

Olivia Gomez De Zamora Edwards  
Fashion Design & Marketing BA (Hons)

# BRAND BOARD

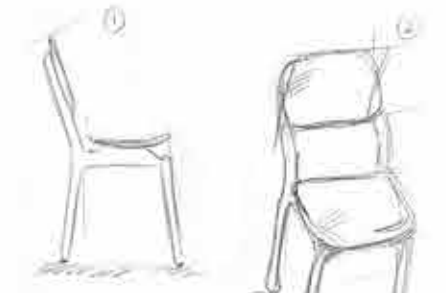
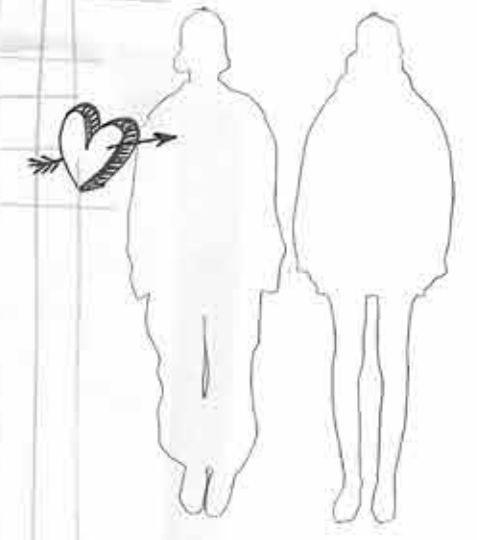
## INSTRUCTIONS TO SET UP FIGURES

- ON GIRLS FIGURES, PUT TAB ON SKIRT INTO SLOT AT WAIST
- LOCK TAB ON SKIRT IN SLOT
- CUT BETWEEN FEET AND BEND FEET OUT (BACK VIEW)



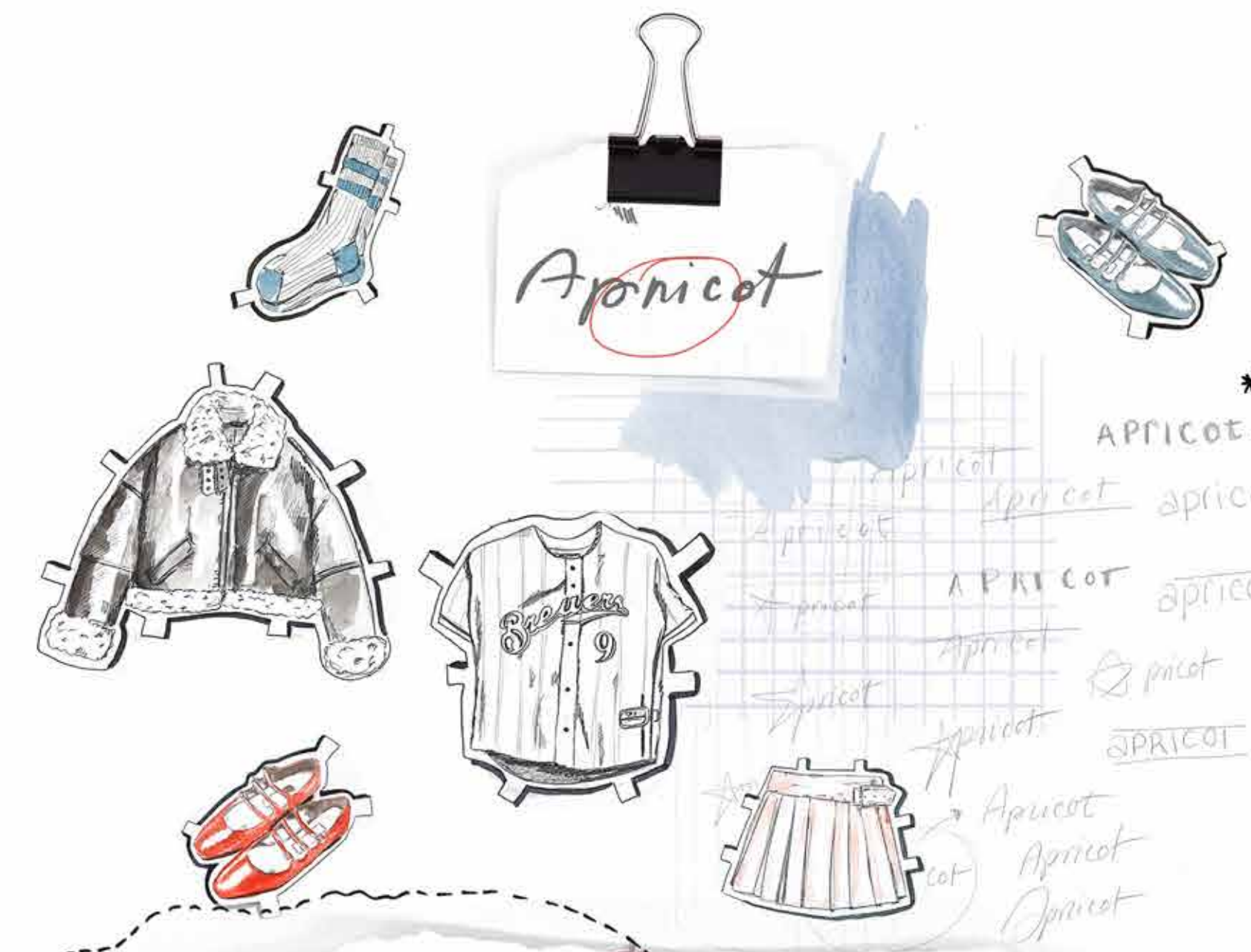
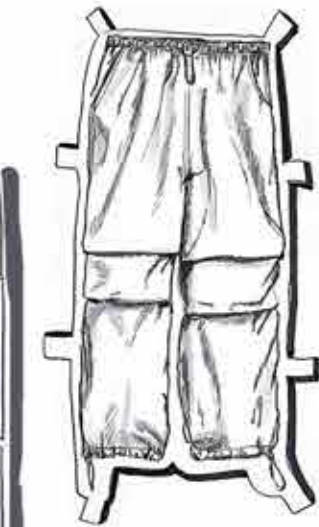
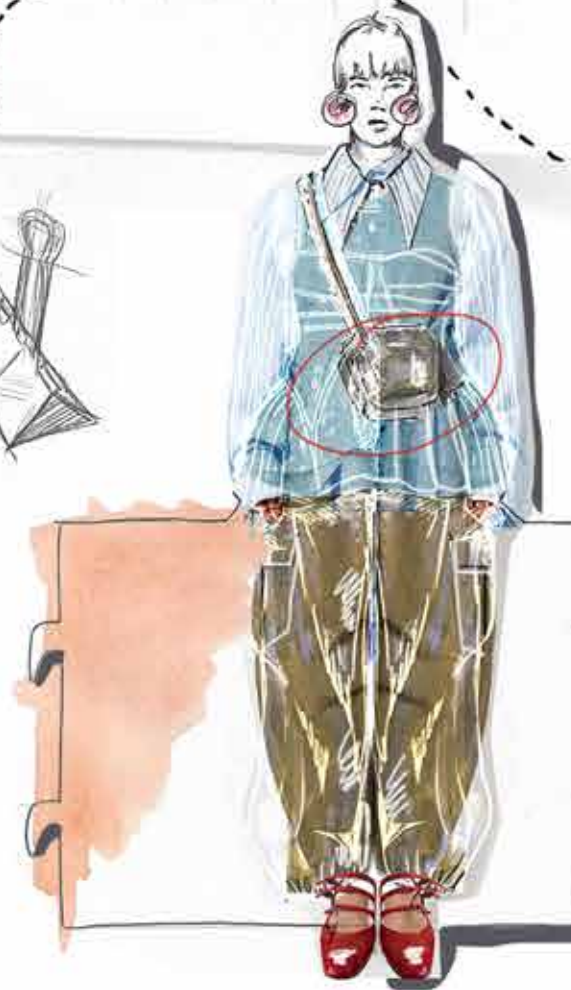
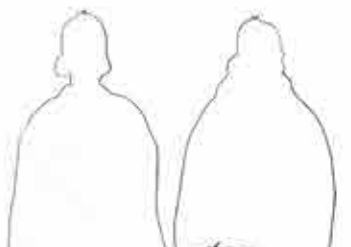
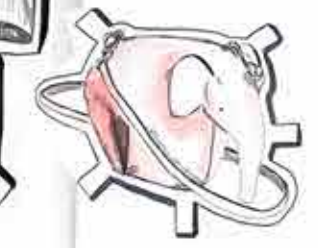
## INSTRUCTIONS TO CUT SLOTS OUT

- CUT IN ON WHITE LINE AS SHOWN, THEN CUT OUT THE CORNERED TABS
- FOLD CORNERS ONTO FIGURES AND STYLE YOUR DOLLS



## HOW TO DRAW A PAPER AIRPLANE

- 1
- 2
- 3
- 4
- 5
- 6



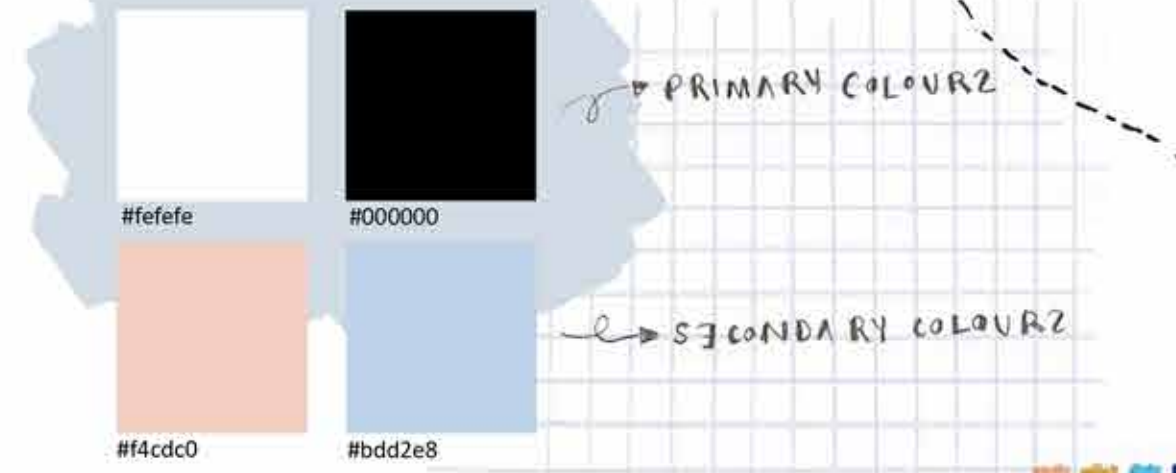
# Apricot

Apricot is a ready-to-wear womenswear brand founded by Spanish designer Olivia Gomez de Zamora that finds joy in playfully combining evidently masculine hints to feminine silhouettes and fabrics.

Fuelled by a love for vintage and timeless silhouettes and united by the desire to go back to more sustainable practices, Apricot aims to design and make garments that will outlive trends and seasons by creating well-thought-out quality driven items of clothing designed to create an emotional attachment with the wearer.

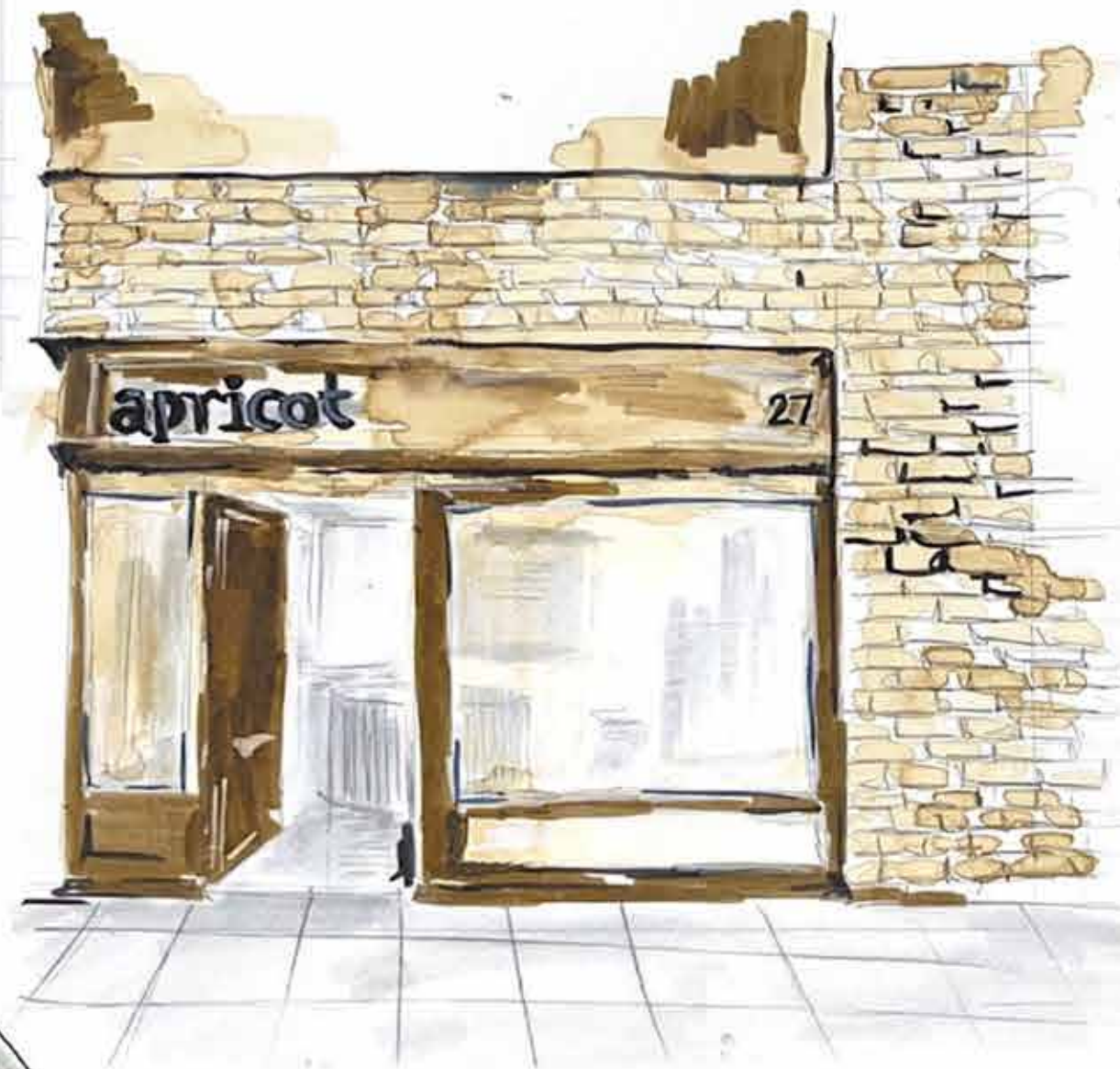
A celebration of beauty and craftsmanship made to last a lifetime of wear.

"A CELEBRATION OF BEAUTY, CRAFTSMANSHIP MADE TO LAST A LIFETIME OF WEAR."  
- Apricot



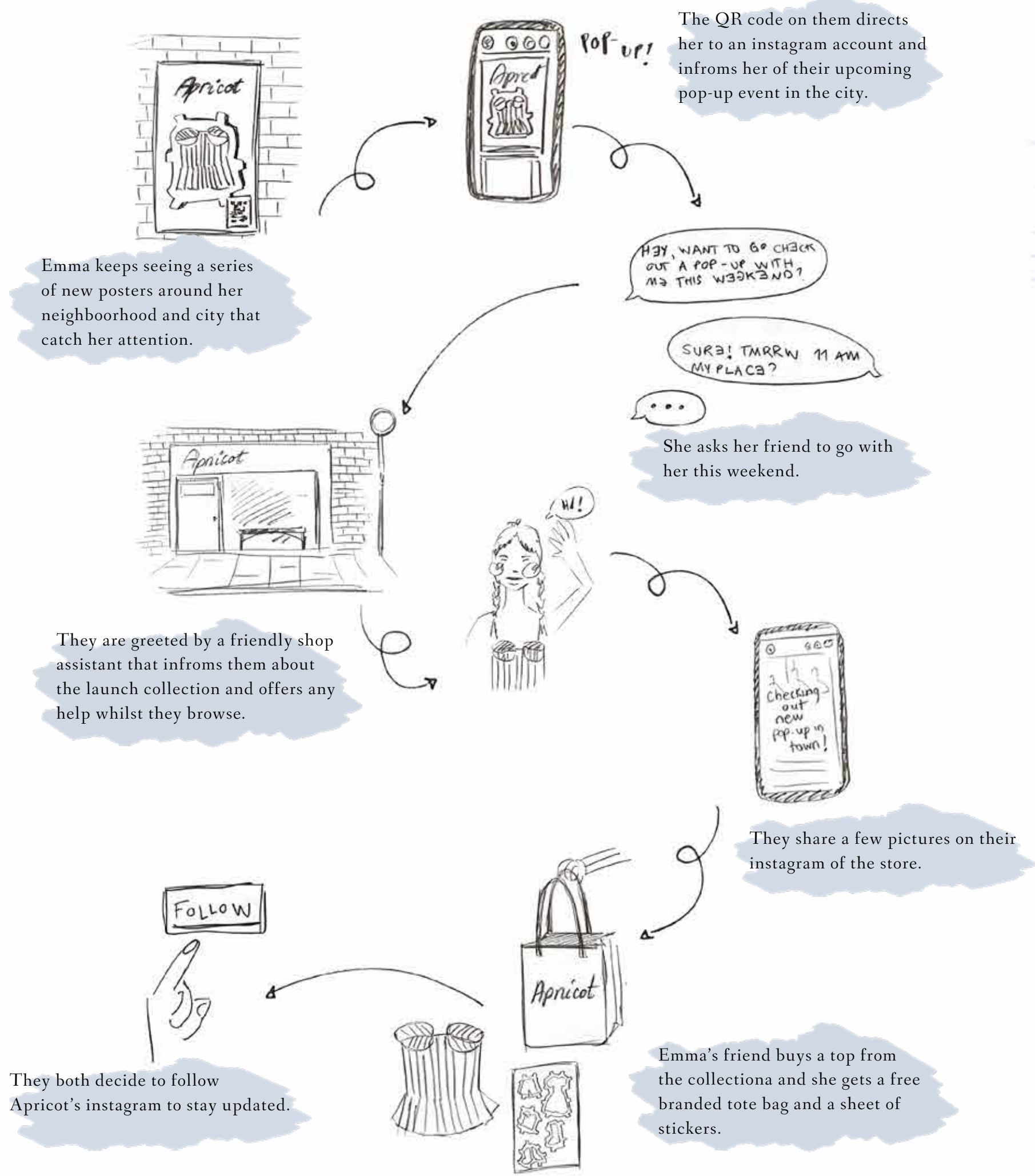
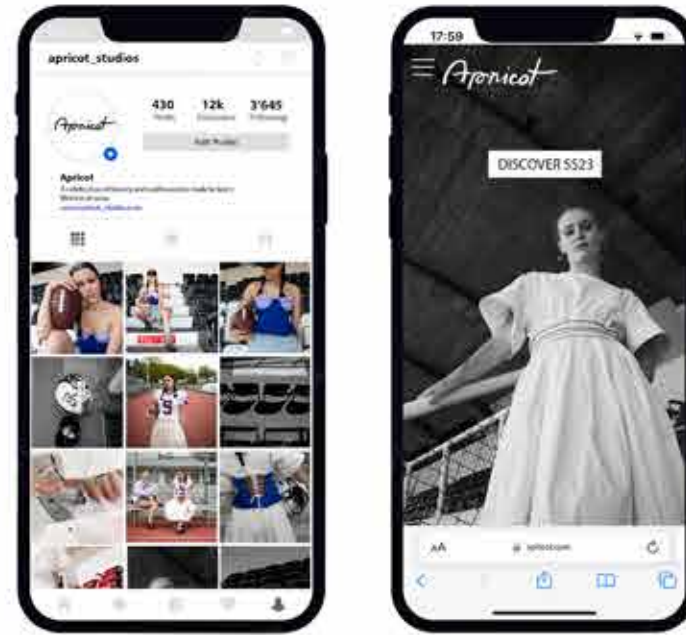
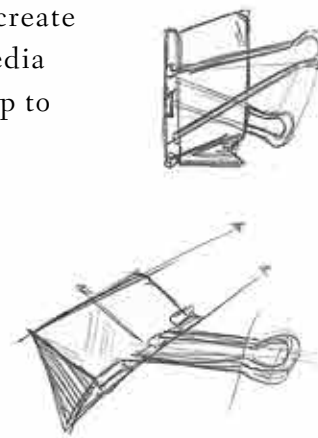


# ROUTE TO MARKET



mock up of a pop-up in London

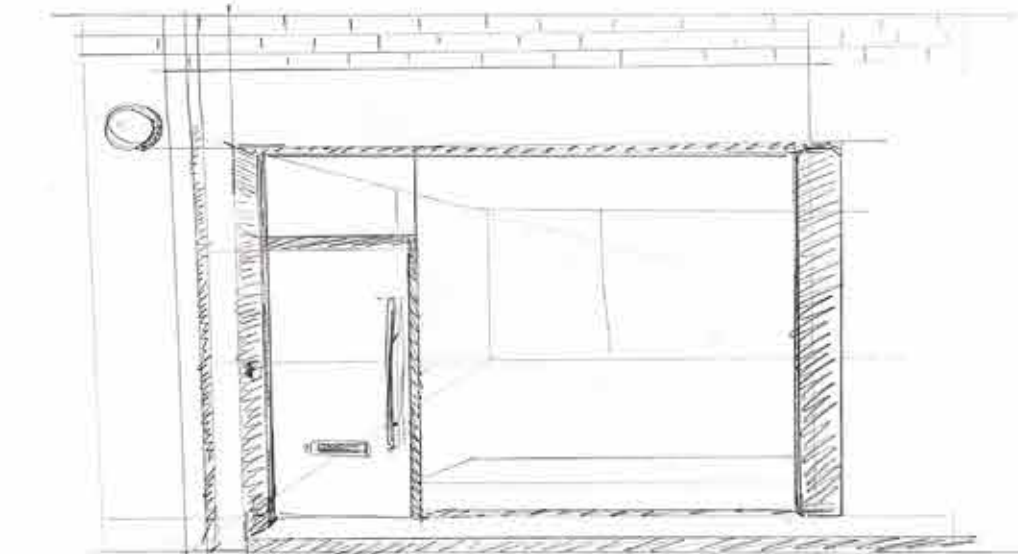
Apricot will initially be online based and will create sales through their online website and social media platforms and with the help of a seasonal pop-up to create buzz around the brand.



Mock up of Apricot's promotional posters.



POP-UP STORE FRONT



# CONCEPT BOARD

25

PADDED DETAIL?

STRIPES AND PLEATS FOR SPORT NARRATIVE

BIG SHOULDERS & LAYERING

GIRLS AND WOMEN ARE GENERALLY EXPECTED TO DRESS FEMININE AND BE POLITE, MEN ARE GENERALLY EXPECTED TO DRESS STRONG, AGGRESSIVE & BOLD

"FIGHT LIKE A GIRL"

SPORTS FOR WOMEN

LEATHER + SUTURING  
DETAILS LIKE  
FOOTBALL

# # #

# FABRIC BOARD Ss23

Apricot SS23 collection features an array of upcycled and deadstock fabrics together with 100% organic cottons handmade in Italy and Portugal. Handpicked by our designer for their long-lasting quality and soft touch.

DEADSTOCK  
CORDROY

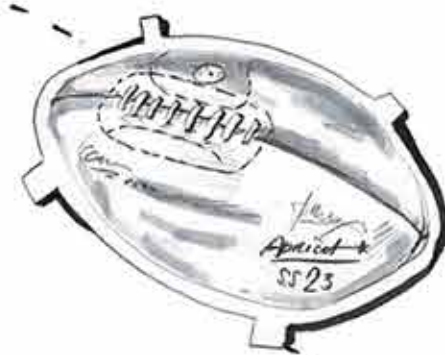
METAL EYELET?

DEADSTOCK YARN  
KNIT

DEADSTOCK  
SHORTS

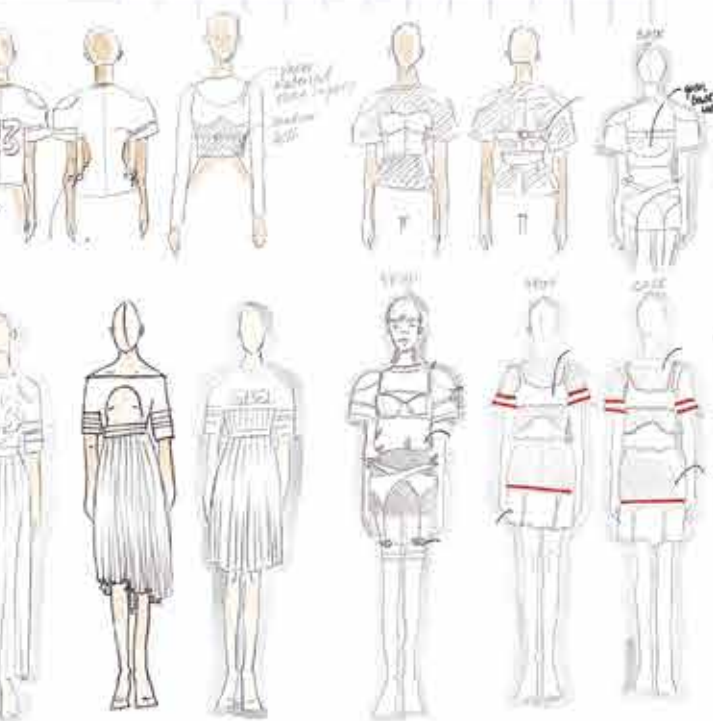
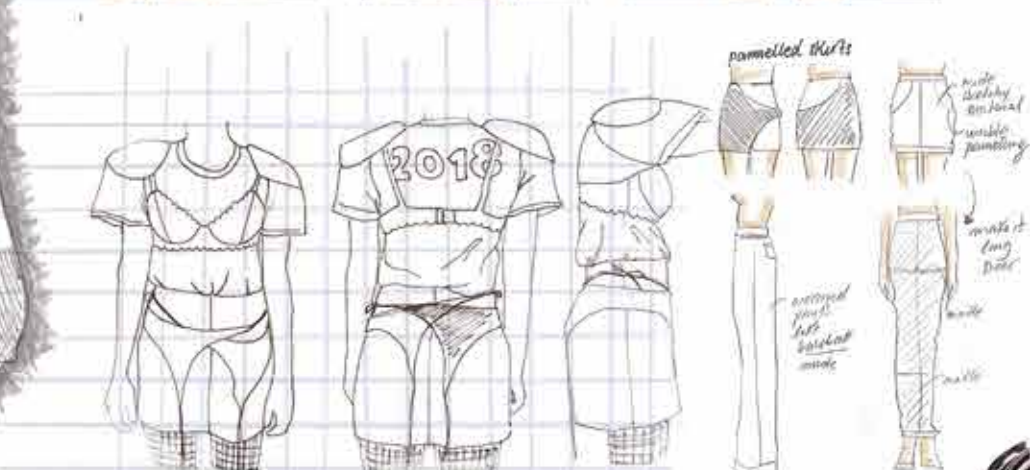
ORGANIC  
POPLIN

100% COTTON  
TWEED



# SILHOUETTE RESEARCH

Exploring silhouette ideas by combining sporty garments in my wardrobe to mimic American football.



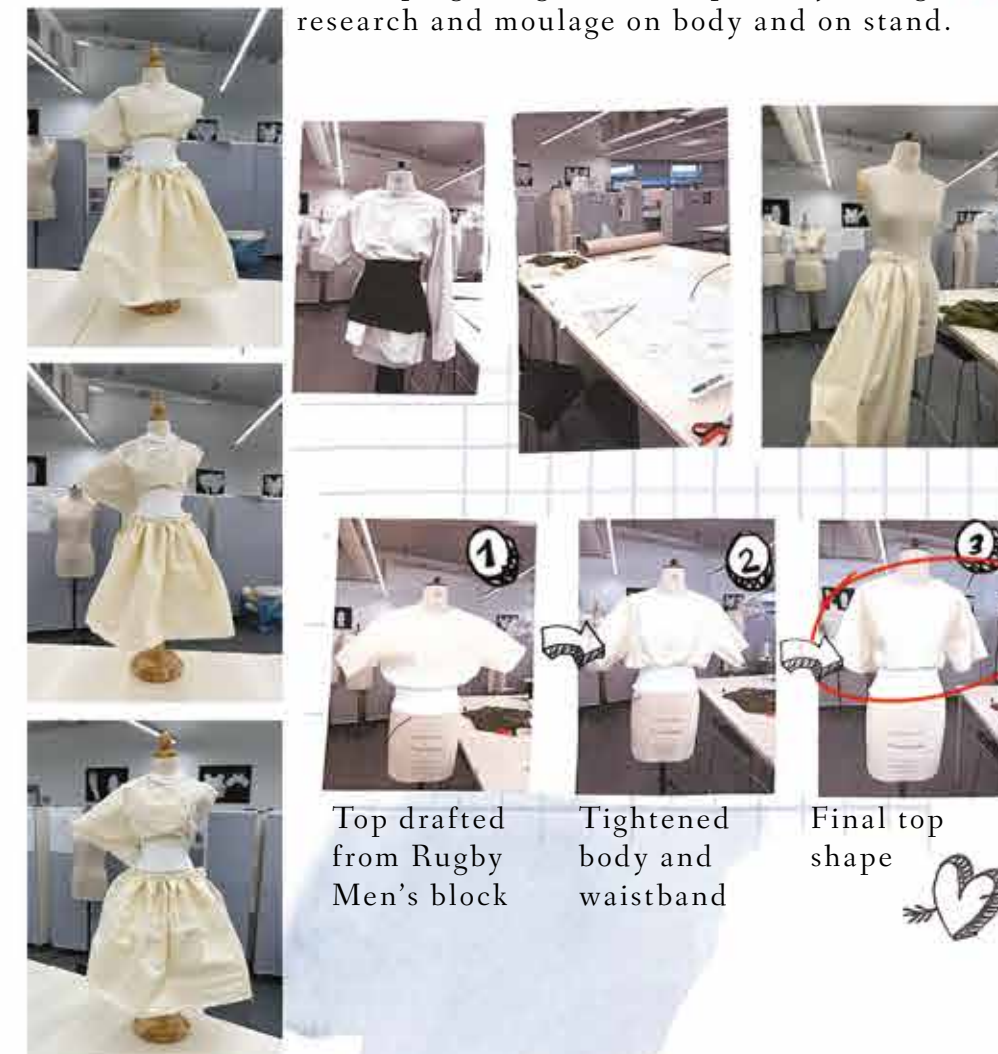
# DESIGN DEVELOPED

Moulaging shapes on stand combining feminine hints (lace) with sporty hints (padded shoulder, pleats).



# CONSTRUCTION PROCESS

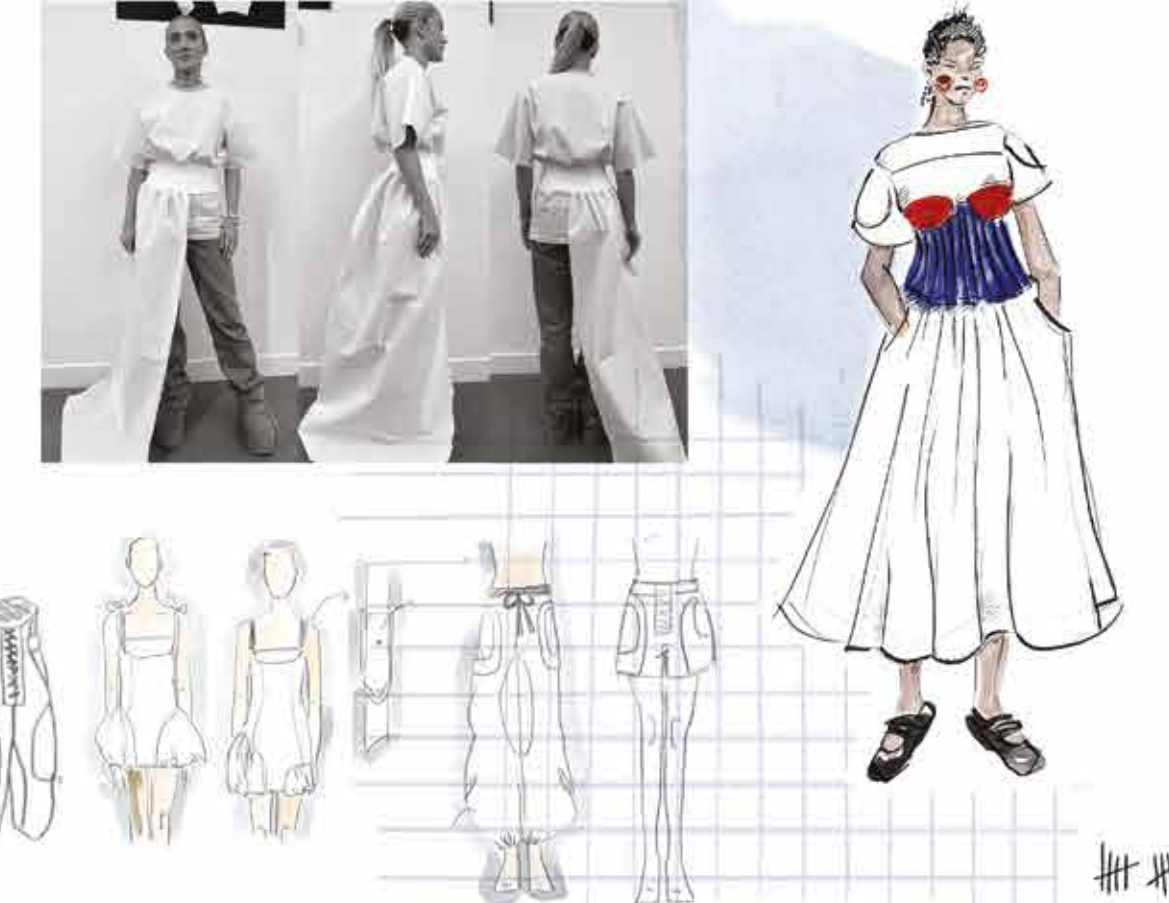
Developing design ideas inspired by collage, research and moulage on body and on stand.



Top drafted from Rugby Men's block  
Tightened body and waistband  
Final top shape



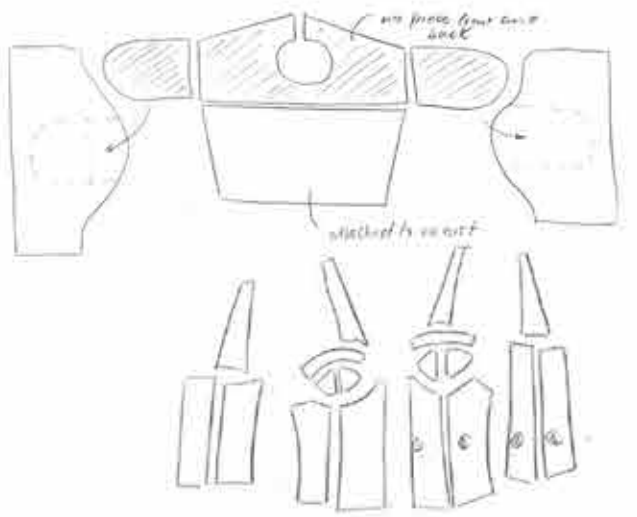
# DRESS TOILE ① Adding full length skirt to silhouette.



# DESIGN DEVELOPED



DRESS TOILE ②



Full size toile with sampled padded sleeve detail.

CONSTRUCTION PROCESS



Sampling pleats to build the body.

CONSTRUCTION PROCESS



Researching dress silhouette and construction.



Sampling a rouching technique to build the body of the top.

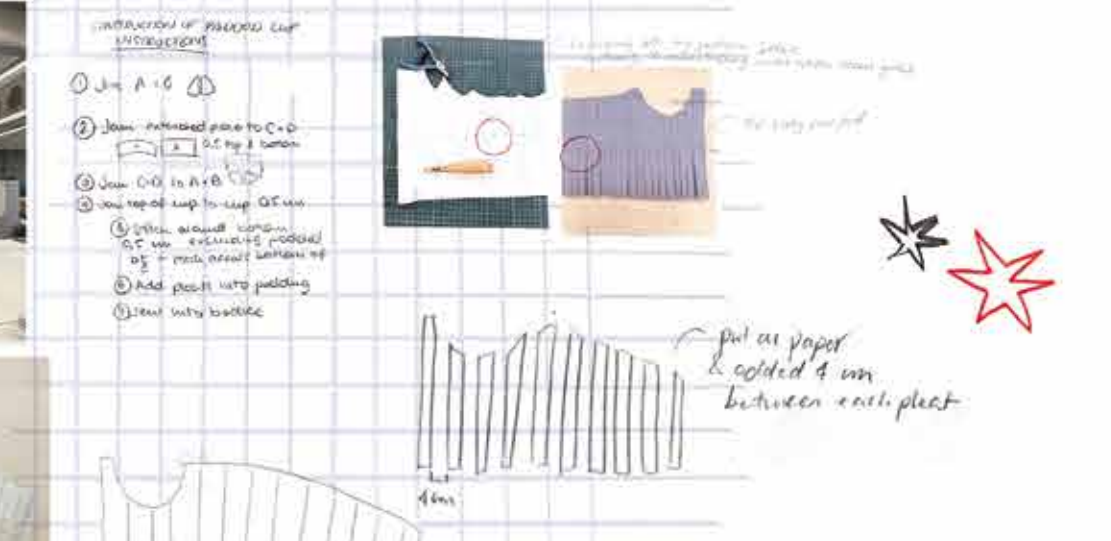
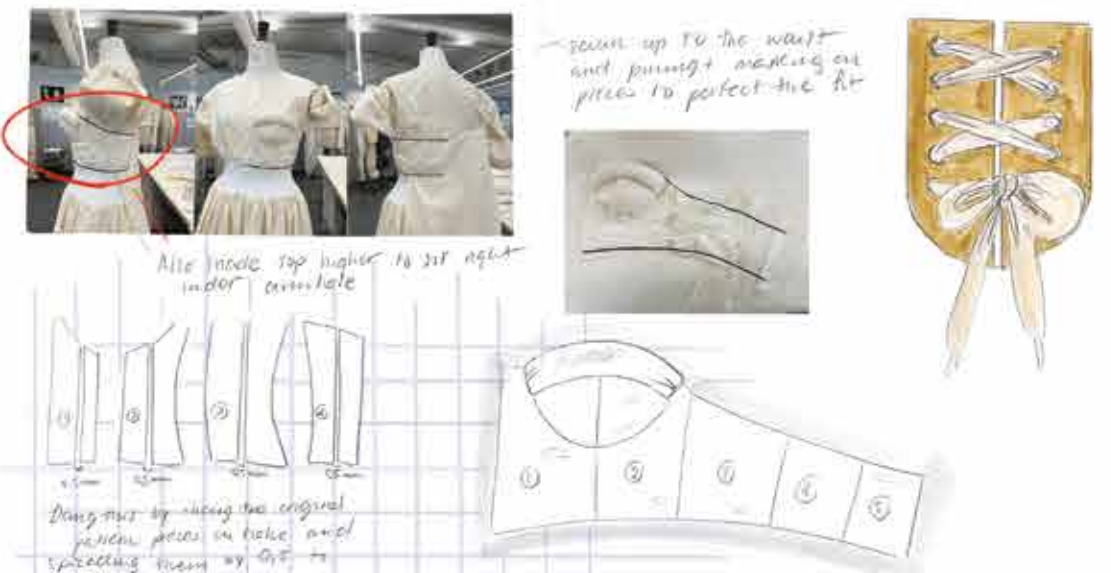
TOP TOILE ①



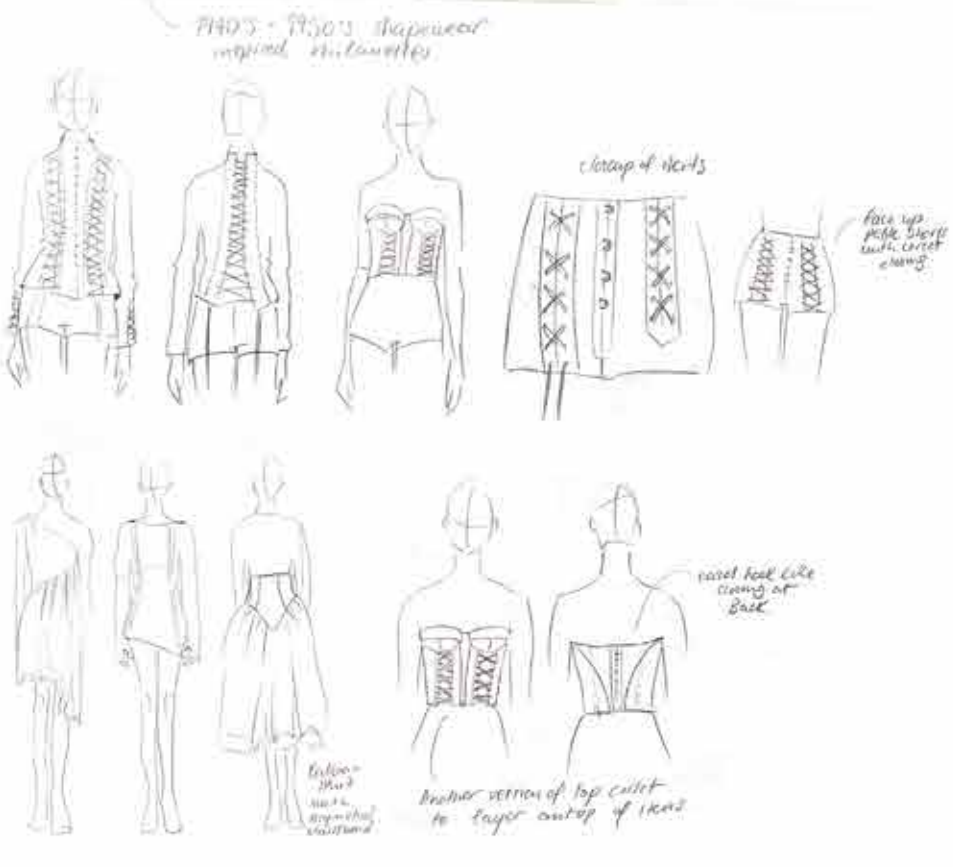
CONSTRUCTION PROCESS



TOP TOILE ②



NEW DEVELOPMENTS



# SILHOUETTE RESEARCH



Exploring jacket silhouette to develop design ideas.



Full size main body toile to explore construction.

# DESIGN DEVELOPMENT



Observing shearling collar construction.



Exploring lace-up details within American football gear.



# JACKET TOILE 2



Final toile with adjusted sleeves and faux fur collar.

# DESIGN DEVELOPMENT

Exploring more design ideas inspired by relaxed masculine fit.



# UPCYCLING PROCESS

Inspired by patchworked and battered vintage American footballs and a jacket exposed in a museum I decided to explore the properties of aging leather.

I challenged myself to explore a more sustainable practice when making the leather jacket by choosing to re-purpose old ones and use them to build new life into my design. I chose to unpick, wash and grease two old jackets to repurpose their pattern pieces to build mine.





# THE SUPERBOWL JACKET



## CONSTRUCTION PROCESS



1 Laying out all my pattern pieces to gain understanding of the amount I have.

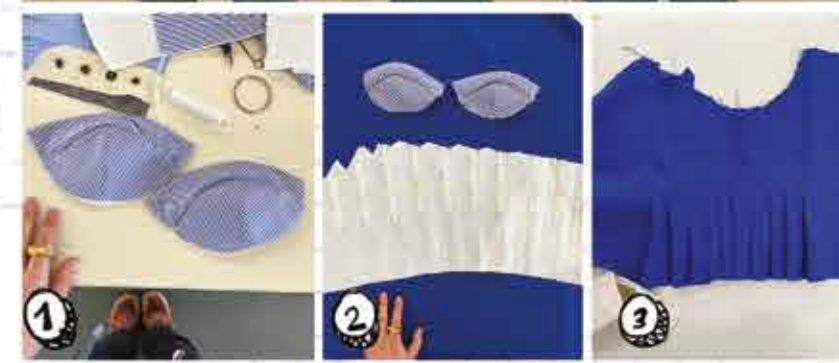


2 Patchworking the pieces together with different seams and using a hammer to press them flat.



3 Cutting out my pattern pieces from patchwork fabric.

## THE "OUT OF YOUR LEAGUE" TOP



1 Building the cups first making sure stripes align.  
 2 Cutting out body carefully marking each knotch and pleat.  
 3 Hem bottom and carefully pleating my fabric for body.

# THE TOUCHDOWN DRESS



1 Adjusting sleeve for a more flared effect.  
 2 Building the body carefully aligning yoke to sleeve.  
 3 Attaching body to skirt with rib.



# SILHOUETTE RESEARCH



Looking at ways to add volume and roundness to garments.

## DEVELOPED DESIGN

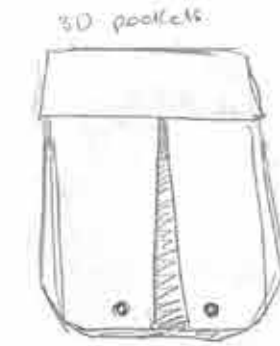


NEW DEVELOPED DESIGN

Placing bodice back to front on body to inspire silhouette ideas.



Loewe SS23 geometric dress



Varsity Jacket development.



The Frankie Shop Bomber Jacket



Loewe mens Nappa leather puffer bomber jacket



SS23 COLLECTION



Varsity Bomber

Quarterback Top

Superbowl Jacket

Dropkick Dress

Turnover Corset

Out of Your League Top

Snitch Belt

Pitch Cargos

Half Time Shorts

Touchdown Dress

Turnover & Trousers

Locker Room Shorts

NFL Belt

SS23  
LINEUP



"A CELEBRATION  
OF BEAUTY, CRAFTSMANSHIP  
MADE TO LAST A  
LIFETIME OF WEAR."  
- Apricot

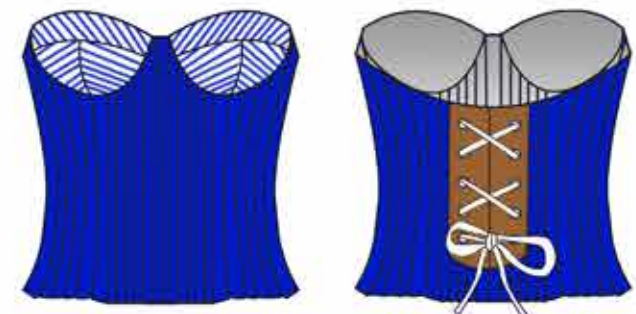
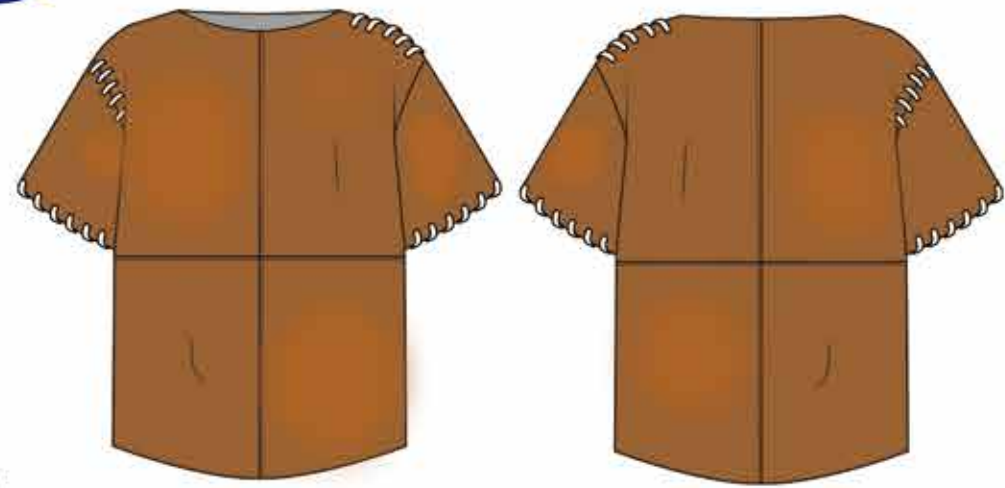


# RANGE PLAN

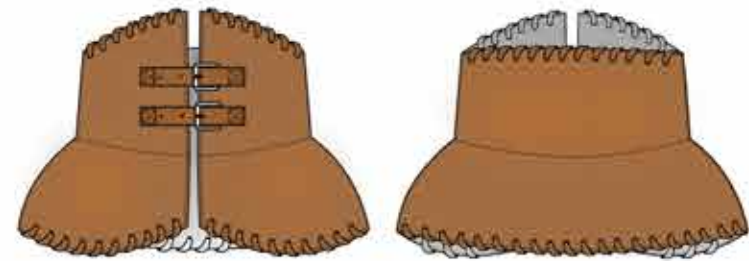
## DRESSES



## TOPS



## BELTS



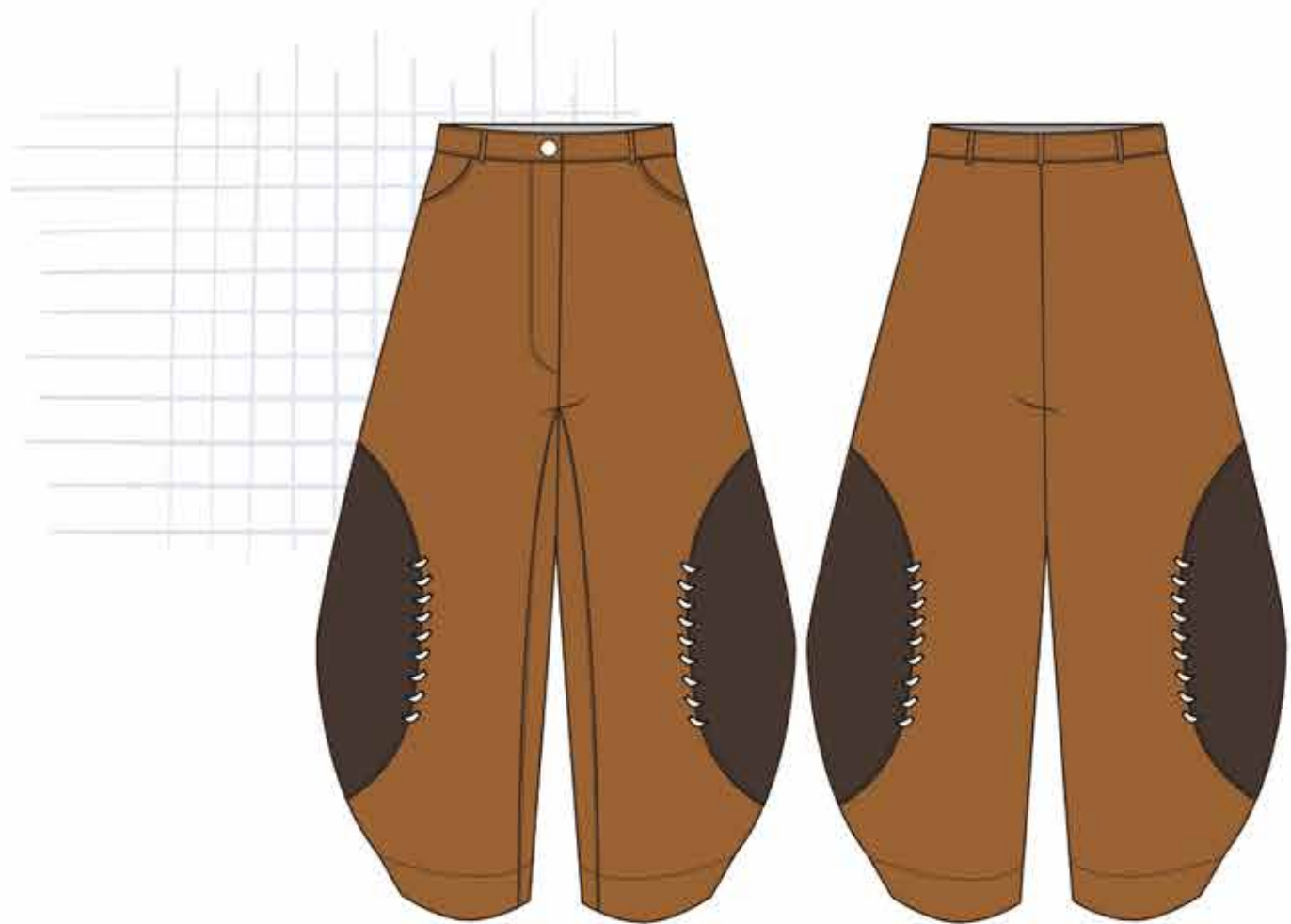
## SHORTS



## JACKETS



## TROUSERS





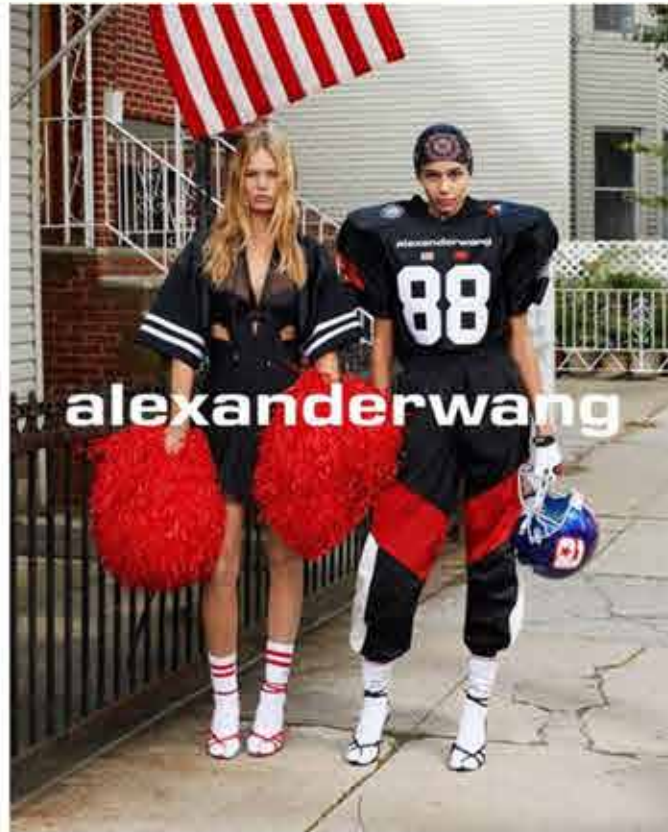
# EDITORIAL MOODBOARD

Promotional moodboard as inspiration for model poses, shoot styling and overall feel of shots.

MOODBOARD

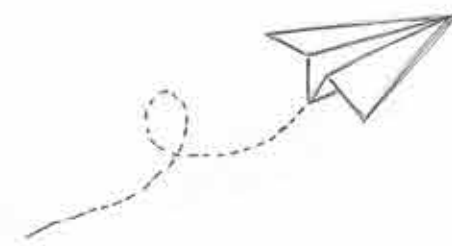


AMERICAN FOOTBALL PROPS



RELAXED AND SPORTY

STYLING INSPO



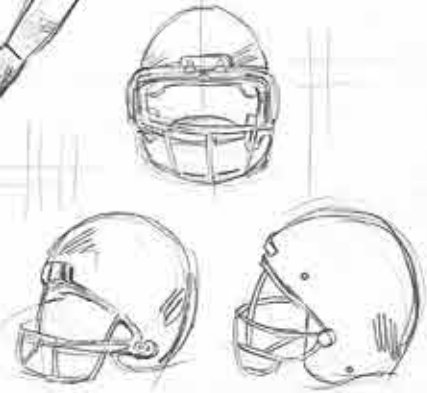
LOCATION - SPORT CENTRE, LUGANO, CH



HAIR AND MAKEUP



SPORTY BRAIDS

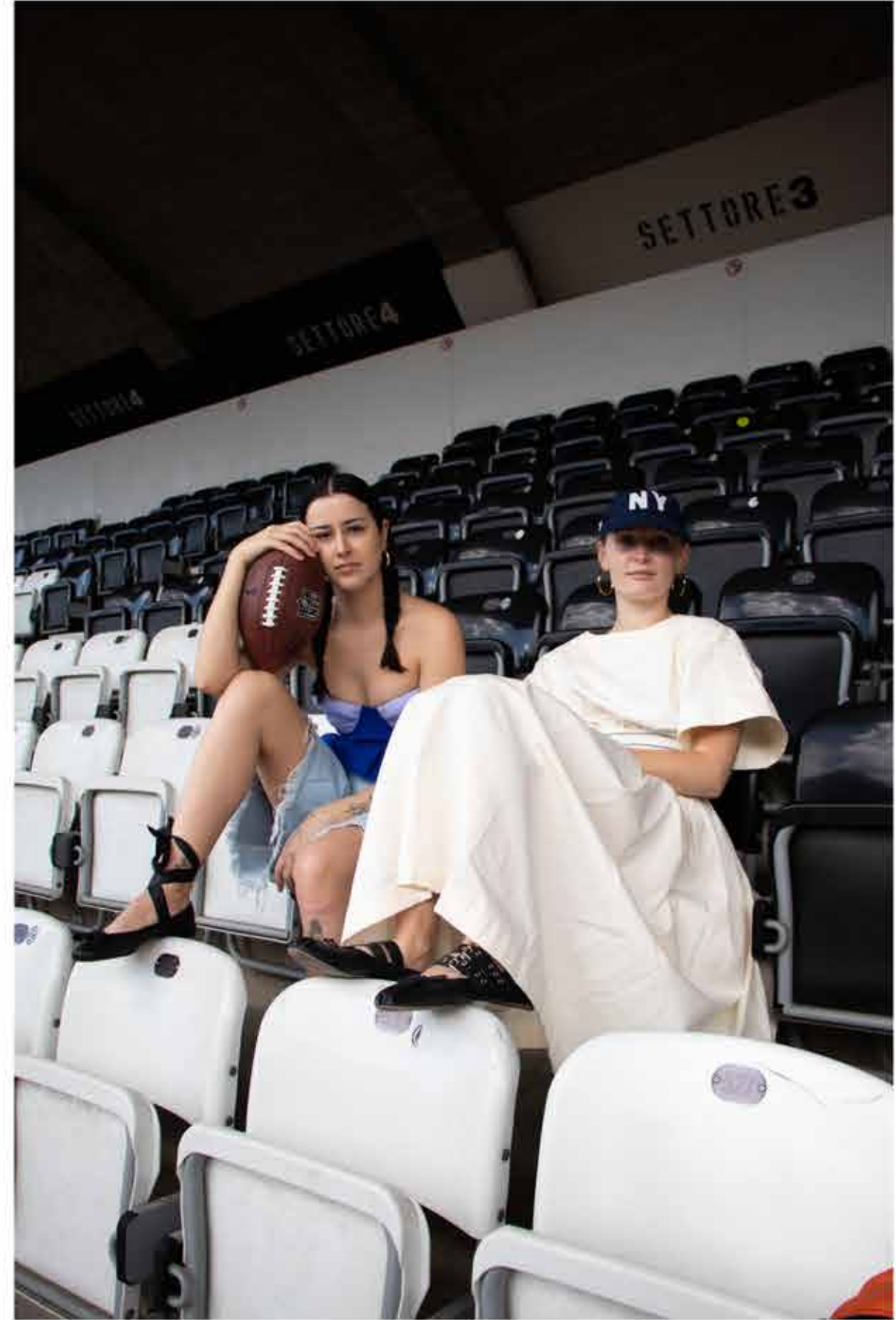


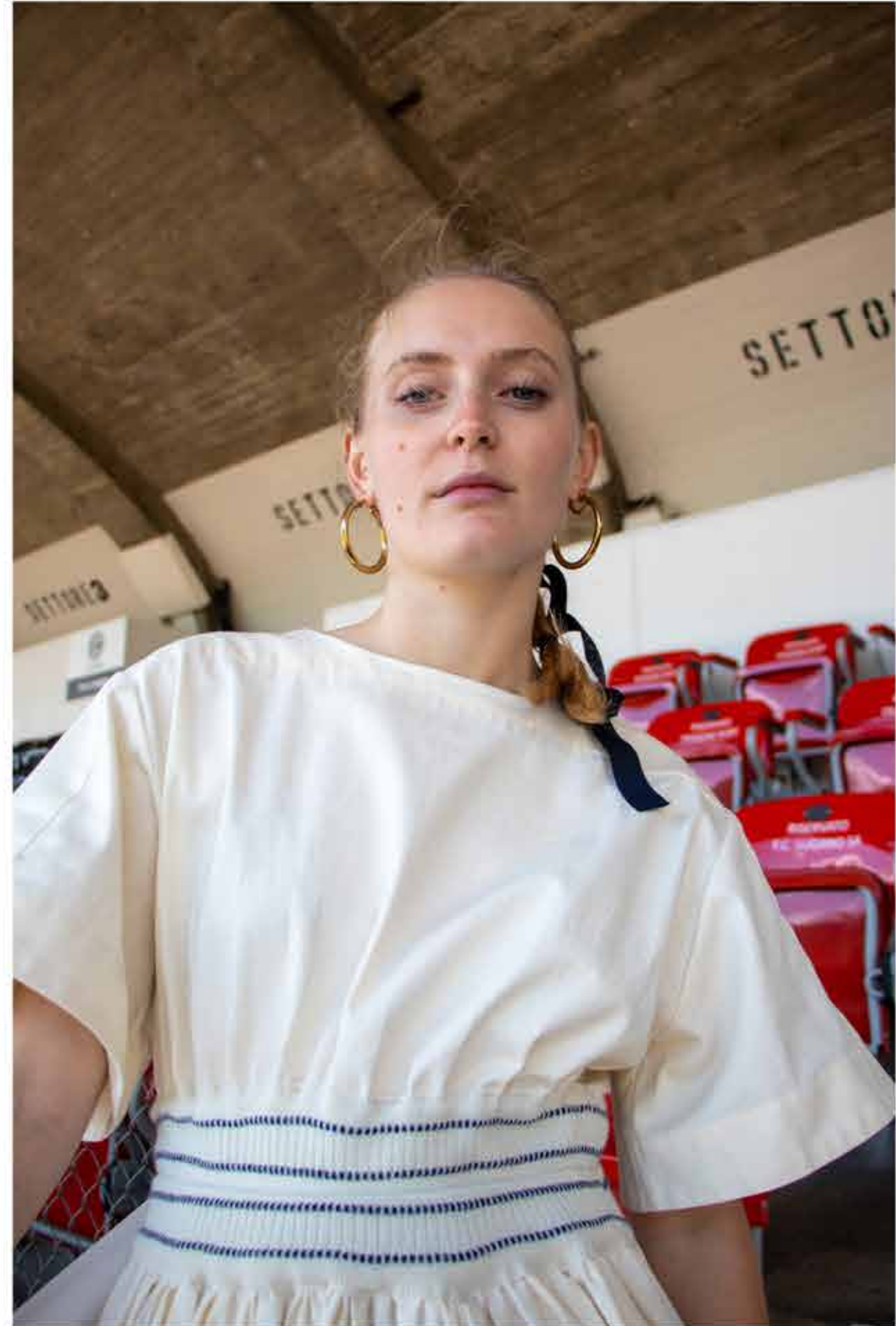
STYLING ITEMS

BTZ



SS23 PROM SHOOT









LOVE STORIES  
SEIROTS ENO7

x

APRICOT

CONCEPT BOARD

# FROM THE SHEETS TO THE STREETS



The collection is inspired by the feeling of being warm and safe in bed. Soft knitwear, slouchy pants and silky bomber jackets will hug the body and lift the spirits of the wearer. The soft colour palette is reminiscent of foggy childhood memories of cosy inter walks in the pram or cotton candy like sunsets on the beach. Designed to be worn on a daily basis by the woman who needs clothes that are smart yet comfortable.

FABRIC BOARD

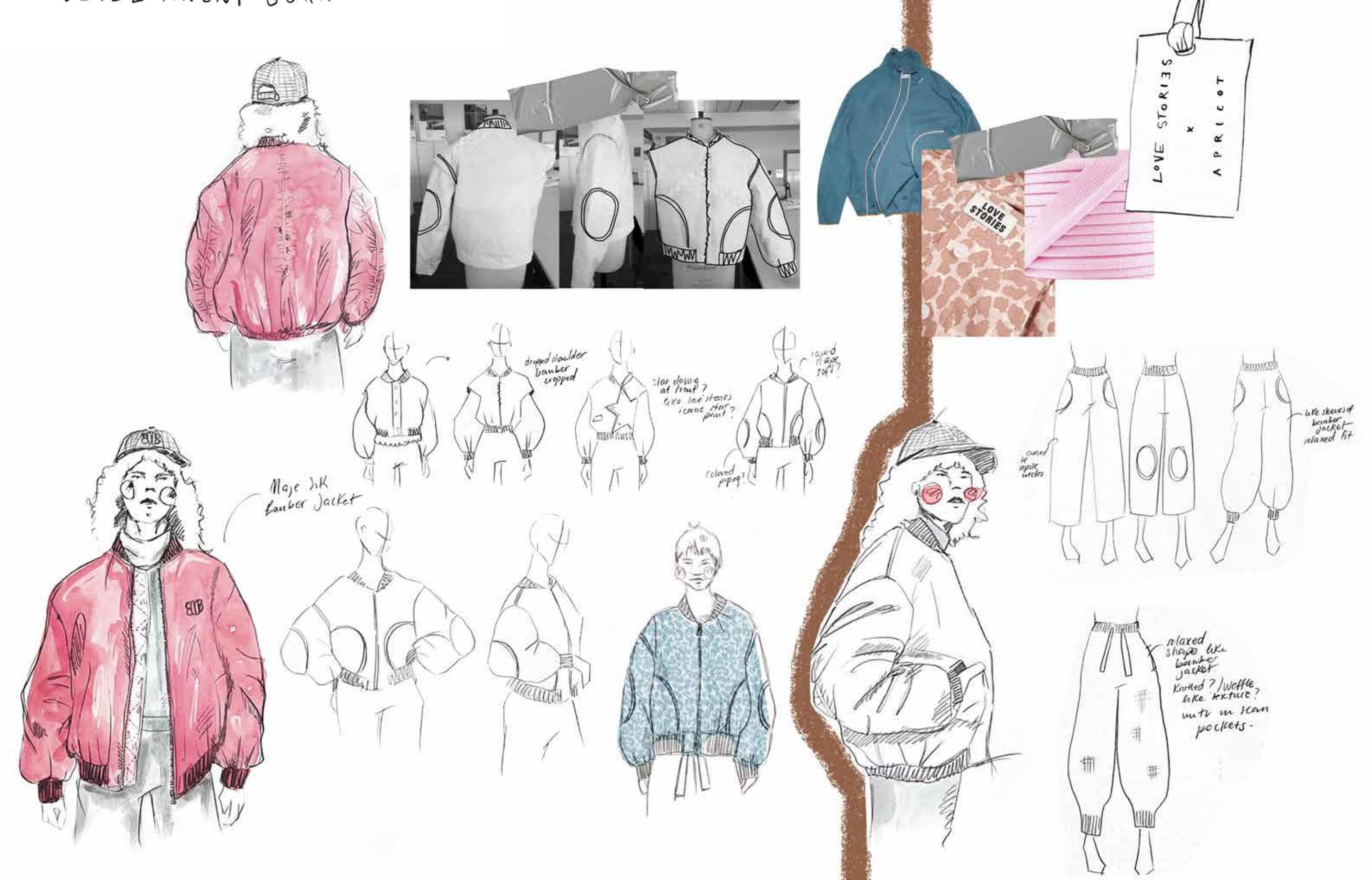


# CUSTOMER BOARD

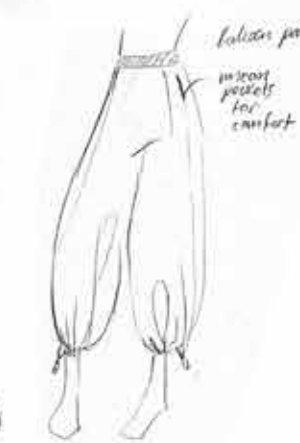
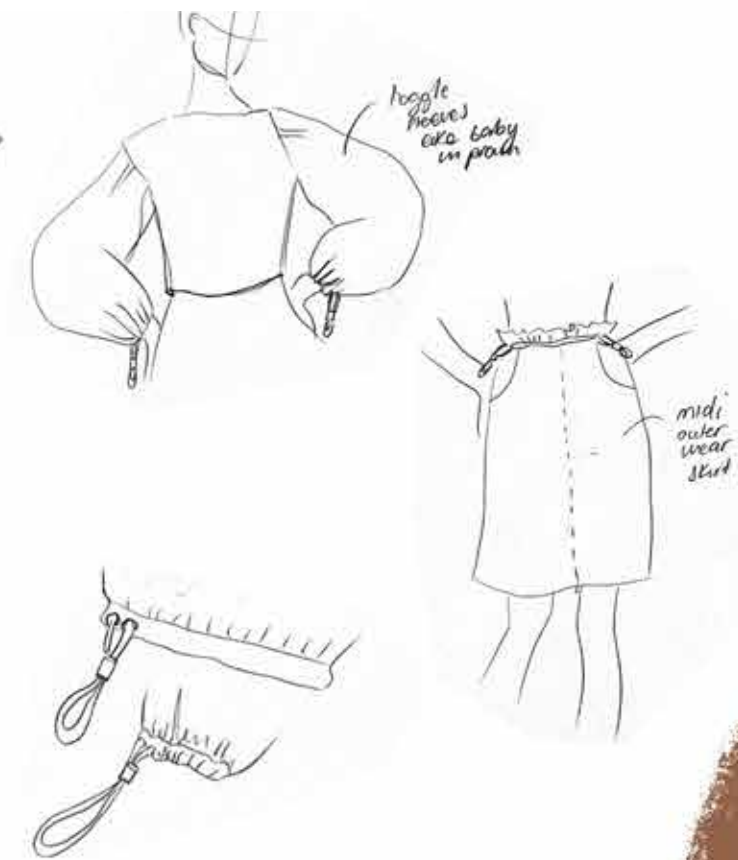


Astrid is a first time mom living in Copenhagen. Since becoming a mom she has taken time off work at the advertising company she's been at the past 6 years to spend time with her baby and take it slow. As a first timer she is giving herself all the time she needs and enjoying every moment of motherhood. Before getting pregnant she loved the busy city and constant buzz but now she prefers taking strolls in the park and organizing playdates for her daughter. Since the pandemic and the pregnancy Astrid really feels like her priorities and lifestyle have changed. She has switched her sparkly heels and blazer for a trustworthy pair of hiking boots and a warm puffer coat. She feels more comfortable in high quality material preferring to spend more on items she knows will last.

# DEVELOPMENT BOARD



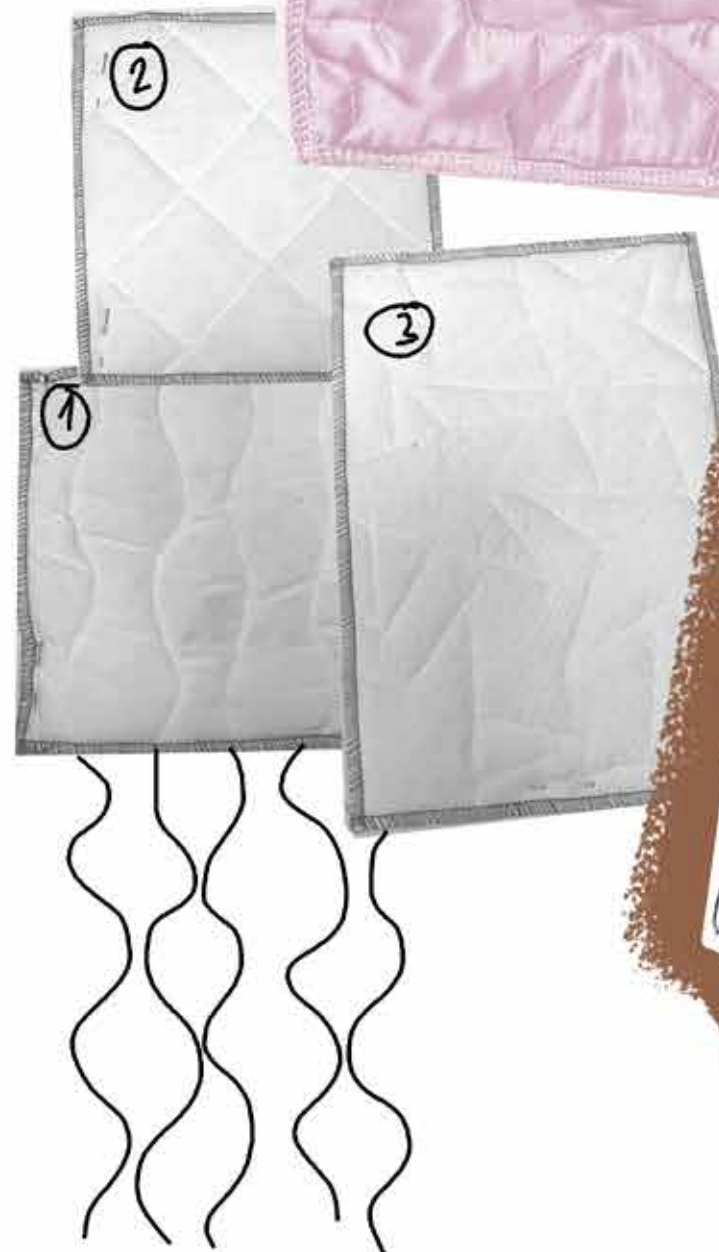
DEVELOPMENT BOARD



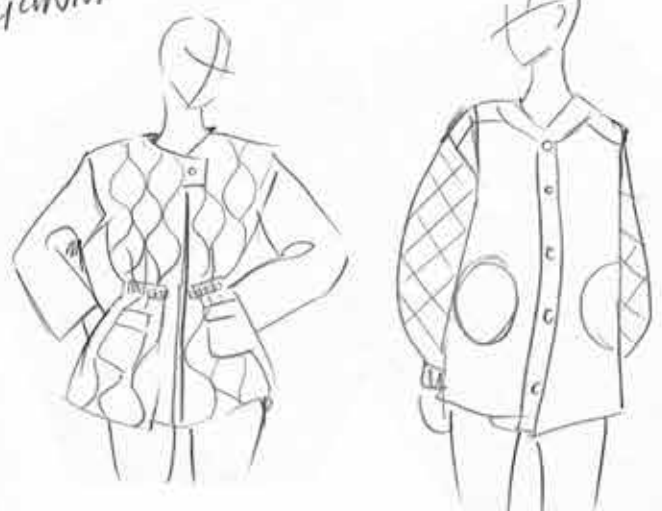
Isabel Marant Outerwear Jacket



DEVELOPMENT BOARD



Playful & feminine Quilting from Ganni



LINE UP



LINE UP



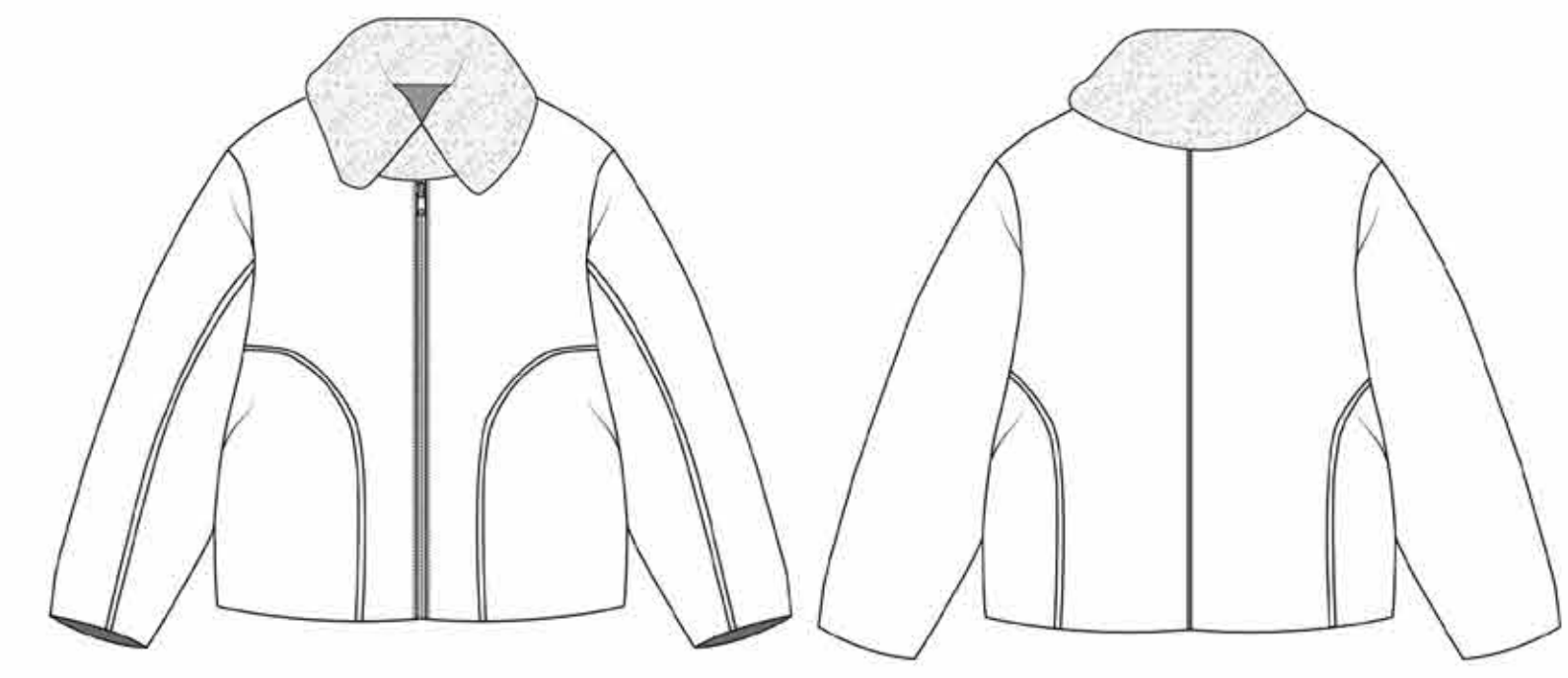
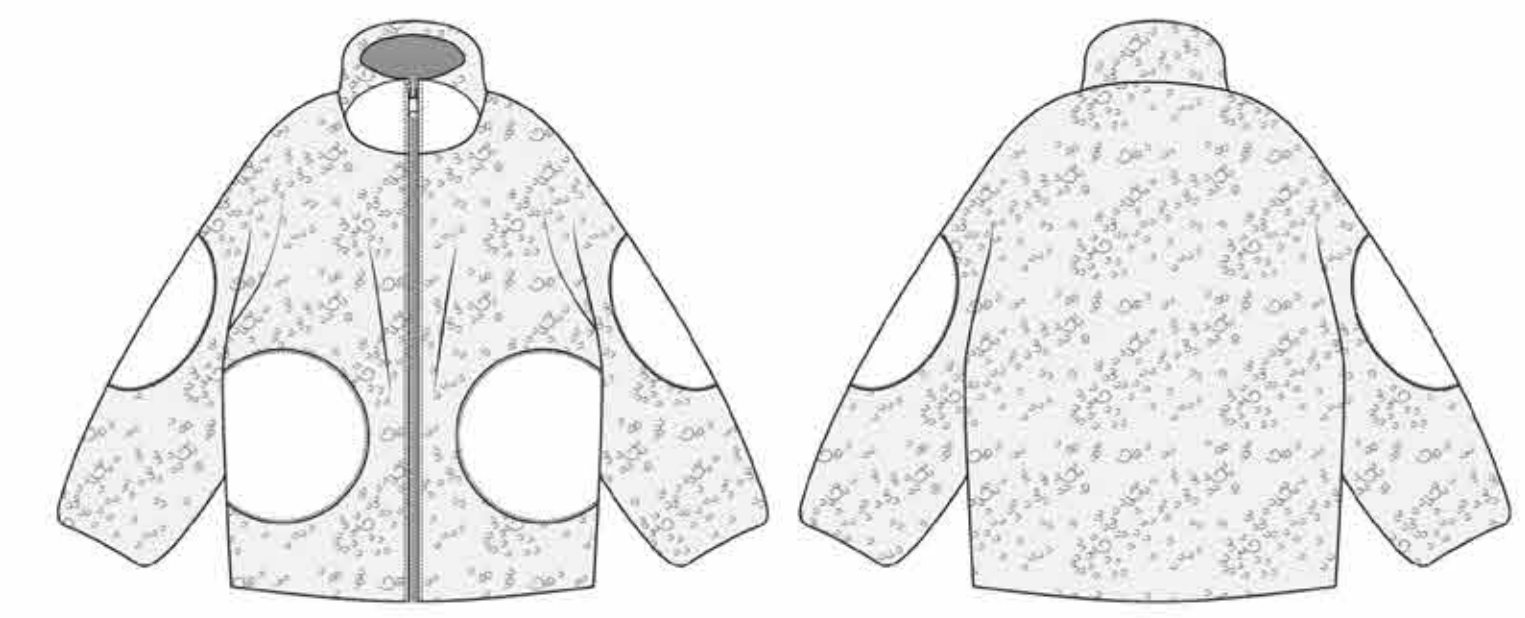
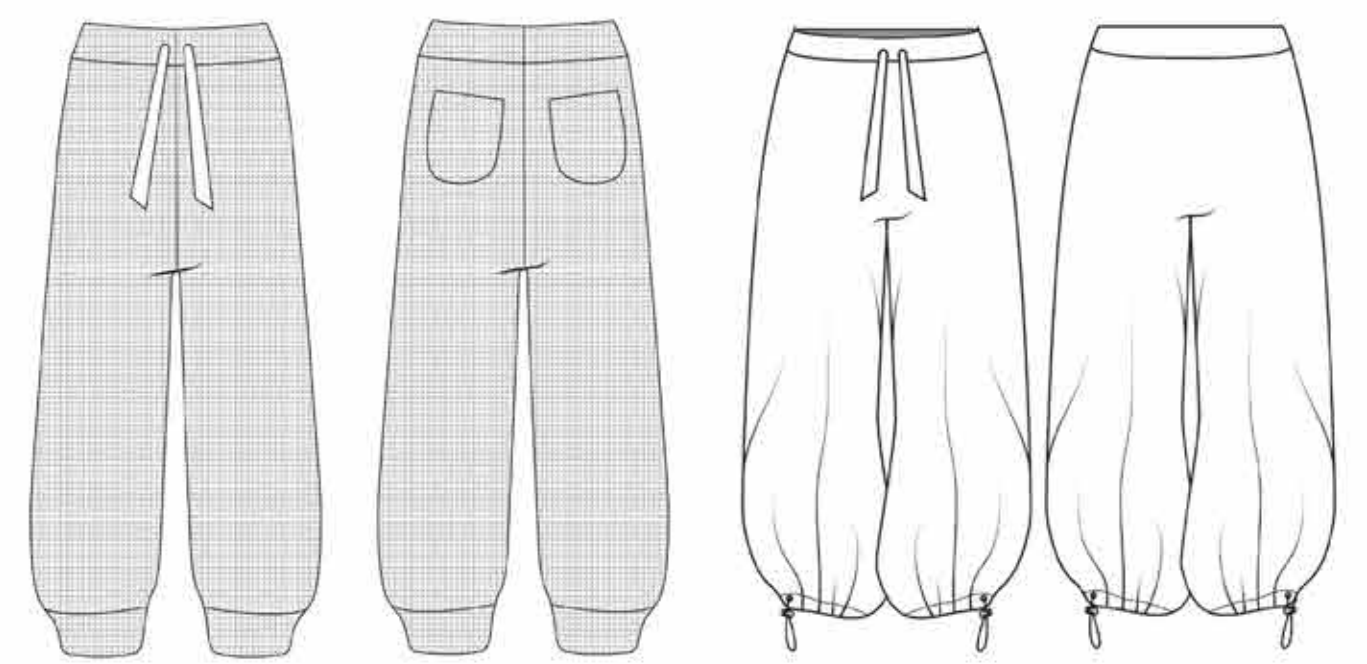
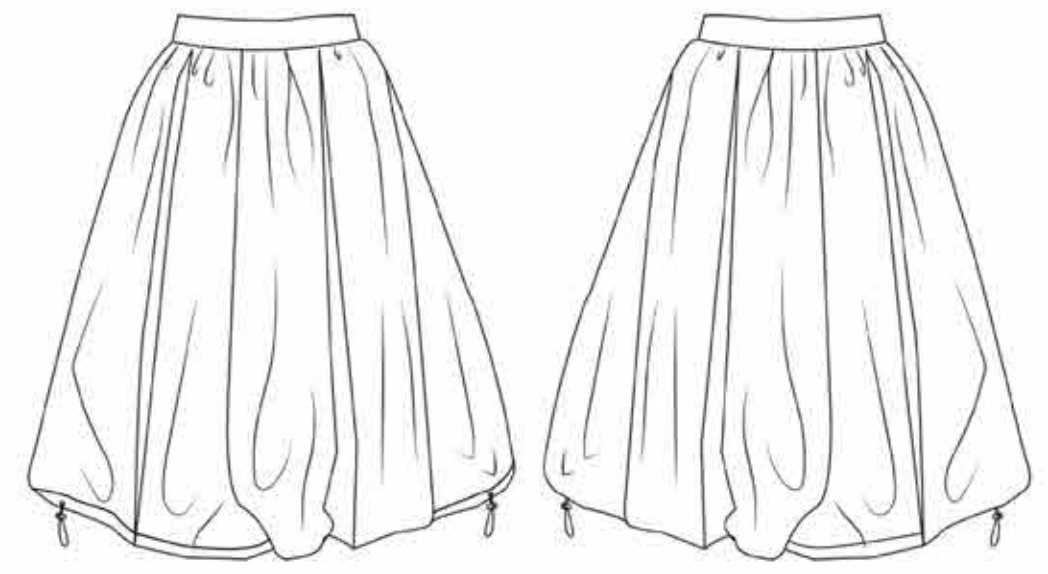
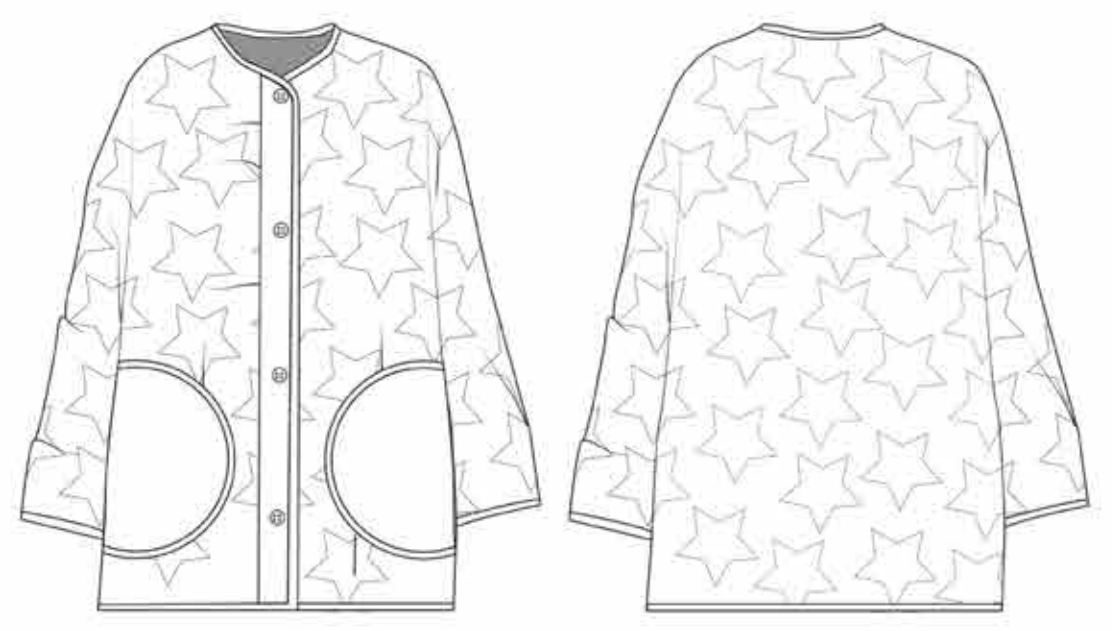
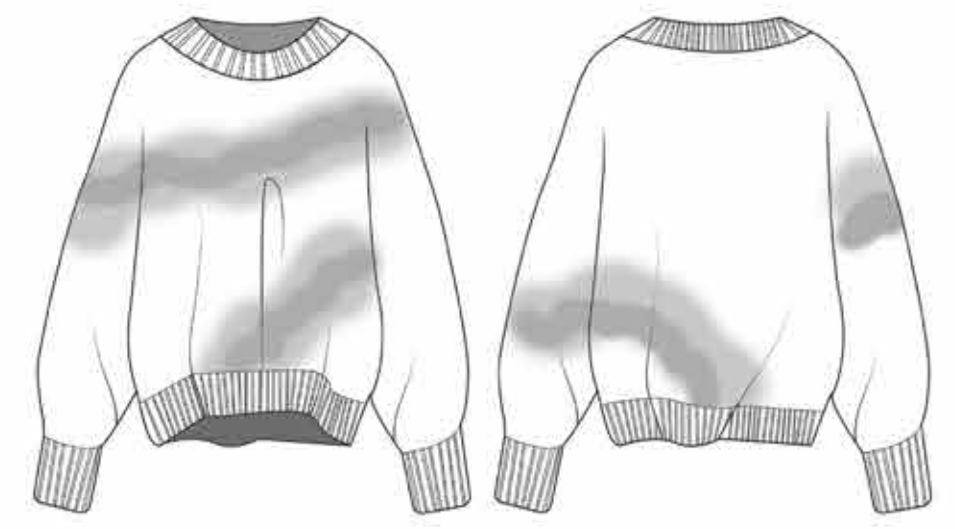
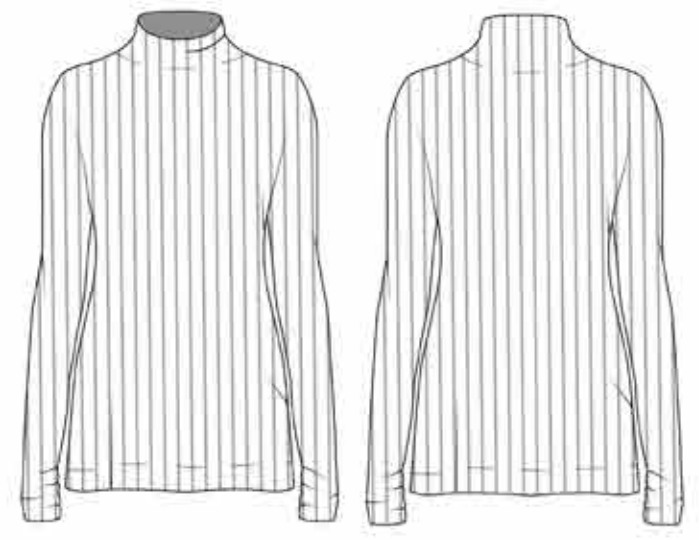
LOVE STORIES  
x  
APRICOT

RANGE PLAN

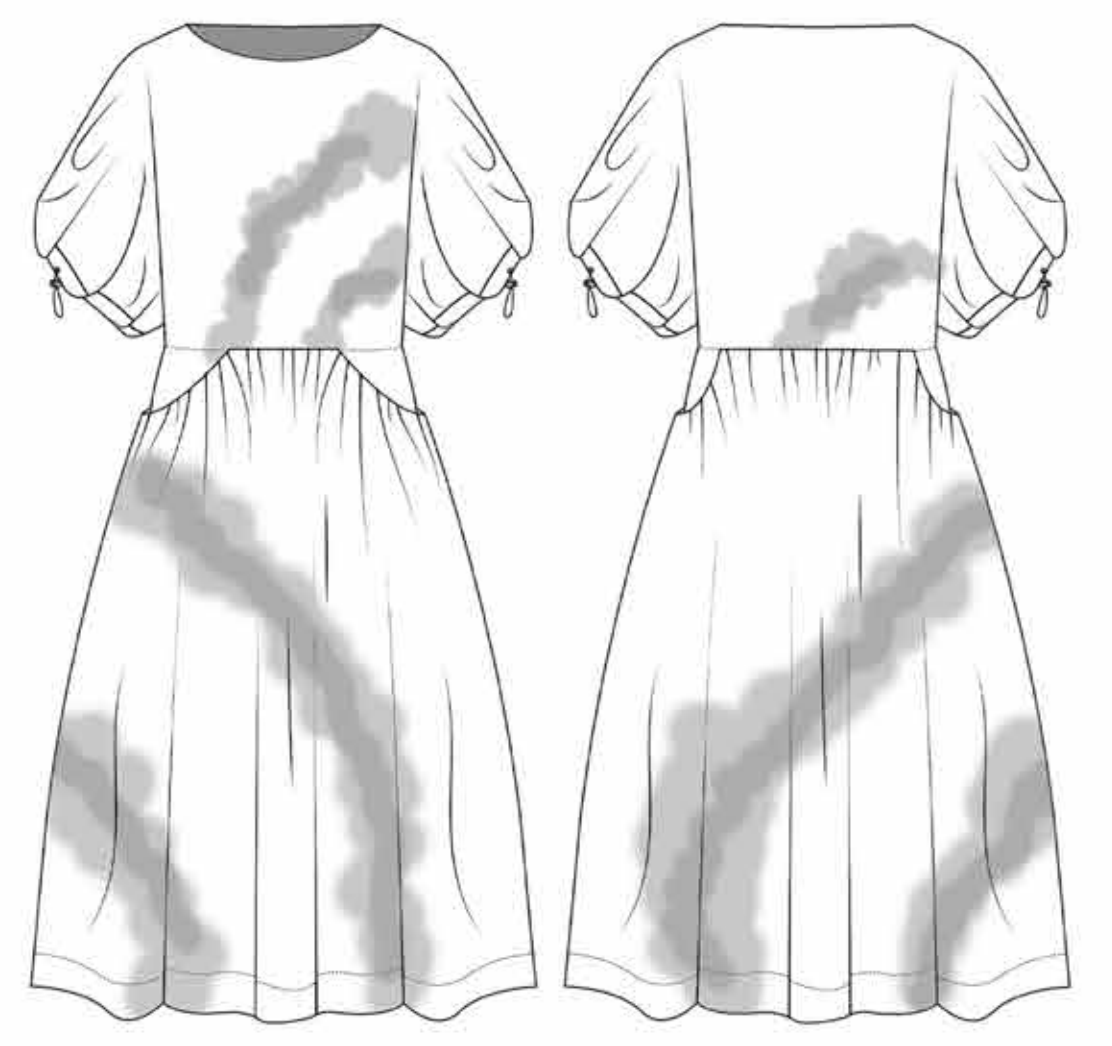
BOTTOMS

OUTERWEAR

TOPS



DRESSES





  
REDRESS

 **ARTS  
THREAD**

# CONCEPT BOARD



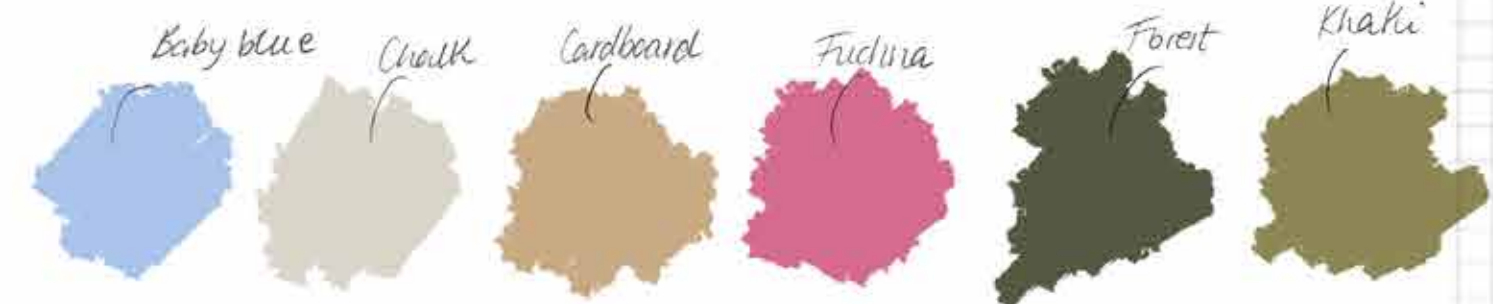
For this collection Apricot was challenged to design a contemporary collection for a modern, fashion-forward adult who is concerned about the environment and actively seeks comfort and style whether in the city or exploring the big outdoors. Akin to our contrasting roots of masculine and feminine touches we tried to reimagine classic items like the bomber jacket, the pinstripe work shirt and the trenchcoat merged together to create one of a kind items of clothing.

# FABRIC BOARD



The fabric sourced will be recovered from deadstock items of the clothing and unpicked and merged together to build our own fabrics made out of waste. Vintage doiles will be merged to create the corchet pieces featured in this collection.

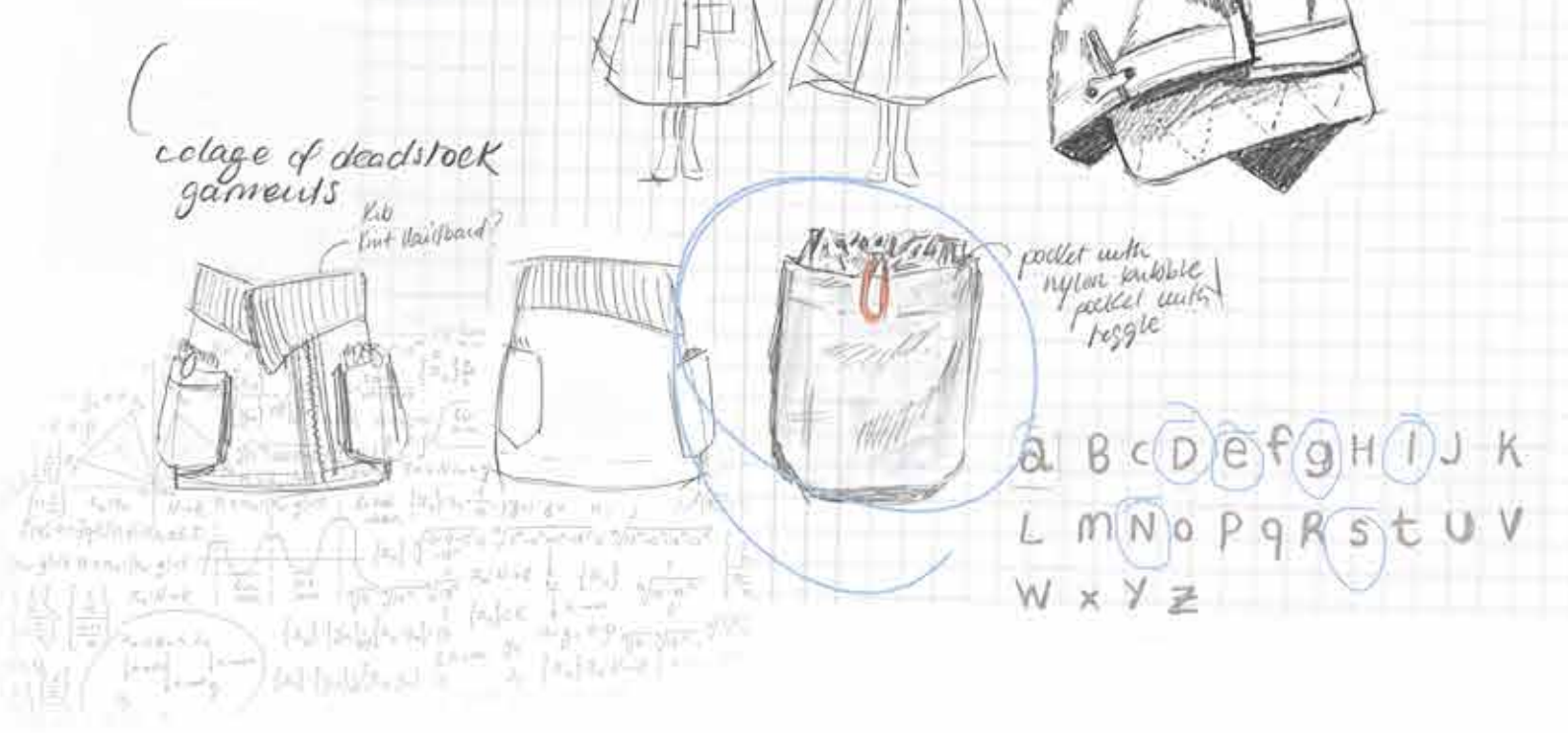
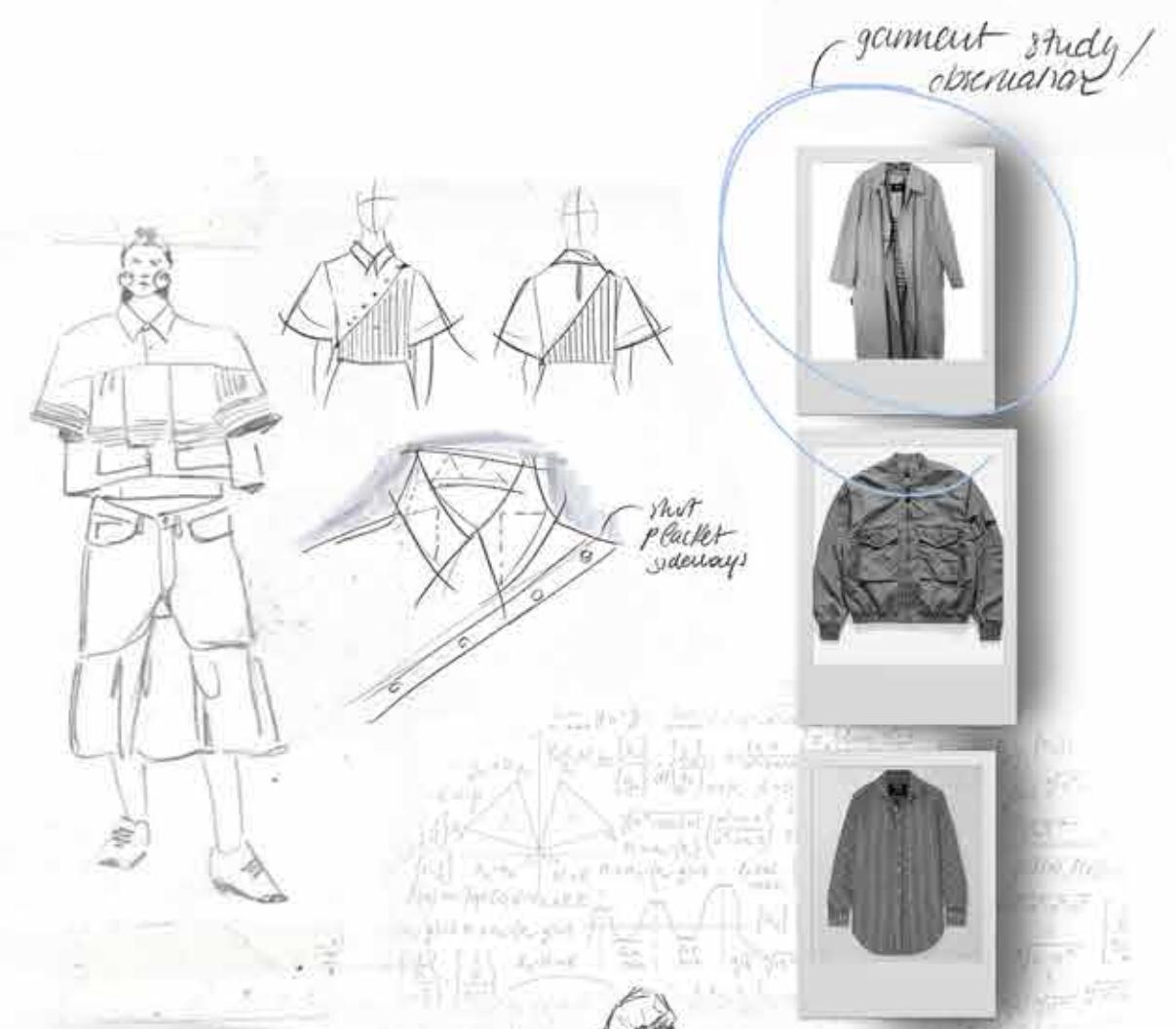
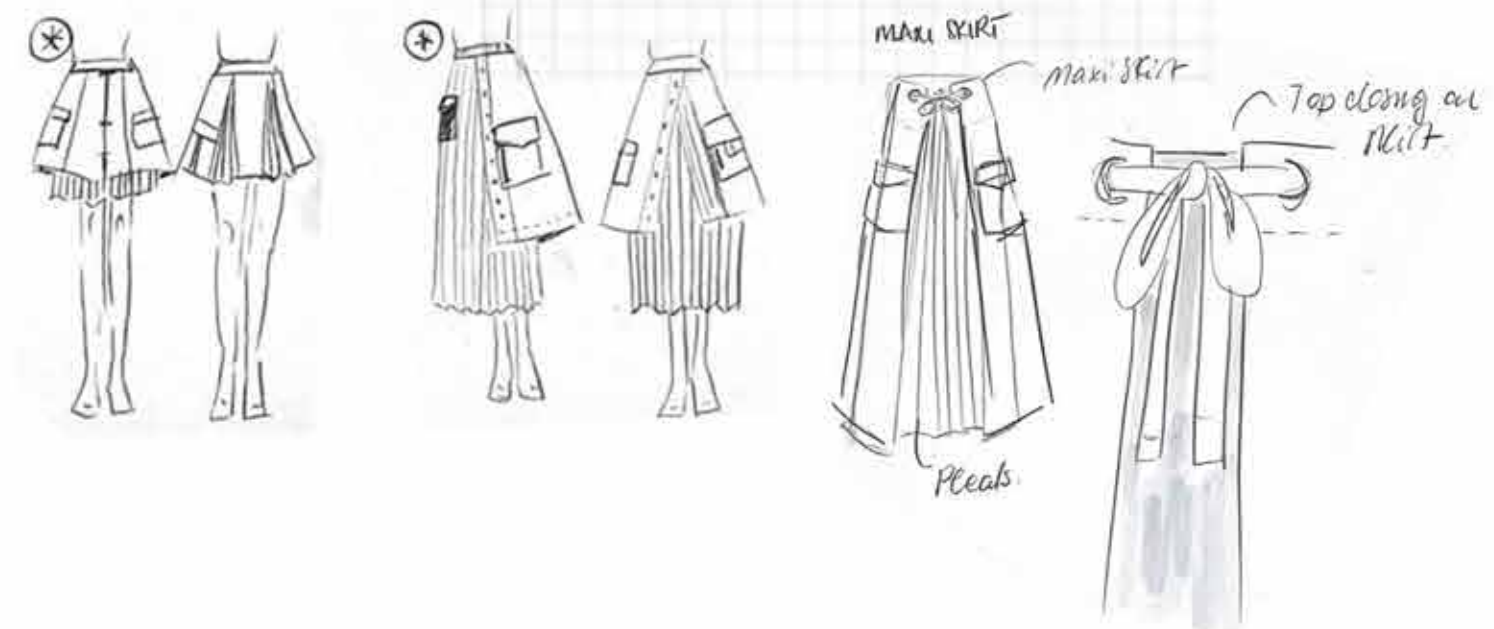
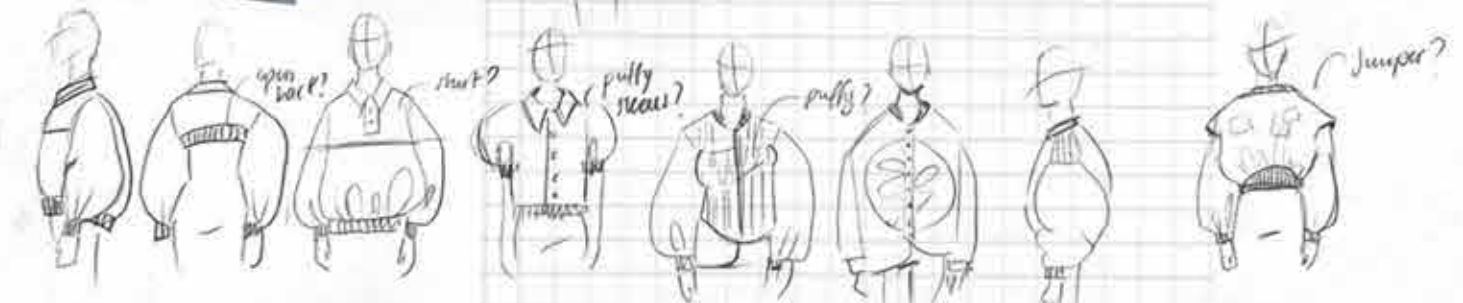
## COLOUR STORY





# design Development

Digital collages of items used for collection on body to develop and inspire silhouette and design ideas.



# design Development



design Development



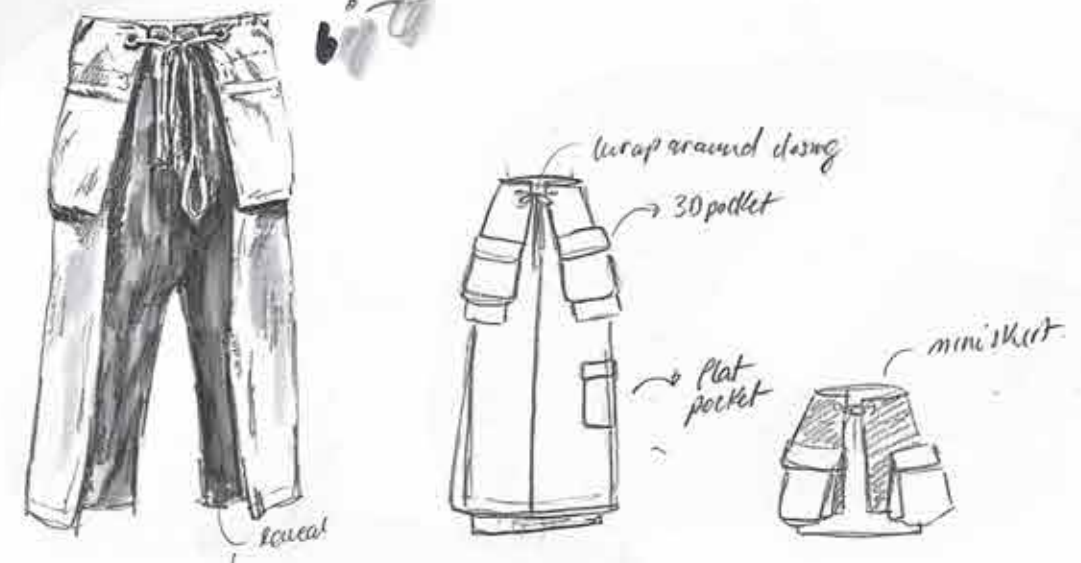
collage of deadstock garments



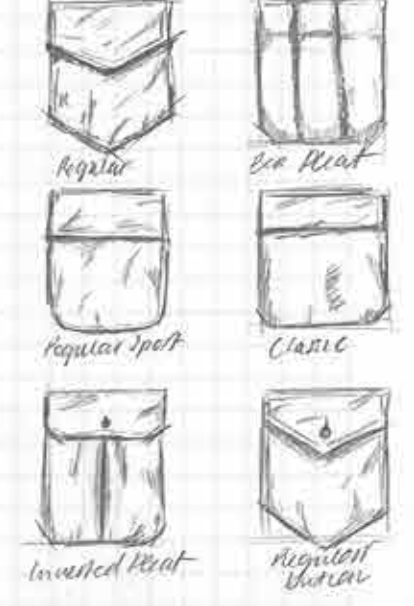
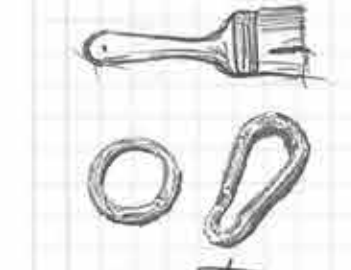
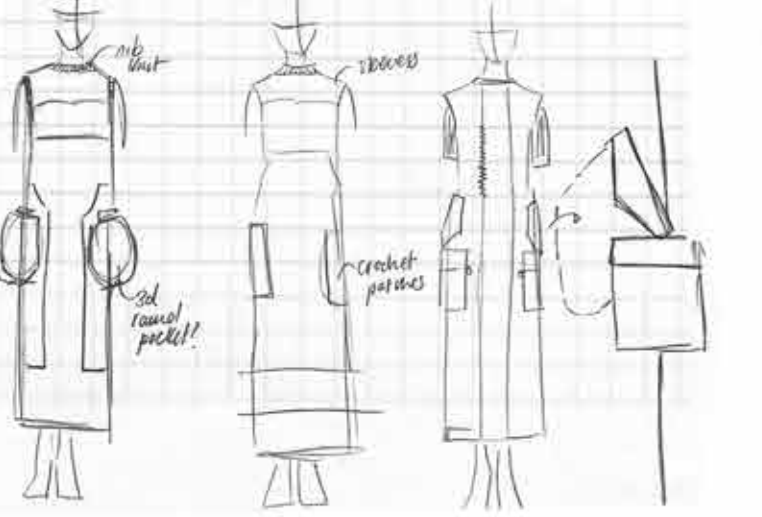
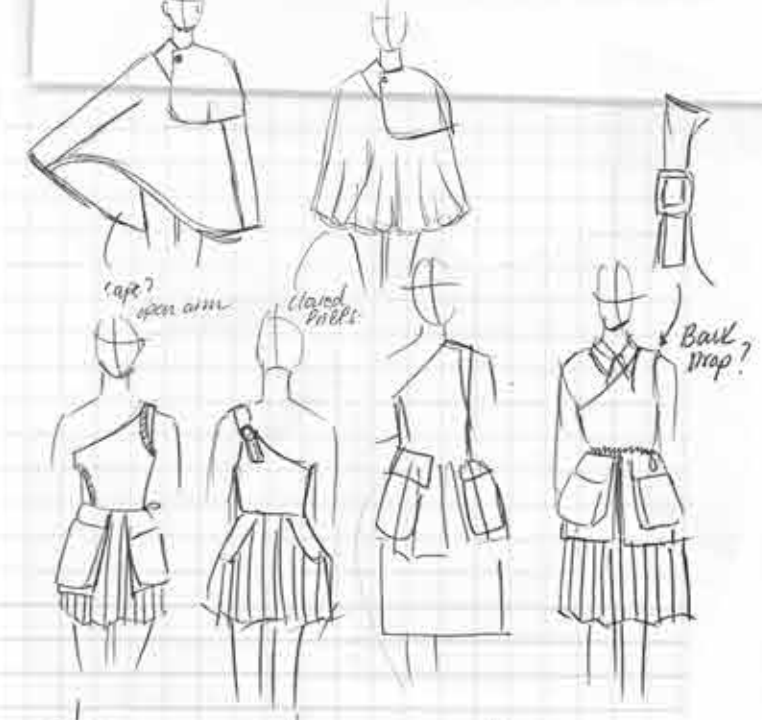
a b c d e f g h i j k  
l m n o p q r s t u v  
w x y z



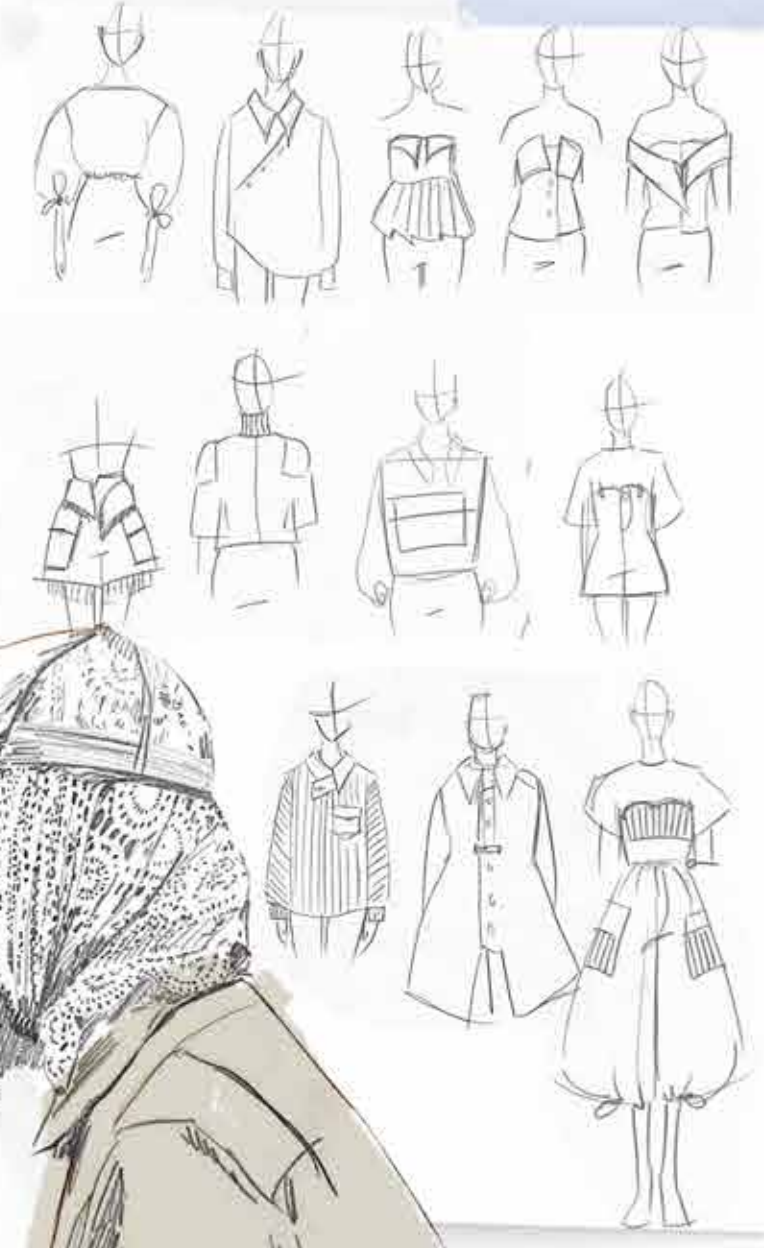
design Development



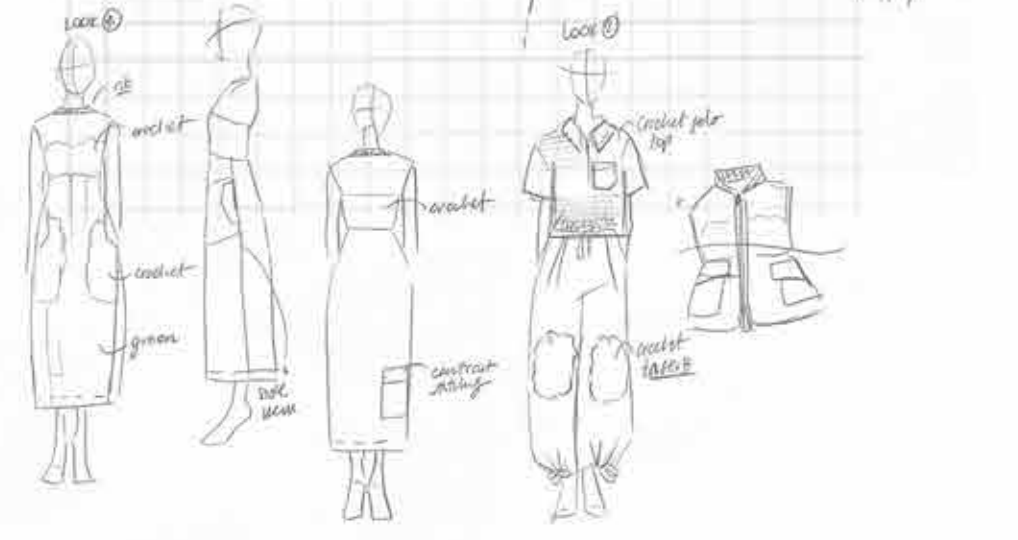
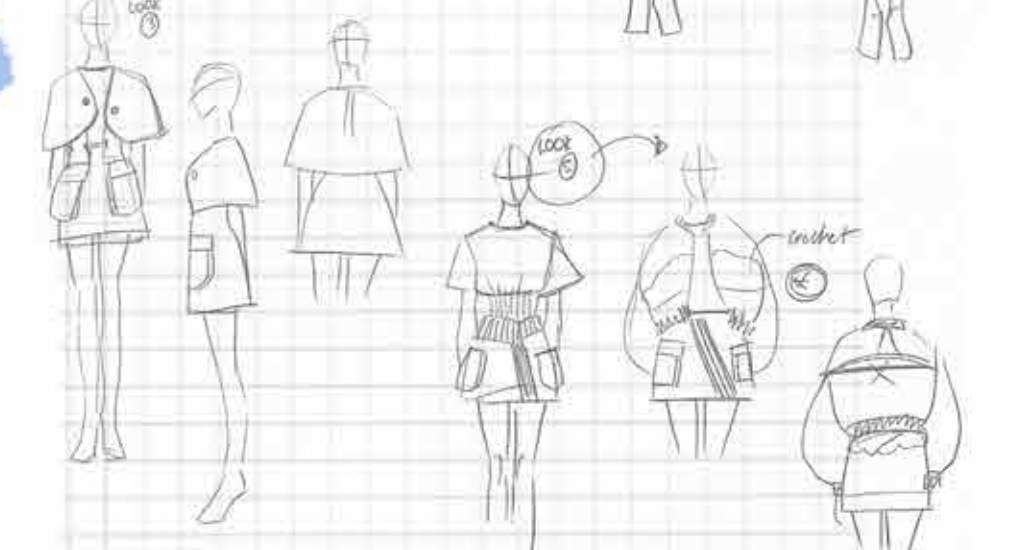
silhouette idea



a b c d e f g h i j k  
l m n o p q r s t u v  
w x y z



observational drawing



Line UP



Line UP

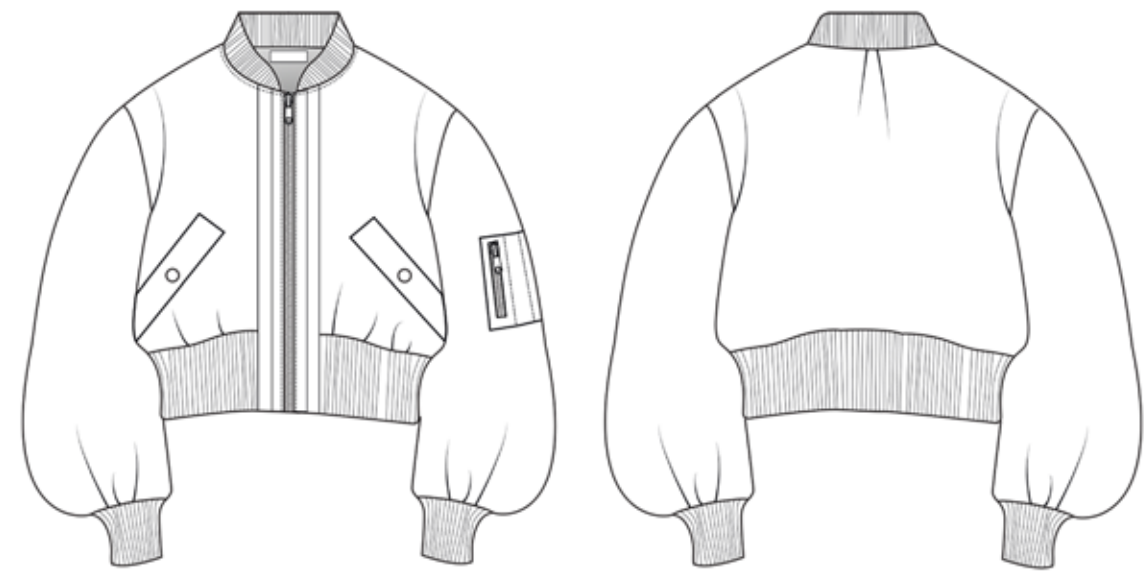


Redress x APRICOT

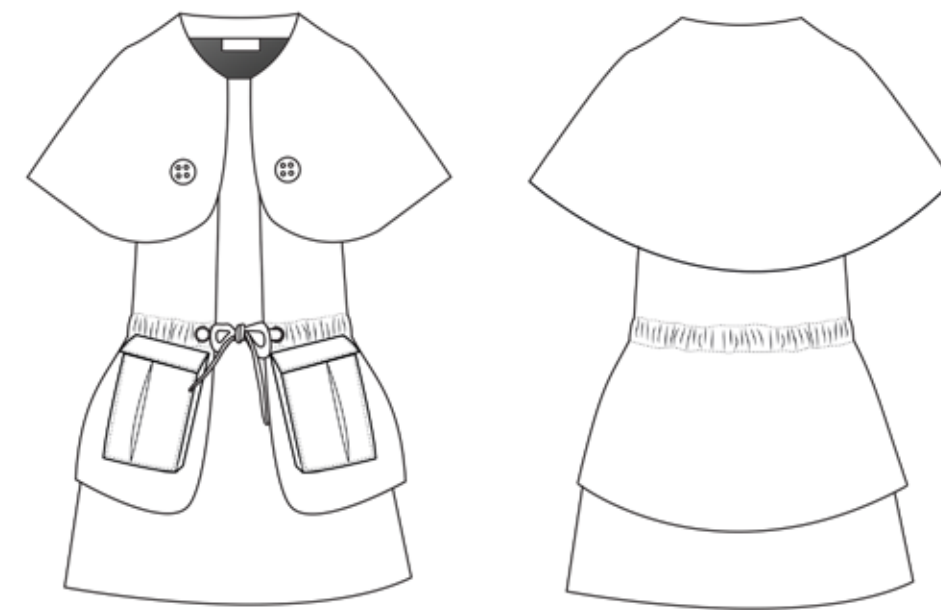
# Range PLAN

# Range PLAN

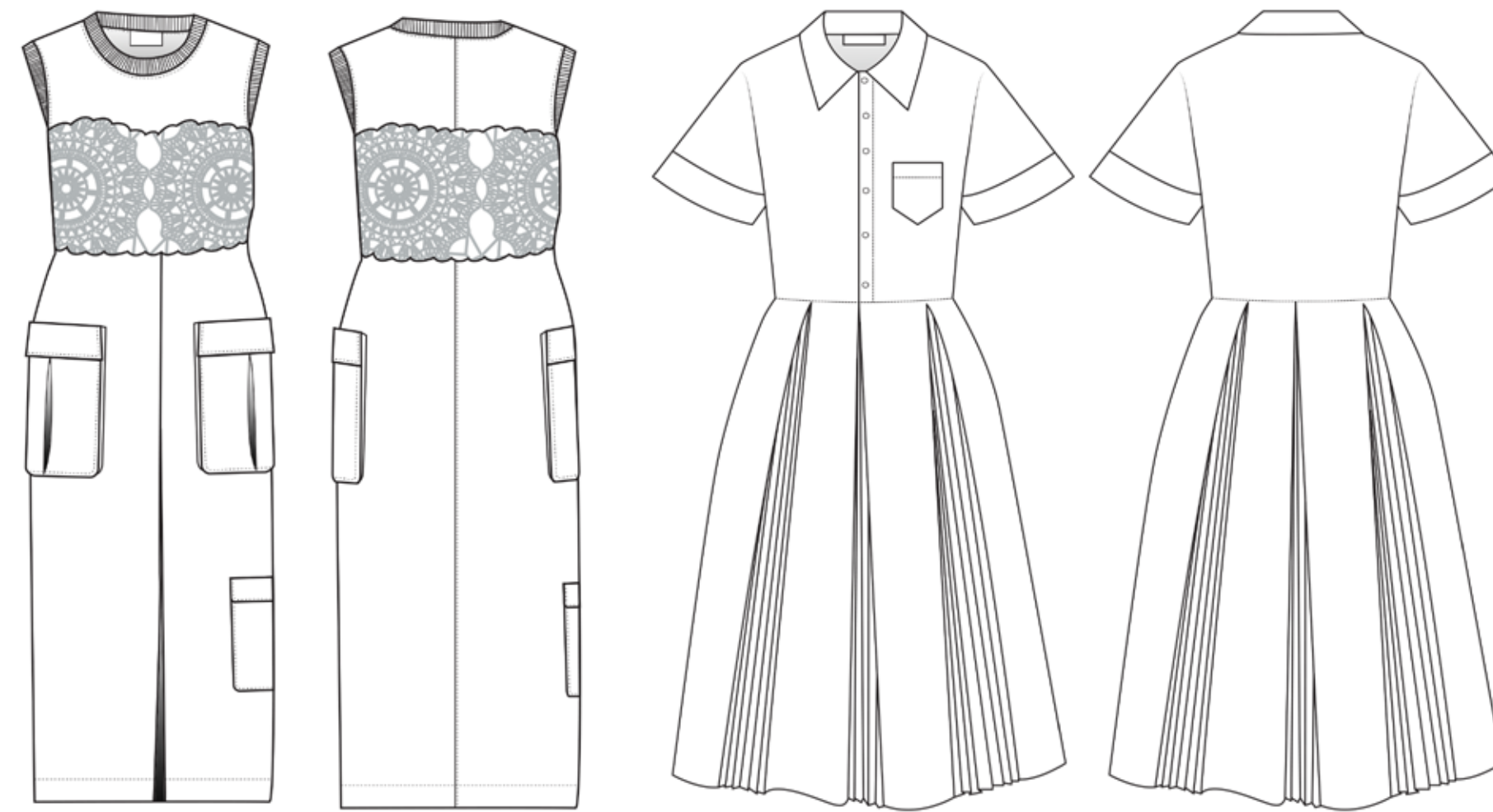
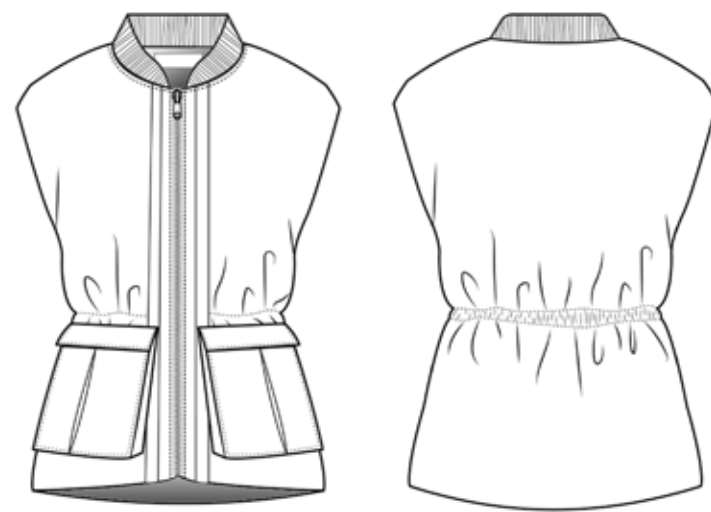
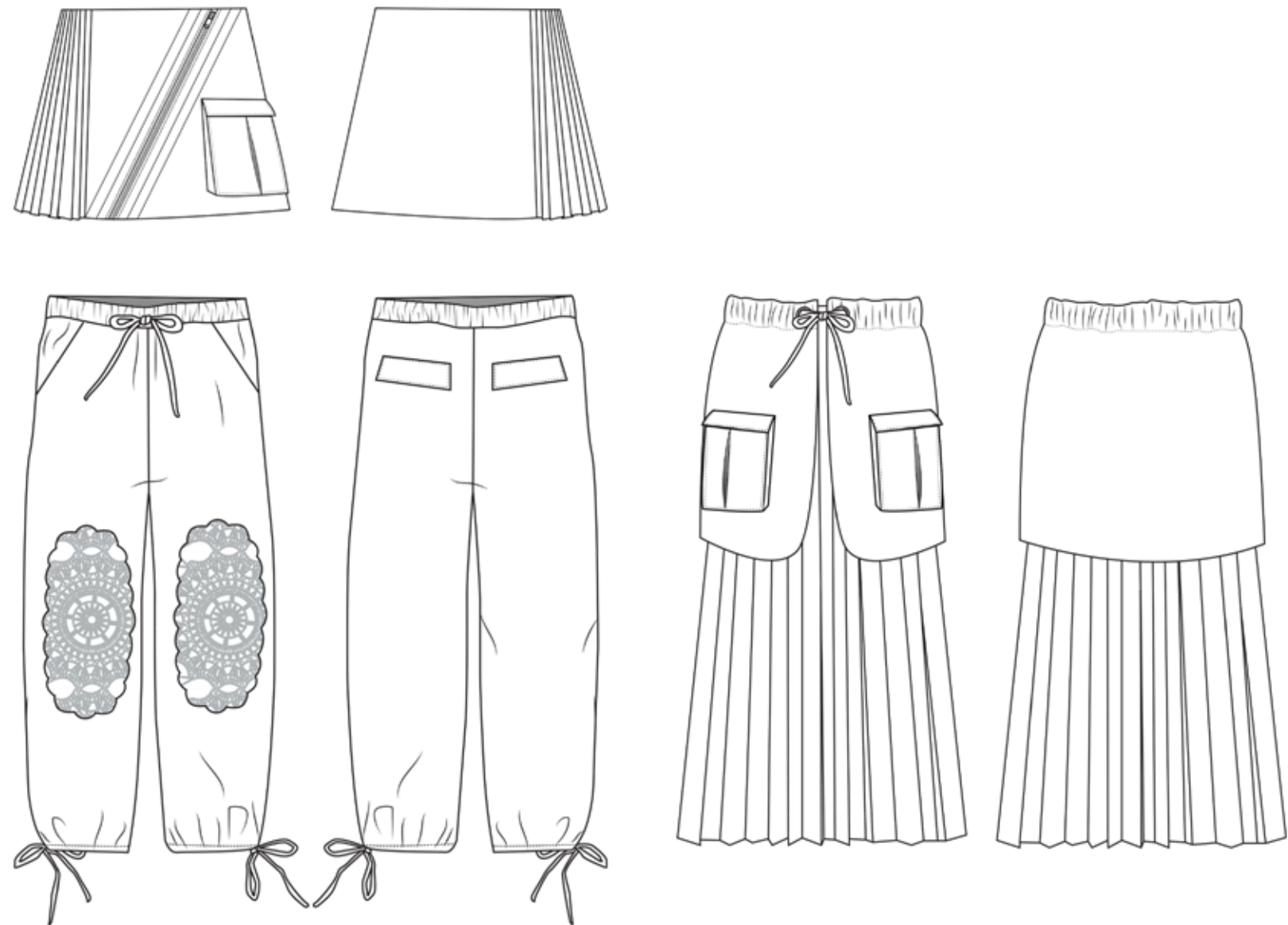
## OUTERWEAR



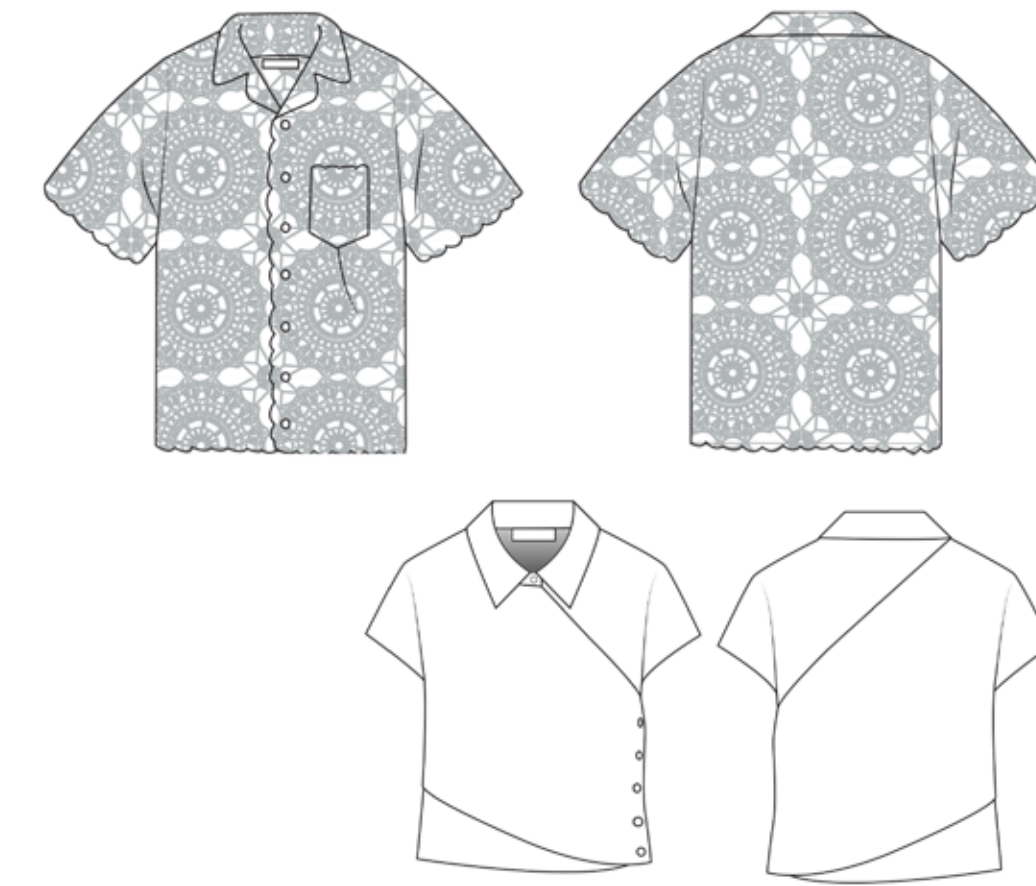
## DRESSES



## Bottoms



## TOPS



Redress x APRICOT