

A scenic landscape of a mountain valley. In the foreground, a dense forest of evergreen trees is partially shrouded in mist. The middle ground shows a valley floor with more trees and a small waterfall on the right. The background features towering, rugged mountains with patches of snow and a clear blue sky with some clouds.

Final Portfolio Website Assignment 10

Jefferson Le
AMD 210, Section 2

WHO IS JEFFERSON LE?

Personal Statement

My name is Jefferson Le, I am studying Apparel, Merchandising, and Design at Iowa State University. As an extrovert who can adapt to their surroundings, I chose to use my knowledge in Apparel and merchandising achieve my ambition, which is to one day be at the top of my field. I aspire to study as much as possible while on my quest.

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- **LinkedIn:** <https://www.linkedin.com/in/jeffersongle/>
- **Website:** <https://jle172.wixsite.com/jefferson>
- **Instagram:** https://www.instagram.com/_jeffersonle/



TARGET MARKET

AGE: 15-25 years old

Gender: Male

Location: Large Cities(New York City, Los Angeles, Chicago, Tokyo)

Salary: \$25,000- \$40,000

Hobbies: Skating, BMX, Filming, Art, Music

Stores: Thrift Stores, Pop-up shops, Skate Shops, Zumiez

Young adults who grew up in the city but admire the outdoors as well. Young spirited individuals who take advantage of their youth and likes to explore what the world has to offer.

Color Chips



Shadow Green

Leaf Green

Tree Green

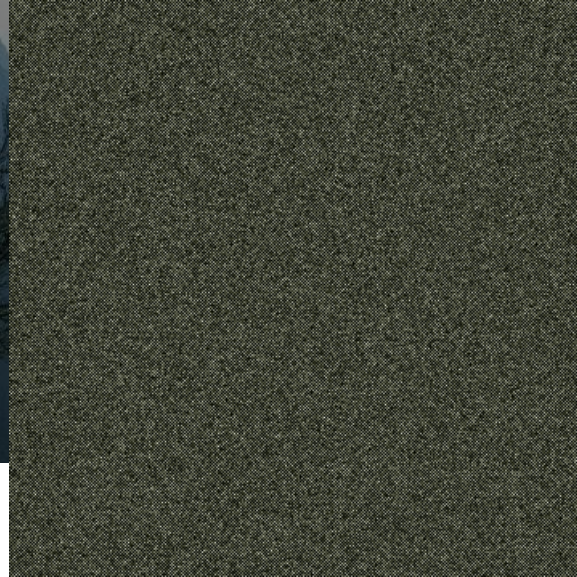
Calm White

Wicker Brown

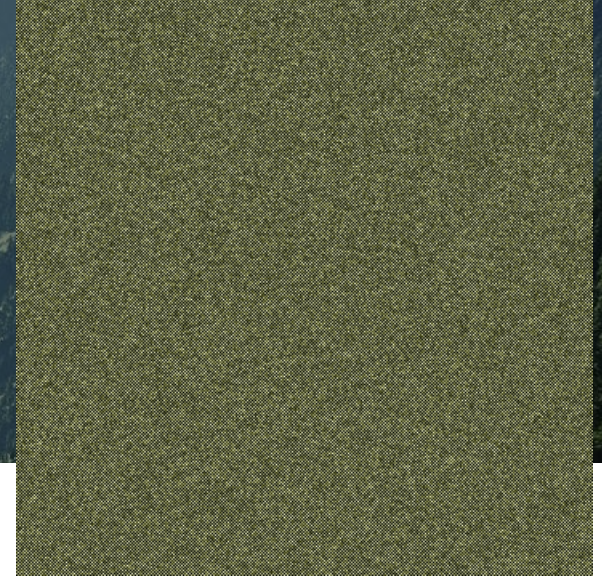
Textile Design: Plains



Wicker Plain

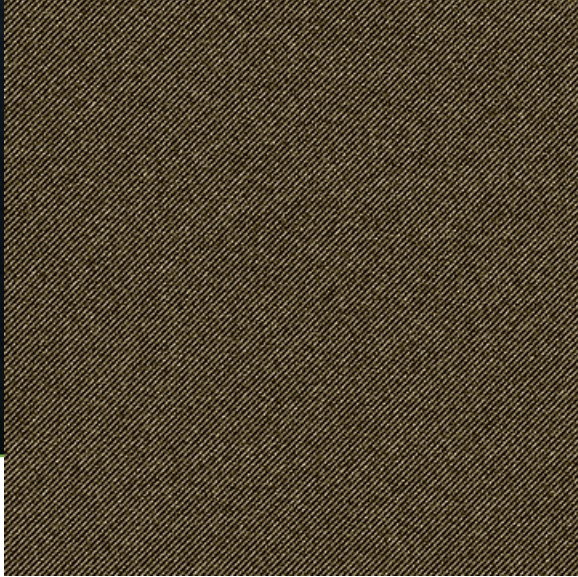


Tree Plain

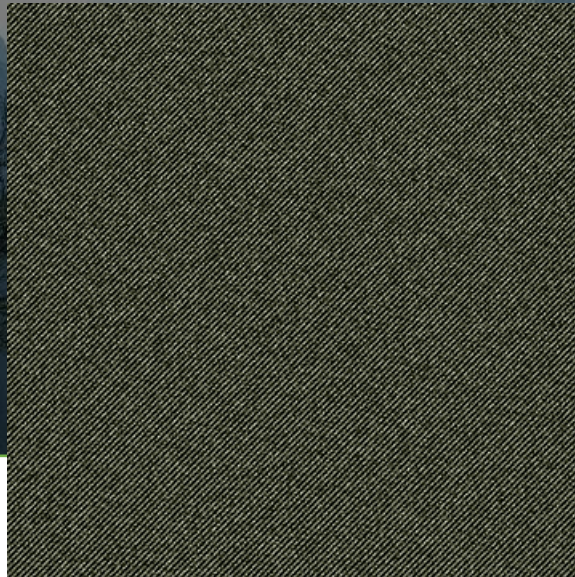


Leaf Plain

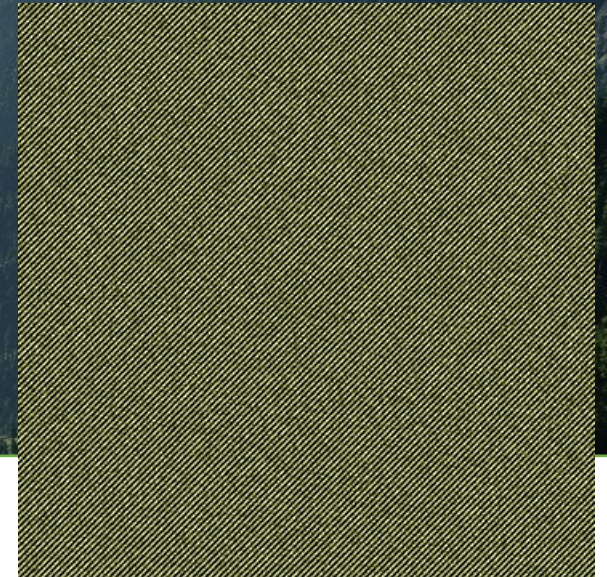
Textile Design: Twills



Wicker Twill

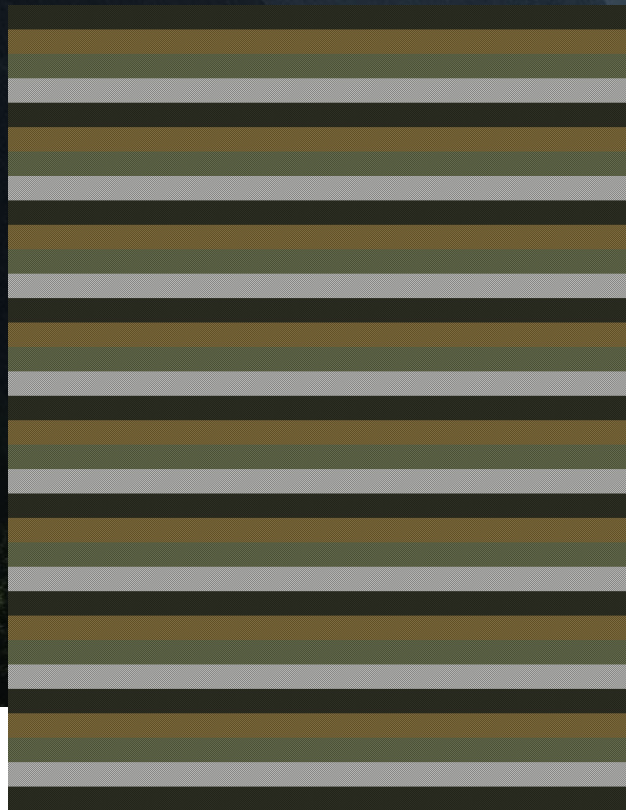


Tree Twill



Twill

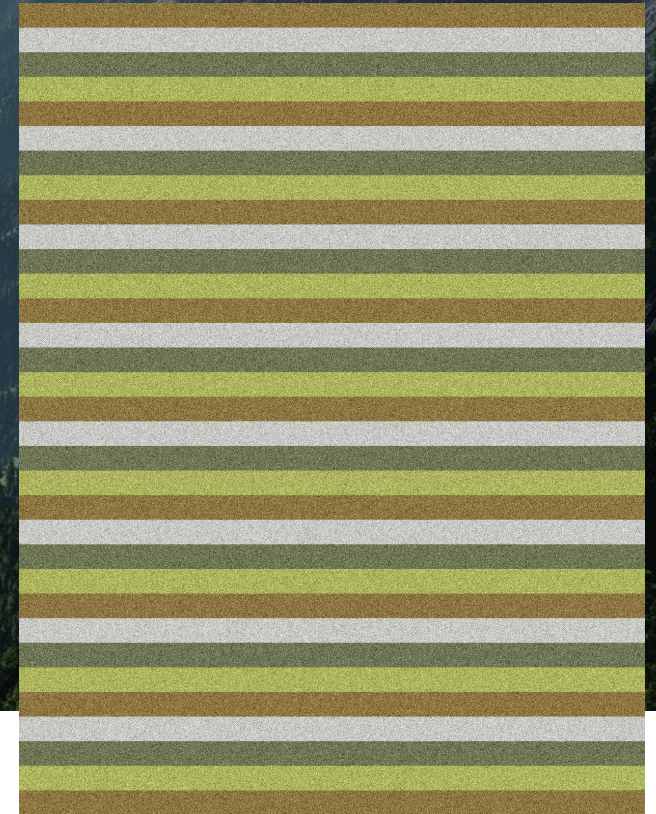
Textile Design: Stripes



Shadow Stripes



Tree Stripes



Leaf Stripes

Textile Design: Plaids



Shadow Plaid



Tree Plaid



Calm Plaid



Original Created Fabric

A scenic landscape of a mountain valley. In the foreground, a dense forest of evergreen trees is partially shrouded in mist. In the background, steep, rocky mountain peaks rise, some with patches of snow. A waterfall is visible on the right side of the image. The sky is blue with some clouds.

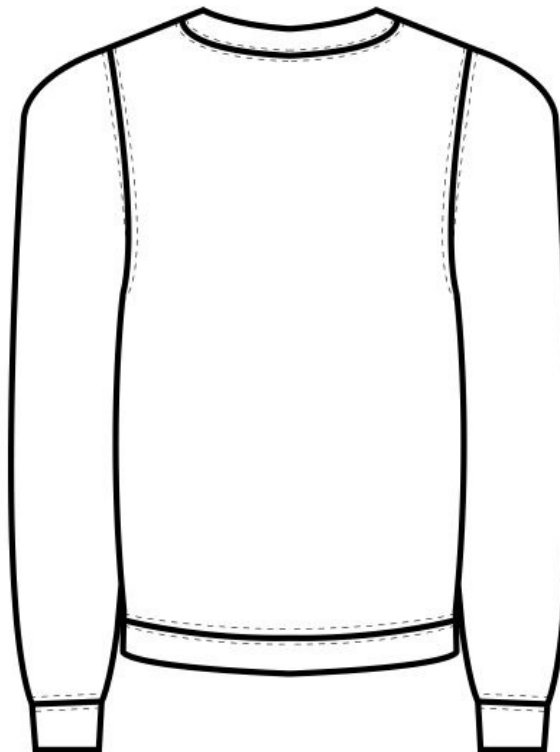
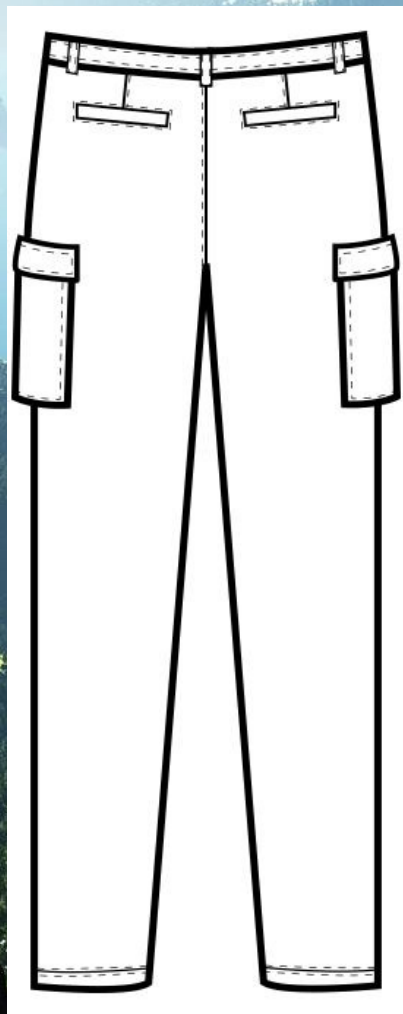
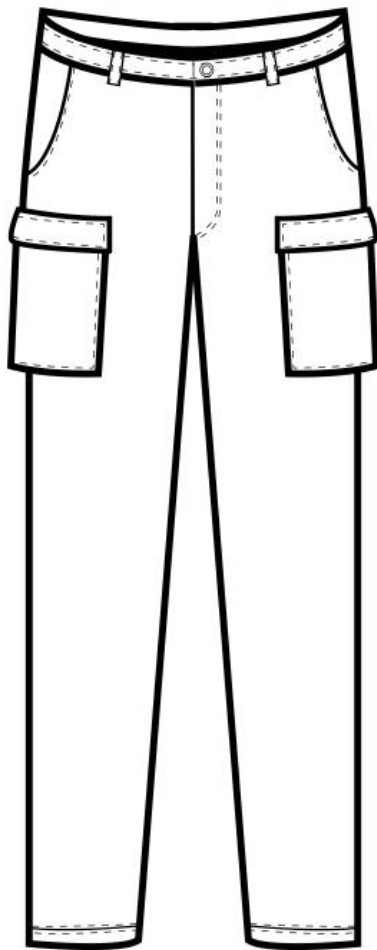
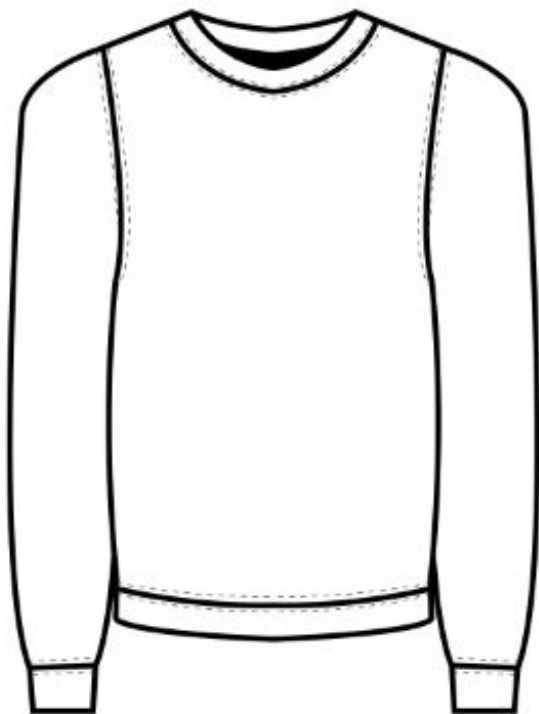
Technical Sketch

Black & White/ Fabricated

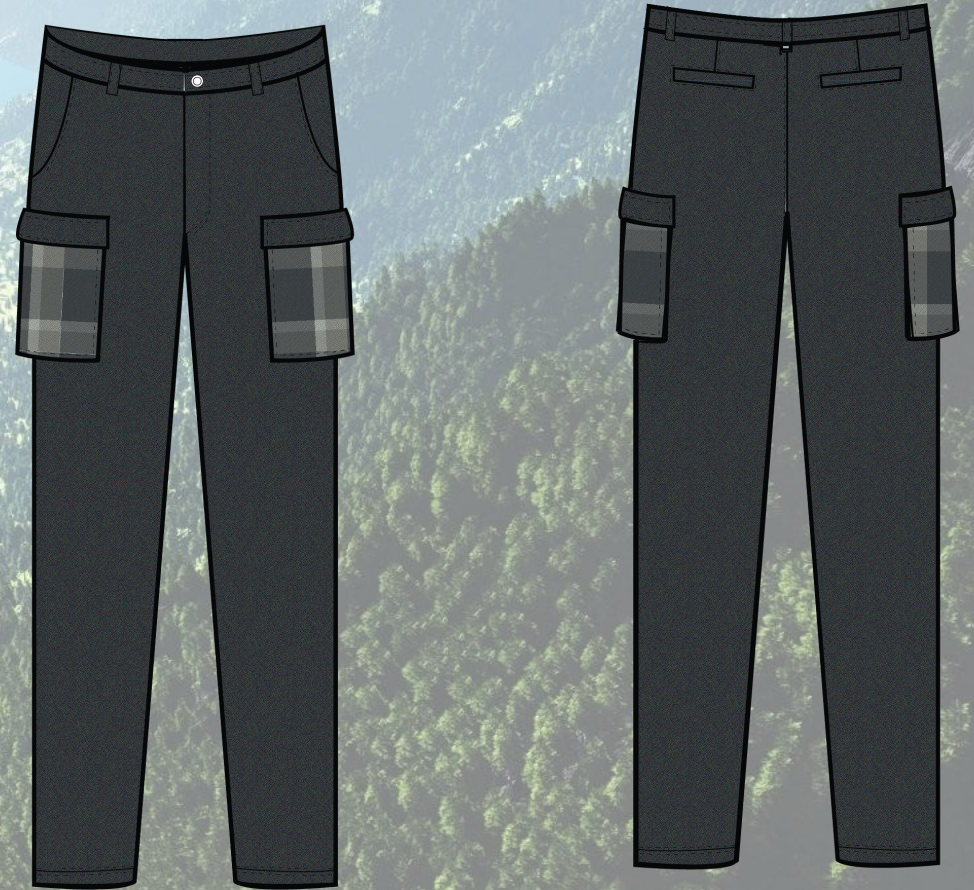
ORIGINAL GARMENTS



Technical Sketch B&W



Charcoal Plaid



Earth Plaid

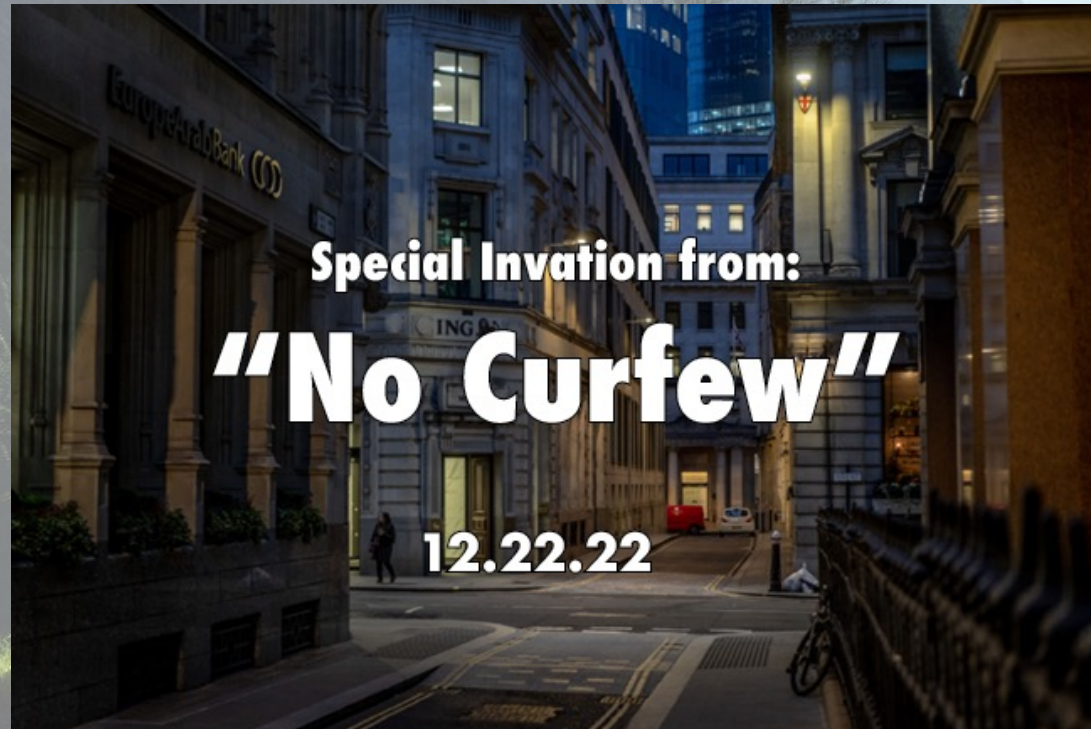


Cloudy Skies



Promotional Postcard

Front



Back

You have been invited to a highly
exclusive pop up shop hosted by
"No Curfew"
Come shop and take a close look at
their newest collection
"Mountain View"

when & where:
December 22, 2022
12:00am- 3:00am
1600 6th Ave Des Moines, IA 50314

Place
Postage
Here



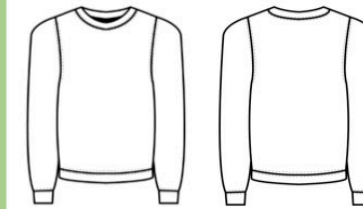
Promotional Postcard

- This post card was created to invite a select number of locals in Des Moines to a pop-up shop hosted by the brand “No Curfew”.
- The event will occur on December 22, 2022, at 12:00am (Midnight).
- The collection “Mountain View” will match perfectly with the cold weather theme.
- The event starts midnight and ends at 3:00am because that is around the same time the artist would be working on his designs.
- Attendees will get a experience the “No Curfew” aesthetic

Technical Cost Sheet

Crew Neck Sweater

By: Jefferson Le

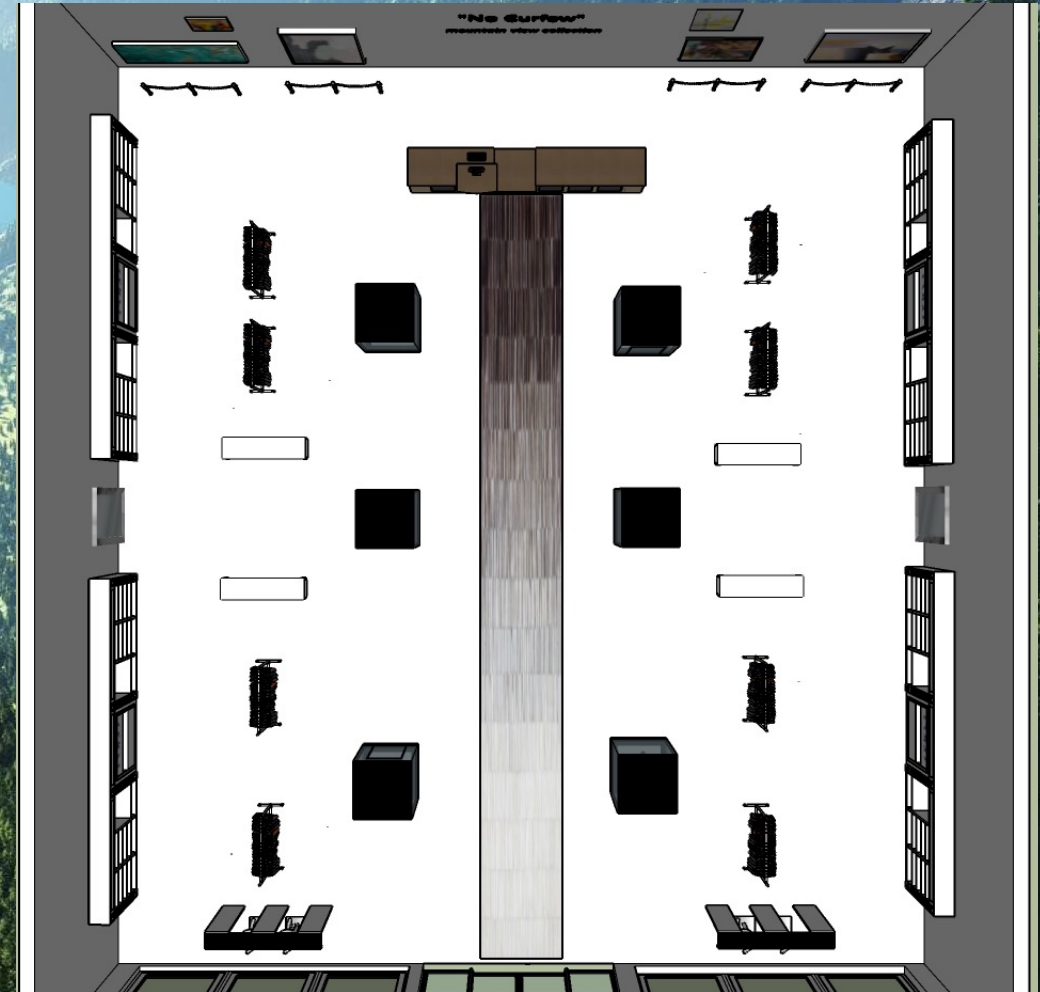


Piece Goods	Description		Color	Yield	Cost Per Unit	Total Cost	
	Burlington Cotton Sheeting		White	2.25	\$1.75	\$3.94	
	Swift Interfacing		White	0.34	\$0.50	\$0.17	
Total Piece Goods						\$4.11	
Findings	Source	Description	Color	Yield	Cost Per Unit	Total Cost	
	C&C	T-60	White	22	\$0.02	\$0.44	
	C&C	T-40	White	100	\$0.01	\$1.00	
	US Emroider	Flag Label	White	1	\$0.10	\$0.10	
	US Emroider	Strip Label	White	1	\$0.50	\$0.50	
Total Findings						\$2.04	
Direct Labor	Activity	SAM			Rate	Total Cost	
	Cutting				0.45	\$10	\$4.50
	Sewing				1.5	\$8	\$12
	Pressing				0.15	\$8	\$1.20
	Inspection				0.1	\$8	\$0.80
Total Direct Labor						\$18.50	
Overhead	Activity	Unit			Cost Per Unit	Total Cost	
	Processes				1	\$2	\$2
Total Overhead						\$2	
Shipping and Packaging	Item				Yield	Cost Per Unit	Total Cost
	Box				1	\$1	\$1
	Plastic Bag				1	\$0.02	\$0.02
	Hangtag				1	\$0.02	\$0.02
	Mailing Lable				1	\$0.01	\$0.01
	Tape				1	\$0.03	\$0.03
Total Shipping & Packaging:						\$1.08	
Profit Analysis	Total Cost:					\$27.73	
	Net Profit:					\$13.87	
	Selling Price:					\$42	
Market Analysis	Brand	Product Name				Price	
	Champion	POWERBLEND FLEECE CREW, C LOGO				\$30	
	Shein	Solid Round Neck Sweatshirt				\$9	
	Lululemon	Perfectly Oversized Cropped Crew				\$49	
	Nike	Nike Sportswear Club Fleece				\$50	
	Adidas	adidas Trefoil Linear Crew Neck Sweatshirt				\$41.92	
	Pac Sun	PacSun Natural Vintage Wash Crew Neck Sweatshirt				\$24.97	
	Primitive	Tournament Fleece Crewneck				\$65.00	
	Thrasher	Thrasher Gonz Logo Brown Crew Neck Sweatshirt				\$49.95	
	Calvin Klein	Relaxed Fit Standard Logo Crewneck Sweatshirt				\$49.99	
	Ralph Lauren	Cotton-Blend-Fleece Sweatshirt				\$45	
Average Retail Cost:						\$41.48	

RETAIL SPACE: FRONT



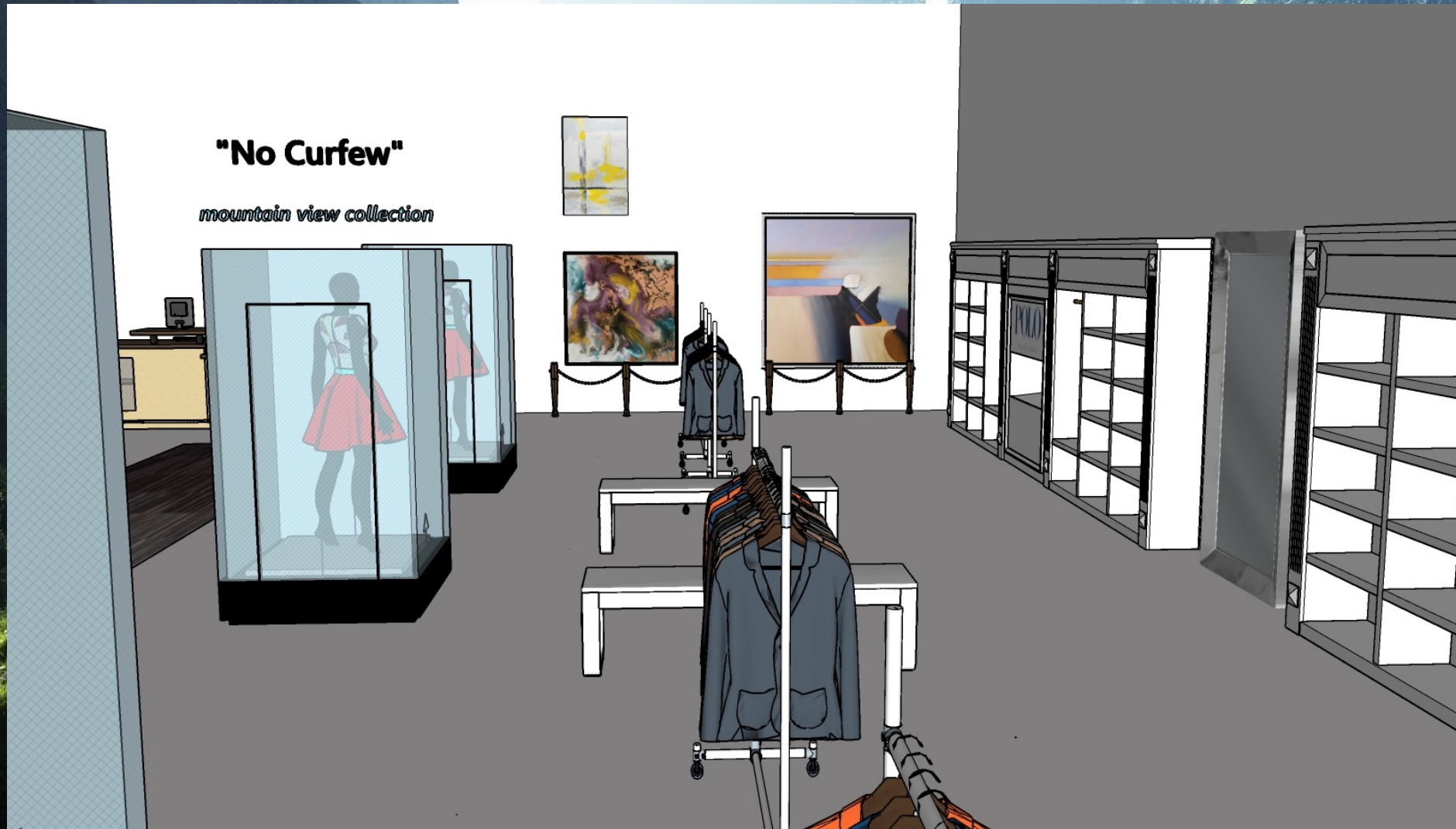
TOP VIEW



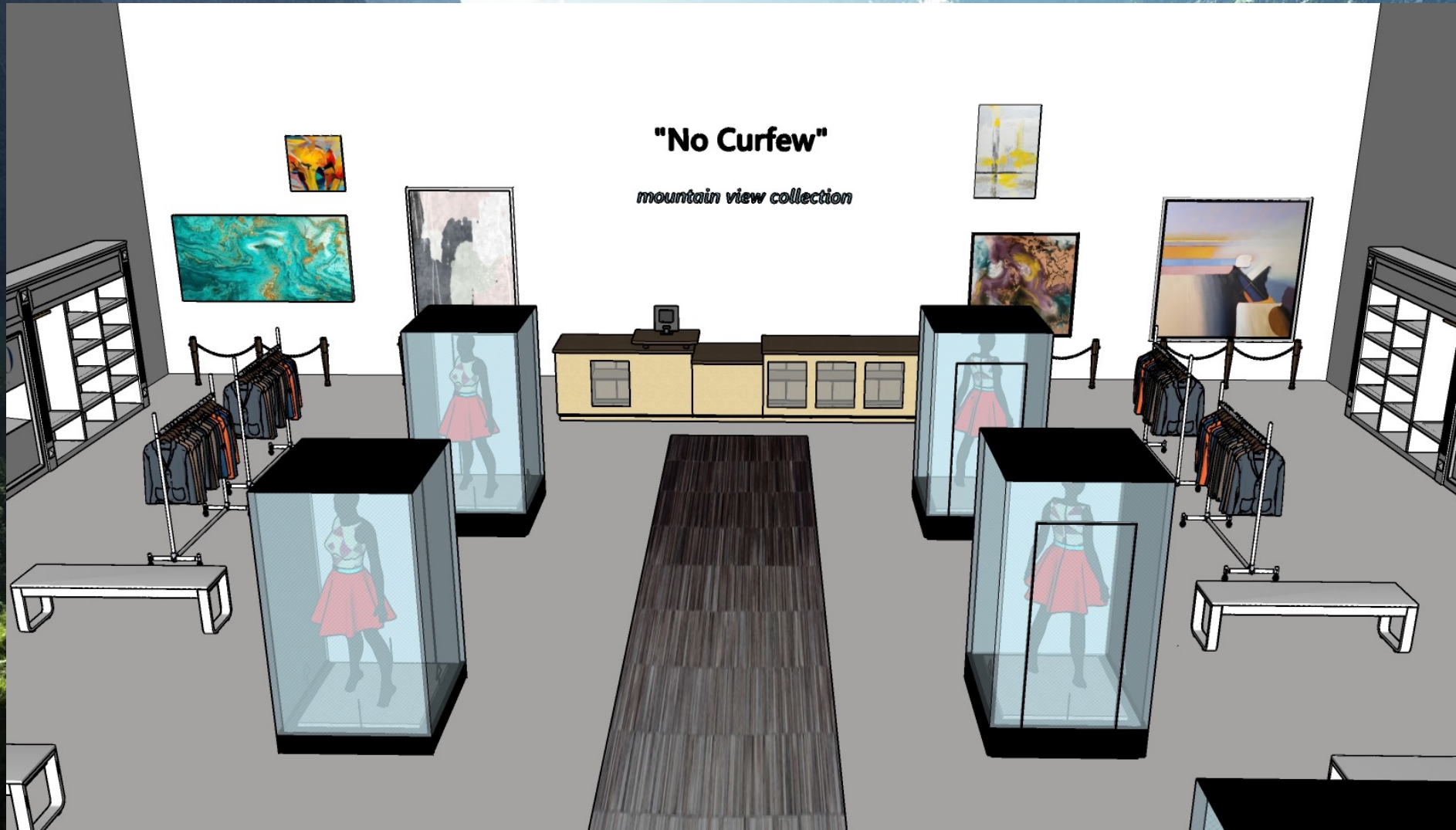
INTERIOR



INTERIOR



INTERIOR



“No Curfew”: Mountain View Collection.

The Mountain View Collection tells a story of a city boy fell in love with the aspects of Nature.

My collection is for young adults who grew up in large cities but learned to fall in love with the outdoors. They make an average salary of \$25,000- \$40,000 a year.

The top is made of soft cotton-polyester blend fleece that's resistant to shrinking and pilling. Meanwhile the bottoms are made of cotton-synthetic blends.

Developing cost: \$30- \$40, Retail Price: \$65-\$95

**My brand "No Curfew" will have its first ever pop-up shop
December 22, 2022. Location: 1600 6th Ave Des Moines, IA 50314.
Starts at 12:00am and ends at 3:00am.**

<https://jle172.wixsite.com/jefferson>

HOME

About

Resume

AMD 210

Contact

AMD 178

WORK CITED

<https://wallpaperaccess.com/mountain>

https://www.besthdwallpaper.com/mountains/snowy-mountain-dt_en-US-55123.html

<http://clipart-library.com/clip-art/mountain-clipart-transparent-background-6.htm>

<https://www.wallpaperflare.com/city-night-cityscape-urban-street-quiet-late-fog-haze-wallpaper-eprrv>

https://www.nytimes.com/interactive/2020/03/23/world/coronavirus-great-empty.html?campaign_id=154&emc=edit_cb_20200323&instance_id=17011&nl=coronavirus-briefing®i_id=81262306&segment_id=22674&te=1&user_id=70ce7eb22f89f0b2331d505ce8e784fa

<https://www.elledecor.com/design-decorate/color/advice/g1017/olive-green/?slide=2>