Creating Attractive Design for International Market

Hiroko ITO
1. Self-introduction
   Activity and introduction of the work

2. Fashion design
   How to design fashion products?
   We can produce new models by exchanging the details on existing models.

3. Today’s fashion business
   Case: Mass production of ZARA
   You can make the world's best apparel company.
HIROKO ITO

1990    Graduated from N.Y Fashion Institute Of Technologies, Wear & Merchandising course.
1994~    Worked with COMME des GARCONS.
1998
1999.7  Started HISUI brand, the Women’s collection, with the concept:
          “We can express the better self with the way you dress”.

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>Participated WHO’S NEXT exhibition in Paris as invitation brand.</td>
</tr>
<tr>
<td>2001~11</td>
<td>Participated Tokyo Collection of Japan Fashion Week from fall 2001 to fall 2011.</td>
</tr>
<tr>
<td>2008</td>
<td>Was invited to present 09S/S and 09A/W collection at St. Petersburg in Russia.</td>
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<tr>
<td>2009</td>
<td>Was invited to present 10S/S collection at Busan Fashion week in KOREA. Presented ATMOSPHERES in Paris.</td>
</tr>
<tr>
<td>2013</td>
<td>Exhibited at the Tokyo Metropolitan Museum of Contemporary Art “Ghost and Pants and Star-like Exhibition”</td>
</tr>
<tr>
<td>2016~17</td>
<td>Presented at the Shanghai MODE SHANGHAI exhibition</td>
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</tbody>
</table>
CONCEPT

The brand name ‘HISUI’ (meaning ‘jade’ in Japanese) represents two concepts:
One is the image given by the shade of this beautiful stone jade, which appears with the special presence.
Another meaning is “Tomboy”.
This interesting double meaning represents the characteristics of the brand.
I create garments which help the persons who would like to discover their better self, with fun and energy. My garments can be worn in multiple ways and I hope to establish close communications between wearers of my garments.
Press 1
Press 2

渡邉理佐（欅坂46）

若月由美（乃木坂46）

西野七瀬（乃木坂46）

渡邉理佐（欅坂46）
Making design concept

It is important to develop design concept to express the direction of the work.

- The design concept is a driving force to determine design details.
- The concept should be derived from ideas of the individual designer in a pure form.
- It is essential for the design work to be consistent with the original idea.

It makes the design work more persuasive.
The theme of 17S/S: Montage

1 Barbour coat (oil-coated coat)
   2 Jean jacket
   3 painter pants
   4 Interlock knit variation
   5 western shirts
   6 Striped shirts
   7 MA1 (aviators jacket)
   8 kimonos
   9 Lingerie
   10 T-shirts

Montage of these elements are shown.
Theme of 17S/S: Montage
Theme of 17S/S: Montage
Theme of 16 A/W: The gap

It is an inspiration source to notice the gap around you which is actually a kind of blind spot.
Garments of HISUI often carry gaps between layers or holes as gap. These gaps give garments beautiful silhouette or ease for more comfort. Some examples of these gaps are shown from the next slide.
Theme of 16 A/W: The gap
Theme of 16 A/W: The gap
Theme of 14 A/W: Hyper nomadism

Thanks to development of modern society, women’s work has been diversified and it is now possible to work at home that provides more chances for women. I expressed the energy of the emerging county and its pride by emphasizing bright colors and texture of the material.
Theme of 14A/W: Hyper nomadism
Theme of 14A/W: Hyper nomadism
Tokyo Museum of Contemporary Art
“Ghost and pants and star” exhibition

Under the theme of "transformation," it was planned that participants in this exhibition create unusual clothes that are not worn in the usual occasion. It is a unique project in which participants experience increase of sensitivity. Free ideas transform into artistic inspirations.
Tokyo Museum of Contemporary Art
"ghost and pants and star" exhibition
Tokyo Museum of Contemporary Art
"ghost and pants and star" exhibition
Teaching at Fashion school 1

I teach the method of making the creative design practically in INSTITUTE OF DRESSMAKER
Teaching at Fashion school 2
Participating Mode Shanghai
How to develop fashion design?

We can produce new styles by exchanging the details of an existing style.
## Classifications of Fashion Taste

<table>
<thead>
<tr>
<th>Classification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Casual</td>
<td>Jeans, sweat shirt, and a plaid shirt are common items.</td>
</tr>
<tr>
<td>Classic</td>
<td>Traditional. It is an established style that does not change in times.</td>
</tr>
<tr>
<td>Elegant</td>
<td>Graceful and refined. It is the basics of the fashion theme.</td>
</tr>
<tr>
<td>Luxury</td>
<td>Luxurious and comfortable. It is elaborated in high-quality clothes.</td>
</tr>
<tr>
<td>Retro</td>
<td>The taste that is inspired by the past trend. A style of the 60s is typical.</td>
</tr>
<tr>
<td>Ethnic</td>
<td>The taste which is originated from national and cultural tradition of some nations in the world.</td>
</tr>
<tr>
<td>Military</td>
<td>The taste of the military clothes which evolves into fashion.</td>
</tr>
<tr>
<td>Lohas</td>
<td>Abbreviation of “Lifestyle of health and sustainability”. It describes fashion of the wellness-oriented lifestyle</td>
</tr>
<tr>
<td>Resort</td>
<td>Examples are styles at beaches. This often represents midsummer fashion.</td>
</tr>
</tbody>
</table>
The Spiral of Fashion Trends

FASHION SPIRAL  1950-2010

1950-
- H-Line
- Souffle
- Bubble Dress
- H/Line

1960-
- Ballet 
- Mini Skirt
- Maxi Skirt
- Space Age

1970-
- Long Hooded 
- Miniskirt
- Glitter
- Sweater

1980-
- New Wave
- Punk
- Gothic
- Neon

1990-
- Grunge
- Hip Hop
- Streetwear
- Y2K

2000-
- Y2K
- 21st Century
- Minimalist
- Eco-Friendly

2010-
- Scandinavian
- Minimalist
- Streetwear
- Sustainable
Determining a taste and design 1
Determining a taste and design 2

Girly Folklore

ガーリー フォークロア

C-4

カラー

Base

Accent

メインアイテム

ニットコート

ボヘミアン柄ロングスカート

アクセサリ

フープ

レース

(新しいナチュラルレイヤード)

自然の中でリラックスできるようなナチュラルな色使い、身体を覆うやり方をしたシルエット。どこか民族的なエッセンスをプラスし自分風のレイヤードを楽しむ女性たちのファッション。ドレープやギャザーなどガーリーなテイストを加え、女性らしい温かみを感じるスタイルが基本。ナチュラルを軸にしたこのスタイルは 1 年を通じて登場するテーマとして人気が高い。
3 Determining a taste and design
Transition of Mass Production 1

Changes of the sales volume among the world major apparel companies

10 billion dollars

![Graph showing changes in sales volume for major apparel companies over years](graph_image)
Transition of Mass Production 2

Use and price point comparison of the global chain stores

Retail Price

- **VAT**
  - £39.99
  - £34.95
  - £29.99
  - £26.00
- **practical use, basic**
  - £19.99
  - £17.99
  - £14.99
- **trendy**
  - £10.00

- **TOPSHOP**
- **DOROTHY PERKINS**
- **ZARA**
- **next**
- **H & M**
- **FOREVER 21**
- **PRIMARK**

11/17/2017

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Transition of Mass production

Rare and expensive
Luxury market
Trend fashion market
Mass market

Democratization of the trendy fashion
This new layer is now targeted by the fast fashion SPAs of the world.

Ordinary and cheap
Transition of Mass production in ZARA 1

The general fashion circulation

- designer
- product procurement
- shop
- consumers

Making products which a designer intends to make. It takes 6 months.

The circulation of ZARA

- consumers
- shop
- Product made by company
- designer

Cycle to listen to the voices of the consumers to make the products which they want. 2 months for preparations and production 2 weeks during a season.
Transition of Mass production in ZARA 2

1. Receiving information, a designer develops a new design.

2. Patterns are made for a product at the sample factory.
Mass production in ZARA 3

3. Fitting work is done with Resident model.

4. A process of the cutting in the head offices.
Mass production in ZARA 4

5. Sewing with accessories in an outsourced sewing factory.

6. Inspecting quality in the head offices finishing by iron press.
Transition of Mass production in ZARA 5

A high speed automatic assortment system in the warehouse of ZARA. Products are carried by a hanger system so that wrinkles do not develop.
Transition of Mass production in ZARA 6

New products are sent twice a week to their stores at any place in the world.
FUTURE OF PAKISTAN 1

Mass production

To be the world major apparel source

Must consider:

• Mass production but creative
• SPA (Specialty store retailer of Private label Apparel)
• Good planning for quick response throughout the business model of the apparel manufacturer to perform proper production.
• Quality development of cotton products made in Pakistan
• Using the Internet for sales to all over the world
FUTURE OF PAKISTAN 2
Shifting to smaller production
To make export more successful

Must consider:

- “Made only in PAKISTAN and Very creative”
- Cost performance
- Thinking about how to utilize the cotton made in PAKISTAN
- Exposing at overseas exhibitions
- Selling on the Internet to all over the world