

# HIRAETH

MEGAN ELEN DESIGNS



# HIRAETH

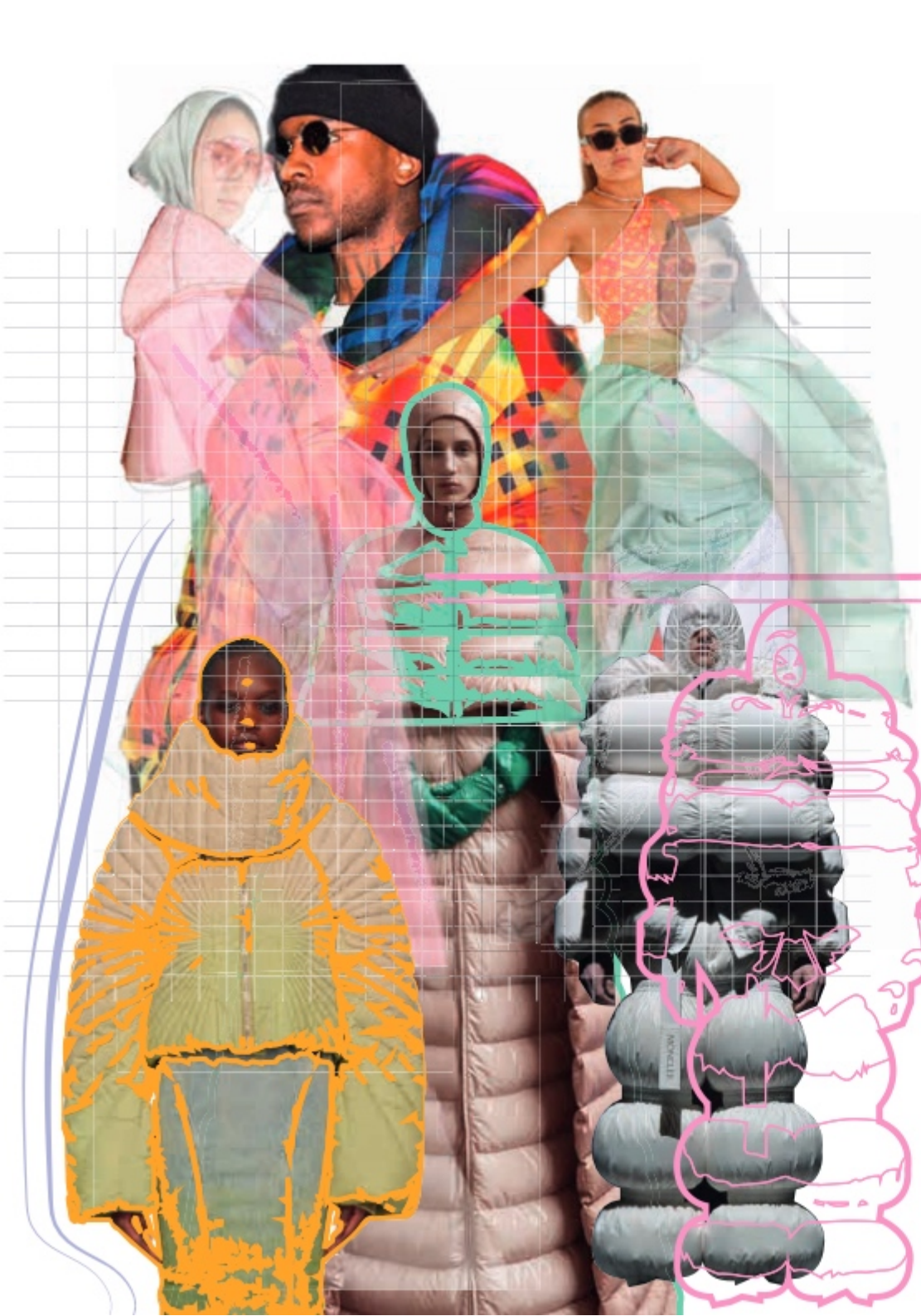
Hiraeth is a collection combining the timeless elegance of the Welsh lady costume and urban streetwear. The collection embodies a sense of freshness and nostalgia but also a longing for the cultural heritage of Wales whilst embracing the edgy, contemporary vibe of modern day street fashion. Hiraeth captures the essence of tradition and modernity, inviting wearers to explore a journey that transcends time and place.



Pantone 211
Pantone 1585
Pantone 270
Pantone 109
Pantone 345

FABRIC AND COLOUR





## **STREETWEAR**

**Streetwear is now a pinnacle of everyday fashion, merging urban culture with high street styles and athletic wear. It's a platform for transcending boundaries, encouraging self-expression and reshaping the fashion industry with its blend of comfort, attitude and individuality.**

**I am using these factors and combining them with the welsh lady costume, using elements such as the puffa jacket, cargo trousers and shirts to create a more modern version of the welsh lady costume.**



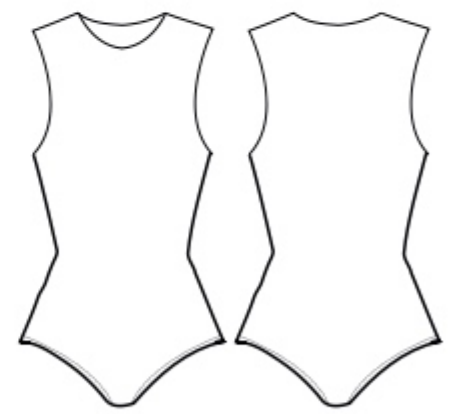
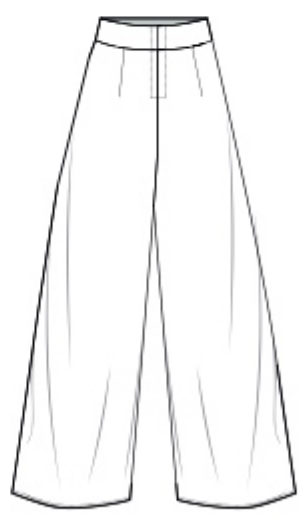
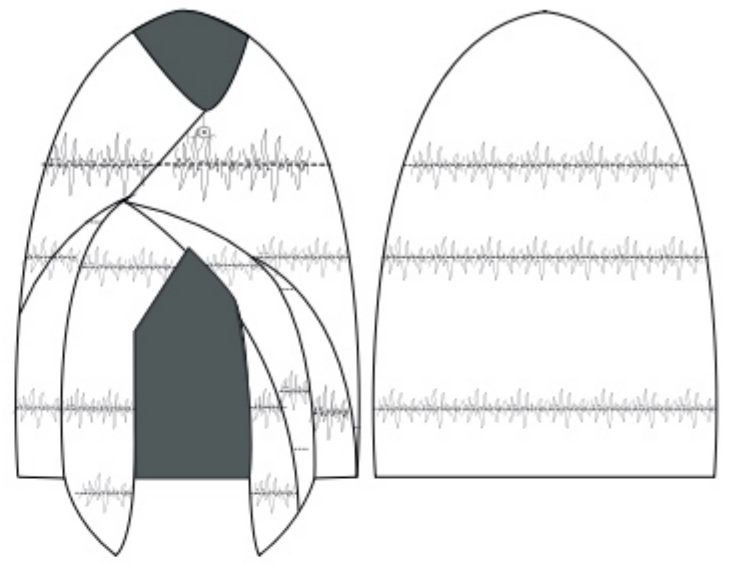
## THE WELSH LADY COSTUME

The origins of the Welsh lady costume stem from being a simple rural working dress. Mostly made out of traditional Welsh wool and flannel, the costume would be considered “the height of fashion” with women cutting pieces of the skirt to make the petticoat as it was the most stylish part.

There are many factors of the Welsh lady costume that I have taken into my design process including the layers of the skirt and the shape of the shawl. I have also taken inspiration from the Welsh lady hat and added the aspect of making it into a bucket hat.

# HIRAETH

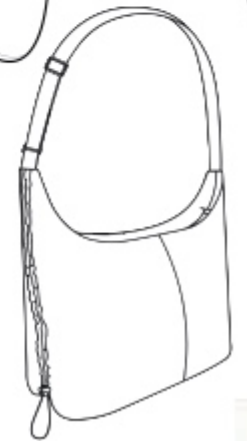
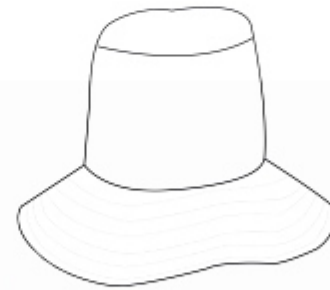
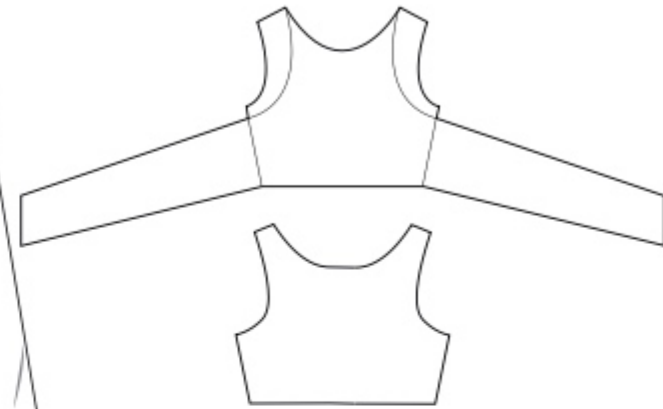
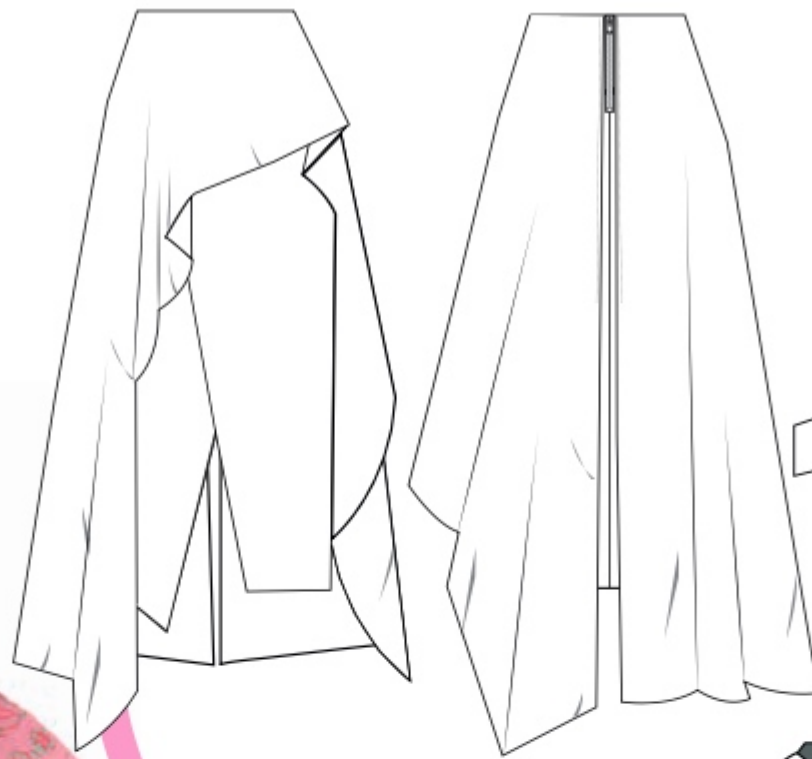




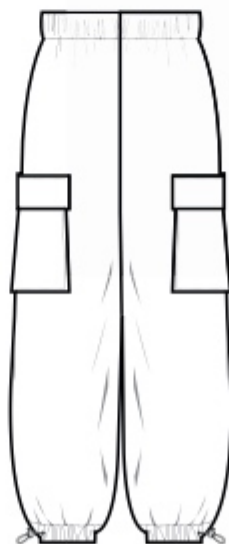
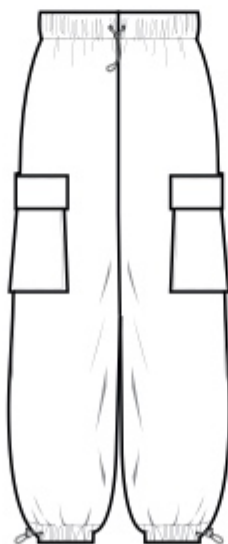
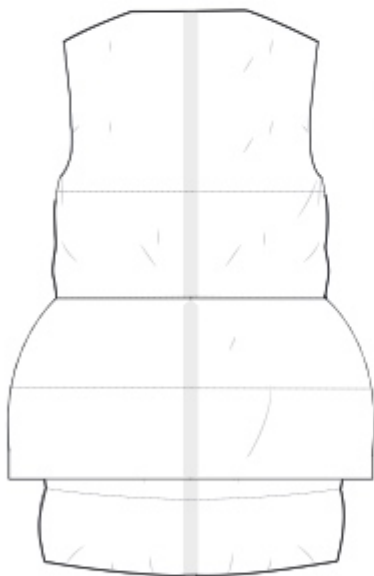
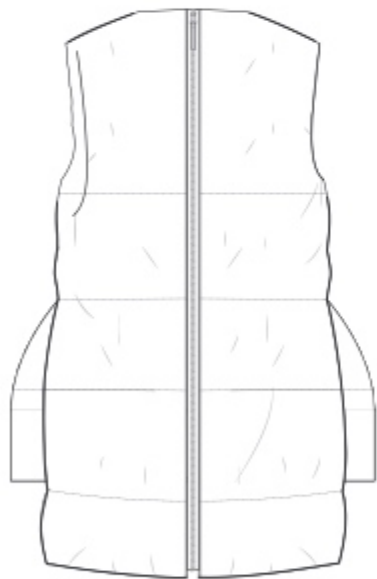
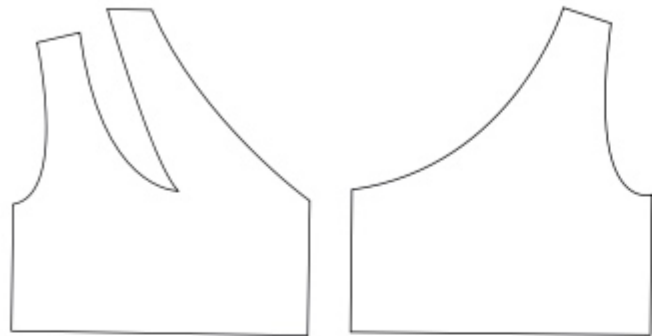
# LOOK 1



# LOOK 2



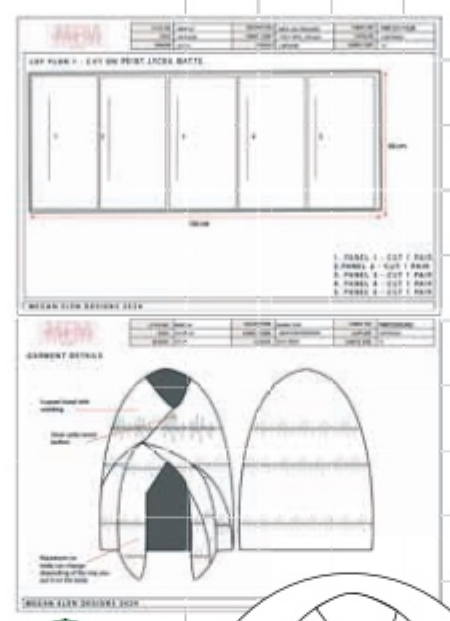




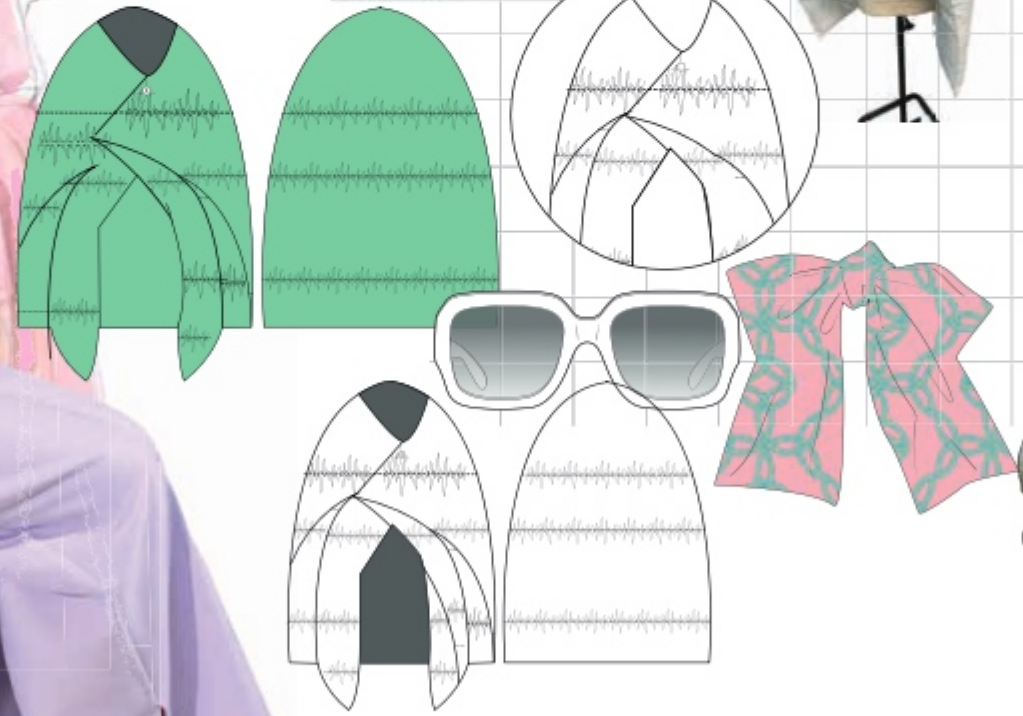
LOOK 3



TRIAL AND ERROR WITH INITIAL TOILE



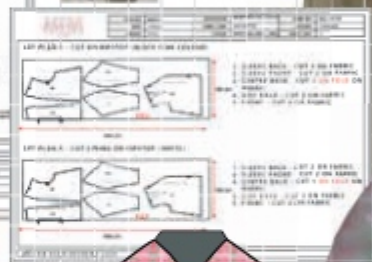
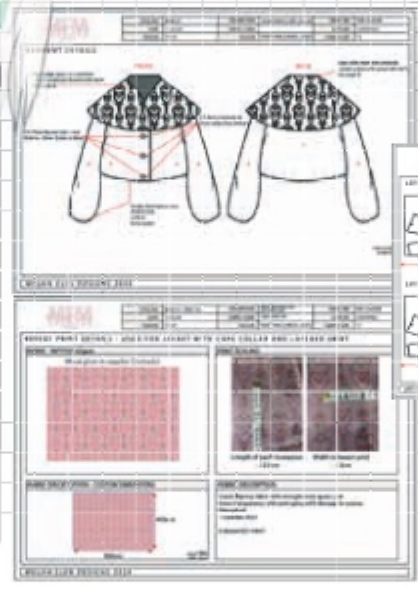
TOILE SAMPLES ON STAND

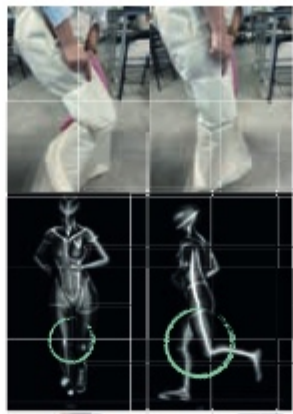
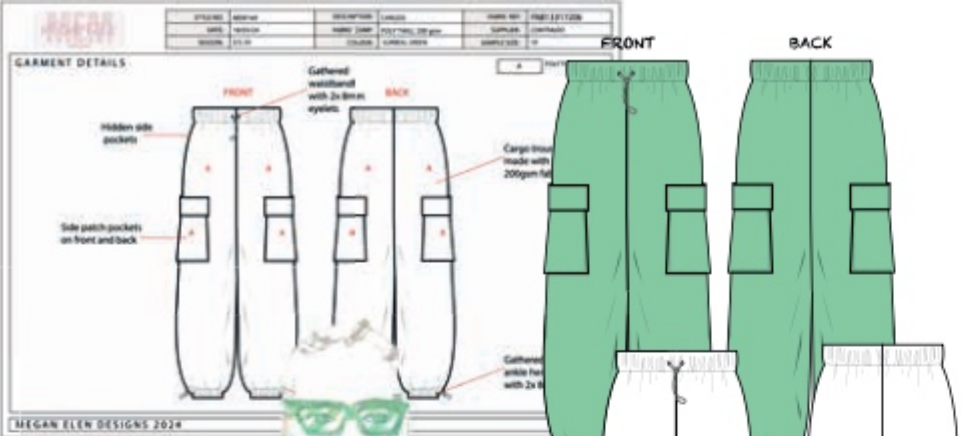


DESIGN DEVELOPMENT - LOOK 1

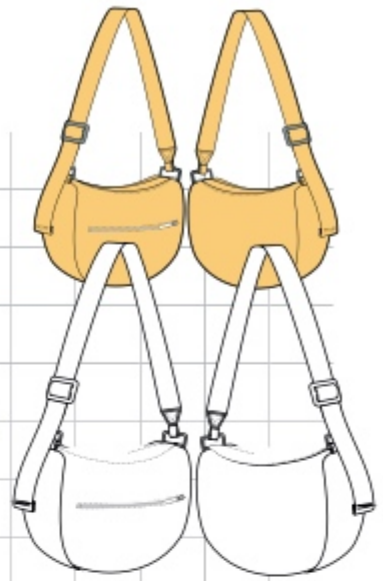


RESEARCH DEVELOPMENT

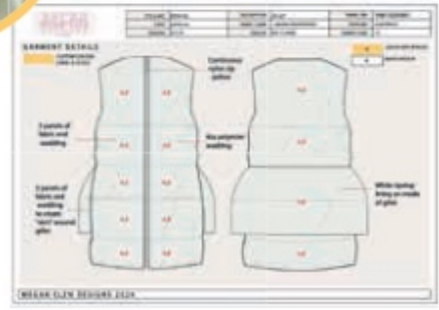
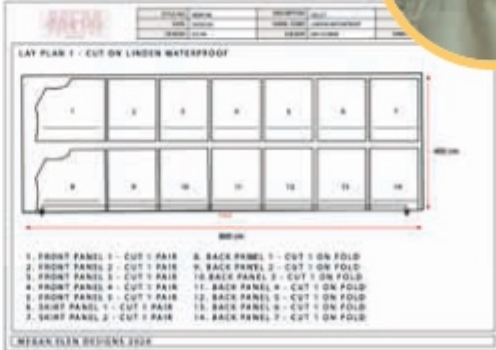
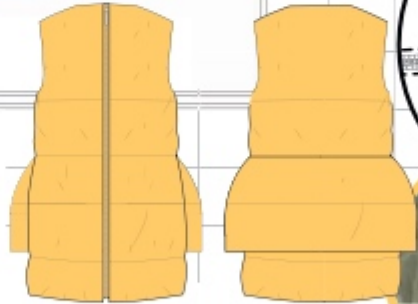


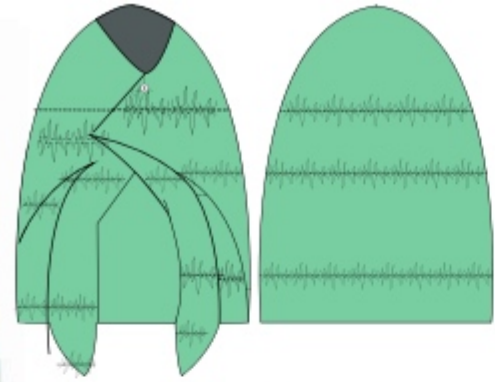


**TOILE DEVELOPMENT**

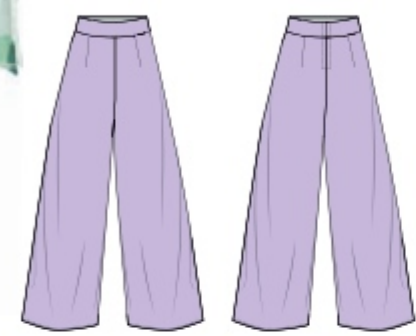


**TOILE DEVELOPMENT**

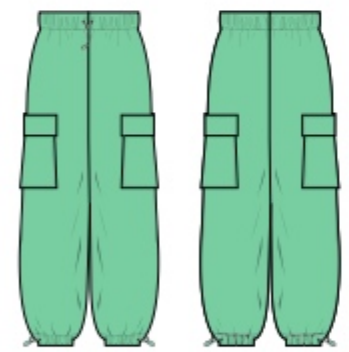




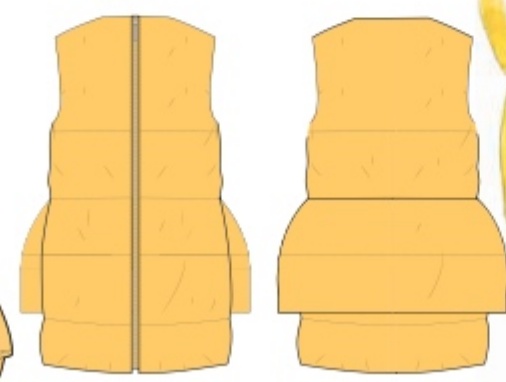
MEM 167 PUFFER SHAWL



MEM 168 WIDE LEG TROUSERS



MEM164 CARGO TROUSERS



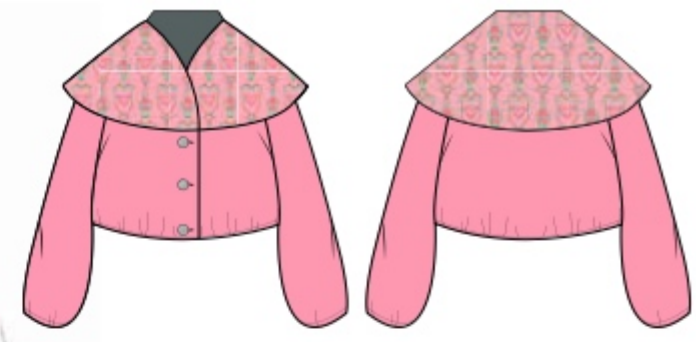
MEM166 GILLET



MEM 169 BODYSUIT



MEM165 ONE SHOULDER CROP TOP



MEM 161 JACKET WITH CAPE COLLAR



MEM 162 LAYERED SKIRT



MEM 163 TOP WITH BOW





MEM 170 SLOUCHY JEANS



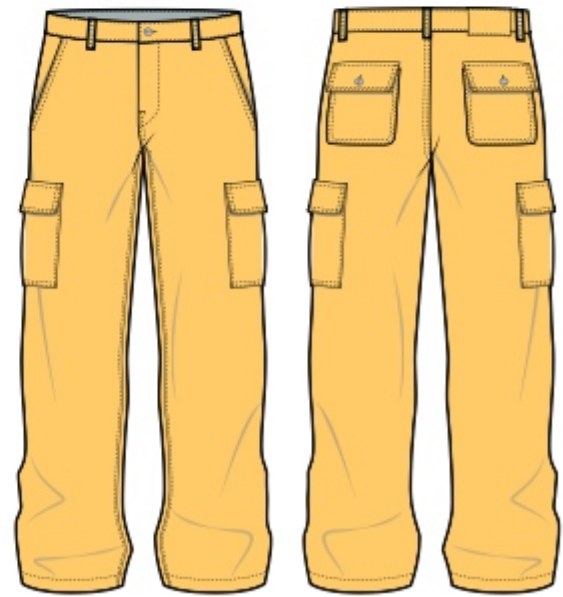
MEM174 TWISTED TSHIRT



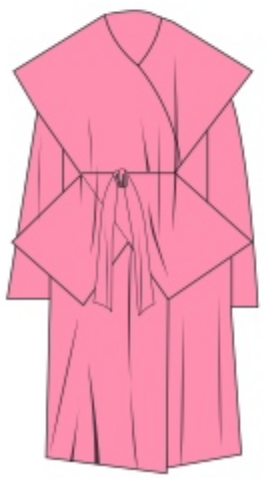
MEM175 TRENCH COAT



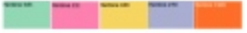
MEM 171 LONG SLEEVE COVER UP



MEM176 STRAIGHT LEG CARGOS



MEM 172 COAT



MEM 173 UNDER GARMENT





SHOULDER BAG



BUCKET HAT



HAIR BOW



SLING BAG

# ACCESSORIES RANGE PLAN

