

Kokeshi

Eleanor Roberts
Fashion Design & Marketing
Northumbria University



Kokeshi

We are Kokeshi, a womenswear brand that uses the concept of modularity to offer a genuine step towards a circular fashion economy. To achieve a sustainable fashion industry, there must be a change in the way fashion is produced and consumed.

At Kokeshi, we believe that convertible clothing plays a crucial role in the future of sustainable fashion. By designing pieces that can be worn in multiple ways and for different purposes, our brand encourages consumers to invest in versatile and durable pieces that can be worn for years to come. Our end goal is to help reduce the size of the modern-day wardrobe, whilst simultaneously increasing its potential.

Sustainability is at the core of Kokeshi's values, and we take a holistic approach throughout the company to minimize our impact on the planet and people. We ensure that the factories we work with adhere to strict safety and ethical standards and that all garment workers are paid fairly. Additionally, Kokeshi uses only sustainable sourcing practices, and our packaging is 100% biodegradable.

To further reduce waste and promote sustainable consumption, Kokeshi releases its collections through limited drops instead of conforming to the traditional fashion calendar. This approach allows us to commit to a higher standard of sourcing, innovation, and quality.

Underpinned by Japanese values



Modular design



Brand name sake, the 'Kokeshi Doll'



The traditional Japanese wooden doll is thought to be the original inspiration for nesting dolls. Therefore, the name represents the many elements our garments carry within one piece.

01

Genuine

Kokeshi was created out of a genuine intention to make positive changes in the fashion industry. We are passionate about our purpose and have taken steps to ensure that our policies align with our core values.

02

Innovative

Our team of designers are constantly thinking of new ways to make our clothes do more for us. We adopt a forward-thinking mindset; we assess everyday pieces and consider how they could be elevated to serve us better. The main way in which we achieve this is through modular design, which promotes sustainability by minimising the need for multiple garments. We develop contemporary solutions that can increase wearability, enhance functionality and subsequently, reduce waste.

03

Quality

We strive to source only the highest standard of sustainable materials, alongside expert craftsmanship with attention paid to every stitch and seam. This combination results in a garment that is to be cherished, and that will last for years to come, reducing the need for repairs or replacements.

04

Versatility

Our garments allow individuals to customize their clothing to suit their given mood or occasion. Due to the modular nature of our pieces, you can mix and match different elements such as sleeves, collars, or pockets, to create a unique look that reflects your personality. This also permits the garments to be adjusted to suit the particular climate.

05

Responsible

Our impact on the planet and people are considered at every step of the process.

06

Committed

We are committed to delivering the best possible product for our consumers, that is kind to the planet, whilst never compromising on style.

07

Ethical

At Kokeshi, we guarantee that all garment workers are paid fairly and that the factories we work with adhere to strict safety and ethical standards.

08
















Honest

We believe that it's important to be transparent with our consumers to build trust. Therefore, we will provide an annual sustainability report observing our supply chain and production methods, to monitor our progress. This allows consumers to make informed decisions about the products they purchase and ensures that we always hold accountability for our impact.

Kokeshi

MARKET EXAMPLES

MODULAR

 DENIM CHORE JACKET <small>£3400</small>	 LOEWE <small>PRICE: £1000 £££</small>	 TOAST <small>PRICE: £195 £</small>	 STELLA MCCARTNEY <small>PRICE: £1395 £££</small>	 MARFA STANCE <small>PRICE: £940 £££</small>
 PLEATED WRAP SKIRT <small>£820</small>	 SACAI <small>PRICE: £885 £££</small>	 MAX MARA <small>PRICE: £525 ££</small>	 JIL SANDER <small>PRICE: £880 £££</small>	 FENG CHEN WANG <small>PRICE: £786 £££</small>
 CONVERTIBLE TIERED DRESS <small>£750</small>	 GANNI <small>PRICE: £295 ££</small>	 REFORMATION <small>PRICE: £278 ££</small>	 STAUD <small>PRICE: £435 ££</small>	 CHRISTOPHER ESBER <small>PRICE: £506 ££</small>



MARKET LEVEL

Strengths

- Dedicated to sourcing the highest quality of materials and manufacturing
- Innovative and forward-thinking design appeals to early adopters
- Versatile products that will cater to different occasions
- Ethical practices throughout the business
- A sustainable brand may appeal to department stores that have set environmental goals such as the Selfridges 'Project Earth' initiative
- The garments allow the user to personalise their outfit combination to fit mood/occasion

Opportunities

- Growing consumer awareness of the fashion industry's environmental impact
- The increase of modern-day hybrid working supplies demand for versatile clothing
- The cost-of-living crisis has led to an increase in walking/cycling commuting, which calls for weather-adapting clothing.
- Appeals to a wide age range due to shared values

Weaknesses

- A high price point excludes wider markets
- Not all consumers in the luxury market are concerned with sustainability
- Some may feel the modular element is complicated or a hassle
- Extensive design process = longer lead times, many samples, complex pattern cutting due to modular element
- Sustainable materials are a higher price
- Due to the nature of the product, consumers may want to experience them in person, which excludes those who can't access the flagship store or department store stockists.

Threats

- Established brands and their consumer loyalty
- Having classic rather than trend-led designs may not meet some consumer's desire for celebrity-inspired/influencer fashion
- The seasonless element may not appeal to those consumers who want new styles more frequently



Kokeshi's customer is one who loves fashion but is deeply aware of the current environmental state and therefore feels a moral obligation to shop in a more considered way. Psychographics are most relevant when thinking of the Kokeshi customer, we may have very different consumers in terms of demographics. This represents that the brand appeals to a wide audience with shared core values.

Primary customer example:



Grace is 58 years old and lives in a 5-bedroom terraced house in Hampstead. Her children are in their early twenties and have left home. She has had a long and successful career in the film industry and is nearing retirement. Grace has a high level of disposable income and regularly makes large purchases. Grace has a strong interest in fashion but is concerned about the environment, she worries for her children and future generations to come. Grace has implemented her values in many aspects of her life, she drives an electric car, her domestic products are clean and refillable, and she buys organic produce. She will purchase from the highest price point of the brand, for example, the Convertible Chore Jacket.

Entry level customer example:



On the other hand, there is Mia., she is a 22 years old fashion communications student at UAL, she lives in a flat in Dalston with two of her friends. Mia has a student loan and a weekend job at a coffee shop. Although she hasn't got as much disposable income Mia feels strongly about being part of the generation for change regarding the environment. She makes affordable changes to minimise the impact where she can have in her day-to-day life. Mia is an aspirational consumer and wants to identify with the values of Kokeshi as a brand, therefore will buy entry-level products such as the Long Sleeve Striped T-shirt.

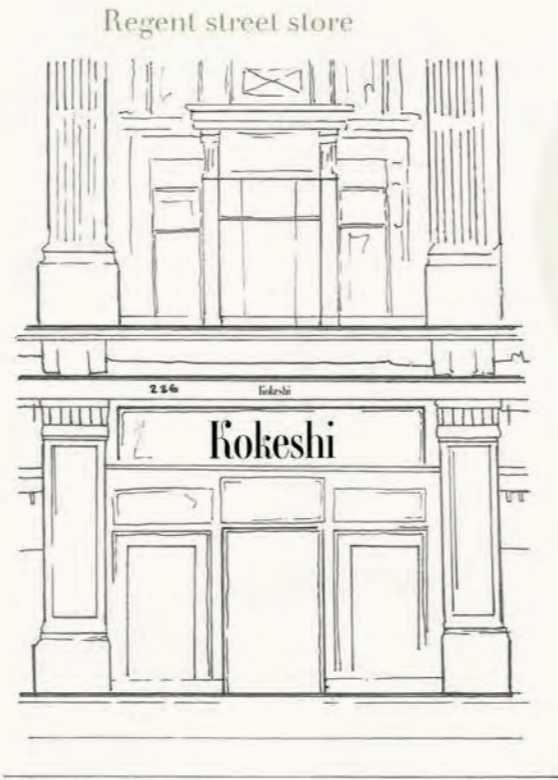
Overall, both consumers are conscious of the impact their choices have on the world around them and seek to make choices that align with their values, whilst not compromising on their style.

Grace



3.

She decided to go in to the store, at first, she noticed large screens displaying a stop-motion video demonstrating all of the different ways you could wear one of their garments. Grace tried on a jacket that she liked, she could see herself wearing it often and imagined how it would work to fit around her lifestyle. She was pleased to find clothes that aligned with her environmental values and didn't compromise her evident style. She decided to take the jacket. Whilst checking out she received a digital receipt which included detailed care tips to maximise the life span of the garment. Grace headed home with her new purchase in a reusable shopper bag made from studio floor cotton scraps.



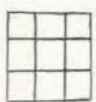
Regent street store



Kokeshi

2.

Later that week after her Friday lecture Mia decided to walk to Regent Street to check Kokeshi's new store, she went with a classmate whom she had been telling about the brand. As they arrived and looked around the store Mia felt connected to Kokeshi's ethos and knew she wanted to purchase something to identify with the brand and what they represent. Some of the standout pieces were out of Mia's budget but she picked up a long sleeve stripe t-shirt, which is one of the more affordable items from the 'Working Blue' collection. Mia decided to buy it, she took it to the till where she received her new purchase in a logo shopper bag made from studio scraps. She wore the bag to the university the next day to represent the brand she had discovered.



SoHo House

2.

Later that week Grace was on her way home from meeting a friend for lunch at SoHo house. She walked back to Oxford Street station via Regent Street to do some window shopping. She came across Kokeshi's new flagship store and remembered seeing the brand featured on Vogue's Instagram.

Hampstead

1.

One evening whilst scrolling through Instagram, Grace encountered a post from Vogue that caught her eye, 'Vogue's sustainability edit'. Among the selection, she noticed an interesting jacket that sparked her attention, she was intrigued as it seemed to be made up of two parts. Grace went on the see who the designer was and was directed to Kokeshi's tagged page. She browsed the page and noticed the brand promoted sustainable values, similar to her own. She pressed follow and continued to go about her evening.



1.

Whilst working on some research for a university project Mia came across an article on Dezeen titled 'Emerging brand Kokeshi launches the 'Swiss Army Knife' of jackets'. Mia reads the article and is motivated by the brand's approach. She resonated with an interview that was taken with the founder and felt inspired to be a creative making an impact in the fashion industry. She looks up the brand on Instagram and follows its page.

u ai:



Dalston

Mia





Working

Blue

Working Blue

The Working Blue collection draws inspiration from traditional French workwear known as 'bleu de travail' literally translating to 'blue work' which was renowned for its functionality and simplicity. Thanks to its practical nature, this attire was designed to be hard-wearing, comfortable and to allow free movement. This is something that we were drawn to as a brand, for whom the quality and wearability of a garment remain the core focus of all our designs. The collection pays homage to the durability of the original garments by using denim, cotton twill and reinforced stitching, which is used throughout, underpinning its original function as practical outerwear.

Working Blue juxtaposes conventionally utilitarian masculine workwear with hints of femininity, such as pleats, gathers and tiers. In combining these opposing elements, a unique aesthetic is created, producing a modern interpretation of the original garments.

Overall, The Working Blue collection provides a fresh take on workwear that is both functional and stylish. The combination of traditional workwear coupled with feminine elements and modularity creates a unique and iconic style that will remain a valuable and timeless addition to any wardrobe.





01
13.5oz
Japanese
denim.
*100% organic
cotton*

02
Herring-
bone
Chambray.
*100% organic
cotton*

03
Japanese
cotton
twill.
*100% organ-
ic cotton*

04
Handloomed
cotton
candy stripe.
*100% organic
cotton*

05
Coated
water-
resistant
cotton.
*80% organic
cotton*

06
Hand-
loomed
Cotton.
*100% organic
cotton*

07
Cotton
poplin.
*100% organic
cotton*



Prussian



Selvedge



Serrano



Linen



Chartreuse



Yellow
lichen



Carnelian



Colour &
Fabric

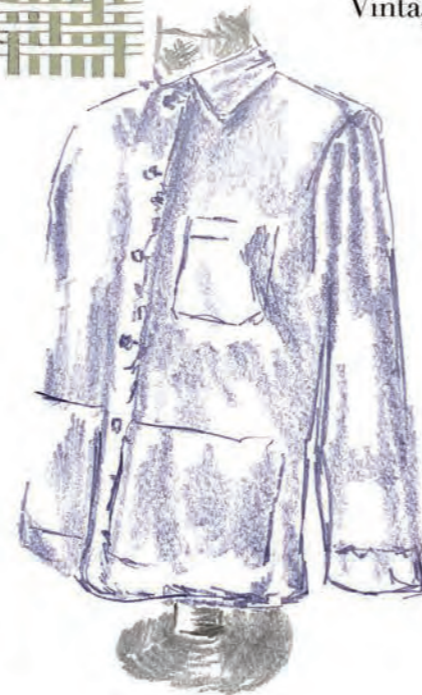
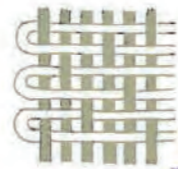
Citizens of Humanity



Stella McCartney



Golden Age Vintage



Modular

A single garment that can fulfil multiple purposes.

Examples of brand's that use the concept:



MARITHÉ FRANÇOIS GIRBAUD

The French brand born in 1969 is said to have brought innovation to casual clothing. This pair of jeans from the 80s have ties that allow you to transform the silhouette and provide two different effects tied at the back and the front. They also feature large hidden pockets in the excess fabric to utilise the space and provide functionality.

ACRONYM®

This Munich-based brand has a 'laser focus on functionality'; each collection Acronym produce involves expert innovation and versatility. This jacket shows a built-in strap that allows the wearer the wear it across the body.



MARFA STANCE

Marfa Stance is a fully buildable women's outerwear brand. All garments can be added to and subtracted from to create the perfect piece for the given occasion and climate. The brand most often uses military-inspired silhouettes for a timeless style.



Building on third year research

Third year final garment



detachable sleeves, turn into gilet

detachable hem, turn into short jacket

Internal view



press stud fastening

Fully lined

Look 1



Look 2



Look 3



After reviewing my work at the end of this project and questioning how I could improve the project going into my final year, I set out to solve the following issues. How can I hide all modular components from view when worn on the body? Additionally, how can I utilise each component to have its own function so there are no 'spare parts'?

sacai

The Japanese brand is known for its distinctive style that fuses together contrasting textures. Sacai often takes inspiration from military staple silhouettes and then reinterprets them to create a unique and contemporary outcome.

Although the styles are utilitarian, the garments provide a feminine feel, achieved through techniques such as sheer layering and pleating.



Experimenting with contrasting textures and silhouettes through collage



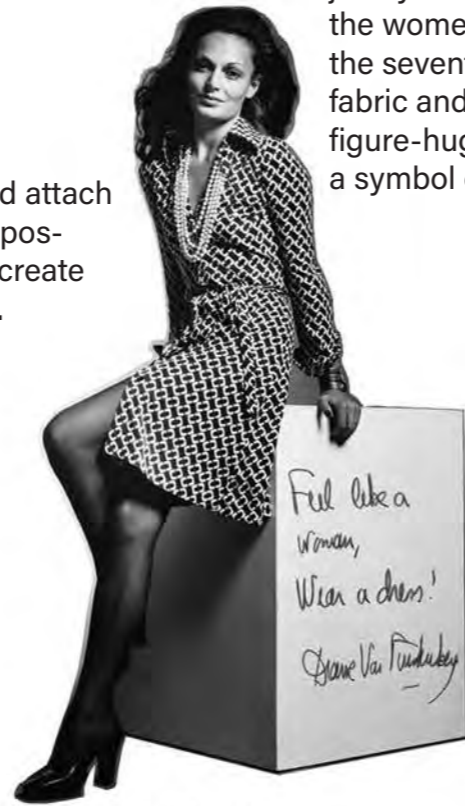
Wrap skirt

I needed to find a way to design a skirt that could attach to the denim chore jacket with as much ease as possible. A wrap silhouette allows for an opening to create the illusion of a full-length jacket when attached.

Diane von Fürstenberg launched her jersey wrap dress in conjunction with the women's liberation movement of the seventies. The nature of the slinky fabric and the self-tieing design created figure-hugging silhouettes and became a symbol of femininity.



Elsa Schiaparelli 1930's



Diane von Fürstenberg in 1972.

Sacai



1920's pleats



Robert Wun

Technique research:



Box pleat



Comme Des Garcons



Sunray pleat



Joseph



Knife pleat



Thom Browne

SKIRT RESEARCH



Prussian

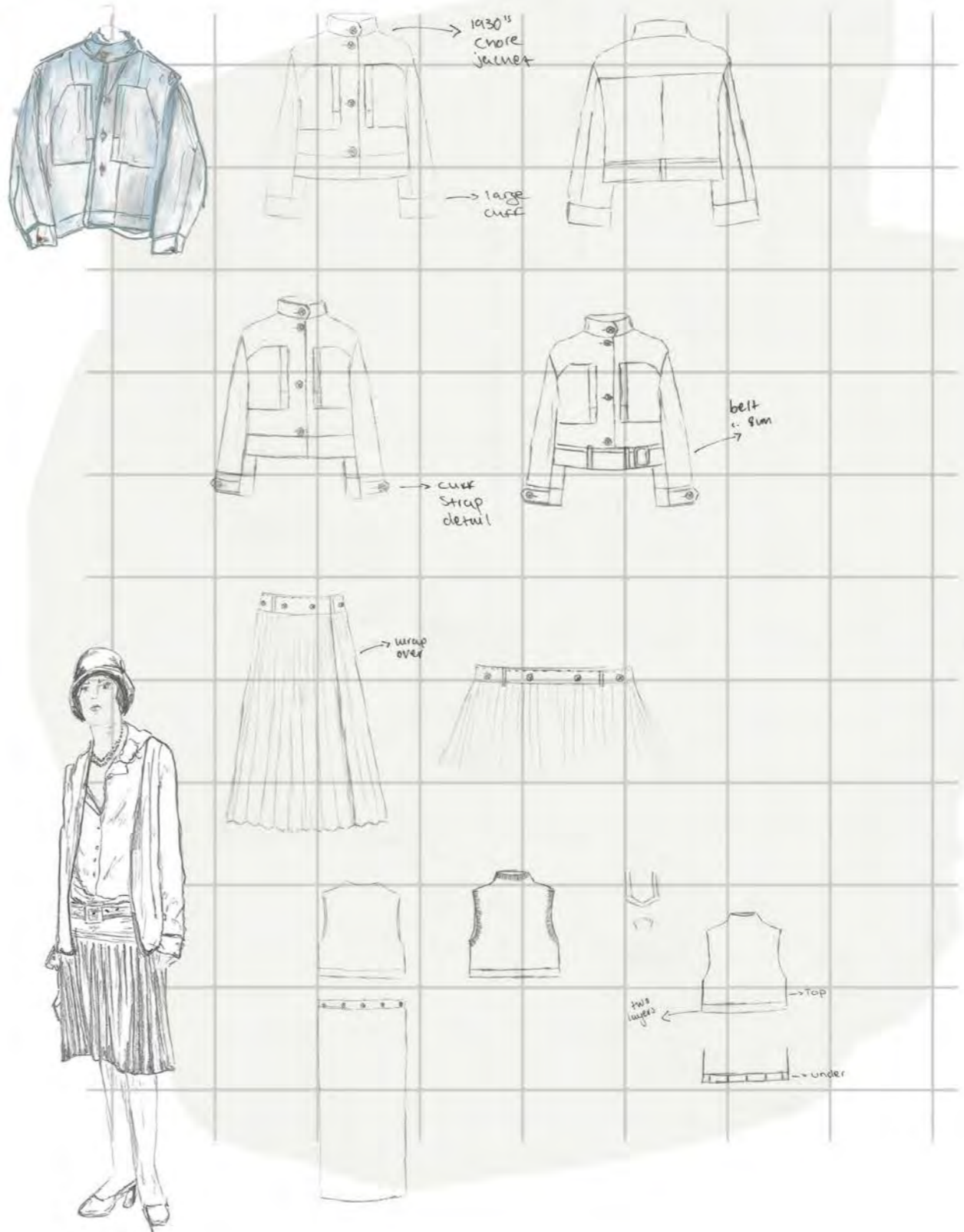
13.5oz Japanese denim,
100% organic cotton



Chartreuse



Coated water-resistant cotton,
80% organic cotton



CHORE JACKET DEVELOPMENT



Jacket research

Levi's 70500
trucker jacket



PATTERN ALTERATIONS



Half lining



Final sketch.

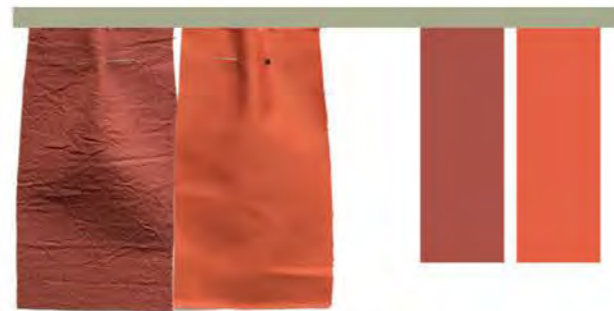




CHORE JACKET PROCESS



PLEATED WRAP SKIRT PROCESS



Cotton poplin.
100% organic cotton

Carnelian



TIERED PINAFORE DEVELOPMENT

The aim was to create a piece that was modular with no attachments

Initial sketch.

The nature of the long tie straps allow the garment to be taken from a dress to a skirt.

Pinafore Inspiration



Alterations & DETAILS.



I felt like the bodice looked too bare and needed some detail. I decided to add a run and fell seam to the center front. This also ties together the use of denim throughout the collection.



To pay homage to my collection's concept I wanted to make the garment more functional by adding pockets.

Pouch pocket sample with top fold.



I pinned the pockets in place and tried the dress on to test the placement.

In becoming clear that the pocket position was too low when wearing the pinafore on a skirt. I moved the pocket higher up and moved the final pattern on the dress pattern.

I wasn't happy with the look of the bodice, the Empire line that I was taking inspiration from didn't look distinctive enough.



I wanted the volume of the skirt to nice out right under the bust line.

I put the darts on the skirt and pinned the right length.

Initial shape toile:





Herringbone Chambray.
100% organic cotton

Selvedge





Handloomed cotton candy stripe, 100% organic cotton





13.5oz Japanese denim.
100% organic cotton

Prussian



Cotton poplin.
100% organic cotton

Carnelian





13.5oz Japanese denim.
100% organic cotton

Prussian

Handloomed Cotton.
100% organic cotton

Yellow lichen





LINE UP

1
Denim chore jacket
with Pleated wrap
skirt

Jacket: Japanese 13.5 oz denim in Prussian (100% organic cotton)
Skirt: Coated cotton in Chartreuse (80% organic cotton)



2
Tiered convertible
dress

Cotton poplin in Carmelian (100% organic cotton)



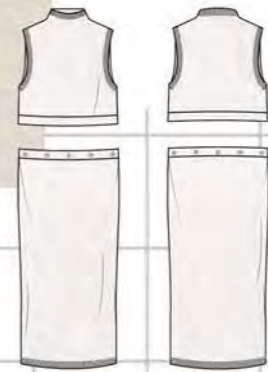
3
Modular striped
utility suit

Handloomed candy stripe in Serrano (100% organic cotton)



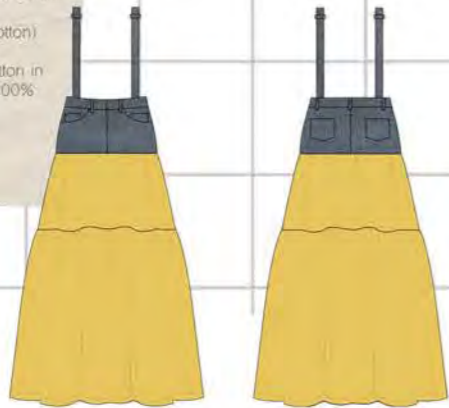
4
Convertible knit
dress

100 % Mohair in Linen



5
Tiered denim
pinafore

-Japanese 13.5 oz denim in Prussian (100% organic cotton)
-Handloomed cotton in Yellow Lichen (100% organic cotton)



6
Modular denim
utility suit

Herringbone chambray in Selvedge (100% organic cotton)



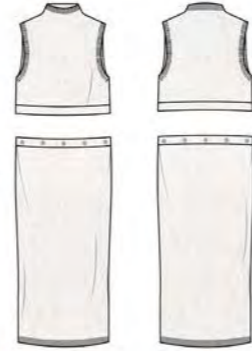
7
Denim belted dress
with pleated wrap
skirt

-Japanese 13.5 oz denim in Prussian (100% organic cotton)
-Cotton poplin in Carmelian (100% organic cotton)



Basics
-Long sleeve stripe
t-shirt
Cotton jersey stripe in Chartreuse
-Short sleeve
essential t-shirt
Cotton jersey in Linen





LOOK 1 & 2 BREAKDOWN



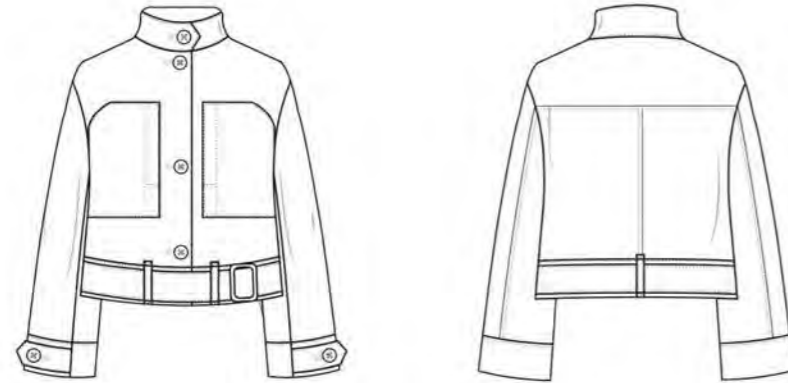
LOOK 3 & 4 BREAKDOWN



LOOK 5 & 6 BREAKDOWN

Kokeshi

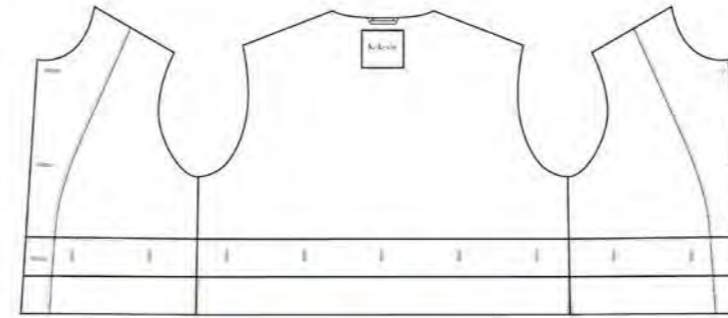
SPEC SHEET: 1 EXTERNAL	SEASON: AW/24	COLLECTION: WORKING BLUE	CATEGORY: WOMENSWEAR	ISSUE DATE: 15/05/23
------------------------	---------------	--------------------------	----------------------	----------------------



NAME: DENIM CHORE JACKET	
TRIMS	
PROTO SAMPLE SIZE	UK M (10)
BLOCK	Men's Harrington jacket
CB LENGTH	60.5cm
FABRIC	Organic 12oz Japanese selvedge denim
CB ZIP	N/A
FRONT FASTENING	Khaki corozo button (2.4cm)
BUTTON	x6
BUCKLE	Stainless steel (8cm)

FABRIC (MAIN)	COLOUR	LINING	COLOUR
Organic 12oz Japanese selvedge denim	Dark indigo	Organic coated cotton	Chartreuse

SPEC SHEET: 2 INTERNAL



The half lining that carries the buttonholes to attach the pleated skirt

Self-made grosgrain

LINING	Organic coated cotton
SLEEVE LINING	Organic coated cotton
LINING CB LENGTH	44cm
FACINGS	Hem facing (w=7.5cm)
GROSGRAIN	Self (w=3.5)
BUTTONHOLE	W= 1.8cm x 9
SHANDWICHED/BAGGED	Bagged
CB NECK LABEL	Cotton label (7x7 cm)
SIZE LABEL	N/A (size on swing tag)
CARE LABEL	Side seam
HANGING LOOP	Self
SWING TICKET	Recycled swatch tag

SPEC SHEET: 3 DETAILS



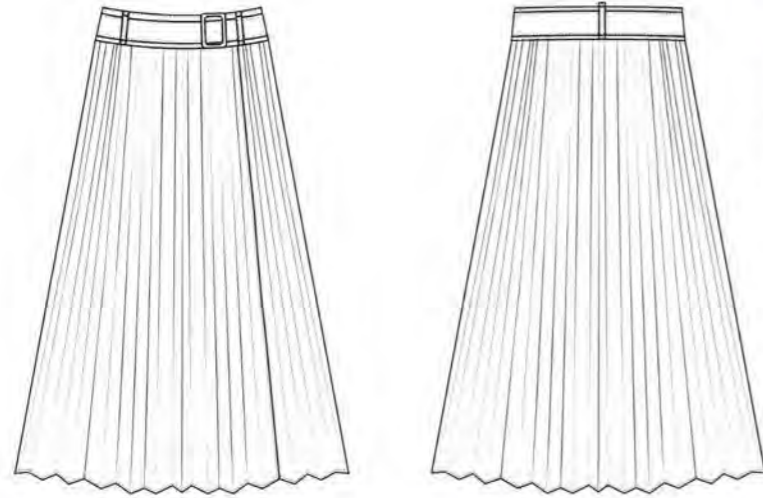
2.4 cm corozo button

Grown-on strap cuff

Run and fell back yolk

Kokeshi

SPEC SHEET: 1 EXTERNAL	SEASON: AW/24	COLLECTION: WORKING BLUE	CATEGORY: WOMENSWEAR	ISSUE DATE: 15/05/23
---------------------------	---------------	-----------------------------	-------------------------	-------------------------



NAME: PLEATED WRAP SKIRT

TRIMS	
PROTO SAMPLE SIZE	UK M (10)
BLOCK	N/A
CB LENGTH	97.5cm
FABRIC	Organic coated cotton
CB ZIP	N/A
FRONT FASTENING	Khaki corozo button (1.8 cm)
BUTTON	x9
BUCKLE	(uses belt from jacket)

FABRIC (MAIN)	COLOUR	LINING	COLOUR
Organic coated cotton	Chartreuse	N/A	N/A

SPEC SHEET: DETAILS



2.5cm belt loop



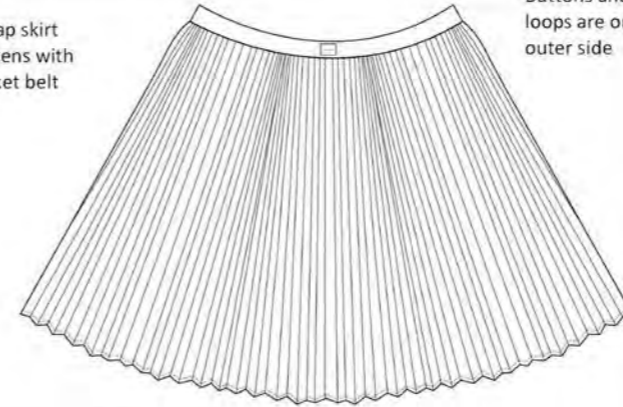
Baby lock edge for hem and side seams



1.8cm corozo button

SPEC SHEET: 2 INTERNAL

Wrap skirt fastens with jacket belt



Buttons and belt loops are on the outer side



Demonstrates how skirt attaches to jacket

LINING	N/A
SLEEVE LINING	N/A
LINING CB LENGTH	N/A
FACINGS	Waistband (w=7.5)
GROSGRAIN	N/A
BUTTONHOLE	N/A
SHANDWICHED/BAGGED	Bagged
CB NECK LABEL	Cotton label(7x7 cm)
SIZE LABEL	N/A (size on swing tag)
CARE LABEL	Sides seam
HANGING LOOP	Self
SWING TICKET	Recycled swatch tag

Kokeshi

SPEC SHEET: 1 EXTERNAL	SEASON: AW/24	COLLECTION: WORKING BLUE	CATEGORY: WOMENSWEAR	ISSUE DATE: 15/05/23
---------------------------	---------------	-----------------------------	-------------------------	-------------------------

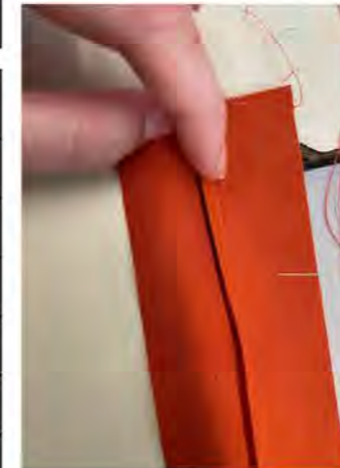
SPEC SHEET: 2 INTERNAL



NAME: CONVERTIBLE TIERED PINAFORE

TRIMS	
PROTO SAMPLE SIZE	UK M (10)
BLOCK	N/A
CB LENGTH	103.5cm
FABRIC	Organic cotton poplin
CB ZIP	23.5cm
FRONT FASTENING	N/A
BUTTON	N/A
BUCKLE	N/A

FABRIC (MAIN)	COLOUR	LINING	COLOUR
Organic cotton poplin	Burnt orange	N/A	N/A



All internal side seams are finished in French seams



External view of seam

LINING	N/A
SLEEVE LINING	N/A
LINING CB LENGTH	N/A
FACINGS	Hem (w=7.5)
GROSGRAIN	N/A
BUTTONHOLE	N/A
SHANDWICHED/BAGGED	Bagged
CB NECK LABEL	Cotton label(7x7 cm)
SIZE LABEL	N/A (size on swing tag)
CARE LABEL	Side seam
HANGING LOOP	Self
SWING TICKET	Recycled swatch tag

SPEC SHEET: 3 DETAILS



CB zip

Run and fell patch pocket

Hem facing

Kokeshi	SEASON: AW/24	COLLECTION: WORKING BLUE	CATEGORY: WOMENSWEAR	ISSUE DATE: 15/05/23
		NAME: MODULAR DENIM UTILITY SUIT		
		TRIMS		
		18mm corozo button x4 in Grey		
		10mm corozo button x8 in Grey		
DETAILS:				
FABRIC (MAIN)	COLOUR	LINING	COLOUR	
Herringbone chambray	Selvedge	N/A	N/A	

Kokeshi	SEASON: AW/24	COLLECTION: WORKING BLUE	CATEGORY: WOMENSWEAR	ISSUE DATE: 15/05/23
		NAME: MODULAR STRIPED UTILITY SUIT		
		TRIMS		
		10mm corozo button x14 in Bottle green		
		20mm corozo button x1 in Bottle green		
DETAILS:				
FABRIC (MAIN)	COLOUR	LINING	COLOUR	
Handloomed candy stripe	Serrano	N/A	N/A	

Kokeshi	SEASON: AW/24	COLLECTION: WORKING BLUE	CATEGORY: WOMENSWEAR	ISSUE DATE: 15/05/23
		NAME: CONVERTIBLE KNIT DRESS		
		TRIMS		
		10mm corozo button x10 in Ivory		
		DETAILS:		
FABRIC (MAIN)	COLOUR	LINING	COLOUR	
100% Mohair	Linen	N/A	N/A	

Kokeshi	SEASON: AW/24	COLLECTION: WORKING BLUE	CATEGORY: WOMENSWEAR	ISSUE DATE: 15/05/23
		NAME: DENIM BELTED DRESS WITH PLEATED WRAP SKIRT		
		TRIMS		
		18mm corozo button x10 in Khaki		
		60mm stainless steel buckle x1		
DETAILS:				
FABRIC (MAIN)	COLOUR	LINING	COLOUR	
Dress: Japanese 13.5 oz denim	Prussian	N/A	N/A	
FABRIC (MAIN)	COLOUR	LINING	COLOUR	
Skirt: Cotton poplin	Carnelian	N/A	N/A	

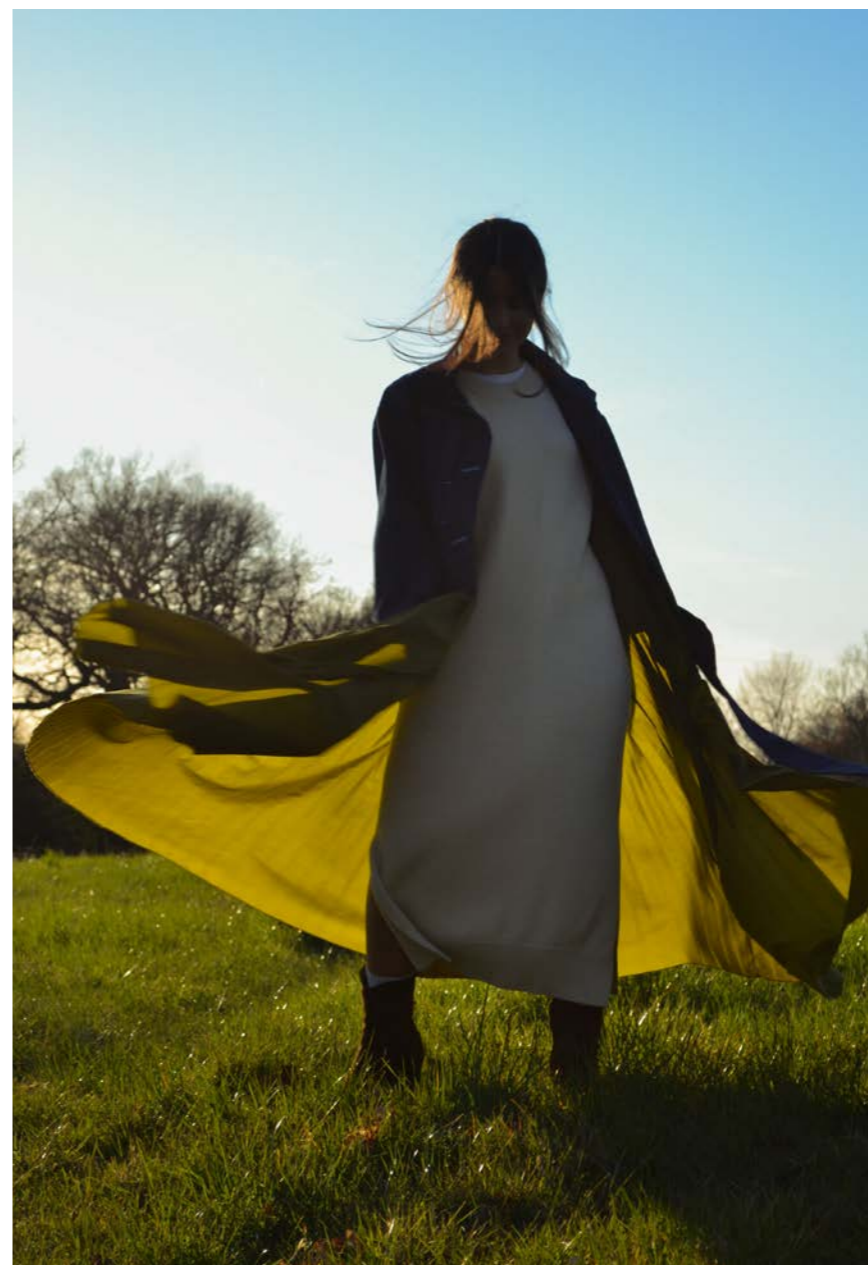
Kokeshi	SEASON: AW/24	COLLECTION: WORKING BLUE	CATEGORY: WOMENSWEAR	ISSUE DATE: 15/05/23
		NAME: DENIM TIERED PINAFORE		
		TRIMS		
		20mm corozo button x1 in Khaki		
		40mm stainless steel buckle x2		
DETAILS:				
FABRIC (MAIN)	COLOUR	LINING	COLOUR	
Body: Japanese 13.5 oz denim	Prussian	N/A	N/A	
FABRIC (MAIN)	COLOUR	LINING	COLOUR	
Skirt: Hand loomed cotton	Yellow Lichen	N/A	N/A	

Kokeshi	SEASON: AW/24	COLLECTION: WORKING BLUE	CATEGORY: WOMENSWEAR	ISSUE DATE: 15/05/23
		NAME: Short SLEEVE ESSENTIAL T-SHIRT		
		TRIMS		
		20mm jersey rib in linen		
		DETAILS:		
FABRIC (MAIN)	COLOUR	LINING	COLOUR	
Cotton jersey	Linen	N/A	N/A	
Kokeshi	SEASON: AW/24	COLLECTION: WORKING BLUE	CATEGORY: WOMENSWEAR	ISSUE DATE: 15/05/23
		NAME: LONG SLEEVE STRIPE T-SHIRT		
		TRIMS		
		20mm jersey rib in Linen		
		DETAILS:		
FABRIC (MAIN)	COLOUR	LINING	COLOUR	
Cotton jersey stripe	Chartreuse	N/A	N/A	





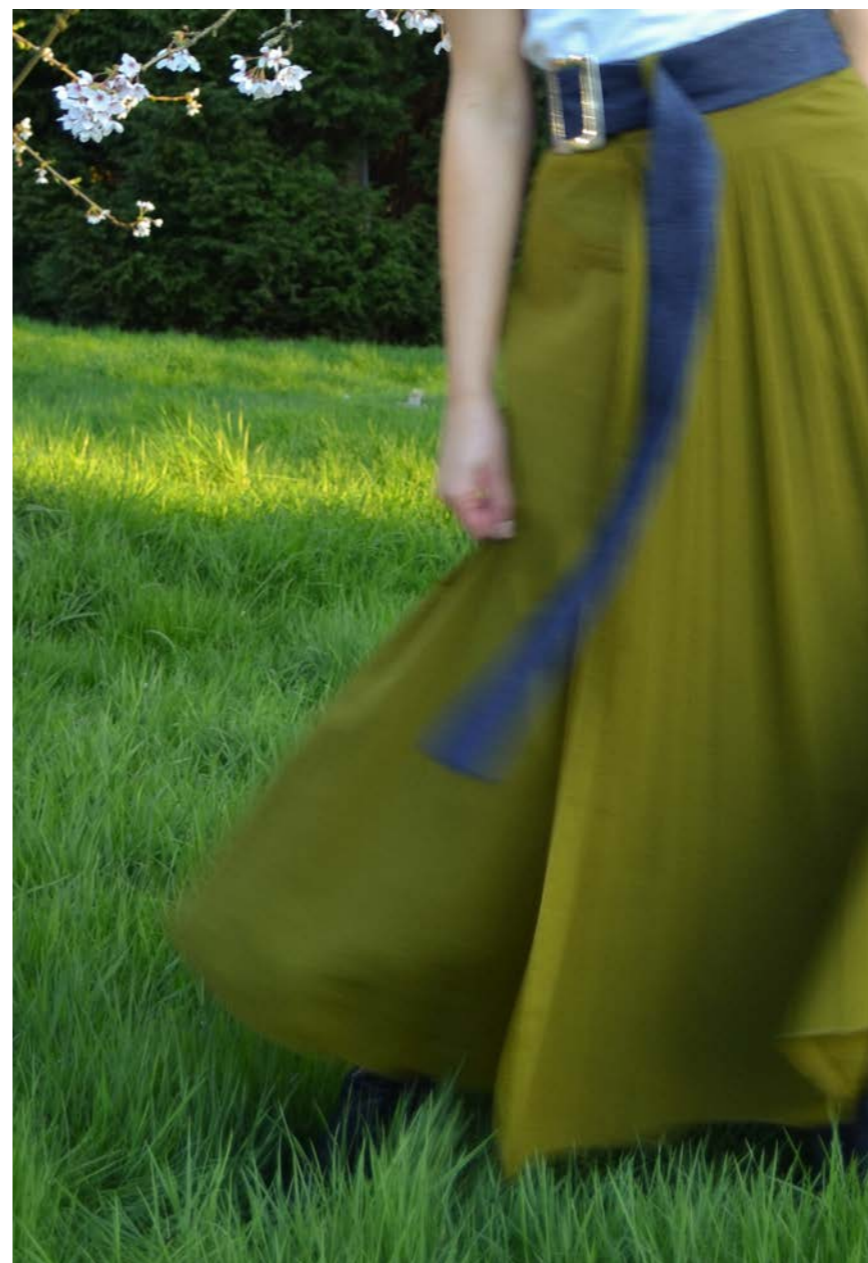
PROMOTIONAL SHOOT LOOK 1



PROMOTIONAL SHOOT LOOK 2



PROMOTIONAL SHOOT LOOK 2



PROMOTIONAL SHOOT LOOK 3



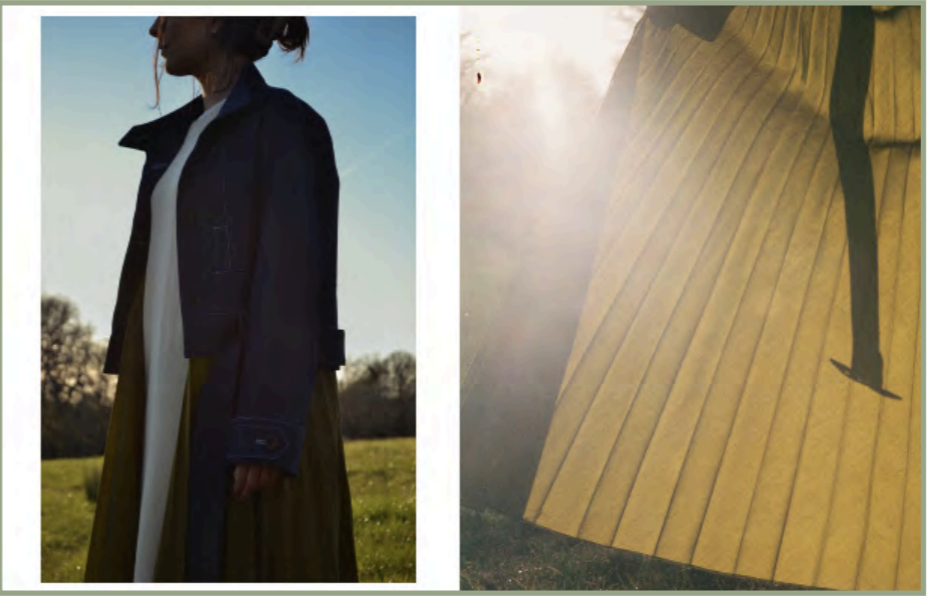
PROMOTIONAL SHOOT LOOK 4



PROMOTIONAL SHOOT LOOK 5



PROMOTIONAL SHOOT LOOK 6



PROMOTIONAL LOOKBOOK

KOKESHI

Kokeshi

Kokeshi

Ko-ke-shi

Kokeshi.

Kokeshi





x

MOTHER OF PEARL

Prairie Tale

In response to the brief, 'I am a tree hugger' I have designed a six-look collection named 'Prairie Tale.' The theme for this collection is inspired by American farm life in the late 1800s. I was inspired by the house on the prairie aesthetic, a style that was originally created as an affordable adaptation of the high fashion at the time. I wanted to evoke the spirit of this period by drawing from the use of checks, ruffles, full skirts, high necklines, and voluminous sleeves. The collection celebrates the traditional values held on such a farm and emphasises the need for more sustainable practices in the fashion industry.

Life at this time was isolated and people depended on being self-sufficient. Families relied heavily on their own resources and skills to provide for their daily needs, including growing their own crops, raising animals for food, and making their own clothes and furniture. Those living on the farms were intimately connected to their rural surroundings and had a deep understanding of where their food and clothing came from.

This way of life is something I admire and made me reflect on how far we have strayed from this. In today's society, where fast fashion and disposable clothing have become the norm, it's important to remember the value of knowing the origins of our clothing and the impact of our consumption on the environment. I hope this collection will highlight the beauty in knowing the origins of our clothing and can encourage consumers to think more critically about their fashion choices and the impact they have on the planet.



Vampires Wife



Cotton drill

100% linen

Gingham cotton & linen blend

10.5 oz denim

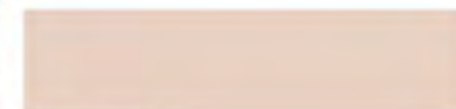
Gingham cotton & linen blend

13 oz denim

Striped cotton poplin



In the long grass



Cloudy pink



Heath



Selvedge

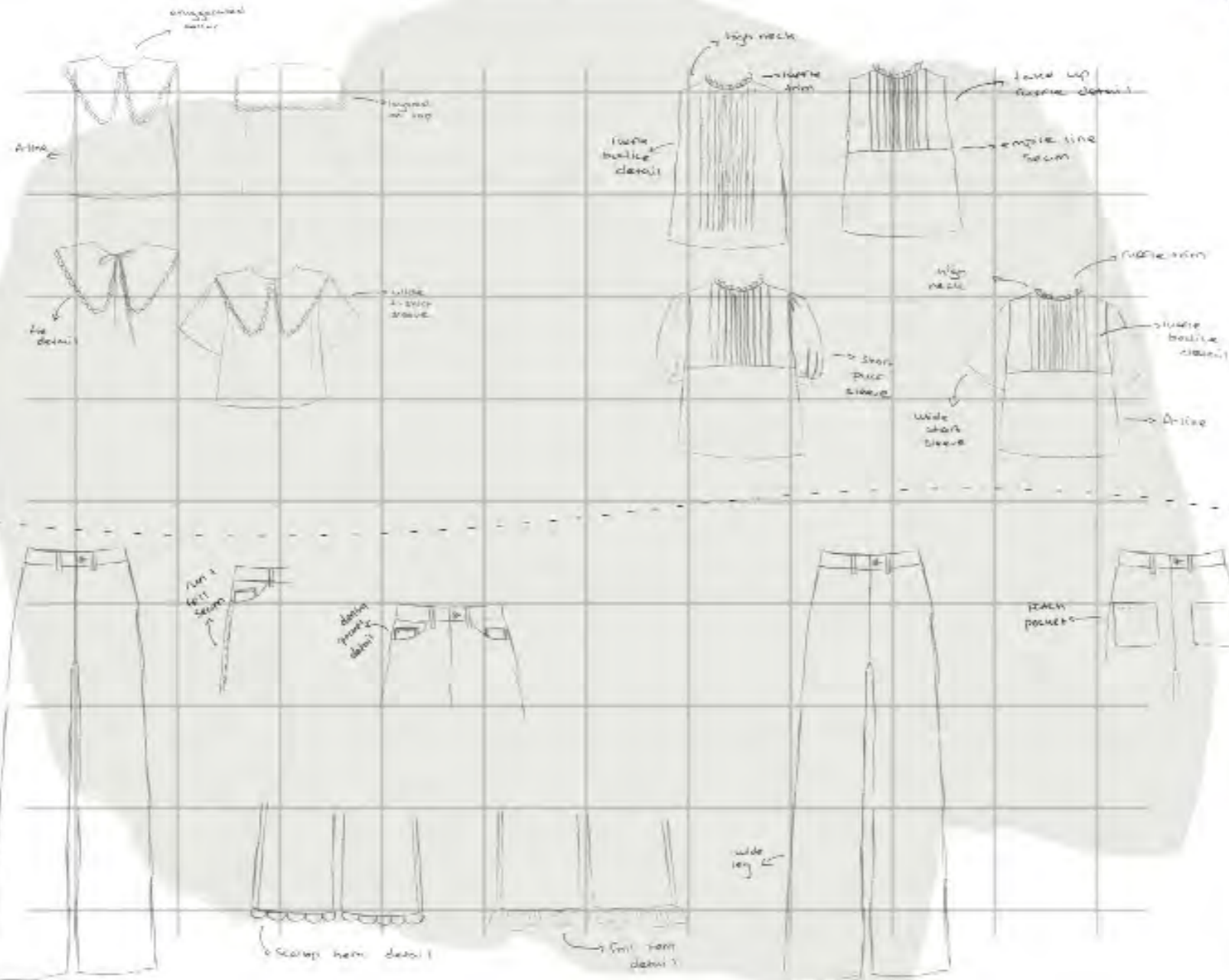


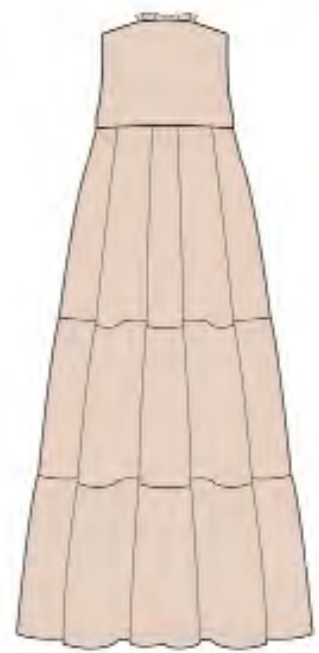
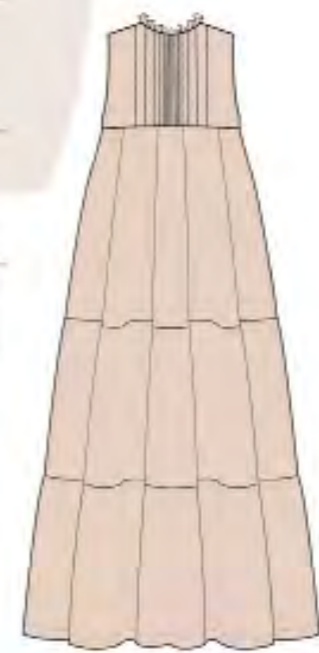
Blue stem





SILHOUETTE COLLAGE

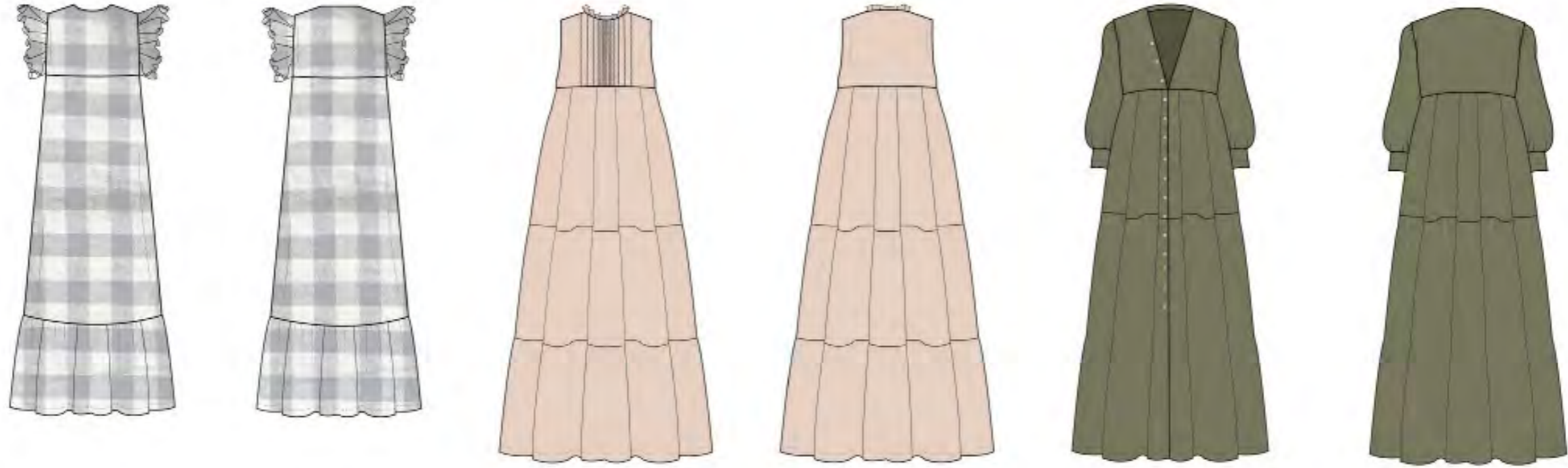




DESIGN DEVELOPMENT



LINE UP



RANGE PLAN

