

Sophie Williams

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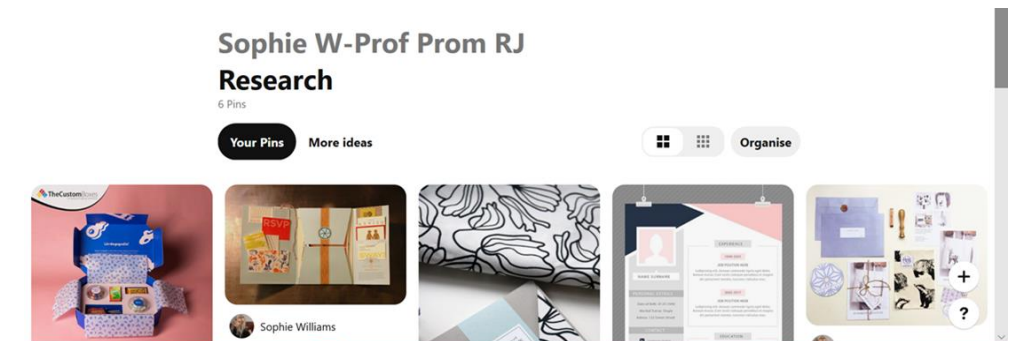
(Professional Promotion ADAD6002)

Fashion for textiles

Deadline 15th May 2020 5pm

Links

- **Instagram**
- @sophiewilliamsdesigns
- **Wix website**
- sophiewilliams99.wixsite.com/website
- **LinkedIn**
- <http://linkedin.com/in/sophie-williams-5a08381a5>
- **Pinterest**
- sophie1874



Brand/identity research



Viktor & Rolf

Fashion House

Viktor & Rolf is a fashion house which specialises in creating conceptual and avant-garde designs. It was founded in 1993 by Dutch designers Viktor Horsting and Rolf Snoeren. For more than twenty years Viktor & Rolf have sought to challenge preconceptions of fashion.



SPRING/SUMMER 2020

Marriage Spring/Summer 2020 is an exploration of the relationship between the natural and the artificial. The collection is a celebration of the human form, elegant and sophisticated, with a focus on the intricate details of the garments. The designs are inspired by the natural world, with a focus on the intricate details of the garments. The designs are inspired by the natural world, with a focus on the intricate details of the garments.



playful.
Traditional.
Heritage.
Luxury.
Quirky.
Haute Couture.
Complicit.
Embellished.

ABOUT TY

Ty Hunter is celebrated as one of the world's most influential fashion gurus. He has styled in countless to the cover of almost every major international magazine. He has been consulted for more than fifty national and international campaigns.

Ty Hunter was afforded the opportunity to work with on up and coming pop group named Dorian's Child by their lead stylist, Tina Knowles, in 2000. Since working with the group, Dorian's Child has been in the top 10 of the fashion charts in every major market. Ty Hunter has been in the field for over 20 years and has worked as a designer and creative consultant for personal projects and major product launches. His collections have been recognized internationally by multiple publications and worn by countless celebrities.

Ty Hunter has a following on social media under the handle @tyhunter. He is known for posting motivational quotes in yellow and giving his followers a peek into his social life. His daily social media quotes have grown to motivational speaking engagements. Ty Hunter has transitioned from casting agent to CEO of a well loved and luxurious a highly requested creative director. From his humble beginnings in Austin, TX, to a worldwide recognized name in fashion, Mr. Ty Hunter.



KARLA WELCH

EDITORIAL ADVERTISING RED CARPET MOVING IMAGE INFO



Identified as one of the most powerful women in the fashion industry, Karla Welch is a woman who is a force to be reckoned with. Her career is a testament to her vision and her ability to create a brand that is both powerful and elegant. Karla Welch is a woman who is a force to be reckoned with. Her career is a testament to her vision and her ability to create a brand that is both powerful and elegant.



EDITORIAL



REVLON/SUMMIT



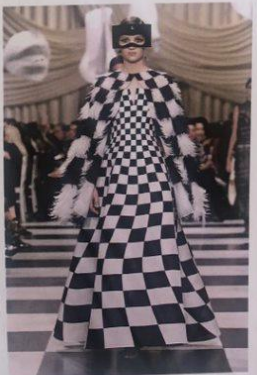
Eye for style.
Elegant feel.
High-end.
Ready to wear.
Design signature.
Powerful.
Structure.
Formal.



Christian Dior

Fashion Designer

Christian Dior was a French fashion designer, best known as the founder of one of the world's top fashion houses, also called Christian Dior, which is now owned by Groupe Arnault. His fashion houses are now all around the world.



DIOR

SUMMER 2020 COLLECTION



Dolce & Gabbana

Luxury Fashion House

Dolce & Gabbana is an Italian fashion house founded in 1985 in Legnano by Italian designers Domenico Dolce and Stefano Gabbana. The two met in Milan in 1980 and designed for the same fashion house. In 1982, they established a designer consulting studio, in time it grew to become "Dolce & Gabbana". They presented their first women's collection in 1985 in Milan, where a year later their store would open its doors.



ABOUT TY.

Ty Hunter is celebrated as one of the world's most influential fashion gurus. He has styled or contributed to the cover of almost every major international magazine. He has also consulted for more than fifty national and international companies.

Ty Hunter was afforded the opportunity to work with on up and coming pop group named Destiny's Child by their lead stylist, Tina Knowles, in 2000. Since working with the iconic, Beyoncé, Ty has risen to the top of the fashion charts as being a key player in the field. His creative vision and experience has led him to work as a designer and creative consultant for personal projects and major product launches. His collections have been recognized internationally by multiple publications and worn by countless celebrities.

Ty Hunter has a following on social media unlike the handle, @tyhunter. He is known for posting motivational quotes in yellow and giving his followers a peek into his social life. His daily social media quotes have grown to motivational speaking engagements. Ty shares his transition from celebrity stylist to CEO of a tech brand and furthermore a highly requested creative director. From his humble beginnings in Austin, TX, to a worldwide recognized name in fashion, Mr. Ty Hunter.



use digital
fonts for
a cleaner
finish



maybe take
away or
change opacity
of drawings.



Initial logo
idea

Sophie Williams

Sophie
Williams

Sophie

Sophie Williams

Williams

Sophie

Sophie Williams

Williams

Sophie

Sophie

WILLIAMS

WILLIAMS

Colour ideas



These bright colours are what I am always drawn to in my work so I wanted to play with these to find my identity.

Starting developing
branding myself
and picking out key
colours and fonts
that would express
me.



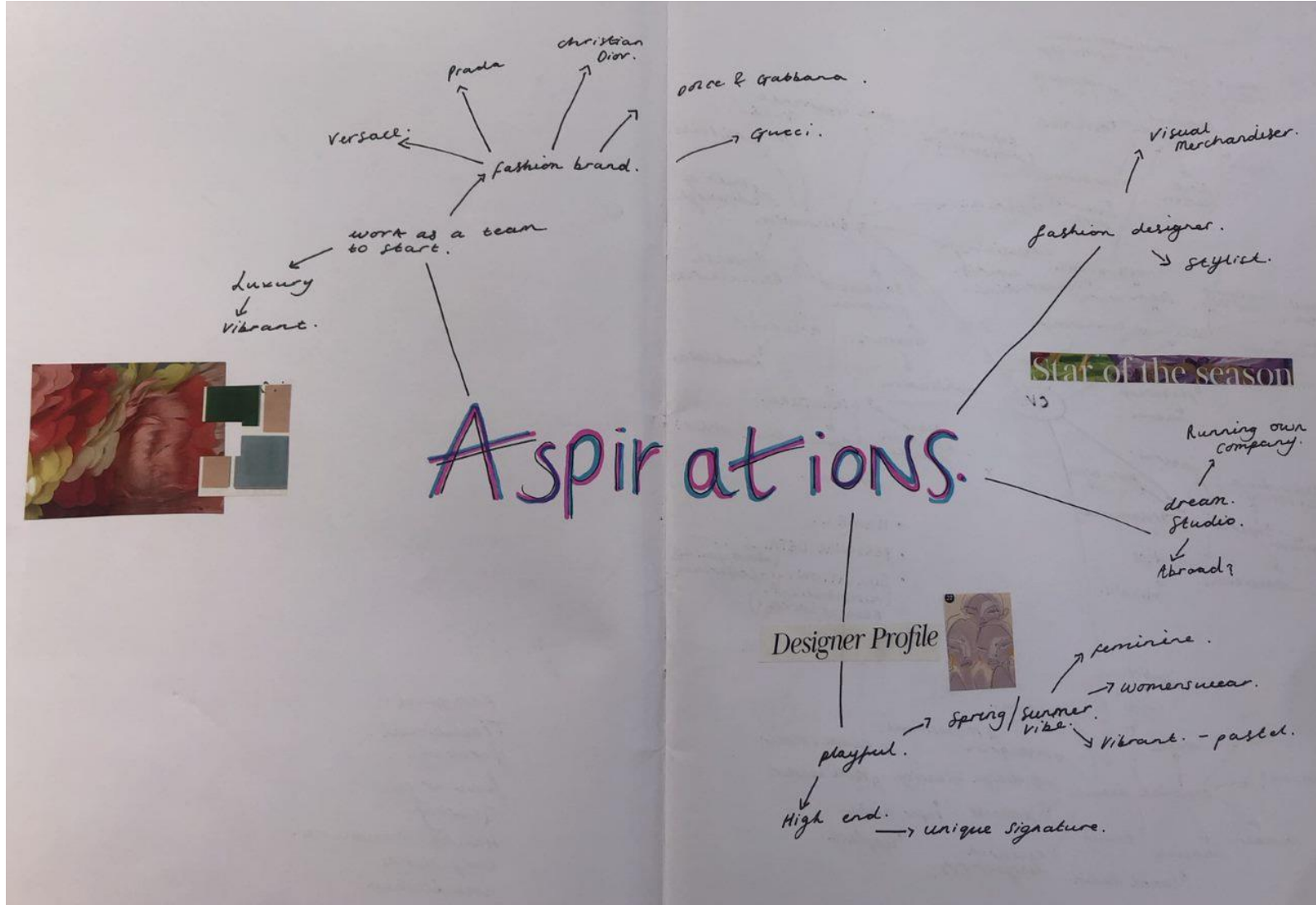
Logo idea

Add design identity
for example,
Surface pattern
designer

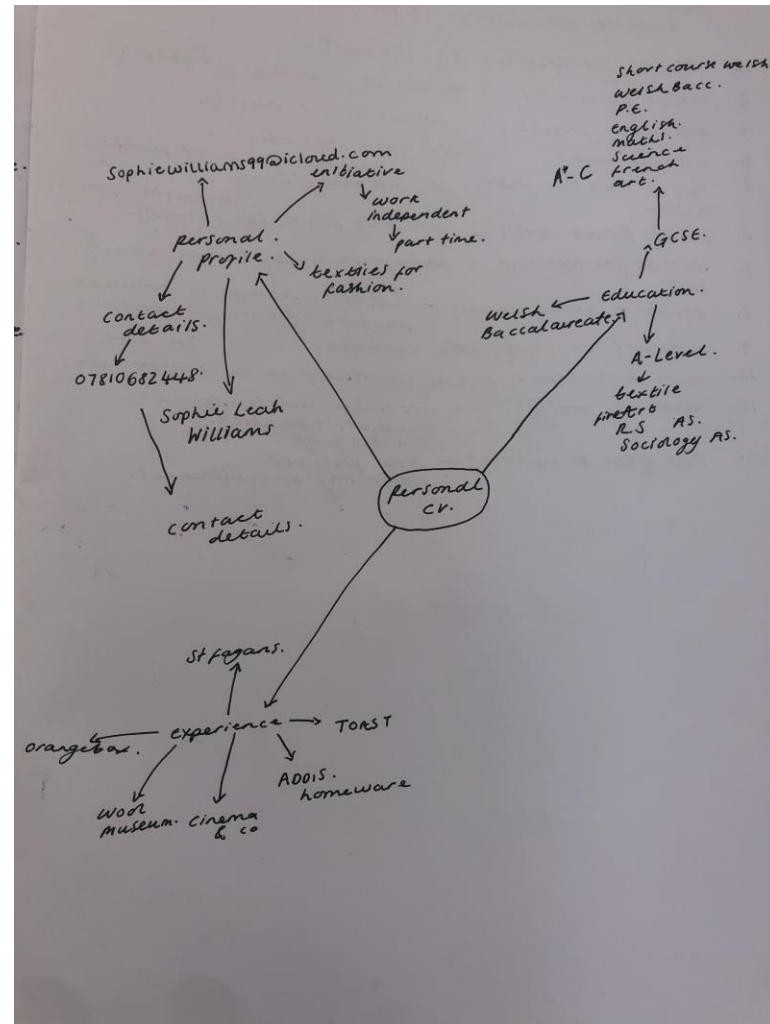
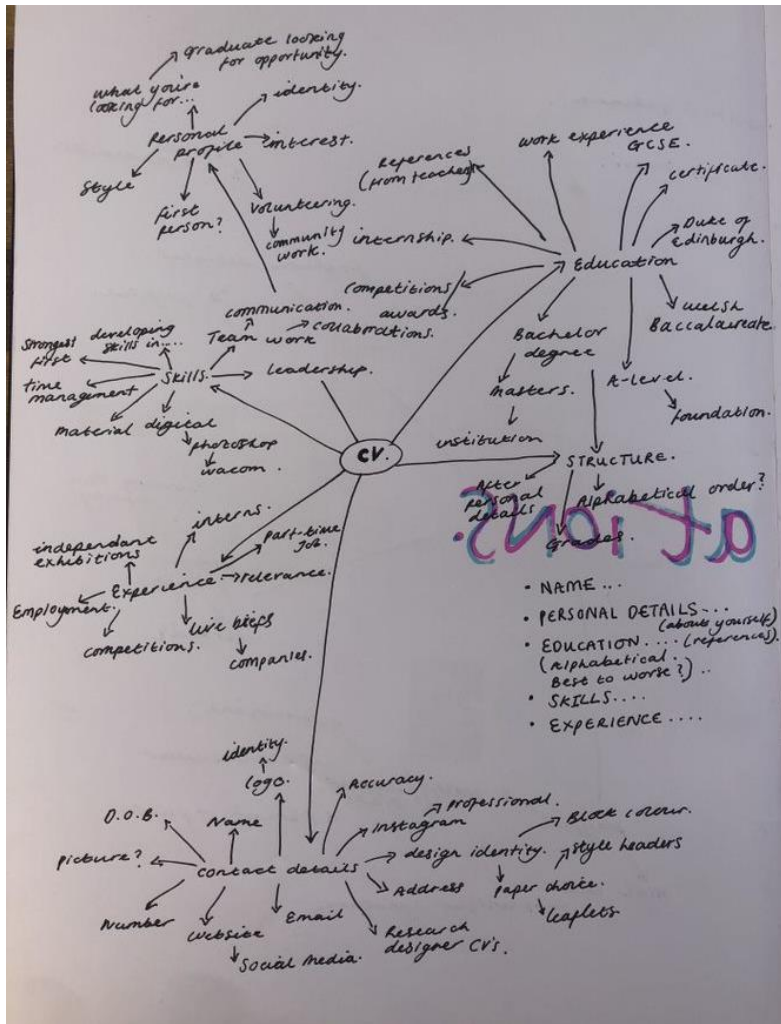


Final
Logo

I wanted to make a clean simple design for my final logo so that it is easy to read and I feel these colours complimented each other and expresses me well enough through the font and colours as a designer.



Designer
profile



CV mind mapping

I like the idea of adding an image so the employer gets an idea of you.



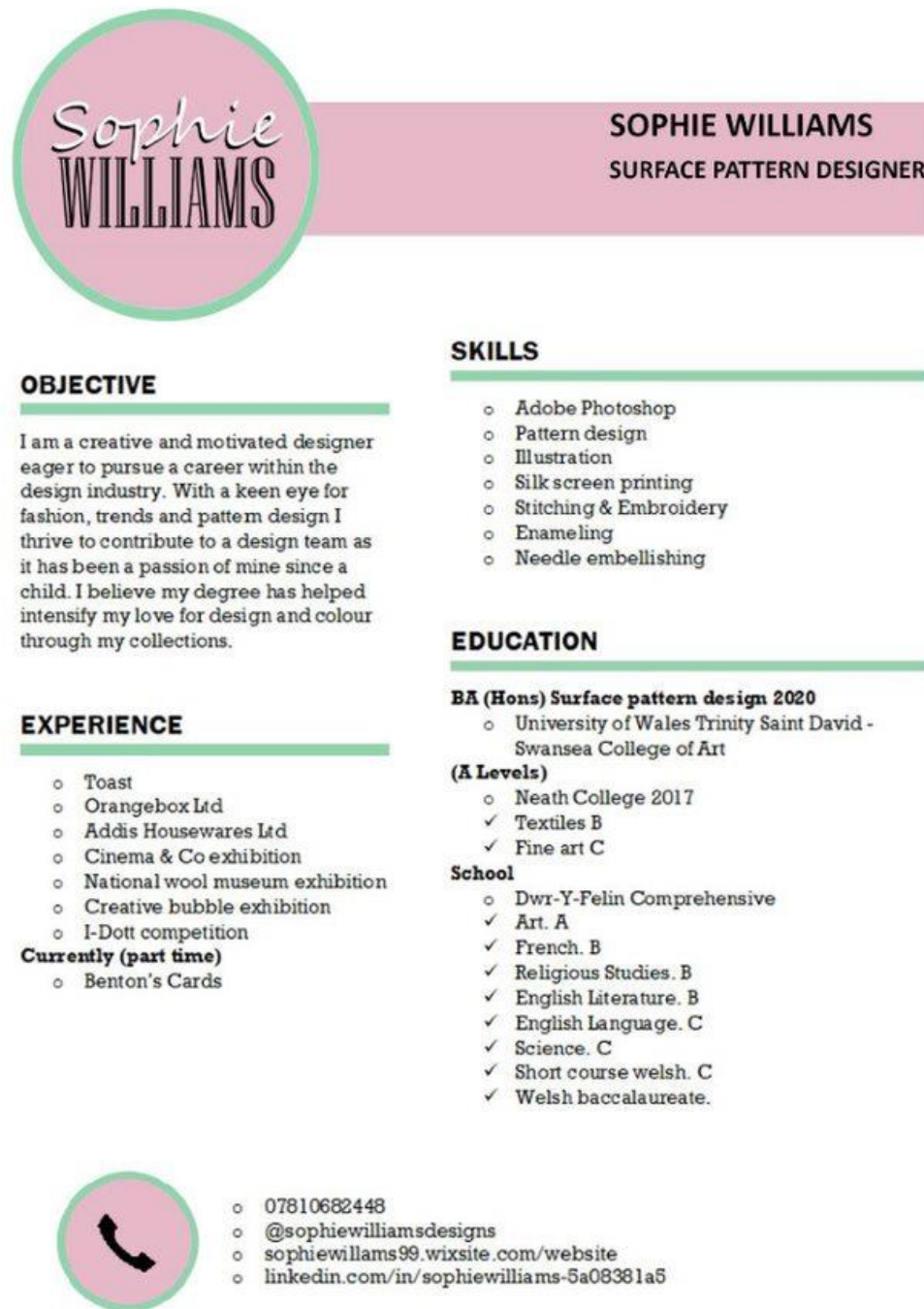
CV layout ideas..



Using colour to separate into sections works well and the use of colour lined as dividers is something a lot of these CV's have used.

CV

Keeping my colour palette the same and adding my logo



Added dividers and key titles

Contacts are my most frequently used social media's

Letter design developments



Exploring borders and motifs ,I found the green quite overpowering tested with the blue.

As lazy oaf is quite a bold, colourful and fun brand I wanted to portray that in my letter.

Final letter to employer

Logo and sectioned areas like the CV to make the layout easier for the viewer



Added some of my own fashion motifs

Portfolio ideas

textiles for fashion: - portfolio.

1. Size of portfolio. - A2. (20 sheets.)
2. what format? - material / digital. (landscaper?).
3. How many projects? - about 4 for variety.
4. How far back? - 3rd year onwards.
5. Should you use plastic sleeves? ~~no.~~ ^{reflect light so no plastic.} - matte sleeves
6. Should mount work? - yes spray mount (easy to peel). ^{300GSM paper/card.}
7. How do you represent - photograph - little sample as well. 3D.?
8. treat material samples? - Bulldog clips next to relevant imagery. - trim/tape. - header
9. convey? - style, skill, interest. ^{clean.} ^{in box?}
10. work to include - process, meditations to show diversity.
11. what to avoid? - un-clean and irrelevant. grammar. - quality. old imagery.
12. How often to update? - New projects according to companies.



Business card research

These are some business card samples I got from MOO because I wanted to get a feel of the different styles and textures you can use and what feels best.



I noticed a lot of cards only have 2/3 colours and have considered this in my business cards as I feel this works well.



I like the bold fonts and colour combinations. There is a enjoyable variation of pattern to writing and I feel the simpler looking cards give a enriched result.





WIX sophiewilliams99.wixsite.com/website



WIX sophiewilliams99.wixsite.com/website



Business card ideas..

Playing around with colours and designs to see what designs are too much and whether less is more for my identity..



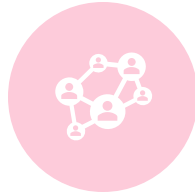
Final business card

I decided on this business card because I wanted something quite bold but still keeping to my initial simple logo design rather than changing my identity completely.

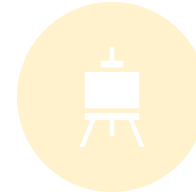
Social media plan



Instagram- I will be aiming to post up to 3-4 times a week of visualisations, processes and designs. I will also upload a story in-between those times because I feel the most successful accounts are updating their page everyday. I think that stories can help advertise your posts when you have a new upload and show your followers what you are up to at the time.



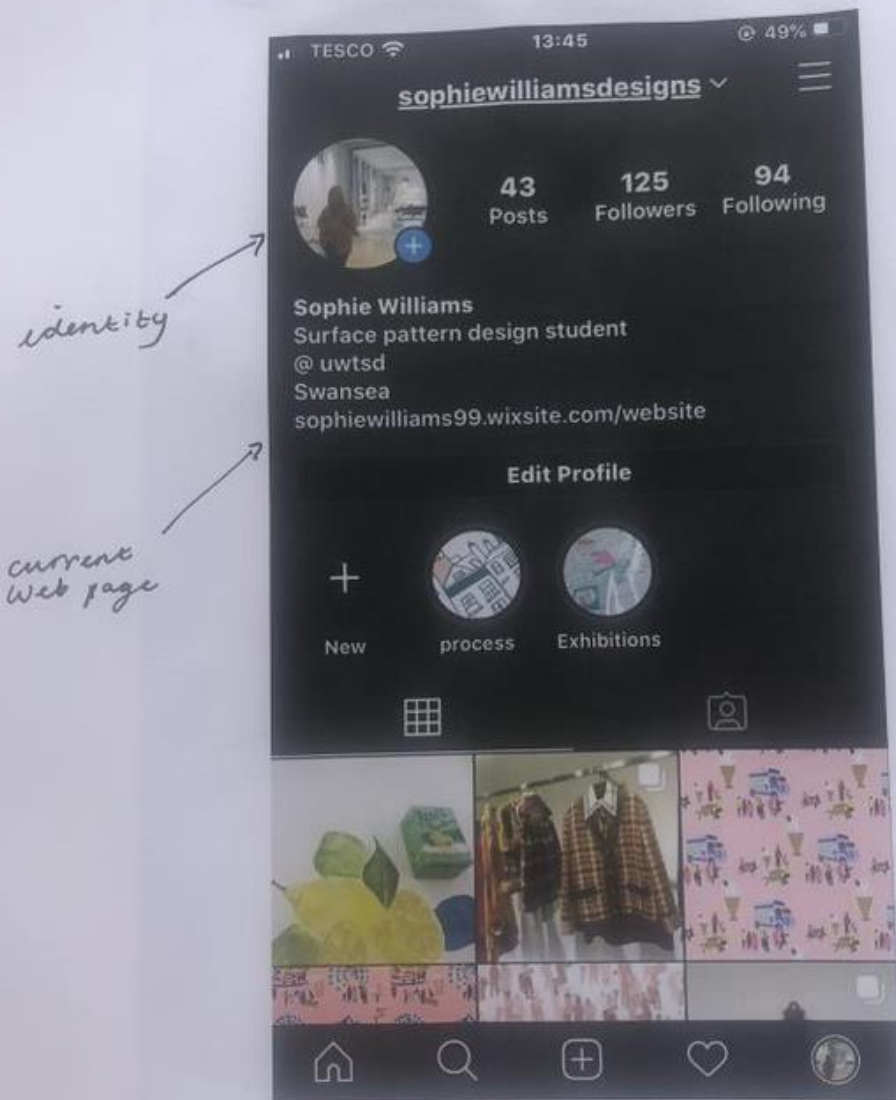
Linked In- My aim is to check up on my linked in and advertise every week what I've been up to and make further connections with potential employers and other designers like myself.



Wix- In the lead up to my final submission I will be posting my main designs with mood boards, so it looks like a portfolio page and write a blog post once a month on projects ,working from home, life after graduation etc.

Keeping up with progress on social platforms.

27th February 2020.



16th April 2020.



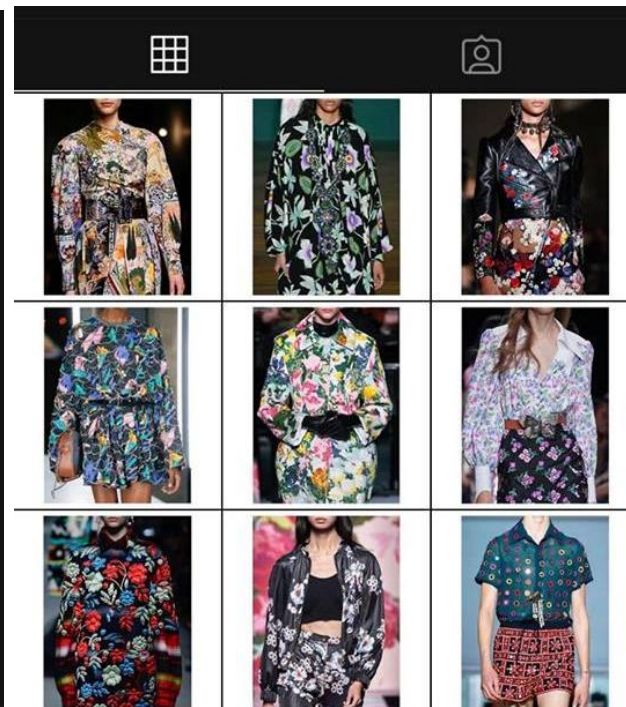
printfordinner

79 Posts 1,028 Followers 1,201 Following

Print for Dinner
Serving up a curated collection of runway prints each season and in between. An archive of artistry, color, and pattern by @mallixx
Followed by [annettemoorhouse_textiles](#), [blockprintculture](#) and 28 others

Following Message

Print Trends



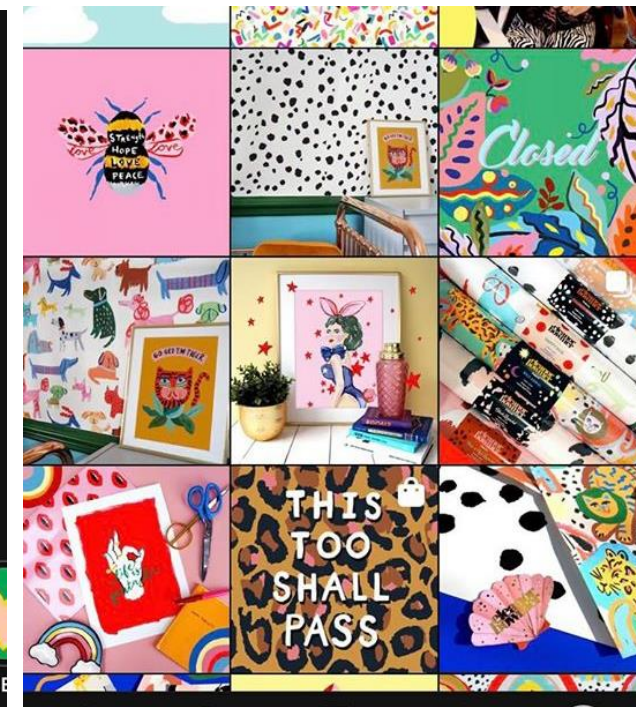
eleanor bowmer

1,308 Posts 75.3 k Followers 1,011 Following

ELEANOR · BOWMER
Shopping & Retail Design Studio
Oliver Bonas • Selfridges • John Lewis • Liberty London • Paperchase
House Reno @bow_house more
www.eleanorbowmer.co.uk/collections/mugs
Manchester, United Kingdom
Followed by [ellen.mae.designs](#), [annelisegordon_designs](#) and 16 others

Following Message Contact

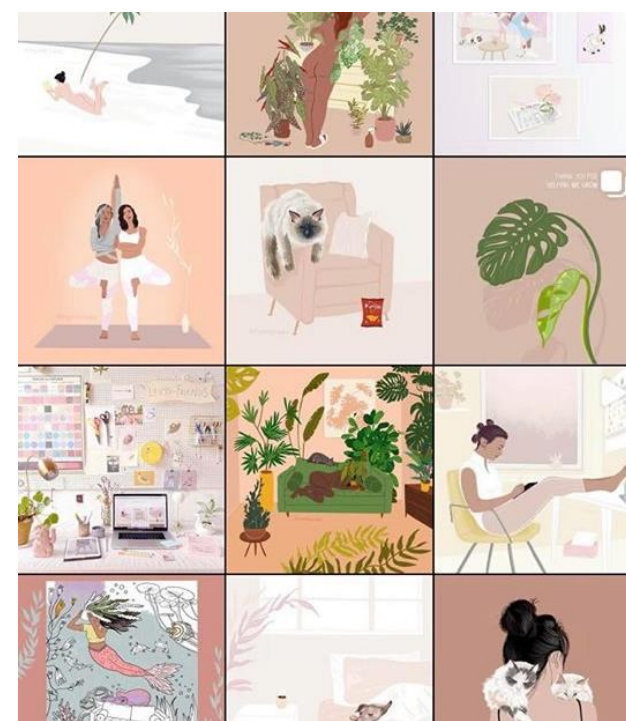
BOWMERA... WALLPAPER Print Comb... PRINTS MY HE



Alissa Levy
Artist
• illustrator from Germany
• commissions at helloalissalevy@gmail.com
• prints at www.alissalevy.net/shop
Followed by [hannah.kellytextiles](#), [rebeccaelizabethdraws](#) and 5 others

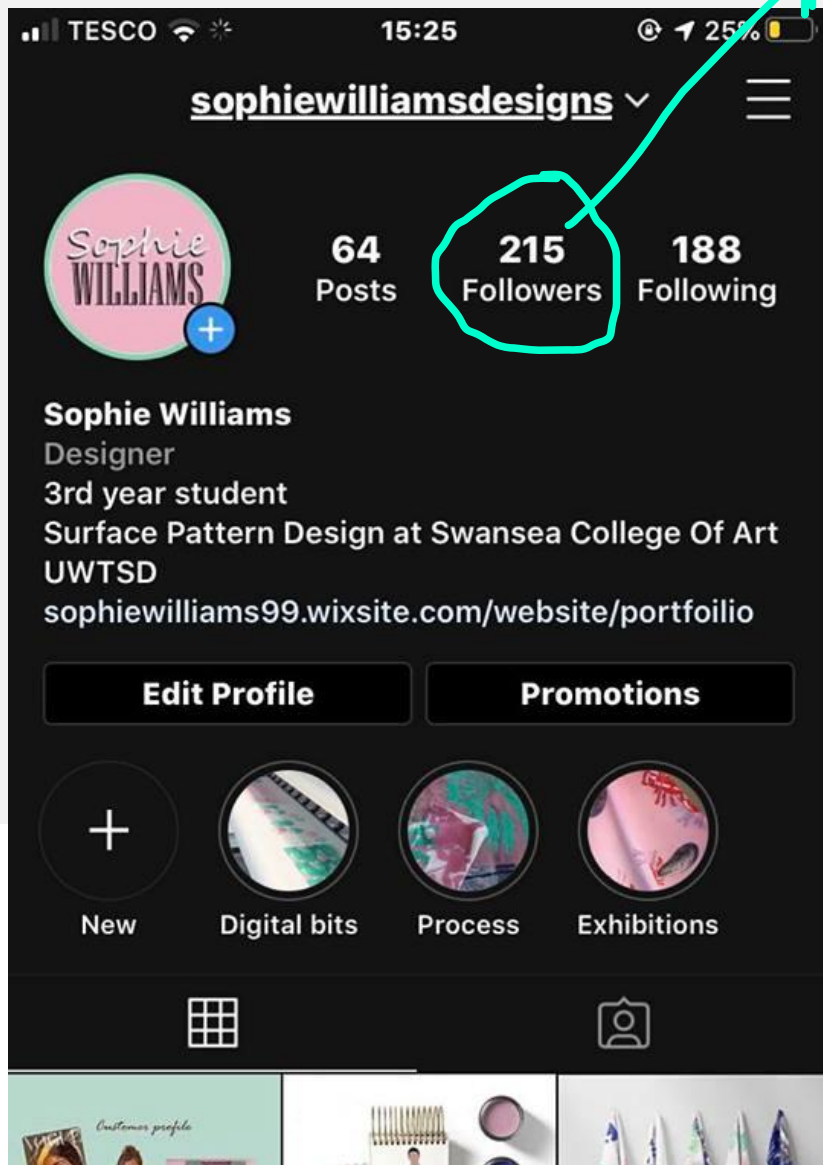
Following Message Email

patreon FAQ w i p studio tour commi

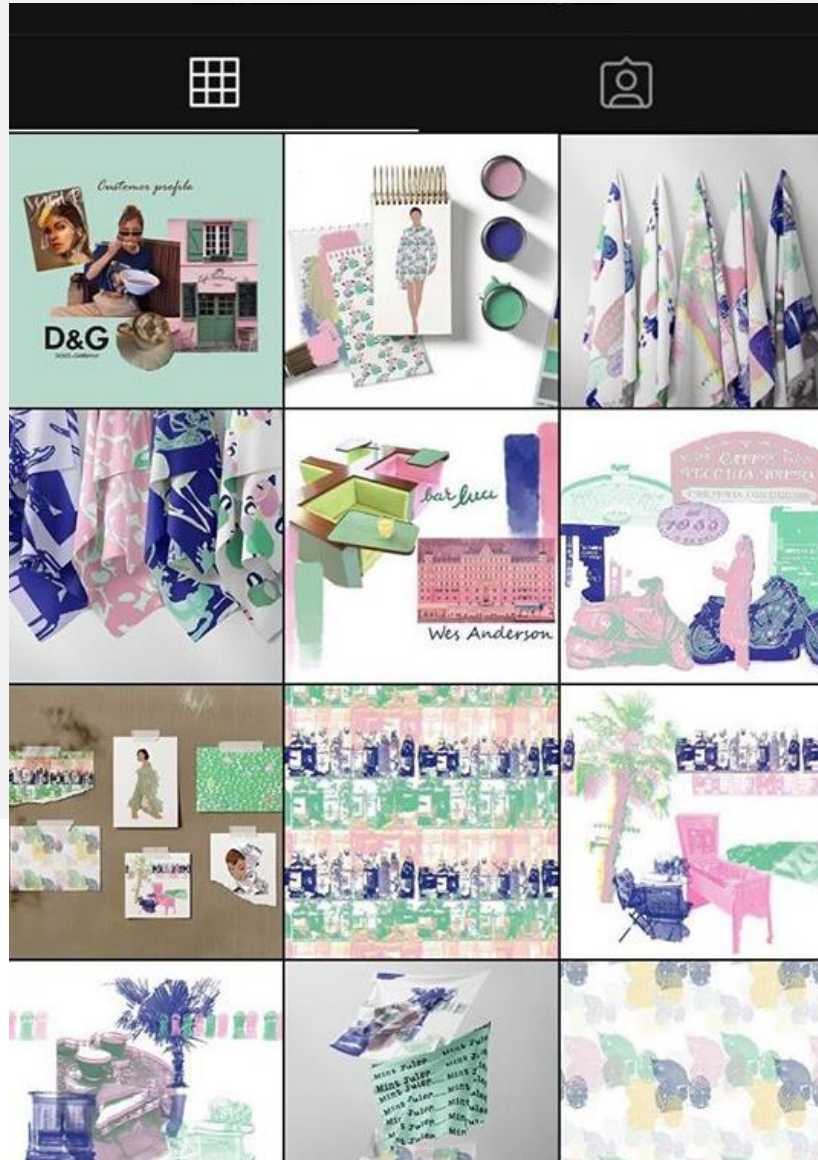


Instagram ideas/inspiration

All these accounts are very different but consistent with posting and their feeds have their own style and colour which I love. I want to make my account express my style and passion for colour like these accounts.



Hitting over 200!!



Current Instagram page 14/05/20

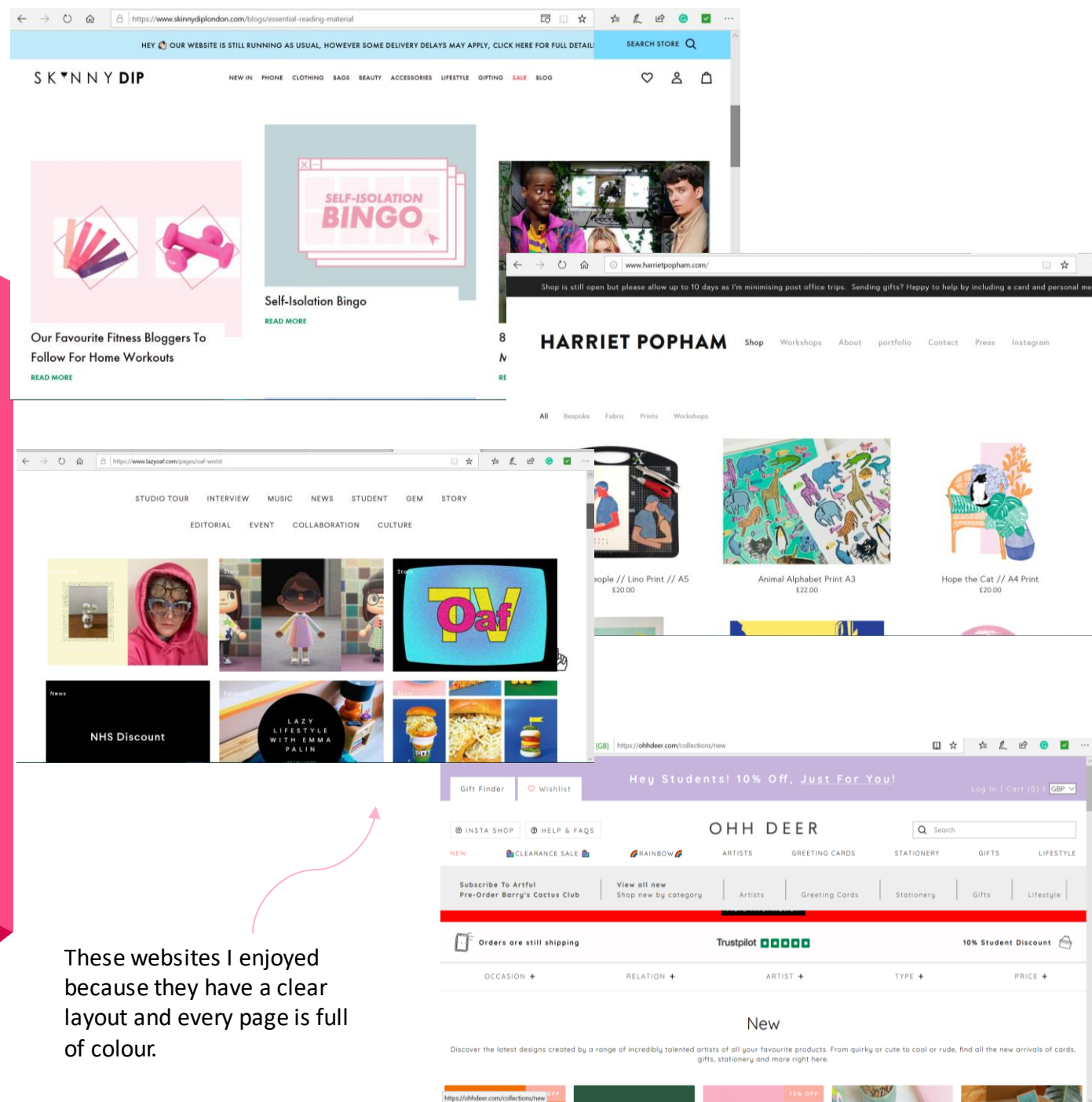
I really wanted to work on my Instagram this year because I feel it is a great way to promote yourself because a lot of people are on there. I wanted to post at least 3-4 times a week even if it was just some developments so create a feed full of colour and pattern. I found that by sharing other design accounts, putting hashtags and posting frequently helped build my following and interaction.

Plan for the future..

After graduation I am eager to pursue my skills in the fashion industry and expand my knowledge in printed fashion. My dream is to use my designs and collaborate with luxury fashion companies as I feel that I would benefit from this to then create my own business in the future.

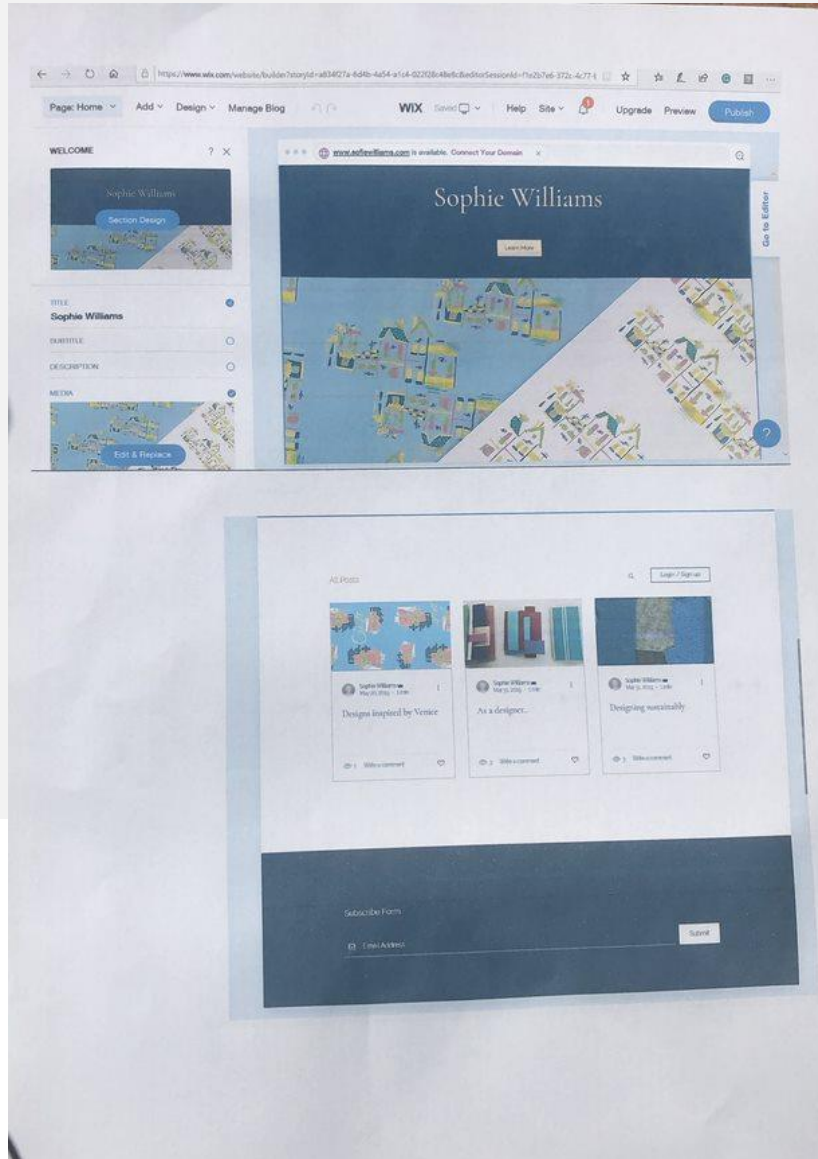


Layout and website inspiration..

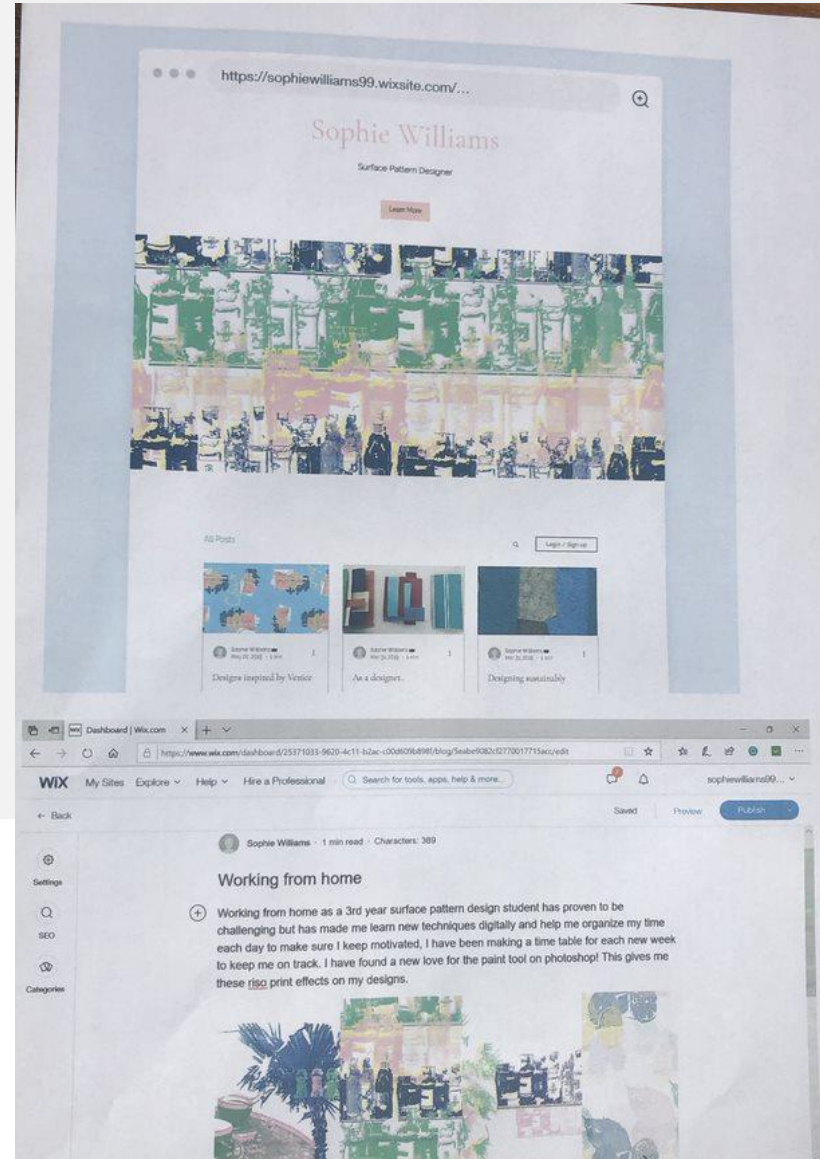




Before



After

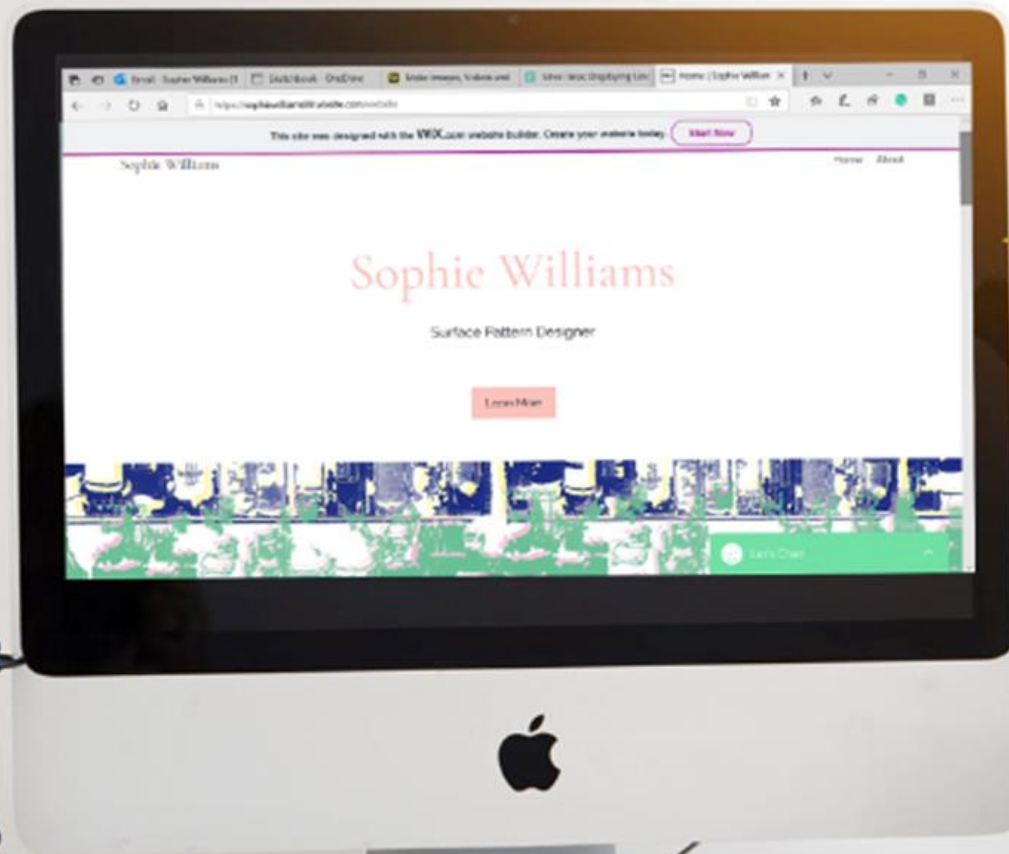


Web page

I have added some new designs and updated blog posts talking about working from home and my current mindset working on my final major project digitally.

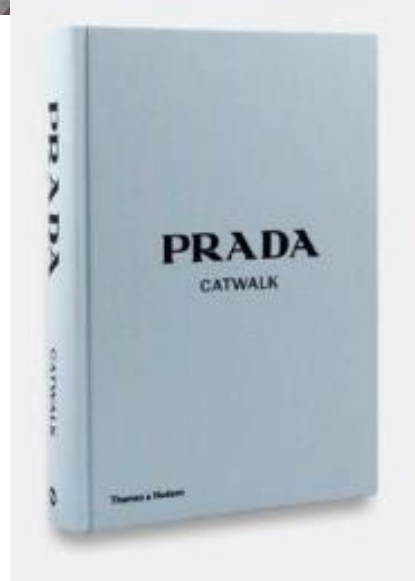
Working from home

Working from home as a 3rd year surface pattern design student has proven to be challenging but has made me learn new techniques digitally and help me organize my time each day to make sure I keep motivated. I have been making a time table for each new week to keep me on track. I have found a new love for the paint tool on photoshop! This gives me these riso print effects on my designs.



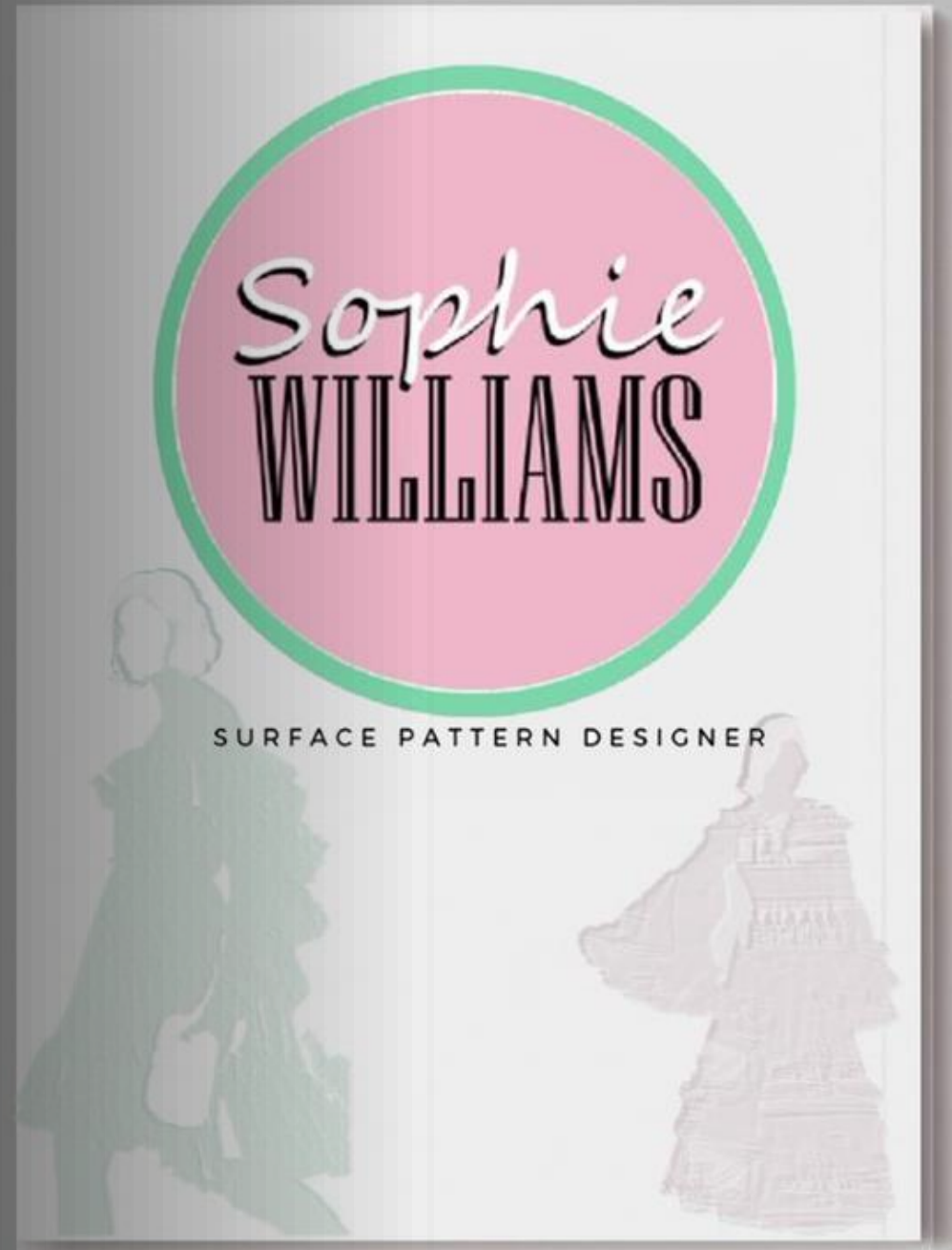
Look book research

I think the minimalistic look works well and just filling the pages with the full images.



Looking at different image layouts and how the book would be presented and also the size.

Front cover





SURFACE PATTERN DESIGNER



Look book



I felt that a look book would work well for my designs for instance they are mostly digitally printed fashion outcomes.

This would include visuals, mood boarding and my designs.





Look book
folder
packaging



At first I didn't want to use a box for the packing so I played around with more of a folder for my look book.



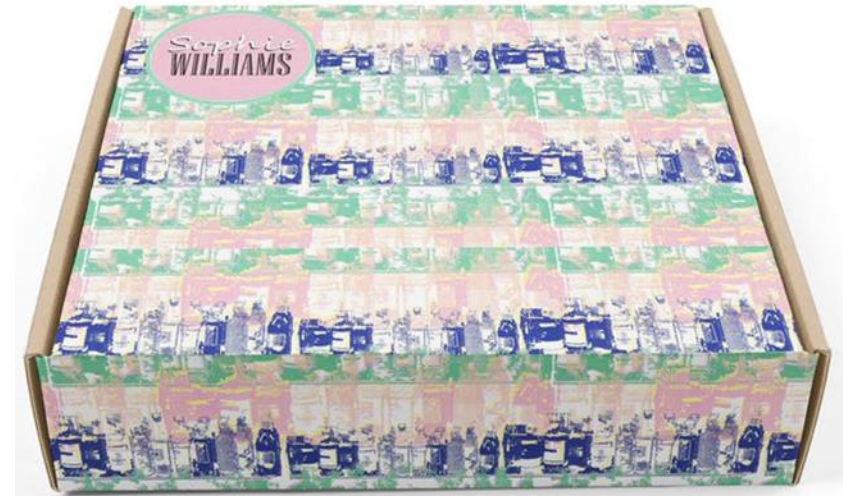
Finding some new ideas like adding text on the inside of the top of the box

Packaging ideas

Packaging

- Includes:
- letter to employer
- CV
- Business card
- X4 Fabric samples
- Look book (in folder)

Logo on front cover



Thank you page on the
front and name printed
on the inside