

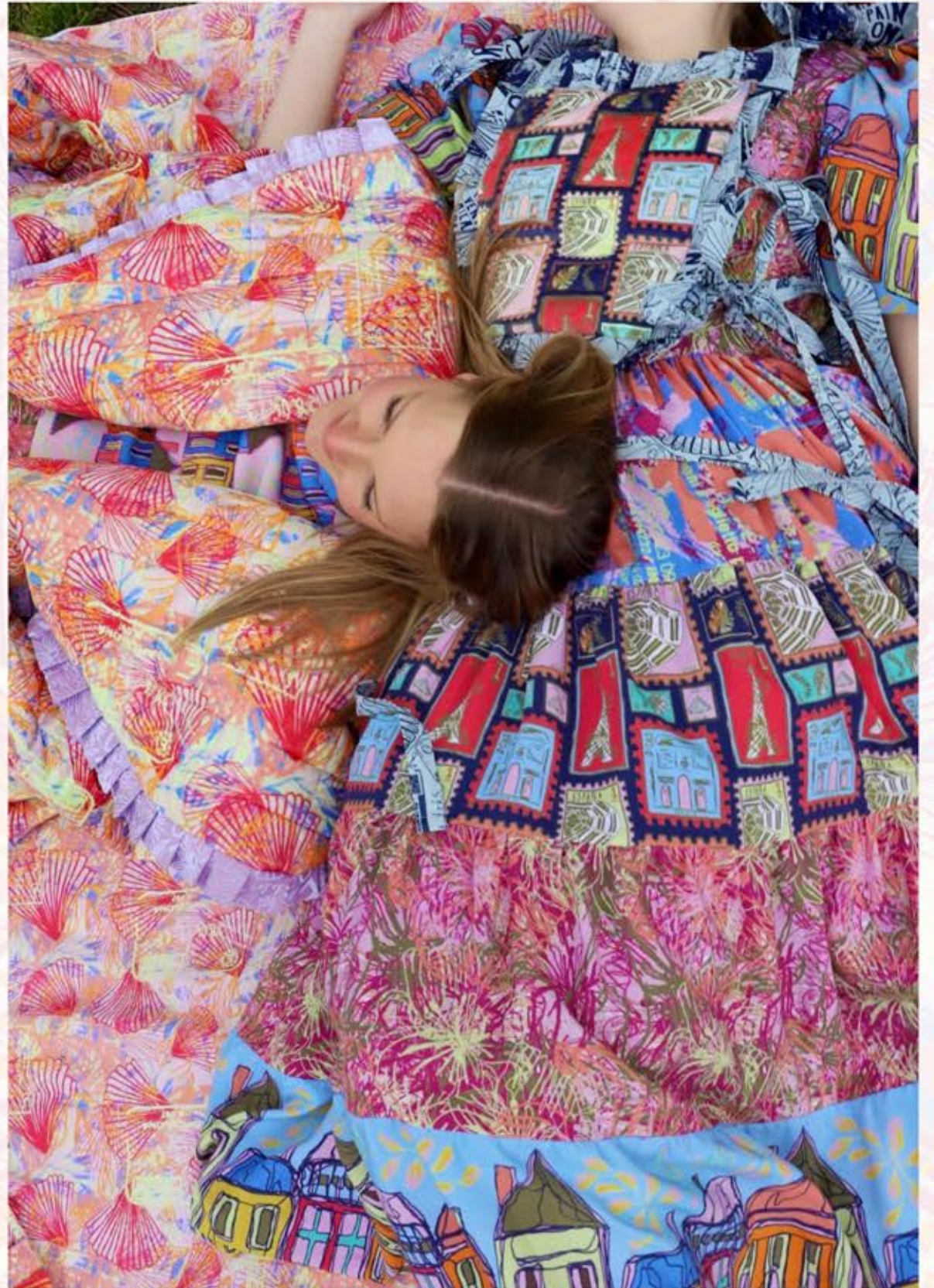


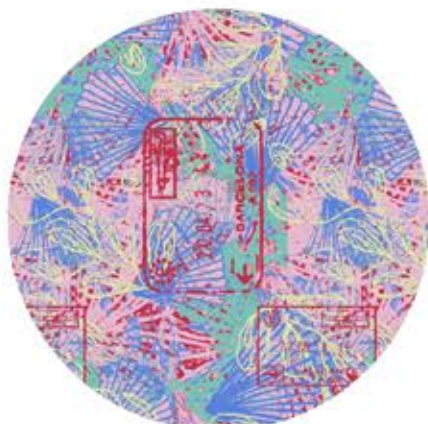
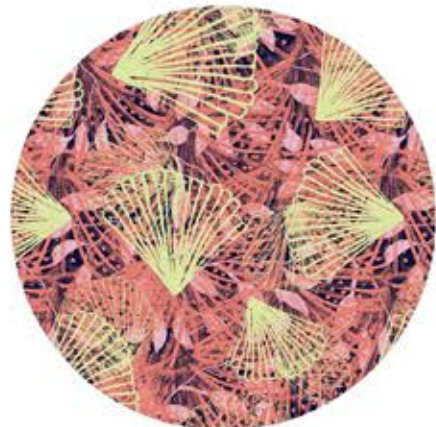
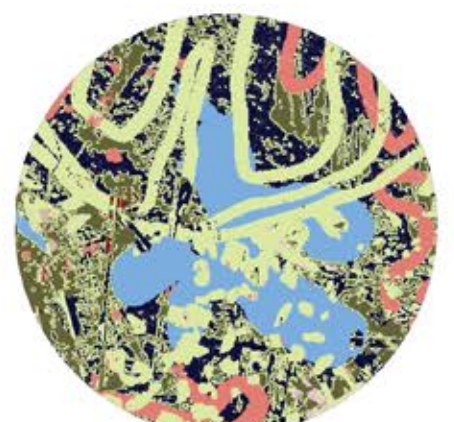
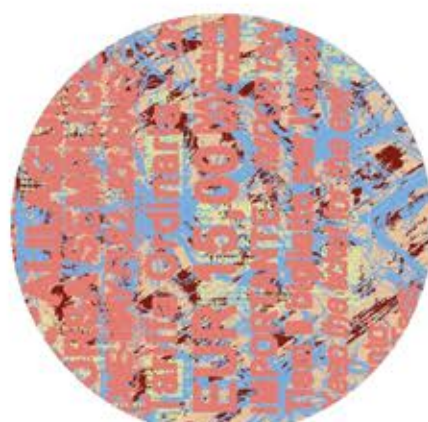
# **ROSIE LAUREN BROWN**



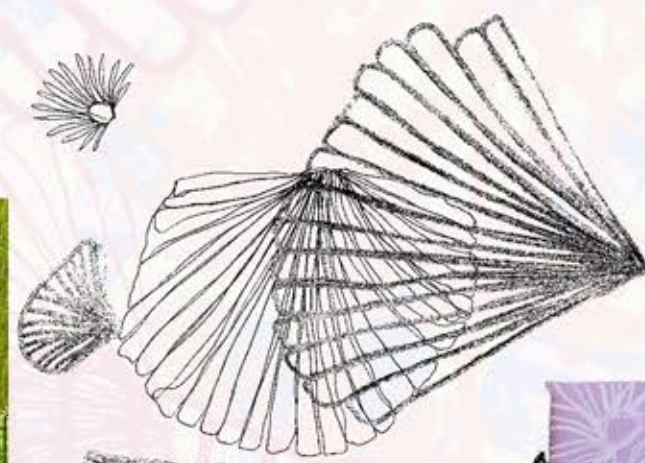
# FRAGMENTED MEMORIES

Fragmented Memories is a reflection of my memories of travel over the years, with a focal point on recent travel destinations including Venice, Milan and South of Spain. These are fragments of my life and fond memories which have crafted me into who I am today, exploring the idea of experiences creating a mosaic of who you are. My catwalk collection will allow the viewer to have an insight into my travel life experiences through imagery of collected drawings, shells, stamps, tickets and photographs from these locations, sharing the importance of this with me.













**ALILAGUNA**  
**CORSA SEMPLICE INTERA**  
ONE-WAY FULL JOURNEY  
Tariffa Ordinaria - Ordinary Fare  
**EUR 15,00** IVA inclusa / VAT included **SMAR**  
**IMPORTANTE - IMPORTANT NOTE**  
Tieni il biglietto per l'uscita  
Keep the ticket for the exit  
Sconto:  
Card/Tess:  
Em. 21/07/2023 09.36 - Apt Arrivi - Nuovo Ciambellino  
Tkt. A5.23.014232 / Bk. A5-23-0036-7263 / OP154  
Allaguna SpA - P.IVA All.02967180270 - Com. VE 00336970272  
Per Cond. di Trasporto/For Cond. Of Carriage [www.allaguna.it](http://www.allaguna.it)



AREA PER  
CL. ROLLO

**ALILAGUNA**  
**Tour delle Isole (Linea Verde)**  
Tariffa Ordinaria - Ordinary Fare  
Biglietto per 1 persona - Ticket for 1 person.  
Lead traveler: **BROWN ROSIE**  
Vouch.No. - Ag.  
Meeting point:  
Departure Date/Time: **23/07/2023 14.30**  
Notes: **Be at the Meeting point 15 mins before**

**EUR 25,00** IVA inclusa / VAT included

Em. **23/07/2023 14.21** - S. Marco Cubo Vetrato  
Tkt. AG.23.223949 / Bk. AG-23-0037-2914 / BU06  
Allaguna SpA - P.IVA All.02967180270  
Per Cond. di Trasporto/For Cond. Of Carriage [www.allaguna.it](http://www.allaguna.it)



TOUR  
ISOLE







Capitale per 1 persona - Ticket for 1 person.  
Lead traveler: BROWN ROSE  
Vouch No. - Ag  
Meeting point  
Departure Date/Time 23/07/2023 14.30  
Notes Be at the Meeting point 90 mins before  
EUR 25,00  
E-mail: 23/07/2023\_14\_21 - S. Maria della Vittoria  
Tel: AG 23.22594 / Su: AG 23-823-2914 / 9.20

C'est très bon!

METRO

PARIS  
VENICE  
SPAIN  
COMO

Ooh, la la!

BONJOUR!

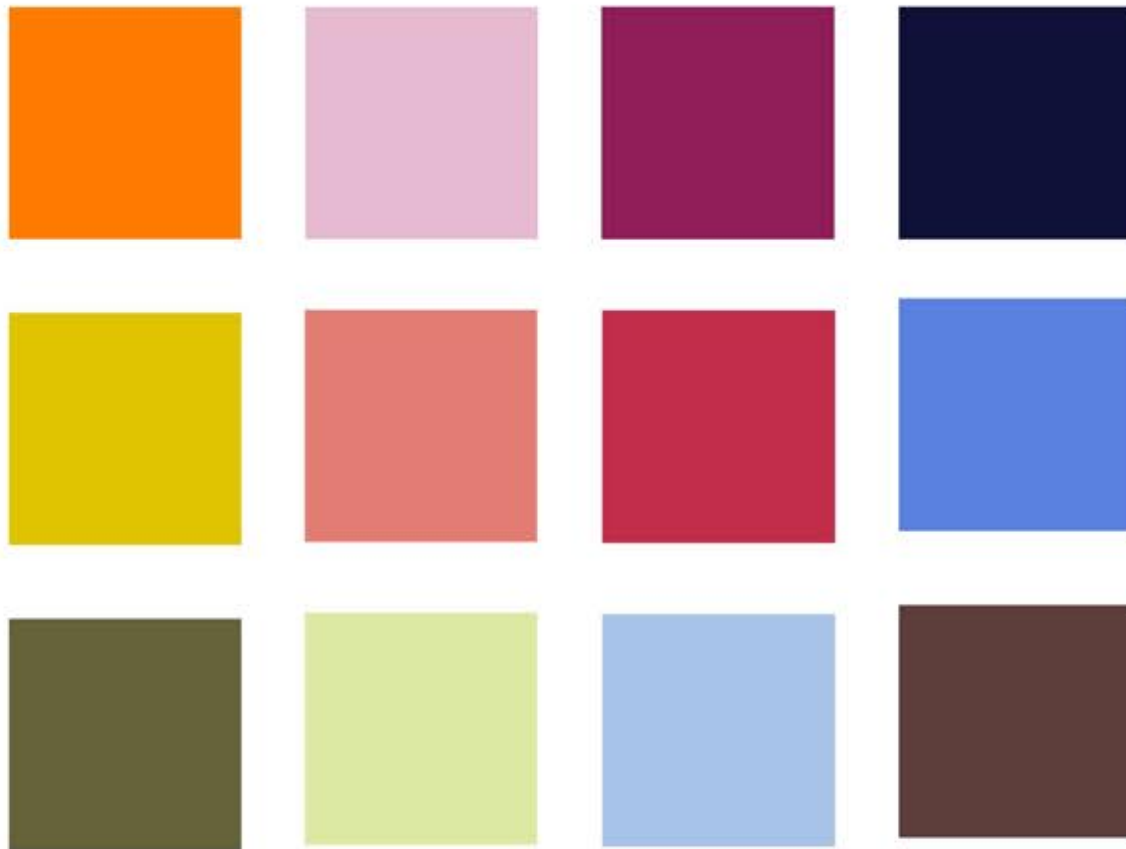


AG ALLAGUNA  
CORSA SEMPLICE INTERNA  
ONE-WAY FULL JOURNEY  
Tariffe Ordinaria - Ordinary fare  
EUR 15,00  
SMAR  
IMPORTANTE - IMPORTANT NOTE  
Tieni il biglietto per l'uscita  
Keep the ticket for the exit  
Scopri  
CartePoste  
E-mail: 21/07/2023\_09\_36 - Ag. Anna Maria Corbelli  
Tel: AG 23.22594 / Su: AG 23-823-2914 / 9.20  
Allaguna SpA - Via A. Moro 20/21 - 00187 Roma (RM)  
Tel: AG 23.22594 / Su: AG 23-823-2914 / 9.20



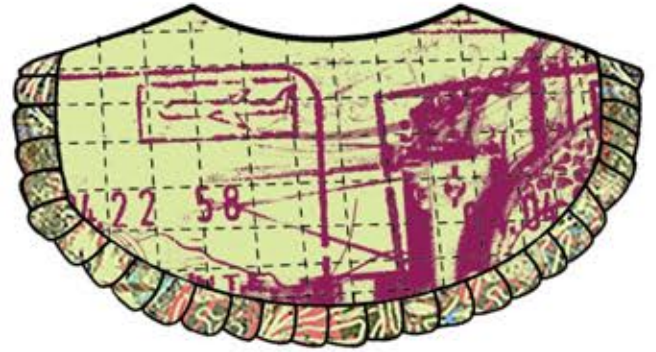














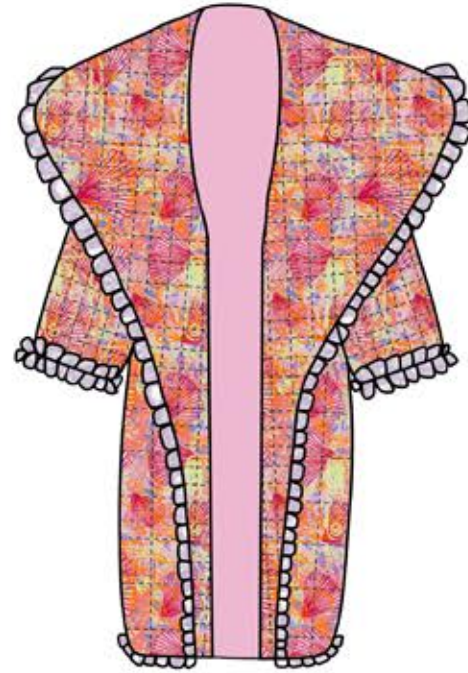








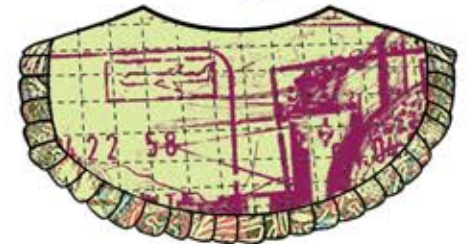
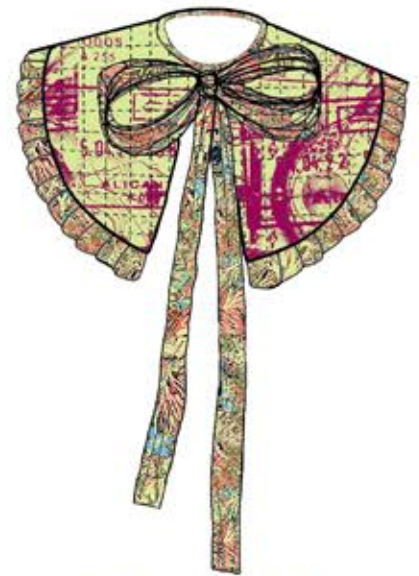
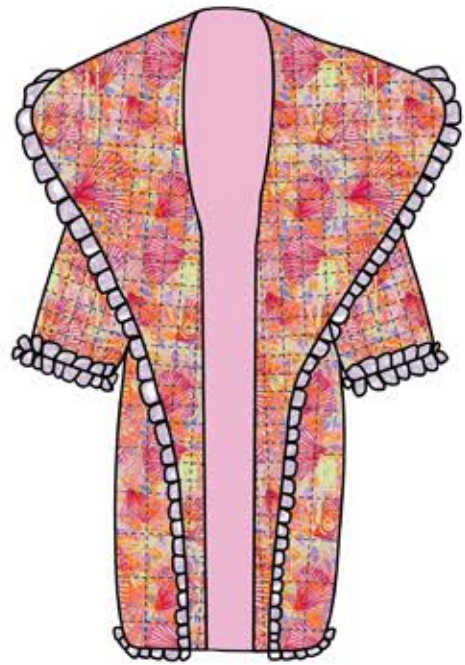




















# DESIGN FOR CHILDRENSWEAR



# DESIGN FOR CHILDRENSWEAR



# COMPETITIONS

## KORNIT DIGITAL X GFW - WINNER



Fragmented Memories is a reflection of my memories of travel over the years, with a focal point on recent travel destinations including Venice, Milan and South of Spain. These are fragments of my life and fond memories which have crafted me into who I am today, exploring the idea of experiences creating a mosaic of who you are. My catwalk collection will allow the viewer to have an insight into my travel life experiences through imagery of collected drawings, shells, stamps, tickets and photographs from these locations, sharing the importance of this with me. My print collection is designed to visually teleport viewers back to their favourite travel memories, working with colour and texture to bring these ideas back to life.

My submission presents aspects of my final major project as a BA Fashion and Textile Print student, starting with my final collection line up. This has been crafted from my visual research from the catwalk, taking inspiration from designers such as Dolce & Gabbana, Richard Quinn and Marine Serre. I wanted my garment shapes to offer opportunity for large scale print, so have designed a collection that incorporates tiers, layering, and multiple garments per outfit. This design choice has allowed me to showcase my prints on a variety of different scales and work with the idea of patchwork across tiered garment shapes. The decision to include ruffles and bows reflects nostalgia from my childhood, from clothing I wore in some of my earlier years of travel and holidays. My print collection recollects my favourite memories which I have gathered to create a personal montage of my past. I have broken down the design decisions of each of my garments, evidencing the drawings and imagery which have gone into each design. I worked on recolouring these to ensure each outfit design worked effectively, and that all four came together to create a successful collection. I have also included my toile work to date to visualise my designs coming to life and evidence my technical skill. The final part of my submission is my research board which combines the imagery that has inspired my collection the most, layered with my drawings and experimentation to evidence the link between my inspiration and my outcomes.

I made the decision to enter the GFW X Kornit Digital competition as a passionate and motivated young print designer, because I would love the opportunity to see my prints go into production in Europe. As reflected throughout my submission, travel is an important aspect of my life and to have the opportunity to travel for my print work would be an amazing experience. With a particular interest in digital print design, this competition would open a world of inspiration and opportunity for me, while being a huge help financially for the production of my final collection.





# COMPETITIONS

## SIZE X HOME GROWN

### STRAWBZ

STRAWBZ is a design inspired by the texture of strawberries and surface of their skin. I wanted to create a font that was designed with a fruit in mind and felt that strawberries would be easily recognizable and give me quite a lot to work with design wise. Initially I thought about having normal strawberry shapes with a letter inside each spelling out "Home Grown". However, I felt this was a little similar to some of my other designs so wanted to produce something different. All of my other designs have more of a shaped motif, e.g. vegetables or watering can, but for this I wanted to instead incorporate the two and just have text on the garment. I think this works well and is on trend for graphic tees, working well with pre-existing Home Grown designs. As a child we often had a strawberry plant in the garden, so this design reminds me a lot of my childhood and reflects what Home Grown means to me. Each of my designs reflect this however I think this is the most playful and I like how I have been able to reshape the strawberry design to fit each letter. I also love the touch of the little stalk on each letter and think this really helps the strawberries to be recognizable. I originally planned on keeping the text white and the t-shirt khaki green, however decided that the addition of colour would make the t-shirt funkier, and again makes the strawberries more recognizable. I wanted to keep the t-shirt a wearable, earthy colour, which I think provides a great contrast to the coloured text. I envisage this to be worn with jeans or cargos and a brighter coloured shoe to compliment the graphic of the t-shirt.



### LIFE GROWS WHERE THE WATER FLOWS

Life grows where the water flows is a design inspired by new life and the idea of seedlings starting the process of growth. This was an initial thought I had when hearing the phrase "Home Grown" so wanted to incorporate it into one of my designs. I produced my font design when looking at visuals of seedlings sprouting out of the ground. I wanted to have the letters on the top of the stem, similarly positioned to where a flower would blossom, and tried to arrange them to look as though they were blowing in the wind in slightly different directions. For me this gives the design a natural feel, with the addition of my watering can design pouring water over the seedling. I wanted this motif to be enlarged on the back of the t-shirt and then featured in the top left corner of the hoodie. I think my watering can motif is a great reflection of the phrase "Home Grown" so I wanted this to be a main feature of my design. When selecting the colour palette for this design I wanted to work with neutrals, as they are not only on trend but also used throughout existing Home Grown garments. I took inspiration from the colour palette of the environment that seedlings grow and the colours of compost. I thought this design would work well in a muted colour range and align with my inspiration imagery. I kept the design for the hood and sleeves of these garments quite basic and clear, as this works for a wearable garment design and again aligns with Home Grown designs I have researched for inspiration.



### AUBERPLANT

Auberplant is a collection inspired by the vegetable Aubergine or Eggplant and the contradiction between the two names. I have chosen to explore this because as a child I always thought these were two completely different vegetables and was unsure which was which. Not to mention - Whilst researching for this project I also found out aubergines are in fact a fruit! I wanted to make use of the purple tone I colour picked from an existing Home Grown graphic, and this sparked inspiration for the aubergine motif. For this design I also wanted to get more personal with the font and logo, so decided to design my own in a lemon-shaped motif with leaves. To me this design really says, "Home Grown", and I love how the yellow looks against the purple. I wanted to work with an earthy green for this design as I came across this colour a lot whilst researching the brand, and again thought it would compliment my motifs well. Similarly to my other entries, I wanted to place my motifs in a way that would give the classic graphic tee look, and for this design I matched the t-shirt and hoodie. I love the idea of having a larger version of the motif on the back of a garment, and a smaller one on the front left, I think this is such a wearable, popular style. I decided to add a lighter green shade to the cuffs and neckline of this design, as well as the drawstring on the hoodie. This has provided a nice contrast to the rest of the hoodie and compliments the green I have used to outline my aubergines motif. Overall, I wanted this design to be a funky and fresh creation that could be applied to both t-shirts and hoodies with bright and trendy features.

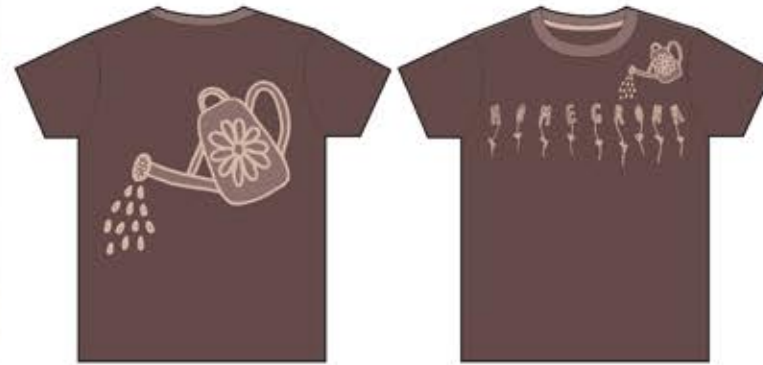


STRAWBZ



ROSIE LAUREN BROWN

LIFE GROWS WHERE THE WATER FLOWS



ROSIE LAUREN BROWN

AUBERPLANT



ROSIE LAUREN BROWN

STRAWBZ



ROSIE LAUREN BROWN

LIFE GROWS WHERE THE WATER FLOWS



ROSIE LAUREN BROWN

AUBERPLANT



ROSIE LAUREN BROWN

# COMPETITIONS

## SIZE X HOME GROWN

### WHEN LIFE GIVES YOU LEMONS

When life gives you lemons is a design inspired by the well-known phrase which is said to encourage optimism and a can-do attitude. This is a phrase that my Grandad frequently said to me growing up, so I wanted to incorporate this into one of my designs. He also loved the colour yellow, so this felt like the perfect way for me to personally interpret the design brief. When researching for design ideas I also came across visuals of pink lemonade and then pink grapefruit, which helped inspire my colour palette. I wanted to create a bright colour design so took this as my opportunity and think my final design reflects this research well. I played around with the scale and placement of my lemon motif and took inspiration from the black Home Grown hoodie shown here. I wanted to create a design slightly different to the standard hoodie with a small motif on the front left and larger motif on the back, as I have already designed some garments in this way. I decided to keep the classic look for the t-shirt to provide a bit of difference between the hoodie and t-shirt design. For the font, I wanted something fun and playful that would reflect the idea behind my design, and I think the font I selected works well here and the green and yellow tones work well together against the pink. Overall, I am pleased with this design and think it reflects an important part of my life growing up, a slightly different take on "Home Grown" than some of my other designs.



WHEN LIFE GIVES YOU LEMONS



ROSIE LAUREN BROWN

WHEN LIFE GIVES YOU LEMONS



ROSIE LAUREN BROWN

### THE VEGETABLE PATCH

The Vegetable Patch is a design inspired by the colours and textures you might find when growing vegetables at home, reflecting the idea of "Home Grown". I wanted to create a design with multiple motifs of hand drawn vegetables and use these to create my digital design. When researching the brand, I colour picked some of my favourite tones that had been used across multiple garments I found on the size? website. I worked with these throughout my design process, toning and changing them where I felt necessary to create the perfect colour palette for my graphics. I wanted my design to consist of soft, earthy tones, as I think these reflect the brand and my concept idea. Becoming familiar with the brand meant thinking about where I would place my graphics on each garment, or whether I wanted an all over print. From research I decided that I wanted to keep the design quite classic, with a motif or brand name on the front and back of each garment. I think this works with existing Home Grown garments and I wanted to create something that is wearable and in line with current collections. For the font I selected a style that felt quite textured, I thought it worked with my vegetable motifs as it has a moss-like appearance, almost as though it is growing itself. Overall, my design reflects my first interpretation of "Home Grown" and what it means to me, with memories of my Nanny's vegetable patch as a child, this brings a sense of comfort and nostalgia to me.



THE VEGETABLE PATCH



ROSIE LAUREN BROWN

THE VEGETABLE PATCH



ROSIE LAUREN BROWN

# NOMINATIONS

## THE CHILDRENSWEAR AWARD - GRADUATE FASHION WEEK

### CHILDHOOD DREAMING

CHILDHOOD DREAMING is a collection designed to explore the importance of childhood adventures and experiences, through print, design, colour, and garment shape. The initial inspiration of my collection came from looking through old holiday photographs from when my brother and I were younger, a truly nostalgic experience that I wanted to bring back to life. When researching trends and aspirational trends for Childrenswear SS25, I came across the suggestions of trends such as "Summer Voyage", "Beach Stripes" and "Upcycling", all of which I felt could be worked with for my holiday-reminiscent collection. I began to draft some garment shapes and ideas from my favourite photographs, which sparked the shapes and outlines for some of my final garments. This made my collection personal to me which I love, leading me to use these photographs in collaged illustrations, giving each model their own personality.

The inspiration behind my print designs came from recent holidays and trips, where I collected stamps, shells, primary drawing, and different types of memorabilia. These print designs were also featured in my womenswear graduate collection, so this project was an opportunity to visualize them for a different market. My colour palette is inspired by the beautiful colours featured in Murano glass, giving me a bright and varied selection of colours to work with. I adjusted some colour ways throughout the print application stage to show how different each print can look with a little bit of recoloring, and how these designs can be adapted to both Boys and Girls clothing, ages from ages 2 to 6. I researched aspirational trends to identify and gain inspiration of suitable fabrics for my garments, before beginning to make several pieces in my printed fabric, and upcycling t-shirts with my print motifs.

ROSIE LAUREN BROWN



### PRINT DESIGN COLLECTION



### PRINT APPLICATION



### RANGE PLAN - TECHNICAL FLATS



### FINAL COLLECTION LINE-UP



### UPCYCLING T-SHIRTS

I wanted to include upcycling as part of this project, as children are constantly growing in and out of clothes, so I knew I would be able to work with some pieces from a charity shop. I spotted these plain Next t-shirts which were perfect for what I had in mind - personalizing t-shirts with my print motifs. I bought a white, navy, and orange tee and selected the motifs that I wanted to stitch to each. Below are some initial design ideas which I worked from to find my favourite three variations.



INSPO PIC: My brother Aaron - age 3

I selected motifs that would allow these tees to be unique pieces that can be worn time and time again and passed down or donated once grown out of.



### PHOTOSHOOT - UPCYCLED T-SHIRTS



### FINAL GARMENTS



# NOMINATIONS

## THE ZANDRA RHODES FASHION TEXTILE AWARD - GRADUATE FASHION WEEK

### FRAGMENTED MEMORIES

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My submission presents aspects of my final major project as a BA Fashion and Textile Print student, starting with my trend and visual research. I wanted my garment shapes to offer opportunity for lots of prints, so have designed a collection that incorporates tiers, layering, and multiple garments per outfit. This design choice has allowed me to showcase my prints on a variety of different scales and work with the idea of patchwork across tiered garment shapes. The decision to include ruffles and bows reflects nostalgia from my childhood, from clothing I wore in some of my earlier years of travel and holidays. My print collection reflects my favourite memories which I have gathered to create a personal montage of my past. I have broken down the components of each of my outfits, evidencing the technical flats, showing the garments that go into each outfit, as well as my range plan. My illustrations accurately represent my final collection line-up, alongside my final garments being presented in both location and studio shoots.

ROSIE LAUREN BROWN

