

# MONSTER FASHION

**Designer Edition:**

**Make Your Own Designs, Build Your Brand**

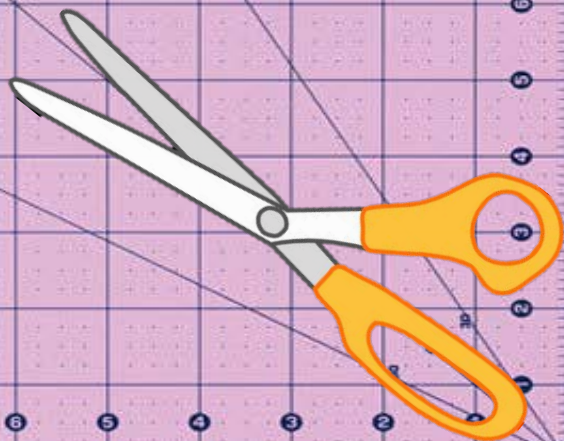
Make Your Own Designs, Build Your Brand

**What's Your Style?**  
Customize your Avatar

**SHARE YOUR PIECES WITH FELLOW DESIGNERS**



PC,  
Nintendo  
3DS





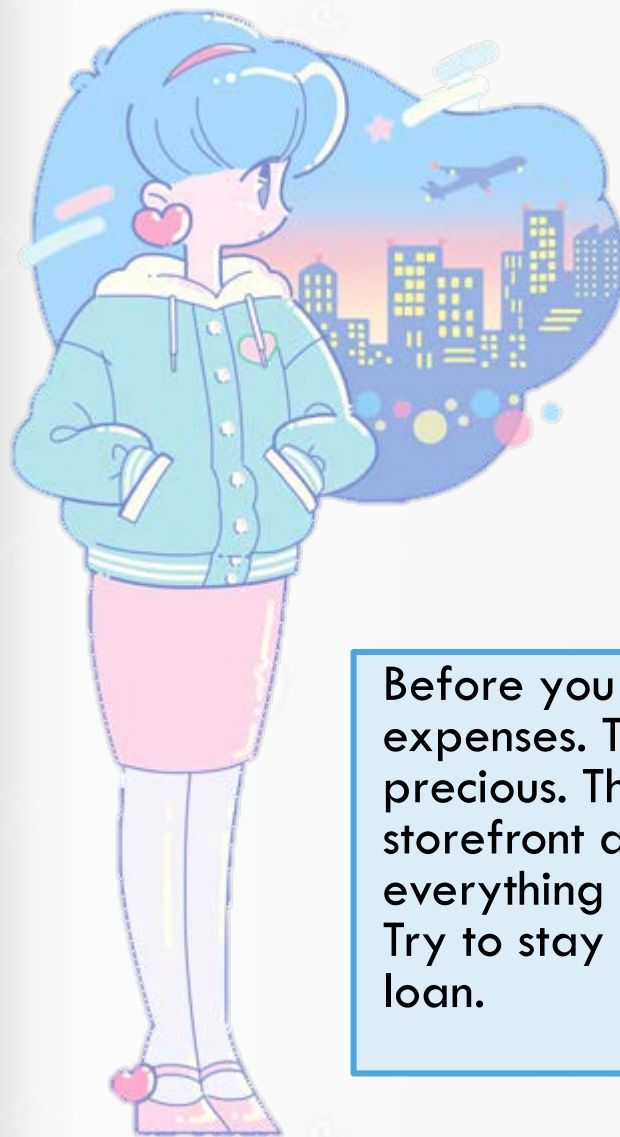
# FASHIONABLE MONSTERS, BRING THIS CITY TO LIFE

You grew up in this city of unique residents, where monster and human coexist.

This was a fashion hub where people were eager to experiment with style. There were pastel outfits, bright neons, poofy dresses, and more. In the past that is.

The crazy, fresh boldness that people took to the streets is on a decline. Indie brands struggle to survive. People have become reserved and less risky in their outfits.

Regardless, to follow through on your dream, you get a loan, and open up shop here with your designer friends.



Become a big brand and dye this city with your colors. It's time for a fashion renaissance.

...If you don't go out of business first.

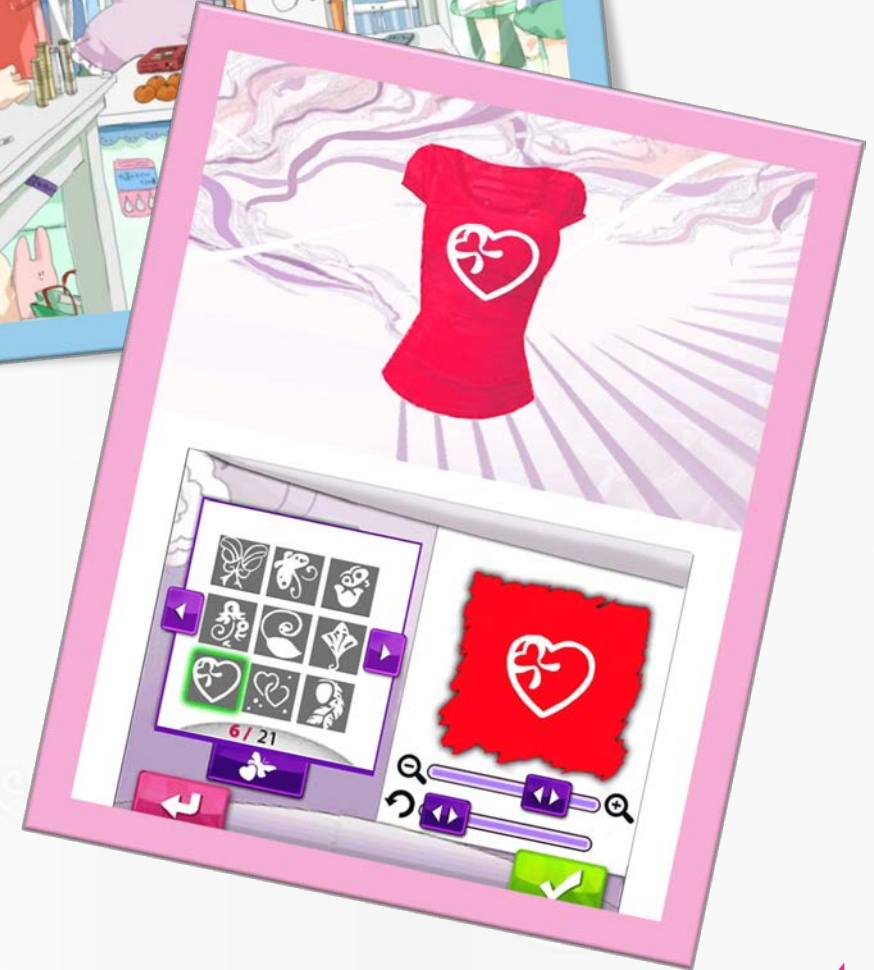
Before you can profit you incur expenses. Time and money are precious. That loan paid for the storefront and basic materials, but everything from there on is on you. Try to stay afloat, and pay off that loan.

Best of Luck,

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

# TABLE OF CONTENTS

- ❖ Fashionable Monsters, Bring this City to Life... slide 2
- ❖ What's Your Style?...slide 4
  - ❖ Avatar and Customization
- ❖ Starting and Stocking an Indie Store...slide 5
  - ❖ Core Mechanic: Designing Clothes
- ❖ Designing and Crafting Details....slide 6
- ❖ Clientele.....slide 7
- ❖ Helping Hand.....slide 8
  - ❖ Co-workers that also provide Designs
- ❖ Time is Money, Money is Money.....slide 10
- ❖ Calendar.....slide 11
- ❖ Share Your Pieces With The World...slide 12
  - ❖ Player to Player Play Elements
- ❖ Aesthetic and Tonal Guide.....slide 13
- ❖ Our Customers.....slide 14



# WHAT'S YOUR STYLE

It's not a fashion game without avatar customization. *Monster Fashion* provides rich customization options for the player.

At the start of the game, players can choose:



- ❖ Avatar Name
- ❖ Body type (slender, plus size, centaur, lamia)
- ❖ Hair
- ❖ Skin (pale, dark, stitched together)
- ❖ Facial features like mouth(s) and eye(s)
- ❖ Other features like animal ears or doll joints
- ❖ Choose what pronoun to be referred by (he, she, or them).



Of course, the player will be able to wear the designs they or others made (more on that later), and in-game they will be able to purchase wigs and makeup sets.





# STARTING AND STOCKING AN INDIE STORE

The player will be running their own store, selling items from their own brand. Players name their brand, and select a logo from the given options.

The player is given a default store interior and exterior that they can change (choosing from a given selection), but it will cost money and the store will have to be closed for a day.

## A Store Needs Something to Sell

Have you ever looked at something that was almost perfect, except for **one** detail?

In *Monster Fashion*, designing clothes is a core mechanic that allows the player to unleash their creativity and make that perfect piece they imagined.

Players will create much of the product they will sell under their brand. They will design and craft clothing items like tops, bottoms, outer wear, dresses, socks, bags.



## DESIGNING AND CRAFTING DETAILS

The players will be able to design their own pieces based by making use of components such as:

- ❖ Base pattern (is the dress a mermaid dress or a ball gown)
- ❖ Fabric patterns (flowers, polka dots)
  - ❖ The player will also unlock the ability to make their own custom pattern.
- ❖ Fabric material (cotton, knit, silk)
- ❖ Embellishments (lace trims, frills, fringes, etc.)
- ❖ Adding/Cutting Away fabric
- ❖ Graphics/Iconography (select one of the few given, or draw your own)
  - ❖ Great for making outfits with graphic prints

The player will start off with a few base patterns, fabrics, embellishments, and threads.

Once their design is done, they can craft it at any time as long as they have the money for it. However, crafting takes up **time** (more on that later).

After creating the item, the player can set the price to sell it at. As a guide, the player will be told how much it costs to produce the quantity of the selected piece.

The player can make the price high, but if it is too high, it may be difficult to sell it. If it's too low, they won't make much of a profit, though.

They will purchase or unlock new clothing and fabric patterns, and materials as they progress in the game.

They will purchase or unlock new clothing and fabric patterns, and materials as they progress in the game.

# CLIENTELE:

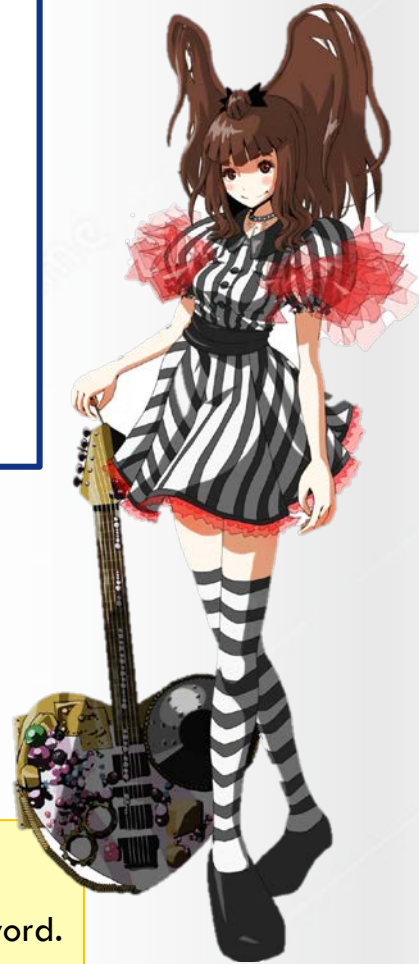
## HUMANS AND MONSTERS, CUTE AND CREEPY

Besides designing and crafting, players spend time styling customers by recommending items based on what they request.

The player talks to a customer and the customer will tell them what they are looking for, and the player can choose to help them or not.

Requests may be something like “I want something **pastel**”, “I want a **graphic t-shirt**”, or “I want something **steampunk**.”

**Note:** When jargon shows up, the game prompts the player and the player can immediately read brief definitions of a word.



If they decide to help the customer, the player will choose from their store’s selection an item they think will satisfy the customer. If the customer likes it, then the player makes a sale!



The game looks at the components in the item(s) and compares it to the desired characteristics that fulfill the customer’s request. If enough of the criteria is fulfilled, the customer likes it.



## STREET FASHION CLOSE-UP



## HELPING HAND

We want to allow the player to make a wide variety of items, but even then it is probably not feasible to make it so every type of fashion item can be designed by the player. Also, it could get exhausting for the player.

For the items the player will not be able to make on their own like shoes and most accessories (for example: jewelry, hair clips, harness belts, hats, facemasks), they will instead have 2 designer co-workers who will pitch their designs to the player.

The player chooses which designs and which variant of the design to make.



## HELPING HAND CONT.

The player chooses which characters to work with in the store. They each have their own preferred styles that they design in, and a mini-story that the player will go through as time progresses and the player uses their designs.

The player helps them through their issues and insecurities...through fashion, of course.

### Centaur Lady

- Self-conscious of the largeness of her horse half compared to her human half, and doesn't like how it looks, especially in pants.



### Vampire Male

- Unlike most vampires who prefer more Victorian-influenced or dark colored clothing, he likes cute iconography and pastels, but shies away from wearing that kind of clothing due to being mocked by his vampire peers the one time he did try wearing such clothing in public.

# TIME IS MONEY, AND MONEY IS MONEY

The world is not free, and running a business means running expenses to hopefully gain profits.

The main expenses that the player will incur is time and money.

## Time

It takes units of time to finish a design sketch which will act as the blueprints for that piece.

Then the player would need to craft the piece. This will just be a simple selecting and confirming (if there are enough materials for it), but it can take a day or more depending on how elaborate the item is and the quantity.

The player can assign a production task to one of their co-workers, and that will free up the player's time. However, that co-worker will also make a lot less designs to propose.



## Money

Any business needs money to keep their operation running.

To start with, you are in debt from getting your storefront and everything that you needed to start out.

The debt collectors have you on a 3 year payment plan, and expect a certain amount of payment every month until it is completely paid off.



# CALENDAR

It is important to keep track of what day it is, but not only for **debt payment deadlines**.

## Trend Changes

- Periodically, the ongoing trend will change. The player will not know how long a trend will last or what they know about the next trend (if anything) will be limited to hints at most.

## Seasonal Changes

- As the seasons change, so do the clothes. It is recommended for players to prepare new outfits for each season. After all, most people won't wear tank tops during the winter.

## Holidays

- Affects when you can work, the influx of customers, and setting up special discount offers around holidays can dramatically increase sales

## Periodic fashion competitions

- Themed, and a chance to become known and get prize money

## Seasonal Street Fashion Walk

- A small brand won't get a chance to appear in those high-end designer fashion shows. However, there is a tradition in the city where indie brands instead take it to the streets with models wearing their new designs, and show what they have to offer. Some even hand out flyers along the way.
- If players have enough new pieces, they can take part in the fashion walk and promote their brand. Though it does cost a little time and money (if you make flyers and hire models).

## Special Offers

- The player has the option to give heavy discounts on selected item(s) for a limited time.
- This can help the player get rid of stock in preparation for the next season, or to increase sales in general.

# SHARE YOUR PIECES WITH THE WORLD



Take screenshot pictures at any time during play to share those moments later on social media

Use Wi-fi or QR codes to share or receive designs with fellow trendsetters



## Developer and Player Connection

Hold Contests/Events that Players can take part in to keep them playing and create a connection between player and creator



# AESTHETIC AND TONAL GUIDE

The game is stylized with a creepy cute aesthetic, and a sweet tone that treats things like debt and the idea of going out of business lightheartedly.



There should be a sense that the abnormal is normal to create an atmosphere where the player can feel comfortable being as outlandish and weird in their designs as they want to be.

Inspiration should be taken from Harajuku fashions like Lolita and fairy kei, and well-known alternative styles in America like scene and punk.



# OUR CUSTOMERS

- ❖ Interested in fashion, especially in “out-there” designs and alternative fashions like Harajuku fashions, steampunk, scene, etc.
- ❖ Plays games like *Animal Crossing*, *Style Savvy*, *Recettear*, and/or the *Atelier* series
- ❖ Likes games that involve crafting and allows them to show their own creativity
  - ❖ The type of person who spends time drawing out detailed clothing patterns in games like *Animal Crossing*
- ❖ Enjoys rich customization options



- ❖ Takes great pride in what they create and likes when what they did is validated
- ❖ Want a safe space to experiment/show off their style without having to face societal disapproval
- ❖ Meticulous



Thank you for your Time

