

*Lucy Florence Renton*

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*Portfolio*

# Lucy Florence Renton

## LOCATION

Lincoln, UK

## CONTACT

07914433708

lucyrenton33@googlemail.com

## SOCIAL

Instagram - @lucy\_renton

Depop - @lucyflorenceshop

## SKILLS

Illustration



Hand Sewing



Pro Create



Millinery



Machine Sewing



Pattern Cutting



Adobe Creative Suite



## PROFILE

I'm an aspiring Fashion Designer, Illustrator and Stylist who is in their final year of studying Fashion at the University of Lincoln. I have spent the last 3 years developing my skills and am ready to explore these more within the fashion industry. My work often focusses around sustainability, particularly reusing and upcycling, innovative attitudes and concepts within fashion, and specialist techniques like millinery.

## EDUCATION

### FASHION @ THE UNIVERSITY OF LINCOLN

Sep 2017 - Sep 2020

I am currently in the final stages of finishing my final year at The University of Lincoln.

### BOSTON HIGH SCHOOL

Sep 2008 - May 2015

12 GCSE's - A\* - B

A Levels - English Literature - A, Art - A, History - B

## WORK EXPERIENCE

Jan 2016 - Dec 2016

### GAME

I was a customer service advisor at Game. My general duties were serving customers, visual merchandising, cash handling, stock taking, dealing with deliveries and general cleaning. This role mainly helped me with my professional communication skills.

## INDUSTRY EXPERIENCE

### DEPOP

Jan 2016 - Present

I currently run an online vintage and reworked sustainable clothing business, with an online following of 20,000+ followers. I have sold over 800 items with 5\* reviews. I handpick unique second-hand and vintage clothing, rework and style them into looks for my followers to buy.

This includes embroidery, hand-painting, cutting up and restructuring old clothing into new designs.

Handpicking/ sourcing: A key part of running my shop includes visiting vintage warehouses and hand-picking quality and stylised items which I can then photograph, style and sell in my online shop.

Seller up Day: In January 2020, i took part in a Level Up day at the Depop HQ in London. This was part of a scheme to hand-selected sellers on the platform in order to help them gain top seller status by taking part in various workshops from photography advise to promotion via Social Media. Which I am on track to achieve by the end of May 2020.

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### JOHN GREED

May 2018 - Sep 2018

I worked with John Greed Jewellery in Lincoln as a part-time casual lifestyle model. This included styling, modelling, vlogging and working with multiple photographers in a studio and on location settings. The videos and photos produced were promoted on their social media and website.

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### SEXY HAIR UK

Sep 2018

I modelled in a catwalk and photoshoot for Sexy Hair UK in London. It was a really eye opening experience to be amongst industry leading makeup artists, stylists, photographers and models.

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### INTERSHIP FOR KATIE JAQUES

April 2019 - May 2019

I worked as an intern for Katie Jaques for her Final Collection. In this time I helped her make accesories, and millinery pieces to accompany her collection. I also helped with styling and makeup for her photoshoots and final catwalk show.

## INDUSTRY EXPERIENCE CONTINUED

### THE BIG CLOTHES FEST UK

October 2018

I ran my own stall at The Big Clothes Fest UK in Sheffield, which was organised by a Depop Top Seller, in which I sold my vintage and second-hand customised clothing. I self promoted my brand, organised stock and did the visual merchandising for my shop. It was an amazing chance to meet and connect with others within the industry and meet my customers face to face.

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### THE HAIR BOUTIQUE POP UP SHOP


November 2018

I re-opened my pop up vintage clothing store at the Hair Boutique Salon.

### HER VINTAGE LIFE MAGAZINE (ISSUE 76 & ISSUE 89)

March 2018

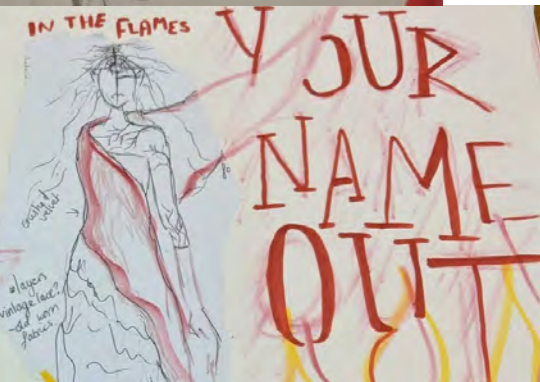
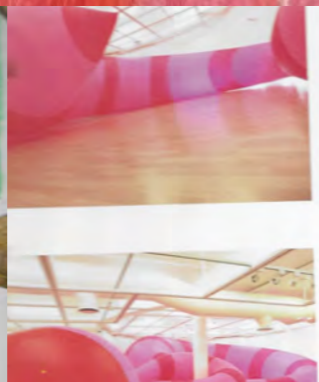
In December 2016 I pitched an idea to Her Vintage Life Magazine for a 1960's Twiggy themed photoshoot. They accepted and gave me a two page article. For the photoshoot I modelled, did the makeup and styled four outfits to suit the theme. They liked the article so much that I was invited back for another Issue in 2018 which was centered around a 1950's rockabilly theme, to span four pages. I collaborated with other creatives for this project and was the stylist for two models, I outsourced and handpicked the clothing from a local vintage store.





Ethereal  
Phoenix  
♀

# Concept Development.

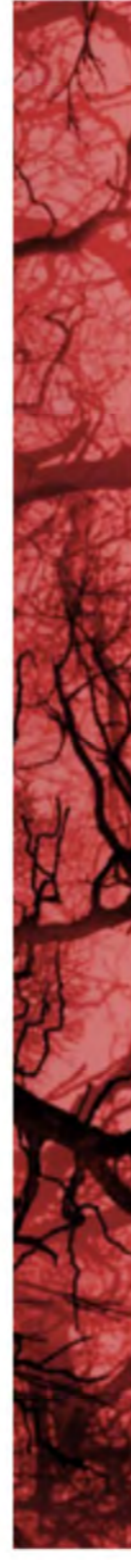
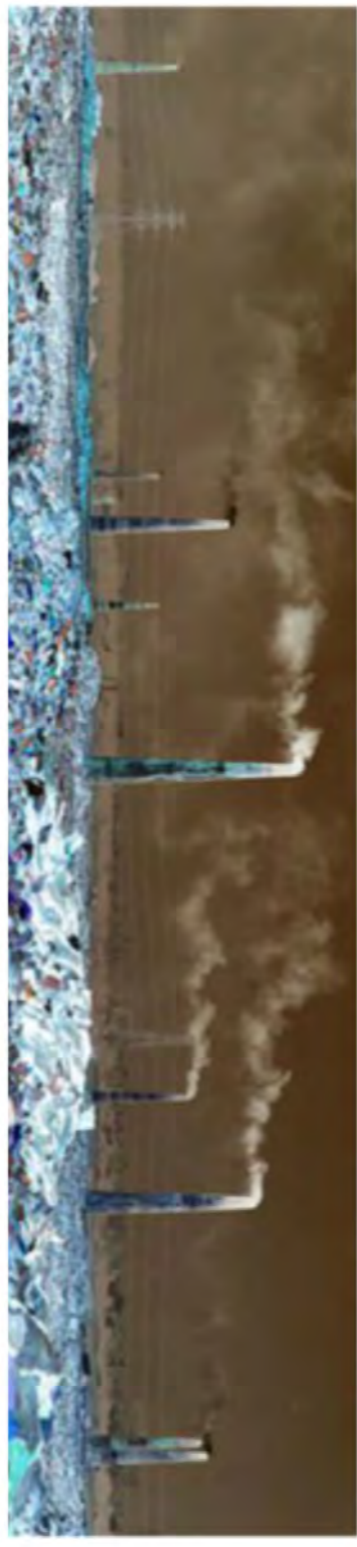


EXPERIMENTING WITH

# Research.

A conceptual collection made solely from second-hand materials, for the new wave of anti-fast fashion activists. Telling the story of the rebirth of humanity from the end of the world, how it shall rise from the ashes like a phoenix, encouraging a new wave of environmentally-conscious punks to rework, rewear and rethink clothing, changing people's approach to and ethics when it comes to Fashion. Change the system. Anyone and everyone can do it.





Ethereal Phoenix  
▽





*“Unfuck the World,  
Unfuck the World  
You stupid girl.”*

*Ethereal Phoenix*  
▽



Rise from the  
Ashes of the  
Earth...

- patchwork  
denim  
- handpainted  
on top



# Destruction.

# Ashes.



# Dawn.



# Rebirth.



# Ethereal Phoenix



The Muse

# Grimes



# The Market.





Ethereal Phoenix



BE A WOLF. NOT A SHEEP.  
ETHEREAL PHEONIX. ETHEREAL PHEONIX.  
UNFUUCK THE WORLD. YOU STUPID  
GIRL. UNFUUCK THE WORLD. YOU ST  
ETHEREAL PHEONIX. ETHEREAL PHE  
REWEAR. REPAIR REWEAR. REWEAR  
FUUCK FAS



Ethereal Phoenix  
A



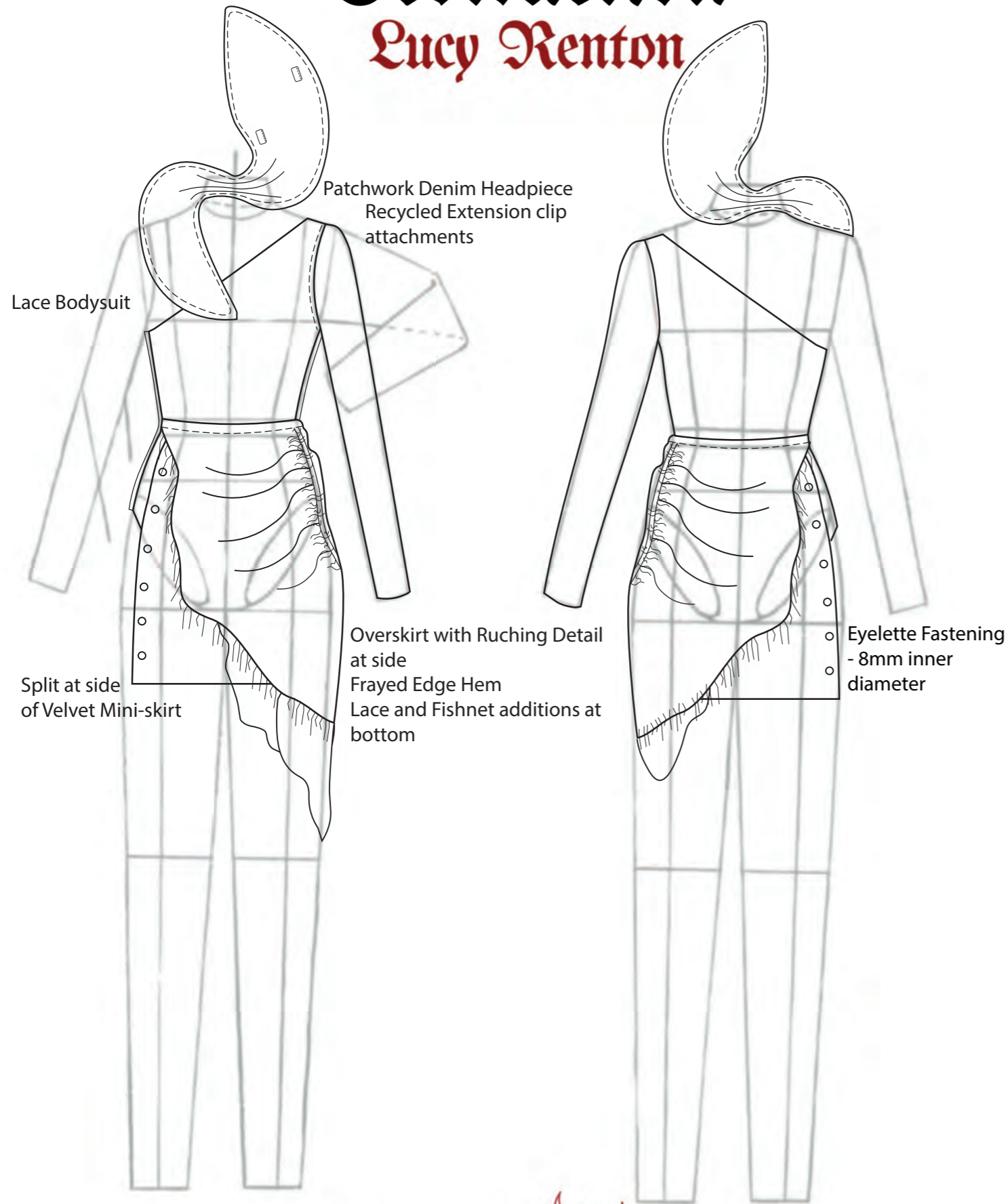




Ethereal Phoenix  
▽

# Destruction

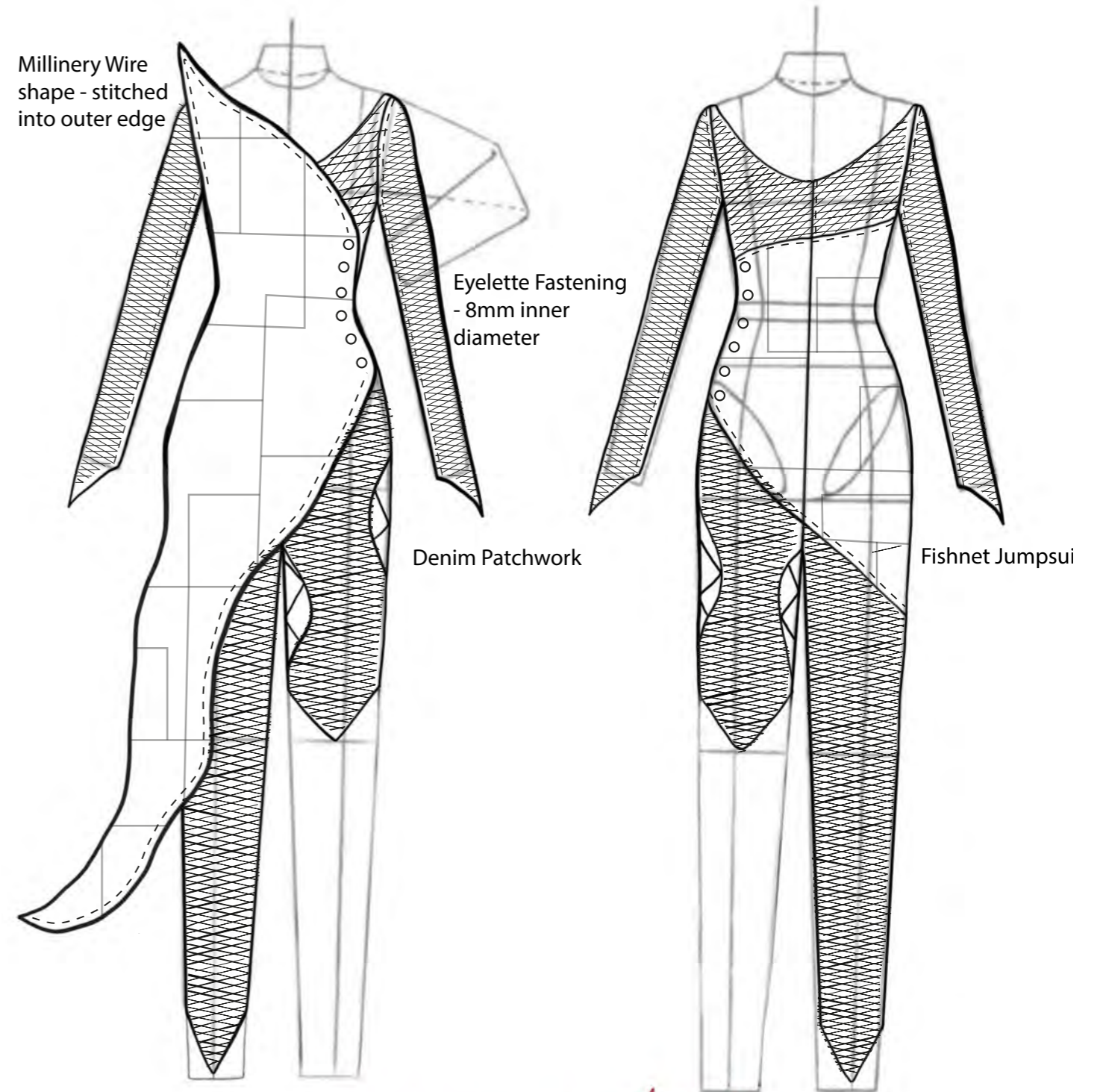
Lucy Renton



Ethereal Phoenix

# Ashes

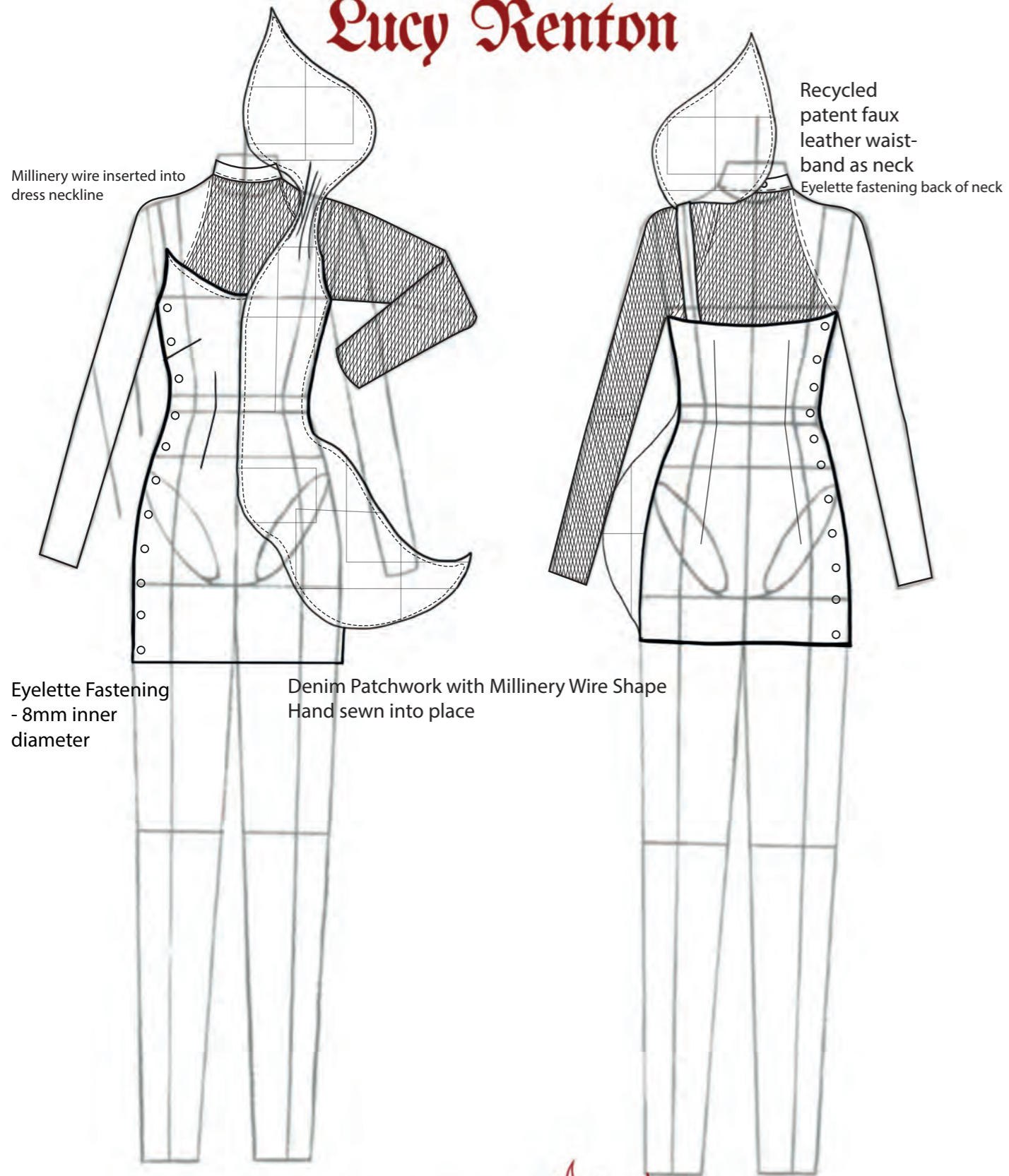
Lucy Renton



Ethereal Phoenix

# Dawn

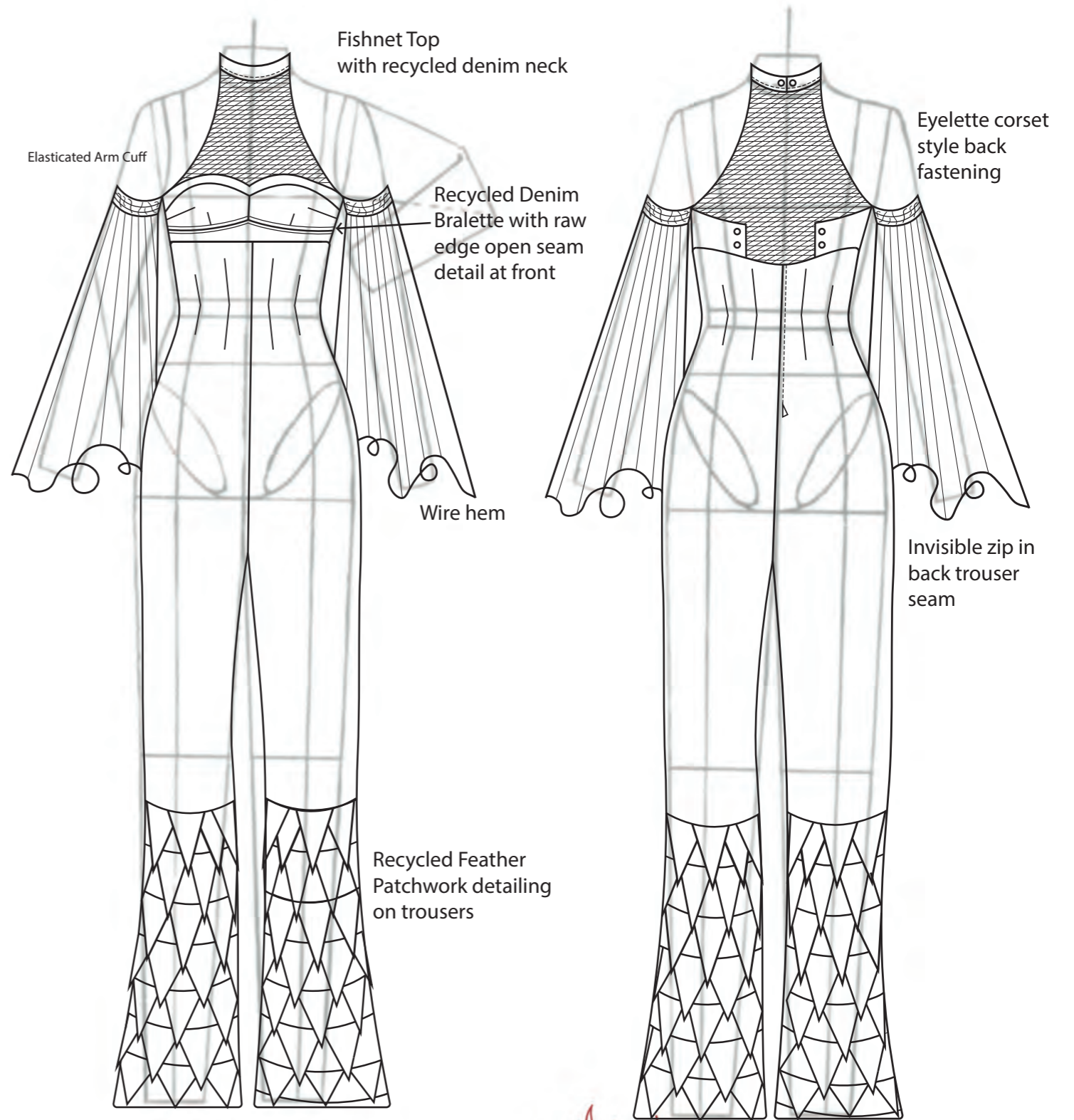
## Lucy Renton



Ethereal Phoenix

# Rebirth

## Lucy Renton



Ethereal Phoenix

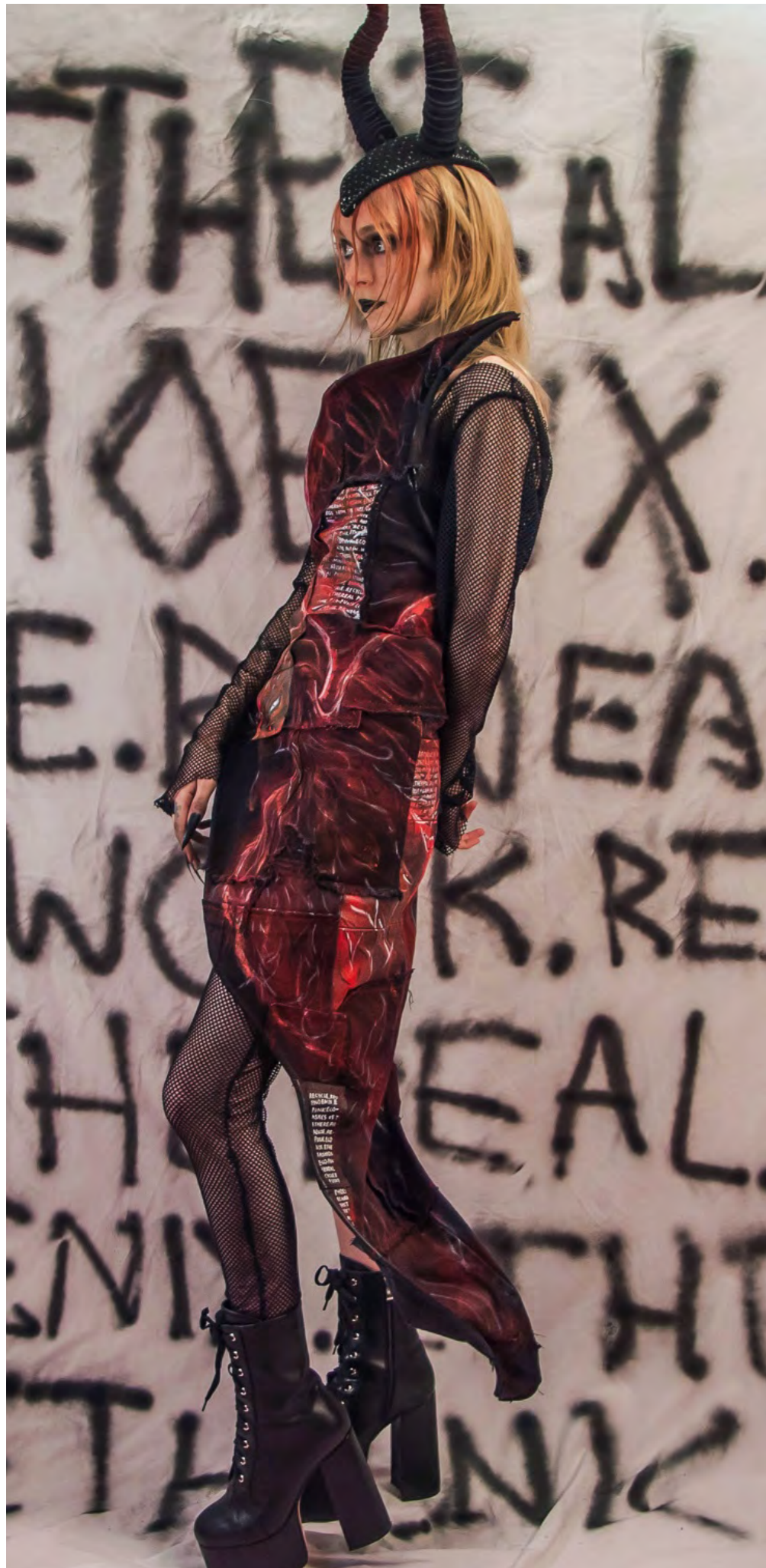








Destruction.





Dawn.





Rebirth.

Founded in 2018 and based in the historic city of Lincoln, SqWears Couture was established to provide plus-size women the opportunity to look and feel fabulous at any size. The lack of luxury and designer clothing for the curvy woman in the fashion industry is apparent; SqWears Couture seeks to bridge this gap, enabling women to indulge in elaborate, truly glamorous and beautiful designs.



**A SqWear enables ALL women to look and feel fabulous.**  
#SqWearIfYourWay



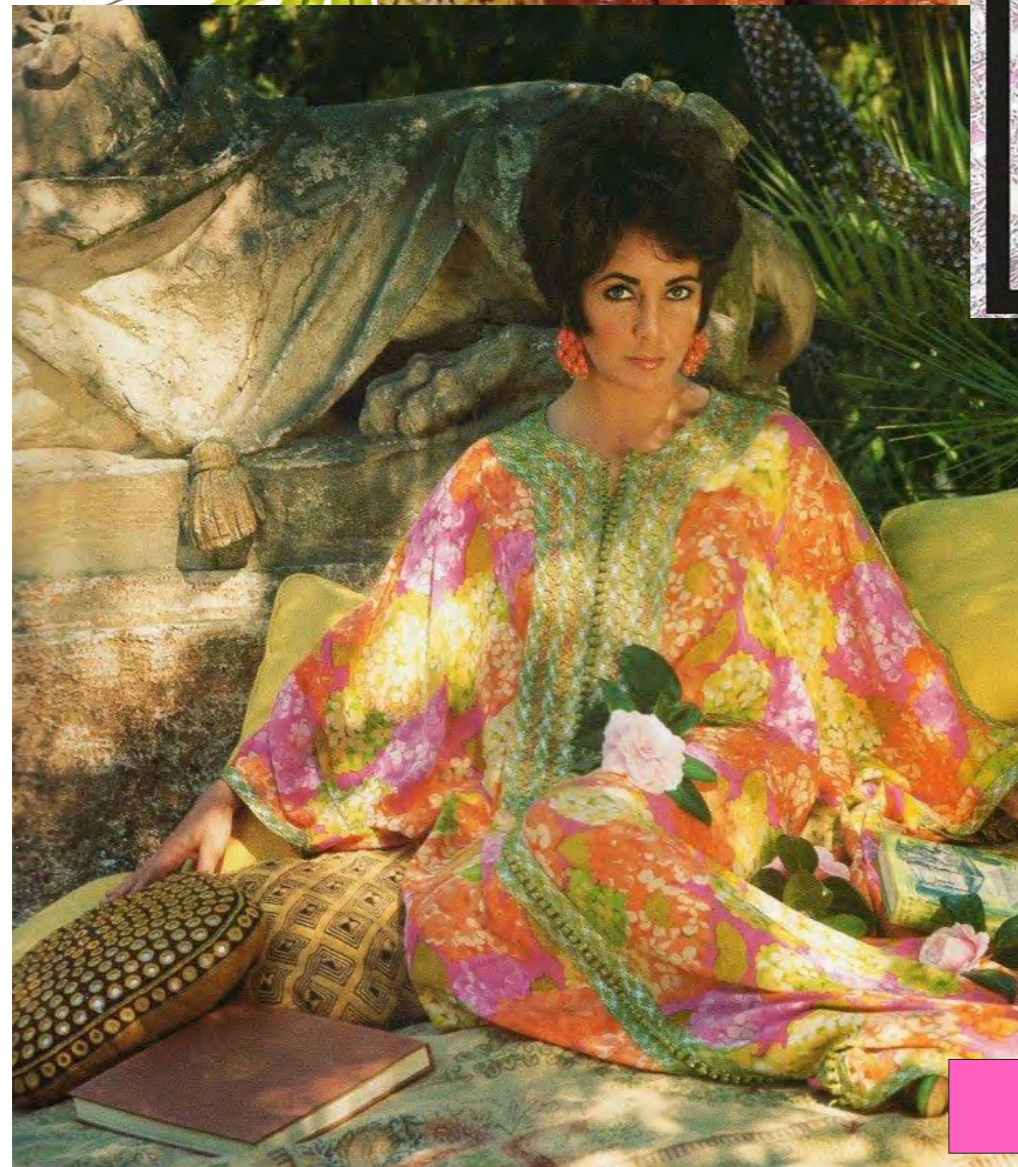
**A SqWear is a garment for women of all shapes and sizes.**  
#SqWearIfYourWay

A unique and registered design, each SqWear is handmade with impeccable attention to detail. From striking prints to enchanting embellishments, each piece is finalised with Founder Sara Bird's design contributions to ensure that the "square you wear" is an authentic representation of the brand's luxury values.



Let's bring back  
Hollywood glamour!  
Be fabulous and  
glamorous every  
single day.

#SqWearItYourWay





ENVIROMENTALLY FRIENDLY

### Cork Is Biodegradable and Recyclable

Cork is a natural, environmentally friendly material. It biodegrades completely and can be easily recycled without producing any toxic residues.

### Cork Trees Are Harvested, Not Cut Down

Cork stoppers are made from the bark of a cork oak tree, not the tree itself. Bark is harvested from the tree every 9-12 years. Completely renewable and sustainable, harvesting bark does not harm the tree. Each time cork is harvested; cork bark regenerates itself (and in doing so absorbs CO<sub>2</sub>). In fact, cork trees live between 100 and 300 years.



SUSTAINABLE



RENEWABLE



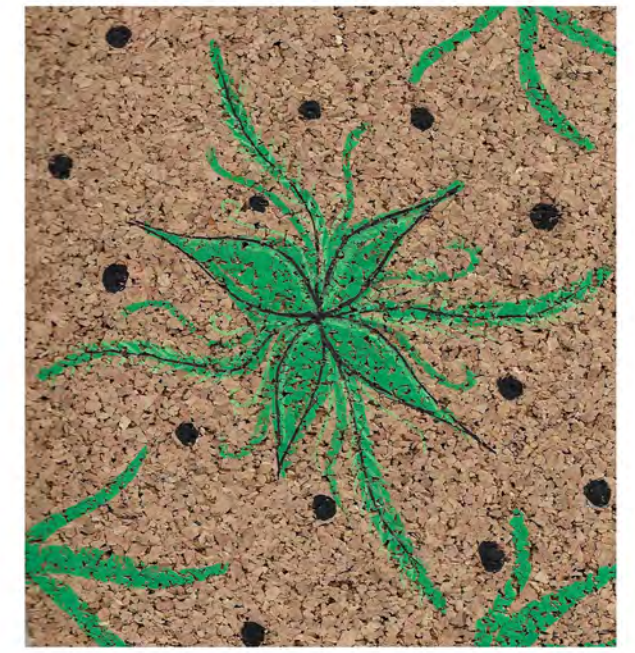
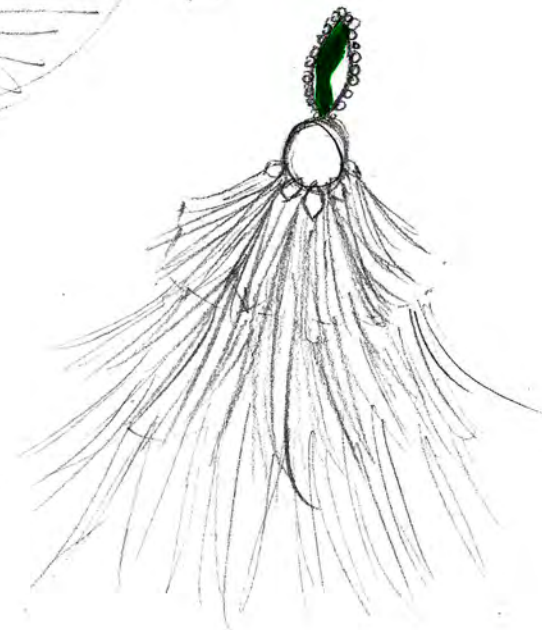
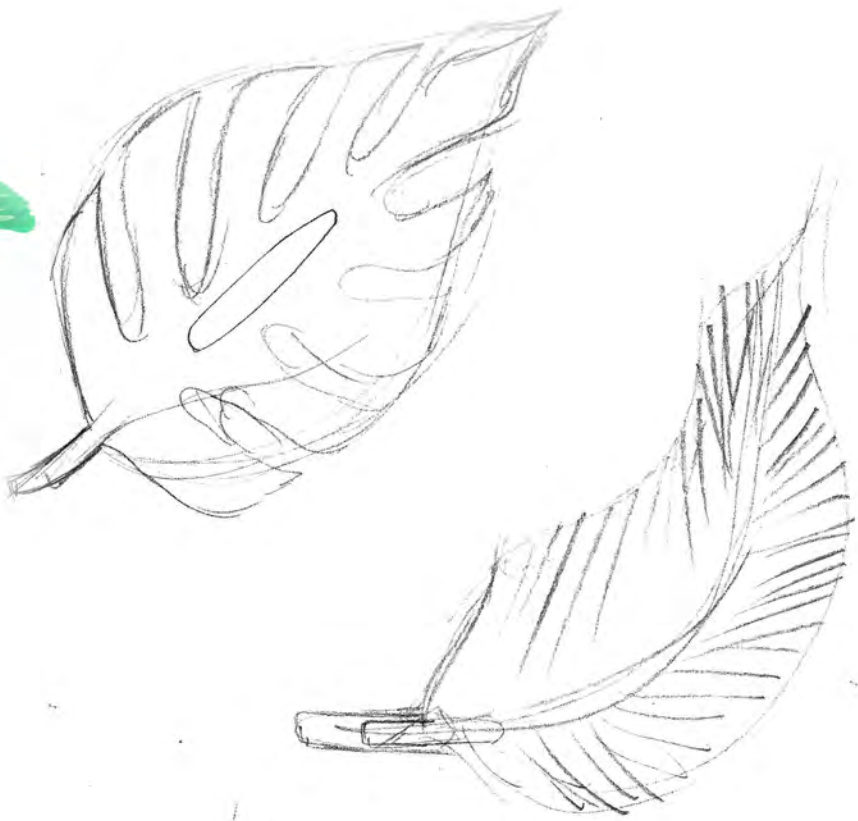
# ETHICAL GEMSTONES

Information about gemstones and ethical sourcing



# REUSING GEMSTONES







## Inspiration:

A range of elegant accessories inspired by Elizabeth Taylor and Old Hollywood Glamour. Specifically her iconic kaftan looks paired with beautiful jewellery for that luxury holiday, summer evenings style inspiration which aligns itself so perfectly within the Sqwears couture brand.

## Sustainability:

Sustainability is a key and driving force within the fashion industry so is something that I wanted to incorporate into this range. I experimented using cork as it is a fully natural and sustainable product. I also researched into recycled gemstones, to bring glitz and glamour into the designs but in the most sustainable way.

## Design Process:

I researched into the current accessory market, with large embellished hair clips and statement jewellery making a comeback. I incorporated current Sqwears prints into the designs which would be hand-painted onto the cork accessories for added bespoke, handmade value. I used a mixture of Sqwears prints and vintage Elizabeth Taylor photos as inspiration for a vivid and glamorous colour palette.









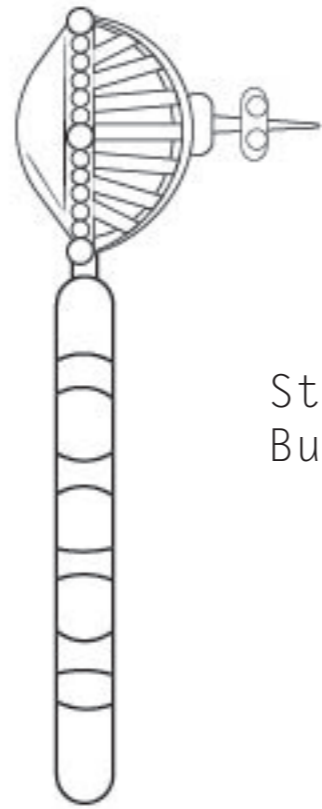








# Working Drawings.



Stud Back Earrings  
Butterfly Clasp



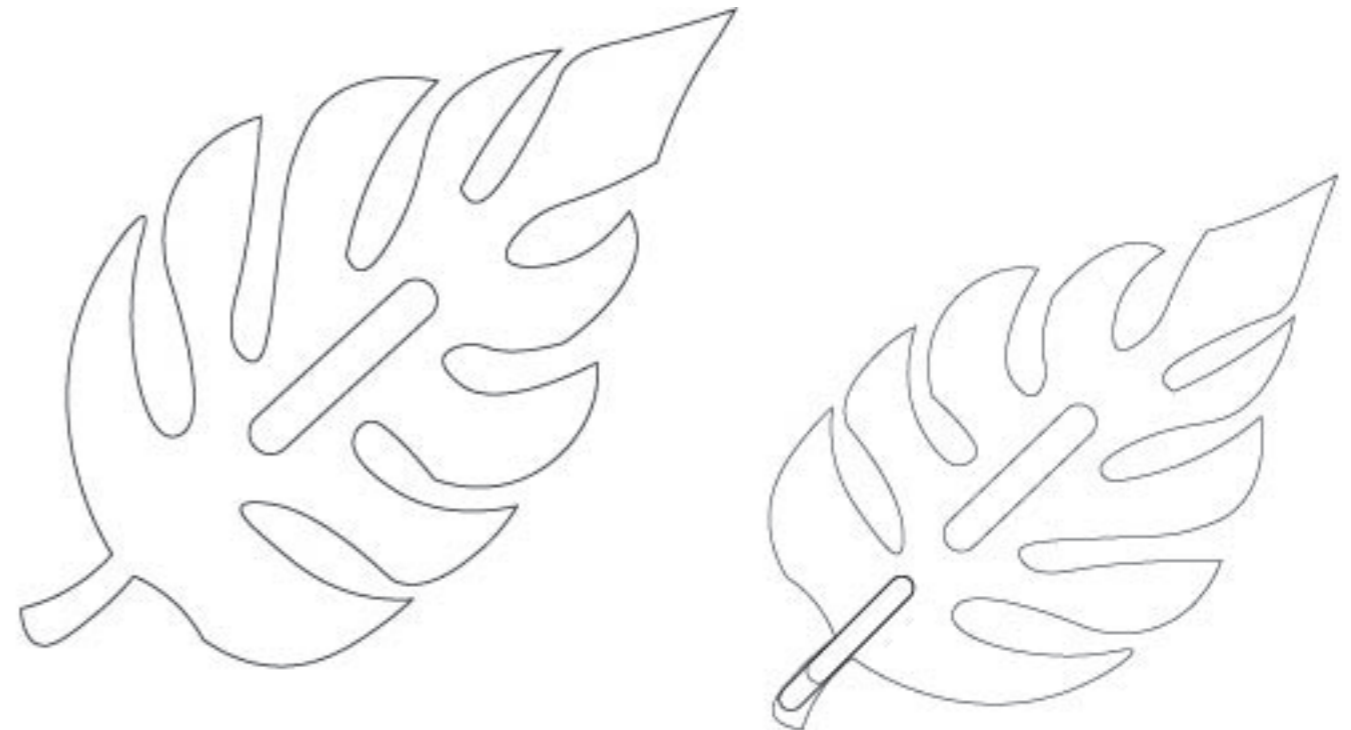
Cork bases  
Gemstones



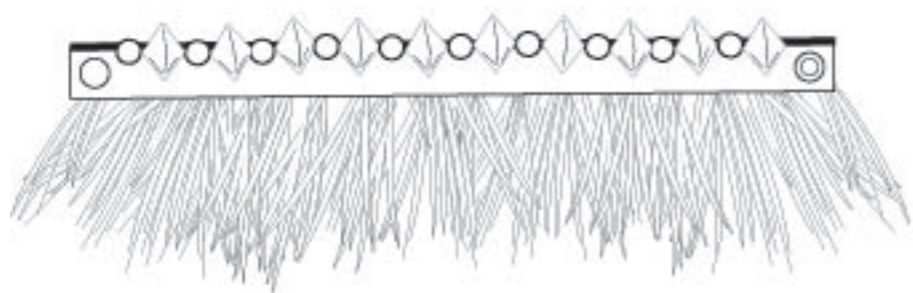
Raffia Tassels



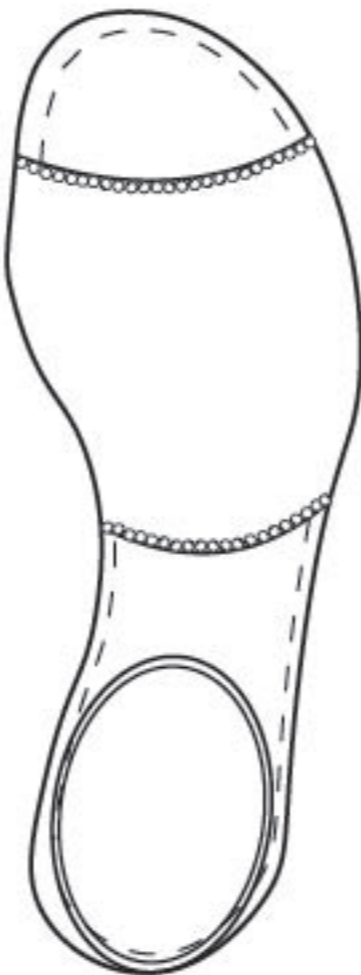
Gemstone Details  
Cork Slip on Sandal with hand painted details - durable fabric paint.



Hairslide fastening attached to cork base, with hand painted details.



Separate Anklet  
Popper Button Fastening on cork strap.





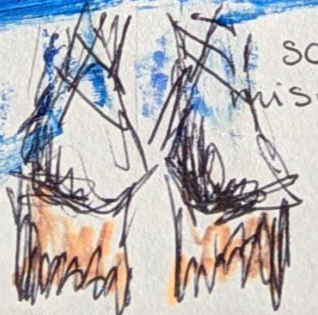




spray painted logo on back.



flared sleeves



scanned in mismatch denim.

floor length patchwork denim jacket.



? RECLAIMED/UPCYCLING ?

\* Painted customization  
- graffiti style  
- bright/bold



Zero Waste



Reclaimed Denim



Reuse Rework Reconstruct



Waste Netting and Paint

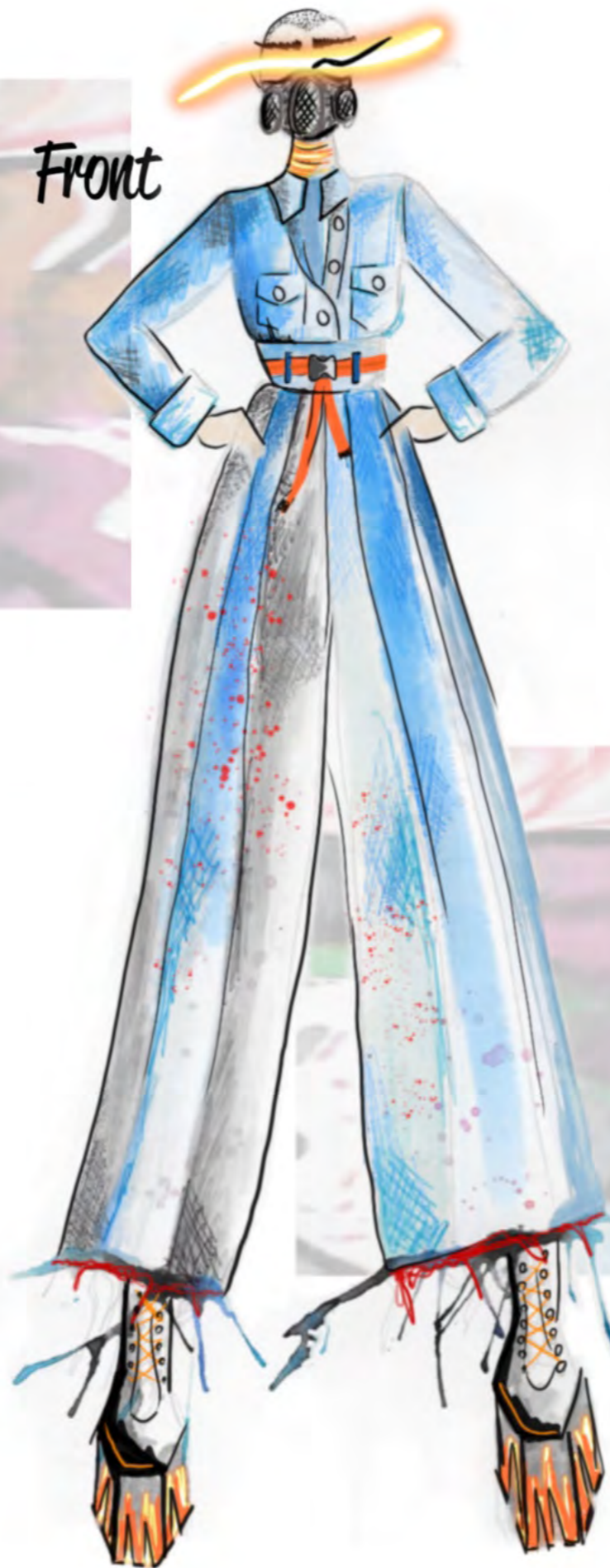








Front



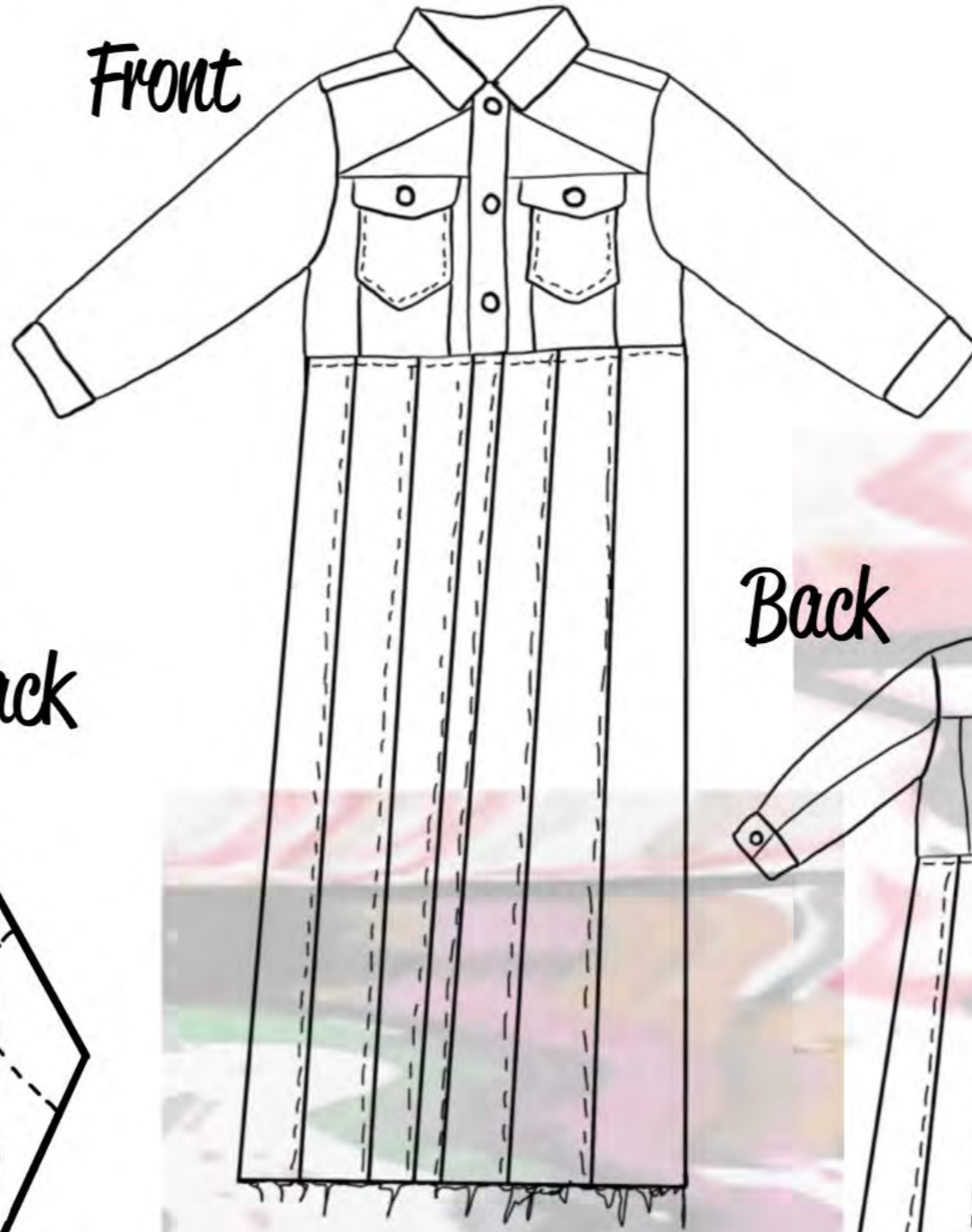
Back



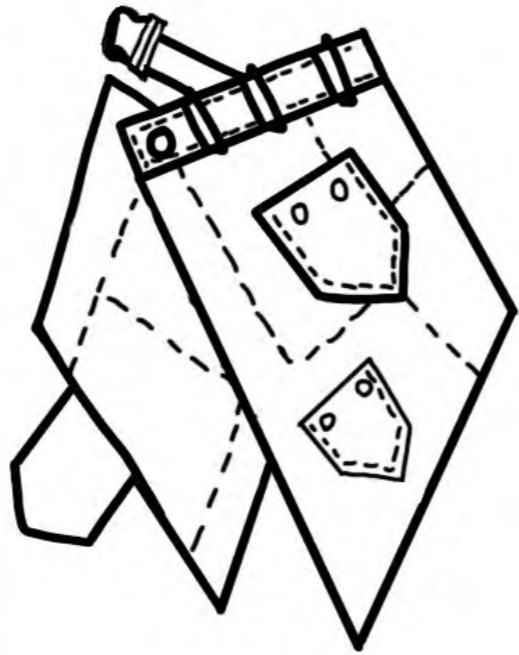
Front



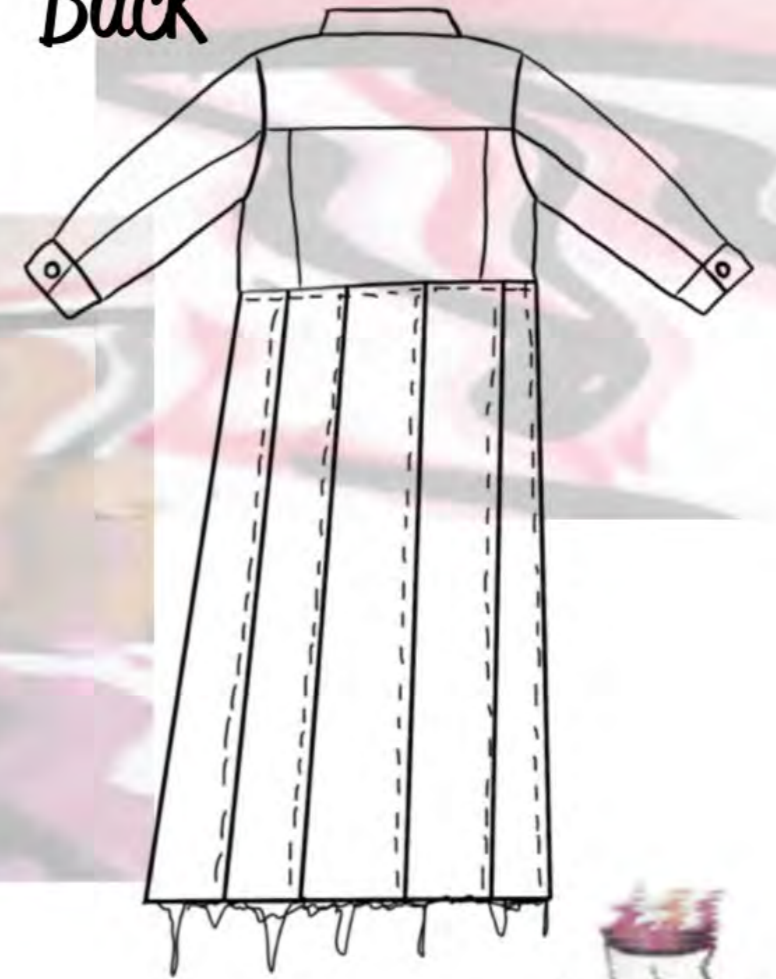
Front



Back



Back





Front

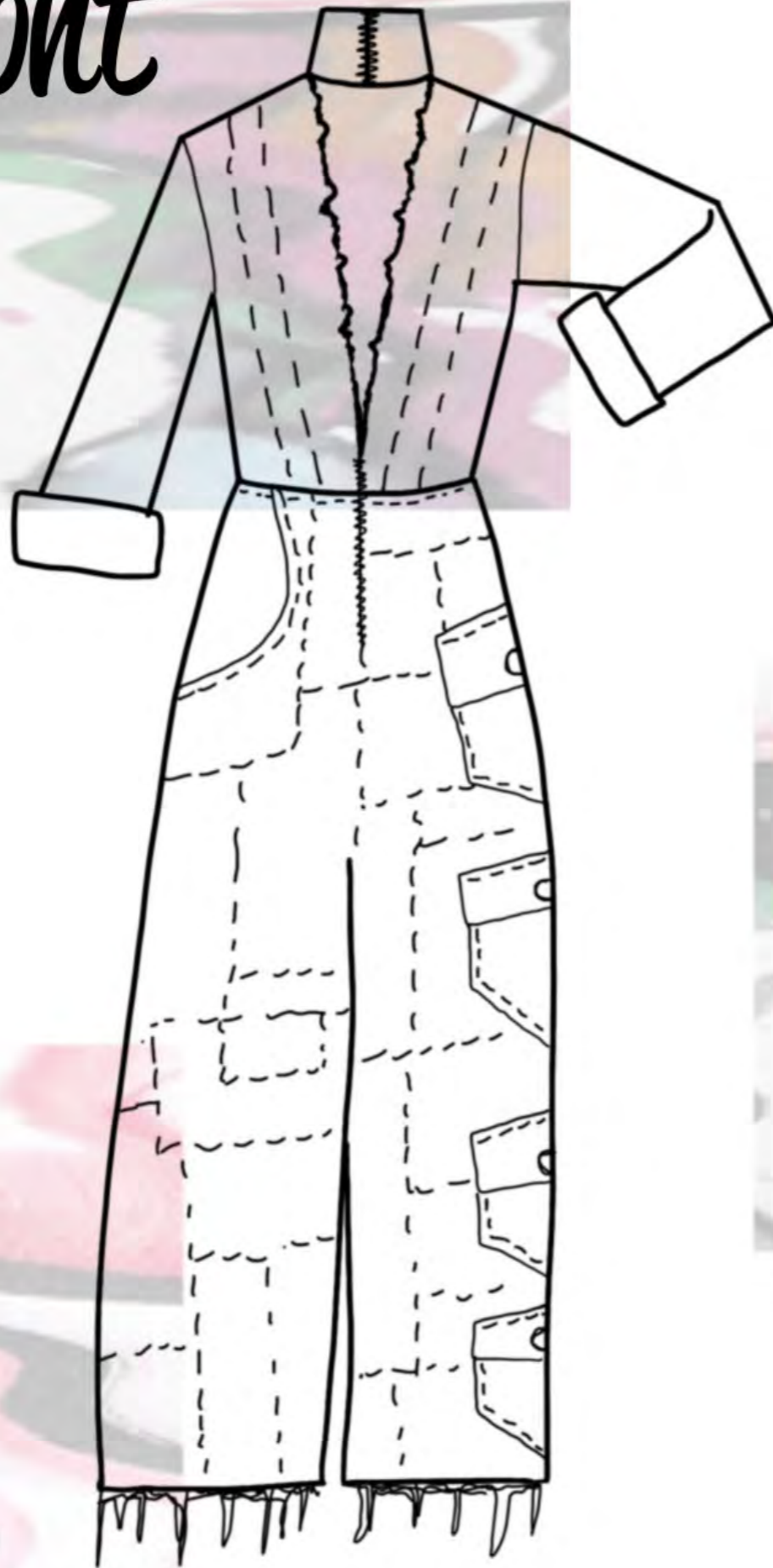


Back





Front



Back



Front



Back



Front



Back



# Gentlemen's Club?



A Gender-Fluid Collection set in a smoky Gentleman's Club / Cigar Room atmosphere. Models would be all genders, with their faces covered by large hats casting shadows, so their identities were hidden. The show would be dark with spotlights and a smokey atmosphere. Models would be walking all around, playing poker, drinking and acting so both audience and models would be submerged within the 'Gentleman's Club...?'







Luxurious Fabrics  
Embroidery Details  
Dramatic Millinery









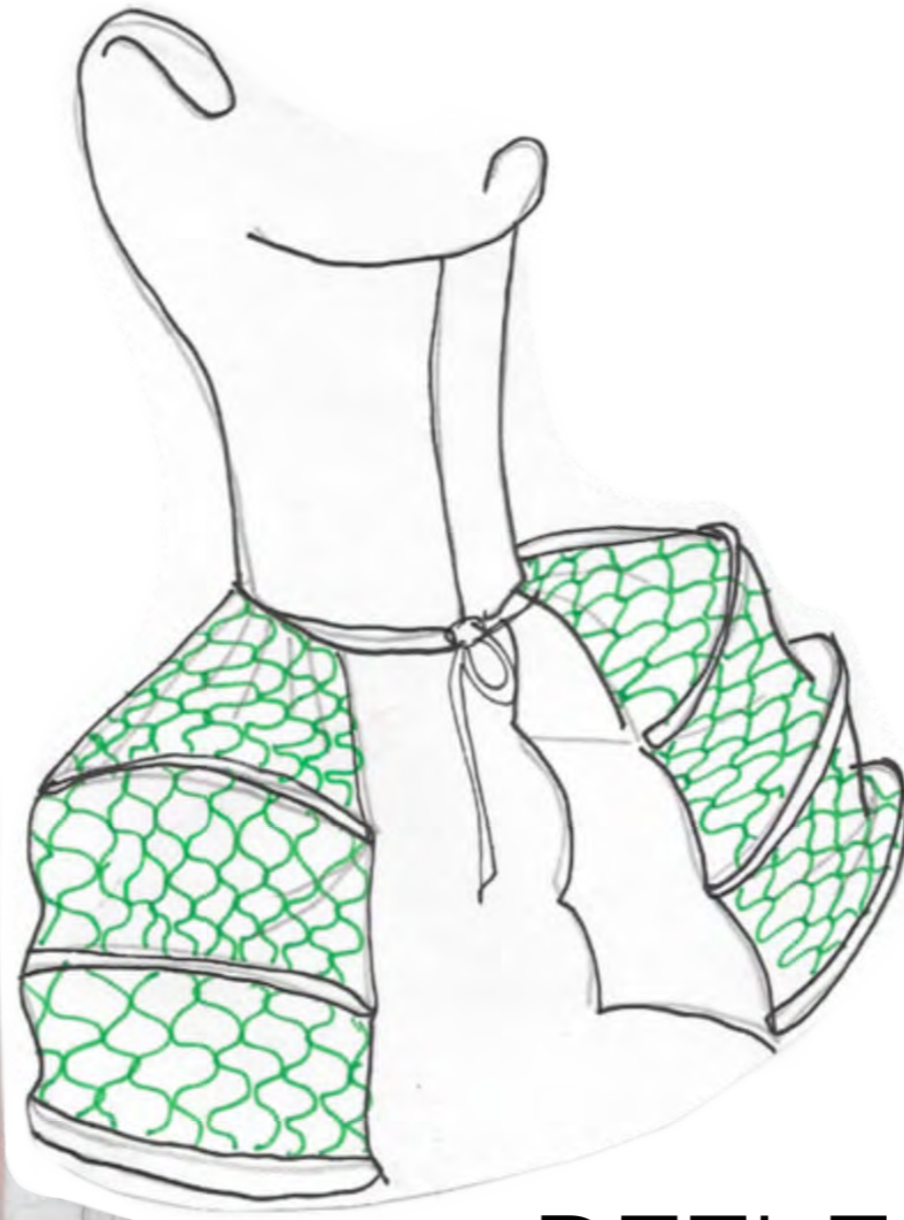
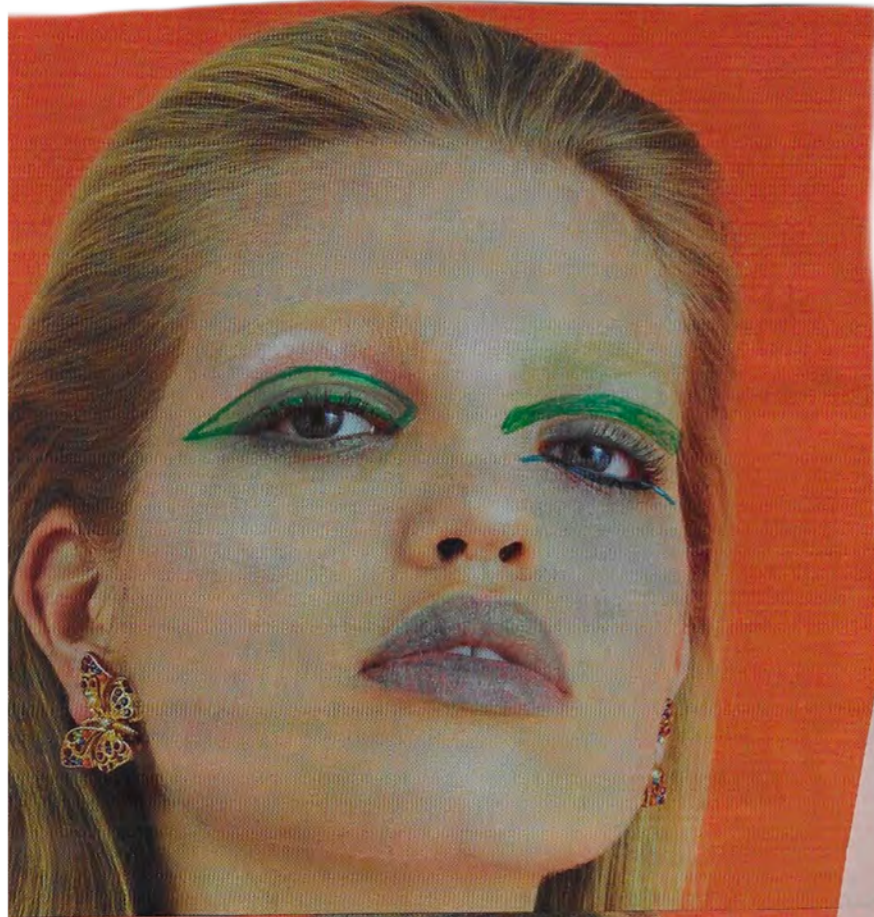
Gentlemen's  
Club?



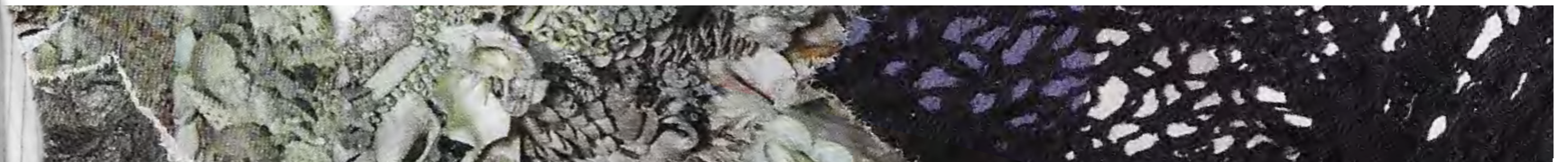
Gentlemen's Club?



Gentlemen's  
Club?



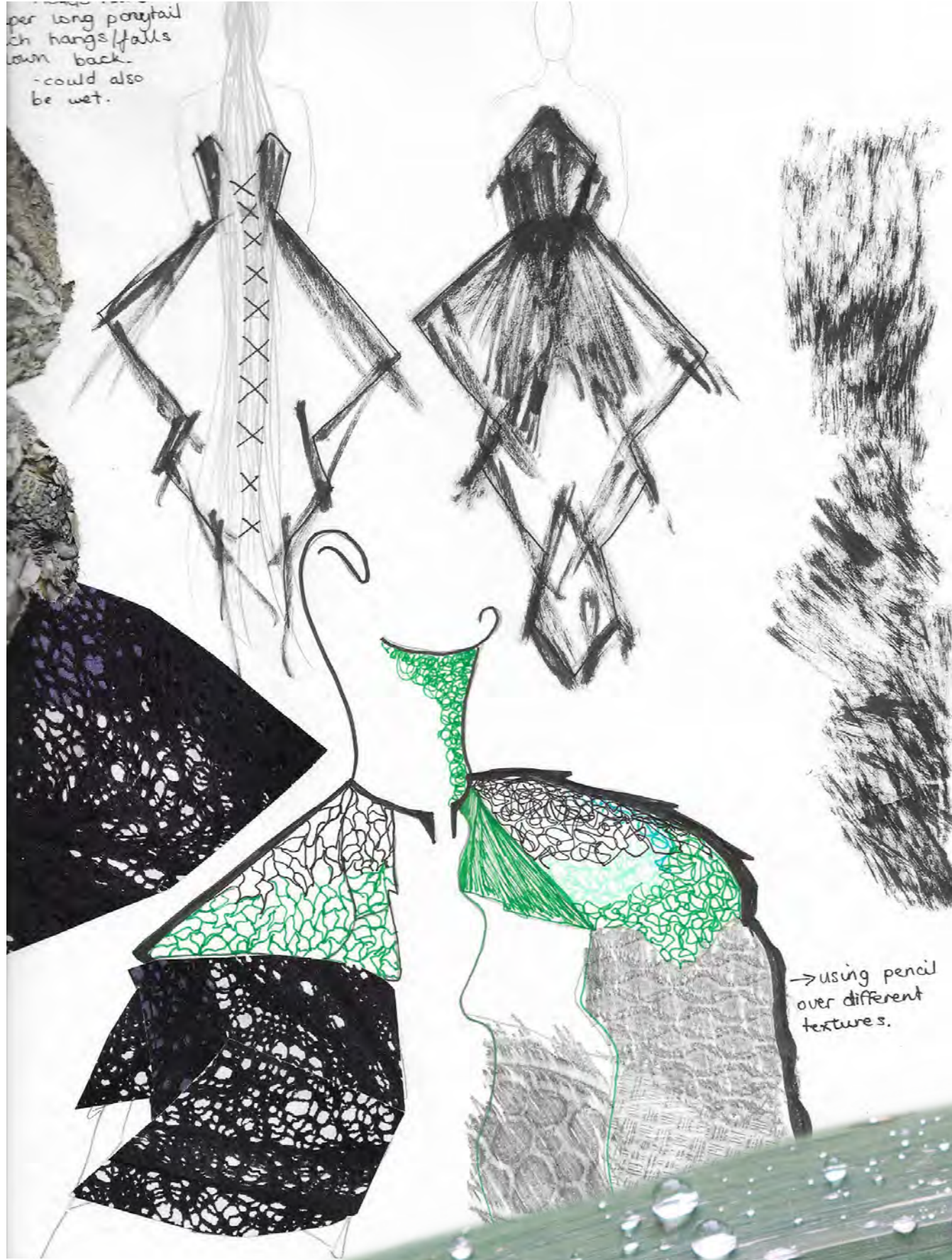
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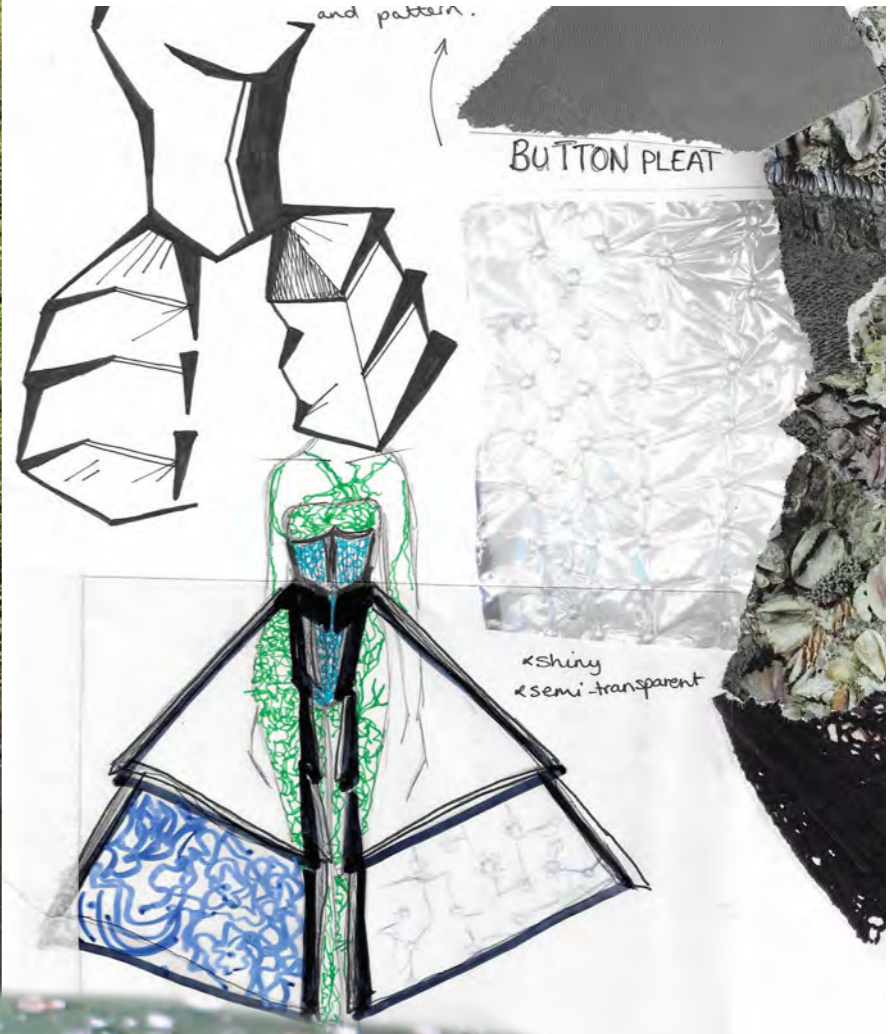
TRANSPARENT

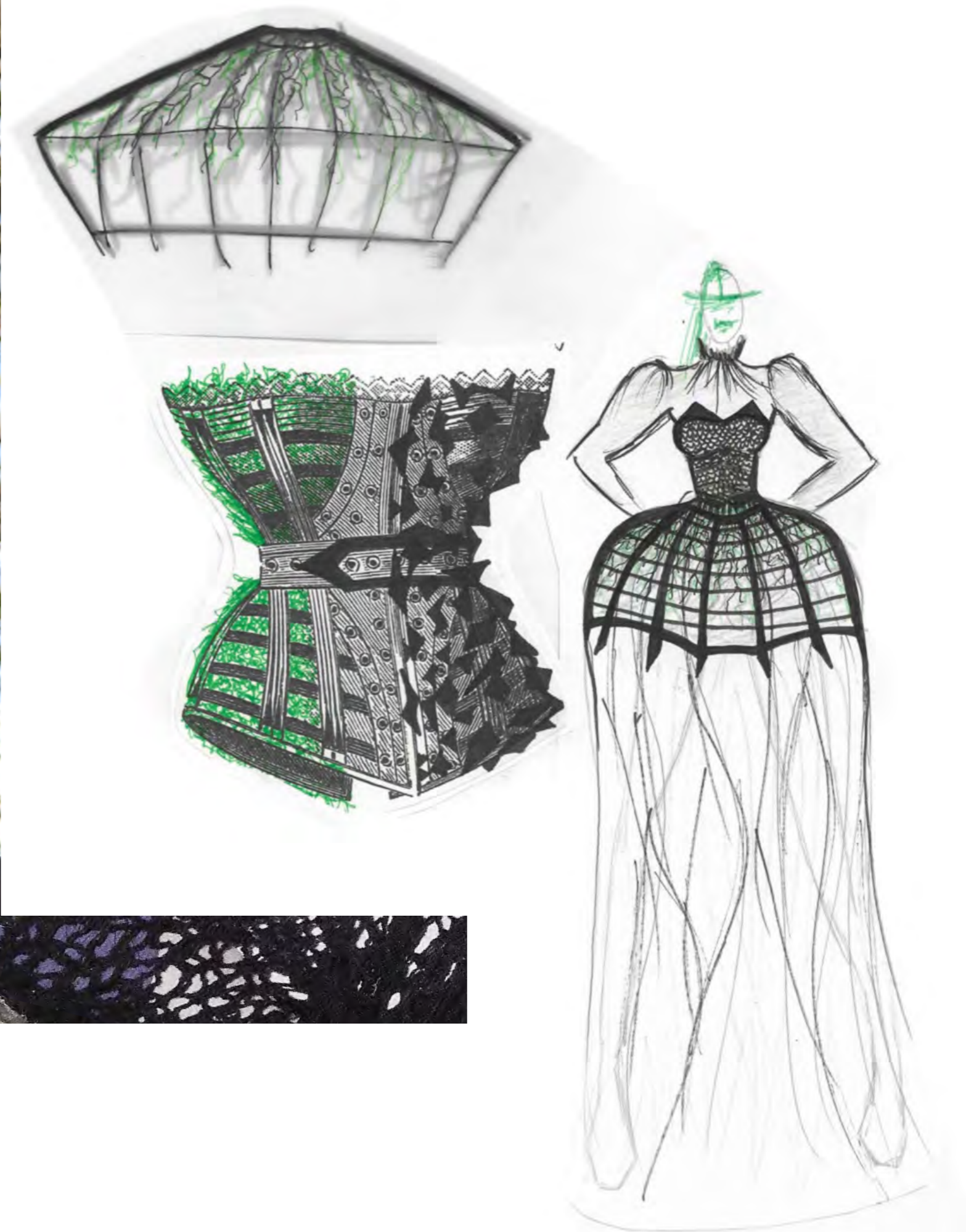


per long ponytail  
ch hangs/falls  
down back.  
-could also  
be wet.



→ using pencil  
over different  
textures.



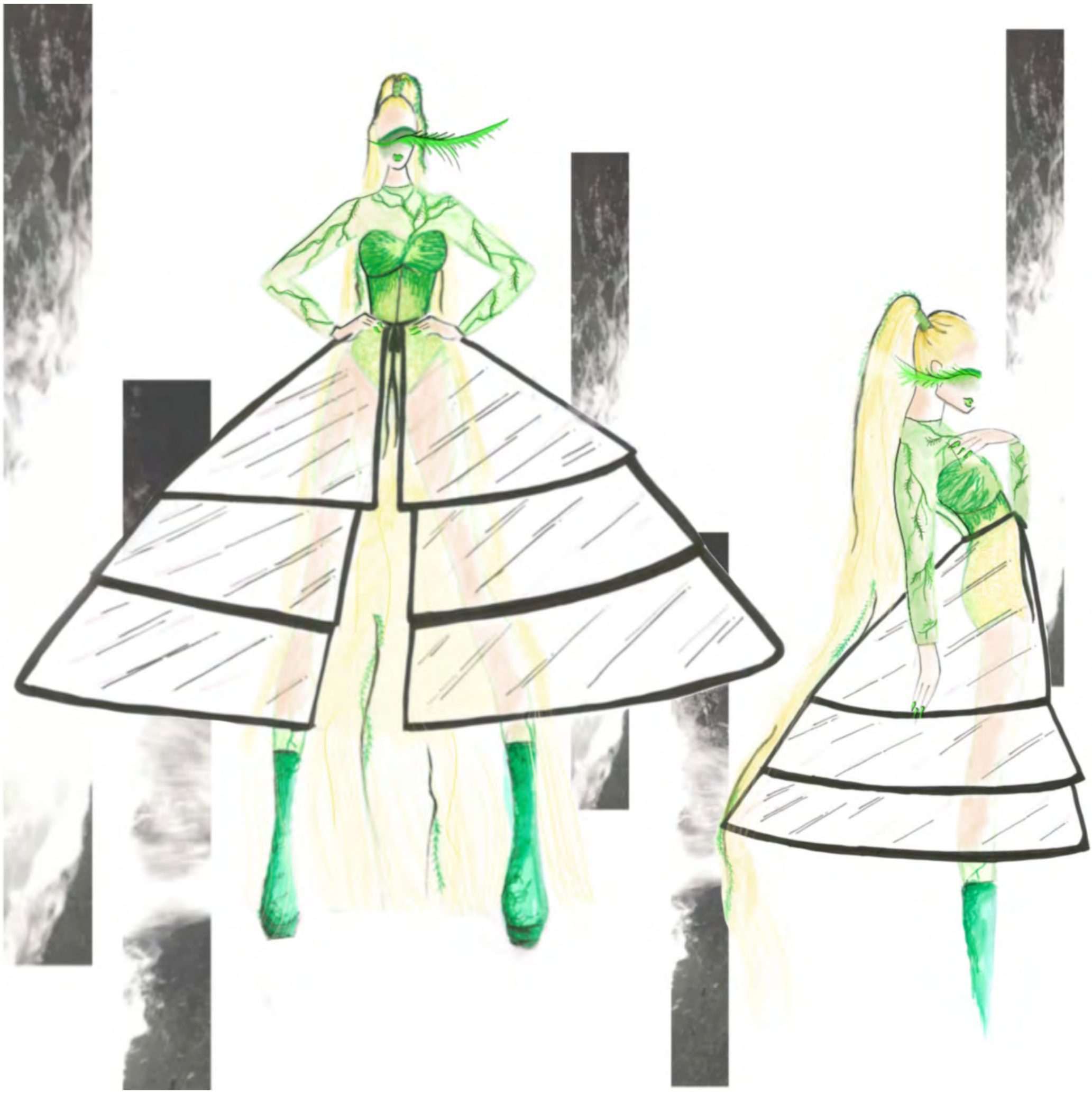












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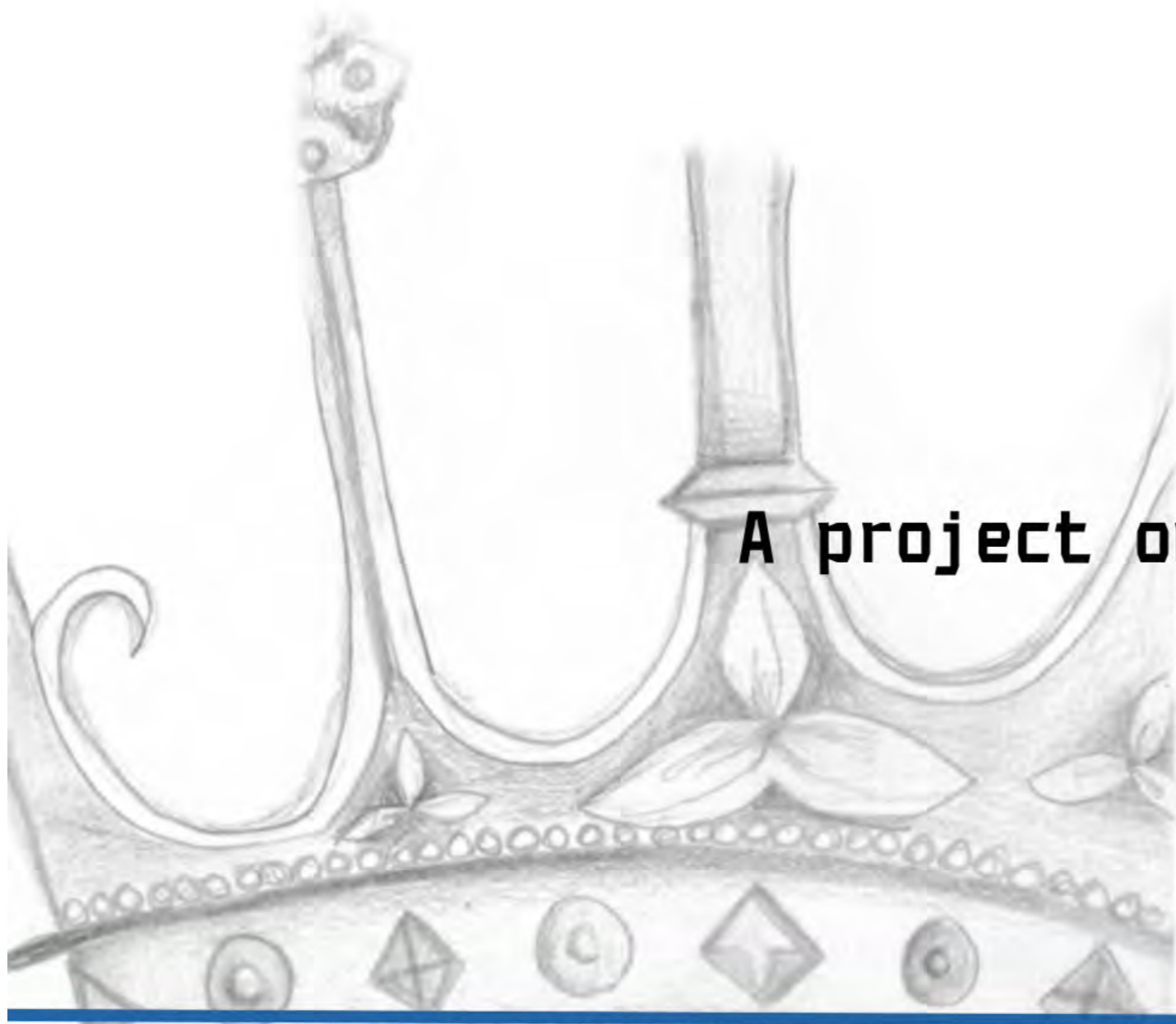
# #Queen

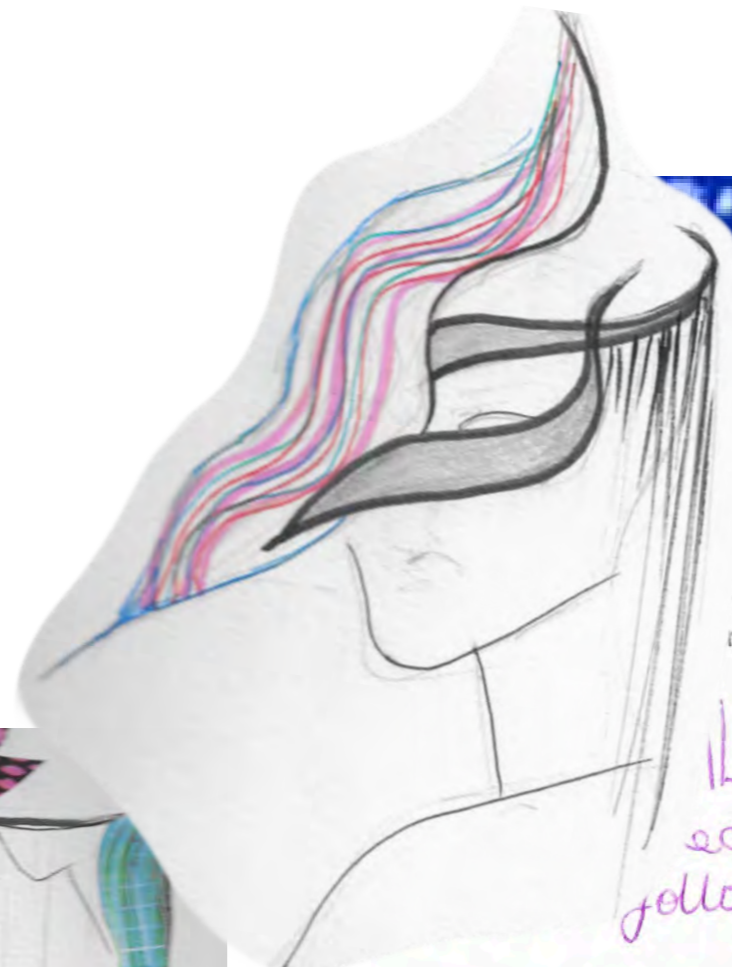
21st Century Ritual.



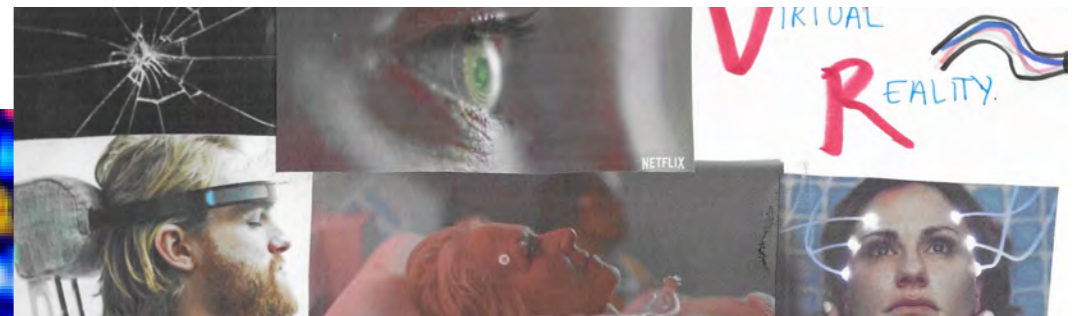
A project on the power of Social Media.

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101100 01101100 01100101 01100100 00100000





```
a = replaceAll(", ", " ", a); a = a.trim();
return a.split(" "); } $("#unique").click(
function() {
    a = array_from_string($("#afid").val());
    $.ajax({
        url: "/api/unique/",
        data: {
            a: a
        },
        success: function(response) {
            console.log(response);
        }
    });
}
```



loads of people  
cut from a magazine -  
influence of advertising -  
people follow and take  
part with the brands.

Media follow.

### POWER

↑ ↑ ↑  
**Follow the leaders**

Miss Vogue charts the most exciting female talent in fashion on Instagram using #InspiredByMe, a series focused on how these ones-to-watch have found success, and what spurred them on.

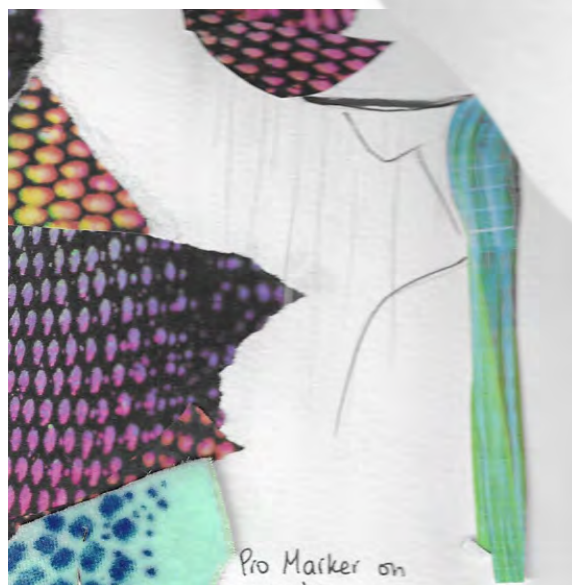
#GiveBrilliant

#CIAOBYTODS

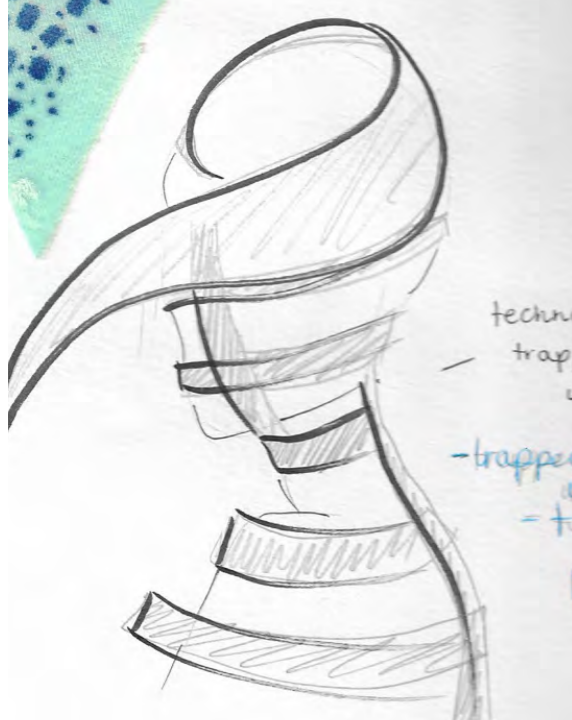
The New Fragrance #prada#prada

I think this technological/VR reality/social media age is a strong concept because it is very relevant to now, and the future.

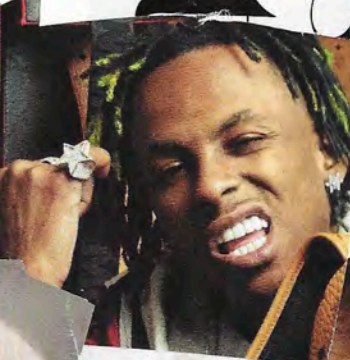
# er kids rights



Pro Marker on  
← velvet



techno  
trapped  
-trapped  
-trapped



### Grow your following

Want to use social media to build your business empire, whatever field you're in? Well, let our roster of brilliant entrepreneurs (and one Instagram insider!) tell you how. Panelists include Ella Mills (Deliciously Ella), Hugo Taylor (Taylor Morris Eyewear), Alice Liveing (fitness guru, author and blogger) and Hannah Chaston (Head of UK Community at Instagram).



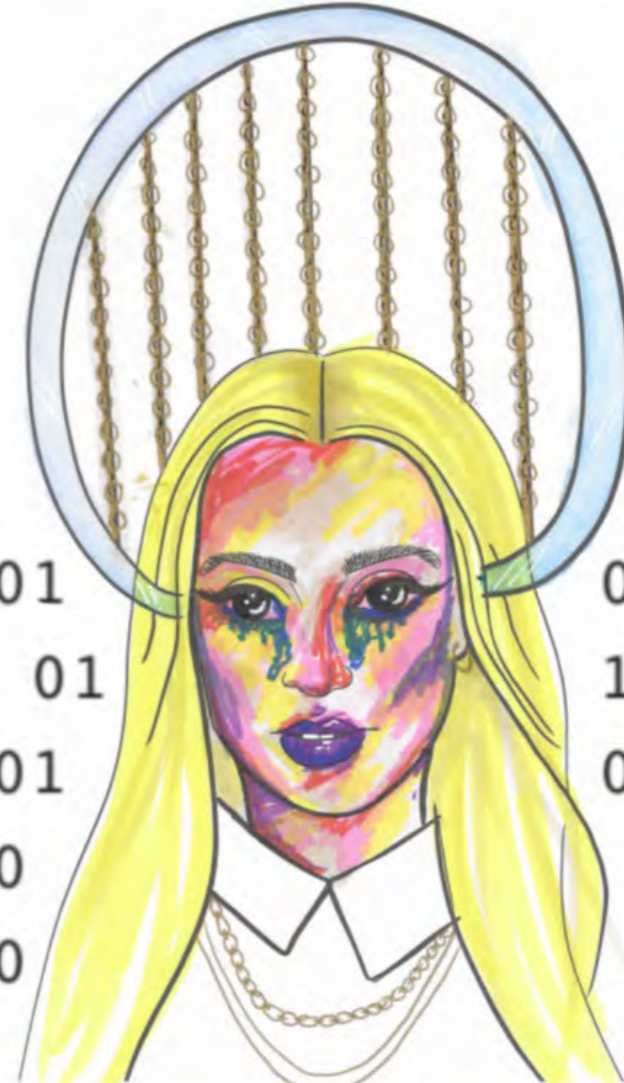
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    data: {
        a: a
    },
    success: function(response) {
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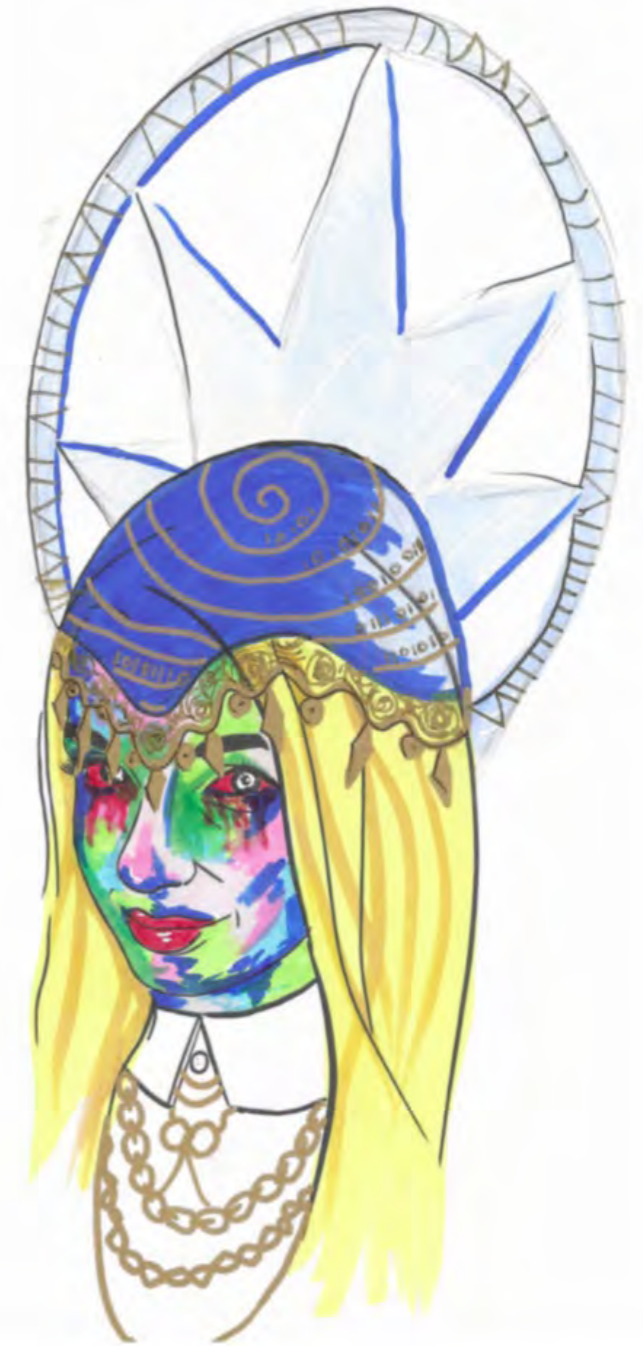
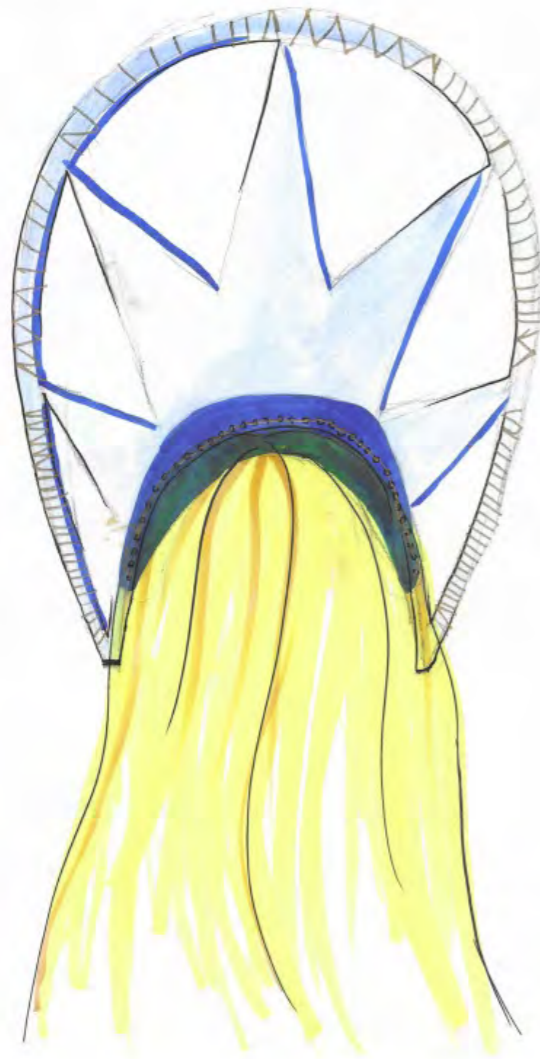
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#Queen

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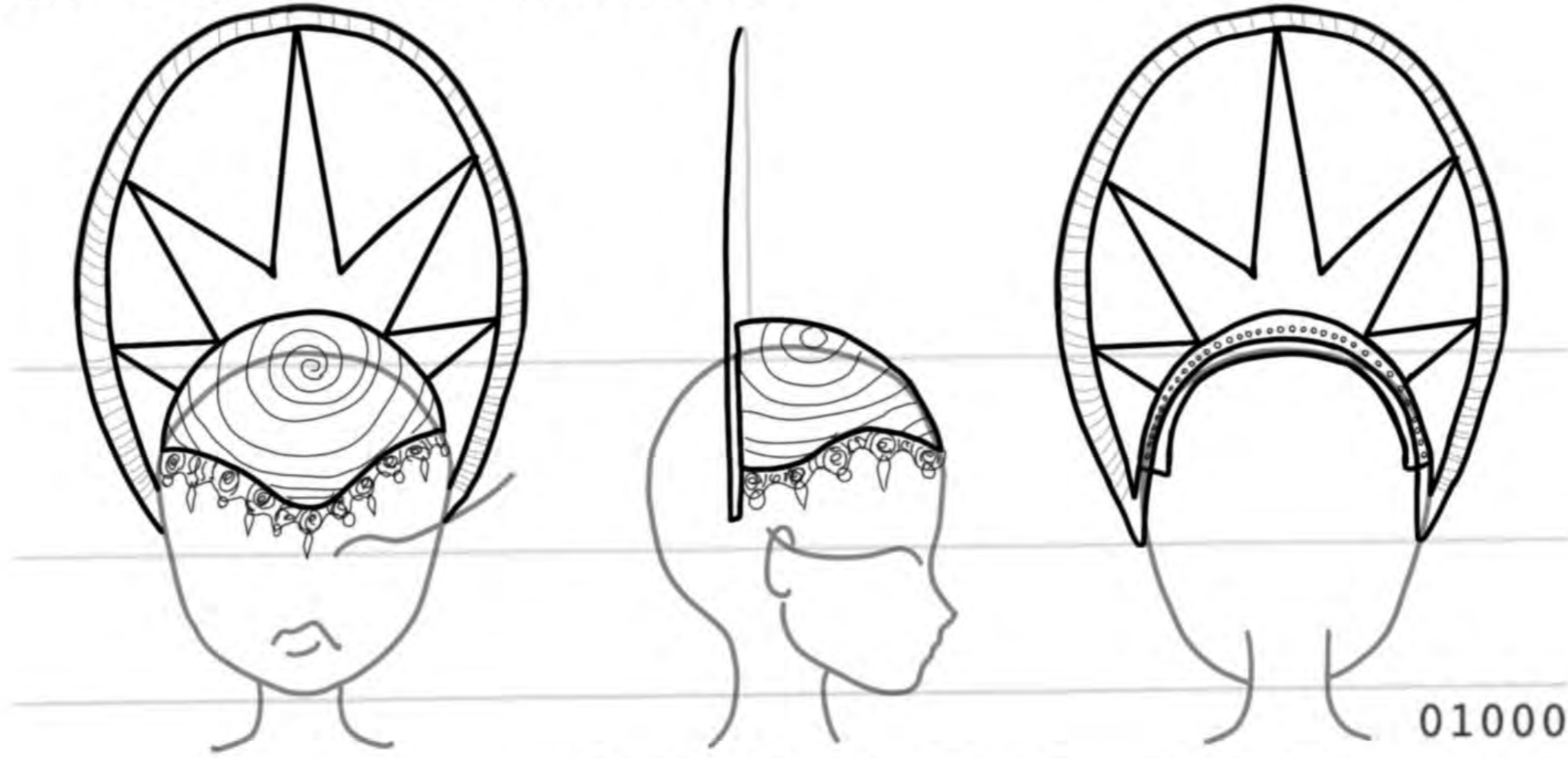
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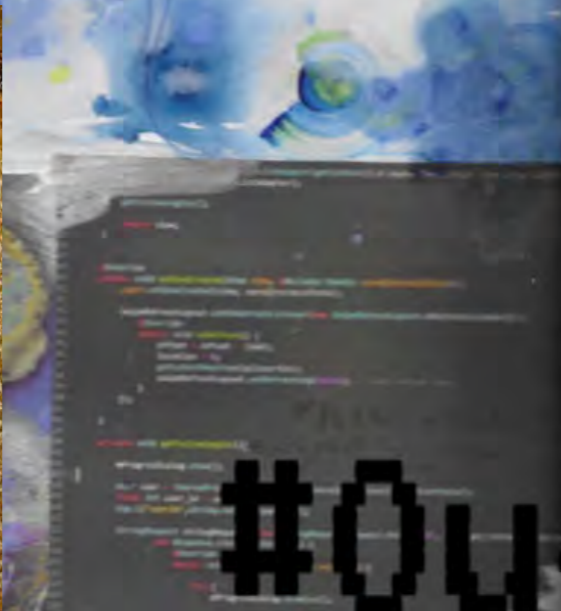
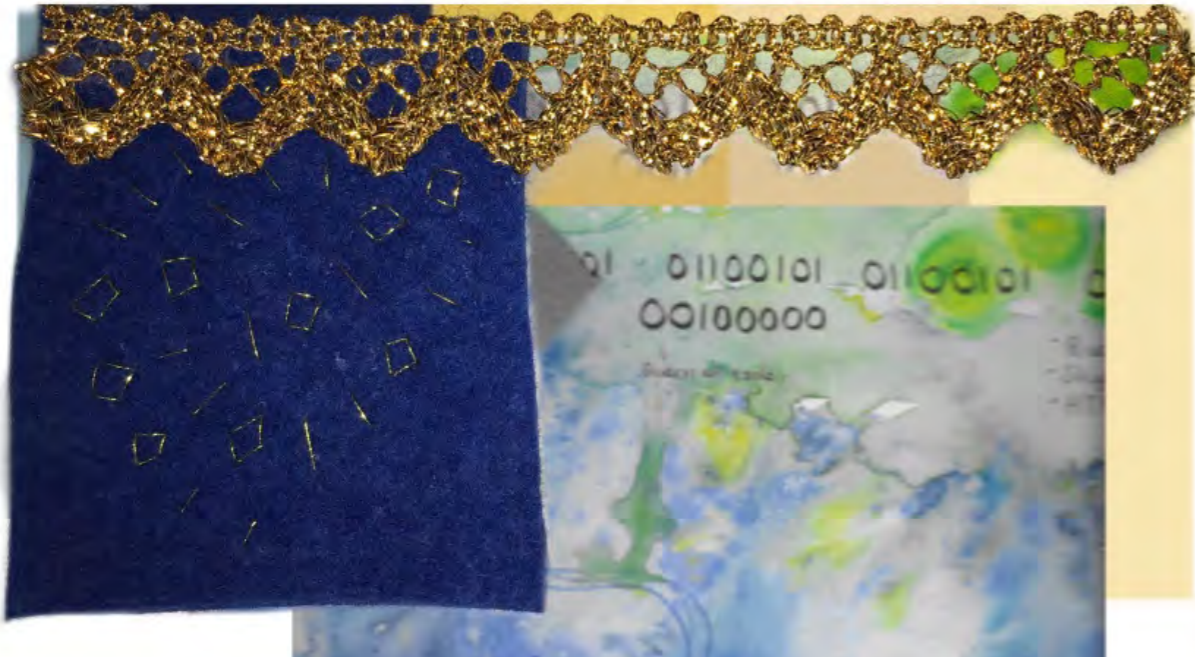
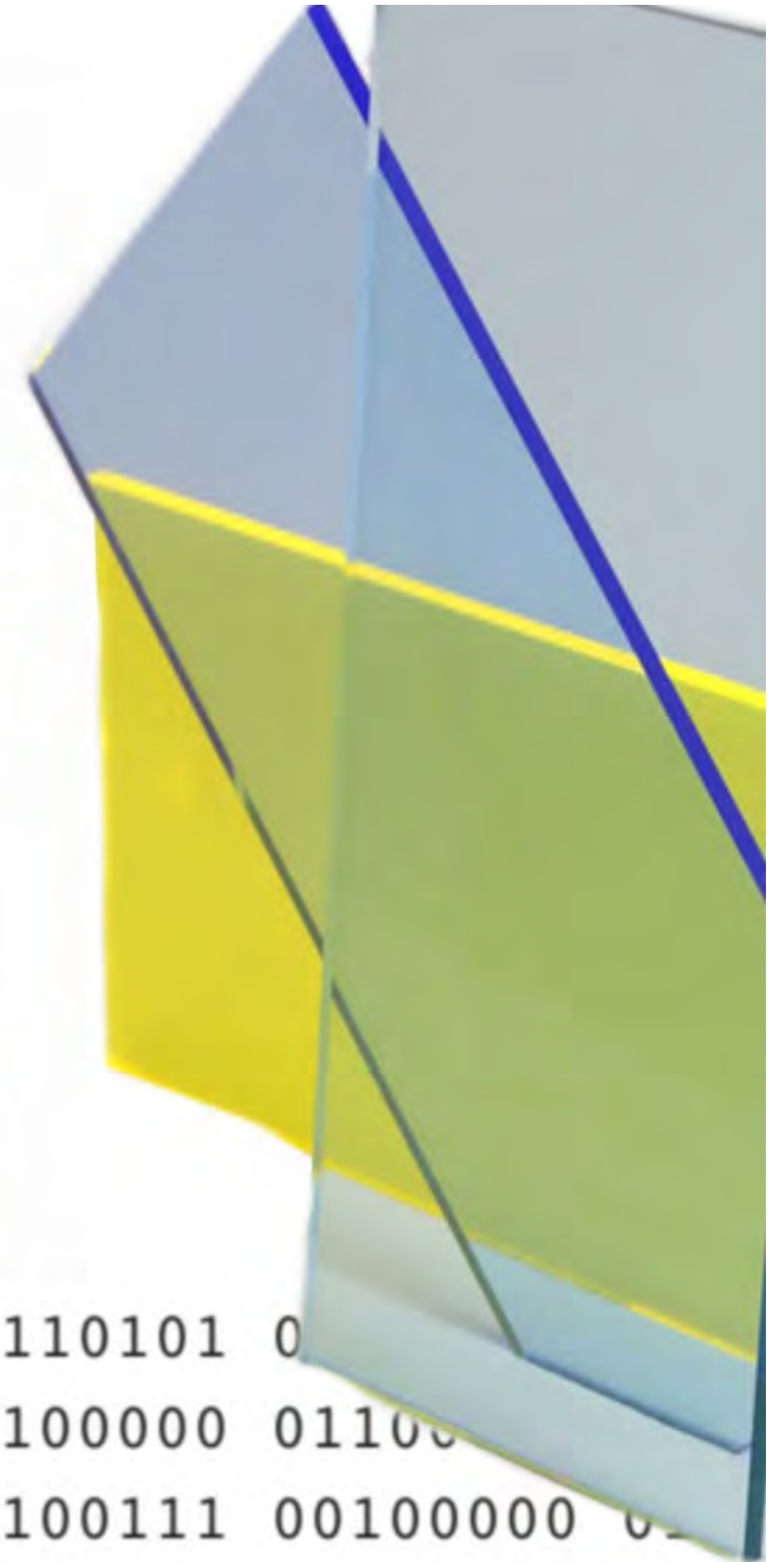
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**#Queen**





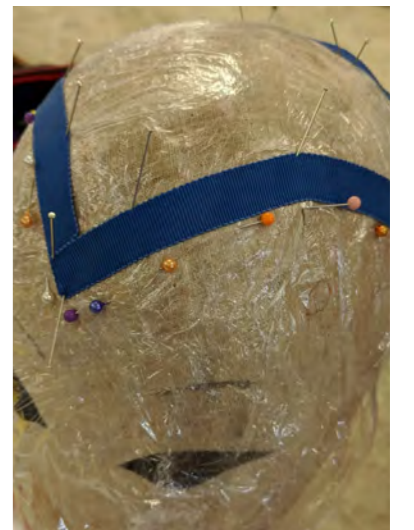
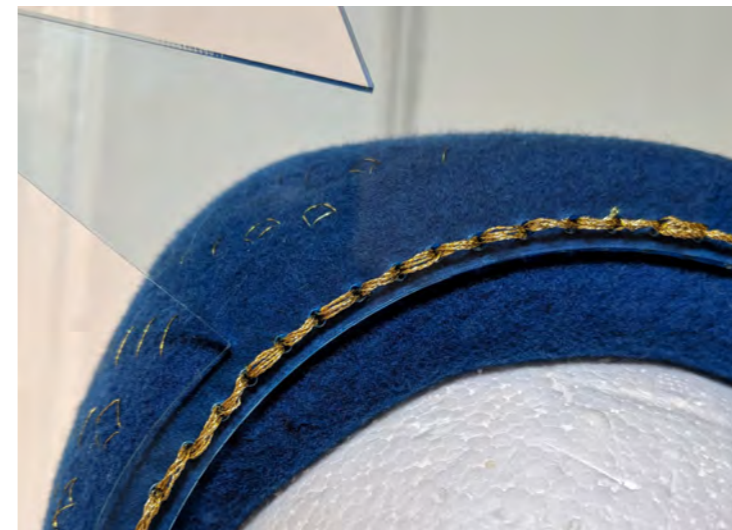
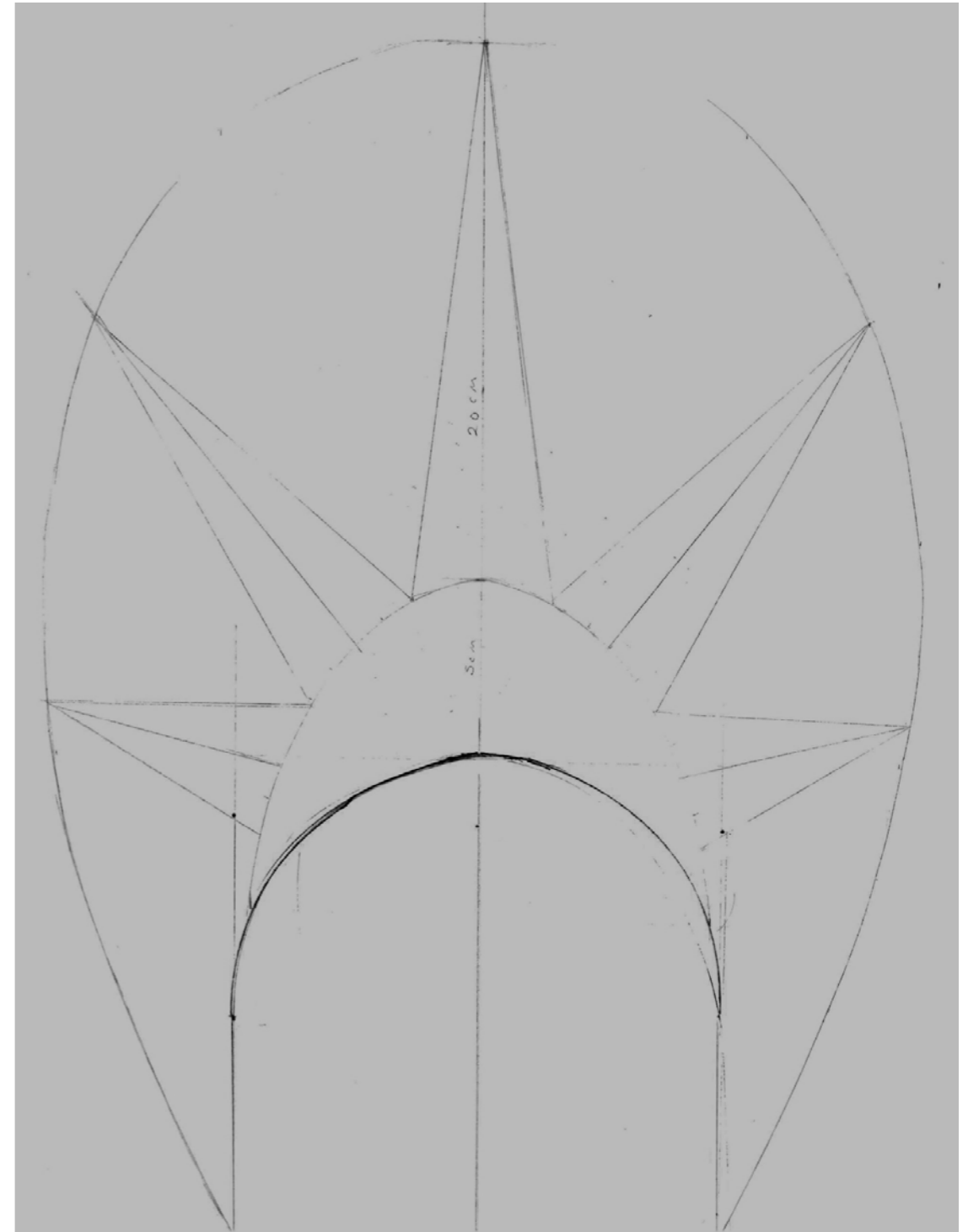
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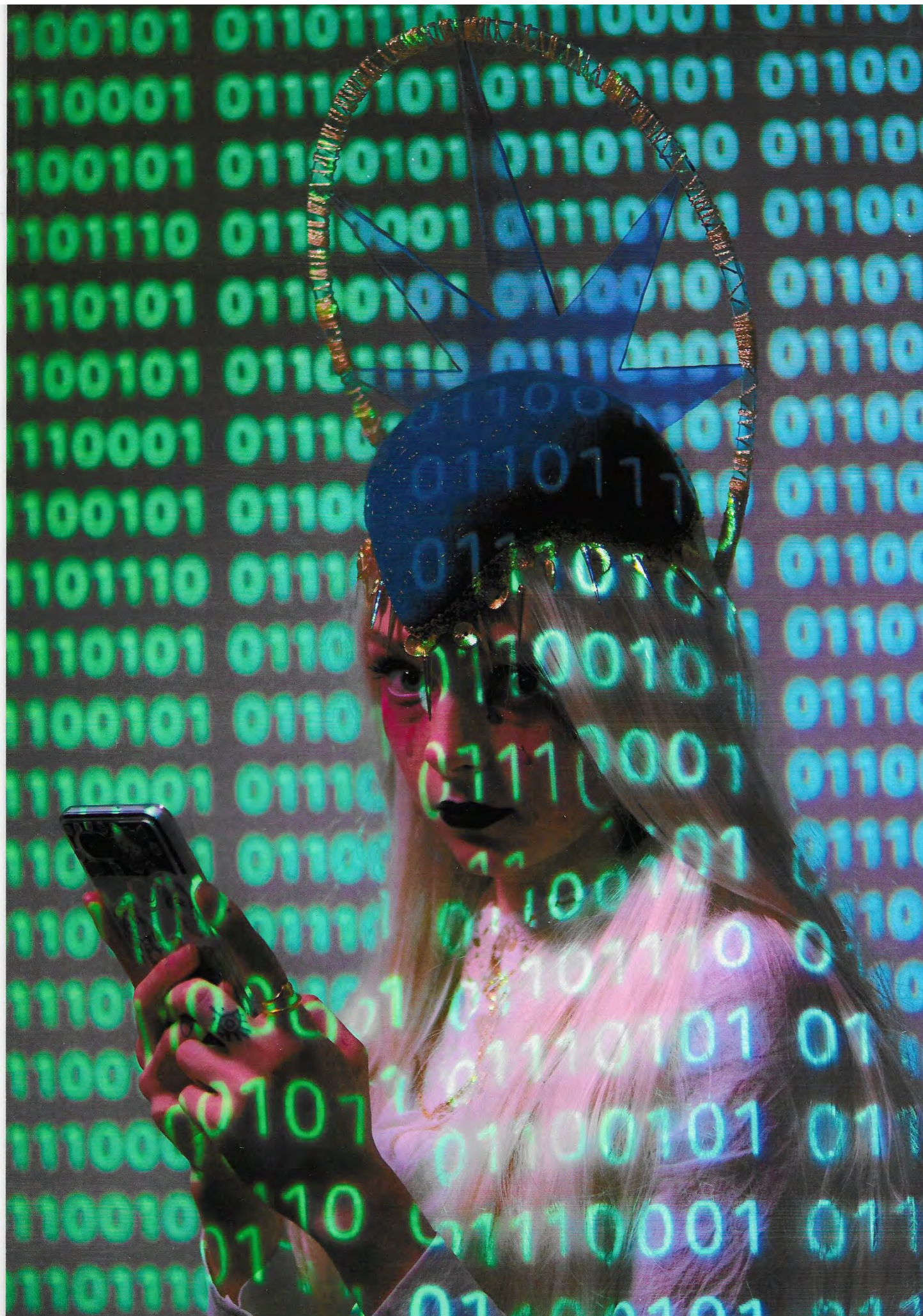


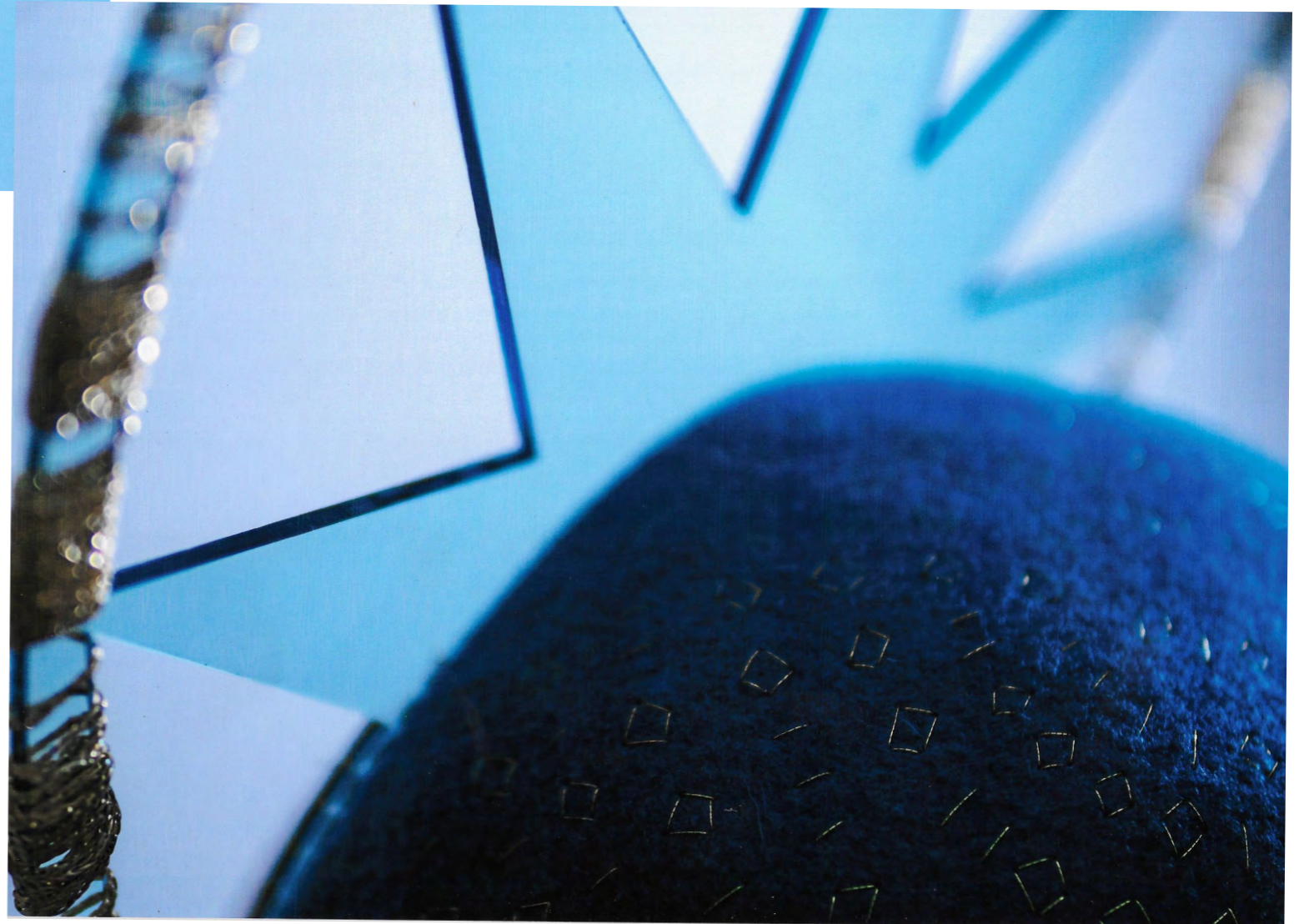
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#Queen













ENCASED

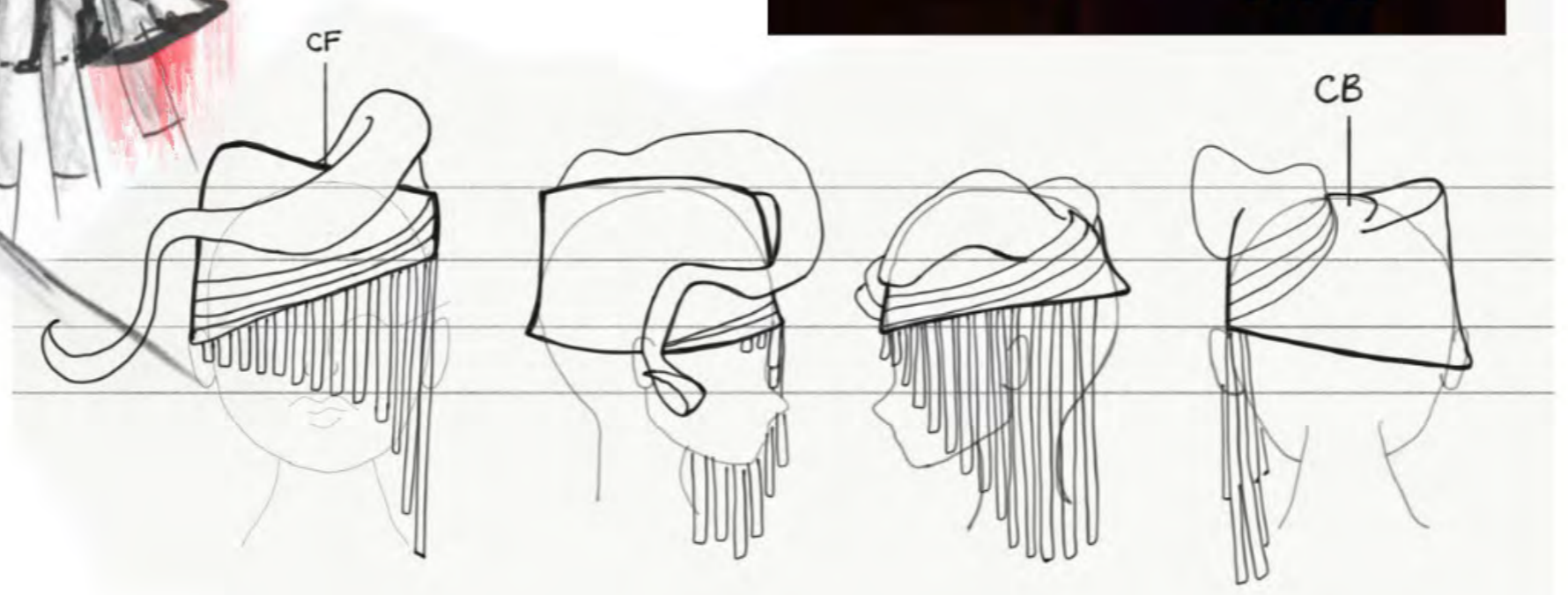
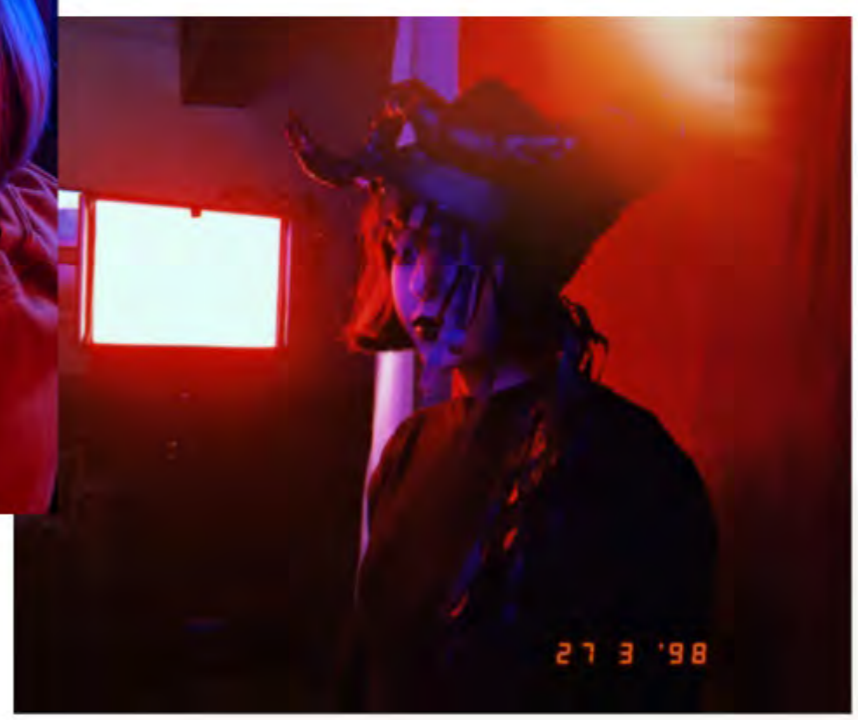
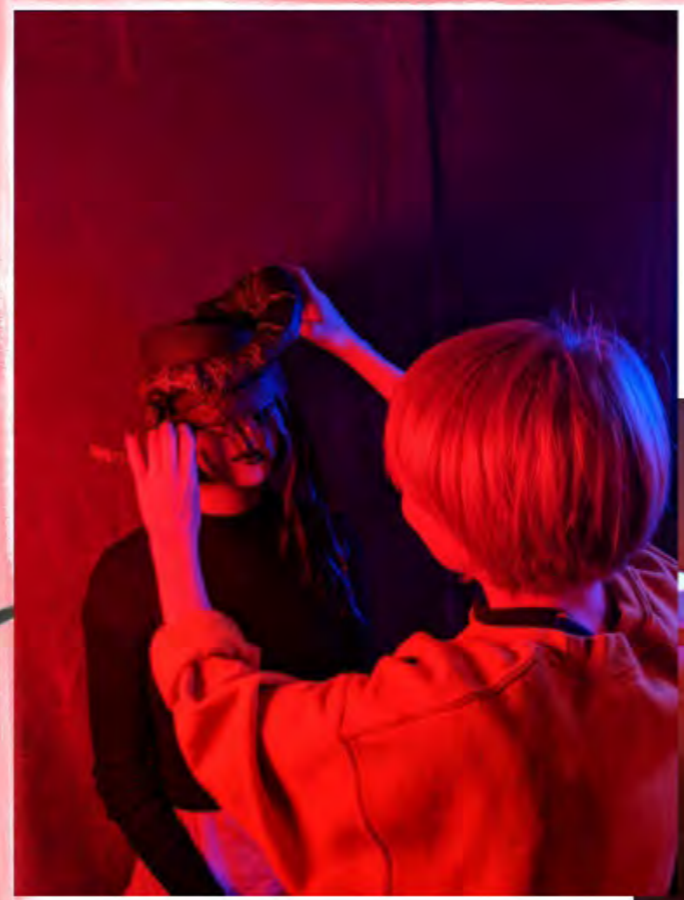


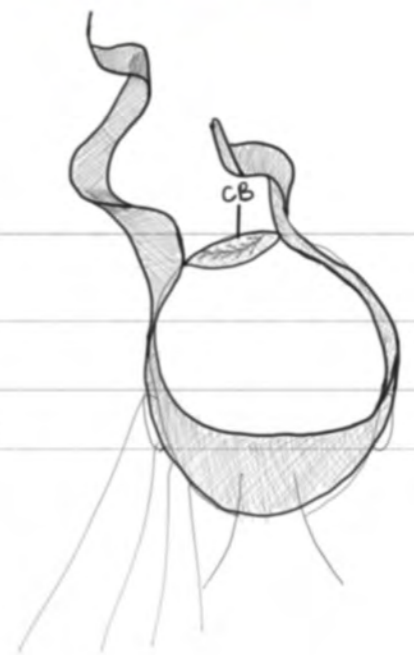
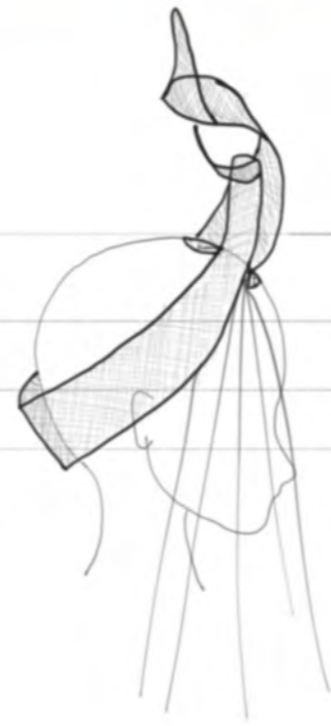
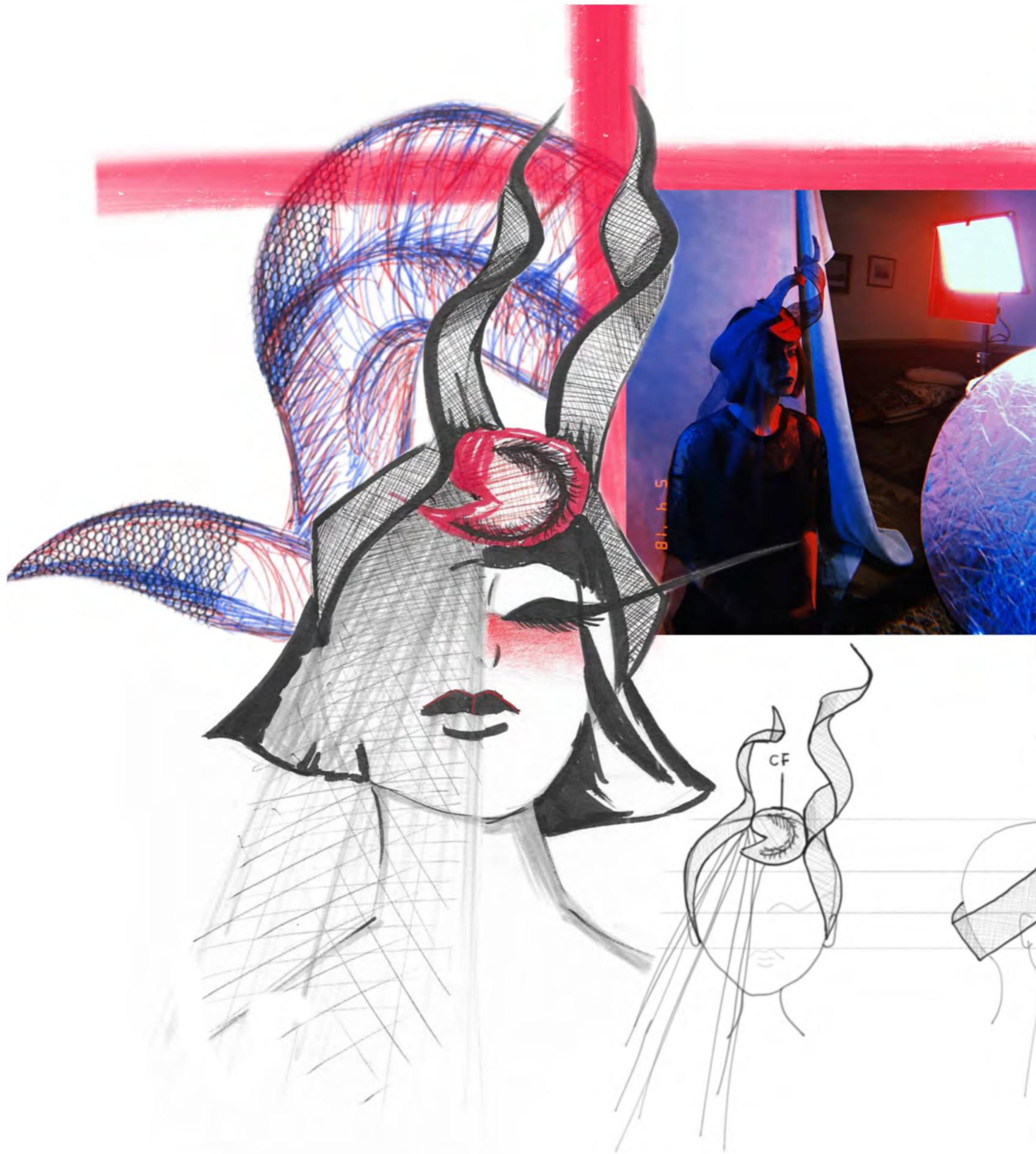


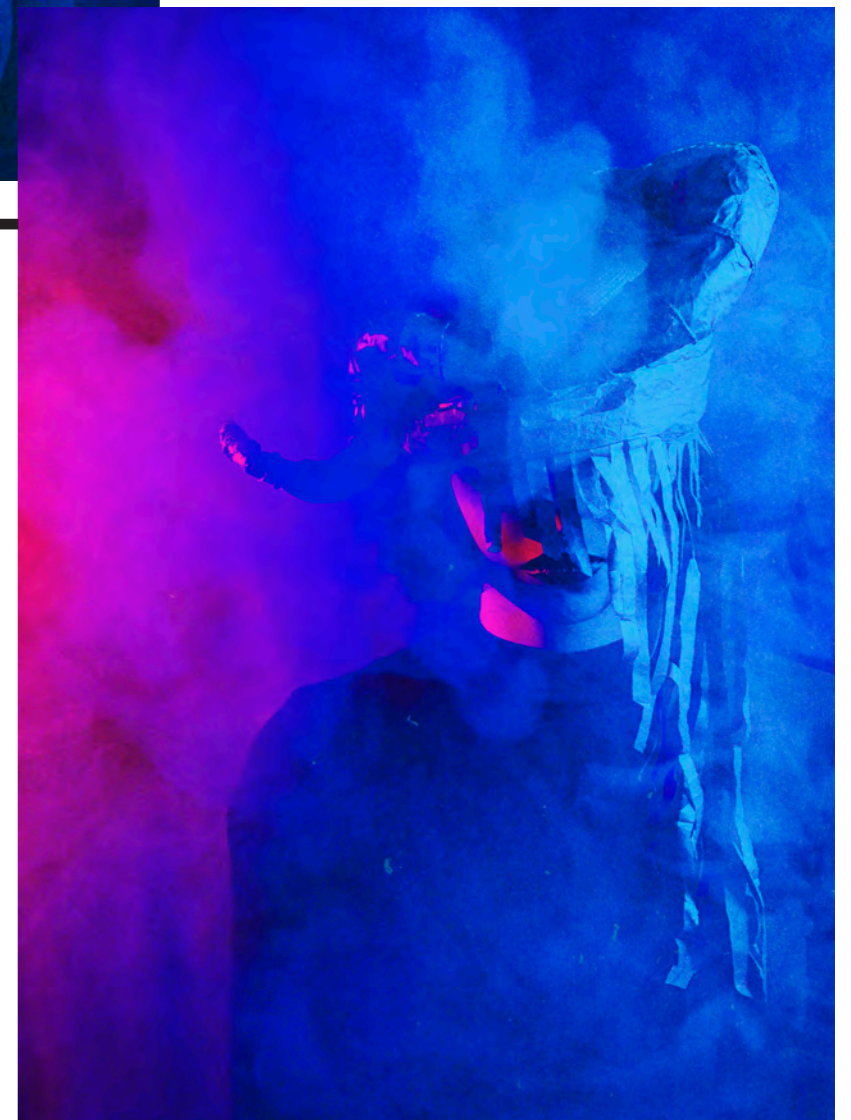
‘Encased’ was a project to create two occasion hats, one entirely from paper, and one from sinamay. I chose to focus on funeral hats and bones and skulls. I experimented with shapes reflecting ram skulls and horns, and looked into Voodoo Witch Doctors for inspiration.

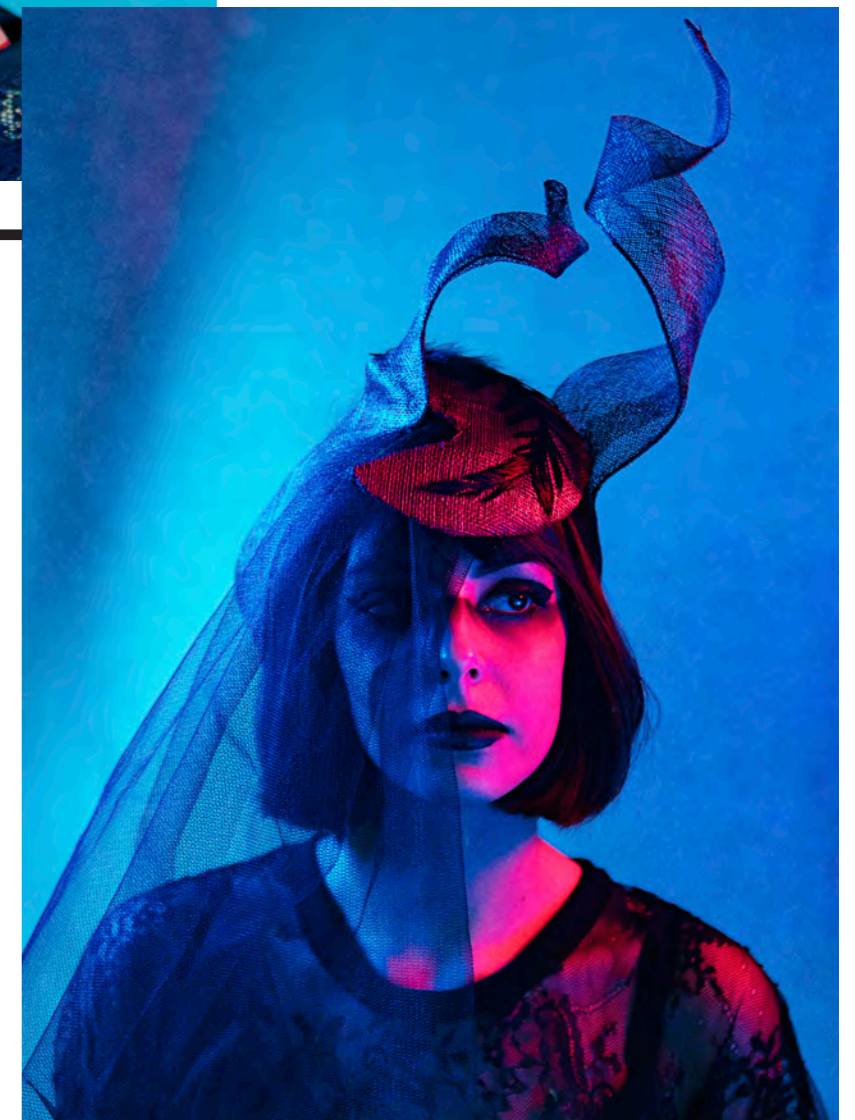














Millinery Pieces and Accessories made for Katie Jaques' Final Collection, 37X.

# Ultimate Snow Rescue Jacket

£274.99



Our customers don't believe in being categorised by what they wear. They are individuals, like us, who share a common attitude in life and you can spot them a mile off.

Superdry is an exciting contemporary brand which focuses on high-quality products that fuse vintage Americana and Japanese-inspired graphics with a British style. They are characterised by quality fabrics, authentic vintage washes, unique detailing, world leading hand-drawn graphics and tailored fits with diverse styling. Such distinctiveness has gained the brand exclusive appeal as well as an international celebrity following.

■ Make great products sustainably

■ Protect our planet by using resources sustainably

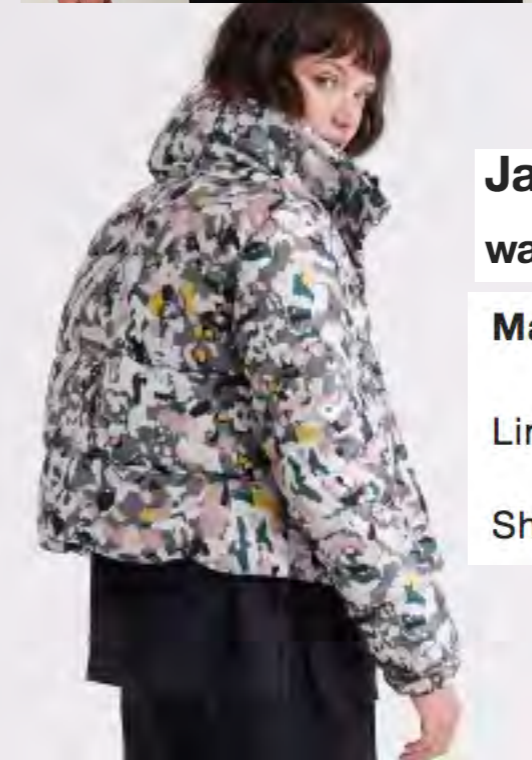


## Jacquard Puffer Jacket

was £94.99 now £48.44

### Materials & Fabrics

Lining	Polyester 100%
Shell	Nylon 100%



極度乾燥(しなさい)  
**Superdry.**



LIFESTYLE

極度



GENDER FLUID



極度乾燥(しなさい)  
Superdry.

ATTITUDE

乾燥



QUALITY



FAMILY



Superdry.

SKATE



PRICE POINT 80-100



SKATE Superdry.



SKATE



REISSUED  
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REISSUED  
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orange  
of claret  
pink

combined  
stitching

PRICE POINT 110-150

極度乾燥(しなさい)  
**Superdry**®



SKATE

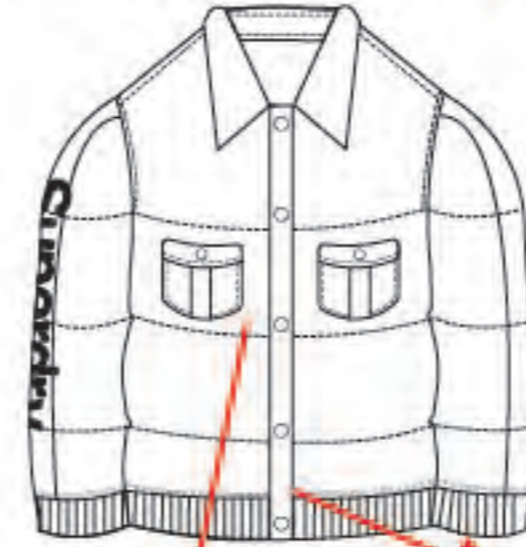
# スケーター

要度乾燥(しなさい)  
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# スケーター

要度乾燥(しなさい)  
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SKATER COACH PADDED PUFFER STYLE JACKET.



RIBBED CUFFS AND HEM  
SNAP FRONT BUTTONS

CAMO PRINT PANELS  
DOWN SLEEVE SIDES  
AND CENTRE BACK



MID CHEST CARGO STYLE  
POCKET DETAIL -  
CONTRAST STITCHING  
BUTTON FASTENING



POLYESTER SHELL AND LINING  
WATER RESISTANT



HEAT PRESSED JAPANESE 'SKATE'  
TYPE ON BACK AND 'SUPERDRY'  
TYPE DOWN RIGHT SLEEVE AND BACK COLLAR

# depop



**Lucy Florence** 🌙  
@lucyflorenceshop  
★★★★★ 528 Reviews

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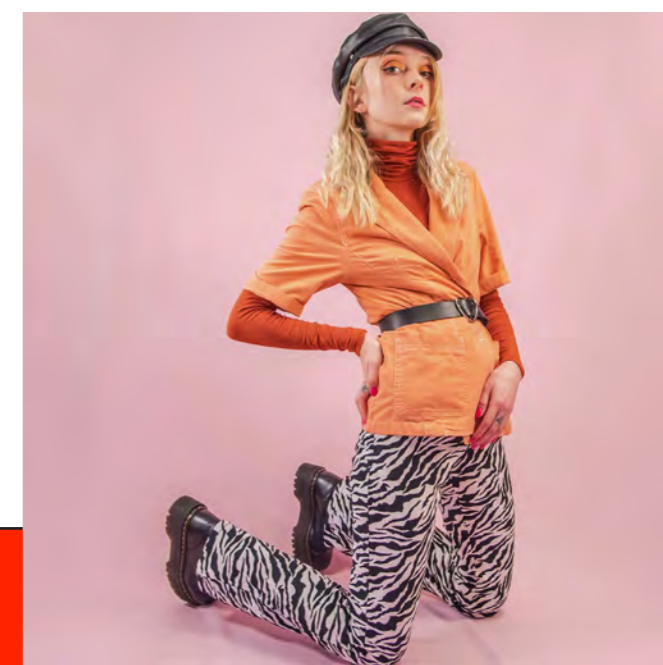
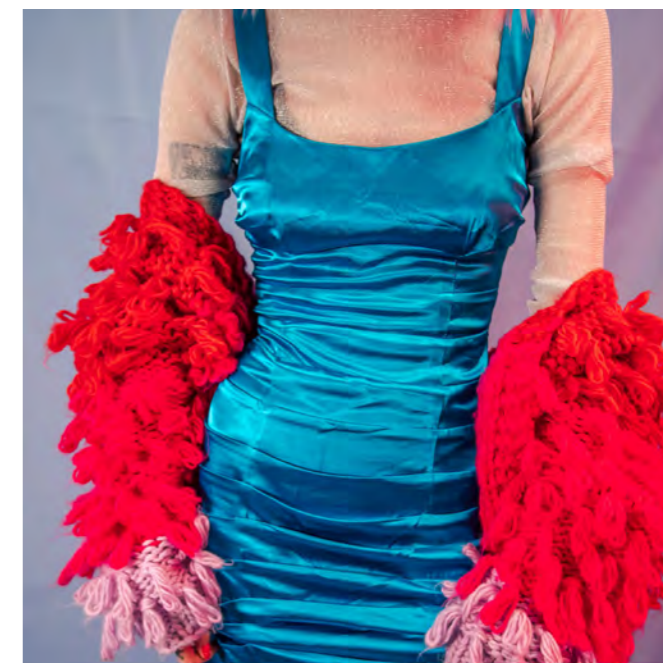
# MY BRAND



# RE-WORKED



# VINTAGE



## How to create TWIGGY'S 1960s LOOK

**COLOURING PROCESS:** I wanted to achieve a modern twist to Twiggy's sandy blonde. Rose gold is a favourite of this season, we kept the tones blonde but added a little rose pink to give it a peachy shine. The hair was lightly foiled, keeping fine sections to create texture.

**STYLING PROCESS:** To get the Twiggy look, ask your stylist for a soft texture pixie bob. Keeping the hair one length on the top and texture underneath gives even the thinnest of hair a great strong look. The great thing about this style is it's easy to manage and can be worn in different ways.

**MAKE-UP:** A natural primer was used on the face followed by a foundation. The undertone of the primer catches the best of lights for a photo finish. The base was finished off with a magnifying pressed powder to seal. A coral bronzer was applied to give a peachy tint to the cheeks. A grey/blue shadow was used on the eyes, which were lined with a gel eyeliner. False lashes give a full affect to the eye and Lucy painted the lashes below freehand. This also can be achieved by flash lashes but I preferred this technique.

**STYLING:** Use a medium round brush to create roundness and curve to the shape. Add in root boost to form a dryness to the scalp and finish off with some light spray to hold the style.

Creative: Lisa Wiggins - Hair: Deborah / Hair: Deborah / Stylist: Lisa Wiggins - Photographer: Christopher Brooke Thompson - Assistant Photographer: Lucy Brown - Model: Lisa Wiggins



# Styling Work.

