



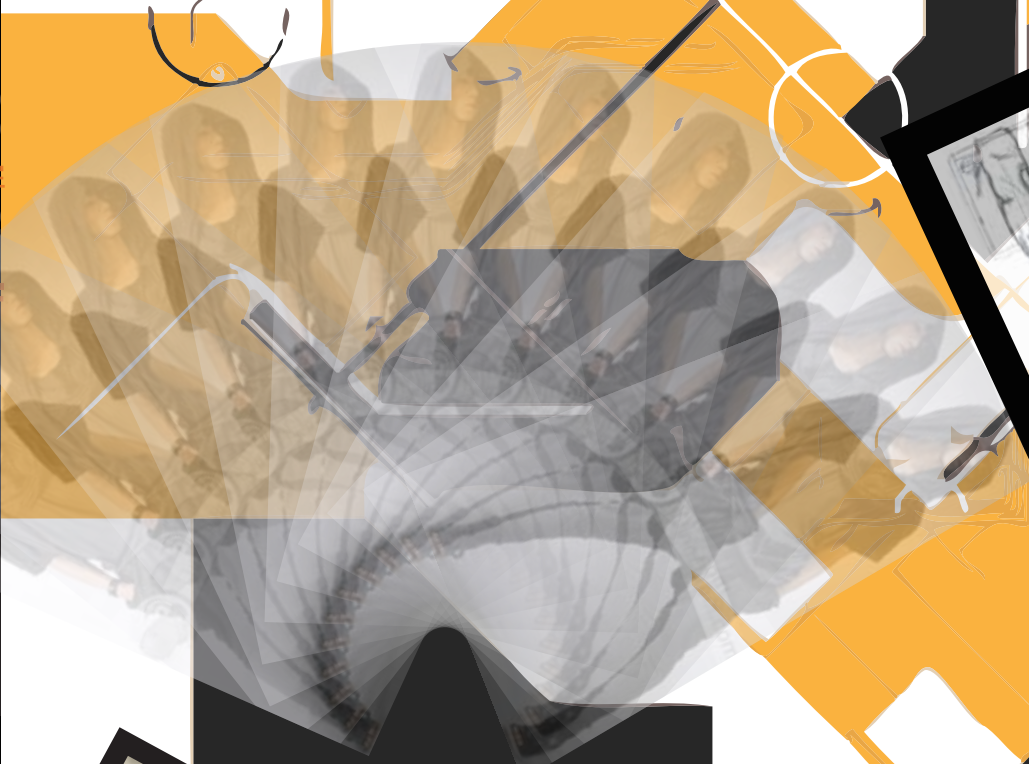
Keep a 3D point of view at all times – around the universe, around the body, and within a seamless technological environment. Constant movement, gesture and a circular template for thinking inspires a new way to approach design. Imagine the experience of touring a virtual garment from the inside out, undo the zip, peep into the pocket, turn back the cuff - now you've created a journey that engages the consumer. Follow a 360-degree approach as a step beyond the linear message of our spring/summer 2011 Timelines macro trend.

THEME : 360 DEGREE

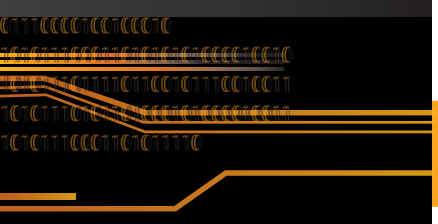
SEASON: SPRING SUMMER 2011

MENS WEAR COLLECTION : SHIRT,T-SHIRT,DENIM

360°

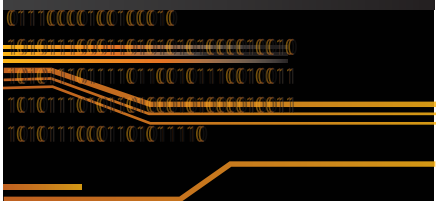


360



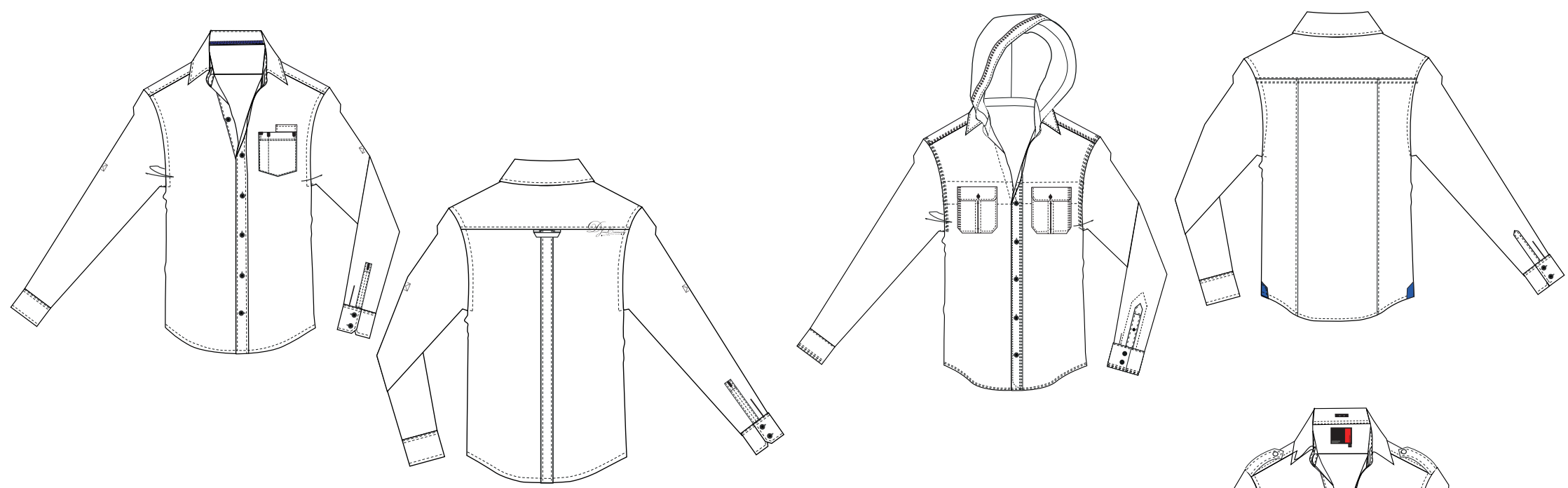


360°



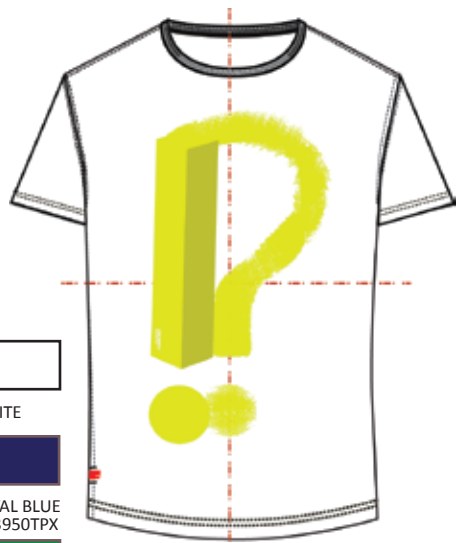
# Construction / fabric & wash idea





# SHIRT TECHNO DRAWINGS





WHITE



ROYAL BLUE  
19-3950TPX



AQUA GREEN  
18-5621TPX



BLACK



PEACH YELLOW  
13-0850TPX



SKY  
15-4312TPX



GREEN



MILANGE



MILANGE



DARK MILANGE



BURGANDY



19-1940TPX

# T-SHIRT TECHNO DRAWINGS



INDIGO  
19-4023TPX



DARK WINE  
19-2118TPX



YELLOW  
14-0852TPX



STEEL BLUE  
18-3910TPX



WINE  
19-1557TPX



BLACK  
19-0508TPX



ASH  
18-0201TPX



CHERRY  
19-1763TPX



BLACK  
19-0508TPX



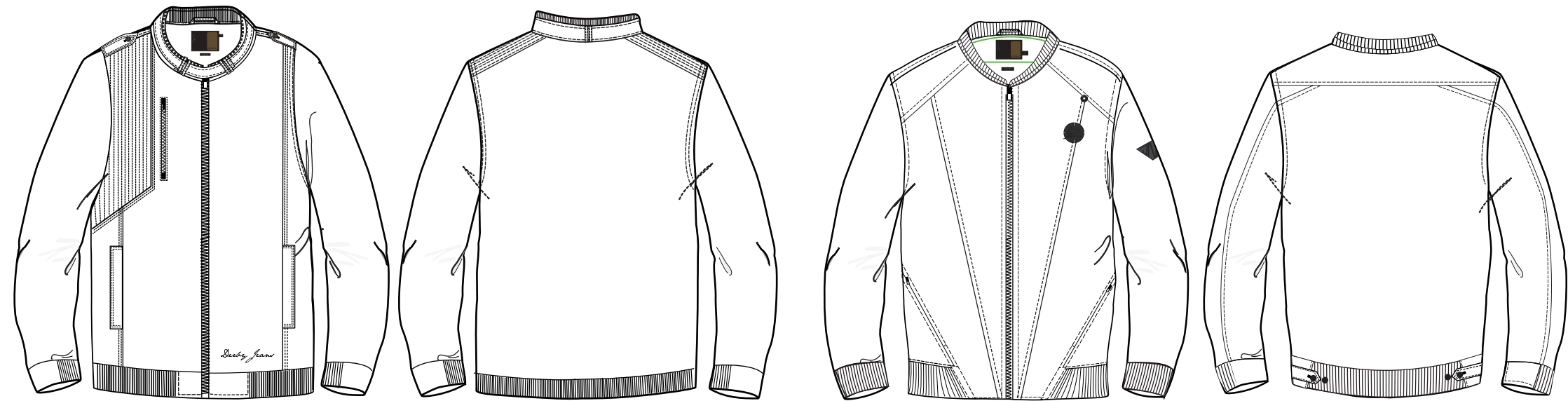
P GREY



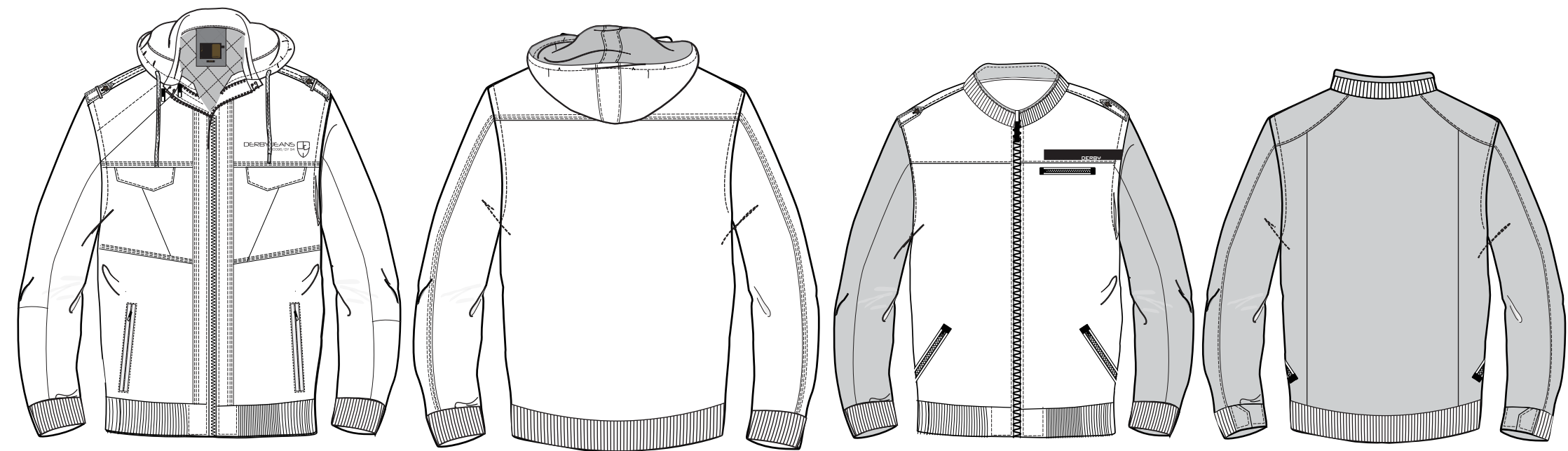
ROYAL BLUE

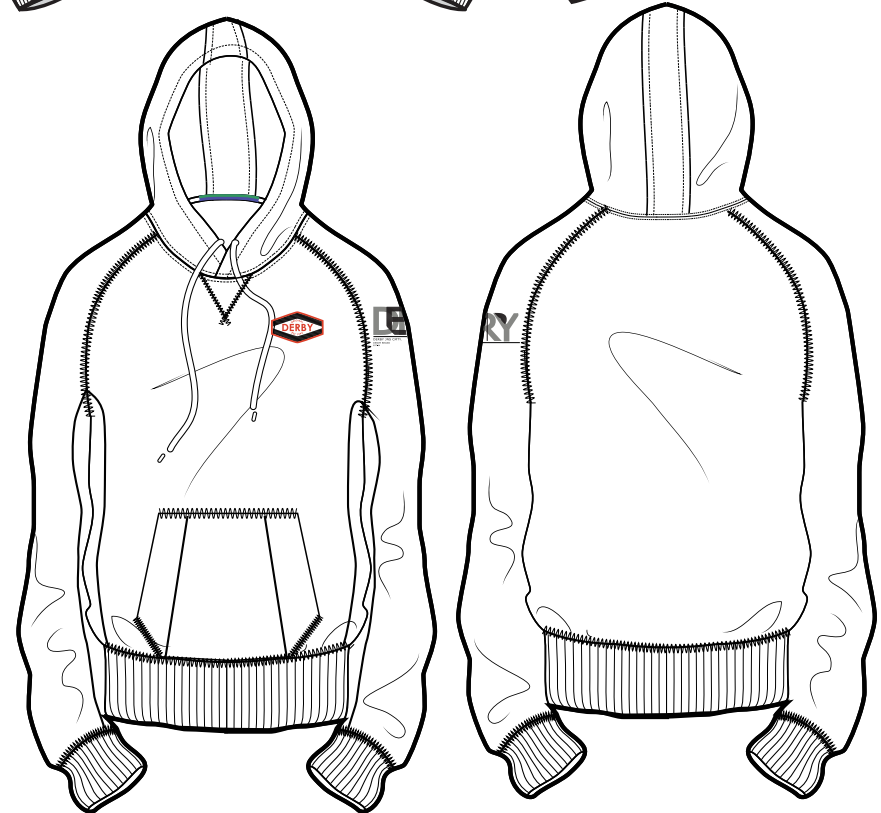
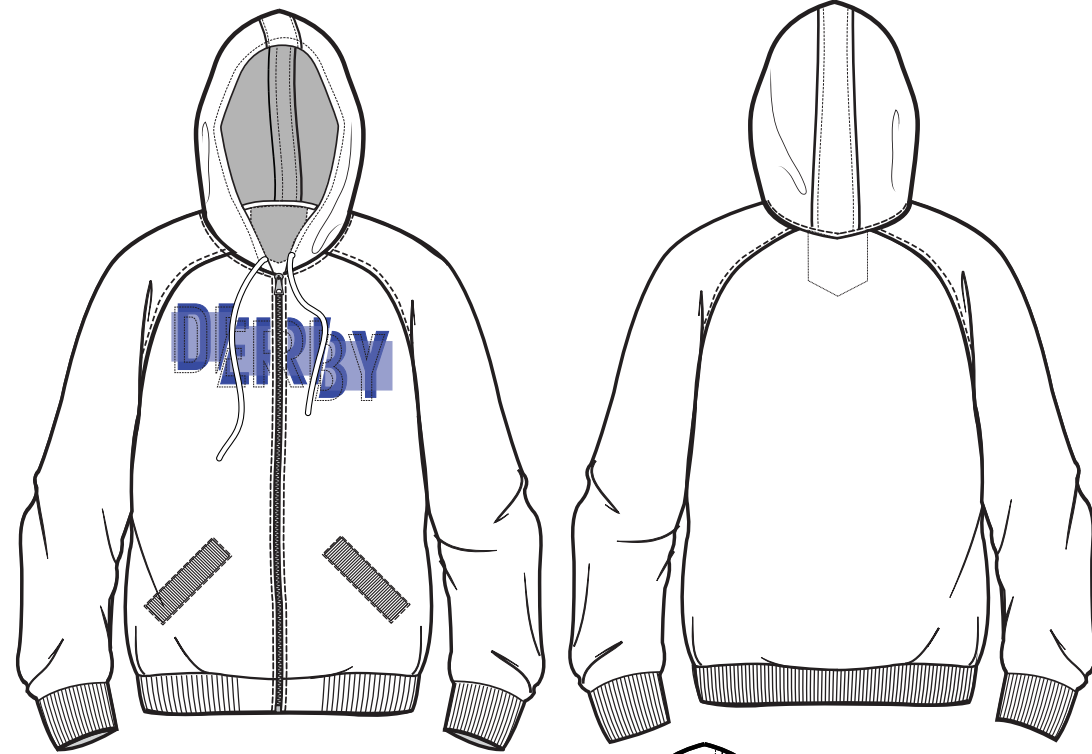
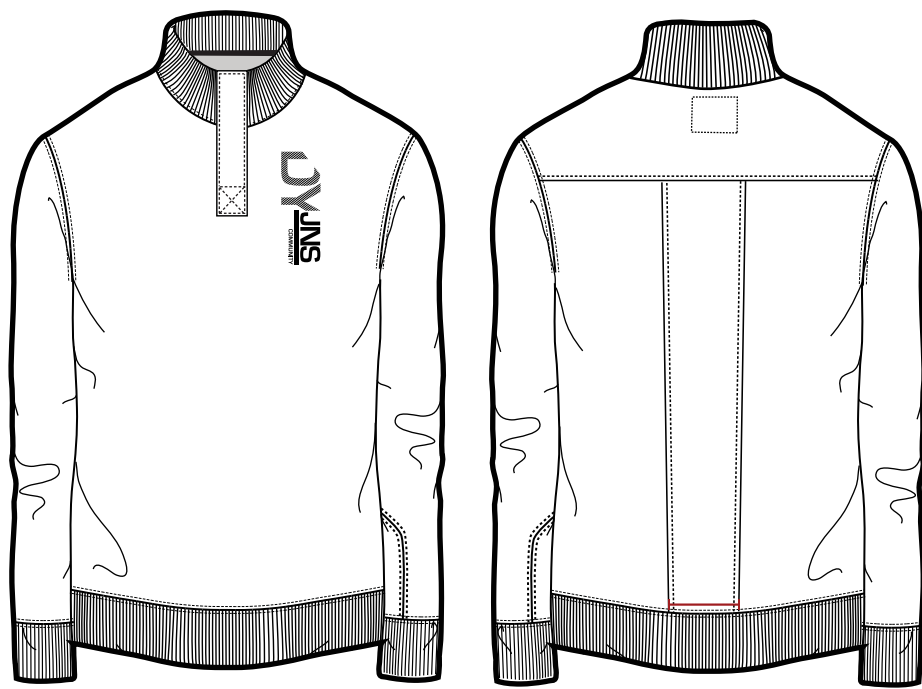


ECRU



# JACKET TECHNO DRAWINGS





SWEAT SHIRT TECHNO DRAWINGS

STYLE 1

FRONT



BACK



ACTUAL SIZE FOR BUCKLE BRANDING ARTWORK



# LEATHER ACCESSORIES TECHNO DRAWINGS

STYLE 2

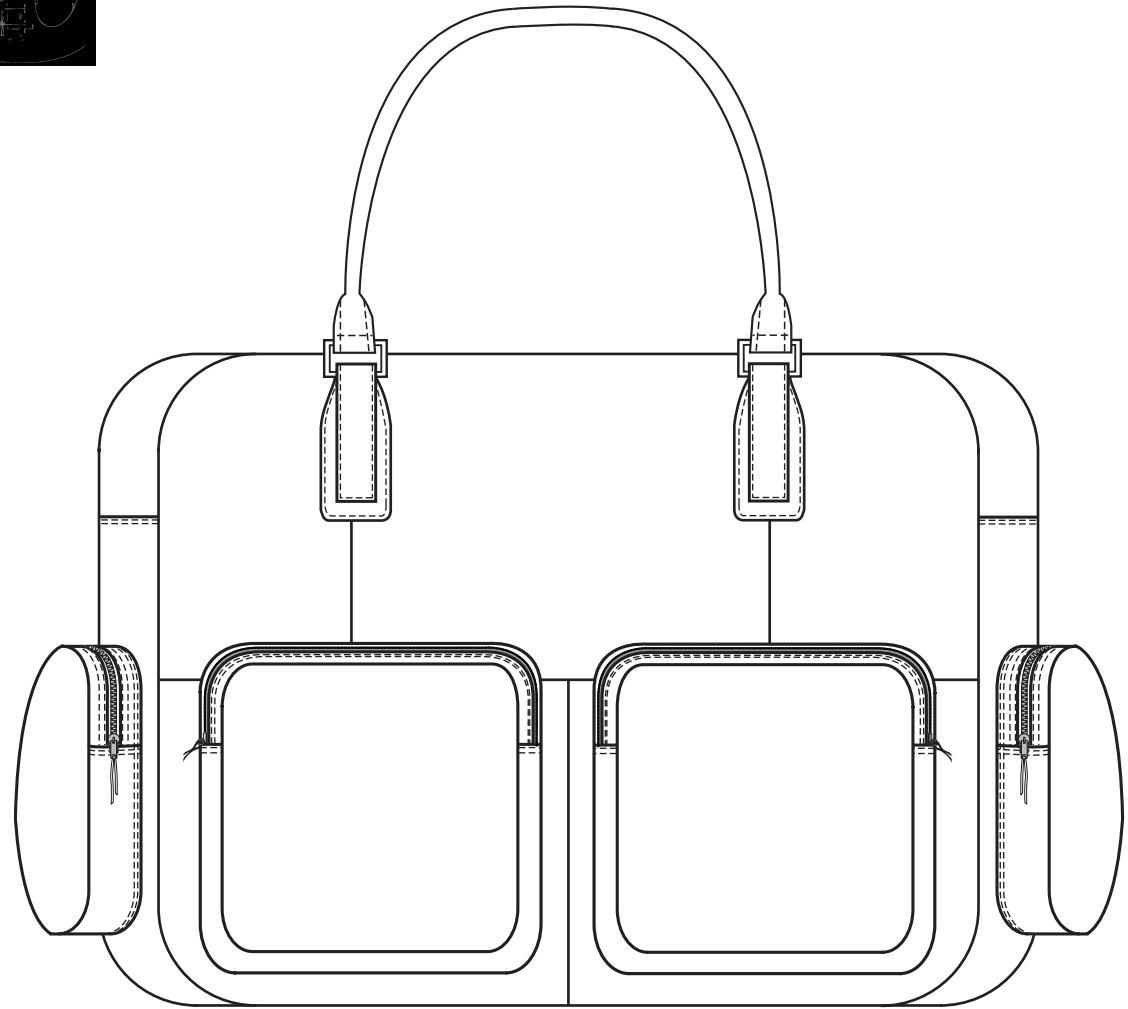
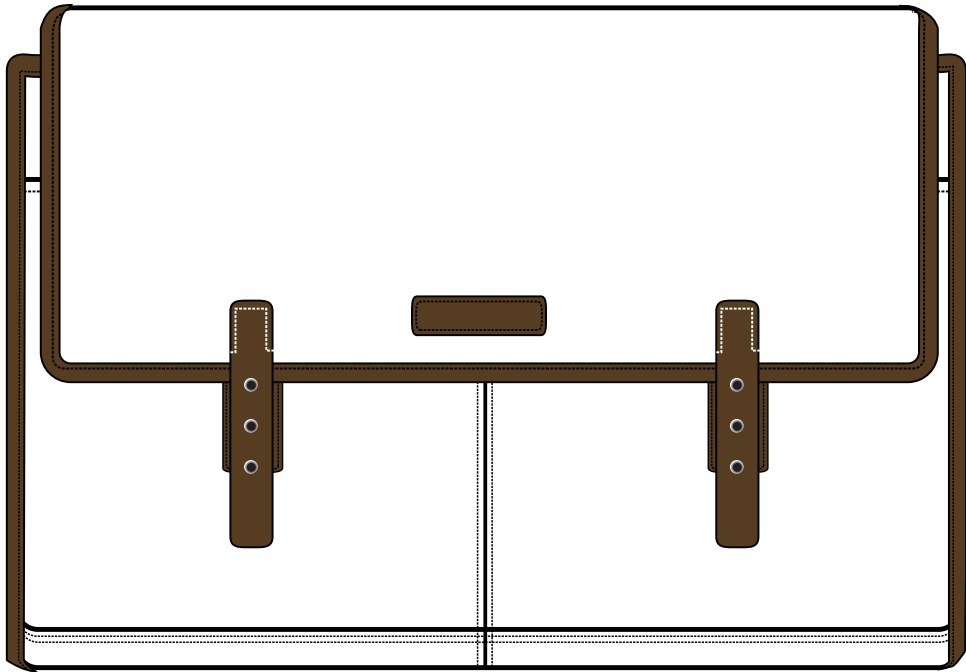


ACTUAL SIZE FOR BUCKLE BRANDING ARTWORK





# LEATHER BAG TECHNO DRAWINGS



T 2-014  
ACTUAL SIZE

94  
3 cm  
1.8 cm

T 2-013  
ACTUAL SIZE

DERBY  
2 cm  
1.8 cm

T 2-012  
ACTUAL SIZE

DY-94/IND-096  
DERBY JNS  
JNS-094  
4 cm  
1.28 cm

ARTWORK TECHNO DRAWINGS

T 2-008  
ACTUAL SIZE

Derby Jeans  
9 cm

T 2-011  
ACTUAL SIZE

94  
2.28 cm  
2.5 cm

T 2-010  
ACTUAL SIZE

derby jeans  
8.5 cm

T 2-009  
ACTUAL SIZE

Derby Jeans  
7 cm

PA 924



DERBY JEANS  
EST. 94

P 389



DERBY

K046 - 2



DERBY  
EST. 94

MY COMPANY



D-E-R-B-Y  
EST. 94

# TRIMS TECHNO DRAWINGS

PA 963



DERBY JEANS  
EST. 94

PA 132



DERBY

PA 236



DERBY  
EST. 94

PA 655



D.E.R.B.Y J.E.A.N.S.  
EST. 94

PA 963



D.E.R.B.Y  
EST. 94

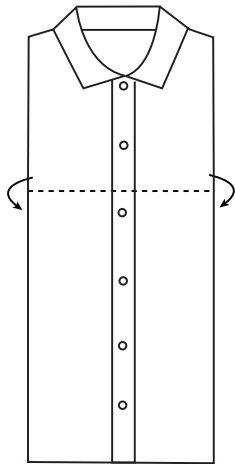
# PACKAGING TECHNO DRAWING

## PACKING TECHNIQUE:

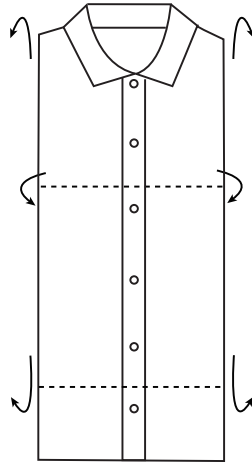
STEP -1



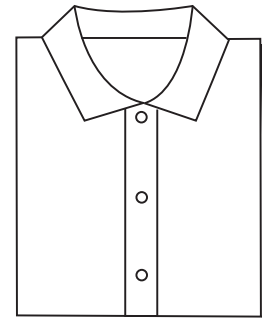
STEP -2



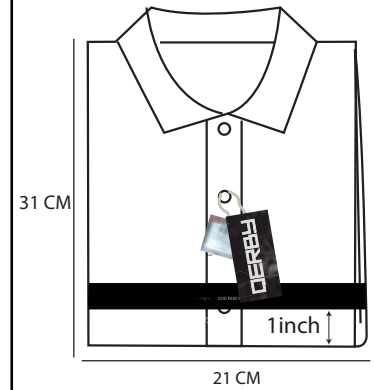
STEP -3



STEP -4



STEP -5



Grow Commune

Together Explore  
Grow Commune

Belong Together Evolve Together  
Commune Explore

Create Evolve  
Commune Explore

Become

Engage Progress Adapt  
Create Progress Adapt

Become Progress

Engage Progress Adapt

Progress

DERBY



DERBY



DERBY



DERBY



# Commute



Sweat Shirt  
Style No. ZP003  
Shirt  
Style No. 15TDW



Merging  
Highlights

Denim  
Style No. ZD007

Natural  
dimensional  
Whiskers



# Adapt

Denim  
Style No. ZPT025  
Jacket  
Style No. ZP008  
Shirt  
Style No. 15W08



# Become



Denim  
Style No. ZD000  
Shirt  
Style No. 15FD18  
Sweat Shirt  
Style No. ZT001



Denim With  
Irregular Tone  
Patches

Denim  
Style No. ZD022

# Evolve



Double Zipper Jacket  
With Yarn Dyed Trim

Denim  
Style No. ZD006  
Shirt  
Style No. 16W076  
Jacket  
Style No. ZP002

Pigment Spots

DERBY



DERBY



DERBY



DERBY









*.....individuals identities converge  
in a cohesive common fabric...*