

Balance: Concept



Balance is an A/W24 **womenswear** collection. The concept centres around the struggle to find an ideal **work/life balance**, stemming from an ambition to start a family and simultaneously build a brand. This is symbolised through a juxtaposition of **tailoring** and **knitwear**.

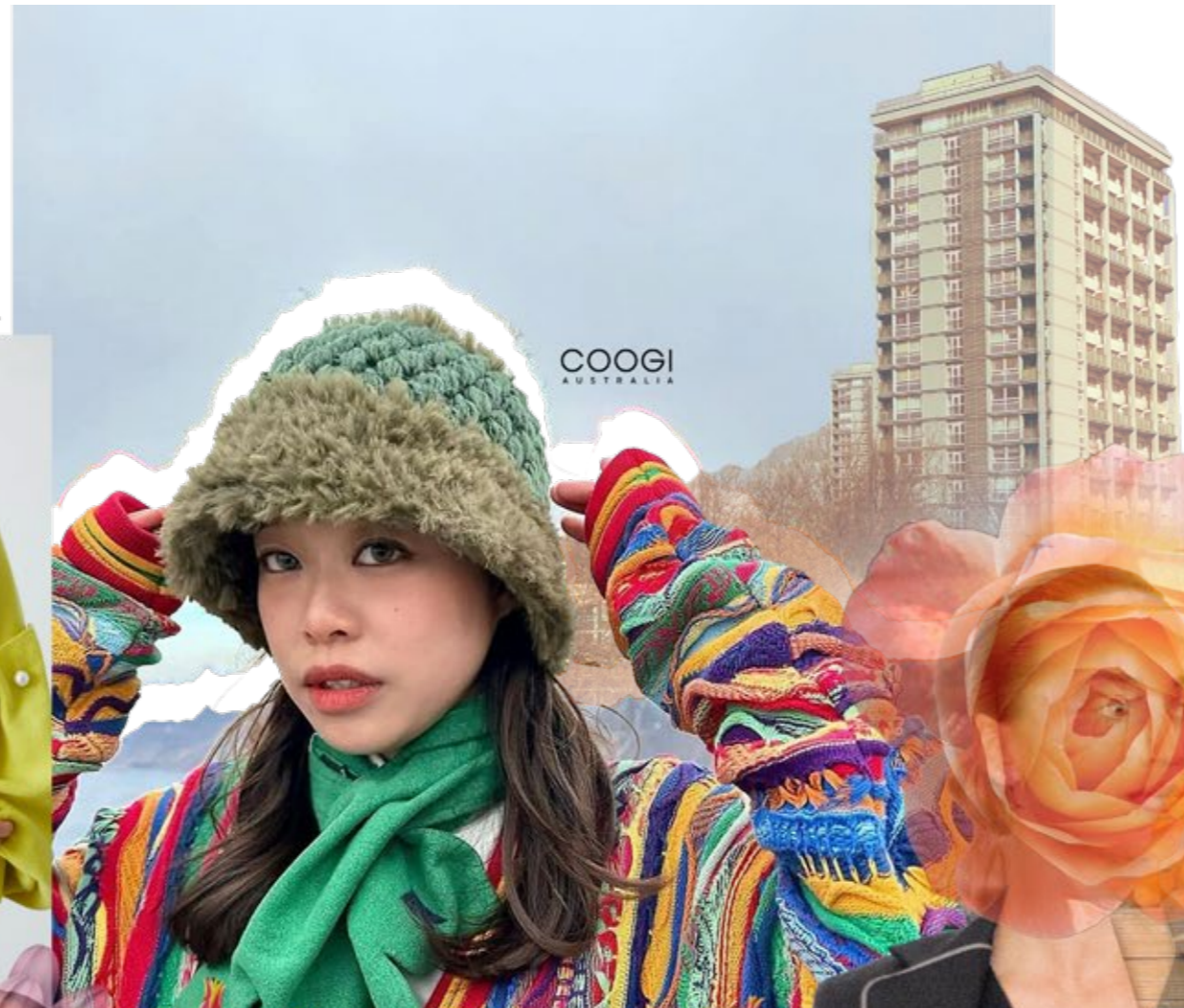
This collection is targeted towards **working Mothers**, who value the time they spend with their family and raising their children whilst also having **ambitious career goals** and shouldn't have to sacrifice either.

The knitwear pulls inspiration from **Cornish countryside** views, reflecting a more pared back way of life. The use of check fabrics is influenced by **sharp city-scapes**, representing a bustling city work life.

It was important for this collection to be as **eco-conscious** as possible, resulting in the fabrics being exclusively **deadstock**. These were sourced through a collaboration with Mother of Pearl, as well as Parisian deadstock shops that source end of roll fabrics from the luxury fashion industry. Additional materials and fastenings are sourced as sustainably as possible.

Market & Consumer

Ethical, traceable production line
MOTHER OF PEARL



Ambitious working Mother
Values family connections
Feminine
Thrifty
Opts for eco-conscious purchasing
Connects with nature
Colourful
Maximalist



VIVETTA



Colour



Fabric Development



Working with deadstock can be **limiting**, so this fabric is developed to utilise small amounts. Patches were cut and **embellished** together to create one fabric, then **layered with yarns** to add texture and hint towards the knitwear. This technique can be brought forward to utilise excess fabric scraps, pushing for **zero waste** production.

Final Fabrication

Fabrics

- Deadstock, Multicoloured check
100% Cotton
- Deadstock, Mustard
60% Polyester, 40% Wool
- Deadstock, Pink check
100% Cotton
- Deadstock, Black and White check
100% Organic Cotton
Dyed with Brazilwood (natural dye), 40mins
- Deadstock, Black and White check
100% Organic Cotton
- Deadstock, Black and White check
100% Organic Cotton
Dyed with Weld (natural dye), 24hours
- Deadstock, Red lining
Donated to AUB, Content Unknown

Fastenings

- Deadstock, Blue Zip
Saved from discarded, worn-through jeans
15cm
- Deadstock, Pale Blue Zip
Saved from discarded, worn-through jeans
15cm
- Corozo Buttons
Natural plastic alternative
Harvested from the nuts of the Tagua Palm Tree
Printed with ECO-UV
20mm

Melange Wool,
dyed straight on top of
the **natural** colour of the **sheep**
cutting out the harmful bleaching process



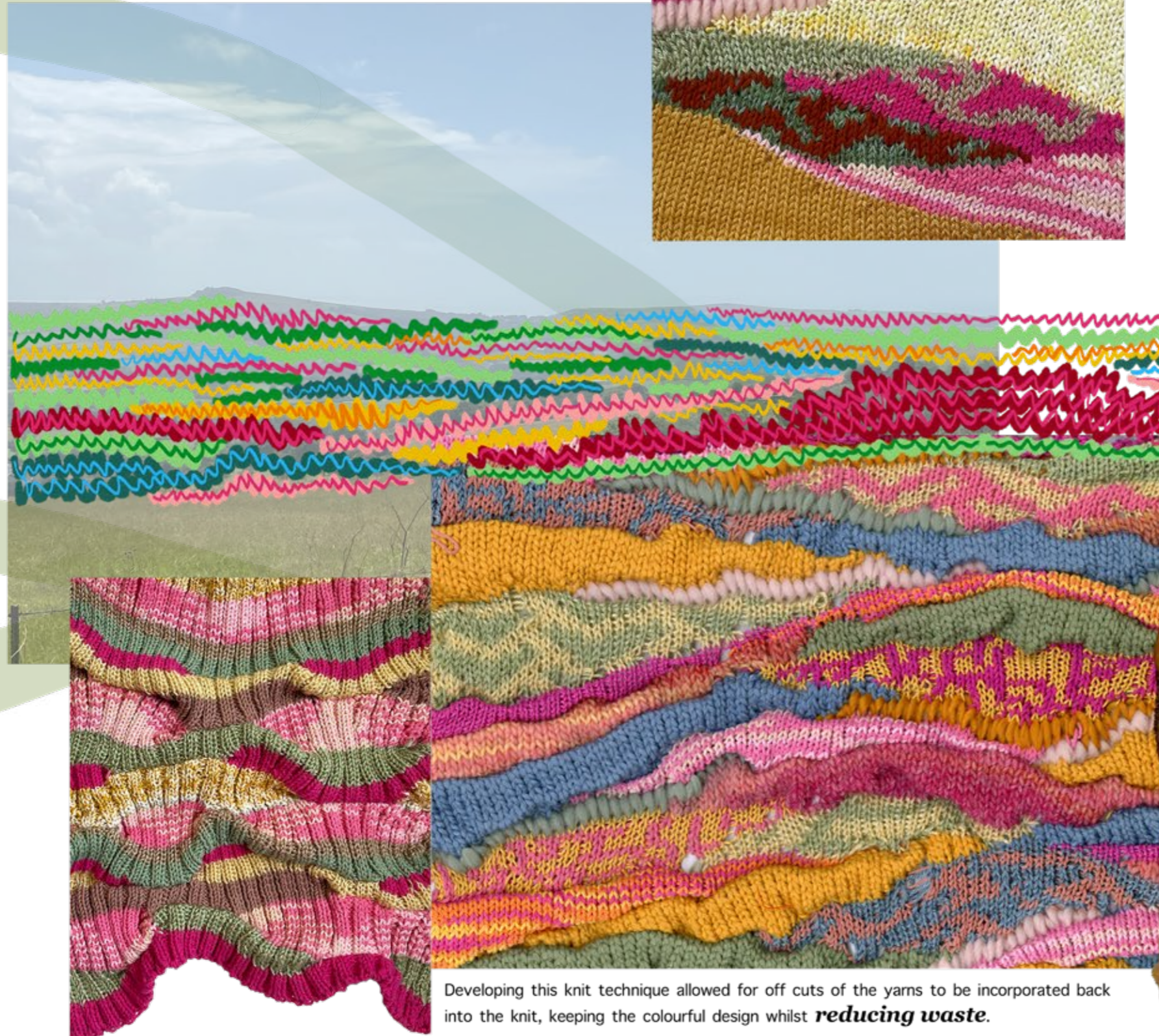
Sourced in **Paris**,
deadstock from the
luxury fashion industry

Deadstock supplied by **Mother Of Pearl**,
an **ethical** brand able to trace their cotton
to the farmers and their field
with the knowledge their workers are treated **fairly**.
Developed with **natural dyes** and **embellishing**.

Initial Drapes

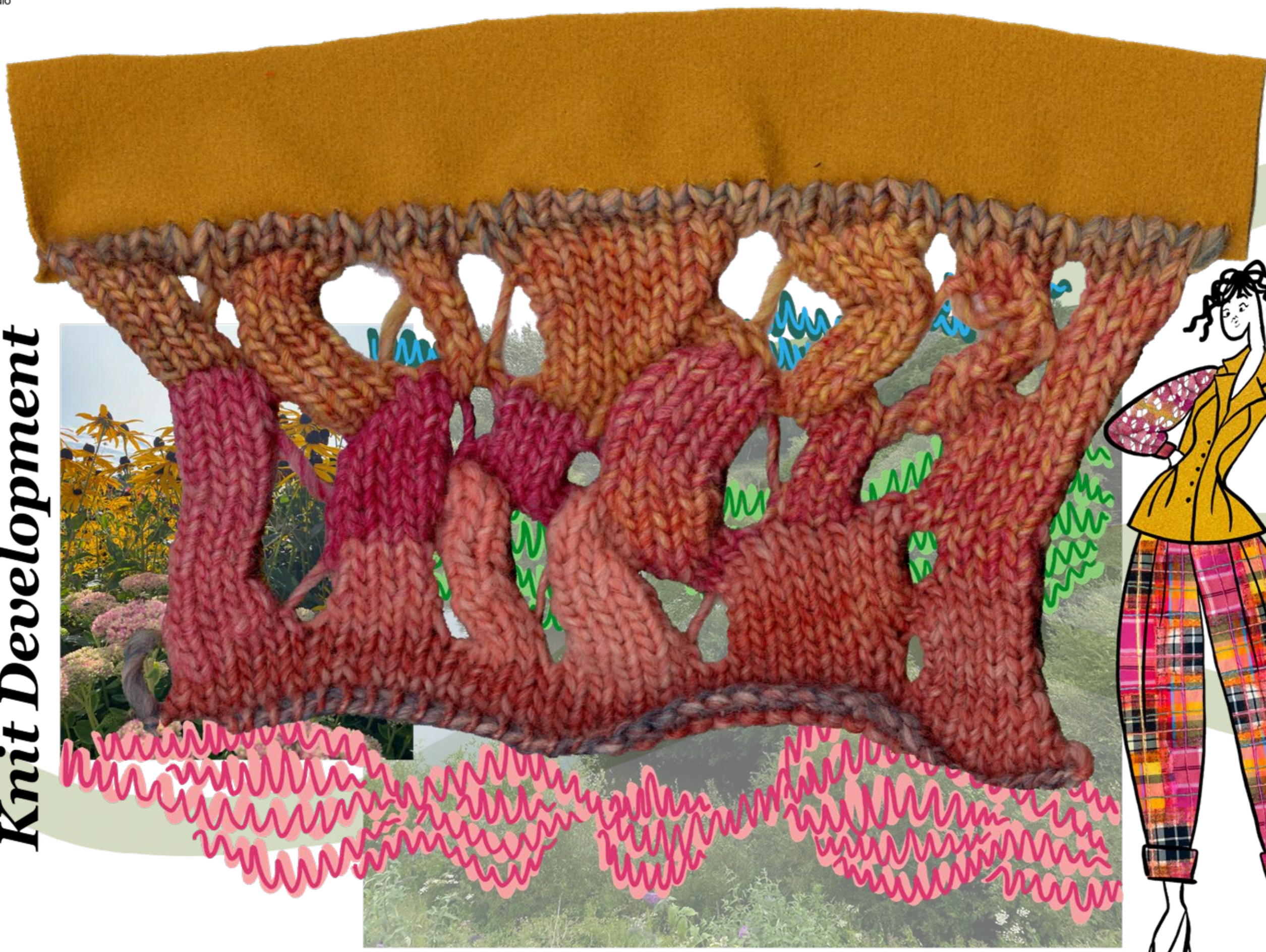


Knit Development



Developing this knit technique allowed for off cuts of the yarns to be incorporated back into the knit, keeping the colourful design whilst **reducing waste**.

Knit Development





Knit Development



Toile Development

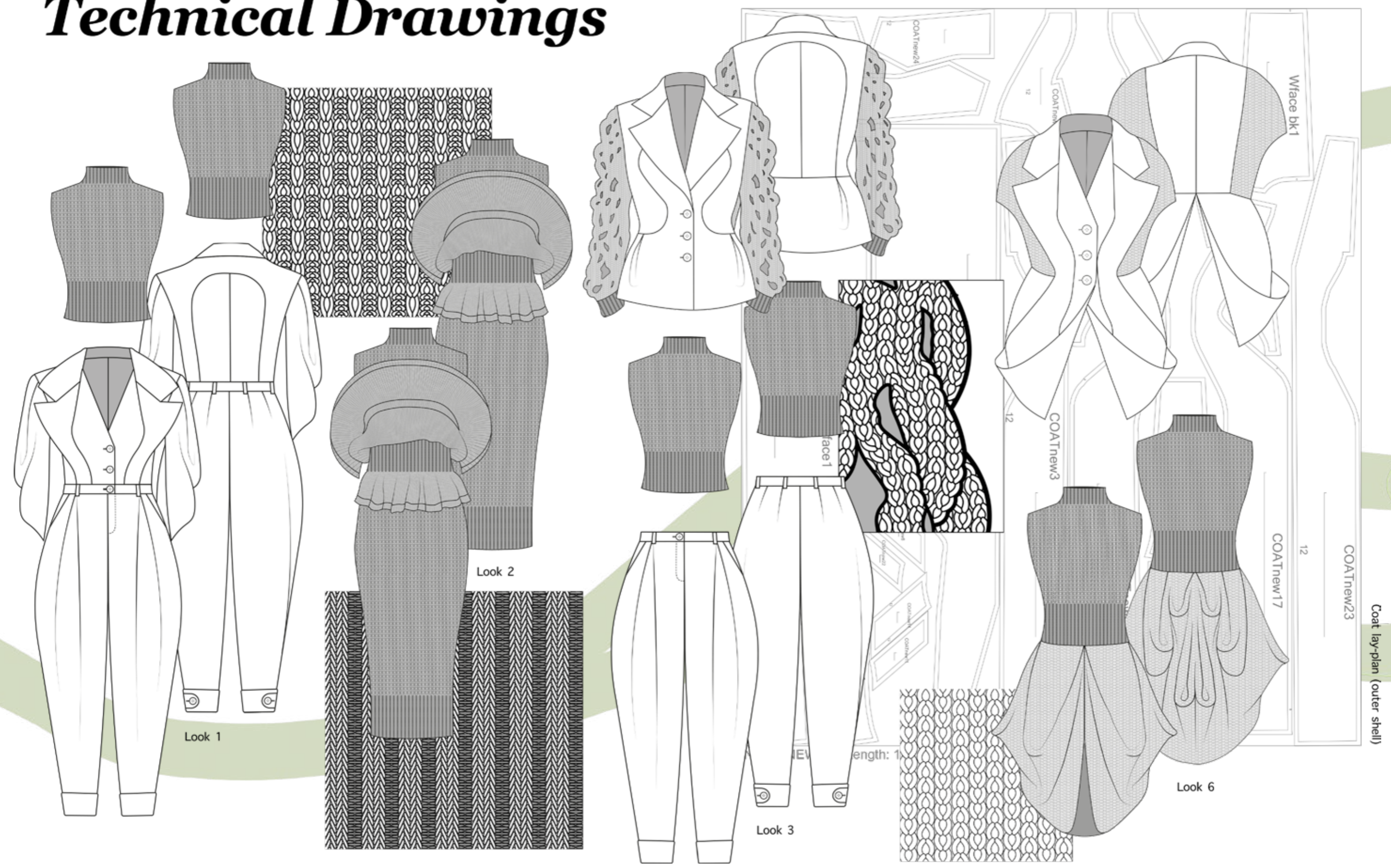


Where possible, toiles from previous projects were taken apart to **reuse** the calico, **reducing waste**.

Toile Development



Technical Drawings



Look 1

Look 2

Look 3

Look 6

Coat lay-plan (outer shell)

Sustainability

Materials & Textiles

Deadstock fabric
Sourced from a collaboration with Mother of Pearl.

Deadstock fabric
Sourced from Parisian stores with deadstock from the luxury fashion industry.

Deadstock Zips
Taken from old, worn-through jeans and saved from landfill.

Corozo Buttons
Harvested from the nuts of a Tagua Palm Tree, acting as a natural plastic alternative.
Printed with ECO-UV to match the fabrics.

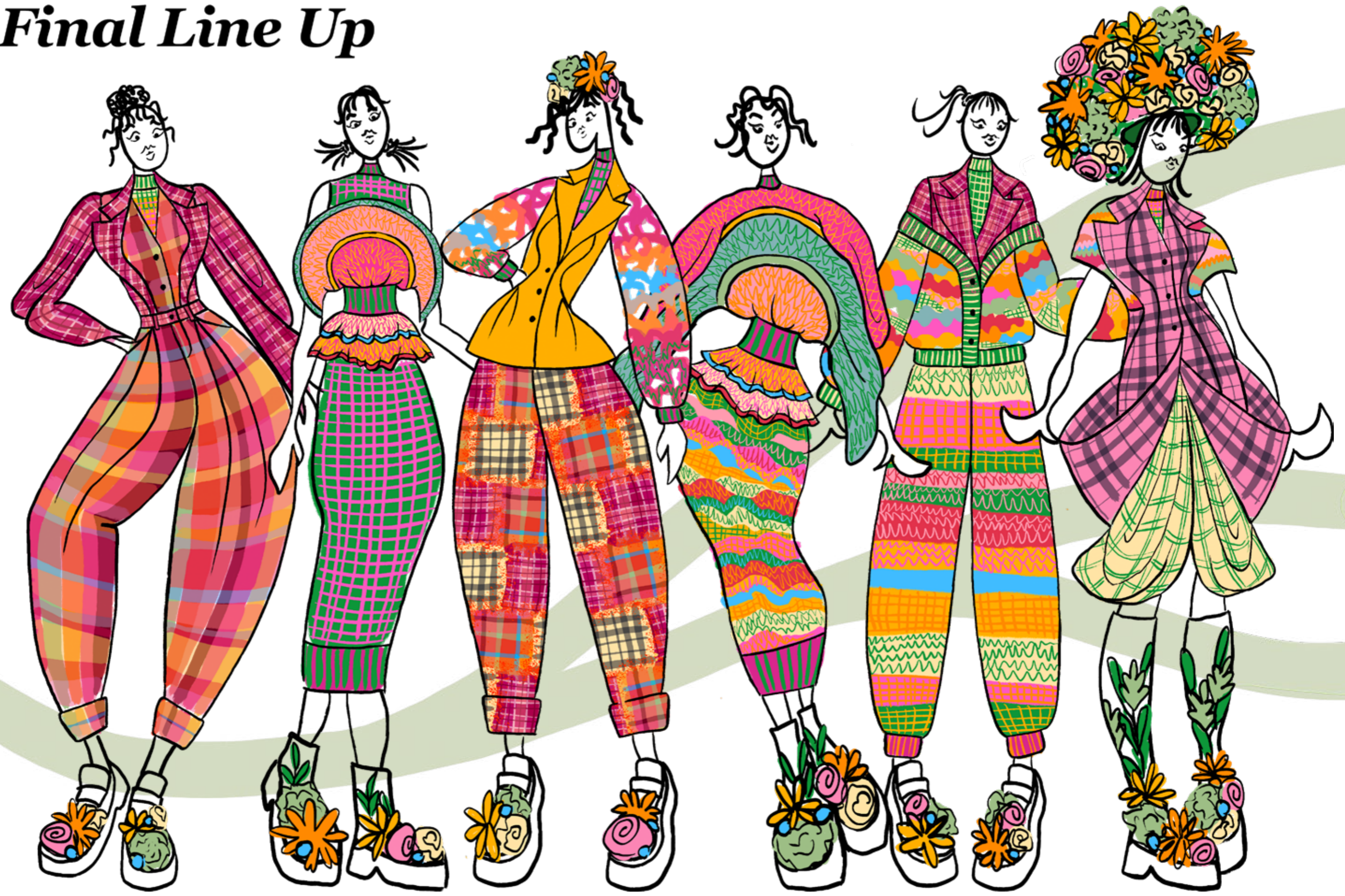
Natural Dyes
Brazilwood and Weld used to naturally dye the deadstock.

Patchwork
Patches of deadstock embellished together with yarns secured on top for added texture.
This technique can be taken forward to utilise all scraps from the collection.

Melange Wool
Fine machine yarns dyed straight on top of the natural colour of the sheep to cut out the harmful bleaching process.



Final Line Up



Final Garments

