

Broken

Babydoll

"גתם"
DEATH

Directed by
TIM BURTON



Demographics (Alt people)

Alternative = Individualism

They are a group of people who don't follow mainstream trends or buy from typical markets, but focus on things that align with their personal preferences or subculture.

introspective or dark aesthetic preferences

Sometimes people misinterpret these individuals, portraying them as pretentious, stubborn, or trying to appear different from others, leading to negative perceptions.

they enjoy creativity and often do DIY projects. they use vintage items that reflect my individuality instead of following mainstream trends. they prioritize self-expression through clothing, hairstyles, music, and art.

Because these groups express themselves differently, they are often targets of harassment, including criticism and prejudice



Marketing



USP

Price

Bag : 2,500 - 8,900 ₱

Charm : 900 - 1500 ₱

Accessories : 500 - 2000 ₱



Channels

Instagram : Build Identity (Vibe, Product)

TikTok : Reach + Discovery (Content)

Shopee & Website : Marketplace (Purchase)



1) Dramatic + Rebellion

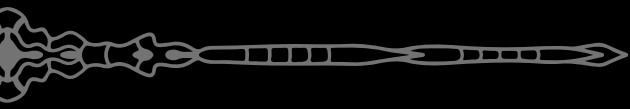
The presentation is elegant, striking, and theatrical in style. Flowing, lustrous fabrics and sparkling jewels contrast with muted tones and textured, embossed surfaces. Abstract designs evoke a mysterious and unsettling vibe. *blending art, drama, storytelling, and rebellion into practical, usable objects*



2) Emotional Symbolism/Story

Telling *traumatic stories* about loss of loved ones, abusive relationships, violence, political satire that few dare to touch, inequality in governance, corruption, or other compelling issues *allows people to emotionally connect with the message the brand is trying to convey*

Trend 2027



FROM THE FUTURE



KEY COLOUR

Playful and joyful hues will be vital for S/S 27



Key Details :

Details

- puffer
- embossed
- pleated
- 3D embellishments
- silver chain straps



Shape

- geometric
- unique
- shoulder bag

Materials

- layered materials
- chain-mail
- metallic
- high gloss



Colour of the Year



Luminous Blue

Key Colour



Pop Pink

Key Colour



Meadowland Green



' La Belle Dame Sans Merci '



Inspiration : The animation Coraline moves to a new house and is ignored by her parents. She discovers a small door leading to a world similar to her old home but better. However, this world is inhabited by a witch (Other Mother) with buttons instead of eyes, who hopes to sew them on Coraline's eyes. The film blends elements from animation such as Mr. Bobinsky's circus and Miss Spink and Miss Forcible's candy-themed forms, creating a vibrant contrast with the horror and mystery of the other world. Stars are used as a symbol to emphasize the unnaturalness and danger of this other world



Color : 

Details : stars, spiderwebs, silver metal objects

Materials : chains, charms, lace, leather, buttons

Silhouette : Geometric shapes, candy 

Techniques : Embroidery, Pleat, Dripping, Sculpting

Keyword : Surreal, Playful, Gothic



Playful

Surreal

Gothic

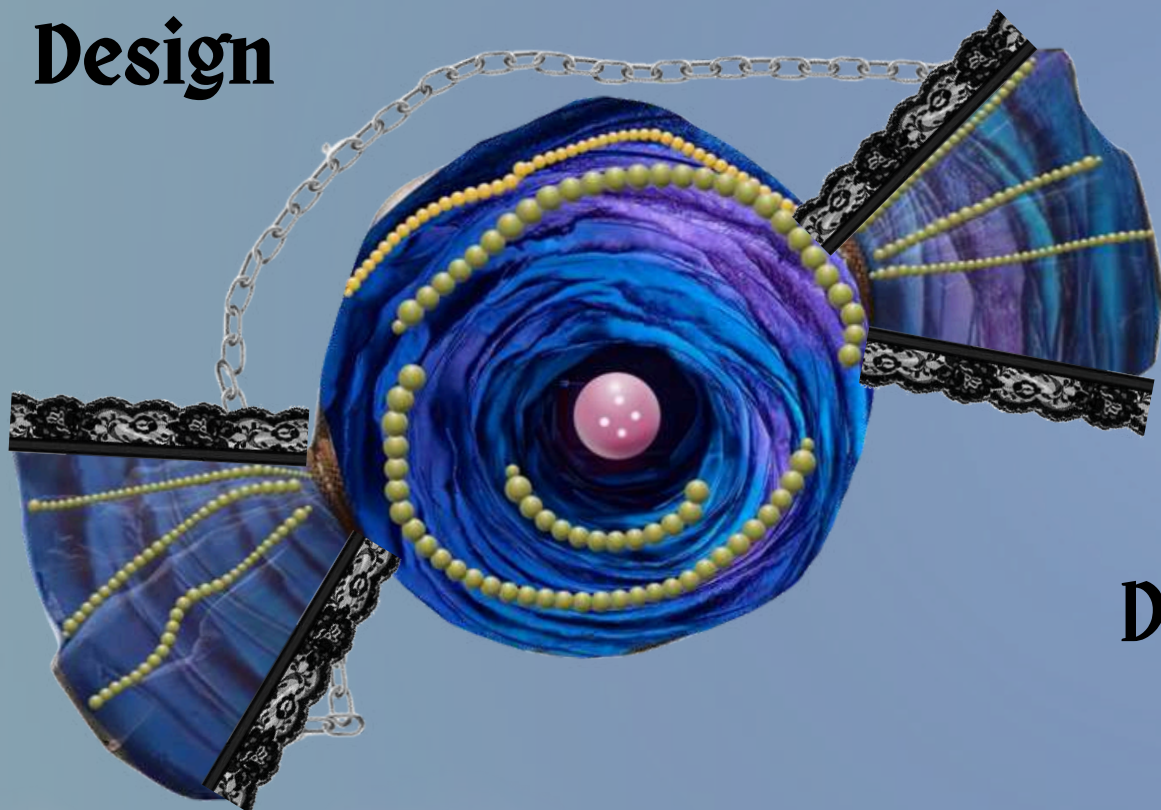




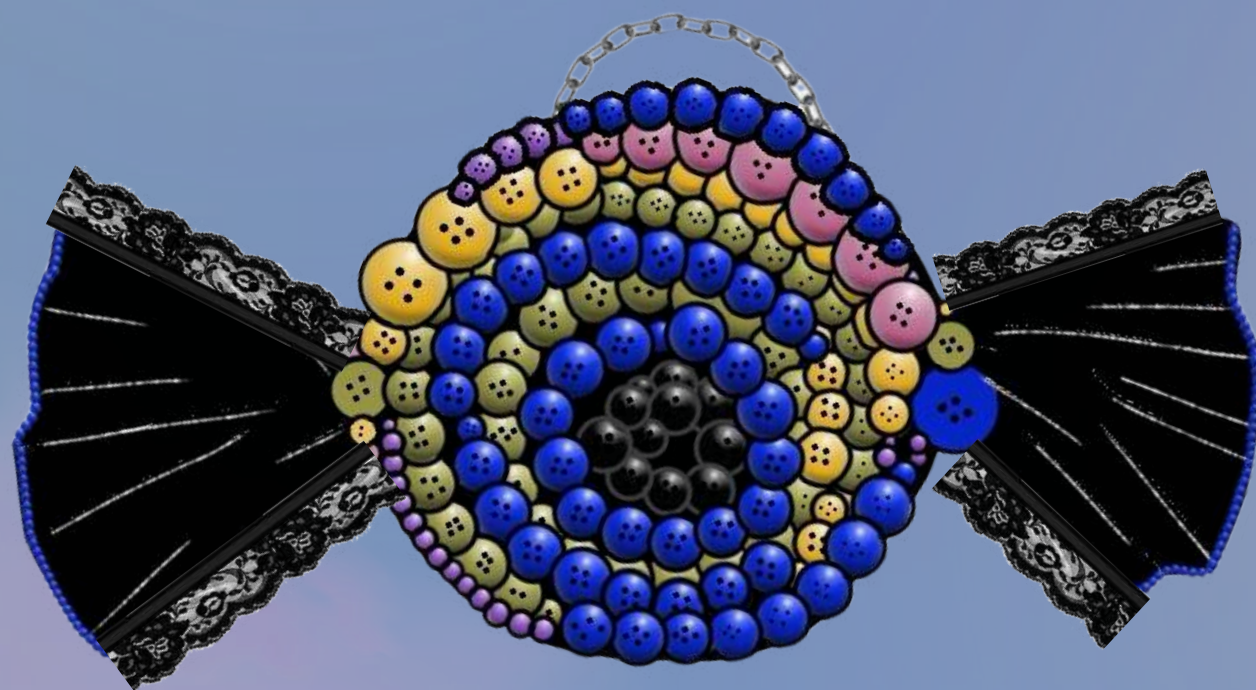
Sketch



First Design



Design Development



Final Design





Large button size : 30 mm



Medium button size : 25 mm

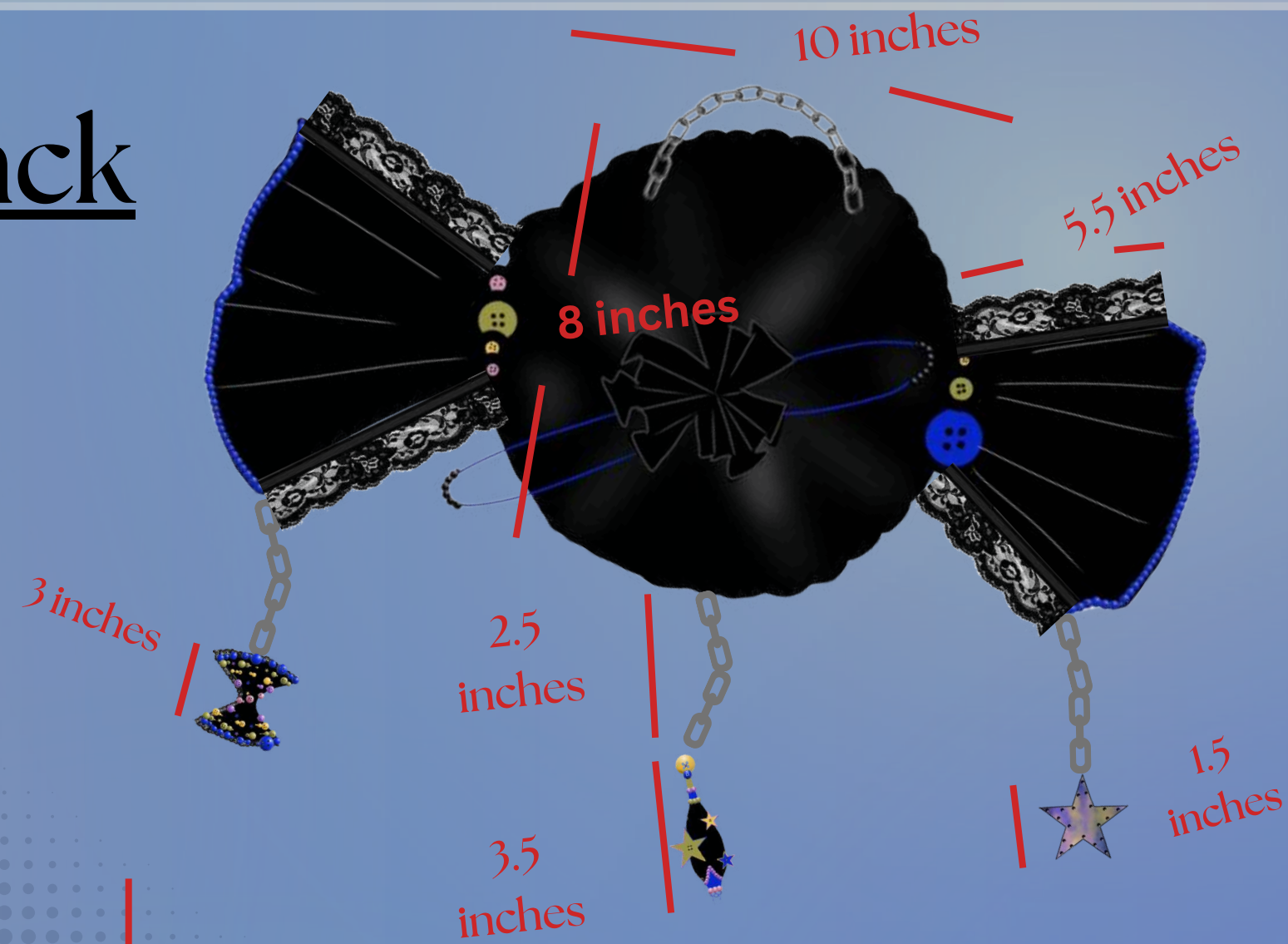


Small button size : 17 mm



Smallest button size : 10 mm

Back

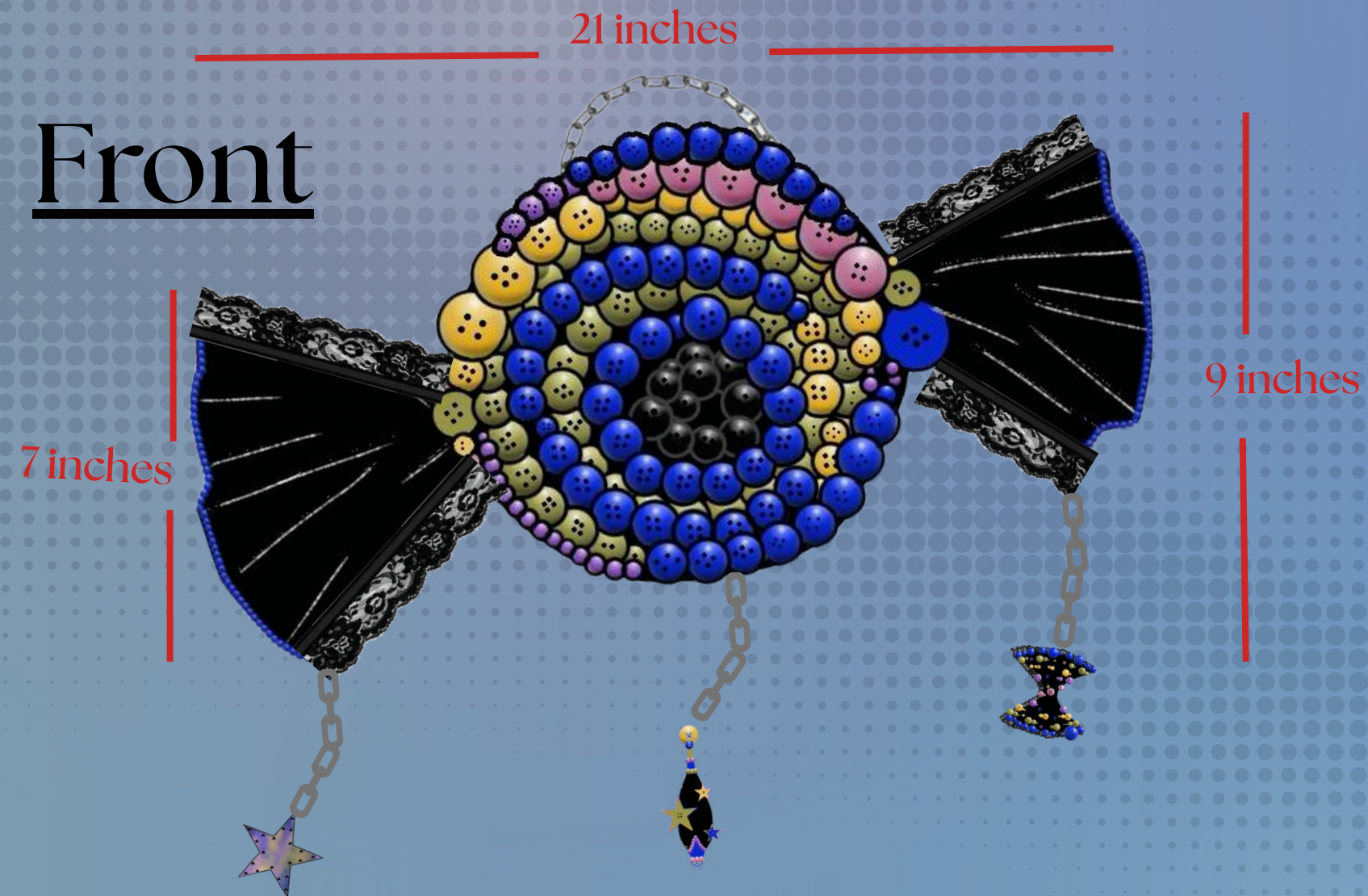


Chains

Bag chain : 8 mm wide, 25 cm long

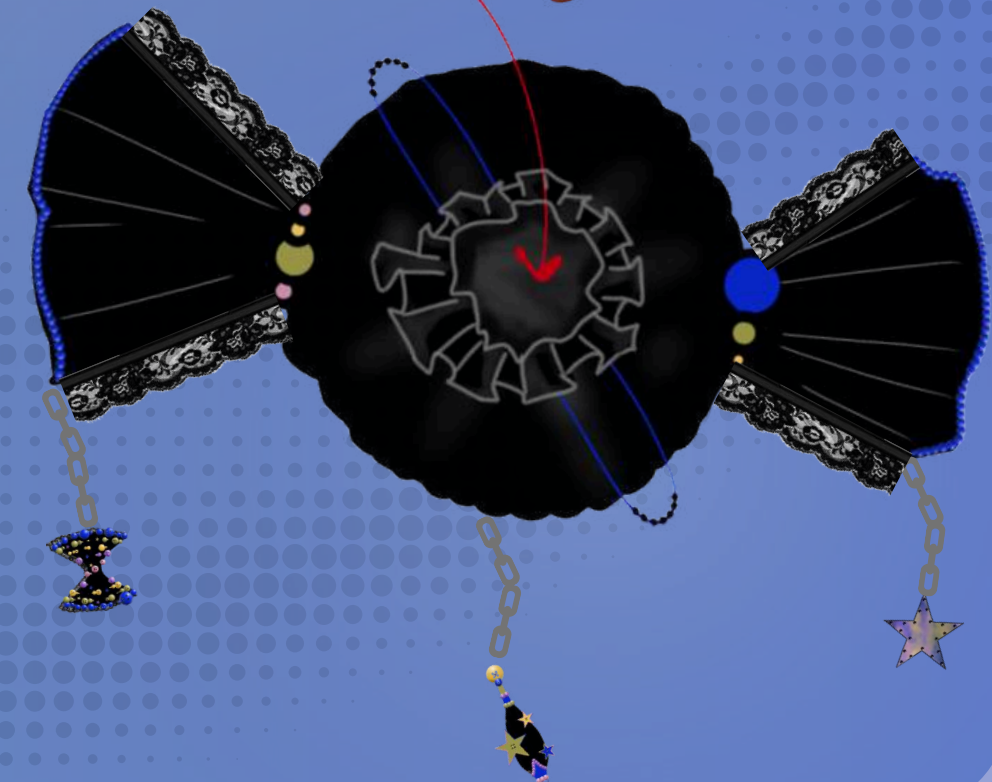
Charm chain : 0.4 mm wide, 2.5 inches long

Front



Charms Details

1. Use dry, no-bake lightweight clay + Matt setting spray
2. The position can be adjusted, for example, placing the star in the center instead of the bowling pins, using a clasp



Maria Roi

Age : 22

Occupation : Content Creator, Designer

Interest : Self-made costumes, which explore themes of identity, Clownish yet Grandiose, Upcycled materials to make her work sustainable, second-hand

** Her whimsical characters and vibrant palettes create a playful energy mirroring the chaos of a circus **

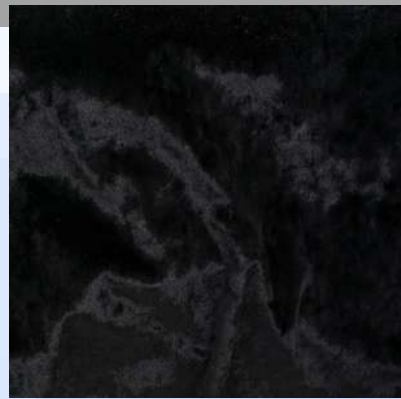


User
User



Material

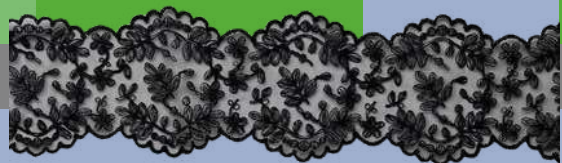
Fabrics



1) Velvet
(40%)



2) Leather
(60%)



3) Lace



4) Air Dry
Clay



5) Used
Buttons



6) Drawstring



7) Chains



8) Acrylic paint



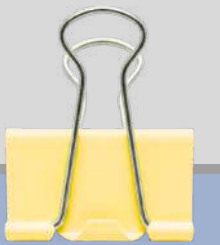
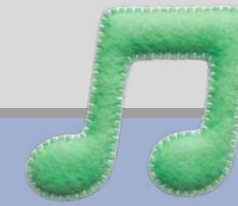
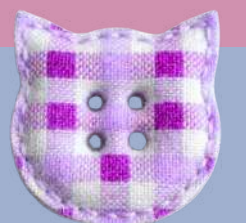
9) Sandpaper



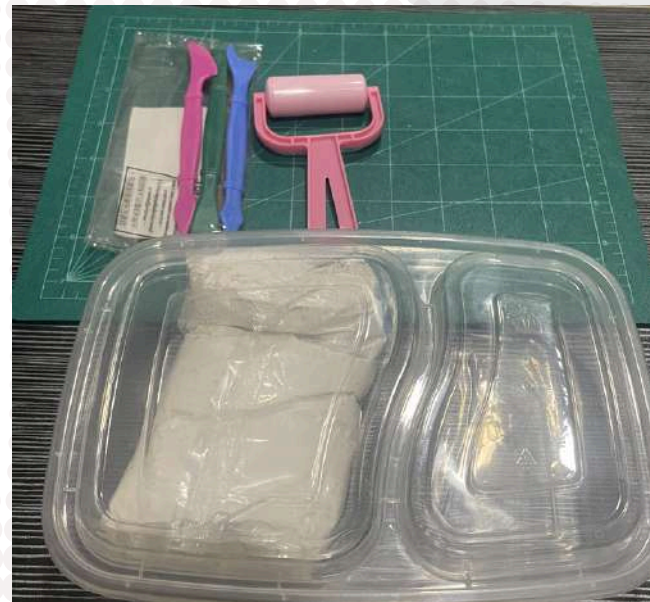
10) Tools for Clay



11) Rubber foam
sheet



Process (steps for making bag charms)



1) Prepare the tools for sculpting



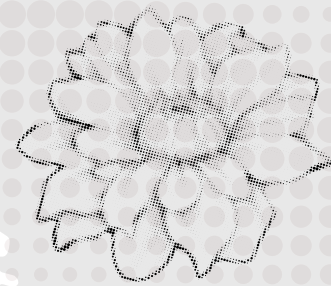
2) Mold the three charms



3) Let them dry for 1-2 days



4) Completely dry, sand it with sandpaper



5) Paint with acrylic paint and apply a clear coat with spray



Process (steps for making bag charms & Buttons)



6) Connect the chains together and attach them to the charm



7) Wash the buttons and hang them to dry



8) Prepare the materials for painting buttons



9) Apply gesso to the buttons and let them dry



10) Once dry, apply acrylic paint and let it dry



Process (steps for making the bag body)



11) Wrap the foam in a circle to create a model, then wrap it with faux leather and velvet fabric to follow the shape

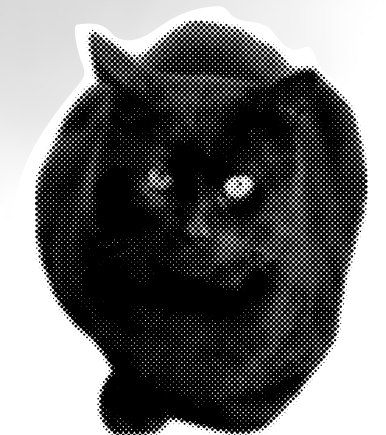


12) Cut the leather side of the fabric into strips to form a circle and sew them together

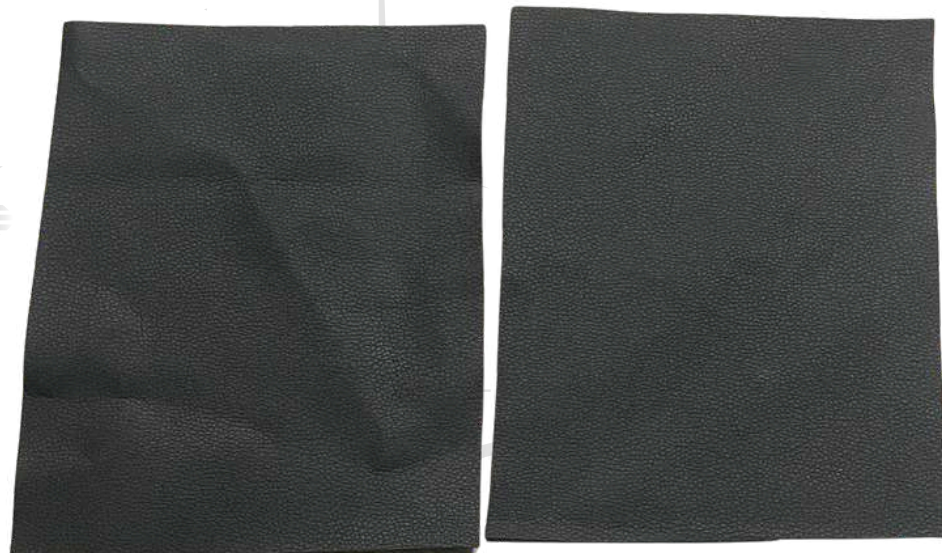


13) Sew the leather and velvet sides together

但是如果你把幸福定义为
的东西，那么你要做的就是



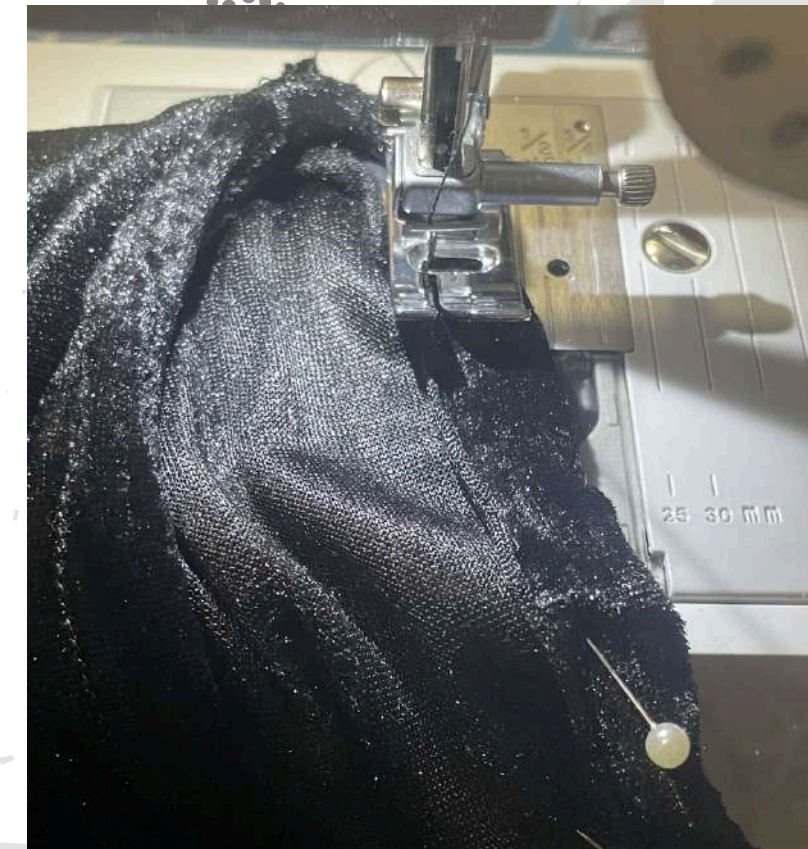
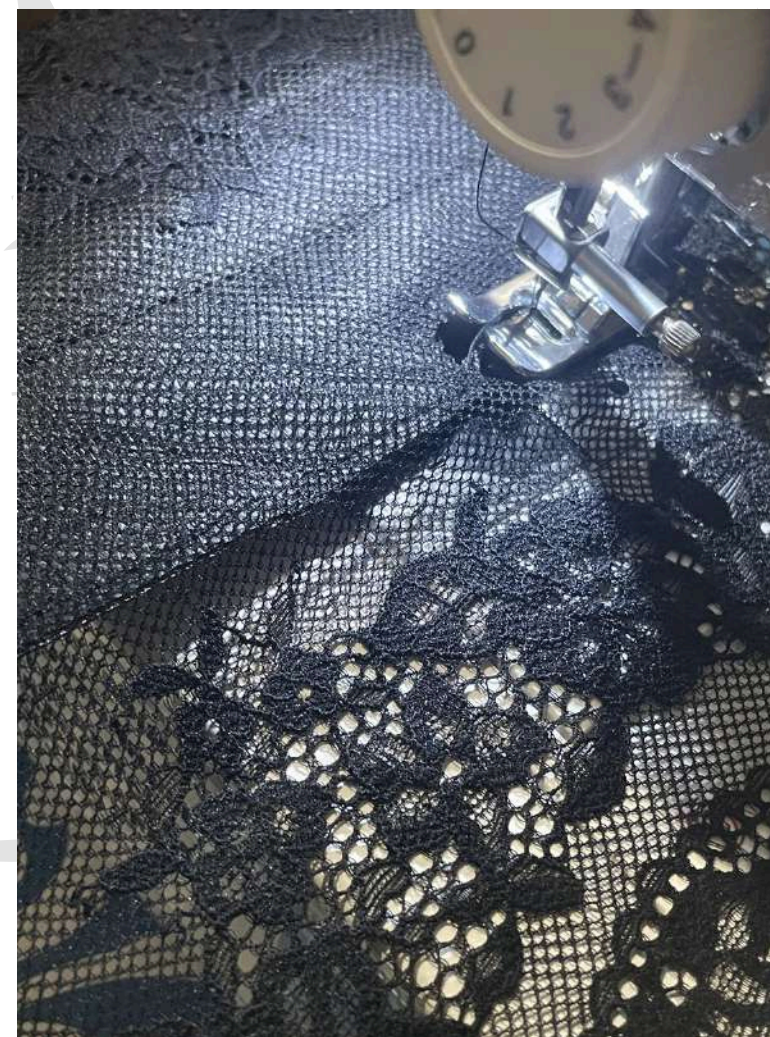
Process (steps for making bag wings)



14) Cut out a piece of leather fabric measuring 9 x 7 inches and make pleats



16) Sew the lace fabric onto the bag flaps



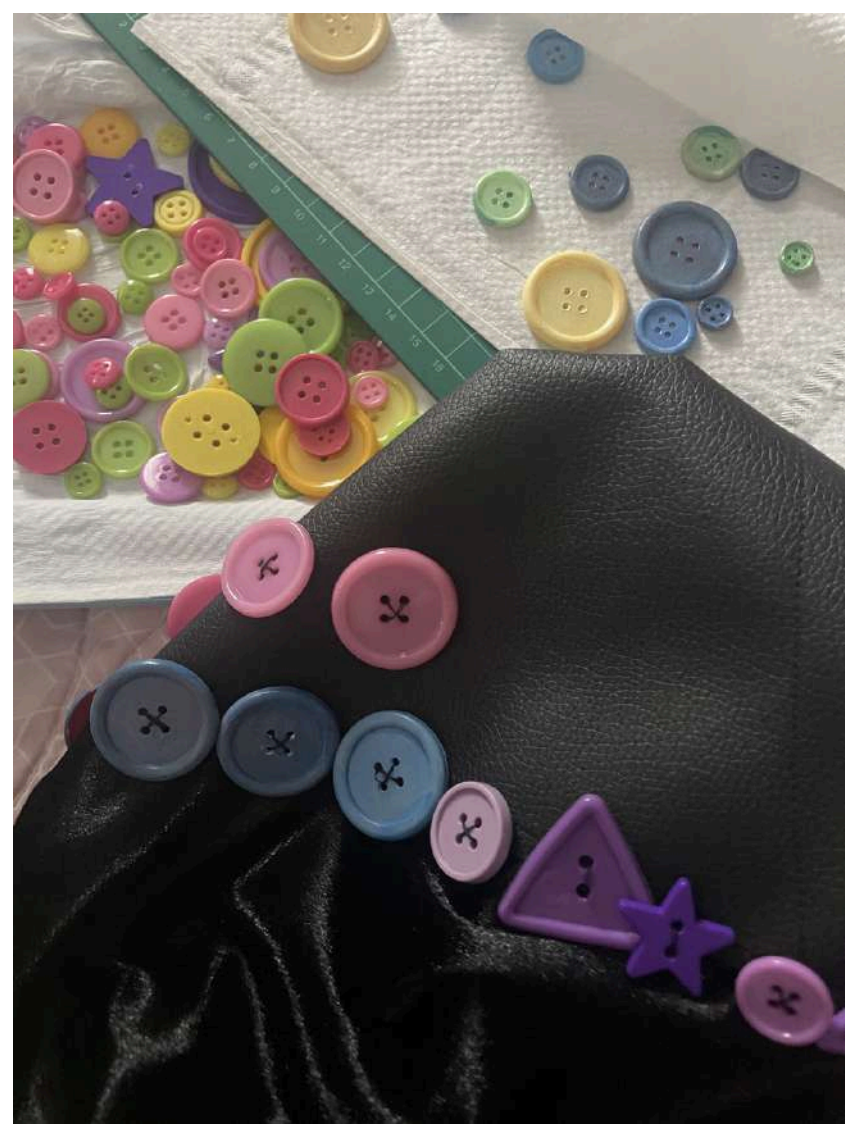
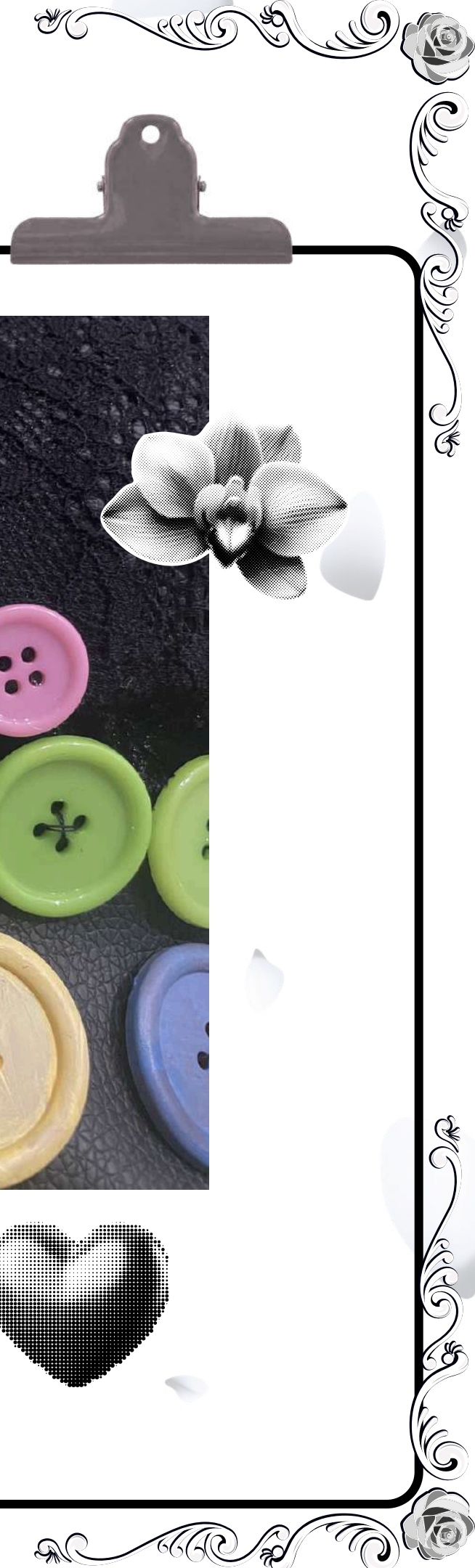
17) Make the drawstring pouch



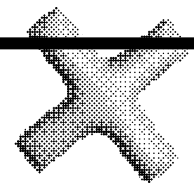
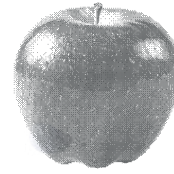
15) Sew along the fabric pins



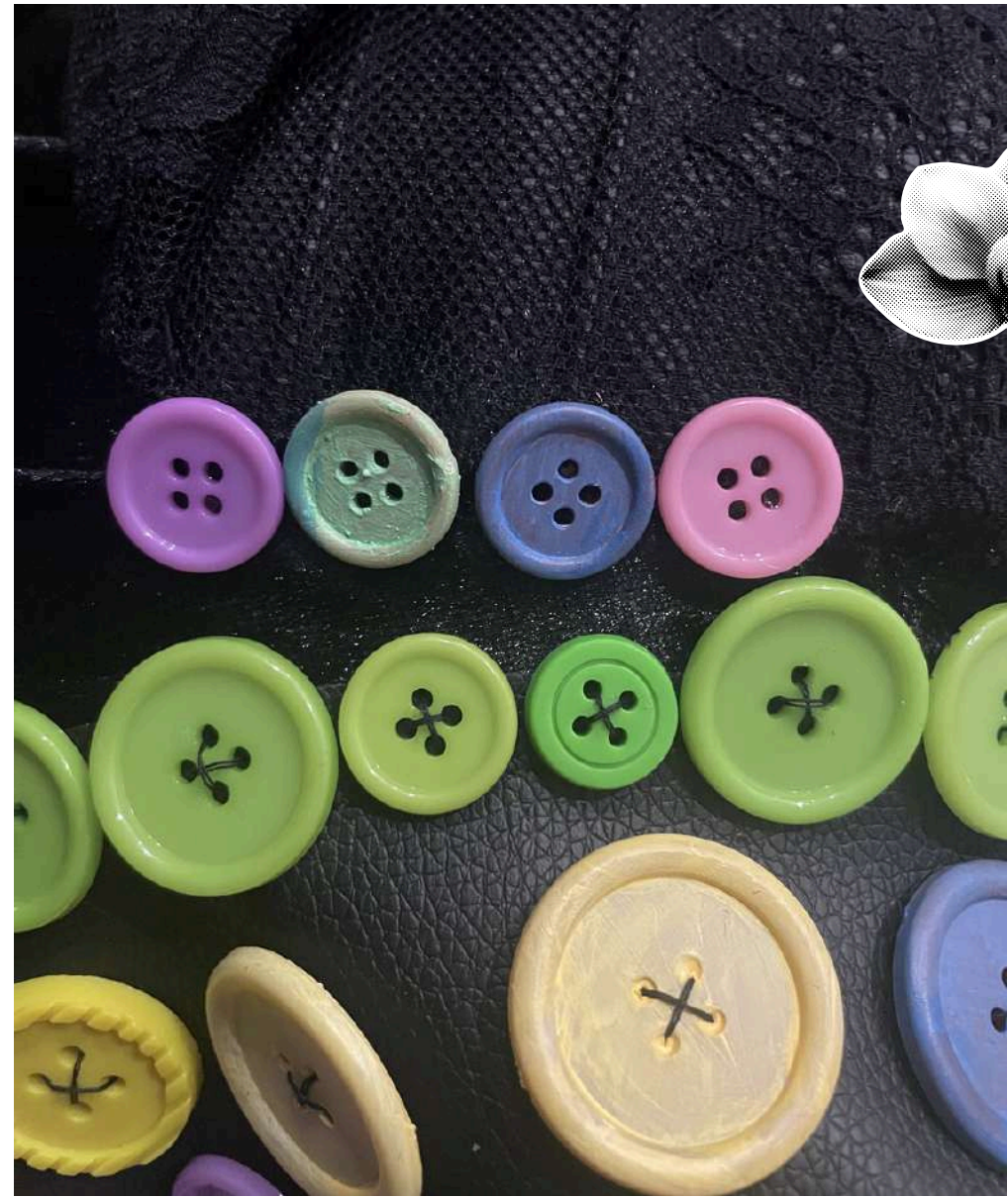
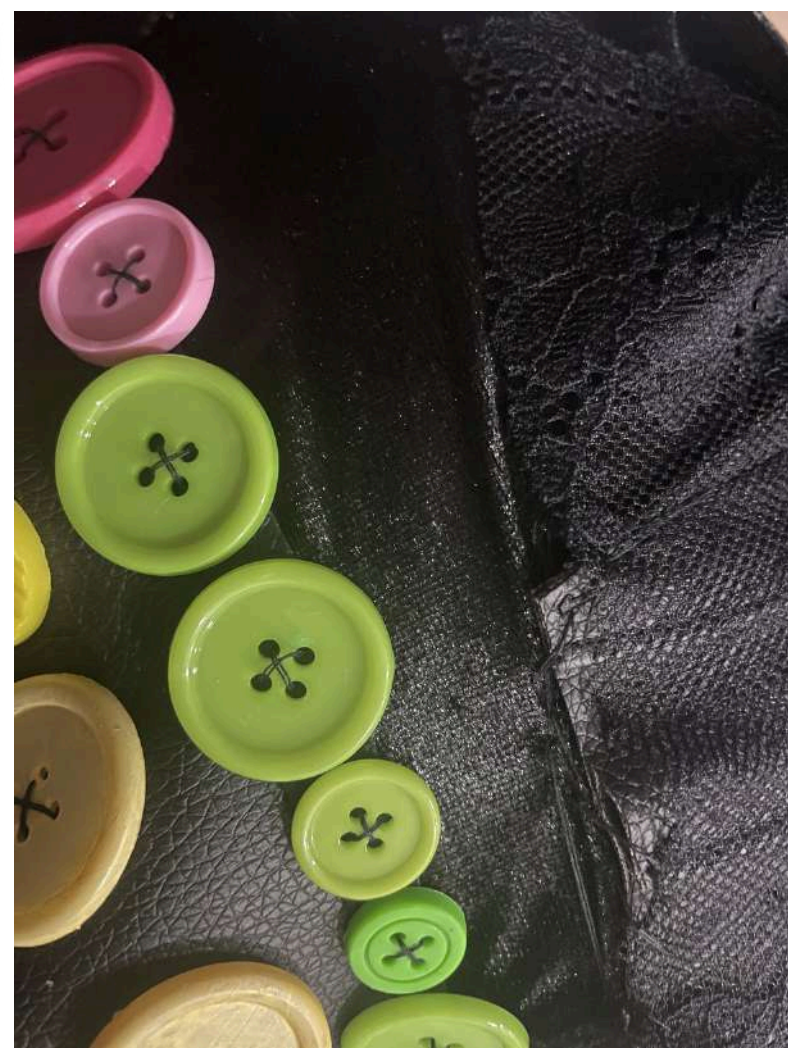
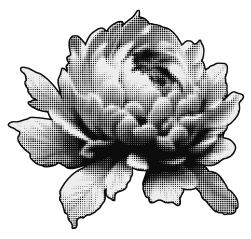
Process (steps for sewing a button onto the bag)



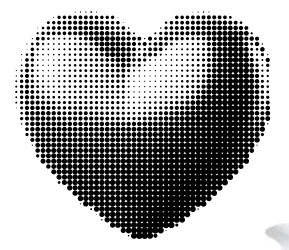
18) Sew the button onto the bag



19) Sew the flaps to the bag and secure them with glue



20) Use glue to attach the buttons to the side flaps of the bag





Thank you

References



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