

DWELLING MEMORIES 21

Rachelle Wong Xiuyan --- 18003245
BA (Hons) Cordwainers Footwear
AW 23/24
Concept Realisation
Portfolio

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1.1 BRAND INSPIRATION

Learning from Nature

"The study of fungi, or mycology, has much to teach us about sustainable living.
By observing how fungi work within ecosystems,
we can develop better ways to manage our natural resources.
As we face challenges like climate change and resource depletion,
it's more important than ever to learn from nature and
apply those lessons to create a more sustainable future."
(Williams, 2023)



by Rachelle Wong

WHO ARE WE?

ɛῦ by Rachelle Wong is a women's non-seasonal sustainable footwear brand based in London that provides classic styles with added touch of bold, offbeat and sometimes futuristic elements. Making it accessible for all women quality, comfortable and unique shoes that are the sustainable solution in years to come.

WHY WE ARE WHO WE ARE?

With the concept of learning from nature in mind, we believe appreciating and creatively utilising what we already have in nature is the way forward to finding a solution for the environmental issues we are facing today.

"Biomimicry, the practice of learning from and emulating nature's designs and processes, offers an array of solutions to promote and preserve planetary sustainability. By studying nature, we can uncover innovative approaches to solve some of the most pressing environmental challenges."(Ralls, 2023)

The inspiration behind the creation and development of the ɛῦ brand stemmed from the designer's love for nature, art and architecture, and a deep fascination of how things work and how they are made. With a curious and investigative nature for understanding the world and love for Mother Nature, the designer have hopes for ɛῦ to be a brand that brings hope forthe future and being the solution for a cleaner and more circular consumerism in Fashion.

We believe mycelium to be the future of design for many industries and hope to educate the future generation of consumers about this promising alternative sustainable material taken from nature called Mycelium-based composites (MBC), through our innovative designing and footwear solutions.

WHAT TO EXPECT?

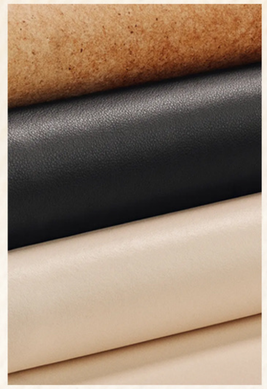
Innovative designs with mycelium material

"DWELLING MEMORIES" will be the debut all year round 2024 collection for the $\mathcal{EV}$ brand. It is a 7 piece women's footwear and 2 piece accessories collection, in collaboration with an independant artist for the prints. The collection is mainly inspired by silhouettes and elements of architecture, and the ideology and processes of film photography, while introducing MBC as an experimentative but wearable product.

Innovative footwear solutions through collaborative R&D

• MYCELIUM LEATHER: creation of upper "leather" made from mycelium that can be customised according to design specification needs eg. colour, texture, thickness and sizeof leather.

• MYCELIUM SHOE COMPONENTS: develop mycelium-based footwear components that areused in the production of shoes (fig. 6 are examples of mycelium-based island sole and heel units) that would normally end up in landfills. This is to help reduce post-consumer waste from the footwear industry.



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6



7



COMPONENTS OF SHOES

8



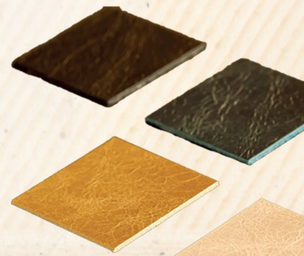
On top of the myraid environmental advantageous mentioned, the natural properties and characteristics of MBC can proof to be a sustainable alternative solution for the different footwear components.

The strikethrough over some of the common materials used in the components of shoes indicates the possibilities of using MBC (be it in the form of foam, leather or sheets) as a greener material alternative.

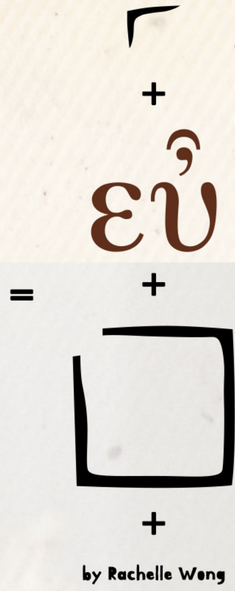
COMPONENTS OF SHOES	MATERIAL
Upper & Lining	~~leather or other textile~~
Padding	~~latex, PU, PE or EVA~~
Insole Board	cellulose fibres or ~~non-woven materials~~
Insole/Sockliner	~~gel,~~ cork, ~~EVA/PU foam, latex~~
Toe Puff and Back Stiffener	~~thermoplastic, leather or fabric~~
Shank	~~metal,~~ wood or ~~plastic~~
Midsole	leatherboard, ~~EVA or PU foam~~
Filling	cork or ~~felt~~
Welt Randing	leather, resin rubber or PVC
Sole	leather, rubber, resin rubber, wood, ~~EVA or PU~~
Heel	~~plastic,~~ wood, leather, metal or resin
Top Piece	rubber, EVA or leather

Fig 14. *Table of shoe components and its common material used* (2023)





1.2 BRAND DNA / IDENTITY



The logo can be dissected into separate components and customised with whichever combination and placement that best fits the collection and / or products by the design team.bHowever, εὖ cannot be omitted from logo at any point as itis the core of the brand's identityand DNA.



by Rachelle Wong



The designer's memories & dwellings within a space

Logo

The designer's asian ethnical background played a part in the logo's creation because of a deep sense of belonging to the chinese origins, and it is to the ethos of the brand of staying true to oneself.

The reason for the choice of character that means memories is due to the debut collection taking inspiration from a term called *Phenomenology,* which will be the main ideology behind subsequent collections produced by the brand.

Colour of the logo will vary depending on the colour of material, the material itself, and where it will be placed, but black will be the official logo colour so it remains timeless across generations.

This is the brand name for the following reasons:

Meaning

The higher classification of fungus is ***Eukaryote***, deriving from the Greek ***εὖ*** and ***κάρυον***.
εὖ means **"well, good, true, genuine"**, perfectly describing the ethos of the brand.
Customer transparency and environmental wellness is at the forefront of the brand.
Utilizing an organic and sustainable source called *'mycelium'* to form parts of the shoe and using deadstock materials to help close the material waste cycle during the production and post-use phase, reducing carbon footprints and landfill waste

Visual

The **E** in εὖ is a flipped of the designer's favourite **no. 3**, and the 'Times' font was selected for the logo because the accent on the u resembles a mushroom, which is one of the main materials used in the brand. The rectangular box is derived from a chinese word that means recollection of memories, it also duals as a symbol for space. This symbolistic logo makes the brand memorable as it is easily recognisable at a glance.

Pronunciation

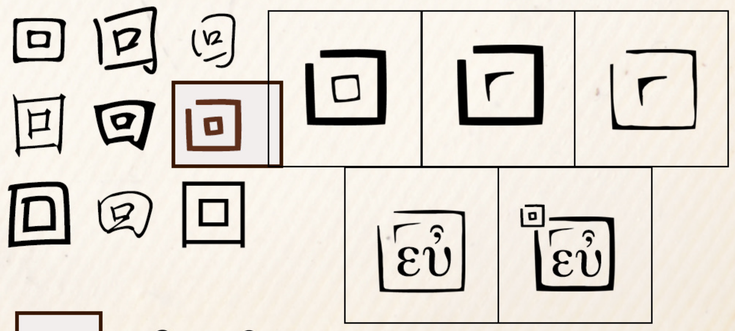
The designer's birth name Rachelle means **"ewe, female sheep"** in Hebrew,
and εὖ has an identical pronunciation as the word ewe.

Chinese charecters and it's meanings:

記憶 - *memories (traditional)*

记忆 - *memories (simplified)*

回忆 - *recall in memory / recollection*



εὖ εὖ εὖ εὖ
εὖ εὖ εὖ εὖ
εὖ εὖ εὖ εὖ

WHAT IS MYCELIUM?

Mycelium is the root-like structure of fungus, consisting of thin white thread-like fungal strands called hyphae that have high tensile strength, creating large cellular networks in substrates where they deliver nutrients and water to support the main body of fungi, also known as mushrooms, and are usually found underground (Patel, 2023).

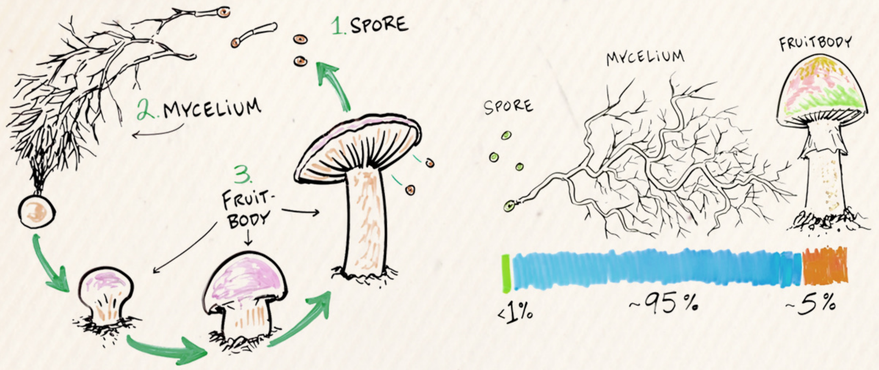


Fig 9. *Illustrations mushroom's three-stage lifecycle & generalized timeline of when the fungal organism is most biologically active* (2020)

Mycelium-based composites (MBC):

biomaterials made with the network of fungi mycelium as a natural adhesive material to organic substrates (Alemu et al., 2022)

- By experimenting with varying fungal species, substrates, pressing and drying methods, a diverse range of properties on the chemical, mechanical, physical, and biological level can be produced in the resulting composites (Aiduang et al., 2022).

- Being able to alter and customise the properties of MBC to suit specific needs, not only grant designers the creative freedom to produce innovative works and products that are highly functional and unique to consumers, but are also versatile in its usage across different industries.

WHY WE THINK MYCELIUM IS THE SUSTAINABLE FUTURE?

- ✔ Easily & cheaply obtained, renewable, biodegradable
- ✔ Kind to earth and humans as they have a low carbon footprint
- ✔ An infinite natural resource, available everywhere in the world as they are nearly under every foot we take on grass or field floors (Defense, 2021)
- ✔ Use significantly less water - including the water used to grow, and dye the final material -, time, space and energy producing mycelium based materials as compared to animal leather and other synthetic materials (Bernardi, 2022)
- ✔ Mycelium filled soil acts as a natural carbon sink, sequestering CO2 from the atmosphere which helps to turning around the climate crisis (The Guardian Labs, 2020)

1.3 BRAND ETHOS, USP & MISSION STATEMENT

MISSION

Our mission is to create a hope for greener planet by advocating consumers of what we believe to be is the 'it' material of sustainability: Mycelium, and that it can change the world.

We believe everyone has a part to play in protecting this earth, our role as a brand is to be the solution, while our customers can be the one to make a difference in their buying choices.



ORIGINAL

Marking our customer's individuality by playing on lines, colours and textures, while blending feminine shoes with masculine styles.

Being original meant to have genuinity and authenticity, staying true to one's character, values and origins.
This is a quality the brand is proud to have.



WELLNESS

Considering the wellness of our environment for a better future is the reason $\varepsilon\hat{v}$ by Rachelle Wong was birthed in the first place. There is no planet B, hence it is one of our core values.

Wellness also means being customer centric by listening and attending to our customer's needs, and innovate to improve accordingly.



TRANSPARENCY

$\varepsilon\hat{v}$ by Rachelle Wong aims to be as transparent as possible about every aspect of the business, like our production processes and sustainability reports. We will breakdown the details that matters so customers can make an informed buying decision.

We do not just talk the talk, but also walk the walk.

"BE THE DIFFERENCE, BE UNIQUELY YOU"



Fig 21. *Watercoloured earth globe puzzle with silhouettes* (2023)



UNIQUE SELLING POINT

• MYCELIUM •

As mentioned in Concept 1.2: Mycelium on why we think mycelium is the sustainable future, the benefits to using the organic material are very favourable for the environment in the long run.
The uniqueness of the material in the way it is produced, how it can be applied onto wearable fashion, it's functional properties and interesting aesthetics are what makes this material stand out from others.

• CUSTOMISATION •

We provide personalisation services to our products such as various colour options for the lining and insock, custom prints on certain materials, different heel height options, and comfort fitting components add ons so that customers can have a shoe truly unique and meaningful to them.





DWELLINGS:

plural noun: **dwellings**

a house, flat, or other place of residence.

DWELL ON/UPON

: to think or talk about (something) for a long time

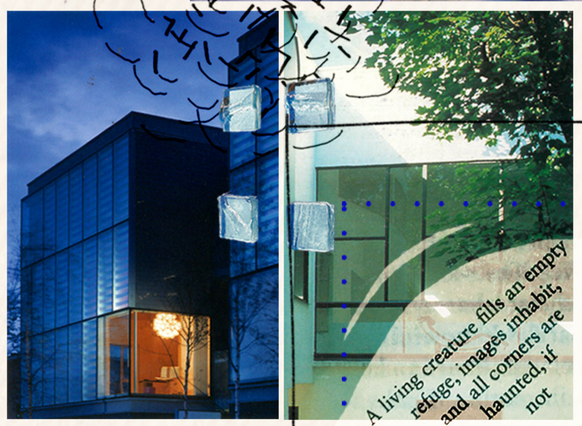
The poetic exploration of **Rachelle's Phenomenological Perspective of Nostalgia**, an investigative study of my personal lived experiences and dwellings that gave meaning to my cherished memories and how they have shaped my sense of belonging in this world, no matter where I am at.

Drawing inspiration from things I love, constantly dwell upon and get drawn to: architecture, transparent objects and film photography. I aim to visually translate the nostalgic emotion and represent the amalgamation of outcomes brought about by the exploration into tangible and wearable footwear, as a means to seek comfort in times of distress and help motivate me to move forward in my life.

ORGANIC ▯ TRANSPARENT ▯ VIVID



My HOME, MORE THAN JUST A HOUSE



Occupied Space
Forgotten Spaces

FAMILIAR SPACES,
AS ONCE
BELONGING

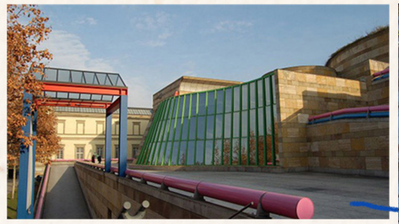
Phenomenology

A philosophical study of the structures of consciousness as experienced from a first-person perspective.

Perception of Space

SPACE IS A MATTER OF
INNER PERCEPTION,
IT IS RELATIVE.

Post-Modernism 1970s-1990s








Parametricism late1990s - now



Modernism 1920s-1960s



Do Ho Suh





SuJung Jo



I love the styling of this specific look. Will be looking into the silhouettes, shapes, colours and materials used in this 1960s era for range planning and last shape research

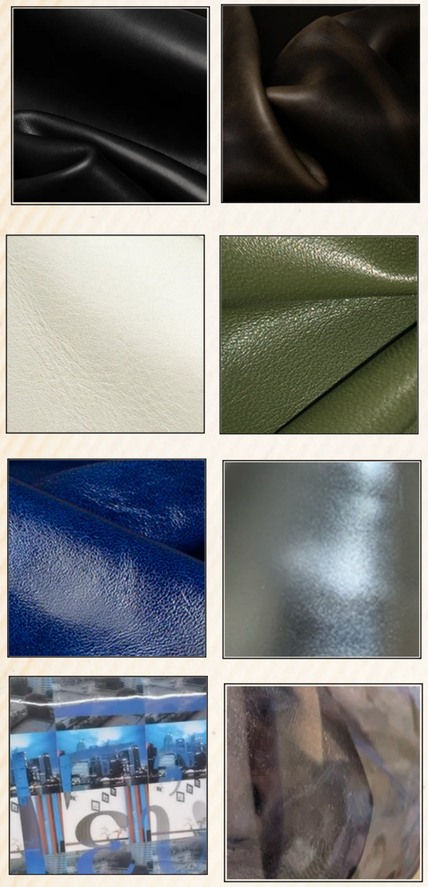
1960s Era ▮ ▮ ▮ ▮ ▮ ▮▮▮



Colour palette is inspired by the nostalgic things that I have been exposed to often in my childhood and are the colours that I am always drawn to naturally.
1960s Space Age era also inspired the futuristic elements like metallic colours and PVC like lenticular material.

BLUE------ melancholy
GREEN------ refresh
SEPIA------- longing
SILVER----- delighted
OFF-WHITE
FADED BLACK

UPPER & LINING



SOLE & HEEL

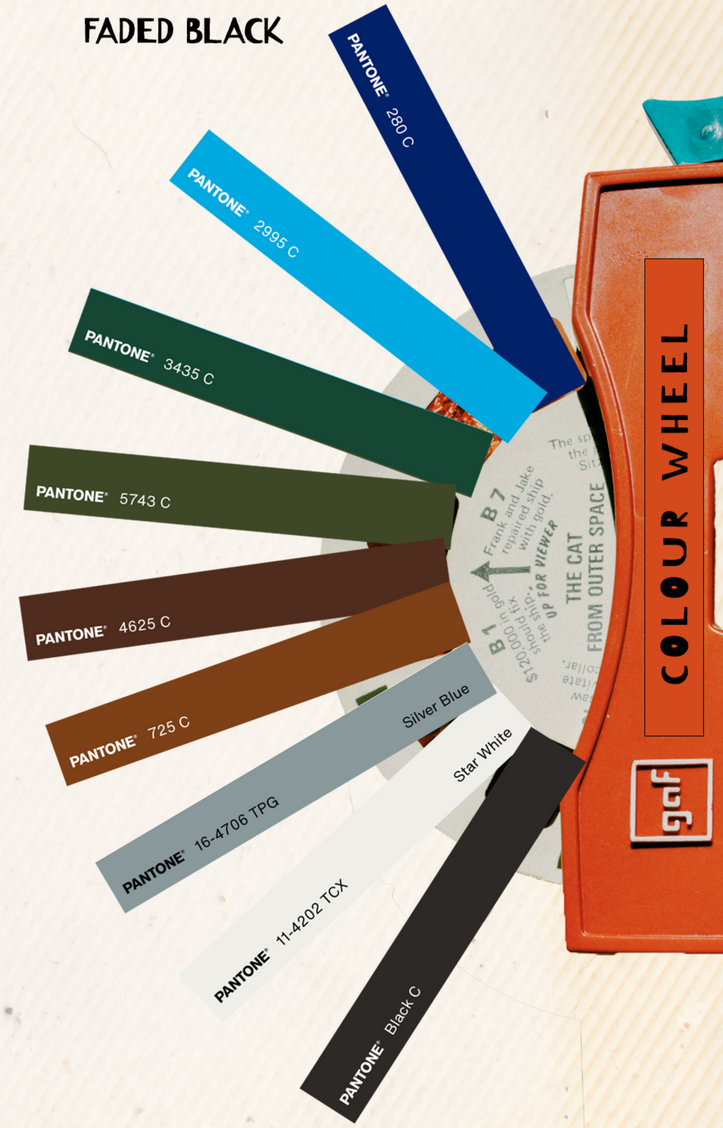


PRINTS



TRIMS





3.1 CUSTOMER PROFILE



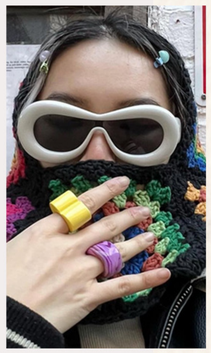












UNIQUE

'IT' GIRL





CREATIVE

MEET VALERIE, aka Val



Who is she?

- 29 year old micro-influencer and freelance content creator based in London.
- Earns about £31k annually (excluding sponsored deals & products)
- A city girl who is confident, highly artistic and creative, with a unique style and individuality.
- Known for her bold and colourful, sometimes futuristic editing style, she does many collaborations with fashion and lifestyle brands and artists from around the world, but especially loves collaborating with those that has strong sustainable ethos.
- As a nature lover, she cares about the wellbeing of people and the environment, and adopts a sustainable living and conscious consumerism lifestyle.
- She uses her voice and platform to promote brands, services or products that address environmental or social issues we face today, and also shows her surpport to movements like Circular Fashion Economy.

Life quotes she live by :

- "Just be true to who you are" • "Be kind to one another" •
- "Appreciate the little things in life and what you have" •

Favourite shopping places :

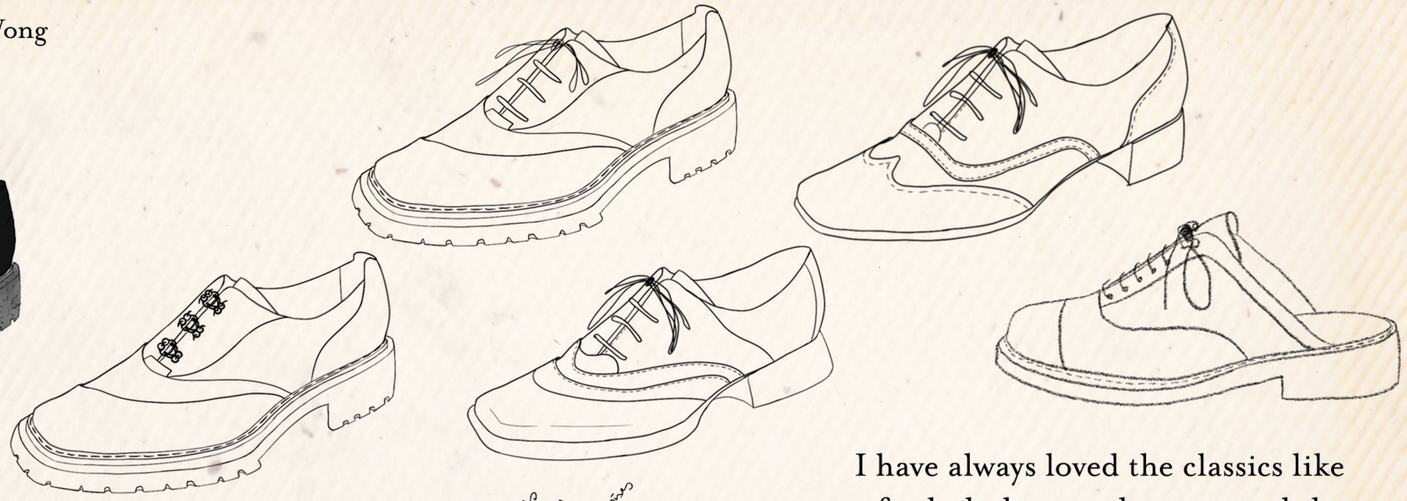
- Vintage boutiques / markets • Indie / local brands • Depop • Arket • Stella McCartney •
- Alexander McQueen • Miista • Vagabond • Axel Arigato • Adidas • Camper • The Eye Place •

In her free time she likes to :

- Go to museums or art exhibitions
- Visit the florist and bookstores
- Taking care of her house plants
- Take her film camera around the city or a park for some film photography shoots
- Does her content video editing in a cafe or library
- Hang outs with her friends in her favourite local bar
- Walk around and shop at flea markets

... DWELLING MEMORIES Oxford, Monkstrap, Loafer Development / Rachelle Wong





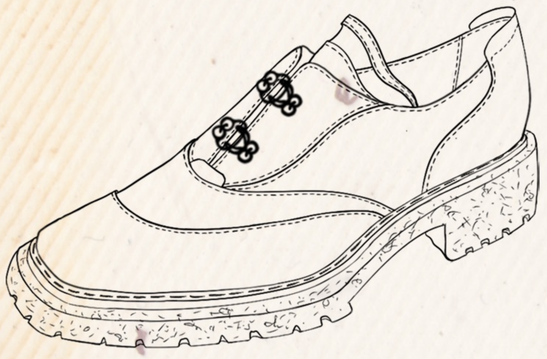
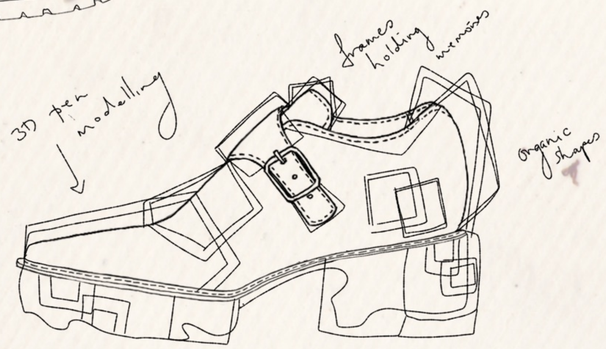




Fig. II. *The Crossword Puzzle Minneapolis Jan. 1983, 1983*



I have always loved the classics like oxford, derby, monkstraps, and the broguings, but have had trouble finding one for women.

So I would build my range around having the classic styles for womens, but with added quirkiness.

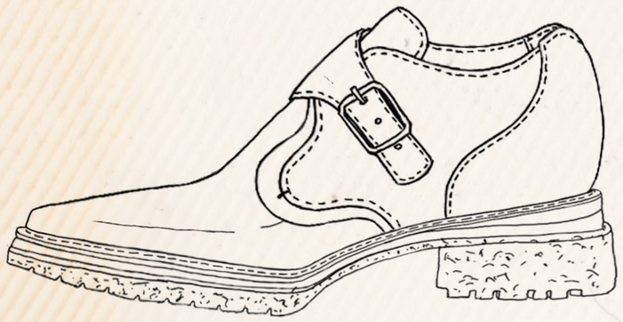
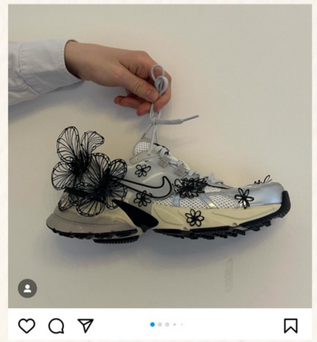


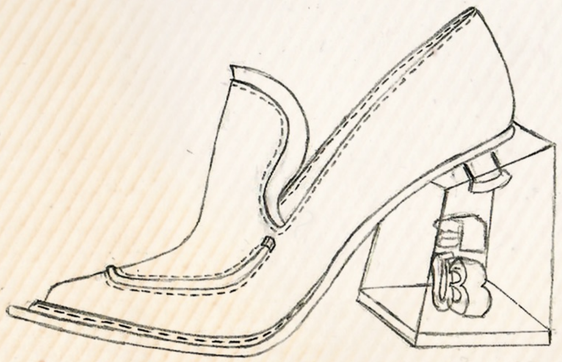


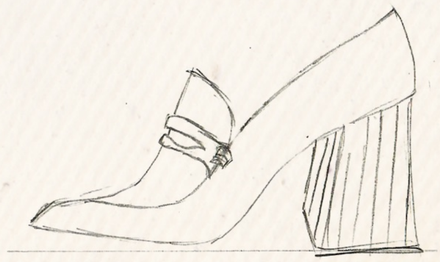
photo collage

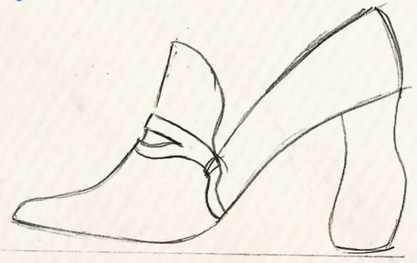


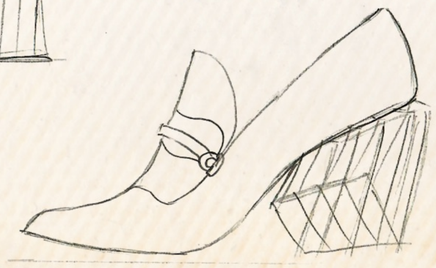


① Oxford ✓
② monkstrap ✓
Derby ×
③ Loafer ✓









1960's

MODs (subculture)



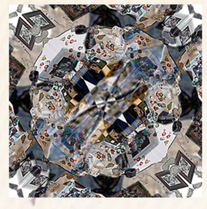


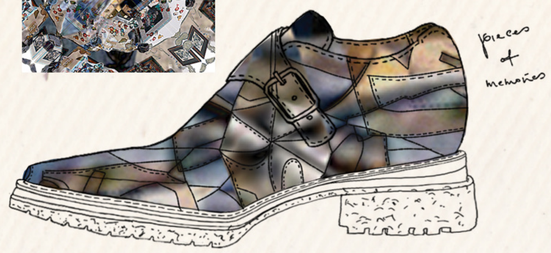
layers of petals of memories

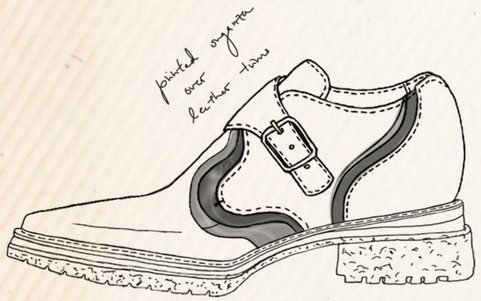


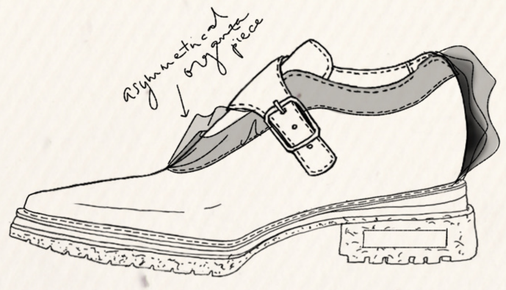


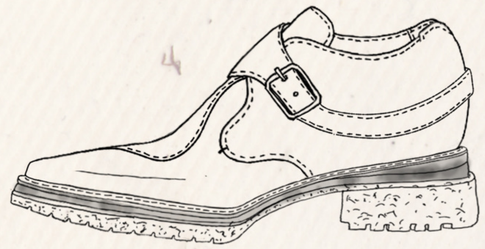


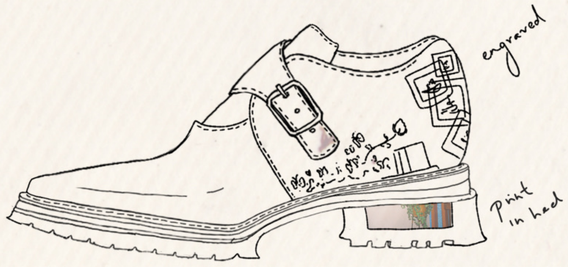


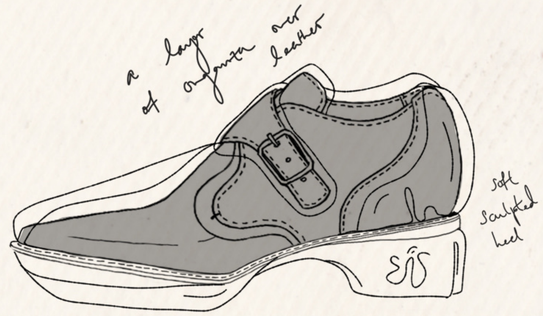


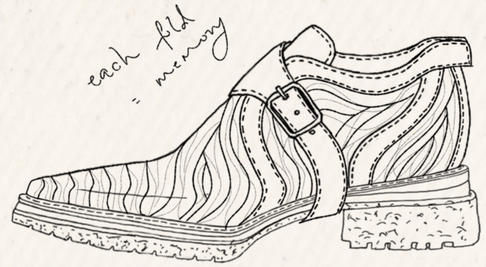


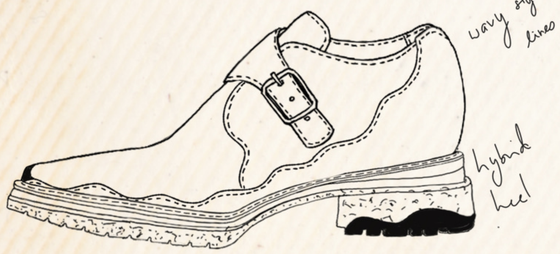




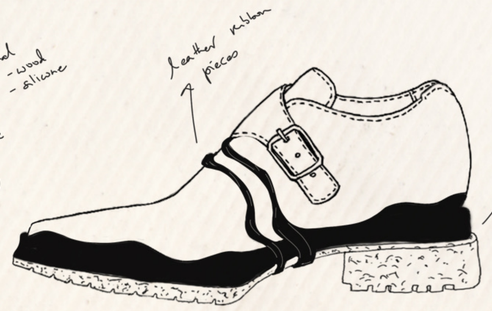


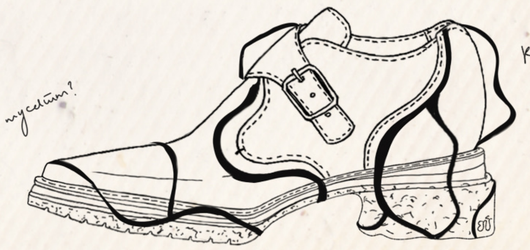


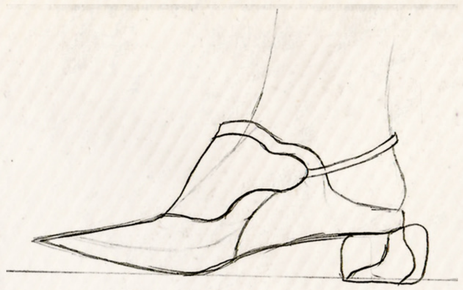






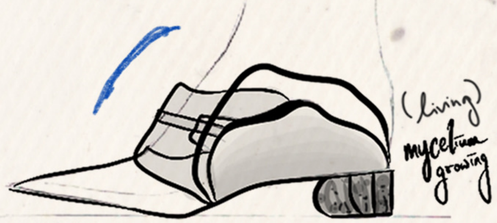




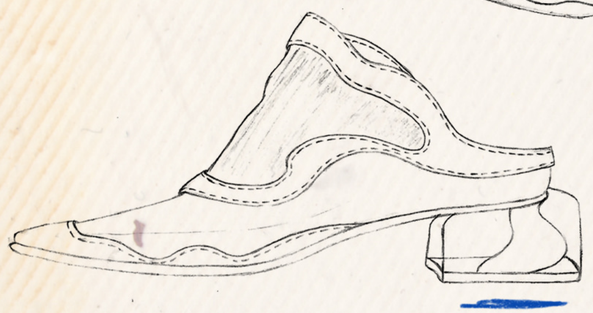
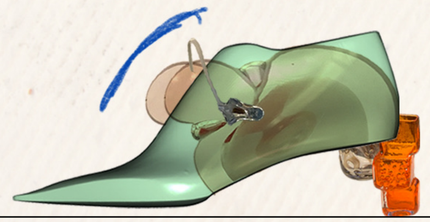
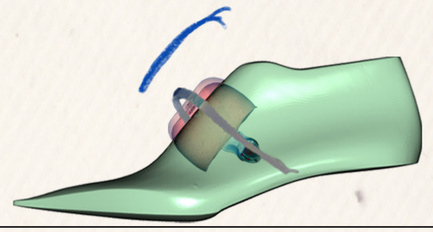
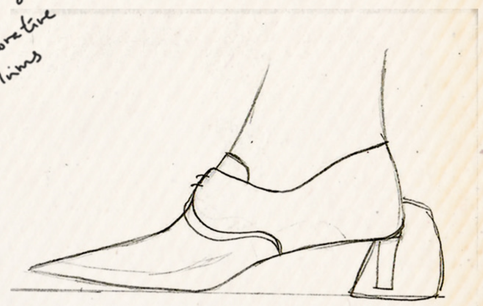
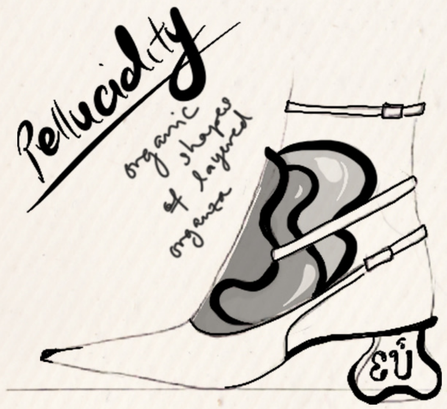





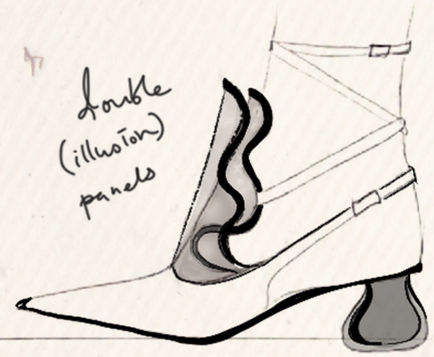


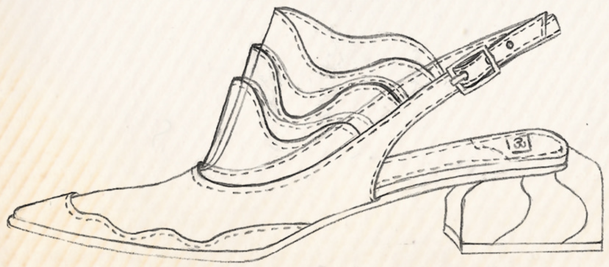
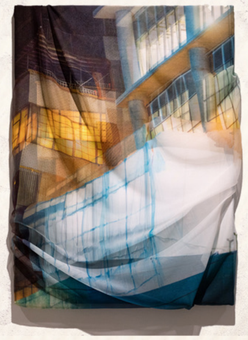


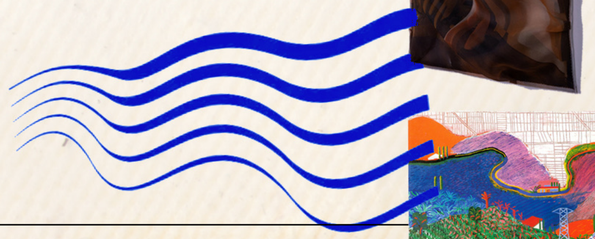


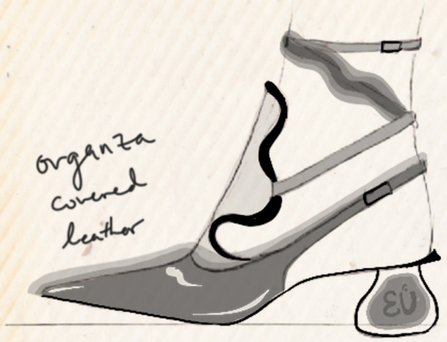





SWIRLS ▯ REPETITIVE ▯ ABSTRACT



printed organza in resin casted heel

PRINT 3



Organza Print Design Experimentation







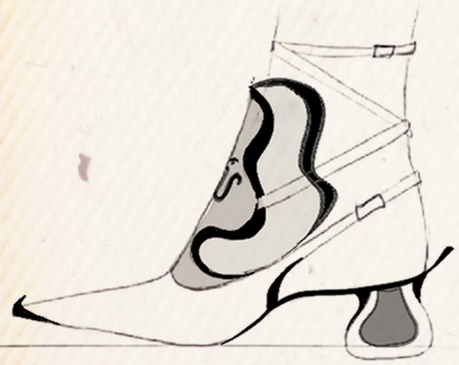
Stitched a socket for the wire, to hole the organza up

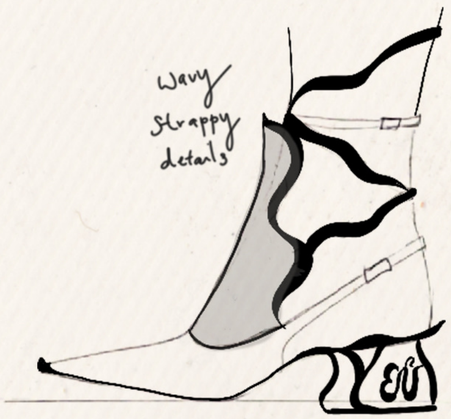
PRINT 1



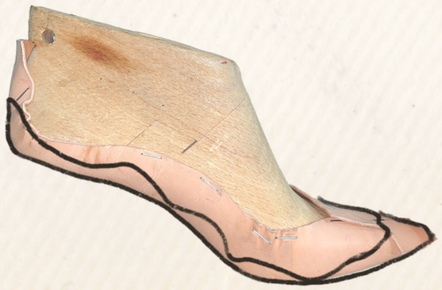














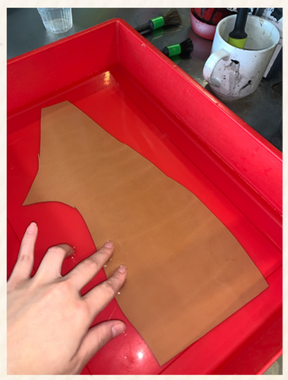




Veg tanned leather

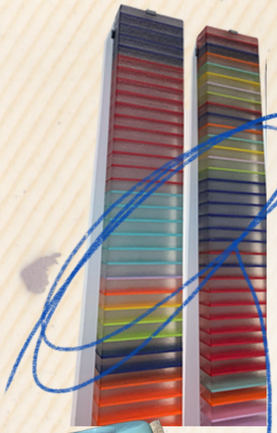


Soak in water, then moulded with staples and let it dry



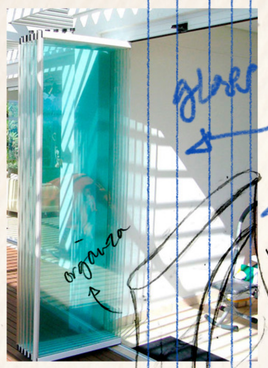


Trying to make a sole that can come up the sides to protect a delicate material like organza



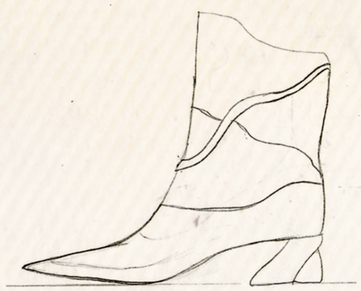


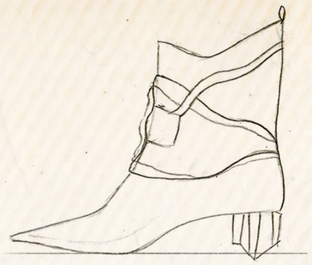


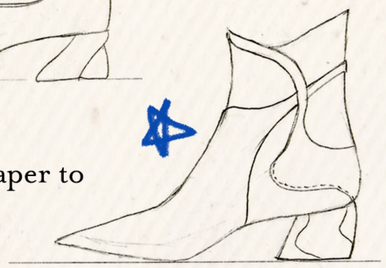


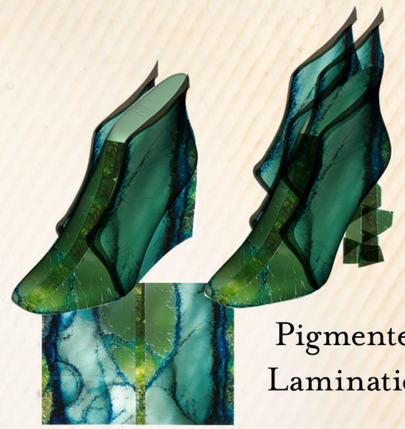


Printed the print for lenticular material on tracing paper to play around with design idea





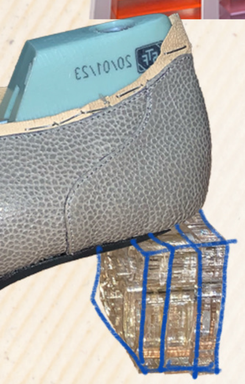




Pigmented Lamination

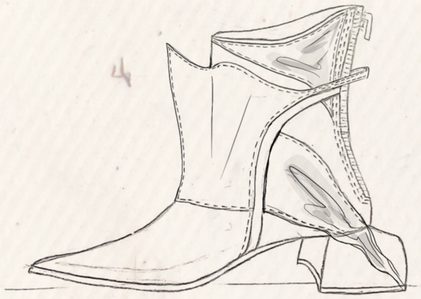


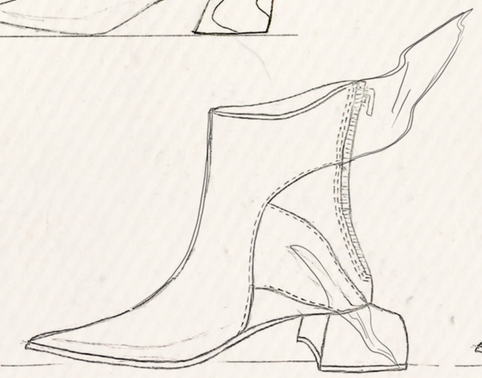
Saw this layered 3D panels on a window display



textile manipulation

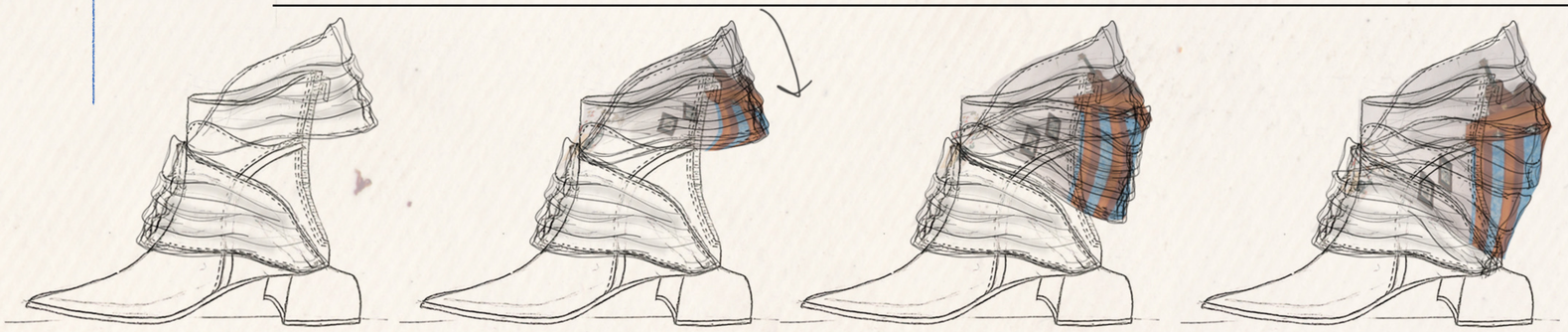






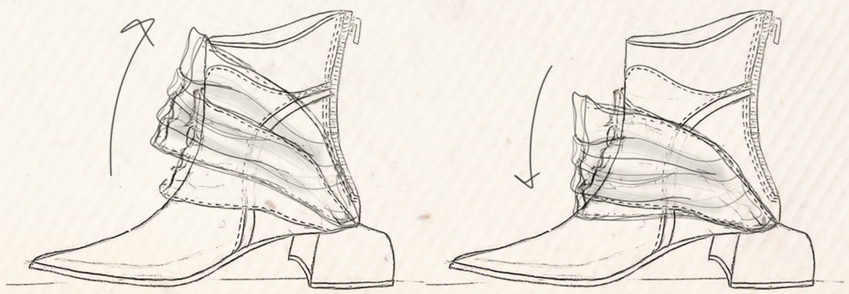




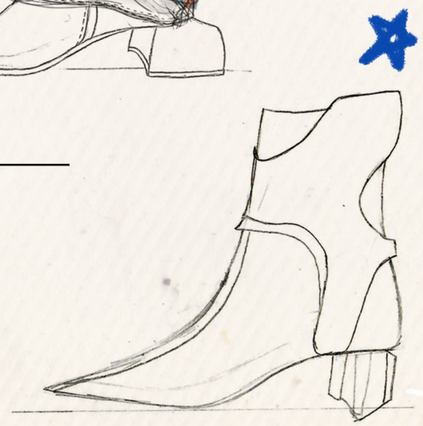


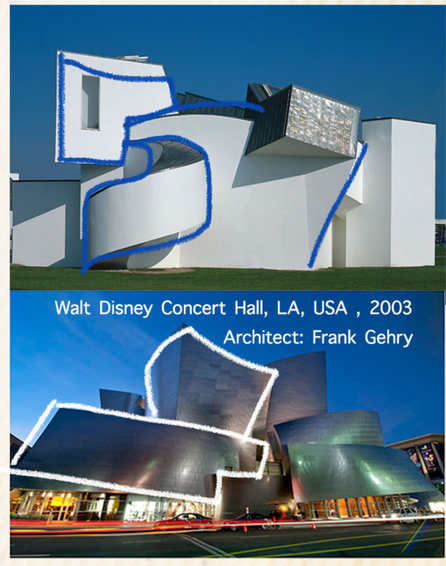
sculptural: extending printed layers





flowy mechanism: flickering memories

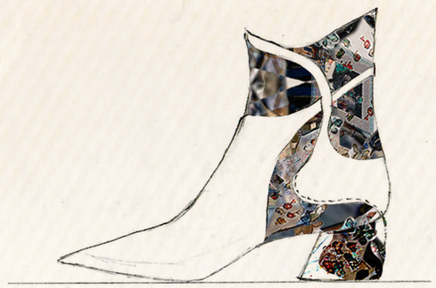


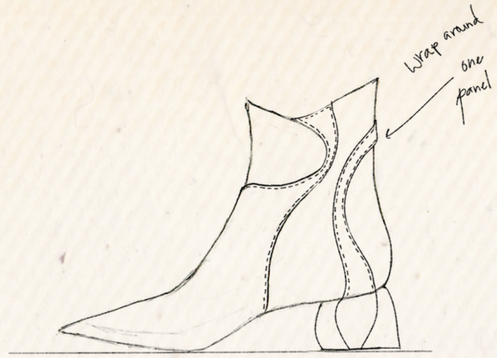


ECLECTIC ▯ ASYMMETRICAL ANGLES ▯ COLOURFUL





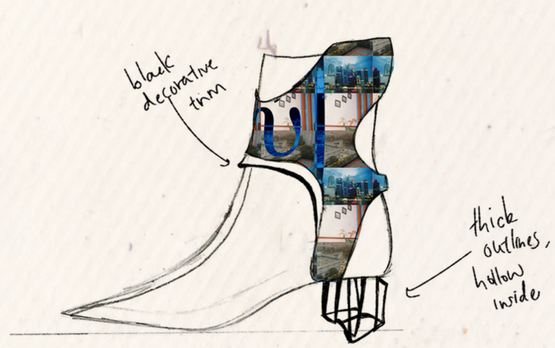


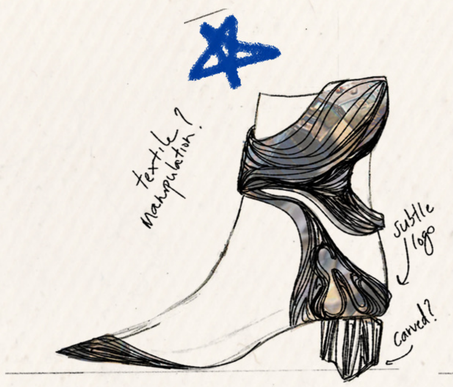

wrap around
one
panel

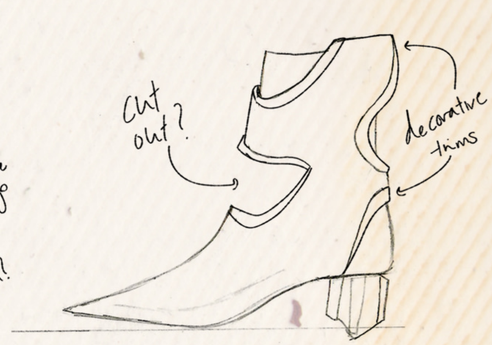

para-
metric-
ism
leather
organza
manipulation

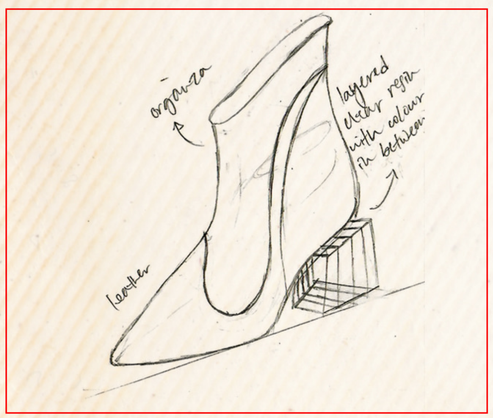


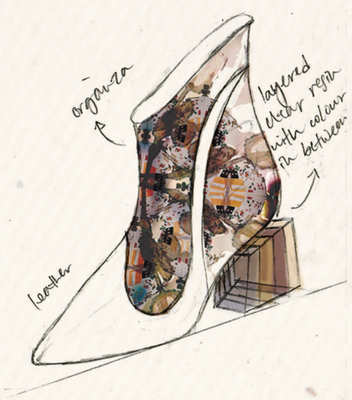

organza
over
leather
mycellium
logo

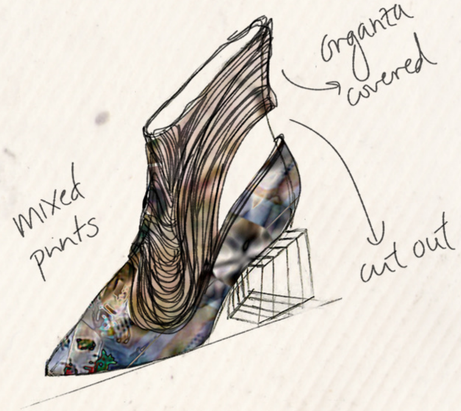

black
decorative
trim
thick
outlines,
hollow
inside

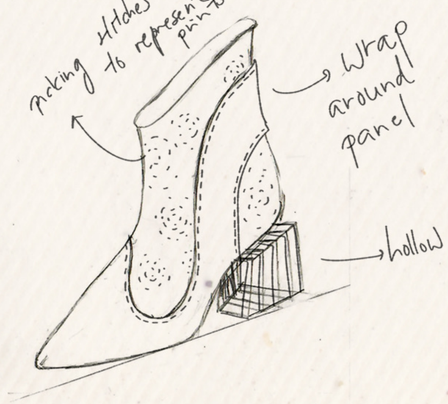

textile?
manipulation
subtle
logo
carved?

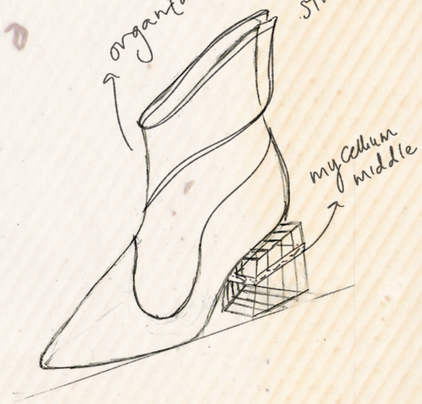

cut
out?
decorative
trims


organza
layered
leather regn
with colour
in between
leather

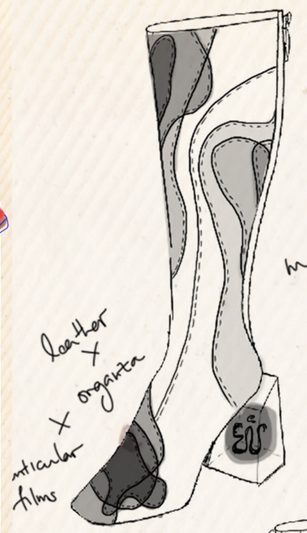

organza
layered
leather regn
with colour
in between
leather


mixed
prints
organza
covered
cut out


picking stitches
to represent
prints
wrap
around
panel
hollow


organza with wire
trims for
structure
mycellium
middle


clear sole unit is cool!
Go Go Boots
– usually made in PVC
– pop of colour / white / two tone with seam down the cent
– mid calf
– low heel


leather
+
organza
+
reticular films


material blocking


Abstract heel shape




asymmetrical lines
I'll keep only the bottom square.




swirl lines of this painting.
cubism



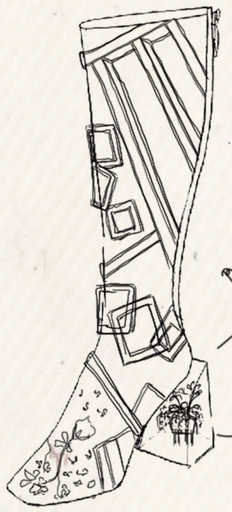


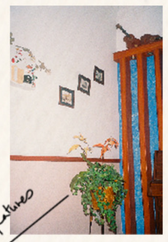

too square

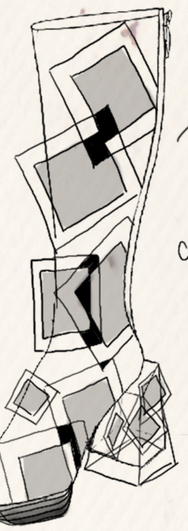



printed organza pieces overlay


Boning to hold organza

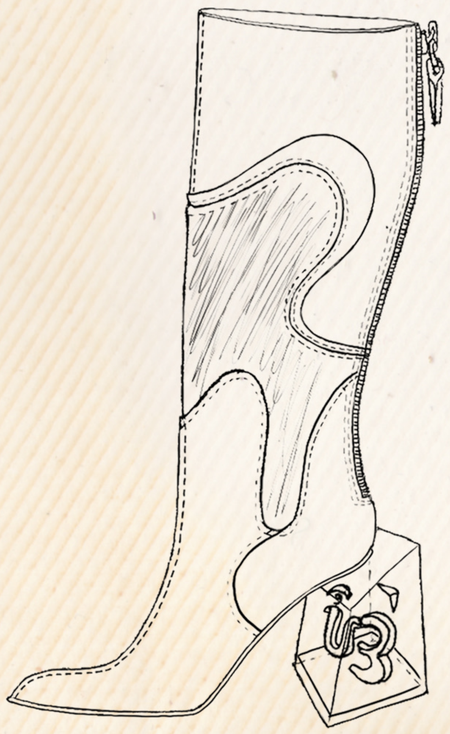

3D printed

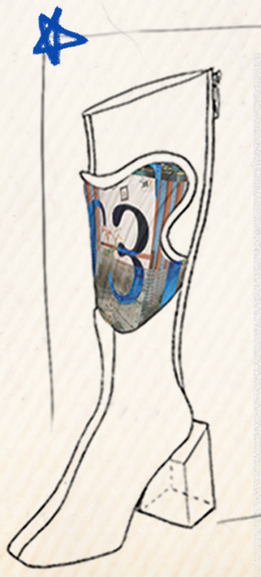

organza pieces of room textures
OR
embroidery

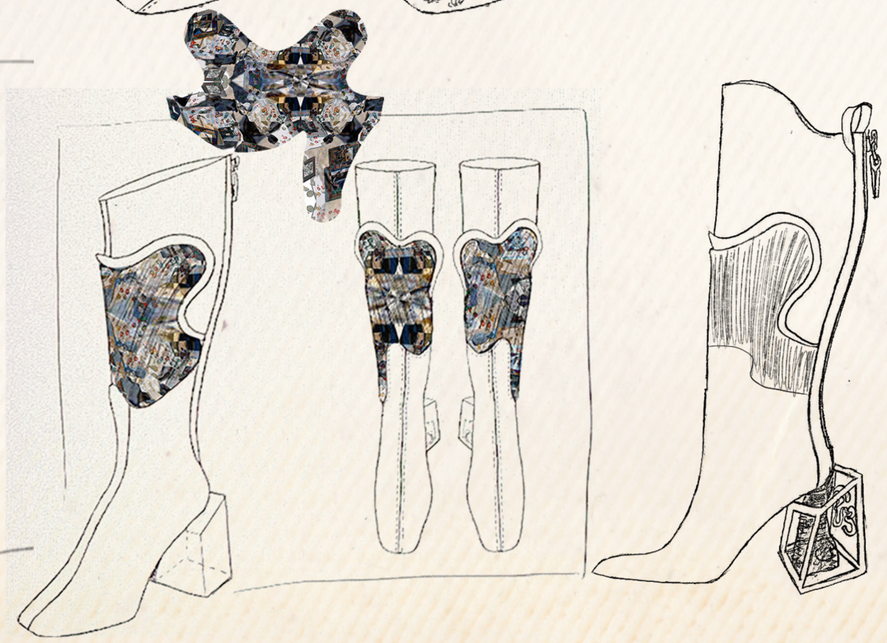



frames
cubism


decorative leather trims
"floating logo"







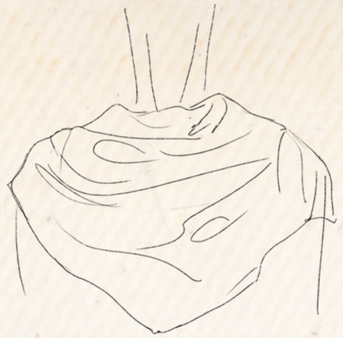



asymmetrical heels

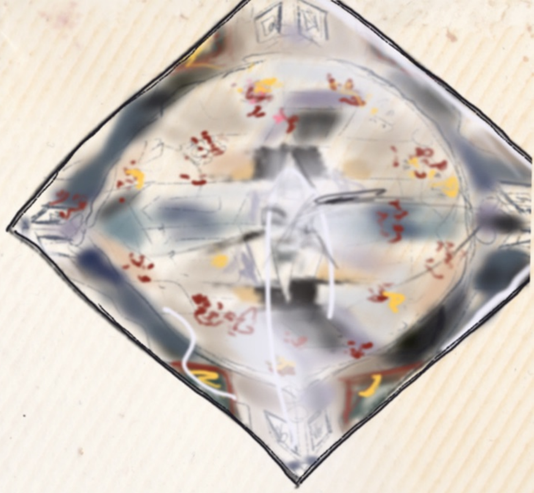












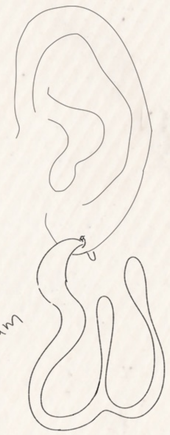
Scarf & Earring Development





PRINT 2

Close to the first print for a 2nd colourway for the scarf















NAMESAKE EARRING are a pair of earrings inspired by the whole collection and Dwelling Memories concept.
Made from mycelium laser cut inner sweirls, featuring the brand's logo EU, is then coated with clear eco resin to created similar illusions as the heels in some of the shoes in the range. Very 1960s styled like.
Comes in 1 colourway.

Measurement: 4cm x 3cm
Fastening System: Sterling Silver Stud

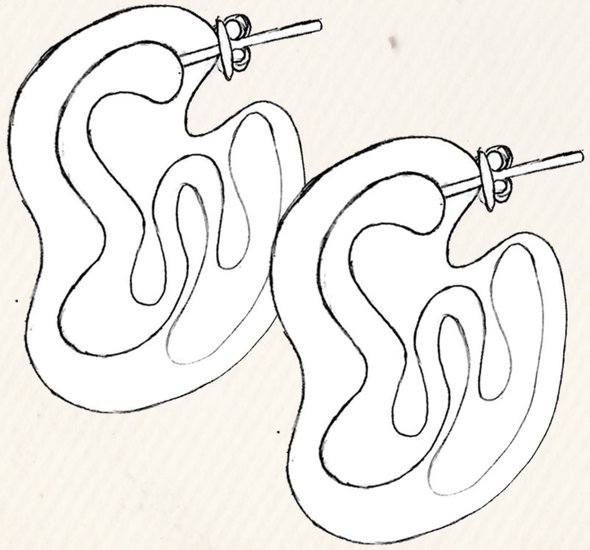


Clear eco resin



Hemp + Mycelium

Star White



NAMESAKE EARRING

Length of each colour bar equates to the ratio of each colour used in this earring

Name is a combination of the words kaleidoscope + colour of the scarf

KALEIDOBLUE is a medium size custom printed square scarf that is inspired by the 1960s accessory piece. As the print is a distinct element in the collection, it is also only natural to have the print in the form of a scarf to show great details of the print as they cannot be seen on a small scale/area when it is on a shoe. As one of the main element of this collection is transparency, this scarf will be made from sheer lightweight chiffon.
It can be used in different ways, such as tying around the head , around the neck or even on the body as a printed scarf top. Kaleidoblue complements the rest of the shoes in this collection.

Measurement: 60cm x 60cm
Edge Finishing: rolled hem



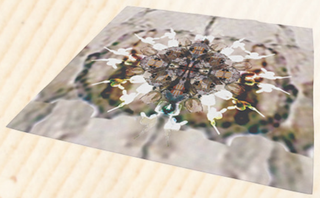
Chiffon 40gsm
(poly)



Colourway 1: Kaleidoblue

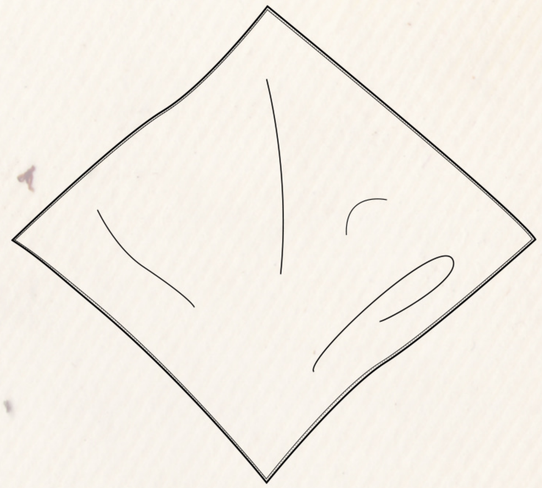


Colourway 1: Kaleidowhite

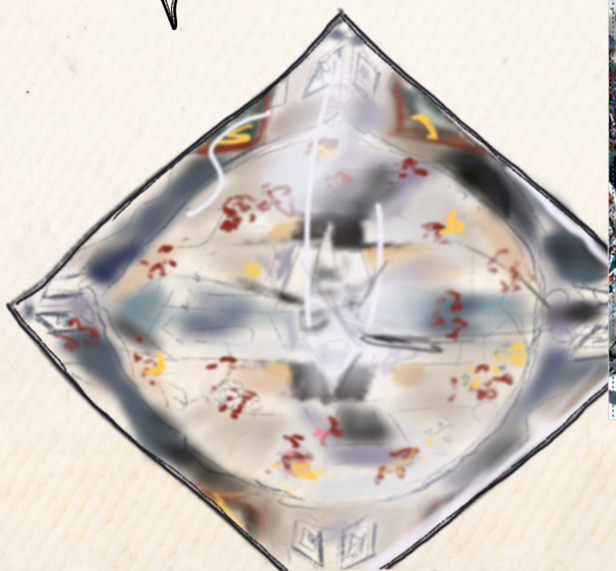


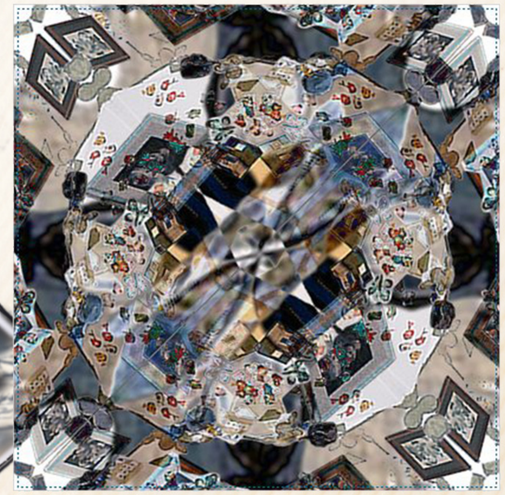






KALEIDOBLUE

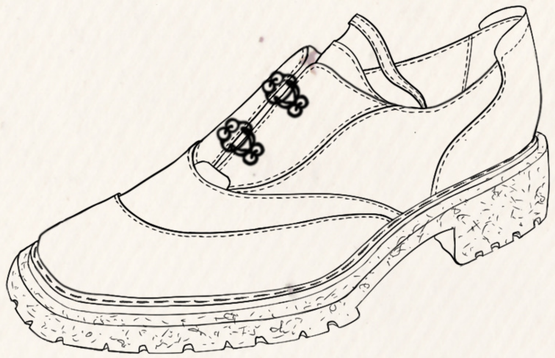




Length of each colour bar equates to the ratio of each colour used in this scarf

JACKIE is a women oxford flat shoe that has features chunky treaded eco rubber sole from Vibram. There is a black randing all around to give the false welt look. Inspired by Post-Modernism architectural styles where buildings are ecclectic, comes with a mish mash of forms and shape. This piece is a mix of a few materials and elements of the concept to create this classic silhouette into a more trendy and interesting style. This shoe would match really well with a mini skirt or pants alike. Comes in 1 colourway.

Sole Height: 3cm
Fastening System: Gunmetal metal hook & eye 25mm
Vibram Sole: Black treaded chunky sole made from recycled rubber





JACKIE

Silver Blue



Metallic Silver Leather



Eco grain oiled cow leather



Kaleidoscope Printed organza



Gunmetal metal hook & eye



Leather Randing



Xscity-eco rubber vibram sole

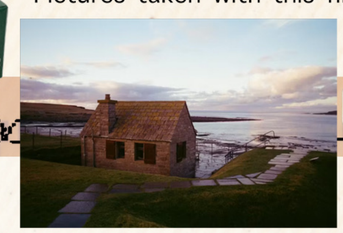
ANTONE® Black C

Star White

Length of each colour bar equates to the ratio of each colour used in this shoe



*Pictures taken with this film to show colour



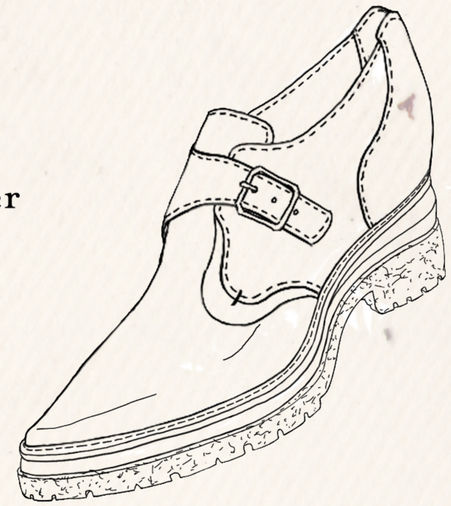


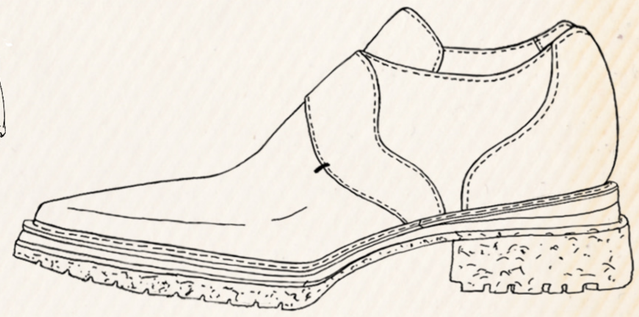


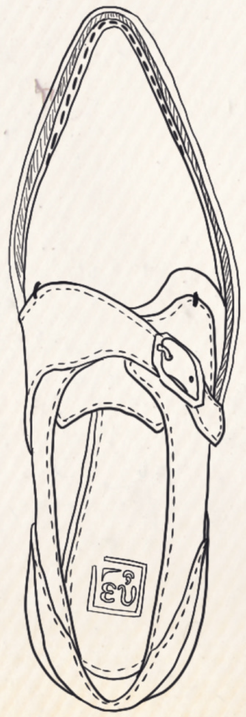
Named after 35mm Film Brand: FPP

CANDIDO 400 is a flat monkstrap with chunky sole that is just a classic style of mens shoe , but for the ladies. Featuring a contrasting swirl line that is inspired by parametricism architectural style, which goes across most shoes in the collection. Logo in the sock is a contrasting gold painted engraved branding. With an oversized chunky sole and false welt, this puts the classic design lines into a more trendy and wearable style for many different outfits.
Comes in 1 colourway.
Candido 400 would match really well with a mini skirt or shift dresses.

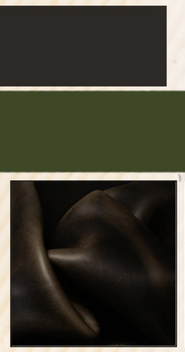
Platformed Sole Height: 5cm
Vibram Sole: Brown treaded chunky sole made from recycled rubber
Fastening System: Antique brass buckle + strap











Eco grain oiled cow leather



Sheep lining leather



Xscity-eco rubber vibram sole



recycled alloy buckle



Mycelium foam platform



Leather randing

Length of each colour bar equates to the ratio of each colour used in this shoe

CANDIDO 400

Named after taking inspiration from Victoria & Albert Museum

VICTORIA is a mid heel slip on mule that features the lenticular print as a centra piece, the short version of the knee boots. Inspired by glass blown objects within the museum, the heel is made of mycelium grown in a sculpted model of the shape, and then casted with eco resin as the heel. Giving the illusion of a heel within a heel.
Comes in 1 colourway.

Heel Height: 4cm
Heel attachment: nail screws drill through mycelium
Sole: Nude leather beveled sole

ONE® 280 C


Aniline Goat Leather

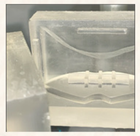

Cow Leather


Soft TPU Lenticular

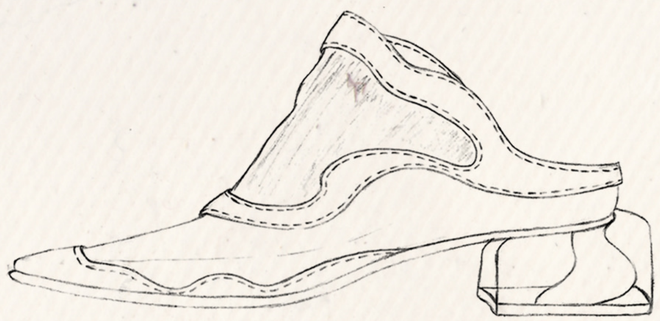

Veg tanned Leather Sole


Clear eco resin


Hemp + Mycelium


SuperFlex (top piece)

Star White





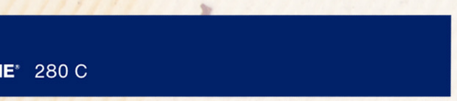
VICTORIA

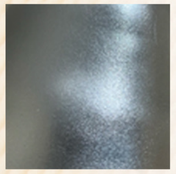
Length of each colour bar equates to the ratio of each colour used in this shoe

Named after taking inspiration from Heydar Aliyev Centre

HEYDAR is a mid heel slingback pumps that features a multi-layer kaleidoscope printed organza on the upper to mimic the building's curves. This slingback kitten heel is also inspired by the Swinging 60s style.
Comes in 1 colourway.
Heydar would match really well with a maxi dress or skirt.

Heel Height: 4cm
Fastening System: Silver rectangle full buckle 10mm wide
Sole: Nude leather beveled sole



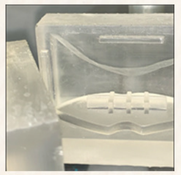

Metallic Silver Leather


Cow Leather


Kaleidoscope Printed organza


Clear eco resin

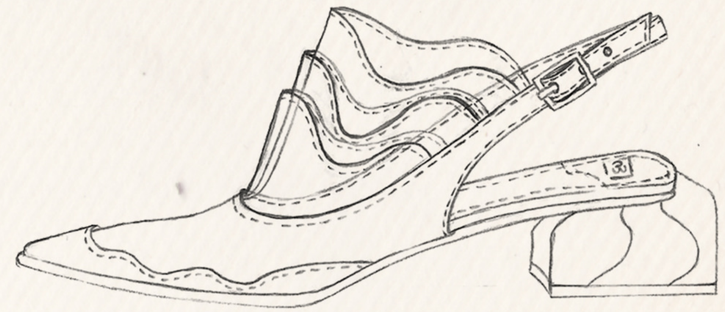

Hemp + Mycelium


SuperFlex (top piece)


Metal buckle

Silver Blue

Star White



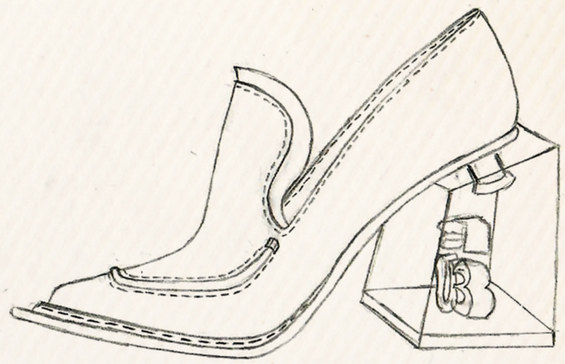


HEYDAR

Length of each colour bar equates to the ratio of each colour used in this shoe

PENY is a high heeled loafer that features a green decorative strip on the tongue and the same heel block as the knee boots. False welt is only from the toe to the waist.
Comes in 1 colourway.

Heel Height: 7cm
Heel attachment: attached with 3D printed hard resin called SuperPP
Sole: Nude leather beveled sole




Eco grain oiled cow leather


Sheep lining leather

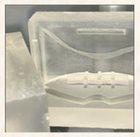

Veg tanned Leather Sole


Leather randing


Clear eco resin


SuperPP (screw)


Hemp + Mycelium


SuperFlex (top piece)



PENNY

Length of each colour bar equates to the ratio of each colour used in this shoe

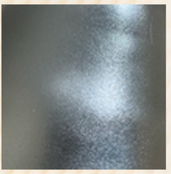
SYLVIA is a mid height ankle boots that features black leather upper with a silver leather decorative upper piece, and then the kaleidoscope printed organza covering as the outer layer. the organza will have only 1 layer. The heel is made from clear eco resin but with a blue tint in betwen each layers as inspired by the glass curtains from Modernism architecture era.
Comes in 1 colourway.



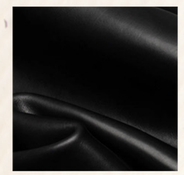
Heel Height: 4cm
Fastening System: Nylon back zipper in white with transparent zipper pull
Sole: Nude leather beveled sole

C

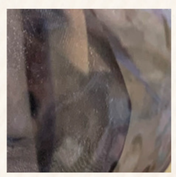
Silver Blue



Metallic Silver Leather



Eco grain oiled cow leather



Kaleidoscope Printed organza



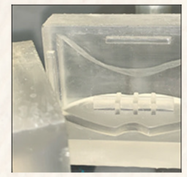
Veg tanned Leather Sole



Clear eco resin



SuperPP (screw)



SuperFlex (top piece)

PANTONE® Black C



SYLVIA

Length of each colour bar equates to the ratio of each colour used in this shoe

*Pictures taken with this film to show colour

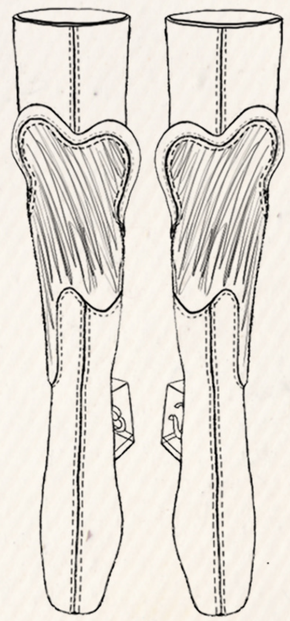




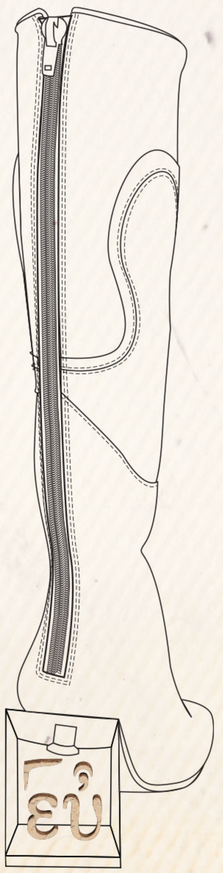
Named after 35mm Film Brand: FPP

BLUE ULTRA is a knee length high heel boots that has eclectic prints that are colourful and bold against the white upper leather and overall silhouette is inspired by the go-go boots of swinging 60s' Space Age fashion. Designed with flickering memories in mind, the unique contact sheet style print is printed on a soft lenticular material that changes visually as you walk, with the logo disappearing and appearing at different viewed angles. Structural aspects of my room and architecture have inspired the block of asymmetrically placed heel made of clear eco-resin and mycelium grown logo suspending in the resin. Comes in 1 colourway.
Blue Ultra would match really well with a mini skirt or shift dresses.

Heel Height: 7cm
Fastening System: Nylon back zipper in white with transparent zipper pull
Sole: Nude leather beveled sole









BLUE ULTRA

Aniline Goat Leather



Cow Leather



Soft TPU Lenticular



Veg tanned Leather Sole



Clear eco resin



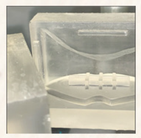
Plastic Nylon No.5 Zip



SuperPP (screw)



Hemp + Mycelium

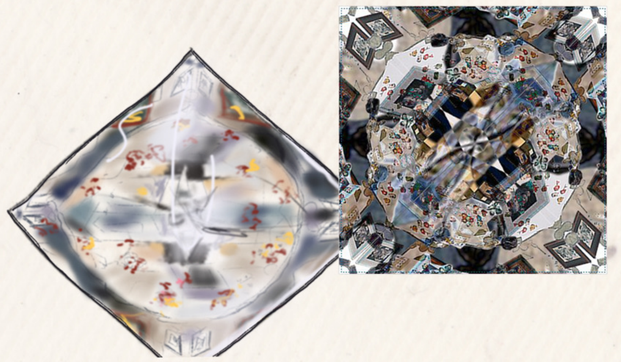


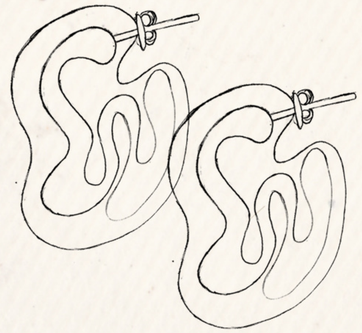
SuperFlex (top piece)

Star White

Length of each colour bar equates to the ratio of each colour used in this shoe

FINAL LINE UP











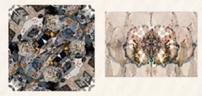
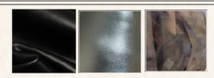
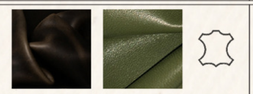
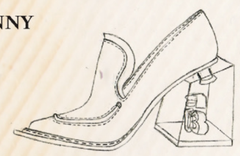
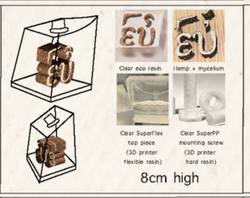
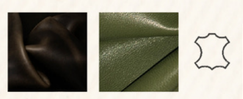








AW 23/24

DESIGN	LAST	SOLE UNIT	HEEL	COLOUR	MATERIALS	TRIMMINGS	SOCK	SIZE	RRP
Namesake Earring  Organic shaped earrings	2 part eco silicone mould to grow the mycelium in	NA	NA	 1 COLOURWAY	 Mycelium & eco-resin	NA	NA	S & M 50mm / 60mm	£45
Kaleido-blue  Printed scarf	NA	NA	NA	 2 COLOURWAY	 Chiffon (poly) 40gsm	NA	NA	One size 60cm x 60cm	£60
Jackie  Oxford flat	 EA 8187 25mm height Flats Square Toe	 Vibram Xscity-eco rubber Oversized, full sole, BLACK + BLACK leather randing		 1 COLOURWAY	 UPPER: Eco-grain oiled leather, silver finish leather, organza LINING: Sheep lining leather	 Gunmetal hook buckle 25mm	 Square toe, Padded full sock with contrasting white stitching	Women UK: 3-8 (no half sizes)	£250
Candido 400  Monkstrap platform flat	 CA 8047 40mm height Pumps Pointed Toe	 Vibram Xscity-eco rubber Oversized, full sole, BROWN + BROWN leather randing + mycelium foam platform		 1 COLOURWAY	 UPPER: Eco-grain oiled cow leather LINING: Sheep lining leather	 Antique bronze Square full buckle	 Pointed toe, Padded full sock contrasting green stitching	Women UK: 3-8 (no half sizes)	£320
Victoria  Mule mid heel	 CA 8047 40mm height Pumps Pointed Toe	 Bevelled & burnished leather Full sole + laser engraved logo & size	Mycelium & eco resin heel block 5cm	 1 COLOURWAY	 UPPER: Cow leather + Aniline goat leather + soft TPU lenticular LINING: Aniline goat leather	NA	 Pointed toe, Padded full sock contrasting green stitching	Women UK: 3-8 (no half sizes)	£385
Heydar  Pumps slingback mid heel	 CA 8047 40mm height Pumps Pointed Toe	 Bevelled & burnished leather Full sole + laser engraved logo & size	Mycelium & eco resin heel block 5cm	 1 COLOURWAY	 UPPER: Cow leather, organza silver finish leather LINING: Sheep lining leather	 Silver rectangle10mm buckle, thin elastic for slingback	 Pointed toe, Padded full sock contrasting green stitching	Women UK: 3-8 (no half sizes)	£435
Penny  Loafer high heel	 EA 8044 90mm height Boots Square Toe	 Bevelled & burnished leather Full sole + laser engraved logo & size	 8cm high	 1 COLOURWAY	 UPPER: Eco-grain oiled cow leather LINING: Sheep lining leather	NA	 Square toe, Padded full sock with contrasting white stitching	Women UK: 3-8 (no half sizes)	£480
Sylvia Ankle Boots mid heel	Add plastic thing to make it into a boot last CA 8047 40mm height Pumps Pointed Toe	Bevelled & burnished leather Full sole + laser engraved logo & size	Clear resin with blue colour in between each layer 4cm high	1 COLOURWAY		White nylon No.5 open ended zip with white teeth + transparent zip pull	Pointed toe, Padded full sock contrasting green stitching	Women UK: 3-8 (no half sizes)	£535
Blue Ultra Below the knee high heel boot	EA 8044 90mm height Boots Square Toe	Bevelled & burnished Leather Full sole + laser engraved logo + & size	8cm high	1 COLOURWAY	UPPER: Cow leather + Aniline goat leather + soft TPU lenticular LINING: Aniline goat leather	White nylon No.5 open ended zip with white teeth + transparent zip pull	Square toe Padded full sock with contrasting white stitching	Women UK: 3-8 (no half sizes)	£600

PANTONE 280 C

PANTONE 2995 C

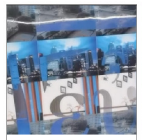
PANTONE 11-4202 TCX Star White

PANTONE Black C

PANTONE 725 C


Cow Leather (Monsoon Linen)


Aniline Goat Leather (Atlantic Blue)

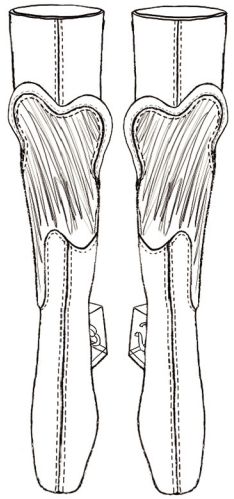

Soft TPU Lenticular (Custom Print)


Veg Tanned (Nude)

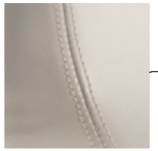

Clear eco resin + hemp mycelium

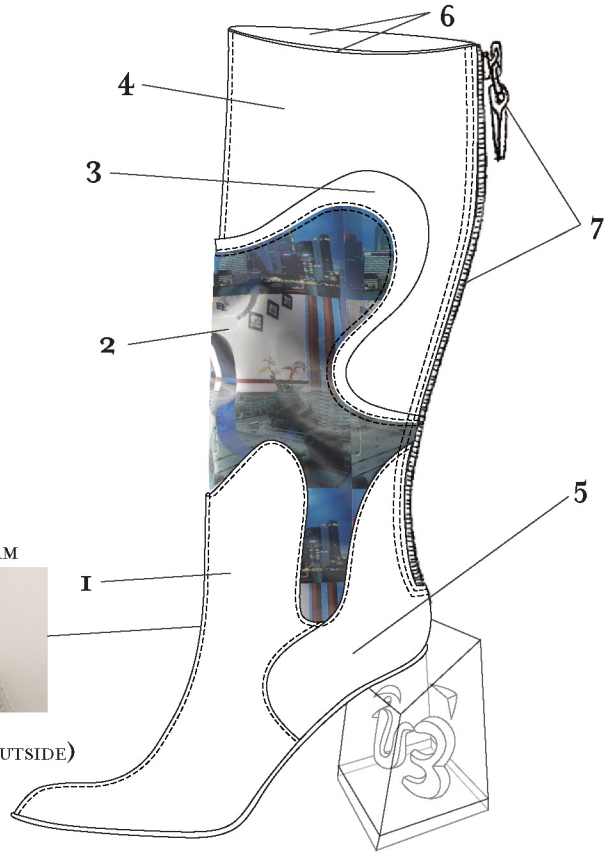

Clear plastic nylon no.5 zipper

*


FRONT VIEW
(LEFT & RIGHT FOOT)


MEDIAL (INSIDE)
3/4 VIEW


1B
SILK SEAM



LATERAL (OUTSIDE)
SIDE VIEW

NO	COMPONENTS	MATERIAL *	COLOUR REF	DETAILS	SUPPLIER
1	***UPPER*** - front vamp	Cow Leather (Monsoon Linen)	Pantone 11-4202 TCX (Star White)	**A** **Thickness:** 10mm after splitting **B** Folded topline & silk seam centre, **white** bonded nylon thread 60wt, 1.6-1.7 SPI	A&A Crack & Sons
2	***UPPER*** - lenticular piece	Soft TPU Lenticular	Custom Print	**A** (See page 3 of 4 for measurements) **B** Raw edge, 1.6-1.7 SPI **white** bonded nylon thread 60wt	Alibaba (Hunan Bosida Printing&Packaging Co)
3	***UPPER*** - Decorative strip	Aniline Goat Leather (Atlantic Blue)	Pantone 280C (Dark blue)	**A** (See page 3 of 4 for measurements) **B** Raw edge, 1.6-1.7 SPI **blue** bonded nylon thread 60wt	A&A Crack & Sons
4	***UPPER*** - leg piece	Cow Leather (Monsoon Linen)	Pantone 11-4202 TCX (Star White)	**A** **Thickness:** 10mm after splitting **B** Bagged topline & silk seam centre, **white** bonded nylon thread 60wt	A&A Crack & Sons
5	***UPPER*** - counter piece	Cow Leather (Monsoon Linen)	Pantone 11-4202 TCX (Star White)	**A** **Thickness:** 10mm after splitting **B** Folded topline & open seam counter, **white** bonded nylon thread 60wt	A&A Crack & Sons
6	***LINING***	Aniline Goat Leather (Atlantic Blue)	Pantone 280C (Dark blue)	**A** Thickness: 12mm **B** Bagged topline with lining over upper, **blue** bonded nylon thread 60wt	A&A Crack & Sons
7	***TRIMS*** - back zip	Nylon teeth, plastic zip pull	Transparent & white	**A** Length: 45cm, No. 5, open ended **B** White teeth, transparent zip pull	Etsy (TudorRosePatchwork)

CUSTOMER: by Rachelle Wong

SPEC NO: RW030524A

DATE CREATED: 03. 05. 2024

DUE DATE: 24. 05. 2024

STYLE NAME: Blue Ultra

SEASON: AW 2024/25

LAST NO: EA8044

SIZE: UK 5 (EU 38)

NO OF SAMPLES: 01

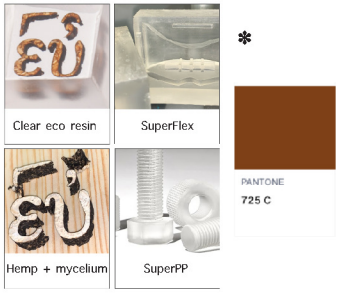
SAMPLE TYPE: Single **Left** Foot

CONSTRUCTION: Cemented

DESIGNER: Rachelle Wong

FACTORY: ɛû by Rachelle Wong's Ateliar (In-house assembly)

No	Components	Material *	Colour ref	Supplier
1	***HEEL*** - block	Bio-based Resin	Transparent	Hobbycraft
2	***HEEL*** - mounting screw	SuperPP (3D Printer Hard Resin)	Transparent	3DMaterials
3	***HEEL*** - top piece	SuperFlex (3D Printer Flexible Resin)	Transparent	3DMaterials
4	***HEEL*** - inner logo	Hemp & Mycelium	Pantone 725 C (Brown)	Osmose Studio



Heel Measurements

1 Block

a: 60mm	***c:*** 60mm
b: 60mm	***d:*** 60mm
e: 60mm	***g:*** 85mm
f: 70mm	***h:*** 80mm
i: 50mm	***k:*** 50mm
j: 60mm	***l:*** 65mm

2 Mounting Screw

a: 20mm	***c:*** 25mm
b: 6mm	***d:*** 10mm

This will be 3D printed in hard resin and fixed in the heel block as it is being casted.

3 Top Piece

Match sides ***a-d*** accordingly with heel block, measurements are the same.

Logo: 50mmx50mm

m (thickness): 5mm

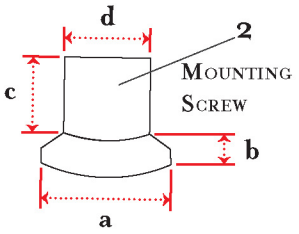
This will be 3D printed in flexible resin with the indented brand logo in the middle.

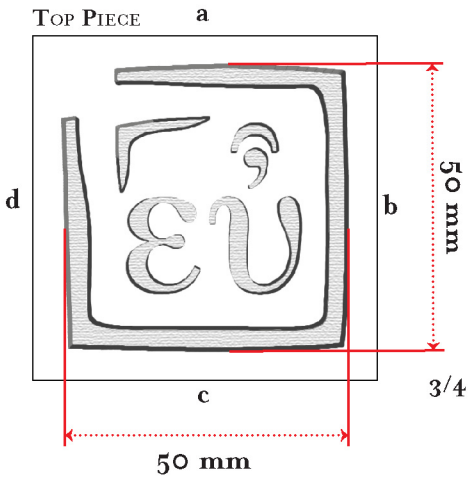
4 Inner Logo

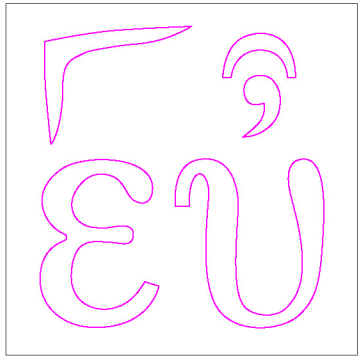
Actual size as shown *

Logo is thickened from original to prevent breakage from laser cutting through

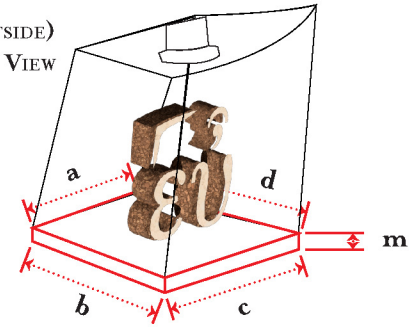
n (thickness): 10mm

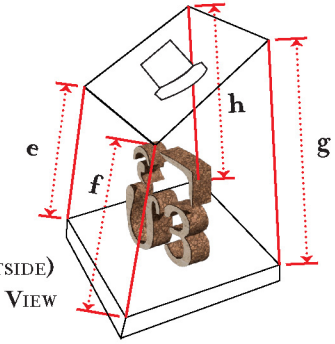


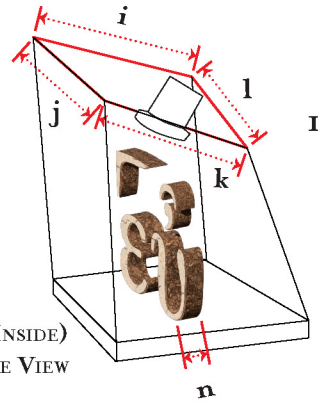


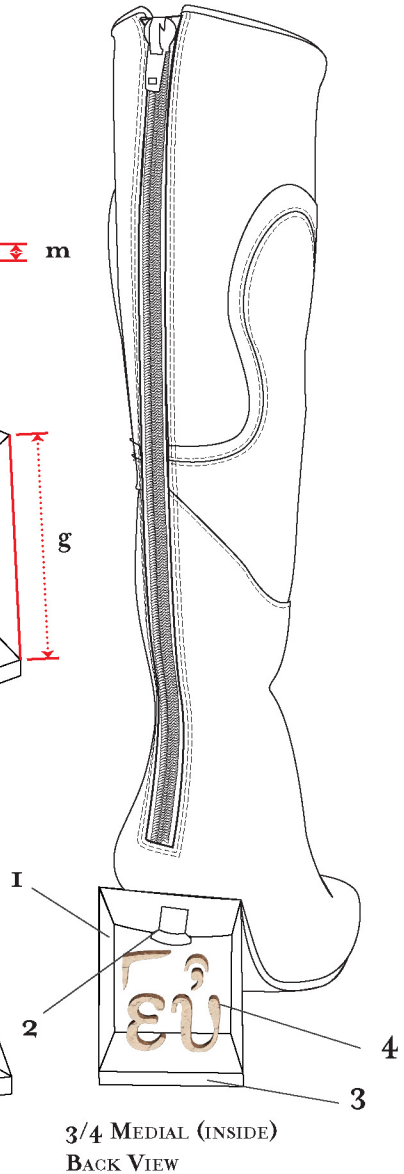


INNER LOGO Laser Cut
Actual Size *









Customer: by Rachelle Wong

Spec No: RW030524A

Date Created: 03. 05. 2024

Due Date: 24. 05. 2024

Style Name: Blue Ultra

Season: AW 2024/25

Last No: EA8044

Size: UK 5 (EU 38)

No of Samples: 01

Sample Type: Single **Left** Foot

Construction: Cemented

Designer: Rachelle Wong

Factory: ɛû by Rachelle Wong's Ateliar (In-house assembly)

1	**Upper - Lenticular Piece**
A	*Custom Print :* 40cm x40cm *1 with logo, 1 without logo* for lenticular flip image effect
B	*Lenticular organic shape* *a:* 30.5cm *b:* 29cm *c:* 3cm *d:* 19.5cm *e:* 12.5cm *f:* 28cm
2	**Upper - Decorative Strip**
	a: 1cm *b:* 2cm *c:* 2.5cm *d:* 1.5cm *thickness:* 12mm
3	**Overall Boots easurement**
	(circumference) a: 36cm *(height) b:* 47cm *(calf width) c:* 18cm *(ankle width) d:* 14cm



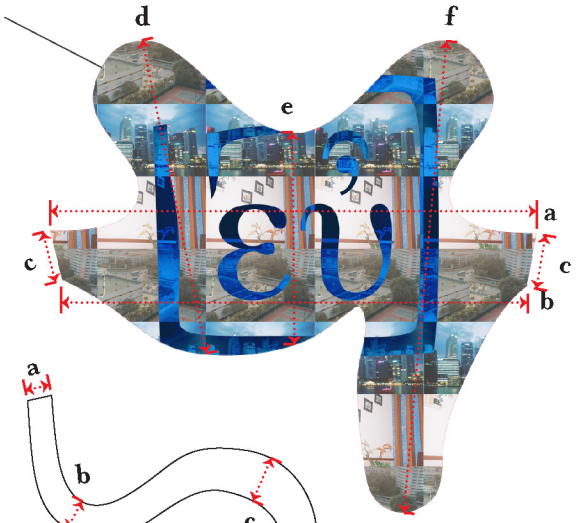
*

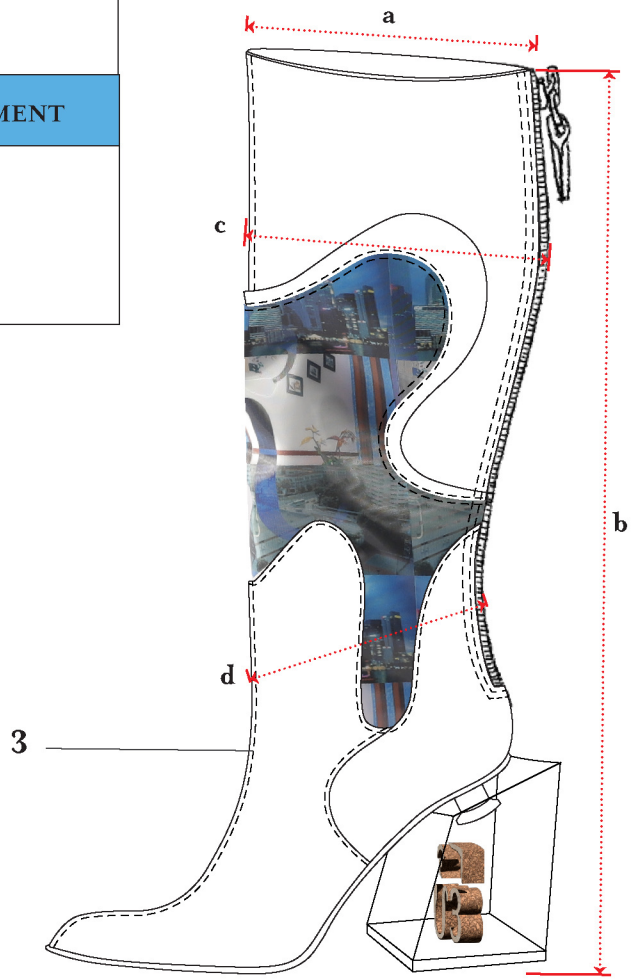
Lenticular print size *

1A

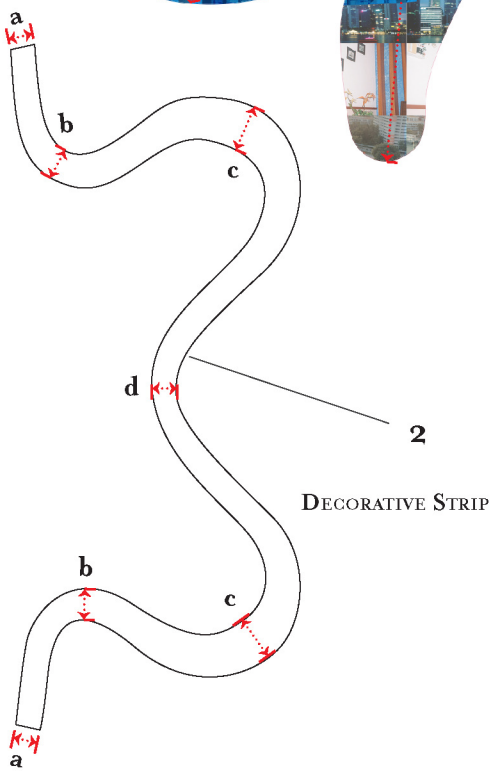


1B





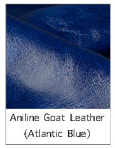
Lateral (outside)
Side View



Decorative Strip

Customer:	by Rachelle Wong
Spec No:	RW030524A
Date Created:	03. 05. 2024
Due Date:	24. 05. 2024
Style Name:	Blue Ultra
Season:	AW 2024/25
Last No:	EA8044
Size:	UK 5 (EU 38)
No of Samples:	01
Sample Type:	Single **Left** Foot
Construction:	Cemented
Designer:	Rachelle Wong
Factory:	by Rachelle Wong's Ateliar (In-house assembly)

No	Components	Material *	Colour ref	Supplier
1	*SOLE*	Veg tanned leather	Nude	Vibram
2	*SOCK LINING*	Aniline Goat Leather (Atlantic Blue)	Pantone 280C (Dark blue)	A&A Crack & Sons



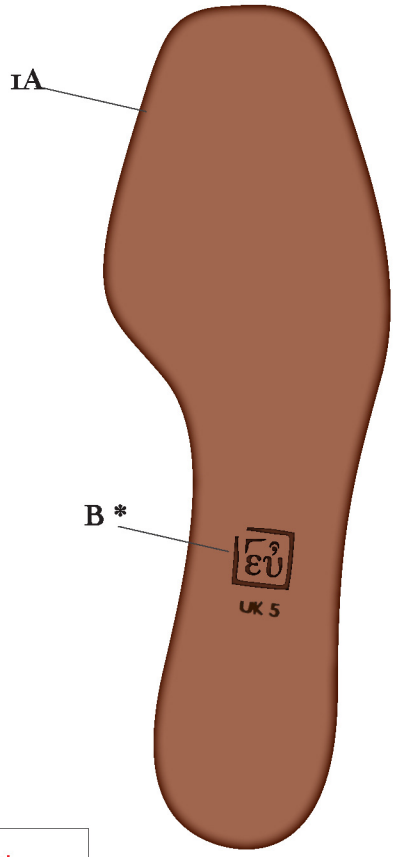


*

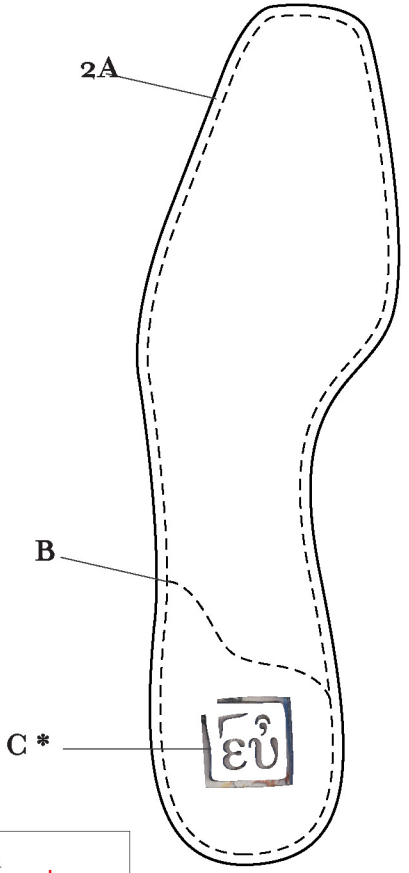


*

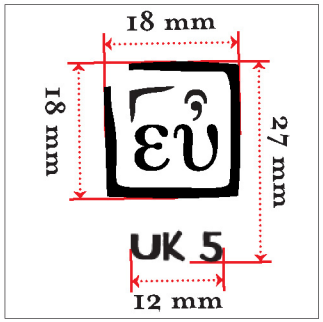
1	Sole
A	***Edge Finishing:*** Bevelled and burnished
B	***Shoe size font:*** BM Kirang Haerang, 8pt ***Brand Logo:*** Laser engraved *
2	**Sock Lining**
A	***Leather Thickness:*** 12mm ***Edge finish:*** Raw
B	***Decorative contrasting stitches:*** 1.7 SPI ***Thread:*** Blue bonded nylon 60wt
C	***Brand Logo:*** Laser cut * And underlay with cut offs of lenticular piece for contrast



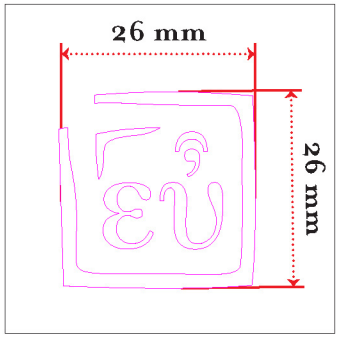
Sole
(left Foot)



Sock Lining
(left Foot)



SOLE Laser Engrave
Actual Size *



SOCK LINING Laser Cut
Actual Size *

Customer: by Rachelle Wong

Spec No: RW030524A

Date Created: 03. 05. 2024

Due Date: 24. 05. 2024

Style Name: Blue Ultra

Season: AW 2024/25

Last No: EA8044

Size: UK 5 (EU 38)

No of Samples: *01*

Sample Type: Single **Left** Foot

Construction: Cemented

Designer: Rachelle Wong

Factory: by Rachelle Wong's Ateliar (In-house assembly)

PANTONE 5743 C

PANTONE 4625 C

PANTONE 725 C

PANTONE Black C


Eco-grain oiled leather (Dark Brown)


Sheep Lining Leather (Olive Green)

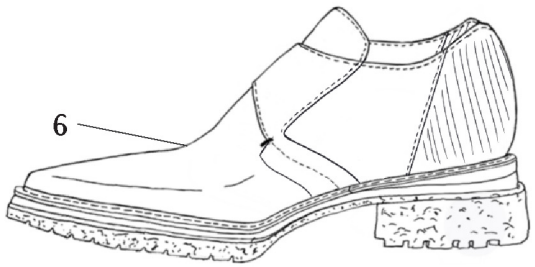

Xscity-eco rubber sole (Dark Brown)


Recycled Alloy Buckle (Aintique Bronze)


Mycelium foam (Dark Brown)


Leather Randing (Dark Brown)

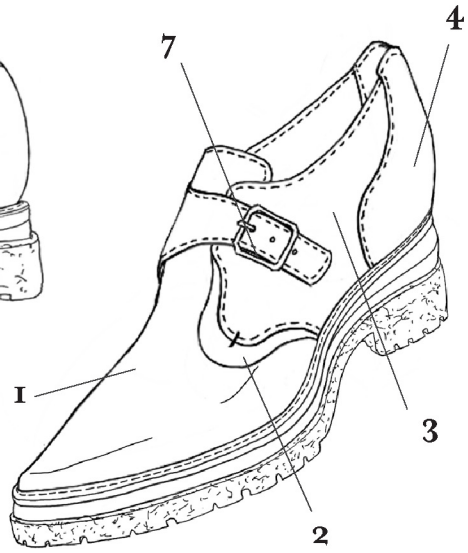
*

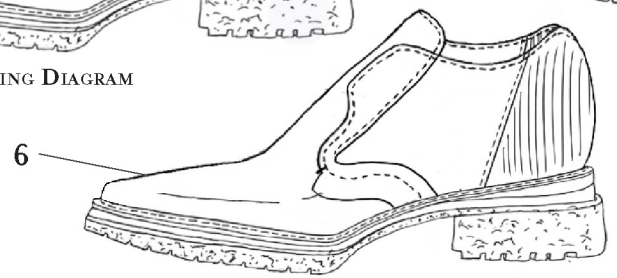


Inside Lining Diagram

Medial (inside)
Side View

3/4 Lateral (outside)
Front View





Outside Lining Diagram

No	Components	Material *	Colour ref	Details	Supplier
1	***UPPER*** - front vamp	CFS Eco-Grain Oiled Leather (Pull-up)	Pantone 4625 C (Dark Brown)	**A** **Thickness:** 8mm split leather + 5mm backer = 13mm upper **B** Raw edge on tongue, 2.2 SPI **dark brown** bonded nylon thread 60wt	A&A Crack & Sons
2	***UPPER*** - decorative strip	Sheep Lining Leather	Pantone 5743 C (Olive Green)	**A** (See page 3 of 3 for measurements) **B** Raw edge + stay stitch of 7mm length **brown** waxed cotton thread 1mm thick	GH Leathers
3	***UPPER*** - outside & insidde quarter	CFS Eco-Grain Oiled Leather (Pull-up)	Pantone 4625 C (Dark Brown)	**A** **Thickness:** 8mm split leather + 5mm backer = 13mm upper **B** Folded topline, 1.8 SPI **dark brown** bonded nylon thread 60wt	A&A Crack & Sons
4	***UPPER*** - back counter	Sheep Lining Leather	Pantone 5743 C (Olive Green)	**A** **Thickness:** 6mm leather + 5mm backer = 11mm upper **B** Folded topline, 2.2 SPI **dark brown** bonded nylon thread 60wt	GH Leathers
5	***UPPER*** - buckle strap	CFS Eco-Grain Oiled Leather (Pull-up)	Pantone 4625 C (Dark Brown)	**A** **Thickness:** 8mm split leather + 5mm backer = 13mm upper **B** Folded topline, 1.8 SPI **dark brown** bonded nylon thread 60wt	A&A Crack & Sons
6	***LINING*** - vamp, counter, outside & inside quarters, buckle strap	Sheep Lining Leather	Pantone 5743 C (Olive Green)	**A** **Thickness:** 7mm leather **B** 1.8 SPI, **olive green** bonded nylon thread 60wt **C** Lining lines have been draw in the diagram above **D** **Shaded counter** uses the **suede side** of the lining leather	GH Leathers
7	***SOCK LINING***	Sheep Lining Leather	Pantone 5743 C (Olive Green)	**A** **Thickness:** 7mm leather **B** 1.8 SPI, **olive green** bonded nylon thread 60wt **C** (See page 3 of 3 for more details)	GH Leathers
8	***LINING*** - insole binding	Sheep Lining Leather	Pantone 5743 C (Olive Green)	**A** **Thickness:** 7mm leather **B** 1.8 SPI, **olive green** bonded nylon thread 60wt **C** **Measurements**: 47cm x 3cm	GH Leathers
9	***TRIMS*** - buckle	Recycled Alloy	Antique Finish Bronze	**A** (See page 3 of 3 for measurements) **B** Full Buckle	Etsy

Customer: ɛû by Rachelle Wong

Spec No: RW080524B

Date Created: 08. 05. 2024

Due Date: 29. 05. 2024

Style Name: Candido 400

Season: AW 2024/25

Last No: CA8047

Size: UK 6 (EU 39)

No of Samples: 01

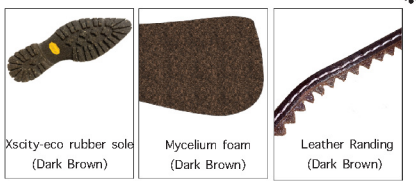
Sample Type: Single **Right** Foot

Construction: Cemented

Designer: Rachelle Wong

Factory: ɛû by Rachelle Wong's Ateliar (In-house assembly)

No	Components	Material *	Colour ref	Supplier
1	*SOLE* - false welt	Leather Randing	Pantone 4625 C (Dark Brown)	Vibram
2	*SOLE UNIT*	Xscity-eco rubber	Pantone 4625 C (Dark Brown)	Vibram
3	*SOLE* - platform	Mycelium foam	Pantone 4625 C (Dark Brown)	Osmose



*

Sole Measurements

1 False Welt

Deck thickness: 4mm ***Overall length:*** 67mm
Deck width: 5mm ***Overall width:*** 17mm
Pinking width: 10mm ***Pinking length:*** 12mm

Type: Pre-stitched with contrasting white nylon thread
SPI: 6mm

2 Sole Unit

A

Widest width: 60mm ***Length:*** 85mm
Type: Oversized full sole

B

Front toe extended width: 10mm
Back heel extended width: 12mm

3 Platform *

A

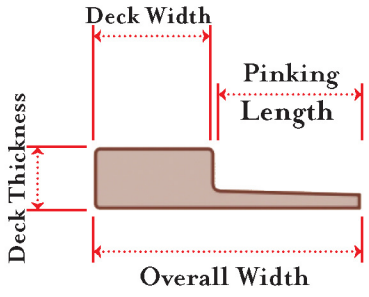
Production: My brand will be working with Osmose Studio to create and grow a moulded platform made from Mycelium and saw dust.

Special request: the platform is to be sanded with a gradual and slight slant from the randing.

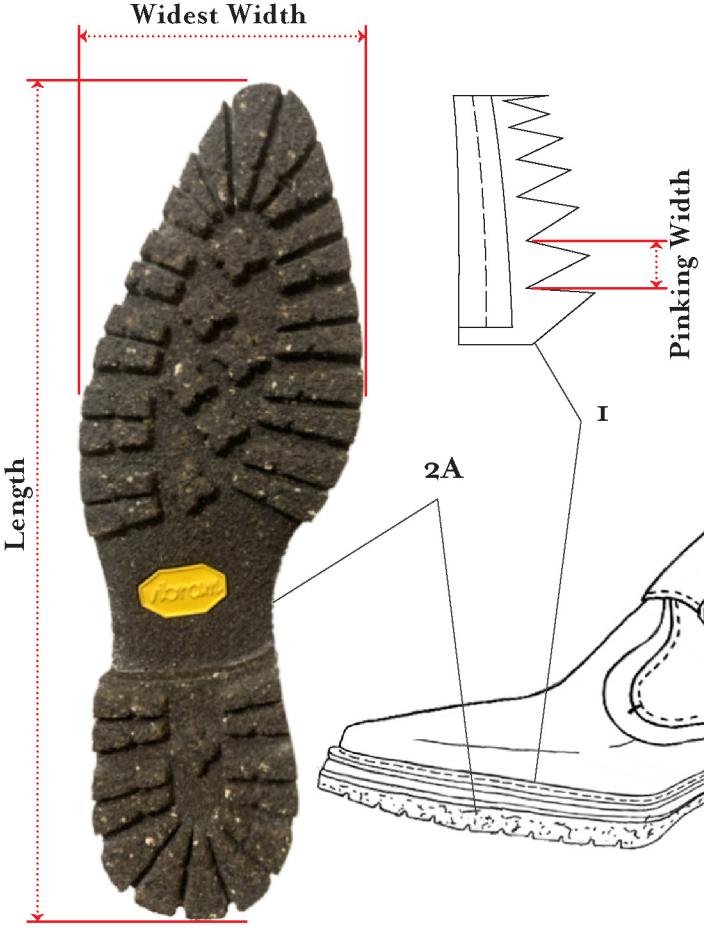
B

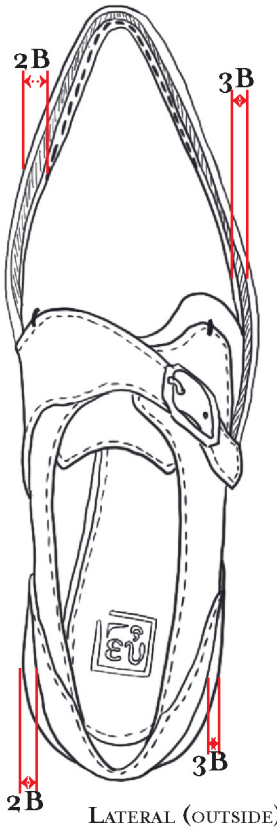
Front toe extended width: 8mm
Back heel extended width: 10mm

The extention difference between the platform and sole should be 2-3mm all around.



Sole
(Right Foot)





Lateral (outside)
Top View

Lateral (outside)
Side View

Customer: by Rachelle Wong

Spec No: RW080524B

Date Created: 08. 05. 2024

Due Date: 29. 05. 2024

Style Name: Candido 400

Season: AW 2024/25

Last No: CA8047

Size: UK 6 (EU 39)

No of Samples: 01

Sample Type: Single **Right** Foot

Construction: Cemented

Designer: Rachelle Wong

Factory: ɛû by Rachelle Wong's Ateliar (In-house assembly)



Eco-grain oiled leather
(Dark Brown)



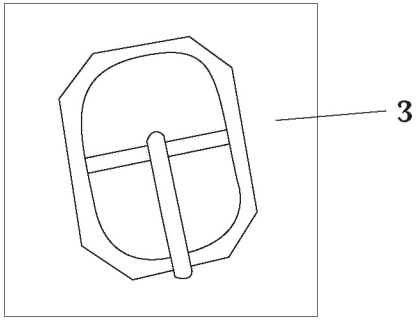
Sheep Lining Leather
(Olive Green)



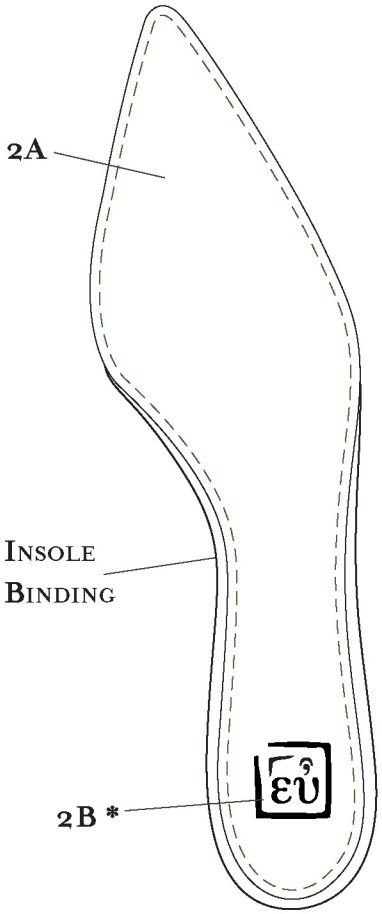
Recycled Alloy Buckle
(Aintique Bronze)

*

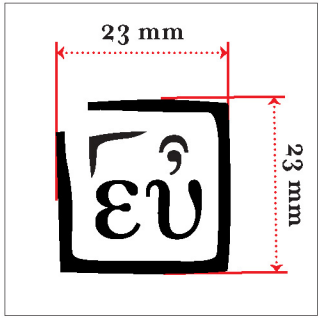
1	**Upper Decorative Strip**
	Edge Finishing: Raw Diagram shown is the actual size of the strip, including sewing and lasting allowance
2	**Sock Lining**
A	***Leather Thickness:*** 7mm ***Edge finish:*** Raw ***Decorative contrasting stitches:*** 1.8 SPI ***Thread:*** Olive Green bonded nylon 60wt
B	***Brand Logo:*** Laser engrave* And colour engrave with leather paint in gold for contrast
3	**Buckle**
	Inner Length: 27mm ***Inner Width:*** 20mm Diagram shown is the actual size of the buckle, so use it for comparison



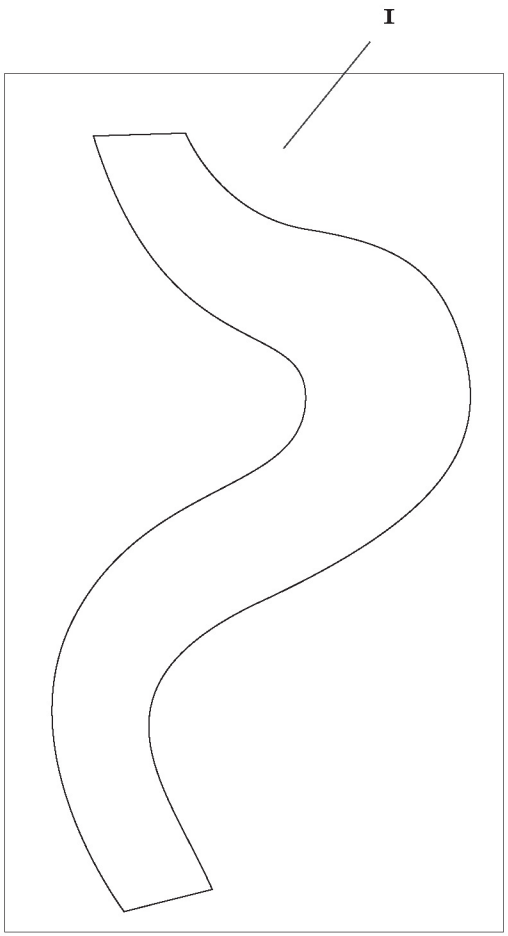
FULL BUCKLE
Actual Size *



Sock Lining
(Right Foot)



SOCK LINING Laser Engrave
Actual Size *



DECORATIVE STRIP
Actual Size *

Customer: by Rachelle Wong

Spec No: RW080524B

Date Created: 08. 05. 2024

Due Date: 29. 05. 2024

Style Name: Candido 400

Season: AW 2024/25

Last No: CA8047

Size: UK 6 (EU 39)

No of Samples: 01

Sample Type: Single **Right** Foot

Construction: Cemented

Designer: Rachelle Wong

Factory: by Rachelle Wong's Ateliar (In-house assembly)

8.1 PACKAGING

SHOE BOX

- The exterior shoe box will be made from recycled carton box (fig 42).
- The interior will contain a mycelium-based composite (MBC) shoe holder that is moulded to fit each style of shoes within the collection (fig 41). There will be no layers of unecessary tissues needed to keep the shoes well shaped within the box.

JEWELLERY BOX

- The exterior jewellery box will be made from MBC just like the shoe box's inner shoe holder, but with a fitted cover to protect the jewellery.
- Each piece of jewellery will be keept in a biodegradable frosted bag for sanitary purpose (fig 40).

SHOE BAG

- Made from 100% recycled cotton bag to store and carry the shoes (fig 43).
- Will be used for orders made from own website, social media and LDC's pop up booth only
- For sales sold through htown and LDC's website and physical retail, paper bag will be from the respective retailers.

All MBC packagings are customisable to any shape, size and surface finish.

CONSUMERS CAN CHOOSE TO USE THEM AS OTHER STORAGE PURPOSES AS WELL.

ALL COMPONENTS OF THE PACKAGING WILL BE BIODEGRADABLE / COMPOSTABLE / RECYCLEABLE AS THEY ARE MADE FROM 100% ORGANIC MATERIAL.



Fig 40. *ɛṷ by Rachelle Wong jewellery box idea* - mycelium shoe box made by Mr. Bailey and Adidas (2022)

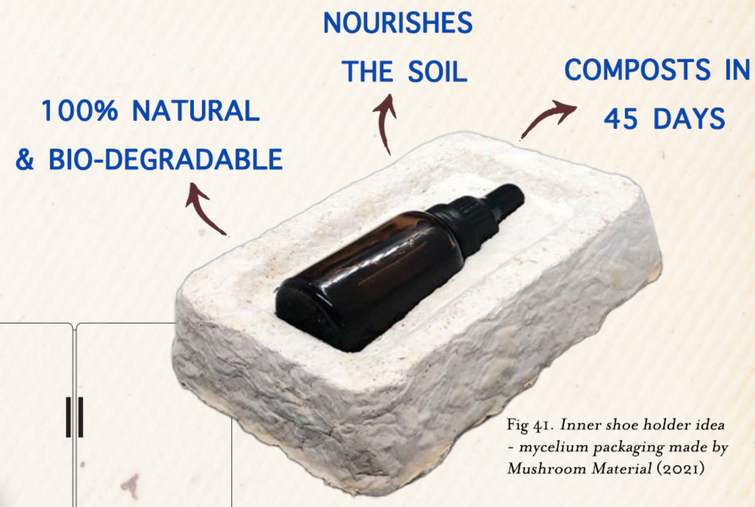


Fig 41. *Inner shoe holder idea - mycelium packaging made by Mushroom Material* (2021)

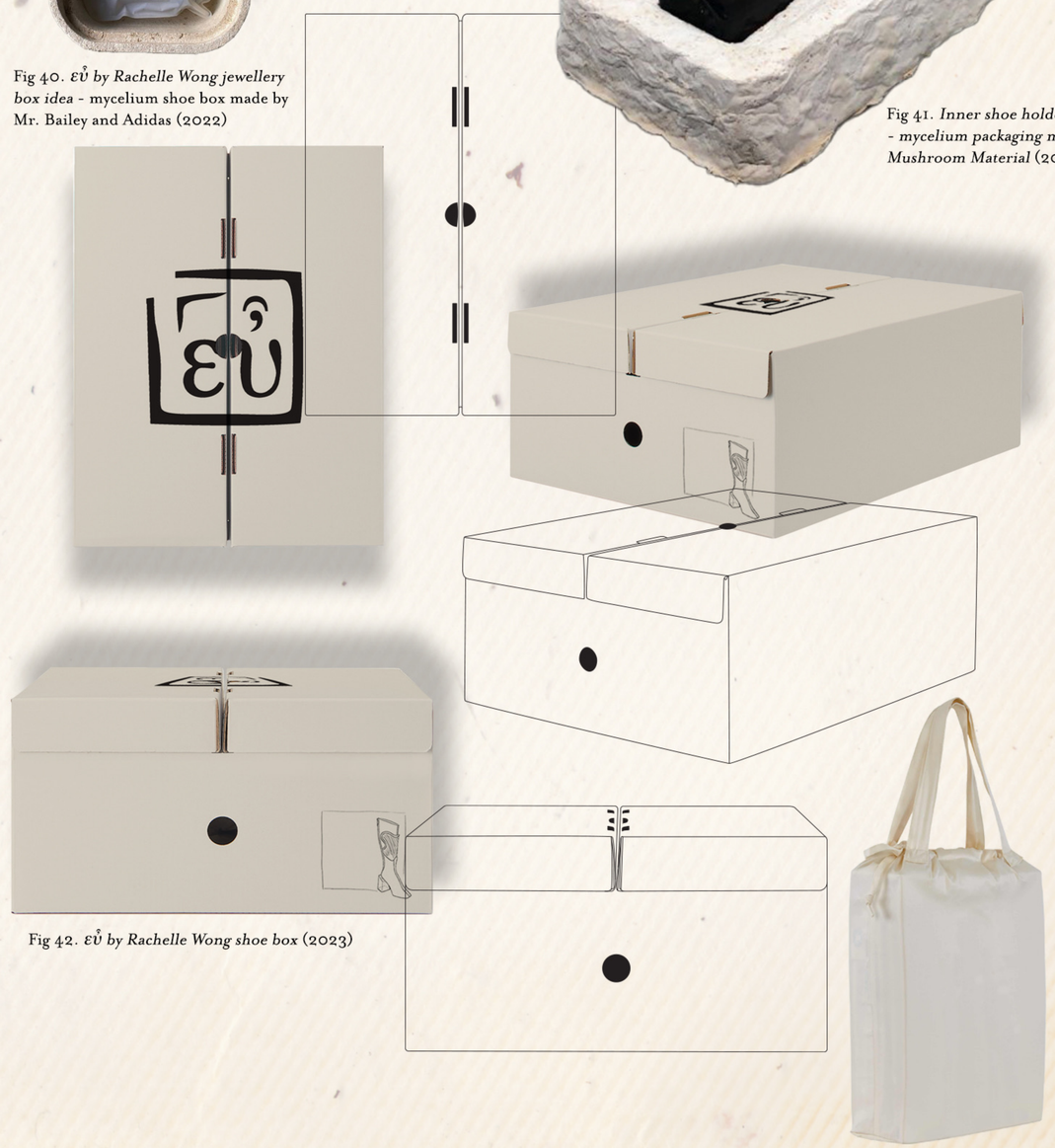
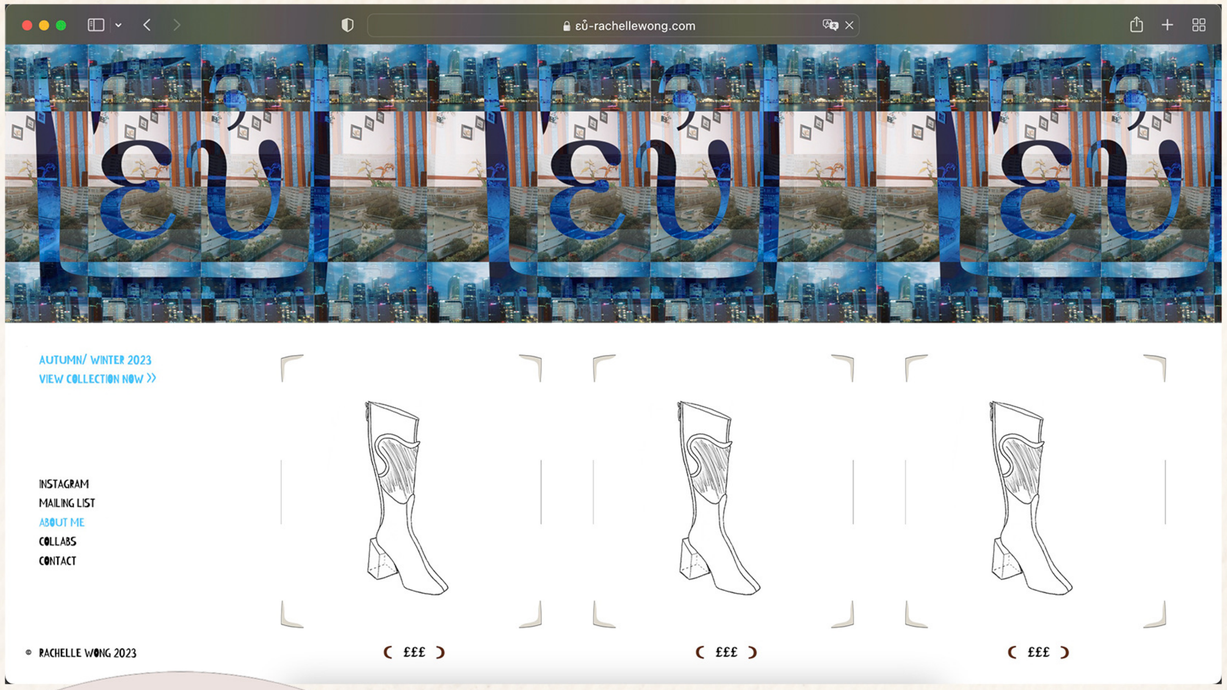


Fig 42. *ɛṷ by Rachelle Wong shoe box* (2023)



It is crucial to have the brand's own website and social media

How the brand's website will look like





Fig 37. *Instagram logo and shopping cart icon* (2019)

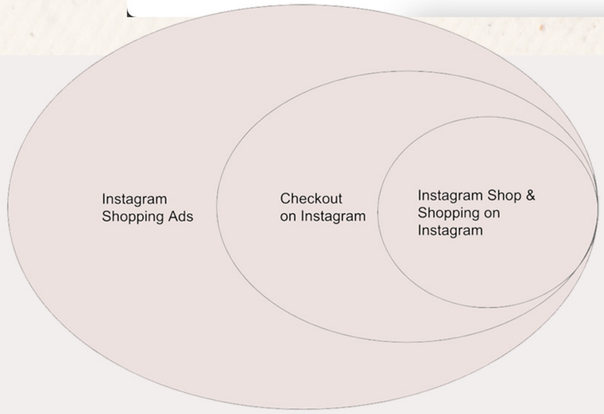
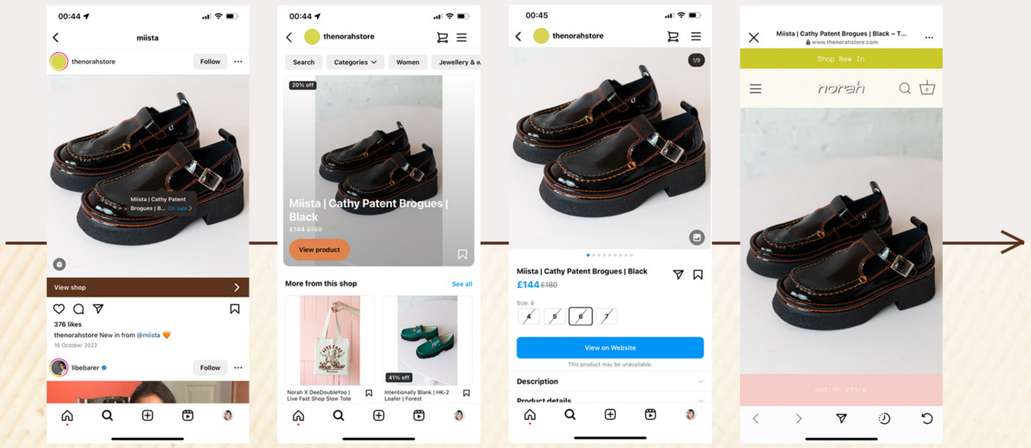


Fig 38. *Weightage, sequence and consumer/user reach of each Instagram Shopping strategy* (2023)



Shopping ads on feed with product tag >>> Store's product catalogue >>> Product details page >>> Store's own website

8.2 Website & Social Media Platform

INSTAGRAM SHOPPING

• Shop • Checkout • Ads •

Since there will be an Instagram account created for the brand, the next natural step for advertising is leveraging on Instagram's Shopping feature to turn Instagram user's daily casual browsing into full-blown shopping. With the right sequence and mix of ads type and marketing strategy, Instagram can help drive up sales for the brand by shortening the path to purchase with just a few clicks. It makes connecting with current customers and reaching for potential customers globally so much easier with different features to make compelling ads campaign. (Lu, 2023)

ADS OPTIONS TO BE USED

• Shopping ads (feed, story & reels) • Carousel / Collection ads •

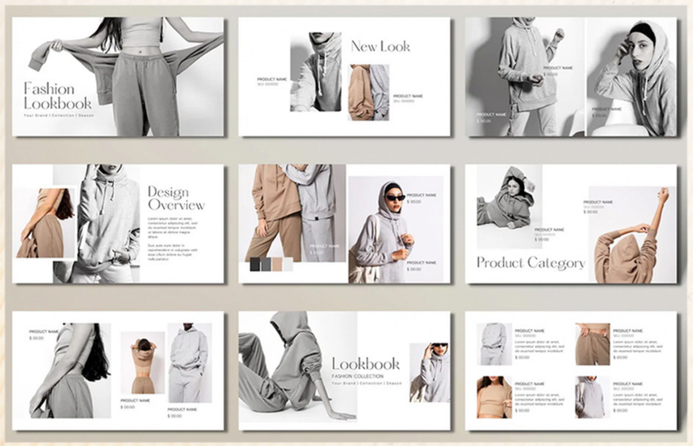
Instagram offers a wide range of ads format for the ads campaign. Carousel ads style seems to be fitting for the brand.

LOOKBOOK









Presentation style

Minimalistic, landscape spread, product centered lookbook.

What is included?

Cover page, engaging visuals focusing on product and details, short product descriptions, social media QR codes, contact options, brand's ethos, short information about mycelium.

Digital: PDF format. To include 'BUY' button which links brand's website. Digitital lookbook will be shared on mainly social media page.website and via mailing lists to consumers.

Physical: Printed on bio degradable paper.
Small production printing, only to be distributed at the pop up stores and consumers who order a physical copy via brand's website.















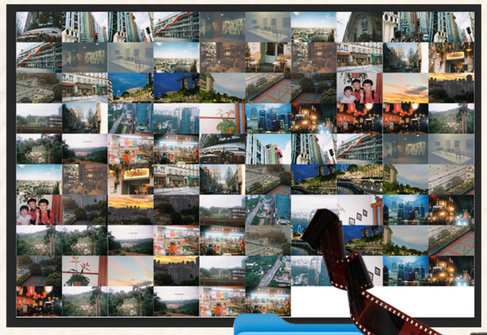


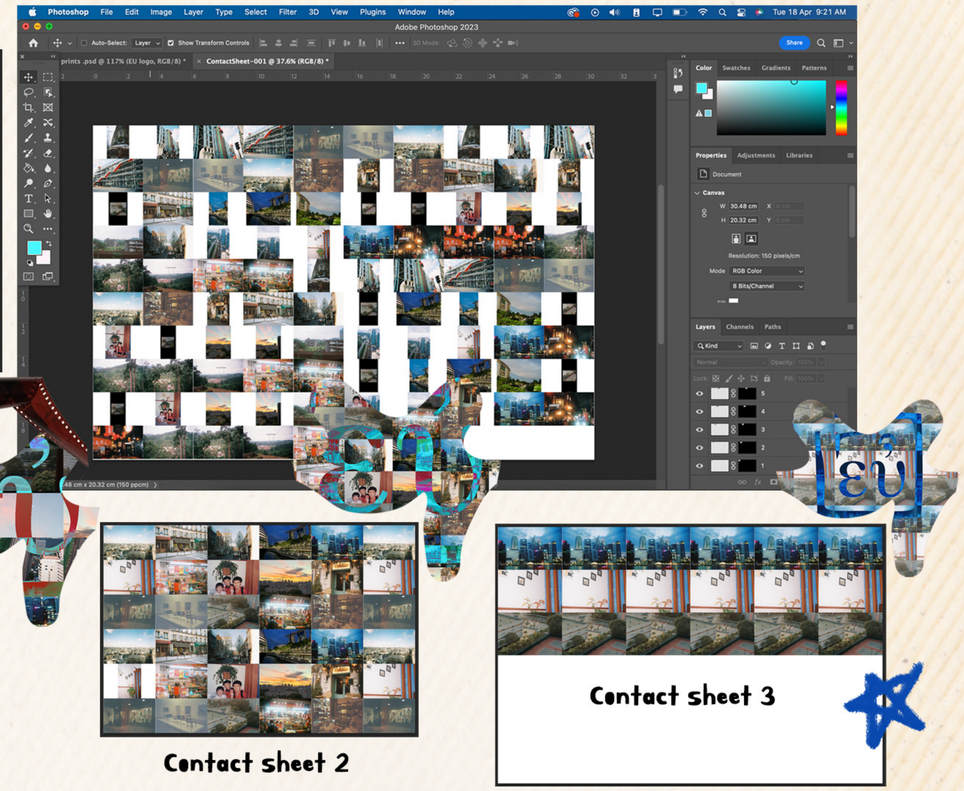


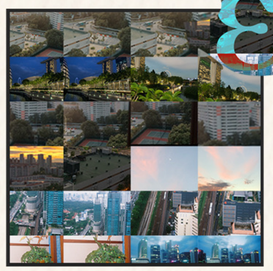
Contact Sheet Print

Because I really liked the contact sheet idea,
I've chosen to use this process as one of my exploration outcome.

I have given Cherry a file of carefully selected Analogue film pictures, and she made the contact sheets using Photoshop, experimenting with different images and arrangements to see which comes up with the best print pattern and colour. She gave me 3 prints to work with.







Contact sheet 1

Contact sheet 2

A collaboration with Cherry Lim for prints in "Dwelling Memories"



Kaleidoscope Print

An alumni of LCF's 3D Effects & Performance, she created beautiful prints for her final year collection (which was in a similar style to these prints) and I thought she would be perfect for creating prints for my collection using my film images of my dwellings.

Prints Variation Development

PRINT 1



PRINT 2



PRINT 3



10.1 SUPPLY CHAIN MAP

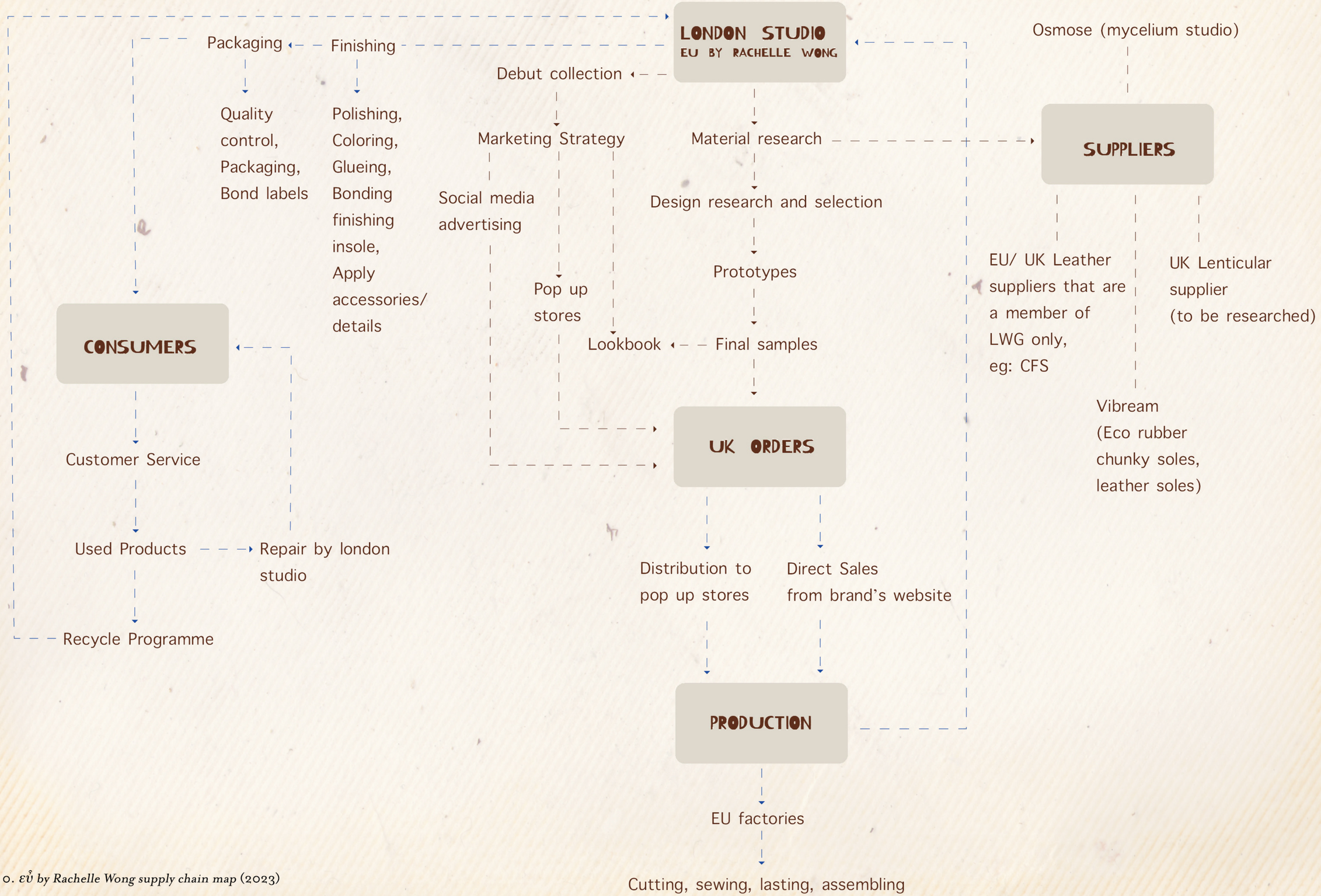


Fig 0. *εΰ by Rachelle Wong supply chain map* (2023)

10.2 SUPPLIERS & SOURCING DETAILS

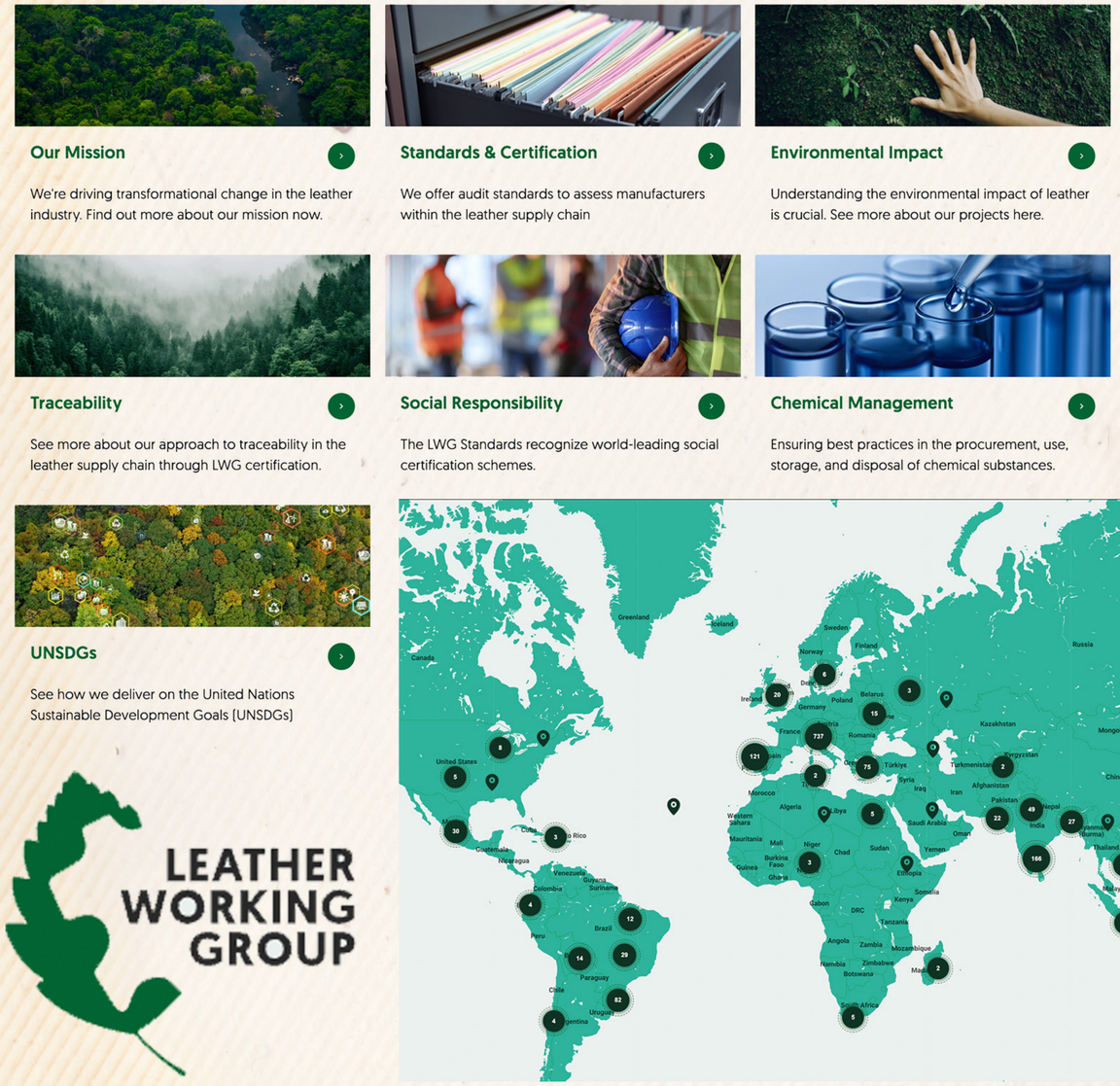


Fig 0. *Leather Working Group focus areas, logo and certified supplier locations* (2023)

• SOURCE FROM SUPPLIERS THAT ARE MEMBERS OF LWG ONLY •

The Leather Working Group (LWG) is an international, not-for-profit membership organisation based in UK that works to improve the environmental impacts of the leather supply chain globally through audit certification (Leather Working Group, 2023). (see appendix D1 for more details)

In order to be a truly sustainable footwear brand, we have to work with suppliers or manufacturers in any part of the supply chain that are members of the LWG as they are a globally recognised certification that helps proof the claim and transparency of our brand's sustainable reports. LWG covers many areas within the sustainable standards which is great for startups in the long run.

• SOURCE MATERIALS IN EU & UK ONLY •

- reduce carbon footprint, lead time of production and cost of products by eliminating international shipments

- support local suppliers, tanneries and small businesses

- EU has the most number of LWG members than any parts of the world (fig 0)

10.3 CRITICAL PATH

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
CONCEPT BRAINSTORMING (colour, deisgn & materials)	◠											
DESIGN DEVELOPMENT	◠											
FINAL DESIGN SELECTION	◠	◠										
MATERIAL & SUPPLIER SOURCING	◠	◠										
PROTOTYPE & SAMPLING (in house)			◠	◠								
MARKETING STRATEGIES (Social media/ website updates)	◠	◠	◠	◠	◠	◠	◠	◠	◠	◠	◠	◠
LOOKBOOK SHOOT				◠								
LAUNCH OF COLLECTION					◠							
PRODUCTION					◠	◠	◠	◠	◠	◠	◠	◠
POP-UP STORE SET UP					◠	◠	◠					

Fig 0. *εὖ by Rachelle Wong critical path (1 year)* (2023)

PORTFOLIO Image References ..... Section by section

Cover Page:
- Victoria & Albert Museum Architecture Archival, taken on iPhone by Rachelle Wong in 2022

1. Brand Introduction:
[1.1-1.4] All information and images are taken from Concept Vision report with some editing to make the pages more concise

2. Concept Introduction:
[2.1 - 2.4] Images are taken from Concept Realisation sketchbook and edited to create new pages for each section

3. Consumer Board:
- Page is taken from Concept Vision report without changing

4. Design Development:
[4.1-4.4] Images are taken from Concept Realisation sketchbook and edited to create new pages for each section

5. Design Presentation Boards:
[5.1-5.9] Images of 35mm film rolls, packaging and chosen pictures taken with the specific film to show the colour of the filter are all from https://analoguewonderland.co.uk/
[5.10] Final Line Up done by Rachelle Wong 2024

6. Range Plan:
- Finalise range plan for a collection of 2 accessories and 7 shoes done by Rachelle Wong 2024

7. Digital Marketing Materials:
[7.1-7.4] All information and images are taken from Concept Vision report with some editing to make the pages more concise and up to date with the final shoe photoshoot
[7.5] Styling Photoshoot Images by Rachelle Wong 2023 &2024
[7.6] Creation of the custom prints are taken from Concept Realisation sketchbook to create this collaboration visual page