

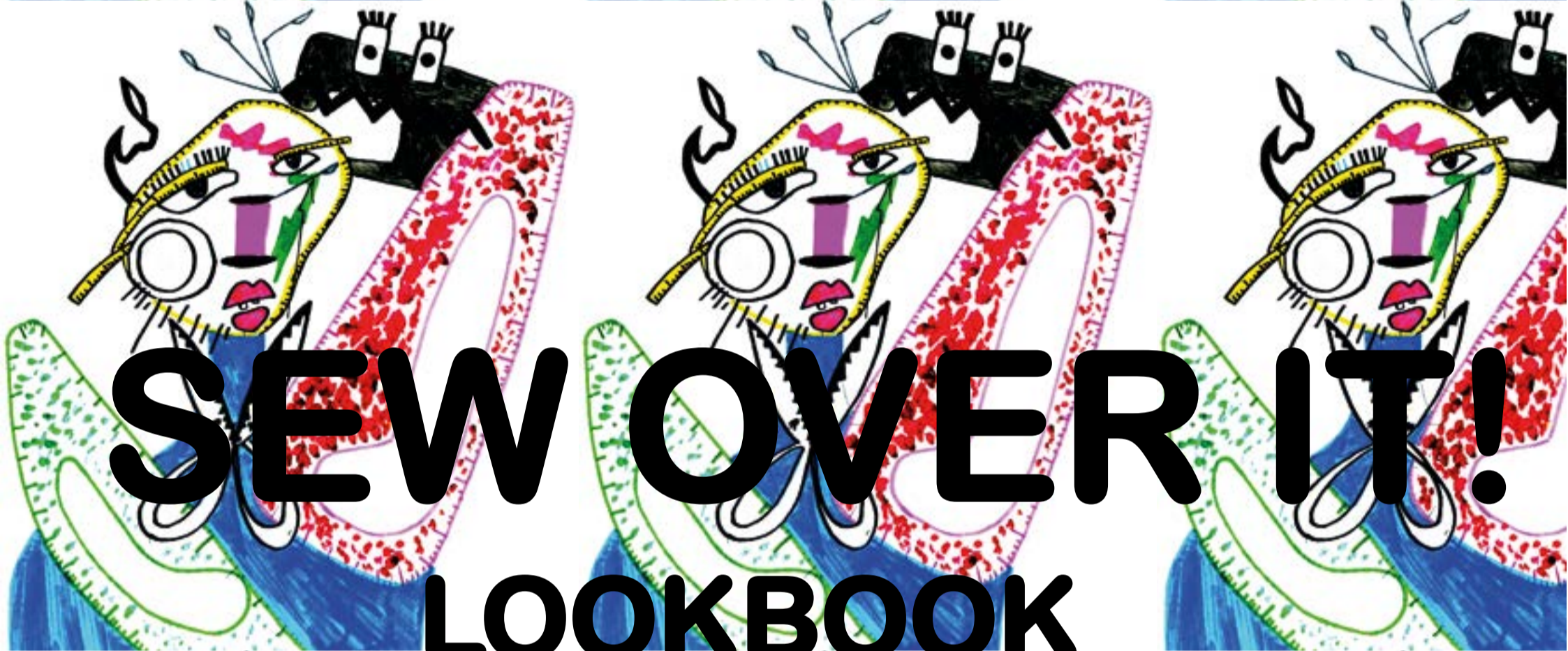
Phoebe Jasmine Potter

Graduate
Collection
Autumn/ Winter
2021
SEW OVER IT!

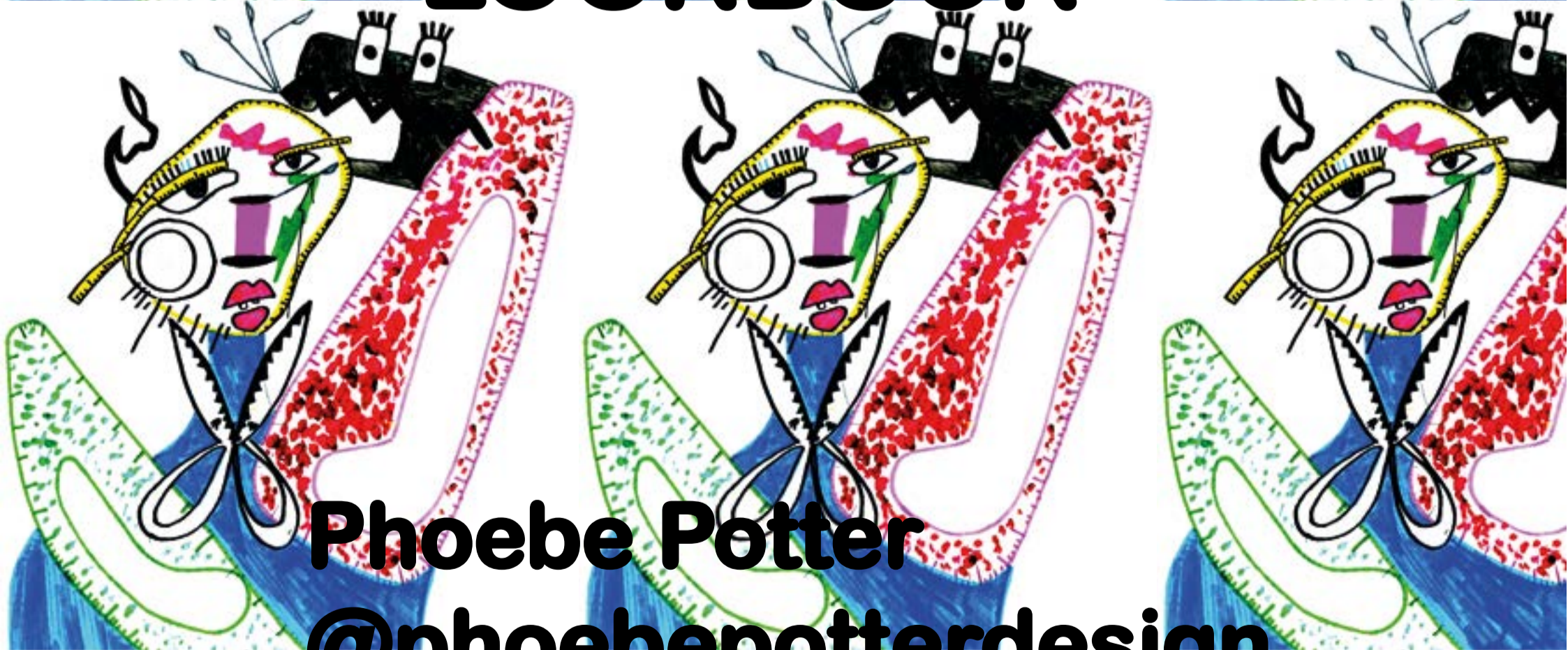




**Autumn 2021
Winter**



**SEW OVER IT!
LOOKBOOK**



**Phoebe Potter
@phoebepotterdesign**





SEW OVER IT! A highly illustrative and print based collection visualising the anxious thoughts I face when sewing and pattern cutting. In June 2019 I visited Brick Lane, the street art and graffiti appealed to me as I was on a lone trip and felt like I fitted in on this crazy, eccentric, and colourful street. No brick is left untouched and the street acts as a canvas for creation and illustration. There is a variety of mixed media and monster faces on this street which got me thinking (and drawing)...

I discovered the quote by Charles Darwin as part of my research, "we stop looking for monsters under the bed when we realised they were inside of us" and this epitomises my collection and how a worry and fear can become scary, almost a monster in your head trying to hold you back. Over my time studying fashion at University these 'fears' had started to become 'monsters in my head' of which to take control of I have creatively illustrated and combined my fears into my garments, I have transformed these into monsters and pattern cutting tools, personifying my fears giving them a childlike fun stance in order to make the pattern cutting and sewing process bearable. Generating canvases to hold my illustrations and prints, projecting the overwhelming scale my thoughts amount to, through the medium of prints. Illustrated sewing machine monsters, moody princesses and pattern cutting tools give off an aura of childhood dreaming and dress up in order to escape the chaos of the mind, reflecting my vision as fashion as narrative. The street art I saw on Brick Lane told a story and was highly personal, so I wanted to share and visualise my own story and journey throughout my designs/ collection, re facing my fears. I have used mixture of soft cottons and comforting fun fabrics such as terry towelling and felt to visualise the protective power my collection will hold. Drawing and illustrating provides me with escapism and enjoyment of which I wanted this element to come across in the collection. My collection through the use of colour is fun and frivolous with a personal edge and narrative to it. Grayson Perry dressed as his alter ego Claire is the silhouette inspiration behind my project.

Look 1: SHAKY





Look 2: DRAMATIC



SEW
OVER
IT

SEW
OVER
IT

SEW
OVER
IT

SEW
OVER
IT

PAINT
YOUR
OWN
DESIGN

PAINT
YOUR
OWN
DESIGN

PAINT
YOUR
OWN
DESIGN

PAINT
YOUR
OWN
DESIGN







I fear the monster in my head

MONSTERS

MONSTERS

I fear the monster in my head

MONSTERS

PAINT

PAINT

YOUR OWN DESIGN

PAINT YOUR OWN DESIGN

PAINT YOUR OWN DESIGN

PAINT YOUR OWN DESIGN

I fear the monster in my head

I fear the monster in my head

monster in my head

YOUR

YOUR

Look 3: CATASTROPHIZE

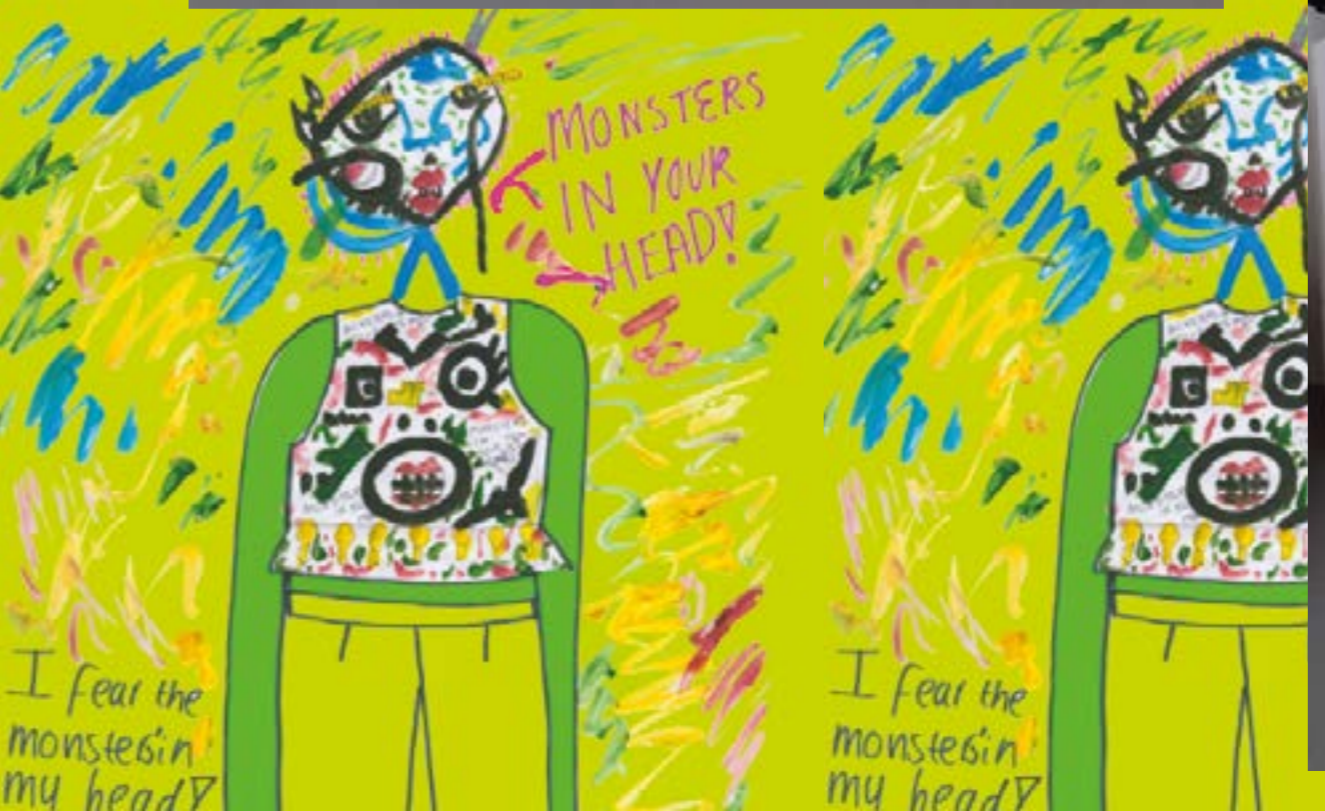




SEW
OVER
IT

SEW
OVER
IT

SEW
OVER
IT





Look 4: DOOM





Doom

Dread

Catastrophize



Shaky

Dramatic



Final Graduate Collection

**SEW OVER IT!
AUTUMN/
WINTER 2021
Visualising
my "fear" of
sewing through
illustrative prints**



Brick Lane Street art

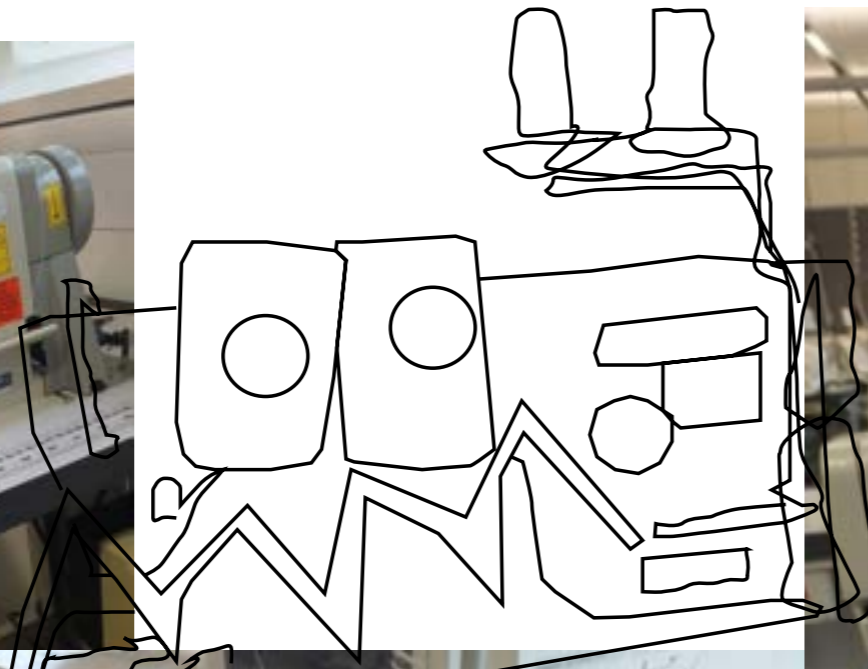
Brick Lane Primary research



The street art/ graffiti appealed to me here as I was on a lone trip and just felt like I fitted in on this crazy eccentric street. The mixed media and feelings that were evoked were extraordinary, whilst having a monster like feeling about them

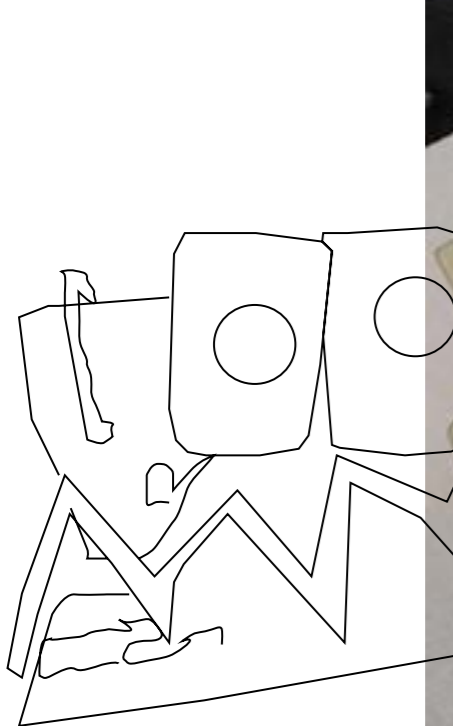
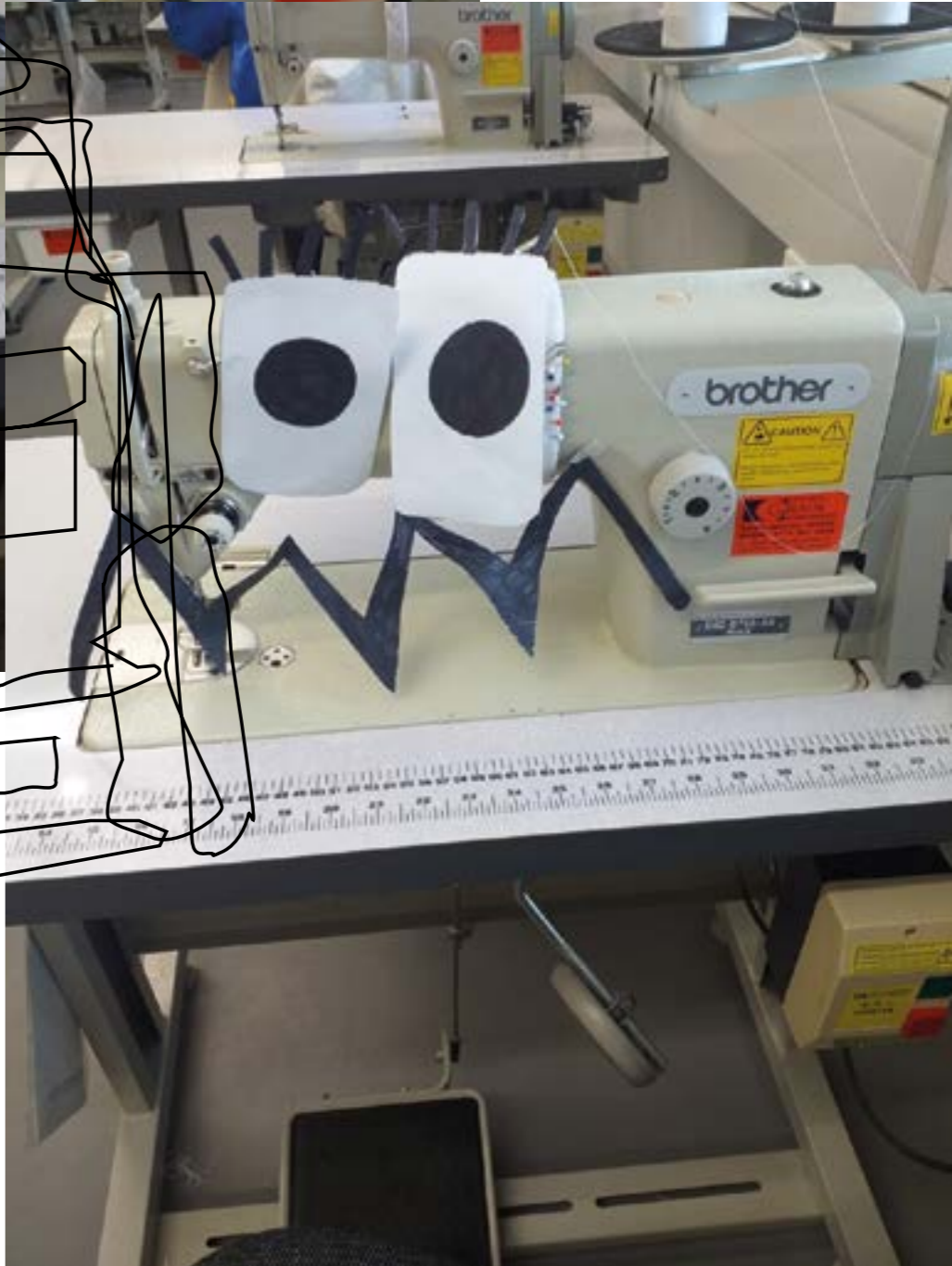
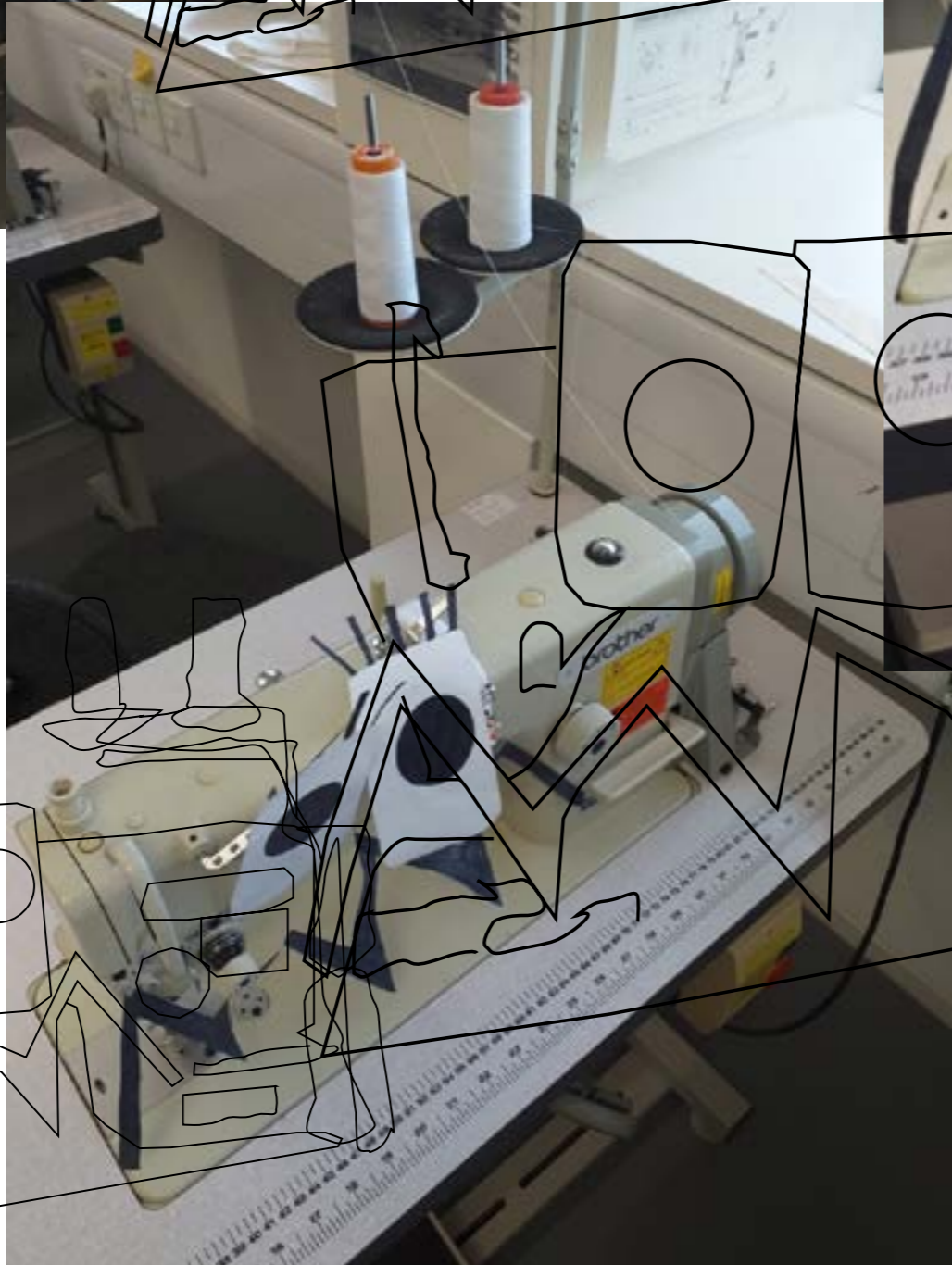


No brick is left untouched from art!! Canvas for creation and illustration!



**SEW OVER IT!
Monster sewing
head research.
achieved by
“refacing” the
sewing machine-
personifying the
machine through
illustration**

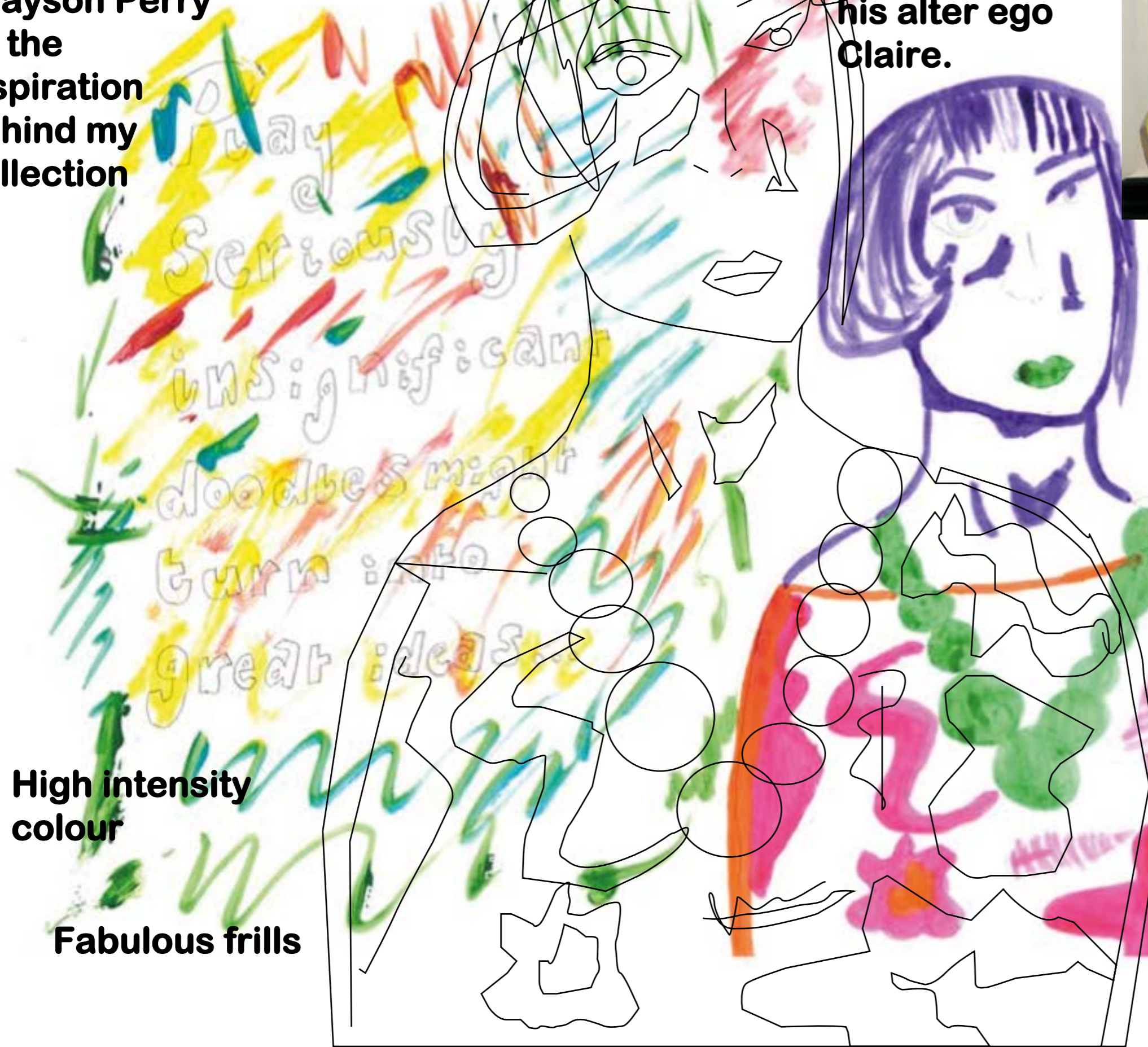
**The
sewing
machine
of
DOOM...**



I selected the colourful and creative Grayson Perry as the inspiration behind my collection

Illustrative prints

The fabulous muse of my Collection- the artist Grayson Perry dressed as his alter ego Claire.



High intensity colour

Fabulous frills

Volume

Childhood silhouette and print inspiration



Examining the dramatic movements and poses of Grayson Perry dressed as Claire in order to inform print design. Grand, over the top and fun stance to fashion of which contributed to the idea of generating dress up playful looks and prints.

" Play seriously insignificant doodles might turn into great ideas!" Grayson Perry



In approach to my final collection I looked at my own style loves and taste. I noticed how I am drawn to bold bright prints and I have a very girly aesthetic and a love for flared trousers. I like to stand out and be bold with my fashion choices!



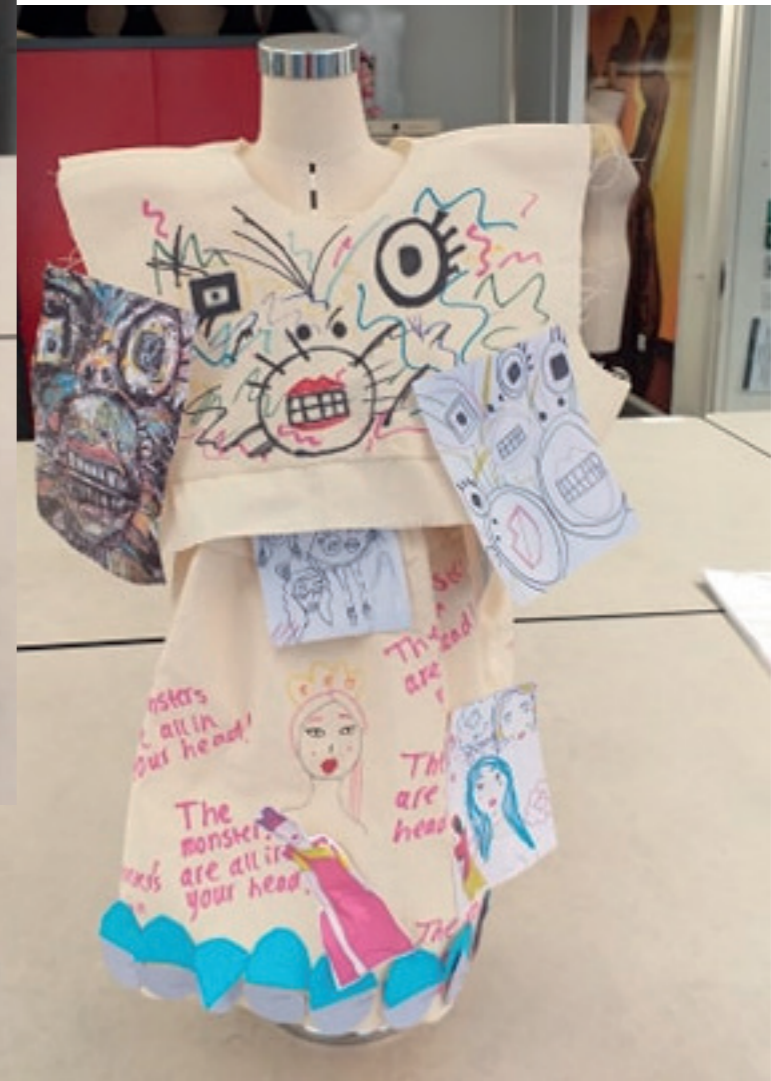
“PLAYING
dress-up
BEGINS AT
AGE FIVE
AND NEVER
truly ends.
-Kate Spade



I myself have always had a strong sense of what I will and will not wear, refusing to wear trousers at aged 3 preferring long dresses that I could twirl around in, something of which I wanted to incorporate into my Final collection. Drawing and illustrating provides me with escapism and enjoyment of which I wanted this element to come across in my collection.



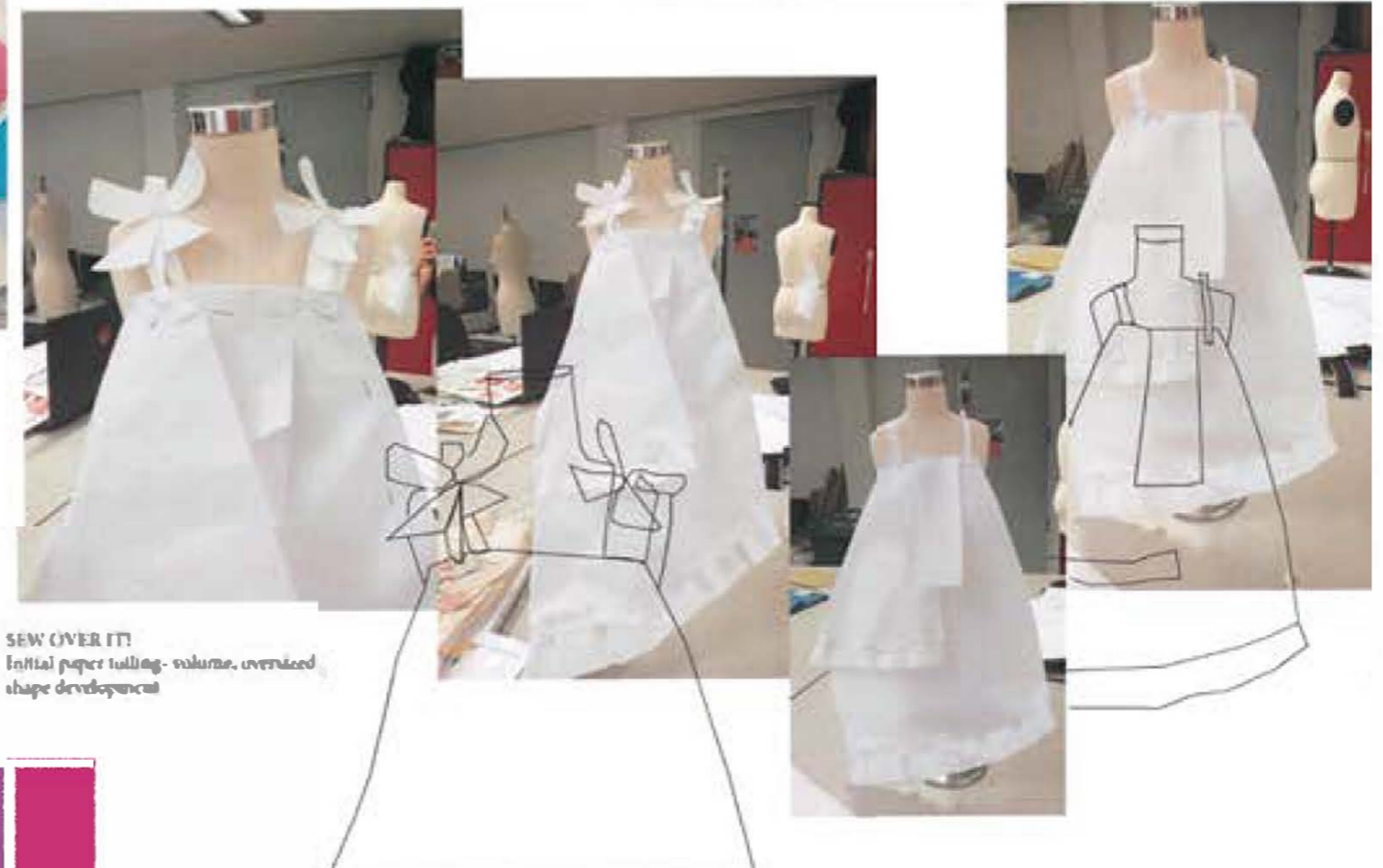
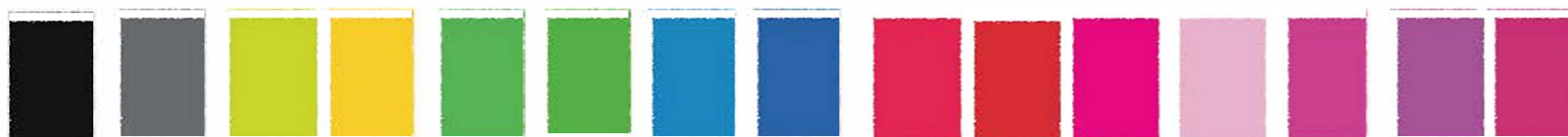
SEW OVER IT!
Visualising half scale silhouettes using fabric a stapler and pens by draping my artwork on a Barbie in order to generate oversized silhouettes and print placements within my designs.



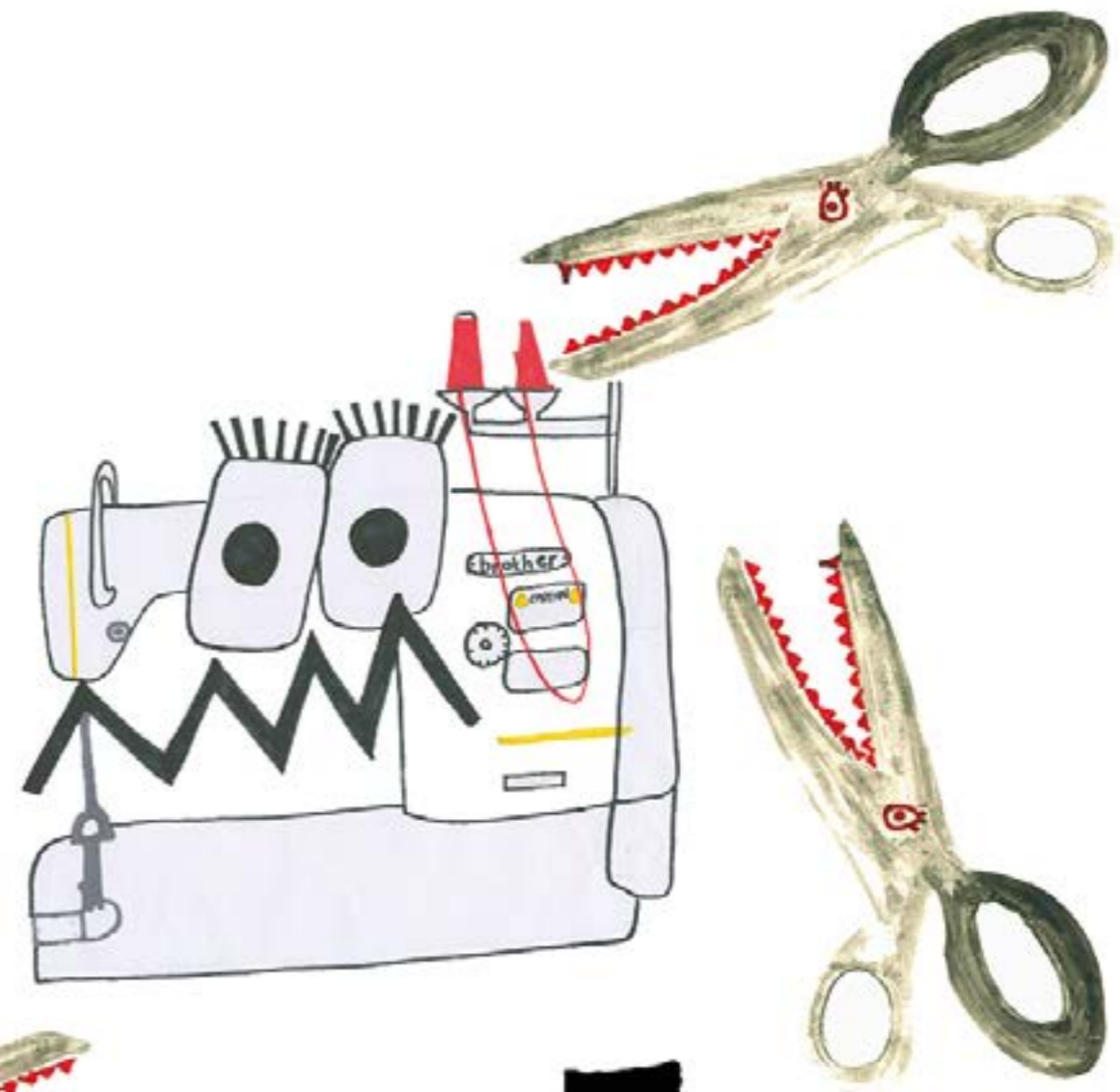
SEW OVER IT!
Overtop
toiling



SEW OVER IT!
Voluminous dress fabric
experimentations,
viewing the fabric as a
canvas to play with...



SEW OVER IT!
 Initial paper tulling - volume, oversized
 shape development



**SEW
OVER
IT**



PAINT
YOUR
OWN
DESTINY





Prints created using a mixture of inks, acrylic paints and pens



Print design process

200 dpi resolution image of which I hand illustrated then digitally scanned in and repeated using the Contrado printing online company



Cotton Drill
Look 1 "Dread" print
Dress skirt panel 1

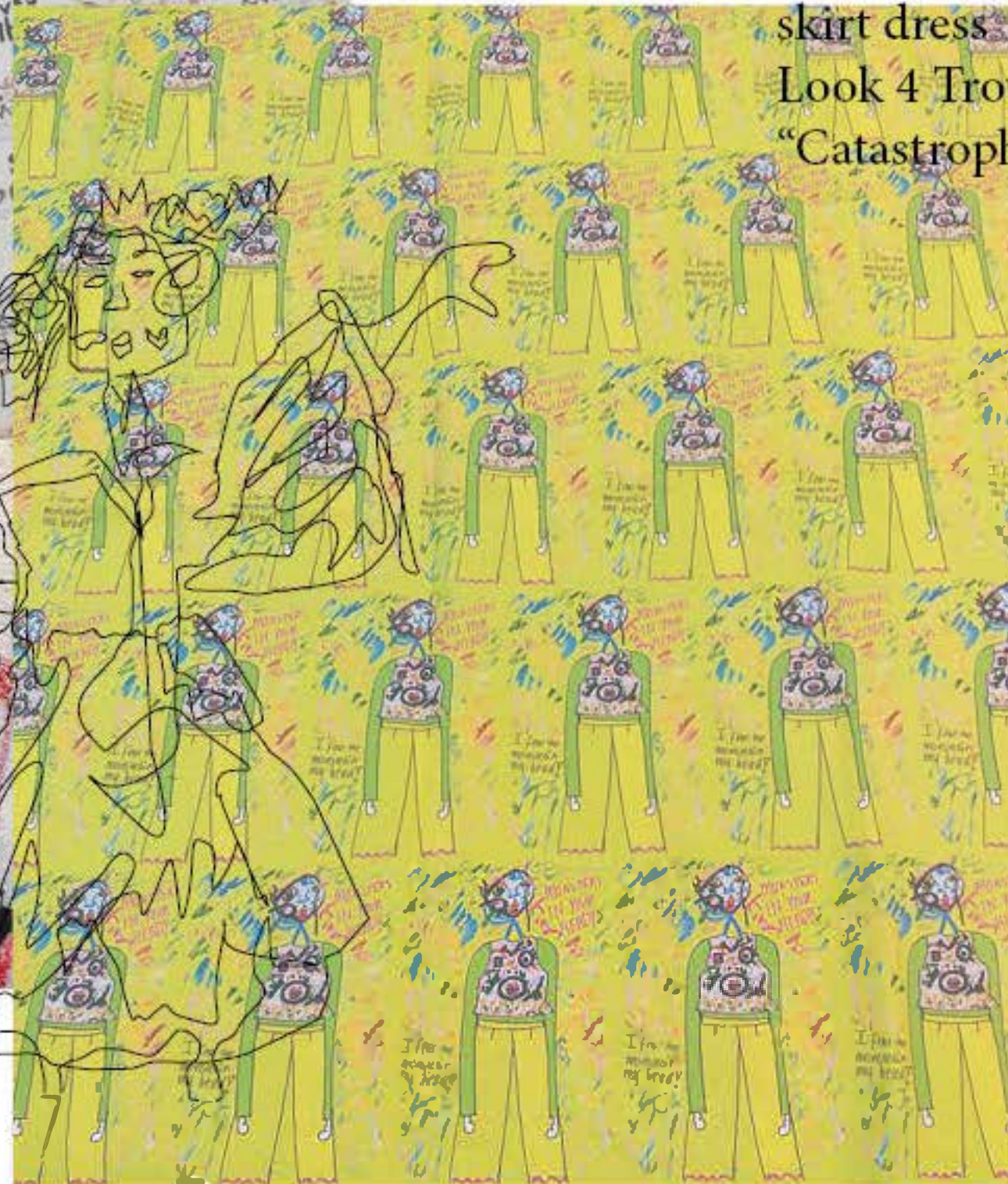


Cotton Drill
Look 1 "Shaky" print
Dress skirt panel 2

SEW OVER
IT! "Doom"
print in 3mm
poly felt and
fashion jersey

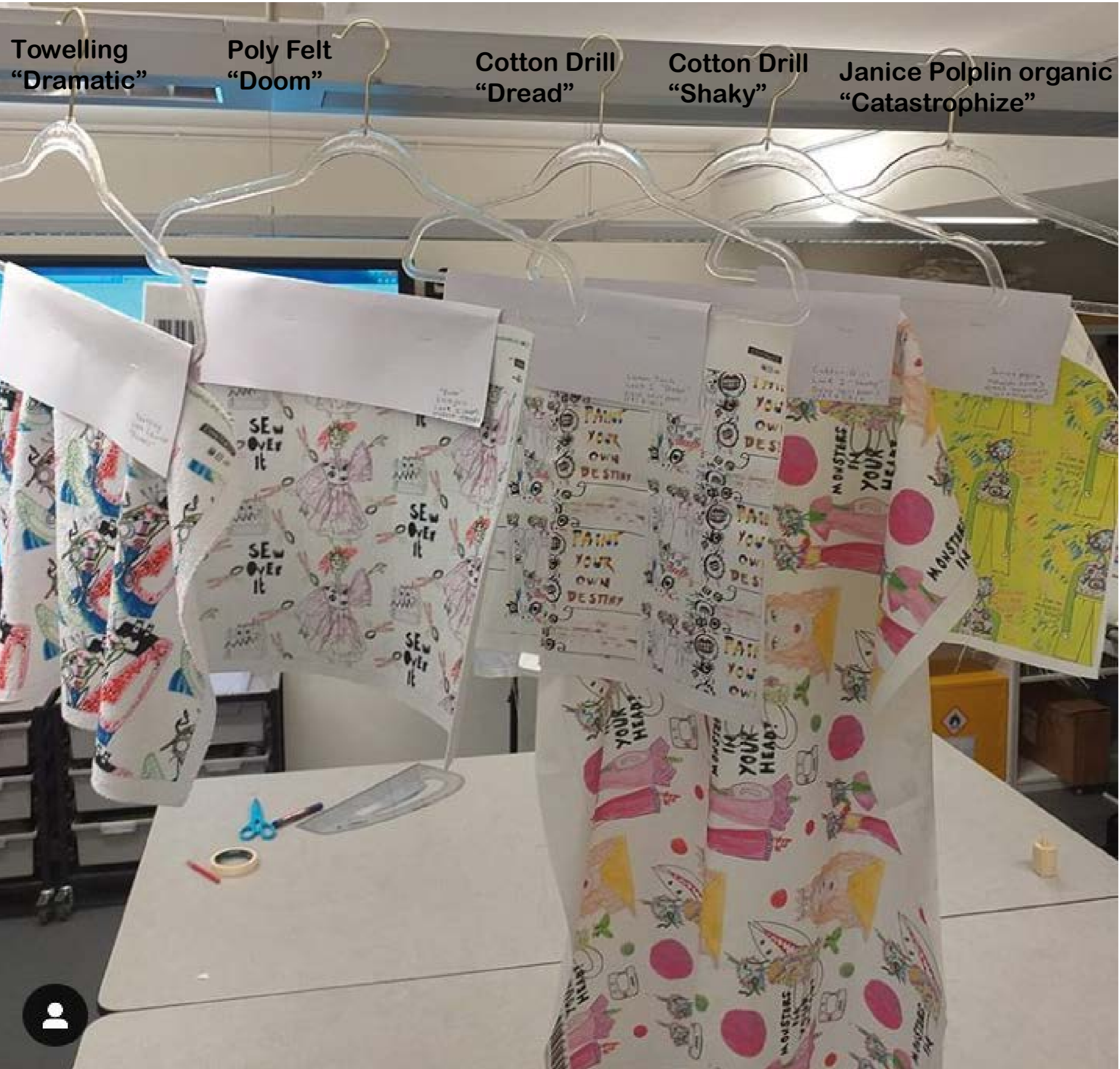


SEW OVER IT!
Janice poplin natural
and cotton drill
Look 3 Bodice and
skirt dress
Look 4 Trousers
"Catastrophize" print



**Toweling and soft fashion jersey
Look 2 overtop
Polo neck- soft fashion jersey
"Dramatic" print**





Towelling
"Dramatic"

Poly Felt
"Doom"

Cotton Drill
"Dread"

Cotton Drill
"Shaky"

Janice Polplin organic
"Catastrophize"

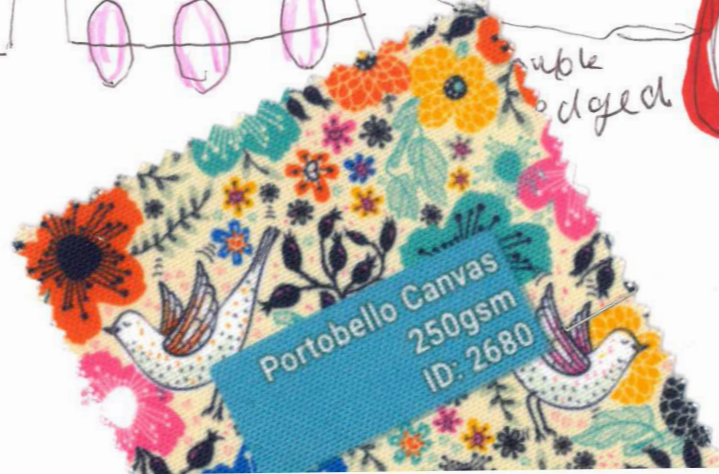




Colourful, chaotic, personified prints designed and illustrated in response to the overwhelming thoughts of anxiousness I feel when I pattern cut and sew.

X4 canvases for creation

Final line up
Sew over it A/W 2020





Look 3 - Janice poplin organza half drop print



Printed felt for huge removable paper shapes



Cotton twill - however I will be printing this design on cotton drill



Fabric - cotton drill - half scale drop paper



Look 4 - twilling print



**Hand illustrated and painted
Look 2 development**



**Generating volume on
the stand using my toiles
to get an overall
impact...**



MORE IS MORE!!!

"Paint your own destiny"

DESIGN DEVELOPMENTS
SILHOUETTE INSPO



"Paint your own destiny"

"All children are born artists"

The problem is how to remain an artist once he grows up" PICASSO



canvas
coll -
illustrated
on



Look 1



Look 2



Look 3



Look 4



1st Semester TOILE, TOILE, TOILE!



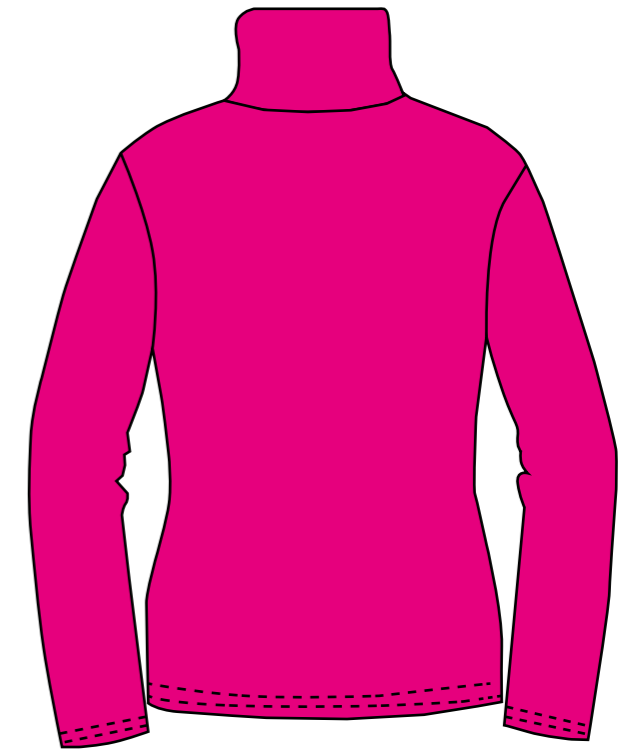
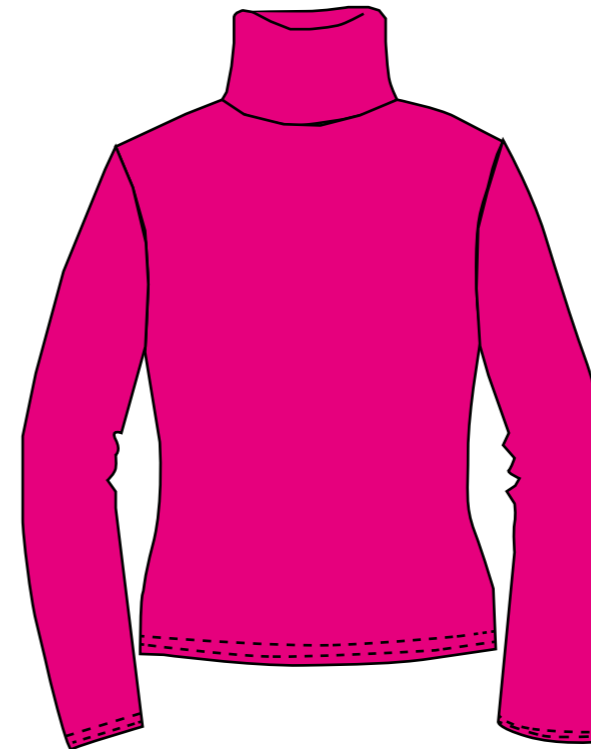
Toiling helped me visualise print placement and also helped me prepare to construct the real deal collection!





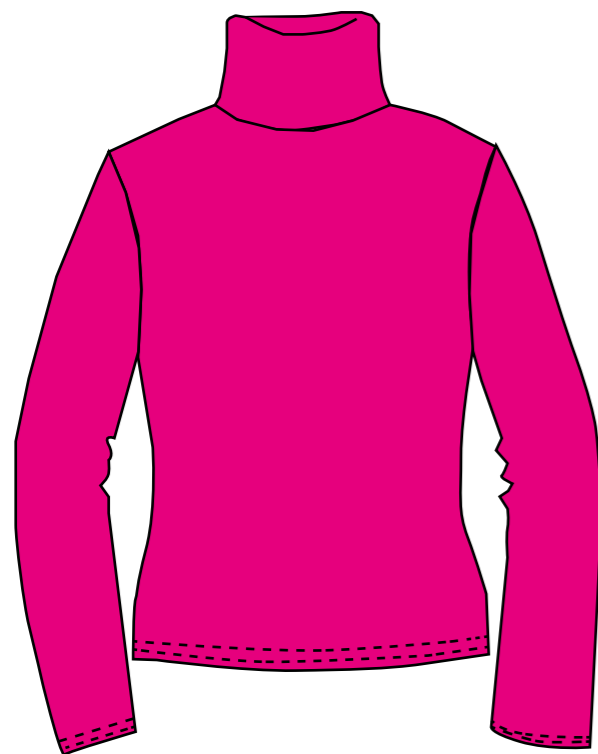
SEW OVER IT!





SEW OVER IT!

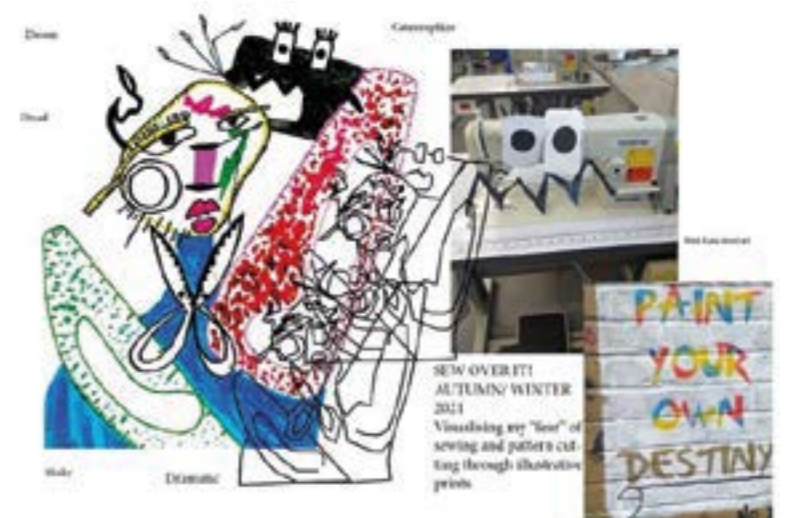
Polo neck undertops
Mix and match

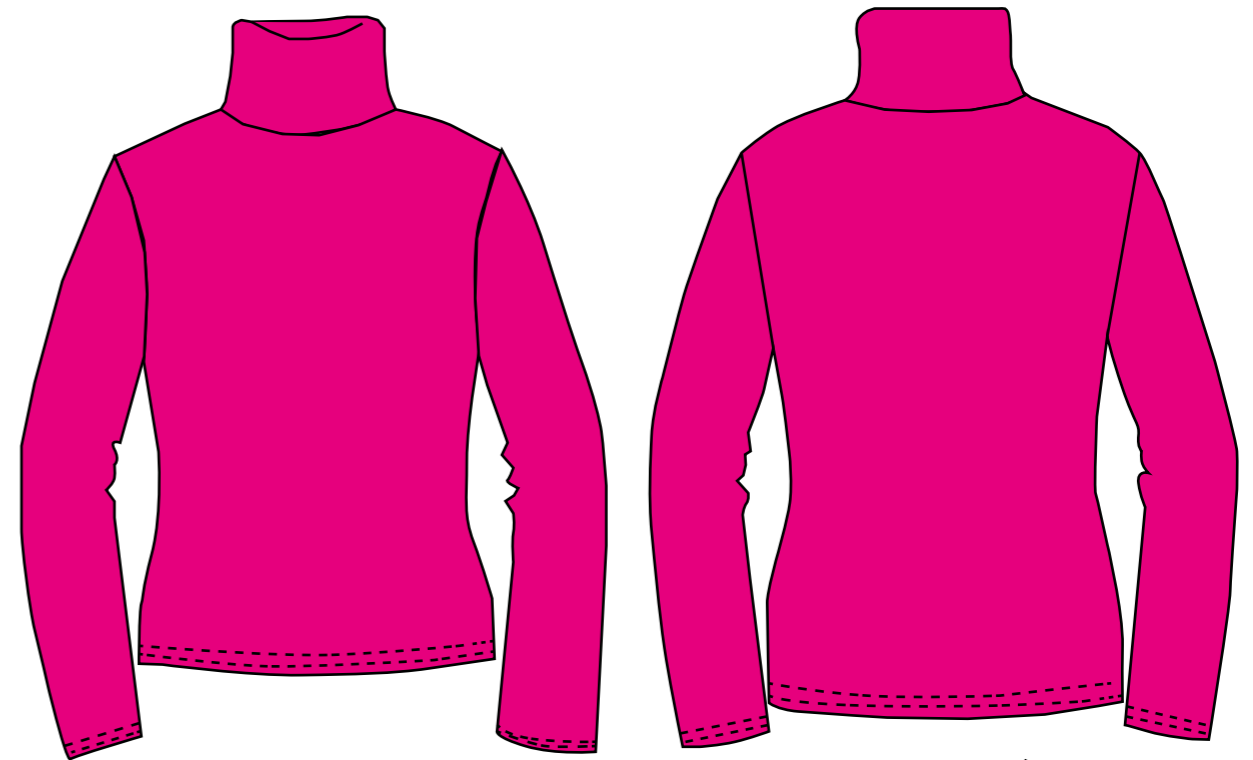




Look 1- 2 panelled printed dress and polo neck undertop

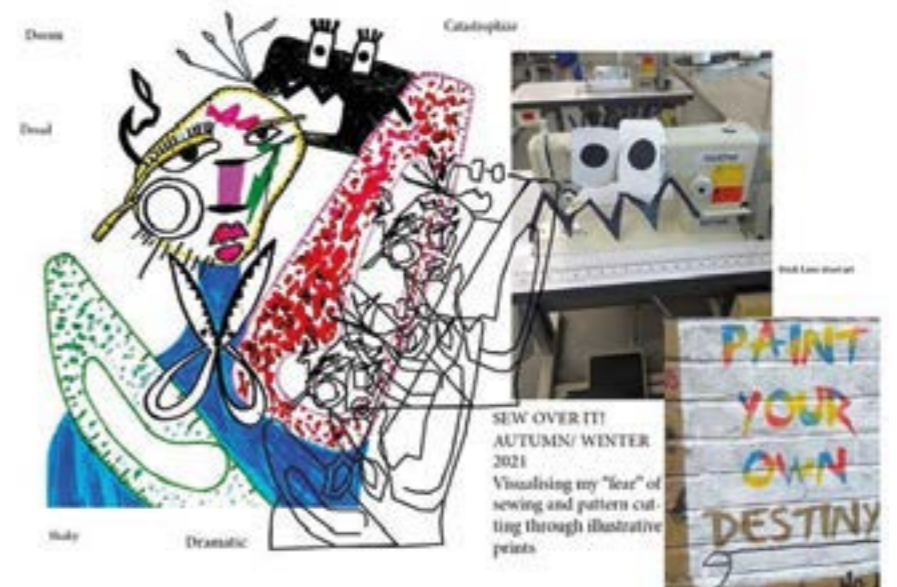
SEW OVER IT!

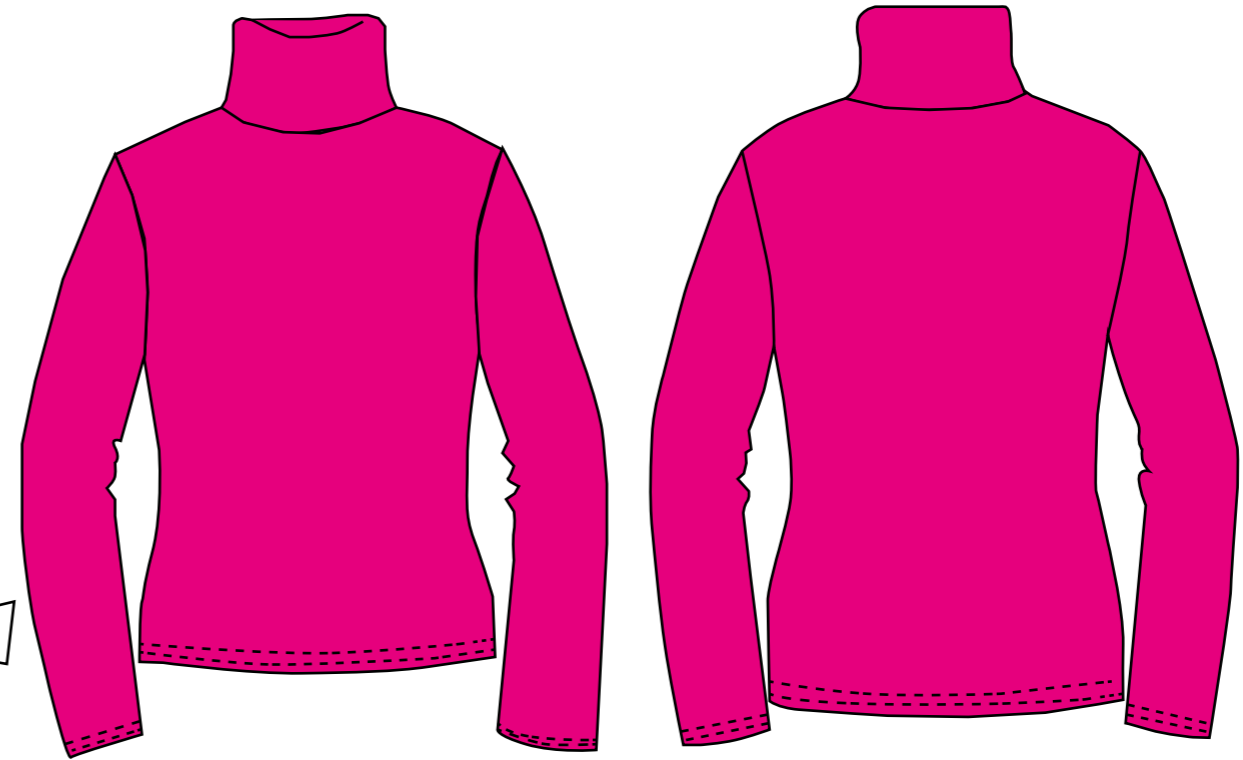
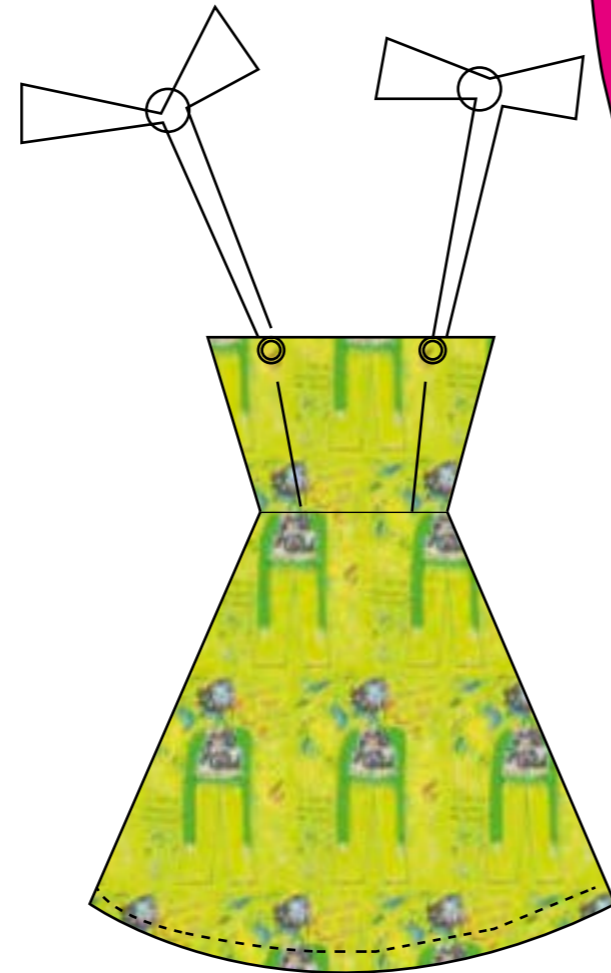
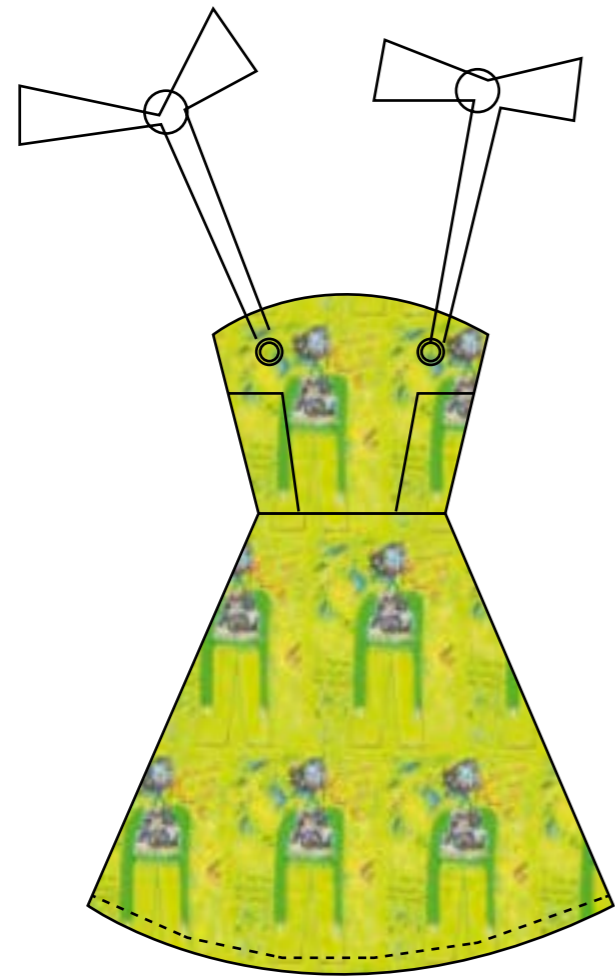




Look 2- Illustrated dress, polo neck undertop and printed overtop

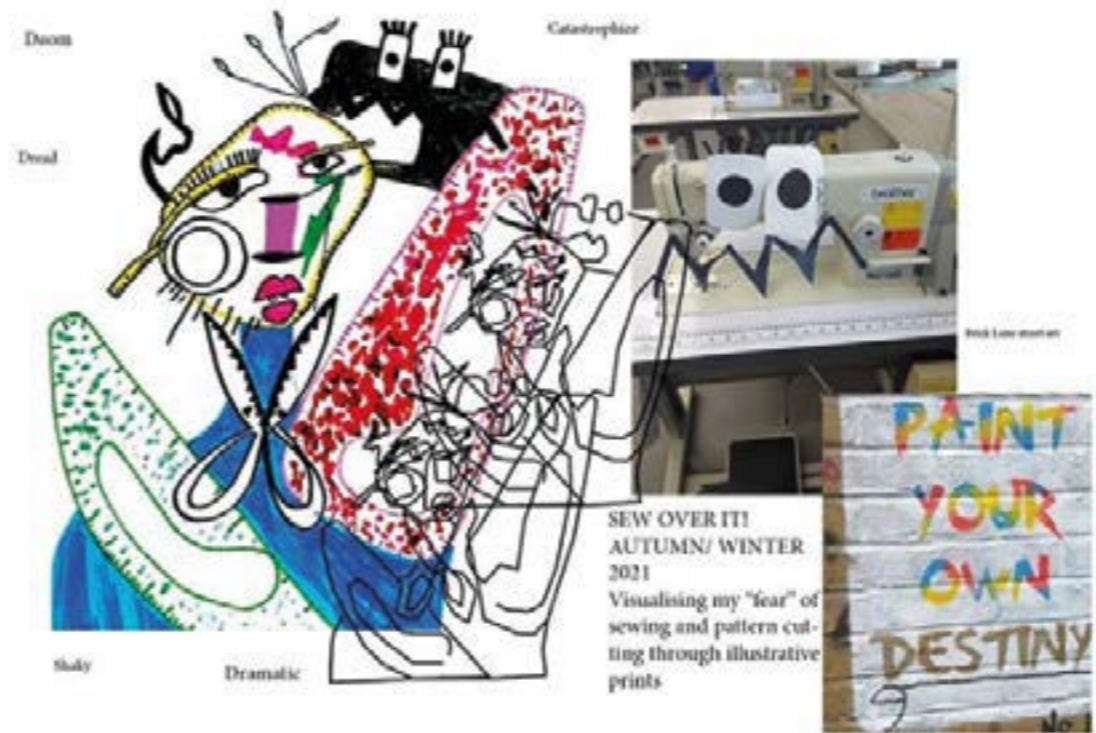
SEW OVER IT!

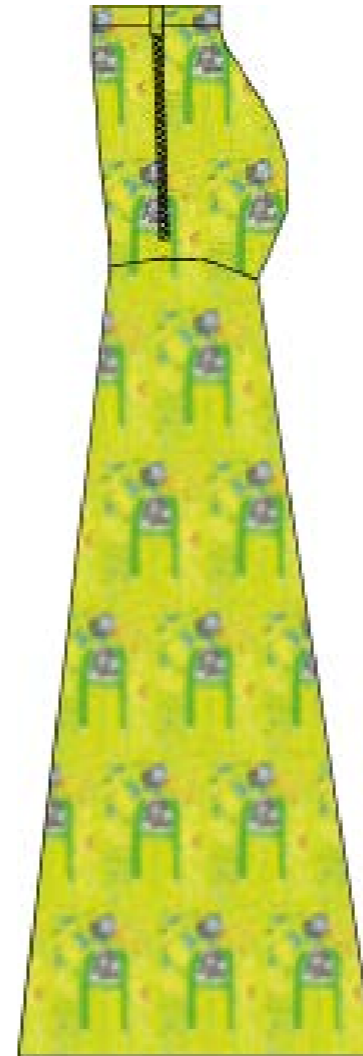
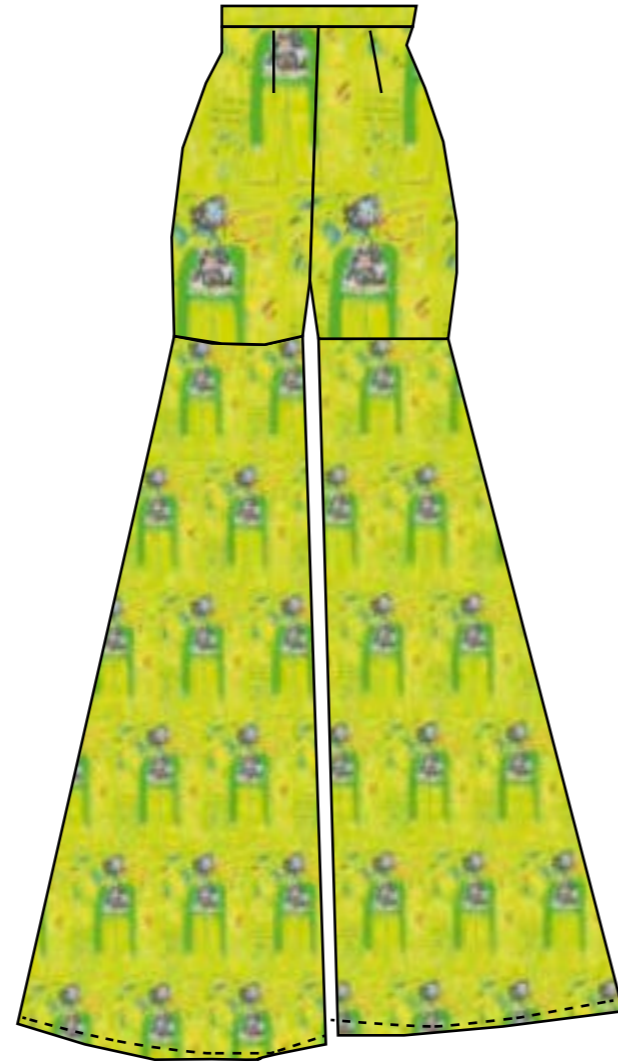
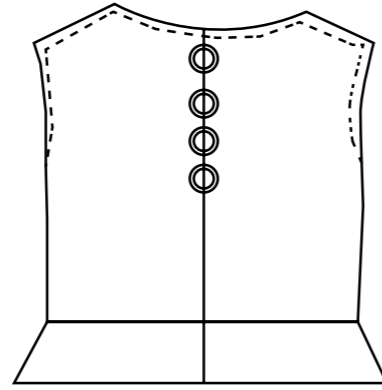
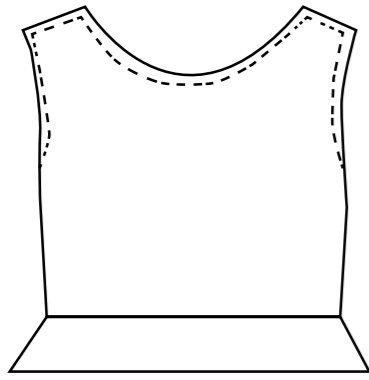




Look 3- short dress and polo neck undertop

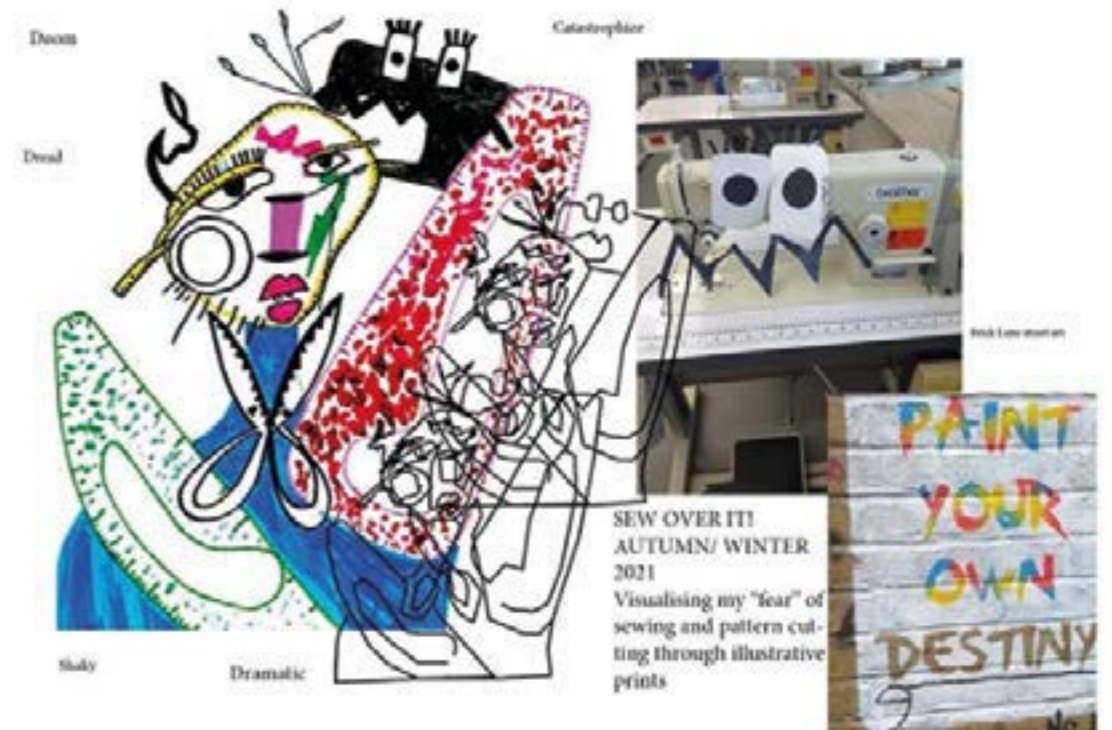
SEW OVER IT!





Look 4- funky flares, polo neck undertop and overtop

SEW OVER IT!



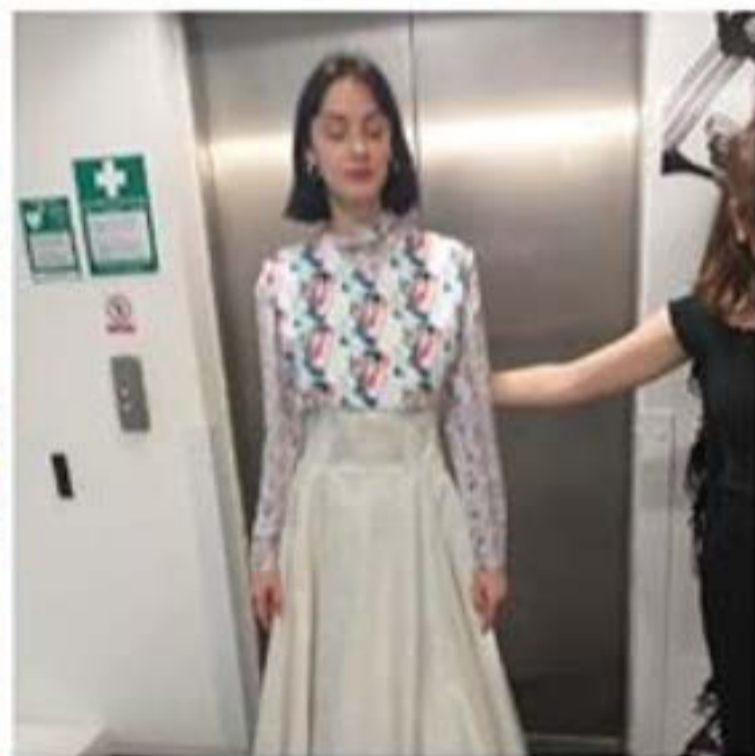




SEW ●VER IT!
Final collection garment
process pictures- under
construction...



Illustrative and print
based garments to
visualise the chaos that
swirls around my mind
when I sew and pattern
cut

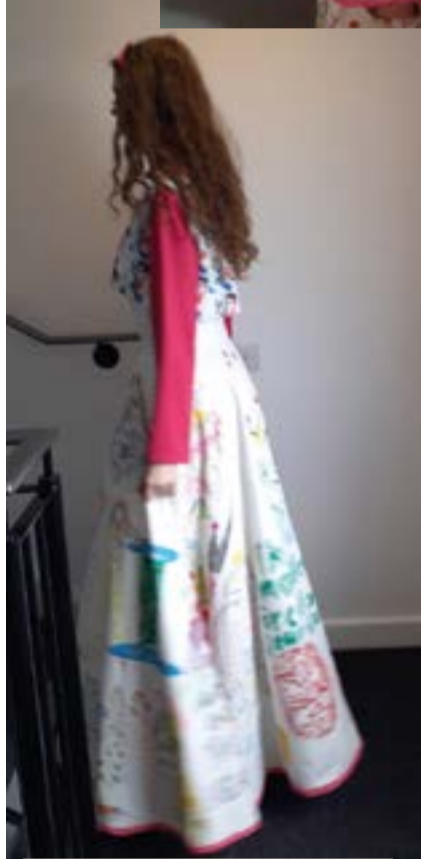
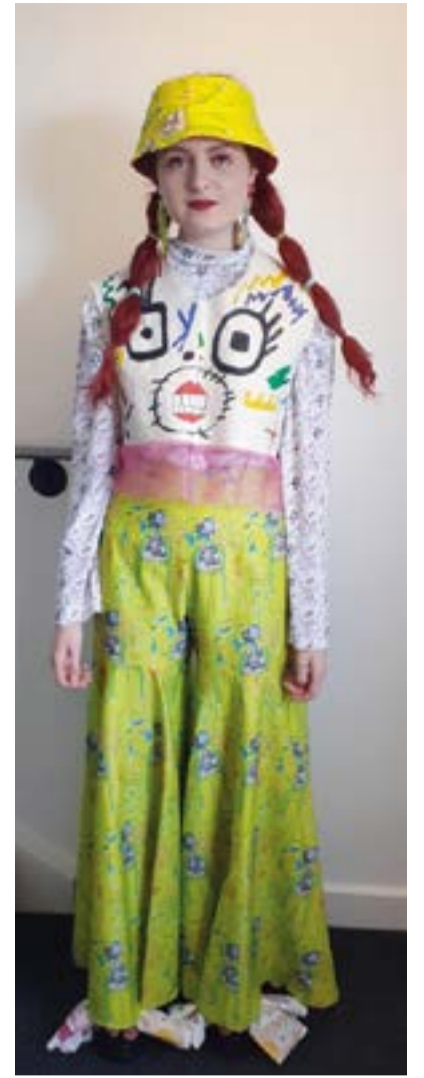




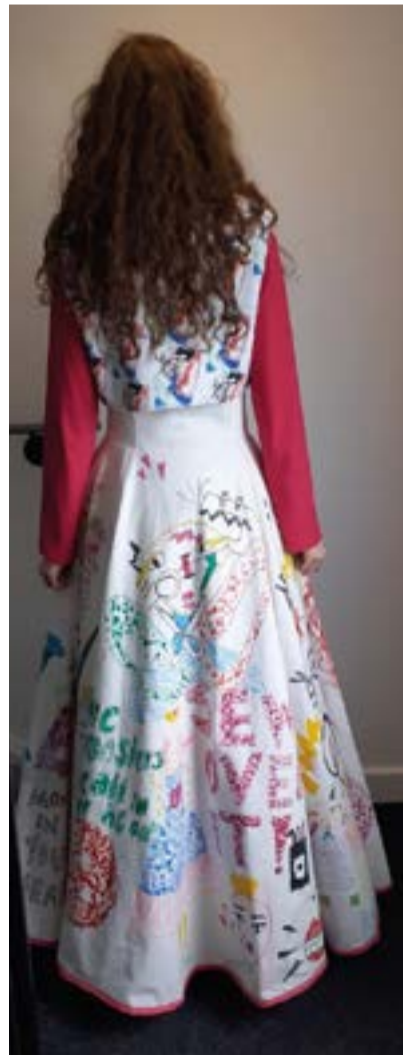
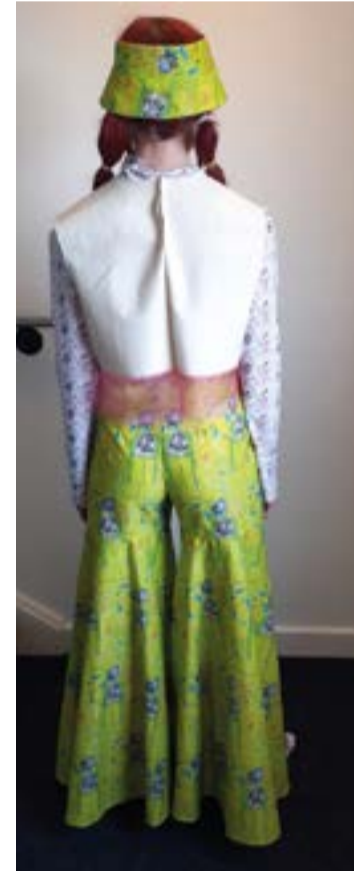


Accessorise, accessorise, accessorise!!!
Fabric bows created from leftover prints.
Felt printed bag with sewing tape measure
straps.





**SEW OVER IT!
Final silhouettes**



LIVE INDUSTRY PROJECT

Market user:
sophisticated
mature, wealthy
client



The brands existing prints- bold,
bright, sophisticated

Founded in 2018 in Lincoln, the brand was established to provide the opportunity for plus sized women to look and feel fabulous at any size. The brand uses the finest luxury silk prints

Fashion as narrative- documenting fashion through illustration and print, the piece will tell a story and evoke a deeper meaning through print

Loved/ go to piece that can be cherished

Wearable

Showstopping

The fabulous muse of this collection- Zandra Rhodes



Muse: Zandra Rhodes, the piece will be fit for women like Zandra Rhodes who are not afraid to stand out from the crowd!





**“Shaky” print
in cotton drill**

**Illustrative,
funky, bright
and bold
prints in 2
colourways**

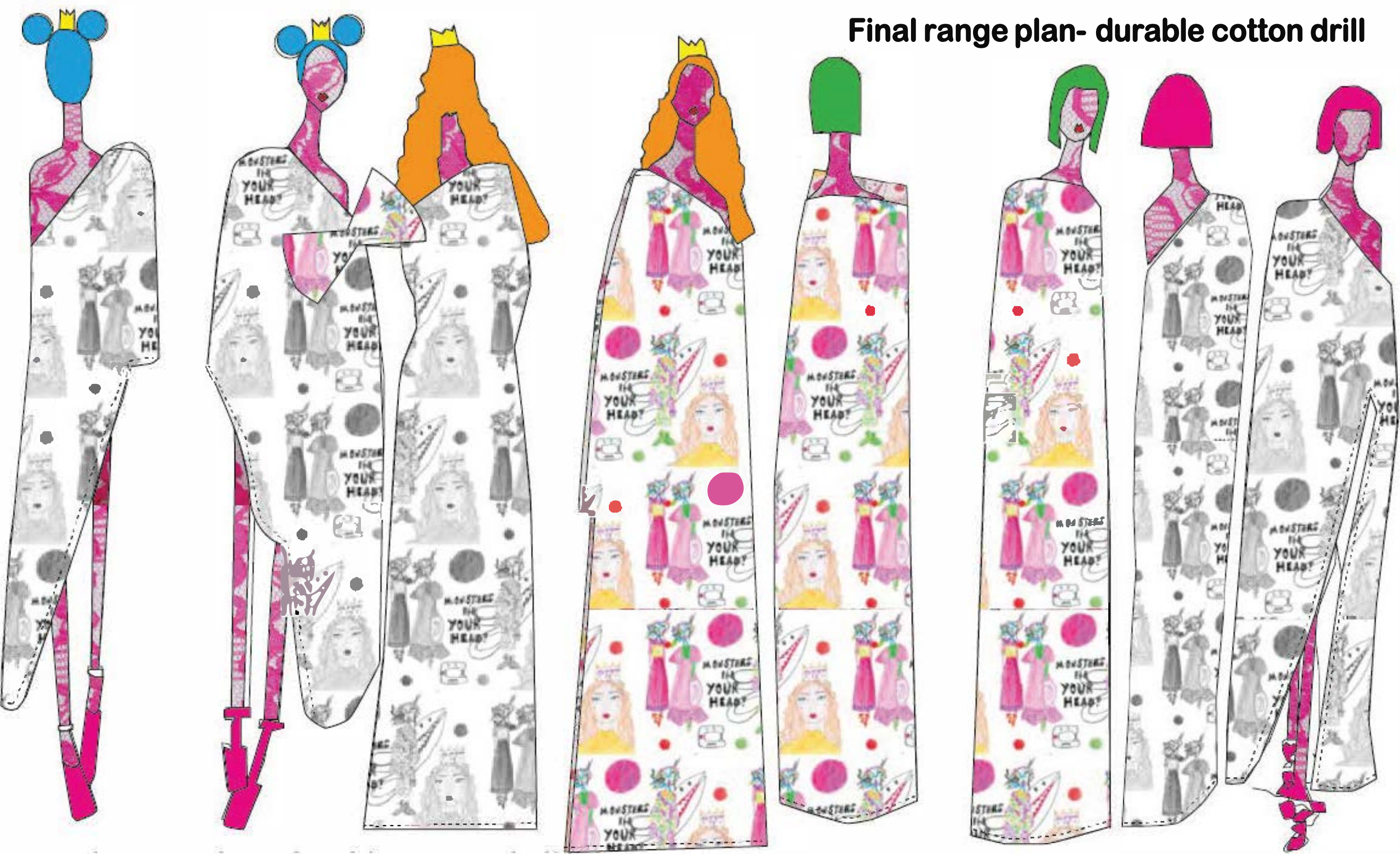


**Fashion
is fun!**

**Prints and
pieces that
have a
narrative
and spirit
about them.**

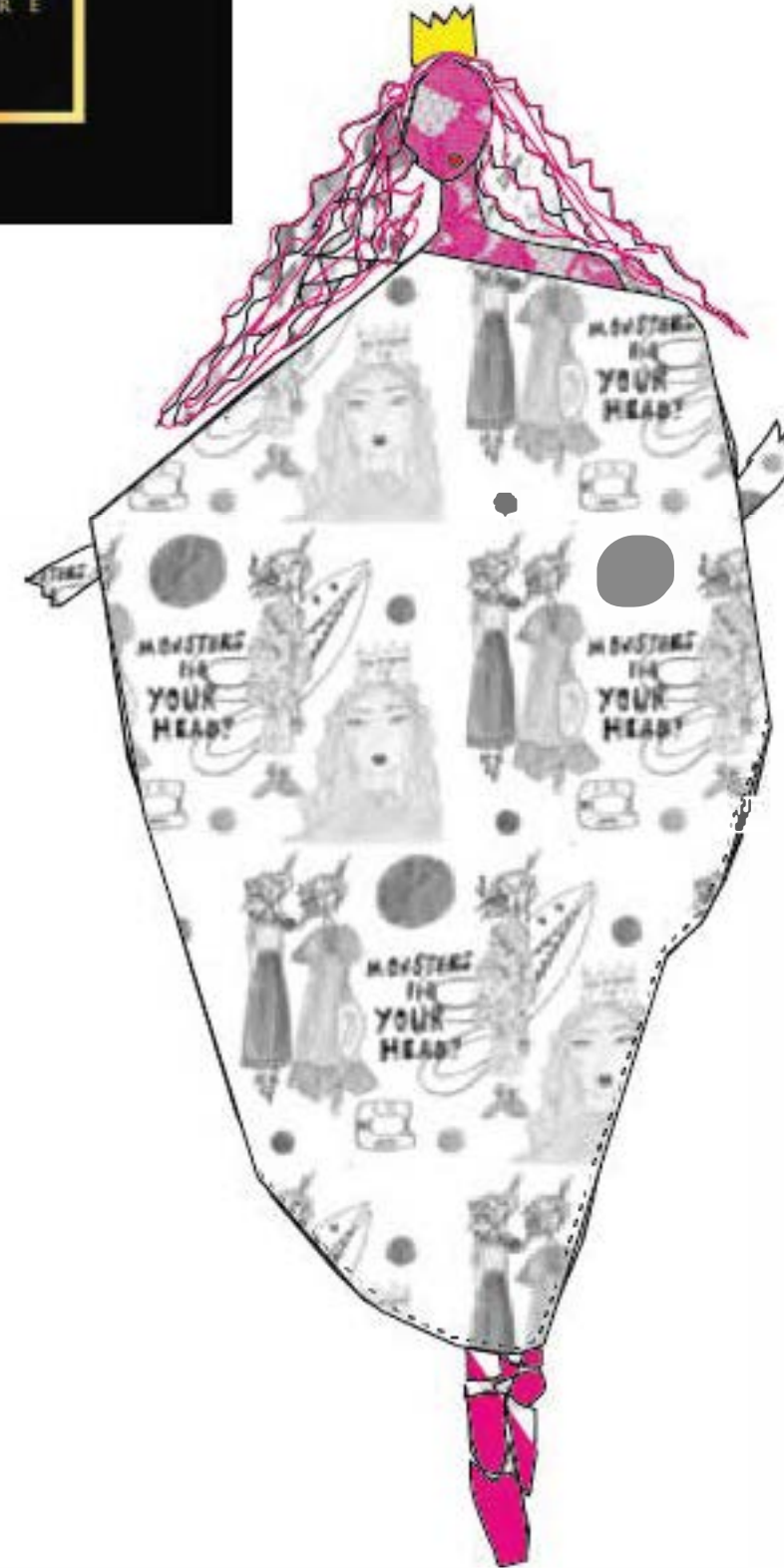


Final range plan- durable cotton drill



SEW OVER IT! Diffusion range

On this day a Queen was born...





Superdry X Phoebe Potter
Dare to be different

LIVE INDUSTRY PROJECT

SWEATER FOCUS

Exploring Superdry's existing prints

Dark colour palette

Traditional motifs- florals, stars, leopard print and dots

Logo focused prints/ brand

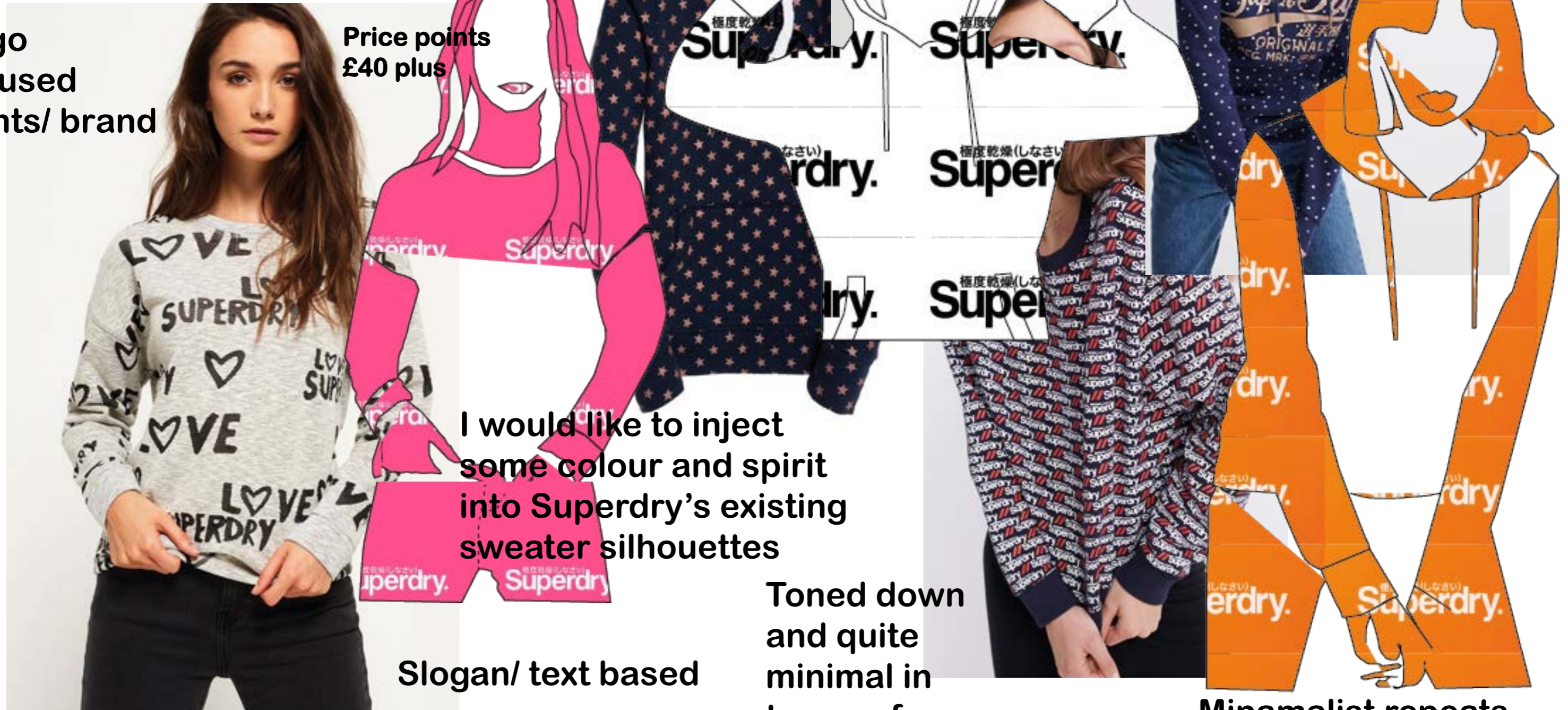
Price points £40 plus

I would like to inject some colour and spirit into Superdry's existing sweater silhouettes

Slogan/ text based

Toned down and quite minimal in terms of impact

Minimalist repeats



**BADDIEWINKLE
MUSE**

**A range of sweaters for older women
who wish to stand out from the crowd**

**Internet sensation at the
age of 91**



**Shaking up the Superdry
system with the muse of
this Live project**

**SUPERDRY FASHION AT ANY
AGE**

Fabulous

Age is just a number

Colourful

Eccentricity



**The core
target
audience for
Superdry is
made up of 18-
25 year olds**

**"Stealing your man since 1928"
Baddiewinkle**

SEW OVER IT! Diffusion range
Initial design developments



**Dare to be
different, featuring an
explosion of colour
and illustrative prints**

Using the prints I generated for my final collection I injected these colourful creations into the Superdry ethos in order to shake up the system and generate attention and the potential to stand out from the crowd and dare to be different



Bold and vibrant colour palette

Superdry X Phoebe Potter

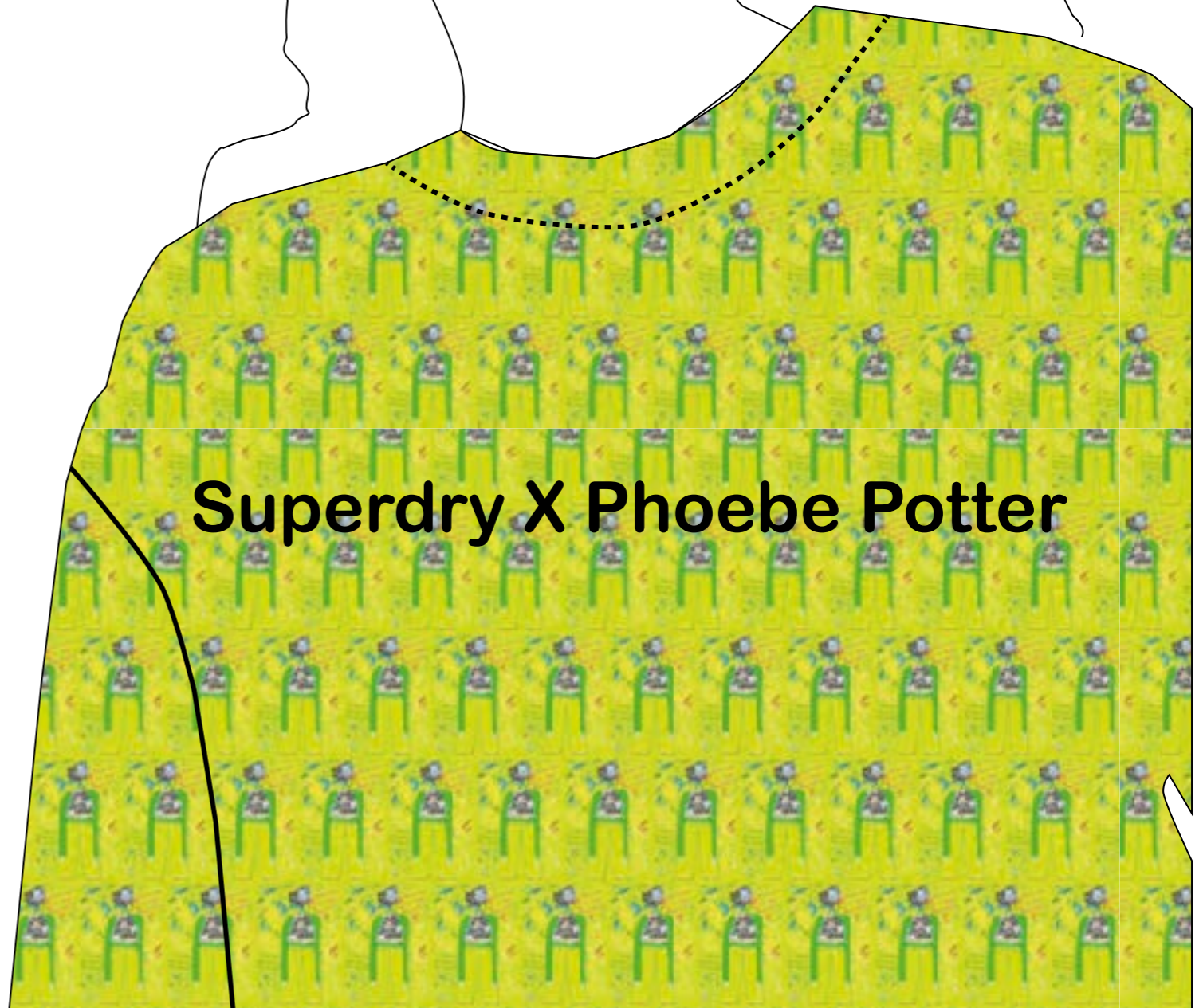


**Half zip sweatshirt
Cotton/ polyester
blend**

**Funnel neck
sweat with zipper
fastening**

Superdry X Phoebe Potter

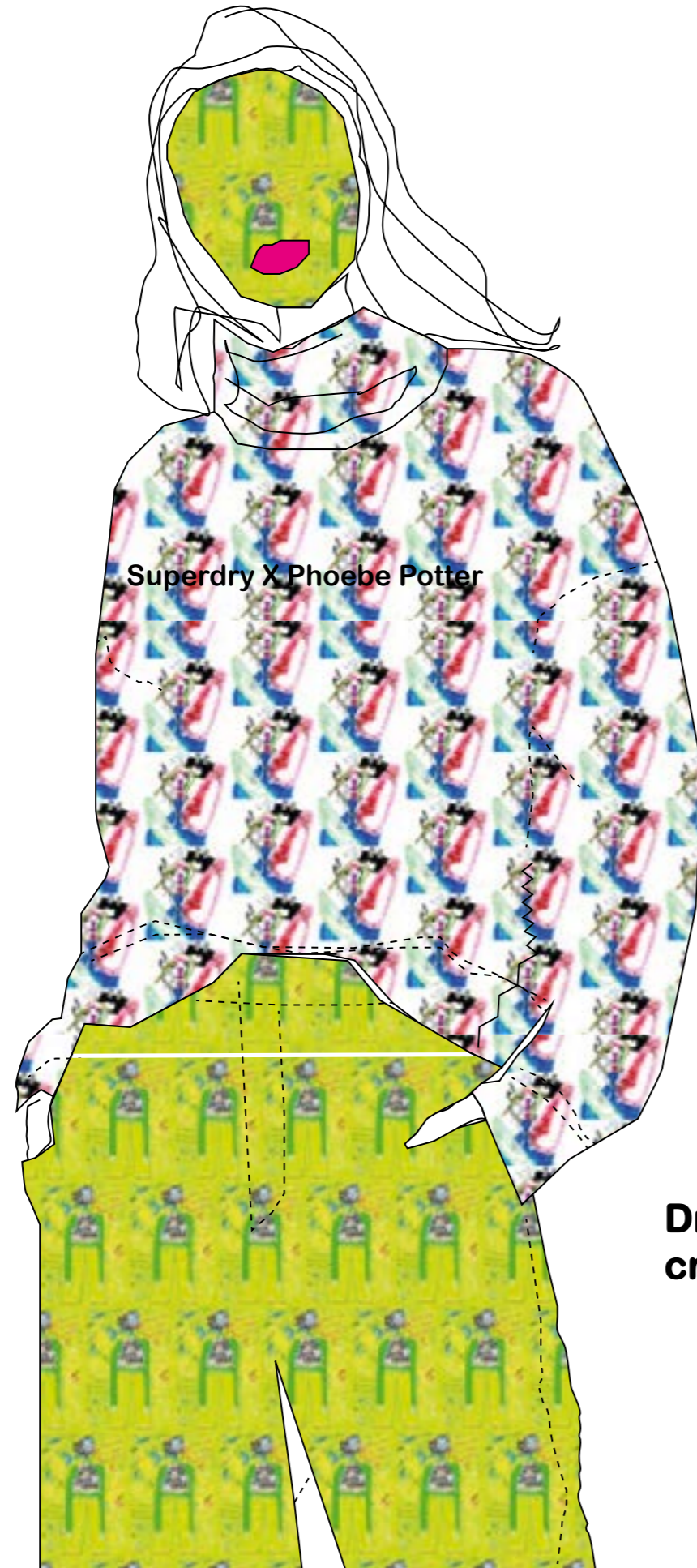
Crew neck sweatshirt



Superdry X Phoebe Potter

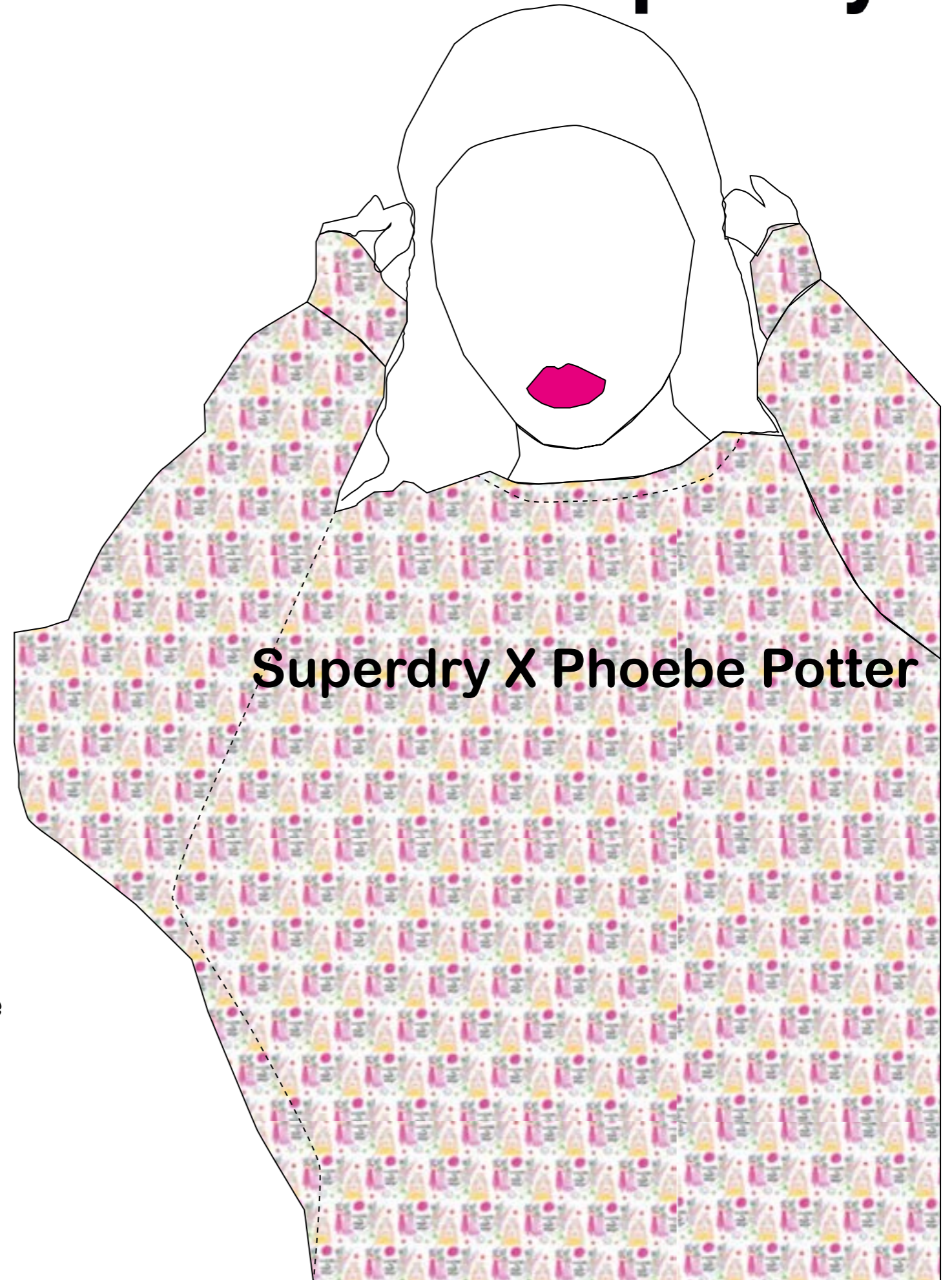
Minimalism... never heard of it...

Funnel neck sweatshirt



Superdry X Phoebe Potter

Dropped armhole crew sweatshirt



Superdry X Phoebe Potter



EVERYTHING STOPS FOR TEA

Spring/Summer 2022 Couture





**Ritual and Ceremony-
eVeRyThInG
sToPs FoR tEa-
early research**



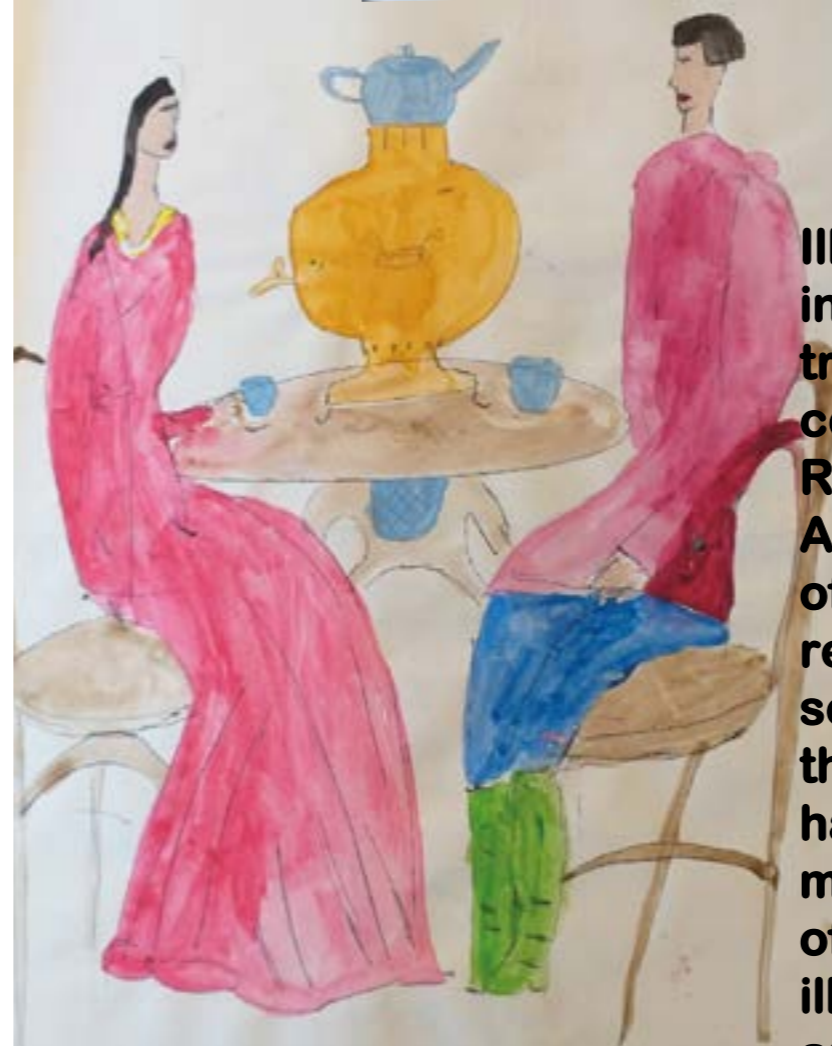
Soft Or Air -
Russian dance
for today water
about 1875!
Traditional crop of
the 19th period.
Samovar has a
long and interesting
history, it became
a necessary item
in every Russian
household serving
tea for guests
and family
members.
Tea appeared in
Russia in the
XV century
it has become
one of the
most beloved
drinks and
with great
ritual of
reception with
tea Russians
cannot
imagine
their life.



Traditional Russian
tea was a moment
and a delight
pleasure for our
ancestors.



"Of all beverages
tea alone has the
proven power to
relieve rheumatic
suffering and headache
which traditionally
burden the Russian
spirit."

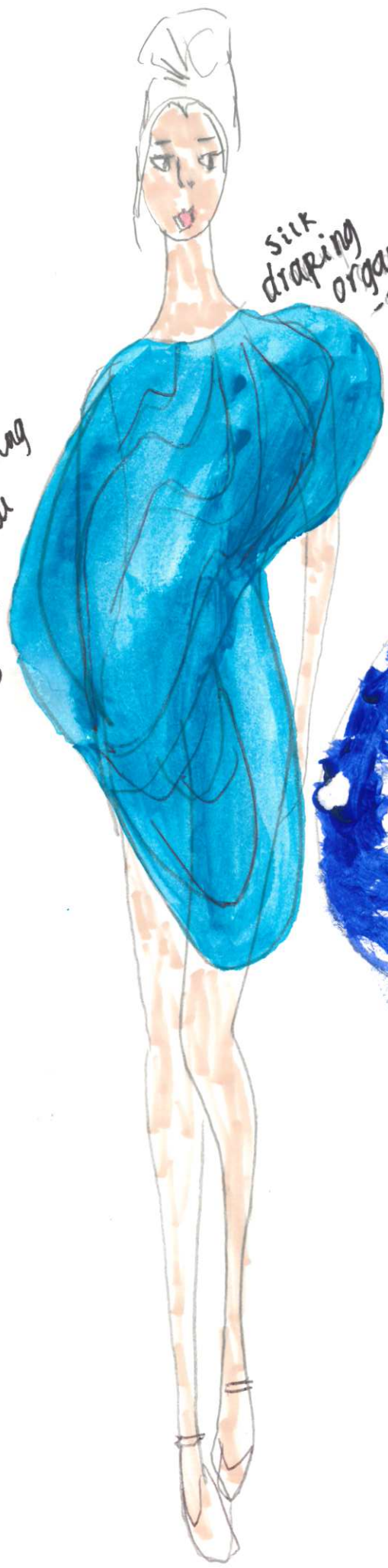


**Illustrations
inspired by the
traditional
ceremony of
Russian teatime.
A time taken out
of the day for
relaxation and
self care, using
this approach I
have combined
my own method
of relaxation-
illustration and
art into a digital
print project.**



EVERYTHING STOPS FOR THE DESIGN DEVELOPMENTS

Following
Spherical
Curves



Silk
draping
organza
-silk



Samovar
bell
shaped
skirt

virgin wool



faux
fur coating
comfort



Silk habesai
draped playsuit



acrylic
fur coat

protective

floxy
+
100%



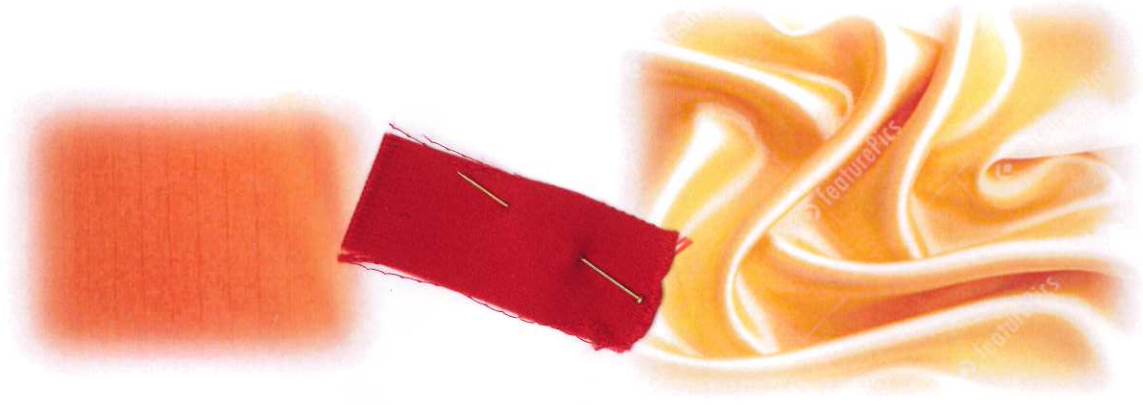
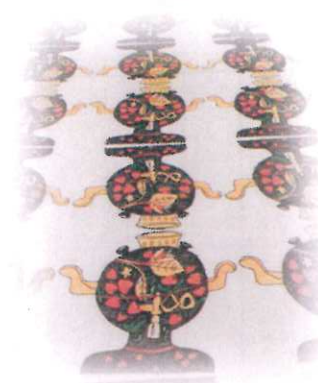
digitally
linen shift
print dress
embroidered
into



ruffled
fabric

draped
slaves

eVeRyThInG sTOps FoR tEa



Luxury

Samovar

Russian
teatime

eVeRyThInG sToPs FoR tEa
Illustrative prints on silkhabotai
fabric



Taking time out for
tea

Self care

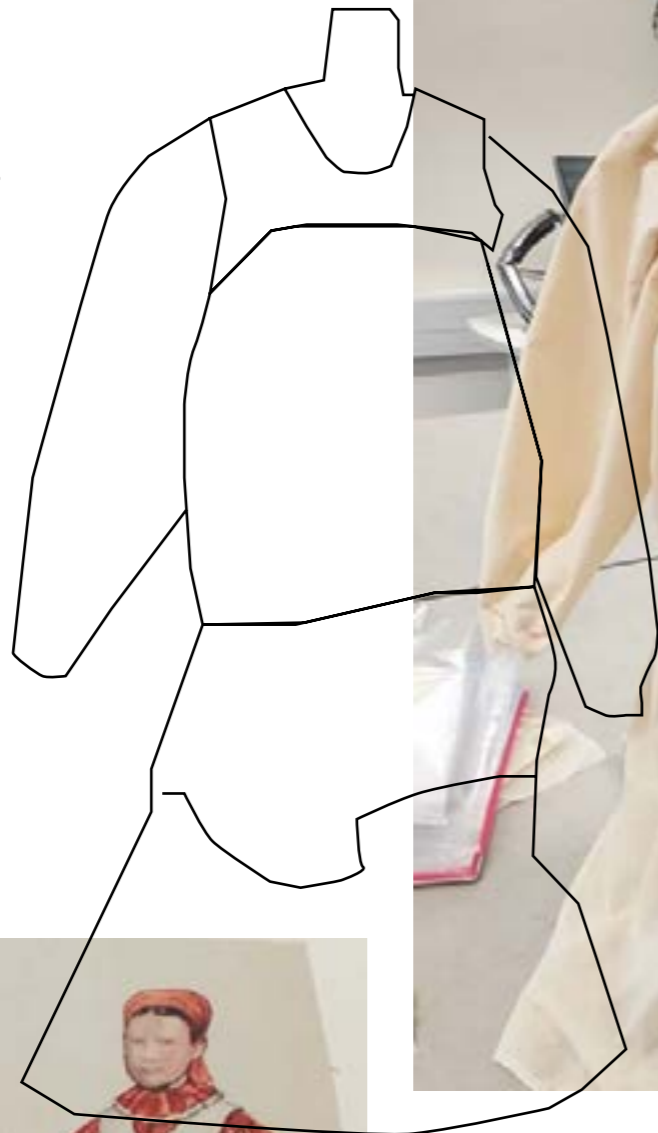
Russian
headresses



Visualising
prints on line
up silhouettes

Combining luxury with poverty.

A collection in response to the ritual and ceremony of traditional Russian teatime, and its soothing effect on the individual.



Fashion Reconstruction Northern Kaluga District Sarafan dress and Rubucha shirt of a peasant woman from the Kaluga district, using this traditional image I hand drafted a half scale Sarafan dress pattern of which I then took to full scale in order to generate a printed design.

The traditional Russian headdress inspired me to create an accompanying millinery piece to complement my head to toe look.

eVeRyThInG sTOps FoR tEa





hand illustrated
samurai dig print
Gold brass buttons - illustration

Brocade
puffer
sleeves - padded
hand embroidered
top
jacket
elasticated
waistband

Virgin
wool
down
blue
skirt
elasticated
waist
puffball

bell

comfort
machine
quilted
padded
collar

polyester
flares

draped
silk
habotai
top

royal
blue

white stretch
cotton/jersey
base
neck
high
fashion

machine
gathered
layers
4
panels
2
switch
wires

seam - perhaps stuffed
cotton
jersey
headress

Spherical
cotton/jersey
under dress
silk
habotai
sarcophagus
dress
tradition

hem -
contrasting
silk
digitally printed
silk habotai -
own illustrations

Ribbon - eyelets to
fasten/hold

Flared
out

EVERYTHING STOPS
FOR TEA

Final Line
up

square
neck
digitally
printed
cotton
canvas
printed

Satin
layered
jumpsuit

Kick
flared
leg

drawstring
gathers
contrasting
red stitch

hand embroidered
satin belt

shirt style top
gathered
padded
shoulder

jumpsuit



Amekidly
embroidered
yellow

cotton / jersey
Russian
headband /
headress

overlapped
neck edges -
white
Royal
blue -
calming
color

cotton jersey
tube
neck dress
body on
under
inspired
by
cultural
symbols

maxi
silk
5 layers
2 stitch -
Sarrafan
dress -
machine
gathered

Stretch to
undergarment
square
neck
CBCK

contrasting digitally
printed on
silk habotai
illustrations
2 side
seams
connecting
layers

hand
rolled hem /
ribbon hem
finish

final
design

EVERYTHING STOPS
FOR TEA



**Final Garment
exhibited as part of
Lincoln fashion
week May 2019**

eVeRyThInG sToPs FoR tEa



eVeRyThInG sToPs FoR tEa



eVeRyThInG sToPs FoR tEa



eVeRyThInG sToPs FoR tEa



pEck

**Protect
the peck**

Flightless fighters

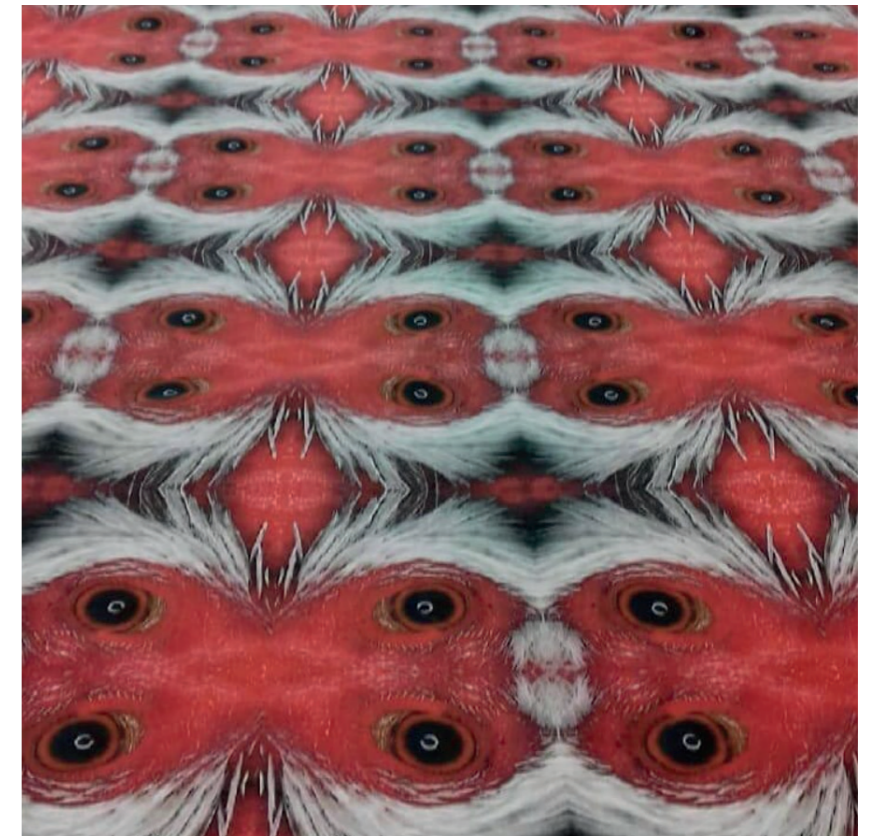
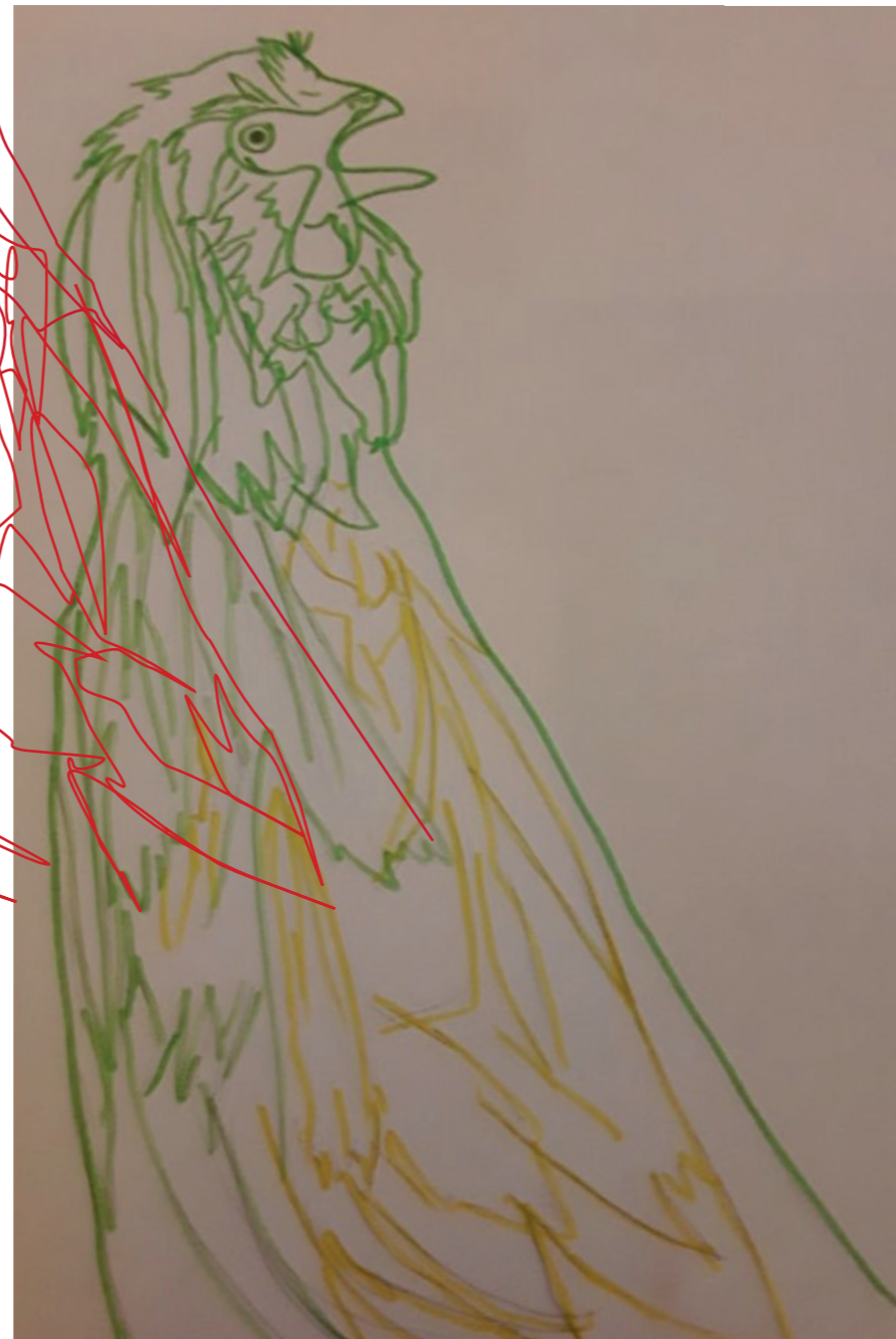
Battery hens

**Championing
chickens**



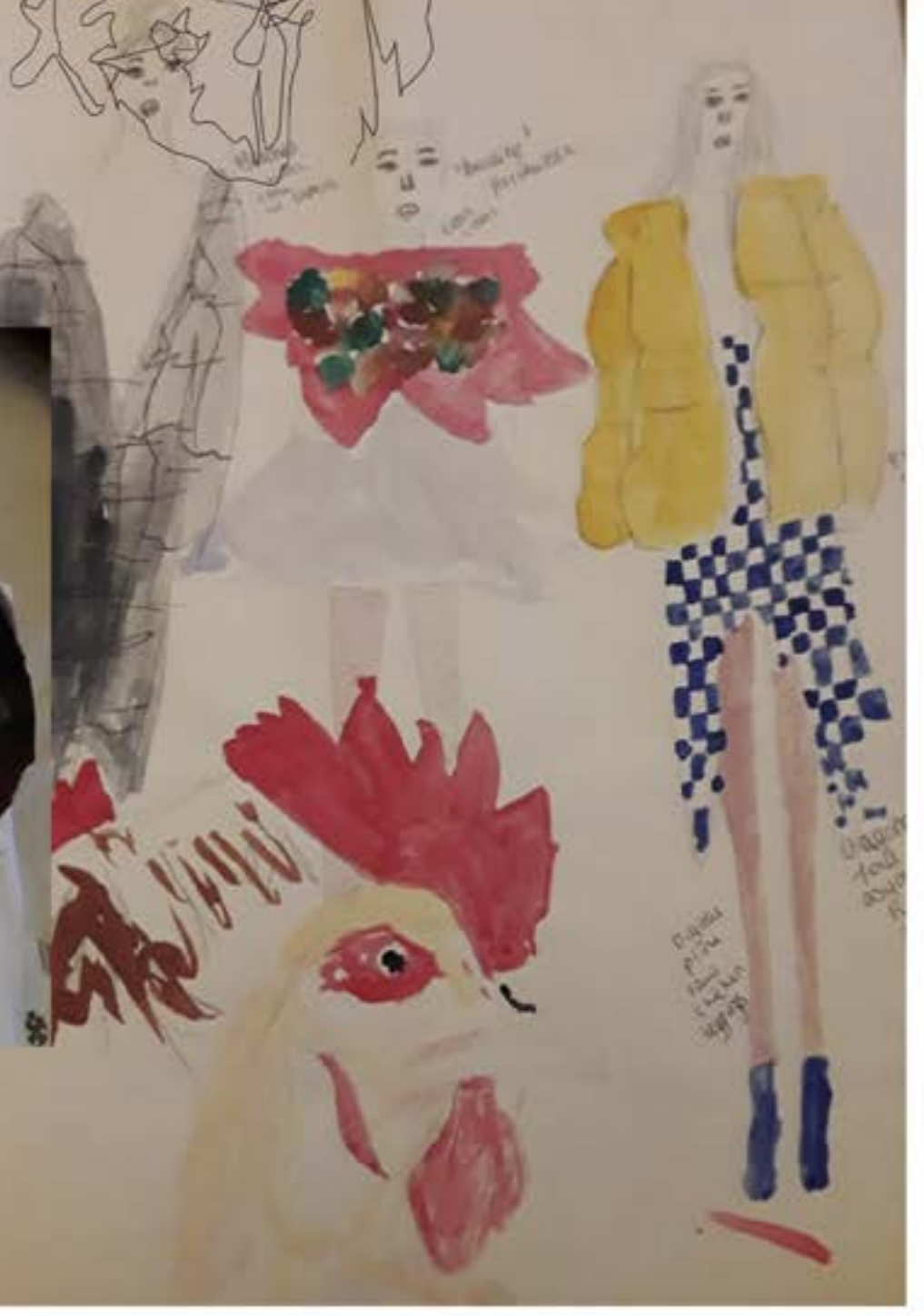
**A collection in response
to the unethical treatment
of chickens on Battery
farms.**

Beakless



Strength

**Giving chickens
their peck back**



pEck: 'enriched cages' which home some egg laying hens are the size of an A4 sheet of paper.

Draping on the stand generating and visualizing garment silhouettes

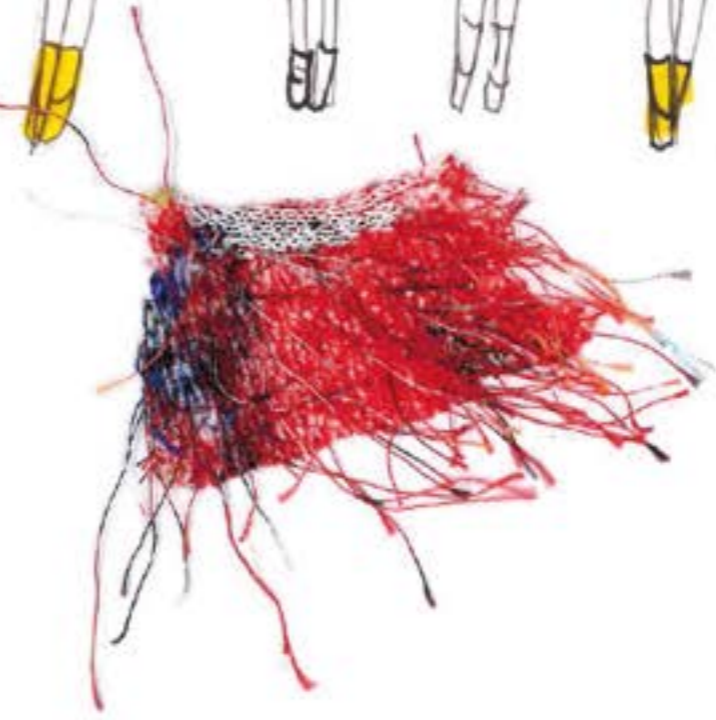


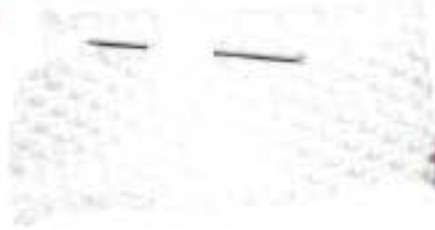


рЕсК



pECK



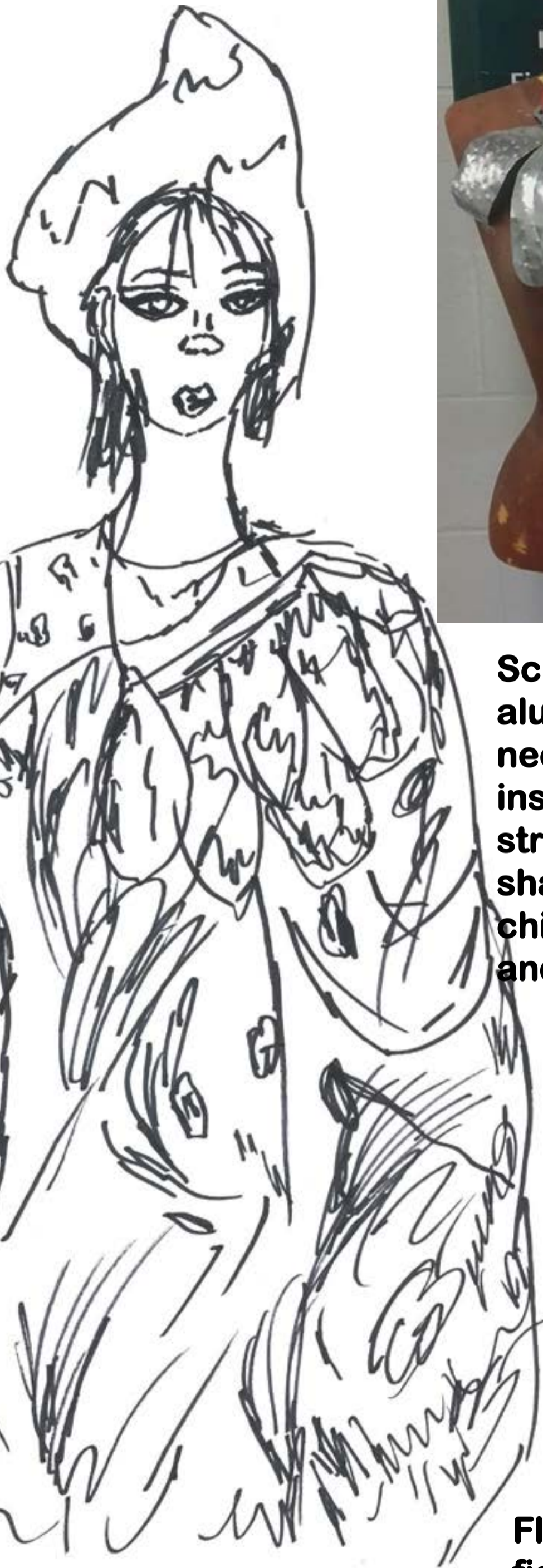




RECT



Draped digital print showing a beakless chicken's face revealing how the birds are horrifically de beaked to prevent them pecking other chickens on the battery farms



Sculpted aluminium necklace inspired by the structure and shape of chicken combs and wattles.



Flightless fighters...











Rhoebeland...

Phaeb Ratter

**A collection of fashion
illustrations
celebrating fashion as
narrative**

pHoEbE pOtTeR dEsign

@phoebepotterdesign







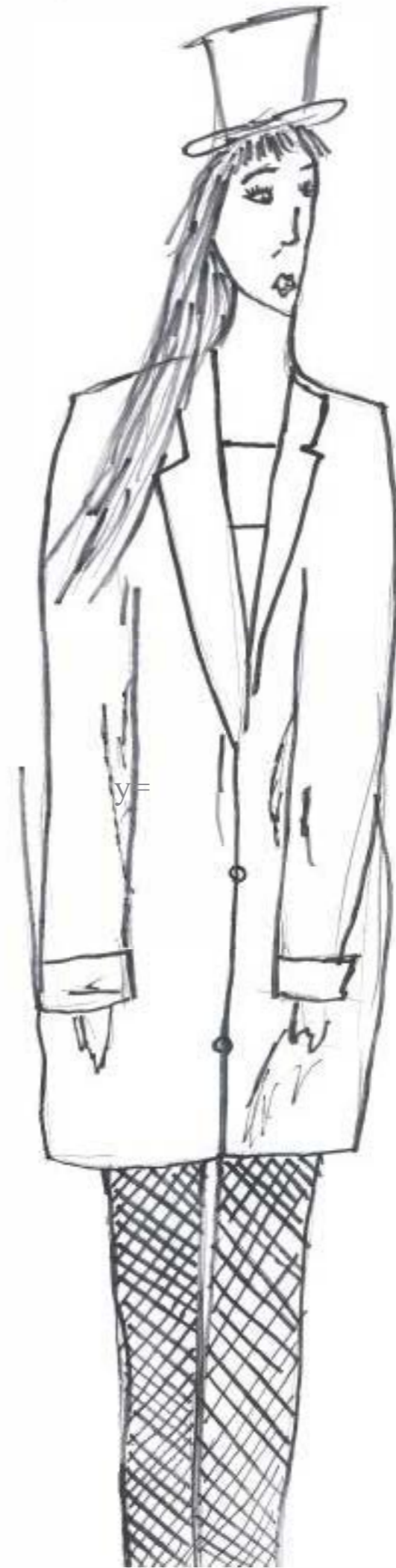
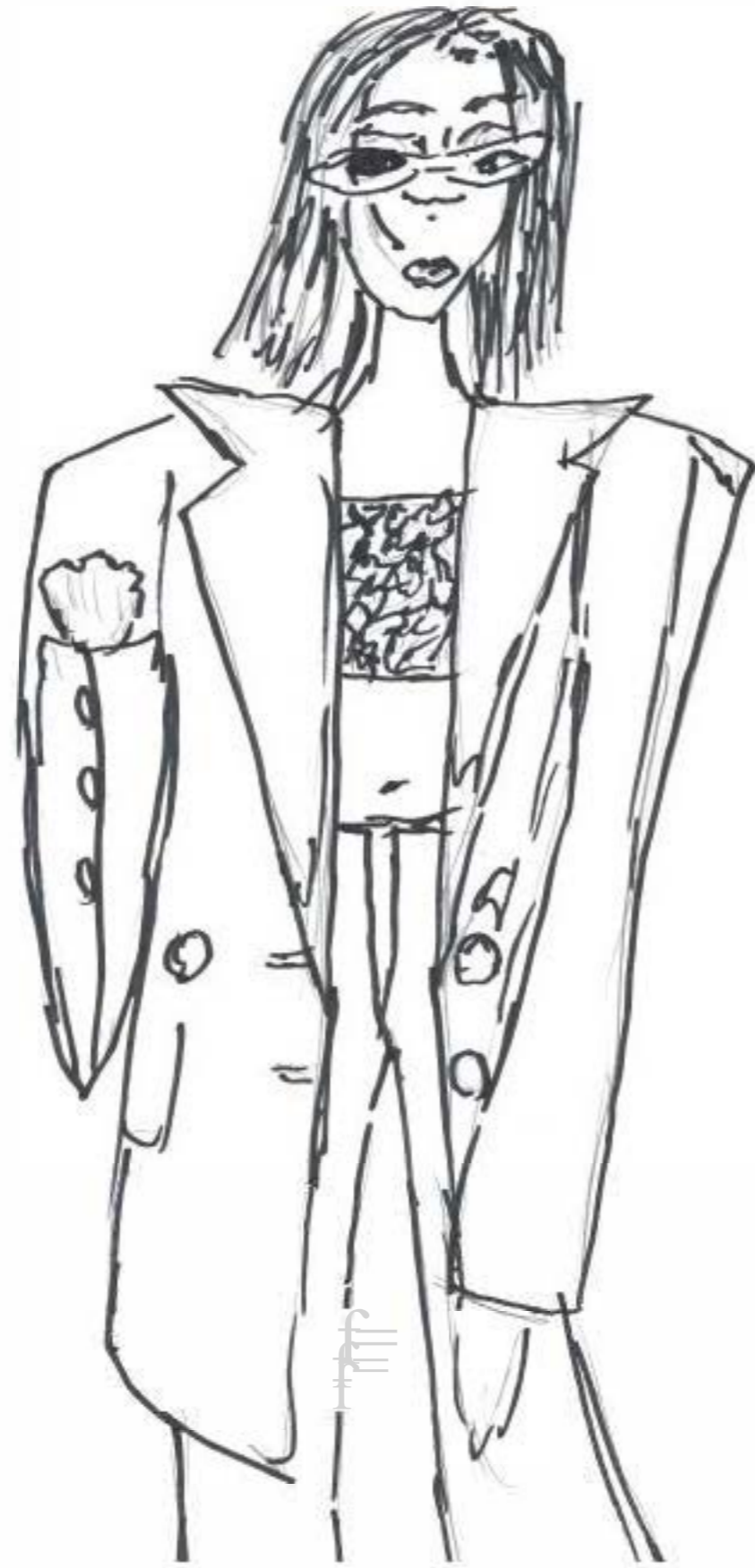


ph aelbe Potter



She's a couple
of sandwiches
short of a
picnic...





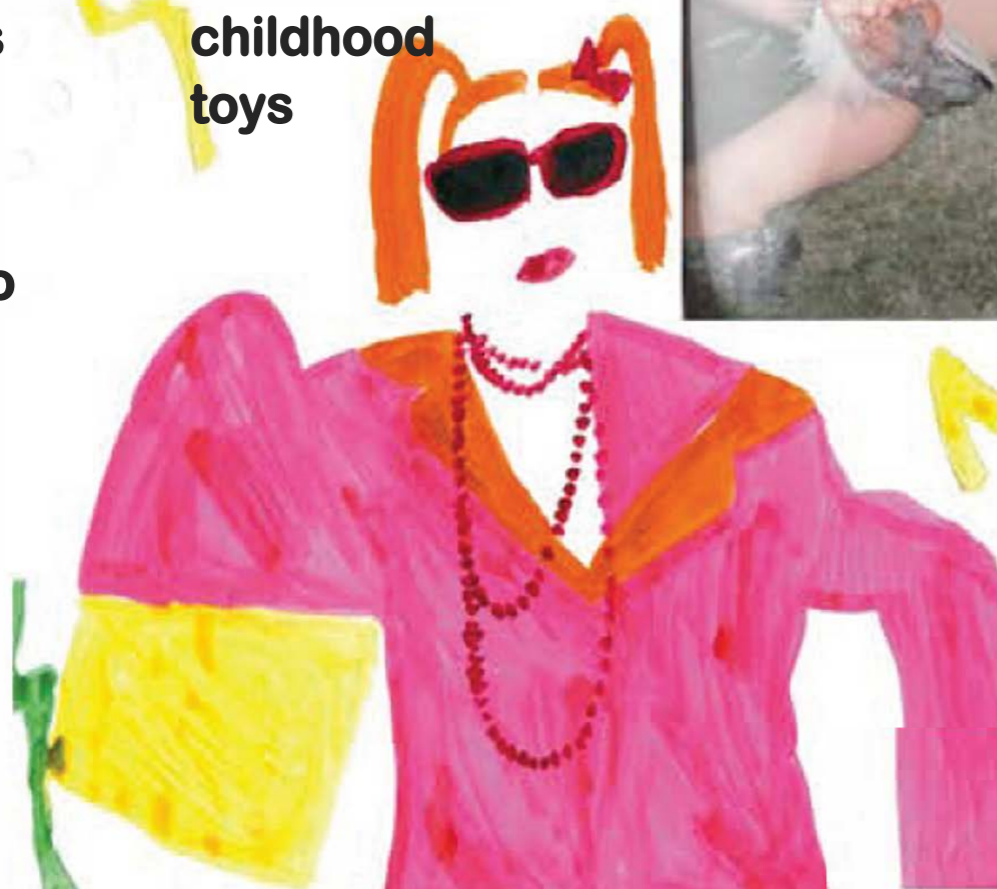


Childsplay

A collection in response to the unethical issues regarding childhood toy waste and toy recycling

Voluminous padded shapes, a kitsch approach to design

Recycling unwanted childhood toys



Initial research developing a silhouette on the stand using an old plushy toy



Re-raiding the dressing up box



Generating garments and fabrics from toy waste

Sustainable fashion



Childhood dress up

Oversized silhouettes



Can toys ever be environmentally friendly?



More than a quarter of parents admit to throwing away toys that are in perfect working order...



How easy is it to recycle plastic toys?



cHiLdSpLaY- a collection in response to the unethical issue of childhood toy waste and toy recyclability issues.



eChildsplay

learning by playing and exploring









CHILDsplay



Spill the tea

Vintage florals

Delicate

Taking tea as an occasion



Tea doilies

Creating time for tea

Fine silks



Couture collection

Occasion wear

Feminine wear

Voluminous silhouettes

Lace

Muse of the collection: Barbara Cartland

Tea with a side of gossip. Volume, frills and florals



Barbara Cartland but make it fashion...



Spill the tea...



Spill the tea...



Initial millinery designs informed through fabric experimentations and draping on the stand

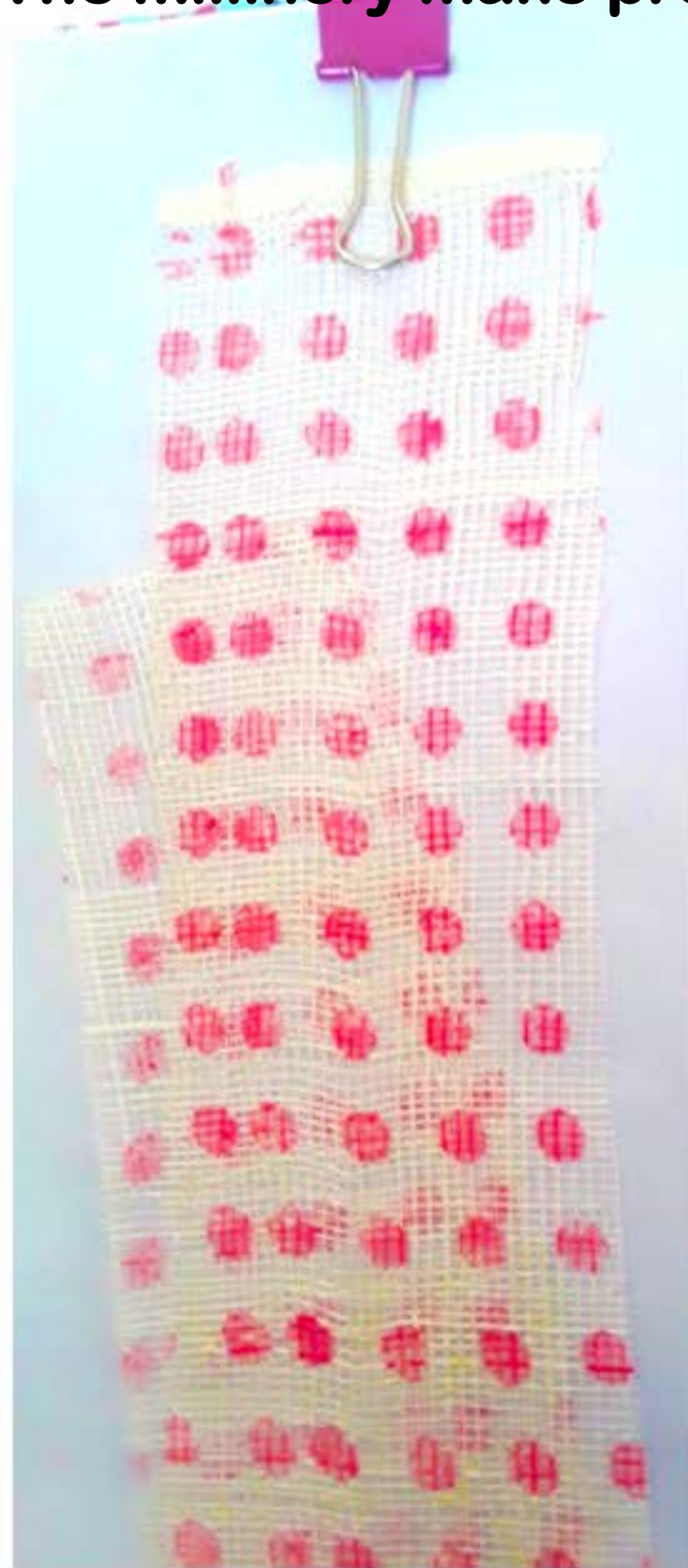
Millinery visual material informed design developments

Creative embroidered fabric collages building up soft feminine materials and shapes



Soft, feminine, curved shapes- ruffles and frills- the silhouette of a butterfly's wings

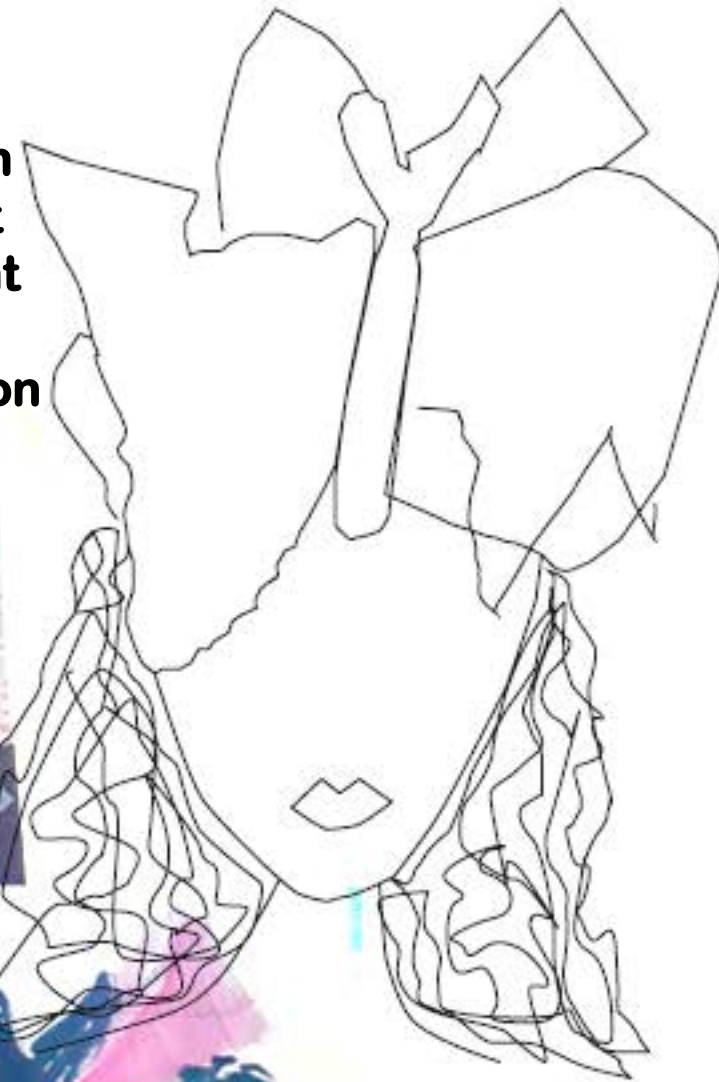
The millinery make process



Pink polka dot Sinamay fabric of which I blocked onto a donut brim block



Organza, feather, sequin embellishment and lightweight fabric experimentation within design



Building up the embellishment butterfly using stiffened sheets of teal organza



**Spill the tea Millinery
piece**



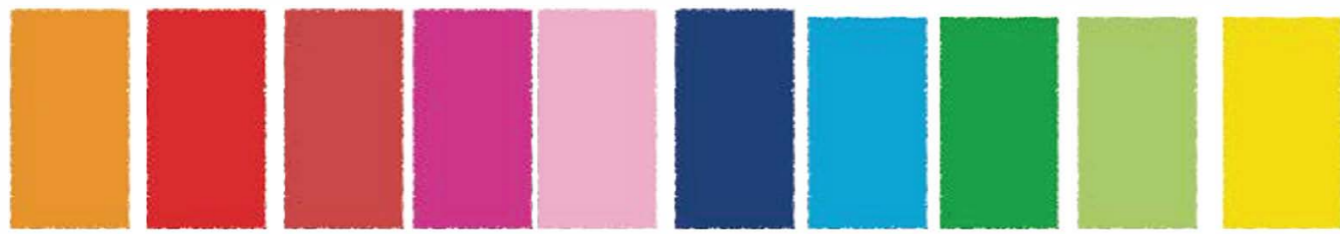


SPILL THE TEA

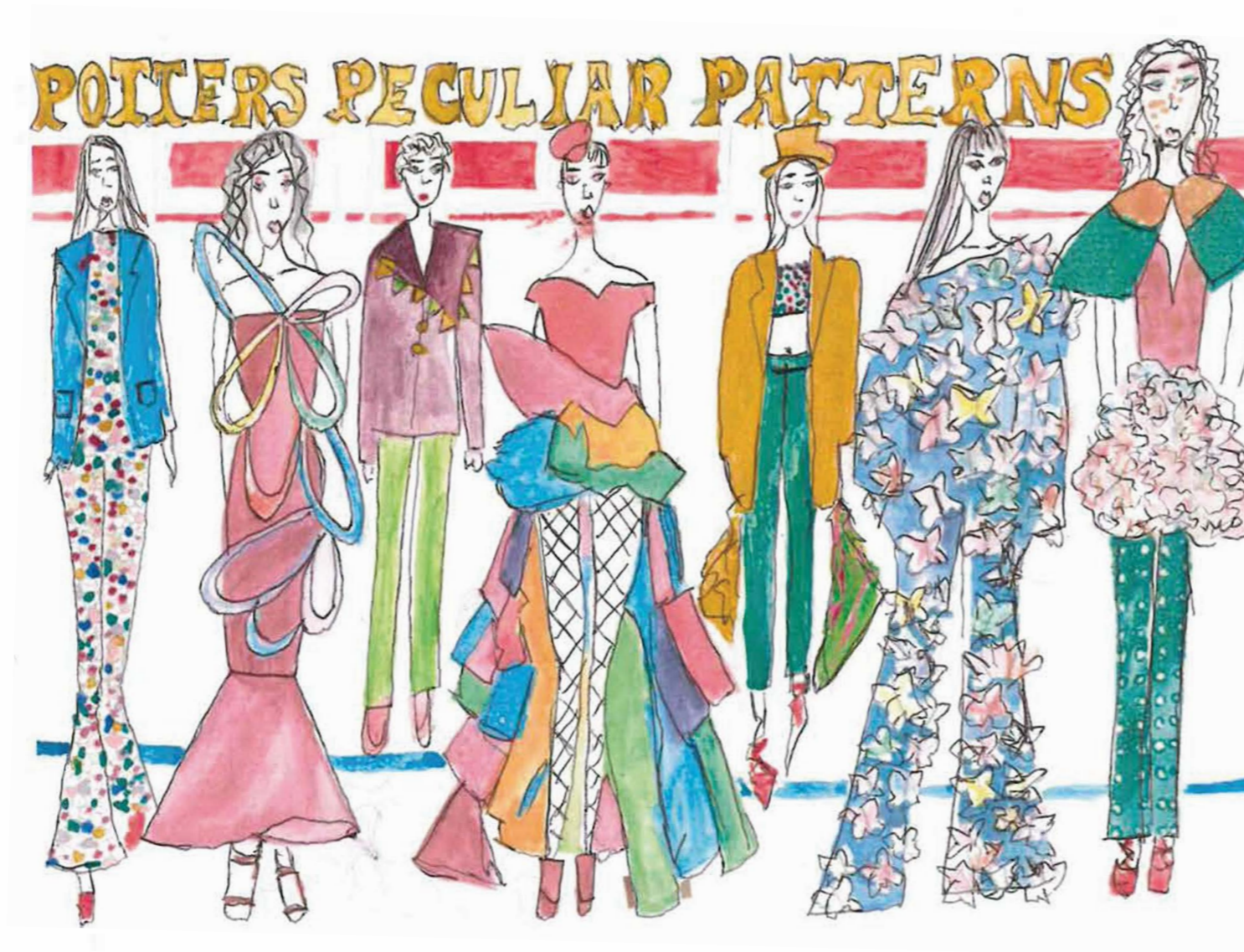
Spring/Summer 2021
Couture







"You look fabulous"



**An illustration design project
inspired by the spirit of self
celebration within Victorian
Circuses.**

Belief

Potential

Combining the traditional narrative of a Victorian Circus with modern self belief

Illusion

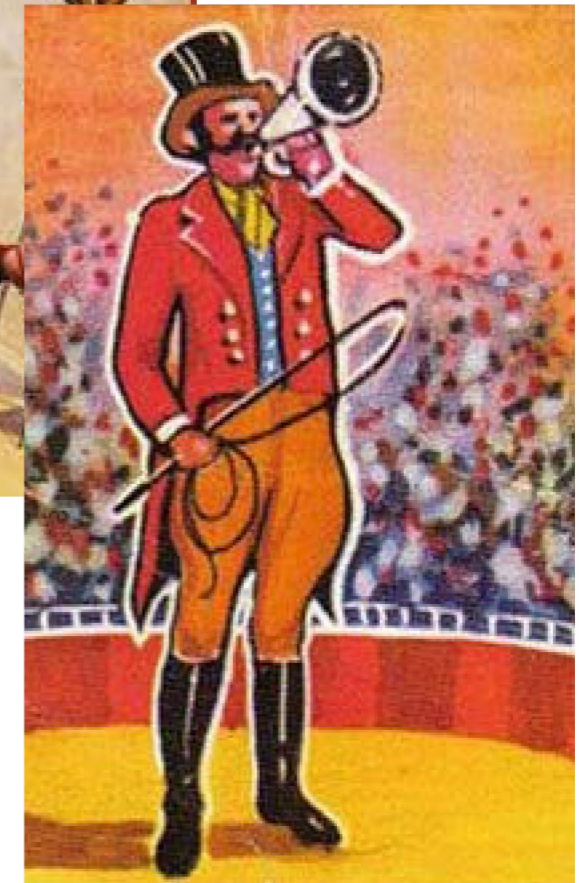
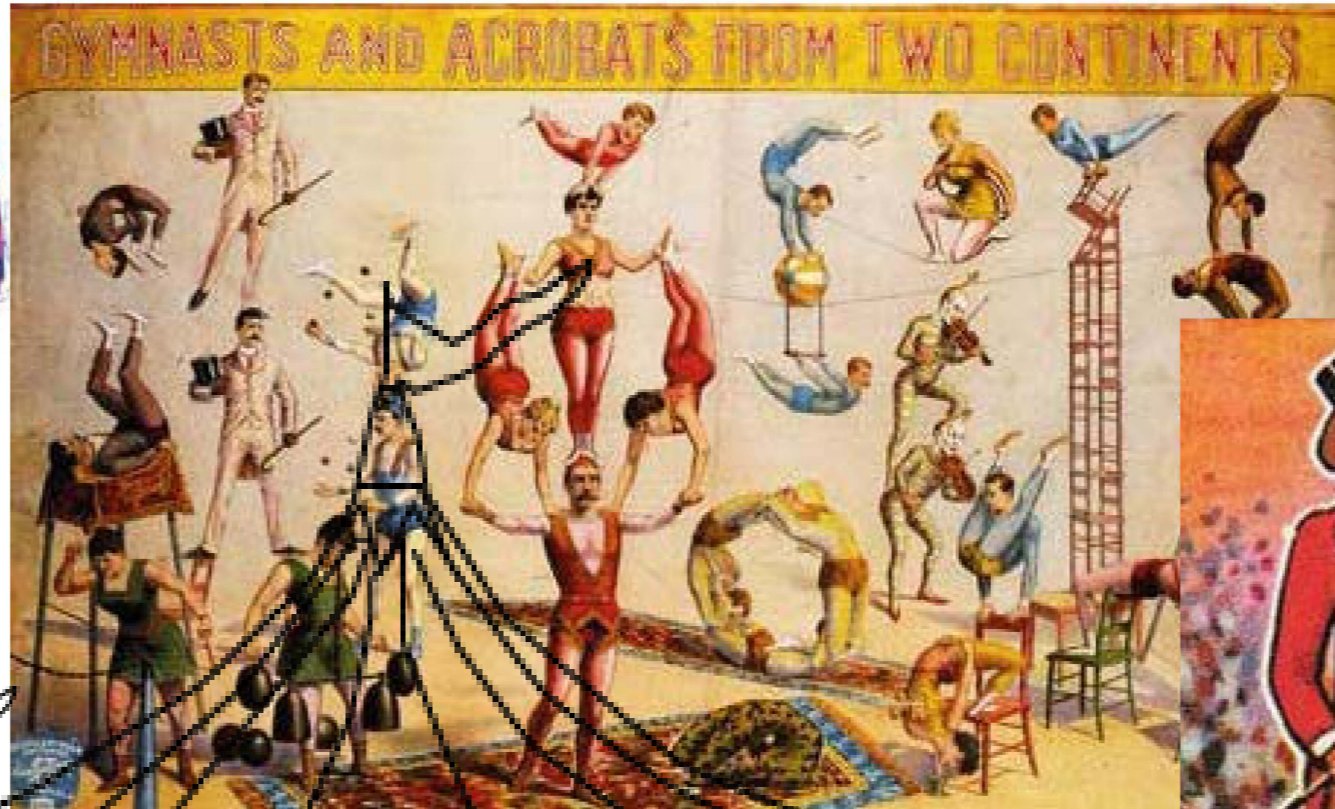
Flexible, strong materials

Bold

Resilience

Strong

Celebrate yourself



Empowering prints

Star and sequin embellishments

Self confidence



Soft, tailored silhouettes

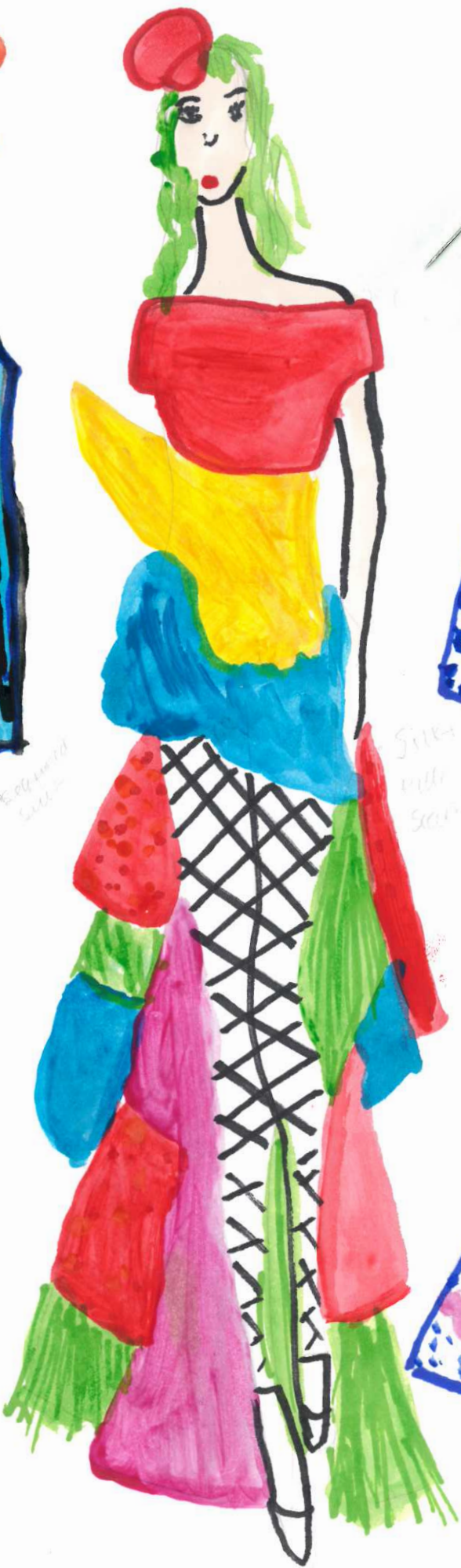




cash blazer



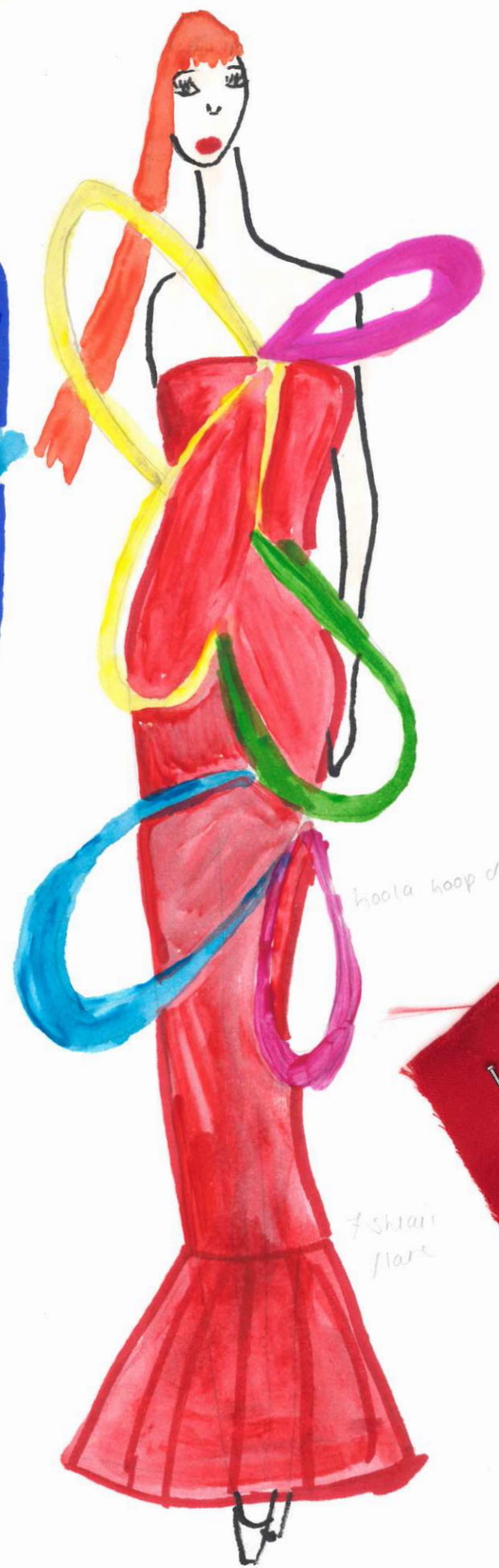
Polka dot



Silk with sequins



sequins blouses



hoop dress

shawl





blue velvet

white denim

viscose jersey pink

mustard jersey

red canvas

white denim

quarry white may green







