

My collection is called "forest story". It is A/W 25 girl's collection. My price point is young designer. My target consumers are girls between 7-12 years old.

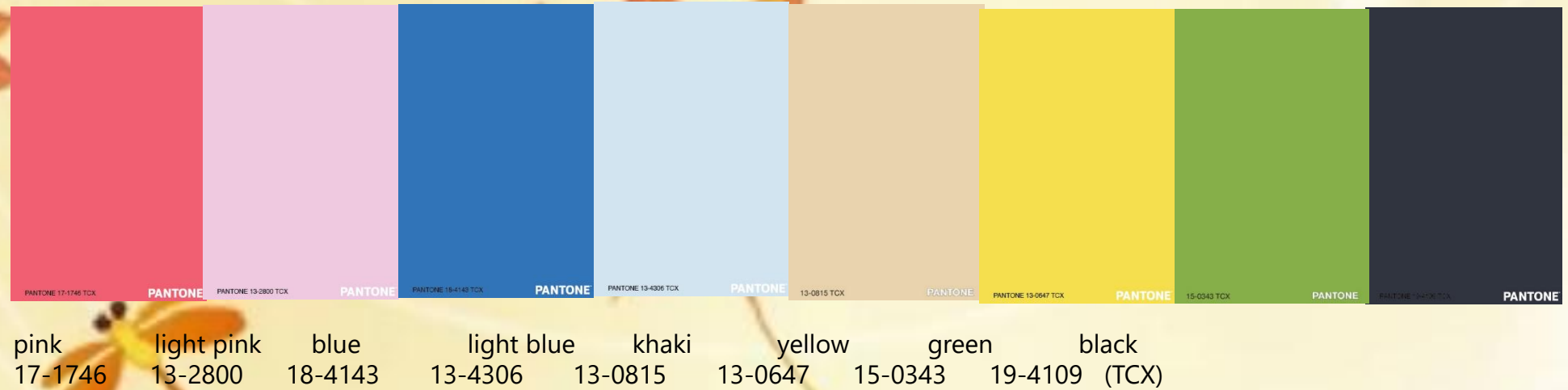
The "forest story" collection for girls' wear brings a blend of nature inspired themes with the playful, energetic vibe, creating a fresh, vibrant look.

This aesthetic combines earthy, woodland elements with bold colors and imaginative details- aiming to bring the beauty of forest into girls' clothing.

Forest Story



Color Palette



In this collection, I use vibrant colors and earthy tones. These colors fit my collection "forest story".

Color and Fabric



100% Cotton Jersey



100% Cotton velvet



100% Silk Satin



100% Wool Double Cloth



100% Silk Chiffon

This collection is designed for children, so I prioritized natural fabrics for comfort, warmth and safety. Cotton is the most used fabric.

Research



Forest Rave

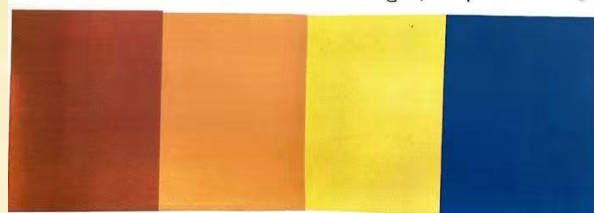
A/W 25/26 girl's style trend

Concept

The "Forest Rave" trend for girls' wear brings a blend of nature inspired themes with



the playful, energetic vibe of festival culture, creating a fresh, vibrant look. This aesthetic combines earthy, woodland elements with bold colors and playful prints, and imaginative details - aiming to bring the energy of outdoor festivals and the beauty of the forest into girls' clothing.



Color:

Vibrant Tones



Earthy Tones

Price point: Young Designer

Influence:

In recent years, fashion has leaned into escapism, especially in kids' wear. Themes of adventure and fantasy, like forests, magical creatures, and glowing lights, are increasingly popular, allowing kids to feel like they're stepping into an enchanted world. Many kids like forest fairy tales, especially for children growing up in the city.



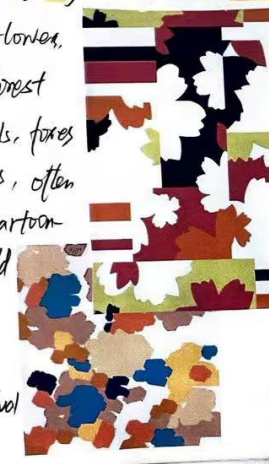
Sustainability Focus: The "Forest Rave" trend naturally aligns with sustainable practices. Kids' brands focusing on this trend emphasize eco-conscious materials and manufacturing, promoting the importance of environmental awareness from a young age.

Prints & Patterns

Plants prints: flowers, leaves, mushrooms prints create a forest theme.

Animal & Insects Prints: Owls, foxes, butterflies, and bugs, often depicted in fun, cartoon-like style, can add a whimsical touch.

Psychedelic Patterns and graphic prints bring a playful, Festival-like vibe.



Design Research

I interviewed some 9-year-old Chinese girls with American education. I chose one of them to record the interview information.

Q1: What hobbies do you have?

A: Singing, painting, DIY.

Q2: What's your favorite cartoon?

A: Frozen.

Q3: What's your favorite color, food, or animals?

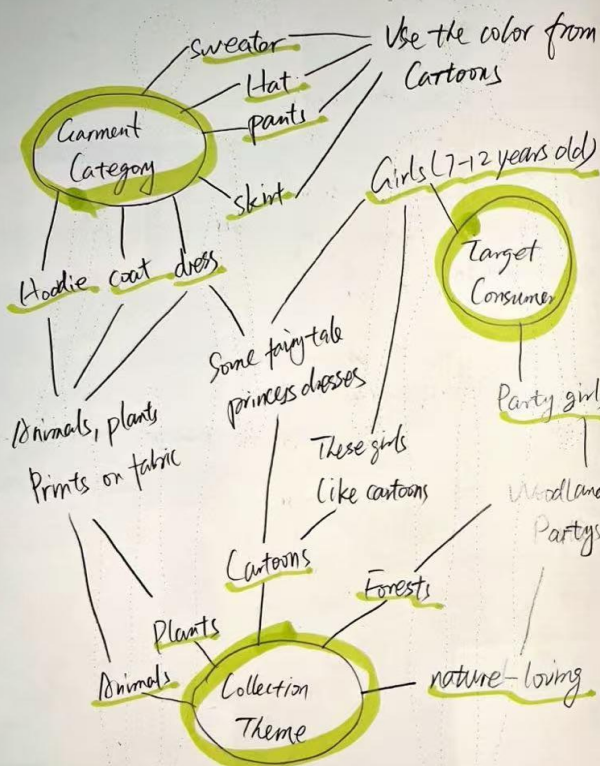
A: Purple and blue, peach and gamet, rabbit & deer.

Q4: What is forests to you?

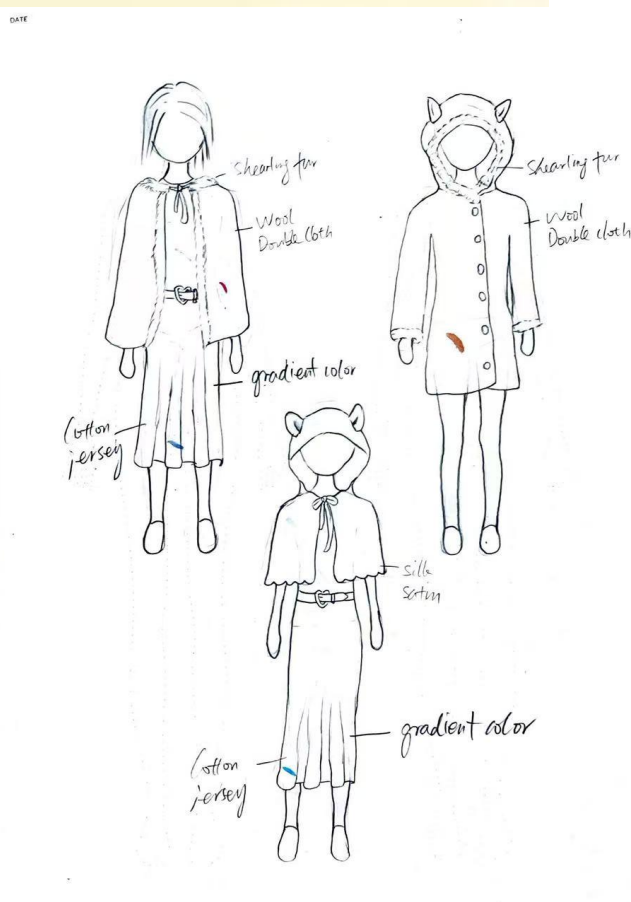
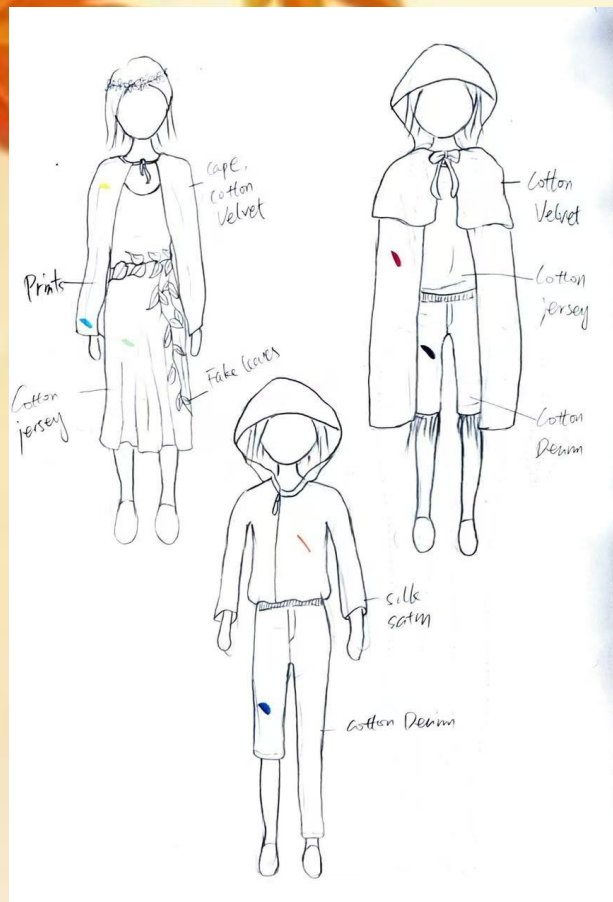
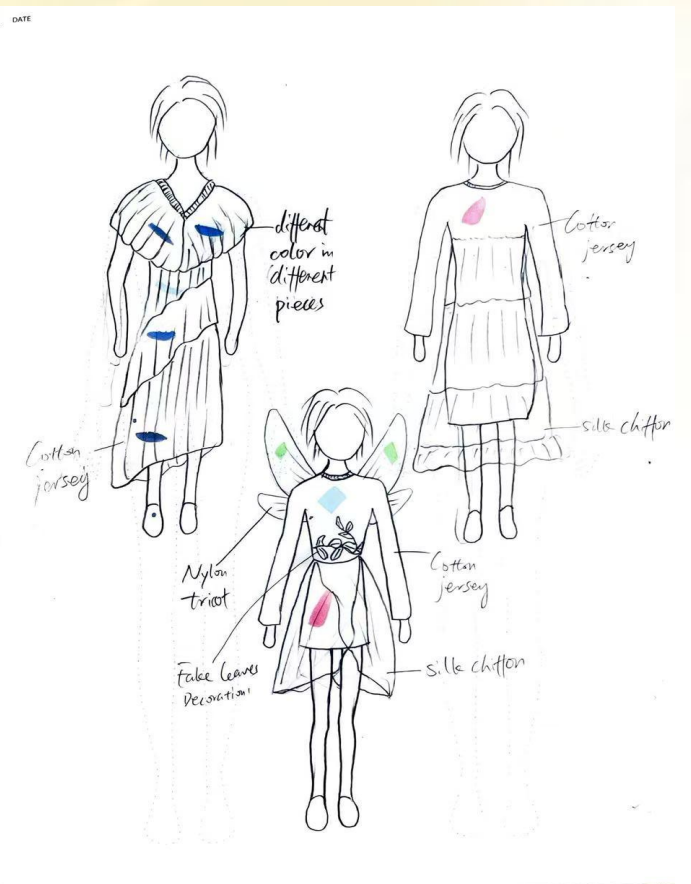
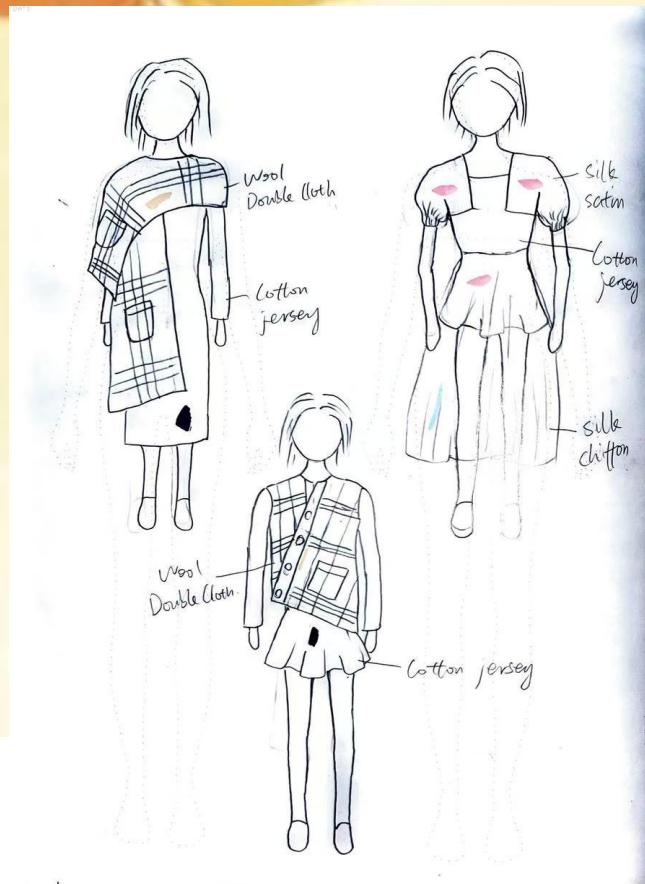
A: Lush trees, wildlife, hunters, streams, sunshine, squirrels, rainbows. People walking. I like forests.

I got a lot of kids' responses about their love of forests. And I got lots of inspiration from them. I will name my collection "Forest Story".

I'll use lots of colors from cartoons, like Ponies and Frozen.



Sketch and Design Process



Look1: Urban Wool

The shawl is made of cotton jersey; the dress is made of wool double cloth.



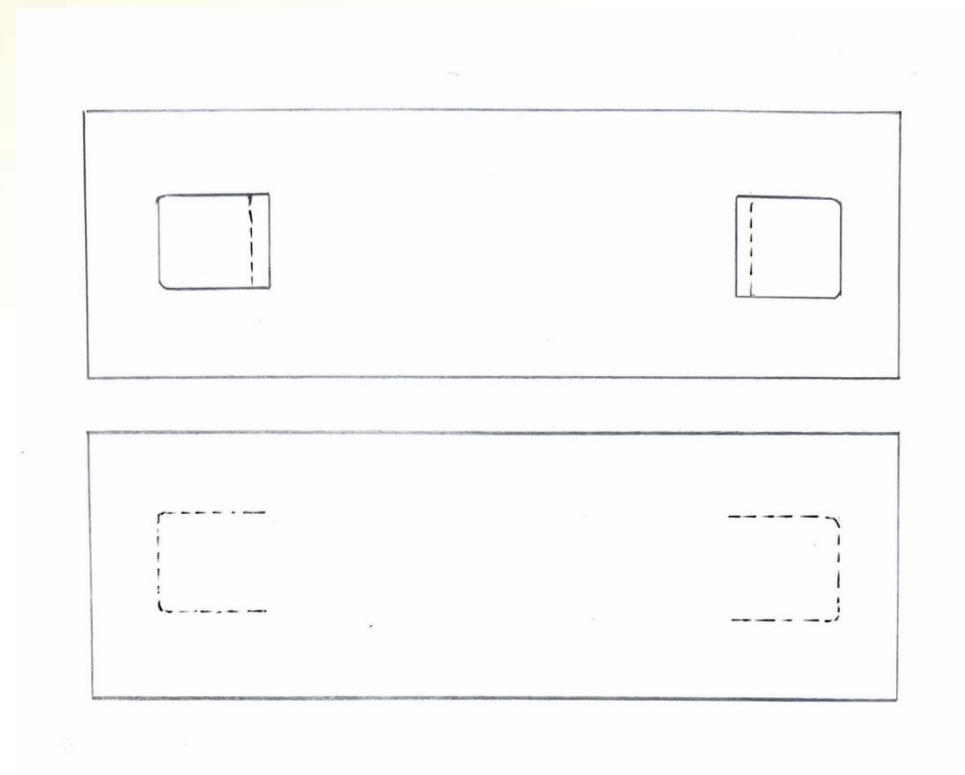
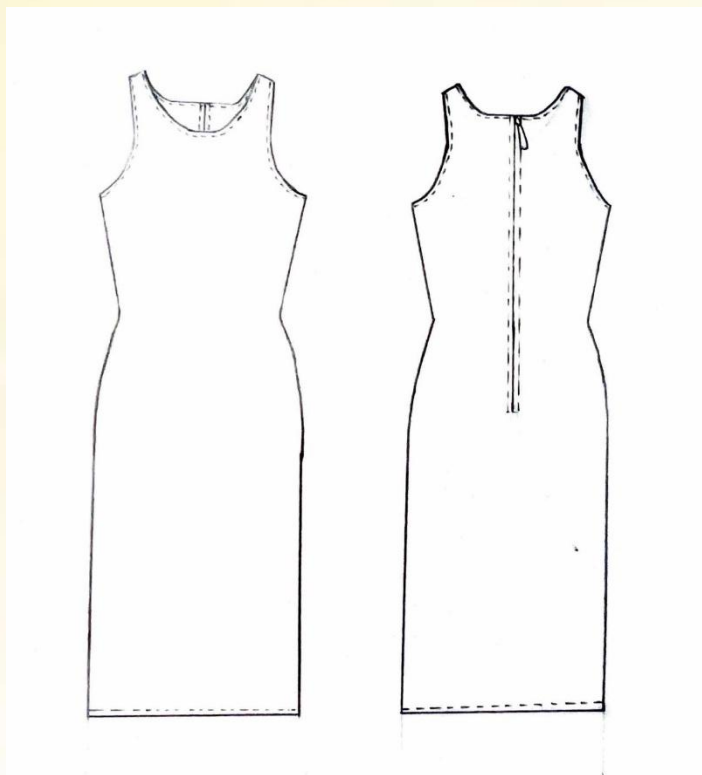
100% Cotton Jersey



100% Wool Double Cloth



Invisible Zipper



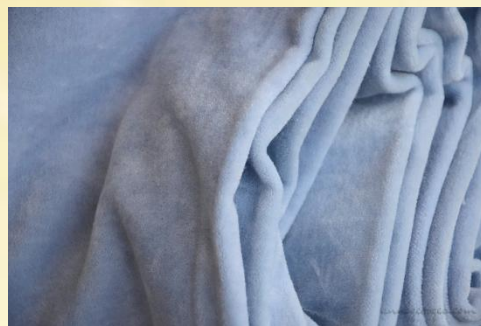
Look2: Forest Princess



The cape is made of cotton velvet; the dress is made of cotton jersey.



Invisible Zipper



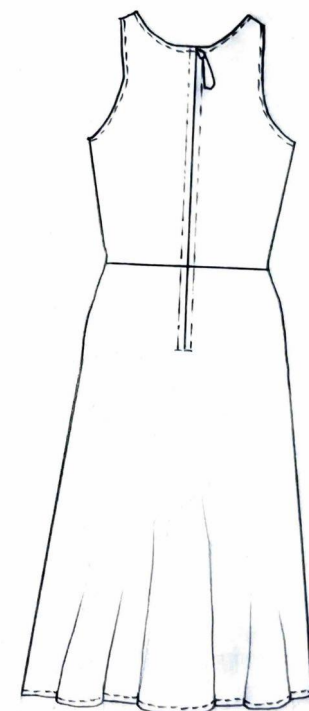
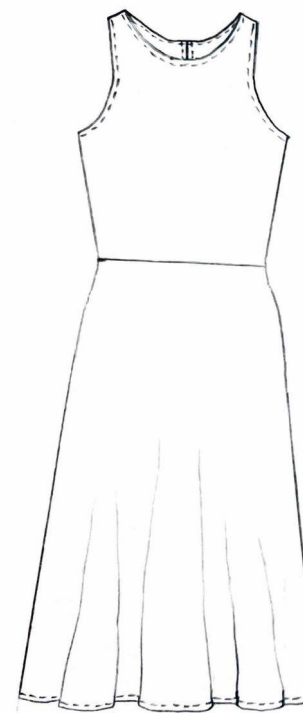
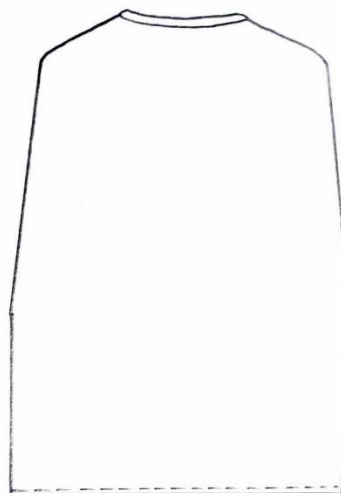
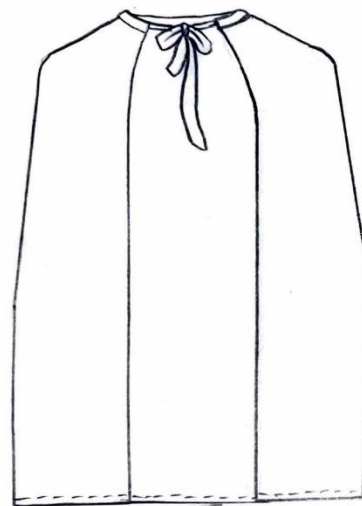
100% Cotton Velvet



100% Cotton Jersey



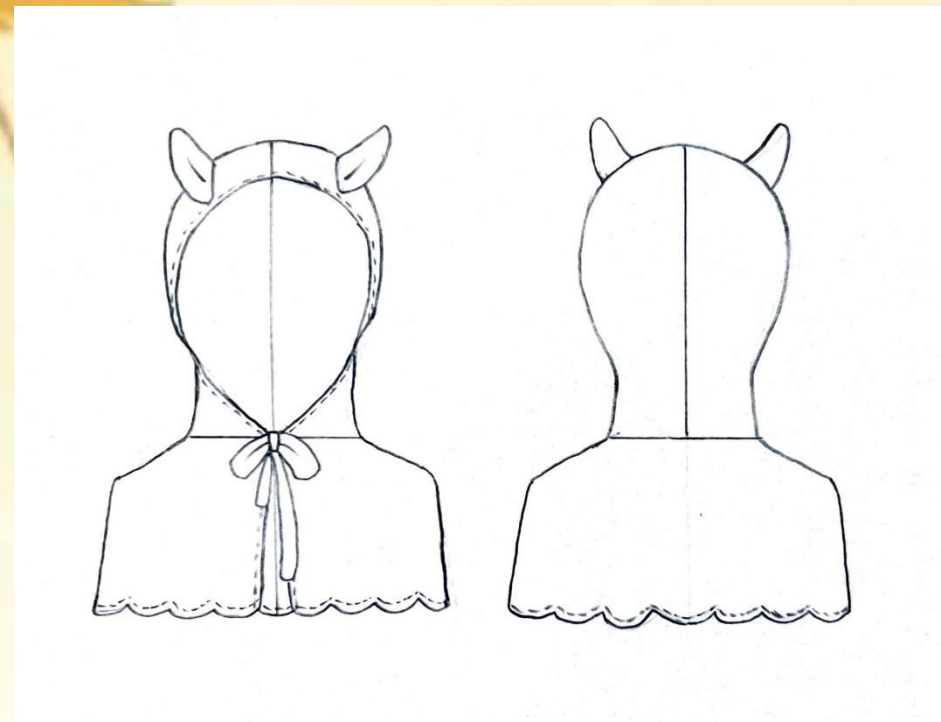
Fake Leaves



Look3: Blue Rabbit



100% Silk Satin



100% Cotton Jersey

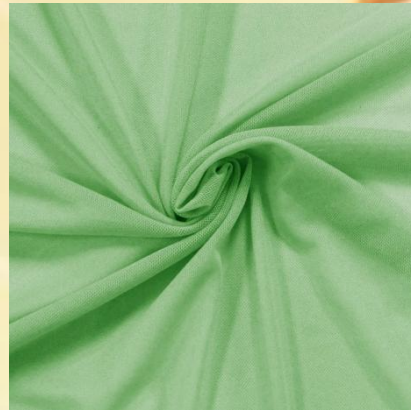
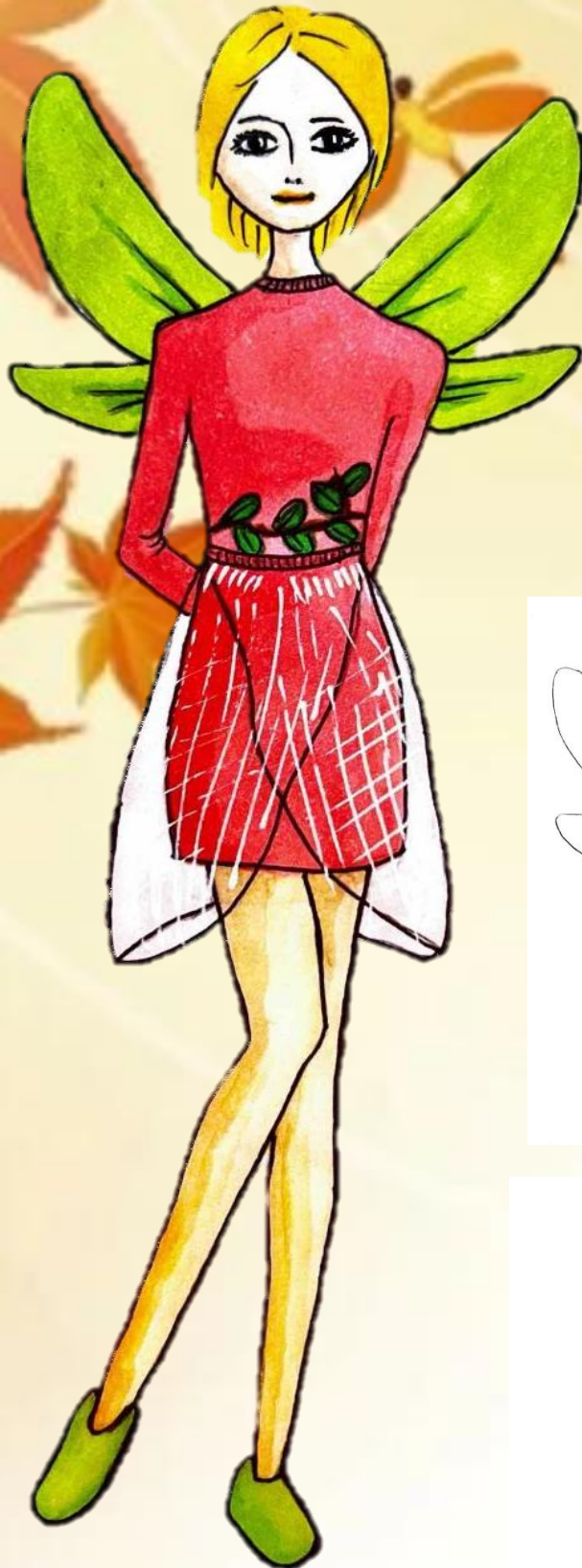


The cape is made of silk satin; the dress is made of cotton jersey.



Invisible Zipper

Look4: Red Dragonfly



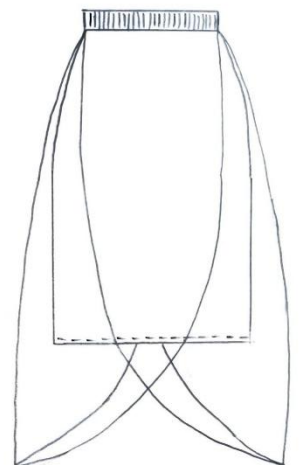
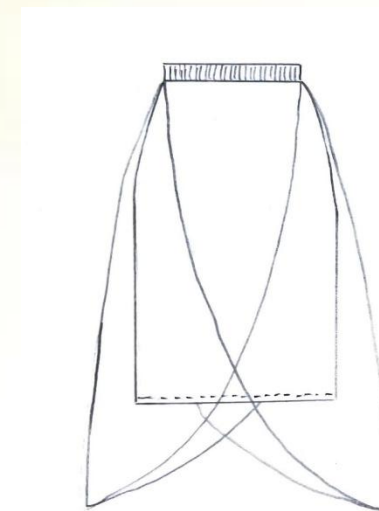
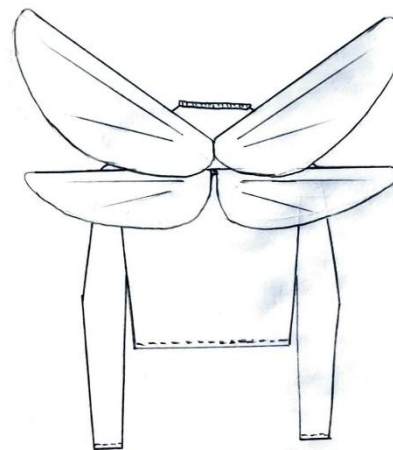
100% Nylon Tricot



100% Cotton Jersey



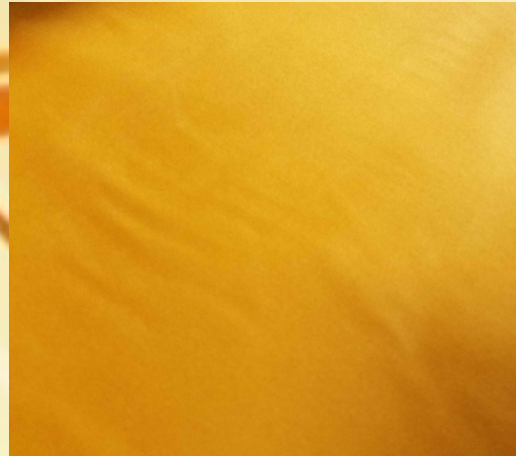
100% Silk Chiffon



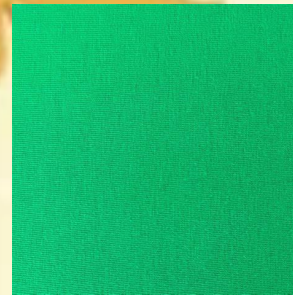
Fake
Leaves

The wings are made of nylon tricot; the top is made of cotton jersey; the skirt is made of cotton jersey and silk chiffon.

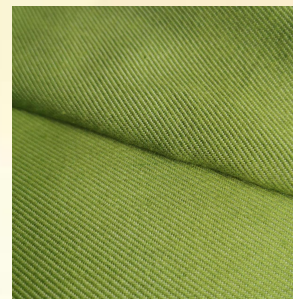
Look5: Double Cape



100% Cotton
Velvet

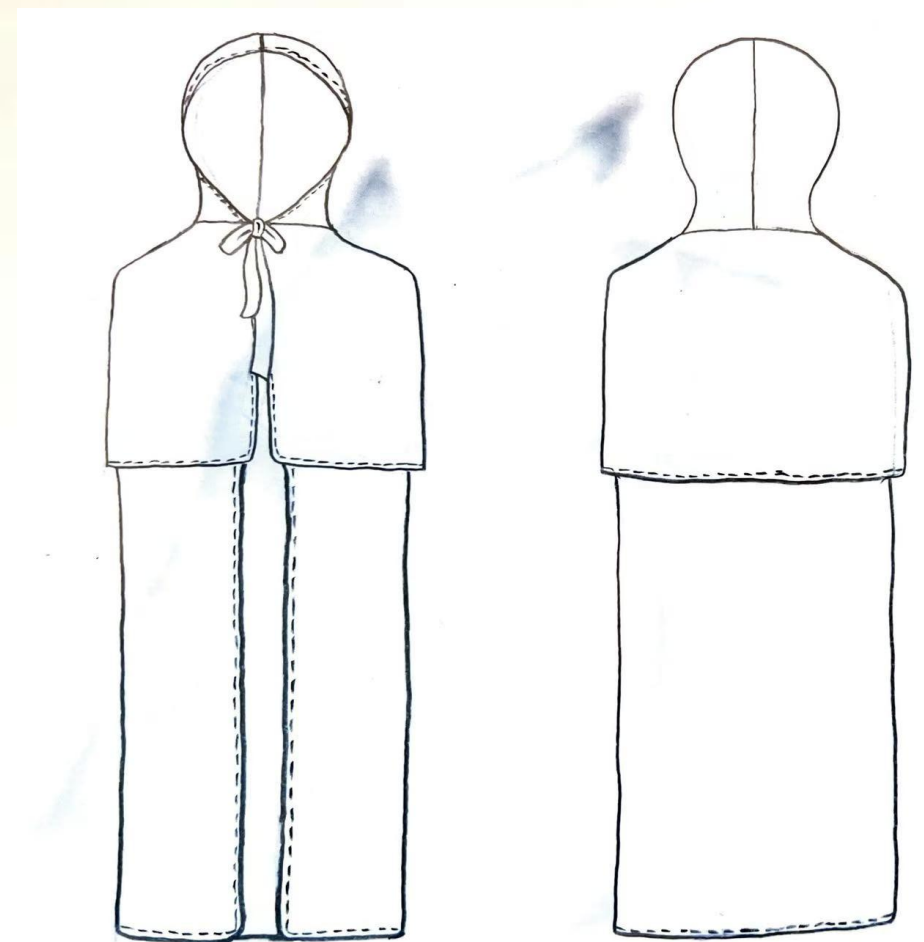
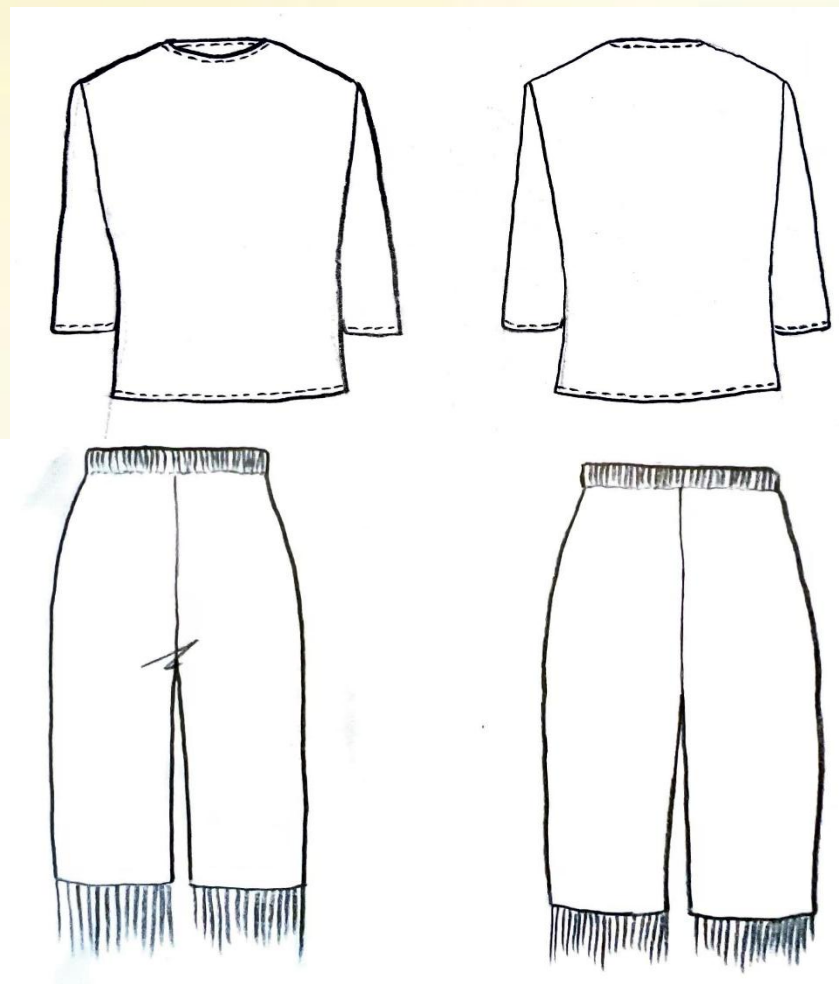


100% Cotton
Jersey



100% Cotton
Denim

The cape is made of cotton velvet; the top is made of cotton jersey; the pants is made of cotton denim.



Look6: Winter Cape



The cape is made of wool double cloth with shearling fur; the dress is made of cotton jersey.



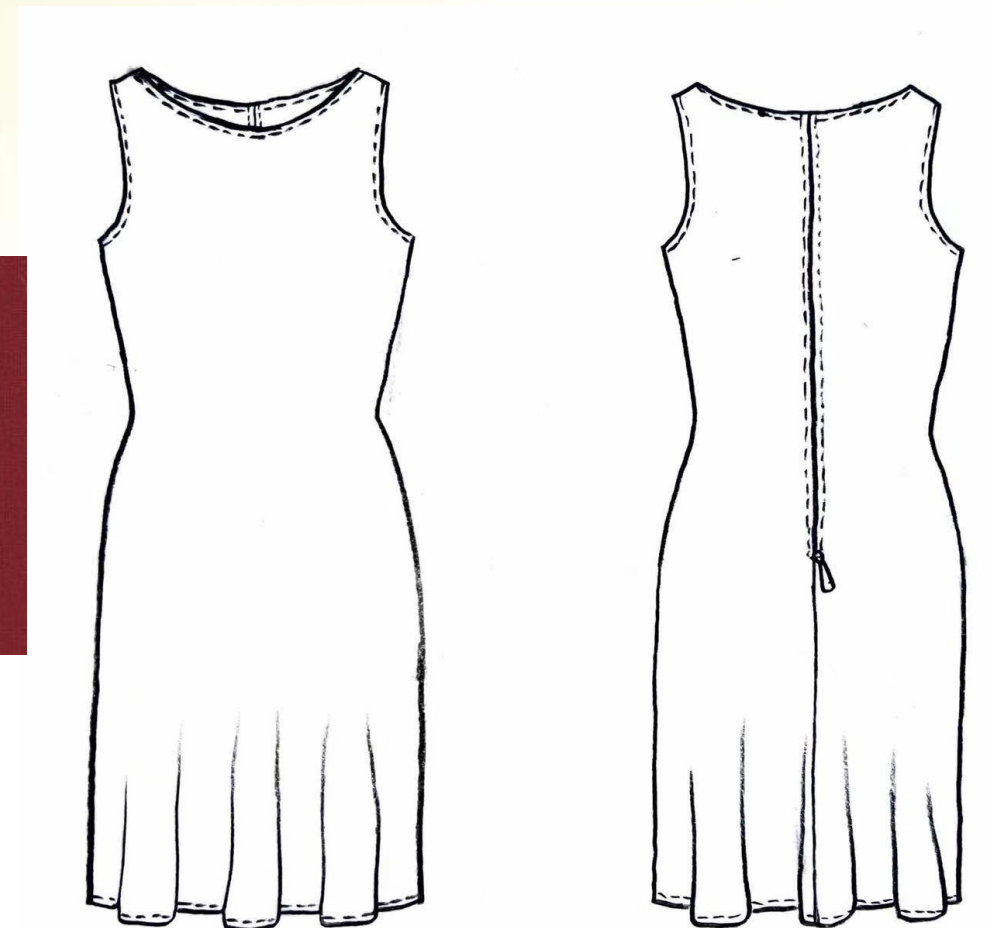
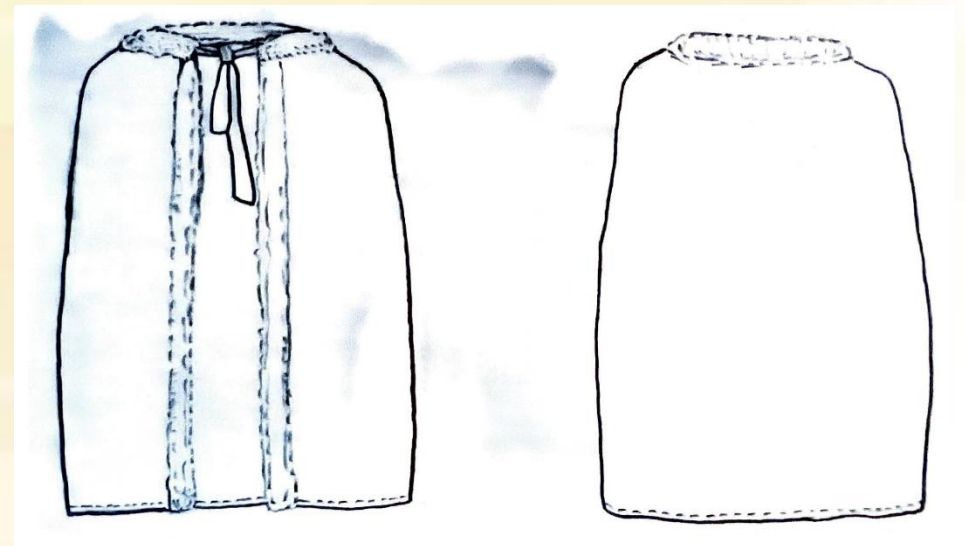
100%
Shearling Fur



100% Cotton
Jersey



100% Wool
Double Cloth



Forest Story

