



California Fashion Foundation

From the heart of the California Fashion Association

Student Submission Examples:

Example 1:

PowerPoint Presentation of Ben Ellis

Academy of Art University



Malong Spine

Market: Menswear

Details of Design Item

Textile: grey cotton slub, cotton-blend plaid shirting

Trimmings: repurposed bicycle tubing, arm hole casing, hand stenciled screen print

Findings: wash-friendly tubing is sewn into arm hold casing and aligns with shoulder blades to cue healthy posture, the Filipino malong can be worn multiple ways

Retail Distribution Objective

_Dept. Store _X_ Speciality Store _Mass Market
_X_E-tailing _Catalogue

Define your customer for this design:

This man, 18-42, values physical health, adaptability to different settings, comfort and unconventional style rooted in a diverse set of cultural experiences. The malong adapts to the wearer's sensibilities in a number of ways, making it a personal item that signifies and enables a healthy individuality. He appreciates ethical, eco-friendly products that are designed to last.



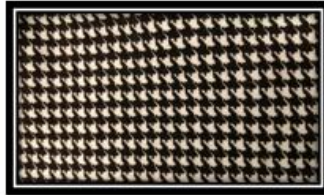
Malong Spine



Example #2:

PowerPoint Presentation of Kimberly Ortiz
Email presentation to: info@talausaa.org

Contemporary Sportswear Collection



PowerPoint Presentation of Kimberly Ortiz
Email presentation to: info@talausaa.org

