

BY PRECIOUS CHURCHILL-AGBIGBE



Luminescence

FASHION COLLECTION

ABOUT

"Hey there! I'm Precious, a passionate and creative individual with a love for all things design. With a background in fashion design and a keen eye for aesthetics, I strive to bring ideas to life through visual storytelling. I've had the opportunity to work on various projects, from branding and web design to illustration and photography. One of my proudest achievements was creating a visually captivating fashion event for my local community which helped raise awareness for sustainability.

When I'm not immersed in the world of design, you can find me exploring new art forms, experimenting with different techniques, and seeking inspiration from the world around me. I believe that great design has the power to make a lasting impact, and I'm excited to continue pushing boundaries and creating meaningful experiences through my work.





PANTONE®
P 160-1 C



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P 8-10 C



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P 20-1 C



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Endora - Luminescence

Autumn/Winter 2024

Darks

Trending colours on the WGSN Feeds [1]

Fashion Feed	Interiors Feed	Beauty Feed
Future Dusk 129-35-18	Dark Olive 041-28-11	Cherry Lacquer 159-23-15
Midnight Blue 120-22-18	Ground Coffee 024-21-05	Cranberry Juice 008-26-26
Midnight Plum 151-22-09	Dark Moss 094-26-10	Basalt 103-45-01

#ShadowyDarks
opt for tinted darks as new core shades

#DesigningWithDarkness
embrace the tranquility of earthen darks

#SoftGrunge
explore provocative reds and smoky greys

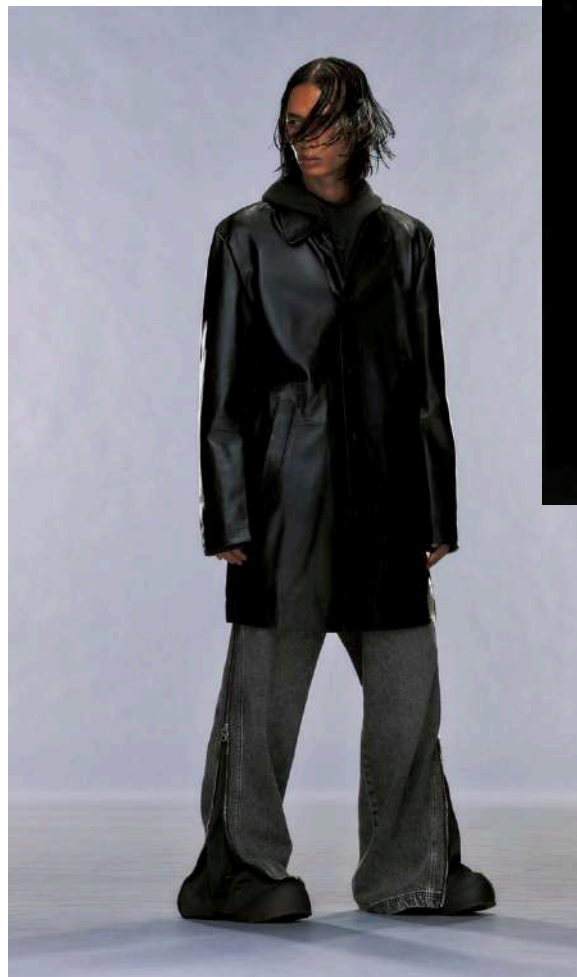
Market insights [2]

Dark colours (including black) penetration of e-commerce apparel women's 2023

	Ppt YoY	% of total mix
UK	▲+4	48%
US	▲+3	45%

Social media [3]

TikTok views	Google searches	Pinterest searches
#DarkRomance 487m	#DarkRomance 68k	Dark Aesthetic ▲+25ppt
#WitchTok 1bn	#WitchTok 58k	Dark Modern Bedroom ▲+82ppt
#GrungeAesthetic 7^		



Back to Black

The enduring appeal of black will gain increased importance as consumers prioritise dependability, stability and versatility.

- The quest for the **darkest black** possible continues alongside more eco-conscious developments
- **Celebrate the natural colour levels** that can be achieved, with **eco black dyes** offering limitless, unique shades. Artist **Caroline Guilbert's Colourful Blacks** uses natural dyes to showcase "**colour emerging from darkness**" and pushes the boundaries of the fashion industry's most in-demand colour
- Test **salvaged blacks** – dyes made from wood waste, such as Nature Coating's **Bio-Black TX** and innovations that leverage society's organic waste streams. **OurCarbon** is obtained from sewage
- **Living Ink** is a **bio-based** pigment manufacturer scaling carbon-negative pigments for the denim industry. Explore its flagship product **Algae Black** as an eco-alternative
- In the S/S 24 womenswear catwalks, **dark hues and black** contributed **44%** of the total colour assortment mix – a standout **colour shift** for S/S styles
- WGSN Fashion Feed: **#BlackWithBlack**, **#Blackout**, **#DarkNights**

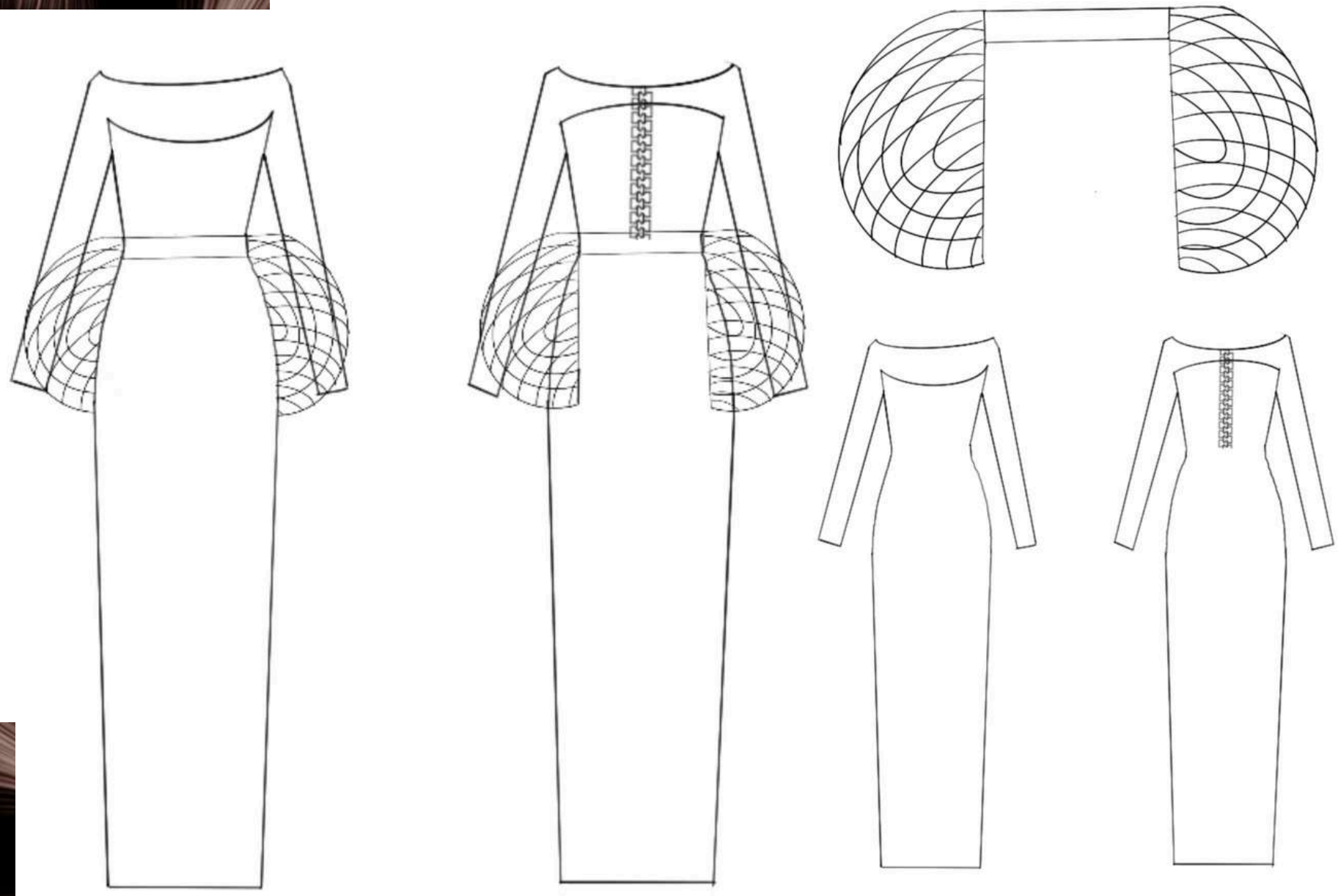




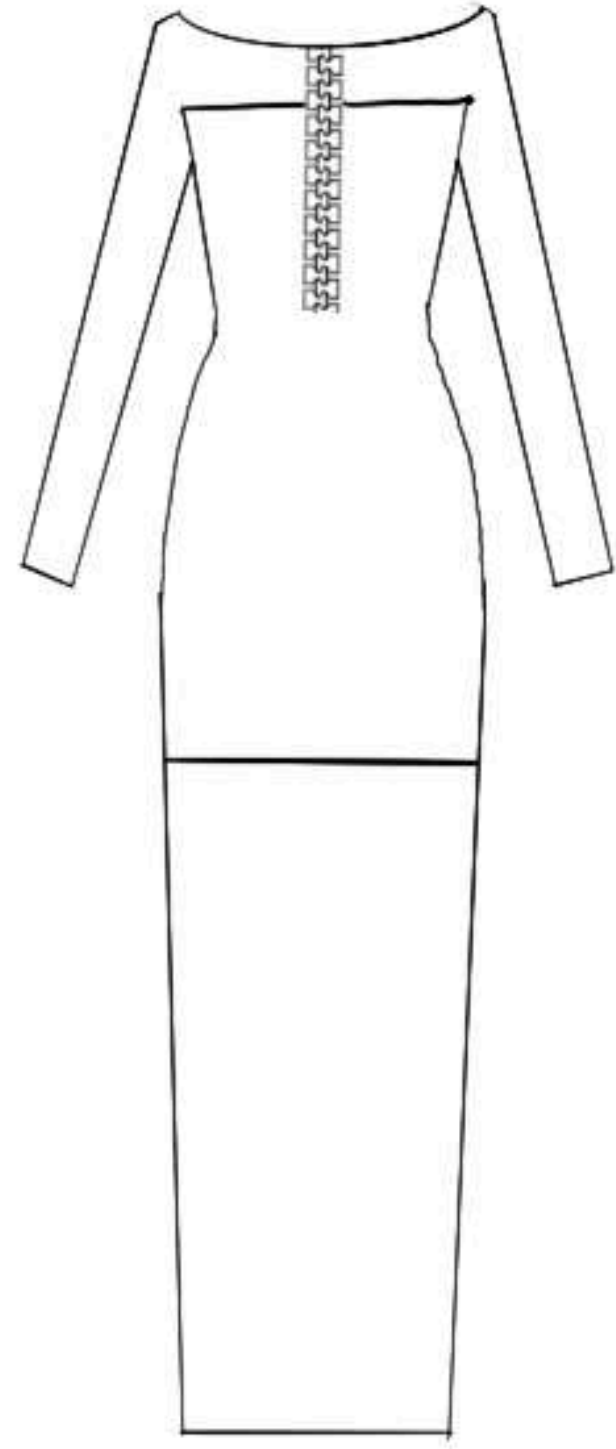
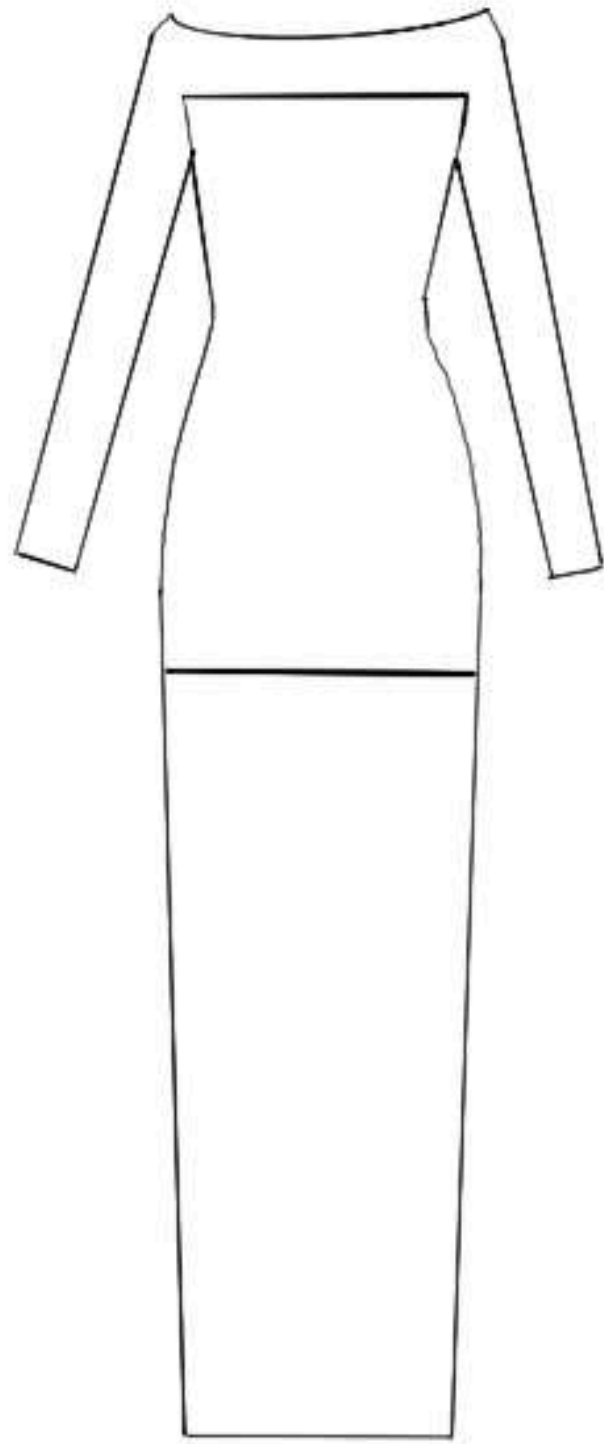




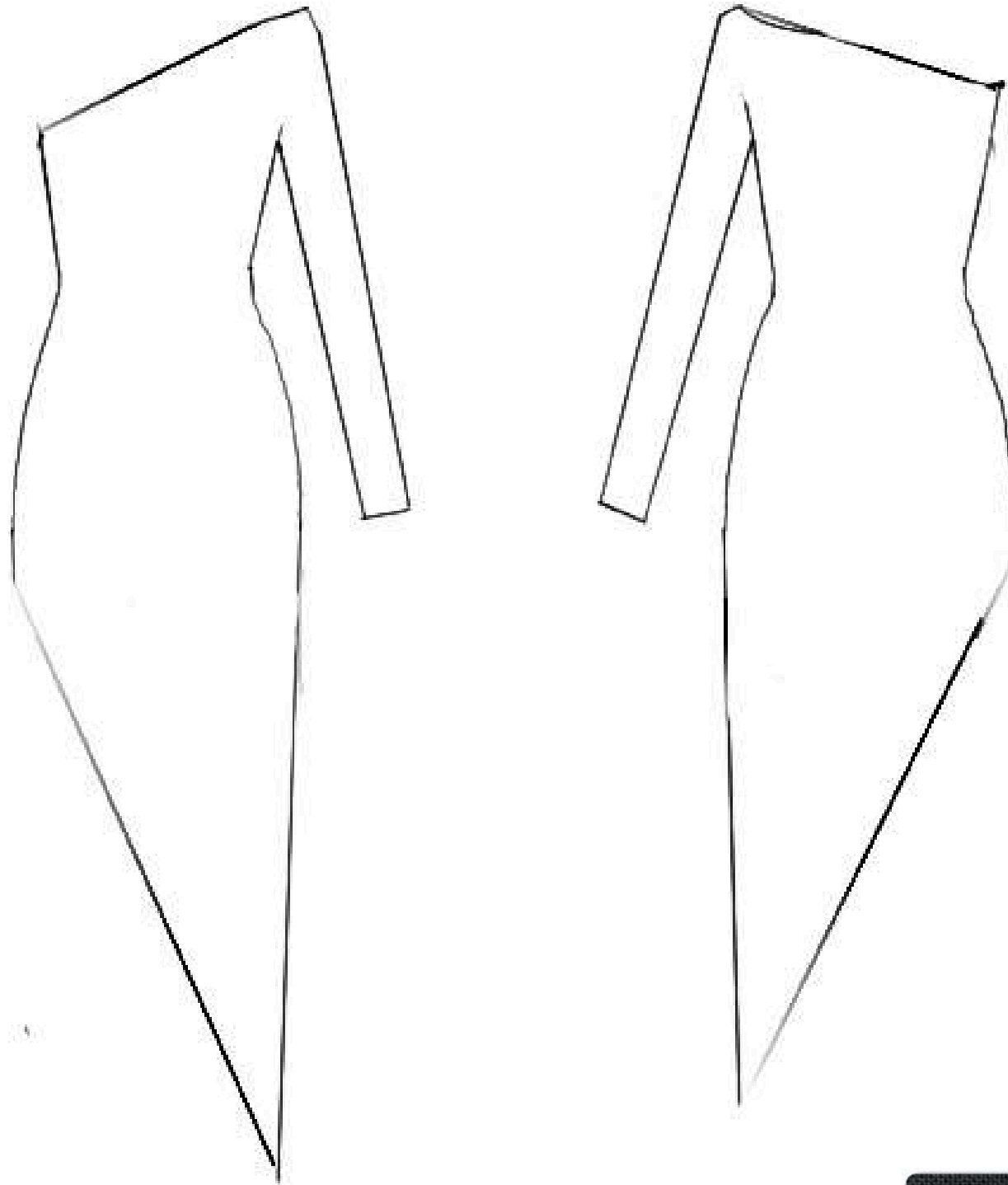
LOOK 1



LOOK 2



LOOK 3







@sueyvar on Instagram
@_durag_activity on Instagram



@_durag_activity on Instagram



@_durag_activity on Instagram



This collection celebrates the artistry and cultural significance of braids. Each piece showcases the intricate designs and techniques that have been passed down through generations, highlighting the rich history and heritage behind this timeless hairstyle. Luminescence captures the unique styles and expressions of black women across different ages and backgrounds. Through my collection, I aim to challenge societal norms and redefine beauty standards, emphasizing the beauty and power of embracing natural hair. With every braided masterpiece, I hope to inspire and empower black women to embrace their roots and celebrate their individuality. This collection is a tribute to the creativity, resilience, and beauty of black women and their hair, which I hope can inspire others with.



PRECIOUS CHURCHILL-AGBIGBE

FASHION DESIGNER

ABOUT ME

I am a certified fashion designer with experience in creative arts, I am seeking a position as a womenswear designer to utilise my skills and knowledge in creating innovative and trendsetting designs.

- Winner of the BA (Hons) Heritage award 2024 at Coventry University

EDUCATION

BA (HONS) FASHION

Coventry University 2021 - 2024

TECH ADVANCED DIPLOMA IN ART & DESIGN

Christ The King Sixth Form 2019 - 2021

CONTACT

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WORK EXPERIENCE

FASHION EVENT ORGANISER

Coventry University - Dec 2022, Nov 2023, Dec 2023

- Coordinated and managed a successful Fashion event, showcasing designs from local designers.
- Collaborated with a team to plan and execute the event, including music choice, venue layout, model casting and market strategies.

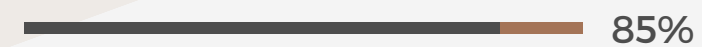
COIL INTERNATIONAL FASHION EVENT

Coventry University - May 2023

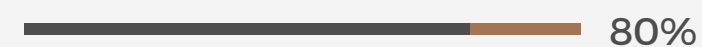
- Participated in international fashion events, representing Coventry
- University against other universities.
- Showcased designs and gained exposure to diverse fashion markets.
- Earned a certificate for contribution to the event.

SKILLS

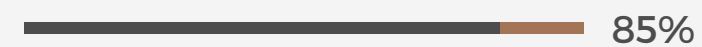
Fashion Illustration



Digital Sketch & CAD



Research



Sewing

