

digital

Final Portfolio
branding



—

LEE JU AE
202061331

Digital Fashion Design

Adobe
Photoshop & Illustrator

fashion

design

Contents



01 Photoshop

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

02 Illustrator

Brand Logo
Schematic(B&W)_01
Schematic(B&W)_02
Schematic(Color)_01
Schematic(Color)_02
Fashion Illustration & Schematic

01_1

Magazine Main Cover



To focus on the main object,
the main cover was produced using
only black and white colors.



VOGUE

Fashion
&

2024

Fearless, Fun
And Defying Hollywood's
Expectation

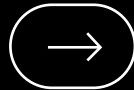
43 Looks
To Dress up Your Life



Summer Fashion Special

01_2

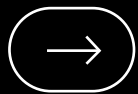
Fashion Show Invitation



This brand is a designer brand called The museum visor, which is characterized by a unique painting style and freedom overflowing with personality. Making the most of these brand characteristics, an invitation to the main FW season show was produced.

01_3

Color Mood Board



This year's pantone color, Intense Rust, was held as the main color, and a color mood board was produced. In order to create a slightly blood-colored color atmosphere, the theme was set to 'human', and the main object was composed of women, arms, and lips.

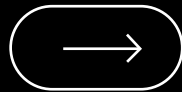


INTENSE RUST

- a transseasonal brown that evokes feelings of stability
- balancing luxury with a raw, earthy edge
- reminiscent of soil, full of warmth and calm texture.

01_4

Fashion Trend Board



It is a mood board that contains 2024 F/W trends. The main object is Blanket, which is 2024 trend, and the sub-object contains five trend colors and six trend silhouettes.



01_5

Textile Design



Design 01.
Textile_ Lemon Navy

레몬색과 네이비색을 더해
산뜻한 캐주얼을 나타내고자 했습니다.



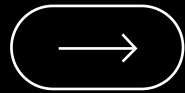
Design 02.
Textile_ Marine Whispers

'바다의 속삭임'이라는 뜻으로 여러 산호초 및
물고기를 포함한 바다 생물의 조화를 나타냅니다.

The first one is called lemon navy, which is a piece of casual clothing that feels fresh and dressed in textures. The second one is Marine Whispers, which combines several sea creatures, including coral reefs.

01_6

Fashion Illustration



This work is called Dreamcatcher Beast, a mysterious monster that appears in children's dreams in fashion. It uses pink and colorful textiles to express pure imagination, and giant monster hand gloves symbolize infinite possibilities in dreams. In addition, this design tried to express a unique fashion monster that evokes curiosity and pleasure rather than fear.



Dreamcatcher Beast

아이들의 꿈속에서 등장하는 신비로운 몬스터를 패션으로 형상화한 작품입니다. 분홍색과 알록달록한 텍스처를 사용해 순수한 상상력을 표현했으며, 거대한 괴물 손 장갑은 꿈속에서 무한한 가능성을 상징합니다. 또한, 본 디자인은 두려움보다는 호기심과 즐거움을 불러일으키는 독특한 패션 몬스터를 표현하려 했습니다.

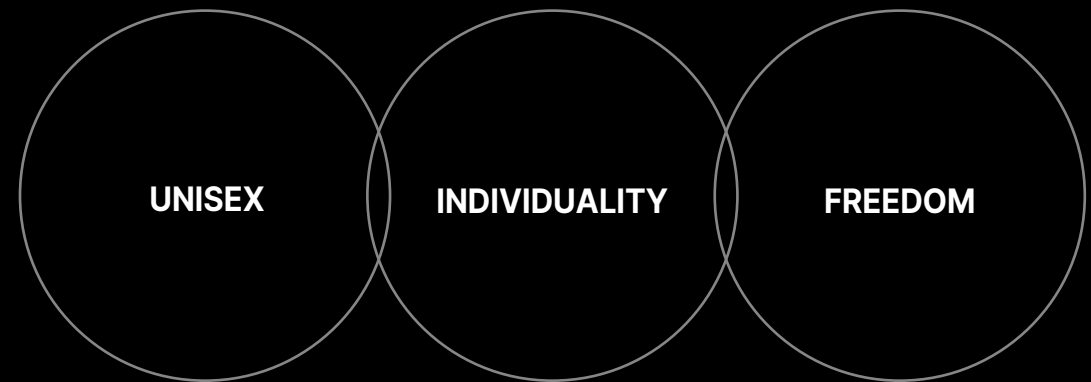
02_1

Brand Logo



CHIKAO

Chi means 'energy, power' in Chinese, and Ao means 'freedom' in Japanese. Chikao, a combination of these words, is a unisex casual/street brand that helps people express their individuality freely regardless of gender.



Brand Category : casual/ street brand

Price Point : Main 100,000-300,000 / ACC ~70,000

Target Market

Unisex Brands Pursuing Free Personality

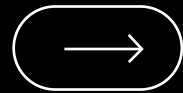
2030 Women and Men Targets

Color



02_2

Schematic Black & White_1



Schematic
Introduction

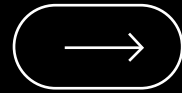
- 01_ An_Outdoor_Jacket
- 02_ One_Piece
- 03_ Zipper_String_Pants
- 04_ Ribbon_Skirt

In accordance with the brand category of the brand category, it was developed centered on unit tax categories. ONP was put on the theme of the task, but I tried to cover the freedom and opening.



02_3

Schematic Black & White_2



Schematic
Introduction

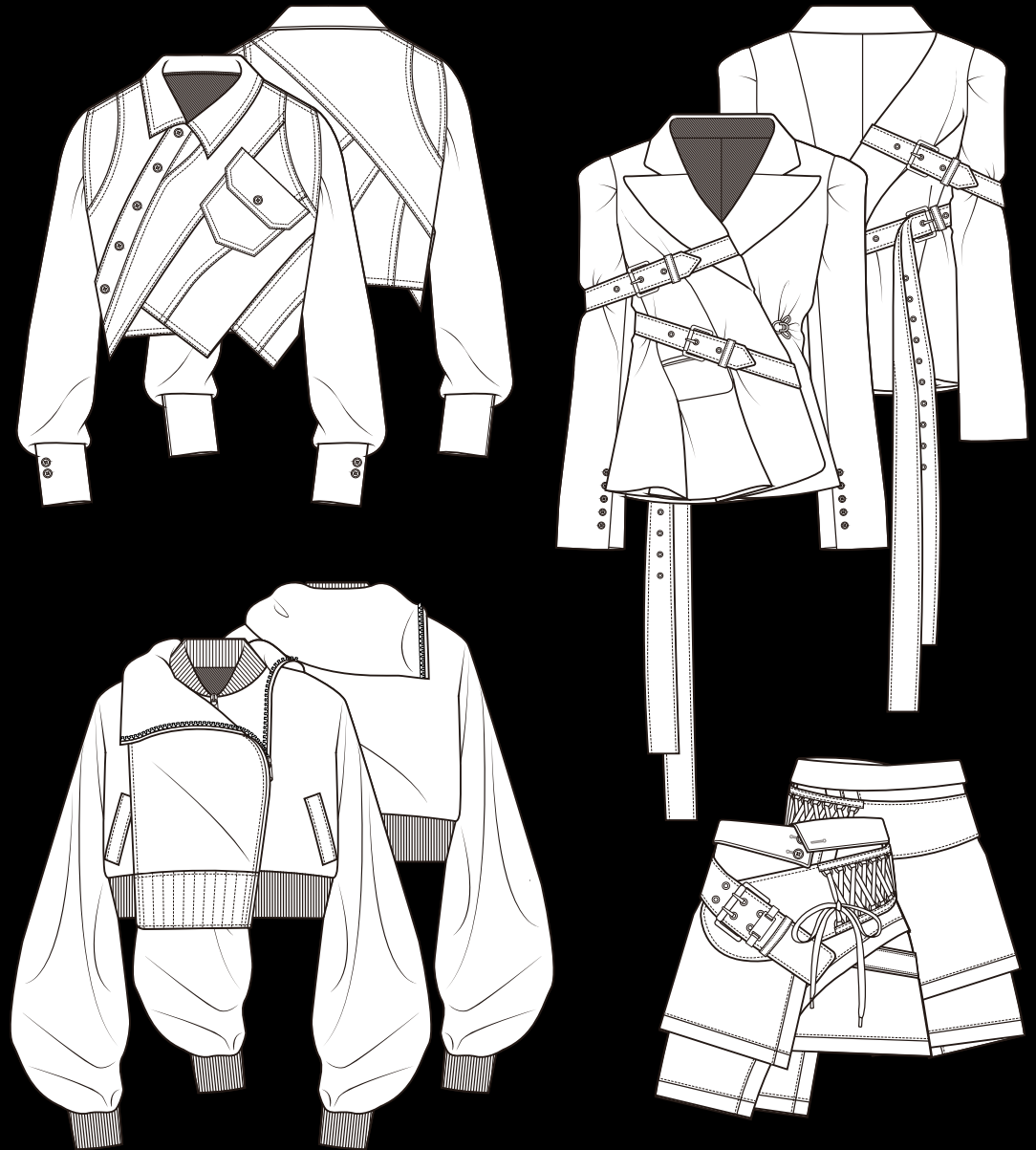
01_ Shirts

02_ Jacket

03_ Banding_Item

04_ Belt_Skirt

We designed jackets with oblique shirts and belt details, ribbed items, and finally a skirt with belt details that are popular recently.



02_4

Schematic Color_1



Schematic
Introduction

01_ Color_Top

02_ Color_Zipper_Jacket

03_ Color_Slacks

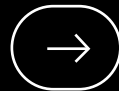
04_ Color_Light/shade_ACC

Each of them designed a street-like top, a jacket with casual zipper details, and slacks with pelvic details. And the gloves were dressed with Chinese characters meaning love after the last letter of my name as a designer.



02_5

Schematic Color_2



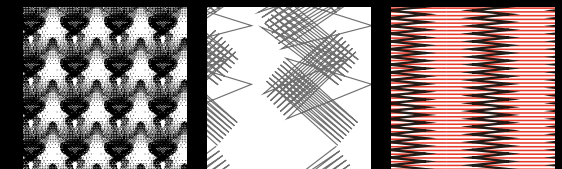
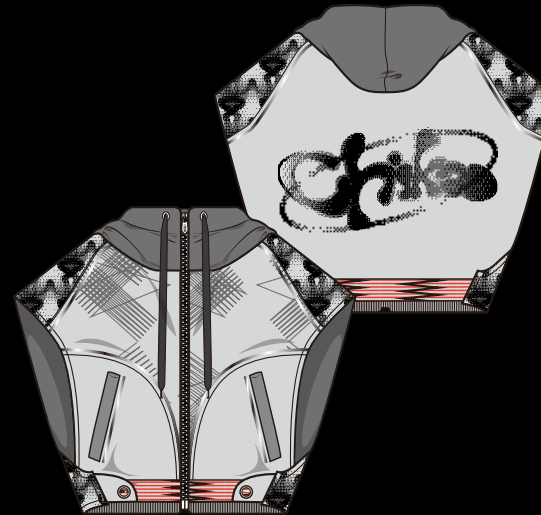
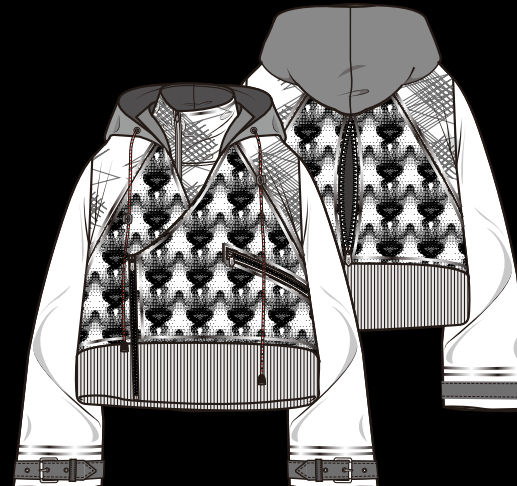
Schematic
Introduction

01_ Cropped_Hooded_Zip-up

02_ Sleeveless_Hooded_Zip-up

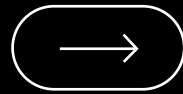
03_ Zipper_Jeans

Lorem ipsum
We designed a total of three types of textile using star-shaped, textile using diagonal details, and finally textile using zigzags. The schematic includes a crop hood with diagonal zipper details, a sleeveless hood, and jeans with zipper details.



02_6

Fashion Illustration



Schematic
Introduction

01_ A_Velvet_Jersey

02_ Chain_Zipper_Jeans

03_ Knit-socks_Sneakers

Lorem ipsum

The red jersey, the main color of Chikao, has chains and dot-printed details on its back, and the jeans contain zipper chain details as seen in the schematic diagram introduced earlier. Finally, the sneakers have knit socks on the ankle, making them feel casual.



Final Portfolio
Branding

Thank you

Digital
Fashion Design