



'Legacy of Liberation' is an Autumn/Winter womenswear collection for every generation. It relays my family's history and their emotional battles, crossing geographical and xenophobic boundaries.

My grandfather was smuggled from Germany into England in a potato sack at the age of 4, after the second world war. Upon arrival in the UK, he couldn't speak English and was compelled by his parents to wear lederhosen, making him a target for physical and verbal abuse. This adversity fueled his determination to survive and flourish despite enduring years of hostility and rejection. I have worked with the silhouette of his lederhosen, and experimented with gathering and scale, manipulating this traditional garment to symbolise the evolution of his suffering to strength.

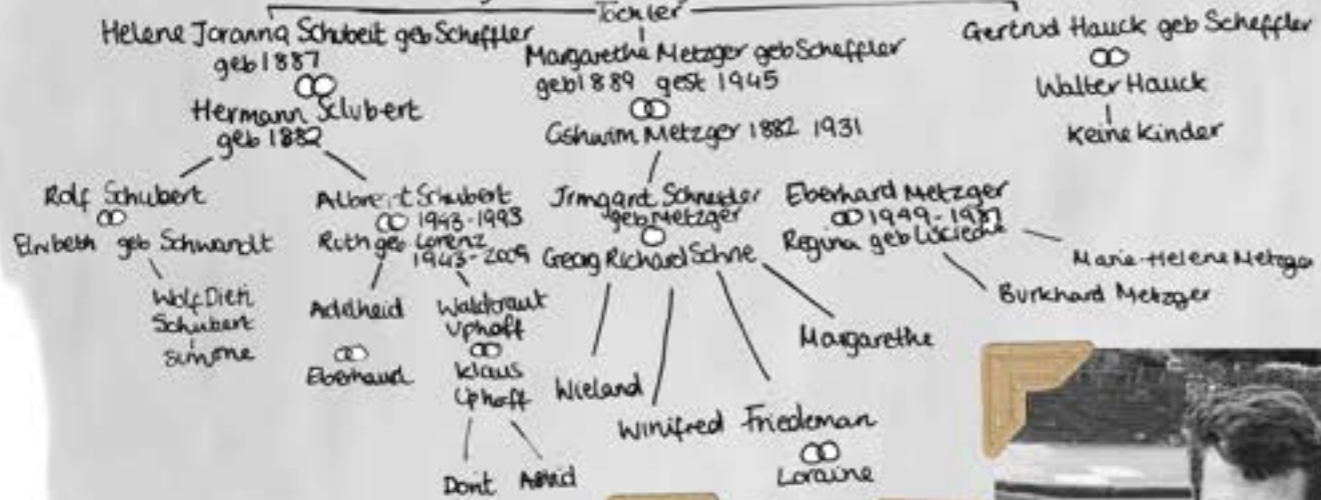
My grandfather passed on his strength and resilience to his three daughters—my mother and aunts—preparing them for life's challenges. Raised as feminists, they were instilled with the belief that they could achieve anything. Their love and support, symbolised by a hug, are reflected in the garment silhouettes and vibrant colours and fabrics, contrasting with the monochrome family archive. This collection is a celebration of the human spirits' ability to thrive when held by love.

Prince
Fürst Otto Friedrich von Schönburg-
Waldenburg 1819-1893
(geb. müger, auf Schloss Waldenburg/uh
born Castle)

Emilie Grundmann geb Grödzitz
geb. 24.01.1840 gest. 31.05.1903
in Erlau in Gedditz

Emilie Helene Grundmann
geb. 04.05.1861 gest. 13.12.1942 in Colditz

1887 verheiratet mit Paul Bruno Scheffler
geb. 14.08.1862 gest. 11.06.1935 in Colditz



Family Archive Research



Grandad



Their Daughters



Grandma



Collaging

Myself



Grandma



Mum





Design Development

A hug best represents the feeling of my collection.

Design Development



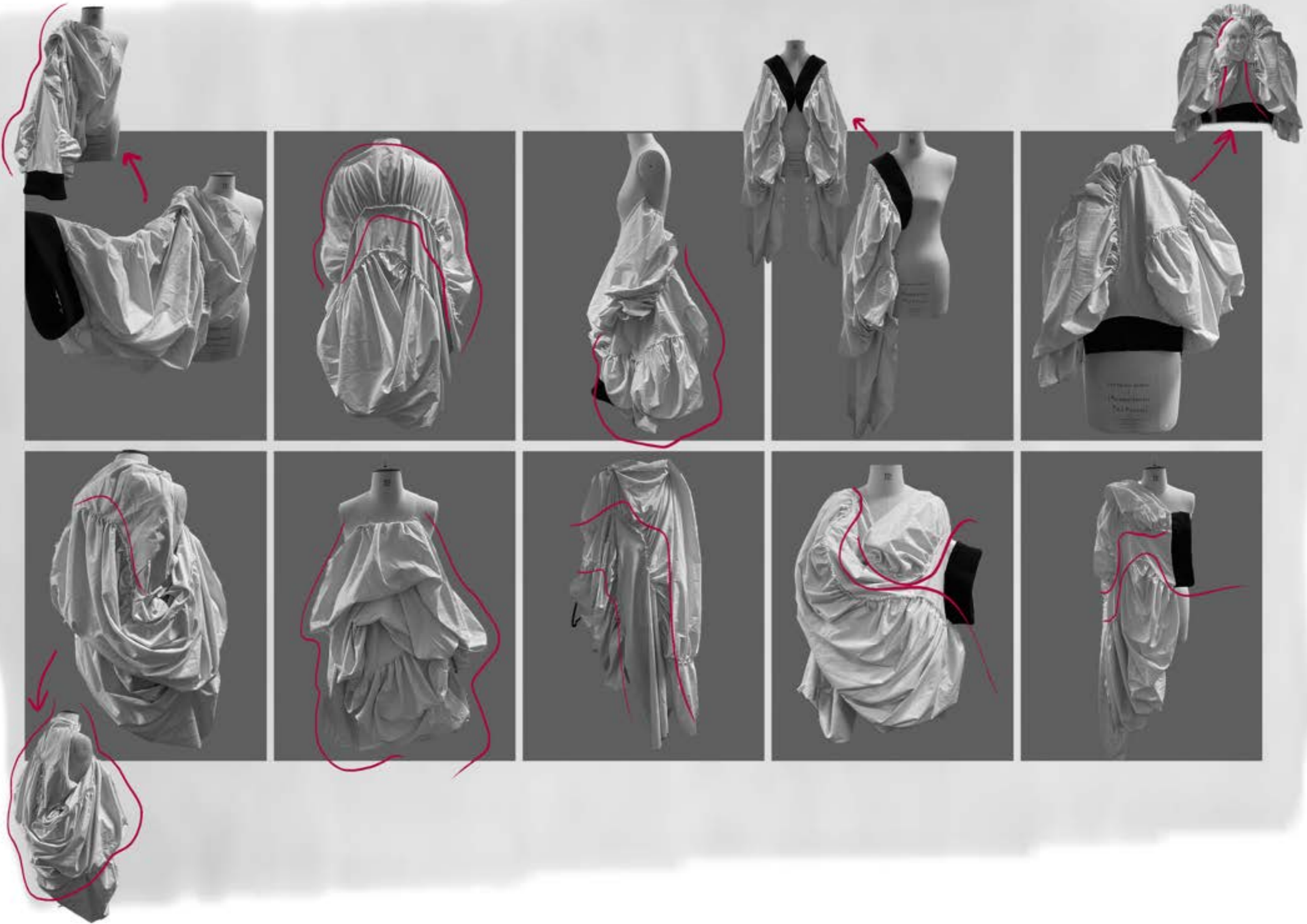
Grandad

The Collage

Taking shapes and manipulating them as a metaphor for taking those times and changing them.

1/2 Scale Drape

Design Development
Draping



Design Development



Toile



Drape Variations



Knit Development



Tweed

Knit Sample



Digital Print

Digital Print Samples



(With Foils)

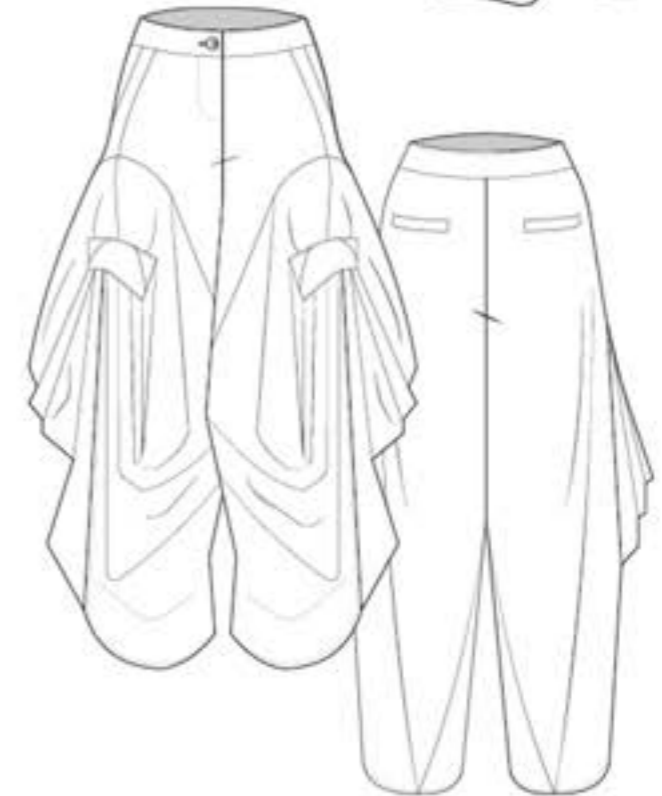
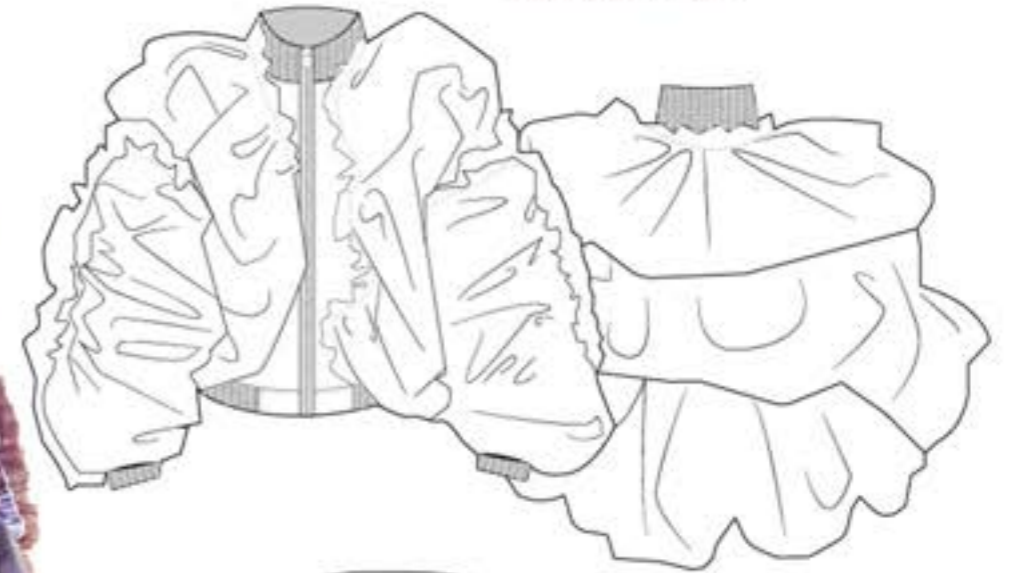


Look 2

Look 1



Look 2



Illustrated Line-Up



Photoshoot



Trend Analysis

Duplicated effects

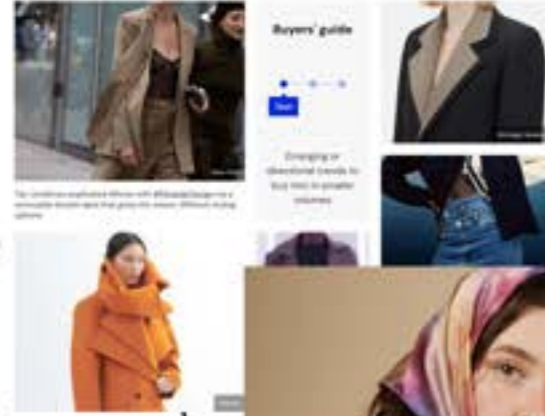
Expand on the effect of double waterfall bottoms and trial applied collars, jackets and tops.

Thinking on our #DuplicatedEffect trend forecast group, #DuplicatedEffect trend look that basically catches the eye. The use of these effects to update familiar collection essentials such as tailored outerwear, button-up shirts and jackets.

Wider duplicated effects are being incorporated into the actual outfit, there's a fun in styling which inspires this look and can be used as a merchandising strategy without pursuing additional production.

WGSN e-commerce data: double waterfall bottoms are already gaining popular across markets, seeing a 200% and 100% increase in products in the UK and US from August to October 2023.

Google Trends data: searches for double collar have grown by 10% in the UK and 27% in the US.



Ruffles

Product ruffles and bills for traditionally feminine silhouettes to continue to top into the #WhisperBills and #PuffyFeminine styles.

The return to traditional values of femininity shows an edge of drama, with ruffles being a generational design trend to top into these styles.

Shirring, ruffled skirts and blouses are the leading categories to explore here, while unexpected placements, including shirt fronts and trousers, add a sense of whimsy in this familiar silhouette.

WGSN e-commerce data: ruffles have grown by 10% in the UK and 27% in the US.



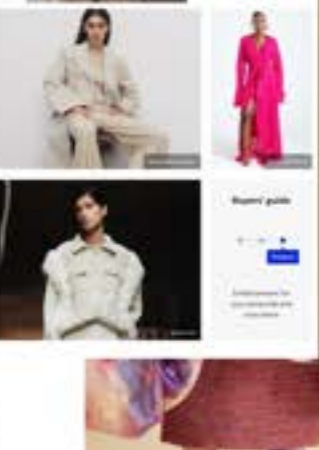
Fringed hems

Layerage the commercial appeal of fringes, giving them a new look via #ElegantComfort statement.

There's no time for #Soft and #Effortless layered design that combines a wide, playful and elegant silhouette with a classic texture of the fringe detail.

WGSN e-commerce data: Fringe saw a slight fall in volume in retail overall, but remained 100% and 100% in the UK and US.

Google Trends data: Fringe saw a slight fall in volume in retail overall, but remained 100% and 100% in the UK and US.



Knit



Conceal/reveal trims

Expanding beyond their traditional function, ruffles and trims add a decorative element to garments.

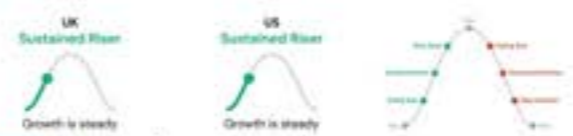
On the back of the popularity of #RevealTrims, ruffles and trims are used to strategically draw attention to specific areas of the garment.

WGSN e-commerce data: searches for conceal/reveal trims have grown by 10% in the UK and 27% in the US.



Bomber

TrendCurve classification



Look 2



Look 5



Look 1



Corsets

Invest in more material-based applications to elevate and provide a modular embellishment to accessories.

Continuing from the #Fit 2023 forecast, corsets are still a key trend in the ongoing reimagining of the trend.

WGSN e-commerce data: corsets are seeing a 200% and 100% increase in the UK and US from August to October 2023.



Styling

Mood and colour

1. Ruffled	2. Free form
3. Softening	4. Top Power
5. Fashion Statement	6. Unbalanced Color
7. Layering	8. Contrast
9. Contrast	10. Bright Blue



#BubbleHem skirt

#BubbleHem skirts have been prominent on the SS24 catwalks and are predicted for continued growth, strengthened by a sharp increase in Google searches globally from August to May 2024.

WGSN e-commerce data: Bubble hem skirts saw a 200% and 100% increase in the UK and US from August to October 2023.

