About Me
I wasn’t always interested in fashion, I myself knew almost nothing about it until a couple of years ago. Being half Chinese I always had an interest in Asian inspired designs, but I had no idea how to find such clothing. One of my friends ended up becoming a designer and he helped introduce me to a multitude of Asian fashion designers who I would have never been able to find without his recommendation. Thinking that it is a shame that it is so difficult for the average person to find these designers, I came across the idea to create a website to collect showcase these fashion designers with ease of access and discovery.

Project Goals
The project that I am proposing is a website to showcase Asian and Asian American fashion designers. The goal of the website is to compile a compendium or collection of these designers and to increase their exposure and accessibility to the world.

The website will have catalog of fashion designers that one can go through. This catalog will contain a vast variety of fashion designers from all walks of life. The fashion and art industry can be a very selective and exclusive industry; however, this project aims to be as inclusive as reasonably possible and support as much of the community as possible. While a certain level of credibility or foundation will be required from designers, this project hopes to help showcase for anybody who has a collection of their work they wish to present. There will be both invitations as well as an application process for those who wish to take part. Currently it will only support designers of Asian origin or descent, but if there is enough support then down the road we will consider making it a globally inclusive collection.

Outreach/Publicity
To expand outreach and publicity we will be looking to partner with institutions such as the ones mentioned above. We share similar ideas to these organizations and this project can serve as a medium to help the organizations complete their goals and spread their culture. We will also look to partner with fashion magazines and brands like Vogue. Magazines like vogue are important for greater exposure and in turn for their support we will also provide resources from our databases for the magazines to use for their articles. Collaboration with journalists is a great boon for both parties.

Website Design
The website’s core identity will be designed towards accessibility for the average user, someone who is looking to discover clothing and/or designers that follow a specific idea or theme that they are interested in. The catalog will be able to be sorted by a variety of subcategories so that viewers can most easily find what they are looking for. For example, there will be subcategories for ethnicity, location, culture of influence, education background (i.e. design school), average price point, runways showcased at, etc. The idea is to connect designers with consumers and interested parties with efficiency. Once a designer is chosen, one can view their page on the website that will have a short bio, some pictures, and links to any of their social media, shop pages, websites, etc. This way the designers can obtain as much exposure to their content as possible. There will also be a randomization option, where someone can find a random designer in the catalog, for those who wish to truly explore.

Like Minded Projects
There are similar projects to this currently available for public view, with which we can see the direction that are own will take. The most similar example is the Fashion Asia Hong Kong program organized by the Hong Kong Design Centre and funded by the Hong Kong government. They host exhibitions of Asian fashion designers and have online information about these designers. This is a great program, but it only showcases a small selection of designers in a snippet of time. The project that I am proposing has a similar approach, however with a much broader net. It will showcase a much wider range of designers of all levels of success and price points, and it will be continuously updated; it is not designed to be a one-time project. There are other events and projects hosted with a similar desire to showcase Asian influence in fashion, such as the China Institute’s 2018 Fashion Design Competition. However, these are also all events that have a small window of opportunity and do not have the same scope that this project does.

Personas

High-Rollers: These are the people who want to spend their money of designer clothing. These consumers typically want to buy clothing as a status symbol, and will use this website to find designers who resonate with them so that they can flaunt both their wealth and their culture.

The Supporters: These are consumers who want to support a specific community. They will look for and support designers because they want to see their community do well. These consumers will most commonly desire to support those of the same ethnic background, but they may also have other reasons such as educational background or price point.

Niche Consumers: These are consumers that are looking for something specific. Be it one specific design or a whole category, these consumers know exactly what they want. The search and category functions are especially important for this group as it helps them find exactly what they’re looking for with great efficiency.

Explorers: These are consumers who want to find new things. They will take interest in the website as it will include designers from a variety of backgrounds, so even the most well studied viewer can find someone new. These users will take joy in the vast range of designers included in the project.

Industry People: The project’s database can help designers link up and be found by people who want to work with them. This makes the website a great resource for models, retailers, and fellow designers who are looking for business partners.

Journalists: This is also a great resource for bloggers, journalists, or anyone who follows the fashion game. This project helps provide them with a resource to help track and follow prospective or noteworthy designers.