



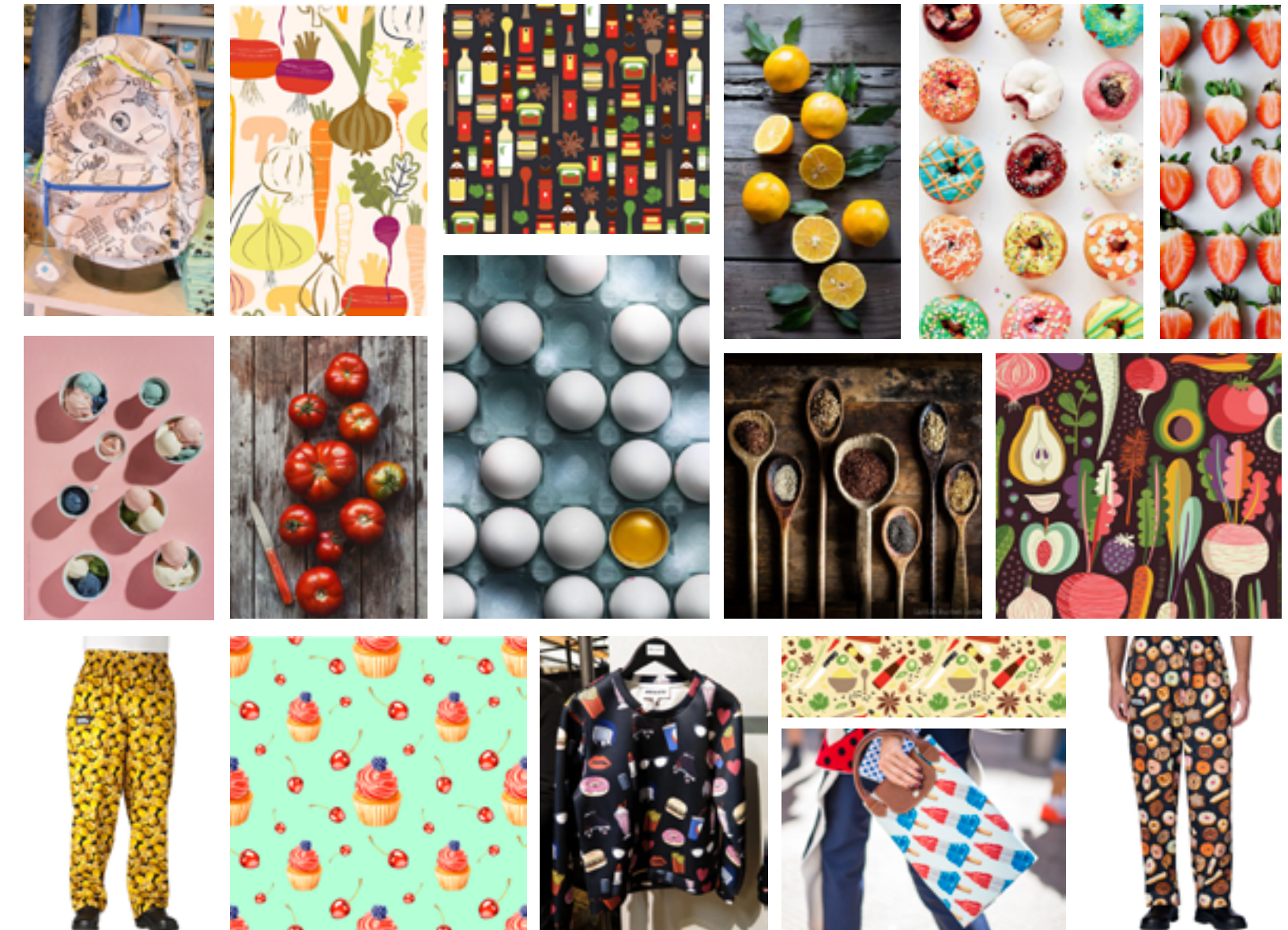
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Graphic Designer & Photographer

REPEAT PATTERN CHEF COOL CLOTHES

THEME

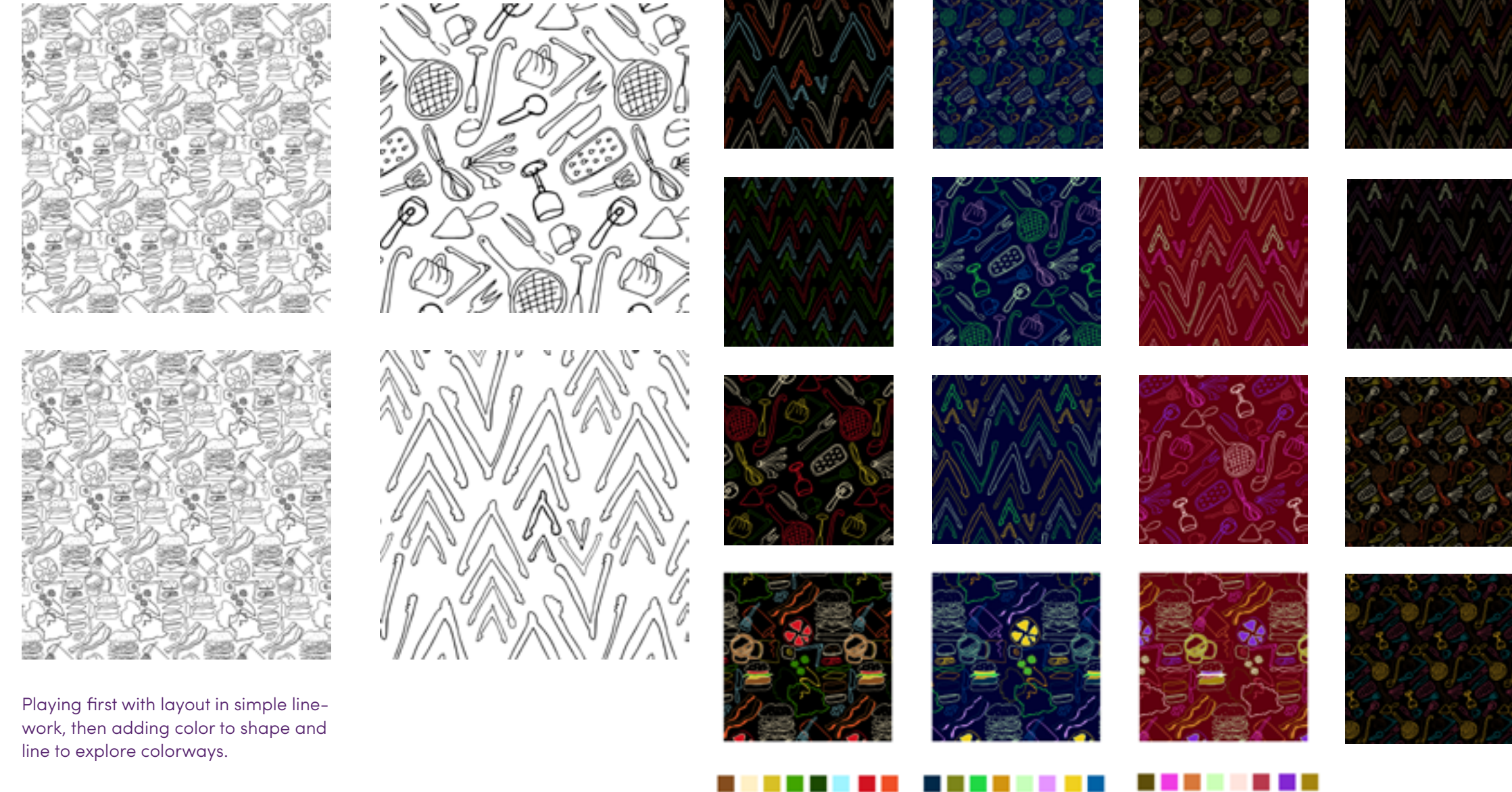
I created a repeat pattern designs for a future company, Cool Chef Clothing (CCC). This company will be US based with an audience of chefs and cooks throughout North America with an average age range from 20 years to 70 years old. CCC's focus is on wicking clothing for the hot kitchen. The consumers will be working in all types of hospitality including restaurants, hotels, catering, etc. and in international foods variations. Designs lean towards more graphic shapes over realism. Competitors within the chef clothing market include Chefwear, which monopolizes the current market in patterned chef pants. This start up company strives to expand the closet of chefs throughout the market and take over some of the market shares from Chefwear. Marketing will be gained through catalog mailings, samples, sponsoring chefs, and word of mouth.



SKETCHES



DEVELOPMENT



COLOR PALETTE



C75 M68 Y67 K90 C79 M45 Y100 K49 C76 M9 Y100 K1 C18 M19 Y100 K0 C0 M4 Y26 K0



C31 M0 Y4 K0 C0 M85 Y98 K0 C11 M100 Y100 K2 C34 M69 Y100 K30



C93 M88 Y43 K64 C94 M64 Y7 K0 C100 M83 Y42 K44 C53 M33 Y100 K12 C69 M0 Y100 K0



C7 M14 Y97 K0 C20 M43 Y0 K0 C18 M43 Y100 K1 C21 M0 Y37 K0

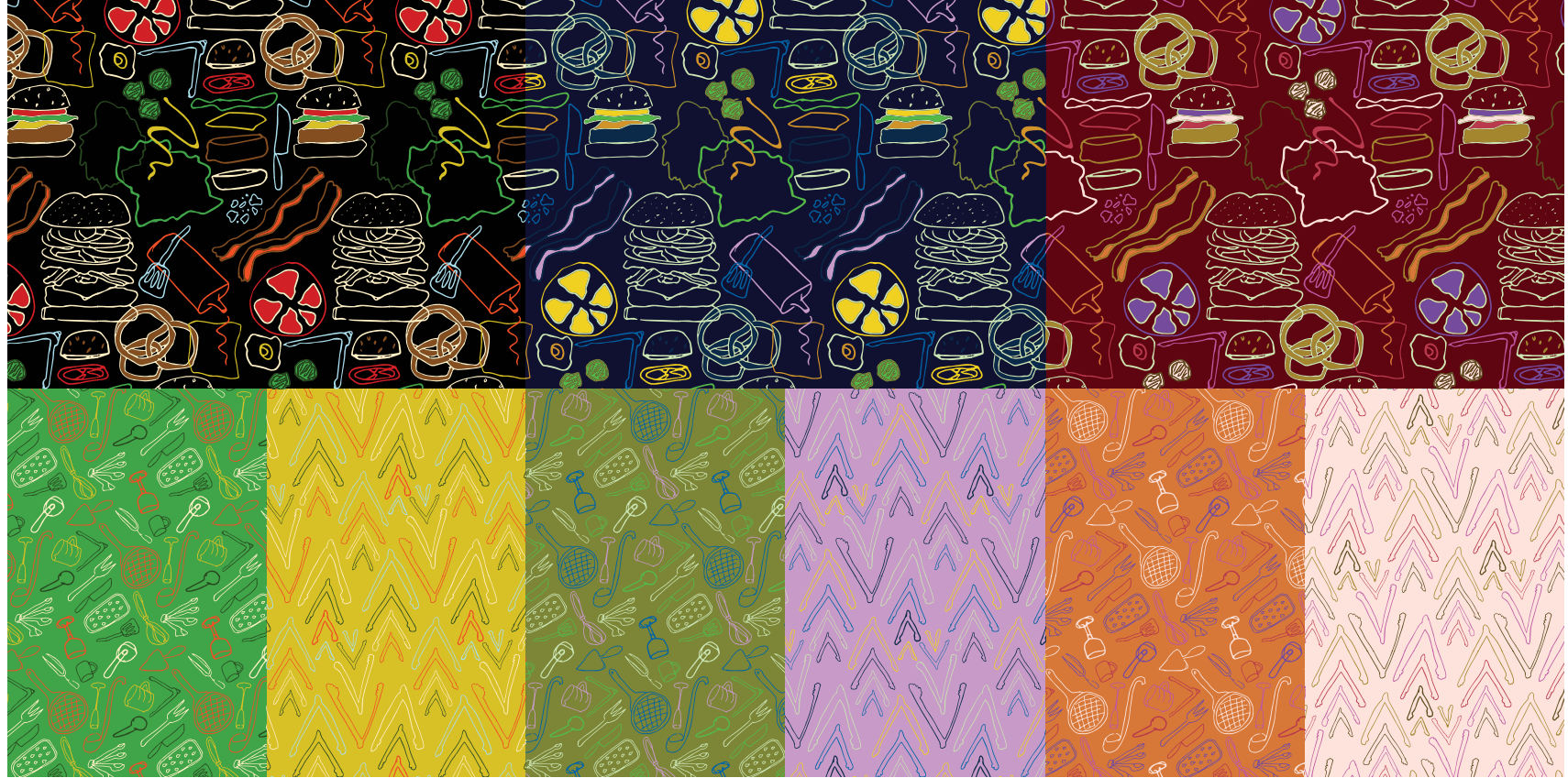


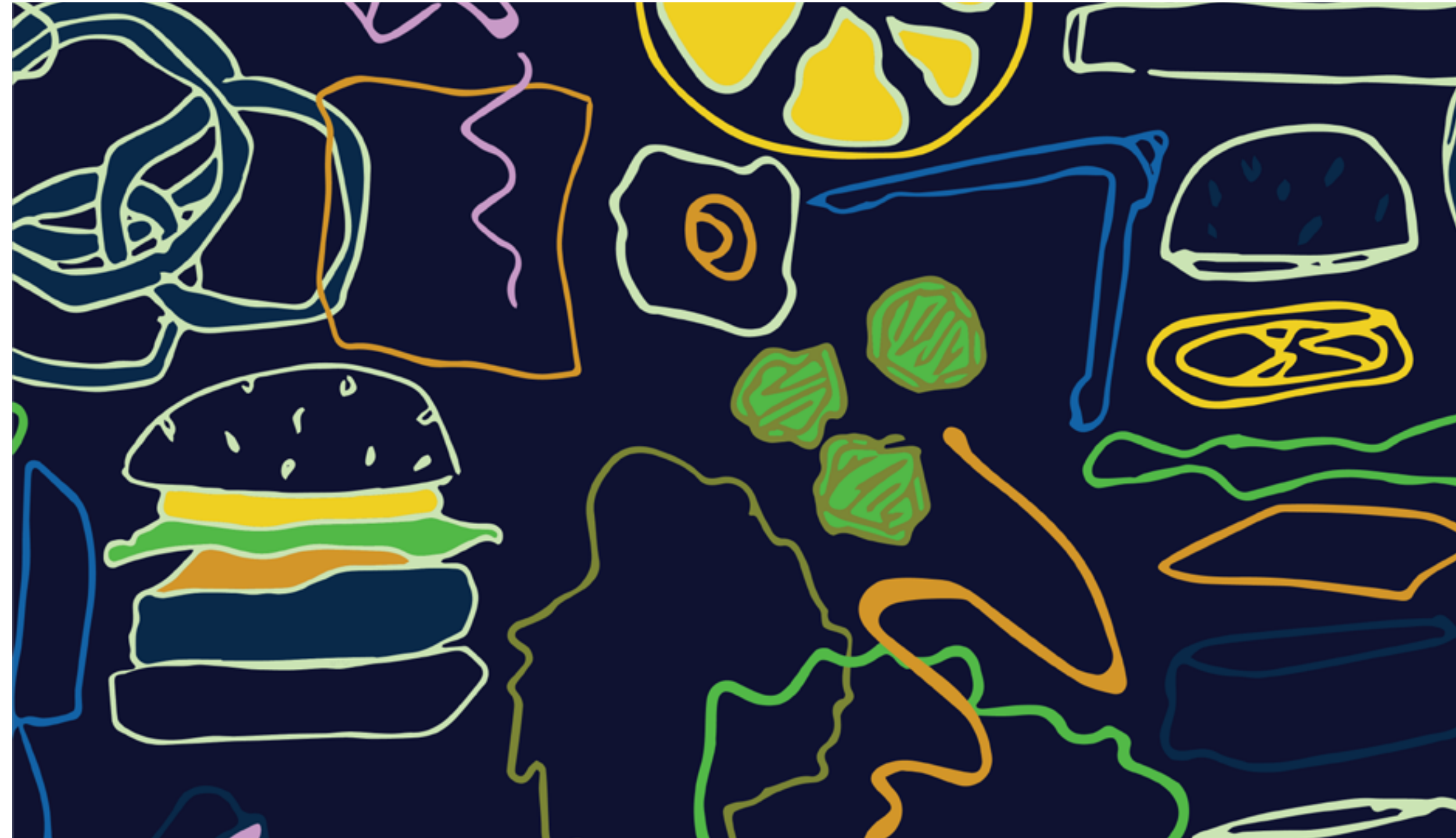
C35 M100 Y88 K55 C35 M42 Y100 K9 C64 M83 Y0 K0 C21 M91 Y65 K8 C0 M12 Y9 K0



C12 M62 Y89 K1 C25 M79 Y0 K0 C52 M54 Y100 K40 C20 M0 Y38 K0

ALL PATTERNS & COLORWAYS







MAIN PATTERN FLOOD



MAIN PATTERNS FLOOD



COORDINATE AT SCALE



COORDINATE FLOOD



COORDINATE AT SCALE



COORDINATE FLOOD



PLACEMENTS IN COLORWAYS



PATTERNS ON MOCKUPS



PATTERNS ON MOCKUPS



CITATIONS

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