



Kramer - 1805763H



STORY

Shangri-La is defined as a place of mystique and harmony, descended from a monastery and encompassed in the Kunlun Mountains. Shangri-La is synonymous with a secular paradise, specifically a Himalayan nirvana, isolated from the world where inhabitants are nearly immortal, surviving years beyond the normal lifespan and only aging on the surface very gradually. We want our products to mirror the spirit of Shangri-La ; comfortable, alluring and sustainable.

Shangri-La aims to become a symbol of **technicality** and **sustainability** by infusing functionality and innovative design, suitable for the athleisure aesthetic or worn during activity. We want to be known as the brand that comes to people's minds when the term " techwear " is thrown around.



CONCEPT

Our roots are embedded in the **pseudo no-nonsense, masculine** approach that shies away from fashion's pompousness. Yet aesthetically speaking, it matches a lot of what is deemed as "high fashion" today although it is not exactly streetwear, as the brand focuses on a different essence from the grungy character of jeans, joggers, and hoodies. Shangri-La aspires to fill a gap somewhere in the middle, a brand for those who work in fashion but are not of fashion. Most of the garments will feature hidden pockets and concealable traits like hoods to keep the style factor but provide a functional element should the wearer need it.



ARCHETYPE

CREATOR

EXPLORER



The brand is a synthesis of The Explorer and The Creator.

The Explorer is on an inexorable journey of being true to themselves, to satisfy their appetite for discovery and exploration. They long for freedom and the ability to be their truest selves without barriers. This archetype requires a purpose or meaning in life and questions them by delving into the world and learning from it, The Explorer is focused on independence and achieves it through audacity and curiosity.

The Creator on the other hand is attracted to anything unique or unusual. They are attracted to innovative ideas and creative visions, always seeking to showcase their unorthodox, inventive and free-spirited mindset.

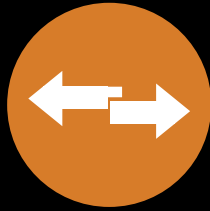
PERSONALITY



SINCERITY

Truthful
- Genuine
- Profound

Benevolent



EXCITEMENT

Bold
- Compelling

Dynamic
- Cool
- Hip

Resourceful
- Unique

Modern
- Independent
- Contemporary



COMPETENCE

Dependable
- Industrious
- Secure

Inventive
- Astute
- Intuitive

Successful
- Leader
- Poised



SOPHISTICATION

Cultured
- Intriguing
- Alluring



RUGGEDNESS

Outdoorsy
- Masculine

Durable
- Robust

AUDIENCE



The brand is targeting people aged 23 - 40 years of age, individuals who love function and form in clothing, they like to carry their personal effects in one place when possible so they like jackets or bottoms with more than 3 deep zipped pockets. They admire the casual aesthetic of streetwear, with its simple graphic tees, versatile jeans and the occasional polos and knit sweaters but they also enjoy combining it with the more atypical pieces like a combat style rain jacket or even a raincoat. They are generally cultured people who are in the know and enjoy hobbies or activities like vinyl collecting and skateboarding. On their commute to work, they usually take public transport and have to carry items like a laptop and paperwork so the comfort factor is imperative but they also do not want to sacrifice the style element since they are at work and have to appear presentable, as mentioned earlier with the point of function and form. These individuals appear aloof at first sight but once comfortable, they can be the life of the party. Due to their enigmatic nature, they are only seen with a small group of friends and confide in few.

PERSONA

STEVE SCHRUTE

TECH DESIGNER



Favourite brands : Stone Island, ACRONYM, Apple, Tesla.

AGE : 27

INCOME : \$100,000

Steve is a 27 year old male, working as a tech designer for a popular phone company. He commutes to work everyday on a bicycle, and for that reason would prefer to carry a light satchel or none at all, so he likes to have his personal belongings carried on his body. He prefers to have his phone, wallet, keys and earpiece all in one place in an organised manner. He frequently wears his trusty windbreaker since its weatherproof and is able to protect him from the elements but also going back to the organisation factor, he is able to keep all his belongings in the jacket with all the secure pockets.

NEEDS

- Clothes with function and style.
- Versatile pieces.
- Durable and wear well with age.

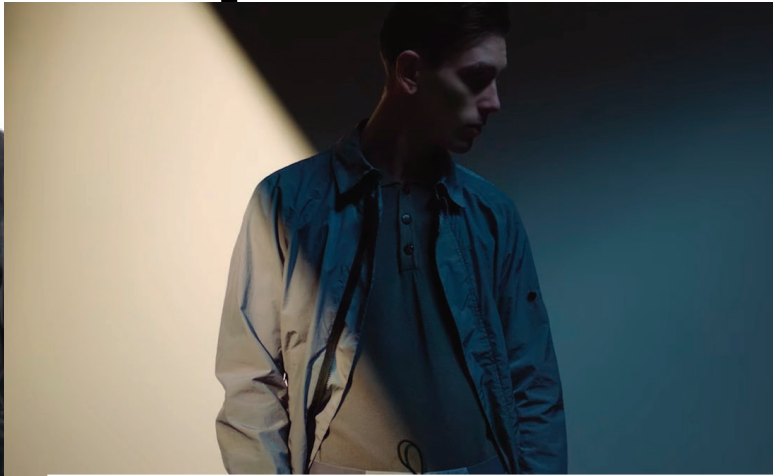
He is obsessed with innovation and technological advancements that help better lives. His house is most likely a smart home where lights and speakers can all be controlled by his smartphone.

Since he has a 9-5 job, he primarily wears whatever is durable and comfortable to shield him from harsh weathers and whatever is stylish to be as presentable as possible so his wardrobe comprises of a lot of techwear, denim and coats. He is an individual who does not mind spending substantial money on clothing if the quality or function warrants it. He also loves the European sportswear aesthetic so he is usually sporting waterproof coats and denim jeans with sneakers.

MOTIVATIONS

- Clothes with a justifiable price.
- Durability.
- Effortless style.
- Exclusive and unique.

CONCEPT BOARD





PRODUCTS



CONCEALABLE HOOD COTTON COMBAT JACKET



COMMUTER NYLON WINDBREAKER BOMBER



TACTICAL HALF-ZIP HOODIE



TWIN PATCH POCKET SWEATSHIRT



CONCEALED HOOD PARACHUTE JACKET



FUSION POCKET COTTON T-SHIRT

PRODUCTS



COMMUTER SUIT JACKET



NYLON CARGO SHORTS



6 POCKET CHINOS



THIGH POCKET JEANS



DENIM CARGO TROUSERS

PRODUCTS

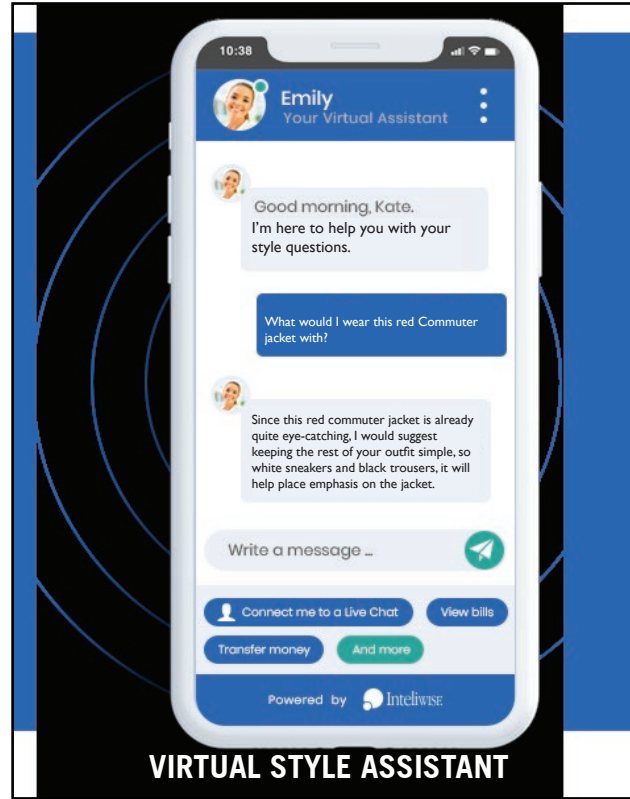


ONLINE INNOVATIONS



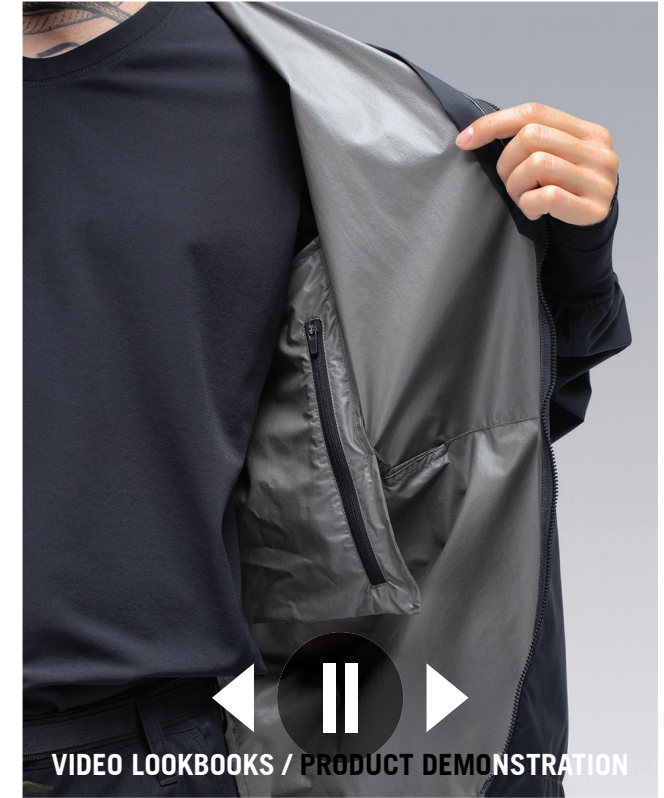
ONLINE PERSONALISATION

Customers will be allowed to personalise their garment by picking colours for individual sections of the product. Using a jacket as an example, they have the possibility of making the sleeves and main body red while having the hood white. They will be able to interact through virtual reality, moving around the garment 360 degrees, providing a realistic rendering at the end of the process, similar to NikeiD. This allows for nearly infinite customisation and allows each customer to have a garment unique to them.



VIRTUAL STYLE ASSISTANT

The site will include a virtual style assistant. Inside every product page, next to the add to cart button, there will be an icon for customers to click if they are unsure what they can style the particular garment with. The assistant will provide the customer with elaborate answers and succinct style advice that goes beyond telling the customer to style it “ simply and casually ”. Instead, the bot will advise the customer on specific pieces like white sneakers and black cargo trousers, even recommending other Shangri-La products to pair it with.



VIDEO LOOKBOOKS / PRODUCT DEMONSTRATION

Forbes did a study and concluded that 65 percent of customers are more likely to purchase after viewing a product video. Consumers are drawn to this form of advertising as it feels more genuine and can provide valuable information. In our case, it also allows for us to showcase the intricate details and hidden features our garments may have such as concealed hoods and zips, inner pockets and hidden magnets at collars for earpieces.

MANUFACTURING

CMA

CLOTHING MANUFACTURERS ASIA

CMA is production mill hailing from Bali and currently produces for over 1800 fashion labels and is considered one of Southeast Asia's best ethically verified manufacturers. They manufacture for start-ups and large scale brands alike, all while having ethicality in mind.

CMA basically provides a one-stop shop for those looking for speedy sustainable production. They provide the tech packs, manufacturing services, a plethora of fabrics, garment dyeing with pantone charts and even custom fabrics if requested.

People who use CMA will be assigned a dedicated team of design experts that will provide assistance during the project and will manage the customer's production from start to finish, making the process not only personal but speedy.

Fabric Dyeing

To get truly custom made fabric for your brand, CMA provides unparalleled fabric dyeing **in-house and at-the-source**. Some of our fabric producers dye your fabrics at their facilities, whereas some fabrics come in what's called RFD (ready-for-dyeing) which we can dye for you. We have the capability to custom-dye almost any fabric. Simply provide us with your [Pantone Colour Code](#) - look for TCX, TSX, and TN codes.

We provide **superb quality plant-dyes and OEKO-Tex Certified dyes**.

Certificates for Fabrics

A growing number of consumers are buying from fashion brands that use sustainable fabrics in the production of their clothing. Clothing Manufacturers Asia closely works with fabrics producers and suppliers that are consistently awarded official quality and ecological standards certifications. Below are **certifications for many of our fabrics**.



SUSTAINABLE FABRICS

RECYCLED NYLON

CMA's Recycled Nylon is boasted to be the top-rated fabric in the world, its made from ghost-fishing nets, waste products like carpets, plastic bottles, nylon scraps and consumer waste found in landfills. They also provide popular brands like Econyl, Greensoul and Sequal.

CMA's Recycled Nylon can be used on Shangri-La's track trousers and certain windbreakers.

Approximate cost depending on yardage and brand :
SGD\$4.20/yard.

Approximate cost depending on yardage and brand
: SGD\$7/yard.

CMA'S RECYCLED POLYESTER

CMA's Recycled Polyester is made from ghost-fishing nets, waste products like carpets, plastic bottles, industrial polyester scraps and consumer polyester waste found in landfills. They also provide popular brands like Econyl, Greensoul, Sequal and Repreve.

CMA's Recycled Polyester can be used on Shangri-La's track trousers, shorts and certain t-shirts.

RECYCLED COTTON

CMA's Recycled Cotton is made from a combination of pre and post consumer scraps, this reduces the use of virgin cotton and thus lessens water usage, CO2 output and other environmental footprints.

CMA's Recycled Cotton can be used on Shangri-La's cargo shorts and trousers as well as the Commuter suit jacket.

Approximate cost depending on yardage and brand :
SGD\$4.75/meter.

RECYCLED DENIM

CMA's Recycled Denim is a mixture of sustainable indigo dyes with the fibers of EcoVero, Refibra, Sequal and VeroTen as well as Tencel and recycled polyester among many others.

CMA's Recycled Denim can be used on Shangri-La's denim jeans and jackets.

SUSTAINABLE PRACTICES

1. They source thousands of fabrics that are biodegradable, recycled, organic and sustainable as shown above. They hold the highly elusive and coveted GOTS certificate which means their products are guaranteed to have at least 95% organic fibers and are untreated with any form of toxic chemicals and bleaches.

2. Not only are the fabrics used on the garments sustainable, they offer hangtags that are also sustainably made as well as biodegradable paper bags and recycled paper cloth sleeves for packaging purposes.

3. CMA also boasts their ethical treatment of factory workers by stating their protest against forced labour, as well as providing them with adequate wages and working conditions.

4. They provide in-house dyeing services that are not only tailored to the buyer's specifications but is also all natural and sustainable since they are made from plants, hand-dyed and lastly OEKO-Tex certified.

5. CMA is also C2C certified, which means they fully support the circular fashion economy and practice it. For CMA to receive certification, their products are deemed sustainable and ethical for environmental and social performance across five critical sustainability categories: material health, material reuse, renewable energy and carbon management, water stewardship, and social fairness.

6. Since their dyeing processes are natural, limiting the amount of toxic bleaches and chemicals released, they have the Zero Discharge of Hazardous Chemicals certification. They are also REACH compliant, REACH addresses the production and usage of chemicals and their potential impacts on both human health and the environment.

7. As a testament to their sustainable and eco-friendly practices, they hold the A PLUS ISO 14001 and The International EPD System certificate, both of which certify that CMA is an effective environmental management system, throughout the entire manufacturing process.

8. They are also Bureau Veritas certified which ensures that CMA holds a global standard in monitoring, managing and reducing their energy consumption, minimizing their environmental impact and footprint while being energy efficiency, staying true to their heart of sustainability.

9. For their production processes, they are OEKO-TEX STeP certified which ensures not only individual sustainability aspects but a comprehensive analysis and assessment of the production conditions as well. Elements such as chemicals management, environmental performance, environmental management, social responsibility, quality control and health and safety standards in the workplace. Being STeP certified guarantees an environmentally friendly production process, social working conditions and optimum health and safety.

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