

SELF NEGOTIATION

*"Kyuyong Jeong\_Kyle"*

dunhill



DESIGN

dunhill  
LONDON

**MARKET R.**

Drawing on the heritage stories of johnnie walker blue label and alfred dunhil. Take a journey from London to world

LANTURN

*"Concept of dunhill"*

SELF NEGOTIATION

dunhill  
LONDON

## CONCEPT

Dreamy night and travel in switzerland. Memories of the moon inspired me with colours, fabrics and textures. I researched the image of the moon and starlight. I also researched the images of people reminiscing about their memories in the vintage paper moon



*"Memories of Moon"*

SELF NEGOTIATION

dunhill  
LONDON

## CONCEPT

Dreamy night and travel in switzerland. Memories of the moon inspired me with colours, fabrics and textures. I researched the image of the moon and starlight. I also researched the images of people reminiscing about their memories in the vintage paper moon



*"Moon River"*

SELF NEGOTIATION

dunhill  
LONDON



## COLOUR AND FABRIC

The main colors for the concept are dark navy, dark blue, black and deep gray and warm gray. The colors were inspired by starlight from the moon and the night sky, and by George Papper and vintage photos. In addition, the highlight color Mustard Yellow. It targets young people by applying trendy mustard yellow color to luxurious and sophisticated colors. Fabric will be used as the main material for suede, wool, and cashmere. Additionally, a matte silk fabric is used as a shirts.



*Moon*  
*partially scraped*  
1/4/12

*"La Luna's Colour"*

SELF NEGOTIATION





**DESIGN DEVELOP**

Inspired by my concept Especially characterized by tailored suits, capes and long-line oversized shirts. Printed design inspired by the moon and starlight in the night sky. Natural printing on the sleeve, bottom of trousers and bottom of shirts creates a sophisticated and luxurious atmosphere.



*"Silhouette, Printing"*

SELF NEGOTIATION





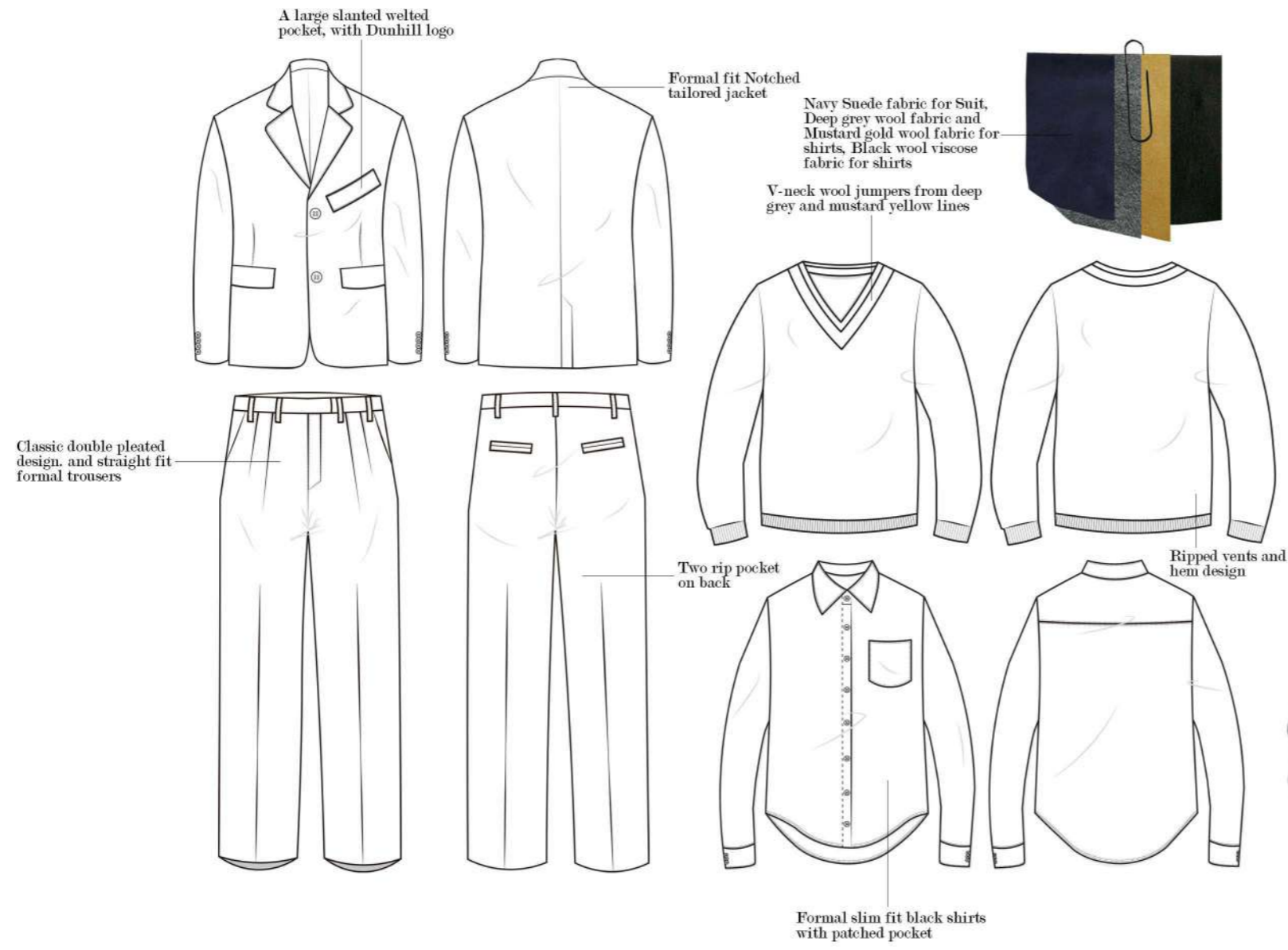
### DESIGN DEVELOP

Design development of detailing and branding design inspired by My creative concept (George Papperd, Vintage Paper Moon), Dunhill brand. Classic and luxurious coats detailing designs. Create sophisticated, trendy Dunhill monogram logo designs for young people.

*"Brand Identity, Detail"*

SELF NEGOTIATION





*“ Outfit 1 \_Classy ”*  
 SELF NEGOTIATION







REI



Black Suede fabric for Cape, Grey and navy wool and cashmere fabric for shirts and trousers

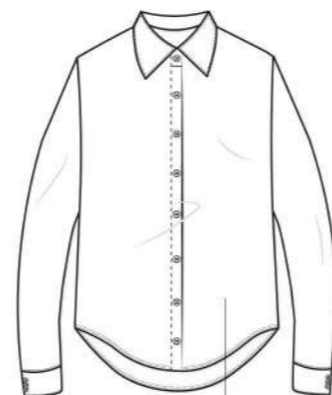


Oversized cape design, shawl collar and middle of one buttons

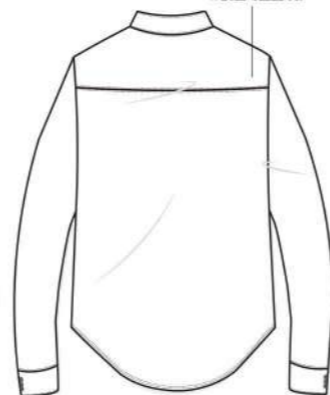


Binding lining finishing, stripe printing on inside bottom of cape

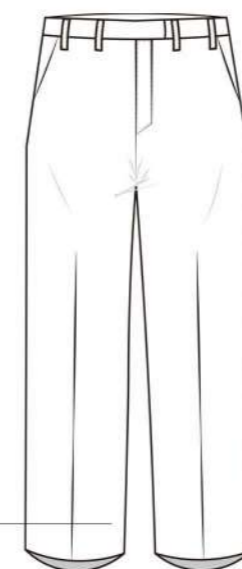
Stripe printing on inside the cape, deep grey colours



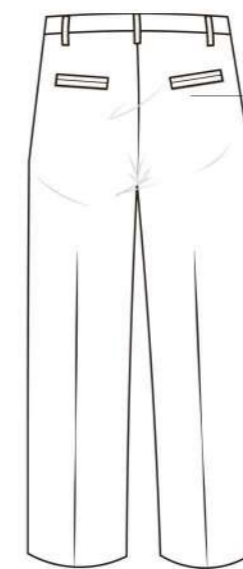
Slim fitted shirts design with wool and cashmere mixed fabric



Double yoke design with shirts.



Ankle length of trousers, wide fitted trouser slightly



Two ripped pocket on back of trousers.

*" Outfit 2\_Trendy "*

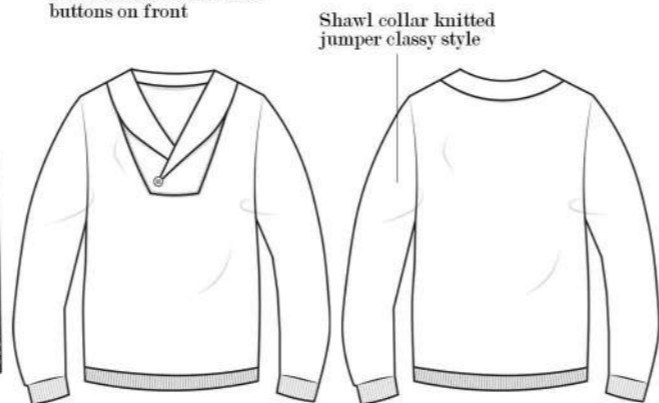
SELF NEGOTIATION





Long line notched collar coat with suede and three buttons on front

Single vents on the back

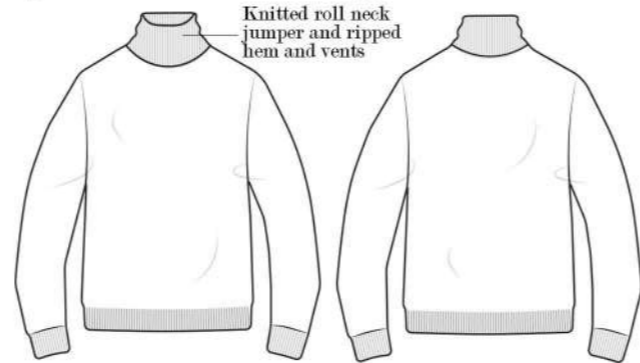


Shawl collar knitted jumper classy style

Knitted roll neck jumper and ripped hem and vents



Classic double pleated design, and straight fit formal trousers



Formal shirts with wool mustard gold fabric



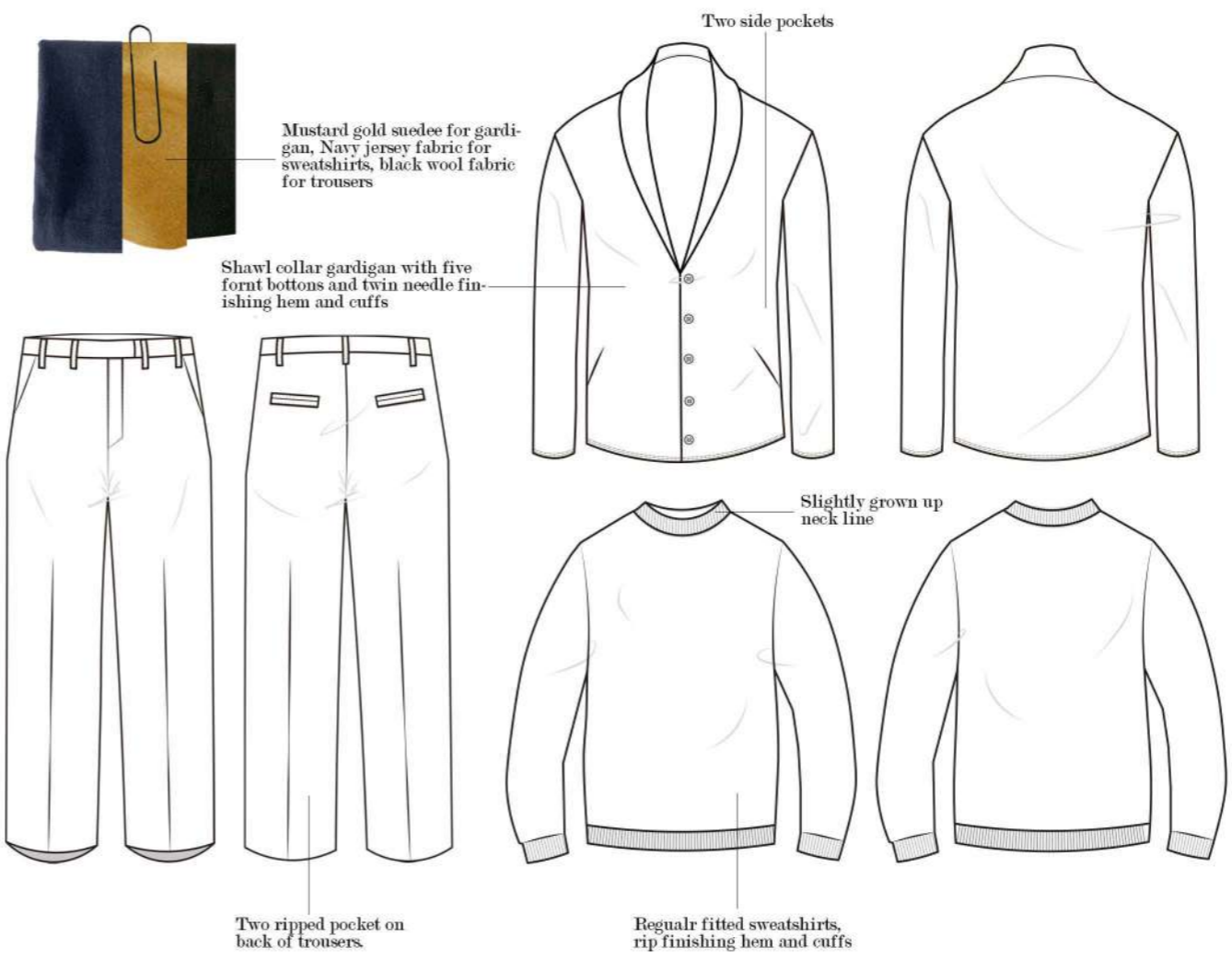
Light grey suede fabric for coat, black and dark grey knitted fabric for shirts and roll neck jumper, mustard wool fabric for shirts



*"Outfit 3 Heritage"*

SELF NEGOTIATION

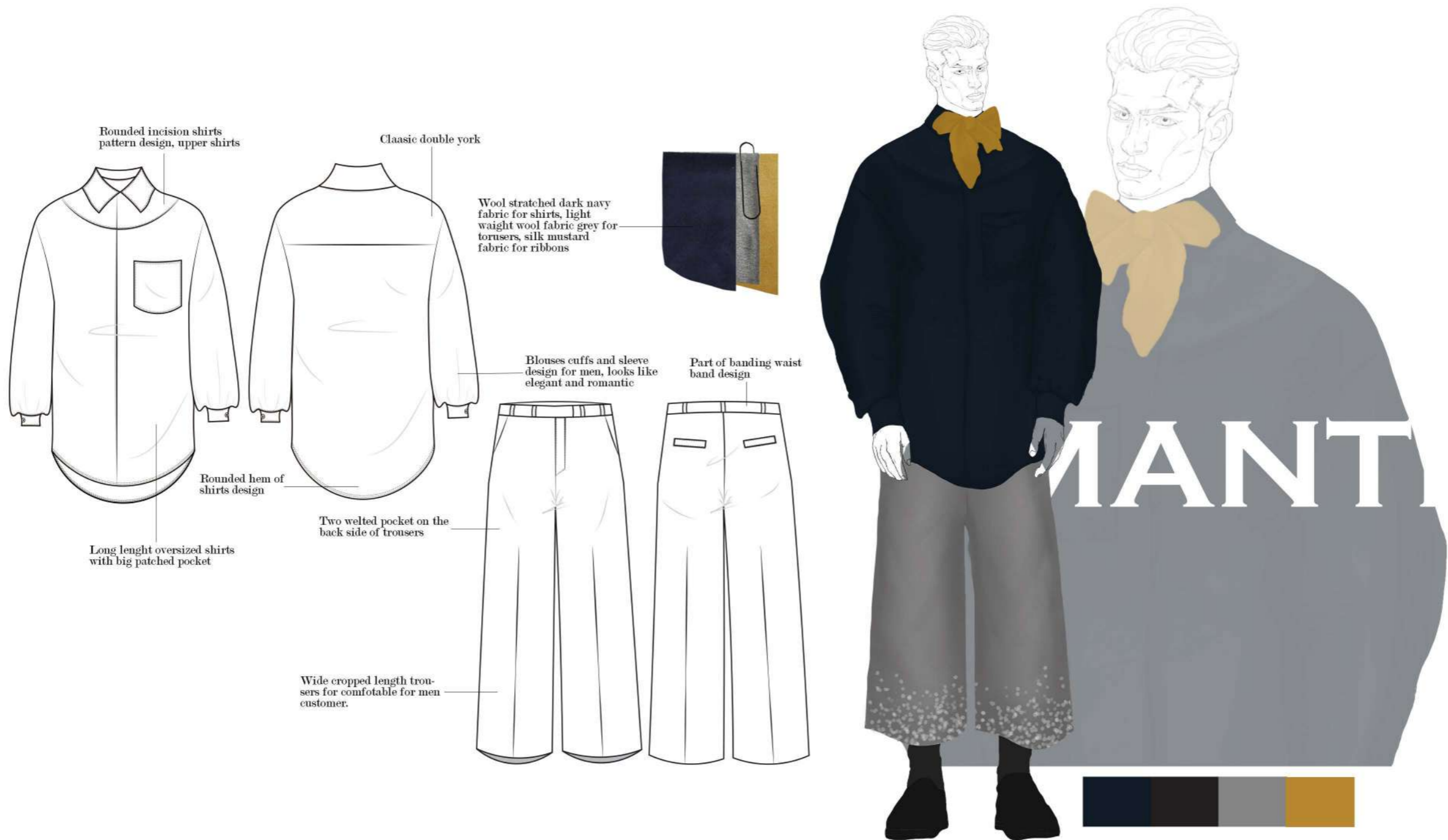




*“ Outfit 4\_Casual ”*

SELF NEGOTIATION

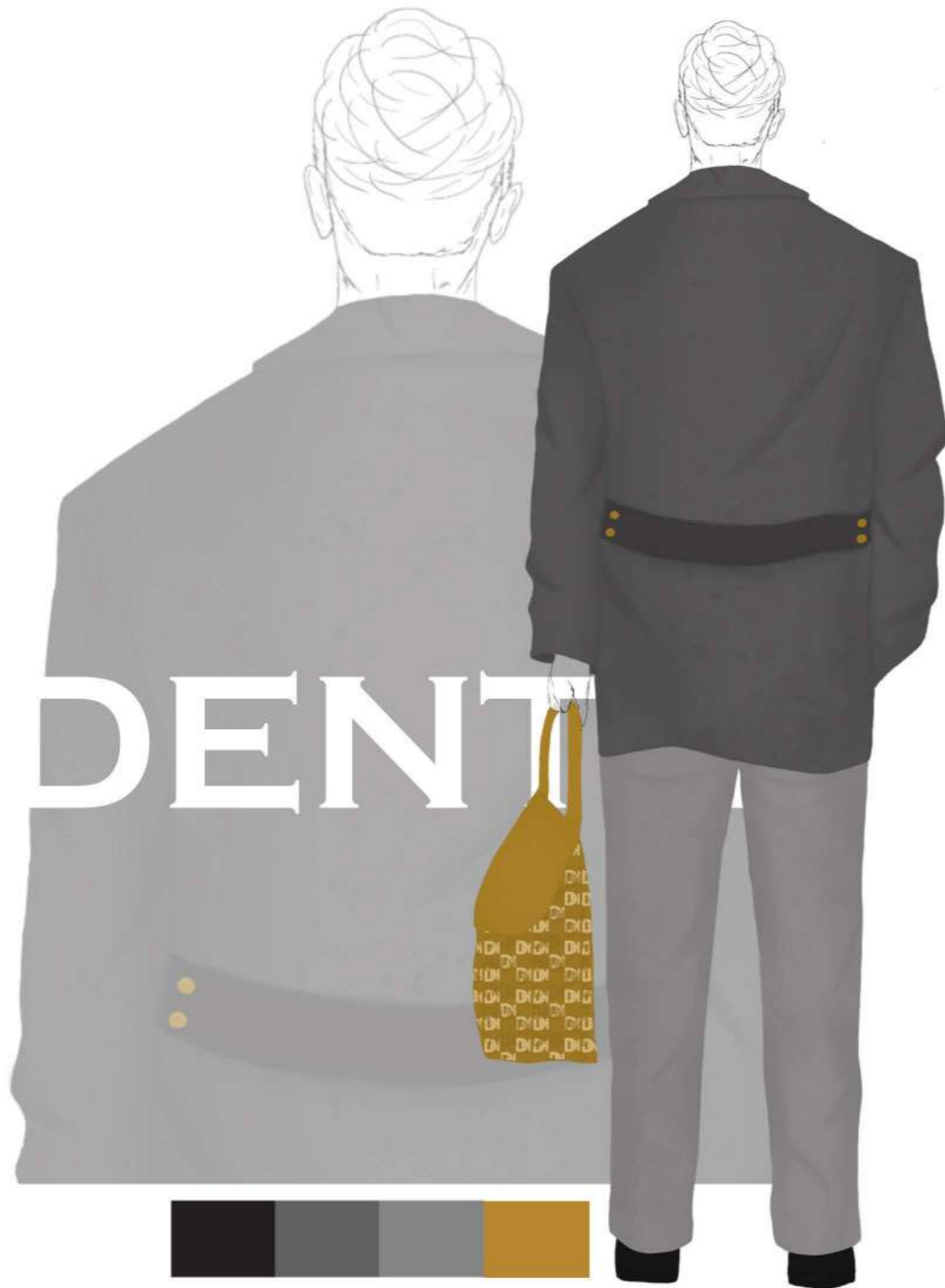




*" Outfit 5 \_Romantic "*

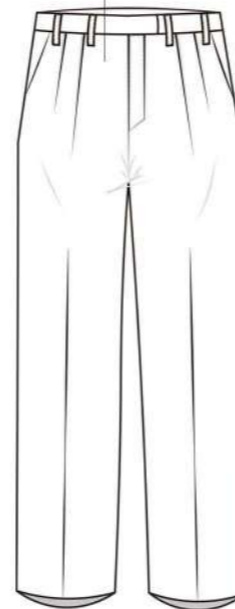
SELF NEGOTIATION



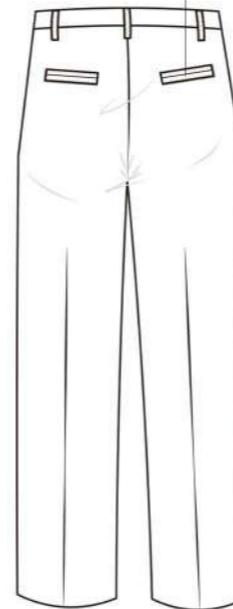


Wool and cashmere mixed dark grey fabric for coat, light grey light weight wool fabric for trousers, cool grey jersey knitted fabric for sweat-shirts

Classic double pleated design, and straight fit formal trousers

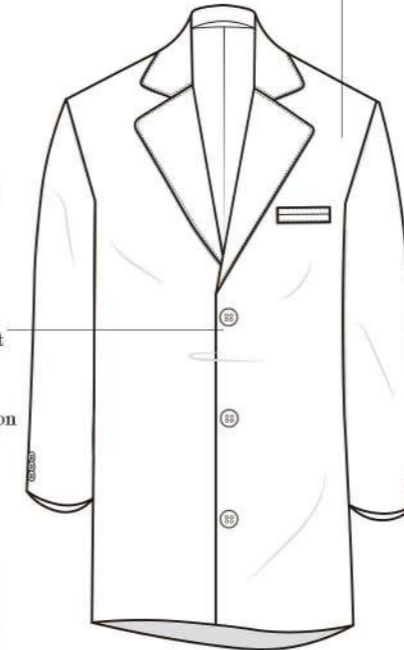


Two welted pocket on the back of trousers



Three buttons on centre front

Mid length slightly oversized coat with welted pocket and side seam pocket on side of coat

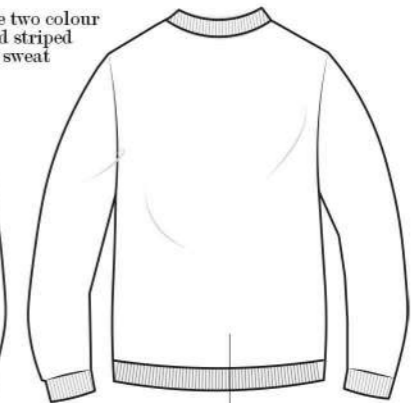
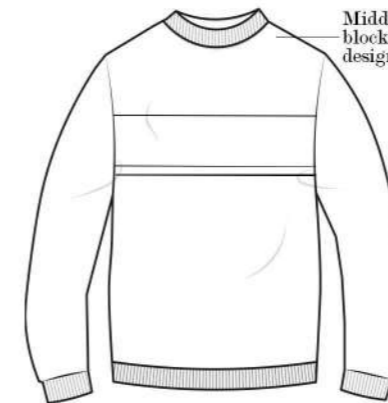


Belted detail on the back of coat and four vintage gold button on the belted detail



Single vents

Middle two colour blocked striped design sweat



Regular fitted sweatshirts, rip finishing hem and cuffs

*" Outfit 6 \_ Identity "*

SELF NEGOTIATION





*"Final Line-up"*

SELF NEGOTIATION

dunhill  
LONDON