

CONCEPT BOARD

上海



TAKE-AWAY MERCH



TIES

喜茶吃瓜公司

炎炎夏日，解暑佳品
搭配定制绿妍茶底与经典芝
爽脆多汁的当季西瓜果肉

舊上海



舊上海

SHANGHAI LADIES

荔枝季



CUT-OUT



CHEONGSAM

SHANGHAI LADIES

In The Mood For Love



Trend



Golden Peach

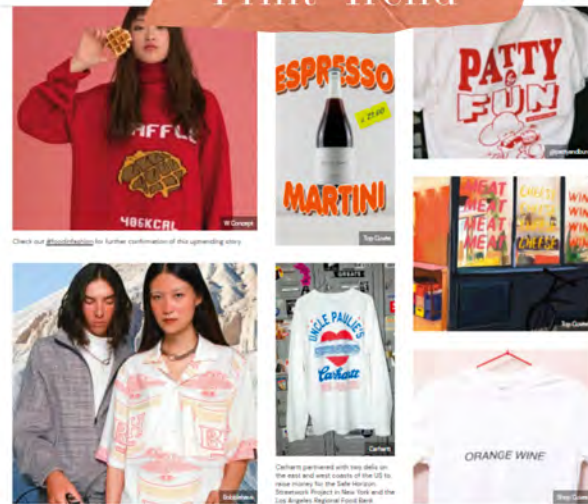
COLOUR & FABRICS



FINAL PRINT

PRINT INSPIRATION

Print Trend



Chinese Food Posters



Repeat-Print

Take-away Merch

Food brands and graphic style as print designs



Layout
Illustration
Font



CREATED USING ILLUSTRATOR; COLLAGING ELEMENTS OF INSPIRED GRAPHIC STYLE.

FABRIC SAMPLES (SATIN)



SUSTAINABILITY: WATER-BASED INKS, MADE IN UK

SHANGHAI LADIES



Frames

Pose

- poster style
- Female figure as focus

Typography

Advertising products

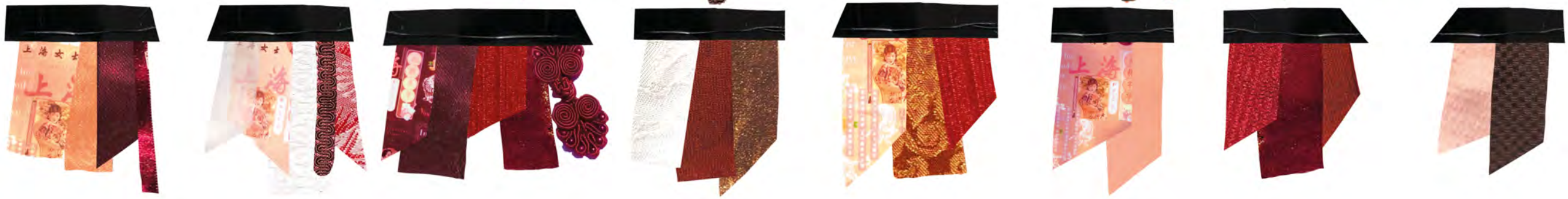


HAND DRAWN ILLUSTRATION AS PLACEMENT PRINT (HEAT TRANSFER)

郑
永
琦

Kyongqi

SHANGHAI LADIES



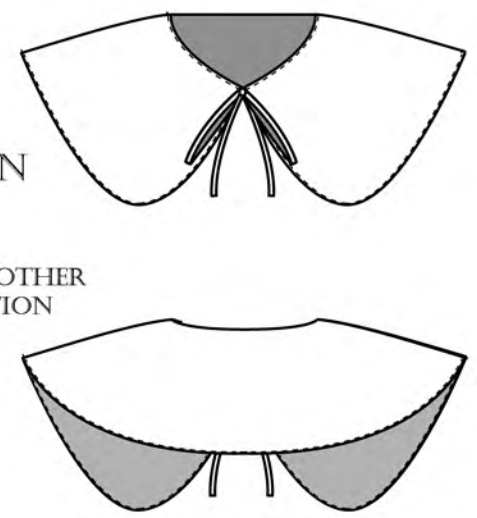


CHEONGSAM

Drape

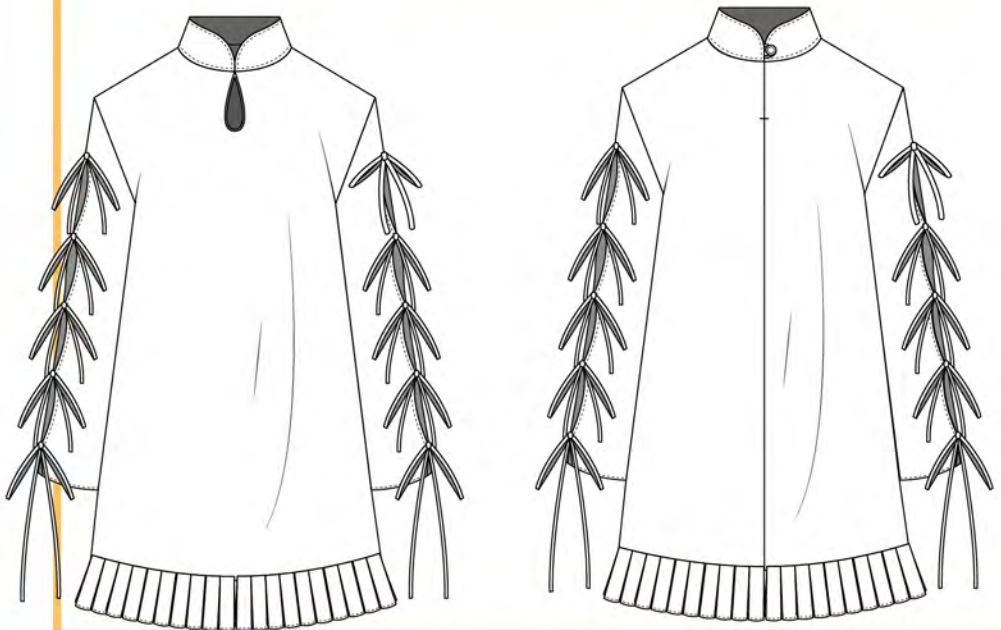


CUT-OUT



DETACHABLE PETER PAN COLLAR

LAYERABLE AND CAN MATCH WITH OTHER GARMENTS TO OFFER CUSTOMISATION



OVERSIZED TIE-UP DRESS

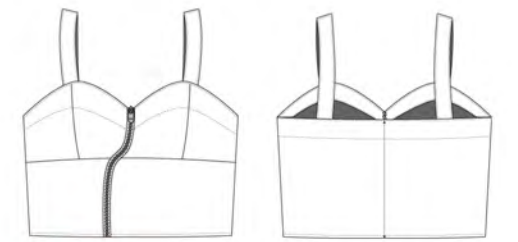
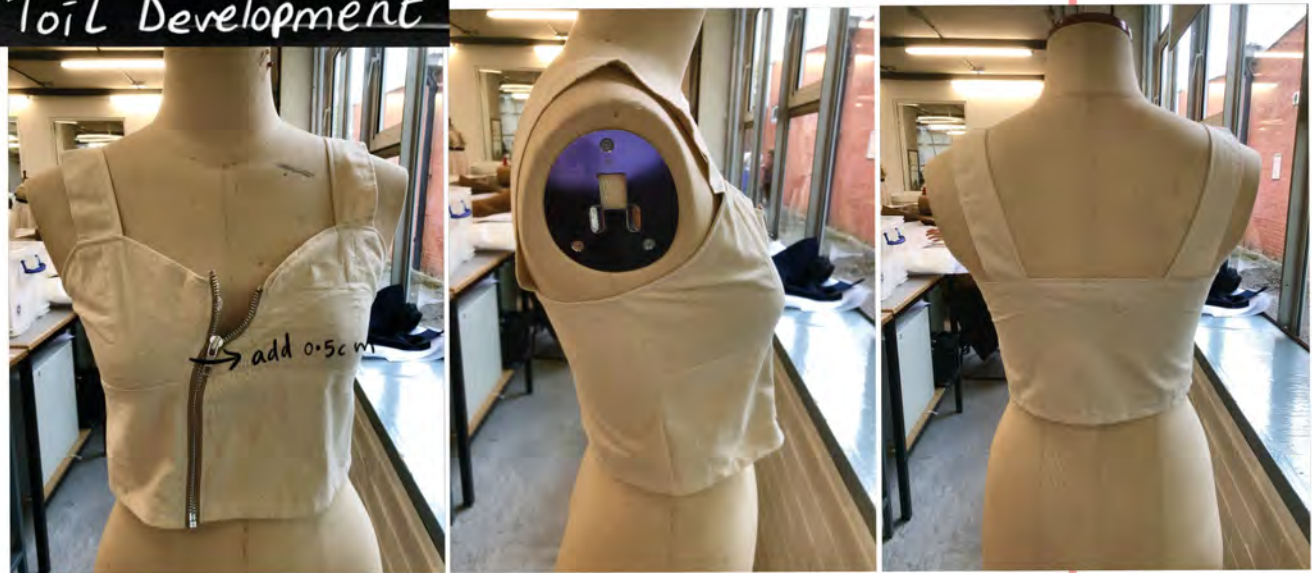
ELEMENTS OF CHEONGSAM, MANDARIN COLLAR WITH A LOOSE SUMMER FIT AND PLEATED BOTTOM



Toil progress

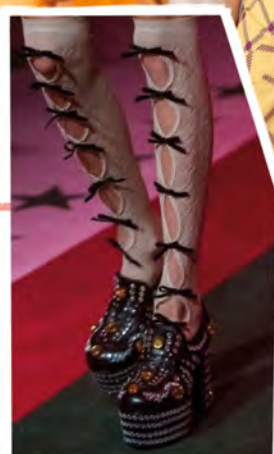
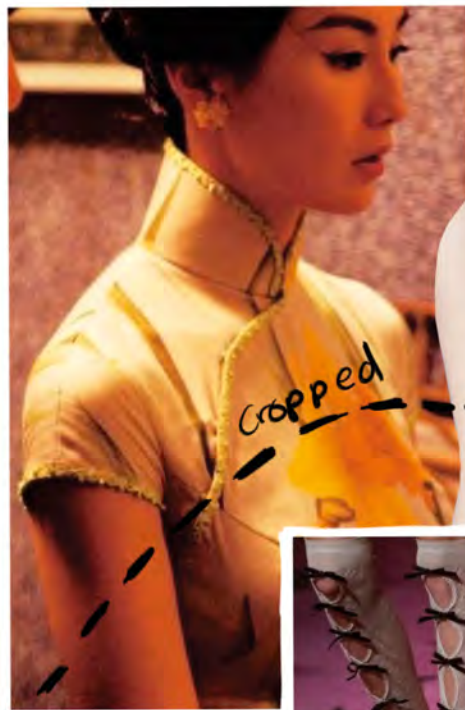


Toil Development



CROPPED BRALETTE
CURVED ZIPPER INSPIRED BY CHEONGSAM

CURVED ZIPPER BASED ON THE PANEL PATTERNS IN CHEONGSAM DRESS



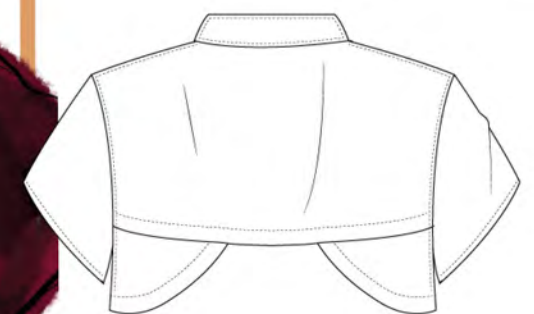
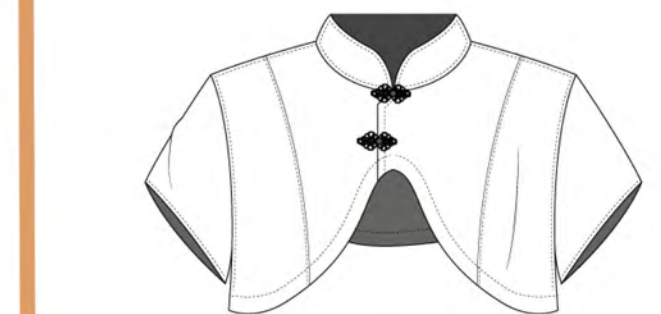
Fabrics



Repeat-print fabric (satin)



TIE UP HIGH WAISTED TROUSERS



CROPPED CHEONGSAM TOP

OPENING WITH FROG FASTENERS

POSTER GIRL



POSTER GIRL



上海

POSTER GIRL

茶餐 廳

上海女士

样
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SHANGHAI LADIES



POSTER GIRL



上海

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上海女士

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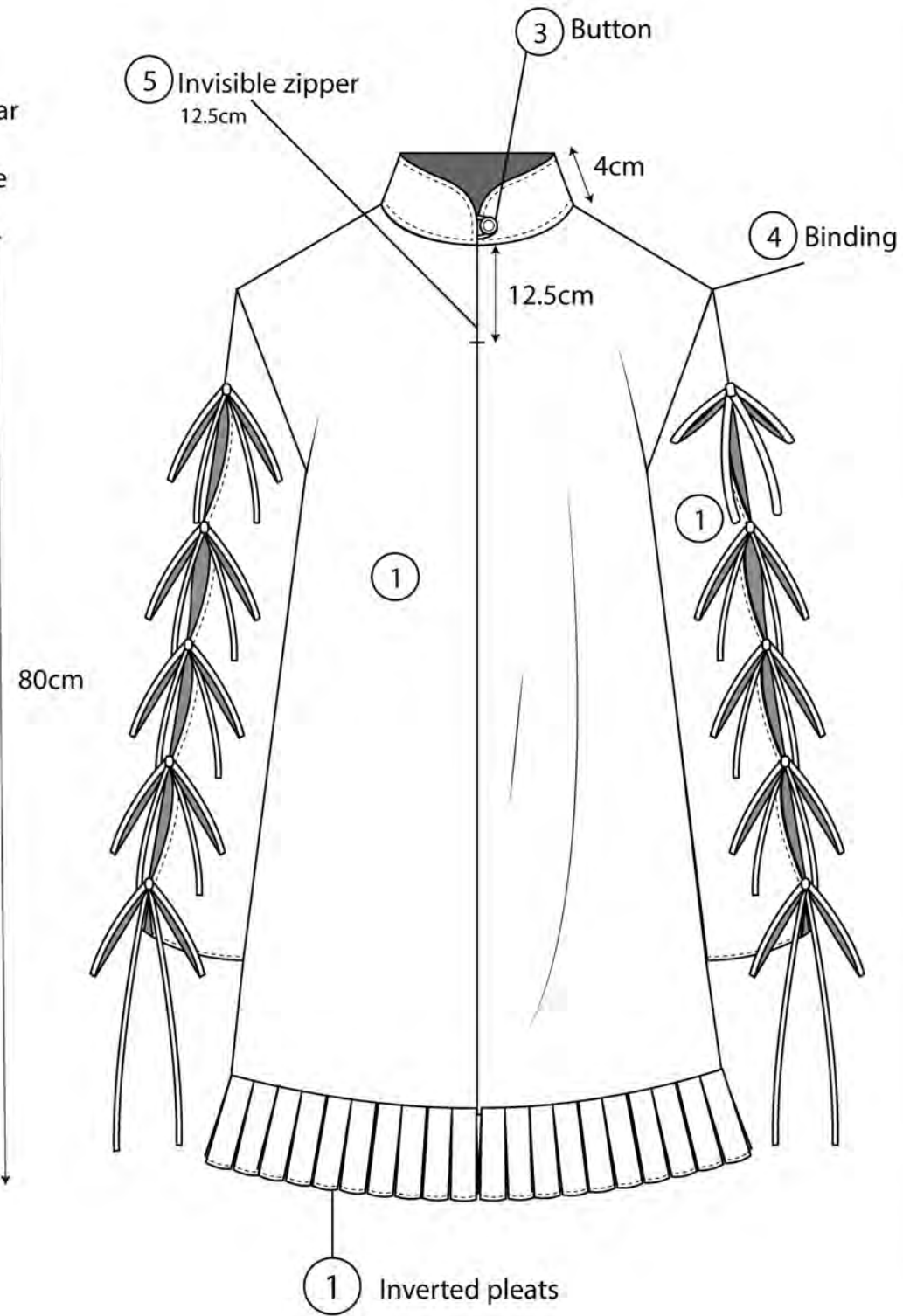
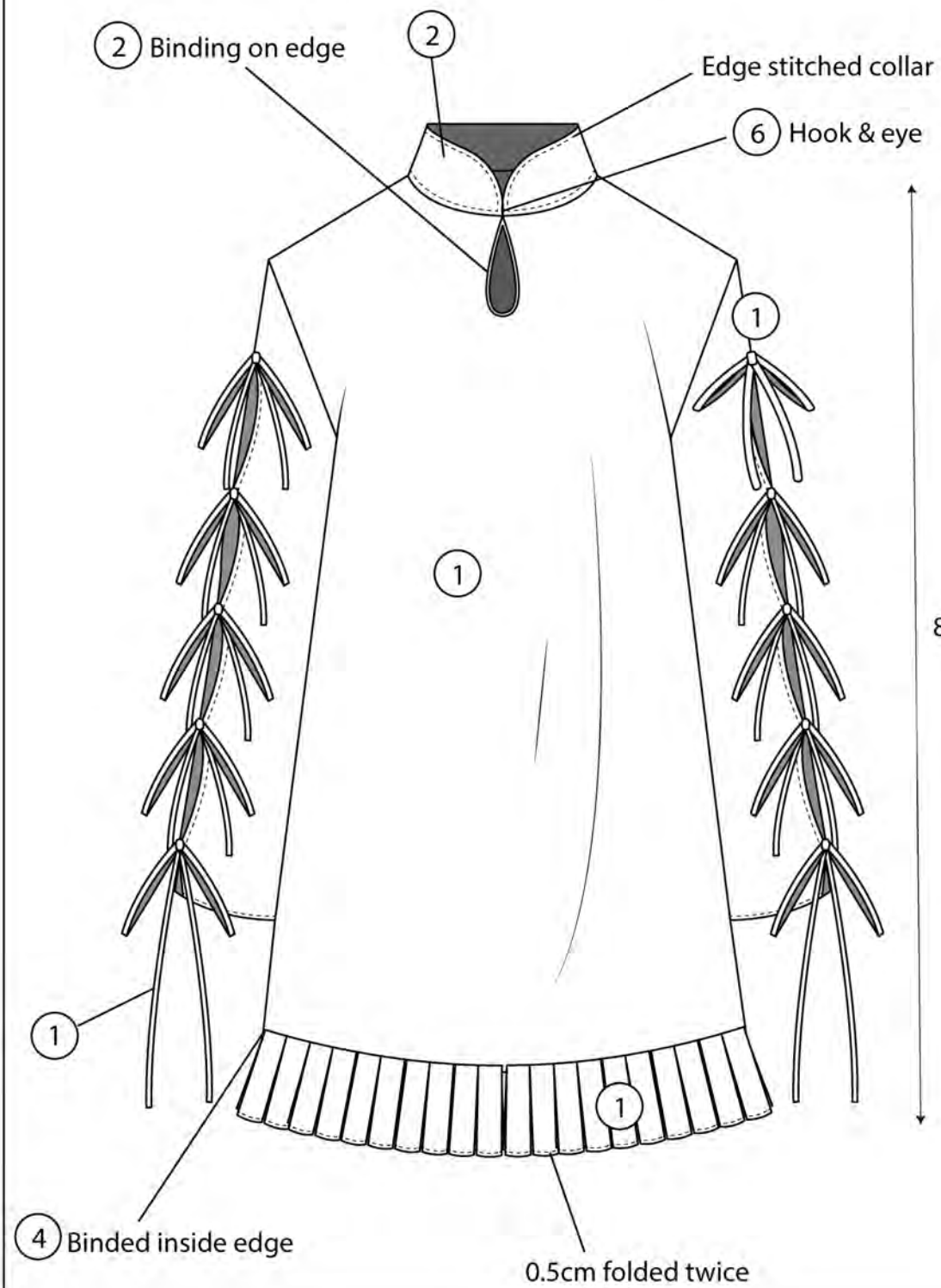


POSTER GIRL






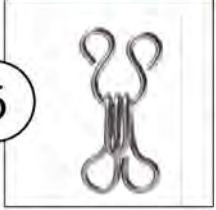
OUTFIT NUMBER: 1	Type: Dress with tie up sleeves	Concept: Shanghai Ladies
GARMENT NUMBER: 1 of 2	Season: SS 21/22	Brand: Kyongqi

Front view

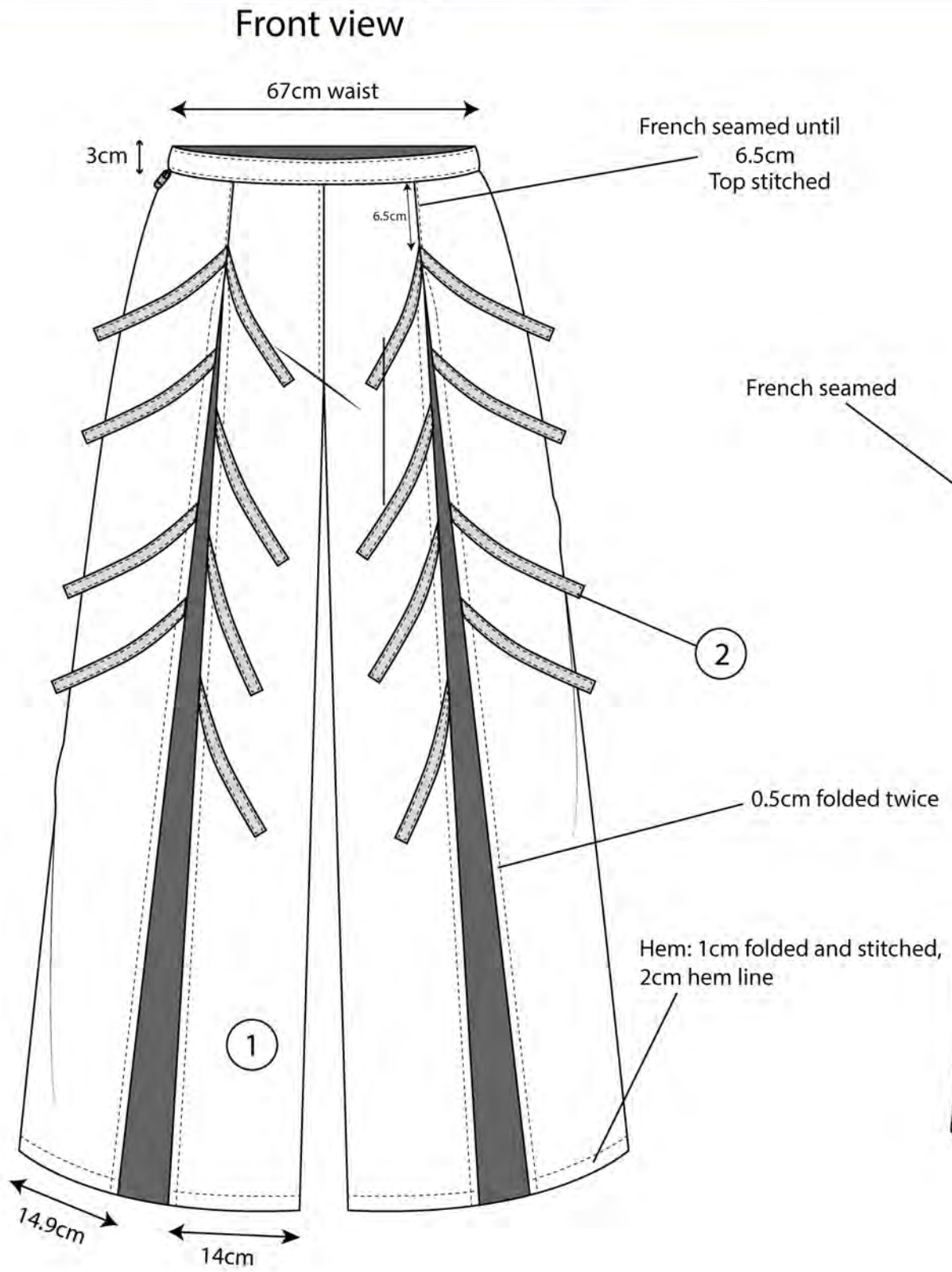
Back view



Fabric type

- 1  Repeat print fabric
- 2  Maroon Satin
- 3  1 x Button
- 4  Binding
- 5  Invisible zipper 12.5cm
- 6  Hook & eye

OUTFIT NUMBER: 3	Type: High waisted trousers (with ties)	Concept: Shanghai Ladies
GARMENT NUMBER: 2 of 3	Season: SS 21/22	Brand: Kyongqi



Fabric type

1 Maroon Satin

2 Shiny two-tone fabric

3 Invisible zipper, 30cm fabric 1



上海

BRALETTE
COLOUR OPTIONS: BRALETTE WITH CURVED FRONT ZIPPER
£50.00 GBP

CROPPED CHEONGSAM TOP
COLOUR OPTIONS: CROPPED TOP WITH FROG FASTENERS
£50.00 GBP

CUT-OUT CHEONGSAM
COLOUR OPTIONS: TIE UP CHEONGSAM WITH ZIPPER AT BACK
£20.00 GBP

郑永琦 **KYONGGI**

RANGE PLAN

S/S 21-22 COLLECTION WITH LAYERABLE PIECES AND ACCESSORIES. DETACHABLE COLLARS FOR EASY CUSTOMISATION TO MIX WITH ANY SEASON/OTHER BRANDS.

TIE-UP TROUSERS A
COLOUR OPTIONS: TIE UP HIGH WAISTED TROUSERS WITH TIES ON THE CENTER FRONT
£20.00 GBP

OFF-SHOULDER BODY CON DRESS
COLOUR OPTIONS: HALTER-NECK, OFF SHOULDER DRESS WITH CURVED FRONT ZIPPER AND CARGO POCKETS
£20.00 GBP

OVERSIZED DRESS WITH TIES
COLOUR OPTIONS: MANDARIN COLLAR, PLEATED SKIRT AND TIE UP SLEEVES. AVAILABLE IN PINK
£225.00 GBP

V-NECK DRESS
COLOUR OPTIONS: OVERSIZED SLEEVELESS DRESS WITH FRILLS
£90.00 GBP

TIE-UP TROUSERS B
COLOUR OPTIONS: TIE UP HIGH WAISTED TROUSERS, TIE UP ON SIDES
£20.00 GBP

DETACHABLE PETER PAN COLLAR
COLOUR OPTIONS: DETACHABLE COLLAR, TIE UP AT THE FRONT, MATCH WITH ANY OUTFIT, OVER THE TOP
£35.00 GBP

T-SHIRT
COLOUR OPTIONS: ZIP UP T-SHIRT, BOX SLEEVES
£25.00 GBP

CUT-OUT JUMP-SUIT
COLOUR OPTIONS: BODY-SUIT WITH CUT-OUTS, TIE UP BOWS IN JACQUARDS
£50.00 GBP

DETACHABLE SQUARE COLLAR
COLOUR OPTIONS: OVERSIZED COLLAR WITH FROG FASTENER OPENING, MATCH WITH ANY OUTFIT, OVER THE TOP
£35.00 GBP

HALTER NECK-BLOUSE
COLOUR OPTIONS: OFF-SHOULDER BLOUSE WITH FRONT OPENING CUT-OUT
£70.00 GBP

VEST TOP
COLOUR OPTIONS: CROPPED VEST TOP WITH PLACEMENT PRINT
£25.00 GBP

ASYMMETRICAL SKIRT
COLOUR OPTIONS: CUT-OUT SKIRT WITH TIE/BELT AT FRONT
£75.00 GBP

HALF-BODY SUIT/PANTS
COLOUR OPTIONS: HIGH WAISTED STRETCH PANTS, WORN UNDER REVEALING GARMENTS
£20.00 GBP



PRODUCT TAGS



RECYCLED PAPER BAG
(PACKAGING)



BUSINESS CARDS



BRANDING PRODUCTS CREATED FOR EACH PURCHASE. ALL MADE OF RECYCLABLE OR RE-USABLE PRODUCTS.

THE PAPER BAGS ARE INSPIRED BY FOOD PACKAGING (TAKE-AWAY MERCH) FROM RESTAURANTS.

郑
永
琦
KYONGqi
BRANDING

上海女士

Branding Product: Paper package bag

Concept: Shanghai Ladies

Brand: Kyongqi

Front

back

Material

Handle: 40cm length x 1cm, satin ribbon



130gsm Brown recycled kraft paper

100% recyclable, degradable, reusable, and can be folded flat for storage.



Satin Grosgrain Ribbon (Black)

40cm

9cm

32cm

Brand logo



KYONGqi

4cm

8cm

Colour palette



Bag/ inspiration: Food packaging

Branding Product: Product tag

Concept: Shanghai Ladies

Brand: Kyongqi

Material



400 Gsm Matte Finish
Paper stock, recycled paper

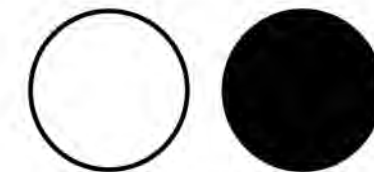


Waxed cord (Cotton)

Brand logo



Colour Palette



Waxed cord (Cotton)

22cm length

4cm

3cm



Front

11cm

6cm

A COLLECTION INSPIRED BY THE STRONG
FEMALE FIGURES OF SHANGHAI LADY POSTERS
WITH CHINESE POSTER GRAPHICS

THE COLLECTION CONSISTS OF LAYERABLE ITEMS,
DESIGNED WITH THE INTENTION OF THE POSSI-
BILITY OF MIXING AND MATCHING WITH YOUR
EXISTING ITEMS YOU ALREADY OWN

WHERE WAS MY GARMENT MADE?
WHO MADE MY GARMENT?
WHAT ARE THE WASH INSTRUCTIONS?

SCAN THE CODE BELOW



@KYONGQICHENG

SIZE: M

PRICE: £200 RP

7cm

Back

2cm

3cm

1.5cm