Product Line Development

Wenyi Chen

INSPIRATION AND TREND ANALYSIS

BALENCIAGA

The Trendy Silhouettes

As the trends on runway from 2018 fall and winter collection, because of the stylish and unconventional target customers of Balenciaga, big volume, bright colors, layering and exaggerated shapes can be the main elements for my collections.

Layering

Workwear

80's Exaggeration

Eighties Jacket

Padded Jacket

Oversized Outerwear

Deconstructed Knitwear

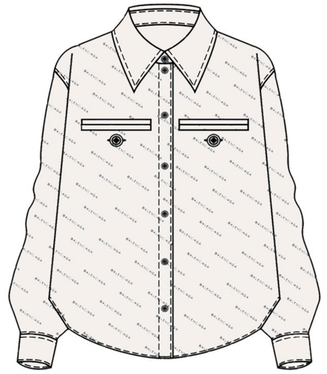
Collection 1

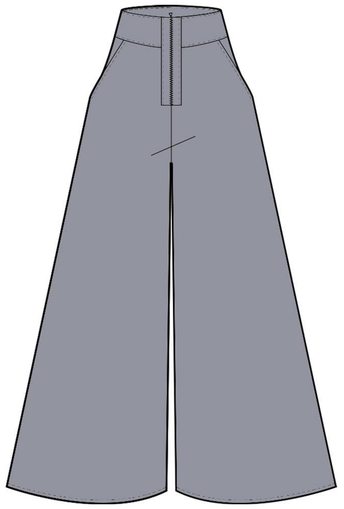
The first collection was inspired by artworks from a Japanese artist called Yuni Yushida. The reason that I was inspired is that the optical feeling from those artworks lead me want to develp a product line with the idea of deconstruction. As the unconventional fashion attitude of Balenciaga, deconstruction and bright trendy colors can bring customers new fresh playful modern mood.

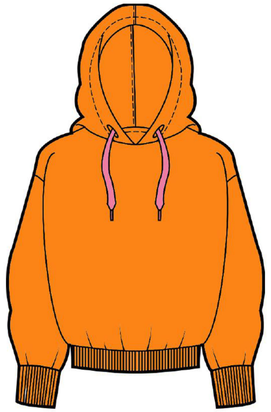
OPTICAL REVOLUTION

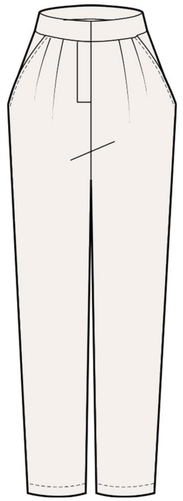
OPTICAL REVOLUTION

Key Looks



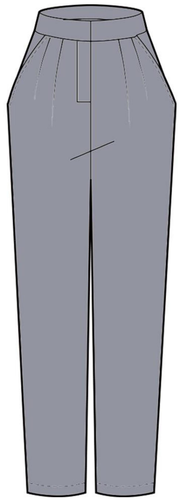


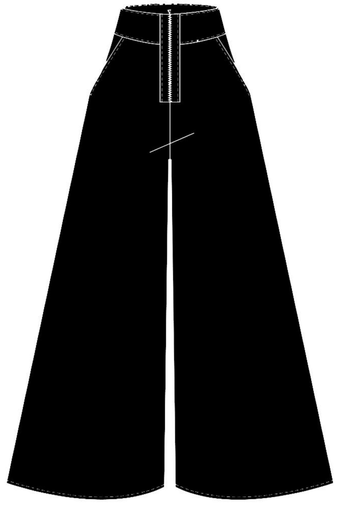




BALENCIAGA

Key Looks





BALENCIAGA

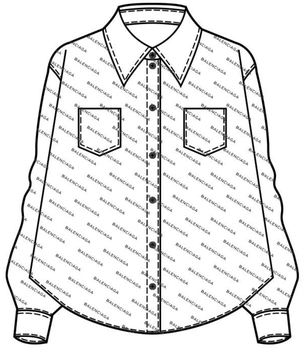
Collection 2

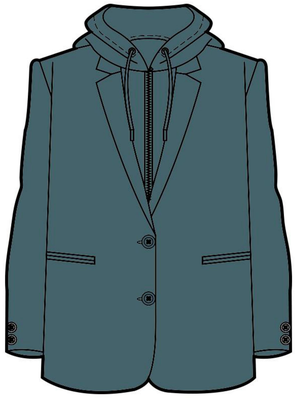
The second collection was inspired by contemporary hip-pop music. Because of the rise of hip-pop music these days, a group of special musicians which are called rappers are becoming popular. They like to wear hoodies, sweatpants and sweatshirts to create images of musicians' treason. The whole collection will be in the direction of streetwear inspired from rappers as the birth of hip-pop music comes from the street.

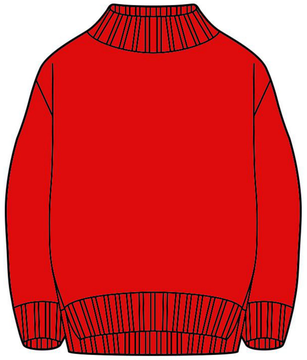
RAPPER ROYALTY

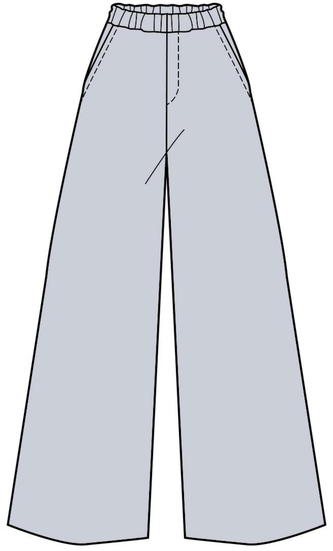
RAPPER ROYALTY

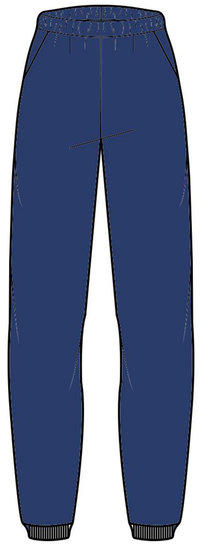
Key Looks





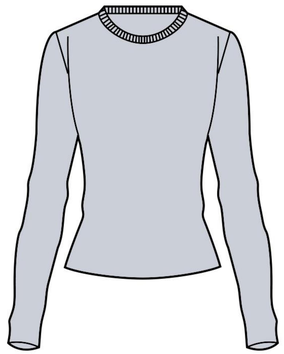


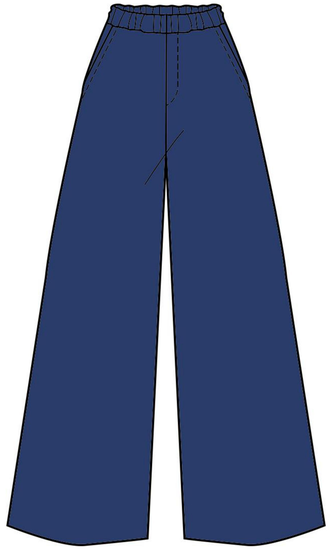


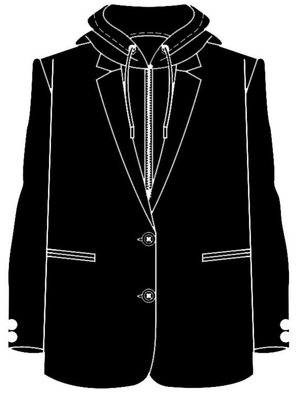


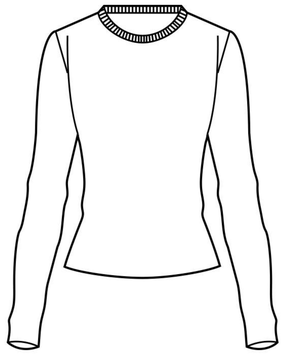
BALENCIAGA

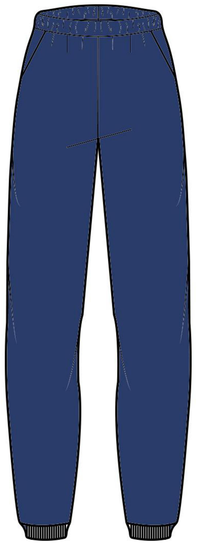
Key Looks











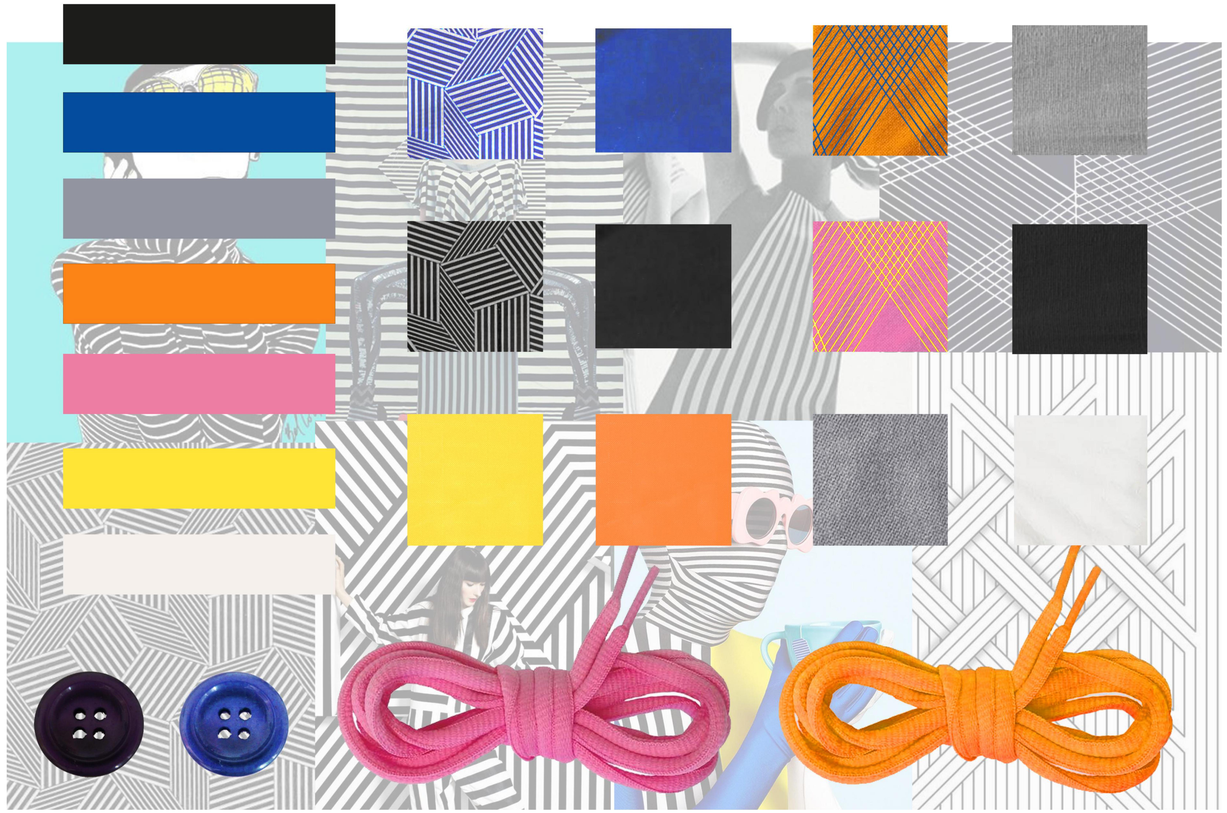
BALENCIAGA

Collection 3

The third collection was inspired by stripes. Stripes are the trendy pattern that are applied into collections by a large group of fashion brands recently. For this collection, I am going to use different sizes, colors and directions of stripes to create a combination of a “chaos”. The colors of the collection will still be in bright colors to interact with comtenporary bright color trends.

STRIPY CHAOS

STRIPY CHAOS



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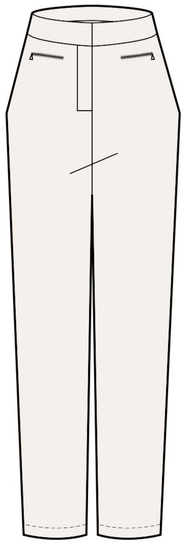
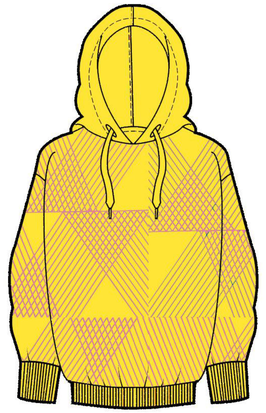
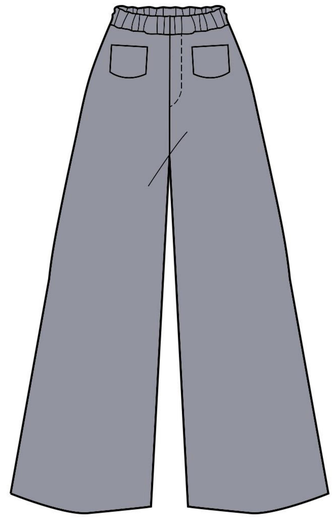
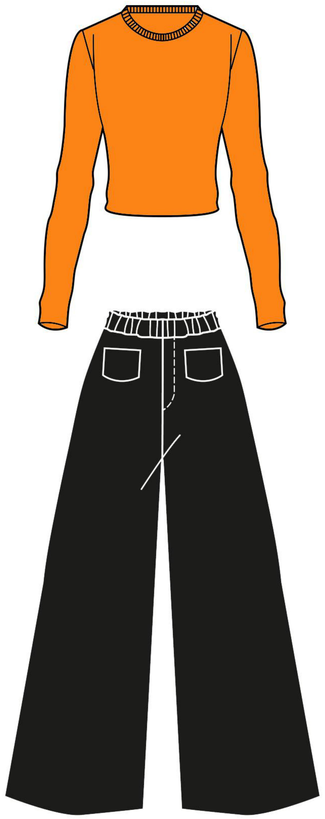


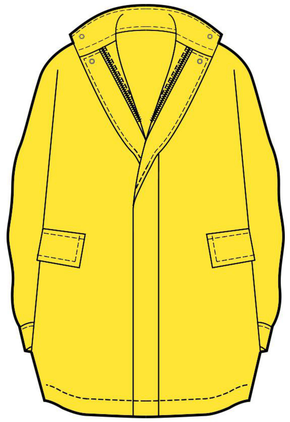


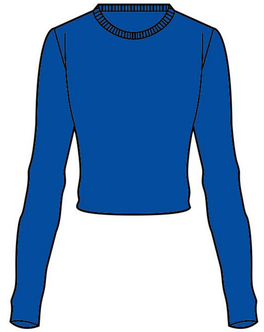


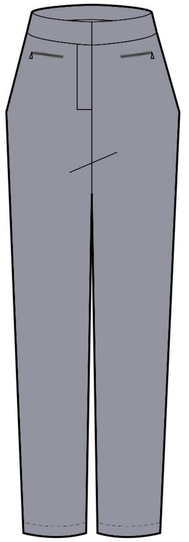
BALENCIAGA

Key Looks









BALENCIAGA

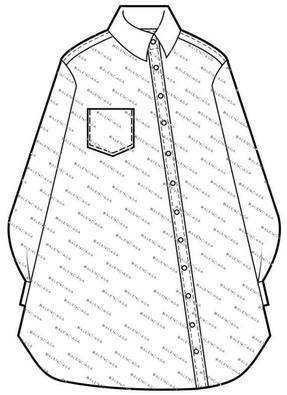
Collection 4

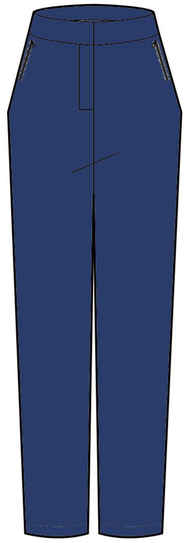
The last collection was inspired by the oversized shapes. According to recent people's lifestyles, more customers prefer to wear comfortable outfits which are oversized. Meanwhile, oversized silhouettes keep being an important element on runway shows. Therefore, for this collection, huge shapes will be applied to emphasize the word “comfort” but with trendy colors but include contrast, for instance, combination of russet orange and Sargasso Sea.

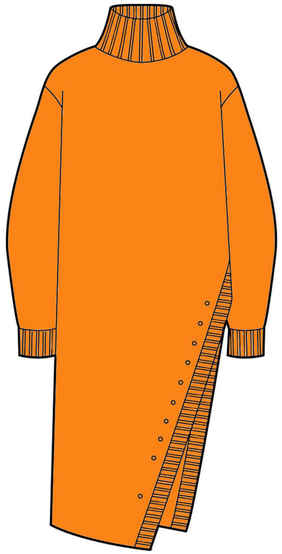
Oversized Comfort

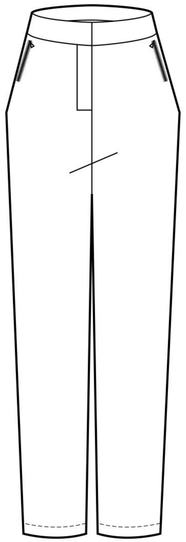
Oversized Comfort

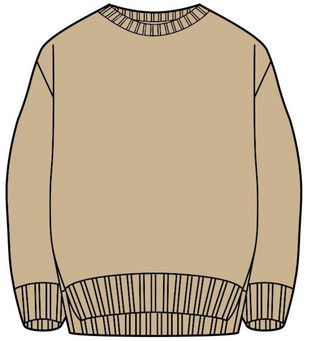
Key Looks

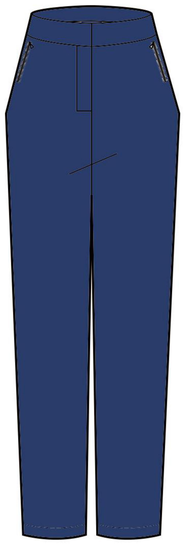






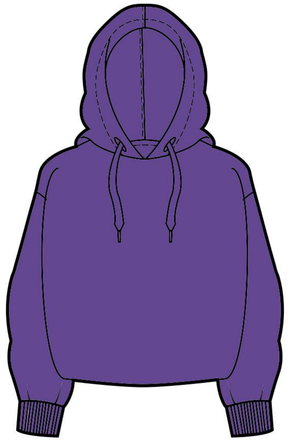


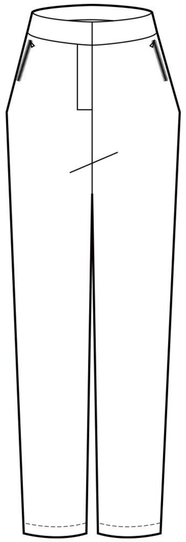


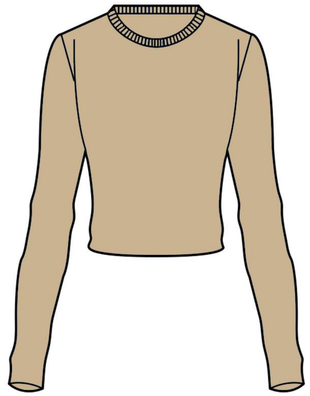


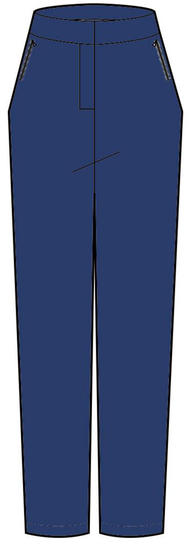
BALENCIAGA

Key Looks









BALENCIAGA

LINE SHEET

BALENCIAGA

BALENCIAGA OPTICAL REVOLUTION F/W 2020

Shirt

Style#OR07181990

Dropped Shoulder Shirt with Logo Prints

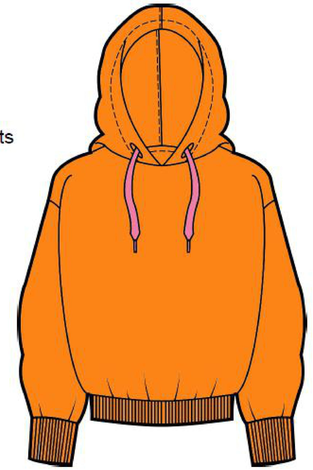
XS-XL

Retail Price: $895

Wholesale Price: $447.5

Tofu

Black



Hoodie

Style#OR07181991

Oversized Hoodie

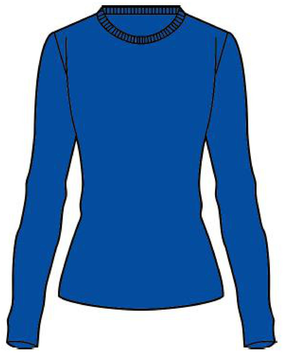
XS-XL

Retail Price: $895

Wholesale Price: $447.5

Russet Orange

Peach Pink



Top

Style#OR07181993

Basic Crew Knit Top

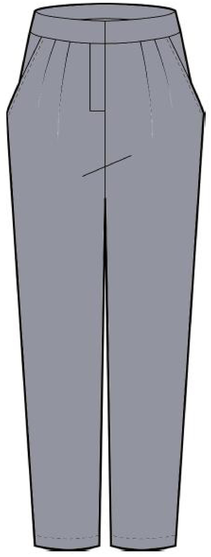
XS-XL

Retail Price: $650

Wholesale Price: $325

Nebulas Blue

Black



Pants

Style#OR07181999

Tailored Pants

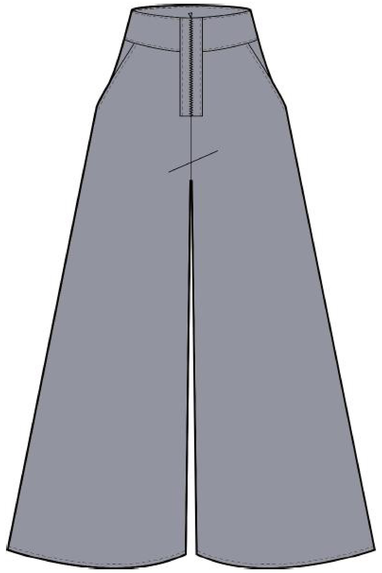
XS-XL

Retail Price: $1050

Wholesale Price: $525

Clay

Tofu



Pants

Style#OR07181999

Hight Waist Oversized Leg Pants

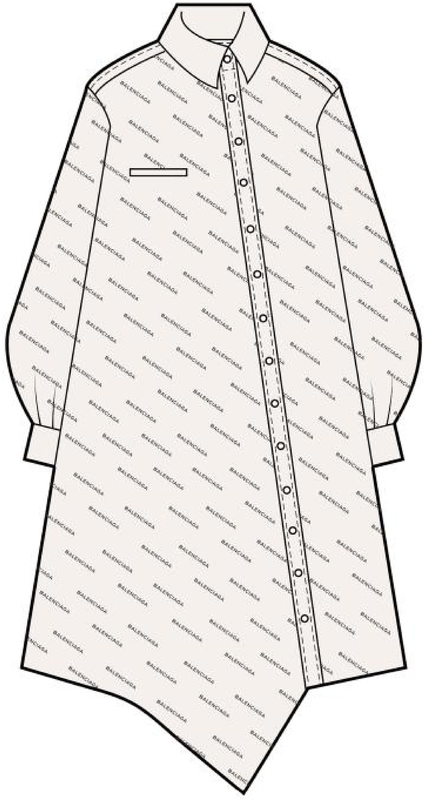
XS-XL

Retail Price: $950

Wholesale Price: $475

Clay

Black



Top

Style#OR07181993

Dropped Shoulder Shirt Dress with Logo Prints

XS-XL

Retail Price: $1250

Wholesale Price: $625

Tofu Black

Jacket

Style#OR07181993

Oversized Cocoon Jacket

XS-XL

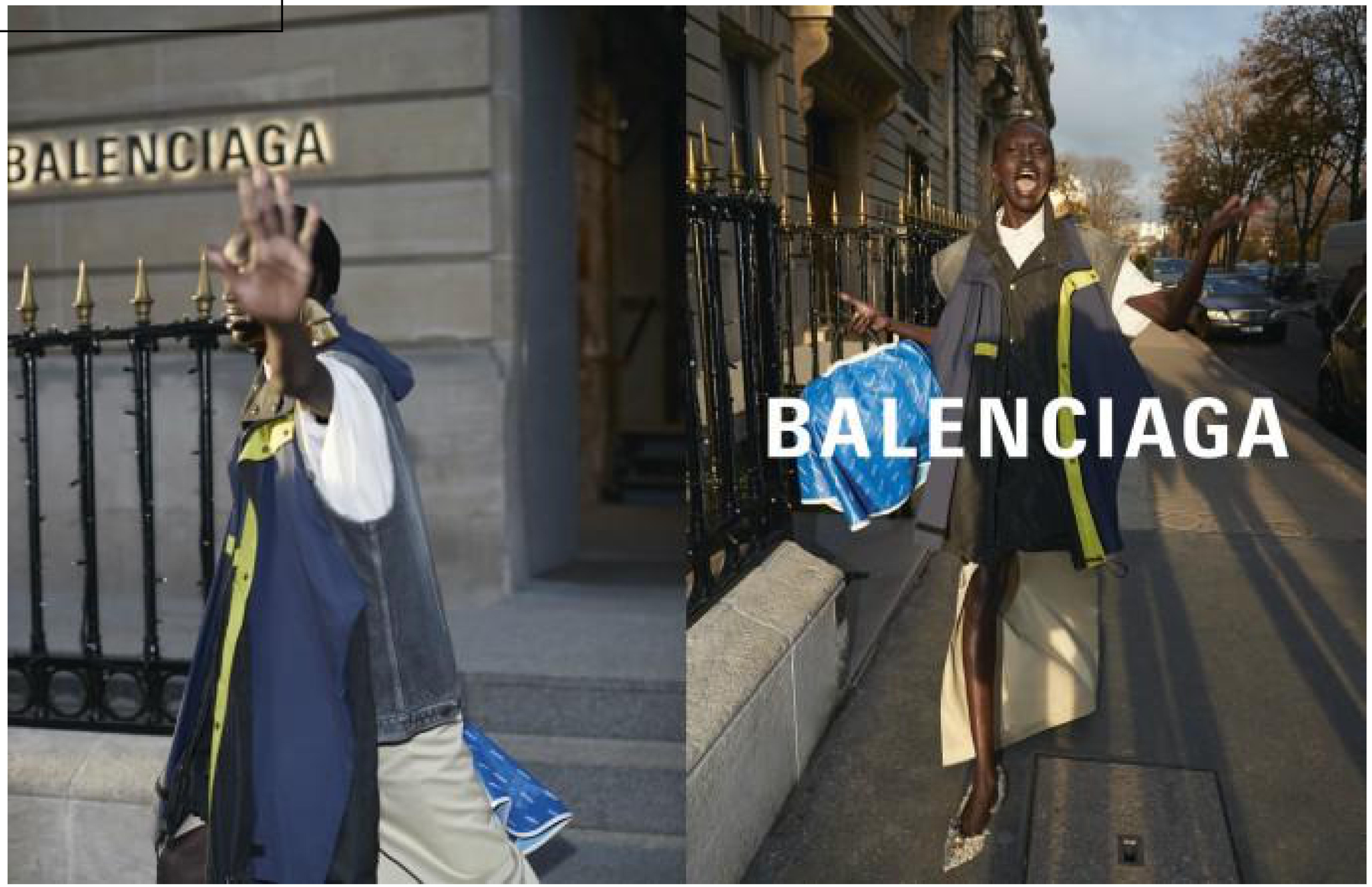
Retail Price: $2690

Wholesale Price: $1345

Tofu Black

TECH PACK

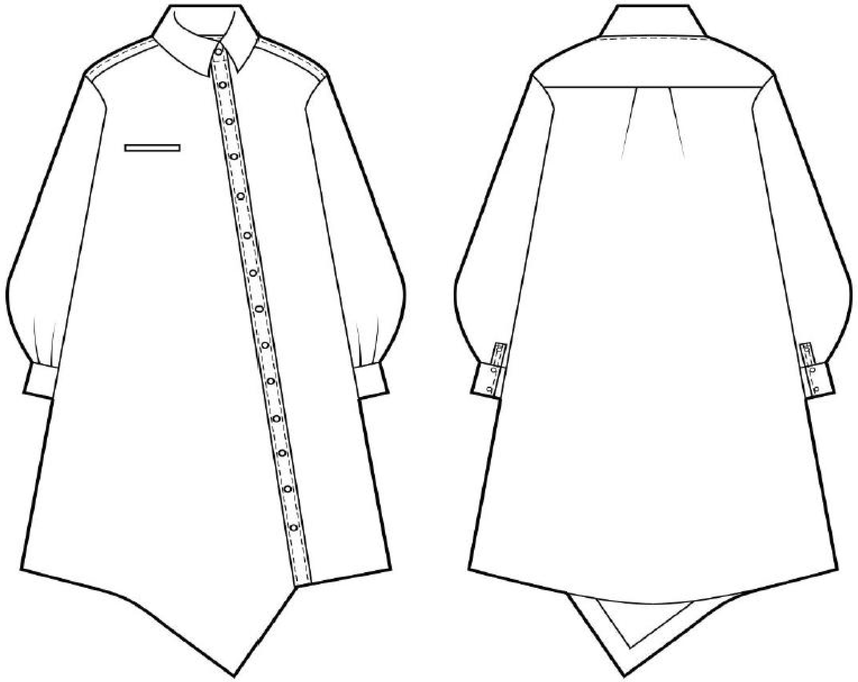
BALENCIAGA



Balenciaga

Style: OR07181991	
Description: Dropped Shoulder Shirt Dress with Logo Prints	
Season: FW2020	
Date: 08/31/2020	

** FRONT & BACK SKETCH



Fabric Swatch: 100% Cotton Shirt Fabric
Color: Tofu/Black

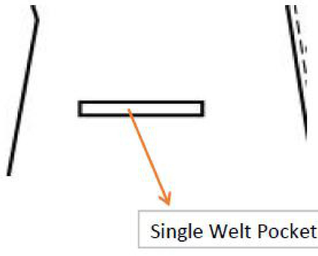
Label Requirements:	Main Label
	Care Label
	Size Labe

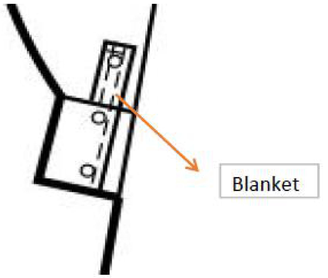
** label placement/size sketch

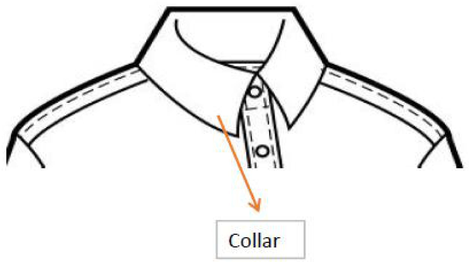
Balenciaga

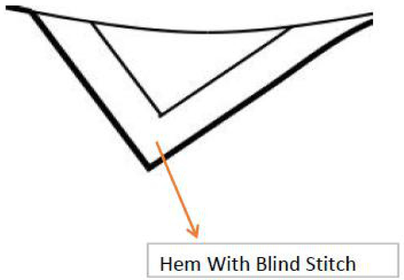
Style: OR07181991	
Description: Dropped Shoulder Shirt Dress with Logo Prints	
Season: FW2020	
Date: 08/31/2020	

** Zoomed in Sketches of DESIGN DETAILS









Fabric Swatch: 100% Cotton Shirt Fabric
Color: Tofu/Black

Plastic Button

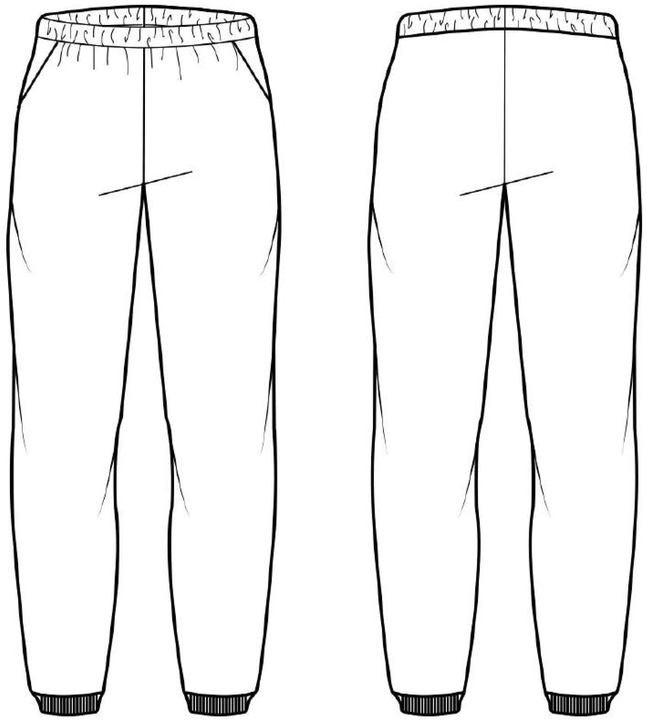
Label Requirements:	Main Label
	Care Label
	Size Labe

** label placement/size sketch

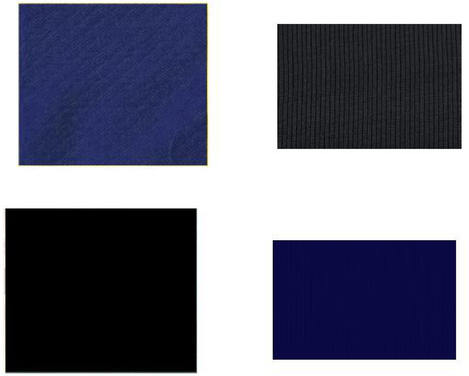
Balenciaga

Style: RR07181995
Description: Jogger Pants
Season: FW2020
Date: 08/31/2020

** FRONT & BACK SKETCH



Fabric Swatch: 76% Cotton 24% Polyster Knit Fabric
4X2 Rib Knit Fabric
Color: Sargasso Sea/ Black



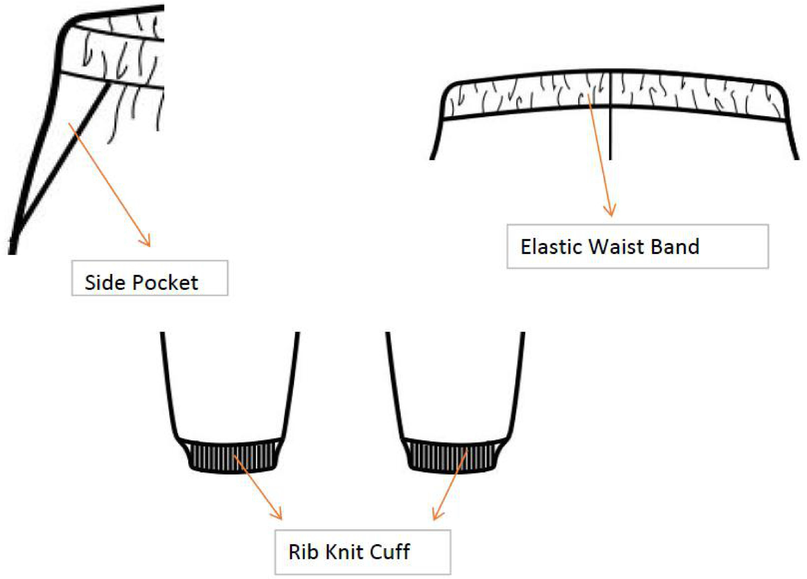
Label Requ
- Main Label
- Care Label
- Size Labe

** label placement/size sketch

Balenciaga

Style: OR07181991
Description: Dropped Shoulder Shirt Dress with Logo Prints
Season: FW2020
Date: 08/31/2020

** Zoomed in Sketches of DESIGN DETAILS



Fabric Swatch: 76% Cotton 24% Polyster Knit Fabric
4X2 Rib Knit Fabric
Color: Sargasso Sea/ Black

Label Requ
- Main Label
- Care Label
- Size Labe

** label placement/size sketch