



“BEIRUT”

S/S 22 Collection

Master Fashion Design Menswear

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Istituto Marangoni

About



A Hidden LightHouse is A streetwear luxe brand specialised in apres beach wear.

The lighthouse that this brand draws inspiration from was once an infamous landmark in the heart of Beirut. It represented a time in which love and happiness prevailed, fishermans relied on the the seas gifts and the people gifted by the glimmering seas magic.

A Hidden Lighthouse's designs and overall aesthetic ranges from chill activewear inspired by the youth that play basketball after a swim, and refined comfort wear influenced by the creatively driven locals grabbing a drink by the sunset.





“What was once surrounded by all these buildings”



is now visible



“Beirut has two lighthouses, one active and one inactive. The inactive one holds great historical significance and can only be spotted if you look closely. I was drawn to the fact that even though this lighthouse is hidden, its significance makes it shine through the urban mask its hidden behind”



Left: sporting beach club,
Beirut 2014
Right: Lockstock Pub,
Beirut, Mar Mkhayel 2016



The day begins with a run **by the lighthouse**
laying in the middle of the mediterranean on a board
swimming back to a loved one on the shore.
Day turns to night and the sun sets, the sun rays now turn into
light beams extending from lit up side walk into the vast dark waters.
The city is warm , the people show love by the humble **hidden lighthouse**

Target Market



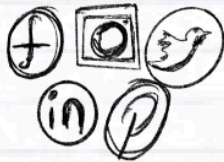
Age

25 to 34 years old

Highest level of education

Masters Degree (MA,MS)

Social Networks



Industry

Food and beverage

Organization Size

1-10 Employess

Preferred method of communication

E-mail
Social Media
Face to Face

Tools they need to do their job

Accounting and book keeping systems
Project Management
E-mail
Employee scheduling software
Cloud-based storage and file sharing applications

Job responsibilities

People management, marketing, resource management

Job is measured by

Team productivity

Goals and Objective

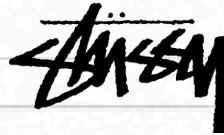
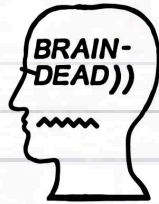
Revenue

Gain information by

Food conevntions, continuos culinary training

Brand Positionig

FASHIONABLE

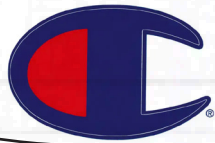


A HIDDEN LIGHTHOUSE

IS NOW VISIBLE

KITH

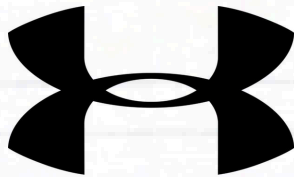
AMBUSH®



SLAM JAM

LOW PRICE

HIGH PRICE



UNDER ARMOUR



FUNCTIONAL

A HIDDEN LIGHTHOUSE

Competitors

STÜSSY

Merchandising Category	Number of Items	%
Hoodie	8	19.05
T-shirt	6	14.28
Pants	3	7.14
Socks	4	9.52
Shirt	5	11.9
Sweatpants	2	4.76
Accessory Items	14	33.3

MAIN COMPETITOR



MS
More PANT THAN
SWEATPANTS

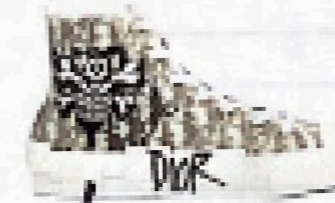
BIG ON ACCESSORIES
"Like Supreme"

MERCH BREAK DOWN



Shawn Stussy x Dior Mens Collection 2020

Dior's collaboration with Stussy released a streetwear collection manufactured with high quality textiles. Bold graphics were the main themes in this collaboration as well as the sneakers.



BEST SELLER!
"LIKE SNEAKER"



BAGS
ARE REPEATED
A LOT

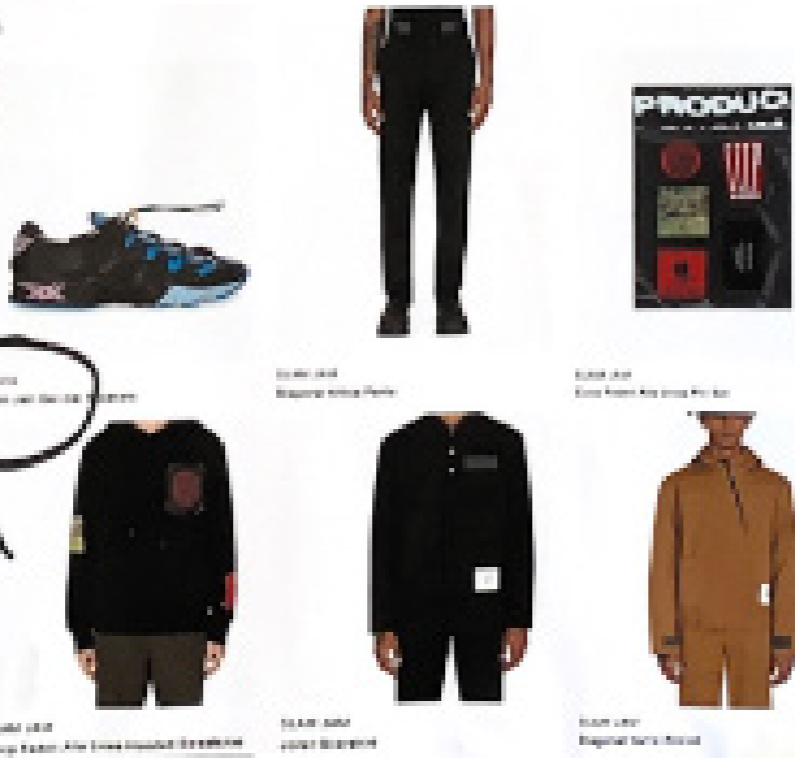
RETRO
BOLD
LOGOS (C)

A NEW
APPROACH
TO RETAIL

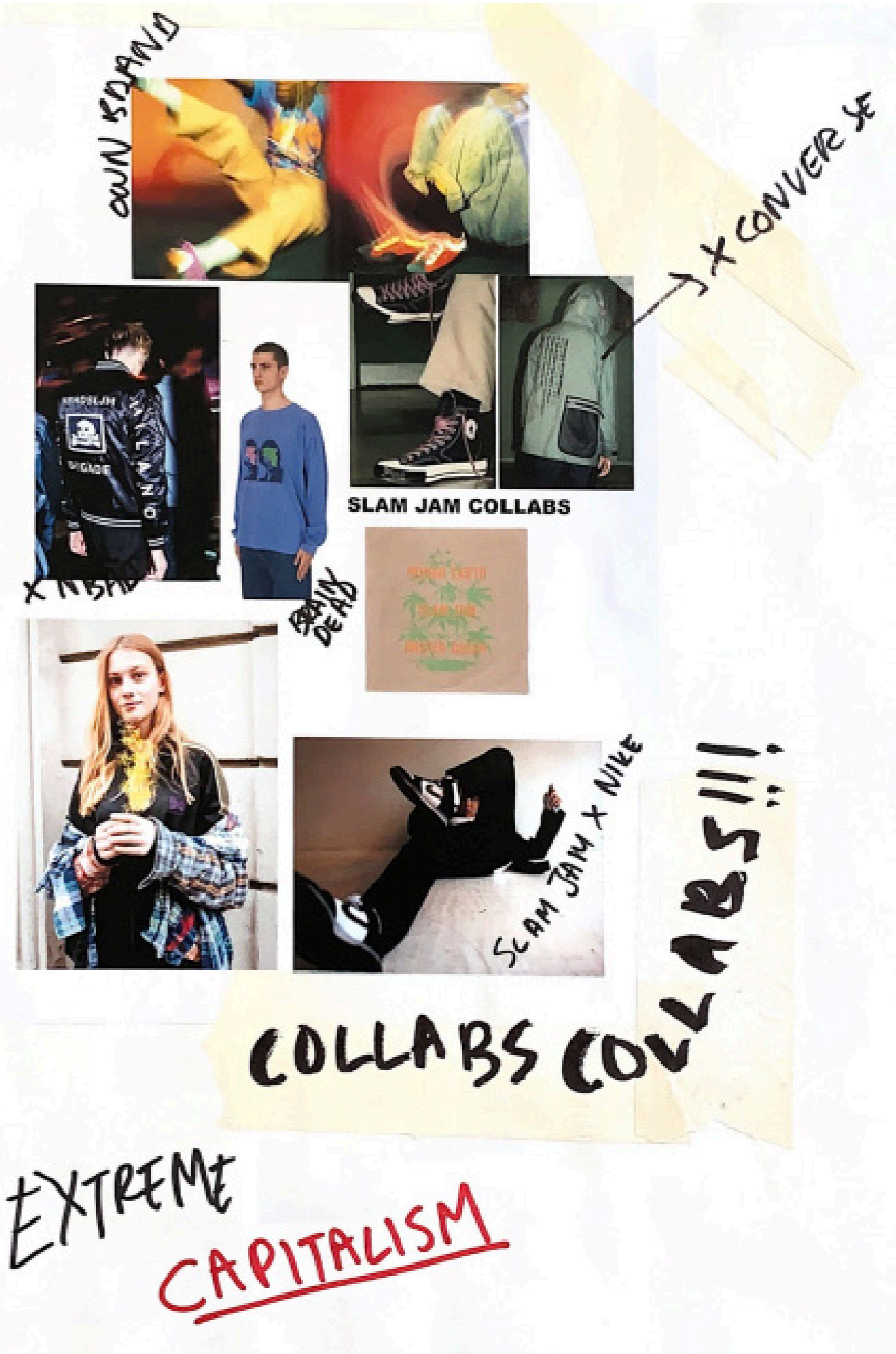
SLAM JAM

Merchandising Category	Number of Items	%
Hoodie	5	10.64
T-shirt	11	23.4
Pants	4	8.5
Shoes	10	9.52
Shirt	7	21.8
Sweatpants	1	2.12
Jacket	5	10.64
Accessory Items	4	8.5

A contemporary approach to retail. Slam Jam is a store that sells many brands, the items are created to the theme of the store, however they launched their own garment line with an emphasis on COLLABS



MAIN MERCHANDISING ITEMS



Merchandising Chart



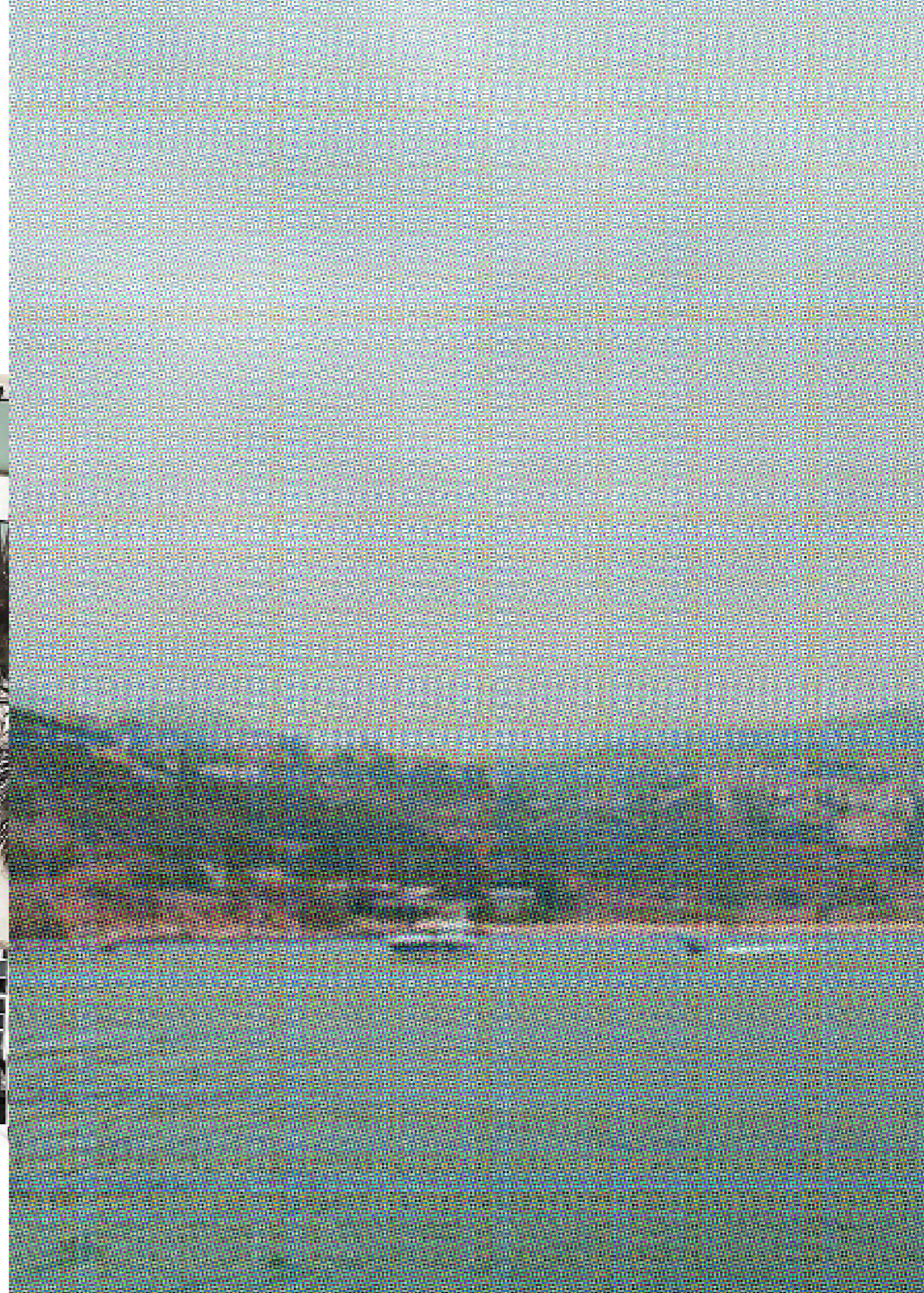
COLLECTION BREAK DOWN:

- ① CHILL ACTIVWEAR
- ② COMFY COSY PIECES
- ③ GRAPHIC & PRINTS

4/10 OF TOTAL 870

Merchandising Category	Number of Items	%
Hoodie	5	15.15
T-shirt	9	27.27
Pants/Shorts	4	12.12
Shoes	3	9.09
Shirt	4	12.12
Sweatpants	2	6.06
Jacket	2	6.06
Accessory Items	4	12.12

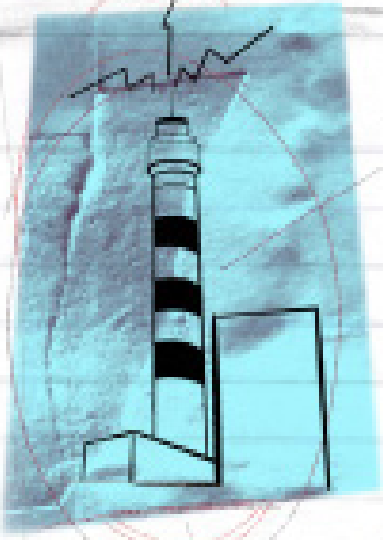
Will alter ~~the~~
 IGO:
 MIGHT ADDS
 - DENIM
 - DIFFERENT JACKETS (PARKA/WINDSTOPPER)
 - SWIM SHORTS



BEIRUT

R
شارع

E



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Print 01

Name: Sporting

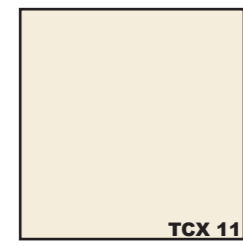
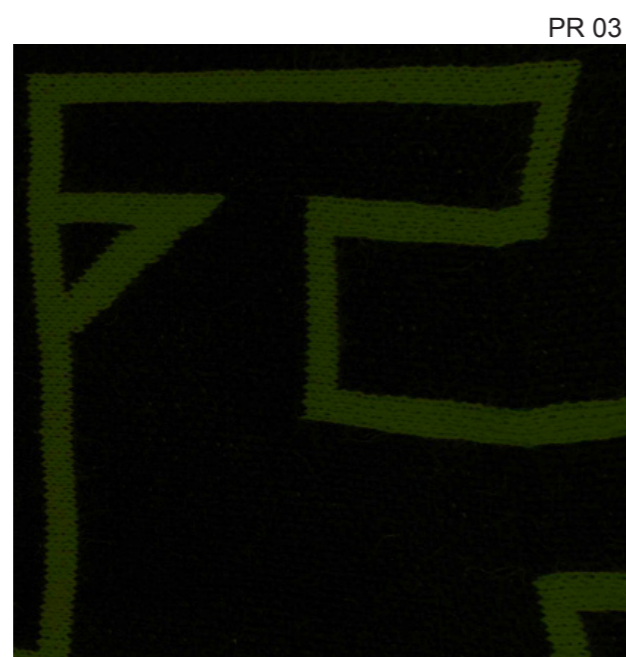
Code: PR 01- PR 02- PR 03

Printing Type: Digital Print on Wool

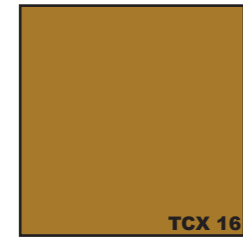
Size: 31cm x 49cm



Reference Image



TCX 11



TCX 16



Color Ways

A HIDDEN LIGHTHOUSE

Print 02

Name: Lighthouse

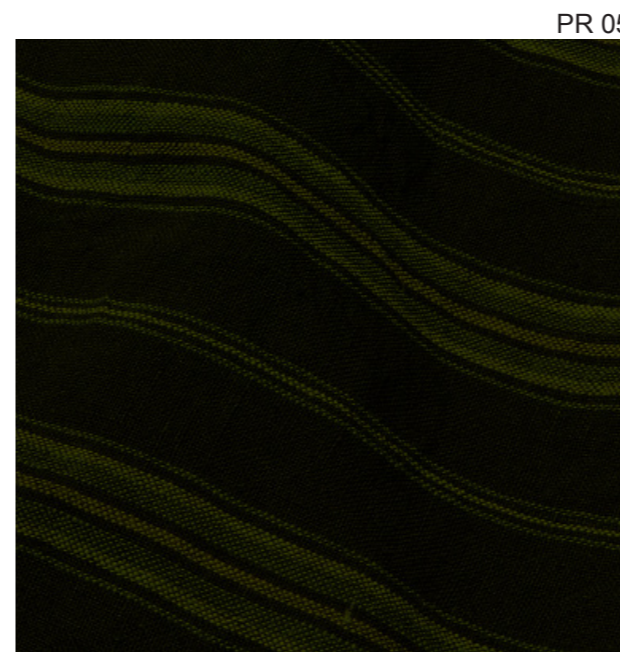
Code: PR 04- PR 05

Printing Type: Digital Print on Linen

Size: 31cm x 49cm



Reference Image



TCX 40



TCX 43



Color Ways

A HIDDEN LIGHTHOUSE

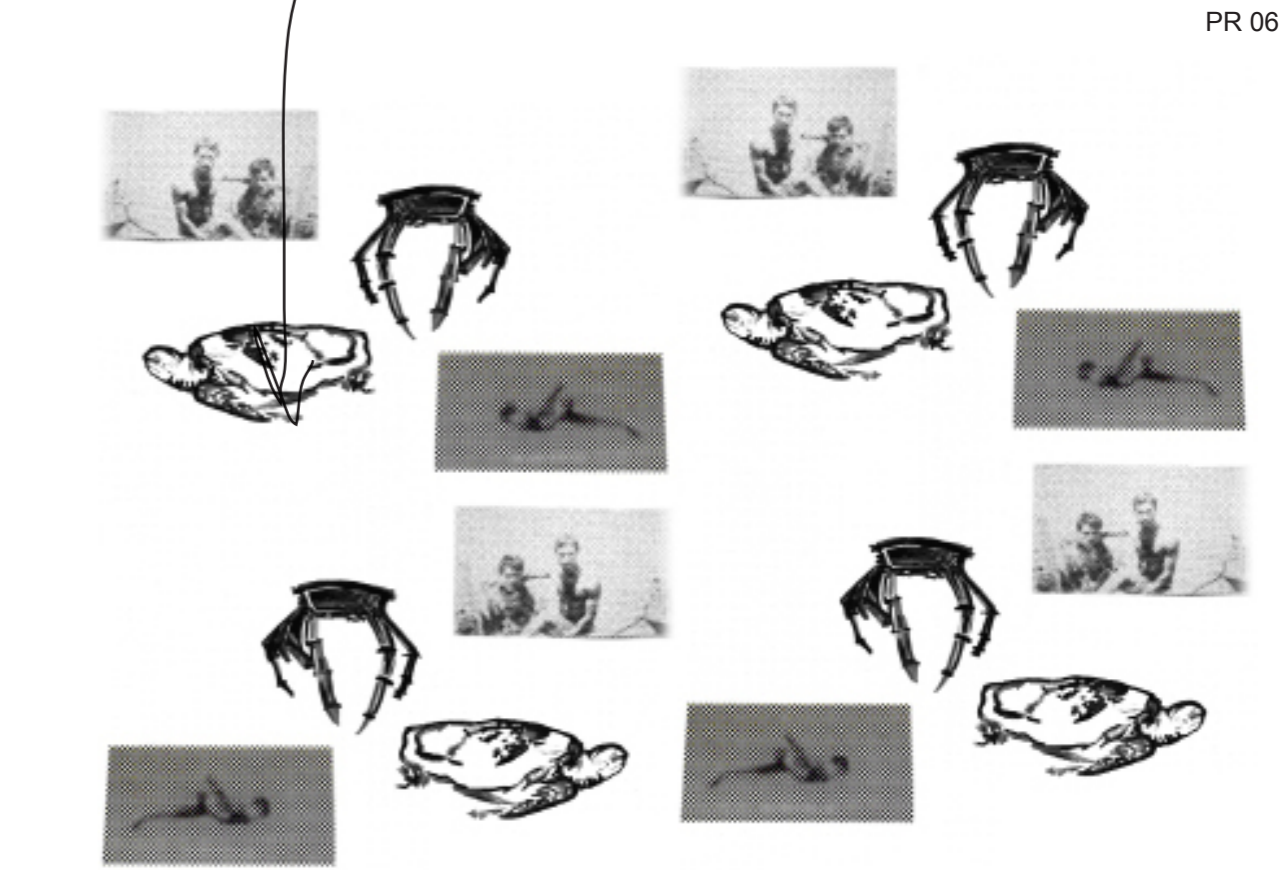
Print 03

Name: Crab

Code: PR 06

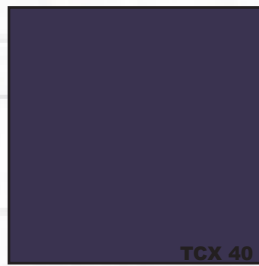
Printing Type: Digital Print on Linen

Size: 31cm x 49cm



A HIDDEN LIGHTHOUSE

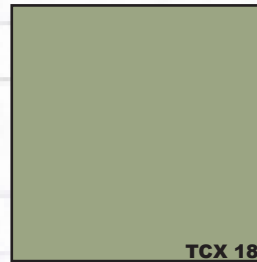
Color Story



TCX 40

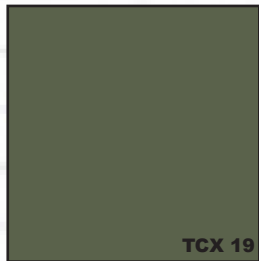


TCX 43



TCX 18

NATURAL SEA TONES



TCX 19

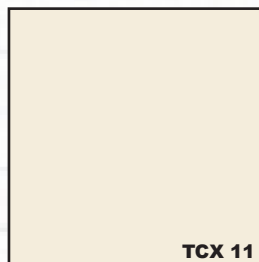


TCX 20

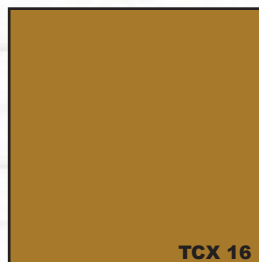


TCX 21

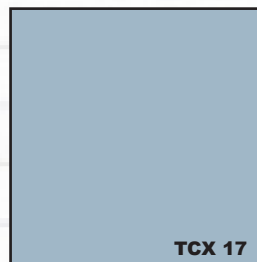
ACTIVEWEAR "CHILL"



TCX 11



TCX 16



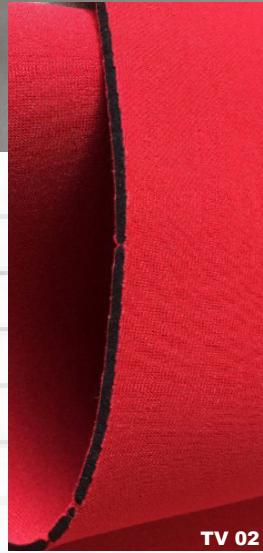
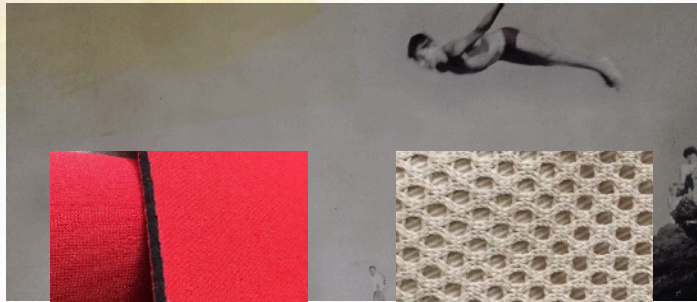
TCX 17

BARE MINIMALS

Fabrics



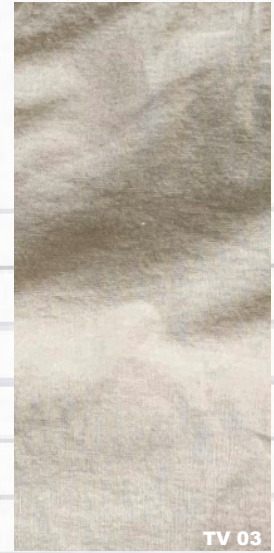
TV 01



TV 02



TV 04



TV 03

TV 01: Poly Mesh

TV 02: Neoprene

TV 04: Cotton Mesh

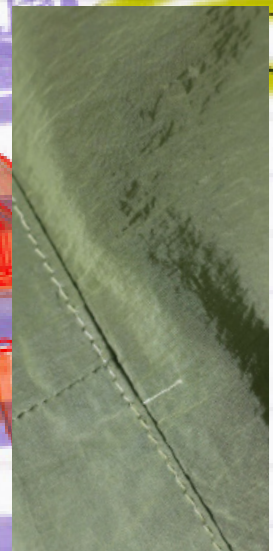
TV 03: Linen



TV 09



TV 10



TV 09: Lightweight Denim

TV 10: Cotton Rib

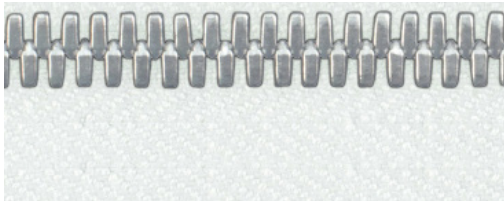
TV 08: Linen Elastane Blend

TV 06: Satin Elastane Blend

Hardware and Trimmings Chart



Code:FP 1
Type: Cotton Fringe
Quantity: 36 twisted fringe pieces
Size: 5.6 cm
Color: Beige/Orange



Code: FP3
Type: Silver Zipper
Quantity: 1
Size: 8 cm
Color: Silver



Code: FP5
Type: Zipper pull
Quantity: 1
Size: 1cm
Color: Silver



Code: FP6
Type: D-ring Buckle
Quantity: 4
Size: 1cm
Color: Silver



Code:FP2
Type: Silver Buckle
Quantity: 1
Size: 6 cm
Color: Silver

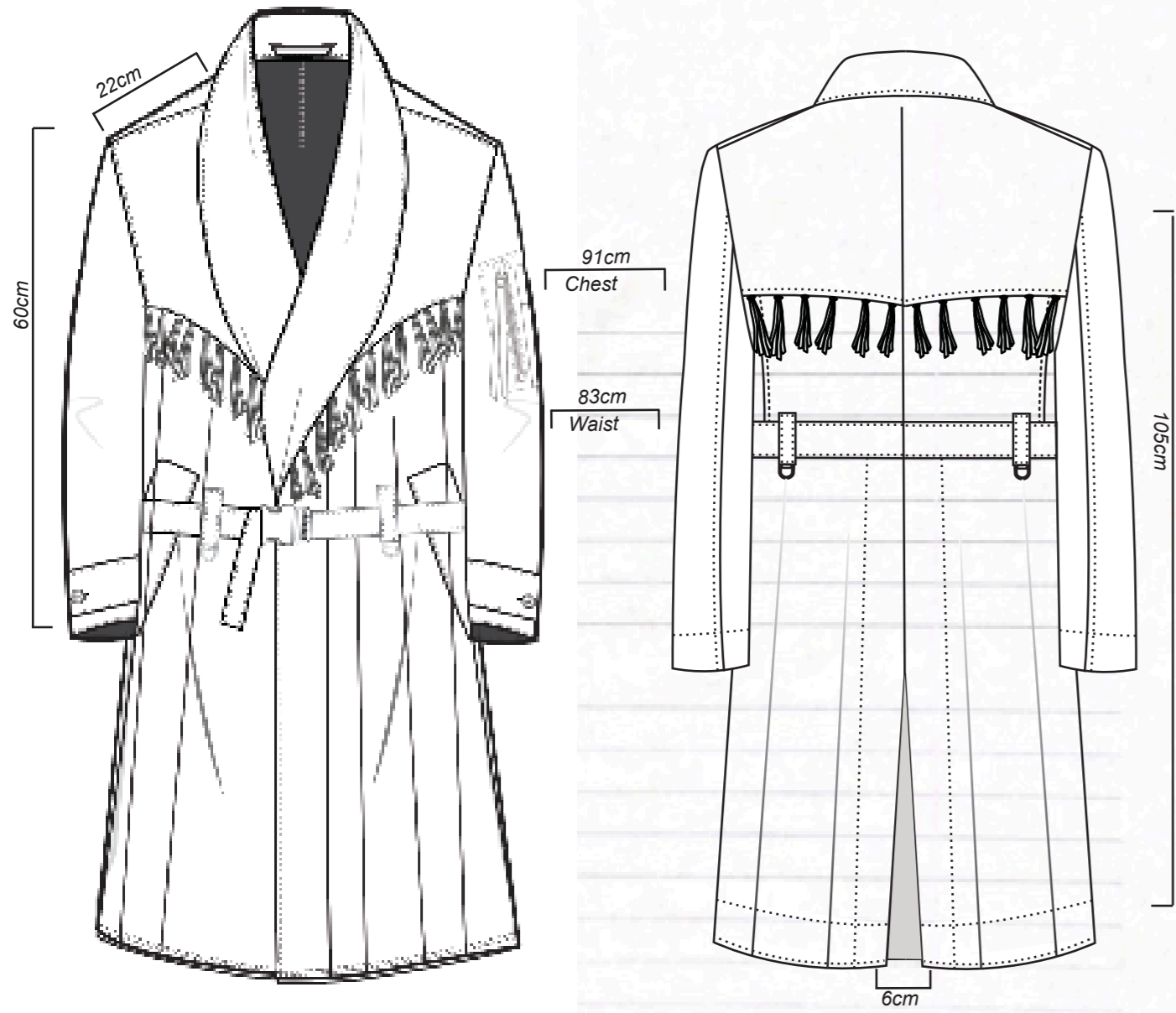


Code: FP4
Type: Pearl Water
Quantity: 2
Size: 3.5X1cm
Color: White



Code: FP8
Type: Mini flash light
Quantity: 5
Size: 3.5X2cm
Color: Silicone Orange

Technical Chart 1

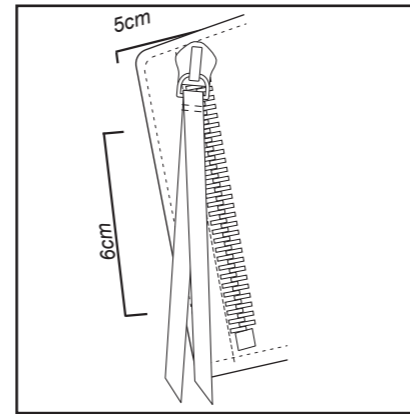


Size: 44 standard

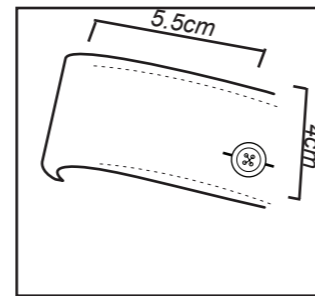
Category: Spring trench coat

- Details:
- Back Vent
 - Buckle Fastening
 - Sleeve Pocket
 - Fringe Finishings
 - Cuff Buttons
 - Shawl Collar

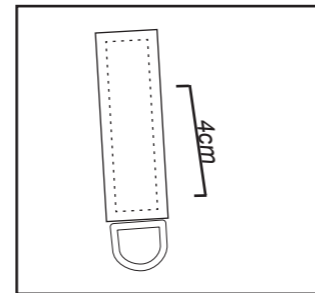
Arm pocket detail



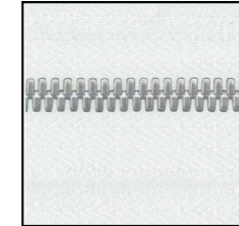
Cuff detail



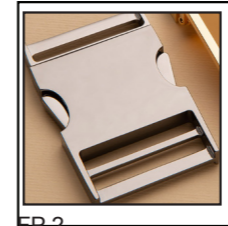
Belt lopp



Hardware



FP 3



FP 2



FP 5



FP 6

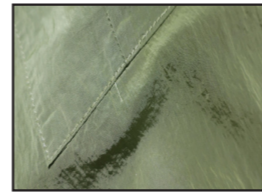


FP 4

Fabrics



TV 3

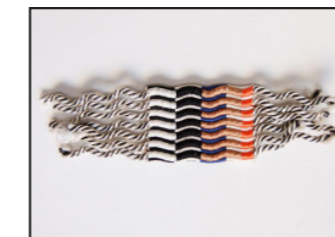


TV 6



TV 8

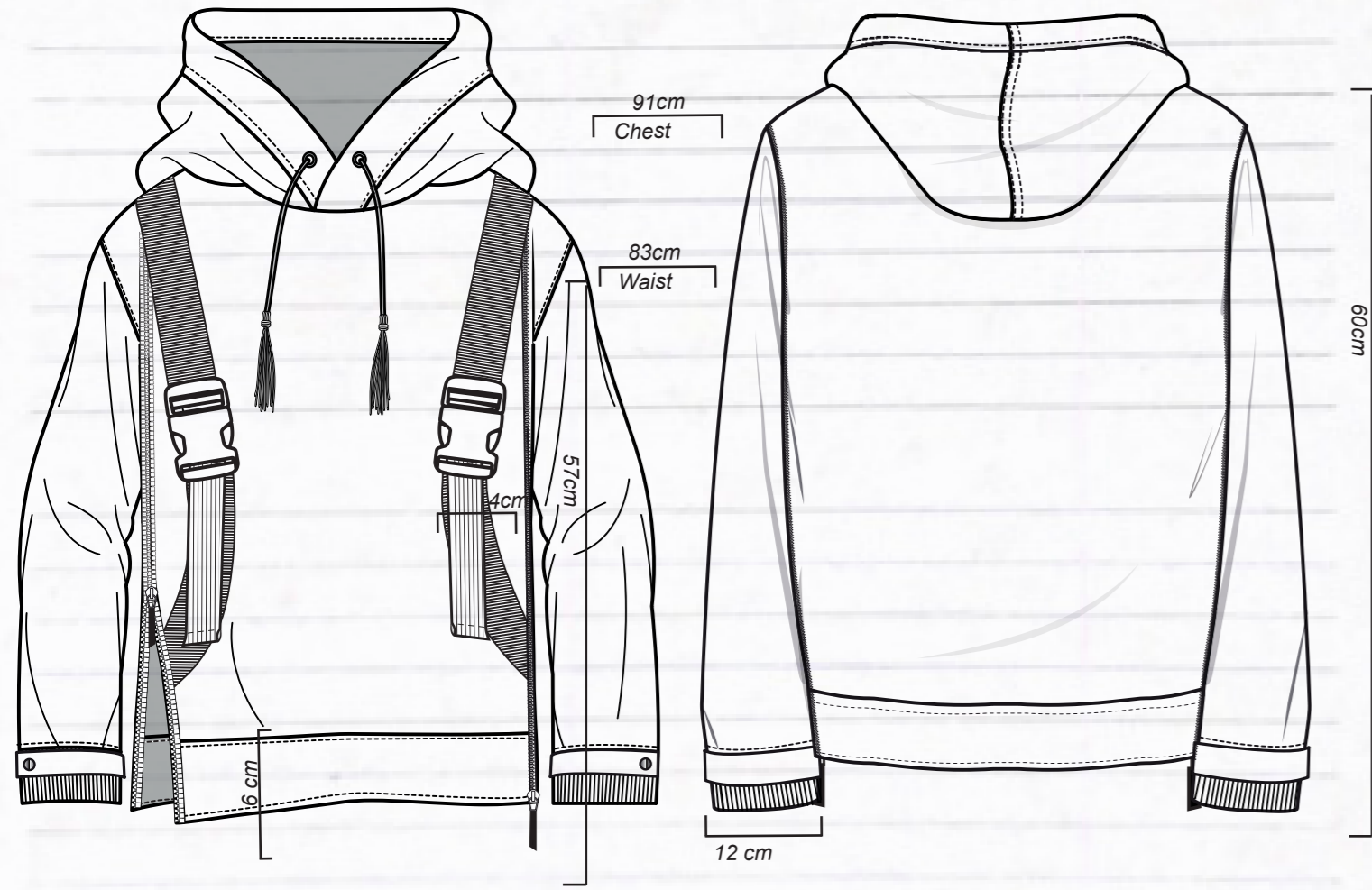
Trimmings



FP 1



Technical Chart 2

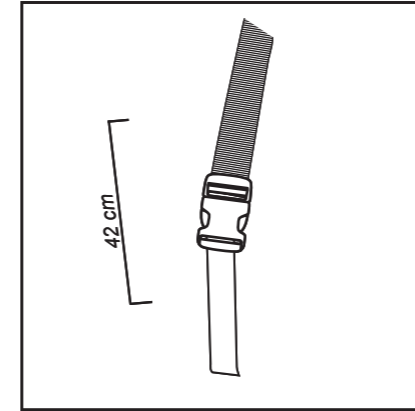


Size: 44 standard

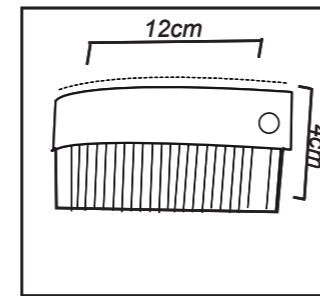
Category: Unzip Towel Beach Jumper

- Details:
- The side zippers can zip until the end of the arm hole
 - Adjustable back pack straps to hold jumper on your back if it gets wet
 - Fringe Finishings
 - Ribbed cuffs
 - HoodCollar

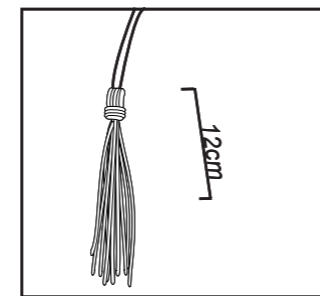
Adjustable backpack



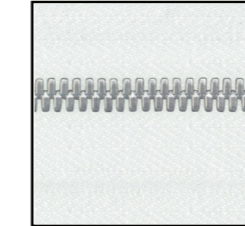
Ribbed Cuff detail



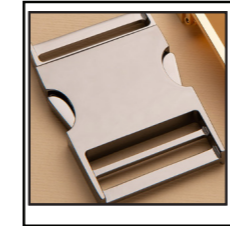
Fringe drawstring



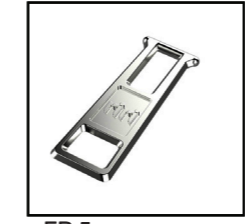
Hardware



FP 3



FP 2



FP 5



FP 4

Fabrics



TV 3



TV 8

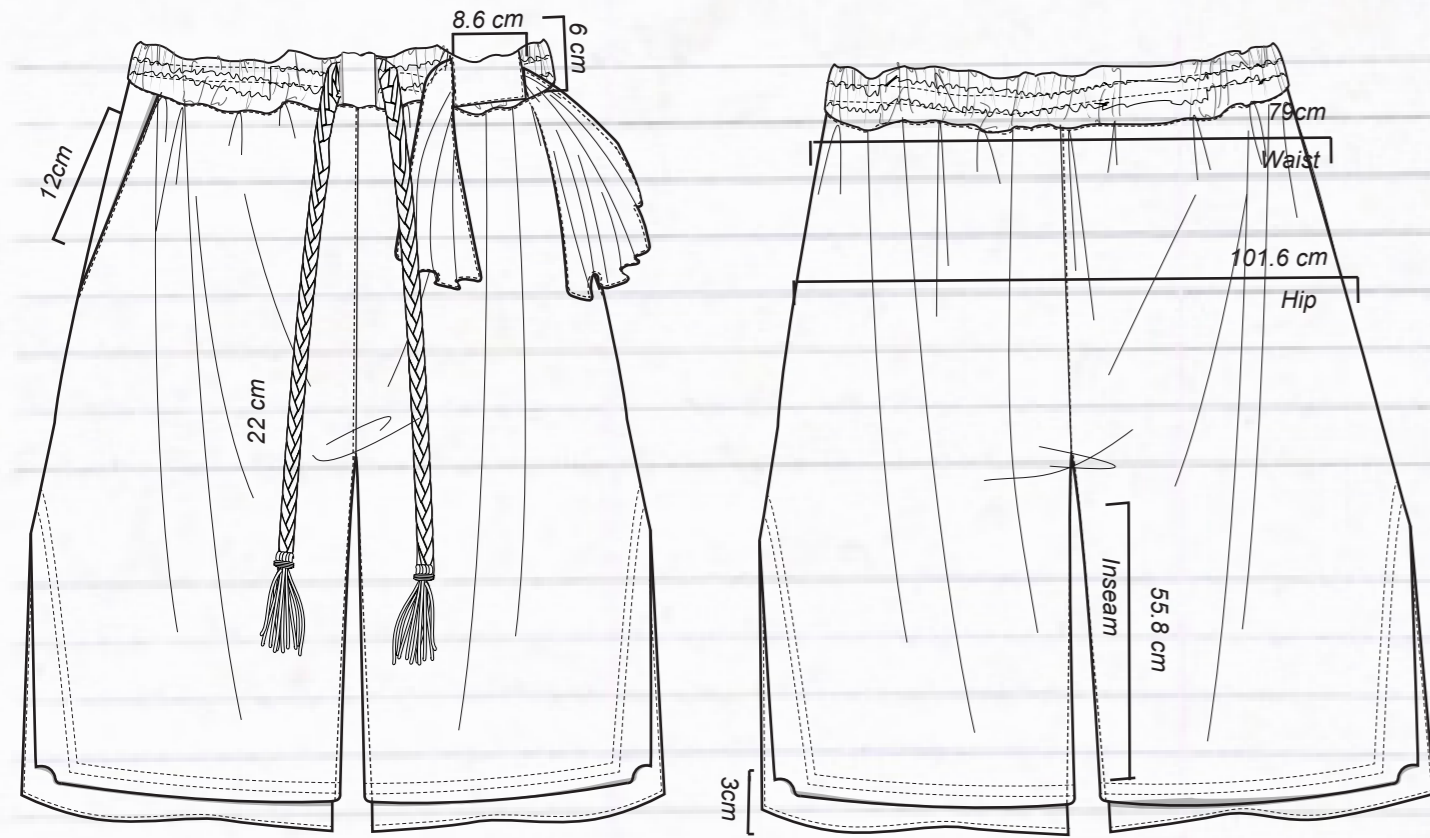
Trimmings



FP 1



Technical Chart 3

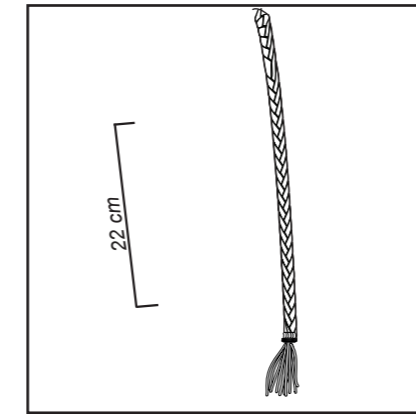


Size: 30 standard

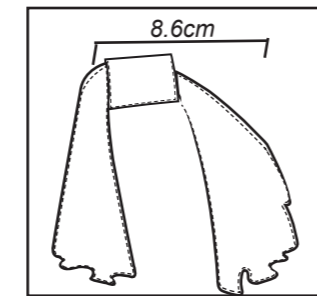
Category :Basketball towel shorts

- Details: - Long rope drawstring
 - Towel pocket on waist band
 - Side Seam pocet
 - Elastic waist bands

Rope Drawstring



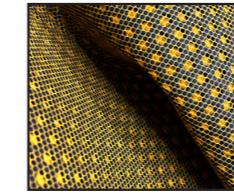
Towel Pocket



Fabrics



TV 3

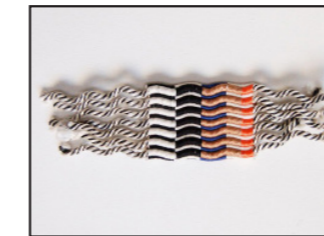


TV 1

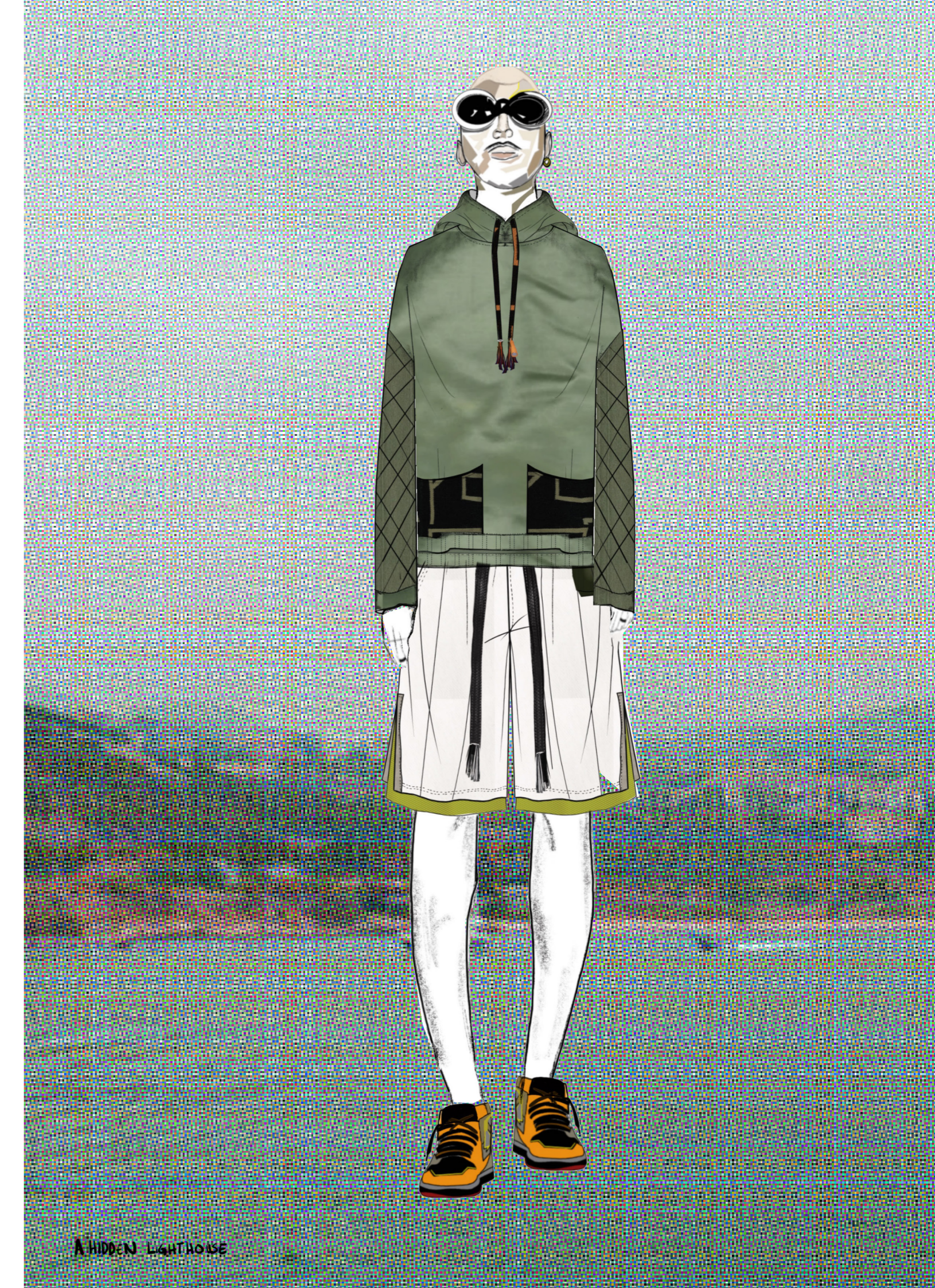


TV 8

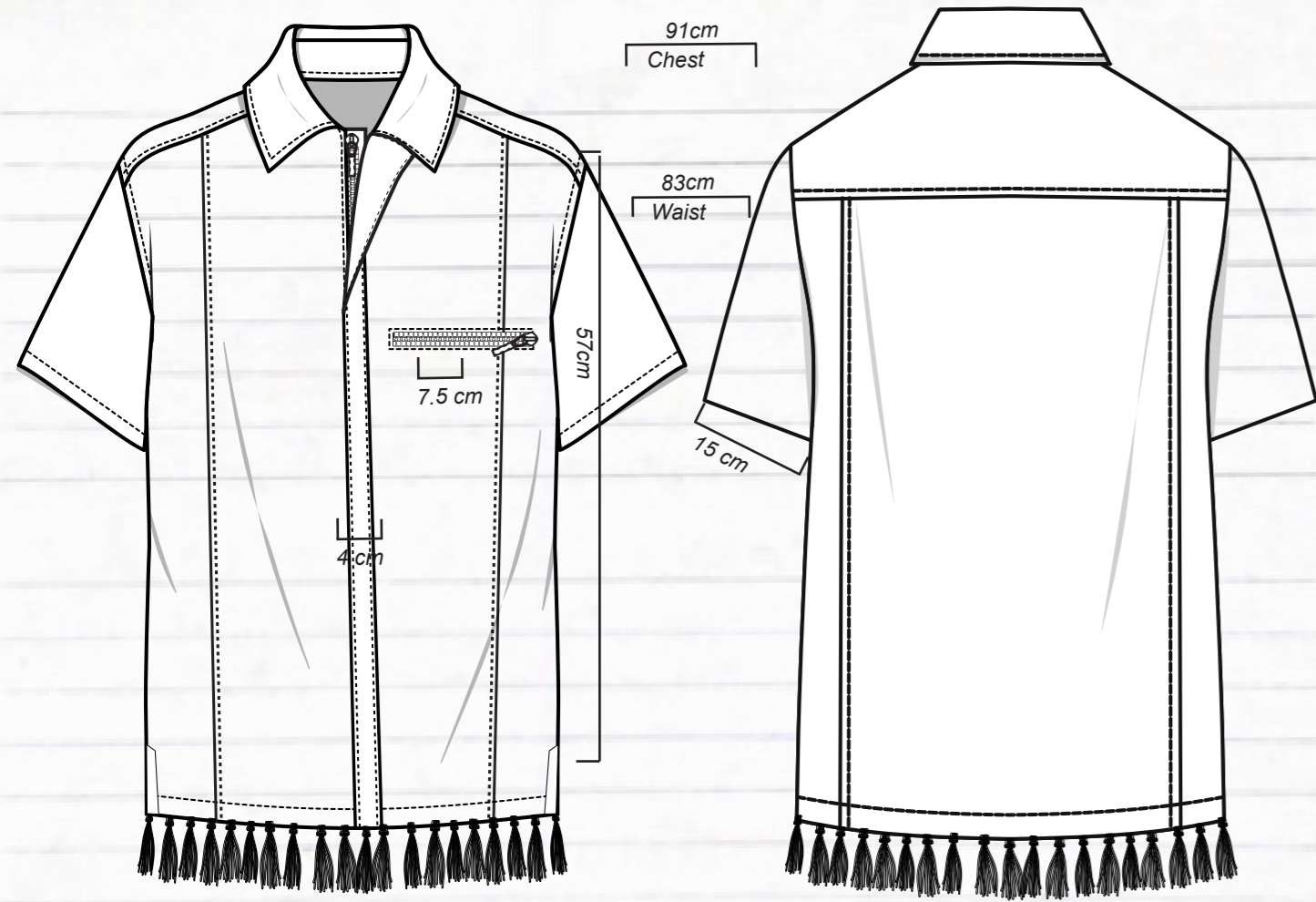
Trimmings



FP1



Technical Chart 4

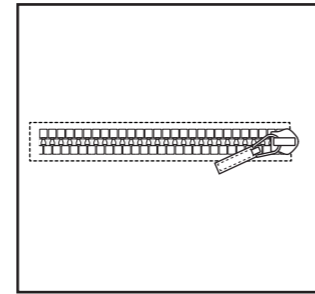


Size: 44 standard

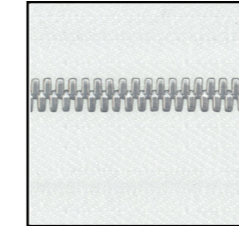
Category: Fringe Beach Shirt

- Details: - Fringe finishings
- Chest zipper pocket
- Hidden middle front zipper
- Middle front cuts

Zipper Pocket detail



Hardware



FP 3

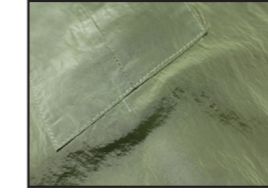


FP 5

Fabrics



TV 3



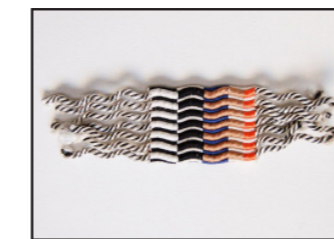
TV 6

Prints



PR 01

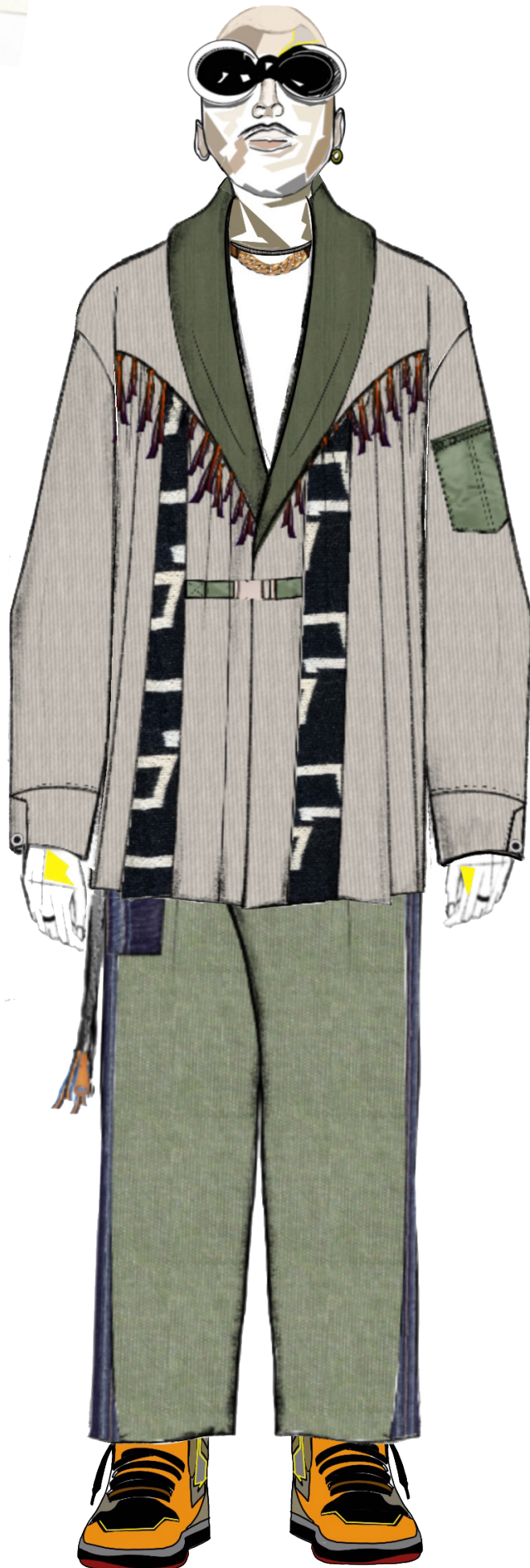
Trimmings



FP 1



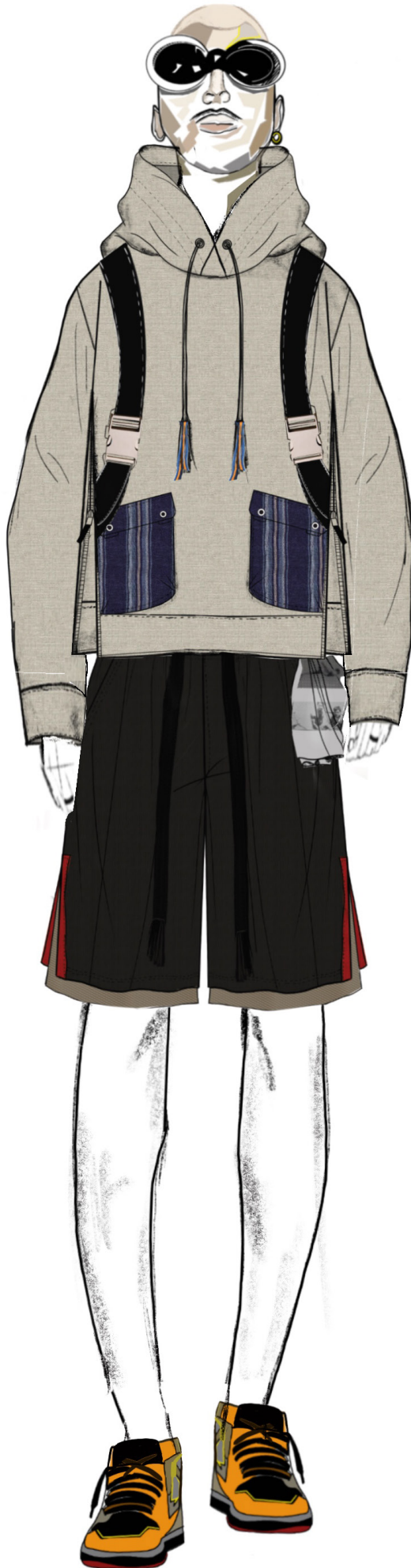
Look 1



Look 2



Look 2



A HIDDEN LIGHTHOUSE

Look 4



A HIDDEN LIGHTHOUSE

Look 5



A HIDDEN LIGHTHOUSE

Look 6



A HIDDEN LIGHTHOUSE

Look 7



Look 8

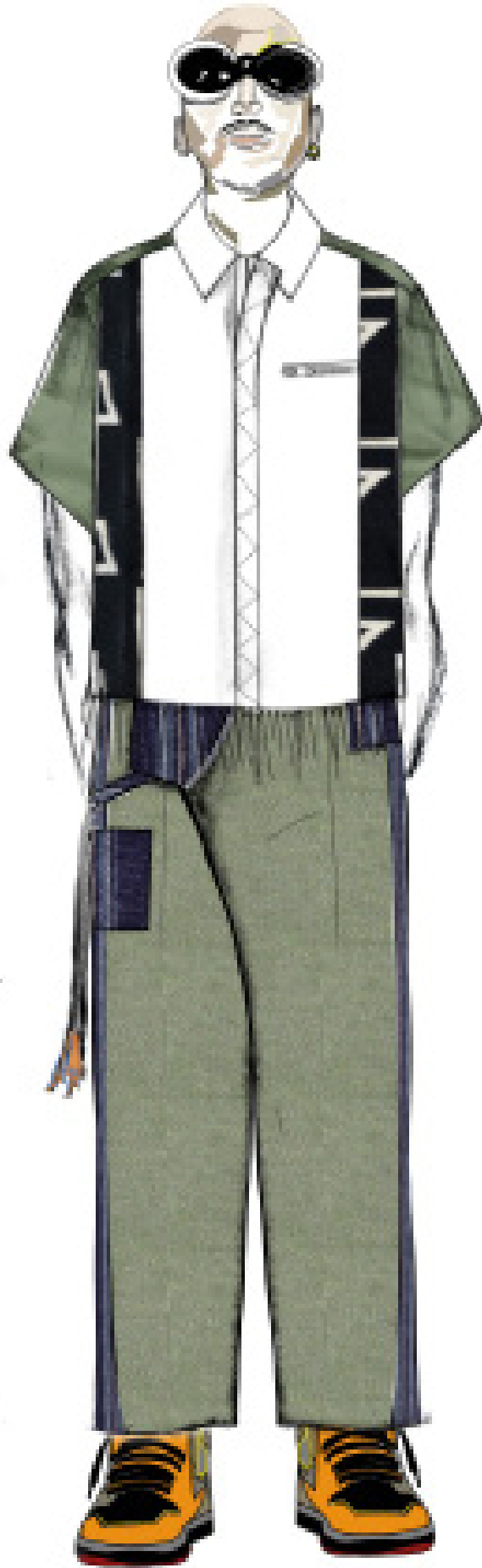


Look 9

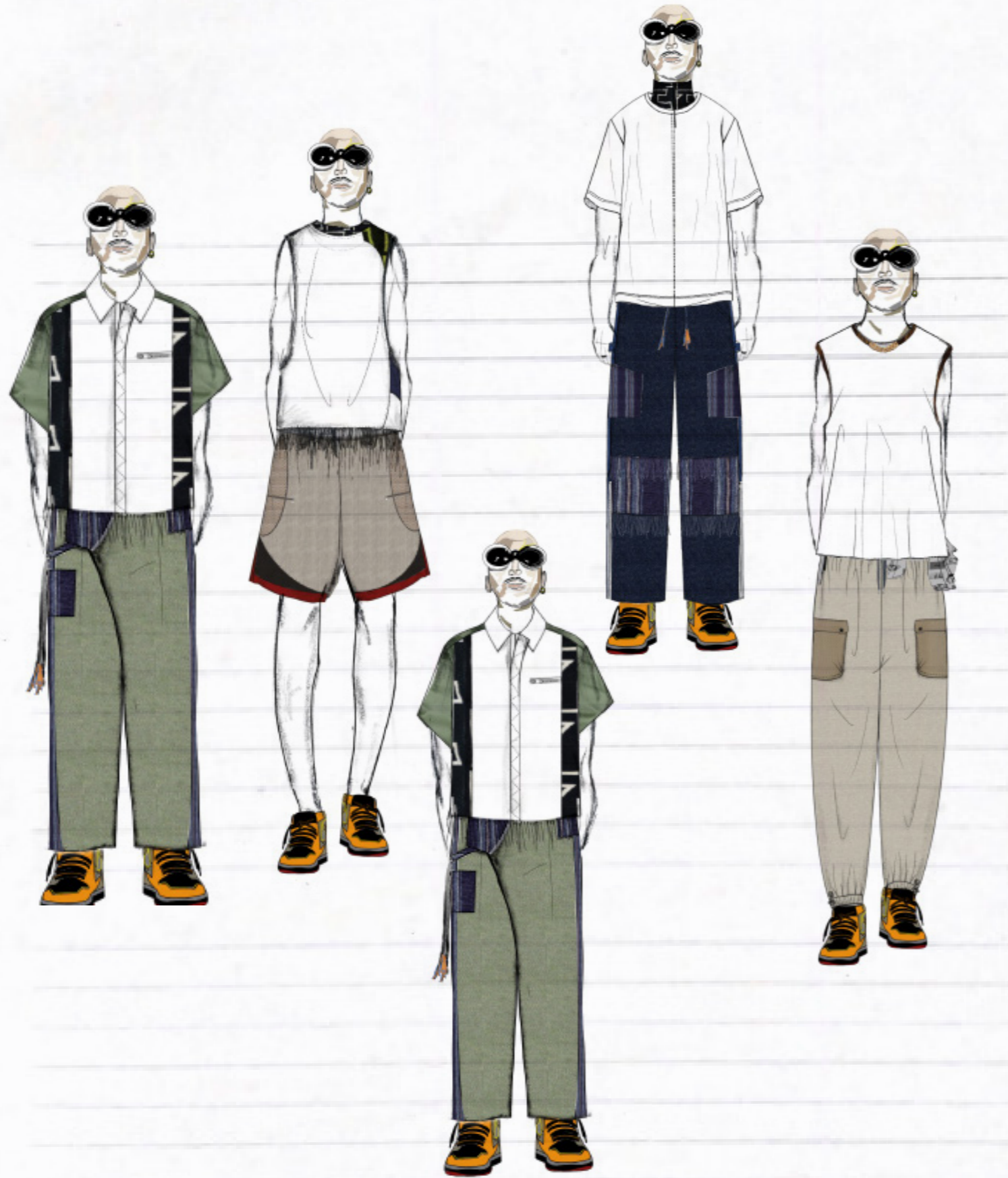


A HIDDEN LIGHTHOUSE

Look 10



Line up



Overview



References

<https://www.wgsn.com/fashion>

<https://www.dezeen.com/>

<https://www.pinterest.com/>

<https://www.moodfabrics.com/>

