

Lagom II

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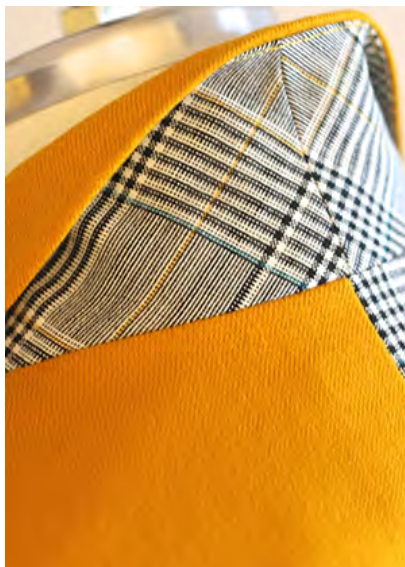
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The design is inspired by intangible aspects of values and desires held by successful, stylish working men. Dialogue between extreme tradition and exciting avant-garde is portrayed in this adventurous contemporary outfit. Classic aesthetics juxtaposed with contemporary vision through the use of different colors, pattern and textures make lives of men more enjoyable and colorful for the upcoming fall and winter season. This design is named after a Swedish word “Lagom”, meaning “not too much, not too little, just right”, just as what menswear should be.

Flat pattern drafting technique was utilized to create all garment pieces. Construction techniques involved both traditional hand-sewing method from old suit-making book and commercial machine-stitch method. 100% wool and cotton materials were used for all components except for jacket lining and fusible as it was the most environmental materials to utilize. These material choices also elevates the



quality of the garments.



Traditional silhouette is maintained, however asymmetric element is added through the use of color-blocking method. Although fabric colors may seem bold and unfamiliar, traditional box plaid pattern counter-balances the look. This colorful, one of a kind outfit serves to satisfy niche market customers, those that want to detour from mainstream men's fashion direction. Completed in April, 2014.