

# ATLANTIC // PACIFIC



East Coast Girl

Loving the California Life



## Blair Eadie



Fashion blogger who has become an expert in unexpected fashion.

She is known for mixing high-end clothing with affordable clothing.

Her style is colorful and eclectic with a preppy undertone.





Blair has built an audience by using brands creatively to form her own aesthetic.

## Bloggers inspiring Designers

This aesthetic is strong enough to build a collection and a brand.





# The Aesthetic

Prepster Chic



"Growing up in Northern Virginia gave me my practical-yet-preppy edge, while Florida (where I went to school) is where I formed my insane love for color and print."





# The Aesthetic

Strong Color

"When I moved to California I was still trying to figure out my true style. It was there that I formed my love for layering and accessorizing, and I was inspired to step outside my comfort zone."





# The Aesthetic

Modern Audrey



"Moving between the East and West Coast has been such a heavy influence on my aesthetic and sensibility."





# The Aesthetic

Layering

"Now that I am in NYC, my style is becoming more refined and, quite frankly, growing up—as I am."





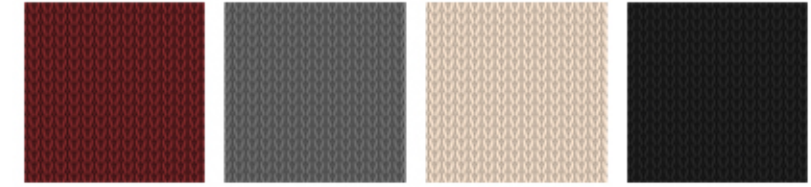
Peplum Top Swatches

Peplum Top Sequins



Blair uses a mixture of trendy pieces and classic pieces to build her look.

Chunky Sweater Swatches

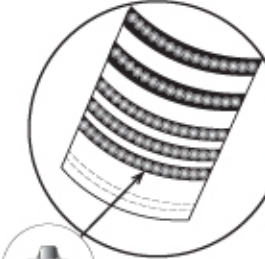


Mock Turtle Neck Beading



*Painted metallic chunky knit*

cuff beading on stripes



bead stack side view

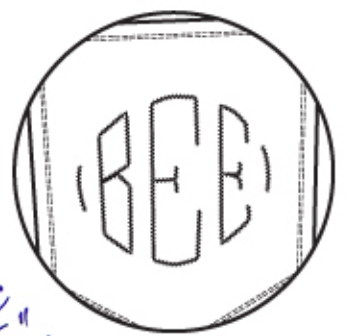


Mock Turtle Neck Swatches



*Mock turtle neck*

*distressed boyfriend jeans*



*signature "BEE" stitch on the back of "Andrew Jean"*

Pencil Skirt Swatches



*pencil skirt*

*Bateau neckline peplum top*



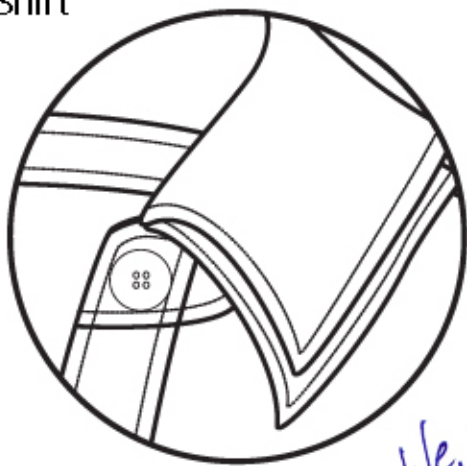
# Collection Building

*Trendy for 2013*  
sequined tops  
peplum  
leopard print  
camo

*Classic*  
jeans  
pencil skirt  
sweater  
mock turtle neck



The Double Collared Dress Shirt is a specially designed **innovation piece** inspired by Blair's layering.



*double collared dress shirt*

Double Collared Shirt Swatches



*camo w/ NYC overlay*

*tea length skirt*

Tea Length Skirt Swatches



Sheath Dress  
Shoulder beading



Sheath Dress  
Sleeve beading



*sheath dress*



Sheath Dress Swatches



*Raglan sweatshirt  
rotating trendy piece*

*joie de vivre  
mon chéri  
mademoiselle*

Raglan Sweatshirt Swatches



## Collection Building

*trendy for 2013  
french phrase top  
camo print  
beaded top*

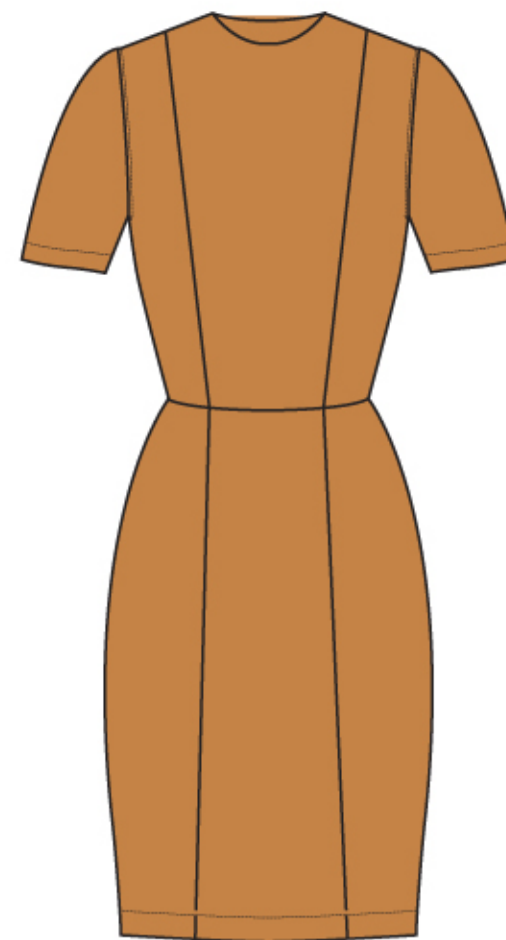
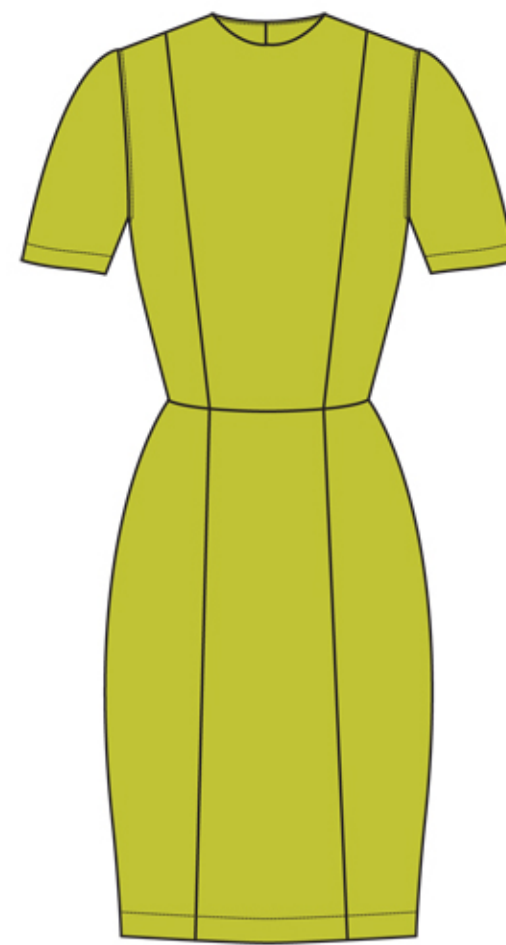
*classic  
sheath dress  
dress shirt  
full skirt*

Blair likes to layer.  
Any of these pieces  
can be paired with  
another.

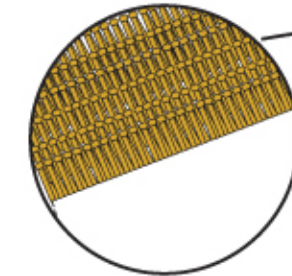




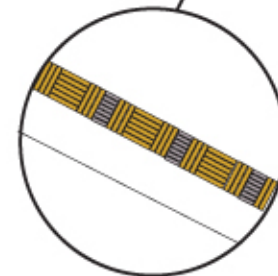
# The Collection



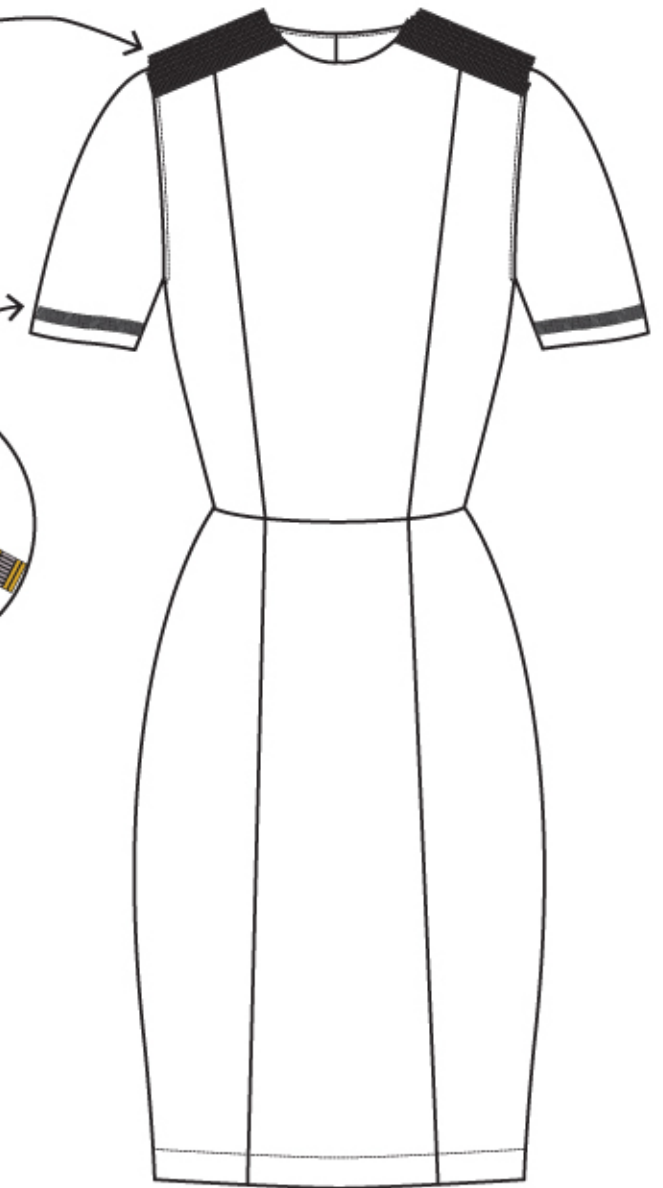
side view of bead pyramid rows



bead pyramid detail



## Audrey Dress





Eadie Sweatshirt



Bee Sweater



# The Collection



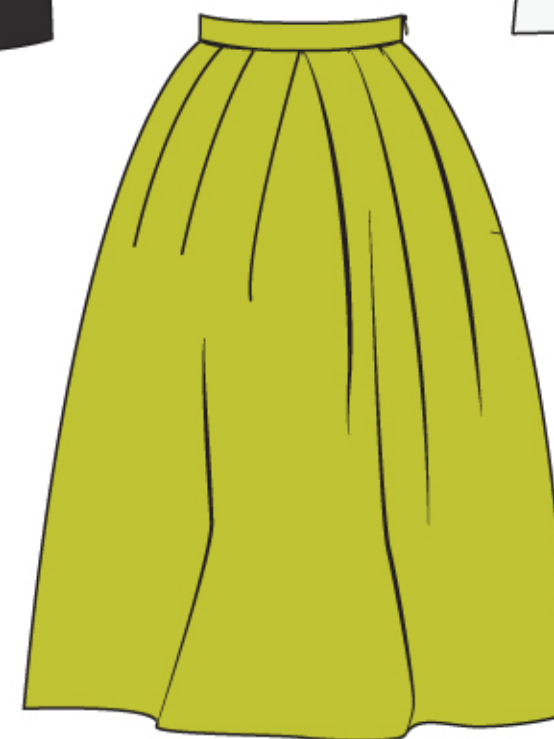
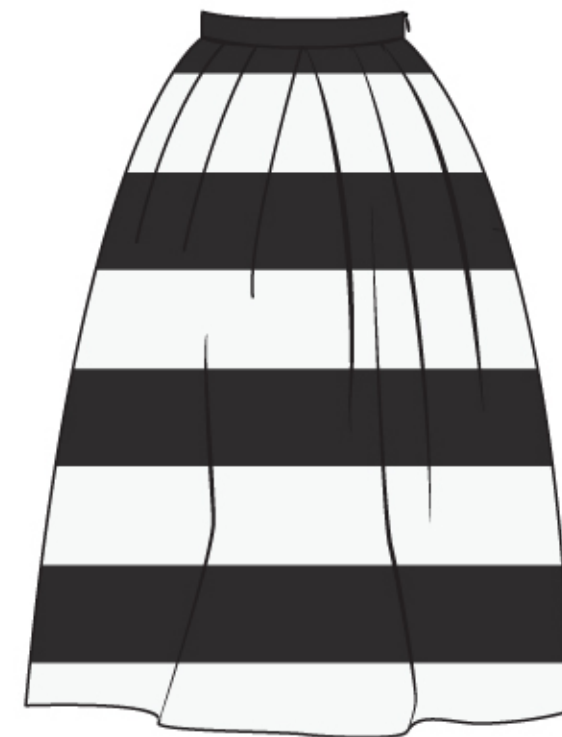
Bee Painted Metallic Sweater



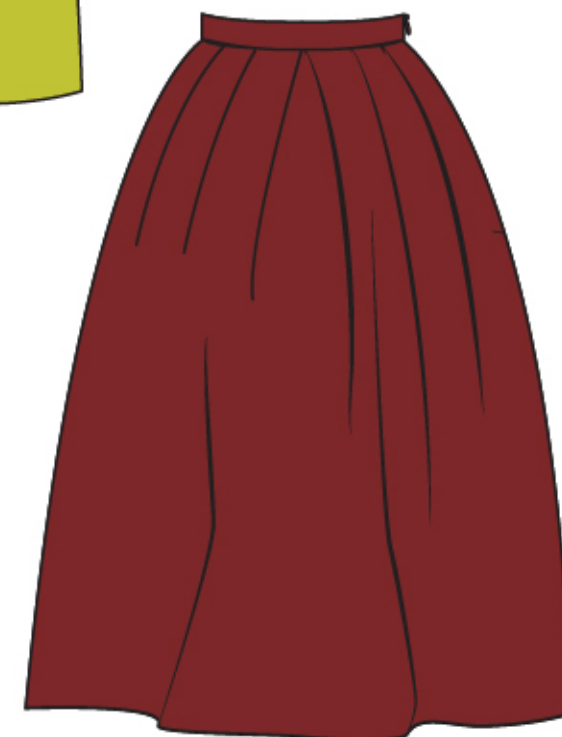
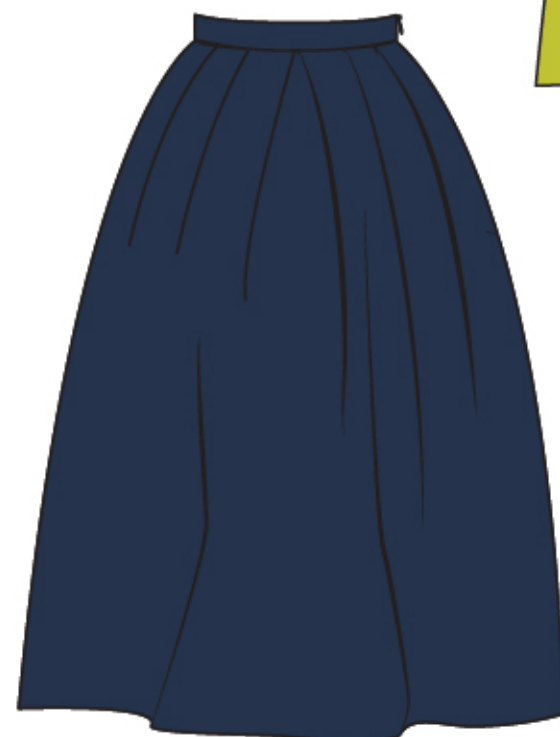
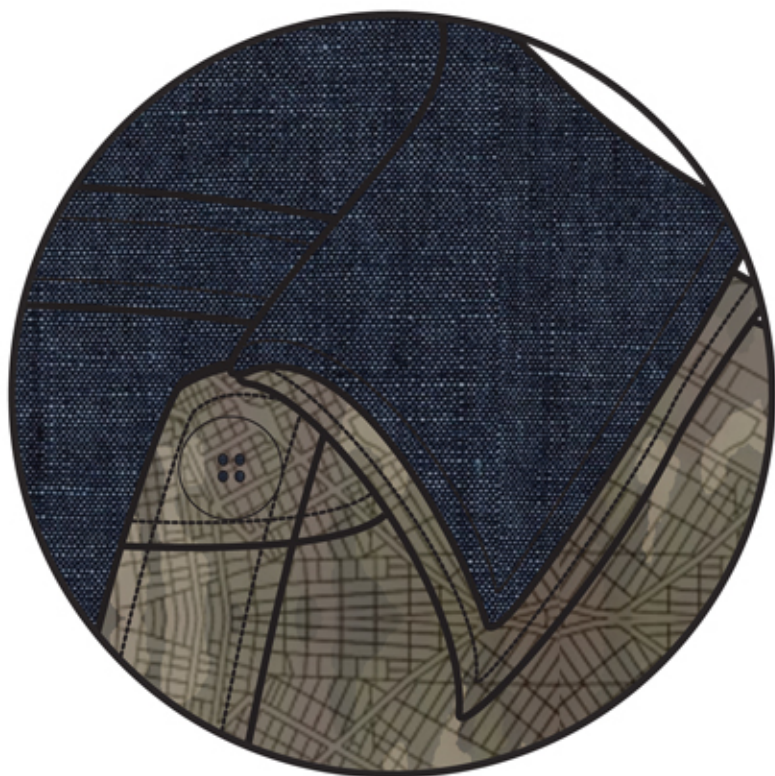




Double-collared  
Blair Shirt



Manhattan  
Skirt



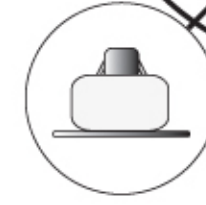
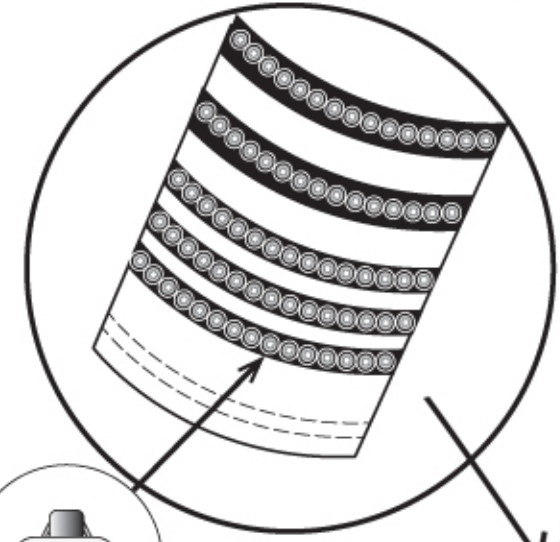
# The Collection



## Lydia Mock Turtleneck

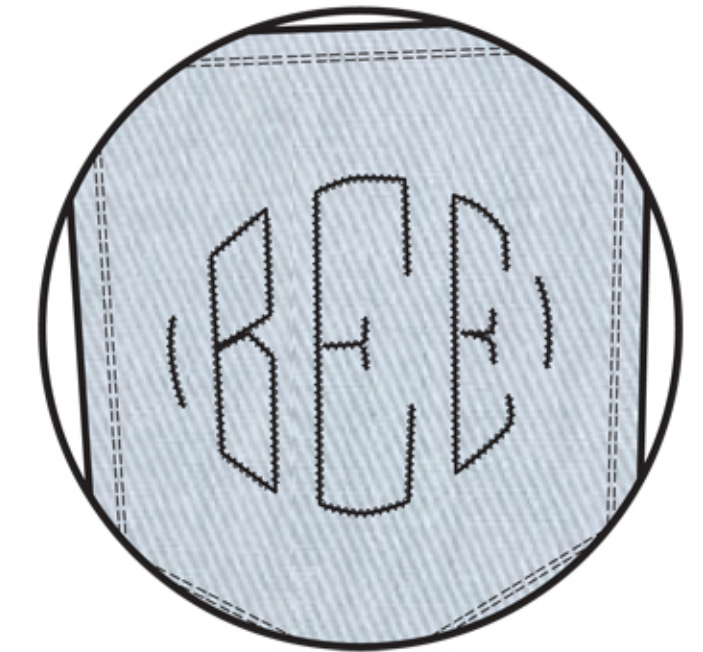


cuff beading on stripes



bead stack side view

## Andrew Jean

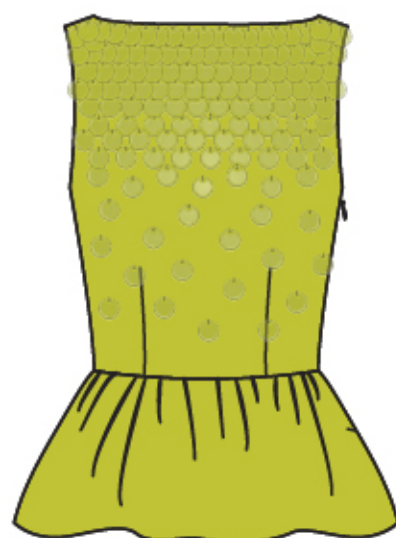
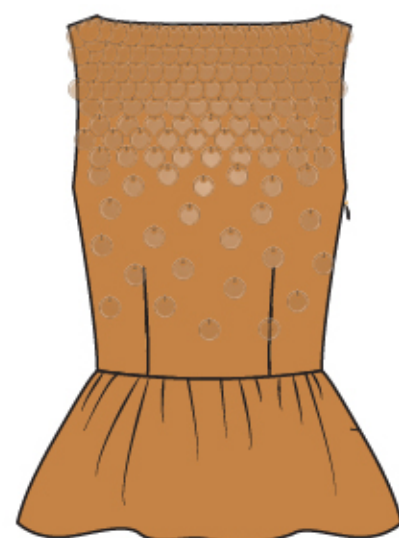
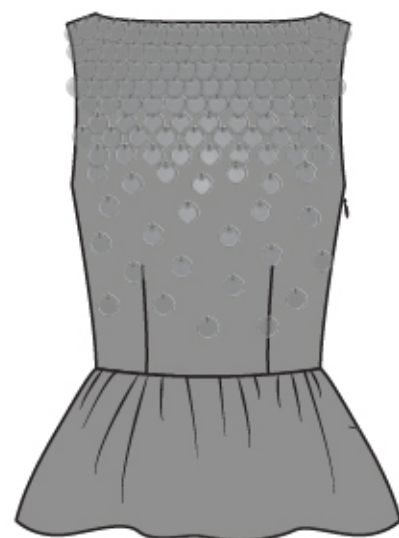


"BEE" back pocket detail

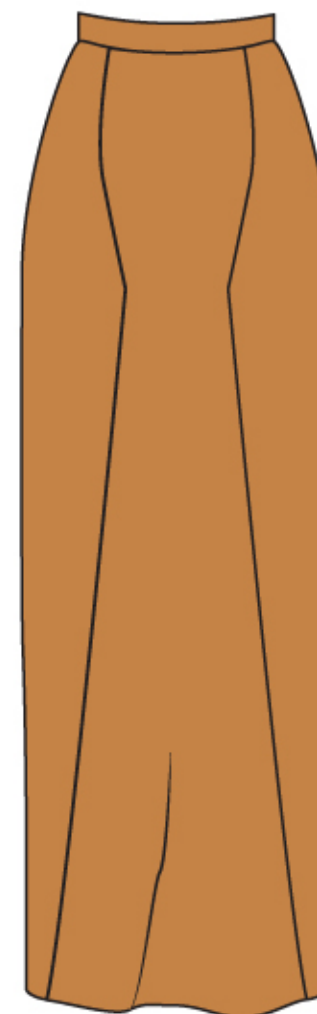
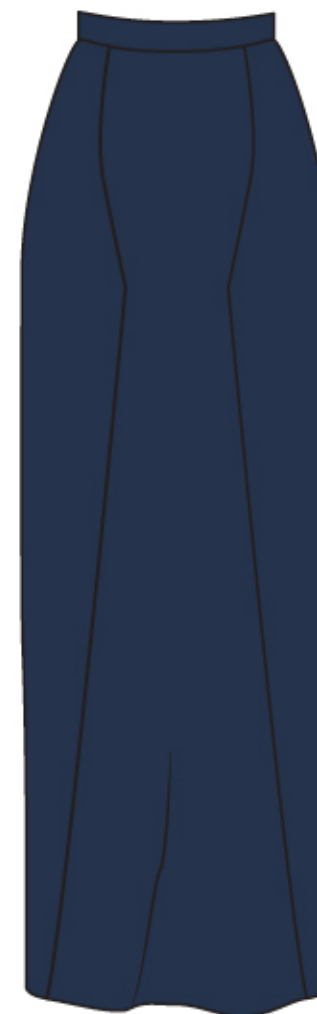
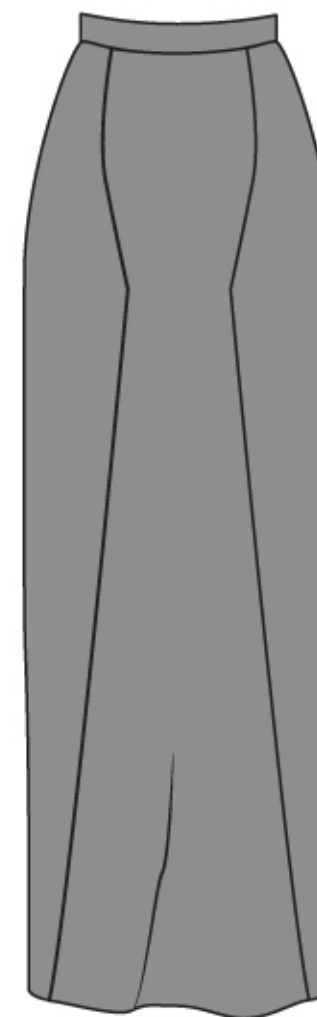
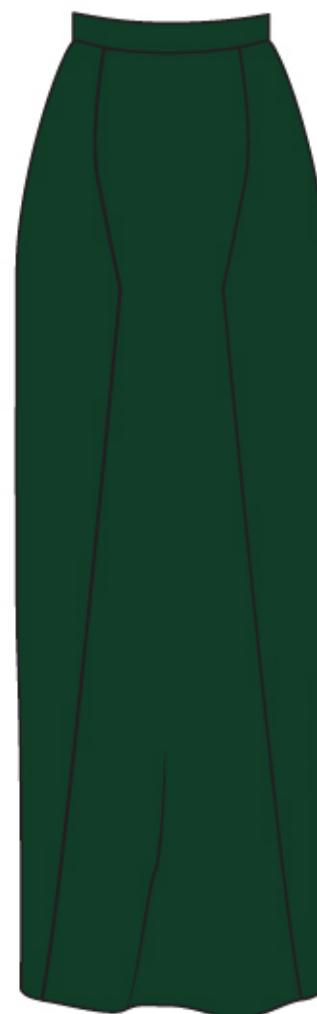
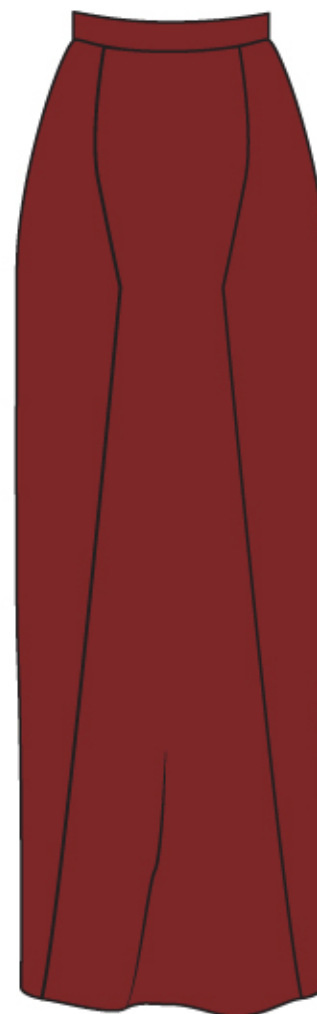
# The Collection



Joanna Blouse



Francisco Skirt



The Collection







Andrew Jean

Size 6

97% Cotton and 3% Spandex

Machine wash cold with like colors.  
Use only non-chlorine bleach as needed.  
Tumble dry low.

\$198 RN# 111395



Made in USA

atlanticpacific.com

Bee Sweater

Size 6

100% Cotton

Dry clean only.

\$398 RN# 111395



Made in USA

atlanticpacific.com

Blair Shirt

Size 6

50% Cotton Chambray and 50% Cotton

Machine wash cold with like colors.  
Use only non-chlorine bleach as needed.  
Tumble dry low.

\$298 RN# 111395



Made in USA

atlanticpacific.com

Eadie Sweatshirt

Size 6

80% Cotton and 20% Polyester

Machine wash cold with like colors.  
Use only non-chlorine bleach as needed.  
Tumble dry low.

\$98 RN# 111395



Made in USA

atlanticpacific.com

# Hangtags

Francisco Skirt

Size 6

100% Wool

Dry clean only.

\$325 RN# 111395



Made in USA

atlanticpacific.com

Joanna Blouse

Size 6

55% Cotton and 45% Silk

Dry clean only.

\$198 RN# 111395



Made in USA

atlanticpacific.com

Lydia Mock  
Turtleneck

Size 6

98% Cotton and 2% Spandex

Machine wash cold with like colors.  
Use only non-chlorine bleach as needed.  
Tumble dry low.

\$125 RN# 111395



Made in USA

atlanticpacific.com

Manhattan Skirt

Size 6

100% Silk

Dry clean only.

\$498 RN# 111395



Made in USA

atlanticpacific.com

ATLANTIC // PACIFIC

Atlantic-Pacific



East Coast Girl Loving the California Life

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Labels and Packaging

NAME: Blair Shirt	SIZE RANGE: Womens 0-18
STYLE# 130459	SAMPLE SIZE: 4
SEASON: Fall 2013	DESIGNER: Atlantic Pacific Design Team
STATUS: Prototype	DATE FIRST SENT: 2/22/2013
FIT TYPE: Natural	DATE REVISED: 3/15/2013
BRAND: Atlantic-Pacific	FABRICATION: 50% Cotton Chambray and 50% Cotton

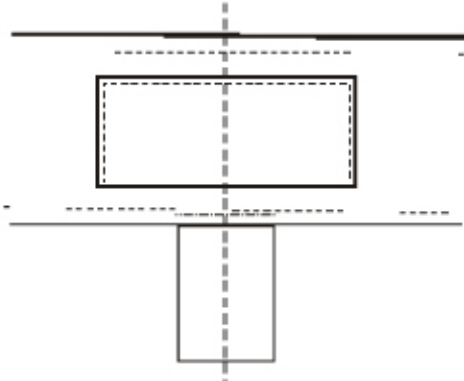
ITEM / description	SKETCH	PLACEMENT	SUPPLIER	WIDTH / WEIGHT / SIZE	FINISH / description	QTY
Woven end fold label	#1 BELOW	inside CB collar	Standard Label, factory sourced	standard size	permanent	1
COO label (country of origin)	#1 BELOW	inside CB collar	Standard Label, factory sourced	standard size	permanent	1
care content	#1 BELOW	inside CB collar	factory sourced	to fit, see label manual	permanent	1
hang tag	#2 BELOW	see folding instructions for placement	Phimpela Label Company	see label manual	removable	1
barcode stickers	#2 BELOW	one polybag, one hangtag	Nakanishi Coding Systems	see label manual	adhesive back	2
retail ticket	#2 BELOW	see folding instructions for placement	Nakanishi Coding Systems	see label manual	removable	1
safety pin--with string, for hangtags	#2 BELOW	see folding instructions for placement	factory sourced	see sample sent	brass	1
poly bag, (Flatpack)	#2 BELOW	--	factory sourced	H X W = 18 X 13	Self-stick, closes at bottom	1

**LABELS #1**

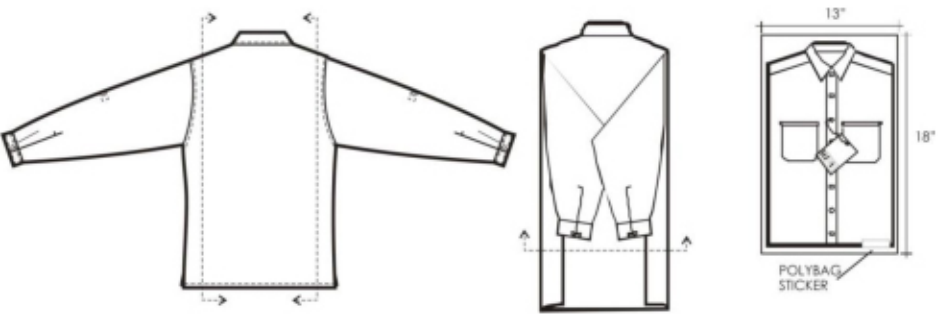


**LABEL PLACEMENT**

CENTER BACK, INSIDE



**FOLDING INSTRUCTIONS #2**



Labels and Packaging





# Points of Measure

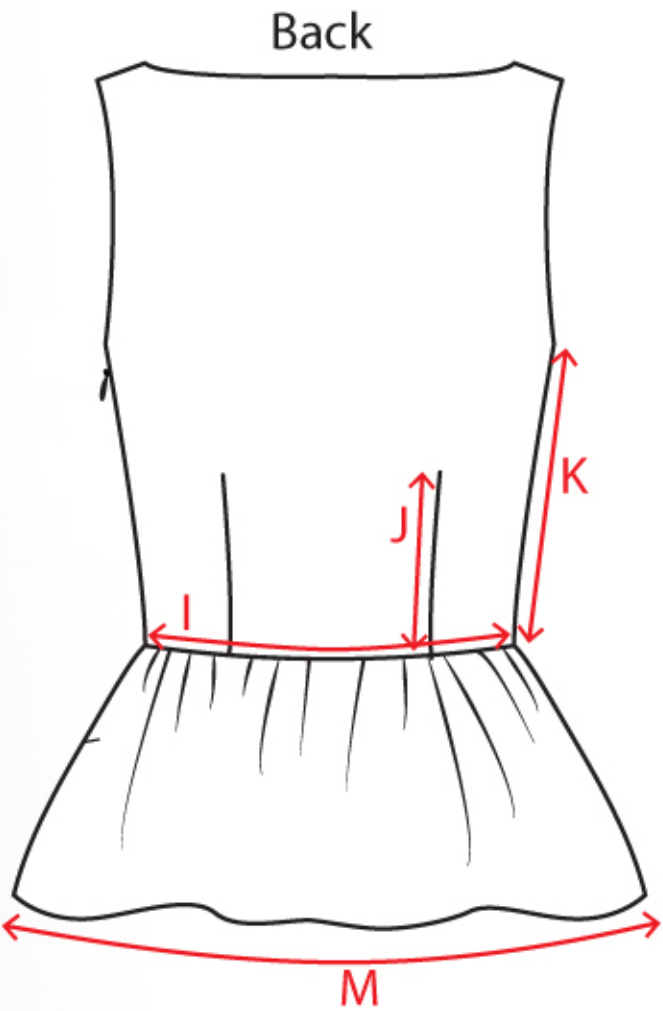
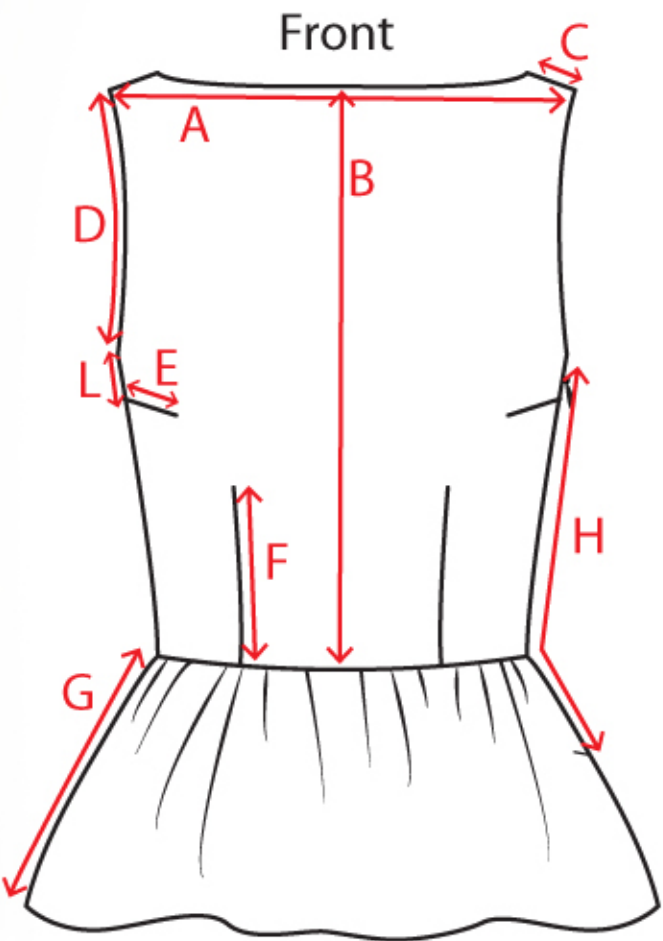
## ATLANTIC // PACIFIC

### POINTS OF MEASURE

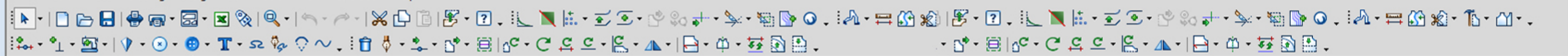
PROTO# AP0001	SIZE RANGE: Womens, 0-12
STYLE# Joanna	SAMPLE SIZE: 6
SEASON: Fall 2013	DESIGNER: AP Design Team
NAME: Joanna Blouse	DATE FIRST SENT: 2/22/2013
FIT TYPE: Fitted	DATE REVISED: 3/16/2013
BRAND: Atlantic Pacific	FABRICATION: 55% cotton, 45% silk
STATUS: Prototype-1	

POINTS of MEASURE, **Woven** (Tolerances are in inches, Specifications are in centimeters)

code	TOP SPECS	Tol (+) Tol (-)		Spec
A	Shoulder Point to Point	1/8	1/8	40 1/2
B	Center Neckline to Center Waist	1/8	1/8	40 cm
C	Should Strap Width	1/8	1/8	6.5 cm
D	Armhole length	1/8	1/8	21.5 cm
E	Front Side Dart	1/8	1/8	6 cm
F	Front Princess Dart	1/8	1/8	12 cm
G	Peplum Length	1/8	1/8	18 cm
H	Zipper Opening Length	1/8	1/8	25 cm
I	Waist Length (bm HPS)	1/8	1/8	34 cm
J	Back Princess Dart	1/8	1/8	12 cm
K	Side Seam Length	1/8	1/8	13.5 cm
L	Armhole bottom to dart	1/8	1/8	5 cm
M	Peplum Sweep	1/2	1/8	144 cm
SKETCH IS FOR REFERENCE ONLY, NOT FOR DETAIL				







## Toolbox

Tool... Grad... View ... Piece...

## My Favorite Tools

## Windows Tools

## General Tools

## Update Pieces

## Points &amp; Notches

## Movement

## Rotation

## Build &amp; Cut

## Contour

## Half Symmetry

## Baseline

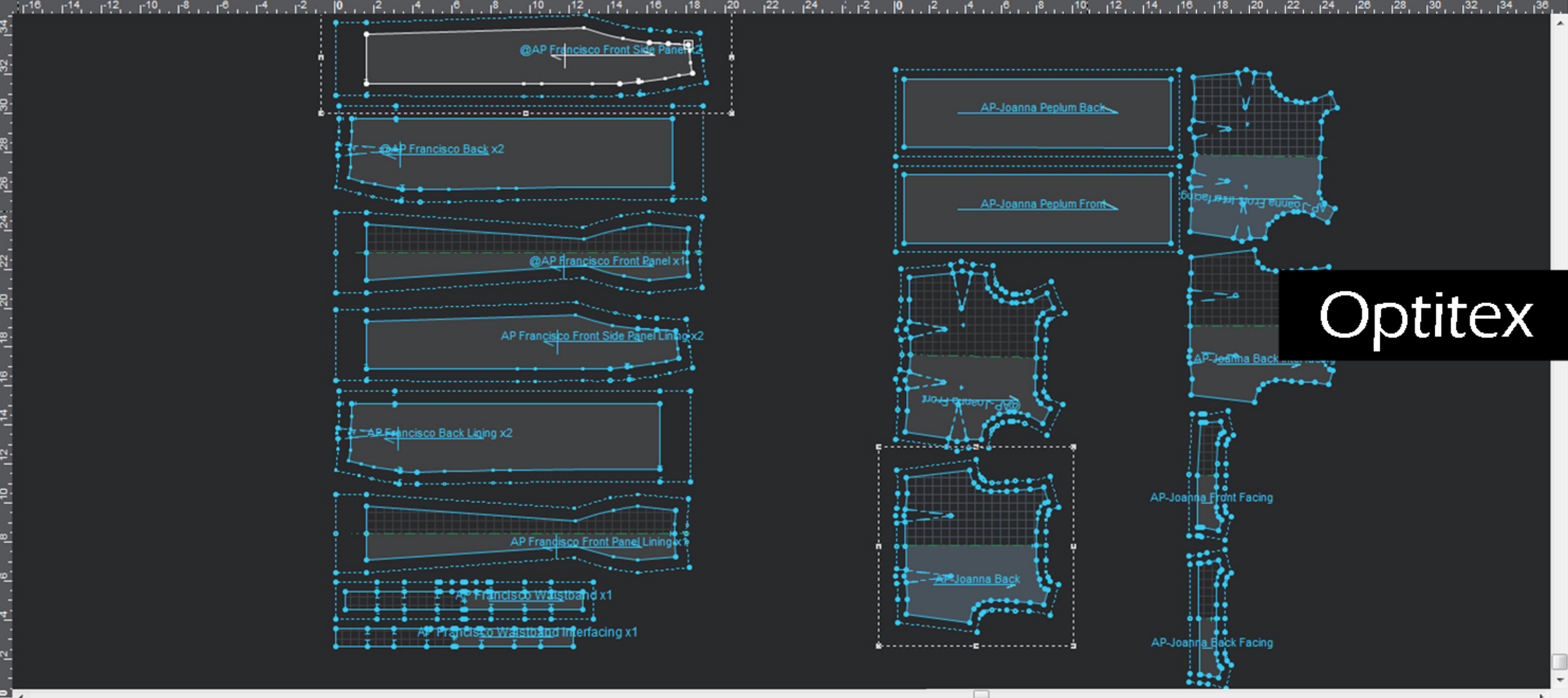
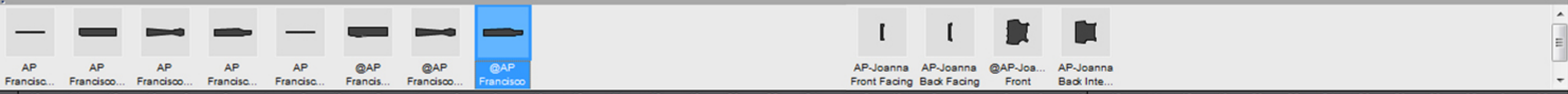
New Baseline (Ctrl+/)

Rotate to Baseline (Shift+/)

Baseline Direction (/)

Baseline Perpendicular

## Pieces Window



Optitex

## Style Sets

Compare Length Pieces Table Style Sets

Menu

Style Sets

Create

Remove

Duplicate

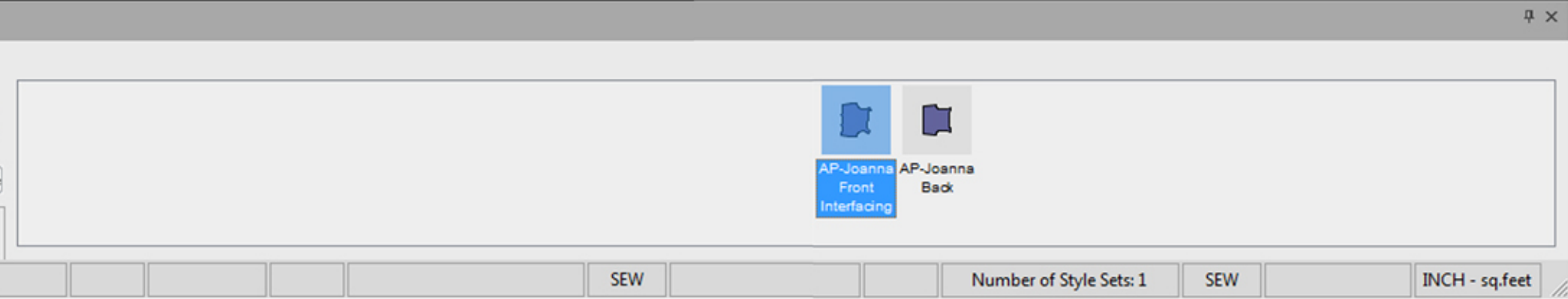
Description

...

Add Pieces

Remove Piece

Piece Name Code Description Material Quantity Pair Opposite



Seam

Darts &amp; Pleats

Grading Tools

Ready

SEW

Number of Style Sets: 1

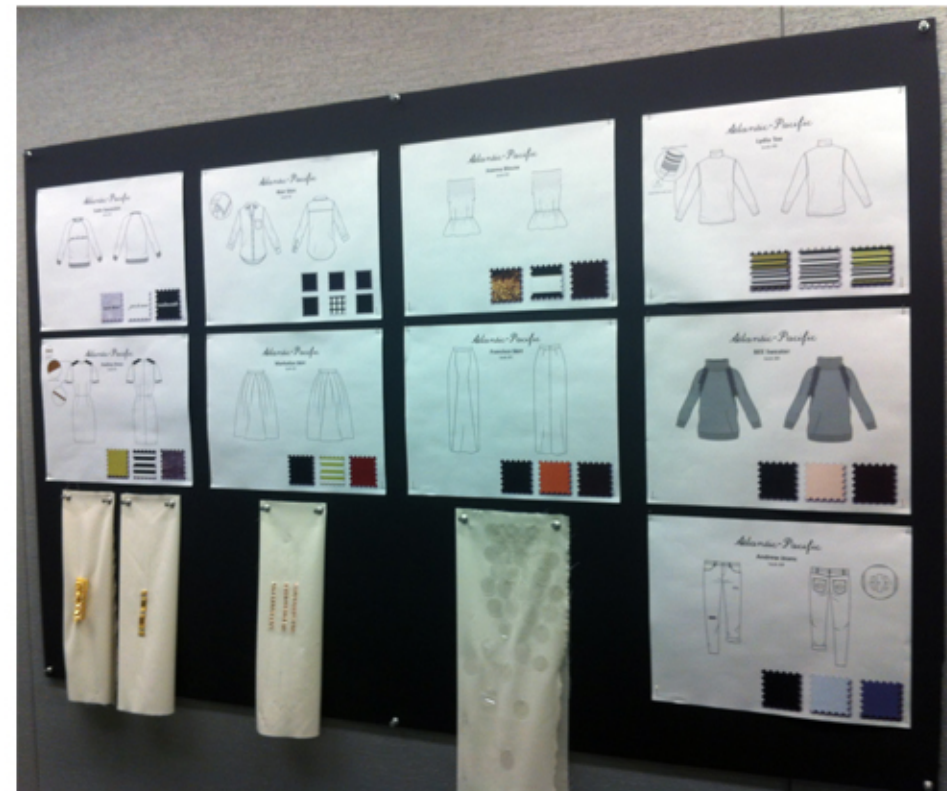
SEW

INCH - sq.feet





# Workflow







Prototypes





Inspired by Blair Eadie!



These Baldwin jeans will be my next denim purchase. After I saw them on Blair Eadie I fell in love! My favorite feature on the jeans... the long inseam!



Lauren's style inspiration comes from a "SICK obsession" with Blair Eadie of [Atlantic-Pacific](#). Recently, Blair has inspired almost all of Lauren's outfits! Lauren thinks her style is "classically chic, but totally wearable," which is exactly how she likes to dress. Well, great choice Lauren... one of my personal favorites as well! Lauren loves high heels, bows, and glitter just as much as I do (so she obviously has an impeccable grace)! If you like what you see... check out Lauren's blog, [Big Dreams, Little Pockets](#) to get some everyday beauty and fashion tips and see more of her sophisticated style. Have I mentioned she is THE BEST fake eyelash applicator? She saved me from a fake eyelash faux pas last Halloween. If she can help me, I am sure she can help you too!

# Followers

I am a major fan of Olivia Palermo, Blair Eadie, Vanessa Jackman and Jenna Lyons.



You guys, when I saw [Blair of Atlantic-Pacific](#) rock that fabulous Zoe Karssen Creme de la Creme sweatshirt, I LURVED it. But then I saw the price tag. \$160.



Taken by Rachel with her iPhone 4S

was so incredibly inspired after seeing Blair Eadie's "Electric" post last week that I went into my closet and started making lots of color combinations I never thought of with my clothes and I must say, I was very successful! This outfit was one of the results of my experiments and I seriously couldn't be happier.





## Bertrand Pellegrin

Founder & Principal, b. on brand LLC

San Francisco Bay Area | Marketing and Advertising

Current b. on brand LLC

Previous Gensler, Lane Crawford, Lotte Department Stores, Ltd.

Education Academy of Art University

“Brands are indeed keeping their eye on bloggers like Eadie because for that wildly important **Millennial demographic**. Bloggers like Eadie are ‘real’ people who are **inventing their own style** and discovering brands and ways of dressing that has less to do with the runway, and more to do with their mood or pop culture references.”

– Betrand of B on Brand

Purchase Value of Website: \$27,862 USD

Website Daily Revenue: \$2,323 USD

Website Yearly Revenue: \$27,852 USD

Daily Unique Visitors 23,479

Monthly Unique Visitors: 714,627

Yearly Unique Visitors: 8,569,835



## Target Market

Age: 18-34

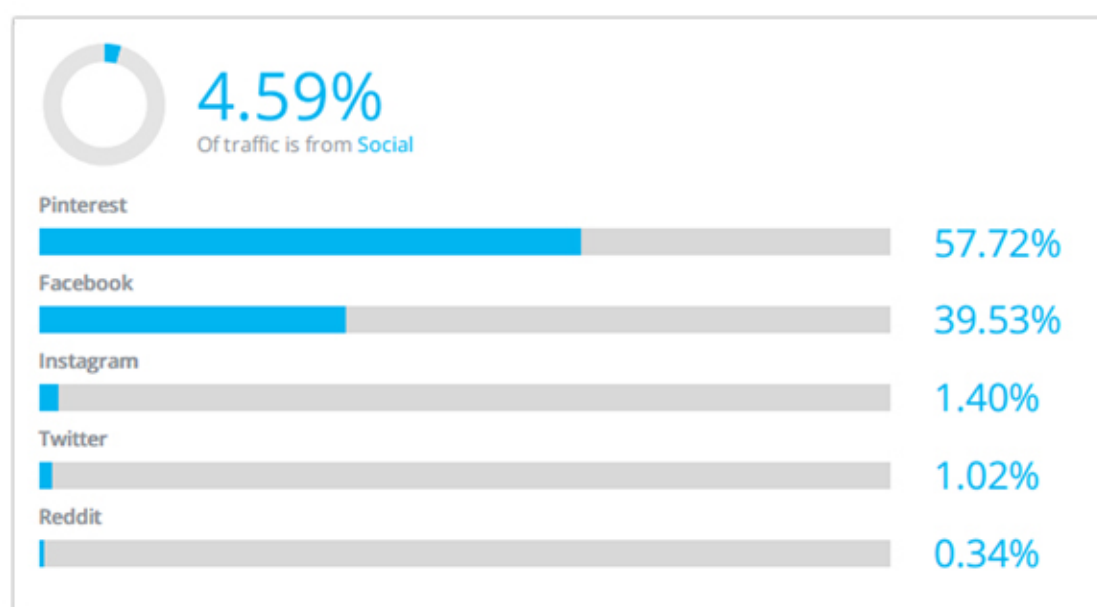
Gender: Female

Children: None

Education: College

Browsing Location: Work/ home

Main Country: United States



### Top Referring Sites:

Bloglovin.com

Fashionista.com

Extrapetiteblogroll.blogspot...

Thefashionspot.com

Whowhatwear.com



### Top Destination Sites:

Rstyle.me

Instagram.com

Blogger.com

Pinterest.com

Schutz-shoes.com

### Nielsen ConneXions Lifestage Group

#### 01 Y1 Young & Wireless

The Young & Wireless group consists mostly of young, upscale singles and couples who tend to be technology trendsetters. Most of the households in these five segments love wireless devices and connect to the Internet by smartphone, laptop, and handheld devices. Many gave up their landline telephones long ago, if they ever had them, for cell phones with MP3 and video players, plus hands-free devices that feature Bluetooth technology. They subscribe to digital cable packages with DVR features, pay-per-view programs, and channels like Cinemax, HBO, Comedy Central, and MTV. But most of their leisure time at home is spent online, downloading music, streaming video, instant-messaging friends, and checking out information about jobs, cars, and apartments. Serious music fans, they rarely travel without their MP3 players or car radios blaring an eclectic mix ranging from urban contemporary to classical. When it comes to cool technology, they own it.

#### 2016 Statistics:

- US Households: 11,201,522
- Median Household Income: \$60,751





## Hunter Boots



## Rebecca Minkoff

### GET READY FOR REBECCA MINKOFF'S EXCLUSIVE BLOGGER COLLABORATION

A Limited-Run Collaboration Inspired by Three Bloggers and the Cities They Call Home

NATIONAL - November 23, 2015 | By Julie Chen

tags: [atlantic-pacific](#), [collaborations](#), [handbags](#), [Nany's Klozet](#), [Rebecca Minkoff](#), [Saks Exclusive](#), [shoes & handbags](#), [Style Bloggers](#), [Wendy's Lookbook](#), [women](#)



Just in time for the holidays, accessories wunderkind [Rebecca Minkoff](#) launches an exclusive collaboration with three of the style world's top bloggers.

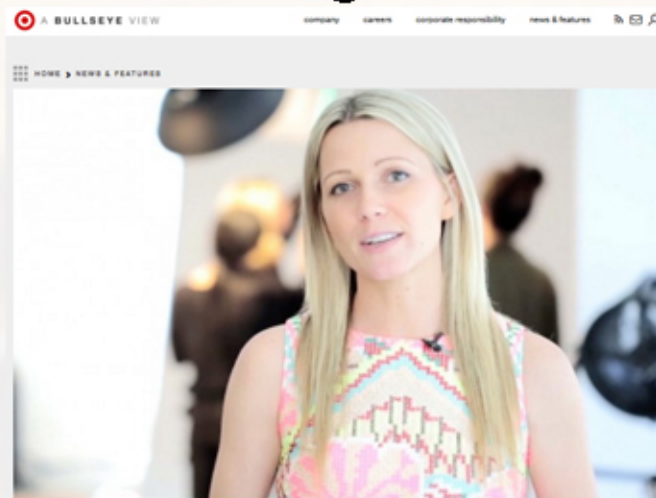


*Rebecca and Her Three Stylish Bloggers Discuss Design Details*

Working with Blair Eadie of [Atlantic-Pacific](#) in New York, Wendy Nguyen of [Wendy's Lookbook](#) in Los Angeles and [Nany's Klozet](#) author Daniela Ramirez of Miami, the designer has customized one of her best-selling bags for each blogger's distinct style and the cities they call home. Only 100 bags for each city will be released, so mark your calendars for the November 30th release date.

# Brand Collaborations

## Target



Atlantic-Pacific Blogger Blair Eadie  
Styles Target's Fall Look Book



## Covergirl





LIKEtoKNOW.it



BLAIREADIEBEE

FOLLOW ON



click to shop

SHOP MY INSTAGRAMS

Powered by Witlee



shop now »



blaireadiebee

FOLLOWING

5,976 likes

62w

blaireadiebee <now on @modaoperandi the fantastic @stubbssandwootton x @happymenocal exclusive collaboration. Shop it on modaoperandi.com>

view all 170 comments

laconine @sethbequick yesssss

sethbequick loafer game on point @laconine

crysstyle @missdabee saw these n thought of u

mdecosimo @bbarry320 I saw these too, she needs ASAP!

misstinabee @jennyysue love

didogg0 buuuuzzzzzz @misskdf

denisedunning @blaireadiebee YOU DON'T DISAPPOINT LADY

prepalamode Love!!

alissakaake @andrea\_darcy

Add a comment...

Online Campaigns

# STREET STYLED

BLAIR EADIE + STATEMENT PANTS = ENDLESS POSSIBILITIES



FOR DAY:  
CASUAL BASICS  
TEMPER THE LOOK.

SHOP THE TREND

FOR EVENING:  
SHARP TAILORING  
IS KEY.







## Re: Atlantic Pacific Mini-Collection

1 message

Blair Eadie

To: Catrina Corley

Wed, Apr 16, 2014 at 4:37 PM

Hi!

I HAVE NO IDEA HOW I MISSED THIS EMAIL. Thank you so, so much for sharing. You did such an awesome job- flattered I was somehow tied to your work! Hope you are having a great spring.

XO

On Wed, Jan 22, 2014 at 8:20 AM, Catrina Corley wrote:

Hi Blair,

My classmates and I did a class project here at Cornell University where we designed a mini-collection based on your aesthetic. Just thought you'd like to see it and how much fun we had doing it.

This is how we approached product development:

<http://catcorley.com/atlantic-pacific-product-development/>

This is the slideshow we gave with our presentation in class:

<http://catcorley.com/atlantic-pacific-slideshow/>

Enjoy!

—  
Thank you,

Catrina Corley

Student @ Cornell University

| College of Human Ecology | Fiber Science & Apparel Design |

🌐 catcorley.com

—  
B.E.E

Blair Elise Eadie.

Atlantic-Pacific Blog

[www.atlantic-pacific.blogspot.com](http://www.atlantic-pacific.blogspot.com)

ATLANTIC // PACIFIC



# ATLANTIC // PACIFIC

The Atlantic-Pacific Design Team:

Catrina Corley (clc249@cornell.edu)

Cameron Giles (cg442@cornell.edu)

Lily Woolens (lw446@cornell.edu)

for

FSAD 2660 Apparel Design: Product Development

Spring 2013

Cornell University