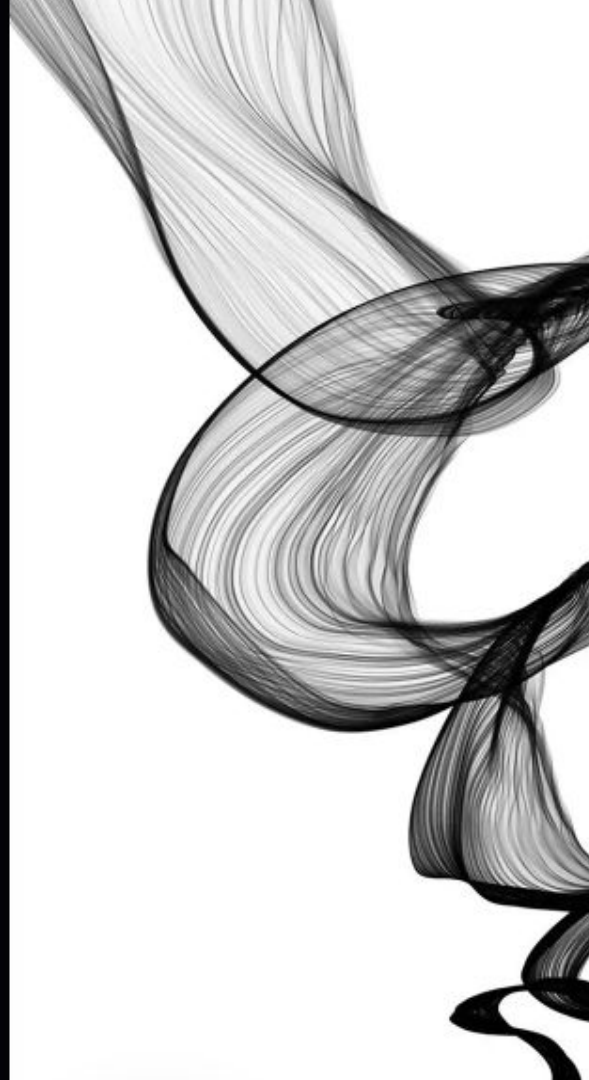




# **PORTFOLIO**

**Zhou Siyan**



**Creative Direction for Fashion**

**Art Direction**

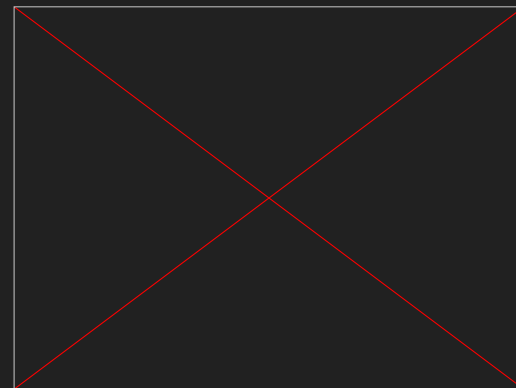
**Graphic Design**

**Photography**

**Drawing**



# charles & keith project



Creative director:me

Stylist: me

Tagline : one bag,endless possibilities

# charles & keith project







Individual Brand

<https://zhoujossie.wixsite.com/my-site>

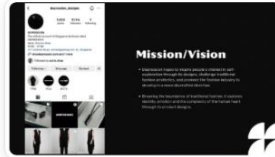
# Project 2



1 - Cover



2



3



4



5



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8



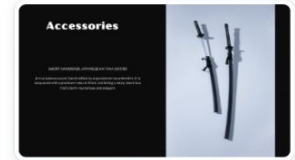
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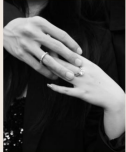



17



18

# Project 3



## ABOUT UOR OBJECTIVE

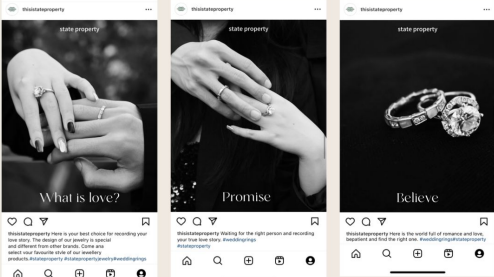
- Expand the target group of **STATE PROPERTY**, so that more consumers can find their own accessories here.
- So that more people can no longer be "afraid of love" through our propaganda, love is a beautiful quality belonging to everyone.

Model: Zhou siyan & Zhou Xuanru

→

## Deliverable #1 - Promotional

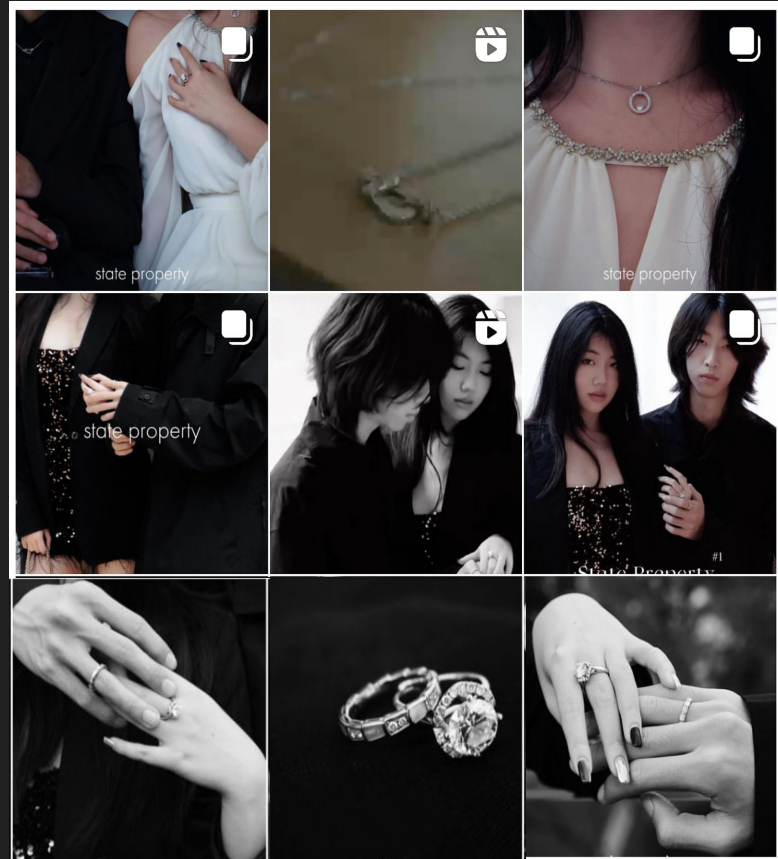
### Split Post



### Caption

Memorable love is worth documenting and a ring is the best medium to represent the feelings. At State property, there is a ring for everyone.

[#statepropertyjewelry](#)  
[#stateproperty](#)  
[#ringdesigns](#)



# Project 4

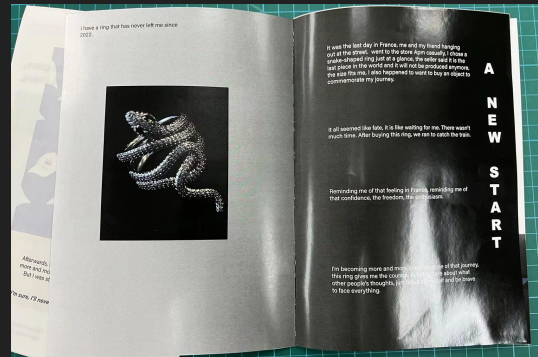
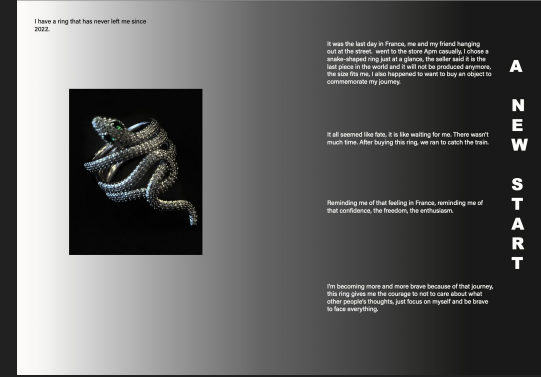
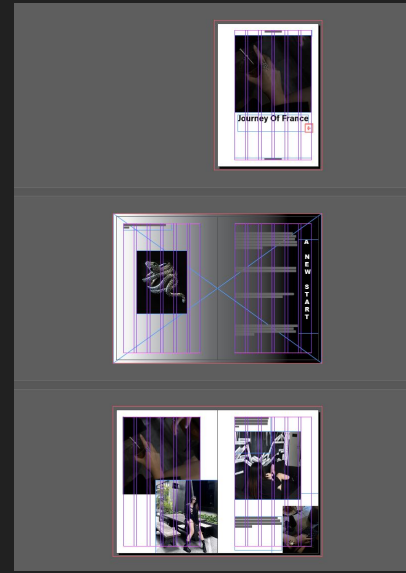
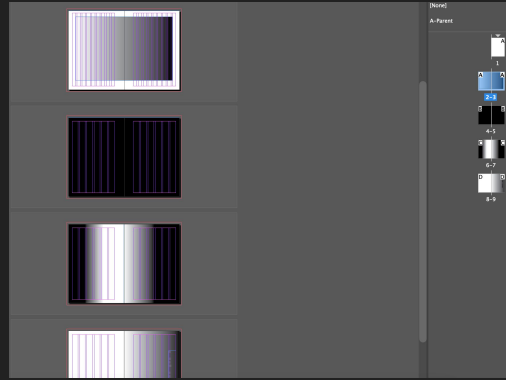


## Layout-Booklet

Layout style modern and minimalist



# Project 5







Introducing delightful new menu additions and create new ideas about decorations of the cafe outside the bookstore



A famous writer has been invited to give speeches on the event day, and each person is charged \$40, we will offer a book from our bookstore and a free drink and cake from our cafe inside the bookstore.

## Event Planning

Exclusive IB course selection activity.



**世界书香日活动**

《铁丝网上的小花》  
——华语绘本导读分享会

怎样拼出绘本中的文学？  
怎样欣赏绘本中的绘画？  
怎样理解绘本中的历史？  
怎样带出绘本中的哲学？  
一本经典绘本，一个完美答案

适合8岁以上至成人

主讲人：贾立明（绘本作家）  
时间：4月21日（星期日）  
5:00pm-7:00pm  
地点：南屏书店（乌节路）  
费用：40元/每位

送一本精装《铁丝网上的小花》，贾老师签名书 xi、饮料 xi、蛋糕 xi  
咨询电话：8778 0031  
报名截止：20/04/2024, 11:59pm



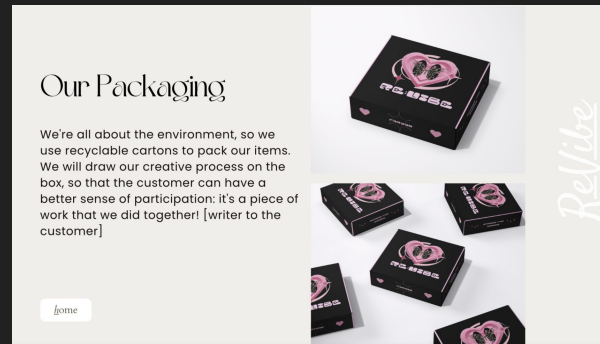
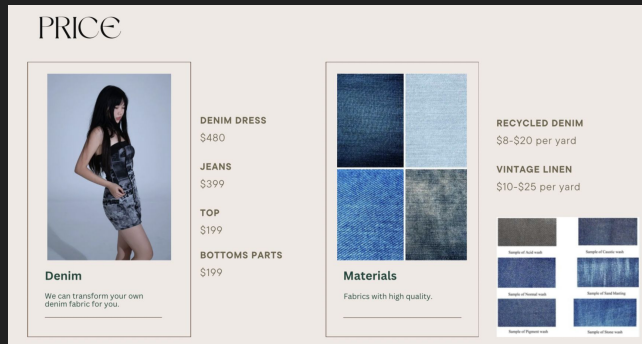
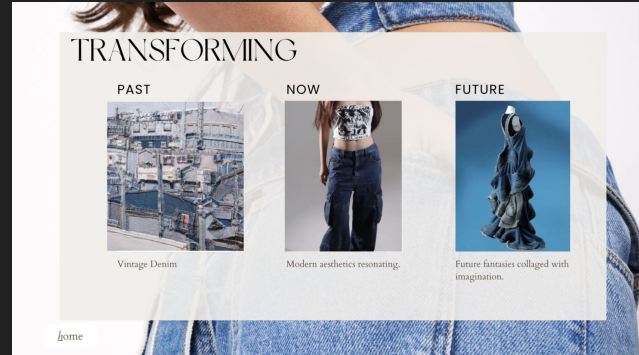
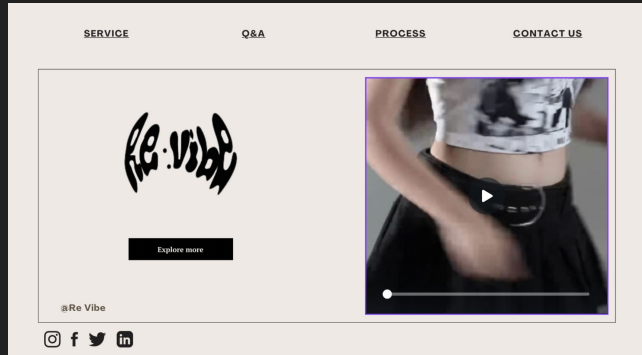
扫码报名  
Registration



During the three-month internship, the Prime Minister of Singapore visited our gallery; I did a lot of proposal for social media and did a great job as the assistant of the curator; i planned the layout of each exhibition..



# Creative Business Idea



We create a business idea about Vintage recycling and refurbishment, reselling originally outdated styles after transformation. Mainly sells clothes, and essentially, the sold items are all unique styles, and we also built a website about it, and designed our packaging.

# Photography - Portrait





# Photography - Portrait



# Photography - Theme





**Creative Director: Me**  
**Photographer: Me**



# Photography - Portrait

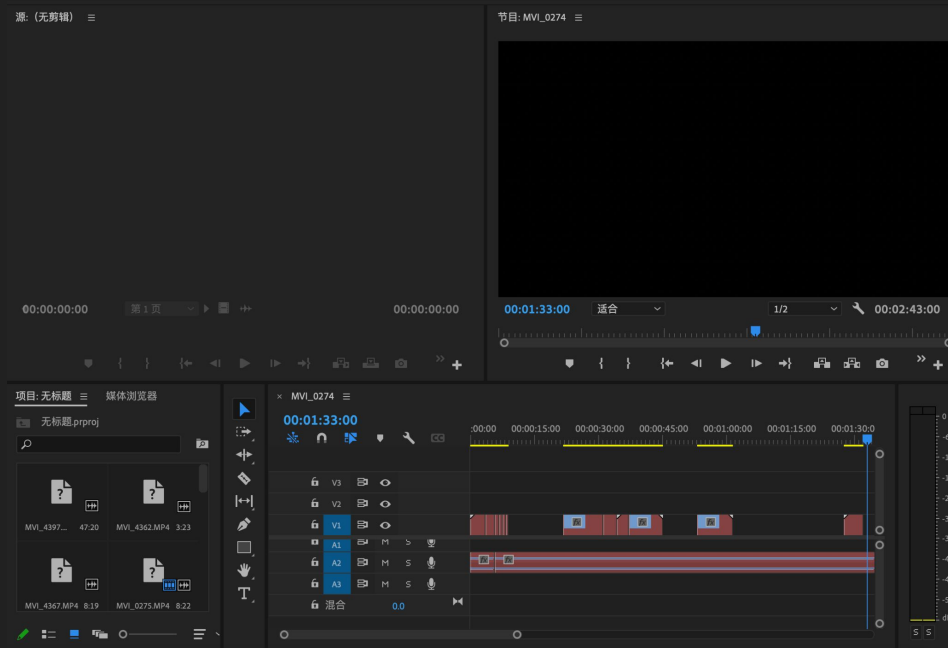




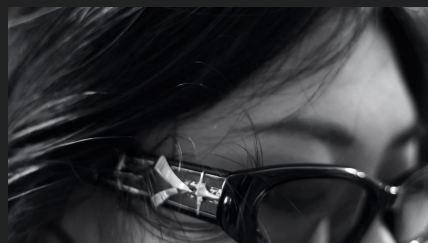
# Model



# Film making/Advertising video



**Creative director: Me**  
**Model: Me**  
**Video Editor: Me**



# Sketching



# Booklet design







## CONTENTS

- 01 Brand Story
- 02 Overview
- 03 Special Collection
- 04 Pop-up Idea
- 05 Conclusion



### Dark Universe



CONTINUES CREATING A WORLD OF YOUR OWN



Creative Director: Zhou Siyan

Photographer: Zeng Zining/Gao  
Chuhan/Zhou Siyan

Stylist: Zhou Siyan

Graphic Design: Gao Chuhan

Copywriting: Gao Chuhan/Zeng  
Zining/Zhou Siyan

# Press Release

## Posts

Create, edit, and manage the posts on your site. [Learn more.](#)

Published (6)

Drafts (2)

Scheduled (0)

Binned (7)



Posts

Add a new post

### A Taste of Singaporean Streetwear: DEPRESSION Pop-Up Store Hits Melbourne this summer.

🕒 A minute ago

1 Recent View



<https://asallermit.wordpress.com/2024/04/23/a-taste-of-singaporean-streetwear-depression-pop-up-store-hits-melbourne-this-summer/>

## ◆ P R E S S   R E L A S E ◆

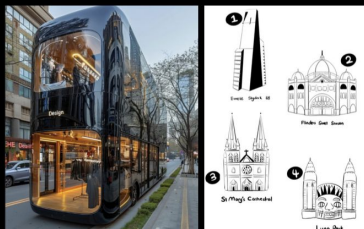


### A TASTE OF SINGAPOREAN STREETWEAR: DEPRESSION POP-UP STORE HITS MELBOURNE THIS SUMMER.

Step into Style with Depression's Show-Stopping Walking Wardrobe Bus

Published on October 1st, 2024

Depression is a niche streetwear brand from Singapore that focuses on genderless and dark styles. Breaking the boundaries of traditional fashion, it explores identity, emotion and the complexity of the human heart through its product designs. Depression hopes to inspire people's interest in self-exploration through its designs, challenge traditional fashion aesthetics, and promote the fashion industry to develop in a more diversified direction.



It is surprising that to get more people to know about this brand, Depression has a walking wardrobe bus with completely transparent glass windows on the street. People can take the bus and may have the chance to communicate with the designer, and try on different outfits in our fitting room inside and take photos to post on social media, hashtag Depression, and will get some prizes. This double-decker bus will tour Melbourne for free for a week, between 20th and 27th, October, from 10am to 5pm. Each location the bus arrives at corresponds to an insect and the style of clothing Depression sells, which is classic and limited Edition Collections, and the terminus is about the special collection! Step aboard the stylish mobile showroom and immerse yourself in an interactive fashion experience, complete with personalised styling sessions and on-the-go trend consultations. When people go to the cave pop-up at the final station, they can see the exaggerated spider hanging at the door, which is the visual focus of the pop-up store. Spiders often represent mystery in different cultures. When customers enter the store, they feel as if they are in an insect museum, surrounded by various insect exhibits and dark-coloured clothing, which complement the dark theme of Depression. On social media, people can wear costumes with insect elements to take selfies and post Tag Depression, and the brand will randomly select lucky viewers and give them peripheral gifts, the activity starts from 28th, October, last for one week. This is an event not to be missed by insect lovers and goths.



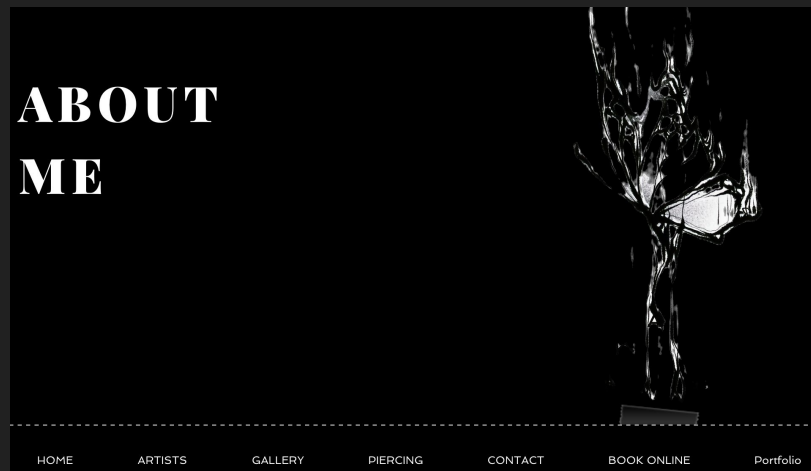
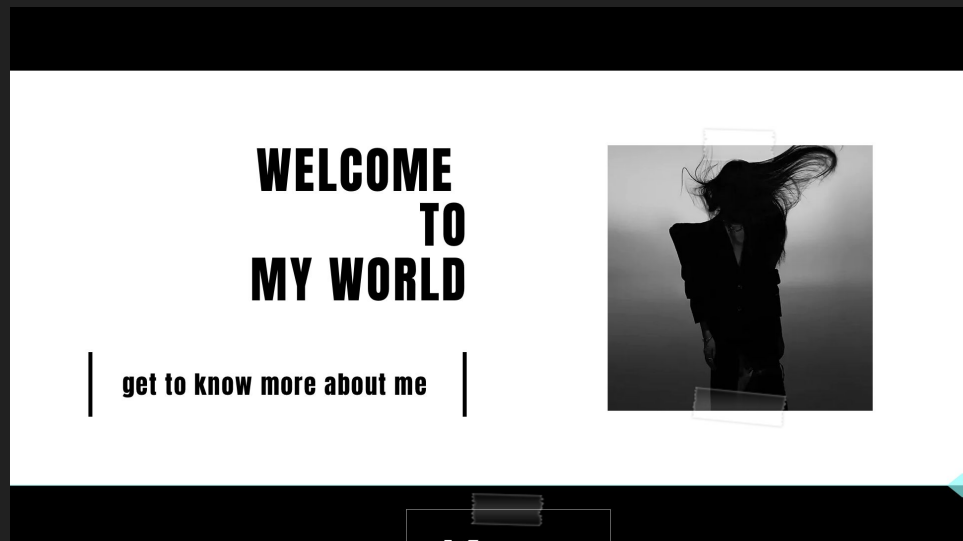
In DEPRESSION's double-decker bus and cave pop-up store, each piece of clothing not only represents a unique design concept, but also reflects the brand's persistent pursuit of high-quality materials. Basic T-shirts start at AU\$50, while limited-edition clothing with more complex designs can cost up to AU\$500. Different limited-edition peripherals at each bus stop during the event are priced from NT\$10 to NT\$40. This price strategy can not only meet the needs of different consumers, but also allow more people to experience the fashion philosophy and unique aesthetics advocated by DEPRESSION.



DEPRESSION wants to deeply combine fashion, art and culture through this trip to Melbourne to provide customers with a brand new experience. This is not only a shopping and visiting experience, but also a journey of exploration of one's inner world.

CONTACT INFORMATION  
+123-456-7890  
help@depression.com.sg

# Website design

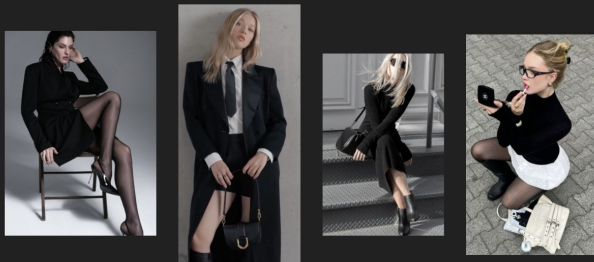


*Individual brand website design:*

<https://zhoujossie.wixsite.com/my-site>

# Work with Charles & Keith

## Shooting reference



Title: *The Missing Bag*

### Opening Scene:

Starts in: an elegant, modern space [a chic café]

Then: a close-up of a Charles & Keith bag placed on a minimalist table, as if it's waiting for someone. [Soft music plays in the background.]

### Narrator/text on screen:

*"Sometimes, things disappear... but what if it's not gone forever?"*

### Scene 1:

The scene transitions to a busy street where a young, confident woman (Character 1) is running late for a meeting. She notices the bag sitting on the edge of a café table, slightly out of place. She hesitates, then takes the bag and leaves, unconsciously becoming its next wearer.

Cut to: Character 1 walking through the city streets, her outfit seamlessly flowing with the bag. She wears a sleek business suit, highlighting how the bag adds a touch of elegance to her sharp look. Her pace is confident, embodying ambition.

### Scene 2:

After the meeting, she bumps into Character 2—an artist with a free-spirited style, wearing a flowing dress and oversized jacket. They stop to chat, and the bag catches Character 2's eye.

Character 1 offers the bag to her (in an almost fate-like handoff), and Character 2 continues the day with the bag. She heads to a gallery, effortlessly pairing it with her outfit, which showcases the bag's ability to fit with casual, yet artistic looks.

## Charles & Keith Concept

*"Fashion is a way for people to express themselves and spread joy worldwide; Charles & Keith strikes a balance between luxury and affordability. modern, empowering, and fashionable brand that offers high-quality yet affordable luxury for the everyday woman."*

*My concept is about different characters wearing different outfits but all with the same bag, the topic is "the missing bag", it highlights the bag's versatility in various settings, showing how it can complement a range of characters and styles, while still staying true to the central theme of "the missing bag." It emphasizes that no matter the personality or occasion, the bag brings everything together—connecting people through fashion.*

*Campaign Tagline: "One bag. Endless possibilities."*