

*Capstone  
Development*



X

*Winona So*

2018

# *Table of Content*

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Introduction	03 - 05
The problem	06 - 09
My vision	10 - 11
Benchmarking	12 - 15
Branding	16 - 25
Culture research	26 - 37
Designing process	38 - 45
Prototyping	46 - 49
Products reveal	50 - 59

## Introduction

For my senior capstone I'm developing a fashion lifestyle brand Norita Eye. It is based on the philosophy of slow fashion. Slow fashion is not your typical seasonal fashion trend but it's about being purposeful, meaningful and realizing that fewer is better.

Personally, I'm a fashion conscious and a multicultural person. What always stick with me are not the fashion trend, but the cultural background, the memories and the stories of each place I went. I believe in the importance and uniqueness of products having a story behind. I believe that once you have a personal connection with a product, you will take extra care and be more conscious of what you are buying. I believe travel stories are always the most remarkable ones in your life.

My passion for both slow fashion and culture interest makes a way to raise awareness of customers about their own shopping habits as well as offer fashion products with story and meaning behind. Therefore, here is my brand Norita Eye. It's a lifestyle and experience.

My brand is a fashion accessories brand. It incorporates specific culture of each place in harmony with fashion style to create collectible items with cultural stories behind. Cultural characteristic, graphic prints and playful sophistication are the label of Norita Eye. We offer handbags and small accessories for everyday personal style with a dash of culture character.

*Let's See How*

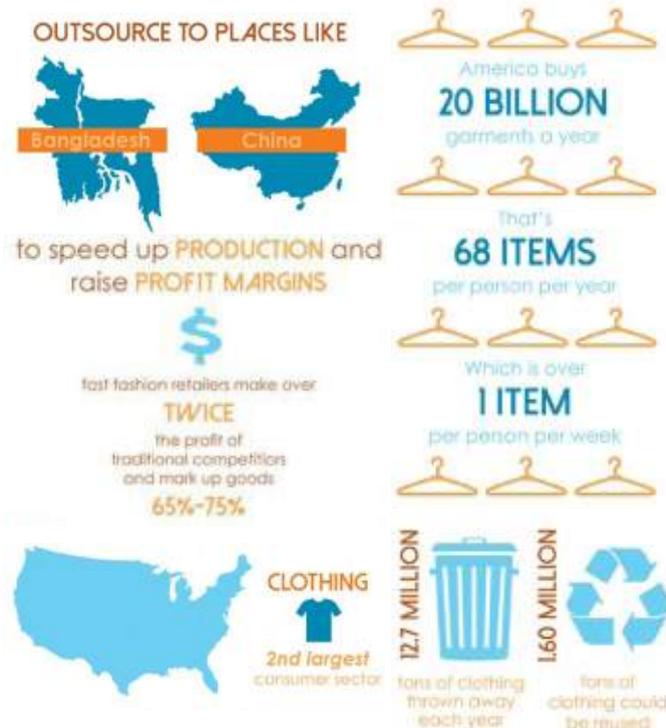
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*I*  
**STARTED**  
*the brand*  
*and*  
**CONTINUE**  
*the idea*

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# The problem



The major issue right now is that we don't keep our fashion products. And the amount of product production needed to meet our new level of demand creates a wealth of both environmental and human rights issues. For most people, to be able to afford buying new wardrobe every season, the fashion product needs to be cheap. And that's where the problem starts.

# *Overarching Trend*

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Sustainability is the new norm in fashion world. People value making a difference in the world by their shopping habits. Sustainability in design and manufacturing industry has a lot to do with "doing better with less," and includes a broader view of product development. One concept that rase my attention is the philosophy of slow fashion.

# Fast Fashion

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Before talking about slow fashion, let's understand what is "Fast Fashion". "Fast fashion" is a term used by fashion retailers to describe inexpensive designs that move quickly from the catwalk to stores to meet new trends. As a result of this trend, the tradition of introducing new fashion lines on a seasonal basis is being challenged. Today, it is not uncommon for fast-fashion retailers to introduce new products multiple times in a single week to stay on-trend. The rise of 'fast fashion' has created an unexpected wasting situation.

V

## *BUT SHOP WISELY*

S

Slow fashion is not your typical seasonal fashion trend but it's about being purposeful, meaningful and realizing that fewer is better. The problem in the fashion industry nowadays is that retailers selling the latest fashion trend products at low prices, consumers are swayed to purchase more than they need. Most of the time consumers pick a fashion product just based on its aesthetic. How many of them really care about the meaning and the story behind a fashion product? In terms of sustainability and waste products, fast fashion is a vicious circle that it has spoiled the consumers' shopping habits by buying cheap, throwing it away after a season and keeping to buy more. Once consumers are aware of the consequences, they can choose to slow down.

## *Slow Fashion*

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# My Vision



I want to create a brand not just a fashion style brand, but also a brand that has social responsibilities. Through my brand I wanted to raise awareness to the customers to reflect their shopping habits and let them understand the importance of buying what they need and what they value. The philosophy of slow fashion is about value, good quality, clean production and fair pay for producers and accessible prices for consumers.

# *My stories*

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Personally, I'm a fashion conscious and a multi-cultural person. What always stick with me are not the fashion trend, but the cultural background, the memories and the stories of each place I went. I believe in the importance and uniqueness of products having a story behind. I believe that once you have a personal connection with a product, you will take extra care and be more conscious of what you are buying. I believe travel stories are always the most remarkable ones in your life.

# Benchmarking

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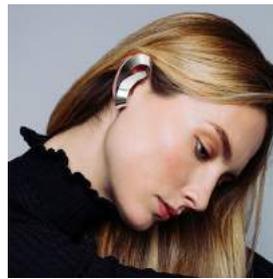
Analysis of comparable brands and looking at the market.



# Looking at brands



Mara Paris is a jewelry line designed by an architect. Architectural and modern art inspirations turn into wearable pieces within the collections.



I enjoy this brand because they carry out the architectural aspect and bring together elegance and uniqueness through sculptural pieces.

Building Block suggests a minimal(ist) alternative to accessories, finding constant inspiration in the return to timeless forms.



I like this brand not only because their style is simple and timeless, but also bring newness in every season to such basic forms.





graphic driven and modern as well. Even though they just have a few bag styles. But every season they will have new graphic ideas to pump up the freshness.

Min and Mon is a New York City-based handbag label, inspired by the idea that bags should be fun, changeable and beautiful. The brand style is very fun,



Kate Spade offer handbags, clothing, fashion accessories, fragrance, eyewear, shoes and home decor. They encourages personal style with a dash

of charm. Kate Spade is a brand that I always love and admire. From they brand language to every season playful graphic prints.



*It's time*

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*To  
Develop  
my  
brand  
Norita Eye*

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## Brand DNA

Norita Eye based on the philosophy of slow fashion. Slow fashion is not your typical seasonal fashion trend but it's about being purposeful, meaningful and realizing that fewer is better.

Norita Eye is a fashion accessories brand. It incorporates specific culture of each place in harmony with fashion style to create collectible items with cultural stories behind.

Cultural characteristic, graphic prints and playful sophistication are the label of Norita eye. We offer handbags and small accessories for everyday personal style with a dash of culture character. Live out your cultural interest and appreciation.

# *What makes us ?*

We are inspired by culture stories, design with individuality, and always explore more. It's a non-stop experience.



*Shaped by city culture*

*Drives inspiration*



## Remarkable

*Fill the dreams*



## Inexhaustible energy

*Sparks creativity*

# *Our Mission*



***SLOW  
DOWN  
APPRECIATE  
THE  
BEAUTY***

***BUY LESS  
CHOOSE  
WELL  
MAKE IT  
WORTH***

**N** is for ...



# Nostalgia

We want to be part of your **story**



# Natty

We love to make a **statement**



# Non-stop

It is Norita Eye **experience**

# Target Customer

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Our target customers are those who care about the meaning behind the products more than seasonal trends. They want to choose the trend that has a meaning to them but not let the trend overpowering them.

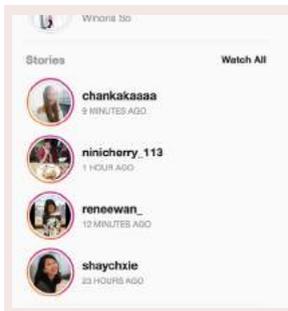


# How it works?

Norita Eye will hand over the reigns to followers to take over our Instagram. We value the customers perspective and we love customers input. We want to see what the specific culture means to the customers.



**1**  
Instagram Outreach  
Use Instagram as a platform to communicate with the customers.



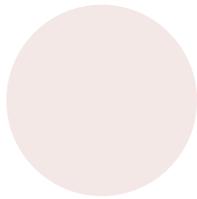
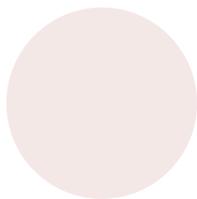
**2**  
Collect Responses  
Ask followers to send us 3-5 pictures about the specific culture.



**3**  
Analyze Culture Trend  
After collecting customers' responses, we will analyze the culture trend and narrow down to 2-3 big themes.



**4**  
Design and Prototype  
Let's make it real.



We value customer input

*Fun time :*

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*From  
Inspiration  
To  
Design  
And  
Prototype*

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## *Once again ...*

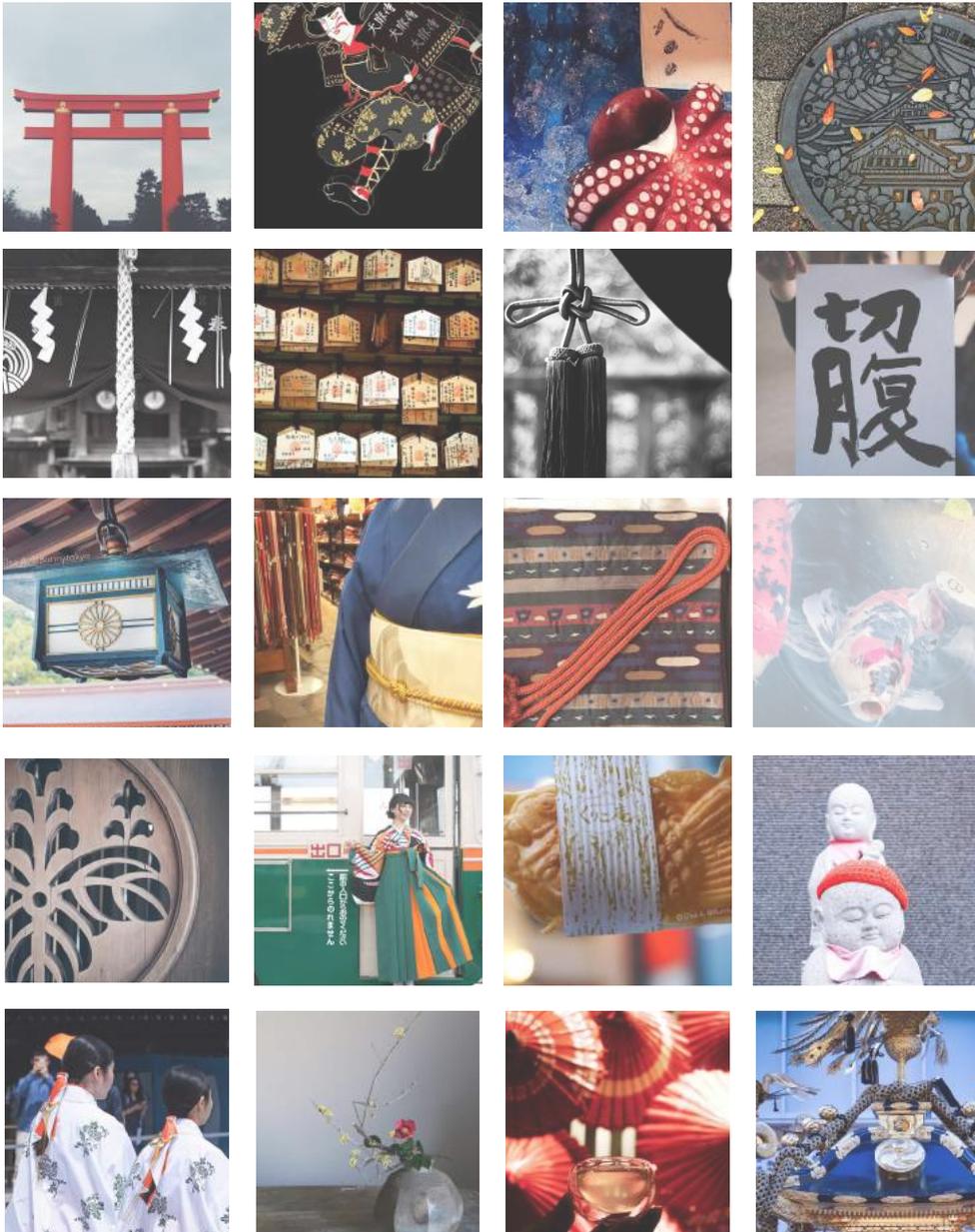
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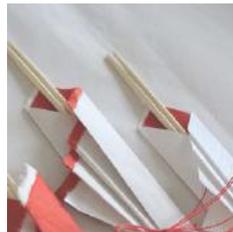
### *How we get our i n s p i r a t i o n*

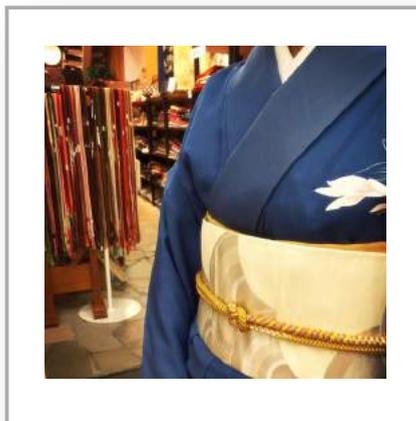
1. Instagram Outreach
2. Collect Responses
3. Analyze Culture Trend

# Responses

## Japan









## WASAGA

Oil-paper umbrellas are often known in Japanese as Wagasa. Other than its utility, oil-paper umbrellas appear quite often in Japanese culture, and are often associated with geisha, traditional dance, tea ceremony, and daily utility including wedding ceremony.

Collect what you love for cultural interest and appreciation.



## UNDER A WAVE

I keep having to remind myself not to get lost in my day-to-day movements. Look up to remind yourself of this amazing city and do something new. Explore always. - Jinna Yang

Collect what you love for cultural interest and appreciation.



## OBIGIME

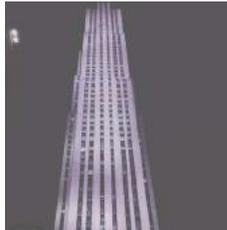
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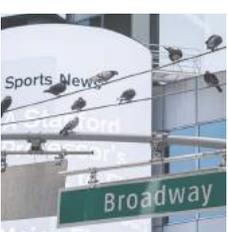
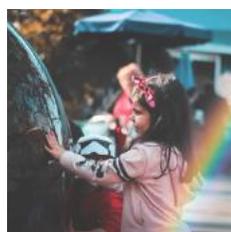
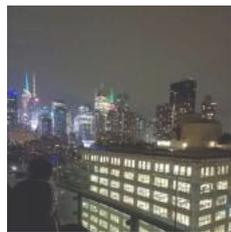
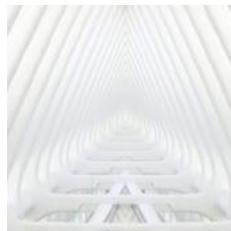
Collect what you love for cultural interest and appreciation.



# Responses

## New York









## ESCAPE

In the movie West side Story - a riff on Romeo and Juliet set in the Lincoln Square neighborhood of New York's Upper West Side in the 1950s - the star-crossed lovers court each other not from a balcony, but on a New York fire escape.

Collect what you love for cultural interest and appreciation.



## FIND YOUR WAY

I keep having to remind myself not to get lost in my day-to-day movements. Look up to remind yourself of this amazing city and do something new. Explore always. - Jinna Yang

Collect what you love for cultural interest and appreciation.



## EMPIRE

When thinking about New York City the first thing comes to mind is the tallest building - Empire State Building. It's where you find the best of what NYC has to offer.

Collect what you love for cultural interest and appreciation.



# *From Inspiration*

Japan



# To Design



# *From Inspiration*

New York

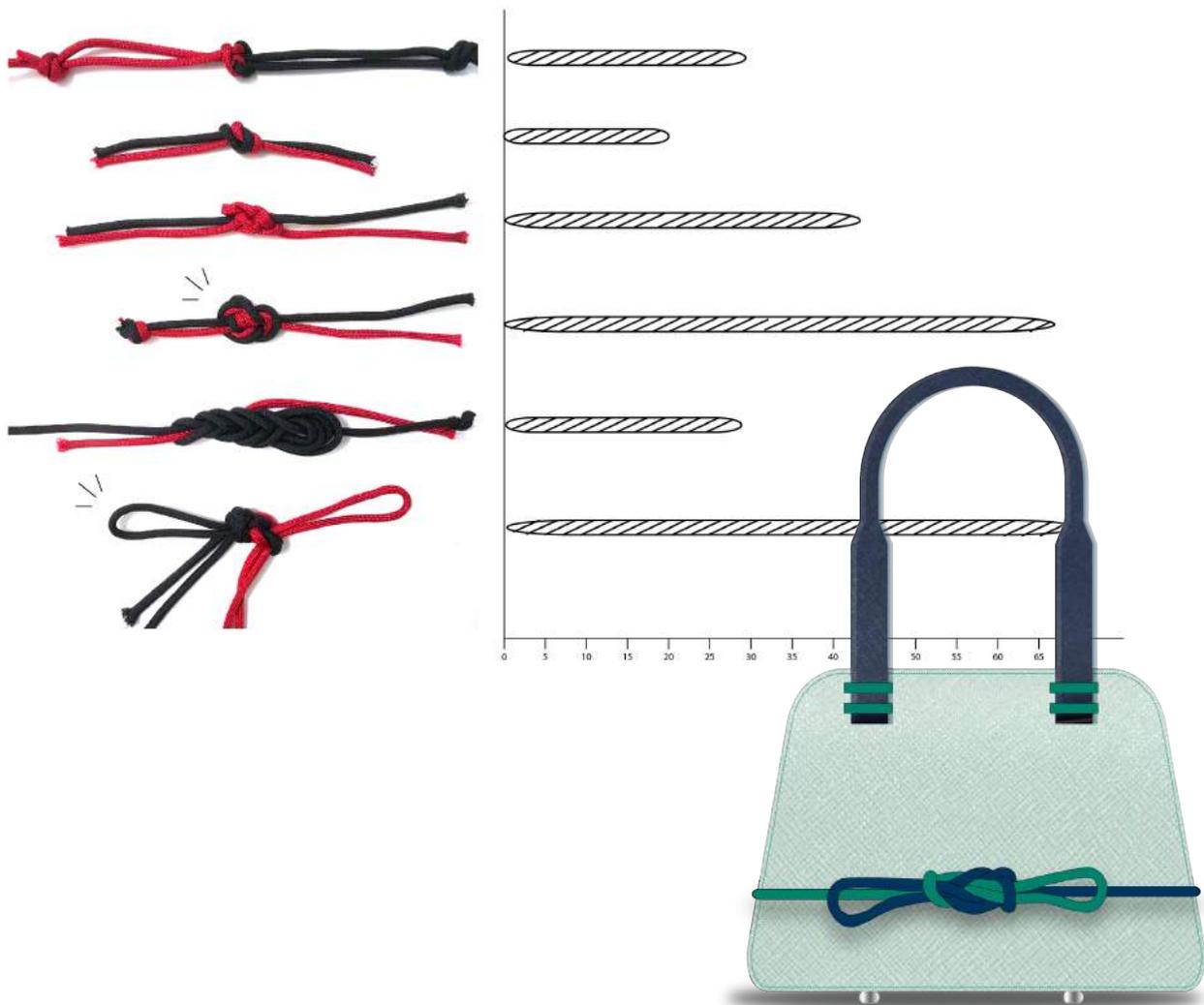


# *To Design*

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# User feedback

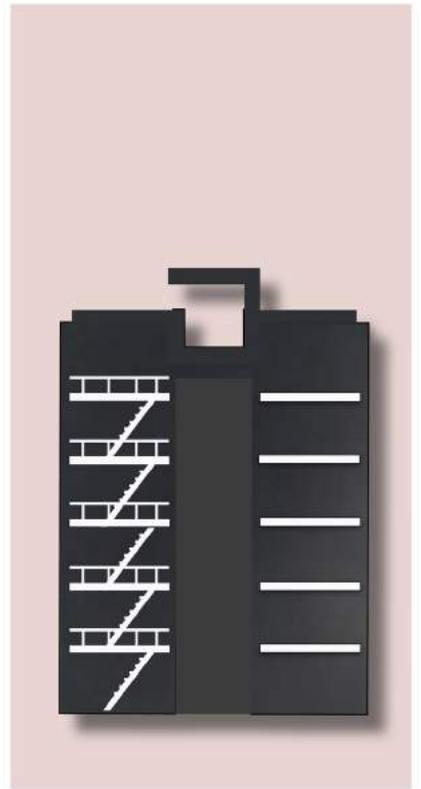
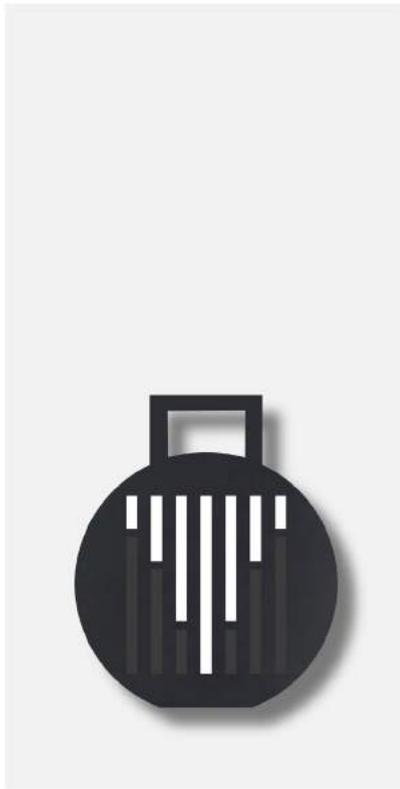




# *Finalizing*

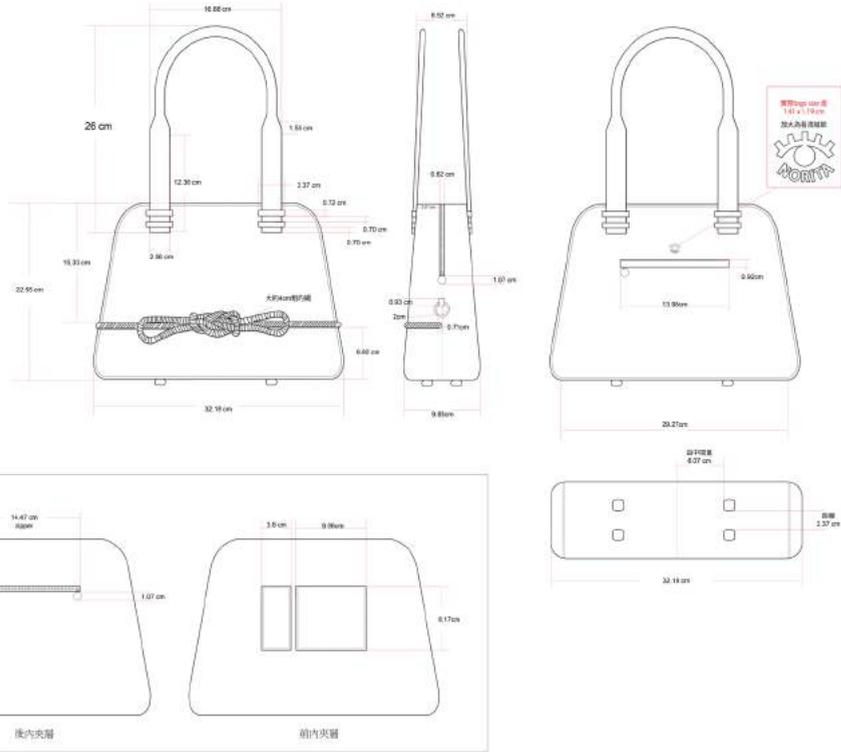
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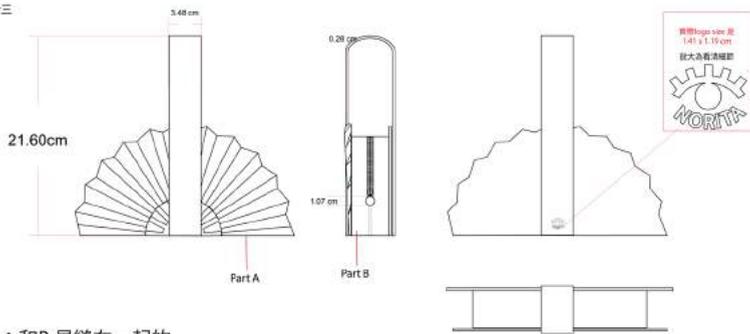




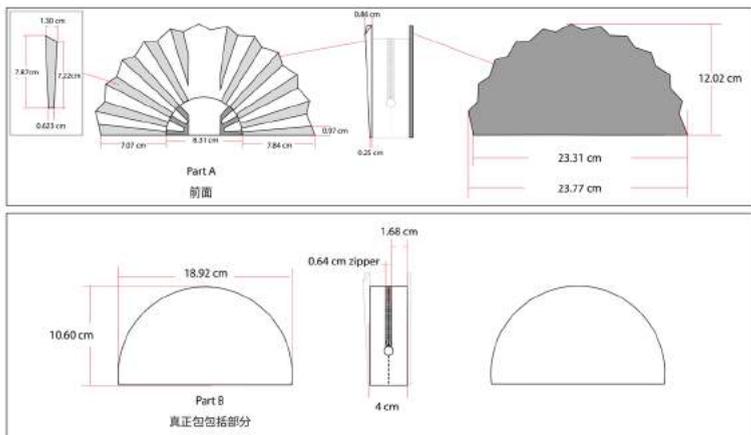
設計二



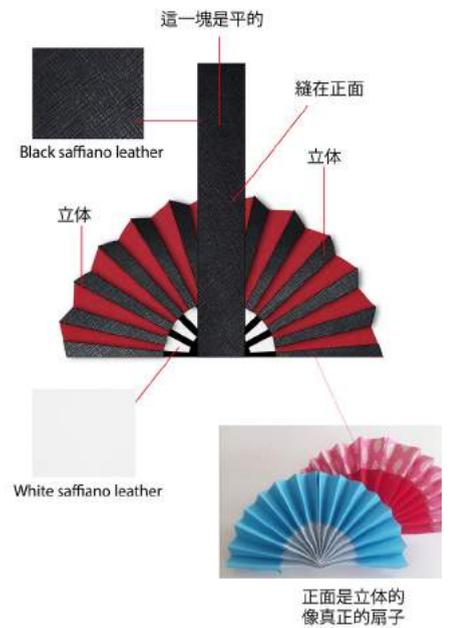
設計三



Part A 和 B 是縫在一起的



設計三

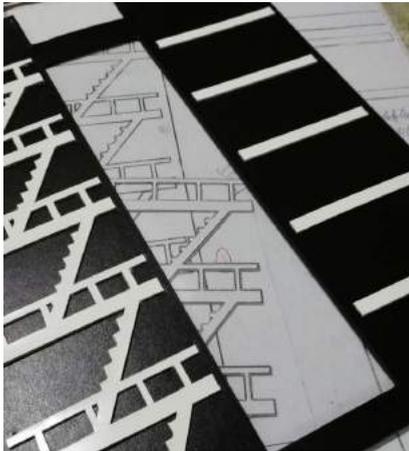
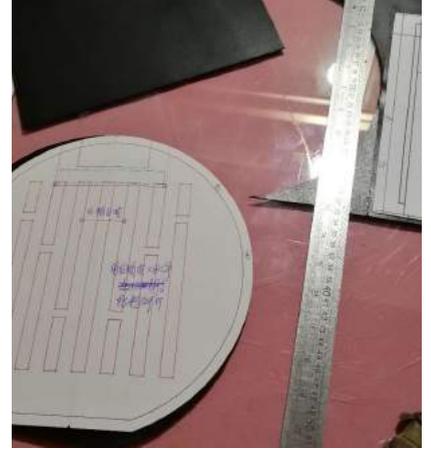


## Connected with

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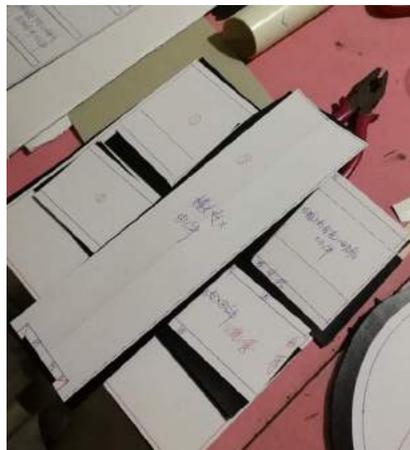


To making these out, I connected with a small manufacture in China. Sending the tech packs to the studio, communicating my ideas with them, and going back and forth to adjust and refine the design.



Getting the right materials and start prototyping.

Brand Logo stamp will be at the back of every single style.



# Product Reveal

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# *Product Reveal*

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*Thank You*

*Hope you enjoy my brand*



X

*Winona So*

2018