



IONA WINN-DARLEY
FASHION DESIGN AND MARKETING BA (HONS)

The io philosophy

io is a women's Demi-couture brand that is print and textile focused. Our aim is to empower women with the confidence to express themselves, to embody their individuality and drive their need for self-expression.

To achieve this, we have an ongoing research project that explores technology innovations in both our in-store and online experiences. By collaborating with our customers,

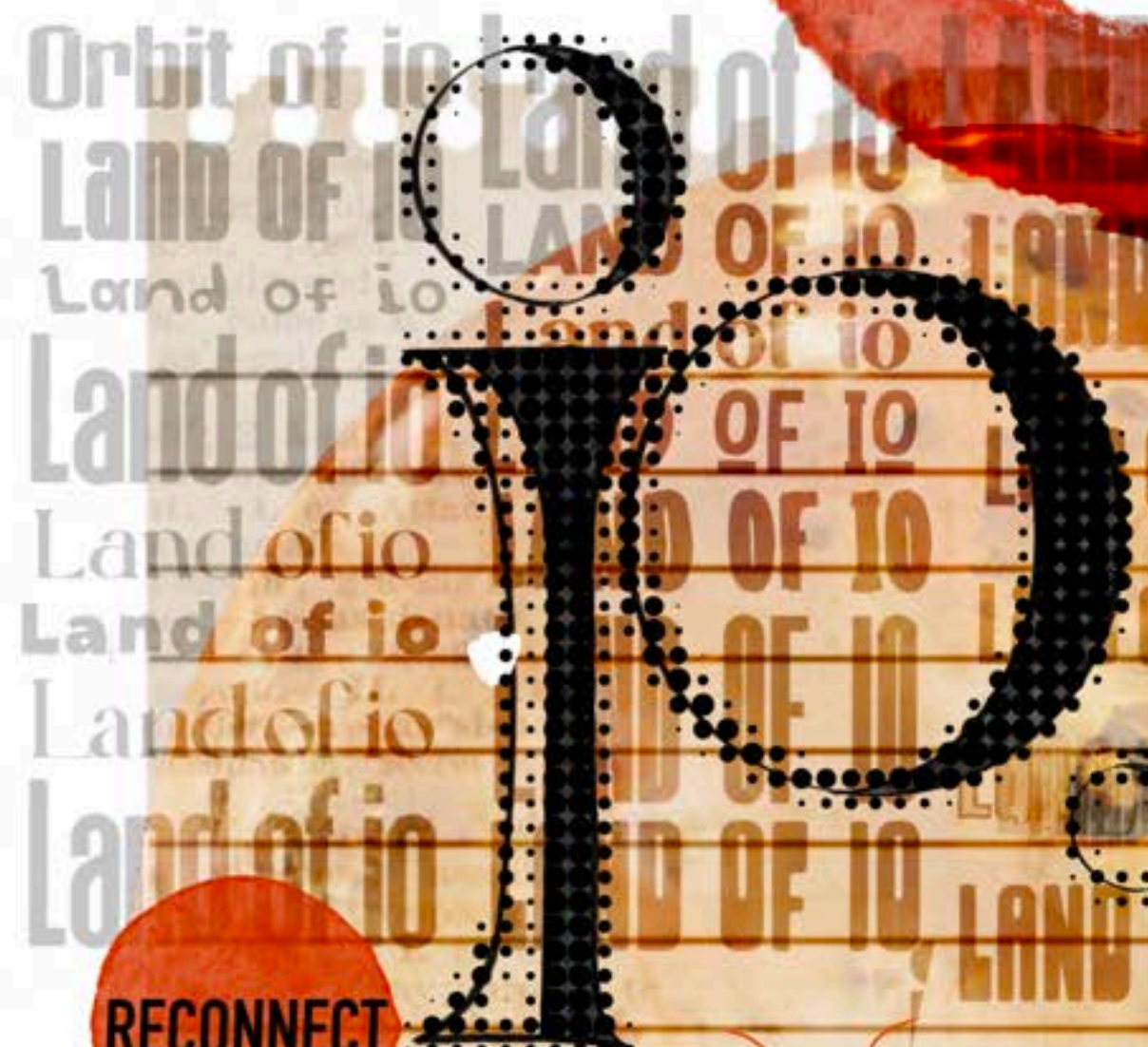
we are able to establish a strong connection, gain brand loyalty, and reimagine their buying habits, thus allowing them to re-express themselves in new and exciting ways.

io was born out of a love for our planet and people, and sustainability is at the forefront of our designs. We have a zero-waste strategy by using dead-stock fabrics and offering a made-to-order bespoke model.

We take great care to provide meticulous product information to ensure transparency throughout our brand's values.

Furthermore, we believe in treating our employees fairly by providing them with fair wages and benefits.

We also offer a complimentary alteration and repair service with a lifetime guarantee, provided by our skilled SEW team



RECONNECT

REEXPRESS

REIMAGINE





SWING TAG DEVELOPMENT



STICKERS

PACKAGING PROTOTYPE & BRANDING



COLOURS



Bag

Complimentary knitted clip - can be worn on accessories/ trousers to spice up any outfit (made from scrap yarn).



Mini knitted pouches

We embrace leather imperfections whether inherent or created by daily wear. However, we recommend using this leather conditioner to help soften and condition your leather.
 Directions for use:
 1. Take a small amount of conditioner on our mini-fiber wool.
 2. Gently buff it into the leather to create the desired finish.
 3. Yield!



Leather conditioner

The leather conditioner



Thank you note

Thank you for your purchase
 Your garment has been made with great care in our London studio. All of our materials are sourced from deadstock suppliers - meaning there may be discrepancies in the leather we embrace all imperfections and pride them in being unique to the other.
 Please take care when washing. We recommend using the leather conditioner to keep your leather in tact. Steam the knit to keep it soft and keep its form.
 Wear it with confidence!
 Download the iD x SEW app here for your free repairs.



Box



Thank you for purchasing with us

The io customer



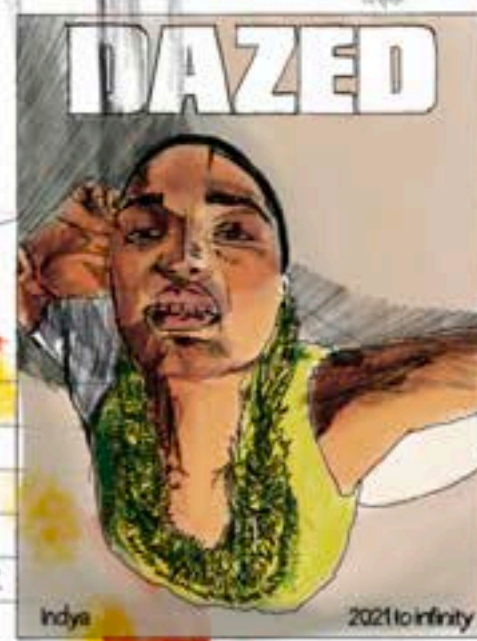
DSM

DOVER
STREET
MARKET

DOVER
STREET
MARKET



A painting that doesn't shock
isn't worth painting.



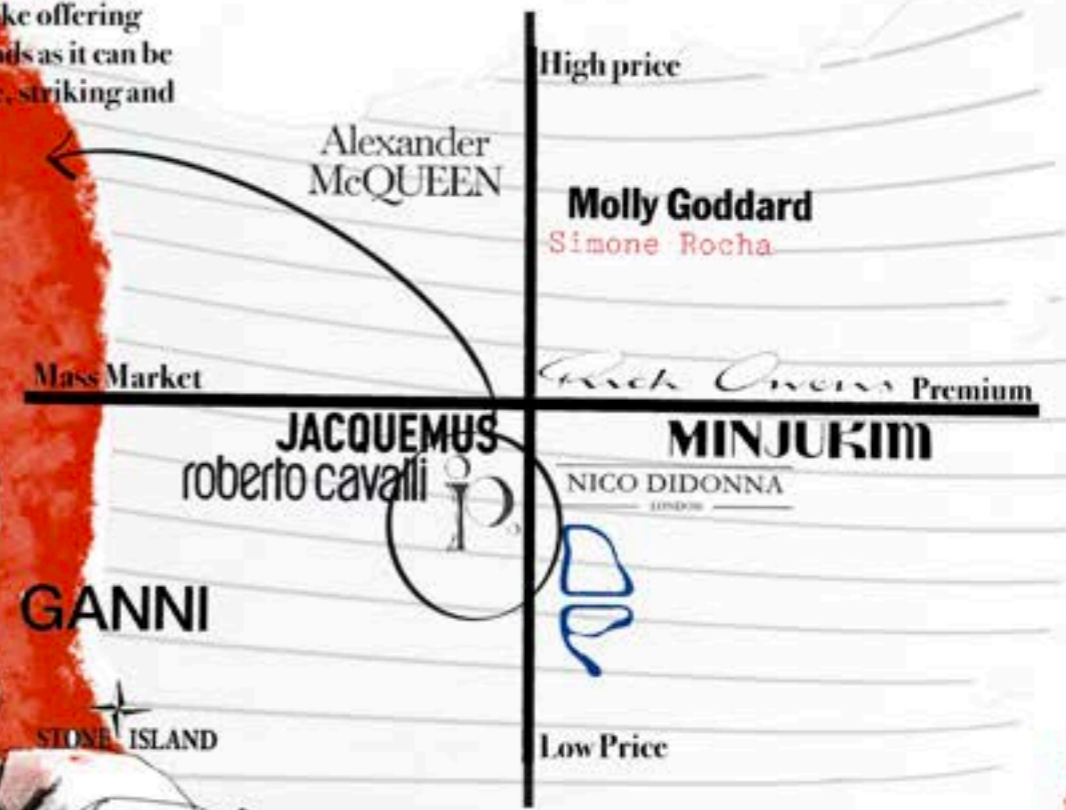
Kiki Age 28

Art Dealer in London, Shoreditch. She loves to be bold, unique & playful in her clothing & aesthetic. She has a keen eye for design & likes to express herself & her bubbly outgoing personality through this. Her hobbies include, art, fashion, travelling, walking her dog, finding hidden gems in vintage & boutique shops and catching up with her friends over wine & food - her favourite cuisine being tapas.



Product positioning

The market position of io is such that it can undercut brands such as Simone Rocha and Rick Owens while still aiming to gain brand loyalty by competing with them. The company takes pride in providing premium service, in-store or online, and excellent craftsmanship within the atelier. Io's exclusivity of its bespoke offering and design collaboration enables it to compete with these luxury brands as it can be more flexible to its customer's needs by offering high-quality, unique, striking and innovative designs.



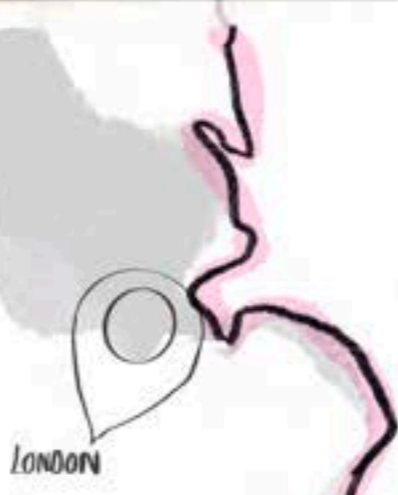
DISTRIBUTION STRATEGY



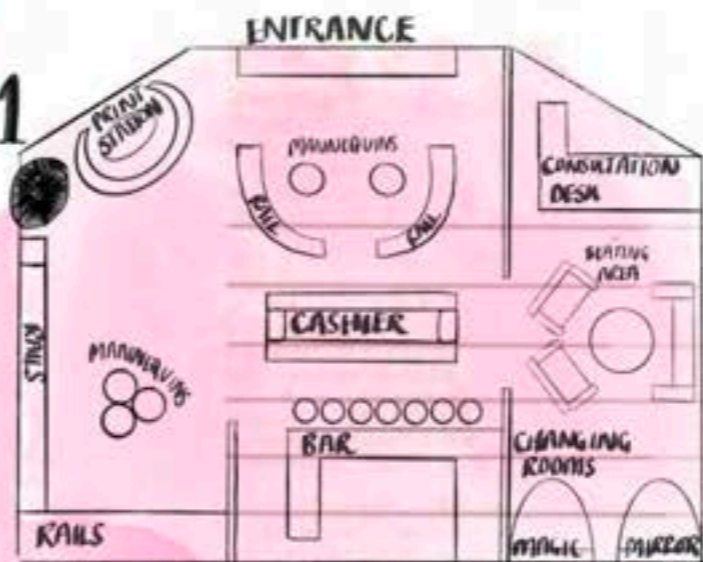
BOUTIQUE IN BELGRAVIA

Belgravia is known for its prestige and exclusive reputation, which aligns well with the demi-couture branding. Located in a prestigious area, its affluent customer base, high foot traffic, and proximity to other luxury retailers can enhance its reputation. The boutique vibe will be comfortable, memorable and conversation provoking. You can grab a coffee and browse or shop the collection. Io's HQ is above the boutique.

STORE

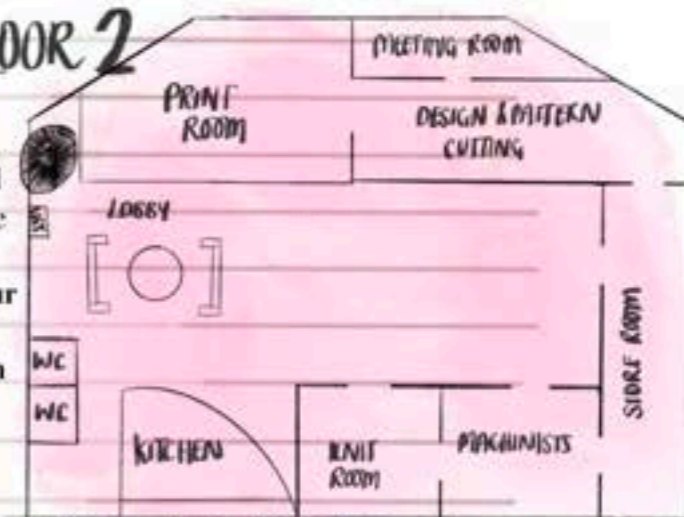


FLOOR 1



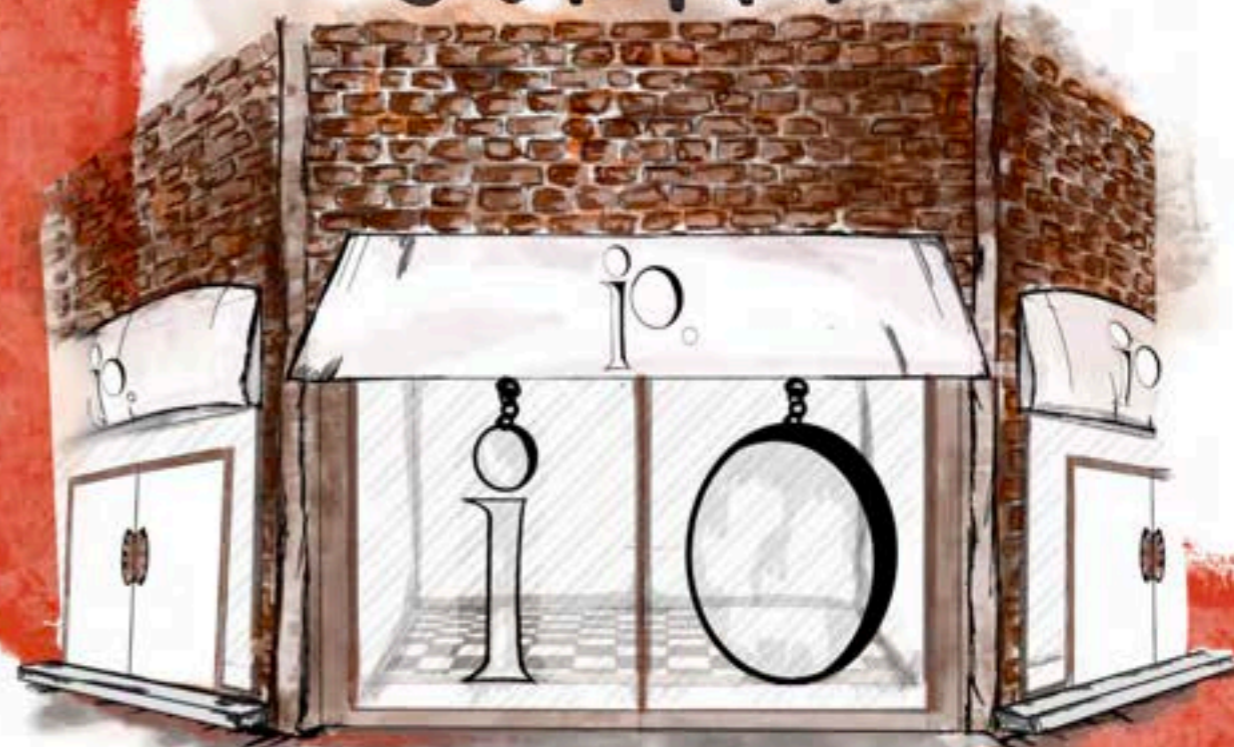
Floor 1 - special features include the print station, consultation desk for bookings and styling appointments, a bar where you can get refreshing beverages and the amazing VR mirrors

FLOOR 2



Floor 2 - Workshops will be conducted in this space. The space will be very collaborative with the large lobby area. Allowing our employees to have good communication between each other.

STORE FRONT



THE iO. CAFÉ

The interior of the boutique will be elegant, chic but also edgy and exciting. In the iO cafe there will be Prosecco, coffee, soft drinks and snacks available for our customers and employees



Magic Mirrors in the changing room allows customers to visualise the garments on their body without trying anything on. The magic mirror comes with a possibility of 300 different garment outcomes for each products.

THE VR CHANGING ROOM

THE PRINT STATION

At the iO flagship store, the personalisation print station takes center stage, offering a unique opportunity for customers to create their own prints through screen printing workshops. Furthermore, for those who seek bespoke items, there are options to manipulate the prints to suit their personal aesthetics. The store also provides catalogues, allowing customers to browse and explore different print options.



PERSONALISATION STATION



PRINT TABLE SAMPLE



ABOUT

We are excited to announce that our boutique's grand opening will coincide with an exclusive launch party attended by celebrity guests, art aficionados, fashion influencers, and press members. Each participant will be given a customised accessory as a token of appreciation that has been expertly monogrammed, and screen printed to match their unique style. Guests can browse the collection "42 unconventional hours" while drinking beverages (Prosecco or a soft drink), eating canapés, and listening to the musical stylings of the fantastic WILLOW.

Particular attention will be drawn to showcasing our innovative VR changing room technology, enabling guests to virtually try on our clothing items and visualise them on the body. We want our guests to feel excited about the possibilities within our clothing, and we want to allow them to have the freedom to design and collaborate. Lookbooks and mini catalogues will be printed, and fashion films will be projected onto the walls - this will create a luxurious atmosphere and entice our guests into the brand story.

During the launch event, guests will be entered into a competition. The competition will enter all the guests' names into the draw. The winner that gets picked out will be able to have a complimentary styling consultation to collaborate with the brand on a new product. This will be heavily promoted, and the winner will post the hashtag on their social media channels.

ORDER OF EVENTS

- 42 HOURS**
- FRIDAY**
6PM - 11PM: Launch party (invite only)
- SATURDAY**
10AM - 5PM: Opening to the public
6PM - 11PM: Launch party (general public)
- SUNDAY**
10AM - 3PM: Guest speakers (to be revealed)
- MONDAY**
10AM - 5PM: Opening to the public (start of workshops)



Musical Stylings of WILLOW

THE LAUNCH EVENT

WORKSHOPS

1. Screen-printing workshop - encouraging customers to screen print their accessories - hat, gloves, scarf, phone case, tops - £100
2. Io x sew workshop - showcases simple techniques to learn how to mend your clothing. Customers can also learn about fabric and garment properties and are provided with information on maintenance and fabric care as well. - £20
3. Styling service (bespoke consultancy) - styling service working with our styling specialist to discuss their fashion needs, wants and aspirations for a garment. As well as a complimentary colour mapping process. This is part of our bespoke model and can be prebooked or as a walk-in service. £100-£200
4. Yarn and print repurposing workshops - using scrap yarn and print to create patches that will be eventually used in an installation the brand aims to put on in 6 months - where the patches will all be sewn together to create a limited edition collection - the people who make the patches will be all entered into a raffle where they can win the opportunity to book a private styling appointment and get 50% of their garment with a free screen printed accessory. - £100



The guests invited are a mixture of GEN Z influencers, magazine editors and journalists, art enthusiasts, actresses and people that we think channel the io vibe!

GUEST LIST

- Mia Regan
- Griff
- Emma Fridsell
- Max Clark
- Gregory Roberts
- Joan Woodward
- Pip Per Howard
- Dany Barhalt
- Young Empires
- Isabella Bailey Rankin
- Tourist Souvenirs Team
- Camille Rozal
- Lylia Wilson
- Estherine Martin
- Simone Ashley
- Fashion East

Io's launch will take place on the 20th September, 2023. Our collection 42 unconventional hours, will be launched over the period of 42 hours. This will be promoted on our social media with the hashtag 42hours - the main social media platform being instagram.



The goodie bag has been personalised to each guest. Time and effort has been put in to screen print garments for them, all unique to the other. Here is an example of one created for Mia Regan.



COLLABORATION

io x DSM

COLLABORATIVE SPACE FOR CUSTOMERS

#42hours



In addition, we are excited to announce that we will be opening a pop-up concession in DSM for a duration of six weeks. This will be promoted through esteemed fashion publications such as i-D magazine, Boff, DAZED, and our newsletter.

* Drawn filled with art supplies



As part of this initiative, we will feature a unique collaborative coat piece where customers can add their creative touch to our iconic trench coat displayed on the wall. This collection coat will serve as a canvas for embroidery, painting, and other artistic expression, allowing our customers to engage in our collaborative design business model. Our designated hashtags will be used to facilitate sharing their creations on social media platforms. Our goal is to inspire and ignite the artistic flair of our customers.

FREEDOM FOR EXPRESSION

DOVER STREET MARKET

DSML PAPER

DSML PAPER DSML E-SHOP FLOORGUIDE SUBSCRIBE CONTACT HOME

WHAT'S NEW
CDG
NEW ITEMS
NEW SPACES
COLLECTIONS
JEWELLERY
ROSE BAKERY

NIKE X CDG
TERMINATOR



Concession in Dover street market

DSM attracts a large customer base of celebrities, fashion insiders, influencers, art lovers as well as the general public. Is it also known for curating a selection of avante-garde and luxury brands. Having a concession here can increase brand exposure, reach a diverse and influential customer base and enhance io's prestige and reputation. The concession will be for a period of 6 weeks,



Collection concept

“

42 UNCONVENTIONAL HOURS

”

Io's launch collection, "42 Unconventional Hours," draws inspiration from traditional garments and silhouettes while embodying the rebellious spirit of punk culture, which values our customers never-ending desire to express individuality through their clothing.

The title "42 Unconventional Hours" is a nod to Jupiter's moon, Io, which orbits in approximately 42 hours. This collection is anything but ordinary, featuring avant-garde shapes and designs that defy traditional norms and embrace the spirit of non-conformity.

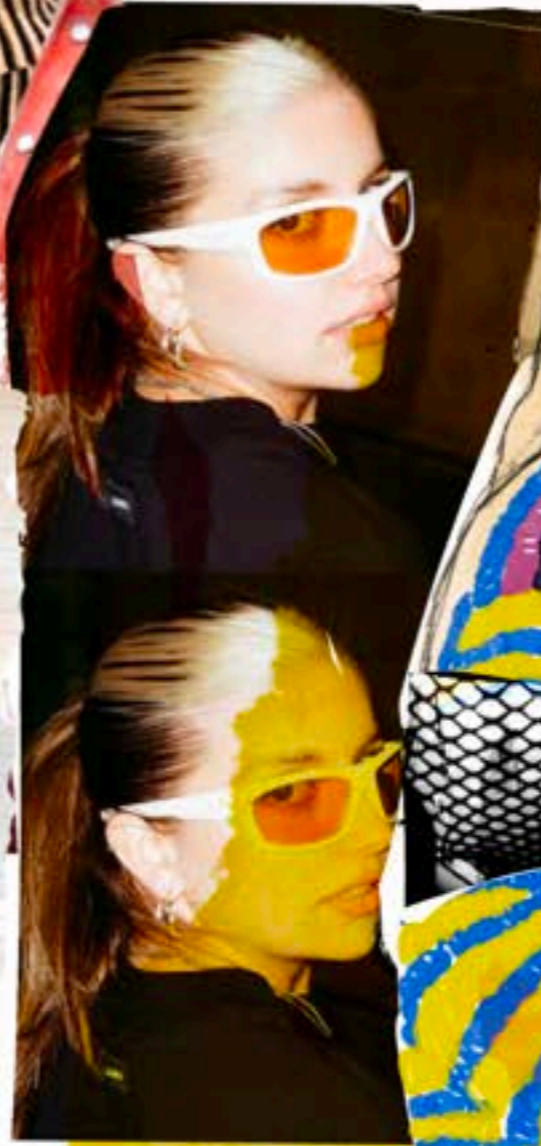
With a focus on boldness and self-expression, the garments in this collection embody a sense of individuality and free-spiritedness. They are designed for those who dare to be different in their fashion choices, from punk-inspired looks to unconventional twists on classic styles, each piece is an opportunity to add an element of yourself, making a fashion statement that is uniquely yours.



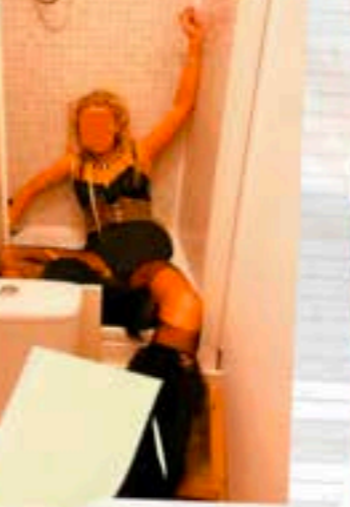
you have to destroy
the previous generation
to invent your own.



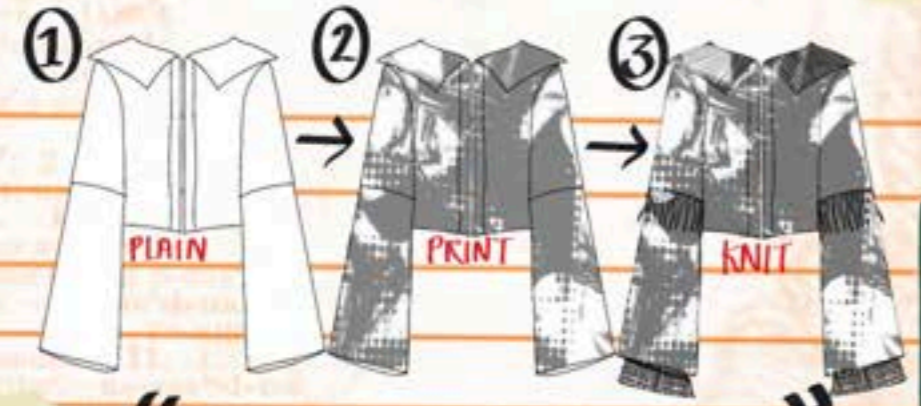
42
unconventional
hours
KIKI



PRIMARY PUNK
IMAGERY



* FUSION OF
TEXTILES



“MODULAR GARMENT”



YOUR
MAD, B
COME
HEA

Print story



Using primary punk imagery, super-exposing them and layering them to create interesting shapes and textures.



Primary punk photography - stereotypical dress
Playing dress up with friends



Go on, you've got 10 seconds left.
Say something outrageous

...fucking rotter...

Historical research informing print



influenced by concrete structures and graffiti - creating dimension to prints



Super imposing prints and layering them with knit to create depth , focusing on highlights and shadows



Juxtaposition between traditional garments and cliché punk imagery.

Juxtaposing textures

Final prints



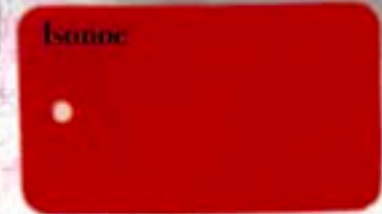
Opaque & puff binder



Yarn samples



Foil



Knit techniques



Cut laddered knit

Leather



Oere

Aoede

Cotton twill



Fabrics



Knitted rib



Knitted rib techniques

Yarn samples

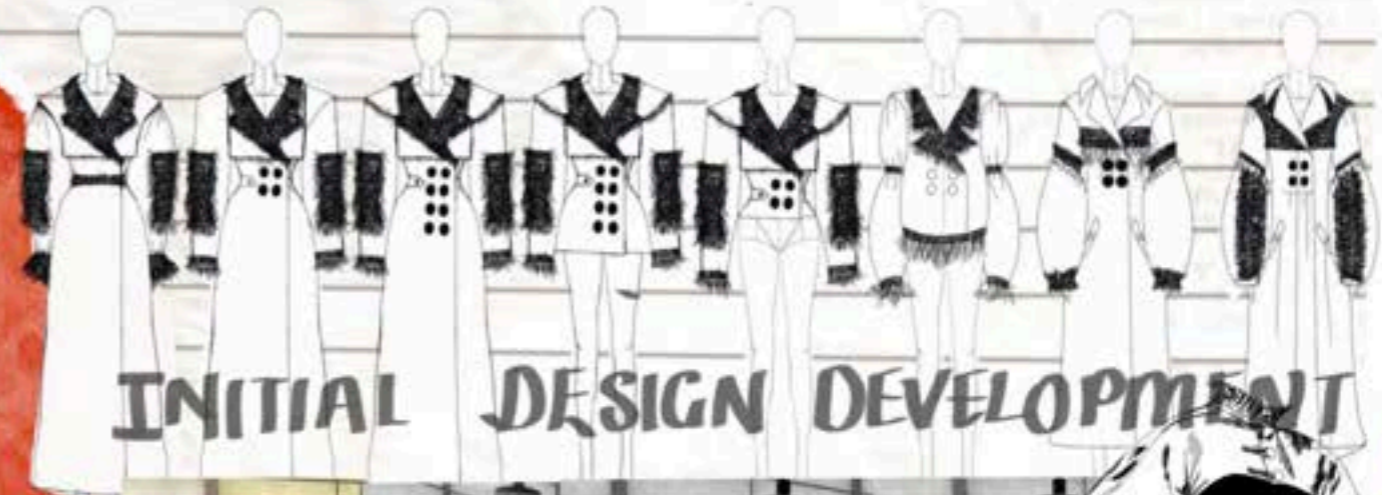


Colours



TRENCH COAT RESEARCH

The traditional trench coat was originally used for military purposes. The design was developed for the needs of soldiers during WW1. The fabric was waterproof, light weight and the silhouette was light. The design details were functional - the storm flap gave ventilation and the short cape at the back allowed water to roll off it. Now the trench coat has been reimagined in a variety of fabrics, shapes and cuts.



INITIAL DESIGN DEVELOPMENT



SILHOUETTE COLLAGES COMBINING PRINT, KNIT & TRENCH COAT

TITLE 1

SAMPLING OF WAISTBAND

- ① LEATHER
- ② COTTON
- ③ KNIT



SIHOUETTE COLLAGE

Experimenting with knit samples on the table.



Symmetrical placement by printing on knit

More ideas for colour & placement



SAMPLING WORKING ON WEIGHT OF LEATHER COMPARED TO KNIT NOTING UNUSUAL SAMPLE TO SEE IF THE STRAPS WOULD BE FULL

LEATHER



Rib samples



Rib samples



FINAL

10/10/17



KNITTED WAISTCOAT DEVELOPMENT

CONTINUED DEVELOPMENT FOR LOOK 1



SHIRT SILHOUETTE RESEARCH & COLLAGE DRAWINGS



Cuff development

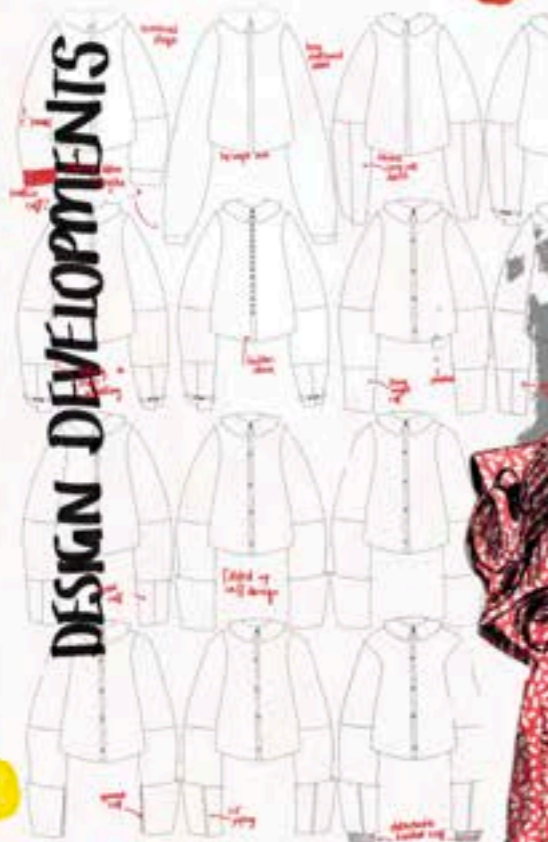


SLEEVE DEVELOPMENT

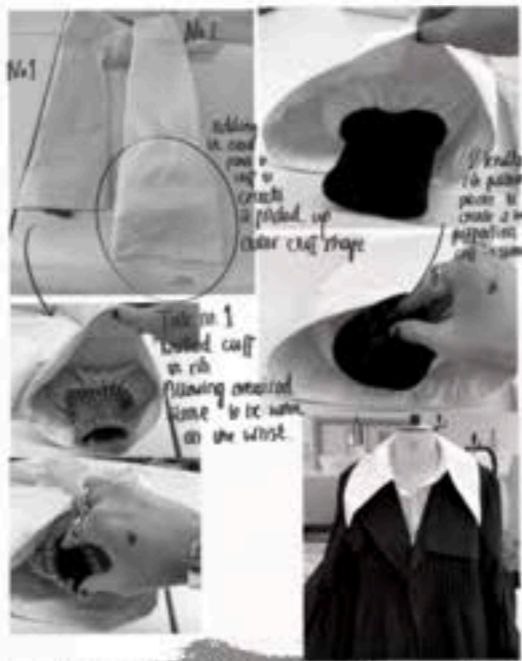


Print options available for bespoke appointments

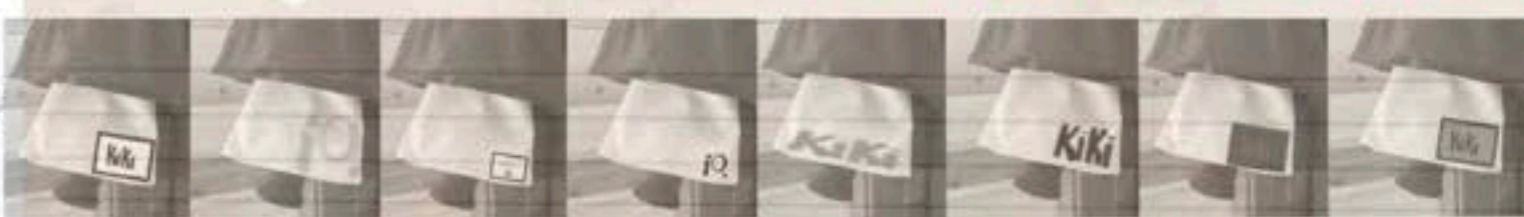
DESIGN DEVELOPMENTS



PROVIDE INFORMATION SPECIFIC TO THE WOMEN'S SHIRT



Design developments for look 1 - shirt



CUFF PERSONALISATION FOR THE CUSTOMER

FINAL SKIRT DESIGN

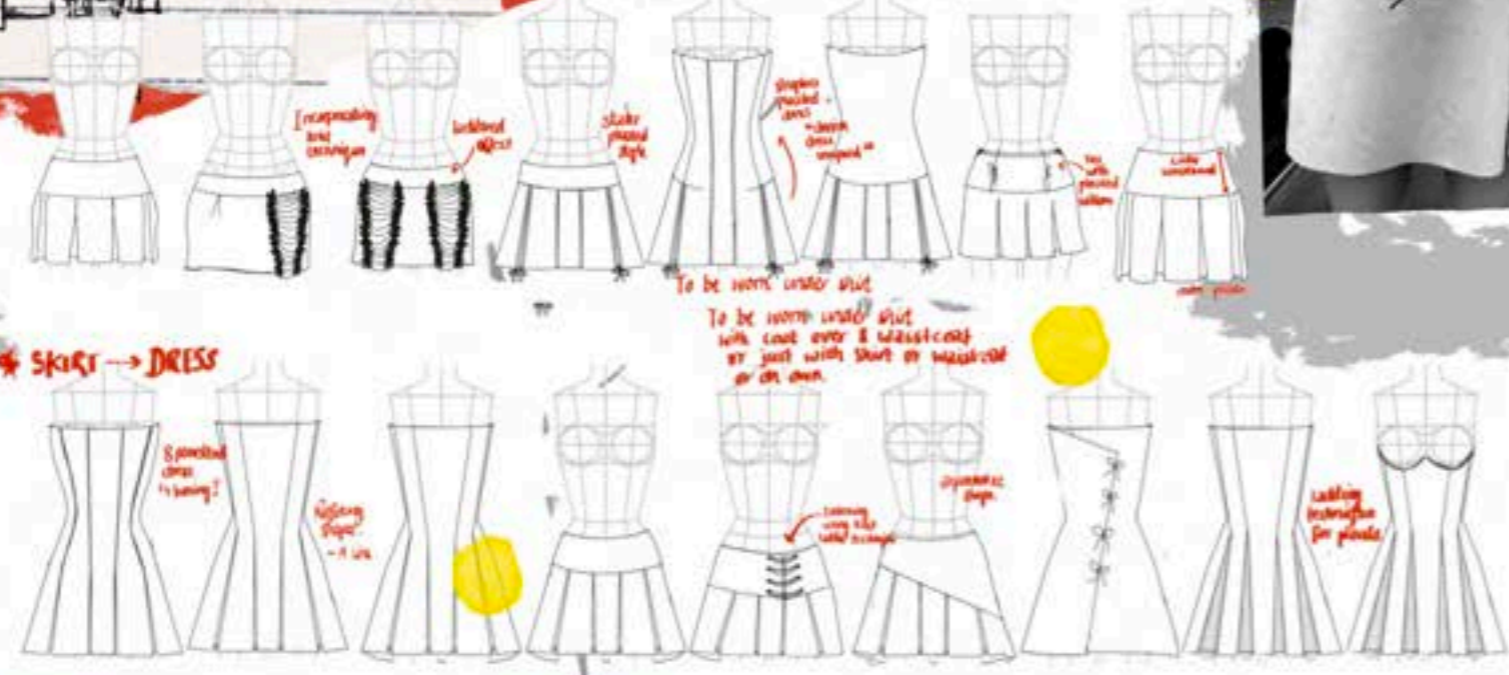
Research drawings



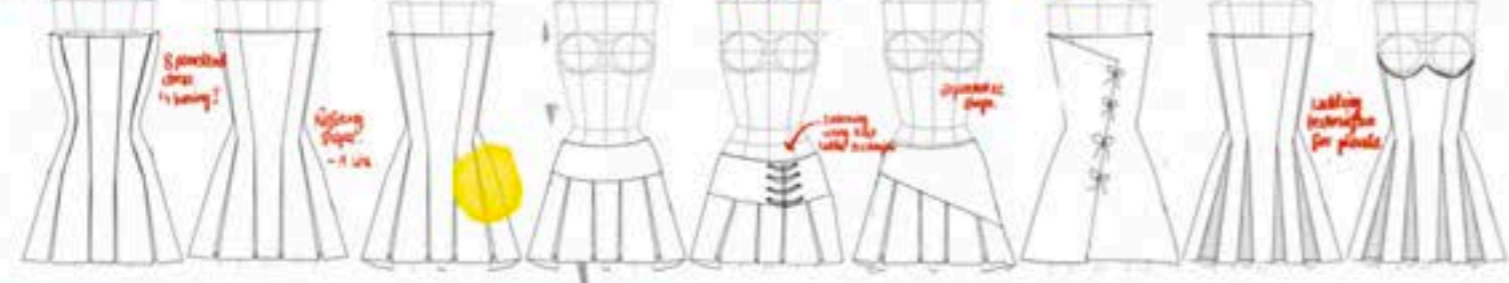
Toile development



Design developments for the matching skirt



SKIRT → DRESS



Final print

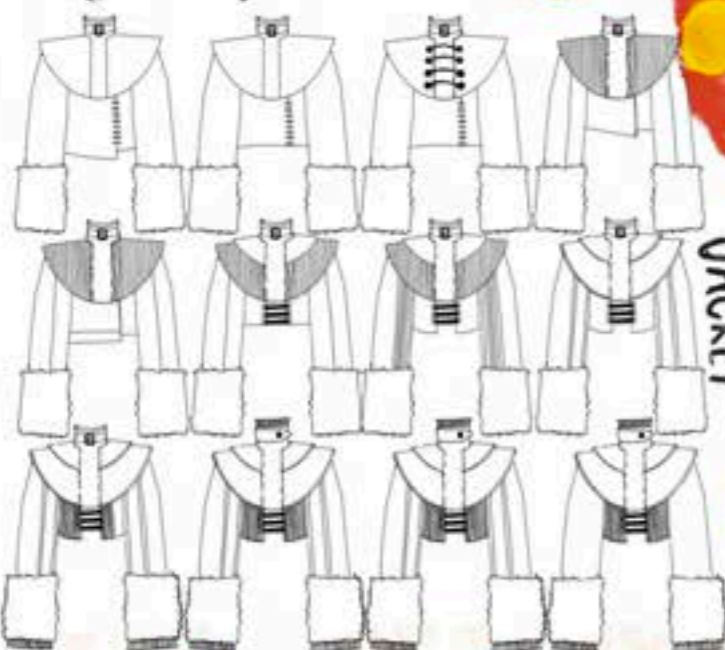


TEXTILE ILLUSTRATION

Design developments



Design developments



JACKET



COAT

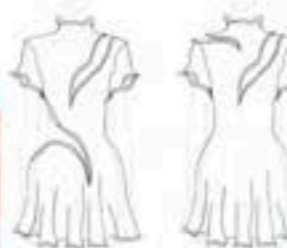


SHORTS

LOOK 5 DEVELOPMENT



DRESS



Print developments

Print developments



Design developments



* Jumpsuit
* Jumper



Silhouette collage

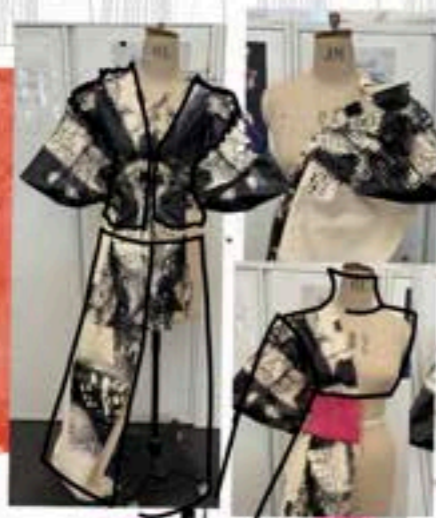
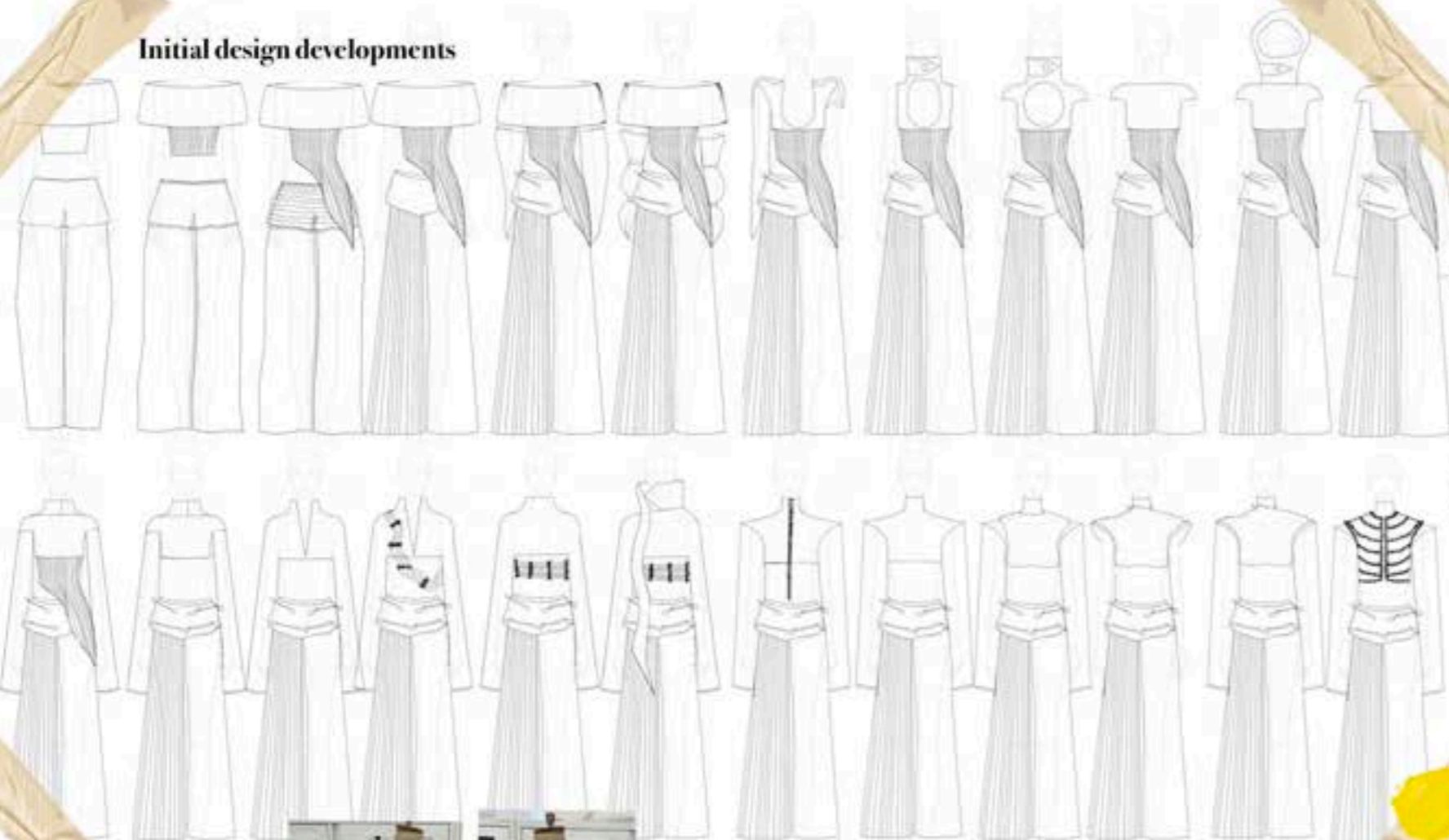


Print development



KNIT MΟΥΙAGE ILLUSTRATION

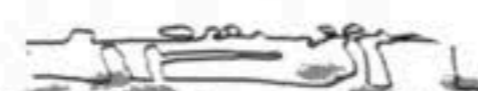
Initial design developments



Print consideration



Waistcoat/scarf colour development





Design developments



Print developments

Final prints

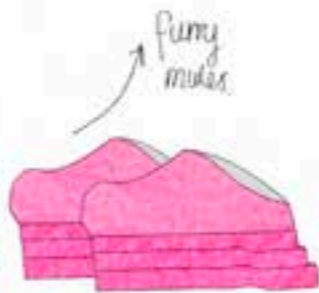


Textile Development

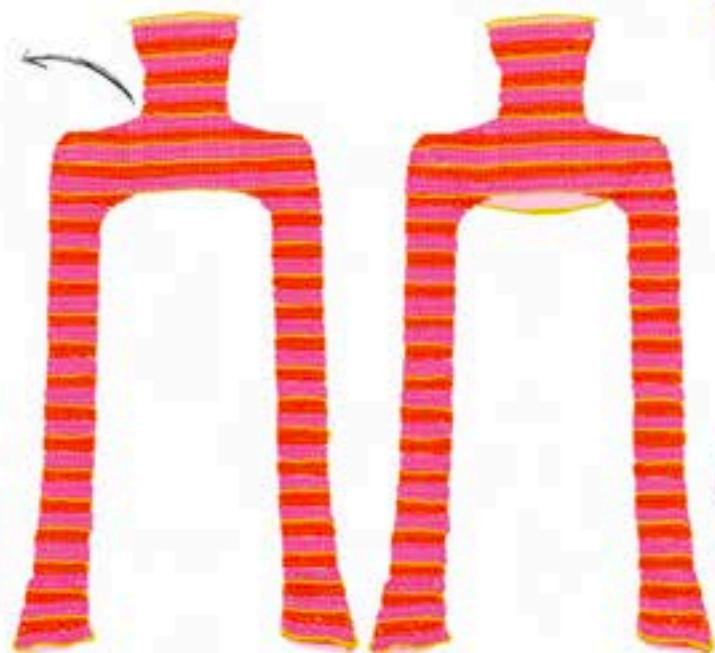


Look ①

Gloves
→ soap yarn



cropped, knitted jumper



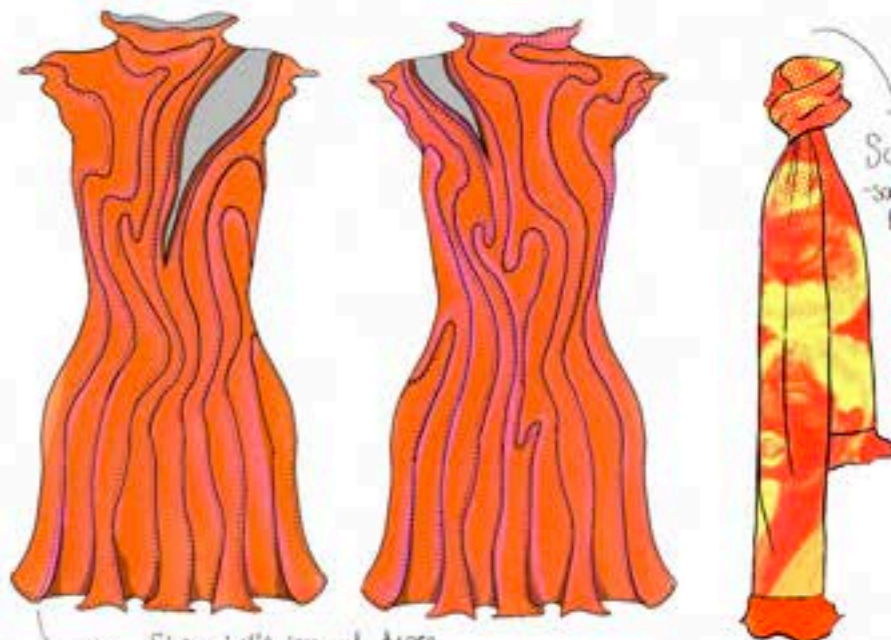
Wide leg jumpsuit



Look ②



Boots



Scarf - screen printed

Shear tulle layered dress



Long coat



furry mules.

Look 3



beanie (knitted)



Tulle top (pleated)



Mohair knitted top

Extreme wide leg trousers



Look 4



Boots

Cropped structured top



Mini shorts



Wide leg suit trousers



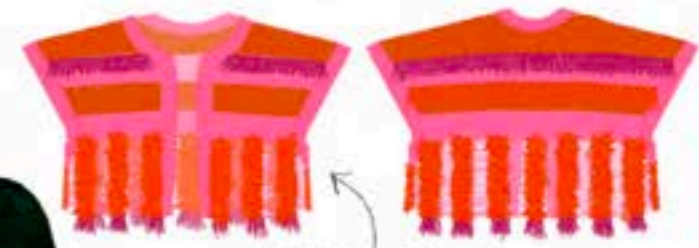
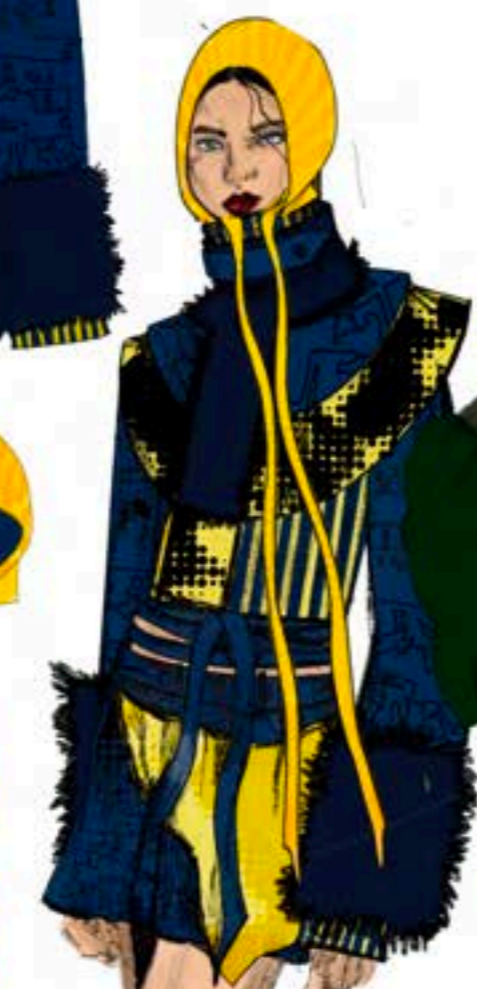
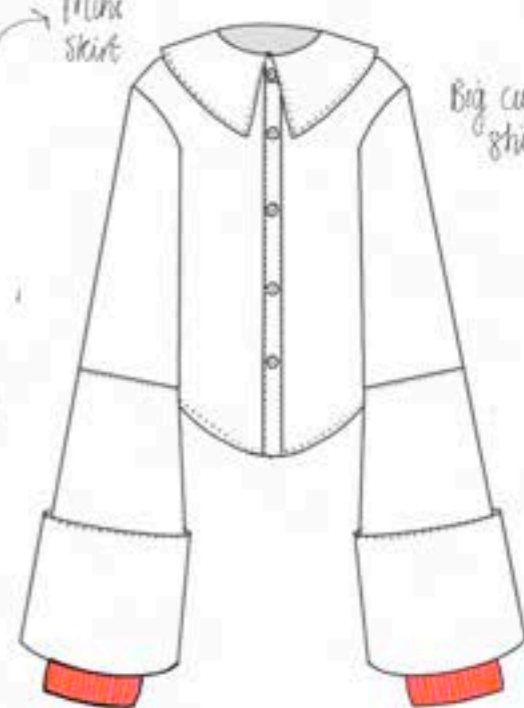
knitted waistcoat with scarf





Look 5

Look 6



Boots

knitted waistcoat



Boots

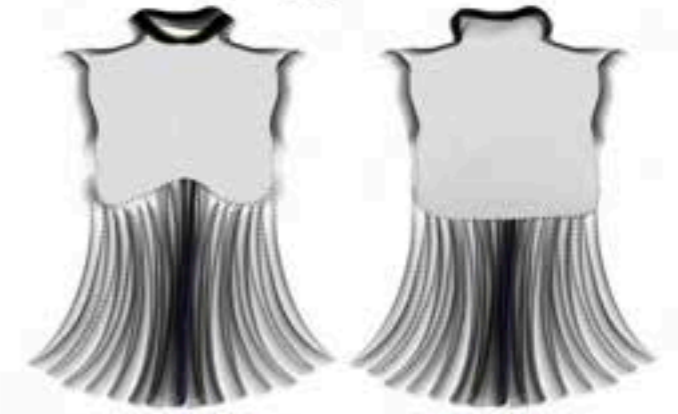


Trench coat





Range Plan



1

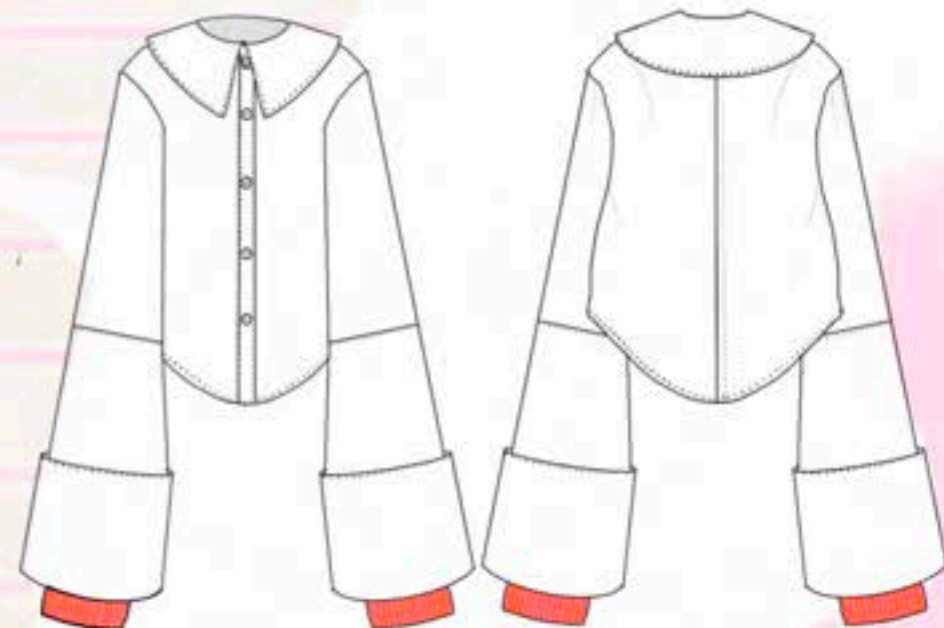


2



3





4



5



6



ROUTE TO MARKET PROCESS

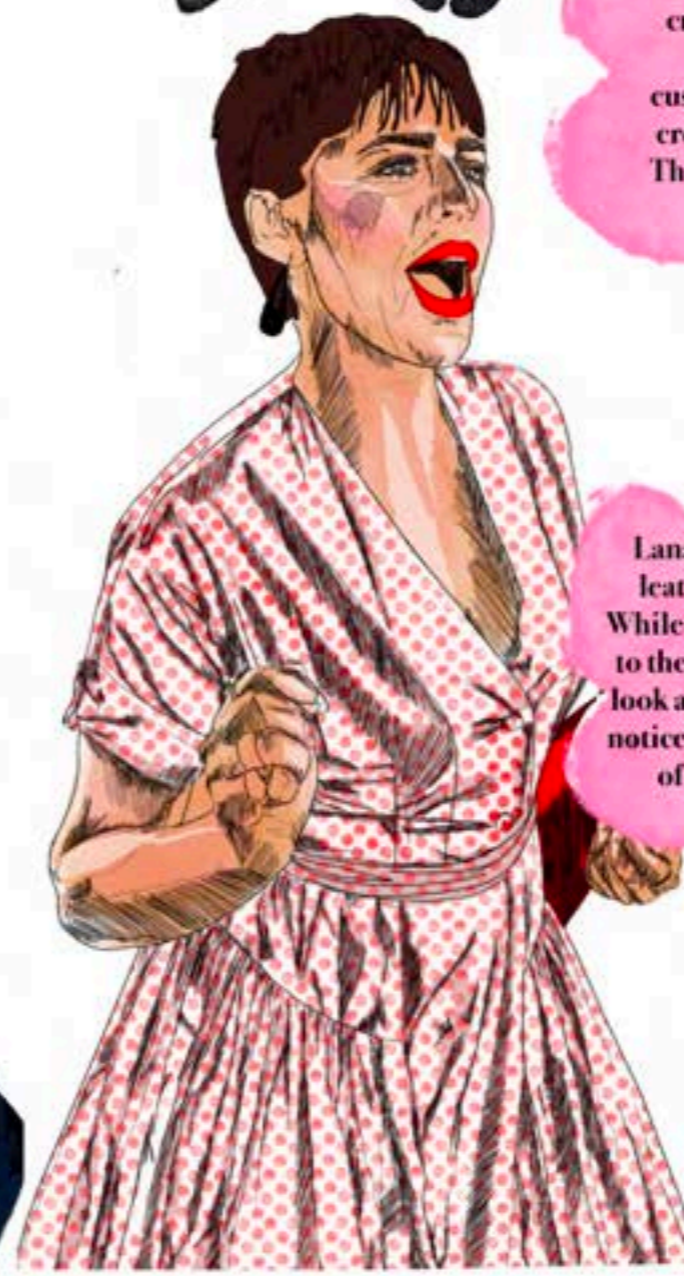
①

Kiki 20



②

Lana 28



Kiki wakes up and pick up her i-D magazine which she subscribes to monthly. Browsing through the pages she sees an eye-catching advertisement for io's launch.

Lana is doing her daily scroll through instagram and is enticed by a photo of Mia Reagan wearing a leather trench coat with a matching skirt and knitted waistcoat over the top.

She scrolls through their instagram and learns about their new popup in Dover Street market and the boutique in Belgravia.

She quickly notices the brand advertised is io and goes on their instagram to learn more.

She is desperate to go so puts the idea into the girls WhatsApp group chat and they make a plan to go the next day.

Lana and her friends arrive at DSM and notice that io has crafted a collaborative art/fashion piece allowing customers to contribute their creative flair to the garment. They think its such a cool idea and get stuck in.

They stitch and print onto the coat and document their experience by tagging io in their instagram stories. One of Lanas friends is an influencer on TikTok so adds her daily vlog of her going to DSM to her TikTok account.

Lana falls in love with the leather skirt and buys it. While they were contributing to the coat they sit down and look at the io lookbook, they notice that io is doing a series of workshops in their boutique.

They all decide to book onto the screen printing workshop happening the following week and follow io on social media.

She realises she can create a garment online from the service without going into the shop. She absolutely loves this concept and starts building her dream waistcoat

She scans the QR code on the page which redirects her to the website. She looks through and notices that they offer a bespoke service.

She changes the colour, knit and trims on the waistcoat. She's opts for a blue and orange knitted waistcoat with blue tassels. She creates an account so that she can add it to her basket. She then leaves it in her basket to think about.

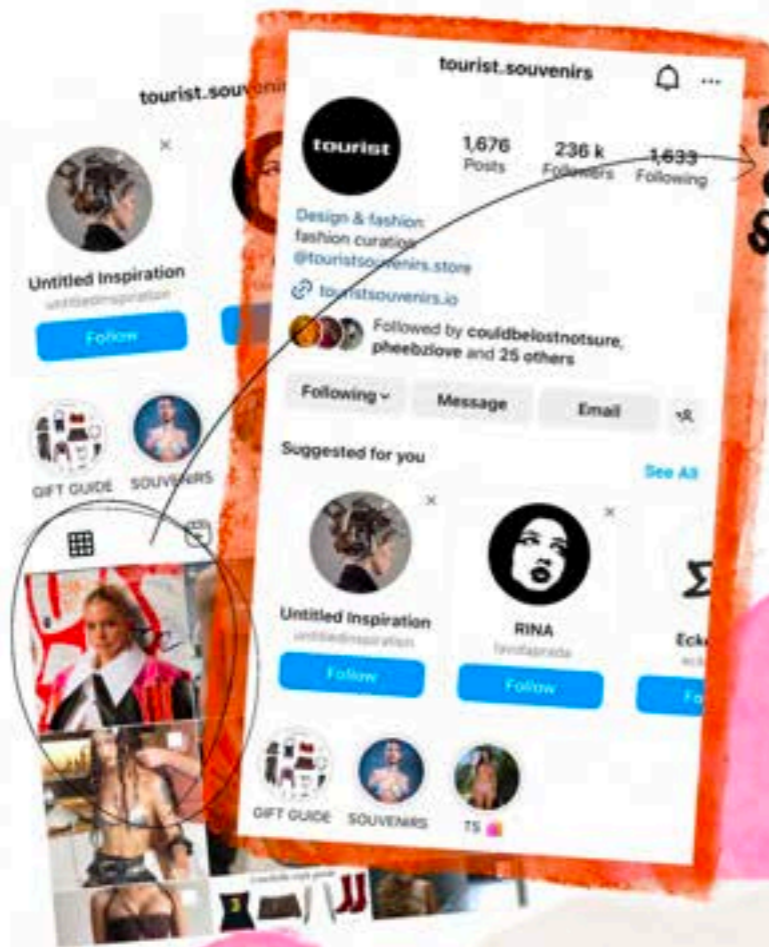
The next day she decides she wants it but she wants to know how it would look on her before she purchases. She uses the chat box to talk to our experts. They book her in for an appointment with the in-store stylist and she heads in that afternoon to see how it looks on the body.

She arrives in store and is greeted by Lily - our FIT expert! She is offered a beverage and opts for a flat white. She has a quick consultation and uses the VR changing room to try on her garment she has made. Lily helps her to style it and she absolutely love it. She looks through the samples book and decides to remove the tassles from her design.

She says YES to the waistcoat and notices a shirt in the shop as well - she try's that on and uses the VR mirror to change the colour of the cuff to match the waistcoat. They look so good together she couldn't help herself and decided to buy both!

She downloads the app so she can see how long her order is going to take to make. She checks it every few days and it is delivered to days later. She receives a follow up text to see if she is happy with her personalised garment.

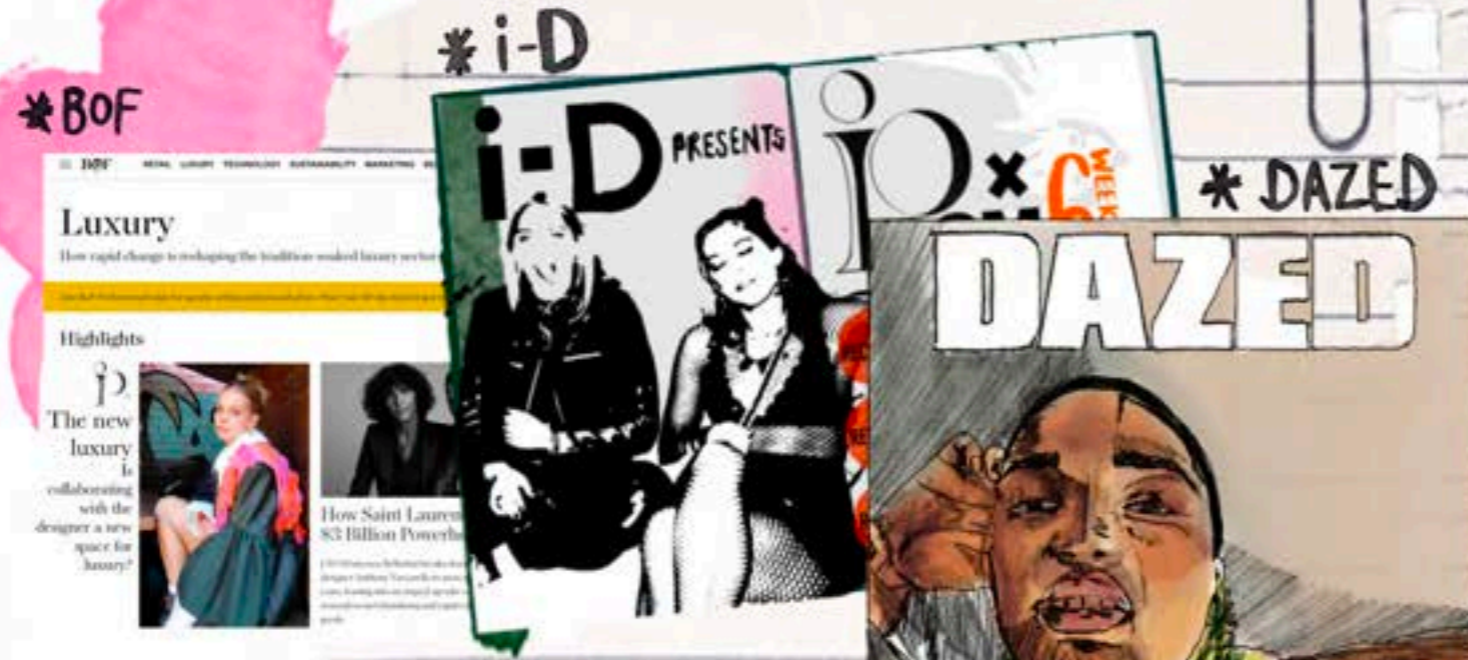
ADVERTISING



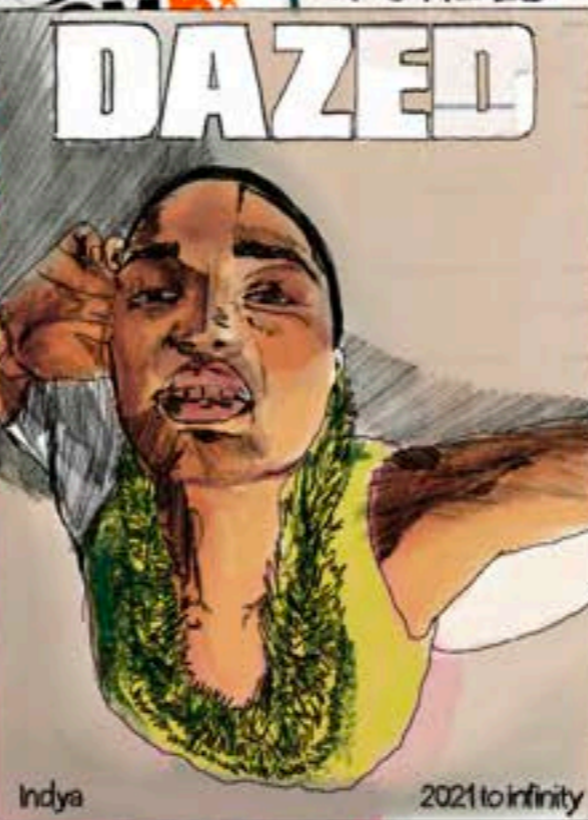
FEATURED ON TOURIST SOUVENIRS

io aims to leverage social media influencers by appearing on the tourist souvenirs page; this is an established website and social media platform that promotes emerging fashion-forward and exciting designers. This is a fantastic way to keep io relevant and gain a larger community.

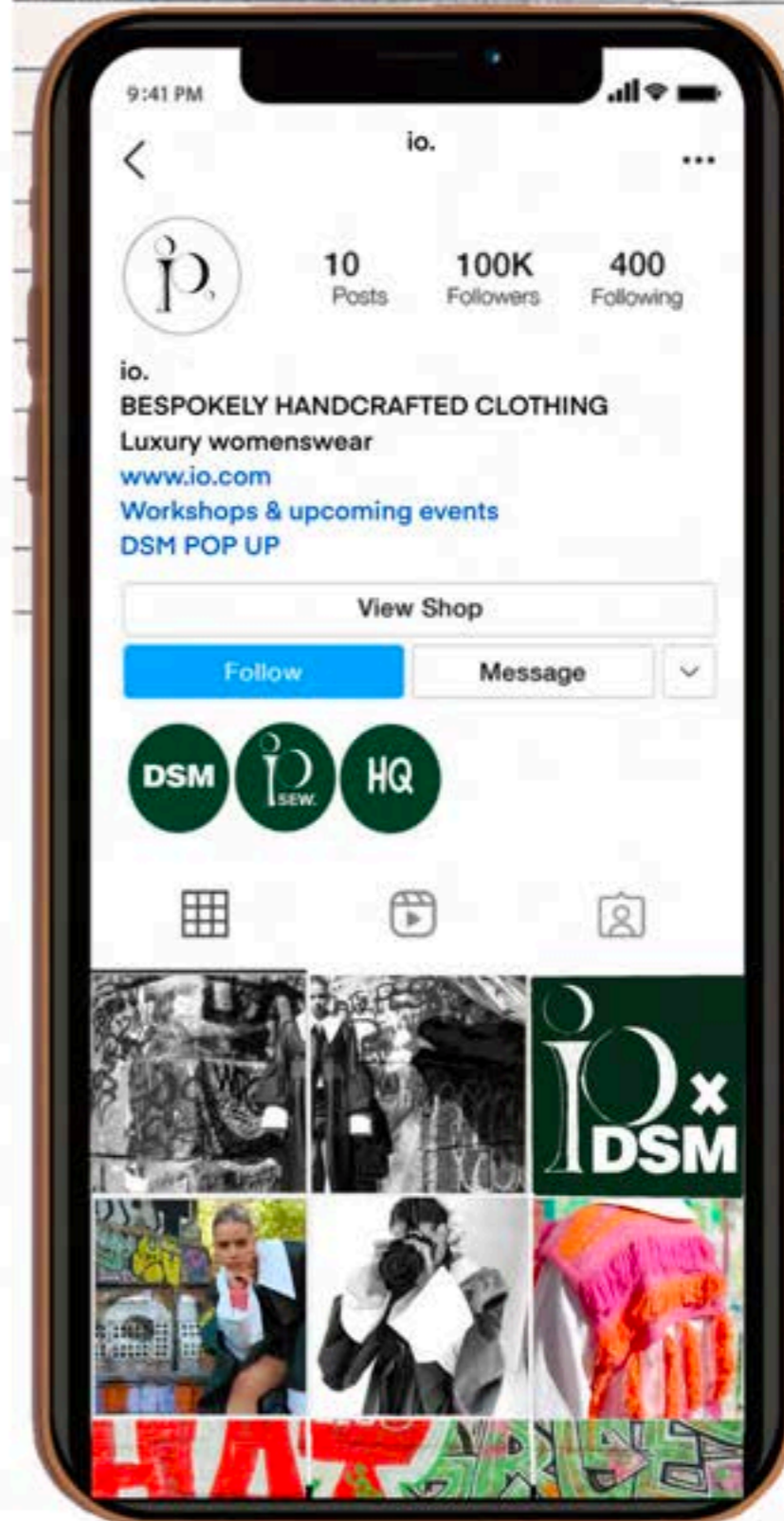
EDITORIAL COVERAGE



io will have advertising opportunities in physical and digital mediums, including renowned magazines such as DAZED, i-D, and the Business of Fashion. These publications share a similar ethos and aesthetic to our brand story, making them a perfect fit for io. With their extensive editorial coverage, we aim to reach a larger audience and effectively promote our brand. We hope to maintain a good relationship with these publications, and they will be invited to our launch party and further events to keep up interest.



INSTAGRAM





- HOME
- LOOKBOOK
- SHOP
- WORKSHOPS
- EVENTS
- PRESS
- OUR STORY
- COLLABORATIONS
- BESPOKE ATELIER
- STYLE ME
- CONTACT
- FAQS



SHOP NOW



- HOME
- LOOKBOOK
- SHOP
- WORKSHOPS
- EVENTS
- PRESS
- OUR STORY
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START YOUR BESPOKE JOURNEY HERE

In-house appointment.
Chat to our experts.

Book a virtual styling
Learn about our offerings



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- FAQS

Website Navigation



SHOP THE LOOK

COLOUR	KNIT

ADD MONOGRAMMING

USE OUR VIRTUAL STYLING ASSISTANT

BOOK AN APPOINTMENT

ADD TO BASKET

BUY WITH



PERSONALISATION

Our bespoke atelier offers personalisation on all our garments. Please let your creative juices flow and allow yourself to express your individuality. If you wish to book a virtual appointment and use our styling service please [contact us here](#). If you wish to come in store we would love to see you and help - our employees are experts on all things fabric, print, colour & fit and we pride ourselves in offering an unforgettable experience plus you get to use our MAGIC MIRRORS!



DETAILS

Manufactured in the UK, London.
Fabric - Cow hide in deep olive skin
- cotton twill 100% recyclable
Hardware - gold plated brass belt
Buttons - can be covered using cotton twill or leather
Lining - viscose satin (available for printing)

The io app



1

The io homepage urges customers to create an account. This means we can send them alerts, special offers, they are able to save their personalised garments and more.



If you wish to shop the collection press on "shop collection". This will allow you to shop all products from the collection.

2

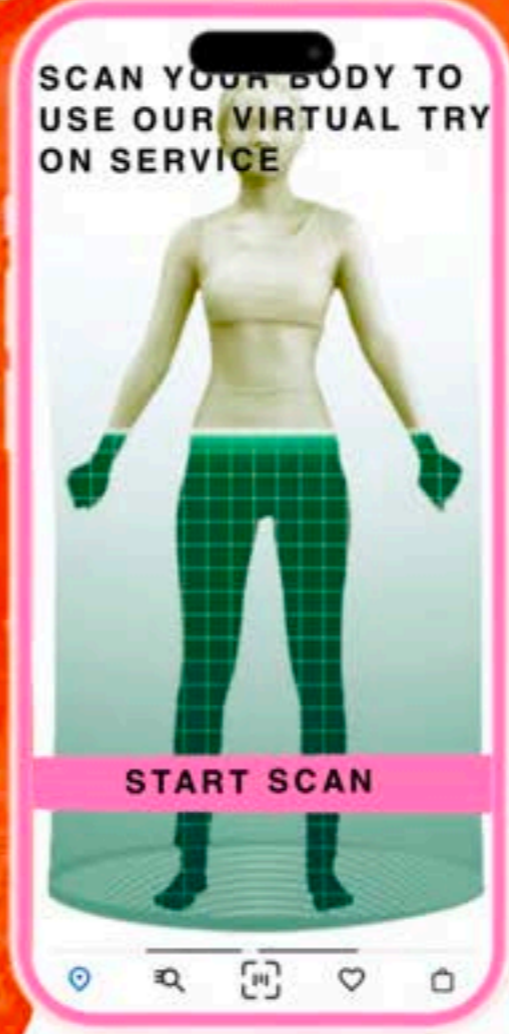


Once you have made an account you are taken to the discover page where new products will be highlighted, new collections, any stories from our experts, styling tips, general store news, upcoming collaborations and workshops.

3

5

When you press on the product you will be redirected to this page. It offers the personalisation service as well and shows you the different varieties of colours, monogramming etc. this can be viewed on your body if you can just add it to your basket. If you want a more personalised service you can consult our style experts for a consultation and special requests.



4

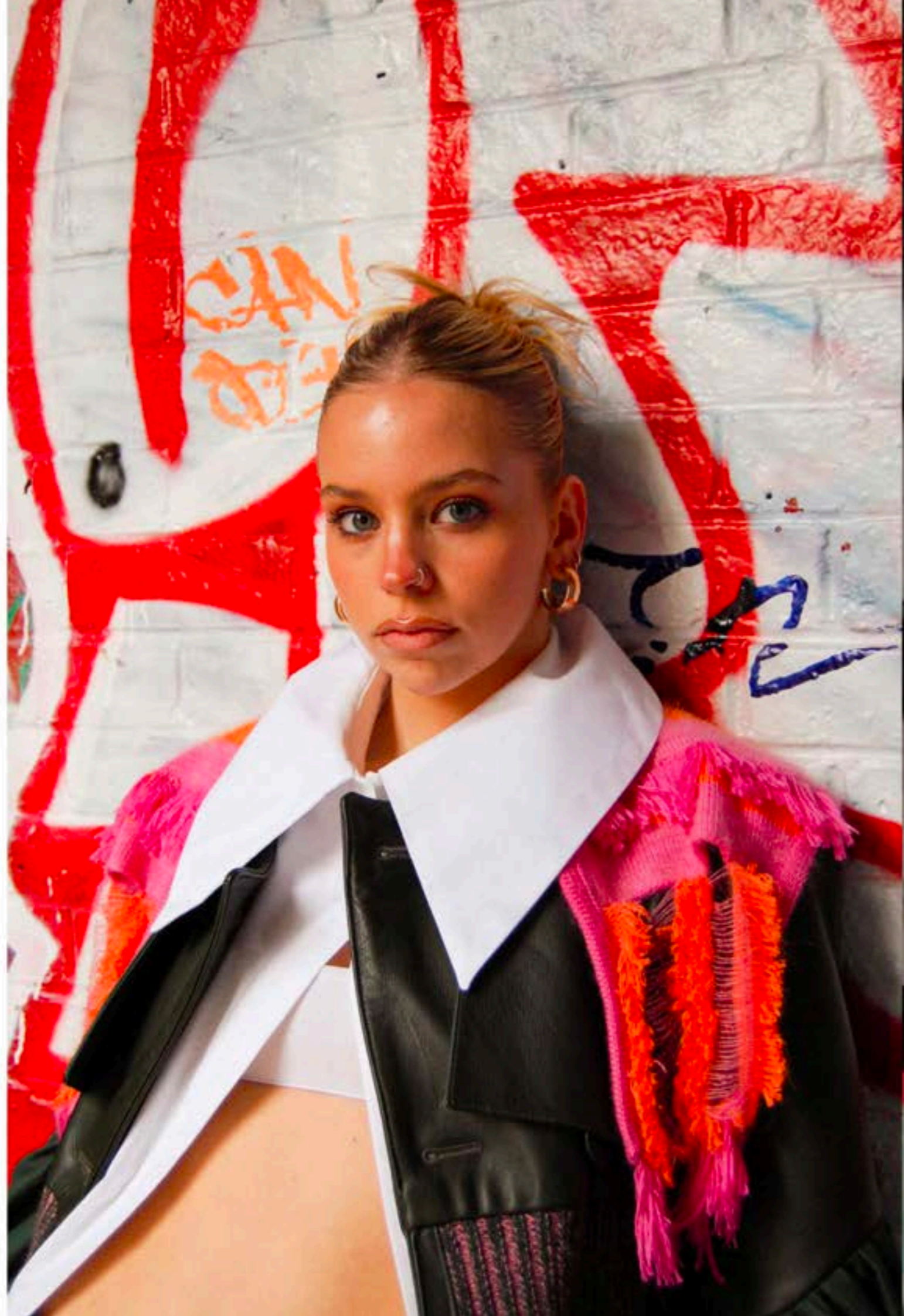
We take pride in our body scanners and urge our customers to use this function. You can press on the scanning icon in the middle of the icons. This allows customers to scan their body, the point in this service is so that customers can visualise the garments on their body. Once you have scanned your body it will be saved to your account info so you can use it when selecting the perfect garment or you. Another element to the scanners is that it allows you to add layering, so you can build your dream outfit from a selection of io's collection.

Finally you will be directed to "my basket" - this is where it is important to make an account because you can save your personalised requirements you've created. There is also an option to come into store and use our VR mirrors in person or to book a further consultation if you require help (this will be at an added cost).



6

*VR EXAMPLE (ZERO10APP)

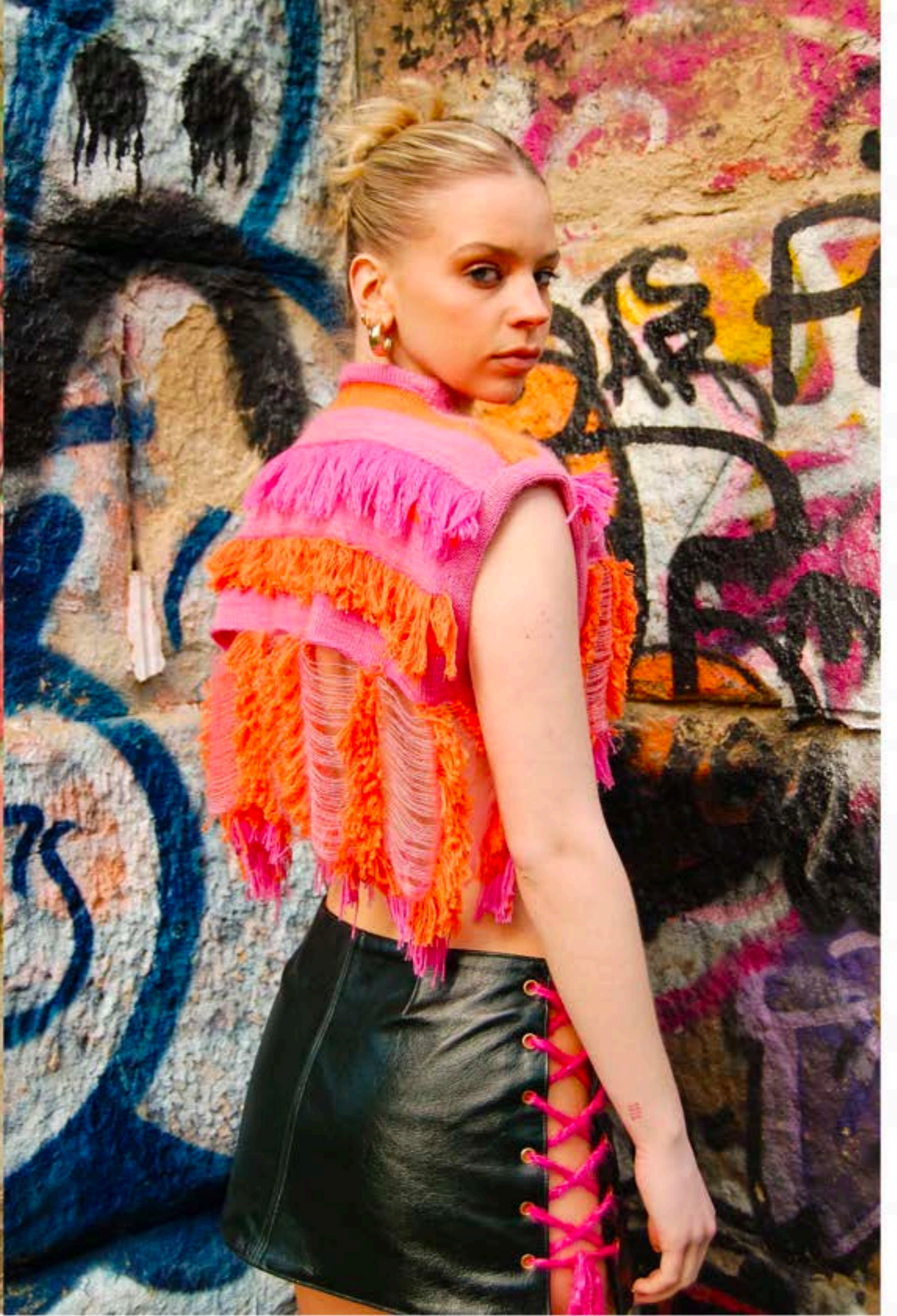






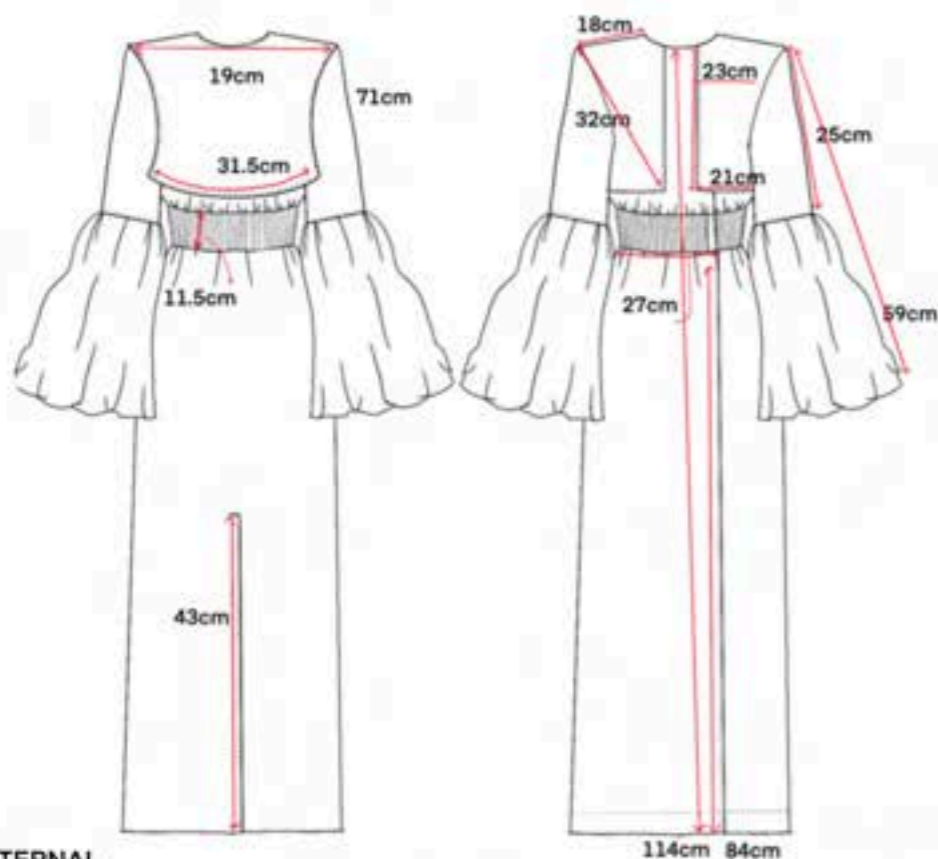








PRODUCT NAME - THE ALTAIR TRENCH
 SEASON - 23
 ISSUE DATE - 28/APRIL
 DESIGNER - IONA WINN-DARLEY



DESIGN REFERENCE	Trench coat
PROTO SAMPLE SIZE	10
BLOCK	MENS OVERCOAT
CB LENGTH	114CM
FABRIC	LEATHER - HUNTER (LE PREVO)
CONTRAST FABRIC 1	MOHAIR KNIT PINK
CONTRAST FABRIC 2	WOOL GREEN
QUILT DETAIL 1	N/A
QUILT DETAIL 2	N/A
PROFILE STITCHING	N/A
WADDING	N/A
PIPING	N/A
BINDING	N/A
CF ZIP	N/A
POCKET ZIP	N/A
FRONT FASTENING	BUTTONS AND TIE
STUD 1	N/A
STUD 2	N/A
STUD 3	N/A
BUTTON 1	DUTTONS FOR BUTTONS GREEN MARBLED
BUTTON 2	N/A
BUCKLE	ANTIQUE BUCKLE
EYELETS	N/A
SHOCKCORD/DRAW S.	N/A
TOGGLES	N/A
ELASTIC	N/A
BRANDING	IO

ADDITIONAL PHOTOS



PRINT SPECIFICATION



Print
 Using foil adhesive. Apply layer of foil adhesive through screen with three strokes. Once applied leave to dry for 24 hours. Heat press foil onto fabric - 5 seconds. Once cooled peel off

BRANDING AND SWING TAGS

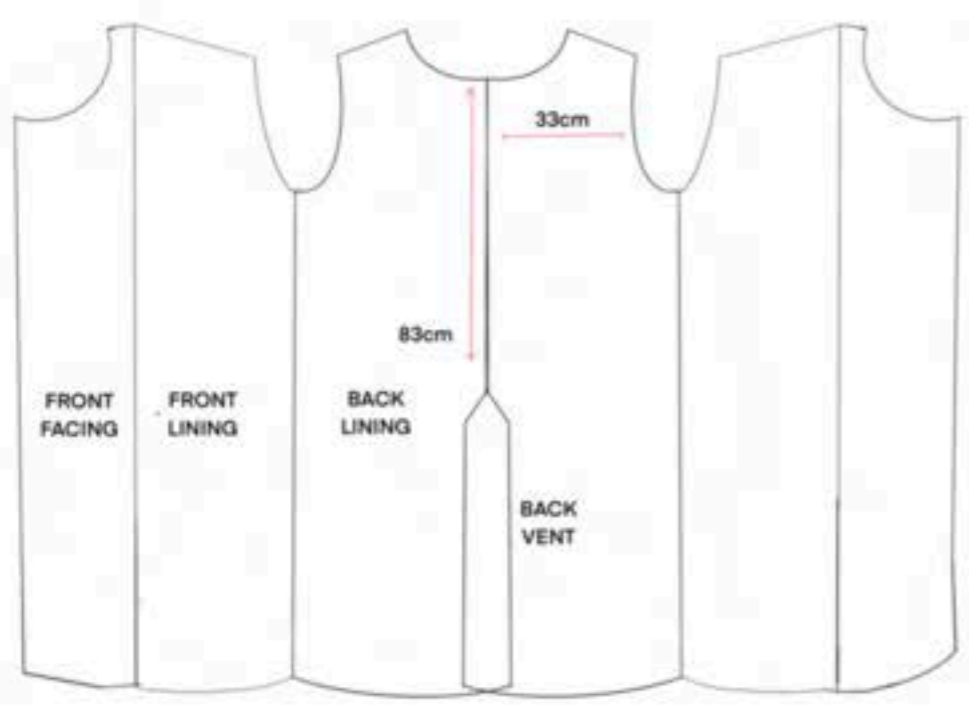


Knitted rib
 Industrial machine
 2 x 2 rib
 Tension 14
 2 Green wool
 2 Pink mohair
 10cm - 53 rows
 3 separate rib pieces.



KNIT SPECIFICATION

INTERNAL



DESIGN REFERENCE	
LINING 1	VISCOSE SATIN - EMERALD (PRINTED)
LINING 2	N/A
SLEEVE LINING	VISCOSE SATIN - EMERALD
DRIP STRIP	N/A
DROP LINING	N/A
FACINGS	LEATHER
SANDWICHED/BAGGED	BAGGED
QUILTING	N/A
WADDING	N/A
INNER ZIP & JET FABRIC	N/A
CB NECK LABEL	IO
ADDITIONAL LABEL	YES
SIZE TAB	N/A
WAX CARE LABEL	N/A
W/P BREATHABLE LABEL	N/A
HANGING LOOP	N/A
ORIGINAL TARTAN LABEL	N/A
DOWN PACKAGING	N/A
GENERIC SWING TICKET	YES
W/P BREATHABLE TICKET	N/A
ADD STORY TICKET	N/A
TAPE (SEAM SEALING)	N/A
PIPING	N/A



PRODUCT NAME - THE ARCTURUS SKIRT
 SEASON - 23
 ISSUE DATE - 28/APRIL
 DESIGNER - IONA WINN-DARLEY



DARTS NEXT TO CB
 CB TOP STICHD DOWN
 0.5MM EACH SIDE
 HEM TOP STITICHING
 4CM UP
 WAISTLINE TOP
 STITCHED TOP STITCH
 DOWN SIDES

DESIGN REFERENCE	Leather skirt
PROTO SAMPLE SIZE	30
BLOCK	N/A
CB LENGTH	29cm
FABRIC	Leather - GREEN - Le Prevo (Newcastle)
CONTRAST FABRIC 1	Viscose satin - emerald
CONTRAST FABRIC 2	Black medium fusible
QUILT DETAIL 1	N/A
QUILT DETAIL 2	N/A
PROFILE STITCHING	N/A
WADDING	N/A
PIPING	N/A
BINDING	N/A
CF ZIP	N/A
POCKET ZIP	N/A
FRONT FASTENING	N/A
STUD 1	N/A
STUD 2	N/A
STUD 3	N/A
BUTTON 1	N/A
BUTTON 2	N/A
BUCKLE	N/A
EYELETS	12 GOLD EYELETS
SHOOCORD/DRAW S.	Mohair knitted drawstring
TOGGLES	N/A
ELASTIC	N/A
BRANDING	Io

ADDITIONAL PHOTOS



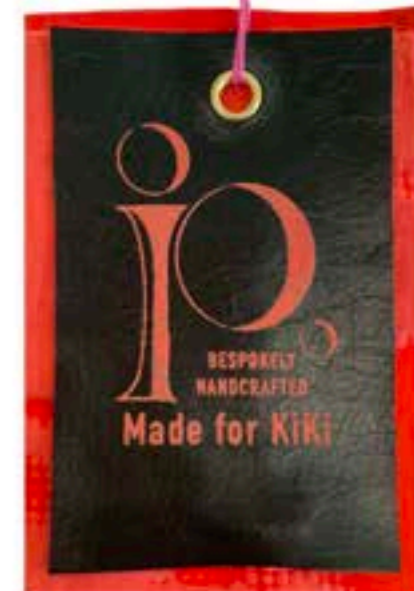
- 6 EYELETS DOWN EACH SIDE
- SUDE SEAMS TOP STITCHED
- TOP STITCHING AROUND WHOLE GARMENT
- 2 DARTS
- MOHAIR KNITTED HAND MADE DRAWSTRING (OFFCUTS FROM KNITTED WAISTCOAT)
- ADJUSTABLE SIZE AS IT IS A TIE UP
- MINI SLIT ON SIDE OF SKIRT

PRINT SPECIFICATION



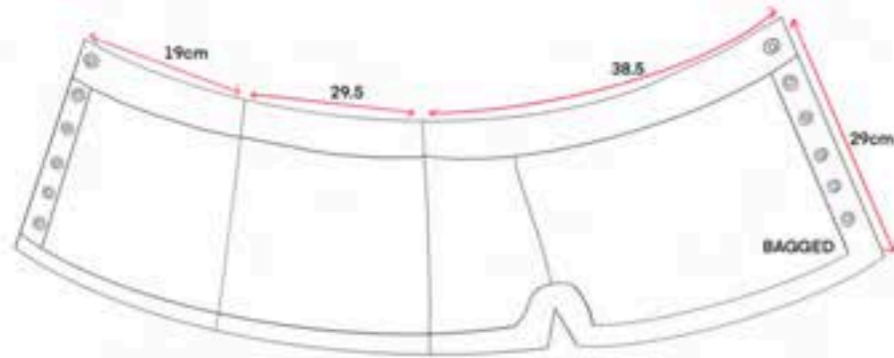
Print
 Using foil adhesive. Apply layer of foil adhesive through screen with three strokes. Once applied leave to dry for 24 hours. Heat press foil onto fabric - 5 seconds. Once cooled peel off

BRANDING LABEL



EXTERNAL

INTERNAL



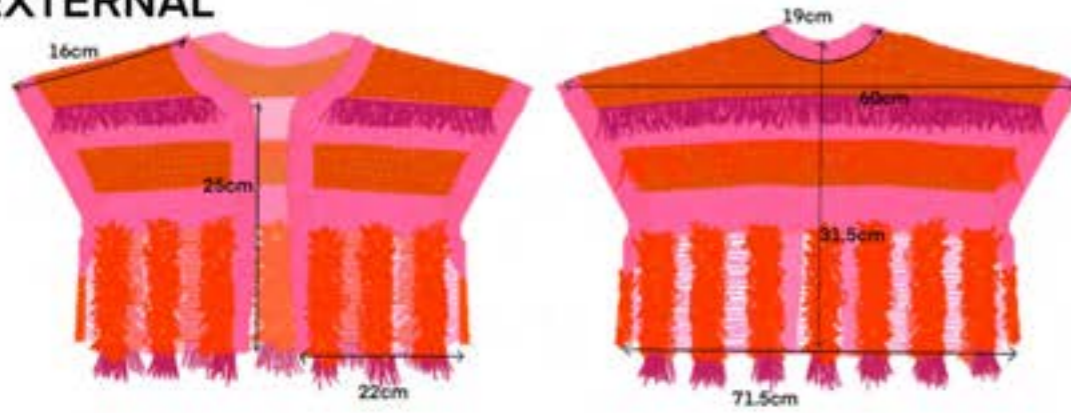
BACK WAIST FACING ATTACHED TO SIDE FACINGS AND BOTTOM FACINGS
 LINING ATTACHES TO FACING.
 12 EYELETS

LINING 1	VISCOSE SATIN
LINING 2	N/A
SLEEVE LINING	N/A
DRP STRIP	LEATHER GREEN
DROP LINING	BAGGED
FACINGS	N/A
SANDWICHED/BAGGED	N/A
QUILTING	N/A
WADDING	N/A
INNER ZIP & SET FABRIC	N/A
CB NECK LABEL	IO WOVEN LABEL
ADDITIONAL LABEL	IO SWING TAG
SIZE TAG	N/A
WAX CARE LABEL	N/A
WIP BREATHABLE LABEL	N/A
HANGING LOOP	N/A
ORIGINAL TARTAN LABEL	N/A
DOWN PACKAGING	N/A
GENERIC SWING TICKET	YES
WIP BREATHABLE TICKET	N/A
ADD STORY TICKET	N/A
TAPE (SEAM SEALING)	N/A
PIPING	N/A



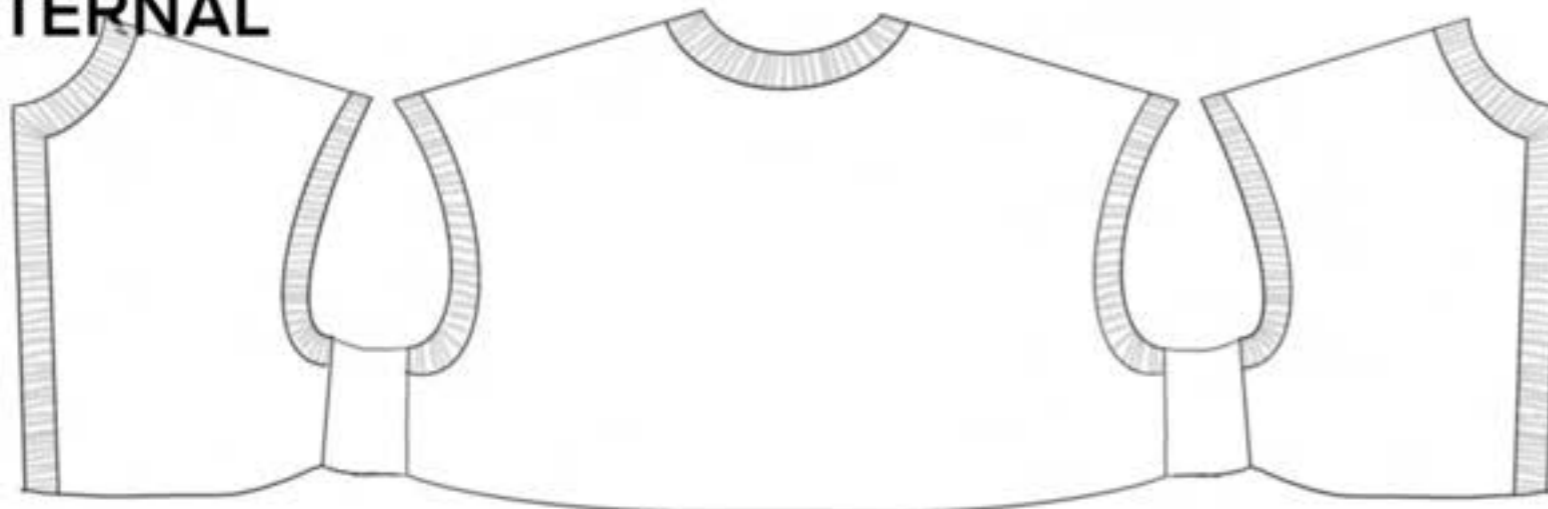
PRODUCT NAME - KNITTED WAISTCOAT
 SEASON - 23
 ISSUE DATE - 28/APRIL
 DESIGNER - IONA WINN-DARLEY

EXTERNAL



DESIGN REFERENCE	Knitted waistcoat
PROTO SAMPLE SIZE	10
BLOCK	N/A
CB LENGTH	31.5CM
FABRIC	MOHAIR KNIT - PINK/ORANGE
CONTRAST FABRIC 1	TASSLES - MERINO WOOL
CONTRAST FABRIC 2	N/A
QUILT DETAIL 1	N/A
QUILT DETAIL 2	N/A
PROFILE STITCHING	N/A
WADDING	N/A
PIPING	N/A
BINDING	N/A
CF ZIP	N/A
POCKET ZIP	N/A
FRONT FASTENING	N/A
STUD 1	N/A
STUD 2	N/A
STUD 3	N/A
BUTTON 1	N/A
BUTTON 2	N/A
BUCKLE	N/A
EYELETS	N/A
SHOCKCORD/DRAW S.	N/A
TOGGLES	N/A
ELASTIC	N/A
BRANDING	IO

INTERNAL



**KNITTED PATTERN
DOMESTIC MACHINE**

STRIPES
 PINK - 1 MOHAIR
 - 1 WOOL
 TENSION 6 + 20 STROKES

**ORANGE - 1 MOHAIR
 - 1 WOOL
 TENSION 8 + 15 STROKES**

LADDERED KNIT
 ONE PINK MOHAIR
 1 ORANGE MOHAIR
 1 ORANGE WOOL

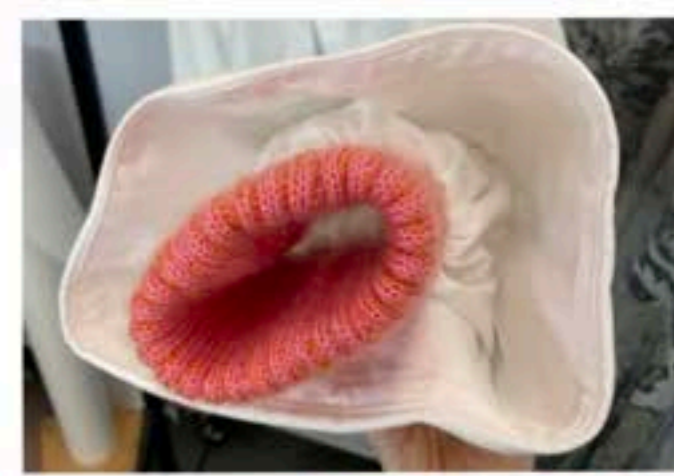
GUAGE 10
 CUT ALL ORANGE LADDERS TO
 CREATE FLUFFY KNIT

BRANDING AND PACKAGING





PRODUCT NAME - BIG CUFF SHIRT
 SEASON - 23
 ISSUE DATE - 28/APRIL
 DESIGNER - IONA WINN-DARLEY



6 BUTTONS
 KNITTED CUFF ATTACHED TO ALLOW IT TO BE WORN ON THE WRIST

KNITTING PATTERN
 2 CUFFS
 2 ENDS OF MOHAIR PINK
 2 ENDS OF MOHAIR ORANGE
 DOUBLE PLATED
 INDUSTRIAL MACHINE
 GAUGE 12
 52 ROWS FOR EACH CUFF

BRANDING AND PACKAGING

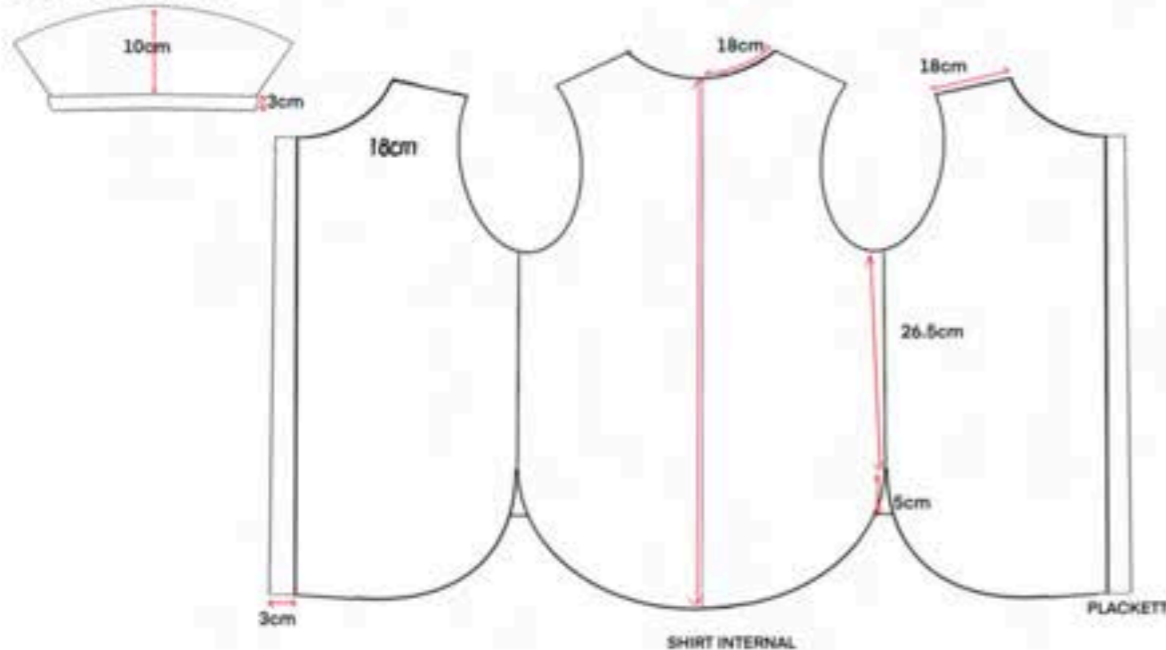


EXTERNAL



DESIGN REFERENCE	Shirt
PROTO SAMPLE SIZE	10
BLOCK	MENS SHIRT BLOCK
CB LENGTH	63CM
FABRIC	COTTON POPLIN - WHITE
CONTRAST FABRIC 1	MOHAIR YARN - PINK
CONTRAST FABRIC 2	MOHAIR YARN - ORANGE
QUILT DETAIL 1	N/A
QUILT DETAIL 2	N/A
PROFILE STITCHING	N/A
WADDING	N/A
PIPING	N/A
BINDING	N/A
CF ZIP	N/A
POCKET ZIP	N/A
FRONT FASTENING	BUTTONS/BUTTON HOLES
STUD 1	N/A
STUD 2	N/A
STUD 3	N/A
BUTTON 1	COROZO SUSTAINABLE BUTTONS - IVOR
BUTTON 2	N/A
BUCKLE	N/A
EYELETS	N/A
SHOCKCORD/DRAW S.	N/A
TOGGLES	N/A
ELASTIC	N/A
BRANDING	IO

INTERNAL COLLAR/COLLAR STAND



LINING 1	Viscose satin - emerald
LINING 2	N/A
SLEEVE LINING	N/A
DRIP STRIP	N/A
DROP LINING	N/A
FACINGS	N/A
SANDWICHED/BAGGED	BAGGED
QUILTING	N/A
WADDING	N/A
INNER ZIP & JET FABRIC	N/A
CB NECK LABEL	IO
ADDITIONAL LABEL	N/A
SIZE TAB	N/A
WAX CARE LABEL	N/A
W/P BREATHABLE LABEL	N/A
HANGING LOOP	N/A
ORIGINAL TARTAN LABEL	N/A
DOWN PACKAGING	N/A
GENERIC SWING TICKET	YES
W/P BREATHABLE TICKET	N/A
ADD STORY TICKET	N/A
TAPE (SEAM SEALING)	N/A
PIPING	N/A



GFW23 FASHION REIMAGINED

MOTHER OF PEARL

X  **Tencel**
Feels so right

MOTHER OF PEARL

X  Tencel

Feels so right

Concept

For this collection I was inspired by the essence of Mexico and in particular their plants and trees, the collection honours the country's rich cultural heritage and mesmerising natural beauty as well as the design paying homage to the vivid and alluring appeal of Mexico by drawing design cues from traditional Mexican apparel and fabrics.

Mexico is known for its vibrant and diverse culture, its beautiful landscapes, beaches and diverse forestry, its indigenous population of plants and its rich artistic heritage.

The prints created in this collection reflect the graceful and captivating forms of the flowers, particularly drawing inspiration from the indigenous qualities of the agave plant. Emulating the extraordinary trees, roots, and bark, the designs incorporate elements such as pleating, lace, and ruching to evoke a sense of wonder.



Pineapple Sage.

Mexican agave plant



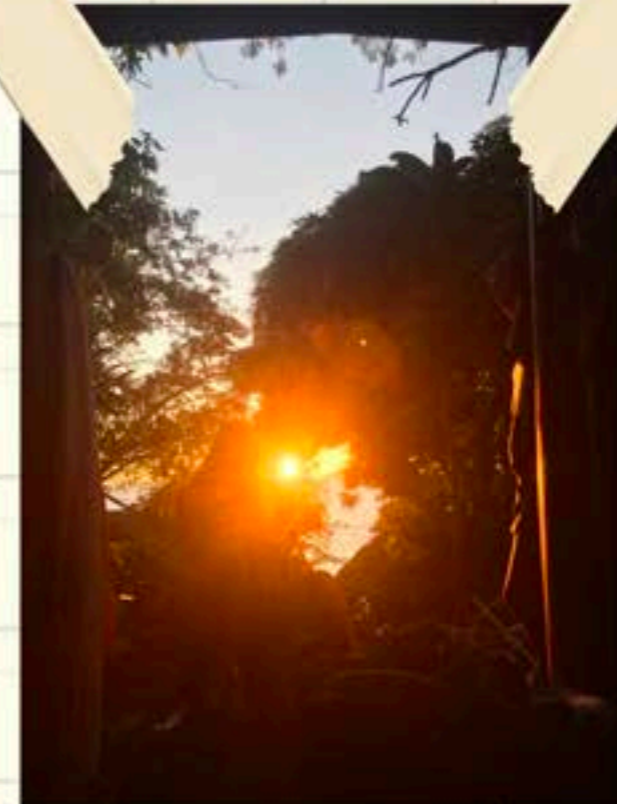


*OXACA - MEXICO 15/05/21
TAKEN ON CANON



photographs taken in
Mexico

Primary Research



Living in a hut in Mexico



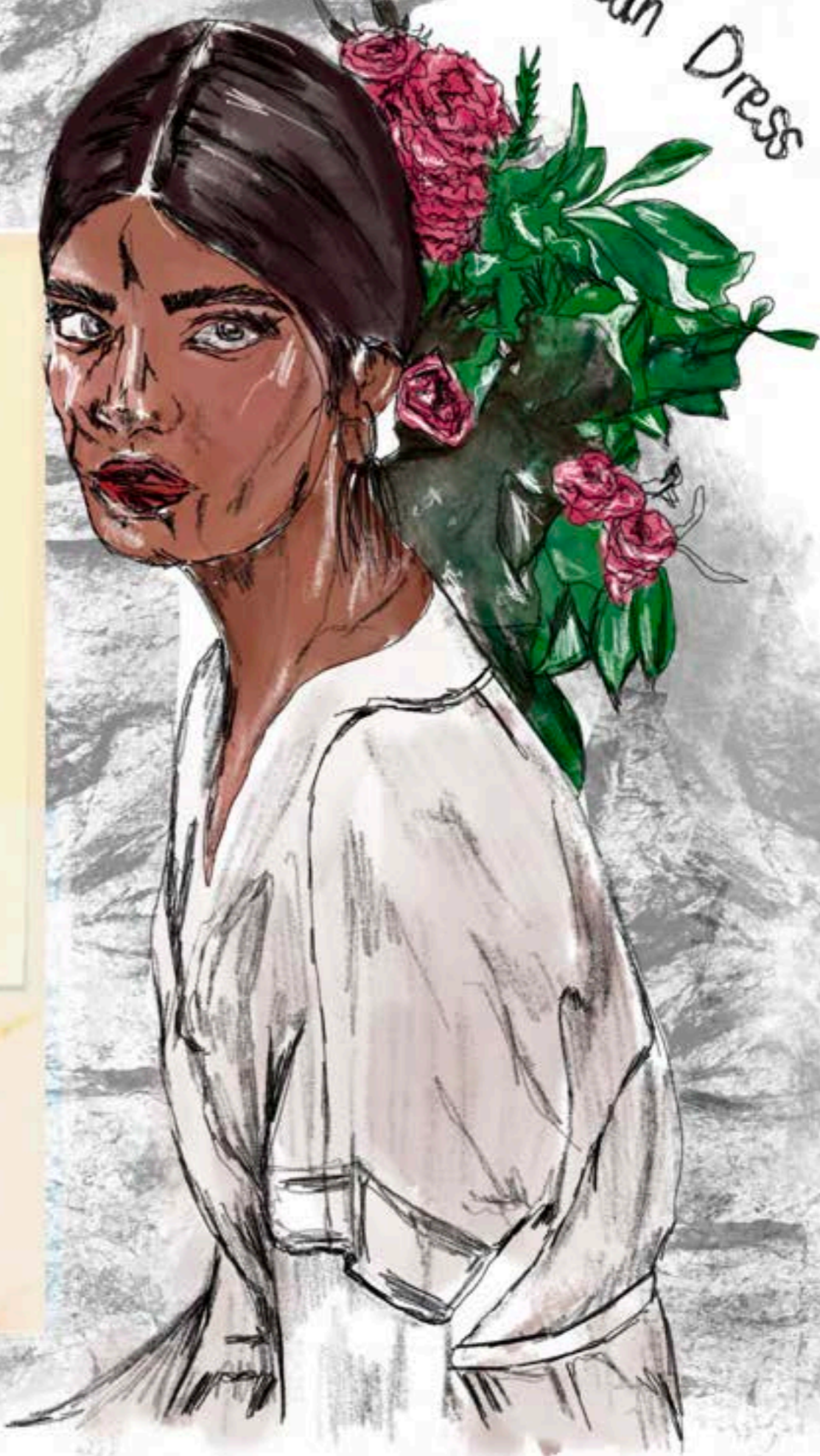
Huipil



Sarape



Traditional Mexican Dress



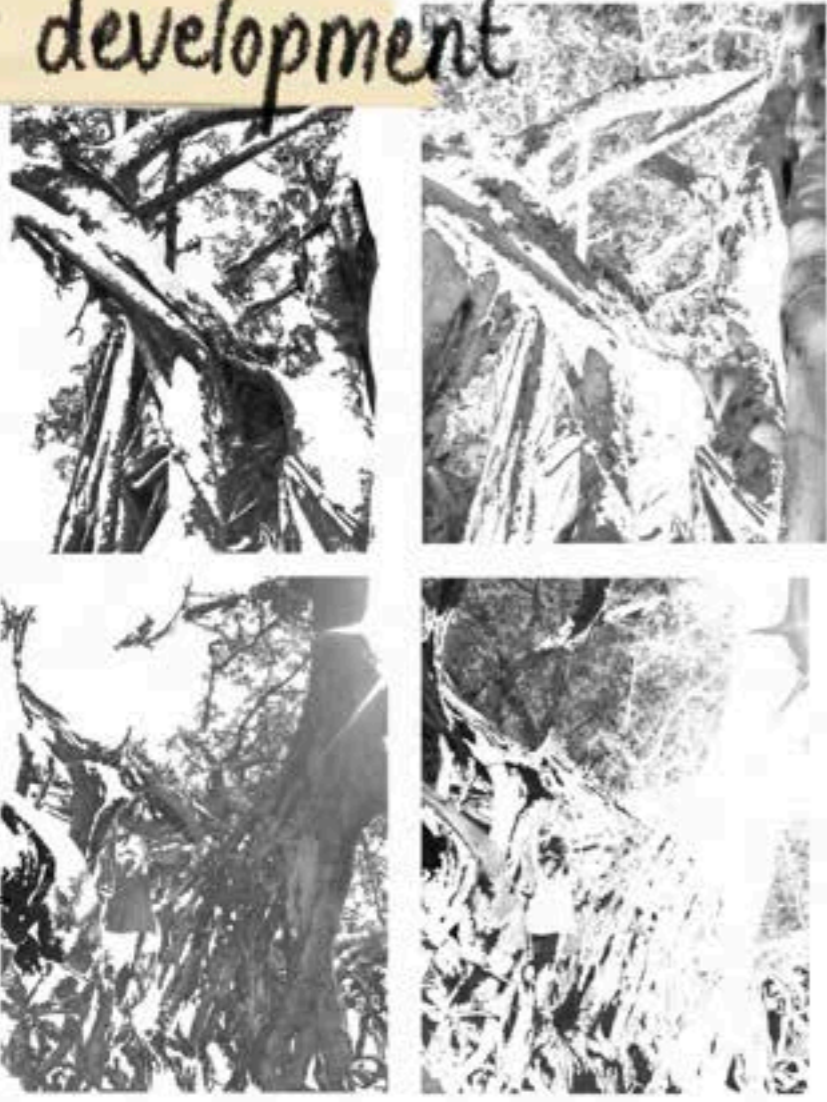
With a strong commitment to sustainability, the collection takes an eco-friendly approach by utilizing solely organic materials. These materials are carefully sourced from artisanal Mexican products, including the hupilis, tablecloths, and dresses, as well as handwoven textiles from Oaxaca and the Maya regions.

These authentic fabrics will be in vibrant colours and intricate patterns, are thoughtfully reimagined to craft exquisite designs that honor both their origin and the environment.

The colour palette draws inspiration from the pineapple plant, infusing the collection with hues of green, pink, red, and white. These captivating colours reflect the harmonious blend of nature and culture found throughout Mexico, creating a visually striking and cohesive aesthetic for the collection.

Print development

Inspired by the trees in Mexico



* Silhouette collages
informing design development

Drawings of trees



FABRIC BOARD

* Linen

* Lace

* Oaxaca textiles

* Embroidery

* Organic cotton

* Broderie Anglaise



Print



GFW23 FASHION
REIMAGINED

MOTHER OF PEARL X  Tencel

Feels so right



RANGE PLAN



References

Market Level board

<https://www.dazeddigital.com/fashion/gallery/22735/3/molly-goddard-ss17>

Boutique interior board

<https://officesnapshots.com/2019/12/17/intive-offices-wroclaw/>

<https://focus.flokk.com/architects-m-moser-deliver-immersive-brand-experience-at-new-apac-offices-for-global-drinks-firm-diageo>

<https://officesnapshots.com/2019/12/17/intive-offices-wroclaw/>

<https://theeverygirl.com/be-social-pr-los-angeles-office/>

<https://www.papernstitchblog.com/9-neutral-interiors-that-are-anything-but-ordinary/>

<https://www.apartmenttherapy.com/michi-3-workspace-tour-207598?epik=djoyJnU9OWhUYUhWQTVnYkVodUfVUtvajFJSIkoUjdMYzFnSiQmcDowJm49OER4clRJbnVRbzBNSnp2QjMxNlgfUSZoPUFBQUFBR1JtVoiz>

<https://pin.it/3w4dkln>

<https://i.pinimg.com/1200x/4d/3c/29/4d3c29cd480b5ca87b93f4c956b0c1f8.jpg>

Trench coat research board

<https://pin.it/5QL8YTn>