

# SHEVRON

THE Fabric and Embroidery expert

CUSTOMISABLE COLLECTION

# S H E V R O N

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# ABOUT SHEVRON

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## Our Story

**We began with a passion for art, fabrics and embroidery.**

At Shevron, we are fabric and embroidery experts who see, understand and experience designs differently. We constantly redefine ourselves to create innovative, one-of-a-kind embroidered fabric works.

By partnering up with corporates, innovators, makers and Asia's master artisans, we strengthen personal and business relationships and help customers impress the people that matter.

Discover the signature touch that we've perfected over time.

# OUR SERVICES

What we do



林子平  
Lim Tze Peng  
*A Century Artist*

## COLLABORATE

We collaborate with innovators, makers, artists and craftspeople to ignite imagination and creativity in new art forms, experiences and lifestyles.



## CREATE

We work with businesses like you to tell a story through unique and exquisite corporate gift ideas, inspired by your business needs and culture.



MADE WITH  
SWAROVSKI  
ELEMENTS

## CREATIVITY

We elevate contemporary spaces and living with rich and exquisite Asian-inspired crafts, created out of a passion for art, design and embroidery.

# Clientele





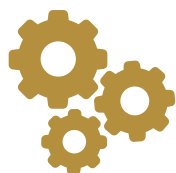


# Corporate Red Packet & Premium

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Delight your clients with intricate embroideries and festive designs during Chinese New Year and other festive seasons to evoke a deep sense of partnership and community.

# Customise Your Red Packets



## STEP 1

Style, material, size, and packaging



## STEP 2

30-60 days production



## STEP 3

Door to door delivery service



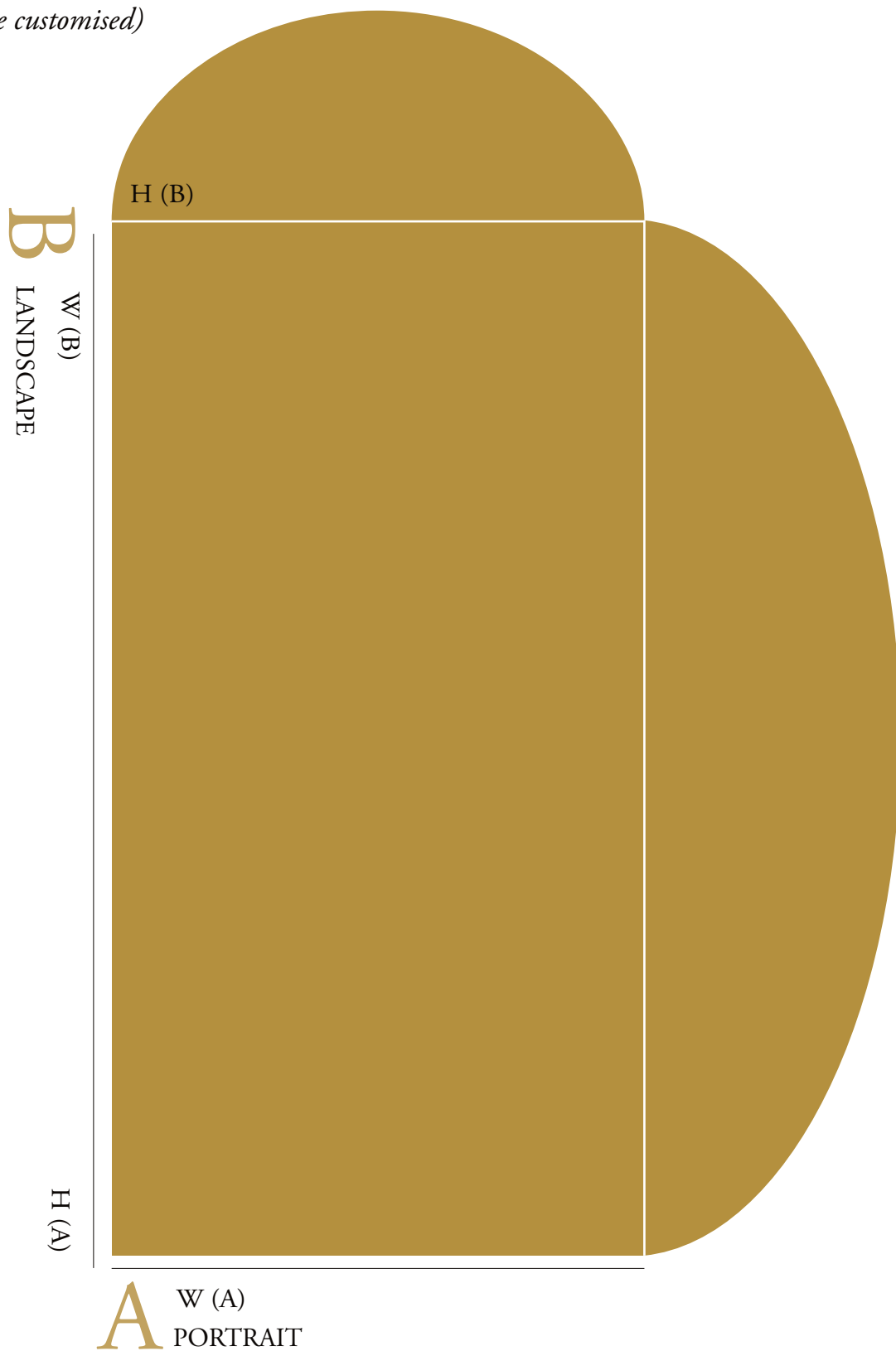
# Standard Sizes

*(Width X Height)*

A. Portrait : 8.5 x 16.5 x 3.4 cm

B. Landscape : 16.5 x 8.5 x 4.1 cm

*(Size can be customised)*



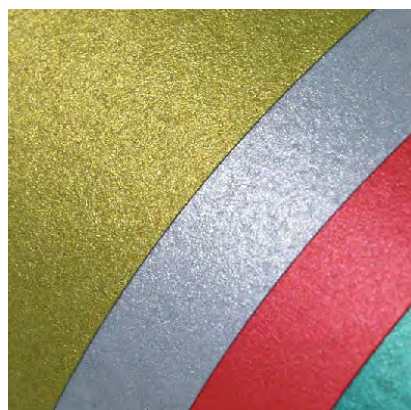
## Paper and Materials



Textured paper



Wood-Free Paper



Pearl Paper



Touch Paper



FSC Paper



Fabric Paper  
(Satin, Handsfeel)

# Techniques



OCBC



ION ORCHARD



## EMBROIDERY

Machine sewn ornamental designs in threads of silk, cotton, gold, silver, fabric and paper with a needle.





## 4C PRINTING *on Satin Paper*

Four ink colours are printed on the front of the satin paper, which is less shiny coated finish.

SINGTEL







## LASER ENGRAVING WITH 4C PRINTING *on Paper*

Four ink colours are printed on the front of the paper. Cover sleeve is created using laser engraving.

ERABELLE



## LASER ENGRAVING

A Subtractive Manufacturing Process, which uses laser beam to change the surface of the paper, creating intricate details.

NATIXIS







## HOTSTAMP

### *on Satin Paper*

A printing method of relief printing in which pre-dried ink or foils are transferred to a surface at high temperatures.

RAFFLES HOTEL





## HOTSTAMP & EMBOSS

### *on Paper*

A printing method of relief printing in which pre-dried ink or foils are transferred to a surface at high temperatures. Using a mould, creating a 3D effect on the paper.

TAKASHIMAYA



# Chinese New Year Premium



TAKASHIMAYA  
LUNAR NEW YEAR PREMIUM





RAFFLES HOTEL  
LUNAR NEW YEAR PREMIUM





# Customise Your Packaging



**STEP 1**

Choose your shape  
& size

**STEP 2**

Choose design:  
Embroidery, print  
or accessories

**STEP 3**

Add your own  
logo or message

# Shapes & Sizes

*(Size can be customised)*



**PLEATED BAG**  
Size: 295mm x 350mm



**CIRCULAR POUCH**  
Size: 210mm x 210mm



**TANGERINE POUCH**  
Size: 210mm x 210mm



**KNOT BAG**  
Size: 295mm x 350mm



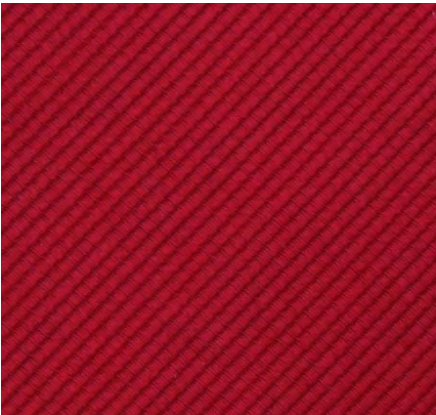
# Paper and Materials



Felt



Satin



Twill



Canvas



Available in all shades

# Packaging

OCBC BANK

Swarovski Crystals Silk Clutch



Collaborating with Swarovski provided the opportunity for Shevron to tap into a market segment that targets the HNW new-age women. Using Swarovski crystals, Shevron designed a Swarovski Elements raw Silk Clutch as a modern-day accessory for discerning women.





UBS POUCH  
Satin with print



UBS BAG  
Felt with Satin print





SINGTEL  
TANGERINE POUCH



ION ORCHARD  
SATIN CLUTCH



SHANGHAI TANG-  
RAFFLES CITY POUCH



ICBC  
PU POUCH



INSIGHT VACATIONS  
TANGERINE POUCH  
Felt with laser engraving



DRAWSTRING  
TANGERINE CARRIER  
Satin with print



# Premium Festive Gifts



OCBC COASTERS  
Felt with embroidery



OCBC CHARMS  
Satin with emboss



## ION ORCHARD

60cm x 60cm Silk Scarf  
with Hand Roll Hemming

### FASHION DESIGN

Our mulberry silk is dyed and hand screen printed by local craftsmen.  
We use non-toxic dyes which are safe for human skin.





DUCHESS SATIN CUSHION COVERS  
Premium duchess satin print with embroidery applique

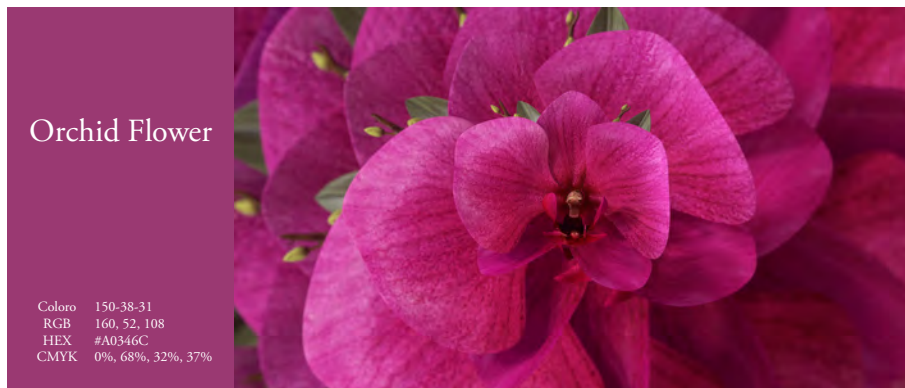
# Overview of Trend 2022

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# Colour Trend

by WGSN and Coloro

## COLOUR OF THE YEAR



## KEY COLOURS



## CNY CORE COLOURS





# Graphic Concepts

## What Next!

PC Trend Research Spring Summer 2022 – Chintz



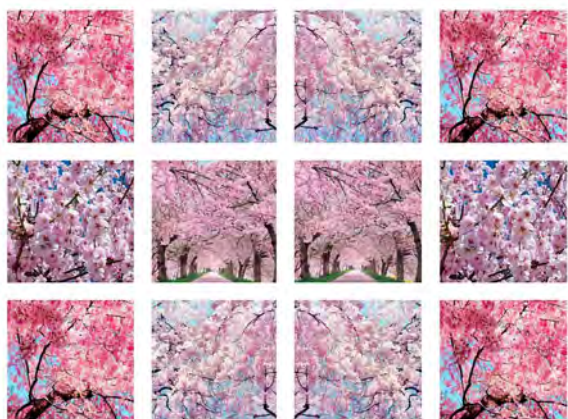
## What Next!

PC Trend Research Spring Summer 2022 – Butterfly



## What Next!

PC Trend Research Spring Summer 2022 – Cherry Blossom



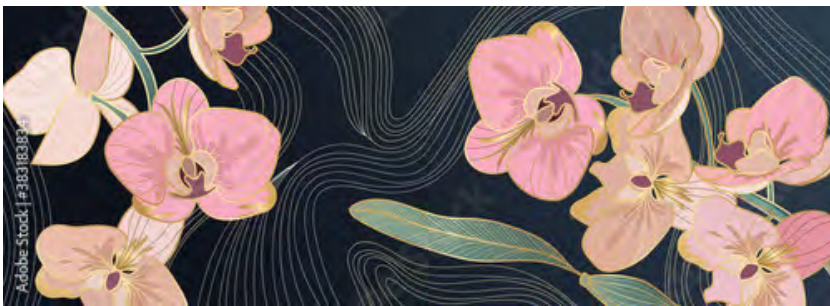
## What Next!

PC Trend Research Spring Summer 2022 – Retro Prints



Source: [https://www.pinterest.com/priyachander04/\\_created/](https://www.pinterest.com/priyachander04/_created/)







# Sustainability Festivity

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# Eco-Friendly Materials & Technology



## FSC CERTIFIED PAPER

Forest Stewardship Council (FSC) promotes the practice of sustainable forestry worldwide. It ensures all paper is sourced in an environmentally-friendly and socially responsible way.



## VARIOUS MATERIALS

Shevron is an expert in fabrics and plays with print on different materials and mediums to evoke the most aesthetically appealing outcomes for customers.



## SOY INK PAPER PRINTING

Ink made from soybeans oil are clear and produces more vibrant colours on printed materials. Soy ink printing ensures a safe and environment friendly step towards printing without significant loss of energy.



## RECYCLED FABRIC

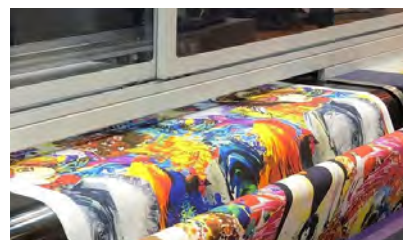
The fibers we like are “eco-friendly” fibers, which means that their production process has a low impact on the environment and meets at least of half of the sustainable criteria.



**REUSE**

## EVERGREEN DESIGN

Red packet design to be used beyond CNY.



## SGS CERTIFIED FABRIC PRINTING

Sustainable sublimation inkjet ink for textile.





### ZERO PLASTIC USAGE

Packing the premium gift with paper packaging and fabric pouch to unnecessary save the plastic usage.



### REUSE & RECYCLE

Include the instruction on the red packet packaging to guide the receiver.



### ECO PACKAGING

Tangerine pouch that can be reused as a lunch bag or everyday-carry pouch. Innovative packaging solutions alternative to traditional designed to reduce environmental impact.



### RECYCLE CAMPAIGN

Collects unwanted garments to be recycled, reworn or reused and offer incentive to the participants.

# Exceptional Out of Box Experience

## Packaging

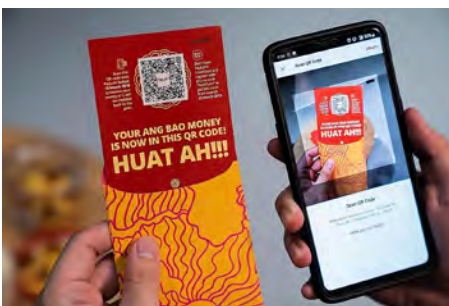


3D ROTATION BOX

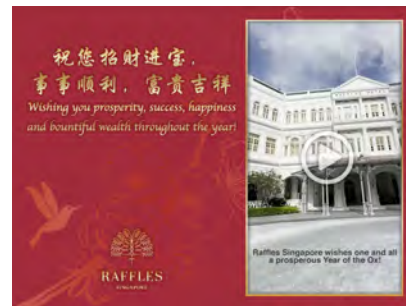


PAPER CRAFT: SPIN, ORIGAMI, INTERACTIVE ART

## Digital, AR Experience



E-ANGPAO/ LUCKY DRAW



E-GREETING CARD



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