

Fashion Line Product Development

Course Project

Instructions:

In this project, you will go through the process of developing a product line for your created fashion brand or a preexisting fashion brand in the market. You will evaluate the brand identity and mission statement and establish a target market that will inform to whom your product line will appeal. You will then establish a line concept and come up with an initial set of colors, fabrics, styles, and silhouettes that you believe could communicate your concept. You will use these to create three initial product ideas to experiment with your selections. Finally, you will perform a line edit of all of your initial choices and, with the aid of a line sheet, use those choices to create a cohesive line of six products.

Except as indicated, use this document to record all your project work and responses to any questions. You will need to turn in a digital copy of this document to your facilitator as part of your project completion. Your facilitator will provide feedback to help you work through your findings.

Note: Though your work will only be seen by those grading the course and will not be used or shared outside the course, you should take care to obscure any information you feel might be of a sensitive or confidential nature.

Complete each project part as you progress through the course. Wait to submit the project until all parts are complete. Begin your course project by completing Part One below. A Submit Assignment button can be found on the final course project assignment page online. Information about the grading rubric is available on any of the course project assignment pages online. Do not hesitate to contact your facilitator if you have any questions about the project.



PART ONE

Identifying Your Market, Brand, and Product Category

In this part of the course project, you will identify the target market of your product line and create a target market profile to represent your customer. After you create your target market profile, you will identify the fashion brand and product category that will be used to create your fashion product line. You will use this information to inform the design of your product line and ensure that your designs combine your individual perspective as a designer with the perspectives of both your target market and the brand.

For this project, note that you can create a product line for a brand that currently exists in the market or you can establish a personal brand if you already have one or if you are considering creating one in the future.

When you are designing a product line for your own fashion brand or an existing fashion brand, you must begin with a clear target market and customer profile to guide the line development.

Demographic Information

Insert a photo or photos that represent your target market here. Try to find photos that reflect both the demographic and psychographic information. Come up with a fictitious name for your customer; this will help personalize the description.

Consider which demographic cohort(s) include your customer since this will impact style choices and lifestyle. For racial and/or ethnic identity, your target market could focus on a singular identity group or could appeal to multiple groups. For geographic location, consider how location relates to lifestyle.

[Insert photos or photos here]

Customer “name”:	Layla
Age range:	22-29
Gender presentation:	female
Racial or ethnic identity:	Across all racial/ethnic groups
Geographic location:	Urban city such as California cities or Miami
Body type and/or shape:	Average, petite
Profession:	Influencer, Blogger, Model, Young professional



Education:	Post College
Income range:	70,000-100,000+
Marital status:	Single

Psychographic Information

Hobbies

Going out, shopping, brunch, Instagram, traveling, watching sports, to date with fashion trends, blogging, sneakers and comfort "outtings".

Interests

Traveling, Shopping, trying new places such as restaurants and places to be, sportswear and fashion trends especially sneakers

What is your target market's fashion aesthetic? What are their favorite articles of clothing? What is their fashion inspiration? From which stores and brands do they shop?

Streetwear mixed with high fashion, bright colors and comfort, They're inspiration would be the likes of Kylie Jenner, Aleali May, Karrueche, Hailey Baldwin. They would shop at stores like Nike and Adidas, they would wear Ivy Park, JadedLdn, Kim Shui.



Build a Brand

Now that you have your target market in mind, you can decide on the brand for whom you want to design. The brand influences the target market and product categories you can select. You can choose to create your own brand or create a line for a preexisting brand.

Under what brand name are you designing?

Kay Nizzo (my own brand)

Write a one-paragraph summary of the brand's mission statement. A mission statement is a brief explanation of a brand's goals and reasons for existing. A mission or vision statement incorporates the target market and the unique selling point of the brand.

The mission of the brand is to bring the game to high fashion for women. We aim to be sustainable and up-cycle sportswear polyester mesh jersey's and shorts and re-dye and re-design them into feminine silhouettes to be worn out and about and make a bold statement. The silhouettes will collide with "the professional woman," such as pantsuits, skirts, blouses made of the re-worked sportswear to bring a new edge.

Describe the brand's vision. Some questions to consider are: What feelings does the brand aim to evoke in customers? By which elements of fashion and society is it influenced? Does this brand pioneer trends or transform them?

The feelings I want to give customers is the feeling of "the next big thing," streetwear in the form of sportswear meets high fashion for females who want to wear sneakers or represent a team, sport, color, or enthusiasm in a non-masculine way. A way of making streetwear professional in a world where "comfort," is an exceeding form of style with more people finding leisure in their everyday lives such as working from home.

In which fashion categories does this brand design?

Streetwear, Sportswear, Athleisure, Comfort Chic



For which target market(s) does this brand design? Make sure this aligns with your customer profile.

Note: If you are designing for a preexisting brand, be sure to note whether your intention is to create a line that expands the brand's current product offering or seeks to appeal to a new target market.

This brand designs for the young streetwear fashion blogger, or the tom-boy influencer, the young millennial female looking for a comfort chic statement streetwear piece. A young professional millennial 21-29 who has a full time job but has passion has a devoted hobby on the side looking to wear the next best thing.

Now that you have a clear idea of the brand for whom you're designing, you must select the product category for your line. You can choose a broad category such as women's wear or a more specialized category like intimates.

Streetwear



PART TWO

Developing Your Product Line Concept

In this part of the course project, you will develop the concept of your line. You will also establish the potential colors, fabrics, and garment styles that will be used in your final product line.

The formation of a concept for your product line starts with identifying an overall theme that will guide the design and development of the product line. The concept board, also known as a moodboard, is created to visually represent elements to be included in the line, such as color direction, fabrics, and silhouettes. You can use an online program such as Canva or Adobe Spark or offline software you may already have like Adobe Photoshop or Microsoft PowerPoint, or you can develop your moodboard in the space below.



Design Silhouettes

Fabric and Pattern Examples



**High Fashion
Streetwear**

What is the name of your product line concept?

High Fashion Streetwear

What inspired your concept? How do you plan on showcasing that concept in your product line?



Cornell University

Fashion Line Product Development
College of Human Ecology


© 2020 eCornell. All rights reserved. All other copyrights, trademarks, trade names, and logos are the sole property of their respective owners.

The concept I was inspired by was taking the “sports jersey,” type style and redefining the shapes we normally see with men and creating empowering looks in female silhouettes.

Following your moodboard, you need to establish an appropriate color palette for your fashion product line. Your color palette should consist of colors related to your theme.

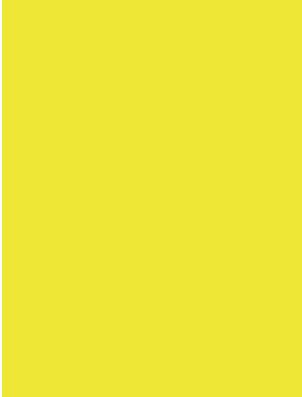
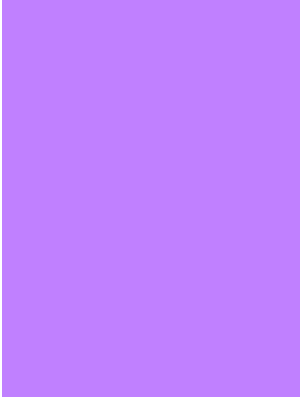
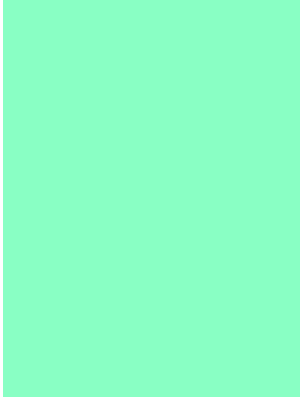
In the grids below, place the colors that will go along with your concept. Include either an image of the color swatch or use the table properties in Microsoft Word. Use the Guide To Color Selection tool to guide your process.

Key Colors

		
Color Name and Reference # 69C6DF	Color Name and Reference # #600080	Color Name and Reference # 0080ff

Accent/Secondary Colors



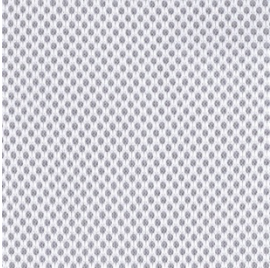
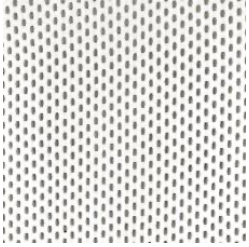

		
Color Name and Reference # #ECE41D	Color Name and Reference # C080ff	Color Name and Reference # 89ffc4

Explain why you chose the colors in this palette.

I chose the colors on this palette because they are bright and stand out and make a statement like most sports teams jerseys as well as would create cool tie-dye print amongst a mesh/polyester lined fabric similar to basketball shorts type feel but create more high fashioned silhouetted pieces such as blazer, trousers, and crop tops or blouses.

The next step of the concept process is to choose the fabrics with which you will work. It is recommended that you select fabrics that are appropriate for your product category. If you are designing styles that will coordinate within a product category, such as tops and bottoms in menswear, then you will need to consider more fabric options and which fabrics will pair well with one another. Be sure to note the season for which you are designing, since this is a big influence on fabric selection.

It is recommended that you include closeup images of the fabrics you select. This will be helpful in Part Three of the project when you synthesize this information into a final six-product line sheet. Use the Guide To Fabric Selection to inform your decision making.



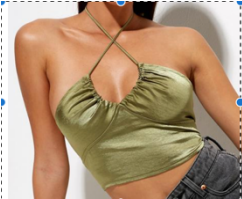
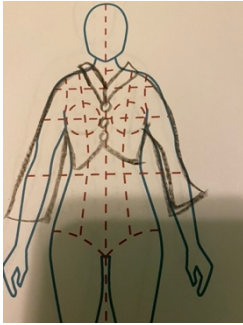
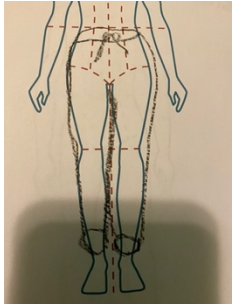


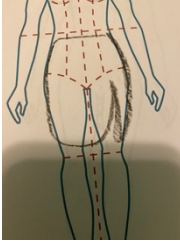


Image 	Image 	Image 	Image	Image
--	--	--	-------	-------



Fabric Type Spacer white mesh	Fabric Type Open cell mesh	Fabric Type polyester	Fabric Type	Fabric Type
----------------------------------	-------------------------------	--------------------------	-------------	-------------

Next, you need to select the styles that will be present in this line. The styles you choose will depend on the product category you selected in Part One. Note that your line sheet in Part Three will include six products in total, so it is recommended that you select a sufficient number of styles in order to have enough options to choose from for your final line sheet.

Be sure to consider a variety of hemlines, necklines, and silhouettes that may go along with the specific product types and styles that you're inspired to create. Add as many of each category as you need in this section. Review the Line Creation Reference Guide tool to help you begin thinking about different style options. You can also note in the "Style Name" section whether you intend on modifying or further developing this style, as you may not be able to find an exact image of what you want in your line.

				
Sports Blazer (less female cut, more straight line male suit coat cut)	Lounge Trouser	Tie Crop Top	Long Sleeve crop button up	Joggers
				
Short Sleeve high neck crop top add a chest cut out	Loose Fit Short cut basketball shorts	Mini Skirt	Muscle Tank	T-Shirt MINI Dress with open chest cut out or torso cut outs





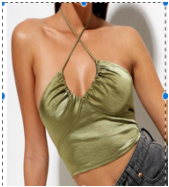



PART THREE

Designing Your Product Line and Line Sheet

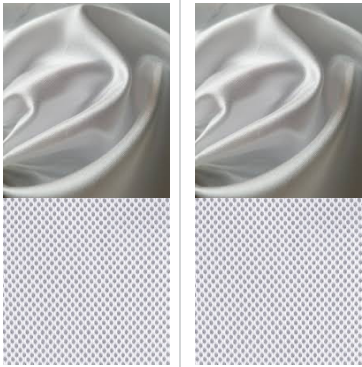
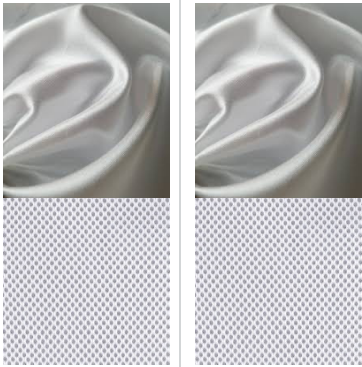
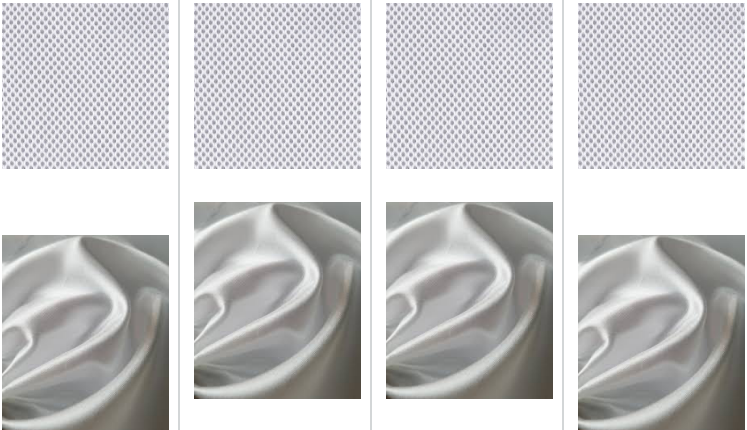
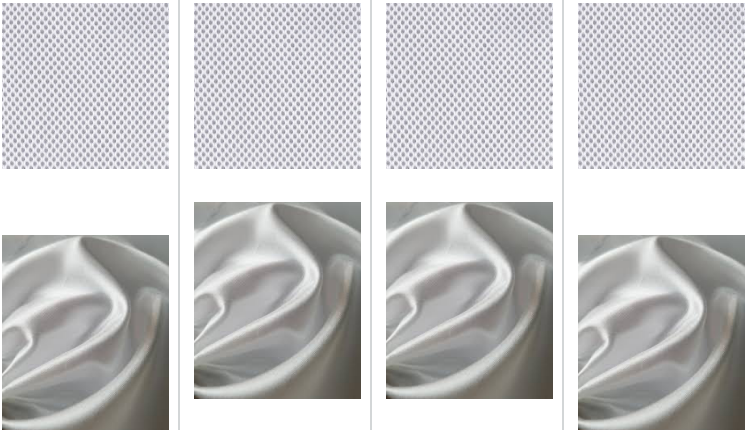
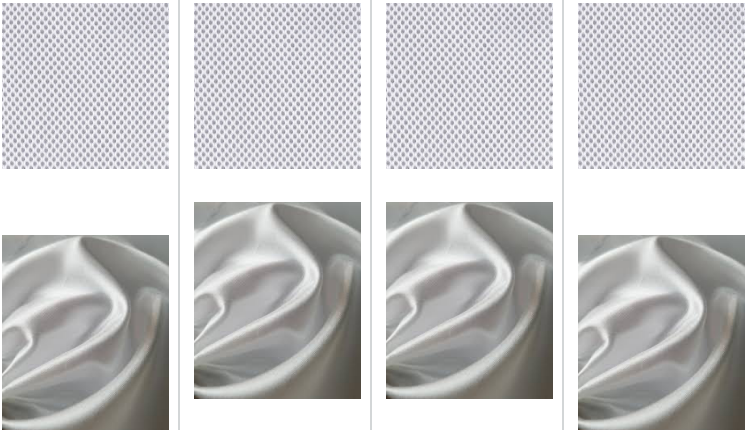
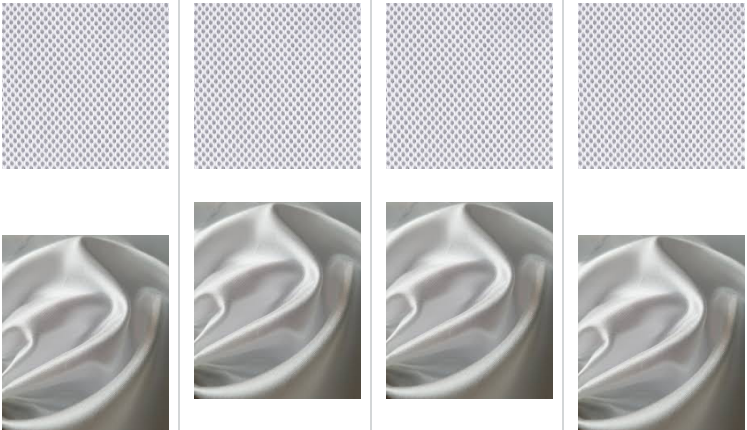
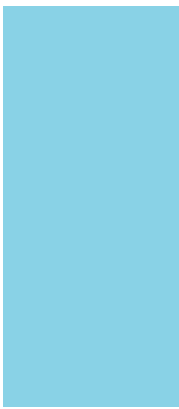
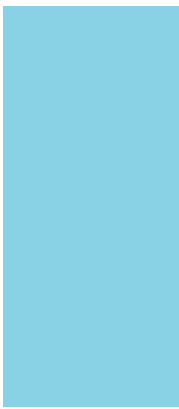


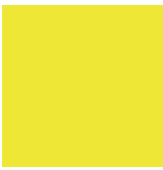
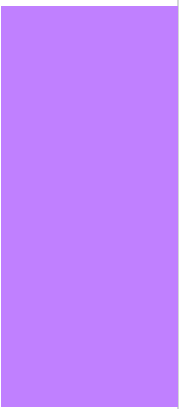
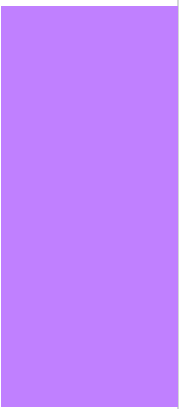
In this part of the course project, you will conduct a line edit by selecting the final styles and silhouettes for your line and present your final six products in a line sheet.

Before you create your line sheet, this is your time to review the styles, silhouettes, colors, and fabrics that you selected in Part Two. Carefully consider how those choices and the resulting line you've proposed match the vision of your concept and the needs of your target market. While you may have an attachment to everything you initially selected, an important part of fashion is to pare down your choices.

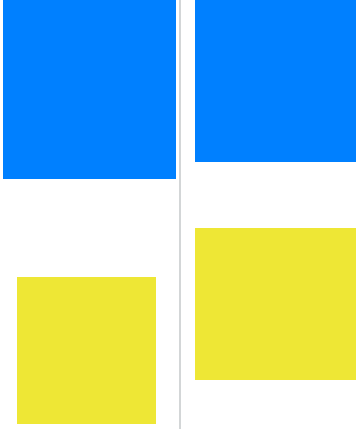
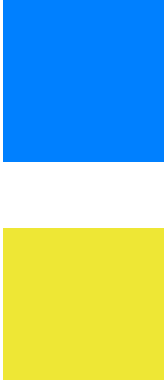
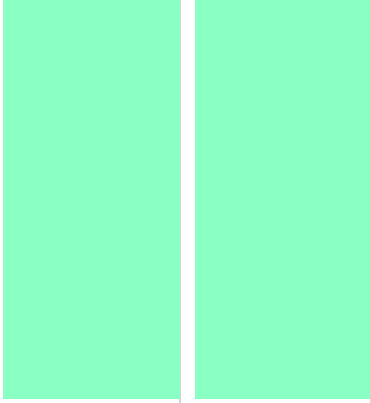
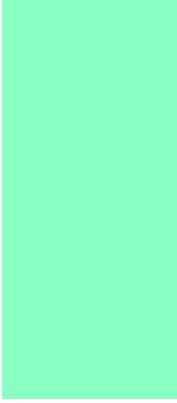


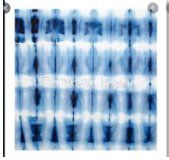
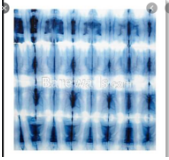
Once you perform this review, use the line sheet template below to show your final product line. Your final line should consist of six products that match your brand and target market from Part One and communicate your concept from Part Two. After you fill out your line sheet, you will answer a series of reflection questions about your product line.

Brand Name and Logo						
Season, Year, and Collection Name						
Product Name	Sport Blazer	Loung Trous er	Tie Crop	Short Sleeve high neck (with chest cut out)	Short Basketball Shorts	Cut out t- shirt dress
Product Image(s)						
Description of Product Styles (hemline, neckline, silhouette, sleeves, etc.)	Loose Fitting, Long Straight cut lines, meant to wear open but contains button, over-	Wide leg high waisted flared feminine style trousers	Can wear as straight straps or cross/tie for a more halter look (pair under blazer with	Cropped, high neck t- shirt with high chest cut out just above the cleavage area	Women's athletic shorts same fabric build as basketball shorts	T-shirt dress with side torso cutouts



	size look		trousers)			
Fabric Image(s)						
Fabric Descriptions	Woven Mesh Jersey like material lined with polyester for comfort.	Woven Mesh Jersey like material lined with polyester for comfort.	Woven Mesh Jersey like material lined with polyester for comfort.	Woven Mesh Jersey like material lined with polyester for comfort.	Woven Mesh Jersey like material lined with polyester for comfort.	Woven Mesh Jersey like material lined with polyester for comfort.
Key Color(s)			  			Will Come in the mixed blue/yellow mosaic print as seen in trouser set AND the purple/green horizontal tie dye



Accent Color(s)						See above
Print (if used)	 <p data-bbox="349 1045 516 1077">Mosaic print</p>	 <p data-bbox="540 1178 708 1209">Mosaic Print</p>	Solid	 <p data-bbox="922 1073 1089 1136">Horizontal Tie dye print</p>	 <p data-bbox="1114 1073 1281 1167">Horizontal Tie Dye Print</p>	See above

How does your final product line communicate your concept? What elements of the line are inspired by the concept?

The element of taking Sports like athletic wear made streetwear, and bring an edgy high-fashion standard to it. With a world that is quickly re-defining what is considered “Professional,” with the blazers, pants, and blouses in a world of remote work taking comfortable as well as making the male dominated “streetwear pieces,” and make them chic where it can apply to so many experiences and daily activities while still allowing people to express themselves.

How does your final product line appeal to your target market? What elements of the line are intended to speak to your target market?



It is vibrant and comfortable making it easily wearable while trying to make a fashion statement for those who influence or want to stand out. Mixing streetwear normally worn by men to empower women to make bold statements with professional silhouettes and fun silhouettes for ladies.

How does your final product line fit with the fashion brand for whom you are designing? Is it a departure for the brand or an evolution of its signature mission and vision?

It is my own creation and a new vision!

To submit this assignment, please refer to the instructions in the course.

