



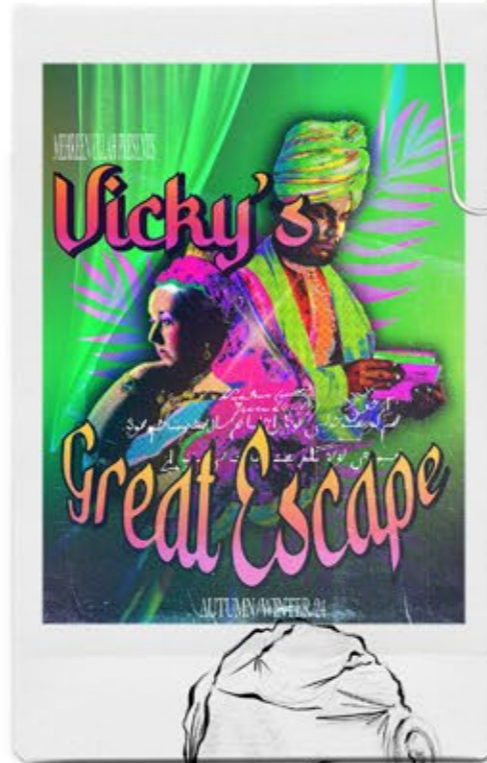
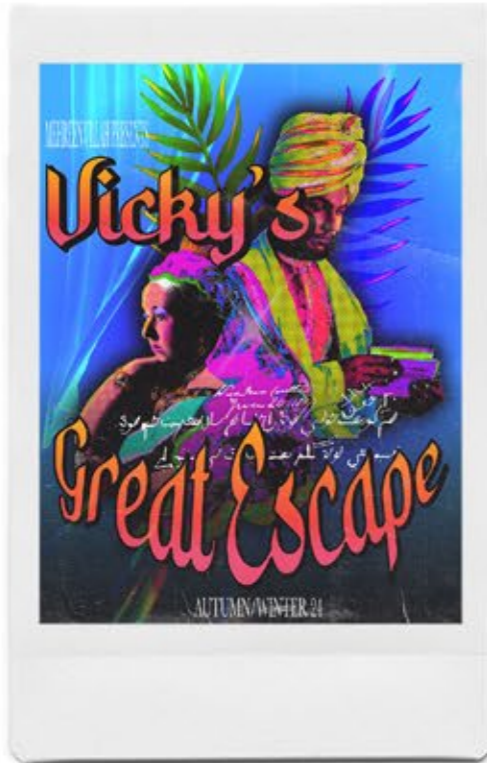
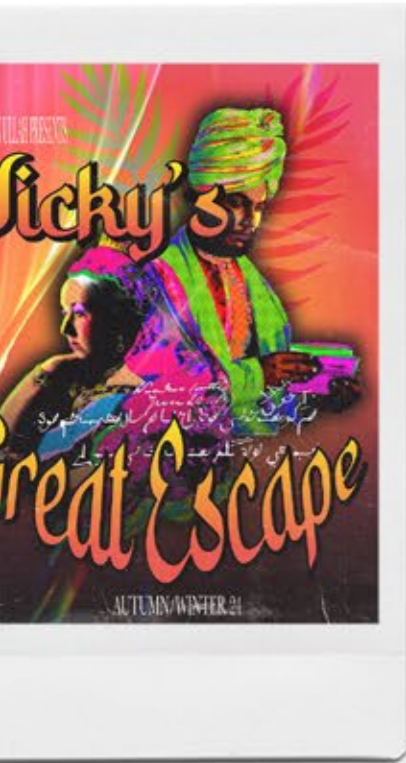
VICKY'S GREAT ESCAPE

WITH REFLECTION ON MY DUAL HERITAGE AS A BRITISH SOUTH ASIAN, MY CONCEPT AIMS TO EXPLORE THE UNPRECEDENTED STORY OF QUEEN VICTORIA & HER INDIAN SERVANT. THEIR UNBREAKABLE FRIENDSHIP AND BOND CREATED CONTROVERSY AND CHAOS WITHIN THE ROYAL COURT. THIS COLLECTION IS A CELEBRATION OF BOTH IDENTITIES AND THE REBELLIOUS NATURE OF VICTORIA AND HER STANCE TO PROTECT HER SERVANT AT ALL COSTS. THEIR JUXTAPOSITION OF CULTURES, SOCIAL CLASSES AND LANGUAGES YET ACCEPTANCE OF EACH OTHER AT A TIME OF SYSTEMIC RACISM IS A BEAUTIFUL REMINDER FOR US TO VALUE, UNDERSTAND AND APPRECIATE DIFFERENT WALKS OF LIFE IN A WORLD OF HATRED AND TENSION.

CONCEPT BOARD



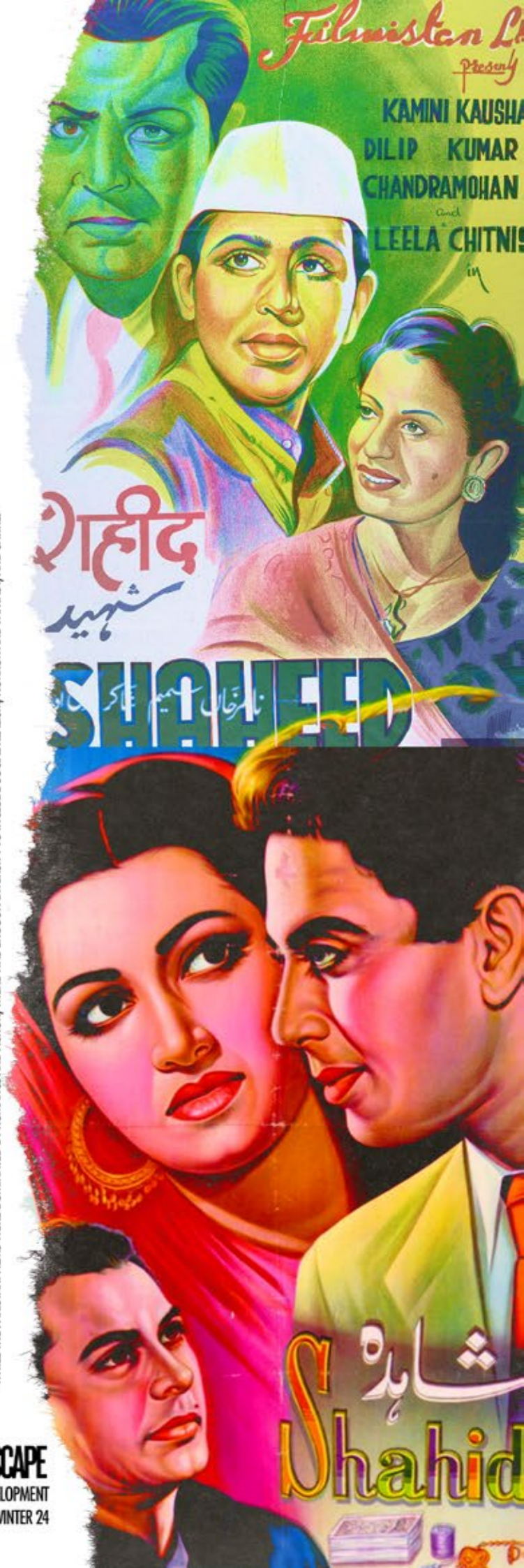
GRAPHIC PRINT DEVELOPMENT TAKING INFLUENCE FROM RETRO PUNJABI FILM POSTERS FROM THE 1970S AND USING VICTORIA AND ABDUL AS A FILM COVER CONCEPT



OVERSIZED SCUBA JUMPER WITH PRINTED ARTWORK HEATPRESSED ON CENTRE FRONT



THE DEVELOPMENT OF THIS VIBRANT INDIGENOUS ART FORM IS LOOKED AT THROUGH THE EYES OF "MASTER PAINTERS" AND THEIR EXPERIENCES THROUGH THE DIFFERENT DECADES OF PAKISTANI CINEMA. TO THE WESTERN EYE, SOUTH ASIAN FILM POSTERS MIGHT APPEAR LOUD AND GAUDY, BUT CINEMA IN THE SUBCONTINENT IS EXUBERANT, ITS PUBLICITY, LIKE THE FILMS THEMSELVES, IS UNAPOLOGETIC ABOUT OFFERING AN ESCAPE TO FANTASTICAL WORLDS OF THE SORT CREATED BY THE FILMS THEMSELVES. WHILE THE PAKISTANI FILMS WERE DOMINATED BY ROMANCE AND ACTION, THERE WAS ENOUGH DIVERSITY TO INCLUDE SOCIAL REALISM, HORROR AND FANTASY, AND SATIRE.



VICKY'S GREAT ESCAPE
RESEARCH DEVELOPMENT
AUTUMN/WINTER 24



INSPIRED BY RETRO BOLLYWOOD FILM POSTERS FROM THE 60'S/70'S, I DEVELOPED MY OWN FILM POSTER GRAPHIC TO BE DIRECT PRINTED TO FABRIC. ARTWORK DECIPHERING QUEEN VICTORIA AND HER INDIAN SERVANT'S STORY - ADDING A MIX OF VIBRANT OVERLAYS AND HUMOUR IN THE TITLE



SCUBA OVERSIZED JUMPER WITH PRINT HEAT PRESSED



SLEEVE DETAIL WITH SCALLOP TRIM INSERT AND STRAP TO BE TIGHTENED AT WRIST

Patterned tartan inspired



Idea for cap design with tie detail



Check/Tartan fabric detail



Decorative velvet



Patchwork all over

Quilted panels

Kaplan style coat

Draw cords at waist



Kimono style

3D flap pockets

Ribbed lip

Welt pocket



Hood

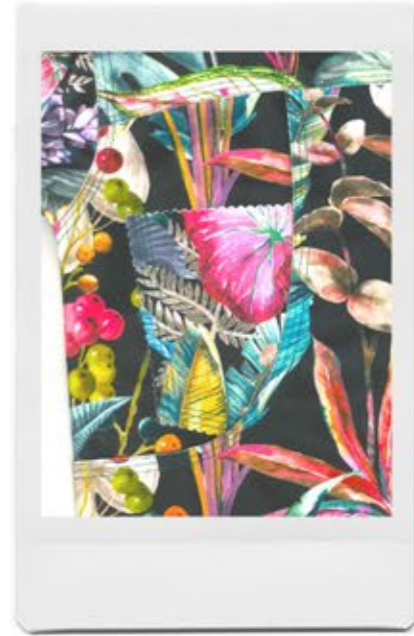
Rib lip with hidden zipper detail



Lapel collar



D-ring detail on sleeve



Inverted pleat
under back
yoke & at hem

Back panel
and pleat comb

chest pocket
flap a velvet
denim

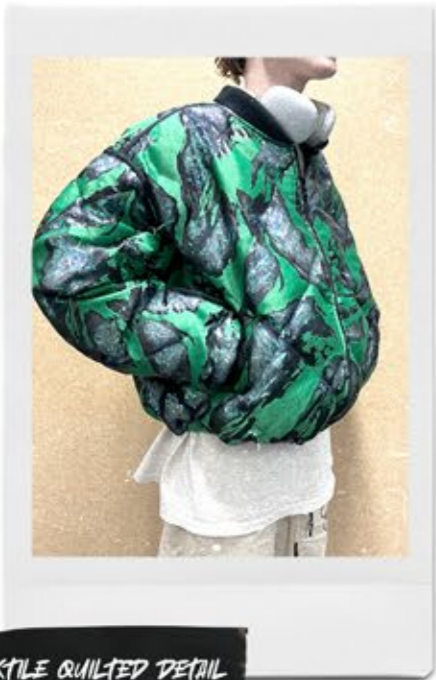
well pocket

Double sided
button placket

triple top stitch

chest pocket
with scallop edges

deep front pocket

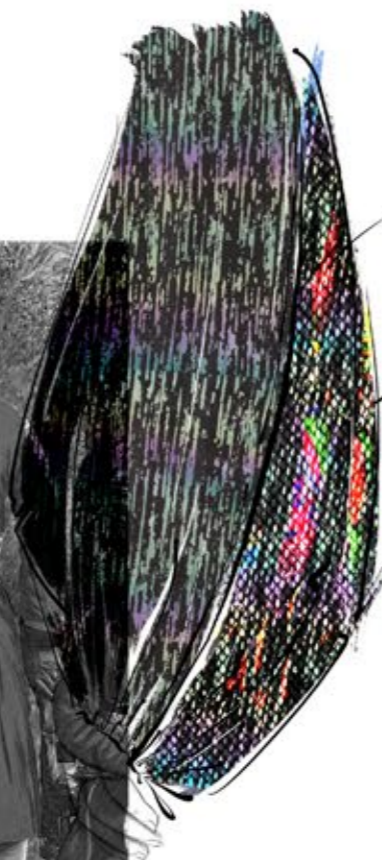


BOMBER JACKET FITTING

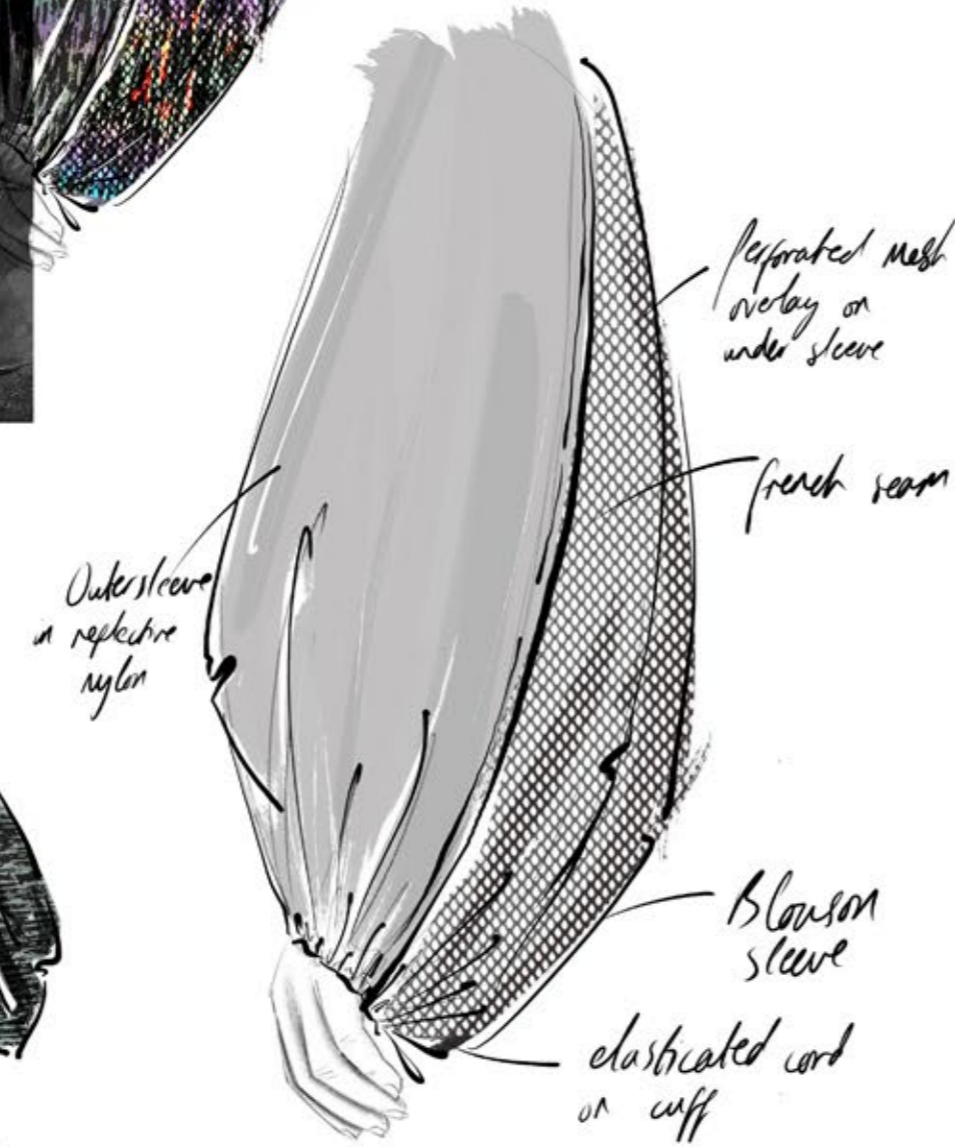
TEXTILE QUILTED DETAIL

CLOSE UP DETAILS INCLUDING CONTRAST BINDING, LINING, RIBBED DETAIL, CORD AND TOGGLE TRIMS, SHREDDED FILLING





Printed vinyl
heat pressed into
nylon strips
Scallof edges!



Perforated mesh
overlay on
under sleeve

French seam

Blouson
sleeve

elasticated cord
on cuff

Outersleeve
in reflective
nylon



Exposed
zip front

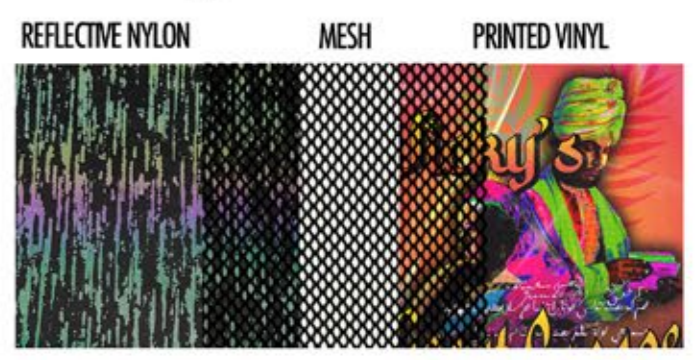
Bomber
ribbed collar
pleated
sleeve

Storm flap
inserted
in zip

Chest
pocket

Welt
pocket

Double
ended
zip finish
at knee
point



REFLECTIVE NYLON

MESH

PRINTED VINYL



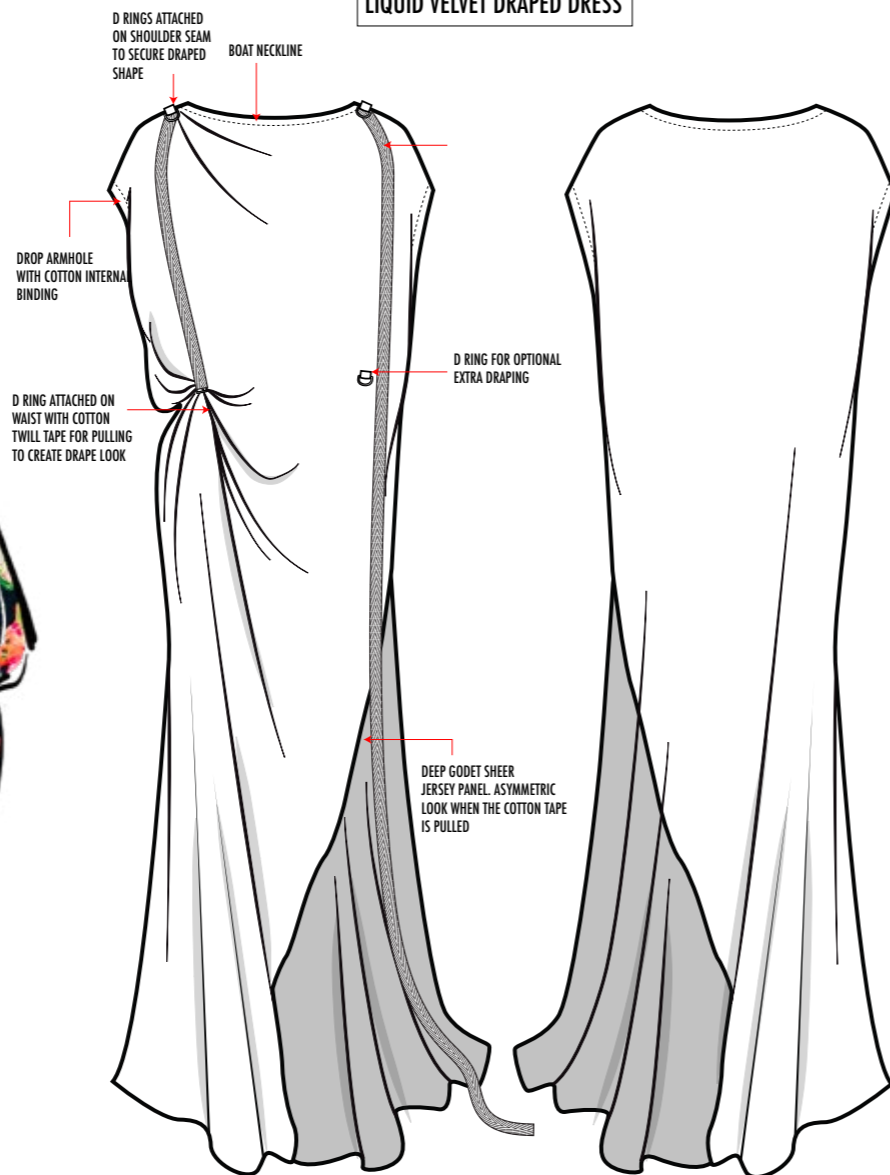


VICTORIA'S STATEMENT BLACK MOURNING VEIL INFLUENCED MY DECISION TO TAKE THIS DETAIL AND CREATE A CONTEMPORARY VEIL BY ATTACHING CHIFFON TO COTTON TAPE AND TIE WITH BASEBALL CAP SECURED WITH D-RINGS ON THE INSIDE

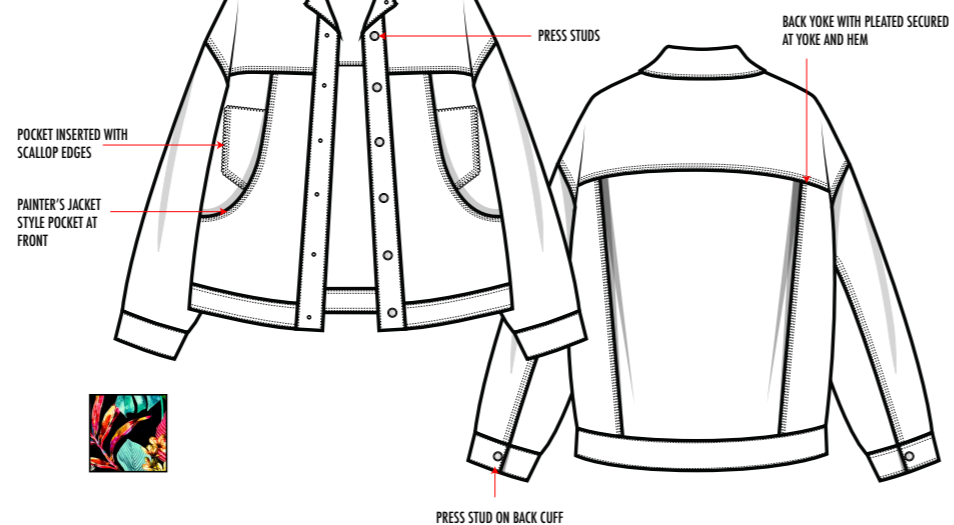




LIQUID VELVET DRAPED DRESS



PRINTED VELVET JACKET



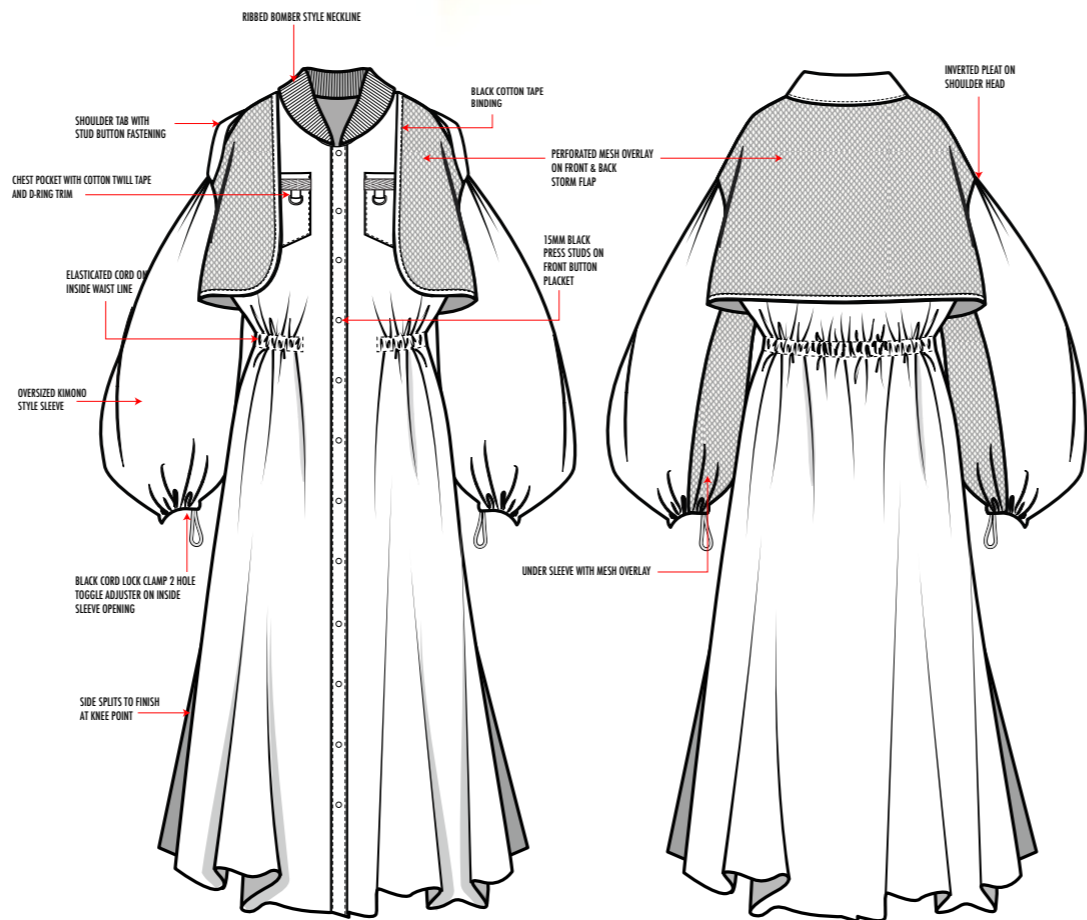
RAK SCREENING

MA FASHION DESIGN
GRADUATE COLLECTIONS

THE O2, SCREEN 15
PENINSULA SQUARE
LONDON, SE10 0DX

SATURDAY, FEB 17TH
DOORS 1:45PM
SHOW 2PM

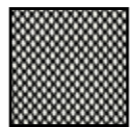




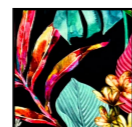
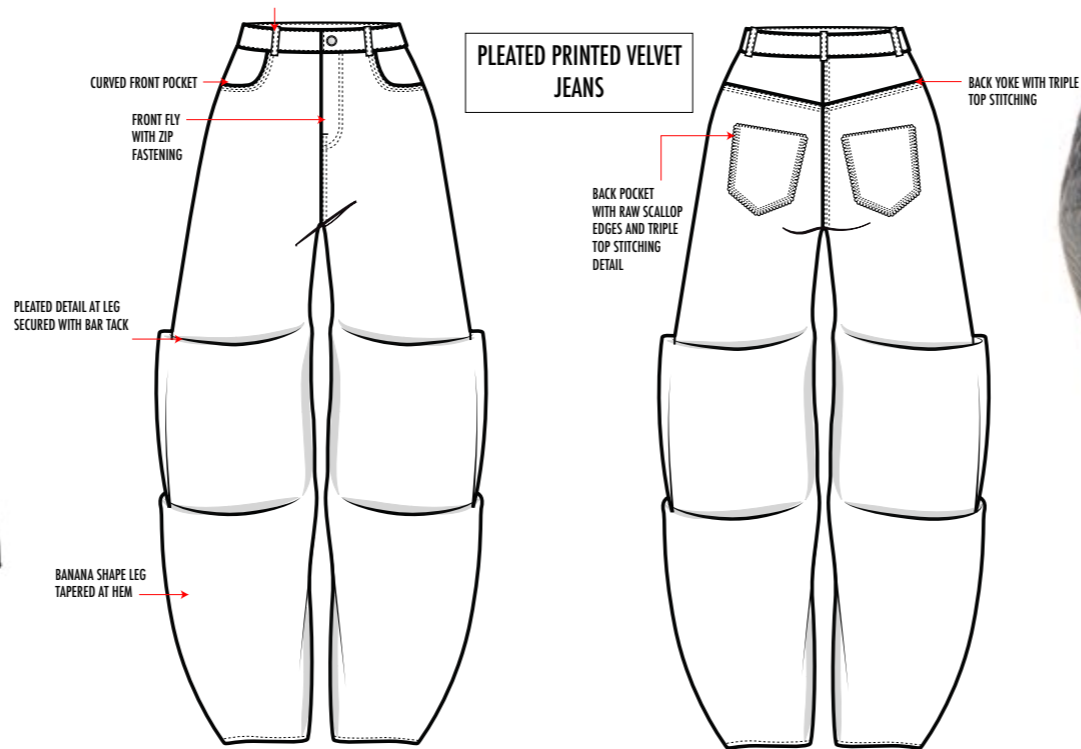
REFLECTIVE NYLON WITHOUT FLASH



REFLECTIVE NYLON WITH FLASH



PERFORATED MESH

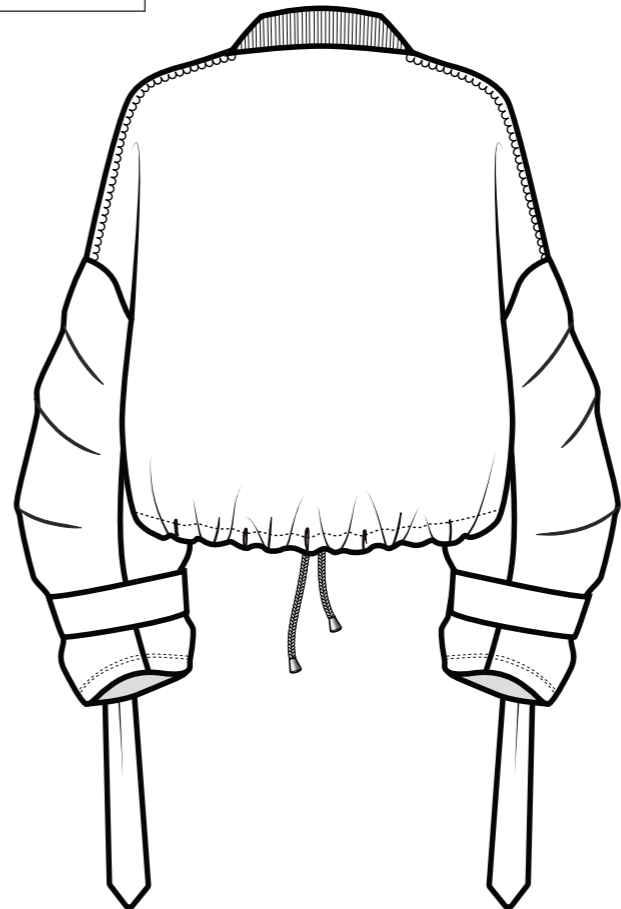
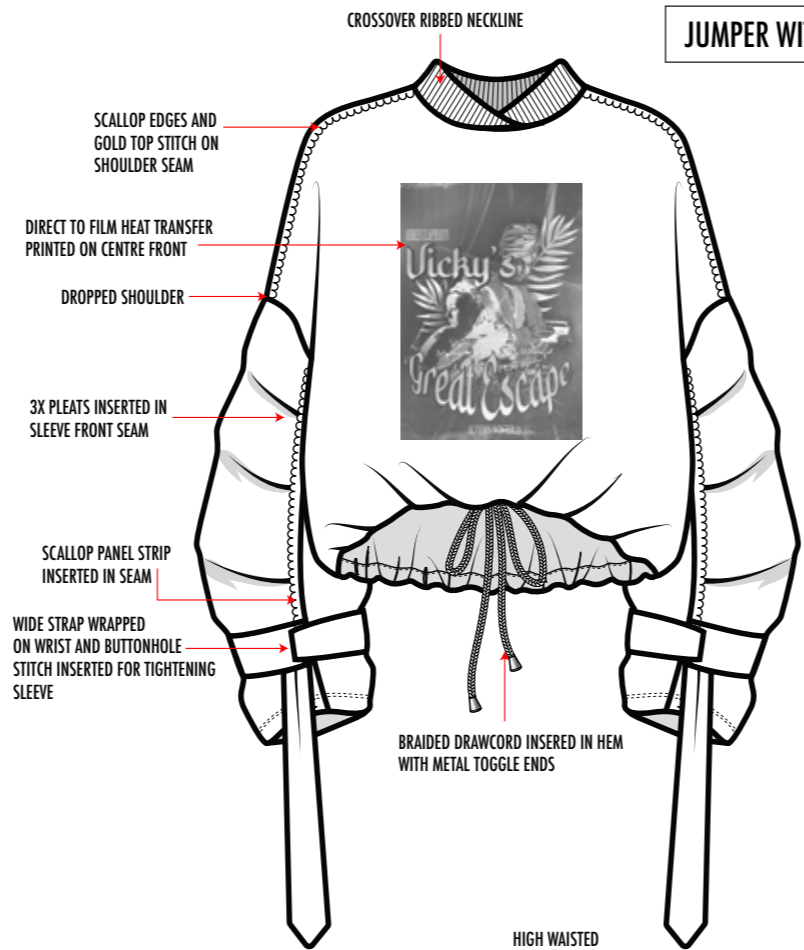


PRINTED HEAVY VELVET





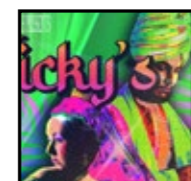
JUMPER WITH GRAPHIC PRINT



FABRIC REFERENCE

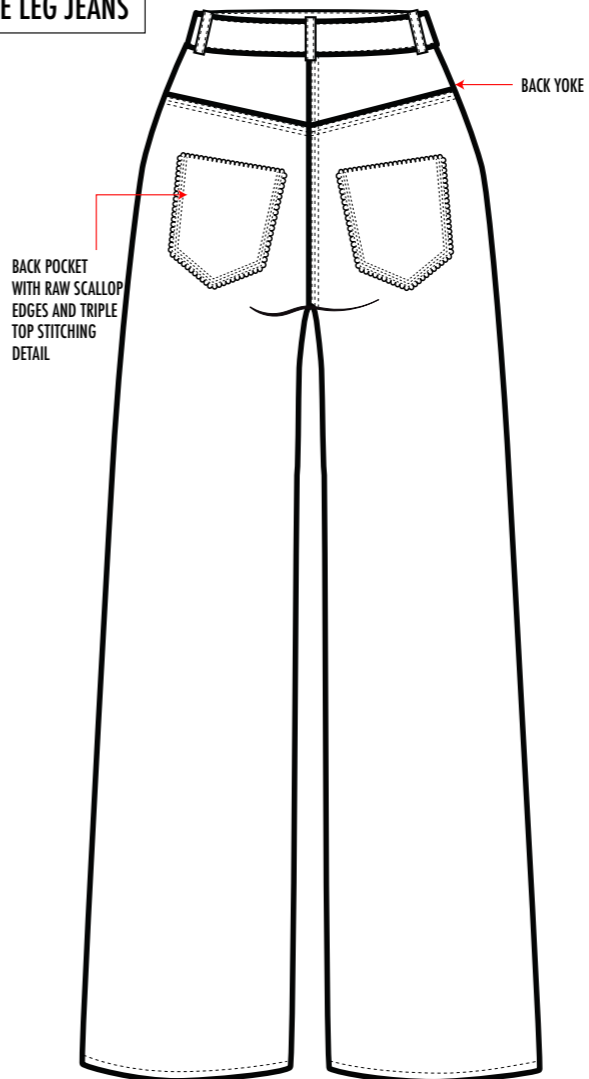
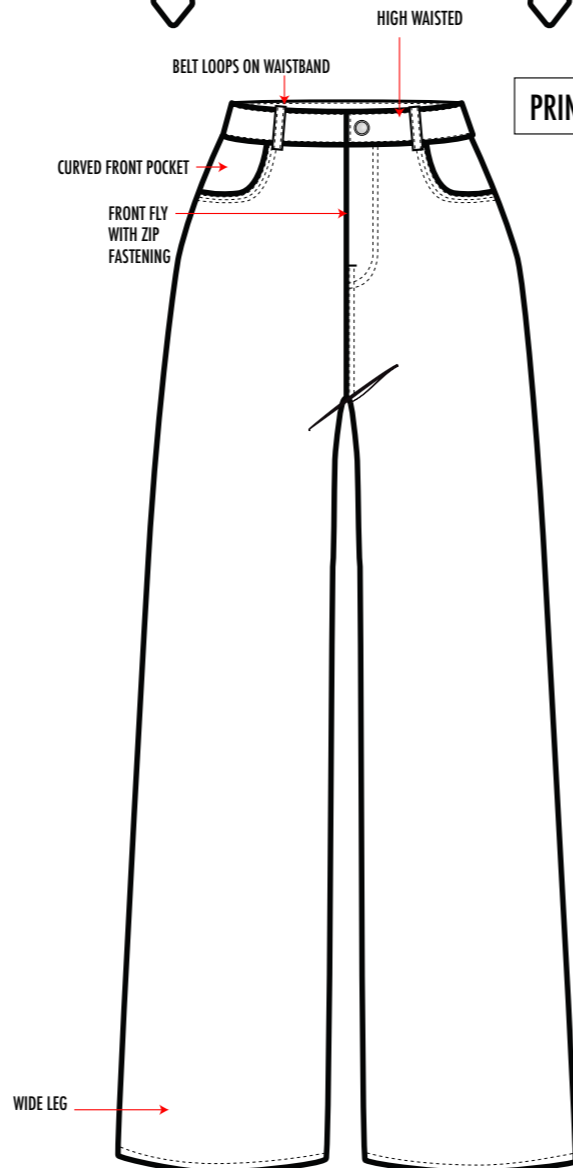


SCUBA JERSEY

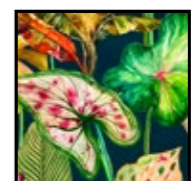


PRINTED HEAT TRANSFER

PRINTED VELVET WIDE LEG JEANS



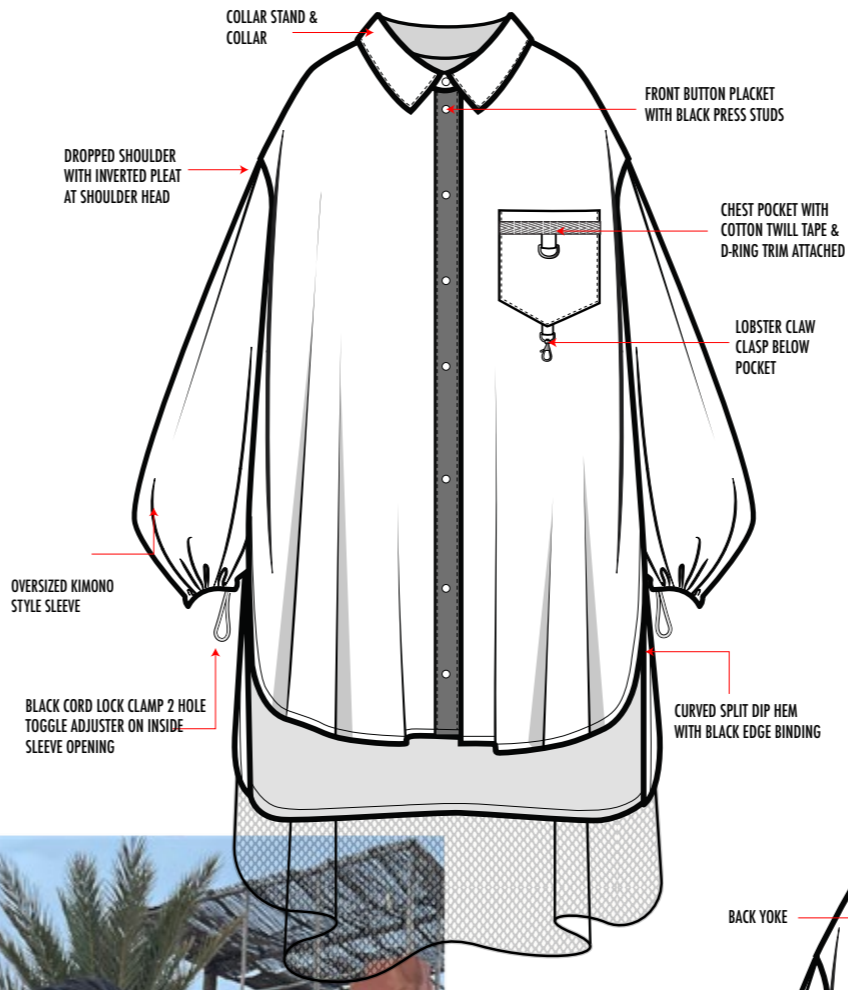
FABRIC REFERENCE





PRINTED VELVET HEAVY WEIGHTW



LONGLINE TECHNICAL SHIRT



FABRIC REFERENCE

-  BLACK NYLON
-  PERFORATED MESH
-  PRINTED HEAT TRANSFER



DESIGNER: MEHREEN ULLAH

PRODUCT CATEGORY: OUTERWEAR

MAIN FABRIC:

JACQUARD SHEER MIX MEDIUM WEIGHT
SHREDDED IRIDESCENT

SEASON: AW24

SIZE: UK 10

PRODUCT NAME: QUILTED BOMBER JACKET

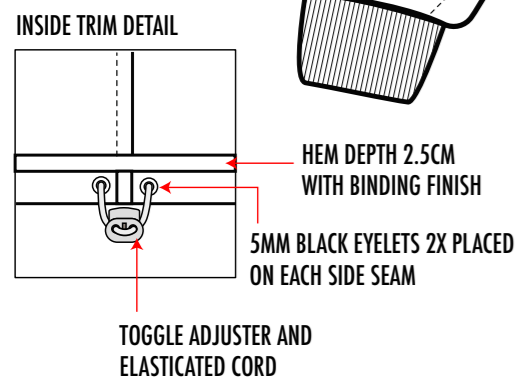
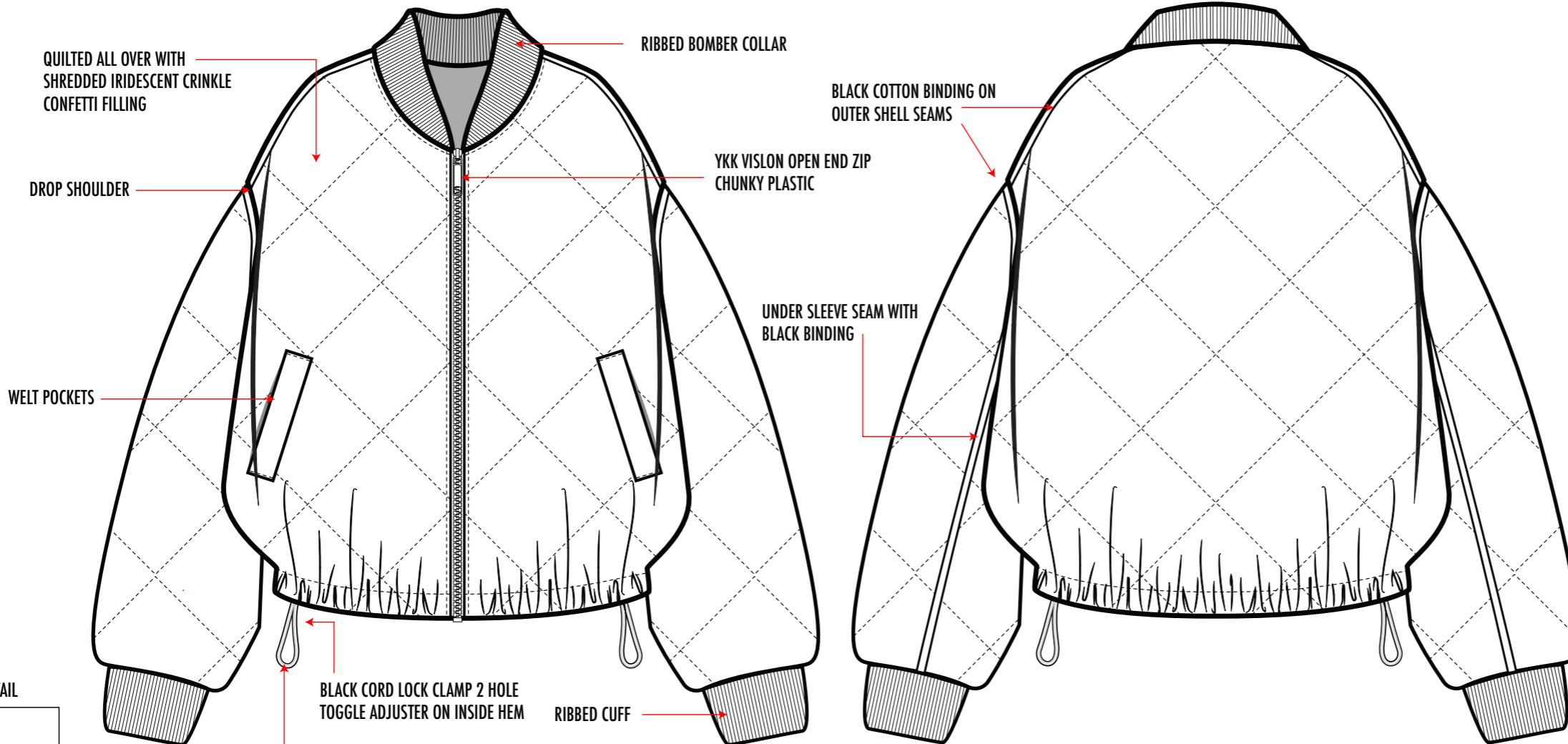
STYLE CODE: A24OW01



MEASUREMENTS

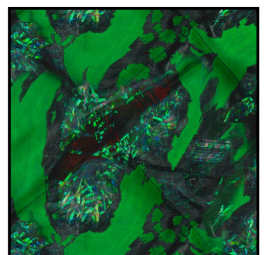
SPEC (UK 10)

LENGTH - SNP TO HEM	64CM
CHEST - 2.5CM BELOW UNDERARM	78CM
ACROSS SHOULDER	63CM
HEM FLAT - RELAXED	70CM
FRONT NECK DROP	12CM
COLLAR DEPTH AT CB	4.5CM
SLEEVE LENGTH	64CM
ARMHOLE - STRAIGHT	33CM
BICEP WIDTH	28CM
CUFF OPNING (RIB)	10.5CM
CUFF DEPTH	5.5CM
ZIP LENGTH	53CM

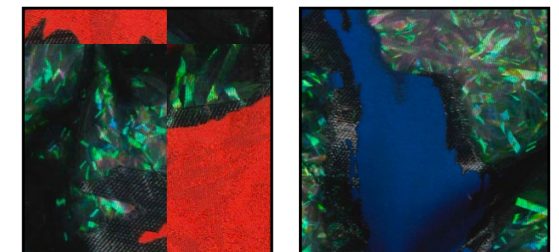


FABRIC REFERENCE

MAIN FABRIC



LINING





FINAL RANGE PLAN

TECHNICAL DRAWING
AUTUMN/WINTER 2024
MEHREEN ULLAH



VICKY'S GREAT ESCAPE

FINAL LINE UP
AUTUMN/WINTER 24
MEHREEN ULLAH

