



**JADE WENDON**

**@JADEDENISEFASHION\_  
JADEWENDON@GMAIL.COM**



# SUPERDRY

*A project where we were asked to choose a product area  
and design a capsule garment whilst keeping to our own  
brand and style.*

SMART

極度  
Su

ry®

TAILORRED

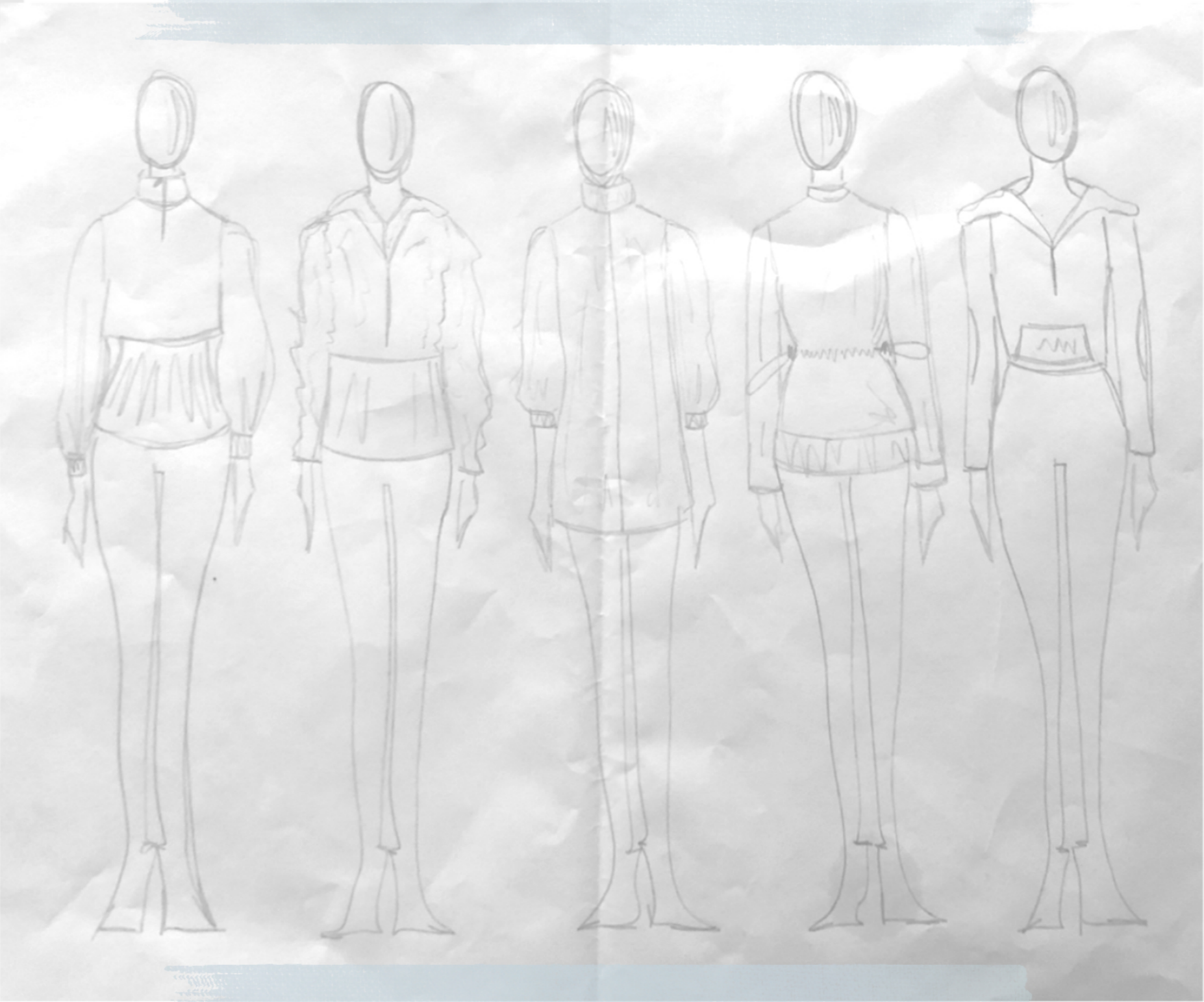
NEUTRAL



TRADITIONAL



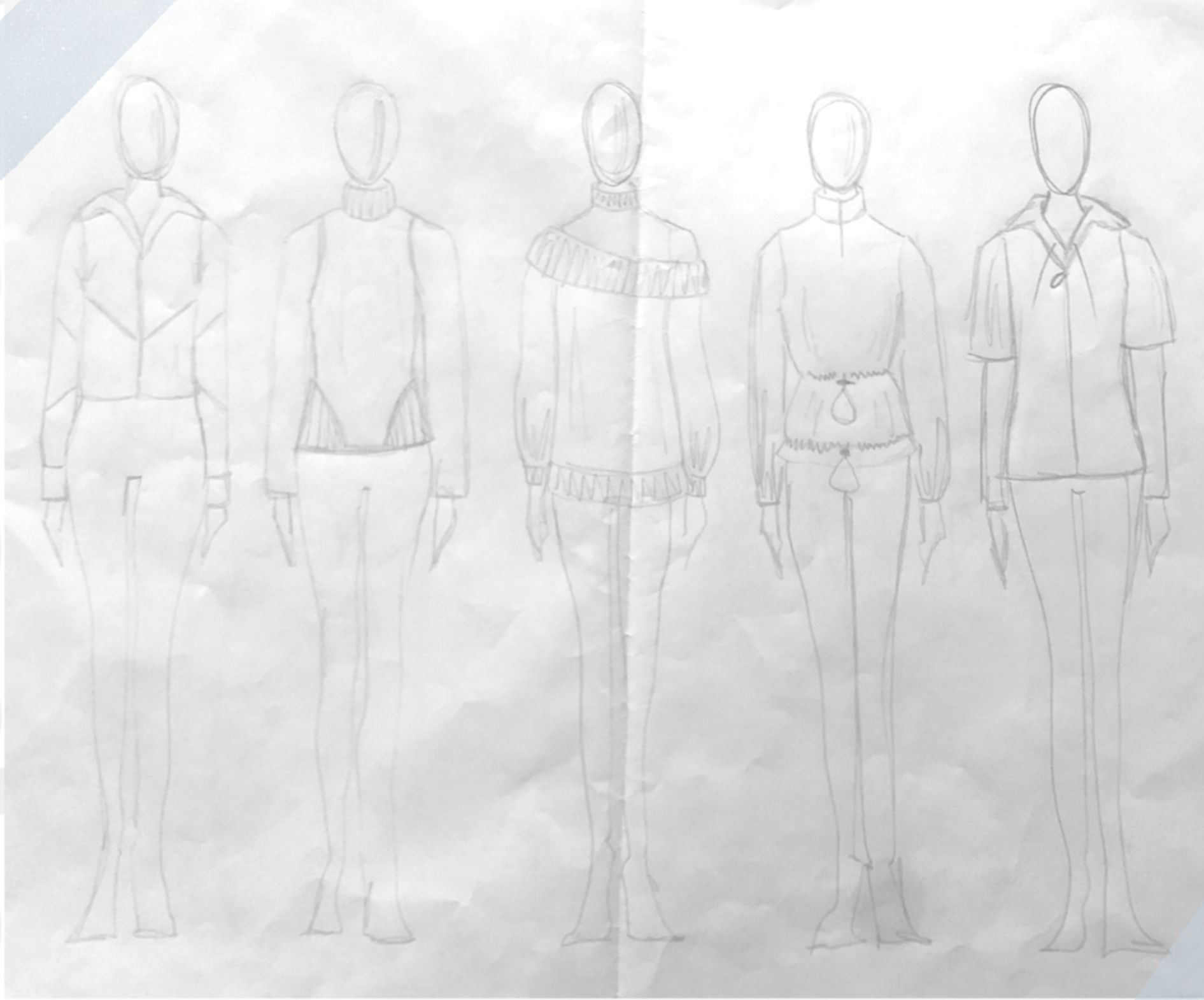
MOOD BOARD



極度乾燥(しなさい)

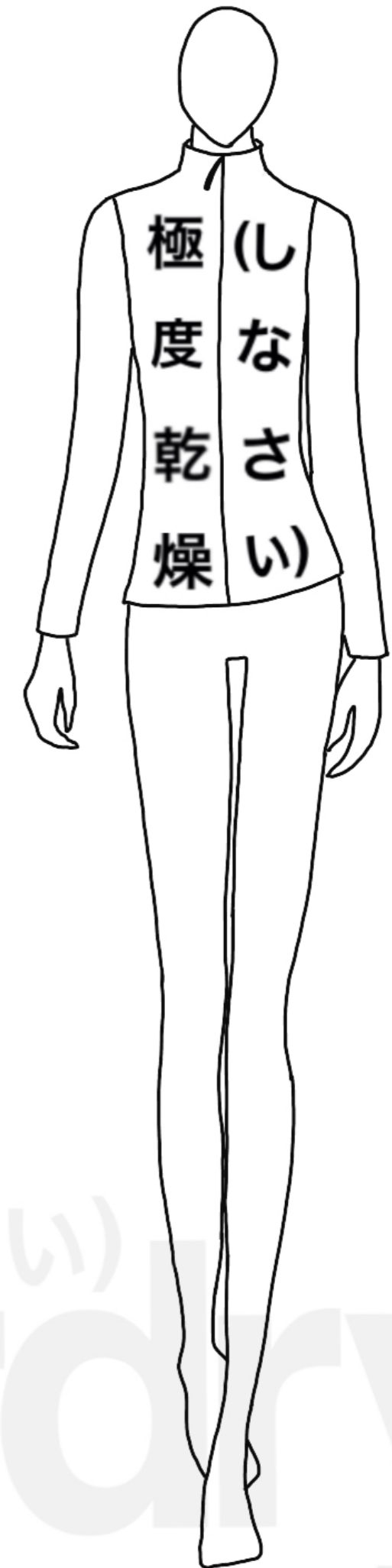
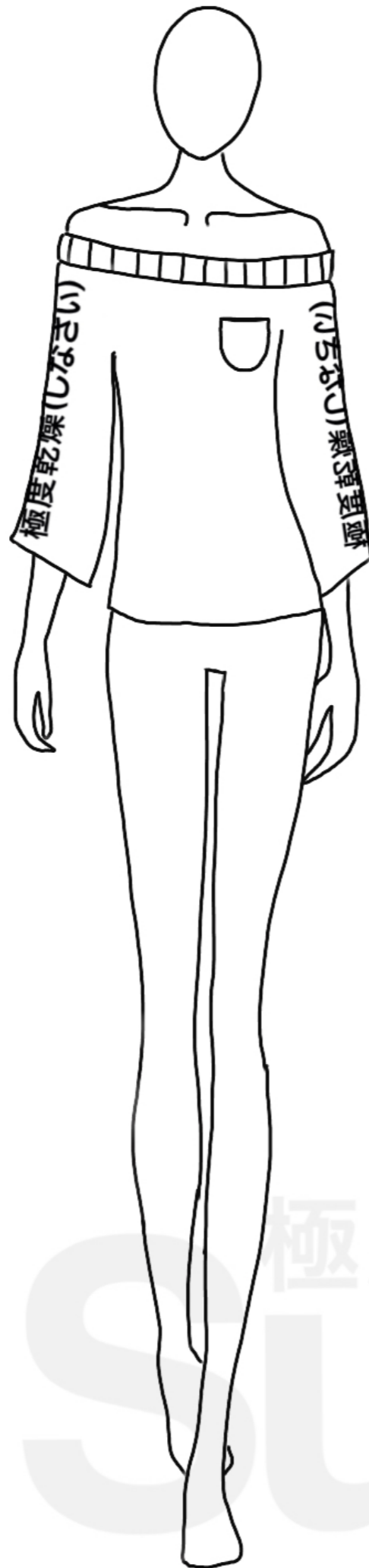
Supperdry.

HAND  
SKETCHES

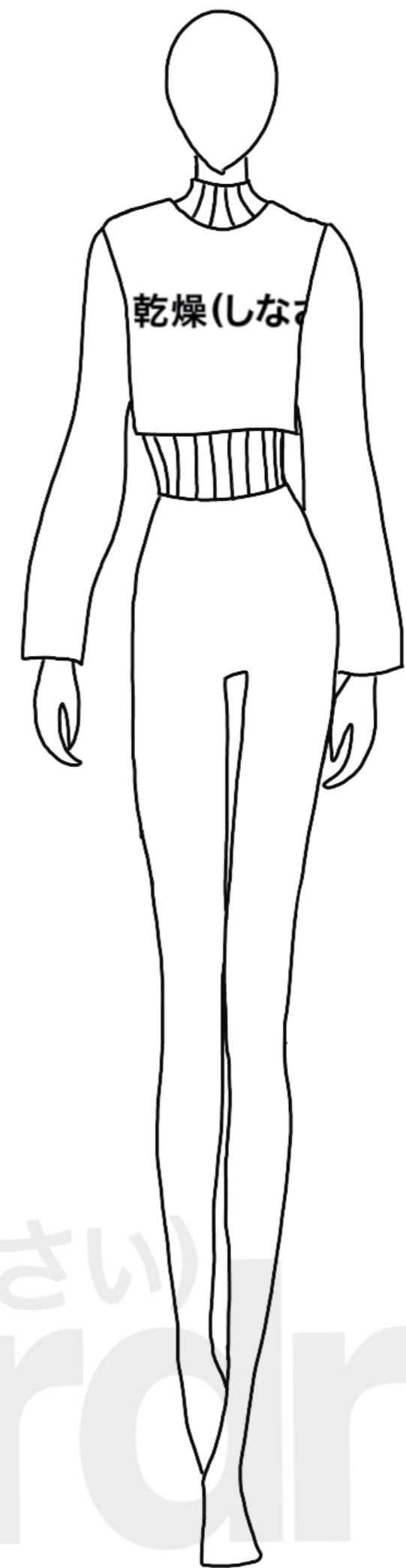
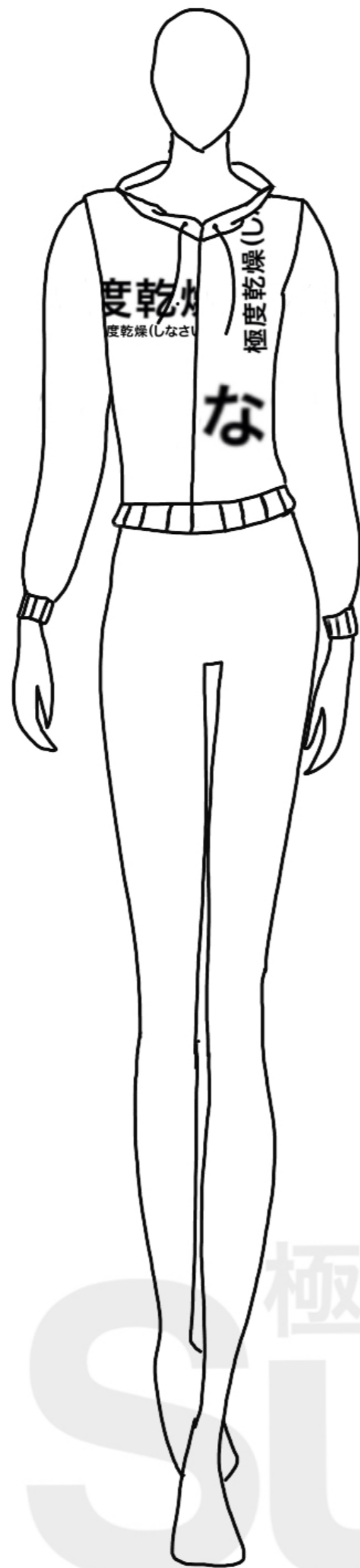


極度乾燥(しなさい)

Sketchdraw.



極度乾燥 (しなさい)  
Superdry.



極度乾燥(しなさい)  
Supercery.



極度乾燥(しなさい)  
Superdry.



High neck collar with zip

Japanese writing embroidered across middle

極度乾燥(しなさい)  
極度乾燥(しなさい)  
極度乾燥(しなさい)

Oversized fit

Stretch at cuffs to pull in sleeves

Sherpa fleece fabric

FRONT

BACK

Toggles with elastic around bottom of hoodie to adjust size

極度乾燥(しなさい)  
SUP  
S

極度乾燥(しなさい)

Sup

# FASTENINGS

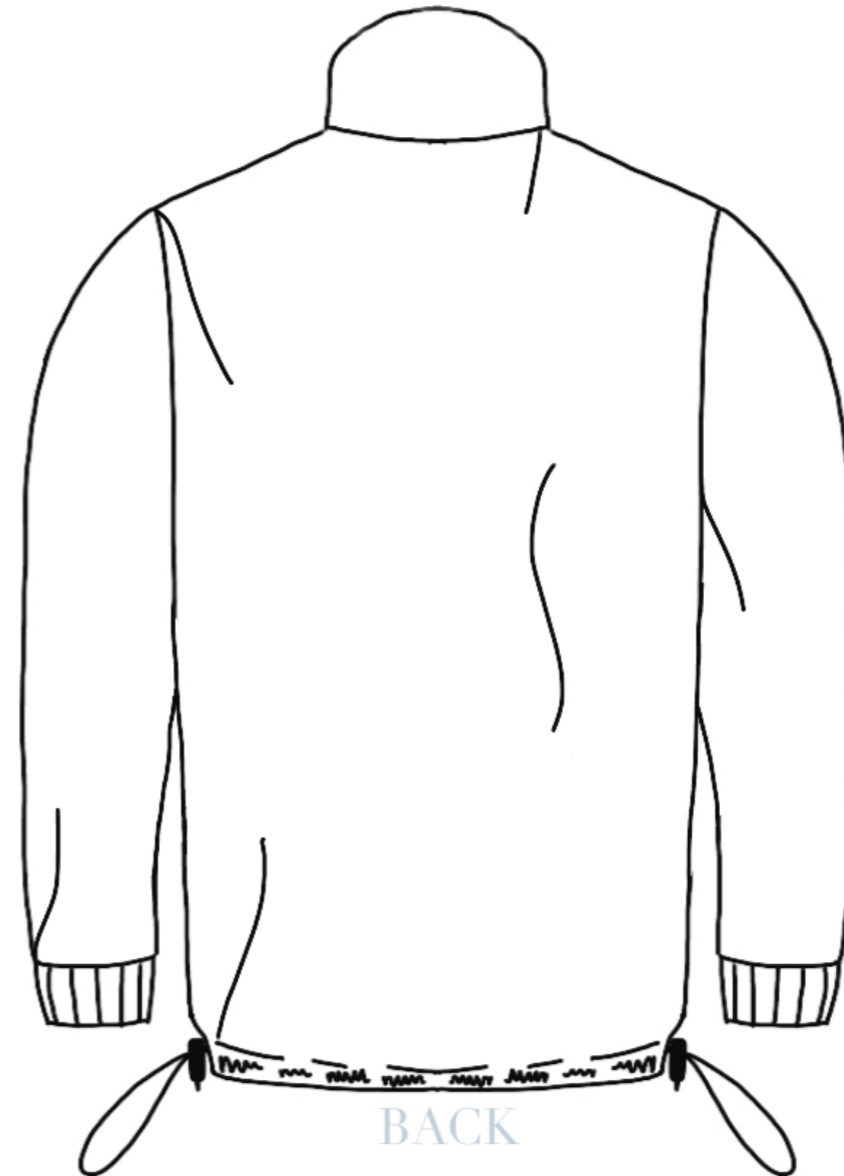


FRONT

Toggle and elastic



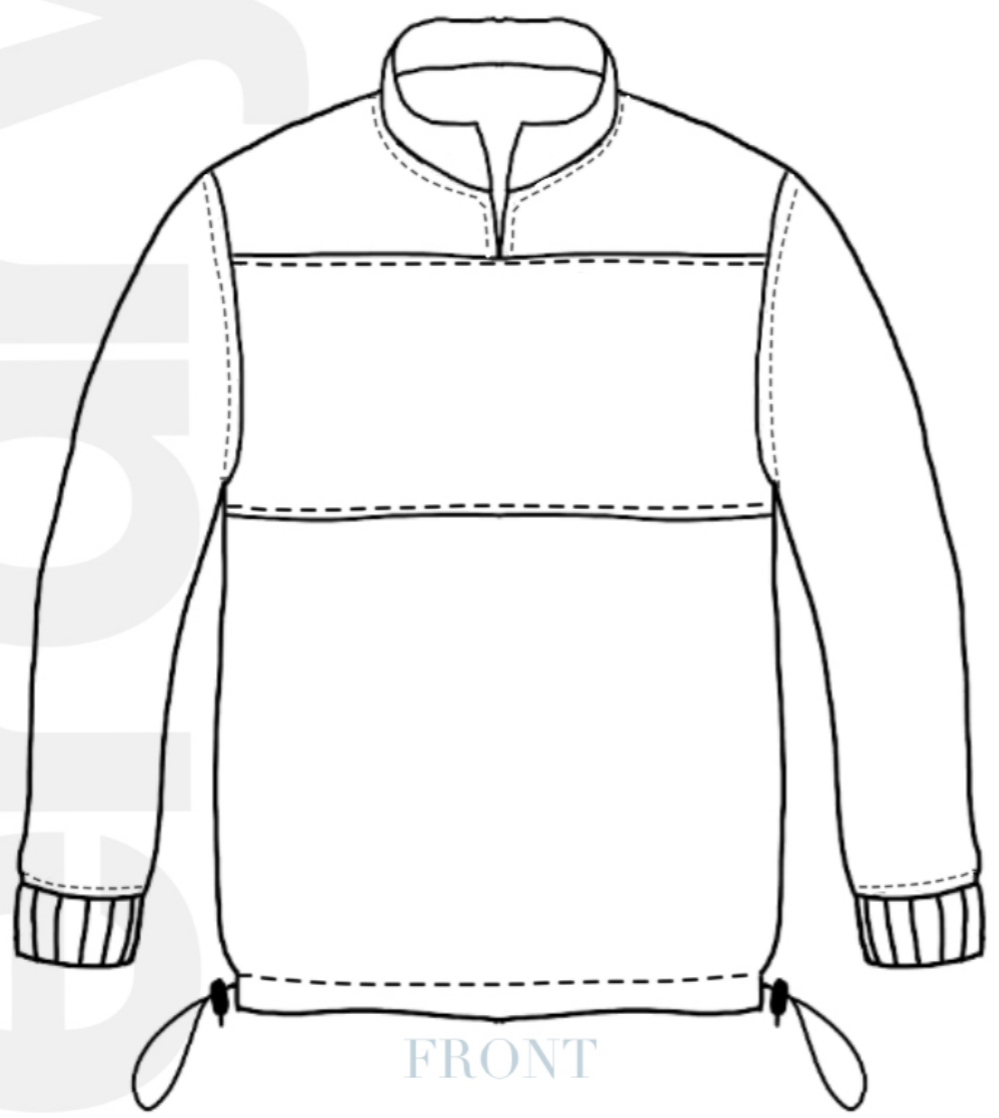
Zip



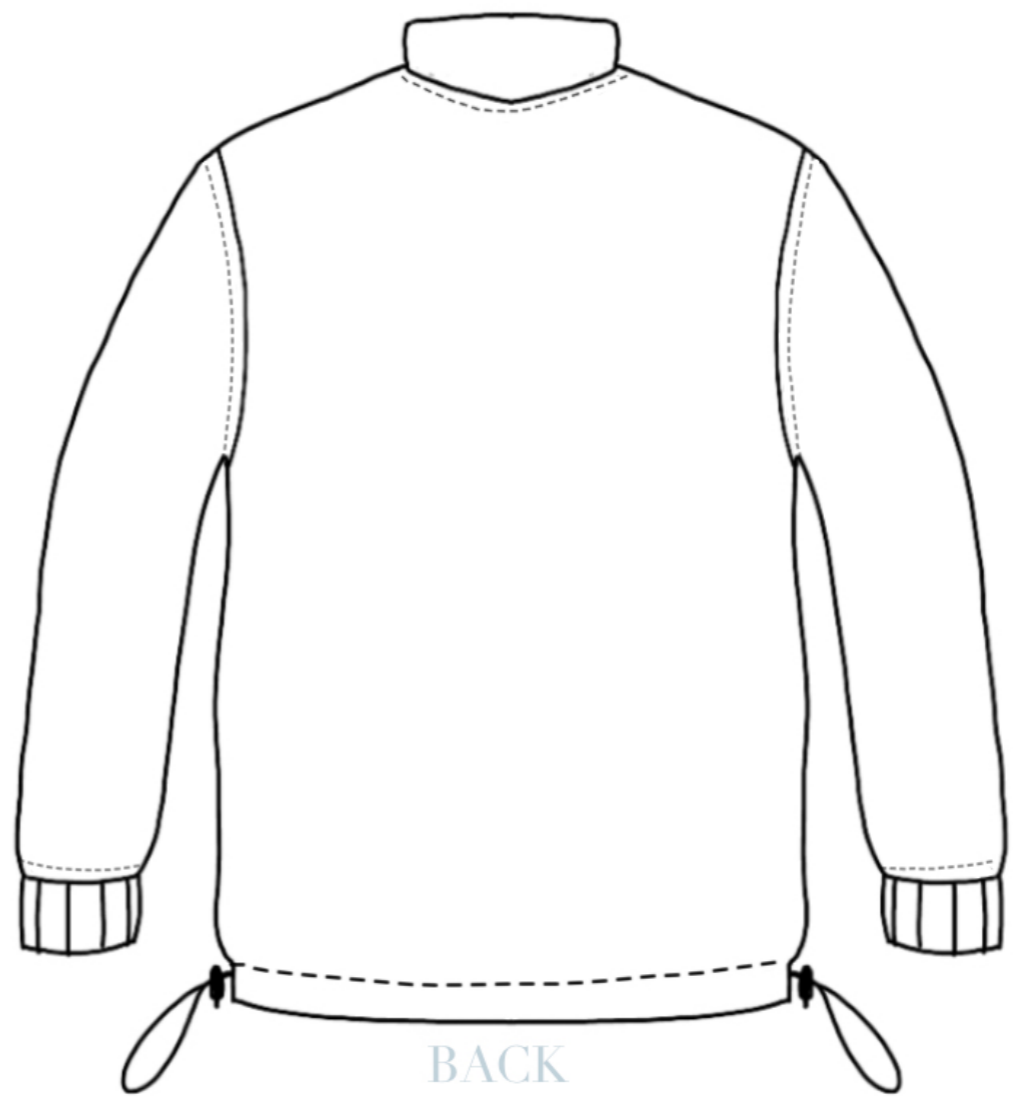
BACK

PRODUCTION SKETCH

WORKING  
DRAWING



FRONT



BACK

極度乾燥(しなさい)

Sup



# ORDER

*adjective*

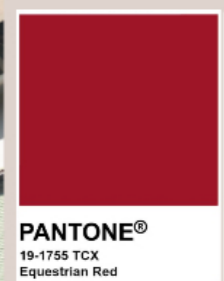
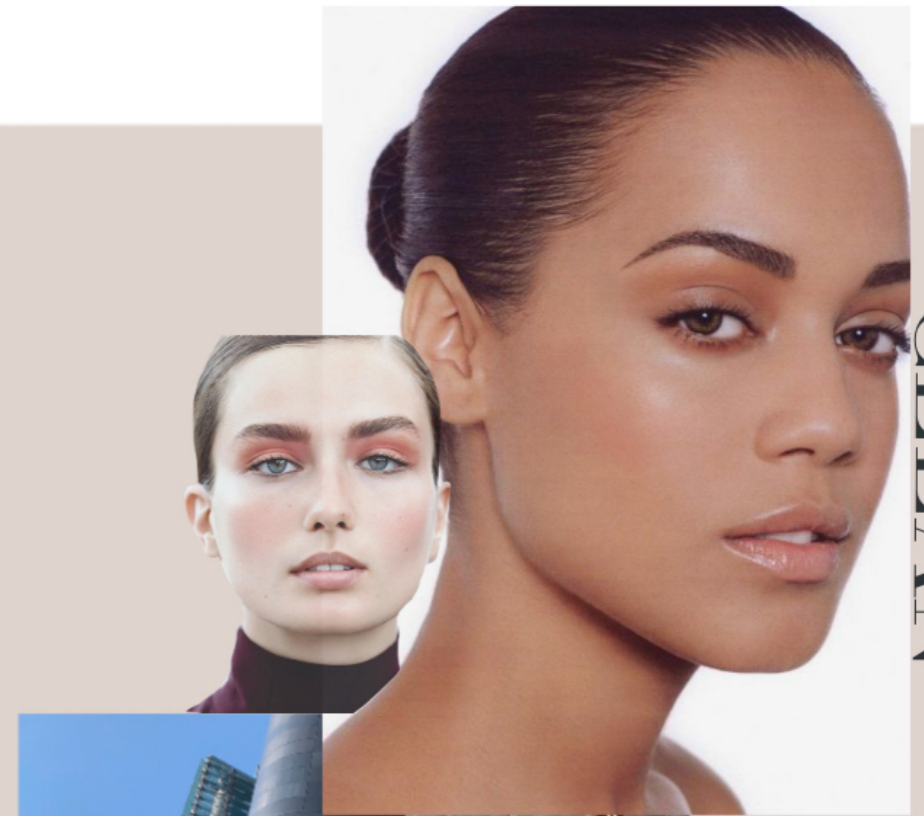
1.

*The arrangement or disposition of people or things in relation to each other according to a particular sequence, pattern, or method.*

# ORDER

STRUCTURE

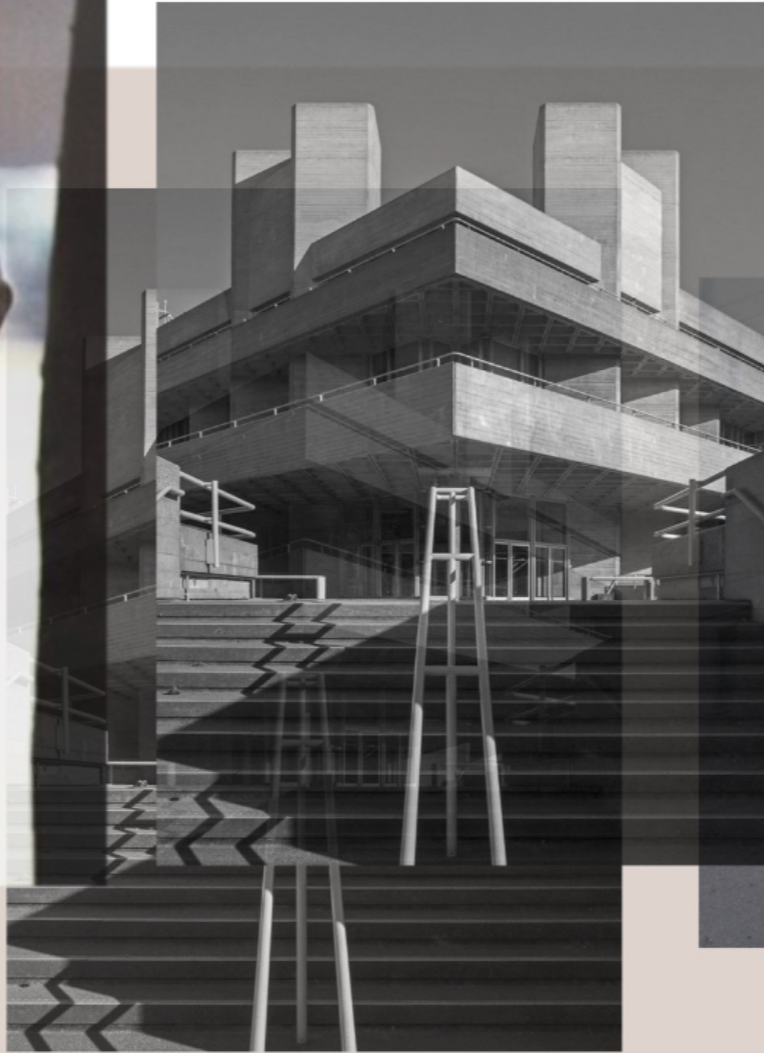
CLEAN



STRONG

ORDER MOOD BOARD

# MUTED TONES



STRUCTURE



BODY



STRONG SHOULDERS



TEXTURE



PANTONE®  
19-3906 TCX  
Dark Shadow



PANTONE®  
17-4016 TCX  
Gray Flannel



RED IS ENERGY



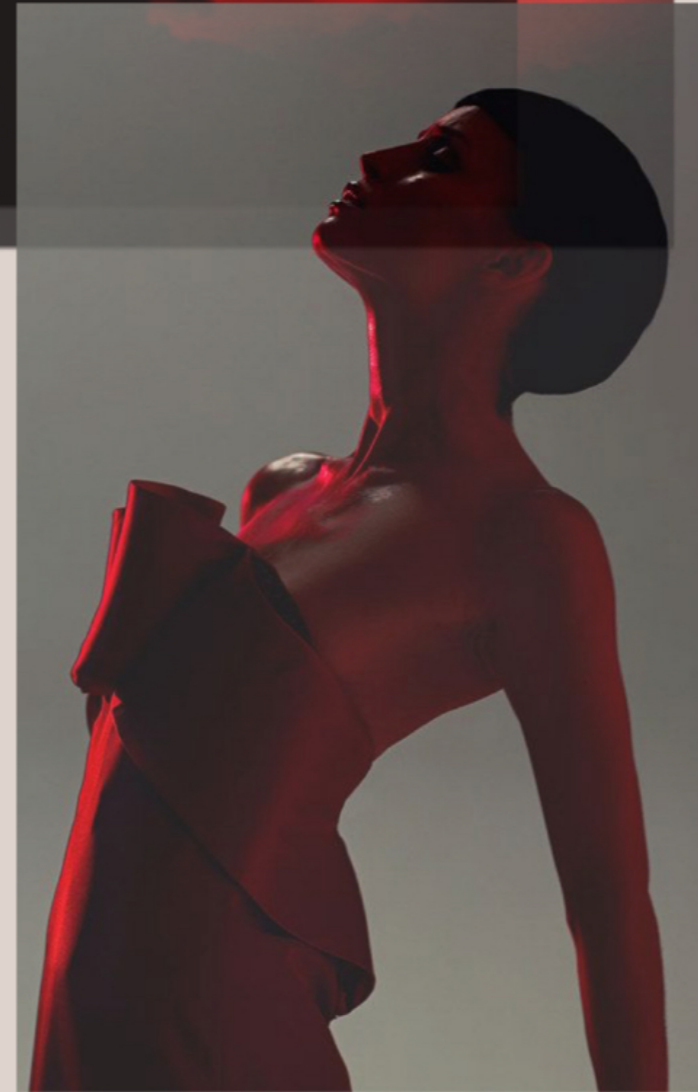
RED IS STRONG



PANTONE®  
19-1650 TCX  
Biking Red



PANTONE®  
19-1755 TCX  
Equestrian Red



RED IS POWER

ORDER  
COLOUR BOARD



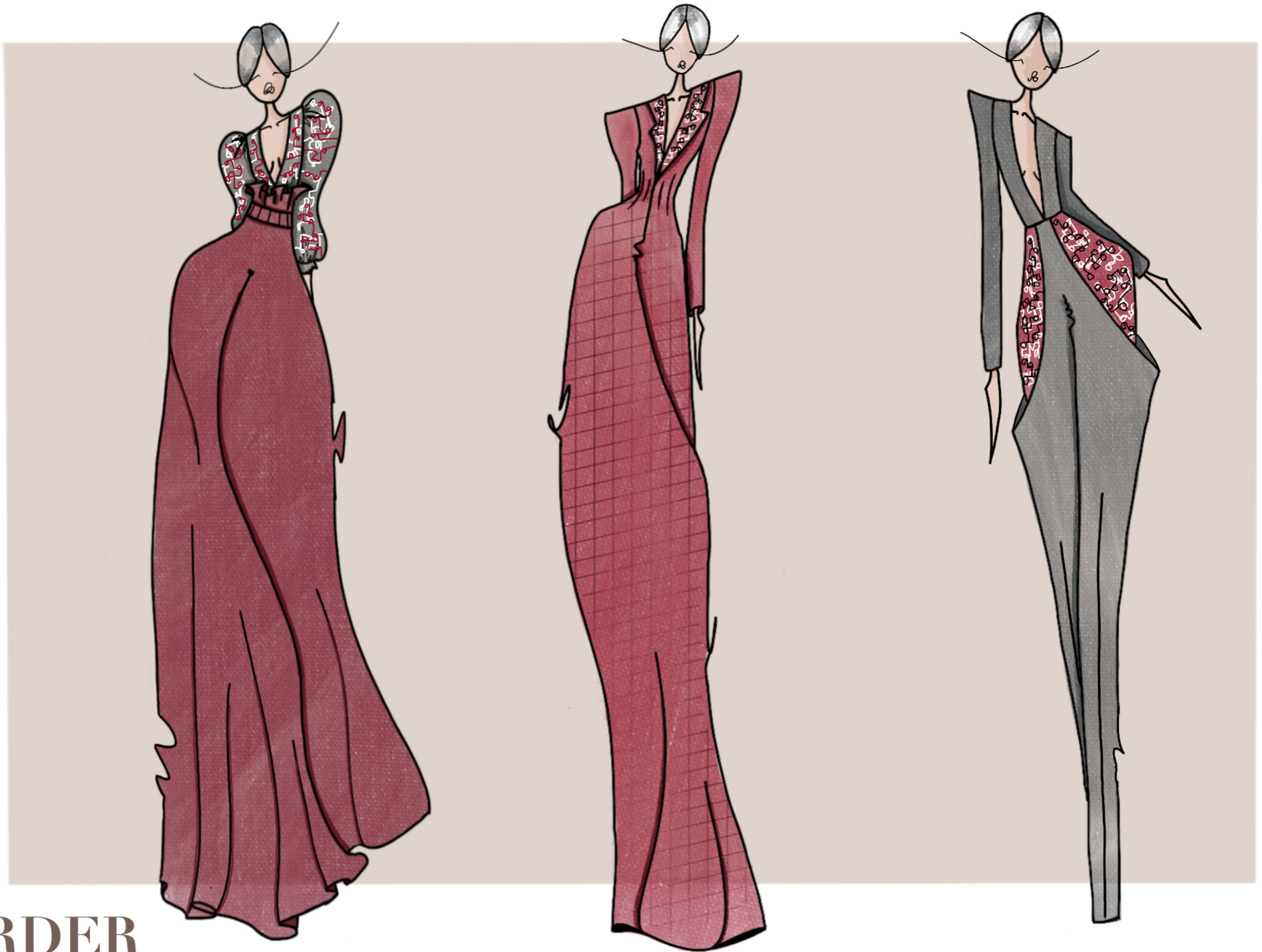
X1

X2



X3





**ORDER**  
FINAL LINEUP



ORDER  
FINAL LINEUP



**ORDER**  
FINAL ILLUSTRATION



**ORDER**  
PHOTOSHOOT

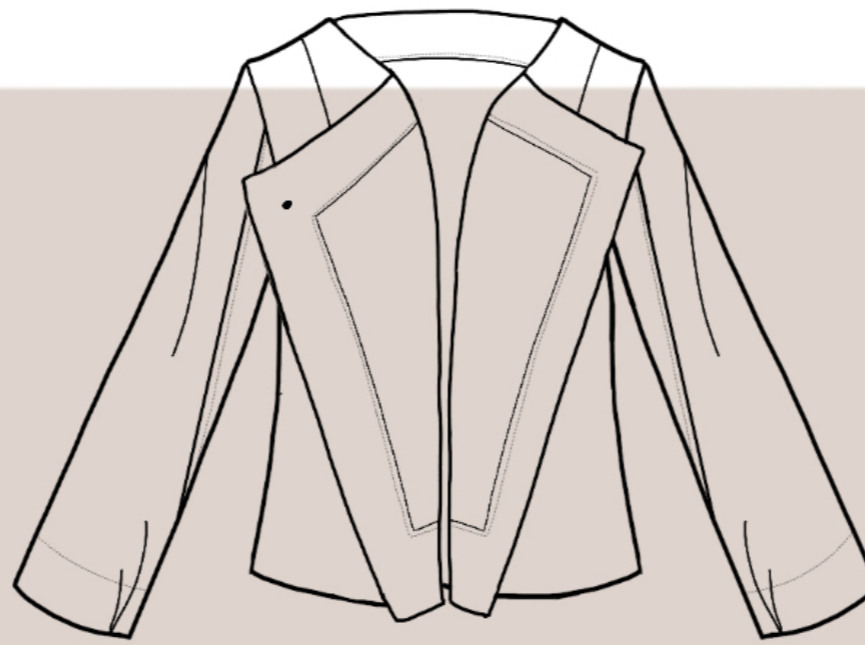


**ORDER**  
PHOTOSHOOT

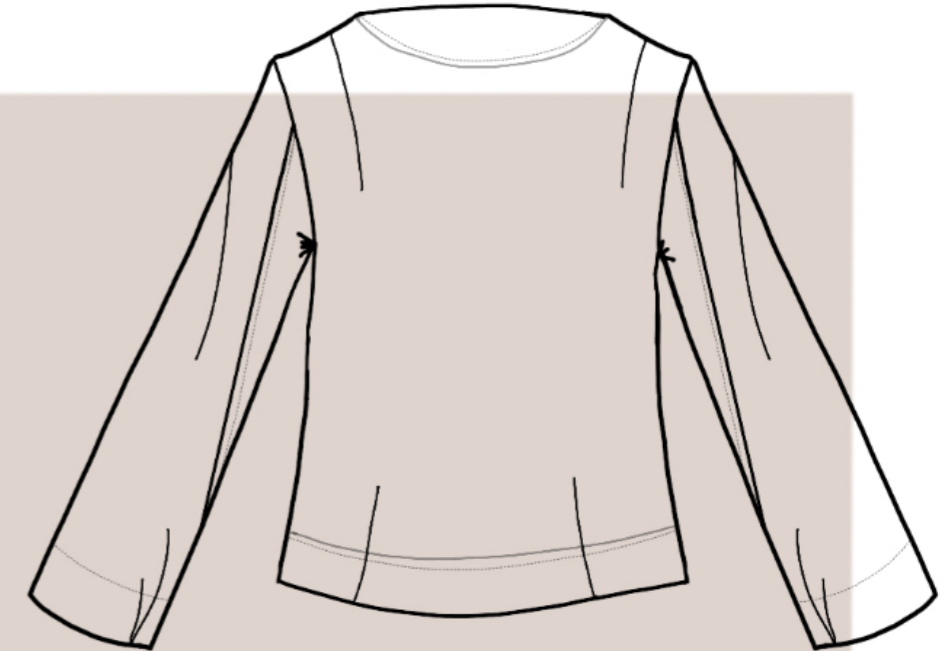
FRONT



INSIDE



BACK



FRONT



BACK



**ORDER**  
WORKING DRAWING



# NATURAL KNIT

*adjective*

*1.*

*Existing in or deriving from nature;  
not made or caused by humankind*

SUSTAINABLE



KNIT



NATURAL



GROW WITH YOU



D.I.Y

NATURAL KNIT



# MARKET RESEARCH

CHUNKY KNIT HAS A PLACE IN THE MARKET AND IS A SUSTAINABLE WAY TO MAKE GARMENTS.

KNIT IS EASILY TAUGHT AND CAN BE PASSED DOWN TO GENERATIONS.

WOOL CAN BE NATURALLY DYED ASWELL, FROM FRUITS AND OTHER HOUSEHOLD ITEMS.

# NATURAL KNIT



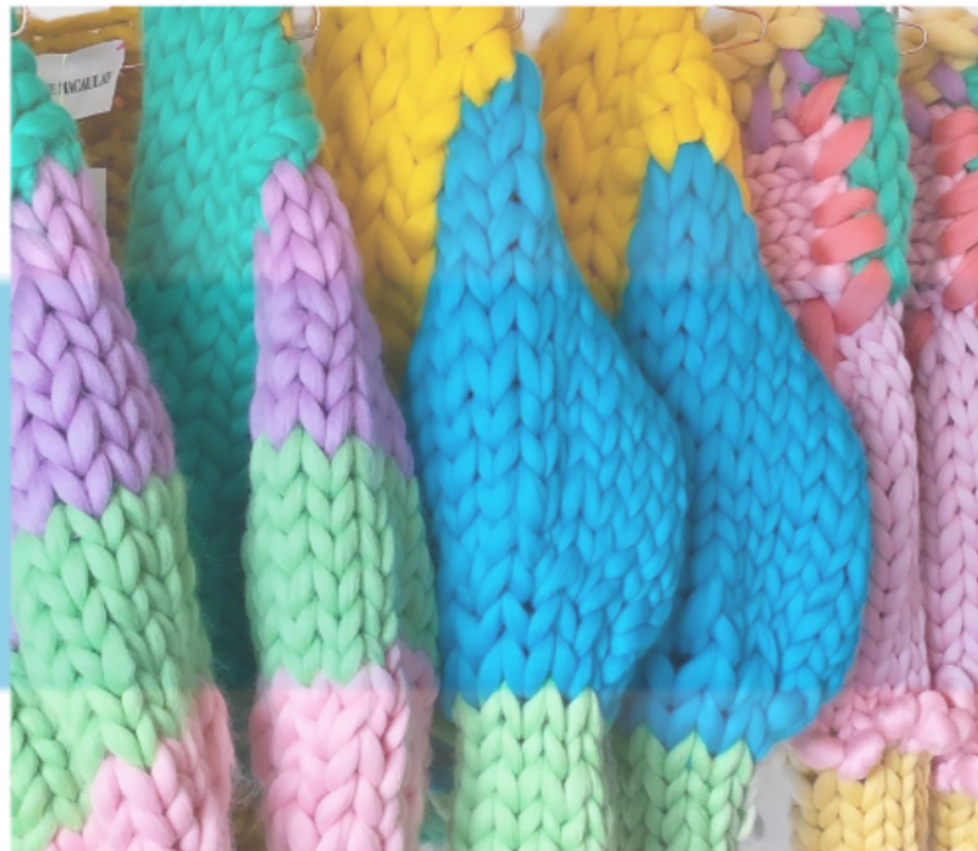
SHOP ABOUT

**HOPE MACAULAY**

COLLECTIONS

CONTACT

GBP

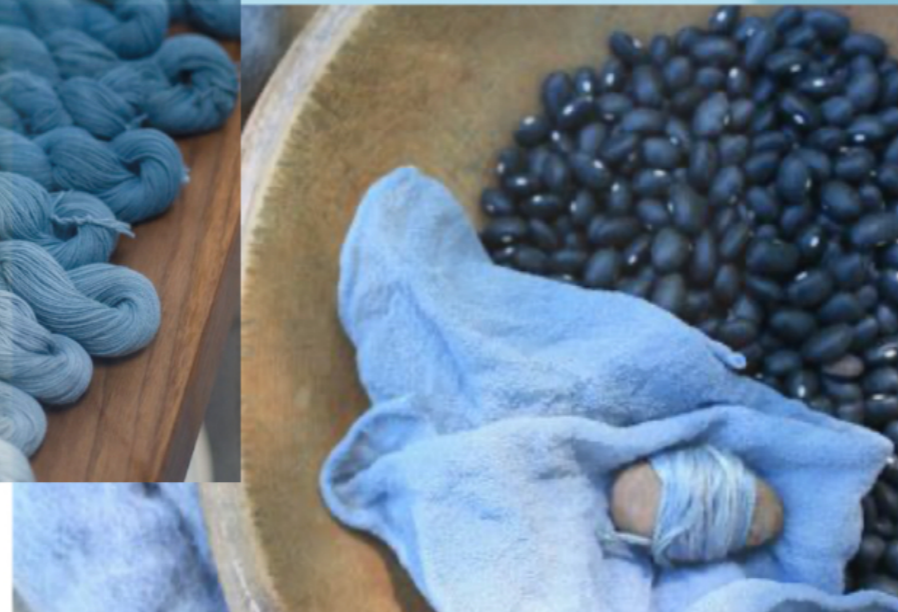


# RESEARCH

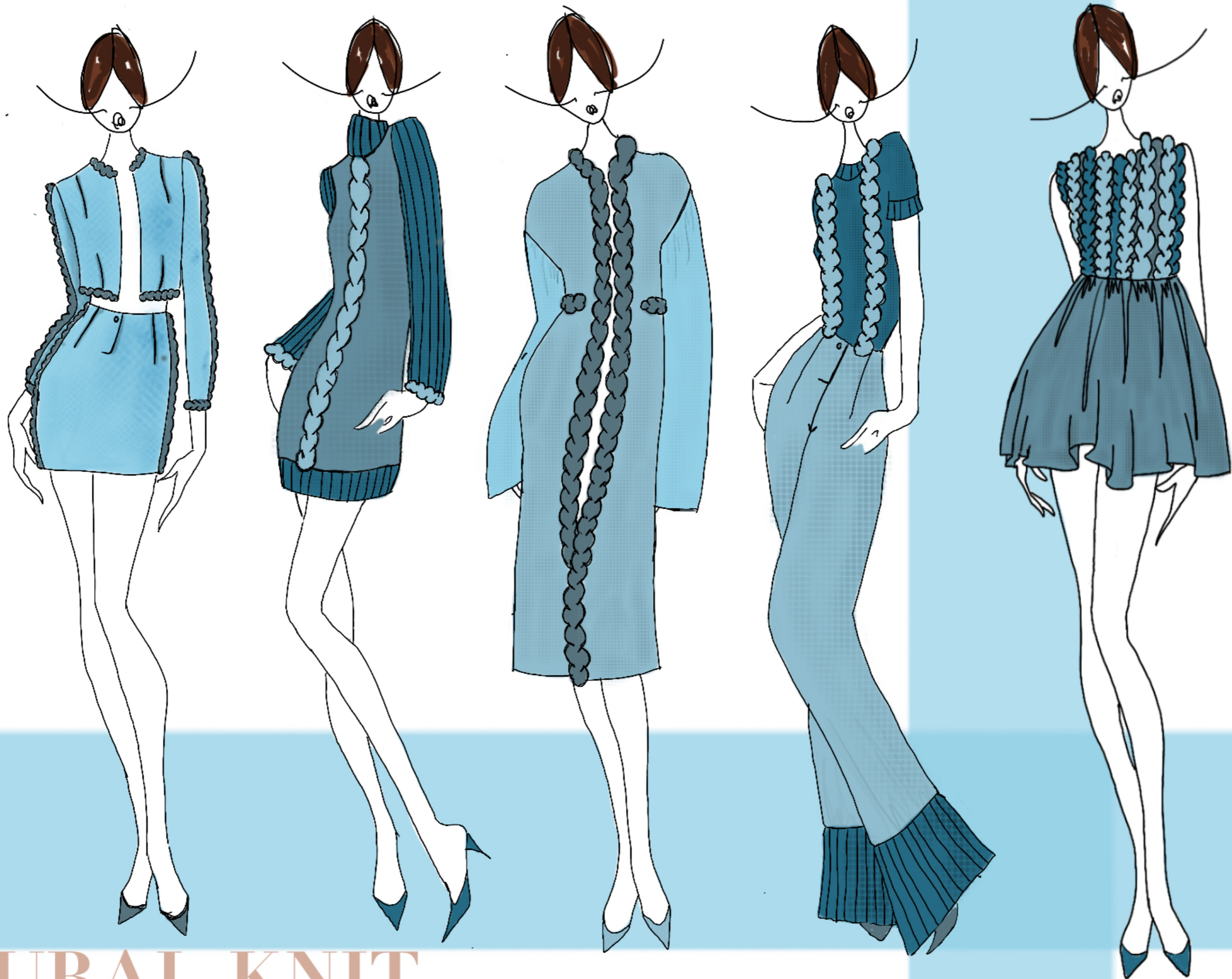


A SUSTAINABLE WAY TO DYE FABRIC IS THROUGH BLACK BEANS. AS THESE ARE EASILY ACCESSIBLE FOR PEOPLE, THIS IS AN EASY WAY TO ACHIEVE COLOUR FOR GARMENTS.

WITH WOOL BEING A SUSTAINABLE FABRIC AND THE WAY OF DYING IT ALSO BEING SUSTAINABLE, IT MAKES THIS COLLECTION ENVIRONMENTALLY FRIENDLY AND HELPS KEEP THE WASTE FROM FAST FASHION DOWN.



# NATURAL KNIT

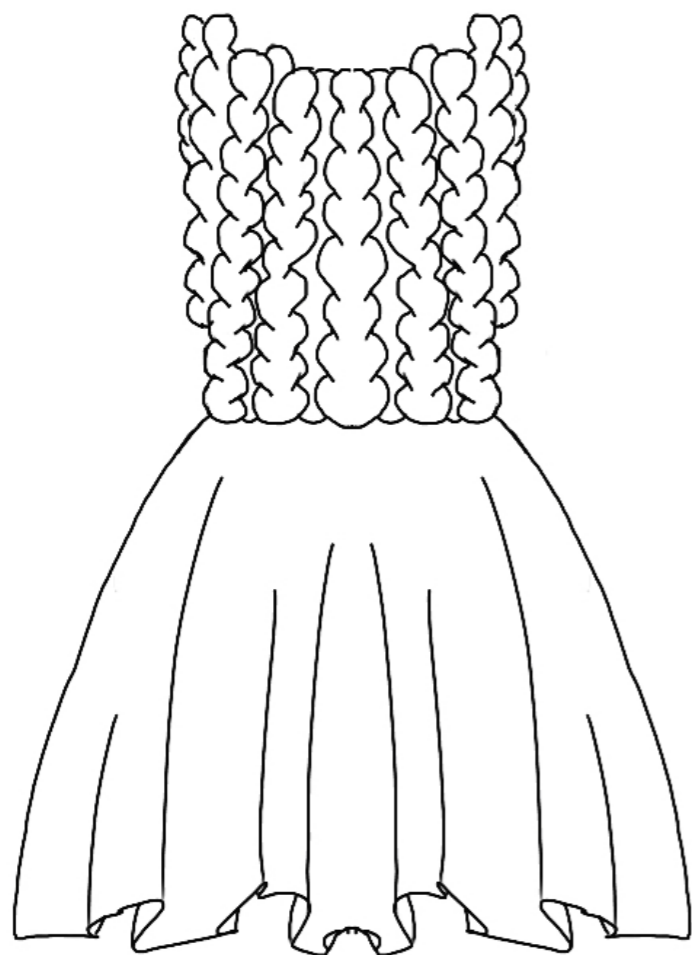


NATURAL KNIT  
DESIGN DEVELOPMENTS

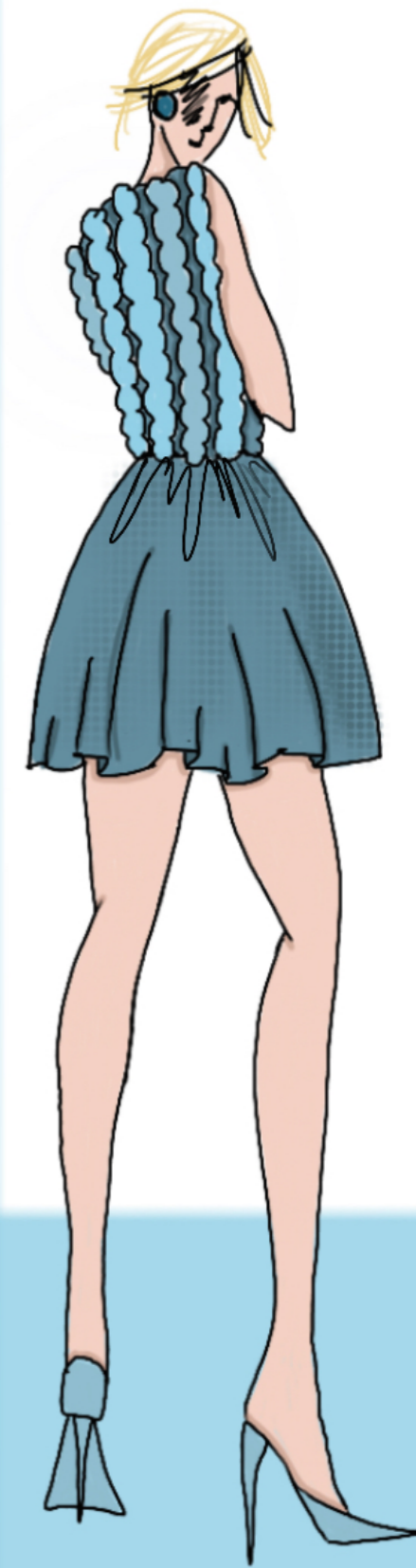
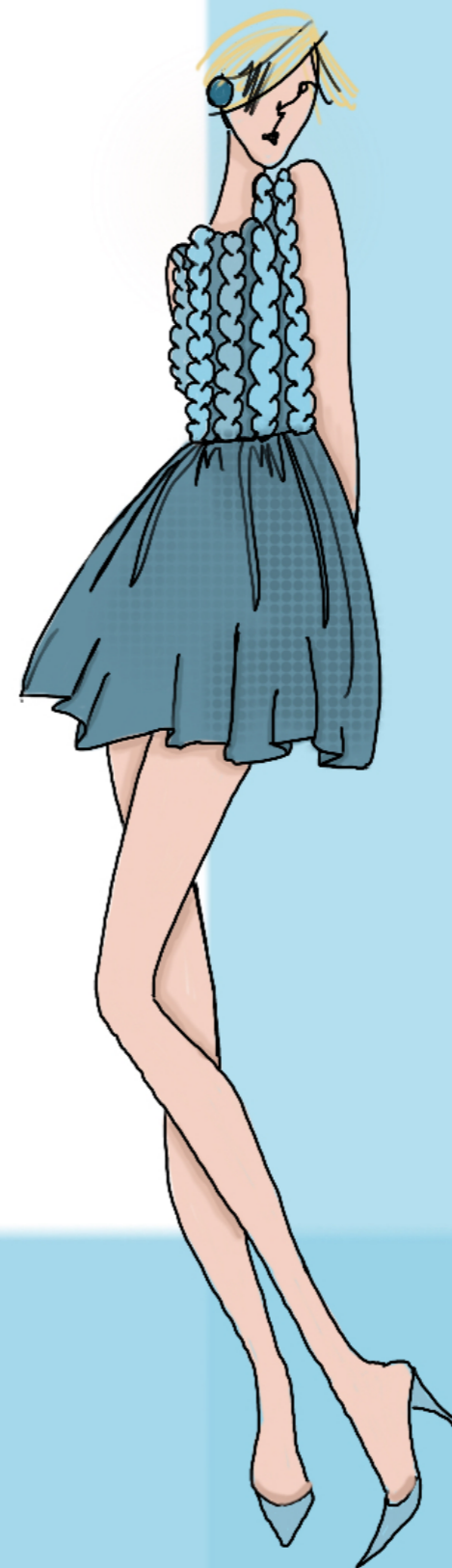
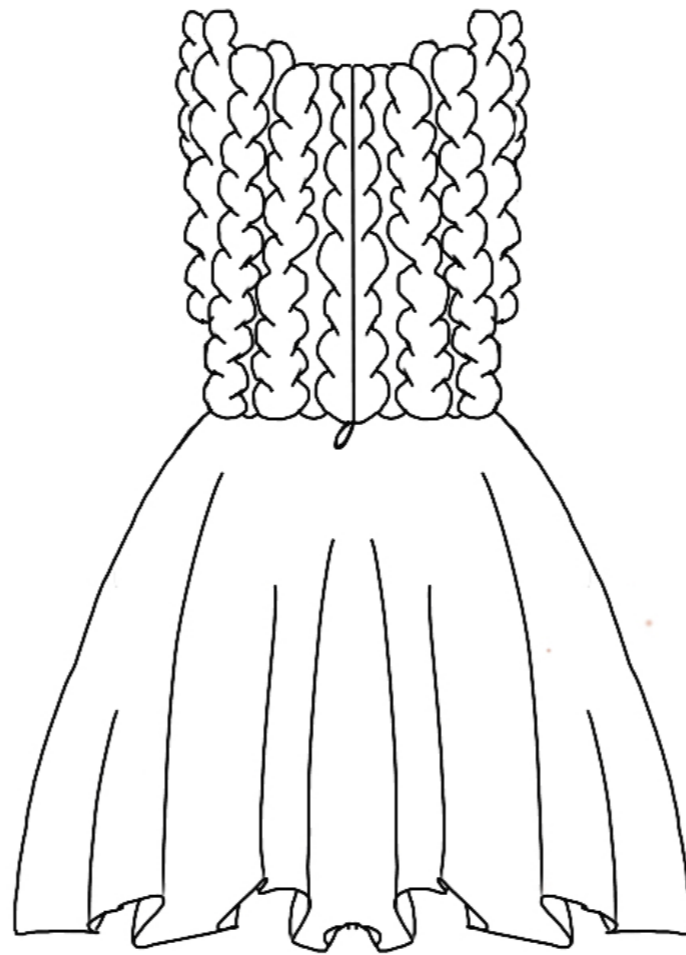


# NATURAL KNIT FINAL LINEUP

FRONT



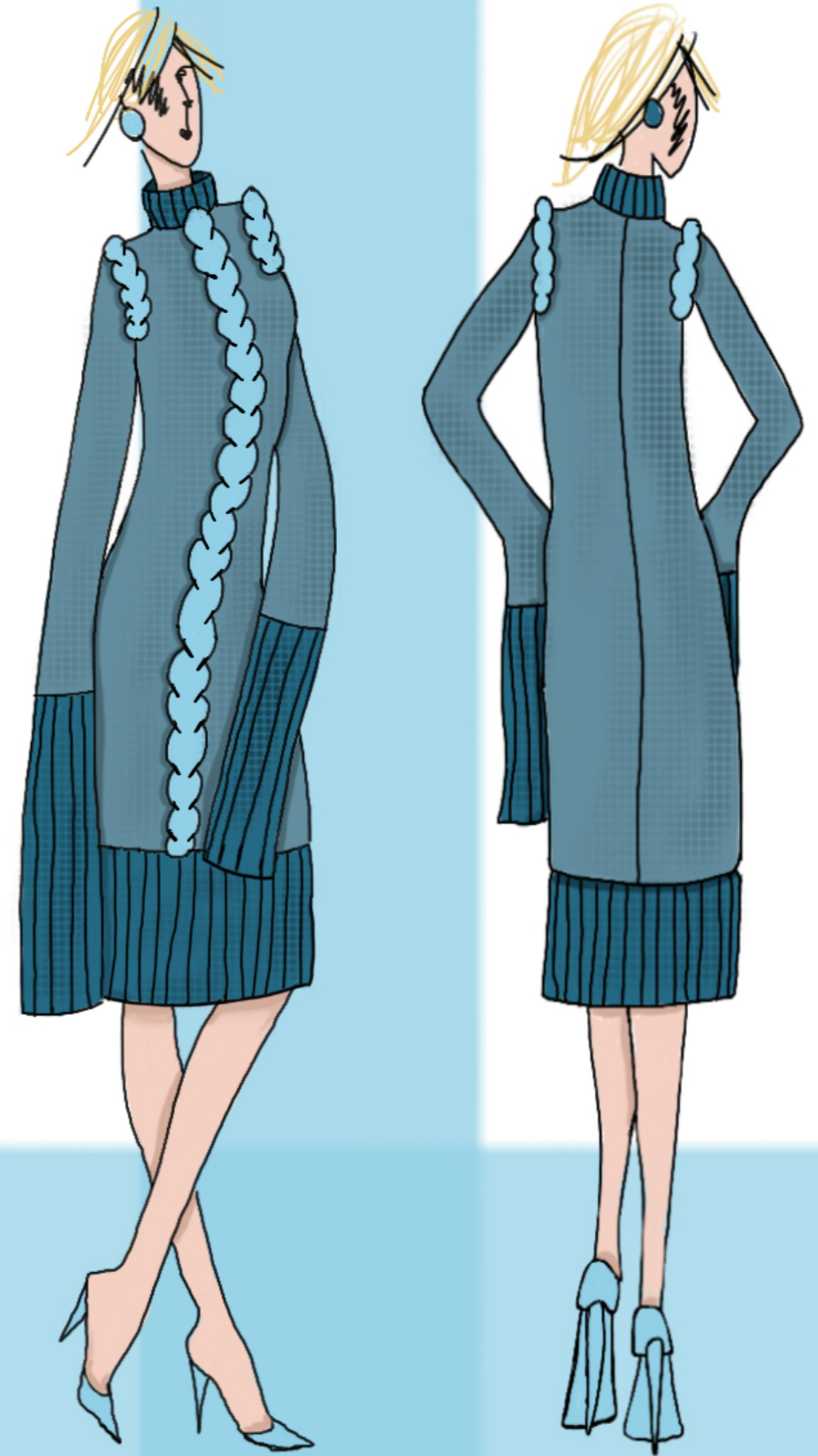
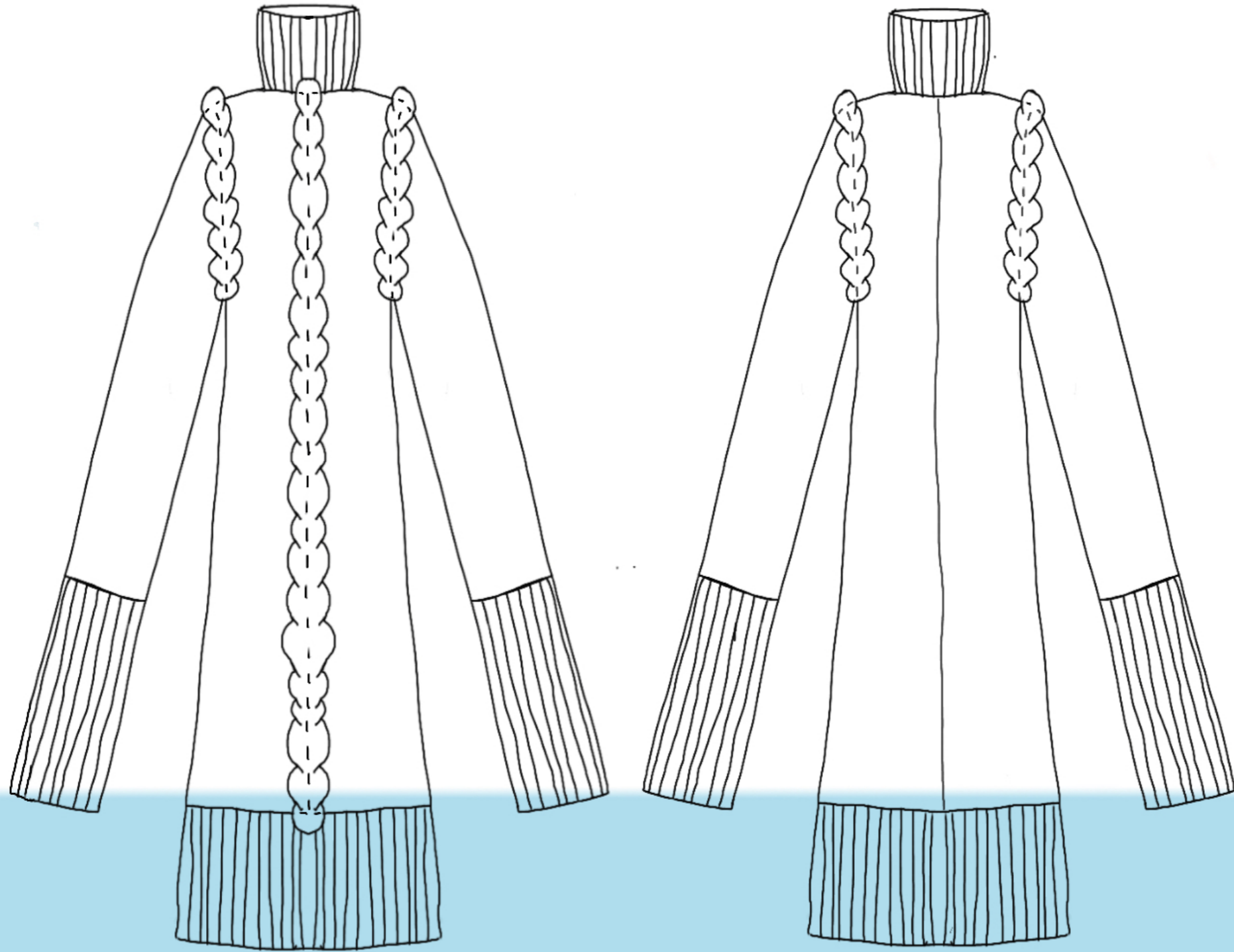
BACK



NATURAL KNIT  
WORKING DRAWING

FRONT

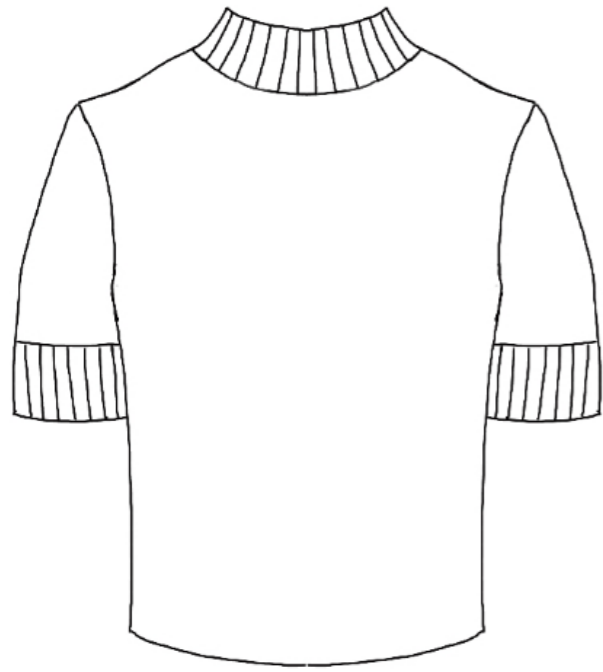
BACK



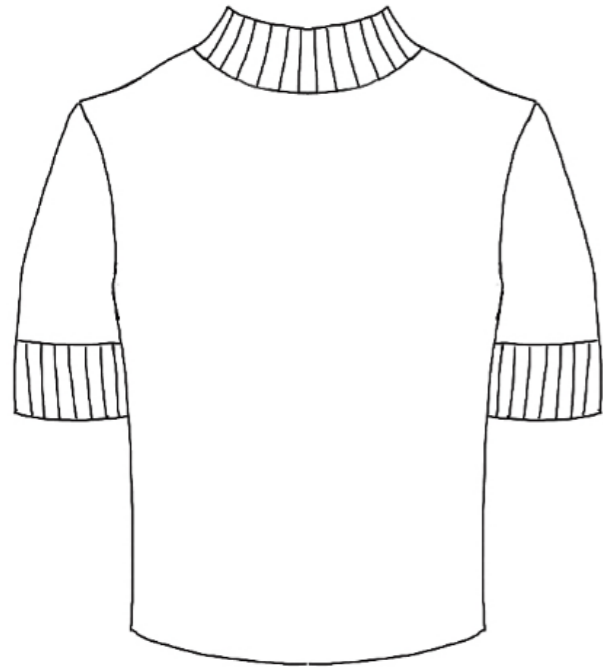
NATURAL KNIT  
WORKING DRAWING

# NATURAL KNIT

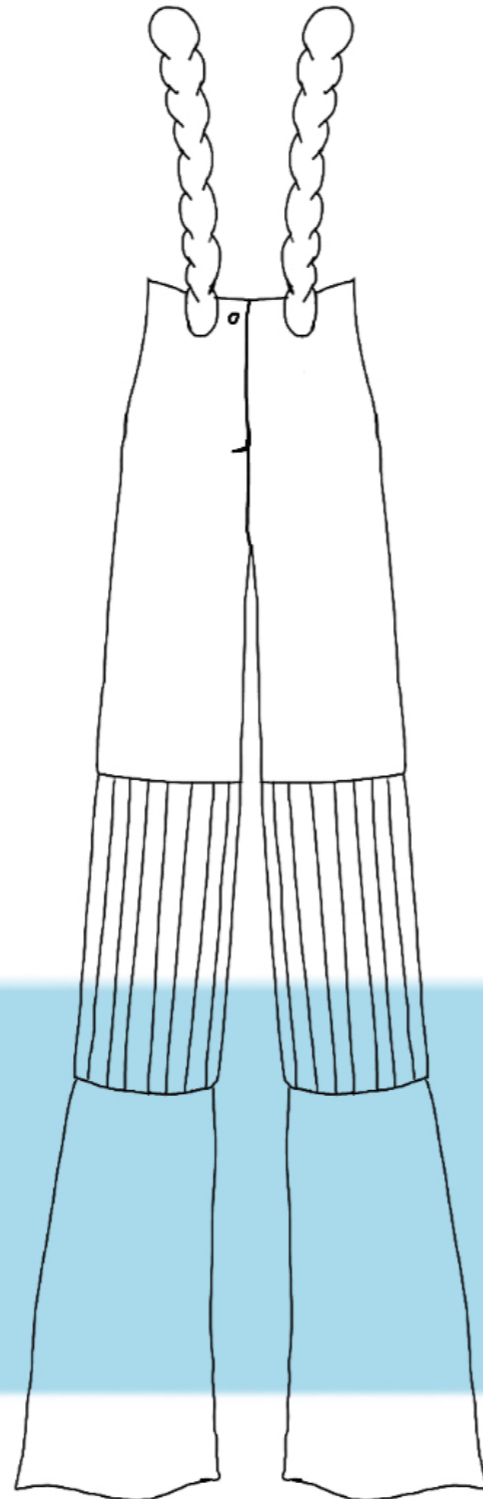
FRONT



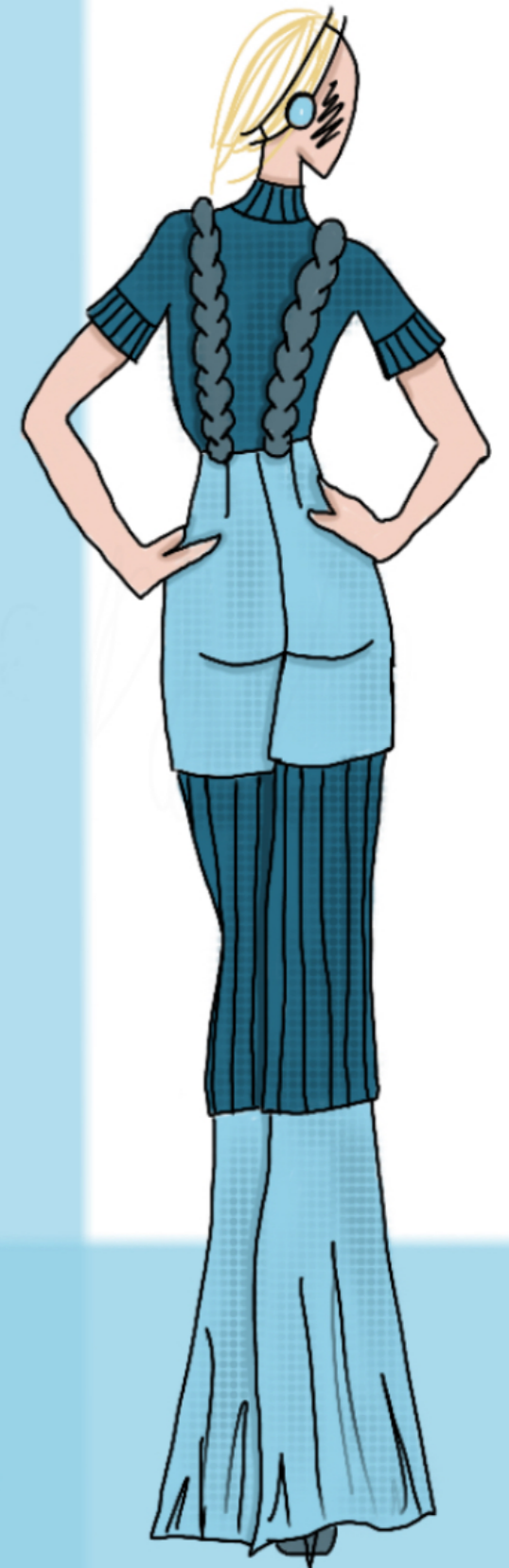
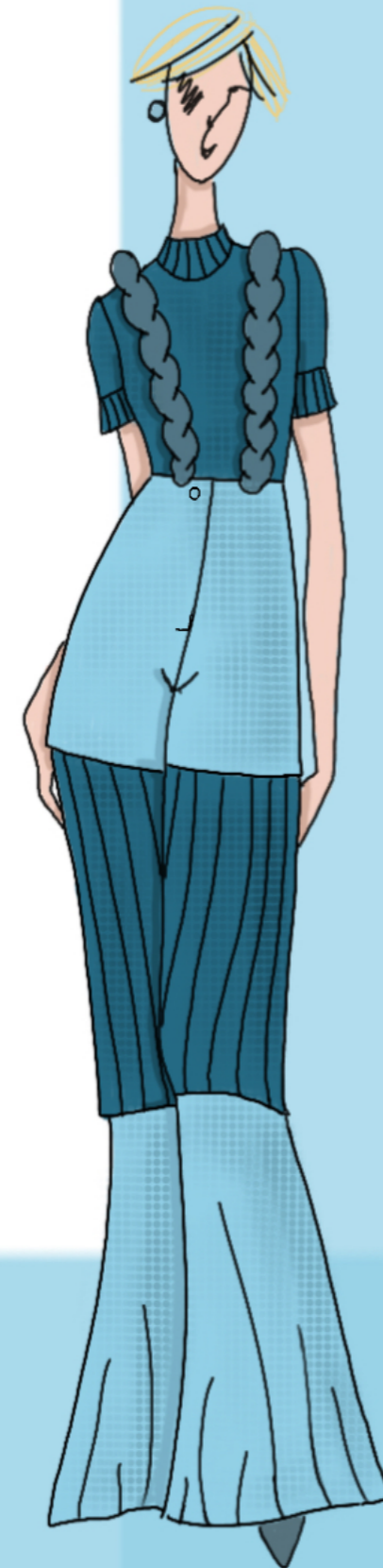
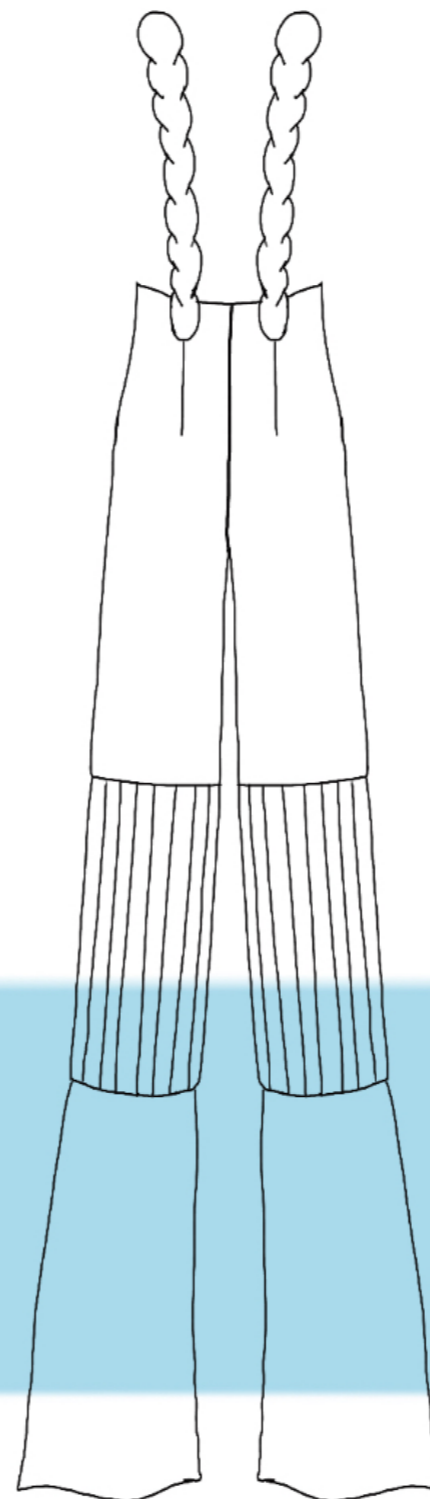
BACK

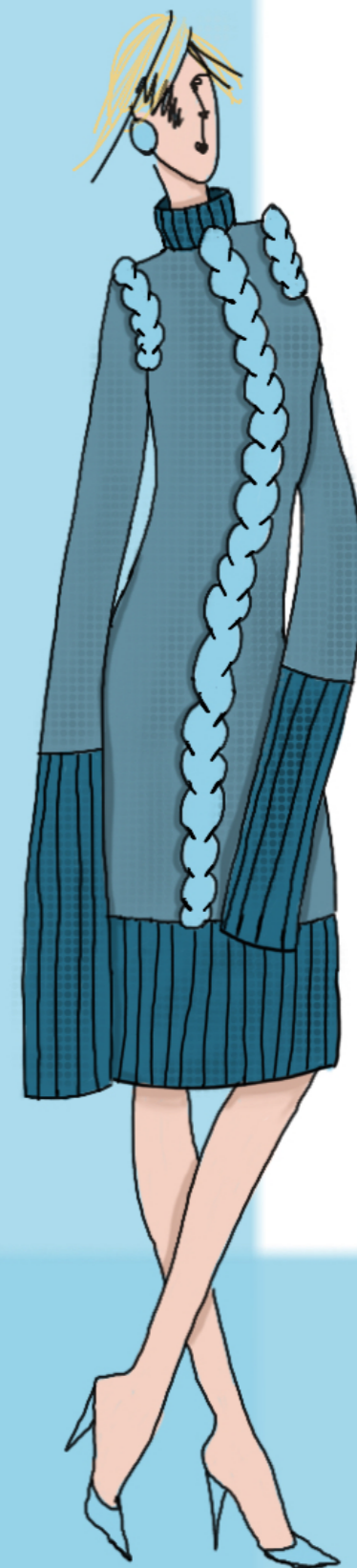
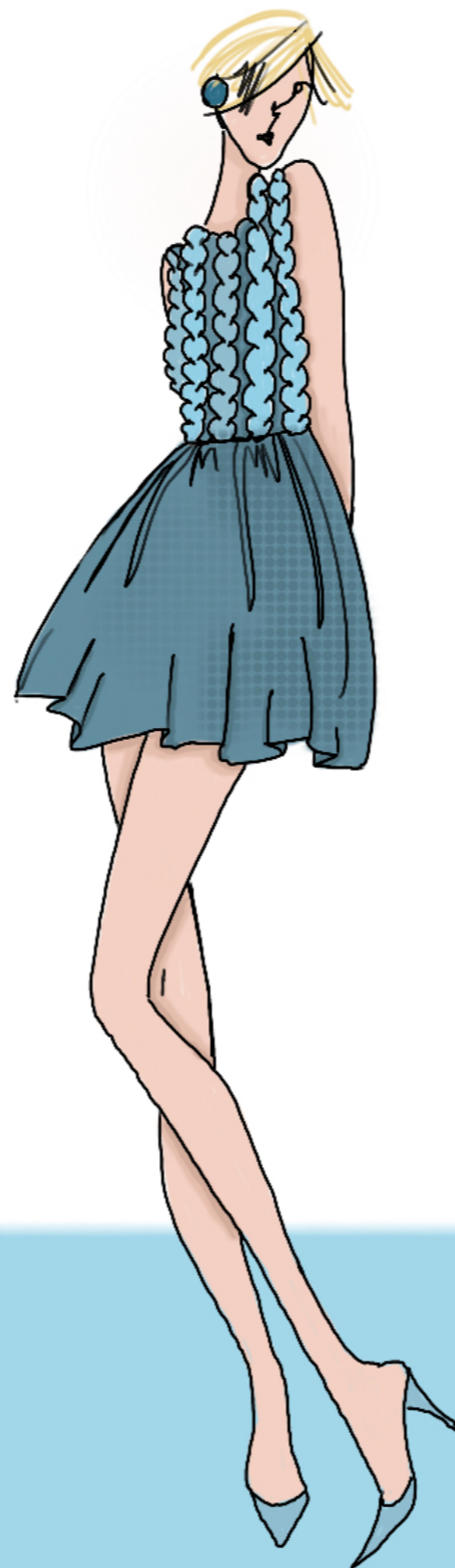
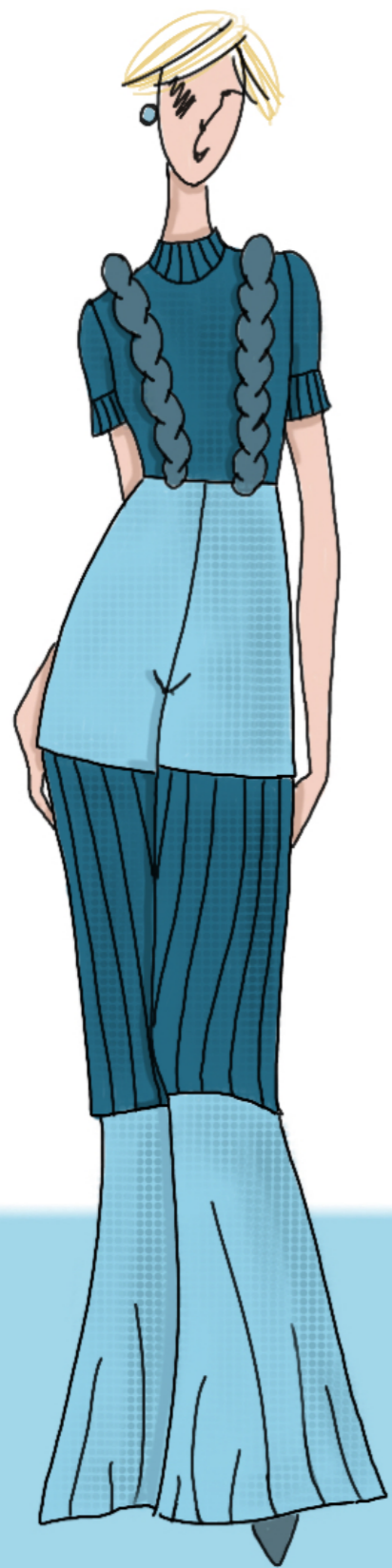


FRONT



BACK





NATURAL KNIT  
FINAL LINE UP





# HUSTLE B\*TCH

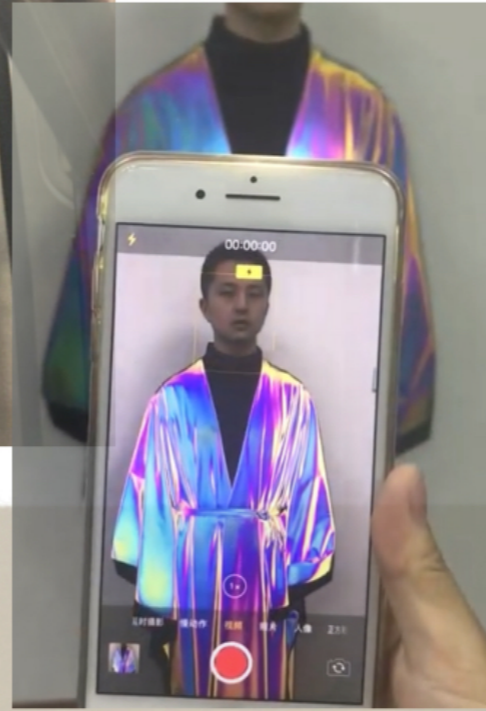
*adjective*

1.  
*Push ones way; bustle*
2.  
*Move or act quickly.*

FLEXIBLE



PRACTICALITY



ADJUSTABLE

FASHIONABLE



MULTIPURPOSE



HUSTLE B\*TCH

FAST PACE



BOSS  
ASS  
BITCH



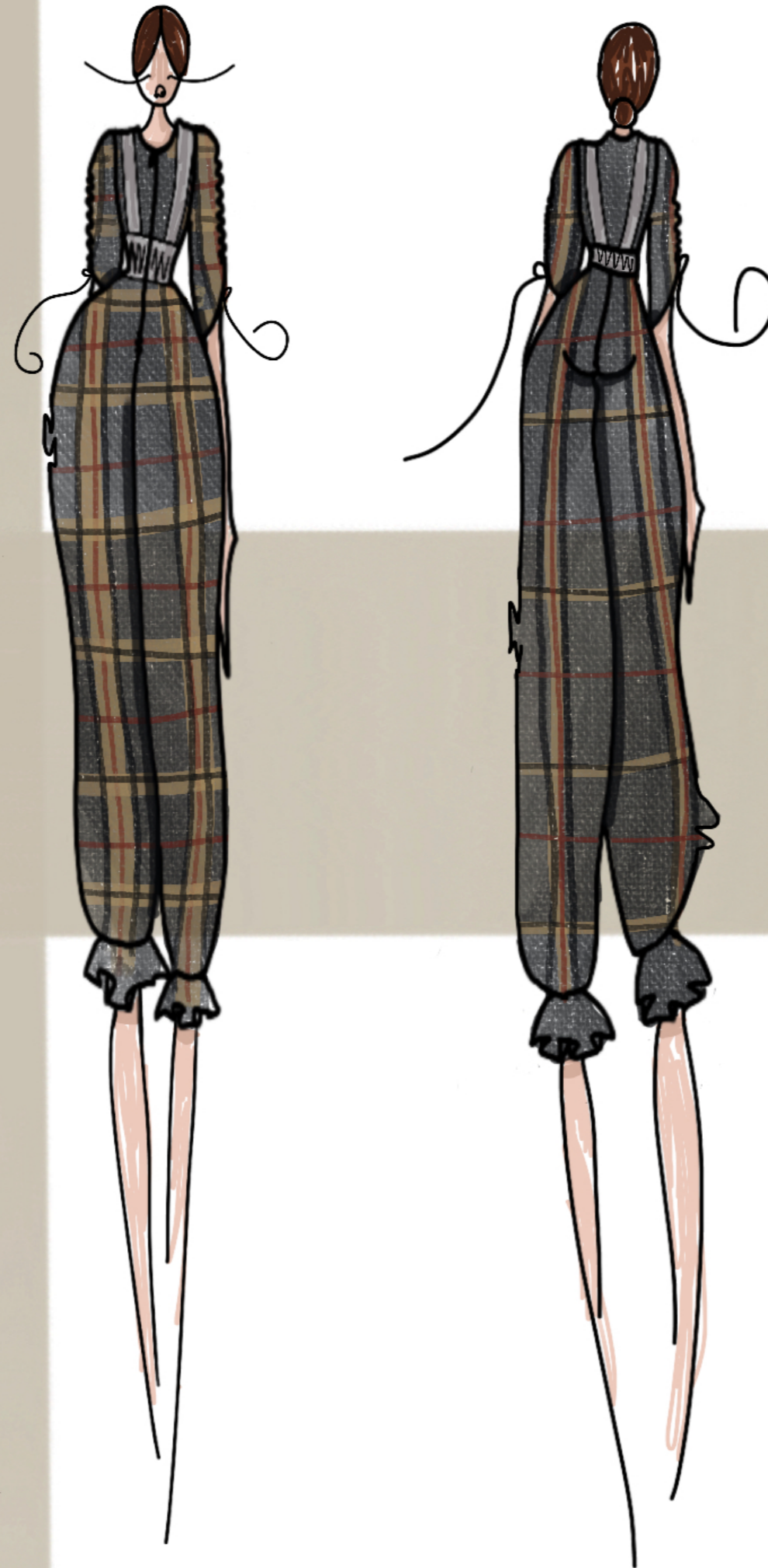
CITY WOMEN

CAUTION:  
WOMEN  
AT  
WORK

HUSTLE

HUSTLE B\*TCH





FINAL ILLUSTRATION

HUSTLE B\*TCH

AS THERE IS A DRAWSTRING  
FEATURE UP THE ARM OF MY  
FINAL DESIGN I WANTED TO TRY  
THIS FEATURE IN OTHER PARTS  
OF DIFFERENT GARMENTS.



THIS FEATURE GATHERS THE  
FABRICS AND GIVES SHAPE TO  
THE BODY.

SAMPLE  
DEVELOPMENTS

HUSTLE B\*TCH



FINAL TOILE

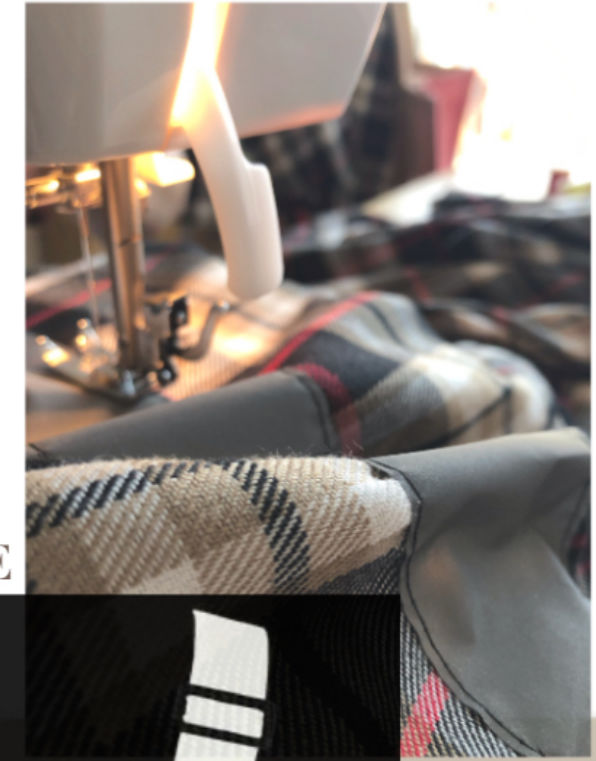


HUSTLE B\*TCH

# FABRIC CHOICES

# HUSTLE B\*TCH

TARTAN FABRIC



REFLECTIVE



Classic fabrics used for suits fit this garment best and helped create an innovative take on a traditional fabric.

Having a garment that is fashionable as well as keeping the sophisticated look and feel that is appropriate for a work environment was key and this fabric helped achieve this point.

Reflective strips across the bodice to replicate the jackets worn on bikes. This gives the garment the safety aspect needed for commuting to and from work without having to add layers. This overall makes the garment practical for whichever form of travel the consumer chooses to take.





**HUSTLE B\*TCH**



HUSTLE B\*TCH



# SUIT YOUR TUNES MOOD

*adjective*

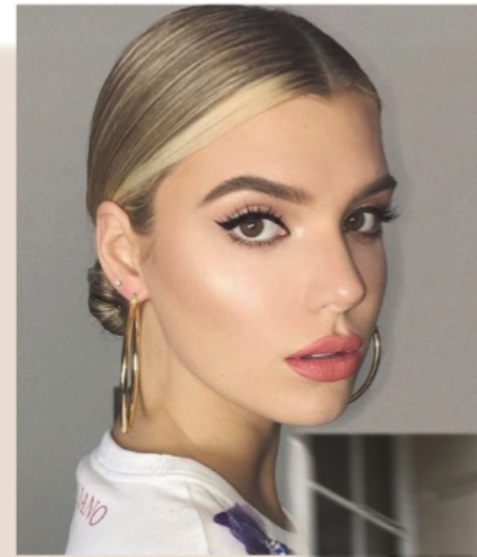
1.  
*Temporary state of mind or feeling*
2.  
*A set of clothes made out of the same fabric designed to be worn together*

# SUIT YOUR MOOD



HISTORY

EASY



CASUAL



TRADITION



No. 604  
YOUNG MEN'S  
DOUBLE-  
BREASTED  
HAIR SACK,  
THREE BUT-  
TONS, TWO  
ONLY TO BUT-  
TON, LOWER  
POCKETS,  
A.C.K. A.S.

Model  
No. 605  
YOUNG MEN'S  
SINGLE-BREA-  
STED HAIR  
SACK, TWO  
BUTTONS, NO  
LAPELS, LO-  
PIPED POCK-  
ETS, A.C.K. A.S.

STREET

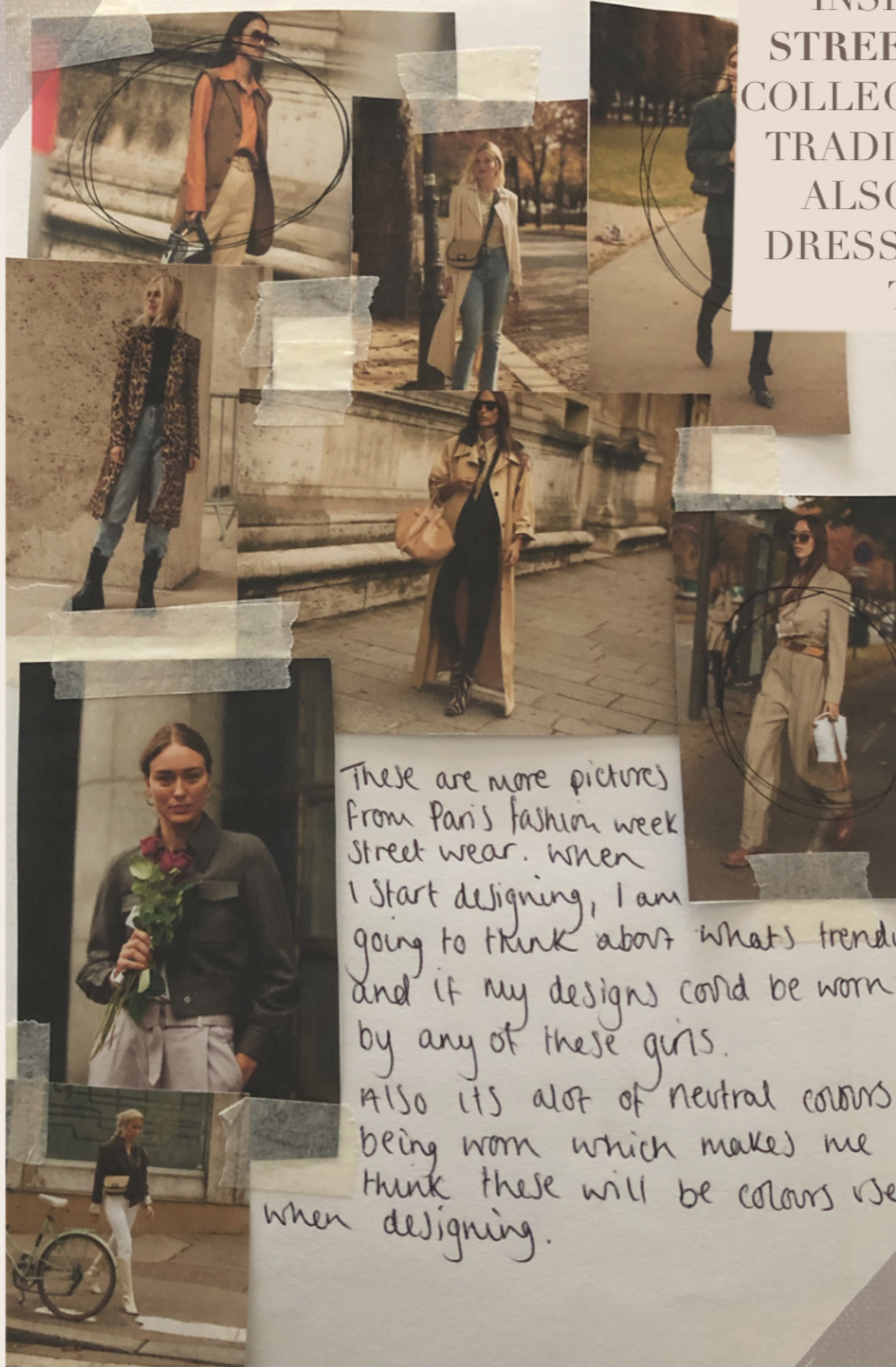
MOODBOARD

# SLEEVE SKETCHES



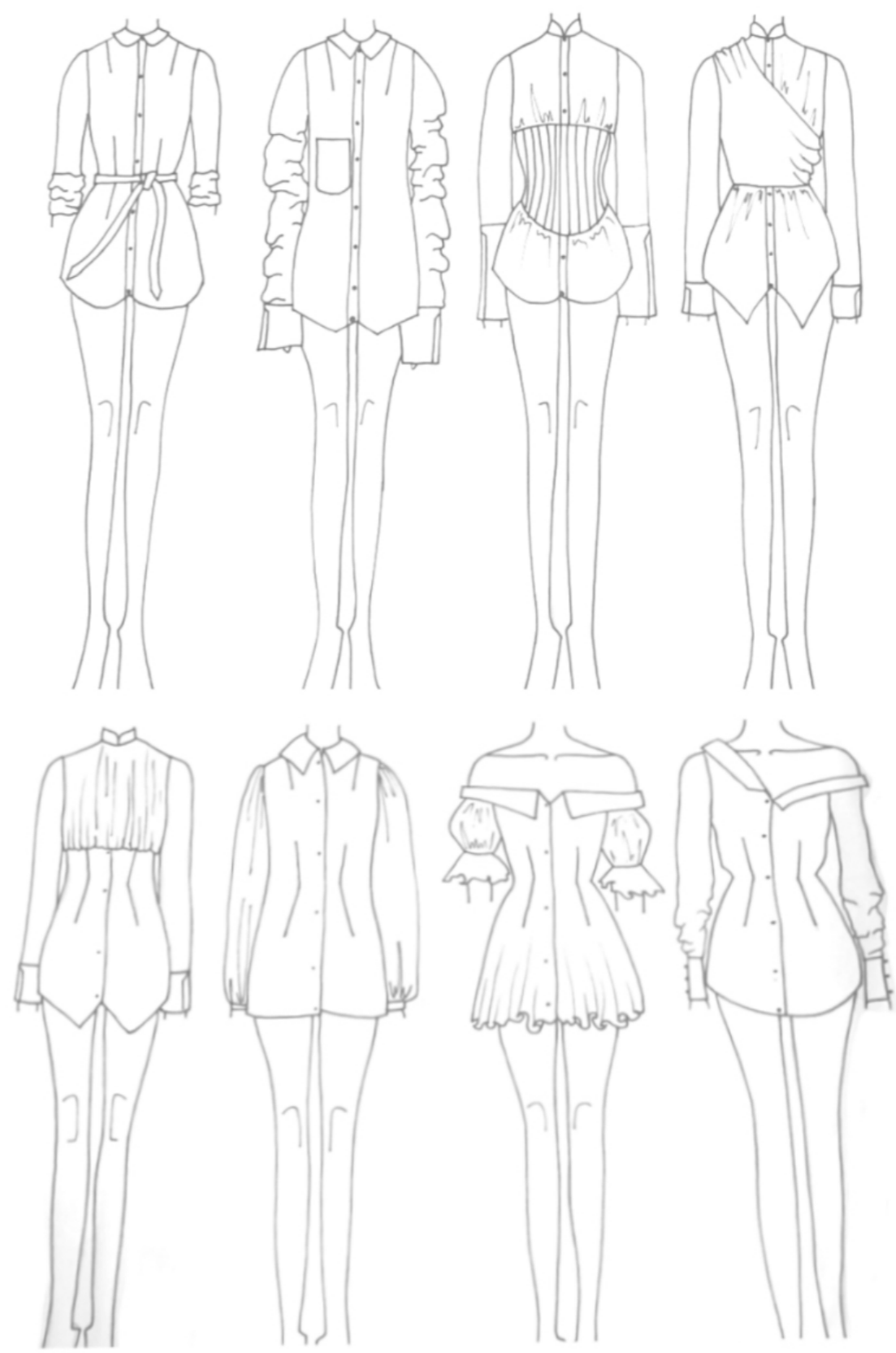
SUIT YOUR MOOD

THIS COLLECTION WAS HEAVILY  
INSPIRED BY FASHION WEEK  
STREET WEAR. THE POINT OF MY  
COLLECTION IS TO BE STYLISH BUT  
TRADITIONAL AT THE SAME TIME.  
ALSO EACH GARMENT CAN BE  
DRESSED UP OR DRESSED DOWN  
TO BE MORE CASUAL.



COLLECTION  
RESEARCH

SUIT YOUR MOOD



**SUIT YOUR MOOD**

**INITIAL  
DRAWINGS**

# TOILE LINE UP

I ALSO ADDED MORE VOLUME INTO THE COAT TO GIVE IT MORE MOVEMENT AND A MORE TRADITIONAL FEEL



AFTER LINING UP MY TOILES I WAS ABLE TO WORK OUT WHAT I THOUGHT WORKED AND WHAT I WANTED TO CHANGE.

FROM THIS, CHANGING THE ORDER OF MY LOOKS, AS WELL AS THE BLAZER DRESS INTO A TOTALLY DIFFERENT STYLE, GAVE MY COLLECTION A DIFFERENT FEEL.

AS I WAS MAKING TWO SHIRTS, I WAS ABLE TO TOILE ONE BUT WITH DIFFERENT SLEEVES. AFTER THIS THOUGH, I DECIDED ON CUTTING THE SLEEVES OFF COMPLETELY ON ONE OF THE SHIRTS AS I FELT THIS FITTED BETTER WITH MY COLLECTION.

SUIT YOUR MOOD



# FABRICS



FABRIC CHOICES CAME FROM MY RESEARCH. SINCE I AM TAKING INSPIRATION FROM TRADITIONAL MENS TAILORING, I WANTED TO USE THE FABRICS USED FOR SUIT MAKING.

ALTHOUGH THIS COLLECTION IS A WOMENSWEAR COLLECTION, IT WAS TRADITIONAL MENS FASHION WHICH WAS MY MAIN INSPIRATION. TO GO WITH THE WOOL, MY SHIRTS WILL BE MADE OUT OF A WHITE COTTON.

THE WHITE COTTON CAN BE EASILY WORN WITH OTHER GARMENTS MAKING THIS A VERSATILE PIECE.

**SUIT YOUR MOOD**

FINAL LINEUP



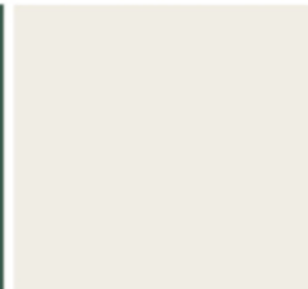
SUIT YOUR MOOD



**PANTONE®**  
14-0952 TCX  
Spicy Mustard



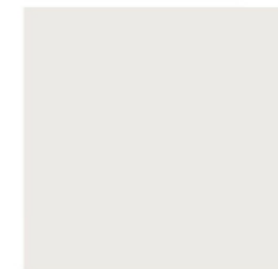
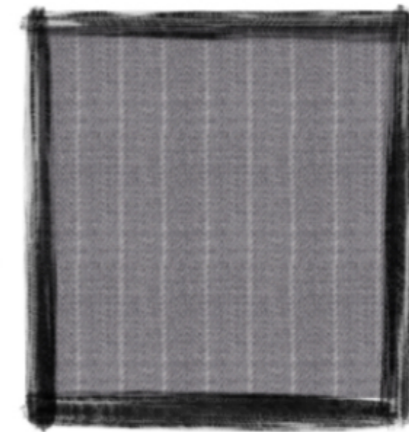
**PANTONE®**  
19-5511 TCX  
Hunter Green



**PANTONE®**  
11-4300 TCX  
Marshmallow

# LOOK 1

## SUIT YOUR MOOD



**PANTONE®**  
11-0203 TSX  
Eggwhite



**PANTONE®**  
19-3906 TCX  
Dark Shadow



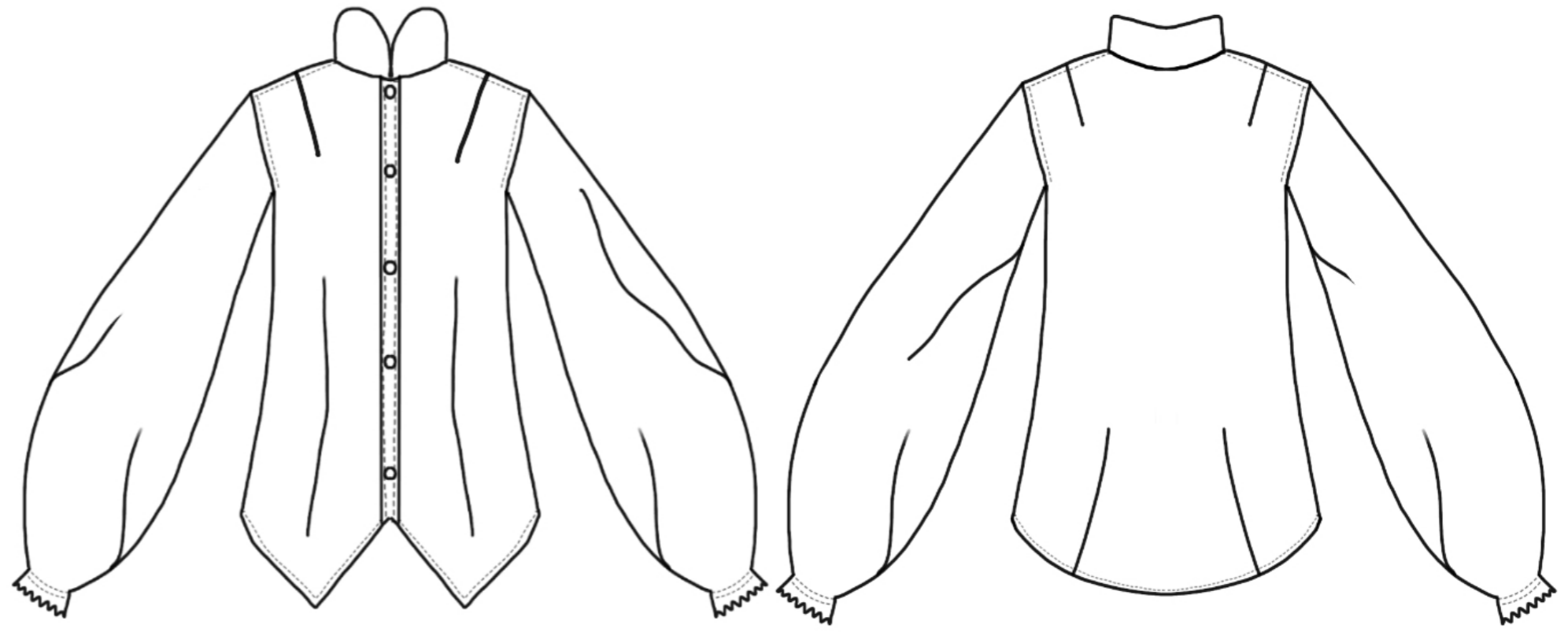
**PANTONE®**  
14-4202 TCX  
Harbor Mist

# LOOK 3

SUIT YOUR MOOD

SUIT YOUR MOOD

LOOK 1  
WORKING  
DRAWING

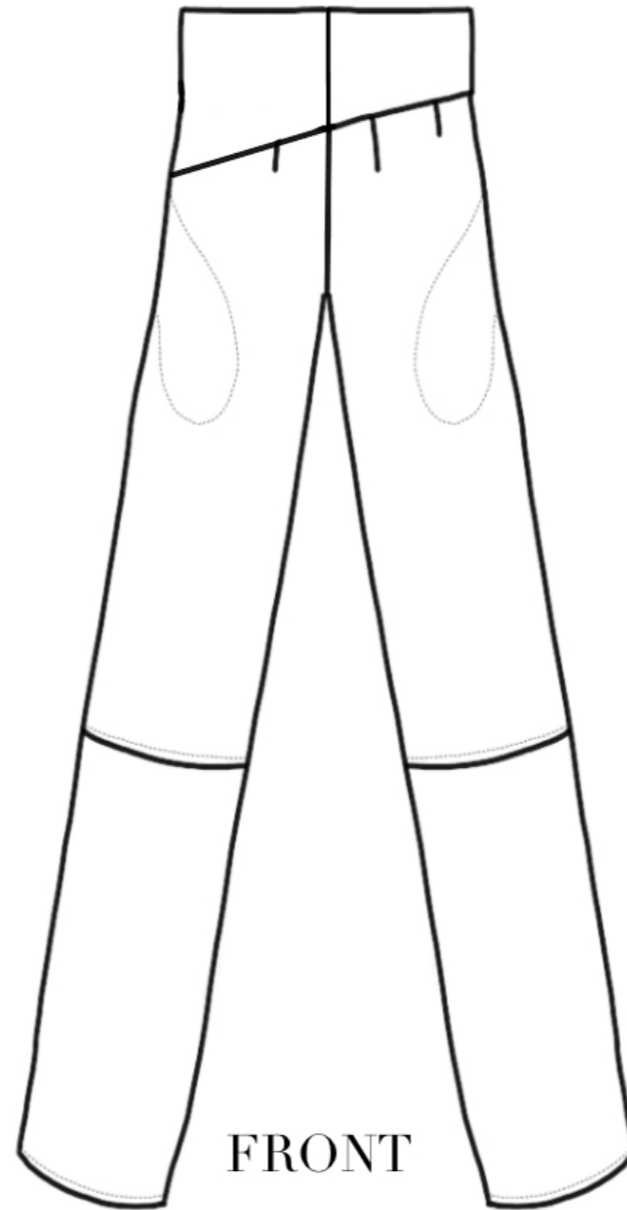
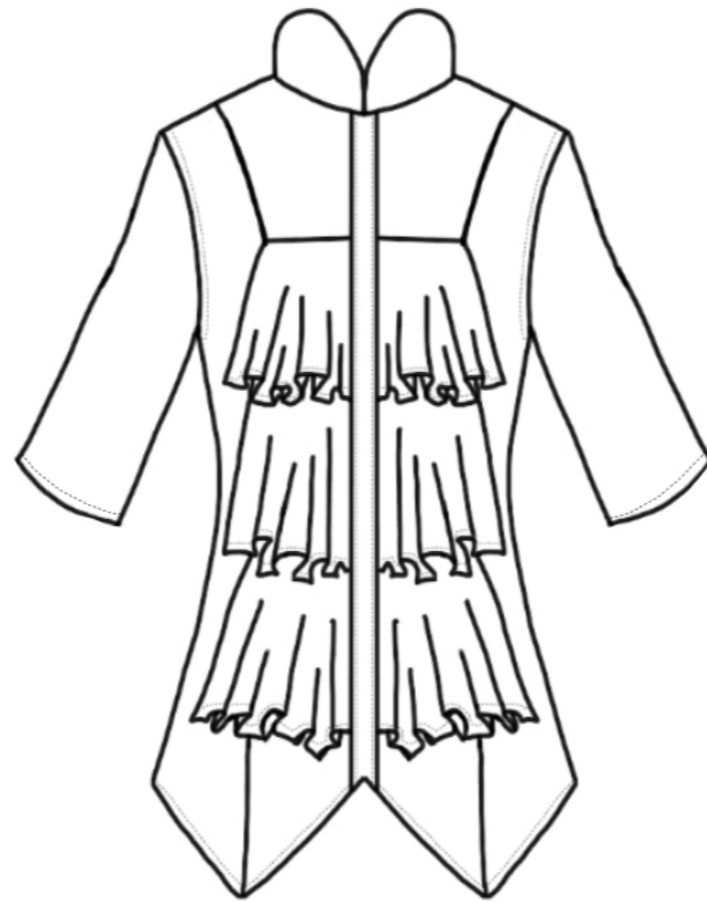


FRONT

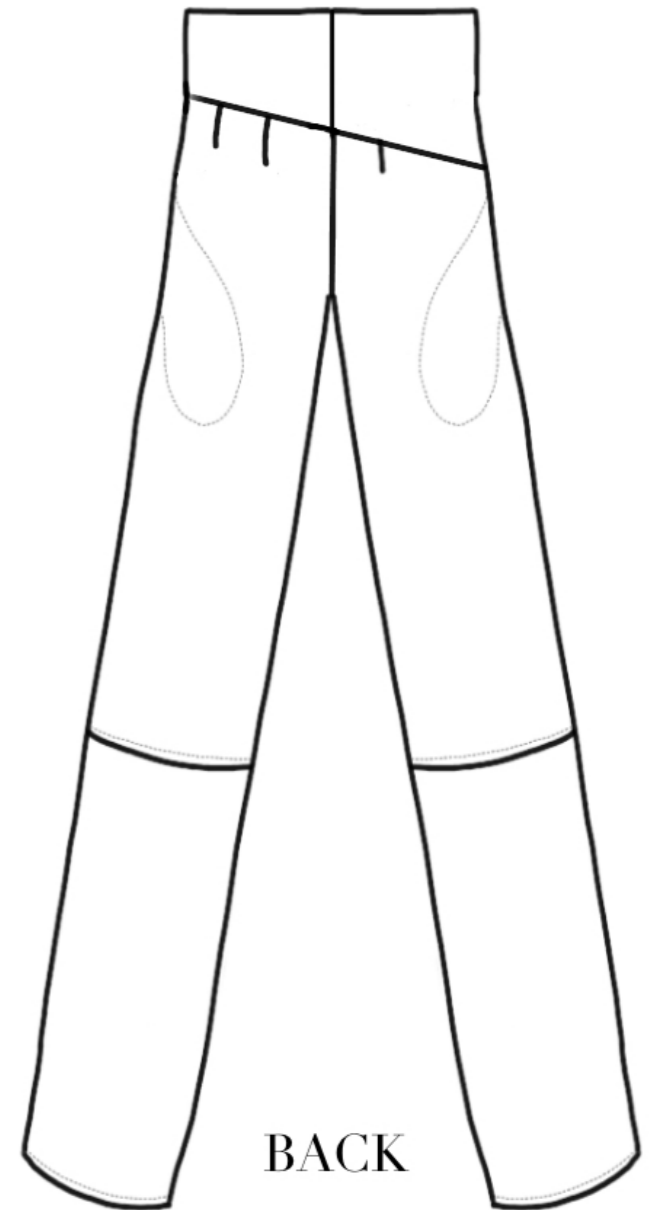
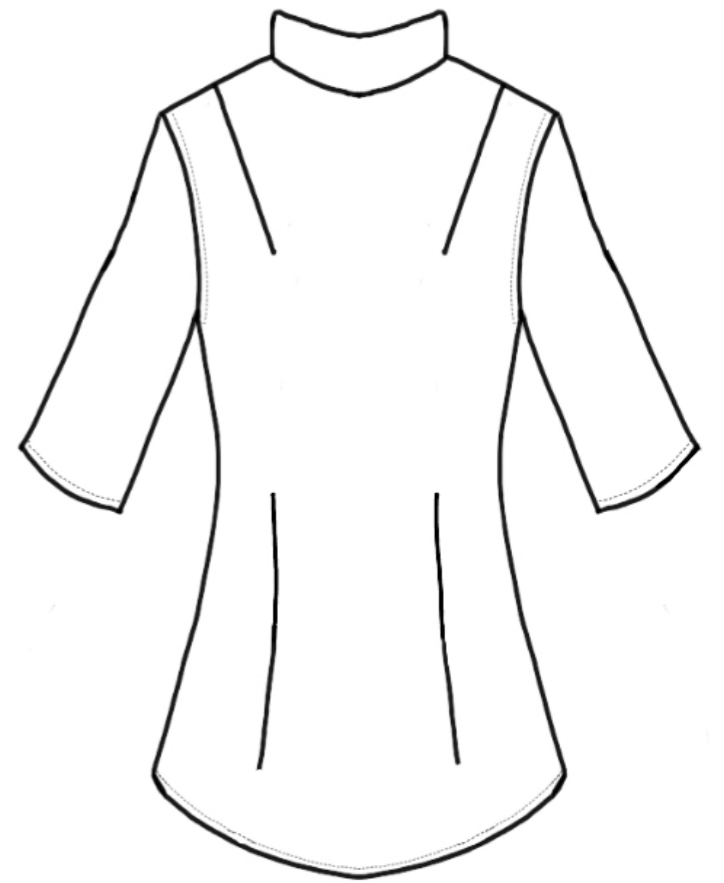
BACK

SUIT YOUR MOOD

LOOK 3  
WORKING  
DRAWING

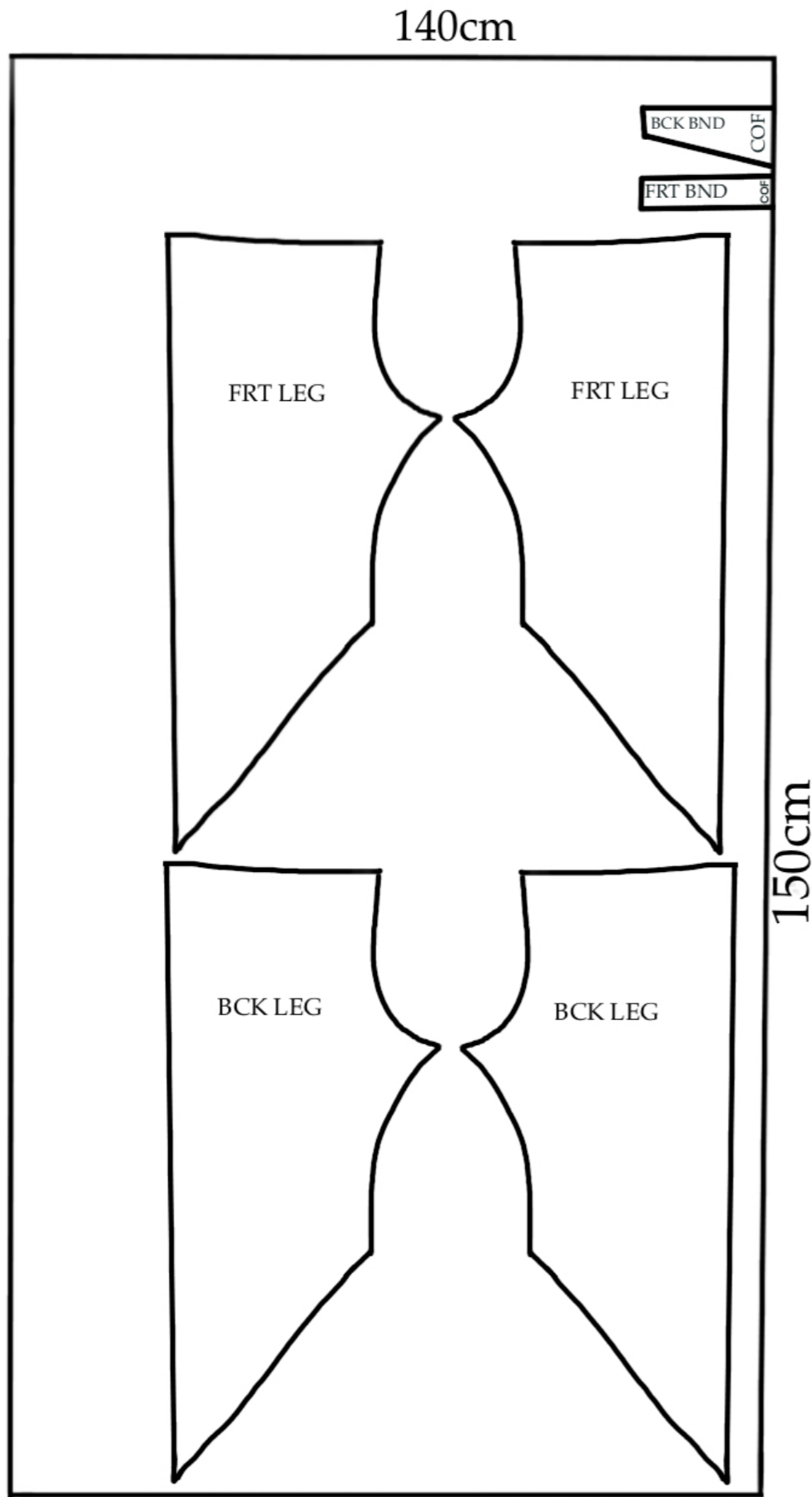


FRONT

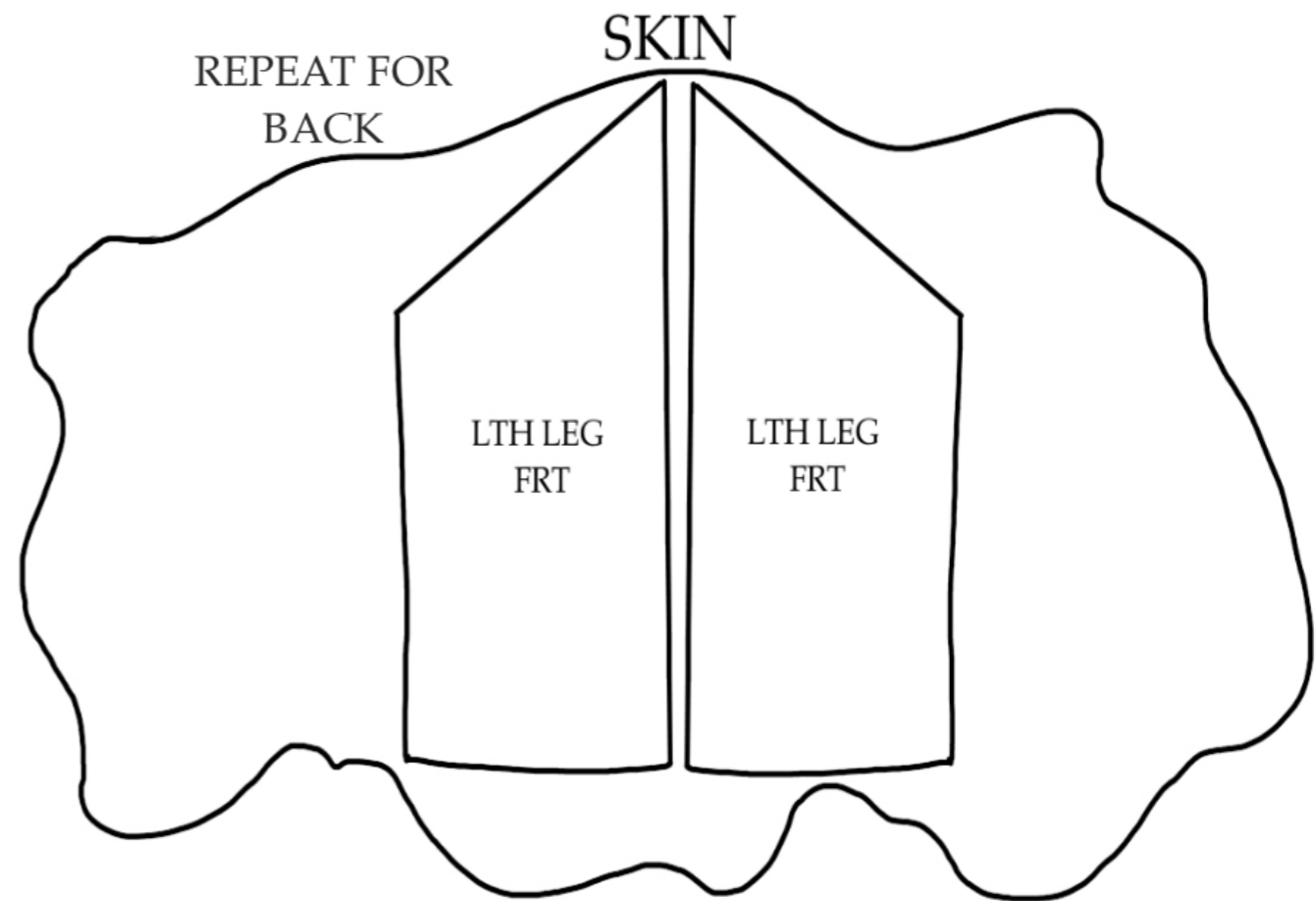
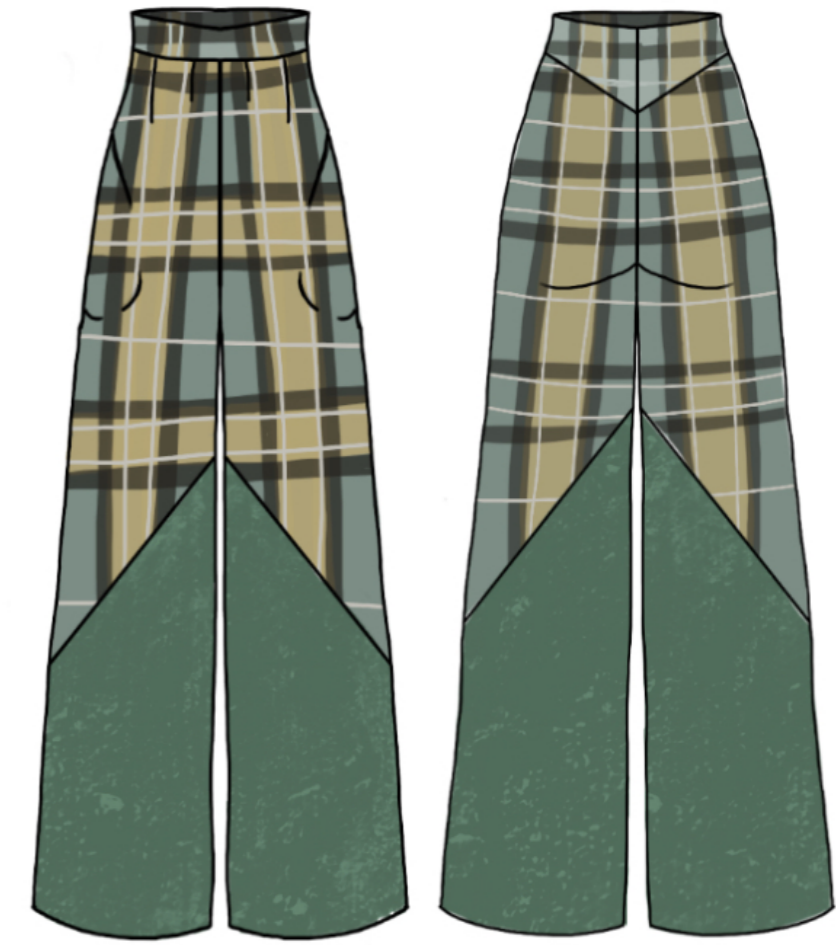


BACK

# LAYPLAN



**KEY**  
COF - Cut on Fold  
FRT LEG - Front leg  
BCK LEG - Back Leg  
LTH LEG FRT - Leather Leg Front  
FRT BND - Front Waistband  
BCK BND - Back Waistband



LOOK 1 - TROUSERS

SUIT YOUR MOOD

# LOOK. 1



**SUIT YOUR MOOD**



# LOOK. 1



**SUIT YOUR MOOD**

# LOOK. 1



SUIT YOUR MOOD

# LOOK. 2



SUIT YOUR MOOD

# LOOK. 2



SUIT YOUR MOOD



SUIT YOUR MOOD