

# **RAG & BONE**

## PRODUCT DEVELOPMENT

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# Job 1 : Intro

Theme: All Tied Up

Product developer: Rag and Bone

Line: Women's Tops, Jackets, and  
Dresses

rag & bone

NEW YORK

# Job 1 : Benchmarks

- Brunello Cucinelli
- Gucci
- Loewe



BRUNELLO CUCINELLI

GUCCI

LOEWE

# Job 1 : Competition

- Acne Studios is a diversified fashion house based in Stockholm. Jonny Johansson, the creative director, blends art, architecture and street culture into men's and women's ready to wear. They focus on tailoring, eccentric materials and custom fabrics.
- Calvin Klein is a lifestyle brand that focuses on a bold, minimal and seductive aesthetic. Raf Simons just joined as the creative director of the brand. Founded in 1968 they have been running for 50 years.
- Theory was launched in 1997 focusing on women's contemporary price points. After reporting sales of \$670 million, they are one of the largest contemporary brands worldwide and ran by Andrew Rosen.

# Job 1 : Color Inspiration

Chanel

Fall 2018

RTW



**Velvet  
Onyx**

**This  
Beige is  
just  
Peachy**

**Wave-  
crest  
Blue**

**A light  
Moss**

**Raspberry  
Smoothie**

# Job 1 : Color Proof

- The Chanel color inspiration comes from ideas of a mountain range behind hills of oak trees in fall. Doneger shows natural tones meeting technical brights in their Spring 2019 color forecast.
- There are similar mixes of neutrals and brights in the Fall 2018 shows to the right. Balenciaga (top left), Simone Rocha (top right), Versace (bottom left), and Gucci (bottom right).



## Job 2 : Basic Item

Brand: Brunello Cucinelli

Measurements:

- Chest: 15”
- Length: 34”

Use style as shown but  
with white stripe when  
done in Velvet Onyx color



# Job 2 : Proof Statements

- Notice the cuffed sleeves on this t-shirt, it's a very important detail because it gives the shirt the shape you would normally only get from a long button-up. We've seen cuffed short sleeves on the runway of Prada 2019 resort which came out just days ago.
- Embroidery has been seen in many of the luxury houses since the beginning of time but using it as a neckline crossing detail is very new. It is done in a metallic stitch making it accentuate the large v-neck t-shirt. We have also seen this neckline embroidery as a replacement for a statement necklace which was seen in Balenciaga and Chanel. We also see contrasting necklines in the Calvin Klein show.

## Colors:

- Velvet Onyx
- This beige is just peachy
- Wave crest blue

# Job 3 : Key Item

Brand: Balenciaga

Measurements:

- Chest 18"
- Length 34"

Use style as shown



# Job 3 : Proof Statement

- Abstract ways of cutting the basic button up has been a big trend seen especially with brands like Vetements, Comme des Garçons, and Raf Simons. In this Balenciaga shirt we see an artistic cut on a classic piece giving this silhouette an edge.
- The bow/tie is a notable detail that plays as half a tied bow, half a tie and is actually a spectacular way to tie a scarf around a collar.
- In a Times article a headline quotes, “This week I’m overloading... Stripes.” And the stripes on this shirt are magnificent. Designers like LOEWE, Louis Vuitton and Prada have been playing with vertical and diagonal stripes the last few collections.

## Colors:

- A light moss
- Velvet Onyx
- Raspberry Smoothie

# Job 4 : Fashion Item

Brand: LOEWE

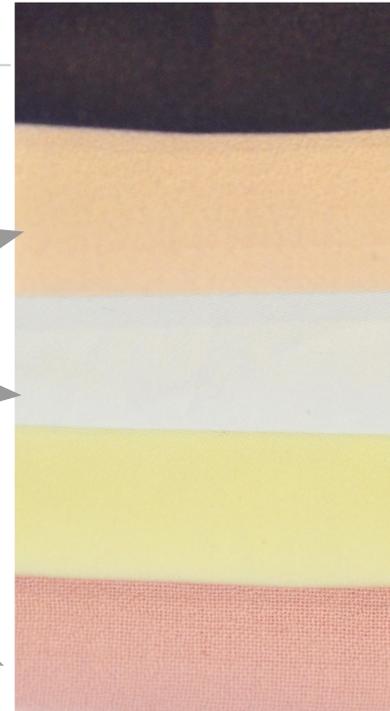
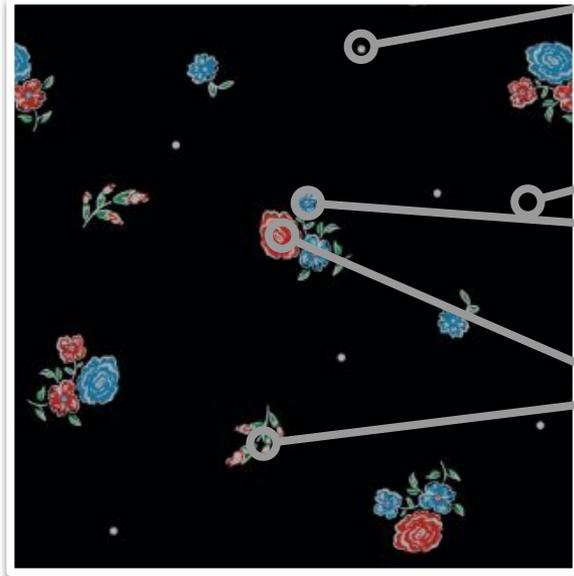
Measurements:

- Chest: 18"
- Length: 24"

Remove large leather LOEWE patch on left breast.



# Job 4 : Print



- Polka dots
- Background
- Blue flowers
- Leaves
- Red flowers/leaf accents

Print size as sample, print to be modified by print studio

Original artwork by Isabel Wharton from WGSN

# Job 4 : Proof Statements

- According to trend forecaster WGSN, bright botanics have been confirmed on the catwalks and at the street level with colorful bases remaining the lead which is why we chose to change the black base to a colorful peachy tan.
- The cut of this jacket is right on cue, short cute cuts are a total thing right now and we see the waist level cut off as a huge fashion moment to grasp onto. WGSN noted in their buyers briefing for SS19 that cropped trucker jackets are perfect to style with maxi dresses and high waist skirts. The trucker jacket is boxy and has dropped shoulders, which is definitely noted in this style from LOEWE.

# Job 5 : Fashion Item

Brand: Gucci

Measurements:

- Chest: 18”
- Length: 32”

Gucci bow is a print on fabric, not an actual bow.

Use words Rag & Bone instead of GUCCI on sleeves and bow.



# Job 5 : Proof Statements

- According to a WWD article, “Hoodies are gaining iconic status.” And they proceed to show multiple hoodies on the runways of Rick Owens, Balenciaga, and Alexander Wang.
- WGSN states in a “Trend Alert” article that the hoodie is a key item for the youth market in line with the increase in sportswear and street influences on the catwalks.
- The bow on this sweatshirt is printed onto the fabric, not an actual bow. This kind of creative designing is a clever way for Rag & Bone to go for a chic way to tackle the bow trend.

## Colors:

- Raspberry smoothie
- Velvet Onyx
- Wave crest blue

# Job 6 : Fashion Item

Brand: Brunello Cucinelli

Measurements:

- Chest: 15”
- Length: 48”

Blue dress underneath not part of jacket.



# Job 6 : Proof Statements

- According to WGSN, knotted ties are a growing key detail season after season. In SS19 they act as self belts, updating this trench to a summer must have.
- This sleeveless trench coat is perfect for the warm weather when you still want to go out Nancy Drew style. We love the curved cut of the lapels for this double breasted coat and the short back cover detail.

Colors:

- This beige is just peachy
- Velvet onyx

# Job 7 : Fashion Item

Brand: Brunello Cucinelli

Measurements:

- Chest: 15"
- Length: 58"

Use style as shown



# Job 7 : Proof Statements

- In WGSN's Buyers Briefing SS19 forecast that notes the draped dress with twists and knots and folds would be a flattering update to the simple dress shapes. It is a modest look that works for all ages the forecaster claims.
- See through fabrics have taken charge in warm areas like Los Angeles but they come through on this dress giving a bit of a shade and extra length. We shopped up and down Madison ave, and Brunello's cut and proportion on see through to non see through is a huge winner.

Colors:

- A light moss
- Velvet Onyx

# Uniqlo Fall 2018 Women's Contemporary

