



# CREATIVE PORTFOLIO

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# Fashion Design

BRAND: FAYTH

Full Time

Task:

- Designed apparel, accessories, and prints aligned with brand identity and customer base.
- Developed detailed tech packs with precise measurements, fabrics, and trims.
- Assisted in weekly photoshoots and styling for marketing campaigns.

Skills: Technical drawing, styling, trend research, textile print design, accessory design



Fayth Logo

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# Fashion Design

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Pastel Paradise Family Collection



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# Fashion Design

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Pastel Paradise Family Collection



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# Fashion Design

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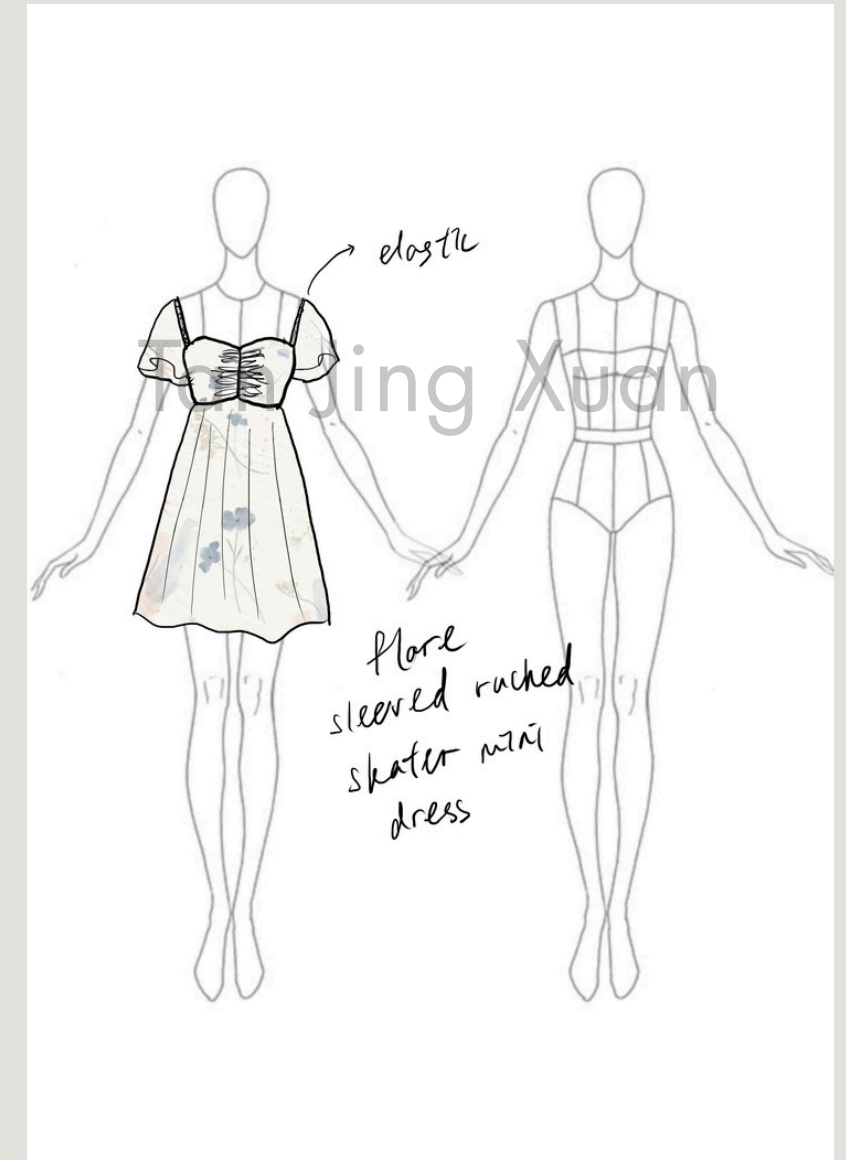
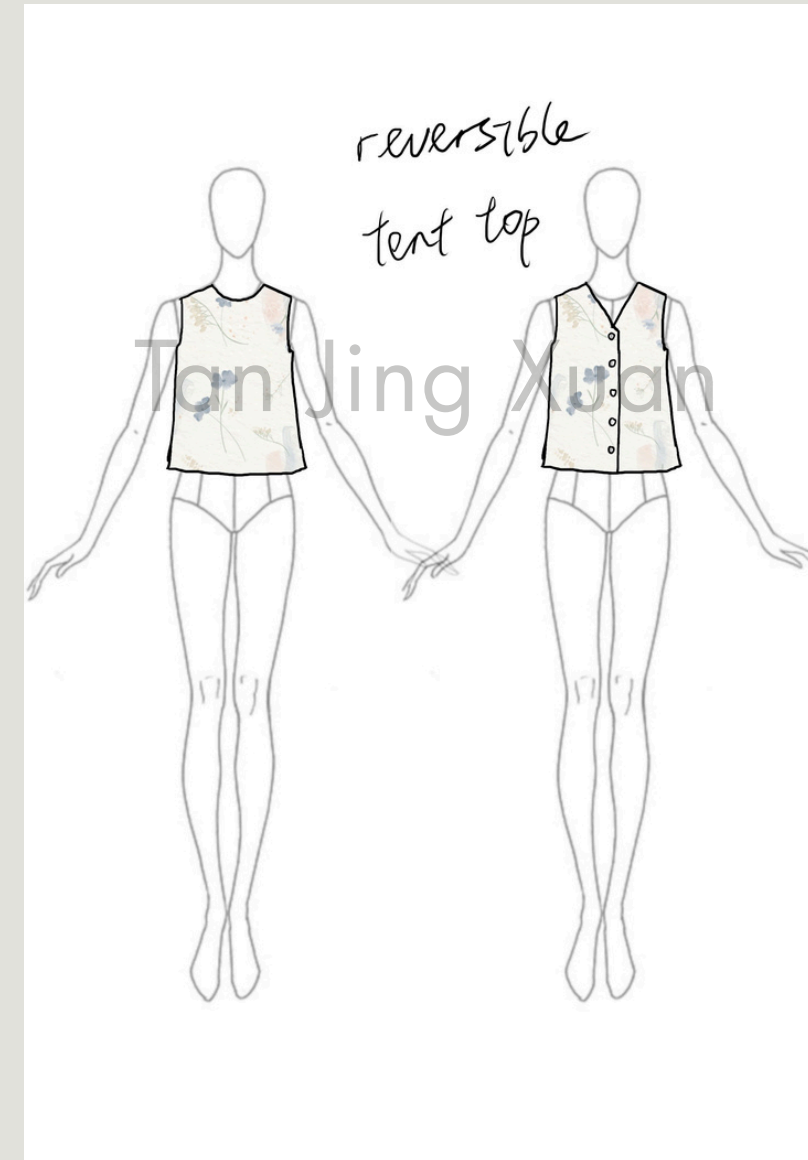


Fields Collection



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# Fashion Design



Fields Collection Sketches

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# Fashion Design

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Cedar Embroidery Family Collection



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# Fashion Design

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Broderie Collection



# Upcycling Fashion

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## MODULE: GRADUATION PROJECT

### Individual Project

#### Task:

- Look 1 was awarded fourth prize in the Raffles International Avant Garde Fashion Awards.
- Collaborated with Style Theory to upcycle preloved clothes and create a capsule collection.
- Style Theory is the Southeast Asia's largest circular fashion platform that allows subscribers to rent unlimited designer clothing for a flat monthly fee.

Skills: Industrial sewing, pattern drafting, photography, styling



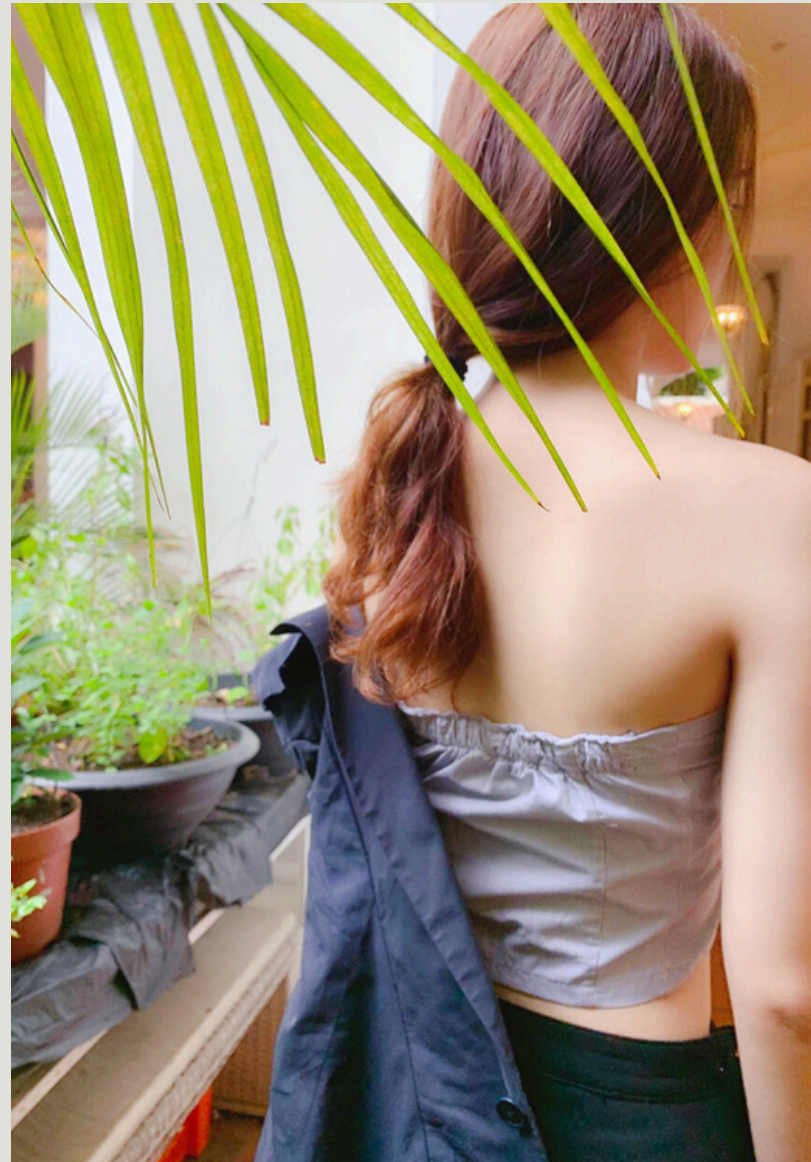
Style Theory Logo



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# Upcycling Fashion

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Look 1





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# Upcycling Fashion

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Look 2



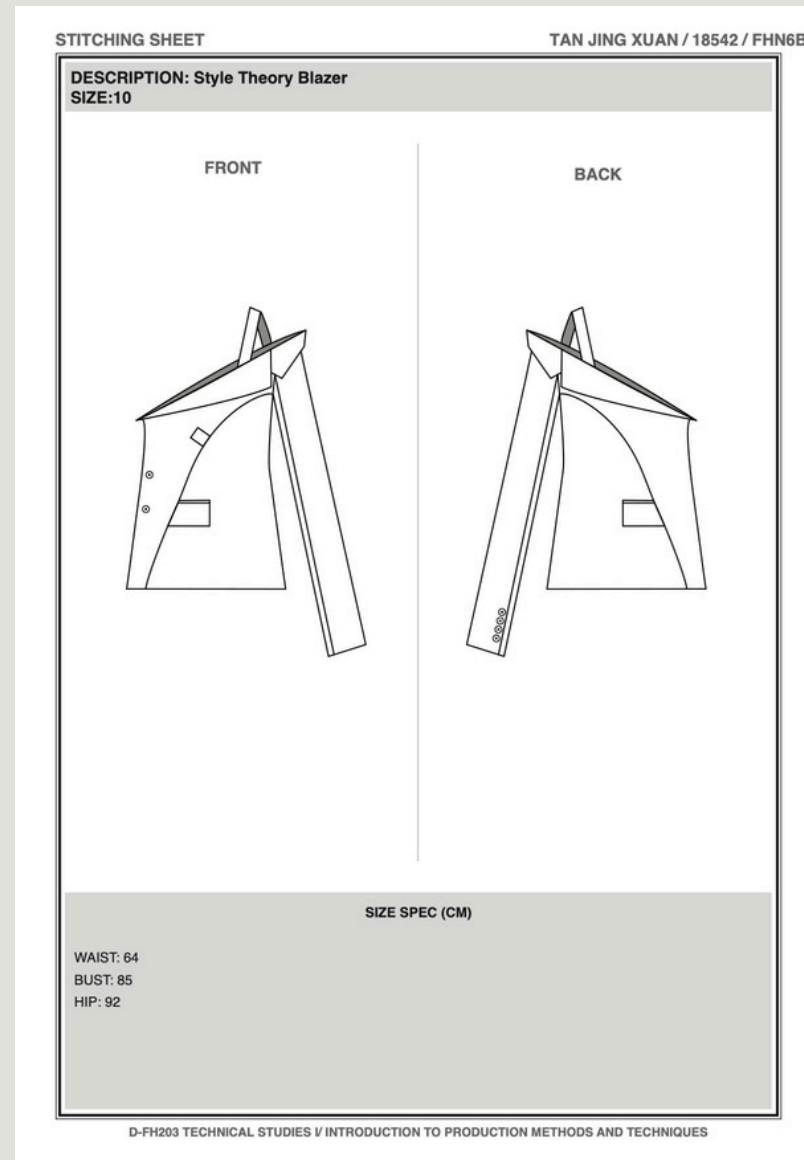


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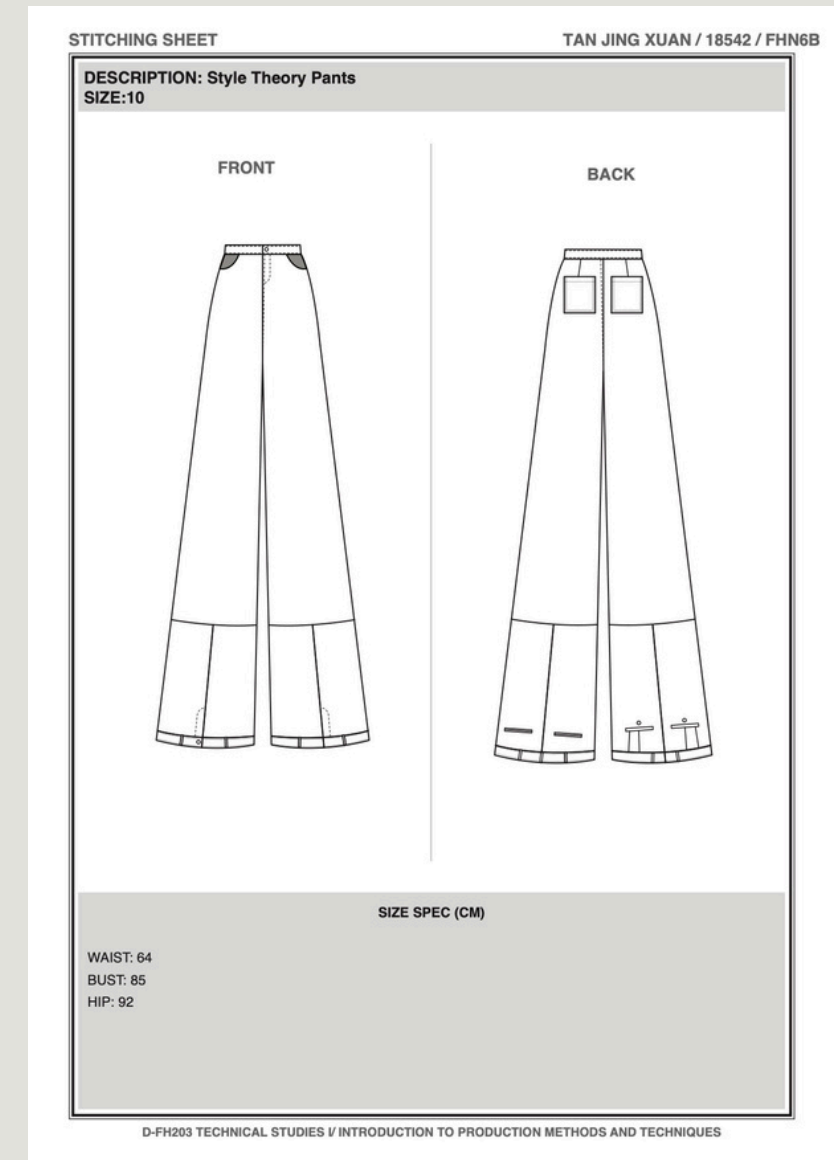
# Upcycling Fashion



Fashion Illustration



Technical Drawing 1



Technical Drawing 2





Costume Paper Prototype

# Origami x Dance

MODULE: FASHION STUDIO

Group Project

Task: Collaborated with a dance student in LASALLE College of the Arts to design dance costume inspired by Origami, which is the Japanese art of paper folding. It was proudly showcased at the Minimalism Exhibition at ArtScience Museum.

Skills: Industrial sewing, pattern drafting

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# Origami x Dance

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Dance Costume







Final Look

# Trash to Fash

## UPCYCLING FASHION DESIGN COMPETITION

### Group Project

#### Task:

- Selected to be one of the Top 8 finalists.
- The apparel was showcased in Ecosperity Week 2019 at Sands Expo and Convention Centre, and Temasek Shophouse.
- Used rPET fabric and other upcycled products, designed apparel that appeals to the contemporary youth.

Skills: Industrial sewing, pattern drafting, felting, accessory design

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# Trash to Fash

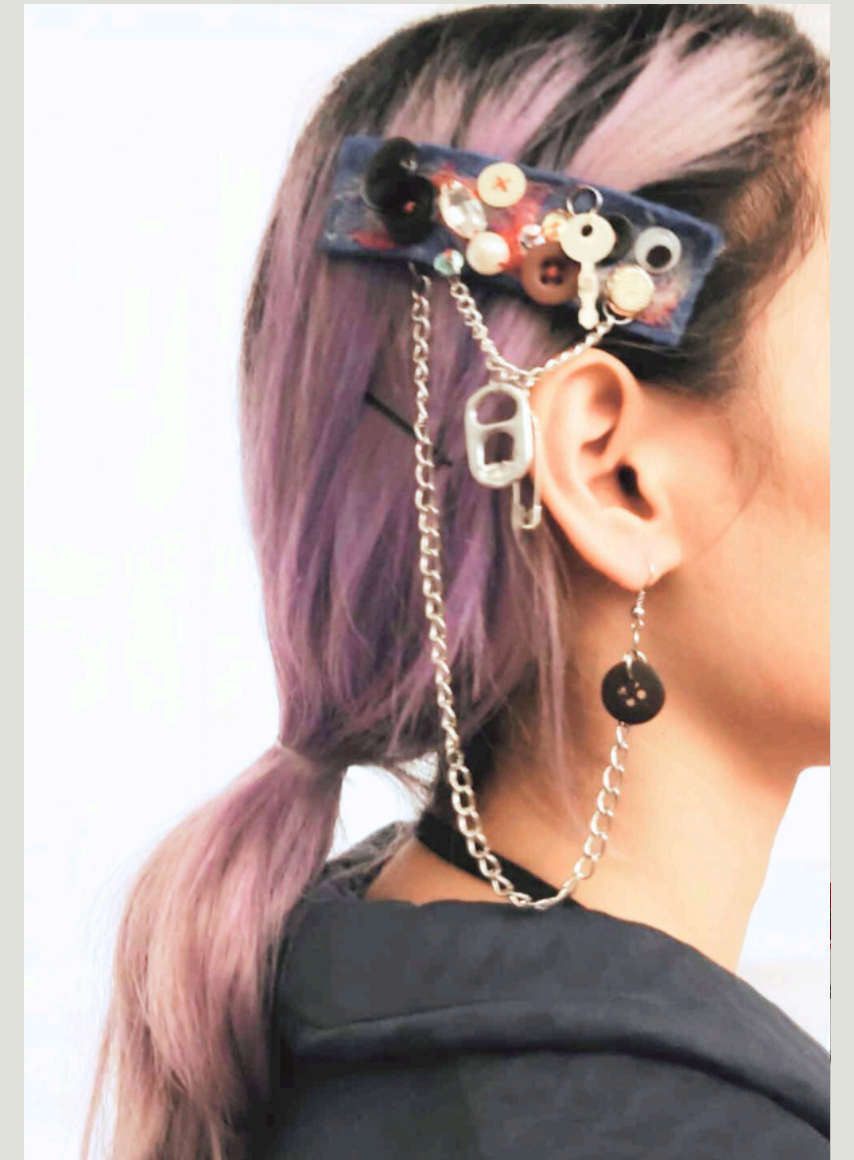
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Reversible & Unisex Design



Accessory Design







Business Plan Cover

# Business Plan

## MODULE: FUTURE FASHION PROJECT

### Individual Project

Task: Developed a business plan for a fashion product or service that addresses the global issue of sustainability within the fashion industry.

Skills: Adobe InDesign, Photoshop, finance, social media management, accessory design, video editing

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# Business Plan

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Brand Logo



Business Card

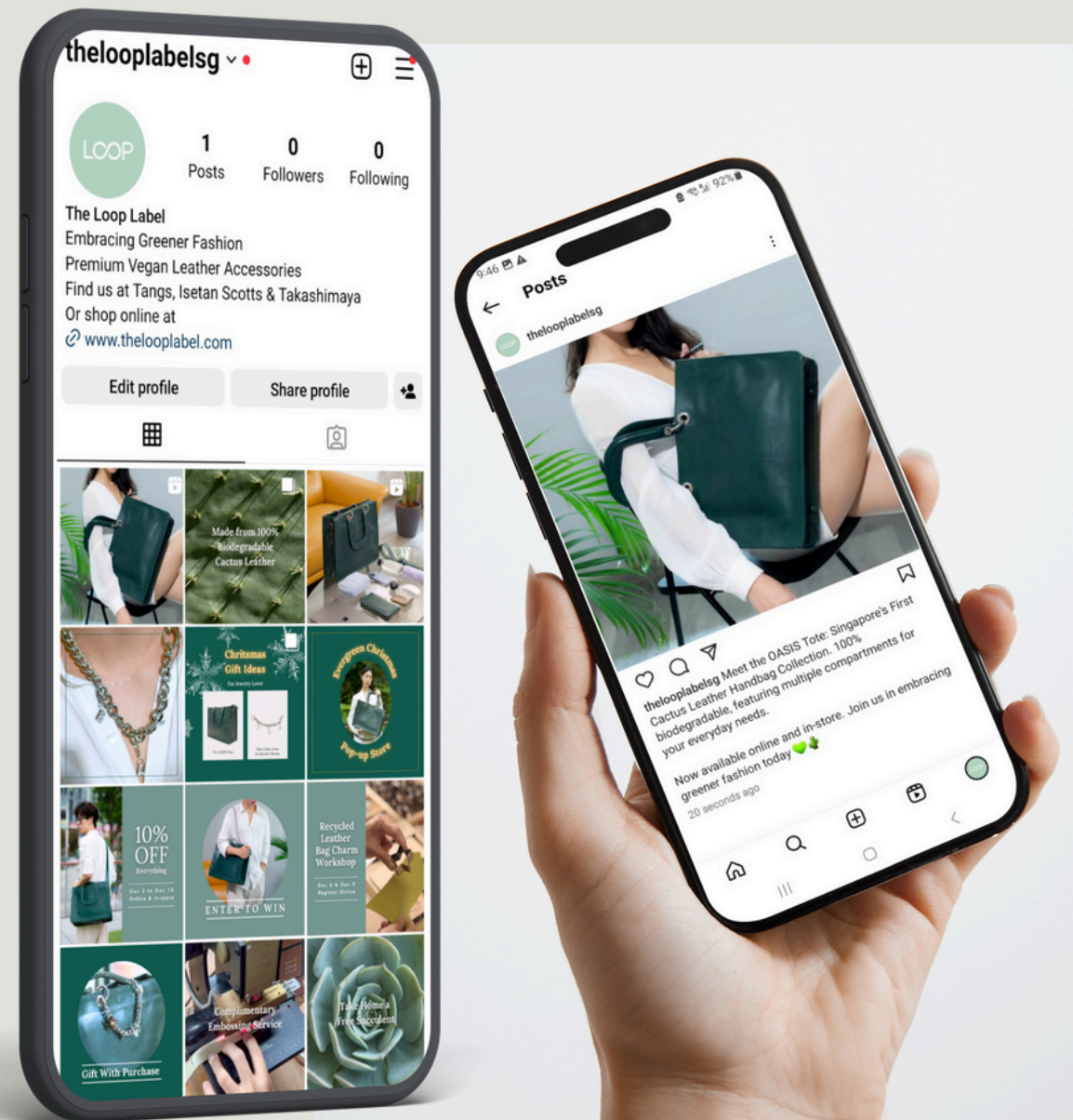


Packaging



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# Business Plan



Instagram Posts Mock Up



Instagram Story Mock Up

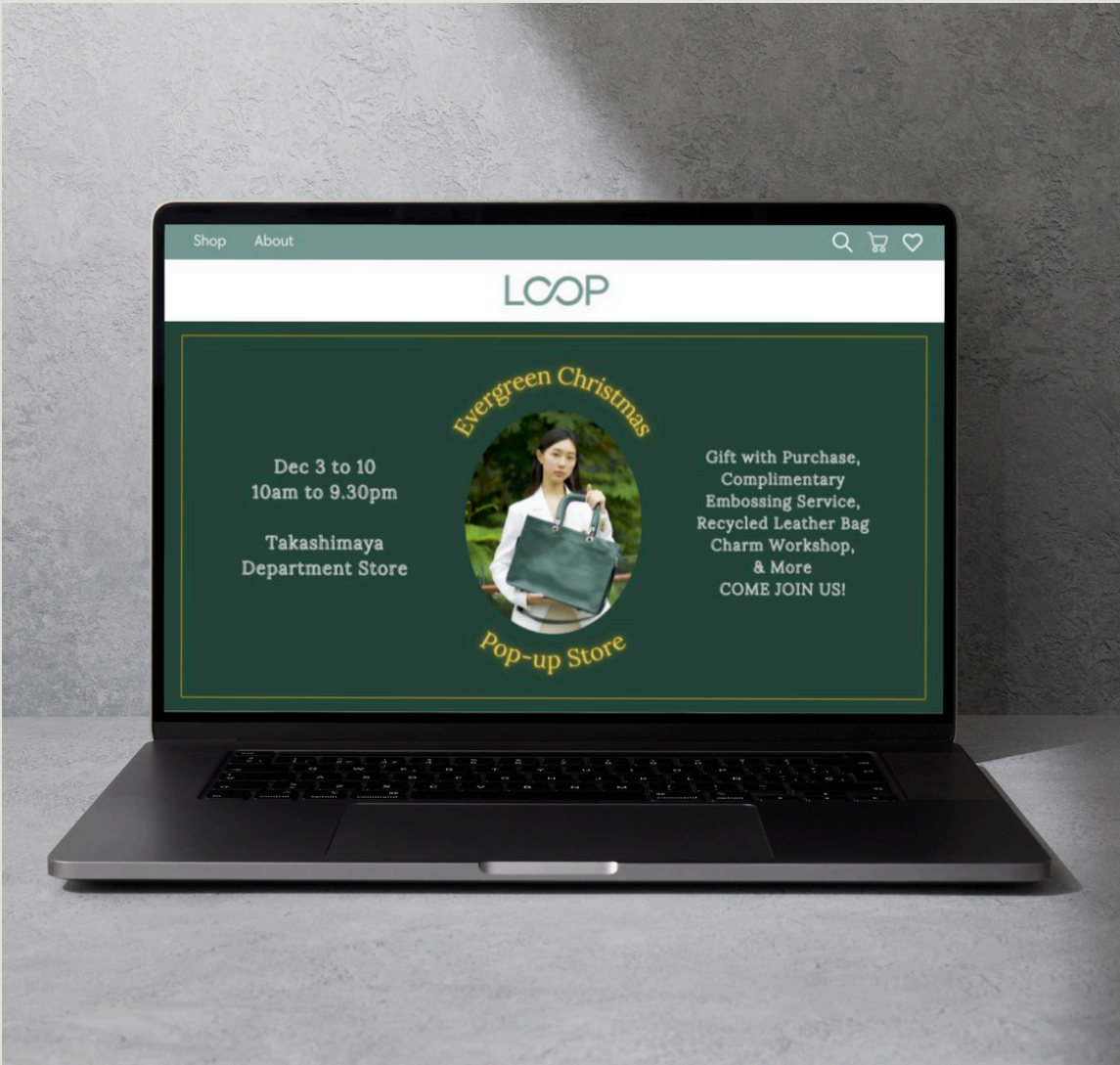


Poster



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# Business Plan



Website Banner Mock Up



Press Kit



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# Business Plan

Press Release

	<div><div>Press Release</div><div>Nov 2023</div><div><div>LOOP</div><div>For Immediate Release</div></div><div><div>The Loop Label Presents Evergreen Christmas Pop-up Event</div><div><p><b>Singapore</b> - In the spirit of the holiday season, The Loop Label is thrilled to announce its "Evergreen Christmas" campaign, focusing on the excitement of holiday preparations. Unveiling its first cactus leather collection, OASIS, the brand aims to evoke the warmth of connections and the joy of giving during this special time of year. With the theme "Embracing Greener Fashion," The Loop Label reinforces its commitment to sustainable practices, aspiring to be the preferred choice for eco-friendly gifts this Christmas.</p><p>Collaborating with Takashimaya Department Store, The Loop Label will host a pop-up store from Dec 3 to 10. During this period, customers can enjoy a 10% storewide discount, both online and in-store. Shoppers spending over SGD500 will receive a complimentary bag charm, encouraging additional purchases. Each purchase at the pop-up store includes a free on-the-spot embossing service.</p><p>Workshop enthusiasts can reserve a spot for SGD20 at the Takashimaya pop-up store. Two Dec 6 and 9 workshops will accommodate six participants each. Attendees will craft Christmas-themed bag charms using leather offcuts, aligning with the brand's commitment to sustainability. Simultaneously, The Loop Label plans to lease a succulent vending machine from Green Thumb X at Ngee Ann City, allowing customers to redeem a complimentary succulent by sharing content on social media and tagging the brand.</p><div><div>About The Loop Label</div><div><p>Founded in 2023 by Tan Jing Xuan, The Loop Label is a Singapore-based premium accessory brand that thrives on the belief that everyone can make a difference. Recognizing a gap in the market for gender-neutral, functional, and sustainable bags, the brand proudly introduces Singapore's first Cactus Leather series. With a commitment to zero waste and a circular economy, the brand envisions a seamless LOOP within its supply chain.</p><p>The Loop Label pioneered in designing a jewelry organizer compartment in bags. The brand offers detachable bag charms and straps so that customers can personalize the style of their bags in seconds to match their outfits. Bag charms and straps can be worn as bracelets, necklaces, or waist chains, making them fashionable accessories.</p><p>To find out more about the brand, visit <a href="http://www.thelooplabel.com">www.thelooplabel.com</a>.</p><p>Download images for press <a href="#">here</a> and credit where appropriate. For additional information and images, kindly contact <a href="mailto:info@thelooplabel.com">info@thelooplabel.com</a>.</p></div></div></div></div></div>	
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<div><div>Thank you for your purchase</div><div>Care Instructions: Gently wipe the surface with a damp cloth and allow it to air-dry naturally. If you plan to use any chemical cleaner or conditioner, take precautionary measures by conducting patch tests on a small area before applying it to the entire product.</div><div><a href="http://www.thelooplabel.com">www.thelooplabel.com</a></div></div>
<div><div>This is a Plantable Seed Paper!</div><div><div><div>1. Soak the paper in water overnight before planting. Be careful when removing the paper the next day, as it will be soft and soggy.</div><div>2. This soaking process is to expedite seed germination.</div><div>3. Prepare a pot, filling it with 2/3 of good indoor potting soil.</div><div>4. Cover the plantable paper with soil, ensuring a depth of about 3mm.</div><div>5. Dampen the soil adequately without creating standing water.</div><div>6. Maintain moisture on the paper consistently for the first 10 days to facilitate seed germination.</div><div>7. If germination is successful, anticipate the appearance of sprouts within 2 to 3 weeks.</div></div></div><div><a href="http://www.thelooplabel.com">www.thelooplabel.com</a></div></div>

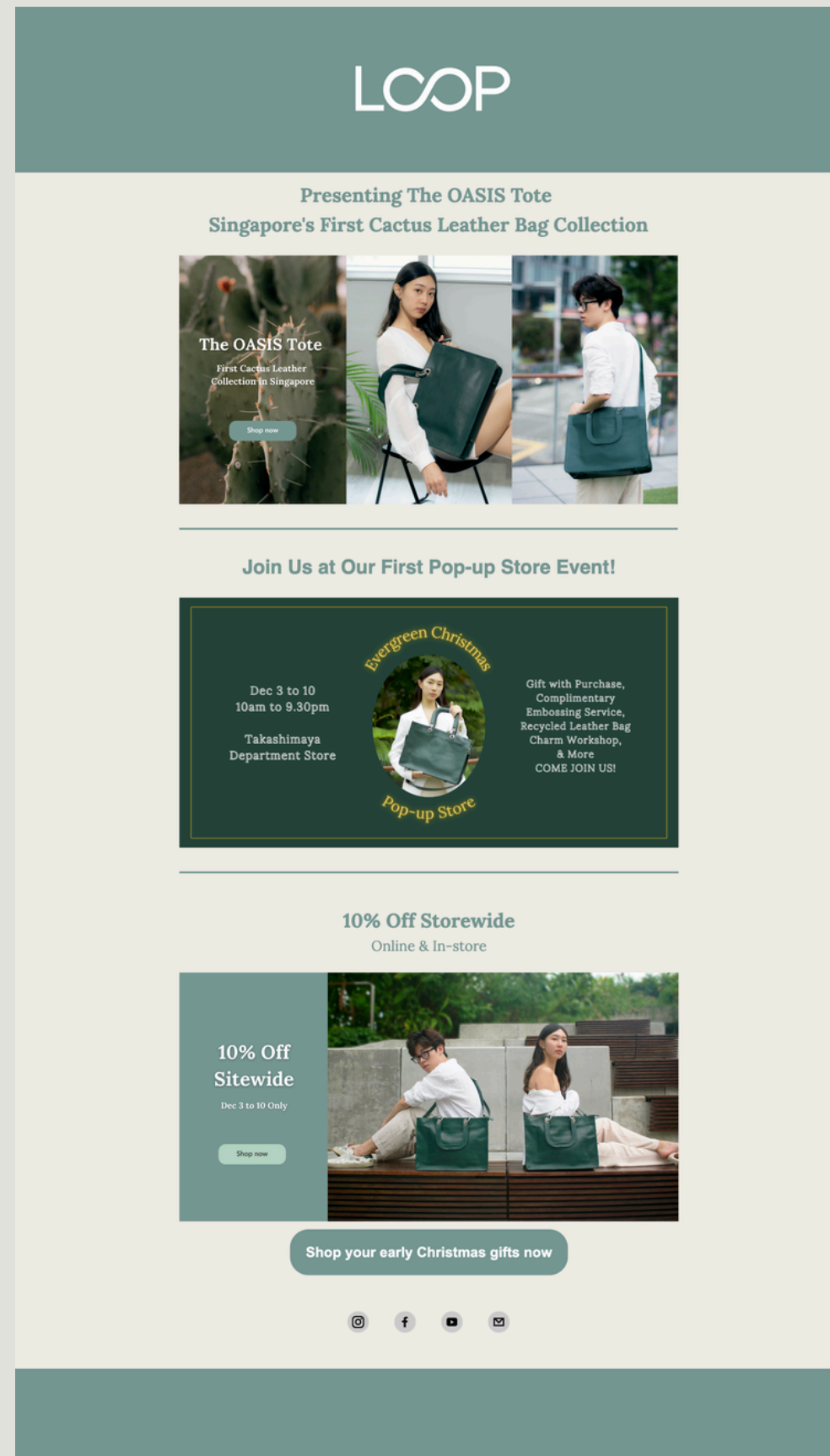
Thank You Card



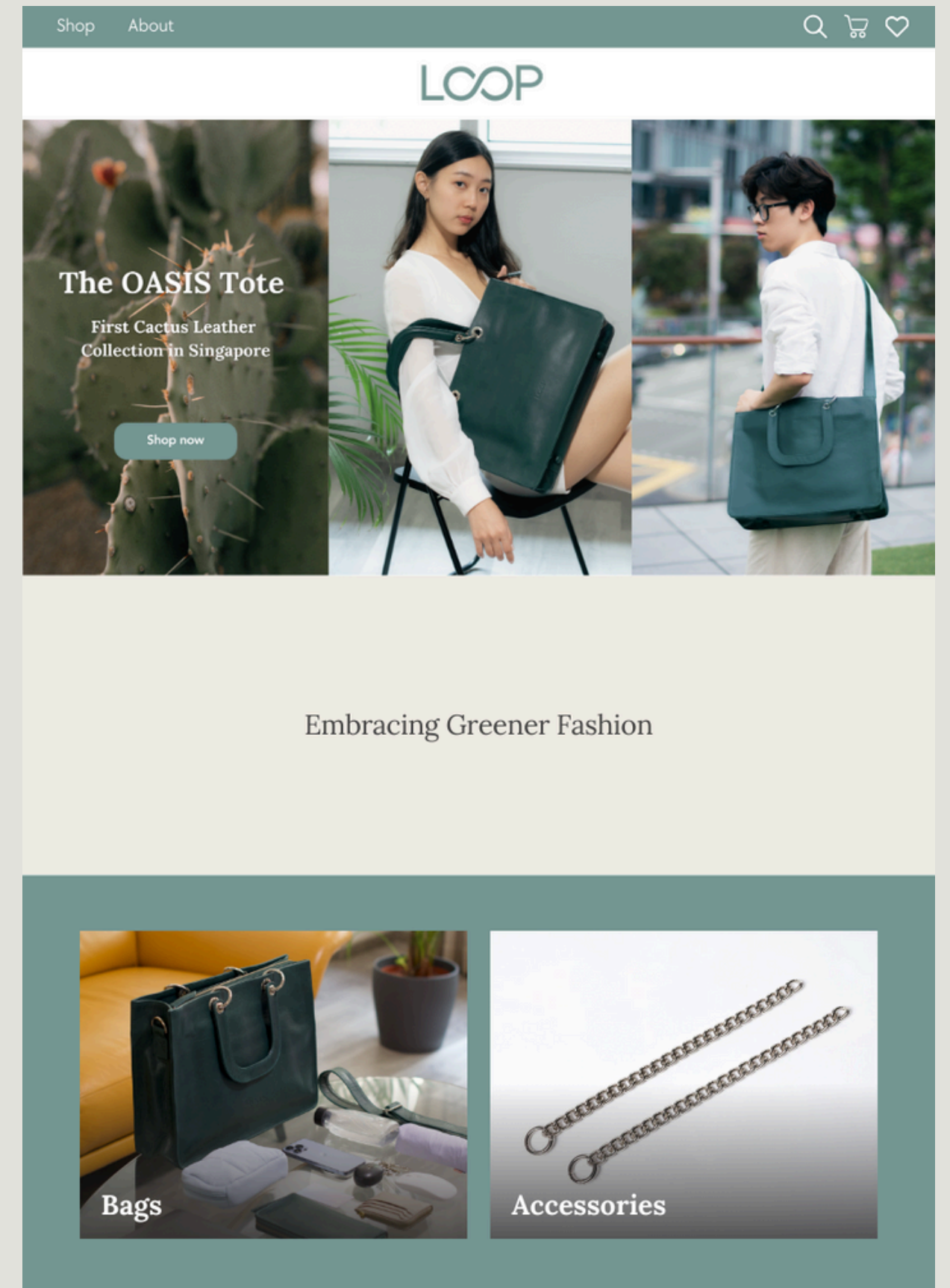
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# Business Plan

EDM



Website Mock Up





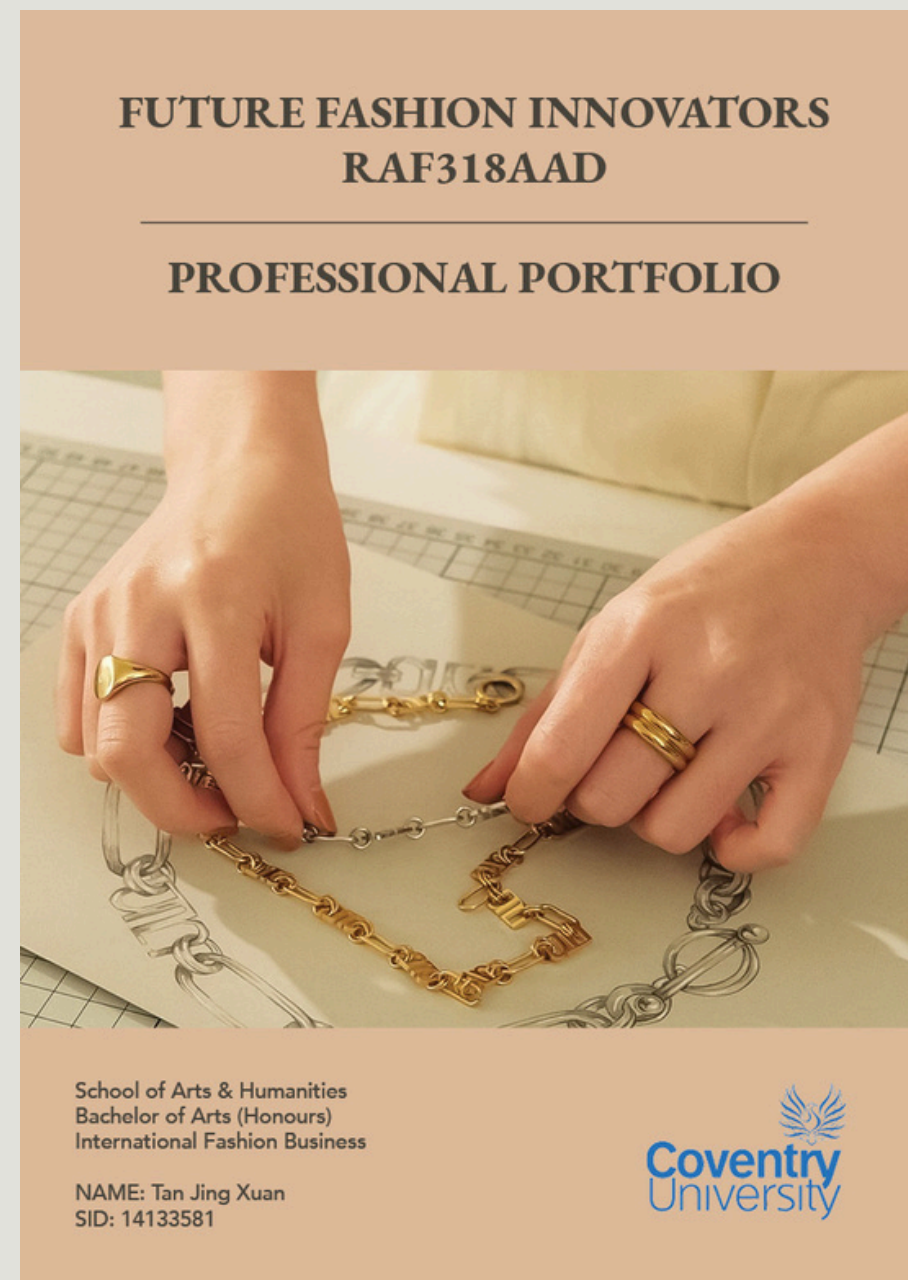
*Tân Jing Xuan*

# Business Plan



Photoshoot





Professional Portfolio Cover

# Promotional Campaign

MODULE: FUTURE FASHION INNOVATORS

Individual Project

Task: Created a marketing plan for GUNG Jewellery, a Malaysian brand specialising in modern minimalist demi-fine jewellery.

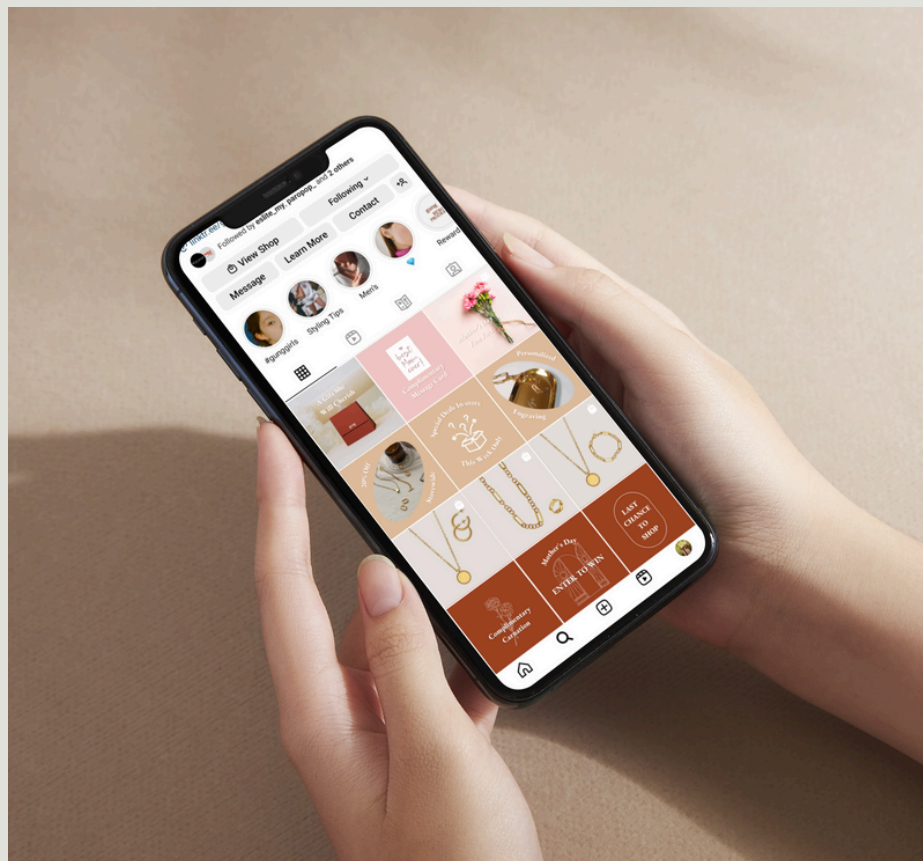
Skills: Adobe InDesign, Pacdora, finance, social media management



Tân Jing Xuan

# Promotional Campaign

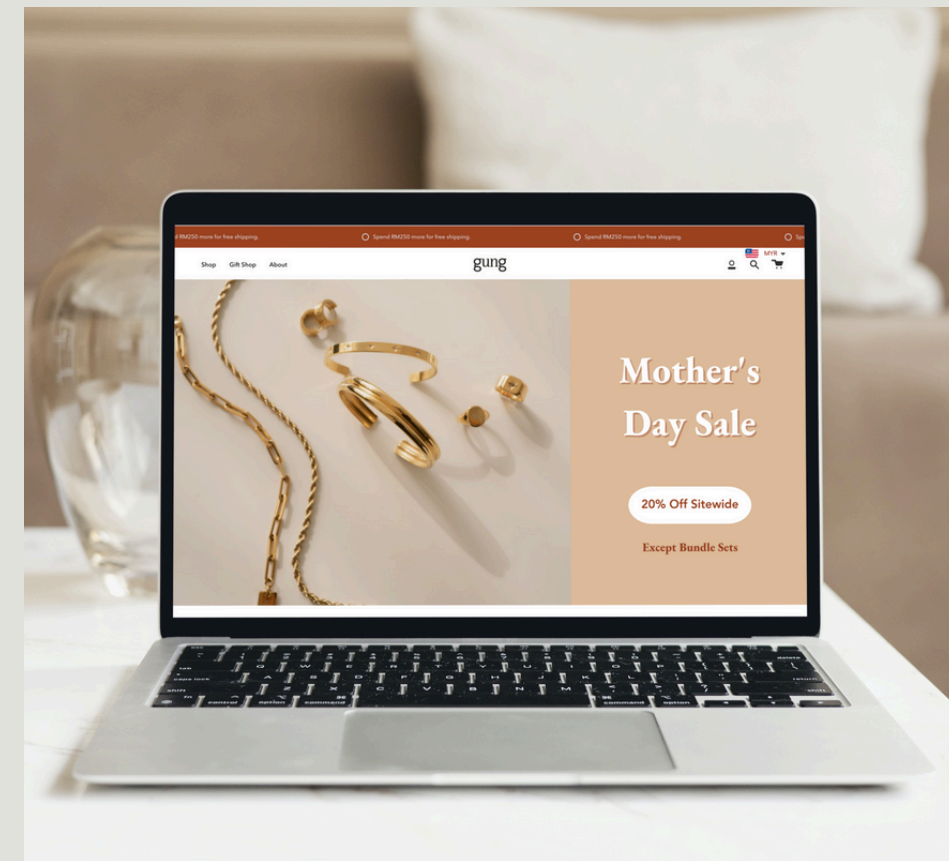
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Instagram Posts Mock Up



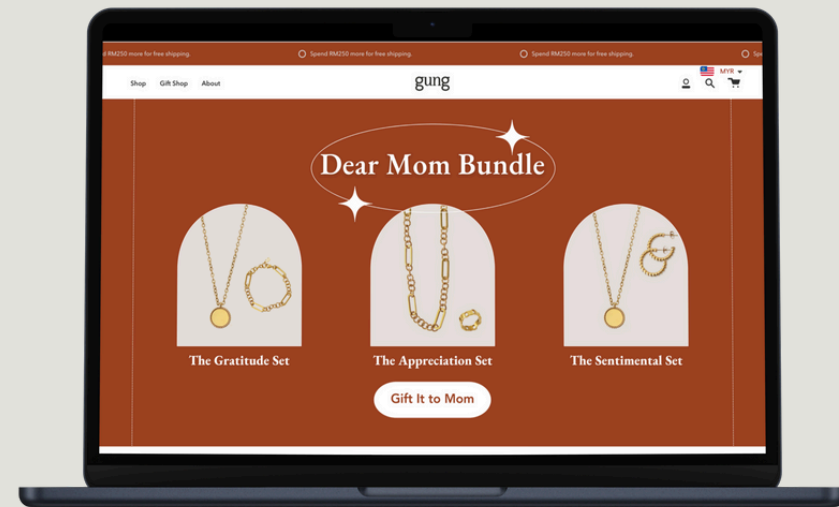
Website Banner Mock Up 1



Website Banner Mock Up 2

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# Promotional Campaign



Website Banner Mock Up 3



Poster 1



Poster 2



# Promotional Campaign



Instagram Story 1



Instagram Story 2

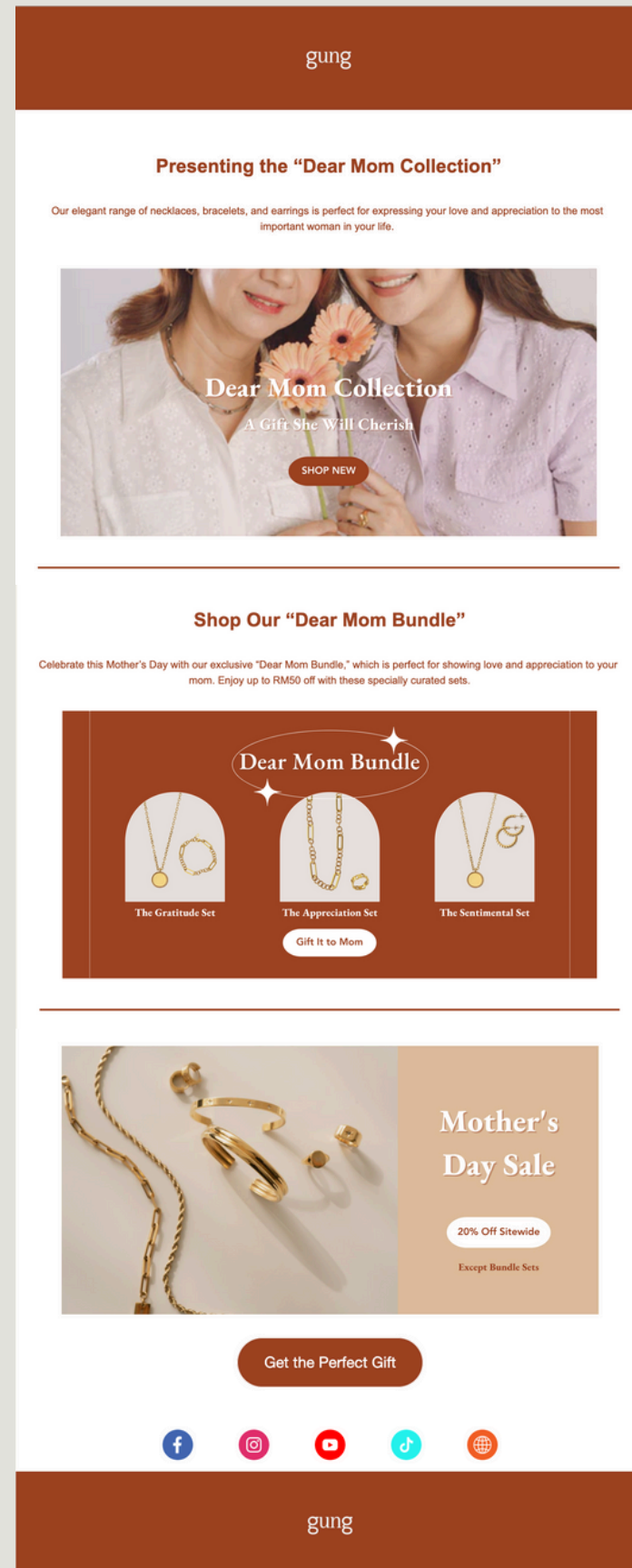


Instagram Story 3

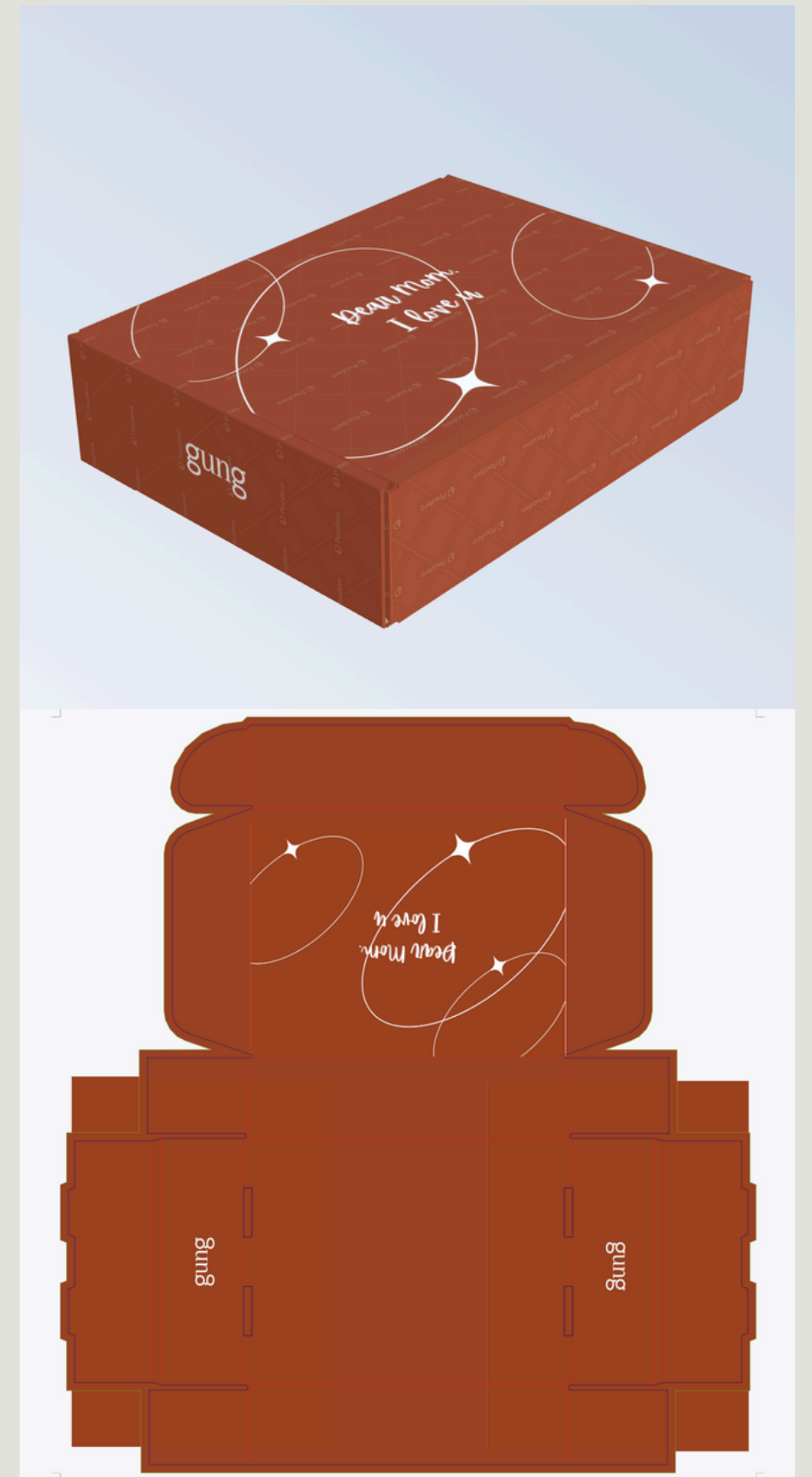
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# Promotional Campaign

EDM



Packaging





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# Promotional Campaign

## STORYBOARD

"The Dear Mom Collection"  
Promotional Video



**SCENE 1, MEDIUM SHOT, OUTDOOR**  
Mother and daughter are gardening together.

5 sec



**SCENE 2, CLOSE UP, OUTDOOR**  
Focus on the bracelets and rings they wear when they gardening.

5 sec



**SCENE 3, MEDIUM SHOT, OUTDOOR**  
They enjoy the tea, talking and laughing together.

5 sec



**SCENE 4, CLOSE UP, OUTDOOR**  
Focus on the necklaces and earrings they wear when they talking.

5 sec



**SCENE 5, WORDS ONLY**  
The Dear Mom Collection  
A Gift She Will Cherish  
Logo

5 sec

Video Storyboard

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# Promotional Campaign

## CREATIVE BRIEF

### Period

April 24 to May 14, 2023

### Budget

RM50,000

### About The Brand

Gung Jewellery is a Malaysian modern minimalist demi-fine jewellery brand founded in September 2017 by Yinn Ooi. Gung is designed to fit everybody, every style, and every occasion. The DNA will remain consistent: high-quality jewellery at reasonable prices.

### The Problem

Gung Jewellery has been in the market for six years, but the brand's social media followers are low in numbers compared to their competitors established around the same time. Given the highly competitive landscape, the brand must take swift action.

### Objectives

- 1.To introduce latest Mother's Day collection and grow brand awareness.
- 2.To increase customer database and followings on social media.
- 3.To attract new customers and increase sales.

### Target Audience

The target audience is Chinese, Malay and Indian, males and females aged 20 to 35, mostly from middle to upper-middle social classes. When Mother's Day is around the corner, they are seeking an ideal gifting solution.

### Media Channels

Instagram, Little Red Book, Facebook, TikTok, YouTube, Google Ads

### Mandatory Elements

Brand logo, SS2023 products, geometric shapes (star, oval, & arch), brand colour palette

### Tone of Voice

Warm, reflective & sentimental

## MALAYSIA GEN MZ CONSUMER



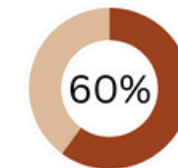
**Three-quarters**  
of the participants prefer to purchase jewellery at **physical store**



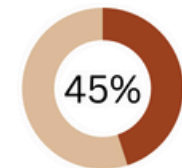
Mother's Day is the **3rd** most likely occasion for them to buy demi-fine jewellery



**9 out of 10**  
use **Instagram** more often



intend to buy gifts for their moms



are considering purchasing jewellery

### Popular Sale Promotions



**#1** Direct Discount



**#3** Giveaway

**#2** GWP



When a **20% discount** is offered, **7/10** are interested in purchasing



**Two-third**  
believe that **creative inspiration** is valuable to them when following influencers on social media

### Top 5 Most Popular Influencers

@Ms\_kuan  
@Janechuck  
@Qiuwen1014  
@Christinetaaay  
@Mayho10



## Creative Brief

## Target Market Infographic





Glaze Holiday Hamper

# Tea Towel Design

BRAND: GLAZE

Individual Project

Task:

- Selected as the winner out of 20 participants.
- Designed a tea towel as the first official merchandise for Glaze, a female-led artisan bakery, featured in its Christmas hamper.

Skills: Procreate, Adobe Illustrator



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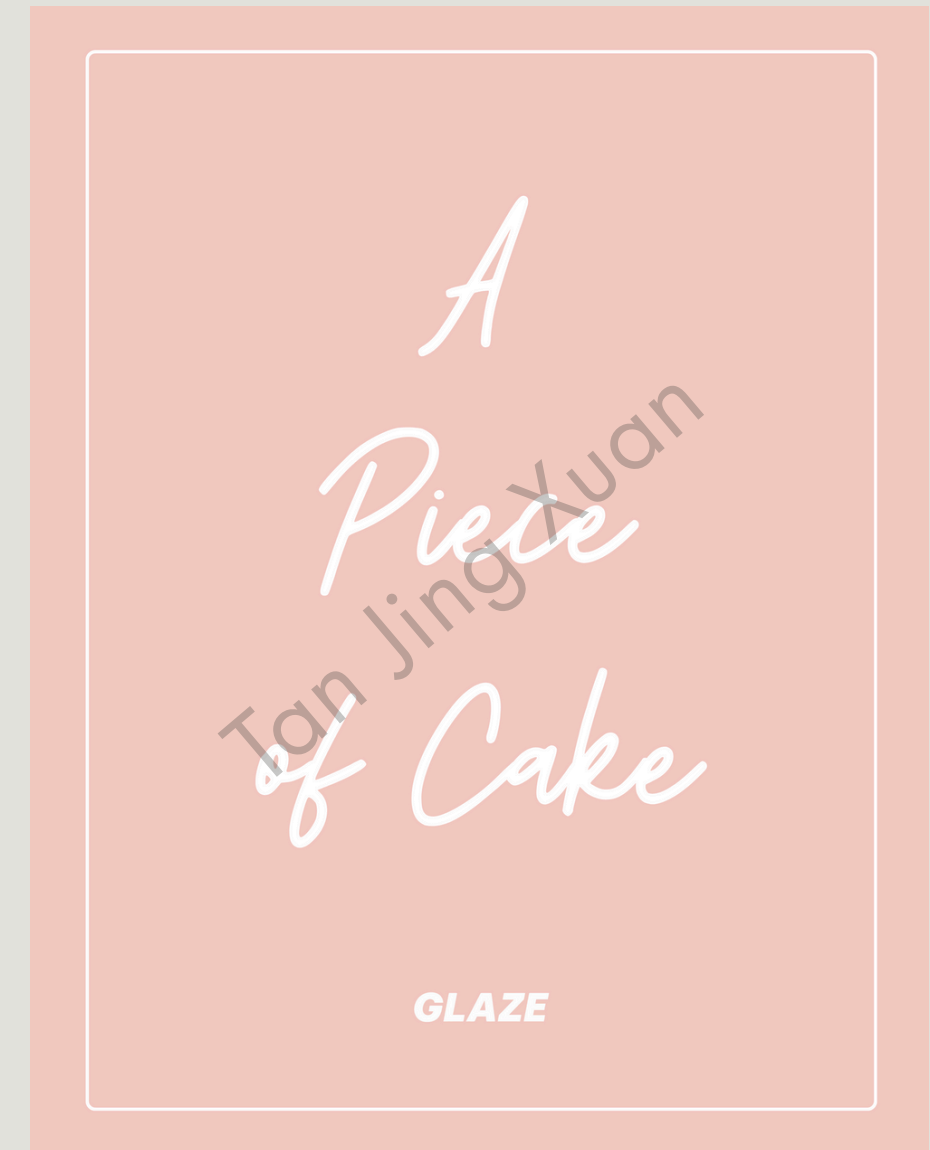
# Tea Towel Design



Tea Towel Final



Tea Towel Draft 1



Tea Towel Draft 2



CCILU Logo

# Marketing Proposal

BRAND: CCILU

Individual Project

Task: Designed marketing material for CCILU, an international brand specialising in innovative and sustainable footwear.

Skills: Graphic design, social media management



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# Marketing Proposal



Poster 1



Poster 2

# Marketing Proposal

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Instagram Posts





Packaging of the notebook

# Singapore Story

## MODULE: FASHION STUDIO

### Group Project

#### Task:

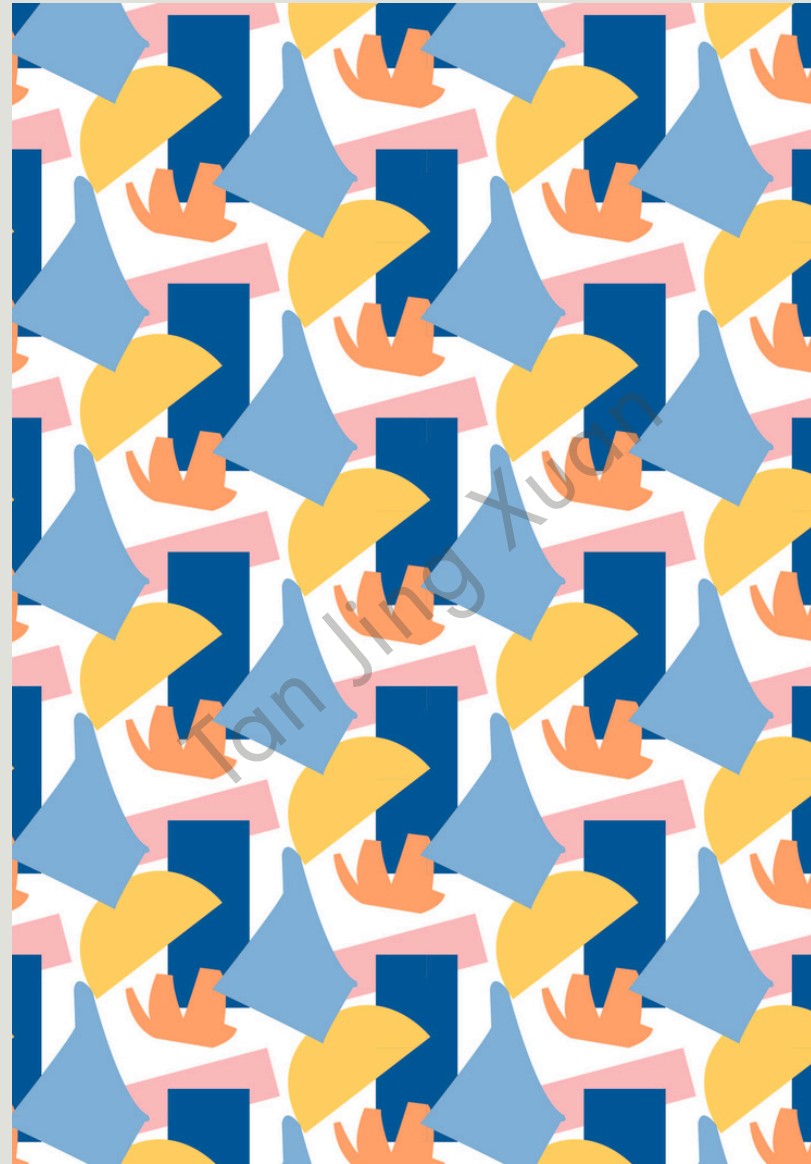
- Selected out of 15 teams to be showcased at the pop-up event at City of Tomorrow, Citylink Mall.
- Collaborated with City of Tomorrow to design a notebook series inspired by Singapore Story.

Skills: Adobe Illustrator, product design, finance, sourcing

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# Singapore Story

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Print inspired by Marina Bay



Print inspired by Little India



Print inspired by Gardens by The Bay & Esplanade Theatre



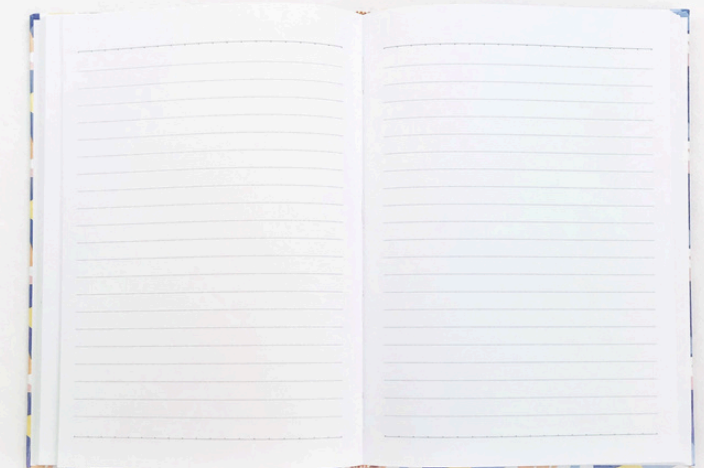
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# Singapore Story

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Marina Bay Notebook



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# Singapore Story

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Little India Notebook





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# Singapore Story

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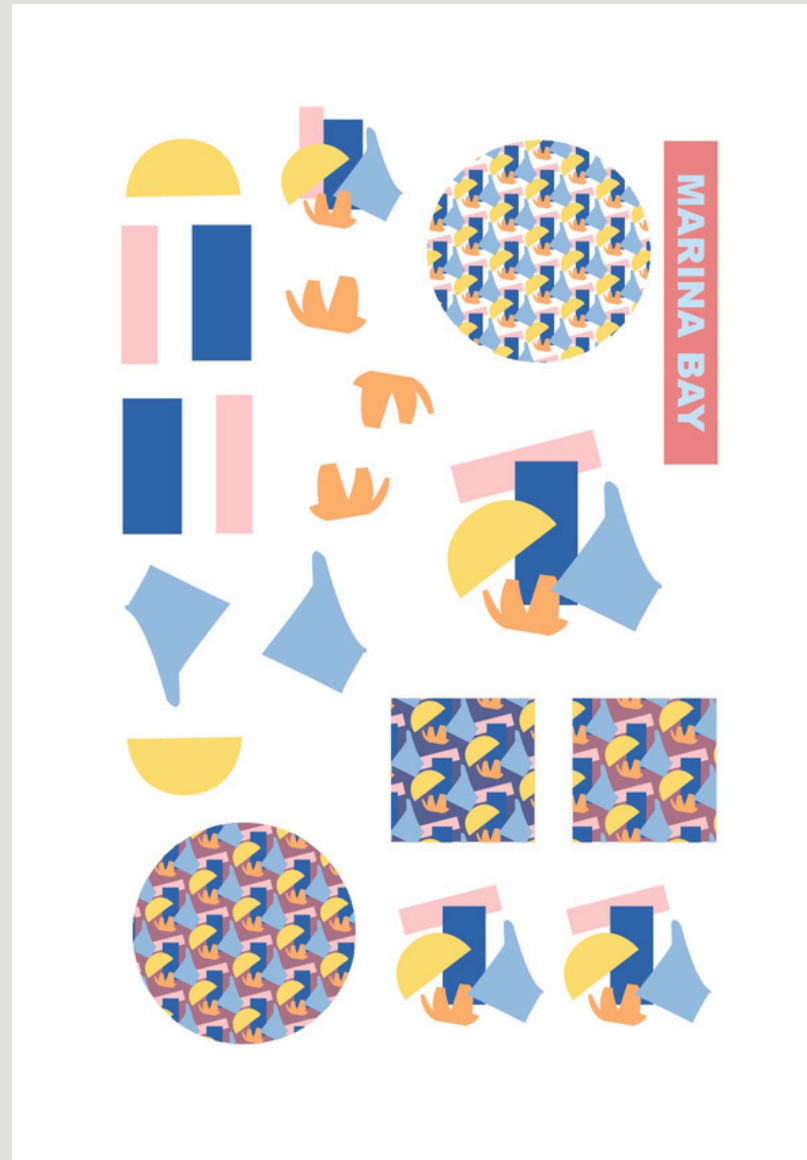
The City Notebook



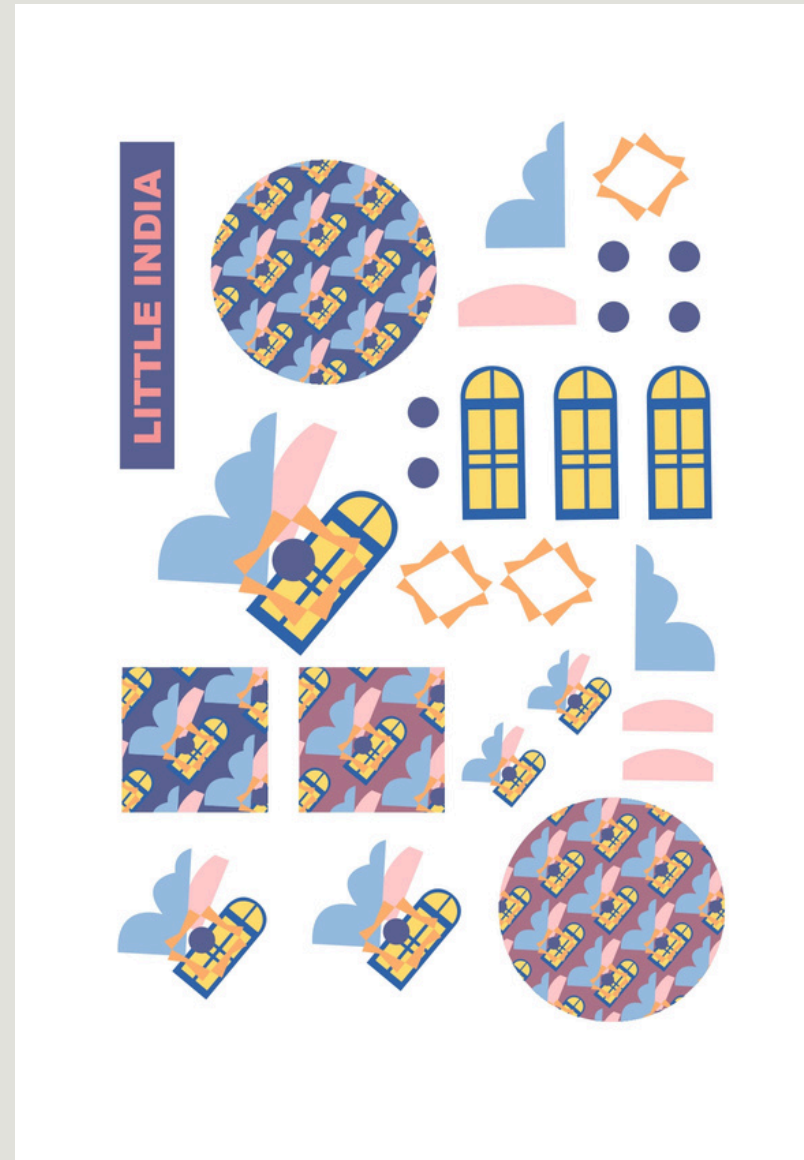
*Tan Jing Xuan*

# Singapore Story

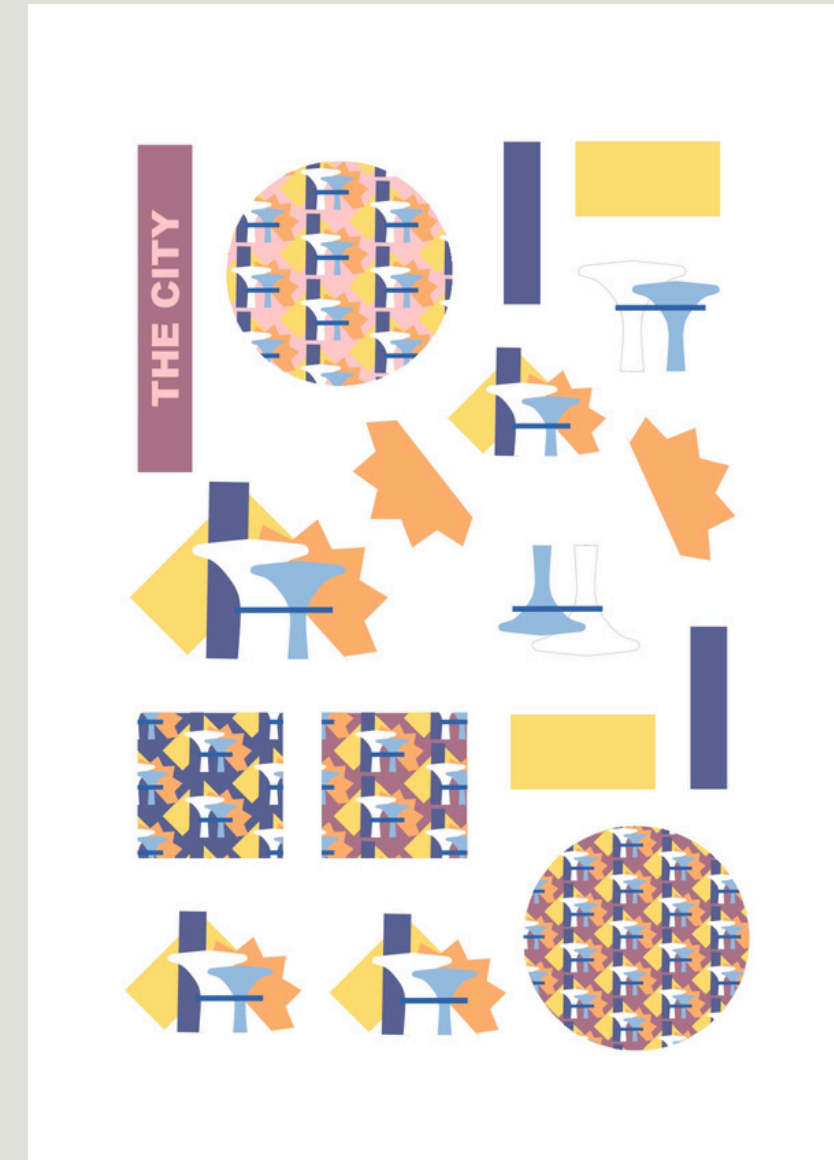
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Marina Bay Sticker Sheet



Little India Sticker Sheet



The City Sticker Sheet



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# Singapore Story

Front

Back



Marina Bay Bookmark

Front

Back



Little India Bookmark

Front

Back



The City Sticker Bookmark

# Print Design

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## MODULE: COMPUTER GRAPHIC SKILLS

### Individual Project

#### Task:

- Created a unique calligraphic Logo Design based on the student's name.
- Created a nature themed Textile Print Design.
- Completed 2 fully coloured technical drawings, presented with the colour & fabric swatches.

Skill: Adobe Illustrator, technical drawing



Logo Design



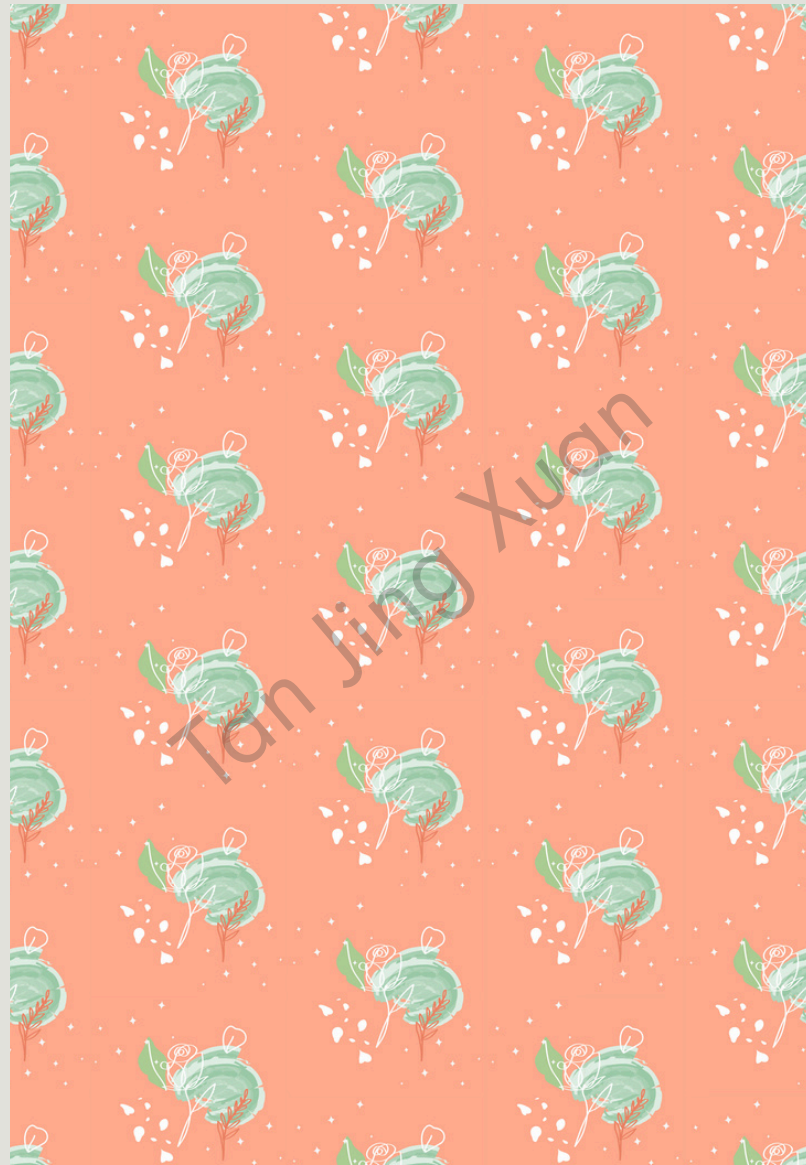
*Tan Jing Xuan*

# Print Design

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Textile Print 1



Textile Print 2



Textile Print 3

# Print Design



Technical Drawing 1



Technical Drawing 2



Technical Drawing 3





Magazine Cover

# Fashion Leader Magazine Layout

MODULE: COMPUTER GRAPHIC SKILLS

Individual Project

Task: Completed a basic design of a Fashion Magazine Article. (focusing on one particular Fashion Leader)

Skill: Adobe Indesign

# Magazine Layout

Emmy Award winning actor Zendaya is one of the most prominent and influential names in the entertainment industry today. Born and raised in Oakland, California, Zendaya grew up performing having spent much of her childhood at the local theater where her mother worked.

Zendaya launched her career as an actress on Disney Channel starring in the hit series "Shake It Up!" for three seasons and "K.C. Undercover" for three seasons, which she also helped produce.

Most recently, Zendaya can be seen in Jon Watts' "Spider-Man: No Way Home," the newest film from the Spider-Man series. In 2017, Zendaya joined the Spider-Man Universe in "Spider-Man: Homecoming" followed by "Spider-Man: Far From Home." Zendaya can also recently be seen as Chani in Denis Villeneuve's film "Dune" opposite Timothee Chalamet and Oscar Isaac. The second installment of "Dune" is expected out in 2023.



Zendaya currently stars in HBO and A24's second season of "Euphoria." Her performance as Rue earned her an Emmy Award in 2020 for the first season, making Zendaya the youngest woman to win an Emmy for Lead Drama Actress.

Zendaya can also be seen as titular character Marie in Netflix's 2021 film "Malcolm and Marie." Zendaya helped create and produce the film in the beginning of the pandemic.

Other credits include "Space Jam: A New Legacy" with LeBron James, "The Greatest Showman" opposite Hugh Jackman and Zac Efron and the animated film "Smallfoot."

Outside of acting, Zendaya is a leading fashion icon. In Spring 2019, Zendaya launched her first fashion collaboration with Tommy Hilfinger, titled Tommy X Zendaya.

In 2021, Zendaya received the CFDA's Fashion Icon Award, making her the youngest recipient of this award in history. Currently, Zendaya is the face of Lancome, Bulgari, and Valentino.

From <https://www.zendaya.com>

"Don't try so hard to fit in, and certainly don't try so hard to be different, just try hard to be you."

[2]

## ZENDAYA'S FASHION STATEMENT WAS ACTUALLY A HOMAGE TO HER MOVIE

From <https://www.buzzfeed.com/ehisosifo1/zendaya-red-carpet-looks-reference-movies-shows>



[3]



# Magazine Layout



### The Zip-up Hoodie & Trousers Combo

One of Rue's most effortlessly stylish outfits was her combination of her father's baggy maroon sweatshirt, plain T-shirts, crop tops, and loose-fit trousers. While we're aware that Rue has much bigger worries than her outfits, we do like how easy and simple her outfits are to recreate.

Oversized zip-up hoodies are very on-trend at the moment, and making a bit of a comeback in the fashion world. So if you're wanting to adopt a more grungy, casual style, layering with a zip-up like Rue is a good way to go.

When it comes to trousers, we see Rue in a lot of loose-fitting pants, like baggy jeans, checked trousers, and cord shorts. Thankfully skinny jeans are very much out, so finding a pair of Rue-inspired bottoms is not a challenge.



Recommendations:  
Hanes Men's Full-Zip Eco-Smart Hoodie \$15.99 | Amazon  
Cargo trousers \$49.90 | ZARA



### The Graphic T-shirt

Graphic T-shirts are another staple for creating a Rue-inspired fit—and generally, the bigger, the better. There are so many options out there for graphic tees, so choose one that goes most with your current wardrobe, whether it be a light color option or a darker choice.



Recommendation:  
2wo2lmes Tee - Charcoal \$42.00 | Andrew



### The Overshirt

Arguably, overshirts have been knocking about in the menswear sphere for quite some time, but we're not mad at its transition over into womenswear. They're another must for recreating Rue's Euphoria outfits—remember her cute checkerboard shirt from season one? Or the Hawaiian shirt?

Overshirts are the perfect way to layer in spring/summer, so are a good piece to have in your capsule wardrobe whatever your style.

Recommendations:  
Black Checkerboard Print Short Sleeve Shirt \$8.50 | Pretty Little Thing  
Short-sleeved shirt \$6 | H&M





### Tank Tops

While Rue is often more inclined to wear baggy hoodies and oversized shirts, she's not averse to a more figure-flattering vest top every once in a while. We love these picks below that emulate her style above.



Recommendation:  
Crop tank top \$9.99 | H&M



### A Pair of Converse

The biggie to really capturing Rue's laid-back look is of course Converse, particularly the classic black and white Chuck Taylor Converse. The shoe—especially the high-top version—is a particularly key part of recreating Rue's style, so we can say they are an essential for emulating her fits.



Recommendation:  
Chuck Taylor All Star Classic \$60.00 | Converse

[4]

[5]



# Magazine Layout

### ZENDAYA’S MET GALA LOOKS THROUGH THE YEARS

Revisit all the looks the star has worn  
to fashion’s biggest night

From <https://www.teenvogue.com/gallery/zendaya-met-gala-looks>

#### 2015

Zendaya's Met Gala debut was in 2015 — the same year of Rihanna's yellow Guo Pei gown. The theme was "China: Through The Looking Glass" and Z opted for a red and black short dress, with a long train, by Fausto Puglisi that incorporated various sun motifs.



#### 2016

In 2016, the theme was "Manus x Machina: Fashion in an Age of Technology." Zendaya arrived at the Met stairs looking almost unrecognizable with a blunt bowl cut and intense makeup. Her figure-hugging golden, rhinestoned gown was by Michael Kors.



#### 2017

Honoring "Rei Kawakubo/Comme des Garçons: Art of the In-Between," the Met Gala 2017 saw one of Zendaya's most glamorous looks to date. Her gown was colorful and striking, but her beauty really knocked the look out of the park. From the hair to the bold red lip, she looked truly stunning.



#### 2018

Known as the Joan of Arc look, Zendaya's appearance at the Met Gala 2018 really started to cement her status as a fashion icon. With a blunt auburn bob (with micro bangs) and a full-on armor dress by Versace, not only did Z honor the theme ("Heavenly Bodies: Fashion and the Catholic Imagination"), she looked great while doing so.



#### 2019

Zendaya's most recent Met Gala appearance — for now — was in 2019. Nailing the "Camp: Notes on Fashion" theme, Z stepped on the pink carpet as Cinderella with her longtime stylist Law Roach as her fairy godfather. (I mean, her Tommy Hilfiger dress lit up as she "transformed" and she even left a glass slipper behind.)



[6]

[7]





Magazine Cover

# Fashion Week Magazine Layout

MODULE: COMPUTER GRAPHIC SKILLS

## Individual Project

Task: Designed a Magazine's Fashion Week Special Edition Booklet that helps to promote and inform the reader about the events, development and trends of the selected season.

Skill: Adobe InDesign

# Magazine Layout

## EDITOR'S NOTE



In this special edition dedicated for Paris Fashion Week Fall/Winter 2022, JX will feature some of our favourite brands including Balenciaga and Loewe. We really appreciate how Balenciaga dedicated their Fall/Winter 2022 show to the climate crisis and the war in Ukraine. We are also amazed by how Loewe pushing creative limits using different fabrics, from latex to resin to tweed. The best-dressed celebrities at Paris Fashion Week so far will be highlighted in this issue. You can also expect all the must-try accessory trends from this Fall 2022 collection in this special edition. Moreover, we will introduce the special collaboration between Valentino and Pantone to launch a new colour shade, and the designer from Singapore, Youths in Balaclava that debuted at Paris Fashion Week. Last but not least, we will cover how Blackpink's Lisa walked in Celine's Winter 2022 runway show like the pro she is. Take note that the runway show marked a major moment in the French city, as it took place in not one, but two historic French buildings: the Hôtel de la Marine, in the newly-restored salons d'apparat, and the Hôtel National des Invalides.

Tan Jing Xuan  
Editor-in-Chief

## VALENTINO SHOWCASES NEW PANTONE PINK SHADE AT PFW

By Danielle Wightman-Stone

Valentino creative director Pierpaolo Piccioli turned Le Carreau du Temple into a pinkscape during Paris Fashion Week to present an autumn/winter 2022 collection almost entirely in pink. This wasn't just any shade of pink, this was Valentino 'Pink PP' a bright magenta hue created by Piccioli in collaboration with Pantone.

The pink-out was described by Valentino in the show notes as "an experimental yet deeply human gesture that enhances individuality, capturing values and feelings" and by stripping down the palette to a single shade Piccioli could do "more with less, maximising expressive possibilities in the apparent lack of possibilities".

With a single focus on pink, Piccioli could "eliminate the visual shock" of the bright colour to instead focus on silhouettes, textures, and decorations, which he states ultimately amplifies and magnifies both the wearer and the clothes. The autumn/winter 2022 collection saw

everything pink from cinched waist sculptural mini dresses to wide-leg jumpsuits with off-the-shoulder and sheer detailing, sequinned lounge-wear and knits, as well as oversized tailored coats and suits, all with an explosion of embellishments from bows and ruffles to petals, lace and embroidery.

Everything from the opera gloves to the tights and even the shoes and bags were touched by pink for both the men and women, including supersized versions of its studded bags and new iterations of Valentino's platform.





# Magazine Layout

## TRY A MILE-HIGH BOOT

You might need extra-long legs to wear this season's best boots, with hip-bone-skimming styles appearing at Chanel, Givenchy, and more.



## DOUBLE BAG IT

When one purse is not enough, Bottega Veneta's Intrecciato rope bag or Altuzarra's layered satchels are called for.



## TRADE NEUTRALS FOR SHINE

From Prada's metallic pumps to Tory Burch's shimmering green shoulder bag, glitz was everywhere this season.



## INVEST IN A CLASSIC MENSWEAR TIE

A traditional tie works for all genders and occasions, proven by the Windsor knots at Louis Vuitton, Kenzo, Gucci, and more.



## GET THE NET

Tulle netting isn't just for weddings. At Off-White, Kendall Jenner sported a veiled cap with devil horns.



## ALL THE MUST-TRY ACCESSORY TRENDS FROM THE FALL 2022 COLLECTIONS

By Steff Yotka



## LEAN INTO FLUFF

The British milliner's popular furry hat were a pandemic sensation. Now brands the world over are getting in on the fluffy action with shoes, bags, and hats in soft textures and oversized volumes.

## MULTIPLY YOUR BELT

One leather belt simply will not be enough. Miu Miu doubled down, literally, on waist-wear with layered belts while Diesel turned belts into skirts themselves. The strappier the better.

## ELEVATE YOURSELF WITH PLATFORM MARY-JANES

Giambattista Valli's popular platform pumps have birthed a movement of sky-high, vampy-sweet shoes. Just be careful of uneven sidewalks.

## GRAB YOURSELF A CURVY HANDBAG

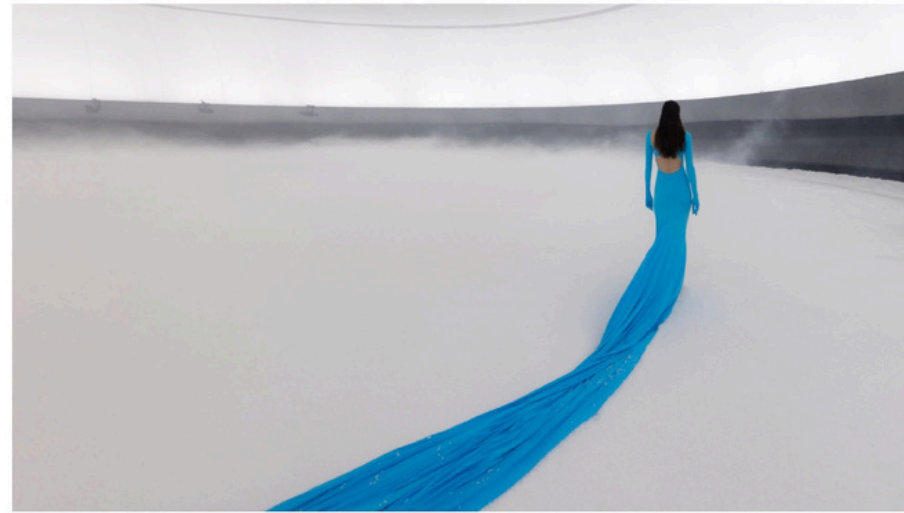
Noughties nostalgia has brought the hobo bag back, and Fendi, Bottega Veneta, and Lanvin have some great ideas for how to modernize it.

## BEDAZZLE YOUR SOCKS

Christian Dior, Simone Rocha, and Chopova Lowena built gemstones and ribbon details right into knee-highs.



# Magazine Layout



## BALENCIAGA DEDICATES AW2022 SHOW TO THE CLIMATE CRISIS & THE WAR IN UKRAINE

By James Parkes

The space was designed as a snowy white field at Paris Le Bourget Parc



Fashion brand Balenciaga showed its Autumn Winter 2022 collection in a "snow globe", with models walking the runway in a blizzard as a comment on both the climate crisis and the Ukraine war. The Paris Fashion Week show was designed by the luxury label's frequent collaborator, Niklas Bildstein Zaar of architecture studio Sub, as a human-made blizzard within a cylindrical, glass-walled structure.

The set design for the show was created in reference to the ongoing climate crisis. "In a not-so-distant future, what was once considered ubiquitous – banal, even – is now rarefied, often only experienceable via simulation," Balenciaga explained. "Weather, for example, is machine-made or rendered digitally; snow is exotic."

"The term 'winter' takes on a new meaning, although imbued with nostalgia for a time of predictable seasons," the brand added. "Just as a souvenir snow globe preserves a memory, the impending present

plays out within a manufactured storm, mapping past winters onto the next."

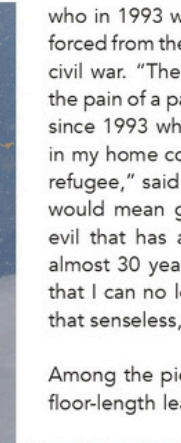
The show space was shaped as a 360-degree rotunda bounded by a curving glass wall that separated its audience from a man-made snowstorm in a white field. Set behind the glass wall, the audience was seated within a dark corridor lined with two rows of chairs that were oriented toward the snowy show space and laid with T-shirts in the colours of Ukraine's flag. Bright white light, mimicking that of a snowy blizzard, was diffused throughout the rotunda and models were drawn from backstage by wind machines that billowed snow from the ground.

As models toiled through the arctic conditions, the "weather" conditions worsened as the show progressed, with light dimming and flickering to resemble that of a storm. Models walked against the wind wrapped in towels that barely covered their undergarments, while others appeared holding onto the coloured ties of bags shaped like trash bags.

Balenciaga creative director Demna Gvasalia, who goes by Demna, dedicated the show to "resistance," as he said the Ukraine war had triggered past trauma. "This show needs no explanation, it is a dedication to fearlessness, to resistance, and to the victory of love and peace," said Demna. The show's theme of displacement was a personal message from the designer,



The human-made weather conditions in the rotunda worsened as the show progressed



Models carried bags shaped like trash

who in 1993 was one of 250,000 Georgians forced from their homes during the Georgian civil war. "The war in Ukraine has triggered the pain of a past trauma I have carried in me since 1993 when the same thing happened in my home country and I became a forever refugee," said Demna. "Canceling the show would mean giving in, surrendering to the evil that has already hurt me so much for almost 30 years," he explained. "I decided that I can no longer sacrifice parts of me to that senseless, heartless war of ego."

Among the pieces seen at the show were a floor-length leather coat crafted from a mycelium-derived leather alternative titled EPHEA, alongside oversized outerwear and tape-wrapped garments. The penultimate and finale looks were designed in the brightly-hued colours of the Ukrainian flag: a yellow tracksuit and a blue dress in a stretch fabric with a lengthy train.

The show marked a return to the runway for Demna's ready-to-wear collections and picked up where Balenciaga's last physical show in March 2020 left off. It was conceived as a part-two to the "biblical" Autumn/Winter 2020 show, where the audience was met with a sunken and flooded runway, an apocalyptic dress code and images of burning skies.

In the lead-up to the Autumn Winter 2022 show, Balenciaga wiped and paused its regular social media campaigns and dedicated the space to information and resources about the conflict in Ukraine. The fashion house also donated to and partnered with The World Food Programme to provide assistance to those fleeing the conflict.





# Magazine Layout

Jennie in Chanel



Kim Kardashian in Balenciaga



## THE BEST DRESSED CELEBRITIES AT PARIS FASHION WEEK

By Emily Heng

Gemma Chan in Louis Vuitton



Marisa Tomei in Chloé



Alexa Chung in Dior



Rihanna in Stella McCartney



Jisoo in Dior



Victoria and Romeo Beckham in Yves Saint Laurent



Zendaya in Valentino



Anya Taylor-Joy in Dior



Chiara and Valentina Ferragni in Dior



Vanessa Hudgens in Miu Miu



08 | Front row

## LOEWE'S FALL/WINTER 2022 RUNWAY WAS AN ART FEST

Jonathan Anderson continued his wondrous Surrealist vision for Fall/Winter 2022 at Loewe

By Imran Jalal



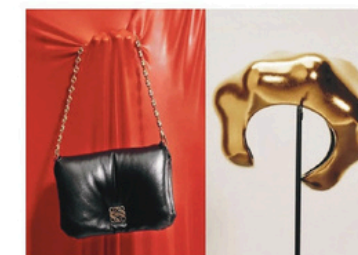
Loewe stated in the show notes that this collection is meant to "entice a reaction". And nothing got our attention more than when two models zoomed onto the stage dressed in trapeze dresses that had life-sized toy cars moulded onto the flounce of the hem. It was absurd but a brilliant commentary of fashion and clothes as a form of escape (especially in these times we're living in).

### VA-VA-VROOM FASHION

Besides the balloons and cars, surrealist influences were present everywhere. Given the chaotic state of world affairs, it did seem uncanny that Anderson turned to an art movement that flourished in Europe during the two World Wars. Loewe's dreamy creations included giant puckers as breastplates and moulded leather dresses that looked like they'd been flicked by the wind and stood frozen in time.



### SURREALISM



Latex brings along with it plenty of connotations – from kink to protection to parties. And the Loewe show explored all aspects and qualities that this synthetic material possesses. Balloons, which is one of the most common items crafted from rubber turned out to be one of the most endearing motifs that popped up in the show.

### LATEX PARTY



Some of the house's iconic bags received the "puffed" up treatment during the show. These include the Flamenco clutch which was rendered in plush pillowy leather and the Goya shoulder bag whose anagram clasp has been inflated with a balloon-like effect for visual impact. Other accessories such as sunglasses and jewellery also bore the same smooth bulbous treatment.

### INFLATION IS REAL

Featured collection | 09



# Magazine Layout

Celine ambassador and K-pop star Lisa put her modeling skills on display in Paris when the Blackpink singer walked in Celine's winter 2022 runway show, appropriately titled "Dans Paris." Lisa wore two looks: a silver sequin mini dress and a black jacket and skirt.

The runway show marked a major moment in the French city, as it took place in not one, but two historic French buildings: the Hôtel de la Marine, in the



## BLACKPINK'S LISA WALKED IN CELINE'S WINTER 2022 RUNWAY SHOW LIKE THE PRO SHE IS

By Alyssa Bailey & Claire Stern



newly-restored salons d'apparat, and the Hôtel National des Invalides. In the case of the former, it is the first time a runway show and fashion campaign have taken place in the 18th century building since its restoration.

House creative director

Hedi Slimane directed, cast, styled, provided the set design, and co-produced the soundtrack for the show, which also featured Kaia Gerber. As for the clothes, the 63 looks in the collection were anchored predominantly in cashmere and leather, with turtlenecks, trousers, and drapery dresses made in Celine's atelier. In terms of accessories, the Matelassé Monochrome bag made its triumphant debut, along with the new Vermeil boot, featuring a razor-sharp heel and paired with oversized jeans. For Dans Paris, Slimane unveiled a brand-new architectural pavilion structure, harking back to his inaugural Celine show in 2018, where he did the same on the grounds of Hôtel National Des Invalides.

Lisa spoke to JX in September 2021 about her working relationship with Celine. "Celine is never afraid to reinvent itself," she said. "That facet of the brand is very much in line with my personality. Sometimes it feels like Celine pieces boost my charisma and my confidence. They make me feel empowered. I think that's why Celine and I have such great synergy." She praised Slimane's hands-on involvement in not just designing the clothes, but also shooting campaigns. "Hedi designs, of course, but he also shoots everything himself," she said. "He's so active as an all-around artistic director, and he has unparalleled instincts. He is constantly inspiring me in new ways. I always look forward to our shoots, and it's truly an honor to feel like I'm part of Celine's history under his leadership."

## 5 THINGS TO KNOW ABOUT THE YOUTHS IN BALACLAVA THAT DEBUTED AT PFW

The spirit of punk is alive and well with Singaporean design collective Youths in Balaclava's fall/winter 2022 collection, Psycho Highway

By Emily Heng

### PSYCHO HIGHWAY IS YIB'S MOST EXTENSIVE CAPSULE COLLECTION YET

Previous fashion collections titled Traitors 2 Society and Stigma comprised fewer pieces. Each ensemble from Psycho Highway is showcased through a short film that draws inspiration from movies in the vein of Mad Max and Blade Runner 2049; an apocalyptic landscape ruled by an all-knowing, totalitarian governing body 'EYE'.



### THE BRAND'S LATEST CAPSULE SERVES AS YIB'S PERSONAL INTERPRETATION OF SINGAPORE'S WAY OF LIVING

According to the brand's collection notes, 'Psycho Highway' works as a "reflection of our country and the different subcultures that (seemingly) stand all alone...but ironically share the same enemy."



### THE COLLECTION IS MEANT TO CONVEY A "METAPHOR WRAPPED IN A NARRATIVE"

Said story is centered around unhappy citizens that have fled 'EYE's' iron-clad ruling and formed their own factions respectively titled 'Wild Horses', 'Dirty MCs', and 'Midnight Berserk'—all of which harbour a unique sensibility and style.



### HOT-ROD CULTURE, THE CHOPPER SCENE, AND CUSTOMISED BOSAZOKU CARS ACTED AS POINTS OF REFERENCE FOR THE COLLECTION

This is evidenced by key pieces that include tailored race-car jackets, printed bandanas and pants with baggy silhouettes that bring to mind the ripstop cargos conventionally donned by mechanics.



### PSYCHO HIGHWAY ESSENTIALLY TIES BACK TO YIB'S TENETS OF REVOLUTION, REBELLION, AND AUTHENTICITY

The devil is in the details, as they say. This is portrayed via the barren landscape depicted within the film that presents a stark juxtaposition with YIB's threads featuring pops of neon, intricate corset lacing, and yards of tulle. The message is clear: you don't have to be armed with pitchforks and signs to fight back against the rigid expectations of society.



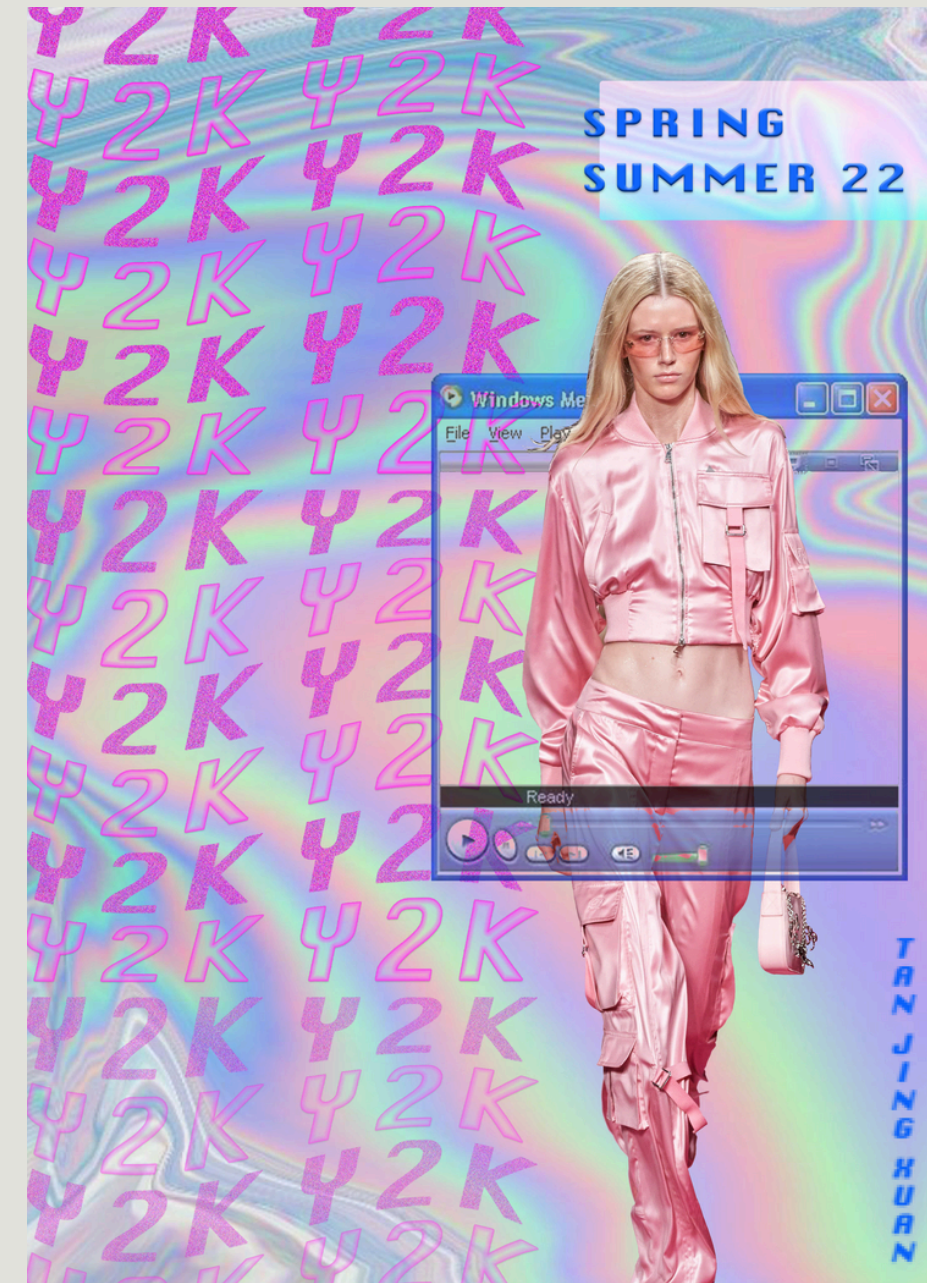
# Y2K Trend Board

MODULE: COMPUTER GRAPHIC SKILLS

Individual Project

Task: Selected a Fashion Trend from the current season and completed a fully coloured Cover Page, Mood Board & Product Page with fabric swatches.

Skill: Adobe Photoshop



Cover Page



# Y2K Trend Board







Pop-up Store Setup

# Quirk It Out Pop-up Store

MODULE: GLOBAL SUPPLY CHAIN

Group Project

Task: Curated an appropriate collection that caters to Gen Z consumers to be sold at the one-day pop-up store.

Skills: Fashion buying, visual merchandising, finance

Tan Jing Xuan

# Pop-up Store



One-day Pop-up Store Poster



Quirk It Out Poster



On Sale Poster



Price Tags






# THANK YOU

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