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SEASON 1

SENIOR COLLECTION

In this class, I've created my senior collection, which took three (3) parts, Concept, Technical, and Production. Concept, we developed the main book, which includes the target market, trends, color boards, etc. Technical, was creating the patterns, which I did flat pattern making, some draping, and then sewing mock-ups. Production, sewing my entire collection.

DESIGNER STATEMENT

Haute couture fashion indicates the business of designing, creating, and selling custom-made, high fashion clothing. Its one-of-a-kind handmade techniques is to capture the audience eye.

Season 1 will showcase simple silhouettes with rich fabrics such as neoprene, tulle, and embellished with ostrich feathers. This evening wear Spring - Summer 2017 collection inspired me to create luxury garments to confident women to feel one-of-a-kind.

TARGET MARKET

SEASON 1 | SPRING - SUMMER 2017



DEMOGRAPHICS

Female
Ages 25-35
City Lifestyle
Educated
Entrepreneur
Married to elite professional
Income \$500,000

PSYCHOGRAPHICS

She is charming with a confident attitude in the socialite. Some of her interests are going to Haute Couture runway shows, big elegant events, and shopping.

COMPETITORS

Alexander McQueen | Valentino

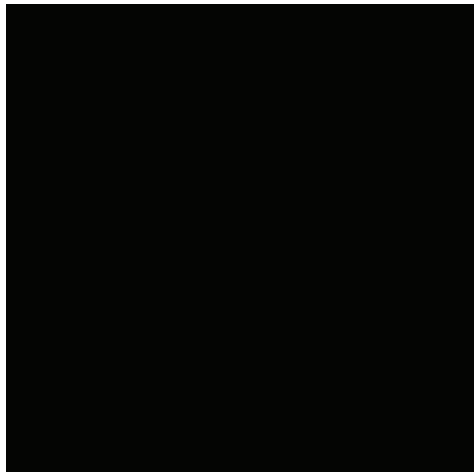
TRENDS

SEASON 1 | SPRING - SUMMER 2017

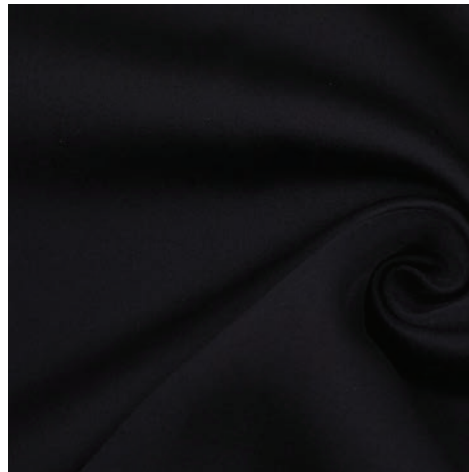


FABRICS | COLOR

SEASON 1 | SPRING - SUMMER 2017



PANTONE
19-0303 TPX
JET BLACK



Black Polyester Neoprene
100% Polyester
\$24.99 per yard



Black Leonardo Plus Soft Tulle
100% Nylon
\$12.99 per yard



Black Casa Embellish
Embroidered Medallion
100% Nylon
\$.39.99 per yard



6" Black Ostrich Fringe
\$19.94 per yard

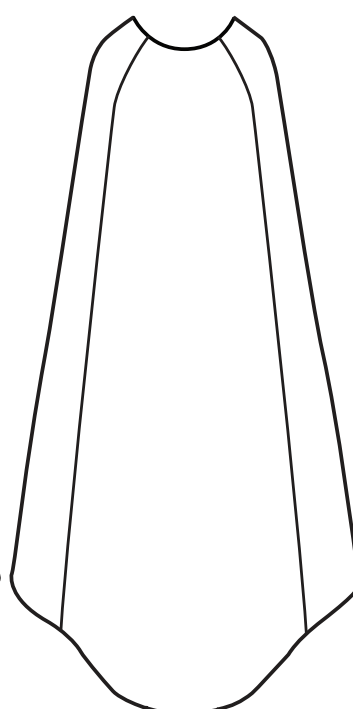
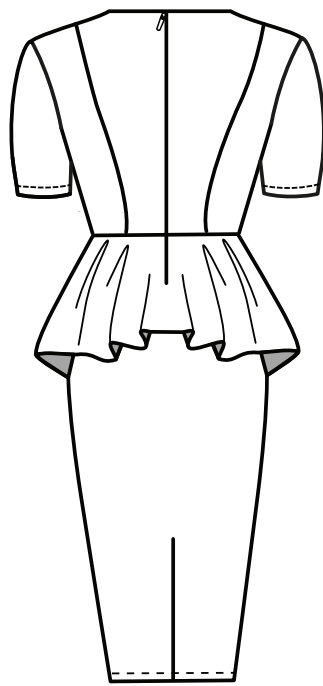
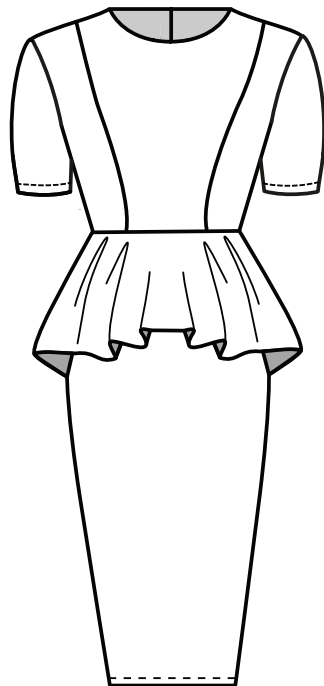
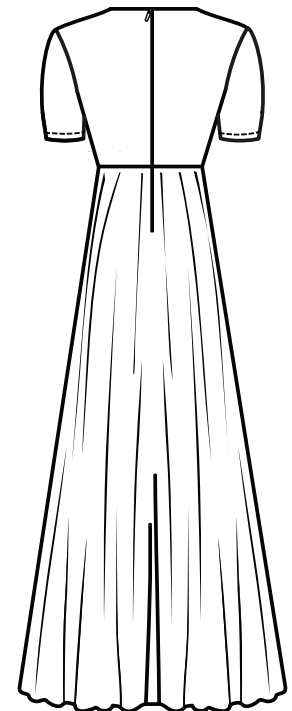
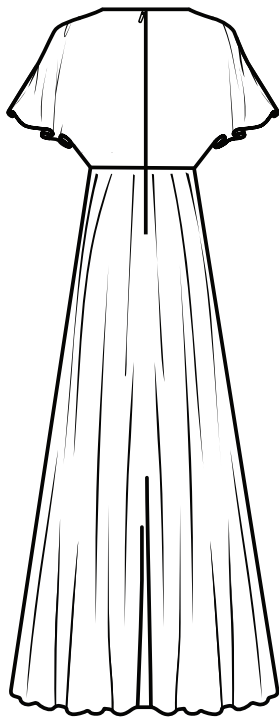
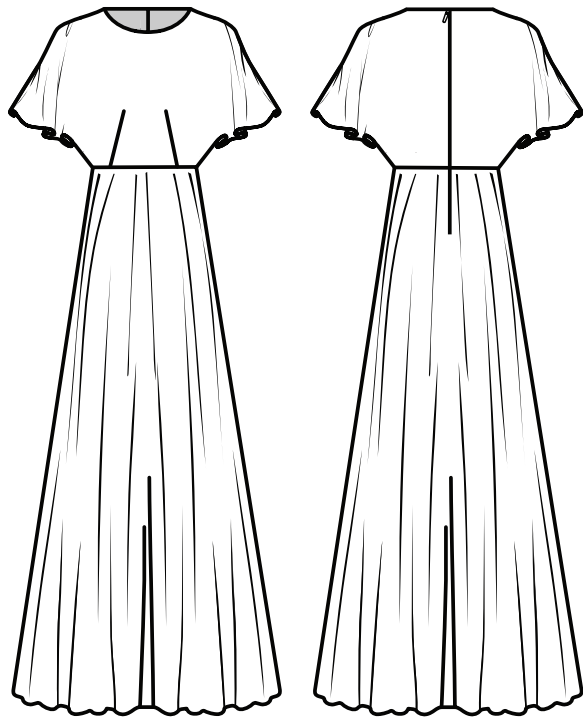
COLLECTION

SEASON 1 | SPRING - SUMMER 2017



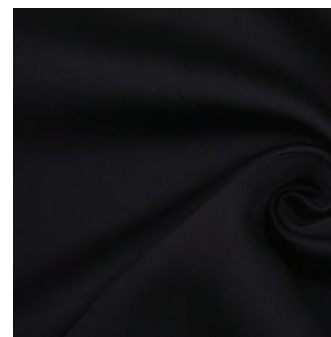
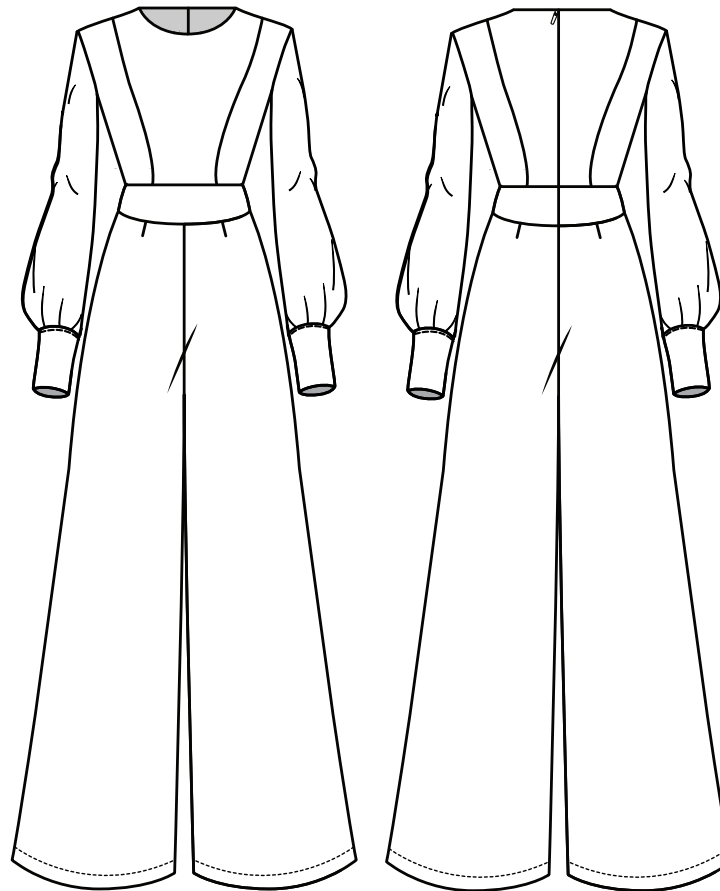
FLATS

SEASON 1 | SPRING - SUMMER 2017



LOOK 4

SEASON 1 | SPRING - SUMMER 2017



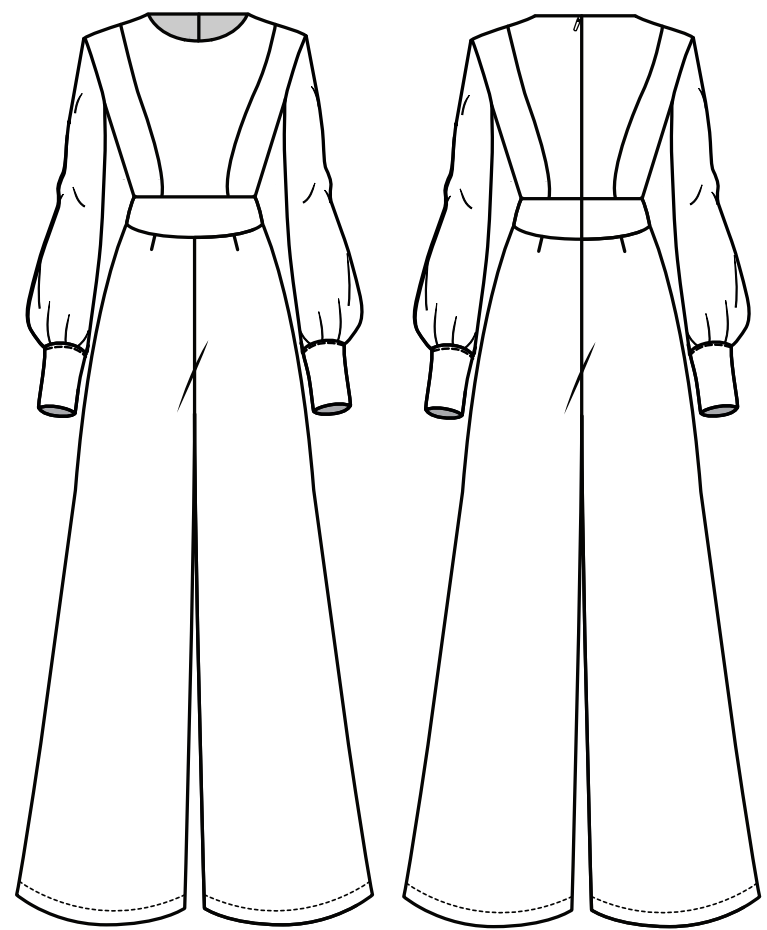
Black Polyester Neoprene
100% Polyester
\$24.99 per yard



Black Leonardo Plus Soft Tulle
100% Nylon
\$6.99 per yard

COST SHEET

SEASON 1 | SPRING - SUMMER 2017



LOOK 4

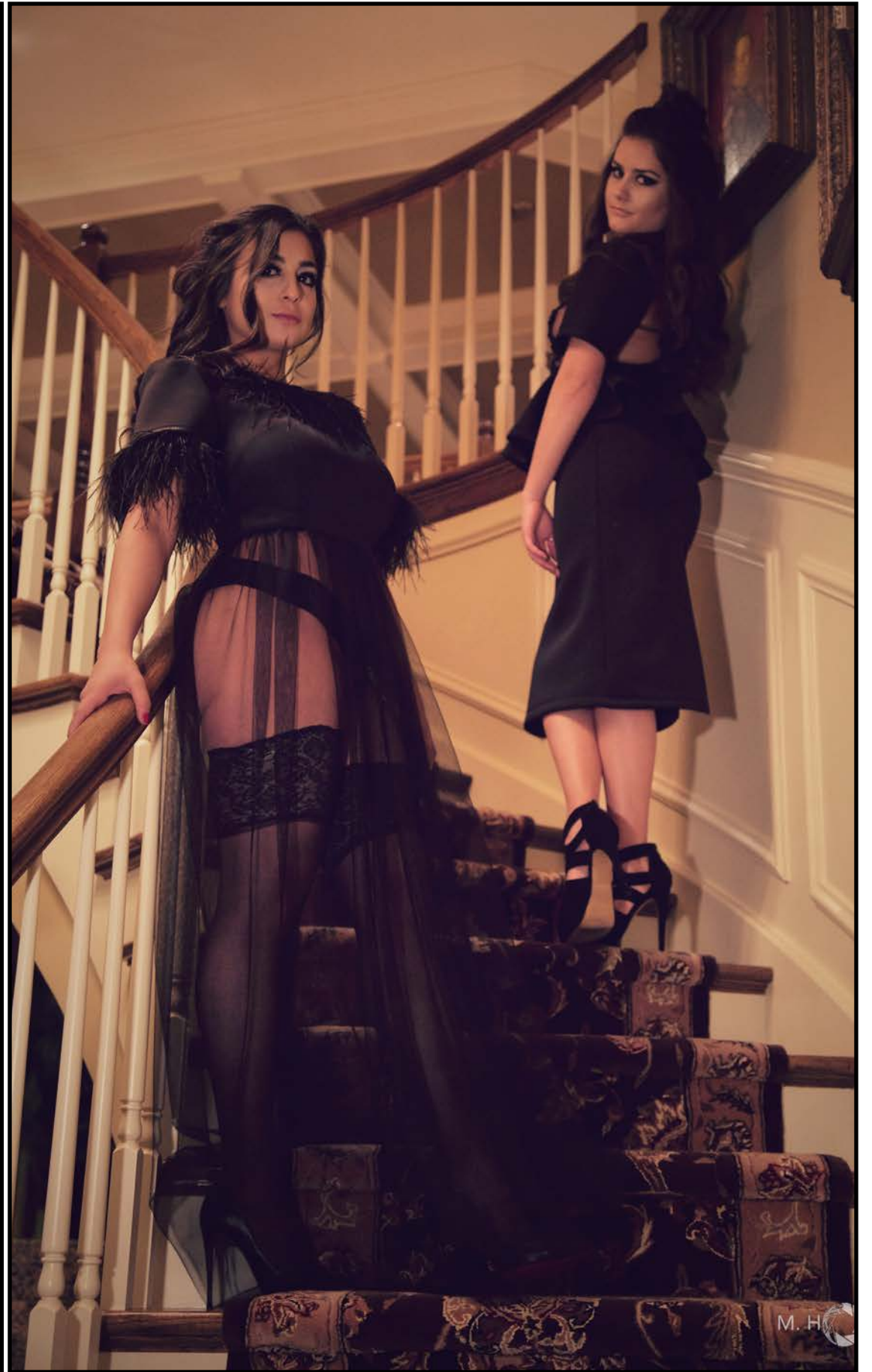
Black Polyester Neoprene
Black Leonardo Plus Soft Tulle

\$24.99/yard	x2/yards	=\$49.98
\$6.99/yard	x2/yards	=\$13.98

NOTIONS

22" Invisible Zipper
THREAD

=\$3.49
=\$2.49
TOTAL=\$69.94







TRENDS & CONCEPTS IN APPAREL

FASHION FORECAST 2014

In this class, I've learned how to make a fashion forecast book, which had multiple steps. It includes, three (3) types of male categories, High School Teens, College Young Adults and Business Men. I wanted to create this book with categories that are right onto each other, to understand one another.

The visual of my Trends & Concepts in Apparel book explains each categories profile and shows the variety of pantone colors for each season.

SENIOR HIGH



DEMOGRAPHIC

Ages 14-18
Male
Suburban
Under \$25,000 income

PSYCHOGRAPHICS

Teen
Outgoing
Enjoying life

LIFESTYLE

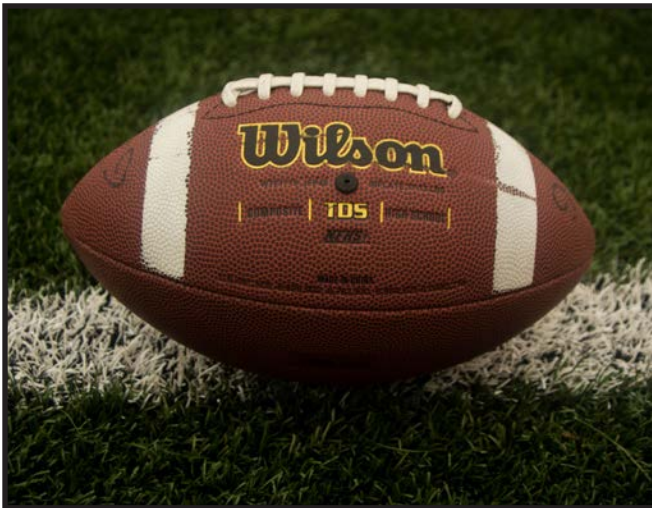
High school student
Lives with parents
Little responsibility

ACTIVITIES

Hanging out with friends
Playing sports
Work

SENIOR HIGH

PROFILE



TRENDS



SPRING | SUMMER

14-4510 TCX	18-1764 TCX
17-5029 TCX	16-4535 TCX
15-4101 TCX	17-6030 TCX
13-0117 TCX	15-1062 TCX
12-1108 TCX	13-0941 TCX

TRENDS DEFINED

The beginning of spring which everyone starts changing themselves from dark to pastels colors and summer is always the time to explore fun vibrant colors.

COLOR

Mostly all the colors for spring are soft and muted, a variety of greens, blues and a hint of beige. Summer is full of large amounts of colors, reds, blues, greens, yellows, etc.

FABRIC

Spring: polyester, silks, cottons, denims.
Summer: thin fabrics to breathe in the heat, polyester, cottons and more of a natural fibre.

EMBELLISHMENTS

With this season having a natural tone, light button ups would look good, shoes and some silver chains. Summer is the season where you can go all out, shirts of different colors, shapes, buttons up, gold / silver chains, shoes / sandals.

FITS

Skinny jeans, shirts well fitted to show some of the muscle.

FALL | WINTER

TRENDS DEFINED

This trend is when all the bright summery colors go dark and have a more mature look in them.

COLOR

Winter colors are mostly a variety of blacks, navy blues, violets., dark greys. But you also have a pinch of color to lighten the mood up.

FABRIC

A good type of fabric for winter is Wool because it's a thicker type of fabric than the other ones.

EMBELLISHMENTS

Thick jackets to cover up and not let the cold hit you, a thick knitted scarf, a beanie is a must. Very fashionable but will keep you warm.

FITS

Fitted jeans, with lose jackets, fitted shirts to keep you fashionable looking, fitted long sleeves shirts as well.

8-0430 TCX	19-0303 TCX
15-1050 TCX	19-3830 TCX
18-0928 TCX	19-2520 TCX
18-1454 TCX	19-4241 TCX
19-4057 TCX	19-1559 TCX

ARHAUS

SOURCING & TECHNICAL DESIGN | F\W 2017

In this class I've learned how to make a technical pack. I choose the company Arhaus to work on their bedding products. Creating a technical pack has several steps, which includes, researching the brand, target market, pricing, making flats, and explaining how each product would be made.

LINE EXTENSION

ROOTS OF SCANDINAVIA

Arhaus's roots grow deep into the Scandinavian forests working with skilled artisans since 1976. With a Fall - Winter 2017 collection Arhaus will focus on its roots where they originated their first manufacturing, Luscious winter evergreens with fur accents to keep you warm in the winter snow. Experience Polar Nights, Artic Sunsets, and Aurora Borealis from the warmth of your own home. Make your bedding the center of your luxury.



ARHAUS

"I was looking for a name with the word "house" in it. When the company began, we were doing almost all of our buying in Scandinavia. After looking at a map of that region, [I] spotted a little Danish port city called Arhaus (pronounced ohr-HOOSE). It sounded European, and with a little tweaking, it also sounded like "house"[I] played off that name --added an "A" -- and that is how the Arhaus name was formed."

-John Reed CEO



- Non-Public Company
- Estimated at 600 employees
- Annual sales: \$132.15M
- 66 Stores in the United States
- Produce around 700,000 products annually
- Brick & Mortar and Online sales
- Customer's value-workmanship, furniture and items they won't have to replace
- Focus of company-sustainability, Global details in items that the customers purchase
- DUNS Number: 011190489
- SIC Code: 57120000: Furniture stores
- NAICS Code: 423210: Furniture Merchant Wholesalers
- Warehouse size: 2,803

The furniture at Arhaus is the focal point of the store. Bedding is neutral and secondary to the handmade wood and welded furniture throughout the store. They focus on sustainability with natural cottons and fabrics.

The furniture

DEMOGRAPHICS

- Ages: 30 and up
- Gender: Male/ Female
- Income: \$52,425 +
- Education: University Degree
- Marital status: Single
- Occupation: Interior Design

PSYCHOGRAPHICS

- A love of decorating in all aspects of interior design
- A winning attitude
- Detail-oriented
- Nature lover
- Creative
- Professionalism



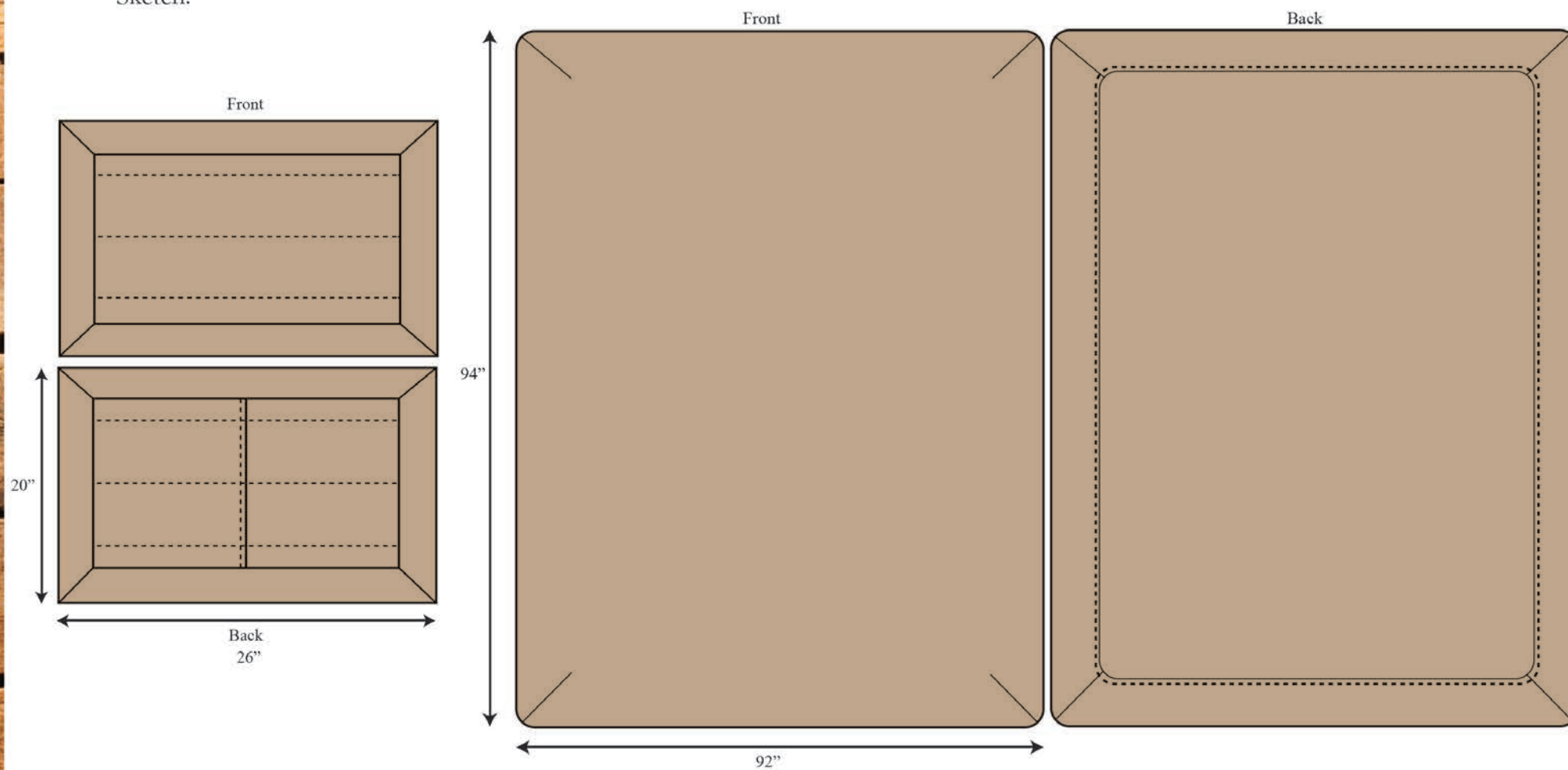
Roots of
Scandinavia
Collection


Season: Winter 2017
Description: Illustration Sheet

Classification: Sheet set
Pieces: 3

ARHAUS
FURNISHING A BETTER WORLD

Sketch:



Company Name:	Arhaus	Color:  15-1020 TCX	Fabric Content: 100% Egyptian Cotton	Sheet Size: Full/Queen: 92" X 94"
Style Number:	08011701			Sham Size: Standard: 26" X 20"
Date Created:	08-01-16			
Designer:	Edwin Arreola			

Roots of
Scandinavia
Collection

Season: Winter 2017
Description: Fabric Sheet

Classification: Sheet Set
Pieces: 3

ARHAUS®
FURNISHING A BETTER WORLD

Fitted Sheet Fabric Swatch:

Description: Cotton Sateen
Color: White fabric dyed
15-1020 TCX



Company Name:	Arhaus	Colors:  15-1020 TCX	Fabric Content: 100% Egyptian Cotton	Sheet Size: Full/Queen: 92" X 94" Sham Size: Standard: 26" X 20"
Style Number:	08011701			
Date Created:	08-01-16			
Designer:	Edwin Arreola			

Roots of
Scandinavia
Collection

Season: Winter 2017
Description: Component Sheet

Classification: Sheet Set
Pieces: 3

ARHAUS
FURNISHING A BETTER WORLD

PRODUCT DESCRIPTION	FIBER CONTENT	SIZE QUANTITY UNIT OF MEASURE	LOCATION	COLOR	COMMENTS
Decorative Top Stitching Thread	100% Cotton	3/10	Shams	18-0625 TCX	Decorative stitching on shams
Cotton Sateen	100% Egyptian Cotton	4.5oz 45" wide	Fitted Sheet/Shams	15-1020 TCX	Material for shams and fitted sheet
Cotton Elastic	100% cotton	1/4"	Fitted Sheet	White	Inside of fitted sheet (edges)
Thread	100% polyester	40 wt.	Fitted Sheet/Shams	18-0625 TCX	Construction

Company Name:	Arhaus
Style Number:	08011701
Date Created:	08-01-16
Designer:	Edwin Arreola

Roots of
Scandinavia
Collection

Season: Winter 2017
Description: Label Sheet

Classification: Sheet Set
Pieces: 3

ARHAUS
FURNISHING A BETTER WORLD

DESCRIPTION	CONTENT	SIZE	COLOR	LOCATION	FIGURE
WARRANTY LABEL	100% satin polyester	3" x 5"	White	Inside sham opening on right	A
DESIGN LABEL	100% polyester	3" x 1.5"	Label 17-1128 TCX Lettering 18-0625 TCX	Attached with care label	B
CARE LABEL	100% satin polyester	3" x 5"	White	Inside sham opening on left	B

B.

ARHAUS

100% EGYPTIAN COTTON
Machine Wash Cold
Gentle Cycle
Tumble Dry Low
No Fabric Sheets
No Fabric Softener
No Bleach








ARH 08011701

A.

UNDER PENALTY OF THE LAW
THIS TAG NOT TO VE REMOVED
EXCEPT BY THE CONSUMER

ALL NEW MATERIALS
CONSISTING OF
100% EGYPTIAN COTTON

Reg. No

Certification is made by the manufacturer that
the materials in this article are described in
accordance with law

MADE FOR ARHAUS
Name of Manufacturer
Address of Manufacturer
MADE IN



ARH 08011701

Company Name:	Arhaus
Style Number:	08011701
Date Created:	08-01-16
Designer:	Edwin Arreola

GAP, INC.

SURVEY OF MANUFACTURING & PRODUCT DEVELOPMENT

In this class I learned how to create a Technical Package, the process which takes to develop one season's collection. Gap Inc. was the company that I had to research the business analysis, color trends, fabrics, prints, trims, fastenings, develop flat sketches, detail view, points of measurement, construction details, labels and packaging.

"Be the world's favorite for American Style". Gap Inc. is a leading global retail company, which includes clothing, accessories and personal care products for all genres. Gap Inc. products are manufactured in more than 90 countries worldwide through about 3,300 company-operated stores, nearly 400 franchise stores and e-commerce sites. American Optimism is their attitude; casual style is their aesthetic but most important Gap is known for being clean, confident, comfortable, accessible, classic and modern. It embraces a youthful spirit and freedom for an individual style.

SPRING / SUMMER 2017 COLOR TRENDS



This season's men key colors by WGSN / Stylesight is constructed around a base of tinted neutrals, this palette has a refined workwear feel that makes it suitable for both casualwear and customizing. Little however sharp pops of firecracker orange and Frnech blue give it a vibrant Caribbean edge that feels sporty and modern.

GAP

Proto# 0001
Style#
Season: Summer 2016
Fit Type: Oversized
Brand: GAP
Status: Prototype 1

Size Range: Men's Small-XL
Sample Size: M
Designer: Edwin Arreola
Date First Sent: December 7, 2015
Date Revised:
Fabrication: 60% cotton, 40% polyester



Binding around neckline

Drop shoulders



Pleats with edge top stitching

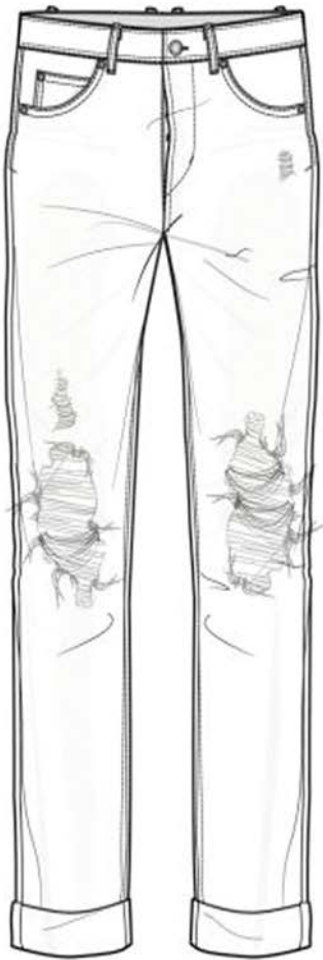
Cover stitch hems

GAP

Proto# 0001
Style#
Season: Summer 2016
Fit Type: Skinny
Brand: GAP
Status: Prototype 1

Size Range: Men's 28-38
Sample Size: 30 Skinny
Designer: Edwin Arreola
Date First Sent: December 7, 2015
Date Revised:
Fabrication: Denim, 100% Cotton

Coin pocket top stitched on
Denim lining



Top stitch waist band

Fly zipper

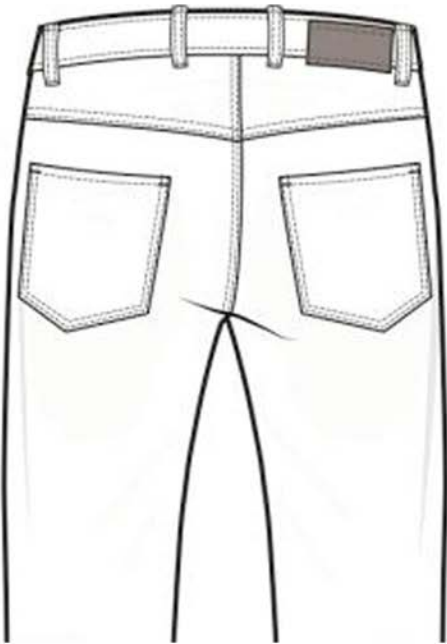
Distressed at knees

Clean finished hem

GAP

Proto# 0001
Style#
Season: Summer 2016
Fit Type: Skinny
Brand: GAP
Status: Prototype 1

Size Range: Men's 28-38
Sample Size: 30 Skinny
Designer: Edwin Arreola
Date First Sent: December 7, 2015
Date Revised:
Fabrication: Denim, 100% Cotton



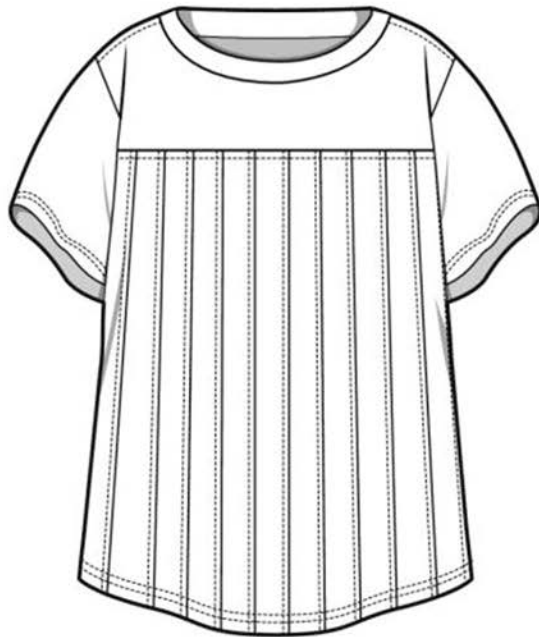
Back pockets (self)
Fold / iron 1/2 inch around edge of pocket
Finish by top stitching into place

GAP

Proto# 0001
Style#
Season: Summer 2016
Fit Type: Oversized
Brand: GAP
Status: Prototype 1

Size Range: Men's Small-XL
Sample Size: M
Designer: Edwin Arreola
Date First Sent: December 7, 2015
Date Revised:
Fabrication: 60% cotton, 40% polyester

Code	Spec Measurements	Tol +	Tol -	Size Medium (Inches)
T-A	Front neck	1/4	1/4	14
T-B	Back neck	1/4	1/4	8
T-C	CB (Neck to hem)	1/4	1/4	27
T-D	Hemline	1/4	1/4	45
T-E	Armhole	1/4	1/4	10
T-F	Shoulder Seam	1/4	1/4	9
T-G	Sleeve length	1/4	1/4	10
T-H	Sleeve hem	1/4	1/4	16
T-I	Side seam length	1/4	1/4	5



GAP

Proto# 0001
Style#
Season: Summer 2016
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Size Range: Men's 28-38
Sample Size: 30 Skinny
Designer: Edwin Arreola
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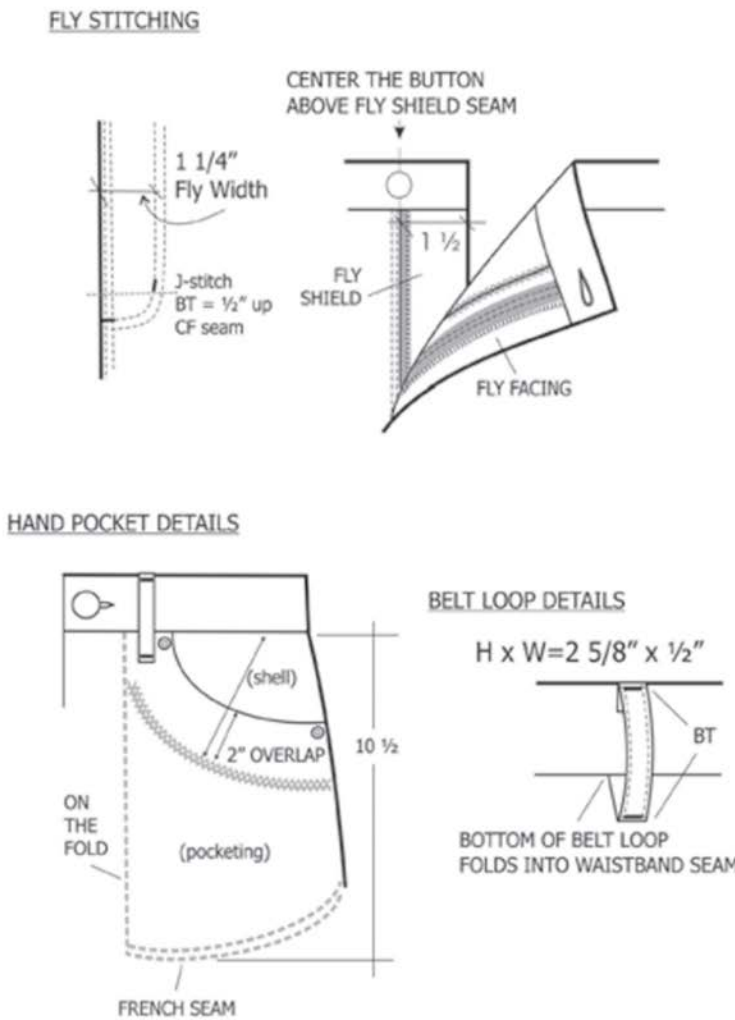
Code	Spec Measurements	Tol +	Tol -	Size Medium (Inches)
T-A	Waistband Width	1/4	1/4	35.5
T-B	Waistband length	1/4	1/4	5
T-C	Belt Loop Width	1/4	1/4	1/2
T-D	Belt Loop Length	1/4	1/4	2.5
T-E	Pocket Opening	1/4	1/4	5
T-F	Pocket Depth	1/4	1/4	9
T-G	Pocket Length	1/4	1/4	6
T-H	Back Pocket Length	1/4	1/4	6.5
T-I	Back Pocket Depth	1/4	1/4	6.5
T-J	Crotch Seam	1/4	1/4	4
T-K	Bottom Seam	1/4	1/4	13
T-L	Inseam	1/4	1/4	30
T-M	Side Seam	1/4	1/4	37.5
T-N	Knee	1/4	1/4	20.5
T-O	Ankle	1/4	1/4	14
T-P	Cuff Length	1/4	1/4	2



GAP

Proto# 0001
Style#
Season: Summer 2016
Fit Type: Skinny
Brand: GAP
Status: Prototype 1

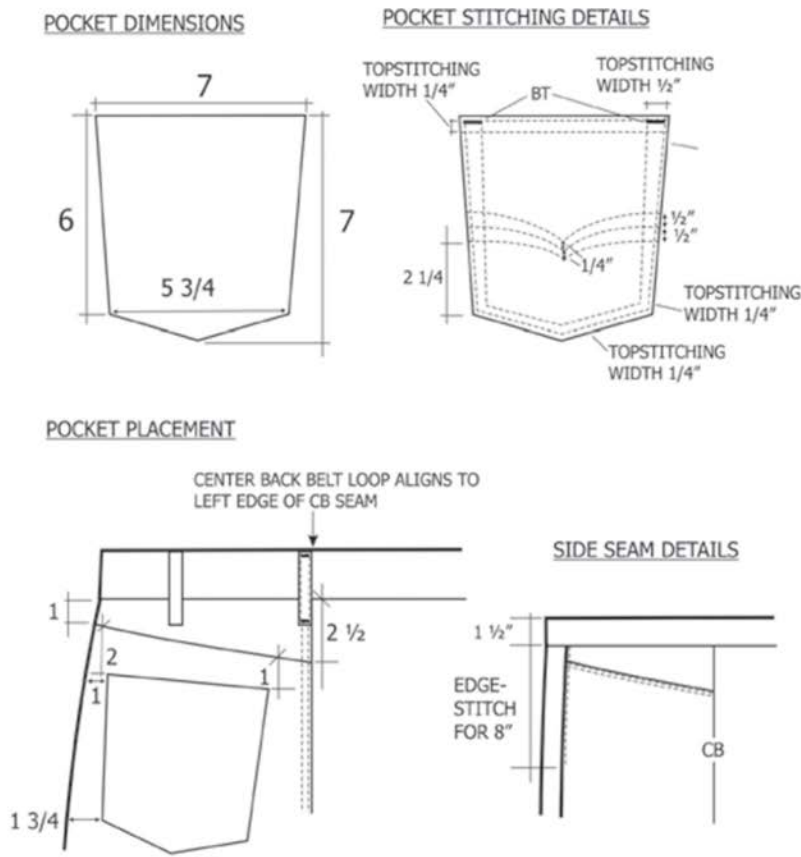
Size Range: Men's 28-38
Sample Size: 30 Skinny
Designer: Edwin Arreola
Date First Sent: December 7, 2015
Date Revised:
Fabrication: Denim, 100% Cotton



GAP

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GAP

Proto# 0001
Style#
Season: Summer 2016
Fit Type: Oversized
Brand: GAP
Status: Prototype 1

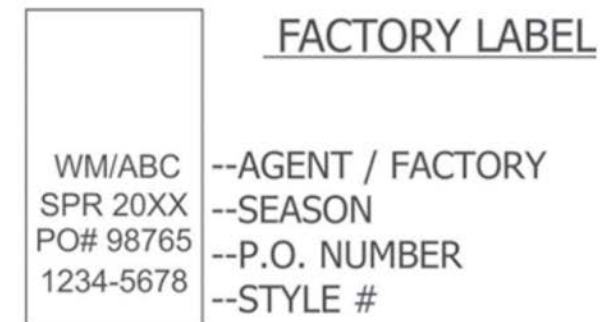
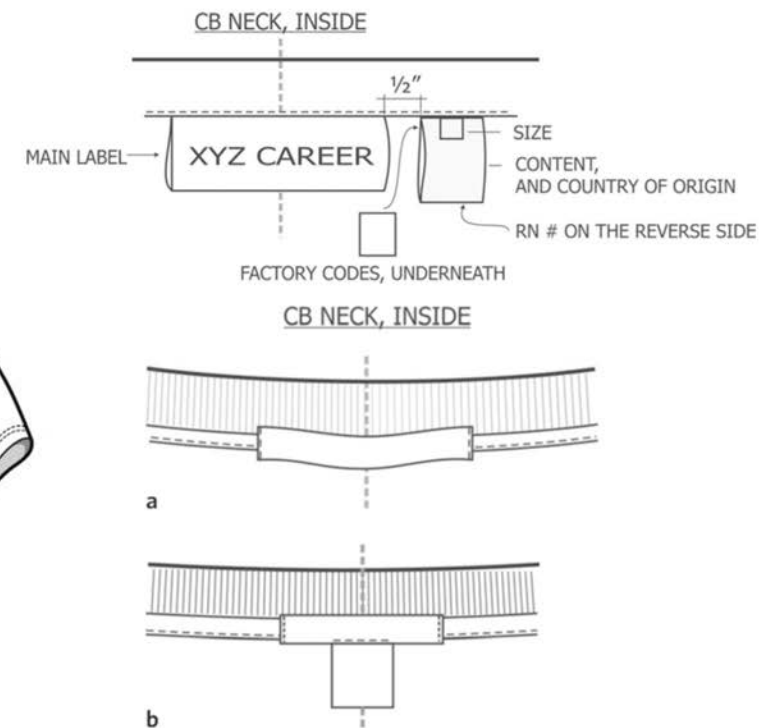
Size Range: Men's Small-XL
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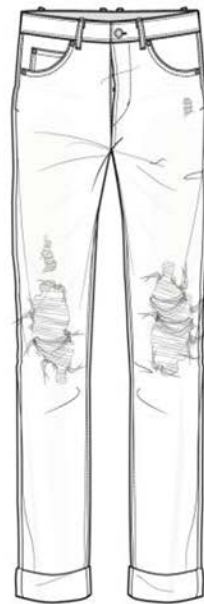
Size Range: Men's Small-XL
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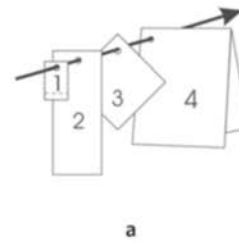
GAP

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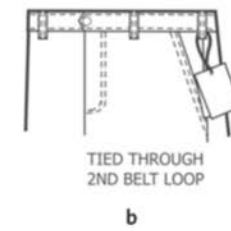
Size Range: Men's 28-38
Sample Size: 30 Skinny
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Date First Sent: December 7, 2015
Date Revised:
Fabrication: Denim, 100% Cotton



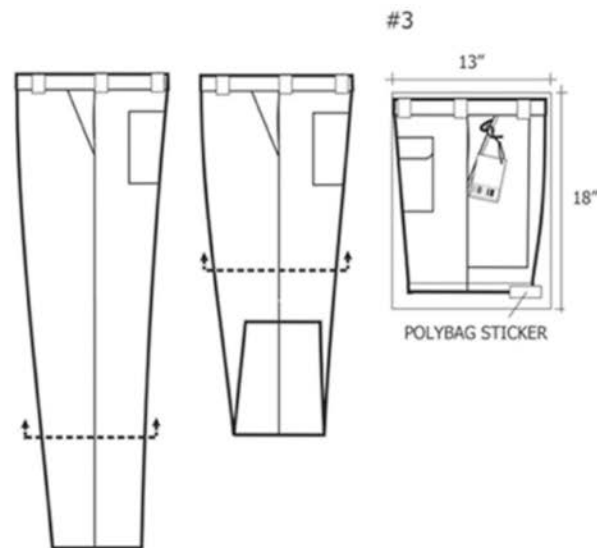
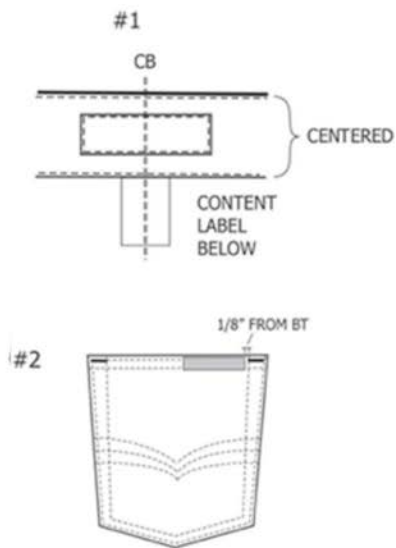
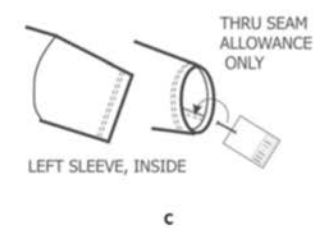
ORDER OF HANGTAGS



HANGTAG PLACEMENT



HANGTAG PLACEMENT



BEACH BOY

CONCEPT & LINE DEVELOPMENT

SPRING | SUMMER 2015

In this class I've learned how to create a collection from start to finish. Including, research for trends, explaining your target market, making a designer statement, choosing colors, fabrics, sketching, picking five looks and making flats.

DESIGNER STATEMENT

"Fashion is to experiment, to have fun. My customer likes to make a fashion statement by following their heart. I used a lot of patterns and varieties of colors to set this customer apart.

DESCRIPTION OF TARGET MARKET

DEMOGRAPHICS

Male

Ages: 20-30's

College or employed

Income: \$30,000

Single

Style: Urban Outfitters, American Apparel

PSYCHOGRAPHICS

A sociable, down-to-earth, fashion forward young individual, who enjoys music, the outdoors, and is educated.

INSPIRATION | COLOR BOARD

SPRING | SUMMER 2015



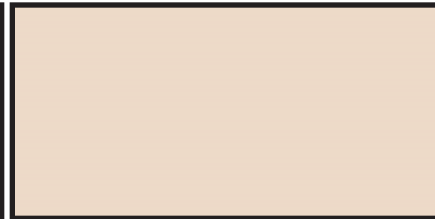
19-2030 TCX



18-4530 TCX



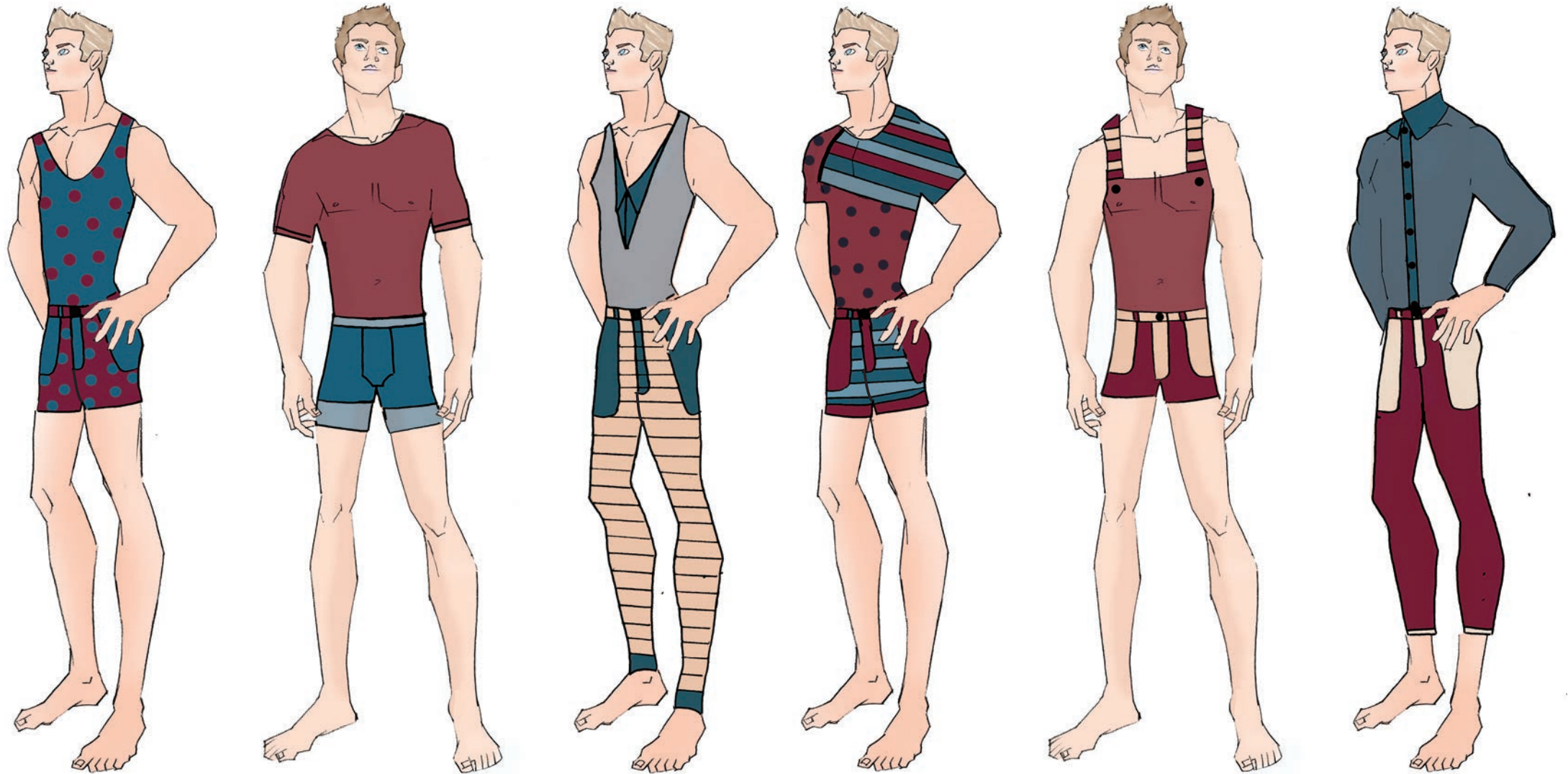
15-4421 TCX



12-0704 TCX

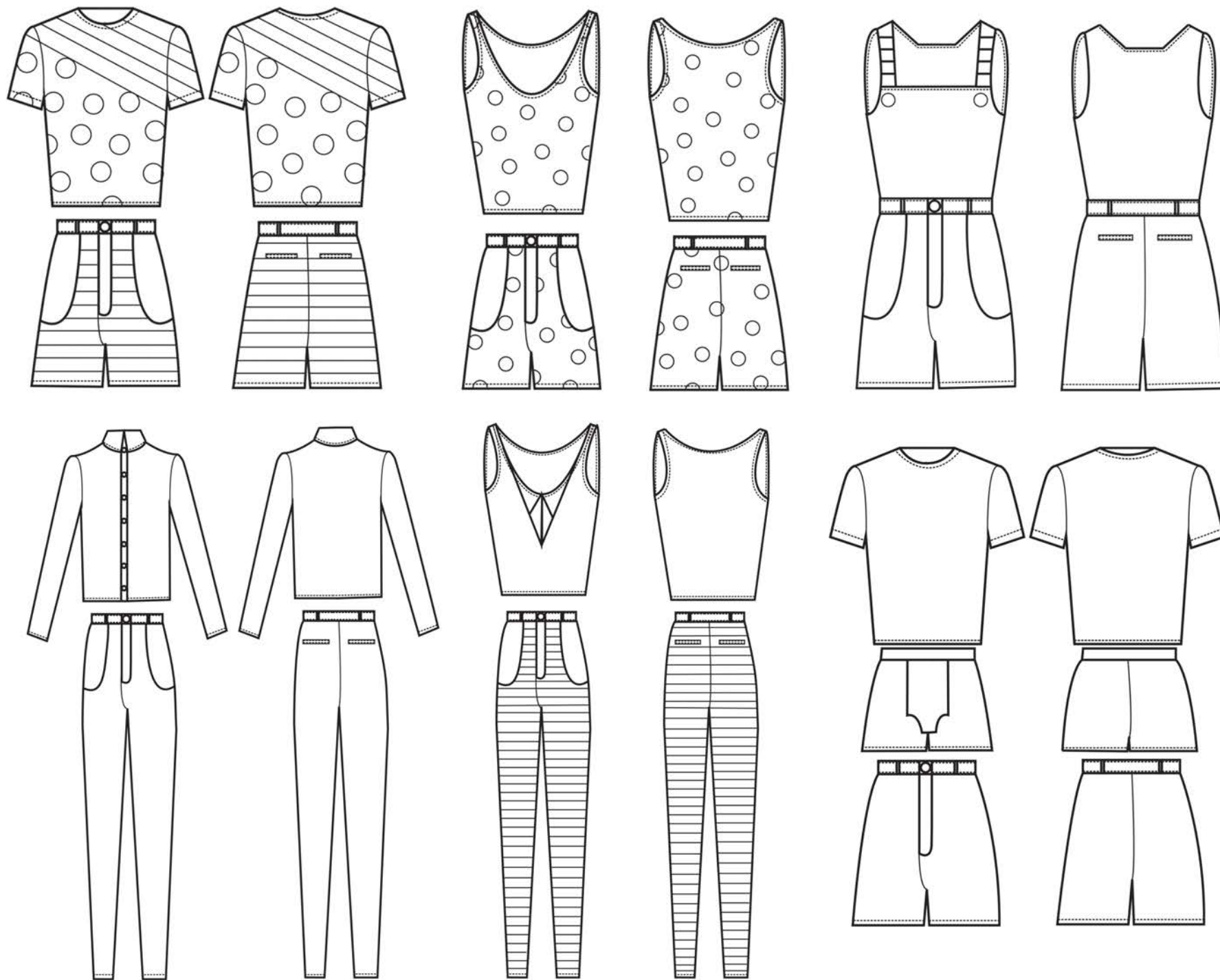
BEACH BOY COLLECTION

SPRING | SUMMER 2015



FLATS

SPRING | SUMMER 2015



GOLDEN GODS

DIGITAL TEXTILE DESIGN

In this class, I've learned how to design three (3) different textiles, from making my own print, knits, and woven's. These designs were made with more of neutral colors. The print I've created was Hercules. The theme of this book was ancient Greece, that's were my inspiration came from while working on Hercules, prints, knits, and woven's.

Target Market

Demographics

- Ages 25-35
- Gender- Female
- Professional
- Income: \$100,000

Lifestyle

- Working Adult
- Responsible
- Sociable
- Living their dream

Psychographics

- Fashionable
- Stylist
- Fashionista

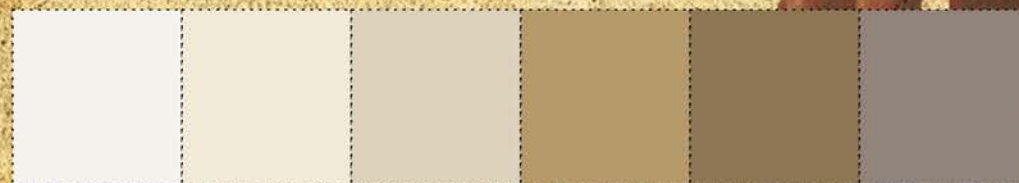
Activities

- Couple drinks with friends
- Shopping
- Stylist

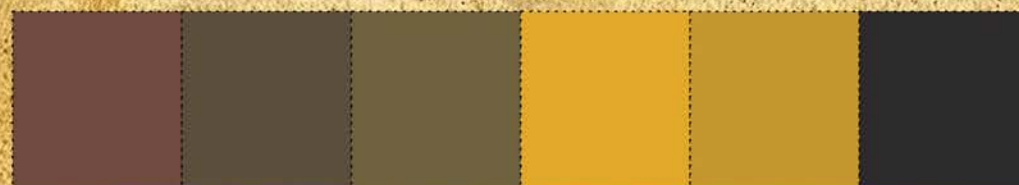


Golden Gods

Fall/Winter 2016 Color Board



11 0602 Pantone TCX/TPX Snow White	11 0606 Pantone TCX/TPX Pristine	12 0605 Pantone TCX/TPX Angora	16 1326 Pantone TCX/TPX Prairie Sand	17 1028 Pantone TCX/TPX Antique Bronze	17 1212 Pantone TCX/TPX Fungi
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19 1228 Pantone TCX/TPX Root Beer	19 0618 Pantone TCX/TPX Beech	18 0629 Pantone TCX/TPX Lizard	14 0951 Pantone TCX/TPX Golden Rod	16 0952 Pantone TCX/TPX Nugget Gold	19 0303 Pantone TCX/TPX Jet Black
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Golden Gods- Print Colorway One





PANTONE 19-030...
R=46 G=44 B=47



PANTONE 12-060...
R=224 G=209 B=188



PANTONE 14-095...
R=228 G=168 B=41



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



Name : Geometric_...
Type : Custom
Shaft count : 12
X / Y : 22 / 22
Draft : 0



PANTONE 19-030...
R=46 G=44 B=47



PANTONE 16-095...
R=202 G=152 B=32



PANTONE 12-060...
R=224 G=209 B=188



PANTONE 17-121...
R=145 G=129 B=120



TECHNICAL DRAWING & DESIGN

In this class, I've learned how to draw, sketch, and design a 5 look collection, while putting your visions on paper. This collection is kind of the second part of my senior collection, it adds on. I wanted to see a full collection of my designs together, to see if it would've been cohesive.



