# Lauren Kate Leacher
# P144804
# Surface Pattern Design for Fashion

**Professional Promotion ADAD6002**

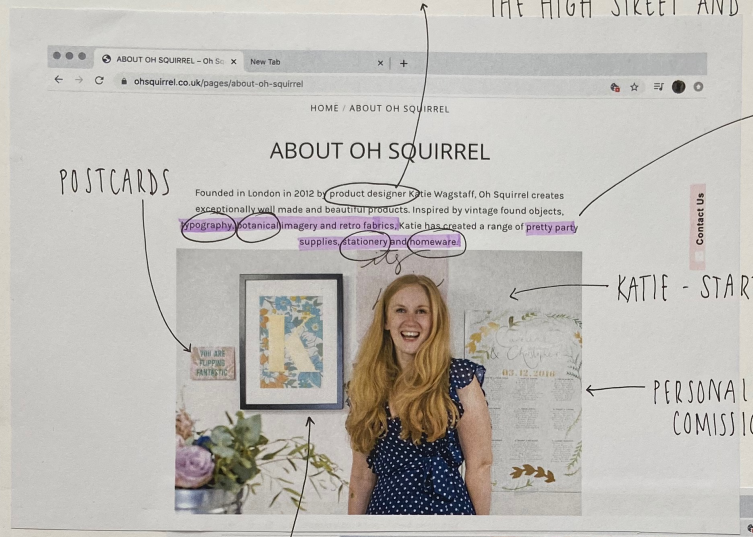
# What I wanted to achieve with this module?

- To rework my entire branding identity, as I have had mine for over a year since Summer 2019.
- To make my branding appear sleek and professional.
- To carry all branding across my social media platforms for a cohesive and coherent appearance.
- To rework my website, as it was primarily an online shop with a small “about” page. I wanted something that allowed my shop, blog, about page and eventually my portfolio to be in once place.
- To update my CV and create a cover letter that is appropriate to send to many brands with potential to hire me.
- To create a press pack that would be send out to said brands, encapsulating my brand identity, style of drawing and offer them a small taste of my vision.

# Company and Brand Analysis

## OH SQUIRREL

PRODUCT DESIGNER; ONLINE STORE, NOT ON THE HIGH STREET AND MARKET STALLS.




- PARTY SUPPLIES
- STATIONERY
- HOMEWARES

POSTCARDS

KATIE - STARTED IN FASHION BUYING.

PERSONALISED COMISSIONS / WEDDINGS

PRINTS



HANDWRITTEN.

HAND FOLDED, PRINTED, SEWN, FOILED, SIGNED, STITCHED, HAND WRITTEN.

Another of the most recognisable products that Oh Squirrel offers are the beautiful hen party supplies. These came about when Katie struggled to find hen party accessories that weren't pink, fluffy or tacky. Inspired by all things vintage, her collection of classy party supplies was born and the party sashes continue to be one of the most popular products in the store.

FOUND A GAP IN THE MARKET!!!

Each piece is crafted with care and attention to detail, with Katie always striving to make sure you're happy with your purchase. Oh Squirrel have worked with brands including Instagram, Topshop and Mustard Made. To enquire about a collaboration, use the contact page to get in touch.

"HAND CRAFTED"

ITEMS MADE IN HOUSE BY KATIE + ASSISTANT.

WHERE? - NORTH LONDON STUDIO, UNDER A SHOP.

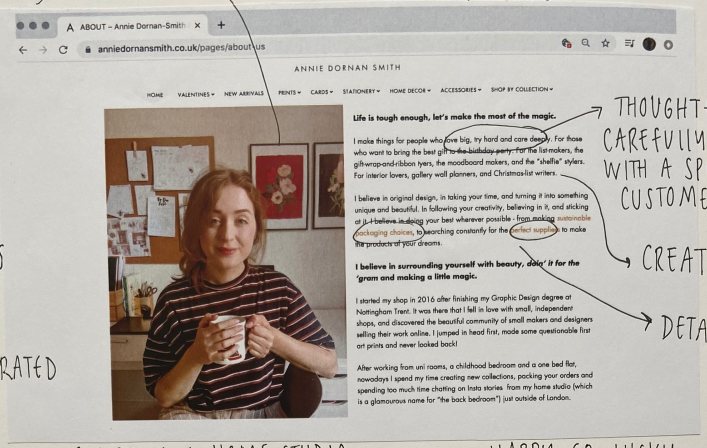
HAS COLLABORATED AND BEEN COMMISSIONED BY BRAND + COMPANIES.

ALSO COMMISSIONS PHOTOGRAPHER FOR CONTENT / PRODUCT IMAGES.

## ANNIE DORNAN SMITH

BA GRAPHIC DESIGN - WATFORD

BOHEMIAN MOOD




SELLS:
- PRINTS
- CARDS
- NOTEBOOKS
- PENCILS

- HAS ILLUSTRATED A BOOK

THOUGHTFUL, CAREFULLY DESIGNED WITH A SPECIFIC CUSTOMER IN MIND

CREATIVE TYPES

DETAILS ARE IMPORTANT

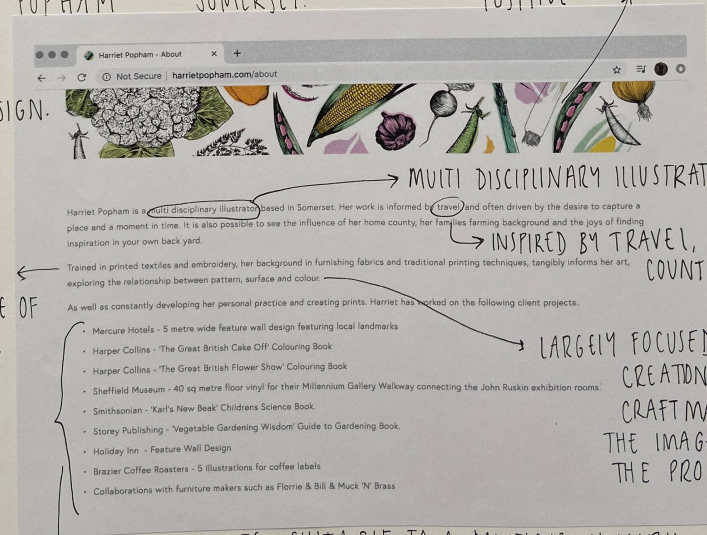
- WORKS FROM A HOME STUDIO

-HAPPY-GO-LUCKY

HARRIET POPHAM - SOMERSET.

BA HONS SURFACE PATTERN DESIGN.

-POSITIVE VIBRANT.




VARIED CLIENTS - SUITABLE TO A MULTIDISCIPLINARY DESIGNER, ADAPTABLE SKILLS TO SUIT EACH COMISSION

# More brand analysis

Keywords:

Self made
Initiative
Individual

Self Employed
Gap-In-Market
Personalised

Customer-in-mind
Creative
Positive



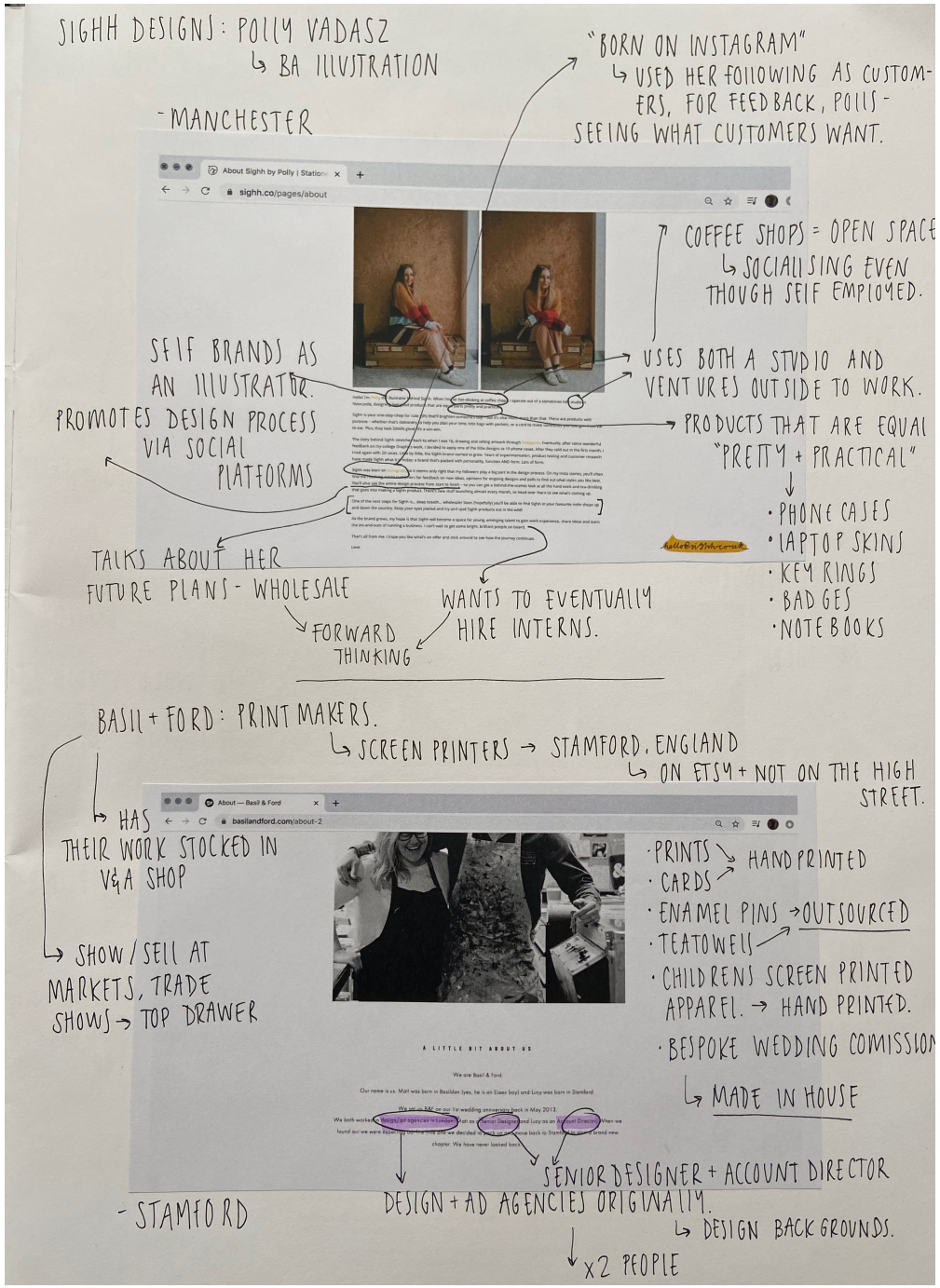
Hello • Shop • Pots • Contact • FAQ

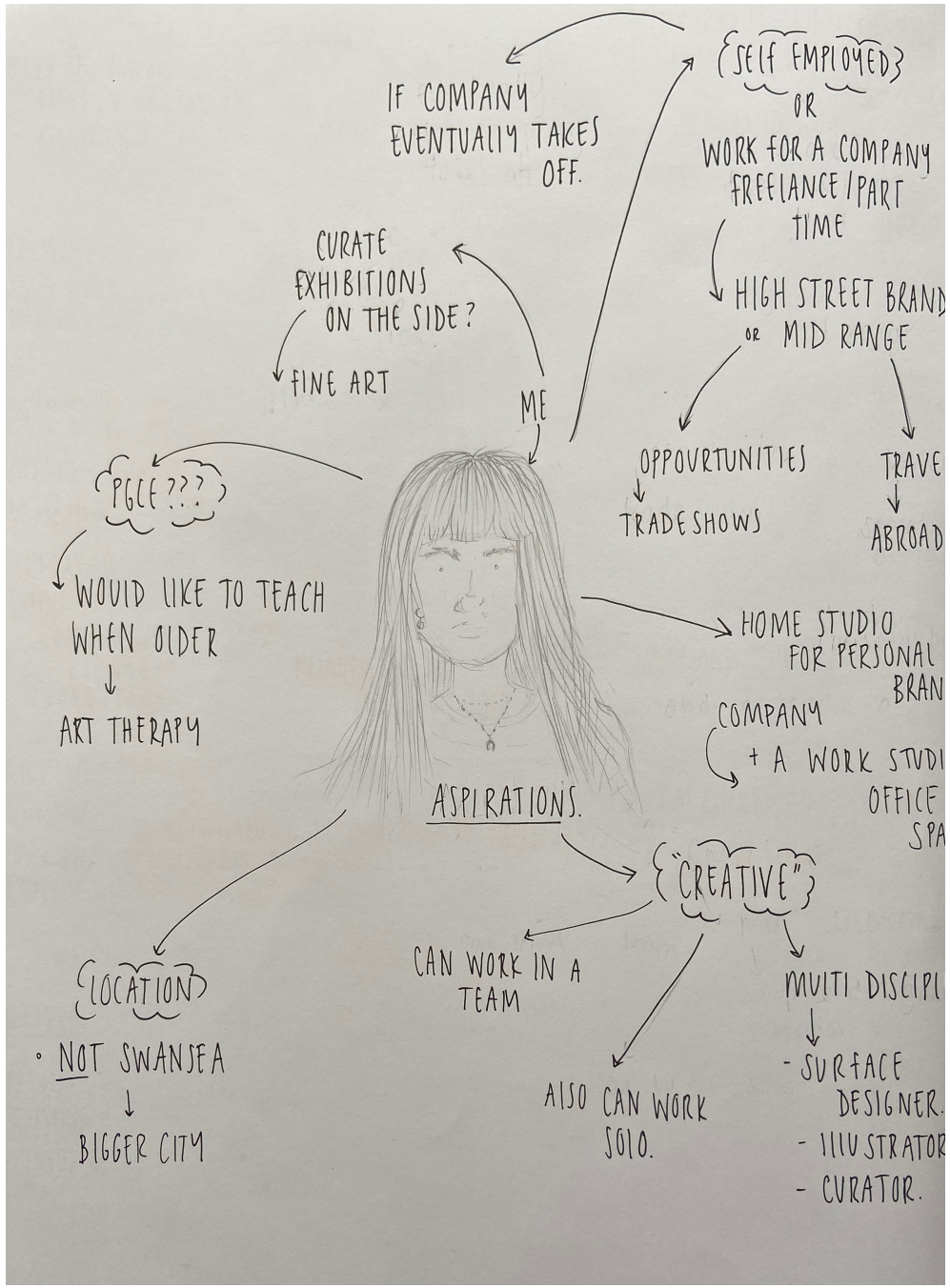
Emma is an artist originally from Edinburgh who is now based in Leeds. She quit her job to pursue her love of pottery and has literally no experience of working with clay apart from a 10 week night course. She is living proof that dreams do come true and that if you refer to yourself in third person you're a bit of an arsehole.

Find her on Instagram here.

Emma's first tit pot was a self portrait as a gift for Christmas in 2016. She wanted to make something that captured her instead of the generic tit pots we see everywhere. Emma then set off on a mission to produce personalised pots to celebrate real bodies and support body neutrality.






# My Aspirations

Whilst I don't necessarily want to become a brand owner straight away and put all of my eggs in one basket which may not work out. I feel that It's important to gain industry experience when you are straight out of University.

For me I think that having a small brand as a part time-after hours job alongside an industry job and is a sensible idea as a fail safe. If the self made brand took off then perhaps I would consider it full time. However I have learnt from my work experience of owning a small store that it is in fact a slow burner.

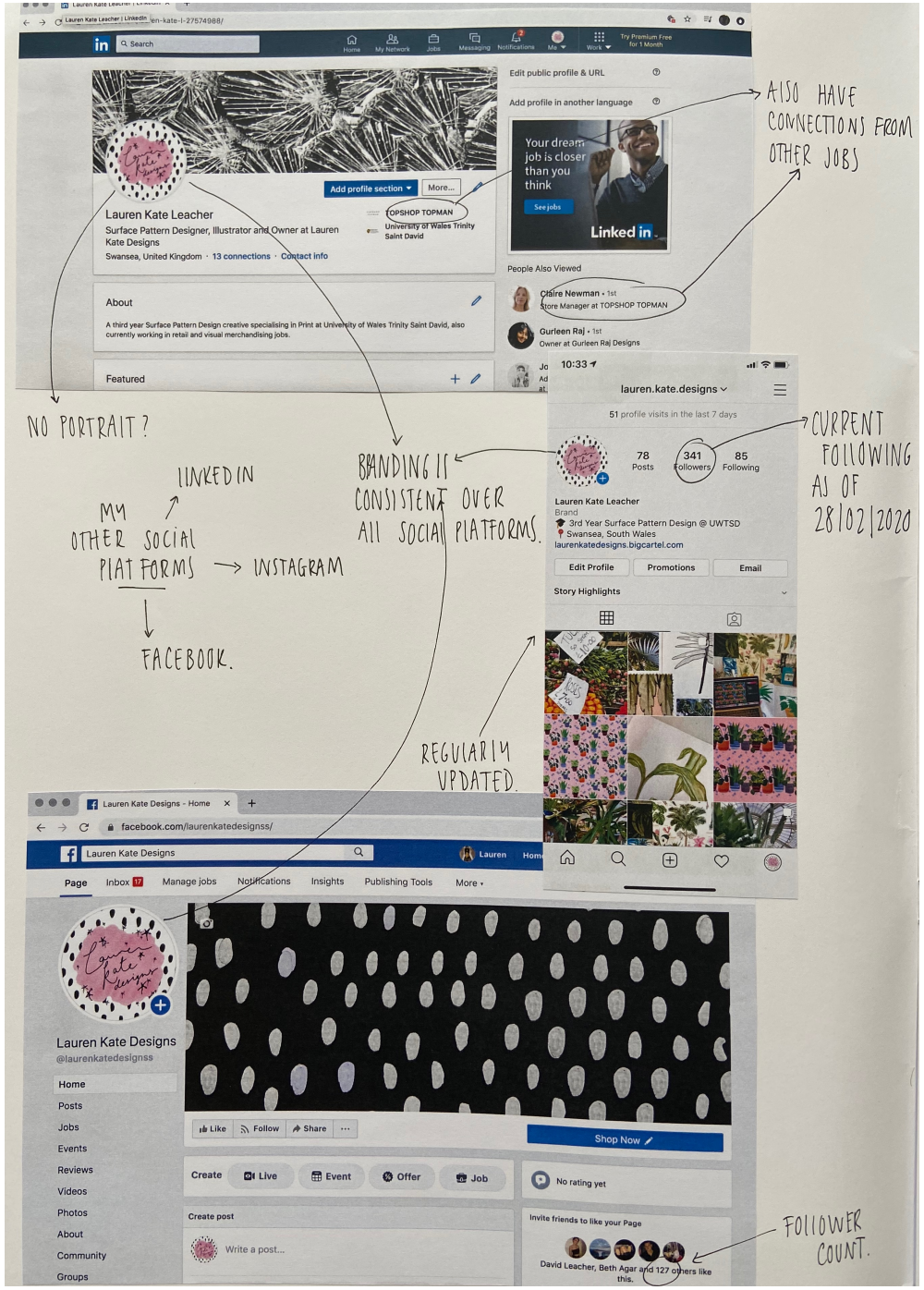
I also would like to continue my journey as an aspiring curator and director using my weekends and spare time to work collaboratively or solo on Projects.

In the distant future I would also consider an MA and perhaps a PGCE to go into teaching.

# Social Media Before..

As of Feb 2020



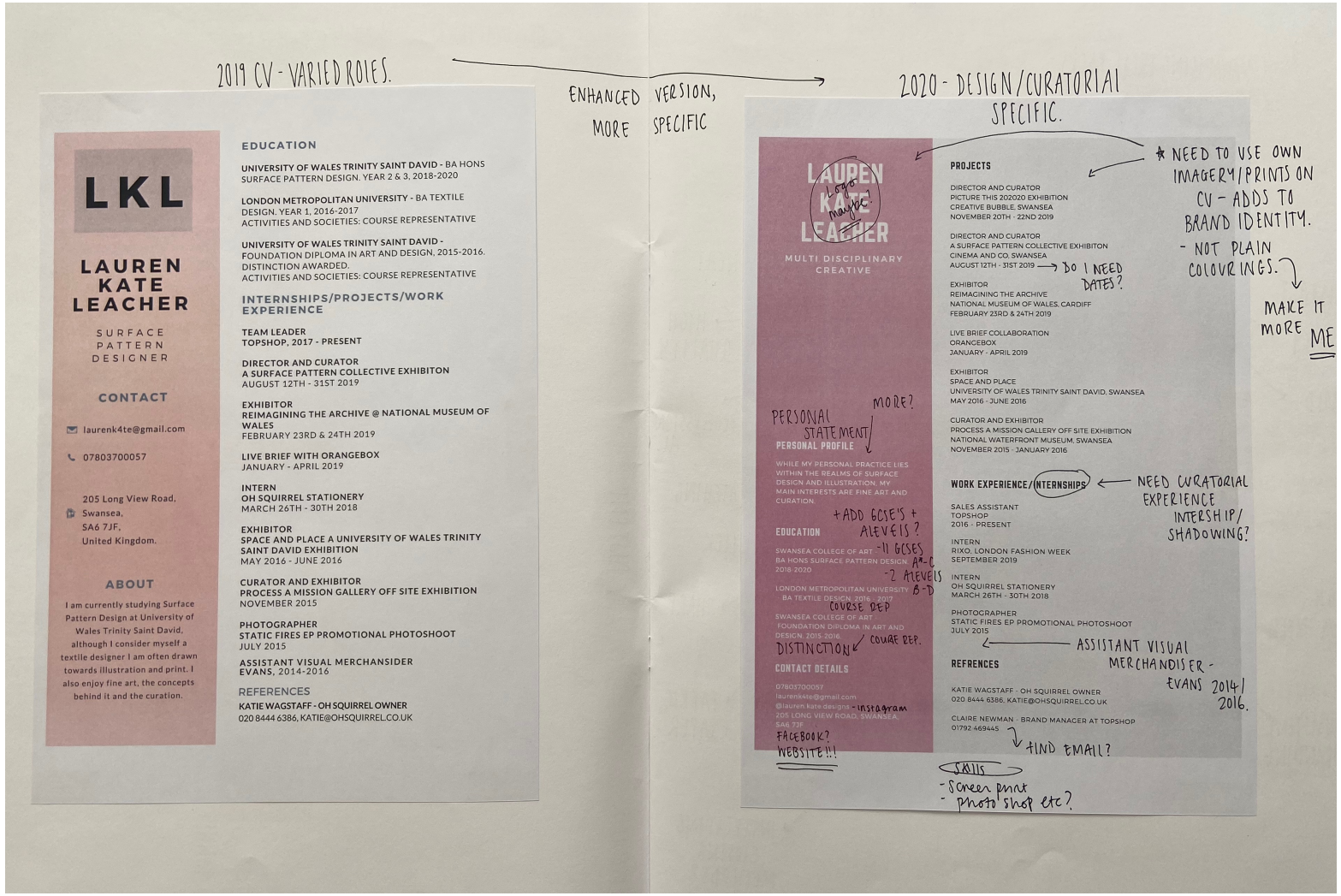
# Social Media Now..

- Website – https://www.laurenkatedesigns.com/
- Linkedin –https://www.linkedin.com/in/lauren-kate-l-27574988/
- Instagram – https://www.instagram.com/lauren.kate.designs/
- Facebook – https://www.facebook.com/laurenkatedesignss/

# Social Media Posting Plan

- As I am an avid social media user, I do not have a plan so to speak. I regularly update my social pages every 2-3 days with posts on the most current work I have been developing, anything that is highly inspiring to my process or projects that I am currently working on.
- I have my Instagram account linked to my Facebook account so that whenever I post on Instagram, it also posts to my Facebook page. This allows to users who may not follow both pages, and only one to see my content.
- My blog posts vary, when I feel that I have something that I may want to discuss or show to my readers. I do not update it as much as I'd like to but plan to in the summer break to show DIY's and projects that I have planned for after university.

# CV Analysis – Before and After




# lauren kate leacher

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Instagram - @lauren.kate.designs
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205 Long View Road, Swansea, SA6 7JF

## ABOUT ME

Whilst I consider myself as a multi disciplinary artist and designer my main focus is print. Between my love for creating Photoshop prints and spending time in the print room it allows me to create interesting and intriguing outcomes. My skills also vary from mood boarding and colour swatching to really help envision a project and bring it to life.

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MARCH 26TH - 30TH 2018

**PHOTOGRAPHER**
STATIC FIRES EP PROMOTIONAL PHOTOSHOOT
JULY 2015

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-A PRESENTATION OF WORK IN THE MAKING

## REFERENCES

KATIE WAGSTAFF - OH SQUIRREL
020 8444 6386, katie@ohsquirrel.co.uk

CLAIRE NEWMAN - TOPSHOP
01792 469445

# Letter to Employer

Submitted: 11 March 2020 - 3:41am Listing ID: 1147655

## Paid Print and Textile Design Studio Internship

**Type of Position:** Internship / Work Placement

**Company / Organisation / Artist Name:** Paul Smith

**Area of Fashion:** Fashion Design & Production | Graphic Design & Illustration

**Location:** Central London, London, UK

**Length of Internship / Placement:** 6 months

**Hours:** Part Time

**Specified Hours:** 25 hours per week

**Start Date:** June / July

**Reference Number:** 001759

**Compensation:** Paid

**Website:** https://www.paulsmith.com

**Twitter Handle:** @PaulSmithCareer

**Deadline:** 30th April 2020

**Ad Expires In:** 1 month 5 days

**About:** Founded in Nottingham in the 1970's, the Paul Smith collections have become internationally recognised and Paul Smith is one of Britain's most renowned and successful designers. Up until the age of 16, Paul had wanted to be a professional cyclist, but a serious accident set him on a different path. Once out of hospital Paul fell in with a group of art students. They talked constantly about art, architecture and design and Paul found himself longing to be part of that exciting world. From its origins in one small shop in Nottingham in 1970, Paul Smith has grown into a global business, selling in six continents. Comprising of complete clothing, shoe and accessory collections for men, women and children; representation is further extended by associated product licenses where the potential of the brand has been recognised by key licensees in the fragrance, eyewear and interior businesses.



lauren kate leacher

Lauren Kate Leacher
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15 March 2020

Paul Smith HQ
20 Kean St,
Holborn,
London,
WC2B 4AS

Dear Paul Smith Recruitment Team,

I am writing to you as I would like to express interest in the Print and Textile Design Studio Internship that has been advertised on the Fashion Workie website. I am lead to believe that by the standards you require for this job, I will be able to fulfil those necessary and go beyond expectations.

I am currently a third year student at University of Wales Trinity Saint David studying Surface Pattern Design and will be due to graduate in July 2020. I also have a Foundation Diploma in Art & Design from the University of Wales also where I obtained a distinction.
My skillset consists of a wide range of abilities. From mark making, Gouache painting and tonal drawing to screen printing, digital printing and Photoshop. My own personal style of work is mainly carried out through the practice of drawing/painting which then get translated into a digital file, which I am extremely confident with. These digital files are then ready to be printed onto multiple surfaces such as textiles and homewares.

Whilst print is my area of specialism, I am throughly confident with mood boarding, space mapping and collating colour ways. It's vital that projects contain these aspects to give the final prints direction and context. Alongside these skills I am extremely capable of working in a team or independently to deadlines, all of the above are outlined by the projects in my CV.

I hope that everything included in my application conveys my enthusiasm and hard work throughout. I hope to be an asset to your company if I were to be considered.

Yours sincerely,

L.Leacher

Lauren Kate Leacher

# Other brands I would like to send my letter to..

Rixo

Shrimps

Stella McCartney

Monki

Topshop

Next

Zara

Paperchase

Oliver Bonas

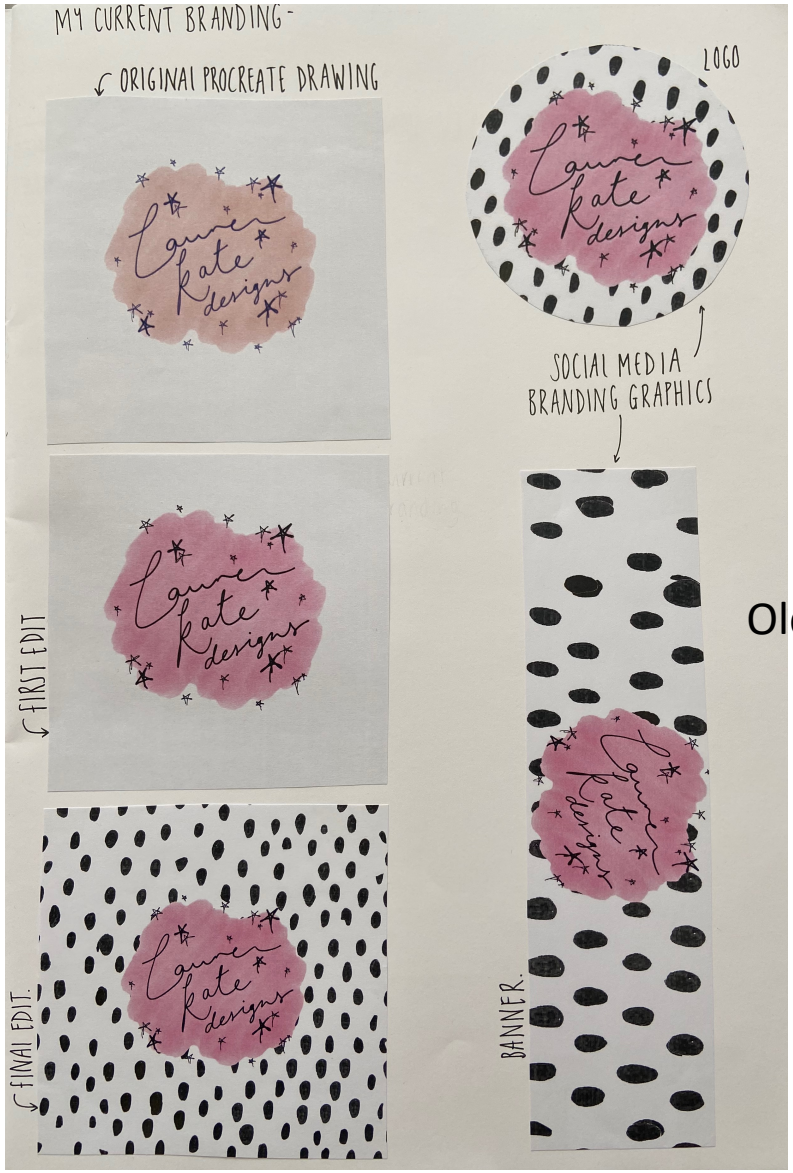
Anthropologie

Oh Squirrel





# Developing branding




Old → New

1




2

lauren kate designs

3

lauren kate designs

SURFACE PATTERN DESIGNER & ILLUSTRATOR

4

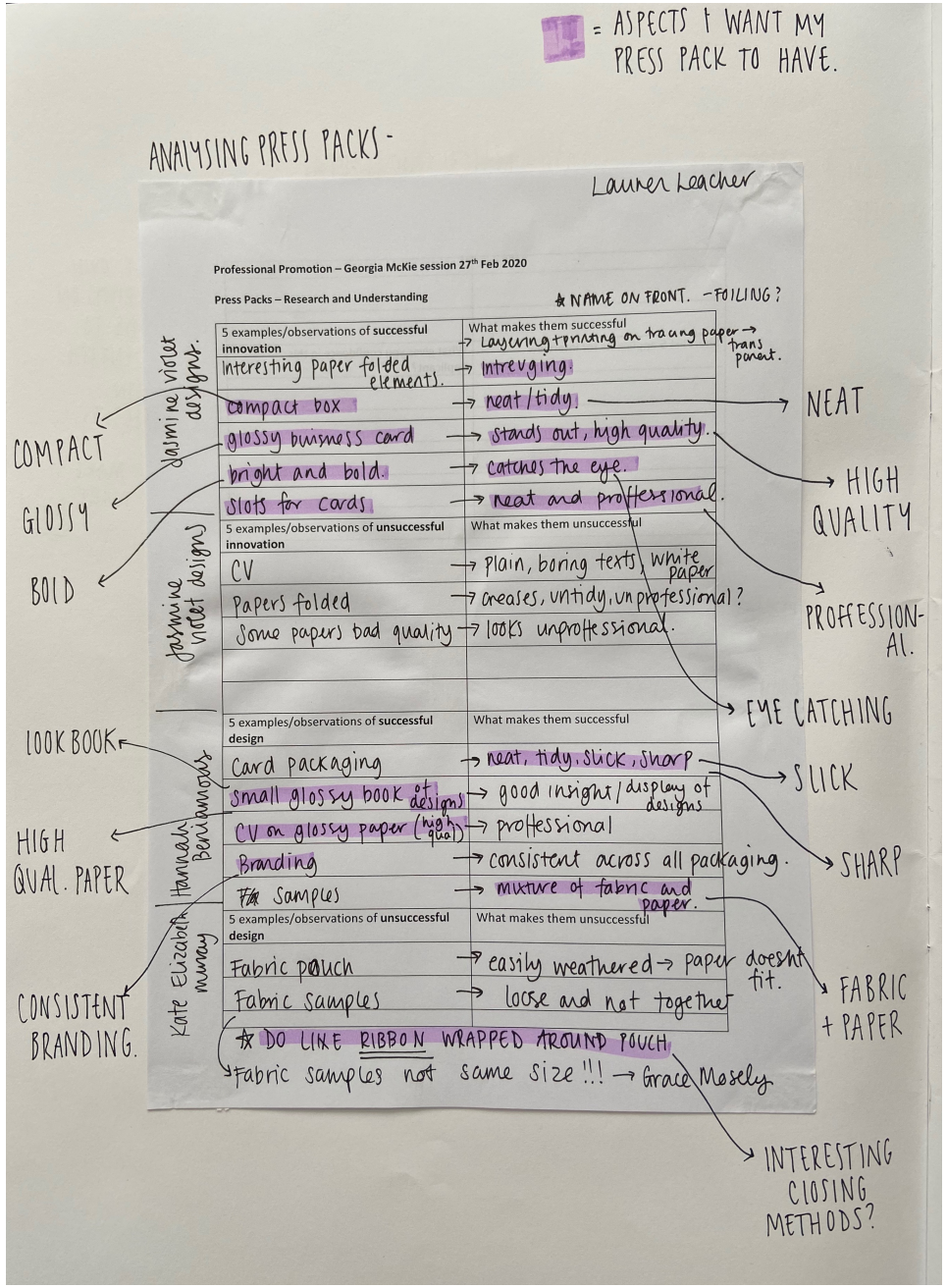


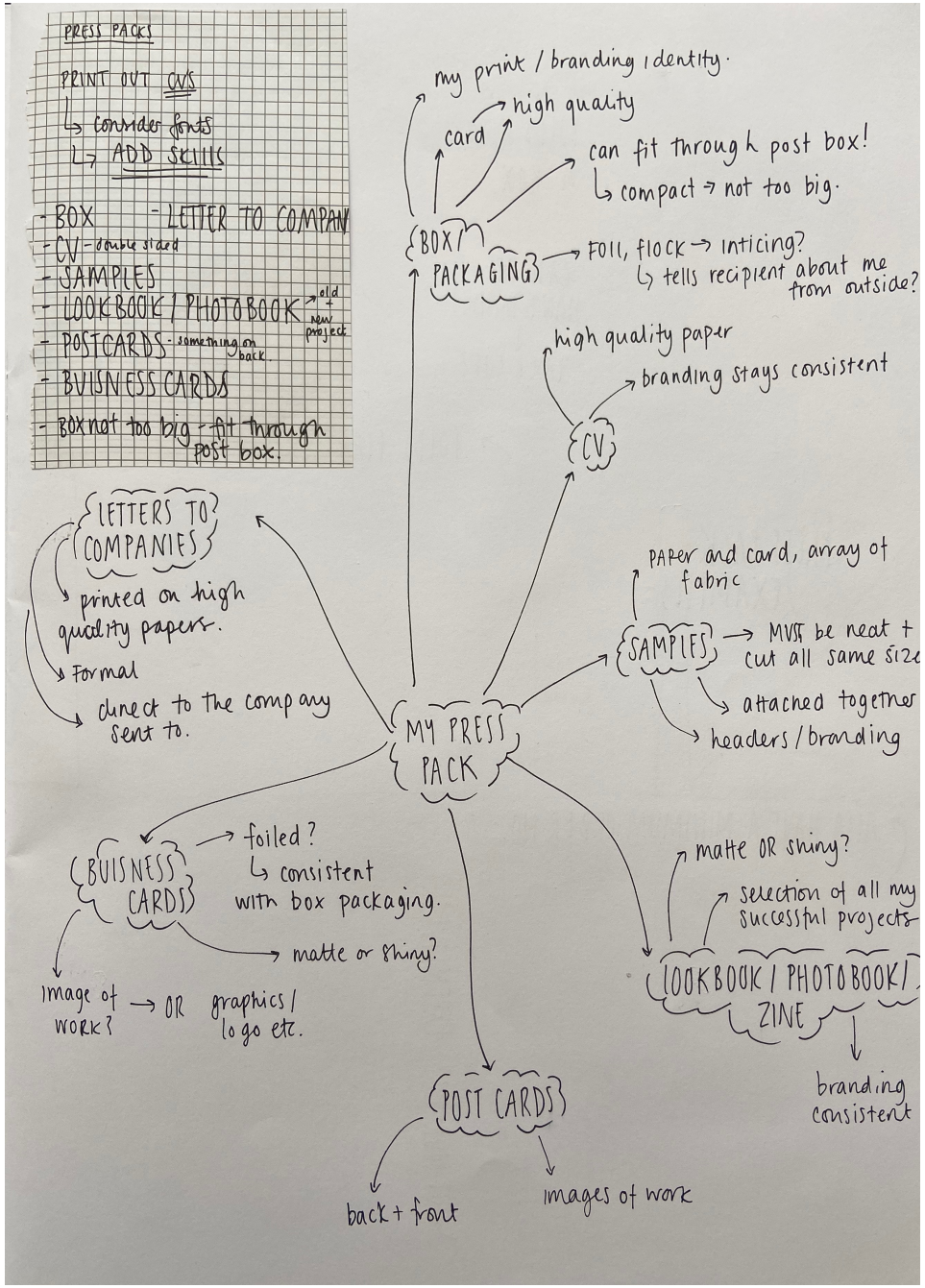
# Branding that didn’t make the cut



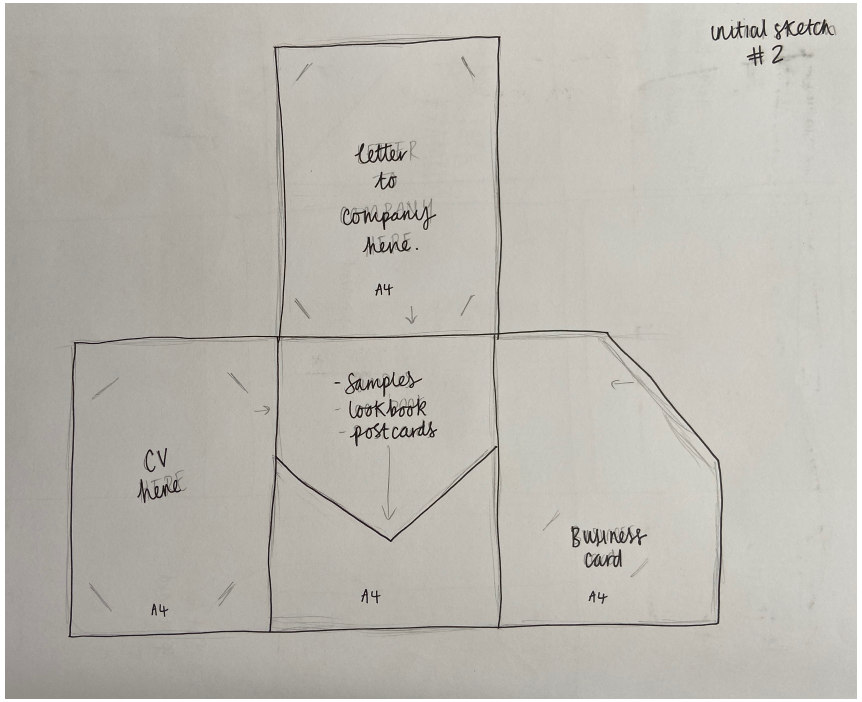


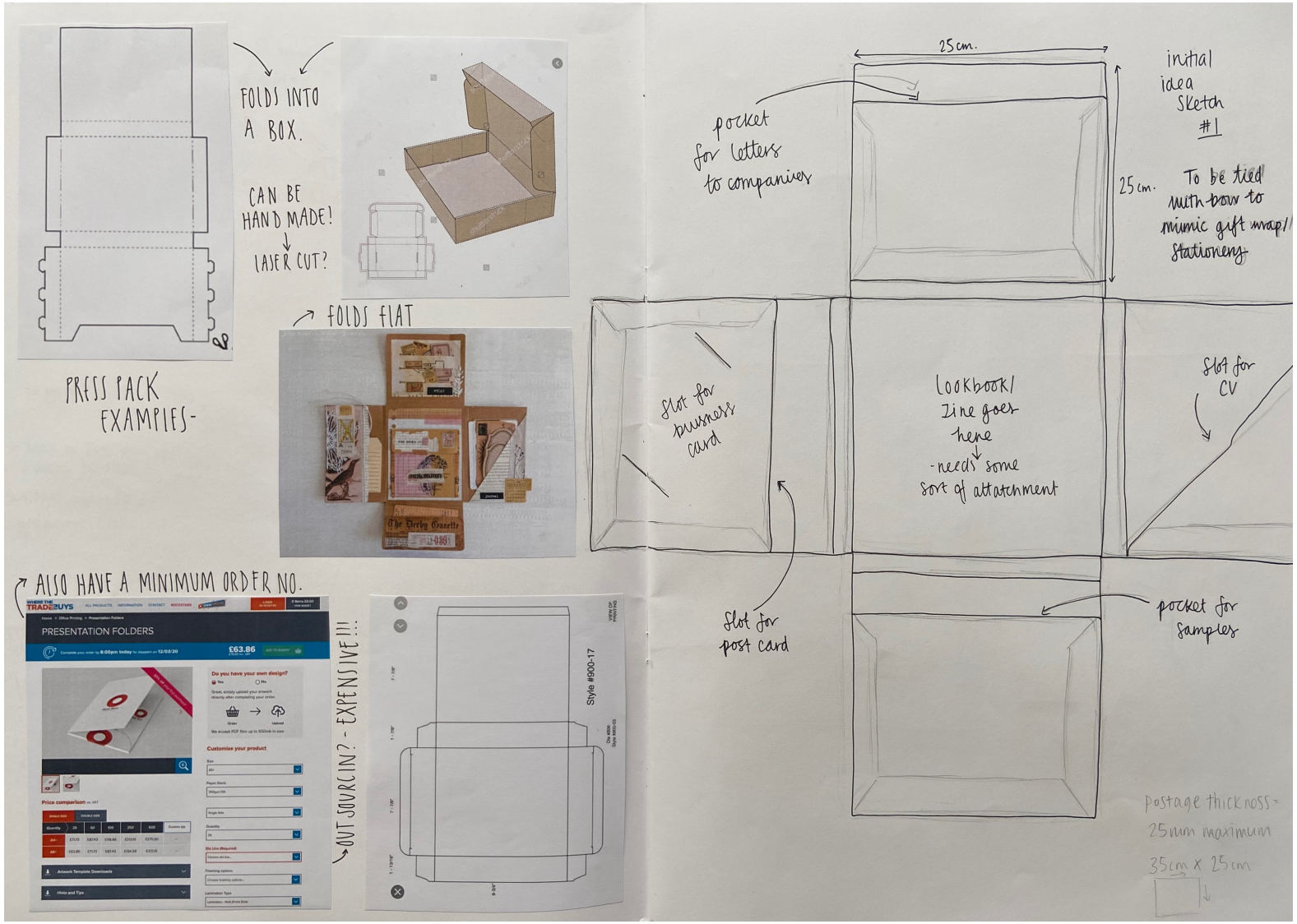

# What I want in a press pack



# Press Pack Research and Initial Ideas



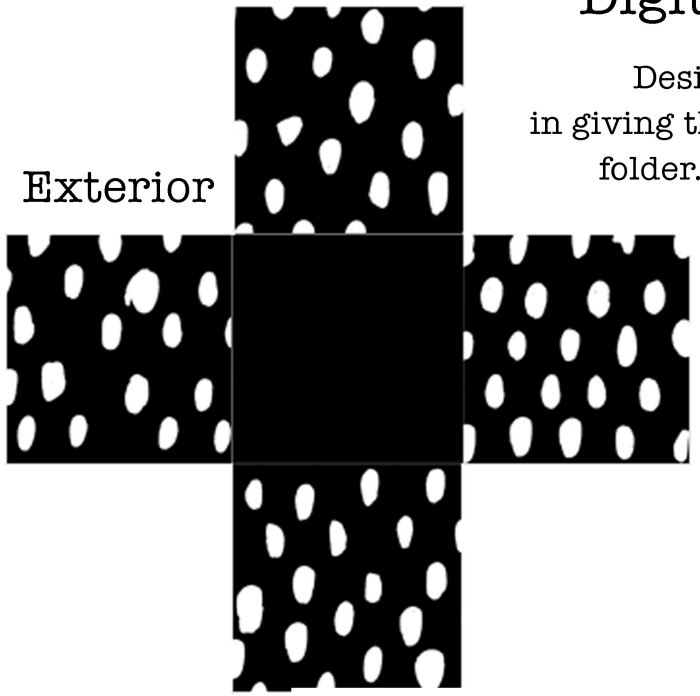

More research ideas can be found at my pinterest here: [https://www.pinterest.co.uk/laurenk4te/lauren-leacher-prof-promo-research-journal/](https://www.pinterest.co.uk/laurenk4te/lauren-leacher-prof-promo-research-journal/)

# Physical Mock Ups



# Digital Press Pack Plan

Exterior



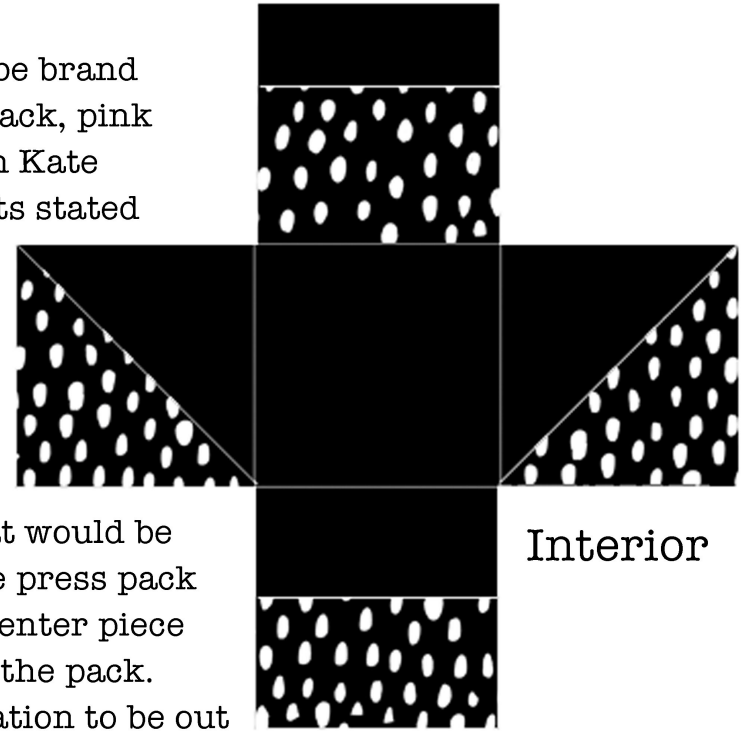
Designed so that all flaps fold in giving the recipient a square 20x20cm folder. Note- Image is not to scale.

The exterior and interior would have been print tested both digitallly and by screen to achieve the signature Lauren Kate Designs Dotty Pattern. If done by hand possibly with puff binder to give the viewer a feel of what my brand is about.

The interior would then have 4 different compartments to contain my promotional material. The top will hold my CV, the bottom the letter to employer, the left my buisiness card/post cards and the right will contain fabric samples.

All of these components will be brand apropriate and fit with the black, pink and white branding of Lauren Kate Designs. All of the components stated above have been designed separately and are ready and available in my digital folder.

I would also like to include a small 20x20 photobook that would be displayed in the middle of the press pack in the middle black tile as a center piece for when the recipient opens the pack. The photobook leaves speculation to be out sourced or handmade by myself.



Interior

# Press Pack Digital Visualization





# Press Pack Contents Visualizations



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# Press Pack Contents Visualizations






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# Press Pack Book/Zine Visualizations






# Press Pack Mini Portfolio/Look Book Contents

- https://issuu.com/home/published/lauren_leacher_design_portfolio