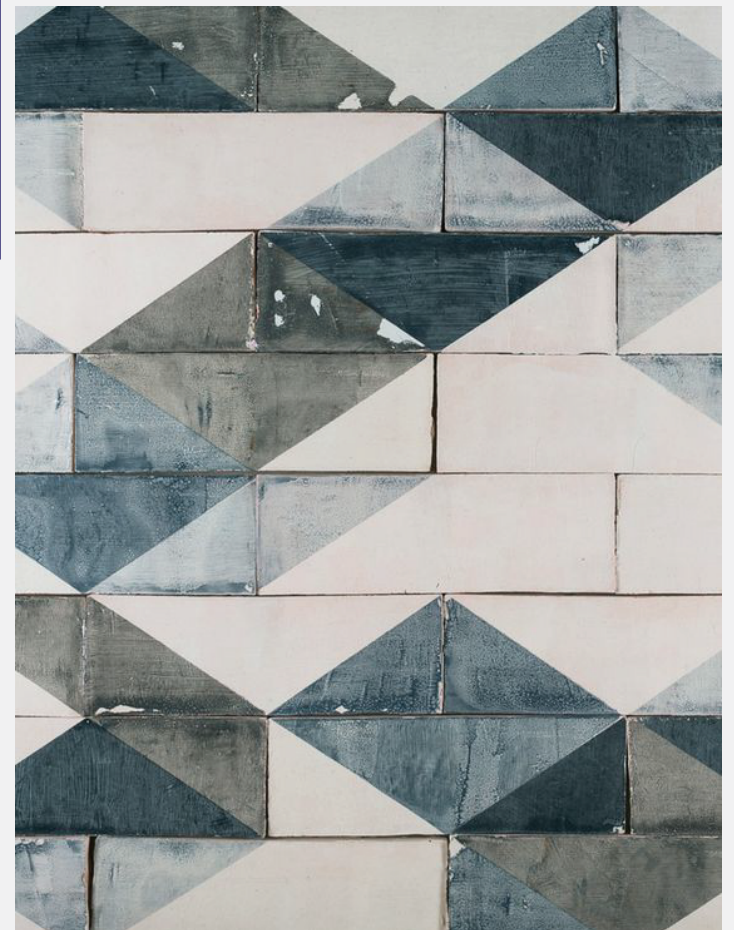
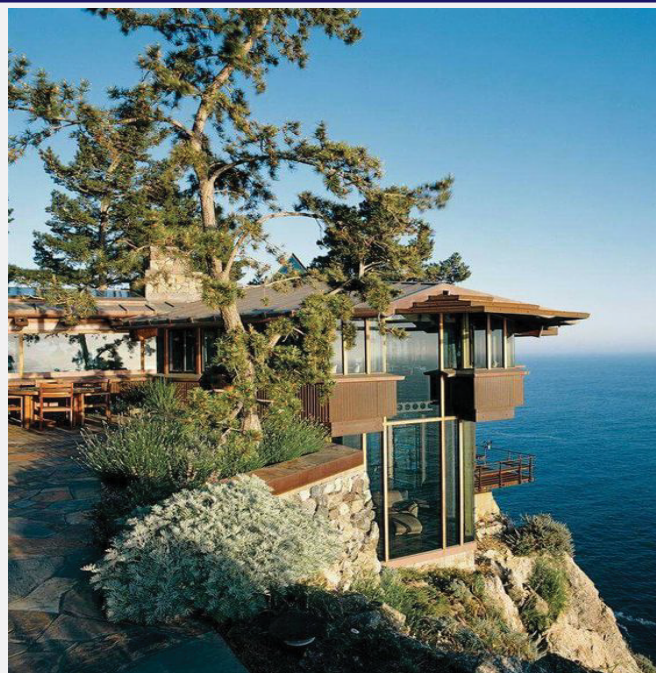


S A W A Y A K A
Spring Summer 17



Customer Profile



Name: Rose

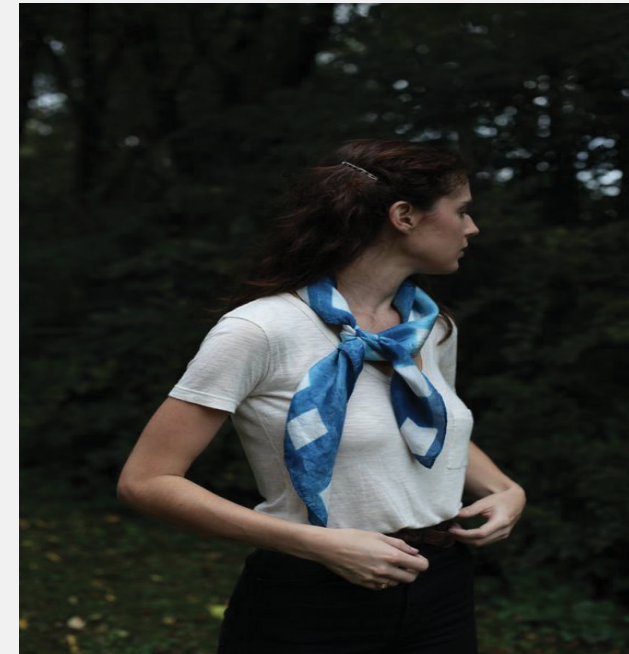
Age: 30-40

Occupation: Gallery Director

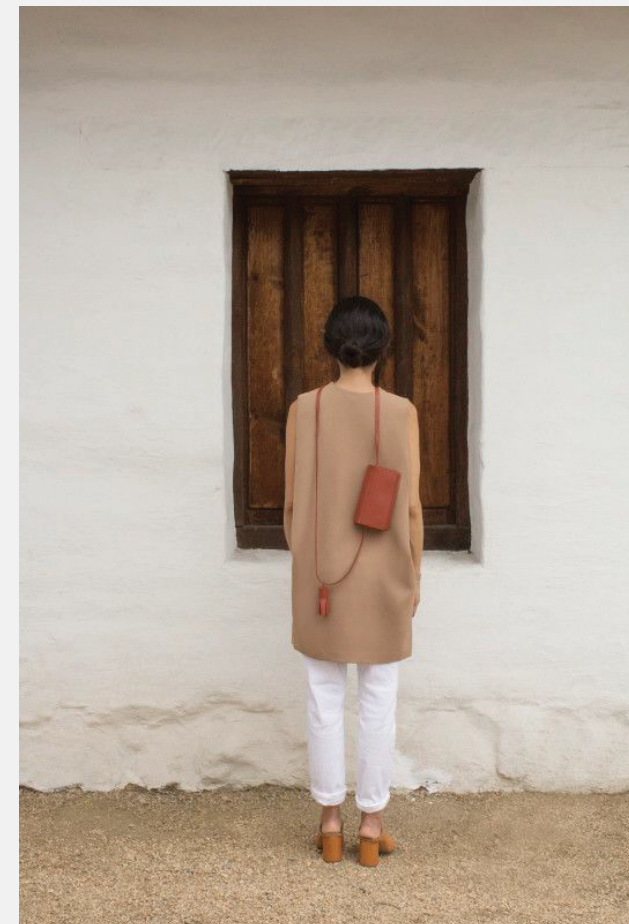
Relationship: Single or Partnership

Interest: Independent 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.



S A W A Y A K A

Creative Statement

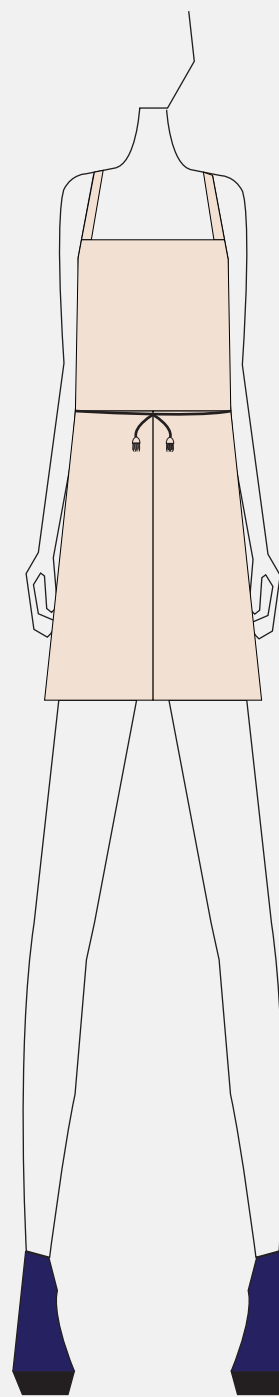
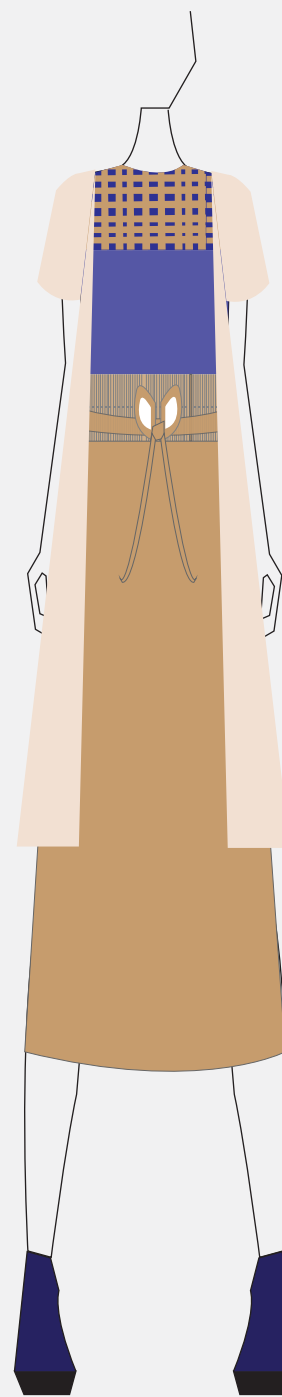
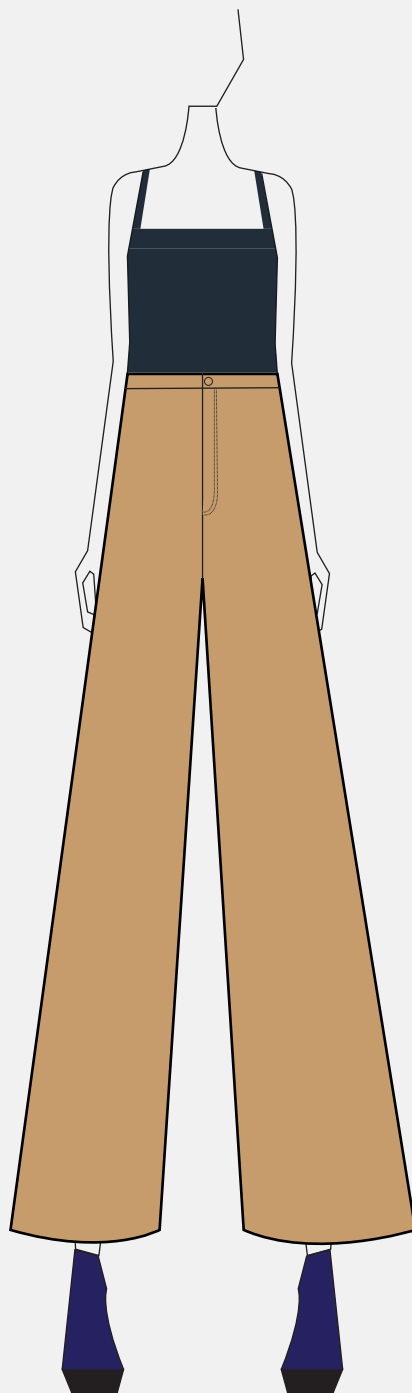
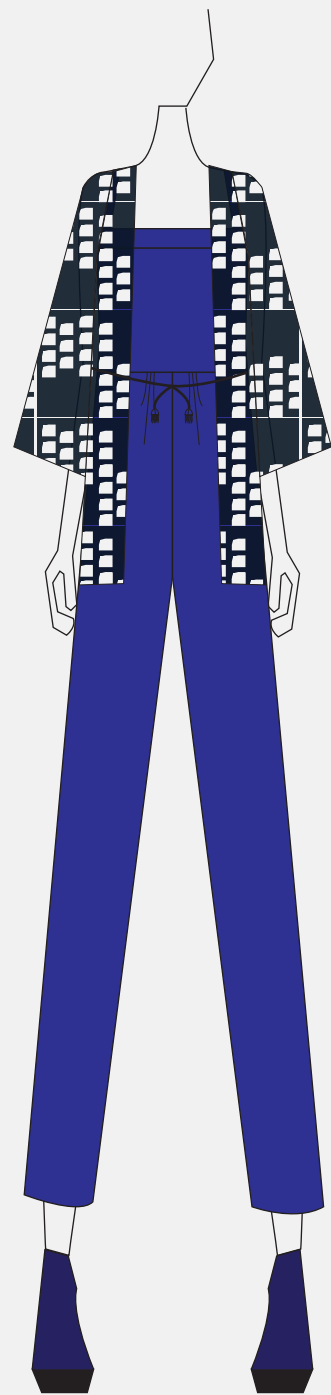
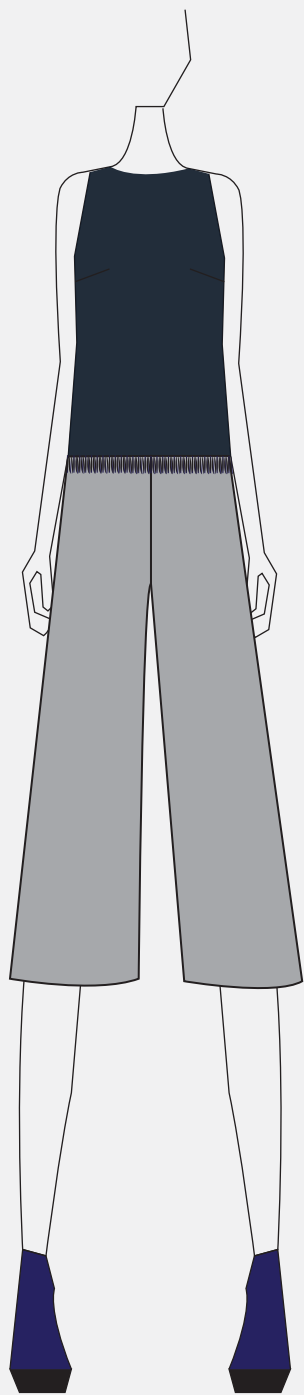
Our collection reflects minimalistic design aesthetics and combines the classic with the modern. We strive to responsibly make meaningful products that not only exemplifies our lifestyle, but are environmentally conscious with careful considered details and construction techniques.

S A W A Y A K A

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.

SAWAYAKA



SAWAYAKA



S A W A Y A K A

Photo Shoot

Location: The Huntington Gardens

Photographer: Kaitlynn Lucas

Make-up Artist: Mayely Paez

Hairstylists: Erin & Jessica

Stylists: Erin & Jessica

Model: Rebekkah Cefai

S A W A Y A K A

Yardage and Notions List

White Linen: 5 yards \$85

Taupe Linen: 5 yards \$45

Brown Linen: 4 yards \$68

White Silk: 2 yards \$30

Shibori Mud cloth: 2 yards \$50

Denim: 1 ½ yard \$10

Leather: 1 hide \$80

Hand-woven wool: 1 yard \$80

Hand-knitted cotton: 2 ½ yards \$100

Elastic: 26" \$1

Zippers: 4 invisible zippers \$8

Real indigo dye: \$45

S A W A Y A K A

Budget

Fabric & Notions: \$602

Photo Shoot: \$100

Look Book: \$100

Total: \$802