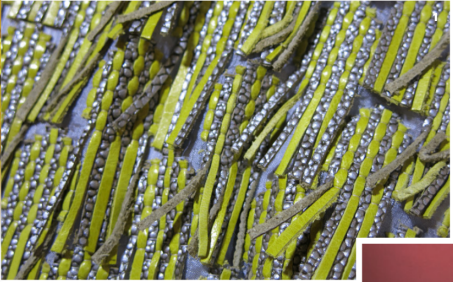


Context

Design Direction

Pop Craft

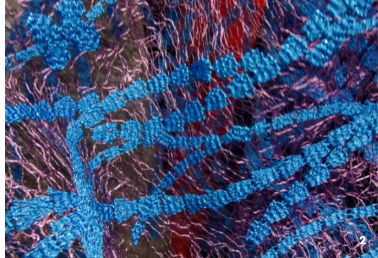


Personal skills and stories are artfully woven into textiles with hand-loomed, fringed or tufted techniques. Finer weaves have thready textures with cut threads or crammed floating yarns, while heavier weights are exaggerated with novel leather, raffia, metallic or cut fabric fringes for extreme tactility.

Application: soft accessories, shirting, jackets, tops, dresses, outerwear



Free Style A/W 19/20







1. Woven Studio 2. Lecien Corporation 3. Raw Color
4. Armarium 5. Dash + Miller

Pretty Industrial





A balance between the urban and feminine defines these delicate materials. Light silky jacquards combine abstract lace and raised stripes, while matelassé weaves and embossed leathers leave architectural impressions. Textured stripe shirtings are modernised with laser cuts or precise devoré openwork.

Application: soft accessories intimates, dresses, tops, shirting, jackets



Free Style A/W 19/20





1. David Taylor 2. © Sophie Harrison 3. Haining Tianyi Textile
4. U Magazine 5. © Sophie Harrison

Mood board

noun

plural noun: **mood boards**

1. an arrangement of images, materials, pieces of text, etc. intended to evoke or project a particular style or concept.

Design Direction

What are your seedling ideas connected to? Can you see a place or space for them in the creative communities? Could they be connected to:

Body (Fashion? Accessories? Adornment?)

or

Space (Domestic interior? Commercial interior? Automotive interior? Exterior spaces?)

Describe your emergent ideas in one sentence – extend and elaborate upon your concept keywords to incite ideas for further development and tactile exploration.

For example:

Freeform profiles and tactile materials encourage playful interaction: jigsaw cutouts, malleable tubular forms, and playfully stacked material mixes will excite and entice consumers.

Craft gets a joyful makeover: traditional hand-loomed textiles, basketry, marquetry and woodwork become bolder and more graphic, with scaled-up colour-blocking and hyper-tactility.

In Focus

In industry we “comp shop” to keep abreast of what is happening in the market place at the time. It can be real world physical shopping – out on the streets – in magazines or online. It doesn’t necessarily have to be within Swansea, you might go further afield if you fancied it!

Across the week you are asked to comp shop to see where your ideas would fit and to find your tribe.

Consider:

- Does the work fit into an existing trend already in the market?
- Or is it a new slant on what's already out there?
- Are you breaking new ground? Leading a new trend from one to the next?
- Is it fast fashion (H&M? Zara?) middle market (Osborne Little? Reiss?) high end (Missoni? Chanel?) or bespoke (made to order/ commission pieces) WHERE DO YOUR IDEAS AND/ OR WORK FIT????

Muse/ Customer

Who would buy into your ideology? Your image making? technical testing?

- Men? Women? Both?
- What do they look like? Find them!
- What is the age range of your demographic? Baby? Kids? Tweens and teens? Young professionals?
- What do they do for a living?
- What is their living situation?
- Likes and dislikes?
- Spending habits? How do they consume?