

Overcoat

2019 F/W

“Memorandum” - series overcoat

The best design for key project

By Frida Li



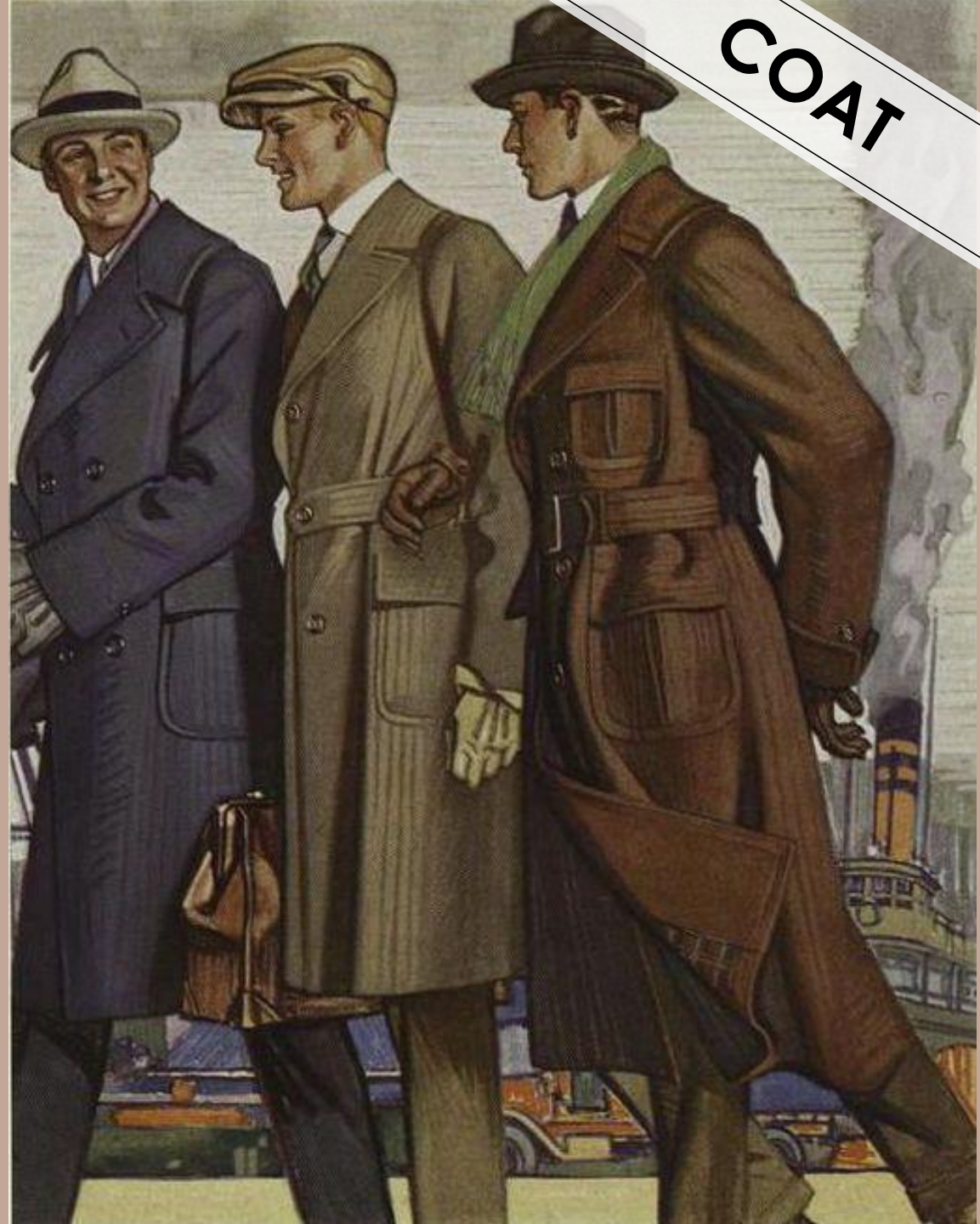
Memorandum Series

Series Introduction

This series base on the attitude for saluting to classic summarizing the staple style for Men's winter coat.

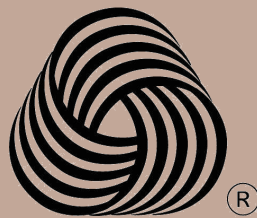
The coat Bible for this winter is on the foue-group main series of gentlemen's memorandum.

1. Chesterfield coat
2. Ulster coat
3. Bal boat
4. Pea coat



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WOOLMARK

100 fili d'artista
dalla Collezione Canclini

Chesterfield Coat

In the such huge family for classical coat, only Chesterfield Coat can deserve the title of nobility. As an indispensable item in the international social situations, it laid the basic pattern for modern coat.

This series put emphasis on single breasted button "Chesterfield Coat", for definition of the style, we take hidden placket、two buttons、three buttons、peak lapel、notch lapel as several main design points, to handpick four indispensable items for business etiquette, and add the traditional unique lingering charm to winter wardrobe.

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Peak lapel and two buttons

Notch lapel and hidden placket

Wide peak lapel and two buttons

Peak lapel and three buttons



Ulster coat

The characteristic of Ulster Coat is double front overlap, embodying the noble temperament of British descent.

This series emphasize the stylish embody of unique double-breasted coat in winter COAT Family, the style of retro ticket pocket、Ulster lapel、wide peak lapel becomes the focal feature for this series.



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Ulster Coat

Double breasted six buttons(six buttons fasten) earl Ulster coat

Double breasted six buttons celebrity Ulster coat

Two buttonholes leader Ulster coat

Classical Napoleon collar and double front overlap Ulster coat

COAT



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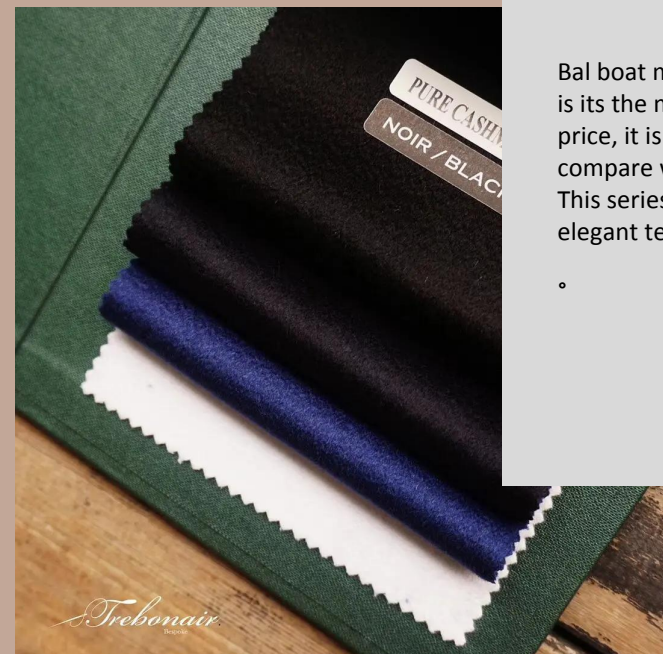


Bal boat

Bal boat must be the most coincident gentelman's simple philosophy in clothing, simple design is its the most obvious feature, however, this design would not sacrifice its functionality as the price, it is the complete and ingenious design shows the perfect appearance, no coat can compare with it.

This series use non-lapel design like closed collar from Bal Boat, the simple collar style give a elegant temperament to this series.

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Bal boat
single-breasted three buttons stand collar coat
Sample business closed collar Bal coat



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Pea coat

The pea coat is the shortest in all jacket, also is a style of jacket between Blazer and Coat, it's a casual jacket for athleticism and British culture. The sailor jacket use woolen overcoat fabric which has the casual style, the main color is classical dark blue, and the focus for this series is design of double breasted & front overlap, slant bottom pocket and ornamental sleeve tab.



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Pea Coat

Double breasted six buttons(three buttons fasten), Patch pocket short coat

Double breasted four buttons(two buttons fasten), slant bottom pocket one-hand long coat



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THANK YOU