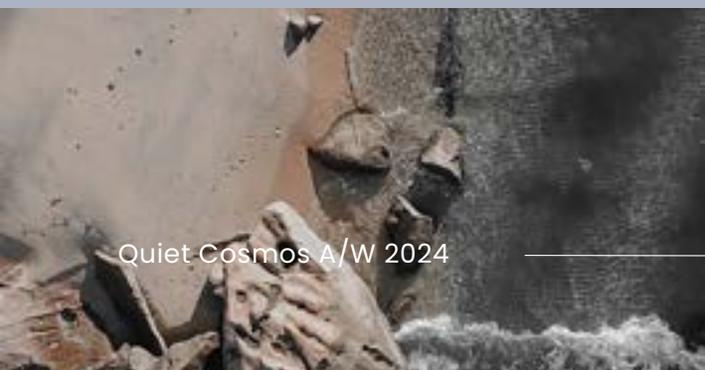


*inspired by
my own needs
& interests*

Page 01



Quiet Cosmos A/W 2024

QUIET COSMOS

A versatile, modern, women's knitwear collection.

Clean with a subtle edge, suitable for work or casual wear.

Inspired by the simplicity & colors of the natural world.

DEMO GRAPHIC

- Women
- 20s-30s
- Working
- Urban Setting
- Upper Middle Class
- Looking for comfort and originality

KEY TRENDS

Multi-Purpose: Post-pandemic, consumers want pieces that can be dressed up or down

High Sense: Mental health awareness leads to an emphasis on soothing textures and colors

Cosmic Inspiration: Inspired by the colors of geology found in outer space

*A/W trends
from WGSN*

MOODBOARD

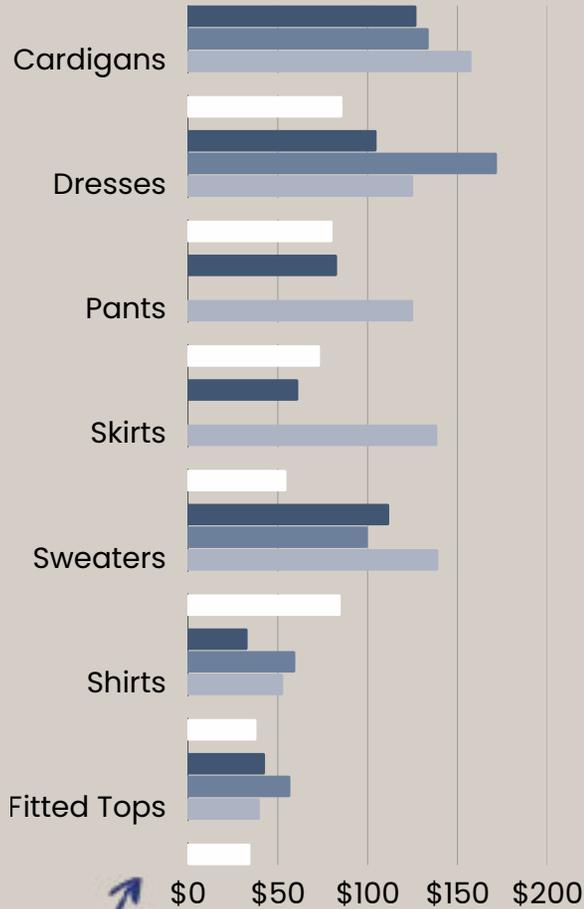


a mix of trends and my own taste for simplicity, subtlety, + solids

COMPETITION

- Aritzia
- Banana Republic
- COS
- Mango
- Oak + Fort

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not too trend heavy for longevity

quality meets accessibility



Quiet Cosmos A/W 2024

Avg. Price:	Our Price:
\$120.60	\$120.00
\$110.97	\$110.00
\$88.22	\$80.00
\$79.49	\$70.00
\$99.87	\$130.00
\$81.56	\$85.00
\$42.21	\$35.00
\$41.77	\$25.00

sample size of 10 / category

wanted to find more materials at a higher quality + price point. but prioritized color matching + range of textures

MATERIALS

Full Report

Quiet Cosmos
A/W 2024

Page 07



Deadstock Merino Wool Interlock

100% merino wool
\$36.00 / yd



Tan Jersey

95% polyester, 5% spandex
\$6.99 / yd



Black Knit Crepe

95% polyester, 5% spandex
\$14.99 / yd



Gray Polyester Jersey

polyester
\$13.96 / yd



White Jersey

95% polyester, 5% spandex
\$6.99 / yd



Light Blue Lace Yarn

100% cotton
\$5.90 / skein



Ribbed Peach Knit

85% polyester, 12% viscose, 3% elastane



Suede Scuba Double Knit

96% polyester, 4% spandex
\$7.49 / yd



Royal Blue Lace Yarn

100% cotton
\$5.90 / skein

Some unique textures

for a full fashioned dress

Mix of practical, elegant. + comfortable

trends meet business casual

Full fashioned



#1: Cardigan



#2: Fitted Top



#3: T-Shirt



#4: Sweater



#5: Skirt



#6: Pants



#7: Dress

GARMENT LINEUP

Quiet Cosmos
A/W 2024

Page 08

designed for Gen Z as they value fashion and comfort but need to dress for the workforce



Stone Gray
Sleeveless Top
#1002

wide leg style

Charcoal
Crepe Pants
#1006



Quiet Cosmos
A/W 2024

DETAILS

Page 09

sample of technical garment details

MOCKUPS



Generated with Google Gemini as an example; not final or technically accurate

→ a theoretical brand, concept inspired by my work on Quiet Cosmos

concrete flowers

A fashion brand for young men and women that reimagines classic pieces with modern expression, sensitivity, and comfort, encouraging consumers to reconnect with their own wellbeing and sense of self in a crazy world.

“Reminding everyone that even in the midst of a cold and unfeeling world, we can always find life, beauty, & hope”



MY GOAL: Develop a series of images that tells the brand story; magazine/editorial style



Needs, concerns, + motivations inspired by my own experience as a college student in college/Gen Z culture

Audience

Demographics:

- Men & women, ages 20-35
- Low/lower-middle income
- Single/unmarried
- No kids
- Urban

Motivation:

- Use creativity to curate a unique and personal fashion style
- Be on top of trends while also being more sustainable
- Invest in their lifestyle (fashion, hygiene, home, etc.)

Psychographics:

- Aware of social media, pop culture, & world news
- Care about fashion, hygiene, well-being, etc.
- ✦ **Has an overall feeling of uncertainty, loneliness, and anxiety about the future**



* A powerful + important driving factor for my generation, research backed but I've also seen it for myself



Plan

ALONE - Solo, Closeup (2): Upper body, back, concrete background

SEARCHING - Solo, Wide (2): climbing higher, holding some flowers

FOUND - Duo, Wide (1): roof, approaching one another

story: **alone**

**searching,
hints of life**

**finding one
another**

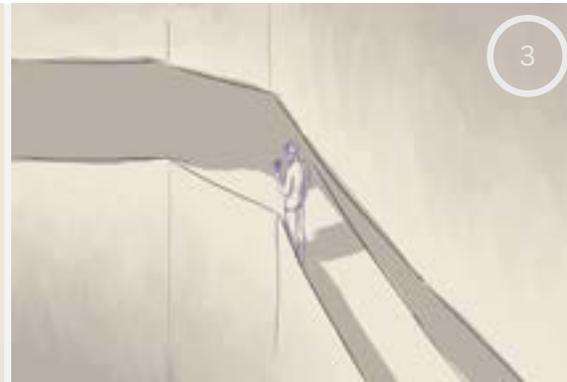


Models: one male, one female

Setting: parking garage, noontime, spring

↪ I had no photography experience prior to this, photo research to plan concepts, poses, angles, settings, etc.

Photoshop used to experiment, plan, and communicate photo concepts



* a parking ramp next to my apartment that I previously noticed had a unique structure + great sunlight



Photoshoot

***Location:** Oak Street Parking Ramp

Date & Time: April 26th, 1 pm

Models: Steven Petzold, Yee Xiong

Props: white chrysanthemums

Clothes: brown vintage leather jacket, white tee, tan wide leg slacks; tan bell sleeve buttoned shirt, black extra wide leg dress pants

minimal production: friends as models. camera from Steven. me and Steven as photographers



Final Photos



"In a world of concrete, flowers still grow..."

While creating magazine mockups, I felt inspired to write this short poem based on the concept of concrete flowers



Final Photos



"...they bend and bloom, despite the snow..."



decided I didn't like the plan for #6 once on set, improvised this shot based on the environment and it came out making the story much stronger

Final Photos



“...and what they’ll become...”



“...we don't yet know.”

Links to Project Files:

Concrete Flowers

Quiet Cosmos

Fashion Design Portfolio 2026

Christine Nguyen

Fashion Designer | Concept & Product Developer

