

AVERRHOA ★ CARAMBOLA

Cây khế - hương vị tuổi thơ

RLSD 2026



Introduction

Hello, my name is Hong Nam but you can call me Pinkpoiz. I was born and grew up in Quy Nhon, a beautiful beach city in Central Vietnam. I am currently a junior year student at Hanoi University of Science and Technology in Viet Nam. I'm majored in Fashion and Leather Footwear Design. Designing is my passion, so I enjoy building things that aren't just pretty, stylish but also environmental sustainable. My philosophy of life is SOARING ART – CALM SOUL. Through this course, I hope it helps me share a unique Vietnamese story from the younger generation.



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Phase 1: Research and Sketches

Phase 2: Select the best idea

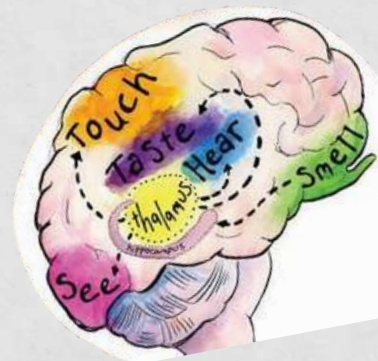
Phase 3: Graphic Drawings

Phase 4: Technical Drawings and Formats

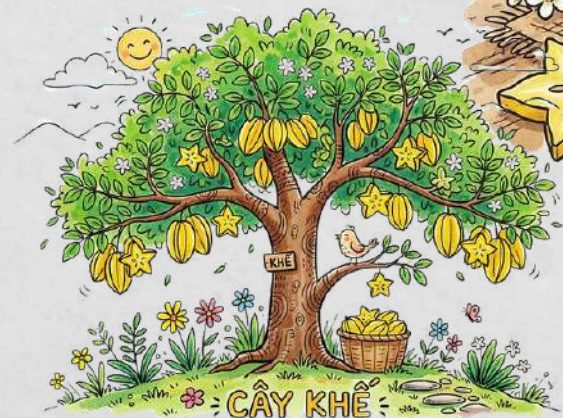
Phase 5: Final Stage

Phase 1: Research

DESIGN BRIEF



“Quê hương là chùm khế ngọt
Cho con trèo hái mỗi ngày...”



Design Women's Dresses inspired by Carambola.



DESIGN BRIEF - BẢN TÓM TẮT THIẾT KẾ



PROJECT NAME - Tên dự án	Averrhoa Carambola 2026	
CLIENT - Khách hàng	Le Thi Anh Tuyet	
PRODUCT / REF - Sản phẩm	All type of apparel	
SEASON:	Annual	DATE: 2027
Project Leader:	Mr. Bryan	Team members: Hong Nam

PROJECT: purpose and opportunity

Mục đích và cơ hội

Creating beautiful outfits for women's best moments. I'm building a unique brand that fits each person perfectly.

Tạo ra những bộ trang phục đẹp cho những khoảnh khắc tuyệt vời nhất của phái nữ. Xây dựng thương hiệu độc đáo, mang đậm dấu ấn cá nhân.

OBJECTIVE | what does the project work to achieve?

MỤC TIÊU | những mục tiêu mà dự án mong muốn đạt được là gì?

I am learning how to design collections better and finding my own style. I love creating glamorous apparel and how to manage my work from start to finish.

Tôi đang học cách thiết kế bộ sưu tập tốt hơn và đang tìm ra phong cách riêng của mình. Tôi yêu thích việc tạo ra những trang phục quyến rũ và học cách quản lý công việc từ khâu bắt đầu đến khi hoàn thành.

TARGET AUDIENCE | who are we trying to reach?

ĐỐI TƯỢNG MỤC TIÊU | Đối tượng khách hàng bạn hướng tới là ai?

Womens between 20 - 30 years old.

Những chị em phụ nữ có độ tuổi từ 20 - 30 tuổi.

Market / Demographic

Thị trường

All countries, All over the world.

Tất cả các nước, trên toàn thế giới.

MESSAGE | what is key to remembered?

THÔNG điệp | Các từ khóa để gợi đến sản phẩm là gì?

Stylish	High application	Youthful	Dynamic	Zero Waste	Sustainable
Phong cách	Ứng dụng cao cấp	Trẻ trung	Năng động	Nói không với rác thải	Bền vững

SCHEDULE | projected timeline, important dates, deadlines, etc.

LỊCH TRÌNH | Thời gian dự kiến, các thời hạn và ngày quan trọng...

3 months

3 tháng

BUDGET - Ngân sách

600 - 800\$ (15 000 000 - 20 000 000 nghìn đồng)

COMMENTS - Nhận xét

I am very satisfied with this product.

Tôi rất hài lòng với sản phẩm này.

Approval:

PROJECT UPDATES

<https://canva.link/i8q1890qmi8q1tr>

Storytelling: Averrhoa Carambola - Taste of childhood

*‘Que hương là chum khe ngọt
Cho con treo hai môi ngay...’*



The Averrhoa Carambola is not only a familiar image in Literature but also a symbol of good fortune, wealth, and the happy reunion of Vietnamese families.



Over time, the tree's bark becomes rough and aged. In the spring, it blooms with tiny pink and purple flowers and forms clusters of star-shaped fruits that change from emerald green to juicy yellow.



Storytelling: Averrhoa Carambola - Taste of childhood

In those days, the small courtyard buzzed with the sounds of my siblings and me competing to climb. Some climbed, others caught the ripe, juicy starfruit, their excited shouts echoing as each ripe, juicy fruit fell into our stretched-out shirts, encapsulating a whole sky of innocent and mischievous childhood.

The sweet, refreshing taste, combined with the spicy chili and salt, created a unique flavor, something that, even if we travel the world and taste all the finest delicacies, we will never find again.



Storytelling: Averrhoa Carambola - Taste of childhood

Averrhoa Carambola is not just a snack or the soul of a bowl of sour soup from our hometown, but also a flow of emotions connecting the past to the present.



It teaches us how to listen to life with all our senses – from the crisp crunch of the green fruit, the gentle thud of the ripe fruit falling, to the pungent aroma of decaying leaves mingled with the spicy taste of salt and chili.



KEY MESSAGE

“

Life's challenges aren't meant to exhaust us, they are there to build a strong spirit and a unique identity in each of us.

”



FASHION/STYLE TRENDS



MATERIALS TRENDS



Leather



Wide Elastic Band Knit Stretch Cord



Taffeta (Tafta)



Lace

TECHNOLOGY TRENDS



Debossing



Embossing



Tumbling blocks weave



Leather Carving/Leather Tooling

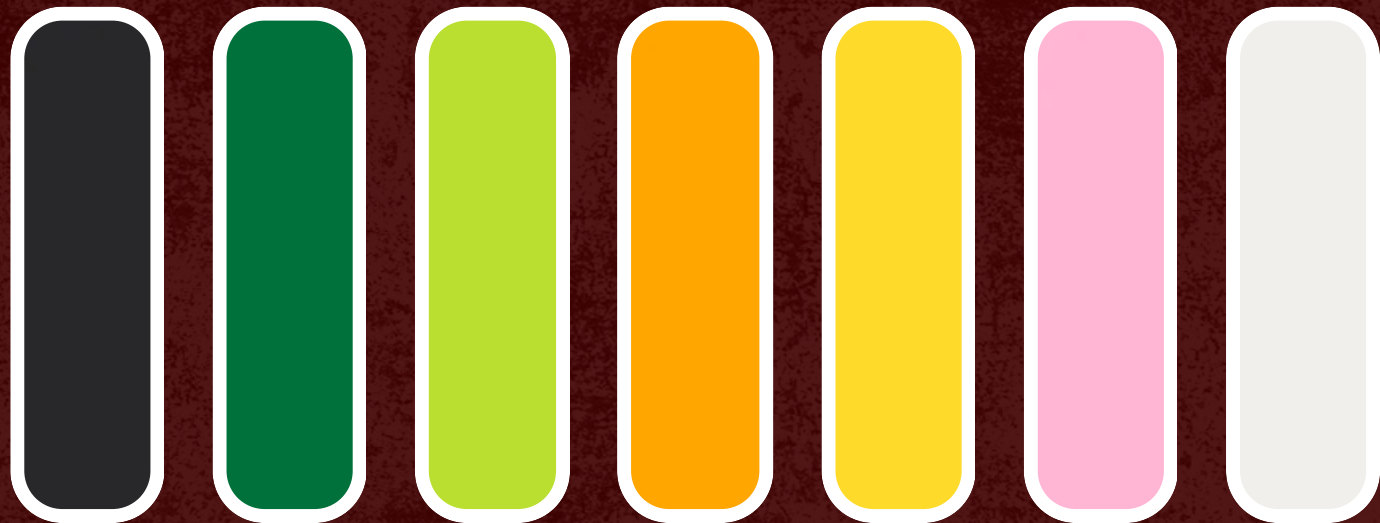


Embroidery techniques on Leather

DETAIL TRENDS



MAIN COLOR PALETTE



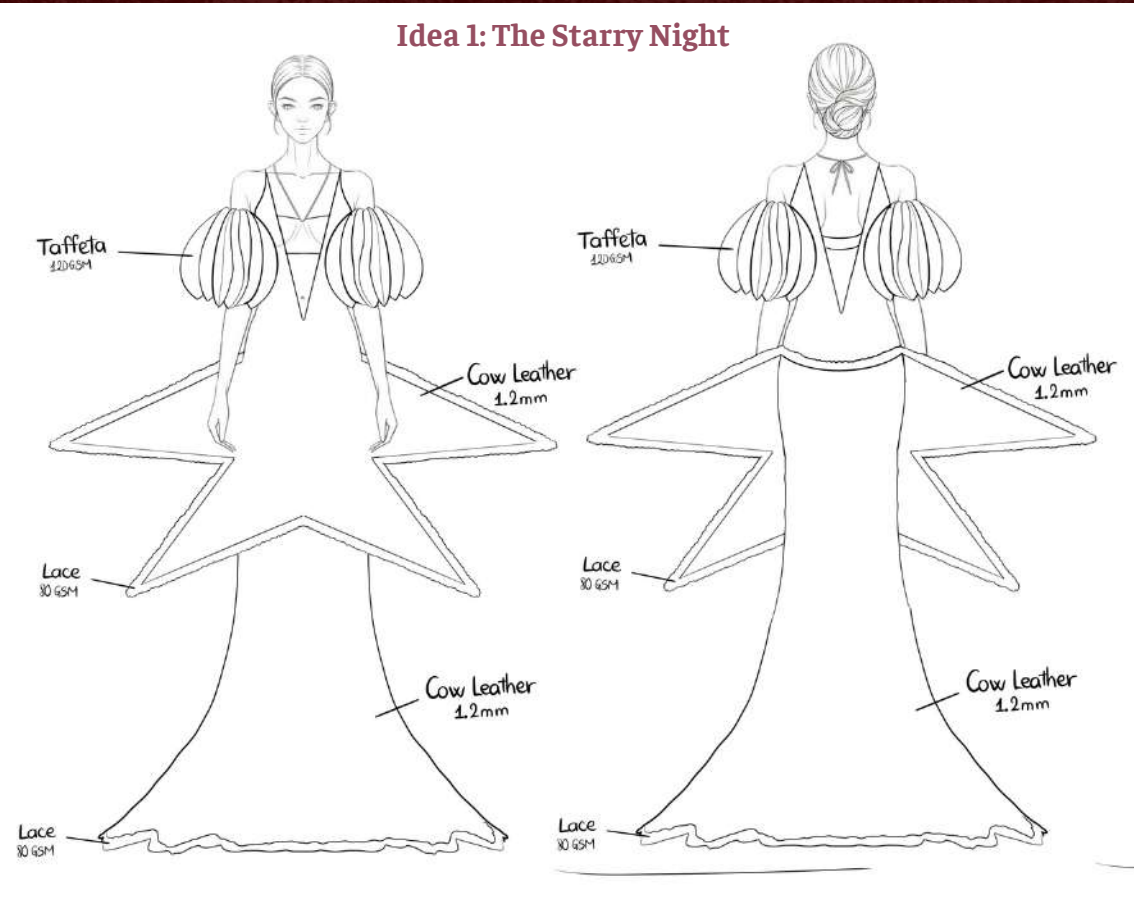


Phase 1: Sketches

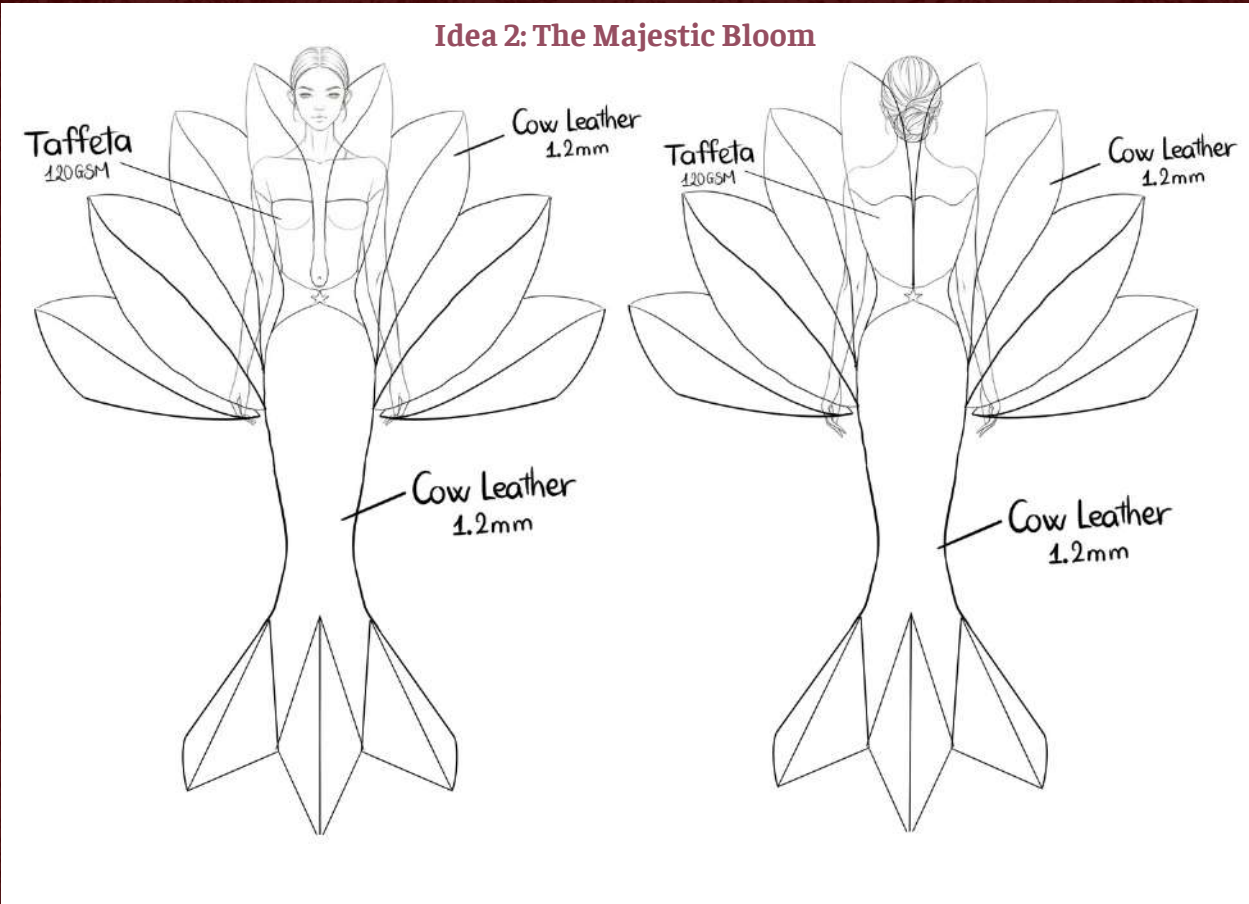
SKETCHES

Các bản vẽ phác thảo

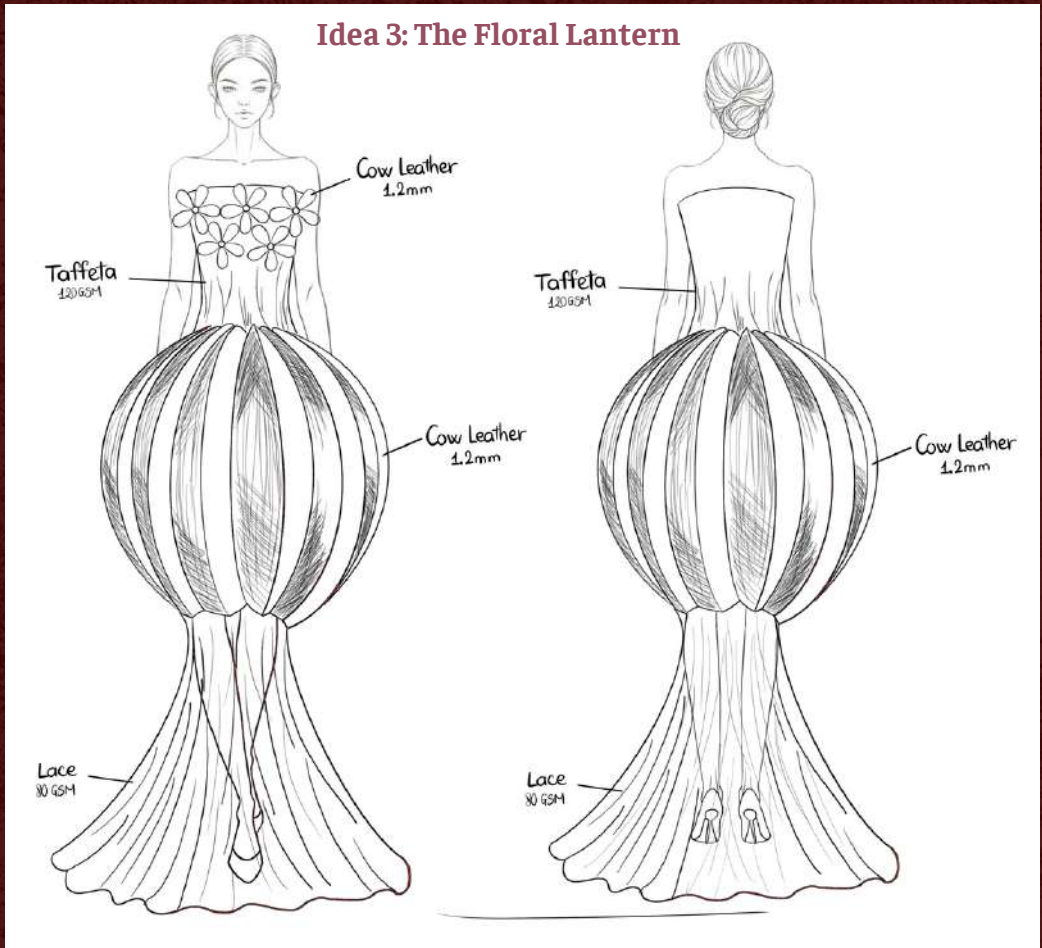
Idea 1: The Starry Night



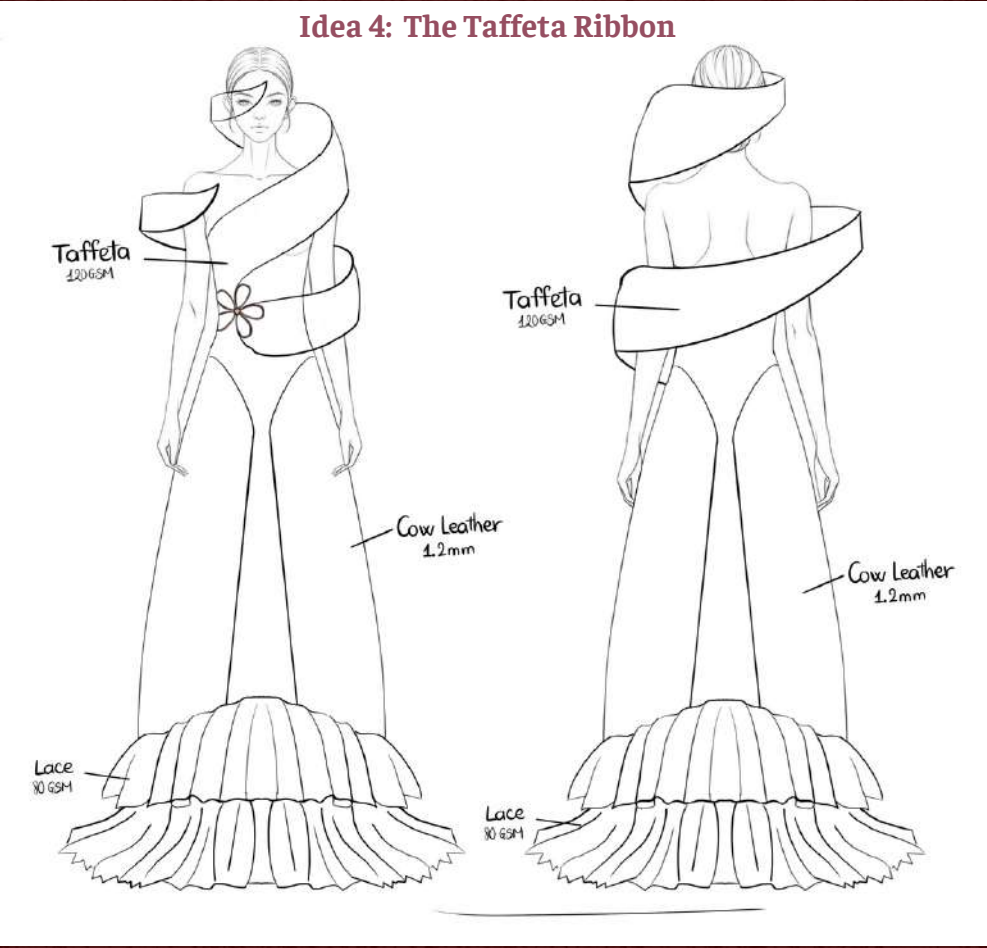
Idea 2: The Majestic Bloom



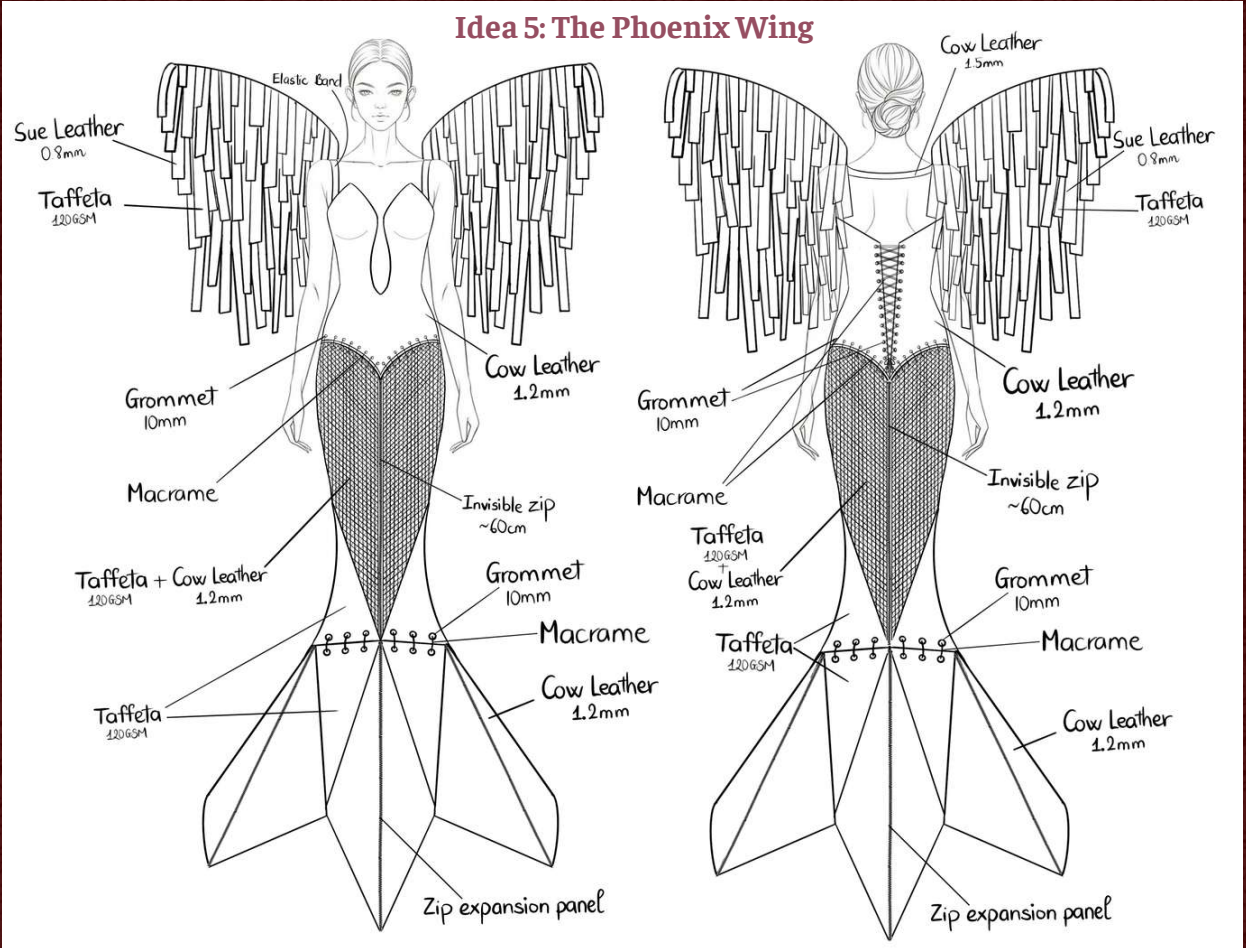
Idea 3: The Floral Lantern



Idea 4: The Taffeta Ribbon

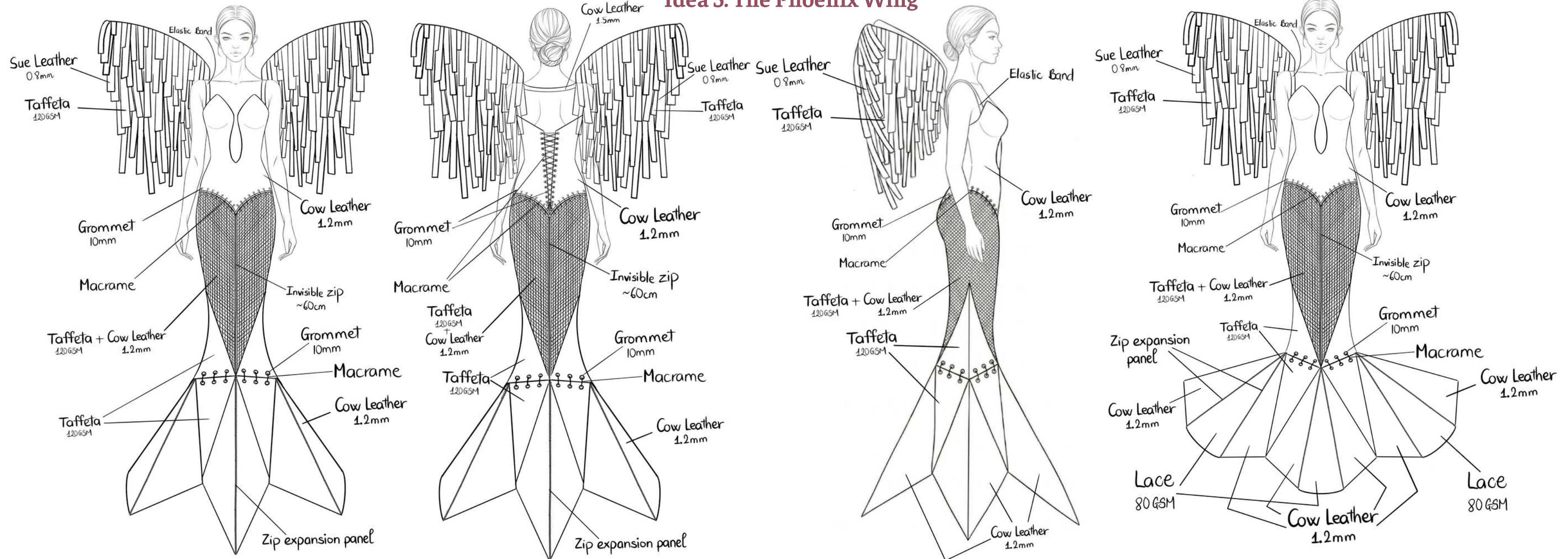


Idea 5: The Phoenix Wing



THE SKETCH I CHOSE

Idea 5: The Phoenix Wing

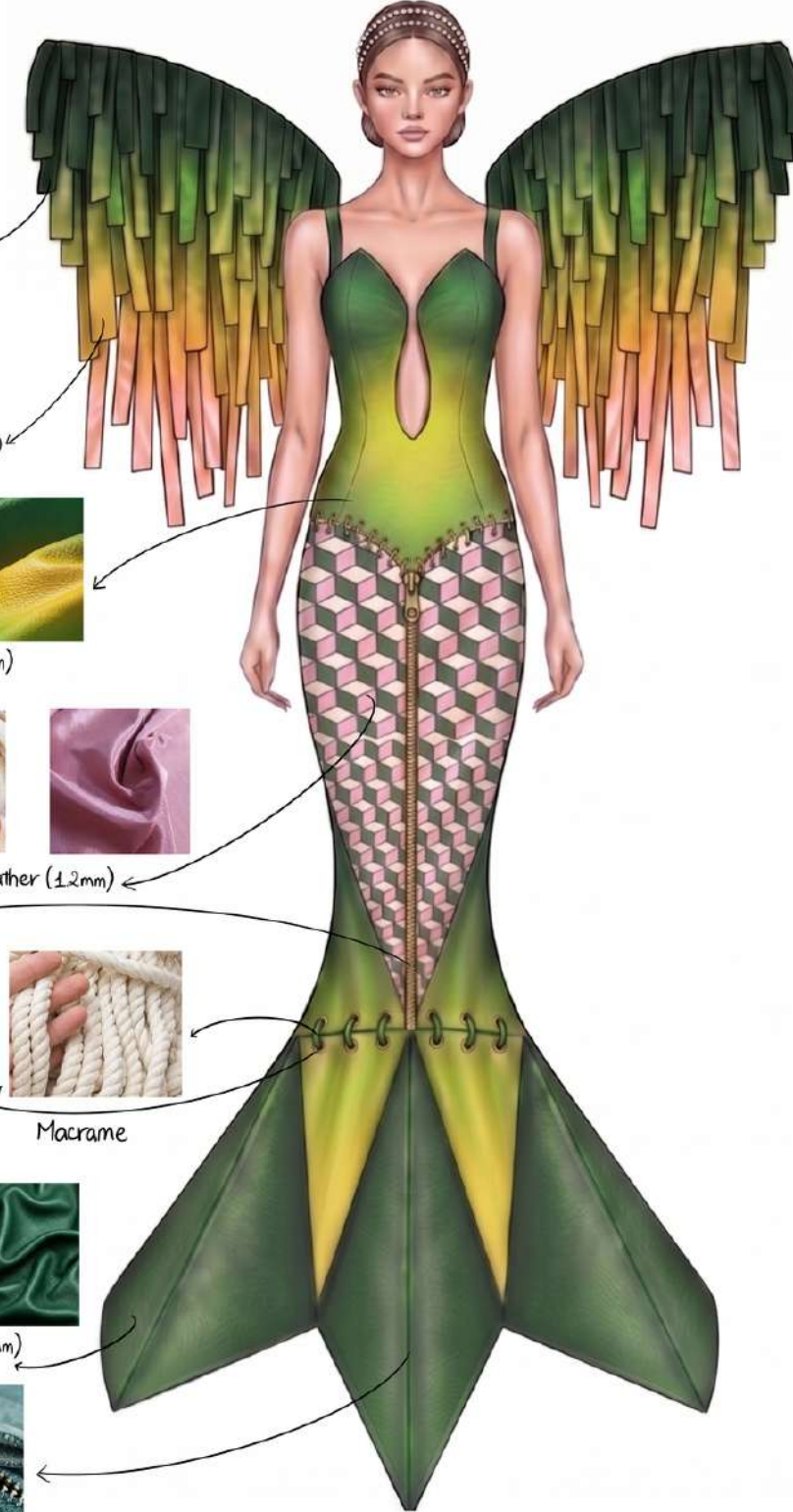


COLOR WAYS

Option 1



Option 2



Option 3



Option 4

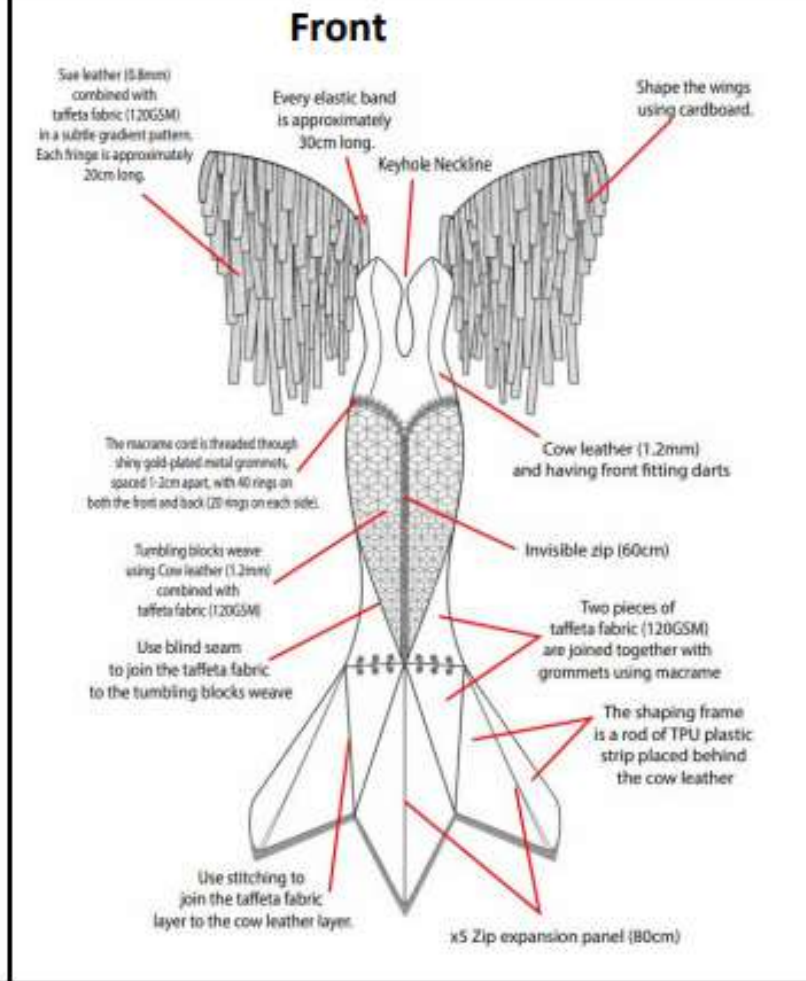
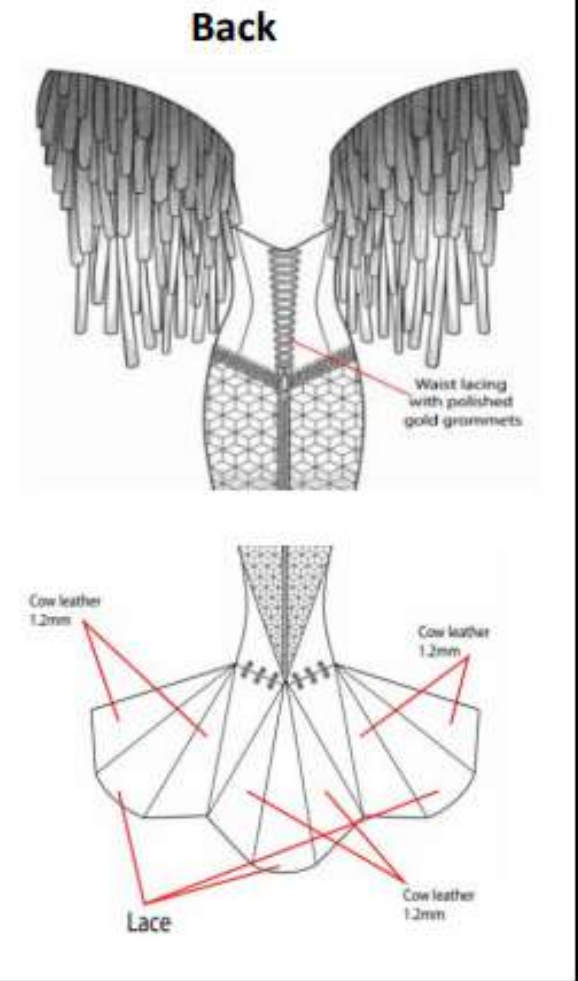


TECHNICAL FOMATS

 MATERIAL AND ACCESSORIES FORMAT BIỂU MẪU PHỤ KIỆN VÀ VẬT LIỆU 				 MATERIAL AND ACCESSORIES FORMAT BIỂU MẪU PHỤ KIỆN VÀ VẬT LIỆU 			
PROJECT (Tên dự án): Averrhoa Carambola 2026				PROJECT (Tên dự án): Averrhoa Carambola 2026			
CATEGORY (Mục): Apparel		DATE (Ngày): 13 – 05 - 2026		CATEGORY (Mục): Apparel		DATE (Ngày): 13 – 05 - 2026	
PROJECT MANAGER (Người quản lý dự án): Hong Nam		REF (Mã tham chiếu): HN-A-135		PROJECT MANAGER (Người quản lý dự án): Hong Nam		REF (Mã tham chiếu): HN-A-135	
							
Material name Cow Leather	Material name Sue Leather	Material name Taffeta (Taffa)	Material name Lace Fabric	Accessories name Invisible zip	Accessories name Grommets/Eyelets	Accessories name Macrame	Accessories name Elastic band
Color: Ombre First Tee; Vibrant yellow; Acid Lime	Color: First Tee; Vibrant yellow; Rose shadow	Color: First Tee; Vibrant yellow; Rose shadow; Cloud Dancer	Color: Cloud Dancer	Color: Acid Lime	Color: Saffron	Color: Cloud Dancer	Color: Cloud Dancer
Thickness: 1.2mm	Thickness: 0.8mm	Density: 120 GSM	Density: 80 GSM	Wide: 3m	Thickness: 6mm	Thickness: 10mm	Thickness: 40mm
						Wide: 5m	Wide: 0.1m
Fabric / Access Content (thành phần vải)	Fabric / Access Content (thành phần vải)	Fabric / Access Content (thành phần vải)	Fabric / Access Content (thành phần vải)	Fabric / Access Content (thành phần vải)	Fabric / Access Content (thành phần vải)	Fabric / Access Content (thành phần vải)	Fabric / Access Content (thành phần vải)
Corrected grain leather (Da nguyên hạt tạo bề mặt)	Split Leather (Da lộn – lớp da thứ 3)	95-98% Polyester/Nylon + 2-5% Spandex	85% Cotton + 15% Nylon	90-95% Polyester/Nylon	Molded metal - Aluminum/Copper/Iron/Lead (Kim loại đúc - Nhôm/đồng/sắt/chì)	100% Cotton	35% latex + 65% polyester/polypropylene
Features (đặc điểm)	Features (đặc điểm)	Features (đặc điểm)	Features (đặc điểm)	Features (đặc điểm)	Features (đặc điểm)	Features (đặc điểm)	Features (đặc điểm)
Elegant (sang trọng)	Ventilates well (thông hơi tốt)	Structured fabric (giữ form đứng dáng)	Glamor (quyến rũ)	Teeth hidden under the fabric (khóa có răng ẩn dưới mặt vải)	Resistant to tearing and abrasion (chống rách, mài mòn vật liệu)	Soft and smooth (mềm mịn)	High tretchability (khả năng co giãn cao)
Water resistance (chống thấm nước)	High durability (độ bền cao)	Smooth surface (bề mặt trơn bóng)	Elegant (sang trọng)	Aesthetic (tính thẩm mỹ)	Keep good format (định hình tốt)	High durability (độ bền cao)	High elasticity (tính đàn hồi cao)
Good elastic (đàn hồi tốt)	Flexible and provides good warmth (dẻo dai và giữ ấm tốt)	Light weight (nhẹ)	Light weight & airy (nhẹ nhàng và thoáng mát)	Seamlessness (sự liền mạch)	Cheap (giá thành rẻ)	Safe (an toàn)	Flexible (tính linh hoạt)
Supplier (nhà cung cấp)	Supplier (nhà cung cấp)	Supplier (nhà cung cấp)	Supplier (nhà cung cấp)	Supplier (nhà cung cấp)	Supplier (nhà cung cấp)	Supplier (nhà cung cấp)	Supplier (nhà cung cấp)
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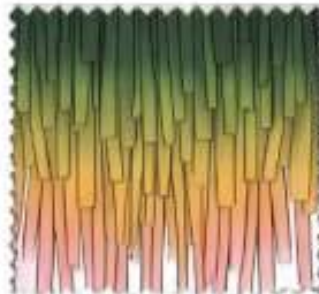
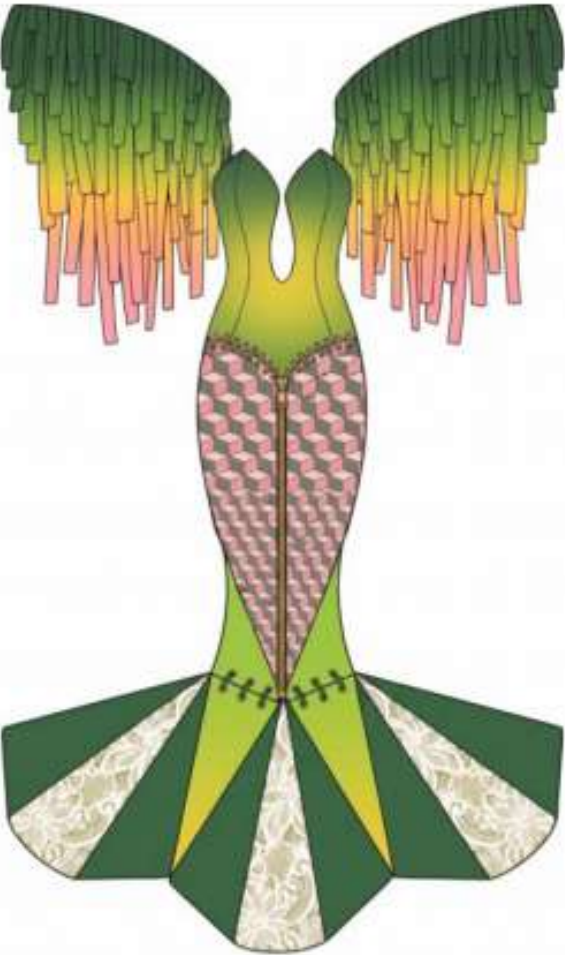
BRAND	PINKPOIZ	PRODUCT CATEGORY	APPAREL	NAME	
PROJECT NAME	AVERRHOA CARAMBOLA 2026	STYLE	ELEGANT APPAREL	CODE	HN-A-135
SEASON	ANNUAL	CLIENT	MRS. ANH TUYET	SIZE	M L XL [F]
CREATED BY	HONG NAM	DATE	13-05-2026	QUANLITY	0 0 1 0 0

DESCRIPTION The design's most striking feature lies in its versatile, detachable wings. The artistic contrast between the sturdy, powerful outer layer of leather and the soft, delicate lace inside, combined with a stylish corset, creates a unique and captivating look.

ILLUSTRATION DRAWING	TECHNICAL DRAWING	COLORS
	Front  Back 	

Fabrics and accessories						
Item	Description	Colour	Code	Qty per unit	Price	Supplier
Main fabric	Ombre color coating on cowhide leather	Ombre: Green, Yellow	GY-526	2.2m	20\$	datam.vn
Grommets	Shiny gold-plated metal grommets	Saffron	SN-673	100pcs	3\$	phulieuhuetam
Lace	The lace is soft, thin, and delicate	Cloud Dancer	CD-735	1.0m	7\$	jass.vn

TECHNICAL DRAWINGS

BRAND	PINKPOIZ	PRODUCT CATEGORY	APPAREL	NAME	
PROJECT NAME	AVERRHOA CARAMBOLA 2026	STYLE	ELEGANT APPAREL	CODE	HN-A-135
SEASON	ANNUAL	CLIENT	MRS. ANH TUYET	SIZE	M L XL [F]
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FABRIC SWATCHES		TECHNICAL DRAWING		COLORS	
		Front  Back			

TECHNICAL DRAWINGS

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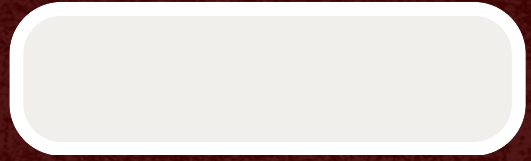
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*Phase 4: Technical Drawings
and Formats*

FINAL DESIGN



ECO – FRIENDLY MATERIALS AND ENVIRONMENTAL SUSTAINABILITY IN FASHION

Environmentally friendly faux leather is the perfect combination of modern technology and sustainable renewable resources.



Recycled leather



These materials are not only animal-friendly but also help lower carbon emissions, use less water, and involve fewer chemicals during production.



Hemp



Coconut fiber



Aloe vera fiber

Plant-based leather



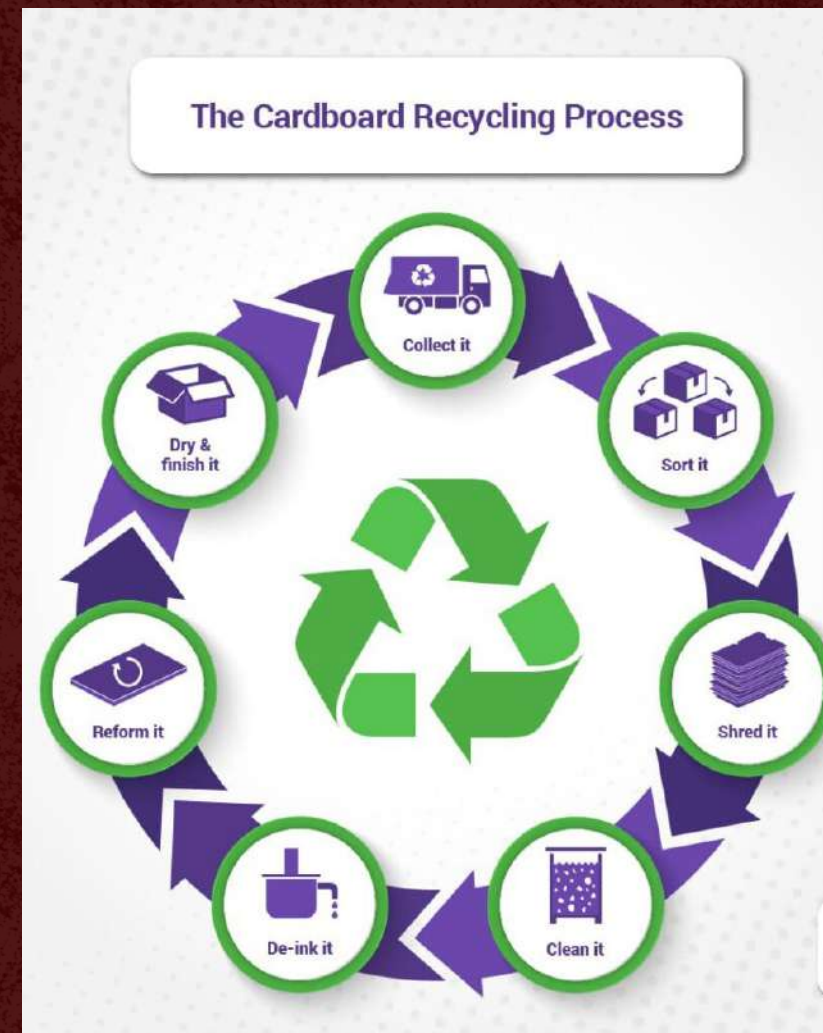
Bio-based polyurethane leather

ECO – FRIENDLY MATERIALS AND ENVIRONMENTAL SUSTAINABILITY IN FASHION

Cardboard recycling turns used boxes into new products through a six-step process: collection, sorting, shredding, pulping, filtering, and drying.



This sustainable cycle can be repeated over 20 times before fibers degrade.



Cardboard Box Recycling



The pulp is blended with water and, sometimes, virgin paper fibers to form new cardboard sheets, reducing waste and the need for raw materials.

FUTURE DEVELOPMENT



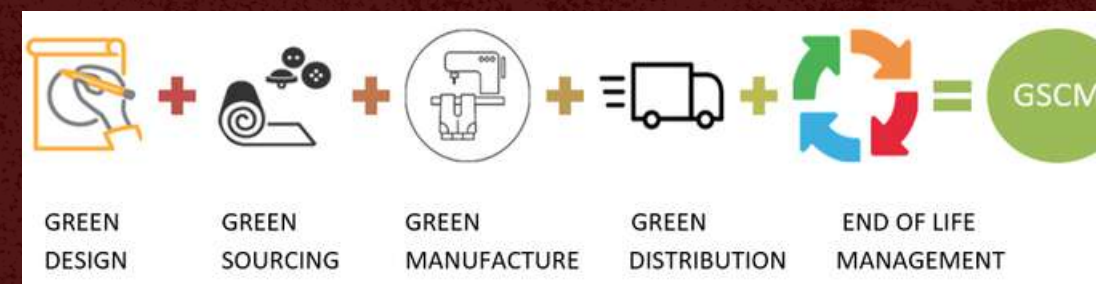
REUSABILITY

- The gradient fabric strips that form the wings are detachable and can be used as standalone accessories, or attached to other minimalist designs (such as a leather jacket or a simple evening gown) to create a focal point.
- The corset top and mermaid skirt are designed separately, so you can absolutely mix and match the corset with wide-leg pants or a silk skirt to create a high-end ready-to-wear look.
- The cubic patchwork panels on the hips are a valuable treasure trove of materials. If the suit is no longer in its original use, these panels can be detached to make handbags, wallets, or decorative details for footwear.



RECYCLABILITY

- Leather is highly recyclable, either by being repurposed into smaller accessories or finely ground for industrial pressed leather production. Thanks to its natural protein fiber nature, this material is also biodegradable, offering a more sustainable and environmentally friendly alternative to synthetic leather.
- Metal trims (grommets, zippers) are designed to be easily detachable for metal recycling processes.



END-OF-LIFE MANAGEMENT

- **REPAIR:** We can provide comprehensive maintenance services for old leather products, from material restoration to accessory and lining replacement.
- **TRADE-IN:** Exchange your old clothing for shopping vouchers to help the brand continue its product lifecycle. These items will be recycled into parts or completely refurbished through the Recycling Program.

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Phase 5: Final Stage

FINAL DESIGN PROTOTYPE



FINAL DESIGN PROTOTYPE

Mix & Match

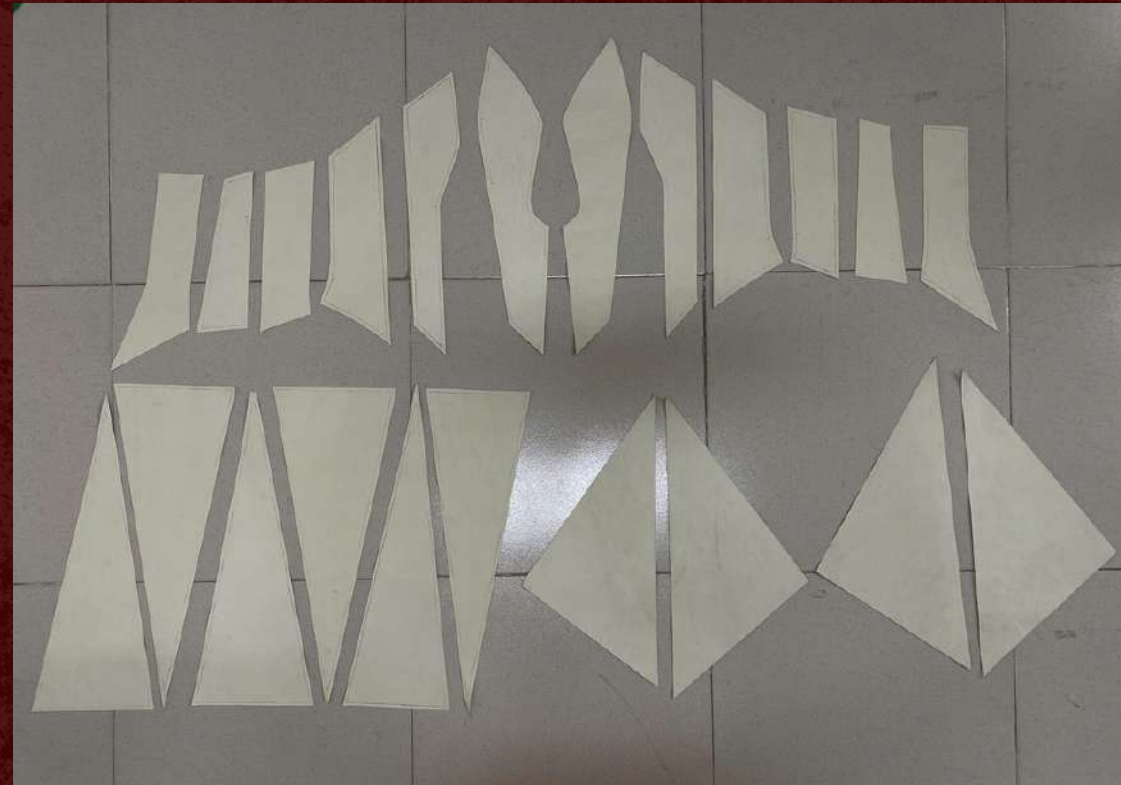


FINAL DESIGN PROTOTYPE

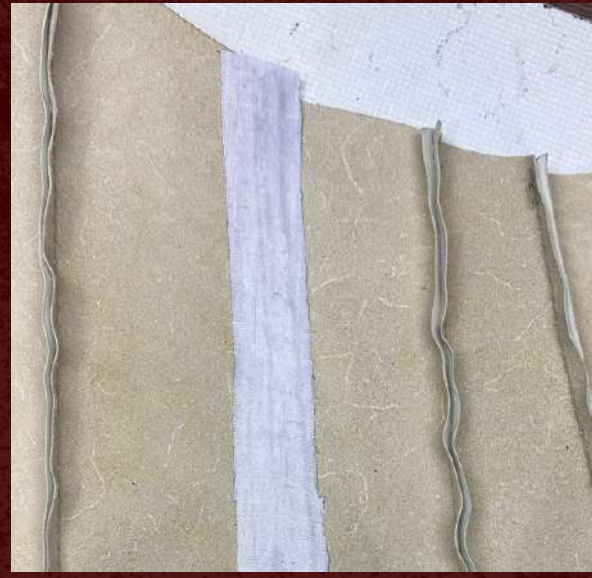
Mix & Match



PATTERN MAKING



PROTOTYPING



FITTING PROCESS

FIT 1



FIT 2



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Phase 5: Final Stage

POSTER



LOOKBOOK



Storyboard

PHASE 1 Giai đoạn 1



PHASE 2 Giai đoạn 2



PHASE 3 Giai đoạn 3



PHASE 4 Giai đoạn 4



PHASE 5 Giai đoạn 5





Contact Me



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Thank you for your time!