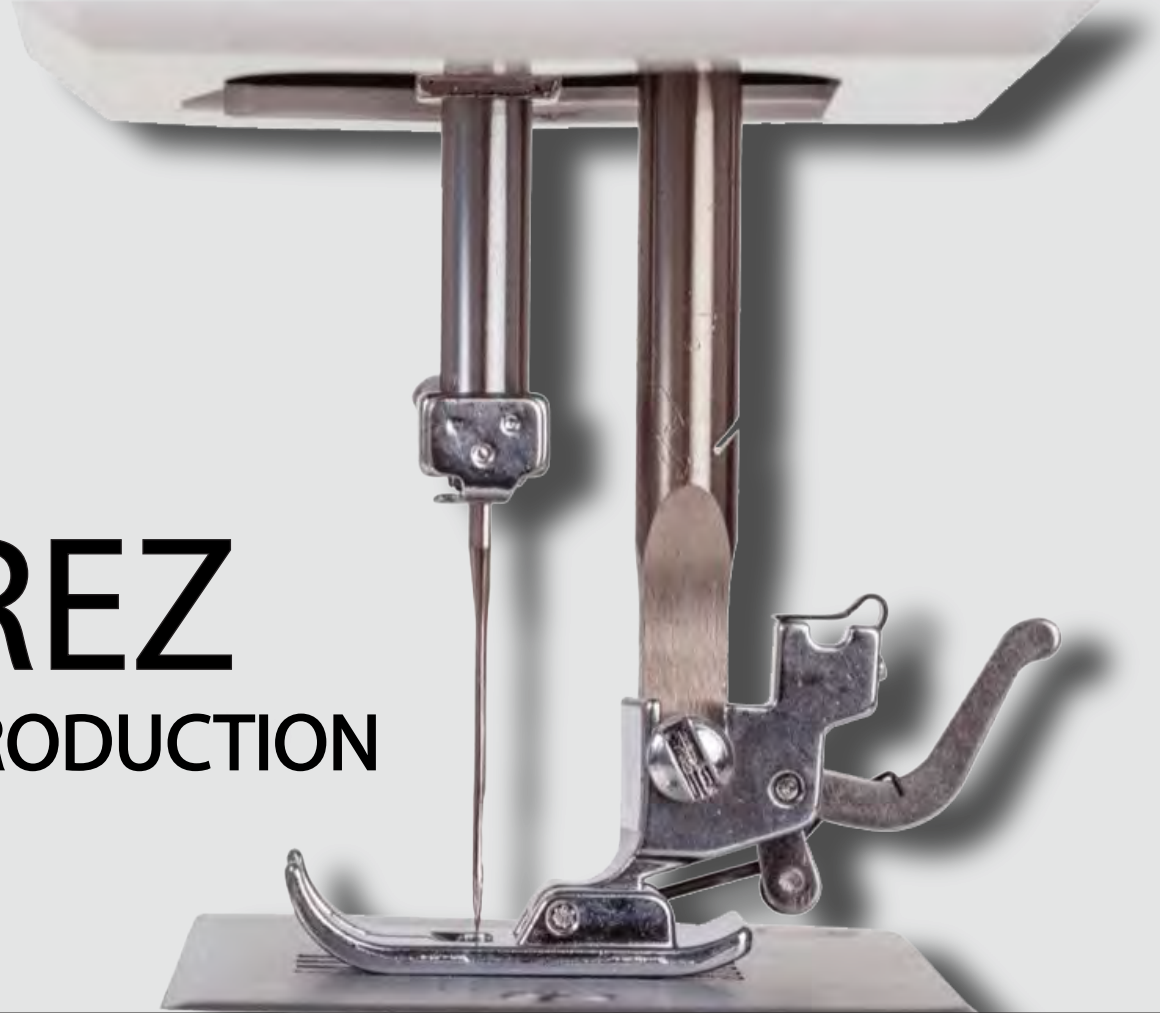


**EMILIA PEREZ**

**DESIGN AND APPAREL PRODUCTION**

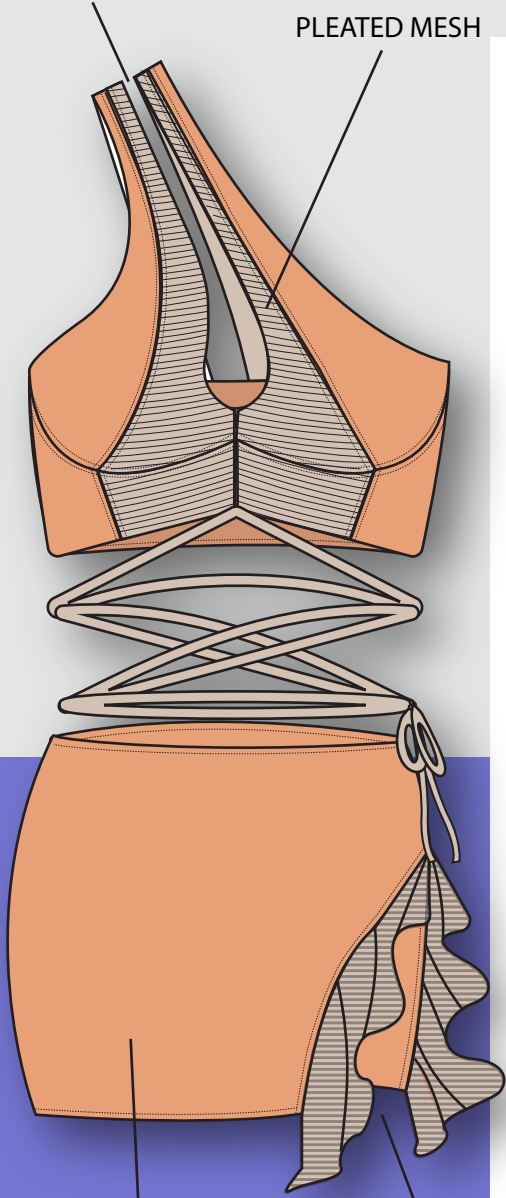
**PEREZ1EE@CMICH.EDU**



# STYLE BOARD DEVELOPMENT

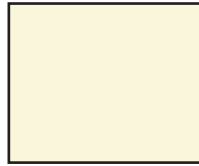
ONE-SHOULDER DESIGN

PLEATED MESH



STRETCH KNIT/UNLINED

SIDE SPLIT SKIRT WITH FLOUNCE RUFFLE



PANTONE 1-10 C



PANTONE P 8-4 C



PANTONE P 168-3 C



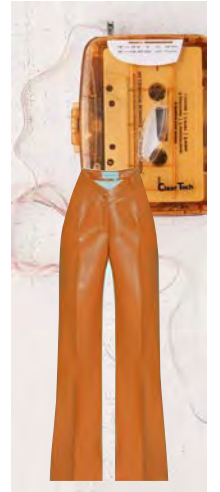
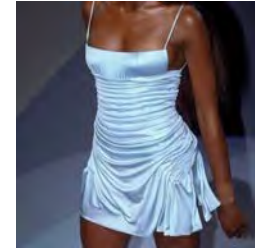
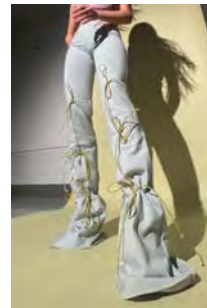
PANTONE P 23-2 C



PANTONE P 173-1 C



PANTONE P 34-11 C

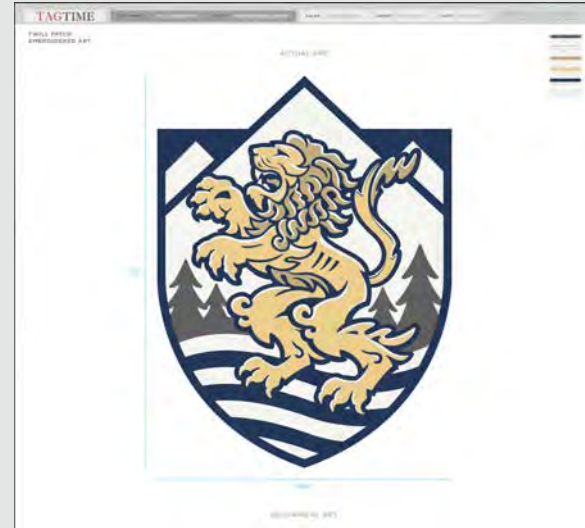




# SOURCING



## TAGTIME



## SKETCH OF PATCH ON GARMENT



## EMBROIDERY PATCH SAMPLE



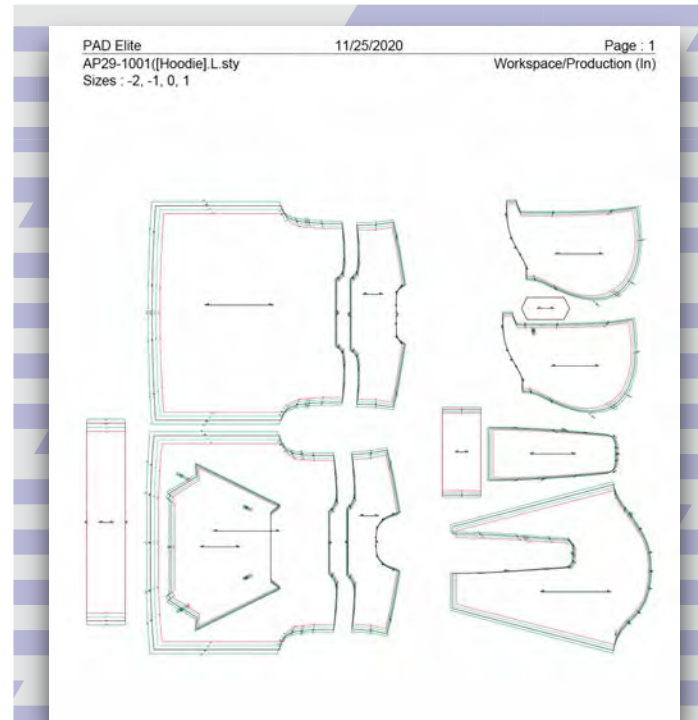
Here is the artwork used to get the patch produced. Specifying the colors and sizing for the embroidered patch.

# PATTERN DEVELOPMENT



Pictured above is a hoodie that we are producing for our client Appellation29.

After approving the sample, that was when we then moved onto the process of grading the pattern.



-Here is the pattern for the hoodie all graded for 4 sizes.

-The picture in the top left show the pattern laid out in a marker and how each piece will be cut from the fabric



# SAMPLE GARMENT DEVELOPMENT

## 1ST STAGE OF JOGGER SAMPLE



## JOGGER TECH PACK: DESIGN DESCRIPTION



## CLOSE UP OF ENZYME WASH DISTRESSING



## 2ND STAGE OF JOGGER SAMPLE: AFTER ENZYME WASH

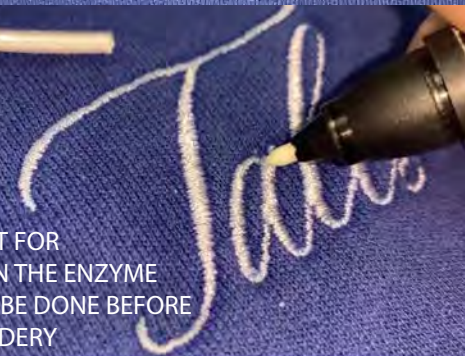


- Here is one of the samples that I had produced for a client.
- The sample had gone through multiple stages to get it to the way our client had envisioned it. The 1st stage of the jogger was a dark navy blue color, but the clients wanted something more vintage looking, so we put it through an enzyme wash . Normally, I would've held off on any embroidery so that it would not be affected in the wash, but this embroidery ended up being tinted since the enzyme wash was an after thought.
- I had to keep track and update the technical package for this design throughout the development stage.

EMBROIDERY STAINED  
FROM ENZYME WASH

Tales

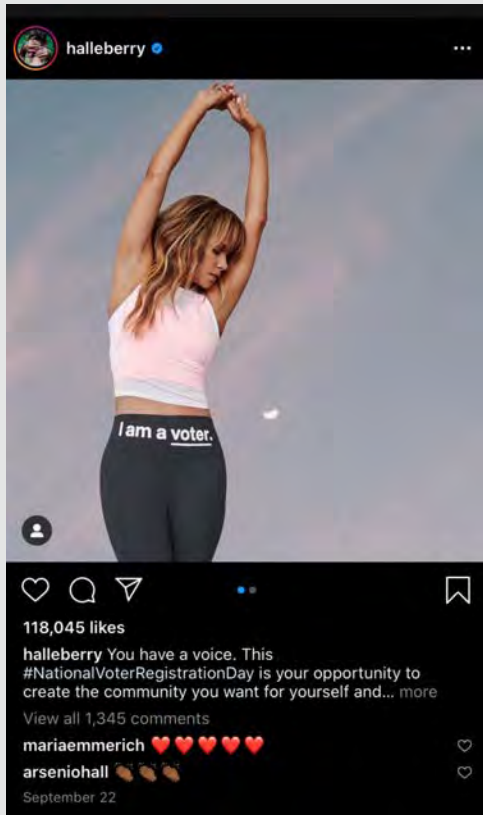
NOTING THAT FOR  
PRODUCTION THE ENZYME  
WASH MUST BE DONE BEFORE  
THE EMBROIDERY



# QUALITY CONTROL

Here I am checking over a completed production, making sure that the finished goods are in perfect condition, before I pack up and send to a client.

I was double checking that all the prints are not messed up, the leggings didn't have any loose threads, or have any adhesive on the inside since they had to be tacked down to be screen printed.





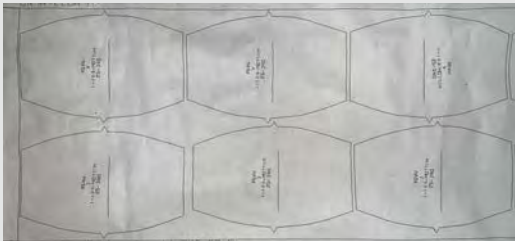
# GARMENT PRODUCTION

## CUTTING TICKET FOR STAR WARS MASKS

**STAR WARS - Mask Program**  
4,100 units total

Category	SKU	Quantity	SKU	Quantity	SKU	Quantity	SKU	Quantity
ADULT	#STWFSMASK001	1000 units	#STWFSMASK002	1000 units	#STWFSMASK003	500 units	#STWFSMASK004	500 units
ADULT	#STWFSMASK005	200 units	#STWFSMASK006	200 units	#STWFSMASK007	100 units	#STWFSMASK008	200 units
KIDS	#STWFSKMASK005	100 units	#STWFSKMASK006	100 units	#STWFSKMASK007	100 units	#STWFSKMASK008	100 units

PATTERN MARKER



CUT MATERIAL



FINAL MASK



I worked on production for Love Your Melon. I had to source out the fabric, develop a face mask pattern, test out the prints, and then finally go into production.

## FINISHED MASK PRODUCTION



PACKED IN  
INDIVIDUAL  
POLY BAGS

FULLSPEED 100

(323) 440-7448 **FULLSPEED100** Los Angeles, CA 90015

Program:	SONDORS		Style Name/Number:	#107
Description:	WOMENS CROP TEE			
Division:	WOMENS WEAR	Create Date:	8/20/2020	
Designer:	COCO	Modified Date:	11/18/2020	
Tech Pack Designer:	EMILIA PEREZ	Due Date:	12/18/2020	
Size Range:	XS - 2XL	Ship Date:	12/ /2020	
Private label Blank:	BELLA + CANVAS 8882 FLOWY CROP TEE	Vendor/s:	BESA PRINTING	
Color/s:	BLACK ON WHITE ; WHITE ON BLACK	Estimate:	\$8.55 piece	

Front and Back Full Color Sketch

White/Black Print      Black/White Print

# TECHNICAL PACKAGE DEVELOPMENT

Working for Full Speed 100, I was always creating technical packages for our clients, and updating them as we went through the development stage.

I dealt with issues that would arise during the development process, such as screen printing issues shown below, making sure that issues wouldn't happen during production.

(323) 440-7448 **FULLSPEED100** Los Angeles, CA 90015

Program:	SONDORS		Style Name/Number:	#107
Description:	WOMENS CROP TEE			
Division:	WOMENS WEAR	Create Date:	8/20/2020	
Designer:	COCO	Modified Date:	11/18/2020	
Tech Pack Designer:	EMILIA PEREZ	Due Date:	12/18/2020	
Size Range:	XS - 2XL	Ship Date:	12/ /2020	
Fabric Category:	BELLA + CANVAS 8882 FLOWY CROP TEE	Vendor/s:	BESA PRINTING	
Color/s:	BLACK ON WHITE ; WHITE ON BLACK	Estimate:	\$8.55 piece	

Front and Back Technical Sketch

Graphic centered at chest      Reflective Logo at center back neck





Program: SONDORS		Style Name/Number: #107	
<b>Description:</b> WOMENS CROP TEE			
<b>Division:</b> WOMENS WEAR	<b>Create Date:</b> 8/20/2020		
<b>Designer:</b> COCO	<b>Modified Date:</b> 11/18/2020		
<b>Tech Pack Designer:</b> EMILIA PEREZ	<b>Due Date:</b> 12/18/2020		
<b>Size Range:</b> XS - 2XL	<b>Ship Date:</b> 12/ /2020		
<b>Fabric Category:</b> BELLA + CANVAS 8882 FLOWY CROP TEE	<b>Vendor/s:</b> BESA PRINTING		
<b>Color/s:</b> BLACK ON WHITE ; WHITE ON BLACK	<b>Estimate:</b> \$8.55 piece		

Artwork Specs

13 1/2"

# SONDORS

1 1/4"

1"

MALIBU, CALIFORNIA

5/8"

USED ON:  
1. MEN'S LOCATION V-NECK TEE  
2. WOMEN'S LOCATION CROP TEE



Program: SONDORS		Style Name/Number: #107	
<b>Description:</b> WOMENS CROP TEE			
<b>Division:</b> WOMENS WEAR	<b>Create Date:</b> 8/20/2020		
<b>Designer:</b> COCO	<b>Modified Date:</b> 11/18/2020		
<b>Tech Pack Designer:</b> EMILIA PEREZ	<b>Due Date:</b> 12/18/2020		
<b>Size Range:</b> XS - 2XL	<b>Ship Date:</b> 12/ /2020		
<b>Fabric Category:</b> BELLA + CANVAS 8882 FLOWY CROP TEE	<b>Vendor/s:</b> BESA PRINTING		
<b>Color/s:</b> BLACK ON WHITE ; WHITE ON BLACK	<b>Estimate:</b> \$8.55 piece		

Logo Placement

PLACEMENT OF REFLECTIVE LOGO

Centered at Back Neck  
1" from neck seam

(Graphic not shown in actual size)

3 1/4"  
1 3/8"

# TECHNICAL PACKAGE DEVELOPMENT

For this clients technical package, it is based off a private label production. The package included the colored and flat technical sketches, logo, label, and hang-tag placement.

Program: SONDORS		Style Name/Number: #107	
<b>Description:</b> WOMENS CROP TEE			
<b>Division:</b> WOMENS WEAR	<b>Create Date:</b> 8/20/2020		
<b>Designer:</b> COCO	<b>Modified Date:</b> 11/18/2020		
<b>Tech Pack Designer:</b> EMILIA PEREZ	<b>Due Date:</b> 12/18/2020		
<b>Size Range:</b> XS - 2XL	<b>Ship Date:</b> 12/ /2020		
<b>Fabric Category:</b> BELLA + CANVAS 8882 FLOWY CROP TEE	<b>Vendor/s:</b> BESA PRINTING		
<b>Color/s:</b> BLACK ON WHITE ; WHITE ON BLACK	<b>Estimate:</b> \$8.55 piece		

Label and Hangtag Placement

**MAIN AND SIZE LABEL PLACEMENT**  
(CENTERED AT BACK NECK)

TOP CORNERS TACKED TO BACK NECK TAPE WITH BLACK THREAD (SHOWN IN RED FOR VISIBILITY)

**MAIN LABEL - FOLDED ENDS**

SIZE LABEL IS CENTERED AND SEWN TO BOTTOM UNDERSIDE OF MAIN LABEL WITH BLACK THREAD (1/4" FROM TOP OF SIZE LABEL)

**SIZE LABEL - FOLDED IN HALF**  
(Sewn to Main Label)

XS S M L XL

**HANGTAG PLACEMENT**  
(LOOPED THROUGH FOLDED SIZE LABEL AT CB NECK)





# ORIGINAL DESIGN DEVELOPMENT



BLANCA WEST

Butterfly Effect Portfolio  
Emilia Perez  
2020

## Contents

Butterfly Portfolio  
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**Inspiration Board** // Pg. 5  
**Colored Croquis** // Pg. 6  
Technical Package  
**Style Description Sheet** // Pg. 7  
**Call-Out Sheet** // Pg. 8  
**Material Sheet** // Pg. 9  
**Hangtag/Labels** // Pg. 10  
**Pattern Sheet** // Pg. 11  
**Sampling Sheet** // Pg. 12  
**POM's** // Pg. 13

BLANCA WEST

## OUR CUSTOMER

**Gender** // Female

**Age** // 20-30

**Occupation** // Student/Blogger

**Annual income** // \$40,000

**Geographic Location** // Grand Rapids, MI

**Buying habits** // Impulse buying, sale shopper, but is willing to pay for designer when she finds something she loves.

**Lifestyle** // Active, Always taking photos, Fashionista, Shopaholic, likes the night life, festival goer, likes to blog, and shop online.

**Leisure activity** // She likes going to festivals with her friends and taking the best social media pictures.

**Favorite designers & brands** // Victoria's Secret, Dolls Kill, Luis Vuitton, Versace, House of CB, Hot Miami Styles, Fashion Nova





# BRANDING

Name // Blanca West

Vision // 25-30

**Brand Image** // Blanca West is a clothing brand that focuses on our customer being EXTRA at all times. Blanca West is perfect for costuming, fashion photography wear, rave/festival wear, and even lingerie wear. We are inspired to turn women into glistening trophies, making women feel confident in their skin while also having a sense of whimsy designed garments.



**Comparative Brands** //

Jordan-Dime: Focuses on a lot of bling with unique silhouette, but less affordable compared to BW.  
 Poolside Collection: Simple silhouettes but uses more color, but less affordable compared to BW.

# INSPIRATION



**WEST** **Style Description** (102) 362-4295 // Whiskys 48954

Date: 10-1-2019 Season: S/S 2020 Program: Blanca West Flexwear

Style #: FW-102 Description: Jeweled Bodysuit Create Date: 10/20/2019

Division: Costuming Designer: Emilia Perez Modified Date: 10/29/2019

Size Category: Womens Technical Designer: Emilia Perez Due Date: 11/7/2019

Size Range: S-XL Fabric Category: Rayon/Poly/Spandex Ship Date: 11/12/2019

Estimate: \$250.00 Color(s): Nude/Silver Vendors: F-100

Labeled Front Technical Sketch: Labeled Back Technical Sketch:

**WEST** **Call-Outs** (102) 362-4295 // Whiskys 48954

Program: Blanca West Flexwear Style Name/Number: FW-102

**Detail Closeup #1:**  
The front features a cut-out with 3d butterflies sticking out from the center. They will be sewed and completely glued. They will be made out of a mirror faux leather, with a glitter iron on backing.

**Detail Closeup #2:**  
On the back of the corset, an embellished hook and eye closure will be sewn. The inside will be lined with a nude lining fabric.

**Detail Closeup #3:**  
The collar area has metal rings sewn onto the edge so that the corset pulls downwards. Chains can clip onto it.

**WEST** **Pattern Sheet** (102) 362-4295 // Whiskys 48954

Digitized Pattern Pieces With Seam Allowances/Marking Program: Blanca West Flexwear Style Name/Number: FW-102

Code	Pattern Piece Name	# Of Cuts	On Fold (Y/N)	On Bias (Y/N)	Seam Allowance (in.)	Adjustments Indicated Below
A	FRONT BODICE	2	Y	N	5"	
B	BACK BODICE	2	Y	N	5"	
C	COLLAR	2	N	N	5"	
D	Butterfly	2	N	N	0"	

**WEST** **Material Sheet** (102) 362-4295 // Whiskys 48954

Program: Blanca West Flexwear Style Name/Number: FW-102

Sketch Labeled With Materials Location: Fabric Swatches

FABRIC B, A, AND C ARE LAYED IN THAT ORDER WITH FABRIC B BEING THE OUTSIDE FRONT SHELL.

Code	Description	Item # / Vendor	Material	Use	Fiber Content	Color	Width (in)	Dry. Per Garment	Unit	Unit Price
A	GLITTER STRETCH	#9636	FABRIC	BODYSUIT SHELL	80% 50% SPANDEX	SILVER	59"	1	YD	\$10.90
B	BIWHESTONE SHEET	#9826	FABRIC	BODYSUIT SHELL		SEVER	60"	1	ROLL	1.00
C	NUDE LINGRIE	#9276	FABRIC	LINING	80% 50% SPANDEX	NUDE	50"	1	YD	\$10.90
D	MIRROR FAUX LEATHER	#9896	FABRIC	COLLAR/WINGS	NOVELTY	NUDE	46"	1	YD	\$11.90
E	Rhinestone Chain	#9272	TRIM	JANGGANG CHAIN		SILVER	10"	50	YD	1.00
F	METAL CLASPS	#9176	TRIM	CHAIN CLASPS		NUDE	10"	1	PK	1.00
G	METAL RINGS	#9186	TRIM	CHAIN RINGS		SEVER	10"	1	PK	1.00
H	SILVER ELASTIC	#9236	TRIM	EDGE OF SUIT		SEVER	2"	1	YD	\$12.90

Target Cost: Actual Cost:

**WEST** **Sampling Sheet** (102) 362-4295 // Whiskys 48954

Technical Sketch Labeled with POM's Front: Back:

**WEST** **Style Summary** (102) 362-4295 // Whiskys 48954

POM's Description Program: Blanca West Flexwear Style Name/Number: FW-102

Code	Point of Measurement	TDL +/-	Units	XS	S	M	L	XL	2X
A	FRONT TOP-SIDE OF BODYSUIT	5"+/-	IN	11"	11"	13"	13"		
B	HALF OF FRONT COLLAR	3"+/-	IN	3.5"	3.5"	4.5"	4.5"		
C	LENGTH OF HALF CLUTOUT	3"+/-	IN	11"	11"	12"	12"		
D	LENGTH OF BACK	3"+/-	IN	13"	13"	15"	15"		
E	LENGTH OF BACK LEG OPENING	3"+/-	IN	9"	9"	11"	11"		
F	LENGTH OF SIDE	3"+/-	IN	6.5"	6.5"	7"	7"		
G	Top Hip Chain	3"+/-	IN	23"	23"	23"	23"		
H	Top Middle Hip Chain	3"+/-	IN	29"	29"	29"	29"		
I	Bottom Middle Hip Chain	3"+/-	IN	33"	33"	33"	33"		
J&K	Bottom Hip Chains	3"+/-	IN	46"	46"	46"	46"		
L	Butterfly length	3"+/-	IN	23.5"	23.5"	24.5"	24.5"		

**WEST** **Hangtag/Labels** (102) 362-4295 // Whiskys 48954

Program: Blanca West Flexwear Style Name/Number: FW-102

Care Label (Specs) Main Label #1 (Specs) Main Label #2 (Specs) Hangtag (Specs)

Spot clean by hand in cold water, hang to dry, do not dry clean Made in the U.S.A.

Label Details: Printed/Woven/Material/Size/Shape/Placement/How it will be attached/ Care label/Wash Instructions

Care Label Information:  
 BODICE: The care label, string, and logo will be placed on the top center of the back bodice.