LE.JEANS

A/W 2024

TINA LE

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CONCEPT: *BLÅ//*

Blue. Bleue. Blå.

There is light blue, there is indigo blue, there is a mix between the two.

The essence of originality and symbolism is what makes the color blue so special. The core value of this collection is to represent blue in the form of denim, by creating garments that showcases the different transitions of blue. From raw edges to clean jeans finishings. Wrong side and right side. The color blue showcases the play of metaphor, by embodying the different transitions of blue as reflection of the various stages in life a person goes through.

Just like when you buy a pair of new jeans. From new jeans to old jeans. In the first two months the jeans may look brand new, but after two years the colors may be washed, and after two decades the jeans become old and distressed. Looking back at these vintage jeans, you know they were worn and loved. This theory applies to life as well, this is the idea behind concept Blå//.

The grandparents of Le plays a big role as muses for the creation of visual identity for A/W 2024 collection.

By mutating grandpa Kim's workwear aestethic together with grandma Lang's feminine divinity, the garments communicate through contrasts, codes and last but not least material.




Lifes Lit when
WORLD
PIECE

COLORBOARD

PANTONE
11-0602 TCX
Snow White

RGB 242 240 235
HEX #F2F0EB

PANTONE
14-4102 TCX
Glacier Gray

RGB 197 198 199
HEX #C5C6C7

PANTONE
16-3917 TCX
Chiseled Stone

RGB 141 142 146
HEX #8D8E92

PANTONE
12-4202 TCX
Delicate Blue

RGB 194 218 232
HEX #C2DAE8

PANTONE
14-4316 TCX
Summer Song

RGB 161 195 218
HEX #A1C3DA

PANTONE
16-4118 TCX
Glacier Lake

RGB 129 160 186
HEX #81A0BA

PANTONE
18-3922 TCX
Coronet Blue

RGB 89 114 142
HEX #59728E

PANTONE
19-4129 TCX
Key Largo

RGB 52 70 90
HEX #34465A

PANTONE
19-3911 TCX
Black Beauty

RGB 39 39 42
HEX #27272A

PRESSREVIEW



ACNE STUDIOS FALL 2022 RTW

- Stockholm based, scandinavian style.

- Unconventional and essential items, ranging from full collections to single pieces.

- Minimalistic, timeless, yet innovative enough with fun colors and layering.

ACNE Studios:
- Eclectic use of custom developed materials.
- Emphasis on tailoring.
- High end ready to wear pieces.

Target group:
- 20-30 years (young adult)
- high income, willing to spend on trends.



Y/PROJECT FALL 2023 RTW

Y/Project:
- Parisian fashion brand
- Unique, modern and versatile designs
- Architecture and unconventional approach in their designs by deconstructing fashion, creating something unique, universal for all genders. (Gender fluid)

- Emerging but high priced brand.

Target group:
- 18-35
- fashionable, eccentric and experimental.
- Fun, cool, elegant and edgy.



COURREGES FALL 2023 RTW

Courreges:
- Parisian brand
- Influenced by futurism, exploiting modern technology and new fabrics.
- Works towards creating garments that are unconventionally never worn before. Hence their competitions are the likes of Maison Margiela and emerging brands such as Vetements and Off-White.

Target group:
- 20-30 millennials with affluent lifestyle.
- Niche demographic
- Wealthy, upper middle class to rich social class.
- Attracts fashionable and modern generation that want to stand out amidst a large crowd with their unique and strong sense of style.

PERSONA

Personality trait: Extroverted introvert, direct, artsy, honest, creative, big spender, semi geek, chill and friendly, advanturous, hard worker, ambitious and goal oriented

Lives in a big city, enjoys her morning walk and coffee, while listening hip-hip/r&b. Likes to dress up, to feel comfortable and confident. She has many friends, but likes to keep her inner circle
private. Works part time at a PR agency, while studying for a bachelor in marketing in Europe. Her dream is to live all over the world, eat good food and chill with family and friends.

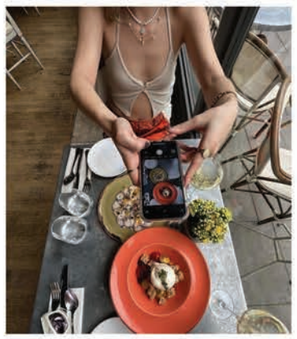
She takes the subway to school. For lunch she goes to their local cafe together with her schoolmates. After school hours she goes directly to her office, located right around the corner. Her colleagues adores her as she is the youngest girl in the office. She is friendly and talkative to people she is comfortable with, but quite reserved with unfamiliar people.

Her family lives in another city. She has two little brothers, one is a high schooler, the other one is still at the kindergarten. Her parents are retired and enjoys their peaceful times at the suburbs.

After a long day at school and the office, she takes the subway back to her studio apartment. For dinner she makes omelette with rice and a little side salat. Before retiring for the day she goes through her planner and checks the agenda for tomorrow, while she also works on her projects.

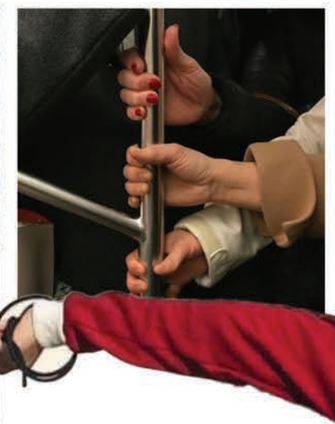
Before going to bed she takes a shower, does her skincare and peaces out quietly.

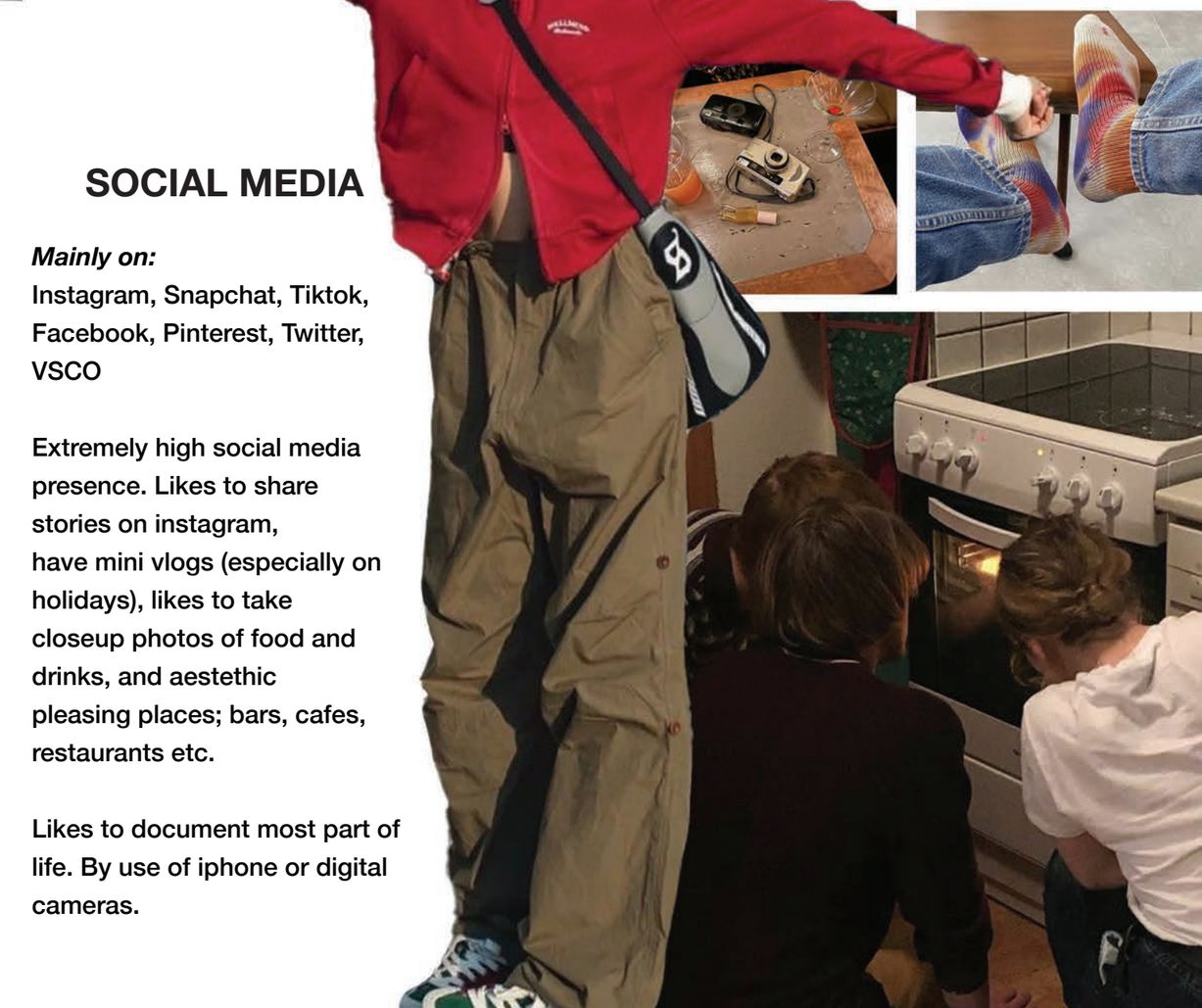










COSTUMER GROUP

DEMOGRAPHIC

Age: 20-35 (Gen MZ)
Gender: F60% M40%
Lives in an urban area, hip and fashionable part of the city, from local to high end department stores available. Takes public transport to school/work

Potential careers:
Party planner, Ecom Buyers, Associates, Editor, Assistent jobs, Fashion critic, Marketing director, Writers...

Where to find them:
Hip and trendy cafes, Concept stores, Art museums, Library, Aocial gatherings, Public events, Cocktail bars, Airport

PSYCHOLOGY

Outgoing and ambitous young adult. Bold and direct personality traits. The life of the party. Always the one telling the most exiting and funny stories. Their energy is easily drained and need a dose of caffein to survive the day. Appreciate the finer things in life and doesnt understand why anyone would choose to not look good e veryday. Can be early adapters, not scared of trying out new products. Advanturous and likes to travel. Invests in versatile and statement pieces.
Likes to shop online and pop up stores, have a tendency to go window shopping.

CHALLENGES

Has mid-income to high income, but likes to spend more than what she/he earns.

- Big spender

- High maintenance

- Very impulsive as a young adult.

Can be categorized as a semi shopaholic.

SOCIAL MEDIA

Mainly on:
Instagram, Snapchat, Tiktok, Facebook, Pinterest, Twitter, VSCO

Extremely high social media presence. Likes to share stories on instagram, have mini vlogs (especially on holidays), likes to take closeup photos of food and drinks, and aestethic pleasing places; bars, cafes, restaurants etc.

Likes to document most part of life. By use of iphone or digital cameras.

EMBROIDERY ON
PAINTED DENIM

CREATIVE
UNIVERSE

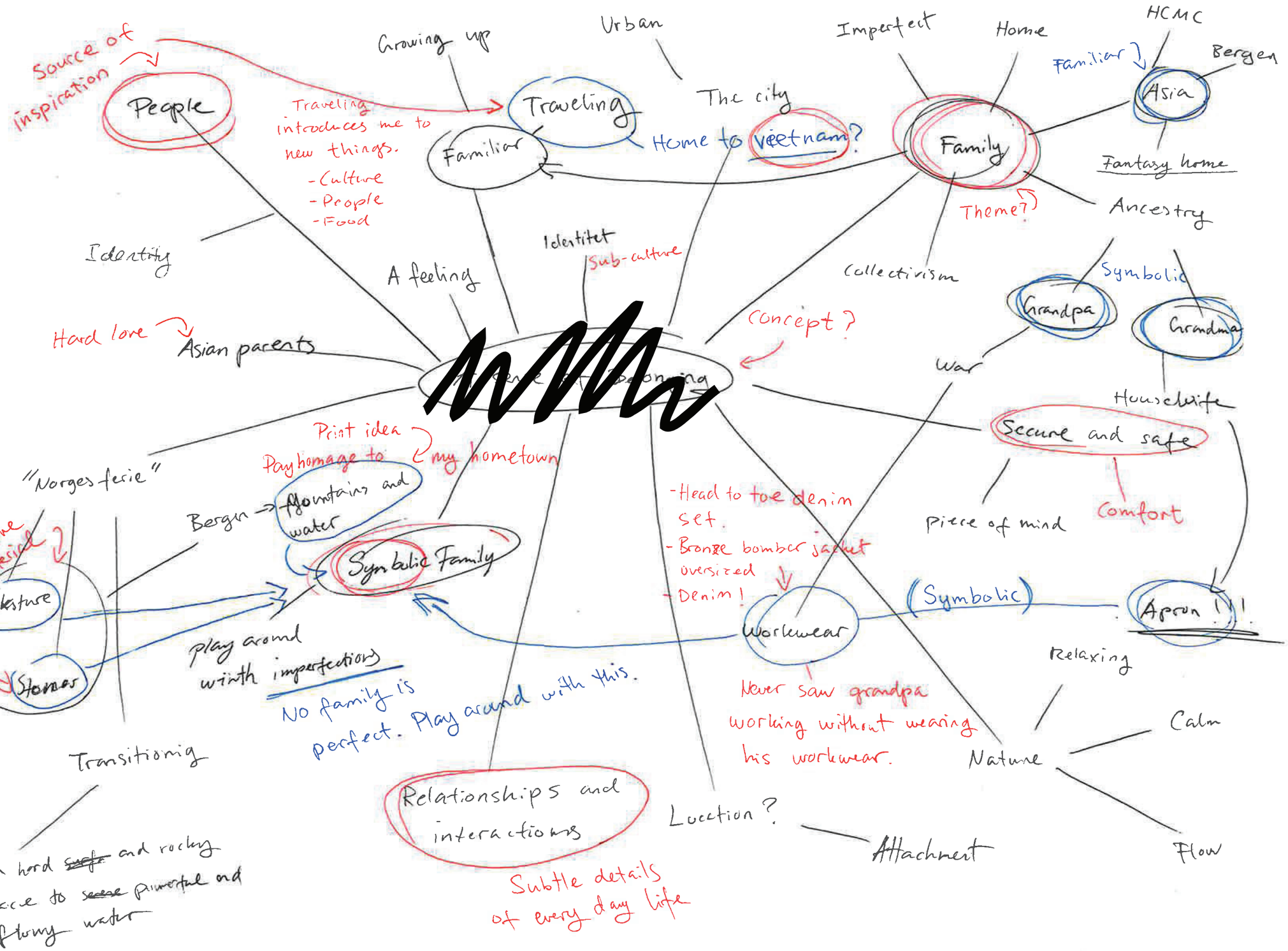
T.L



00%

01 = 8 11

11 - 10 = 8


Source of inspiration
People
Traveling introduces me to new things.
- Culture
- People
- Food
Traveling
Growing up
Urban
The city
Home to Veetnam?
Familiar
Imperfect
Home
Family
Familiar
HCMC
Bergen
Asia
Fantasy home
Theme?
Ancestry
Identity
Identitet
Sub-culture
A feeling
Collectivism
Symbolic
Grandpa
Grandma
Hard love
Asian parents
concept ?
War
Housewife
Secure and safe
Print idea
Pay homage to
my hometown
"Norges ferie"
Bergen
fjord
mountains and water
Piece of mind
Comfort
Creative Material
Texture
Stones
Symbolic Family
play around with imperfections
No family is perfect. Play around with this.
-Head to toe denim set.
- Bronze bomber jacket oversized
- Denim !
Workwear
(Symbolic)
Apron !!!
Never saw grandpa working without wearing his workwear.
Relaxing
Transitioning
From hard surface and rocky surface to powerful and flowy water
Relationships and interactions
Subtle details of every day life
Lucction ?
Attachment
Nature
Calm
Flow

CHANGE PANTS !

Keep the dress

Style with baggy pants

Asymmetrical dress

Too repetitive
X JACKET

Denim arms are unmasked

Keep details

Make it open

Further dev. pants and skirts

Wear shorts

So artsy

Denim jeans ?

Tight fit and tear + wear

Baggy pants ?

Layered denim jacket to shirt ?

Two-way zipper

Slightly colored see-through stretch material with print on top

Tone on tone

Skirt or pants ?

Double arms

Apron

Lining from the inside

Abdi inspired

Shirt under?

Style with big loose pants!

Slit at the sides

silk jersey

or just normal jersey

Make long arms?

Make tryouts.

What is this

Remove ring

Back focal jeans

Poplin?

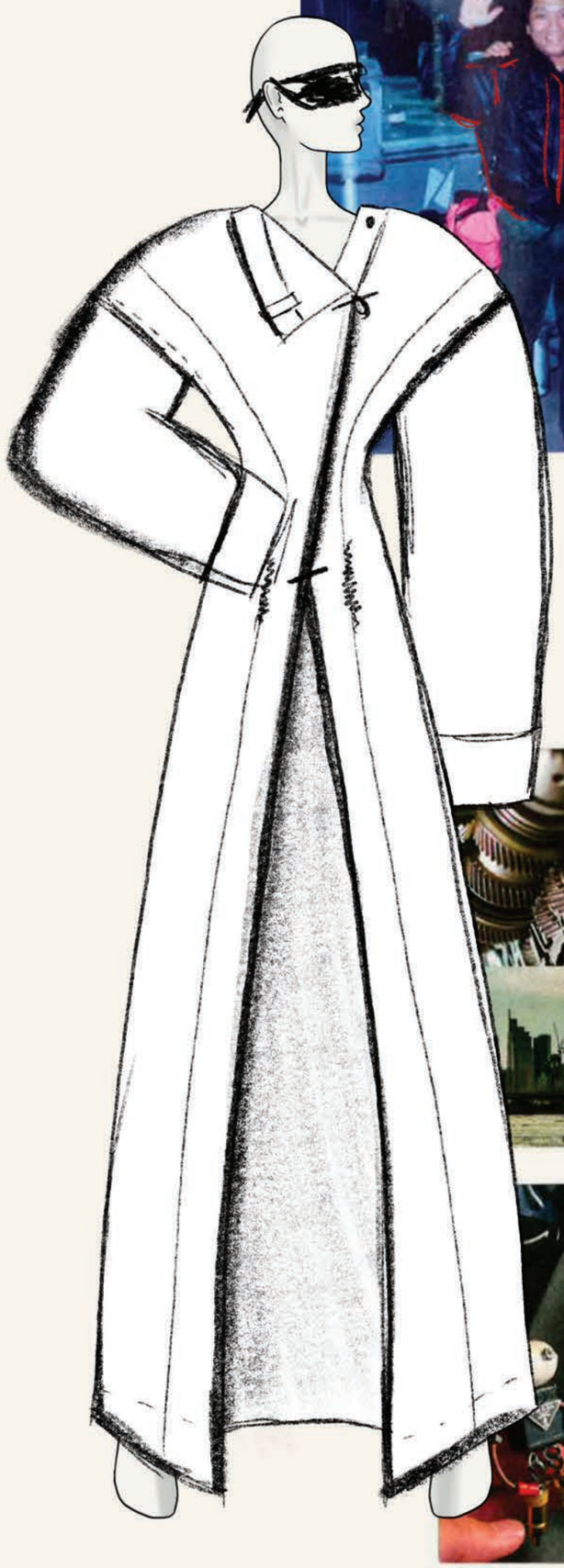
What is the inside

flowy dress

FINISHINGS

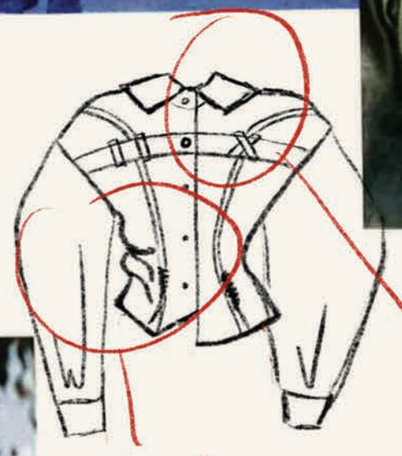
2D EXPERIMENTS

Collages and sketches









Play of codes.

Snatched waist, Feminine approach to masculinity



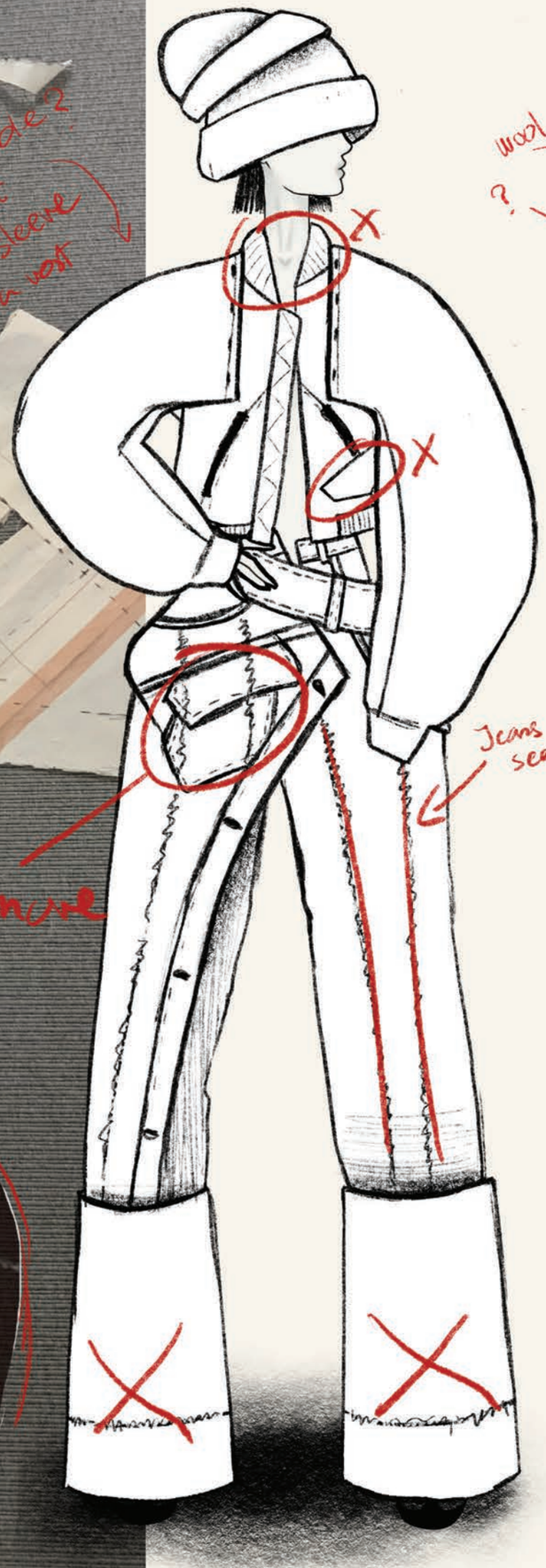


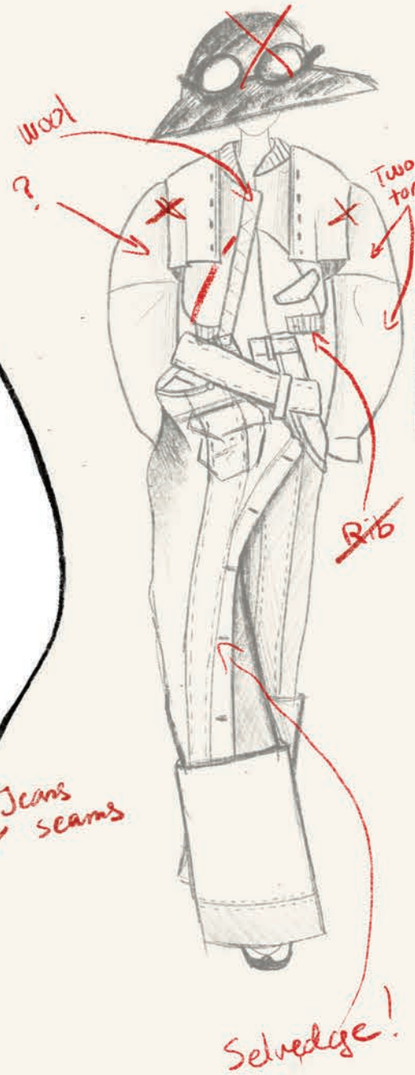


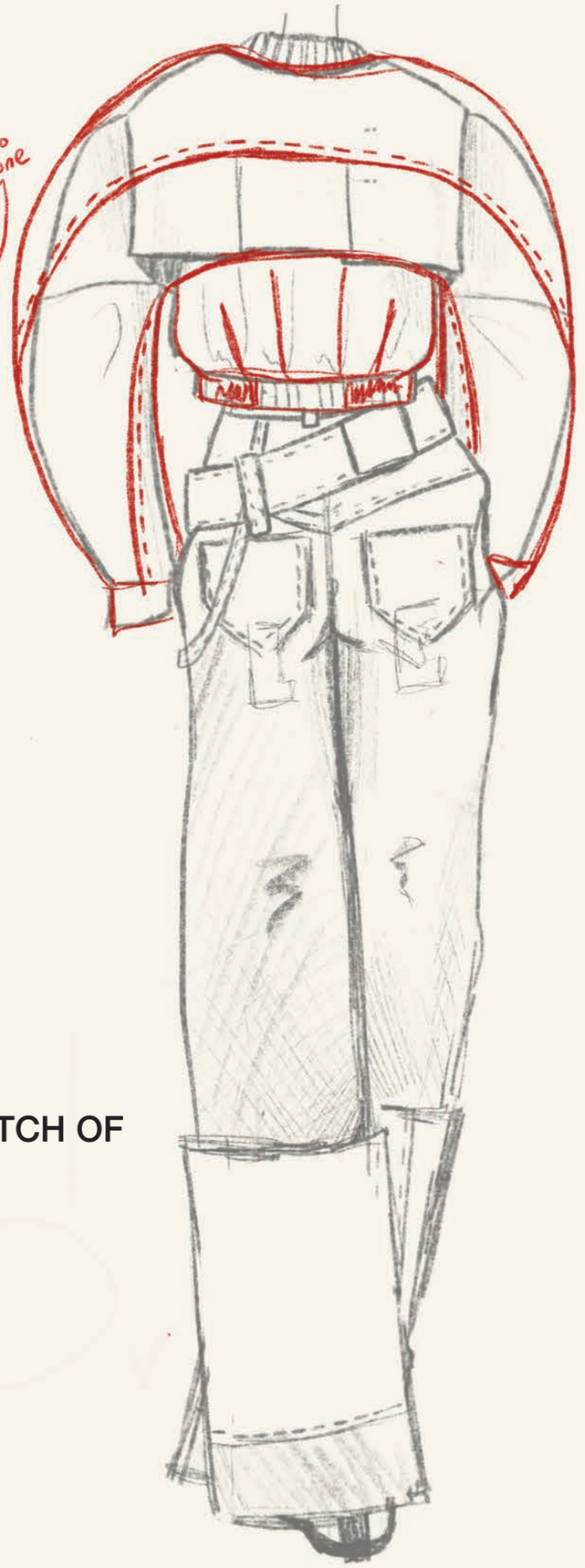






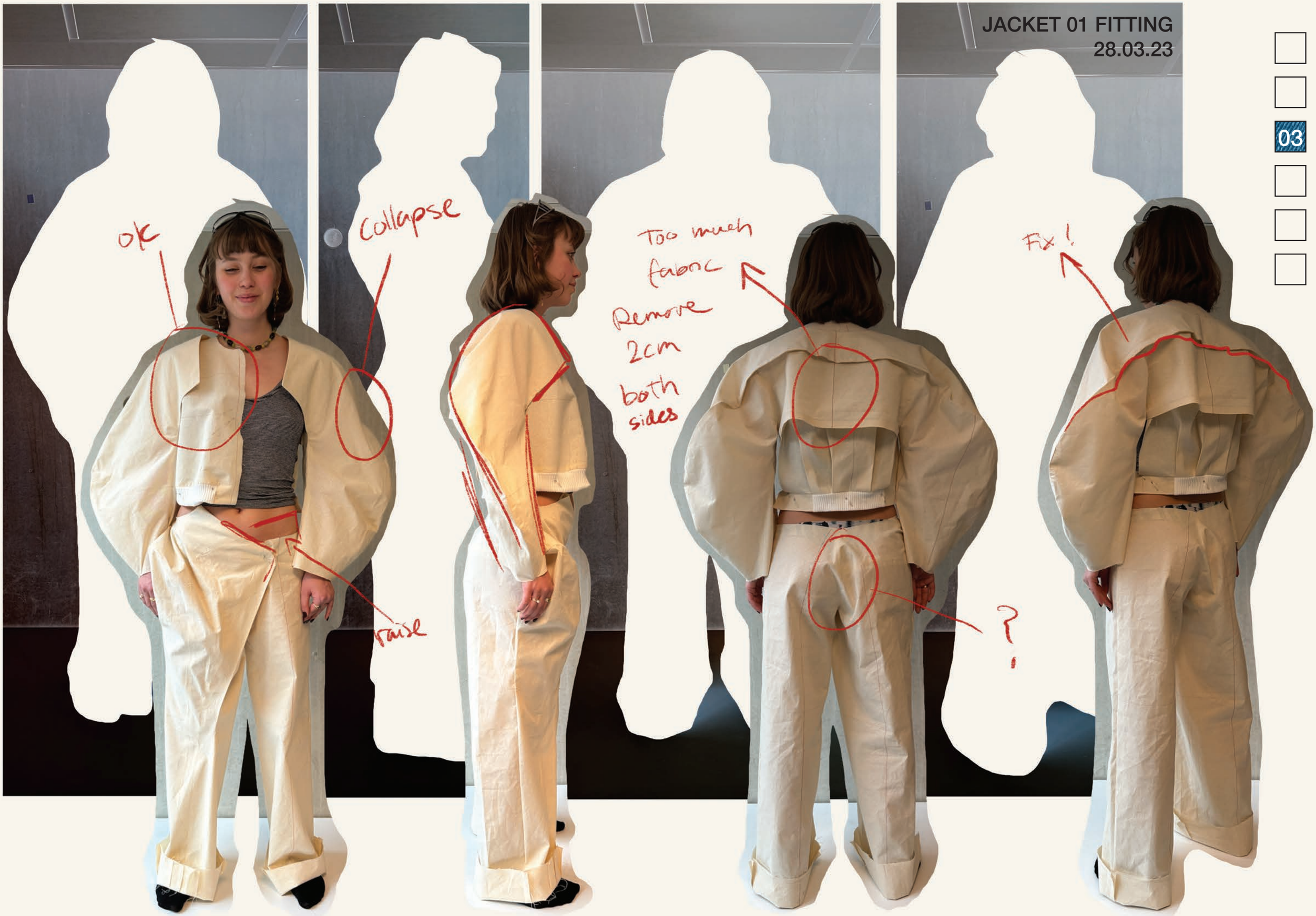






COLLAGE & SKETCH OF
OUTFIT 01

JACKET 01 FITTING
28.03.23

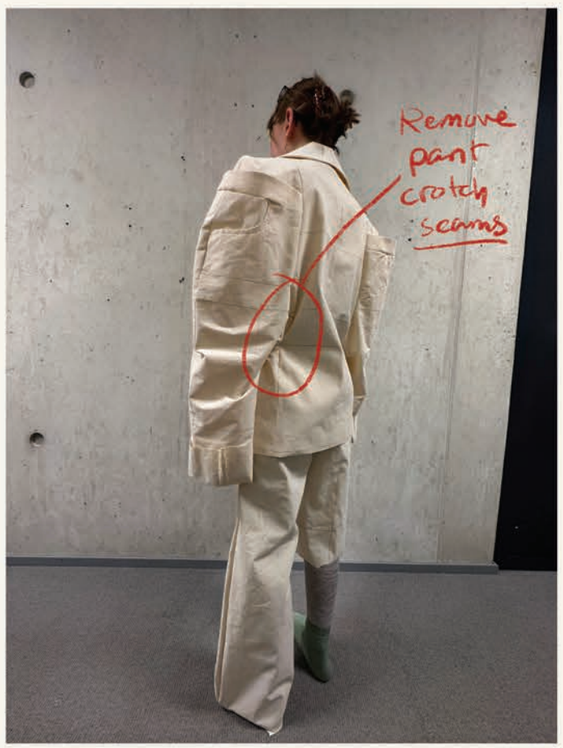



skorts
?


COMISSION Fall 2022

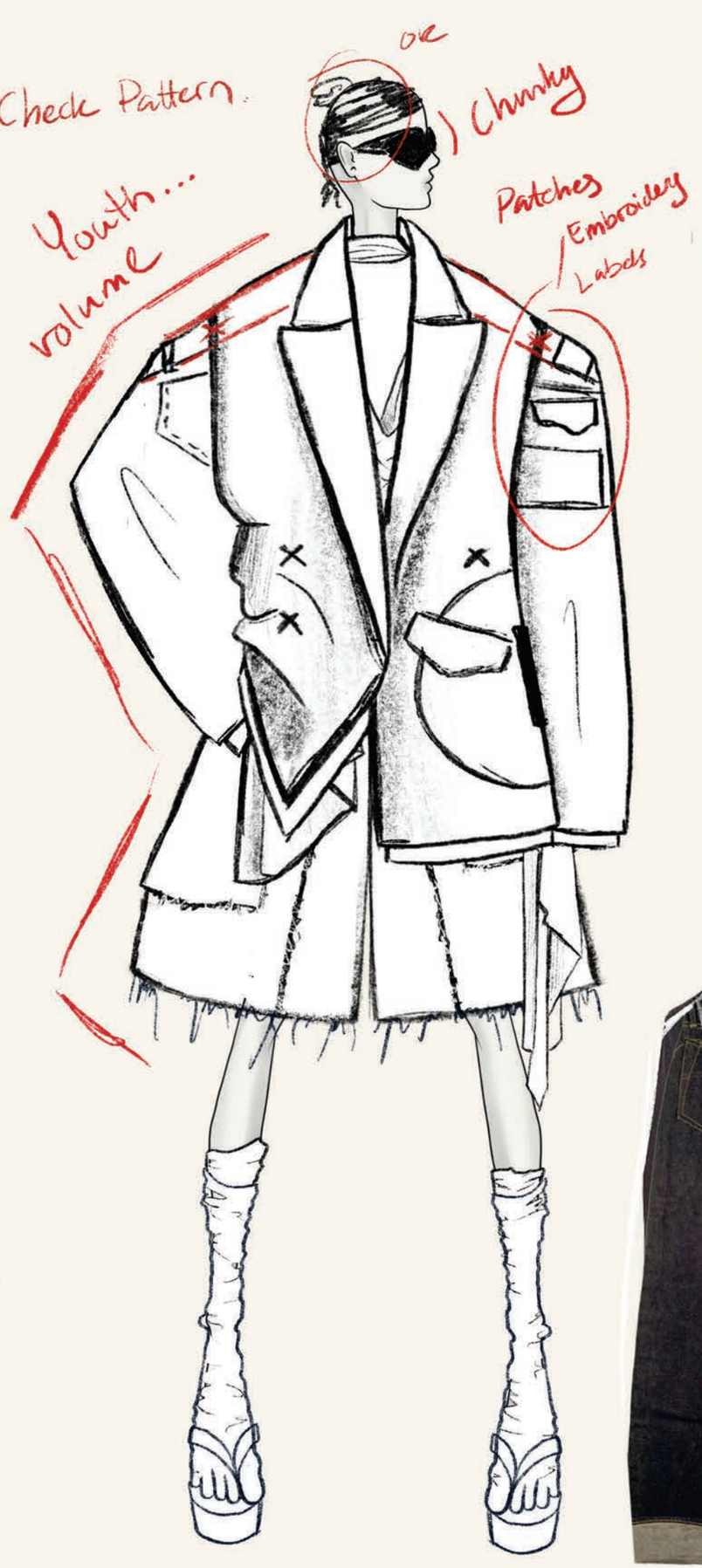








JACKET 02 FITTING 14.02.23

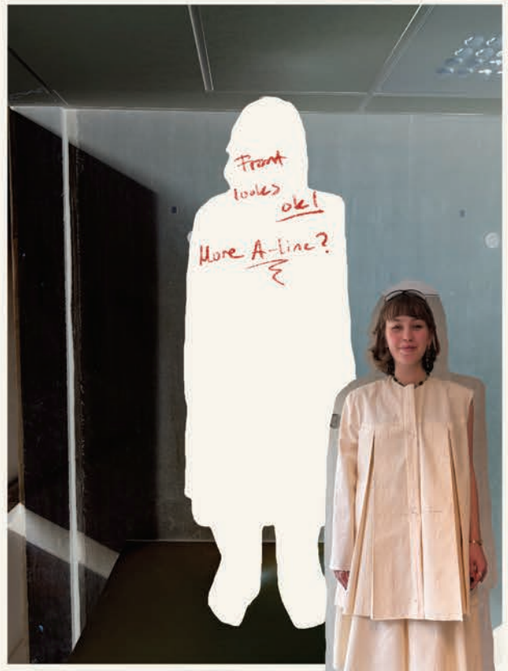


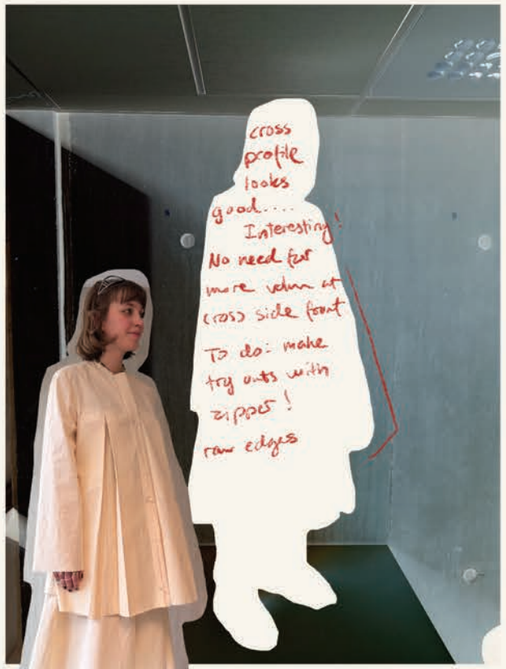
STYLING

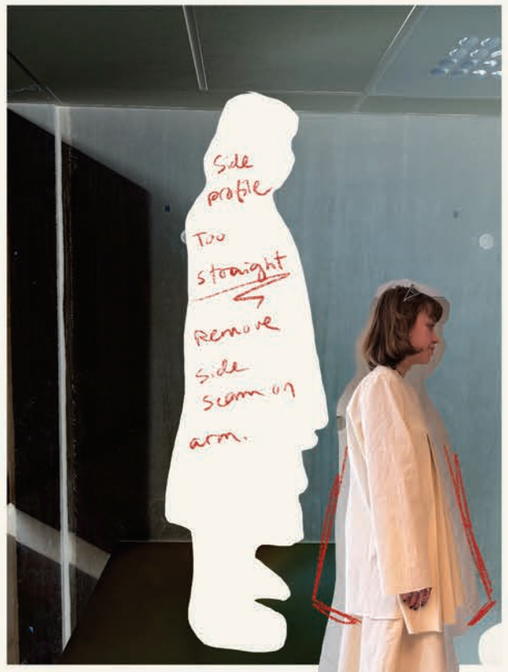


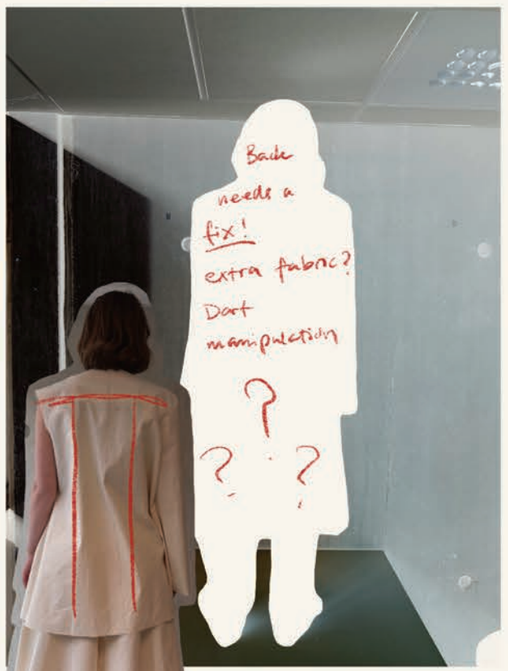
COLLAGE
&
SKETCH



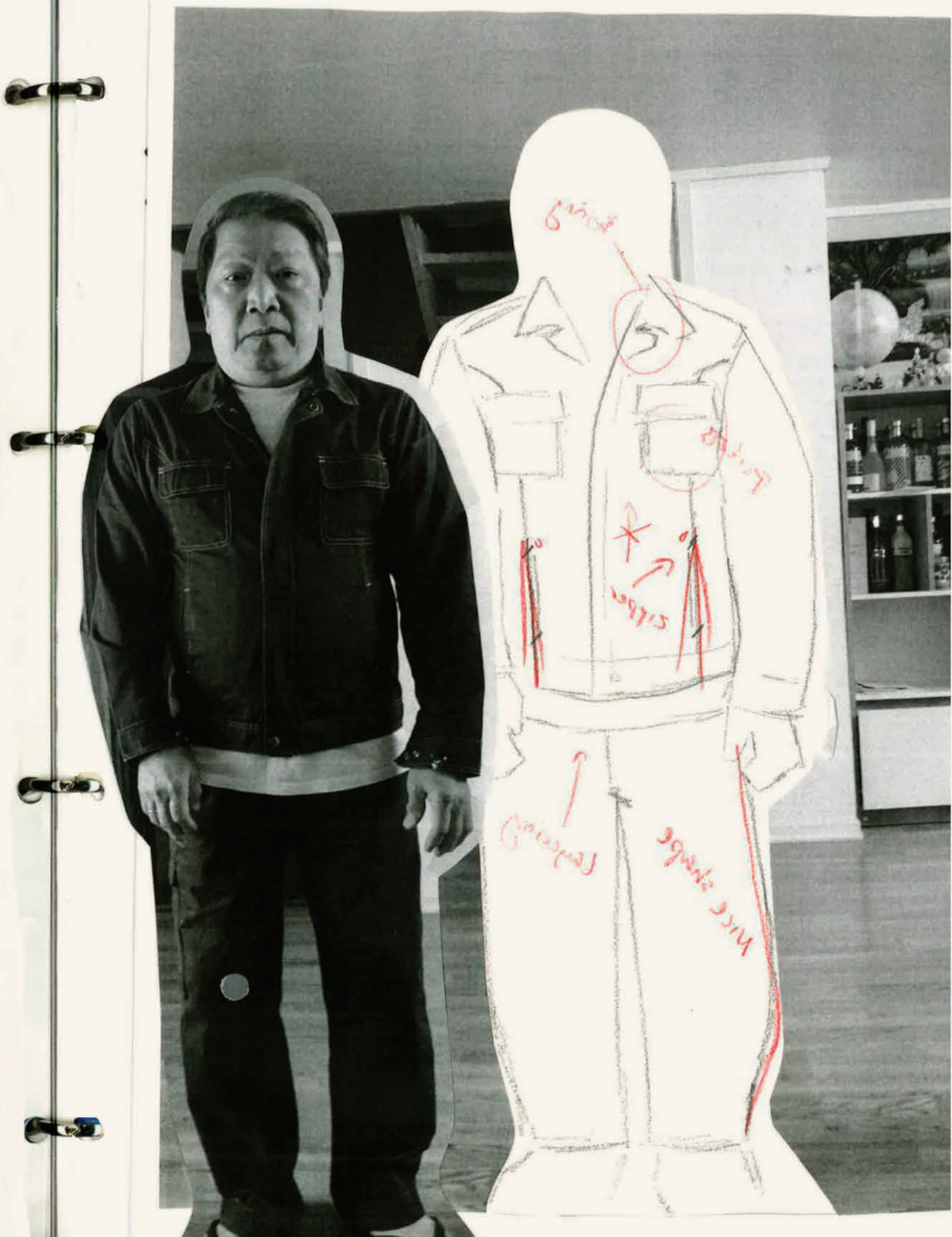


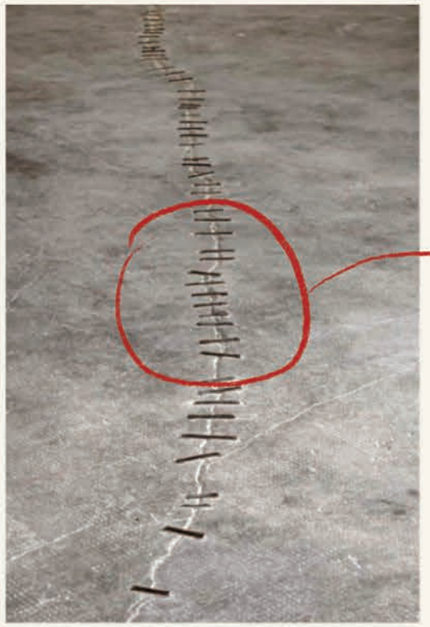






JACKET 03 FITTING
28.03.23







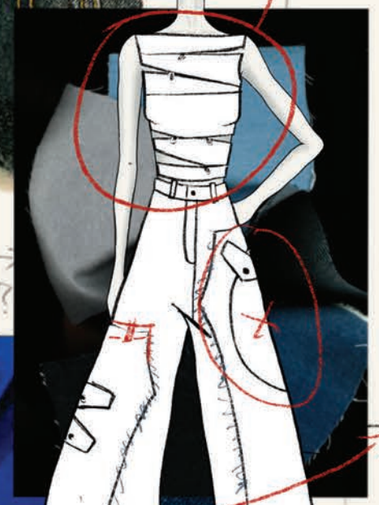




Hard

outfit 1

Logo Stitching
Something new?





Pocket
Details
imper(

Hard

Soft

weird

Print on
singlet
open back

Make
interesting
everyday
basic

Asymmetric
cool











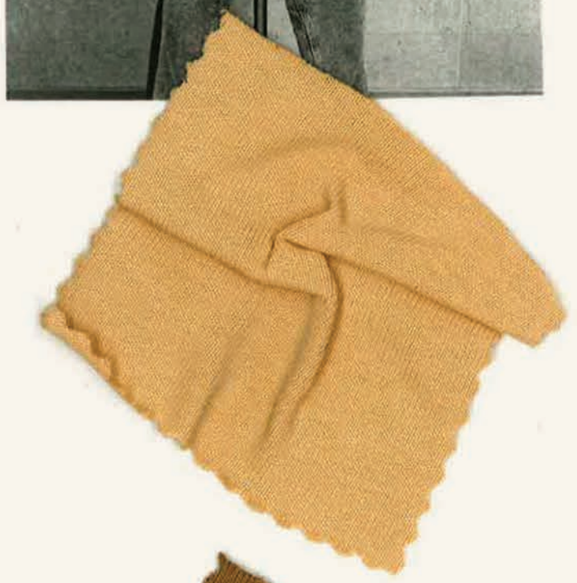














3D EXPERIMENTS

Draping with different varieties of jersey.



04 FINAL RESULTS

Line-Up & Figurine Description

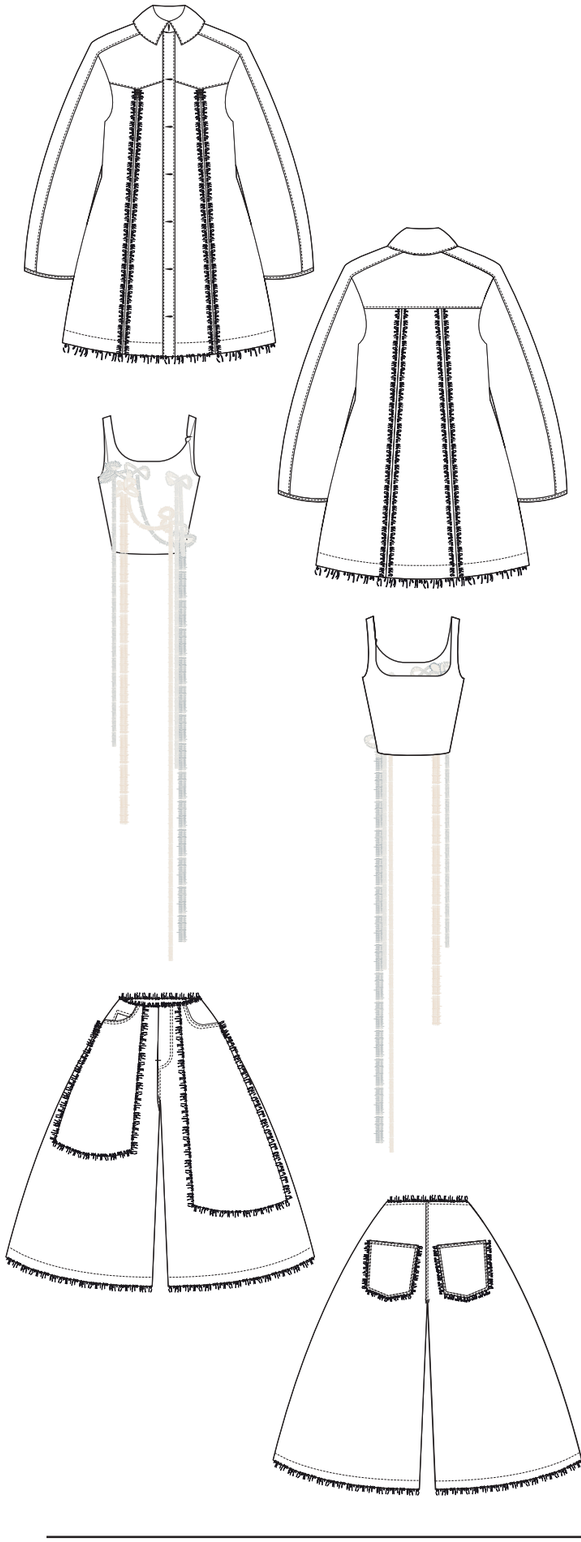
#04 *FINAL RESULTS & LINE-UP AND DESCRIPTION*





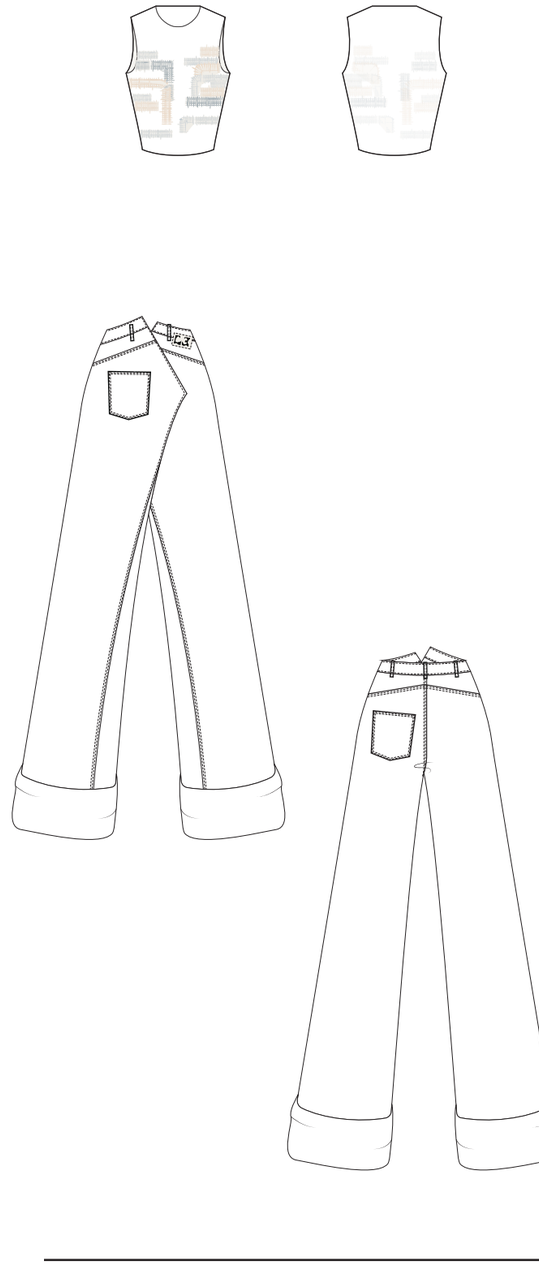


#LE.JEANS03

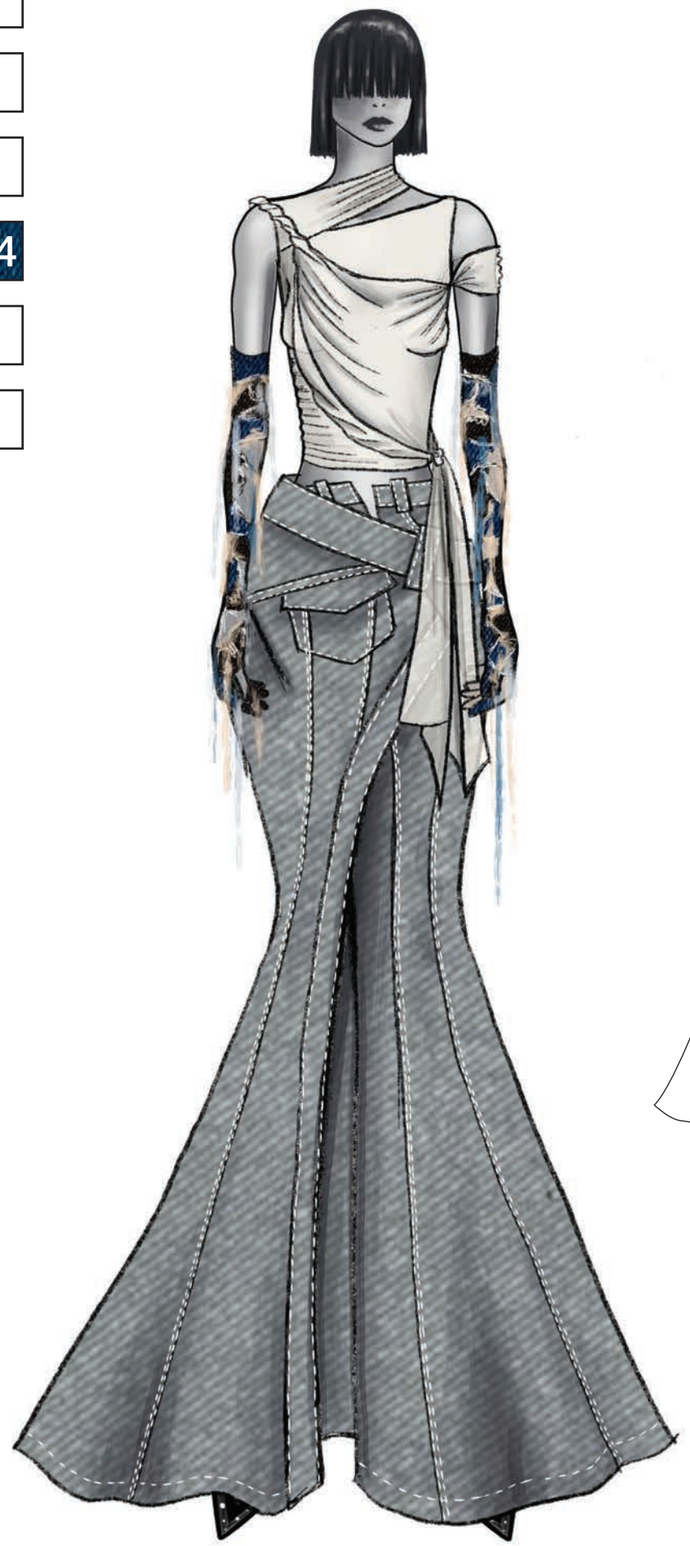




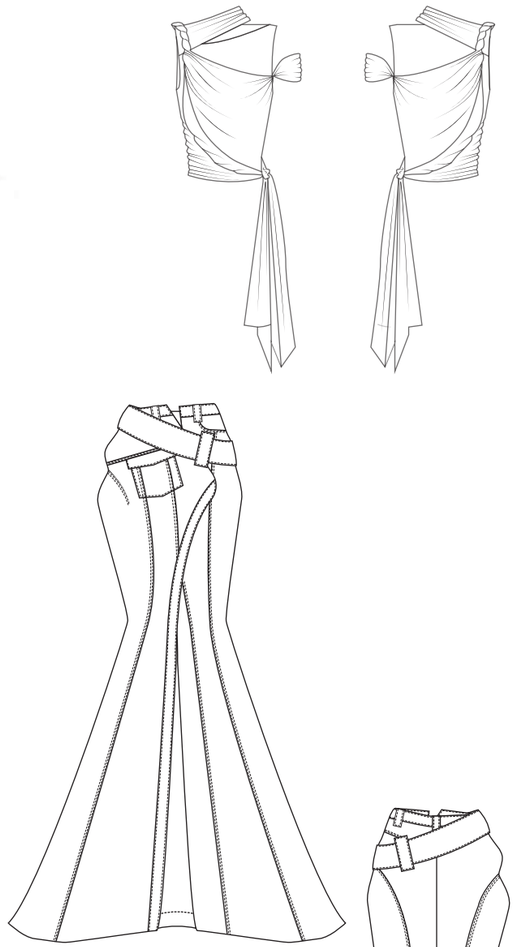
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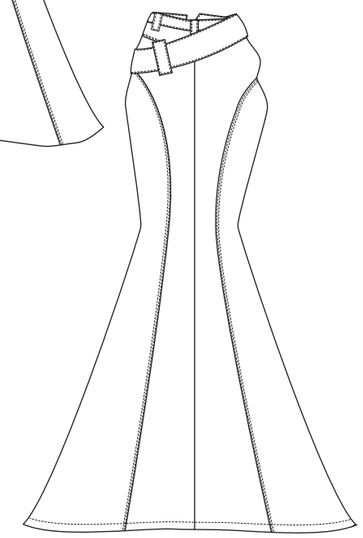


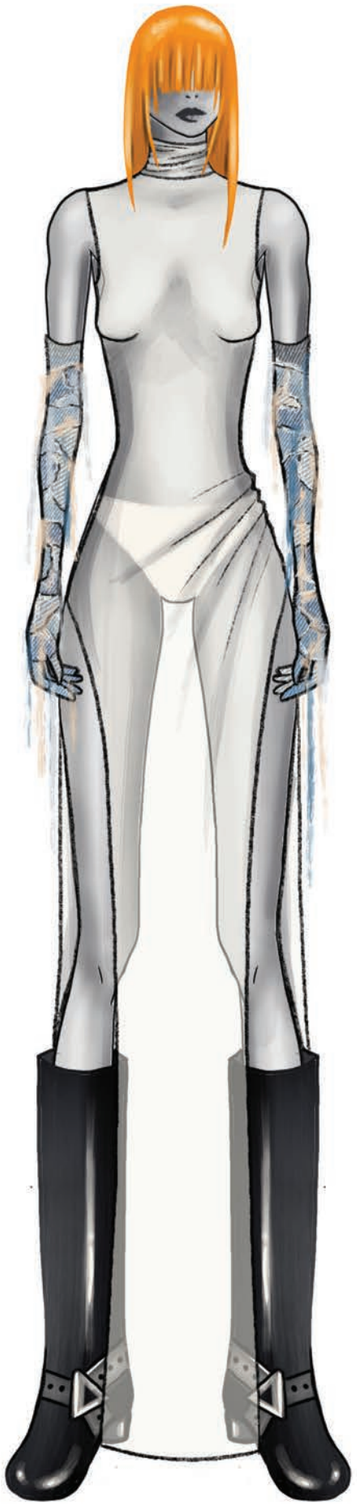
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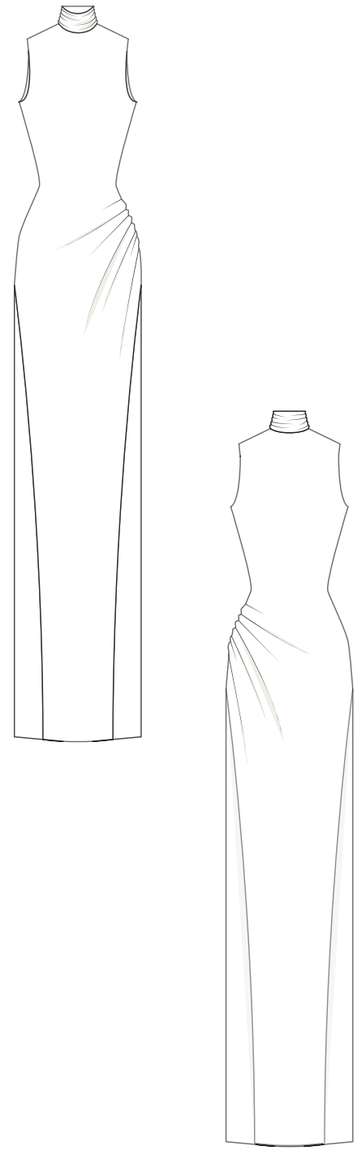
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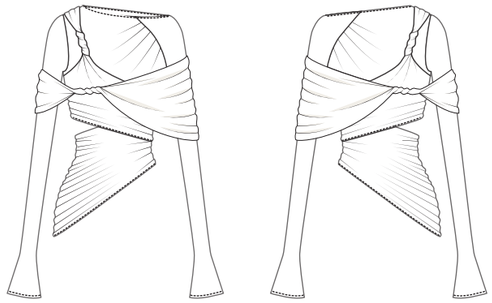


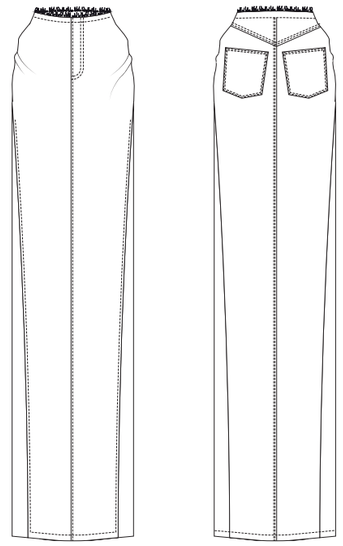
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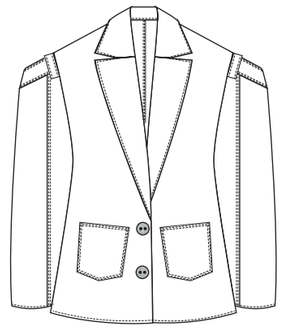
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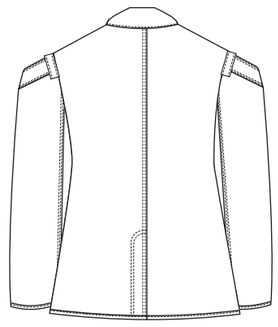


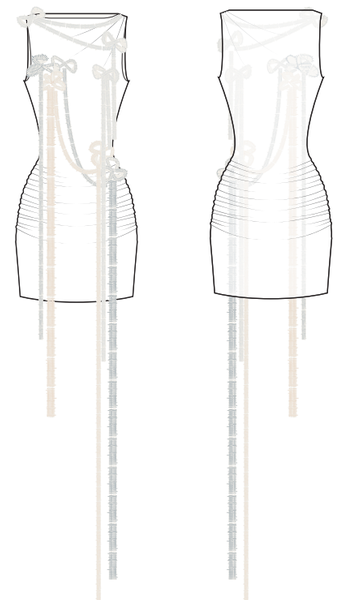




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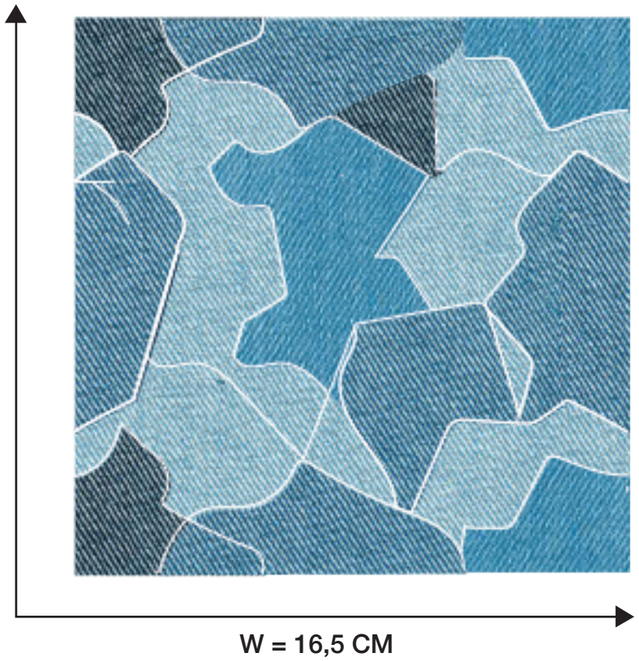




PRINT REPORT

“Blue Pebble”

ALL OVER PRINT:

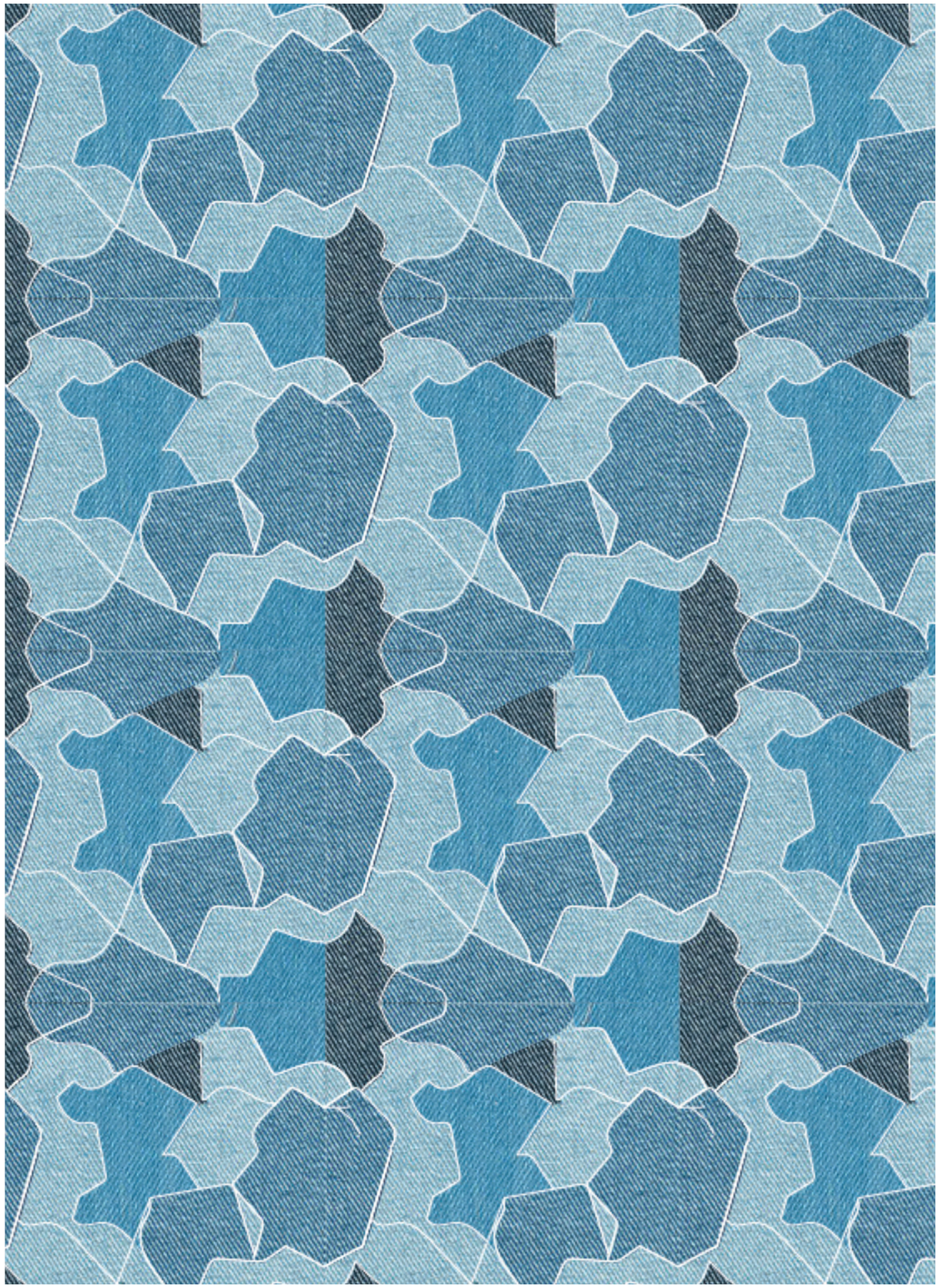


COLORMAP:

C = 88	C = 87	C = 65	C = 33	C = 3
M = 67	M = 61	M = 22	M = 8	M = 2
Y = 53	Y = 24	Y = 19	Y = 12	Y = 2
K = 51	K = 6	K = 0	K = 0	K = 0

FIGURINE:

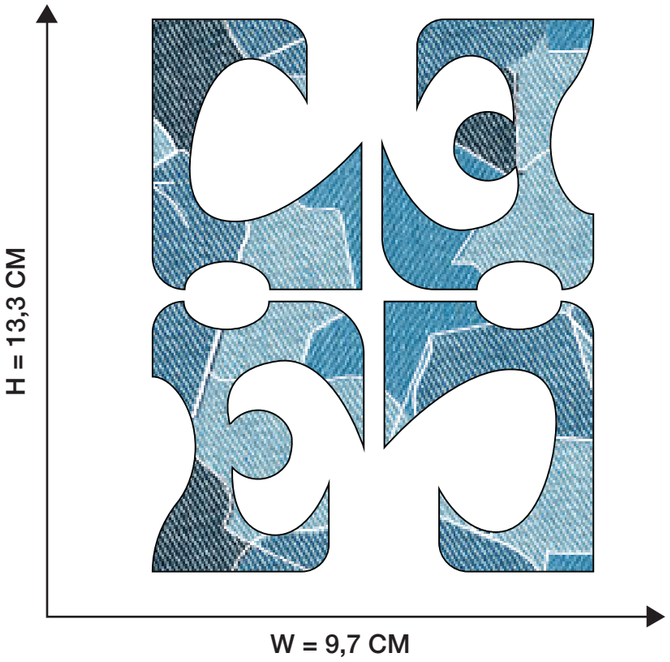




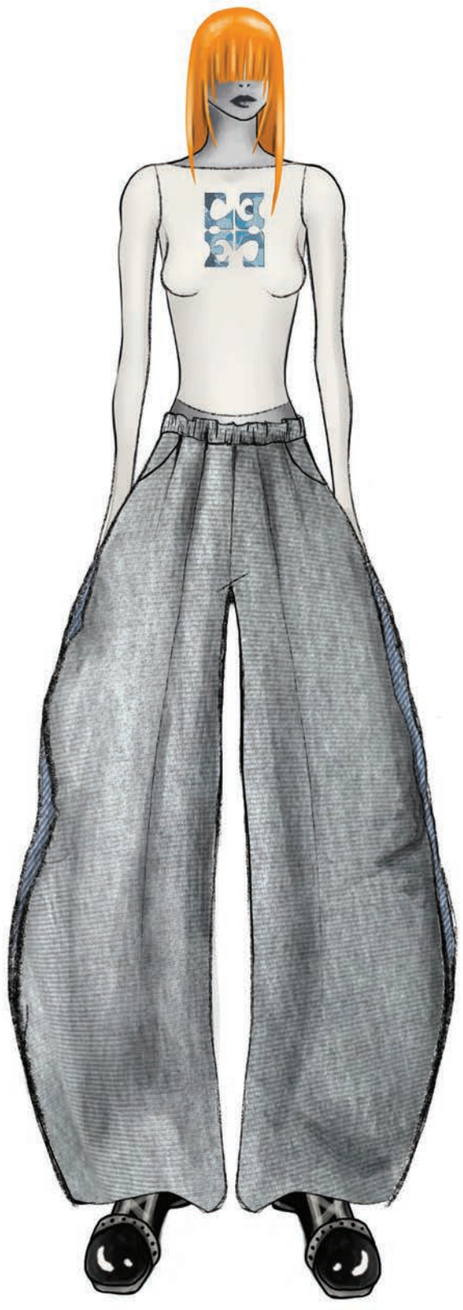
PRINT REPORT

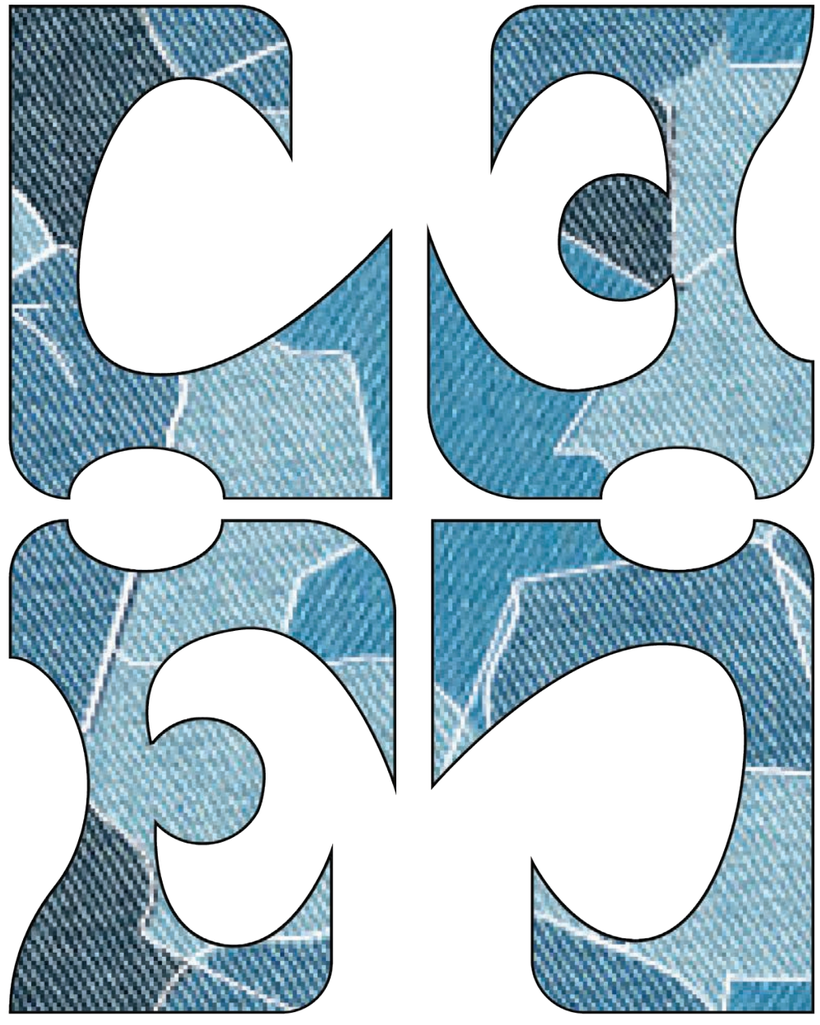
Le Blue

PLACEMENT PRINT:



FIGURINE:





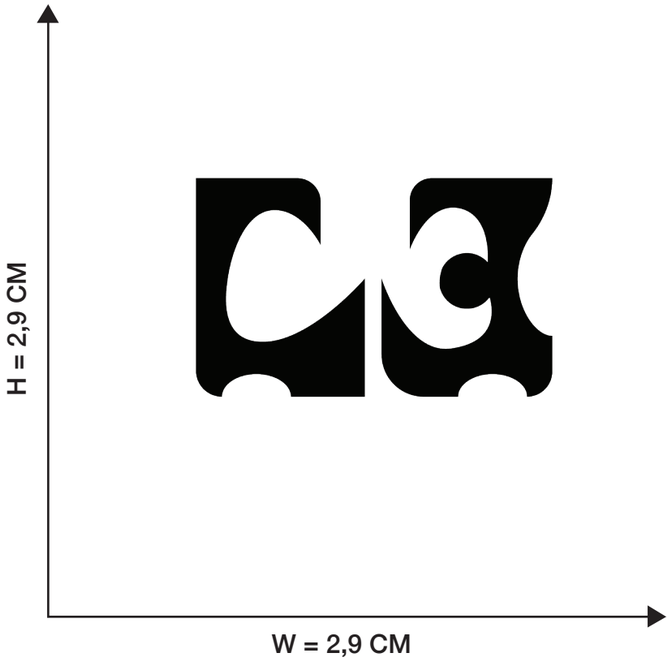
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Y = 53	Y = 24	Y = 19	Y = 12	Y = 2
K = 51	K = 6	K = 0	K = 0	K = 0

ARTWORK

LOGO #1 BLACK

PLACEMENT:

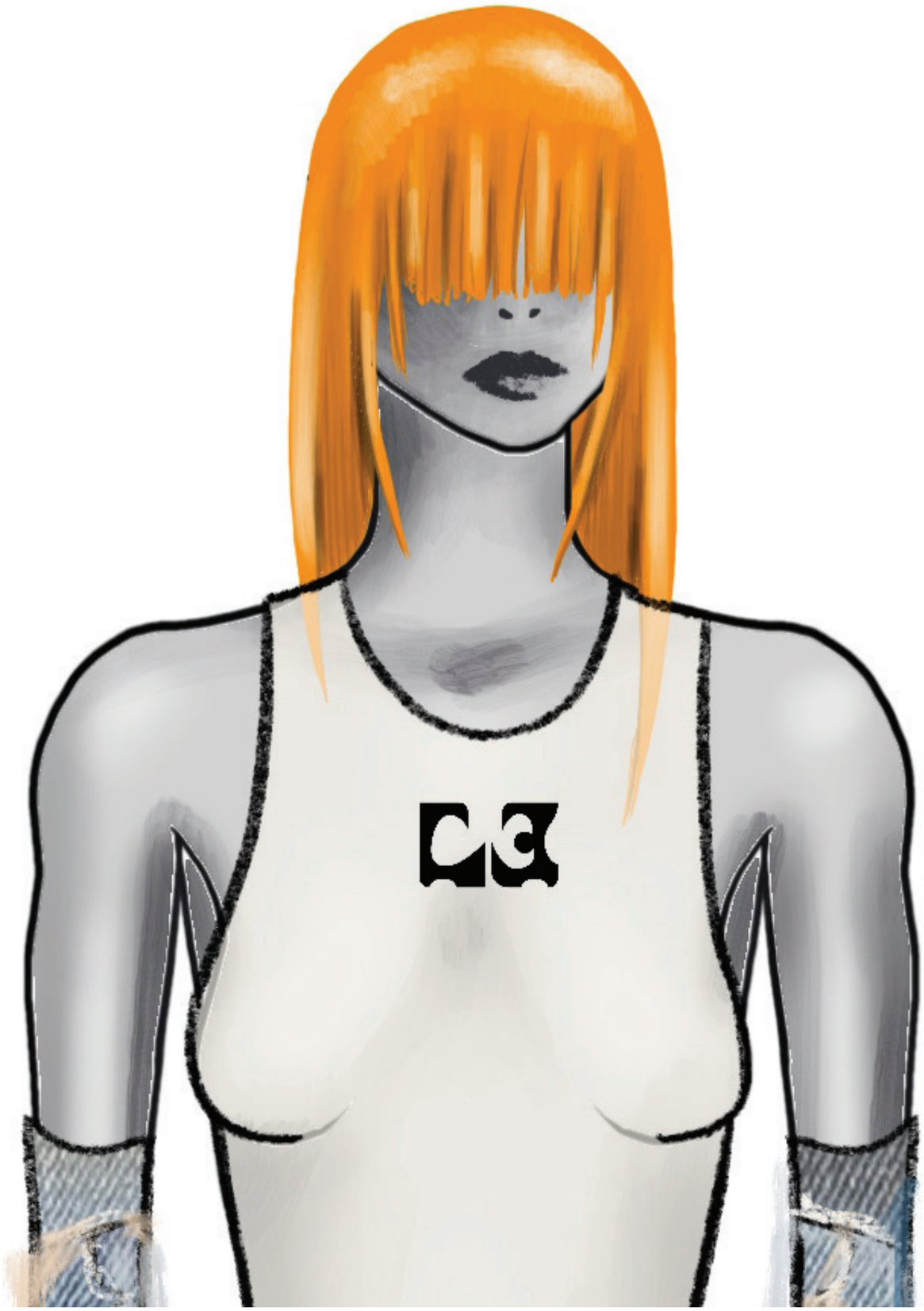


COLORMAP:

C = 0
M = 0
Y = 0
K = 100

FIGURINE:

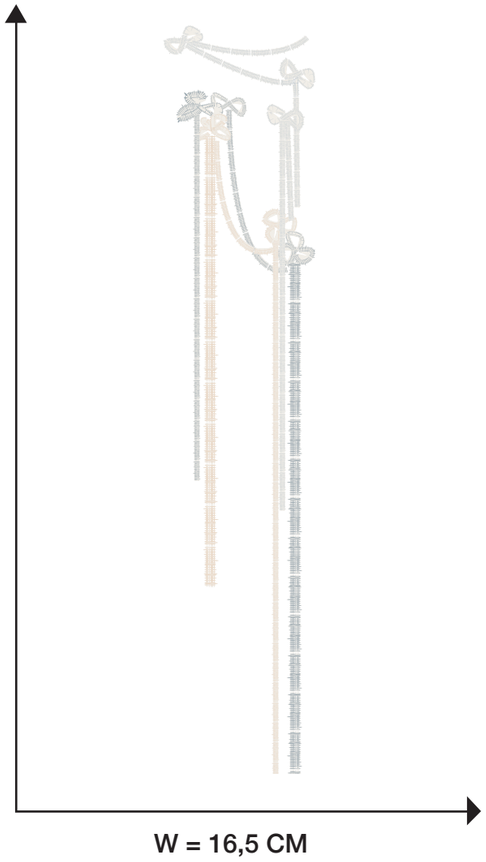




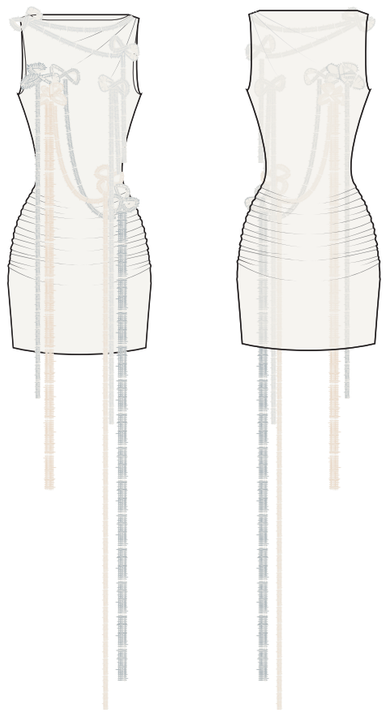
ARTWORK

TRIO

PLACEMENT:



FLAT DRAWING FRONT AND BACK:



COLORMAP:

C = 43	C = 20	C = 7
M = 28	M = 12	M = 15
Y = 26	Y = 11	Y = 21
K = 0	K = 0	K = 0

ARTWORK DESCRIPTION:

Embroidered raw denim fringes on sheer jersey. Patterns such as flowers and bows are intertwined together to create a feminine look.

Long fringes are left uncut to create flow.

