

Stylized Project Assignment

Anton Styntsov
Bridal & Evening Wear
Fash 2065
Professor Mana Mojaver

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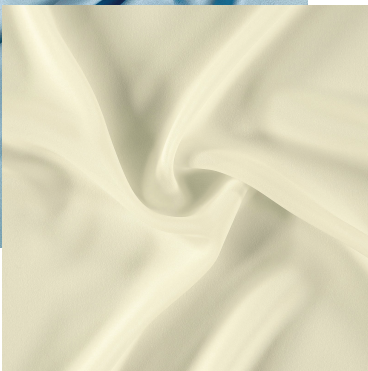
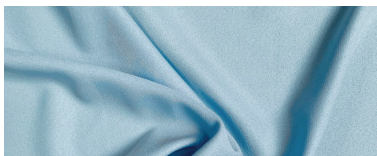
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According to the statistics, the most popular dress codes for different formal events are black tie, white tie, formal and semi-formal. Each style represents the level of formality of events, for example, cocktail or semi-formal attire can allow for more silhouettes and colors, while for white tie full-length evening gowns are a must with noting applique and beading as welcome flourishes. One of the most popular evening dress codes is formal attire, the same situation is in bridalwear. For this kind of attire, all dress lengths are accepted as soon as it is not too open. Also, this style can include a floor-length gown, a fancy cocktail dress, or a dressy pantsuit.

As for the fabrics usually used for evening and bridal wear, they are velvet, chiffon, georgette, crepe, satin, and organza. The fabrics are made of silk, wool, cotton, and synthetics for a less expensive market.

Looking at the fashion shows and visiting stores, one of the most popular styles of eveningwear looks are made in the natural and minimalistic color palette for Fall/Winter season with floral prints and/or minimalistic embroidery. These can also include not only dresses but also pant/ skirt style suits, dresses with trousers, and jumpsuits, which can be suitable for both young and old segments of the market.





Tailored Suit “Naked” Look



Neo-Minimalism



Half-Skirts and Jackets



Contour Control



Looks associated with Yves Saint Laurent



Age: 25

Georgaphic: Lives in Liverpool, often has business trips

Status: Young and Inspired Fashion Influencer & Magazine Editor

Studies: Studied Fashion Design in University of Art London

Job: Magazine Editor and Model

Income: \$60,000 per Year

Hobbies: Travelling, Graphic Design

Personal Style: Classic and Modern

Budget: \$2,000 for dress

Personality: Often attends Fashion and Celebrity events, Professional, Open-minded

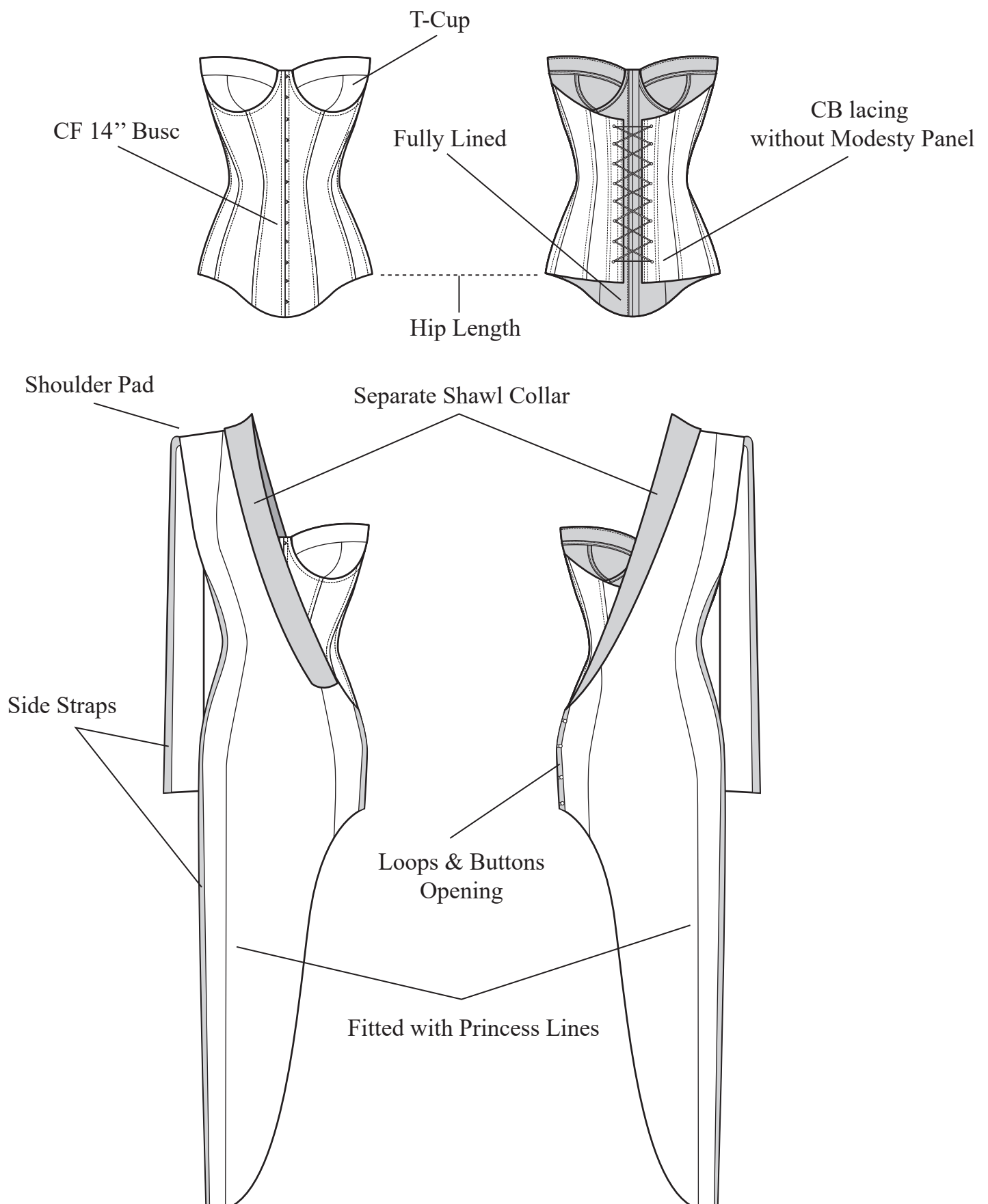


Corset

- Fully Lined
- Below Hip Length
- CF Busc Opening with Overlap
- T-Cups with Cup foam and Undewires (36B size)
- CB Lacing (without modesty panel)

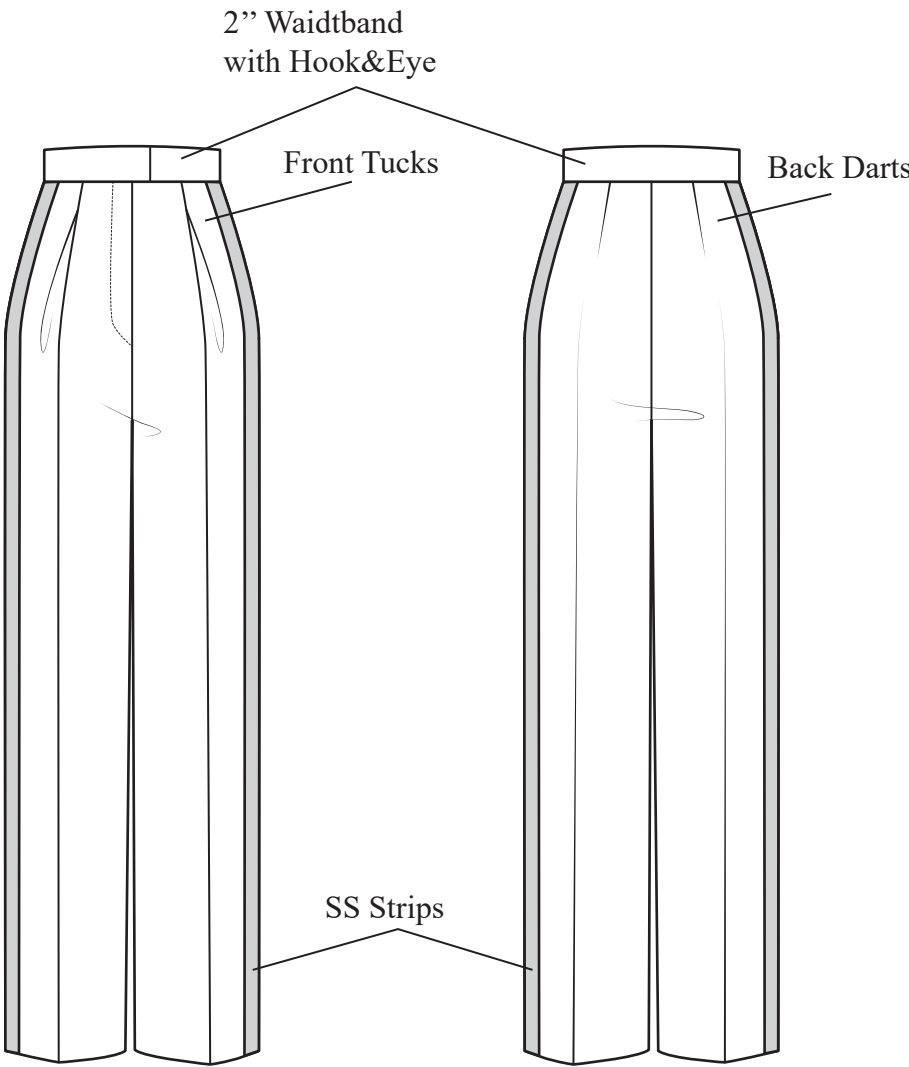
Dress

- Fully Faced&Lined
- Separate Contrast Shawl Collar with Dart
- Contrast Side Straps at Sleeve and Body
- Fitted Silhouette with Princess Lines
- Curved Hem
- Left SS openign with Loops&Buttons

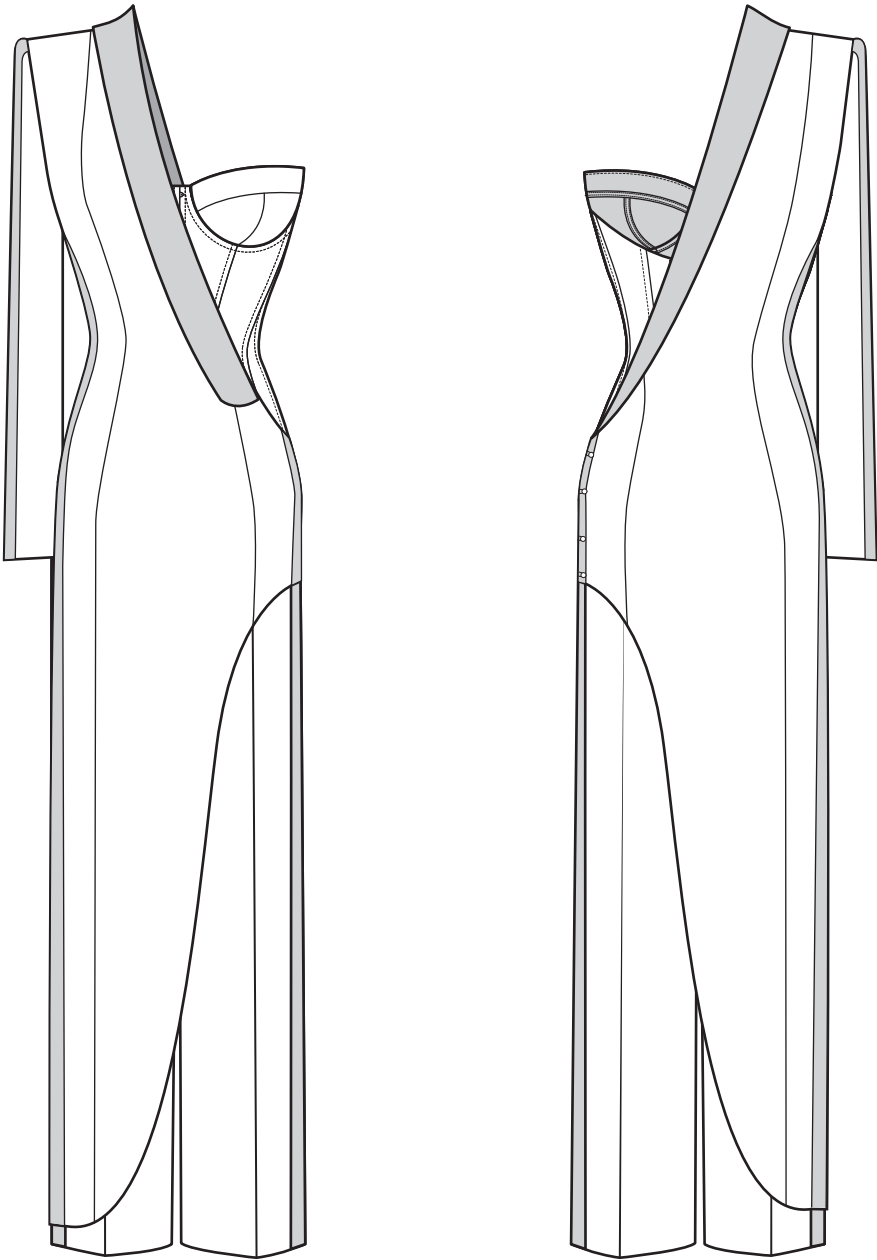


Pants

- Baddy Silhouette
- 2” High-Rised Waistband
- Front Tucks, Back Darts
- Side Straps (Tuxedo Style)
- CF Fly Front Zipper Opening



Full View





CUSTOMER

Mariia Stitsenko

(Body Measurements in Inches)

BODY AREA	CUSTOMER MEASUREMENTS	ADJUSTMENT TO BE MADE
BUST	35 1/2"	
UNDER BUST	31 1/2"	
Inner Bust Arc	3 3/4"	
Outer Bust Arc	4 1/8"	
Bust Height (Cup)	2 1/2"	
ABDOMEN	36 1/2"	
FULL HIP	40"	
CROSS SHOULDER	7 3/4"	
CROSS BACK	7"	
WAIST	29"	
CF NECK TO FRONT WAIST	14 7/8"	
CB NECK TO BACK WAIST	16 3/4"	
FULL SLEEVE LENGTH FROM CB.	26 1/2"	
BACK CROTCH	13 3/4"	
FRONT CROTCH	12 1/4"	
THIGH	21 1/2"	
INSEAM	—	
SKIRT LENGTH	45"	
CENTER BACK TRAIN LENGTH (from CB waist to finished train)	—	

Canvas
& Fusible

Style #: 1001		Pattern #: ED 001			Season: F/W 2023		Date: 10.21.2022	
Piece Goods:	Width	Cost/ mt. (LDP)	Yardage estimate	Yardage actual	Cost estimate	Cost actual	Total estimate	Total actual
Self	60"	\$0	4 yds		\$48.5		\$48.5	
Contrast	58"	\$0	2 yrd		\$15		\$15	
Lining	54"	\$0	3 yrd		\$15		\$15	
Interfacing	60"	\$0	1 yrd		\$3		\$3	
Other Corset Self	60"	\$0	1 yrd		\$29.5		\$29.5	
Sub-total piece goods (line A):							\$111	
Plus allowance (10%) (line B):							\$11.1	

Notions	Size	Unit Cost	Unit # estimate	Unit # actual	Cost estimate	Cost actual	Total estimate	Total actual
Buttons	1/2"	\$0.50	4 pcs		\$2		\$2	
Zipper	10"	\$0.75	1 pc		\$0.75		\$0.75	
Shoulder pads	1/2"	\$2.00	1 pc		\$2.00		\$2.00	
Thread	100m	\$2.19	3 pcs		\$6.57		\$6.57	
Label		\$0.50	1 pc		\$0.50		\$0.50	
Other trimmings	14" Busc (\$13) + 36-B Underwires (\$1.9) + 6 yds Boning (\$7)						\$21.9	
Sub-total notions (line C):							\$33.72	
Labour (line D):							\$200	
Other costs (line E):								
Sample surcharge (10%) (line F):							\$20	
TOTAL RAW MATERIALS (total lines A - F):							\$375.82	
Wholesale (Minimum 2 x Total Raw Material Cost):							\$ 751.64	
Suggested Retail (2 x Wholesale):							\$ 1 503.3	

Fabric Name:

Sky-blue Lightweight Wool

Fabric Content:

100% wool


Origin:


Supplier:

King Textiles

Swatch (self):

(Add fabric swatch here)





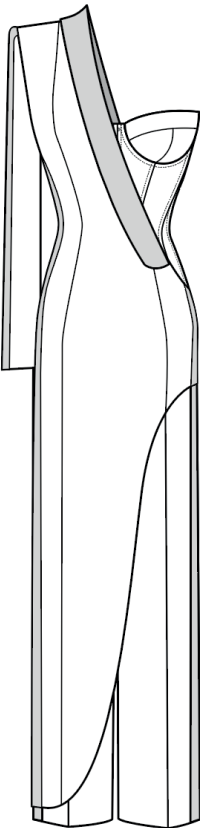
Black Costume Satin
(Dress, Contrast)

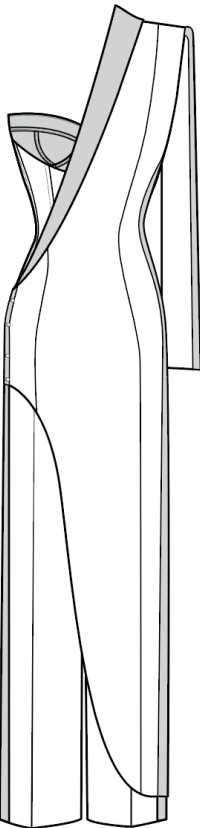
Sky-blue Lightweight Wool Blend
(Dress, Self)



Melton Wool Light Beige
(Corset, Self)

Technical Sketch (front & back):





Front

Back

Developed by Mana Mojaver