



MY COLLECTION IS A KNITWEAR-FOCUSED WOMANSWEAR COLLECTION, THE MAIN AIM FOR THE COLLECTION IS TO MAKE WOMEN FEEL BEAUTIFUL, AND COMFORTABLE IN THAT FLATTER MANY DIFFERENT BODY TYPES. MY COLLECTION'S MAIN SOURCE OF INSPIRATION WAS DRAWN FROM PERSONAL MEMORIES AND THE FACTORS THAT CAN TRIGGER THESE MEMORIES AFTER LOSING LOVED ONES. I STUDIED DIFFERENT FLOWER SPECIES THAT RESONATED WITH THE SYMBOLISM, I LOOKED AT HOW FLOWERS CAN BRIDGE THE FEELING OF GRIEF BY PLACING ARRANGEMENTS ON A GRAVE TO HOW THE SCENT OF FLOWERS CAN INFORM AND TRIGGER SO MANY CONOTATIONS. I AM DRAWN THE TEXTURE, COLOURS AND THE BEAUTIFUL ORGANIC FORMS THAT FLOWERS BRING TO THE WORLD. I USED THESE KEY FACTORS TO INSPIRE MY MATERIAL RESEARCH THROUGH VARIOUS KNITTING TECHNIQUES AND YARNS I AM AIMING TO CREATE FABICAS THAT REPRESENT THE DIFFERENT FLOWERS' KEY FEATURES.

CONCEPT

ANOTHER SOURCE OF MEMORIES THAT INSPIRED MY COLLECTION WAS PHOTOGRAPHS TAKEN BY MY FAMILY MEMBERS ON OUR HOLIDAYS TO CUBA OF THE SURROUNDINGS. I WAS DRAWN TO THE CONTRAST OF THE INEVITABLE STATE OF THE COUNTRY IN THE FORM OF POLITICS AND CURRENT AFFAIRS BUT IN CONTRAST THE BEAUTY AND VIBRANCY OF THEIR NATURAL ENVIRONMENT AND HOW BRIGHT AND UPLIFTED THE PEOPLE OF CUBA ARE DESPITE THE STRUGGLES THEY FACE. THIS INSPIRED MY COLLECTION TO HAVE A LARGE AMOUNT OF CONTRASTING FACTORS BUT OVERALL BE VIBRANT AND BRING JOY TO THE VIEWER AND WEARER.

THROUGH MY COLLECTION I ALSO WANTED TO CELEBRATE WOMANHOOD AND CELEBRATE FEMINE THINGS SUCH AS THE PROGRESSION OF DRESS, FROM WOMEN HAVING PRESSURE TO DRESSING A CERTAIN WAY TO CELEBRATING WEARING UNDERGARMENTS AS OUTERWEAR. THROUGH THIS I WANTED TO DELVE INTO THE IDEA OF BEAUTY, POWER AND DELICACY BY LOOKING AT HISTORICAL LINGERIE AND CONTEMPORARY LINGERIE AND THE PRESSURES THAT WOMEN THROUGH HISTORY HAVE FACED WITH HAVING TO MEET UNREASONABLE STANDARDS AND HAVING TO RELY ON MALES FOR SUCCESS AND WOMEN HAVE OVERCOME AND FOUGHT ALL OF THE OPRESION THAT FACED WOMAN TO HAVE THE FREEDOM OF EXPRESSION WOMAN HAVE TODAY.

CUSTOMER PROFILE

MY CUSTOMER CAN BE WOMEN OF ANY SHAPE, SIZE AND BACKGROUND. MY DESIGNS ARE FOR ANYONE WHO ENJOYS DRESSING FEMININE AND FEELING CONFIDENT IN THEIR CLOTHES. THEY ARE A BOLD DRESSER WHO SEES FASHION AS A FORM OF SELF-EXPRESSION; THEY ARE NOT AFRAID TO DRESS BRIGHT AND BOLDLY! MY CUSTOMER APPRECIATES CLASSIC STYLES OF KNITWEAR AND TAILORING WITH A PER-

SONALISED SPIN TO MAKE THE PIECES UNIQUE. MY COLLECTION WILL BE TO FLATTER ANY BODY TYPE AND CELEBRATE THE FEMALE FORM. THE COLLECTION AIMS TO PROVIDE ENOUGH STRETCH AND COMFORT THAT THEY SHOULD BE WORN BY A WOMAN COMFORTABLY THROUGHOUT THE CHANGES A WOMAN'S BODY ENCOUNTERS THROUGH THEIR LIFE CYCLE.





MAGAZINE REFERENCES



CON
TEXT
FOR
DESIGN
SIGN

AHLUWALIA X MULBERRY 2021



MAXFIELD LA



BEKA CHOKOSHVILI PHOTOGRAPHY

ERDEM S/S2024



LECLAIREUR



GROWING UP AND VISITING THIS BEAUTIFUL COUNTRY CAUSED A FASCINATION WITHIN ME; EVERYTHING WAS SO INTERESTING AND UNIQUE FROM THE NATURE, PEOPLE AND THE POLITICS. CUBA IS BEAUTIFUL ON THE SURFACE WITH ITS TROPICAL CLIMATE; IT HARVESTS SOME BEAUTIFUL EXOTIC BLOOMS. I ALWAYS REMEMBER THE GORGEOUS BUSHES OF WILDFLOWERS BLOOMING WITH THE BRIGHTEST FLOWERS. HAVING SUCH A COMPLICATED POLITICAL STATE THAT'S FOREVER IN THE CENTER OF CONTROVERSY. WITH THE COMMUNIST STRUCTURE WHEN



THE PEOPLE OF CUBA FOLLOWED, I REMEMBER BEING SHOCKED AT HOW LITTLE THE LOCALS HAD, HOWEVER, THE ONE THING THAT STUCK IN MY MIND WAS HOW HAPPY EVERYONE WAS AT ALL TIMES. THESE ARE BEAUTIFUL MEMORIES THAT WILL FOREVER BE CHERISHED. CUBA WAS THE PLACE OF MY PARENTS WEDDING AND IT HAS GREAT IMPORTANCE IN ALL OF OUR LIVES; IT EMBODIES SO MANY VALUES THAT MY FAMILY STAND-BY, HEALTH AND HAPPINESS OVER MATERIALSIC MATTERS.

CUBA/ MEMO- RIES



FLOWERS

My research themes were sparked by my personal journey with grief following losing two of my closest loved ones. I wanted to look at how I could capture the idea of paying respect through placing flower arrangements. I feel most connected to my late family members when I pick out flowers that remind me of nicer times and memories shared with them and place them in their resting place. This is where the idea of flowers and their symbolism came into my research

I became interested in how scent can trigger emotions and memories. I began thinking about how the scent of La vi esta Belle by Lancome reminds me of my late gran and specific times we shared. I then looked at fragrance campaigns and how they demonstrate the expression of scent and capture emotions to signify the fragrance ingredients.

As my collection is a celebration of the female species and the changes the female body undergoes through life. I thought an interesting research point would be lingerie and how these garments are used to flatter the female form and through history, they have been used to accentuate specific features of the body. I found a particular interest in bloomers as a female I am most self-conscious about my thighs and could never imagine wearing bloomers which add volume to the upper leg area. This is something I would like to develop into my design but think of a way to develop bloomers into a garment that flatters the modern woman also.

As a starting point for knitwear research, I began to think of different ways in which I could create soft structures that flatter and stretch across the female form. I like the idea of focusing on ribs and pleats as techniques as these allow for the most stretch and can be used to flatter the curves of the body. I also will develop ideas for twisting and layering knitted fabrics in my designs.

RE-SEARCH



I began exploring ways that I could combine knit and print to create highly textural and detailed fabrics to bring colour into my collection. I explored a technique called Devore in which I plated two coloured yarns together and then screen printed devore paste to burn away the cellulose fibres leaving behind the man-made fibre. This technique creates an interesting print. I drew the beginning colour palette inspiration from some primary images from my Cuban holidays. The bright and bold colours are what I was drawn to. I then began knitting using various techniques before draping them and collaging with these to bring garments to life.



MATERIAL RESEARCH





Bringing the collection to life I began thinking of the placement of samples and colour to create a realistic vision of the collection. I am really enjoying the knitted parts of the development so keep highlighting the development of fabrics I am creating.

KNIT DEVELOPMENT





This is a documentation of the journey of production of outfit one in my collection. This outfit is fully knitted with many layers showcasing my different techniques and colours. The sleeves and trousers consist of experimentation of rib and full needle to create these puffs of volume in the garments. The top and skirts are the pieces in which I will showcase my devore technique to bring that bright pop of colour. Along with a neon green knitted bra which provides a vibrant contrast to the softness of the pink.

After developing through sketching and prototyping it is time to start bringing the looks to life as my outfits are majority knitwear it is difficult to tell what the final product will look like through prototyping. Prototyping is only required to assist with calculations. So knitting and creating the final shapes is super exciting seeing my vision come to life. This outfit is a super experimental combination of print and knit and again brings the idea of underwear as outerwear with the bra being layered over the blouse.



OUTFIT 3

KNIT DRESS

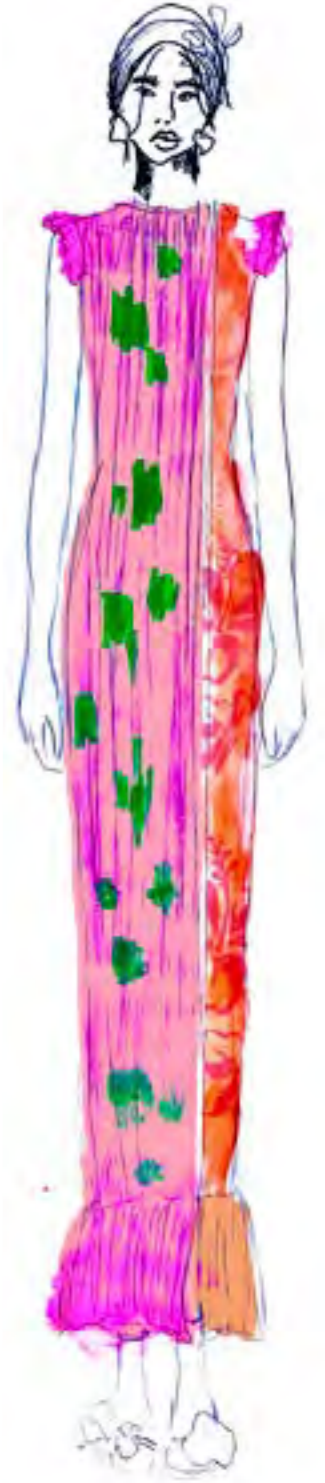
For my showpiece of the collection, I wanted to focus on my knitting skills and showcase the techniques I have developed throughout my studies. I wanted to create a column dress that brought together all the colours and techniques from the collection into one garment. So this is how the production of the dress happened. The dress is a fully fashion knitted garment that consisted of half rib and half single bed knitting, then both panels were Devored to bring a print into the garment and tie it in with the rest of the collection.

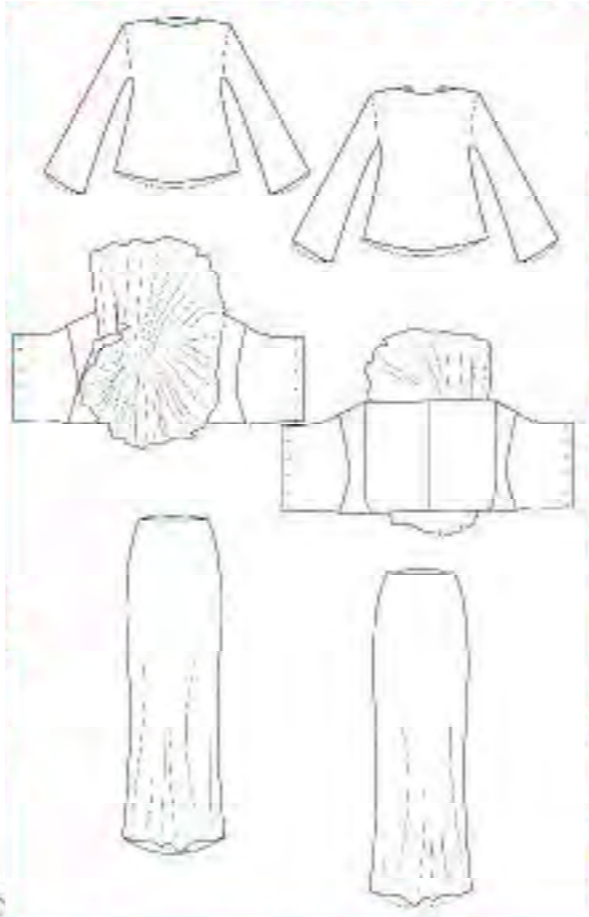
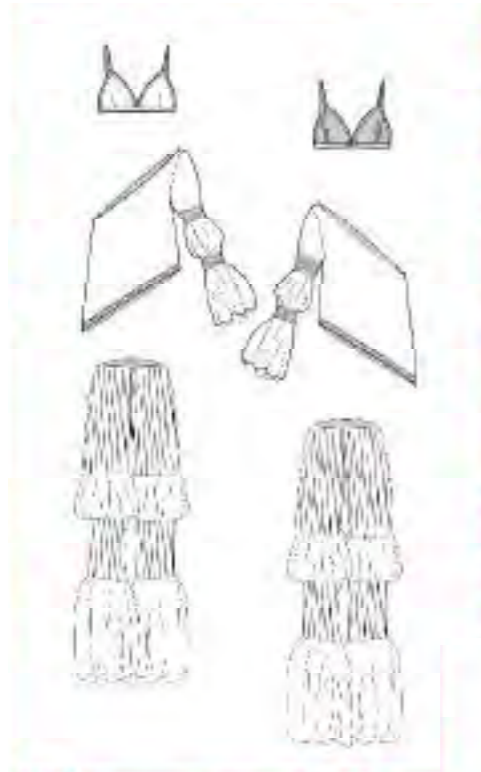


MANUFACTURE



ILLUSTRATIONS





RANGE PLAN





