



# *heliophilia*

by  
joanna  
michelle  
difeo



# heliophilia

(n.) desire to stay in the sun; love of sunlight







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(n.) desire to stay in the sun; love of sunlight

The sun, which is essential to life on Earth, is a symbol of warmth and creation. To flourish, plants require sunshine. Humans and other animals depend on plants for both food and the oxygen they emit. Earth would freeze if the sun didn't provide heat. There wouldn't be any clouds, breezes, or ocean currents to move water. Feeling is also greatly influenced by the sun. The sun has the power to change one's mood and state of mind. Serotonin is a hormone that the brain releases more when exposed to sunlight. As a result, the sun is a powerhouse of life. Apollo, a god in Greek mythology, was responsible for delivering the sun to Earth every day along with Helios. Apollo symbolized the attributes of the sun. He was frequently referred to as "Phoebus" as a result, which means bright and pure. This has to do with how the sun makes you feel. pure. As long as the sun shines, even a day can be wonderful. The sun is the ultimate power over all facets of life and is a powerhouse of existence. Warm hues and gauzy draped textures will be used in this collection of purity to pay tribute to the sun.





**health & wellbeing is key**  
maintaining a healthy lifestyle is  
their key to physical, mental,  
and emotional success



**adventurous**  
traveling often and going  
beyond their comfort zone

*golden the muse*

**health & wellbeing is key**  
a hard working job is an  
essential in their everyday life  
& contributes to their success



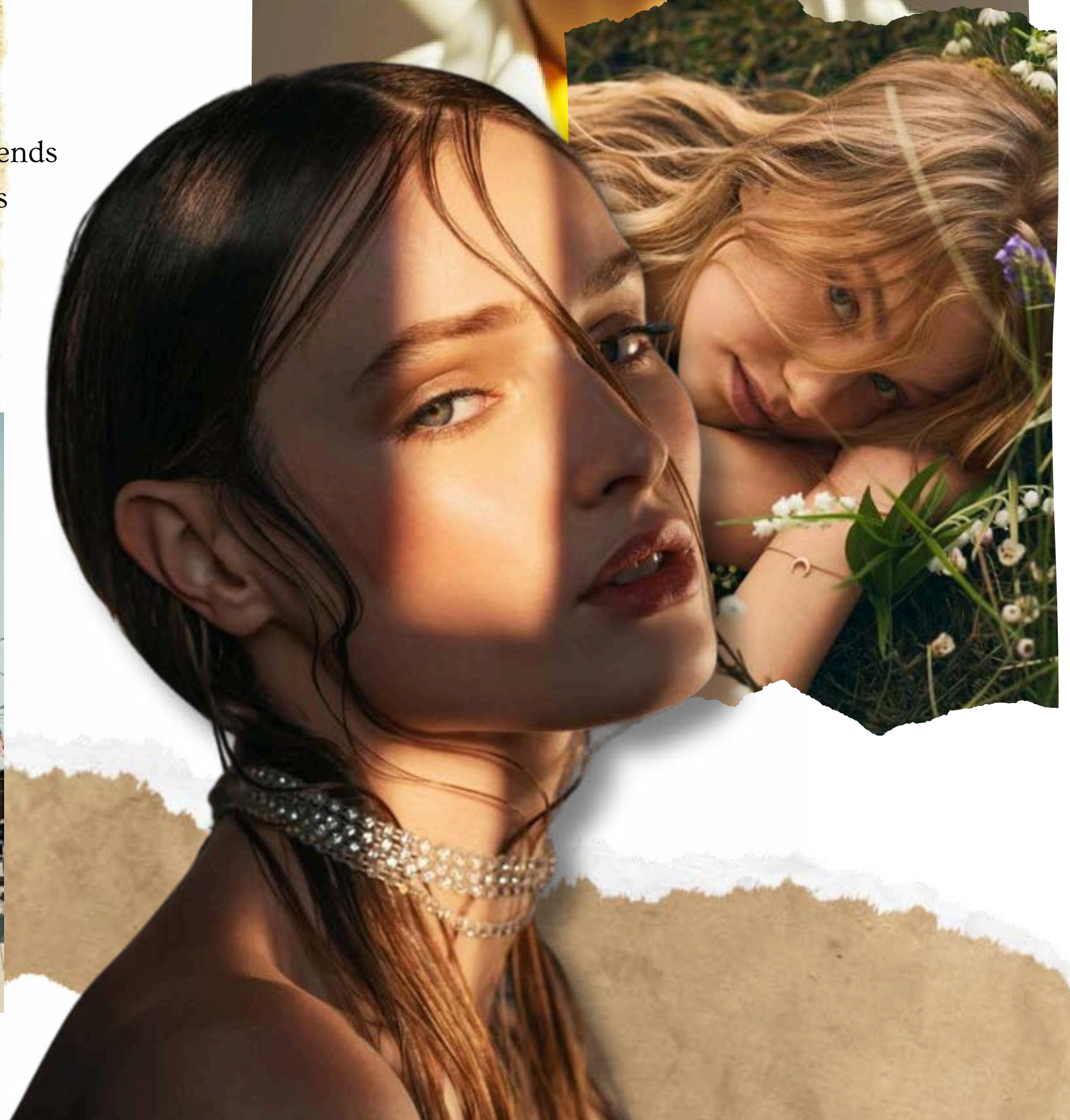
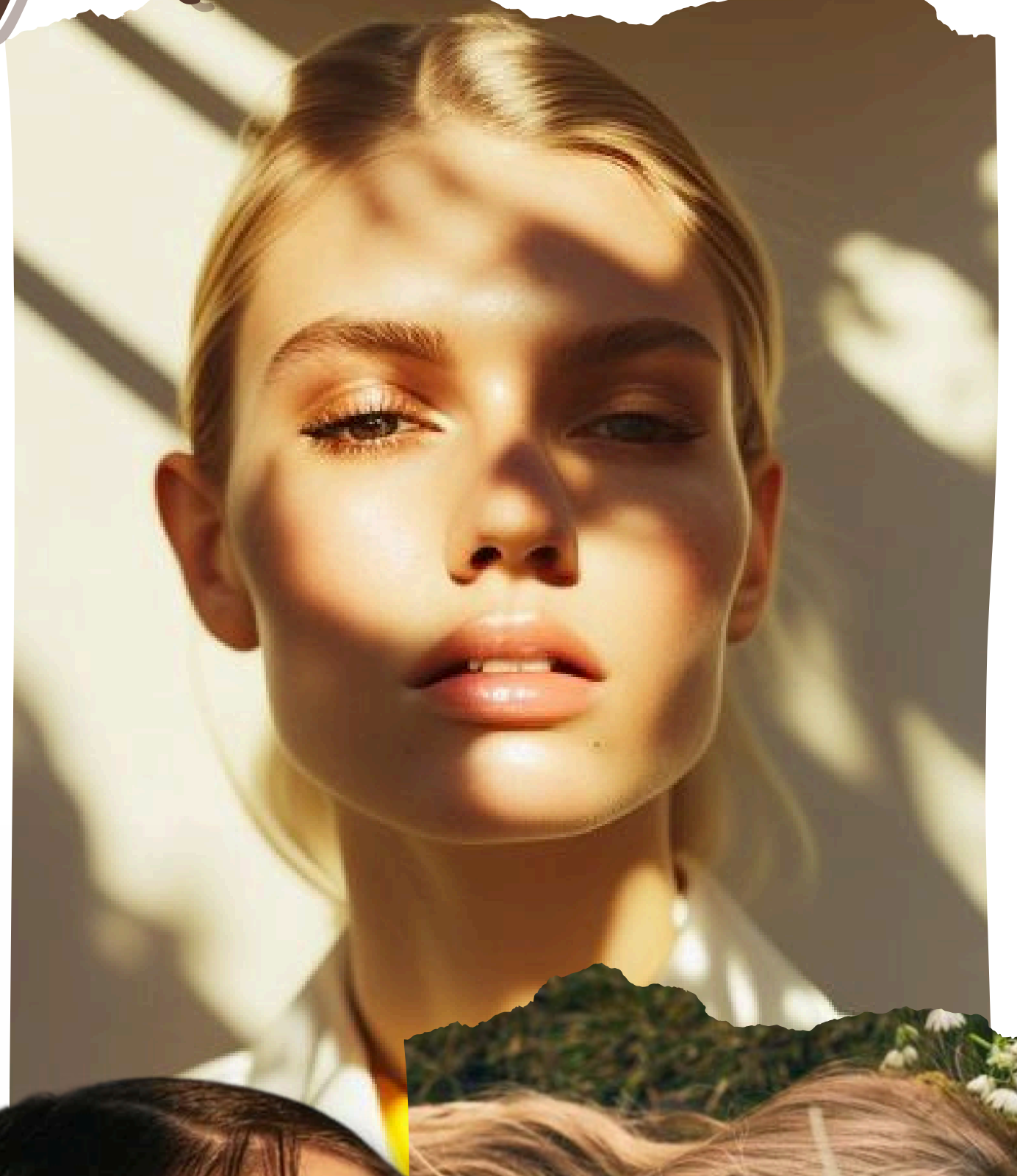
**nature lover**  
spending time in nature provides  
them with peace and comfortability



**social life**  
nightlife & being social with friends  
after work & on the weekends is  
routine for them

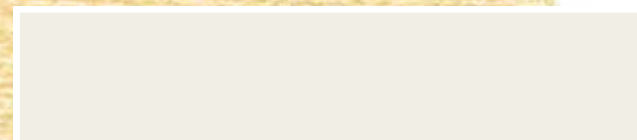
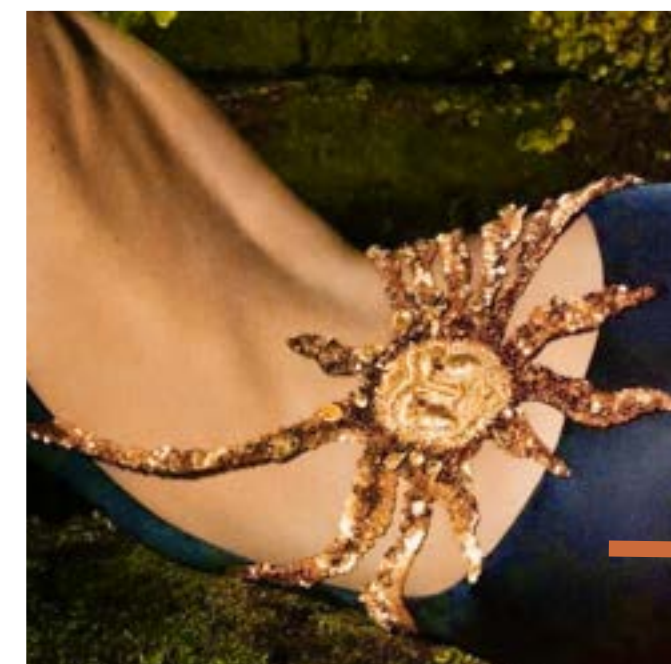


**nature lover**  
lives in a high class  
suburban area surrounded  
by fashion, business, and  
nightlife





# helios' hues



**PANTONE 11-4300 ACCENT**  
TCX: Marshmallow



**PANTONE 12-0815 KEY**  
TCX: Vanilla Custard



**PANTONE 13-0755 KEY**  
TCX: Primrose Yellow



**PANTONE 16-0950 ACCENT**  
TCX: Narcissus



**PANTONE 17-1353 KEY**  
TCX: Apricot Orange



**PANTONE 18-1148 KEY**  
TCX: Caramel Café



**PANTONE 19-1218 KEY**  
TCX: Potting Soil



**PANTONE 19-0840 ACCENT**  
TCX: Delicioso



**PANTONE 19-0303 ACCENT**  
TCX: Jet Black



# Designer / RTW market

## MARC JACOBS

SPRING 2020

SPRING 2024

FALL 2023



SPRING 2024

FALL 2023



## RALPH LAUREN

SPRING 2024

SPRING 2019



SPRING 2023

SPRING 2024

### competitors include

Designers like Marc Jacobs & Ralph Lauren are top competitors of Joanna Michelle DiFeo. These two competitors, in contrast to made-to-measure haute couture, use common sizing and more rapid fabrication methods. Although the style, material, and construction of these designer collections are still upscale and pricey, they are comparatively more affordable than clothing that is made to order, which is the same quality and technique of Joanna Michelle DiFeo's designs.



SPRING 2024



# Retailers





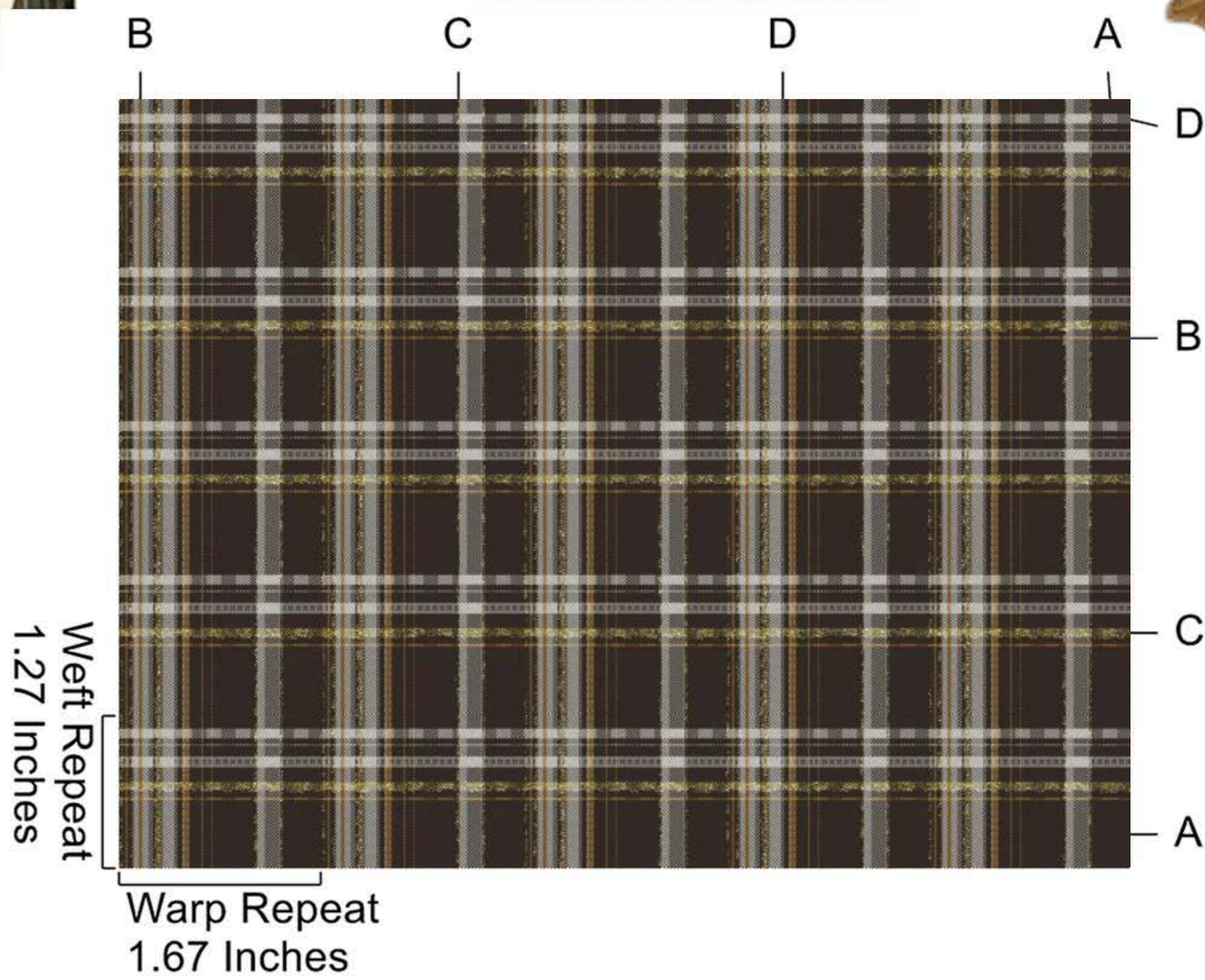
# Plaid Colorways



Plaid Pant Flat



# Plaid Pattern Palette Data



PANTONE 19-084...  
R=64 G=53 B=47

1\_24\_CO\_Smooth

PANTONE 16-095...  
R=198 G=148 B=73

1\_24\_Nec\_CO\_S\_Smooth

metallic

PANTONE 11-430...  
R=240 G=238 B=229

1\_24\_Nec\_CO\_S\_Smooth

Name : Plain  
Type : unknown  
Shaft count : 2  
X / Y : 2 / 2  
Draft : 0

Name : fancy twill  
Type : unknown  
Shaft count : 2  
X / Y : 24 / 12  
Draft : 0

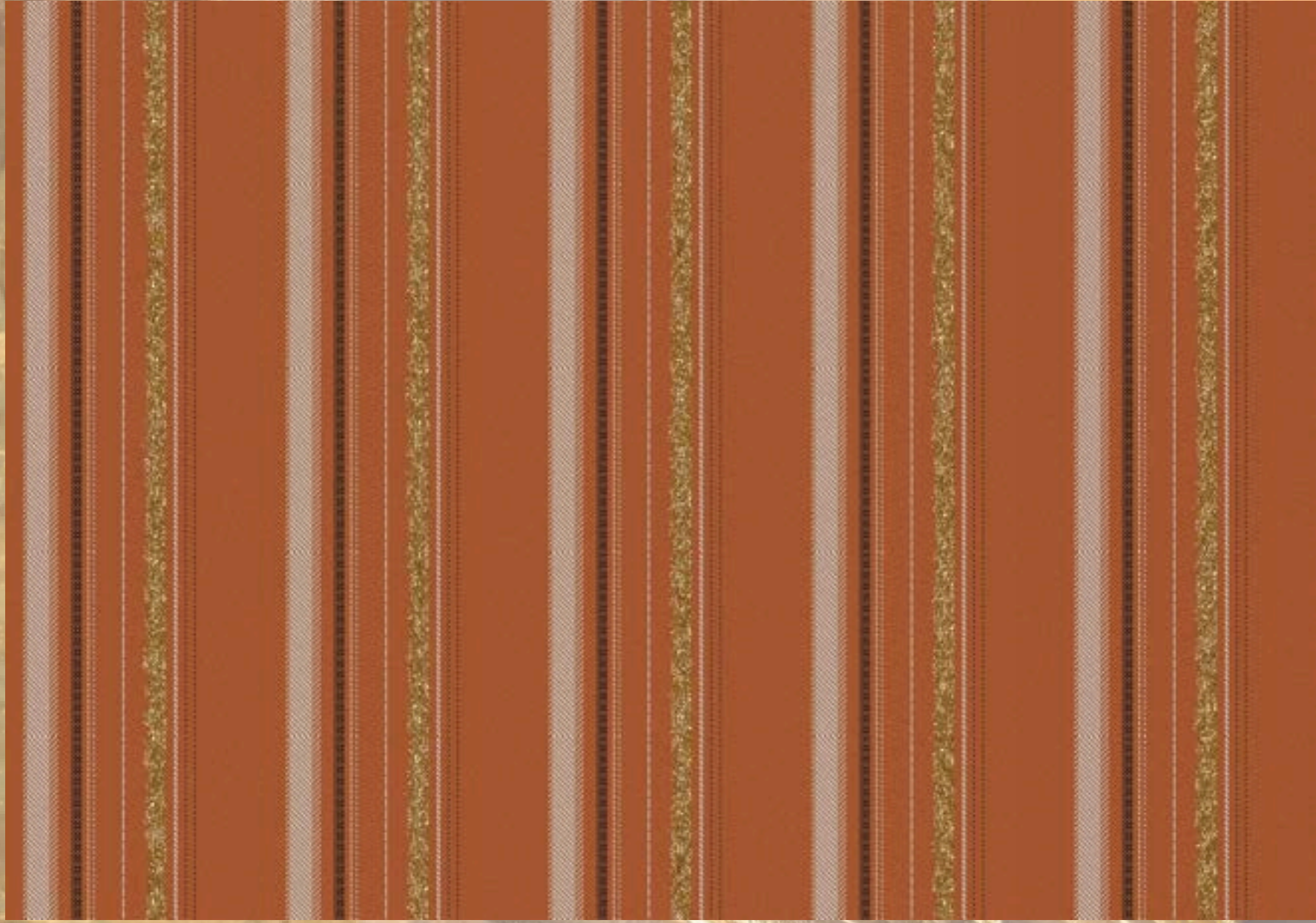
Name : Lace\_1  
Type : Custom  
Shaft count : 6  
X / Y : 6 / 6  
Draft : 0000010000...

Panel Name: Plaid 4 Colorways Joanna DiFeo  
Colorway Name: --004--

Date: Wednesday, February 14, 2024 (7:26:10 PM)



# Stripe Colorways

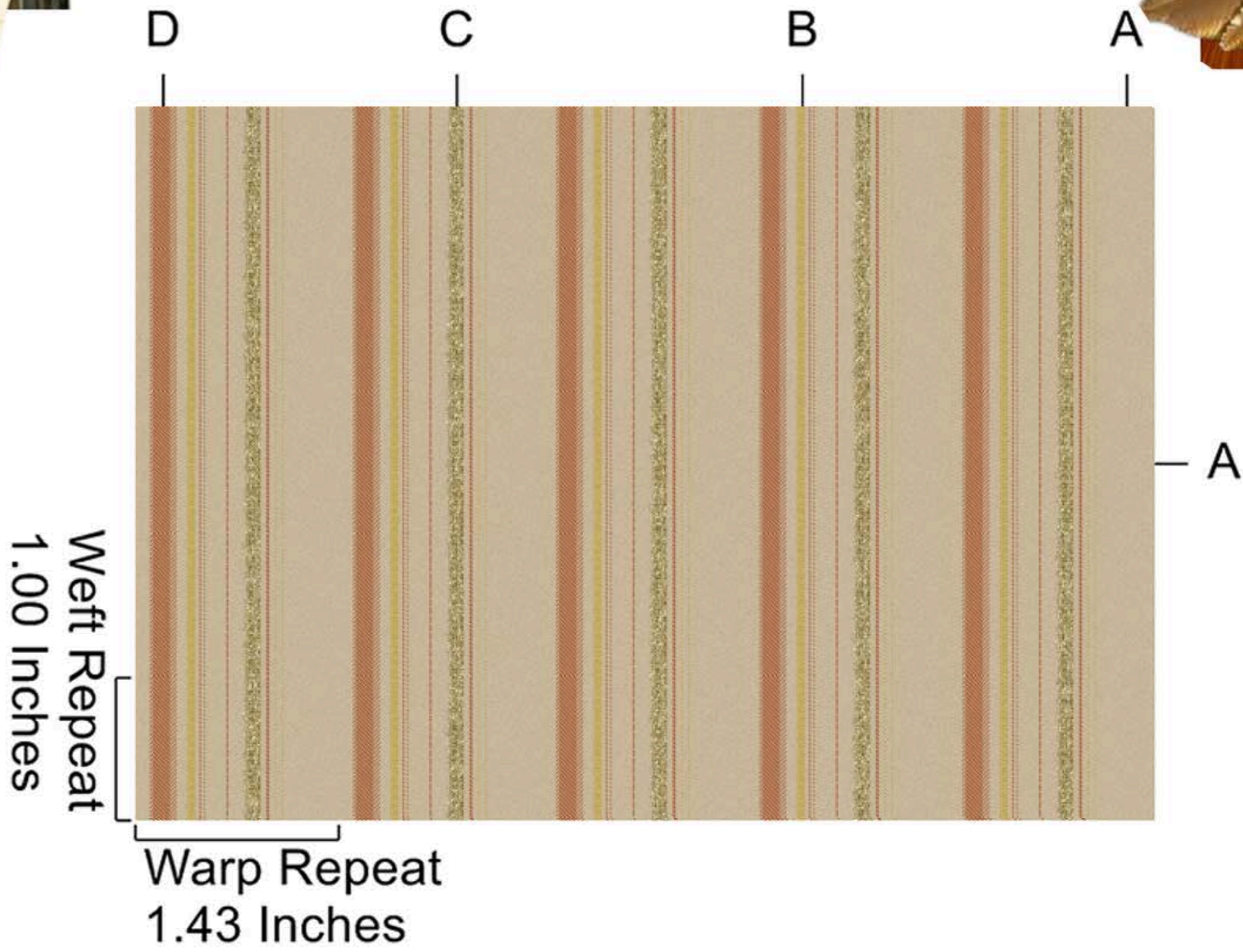


Striped Jacket Flat





# Stripe Pattern Palette Data



<p>PANTONE 12-081... R=245 G=224 B=190</p> <p>1_24_CO_Smooth</p>	<p>PANTONE 13-075... R=247 G=209 B=87</p> <p>1_24_Nec_CO_S_Smooth</p>
<p>metallic</p>	<p>PANTONE 17-135... R=204 G=107 B=60</p> <p>1_24_CO_Smooth</p>

Name : Plain  
 Type : unknown  
 Shaft count : 2  
 X / Y : 2 / 2  
 Draft : 0

Name : fancy twill  
 Type : unknown  
 Shaft count : 2  
 X / Y : 24 / 12  
 Draft : 0

Name : Lace\_1  
 Type : Custom  
 Shaft count : 6  
 X / Y : 6 / 6  
 Draft : 0000010000...

Panel Name: Stripe 4 Colorways Joanna DiFeo  
 Colorway Name: --001--

Date: Wednesday, February 14, 2024 (7:41:54 PM)

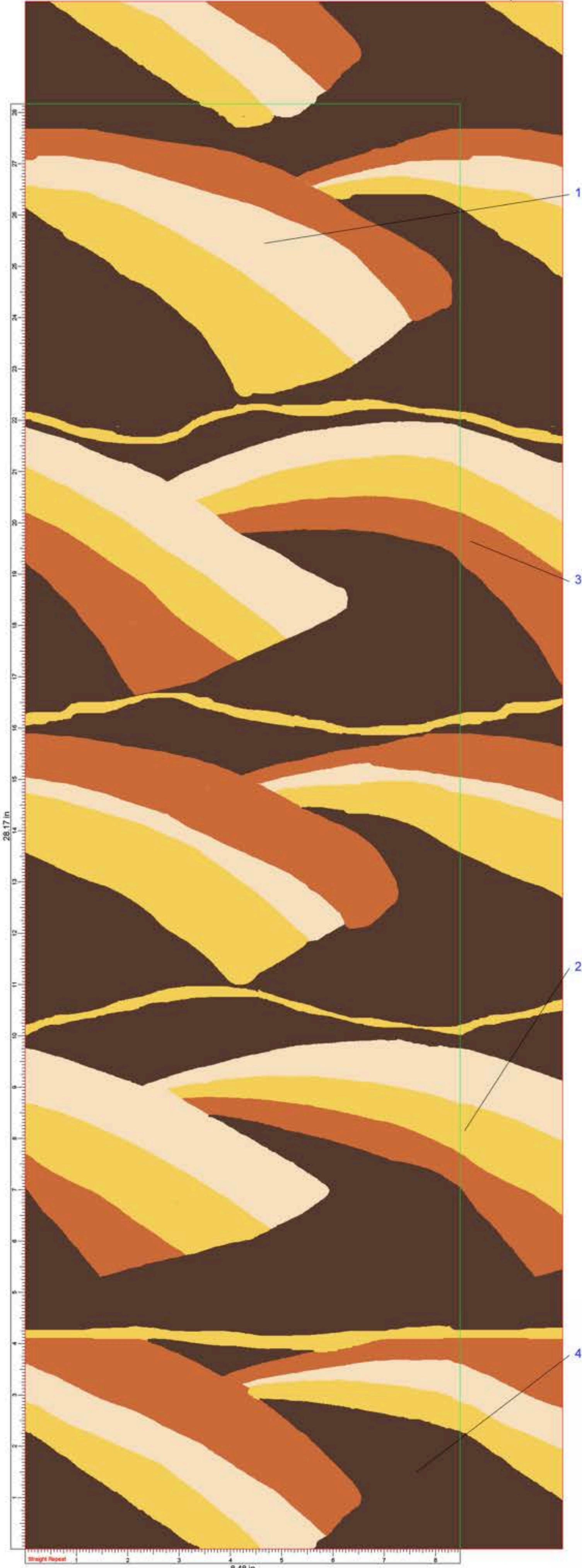


# Original Print Colorways



Shirt Flat





Joanna DiFeo Print Kaledo OG Print Repeated Tile New Colorway 1

-002-



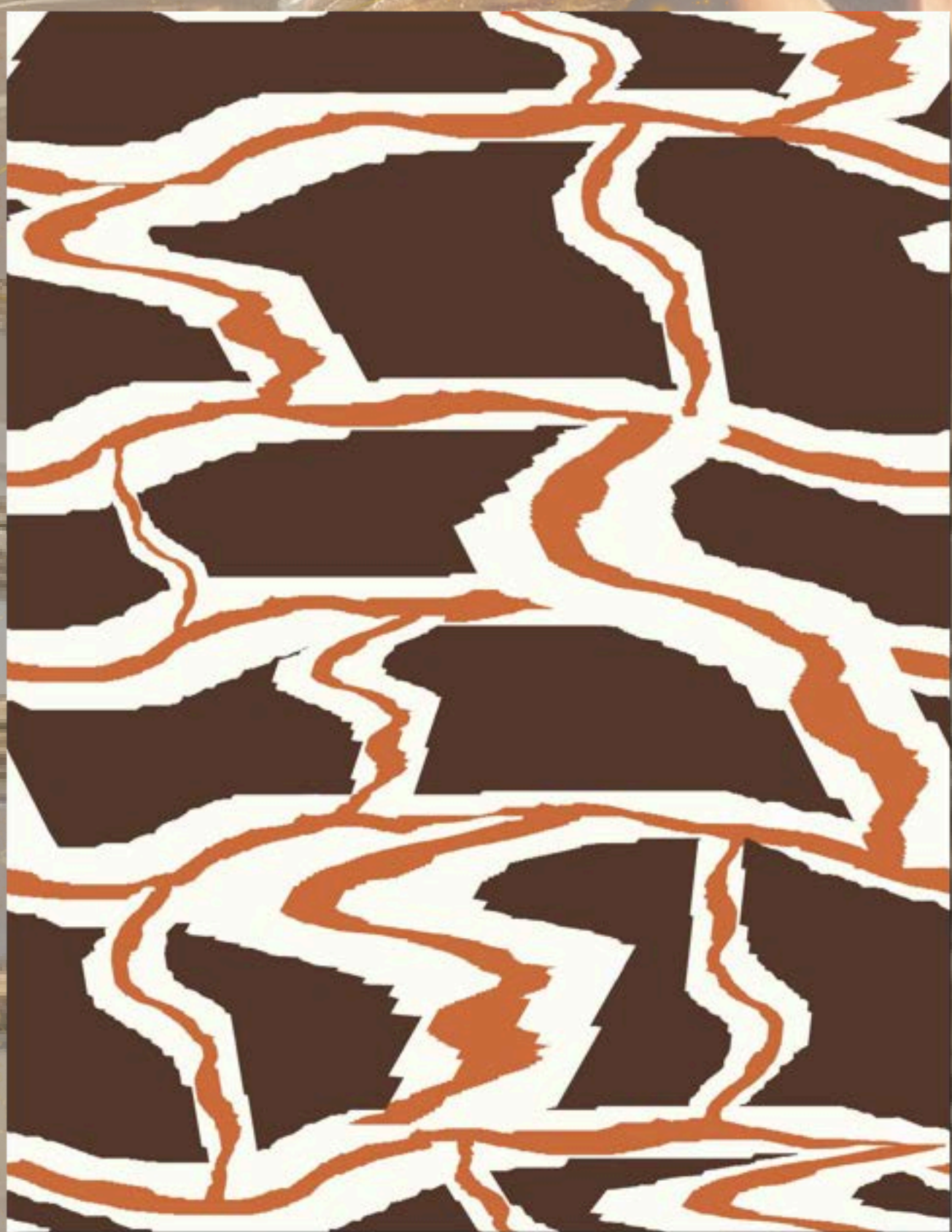
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
PANTONE 12-0815	PANTONE 13-0755	PANTONE 17-1363	PANTONE 19-1218
TCX Vanilla Custard	TCX Primrose Yellow	TCX Apricot Orange	TCX Potting Soil
R:245 G:224 B:190	R:247 G:209 B:87	R:204 G:107 B:60	R:86 G:57 B:40
17.57%	20.81%	18.3%	43.32%

# Original Print Palette Data





# New Created Print Colorways

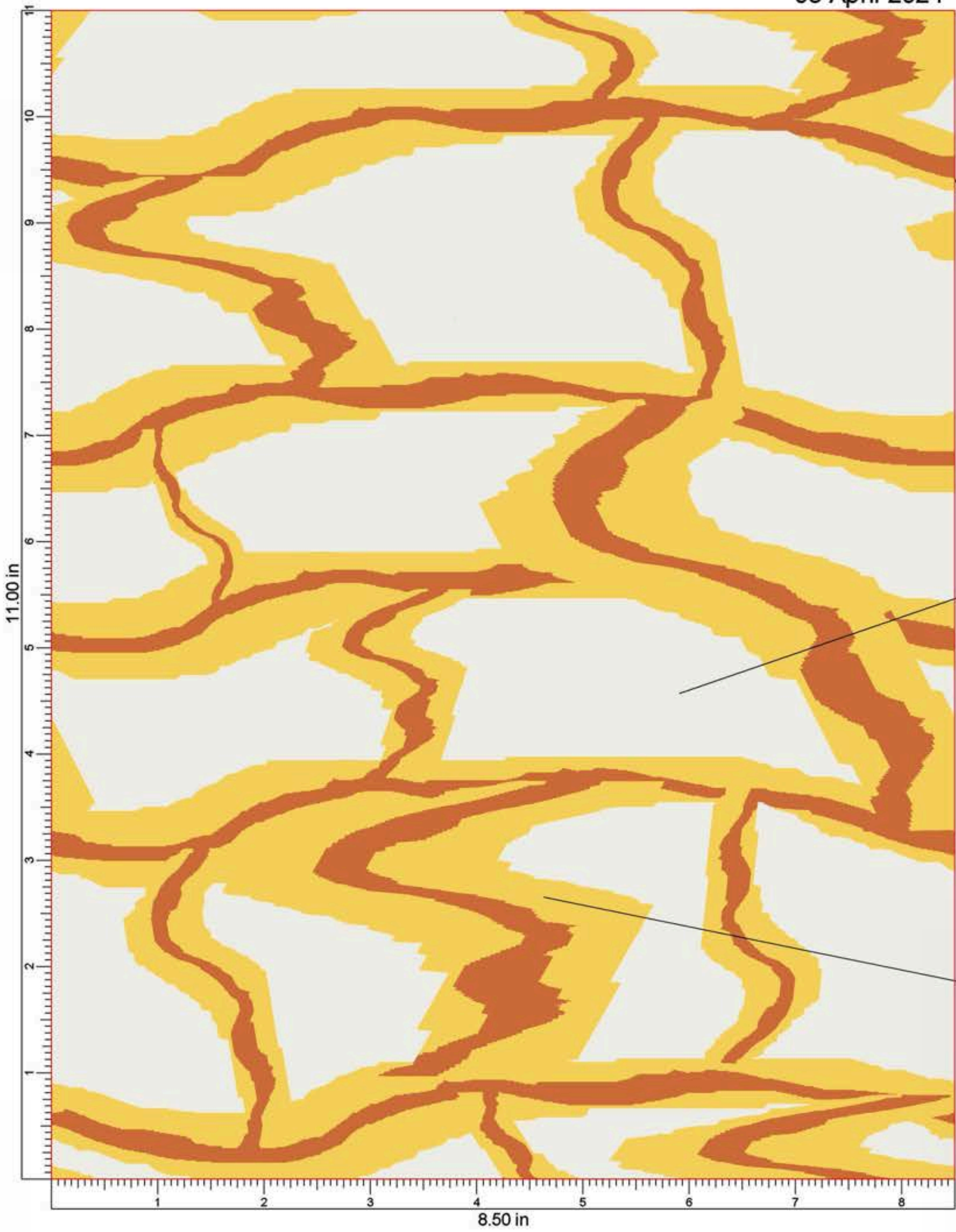


Dress Flat





03 April 2024



Joanna DiFeo New Motif Print Kaledo OG Print Repeated Tile New Colorway 1

-003-



1

PANTONE 17  
-1353  
TCX:Apricot  
Orange  
R:204 G:107  
B:60  
14.54%

2

PANTONE 11  
-4300  
TCX:Marshmall  
ow  
R:240 G:238  
B:229  
49.24%

3

PANTONE 13  
-0755  
TCX:Primrose  
Yellow  
R:247 G:209  
B:87  
36.22%

# New Created Print Palette Data



# Intarsia Colorways

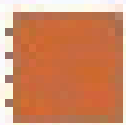


Cardigan Flat





## Intarsia Palette Data



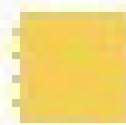
R#...



R#...



R#...



R#...

Name: Joanna DiFino Print Kaleido CG Print Repeated Tile New Colorway Knit Intarsia

Modification Date: Wednesday, April 10, 2024 (7:08:07 PM)

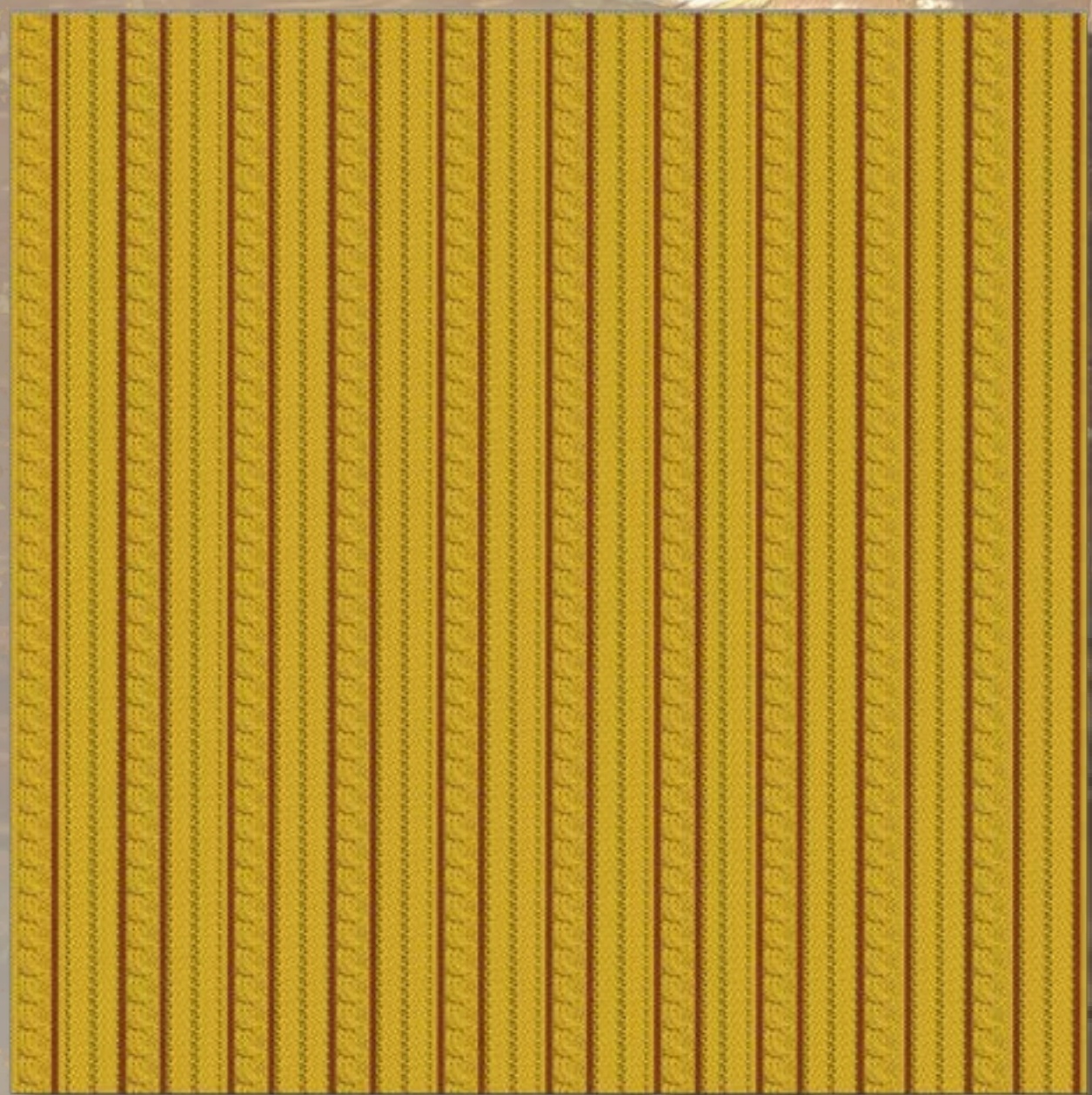
Colorway: -003-

Size: 14" x 308 (Stitches)



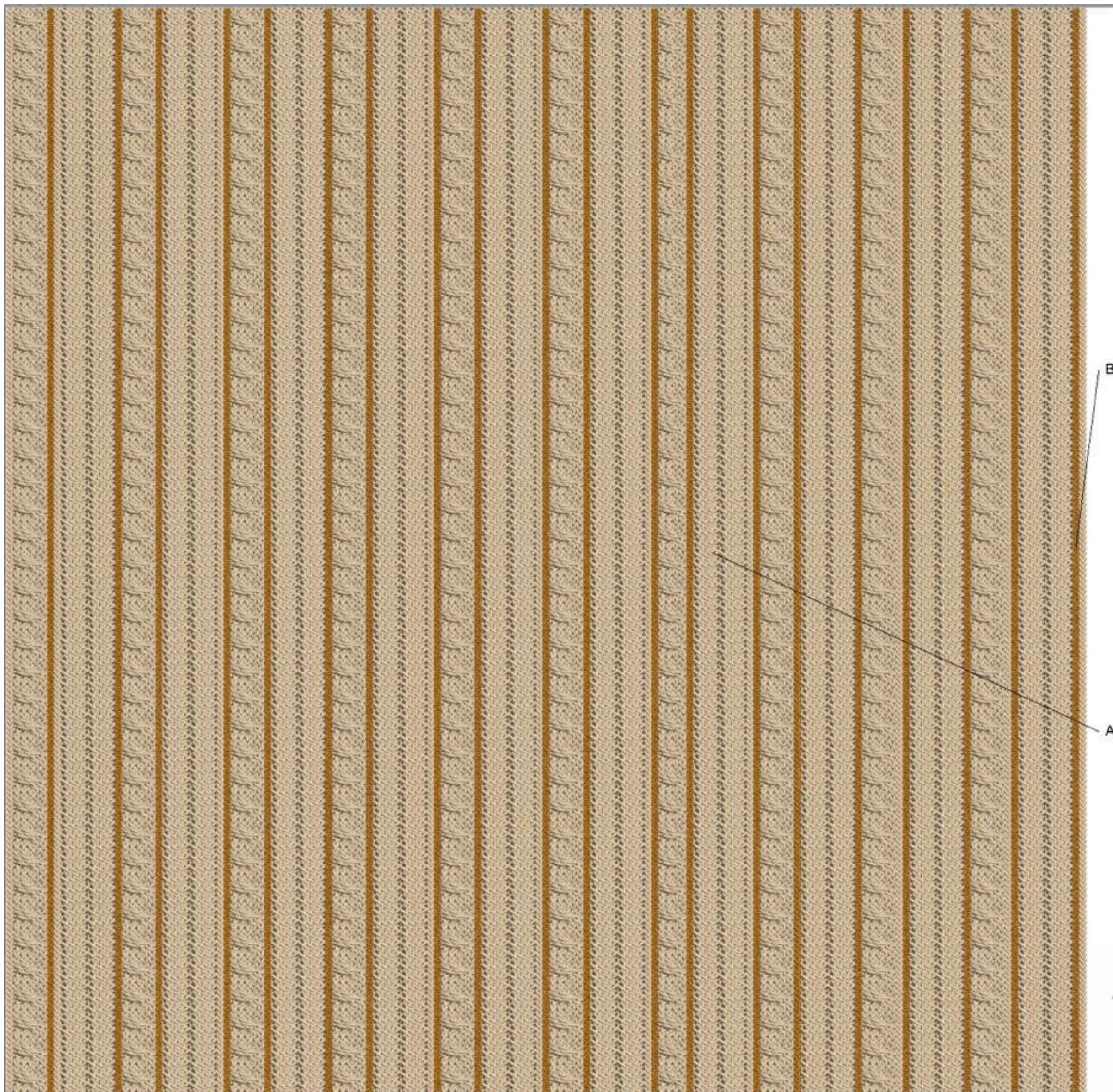


# Stitch Colorways



Pullover Turtleneck Flat





B

A



PANTONE 12-6815 TCX Vanilla Custard  
R=245 G=224 B=190



PANTONE 13-0755 TCX Primrose Yellow  
R=247 G=209 B=87



PANTONE 17-1353 TCX Agricol Orange  
R=234 G=107 B=60



PANTONE 15-1216 TCX Posing Soil  
R=98 G=67 B=45

1\_1\_Nec\_DD\_0\_SF

H\_1\_1\_Nec\_CO\_Z\_Noilior

Size: 159 \* 290 (Stitches)

Colorway: -002-

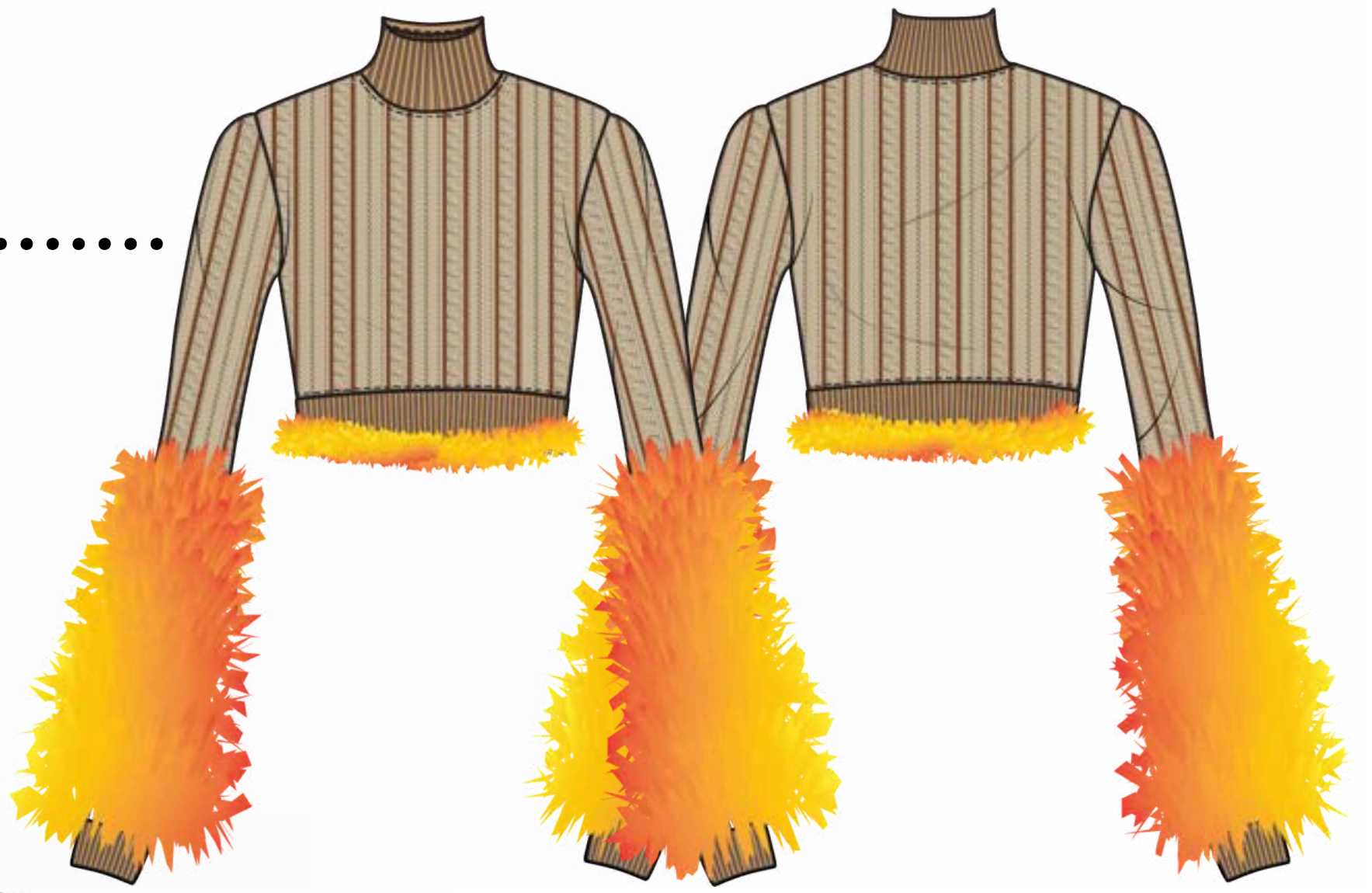
Name: Kral Joana D'Fero Helophila

Publication Date: Wednesday, April 17, 2024 (7:28:02 PM)

## Stitch Palette Data



JDFWPT1.....



.....JDFWBB1

JDFWBL1.....



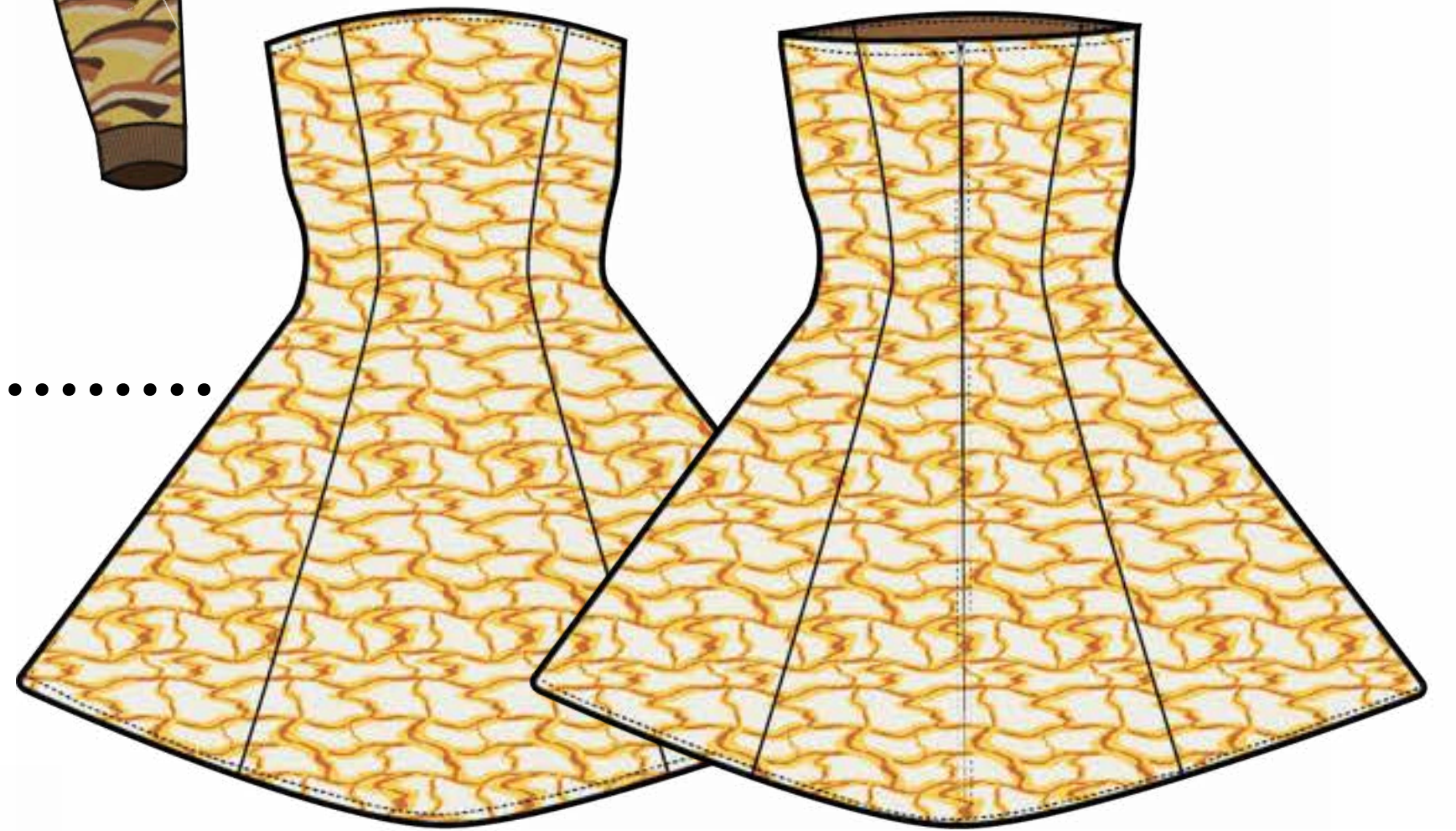
.....JDFWPJ1





JDFWBC1

JDFWDD1.....



JDFWMS1

JDFWLP1.....

