



URBAN ZEN

Magnetic Field Therapy Fashion

In this fast-paced modern world we live in, our daily life is filled with stress and often leads to aches and pain on our bodies. The urban Zen trench coat was inspired by the healing power of ancient Chinese acupuncture techniques, by placing magnets at those acupuncture points located around the waist area to provide the wearer of this trench coat some magnetic field therapy. Allowing the wearer to have a **Zen & Healing** moment even while she was busy running errands or in her office working.

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Trends

Luxe Denim

70s Nostalgia



Clean Crisp Lines



Trench Coat



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Cotton Denim & Lurex



Silk Charmeuse



Magnets x 6



3mm Sequins & Glass Beads



Natural Quartz Crystals & Pearls



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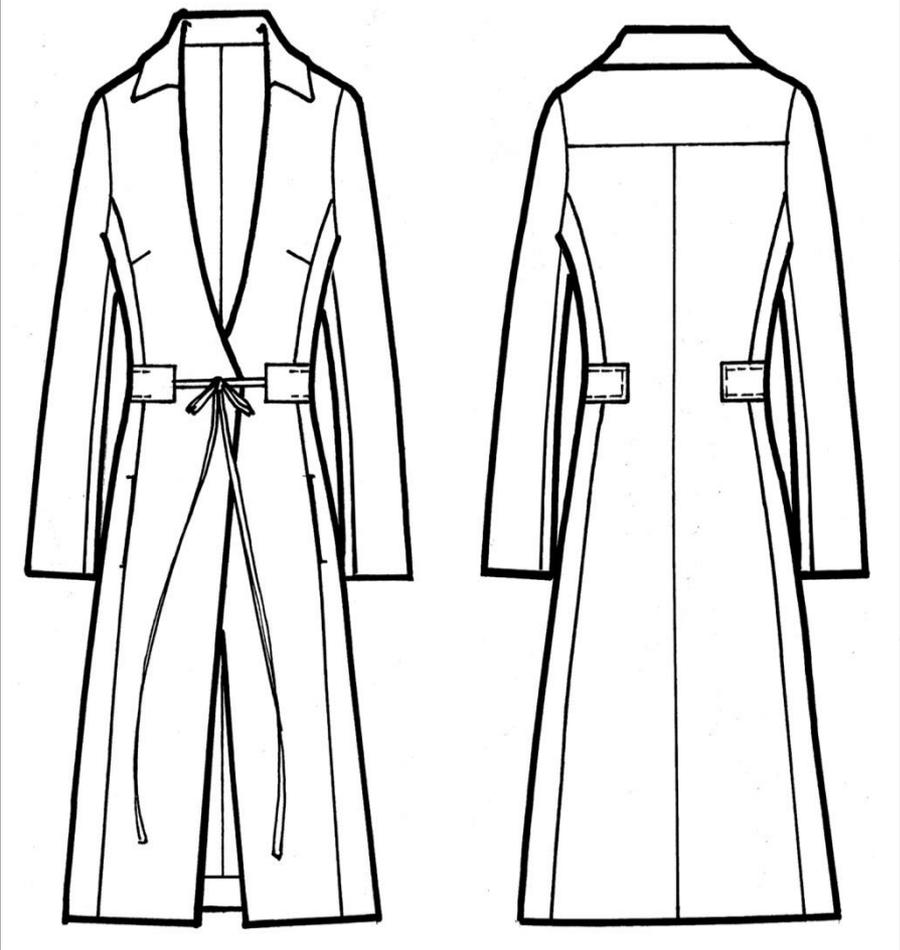
DESIGN WORKSHEET

STYLE	SS15-123456	SEASON	Spring Summer 2015
DESCRIPTION	Urban Zen Denim Trench Coat	CATEGORY	Coat / Jacket
FABRIC	Denim w/ Rose Gold Lurex , Silk charmeuse lining	SIZE RANGE	XS (2), S (4), M (6), L (8), XL (10)
COLORS	Indigo blue denim, Aqual blue silk charmeuse	DESIGNER	Alan Tung
SAMPLE SIZE	Size 4	TRIMS	Hook & Eye, 4mm sequins, beads, clear quartz stones, patches
BRAND / DIVISION	Alan Tung Black Label	DATE	11-20-2014

SPEC SHEET : Urban Zen Denim Trench Coat

Factory:
Jung's Sample Room

STYLE	SS15-123456	SEASON	Spring Summer 2015
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	Size 4	1ST FIT	RVSD SPEC	2ND FIT	APPRVD SPEC
Body Length from HPS	40				40
Cross Shoulder	15 3/4				15 3/4
Cross Chest 1" Below Armhole	17				17
Front Neck Drop	14 1/4				14 1/4
Back Neck Drop	1/2				1/2
Collar To Front Closure Point	15 1/2				15 1/2
Front Closure Point to Hem Length	24 1/2				24 1/2
Front Collar width	3 3/4				3 3/4
Back Collar Height	1 1/2				1 1/2
Shoulder Drop from HPS	1 1/2				1 1/2
Bust Dart Length	2 1/4				2 1/4
Princess Seam Start at (from HPS)	8 3/4				8 3/4
Bust Dart on Princess Seam fr Armhole	2 1/2				2 1/2
Waist (16" from HPS)	15				15
Hip (24" from HPS)	18 1/2				18 1/2
Sleeve Length from Top of Armhole	25 1/2				25 1/2
Front Pocket Starts from bottom of beaded patch	3 1/2				3 1/2
Front Pocket Opening	6				6
Princess Seam @ Hem to CF edge	8				8
Sleeve opening	5				5
Beaded Patches @ Waist - Height	2 1/4				2 1/4
Beaded Patches @ Waist - Length	8 1/2				8 1/2
Self Fabric Tie Straps @ CF - Length	31 1/4				31 1/4
Self Fabric Tie Straps @ CF - Width	3/8				3/8
Back Yoke Height @ CB	4				4
Back Yoke Cross Back Length	15				15
CB Seam Length	36				36
Shoulder To Top Armhole Length	4 1/2				4 1/2
Back Princess Seam Starts Below Bk Yoke	4 1/2				4 1/2
Back Princess Seam @ Hem to CB	8 3/4				8 3/4
Back Yoke Seam to Waist Length	11 3/4				11 3/4
Hook & Eye Placement from CF Closure Point	1 3/4				1 3/4
Magnet Pouch Length x Height	4.5 x 1.5				4.5 x 1.5

SKETCH



COMMENTS:

- Place main logo below back neckline @ CB
- Care label under the main label @ inside CB neckline
- 1" Fold up hem inside of the coat
- Hook & Eye 1 1/2" away from CF closure point
- No topstitching anywhere except at the beaded patches @ waist

APPROVALS:

ALAN TUNG

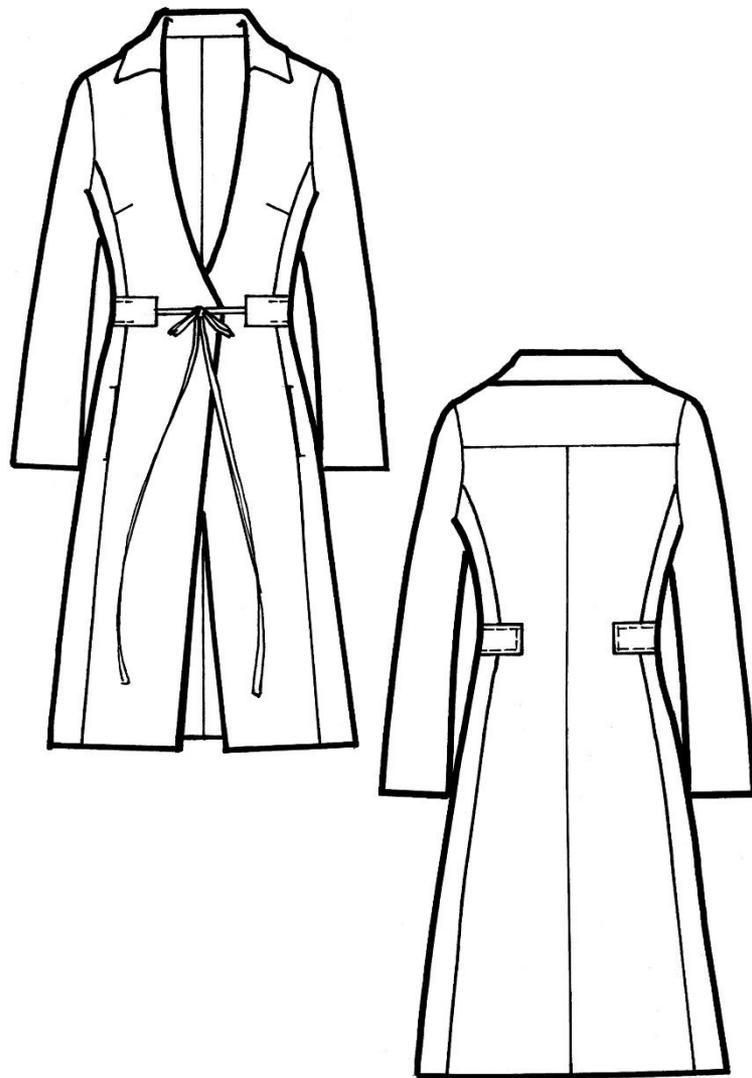
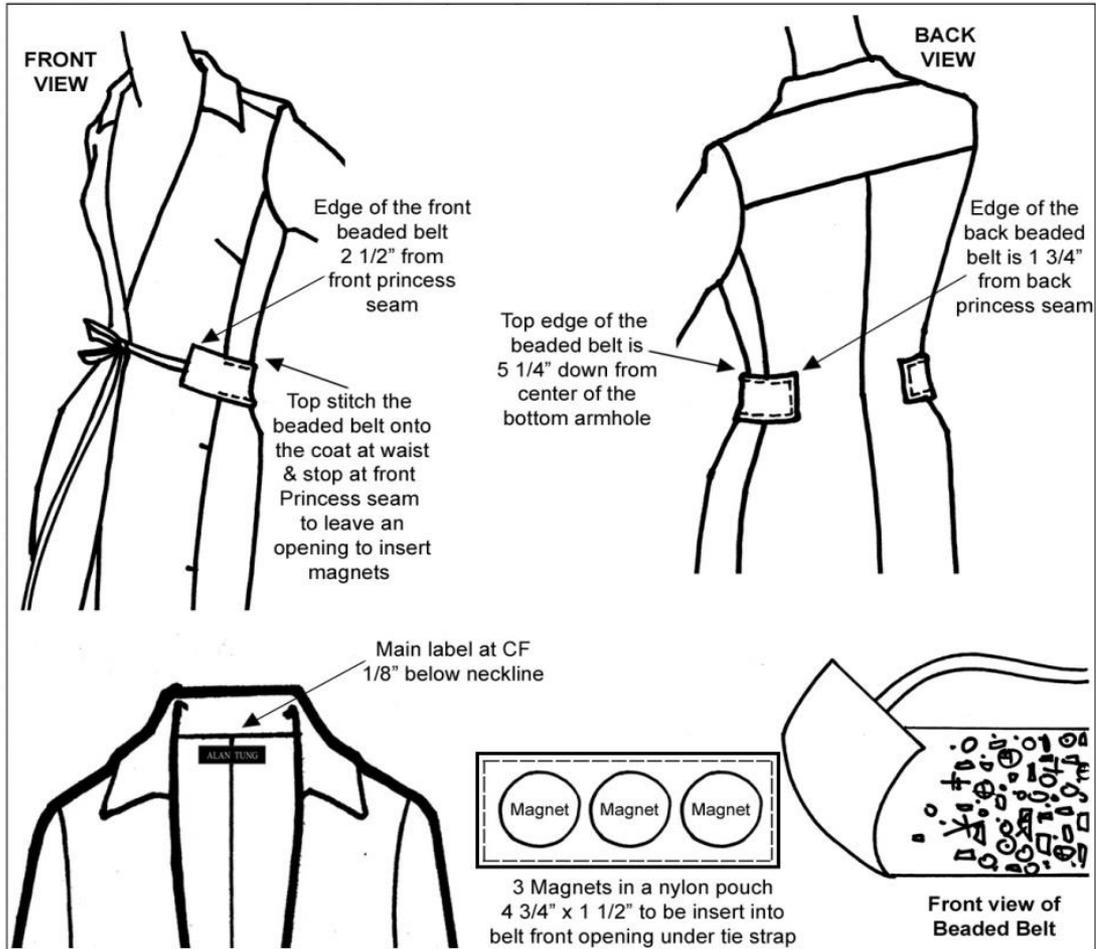
CONSTRUCTION:

Urban Zen Trench Coat

Factory:

Jung's Sample Room

STYLE	SS15-123456	SEASON	Spring Summer 2015
DESCRIPTION	Urban Zen Trench Coat	CATEGORY	Coat / Jacket
FABRIC	Denim w/ Rose Gold Luxrex , Silk charmeuse lining	SIZE RANGE	Size: XS, S, M, L, XL
COLORS	Indigo blue denim, Aqual blue silk charmeuse	DESIGNER	Alan Tung
SAMPLE SIZE	Size 4	TRIMS	Hook & Eye, 4mm sequins, beads, clear quartz stones, patches
BRAND / DIVISION	Alan Tung Black Label	DATE	11-20-2014



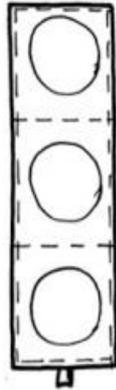
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POM : Urban Zen Denim Trench Coat

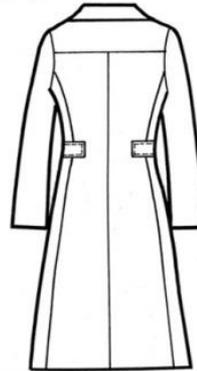
Factory: Jung's Sample Room

STYLE	SS15-123456	SEASON	Spring Summer 2015
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Magnets sewn in a fabric pouch can be remove from inside of the waist beaded compartment.

	TOL + 1/8	TOL - 1/8	XS	S	M	L	XL
Body Length from HPS	1/8	1/8	-1	-1	0	+1	+1
Cross Shoulder	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
Cross Chest 1" Below Armhole	1/8	1/8	-1	-1	0	+1	+1
Front Neck Drop	1/8	1/8	-1/4	-1/4	0	+1/4	+1/4
Back Neck Drop	1/8	1/8	0	0	0	0	0
Collar To Front Closure Point	1/8	1/8	-1/4	-1/4	0	+1/4	+1/4
Front Closure Point to Hem Length	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
Front Collar width	1/8	1/8	1/4	1/4	0	1/4	1/4
Back Collar Height	1/8	1/8	0	0	0	0	0
Shoulder Drop from HPS	1/8	1/8	0	0	0	0	0
Bust Dart Length	1/8	1/8	-1/4	-1/4	0	+1/4	+1/4
Princess Seam Start at (from HPS)	1/8	1/8	-1/4	-1/4	0	+1/4	+1/4
Bust Dart on Princess Seam fr Armhole	1/8	1/8	-1/4	-1/4	0	+1/4	+1/4
Waist (16" from HPS)	1/8	1/8	-1	-1	0	+1	+1
Hip (24" from HPS)	1/8	1/8	-1	-1	0	+1	+1
Sleeve Length from Top of Armhole	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
Front Pocket Starts from bottom of beaded patch	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
Front Pocket Opening	1/8	1/8	-1/4	-1/4	0	+1/4	+1/4
Princess Seam @ Hem to CF edge	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
Sleeve opening	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
Beaded Patches @ Waist - Height	1/8	1/8	-1/4	-1/4	0	+1/4	+1/4
Beaded Patches @ Waist - Length	1/8	1/8	-1/4	-1/4	0	+1/4	+1/4
Self Fabric Tie Straps @ CF - Length	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
Self Fabric Tie Straps @ CF - Width	1/8	1/8	0	0	0	0	0
Back Yoke Height @ CB	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
Back Yoke Cross Back Length	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
CB Seam Length	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
HPS To Top Armhole Length	1/8	1/8	-1/4	-1/4	0	+1/4	+1/4
Back Princess Seam Starts Below Bk Yoke	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
Back Princess Seam @ Hem to CB	1/8	1/8	-1/2	-1/2	0	+1/2	+1/2
Back Yoke Seam to Waist Length	1/8	1/8	0	0	0	0	0
Hook & Eye Placement from CF Closure Point	1/8	1/8	-1/4	-1/4	0	+1/4	+1/4
Magnet Pouch Length x Height	0	0	0	0	0	0	0



COMMENTS:

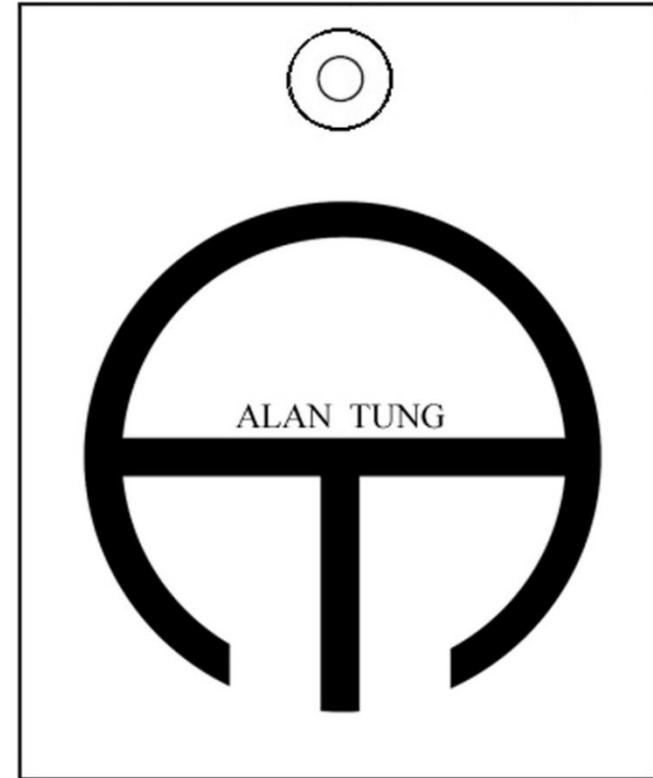
- Place main logo @ below inside CB neckline
- Care label under the main label @ inside CB neckline
- 1" Fold up hem inside of the coat
- Hook & Eye 1 1/2" away from CF closure point
- No topstitching anywhere except at the beaded patches @ waist

APPROVALS:

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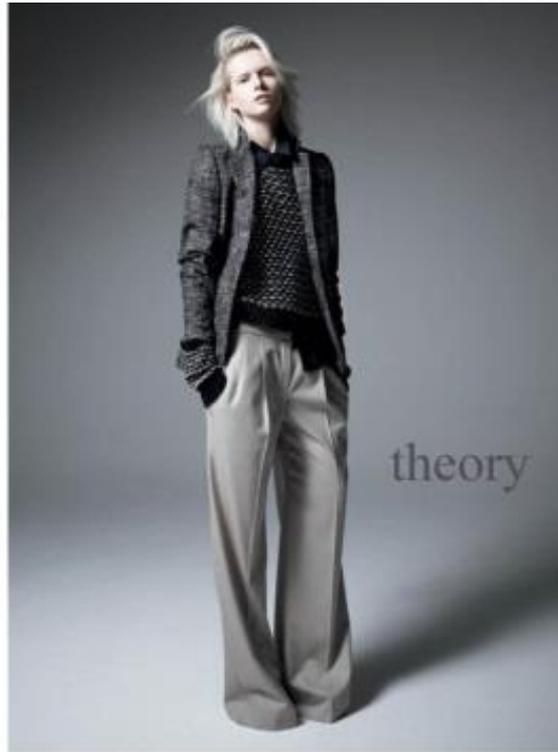
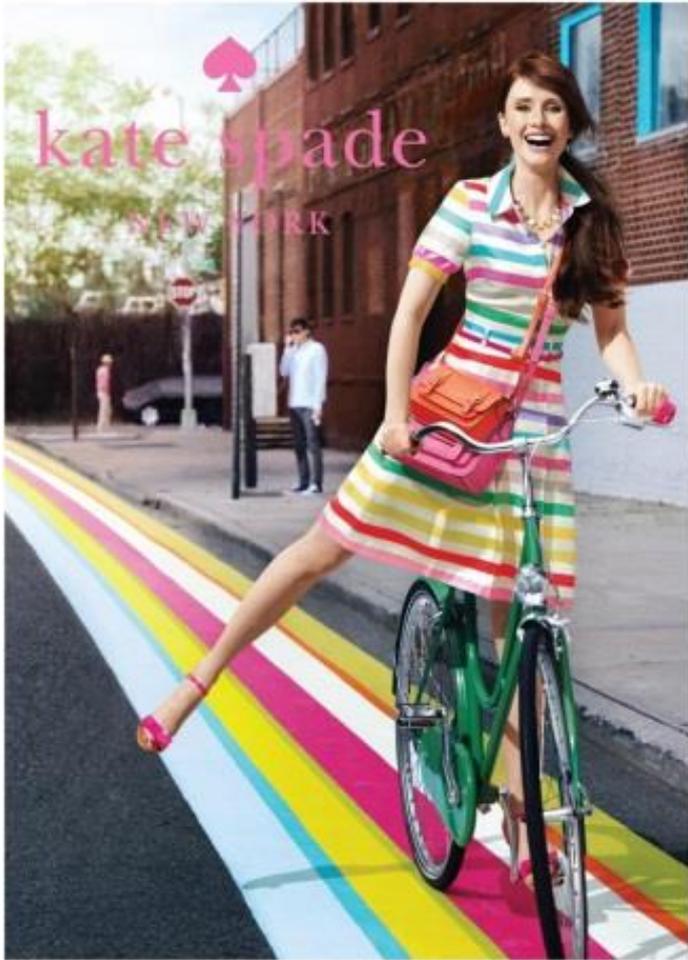
Label & Hang Tag



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Competitors

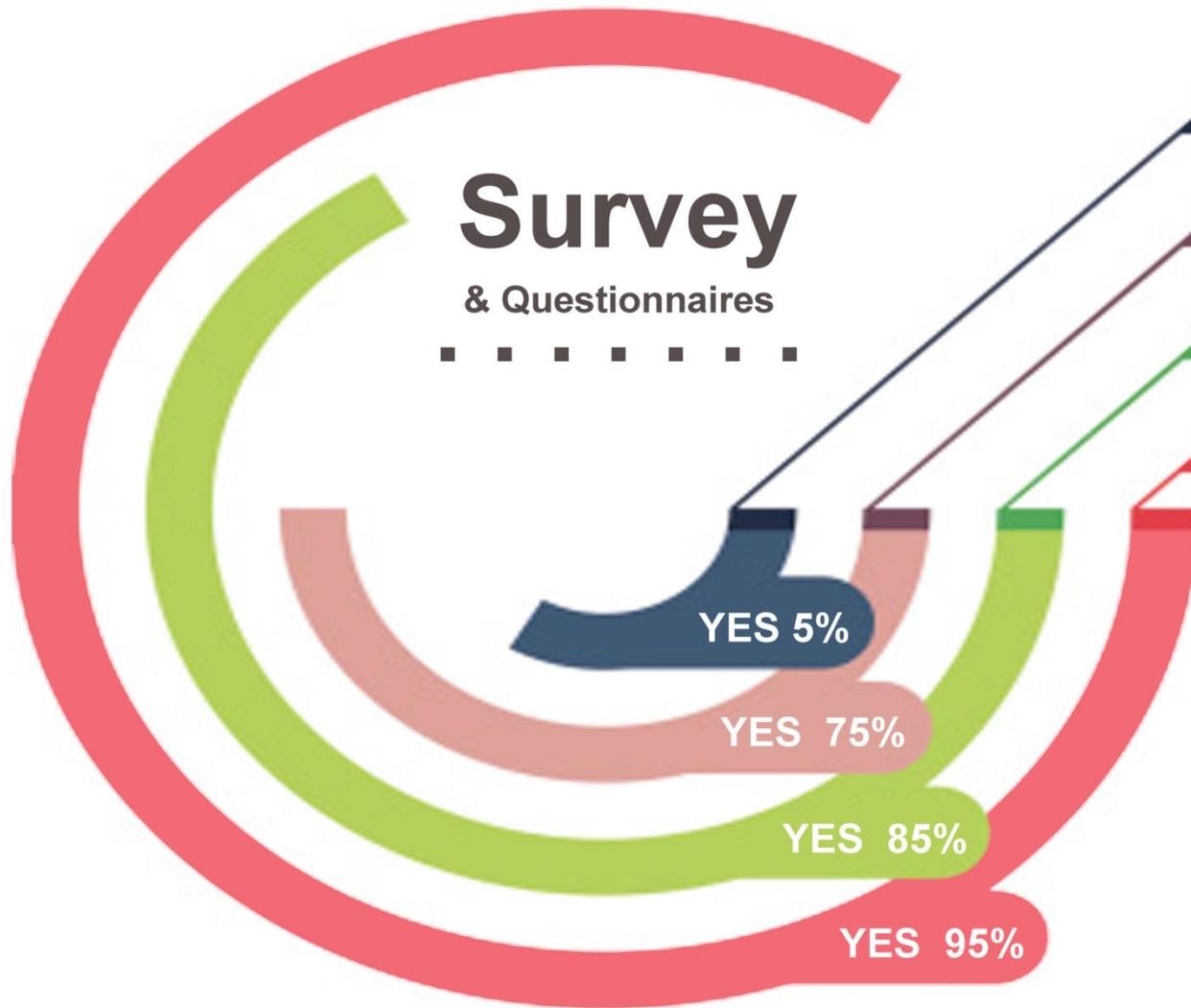


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Survey

& Questionnaires



You Don't Like Clothing with Embellishments & Special Details?

Do you have back pain?

Do You Live In or Close By A Big Metropolitan City?

Your Monthly Shopping Budgets Are More Than \$300?

A Survey was conducted among 50 women aged between 30 to 60. They were asked for their opinions on their fashion taste, shopping budgets, and if they have any physical aches & pain cause by daily stress and the type of shoes they wear

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Conclusion

The Urban Zen Magnetic Field Therapy Trench Coat has combined the healing powers of ancient Chinese acupuncture points philosophy with the scientific based magnetic field therapy all into one; embedded into a stylish women's trench coat for the busy modern-day women. It provided the same healing effect as those magnetic braces & wraps from the pharmacy stores but without the bulk and unfashionable styling. We believe those 6 magnetic discs inserts inside of the beaded waist patches will help the wearer improve blood circulations, ease back pain and overall well-being, providing her a "Zen Moment" in her busy life.



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