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FASHION DESIGN BRIEF

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Design Research

- PROBLEM STATEMENT
- OBJECTIVE RESEARCH
- PROJECT BACKGROUND
- DATA ANALYSIS
- SWOT ANALYSIS

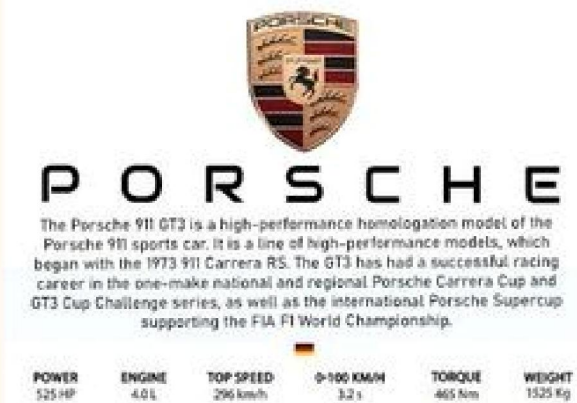


PROBLEM STATEMENT

“How can fashion designers effectively reinterpret the design philosophy of high-performance automobiles like the Porsche 911 GT3 into contemporary multifunctional garments that balance engineering precision, wearability, and market adaptability?”

According to Porsche Design, the essence of the 911 GT3 lies in aerodynamics, precision engineering, and functional elegance, values that are equally sought after in contemporary fashion innovation. Designers are constantly challenged to merge technical functionality with luxury aesthetics to meet the evolving expectations of modern consumers. However, one of the major challenges lies in translating automotive-inspired design language, such as aerodynamic lines, high-performance materials, and iconic colorways into practical, wearable garments without losing their symbolic exclusivity. The fusion of high-performance engineering with fashion highlights the difficulty of balancing functionality and luxury, sustainability of design translation, and adaptability in the global fashion market.

https://racing.porsche.com/en-US/articles/puma-team-gear-insights?utm_source



OBJECTIVE rESEARCH

This research looks at how we can take the design ideas behind highperformance cars like the Porsche 911 GT3 and use them to create modern, multi-purpose clothing. We want to translate car design principles, things like precise engineering, sleek looks, and modular parts, into wearable features that work well for people. Think about a jacket with a detachable hood, for example. The study will explore new materials and fabric technologies that offer both durability and comfort. We'll also look at what people actually want to wear, making sure the final design combines car-inspired engineering with clothing that's practical, stylish, and something people would actually buy.

PROJECT BACKGROUND

Today's fashion world is all about finding that sweet spot between fresh ideas, practical use, and good looks. This project takes inspiration from high-performance cars like the Porsche 911 GT3, looking at how we can bring automotive design ideas into clothing. We're talking about things like precision, modular parts, and smooth, flowing shapes. The result is Shellwear, a versatile jacket with a hood you can take off. It brings together comfort, toughness, and flexibility, solving the problem of creating outerwear that's both stylish and ready for the real world, while still showing



off that engineering know-how.

Data analysis

The Porsche 911 GT3 was first introduced in 1999 as a highperformance version of the classic 911, built to

**FIRST GENERATION
(996 GT3, 1999–2005)**

motorsport roots.


- bridge the gap between road cars and race cars. It was named after the FIA GT3 racing class, highlighting its

The first GT3 was based on the 996 generation 911, replacing the old 911 Carrera RS.

It featured a 3.6-liter naturally aspirated flatsix engine producing about 360 hp. • Developed by Porsche's Motorsport

Department, it focused on lightweight design,





P O R S C H E

The Porsche 911 GT3 is a high-performance homologation model of the Porsche 911 sports car. It is a line of high-performance models, which began with the 1973 911 Carrera RS. The GT3 has had a successful racing career in the one-make national and regional Porsche Carrera Cup and GT3 Cup Challenge series, as well as the international Porsche Supercup supporting the FIA F1 World Championship.

POWER	ENGINE	TOP SPEED	0-100 KM/H	TORQUE	WEIGHT
525 HP	4.0 L	296 km/h	3.2 s	465 Nm	1525 kg

- version.
-
-

**THIRD GENERATION
(991 GT3, 2013–2019)**

-
- controversial).
-



GT3 RS

911

Power increased to 415 hp, and later 435 hp in the facelifted

Featured Porsche Active Suspension Management (PASM) for better track and road versatility.

The 997 GT3 RS became a purist’s favorite, combining manual transmission, rear-wheel drive, and race-tuned chassis.

A big change: introduced electronic rear-wheel steering and a PDK dual-clutch gearbox, replacing the manual (initially

Used a 3.8-liter engine with 475 hp, later upgraded to 4.0 liters with 500 hp in the GT3 RS and GT3 Touring models. Marked a leap in aerodynamics, technology, and track lap times.



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POWER	ENGINE	TOP SPEED	0-100 KM/H	TORQUE	WEIGHT
525 HP	4.0 L	296 km/h	3.2 s	465 Nm	1525 kg

FOURTH GENERATION (992 GT3, 2021–PRESENT)

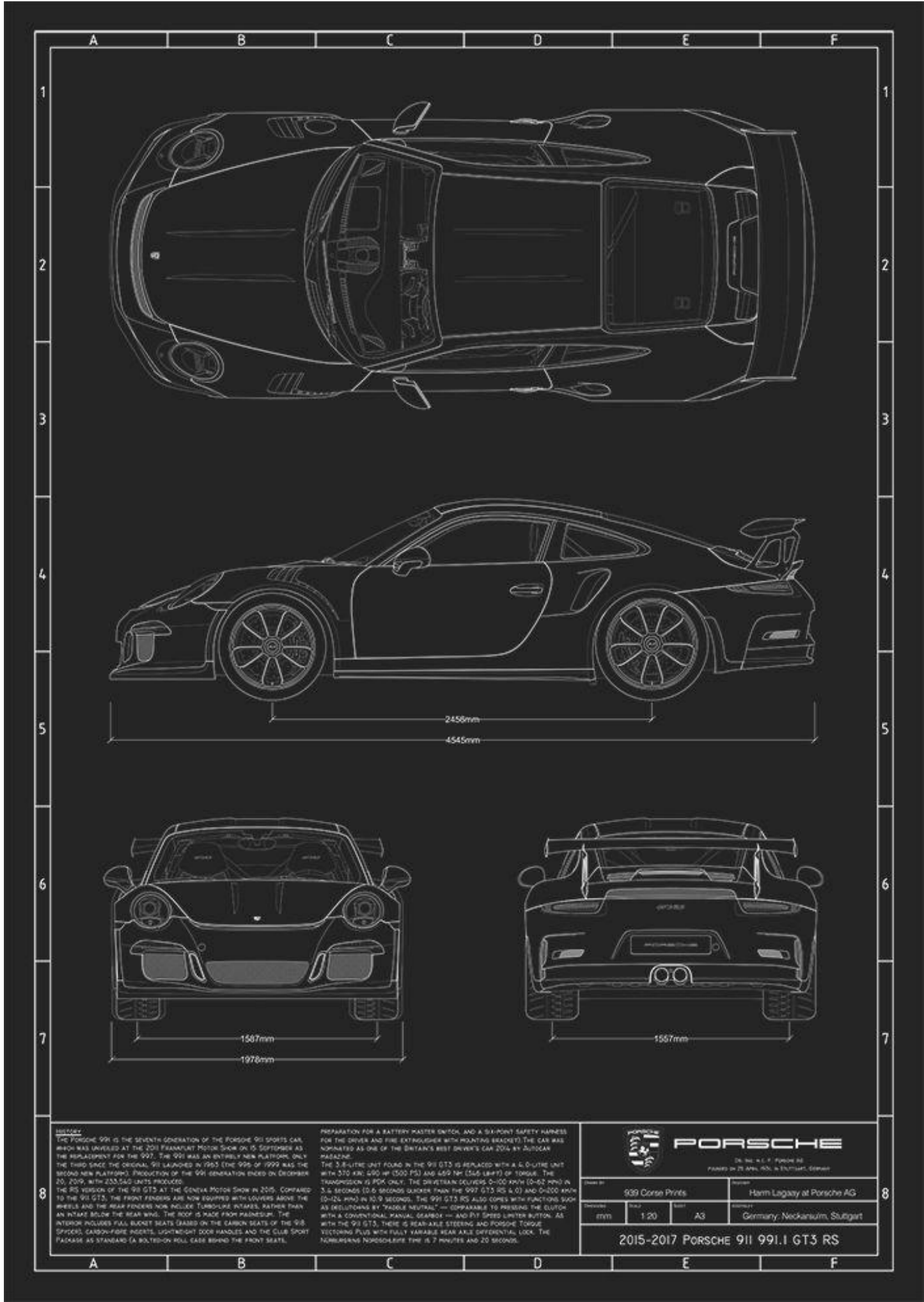
- Returns with both PDK and manual options, pleasing traditionalists.
- Uses a 4.0-liter naturally aspirated engine delivering 510 hp.
- Features double-wishbone front suspension (a first for road 911s) and a race-inspired diffuser.
- Continues to embody Porsche's philosophy of lightweight precision and pure driver engagement.



GT3 RS

911







P O R S C H E

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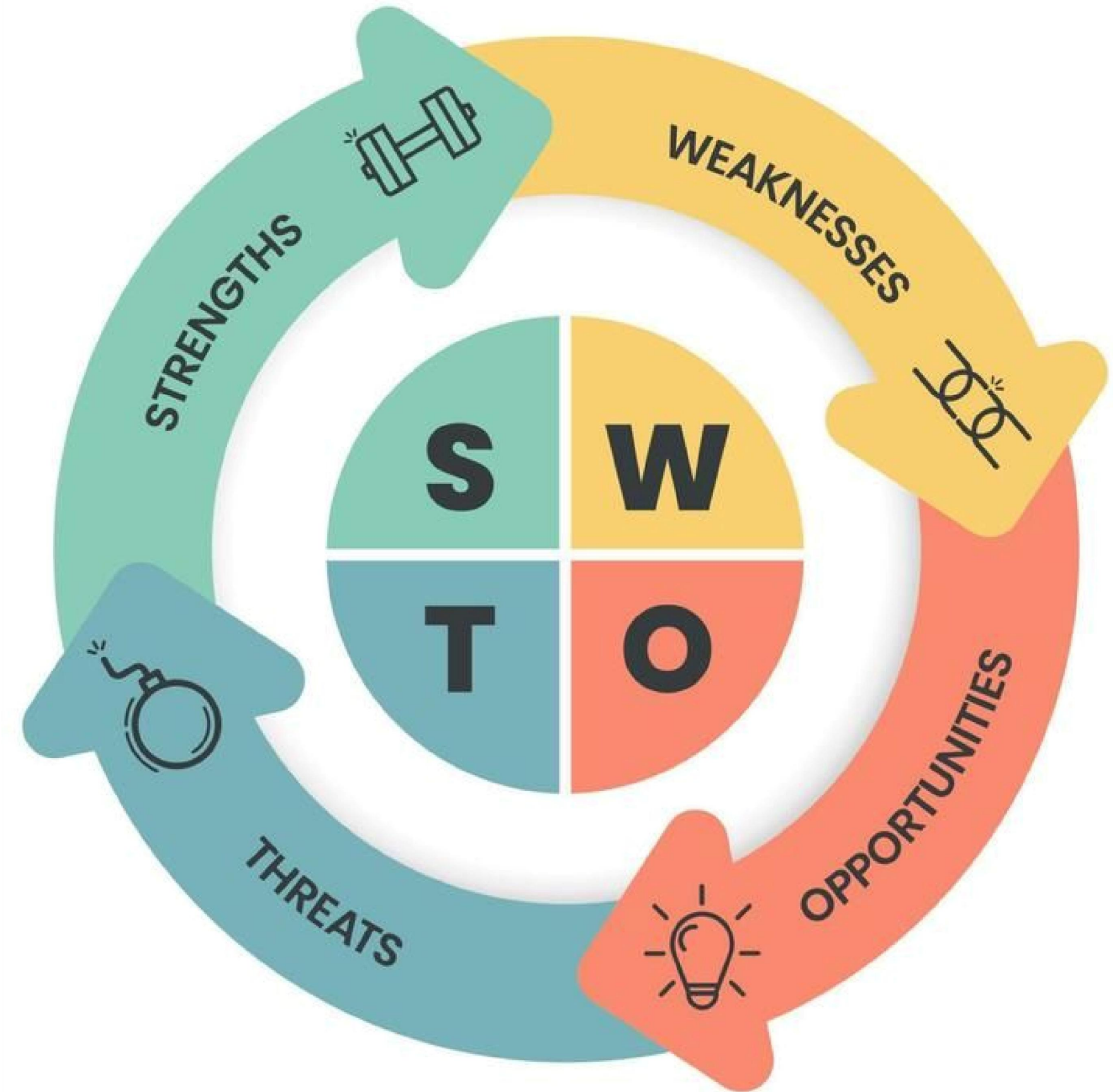


GT3 RS

911

...GRAPHIX...

SWOT ANALYSIS



strengths

- Protects hikers from sudden rain, wind, or cold with its detachable hood and insulated design.
- Can be used as both a raincoat and a light jacket depending on the condition
 - The hoods also can be used as a sling bag to keep personal things

threats

-
-

Some hikers may doubt durability, practicality vs traditional



Established outdoor brands gear

opportunities

- -More young people and professionals are exploring hiking and trekking.
 - Demand for sustainable, multipurpose gear is rising.
 - Partners with outdoor brands, hiking clubs or adventure tourism companies

- Detachable hood mechanism (zippers/snaps) may require extra stitching and time (Complex construction).
- Cleaning waterproof materials or detachable parts may require special care (Maintenance difficulty).



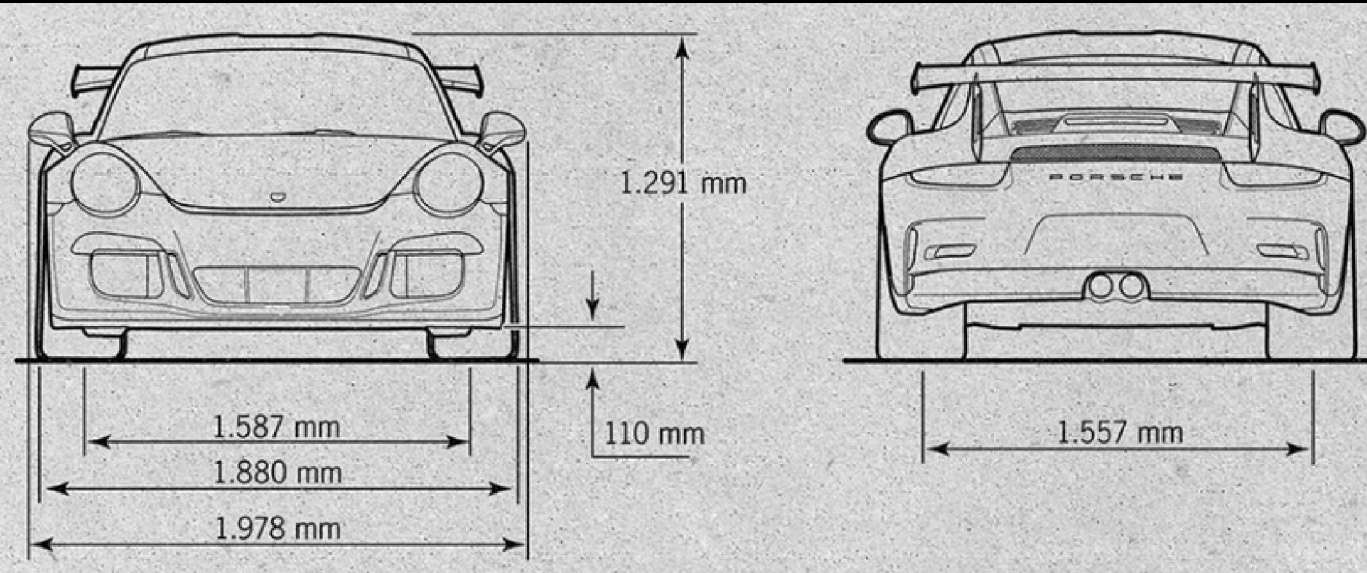
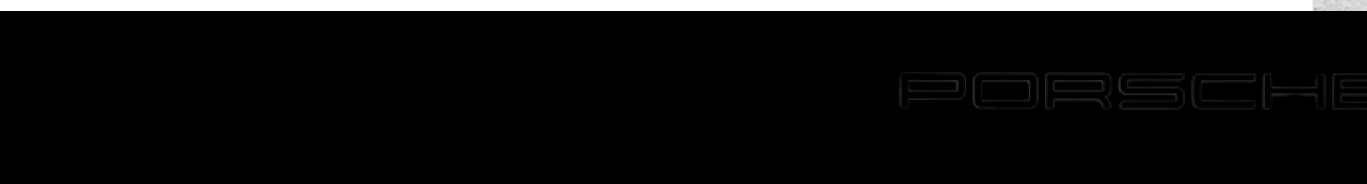


STORYBOARD

- INSPIRATION BOARD
- FORECAST BOARD
- MOOD BOARD
- TREND BOARD
- INNOVATION BOARD

•

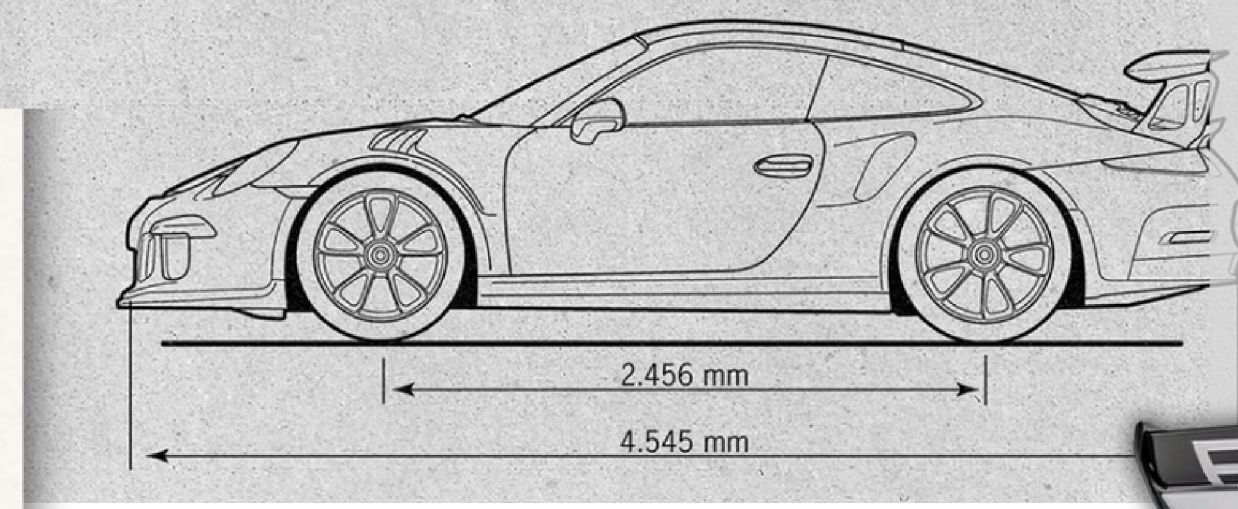
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PORSCHE

THE EVOLUTION OF EXCELLENCE

Porsche automobiles represent the culmination of German engineering, meticulous craftsmanship, and an unwavering quest for perfection. Each Porsche is a masterpiece, a synthesis of speed and elegance that has endured through generations.



Lightweight materials such as carbon fiber and aluminum reduce mass and enhance agility, reinforcing its motorsport heritage. Inside, the cockpit is stripped to essentials, featuring sport bucket seats and a driver-focused layout that eliminates distractions and emphasizes control. Together, these elements create a car that is both visually striking and performance-driven, a seamless blend of engineering precision and racing spirit.



The Porsche 911 GT3 embodies a design philosophy where every detail serves both form and function. Its aggressive front air intakes and sculpted diffusers channel airflow to optimize cooling and downforce, while the bold aerodynamic rear wing ensures stability and precision at high speeds.



FORECAST BOARD



FUNCTIONAL WEAR SS 25/26



mood BOARD



TREND BOARD



innovation



Used water
resistant spray



Used Snap Buttons
to attach the hood
to the collar



Side Pocket that
turns into
Detachable Hood

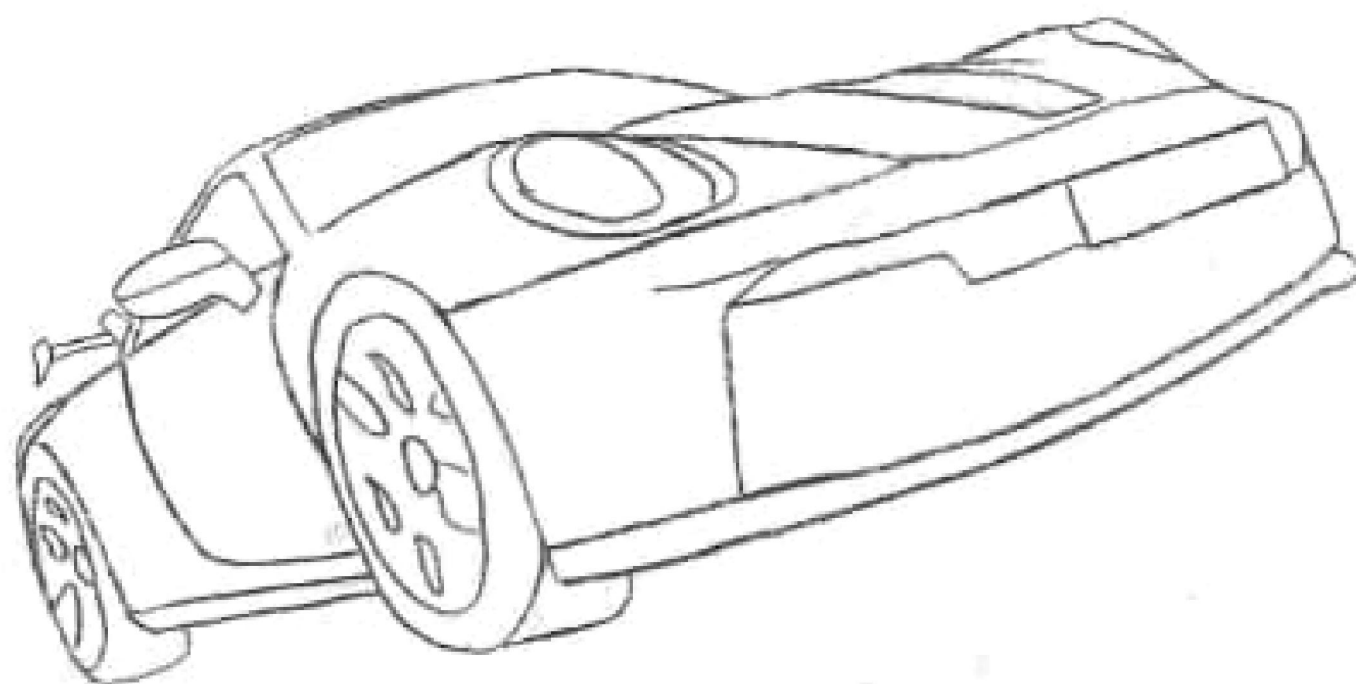
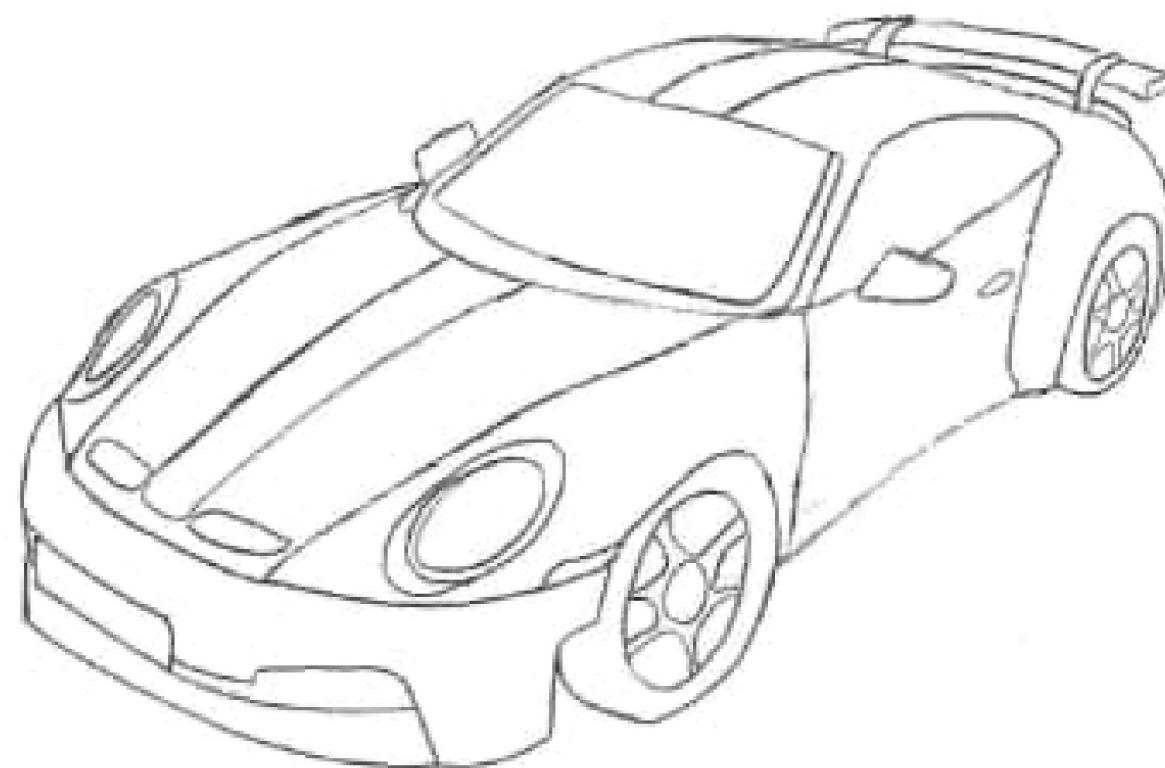
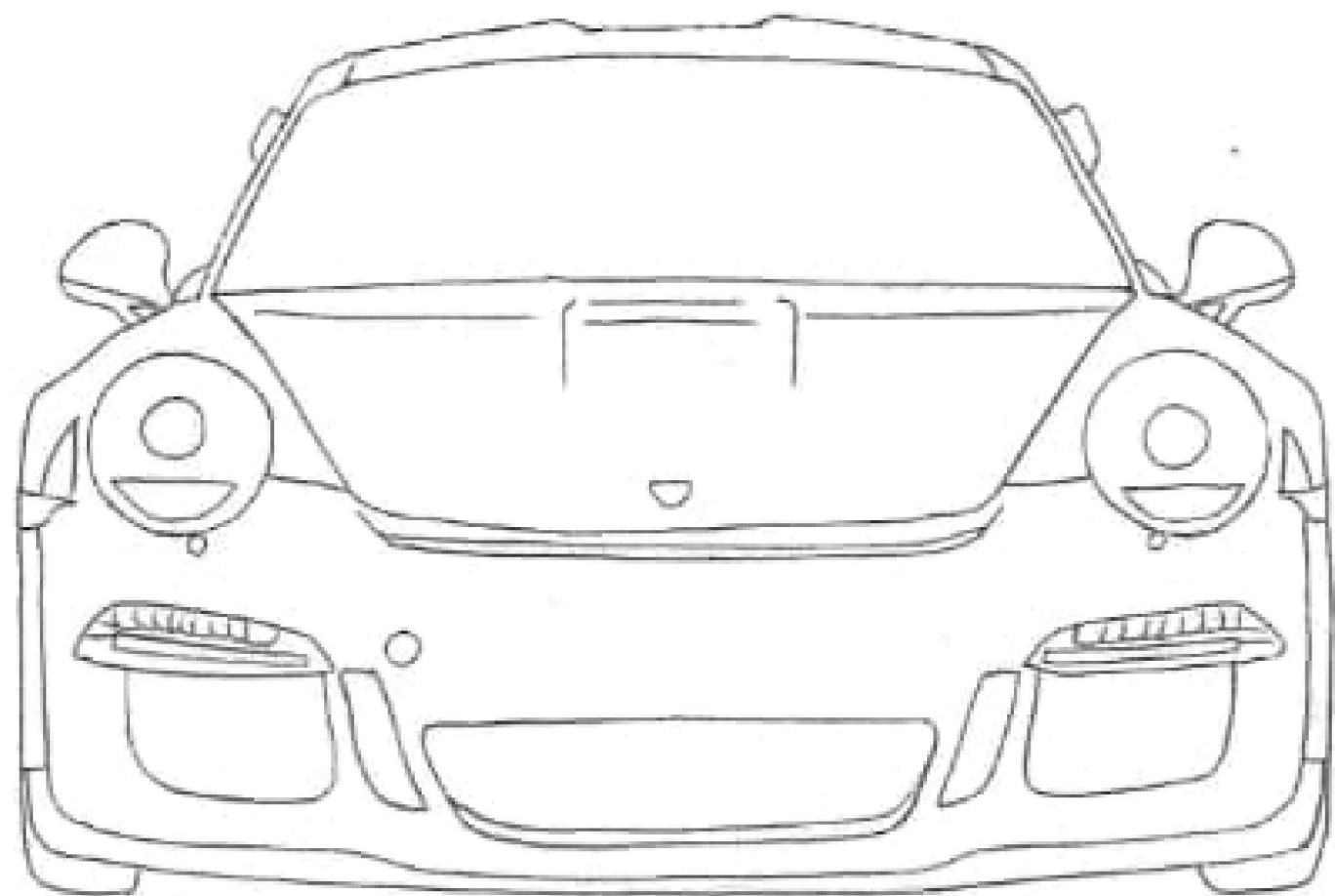
The Hood also can
be used as a Sling
Bag

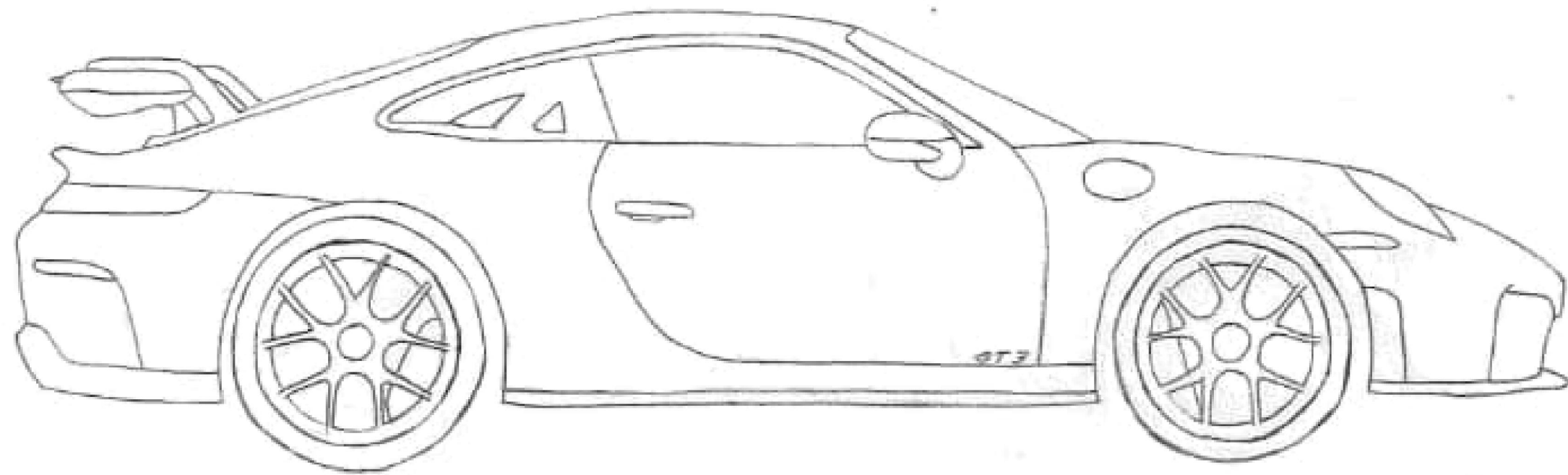




ideation

- ANALYTICAL DRAWING
- SUBJECT MATTER
- CUT AND PASTE
- SELECTED CUT AND PASTE
- DESIGN DEVELOPMENT







cUT AND PASTE

- **SUBJECT MATTER**
- **CUT AND PASTE 1**
- **CUT AND PASTE 2**
- **CUT AND PASTE 3**
- **CUT AND PASTE 4**
- **CUT AND PASTE 5**
- **CUT AND PASTE 6**
- **CUT AND PASTE 7**
- **CUT AND PASTE 8**
- **CUT AND PASTE 9**
- **CUT AND PASTE 10**

SUBJECT MATTER



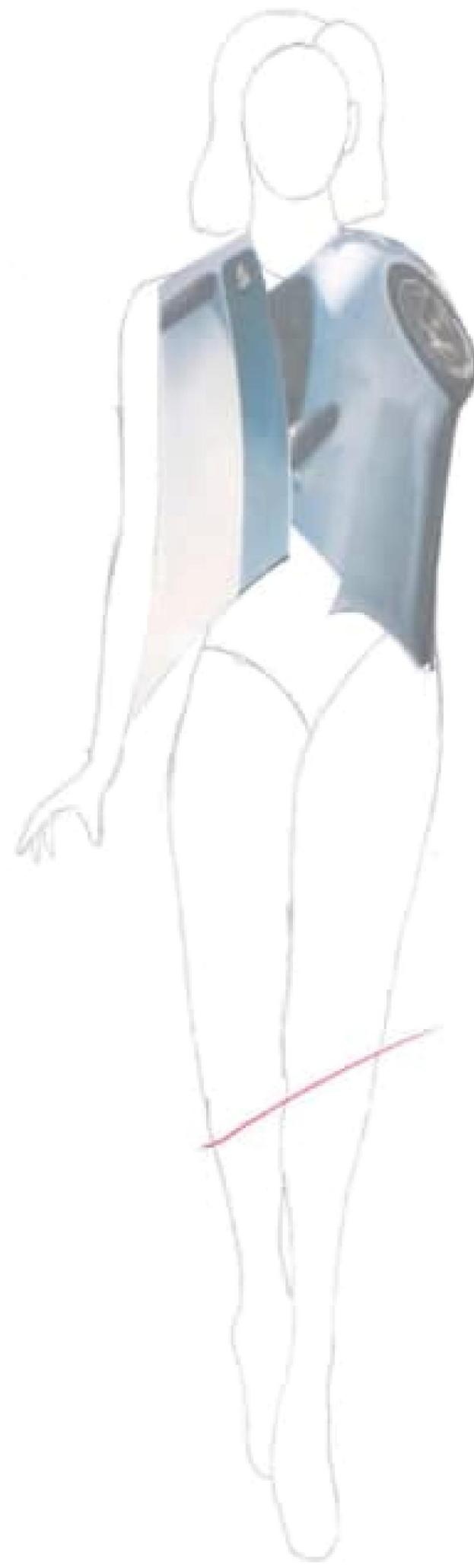
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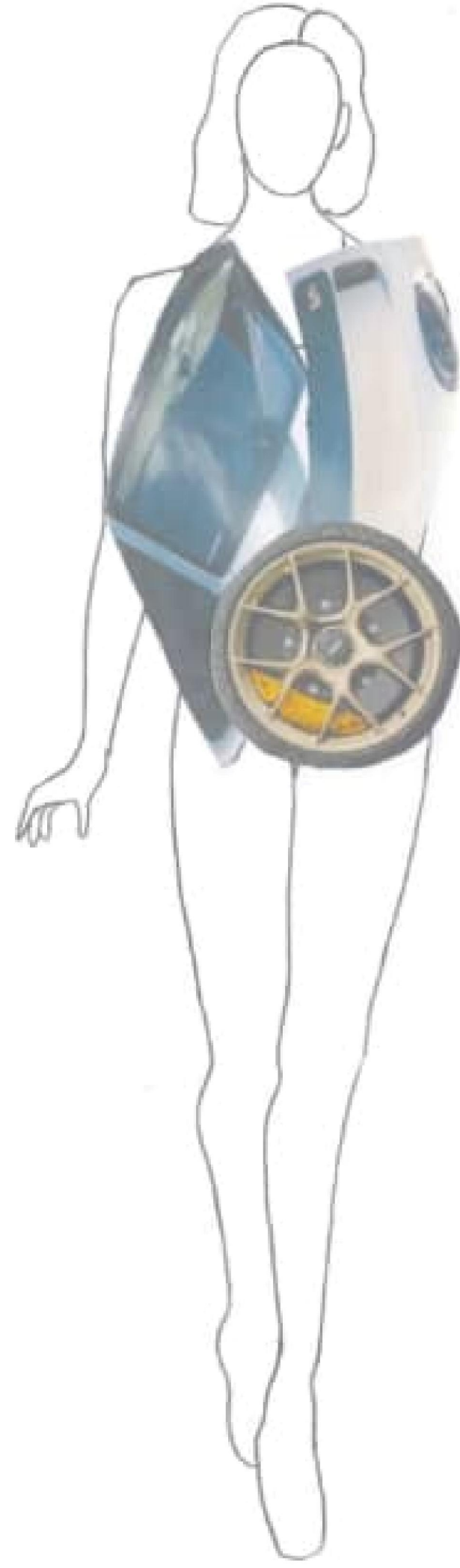
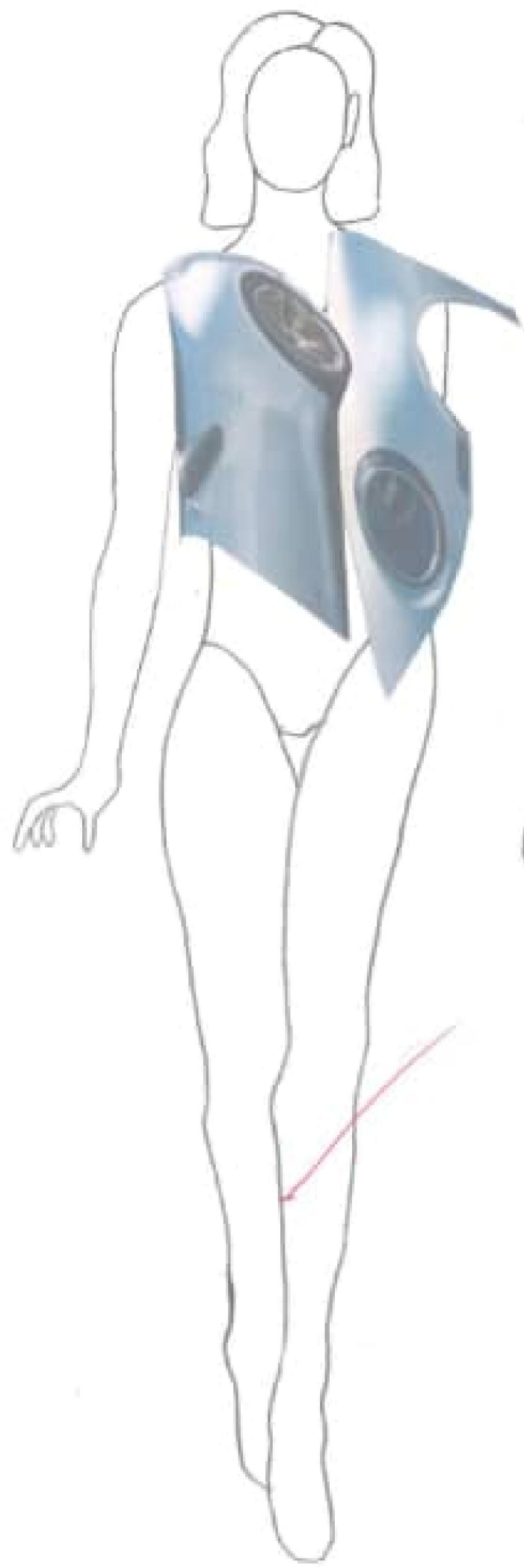
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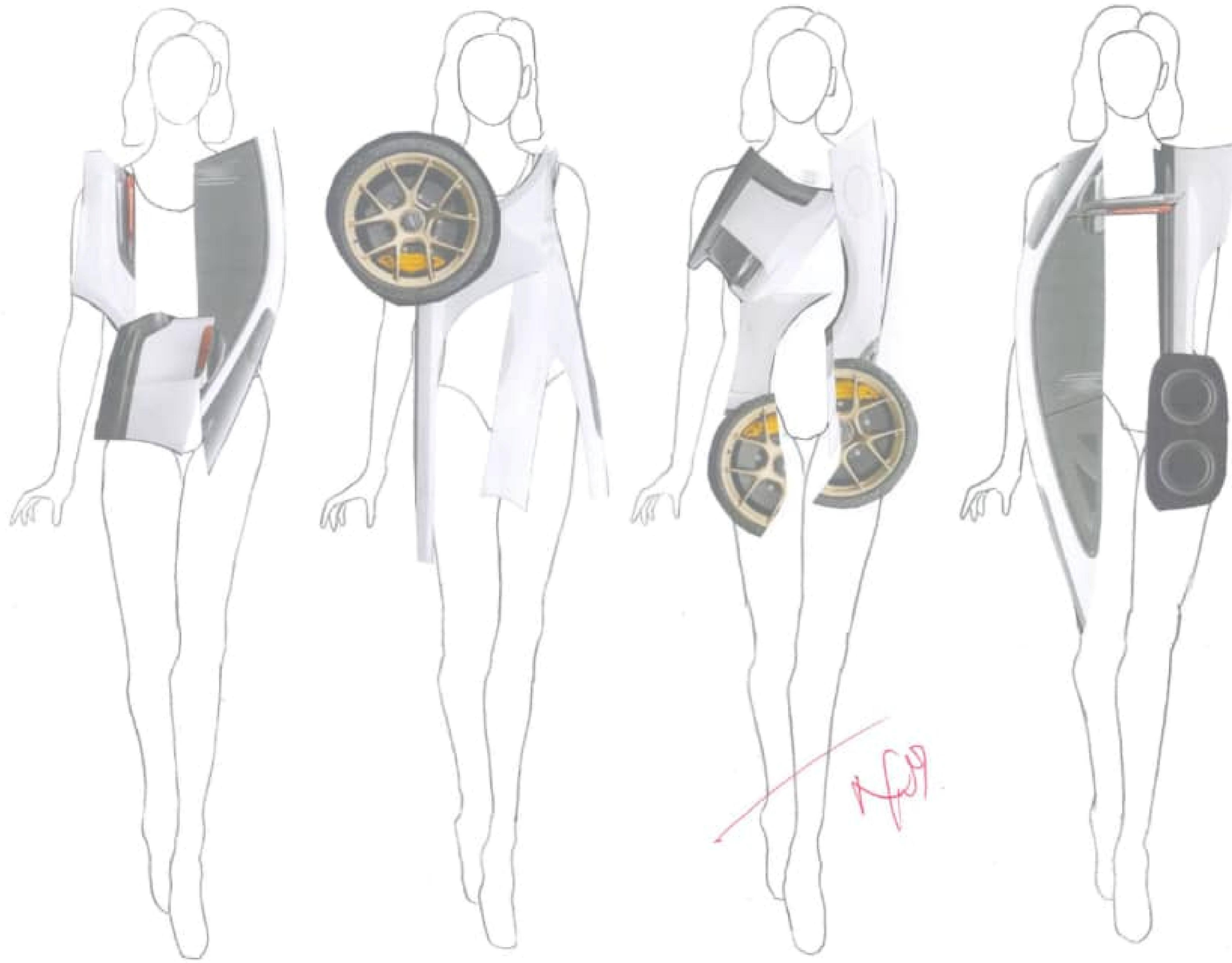
UT AND PASTE



UT AND PASTE



UT AND PASTE



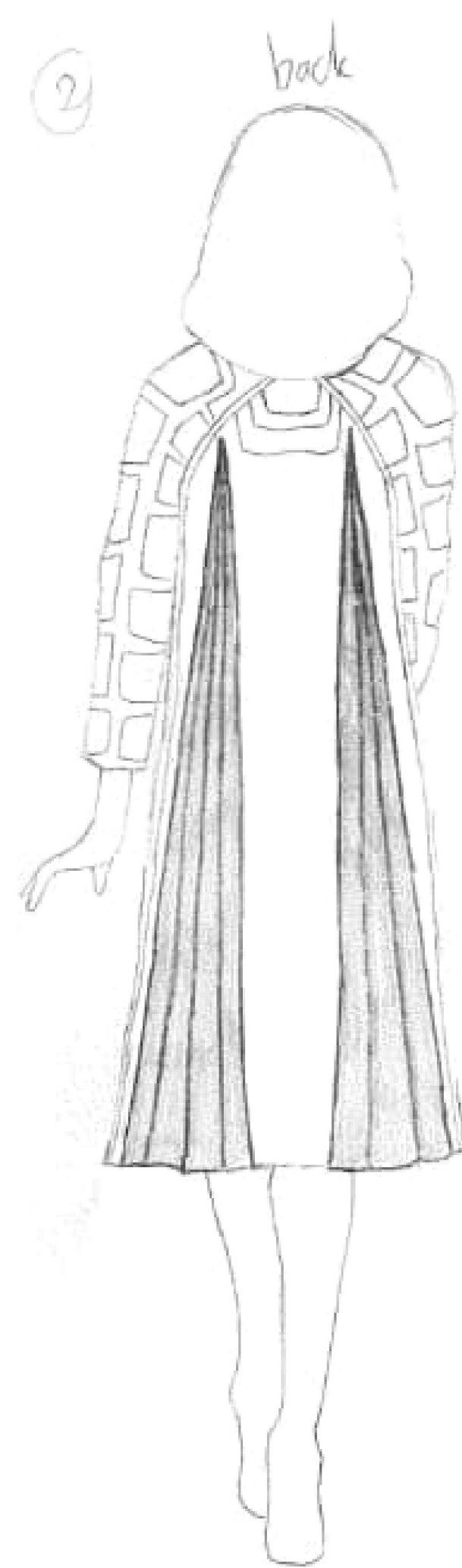


DESIGN

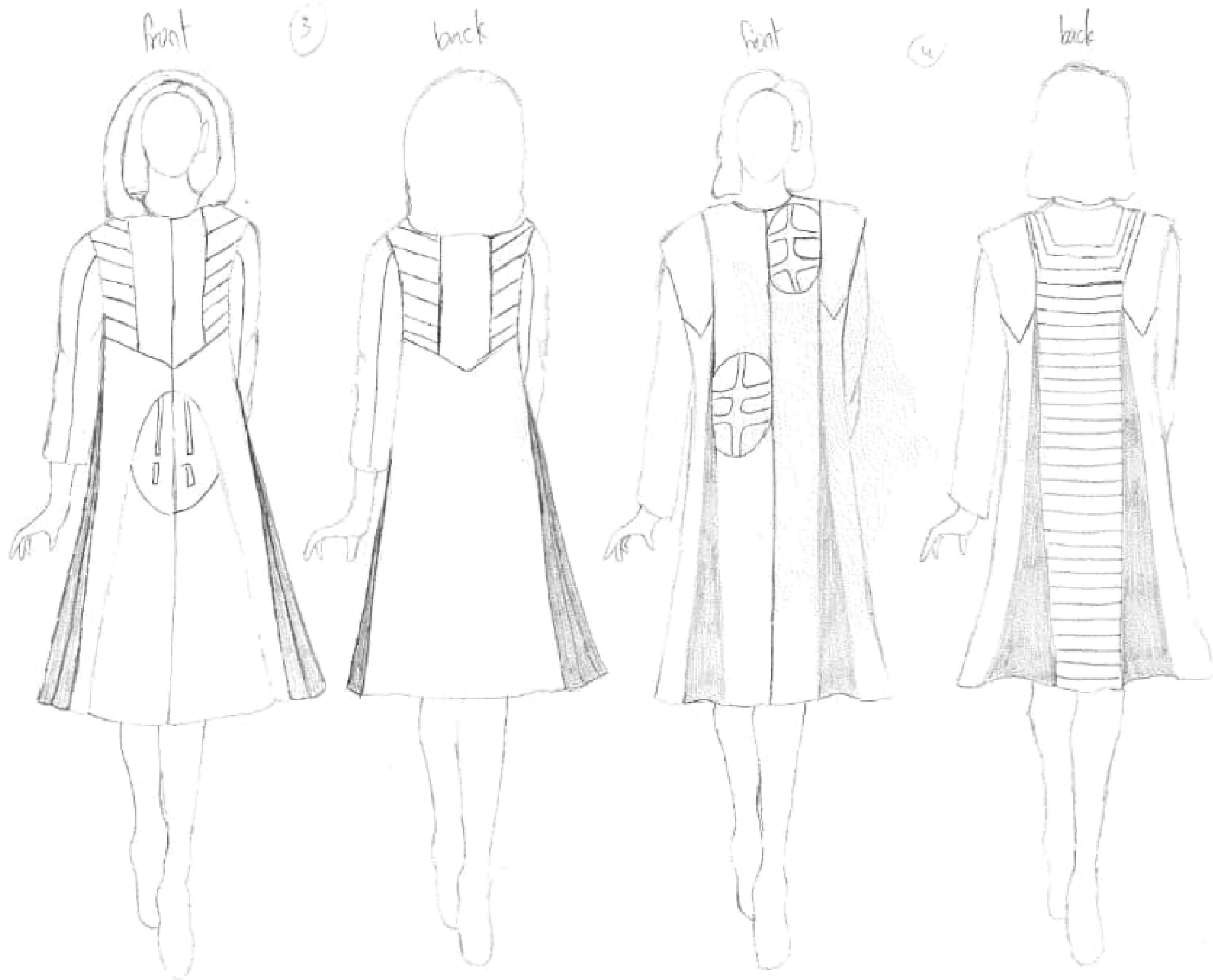
DEVELOPMENT 1

- DESIGN DEVELOPMENT 1
- DESIGN DEVELOPMENT 2
- DESIGN DEVELOPMENT 3
- DESIGN DEVELOPMENT 4
- DESIGN DEVELOPMENT 5
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- DESIGN DEVELOPMENT 10

DESIGN DEVELOPMENT



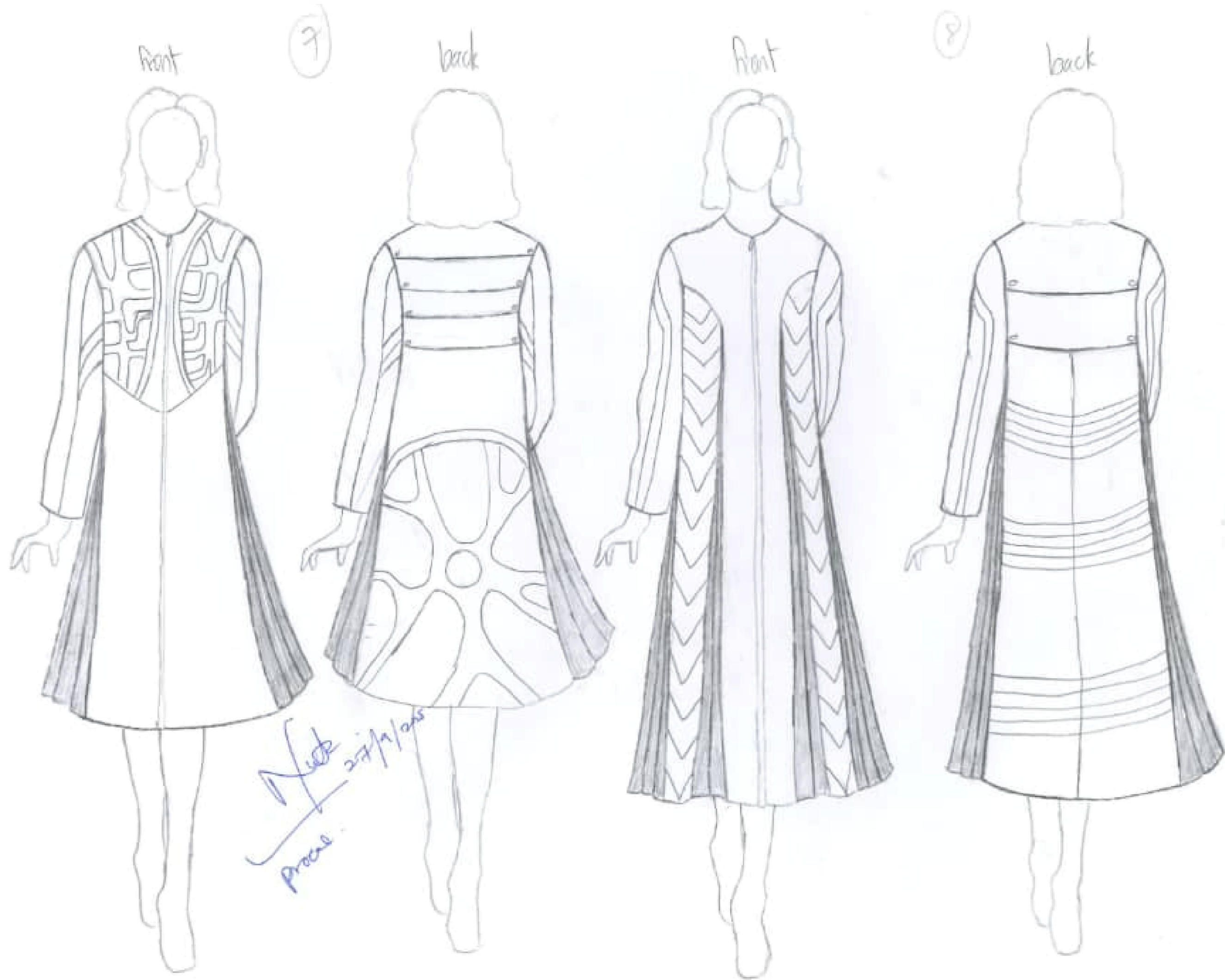
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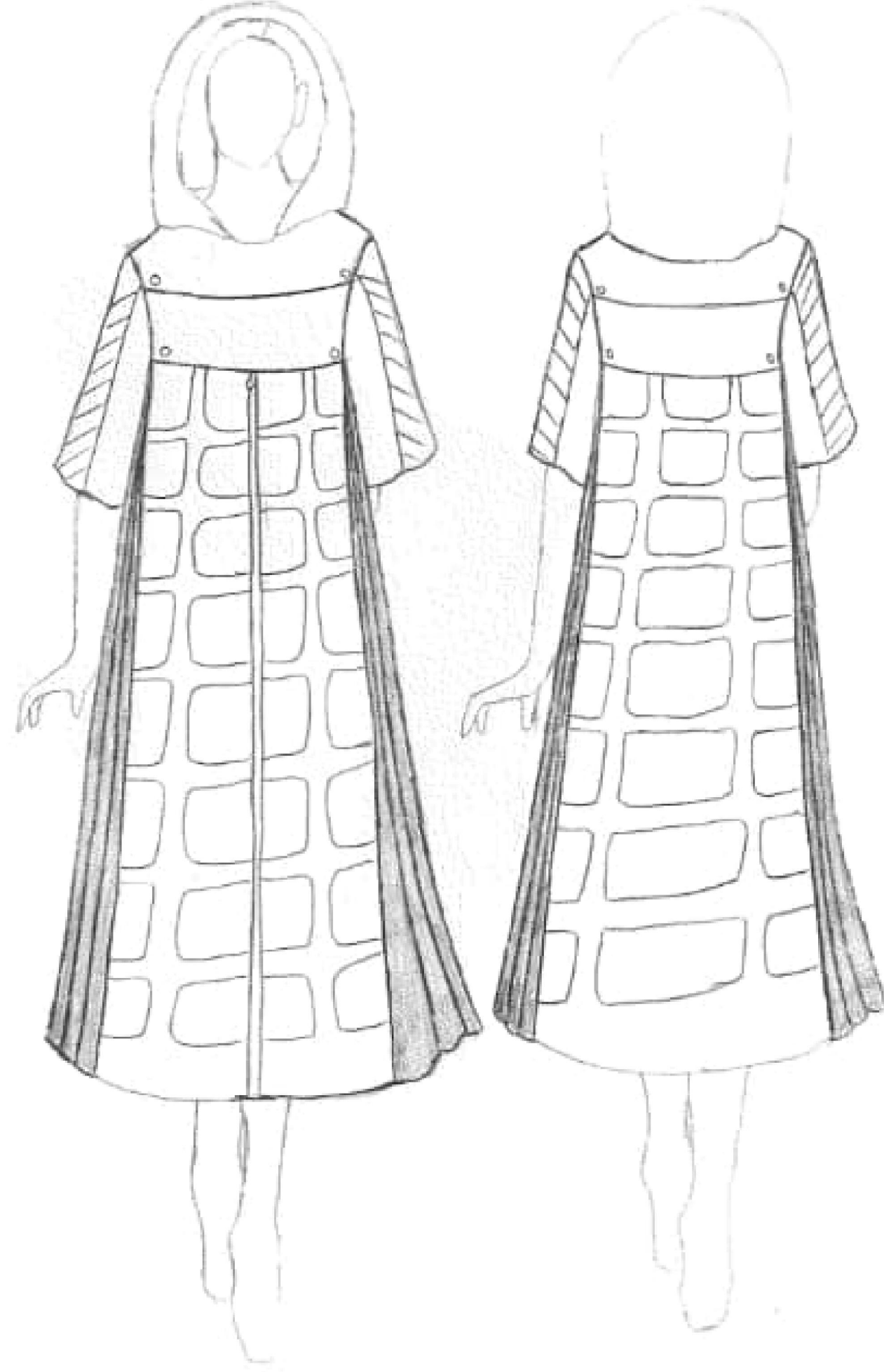
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DESIGN DEVELOPMENT



DESIGN DEVELOPMENT

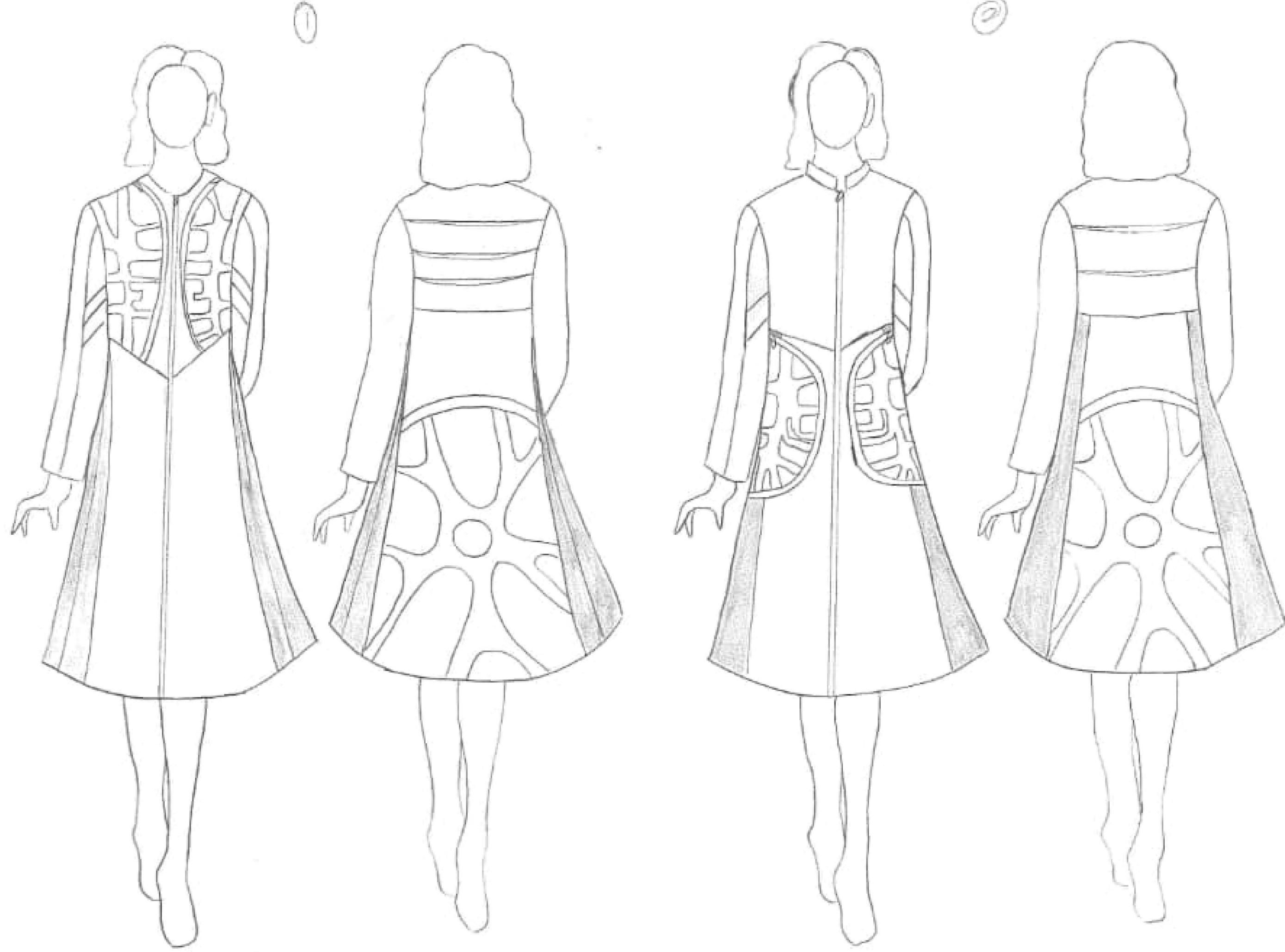




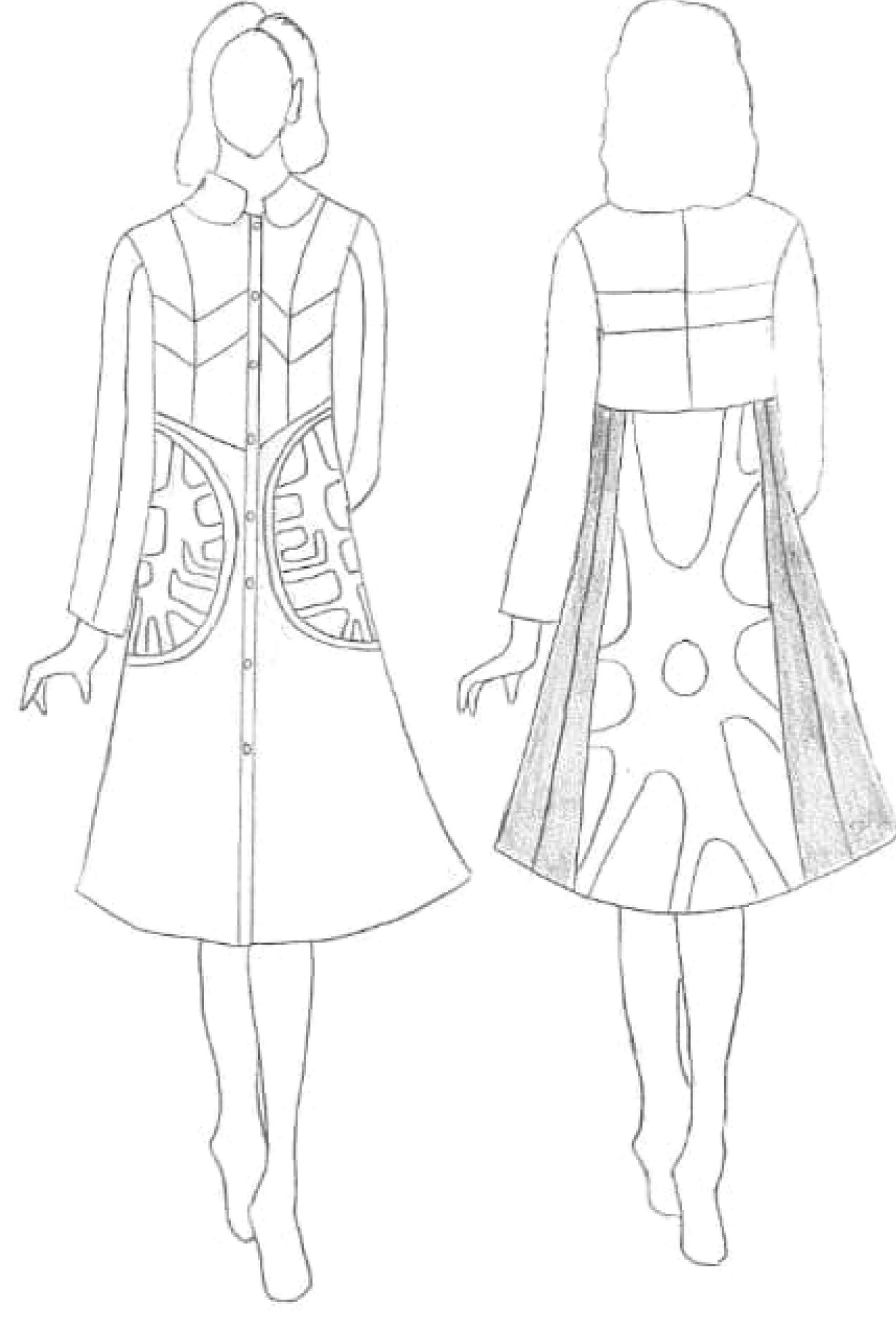
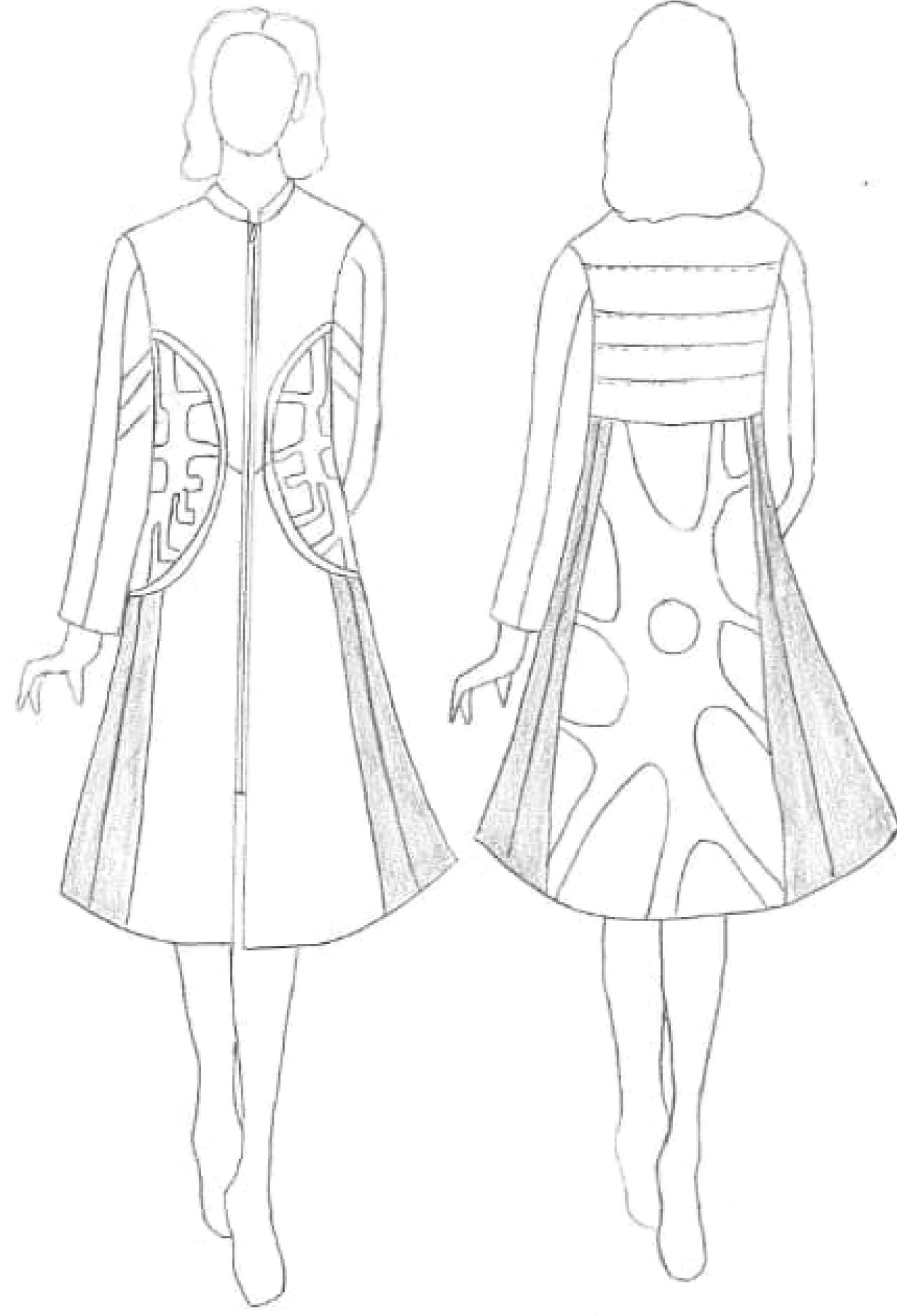
DESIGN DEVELOPMENT 2

- DESIGN DEVELOPMENT 2.1
- DESIGN DEVELOPMENT 2.2
- DESIGN DEVELOPMENT 2.3
- DESIGN DEVELOPMENT 2.4
- DESIGN DEVELOPMENT 2.5
- DESIGN DEVELOPMENT 2.6
- DESIGN DEVELOPMENT 2.7
- DESIGN DEVELOPMENT 2.8
- DESIGN DEVELOPMENT 2.9
- DESIGN DEVELOPMENT 2.10

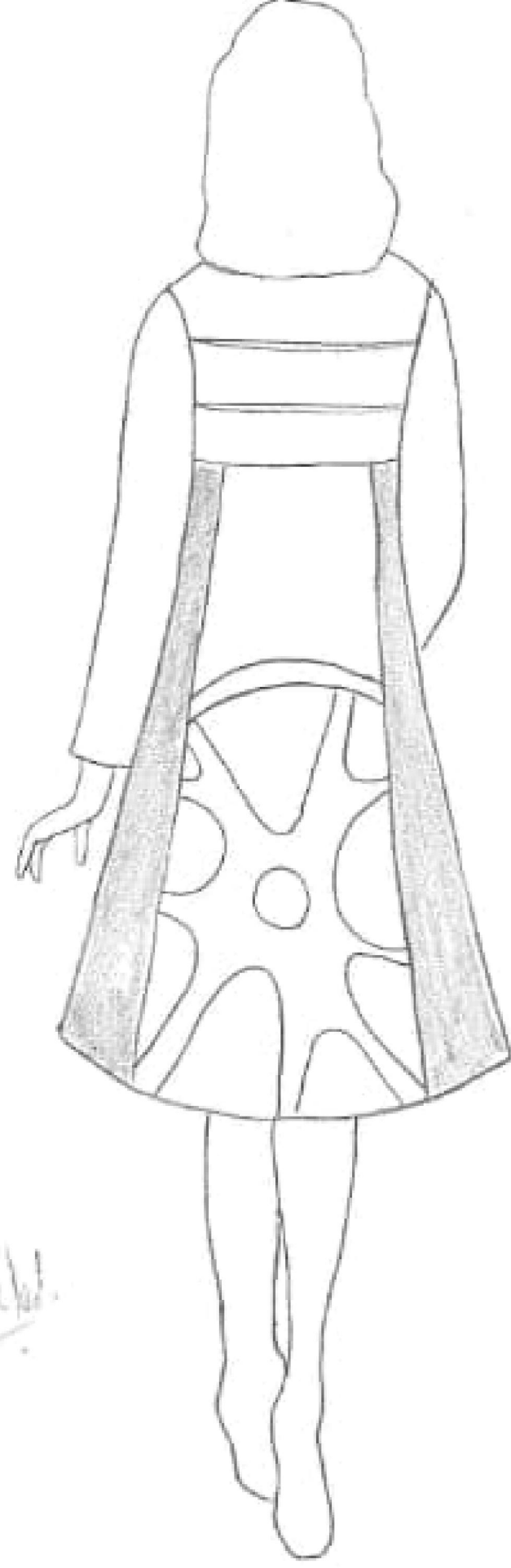
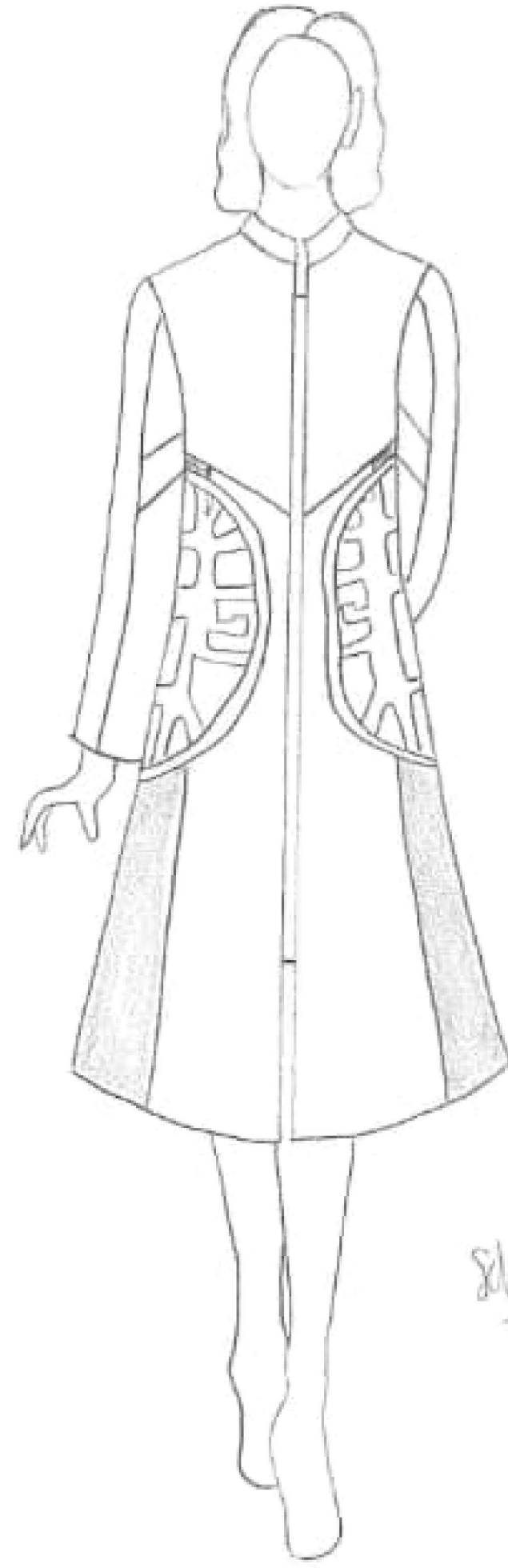
DESIGN DEVELOPMENT 2



DESIGN DEVELOPMENT 2



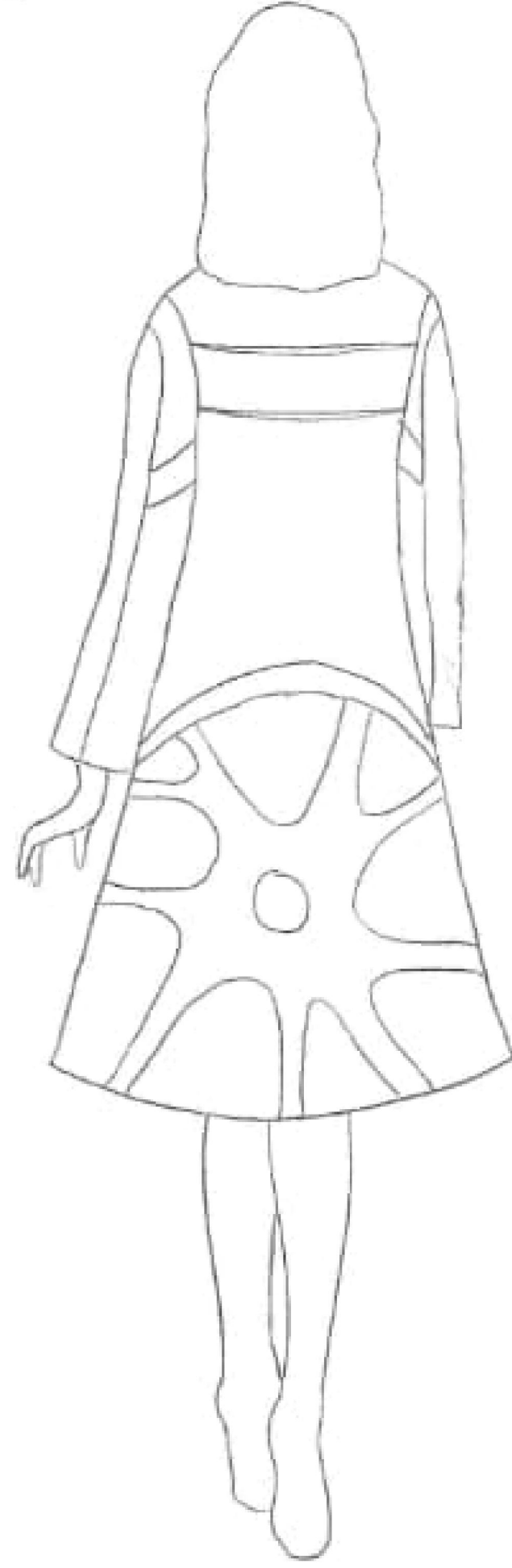
DESIGN DEVELOPMENT 2



Schick!



DESIGN DEVELOPMENT 2



DESIGN DEVELOPMENT 2

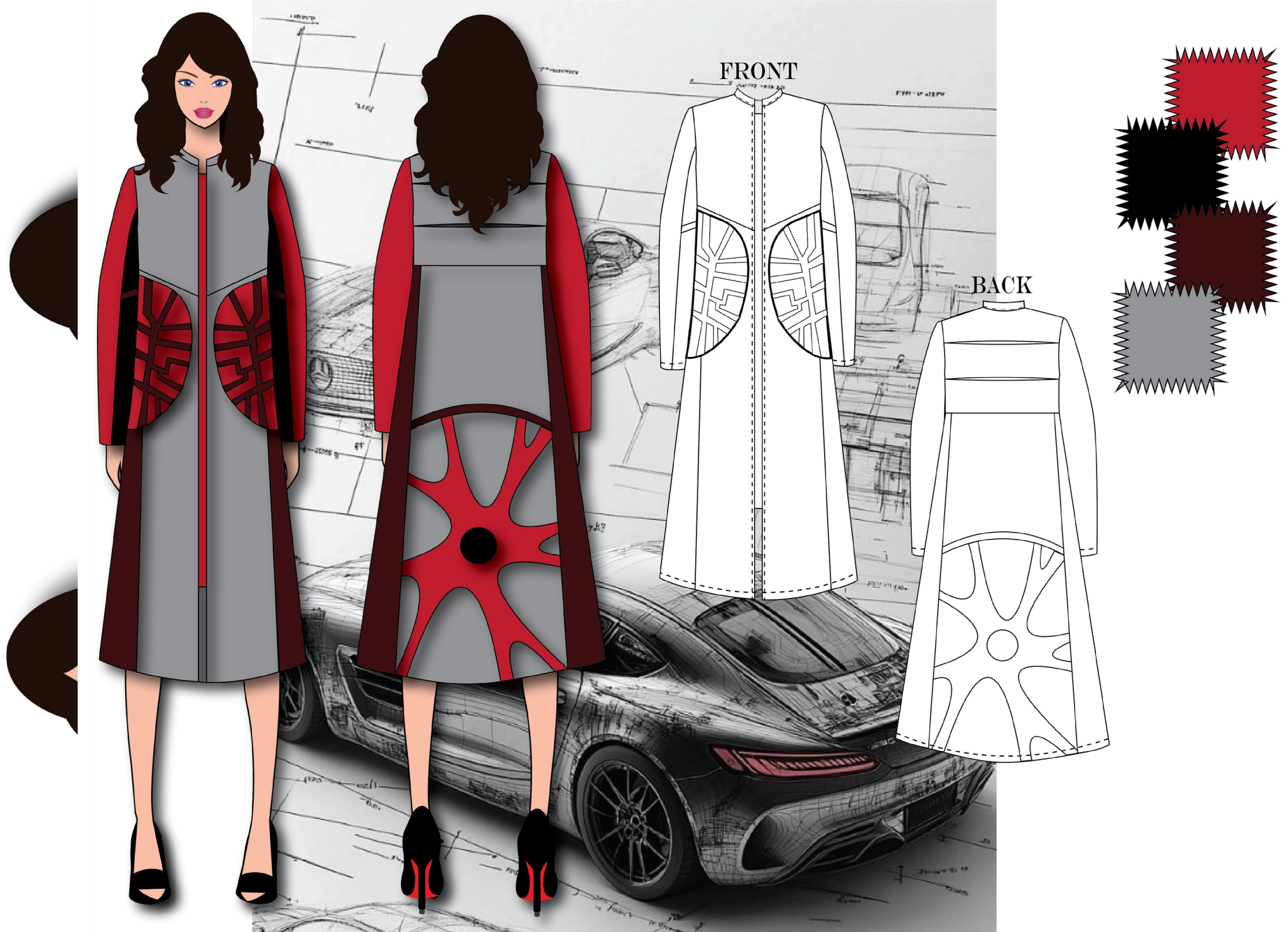




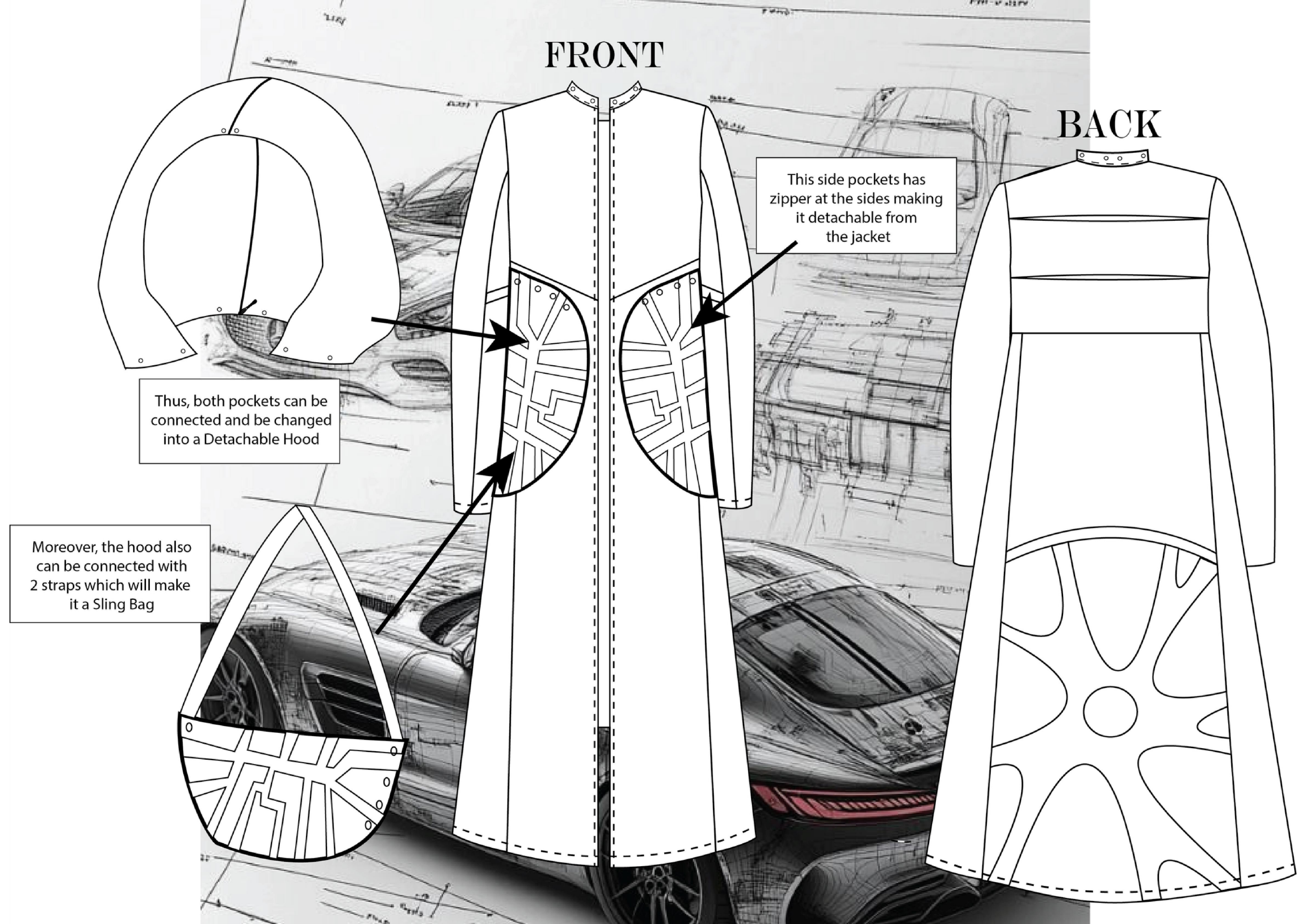
final DESIGN

- **FRONT & BACK**
- **TECHNICAL DRAWING**
- **FABRIC MANIPULATION / EXPERIMENTATION / SAMPLE**
- **ILLUSTRATION**
- **RETAIL AND MERCHANDISING**
- **PHOTOGRAPHY**

technical drawing

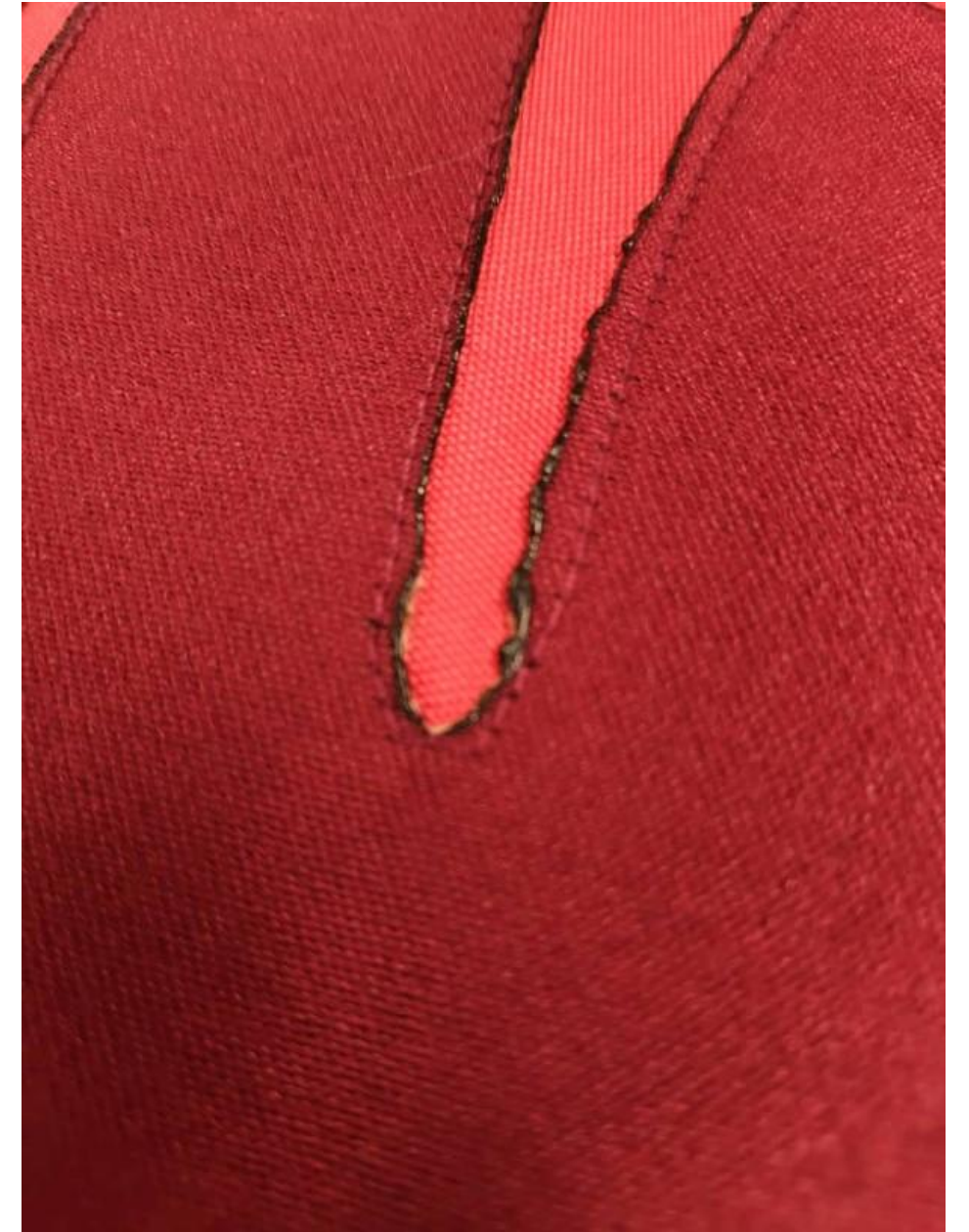
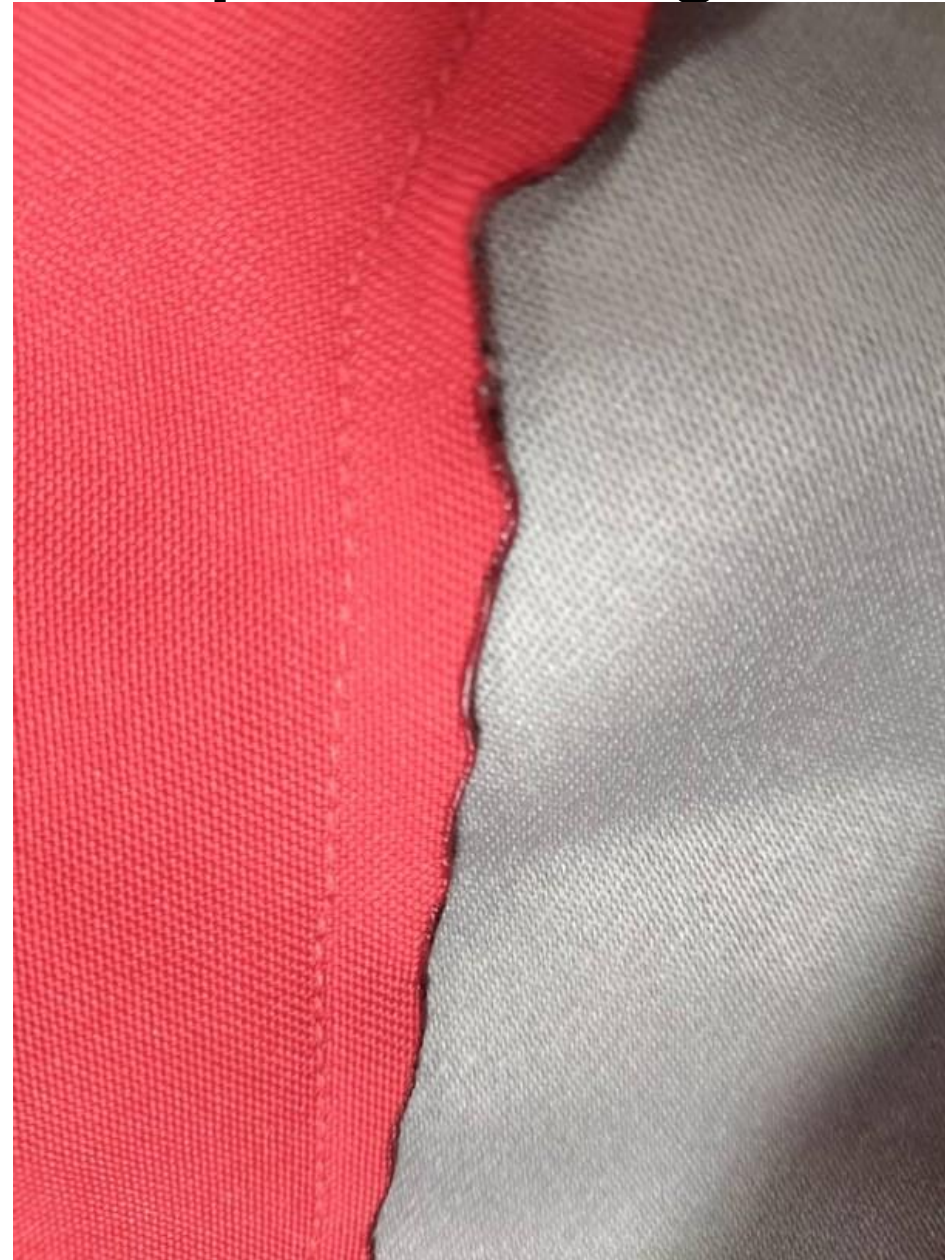
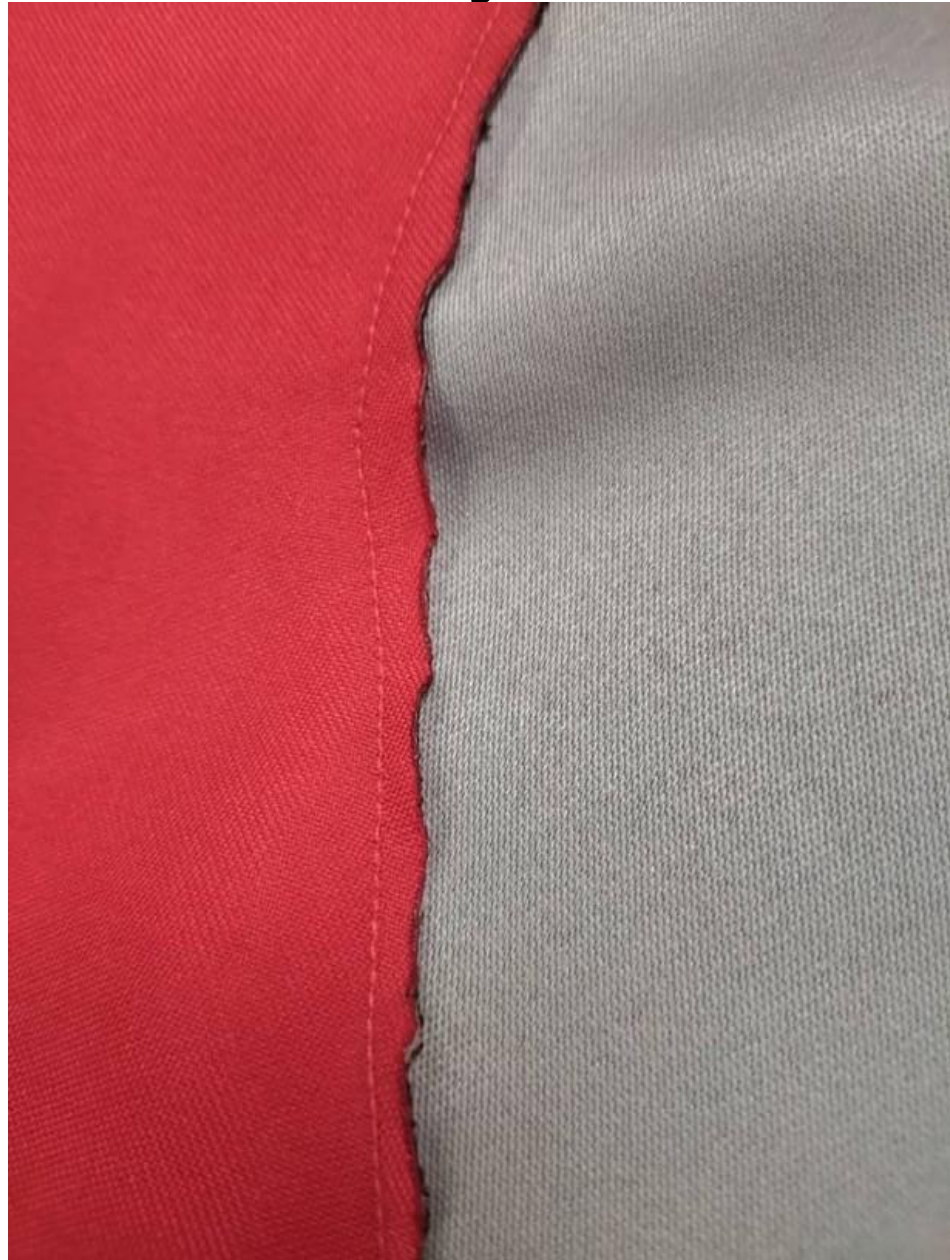


technical drawing



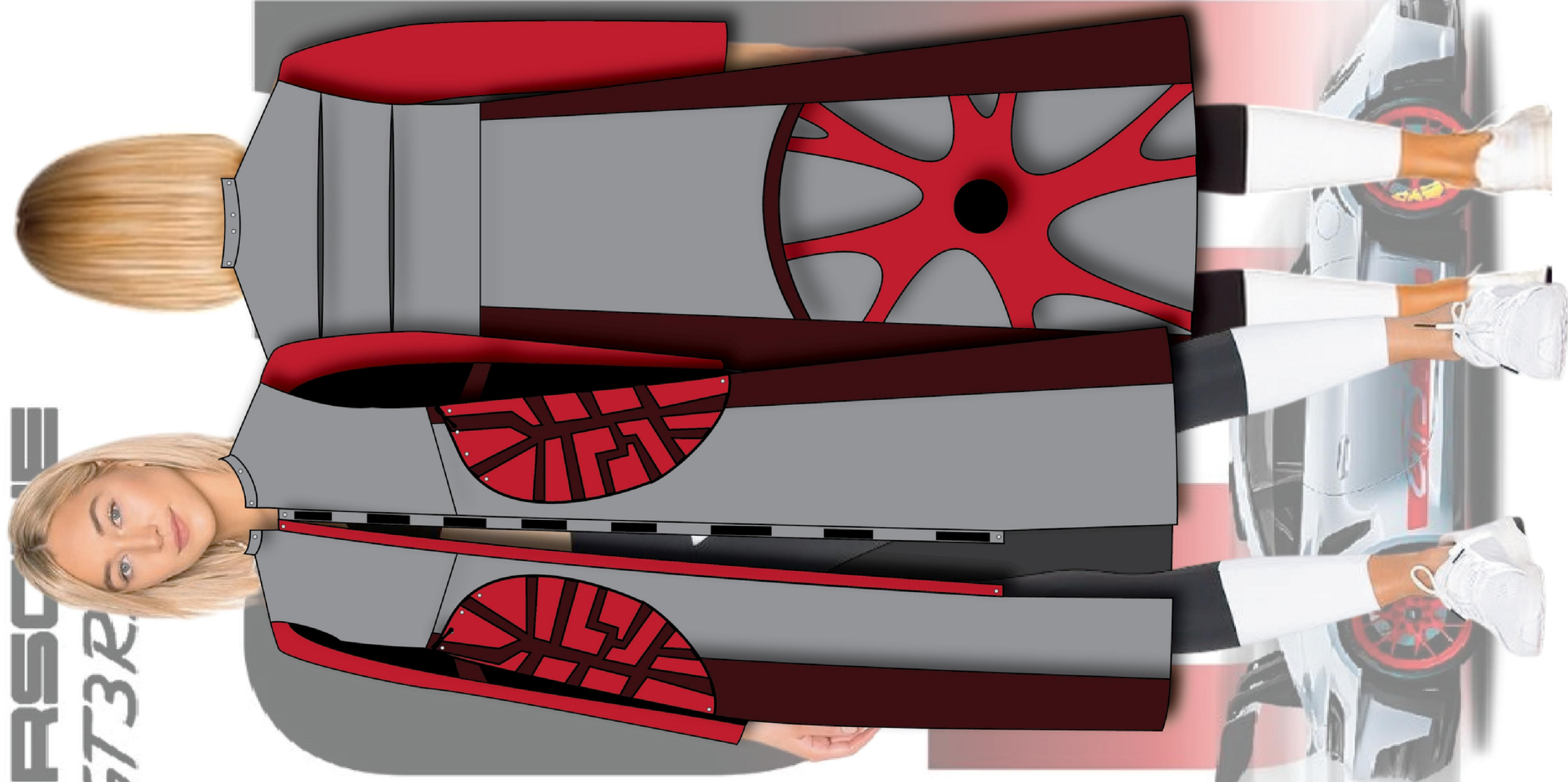
burning method

The burning method is used to seal the raw edges of synthetic fabric to prevent fraying and create artistic distressed effect. The fashion approach that uses burned or raw, unfinished edges is most famously associated with Japan and Belgium



ILLUSTRATION

PORSCHE
GT3R





Retail & Merchandising

- LOGO BRAND
- MODELS
- MATERIALS
- WINDOW DISPLAY



PORSCHE

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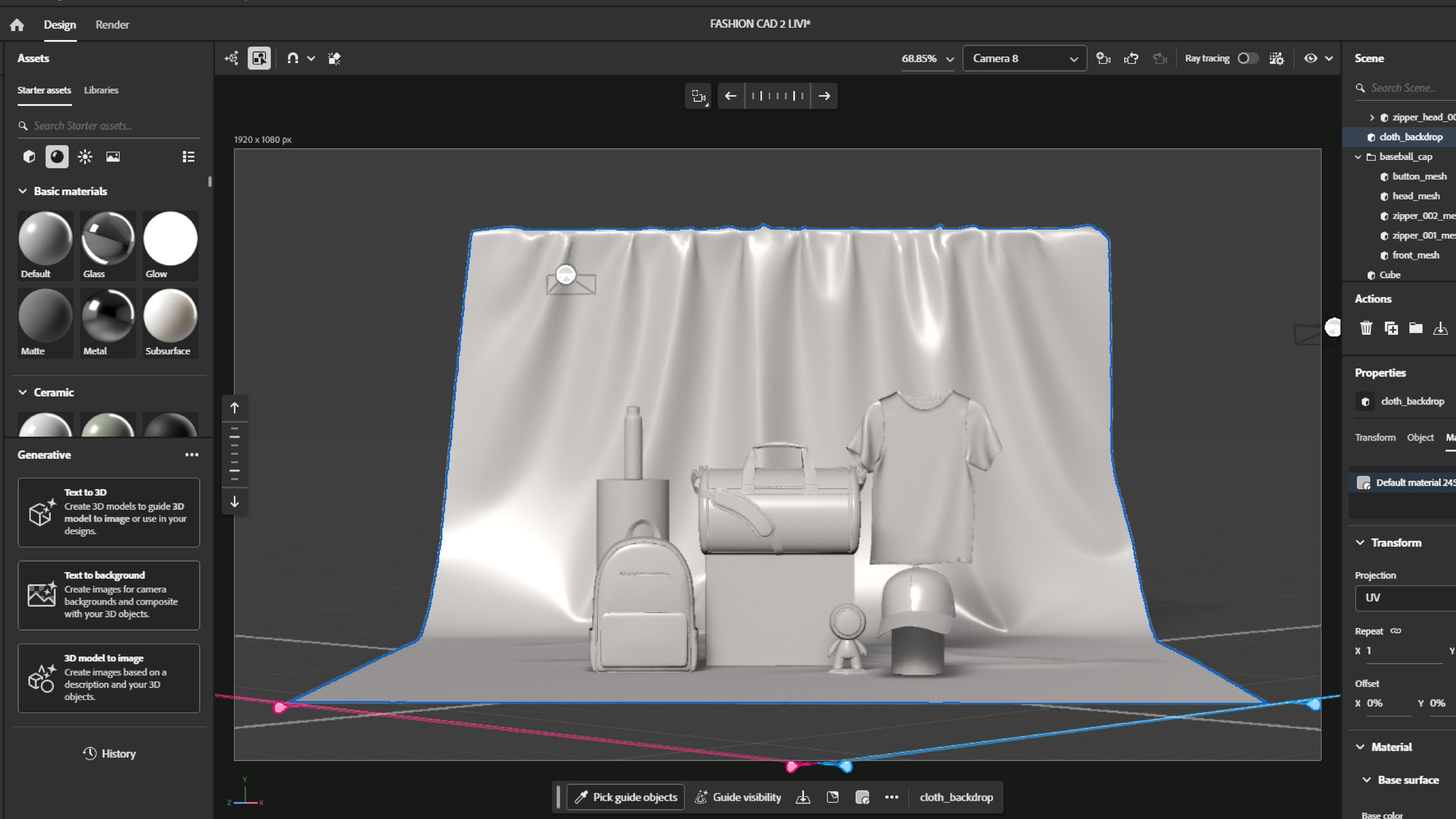
POWER	ENGINE	TOP SPEED	0-100 KM/H	TORQUE	WEIGHT
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LOGO BRAND

This logo name
“LIVINESH” as
name and as a founder for this brand



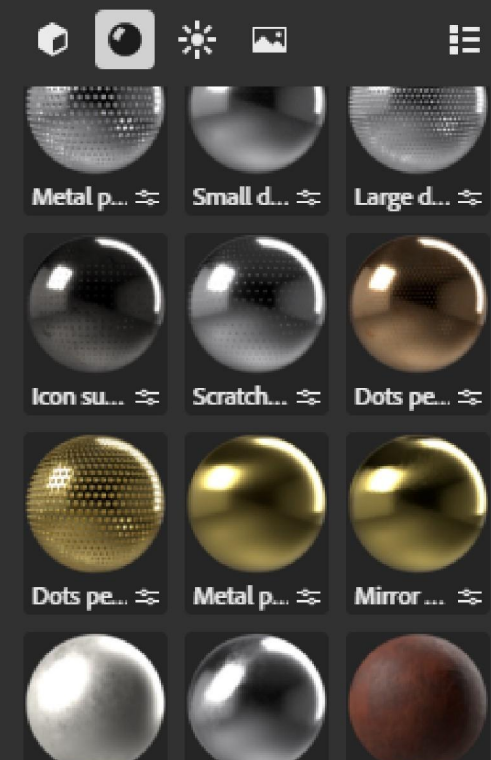
define the
a designer's



Assets

Starter assets Libraries

Search Starter assets...



Generative

Text to 3D

Create 3D models to guide 3D model to image or use in your designs.

Text to background

Create images for camera backgrounds and composite with your 3D objects.

3D model to image

Create images based on a description and your 3D objects.

History



68.85%

Camera 8

Ray tracing



1920 x 1080 px



Scene

Search Scene...

- > zipper_head_003...
- cloth_backdrop
- baseball_cap
 - button_mesh
 - head_mesh
 - zipper_002_mesh
 - zipper_001_mesh
 - front_mesh
- Cube

Actions



Properties

cloth_backdrop

Transform Object Material

- Graphic 16
- Graphic 15
- Default material 10

Transform

Projection

UV

Repeat

X 1 Y 1

Offset

X 0% Y 0%

Material

Base surface

Pick guide objects

Guide visibility

cloth_backdrop





photography





