

Professional Profile

FAS3001M

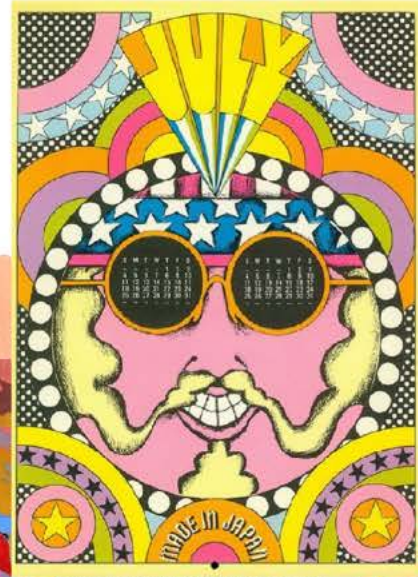
Emily Chicken

17662260

Trippy



Gold illustrative



Colourful



<https://pin.it/3U77GQp>



<http://hopevinyet.blogspot.com/2013/06/1960s-and-1970s-inspiration.html>





Pages of my sketchbook to re-evaluate my main focus of the project

Colourful Leather

Neons

60's Print

TRENDS / 20

Puffy Shapes



PANTONE®

Spring / Summer 2020 London Fashion Week Colour Palette



This collection is using contrasting bold colours to add bright contrasting layers within the designs and garments. I took the inspiration for my colour scheme from the current S/S20 Pantone predictions from London Fashion Week



Client Profile

Retro

Quirky

Expressive



JEFFERSON AIRPLANE

<https://www.loudersound.com/features/the-story-behind-the-song-white-rabbit-by-jefferson-airplane>



<http://pat.td/EC6K5k>



<http://pinckey.blogspot.com/2013/11/the-dorothy-discussion-alice.html>

Have you ever
been
ON A TRIP?

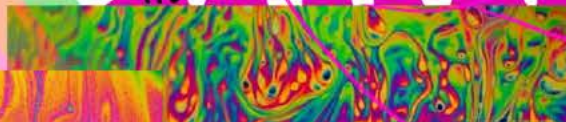


Everybody wants euphoria.

One pill makes you larger, and one pill makes you small
And the ones that mother gives you, don't do anything at all
Go ask Alice, when she's ten feet tall
And if you go chasing rabbits, and you know you're going to fall
Tell 'em a hookah-smoking caterpillar has given you the call
And call Alice, when she was just small
When the men on the chessboard get up and tell you where to go
And you've just had some kind of mushroom, and your mind is moving low
Go ask Alice, I think she'll know
When logic and proportion have fallen sloppy dead
And the white knight is talking backwards
And the red queen's off with her head
Remember what the dormouse said
Feed your head, feed your head



Bad Trips



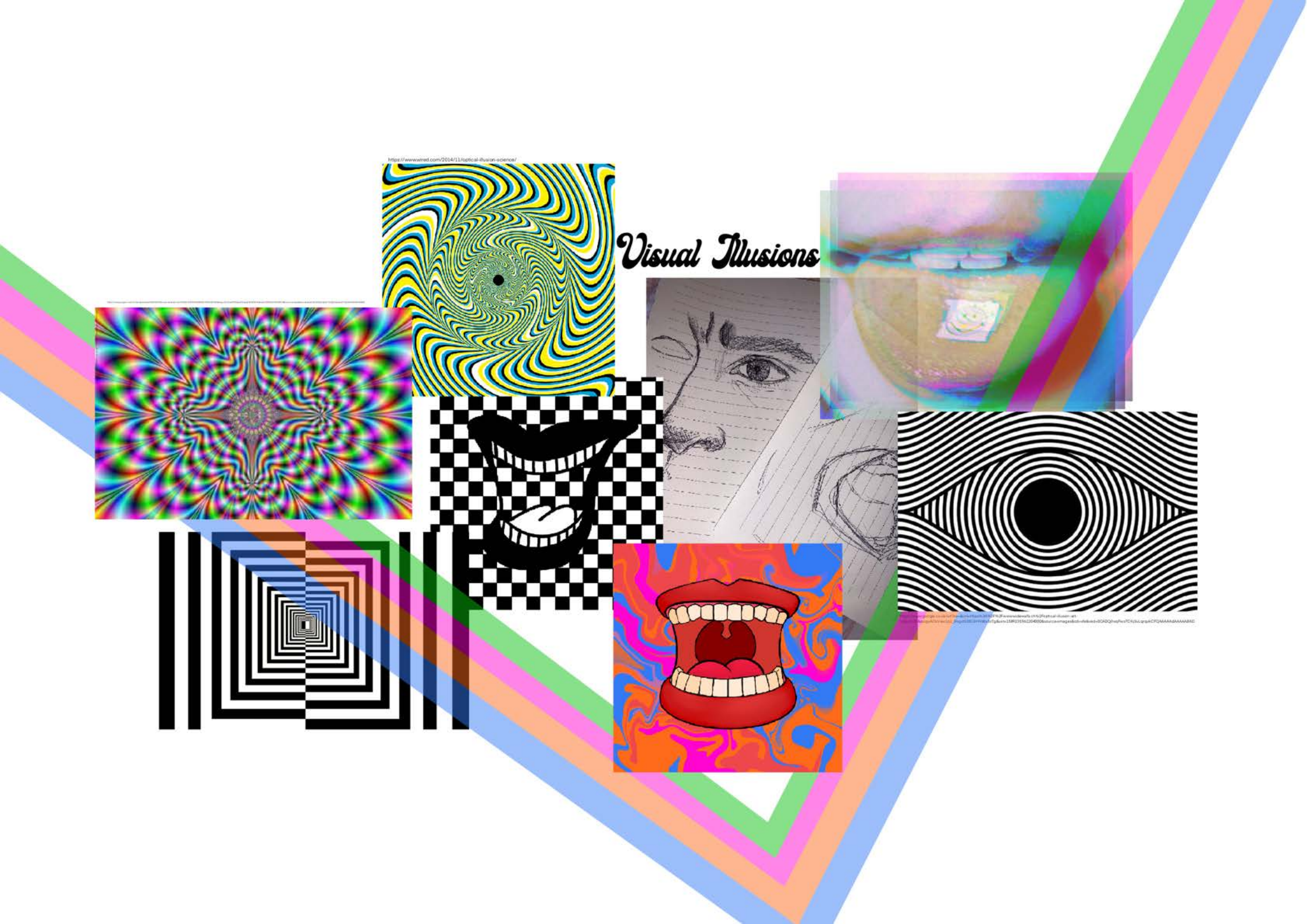
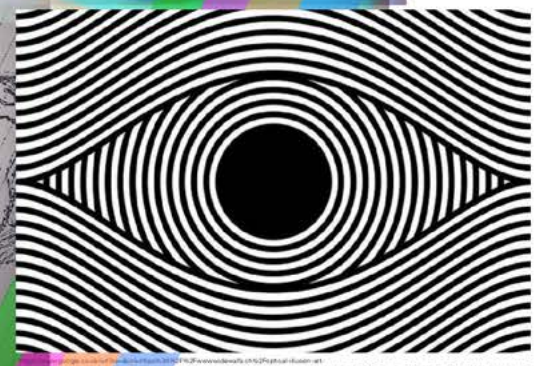
Drippy Visuals



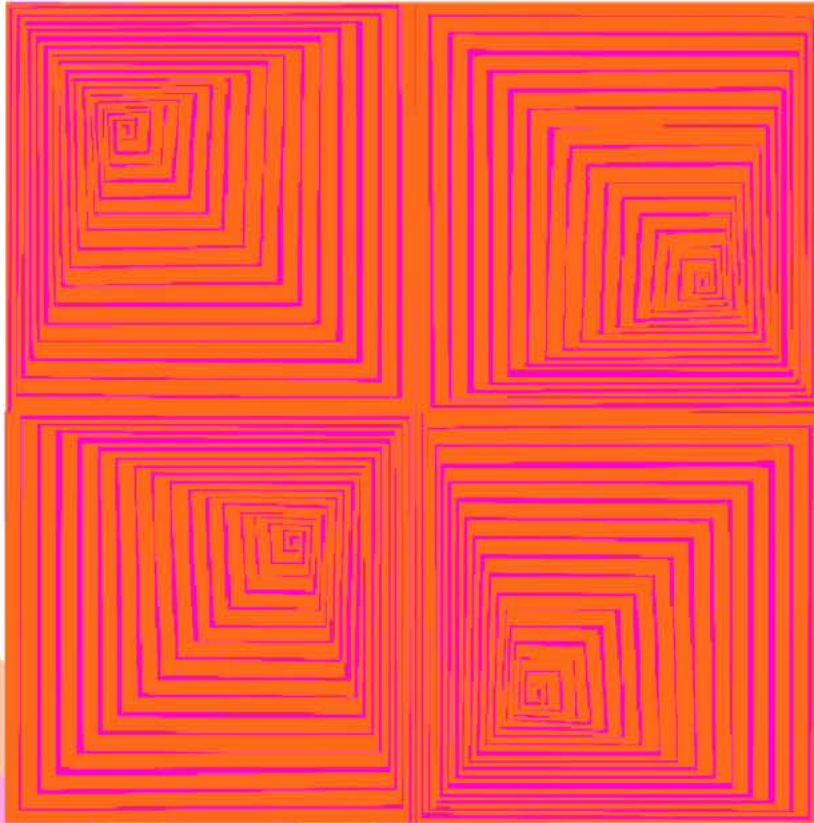
Sensational touch



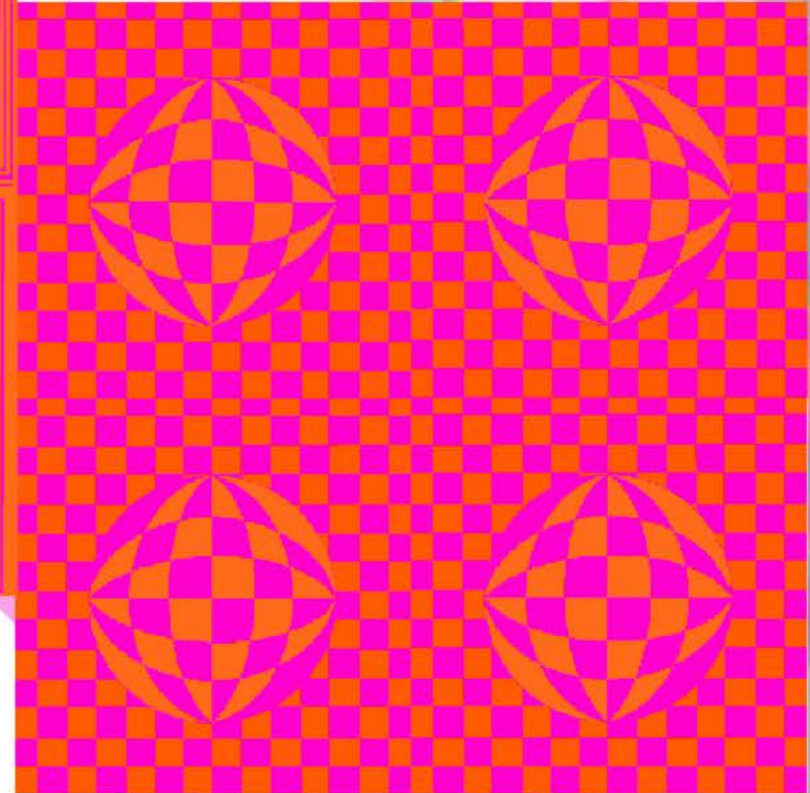
Visual Illusions



Illusion Prints



Based on the hallucinations of psychedelics and illusion art. Using colours from London Fashion Week predicted colours incorporated into these trippy eye catching prints





Gold chain

Gold zip

Elastic
Plush Velvet

Leatherette

Poppers

Satin Silk

Materials



Let's Get Trippy

Let's Get Trippy is a collection based on the visual and sensual effects of psychedelics at the peak of its existence, the 1960's. Inspired by the fashion of the era, my designs incorporate A line shapes and flares to give a nostalgic feel. The velvet and leather textures are associated with the high intensity and disillusion when taking drugs. Similarly for the prints, illusionist art seem fitting for the effects of psychedelics and strange cartoonish details linking to hallucinations and trippy sights.





Let's Get
Trippy



Shorten zipper



Side pocket



Shorten zip on front



Pocket



topstitch down?

contrasting lining



IN-SEAM POCKET SAMPLE

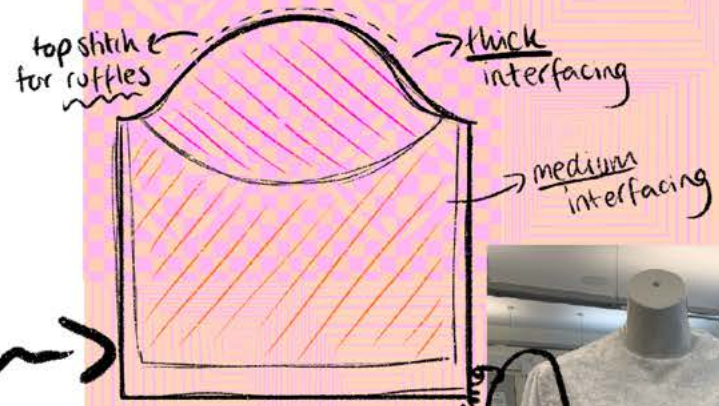
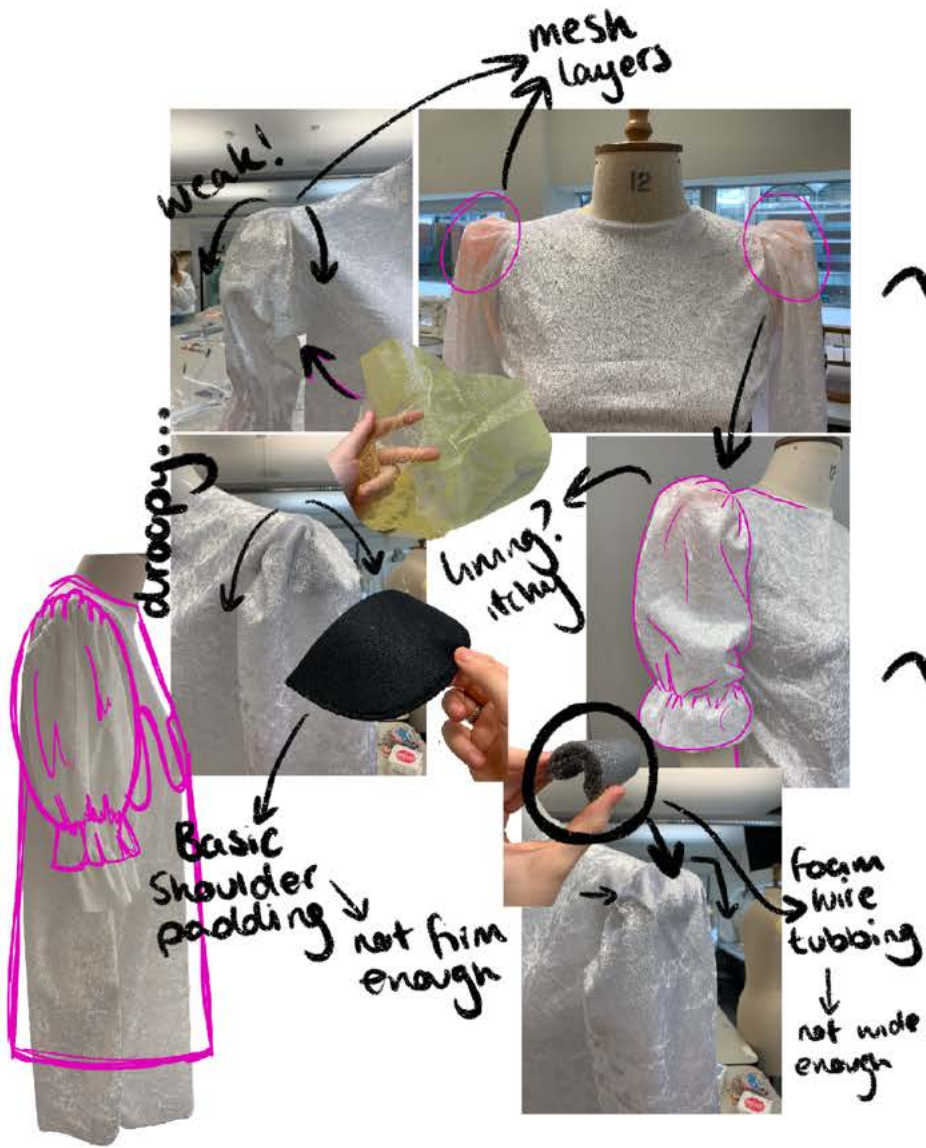
Popper fastening above zip

fake button on front?



lining attached at waistband

space for zip? attach on front

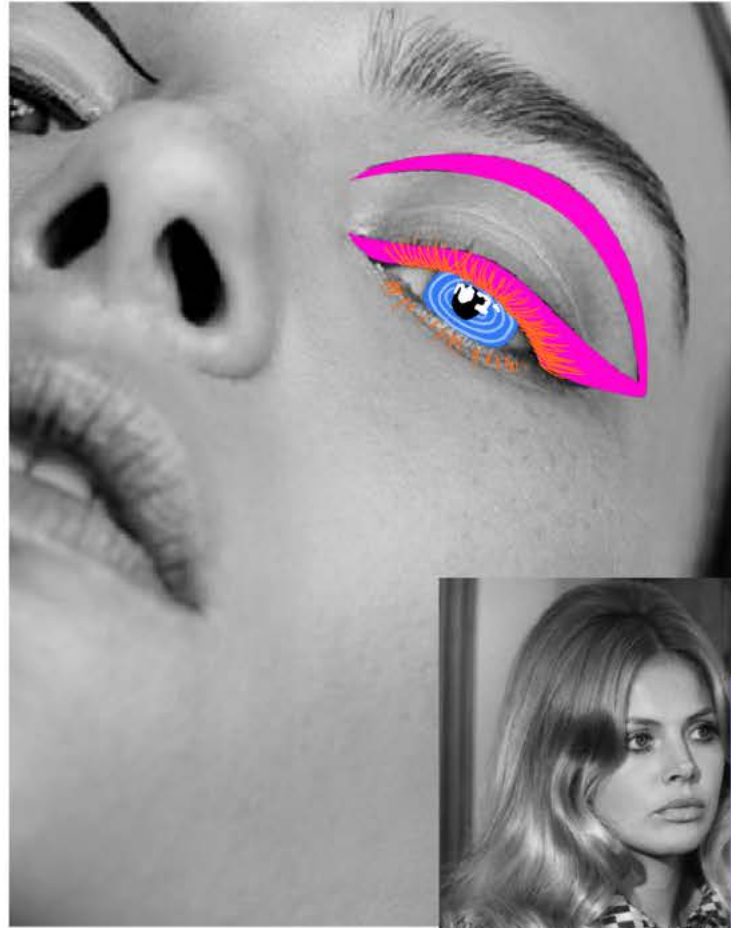


interfaced



Structured.

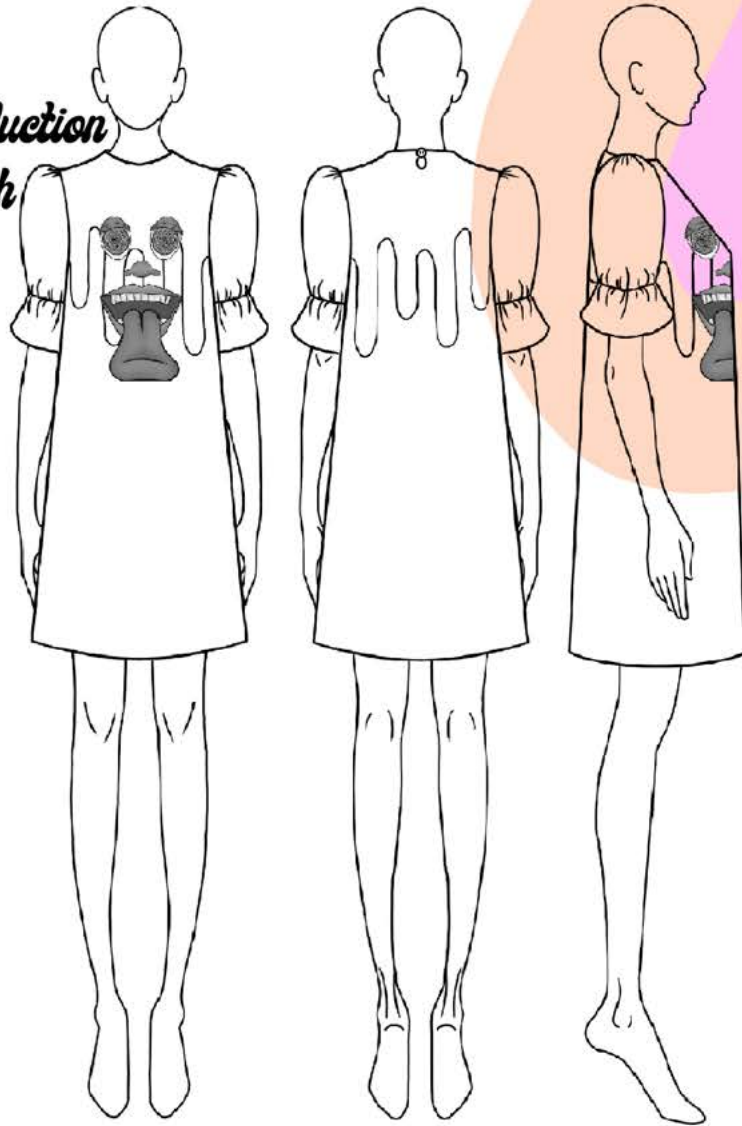




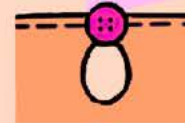
Styling

Styling for this collection is fun and groovy with a 60's style with modern elements. Pops of bright colour, sleek hair and makeup with modern accessories to make this collection a perfect 60's addition to a modern wardrobe.

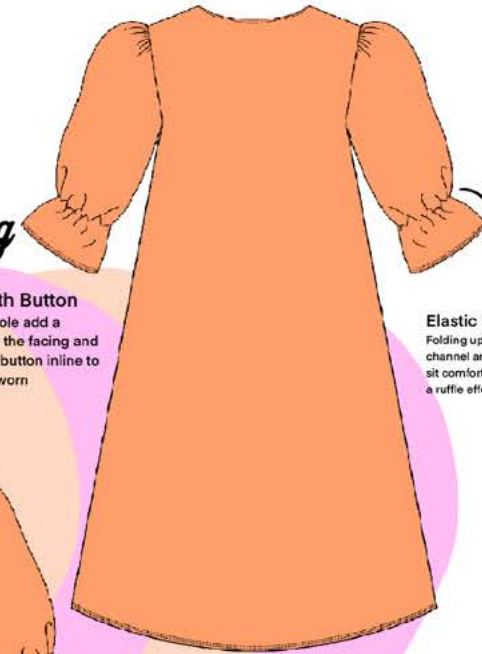
Production Sketch



Working Drawing

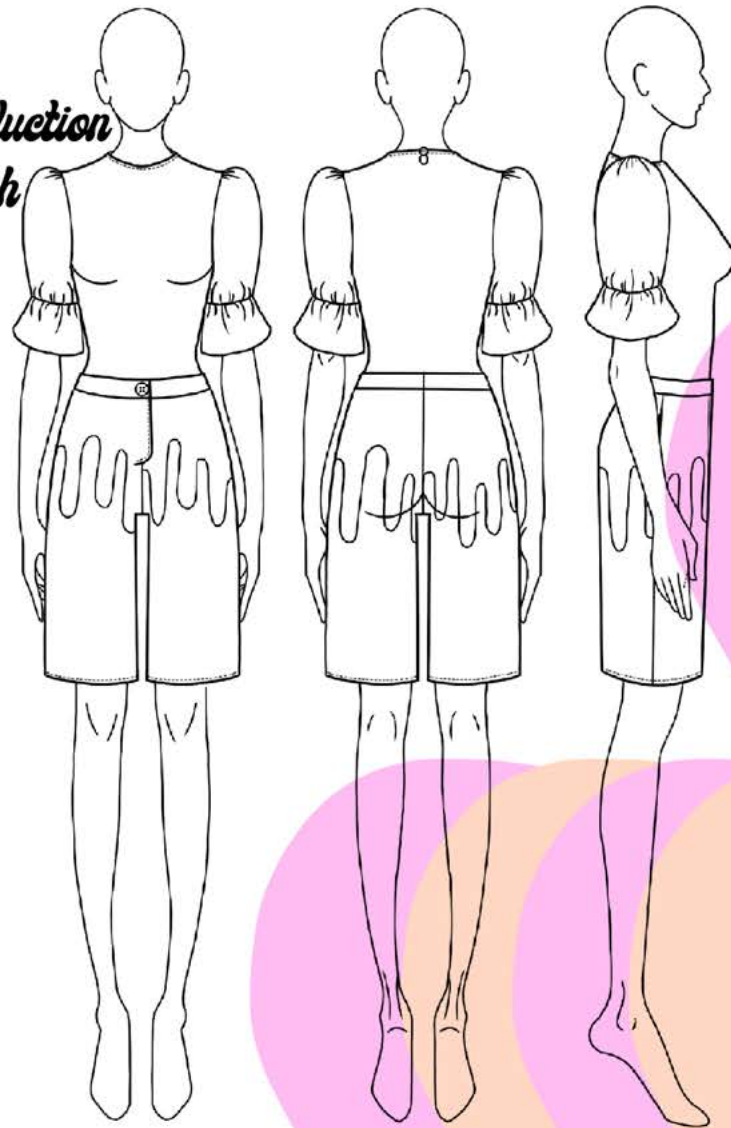


Elastic Loop with Button
To extend the neck hole add a elastic loop between the facing and outer fabric and add button inline to tighten it after been worn



Elastic Ruffle Cuff
Folding up the sleeve end to make a channel and lined cuff, elastic pulled to sit comfortable around the arm to create a ruffle effect

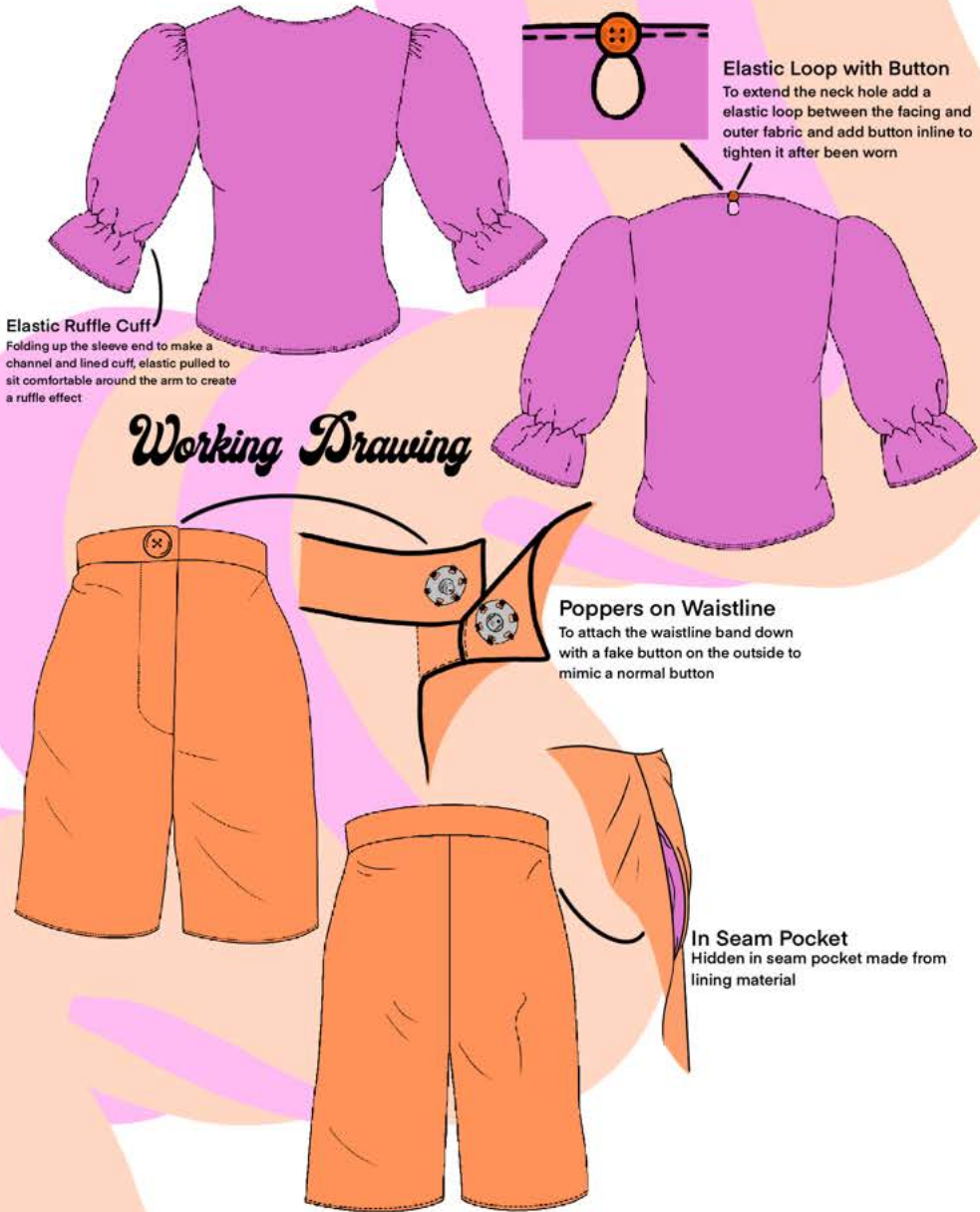
Production Sketch



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Working Drawing



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Working Drawing

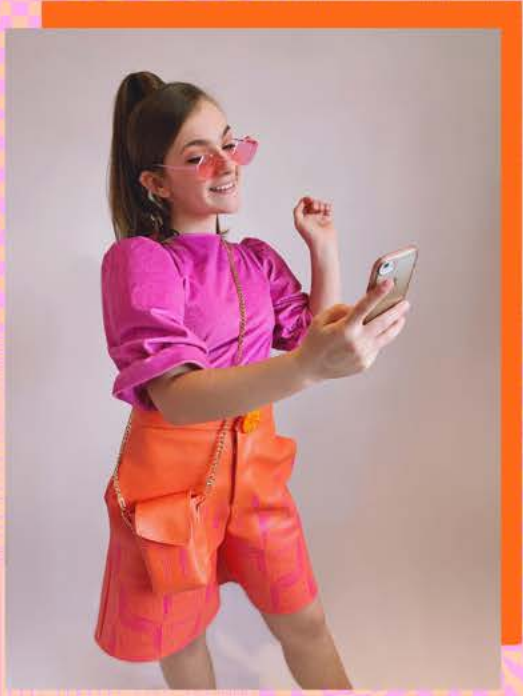
Poppers on Waistline

To attach the waistline band down with a fake button on the outside to mimic a normal button

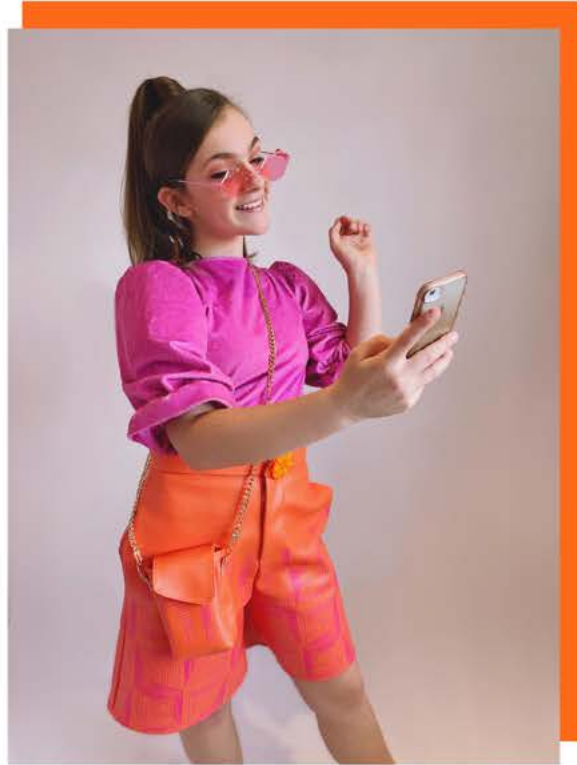
In Seam Pocket

Hidden in seam pocket made from lining material

Look 1



Look 1





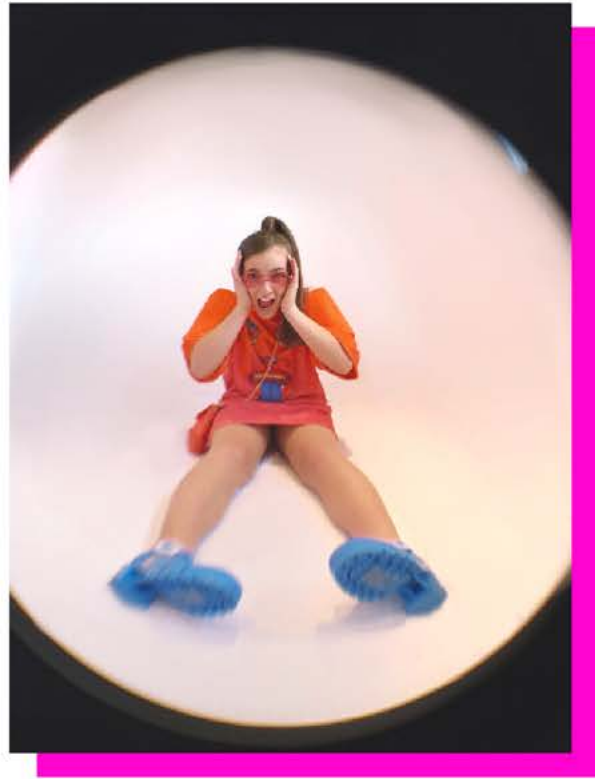
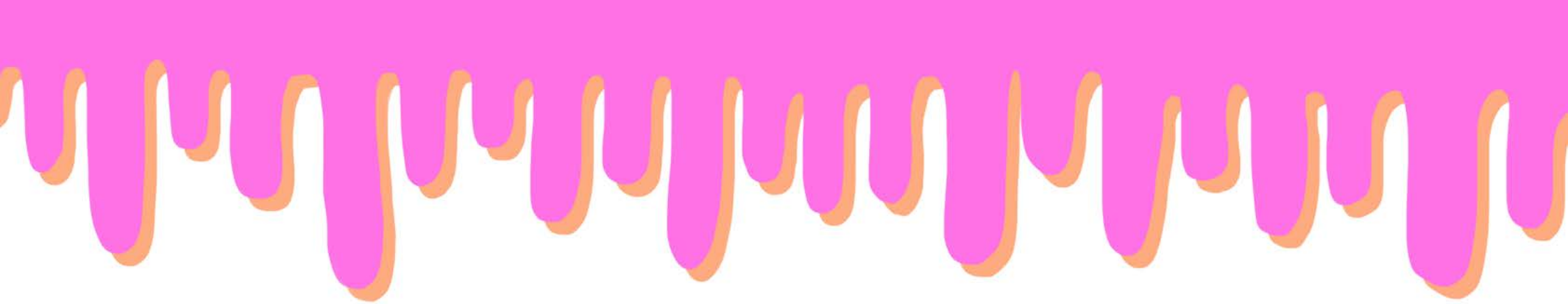
Look 2





Look 3





Look 3



Botanical



Colour Palette



PANTONE PMS 223 Pink
| HEX #F8A3DF
| CMYK 3, 41, 0, 0
| RGB 249, 165, 229

PANTONE 15-5718 Biscay Green
| HEX #40c3a5
| CMYK 54, 0, 46, 0
| RGB 78, 196, 164

PANTONE 14-1064 Saffron
| HEX #ffbf00
| CMYK 0, 37, 91, 0
| RGB 254, 175, 18



Fashionable

Gardener

Consumer Board



Passionate



Eccentric





This project is based on the awareness of gardening, protecting our wildlife and endangered flowers. Caring for our gardens and being interested in preserving nature is becoming increasingly popular amongst younger generations with the growth of indoor plants and landscaping becoming the new interior design.

My designs are for young trendy adults who want to look stylish, bold and comfortable when gardening and caring for the environment. Floral prints and pastel colours give a youthful vibe and simple illustrations of endangered flowers raise awareness of the environment we live in.

Repeat Prints



PANTONE PMS 223 Pink
| HEX #F8A3DF
| CMYK 3, 41, 0, 0
| RGB 249, 163, 229

PANTONE 15-5718 Biscay Green
| HEX #40c5a5
| CMYK 64, 0, 46, 0
| RGB 78, 196, 164

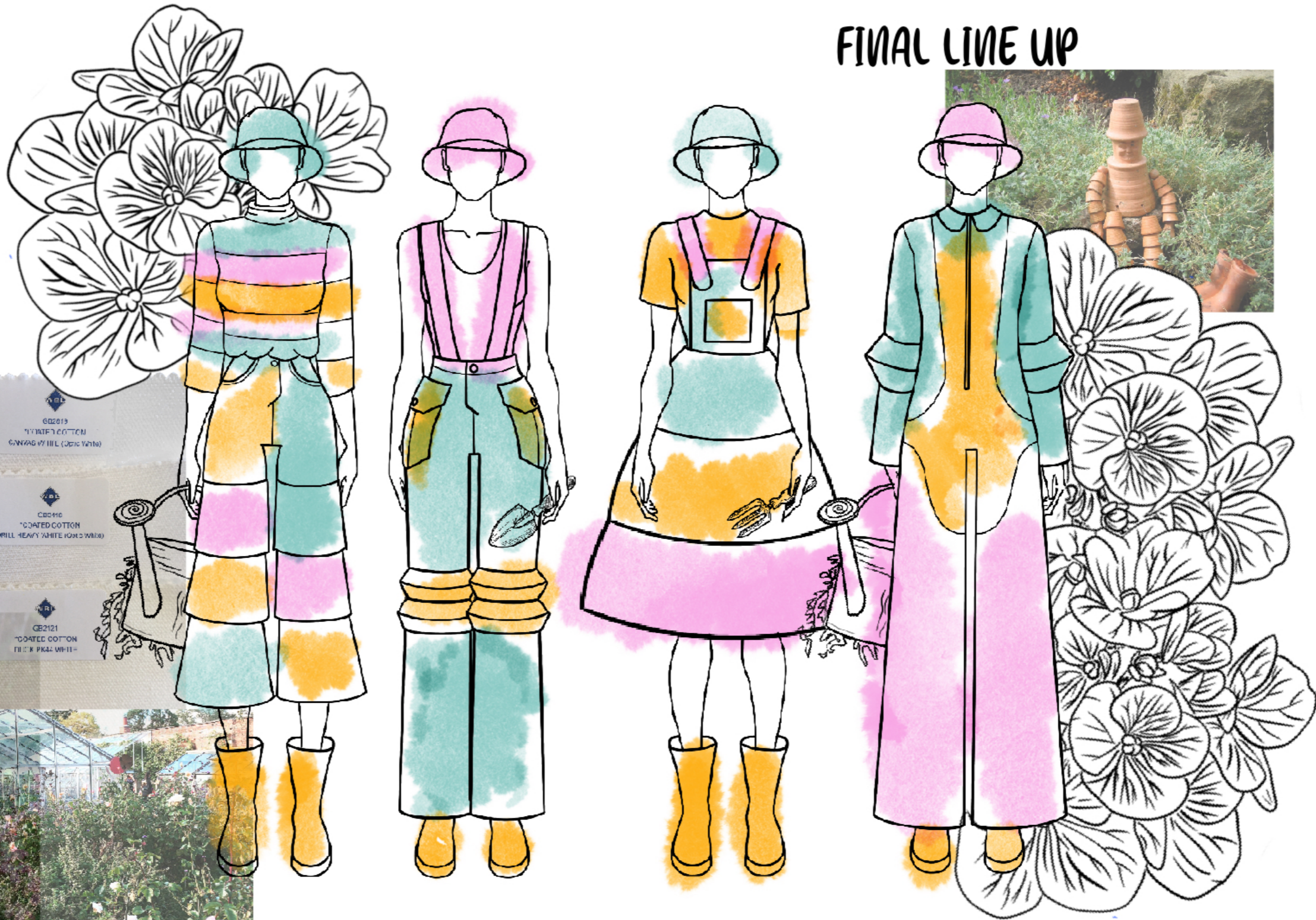
PANTONE 14-1064 Saffron
| HEX #ffcc00
| CMYK 0, 37, 91, 0
| RGB 254, 172, 18



Developed Designs

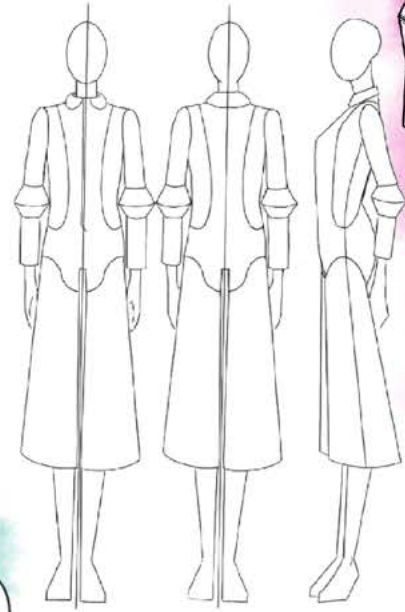


FINAL LINE UP





Technical Drawings



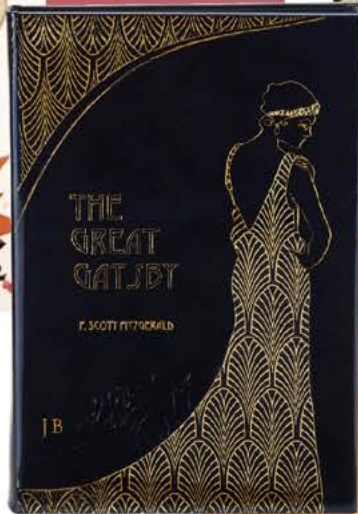




Sqwears, founded in 2018, is a size inclusive brand based in Lincoln. The brand initiative is to enable women of all shapes and sizes to feel and look fabulous. Sqwears brings luxury, designer clothing to curvy women in the fashion industry with elaborate and beautiful designs. From striking prints to enchanting embellishments, each silk garment is finalised with founder Sara Birds design contributions to ensure the design is authentic and represents the brands luxury values.



<http://www.sqwears.co.uk/23>



The Great Gatsby

Trims and Details

Looking at details from the 1930's hollywood glamour garments, there was a lot of trims made from fur, feathers, ruffles and sequins. Small details such as luxurious trims can add some real decadence to a simple garment such as the Sqwears shape and style. I would like to add this as an extra with the prints I have designed.





Pantone Autumn/Winter 2020 Predictions

Rich Luxury Colour Scheme



<http://www.lacoste.co.uk/7a-mixed-cage-67>



Current trends



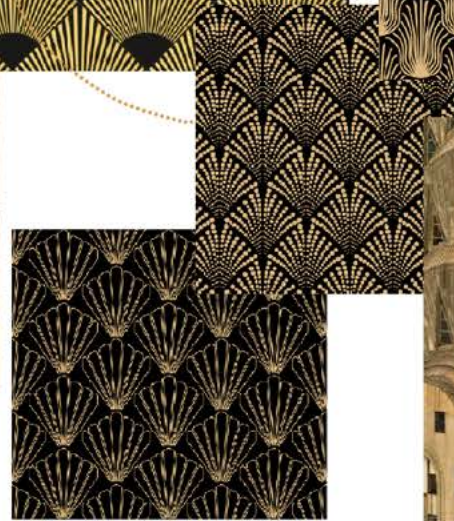
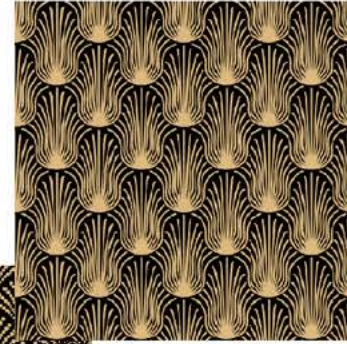
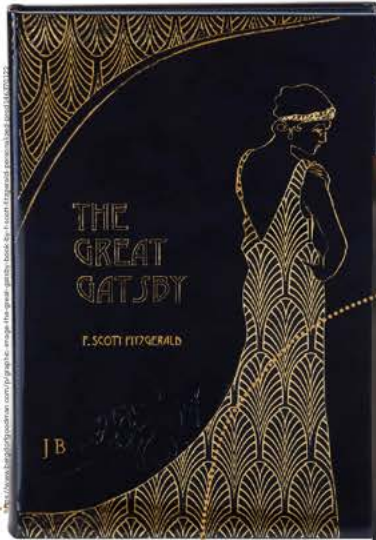
Current trends show fur and feathery trims on coats and ponchos adding a bit of class and glamour to originally basic items. I think that the fur trim would make the garments especially appealing for an autumn winter collection, adding a chic luxury look.





Trim designs

For some visual representation and ideas on the trims, these are some shapes and designs that I think complimented the typical Sqwears design. Maybe the fur could even be attach with poppers or buttons to be detachable for if the consumer would like to change the look to a more casual design.



<http://the-decochick.blogspot.com/2012/01/those-20s.html#2012/01/those-20s.html>

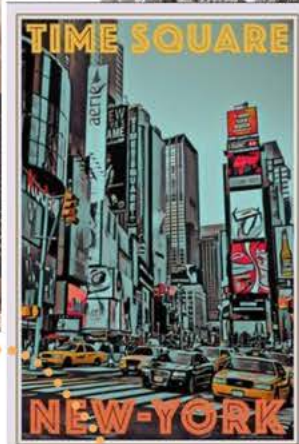
Gatsby Inspired Prints

Initial Print Idea



Inspired by the New York skyline and 1930's Art Deco architecture, this print is a simple dotted line illustration of 3 Art Deco building to be interpreted into a further print.

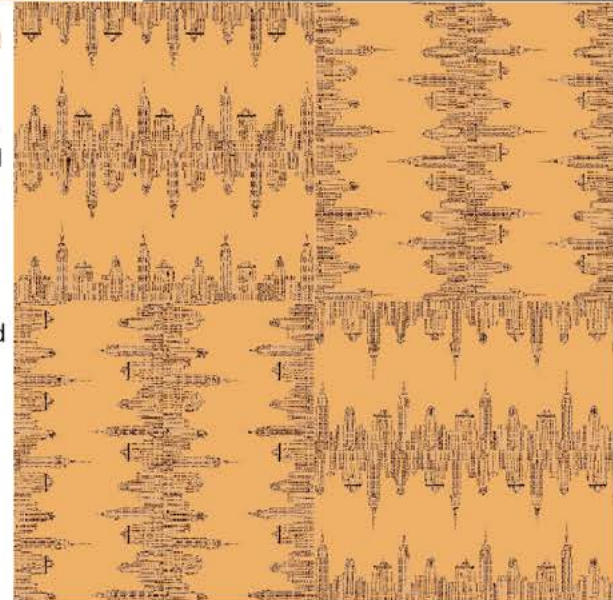
I feel that you could bead over this print and add sequins on key lines or details. Or turn it into repeat print which will be show in the next pages. The colour is a rich golden with black designs to link to the Gatsby colour scheme and rich colour schemes predicted for A/W20





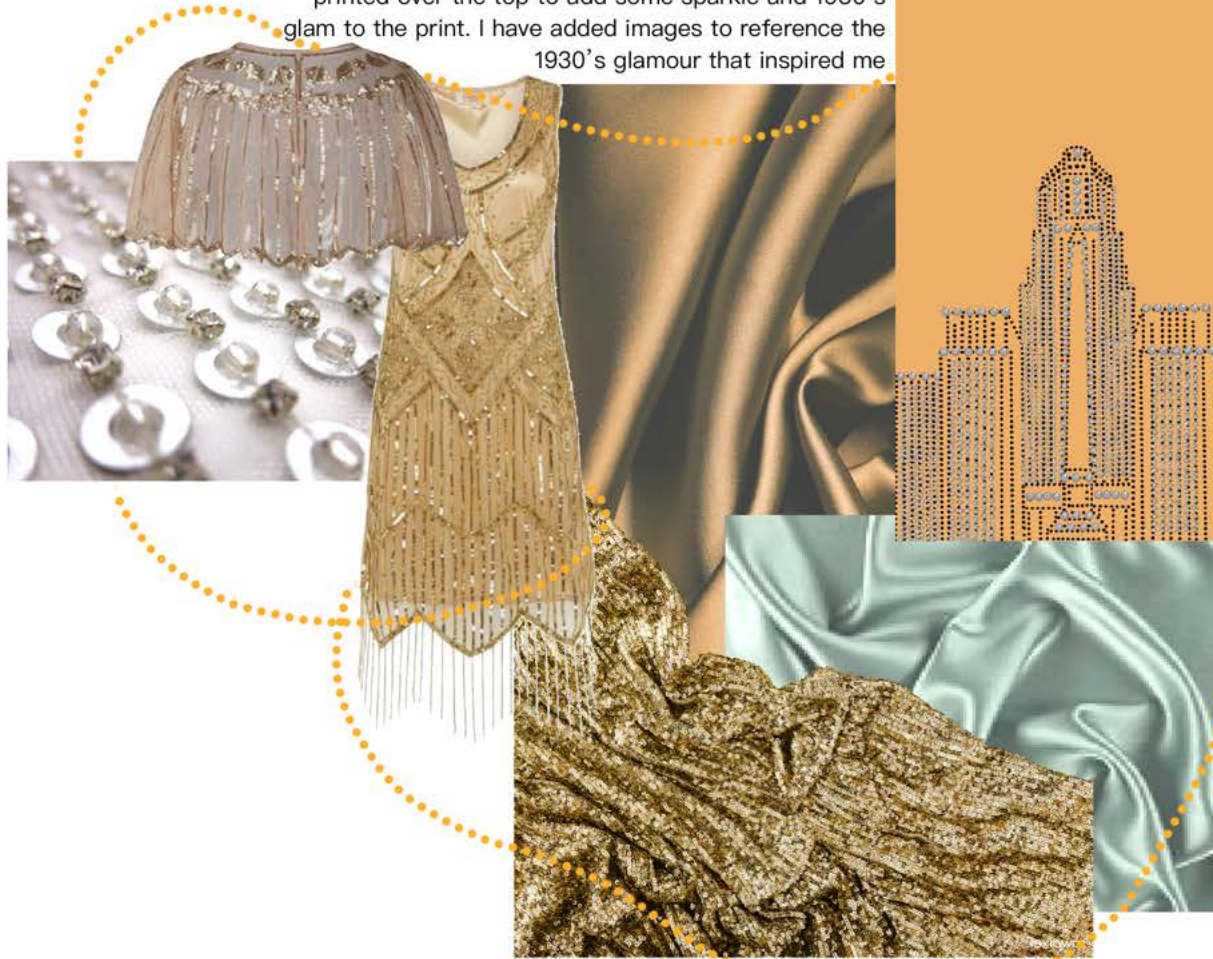
Repeat Print Idea

Here you can see the print turned into a repeat pattern. To show you size and scale I will show these on the garment illustrations on the next page. This can be scaled bigger and smaller, more buildings can be added etc to create depth and detail.



Embellishments Idea

To add some depth and texture to this print you could also add sequins along main lines of dots that make the shape of the architectural buildings. Instead of sequins a simple silver thread could be run through the weave or added over the building details, or fabric glitter could be printed over the top to add some sparkle and 1930's glam to the print. I have added images to reference the 1930's glamour that inspired me



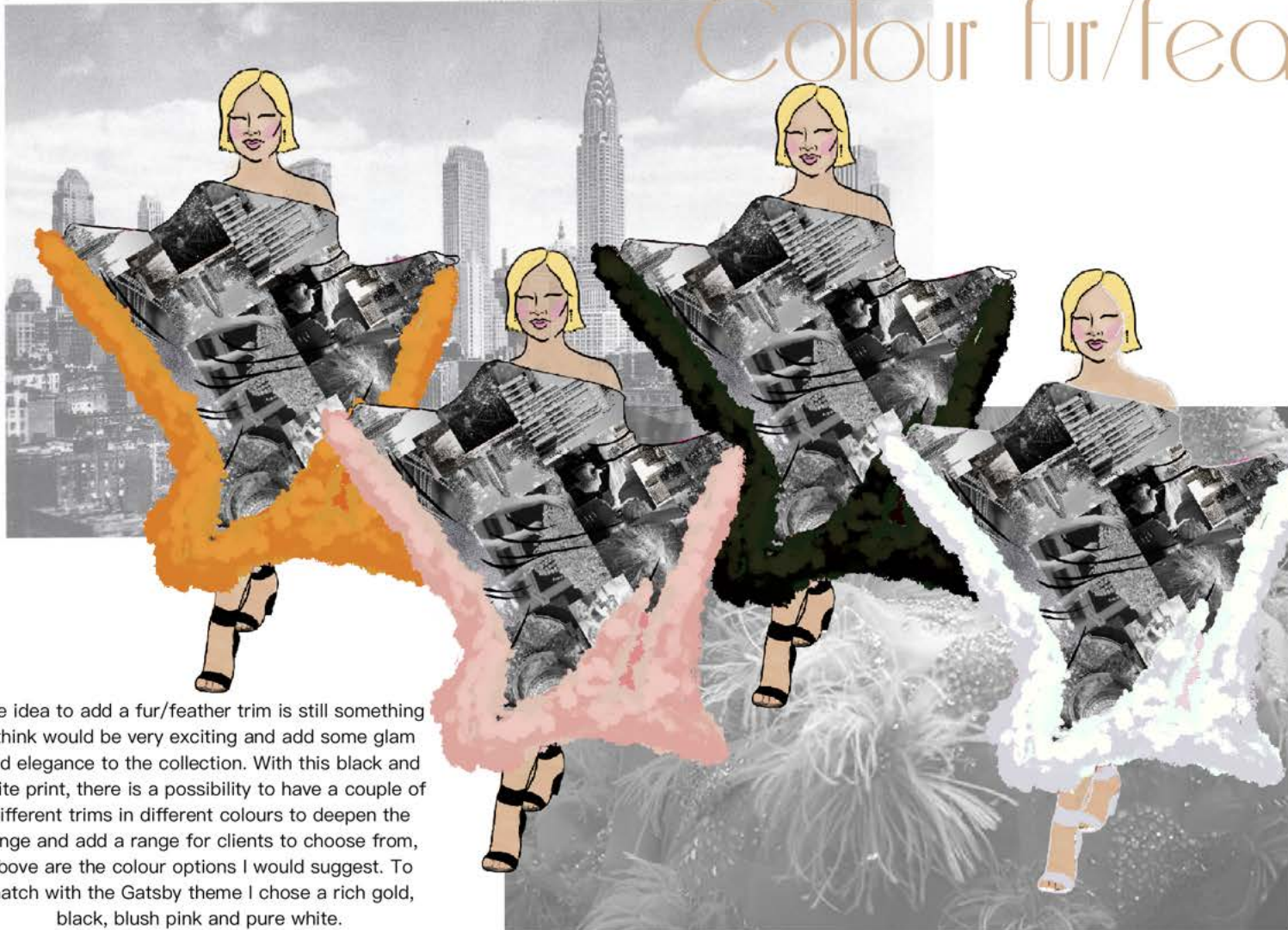
Print Size & Placement



Depending on preference, the print can be enlarged or shrunk to fit the garment size.

There is also the example of the repeated pattern for a finer detailed print as well as an enlarged scale version. Here the illustrations show the fur trim as well which I believe adds some subtle glamour and luxurious details.

Colour fur/feather



The idea to add a fur/feather trim is still something I think would be very exciting and add some glam and elegance to the collection. With this black and white print, there is a possibility to have a couple of different trims in different colours to deepen the range and add a range for clients to choose from, above are the colour options I would suggest. To match with the Gatsby theme I chose a rich gold, black, blush pink and pure white.

Print 1

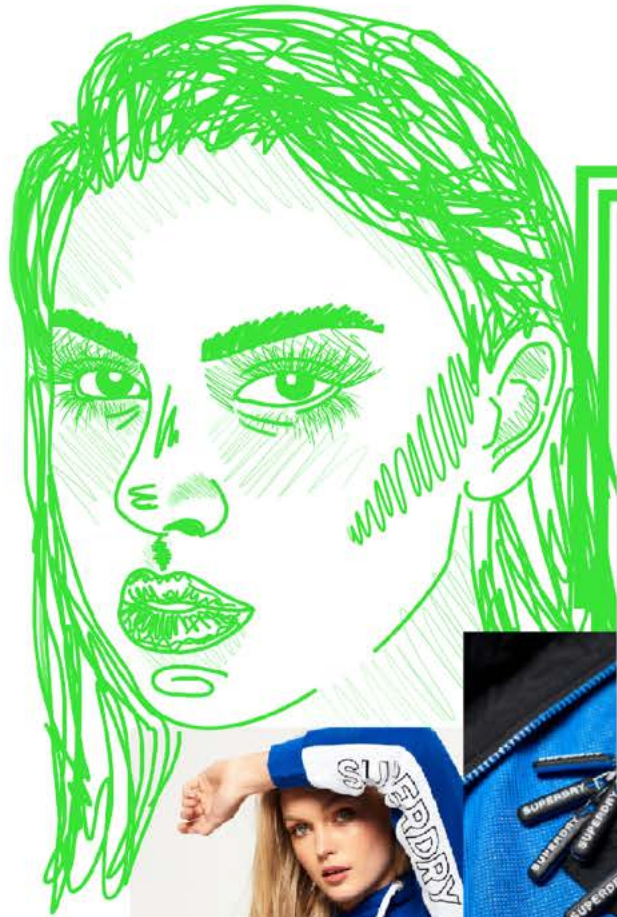


Print 2



Here I have added a side by side comparison of the two designs that shows the difference in print and may highlight areas that you may prefer or dislike.

For example, colour schemes, size of print, trim shape preference.



Superdry®

Superdry is a current high end high street store that targets young adults to provide good quality products. Their collections have become more current and modern as time has passed and trends have changed. Specifically, the addition of their sportswear line that was introduced to push sales within the womens department. This is the area I would like to adapt and provide a new range for.

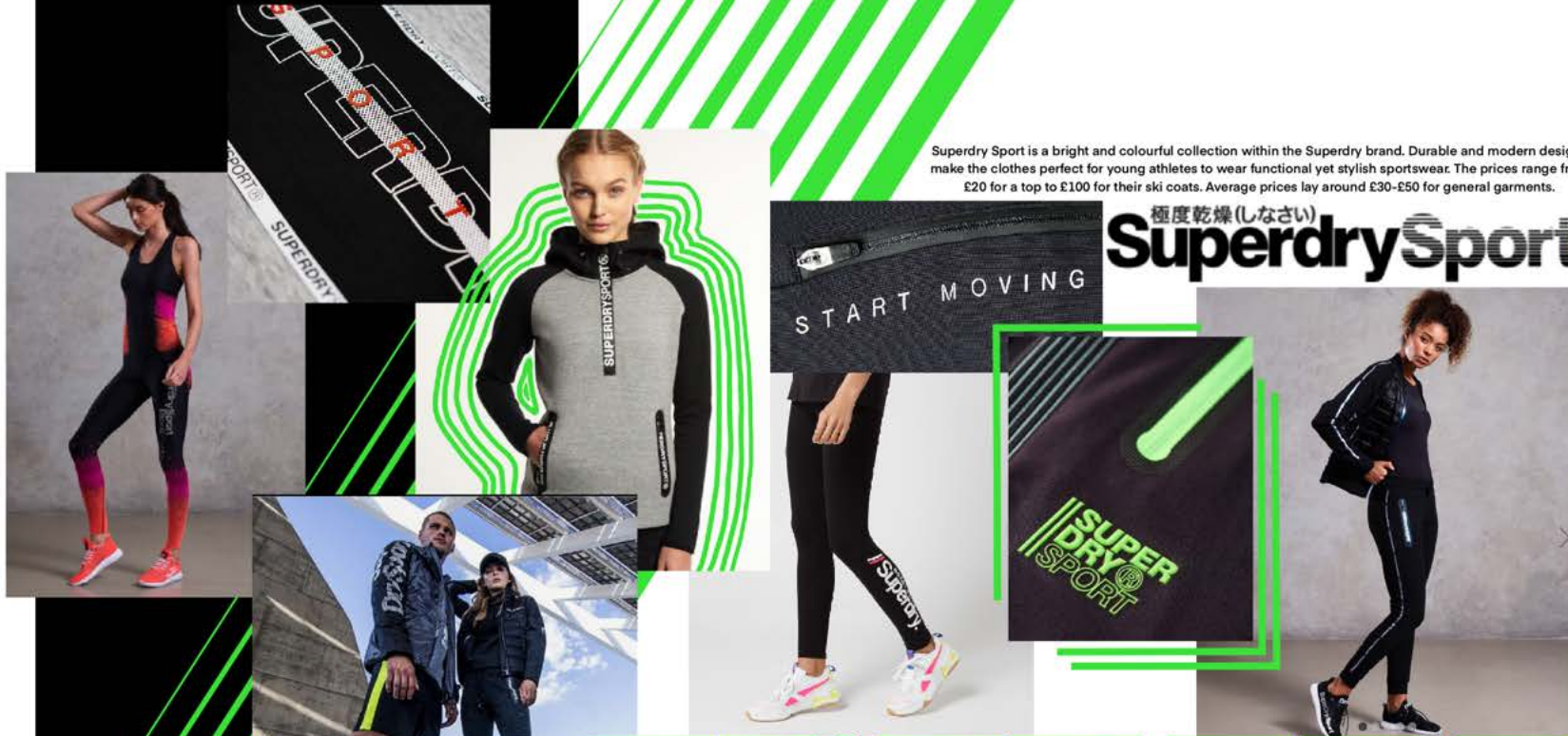
要么赢，要么死！(しなさい)
Superdry.



<https://www.superdry.com/uk/>

Superdry Sport is a bright and colourful collection within the Superdry brand. Durable and modern designs make the clothes perfect for young athletes to wear functional yet stylish sportswear. The prices range from £20 for a top to £100 for their ski coats. Average prices lay around £30-£50 for general garments.

極度乾燥(しなさい)
Superdry Sport®



Streetsport Crop Tank Top

3 colours

was £22.99 now £16.09



Training Graphic Tight Shorts

3 colours

£34.99



Training Graphic Sports Bra

3 colours

was £34.99 now £24.49



Training Graphic Tight Shorts

3 colours

£34.99

High street sportswear brands with similar consumers and price brackets would include brands such as Puma and Adidas. These brands are current and trendy and have some items that are seen as staples in a wardrobe of a modern millennial. Their clothes aren't always sports directed. Some are more casual wear or streetwear rather than sports. I would like to bring this element of high end streetwear to Superdry Sports range.



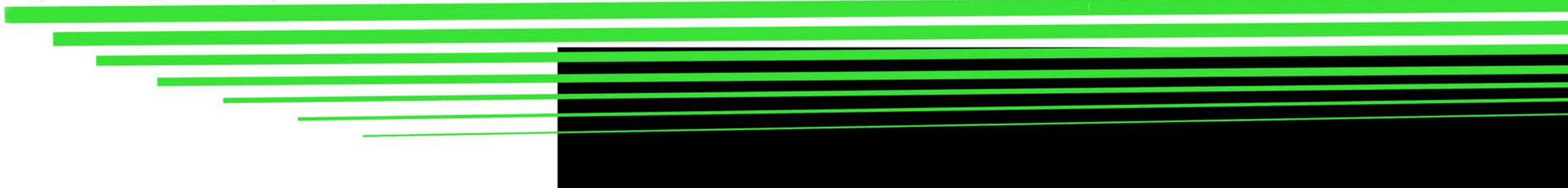
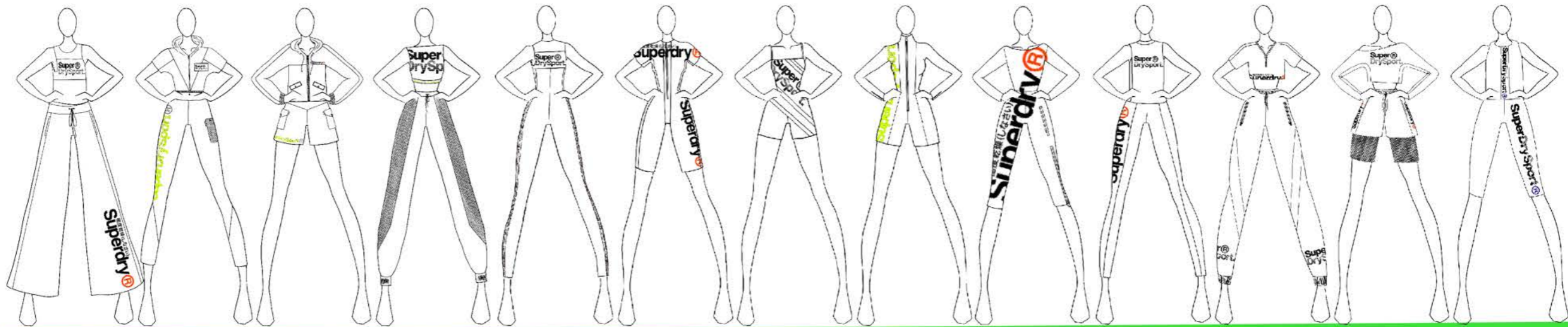
COMPETITORS

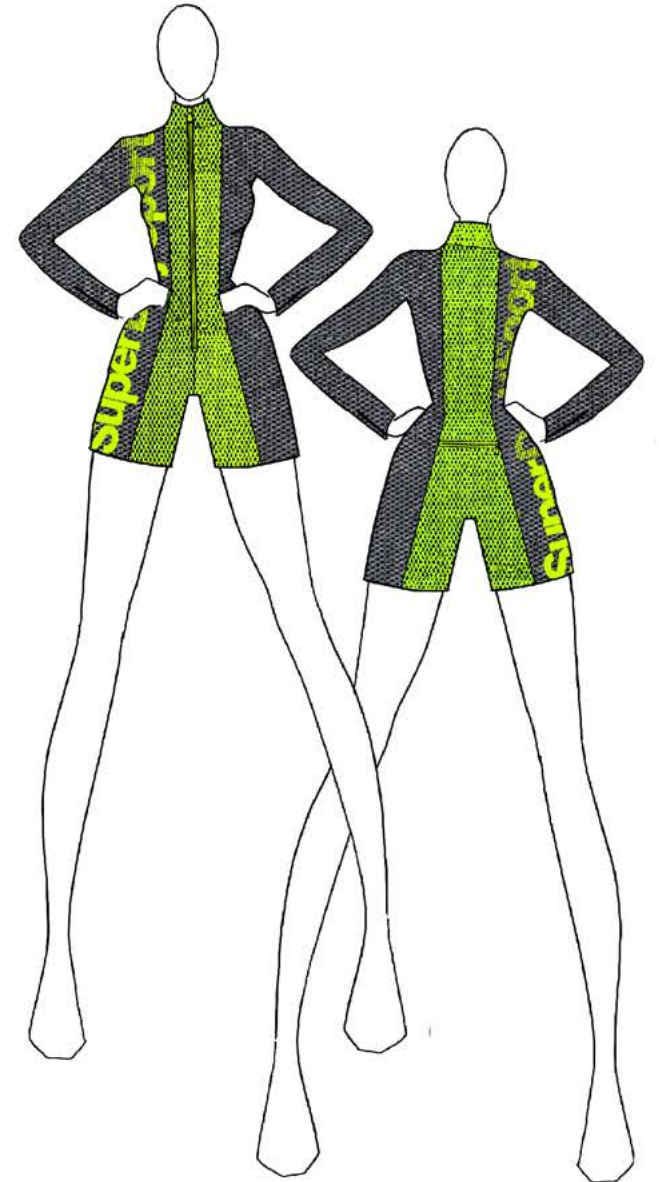
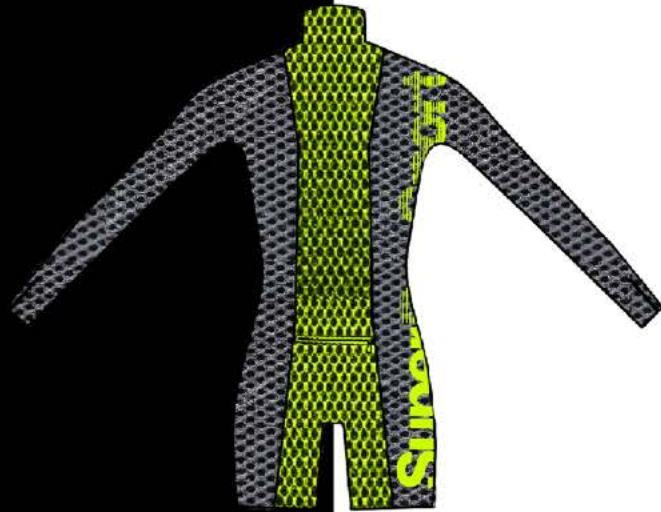
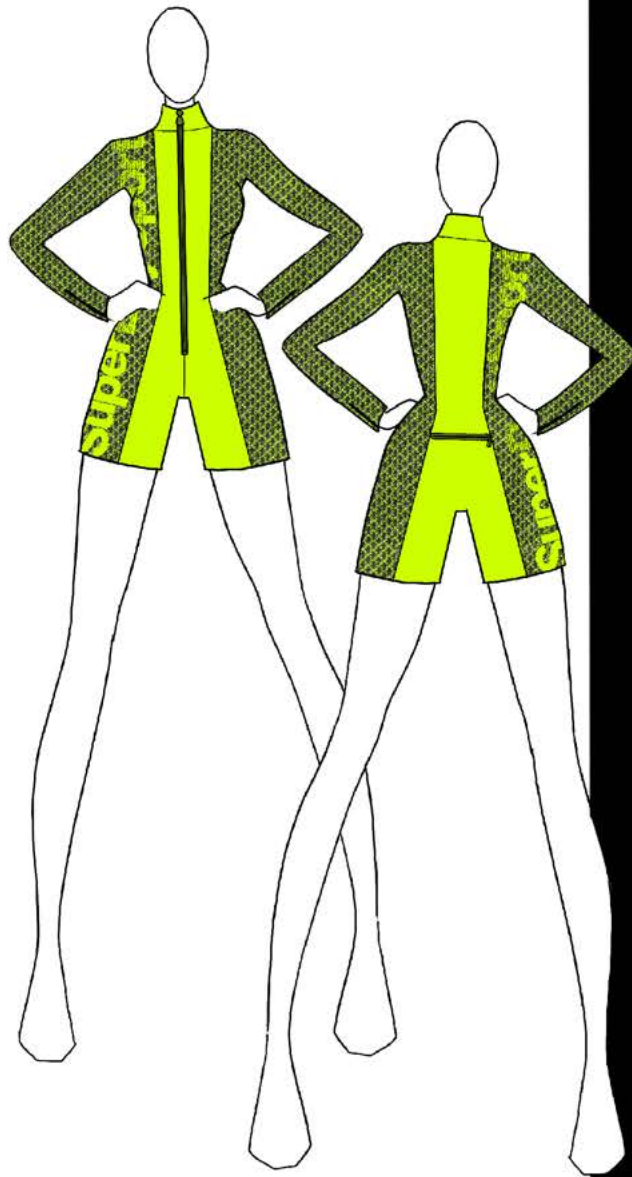


Airtex mesh
Polyester jersey
Sportswear mesh

SPORTSWEAR FABRIC

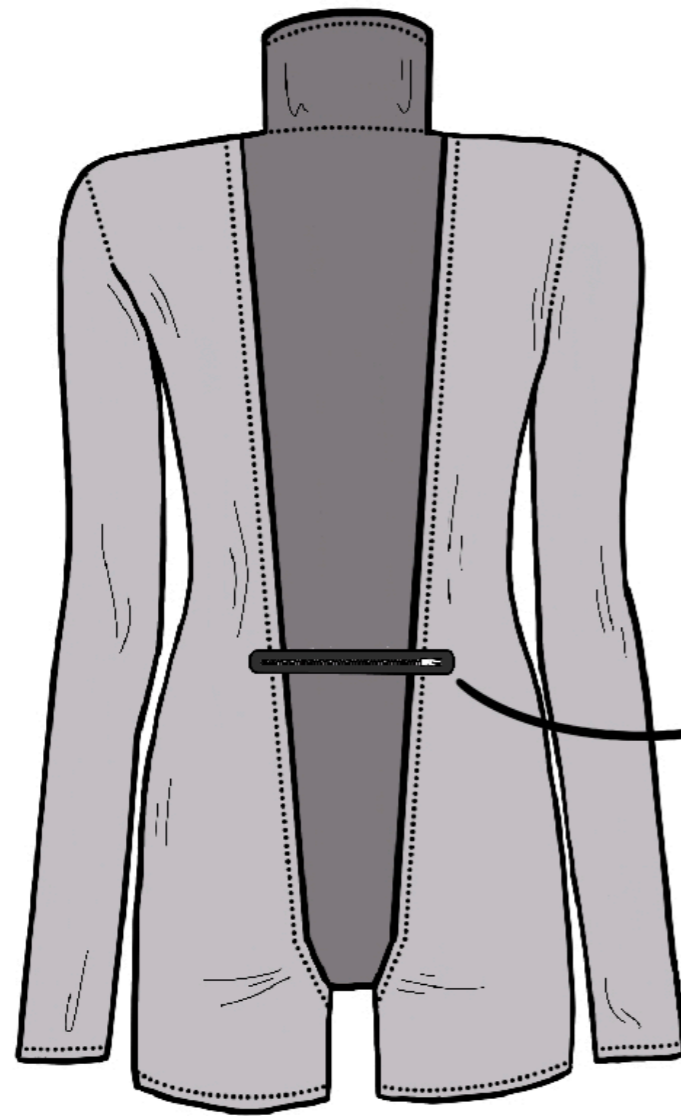
要么赢，要么死！(しなさい)
Superdry SPORT





極端乾燥(しなさい)
Superdry Sport®

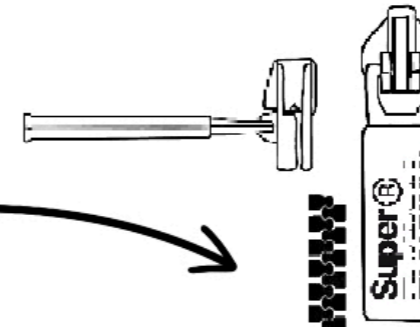
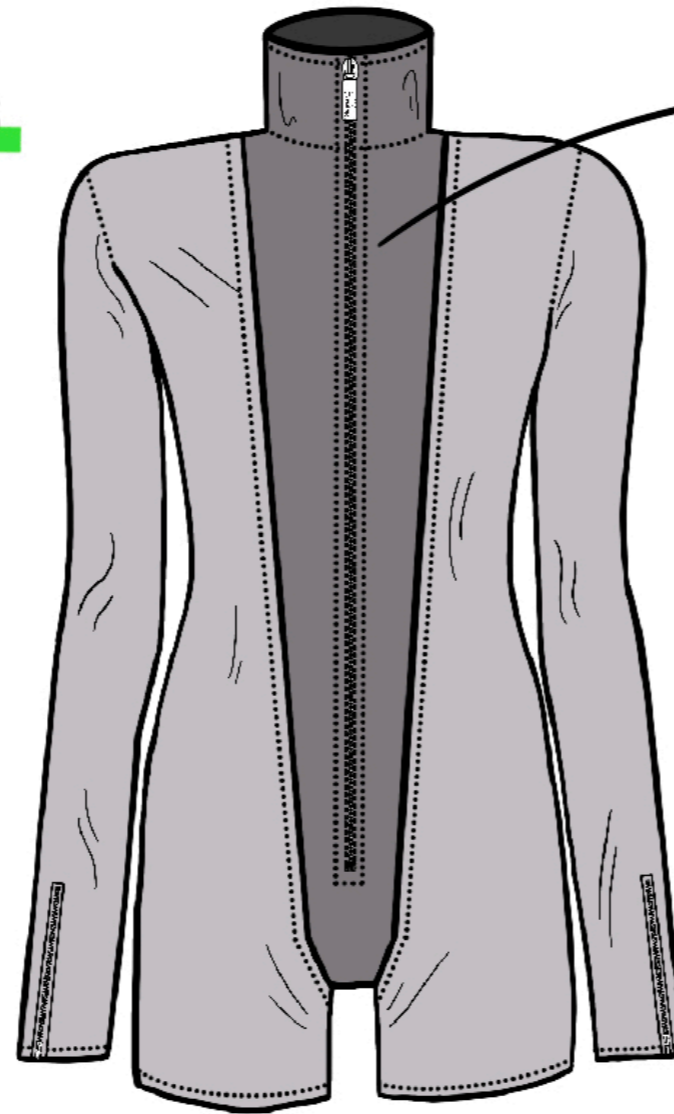
Working Drawings and Key Features



Back Pocket
To fit in music devices, phones etc. A rubber zip to add grip for consumer. Generic sizing should fit large phones



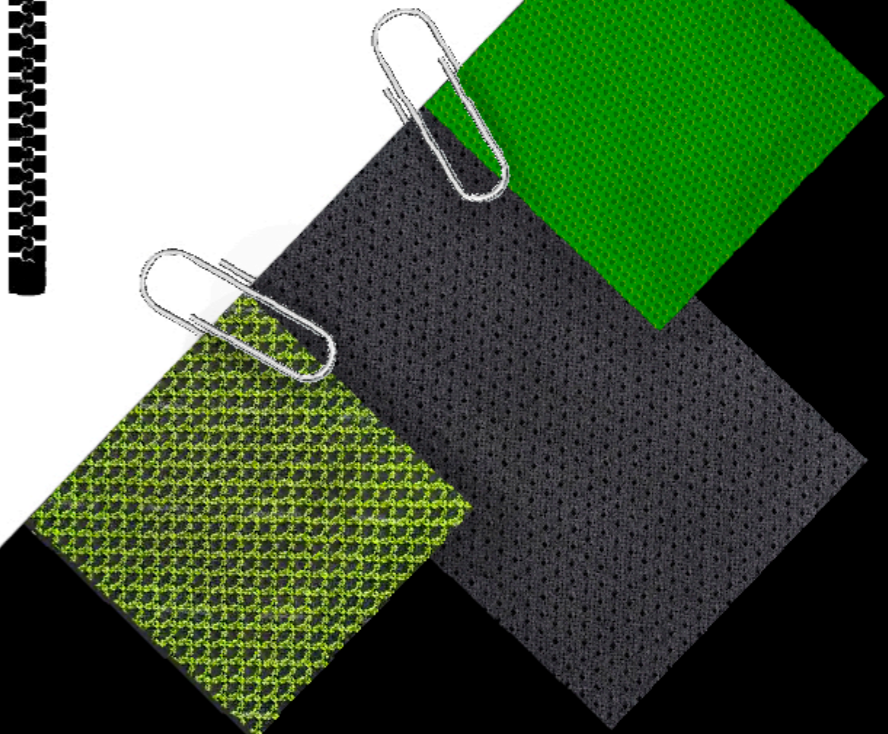
Reference



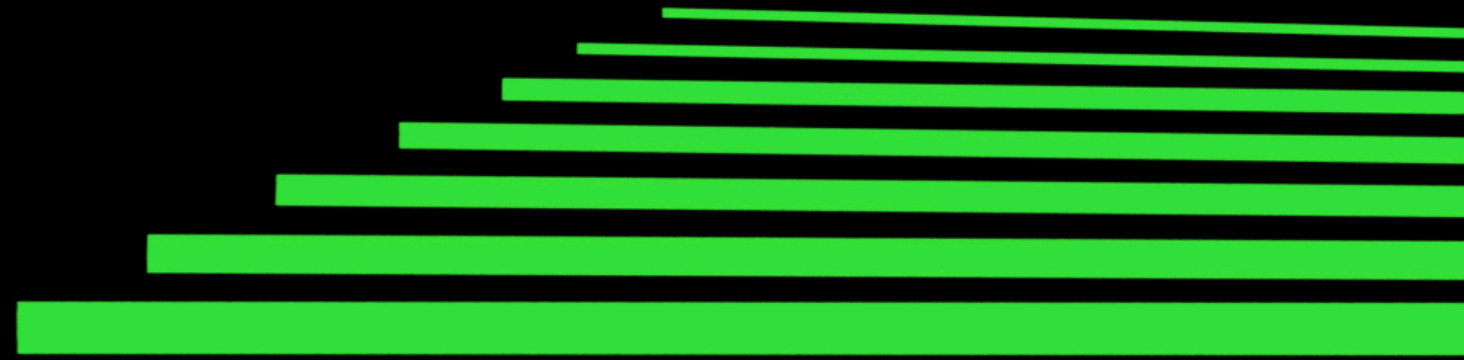
Chunky Rubber Zip
The zips all over the garment are chunky teethed with a rubber head to add grip and texture. It should be a contrasting colour such as green to the darker fabrics used



Reference



Fabric choices
The fabrics should be breathable, comfortable and water resistant.
This garment is for casual and sportswear so the materials should be high quality and sustainable for use.
Match colour schemes of green and black





RECYCLE

UPCYCLE- reuse (discarded objects or material) in such a way as to create a product of higher quality or value than the original.



DENIM



Client Profile

Individuality



Fashionable



Environmentally Aware



Thrifty





*Repurposed Denim
Increasing value by extending the lifecycle of garments*

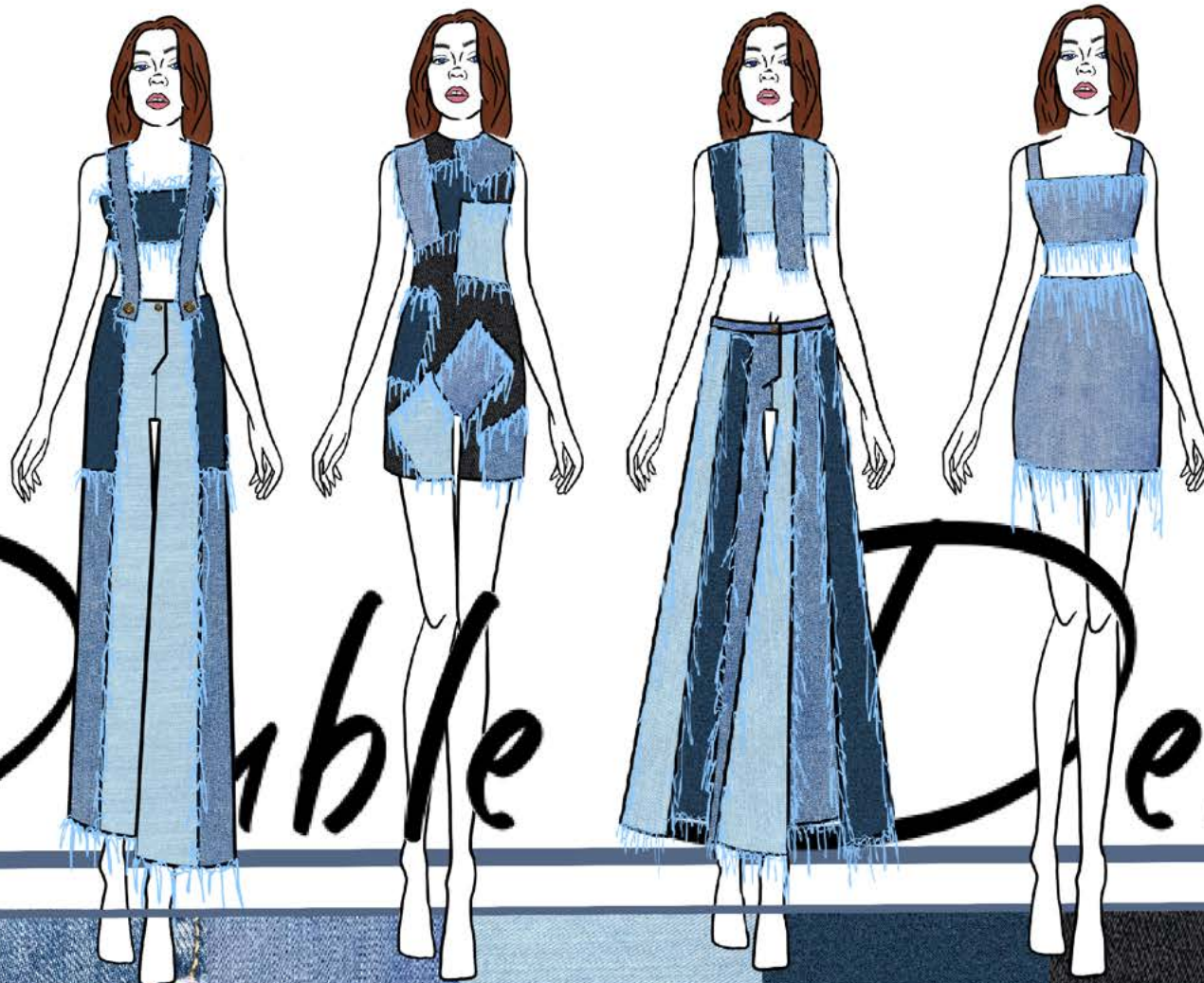


Double Denim

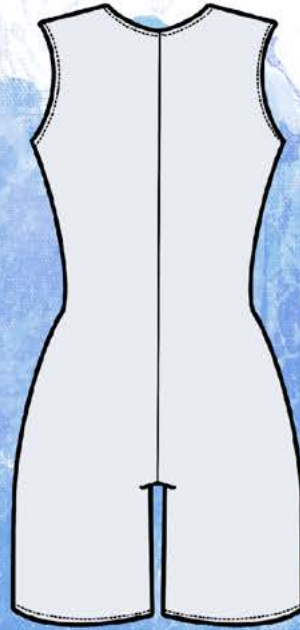


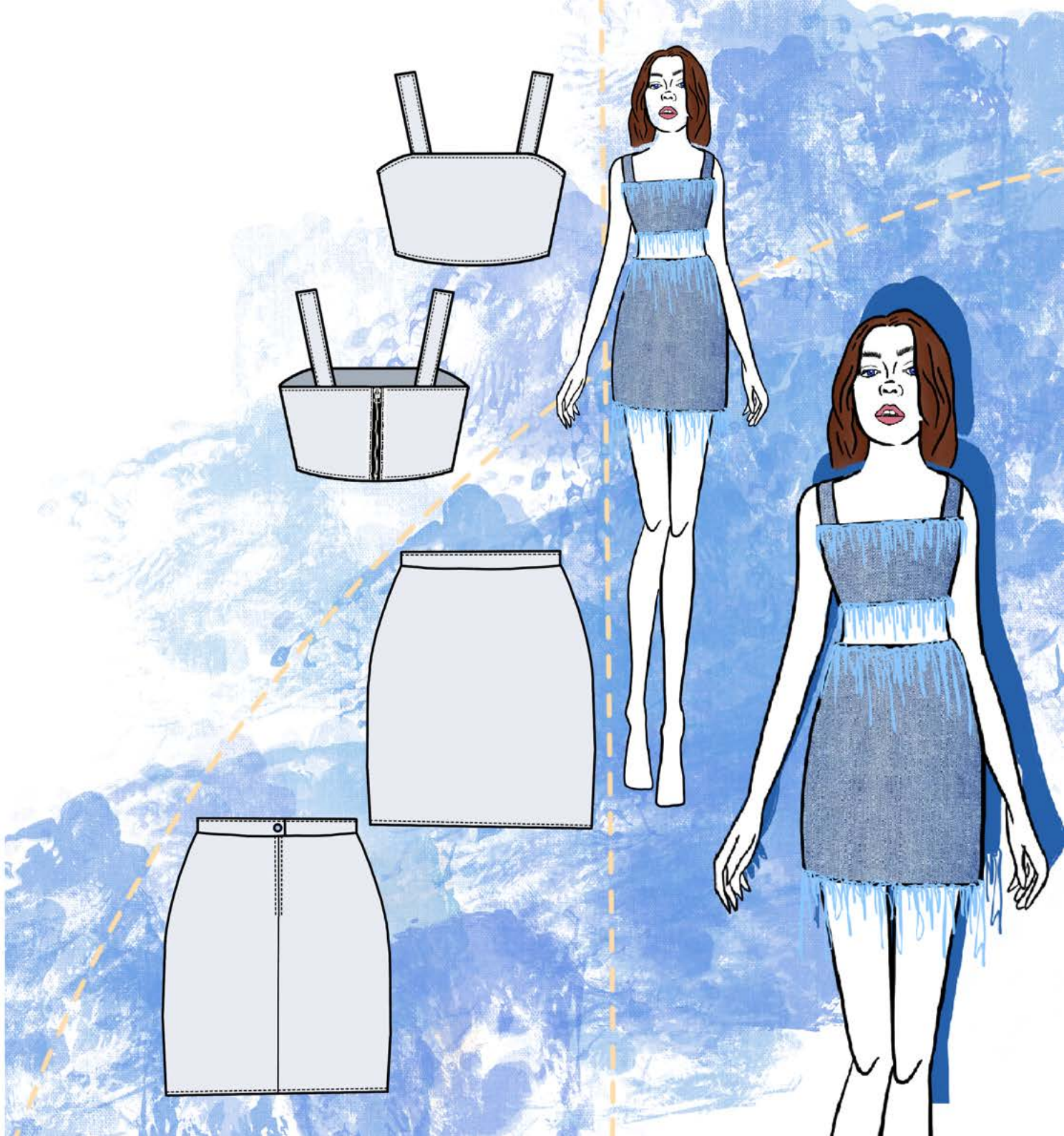


Double Denim

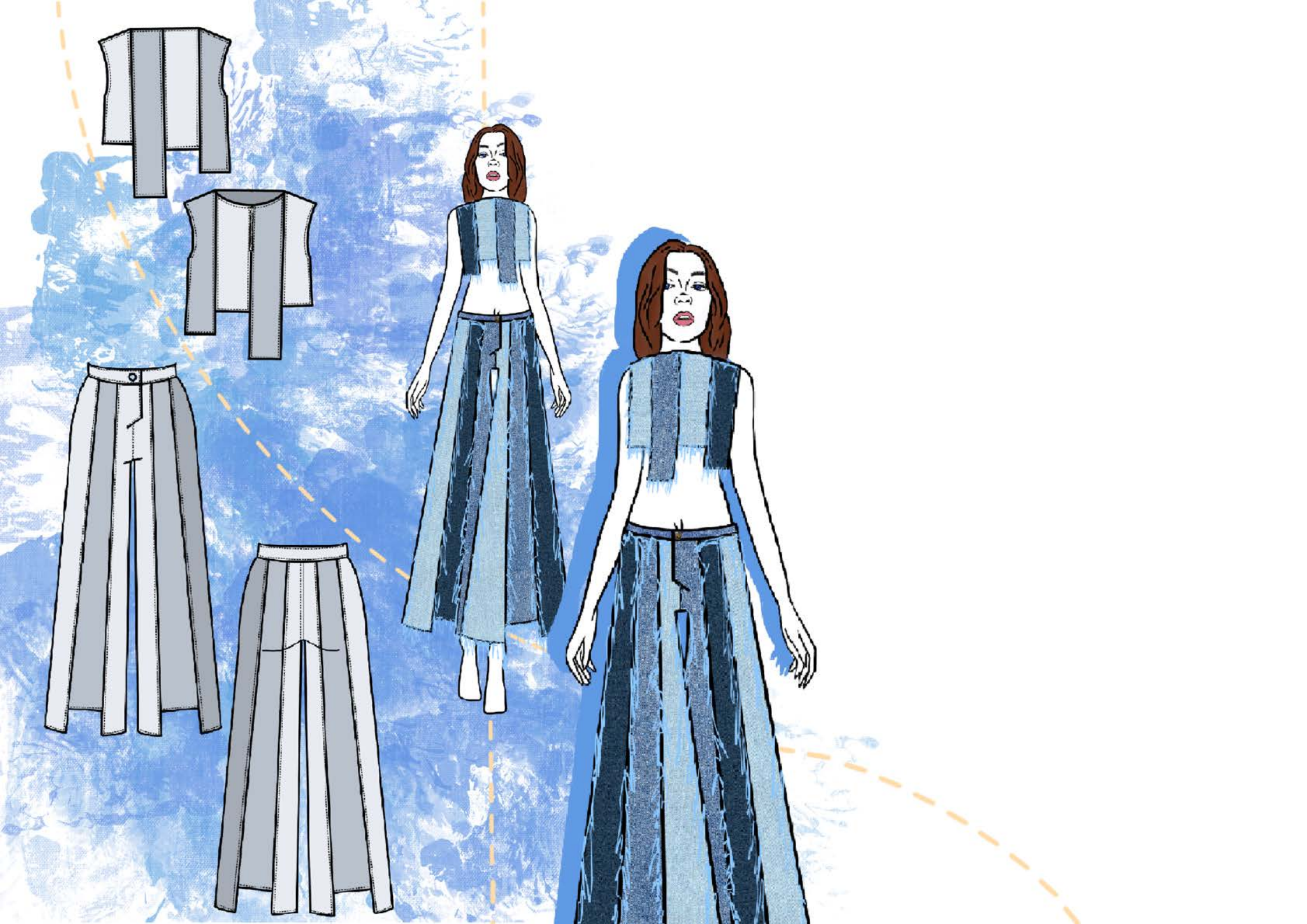


Double Denim











In African tribes there is a tradition when men and women come of age between 16-20 and are tattooed with tribal tattoos to symbolise their growth in the community. The pain undergone through the tattoo process proves they are strong enough to start into adulthood, being responsible and start making a family. In current western tattoo parlours there is a trend called the Brutal Black Project where it is said to be a spiritual and sensual experience to be tortured and experience intense pain through blacking out large areas of their body with rough and harsh tattoo techniques. These linking together with pain to show strength and gain spiritual experience is the inspiration for my designs.





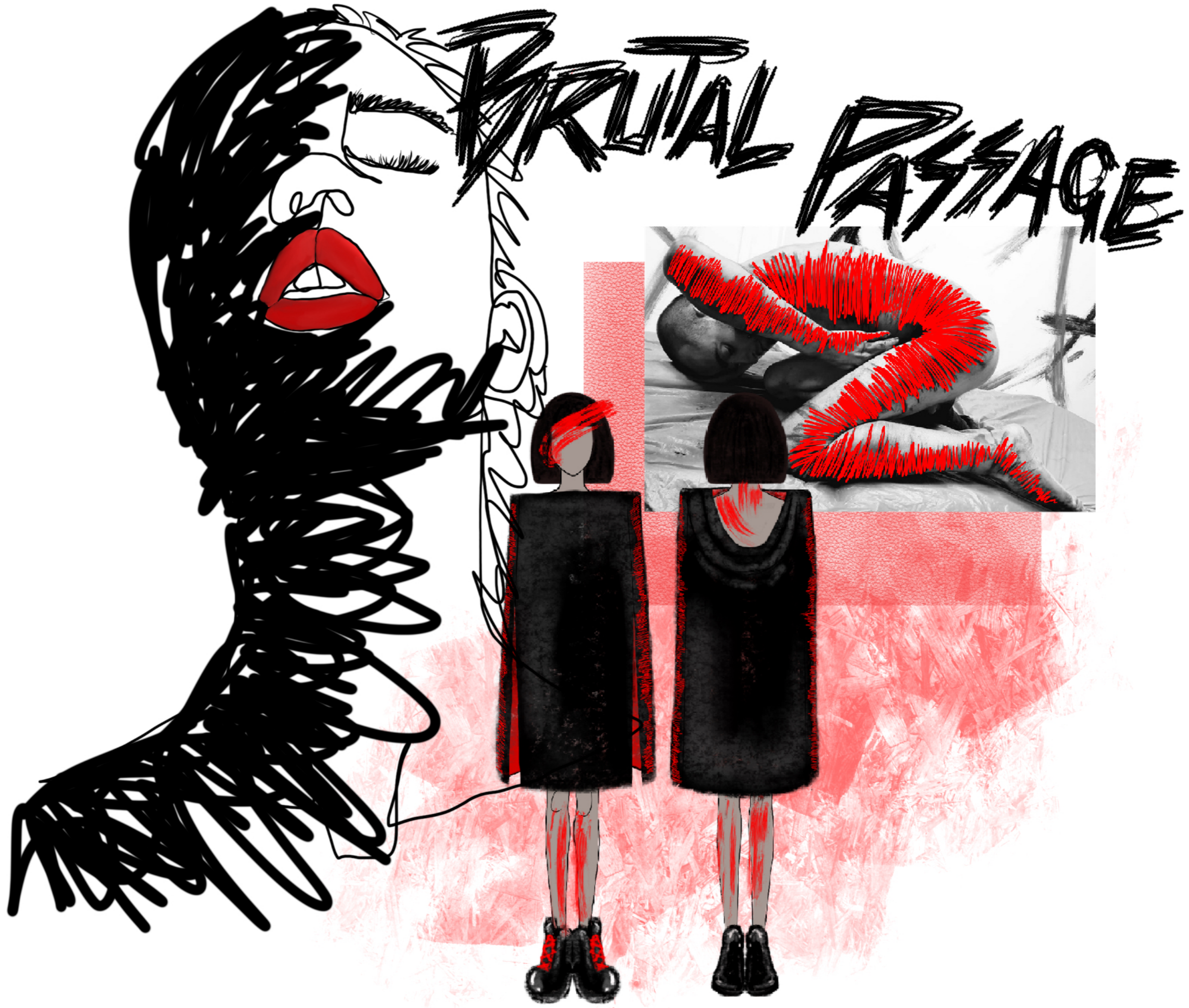




ARTIST
ARCHITECTURE

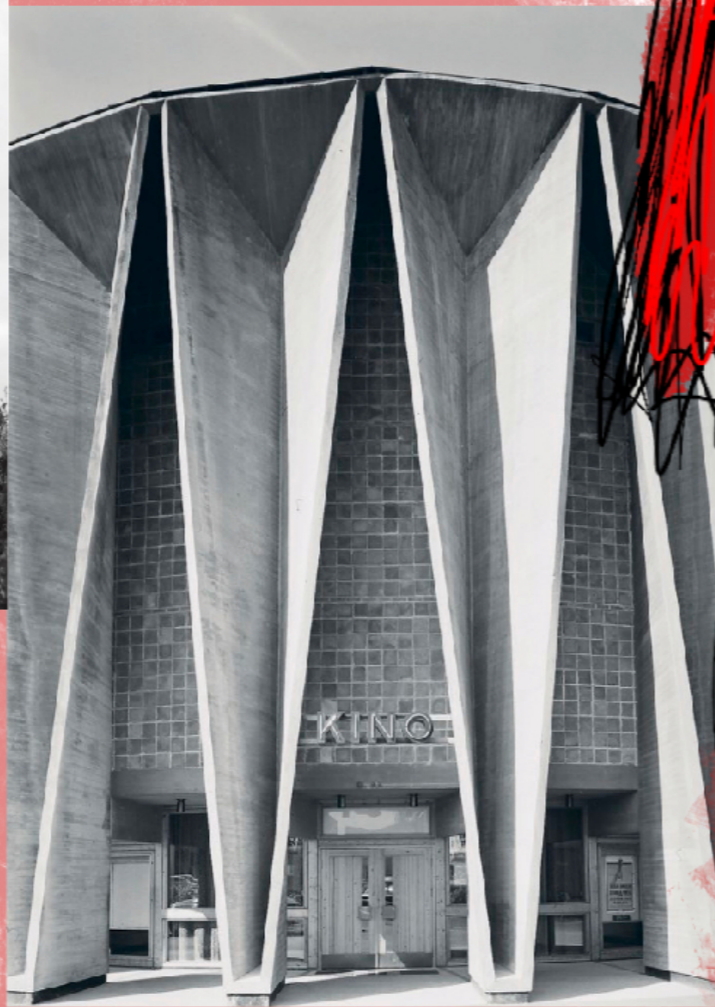
RITUAL PASSAGE





CLIENT PROFILE

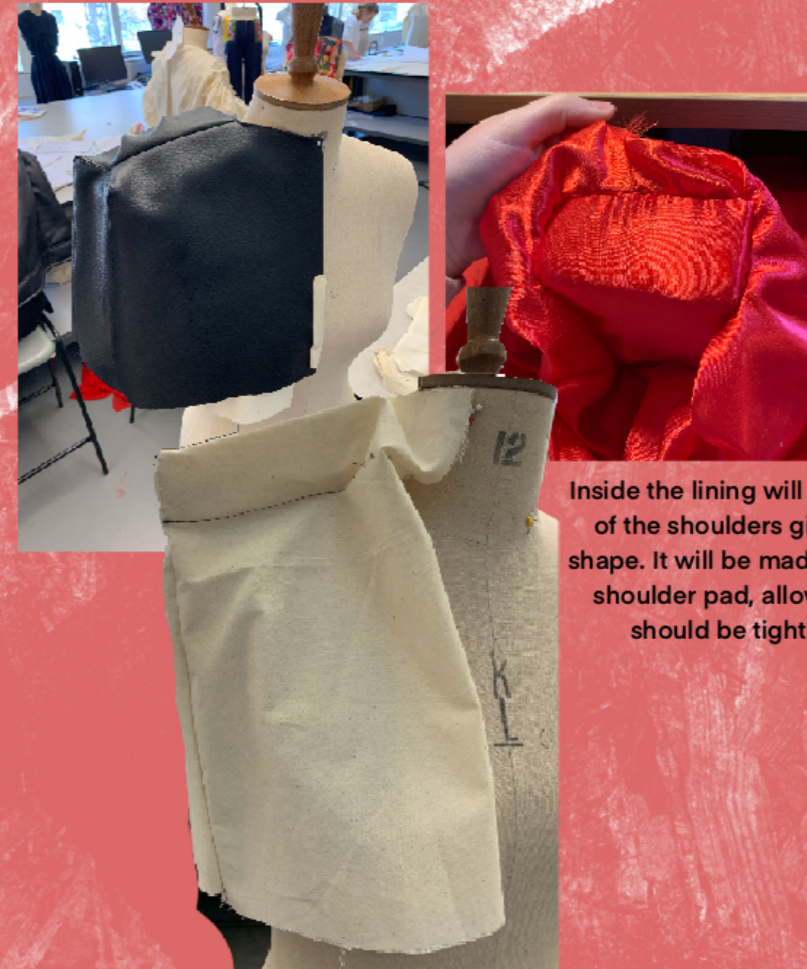
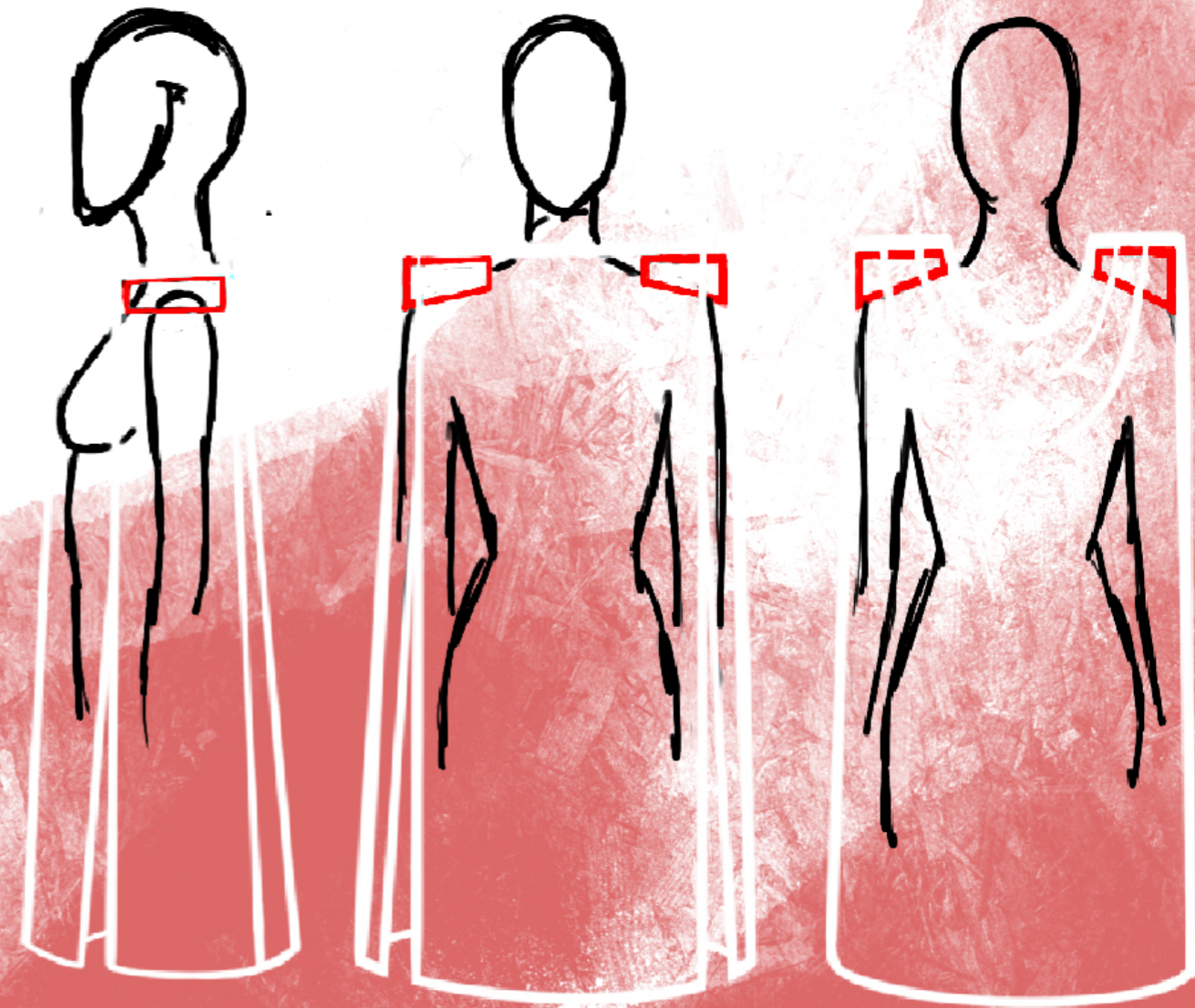
To link to my theme of coming of age ceremonies, consumers would be people coming of age between 18-21 years old. They would be celebrating their birthday and in need of a garment to show the internal struggles, strong and powerful personalities. A garment is soft and comfortable to comfort consumers after the struggles and pain of growing up and coming of age traditions.





PARADISE

INITIAL



Inside the lining will be a form of structure to hold the shape of the shoulders giving that architectural link and strong shape. It will be made from a foam shaped block similar to a shoulder pad, allowing it to be comfortable but sturdy. It should be tight so the foam doesn't move around.

