

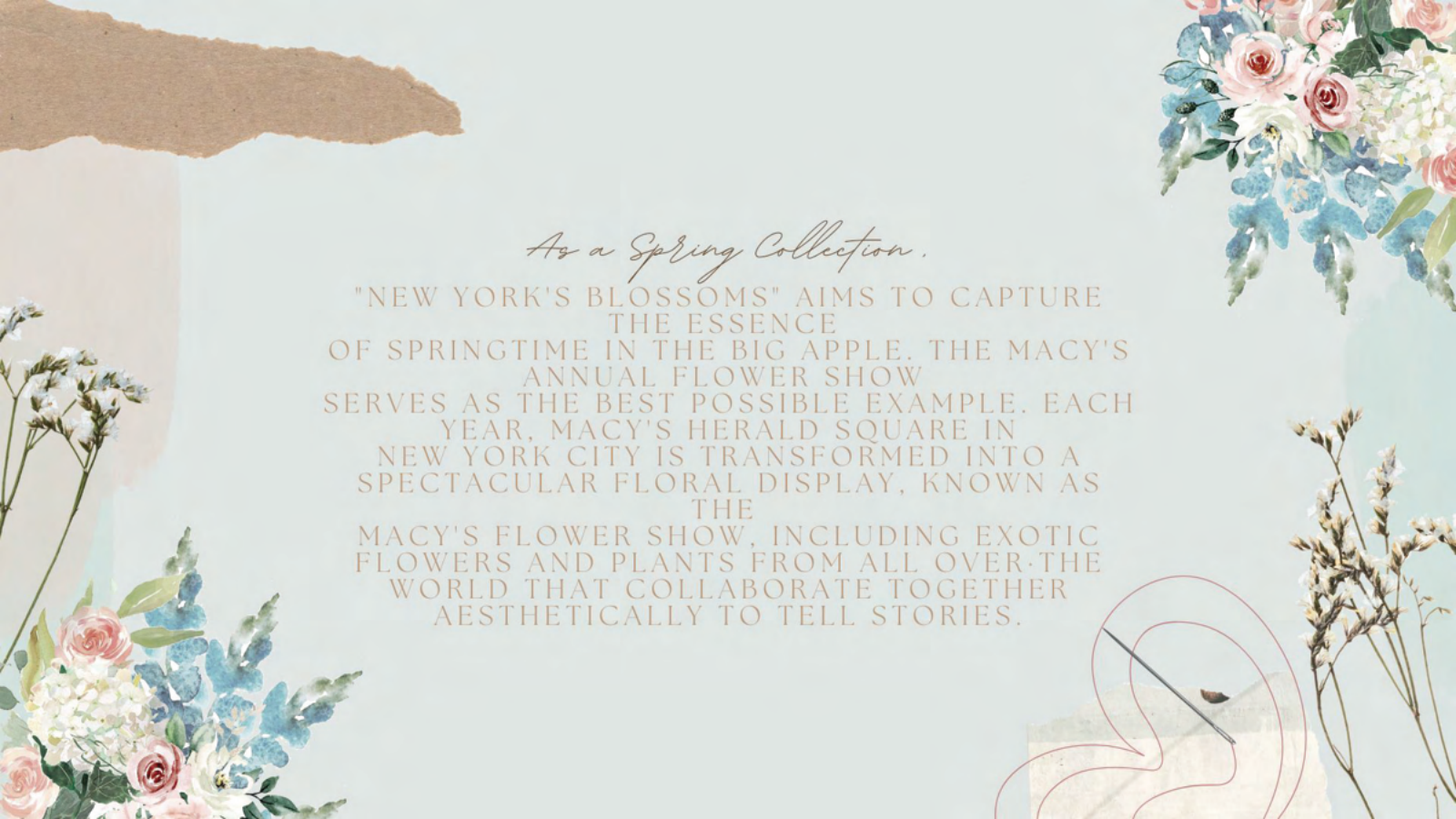


JOANNA
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New York's Blossoms

SPRING COLLECTION



As a Spring Collection.

"NEW YORK'S BLOSSOMS" AIMS TO CAPTURE
THE ESSENCE
OF SPRINGTIME IN THE BIG APPLE. THE MACY'S
ANNUAL FLOWER SHOW
SERVES AS THE BEST POSSIBLE EXAMPLE. EACH
YEAR, MACY'S HERALD SQUARE IN
NEW YORK CITY IS TRANSFORMED INTO A
SPECTACULAR FLORAL DISPLAY, KNOWN AS
THE
MACY'S FLOWER SHOW, INCLUDING EXOTIC
FLOWERS AND PLANTS FROM ALL OVER THE
WORLD THAT COLLABORATE TOGETHER
AESTHETICALLY TO TELL STORIES.

NEW YORK CITY



THOUGHT
PROCESS





Pinterest Pins

-  PASTELS
-  VOLUME
-  RUNWAY
-   BOUQUETS

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Target Customer

AN INDIVIDUAL WITH A LUXURIOUS LIFESTYLE WHO RESIDES MAINLY IN NYC. THEY ENJOY TOURISM AND TRAVEL AND STORES LIKE BERGDORF GOODMAN AND SAKS FIFTH AVE.

NYC



Color Story



BLUE HYDRANGEA

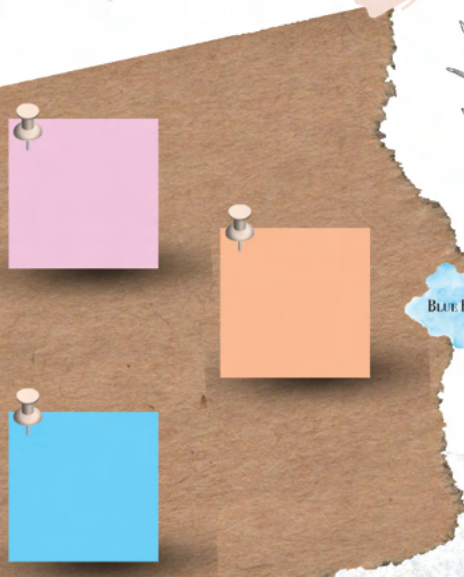
CHERRY BLOSSOM

WHITE DAISY

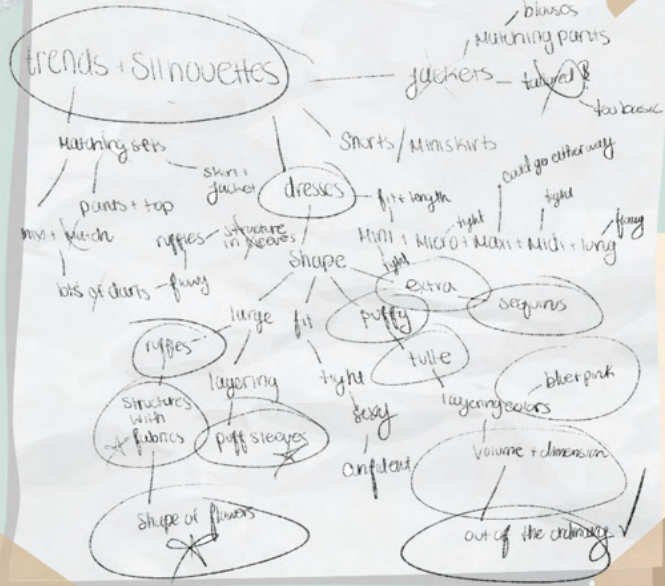
SWEET PEA

SPRAY ROSE

TURQUOISE ORCHID



SILHOUETTE THOUGHT PROCESS





DELICATE

FABRIC MANIPULATION

SHEER

LAYERS

SEQUINS

VOLUME

APPLIQUES

STRUCTURE

RUFFLES

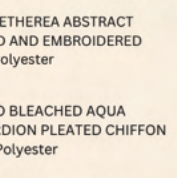
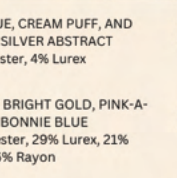
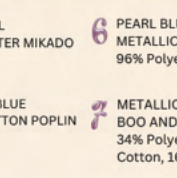
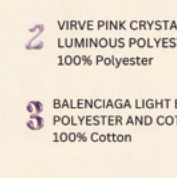
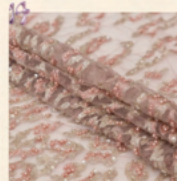
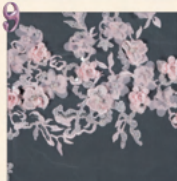
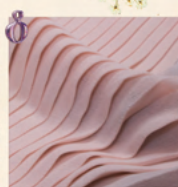
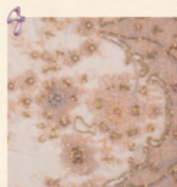
TULLE

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Primary Trends



THE FINAL Fabrics



1 METALLIC ROSE GOLD AND SKY BLUE STRIATED LINES LUXURY
54% Lurex, 46% Polyester

2 VIRVE PINK CRYSTAL LUMINOUS POLYESTER MIKADO
100% Polyester

3 BALENCIAGA LIGHT BLUE POLYESTER AND COTTON POPLIN
100% Cotton

4 PINK FLORAL BEADED LACE
100% Nylon

5 METALLIC AQUA, FOG AND PINK FLORAL LUXURY BROCADE
52% Polyester, 32% Rayon, 15% Lurex

6 PEARL BLUE, CREAM PUFF, AND METALLIC SILVER ABSTRACT
96% Polyester, 4% Lurex

7 METALLIC BRIGHT GOLD, PINK-ABBOO AND BONNIE BLUE
34% Polyester, 29% Lurex, 21% Cotton, 16% Rayon

8 ETereo ROSE SHADOW ACCORDIAN PLEATED CHIFFON
100% Polyester

9 PINK DOGWOOD 3D FLORAL EMBROIDERED TULLE
100% Polyester

10 CHAMPAGNE AND MINT FANCY BEADED TULLE
100% Polyester

11 BALENCIAGA ITALIAN PINK AND WHITE CANDY STRIPED COTTON
100% Cotton

12 PASTEL BLUE POLYESTER CREPE
100% Polyester

13 METALLIC GOLD, AQUA AND ORCHID PINK FLORAL LUXURY
52% Polyester, 32% Rayon, 15% Lurex

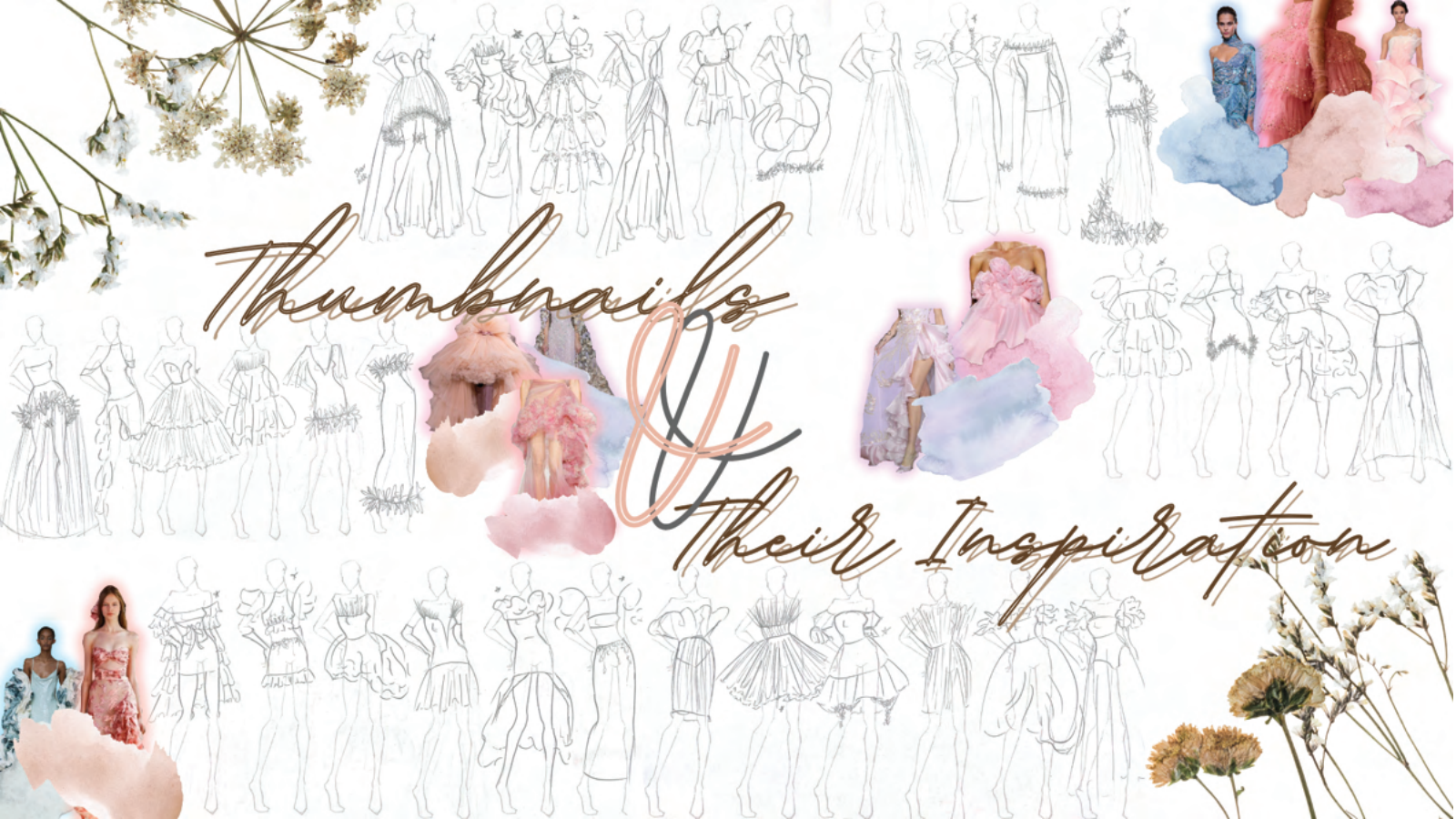
14 FANCY ETHEREA ABSTRACT BEADED AND EMBROIDERED
100% Polyester

15 ETereo BLEACHED AQUA ACCORDIAN PLEATED CHIFFON
100% Polyester

16 CHINTZ PINK LEONARDO SOFT NYLON TULLE
100% Polyester

17 LIGHT AQUA LEONARDO SOFT NYLON TULLE
100% Polyester

18 SYLVIE MELLOW ROSE BEADED TULLE
100% Nylon



Thumbnails

Of

Their Inspiration



*Final
Selections*



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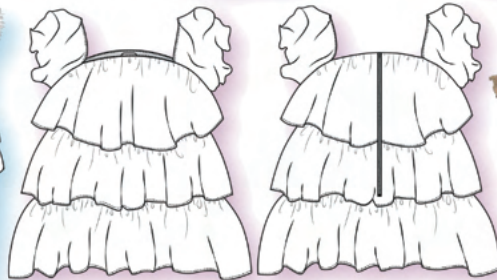
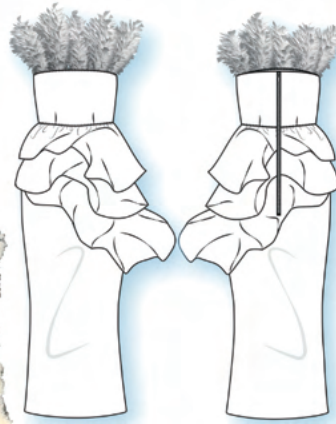
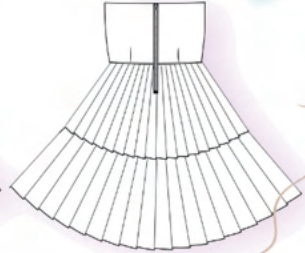
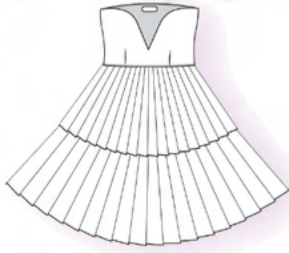
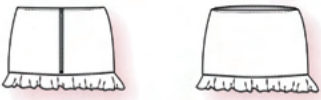


Color



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to learn and grow





