

# DIGITAL FASHION DESIGN

---

Clothing&Textiles 24 Park Nari

Adobe Photoshop & Illustrator

2025\_2nd semester

*Portfolio*

# CONTENTS

## 01 Photoshop

Magazine Main Cover  
Fashion Show Invitation  
Color Mood Board  
Fashion Trend Board  
Textile Design

## 02 Illustrator

Brand Logo  
Flat Sketch(B&W) 1  
Flat Sketch(B&W) 2  
Flat Sketch(Color) 1  
Flat Sketch(Color) 2  
Fashion Illustration & Flat Sketch

PHOTOSHOP

GENTLE MONSTER

VOGUE

# MAGZINE MAIN COVER

This Vogue main cover design embodies the intention to prominently feature Gentle Monster's identity and futuristic aesthetic across the entire cover. The photographic selection captures Gentle Monster's experimental and avant-garde fashion philosophy within the cover.

By choosing gradient colors that harmonize with Gentle Monster's imagery, the entire cover simultaneously evokes the sophisticated and futuristic mood of high-end fashion.



PHOTOSHOP

SHUSHUTONG

# FASHION SHOW INVITATION



This invitation was designed to convey both the intense mood and luxurious identity of the Shushutong 2025AW season. The front features a symbolic photograph selected to best represent the season, while the back subtly places six key looks from the collection in the background with reduced opacity.

This previews the show's diversity and depth while adding sophisticated detail.

PHOTOSHOP

TRANSFORMATIVE TEAL

## COLOR MOOD BOARD

This mood board was designed around WGSN AW 26/27 trend color Transformative Teal.

The top section features the core color chip and its combinations, establishing the color reference for the mood board.

The center prominently displays actual fashion collection looks utilizing the color, showcasing how the trend color is expressed across various materials and silhouettes.

Finally, the background is filled with images of interiors, accessories, and sculptures that evoke the mood of this color.



PHOTOSHOP

PORKA DOTS

## FASHION TREND BOARD



This mood board was designed utilizing polka dots, one of the key trends for the 2026 SS season. Six representative polka dot looks were selected and arranged, with actual swatch images placed beside each look to clearly show the texture of the materials used, complementing the visual information. Text placement was arranged organically according to the collection's overall form and flow to avoid a static feel. A subtle, delicate dot pattern was applied throughout the background, providing a sense of unity that embraces the trend's core elements while maintaining the mood board's readability.

PHOTOSHOP

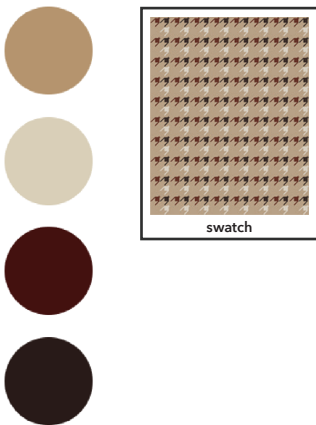
HERRING BROWN ARCADI

FLUTTER BLOOM

## TEXTILE DESIGN

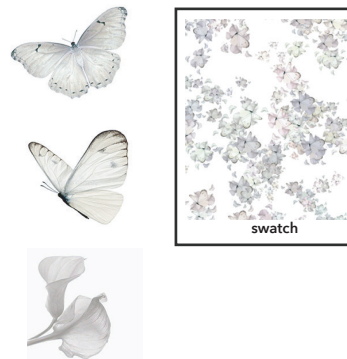
### Herring Brown Arcadi

Miu Miu reinterpreted the classic charm of the Arcadie leather bag with a warm brown herringbone pattern. The handcrafted herringbone pattern was enhanced with a Grain filter to harmonize with the leather's texture, emphasizing a sophisticated yet vintage atmosphere.



### Flutter Bloom

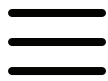
"Flutter Bloom" is a design inspired by freely soaring butterflies and fluttering petals, capturing nature's vitality and elegance within the Speedcat Valet SD Women's silhouette. Two butterflies and petals are harmoniously arranged, utilizing the Script Random Fill effect to create an organic pattern. This symbolizes nature's repetitive yet unpredictable movement, expressing a dynamic yet soft femininity.





# Adobe Illustrator





BRAND LOGO

ILLUSTRATOR

# Arc 2004

Your archive starts today

## Brand identity

Arc2004는 "기록"과 "시간"을 핵심 키워드로, 개인의 아카이브를 쌓아가는 과정을 패션으로 표현하는 브랜드입니다.  
2004년, 디자이너가 태어난 해이자 브랜드의 영감이 시작된 시점을 기점으로 삼아,  
'당신의 아카이브가 오늘부터 시작된다(Your archive starts today)'는 메시지를 전합니다.  
오래된 것에서 새로운 시선을 발견하고, 시간의 흐름 속에서 축적된 흔적들을 현대적으로 재해석합니다.  
브랜드의 디자인은 시간을 담은 프레임, 즉 '기록을 읽는 경험'을 시각화하며, 미니멀하지만 깊이 있는 디테일로 완성합니다.

## Logo Design Intent

브랜드라벨 로고에서는 시간의 흐름을 선으로 표현하여, 매 순간의 경험과 기억이 이어져 하나의 기록이 된다는 메시지를 담았으며,  
직조라벨 로고는 ARC의 알파벳 조형미를 강조해 미니멀하면서도 확실한 브랜드 아이덴티티를 구축하고자 했습니다.

## Logo design



디자인1 브랜드라벨 로고



디자인2 직조라벨 로고

## Brand main color



#000000

#504E48

#FFFFFF0

#000435

Designer Park Nari

## Brand Category

[영캐주얼]

트렌디하면서도 실용적이고 편안한 의류를 중심으로 전개하며  
단순한 유행보다는 오래도록 소장할 수 있는 품질과 의미 있는 디자인에 가치를 부여

## Price point

[10~20만원대]

주력 상품인 상의(블라우스, 셔츠, 니트)와 하의는 10만원 내외,  
아우터는 20만원 대의 가격대 형성

## Target Market

[20~30대 여성]

패션 시장에서 주로 20대 초반부터 30대 중반의 젊은 여성 소비층을 타겟

## Rival brands

Wsc archive의 브랜드명과 전체적인 브랜드 색상에서 영감을 받았으며  
LCDC의 스타일과 디자인의 방향성에서 큰 영감을 받아,  
현대적이고 세련된 뉴 컨템포러리 스타일을 결합한 Arc2004를 디자인하였습니다.

Wsc archive

LCDC

Arc 2004

Your archive starts today

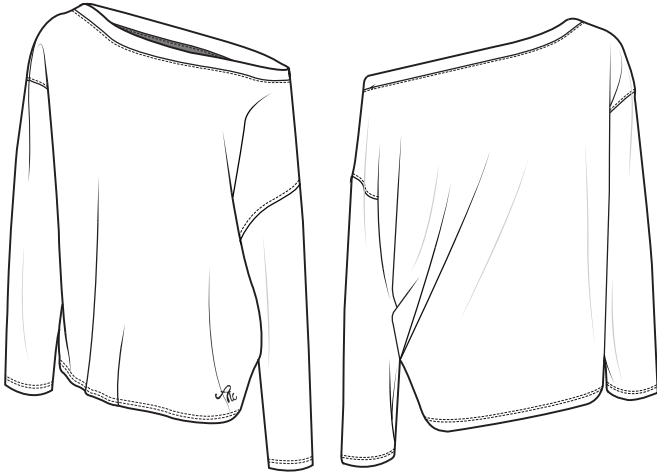




BLACK AND WHITE FLAT SKETCH 1

ILLUSTRATOR

TOP  
DRESS  
SKIRT  
BOTTOM

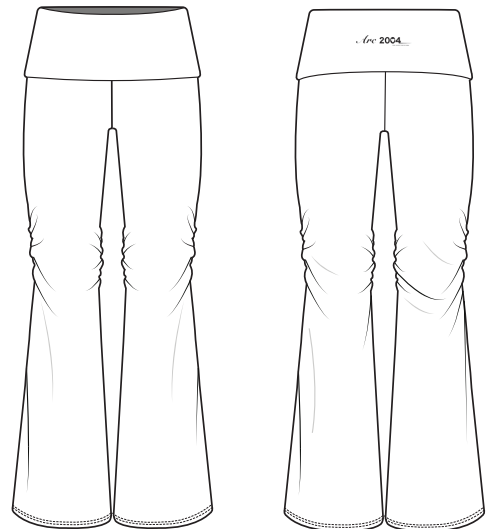
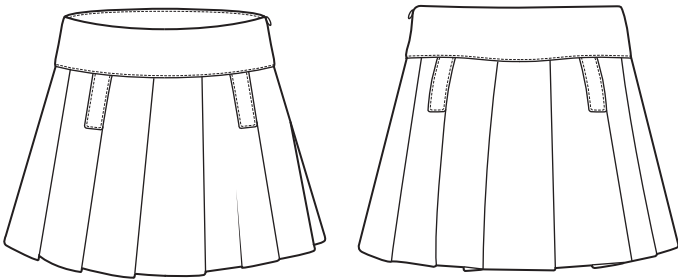


### One-off Shoulder Sweatshirt

This one-off off-shoulder crewneck offers excellent mobility while maintaining a casual look, featuring the brand logo at the bottom.

### Jacket Dress

The classic and sophisticated design of the double jacket creates an overall slim silhouette that accentuates the waistline.

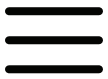


### Pleated Skirt

The design features a short-length pleated skirt with a waist belt detail.

### Bootcut Training Pants

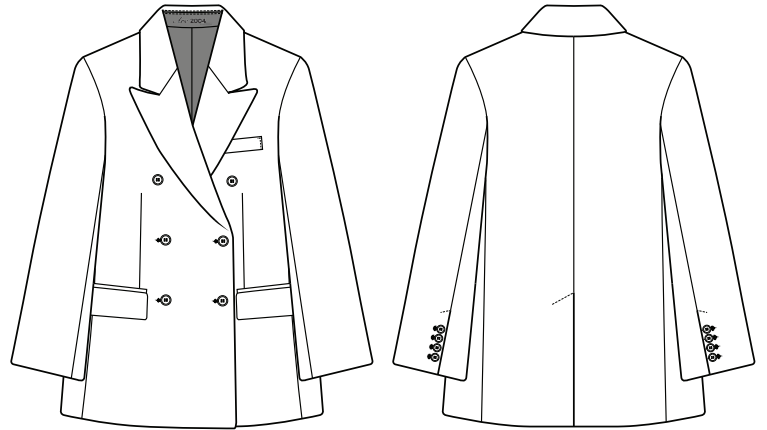
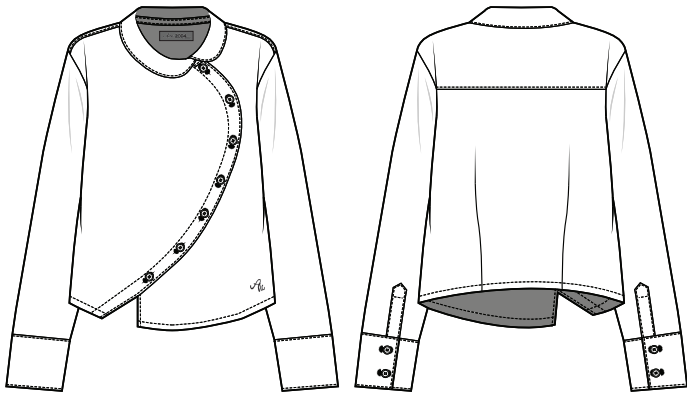
Crafted from soft, stretchy fabric, it combines the ultimate comfort of sweatpants with a trendy bootcut silhouette.



BLACK AND WHITE FLAT SKETCH 2

ILLUSTRATOR

- SHIRT
- OUTOR
- TOP
- BOTTOM

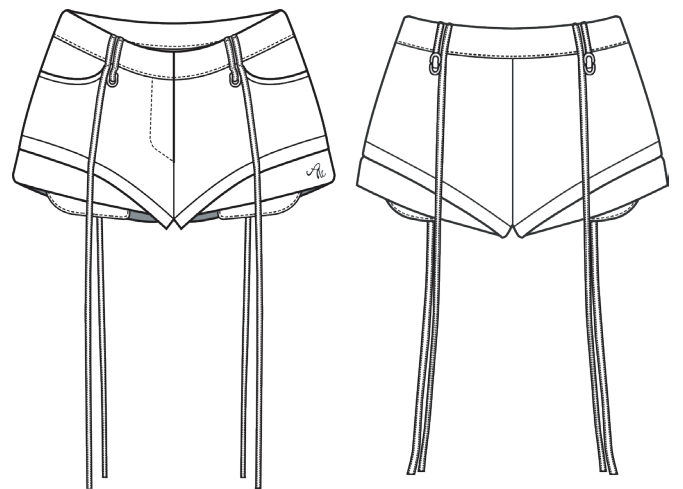
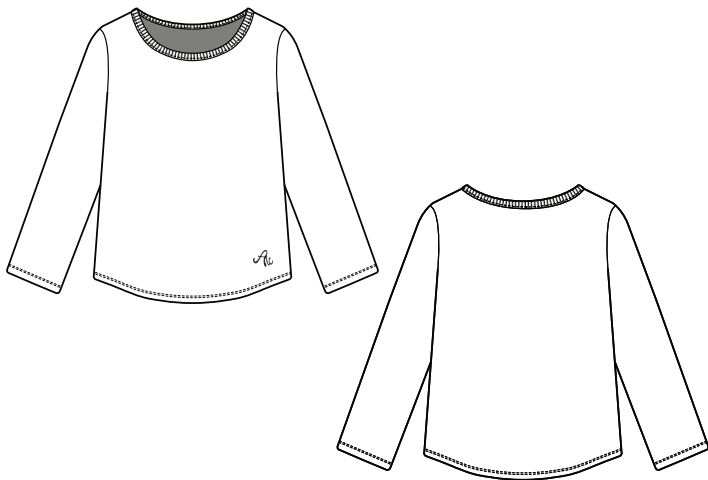


**Asymmetric Round Collar Shirt**

Designed with clean lines—the quintessential shirt aesthetic—enhanced by asymmetrical elements, while the round collar adds a soft touch.

**Double-Breasted Peaked Collar Jacket**

A trendy, oversized double-breasted jacket perfect for special occasions.

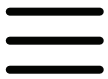


**U-Neck Long-Sleeve**

As the most basic item, it pairs well with various styles, featuring an embroidered logo at the bottom for a subtle accent.

**Mini Wool Shorts**

These mini-length shorts maximize the benefits of wool fabric while offering an active and trendy design.



COLOR FLAT SKETCH 1

ILLUSTRATOR

TOP  
OUTOR  
BOTTOM  
SHOES

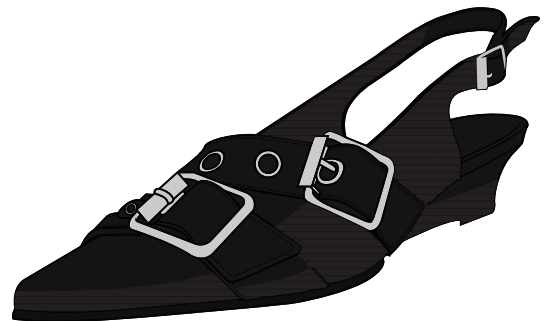


### Layered Flare Collar Top

The layered flare design stands out, while the collar detail creates a clean, everyday look.

### Hooded Zip-Up

A comfortable and practical daily outerwear piece. Its simple design and hood detail enhance a casual vibe.

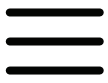


### Pocket Bootcut Denim Pants

The bootcut line naturally flares from the knee, creating a long and slim leg silhouette. The pocket design adds interest to an otherwise plain look

### Slingback Shoes

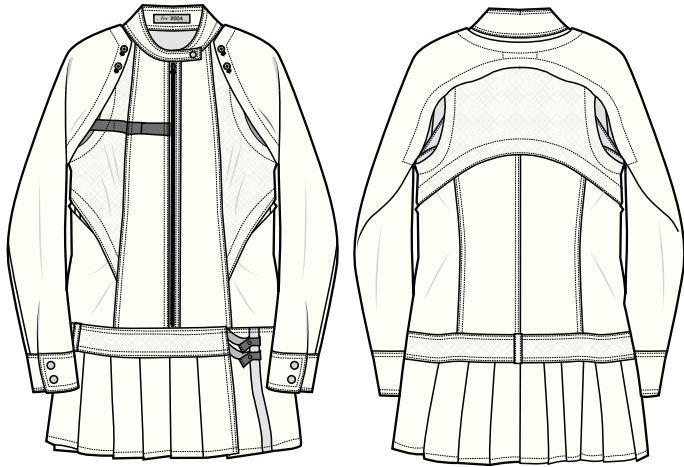
These shoes feature a standout belt detail. With a moderate heel height and stable fit, they work for office looks, wedding guest outfits, and more.



COLOR FLAT SKETCH 2

ILLUSTRATOR

DRESS  
TOP  
OUTOR



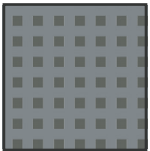
### Convertible Dress

A practical item wearable in two ways, suitable for all seasons.



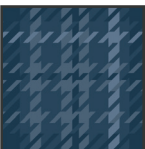
### Hooded Asymmetric Zipper Top

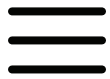
Casual with a hood, but the diagonal asymmetric zipper design is the key detail.



### Reversible Check Padded Jacket

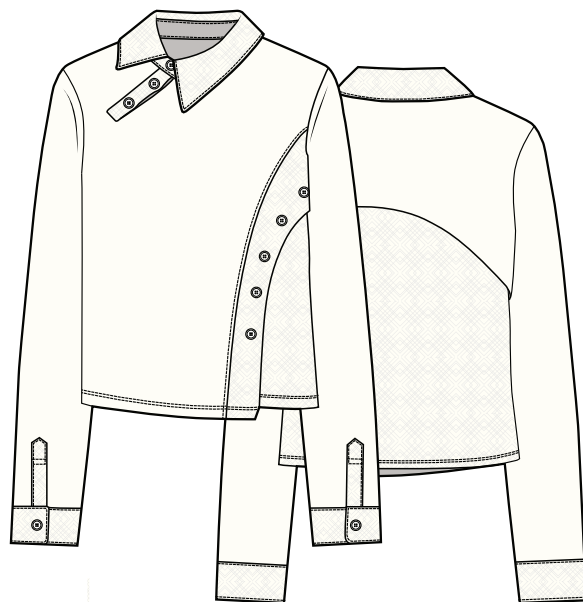
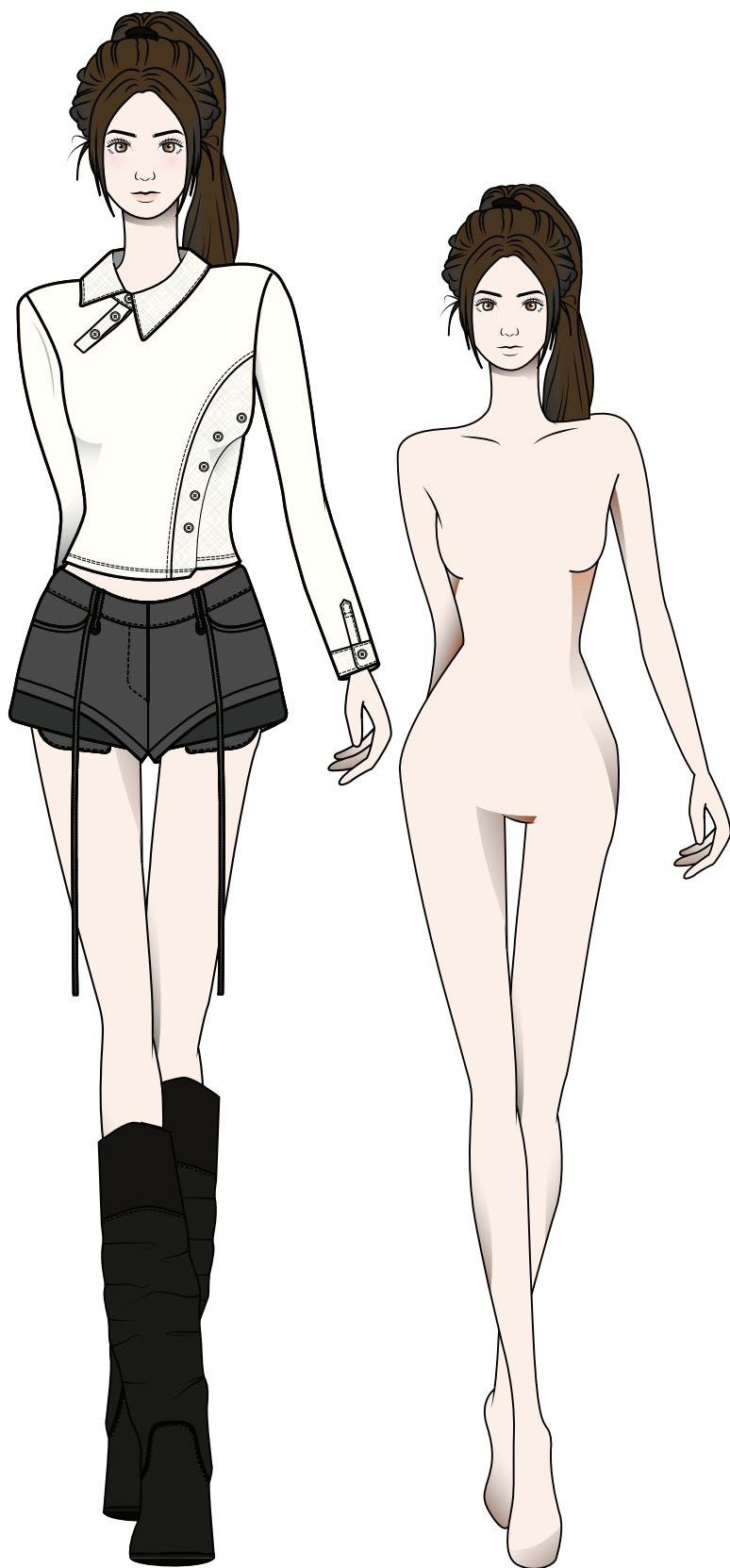
A reversible design allows you to choose one side for a trendy check pattern and the other for a basic solid color, creating two distinct styles.





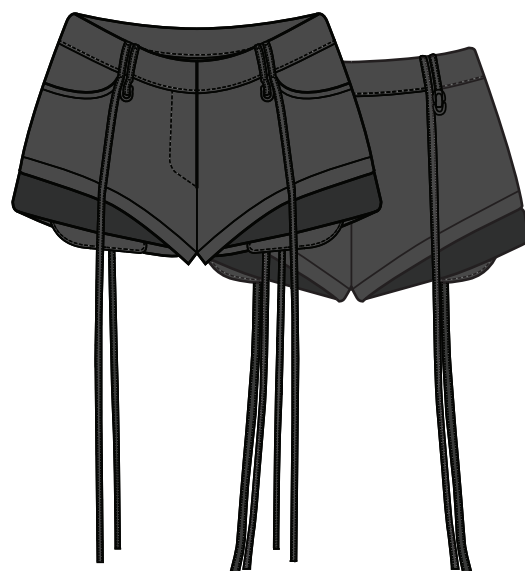
FASHION ILLUSTRATION & FLAT SKETCH

ILLUSTRATOR



### Slim-fit Collar Tee with Diagonal lines

It features a close-fitting silhouette that hugs the body's contours, with a diagonal front closure and an asymmetrical neckline design.



### Mini Wool Shorts

Using the previous design, I colored it in shades of gray.

# DIGITAL FASHION DESIGN

---

Clothing&Textiles 24 Park Nari

Adobe Photoshop & Illustrator

2025\_2nd semester

*Thank  
you*

