by the image on the top left, "Bohemian Rhapsody" by Ellen Von Unwerth for Vogue US Jan, 2000.

I love this photo of two women walking in a garden on a rainy day. It captures a sense of elegance, romance, and a deep connection between the women, as if they are closely bonded. The feeling of "everything is still moving" is what I want to carry out through this project. I aim to create garments that seem to wrap around the body, a sense of messiness and fluidity when people running in the rain.

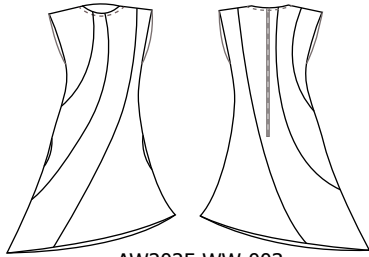
FINAL LINE UP FRONT



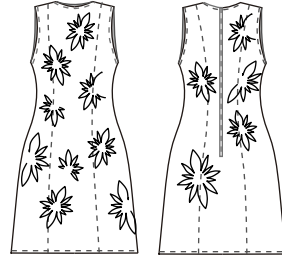
FINAL LINE UP BACK



YSALLY AW 2025 RANGE PLAN



AW2025-WW-003
CURVED SEAM ASYMMETRIC DRESS



AW2025-WW-004
LASER CUT FLORAL DRESS



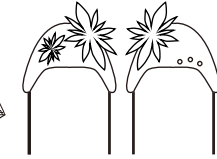
AW2025-WW-005
LASER CUT FLORAL VEST



AW2025-WW-006
LASER CUT FLORAL V-NECK T SHIRT



AW2025-WW-018
FLORAL PRINT BIKINI TOP



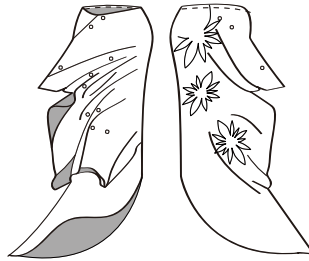
AW2025-WW-019
FLORAL EMBROIDERED HAT



AW2025-WW-020
FLORAL EMBROIDERED GLOVES



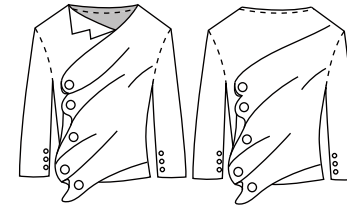
AW2025-WW-007
WRAP AROUND COAT



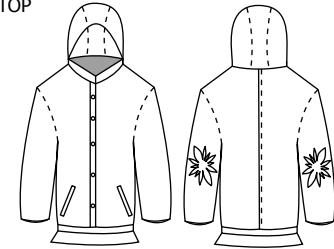
AW2025-WW-008
FOLDED LASER CUT FLORAL
MIDI SKIRT



AW2025-WW-010
LASER CUT ALL-OVER JACKET



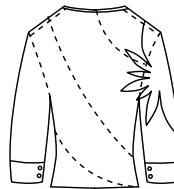
AW2025-WW-011
FOLDED SUIT JACKET



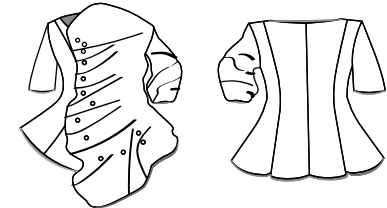
AW2025-WW-012
FLORAL LASER CUT BOMBER JACKET



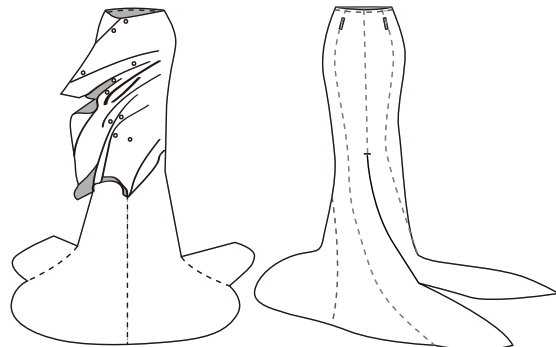
AW2025-WW-013
FLORAL LASER CUT SHIRT



AW2025-WW-014
BACK ALL-OVER FLORAL LASER
CUT TOP



AW2025-WW-001
FOLDED JACKET



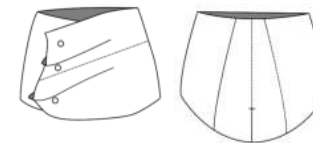
AW2025-WW-009
FOLDED MAXI MERMAID SKIRT



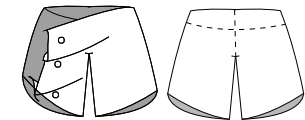
AW2025-WW-016
FLORAL PRINT TROUSERS



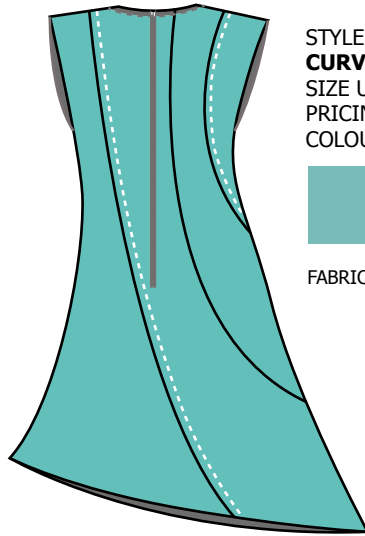
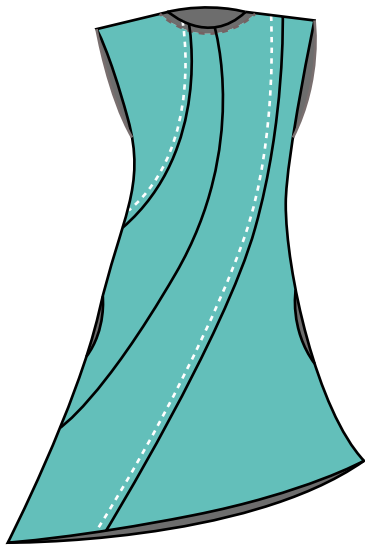
AW2025-WW-017
FLORAL CUT OUT TROUSERS



AW2025-WW-002
FOLDED MINI SKIRT



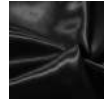
AW2025-WW-015
FOLDED DOUBLE LAYER SHORTS



STYLE CODE : AW2025-WW-003
CURVED SEAM ASYMMETRIC DRESS
 SIZE UK : 6-18
 PRICING : £350
 COLOURWAY :



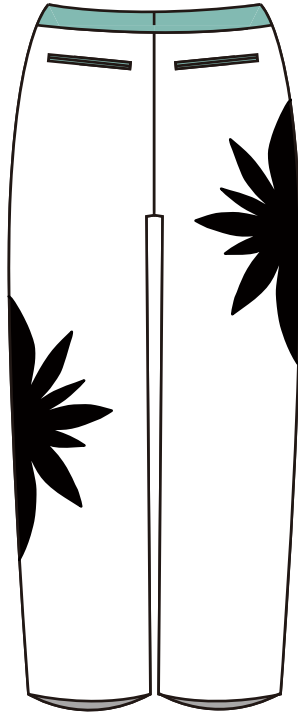
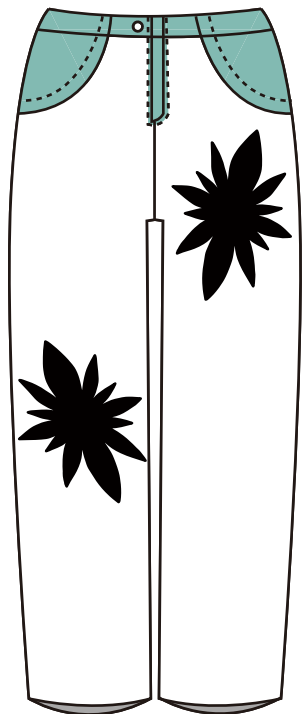
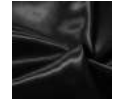
FABRICS : COTTON SATIN



STYLE CODE : AW2025-WW-004
LASER CUT FLORAL DRESS
 SIZE UK : 6-18
 PRICING : £450
 COLOURWAY :



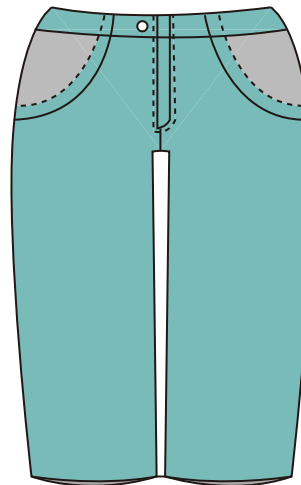
FABRICS : COTTON SATIN



STYLE CODE : AW2025-WW-016
FLORAL PRINT TROUSERS
 SIZE UK : 6-18
 PRICING : £250
 COLOURWAY :



FABRICS : STRETCH COTTON



STYLE CODE : AW2025-WW-017
FLORAL CUT OUT TROUSERS
 SIZE UK : 6-18
 PRICING : £280
 COLOURWAY :



FABRICS : STRETCH COTTON





STYLE CODE : AW2025-WW-001

FOLDED JACKET

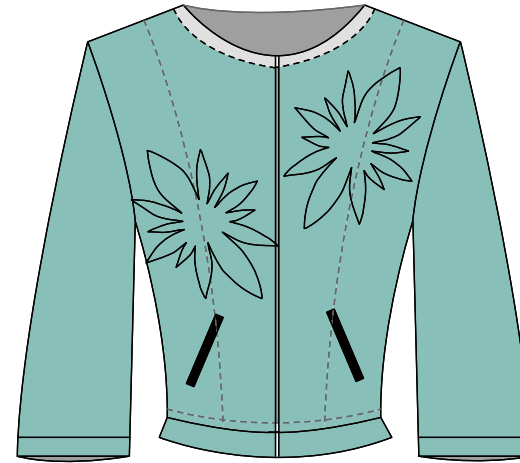
SIZE UK : 6-18

PRICING : £450

COLOURWAY :



FABRICS : DUCHESS SATIN



STYLE CODE : AW2025-WW-010

LASER CUT ALL-OVER JACKET

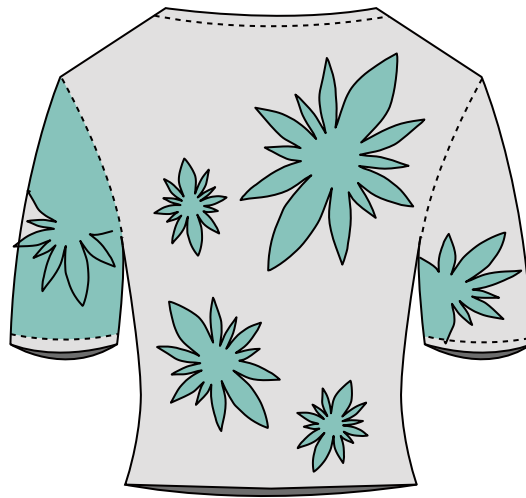
SIZE UK : 6-18

PRICING : £550

COLOURWAY :



FABRICS : DUCHESS SATIN



STYLE CODE : AW2025-WW-014

BACK ALL-OVER FLORAL LASER CUT TOP

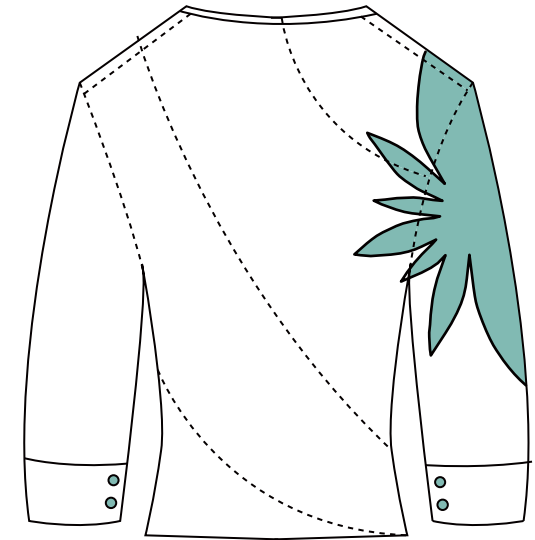
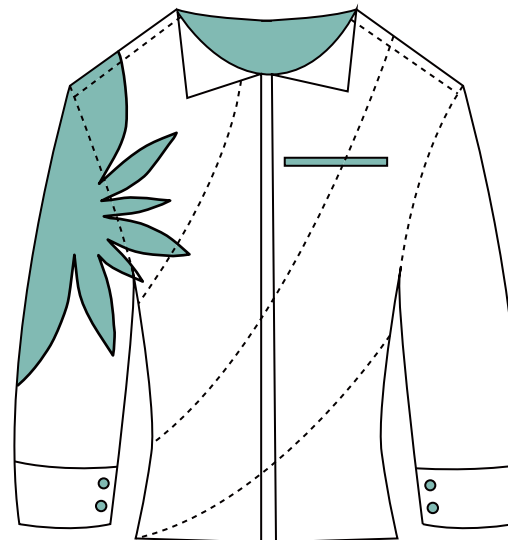
SIZE UK : 6-18

PRICING : £280

COLOURWAY :



FABRICS : STRETCH COTTON



STYLE CODE : AW2025-WW-013

FLORAL LASER CUT SHIRT

SIZE UK : 6-18

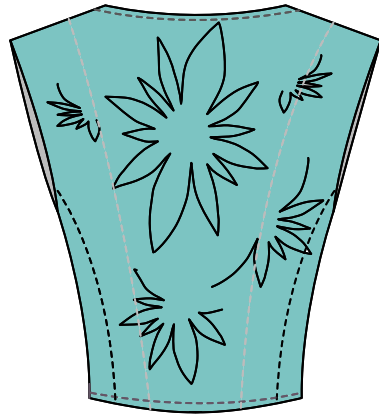
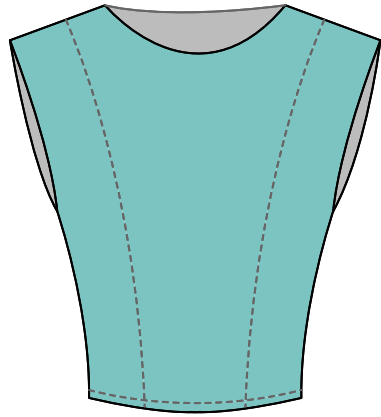
PRICING : £280

COLOURWAY :

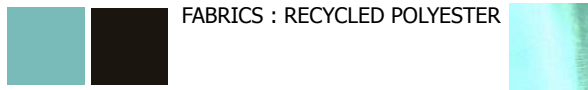


FABRICS : STRETCH COTTON

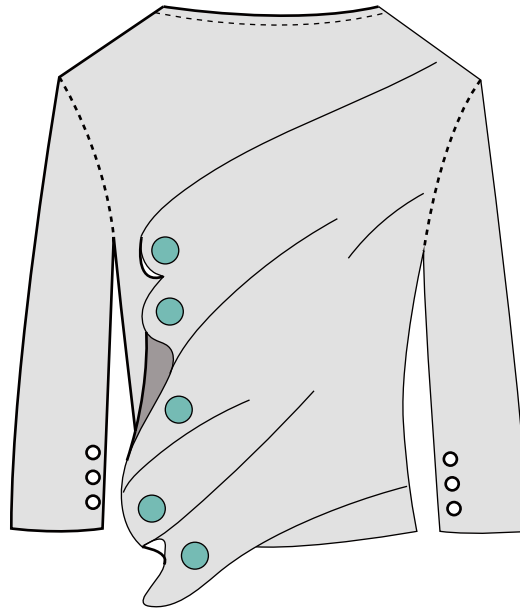
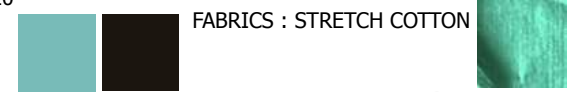




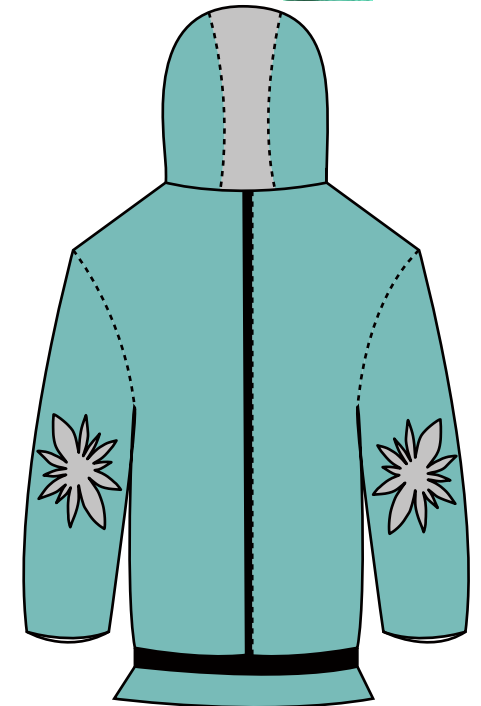
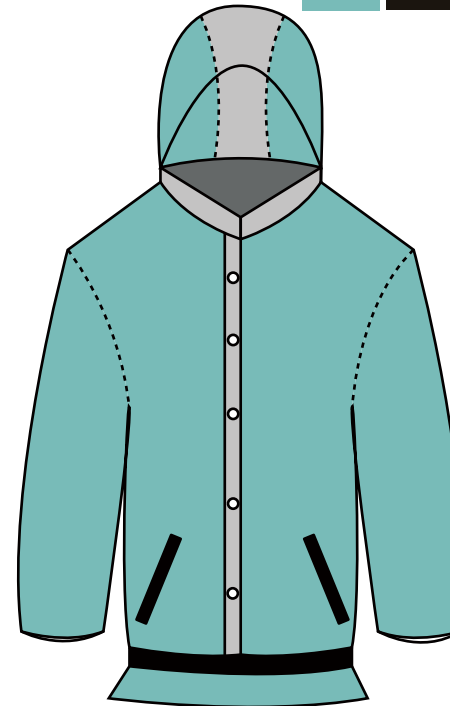
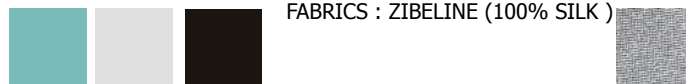
STYLE CODE : AW2025-WW-005
LASER CUT FLORAL VEST
 SIZE UK : 6-18
 PRICING : £280
 COLOURWAY :



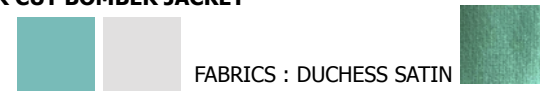
STYLE CODE : AW2025-WW-006
LASER CUT FLORAL V-NECK T SHIRT
 SIZE UK : 6-18
 PRICING : £220
 COLOURWAY :

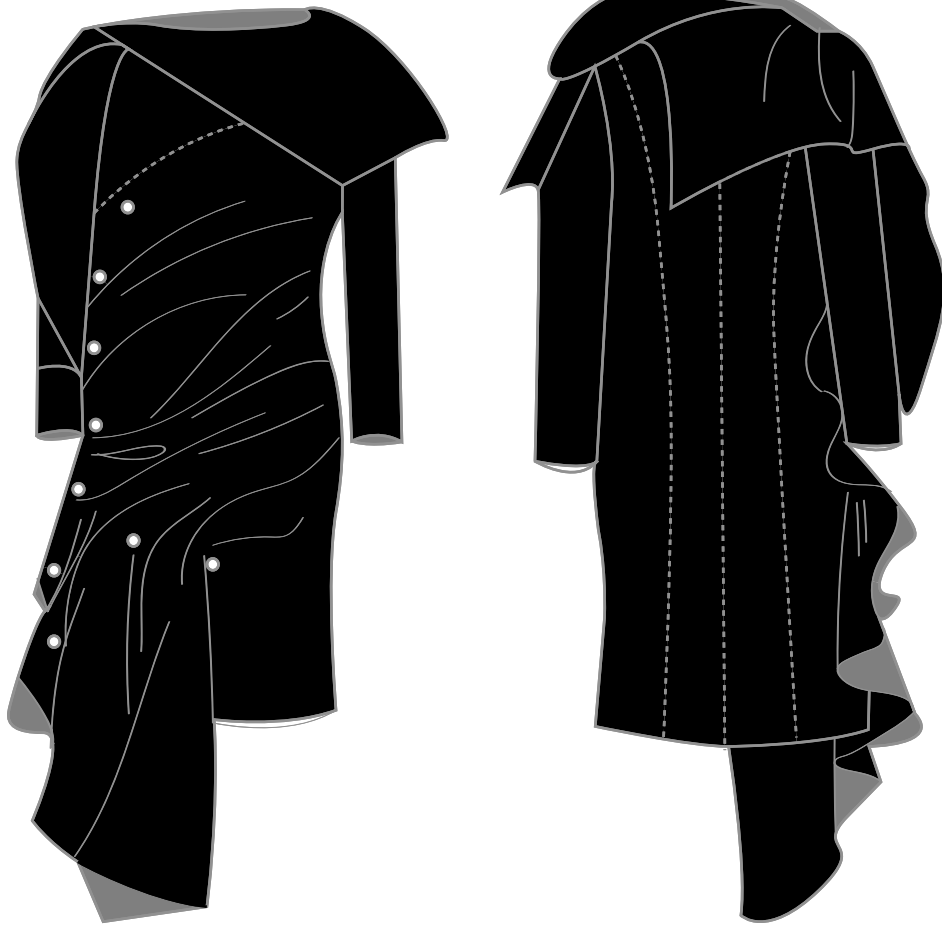


STYLE CODE : AW2025-WW-011
FOLDED SUIT JACKET
 SIZE UK : 6-18
 PRICING : £580
 COLOURWAY :



STYLE CODE : AW2025-WW-012
FLORAL LASER CUT BOMBER JACKET
 SIZE UK : 6-18
 PRICING : £480
 COLOURWAY :





STYLE CODE : AW2025-WW-007

WRAP AROUND COAT

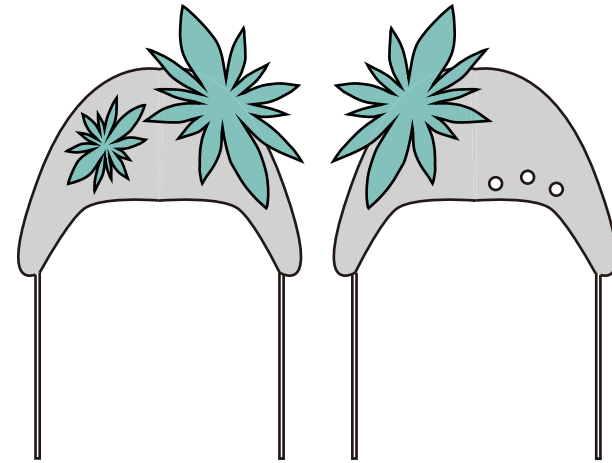
SIZE UK : 6-18

PRICING : £750

COLOURWAY :



FABRICS : COTTON TWILL



STYLE CODE : AW2025-WW-019

FLORAL EMBROIDERED HAT

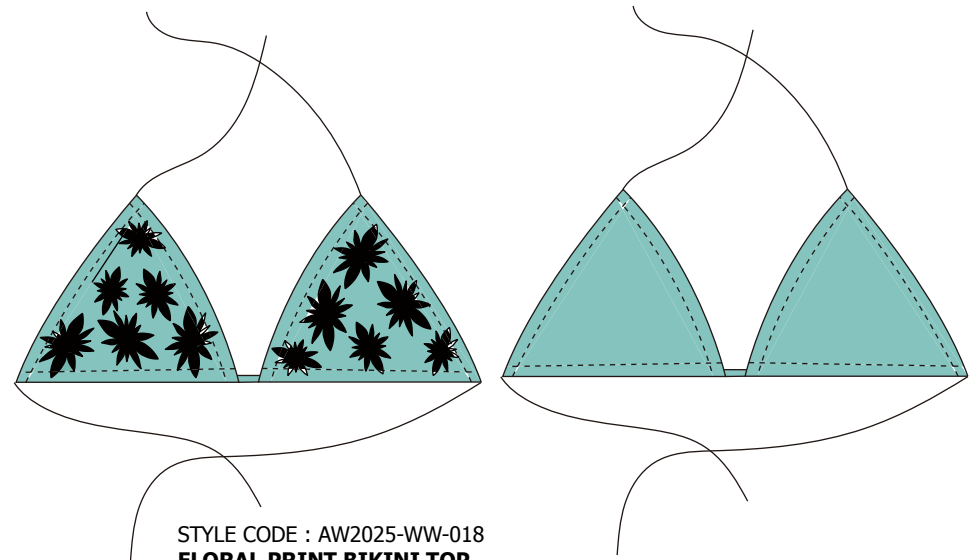
SIZE UK : 6-18

PRICING : £200

COLOURWAY :



FABRICS : COTTON TWILL



STYLE CODE : AW2025-WW-018

FLORAL PRINT BIKINI TOP

SIZE UK : 6-18

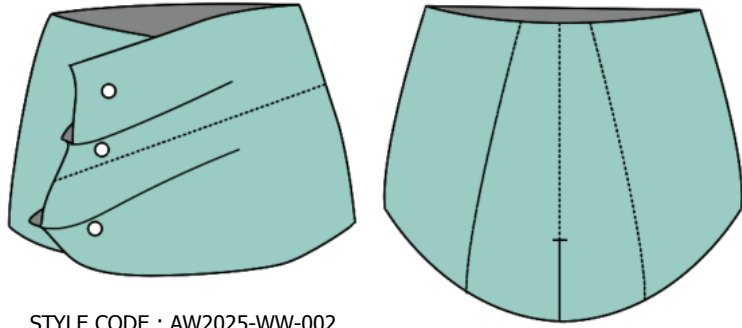
PRICING : £150

COLOURWAY :



FABRICS: STRETCH COTTON





STYLE CODE : AW2025-WW-002

FOLDED MINI SKIRT

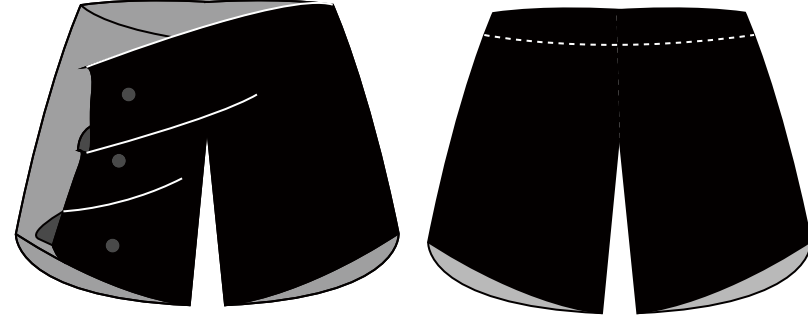
SIZE UK : 6-18

PRICING : £200

COLOURWAY :



FABRICS : DUCHESS SATIN



STYLE CODE : AW2025-WW-015

FOLDED DOUBLE LAYER SHORTS

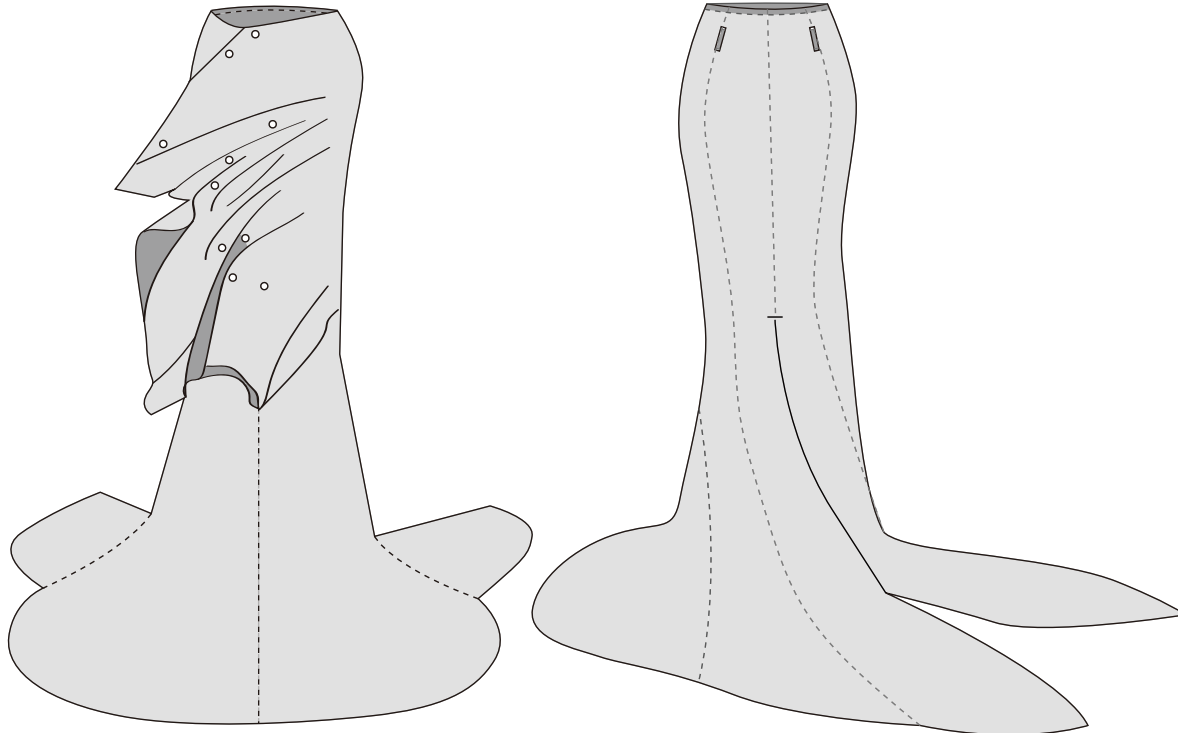
SIZE UK : 6-18

PRICING : £200

COLOURWAY :



FABRICS : STRETCH COTTON



STYLE CODE : AW2025-WW-009

FOLDED MAXI MERMAID SKIRT

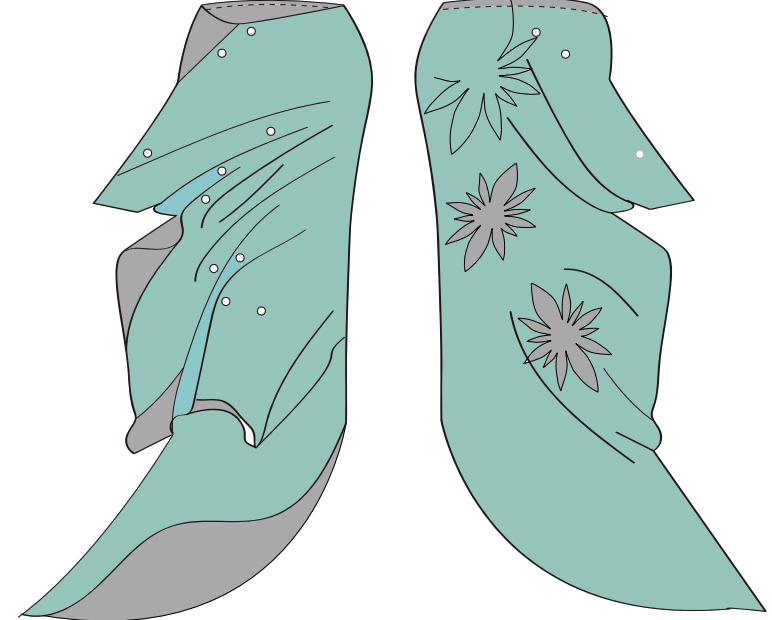
SIZE UK : 6-18

PRICING : £700

COLOURWAY :



FABRICS : ZIBELINE (100% SILK)



STYLE CODE : AW2025-WW-008

FOLDED LASER CUT FLORAL MIDI SKIRT

SIZE UK : 6-18

PRICING : £450

COLOURWAY :



FABRICS : DUCHESS SATIN



YSALLY AW 2025 COLLECTION LOOKS



LOOK 1 : FOLDED JACKET , FOLDED MINI SKIRT





LOOK 2 : LASER CUT FLORAL DRESS



LOOK 2 : WARP AROUND COAT



LOOK 3 : LASER CUT FLORAL VEST, FOLDED MAXI MERMAID SKIRT



