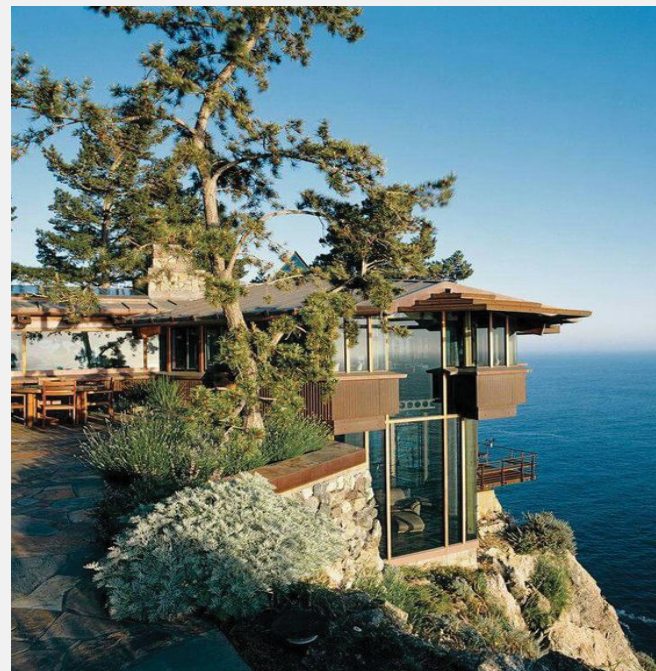
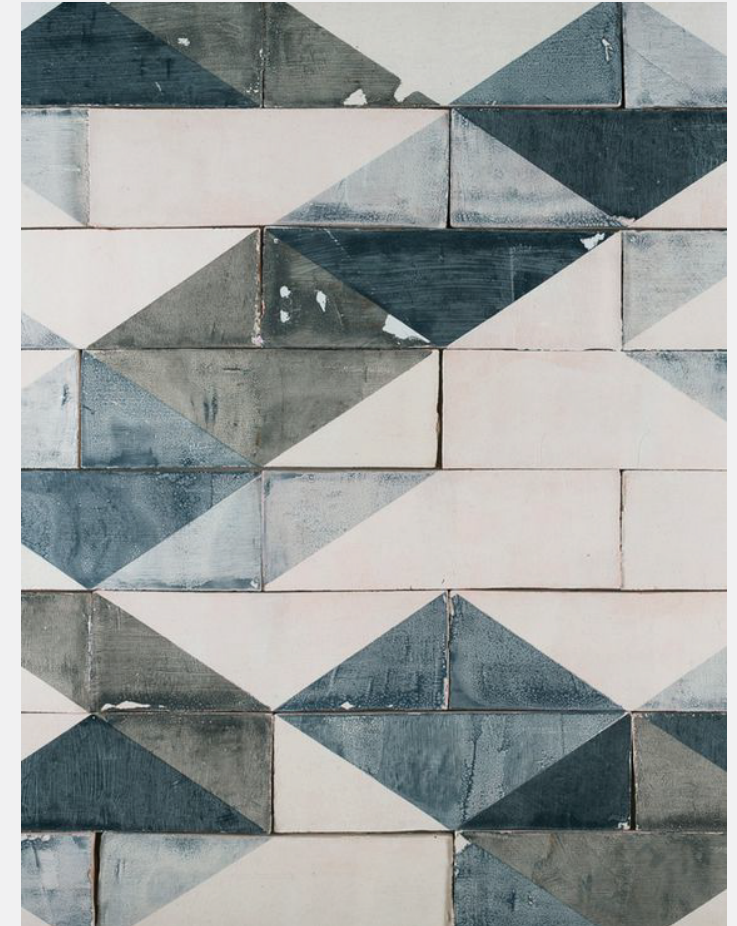


Sawayaka

Spring Summer 17



Customer Profile

Sawayaka Spring Summer 17

Name: Rose

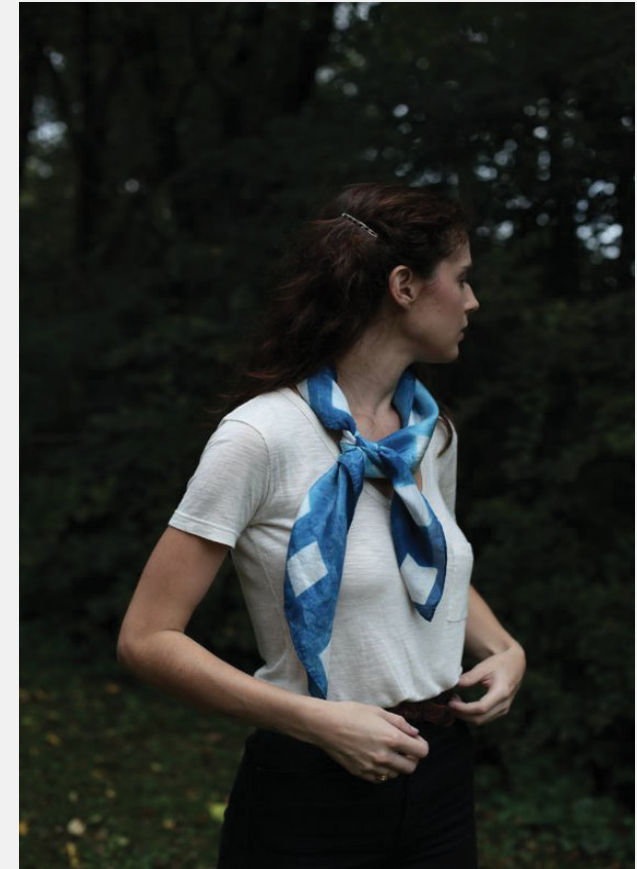
Age: 30-40

Occupation: Gallery Director

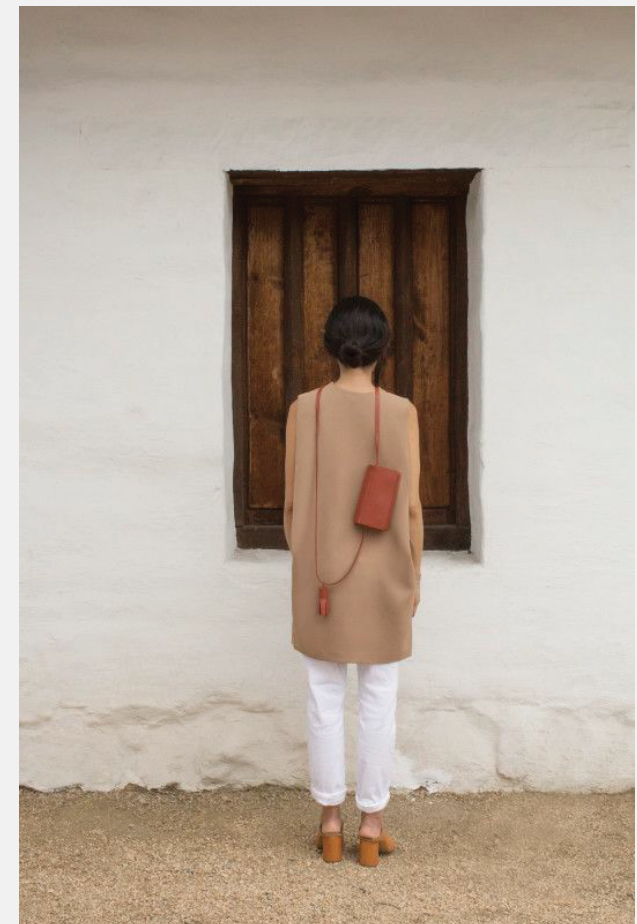
Martial Status: Single or Married

Interest: Indepent fashion designers, traveling, reading, hiking, relaxing via Korean and Japanese Spa, art museums and art shows

Brands: Black Crane, Ace& Jig, Jesse Kamm, Rachel Comey



Rose works in a private gallery, taking responsibility for both permanent collections and artwork for specific exhibitions. She builds her gallery's reputation by collecting and exhibiting work by local influential artists and creates high levels of interest among the art community and the public. Her work values and her own are the same. She supports locally made goods that are environmentally conscious, that reflect minimalistic design aesthetics, that combines the classic with the modern.



Creative Statement

Our collection reflects minimalistic design aesthetics and combines the classic with the modern. We strive to responsibly make meaningful products that not only exemplifies our lifestyle, but are environmentally conscious with careful considered details and construction techniques.

Mission Statement

In Japanese Sawayaka means clear, refreshing, and with having clarity. Our brand embodies this definition through careful construction techniques, refined patterning, and indigo dyed textiles found in traditional Japanese clothing. Sawayaka is a sustainable apparel and accessories line that aesthetically is minimal, while acknowledging traditional Japanese silhouettes with maintaining contemporary form and function. Our production is done is locally in Los Angeles allowing us to continually refine our processes and product quality.

Budget

Kimono Jacket: \$230

Jumpsuit: \$200

Pants: \$150

Tops: \$130

Bandana: \$50

Clutch: \$75

Bucket Bags: \$150