

MY STORY

S/S 2022-23

MARY ANN

Telling the world about your skin can be hard- often, you're letting people see the most vulnerable side of you. But telling your story is important too.

THE VITILIGO GODDESS A/W 2021 collection will take you through the emotions I had gone through during a skin condition I've been having since I was 5 years of age, called vitiligo which is caused when pigment-producing cells die or stop functioning. Vitiligo has kind of opened my eyes, teaching me not to judge a book by its cover.

The emotions have been embedded into the design though different textures, material and color.

what's
wrong
with
your
skin?



PANTONE
11-4801 TPG
Tofu

PANTONE
12-0000 TPG
White Swan

PANTONE
13-1805 TSX
Pink Gecko

PANTONE
12-0709 TCX
Macadamia

PANTONE
5Y01 SP

PANTONE
3Y01 SP

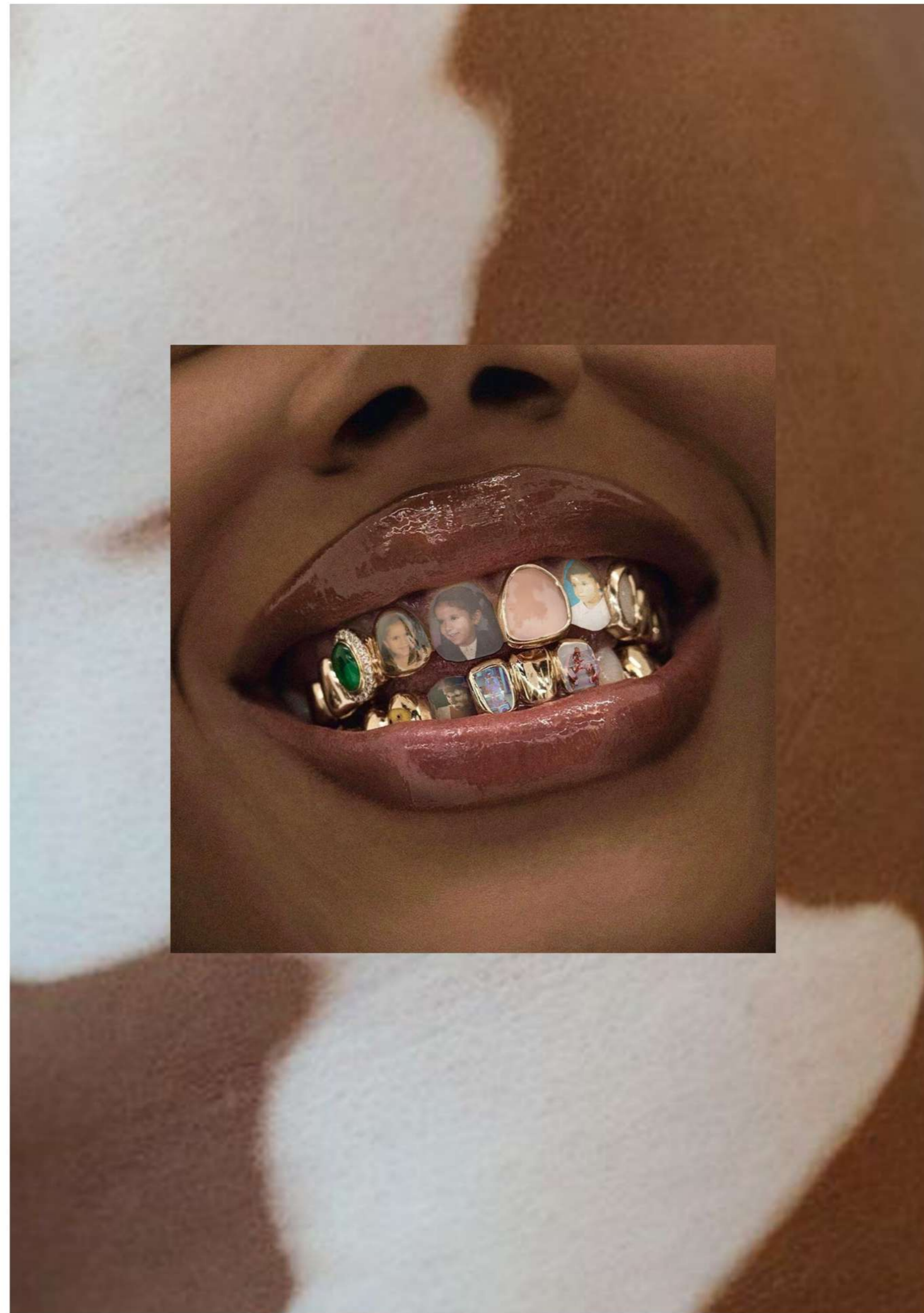
PANTONE
4005 UP

PANTONE
146 UP

PANTONE
20-0028 TPM
Brass Knuckles

PANTONE
20-0030 TPM
Shimmer On

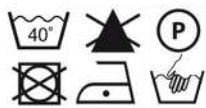
PANTONE 1405 CP





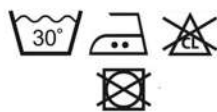
F1

FAUX LEATHER



F2

CREPE



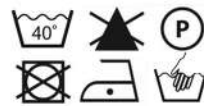
F3

FAUX LEATHER



F4

FAUX LEATHER

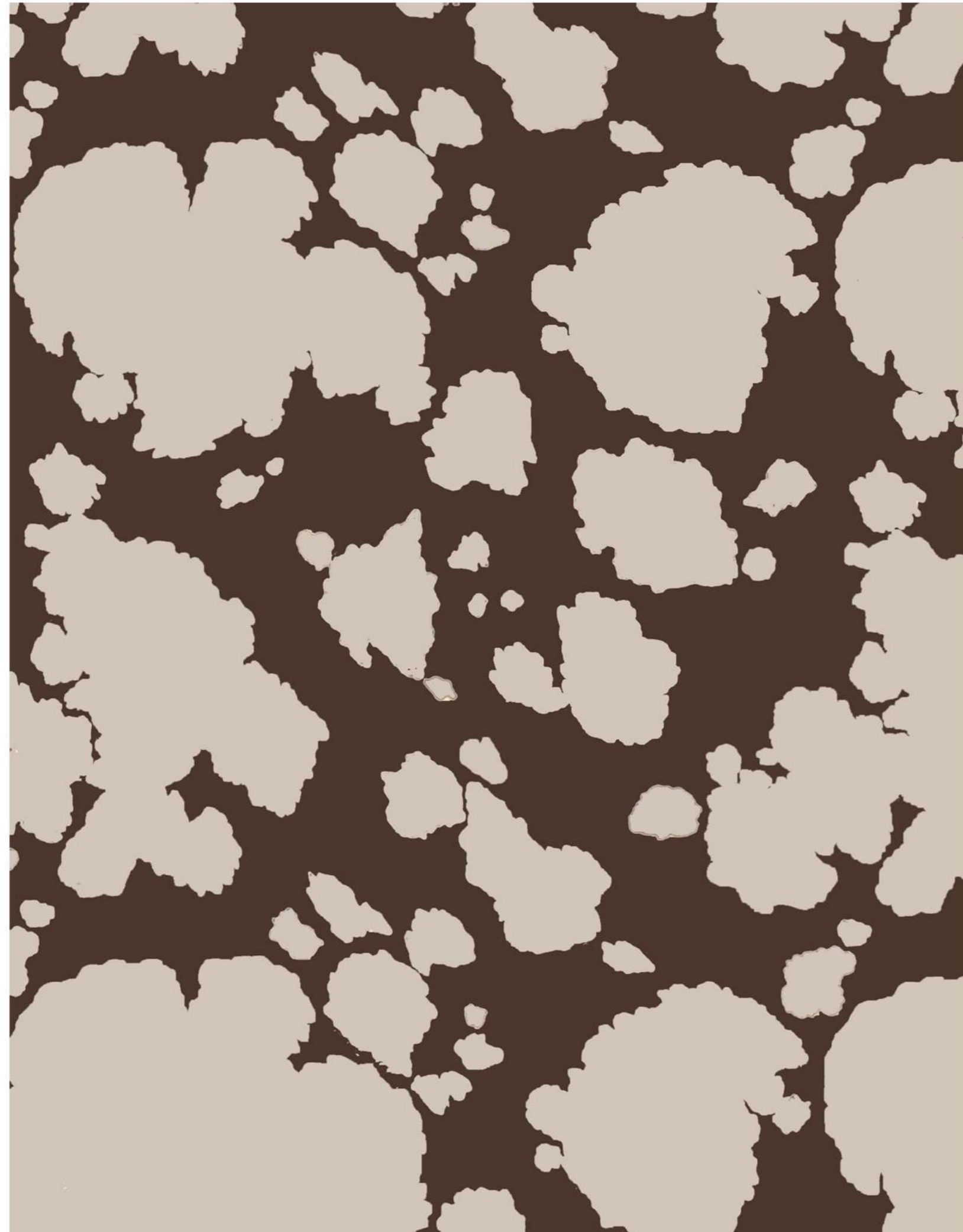


F5

100%
POLYESTER

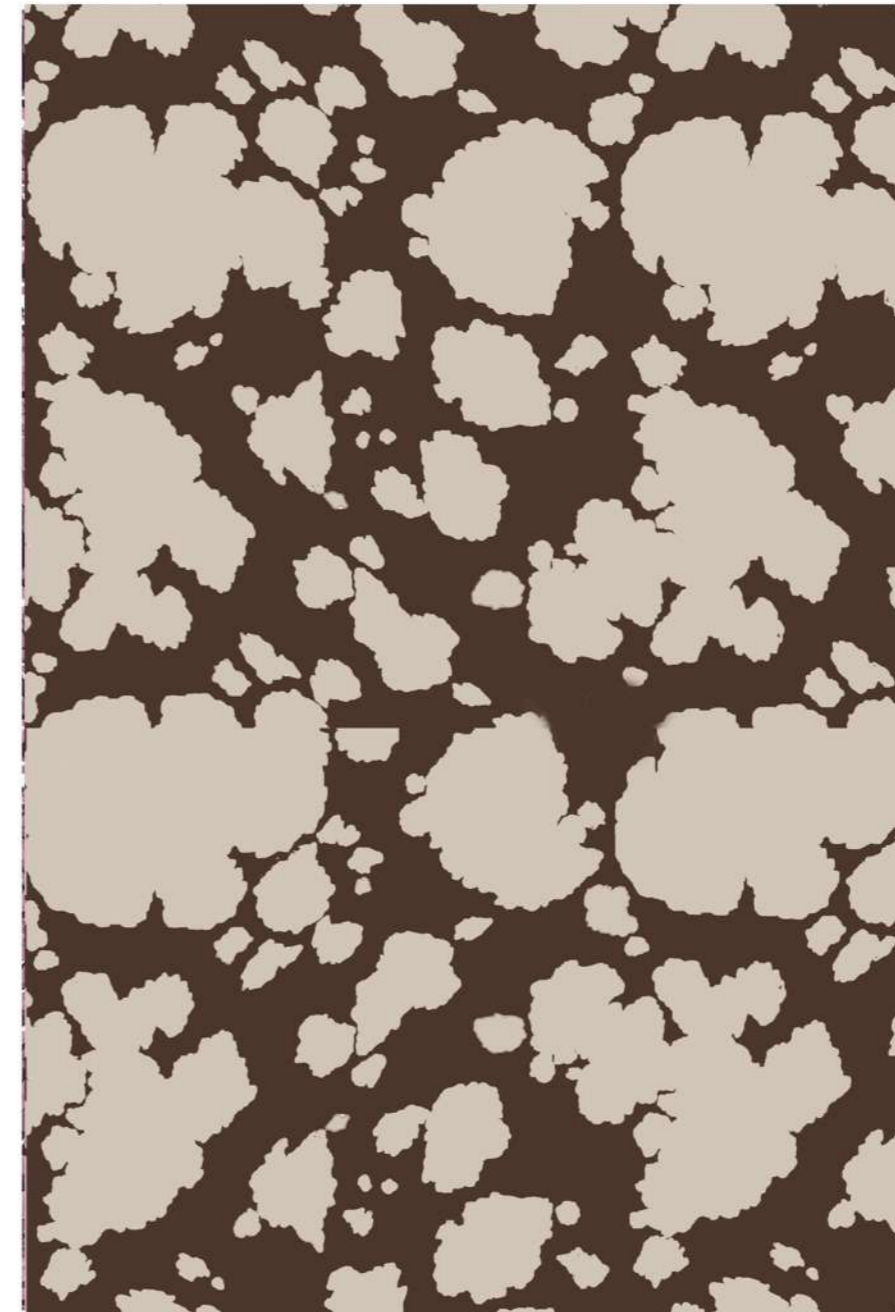


PO1

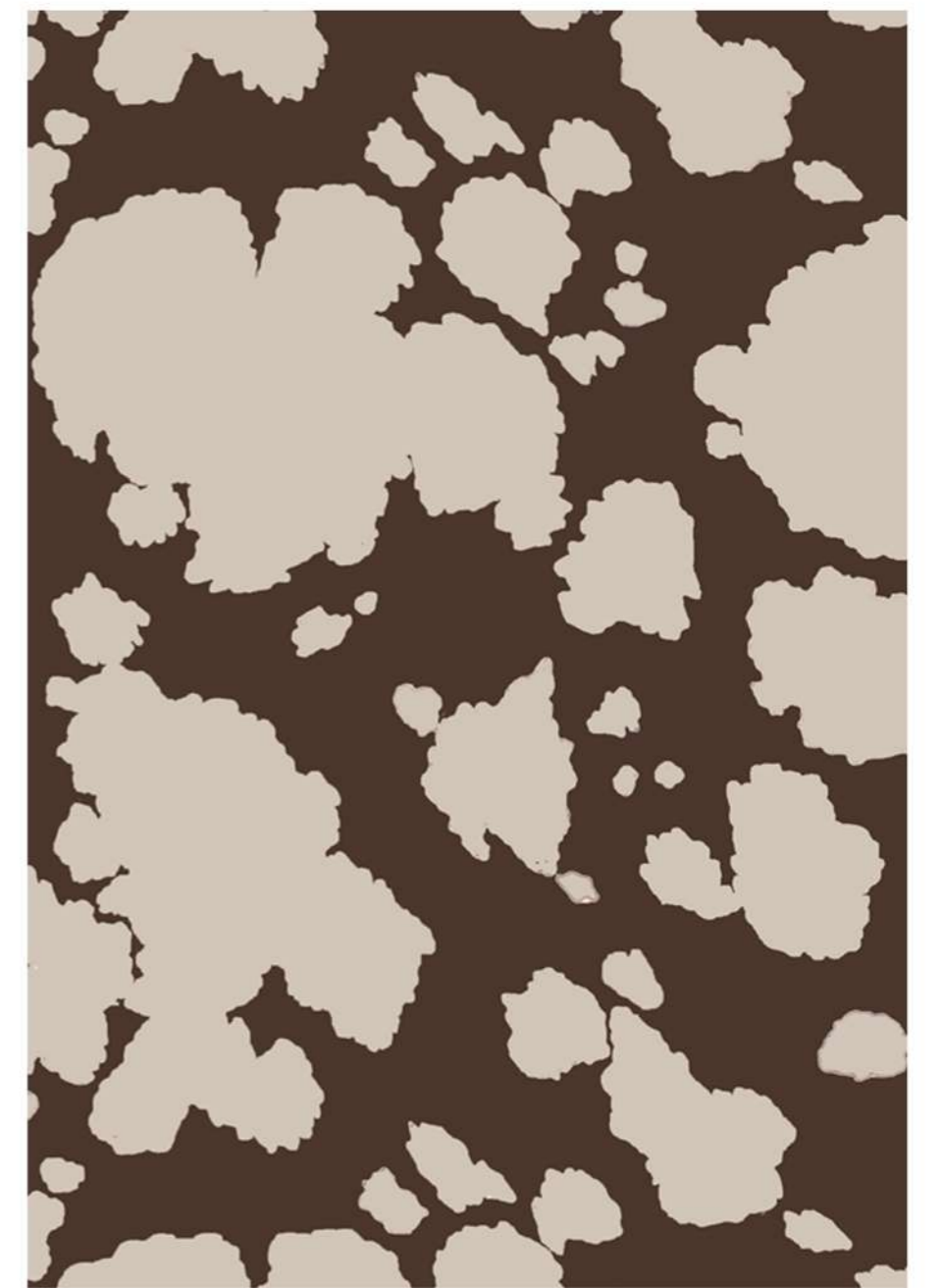


PRINT SCALE

PO1



TOTAL PRINT RATIO



REAL DIMENSION

DESCRIPTION

This print is inspired by vitiligo patches

FABRIC



F1

PRINT TECHNIQUE:

DIGITAL PRINTING



OUTFIT REFERENCE

MO2



MANIPULATION SCALE

MO2



TOTAL PRINT RATIO



REAL DIMENSION

DESCRIPTION

This manipulation represents the stitches i had gone through during the surgery

FABRIC



MANIPULATION TECHNIQUE

Patch Work with thread stitch like effect



OUTFIT REFERENCE

MO1



MANIPULATION SCALE

PO1



TOTAL PRINT RATIO



REAL DIMENSION

DESCRIPTION

This manipulation is showing an effect of the actual skin color and white patches occurring.

FABRIC



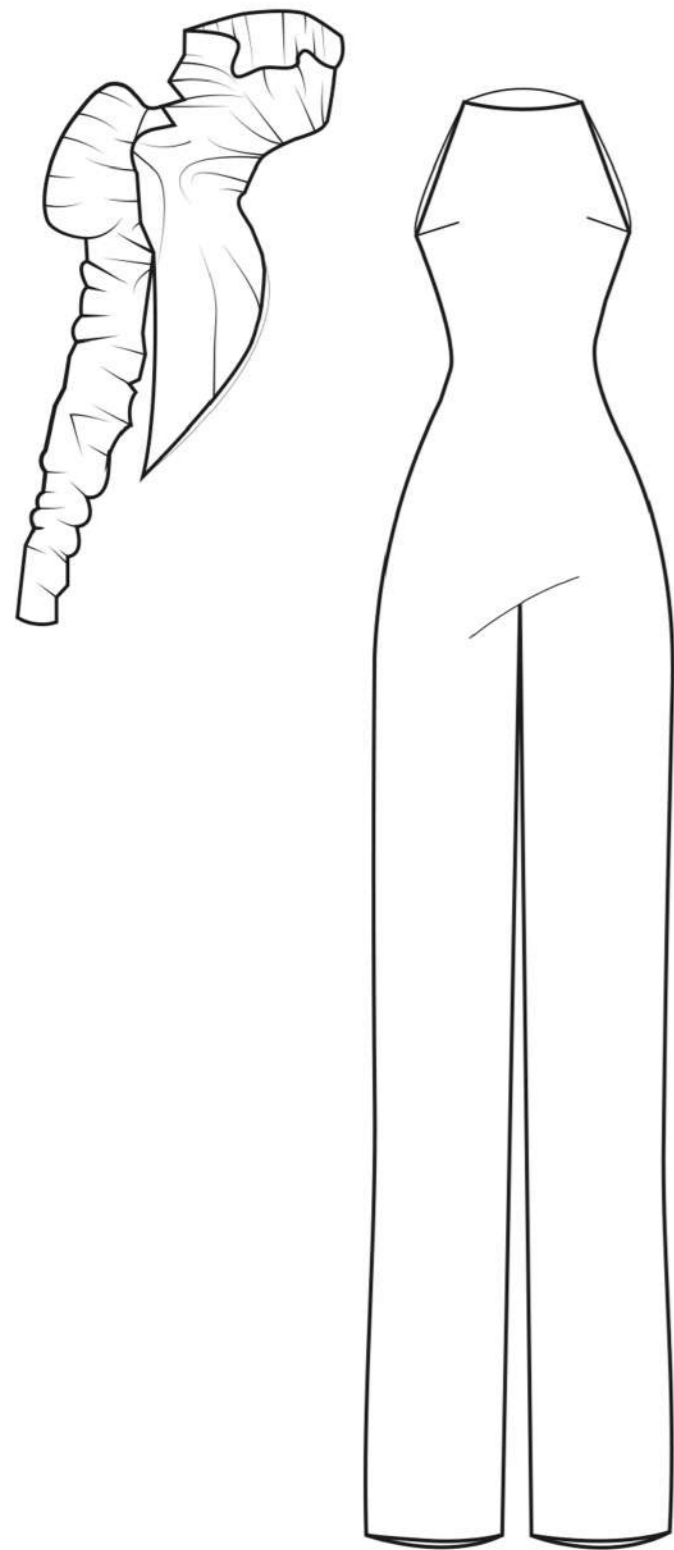
MANIPULATION TECHNIQUE

Patch Work

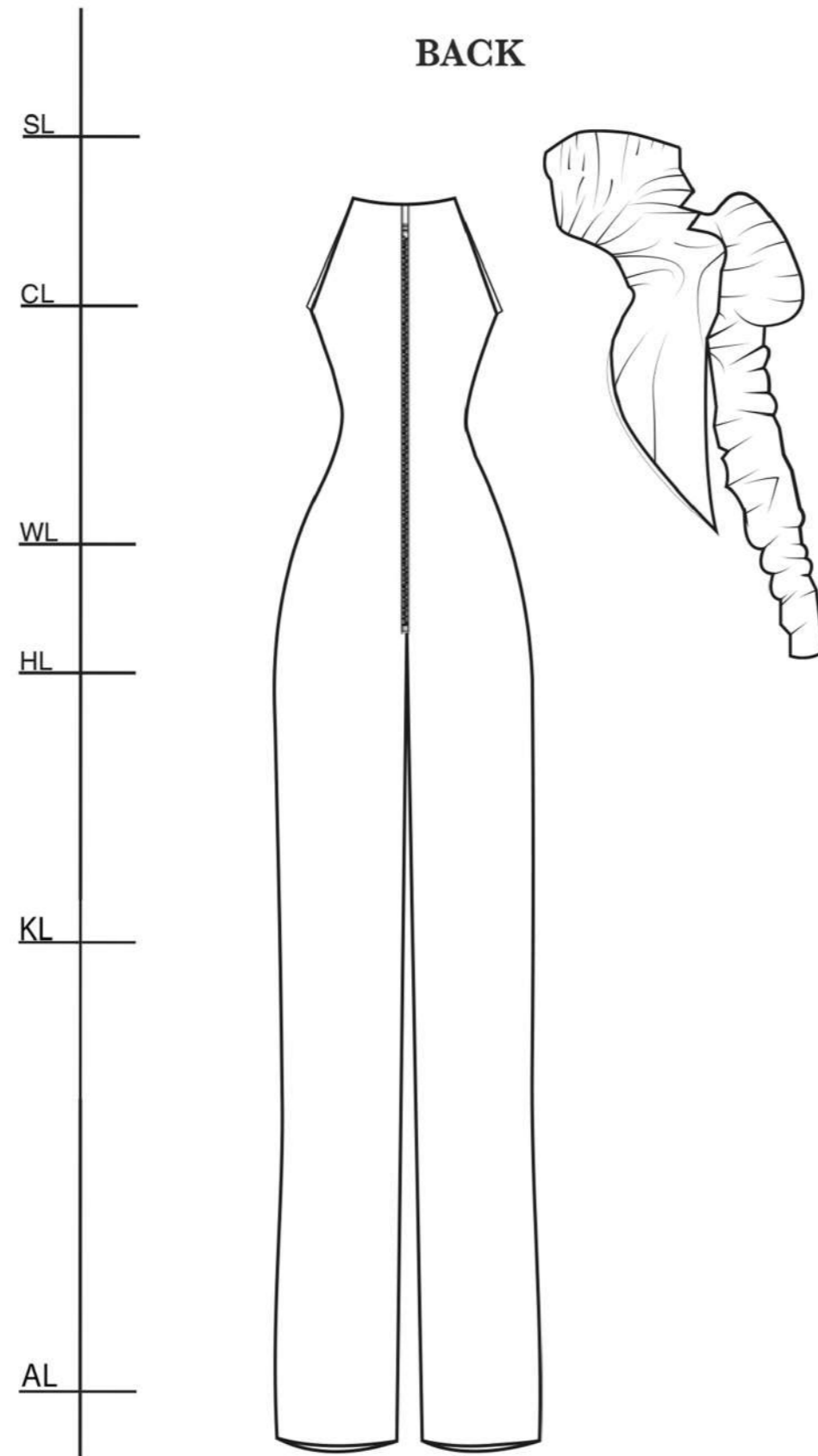


OUTFIT REFERENCE

FRONT



BACK



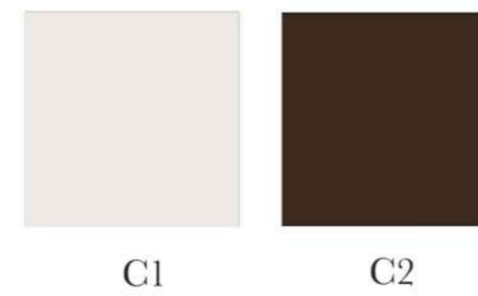
MEASUREMENTS

PROTOTYPE SIZE: S
SHOULDER WIDTH: 14.5"
BUST: 32"
WAIST: 27"
HIP: 37"
BACK LENGTH:

INSPIRATION



COLORS



COLORED TECHNICAL



PATCHY
OUTFIT REFERENCE

DETAILS

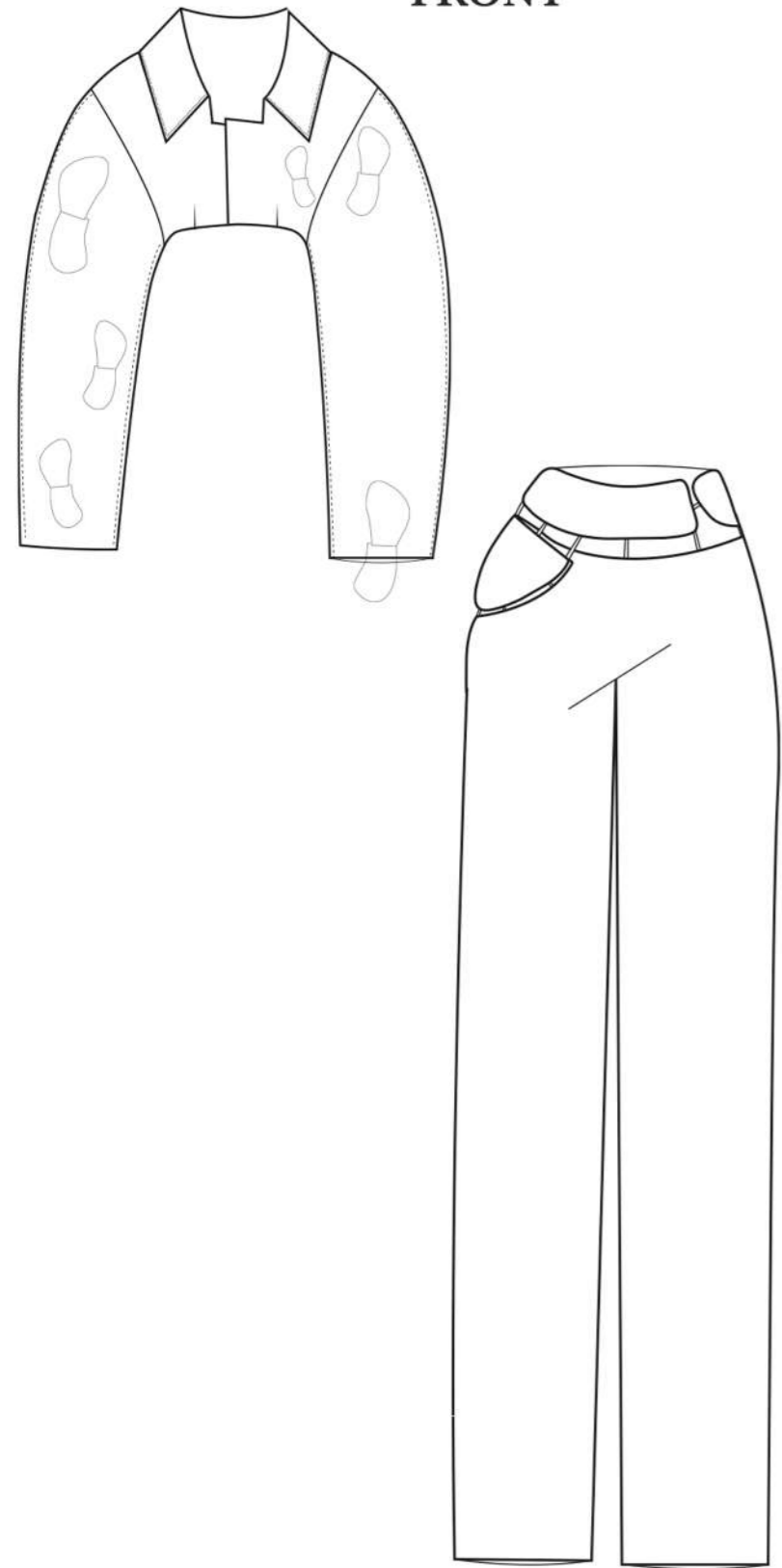


DESCRIPTION

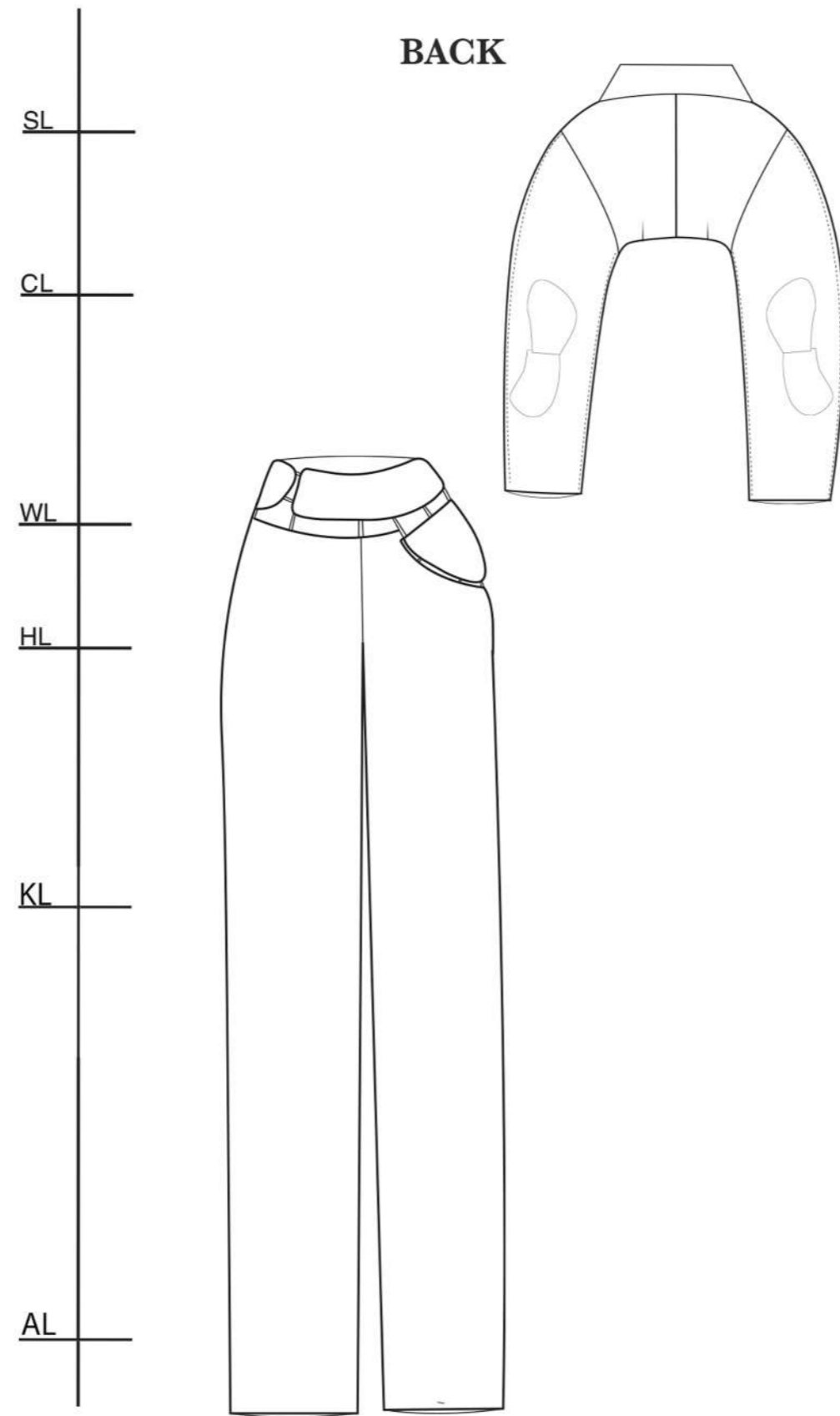
The whole look is inspired by a phase in my life where I was finding it hard to accept myself as I was diagnosed with a skin condition known as vitiligo. The jumpsuit has patches from my childhood and the one sleeve leather jacket represents weight on one shoulder.

FABRICS

FRONT



BACK



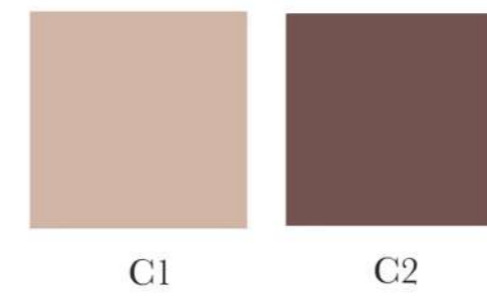
MEASUREMENTS

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 BACK LENGTH:

INSPIRATION



COLORS



COLORED TECHNICAL



DETAILS



DESCRIPTION

This outfits represents the reveal of skin when the melanin in your cells die and white patches occur

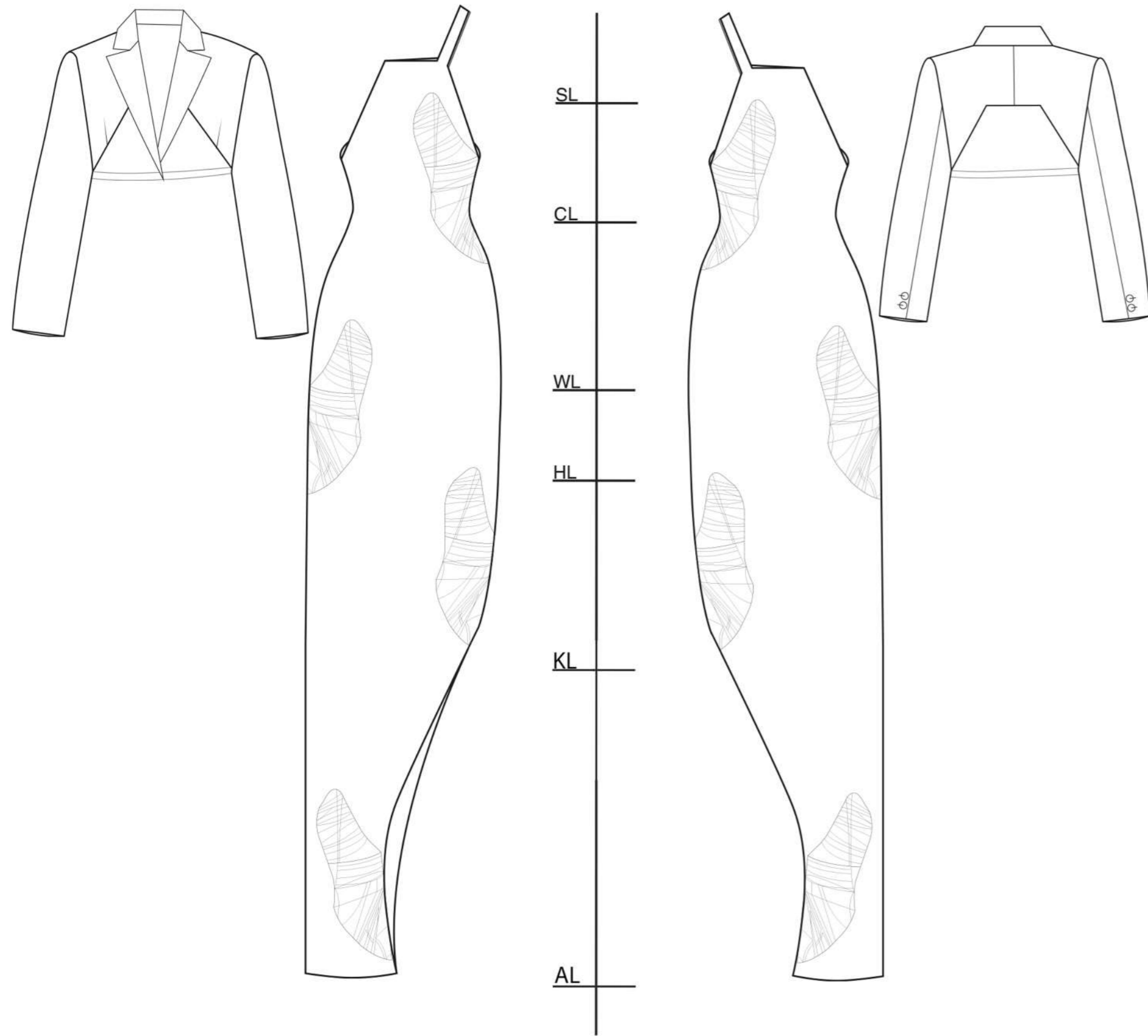
FABRICS



PEEL OFF
OUTFIT REFERENCE

FRONT

BACK



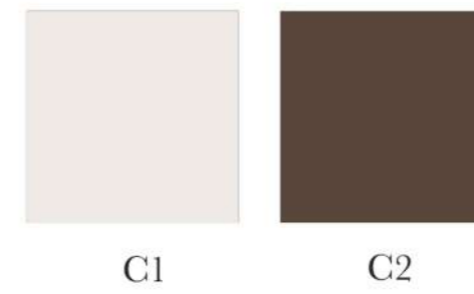
MEASUREMENTS

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 BACK LENGTH:

INSPIRATION



COLORS



COLORED TECHNICAL



STITCHES
OUTFIT REFERENCE

DETAILS



DESCRIPTION

The outfit is inspired by the stitches I had after the operation I had gone through. The manipulation continues in the back representing the number of stitches. The cropped jacket represents bandage as a covering to the stitches.

FABRICS

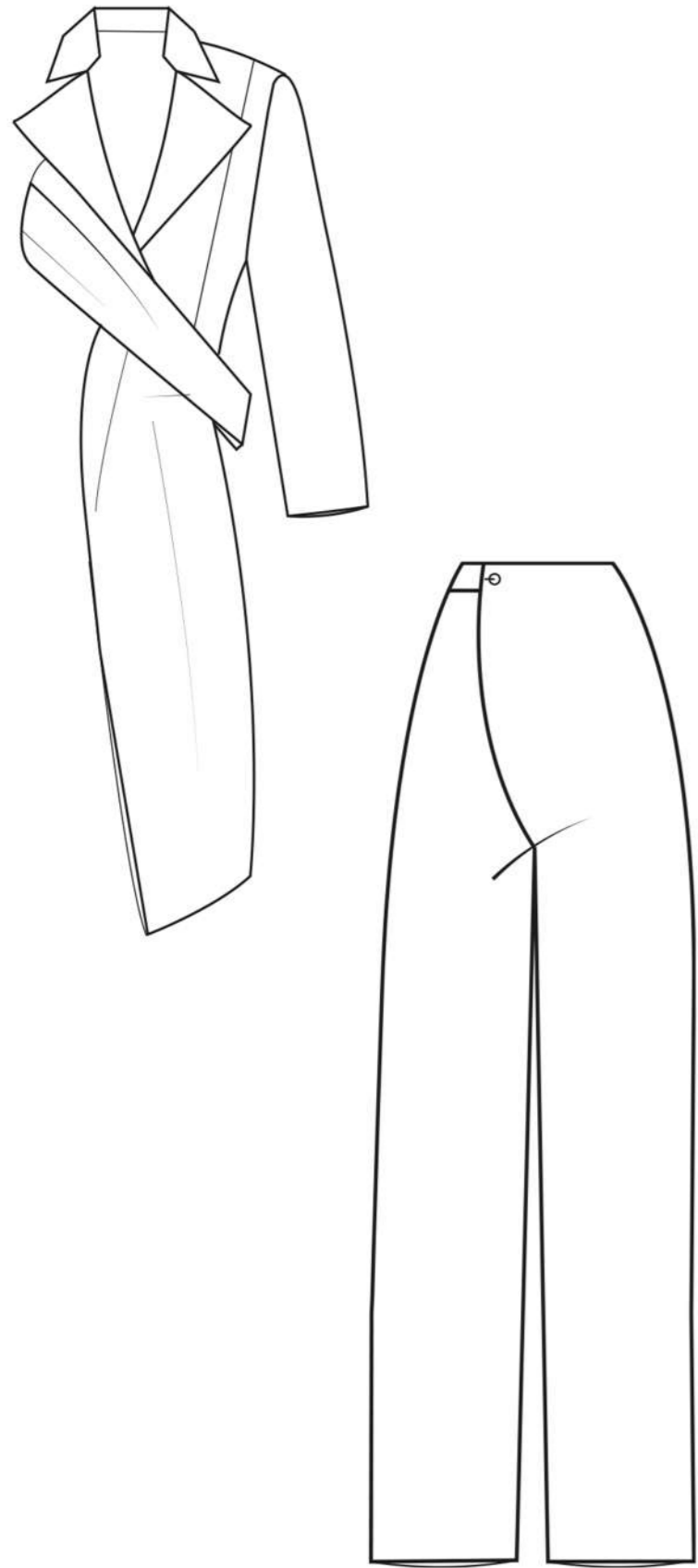


DETAILS

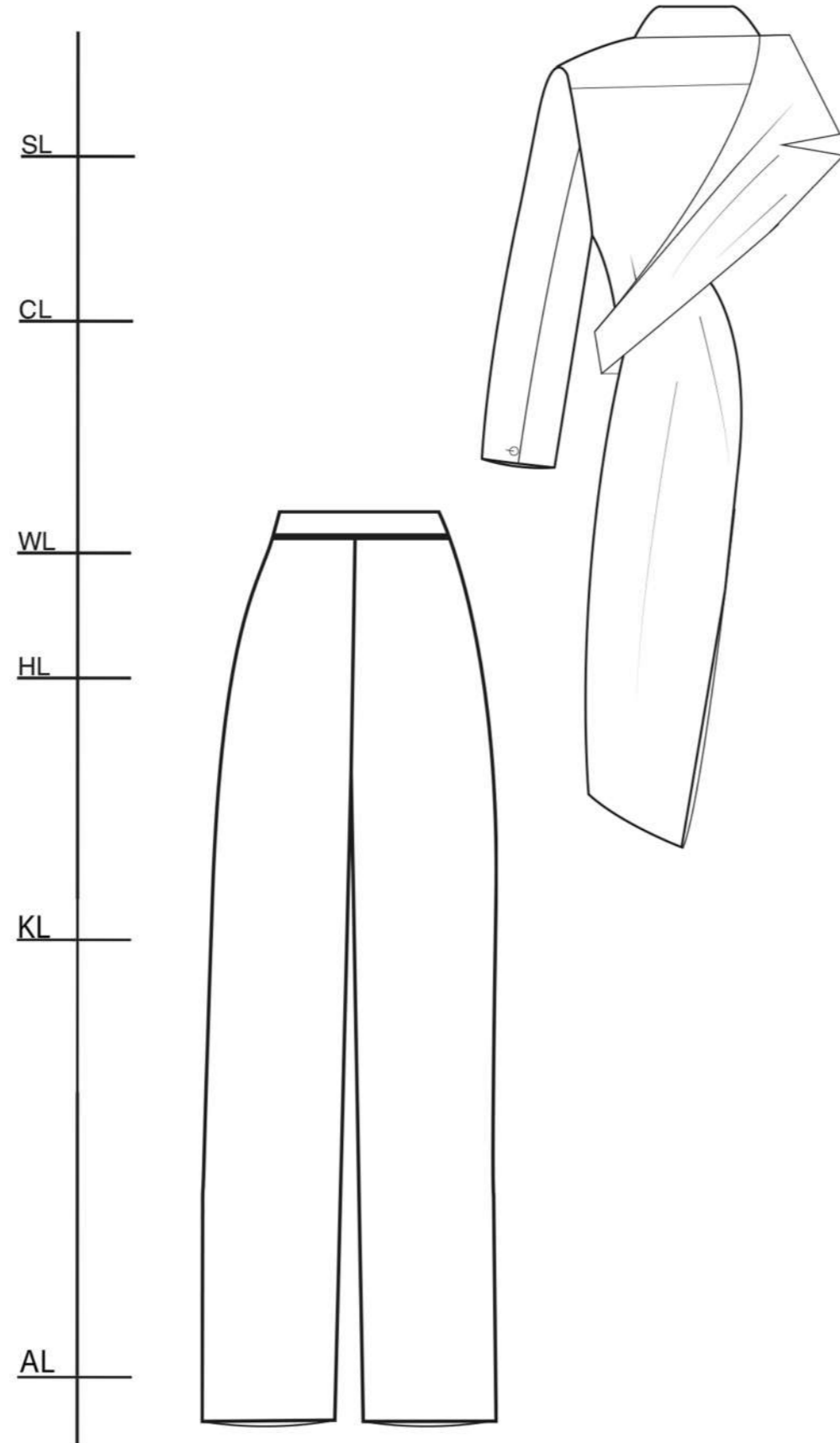


OUTFIT REFERENCE

FRONT



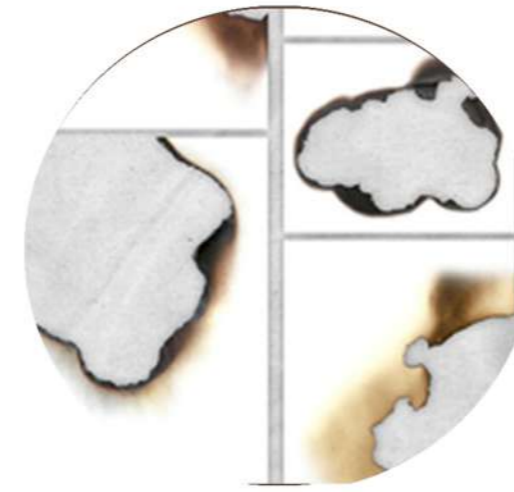
BACK



MEASUREMENTS

PROTOTYPE SIZE: S
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 HIP: 37"
 BACK LENGTH:

INSPIRATION



COLORS



COLORED TECHNICAL



DETAILS



DESCRIPTION

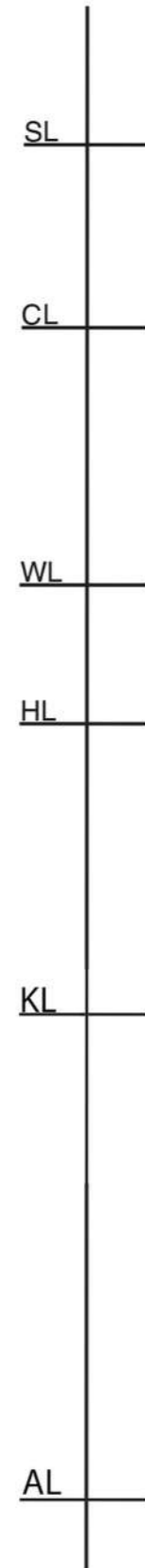
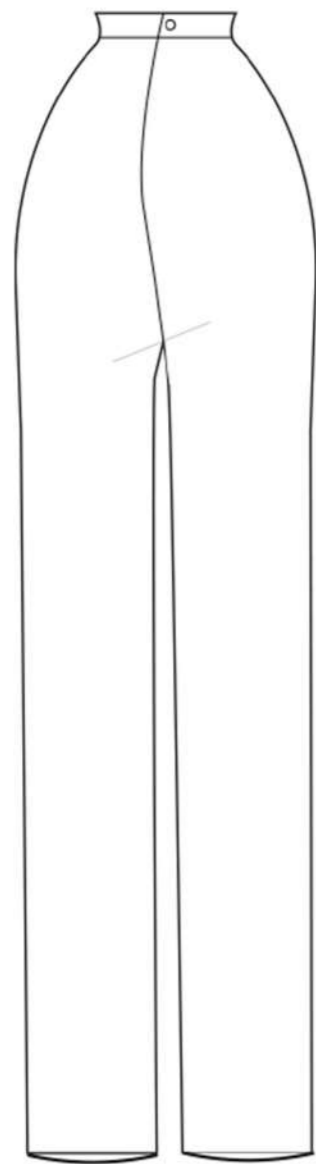
The outfit is inspired by the growth of the patch and how it spread.

FABRICS

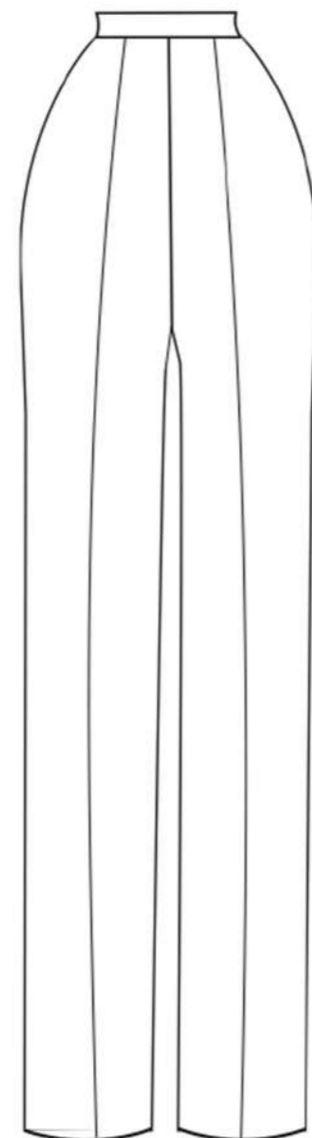


BURNT BRUISES
OUTFIT REFERENCE

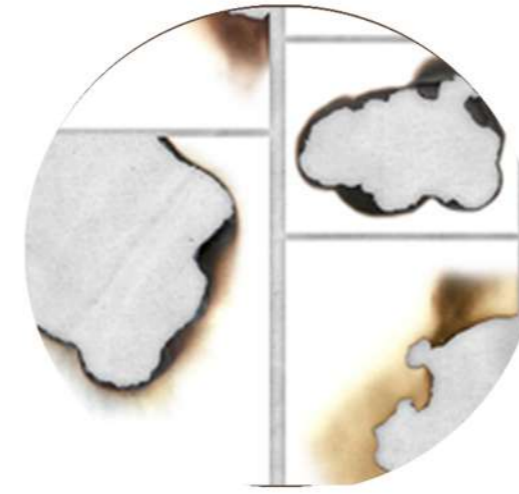
FRONT



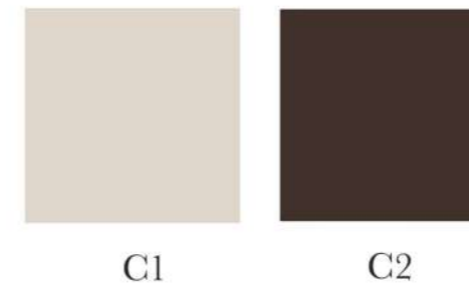
BACK



INSPIRATION



COLORS



COLORED TECHNICAL



DETAILS



DESCRIPTION

The outfit is inspired by the growth of the patch and how it spread.

FABRICS

MEASUREMENTS

PROTOTYPE SIZE: S
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BURNT BRUISES
OUTFIT REFERENCE

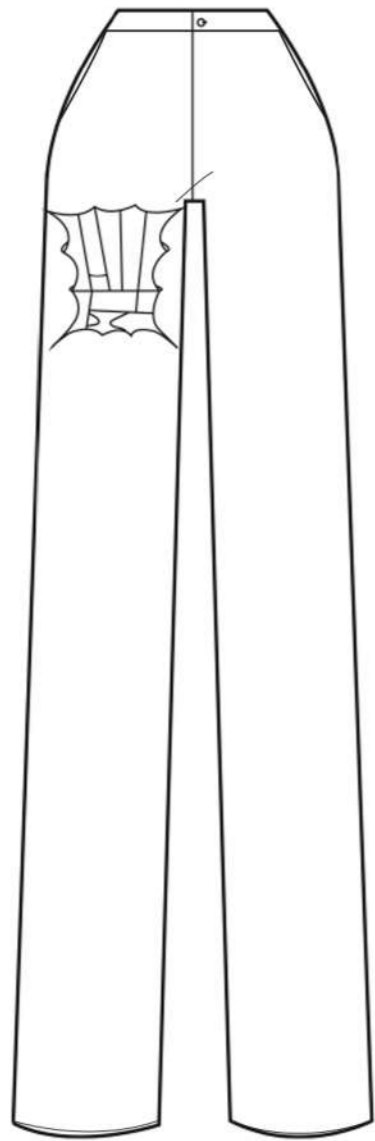
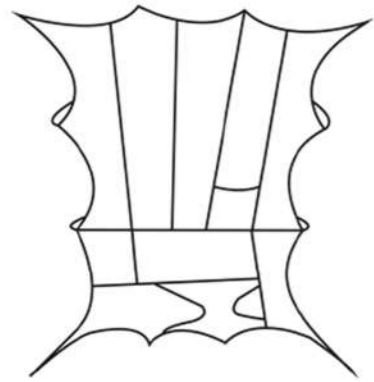


DETAILS

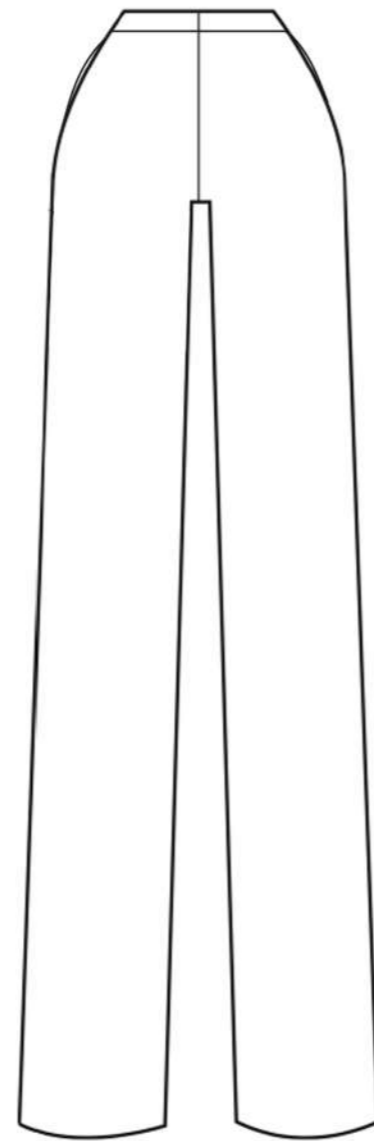
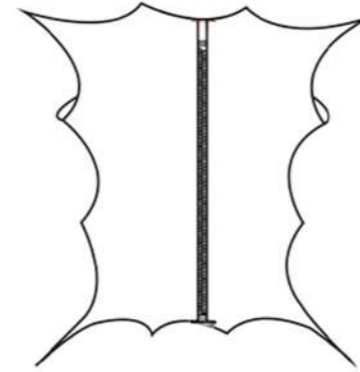


OUTFIT REFERENCE

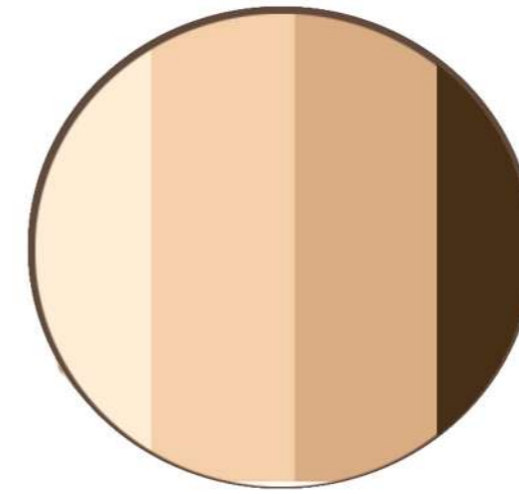
FRONT



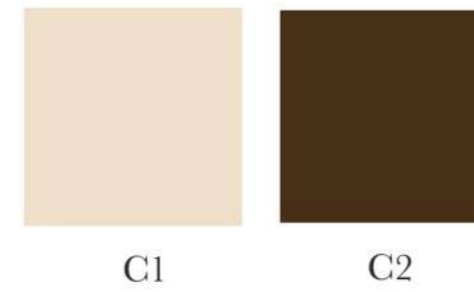
BACK



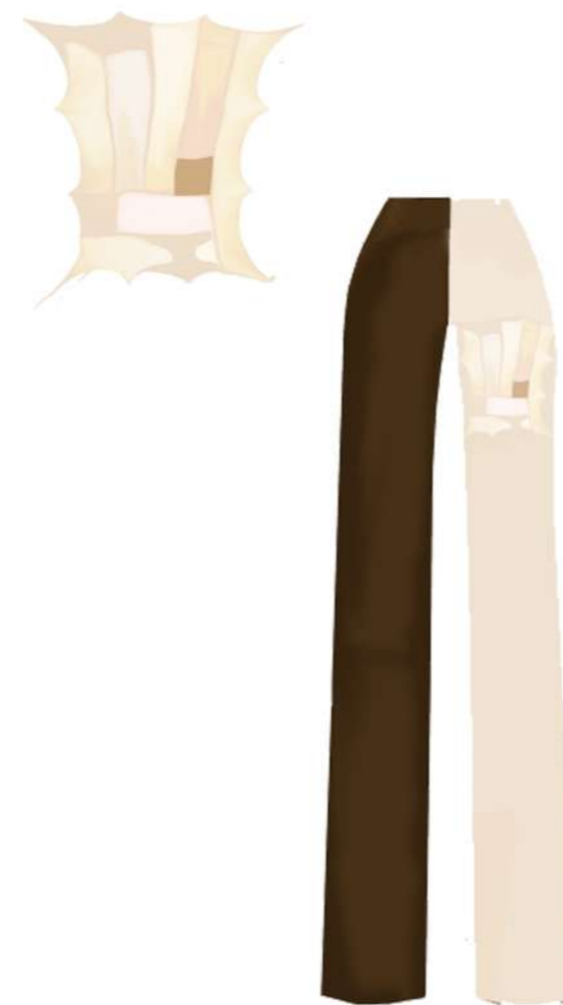
INSPIRATION



COLORS



COLORED TECHNICAL



DETAILS



DESCRIPTION

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MEASUREMENTS

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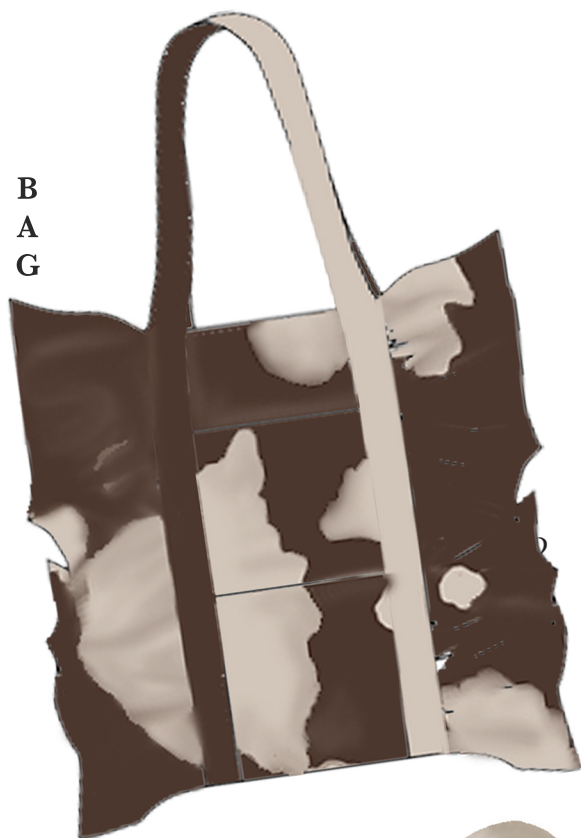


PEEL OFF
OUTFIT REFERENCE





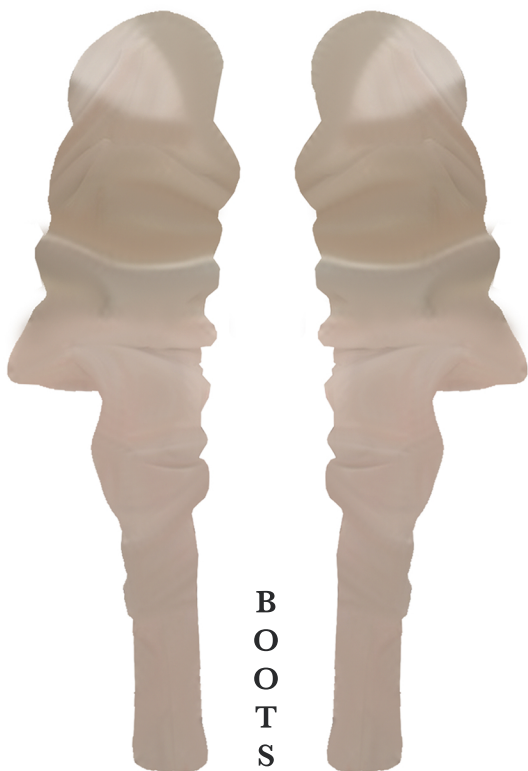
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ABOUT THE BRAND

Since 2018, MyStory has been on a mission to provide the best quality clothing for women. For any individual in need for a high quality, contemporary, classic, feminine and unique clothes. MyStory provides customers with the best services and quality clothing. Experimental Ready to Wear is the main concept of the brand with unexpected fabric combination, colors, textile and manipulation.

BRAND TARGET

Age range: 18-25
 Woman living in the suburbs
 Customers with minimum purchasing power, high appreciation towards fashion and art
 Frequent buyers, openminded and modern.



SWOT ANALYSIS

STRENGTH

Brand that offers good quality apparels for affordable prices.
 Has a well-established and fast distribution system.
 Strong brand image

WEAKNESS

Entry to the online market is complicated due to the business model (Clothing size)
 Lack of control over production of product

OPPORTUNITY

Collaborations with luxury designers
 Online shopping
 Introduce new product line for men

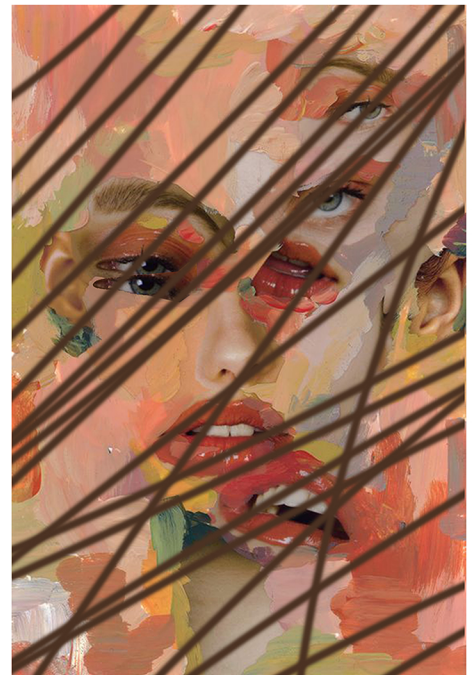
THREATS

Risk of foreign exchange fluctuations
 Rising labor and distribution costs in Europe.

CUSTOMER ANALYSIS

Independent women
Unique personality
Confident
Aesthetic

PACKAGING



PRODUCT RANGE

Womens wear apparel
Shirt Trousers
Coat Jacket
 Dress

BRAND POSITIONING



