

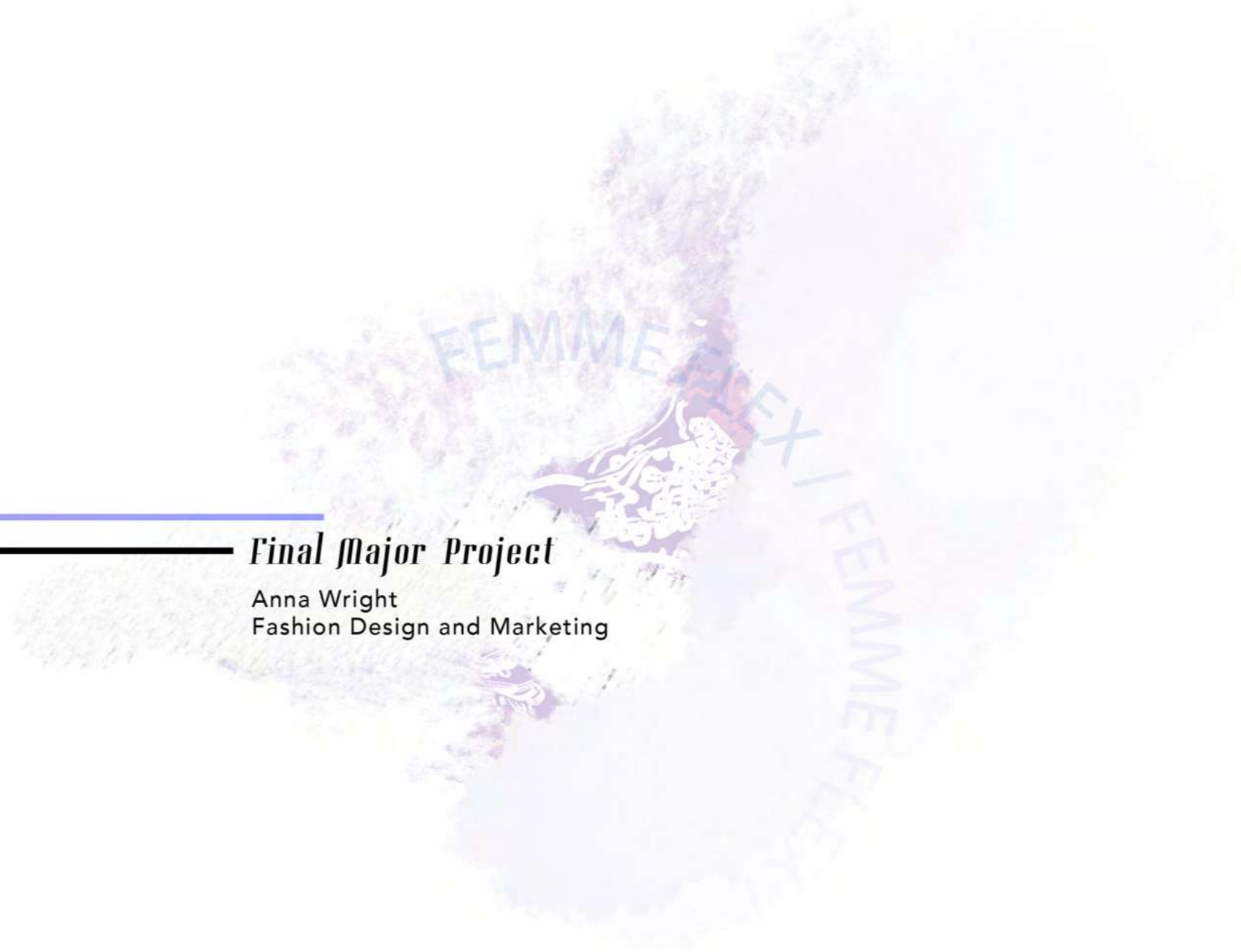


Femme Flex  
Period-proof Activewear

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*Final Major Project*

Anna Wright  
Fashion Design and Marketing















Femme Flex  
Period-proof Activewear

Brand Ethos



LOVE YOUR BODY.  
EMBRACE YOUR INNER GODDESS.

Femme Flex believes in reducing the stigma against periods and enhancing the empowerment of those who menstruate. Femme Flex aims to provide engagement within the conversation of period positivity and the celebration of other's bodies. The brand also wants to help reduce fast fashion along with its negative environmental impacts. All Femme Flex products are therefore developed with a mixture of recycled, organic and biodegradable materials which are less harmful to the planet as well as our bodies. The brand further believes in menstruators having access to stylish and dynamic products that are comfortable but also chemical free. Femme Flex aims to help others find comfort and necessities they may have never experienced and potentially renew their relationship with their body.





Femme Flex  
Period-proof Activewear

Femme Flex love to provide joyful, vivacious and sculpting activewear as well as a safe haven of adventure. A heavily important factor to the brand is the comfort of customers and positively enhancing daily lifestyles. The brand believes the experiences surrounding menstruation should not be pushed aside but shared with others so we can learn together. Femme Flex's aim is to provide a space for discovery and empowerment.



**F E M M E F L E X**  
Period-proof Activewear

We at Femme Flex care about our Belfast community feeling comfortable, at ease and empowered all year round.

At Femme Flex, we want you to feel heard and we aim to enhance period positivity for all those who menstruate.



Brand Values

VIBRANCE  
CONSIDERATION  
EMPOWERMENT

RESPONSIBILITY  
INCLUSIVITY

QUALITY  
ADAPTIBILITY  
COMMUNITY

Femme Flex believes it is vital to be transparent with the process and development of the brand and strive towards reducing waste by using recycled materials. A primal focus for Femme Flex is also the beauty of individual bodies and providing a nurturing environment for others to flourish.

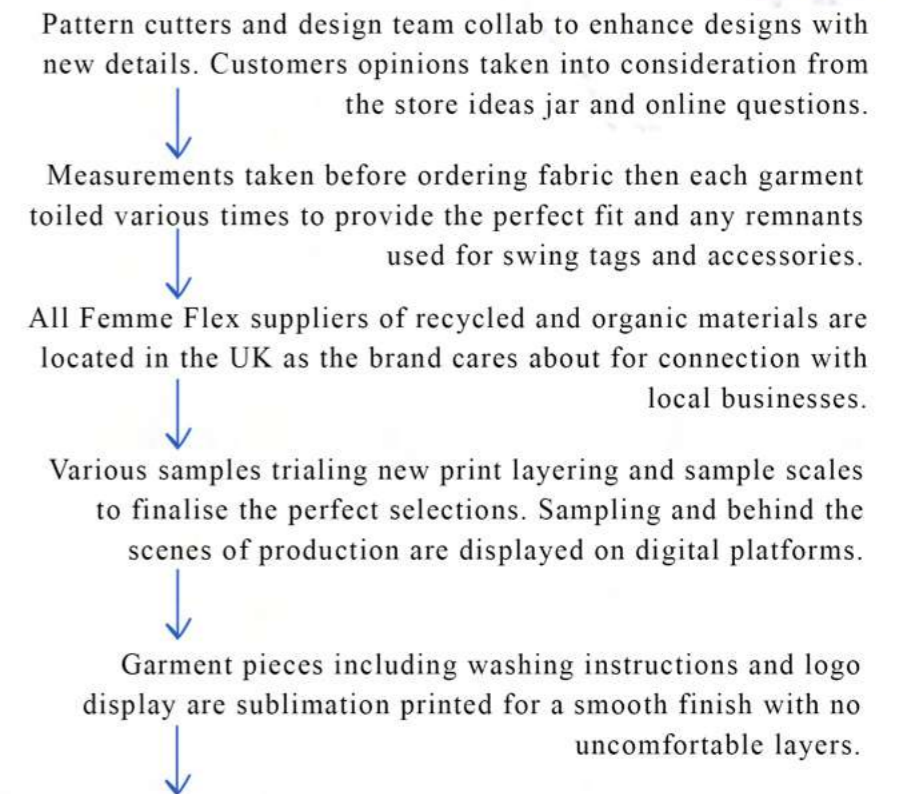
Femme Flex believes their garments are staple pieces and investments into the period positive movement. Femme Flex offers differing flow levels for versatile lifestyles. Another important factor for Femme Flex is others having the resources they deserve, therefore they collaborate with the homeless period charity in Belfast.

All items are packaged with recycled materials and a remnant made bag. The brand offers mending to any potential faulty items received and any worn items that have been damaged after time

Garments are sold in-store, and online via the Femme Flex website. Any unsold items are kept for future use and donated to Belfast homeless period as Femme Flex believes the items should never be thrown out but always provided to someone who will appreciate their use.

Collections are ethically manufactured in the UK based factory.

Product lifecycle





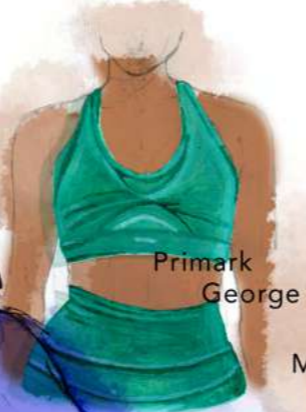


Femme Flex  
Period-proof Activewear

FROM LOUNGEWEAR TO  
TECHNICAL SPORTSWEAR



Low price



Primark  
George

Missguided

H&M

Ryderwear

Gymshark  
Alphalete

Zara

Fast Fashion

Sustainability

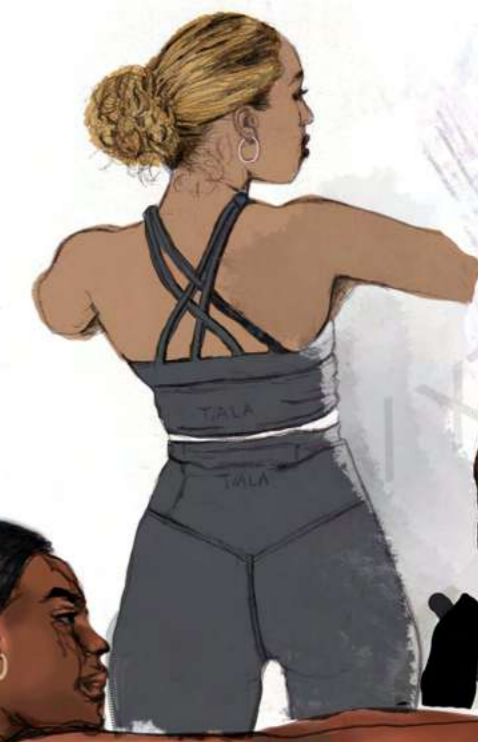
Purusha People  
Bamboo clothing  
Hara the label  
Girlfriend Collective  
Femme Flex

Burberry  
Gucci

High price

Lululemon

Fabletics



Market Level

Femme Flex curates collections based on consumer practical necessities as well as aesthetic style needs. Femme Flex believes in investing in products and having your products positively impact your everyday lifestyle. Featured is a selection of Femme Flex competitors including renowned activewear brands Gymshark and Tala as well as other period-proof clothing-based brands including Modibodi and Wuka.









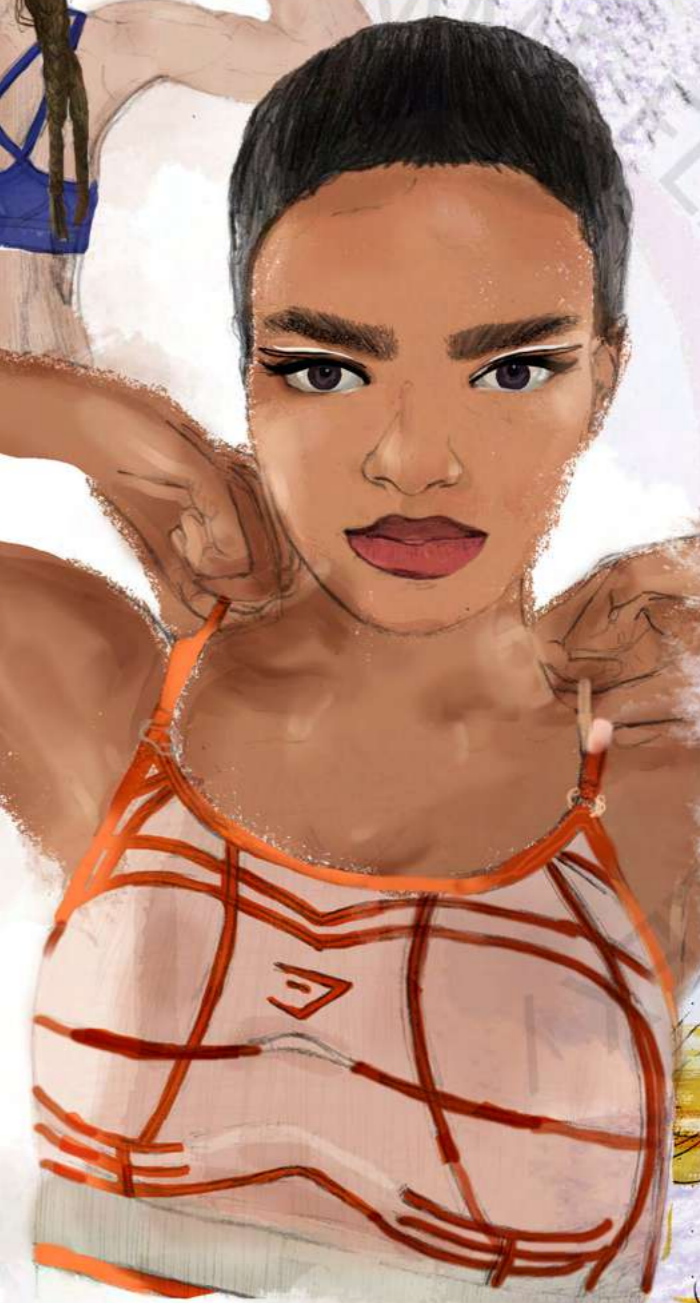
Femme Flex  
Period-proof Activewear

FEMME FLEX / FEMME FLEX / FEMME FLEX

Femme flex's potential customer enjoys being active whether it be yoga, tennis matches, weight lifting or running. The customer loves to nourish and appreciate their body. The customer also loves plants, art, independent small businesses, markets and bookstores. She also tries to live a sustainable lifestyle as much as she can and opts for more sustainable buying options. Fmme Flex's ideal customer is compassionate and supportive who cares for peoples rights, period positivity and believes everyone should live without discrimination.



Customer



FEMME FLEX / FEMME FLEX / FEMME FLEX

FEMME FLEX / FEMME FLEX / FEMME FLEX





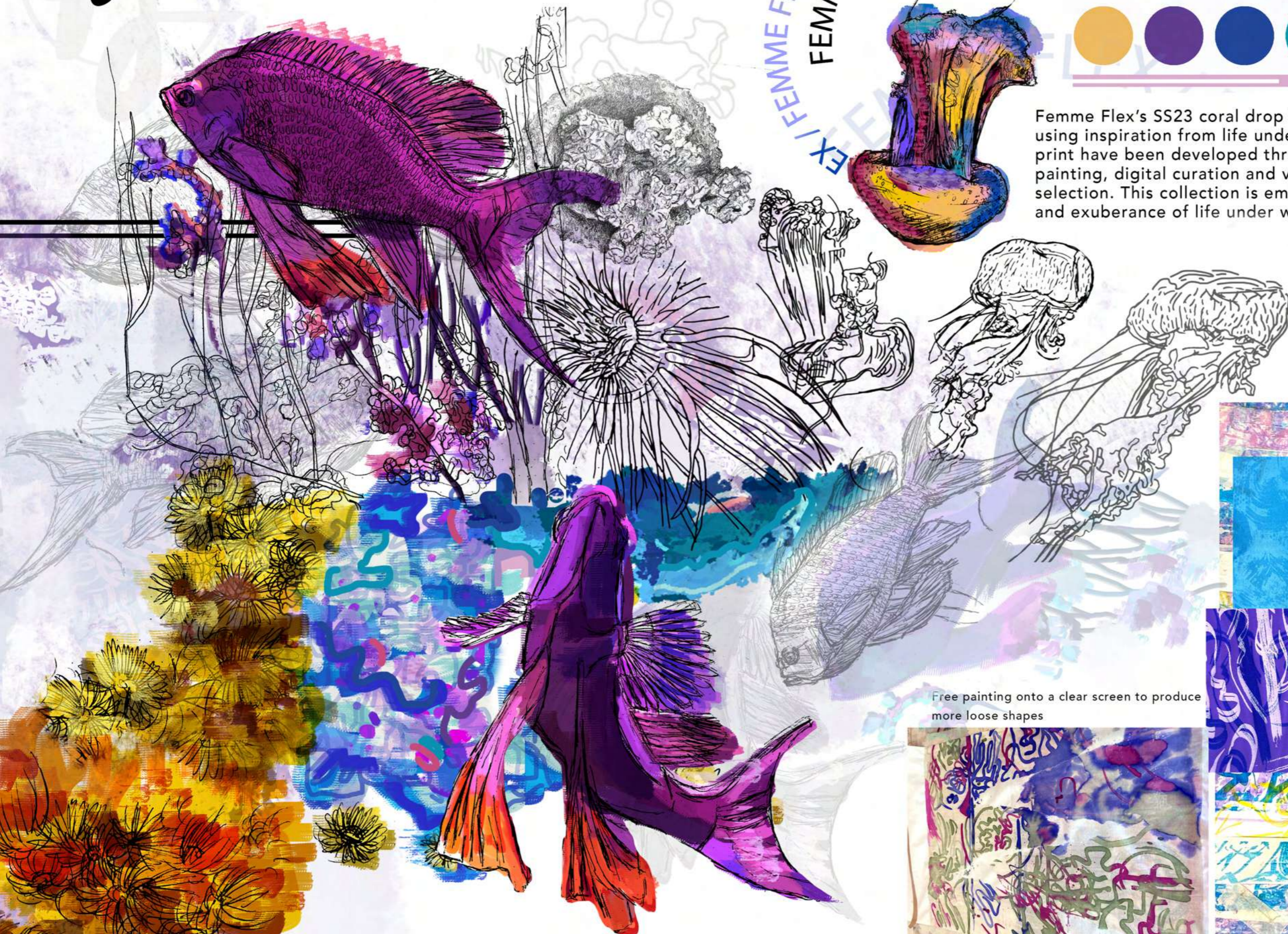
Femme Flex  
Period-proof Activewear

FEMME FLEX / FEMME FLEX /  
FEMME FLEX / FEMME FLEX /

Colour and concept



Femme Flex's SS23 coral drop has been curated using inspiration from life under water. Colour and print have been developed through abstract ink painting, digital curation and vibrant colour selection. This collection is embodying the movement and exuberance of life under water.



Free painting onto a clear screen to produce more loose shapes







Femme Flex  
Period-proof Activewear

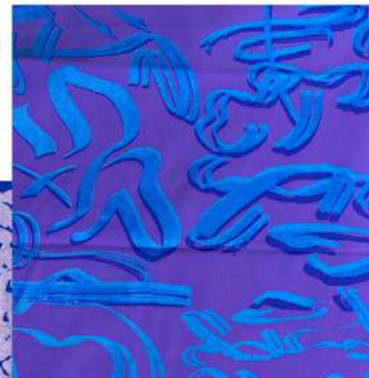
Selection of initial print development



Sublimation trials

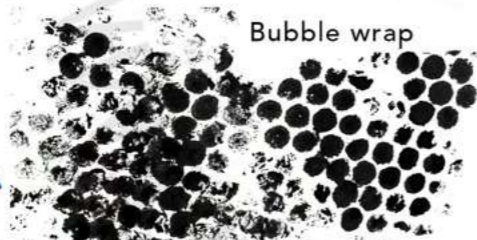


Printing samples trialing  
opaque and standard  
elastil binder



FEMME FLEX / FEMME FLEX /  
FEMME FLEX / FEMME FLEX /  
FEMME FLEX / FEMME FLEX /

Abstract ink drawings inspired by aquarium photos and under water life movements. Drawings then developed with screen printing, edited digitally and developed further with sublimation trials.



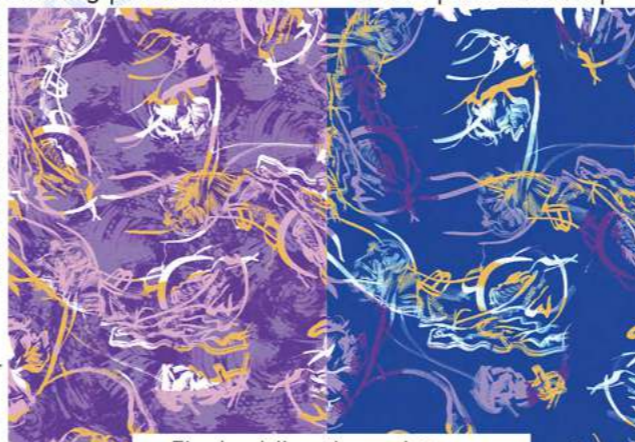
Bubble wrap



Swirling print combined

Colour palette revamp

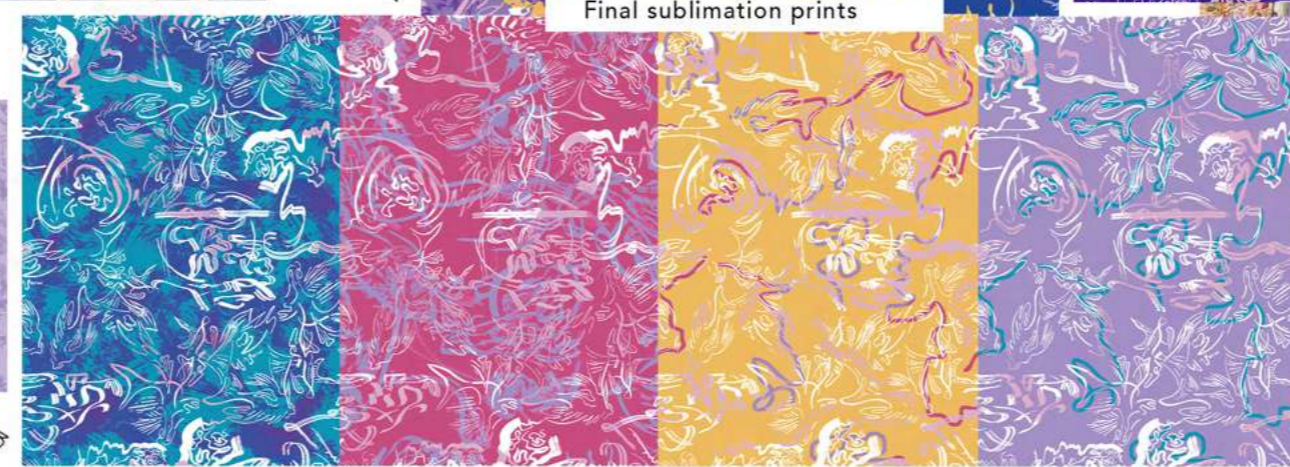
Colour and print



Favourite screen printing  
versions into sublimation trials



Final sublimation prints



Swirl layer under coral

Jellyfish and coral print

Print revamp with adjusted colour  
tones and layering

Print ideas







Femme Flex  
Period-proof Activewear

**Fabric and trims**

Femme Flex's SS23 collection consists of colourful, printed and comfortable organic, recycled and biodegradable fabrics as well as quality, detailed trims. This collection also investigated the gusset fabric layers and experimented with absorbancy variations to provide strong flow options.

Printed recycled nylon, bamboo jersey, thick elastic, sports stretch mesh, recycled ripstop nylon, recycled polyester, recycled mesh sports lining  
Trims: white cotton piping, printed cotton piping, metal eyelets, elastic cord and metal toggles



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**Flow Light**



Bamboo jersey + Black transwick recycled PUL x-fit sports jersey + Prosoft lightweight PUL recycled+ Recycled Nylon

**Flow Medium**



Bamboo jersey + Black transwick recycled PUL x-fit sports jersey + V2 recycled PUL+ Recycled Nylon

**Flow Heavy**



Bamboo jersey + Black transwick recycled PUL x-fit sports jersey + Repreve waterproof PUL + Recycled Nylon

Gusset layer variations experimenting



FEMME FLEX / FEMME FLEX / FEMME FLEX / FEMME FLEX





# Femme Flex Period-proof Activewear

Swimsuit silhouette used to create top fit

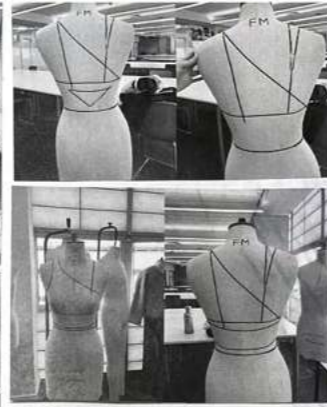
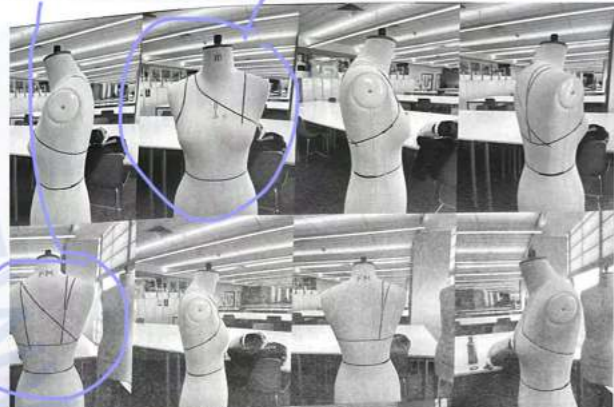
Straps - halter neck trial with paper



## Top Design development

Love the crossover straps

Asymmetrical strap - love

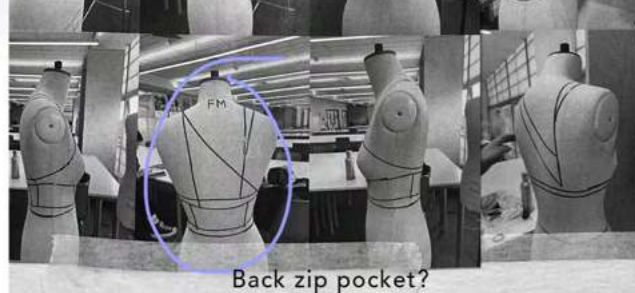
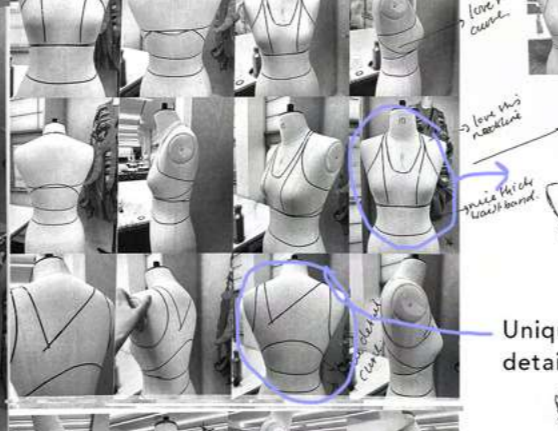
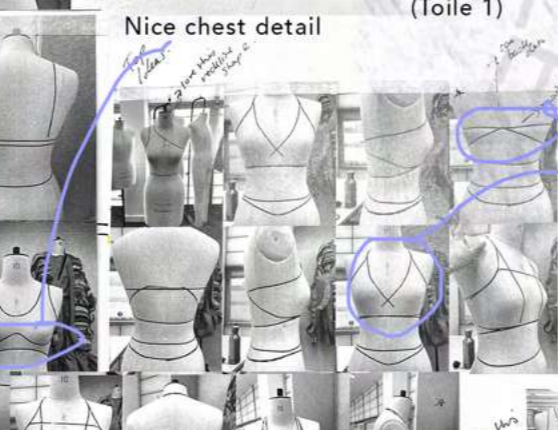
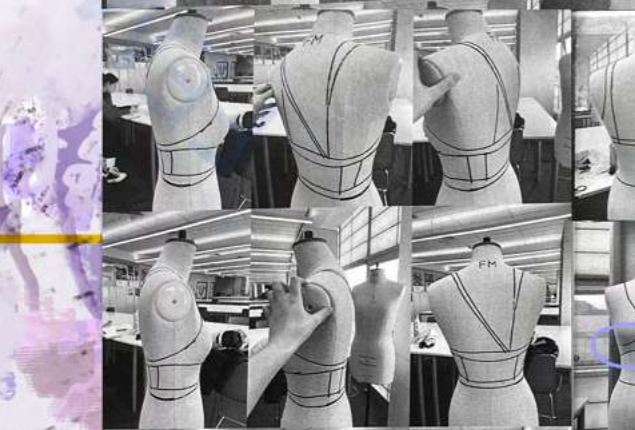


Straps too long? neckline too low.  
too bright

Halter top design with double layered front with built in bra pads (Toile 1)

Nice chest detail

Love the crossover back detail  
Nice neckline

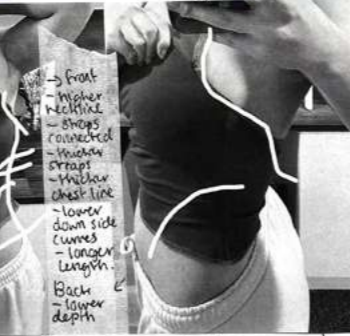


Back zip pocket?

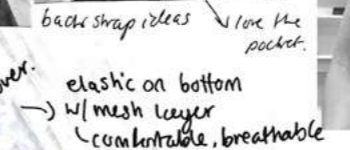
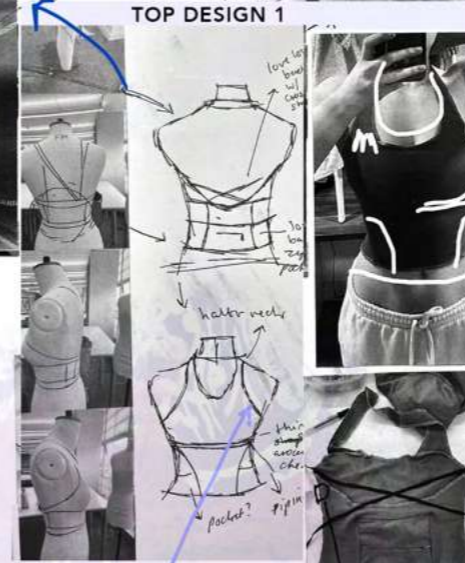


TOP DESIGN 1

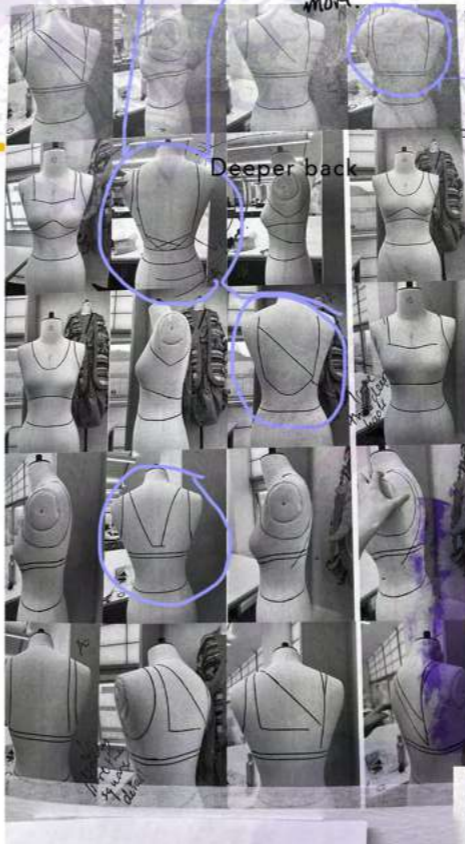
Toile 1 changes



Higher neckline, shorter straps, 1cm added to sides, added length, chest detail bigger and widening at the edges, side panels into 1 piece 1cm lower, back pieces into 2 layers and lower curve at back.  
+ new bra design - mesh double layer with thick elastic and pad inserts under front layer.



Built in bra mesh layers - toile 2



Love this back shape

Inspired bra details by lululemon



Double layered mesh all the way round front and back

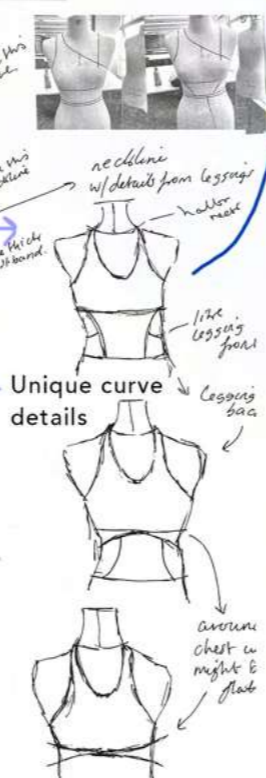
2 layers: nylon and stretch mesh with thick elastic and pad inserts on front layer only

Binding finish

Adds a classy finish

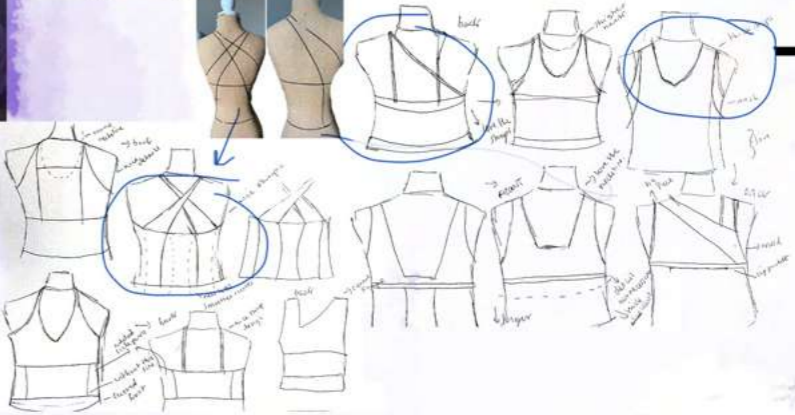


best placement



Unique curve details

avoid chest to tight & flat



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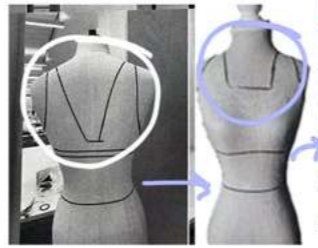


# Femme Flex Period-proof Activewear

So happy with the new fit of this top with no gaping and the quality added from the binded edges as well as the piping

Very pleased with the fit of this top, the binded edges, the complimenting neckline and the subtle style of the back

## TOP DESIGN 2



Love this square neckline

Initial idea - adjustable straps attached to thick straps



Binding added to toile - lovely finish

Strap edges needed 1cm off the width for a more comfortable and fitted style



Added piping, and made the binding and side panel contrasting

Sampled ways to attach the ends of the binding straps - overlocking the ends ended up being very messy - tried coverstitching the straps over the binding edges but this was not as neat either so I decided to stitch the ends onto the edges with 2 stitch lines on the existing binded edges

Gaping fabric taken in for more fitted design

## TOP DESIGN 2



Piping added for extra flare

## TOP DESIGN 2

Initial idea to twist the back upper layer but this would complicate finishing the edges neatly so I decided to not twist it and bind the edges



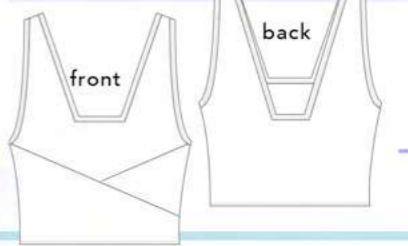
Idea of adding a scrunch elastic

Wanted to shorten and take in the width of the shoulder strap ends so the straps flowed together more

Pinned straps on myself and decided to cross them over

Made more sense to have binding go into the straps

## TOP DESIGN 3



Square neckline influenced again but with a more narrow design along with a deeper matching shape along the back

Crossover detail matching the skirt design to complete this look, followed by binded edges for a quality finish

## SPORTS BRA DESIGN



Similar high scoop neckline as top 1 and side panels framing the chest and body similarly to top 2

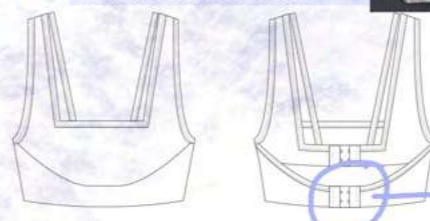
Length inspired by the placement of top 1's bra lining

scooped in back straps inspired by taping



Inspiration across this range of curved edges, panels and sculpting along the chest

## SPORTS BRA DESIGN



Continuity with use of the square neckline for this look - This sports bra has a sharp neckline with inner binded straps for an extra flare and support

Thick bra straps to provide more support, flexibility with sizing and adjustability.

## TOP DESIGN 4

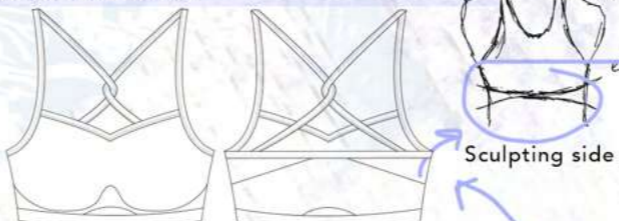
Scoop neck to match the other items in the range Classic smooth neckline



Crossover detail

Length and shape developed from top 1

## SPORTS BRA DESIGN



A large scoop sculpting the chest with a gap beneath the chest curve



Classical soft neckline with a slight triangle plunge

## TOP DESIGN 6



Back ties crossing

initial top designs

classic scoop neckline with curved side panels



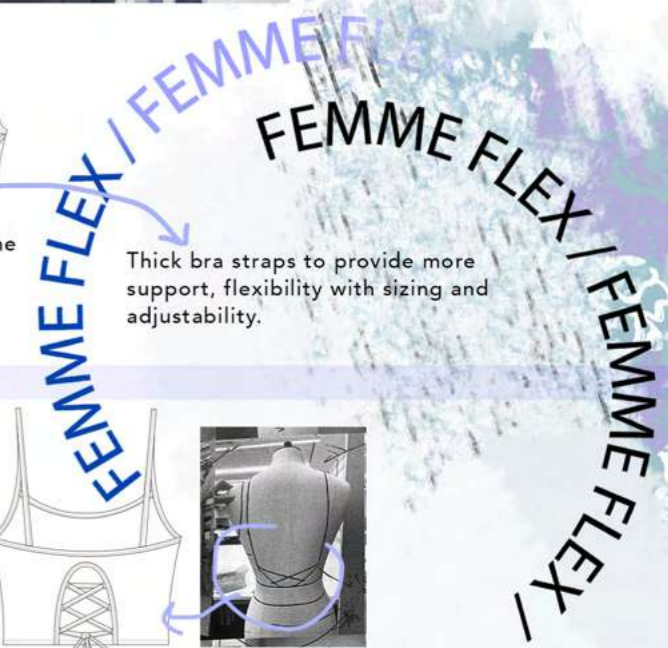
Top Design development



Inspiration for crossover straps and multiple widths/ asymmetrical styles

Back design mirroring Chest curve idea

curve seams flipped







**FEMME FLEX**  
Femme Flex  
Period-proof Activewear

Seamless front

Consumer questionnaire stated the preference of seamless front designs

Pocket down side seam?

Skirt shapes

Toile 4, skirt version

Shorts are perfect but need slight length taken off them

Legging Design 1  
Mini toile and large scale toile 1

Added line (pocket)

FEMME FLEX / FEMME FLEX / FEMME FLEX

Toile 2

Seamless shorts

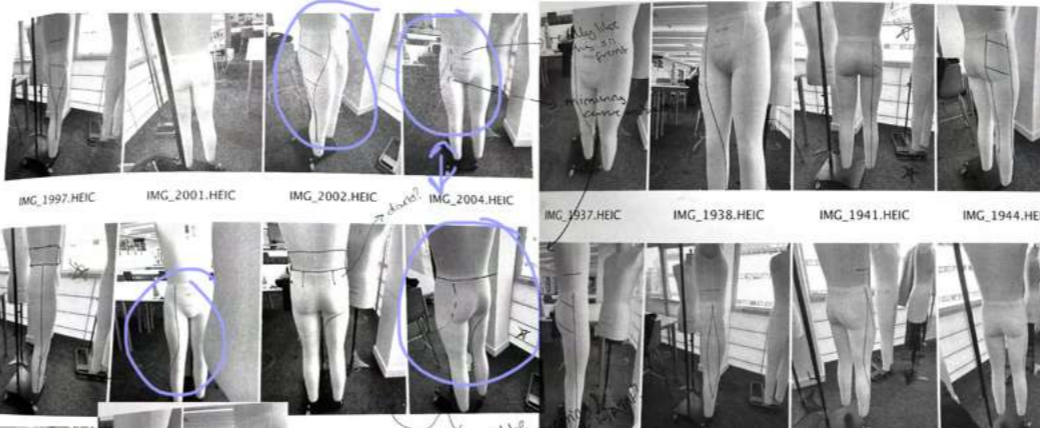
Toile 3 - higher waistband, taken out at the sides

Inspiration from shop reports

Waistband idea: Zip and excess underneath at side - loosened waist when unzipped

**Legging and Shorts Design development**

Concealed zip along seam connecting two layers of the back waistband pieces then connected to side panels



Toile 2



waistband  
deeper + curved waistband

Waistband development, taken in at the sides and in again at the top then doubled in width

Waistband cut to make a crossover detail



Gusset down leg?



Compared to gymshark and tala differing gussets

Second side pocket added, taken in 1cm at sides, back panels curved and split into two pieces, layer added at bottom of side pocket - perfect shape and fit





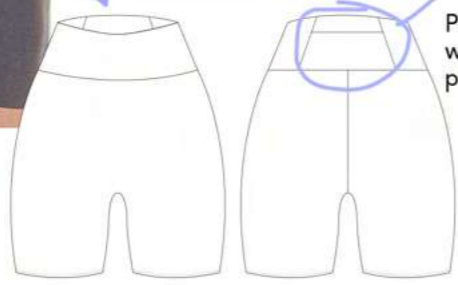


Femme Flex  
Period-proof Activewear

Legging and Shorts Design development



CYCLING SHORTS



Pocket legging  
waistband zip  
pocket similarity

sample of piping - love! adding to  
various items in this range

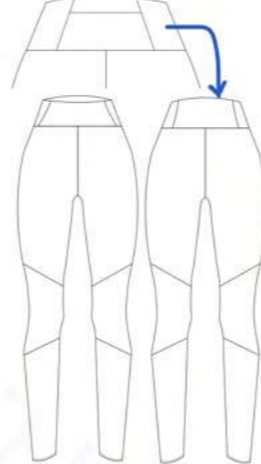


cycling shorts final look



new seam  
no side seam

sculpting panels



zip on each side of the  
waistband to expand the  
stretch

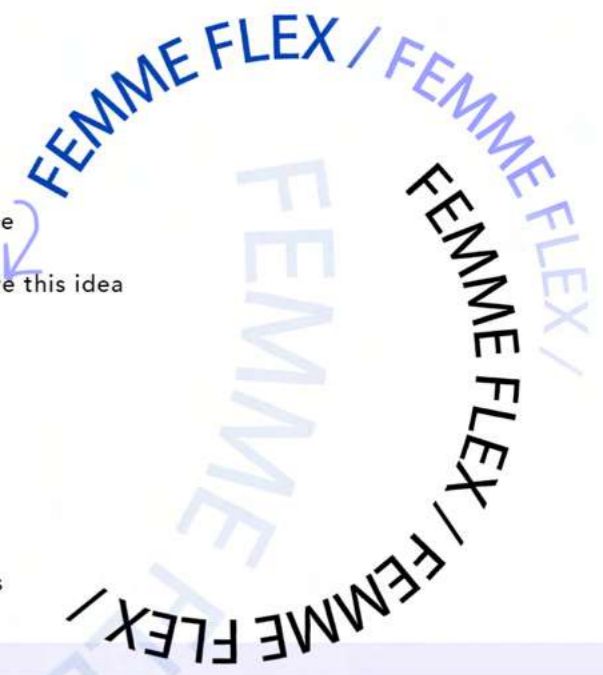


love this idea

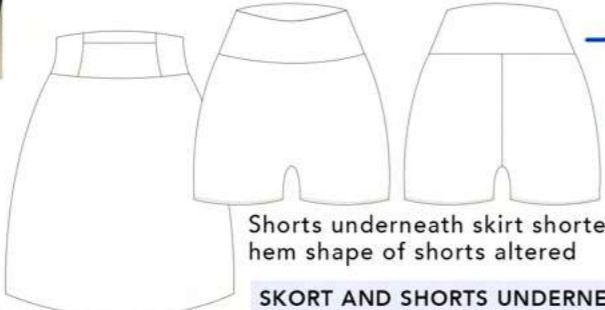


breathable knee panels  
mesh fabric?

KNEE PANEL LEGGINGS



Waistband curved



SKORT AND SHORTS UNDERNEATH

Skort design - real garment slight changes  
like length added, longer at the back,  
side panels with piping added for flare



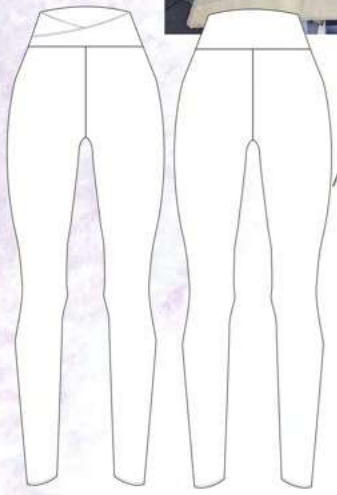
skort final look



Piping added to  
sides



Leggings with crossover  
waistband similarly to  
skort but with piping  
complimenting the edges



POCKET LEGGINGS



piping added and lining  
added underneath

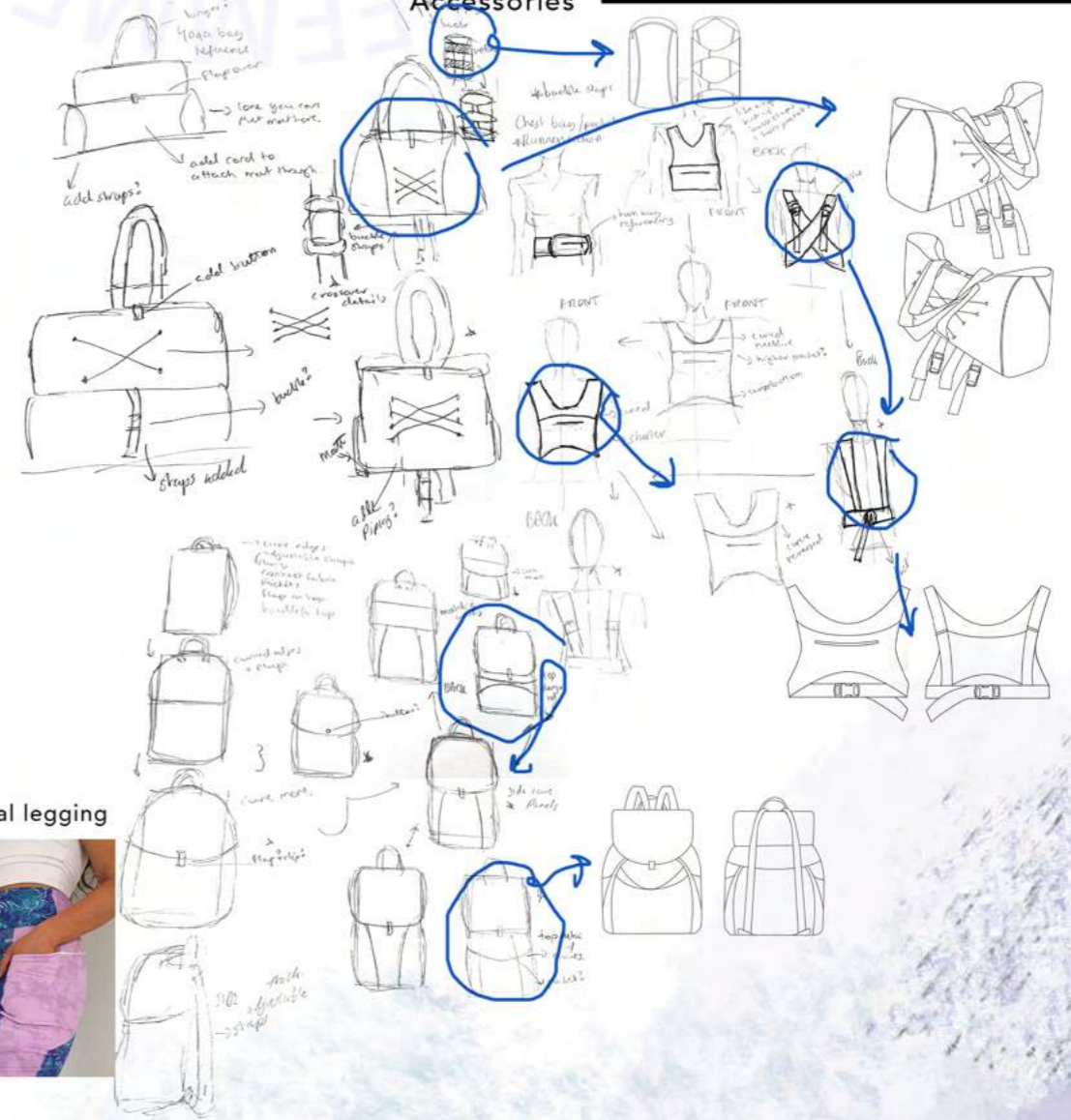
piping added - initial  
idea along waist and  
vertical panels but  
changed to horizontal  
panels continuous along  
the front to back

Change in attachment for waistband  
- using 4 threader instead of top stitching  
(much stronger and neater)



pocket in waistband testing

Accessories



final legging







# Femme Flex Period-proof Activewear

## FEMME FLEX | FEMME FLEX

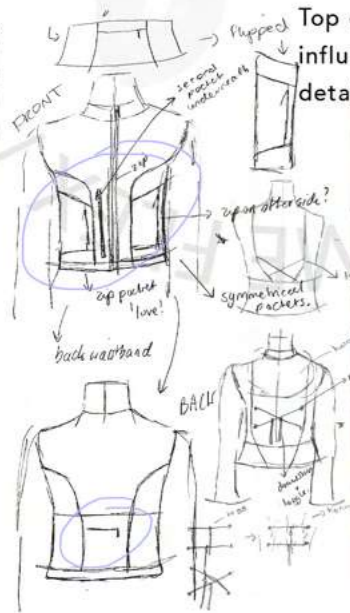
Drawstring and toggles along hem and in middle of waist

triangle/square details at back

continuous waistband zip pocket flipped on side

Top designs influencing jacket details

Drawstring along sleeve love this idea



### Jacket Development



Love these curves

love the chest curve idea



FEMME FLEX



love the big pocket layers Multiple pockets layered

love the tie idea



love side panel curves

longer



hidden pocket

- oversized
- drop shoulder
- piping along edges
- printed subtle details

final jacket design



uncommon

accident print white on white ended up looking really nice and subtle



Design 2 - retro track jacket with hood



hood and drawstring

differing curve panels on the sleeves similar pocket area but layered/ hidden



hidden pocket moved slightly - too far back and needs to be higher

Jacket tails 1

higher curve

toile 1 - changes to panel sizing and placement

toile 2 - trialed new fabric and run and fell stitch - didnt like either

back curve into square

lining added to pockets and main body

back yoke much nicer shape with added piping

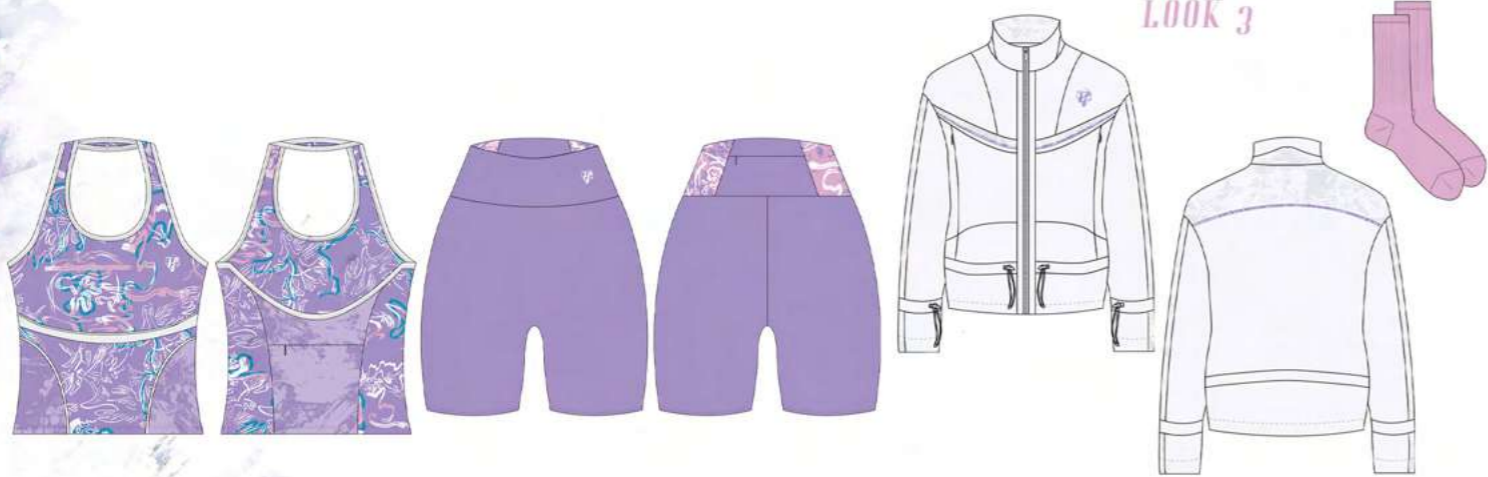




Femme Flex  
Period-proof Activewear

FEMME FLEX / FEMME FLEX

LOOK 2



Range Plan

FEMME FLEX / FEMME FLEX





Femme Flex  
Period-proof Activewear

SEASON: SS23

COLLECTION NAME: CORAL

ISSUE DATE: 1/05/23

SPEC SHEET 1  
PRINT

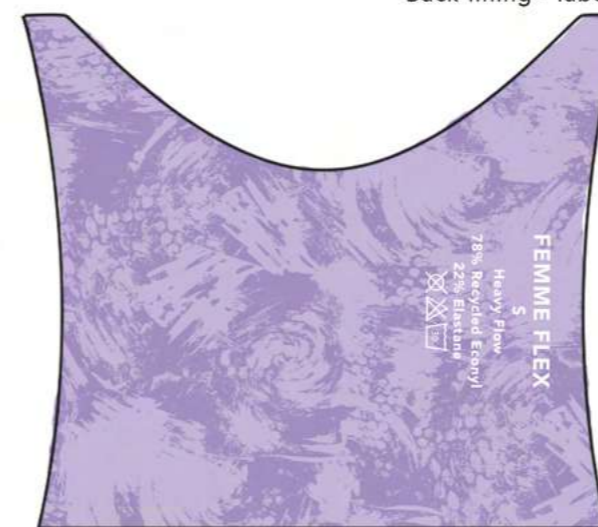
FEMME FLEX ACTIVEWEAR

CATEGORY: ACTIVEWEAR

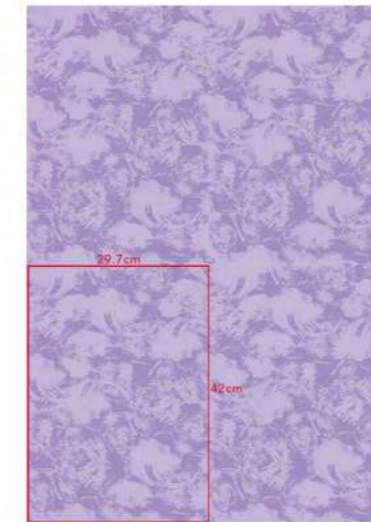
FABRIC AND TRIMS

DESIGNER: ANNA WRIGHT

DESIGN REFERENCE	HALTER NECK FITTED TOP
PROTO SAMPLE SIZE	SMALL
BLOCK	WM SWIMSUIT BLOCK
CB LENGTH	25CM
FABRIC	PURPLE MULTI PRINTED ECONYL
CONTRAST FABRIC 1	PURPLE PRINTED ECONYL
CONTRAST FABRIC 2	WHITE MESH STRETCH
QUILT DETAIL 1	NA
QUILT DETAIL 2	NA
PROFILE STITCHING	4 THREAD OVERLOCKER
ELASTIC	WHITE 2CM
PIPING	1CM COTTON PIPING
BINDING	1CM ECONYL BINDING COVERSTITCHED
CF ZIP	6CM
BRANDING	LOGO SUBLIMATION PRINTED



Back lining - label sublimation printed



Repeating patterns  
In red is A3 size for scale reference



FEMME FLEX  
5  
Heavy Flow  
78% Recycled Econyl  
22% Elastane





Femme Flex  
Period-proof Activewear

SEASON: SS23

COLLECTION NAME: CORAL

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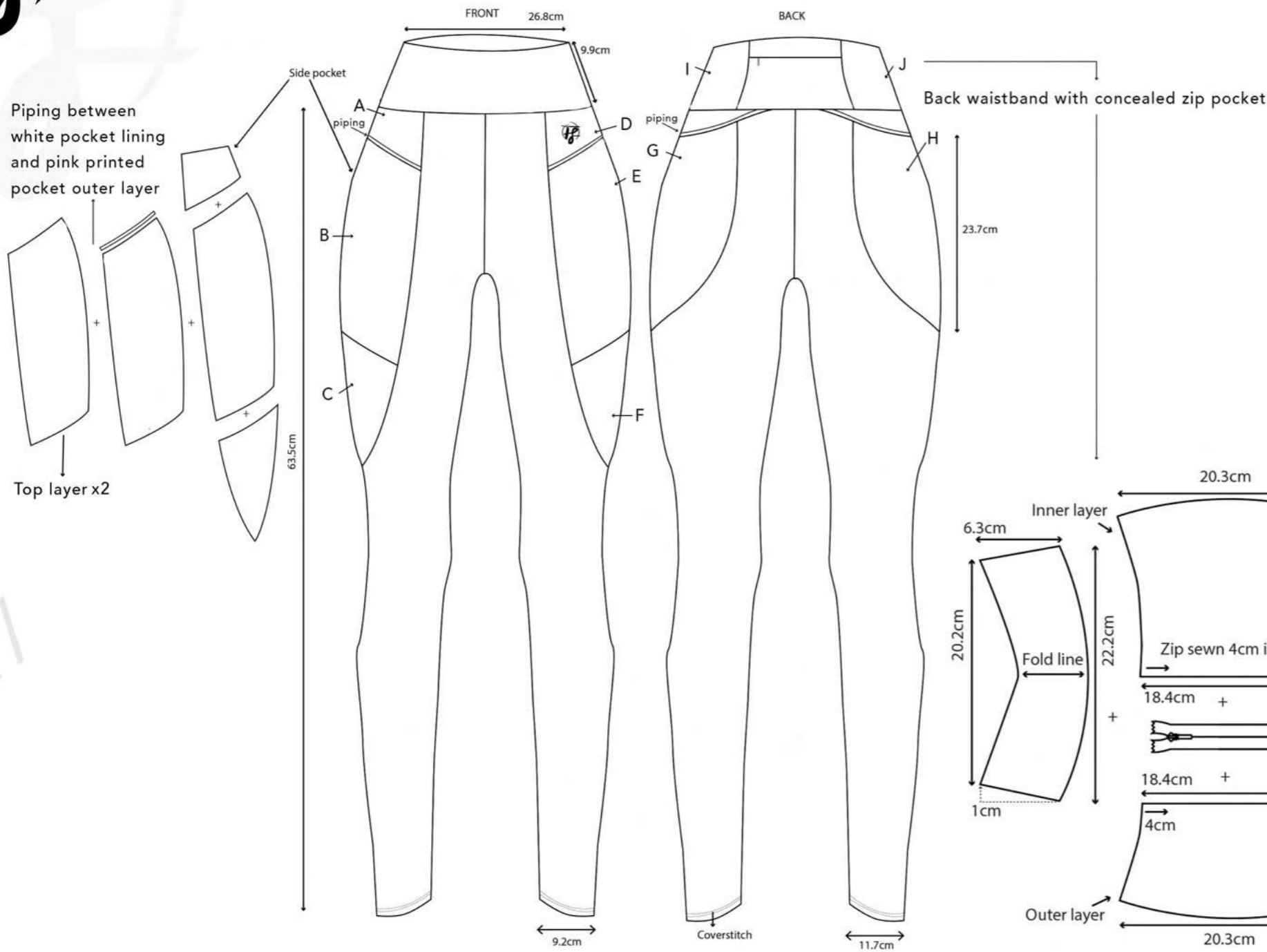
SPEC SHEET 2  
EXTERNAL

FEMME FLEX ACTIVEWEAR

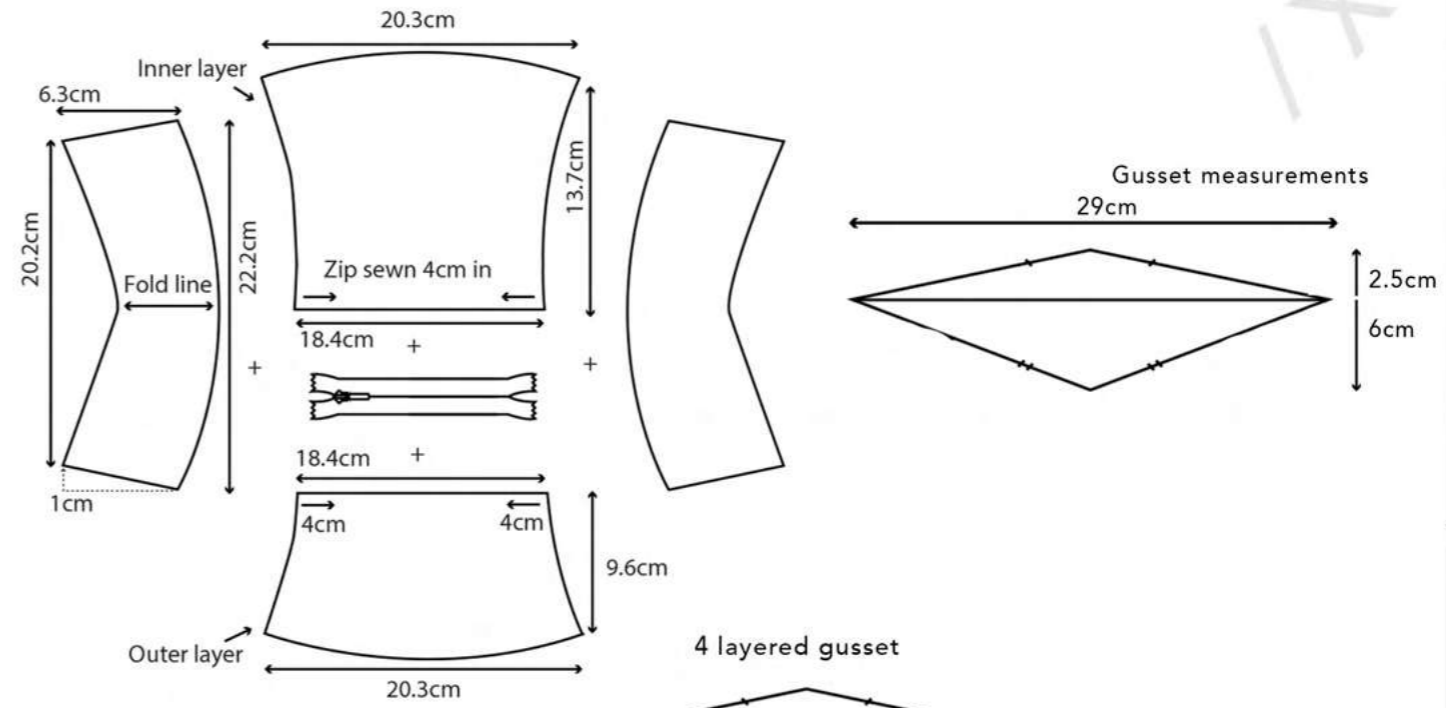
CATEGORY: ACTIVEWEAR

FABRIC AND TRIMS

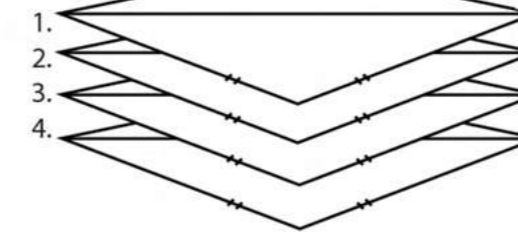
DESIGNER: ANNA WRIGHT



DESIGN REFERENCE	SIDE POCKET LEGGINGS
PROTO SAMPLE SIZE	SMALL
BLOCK	WM LEGGING BLOCK
CB LENGTH	65.5CM
FABRIC	TEAL PRINTED RECYCLED ECONYL
CONTRAST FABRIC 1	PINK PRINTED RECYCLED ECONYL
CONTRAST FABRIC 2	GUSSET LAYERS FABRIC
QUILT DETAIL 1	NA
QUILT DETAIL 2	NA
PROFILE STITCHING	4 THREAD OVERLOCKER
WADDING	NA
PIPING	1CM COTTON PIPING
BINDING	NA
CF ZIP	10.4CM
BRANDING	LOGO (SUBLIMATION PRINTED ON)



FABRIC	PRINT (Panels A-J)	PRINT (All layers bar A-J)	FABRIC (Gusset)
Recycled Econyl	Sublimation printed: Pink swirl design	Sublimation printed: Teal multi-coloured coral design	1. Econyl: Sublimation print teal coral design
			2. White mesh absorbant
			3. Blue waterproof PUL
			4. Teal bamboo jersey







Femme Flex  
Period-proof Activewear

SPEC SHEET 2  
PRINT

FEMME FLEX ACTIVEWEAR

SEASON: SS23

COLLECTION NAME: CORAL

ISSUE DATE: 1/05/23

CATEGORY: ACTIVEWEAR

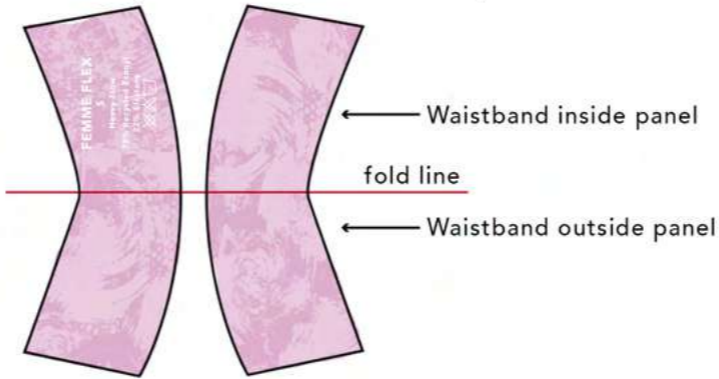
FABRIC AND TRIMS

DESIGNER: ANNA WRIGHT

DESIGN REFERENCE	SIDE POCKET LEGGINGS
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CB LENGTH	65.5CM
FABRIC	TEAL PRINTED RECYCLED ECONYL
CONTRAST FABRIC 1	PINK PRINTED RECYCLED ECONYL
CONTRAST FABRIC 2	GUSSET LAYERS FABRIC
QUILT DETAIL 1	NA
QUILT DETAIL 2	NA
PROFILE STITCHING	4 THREAD OVERLOCKER
WADDING	NA
PIPING	1CM COTTON PIPING
BINDING	NA
CF ZIP	10.4CM
BRANDING	LOGO (SUBLIMATION PRINTED ON)

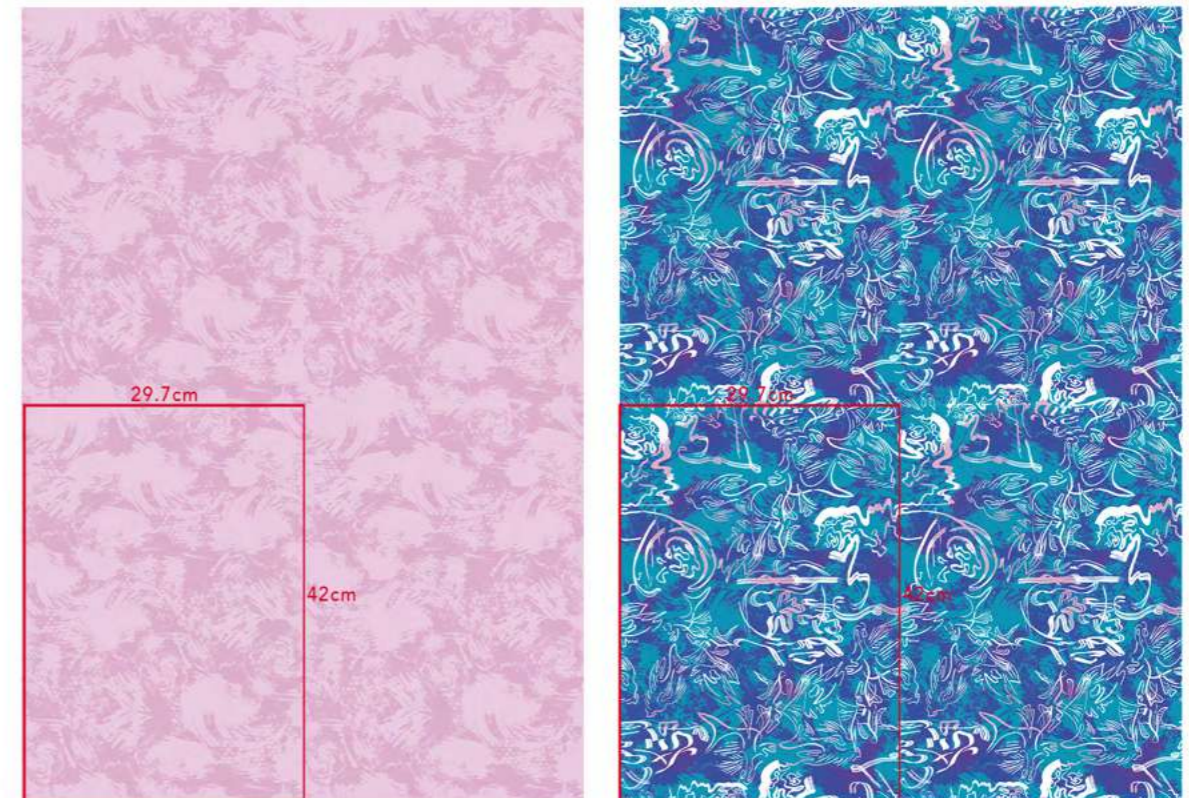


Label sublimation printed onto waistband back panel



Repeating patterns

In red is A3 size for scale reference



FABRIC	PRINT (Panels A-J)	PRINT (All layers bar A-J)	FABRIC (Gusset)
Recycled Econyl	Sublimation printed: Pink swirl design	Sublimation printed: Teal multi-coloured coral design	1. Econyl: Sublimation print teal coral design
			2. White mesh absorbant
			3. Blue waterproof PUL
			4. Teal bamboo jersey





Femme Flex  
Period-proof Activewear

SPEC SHEET 3  
EXTERNAL

FEMME FLEX ACTIVEWEAR

SEASON: SS23

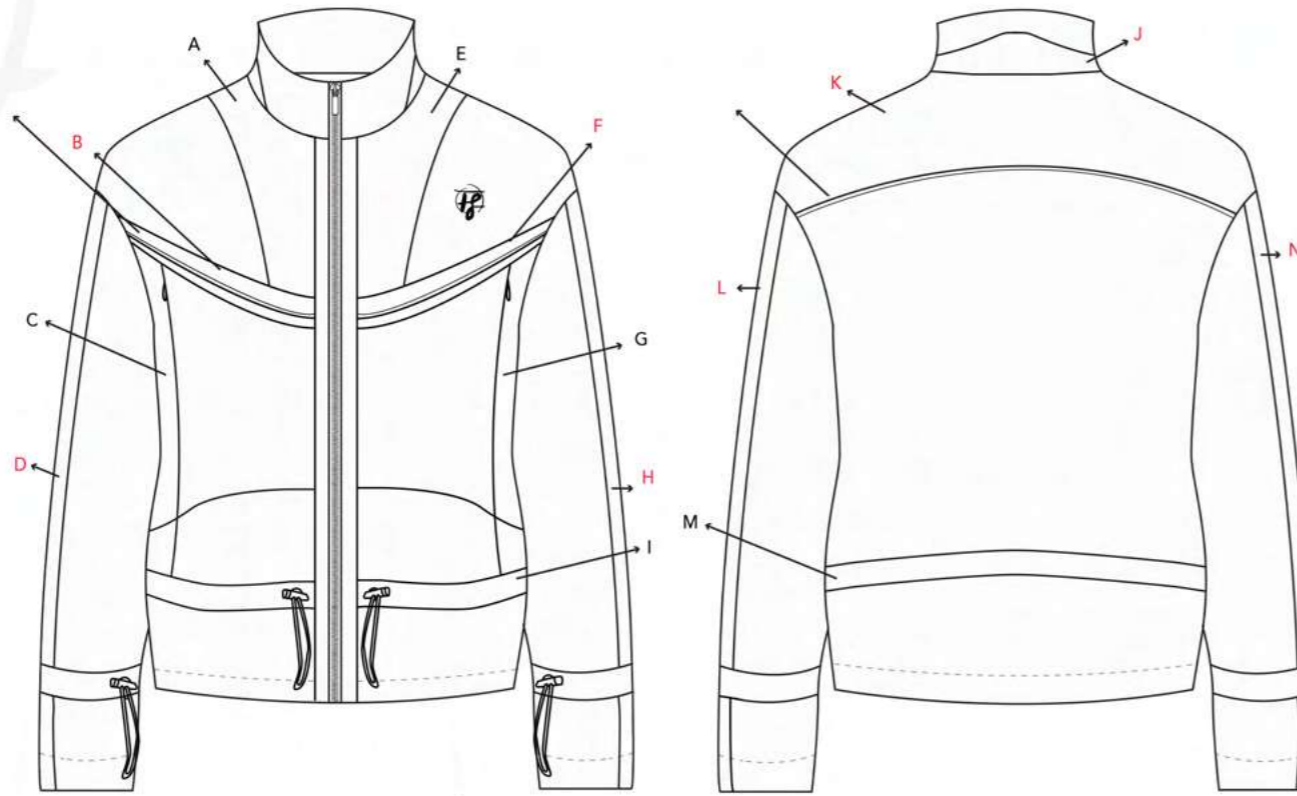
COLLECTION NAME: CORAL

ISSUE DATE: 1/05/23

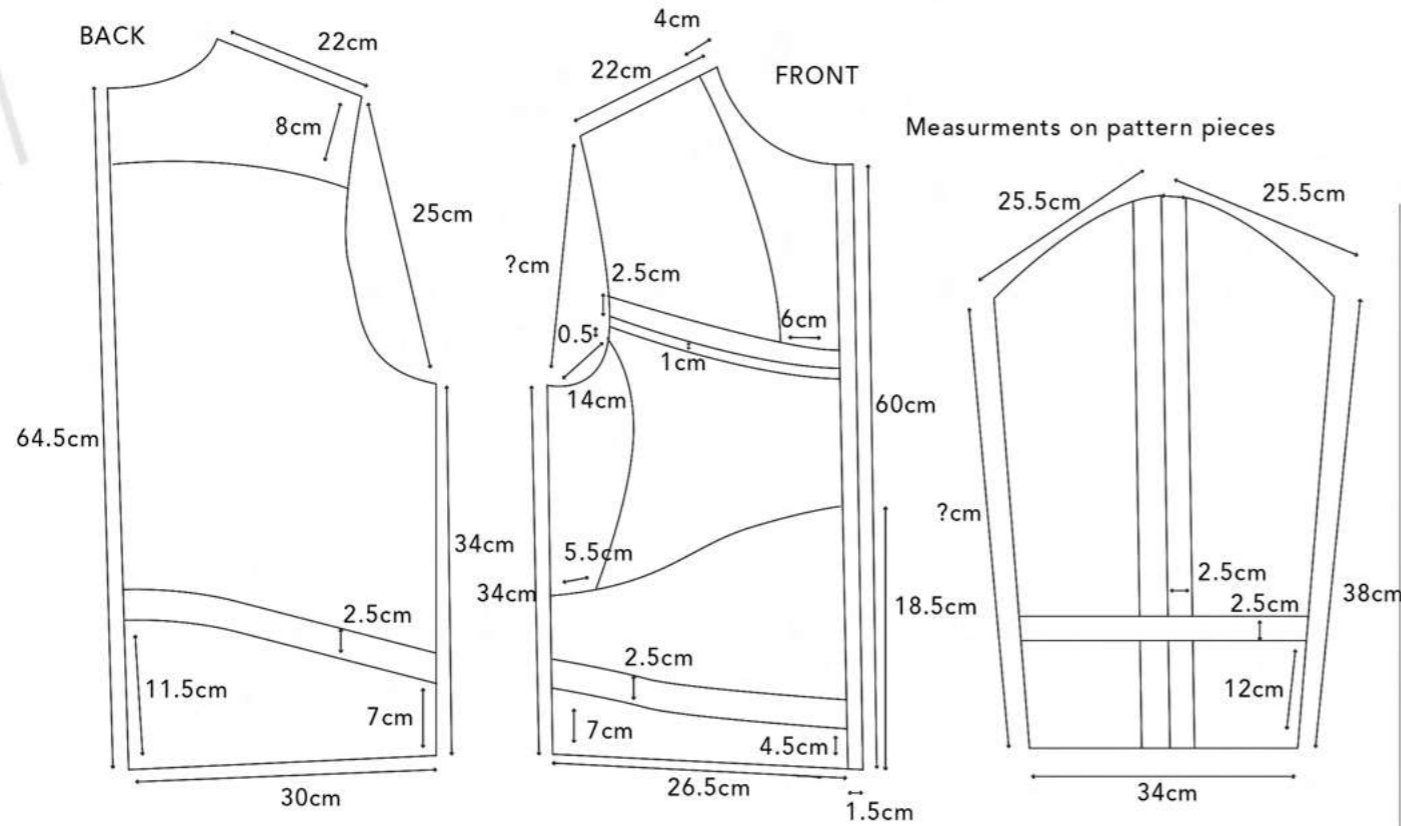
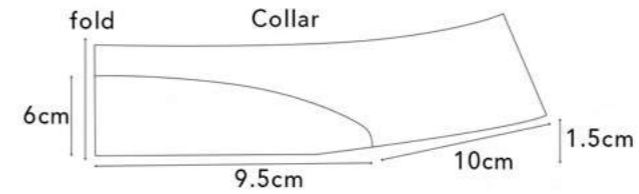
CATEGORY: ACTIVEWEAR

FABRIC AND TRIMS

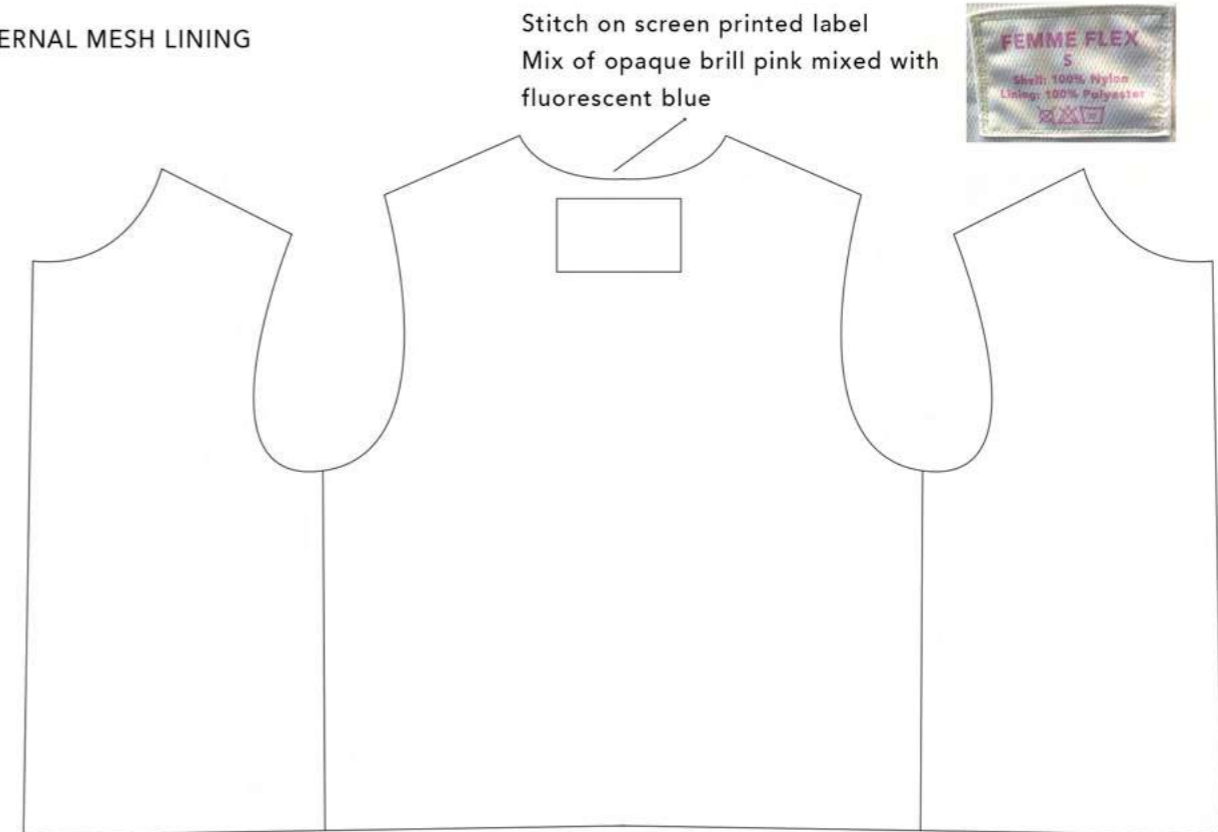
DESIGNER: ANNA WRIGHT



DESIGN REFERENCE	OVERSIZED SPORT JACKET
PROTO SAMPLE SIZE	SMALL
BLOCK	WM24 SHIRT BLOCK
CB LENGTH	66CM
FABRIC	100% POLYESTER
CONTRAST FABRIC 1	100% WATERPROOF NYLON RIPSTOP
CONTRAST FABRIC 2	MESH NYLON LINING
TOGGLES	METAL 4MM
EYELETS	METAL EYELETS
PROFILE STITCHING	4 THREAD OVERLOCKER
DRAWSTRING/CORD	3MM ELASTIC CORD
PIPING	1CM COTTON PIPING SCREEN PRINTED
BINDING	NA
CF ZIP	66CM
BRANDING	LOGO (SCREEN PRINTED ON)



INTERNAL MESH LINING



FABRIC (Main)	FABRIC (Panels A-N)	PRINT (In red)	FABRIC (Lining)
Recycled Polyester	Nylon Riptop	Screen printed ripstop with opaque white binder	Mesh nylon









Femme Flex  
Period-proof Activewear



Promotion

FLEX / FEMME FLEX /  
FEMME FLEX / FEMME FLEX /  
FEMME FLEX / FEMME FLEX /



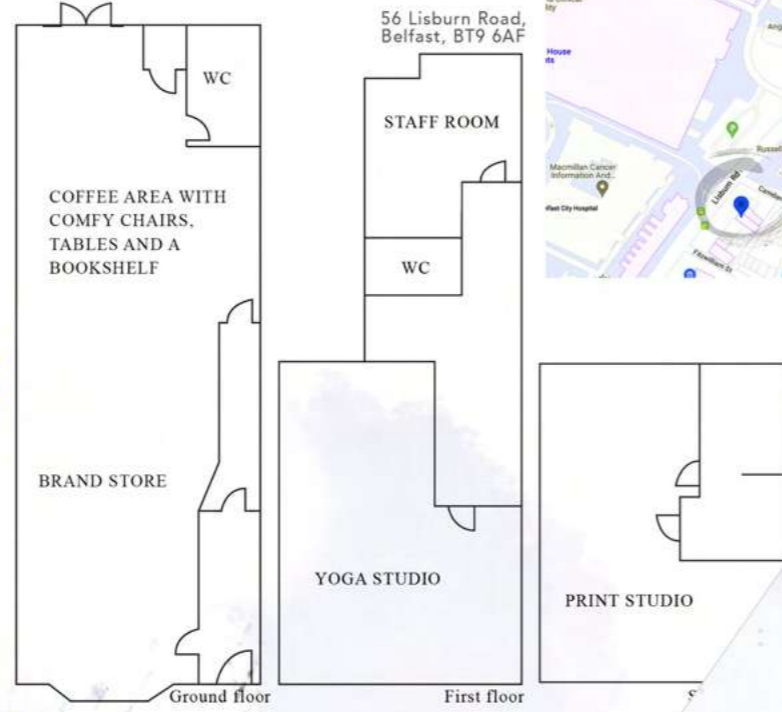




Femme Flex  
Period-proof Activewear

FEMME FLEX / FEMME FLEX / FEMME FLEX

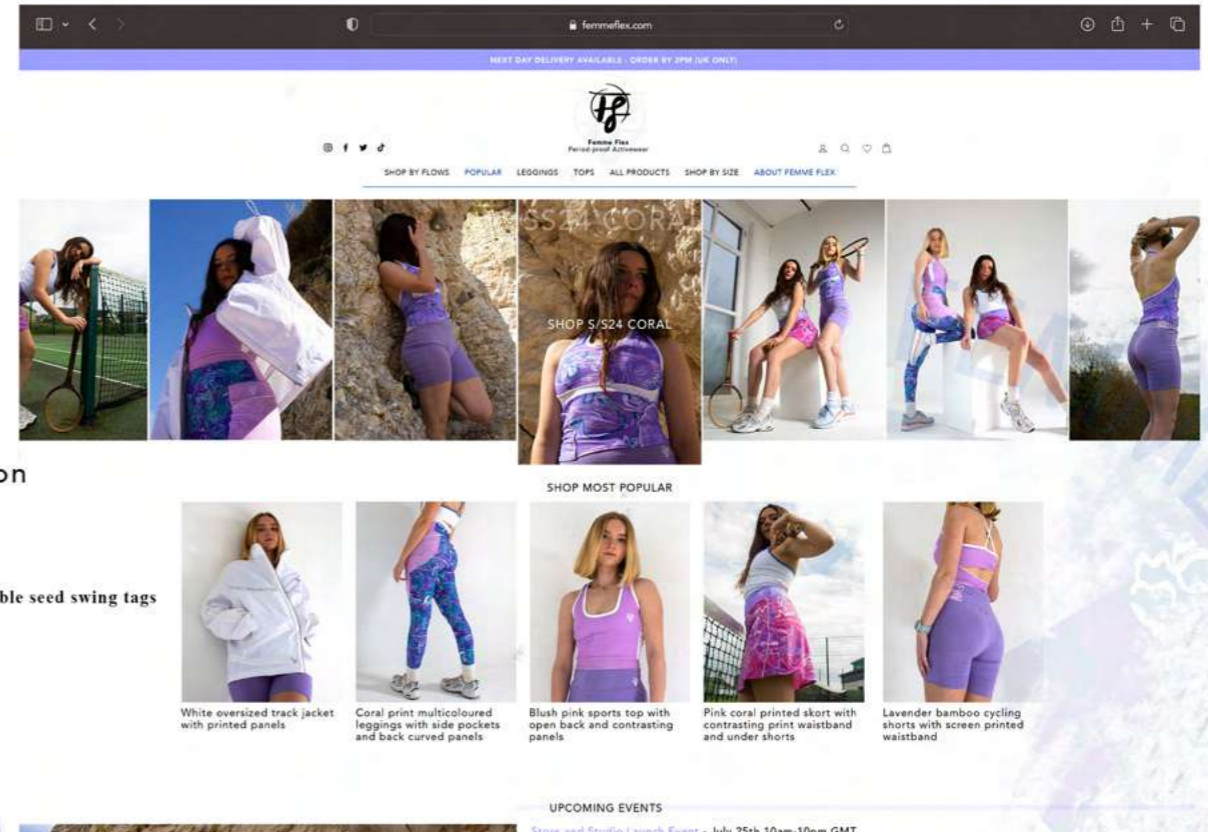
Place and Promotion



Store location and layout



Embossed plantable seed swing tags

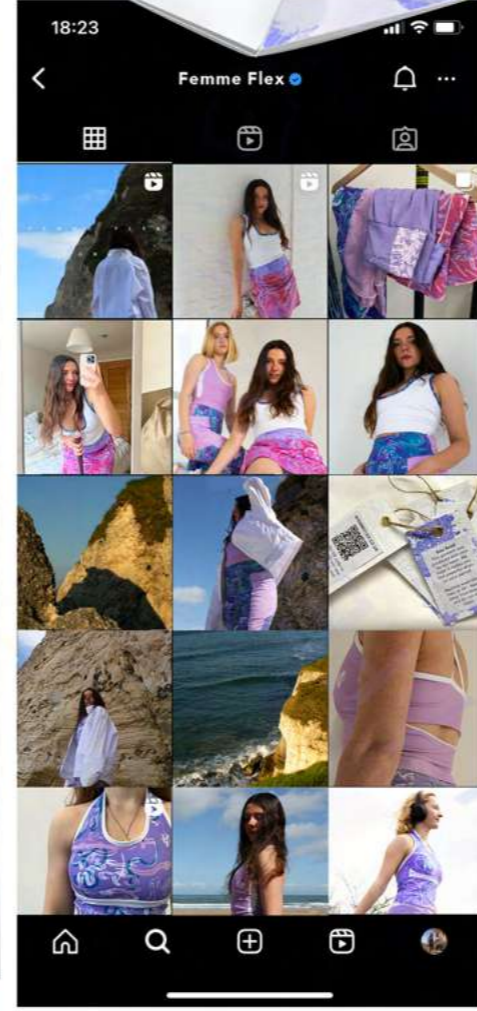


As you scroll down, upcoming events are shown

UPCOMING EVENTS  
Store and Studio Launch Event - July 25th 10am-10pm GMT

Belfast city centre  
Tickets available now  
Featuring 5/524 Coral collection  
FIND OUT MORE

Social media



An event surrounding  
**WELLNESS.  
MOVEMENT.  
EMPOWERMENT.**

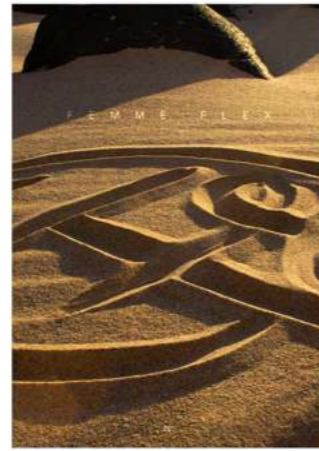




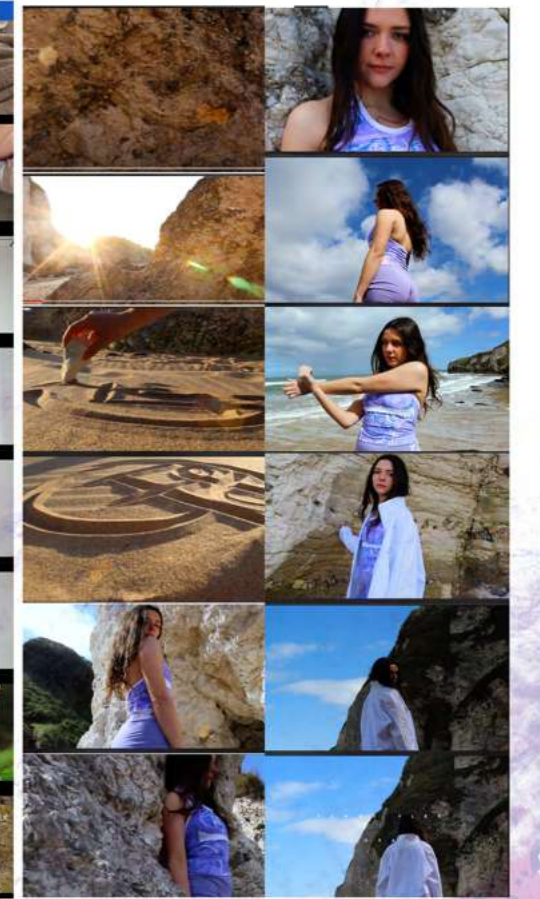
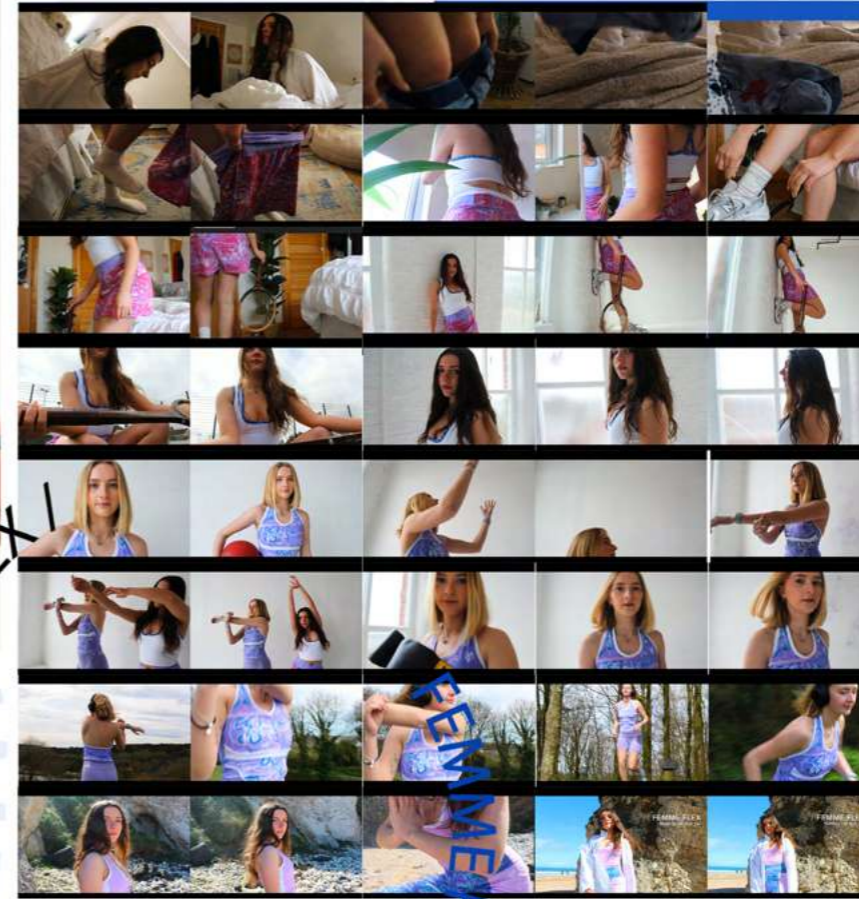


Femme Flex  
Period-proof Activewear

Lookbook



Promotion videos - adverts and social platform reels



Promotion

