



Subject Matter:
Origamic Expressionism

Accessories :



Theme :
Geometrics & Shapes



2025
Spring wear

Emblishment :



Fabric Swatches :
• Cotton drill
• Cotton Linen
• Crepe
• Twill

Style :
High Street Wear

Colours :



DESIGN BRIEF

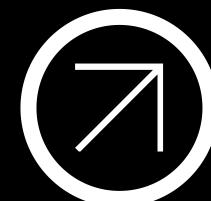
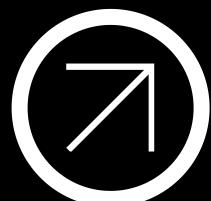
Project Name : 2025

Concern & Awareness :

- TO APPRECIATE THE TECHNICS OF ORIGAMI

Objective :

- TO DEMONSTRATE THE UNIQUENESS OF ORIGAMI TO PEOPLE THROUGHOUT FASHION
- TO EXPRESS THE BEAUTY OF GEOMETRICAL SHAPES BY ORIGAMI METHOD



Geometrical shapes which creates origami effects
(3D)



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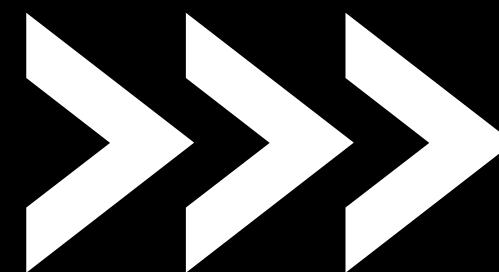
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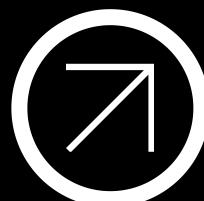
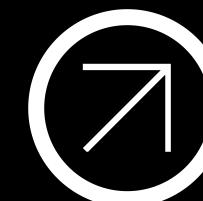
Season & Keywords

Season : SPRING 2025

Keywords : HIGH STREET WEAR, ORIGAMI, GEOMETRICAL



Anrealage Spring 2022
Ready-to-wear
collections



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Target Market

Demographic :

Age - 19 to 25 years old

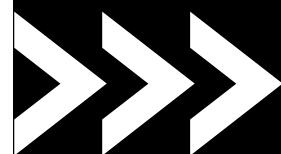
Gender - Female

Profession / Occupation - Students, Models
influencers, artists, celebrities

Race - All Race

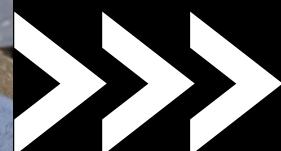
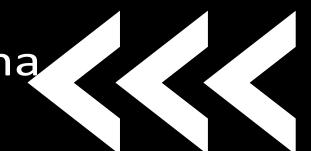
Education Level - Diploma / Degree

Monthly Income - RM 1700 - 3000

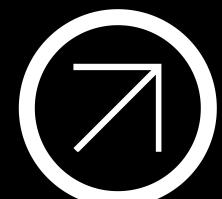


Women age between 19 - 25

students with at least diploma
/ degree



Has at least a monthly
allowance of RM 1700



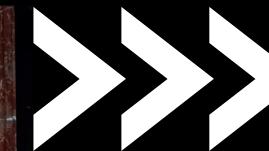
Target Market

Psychographic :

Interest : Fashion Enthusiast

Lifestyle : Modern Lifestyle / Luxury

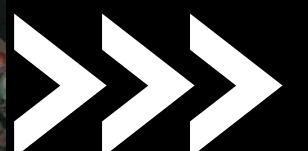
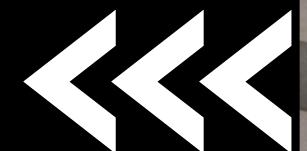
Personality : Creative Mind / Confident /
Passionate / Artistic



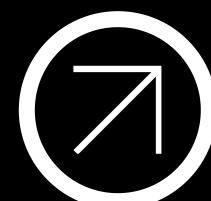
Someone who loves fashion
and appreciate art



Has a Modern Lifestyle



Has Creative mind, artistic,
confident and passionate.





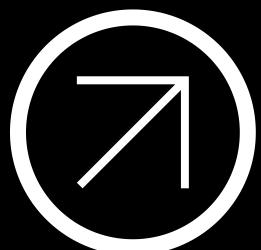
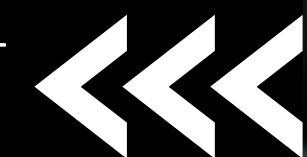
Marketing Range

Market Level : Ready-to-wear

Price Range : RM 1000 - 1500

Design Details : Two Piece Clothing

Example 2 piece Ready-To-Wear outfits



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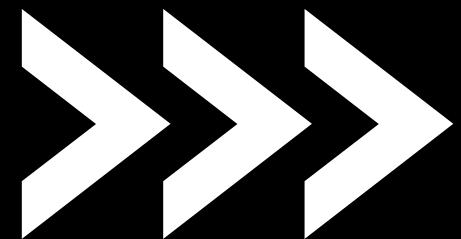
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Trend & Fashion Forecast

Style / Look : Futuristic / High

Street Look



Trend :

2025 TREND



Trend & Mood/Colour

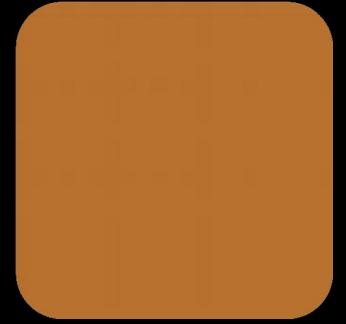
Colour :

Chocolate, Copper,

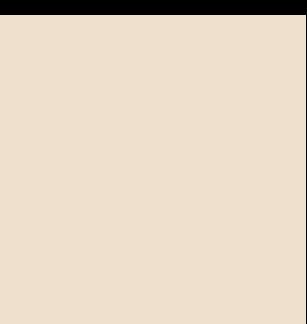
Cream



Chocolate



Copper



Cream

Silhouette & Design Details

- One shoulder



- Origami Style



- A-Line



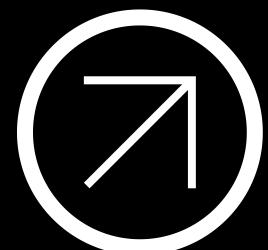
Embellishments / Fabric Manipulation



- Rhinestones



- Buttons



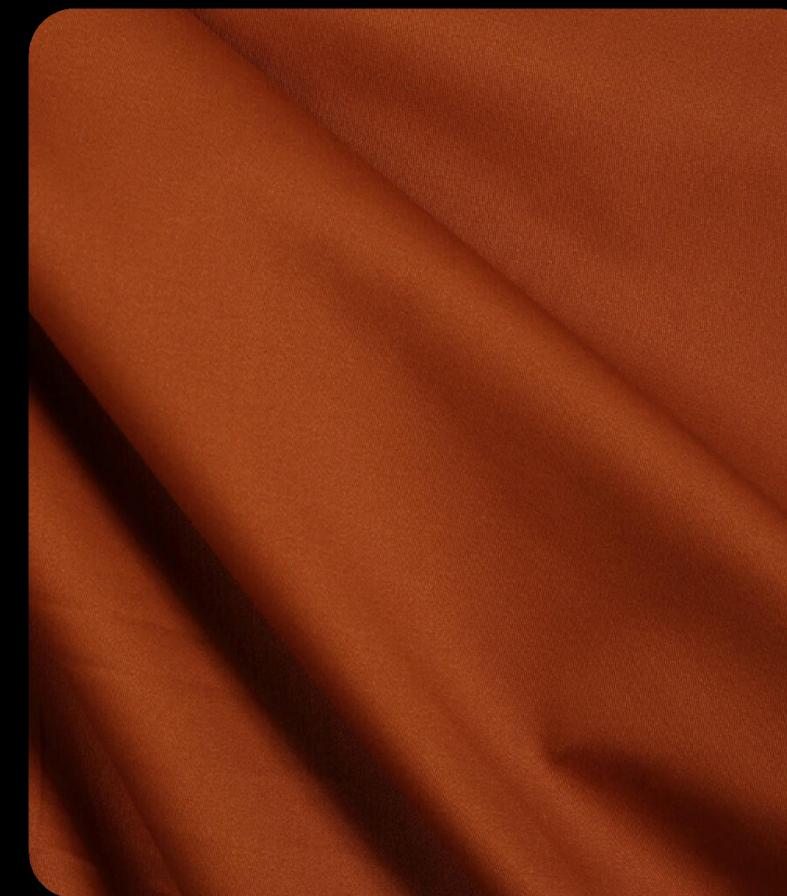


Fabric Swatches

- Cotton Drill
- Twill Fabric
- Crepe
- Cotton Linen



Cotton Drill



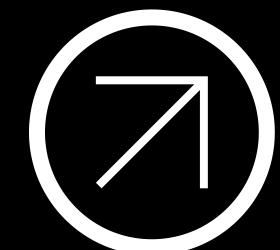
Twill Fabric



Crepe



Cotton
linen



Accessories



- Boots



- Earing



- Bracelets



- Sunglasses

Design Requirements

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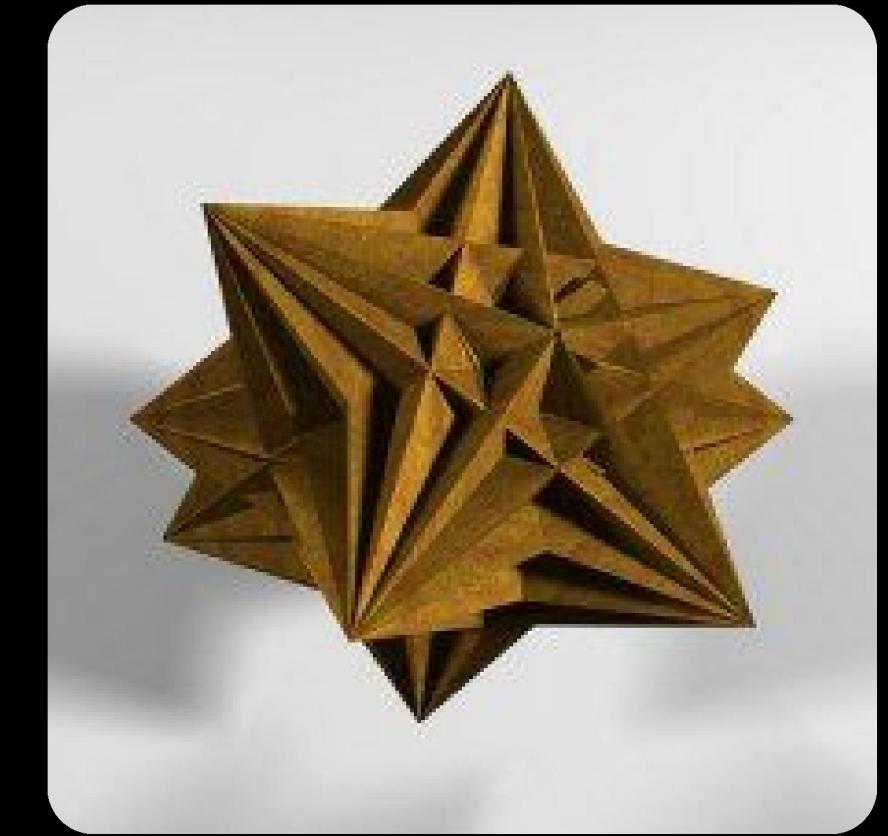
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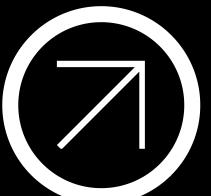
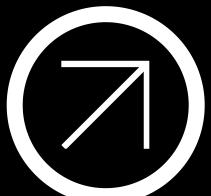
- Subject Matter : Origamic Expressionism
- Theme : Geometrics and Shapes
- Concept : The Mathematician's Eye
- Function : Aesthetic / High Street Wear



Learn More



The Mathematician's Eye
Concept





inspiration research

Origamic Expressionism

Origami

Origami, the art of paper folding, has a long and fascinating history that spans centuries and cultures. While it is most commonly associated with Japan, its origins can be traced back to ancient China and other parts of the world.

Origins in China (c. 2nd Century CE)

Paper was invented in China around 105 CE by Cai Lun, a court official.

Early forms of paper folding were used for ceremonial and religious purposes.

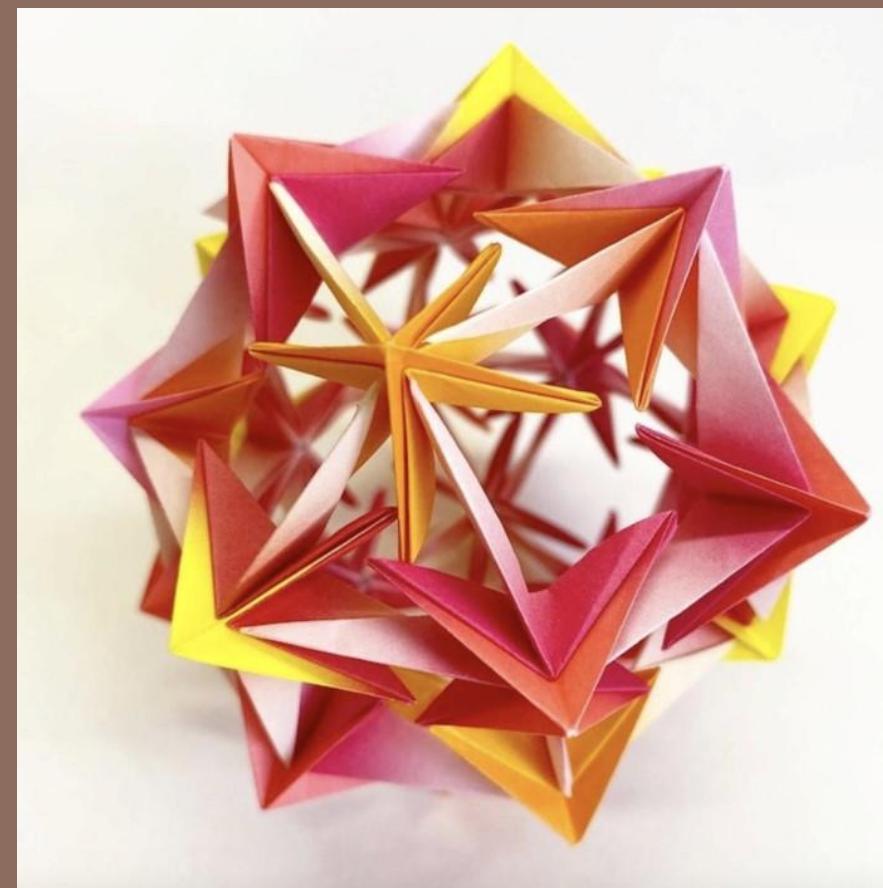
These traditions spread to Japan via Buddhist monks.

Development in Japan (6th Century CE)

Japan embraced paper folding as origami (折紙), meaning "folded paper."

Initially, origami was a luxury because handmade paper (washi) was expensive.

Used in Shinto rituals and ceremonies, such as folding paper butterflies for weddin



The First Origami Instructions (17th-18th Century)

"Senbazuru Orikata" (1797) – One of the first books on origami, showing how to fold 1,000 paper cranes for good luck.

During the Edo period (1603-1868), origami became a popular leisure activity.



Influence from Europe (19th Century)

Paper folding existed in Spain and Germany, influenced by Moorish culture.

Friedrich Fröbel, a German educator, introduced paper folding into his kindergarten system, influencing Japanese origami.



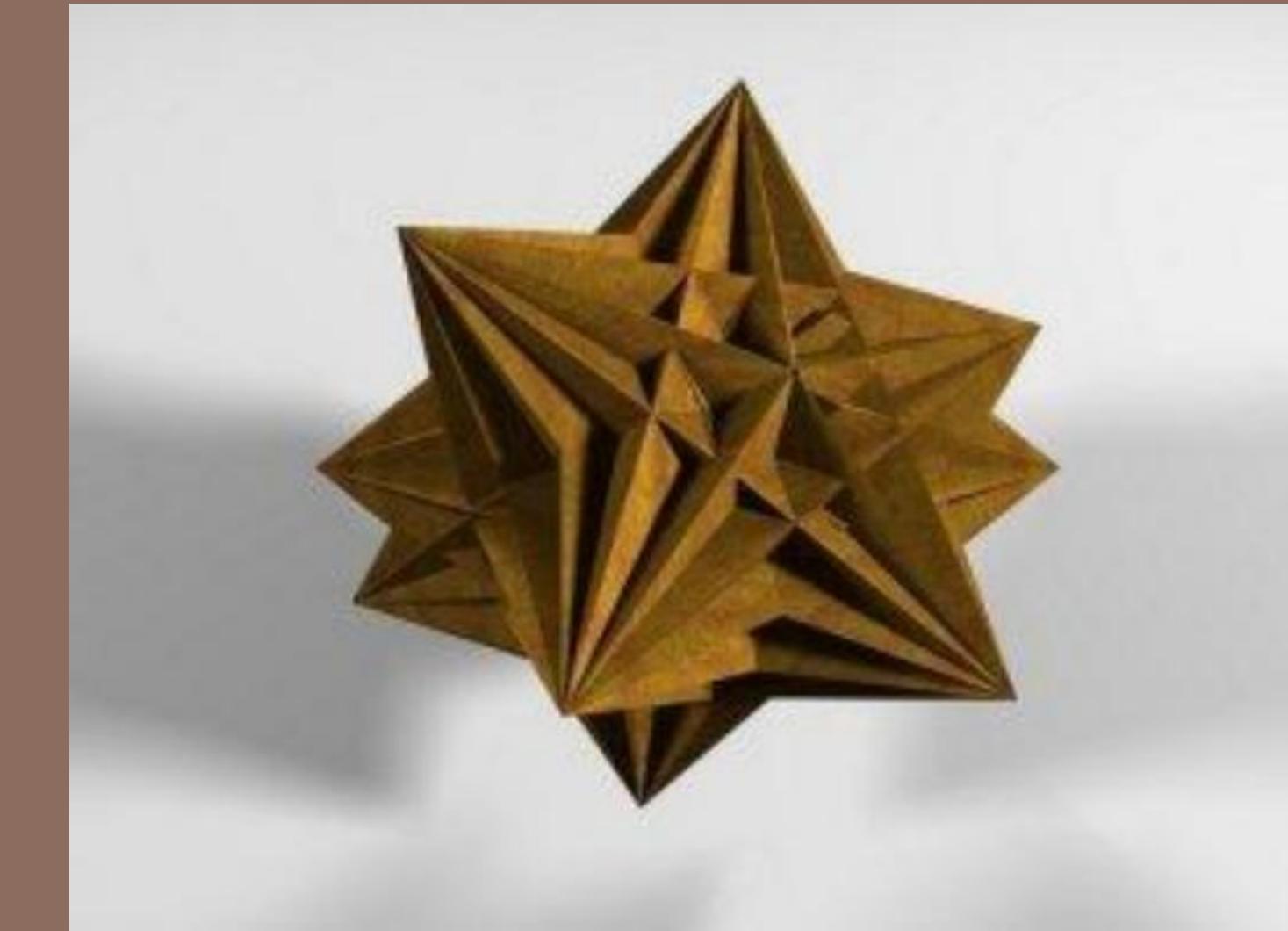
Modern Origami (20th Century - Present)

Akira Yoshizawa (1911–2005), the "Grandmaster of Origami," revolutionized the art with wet-folding techniques and introduced symbol-based instructions still used today.

Origami became an international art form, influencing science, mathematics, and engineering.

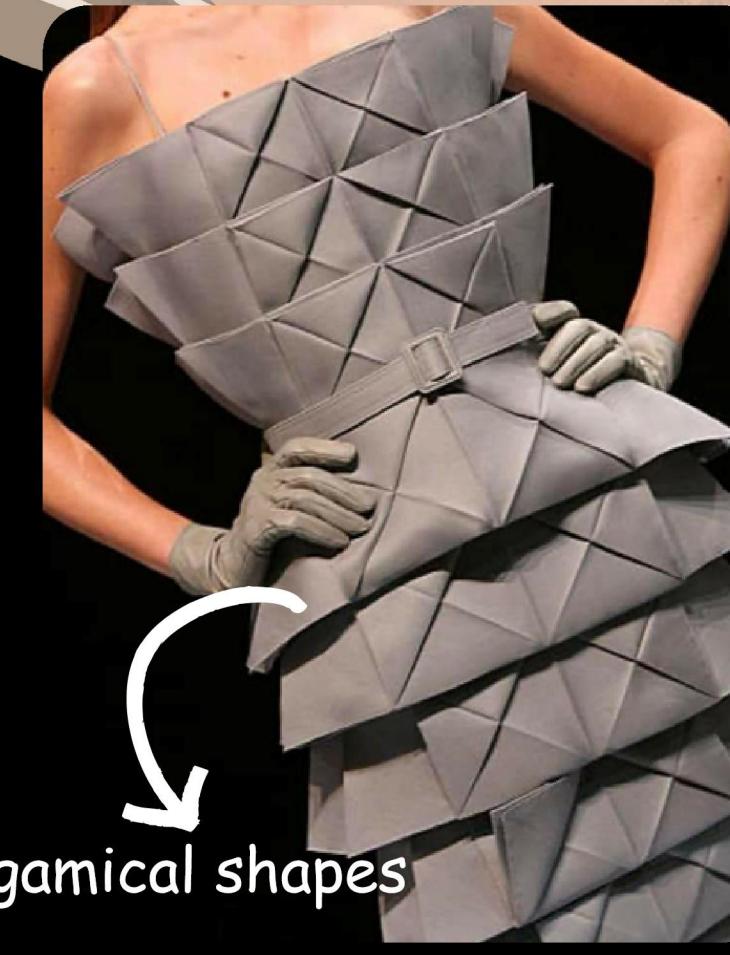
The origami crane (千羽鹤, orizuru) became a symbol of peace and hope, especially after Sadako Sasaki's story from Hiroshima.





Trend Board

Origamical Experessionism



Origami Xgressivism



Sweetheart Top



Geometric Printed Skirt



Trench Coat



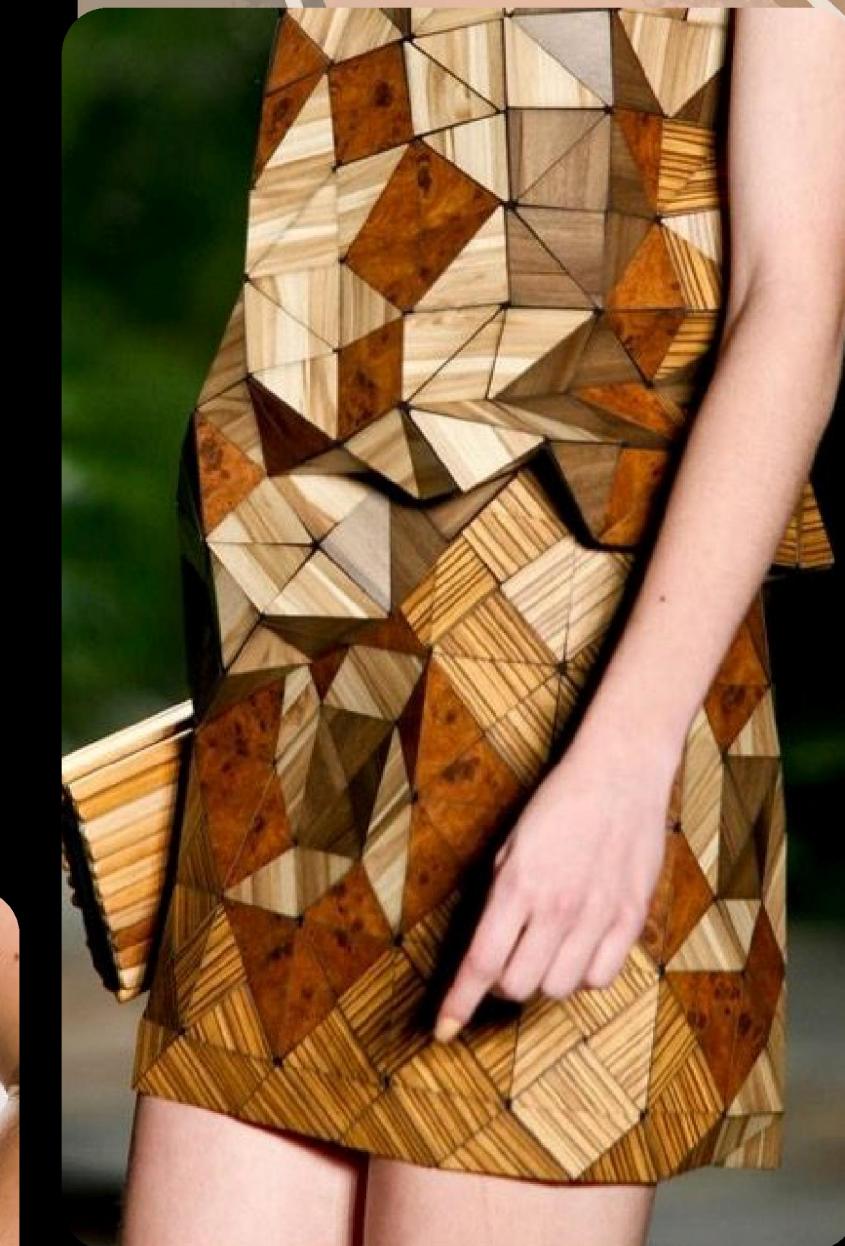
Boots



Hourglass



Origami-E expressionism



Organic Expressionism

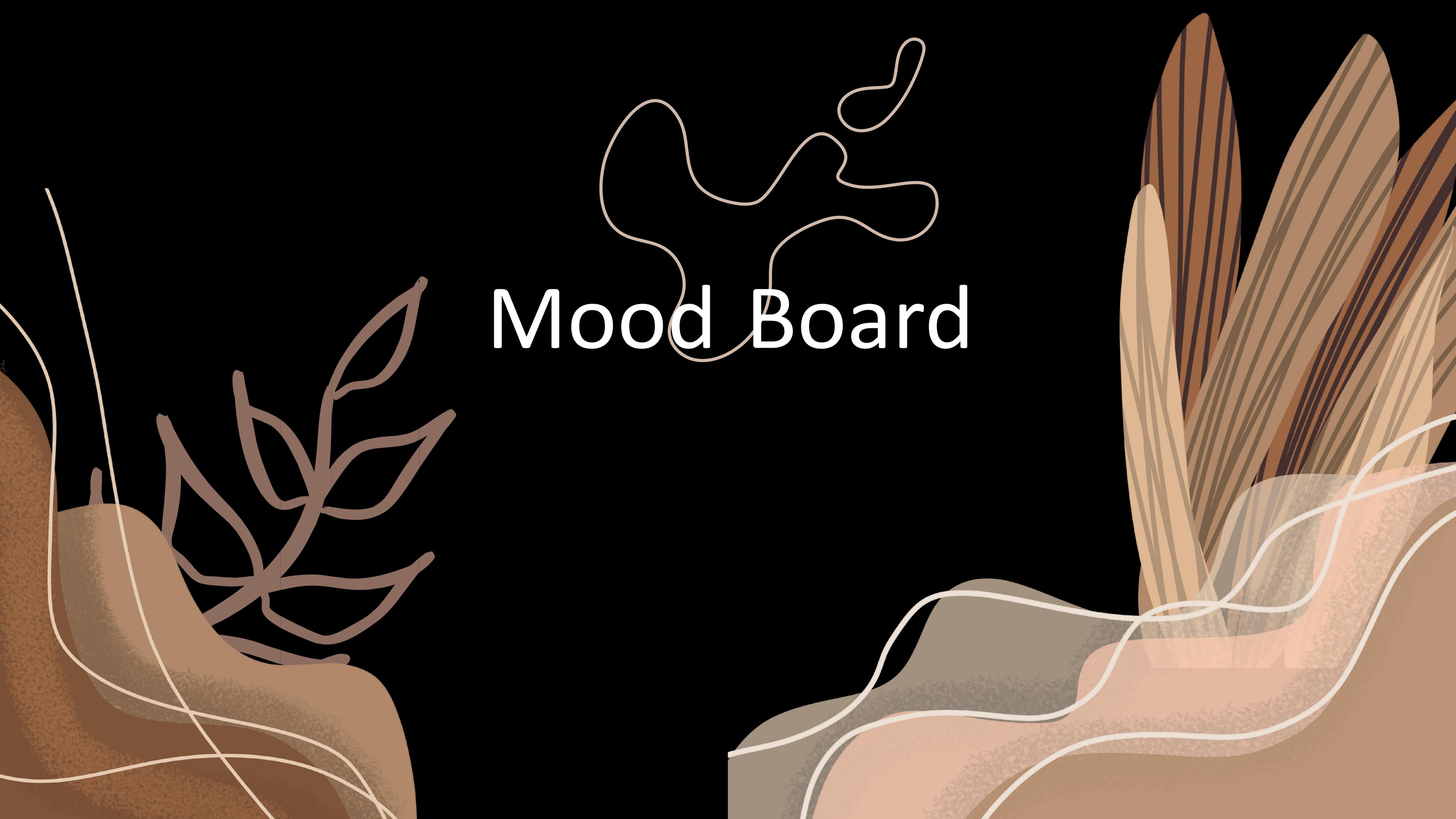


Story Board

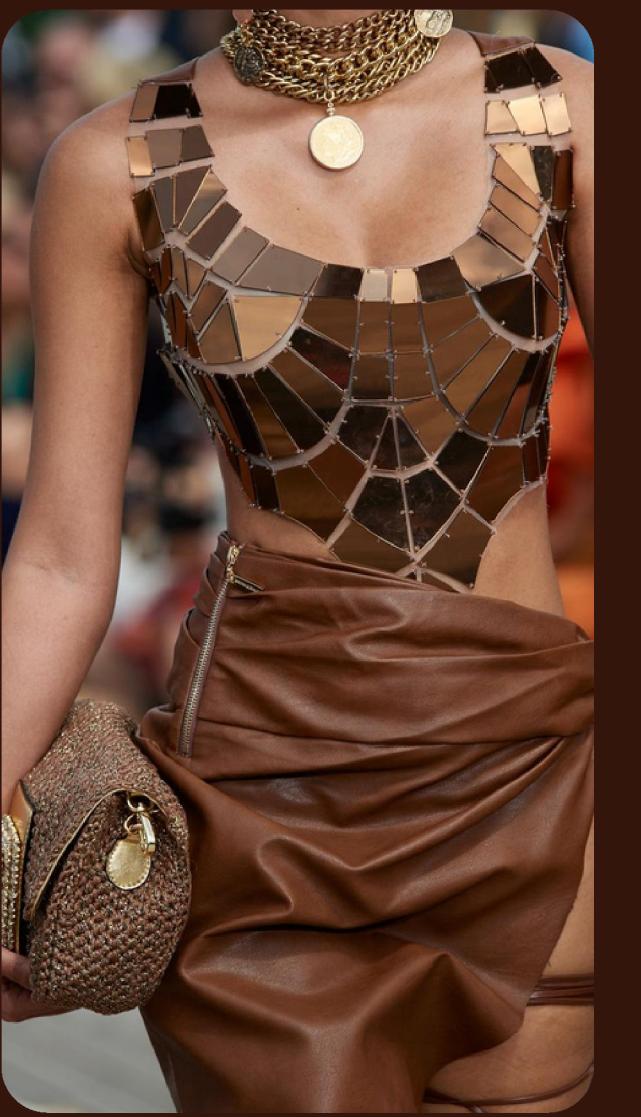
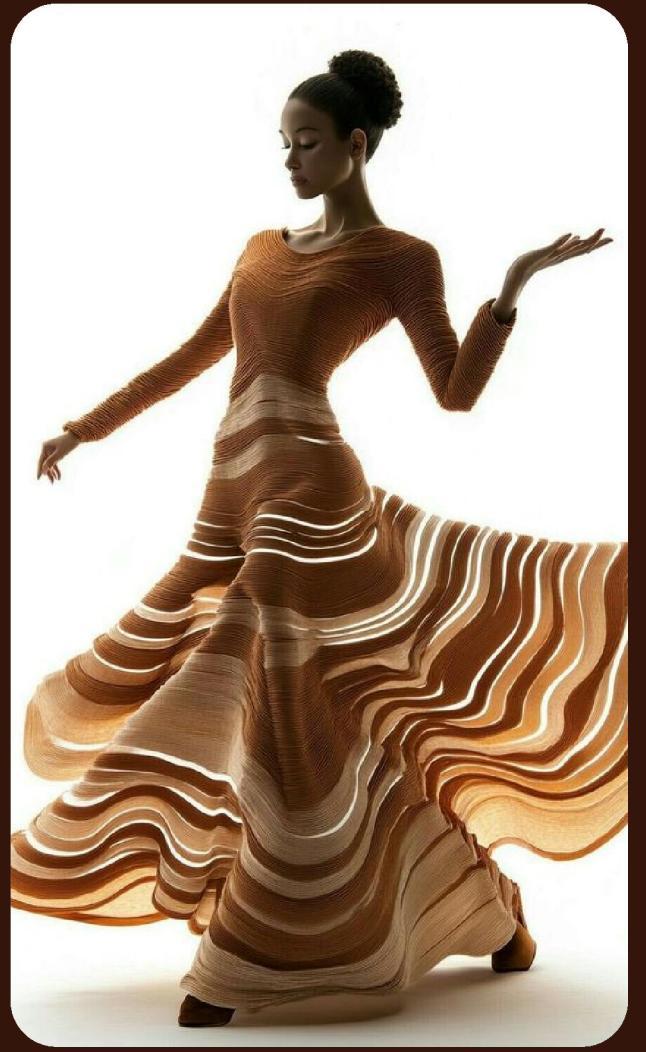
Origamic Expressionism

Applying the concept of folding and crafting of origami in Fashion to create new style





Mood Board



The background features a dark, solid color with a central white circular area. Within this circle, the text 'colour trend' is written in a white, sans-serif font. The text is partially obscured by a thin, light brown line that forms a stylized, swirling organic shape, resembling a plant or a cloud. The overall composition is minimalist and modern.

colour trend

Spring 2023

Mocha Masse

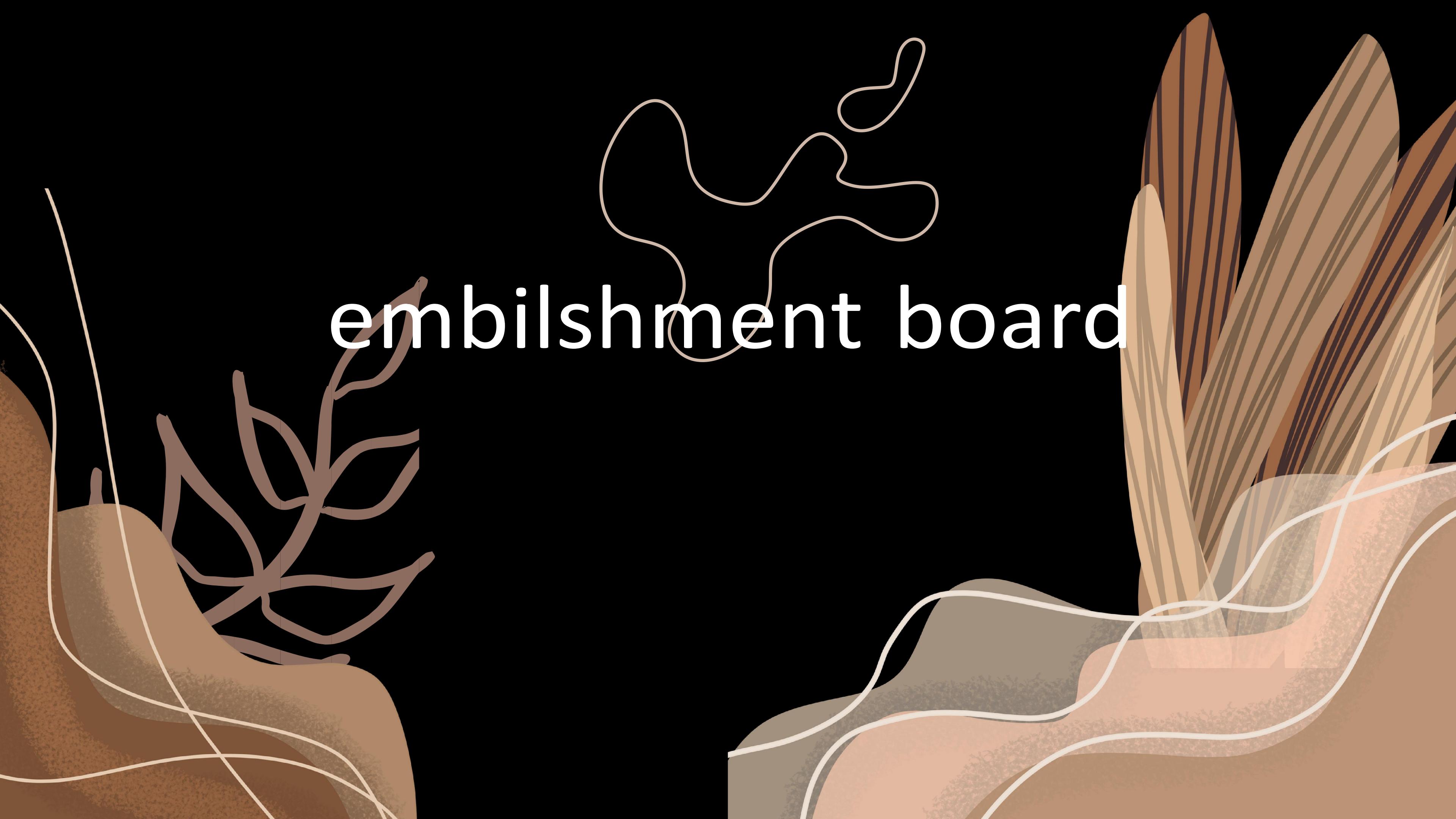




theme board

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embilshment board

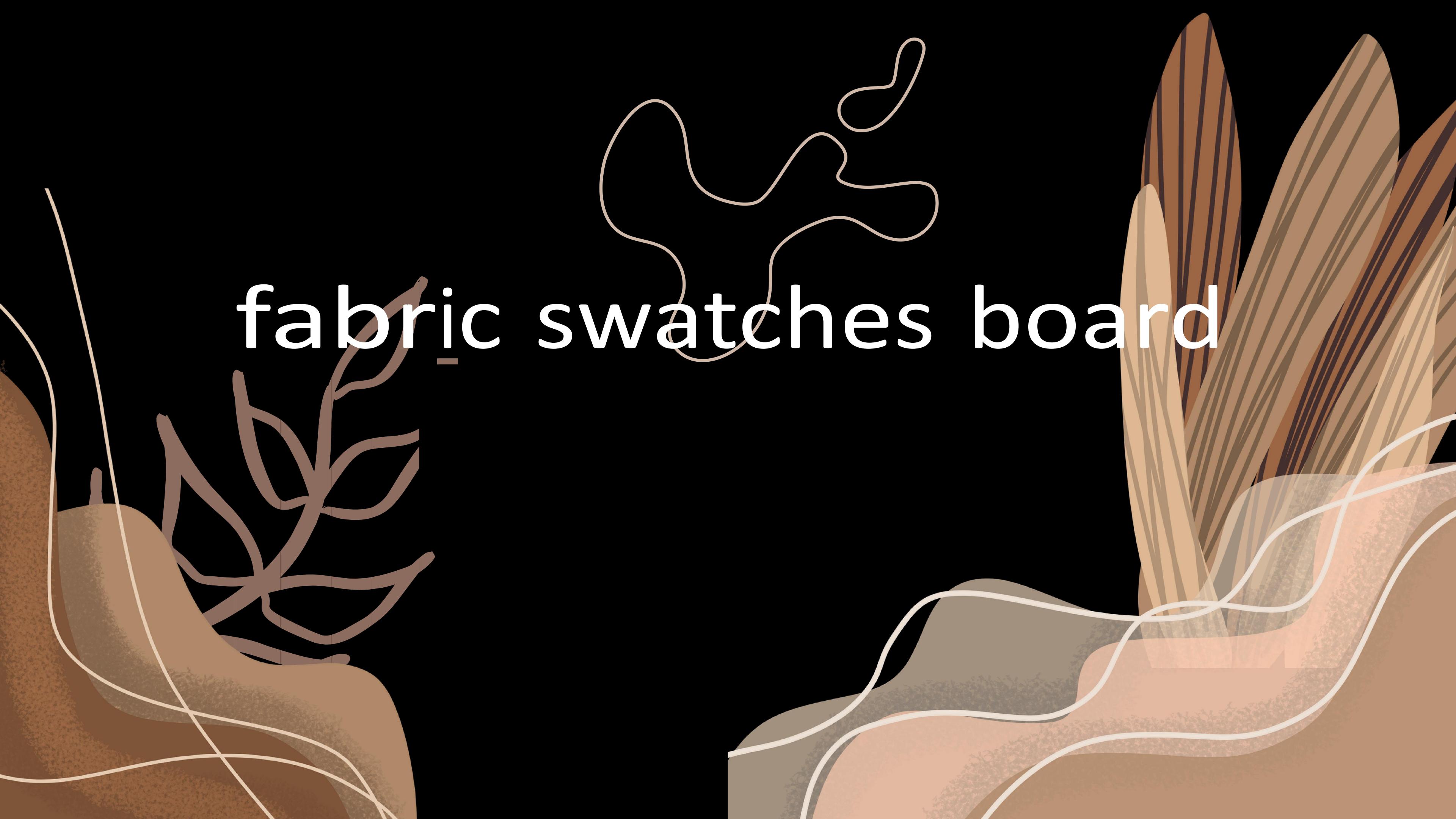


• Rhinestones



• Buttons



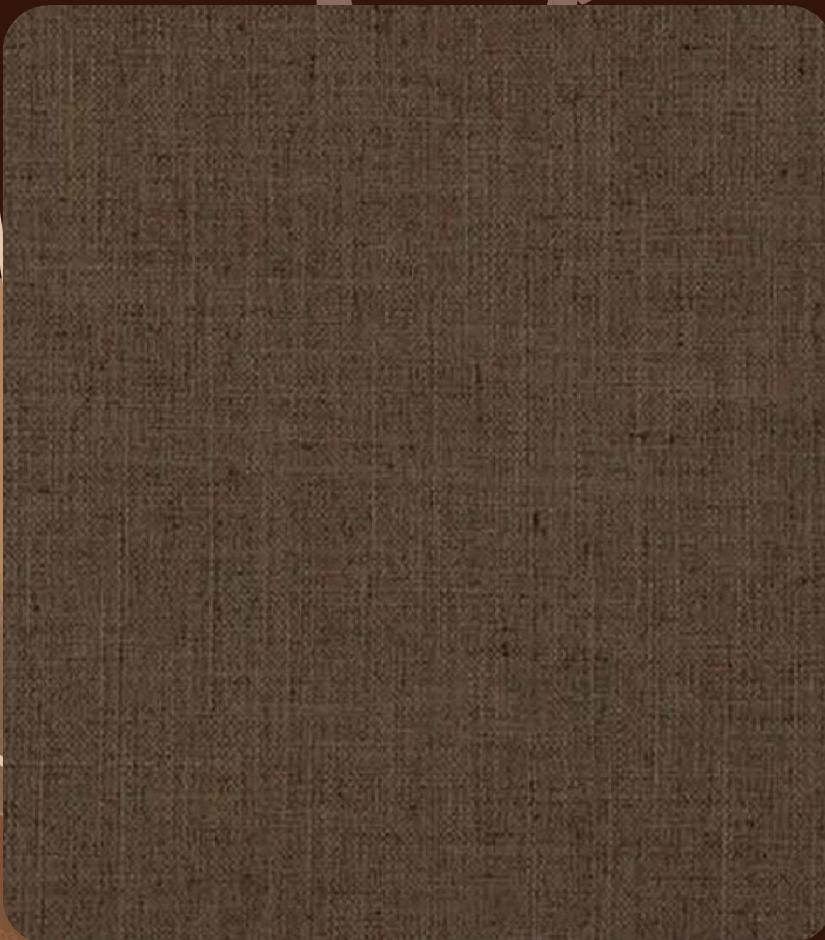
The background features a dark, solid area in the center where the text is placed, surrounded by a variety of organic, light-colored shapes. These shapes include a large, stylized plant on the left with broad leaves and a textured, rounded form on the right. A wavy, cloud-like shape is positioned above the text. The overall aesthetic is minimalist and modern, using a palette of earthy tones against a black background.

fabric swatches board

Cotton Drill



Cotton Linen



Crepe



Twill Fabric



The background features a dark, solid color with a central white circular area. Within this circle, the text 'accecsories board' is written in a white, sans-serif font. The text is partially obscured by a large, stylized, light brown organic shape that resembles a plant or a cloud. This shape has several distinct parts: a vertical stem on the left, a large, wavy, horizontal leaf-like structure at the top, and a large, fan-like structure on the right. The organic shape is composed of various shades of brown and tan, with thin white lines defining its edges and internal structure.

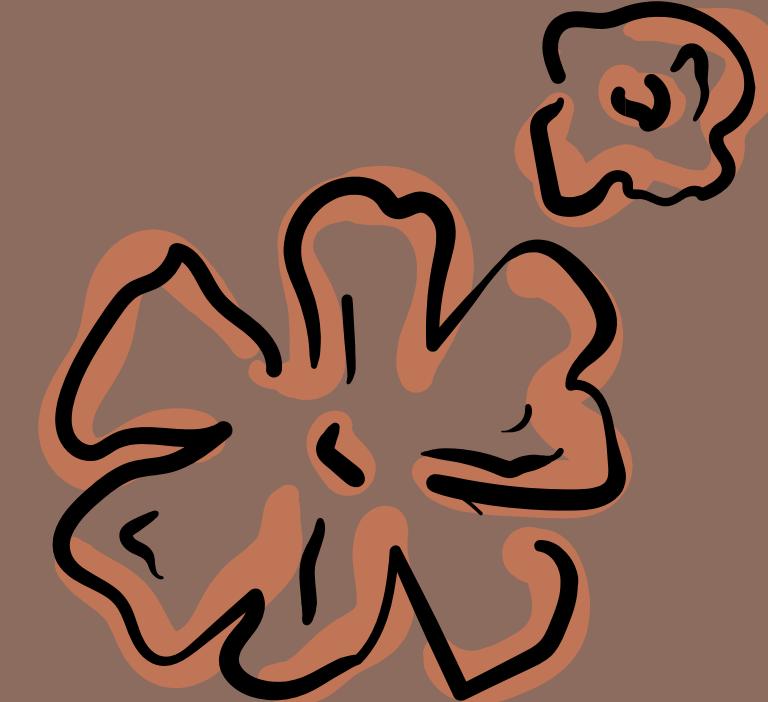
accecsories board



• Boots



• Earing



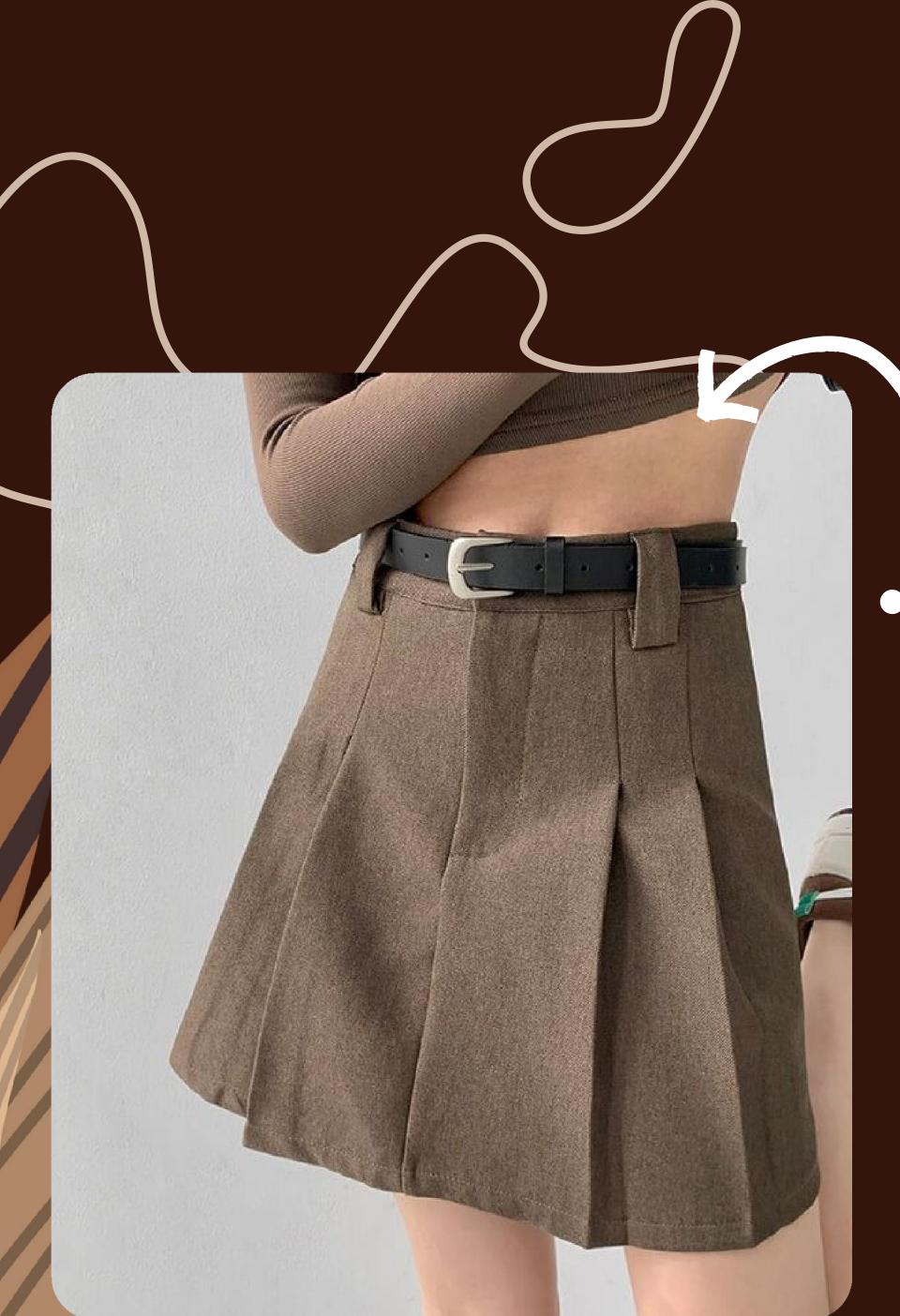
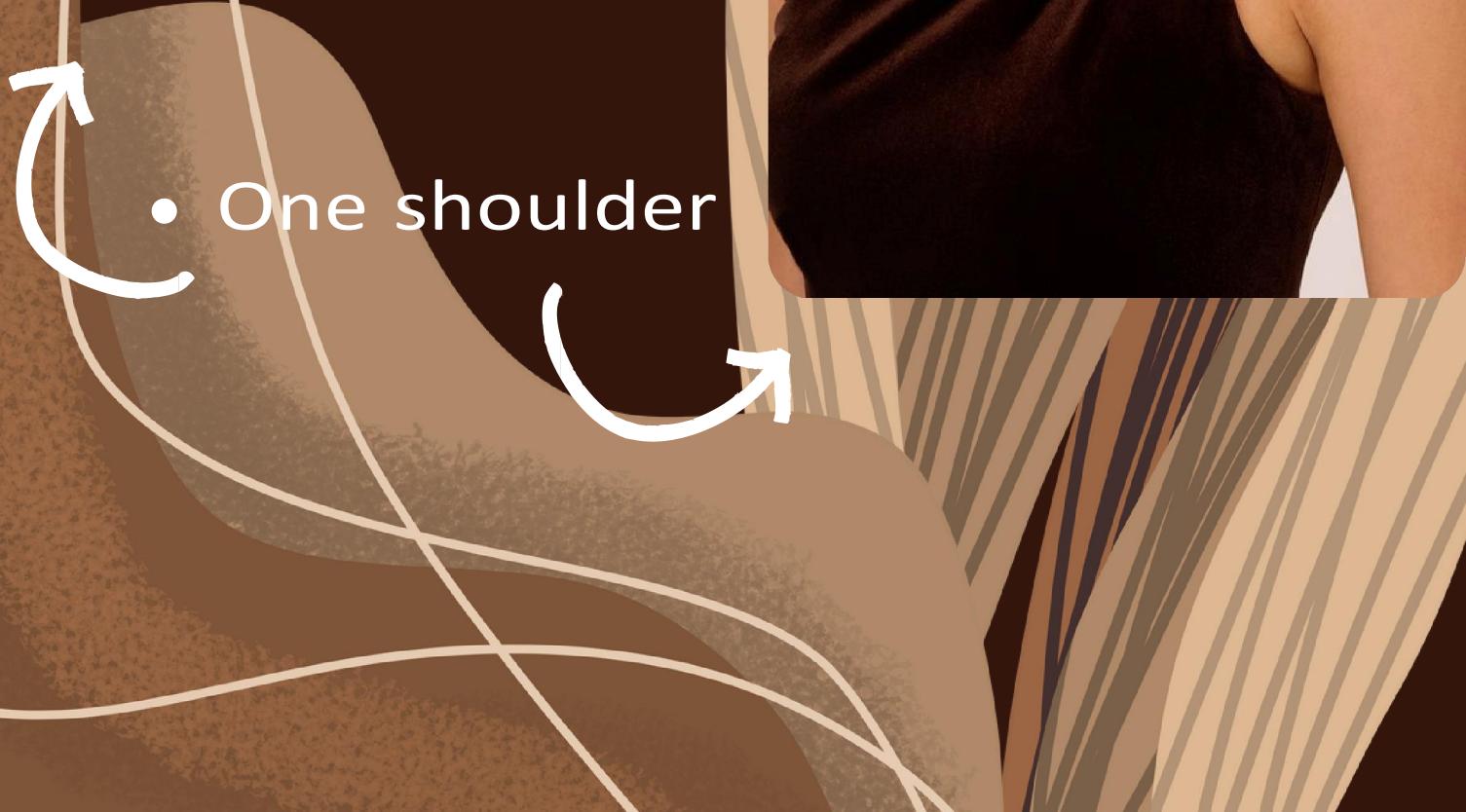
• Bracelets



• Sunglasses

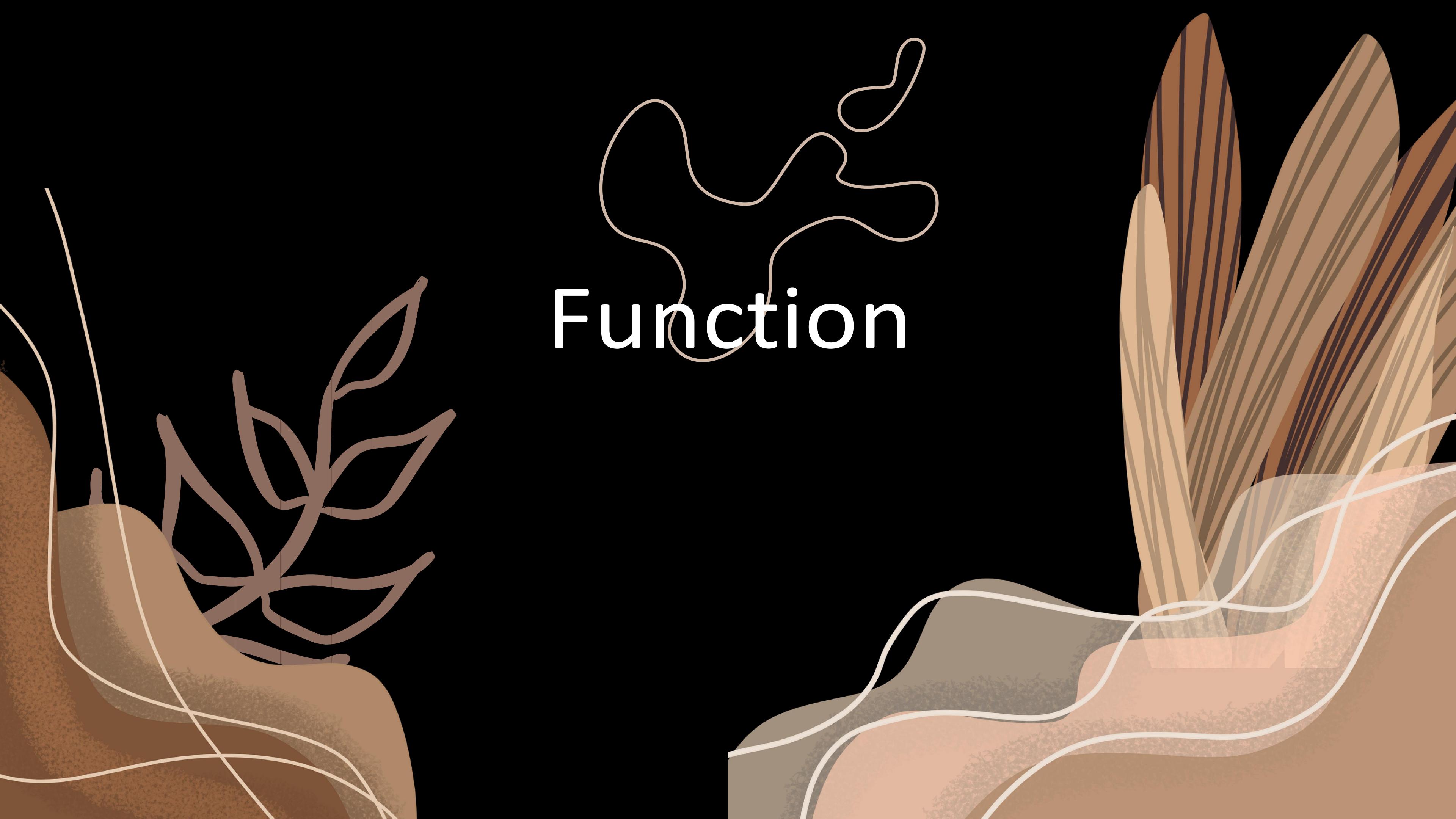


silhouette board



• A-Line



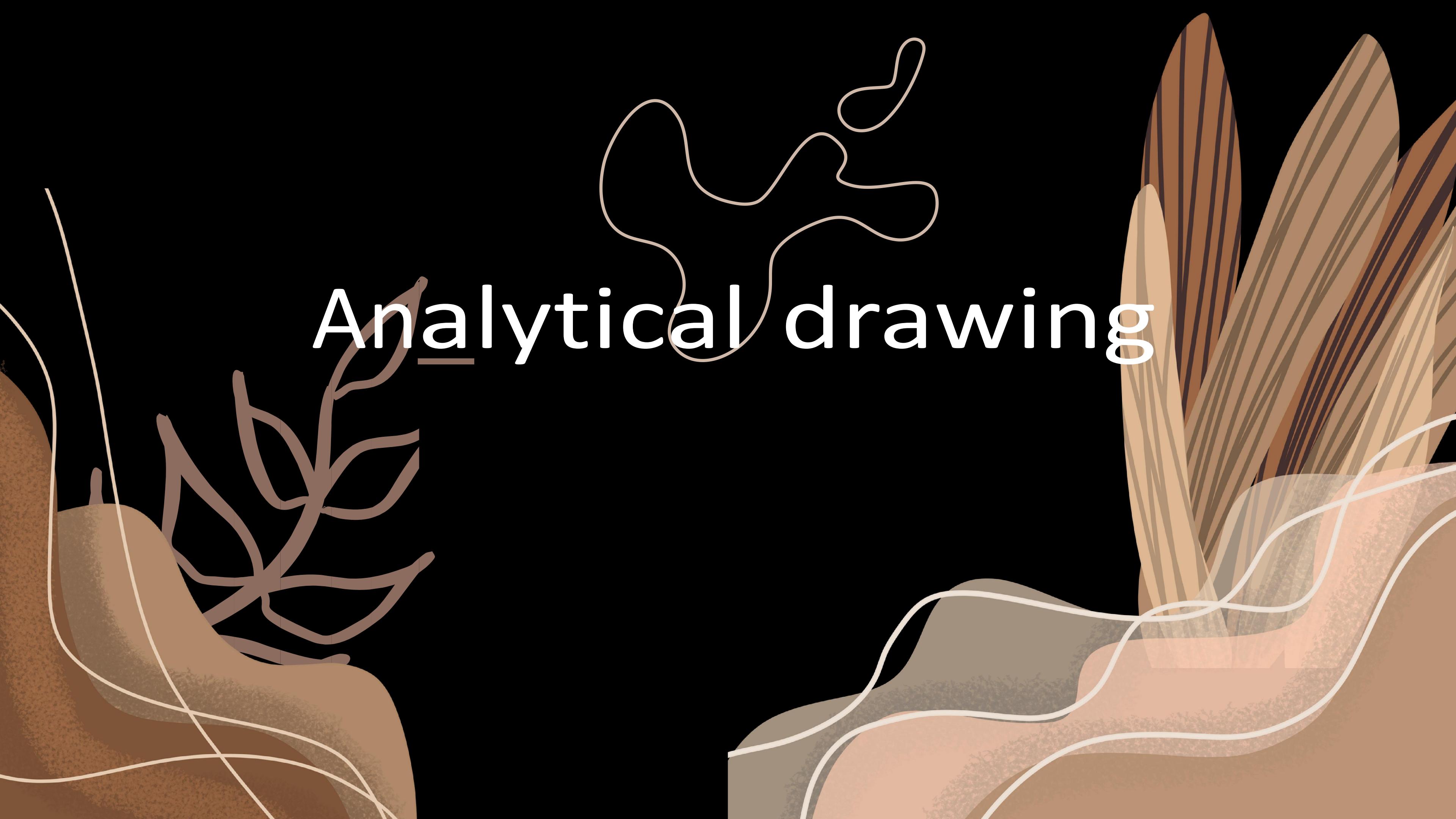


Function

Function :

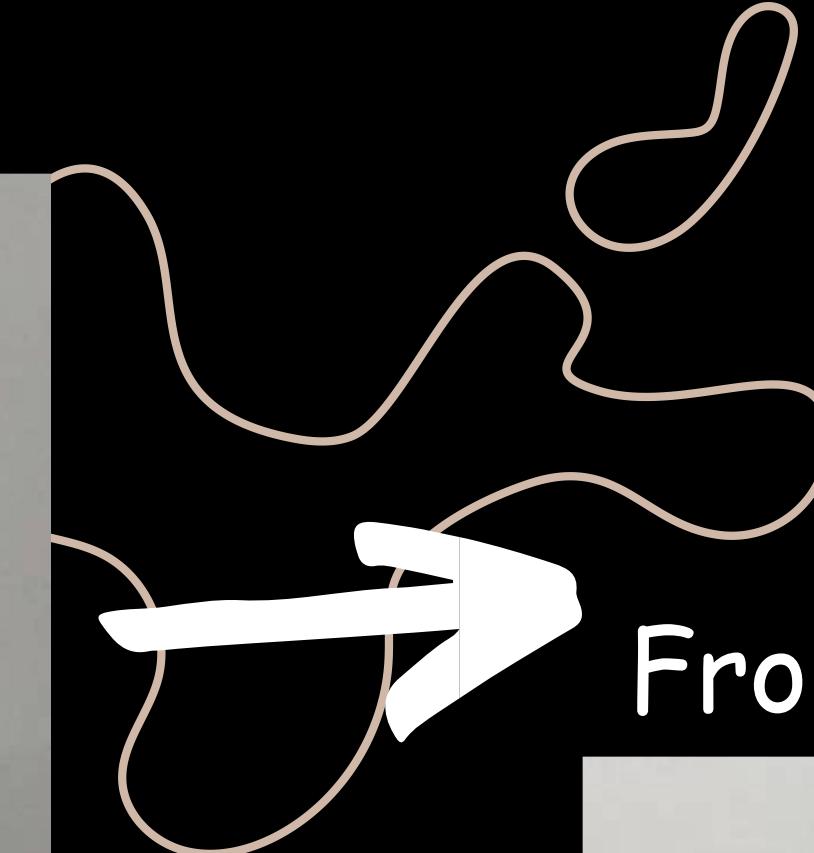
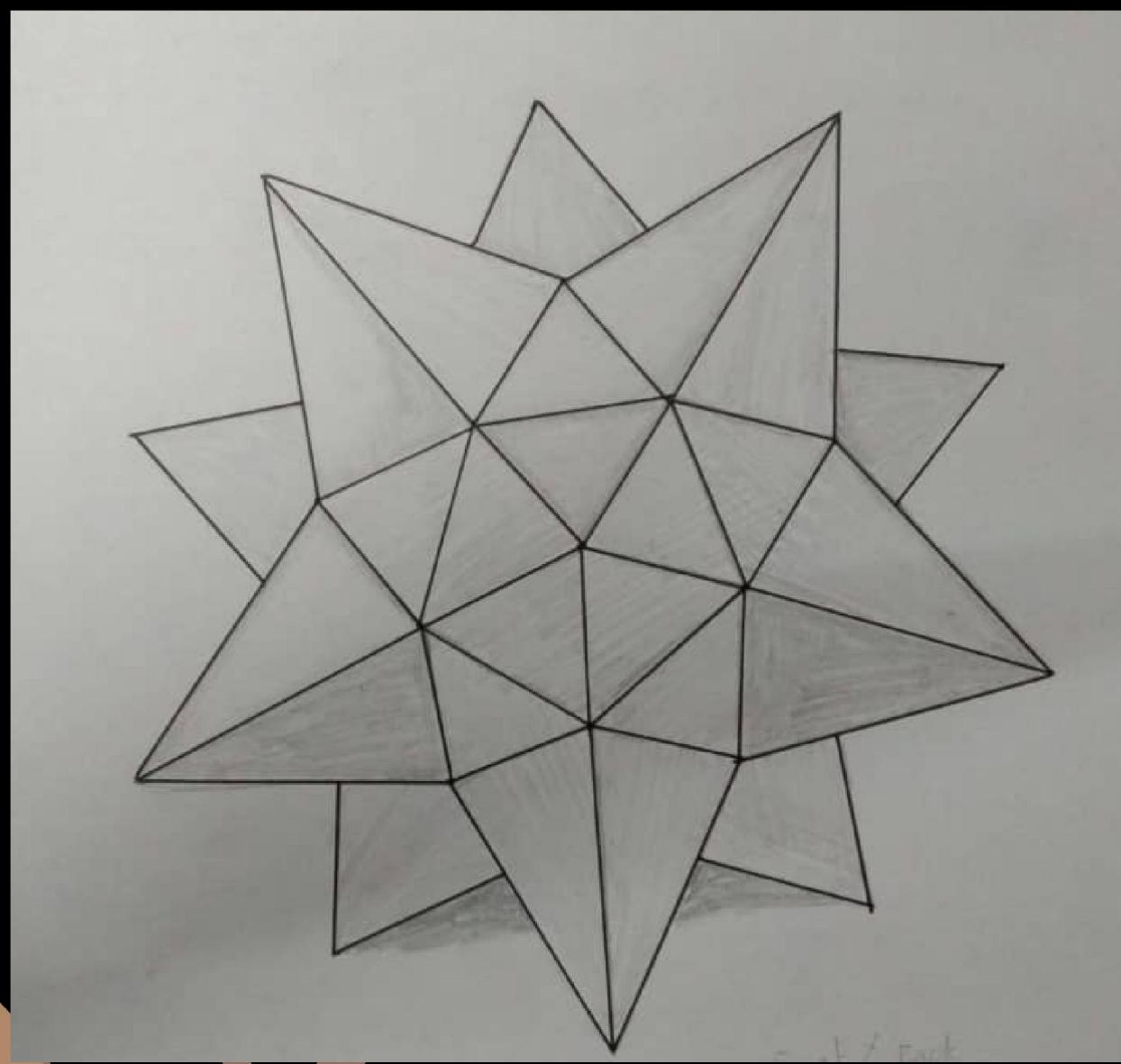
High Street Casual Wear



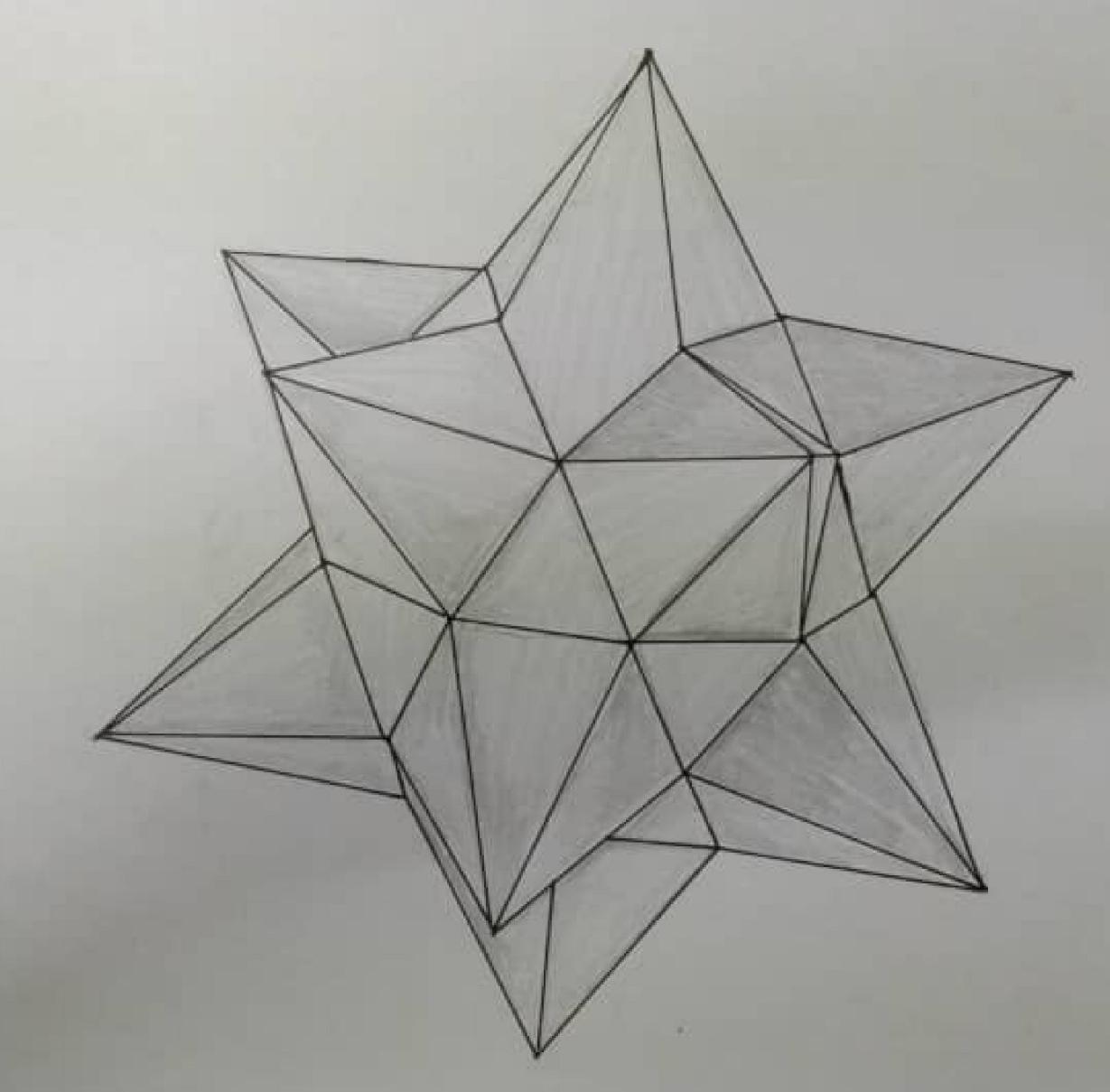


Analytical drawing

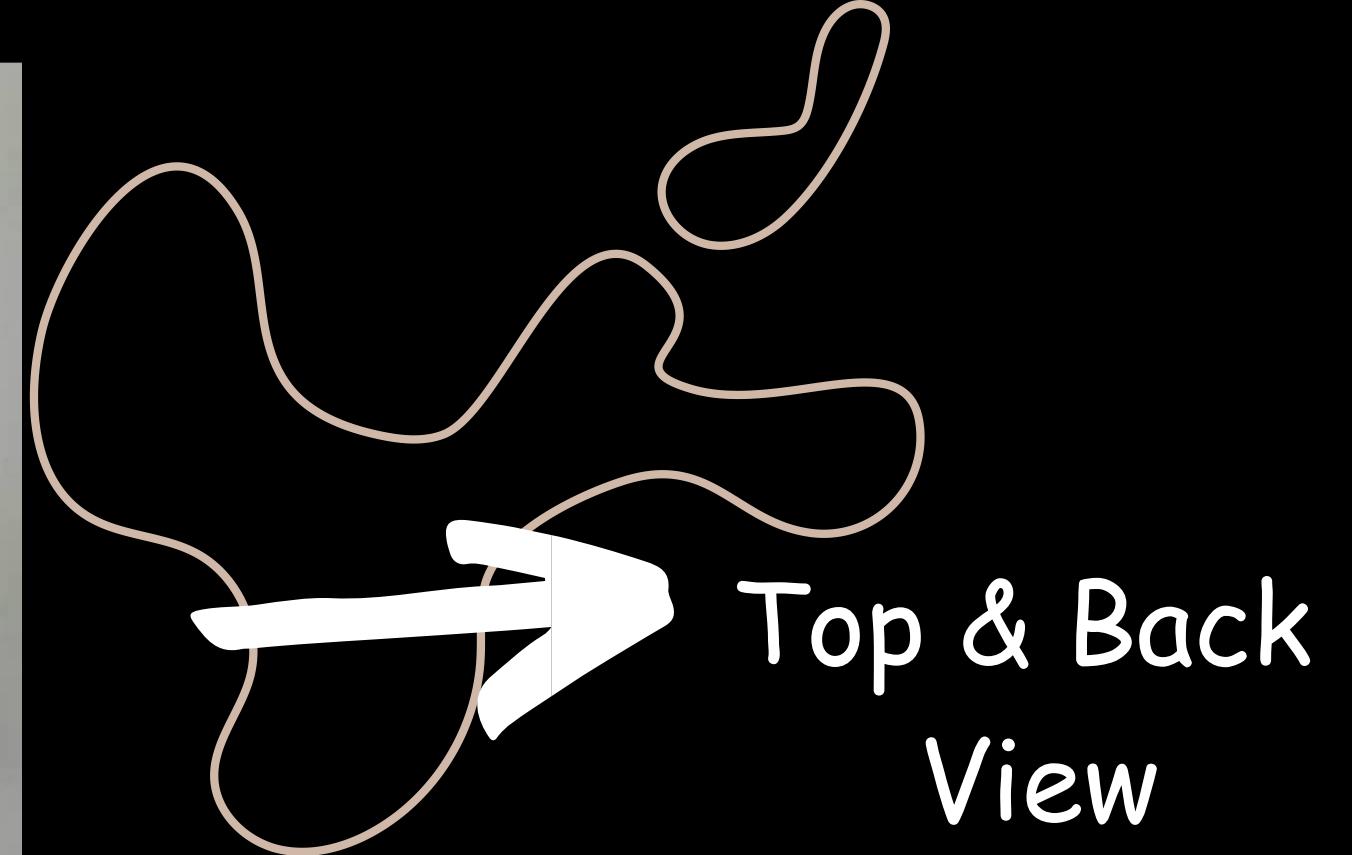
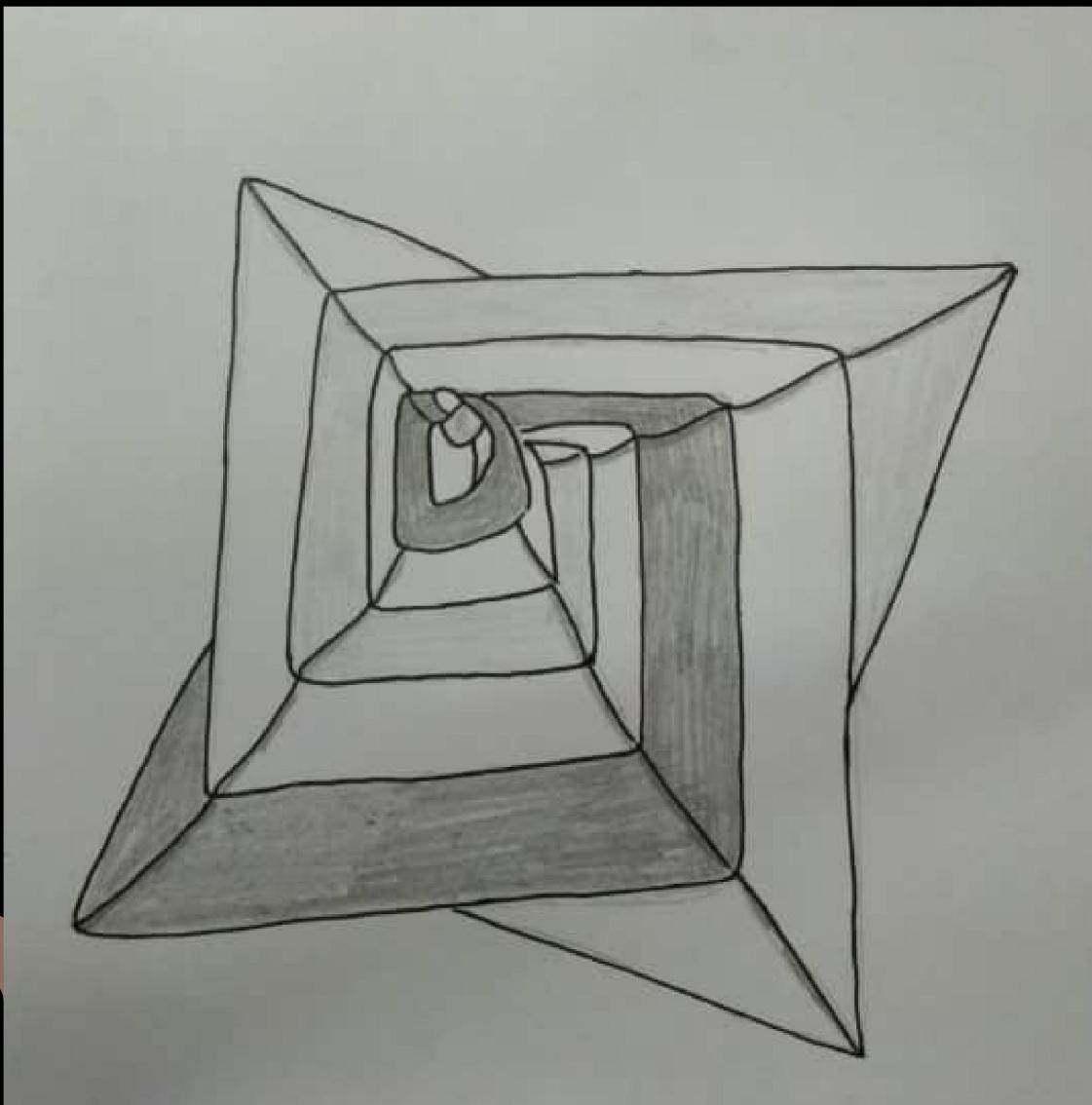
Side Views



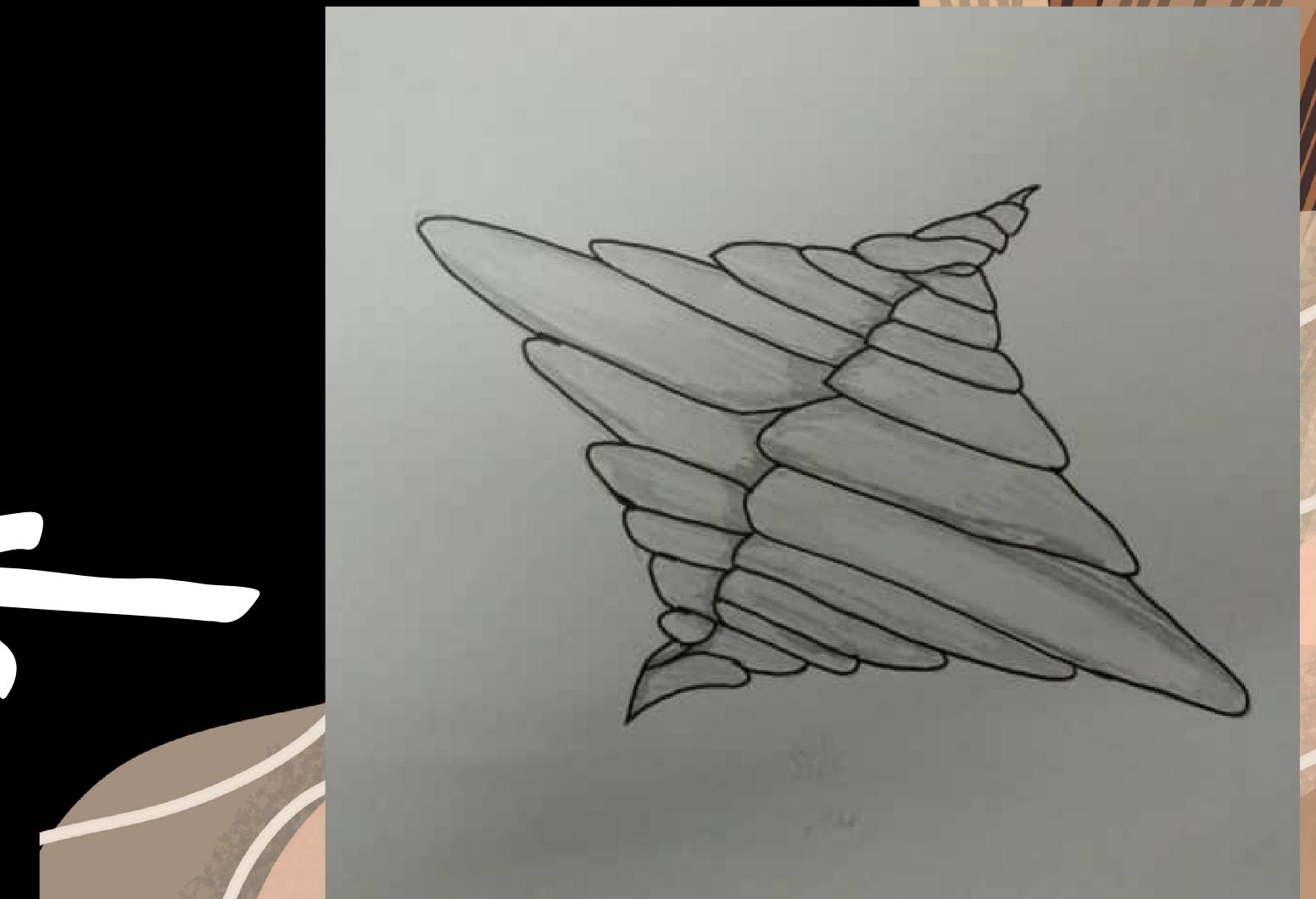
Front & Back view



Side Views



Top & Back
View





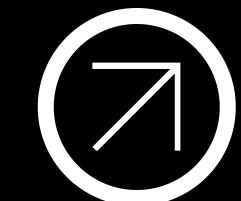
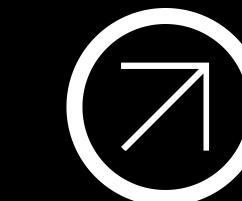
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