

Please

PDR PORTFOLIO
ROSIE STANLEY
21011039
FASHION CONTOUR
FY GRP B

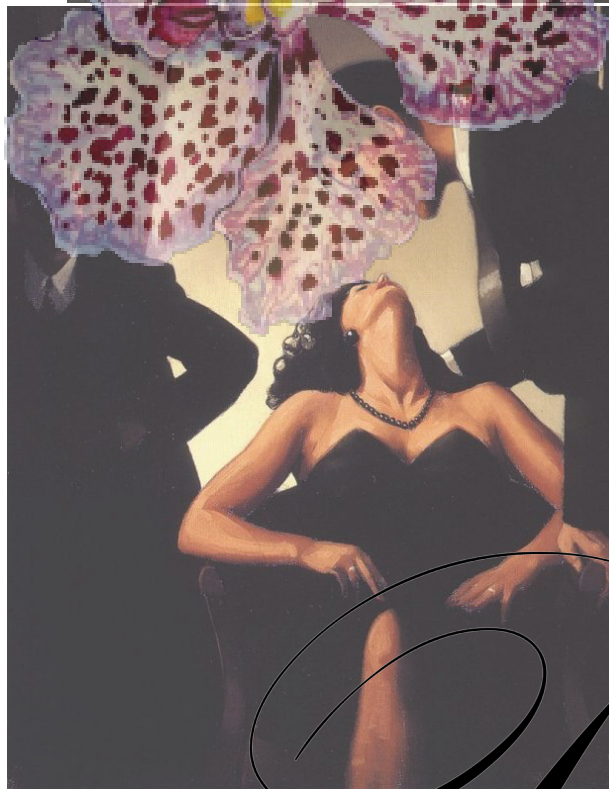
1

Brand & Concept

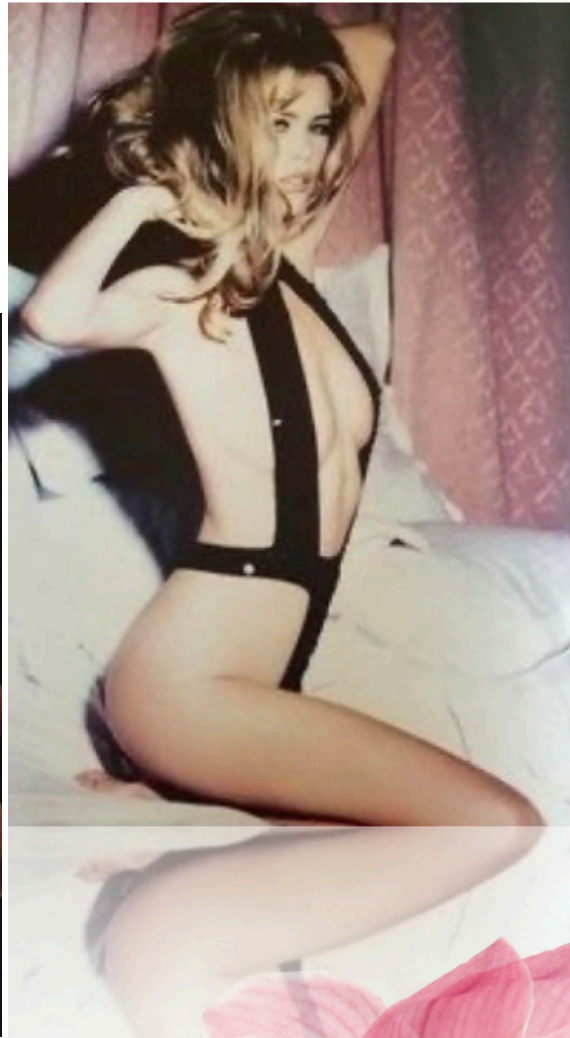


Brand Board

- SEDUCTIVE
- DESIREABLE
- ECO-CONSCIOUS
- ELEGANT
- PLAYFUL
- INNOVATIVE
- LUXURIOUS

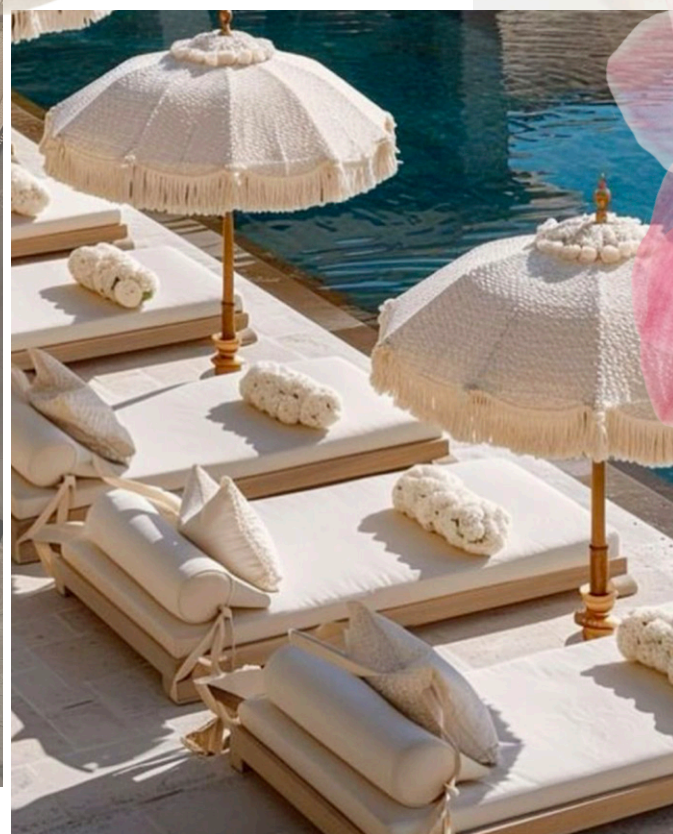
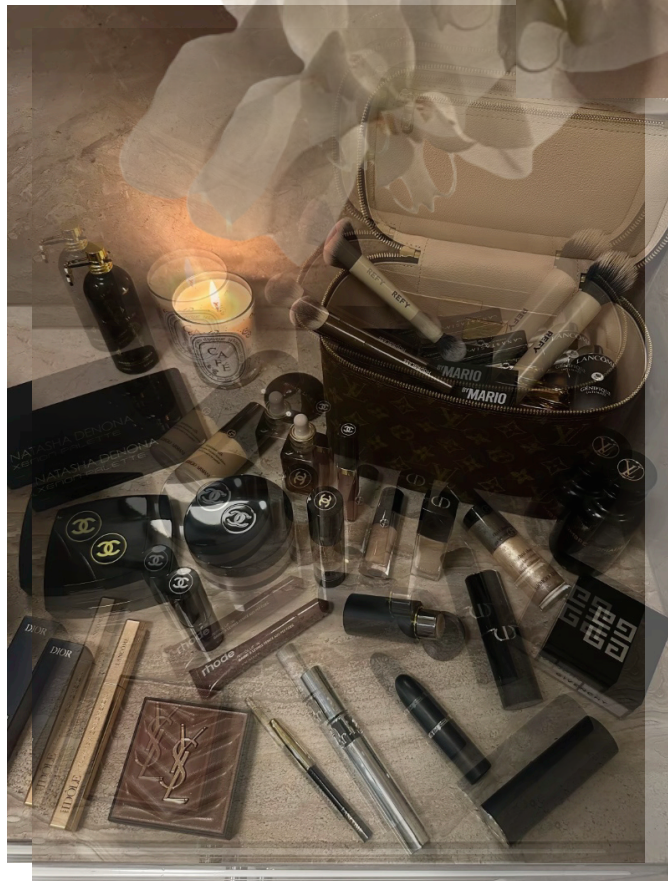


POSE



THE POSE CONSUMER.

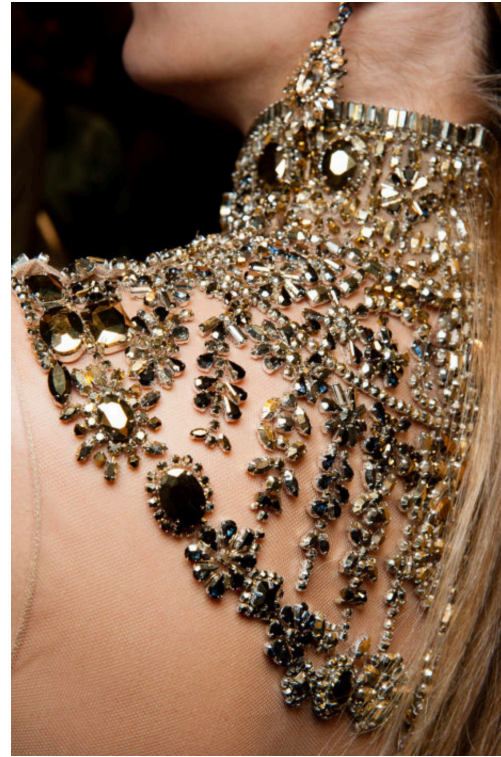
Did you see that girl?



**EFFORTLESSLY ELEGANT
CAPTIVATING
POISED
PLAYFUL
SEDUCTIVE
CONFIDENT**

Concept Board

WESTERN *girls*





Range Development

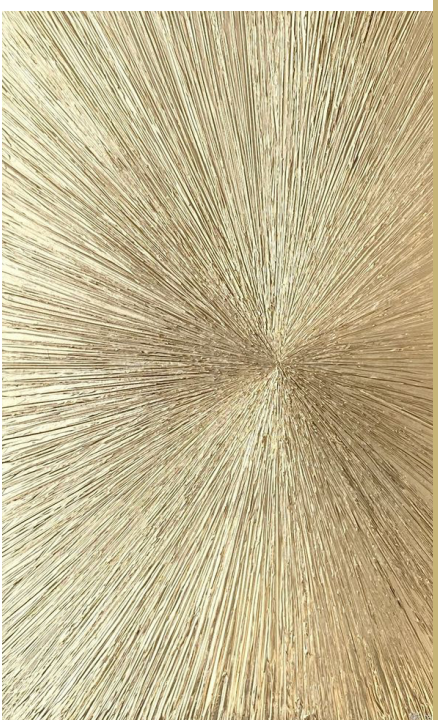
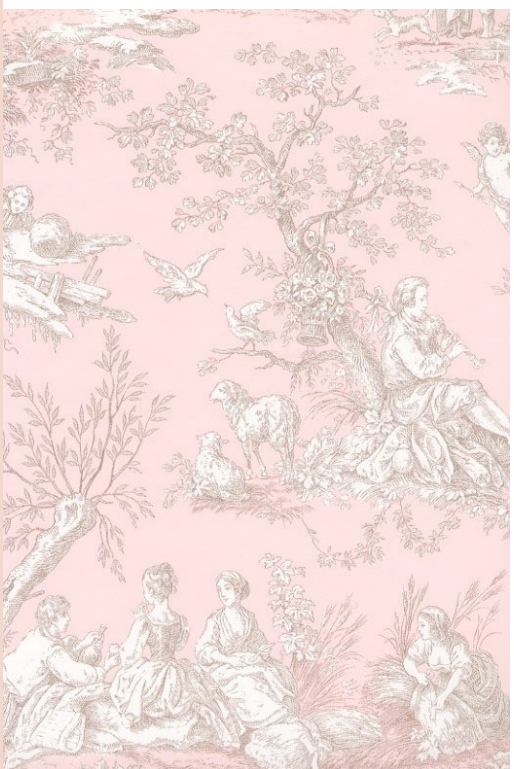
Jet Black 19-0303 TCX



COLOURWAY.

Range One

Soft Pink 12-1209 TCX



Rich Gold 16-0836 TPX

871 C



Bright White 11-0601 TPG

Cannoli Cream 11-4302 TPG



FABRIC & TEXTURE.

Range One

SILKS



LACE



APPLIQUE FLOWERS



SHEER



TREND RESEARCH: KEY SHAPES.

Range One



BARDOT NECKLINES

Romantic, elegant, dainty
Classic beauty

RUFFLES

Dramatic floral silhouettes
Tasteful asymmetry

DESIGN DEVELOPMENT.

Range One



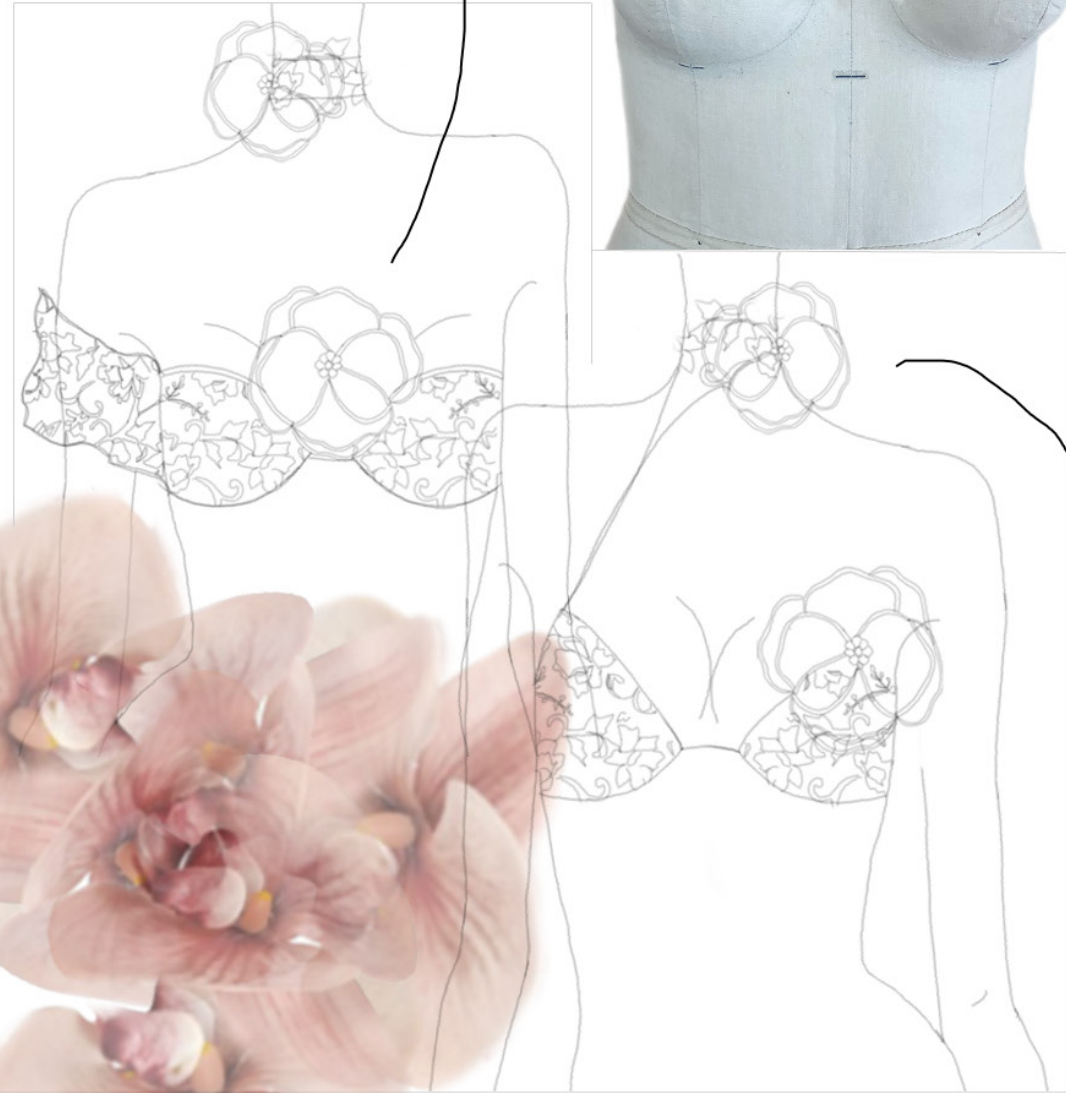
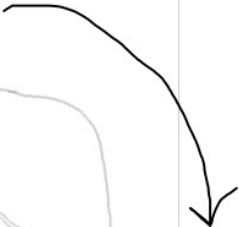
Striking asymmetry



Half up

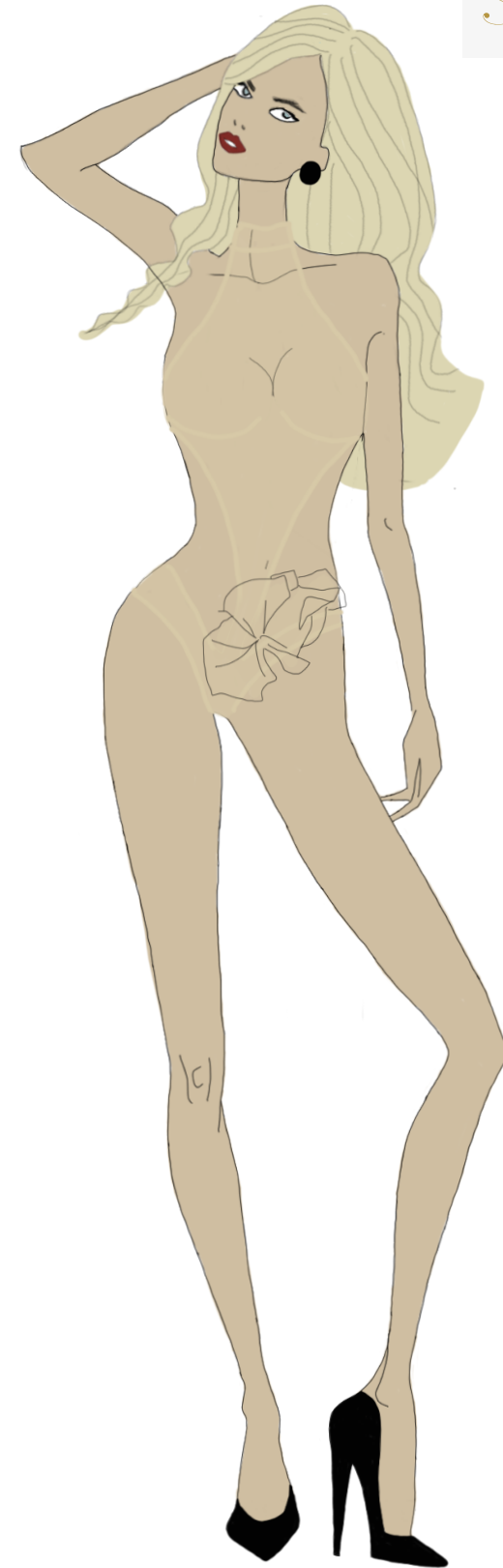
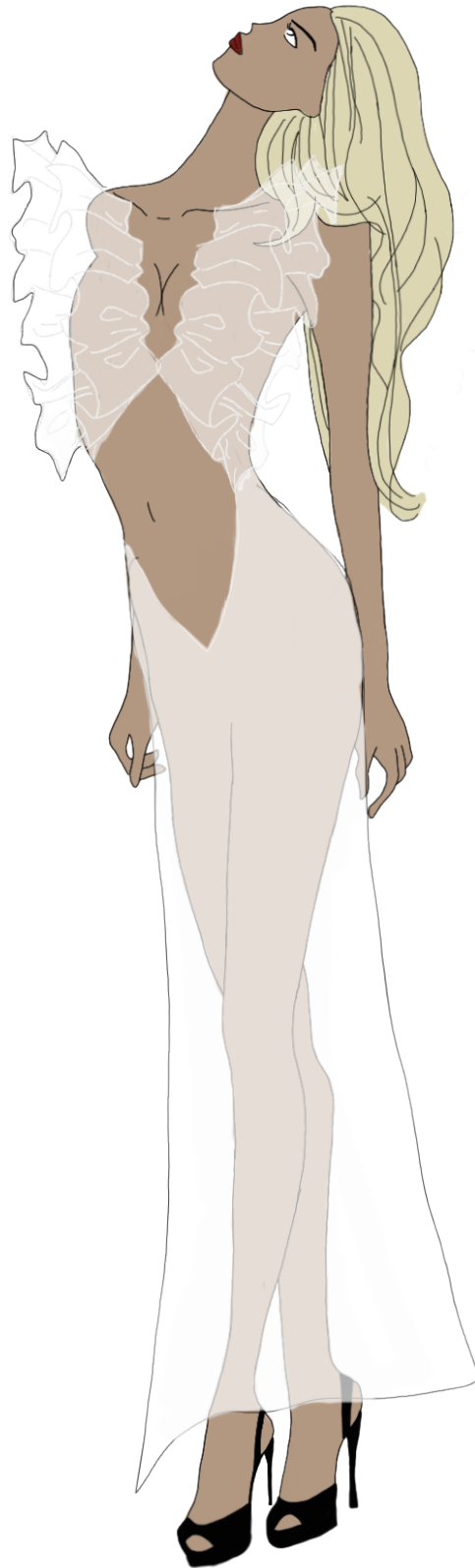
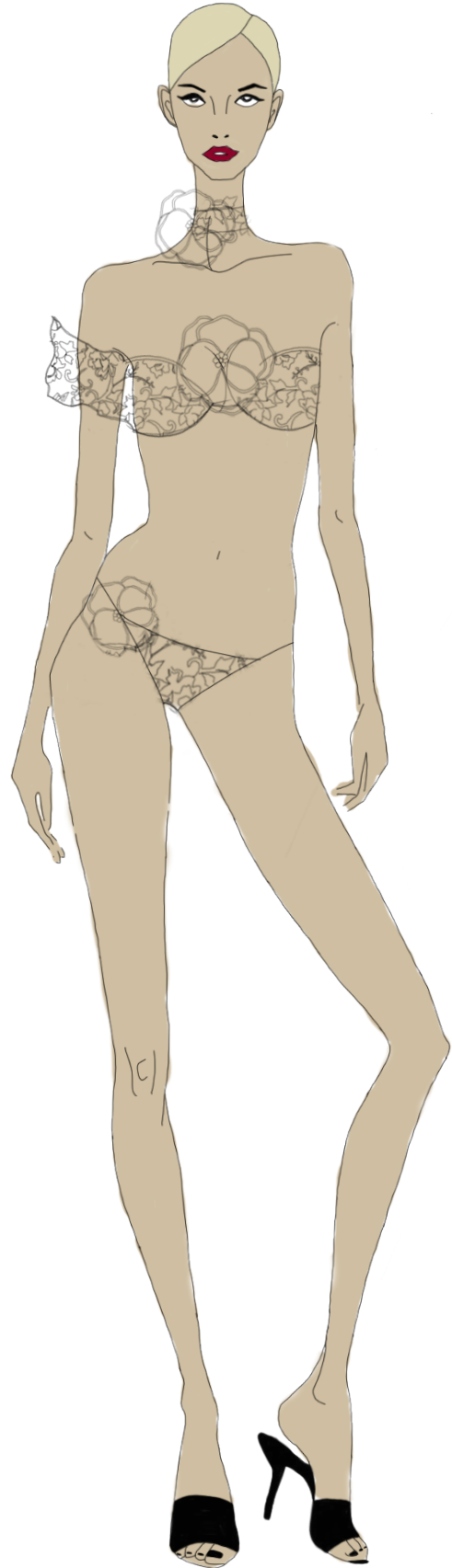


Connected neck piece



LINE UP.

Range One



INITIAL MOOD.

Range Two

‘WELCOME TO THE SALOON, BABY...’



Divine & sensual lingerie inspired swimwear/beachwear.

COLOURWAY.

Range Two



Jet Black 19-0303 TCX



Champagne Toast P 14-1 C

Champagne Bliss 7506 C



Pink Marshmallow 12-2907
Soft Pink 12-1209 TCX

FABRIC & TEXTURE.

Range Two

ELEVATED SWIMWEAR



DARING CUT OUTS

Bold, captivating body contour.
Drives a sexy element into swimwear.



TREND RESEARCH: KEY SHAPES.

Range Two

ASYMMETRIC FLORALS

Striking artistry highlighting delicate parts of the body.
A new concept for swimwear.

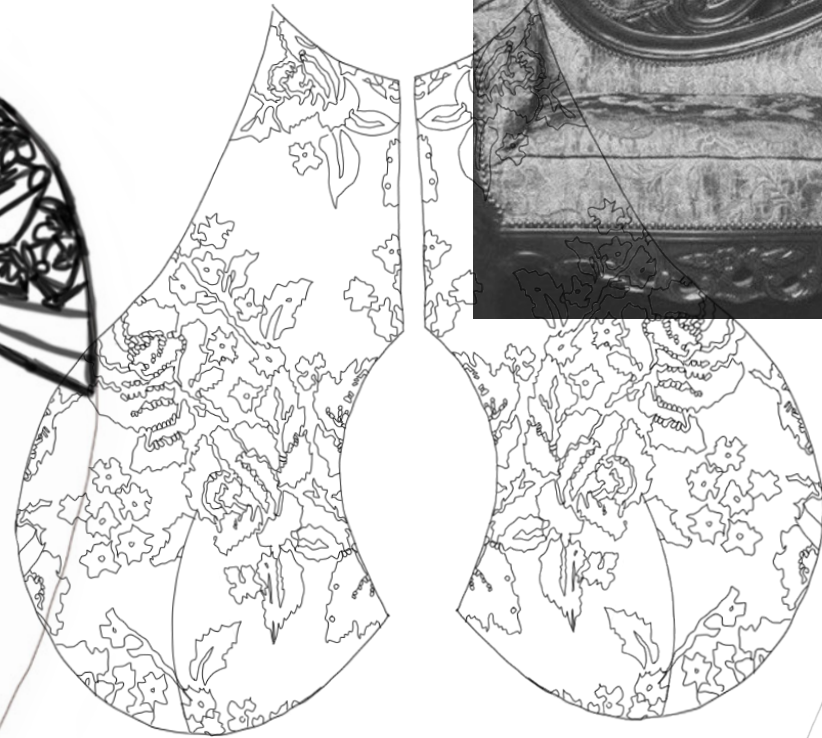


HIGH NECK DETAILING

Delicately elongates the body.
Mimics a poised posture, a confident stance.

DESIGN DEVELOPMENT.

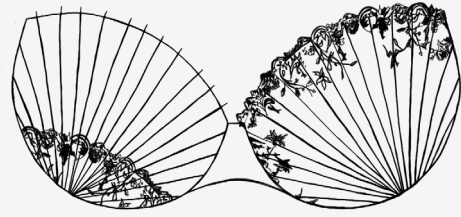
Range Two



WOMEN 34B 2008
LONDON COLLEGE OF FASHION
LCF-WMS

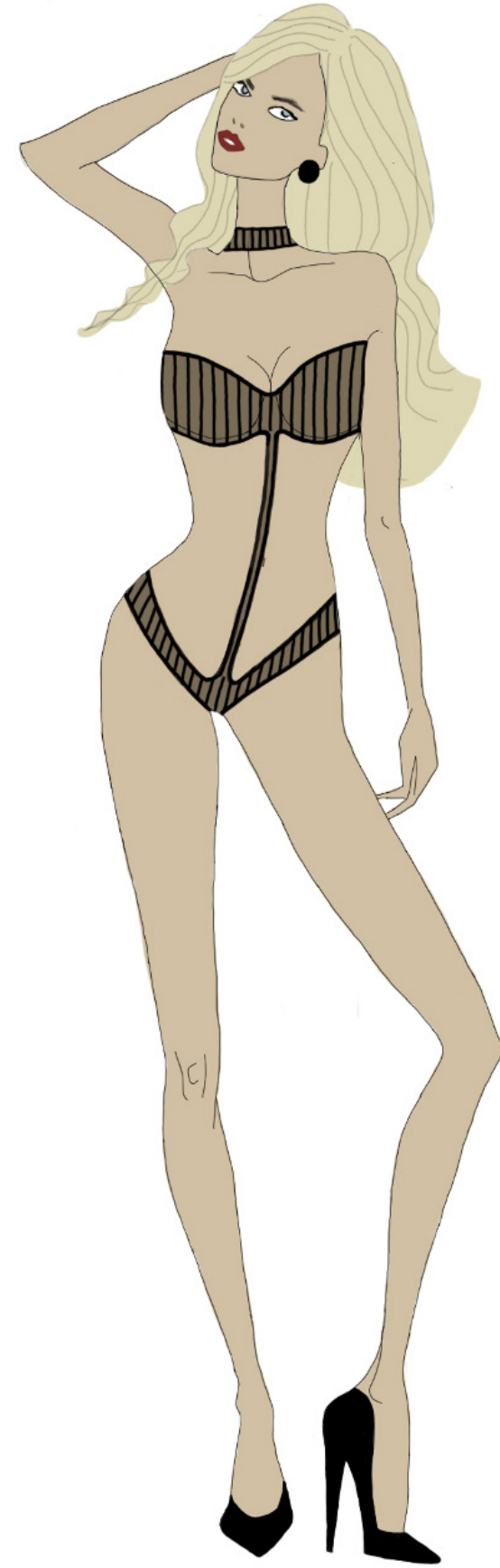
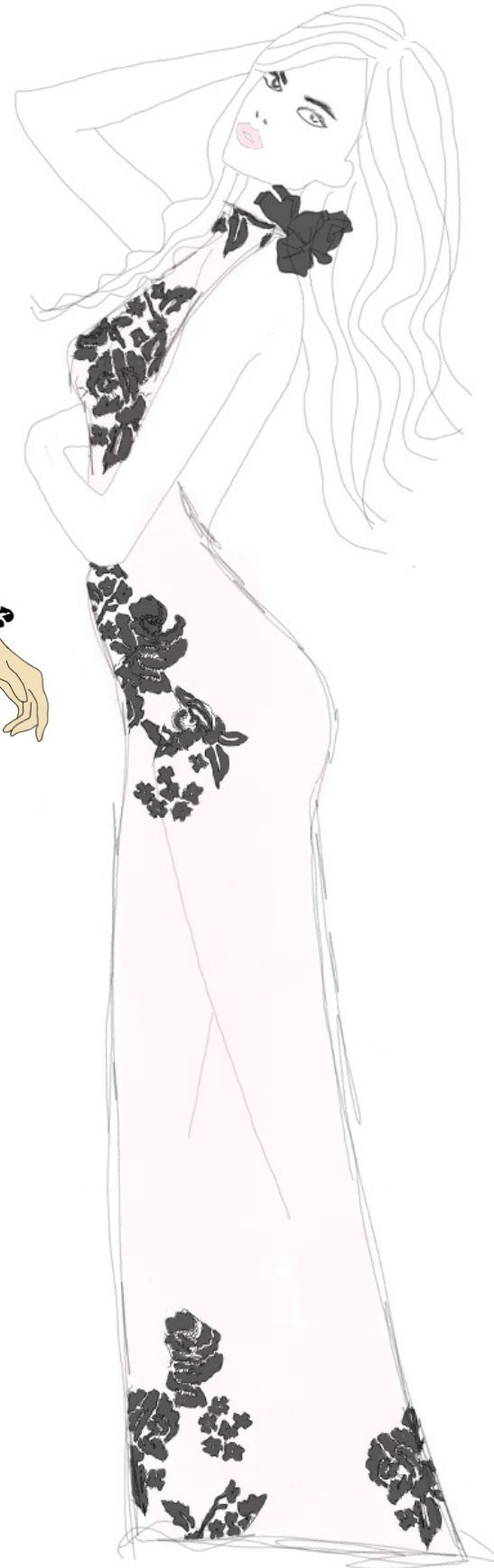
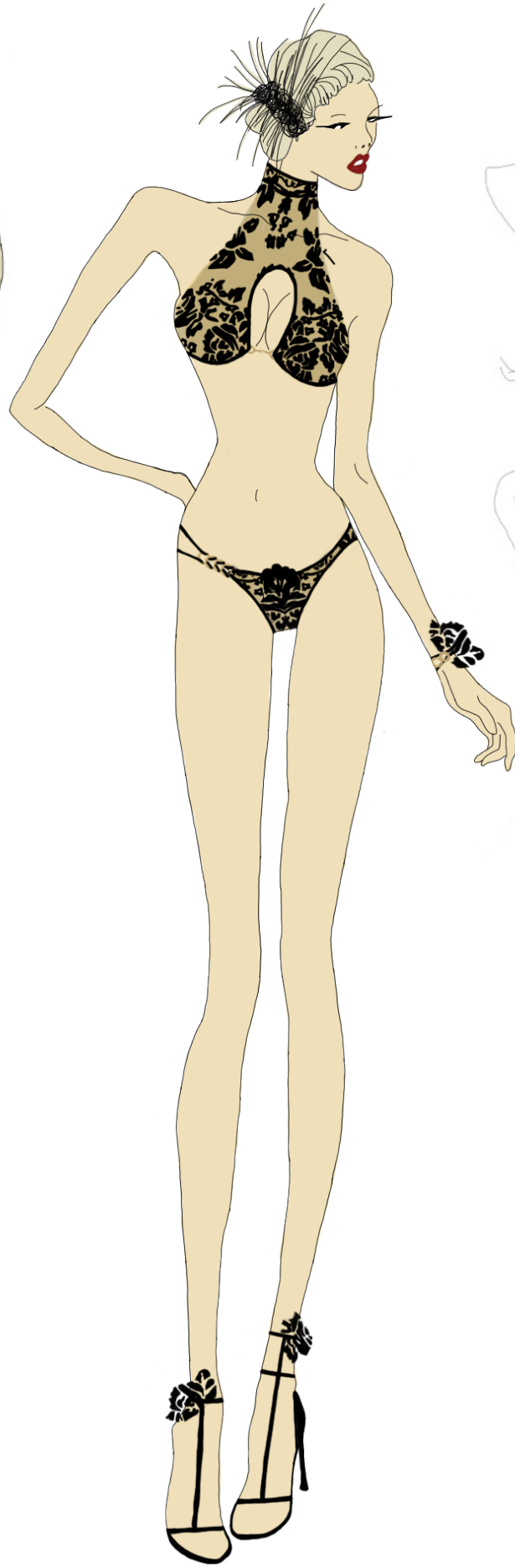
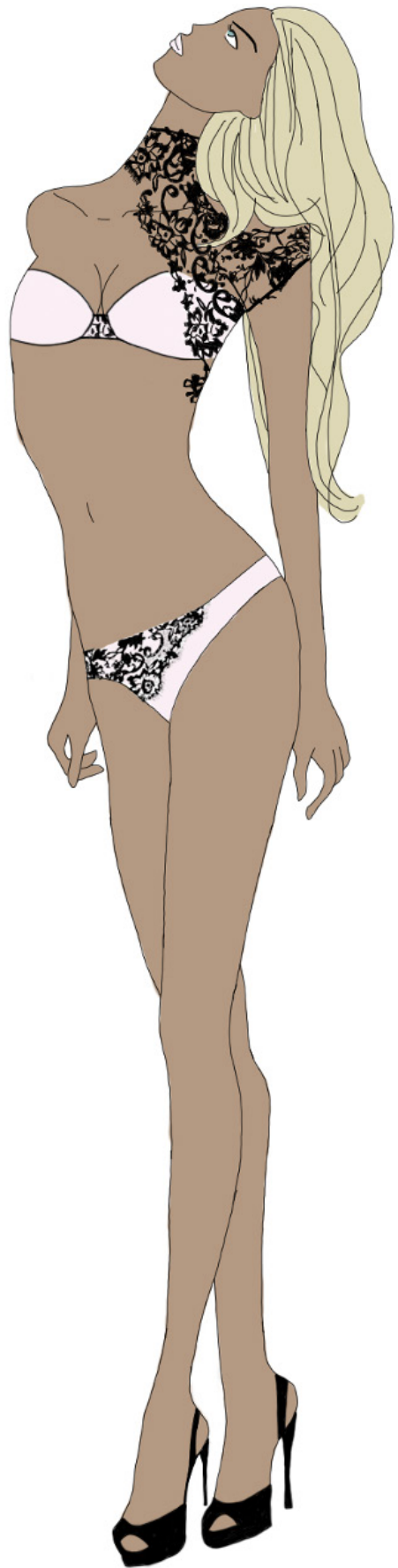
DESIGN DEVELOPMENT.

Range Two



LINE UP.

Range Two



INITIAL MOOD.

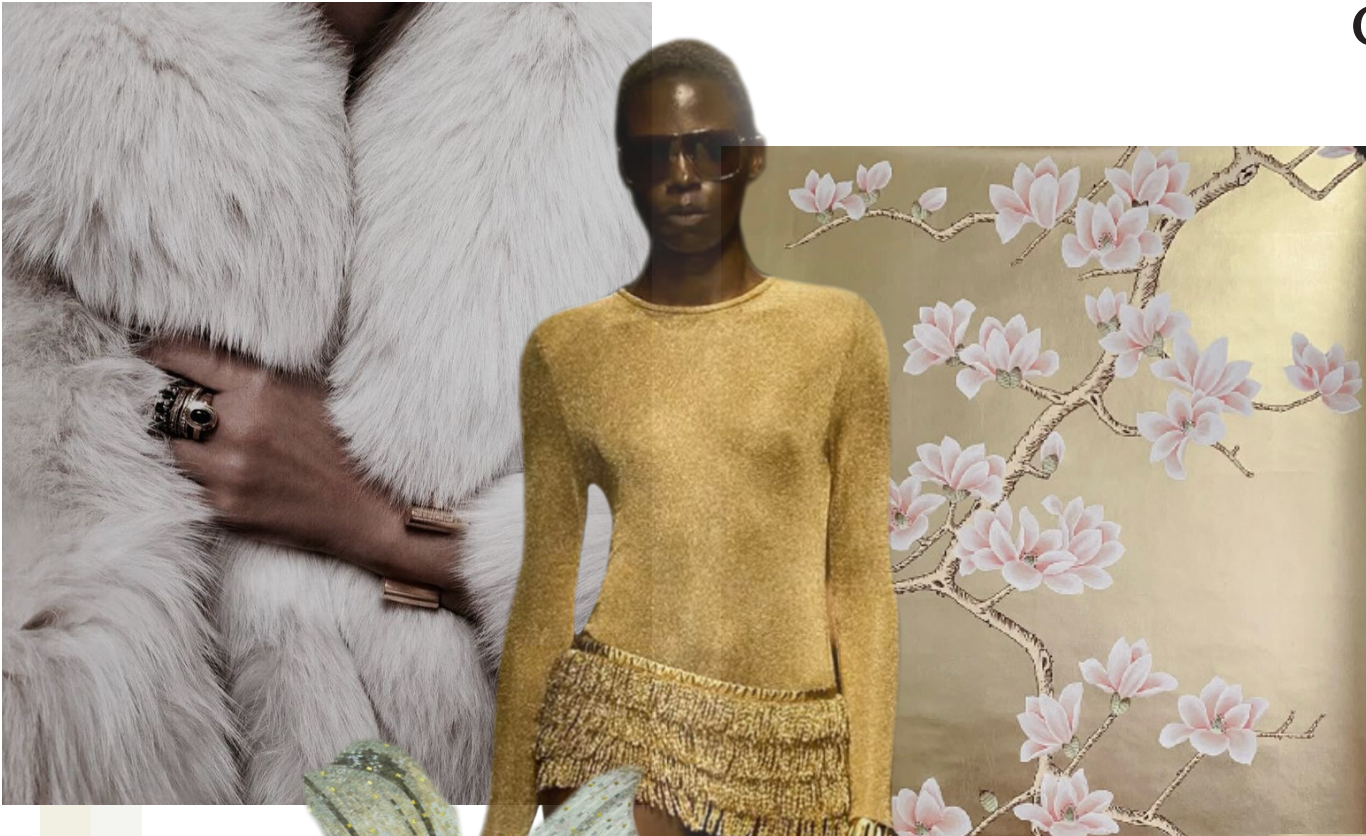
Range Three

‘THE DIAMOND OUTLAW.’

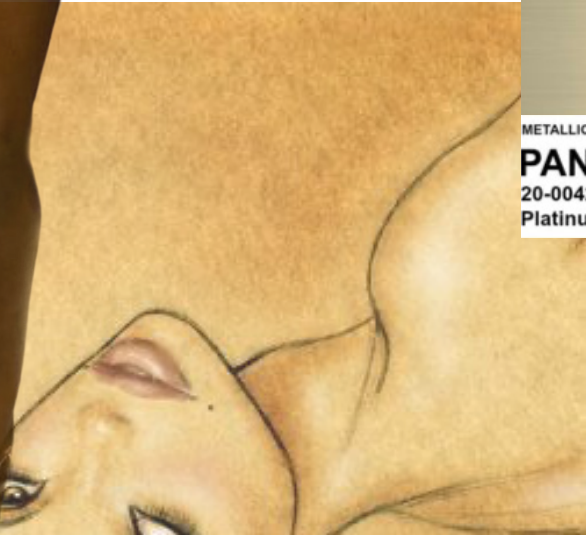


COLOURWAY.

Range Three



Bright White 11-0601 TPG
Cannoli Cream 11-4302 TPG



METALLIC SHIMMERS
PANTONE®
20-0042 TPM
Platinum Frosting

Rich Gold 16-0836 TPX

871 C

FABRIC & TEXTURE.

Range Three



TREND RESEARCH: KEY SHAPES.

Range Three

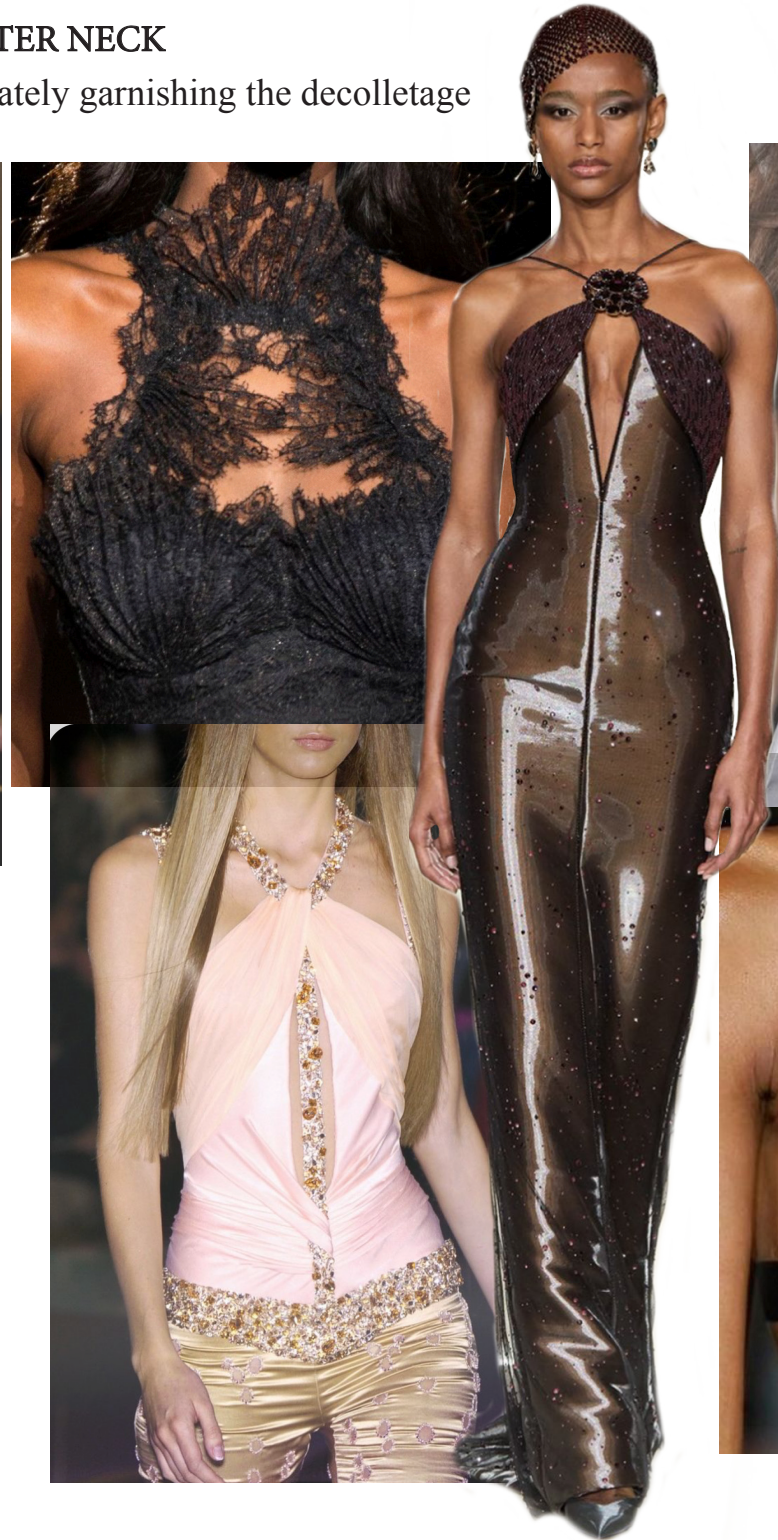
LOW BACK/OPEN BACK DETAILING

Sexy & enticing
Beautifully highlights the feminine form



HALTER NECK

Delicately garnishing the décolletage



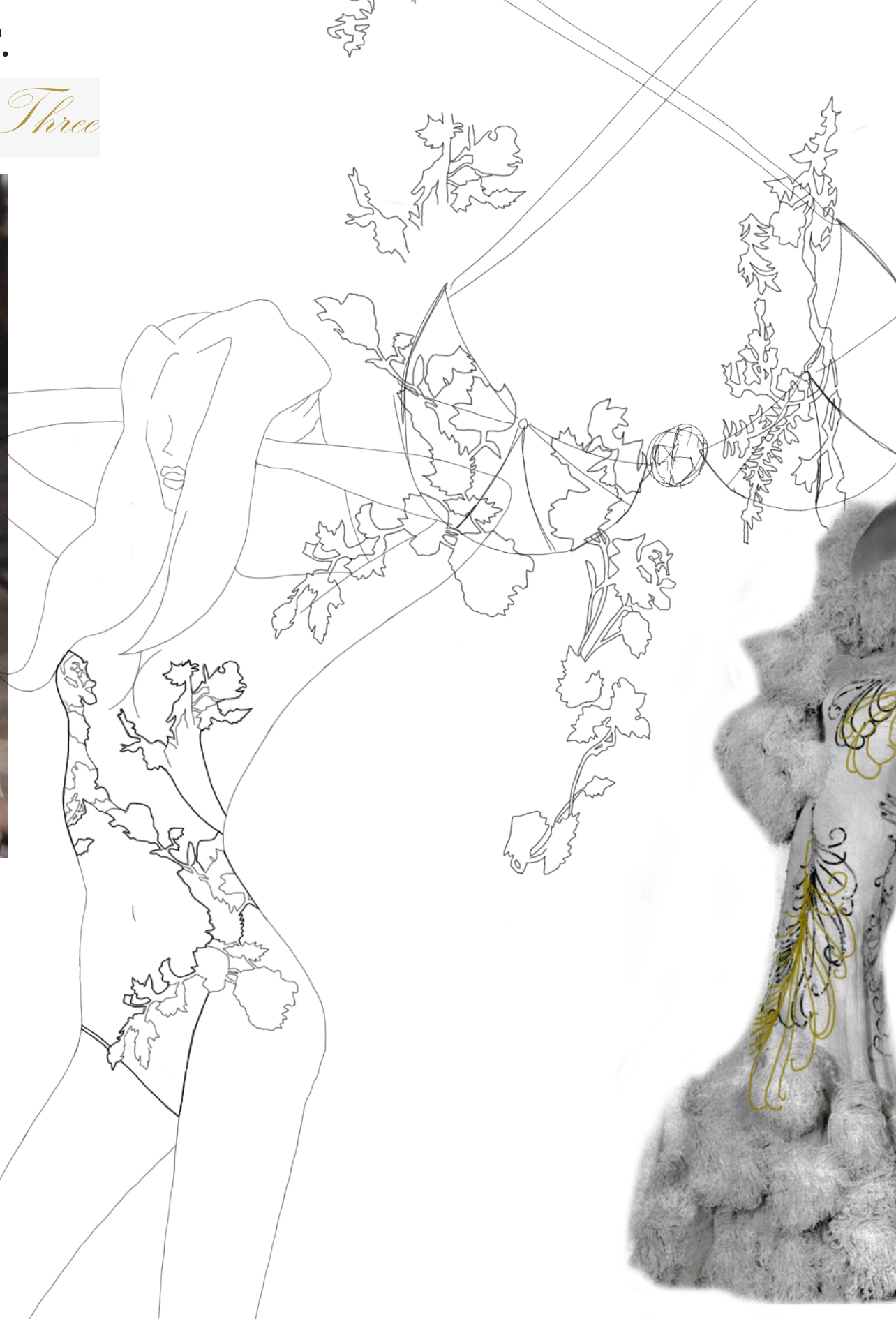
SWEETHEART NECKLINE

Classic & elegant
Tastefully revealing



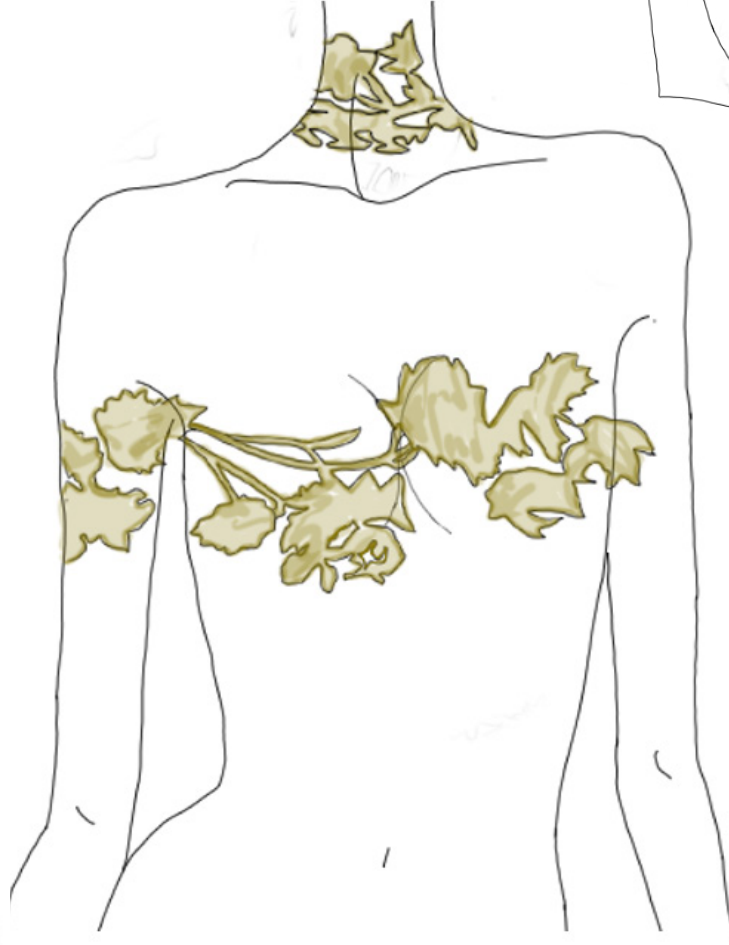
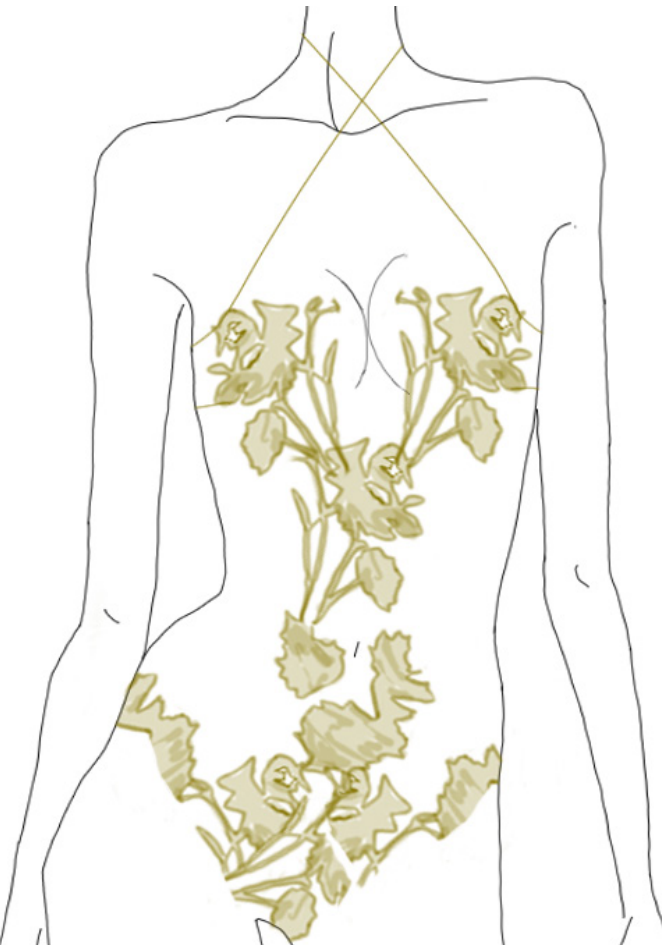
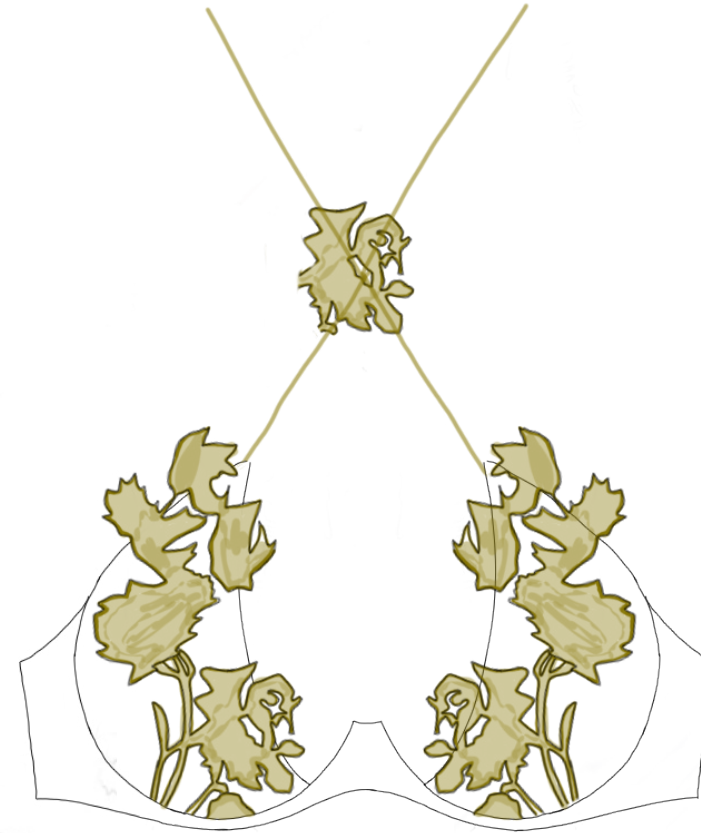
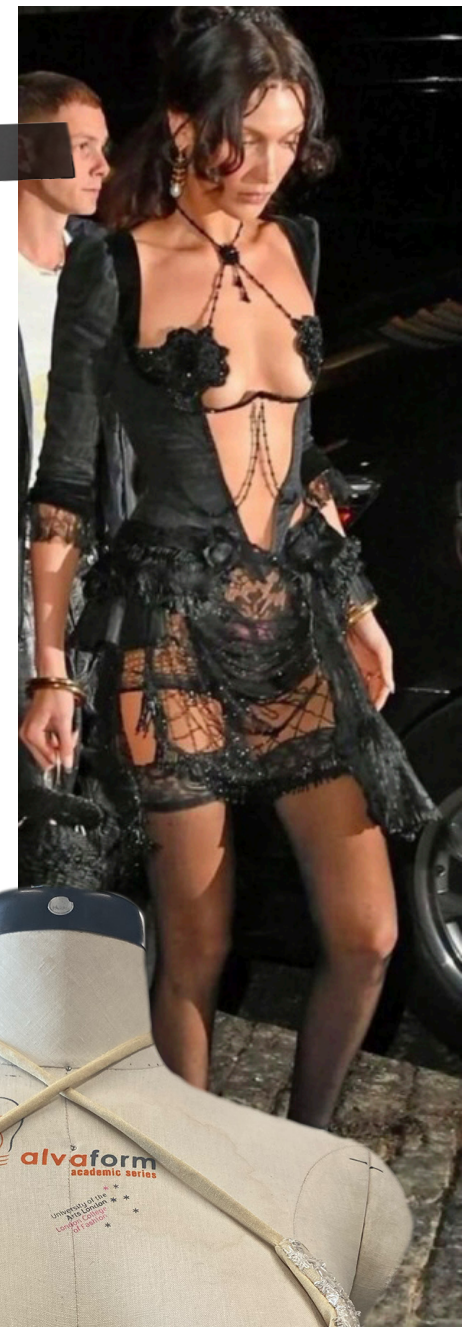
DESIGN DEVELOPMENT.

Range Three



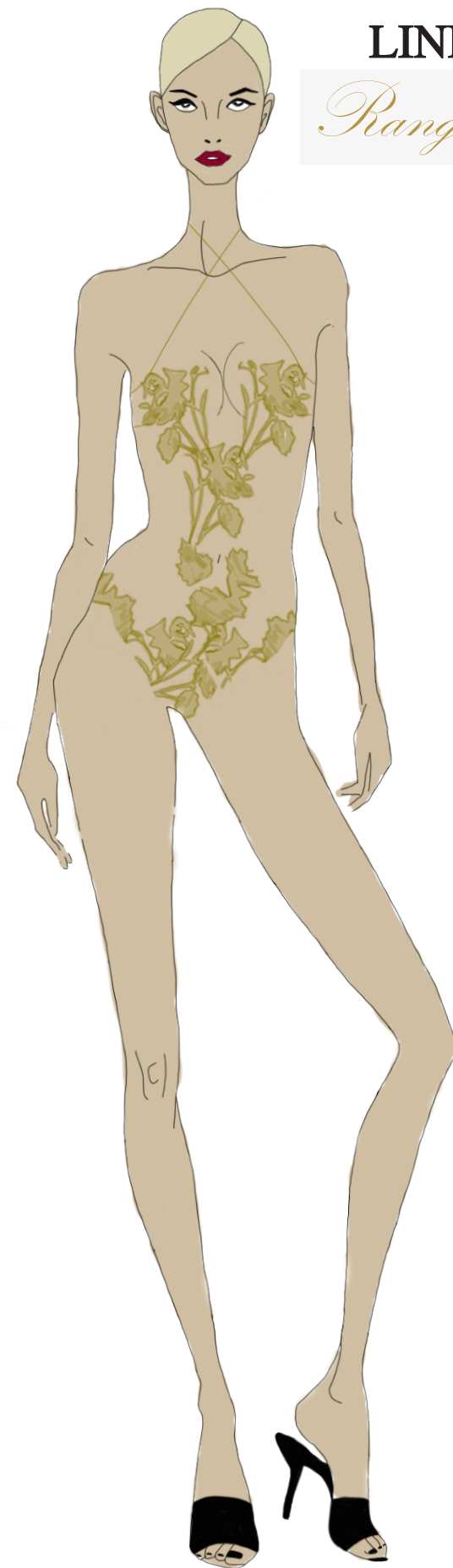
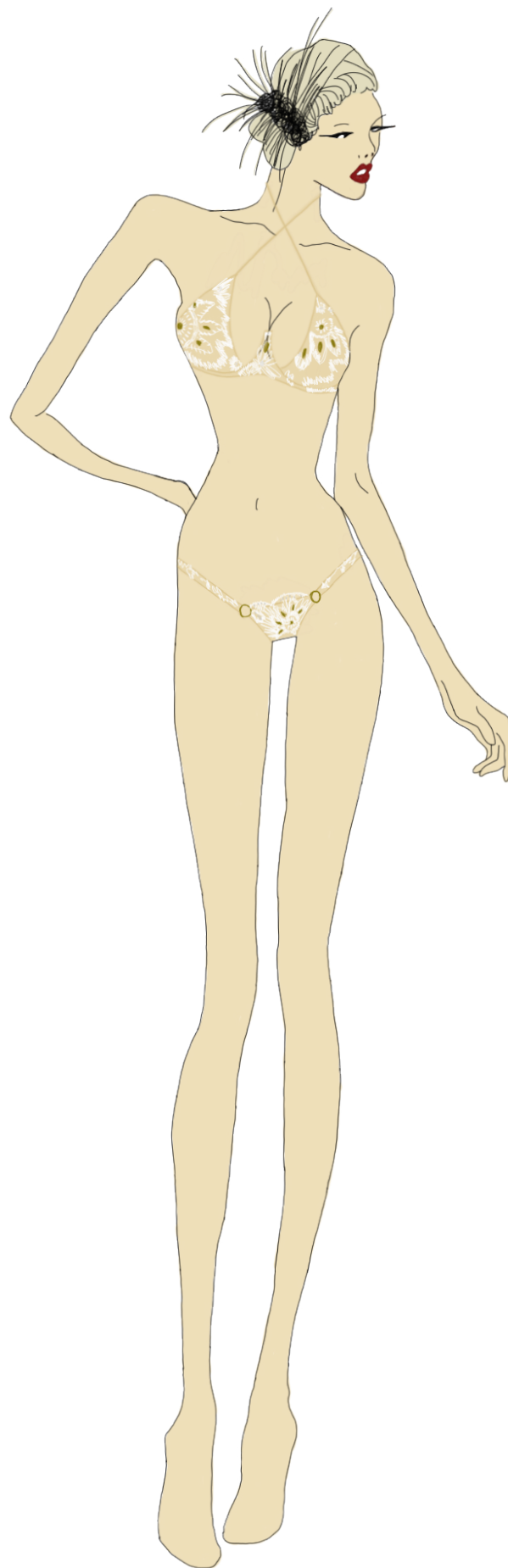
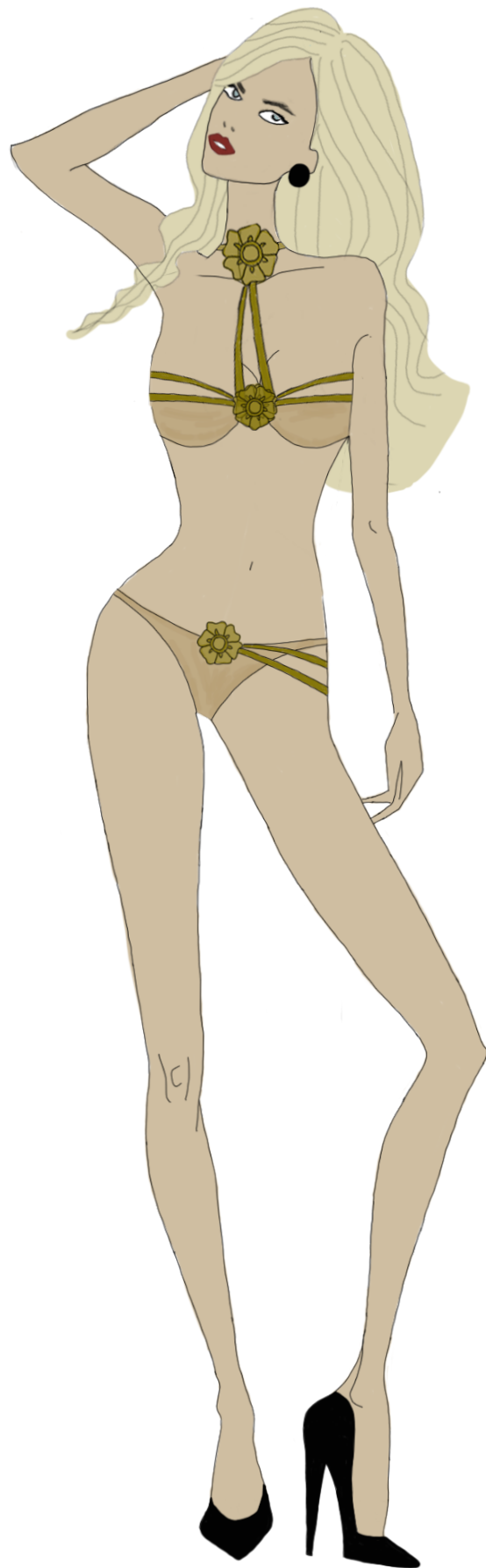
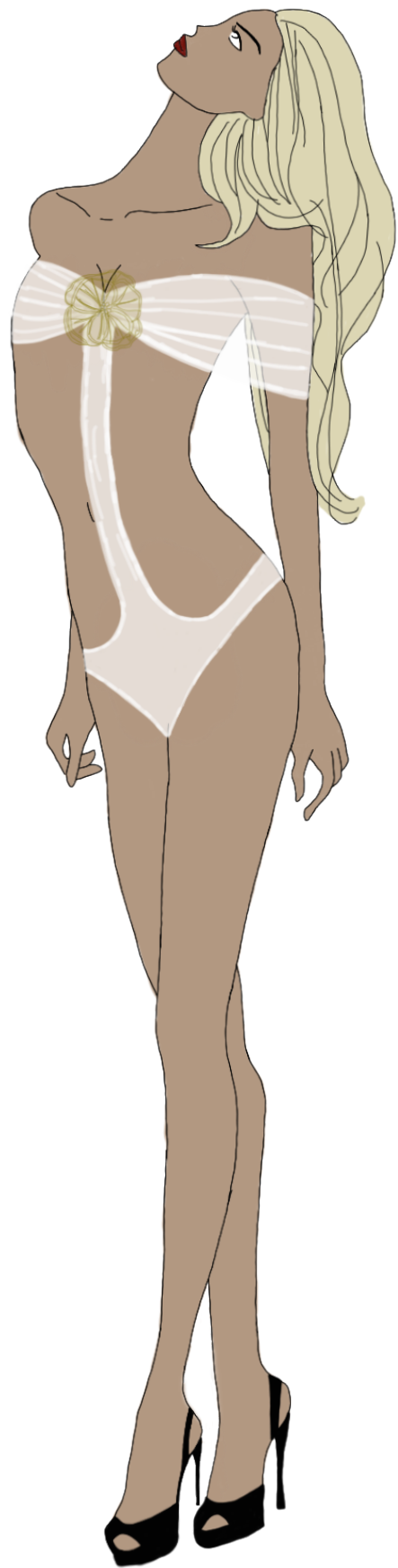
DESIGN DEVELOPMENT.

Range Three



LINE UP.

Range Three





Fall back into sexy spring styles. **THIS PAGE:** Bra, by special order, Proenza Schouler, proenzaschouler.com, Dress, \$1,995, Gucci, 800-456-7663, Leather collar, Hermès, Rhinestone collar, Le Chien. **OPPOSITE PAGE:** Trench, \$2,195, Donna Karan New York, 866-240-4700, Bodysuit, \$70, Donna Karan Intimates, Bloomingdale's, NYC, 212-705-2000, Backpack, Louis Vuitton, Belt, Hermès, Skirt, stylist's own. See Where to Buy for details. **BEAUTY BAZAAR** Keep hair shiny with Pantene Pro-V Nature Fusion Smooth Vitality Smoothing Creme (\$5.99).

3

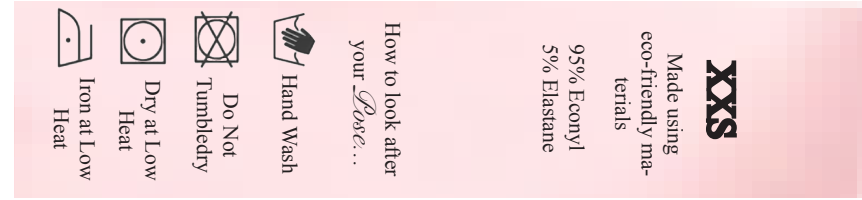
Branding

- . PACKAGING
- . CARE LABELS
- . CONCEPT STORE

Shopping Bags



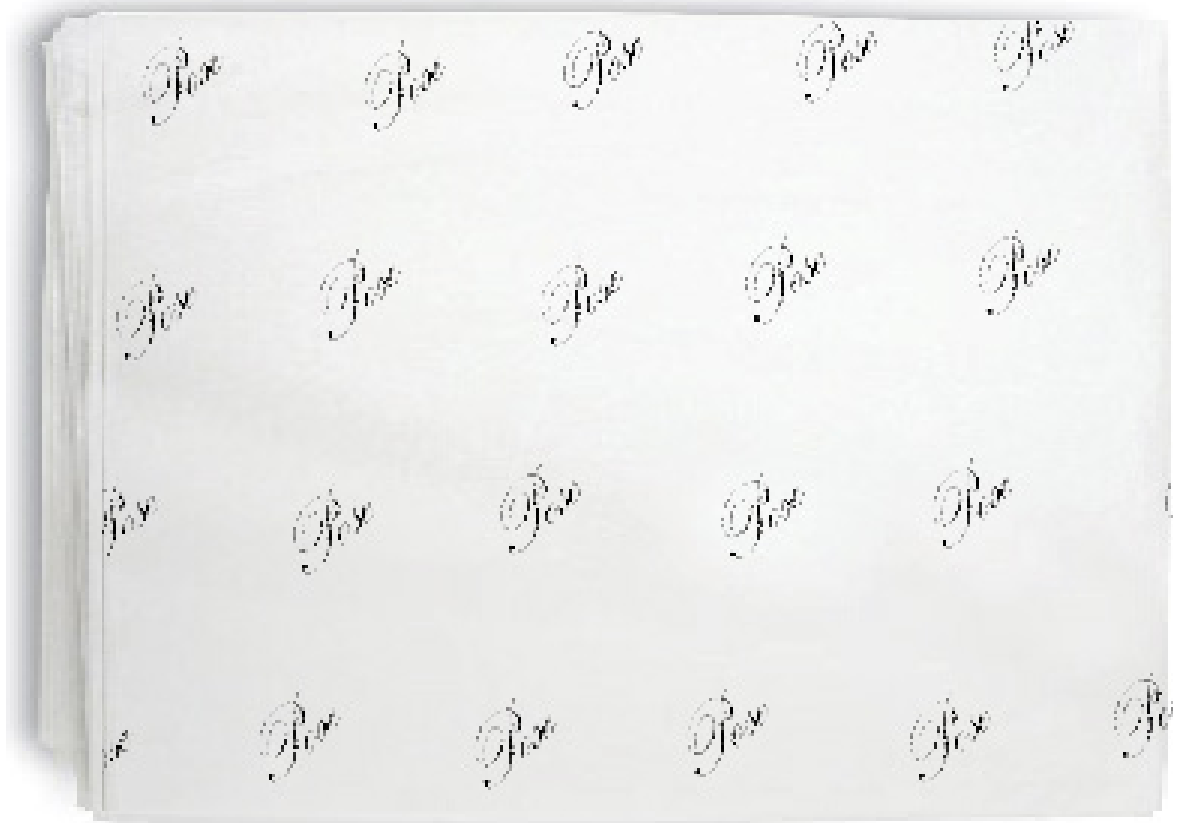
Care Labels



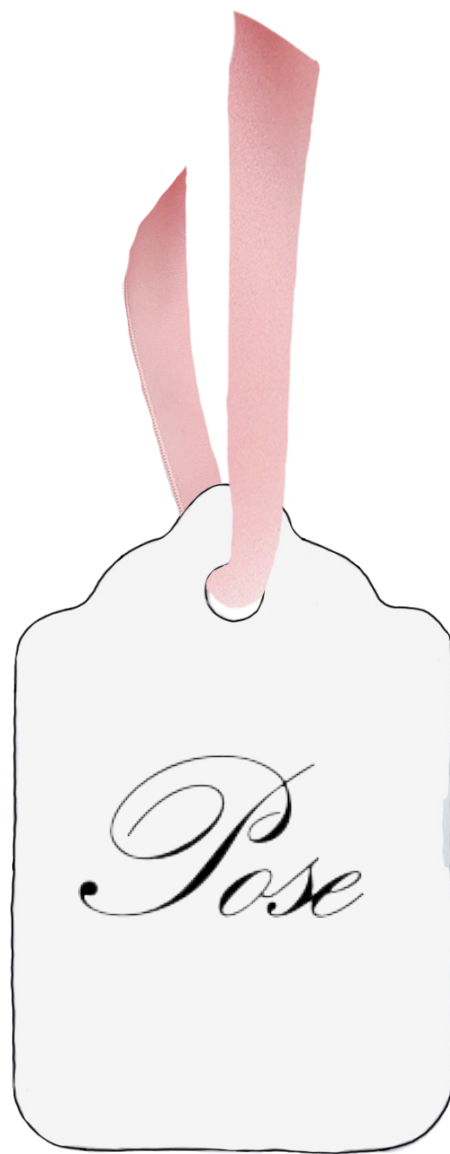
Gift Boxes



Tissue Paper



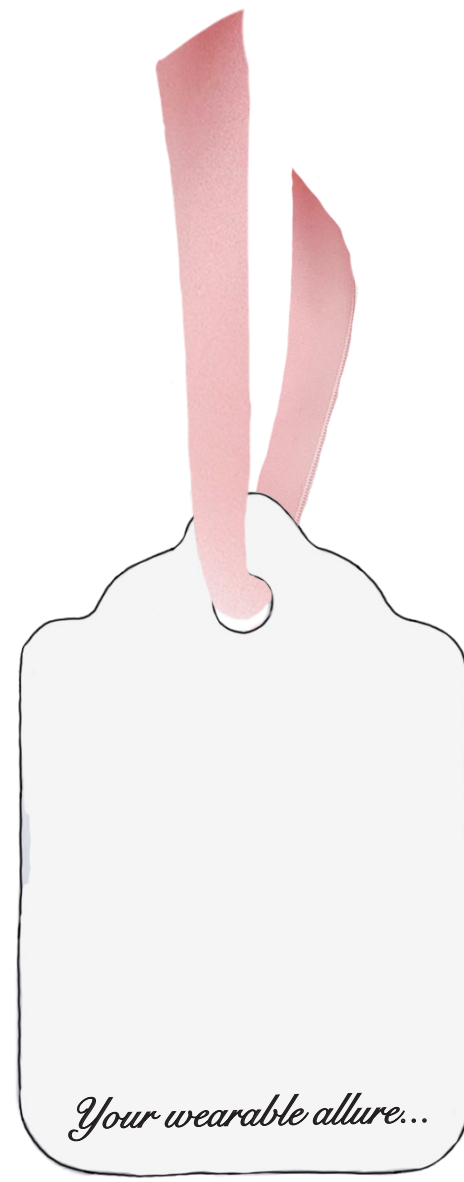
Swing Tags



FRONT



INSIDE



BACK

Swing tags will be made from recycled card, and use ribbon to attach delicately to the garments. The inside will use an acetate tag to describe the collection the garment belongs to, and a gentle reminder of how to carefully wash your Pose garment. The more information given on the tag, the more it will help to inform our target consumers' purchases.



Pose

CONCEPT STORE.

**“Above all else it will be fundamental for brands to create deeper and more meaningful engagement with their 21st century consumer.”
(WGSN)**

The art of transforming our store into a beautifully visual experience will be enticing to our consumers. We want to encourage them to see and feel the true value and allure of Pose.

There is importance in the fact that buyers are refocusing their mind-sets from a state of ‘buying’ to ‘being’ (WGSN). A sense of belonging proves a principal element that luxury brands must establish, in order to engage and retain customers.

- *1950's Hollywood*
- *Subtle Seduction*
- *Provocative Glamour*