PROJECT INTRODUCTION

This project was developed as a directional upgrade to the menswear basics category, reimagining what “basic” can mean in contemporary fashion. Inspired by architectural minimalism and the sculptural works of Richard Serra, I approached the collection as a study in form, proportion, and quiet strength – transforming everyday essentials into elevated statements of design and function. Each piece was conceived as part of a modern uniform: versatile, tactile, and enduring, built around the philosophy of bold simplicity.

Through this project, I aimed to explore how material storytelling and cohesive design systems can redefine the role of basics in a modern wardrobe. It also reflects my strengths in fashion branding and concept development, showcasing my ability to craft narrative-driven collections, express a refined design aesthetic, and communicate my personal taste through sketches, visual research, and creative direction.

SOUTH KOREAN CONCEPT PROJECT

Menswear Capsule – Uplifting Everyday Basics

Inspiration Statment

In developing this upgraded menswear capsule, the focus was on reimagining everyday essentials through elevated design and intentional storytelling. Rather than following the common model seen across brands that reframe basics through collaborations or seasonal themes, this project takes a distinctly architectural approach.

Inspired by Richard Serra's exploration of form and space, the collection reflects a minimal yet bold identity. Emphasis is placed on proportion, volume, and clarity of line – echoing the simplicity and impact of architectural sculpture. Each garment is designed not only as a wardrobe essential but as a foundational space for personal style expression.

Timeless in utility yet striking in silhouette, the pieces aim to redefine what "basic" can mean for modern men's fashion—transforming daily wear into quietly powerful statements.

This approach sets the brand apart by positioning its basics not as purely functional, but aspirational—delivering bold simplicity at an accessible value. Through this, a unique design language is established: confident, minimal, and versatile-perfectly suited to a modern, design-aware consumer.

Benchmarking & Differentiation

Research into contemporary leaders in the affordable essentials market reveals a successful formula: refined design, consistent storytelling, and high-quality materials at an attainable price point. These competitors prove that minimalism and commercial viability can coexist.

However, rather than replicate this path, this project proposes a new direction: anchoring the collection in architectural inspiration and fabric-led narratives. The goal is to craft a recognisable visual and tactile language that stands apart-one rooted in bold restraint and modern clarity.

Strategic Pillar

Bold Minimal, Everyday Essential

This capsule is designed as a modern uniform: quietly powerful, deeply versatile, and timeless in intent. These are foundational pieces—engineered for longevity in both form and relevance.

By reframing the basic not as a backdrop, but as the starting point of personal style, this concept repositions the essential as central—not supplementary.

Strategic Pillars

Fabric as Foundation

Each capsule is anchored in key fabric stories—such as premium sweatshirt jersey or structured knits—allowing materials to lead both design direction and storytelling. Multi-Style Approach.

Silhouettes are developed across a single fabric family (e.g., sweatshirt fabric used for hoodies, half-zips, joggers, and shorts; structured knit adapted into crewnecks, polos, and cardigans). This approach builds cohesion within capsules while maximising design variation.

Consumer Benefit

Offers a consistent, mix-and-match wardrobe experience. Customers can build versatile outfits that feel intentional, cohesive, and elevated.

Operational Efficiency

Fabric-led development streamlines sourcing and production, ensuring consistency in quality and fit while allowing for multiple styles within one material group. This improves cost efficiency without sacrificing creativity.

Pricing & Value Positioning

Maintain affordability while elevating consumer perception through thoughtful design and premium-feeling fabric stories.

Strategic Pillars

Value Equation

Elevated Design + Quality Fabrics + Accessible Price

This balance creates strong consumer appeal and positions the collection as an everyday luxury without the premium price tag.

Brand Storytelling & Marketing

Narrative Concept

Creating Space - Basics that offer room to move, to style, and to express. These are essentials designed not to blend in, but to open space for individual identity. Visual storytelling highlights sculptural silhouettes, tactile textures, and modern proportions - communicating both simplicity and strength.

Position the capsule as an aspirational yet attainable style system: thoughtful, edited, and design-led.

Long-Term Vision

Establish this capsule as a design-forward core line—defined by bold minimalism and fabric innovation—with a clear identity rooted in modern Korean aesthetics, designed with the South Korean market in mind yet resonant with a global audience

Develop a recognisable capsule system built around textile storytelling and refined silhouettes—becoming a signature of the brand's design ethos.

Over time, strengthen the brand's regional presence by redefining basics as a central pillar of contemporary fashion—versatile, refined, and essential.

Minimal Form. Maximum Presence.
Essentials for Every Day.

COLOUR CARD

WHITE

DUSTY BLUE

NAVY

BURGANDY

BLACK

OFF WHITE MELANGE

BIEGE

GREY MELANGE

DUSTY BROWN KNIT COLOUR

ESPRESSO

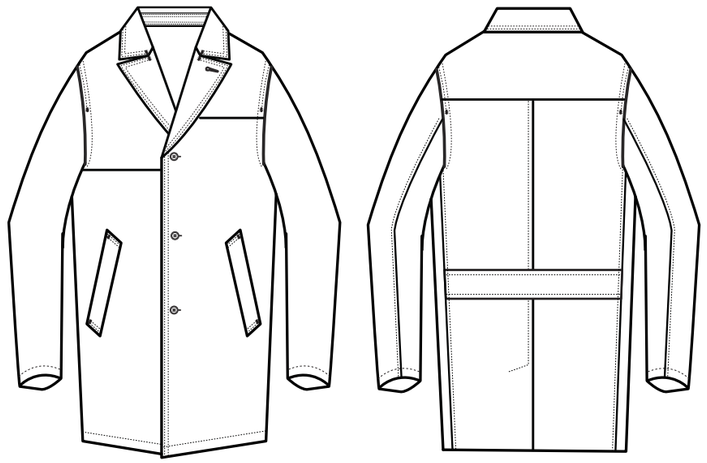
Colour Card: Luxurious Basics

The Colour Card combines classic menswear basics with elevated luxury tones, creating a palette that feels timeless yet refreshed. The result is a foundation of f amiliar neutrals enhanced by upgraded hues, designed to make layering effortless. These colors uplift unconstructed garments, giving even the simplest pieces a refined, versatile edge for modern styling.

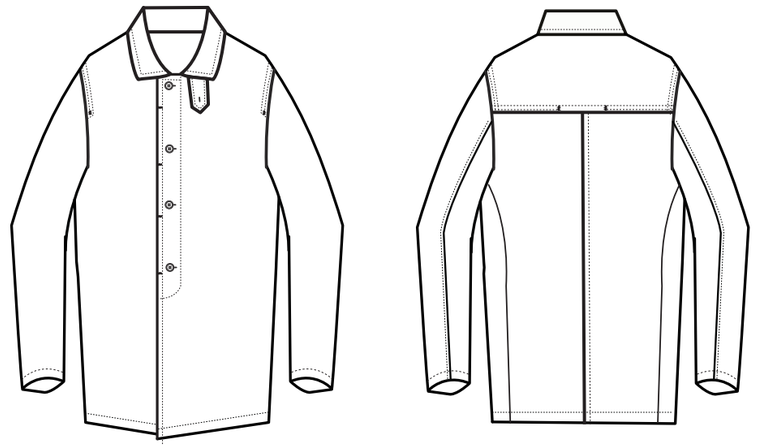
COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

OUTERWEAR

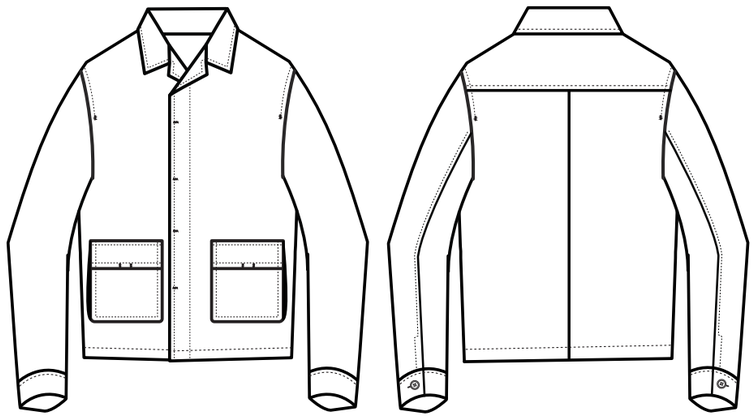
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



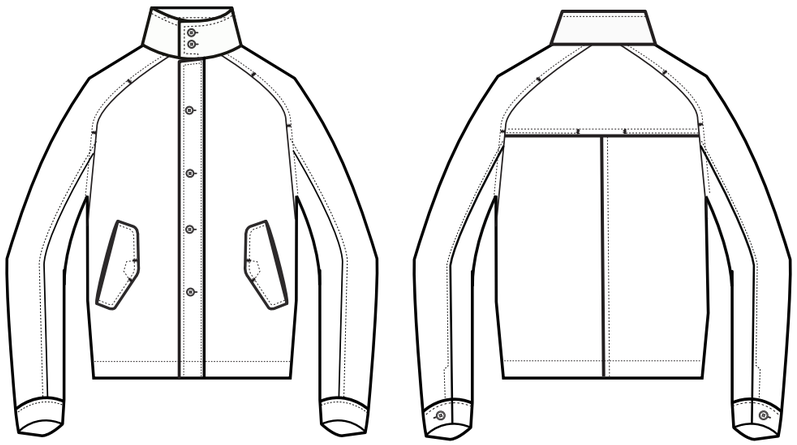
KAI
DRESSED COAT



LIAM
DRESSED COAT



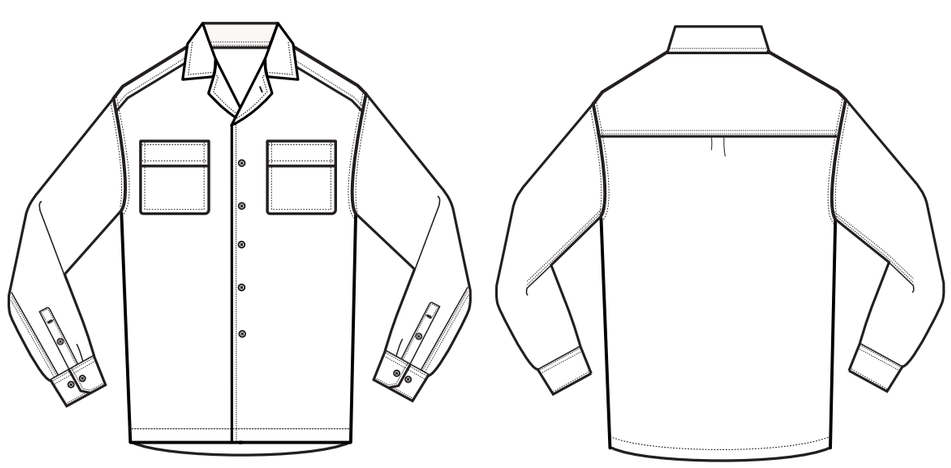
ROWAN
BLOUSON



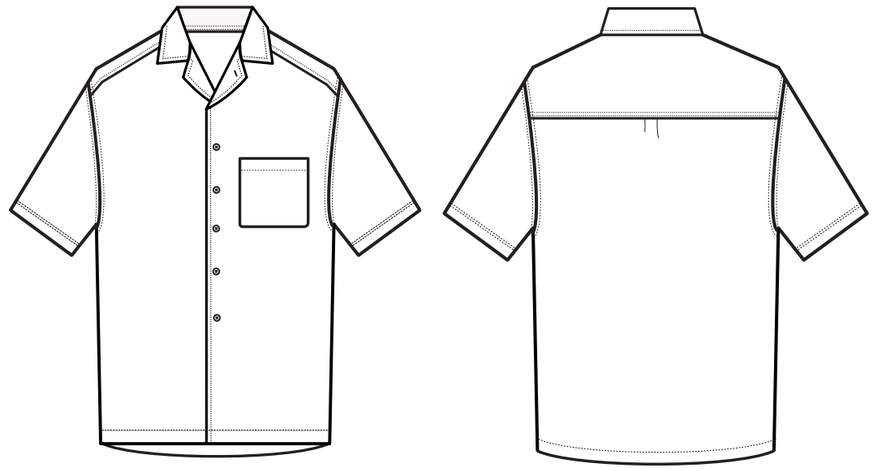
NOAH
BLOUSON

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

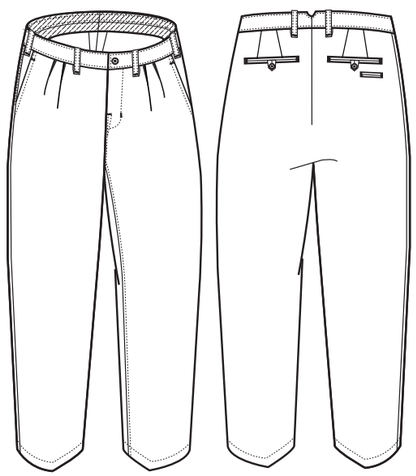
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



JAMES
LONG SLEEVED SHIRT

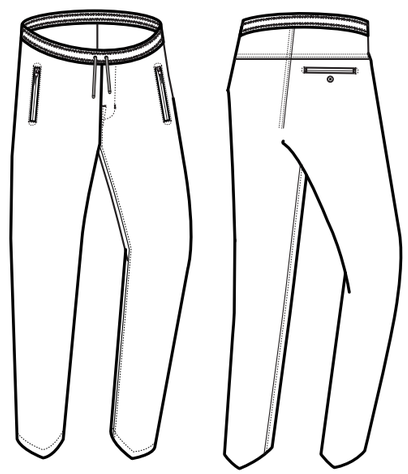


ASHER
SHORT SLEEVED SHIRT



LUCA
RELAXED FIT TROUSER

ARIA
TAPPERED FIT TROUSER

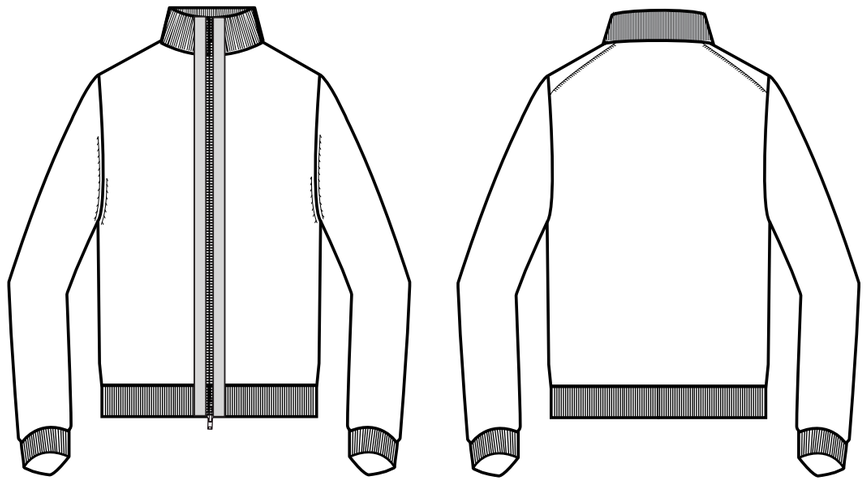


THEO
DRESSED JOGGER

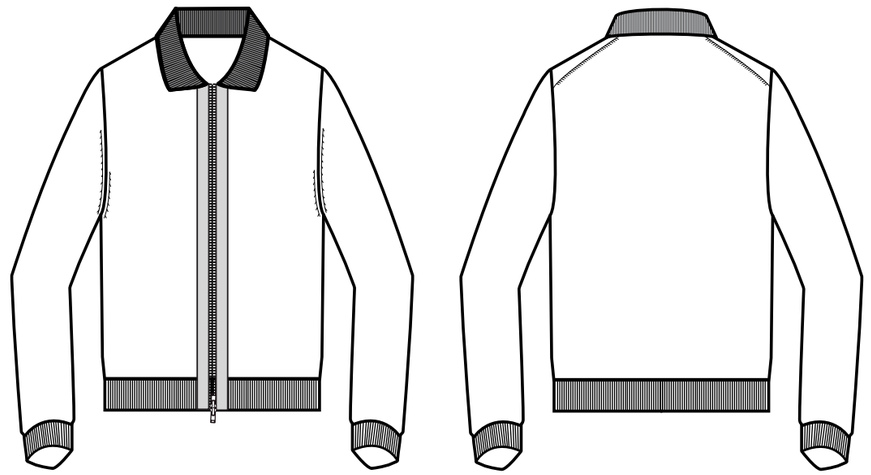
COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

KNITS(BOILED WOOL/MILIANO KNIT)

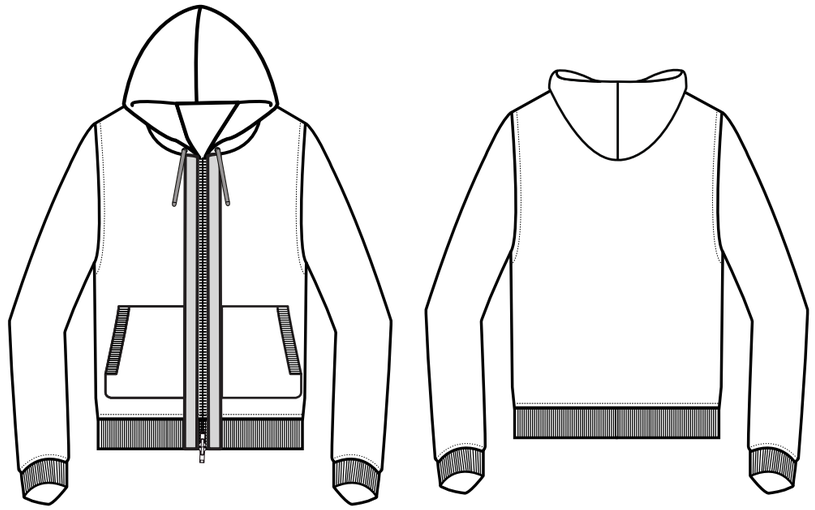
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



OLIVER
HEAVY KNITTED ZIP THROUGH



RILEY
HEAVY KNITTED CARDIGAN

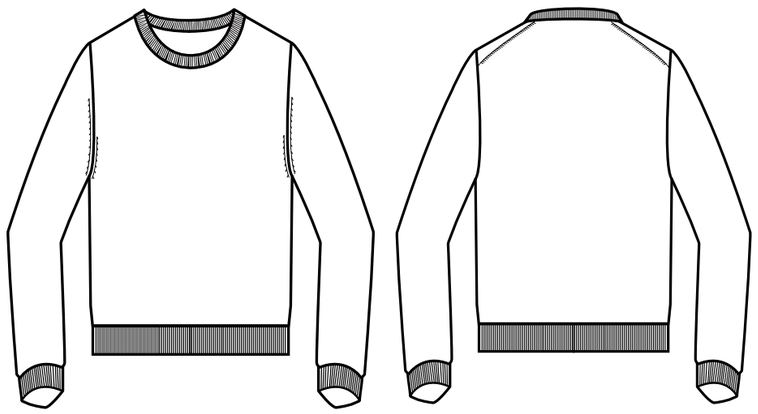


QUINN
HEAVY KNITTED HOODY

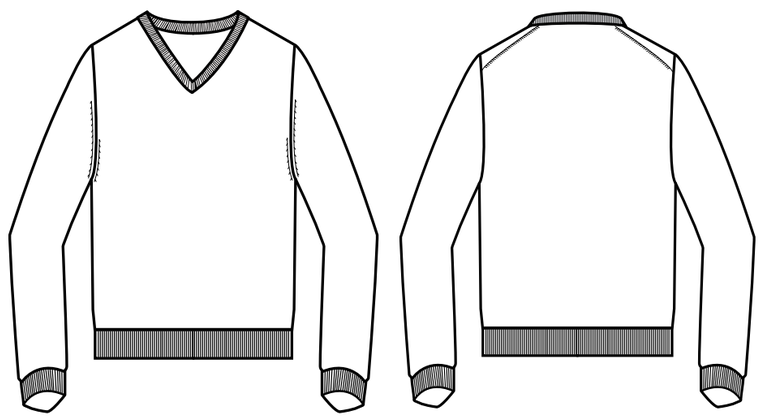
COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

KNITS (LIGHT WEIGHT/ STRUCTURED/MERINO)

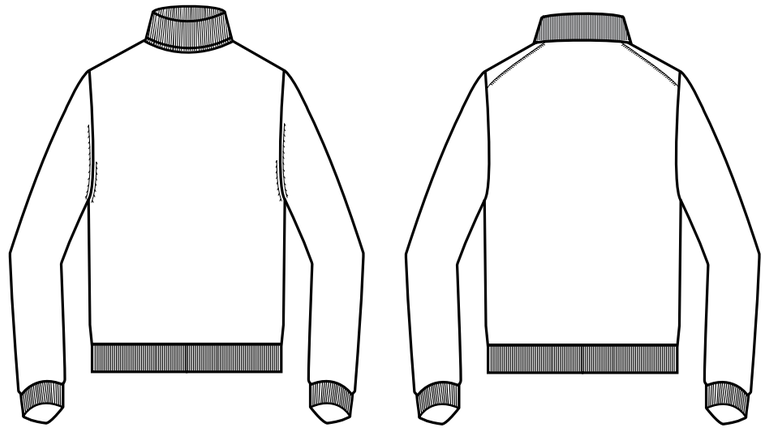
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



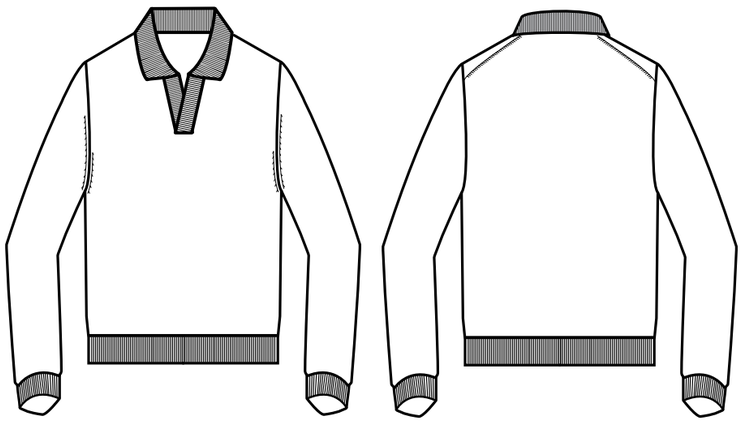
BEAU
KNITTED CREW NECK



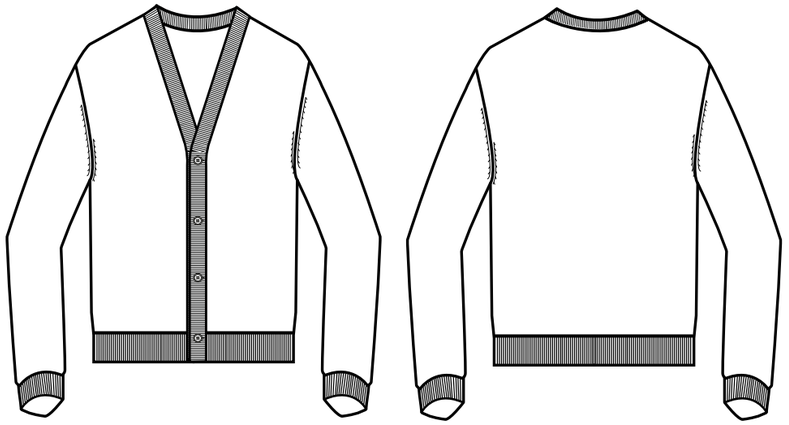
DEAN
KNITTED V NECK



DREW
KNITTED ROLL NECK



COLE
KNITTED RESORT

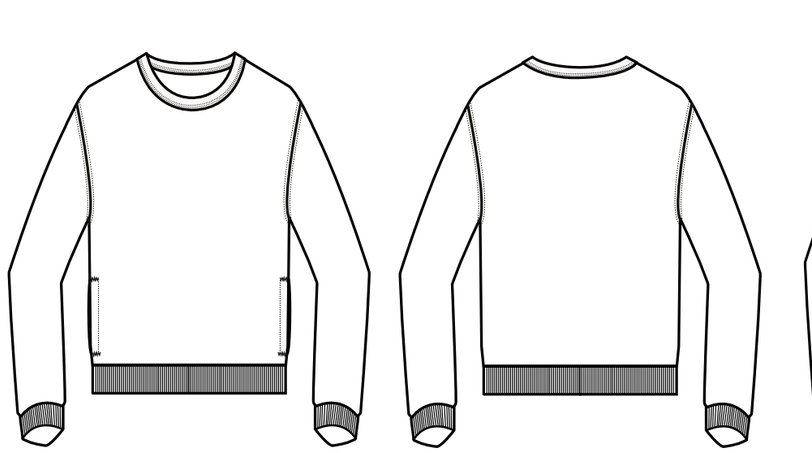


EVAN
KNITTED CARDIGAN

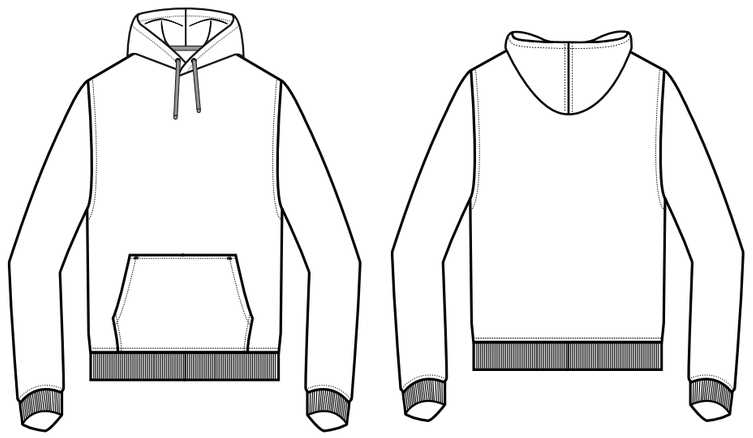
COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

SWEATSHIRT (CLASSIC HEAVY WEIGHT)

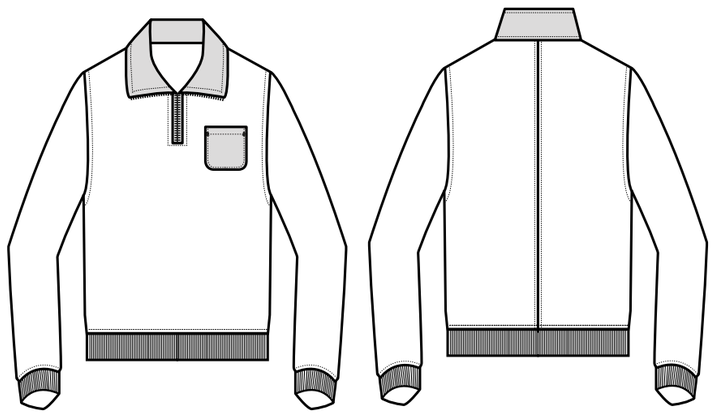
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



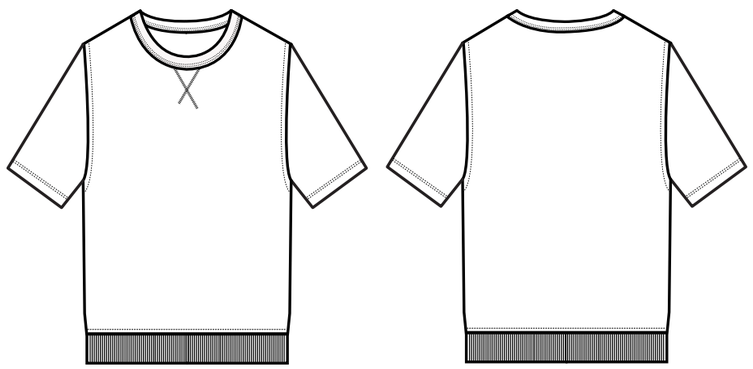
HUGO
CREW KNECK SWEAT



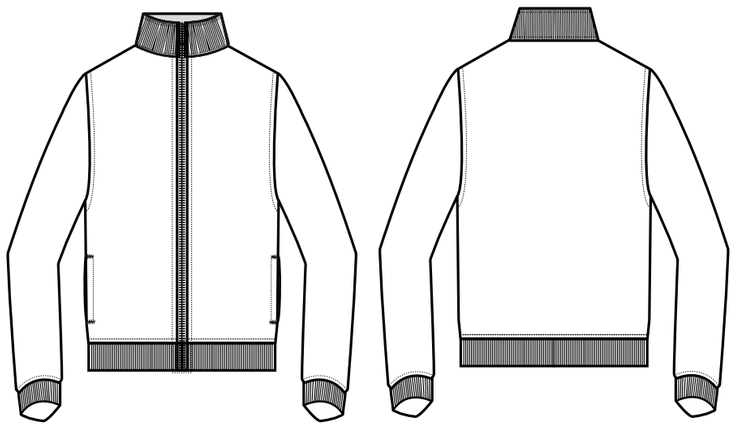
IAN
HOODY SWEAT



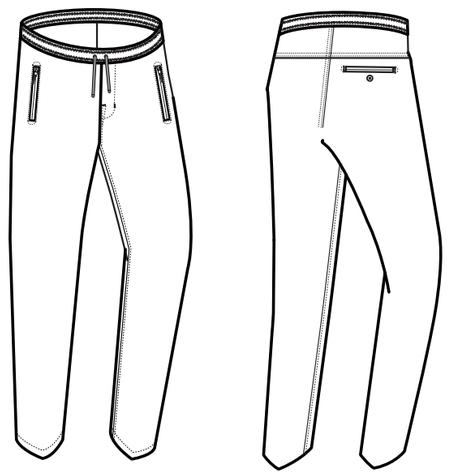
JOEL
HALF ZIP SWEAT



JUDE
CREW KNECK SWEAT SHORT SLEEVE



CHRIS
ZIP THROUGH SWEAT

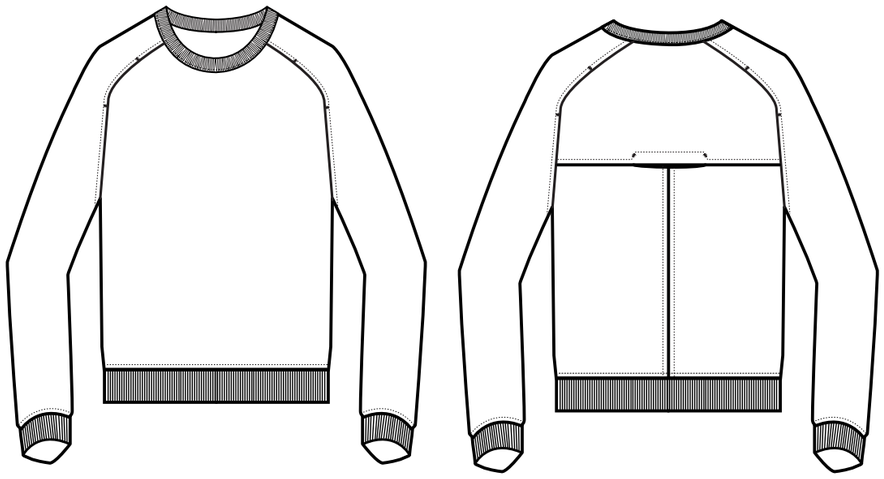


THEO
DRESSED SWEAT PANTS

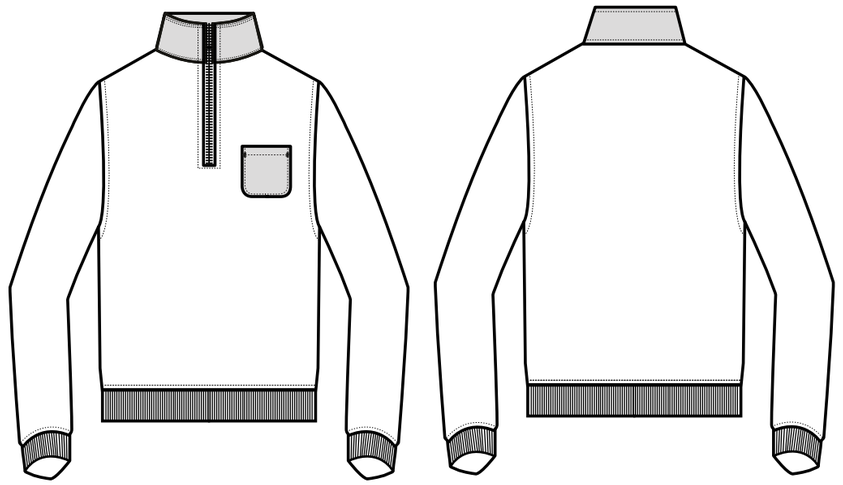
COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

SWEATSHIRT (TECHNICAL VCT)

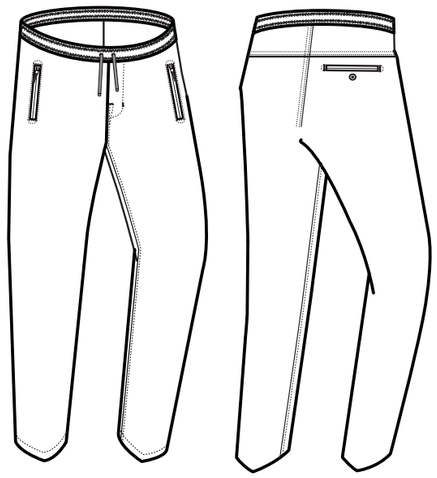
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



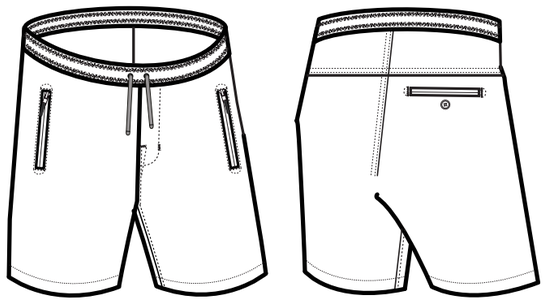
LEON
CREW NECK VCT (LIKE A DRESSED TRACKSUIT)



WADE
HALF ZIP VCT (LIKE A DRESSED TRACKSUIT)



THEO
DRESSED JOGGER VCT (LIKE A DRESSED TRACKSUIT)

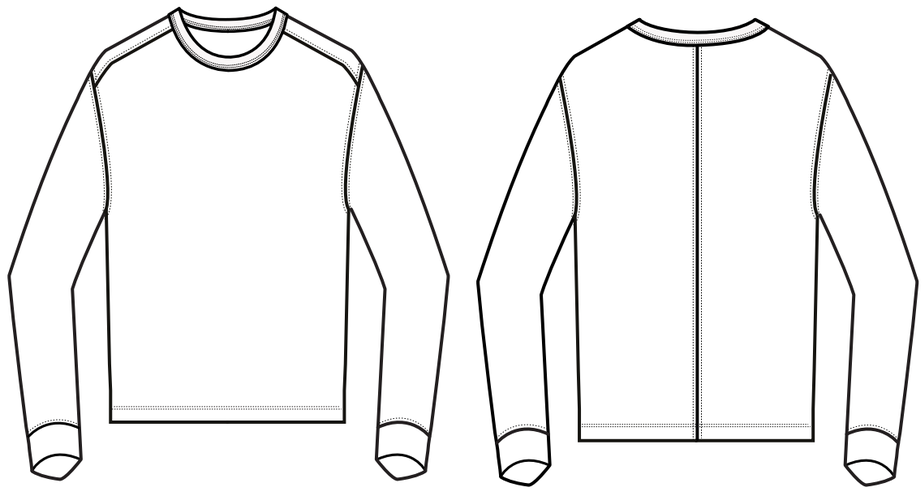


OTTO
DRESSED SHORT VCT (LIKE A DRESSED TRACKSUIT)

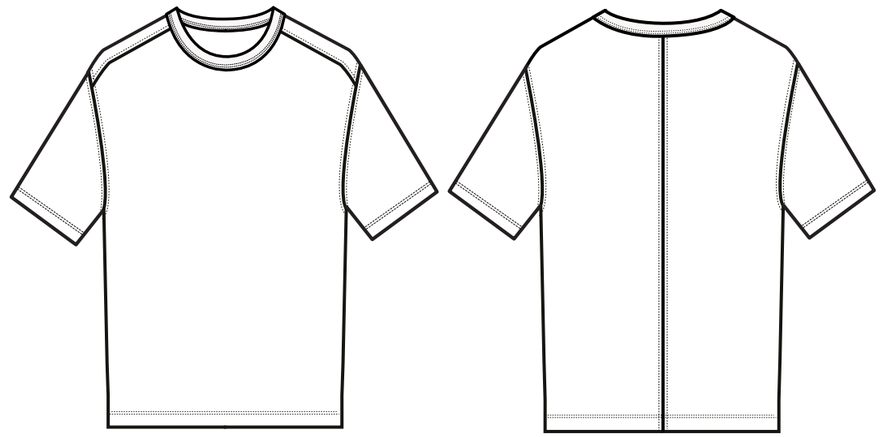
COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

JERSEY (CLEAN, STRUCTURE, YARNDYED)

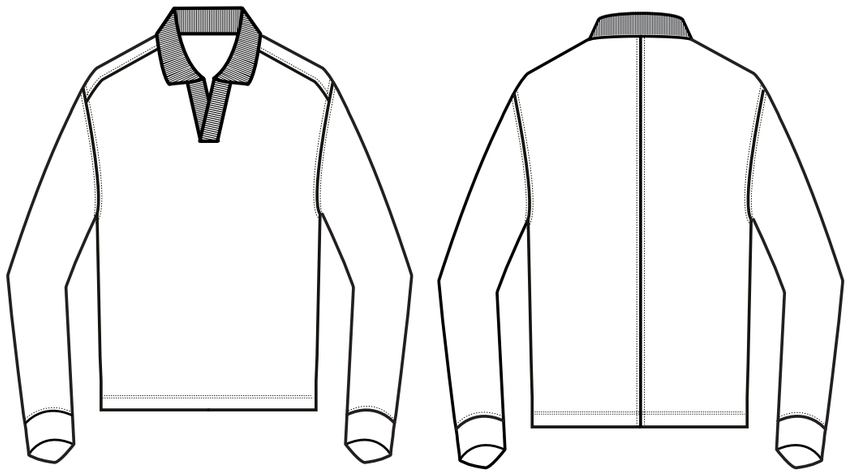
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



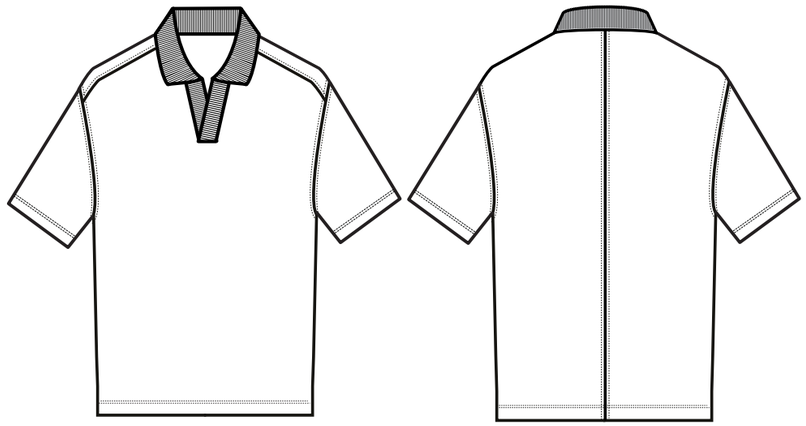
MICAH
LONG SLEEVE T-SHIRT



NICO
SHORT SLEEVE T-SHIRT



SETH
LONG SLEEVE RESORT POLO



WADE
SHORT SLEEVE RESORT POLO

FABRIC AND SILHOUETTE INPSIRATION

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

FABRIC + COLOUR + SILHOUETTE + INPSIRATION

ALL DESIGNS ARE THE INTELLECTUAL PROPERT OF
© RON JNR MCDONALD OCTOBER 10 2025

BOLD MINIMALISM FOR MODERN LIVING

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

FABRIC + COLOUR + SILHOUETTE + INPSIRATION

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

FABRIC + COLOUR + SILHOUETTE + INPSIRATION

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025

BOLD MINIMALISM FOR MODERN LIVING

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

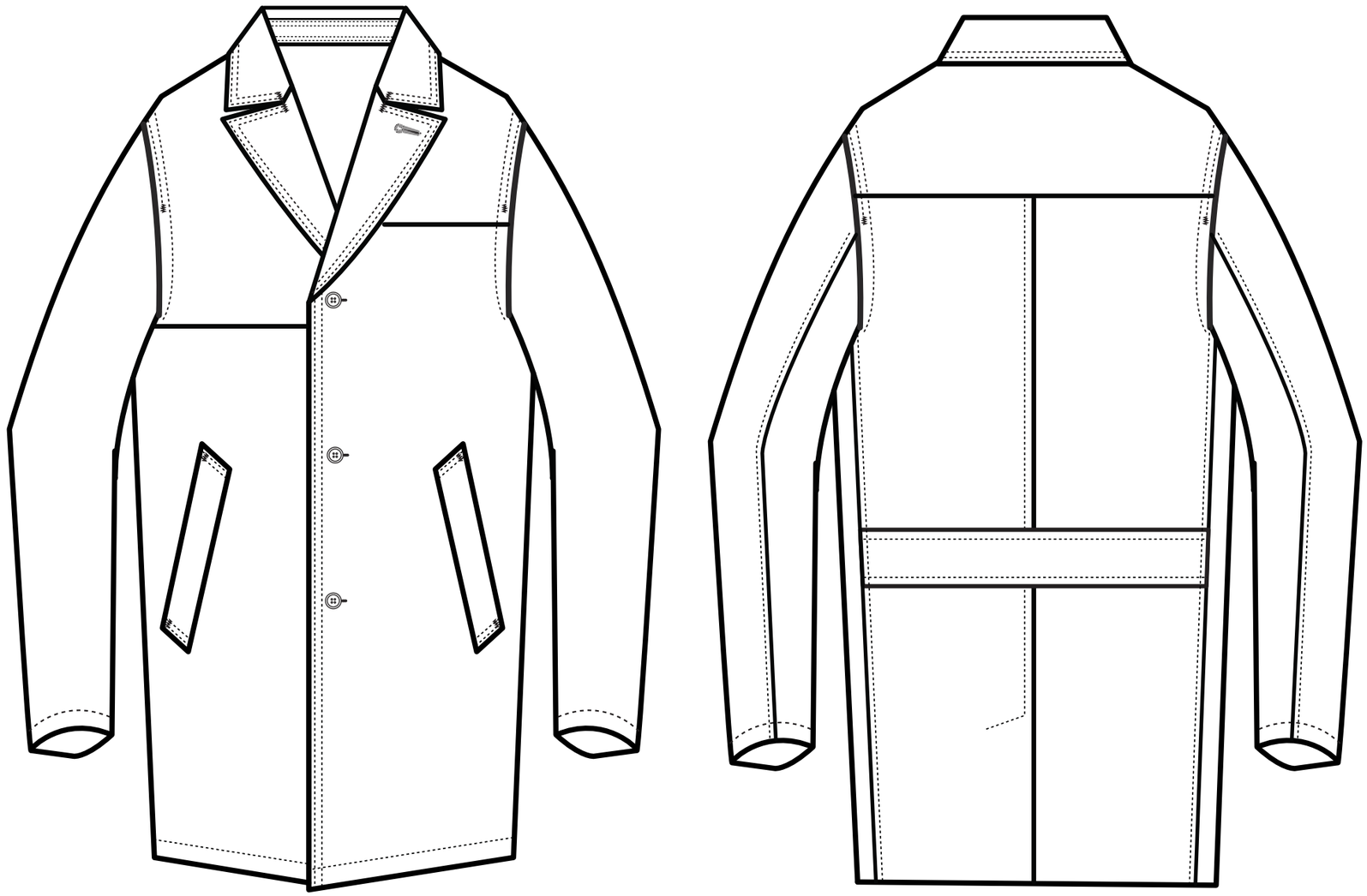
FABRIC + COLOUR + SILHOUETTE + INPSIRATION

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025

COLLECTION SKETCHES

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



KAI

DRESSED WOOL COAT

FABRIC INSPIRATION

COLOUR OPTIONS

Navy

FABRIC

Light weight wool blend

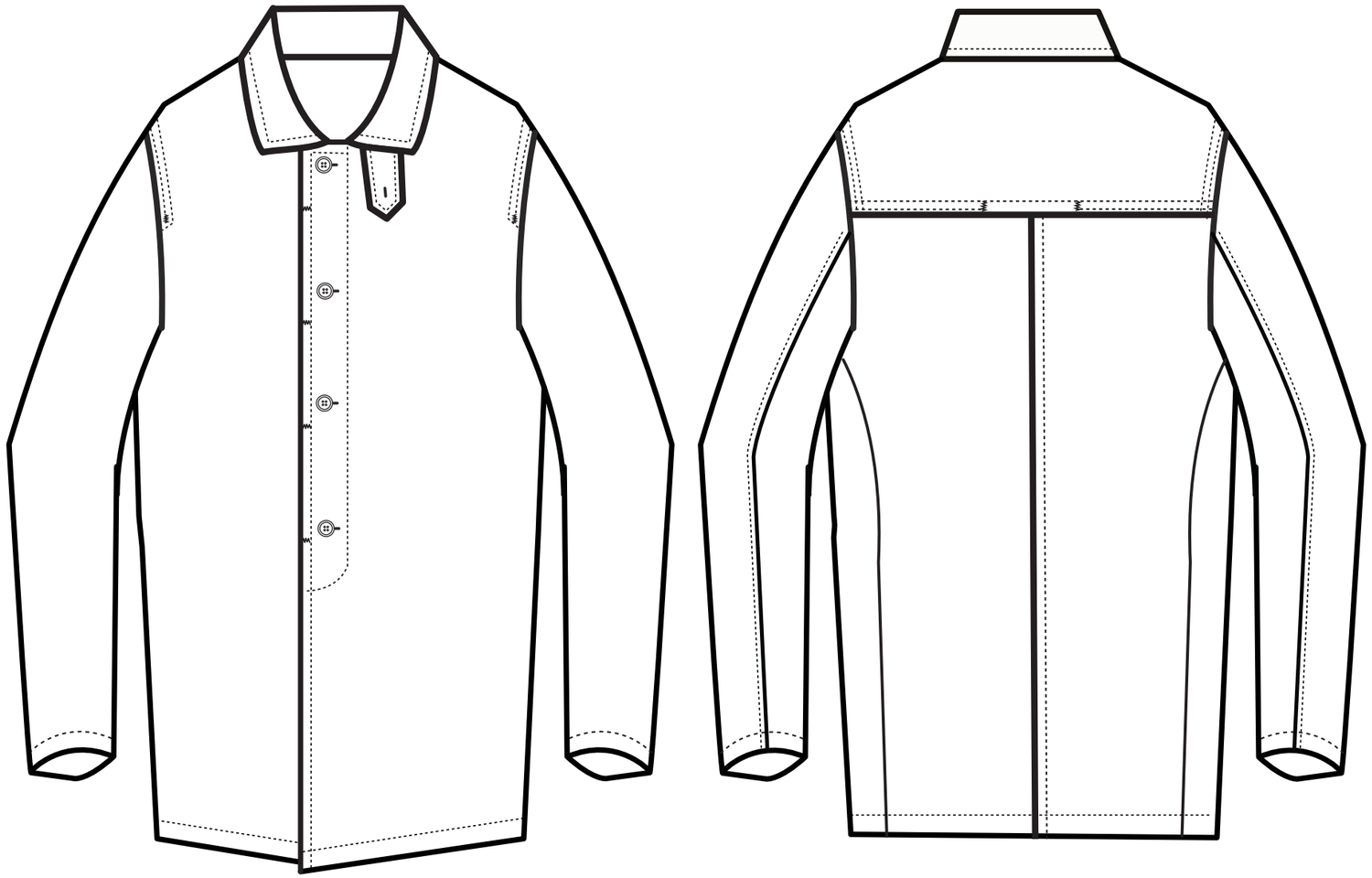
DESCRIPTIONS

Unconstructed relaxed fitted dress coat slightly dropped shoulder.

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

OUTERWEAR

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



LIAM

SEMI DRESSED CAR COAT

FABRIC INSPIRATION

COLOUR OPTIONS

Black Biege

FABRIC

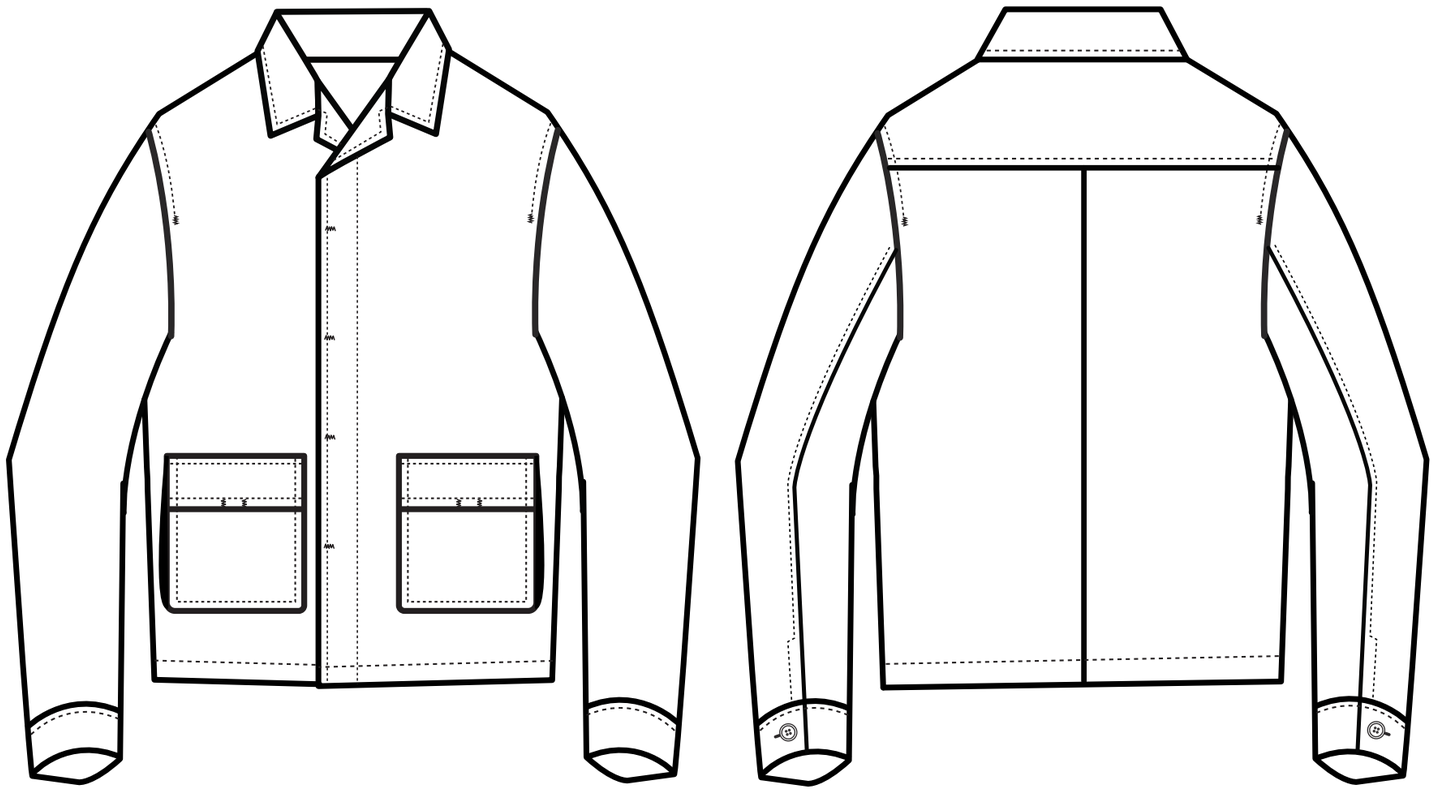
Light weight Cotton/nylon blend

DESCRIPTIONS

Unconstructed relaxed fitted Car coat slightly dropped shoulder.

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



FABRIC INSPIRATION

COLOUR OPTIONS

Navy | Brown | Dark Grey Melange

FABRIC

Light weight dry nylon blend

DESCRIPTIONS

relaxed fitted short blouson
semi dressed clean overshirt.

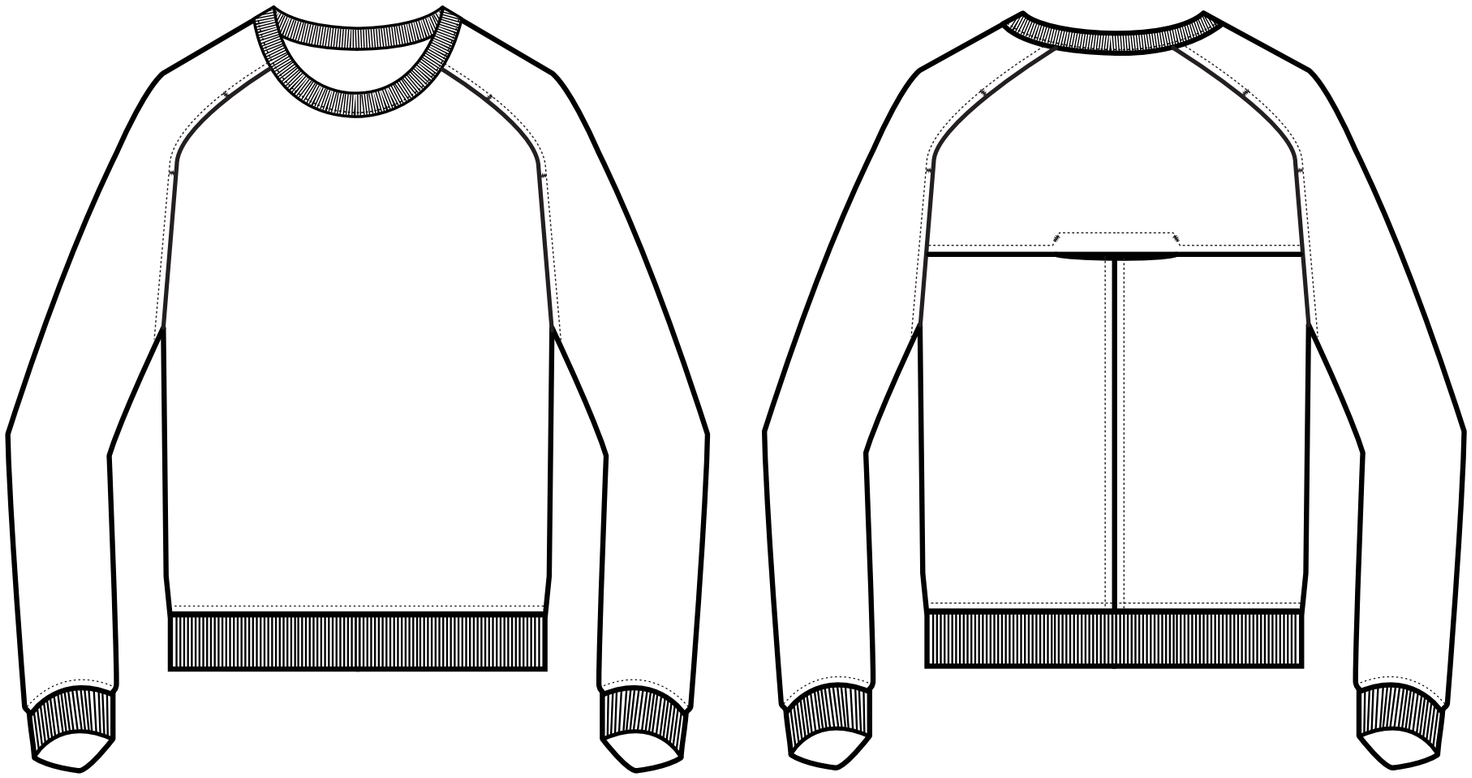
ROWAN

BLOUSON OVERSHIRT

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

VCT (MIX AND MATCH)

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



LEON

CREW NECK VCT (MIX AND MATCH)

FABRIC INSPIRATION

COLOUR OPTIONS

Navy Black

FABRIC

Dressed VCT Fabric for luxury minimal clean tracksuit

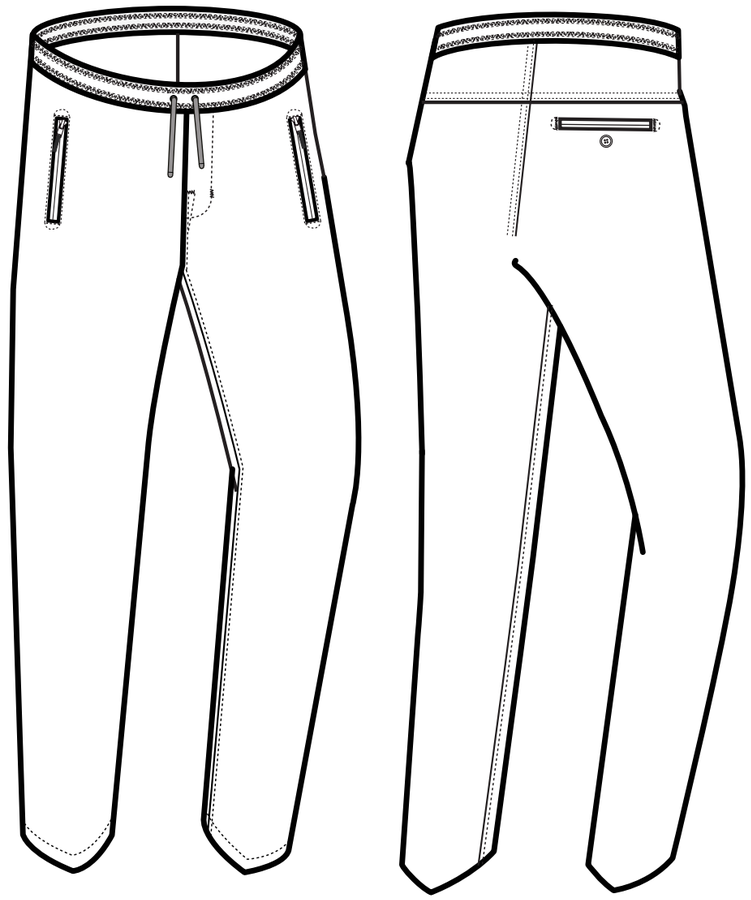
DESCRIPTIONS

This is a modern mix and match using one fabric for sweatshirt half zip, short and dressed jogger in 2 colours, that can be worn together or sold as seperate pieces, you can buy the matching colour and fabric ie. the Jogger and half zip. or styled seperate.

this idea can olso be used on the basic sweatshirt program.

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



THEO
DRESSED SWEAT PANTS

FABRIC INSPIRATION

COLOUR OPTIONS

Navy Black

FABRIC

Dressed VCT Fabric for luxury minimal clean tracksuit

DESCRIPTIONS

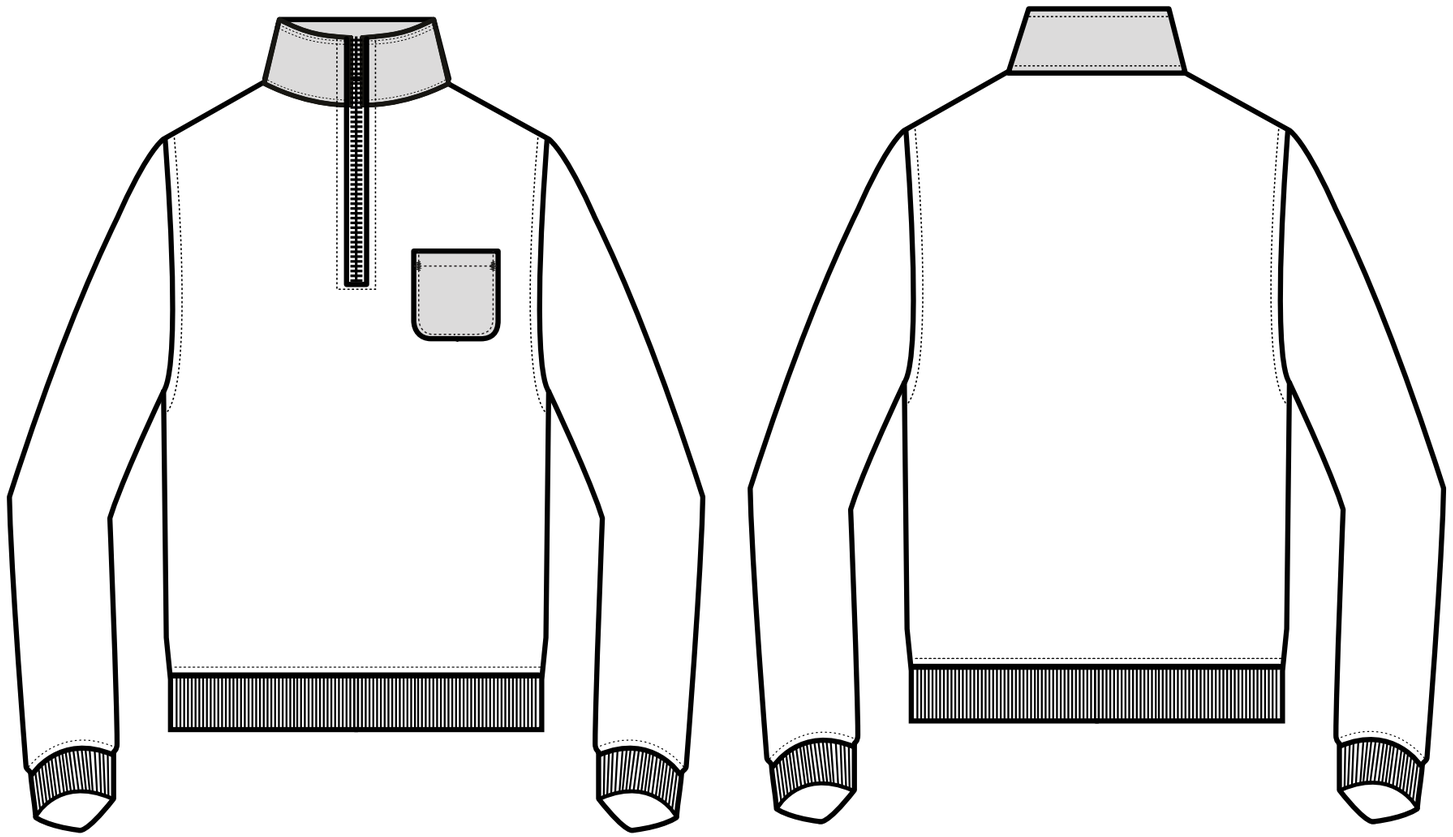
This is a modern mix and match using one fabric for sweatshirt half zip, short and dressed jogger in 2 colours, that can be worn together or sold as seperate pieces, you can buy the matching colour and fabric ie. the Jogger and half zip. or styled seperate.

this idea can olso be used on the basic sweatshirt program.

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

VCT (MIX AND MATCH)

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



WADE

HALF ZIP VCT (MIX AND MATCH)

FABRIC INSPIRATION

COLOUR OPTIONS

Navy Black

FABRIC

Dressed VCT Fabric for luxury minimal clean tracksuit

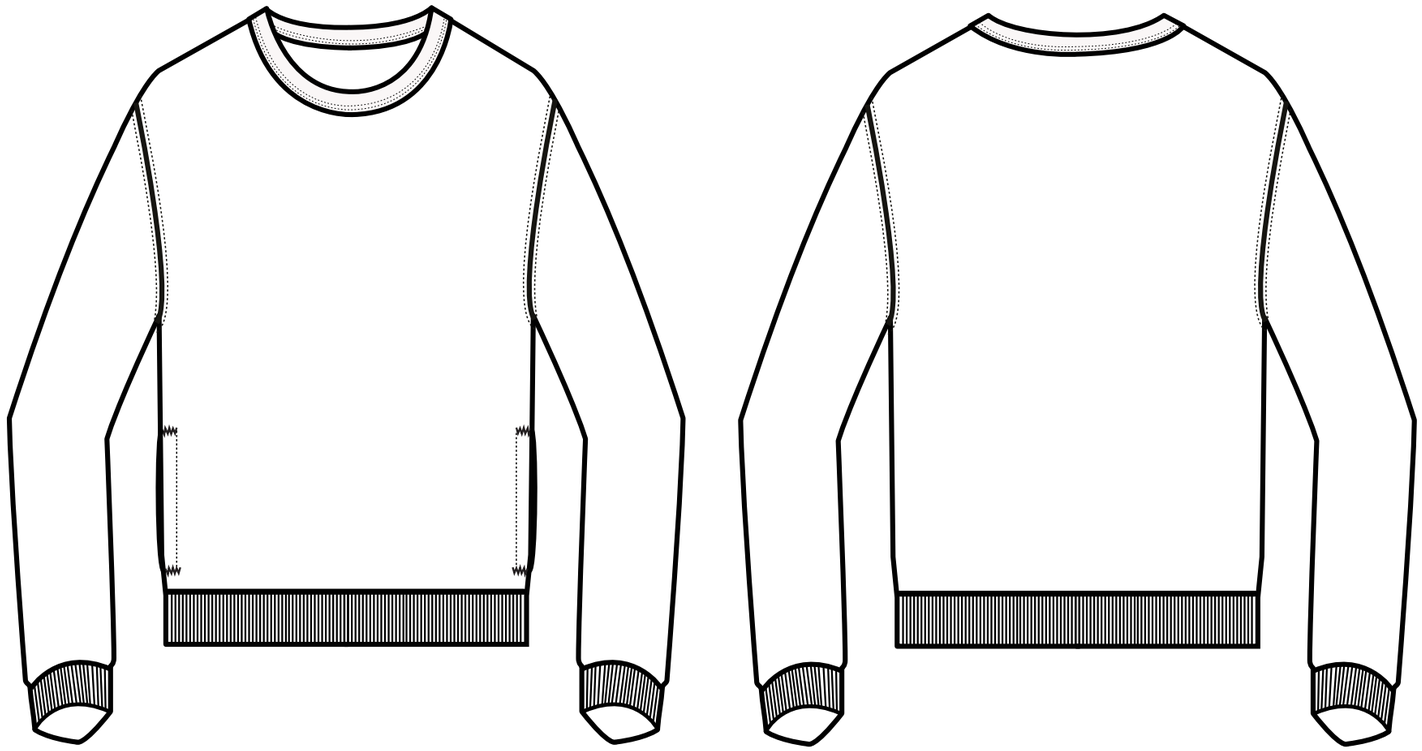
DESCRIPTIONS

This is a modern mix and match using one fabric for sweatshirt half zip, short and dressed jogger in 2 colours, that can be worn together or sold as seperate pieces, you can buy the matching colour and fabric ie. the Jogger and half zip. or styled seperate.

this idea can olso be used on the basic sweatshirt program.

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



HUGO
CREW KNECK SWEAT

SWEATSHIRT FLEECE-BACK COTTON BLEND

FABRIC INSPIRATION

COLOUR OPTIONS

Navy | Black | Off White Meange | Burgandy | Dusty Blue

FABRIC

Fleece-back cotton-blend jersey
80% cotton, 20% polyester

DESCRIPTIONS

Relaxed fit fleece back cotton blend sweatshirt upgraded classic.

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALIS

SWEATSHIRT FLEECE-BACK COTTON BLEND

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025

HUGO

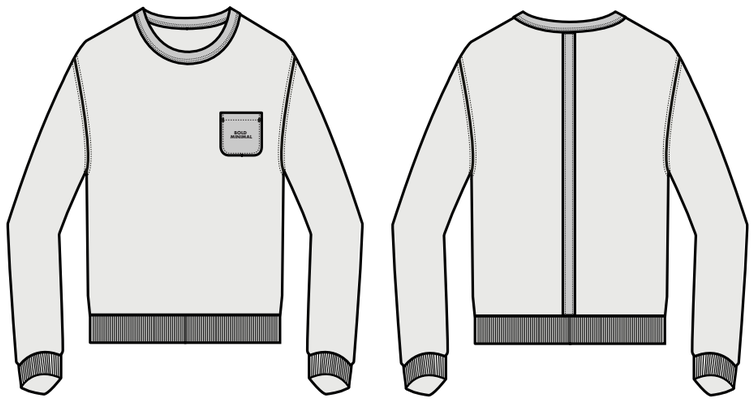
CREW KNECK SWEAT

5 DESIGN OPTIONS

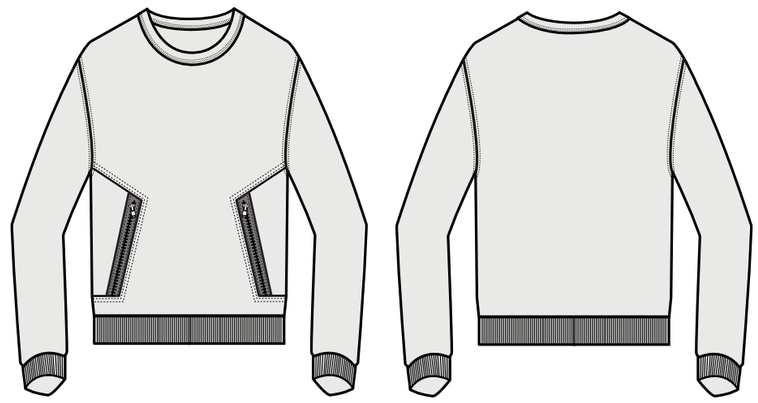
CONTRAST PRINT BOLD TEXT

TONE AND TONE VELOUR PRINT
(SLIGHTLY LIGHTER ON PRINT)

TONAL PRINTED CHECK



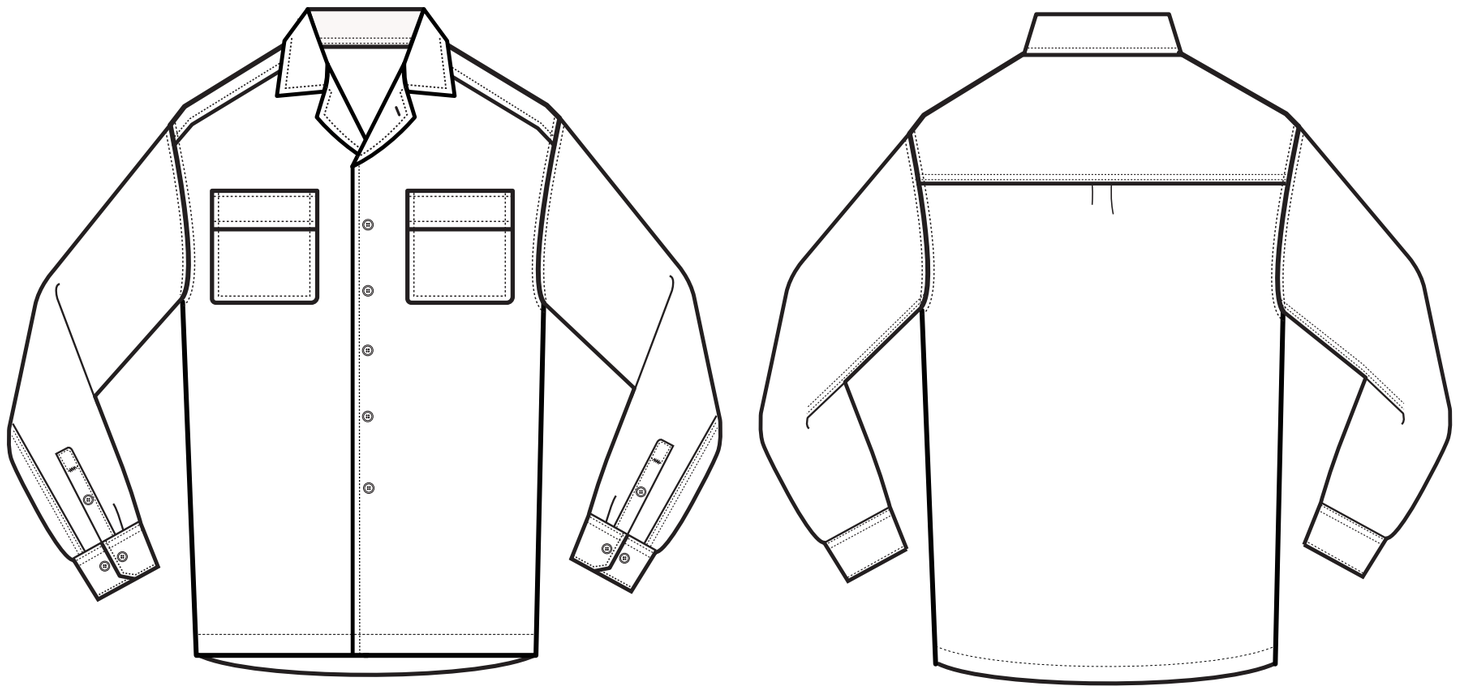
CONTRAST FABRIC DETAILS
SMALL PRINT ON POCKET



ZIP POCKET DETAILS

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALIS

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



JAMES
LONG SLEEVED SHIRT

FABRIC INSPIRATION

COLOUR OPTIONS

White | Grey Melange | Burgandy

FABRIC

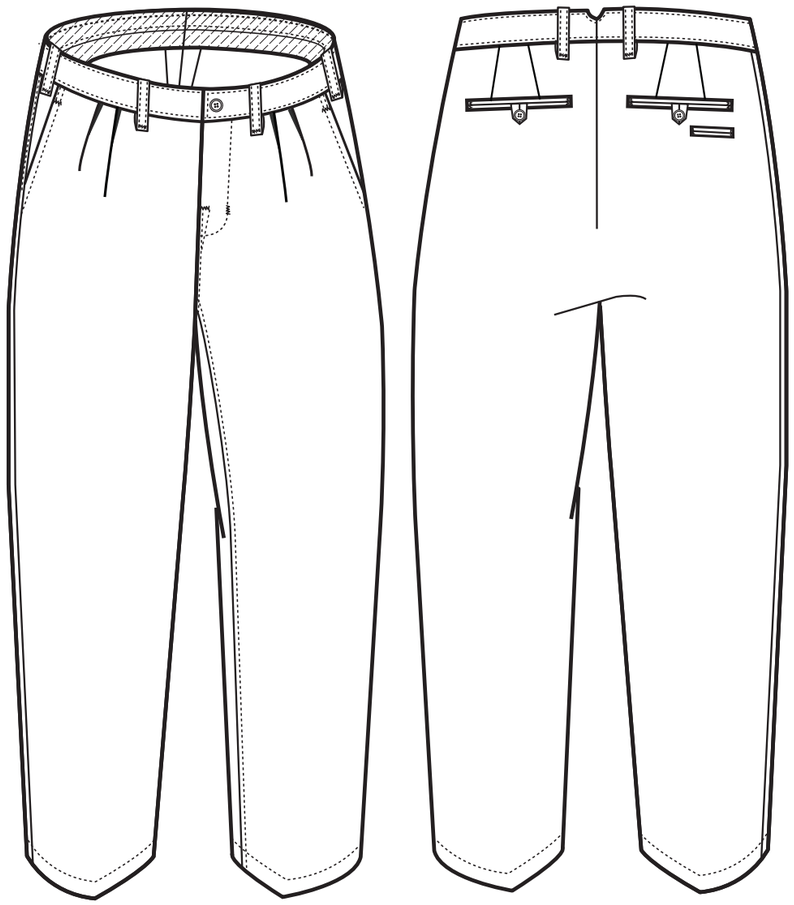
wool-like polyester material.
100% polyester

DESCRIPTIONS

Relaxed fit shirt with chest pocket details
garment washed.

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



LUCA
RELAXED FIT TROUSER

FABRIC INSPIRATION

COLOUR OPTIONS

Black

Dark Grey Melange

Navy

FABRIC

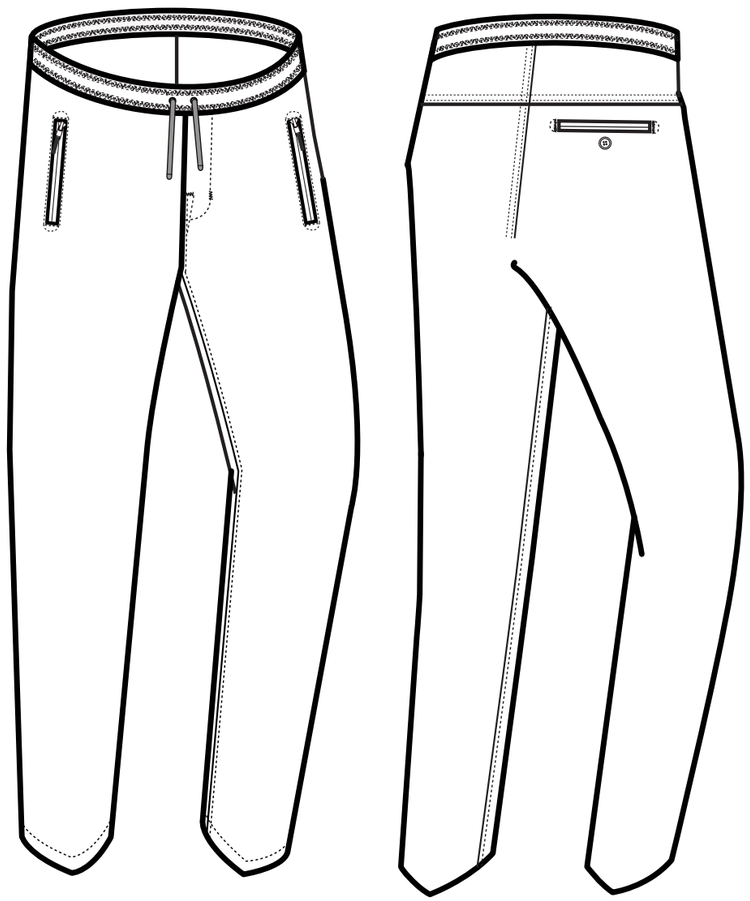
Wool poly blend

DESCRIPTIONS

loose tappered fit trouser

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



THEO
DRESSED SWEAT PANTS

FABRIC INSPIRATION

COLOUR OPTIONS

Black

Dark Grey Melange

Navy

FABRIC

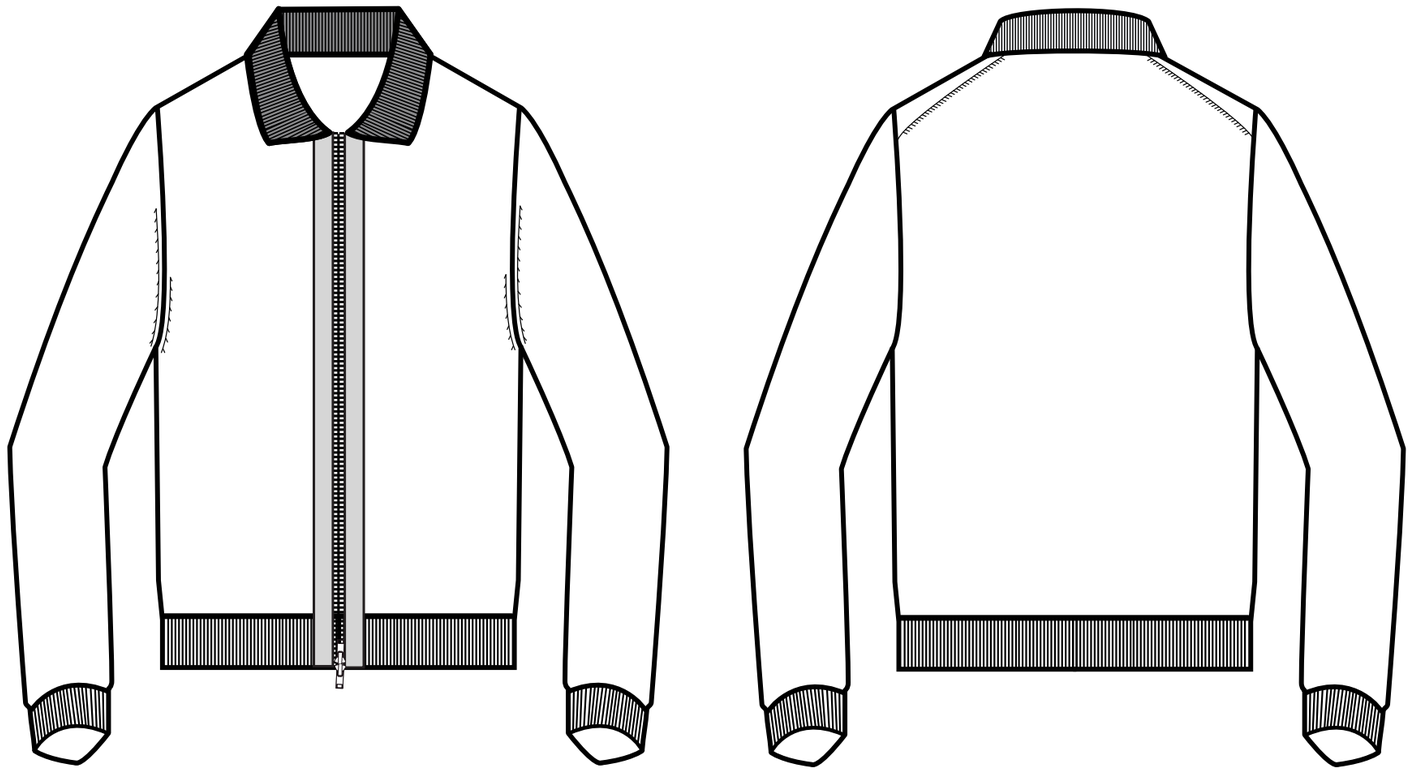
Dry poly blend

DESCRIPTIONS

Slim tappered fit dressed jogger

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



FABRIC INSPIRATION

COLOUR OPTIONS

Dusty brown

Dark Grey Melange

FABRIC

Boiled wool

DESCRIPTIONS

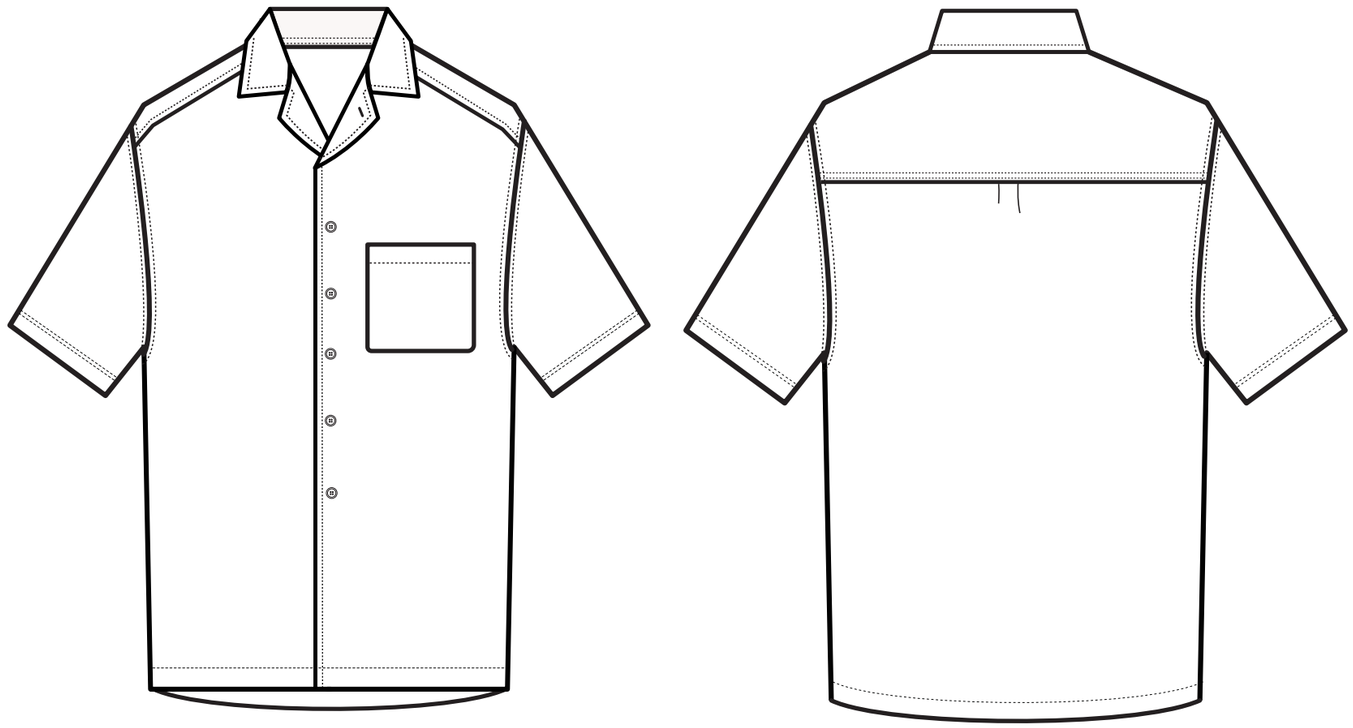
Relaxed zip through polo collar cardigan, with black contrast rips tape

RILEY

HEAVY KNITTED CARDIGAN

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

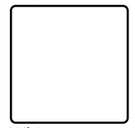
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



FABRIC INSPIRATION

COLOUR OPTIONS

Grey



White

FABRIC

SEERSUCKER CHECK

DESCRIPTIONS

SHORT SLEEVE RESORT SHIRT WITH CHEST POCKET

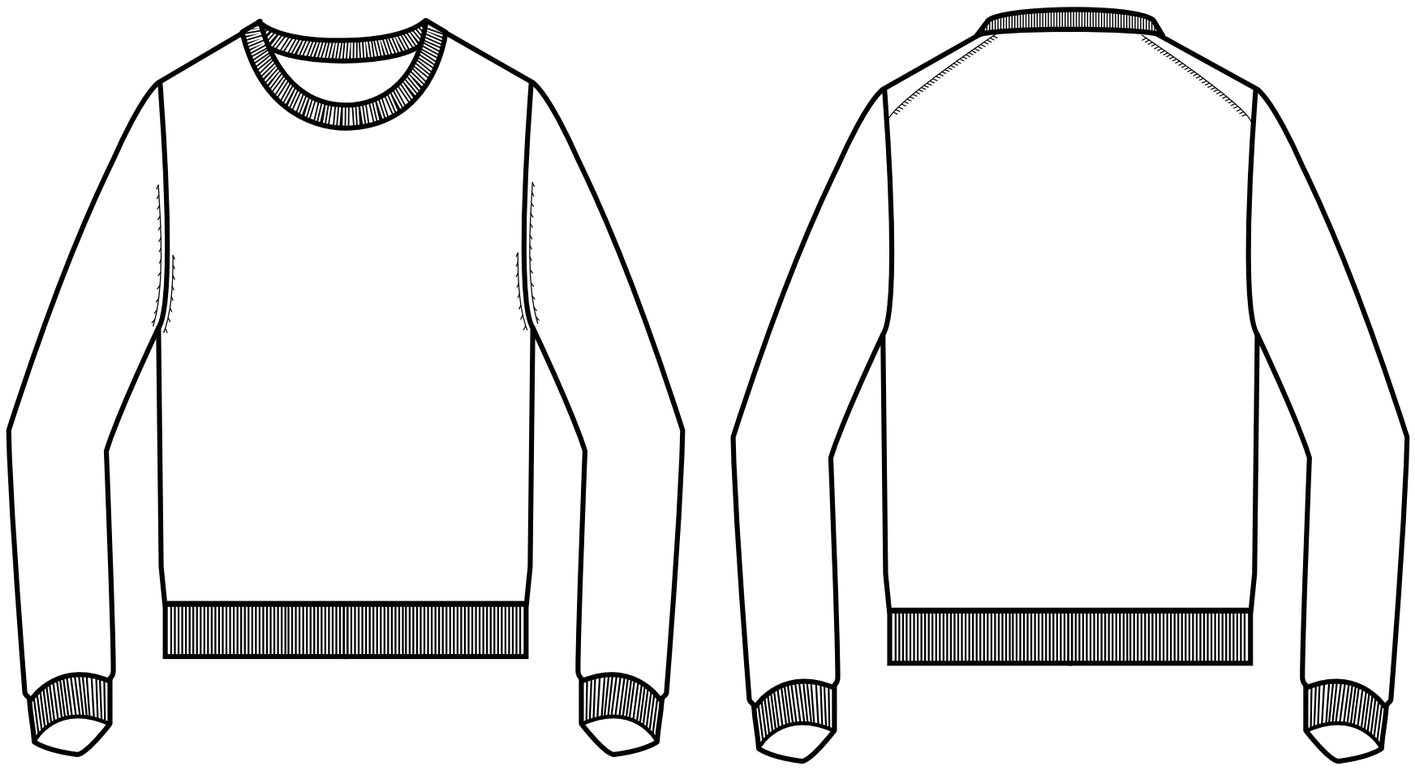
ASHER

SHORT SLEEVED SHIRT

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALIS

STRUCTUED KNIT

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



BEAU
KNITTED CREW NECK

FABRIC INSPIRATION

COLOUR OPTIONS

Navy | Off White | Dusty Blue

FABRIC

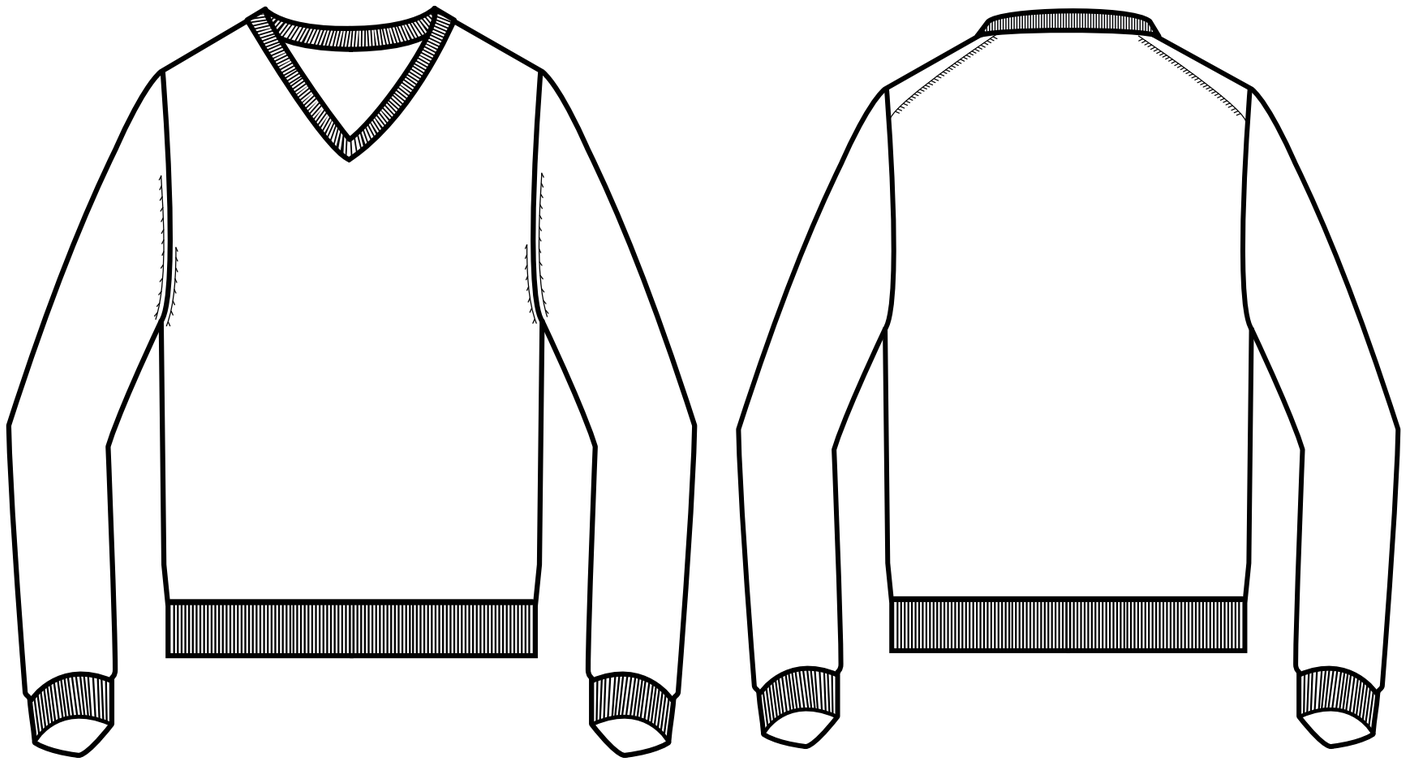
STRUCTURED KNIT

DESCRIPTIONS

CLASSIC CREW NECK WITH RIB ON CUFF,HEM AND NECK,
WITH A REGULAR FIT, STRUCTURE ON FRONT AND BACK OF BODY

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

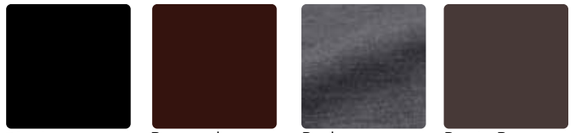
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



DEAN
KNITTED V NECK

FABRIC INSPIRATION

COLOUR OPTIONS



Black | Burgandy | Dark grey Melange | Dusty Brown

FABRIC

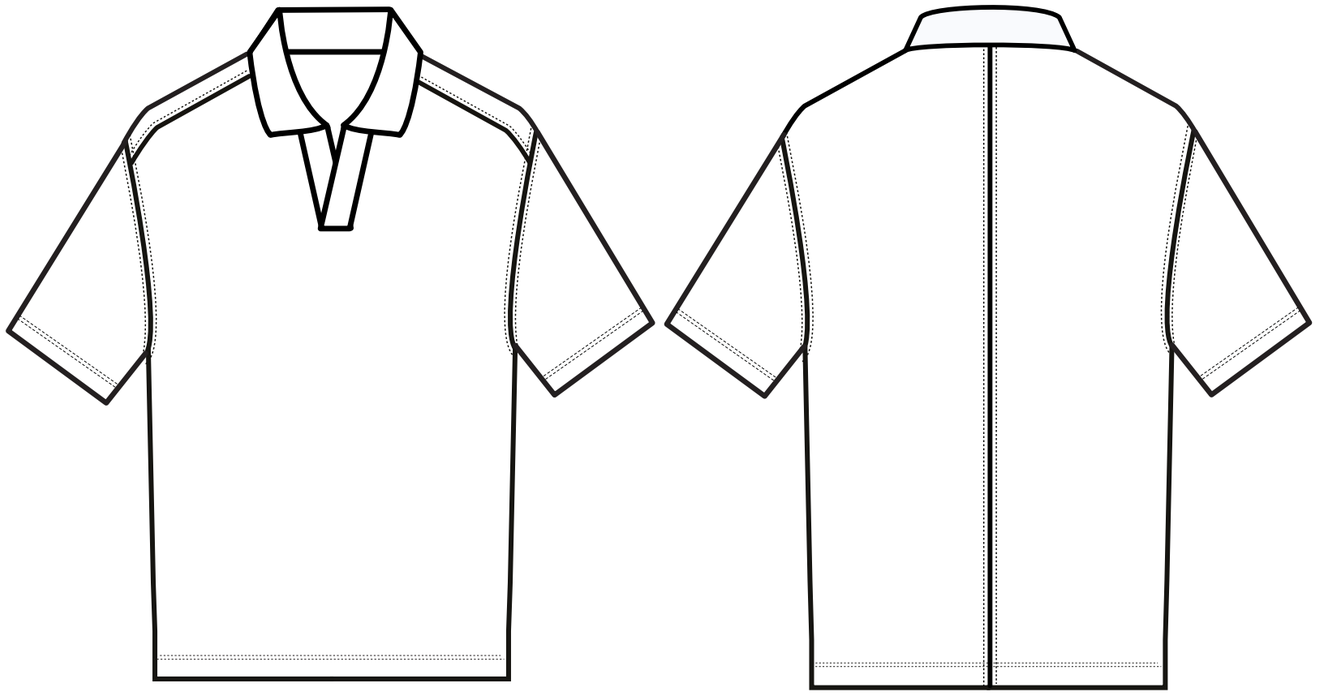
FINE MERINO WOOL

DESCRIPTIONS

CLASSIC V - NECK WITH RIB ON CUFF,HEM AND NECK,
WITH A REGULAR FIT

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



FABRIC INSPIRATION

COLOUR OPTIONS

Black White Biege

FABRIC

STRUCTURED COTTON JERSEY

DESCRIPTIONS

SHORT SLEEVE CLEAN RESORT SHIRT

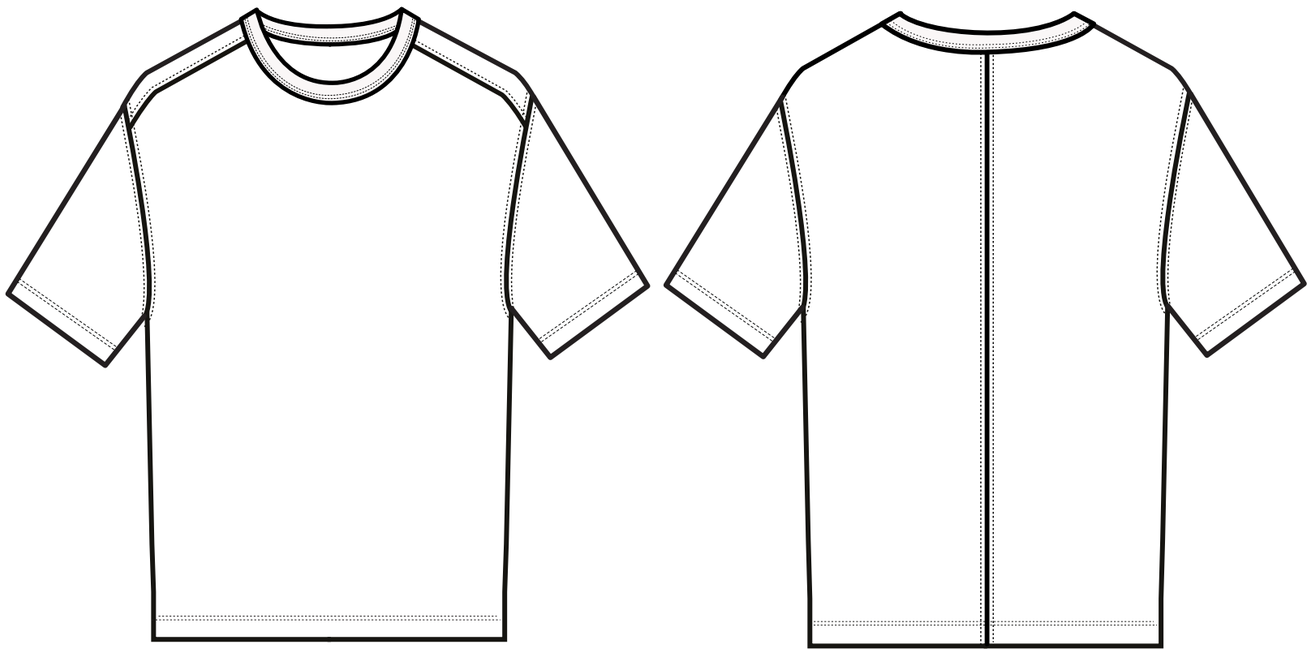
WADE

SHORT SLEEVE RESORT POLO

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

STRUCTUED JERSEY

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



NICO

SHORT SLEEVE T-SHIRT

FABRIC INSPIRATION

COLOUR OPTIONS

Black
White
Biege
Navy
Burgandy
Grey Melange

FABRIC

COMPACT COTTON JERSEY, LIGHT MERCERIZED

DESCRIPTIONS

RELAX FIT T -SHIRT SLIGHT DROP SHOULDER

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

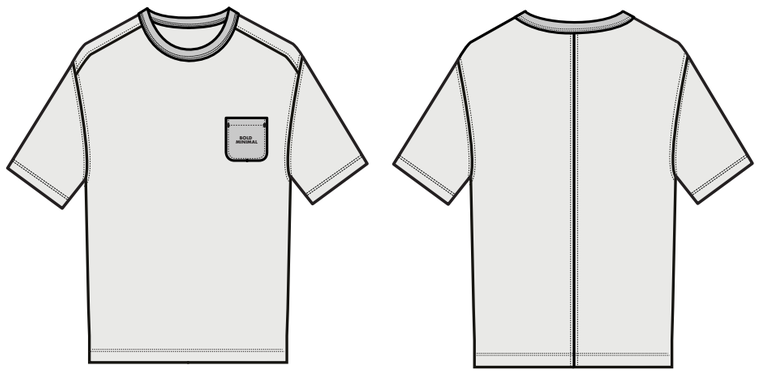
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025

NICO
T - SHIRT
5 DESIGN OPTIONS

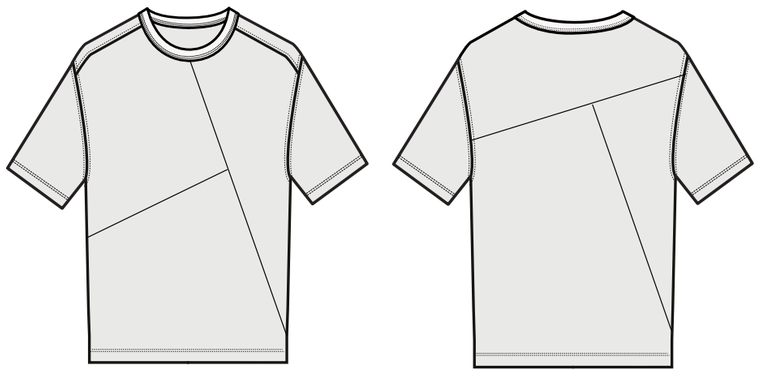
NICO
SHORT SLEEVE T-SHIRT
PRINTED CHECK

NICO
SHORT SLEEVE T-SHIRT
TONE AND TONE FLOCK PRINT WITH WOVEN DETAIL

NICO
SHORT SLEEVE T-SHIRT
YARNDYED MICRO STIPE



NICO
SHORT SLEEVE T-SHIRT
CONTRAST POCKET NECK RIB AND PRINT



NICO
SHORT SLEEVE T-SHIRT
CUT AND SEWN

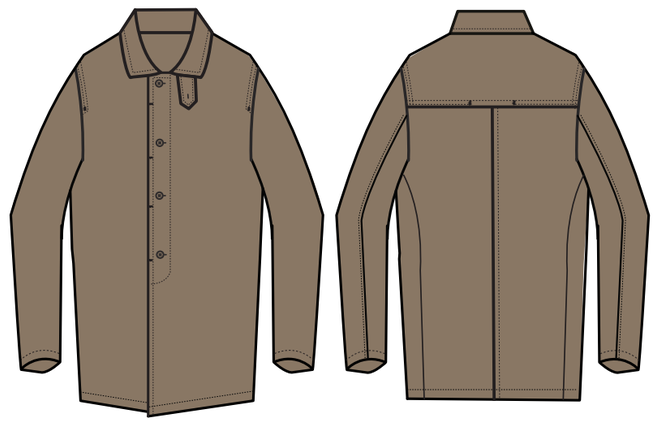
COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

COLOUR OVERVIEW

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025

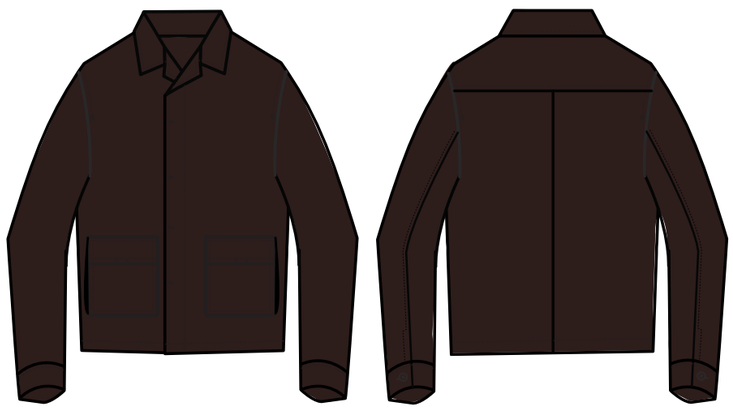
KAI
DRESSED WOOL COAT
NAVY

LIAM
SEMI DRESSED CAR COAT
BLACK

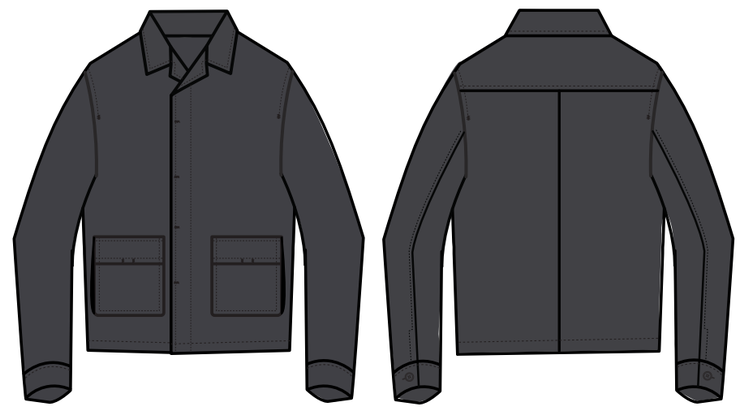


LIAM
SEMI DRESSED CAR COAT
BEIGE

ROWAN
BLOUSON OVERSHIRT
NAVY



ROWAN
BLOUSON OVERSHIRT
ESPRESSO



ROWAN
BLOUSON OVERSHIRT
MID GREY MELANGE

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

COLOUR OVERVIEW

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025

LEON
CREW NECK VCT (MIX AND MATCH)
BLACK

THEO
DRESSED JOGGER VCT (MIX AND MATCH)
BLACK

WADE
HALF ZIP VCT (MIX AND MATCH)
BLACK

LEON
CREW NECK VCT (MIX AND MATCH)
NAVY

THEO
DRESSED JOGGER VCT (MIX AND MATCH)
NAVY

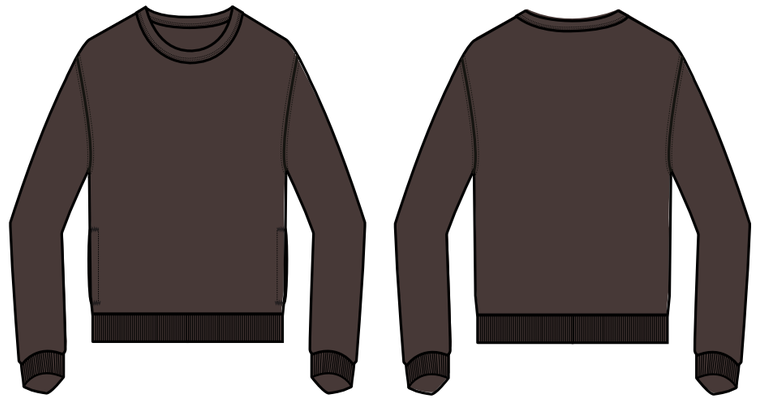
WADE
HALF ZIP VCT (MIX AND MATCH)
NAVY

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

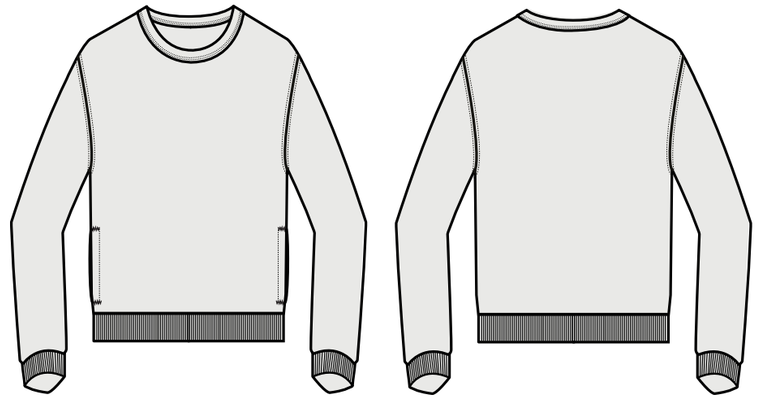
COLOUR OVERVIEW

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025

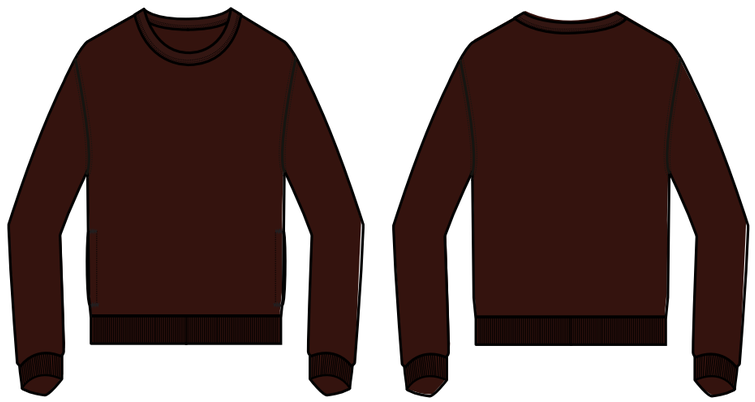
HUGO
CREW KNECK SWEAT
NAVY



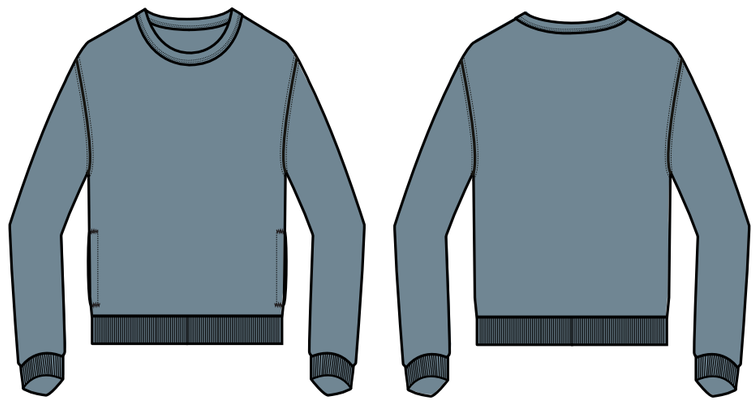
HUGO
CREW KNECK SWEAT
DUSTY BROWN



HUGO
CREW KNECK SWEAT
OFF WHITE MELANGE



HUGO
CREW KNECK SWEAT
BURGANDY

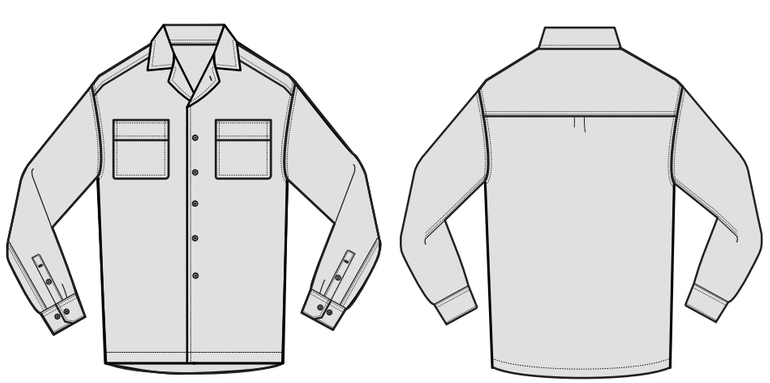


HUGO
CREW KNECK SWEAT
DUSTY BLUE

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

COLOUR OVERVIEW

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



JAMES
LONG SLEEVED SHIRT
OFF WHITE

JAMES
LONG SLEEVED SHIRT
GREY MELANGE

JAMES
LONG SLEEVED SHIRT
BURGANDY

LUCA
RELAXED FIT TROUSER
BLACK

LUCA
RELAXED FIT TROUSER
GREY MELANGE

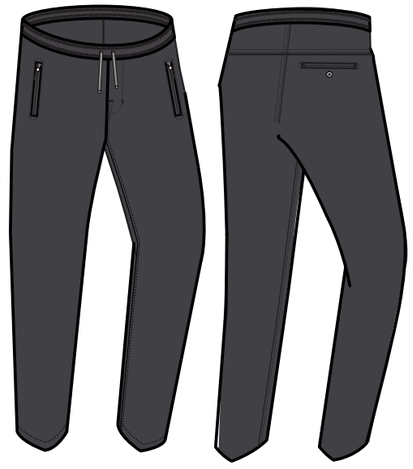
LUCA
RELAXED FIT TROUSER
NAVY

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

COLOUR OVERVIEW

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025

THEO
DRESSED JOGGER VCT (MIX AND MATCH)
BLACK



THEO
DRESSED JOGGER VCT (MIX AND MATCH)
NAVY

THEO
DRESSED JOGGER VCT (MIX AND MATCH)
NAVY

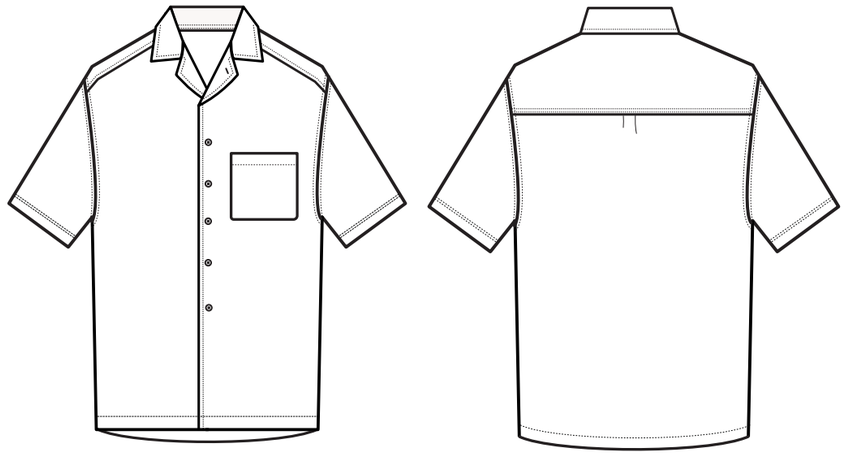
RILEY
HEAVY KNITTED CARDIGAN
DUSTY BROWN

RILEY
HEAVY KNITTED CARDIGAN
DARK GREY MELANGE

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

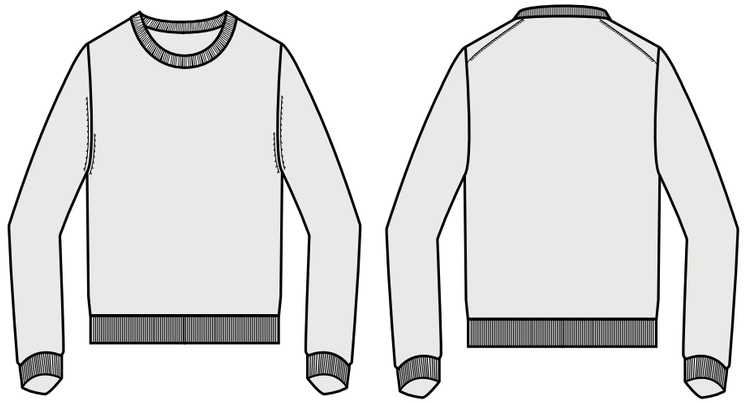
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025

ASHER
SHORT SLEEVED SHIRT
GREY CHECK

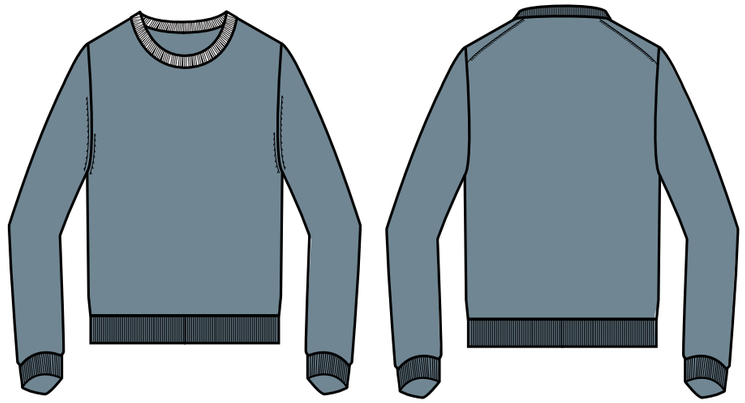


ASHER
SHORT SLEEVED SHIRT
WHITE

BEAU
KNITTED CREW NECK
NAVY



BEAU
KNITTED CREW NECK
OFF WHITE MELANGE



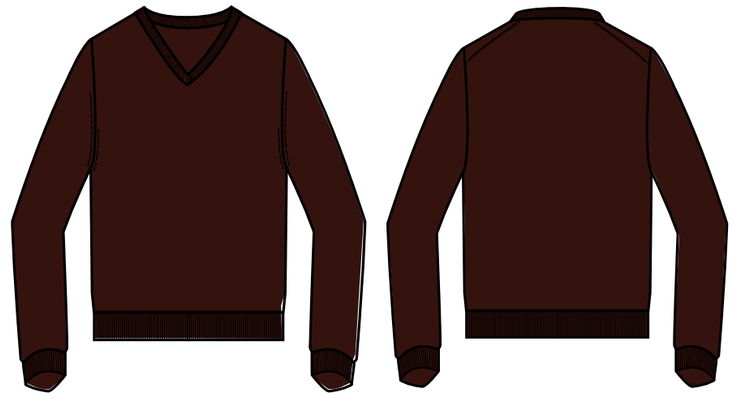
BEAU
KNITTED CREW NECK
DUSTY BLUE

COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

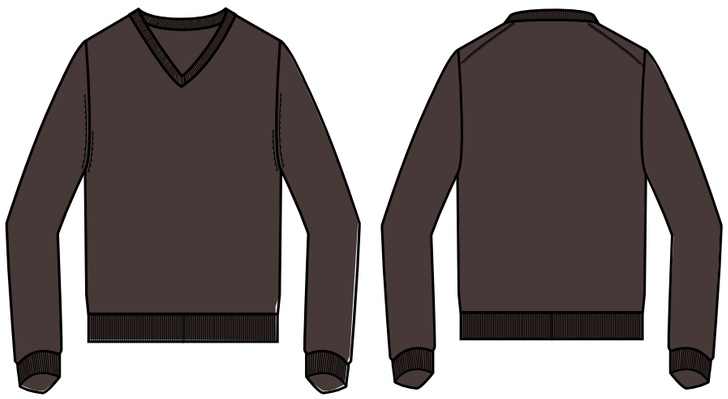
COLOUR OVERVIEW

ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025

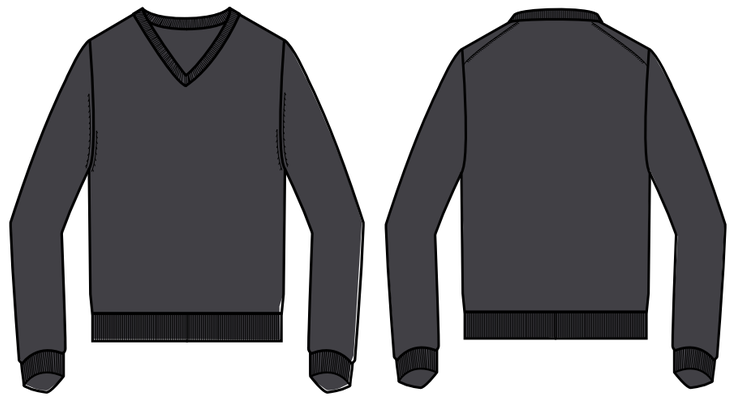
DEAN
KNITTED V NECK
BLACK



DEAN
KNITTED V NECK
BURGANDY



DEAN
KNITTED V NECK
DUSTY BROWN

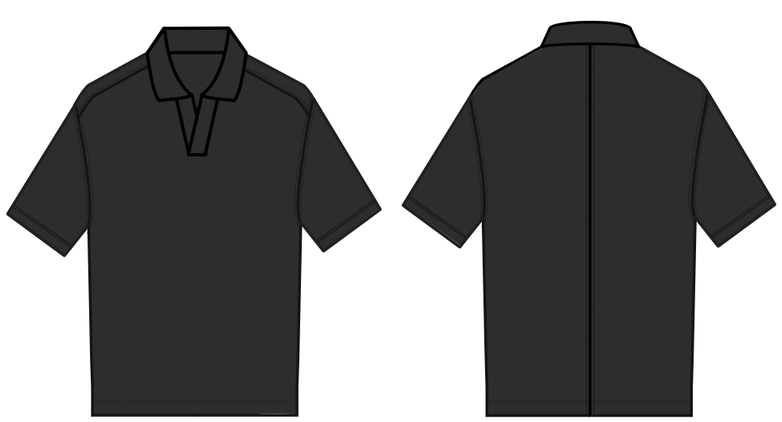


DEAN
KNITTED V NECK
GREY MELANGE

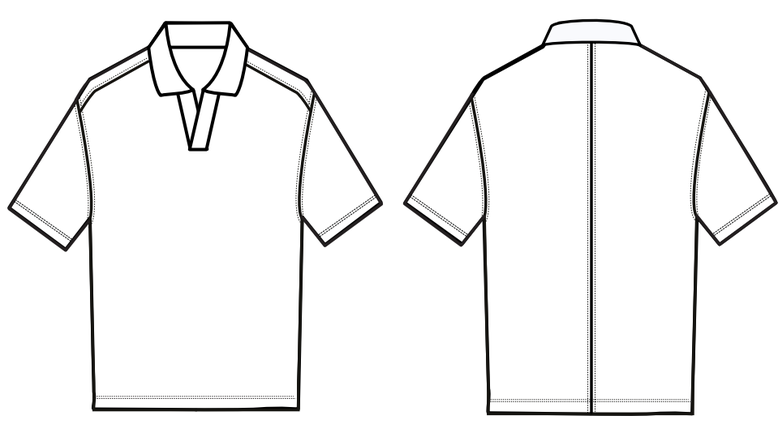
COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

COLOUR OVERVIEW

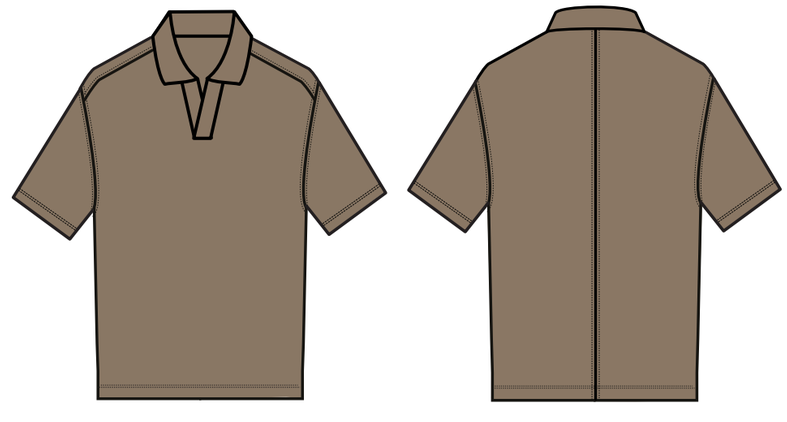
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



WADE
SHORT SLEEVE RESORT POLO
BLACK



WADE
SHORT SLEEVE RESORT POLO
WHITE

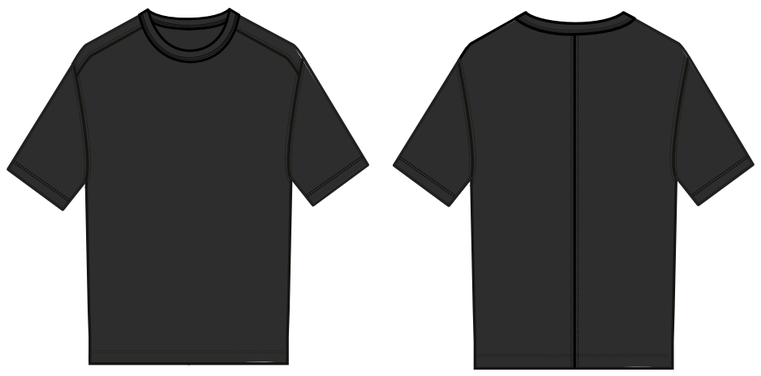


WADE
SHORT SLEEVE RESORT POLO
BIEGE

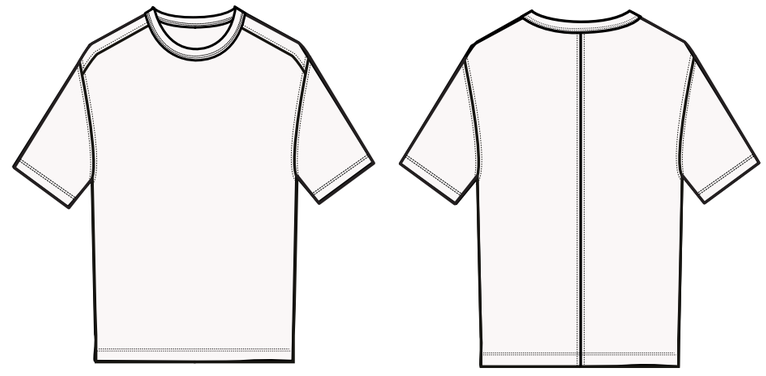
COLLECTION OVERVIEW: FOUNDATIONS IN MINIMALISM

COLOUR OVERVIEW

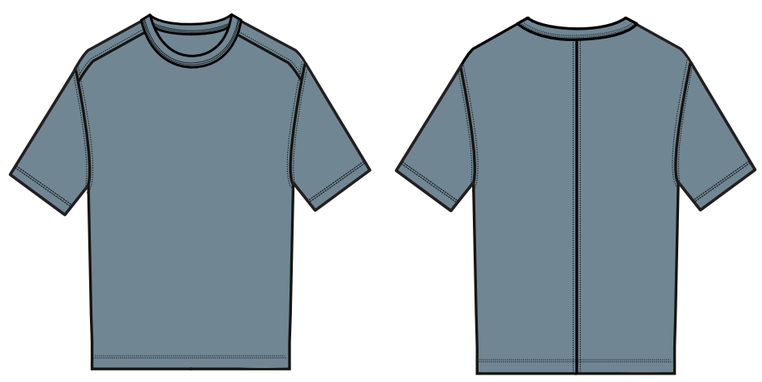
ALL DESIGNS ARE THE INTELLECTUAL PROPERTY OF
© RON JNR MCDONALD OCTOBER 10 2025



NICO
SHORT SLEEVE T-SHIRT
BLACK

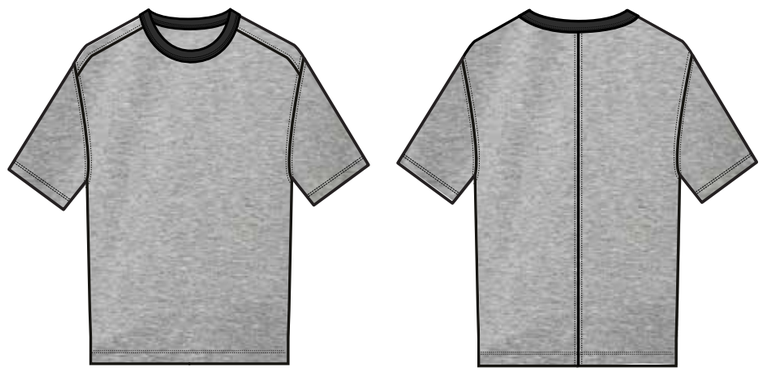


NICO
SHORT SLEEVE T-SHIRT
WHITE

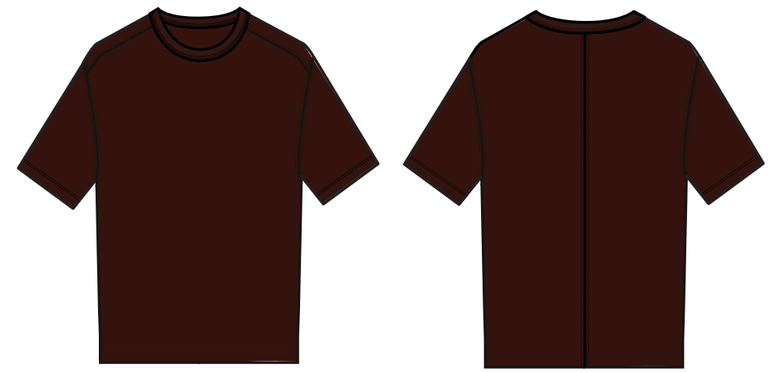


NICO
SHORT SLEEVE T-SHIRT
DUSTY BLUE

NICO
SHORT SLEEVE T-SHIRT
NAVY



NICO
SHORT SLEEVE T-SHIRT
GREY MELANGE



NICO
SHORT SLEEVE T-SHIRT
BURGANDY

BOLD MINIMALISM FOR MODERN LIVING

CREATING SPACE THROUGH DESIGN
WHERE FABRIC BECOMES FORM,
AND ESSENTIALS BECOME MODERN FOUNDATIONS

함께할 수 있기를 기대합니다. 감사합니다

I look forward to the possibility of working together.
Thank you.

Ron Jnr McDonald
Mobile: +46 0707535573
Email: ronniemc_donald@hotmail.com
Portfolio: https://theduke.se
Stockholm, Sweden