

# ANTA SPORTS GROUP

**Xiamen, China**

- **INNOVATION TEAM COLLABORATION**

- **SOURCING NEW TEXTILE TECHNIQUES**

- **NEW LOGO DESIGN FOR ANTA'S 'KEEP MOVING' LINE**

- **PROJECT 'KEEP MOVING' GRAPHIC TEES DROP BASED ON 4 THEMES**

- **WOMEN'S WEAR 80'S POP**

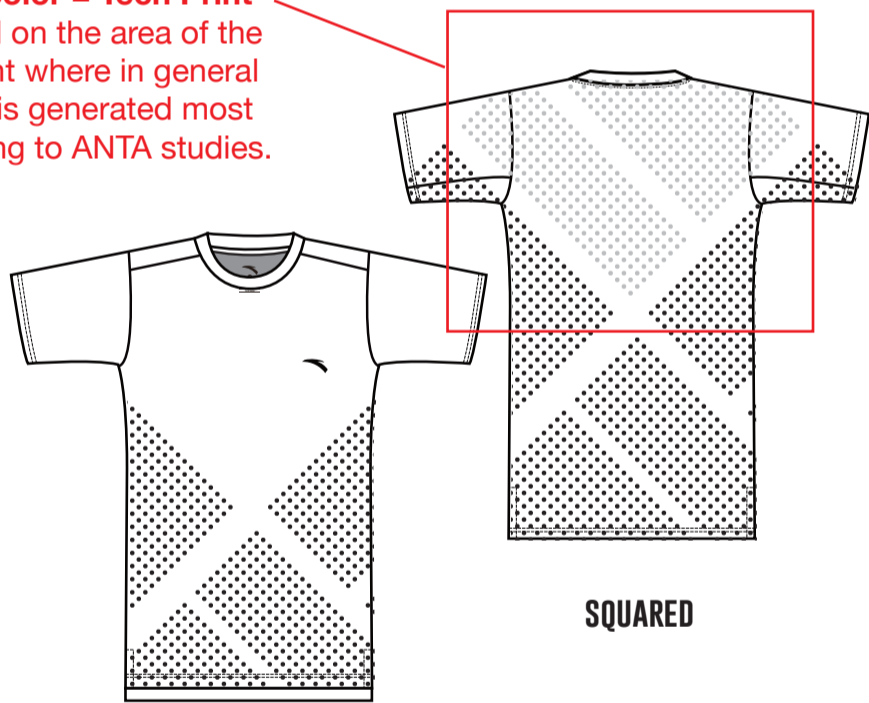
# INNOVATION TEAM COLLABORATION

Graphic Research in collaboration with Innovation Department who tested a textile print technique that reacted to water and resulted in the textile lifting of the skin.

sketches



**Gray color = Tech Print**  
Applied on the area of the garment where in general sweat is generated most according to ANTA studies.

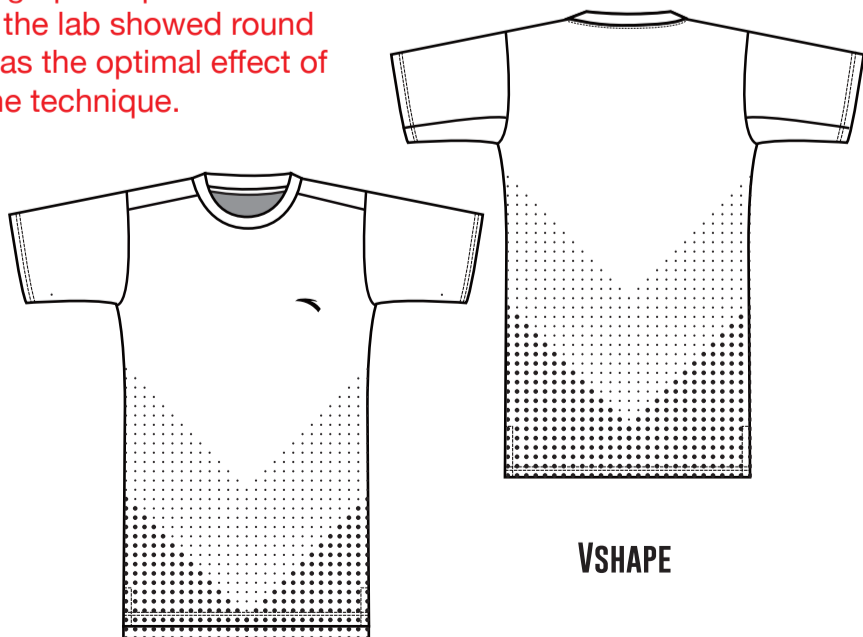


SQUARED

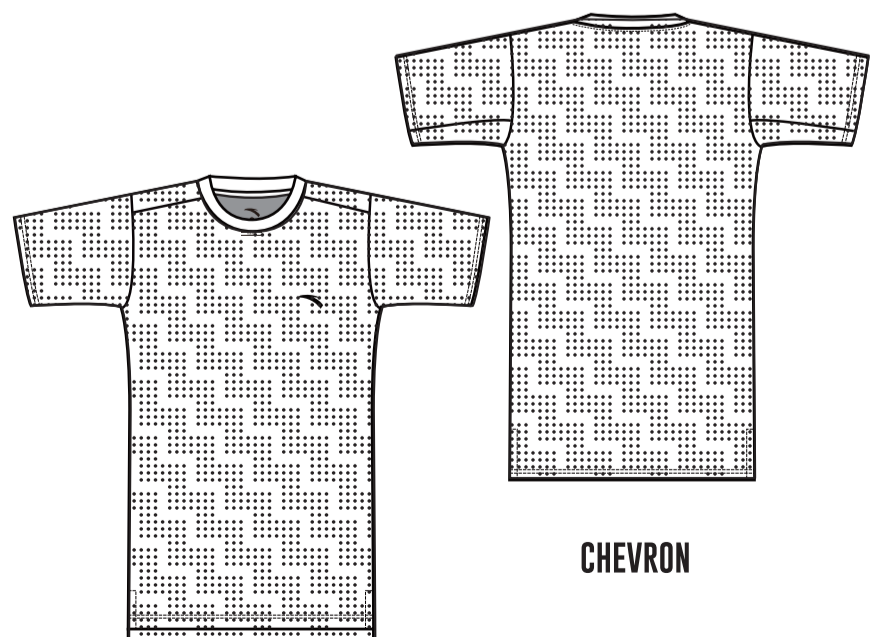


FADE OUT

**Gray color = Tech Print**  
**Black color = sublimation print**  
Other graphic options.  
Studies by the lab showed round dot shape has the optimal effect of the technique.



VSHAPE



CHEVRON

SOURCED IN VARIOUS FACTORIES  
IN SOUTH CHINA



oil slick printing



Structure  
High density pattern  
High density pattern



oil slick printing



TOWEL  
TECHNIQUE



VELCRO  
REFLECTIVE



TEXTURED PRINT



3-D  
RUBBER



RAINBOW REFLECTIVE



PATTERN  
HEAT TRANSFER

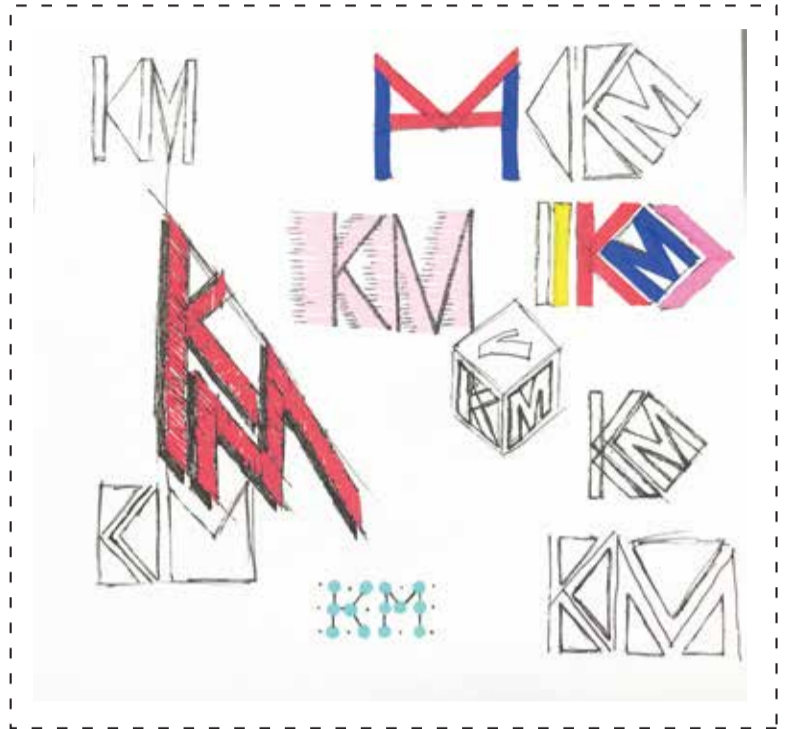


Rubber + Flock



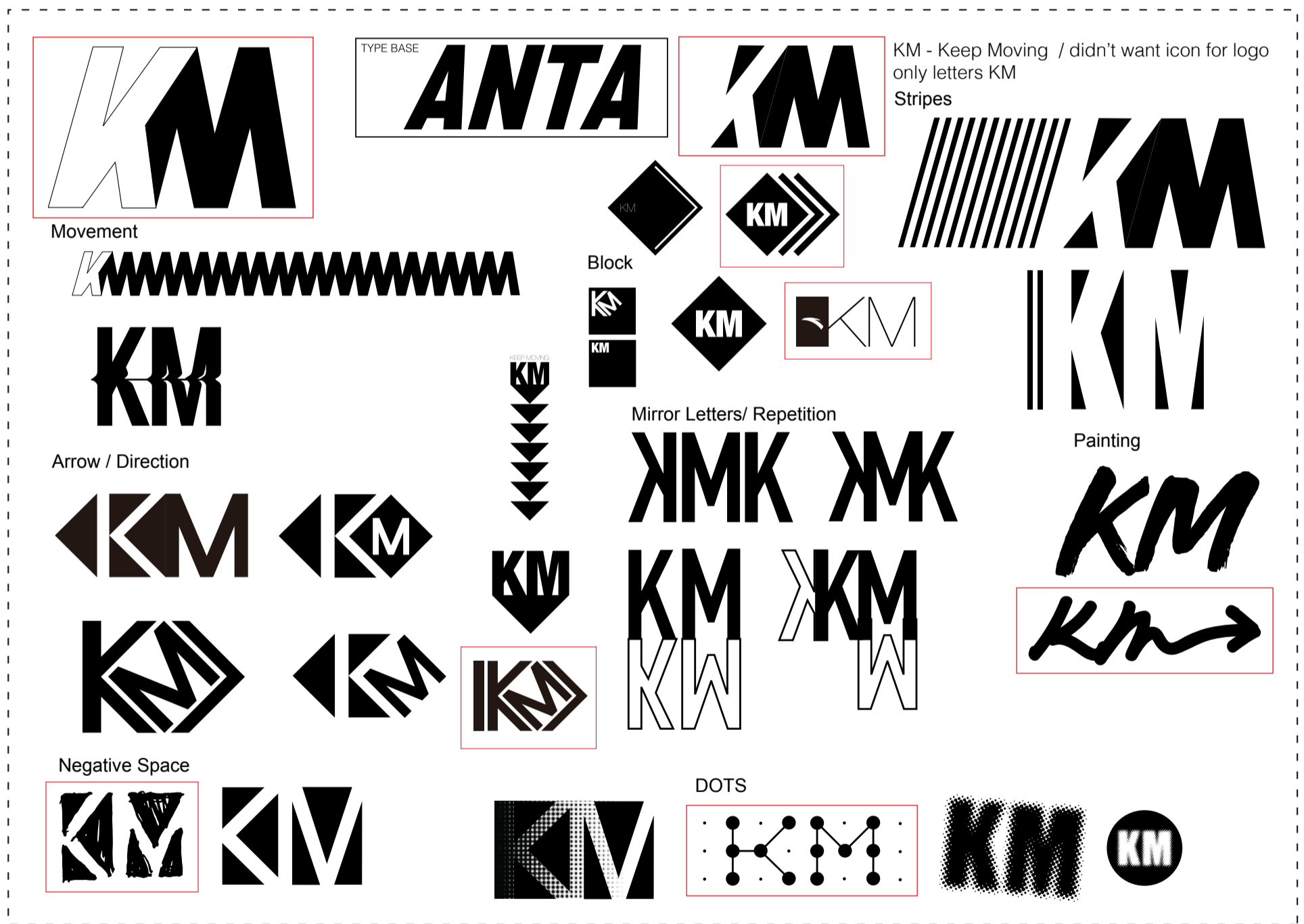
REFLECTIVE  
PATTERN

FASE 1 HAND SKETCHES



NEW LOGO DESIGN FOR ANTA'S 'KEEP MOVING' LINE

FASE 2 DIGITAL SKETCHES / FASE 3 GATHER OPINIONS-VOTES



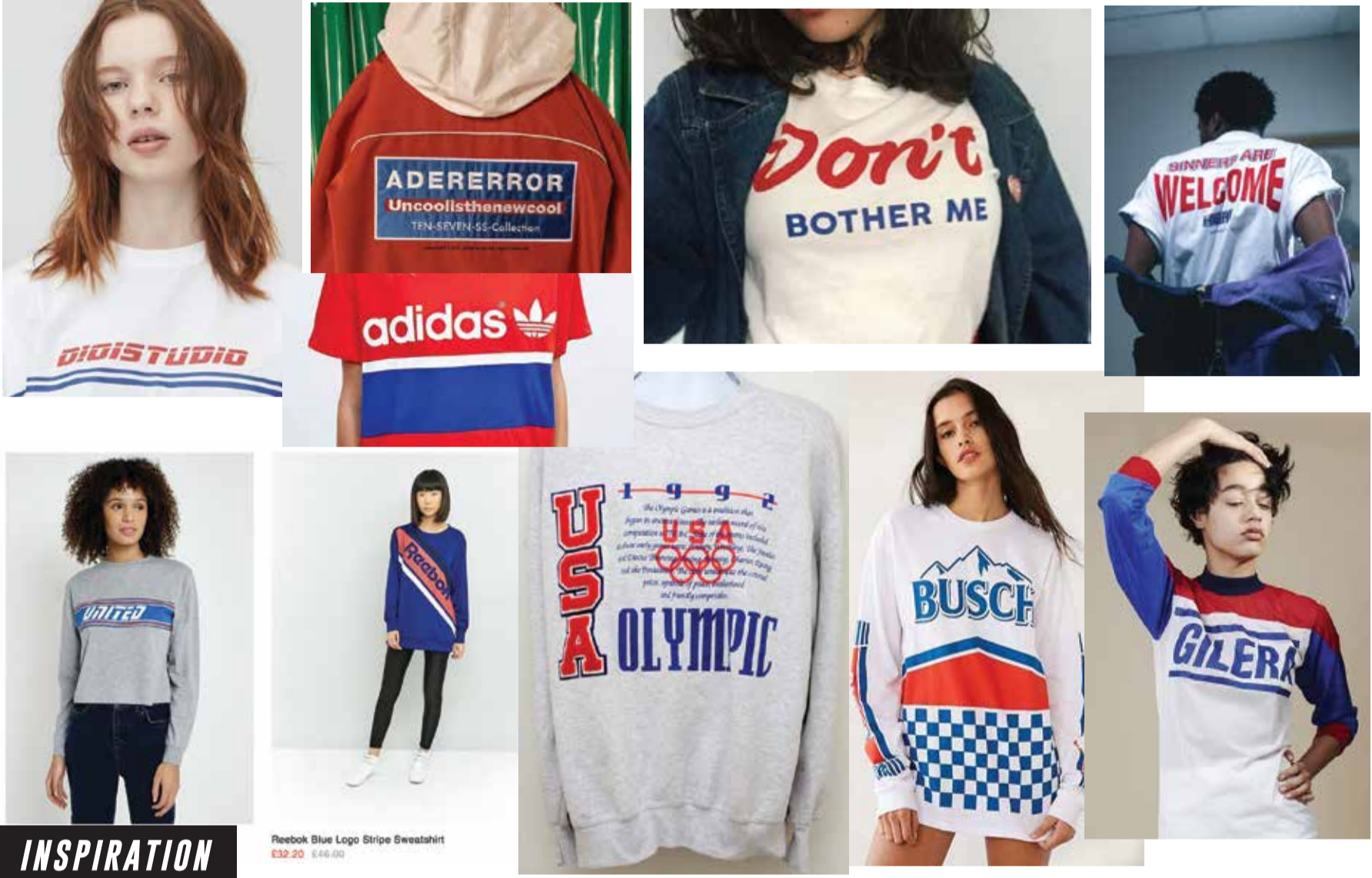
FASE 4 FINALIZE



## PROJECT 'KEEP MOVING' GRAPHIC TEES DROP BASED ON 4 THEMES

### 1 GRAPHIC IDEA 1 colortrend **RED WHITE BLUE**

high risk red 18-1763 TCX  
white  
dazzling blue 18-3949 TCX



**INSPIRATION**

### 19Q2 KM PLAY **RED WHITE BLUE**

1. **ANTA**  
1991
2. **KM KM KM**
3. **KEEP MOVING**  
1991
4. **ANTA**

- 1.
- 2.
- 3.
- 4.

2



19Q2 GRAPHIC IDEA 2

ALL OVER PRINT + BRANDING

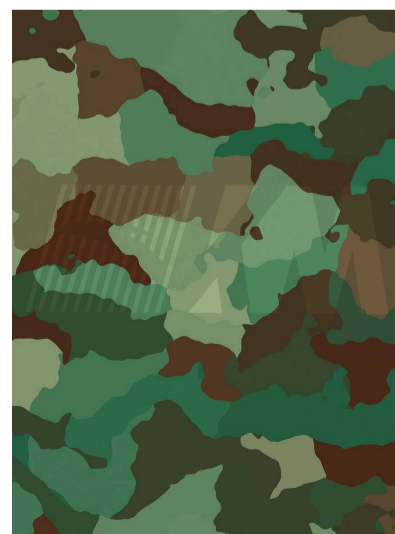
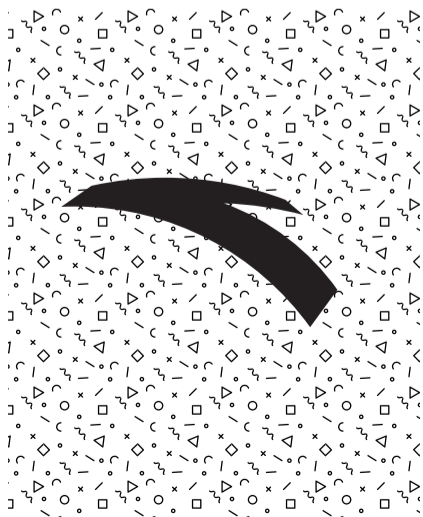
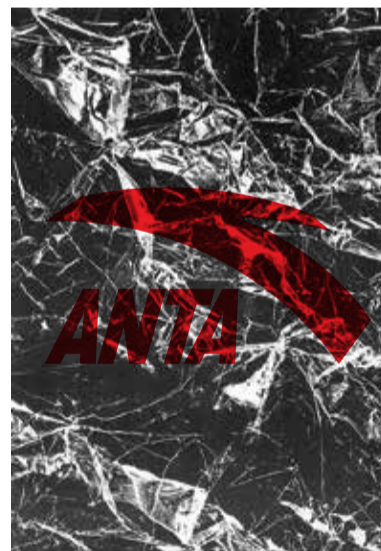


INSPIRATION



19Q2 KM PLAY

ALL OVER PRINT + BRANDING



3



19Q2 GRAPHIC IDEA 3

BROKEN LOGO/TEXT

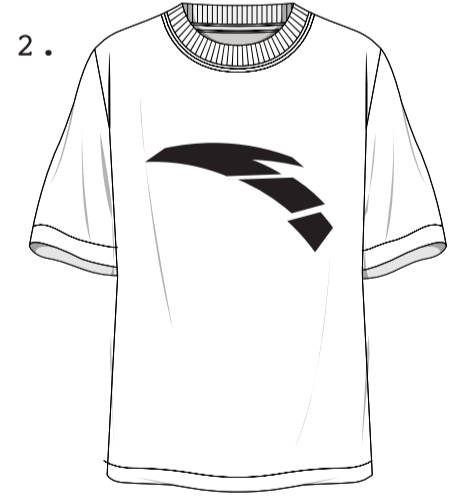


INSPIRATION



19Q2 KM PLAY

BROKEN LOGO/TEXT





4



GRAPHIC IDEA 4

BLACK&WHITE BOXED



INSPIRATION



19Q2 KM PLAY

BLACK&WHITE BOXED

1.



3.



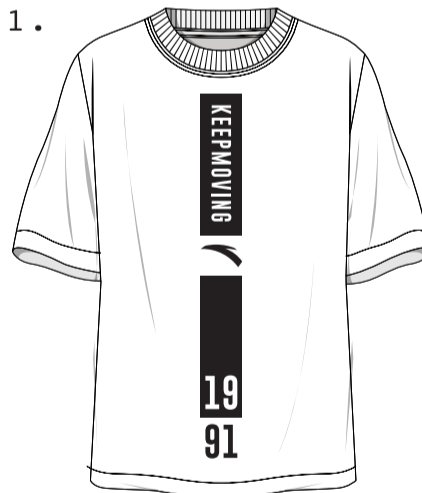
2.



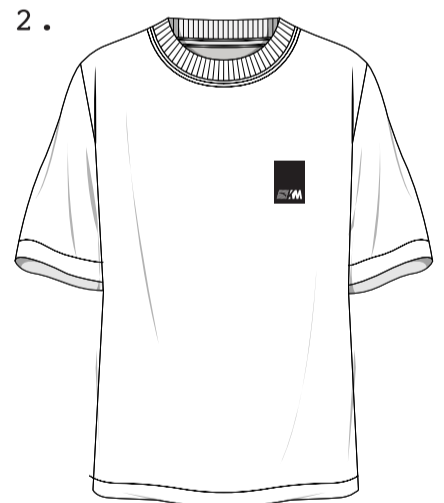
4.



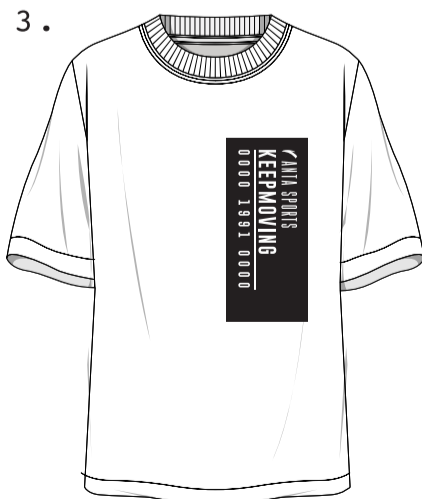
1.



2.

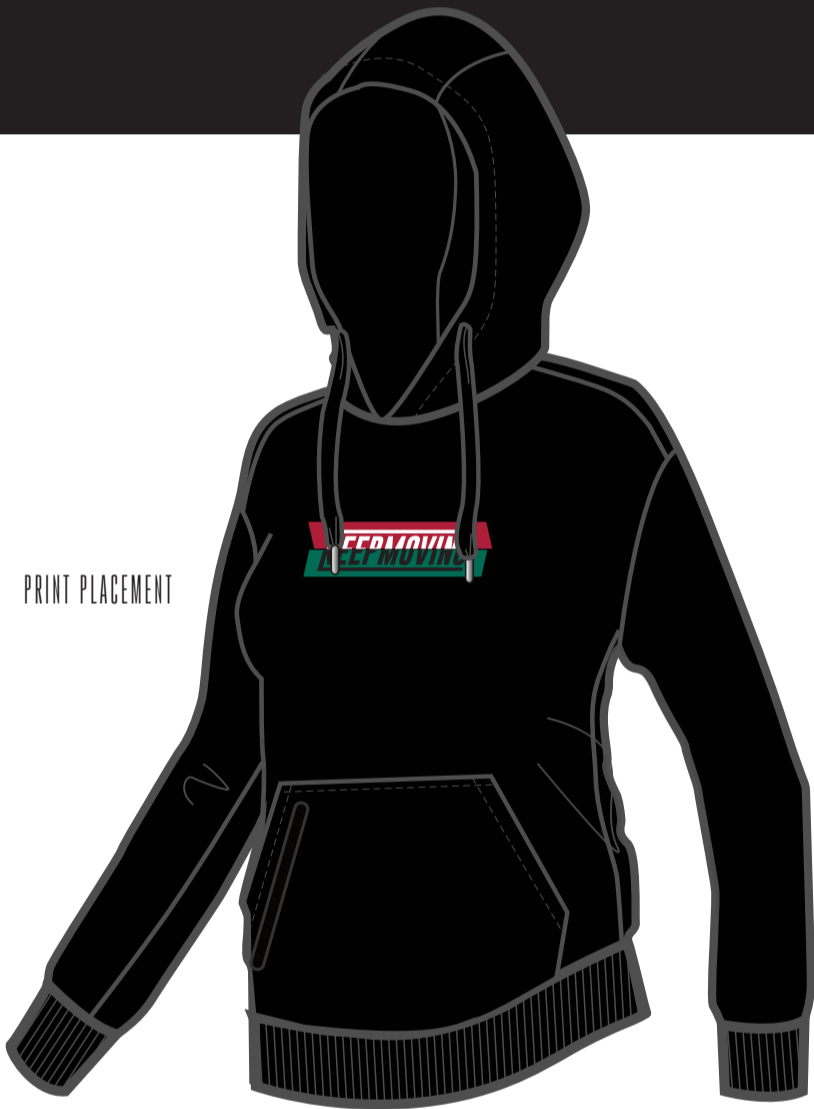
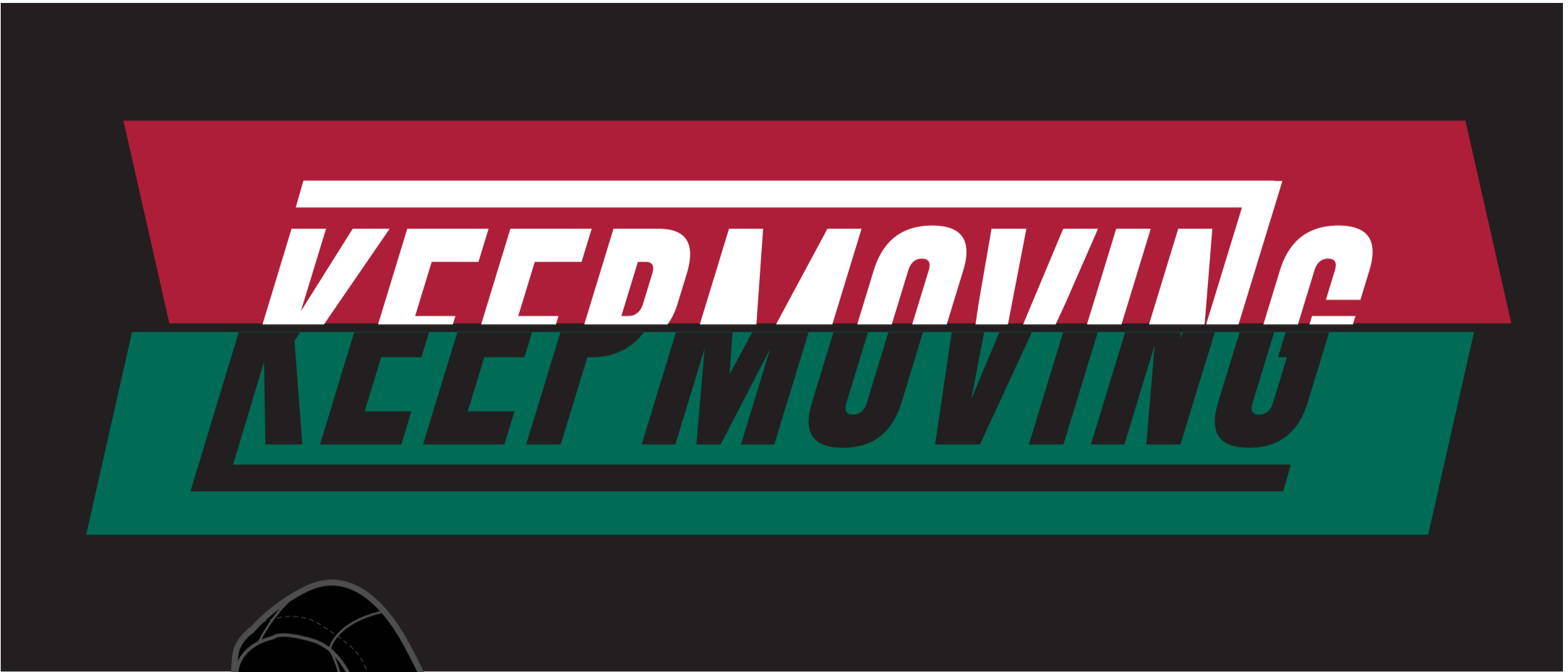


3.



4.





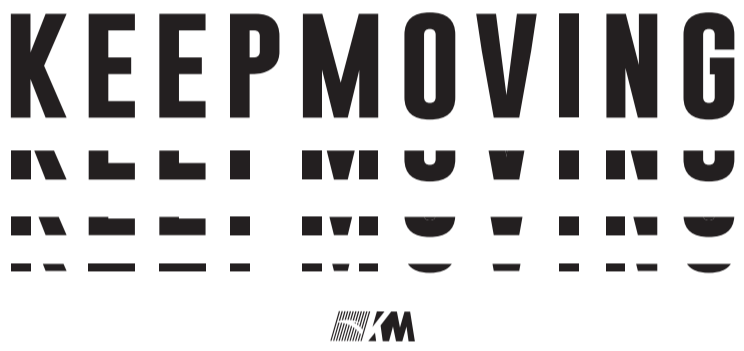
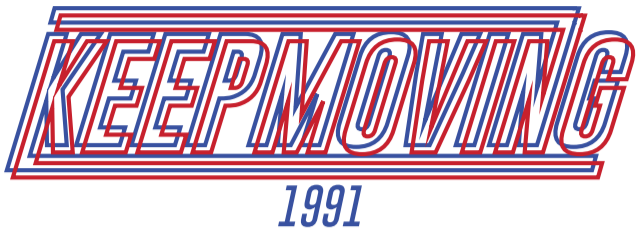
PRINT PLACEMENT

PRINT TECHNIQUE SOURCING



FIRST SAMPLES







PRINT PLACEMENT



FIRST SAMPLES

PRINT TECHNIQUE SOURCING



GRAPHIC TREND AND INSPIRATION 2019 Q3

● DARK PURPLE 
 ● BRIGHT RED 
 ● DENIM BLUE 
 ● GRASS GREEN 
 ● POP YELLOW 
 ● WARM ORANGE



////////// GRAPHIC TREND AND INSPIRATION 2019 Q3

**VARSITY EMBROIDERY**



FABRIC APPLIQUE AND EMBROIDERY  
CREATE 3-D EFFECT



FABRIC APPLIQUE AND EMBROIDERY  
CREATE 3-D EFFECT



OVERLAPPING TYPOGRAPHY  
EMBROIDERY

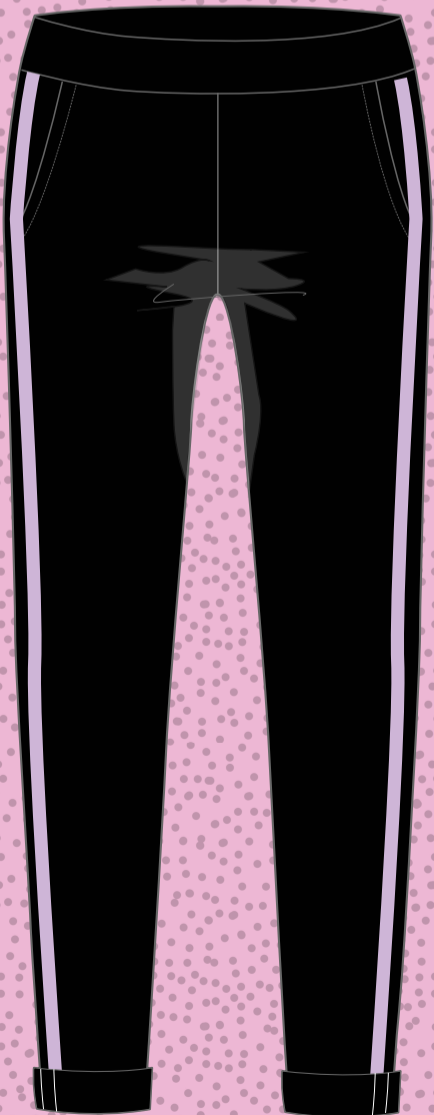
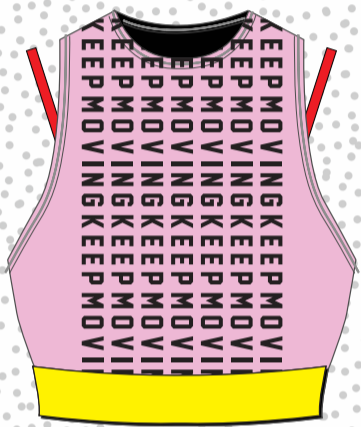
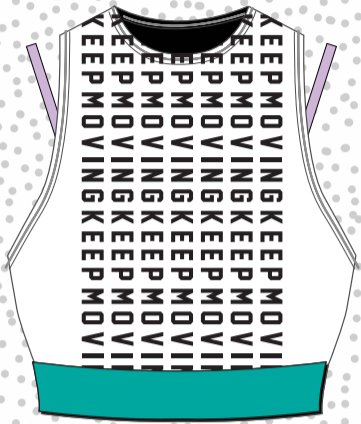
# ANTA





ANTA

# KEEP MOVING

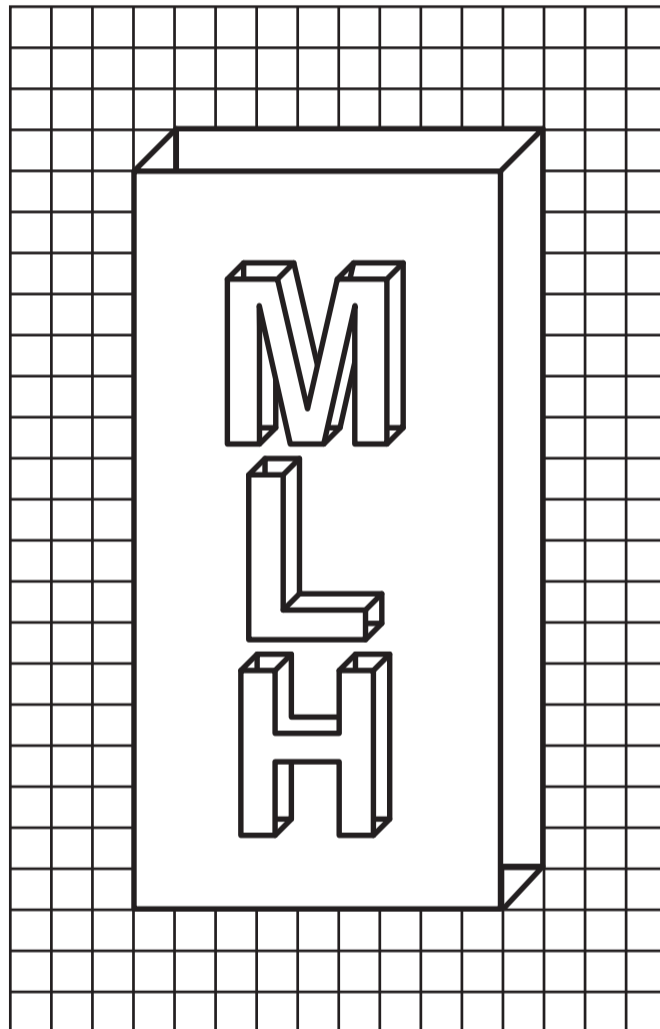




# ***THANK YOU FOR VIEWING***

I hope i caught your interest by this short display of my work.  
Please do not hesitate to contact me for further information.

**MARIJE LYTSKE HESTER**



**MARIJEHESTER.COM**

**MARIJEHESTER@GMAIL.COM**

