HEATHER
SPROWSON
GRADUATE COLLECTION '24

INDIGO CHROMA

Sustainable denim menswear designer HEATHER SPROWSON's 2024 Graduate Collection - INDIGO CHROMA encompases an appreciation for craftsmanship and slow fashion, inluenced by the impact of the denim industry and the 'workers blues' origins with a focus on denim detailing and fluffy textures. Producing relaxed menswear designs with a genderless approach.

An exploration of denim: past, present and future.

Initial inspiration for colour and texture derive from her father's family engineering factory and the toxic chemicals worked with. The reactions that occur when chrome (chromium VI) comes into contact with denim as well as its erosion of led anodes produce rusty burnt orange and olive-green hues. Washed over time chrome causes a breakdown of the heavy-duty workwear fibres, remaining with a bleached and distressed appearance.

'INDIGO' reflecting the colour most associated with denim and its workwear origins, Heather Sprowson reinterprets timeless denim classics, appreciating the fabric historically known for its durability. 'CHROMA' literally meaning, the intensity of colour. Reffering to the hints of dyed orange denim, oversized crochet accessories and screen-printed green hues within the collection, inspired by chromes chemical reactions.

The highly textured pieces within the collection reflect extensive research surrounding the impact of the denim industry and water intensive finishing processes, similarly the degredation of fibres caused by chrome. As means for sustainable alternatives, techniques such as laser etching and hand stitching wool scraps have been utilised. Heather Sprowson's aims of creating slow fashion pieces is evident through the use of raw denim, acknowledging the fabrics longevity and colour, which will fade over time. Other carefully considered fabrics in this collection include deadstock, scrap and a donation of selvedge denim offcuts from Hiut Denim Co., whom share the same appreciation for superior quality and craftsmanship.

Illustration of S. S. Daley SS24

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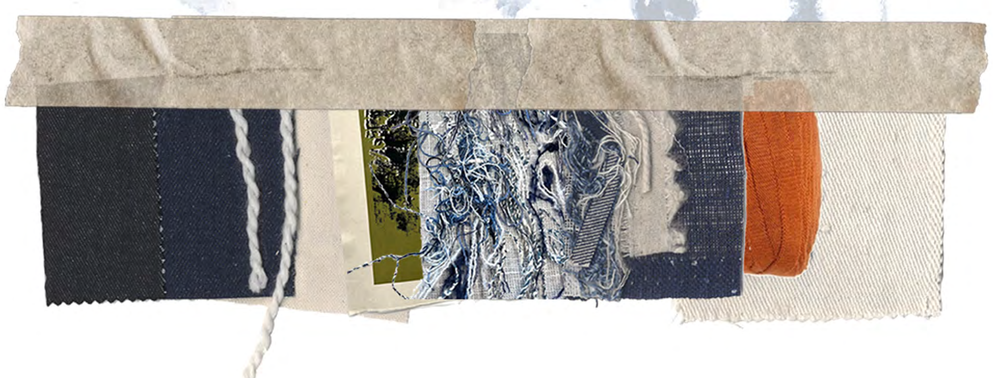
INDIGO CHROMA
CONCEPT

18th Century Workwear

Chrome Sprayed
on Denim

Faustine Steinmetz-
Rebel: 30 Years of
London Fashion
Own Photo

Diesel FW22



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INDIGO CHROMA
COLOUR FABRIC & TEXTURE

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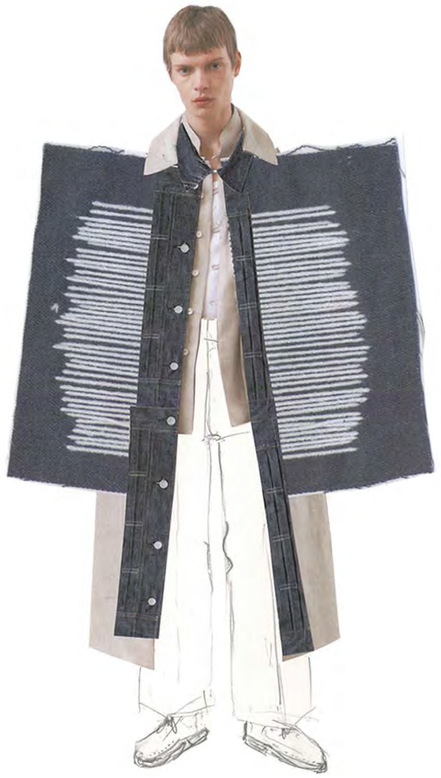
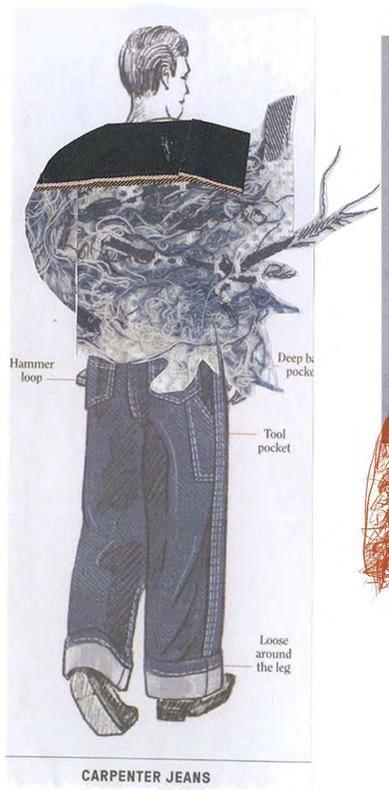
INDIGO CHROMA
SAMPLING & ILLUSTRATION





HEATHER
SPROWSON
INDIGO CHROMA
DESIGN DEVELOPMENT

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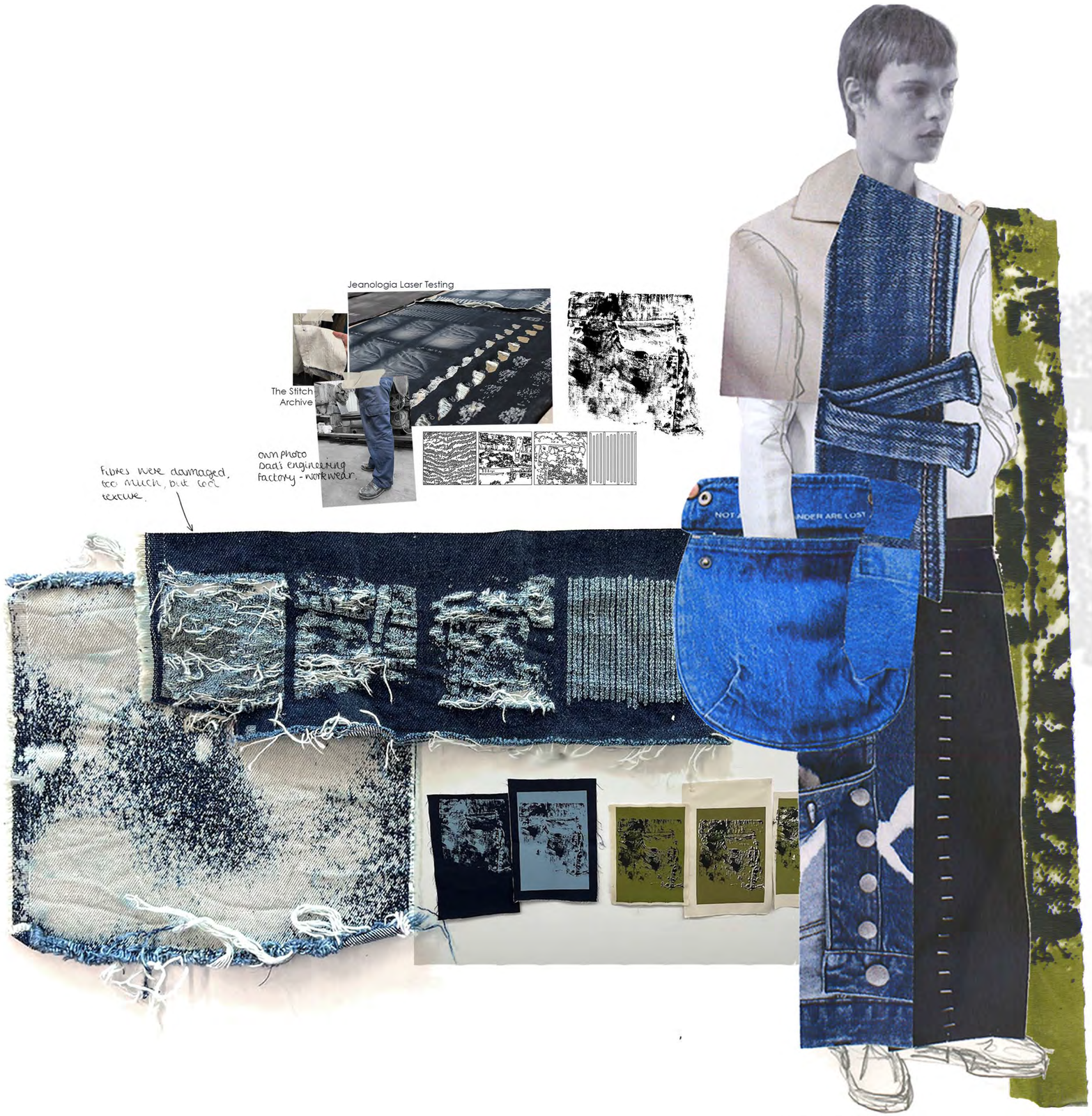
INDIGO CHROMA
DESIGN DEVELOPMENT

Jeanologia Laser Testing

The Stitch Archive

own photo
Dad's engineering factory - workwear.

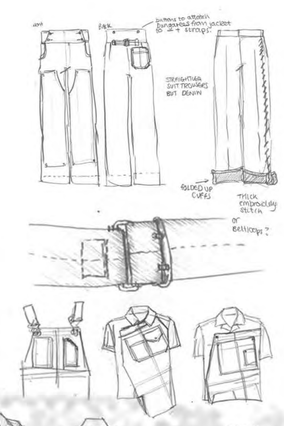
Fibres were damaged, too much, but cool texture.



LEE BIB OVERALLS

The first bib overalls are made by Lee in 1911 from lightweight 8oz denim.

1911



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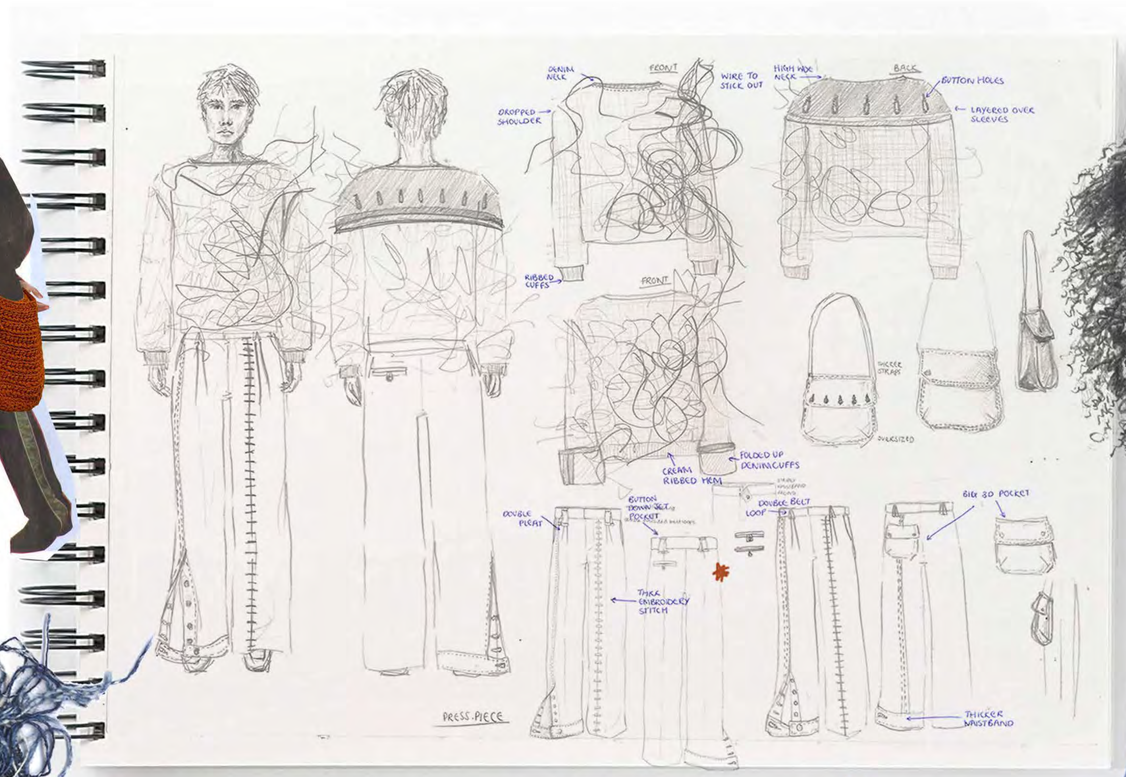
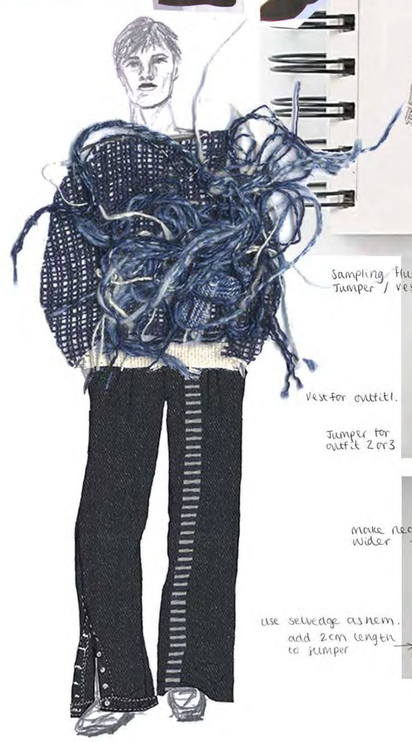
INDIGO CHROMA
DESIGN DEVELOPMENT





Sampling Fluffy denim Jumper / vest ↓

Vest for outfit 1.

Jumper for outfit 2 or 3

on deadstock linen

green button hole stitching on back. on deadstock linen

make neck wider

use selvedge as hem. add 2cm length to jumper

Right hand side.

Small section down one side.

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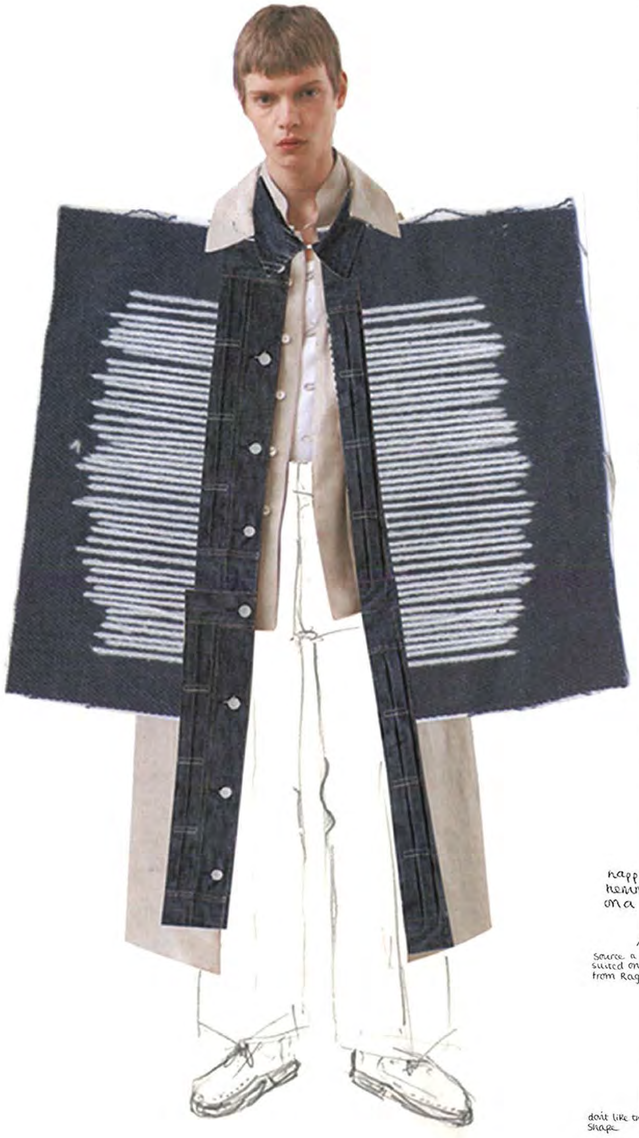
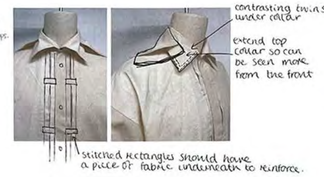
INDIGO CHROMA
DESIGN DEVELOPMENT





Outfit 2 toile

Outfit 3 Shorts Toile

Outfits 1 and 2 Toiles

Press Piece Jacket Toile Development

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INDIGO CHROMA
TOILE DEVELOPMENT

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INDIGO CHROMA
RANGE PLANNING

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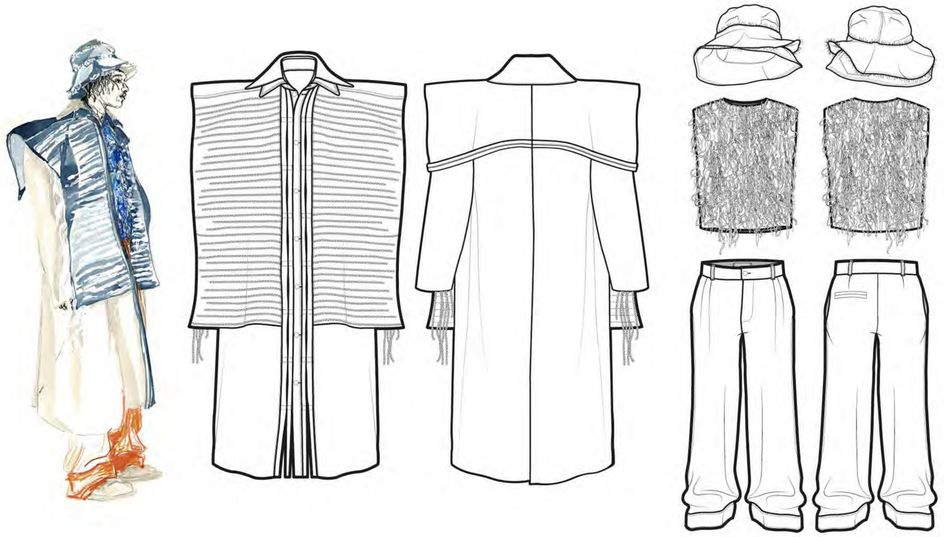

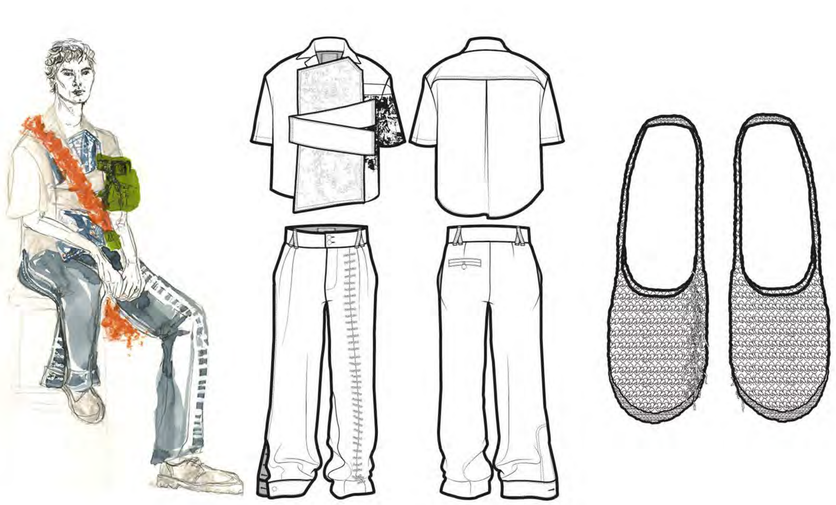

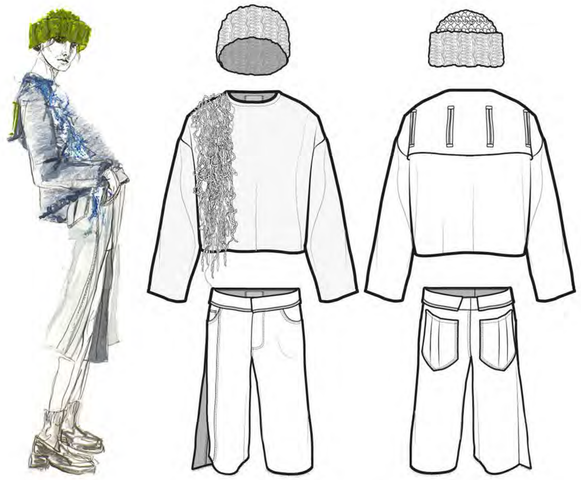

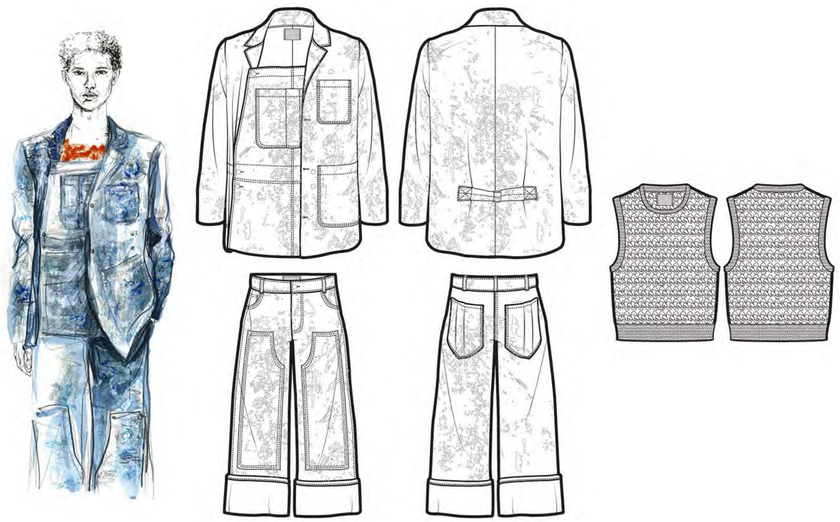

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INDIGO CHROMA
TECH FLATS

OUTFIT 1

OUTFIT 2

OUTFIT 3

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INDIGO CHROMA
ILLUSTRATION & FINAL PHOTOS

Photographed by Grace Homes

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INDIGO CHROMA
DESIGN DEVELOPMENT