



2015

PRESENTATION PACK - PRINT

by Crystal Chung

Branding references

Japanese brand - Ne-Net

Commes des Garçons - PLAY tee



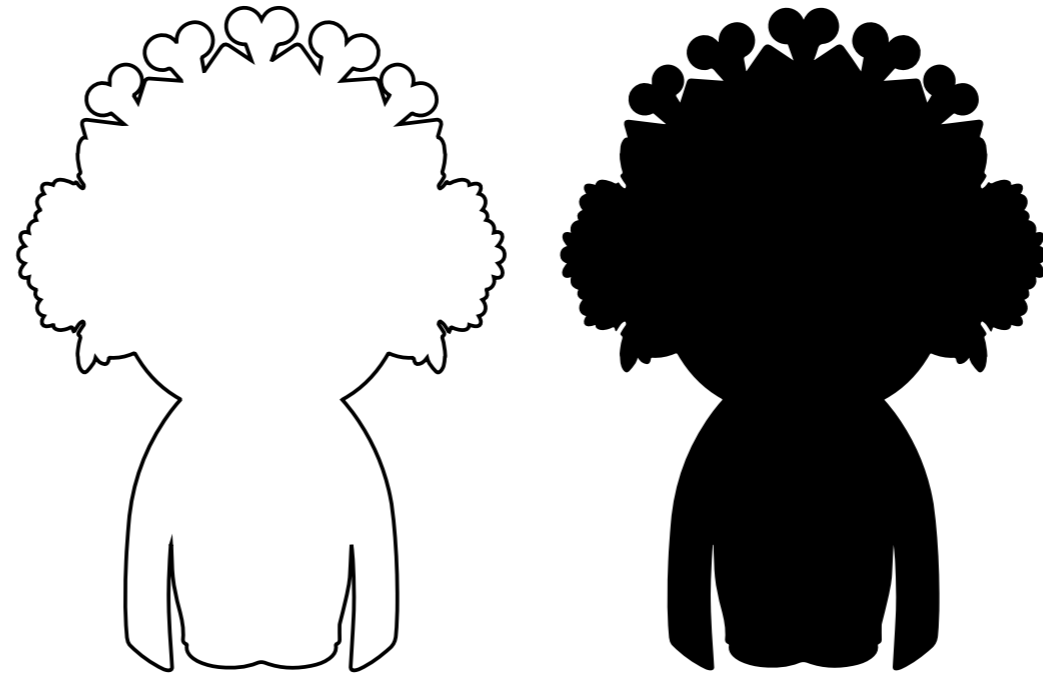
To play with different placements, scales, print effects, graphic silhouette (outline)



Its image is strong enough for people to recognise even by just its EYE. Just like Nike's boomerang logo.

Simple, clear & strong graphic.

There are a few potential features that Opera Girl has to create its strong identity.



SILHOUETTE



OPERA EYEBROW, HAIRDO & LIPS



WATER SLEEVES



HAIR ORNAMENTS

Opera Girl Tee graphics - 1



Opera Girl Tee graphics - 2



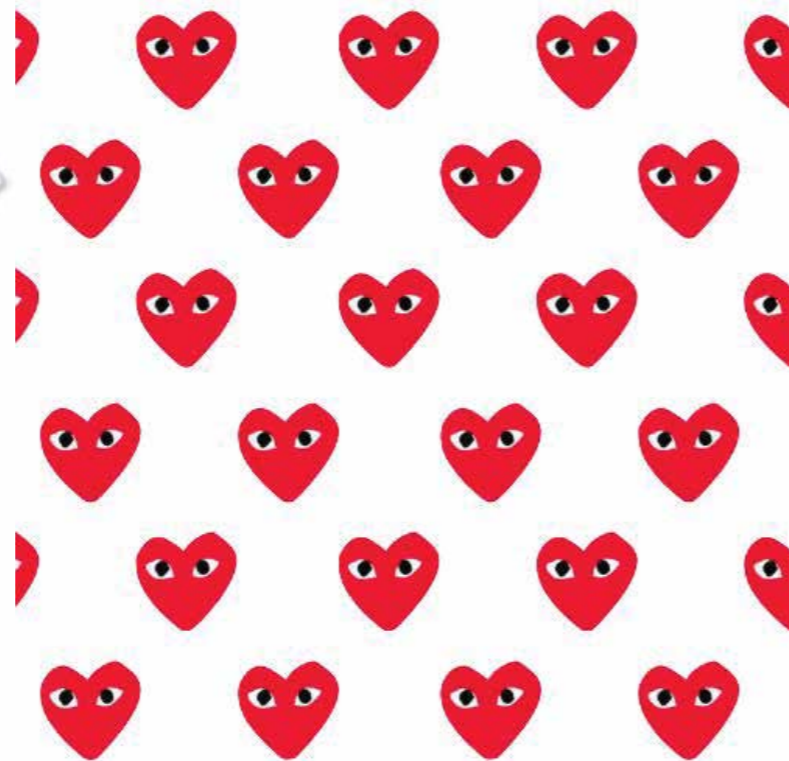
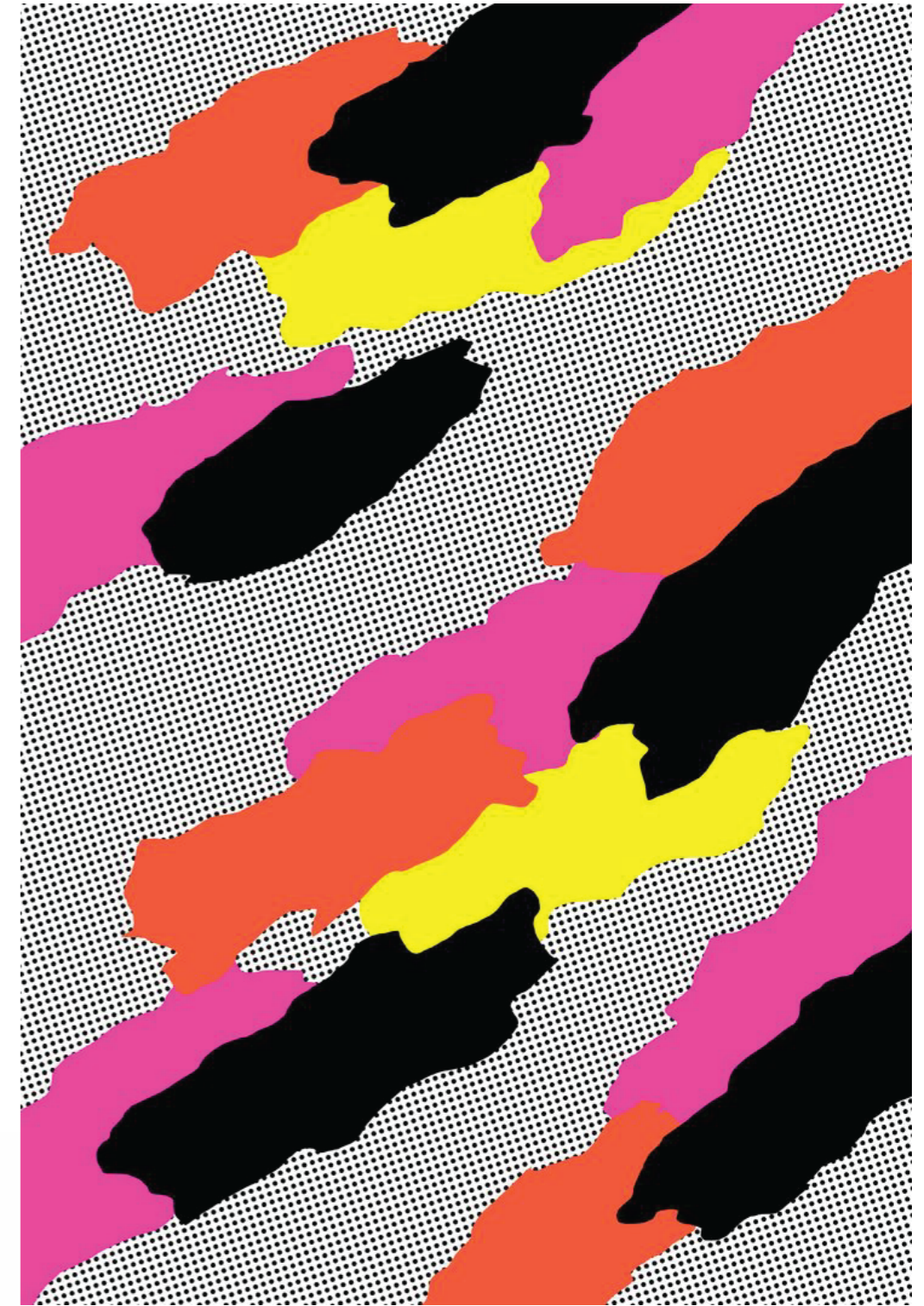
Opera Girl Tee graphics - 3



Opera Girl Tee graphics - 4



Opera Girl allover print ideas



Poparty, fun, bold

Camouflage/Collage



If French could have its quintessential stripes for clothing, why can't we have our own?

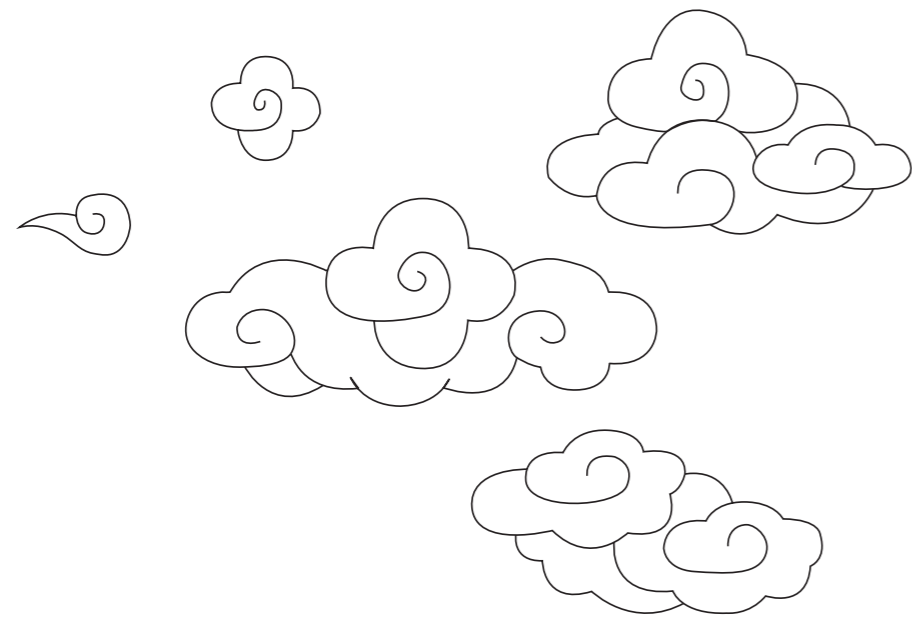




**Valentino's take on
modernising Camouflage**

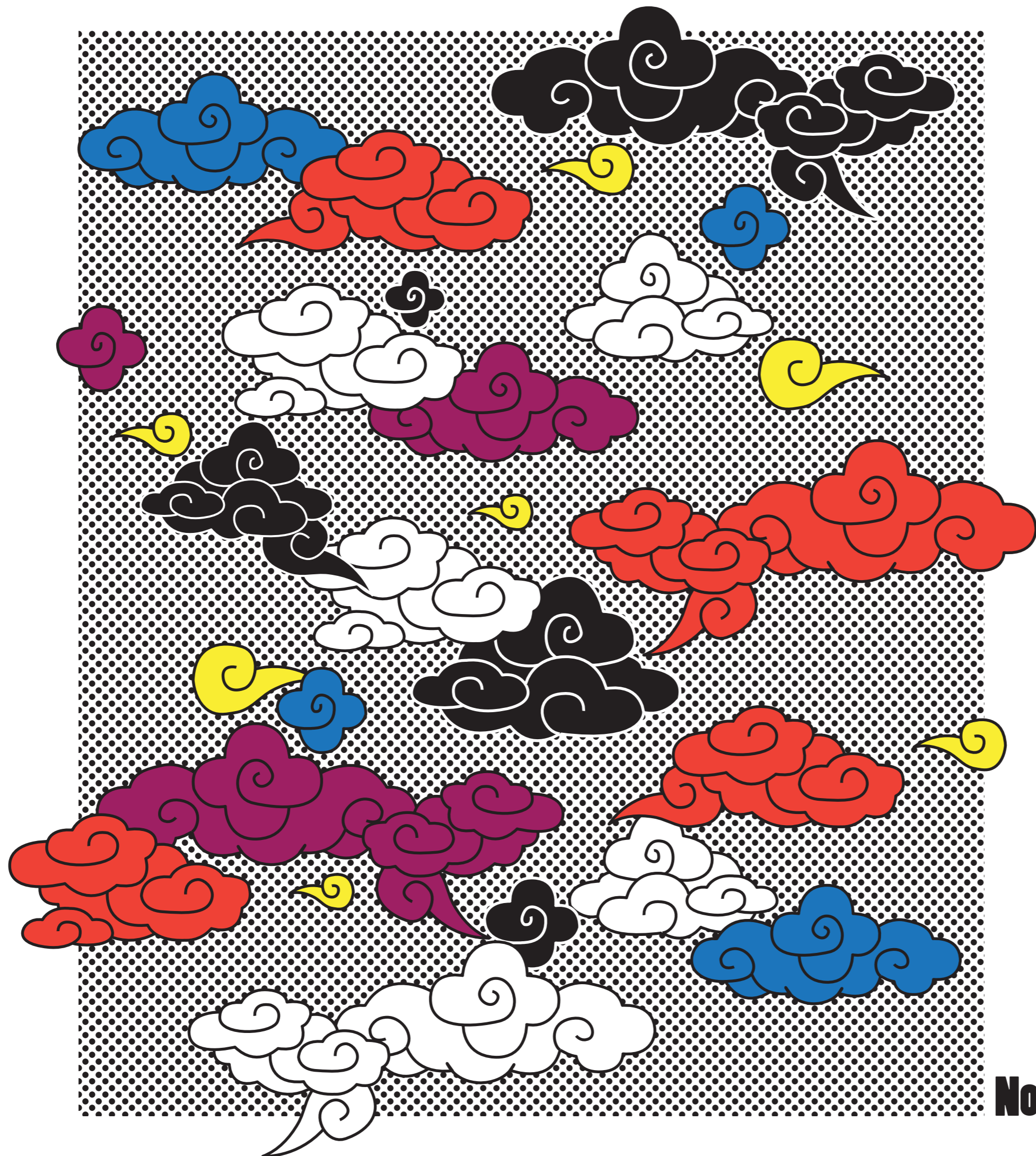


**Roksanda's
collaging like
allover print**



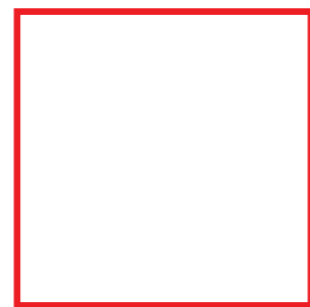
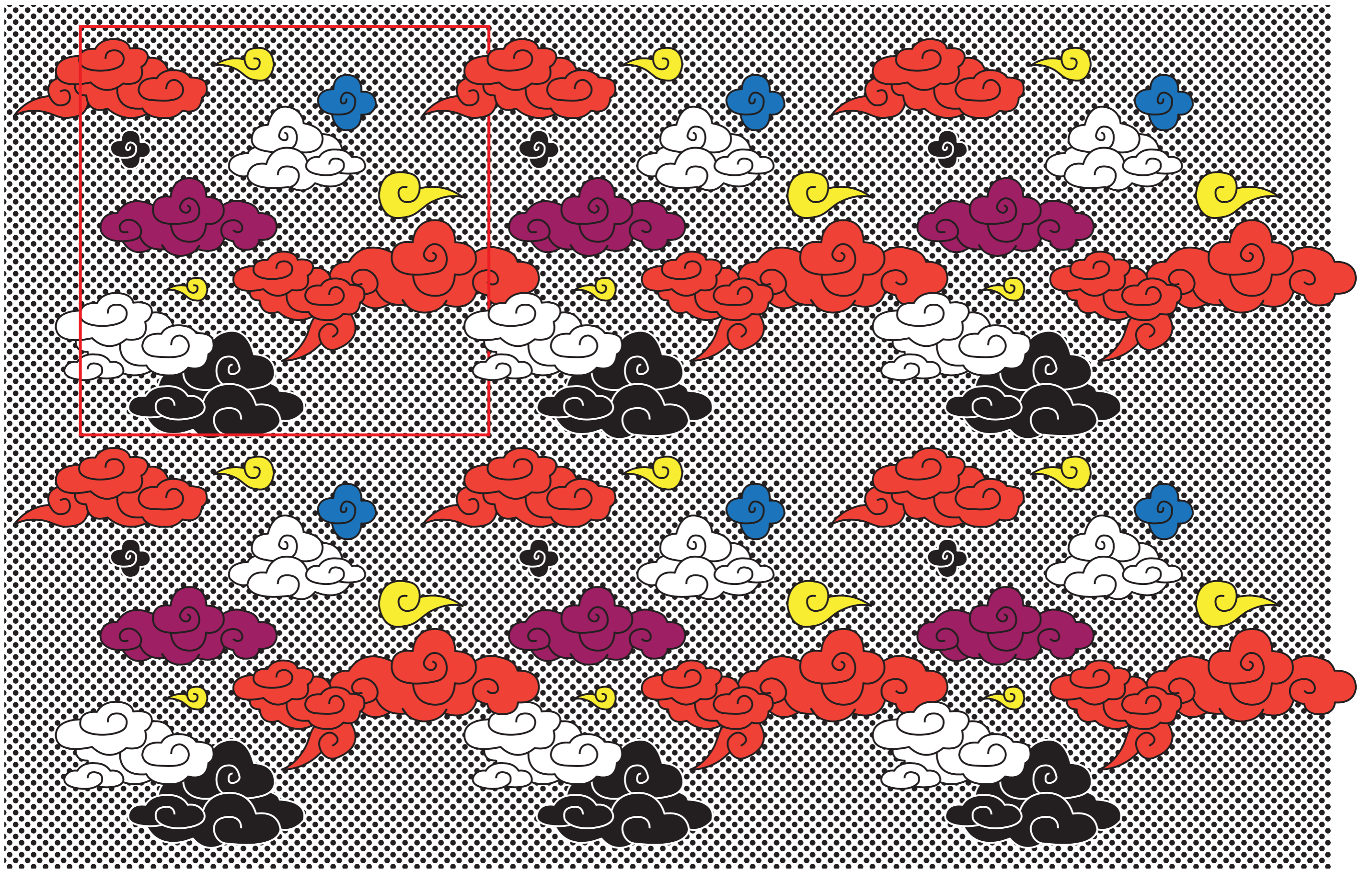
**Chinese styled clouds as
the base of camouflage**





**Popartsy
Modernised
Chinese clouds
Camouflage**

Non-repetitive



Seamless repetitive area

Opera Girl Tee graphics - 5



Opera Girl Tee graphics - 6



Reference:



Popartsy, fun, bold



**Valentino's take on
modernising Camouflage**

Opera Girl Tee graphics - 7



Reference:



PLAY tees's graphic

Trials on allover prints



Print ideas for scarves.