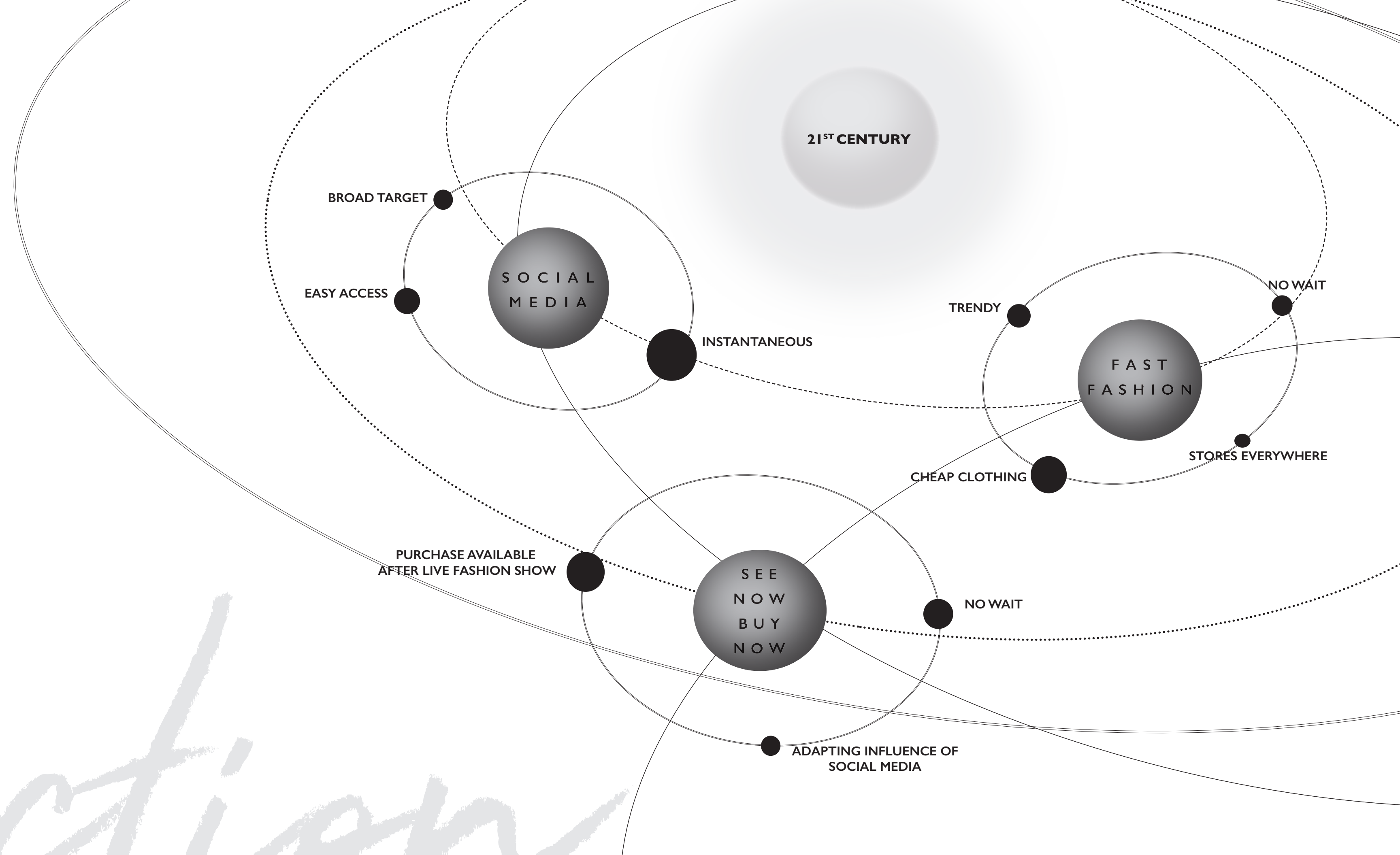


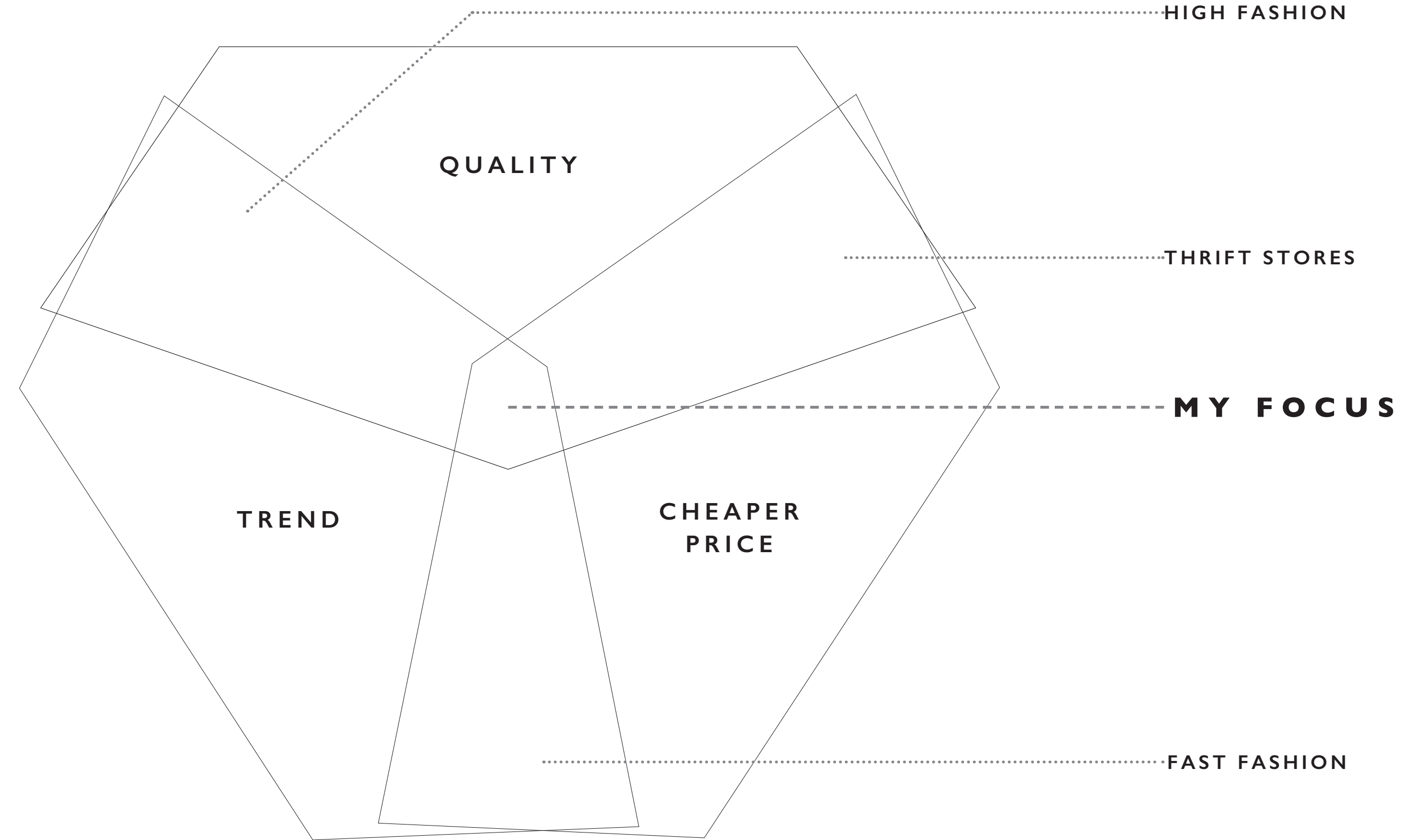
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INTRODUCTION



VENN DIAGRAM OF MODERN FASHION CONSUMING ATTITUDE



I INTERVIEWED 4 PEOPLE FOR THEIR
EXPERIENCES IN FAST FASHION AND THEIR
DEMANDS IN QUALITY CLOTHING.

INTERVIEW

interview

QUESTION 1: HAVE YOU SHOPPED FROM ANY FAST FASHION RETAILERS?

- A: Yes
- B: I have shopped from fast fashion retailers
- C: I often shop fast fashion
- D: Yes

QUESTION 2: WHY DID YOU CONSUME FAST FASHION PRODUCTS? BECAUSE OF TRENDS OR PRICE? OR BOTH?

- A: Both
- B: I purchase the products because of the price
- C: I consume fast fashion for both trend and price
- D: Decent price, variety of choices. Both

QUESTION 3:
HOW DO YOU DESCRIBE THE QUALITY OF CLOTHING FROM FAST FASHION STORES?

- A: Usually not as durable and tends to shrink easily after a few dryer cycles / fade after a few washes
B: The quality from fast fashion is usually not the best
C: It depends on which store. forever 21 is generally cheap, HM is midrange and I would consider Zara to be high quality
D: Not great but wearable. Sometimes better than others

QUESTION 4:
WOULD YOU PREFER QUALITY OR QUANTITY?

- A: Quality
B: I prefer quality
C: I prefer quality most times
D: Quality? But sometimes I just feel like clothing shouldn't be crazy expensive

QUESTION 5:
HOW OFTEN DO YOU SHOP FROM A HIGHER END STORE?

- A: I tend to buy jackets, sweaters, outerwear, professional clothing, dresses from higher-end stores; go-out tops, shorts, one-time only occasion wear from fast fashion retailers.
B: Does Bloomingdales count as high end? If so every once in a while but if you mean LV or Gucci I shop it very rarely.
C: I shop from higher end stores a couple times a year
D: Rarely

QUESTION 6:
HOW WOULD YOU DESCRIBE YOUR SHOPPING EXPERIENCE FROM BOTH FAST FASHION AND HIGHER-END RETAILERS?

- A:** Fast fashion retailers obviously don't pay as much attention to your product selection. Higher-end retailers often give you individualized attention and are more willing to help you find your best fit.
B: Fast fashion shopping depends store like forever 21 isn't the best, free people is nicer but high end is the best
C: Annoying to actually go into. If I purchase something high end I buy it online to avoid racism, up charging, and other obnoxious practices. I like that at fast fashion stores, I can get in, get what I need and get out. So I would consider fast fashion to be more efficient and a more pleasant shopping experience (except for on black Friday)
D: In fast fashion stores everything seems to be affordable, whereas high end stores just seems intimidating

QUESTION 7:
IF A HIGHER END FASHION BRAND DISTRIBUTES THEIR PRODUCTS TO LOCAL STORES RIGHT AFTER RUNWAY SHOWS INSTEAD OF THE TRADITIONAL WAIT (WHICH USUALLY TAKES MONTHS FOR GARMENTS SHOWN ON THE RUNWAY TO GET TO LOCAL STORES), WOULD YOU GIVE UP BE MORE LIKELY TO SPEND FOR A HIGHER QUALITY AND TRENDY CLOTHING?

- A:** HELL TO THE YES
B: If it's sold to local store I would be more inclined to buy it
C: I have a lot of issues with higher end fashion brands because of racism, modelling practices etc. I value a mix of quality and price, so no. I would likely still choose fast fashion
D: Not sure if I have the money

T R E N D 7 5 %
Fast Fashion



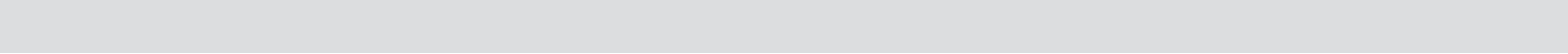
C H E A P 1 0 0 %
Fast Fashion

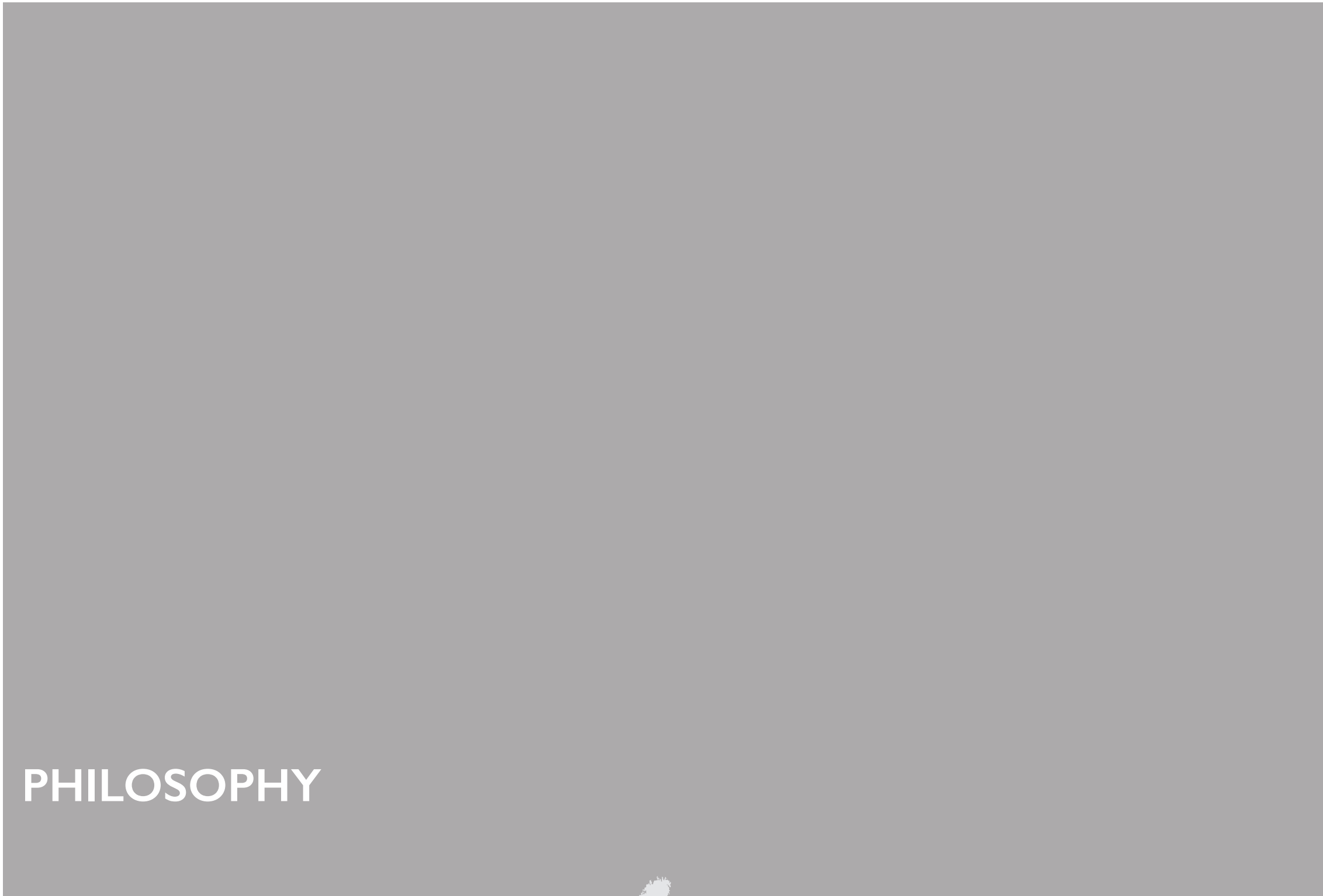


Q U A L I T Y 1 0 0 %
Designer / Higher-end

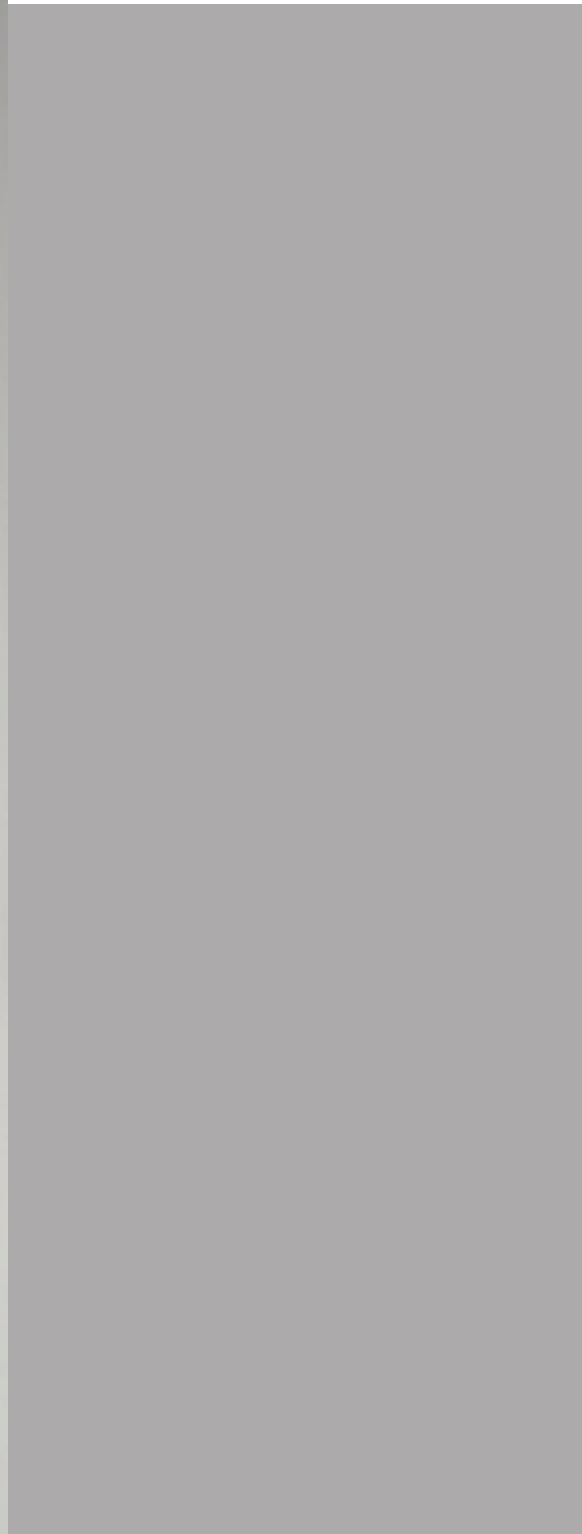


E X P E N S I V E 2 5 %
Designer / Higher-end





PHILOSOPHY



philosophy

T R E N D

A F F O R D A B I L I T Y

T H I S I S A B R A N D A B O U T

I N S T A N T A N E O U S

Q U A L I T Y

MORE PEOPLE CAN AFFORD TO SPEND ON **SEE-NOW-BUY-NOW**.

NO MORE WAIT

NO MORE IMPULSIVE SHOPPING

NO MORE TRASHING FAST FASHION PRODUCT AFTER A FEW WASHES

NO MORE WINDOW SHOPPING HOPING ONE DAY YOU CAN AFFORD IT

YOUNGER GENERATIONS SHOULD NOT BE LIMITED TO FAST FASHION FOR TREND AND FASHION.
THEY SHOULD ALSO BE ABLE TO SPEND REASONABLE PRICE FOR QUALITY TREND.



community

COMMUNITY



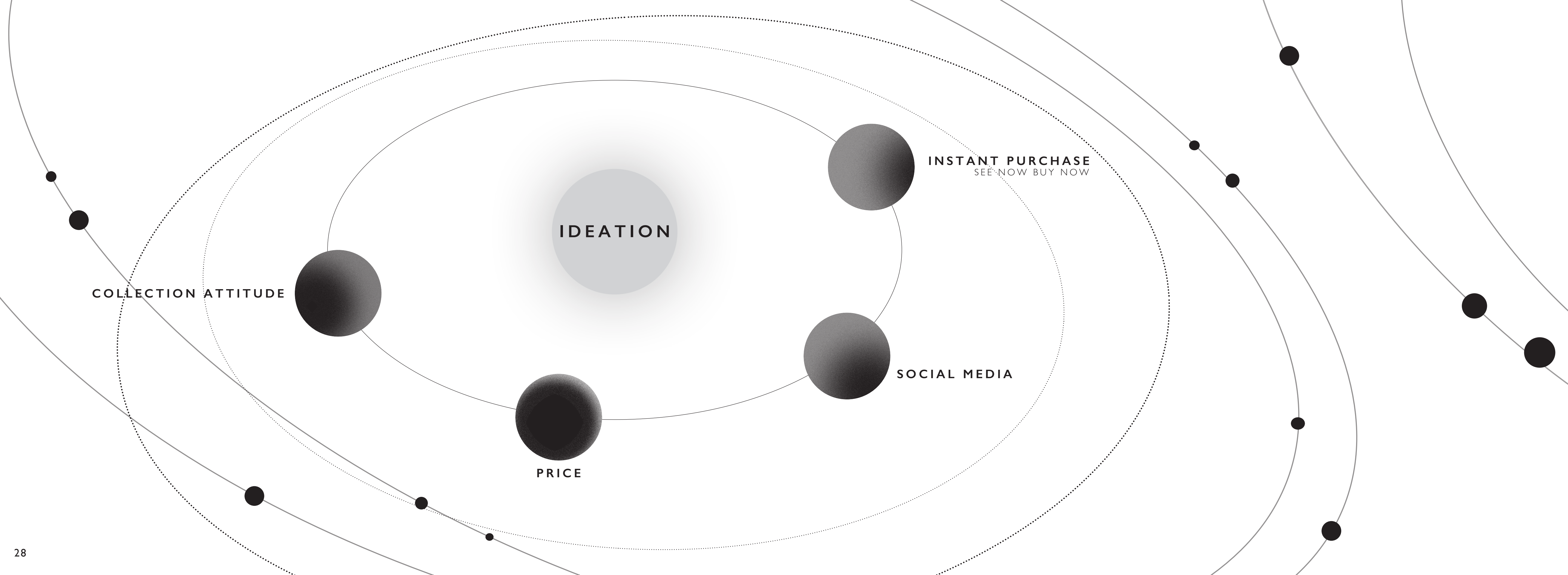
WHICH MAKES YOUNGER PEOPLE WHO

CANNOT AFFORD EXPENSIVE FASHION
BUT WOULD NOT MIND PAYING RESONABLE PRICE
FOR QUALITY PRODUCT OUR MAIN AUDIENCE.

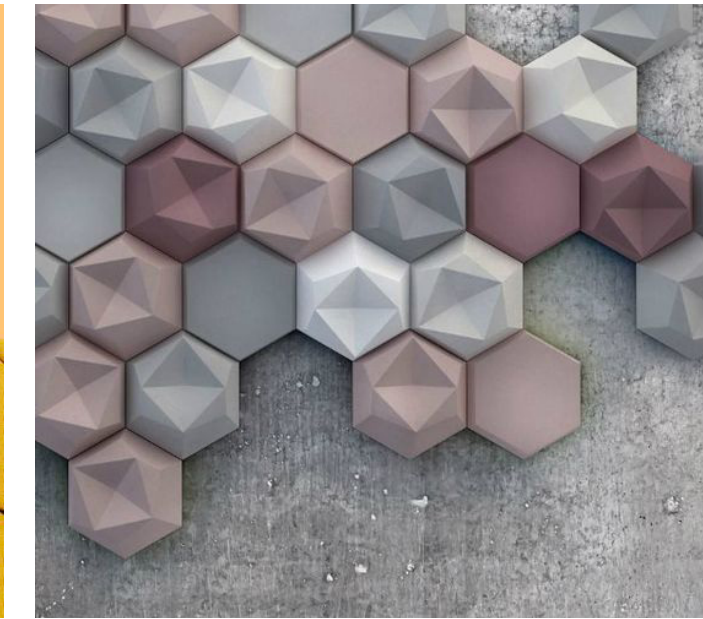
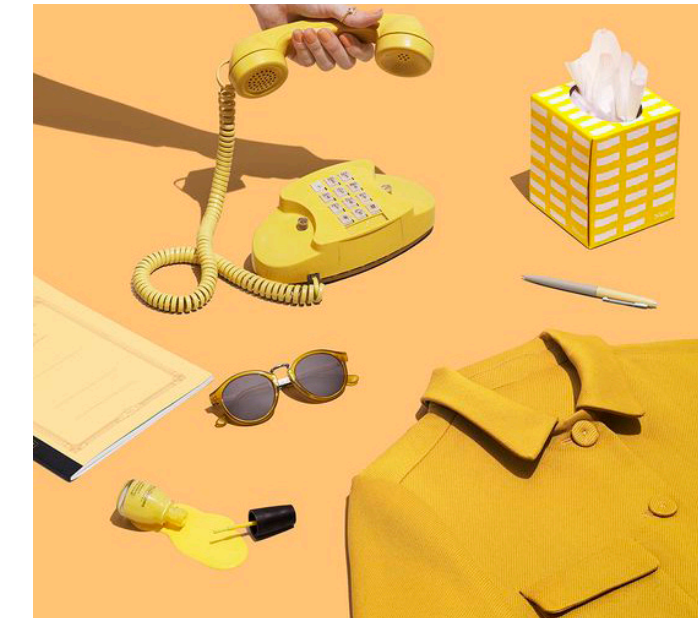


IDEATION





MONOCHROMATIC



COLLECTION ATTITUDE





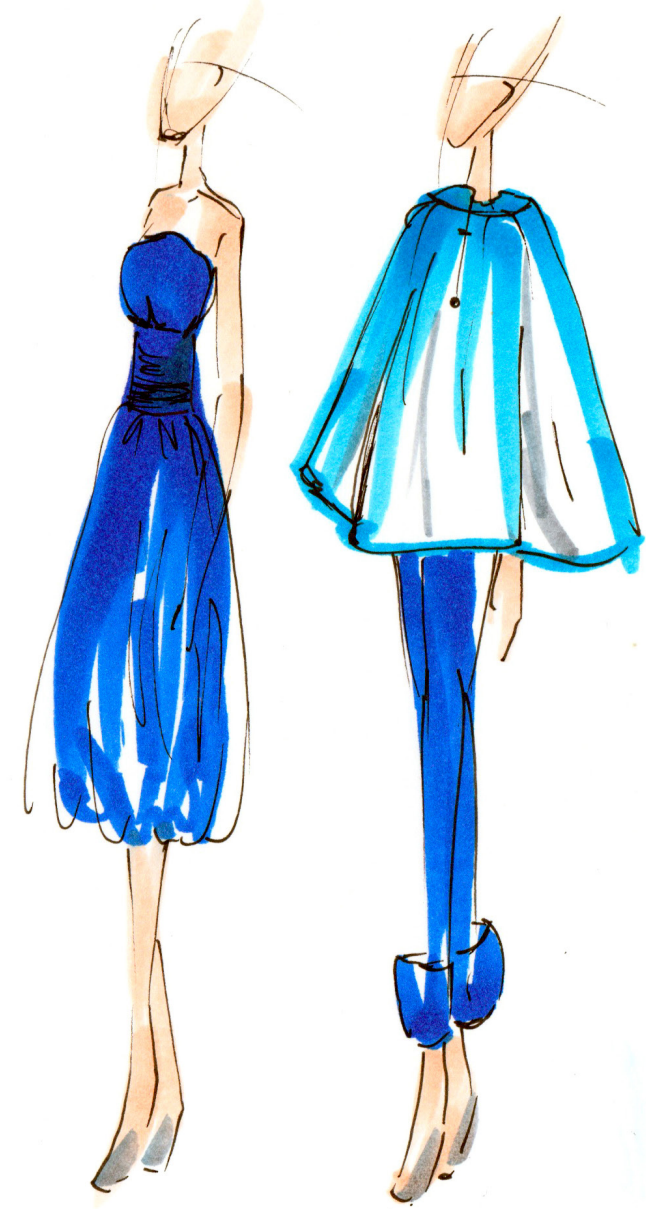
YOUNG



PLAYFUL

MODERN





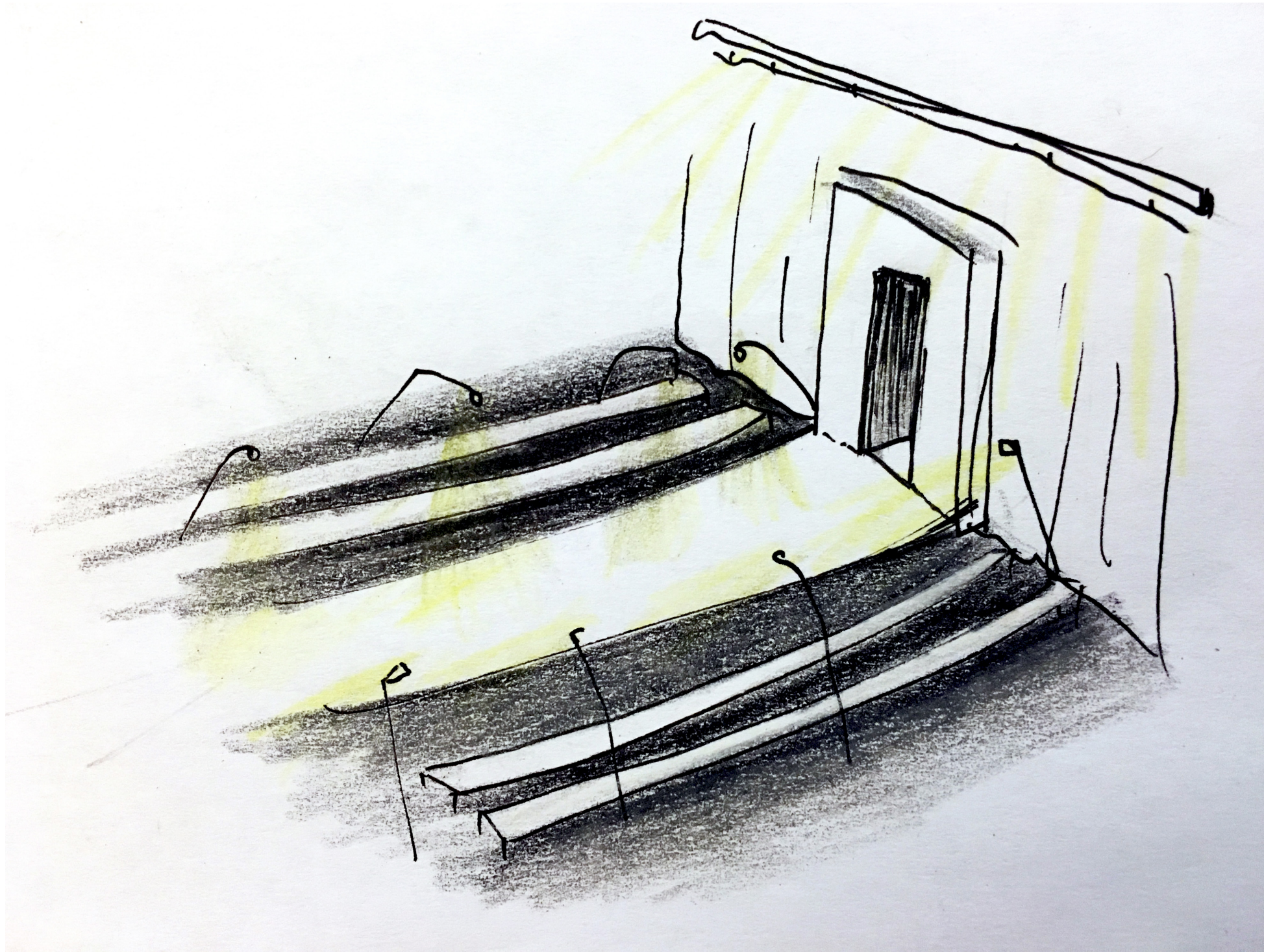
SKETCHES

SEASONS

F A S H I O N S H O W

See-Now-Buy-Now

FEBRUARY SEPTEMBER
FALL/WINTER SPRING/SUMMER



P O P - U P S T O R E

2 times a year. Open on show day
Duration: 1 month

2 stores in America (New York, Los Angeles)

FEBRUARY SEPTEMBER
FALL/WINTER SPRING/SUMMER



P R I C E

COST

FAIR QUALITY MATERIAL
DURABLE, INEXPENSIVE FABRIC

SKILLED SEWING TECHNICIANS

QUALITY CONSTRUCTION:
PATTERN MAKING, FIT, STITCHING, STURDY SEAM MAKING

RETAIL

RETAIL METHODS:
NO LOCAL STORE,
ONLY **ONLINE RETAIL** AND **POP-UP RETAIL** OCCASIONALLY

ONLINE & POP-UP:
LIMITED SUPPLY/STOCK EACH MONTH,
RESTOCK EVERY MONTH DEPEND ON EACH ITEM'S DEMAND
INCREASE THE PROFIT WHEN THERE IS A HIGH DEMAND

WIDE PRICE RANGE IN SAME CATEGORY
MORE OPTIONS IN PRICE AND STYLE

LOW-PRICED PRODUCT - BASICS **e.g. shirts, shorts, tank tops**
HIGH-PRICED PRODUCT - FANCY, UNIQUE **e.g. prints, special cut & pattern etc.**

PRICE RANGE COMPARISON



SHIRTS

DESIGNER
100-500

INSTAFASHION
50-150

FAST FASHION
10-30



TROUSERS

DESIGNER
600-2000

INSTAFASHION
90-300

FAST FASHION
30-100

OUTERWEAR

DESIGNER
600-5000

INSTAFASHION
150-1000

FAST FASHION
70-200





INSTAGRAM

FIND TREND / CREATE TREND

PROMOTE / BRANDING THROUGH PARTNERSHIP WITH INFLUENCERS

ONLINE LOOKBOOK

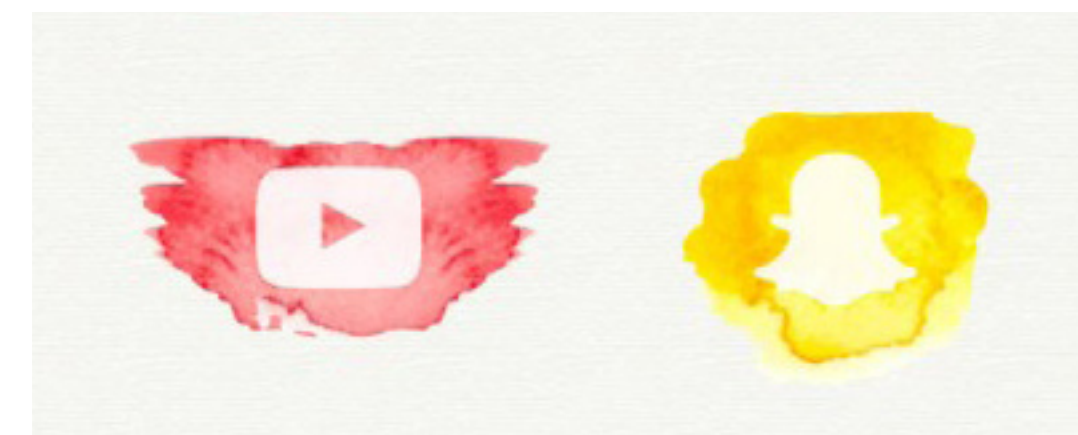
CONNECT WITH CUSTOMER THROUGH INTERACTIVE POSTS



FACEBOOK, TWITTER

ADVERTISEMENT

LINKS TO ONLINE SHOP



YOUTUBE, SNAPCHAT

YOUTUBE:
VIDEO BRANDING (BEHIND THE SCENE, SHOW ETC.)

SNAPCHAT:
STORIES DURING THE SHOW / RELEASE

S O C I A L M E D I A

INSTANT PURCHASE

LIVE ON INSTAGRAM DURING FASHION SHOW / COLLECTION RELEASE

SHOP ON INSTAGRAM RIGHT AFTER LIVE SHOW / RELEASE

INSTANT ACCESS TO THE NEWEST PRODUCTS

VISUAL ACCESS - INSTAGRAM POSTS

PHYSICAL ACCESS - ONLINE SHOPPING



SOURCING



SPEED UP SOURCING PROCESS

NARROW RAW MATERIAL CHOICES

FAST SOURCING

LIMIT FABRIC TYPE

MONOCHROME

NARROW COLOR RANGE

1-2 COLORS

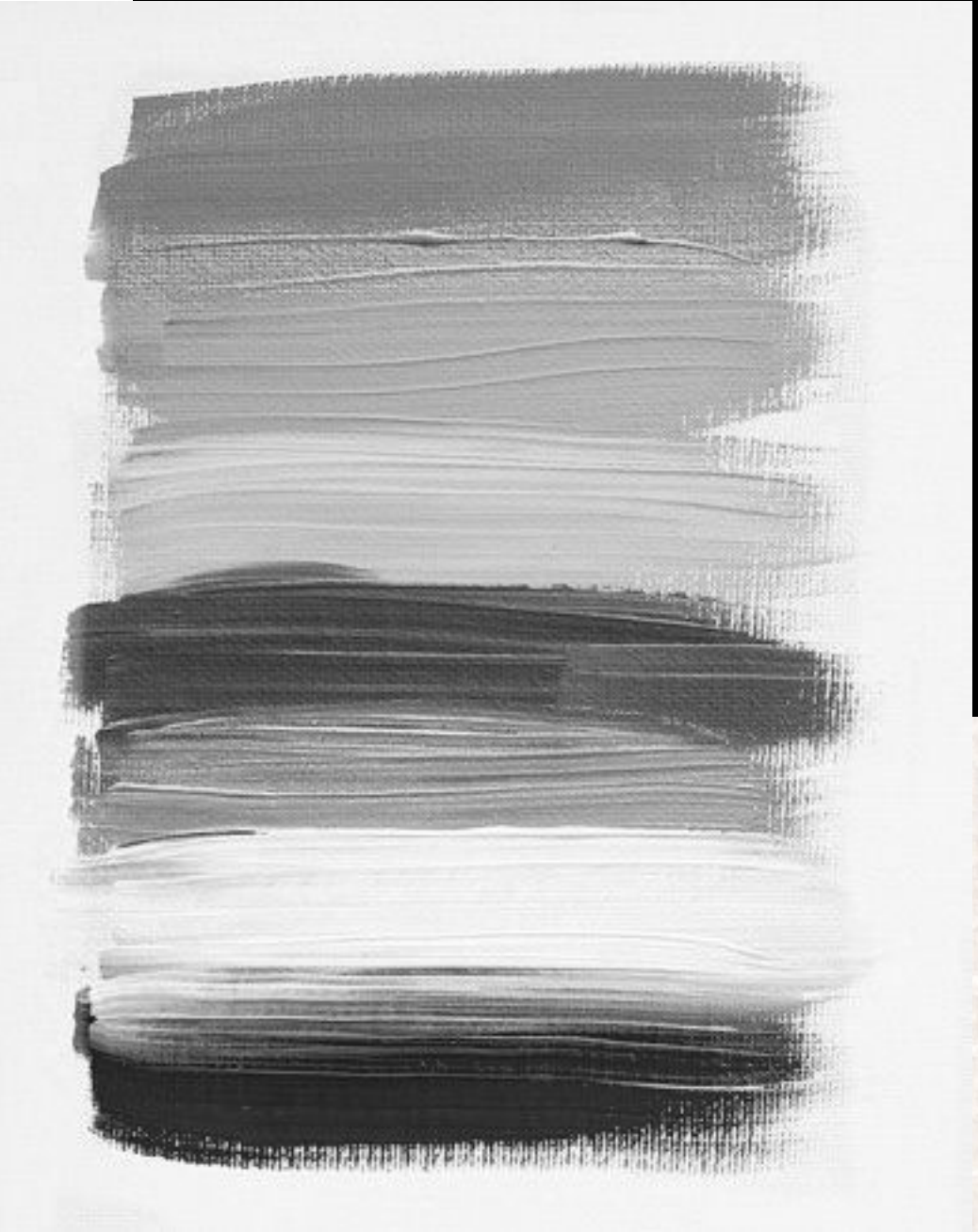
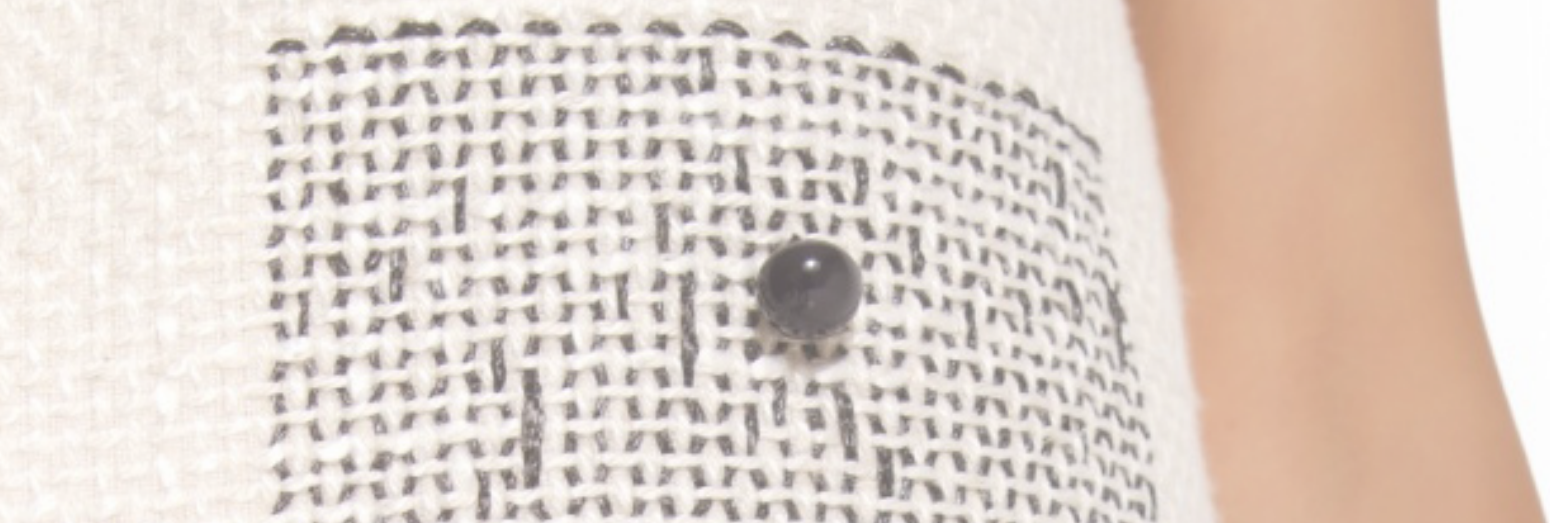
4-5 SATURATIONS

LIMIT TRIM CATEGORY

ONE CATEGORY PER COLLECTION

MAKE EACH SET OF TRIMS AS SEPERATE THEMES

- POM POM
- FRINGE
- BUTTON
- EMBROIDERY
- LACE
- FUR
- TWILL
- RIBBON
- ETC.



PRODUCTION



production

..... SOURCING & DESIGN

PATTERN

MUSLIN

SAMPLE

MASS PRODUCTION

QUALITY CONTROL

DISTRIBUTION

READY TO WEAR

WOMENSWEAR

MENSWEAR

SHOES

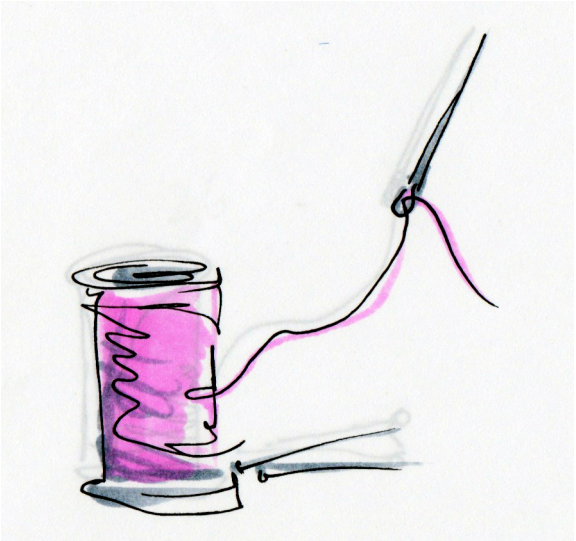
FAIR LABOUR

ARTISAN-MADE CLOTHING

PRODUCTION MAP

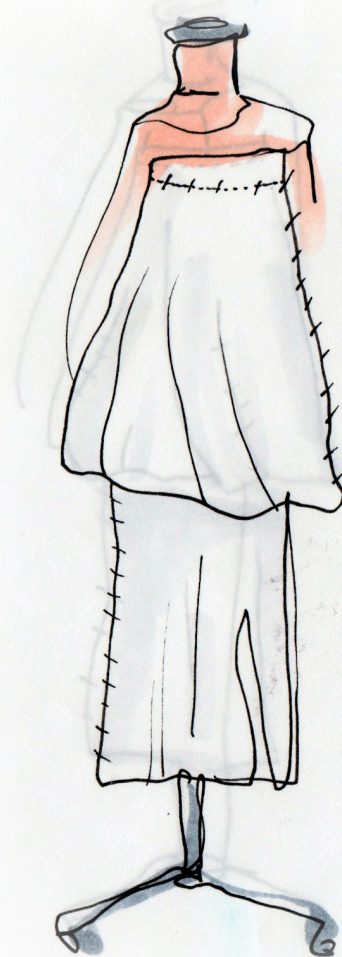
AS SOURCING IS LIMITED AND BOOSTED IN SPEED, PRODUCTION WILL WHEREFORE TAKE LESSER TIME.

THE PRODUCTION WILL ALSO START MONTHS BEFORE THE COLLECTION RELEASE. BY THE TIME THE PRODUCTION IS CLOSE TO THE COMING SHOW, THE NEXT COLLECTION PRODUCTION WILL START IMMEDIATELY. THUS, A CYCLE EVERY YEAR TO PREPARE FOR THE SHOWS.

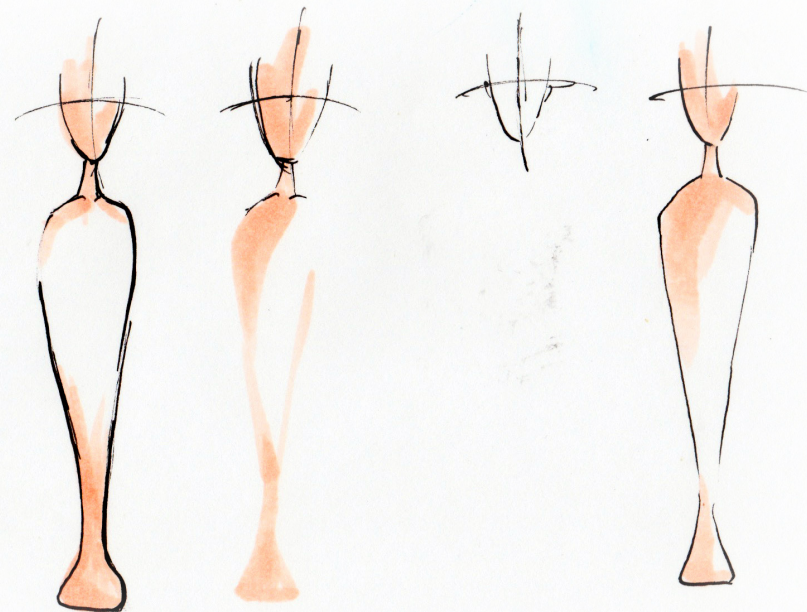


TIMELINE

SEPTEMBER SHOW



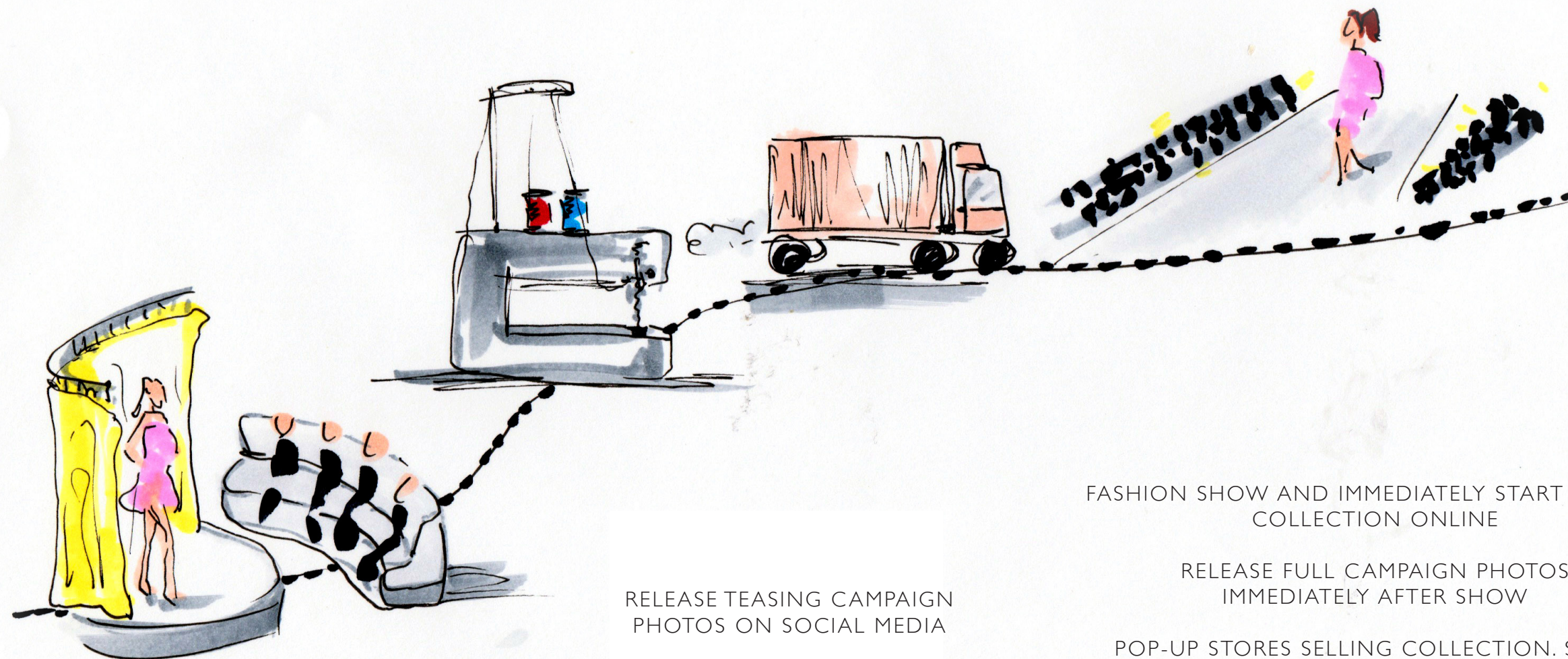
START DESIGNING



SAMPLING



CAMPAIGN PHOTOSHOOT



SHOWROOM FOR BUYERS AND PRESS
AND PLACE ORDERS

START PRODUCTION AFTER ORDERS ARE
PLACED

RELEASE TEASING CAMPAIGN
PHOTOS ON SOCIAL MEDIA

FINISH PRODUCTION

SHIP ORDERS TO POP-UP STORES AND
DEPARTMENT STORES BEFORE THE SHOW
STARTS

FASHION SHOW AND IMMEDIATELY START SELLING
COLLECTION ONLINE

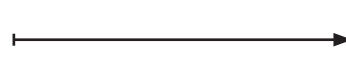
RELEASE FULL CAMPAIGN PHOTOS
IMMEDIATELY AFTER SHOW

POP-UP STORES SELLING COLLECTION. STORE
OFFERS IN-STORE EXPERIENCE, FITTING AND
SEEING ITEM IN PERSON.

START FEBRUARY SHOW PRODUCTION

JANUARY

FEBRUARY



MAY

JUNE

JULY

AUGUST

SEPTEMBER



DELIVERY

BEFORE FASHION SHOW

DESTINATIONS:

DEPARTMENT STORES
All over the country

POP-UP STORES
New York
Los Angeles

DELIVERY ARRIVES AT LEAST 2 WEEKS BEFORE SHOW

PARTNERSHIP WITH SHIPPING COMPANY

ONLINE RETAIL

2-DAY DELIVERY
VIP members only
NOT available for International Shipping

STANDARD SHIPPING
Free Shipment
International Shipping

AFTER FASHION SHOW

BRANDING

branding

MAIN LABEL DESIGNS

FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!#\$%&*()_
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!#\$%&*()_
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

NAME

Sceadu
(Old English of ‘shade’)

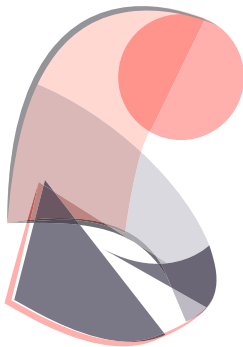
LOGO DEVELOPMENT



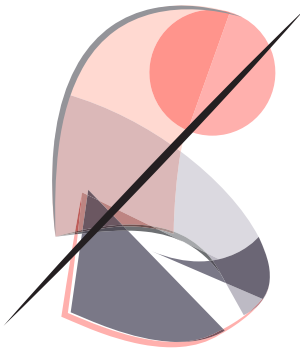
sceadu



SCEADU



SCEADU



SCEADU

SCEADU

SCEADU

SCEADU

SCEADU

FINALIZED LOGO DESIGN

MOTIF 1: NARROWER GAP



FOR:
MAIN TAG, HANGTAG, STATIONARY ETC.

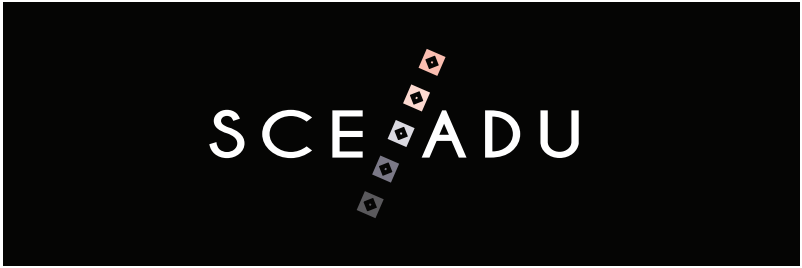
MOTIF 2: BIGGER GAP



FOR:
WEBSITE, BAG DESIGN, GIF ETC.

MAIN LABEL DESIGNS

1



2



3



HANGTAG 1



HANGTAG 2



SIZING SYSTEM

THE SIZING SYSTEM WILL BE BASED ON THE COLOR THEME OF THE COLLECTION.
ALSO, THE NUMBERS OF A STING CHART WILL BE REPLACED BY FRUITS.

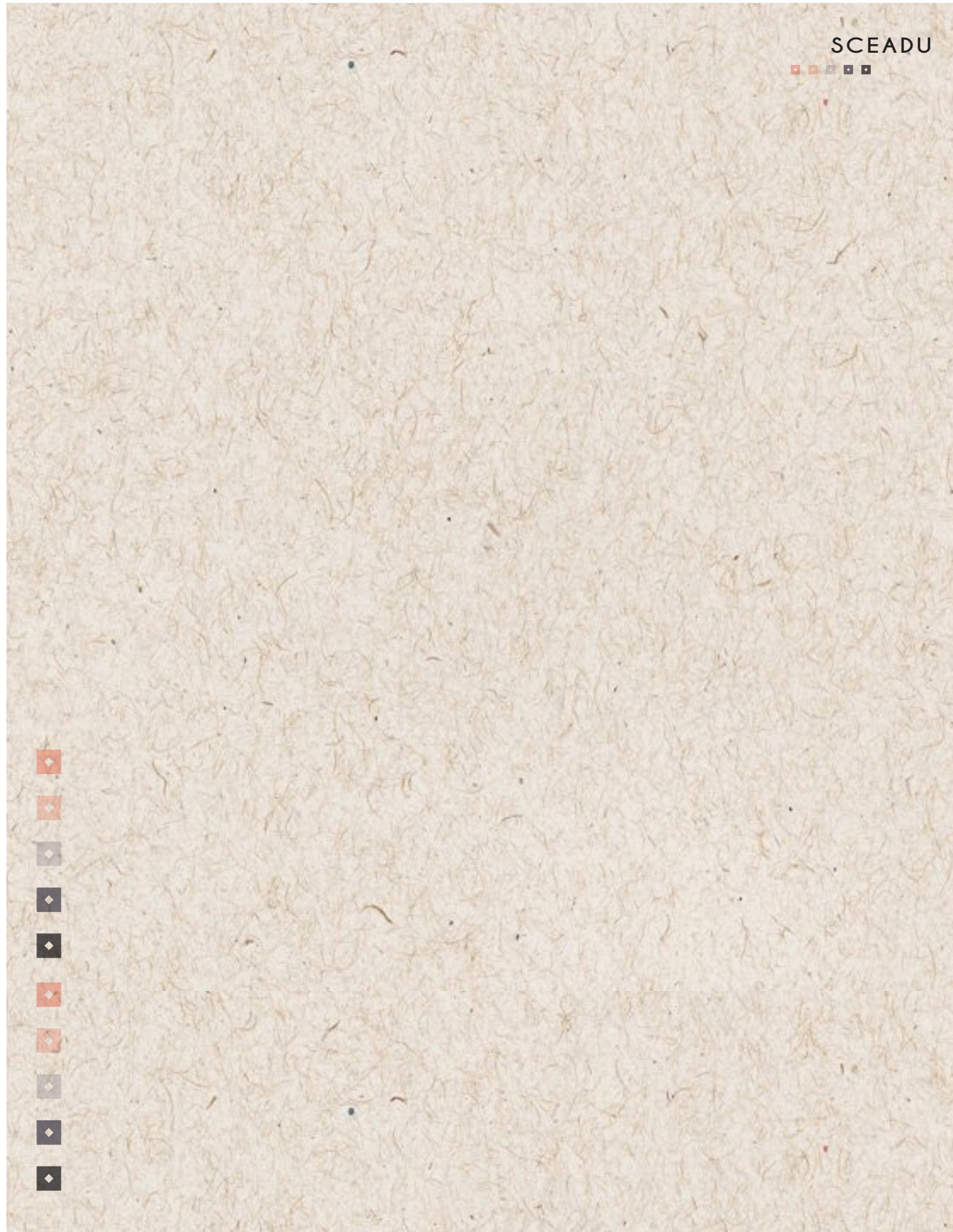
SIZING CHART

	WATERMELON (32)	PINEAPPLE (34)	CARROT (36)	APPLE (38)	LEMON (40)	STRAWBERRY (42)
RED	RW	RP	RC	RA	RL	RS
BLUE	BW	BP	BC	BA	BL	BS
YELLOW / PINK	YPW	YPP	YPC	YPA	YPL	YPS
GREEN / PURPLE	GPW	GPP	GPC	GPA	GPL	GPS
B&W	BWW	BWP	BWC	BWA	BWL	BWS

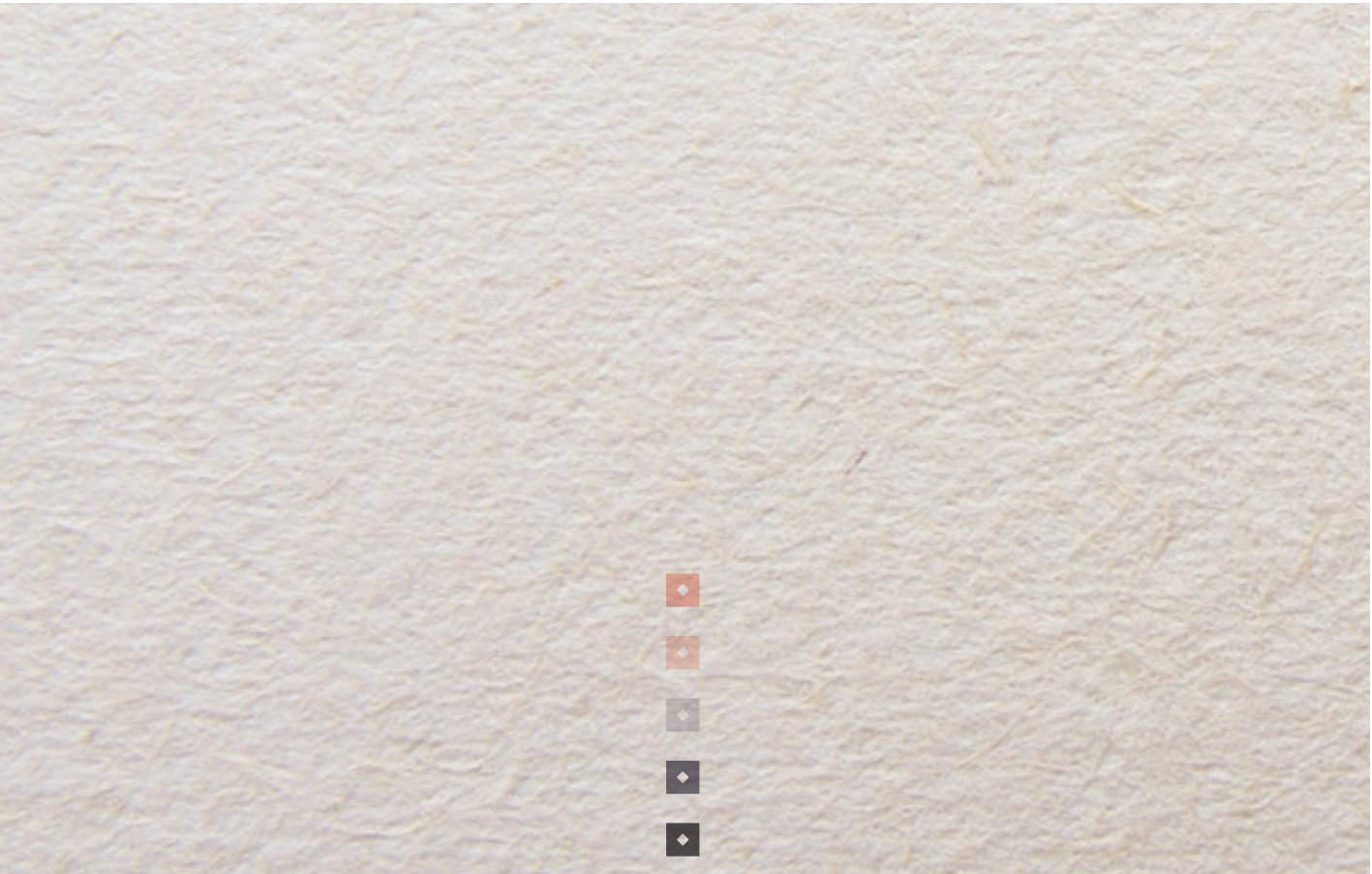
SATIONARY

PENCIL CASE





LETTER PAPER



ENVELOPE



SHOPPING BAG

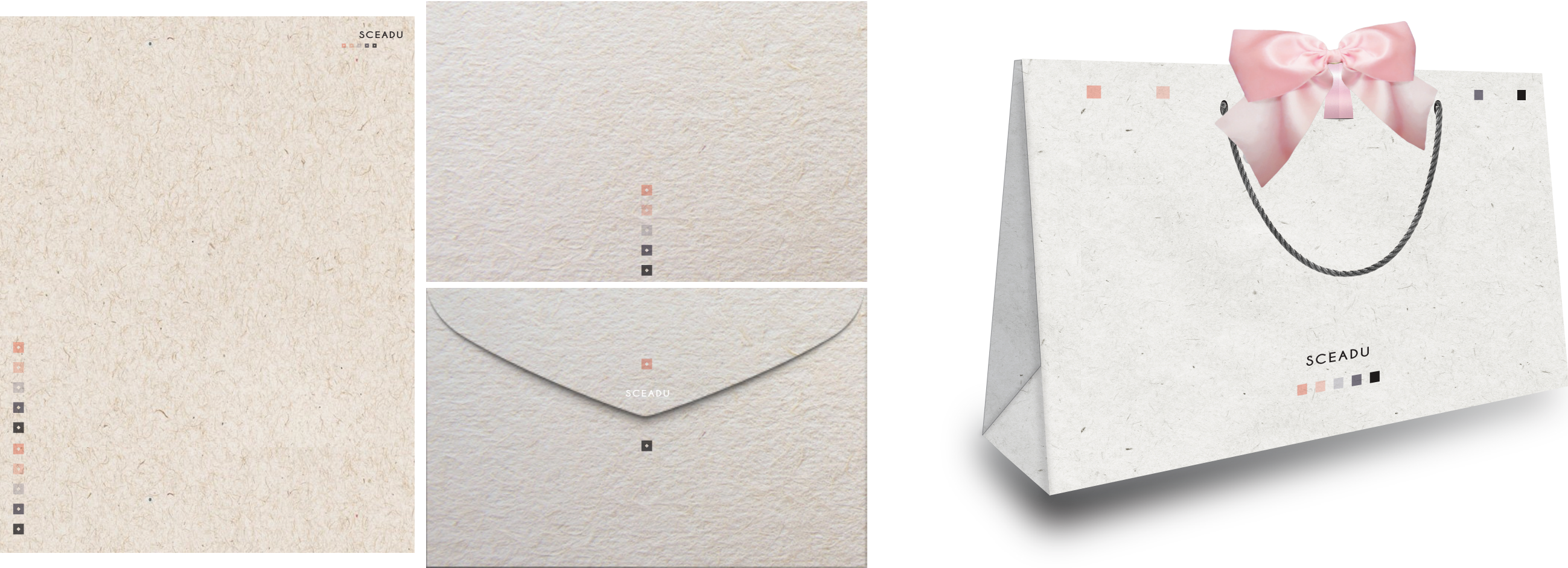
ENVIRONMENTAL IMPACT

PAPER IS GENERALLY THOUGHT TO BE ABLE TO BE RECYCLED BETWEEN FIVE AND SEVEN TIMES.



HANGTAGS ARE MADE OF BIODEGRADABLE SILK OR RECYCLED PAPER.

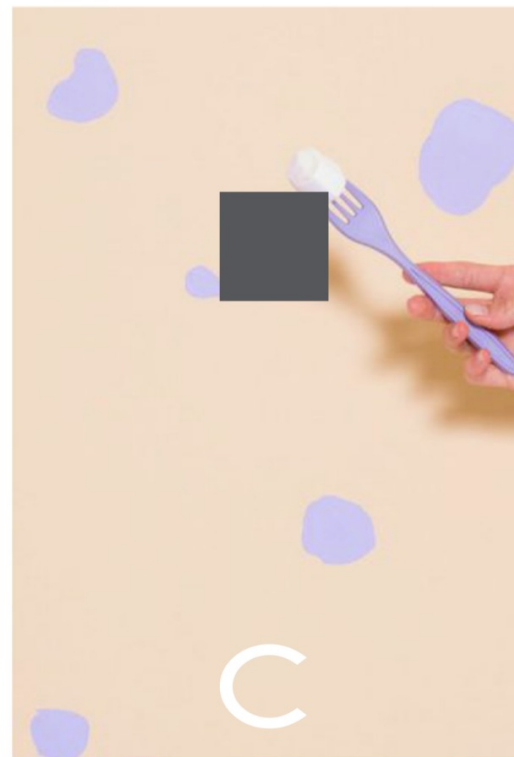
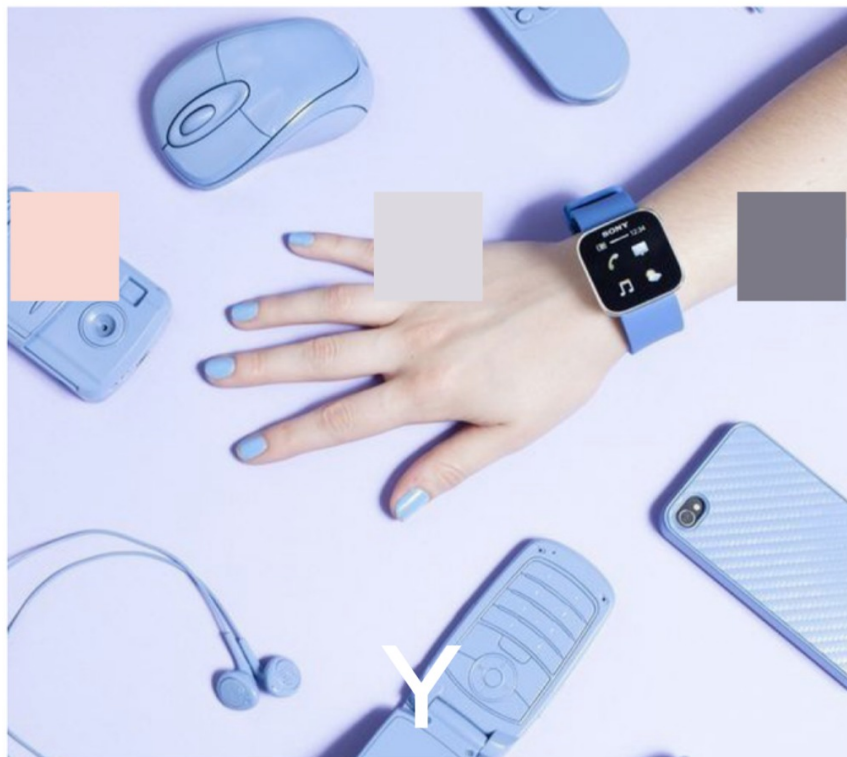
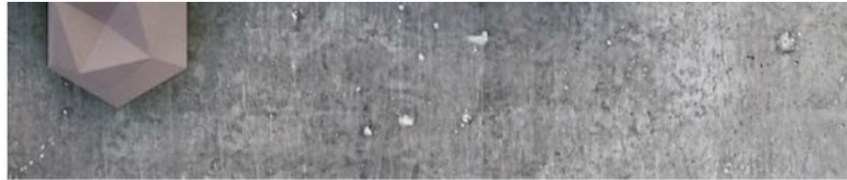
WE ALSO ENCOURAGE COSTUMER TO KEEP THE HANGTAGS AND USE IT AS BOOKMARK OR OTHER PURPOSES.



STATIONARIES AND SHOPPING BAGS ARE MADE OF RECYCLED PAPER.

S C E A D U

HOME ABOUT NEW ARRIVALS WOMEN MEN STOCKLIST CONTACT



EST

2018

-

PHILOSOPHY

Younger generations should not be limited to fast fashion for trend and fashion.

They should also be able to spend reasonable price for quality trend.

More people can afford to spend on See-Now-Buy-Now.

No more wait

No more impulsive shopping

No more trashing fast fashion product after a few washes

No more window shopping hoping one day you can afford it

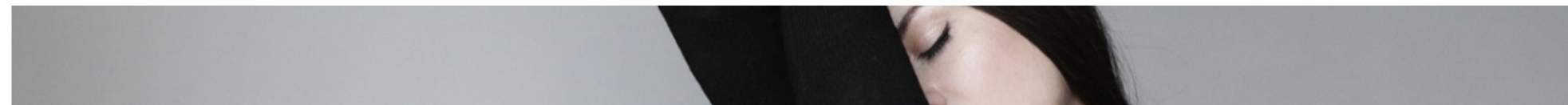
TREND

AFFORDABILITY

INSTANTANEOUS

QUALITY

THIS IS A BRAND ABOUT



WEBSITE



PAST COLLECTONS

—
NYC
MADE

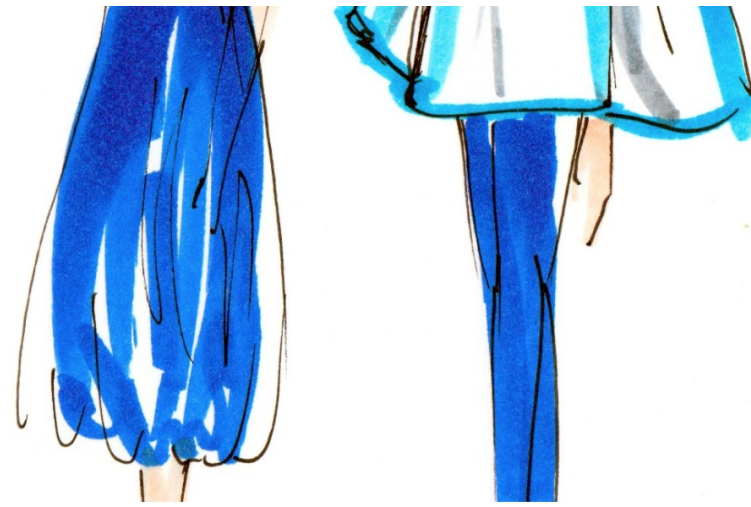
FW2018
BLUE



SS2018
PINK AND YELLOW



FW2017
PURPLE AND GREEN



FW2017
PURPLE AND GREEN



SS2017
BLACK AND WHITE



FW2016
RED AND PINK





WHERE TO BUY

BUY ONLINE

Sceadu.com

BUY POP-UP STORE



LA, CALIFORNIA



NYC, NEW YORK

SOCIAL MEDIA CAMPAIGN
INSTAGRAM

