

J.CREW HOME

DESIGN & PRODUCT DEVELOPMENT



J.CREW HERITAGE ARCHIVES

J.CREW IS AN ICONIC BRAND KNOWN FOR ITS PREPPY LOOK. LOOKING TO REVIVE ITS HEYDAY AND EXPAND INTO A LIFESTYLE BRAND, THE BRAND LAUNCHED J.CREW HOME AND COMPONO.

AS A PART OF J.CREW GROUP'S EMERGING BRANDS DIVISION, I WORKED ON MULTIPLE BRANDS. FOR THIS PRESENTATION, WE WILL FOCUS ON J.CREW HOME'S FINAL ASSORTMENT.

THE DESIGN PROCESS BEGAN BY LOOKING THROUGH ARCHIVES OF SAMPLES AND CATALOGS. LOOKING FOR ICONIC PIECES AND IMAGES THAT ENCAPSULATE THE BRAND, WE FOUND WHAT MADE J.CREW SPECIAL AND A STAPLE IN CUSTOMERS' CLOSETS- BRIGHT COLORS, PLAYFUL PATTERNS, AND GOOD QUALITY ITEMS.

MY MAIN CONTRIBUTION FOR J.CREW HOME INCLUDED CMF APPLICATION, TECHNICAL DRAWINGS, SURFACE PATTERN DESIGN, AND REVIEWING TEXTILE LAB DIPS.





J.CREW HOME VS COMONO

MATERIAL & TECHNIQUE

AS WE MOVE ON IN THE DESIGN PROCESS, WE START TO CURATE PRINT, PATTERN, AND TECHNIQUES THAT WOULD SUIT THE BRANDS. MAKING SURE THE TWO HAVE THEIR OWN DISTINCT VOICE.

WORKING UNDER OUR DESIGN DIRECTOR, I WAS ABLE TO LEARN ABOUT TEXTILES TECHNIQUES AND MATERIALS. FROM SILK APPLIQUES TO CREWEL WORK TO CUT VELVETS.

AS WE EXPLORED, WE BEGAN TO DELINEATE THE TWO BRAND VOICES.

COMONO WAS OUR MORE REFINED AND ELEVATED BRAND, FOCUSING ON CRAFT AND TECHNIQUE. WHILE J.CREW HOME REPRESENTED THE ICONIC BRAND'S BRIGHT, CLEAN CUT, AND PREPPY AESTHETIC.

J.CREW HOME FOCUSED ON CHUNKY KNITS, BOUCLE, LINEN, AND WOOL BLENDS.





J.CREW HOME

COLOR, PATTERN, AND MATERIAL APPLICATION

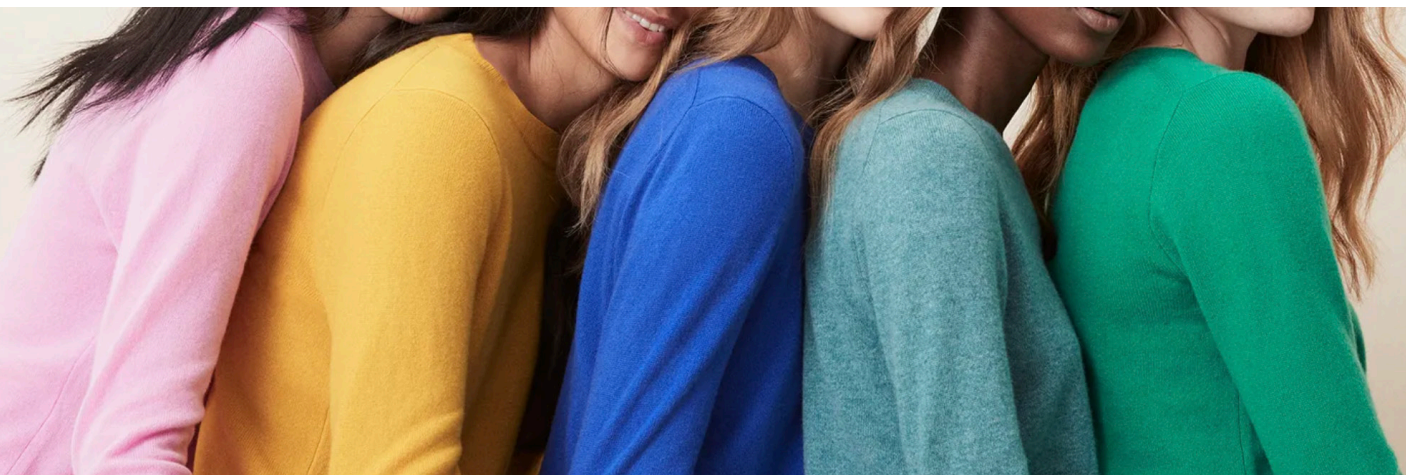
SO WHAT PATTERNS DEFINE THE BRAND WHEN TRANSLATED TO SOFT GOODS?

GOING THROUGH ARCHIVES, IT BECAME CLEAR THAT CABLE KNITS, STRIPES, AND PLAIDS ARE AN IMPORTANT STAPLE FOR THE BRAND. AS WE START TO PULL HERITAGE PATTERNS AND DESIGN NEW PATTERNS, I WAS ABLE TO PLAY WITH CMF APPLICATION. DOING SO, WE ASKED OURSELVES- A GOOD BRAND HAS GOOD BASICS BY FOCUSING ON MATERIAL, BUT HOW CAN PUT OUR OWN TWIST ON IT?

J.CREW LOVES A GOOD LAYERING AND COLOR-BLOCKING MOMENT, SO I PLAYED WITH THE IDEA OF MIXING MATERIALS AND TECHNIQUES. WHEN IT CAME TO OUR PIPED PILLOWS, I WAS IDEATING WITH CORDUROY, KNITS, VELVET, BOUCLE, AND LINEN.

I WANTED TO CREATE A FEELING OF CASUAL COMFORT, WARMTH, AND QUALITY TO REFLECT THE BRAND. LINEN WITH A VELVET PIPE TRIM WAS THE PERFECT MIX.

PULLING OUR COLOR PALETTE FROM THE CONCEPT TEAM'S SEASONAL AND CORE PALETTE, WE CONTINUE TO EVOLVE OUR ASSORTMENT BY PLAYING WITH COLOR-BLOCKING. TESTING COMPLEMENTARY AND ANALOGOUS PALETTES.





J.CREW HOME FINAL ASSORTMENT

THE FINAL ASSORTMENT FOR J.CREW HOME WAS REMINISCENT OF THE RUGBY STRIPES, MULTI-STRIPES, TARTANS, AND GOOD BASICS THEY ARE KNOWN FOR.

