

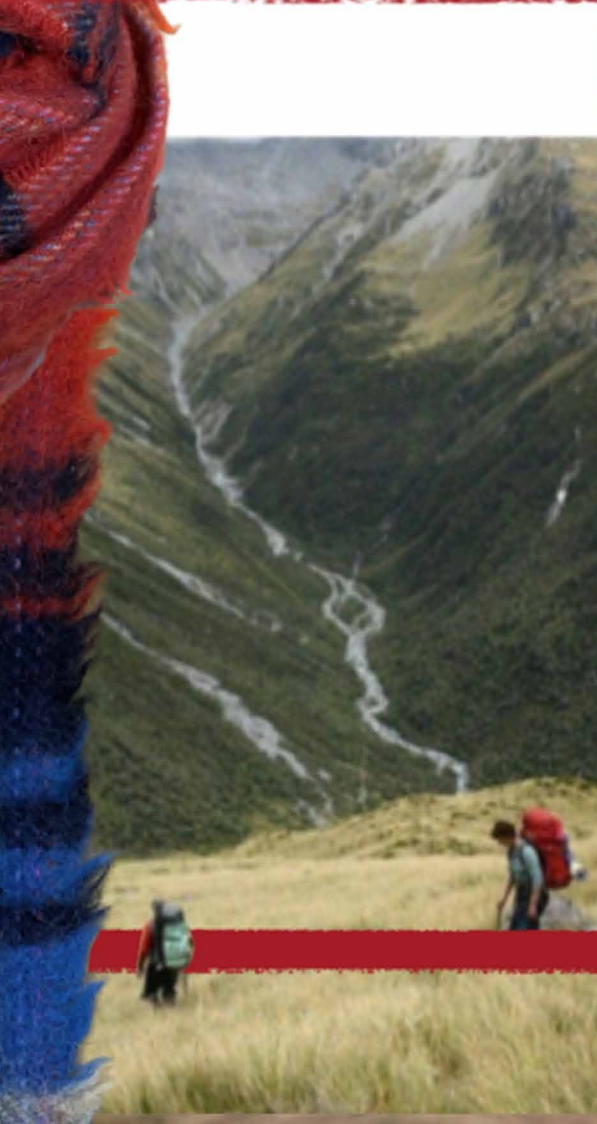
HOLLY PRITCHARD
ARTS UNIVERSITY BOURNEMOUTH
AUTUMN/WINTER MENSWEAR COLLECTION

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HIGHLAND HERITAGE

The concept for my final collection explores Scottish heritage alongside the historical significance of tartan and how it resonates with identity. For many centuries, the ubiquitous pattern has been used to resonate identity and individuality to their people, initially representing the various Scottish clans and their unique values through colour and weave. In behalf of this and Scotland's substantial history, I have ensured that a true representation of Scotland can be seen throughout my works, with use of authentic Scottish tartan from the mills and thoughtful construction. Aside from utilising traditional Scottish silhouette and material within my collection, combining modern-day functionality has been just as important. I have designed my garments to be suitably worn for hikers in the Scottish Highlands, researching into appropriate clothing for a colder climate. I have considered both traditional and modern materials, including lambswool, authentic tartan, and windbreaker fabric.

CONCEPT DEVELOPMENT



HIGHLAND HERITAGE

The perception of tartan has been a foundational aspect for the development of my final collection. Though always viewing it as a representation of Scotland, I now understand the sacrifice and significance it holds. Throughout the Jacobite Rising, tartan advanced from its everyday-survival purposes to becoming a symbol of rebellion and allegiance against the English. The tragic loss for Scotland in 1745 marked the end of Highland culture as known. Consequently, any representation of the Highlands would have been considered as a deleterious offence, resulting in imprisonment or banishment. This was known as the 'Dress Act' of 1746. Though my collection still uses tartan as a representation of heritage and identity, it reflects how this was once ripped away from its people. The fragmented and inconsistency of tartan in my knit pieces recognises this.

COLOUR & FABRIC



HIGHLAND HERITAGE



SILHOUETTE & DETAIL INSPIRATION



HIGHLAND HERITAGE

LINEUP



HIGHLAND HERITAGE

LOOK I

HIGHLAND HERITAGE

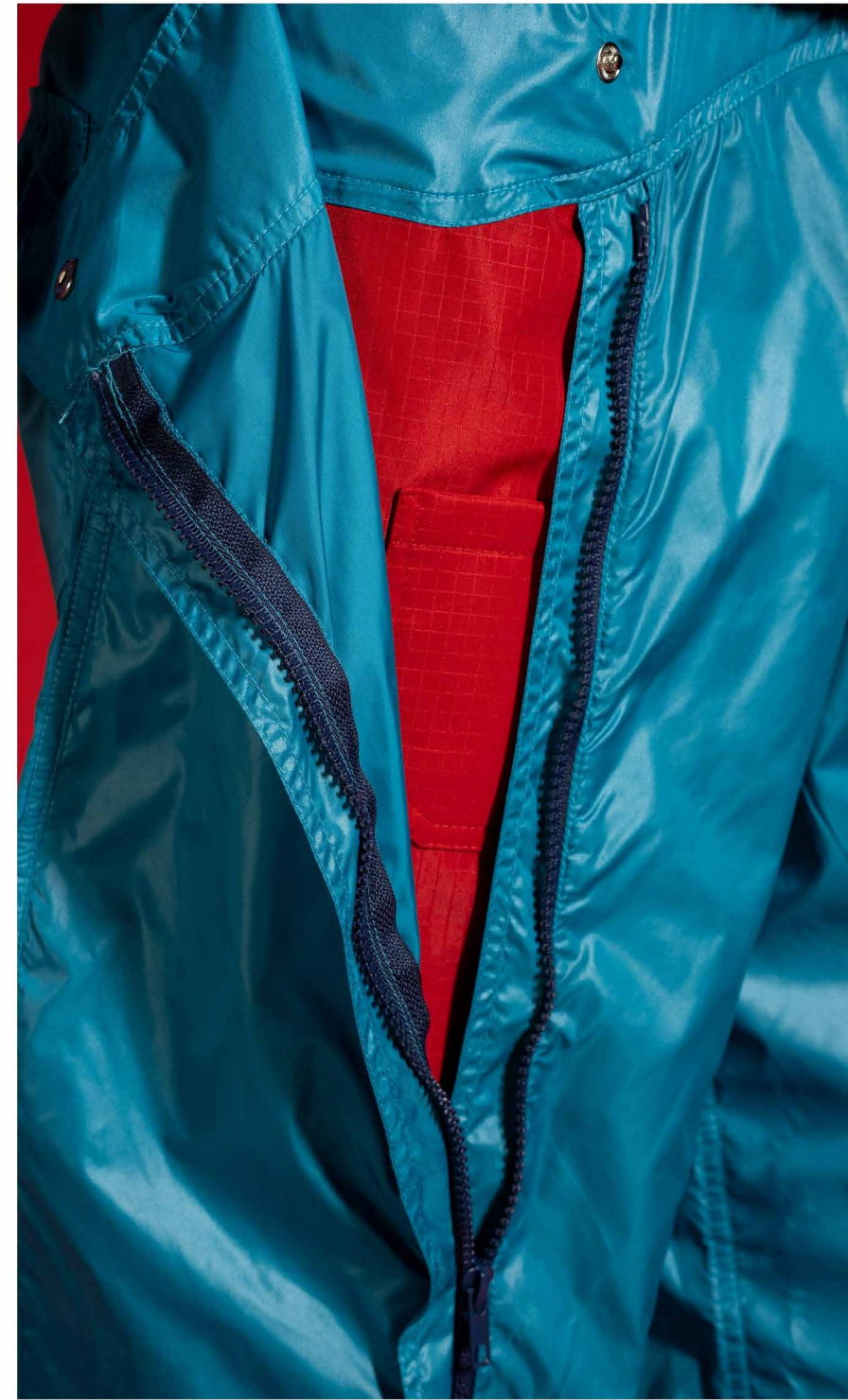
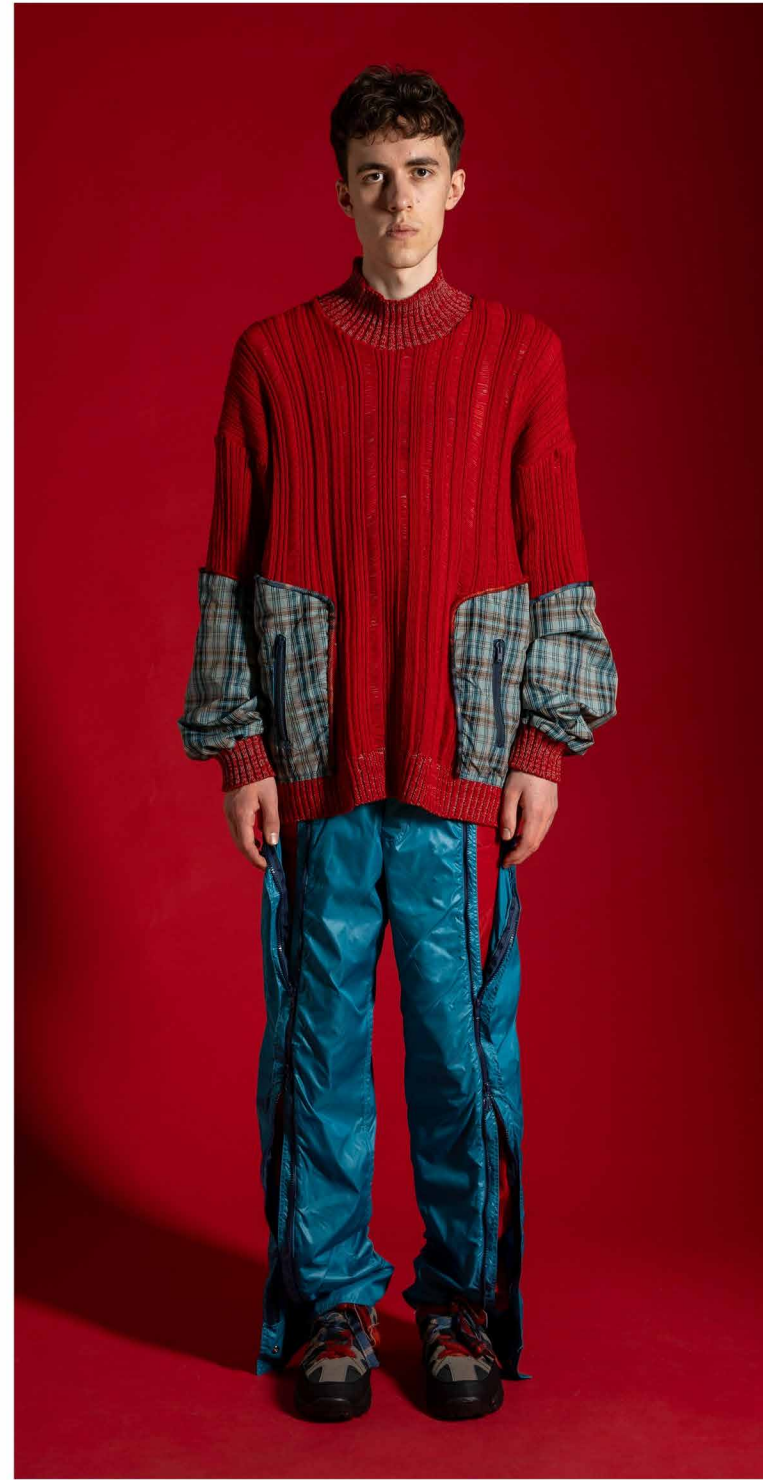


LOOK 2

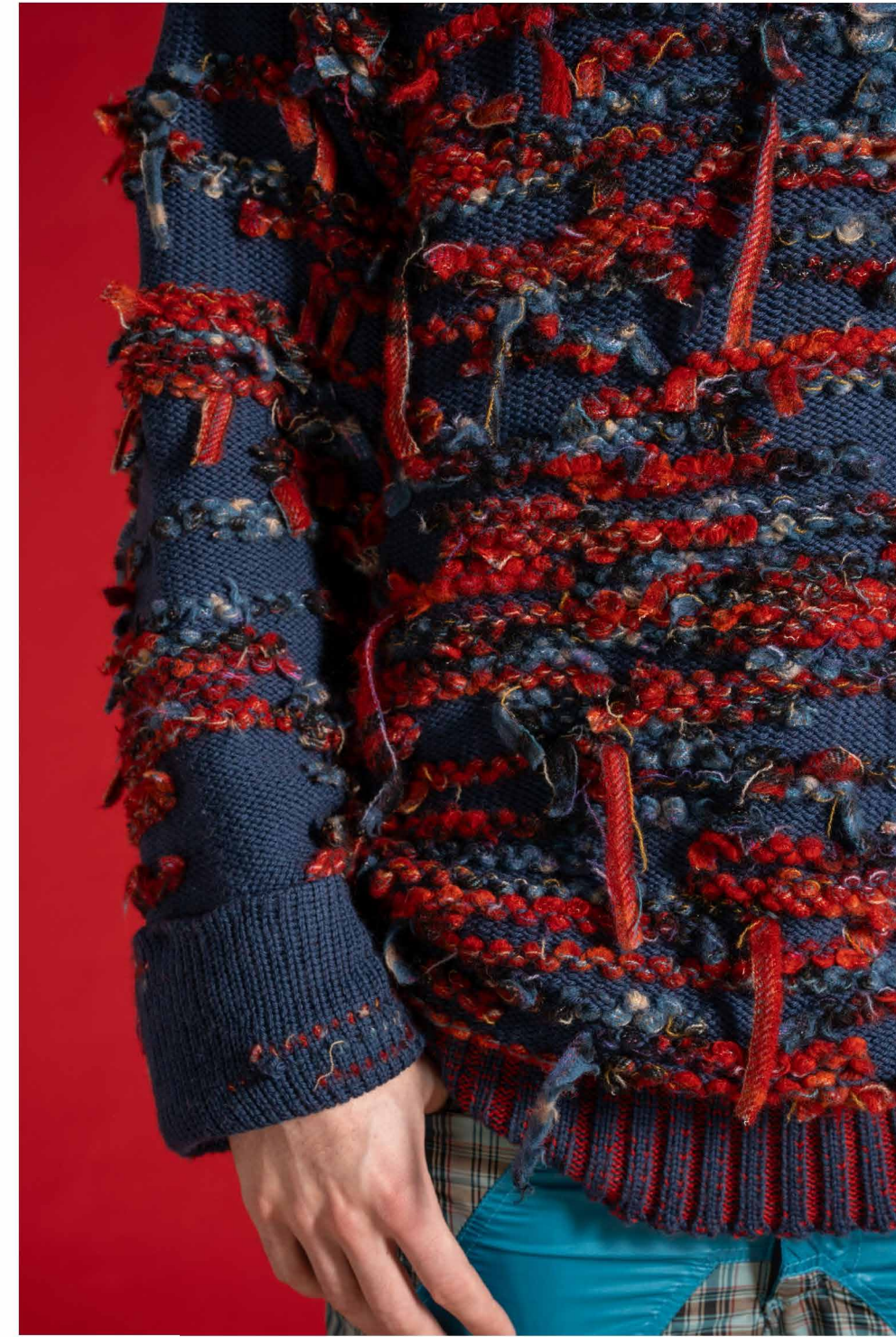


LOOK 3





HIGHLAND HERITAGE



HIGHLAND HERITAGE

RANGE PLAN

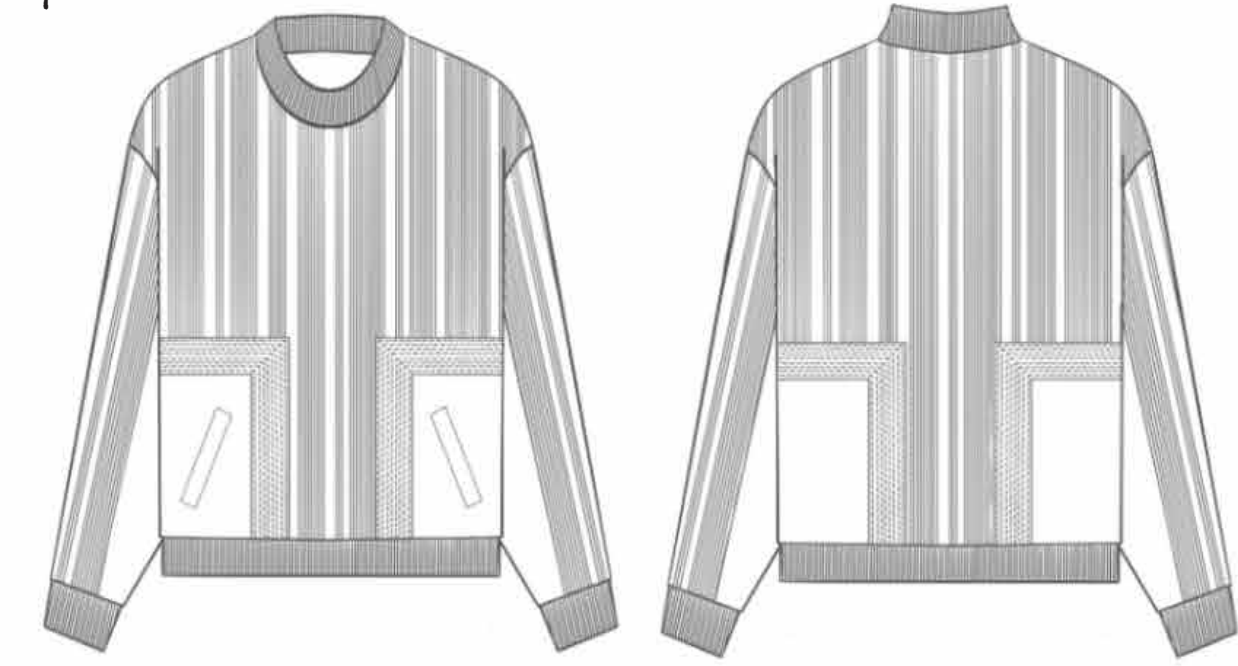
GRADUATE FASHION COLLABORATION

COLLABORATION FOR GRADUATE FASHION WEEK 2024

TROUSERS & JACKETS BY KAYLEIGH MACCONNACHIE
KNITWEAR BY HOLLY PRITCHARD



HIGHLAND HERITAGE



FEST DAD
x
HIGHLAND HERITAGE

