

**POSTGRADUATE  
FASHION DESIGN  
PROJECT**



**indie**

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# NEEDS AND WANTS



FASHION

FORECASTING

FAD



classic



fashion





# SEGMENTATION

## DEMOGRAPHIC

20-35 male and female  
occupation: student, artist, freelance musician,  
white collar workers  
income: middle and higher



## PSYCHOGRAPHIC

hobbies and interest



## GEOGRAPHIC

urban  
school  
art workshop  
apartment

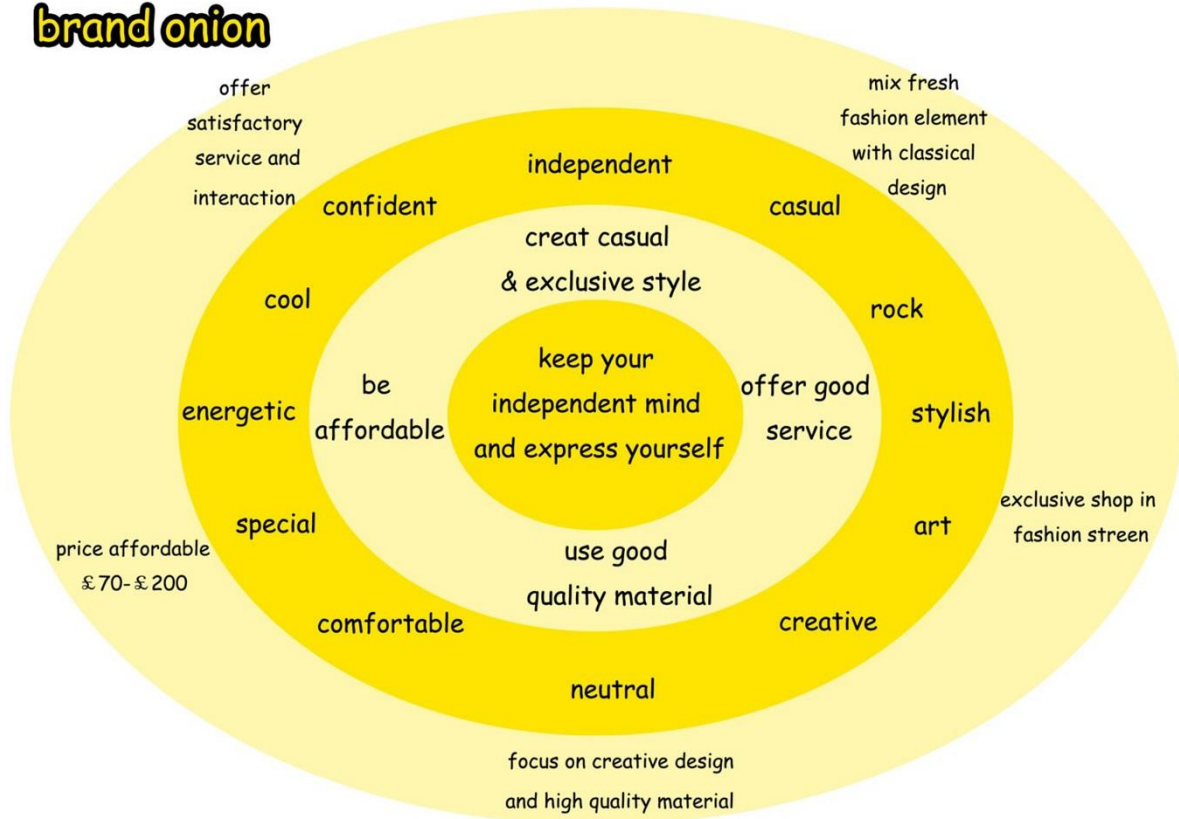


## BEHAVIORAL

quality and service  
medium consumers



## brand onion



## UMBRELLA BRAND ATTRIBUTES

comfortable

quality

easy to wash

light weight

easy to mix & match / styling

casual & lifestyle

your must-have items

neutral

independent

special







**MOOD BOARD**

# INDIE PRODUCT BRIEF

lace-up leather boots

inspired by indie music and rock n roll culture



lifestyle



energetic



casual



young

independent



# LOGO AND PACKAGING BRIEF

## Logo:

Cool and simple.

Ink scrawl style background demonstrates punk and vintage.

Yellow star spreads energy and young.

'INDIE' as a brand name in the middle of the star,

black letters is cool.

A black shoe is our classic one.



## Packaging:

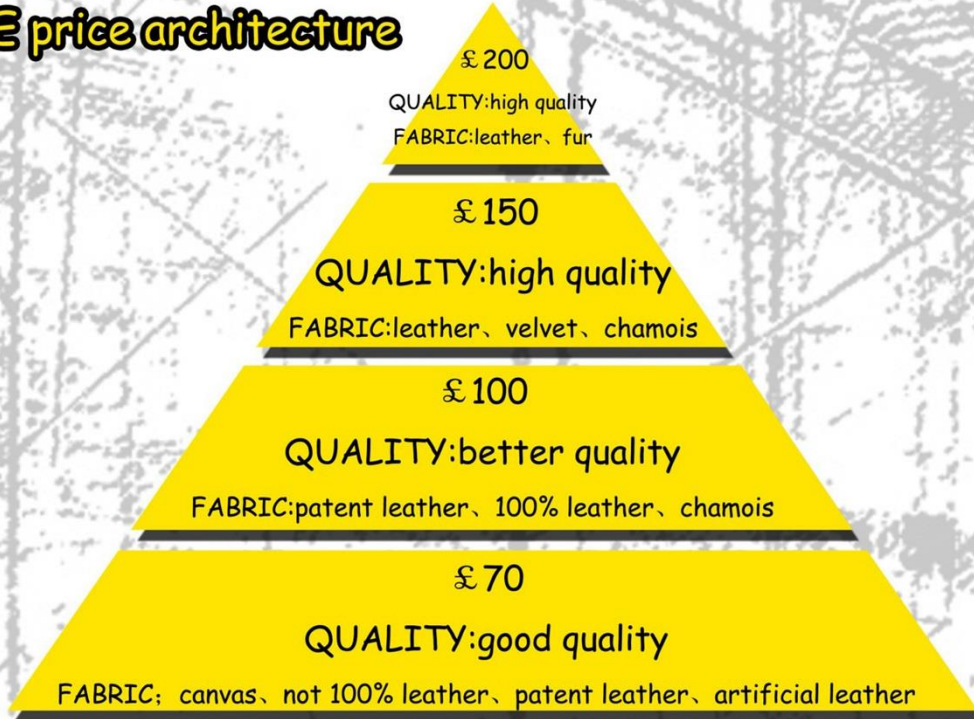
The colour of packaging is still black and write ink scrawl.

Yellow star with 'indie' letter and a black shoe

just print on the cover of packaging.



## INDIE price architecture



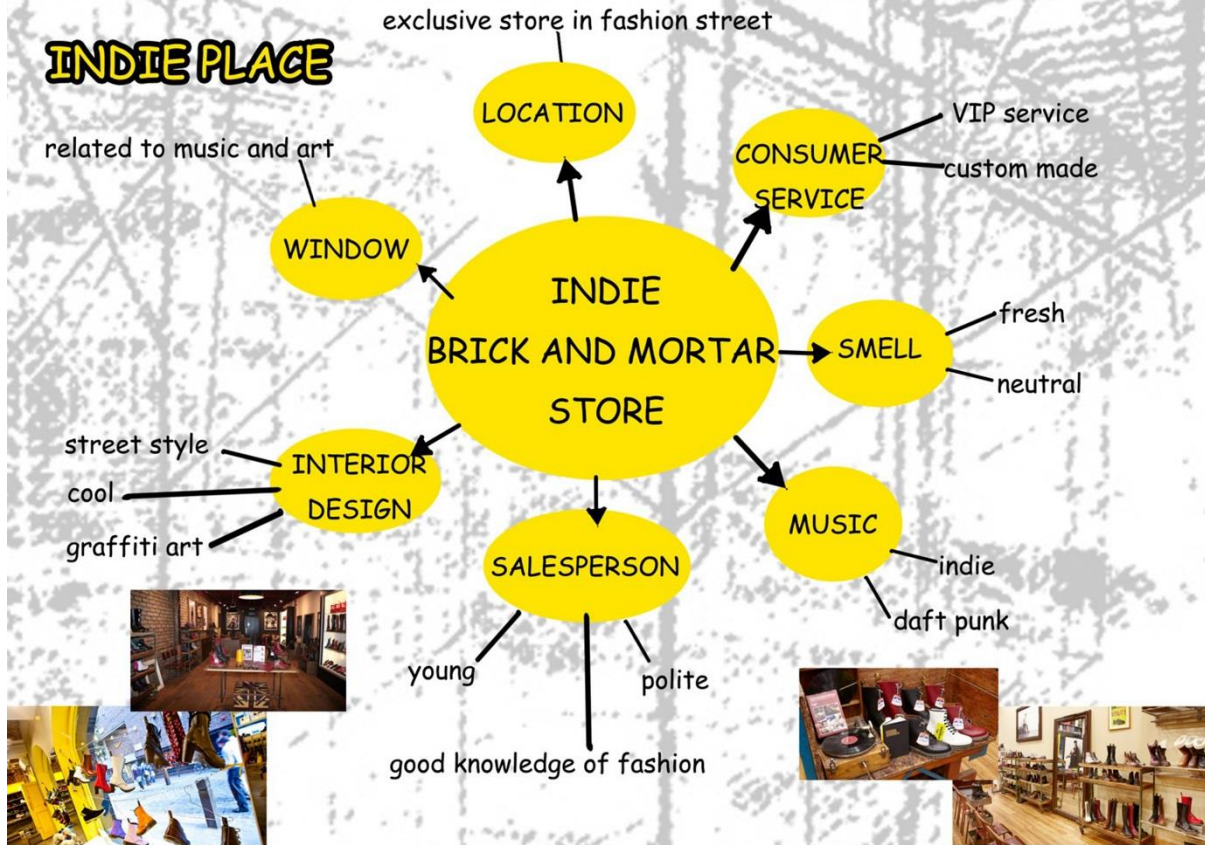


## INDIE COMPETITOR SHOPPING REPORT

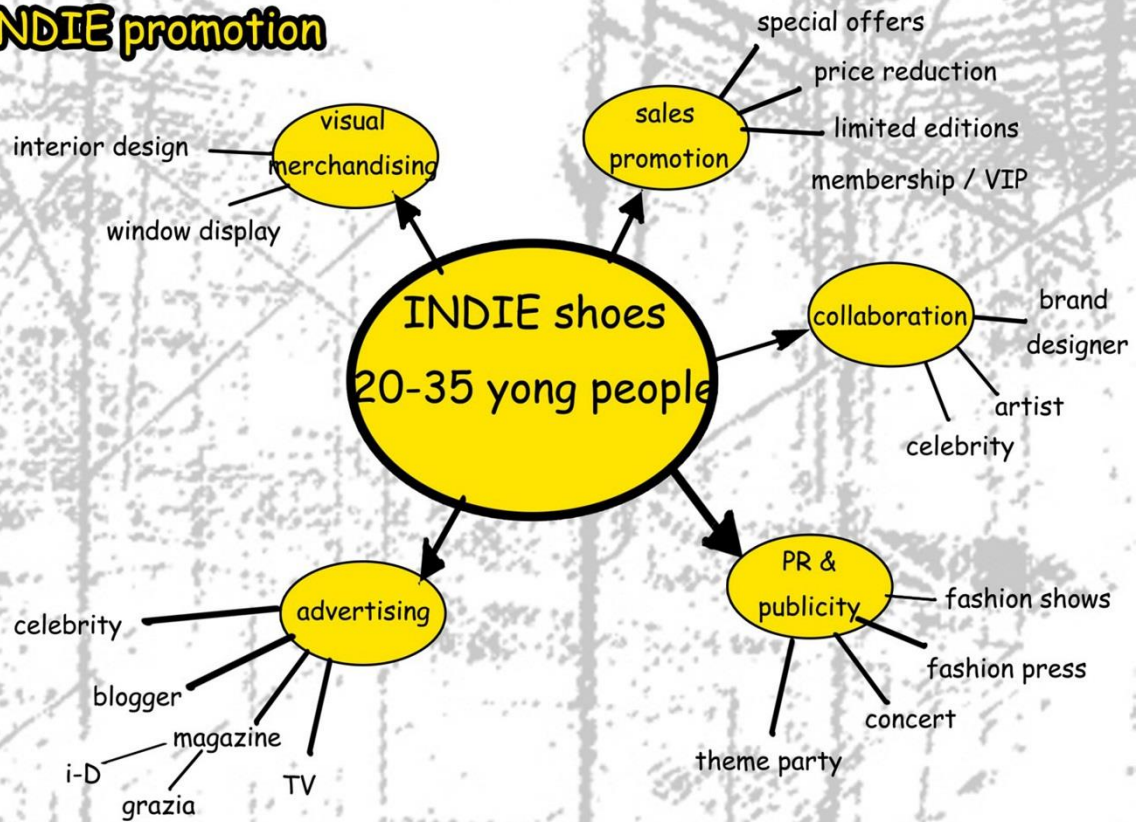
	INDIE	CLARKS	TIMBERLAND	CAT	DR MARTENS
IMAGE					
PRICE	£ 70-200	£ 79.99	£ 150	£ 150	£ 90
QUALITY	soft	soft	super soft	super soft	soft
FABRIC	100% leather	100% leather	full-grain leather	full-grain leather	100% leather
FIT	fitted	skinny fitted	generous fitted	generous fitted	fitted



# INDIE PLACE



## INDIE promotion



# CSR STRATEGY FOR INDIE

## Social

- Keep good transparency of our company
- Respect the value of human resources
- Provide scholarship to students
- Donate money to disabled people



## Economic

- Respect our competitor.



## Environment

- Build eco-friendly shop
- Build up a team which has strong awareness of environmental protection.
- Use substitute material instead of industrial glue





**THANK YOU**