

WEEK 8 · MAJOR PROJECT · EMPLOYMENT STREAM

Preparing for a Career at COYSEIO

COYSEIO

2026 FALL WINTER COLLECTION
[LOOK UP]

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VISUAL COMMUNICATION DESIGNER

04 SEPTEMBER 2026

PURPOSE / Show a fashion employer how I research, decide, test and contribute—not only what the final work looks like.

I translate research into fashion stories.

I am a Visual Communication Designer focused on fashion branding, art direction, visual identity and digital design.

CAREER DIRECTION

Contribute within a fashion creative team where research, styling and campaign systems work together.

- FASHION BRANDING
- ART DIRECTION
- VISUAL IDENTITY
- DIGITAL DESIGN

DIGITAL PRESENCE

A live, evidence-led portfolio designed for employers and professional conversations.



WHY COYSEIO?

Its restraint, tactile layering, unusual proportion and quiet storytelling align with how I already observe fashion.

Extend the brand. Do not redesign it.

Develop an independent seasonal campaign using COYSEIO's existing products and visual language. Demonstrate research, styling judgement, art direction and digital application while making my contribution explicit.

SOFT

Emotional comfort

Warmth · layering · relaxed silhouettes · tactile materials · approachability

+

UTILITY

Everyday function

Practicality · versatility · urban movement · efficient dressing · repeat wear

SOFT UTILITY

Relaxed silhouettes and tactile layers combined with practical garments for contemporary urban life.

WARMTH WITHOUT RESTRICTION.
FUNCTION WITHOUT HARDNESS.

REFINED DELIVERABLE

A campaign concept and professional case study suitable for COYSEIO's creative team.

Two audiences. Two jobs to do.

PRIMARY / EMPLOYMENT AUDIENCE

COYSEIO creative team + fashion employers

They need evidence of brand understanding, visual judgement, styling ability, process and ownership.

Can she analyse our visual language?

Can she explain her decisions?

Can she deliver a coherent system?

CAMPAIGN AUDIENCE



Mina Kim, 23

Fashion-aware urban creative interested in Korean independent fashion, individuality, comfort and visual storytelling.

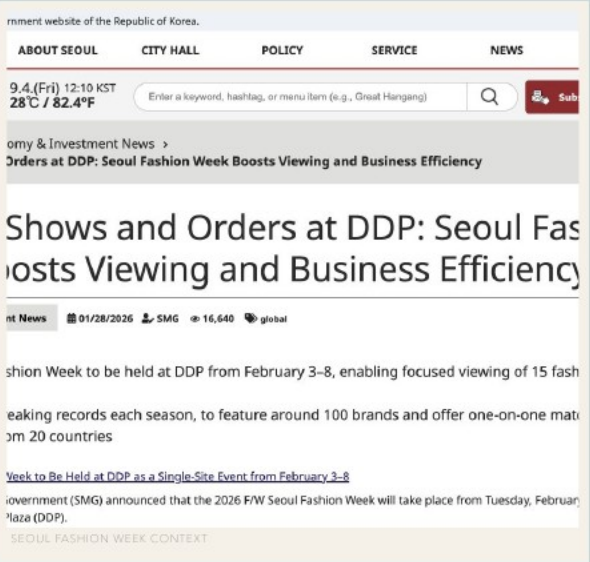
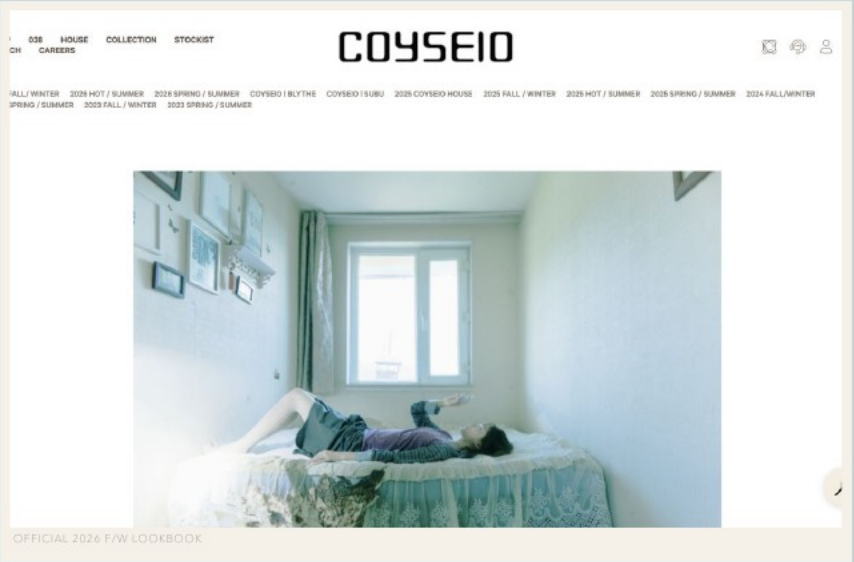
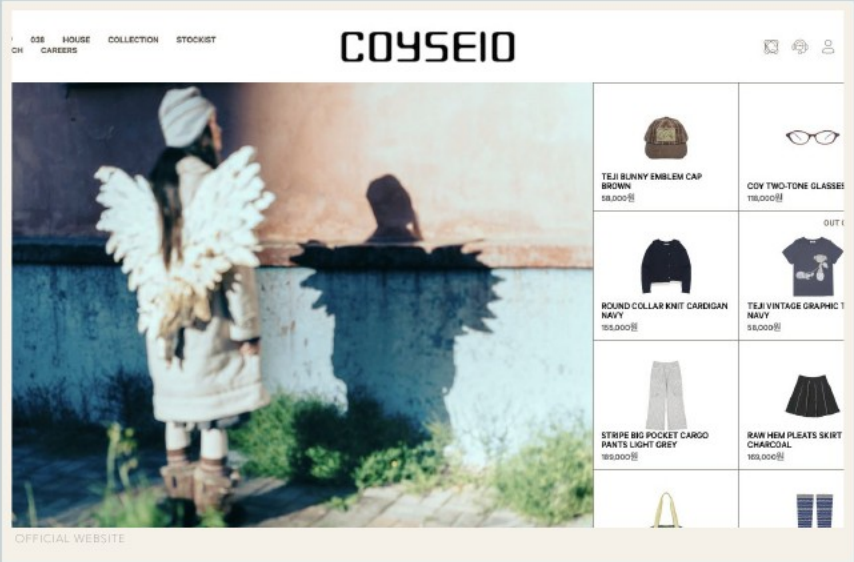
EXPRESSIVE BUT WEARABLE · LAYERED BUT UNDERSTANDABLE

OPPORTUNITY

Connect distinctive collection images through one seasonal idea that makes comfort, function and styling logic visible.

→ One winter world, not isolated looks.

I studied how the brand shows complete worlds.



COYSEIO

Recurring colour, silhouette and character connect products. I built complete looks before graphics.

KOREAN PRESENTATION

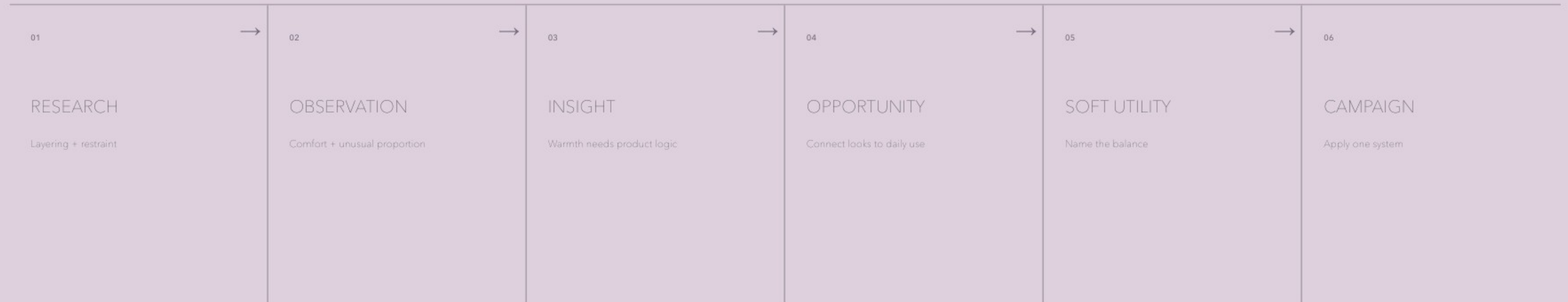
Multiple views make concept and product legible. I added full-body, detail and process evidence.

PEER INPUT / KOREAN CLASSMATES

Reduce competing bulk and repeat colour through smaller details. I refined volume and rhythm.

PARAPHRASED KOREAN PEER NOTES · CONFIRM WORDING

The name came from an observed tension.



The concept was not chosen first and justified later. It emerged from brand behaviour I could translate into a clear seasonal proposition.

Colour sets the mood. Type holds the system.

RULE

Muted colour builds atmosphere; acid yellow appears only where attention or action is required.

NIGHT

STRUCTURE

#252936

COOL BLUE

TECHNICAL CALM

#C4D2D5

MINT

PROCESS

#DCE8DF

DUSTED LILAC

SOFTNESS

#DED1DD

MAUVE

DEPTH

#7D7486

ACID SIGNAL

ACTION

#E7EF53

PAPER

SPACE

#F5F1E9

DISPLAY / CAMPAIGN TITLES

Soft Utility*

AVENIR NEXT ULTRA LIGHT · NON-ITALIC · OPEN SPACING

BODY / CONTEXT + DECISIONS

Warmth without restriction.
Function without hardness.

AVENIR NEXT LIGHT · SENTENCE CASE · CLEAR RHYTHM

UTILITY / LABELS + METADATA

LOOK 01 · 2026 F/W · PRODUCT MATCHING

AVENIR NEXT MEDIUM · TRACKED CAPS

Make. Check. Reject. Refine.

01 Research 02 Analyse 03 Concept 04 Select 05 Style 06 Test 07 Refine 08 Campaign



EARLY / PROPORTION NOTES



REJECTED / TOO MUCH BULK



REFINED / WARMTH WITH CLARITY

WHY THESE TESTS?

The first direction felt too light for winter; adding volume everywhere became costume-like. I kept knit density, hem length and leg layers, then reduced competing torso bulk.

RESULT / A CLEARER, MORE WEARABLE WINTER SILHOUETTE

Build the look. KNIT WRAP.

01

PRODUCT MATCHING



SELECT
↓
LAYER
↓
TEST

PRODUCT MATCHING BOARD

Pattern carries the look; quiet accessories complete the winter rhythm.

One continuous cocoa-to-wine story, balanced by grey-blue leg layers.

VERIFIED MATCH	VERIFIED MATCH	VERIFIED MATCH	VERIFIED MATCH	VERIFIED MATCH
BASE / DRESS STRIPE CANCAN ONE PIECE	LAYER / SCARF COTTAGE KNIT MUFFLER	DETAIL / EYEWEAR COY TWO-TONE GLASSES	RHYTHM / HOSIERY STRIPED MORI KNEE SOCKS	WEIGHT / FOOTWEAR CORDUROY FUR TRIM BOOTS
COCOA	WINE	BROWN	MELANGE GREY	BLACK

UNCONFIRMED IN CURRENT CATALOGUE OFF-WHITE TIGHTS

LOOK 01

KNIT WRAP

Build the look. FAIR ISLE.



PRODUCT MATCHING BOARD

Dense knit above, padded volume below, repeated blue at the calf.

Texture creates Soft; modular cold-weather layers create Utility.

VERIFIED MATCH	VERIFIED MATCH	VERIFIED MATCH	VERIFIED MATCH
			
CORE / KNIT COTTAGE KNIT CARDIGAN	VOLUME / SKIRT QUILTED SHIRRING BALLOON SKIRT	RHYTHM / HOSIERY STRIPED MORI KNEE SOCKS	WEIGHT / FOOTWEAR CORDUROY FUR TRIM BOOTS
BROWN	BLUE	MELANGE GREY	BLACK

UNCONFIRMED IN CURRENT CATALOGUE PATTERNED GREY BEANIE - LIGHT TIGHTS

Build the look. TONAL DENIM.



SELECT
↓
LAYER
↓
TEST

PRODUCT MATCHING BOARD

A quieter column lets the purple check-and-stripe layer become the signal.

Matched grey denim simplifies the silhouette; the top adds controlled contrast.

VERIFIED MATCH	VERIFIED MATCH	VERIFIED MATCH	VERIFIED MATCH
FRAME / JACKET AGED MIDI DENIM JACKET	SIGNAL / TOP CHECK & STRIPE GRAPHIC LONG SLEEVE	COLUMN / TROUSERS AGED BACK-TAB DENIM PANTS	WEIGHT / FOOTWEAR CORDUROY FUR TRIM BOOTS
GREY	PURPLE	GREY	BLACK

Build the look. SOFT UNIFORM.



SELECT
↓
LAYER
↓
TEST

PRODUCT MATCHING BOARD

An integrated layered dress produces depth without adding separate bulky pieces.

Black contains the silhouette while muted mauve keeps the styling soft.

VERIFIED MATCH	VERIFIED MATCH	VERIFIED MATCH
TOP / HEADWEAR TEXTURE LOOSE CAP	SYSTEM / DRESS LAYERED SHIRT CARDIGAN SHIRRING DRESS	WEIGHT / FOOTWEAR CORDUROY FUR TRIM BOOTS
BLACK	BLACK	BLACK

UNCONFIRMED IN CURRENT CATALOGUE WHITE TIGHTS

Build the look. UTILITY VEST.

05

PRODUCT MATCHING



SELECT
↓
LAYER
↓
TEST

PRODUCT MATCHING BOARD

A high-colour torso is stabilised by a dark pleated base and winter footwear.

Magenta becomes the focal layer; pale raw edges keep the lower half legible.

VERIFIED MATCH	VERIFIED MATCH	STYLING REFERENCE	VERIFIED MATCH
DETAIL / EYEWEAR COY TWO-TONE GLASSES	BASE / SKIRT RAW HEM PLEATS SKIRT	COLOUR REFERENCE DOUBLE-LAYER STRIPED SOCKS	WEIGHT / FOOTWEAR CORDUROY FUR TRIM BOOTS
BROWN	NAVY	PINK	BLACK

UNCONFIRMED IN CURRENT CATALOGUE MAGENTA UTILITY LAYER NAVY UNDER-LAYER BACKPACK / HARNESS

Build the look. CURVED JACKET.



SELECT
↓
LAYER
↓
TEST

PRODUCT MATCHING BOARD

Rounded seams and raw edges connect a practical jacket to a softer skirt shape.

Charcoal repeats vertically; a plum bag interrupts the neutral column.

VERIFIED MATCH	SPECIAL REFERENCE	VERIFIED MATCH	SPECIAL REFERENCE	VERIFIED MATCH
CORE / JACKET ROUNDED RAW HEM JACKET	LAYER REFERENCE GRAPHIC ROUND COLLAR SHIRT	BASE / SKIRT RAW HEM PLEATS SKIRT	BAG REFERENCE PEBBLE FRIENDS RIBBON BAG	WEIGHT / FOOTWEAR CORDUROY FUR TRIM BOOTS
CHARCOAL	WHITE	CHARCOAL	PLUM RED	BLACK

UNCONFIRMED IN CURRENT CATALOGUE PALE TIGHTS

Build the look. KNIT LAYERS.

07

PRODUCT MATCHING



SELECT
↓
LAYER
↓
TEST

PRODUCT MATCHING BOARD

Navy and wine build a dark winter core; brown accessories soften the finish.

The asymmetric cardigan controls the upper line while pleats release movement below.

VERIFIED MATCH	VERIFIED MATCH	VERIFIED MATCH	ORIGINAL REFERENCE	ORIGINAL REFERENCE	VERIFIED MATCH
					
CORE / KNIT ROUND COLLAR KNIT CARDIGAN	MOVEMENT / SKIRT KNIT PLEATS SKIRT	RHYTHM / HOSIERY STRIPED MORI KNEE SOCKS	BAG REFERENCE DUFFLE TWO-WAY CROSS BAG	BAG REFERENCE RETRO OXFORD BACKPACK	WEIGHT / FOOTWEAR CORDUROY FUR TRIM BOOTS
NAVY	WINE	BROWN	BROWN	NAVY	BLACK

UNCONFIRMED IN CURRENT CATALOGUE

GREY TIGHTS

LOOK 07

KNIT LAYERS

Every "why?" became a visible revision.

FEEDBACK

What does Soft Utility mean?

Defined Soft + Utility separately.

New concept page → clearer proposition.

FEEDBACK

What did you actually do?

Separated brand ownership from my role.

Contribution + seven styling records.

FEEDBACK

Why are the looks combined?

Documented product, proportion and colour logic.

Styling became inspectable.

FEEDBACK

What would you send
COYSEIO?

Defined a professional package.

Live case study + campaign + PDF.

Not a gallery. A campaign system.

Each deliverable has a job: explain the idea, prove the styling, attract attention or help an employer inspect the process.

CAMPAIGN CONCEPT

7 DOCUMENTED LOOKS

9 POSTERS

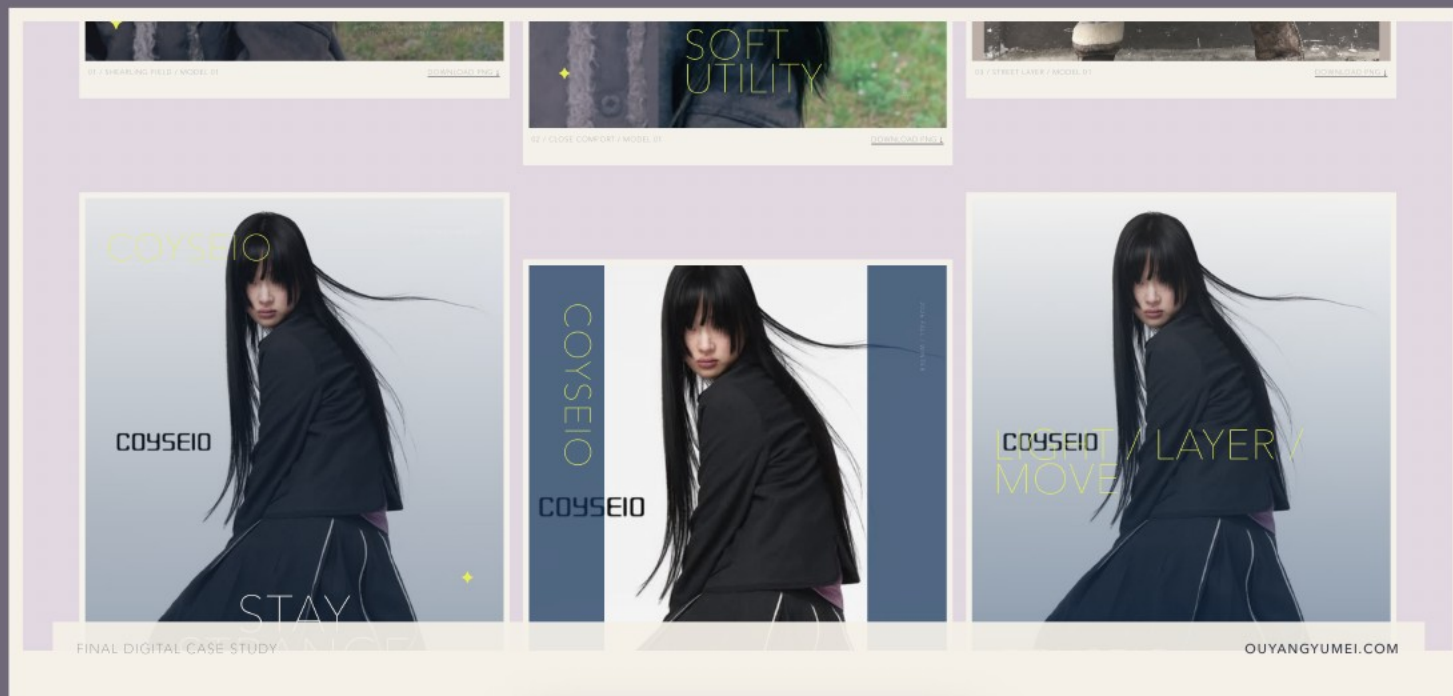
RESPONSIVE CASE STUDY

BRAND + AUDIENCE STRATEGY

ART DIRECTION

SOCIAL SYSTEM

PRESENTATION PDF



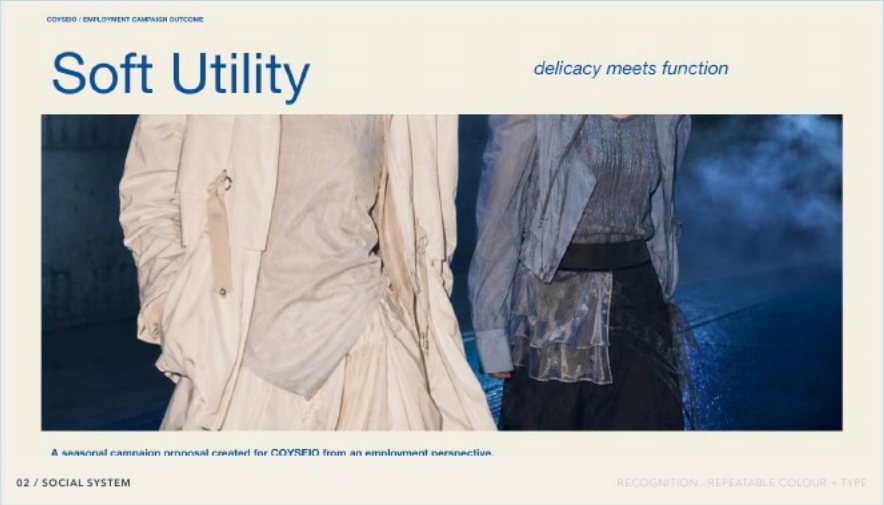
One concept. Three scales.

The same colour, type and styling logic adapts to attention, recognition and deeper inspection.



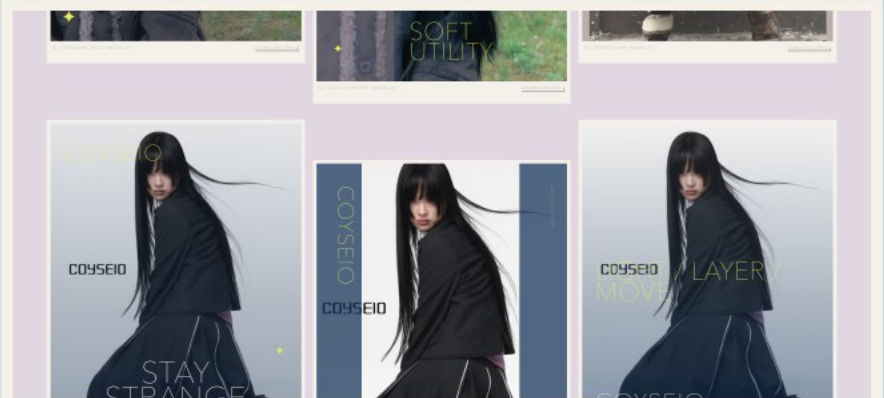
01 / POSTER SERIES

ATTENTION · ART DIRECTION · SEASONAL MESSAGE



02 / SOCIAL SYSTEM

RECOGNITION · REPEATABLE COLOUR · TYPE



03 / DIGITAL CASE STUDY

EVIDENCE · PROCESS · RESPONSIVE EXPERIENCE

The PDF summarises. The website proves.

The live case study contains the complete research, seven styling records, process tests, sources, feedback integration and all campaign outputs.

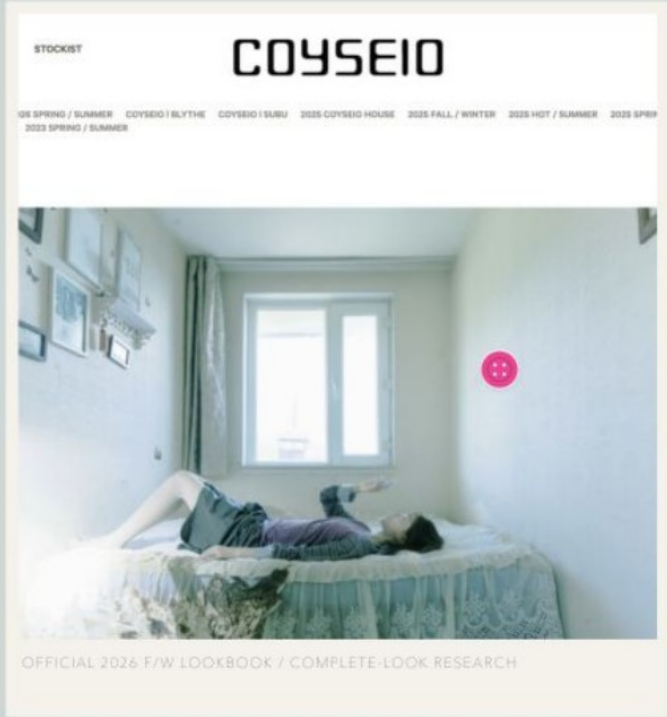
VISIT THE FULL CASE STUDY

ouyangyumei.com/work/coyseio-soft-utility

and what changed?

I used first-party brand material as the source, then compared it with content from a fashion presentation and peer discussion. The purpose was not to copy a look, but to turn observations into defensible styling and communication decisions.

4 / EVIDENCE BEFORE



RESPONSIVE CASE STUDY / INDUSTRY VALIDATION EVIDENCE

What this project now demonstrates.

LEARNED

A campaign must connect brand evidence, product logic, audience and concept.

EMPLOYMENT VALUE

Brand analysis · styling judgement · art direction · digital storytelling.

CHANGED

Feedback moved the work from beautiful output to documented decisions.

NEXT

Confirm exact SKUs, test with industry viewers and tailor the application package.

I am ready to contribute research-led visual judgement inside a contemporary fashion creative team.