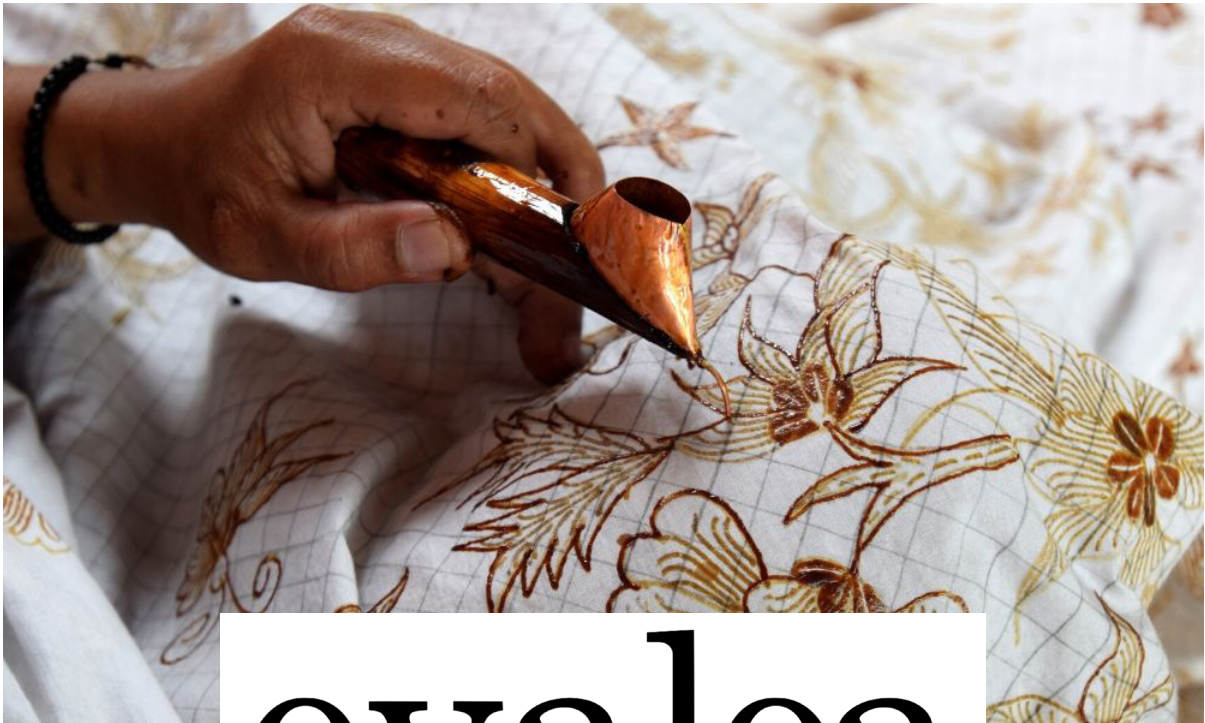


Develop style specifications through research for a  
merchandise plan



evaləa

Callista Faustine

# BRAND DNA

evalea is a contemporary office wear and lifestyle brand, with a twist from the influences of Indonesian traditions and culture. EVALEA is combining the idea of Batik, the Indonesian wax-resist dyeing technique, as well as redesigning its traditional clothes to modernise each styles to fit current trends and lifestyle. The brand thrives through pleated skirts, button up shirts, blazers and loose trousers. Our brand uses local factories promoting 'Made in the United States' and natural fabrics for environmental care; biodegradable and breathable.



## SUSTAINABILITY

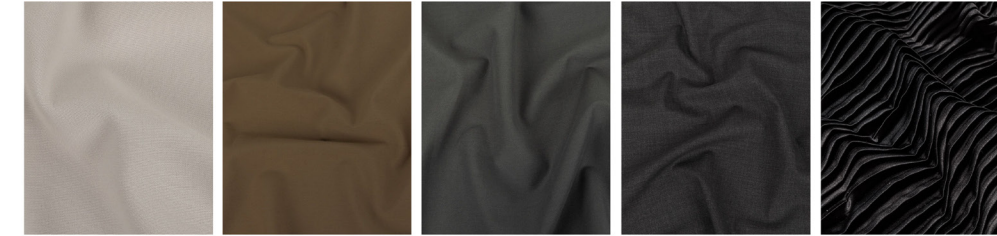
EVALEA is working to improve the brand's sustainability throughout the years, while keeping our fabric as high quality as possible. Our garments include classic pieces that can be worn for a long time. We use fabrics that are Oeko-Tex certified (textiles with no harmful chemicals) and our organic cotton is certified for the Global Organic Textile Standard (GOTS). Our recycled spandex is GRS (Global Recycle Standard) certified. Our factories have corporate social responsibility; paying minimum wages, good working conditions, don't discriminate on workers, as well as reducing environmental harm through the use of solar panels and water treatment.

## FABRIC

Natural plant fibres:  
- Organic Cotton

Natural animal fibres:  
- Cashmere (knits)  
- Silk (mulberry)  
- Wool (merino, alpaca)

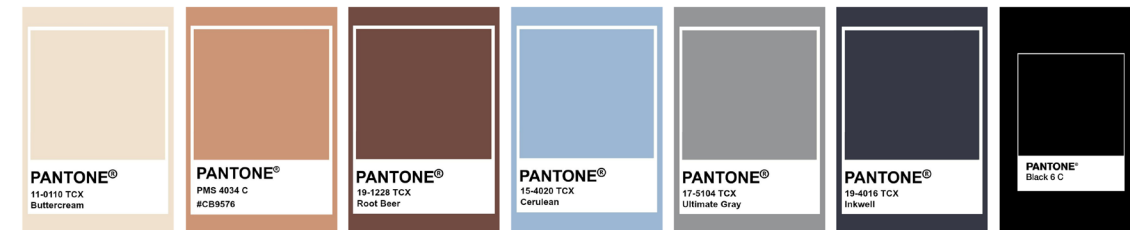
Synthetic fibres:  
(Regenerated)  
- Cupro (lining)  
- Tencel  
  
- Recycled polyester  
- Recycled Spandex



## COLOURS

The brand will focus on neutral and monochromatic colours for all of its collection, keeping it simple and minimal. Fall/Winter collection colours based on Pantone trend report for F/W 2022 collection.

- Neutrals (Shades of brown)
- Monochromatic (white, grey, black)



# SHAPE

- Loose, relaxed and oversize silhouette for comfort and work from home qualities, yet also trendy and stylish.

- Form fitting garments that enhance the body of the wearer and to increase customer's confidence.

According to WGSN "Catwalk Need-to-Know Pre-Fall 21", one of the trends is work leisure and relaxed suiting with the use of tailored coats, oversized blazers and wide leg trousers.

WGSN "Women's Key Items Pre-Fall 21 – Dresses", one of the trend involve work leisure dresses through sophisticated silhouettes and comfort.

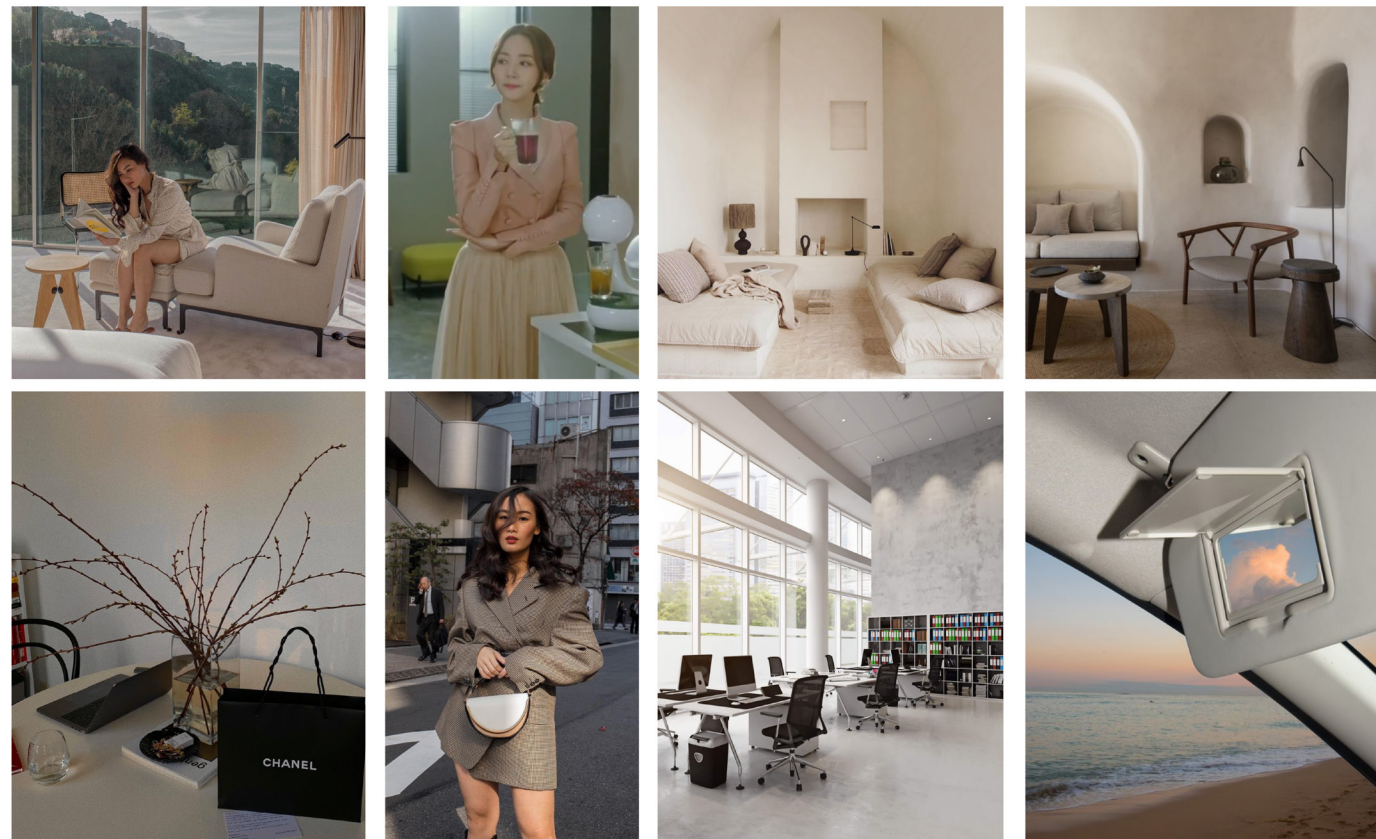


# FASHION TRENDS- COMFORT BLAZER

As we are still in the pandemic, work leisure is an important trend as we want something loose and relaxed that could still motivate us to work at our own home rather than wearing loungewear. According to WGSN 'Women's Key Items Pre-Fall 21', during London Fashion Week, designers are using oversized blazers, wide-legged trousers as well as draper fabrics. Brands such as Givenchy, Valentino and Prada are incorporating blazers into their collection.



# MOOD

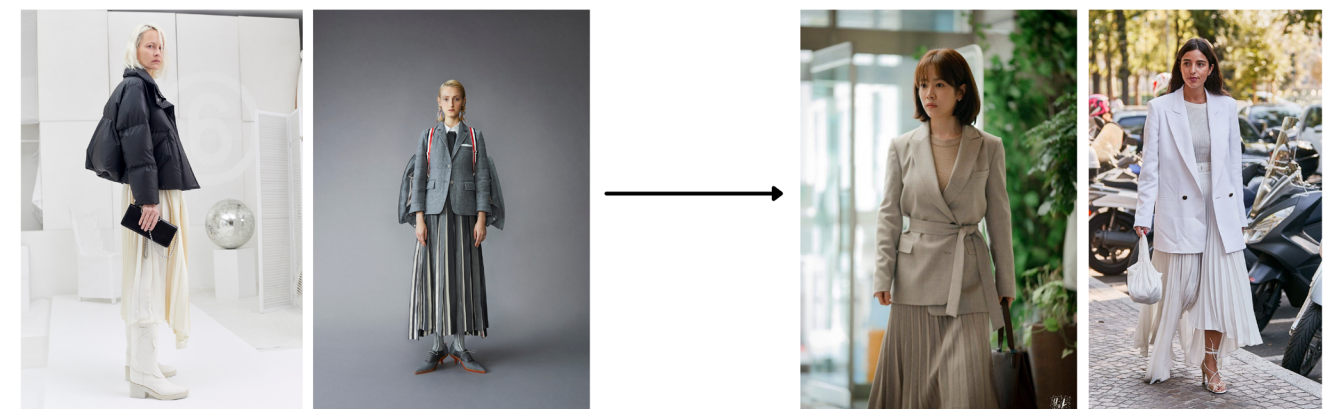


# FASHION TRENDS- PLEATED SKIRT

WGSN 'CIFF & Revolver A/W 21/22: Women's Apparel', midi skirts are facing an increase in demand over its easy everyday wear opting for skirts with elastic bands.

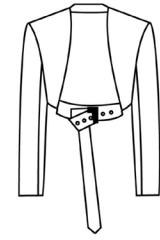
WGSN 'Women's Need-to-Know A/W 21/22', there will be an increase in demand over pleated skirt because of its timeless look and WGSN 'Collection Review: Women's Key Items Pre-Fall 21 – Skirts', the trend reported skirts to feature minimalistic concept and a new concept of femininity (reforming the traditional meaning of femininity).

According to Bazaar, Midi skirts are in for F/W 2021

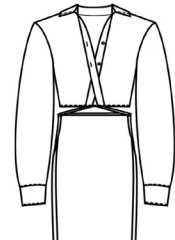


evaləa  
F/W 2022

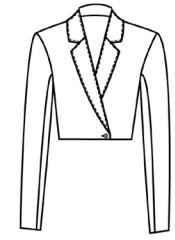
LINE SHEET 1



**Cropped Belted Jacket**  
100% Wool  
W1O001  
\$200



**Cropped Shirt**  
100% Organic Cotton  
W1T001  
\$175



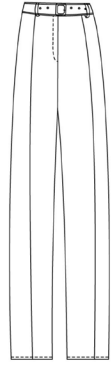
**Cropped Blazer One Button**  
100% Silk  
W1B001  
\$225



**Single Button Blazer**  
100% Wool, 100% Viscose  
W1B002  
\$250



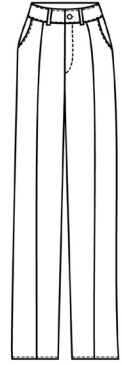
**Double Breasted Blazer**  
100% Wool, 100% Viscose  
W1B003  
\$225



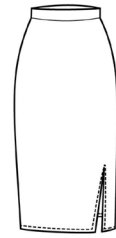
**Belted Skinny Pants**  
100% Wool  
W1P001  
\$225



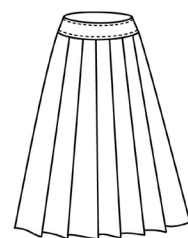
**Cropped Wide Leg Pants**  
100% Organic Cotton  
W1P002  
\$225



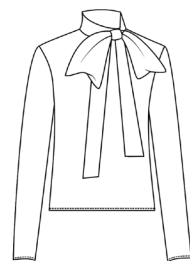
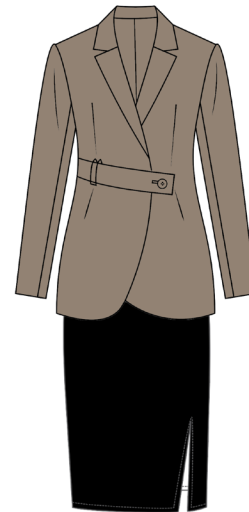
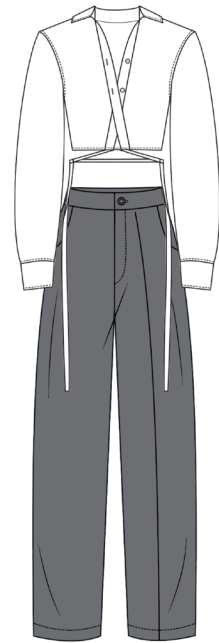
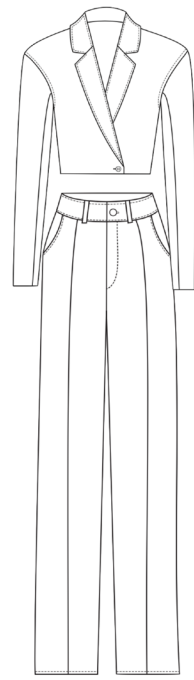
**Straight Button Pants**  
100% Silk  
W1P003  
\$200



**Pencil Skirt**  
97% Organic Cotton, 3% Recycled Spandex  
W1S001  
\$175



**Pleated Skirt**  
100% Wool  
W1P002  
\$200

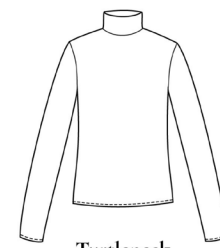


GROUP 1 - TAILORED

W1O001, W1T001, W1B001, W1B002, W1B003,  
W1P001, W1P002, W1P003, W1S001, W1P002

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F/W 2022

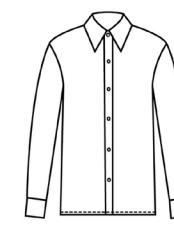
LINE SHEET 2



**Turtleneck**  
100% Cashmere  
W1T002  
\$200



**Tie Cropped**  
100% Silk  
W1T003  
\$125



**Sheer Blouse**  
100% Silk  
W1T004  
\$135



**Multiuse Top**  
100% Wool  
W1T005  
\$110



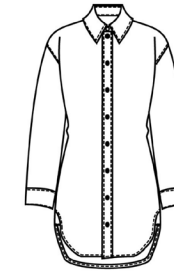
**Lock Skirt Layering**  
100% Wool  
W1S003  
\$150



**Spaghetti Strap Dress**  
100% Silk  
W1D001  
\$300



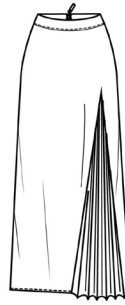
**Puff Short Dress**  
100% Organic Cotton  
W1D002  
\$225



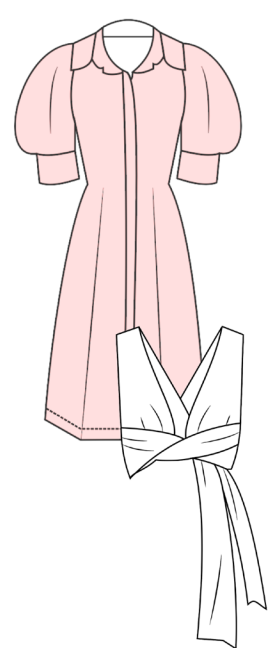
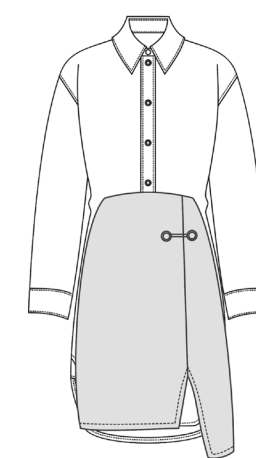
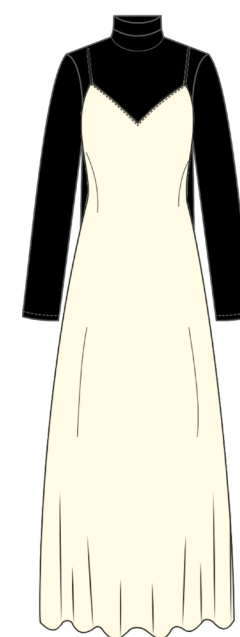
**Shirt Dress**  
100% Organic Cotton  
W1D003  
\$225



**Side Slit Batik Mini Dress**  
100% Organic Cotton  
W1D004  
\$175



**V Pleat A Skirt**  
100% Viscose  
W1S004  
\$125



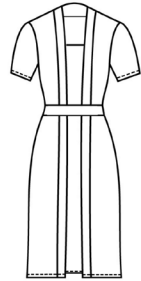
W1T002, W1T003, W1T004, W1T005, W1S003,  
W1D001, W1D002, W1D003, W1D004, W1S004

GROUP 2 - LAYERING

LINE SHEET 3



**Blazer Dress**  
100% Wool  
W1Doo5  
\$200



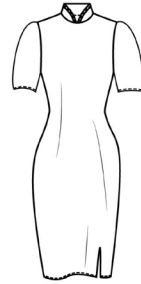
**Kebaya Dress**  
100% Organic Cotton  
W1Doo8  
\$250



**Dad Button Blazer**  
100% Wool  
W1Boo4  
\$250



**Short Wool Jacket**  
100% Cashmere  
W1Ooo2  
\$350



**Indonesian Qipao**  
100% Organic Cotton  
W1Doo7  
\$250



**Shirt Tweed Dress**  
100% Organic Cotton  
W1Doo6  
\$325



**Collarless Coat**  
100% Alpaca  
W1Ooo3  
\$425

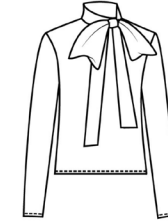


**Synch Back Oversized Coat**  
100% Cashmere  
W1Ooo4  
\$375

LINE SHEET 4



**Poplin Shirt**  
100% Organic Cotton  
W1Too6  
\$125



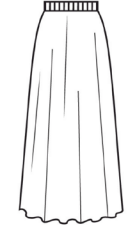
**Tie Blouse**  
100% Silk  
W1Too7  
\$200



**Wide Collar Blouse**  
100% Silk  
W1Too8  
\$155



**One Button Skirt**  
100% Silk  
W1Soo5  
\$175



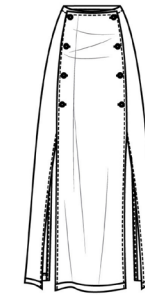
**Knee Pleated Skirt**  
100% Cotton  
W1Soo6  
\$150



**V Neck Cardigan**  
100% Merino Wool  
W1Too9  
\$200



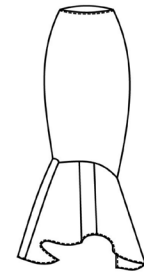
**Crop T-Shirt**  
100% Organic Cotton  
W1Too0  
\$75



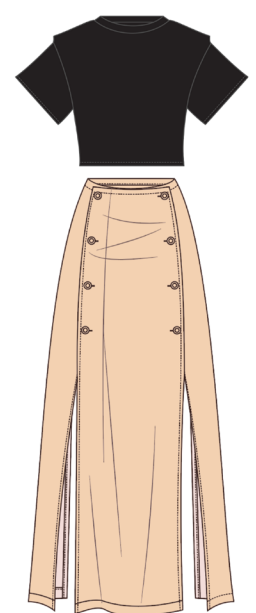
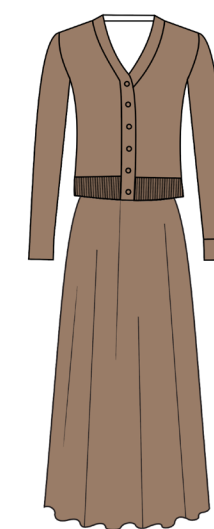
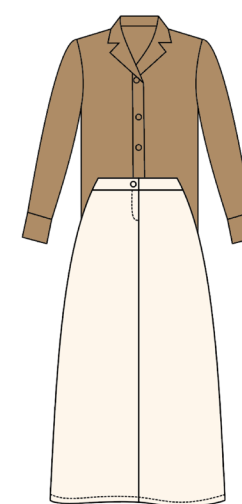
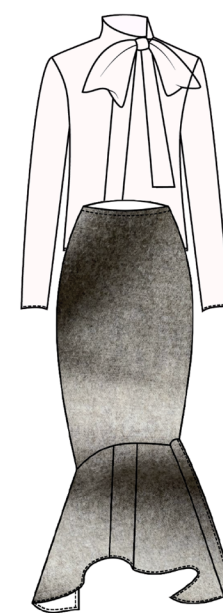
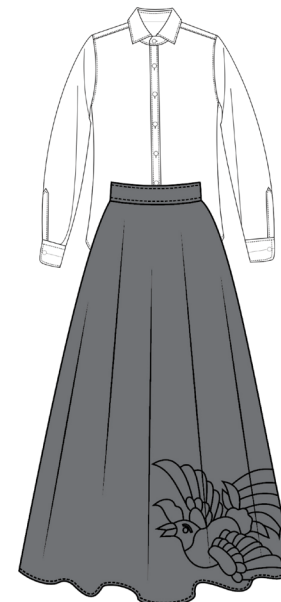
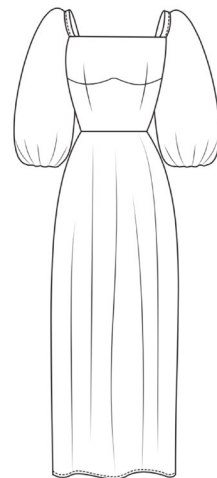
**Buttoned Midi Skirt**  
100% Wool  
W1Soo7  
\$225



**Midi Full Pleated Skirt**  
100% Organic Cotton  
W1Soo8  
\$125



**Mermaid Skirt**  
100% Wool, 100% cupro  
W1Soo9  
\$200



GROUP 3- DRESSES

W1Doo5, W1Doo8, W1Doo7, W1Doo6, W1Boo4

W1Too6, W1Too7, W1Too8, W1Too9, W1Too0  
W1Soo5, W1Soo6, W1Soo7, W1Soo8, W1Soo9

GROUP 4- SKIRTS