

Annelle SS 24



Our 'Star'



Baby Annelie, 1938.



Santana with the Traffords

Elle Cooney



# Anemoia

Taking inspiration from the concept of anemoia—the nostalgia for a time one has never personally experienced—my collection offers a contemporary twist. Through my family photographs from past decades, it evokes this sentiment in a modern context. My collection serves as a bridge between generations, seamlessly blending the familiar comforts of nostalgia with the excitement of the present moment.



*Some in the morning may be found  
by the most gorgeous of  
clouds and the sky  
the first time in my  
love*

CONCEPT BOARD

My idea explores the sentimental depths of my family's photographs, particularly of my grandparents and parents. I'm drawn to the timeless charm, elegant style, and interesting prints of previous eras. Each image sparks a longing to step into these bygone eras, inspiring me to infuse their essence into my modern designs.



Our 'Star'!



Bunny Knoodle, 1938.



Southsea with the Triffords



Our 'Star' is the jackdaw.



Southsea from...



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my own followed  
- skin the pretty  
- run  
So long ago my  
- a

CONCEPT BOARD

**"A bittersweet yearning for things, persons, or situations of the past continues" (Guffey, 2006)**

Looking at my childhood photographs added depth to my exploration of anemoia and nostalgia. These images serve as a personal connection to the past and provide insight into the evolution of my style over time. By juxtaposing my childhood memories with those of my family, I gained an understanding of the generational influences shaping my design vision.



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CONCEPT BOARD

*Love in the  
by the mark of  
clouds and her  
the first time*

I was intrigued by the 60s and 70s era captured in my grandparents' pictures. This period, marked by the hippie movement and a sense of freedom, inspired my exploration. I delved into the vibrant aesthetics and carefree spirit of that time and explored the prints and silhouettes.



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DESIGN DEVELOPMENT

Outfit 1



Nan's 70s scarf draped over the body, inspired by shawls from hippy era and my family photographs.

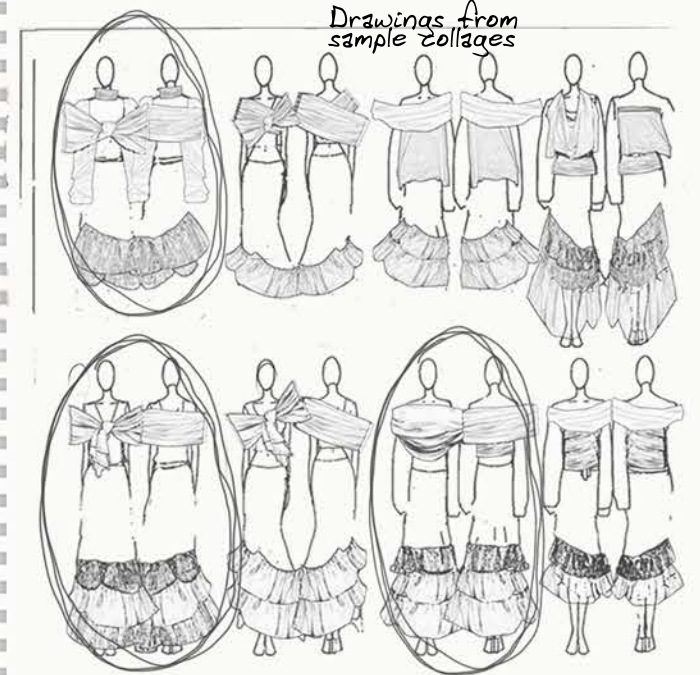
Draping collaged onto drawings



Samples placed onto body

Samples inspired by skirt silhouettes from 60s and 70s

Drawings from sample collages



Initial hippy silhouettes of skirts from 70s inspired my samples



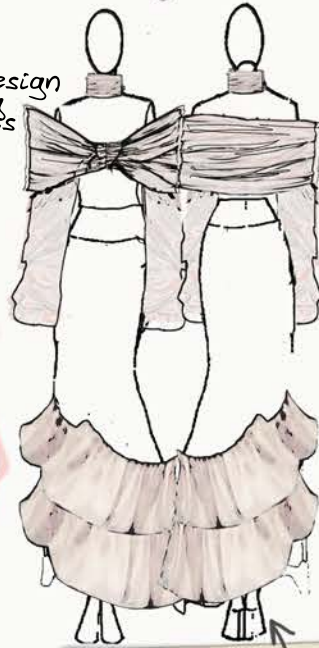
I started my design process by looking into the flowing skirts that were popular during the hippy era and could be seen in many family photos. In an attempt to maintain this classic femininity, I wanted to update these silhouettes. Using my Nans 70s scarf as inspiration, i used it to infuse modern designs to embrace innovation by creating silhouettes while retaining the free-spirited beauty of the past.

DESIGN DEVELOPMENT

Outfit 1



Developing design by combining favourite parts



Sample inspired by drawings



Using donated fabrics to make 7 samples



Draping another scrap to get an idea of where ruffles can sit



*many more samples to be made...*



Perfecting the fit of the top



I chose a design that was reminiscent of the flowing skirts in some of my favourite photos, while also trying to convey the spirit of freedom from the hippie era. I selected this style of top that gently extends away from the body, intending to convey the freedom of a bygone era. The tight fit of the top represents the restrictions of not fully being able to live through this era.

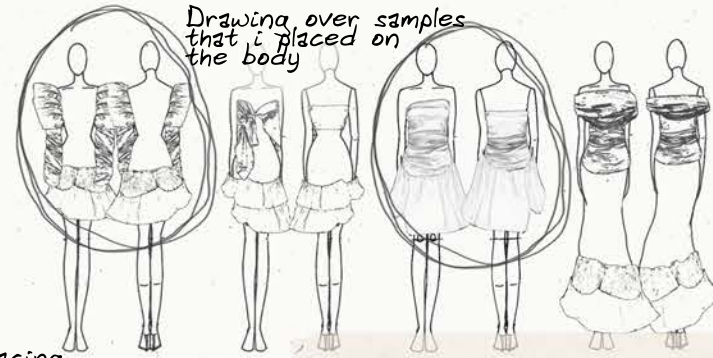
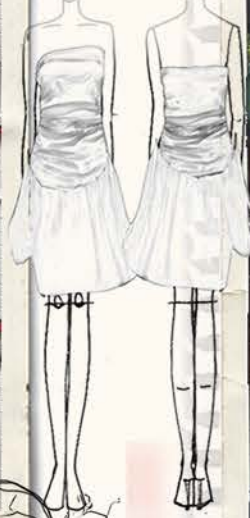


DESIGN DEVELOPMENT

Outfit 2



Dress inspiration from my mums dress



Drawing over samples that i placed on the body

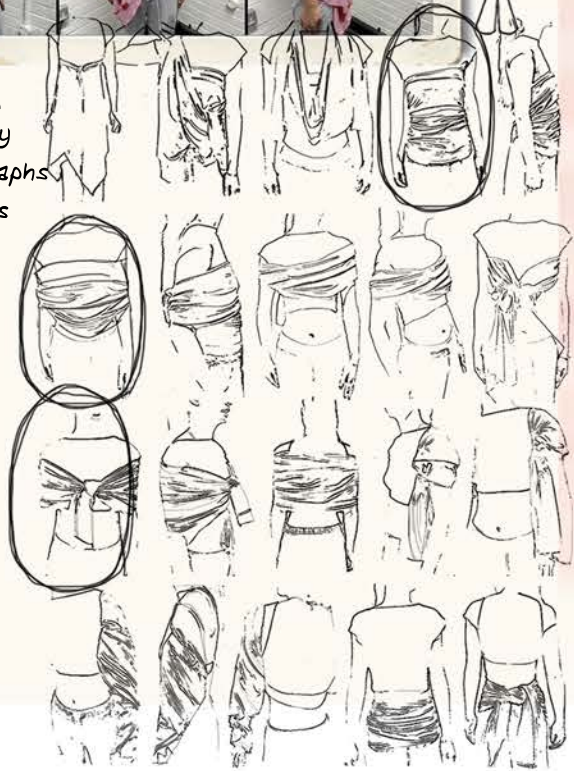
Placing samples onto body



I looked more closely at the silhouettes from my family photos, finding inspiration in their elegance. I combined creativity and tradition by giving the designs a contemporary spin with the scarf that was draped. I found lots of inspiration in using this scarf to create silhouettes as it held a lot of sentiment.



Draping my Nans scarf on the body inspired by my photographs from the 70s such as shawls



Button sample inspired from photo of my Nan



*Done in the morning, my day followed by the most gorgeous blue skies. The grey clouds and hue of the sky reminded me of the first time we met. So long ago. My Lambert day. Then with a moment that...*



DESIGN DEVELOPMENT

Outfit 2



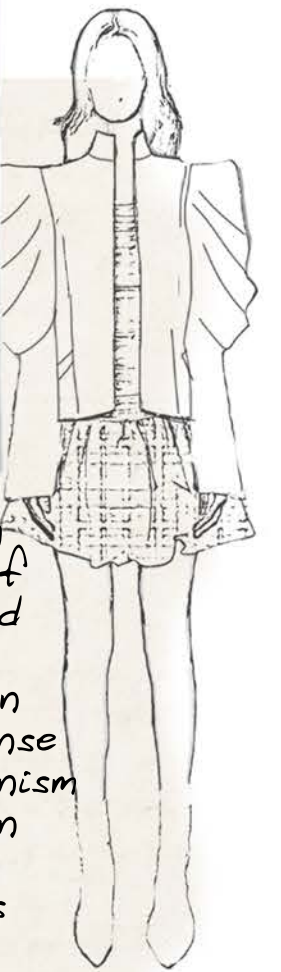
Choosing my favourite parts of designs



Combining favourite parts of sample collages inspired by my mums dress



Looking at placement of rouleau button loops



Deciding the right pocket placement

I was most inspired by a dress found in one of my photographs and used the draped scarf to recreate my own version of this. To infuse a sense of freedom and modernism into each piece, I again intentionally selected exaggerated silhouettes that floated away from the body.

*Some of the most gorgeous blue...  
...and the top of the sky...  
...the first time I met...  
...substantive... then with a...  
...that*



PRINT DEVELOPMENT

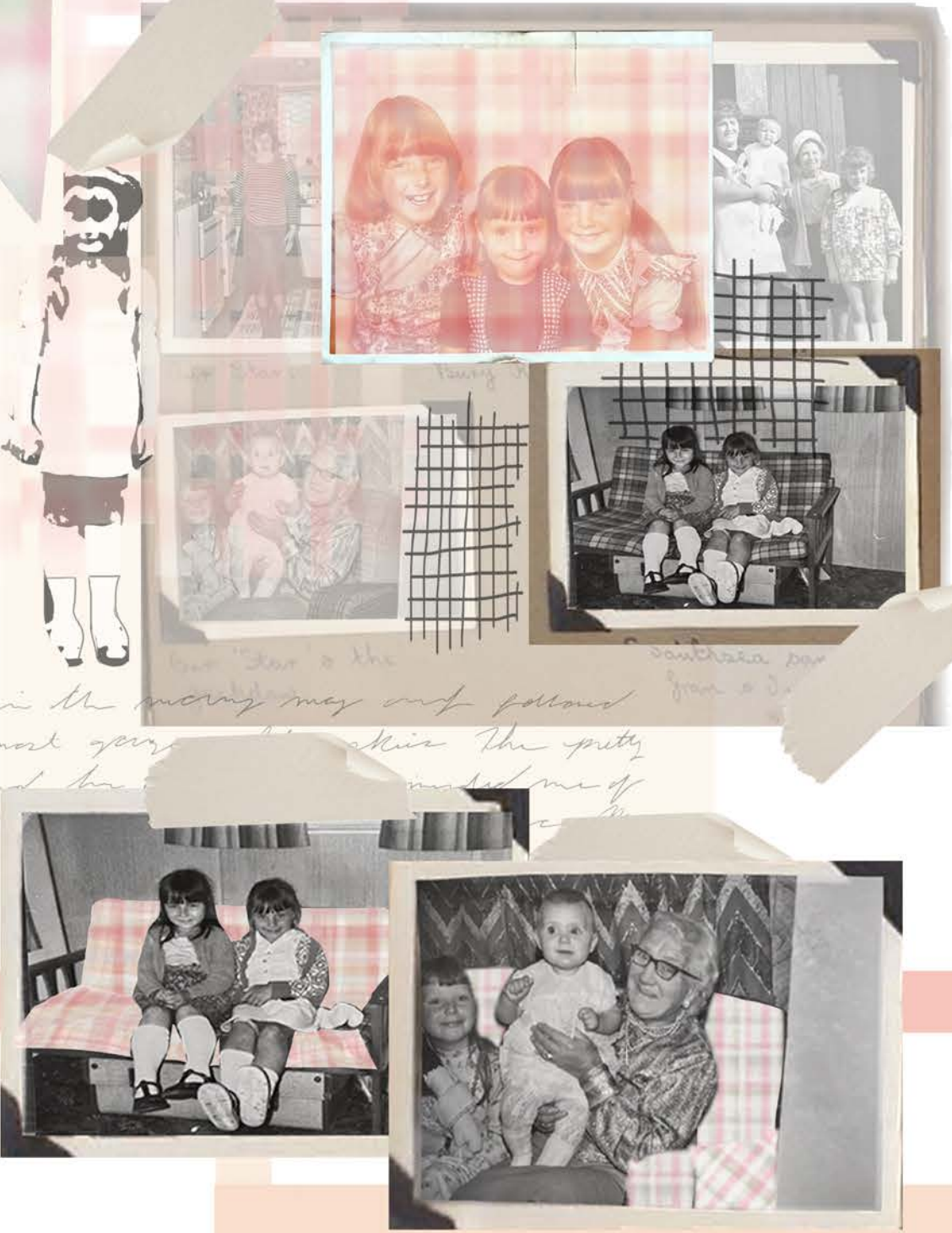
My print design merges nostalgia with modernity, drawing from recurring plaid patterns in family photos and infusing vibrant pink hues from my childhood photos. By collaging different prints onto old photographs, I rejuvenate timeless motifs with a modern color palette, creating a print that bridges generations while reflecting personal history.

I blurred the print to symbolize the hazy nature of memories I've never experienced.

PRINTS

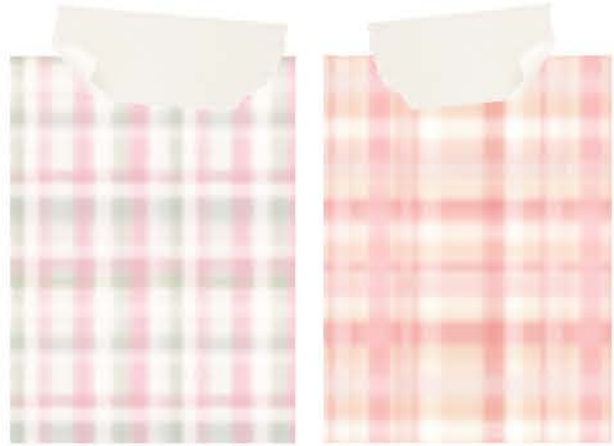


Print Variations



*Some in the morning may not followed by the most gorgeous weather. The pretty clouds and the... me of the first... love...*

# Materials



PRINTS



My colour palette intertwines the pink hues of my parents and my own family photographs, weaving together generations of memories. Inspired by my childhood affinity for pink, I infused the palette with a variety of colours sourced from the range of photographs I have, creating a vibrant spectrum that reflects personal history and cherished moments



## FABRIC BOARD

*by the most gorgeous blue clouds and the of the sky in the first time we met. So, lowest down there with a...*



- PANTONE®**  
489 U  
PETAL DREAMS
- PANTONE®**  
705 U  
PINK SERENITY
- PANTONE®**  
475 C  
RETRO ROSEWOOD
- PANTONE®**  
11-1306 TPX  
VINTAGE CREAM BLUSH
- PANTONE®**  
1895 U  
SWEET SYMPHONY
- PANTONE®**  
578 C  
MIST MEMORIES

# Reactive Fabric Printing



Organic Cotton Poplin

Cotton Voile

Donated pink interfacing

Deadstock Georgette



Donated Fabric Buttons

*Some in the morning may not follow by the most gorgeous blue skies. The clouds and hue of the sky reminded me of the first time I saw the sunset.*

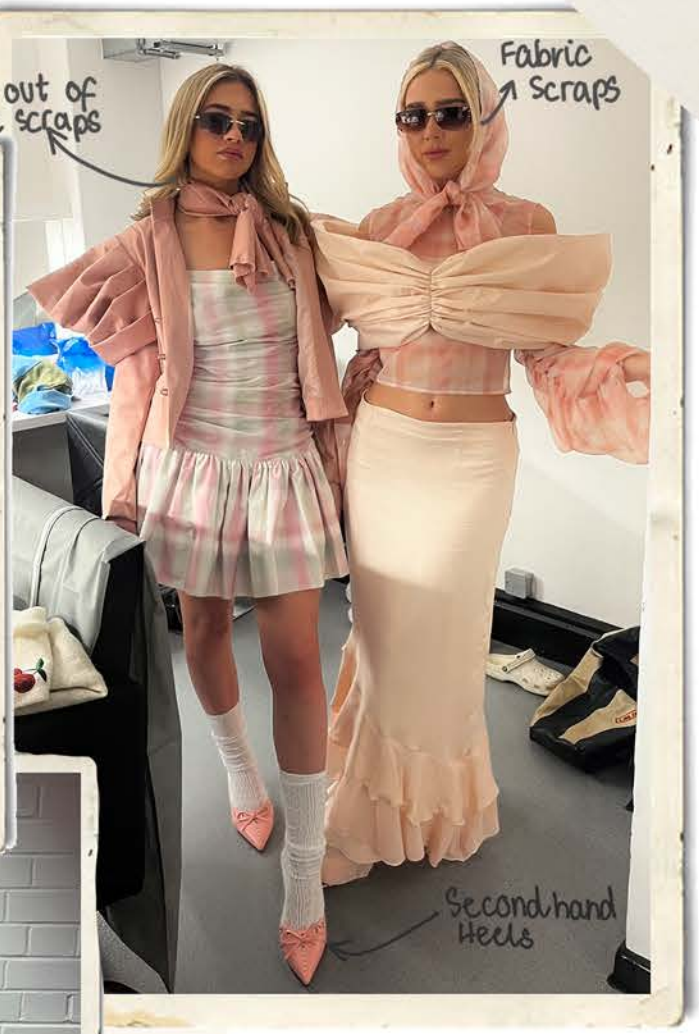
To be sustainable, I used donated fabrics from the university shop and incorporated deadstock materials such as organic cotton poplin and voile for my final pieces. Employing digital printing further reduced environmental impact, as it allowed for precise ink delivery and it significantly reduces water usage compared to traditional methods.



Donated fabric used to toile skirt



Toile made out of curtains



## SUSTAINABILITY

Scarf out of fabric scraps

Fabric scraps

Second hand Heels

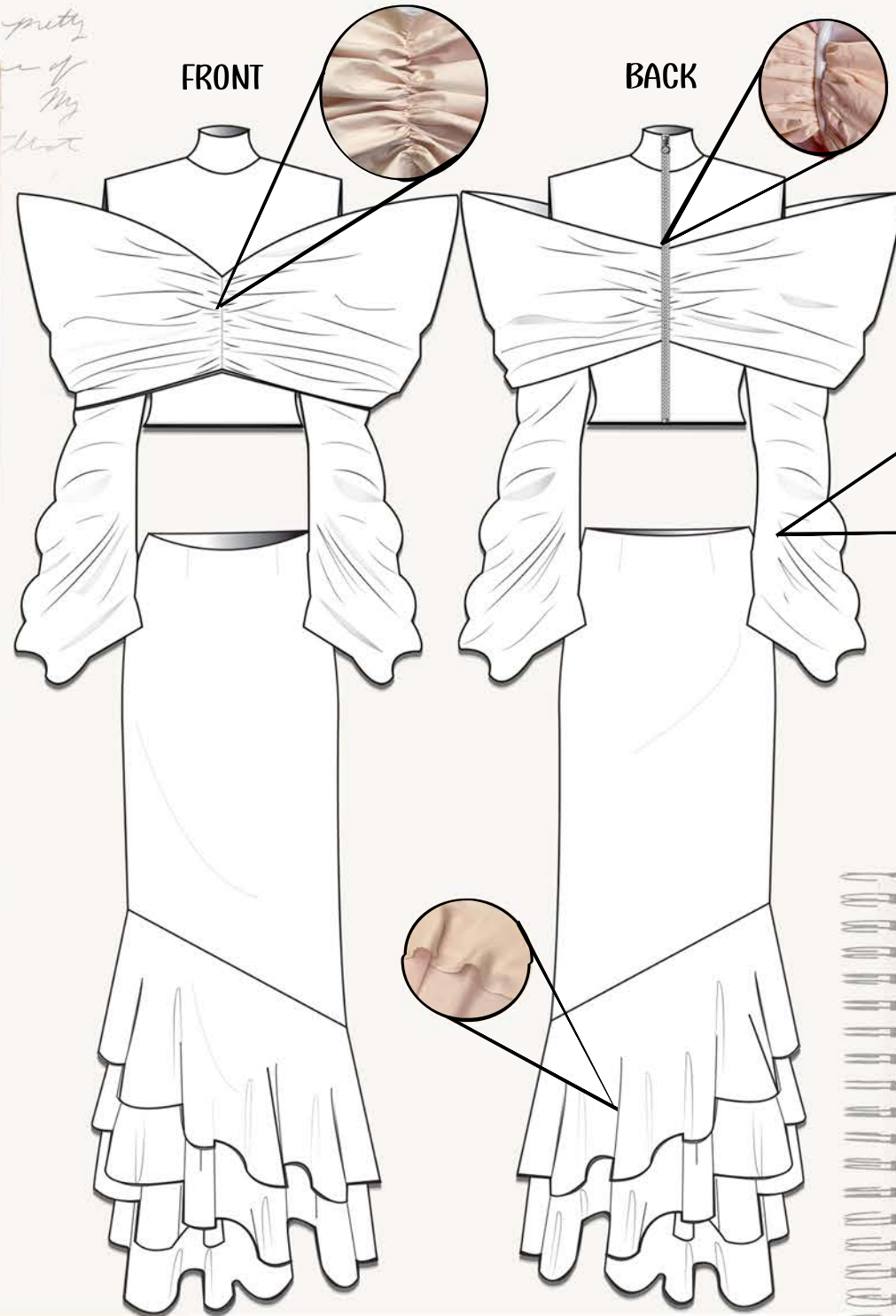
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FINAL LINE-UP

Some in the morning may not followed  
by the most... the pretty...  
cloud... the... of my... that

## Outfit 1



### Top Materials



### Skirt Materials

Outfit 1 commands attention with its juxtaposition of a statement off-the-shoulder Bardot piece inserted into a fitted high-neck top. Crafted from digitally printed cotton voile, the fitted bodice creates a contemporary edge, while the long, pink layered ruffled skirt, fashioned from deadstock material, adds a touch of whimsical elegance just like some of my photographs.

## Outfit Breakdown

Jackets Materials

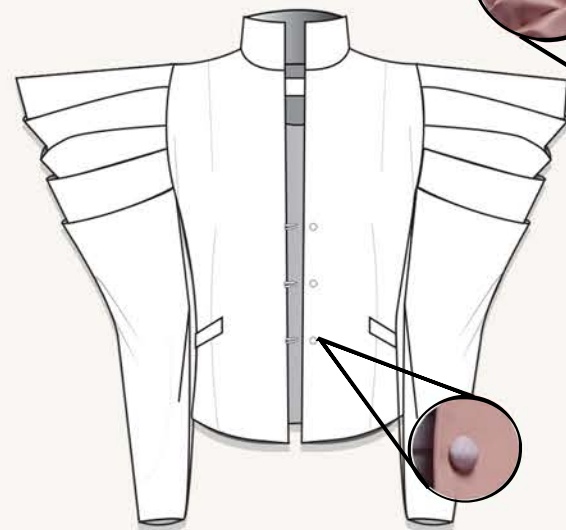


Dress Materials

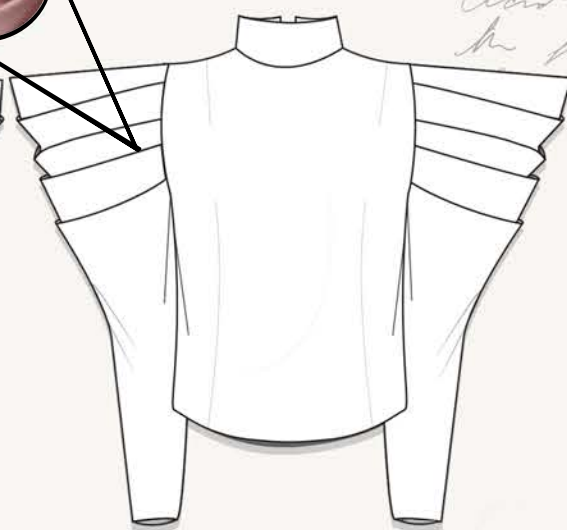


Outfit 2 radiates bold sophistication, pairing a pink, exaggerated-sleeve duchess satin jacket with a fitted, pleated ruffled dress covered in my green and pink plaid pattern. The organic cotton poplin dress features a digitally reactive print, infusing the fabric with vibrant energy and modern charm.

FRONT



BACK



Some in the morning may not followed by the most classic the pretty of my list

Outfit 2



Outfit Breakdown



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PHOTOSHOOT



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PHOTOSHOOT

