

Role

Instructor | Virginia Tech
PhD Candidate | Iowa State University

Specialized in

Sustainable Apparel Design
Functional Soft-goods Product Development

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Web | www.haeunchae.com

About

Fashion design educator and researcher specializing in sustainable and functional soft-goods product development.

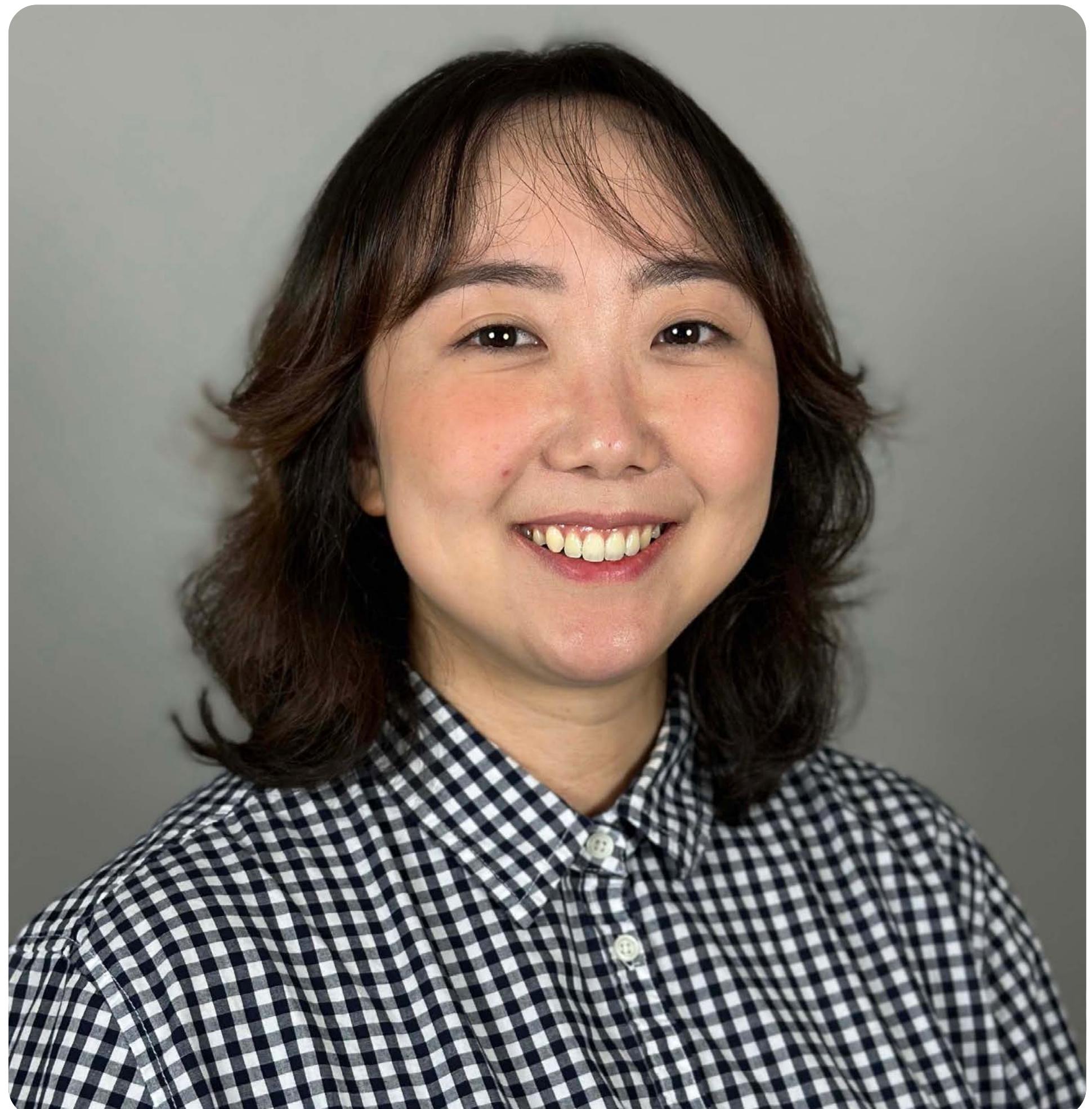
Portfolio HaEun Chae

I'm a Creative Designer
and Human Scientist

- 04 About Me
- 05 Design Exhibitions
- 12 Design Projects
- 17 Student Works
- 35 Contact

HaEun Chae

Instructor | PhD Candidate



About

I am currently a PhD Candidate at Iowa State University, specializing in sustainable apparel design and functional soft-goods product development. My research explores optimal design solutions that enhance human well-being and environmental sustainability. Alongside my research, I serve as a teaching faculty member in the Fashion Merchandising and Design program at Virginia Tech, where I integrate technology, sustainability, and experiential learning into the classroom.

Experience

Instructor (Full-time)		Virginia Tech	2025 - Present
Research Assistant		Iowa State University	2023 - Present
Graduate Instructor		Iowa State University	2021 - 2024
Teaching Assistant		Iowa State University	2023 - 2024
Intern		Korea Fashion Industry Association	2019
Assistant Administrator		Yonsei University	2018 - 2020
Teaching Assistant		Yonsei University	2019 - 2020

- 01 Minimal to Zero**
- 02 Kaleidoscope**
- 03 New Moon, New Phase**
- 04 Hidden Treasure**
- 05 Journey to Kinetic Art**
- 06 Toxophilite**

Minimal to Zero

Presented at the 2022 Annual International Textile and Apparel Association (ITAA) Conference.

University of Fashion - Sustainability Award Recipient

Skills & Software

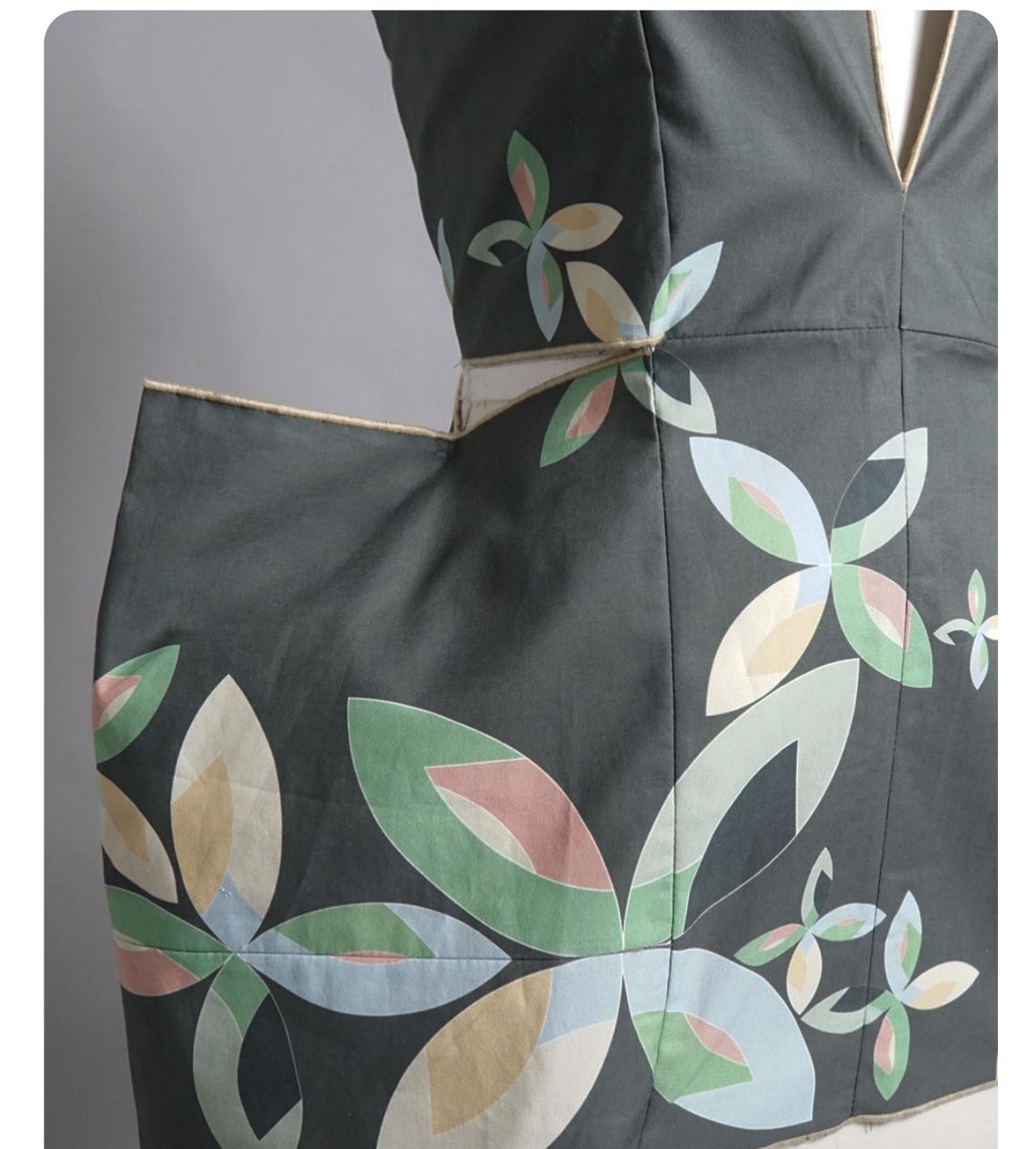
sustainable design

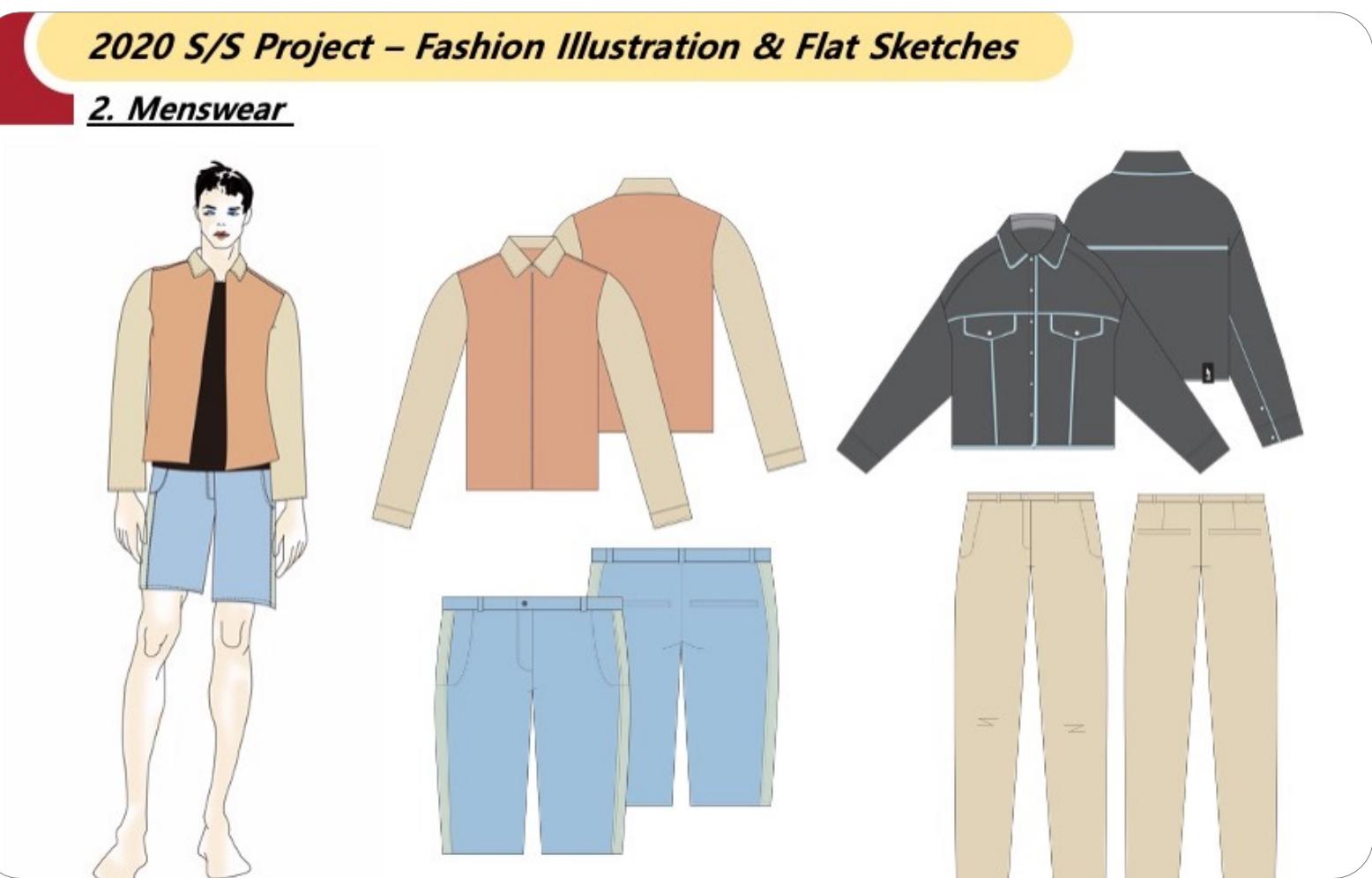
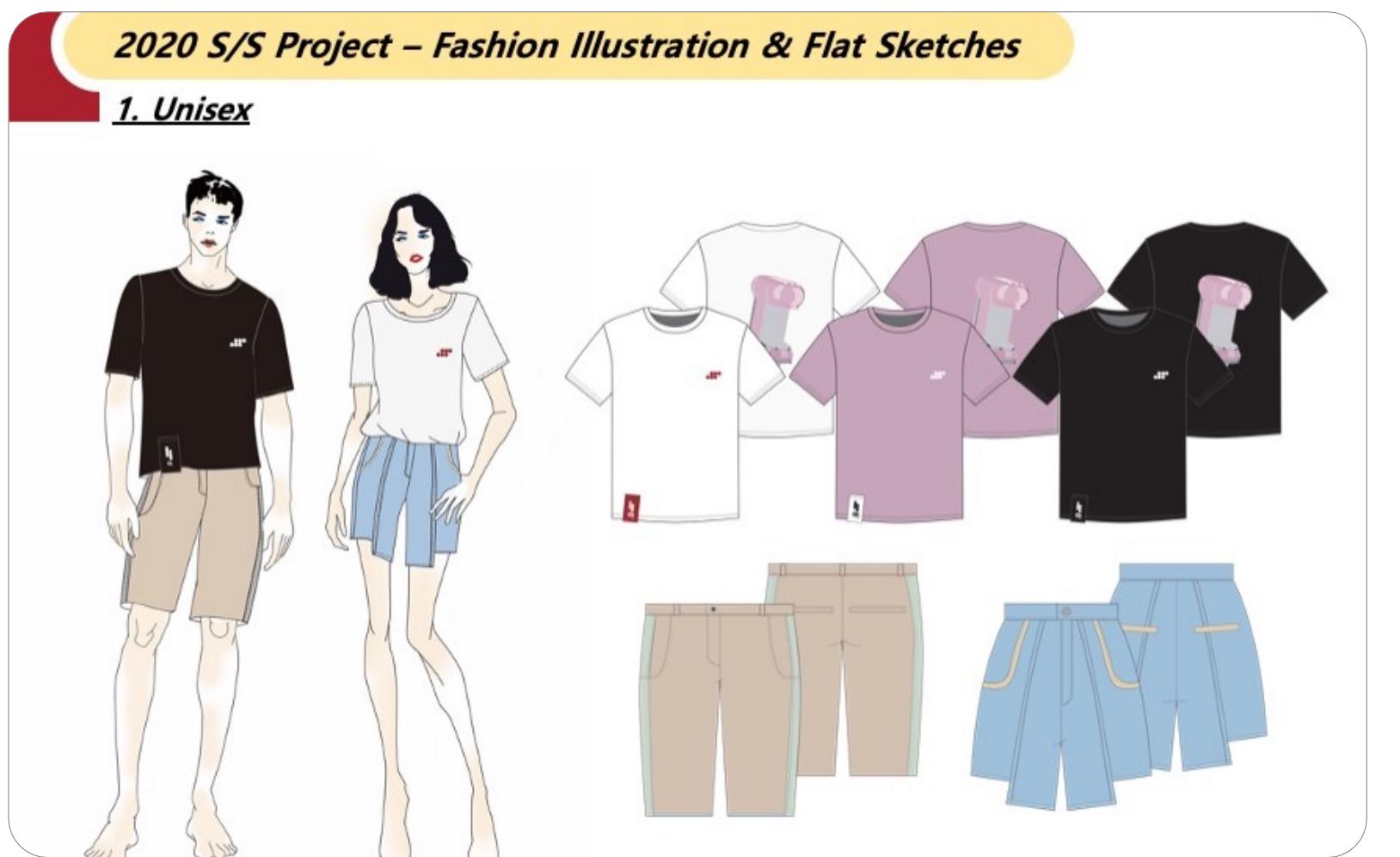
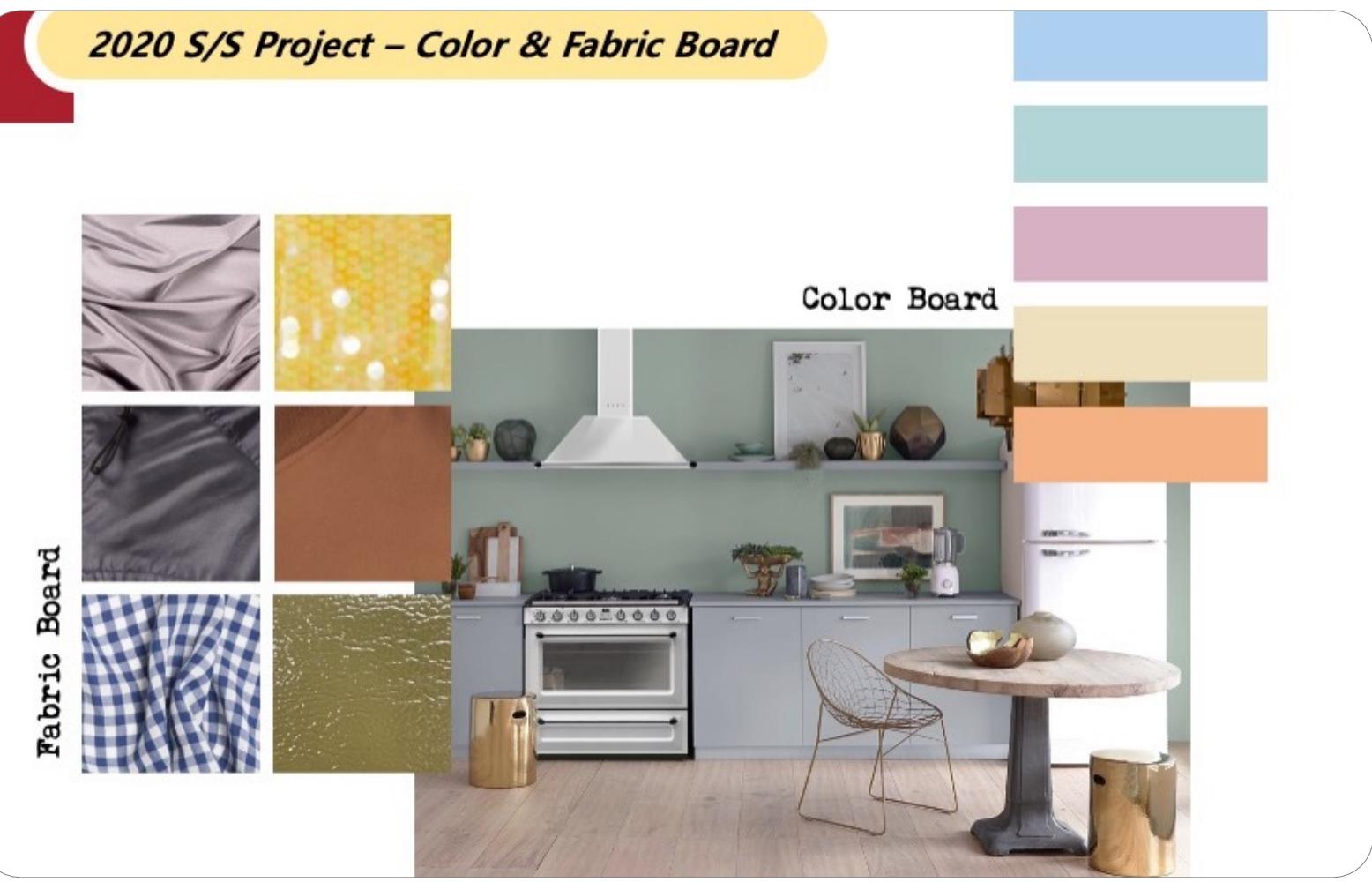
zero-waste patternmaking

draping

print engineering

digital textile printing





Kaleidoscope

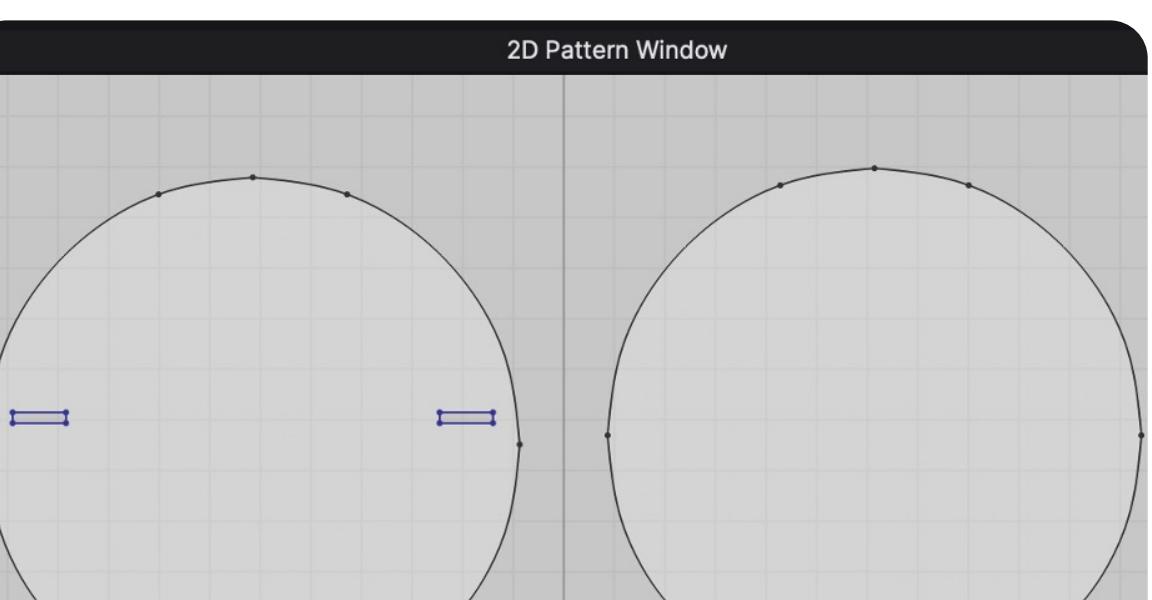
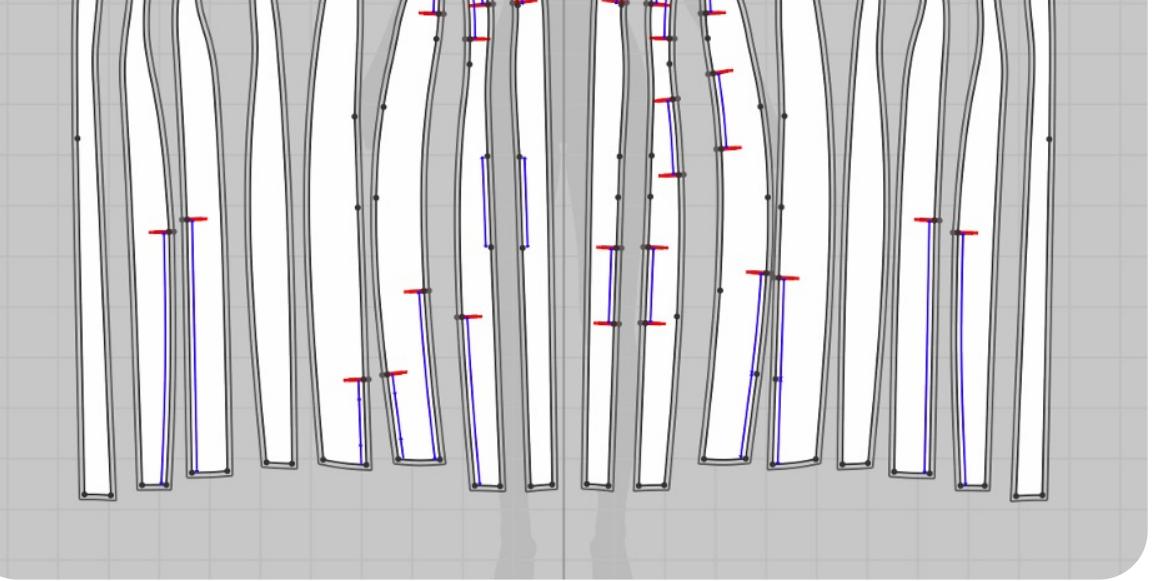
Presented at the 2019 Annual Fall Conference of the Korean Society for Clothing and Textiles.
Fashion Product Design Contest Award Recipient

Skills & Software

fashion illustration
fashion product development
branding & merchandising
adobe illustrator

New Moon, New Phase

Presented at the 2024 Annual International Textile and Apparel Association (ITAA) Conference.



Skills & Software

sustainable design

zero-waste patternmaking

3D patternmaking

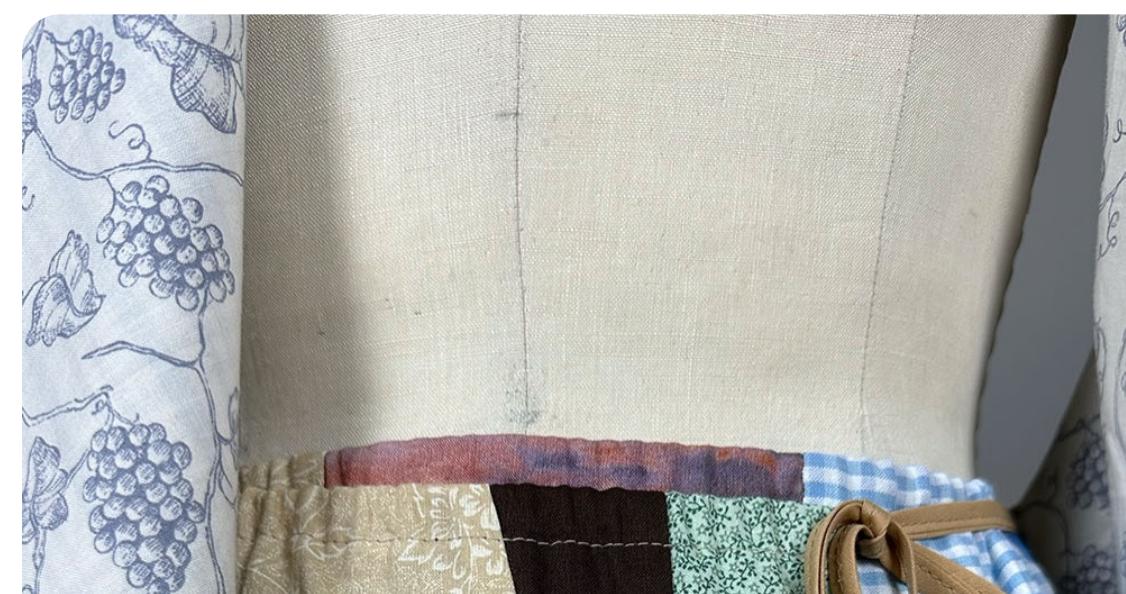
wearable art

cultural design

CLO 3D

Hidden Treasure

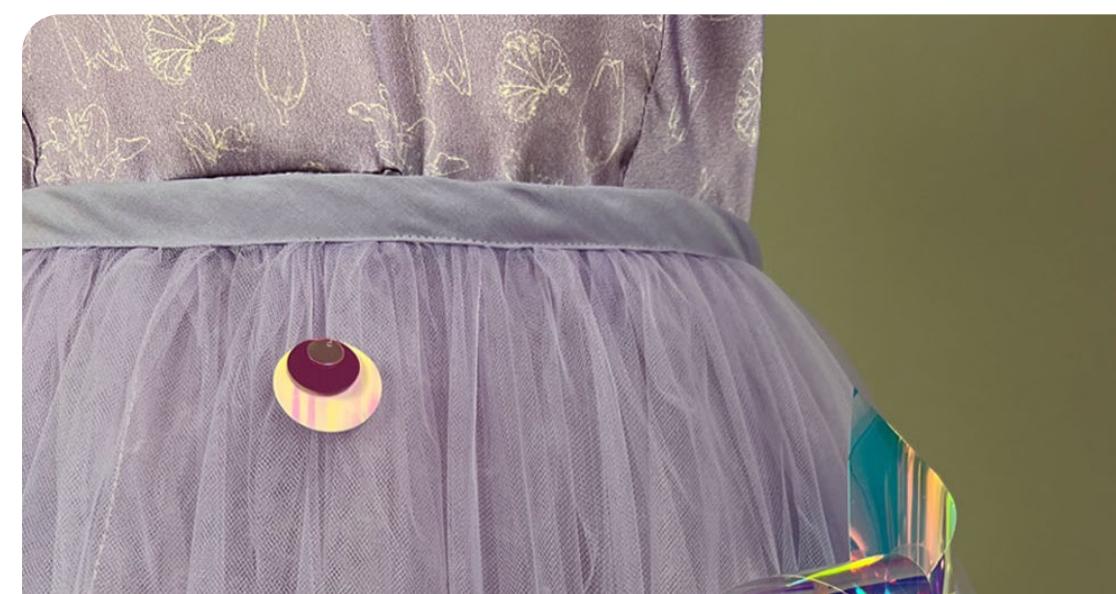
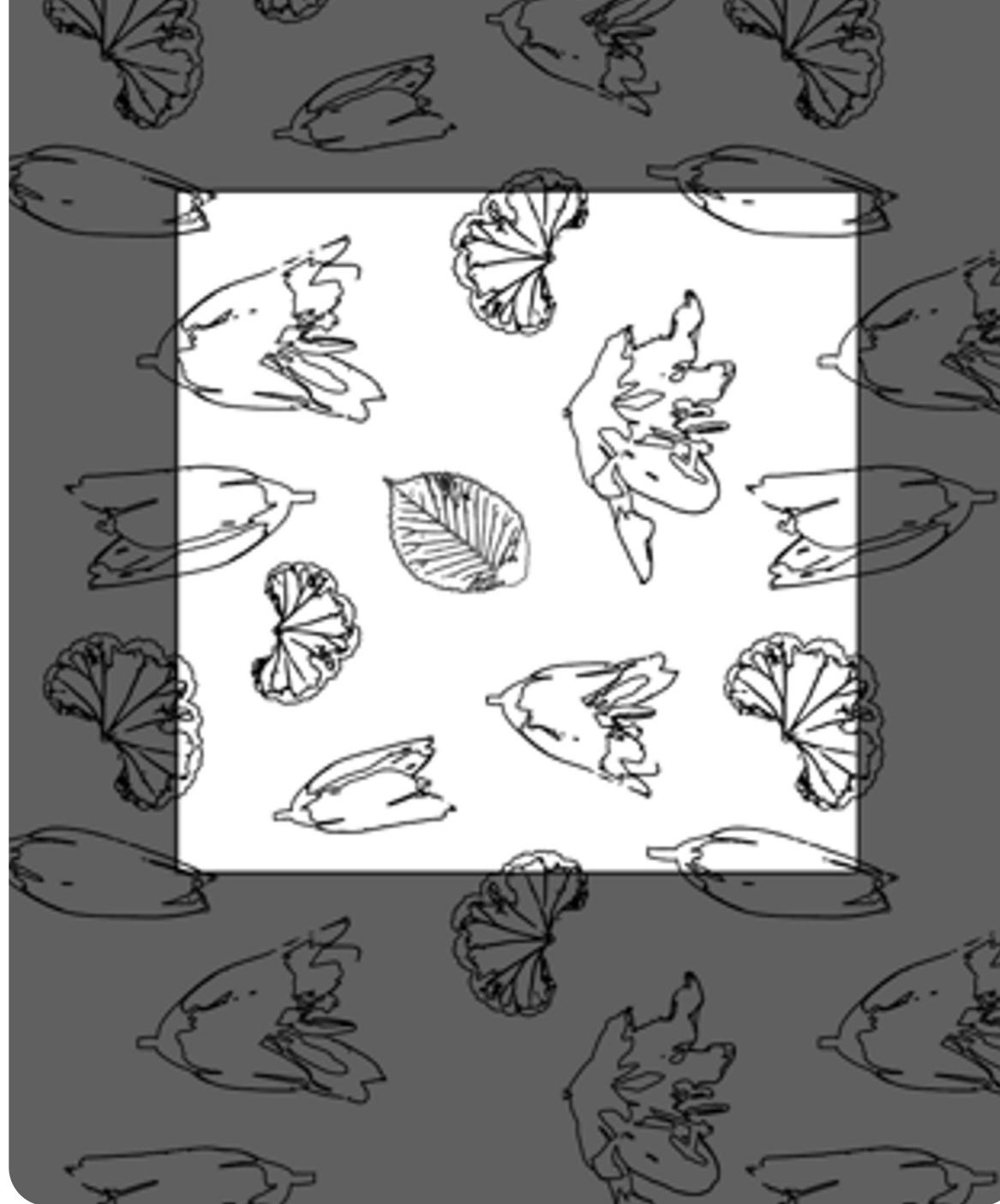
Presented at the XXV World Congress of the International Federation for Home Economics (IFHE).



Skills & Software
sustainable design
zero-waste patternmaking
repurposing
size-adjustable design

Journey to Kinetic Art

Presented at the XXV World Congress of the International Federation for Home Economics (IFHE).



Skills & Software
creative design
draping
surface print design
digital textile printing
adobe photoshop
adobe illustrator

Toxophilite

Presented at the 2022 Annual International Textile and Apparel Association (ITAA) Conference.



Skills & Software

functional soft-goods product development
body-powered prosthesis
user-centered design
FEA consumer needs model
adaptive clothing

Design **Projects**

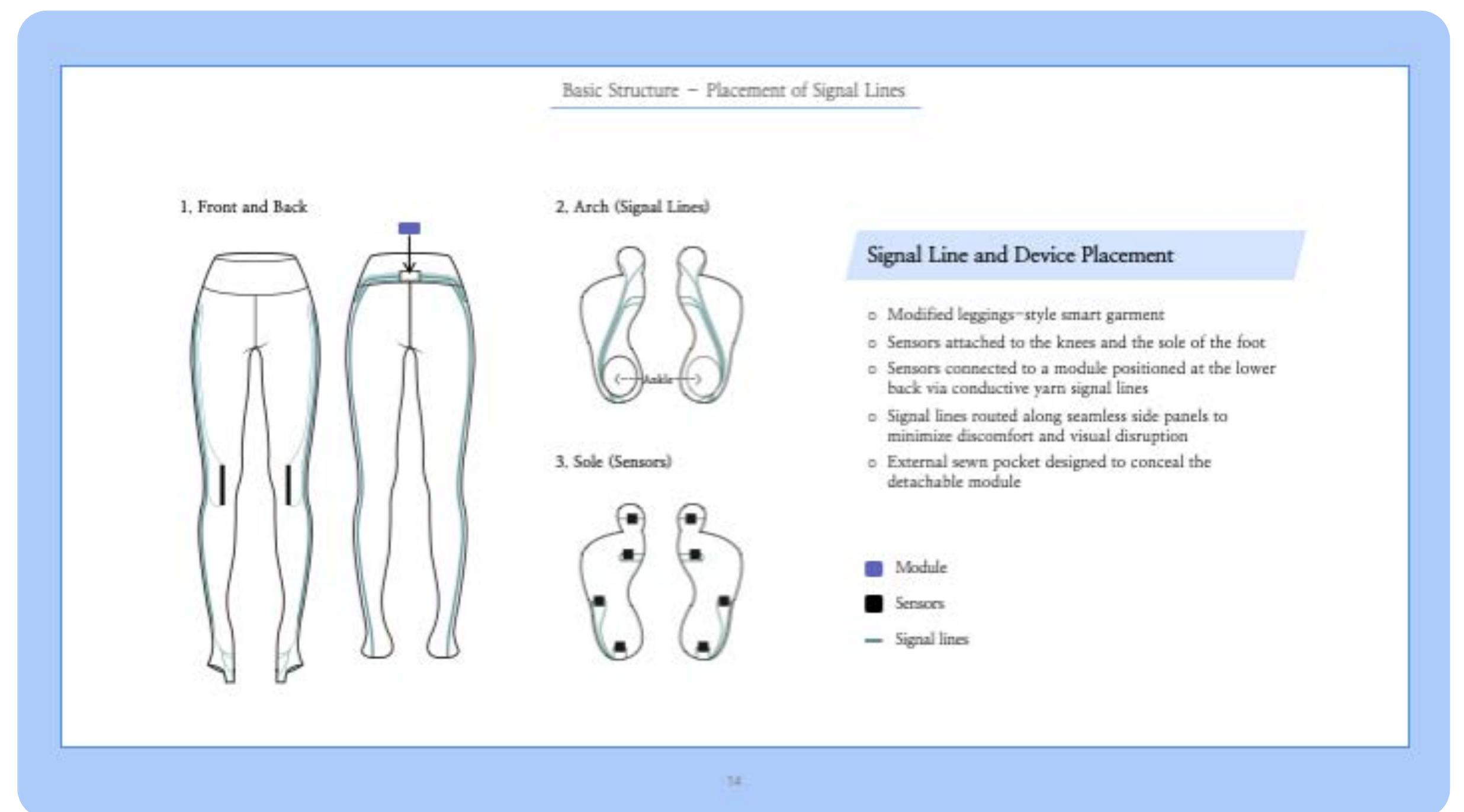
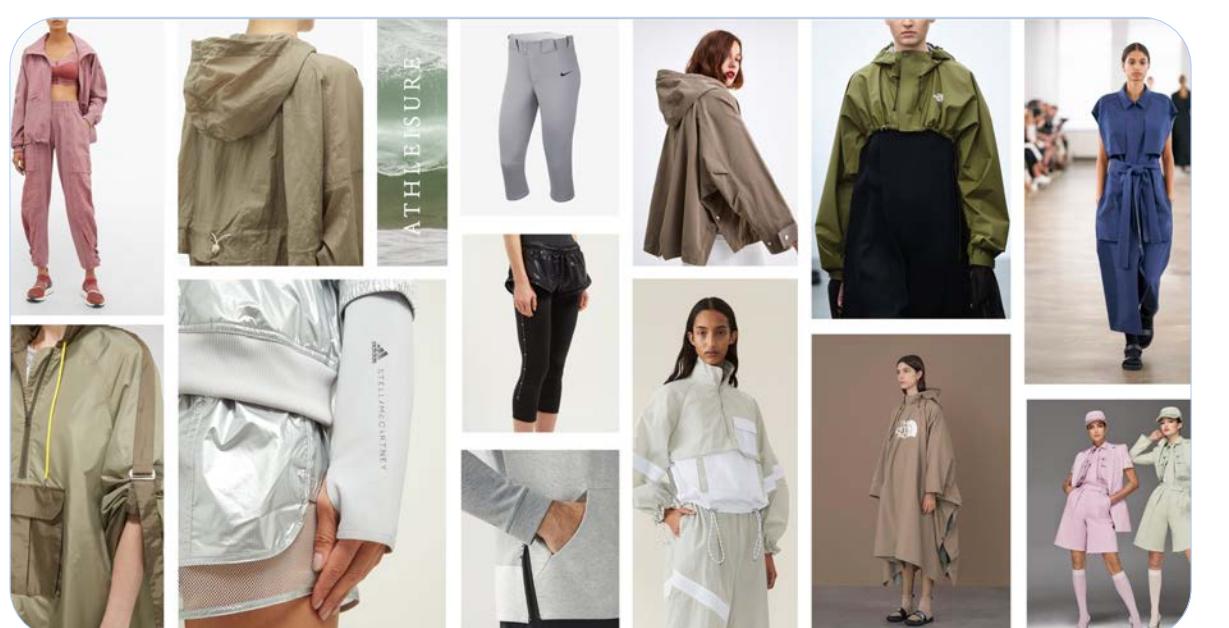
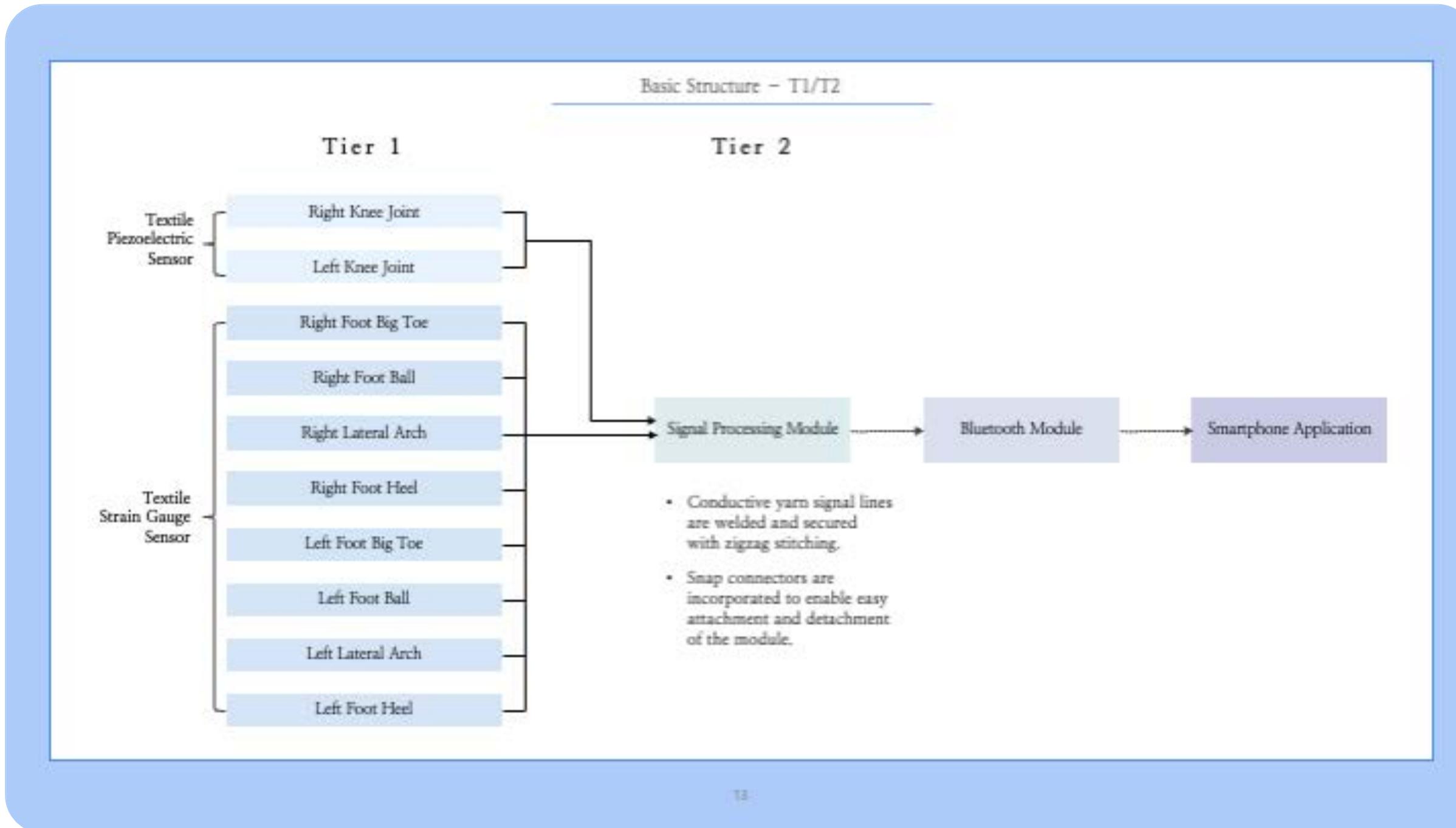
- 01 Elderly Gait Monitoring**
- 02 Remind & Rewind**
- 03 Reinterpretation of Chanel**
- 04 Mod Look Redesign**

Elderly Gait Monitoring Soft-goods Design

Design Project for 'Design and Planning of Smart Clothing'

Skills & Software

smart clothing design
functional apparel design
technical flat drawing
adobe illustrator



Remind & Rewind

Graduation Fashion Show at Kyung Hee University

Skills & Software

creative design

draping

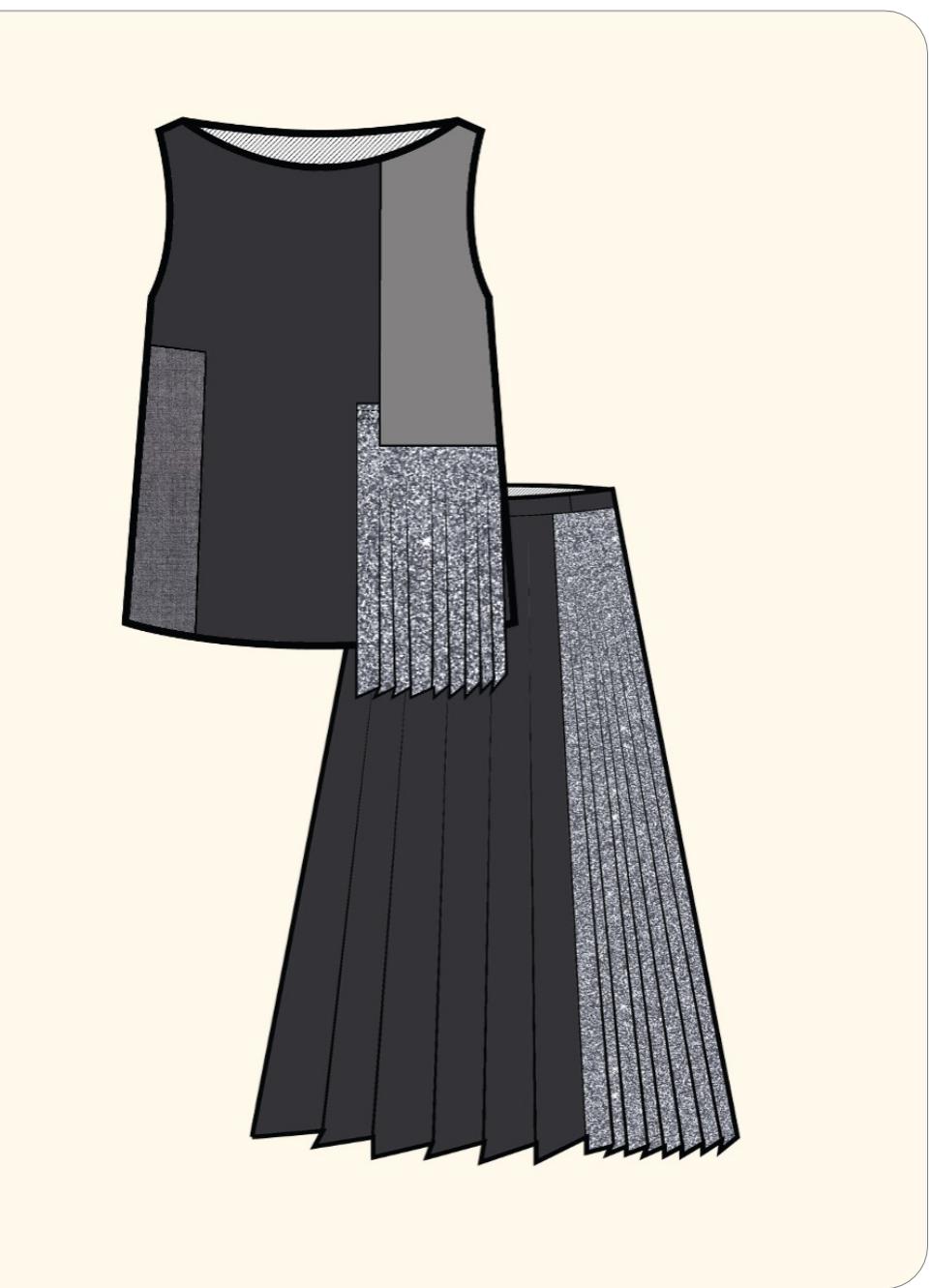
flat patternmaking

fashion collection development



Reinterpretation of Chanel

Design Project for 'Modern Culture, Art and Apparel Design'



Skills & Software

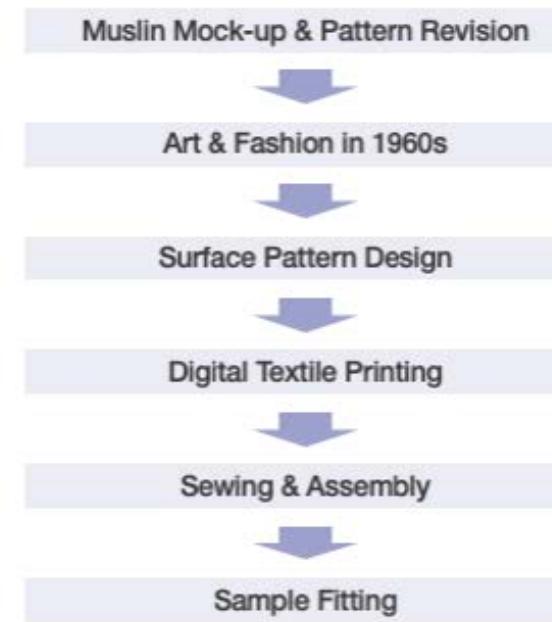
fashion collection development
technical flat drawing
adobe illustrator

Mod Look Redesign

Design Project for 'Apparel Construction Capstone Design'

Skills & Software
draping
surface print design
digital textile printing
adobe photoshop

Apparel Design Process

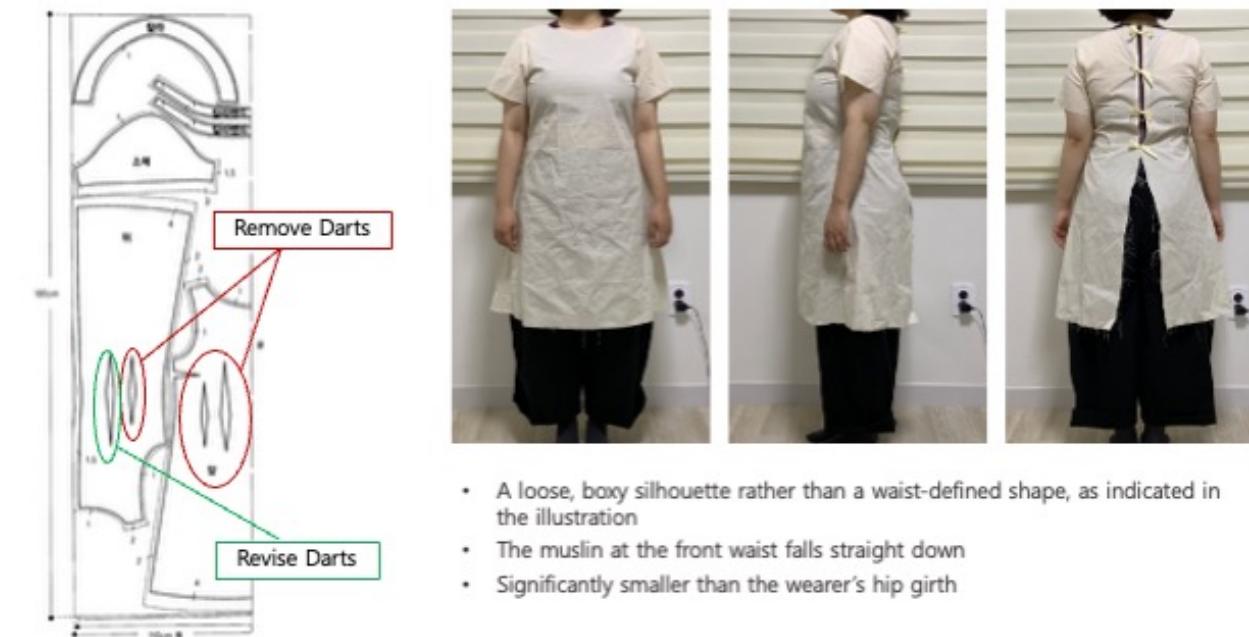


Color Palette & Inspiration Images



PART 3

Muslin Sample Fitting & Analysis 1

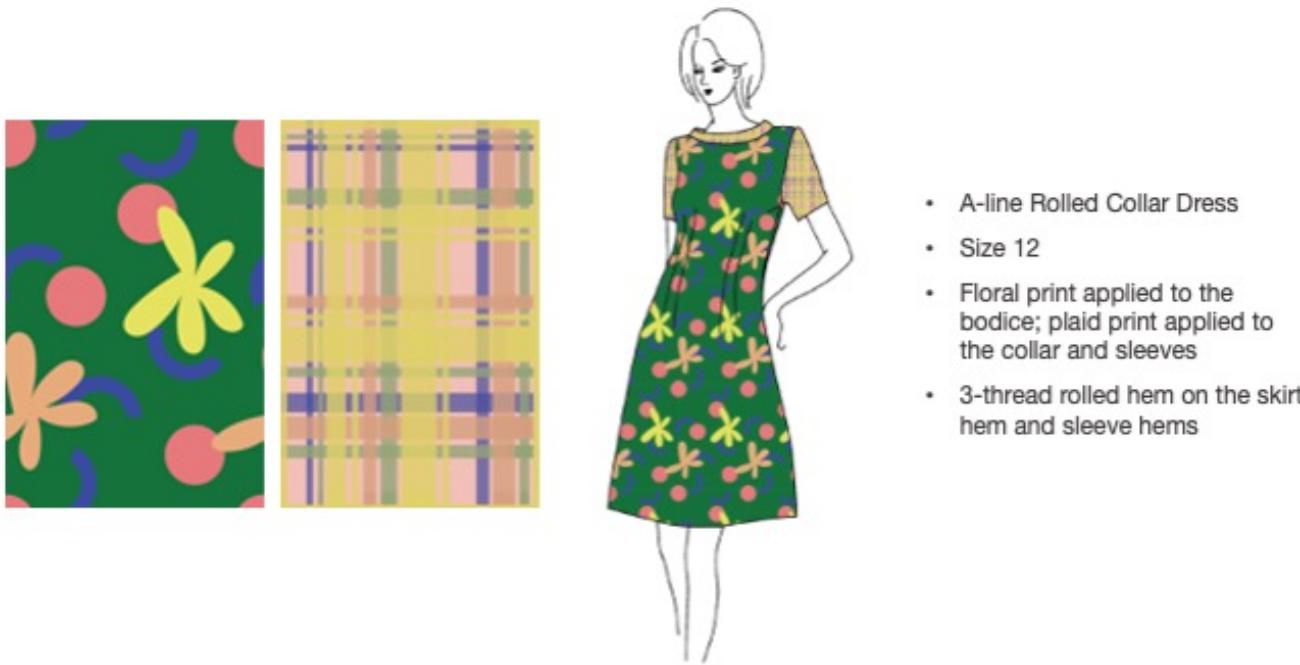


Muslin Sample Fitting & Analysis 2



PART 4

Surface Print Design Development



Final Fitting



PART 4

- 01 Fashion Presentation Techniques**
- 02 Fashion Analysis & Communication**
- 03 Apparel Assembly**
- 04 Aesthetics of Consumer Experience**
- 05 Computer Applications in Digital Design**
- 06 Digital Production in Event Management**

Fashion Presentation Techniques

Virginia Tech

Software

adobe photoshop
adobe illustrator

Skills / Competencies

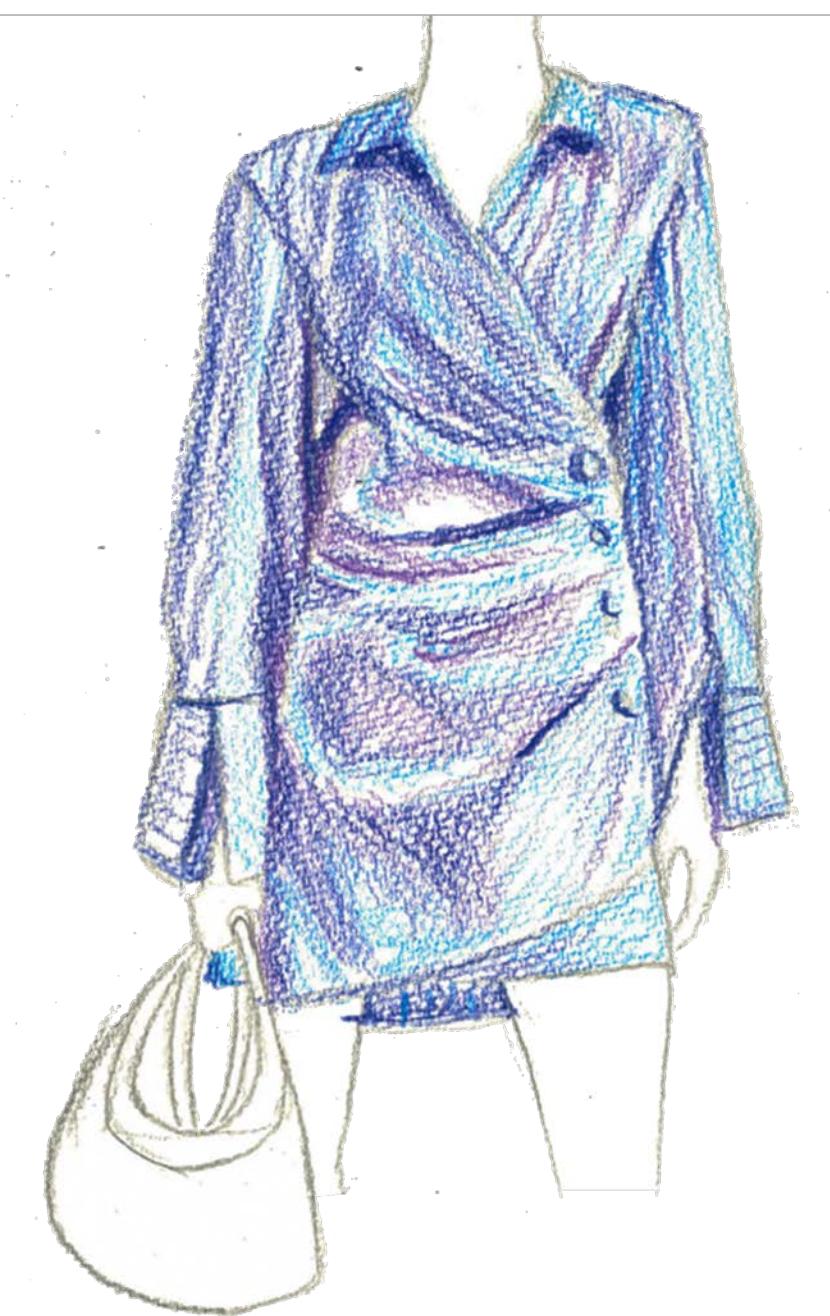
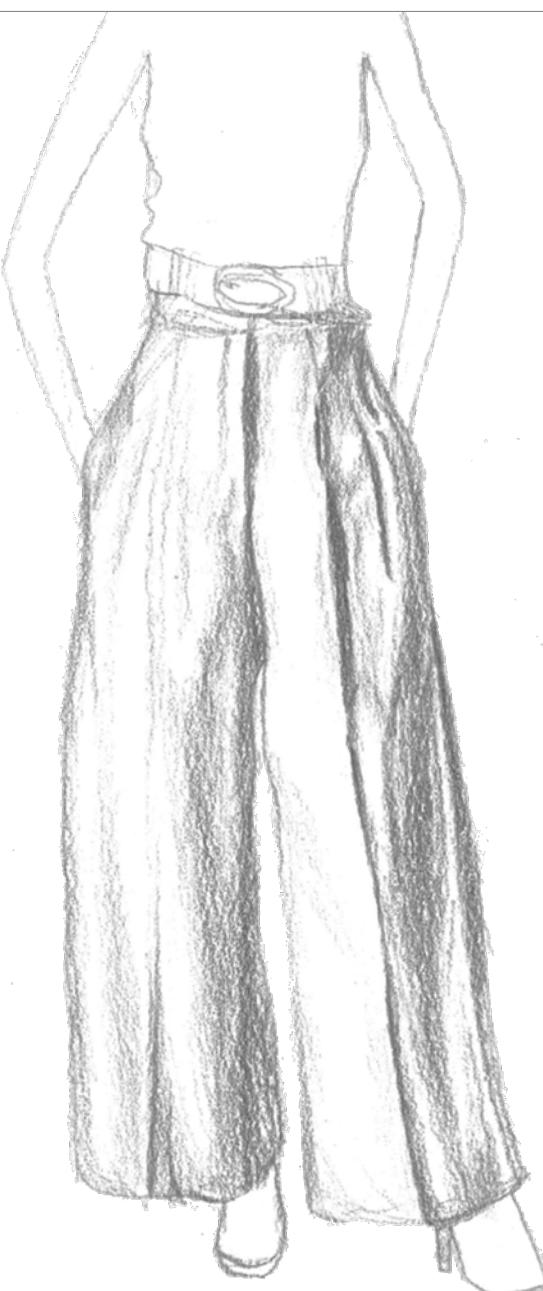
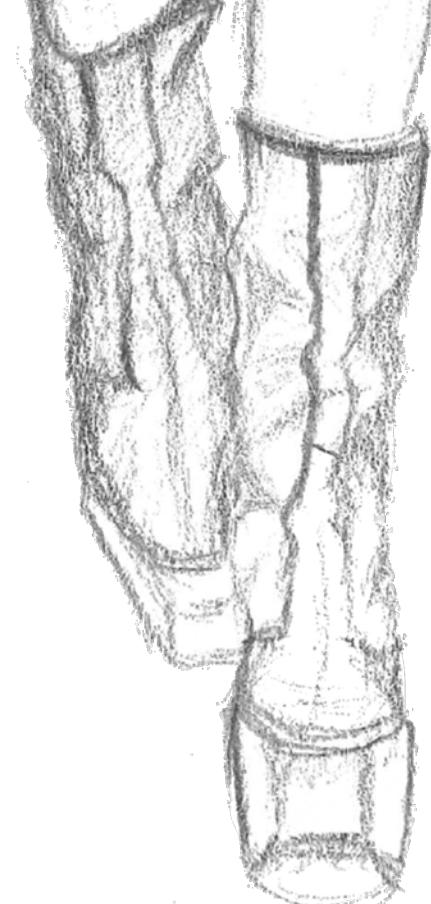
fashion illustration (hand & digital)
technical flat drawing
fabric & surface print design
visual communication for fashion design
sustainable design concepts

Course Description

Explores the principles and methods of fashion illustration, focusing on proportions, design details, and fabric renderings. Students develop skills in both manual and digital techniques, applying industry terminology to create technical flat drawings. The course emphasizes creative communication using diverse media.

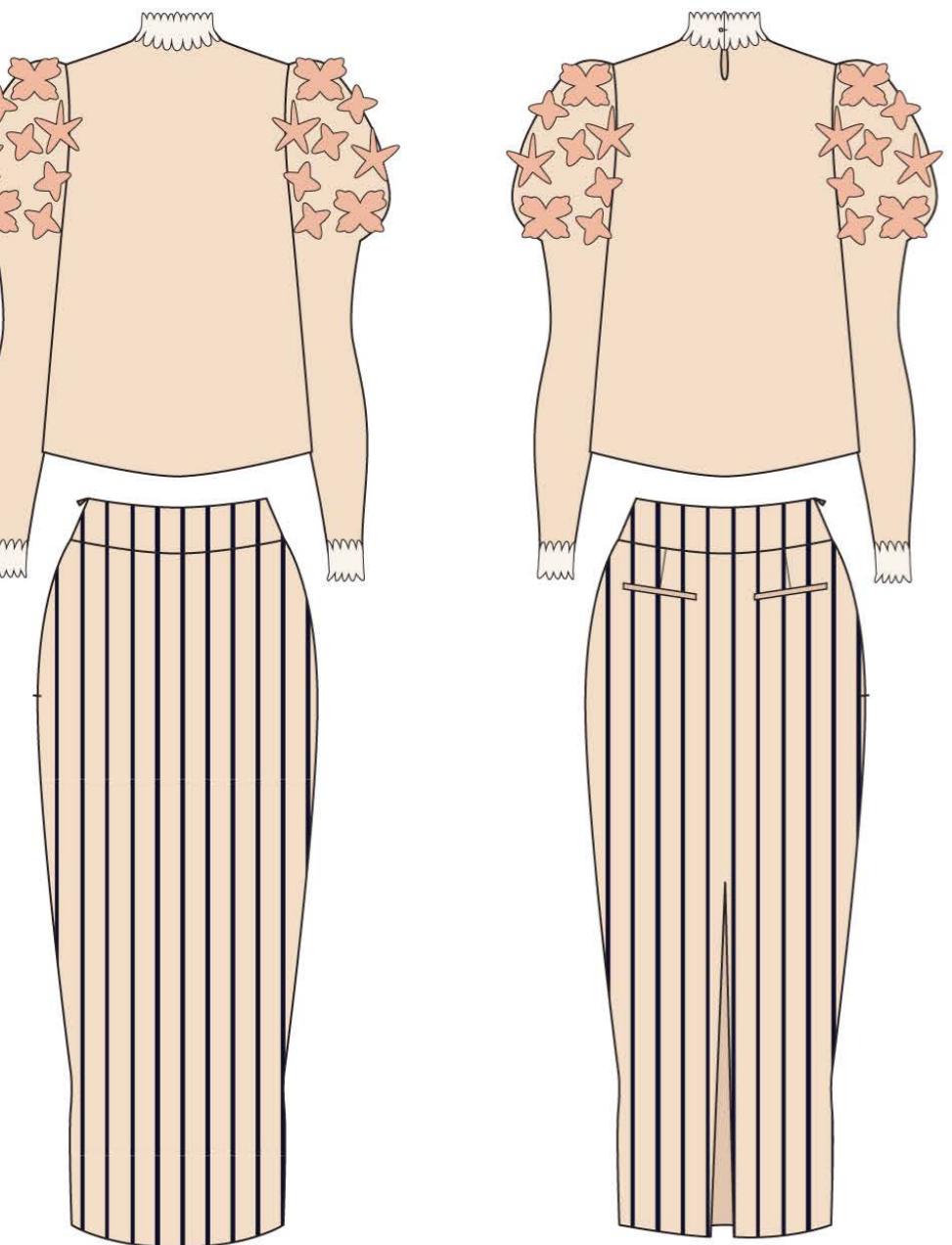
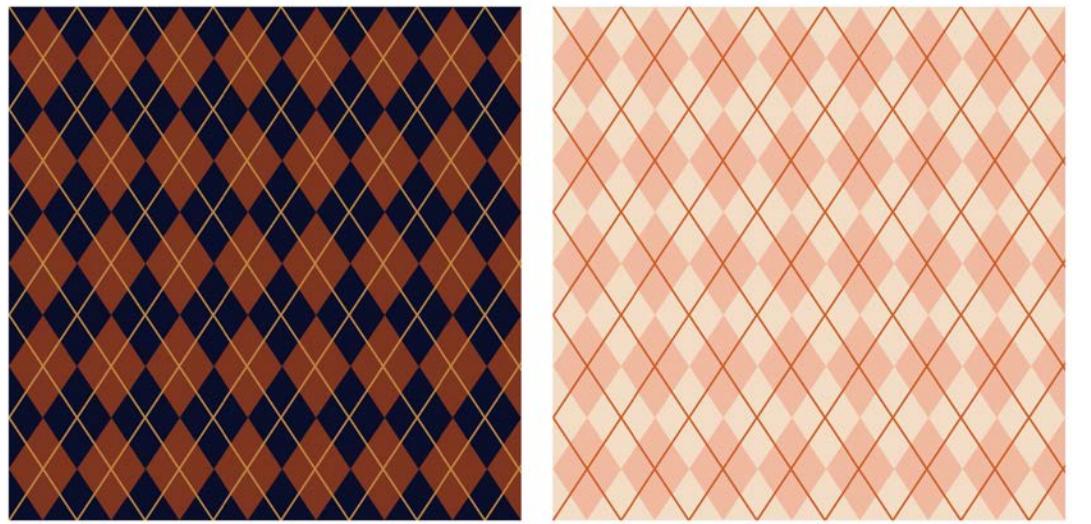
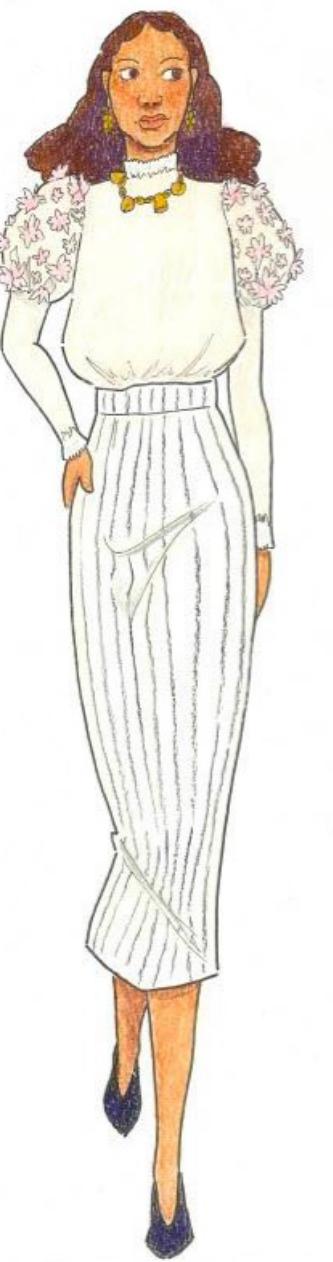
Fashion Presentation Techniques

Virginia Tech



Fashion Presentation Techniques

Virginia Tech



Theme Statement

Title: Hypnotic
Season: Fall 2025

The Hypnotic collection was inspired by the Australian mystery film "Picnic at Hanging Rock". It explores the loss of innocence as the collection descends into darkness, moving from the light and airy lace designs into heavier denim and leather. The collection also calls back to the dream like nature of the film with the long flowing elements present in the designs.



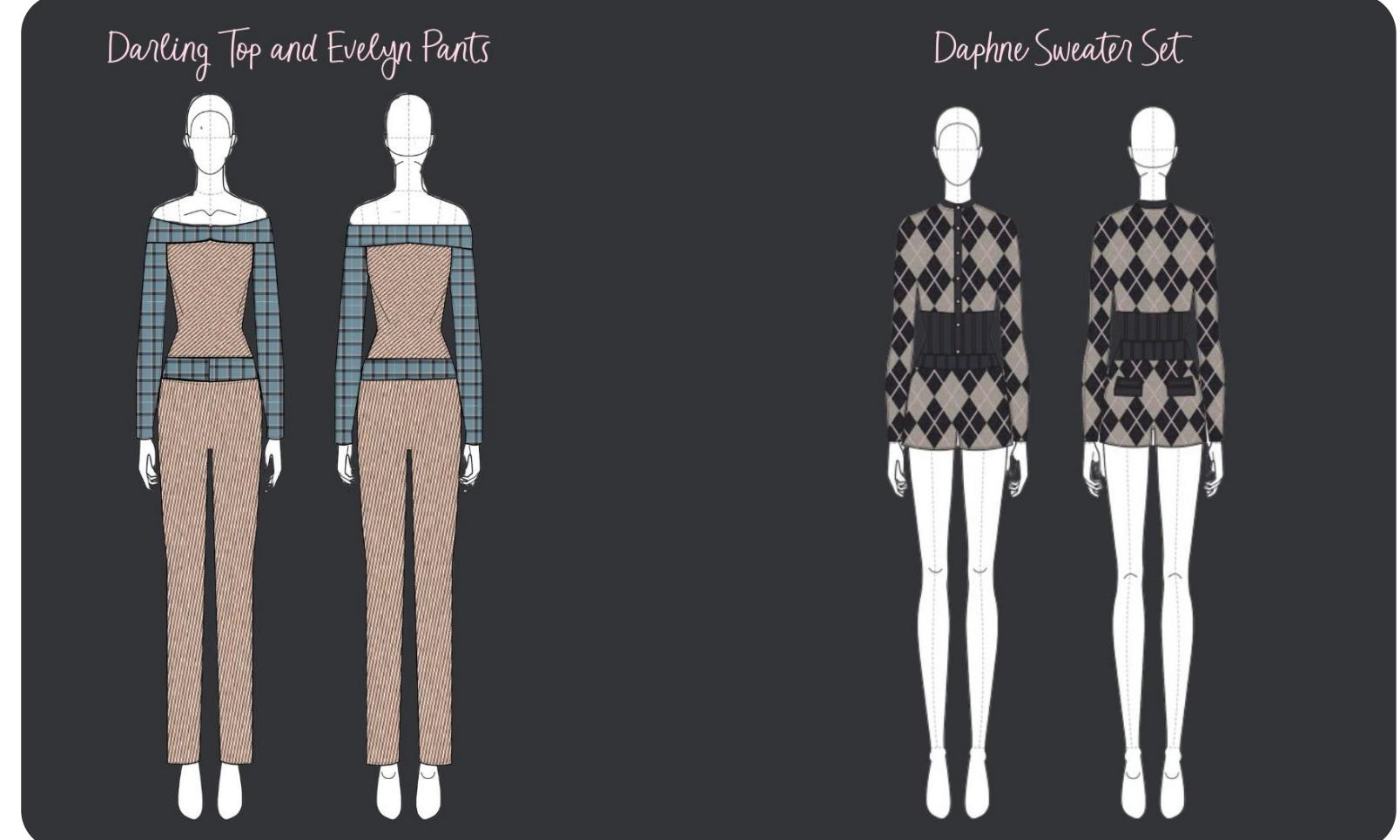
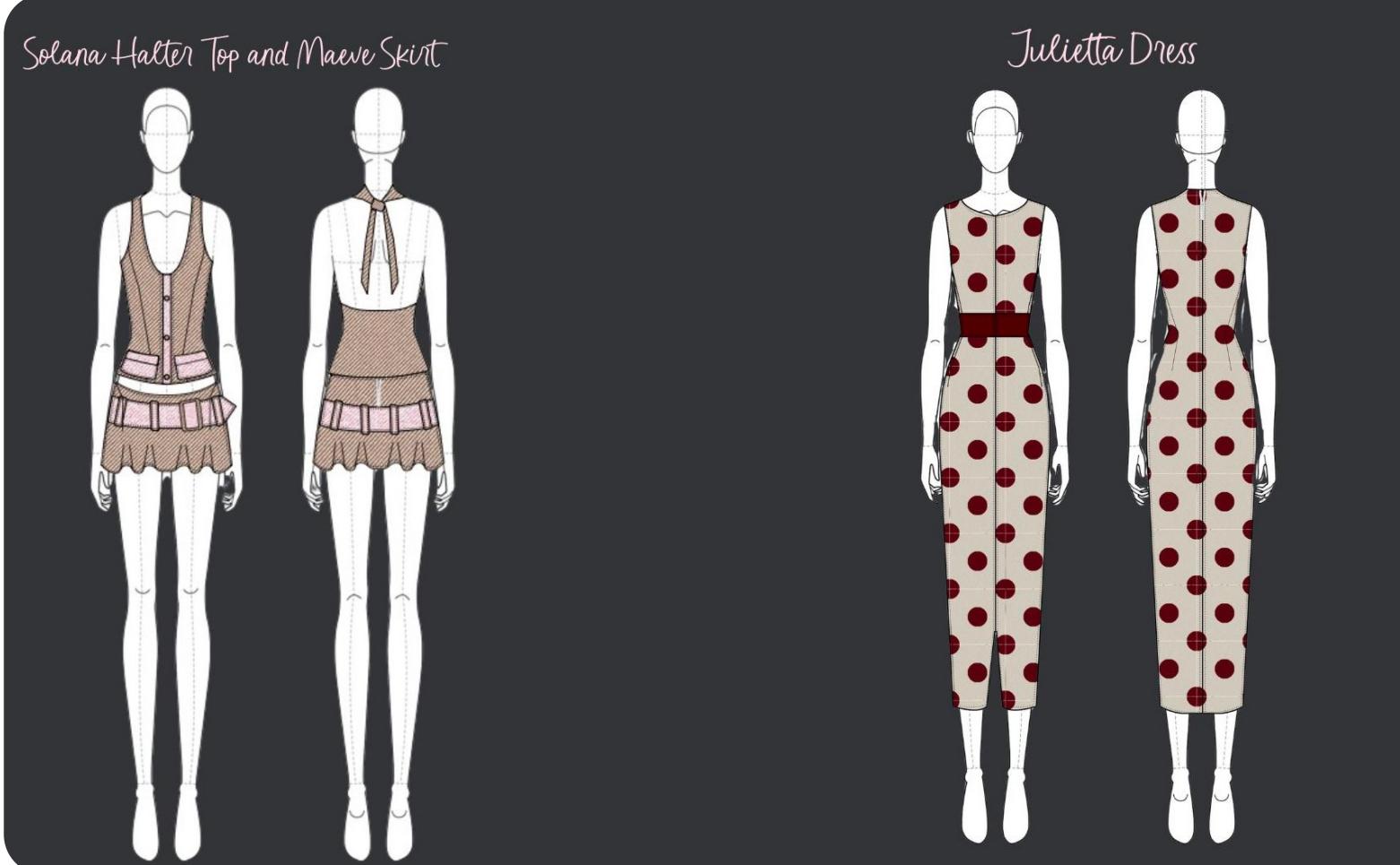
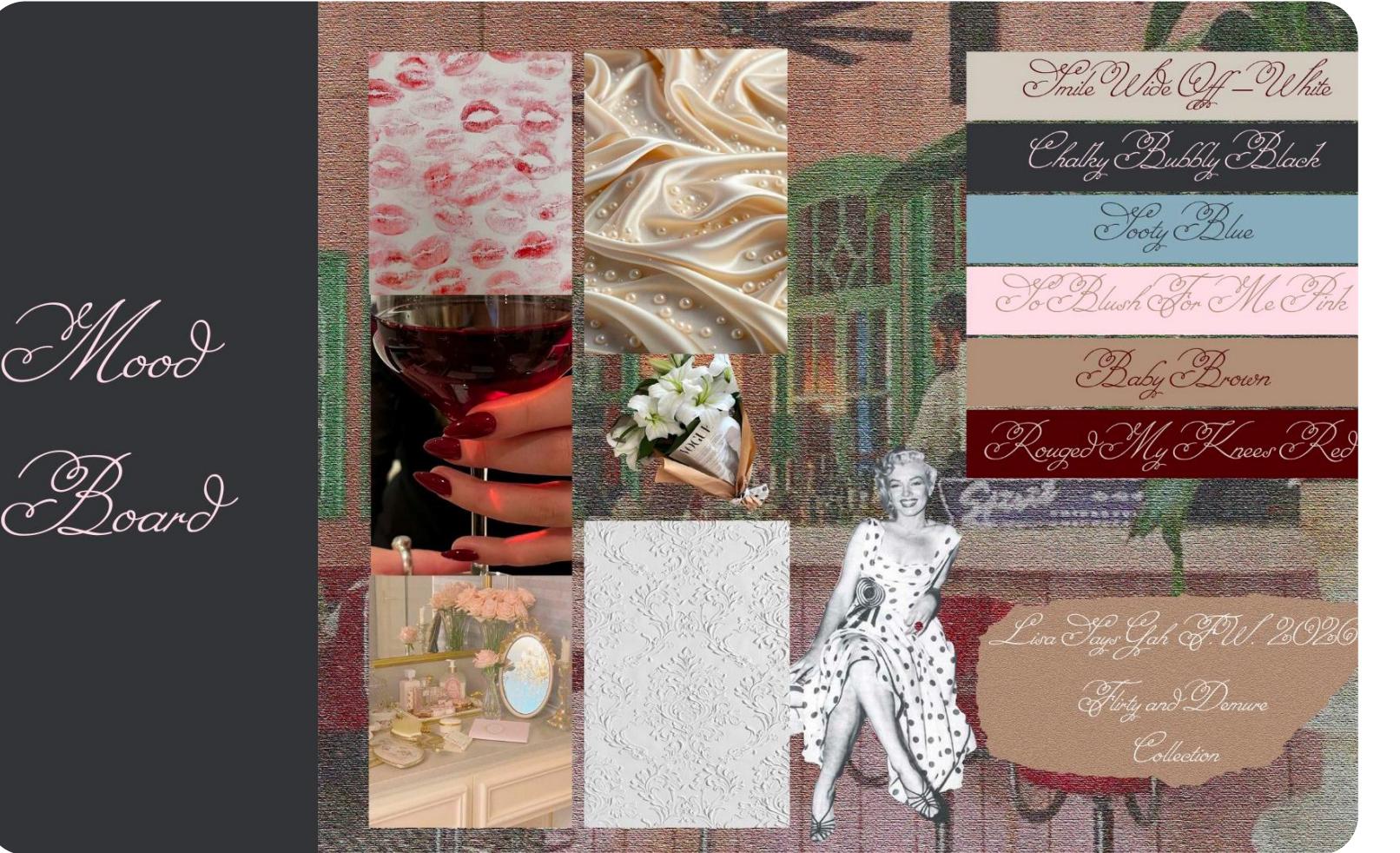
Sustainable Fashion

Sustainable fashion is a design philosophy that focuses on creating clothing that is kind to people and kind to the environment. This is accomplished by minimizing the waste created in the manufacturing process, using ethical labor, and producing long-lasting garments that don't end up in a landfill after a year or two of wear.

Fashion Presentation Techniques

Virginia Tech

Mood Board



Fashion Analysis and Communication

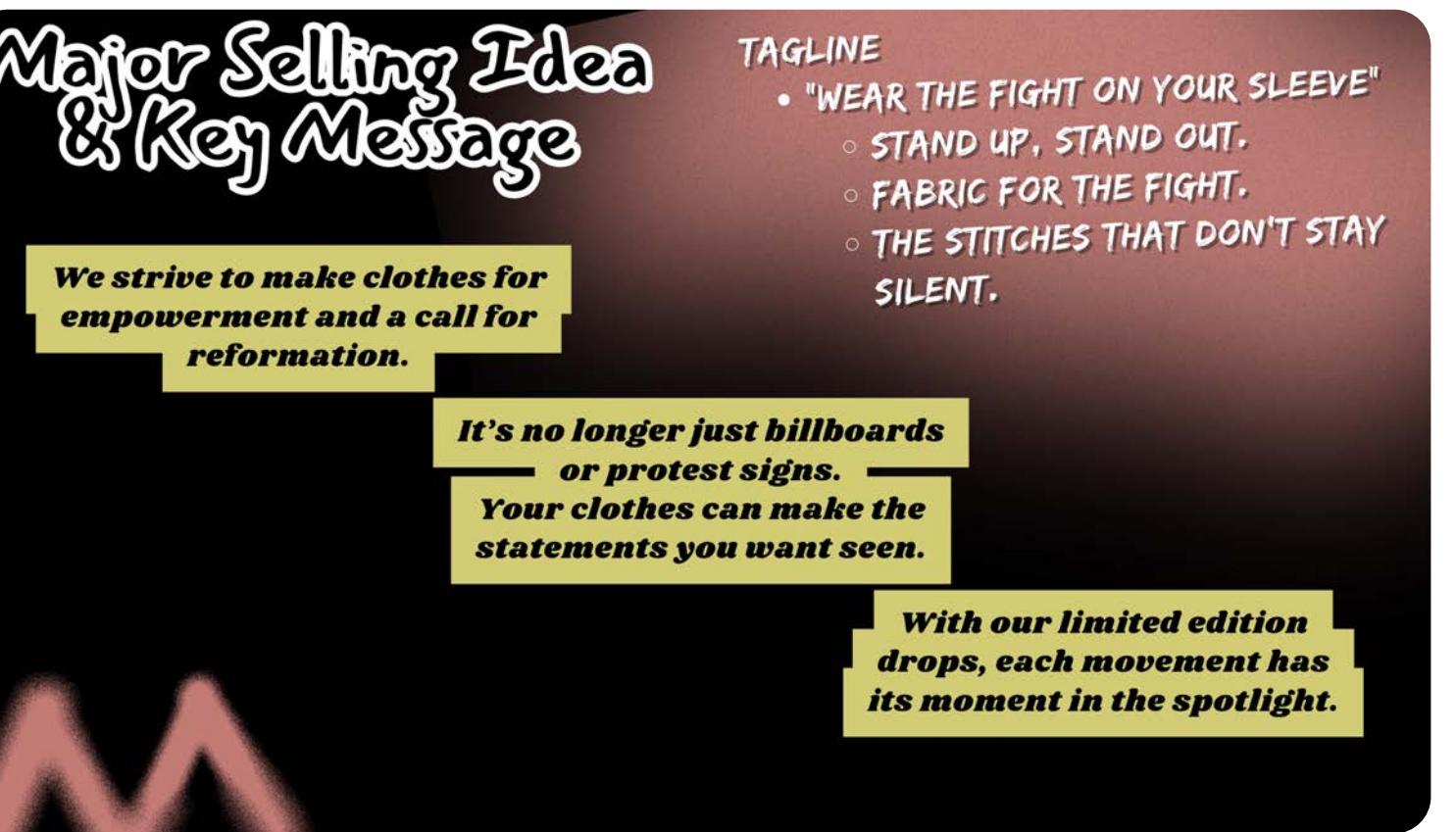
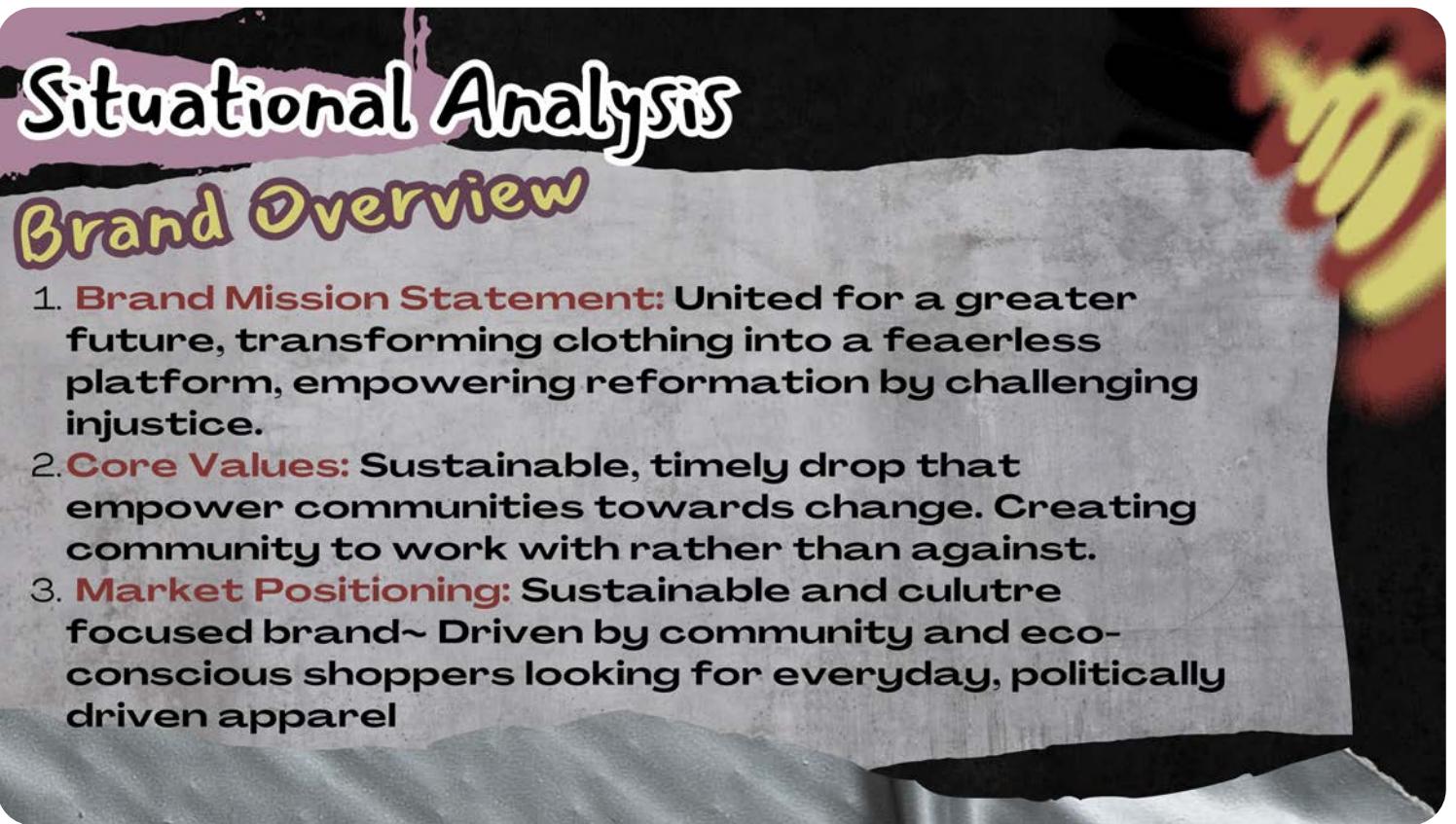
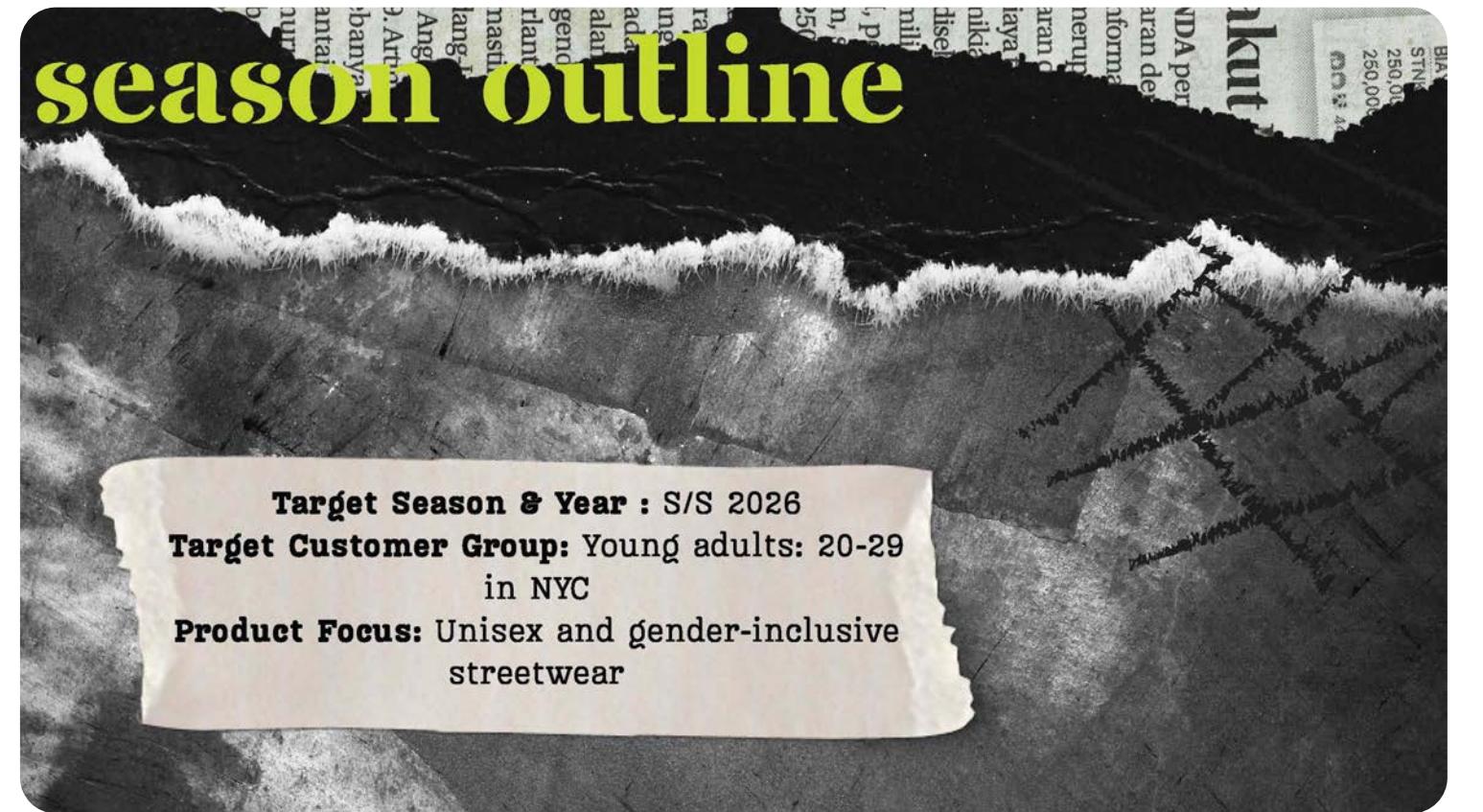
Virginia Tech

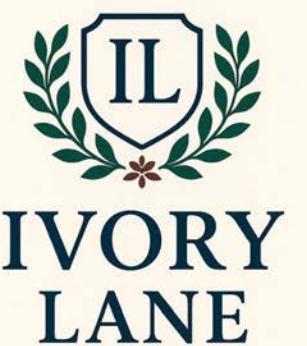
Skills / Competencies

branding & brand strategy
fashion trend forecasting
consumer & market research
fashion collection development
promotional planning
visual merchandising
visual communication for fashion promotion

Course Description

Examines branding, fashion forecasting, fashion collection development, and promotional strategies within the fashion industry. Conducts thorough research on consumers, markets, and trends to develop effective promotional plans, including visual merchandising strategies.





**IVORY
LANE**

"Life Styled Simply"

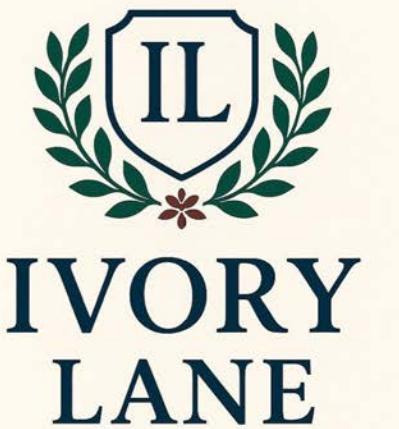
FMD 4224
Group 3

Brand Identity

Ivory Lane is dedicated to curating a collection of high quality and original pieces, blending timeless style with fresh ideas, in order to create endless effortless options for your closet.

Ivory Lane is the middle child in between fashion's older sister J Crew, and younger sister Brandy Melville.

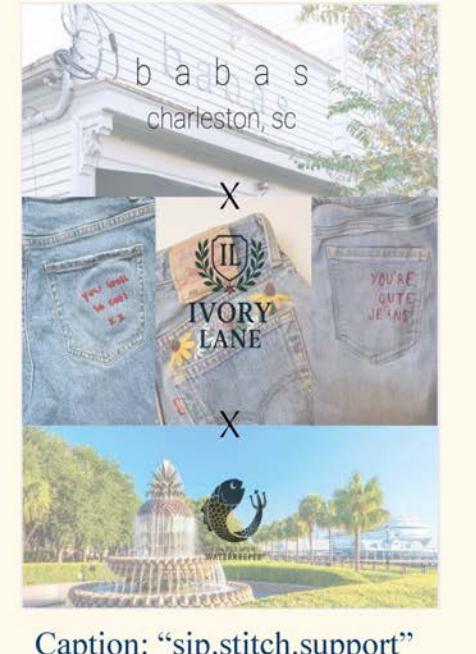
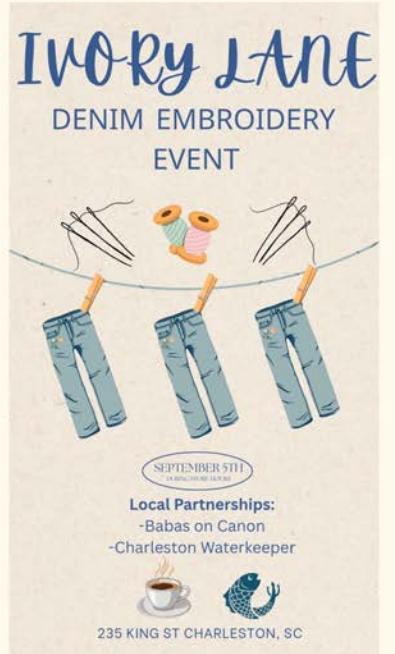
Being 100% made in the United States, we believe in fair wages for every worker in our company and production line. Ivory Lane is passionate about our Ethical Manufacturing Pledge and we will always promote and fight for the right of every person to have wage protection and safe working conditions.



**IVORY
LANE**



Media Visual Samples

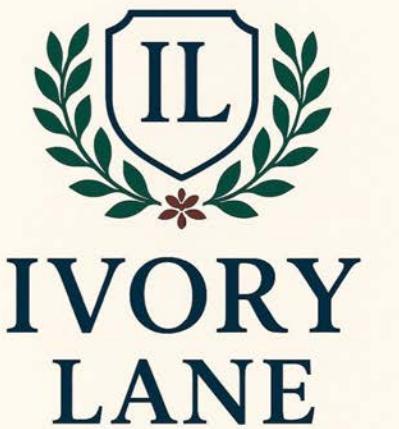


Instagram Story

Print Flyer

Instagram Post

Brand Identity



**IVORY
LANE**

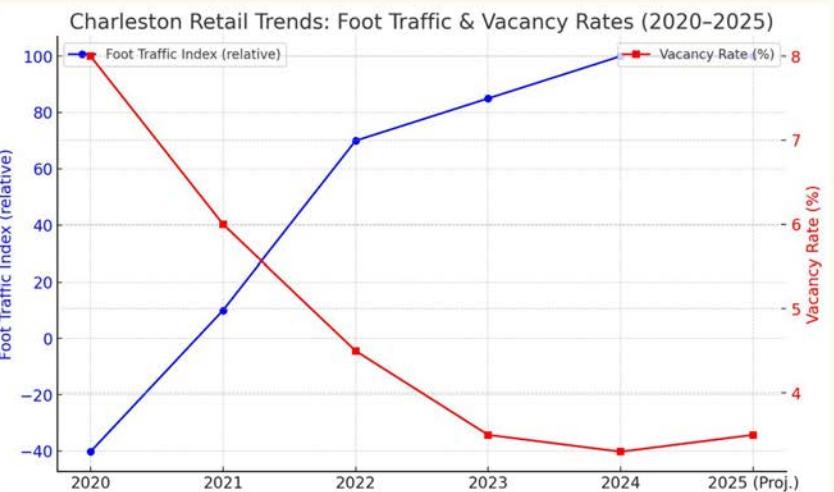
Retailer Trends

Types of retailers:

- Local boutiques
- Antique stores
- High-end luxury
- Home decor

Typical promotion:

- Event based promotion
- In-store experiences
- Social media
- Local collaborations
- Pop-up shops



Campaign Objectives

SMART GOAL:

By May 2026, our brand will establish a strong local presence in Charleston by partnering with three local boutiques, hosting two seasonal pop-up events, and growing our customer base by 30% through curated fall/winter collections that blends Southern charm with timeless preppy style.

- Measurable through partnerships with local businesses
- Highlights local strategy
- Tied to our aesthetic



Major Selling Idea and Message Strategy

Positioning and Brand Image

- Middle sister of Brandy Melville and J.Crew
- Preppy and classy
- High quality, timeless pieces

Unique Selling Proposition:

- High quality pieces and emphasis on sustainability.
- Opportunity to embroider denim that is bought from our store.
- Unique positioning with production 100% in the US.

Window Display Mock-Up



Final Creative Execution



Apparel Assembly

Virginia Tech

Skills / Competencies

garment construction & apparel assembly
industrial sewing techniques
stitch & seam application
pattern marking
garment finishing techniques
sample construction

Course Description

Introduces apparel assembly processes and garment construction techniques from simple to complex applications. Emphasizes stitch and seam types, pattern markings, and cost-effective production measures. Students build core competencies through hands-on projects, including the creation of a technical sample book and the construction of complete garments such as a skirt, shirt, and shorts.

Apparel Assembly

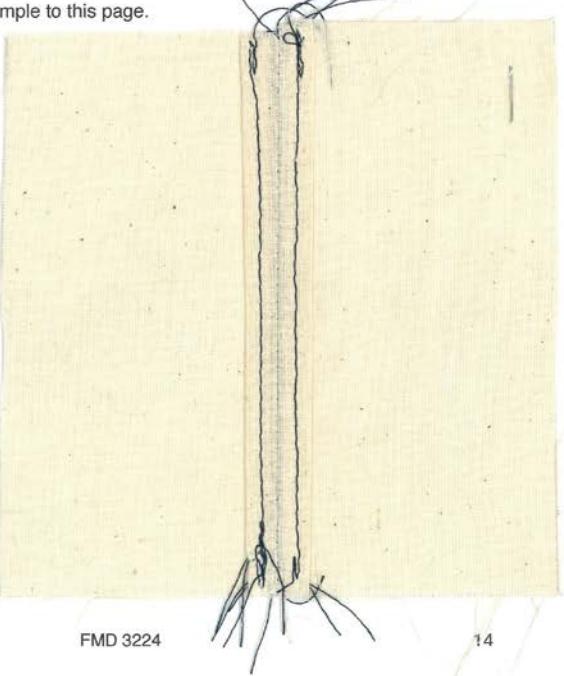
Virginia Tech



COLLEGE OF ARCHITECTURE, ARTS AND DESIGN
SCHOOL OF DESIGN
VIRGINIA TECH

Plain Seam with Clean-edge Finish

1. Cut two pieces of muslin, each 3" x 5".
2. Label the right side and wrong side on each piece of muslin.
3. Draw a line $\frac{1}{2}$ inch from the longer edge for both muslin pieces' wrong side. $\frac{1}{2}$ inch width rectangular will be the seam allowance edges.
4. Working with just one seam allowance edge, place the right side of the seam allowance flat on the sewing table.
5. Fold over the edge of the seam allowance $\frac{1}{4}$ inch, so that the wrong sides of the fabric are together.
6. Stitch close to the folded edge, clip threads.
7. Repeat with other seam allowance.
8. Place the fabric pieces right sides together and align the stitchline. Pin if necessary.
9. Sew a plain seam along the stitchline. Use a straight stitch with backstitch. Look at the instructions on plain seam if needed.
10. Press the seam open.
11. Staple your finished sample to this page.



Fall 2025

FMD 3224

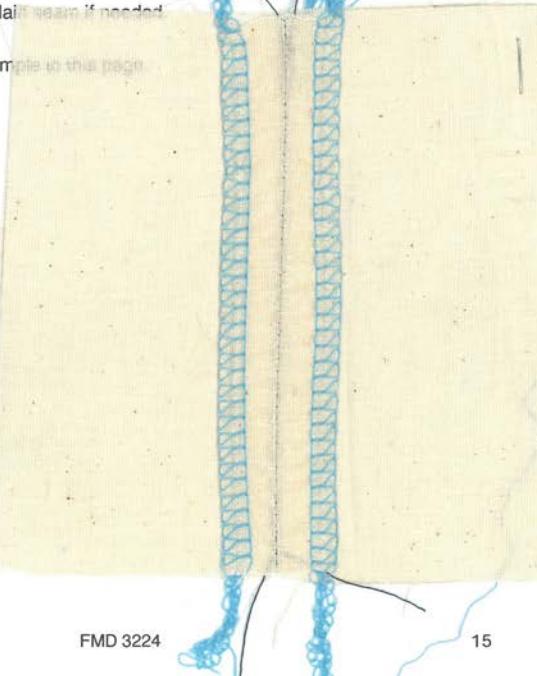
14



COLLEGE OF ARCHITECTURE, ARTS AND DESIGN
SCHOOL OF DESIGN
VIRGINIA TECH

Plain Seam with Overlock Finish

1. Cut two pieces of muslin, each 3" x 5".
2. Label the right side and wrong side on each piece of muslin.
3. Draw a line $\frac{1}{2}$ inch from the longer edge for both muslin pieces' wrong side. $\frac{1}{2}$ inch width rectangular will be the seam allowance edges.
4. Working with just one seam allowance edge, line the edge of the fabric so that the cutting blade barely cuts off any of the fabric edge.
5. Keeping the fabric straight, and using the seam allowance guide on the throat plate, sew carefully to keep all other fabric out of the sewing area, or it will be trimmed as well.
6. Be sure to continue sewing 6" past the fabric edge.
7. Complete on both seam allowance edges of the muslin pieces.
8. Clip threads close to the fabric.
9. Place the fabric pieces right sides together and align the stitchline. Pin if necessary.
10. Sew a plain seam along the stitchline. Use a straight stitch with backstitch. Look at the instructions on plain seam if needed.
11. Press the seam open.
12. Staple your finished sample to this page.



Fall 2025

FMD 3224

15



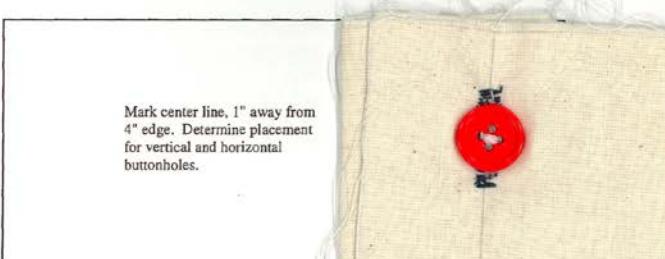
COLLEGE OF ARCHITECTURE, ARTS AND DESIGN
SCHOOL OF DESIGN
VIRGINIA TECH

Buttonhole and Placement

Buttonholes are placed on the right-hand side of the garment opening of women's clothing, and on the left-hand side of men's clothing. Buttonholes are usually placed in a horizontal direction, except on shirt plackets, when they are placed vertically.

Horizontal Buttonholes are placed $\frac{1}{8}$ inch beyond the center line of the garment and extend the length of the button into the garment (not towards the extension). Vertical Buttonholes are placed on the center line of the garment or placket.

1. Use 3 layers of 4" x 8" fabric, wrong sides together, so that you have the right side of the fabric showing on both sides of your fabric sandwich.
2. Place a center line on your fabric that is 1" away and parallel to a 4" edge. The line can be machine-basted, hand-basted, or placed with a permanent marker. (Normally, you wouldn't use a permanent marker, but for this exercise, it is necessary to see the markings forever.)
3. Determine the length of your buttonhole (button diameter + half the height of the button).
4. Using your invisible marker, mark button placement for one vertical and one horizontal button, using the guidelines above.
5. Using the buttonhole attachment on your machine, sew the two buttonholes.



Fall 2025

FMD 3224

41

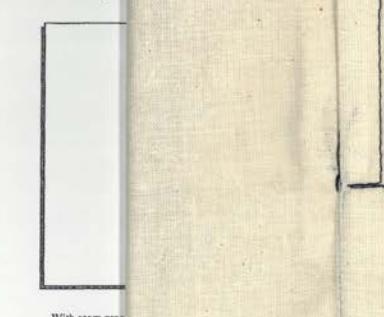


COLLEGE OF ARCHITECTURE, ARTS AND DESIGN
SCHOOL OF DESIGN
VIRGINIA TECH

Lapped Zipper

Lapped zipper application conceals the zipper stitching visible. The lapping will work with a 5/8".

1. Working from the inside of the garment, extend the right side of the zipper towards you, extend the right side of the zipper towards the garment.
2. Leaving the zipper tape on the right side, place the zipper towards the garment.
3. Machine baste in place.
4. Change the stitching.
5. Turn the zipper face towards the colls, but do not fold.
6. Stitch the fold to the zipper.
7. With the right side of the zipper formed, don't worry about the zipper.
8. From the outside of the garment, mark the zipper.
9. Place 1/2" tape over the zipper.
10. To topstitch zipper.
11. Bring thread ends to the outside of the garment.
12. Remove basting stitching.



Fall 2025

42



Aesthetics of Consumer Experience

Iowa State University

Skills / Competencies

visual communication for consumer experiences
application of design principles
consumer experience design
visual merchandising as experience strategy
branding through aesthetic expression

Course Description

Focusing on design principles and aesthetic concepts, this course explores their application in planning creative consumer experiences, particularly within hospitality, event, and retail environments. This course examines how individual differences and cultural influences shape aesthetic preferences.



the explanation behind our cultural tradition

Montessori education and philosophy

In the mid 1900s, the Montessori method of education was developed by Italian physician and educator

Maria Montessori.

Christie, 2023

She primarily focused on sensory-rich environments and purposeful activities self-directed by the children, encouraging and embracing curiosity (Montessori Northwest, n.d.).



Tran, 2014

In challenging the traditional educational experience, Montessori opened the door to "freedom of movement and choice" for young children (Christie, 2023). We chose to represent her research by reaching a broader audience through the restaurant industry. To begin conveying her philosophy, we intend to implement it.

Play Kitchen Set

Restaurant



Image courtesy of Ikea

- Inspiration for this restaurant is the idea of a Kitchen Set for children
- These kitchen sets allow for children to explore a situation that they see mocked in their real life (Hip Kids)
- These kitchens also allow kids to enhance their motor skills, social skills, and language (Resources, L).
- All of these things sparked our inspiration to take this restaurant into a real world "play kitchen"

MONTE
RESTAURANT

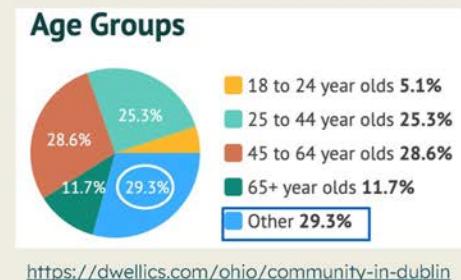
Team #4

(in alphabetical order)

Most kids under 12 prefer using touch screens

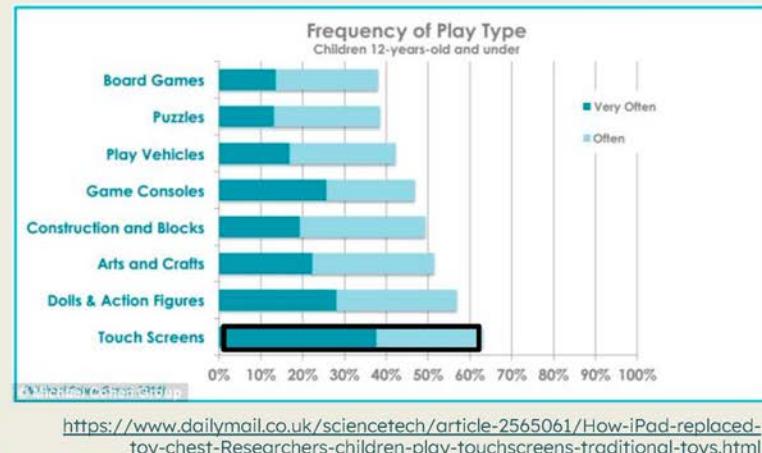
The target market is kids ages 3-12

Largest age group is under 18 years old



Target Market

Sam Rengert



Experience Economy: 4Es |

graphic courtesy of Carnycia Royce

EDUCATIONAL



Carnycia Royce

ESCAPIST



Multi-Sensory Design |

graphic courtesy of Carnycia Royce

hearing

Our goal is to emphasize a variety of auditory experiences per age group.

Our youngest consumers would initially hear [missed songs](#) from their assigned guide (McIlroy, 2023).

The older they are, the more freedom they have to queue their preferred songs, providing the aesthetic appeal of complete choice.

touch



smell

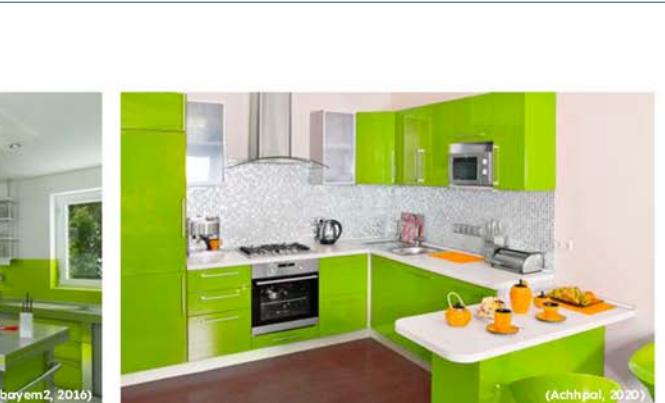


sight



taste

A lighter taste palette that transitions to heavier palate as the customer's age increases.



waiting
area &
check-in



lighting

remote-controlled lighting to adjust the ambient lighting throughout the day, mimicking natural light in the evening

different lighting for each experience, tailored to the customer for best versatility



Business Name & Logo



Northern
Lights

Split Complementary



Graphics courtesy of Holly Schmitt.

Multi-Sensory Design

- Smell: Butter, light spice of nutmeg or cardamom, pine cones. Pine spruce, nostalgic.
- Light: inside the cafe, dim lights, string Christmas colored lights, and lamps.
- Sound: Jazz/old Christmas music, relaxing musical instruments.
- Taste: Buttery crisp, light spice, soft texture with a crunch.
- Temperature: warm, comforting, inviting.

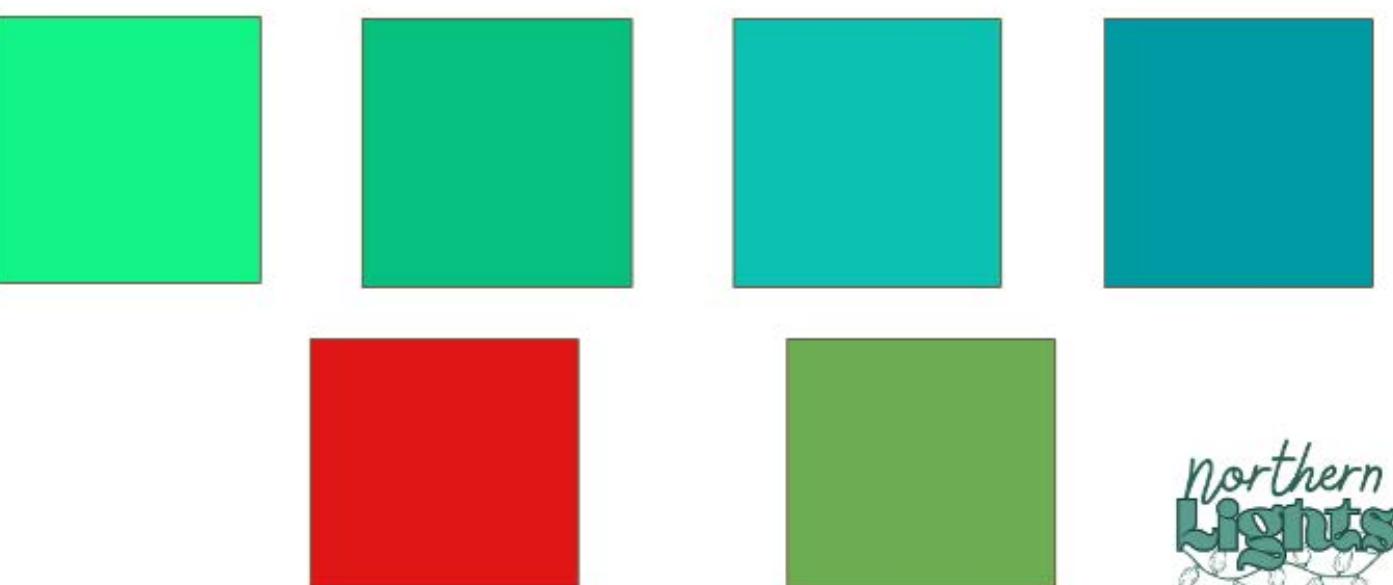


Tablescape

- Rustic wooden table
- White & blue traditional Norwegian plates
- Silverware
- White paper napkins
- Christmas tree centerpieces



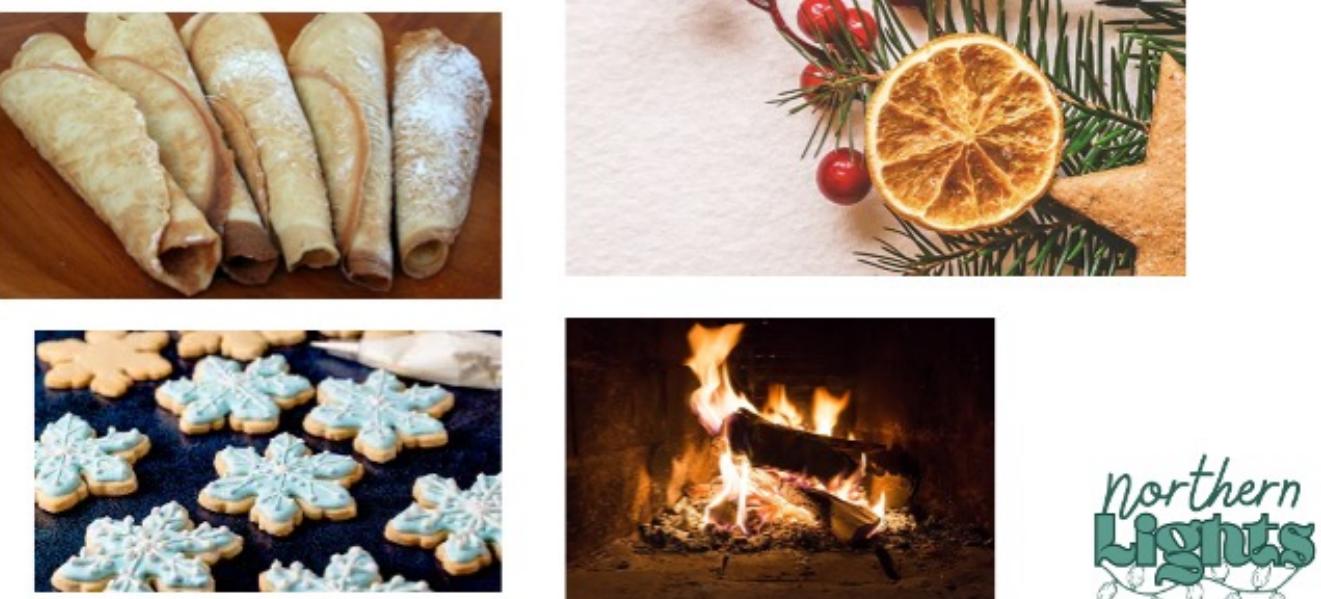
Color Scheme



Interior Design



Scent



Experience Economy

- ♦ Educational
 - > Designs including histories
- ♦ Entertainment
 - > Local performers
- ♦ Esthetic
 - > Christmas light displays
 - > Scent & sound



Dress and Appearance

- Warm and cozy outfits
- Jeans and nice shirts or company shirt
- Flannels, monochromatic colors
- Greens, blues, reds



Music and Sound

- Instrumental
- Soft & calm music
- <https://open.spotify.com/playlist/2U5T5LfIhS7racgViCXaj>



Computer Applications in Digital Design

Iowa State University

Software

adobe photoshop
adobe illustrator
adobe indesign
sketchup

Skills / Competencies

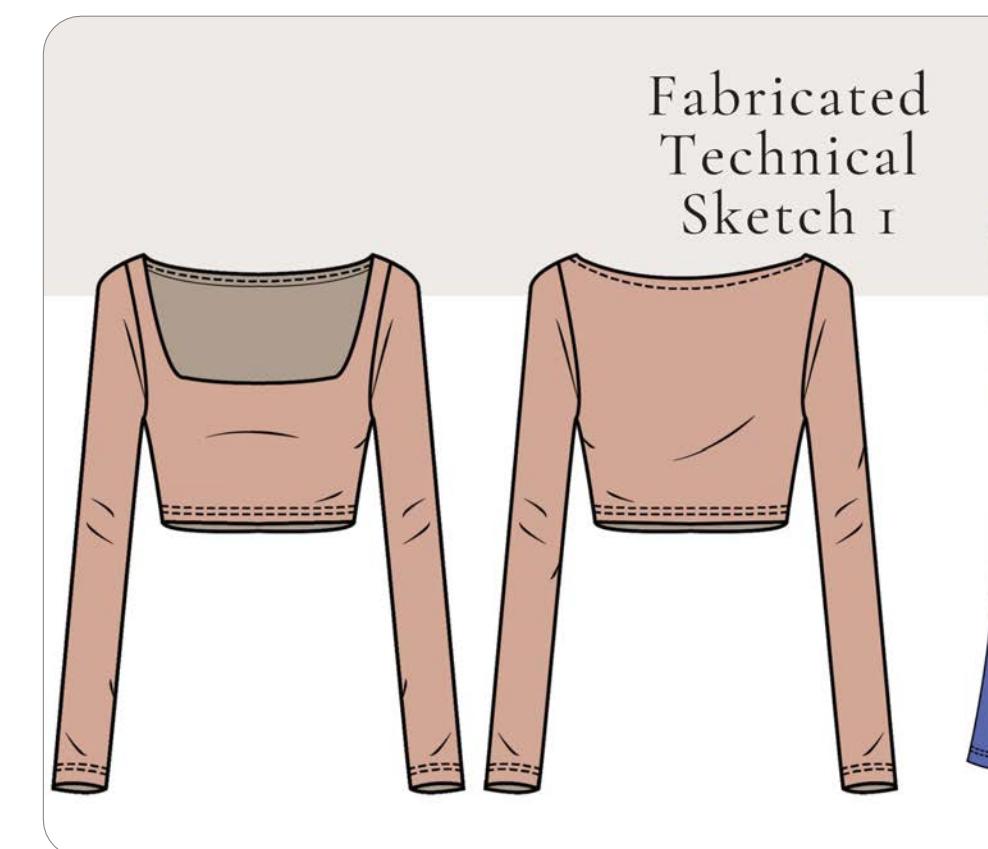
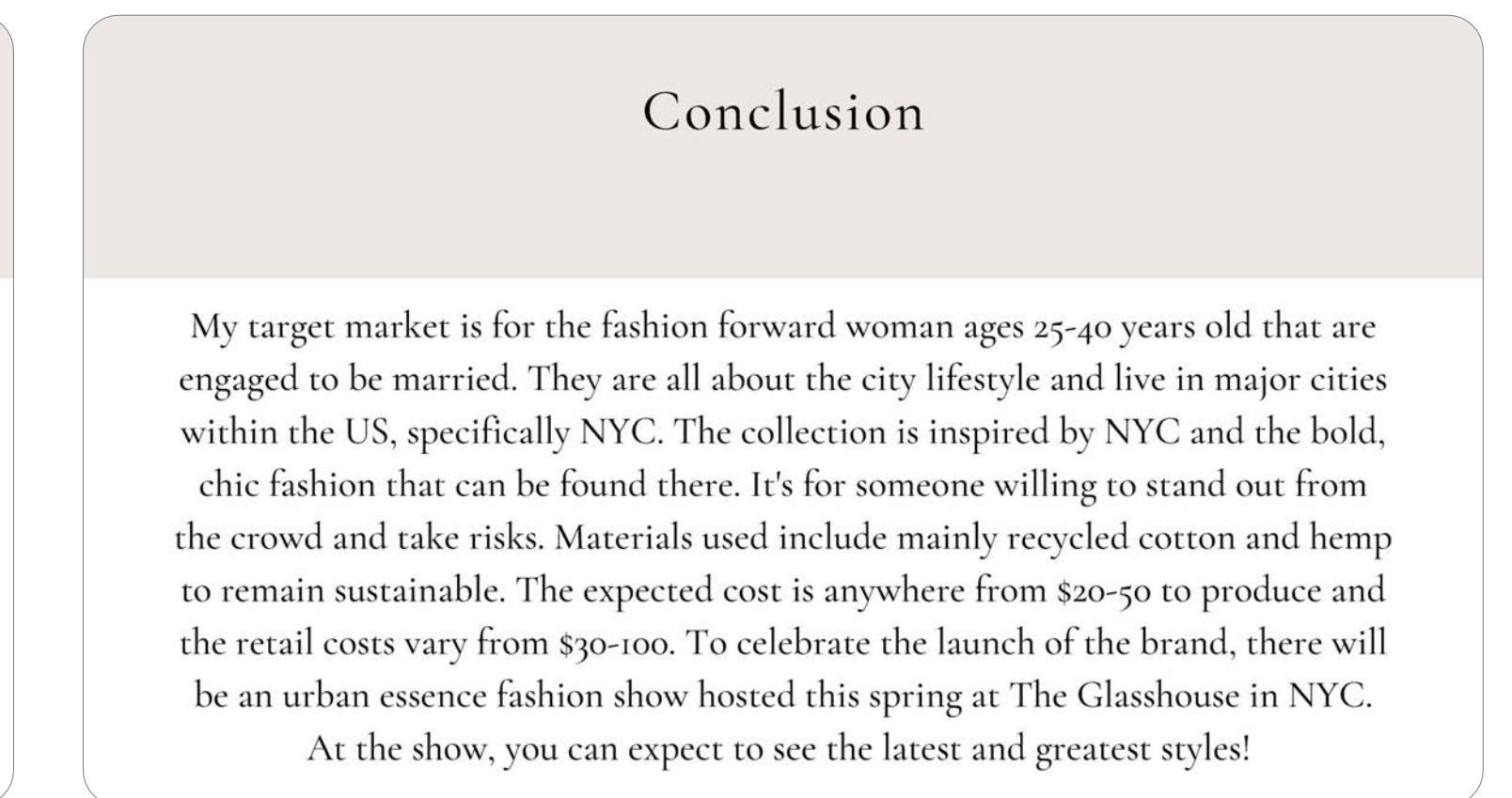
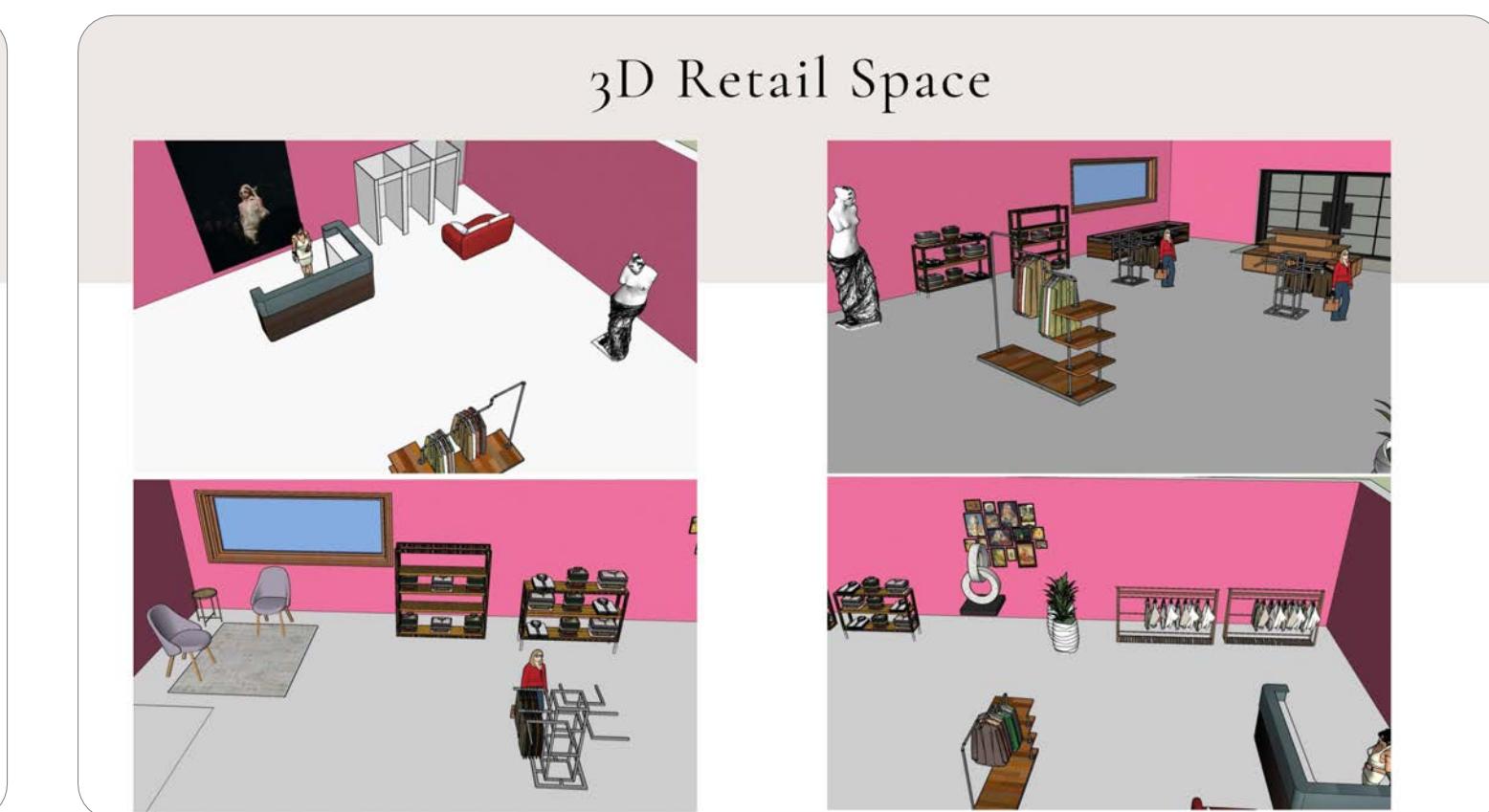
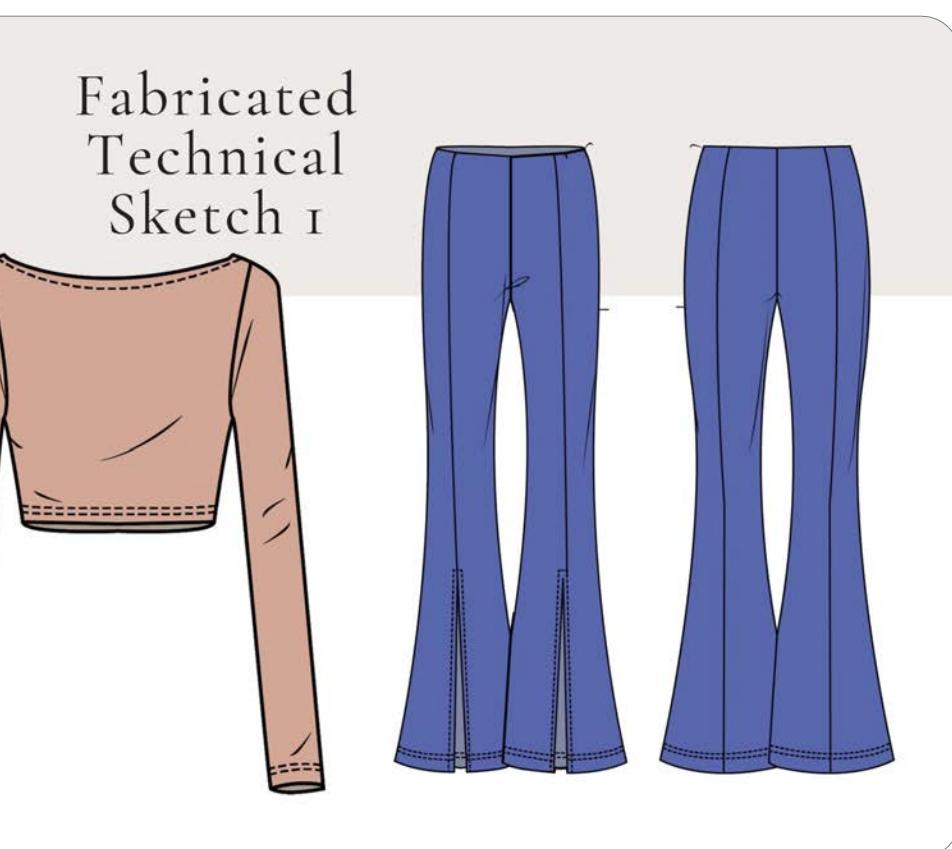
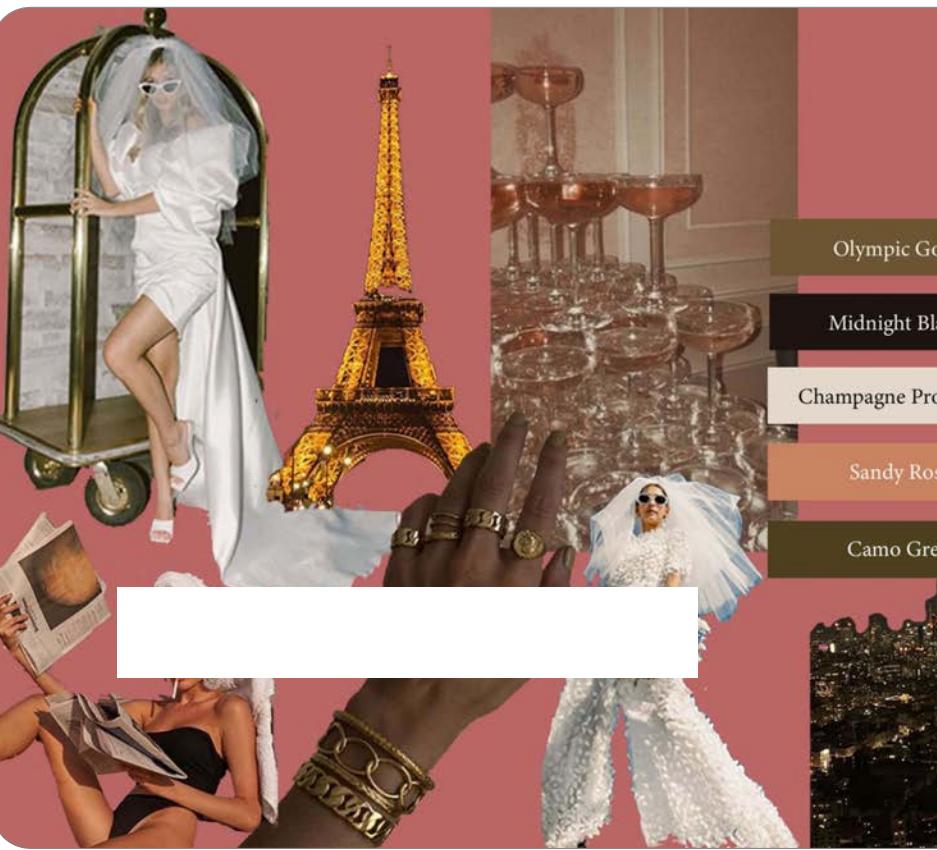
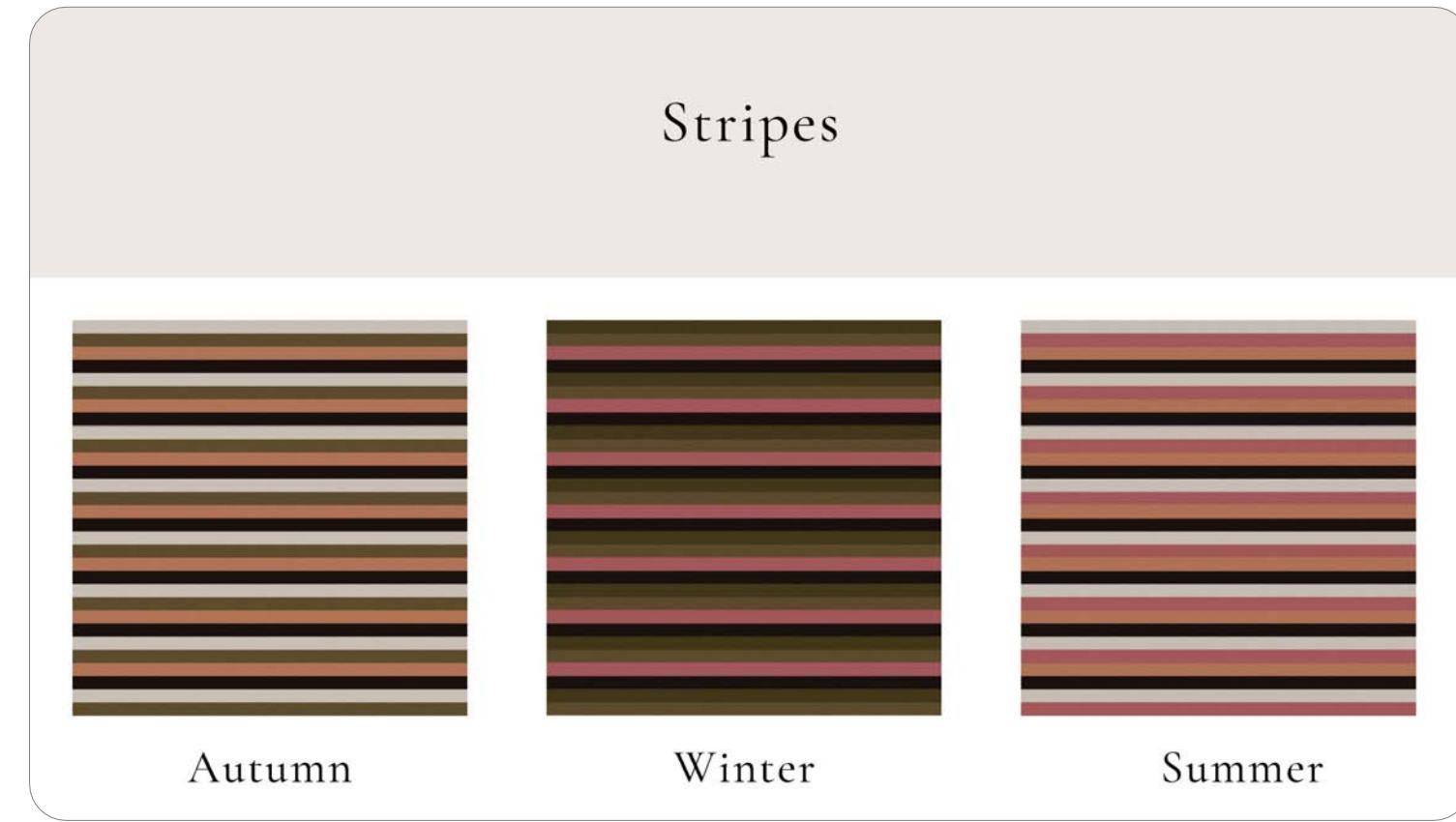
technical flat drawing
fabric & surface print design
fashion collection development
visual merchandising
visual communication for fashion design
digital portfolio development

Course Description

Focuses on fundamental skills in Adobe Photoshop, Illustrator, InDesign, SketchUp, Excel, and website development, with a focus on digital apparel product development and fashion collection line development. Introduces design elements and principles, alongside digital portfolio creation for fashion design and merchandising. The course features in-class demonstrations and activities to facilitate hands-on learning.



Mood Board



Color Palette



Sleeveless Bow Top (front)



Sleeveless Bow Top (back)



Double Bow Mini Skirt (front)



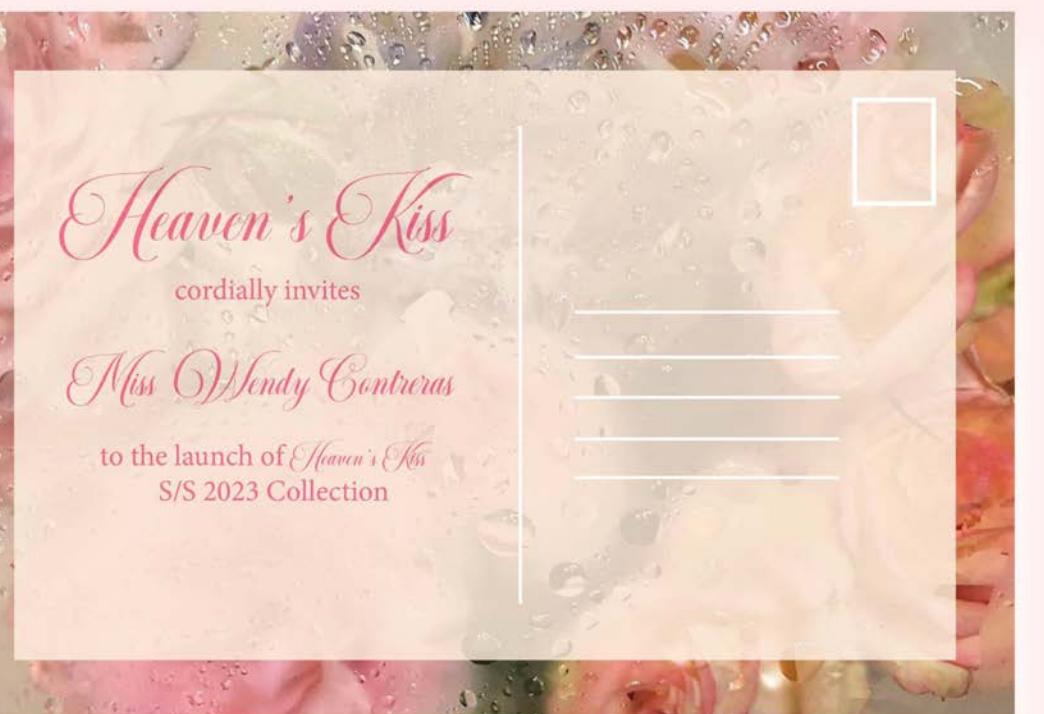
Double Bow Mini Skirt (back)



Please join us to celebrate
Heaven's Kiss
S/S 2023 Fashion Show
May 26, 2023 at 7 pm CT
STUDIO 525 NYC
525 W 24th St, New York, NY 10011, USA
Please RSVP by January 4th, 2023



Scan this QR code to watch
Heaven's Kiss S/S 2023 Show virtually



Front View



Detail View



Digital Production in Event Management

Iowa State University

Software

adobe photoshop
adobe illustrator
adobe indesign
sketchup

Skills / Competencies

digital graphic design
digital publishing for marketing materials
visual communication for events
promotional material design
3d modeling
portfolio development

Course Description

Features applications of skills in Adobe Photoshop, Illustrator, InDesign, and SketchUp. Introduces design elements and principles used within the event management industry, with a focus on digital publishing of marketing and promotional materials.



CHRISTIE'S



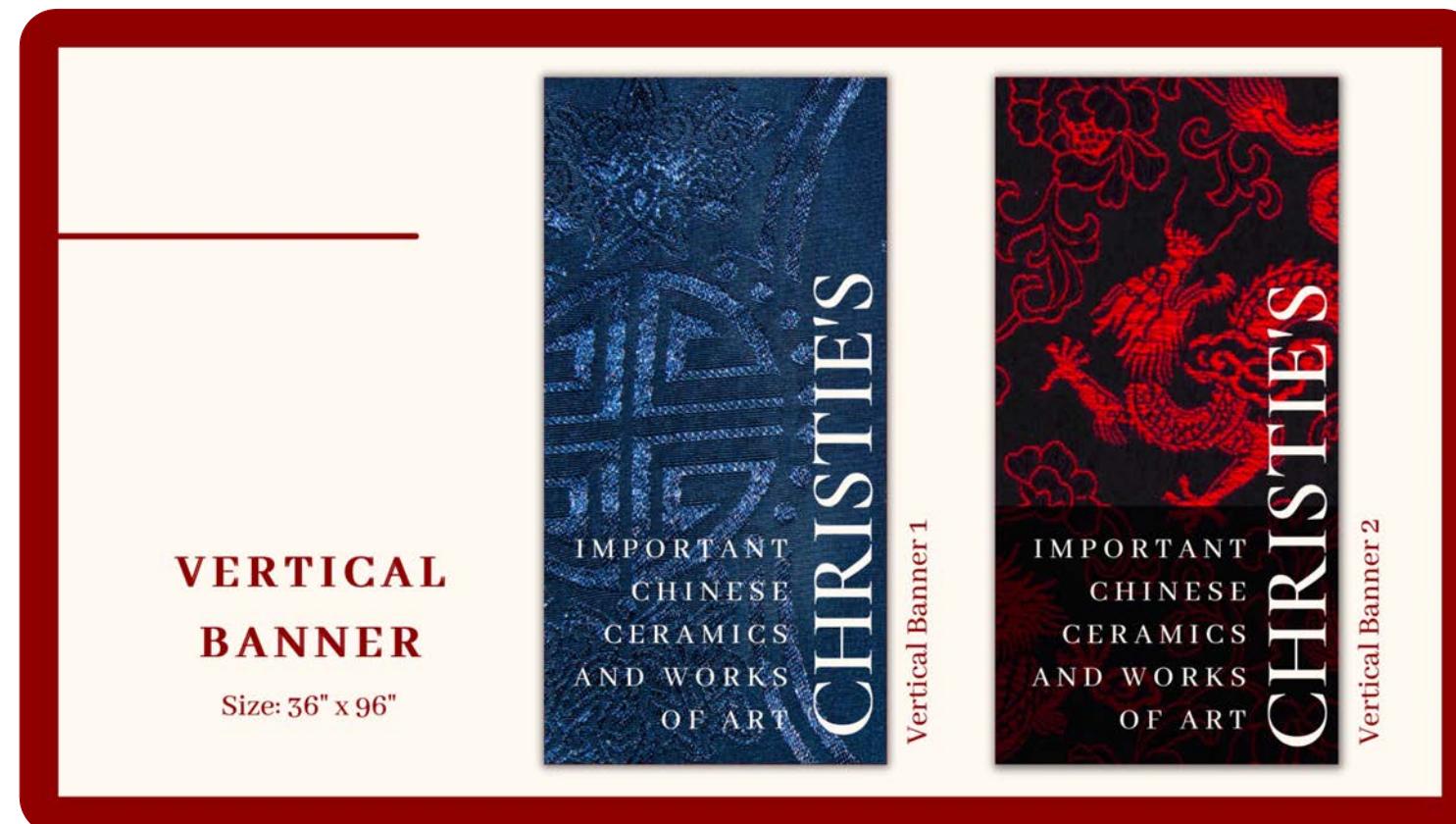
MOOD BOARD



PRIVATE INVITATION

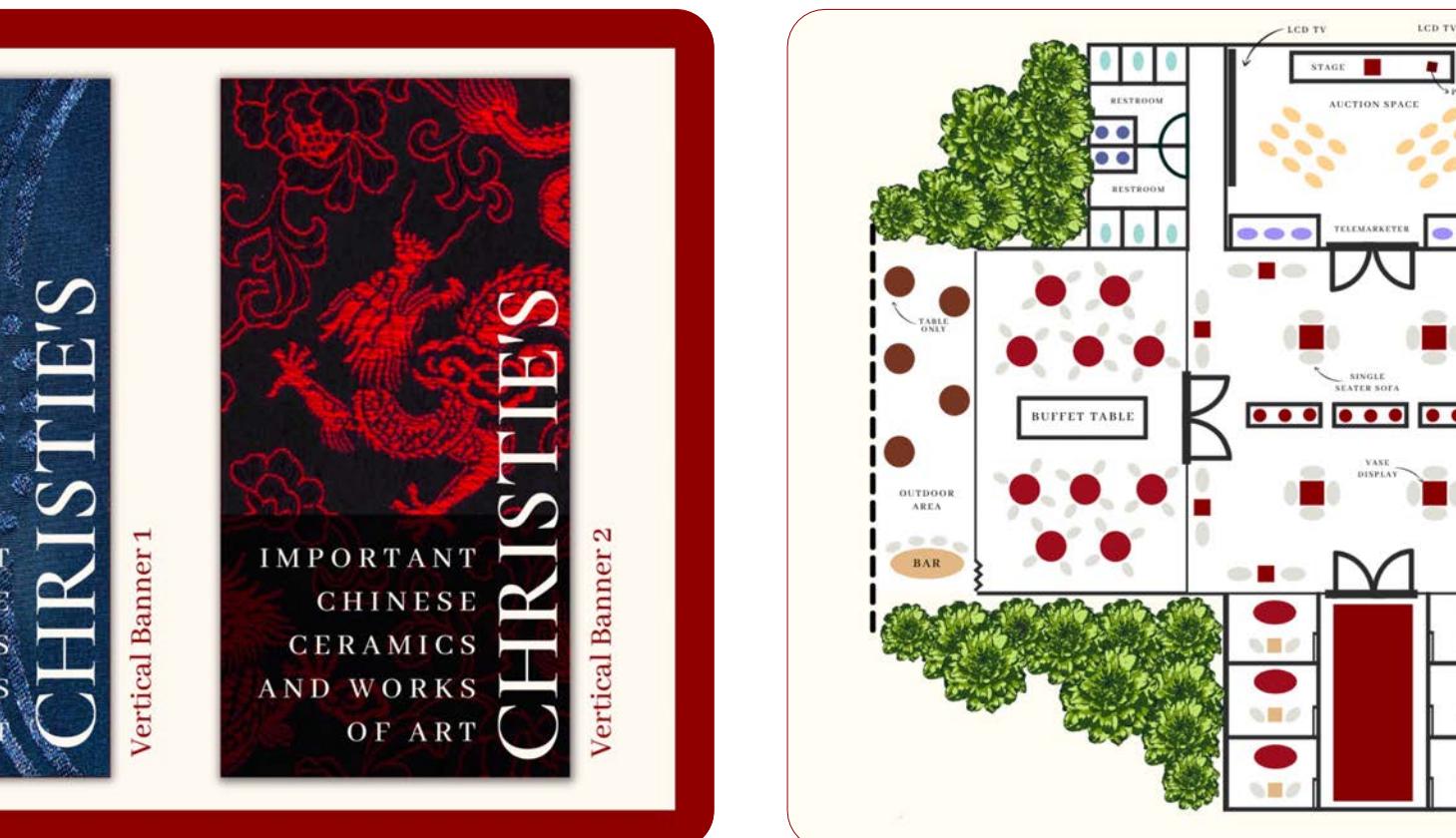
BACK

FRONT



VERTICAL BANNER

Size: 36" x 96"



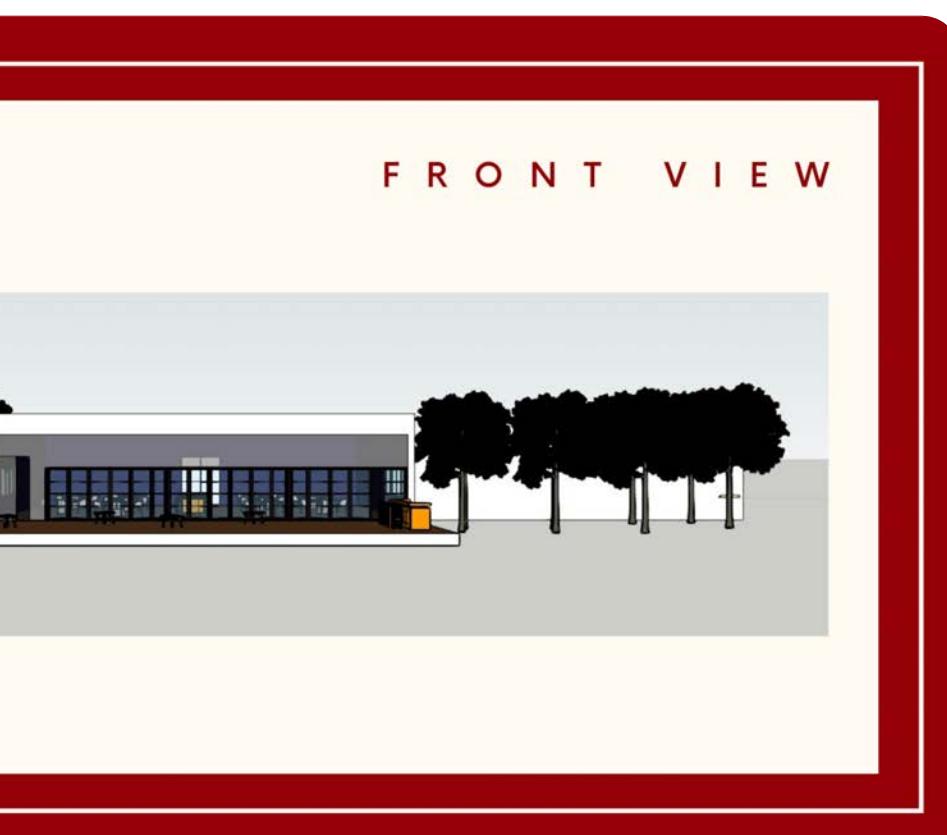
CHRISTIE'S

TOP VIEW OF THE BOARDROOM

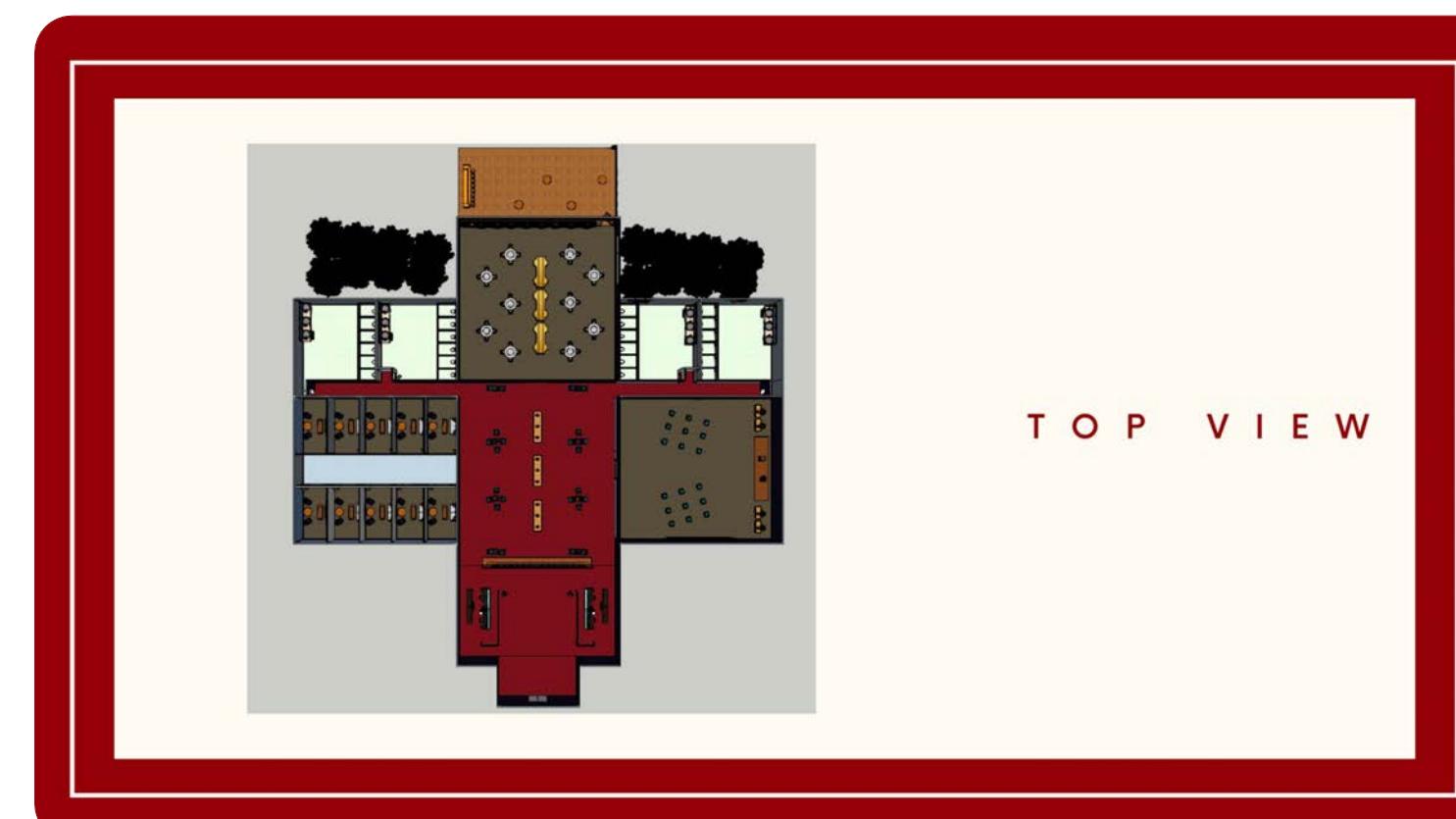


CHRISTIE'S

TOP VIEW OF THE TABLE



FRONT VIEW



TOP VIEW



DETAIL VIEW



CHRISTIE'S

Contact



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www.haeunchae.com

Thank you!