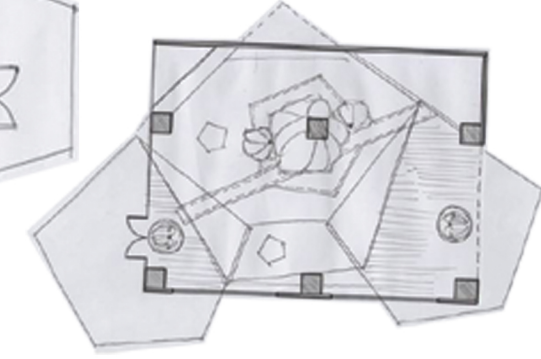
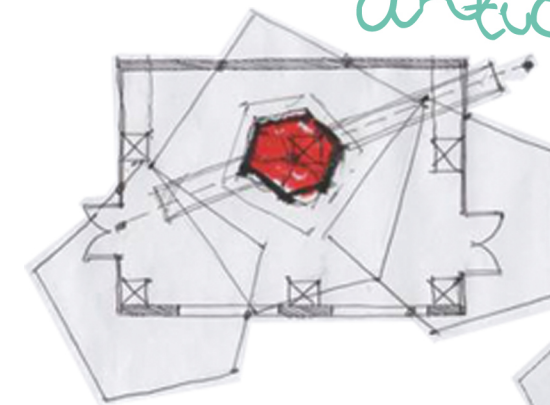




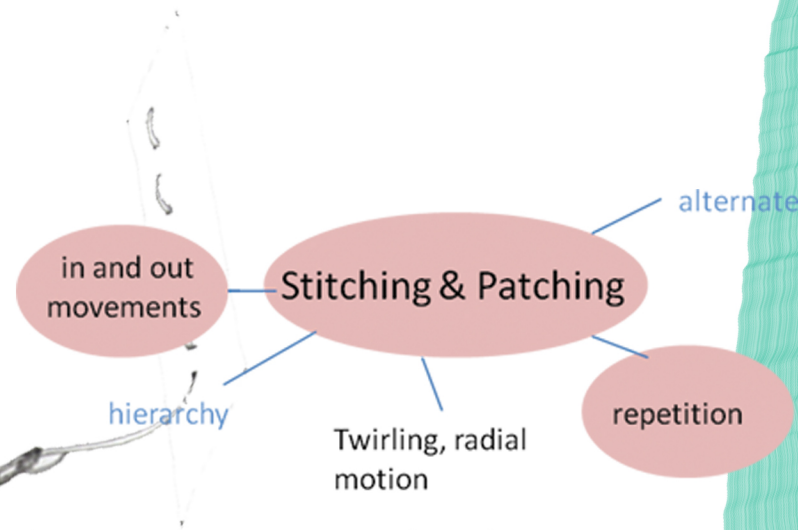
It started with one woman's vision to provide affordable, quality children's wear with a distinctive fashion edge. Pumpkin Patch store opened its doors in 1990, in New Zealand. Inside was a treasure-trove of fresh, funky fashion for babies and toddlers.



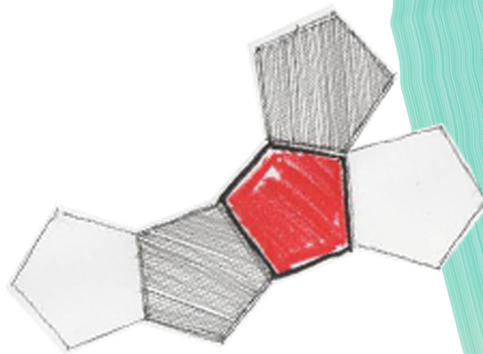
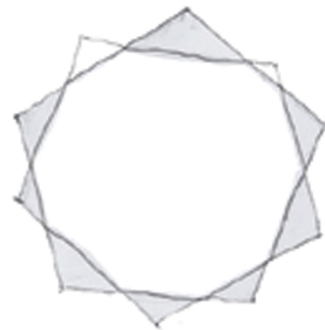
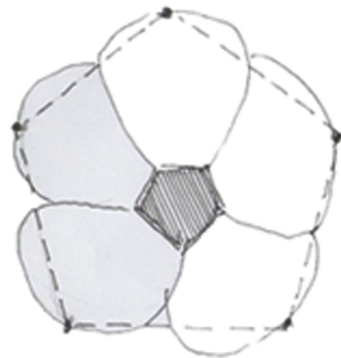
articulation..



design concept



From the nature and image of the company, it gives a sense of light-heartedness, carefree, subtle and affection. Thus, using the concept of stitching, it reiterates the special relationship through the in-and-out movements and the radial motion, hence portrays the embracement and dynamism.



Pumpkin Patch

retail store project

