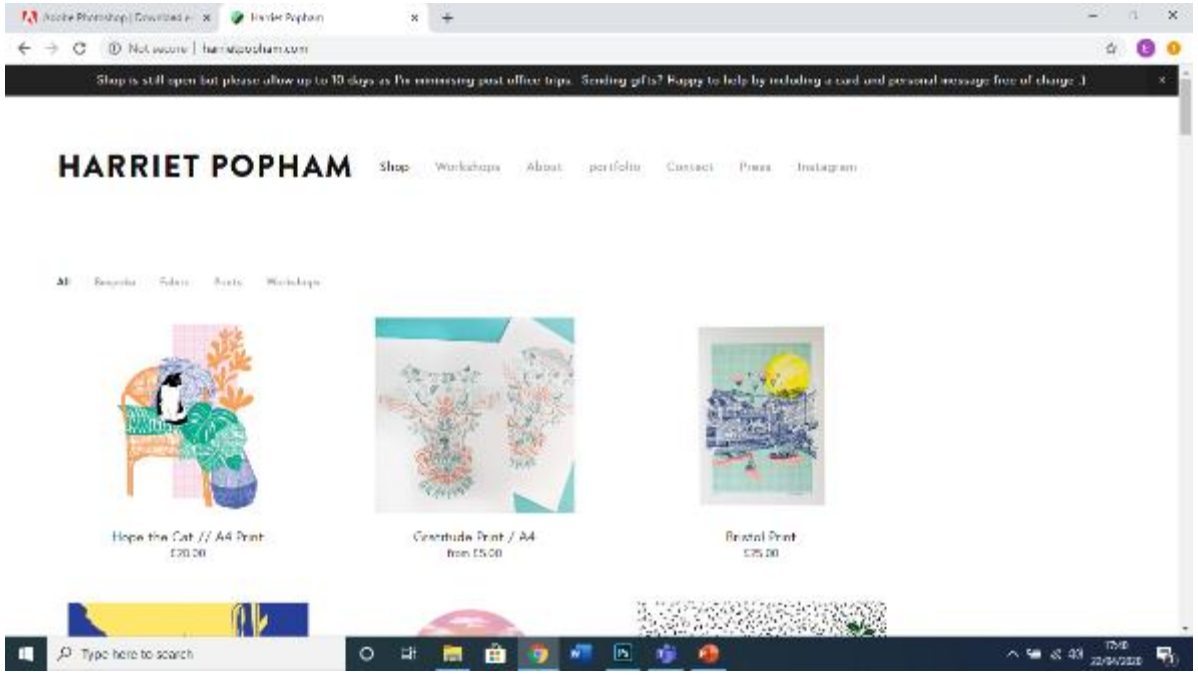
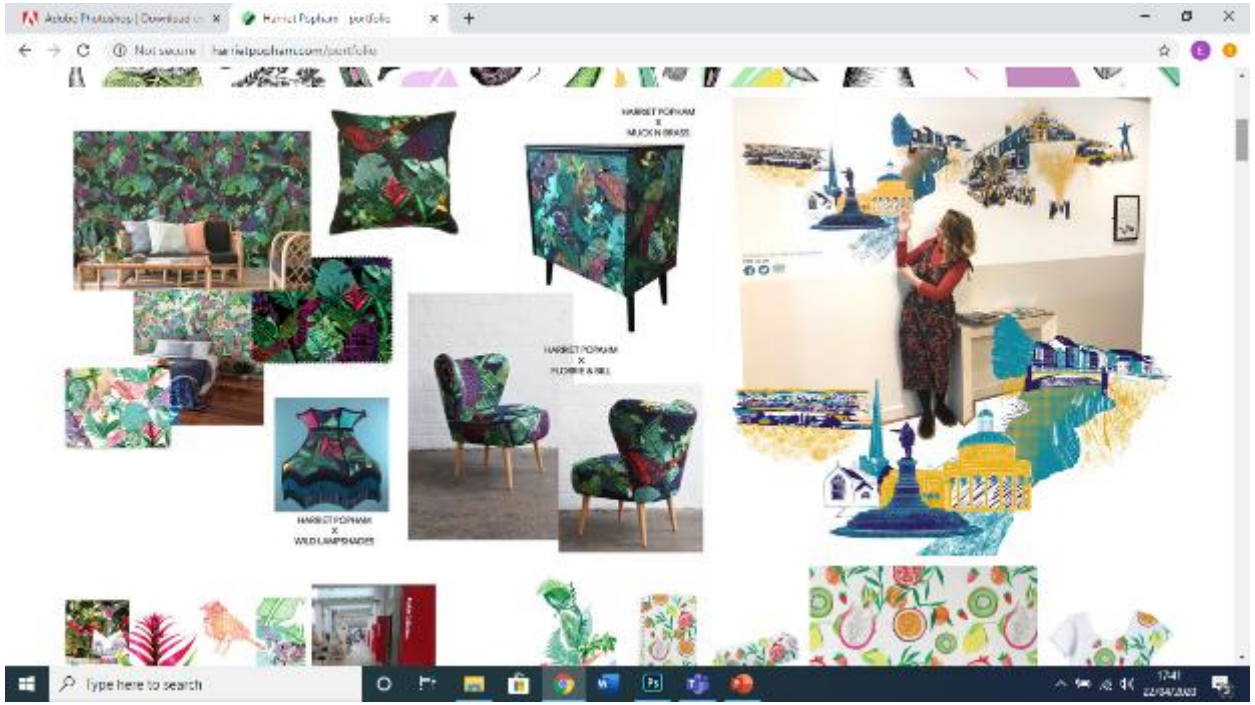
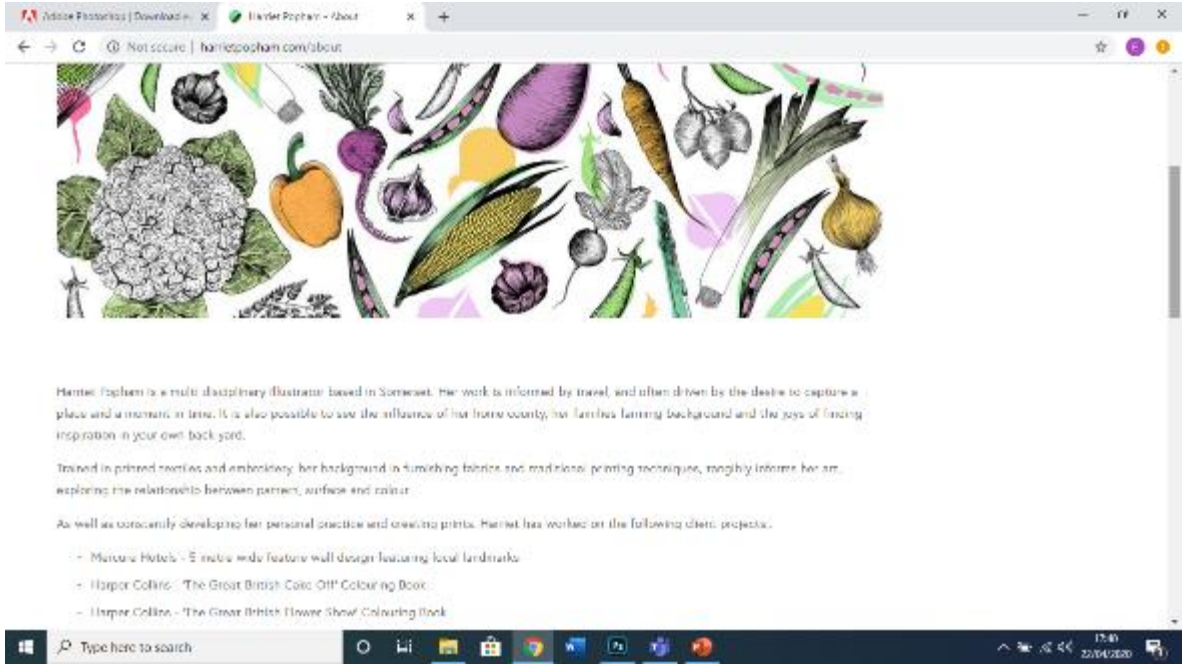
VISIONS in Repeat

Professional Promotion: Emily Boyce



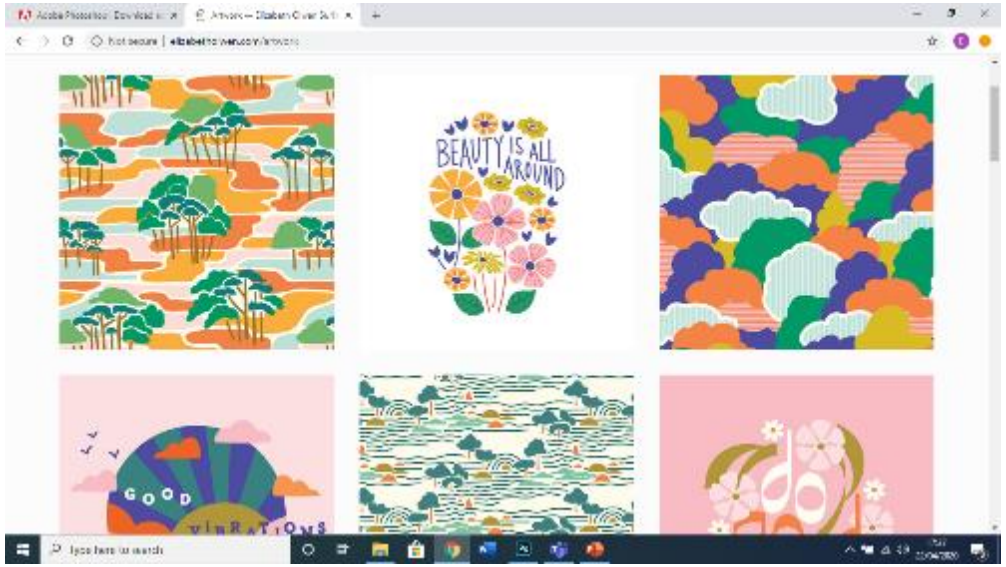


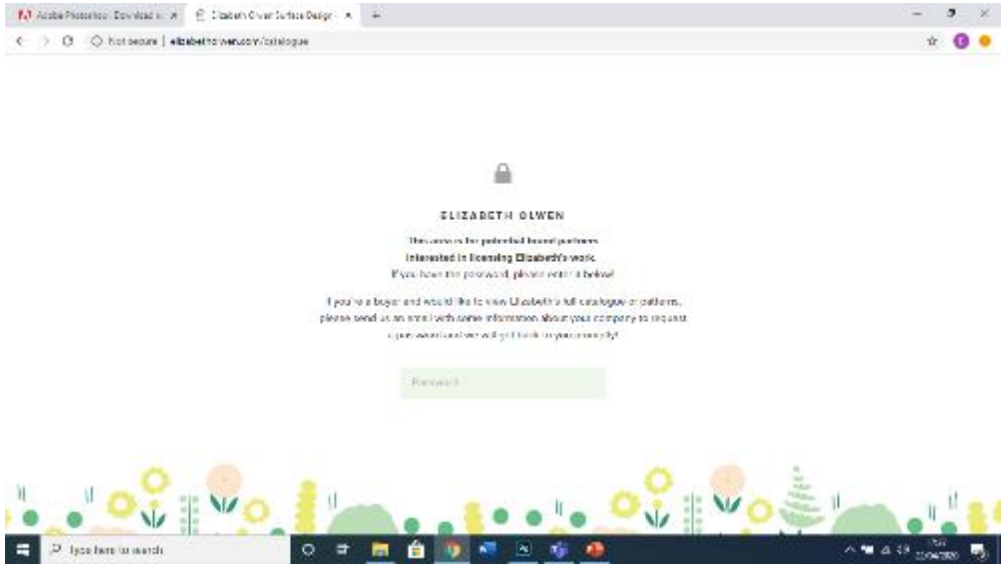


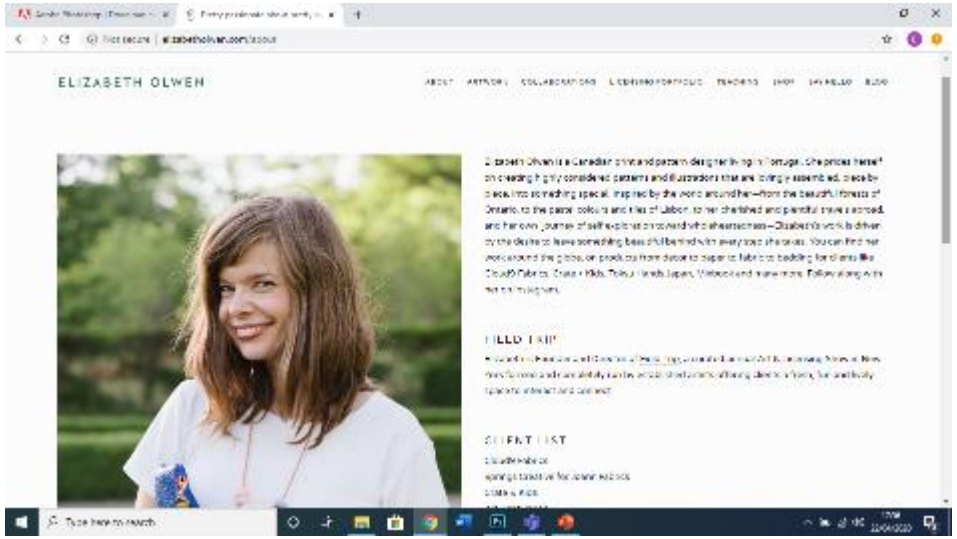
Harriet Popham front cover page is of her print designs which she is selling over her website. So this means the first thing a customer sees is her work to sell but also a sample of the kind of work she produces.

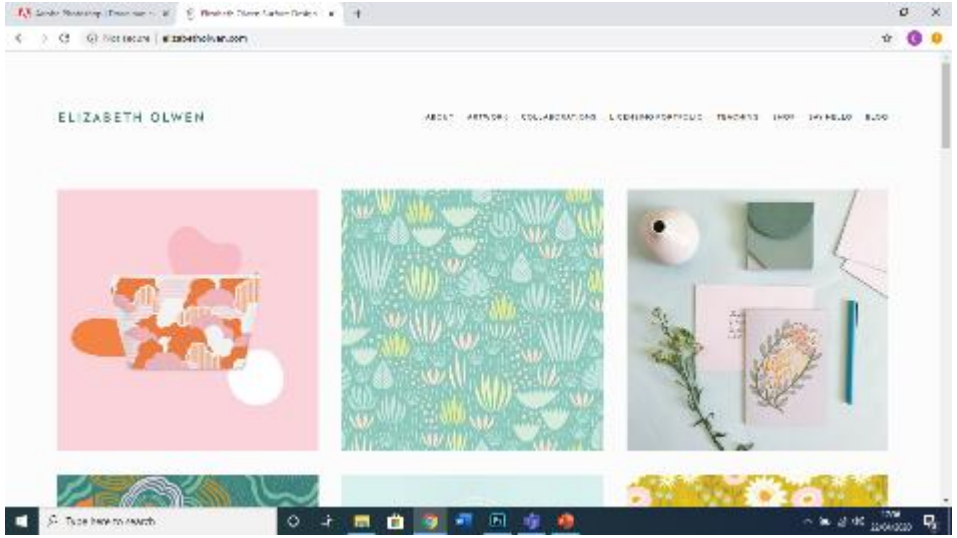
Her about page is quite concise at it is quite impactful from the use of one of her designs as a header. She goes on to talk about her opportunities and her education as well as what her works centres around, along side a picture of her from her home office. Which is great because it allows the consumer to see a personality behind the designs.

Harriet also has a whole page labelled ‘Portfolio’ with all her work on one page which looks great. Her work is visualised on to furniture, walls and products and really illustrates her designs for their intended purpose. I really like how her page looks and from other websites I’ve looked at Harriet’s is by far the best very visual and fun.









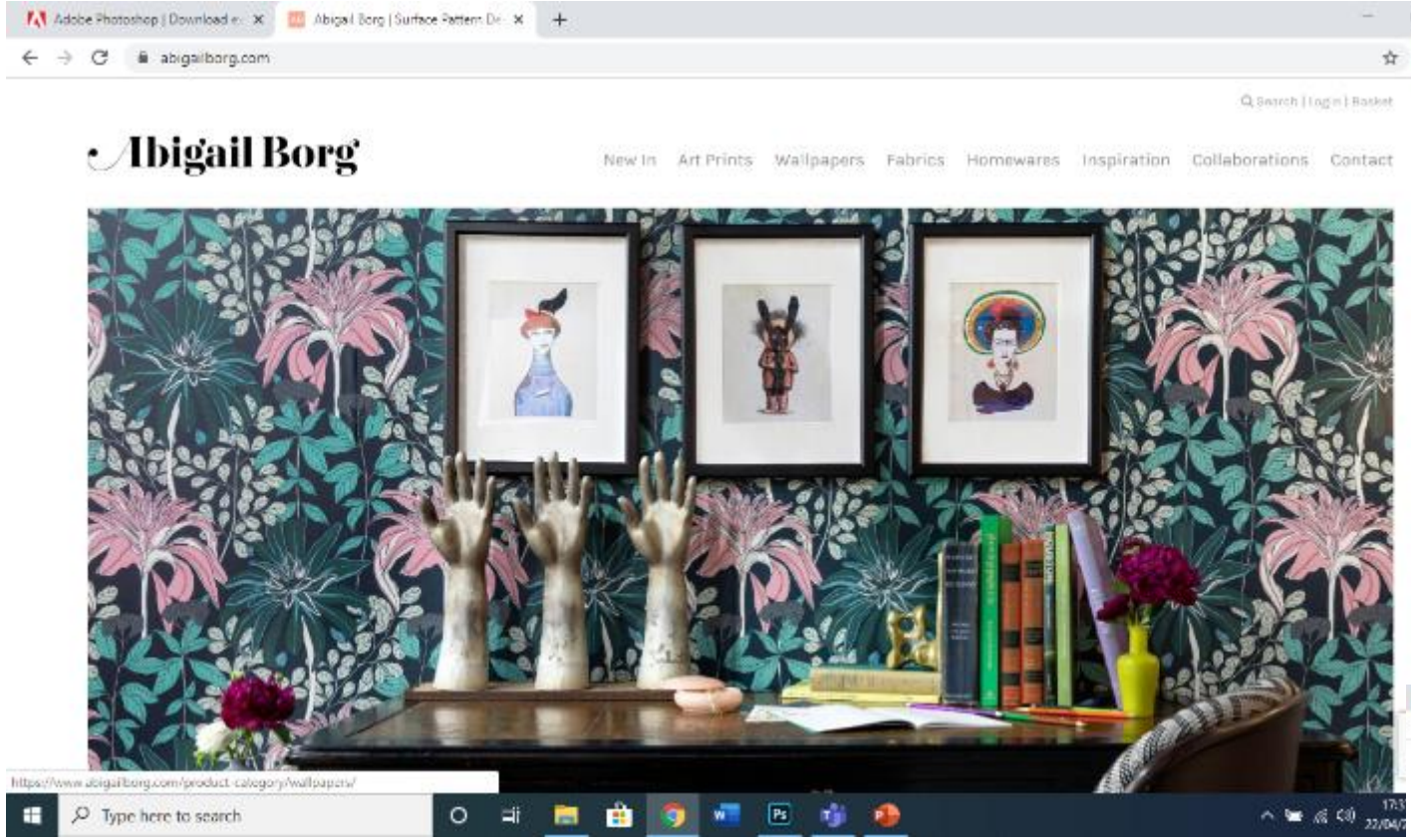
Elizabeth Olwen's displays her website similarly to Harriet's however it is instantly less welcoming as her portfolio page is password protected. But she does display some of her work on her cover page such as visualisations onto products and just pattern flats. But it is very concise and in a grid formations rather than more free and fun.

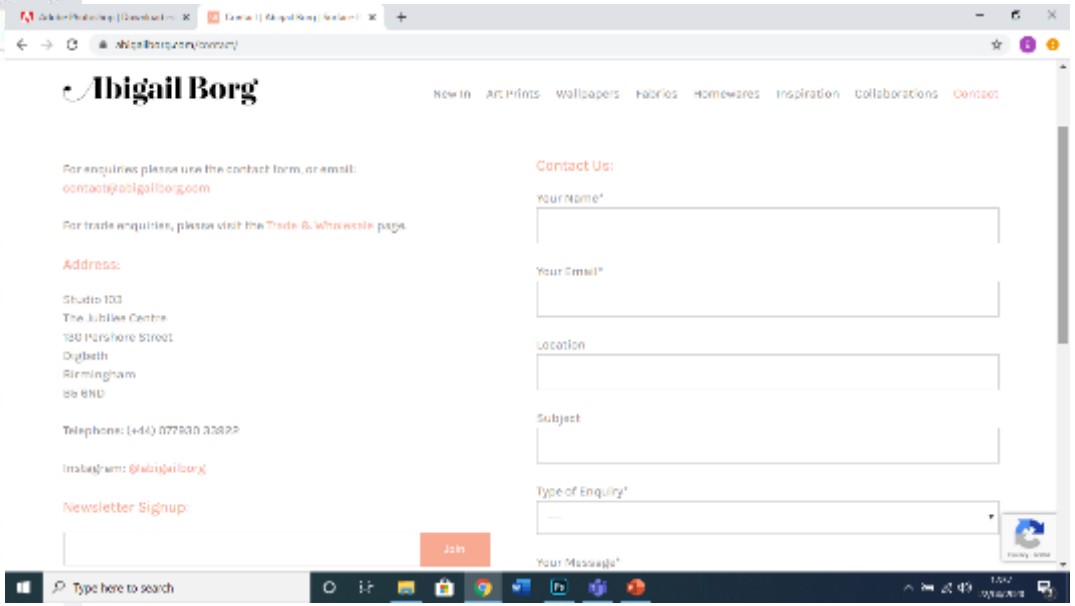
Her about page is quite visually impactful with a very large picture of the designer and quite a large paragraph about her work and what inspires her. She also goes on to list her client list and where she and her work has featured.

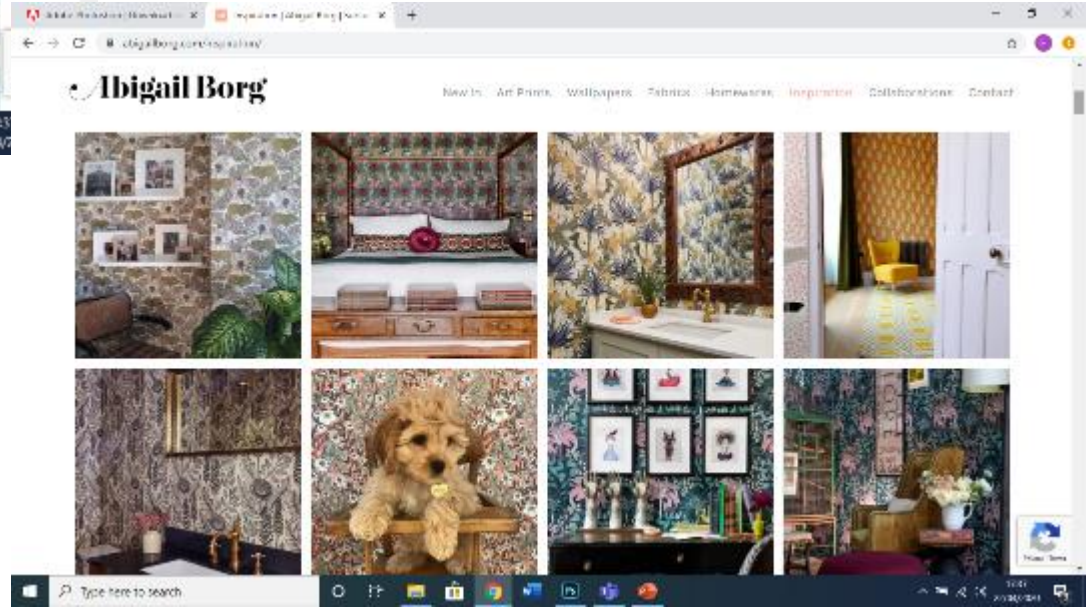
She also has a shop where you can buy the designs that she has featured on her first page where it then takes you to another page to purchase.

She also shows her work where she has collaborated with brands and again visualises all her work. She definitely makes up for the lack of an open access portfolio.

Her type is very simple and understated which I like.



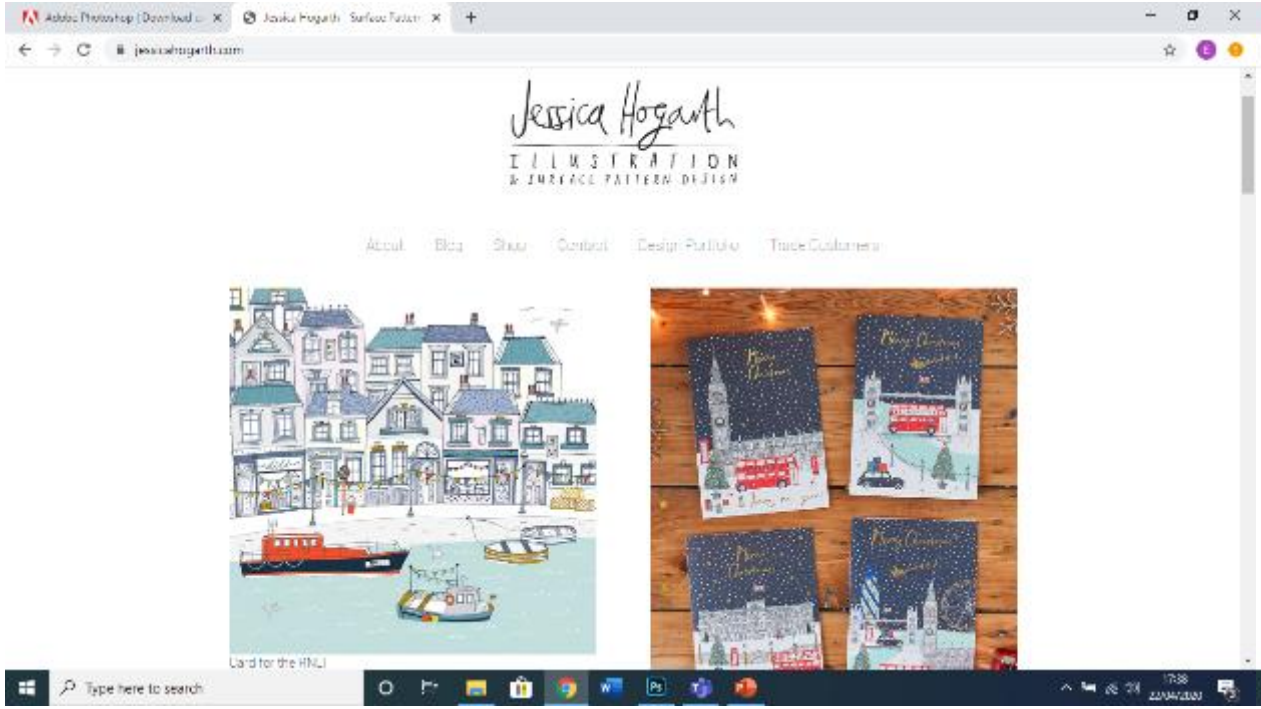


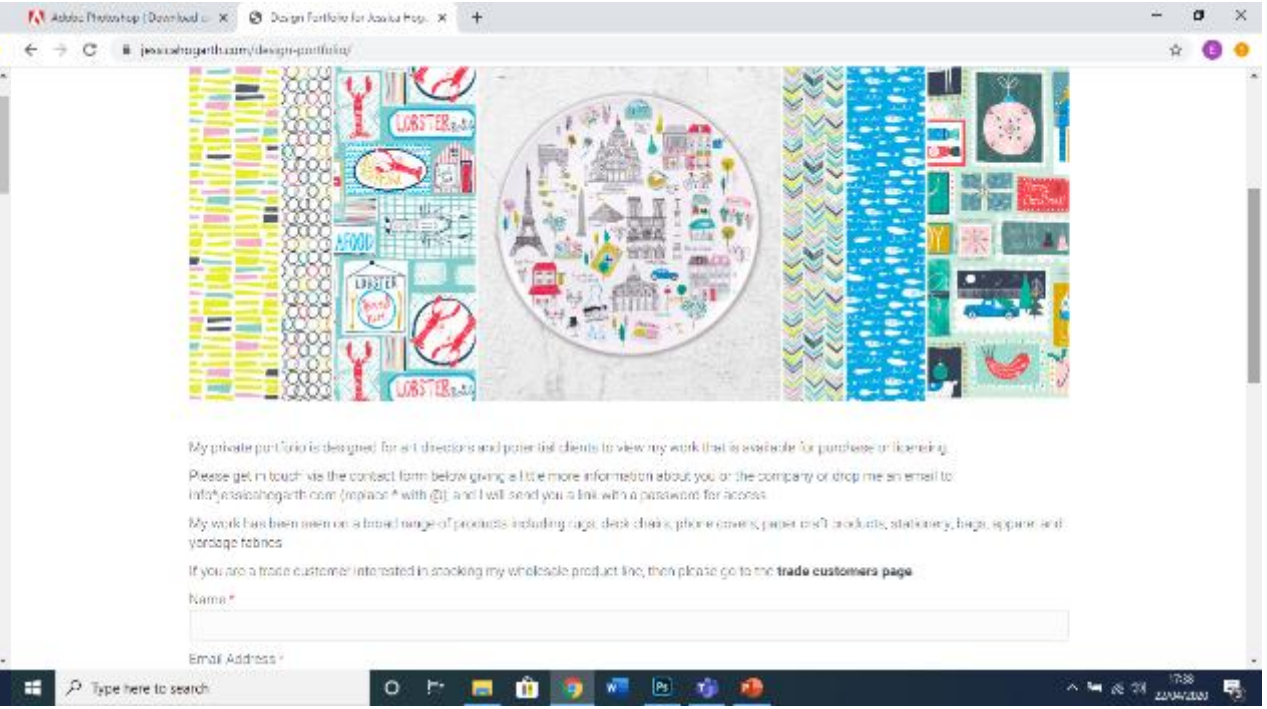


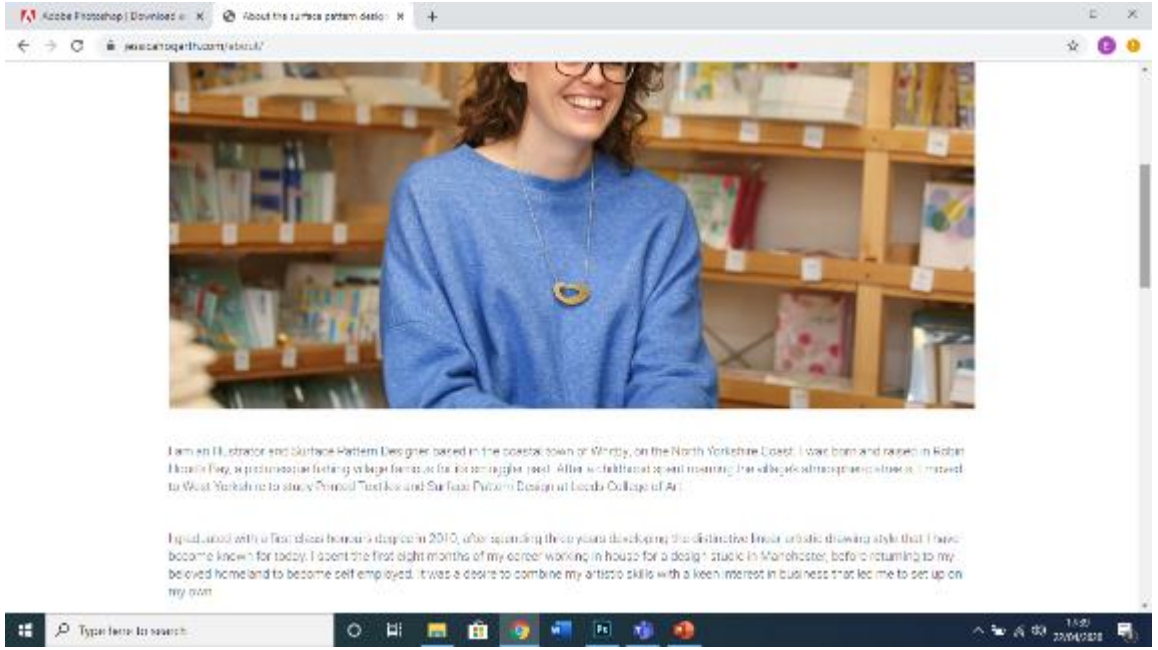
Abigail Borg website is like Elizabeth and Harriet's where they have their name in the top right corner and then to the left a list of the menu bar. She has a retro style type which is reflective of her work which could be said to quite 70's. She first has the header like Harriet where she has visualised her work onto a wall which instantly make an impression. From these designer website so far I can see that they are using every part of their website as an opportunity to showcase their designs.

She again has a page dedicated to her designs and her work which is concise and is in a grid like formation.

She also sells prints and designs from her website in a few places of her website which I don't like I think it is quite faffy and could do with being all in one place of just in on drop down bar.



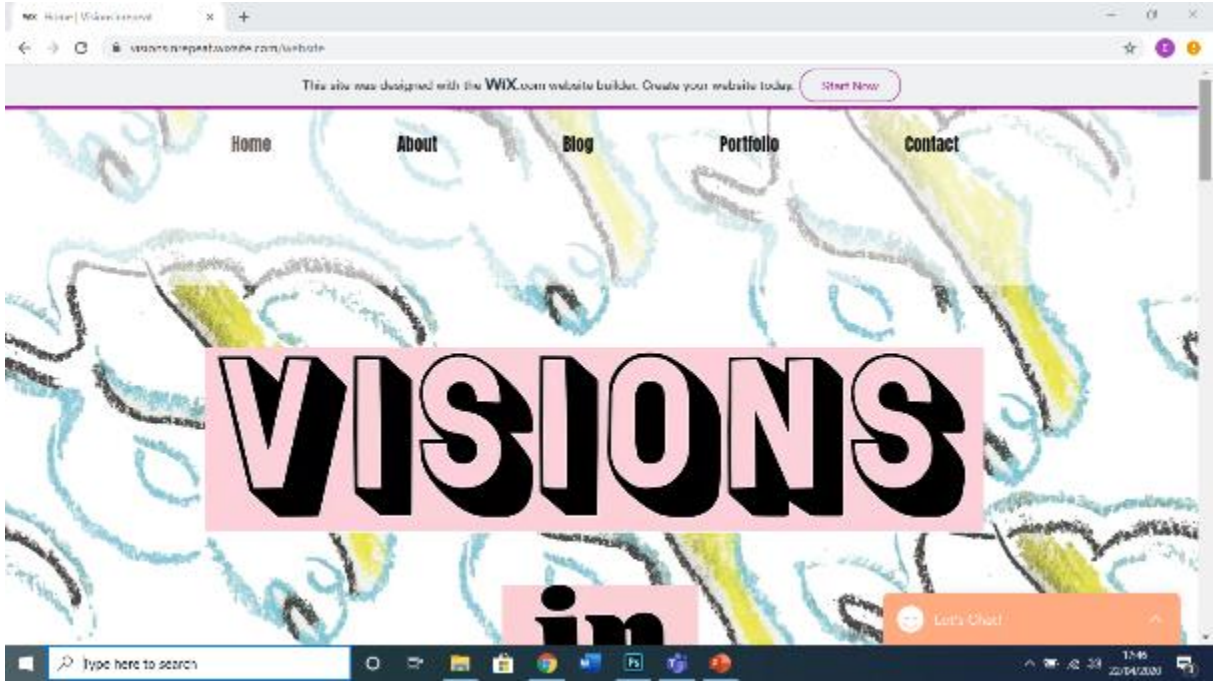


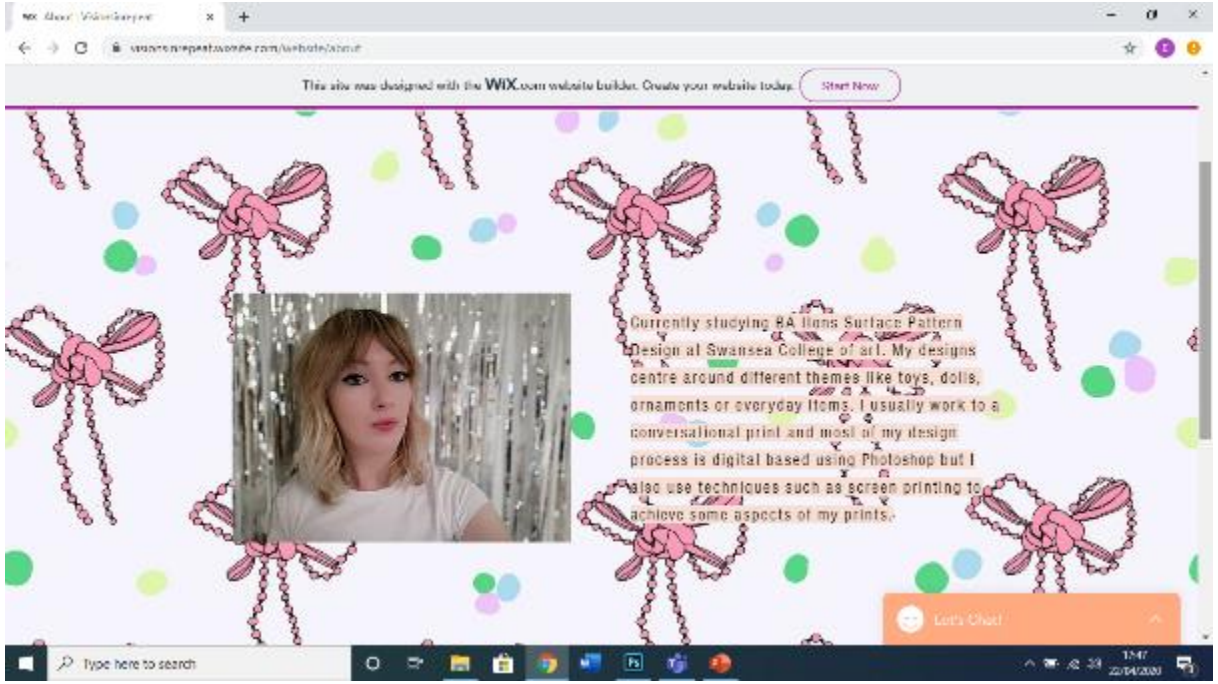


Jessica Hogarth website is very illustration based so it is instantly different in her lay out where she has a few illustration designs on books and then just the print itself. But her first page is again all her work. Her about page is similar to Elizabeth's however it is far more chatty and her personality comes through more along with her inspiration for her design which are quite personal.

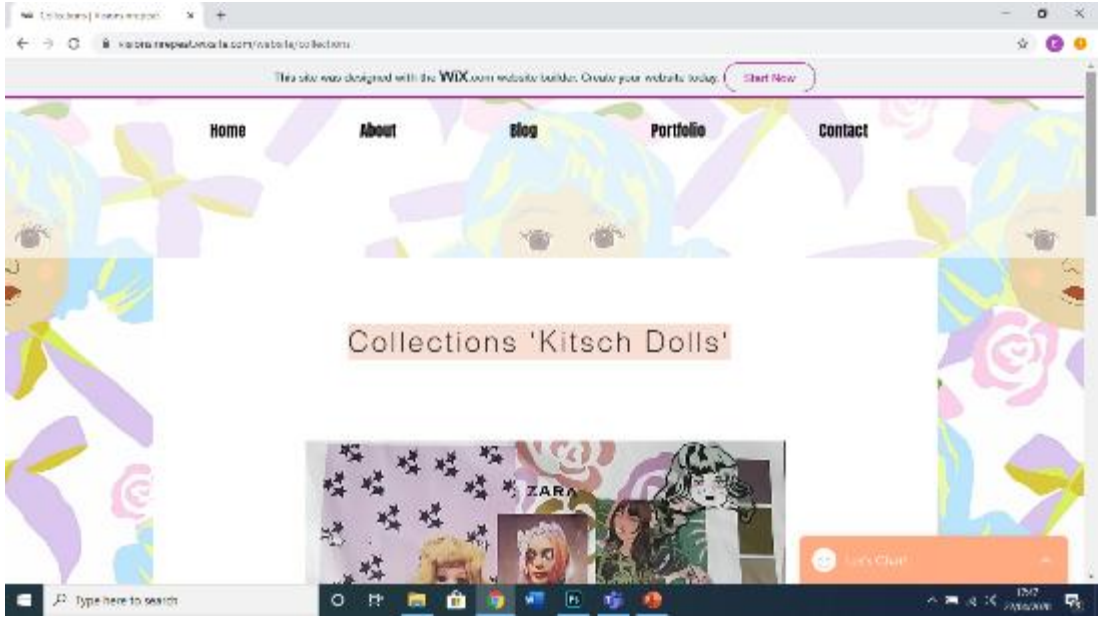
Again her portfolio is password protected but you do get the feel of her work on her front page. It looks as though she might has deigned her own types and header as it is similar to her drawing style which is nice because it shows a designer identity instantly.

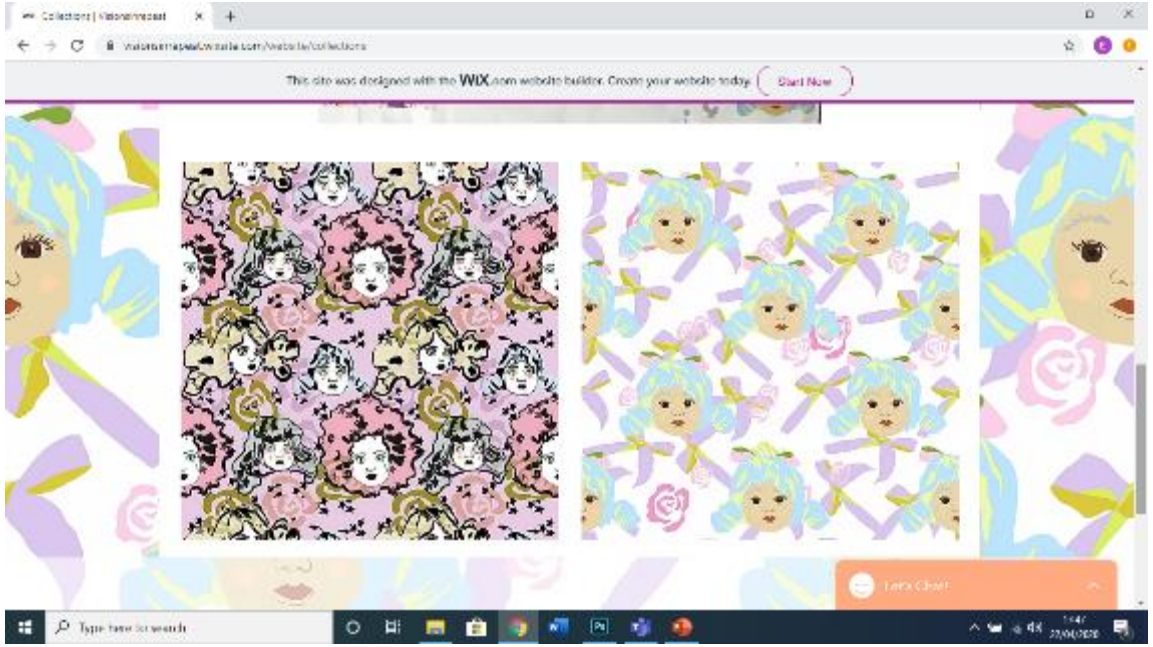
She again has a shop page where she is selling her work. Another thing I noticed is that all these designer were relatively easy to find during a search on google because they've clearly all bought their web handle. Which eventually I would do especially if like these designer I was to go freelance.

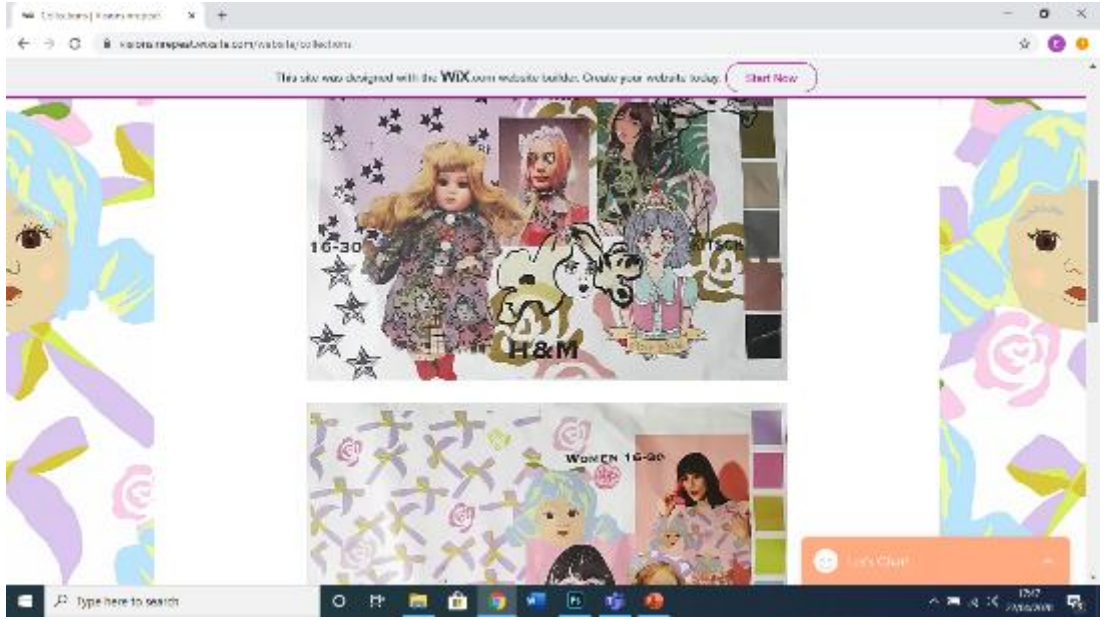




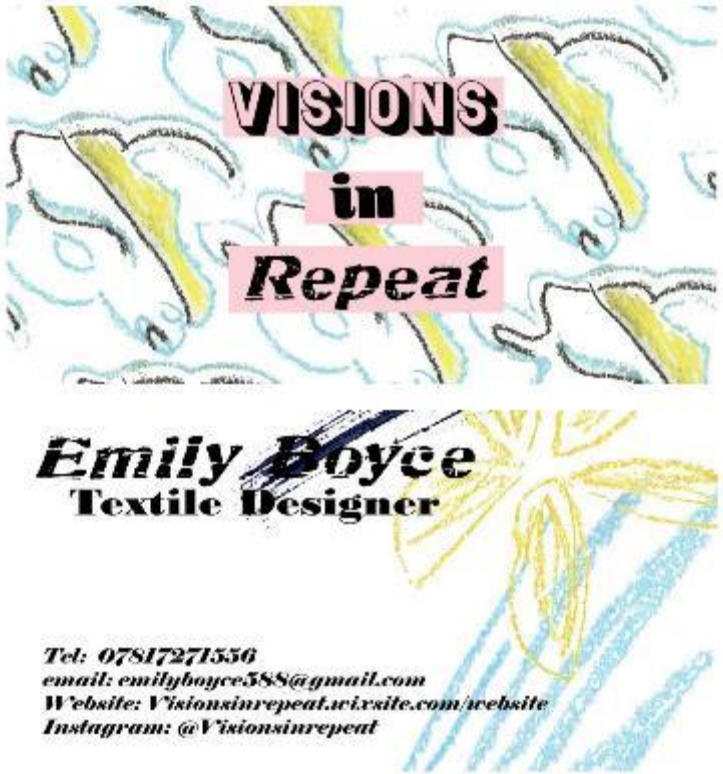
Designed a web logo for social media's and my website. I have updated my website for the new project taking one of the coordinates as a background. The title is large which is still on going I quite like the impact though but it is cut off from the screen. The web menu is straight about which next goes into my about page. I have not yet fully updated this but since this research I know I need to expand on things like my inspiration and collaborations.







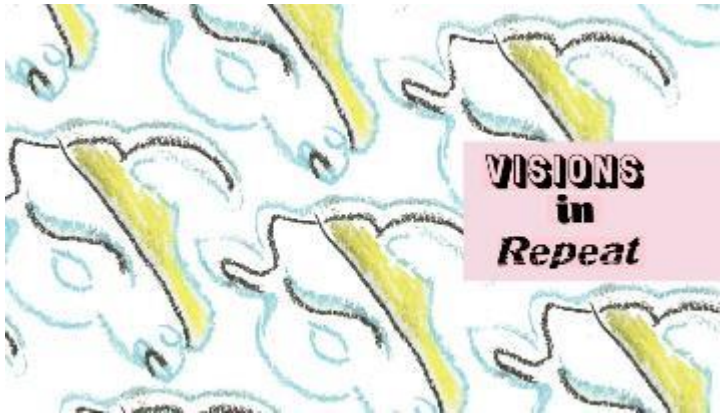
My current portfolio is not as clean as some of the other website but I think putting this into a grid formation would look much better. I also included the mood boards too for the designs. I have currently separated these out into into a drop down bar where each of the project are. I did this because last year I was looking at some of last years website and see that is what they did and I thought that it made navigating their website quite easy. I think when I start to have more projects under my belt I can then start thinking about having a whole page dedicated to my work.



Playing with design ideas just to see how they look. *created using Canva template for business cards*

I really wanted the design to be quite simple as far as design but also give some information away as far as the type of business card it is so it makes sense to put a repeat print on the front.

The brand identity starting to be transferred onto business cards. Keeping the same font style for consistency.



Emily Boyce

07817271556

emilyboyce588@gmail.com

Visionsinrepeat.wixsite.com/website

Based in South Wales

Dear Ms. Matthews,

I came to learn about the internships at Peacocks through Ms. Cath Hammerton senior lecturer at University Wales Trinity St. David. I am interested in interning with you for a week over the summer because of its opportunity to stay in Wales and its Welsh roots as a brand. I am currently studying Surface Pattern Design BA Hons. I am proficient in researching, trend forecasting, curating mood boards and photoshop design. I am currently at the end of my second year of university and am looking to gain experience in industry and believe that Peacocks are a great place to start that experience as a welsh designer looking to stay in Wales. I have a range of skills I could bring to this role.

As mentioned above I am proficient at curating mood-boards and trend forecasting as this is a skill I often use to underpin each and every project. I thoroughly understand the importance of understanding the market and the consumer as this also drives the design process and outcome. This is an area I would love to know more about in industry and see that on a professional level.

In particular I have started to develop a Wix website where I have used this to build a body of work to publish and showcase some of my previous projects. This was part of a

In particular I have started to develop a Wix website where I have used this to build a body of work to publish and showcase some of my previous projects. This was part of a curriculum - based project I had completed in my second year. This has involved editing images of my work and ensuring that I am communicating my ideas clearly. As I realise the importance of promotion is key in showcasing the type of designer I am.

During my course I have also worked in external live projects this including the Idott Competition (where I was shortlisted) National Wool Museum Wales, St. Fagans National Museum of History and Orangebox. I particularly enjoyed working with St. Fagans as in this project I was able to work in the context of fashion and was inspired by the some of the ornaments there and Welsh history and culture. This is all documented on my site.

I have attached my CV for further information and my website/digital portfolio address is stated above if you would like to see some of my previous work. I would like to thank you for the opportunity and time taken to read this as I know that this is popular with many students.

I'll look forward to hearing from you shortly,

Many thanks,

Yours sincerely,

Emily Boyce.

The cover letter for my internship over the summer I did stress that I wanted to stay in Wales as I did my research and learnt that Peacocks in fact is a welsh brand. I knew that by saying that I am a welsh designer that they may appreciate the fact that they are one of the few brands in this field in Wales and that was an instant commonality. I had already spoken to Irene on the phone so I kind of had an idea about what I needed to be talking about such as skills, website, promotion to really put across my capabilities. Along with phone number and website address etc. The one thing that I would change is that I don't think they were able to access my website because I then had to send files of my work.

Emily Boyce

07817271556

emilyboyce588@gmail.com

Visionsinrepeat.wixsite.com/website

Based in South Wales

Key Skills

- Adobe Photoshop/Illustrator
- Microsoft Office
- Mac and PC use
- Mood board curation
- Working in a team
- Working independently
- Navigating trends and colour palettes
- Screen printing

Personal Summary

My Name is Emily Boyce and I am currently studying BA Hons Surface Pattern design at University Wales Trinity St. David. Very motivated person and have good communication skills. Able to take the initiative and am good at working with others as part of a team. I take any task seriously and strive to complete any given task.

Education

Pontypridd High School 2010-2015
Coleg-Y-Cymoedd 2015-present
University Wales Trinity St. David

Academic Qualifications

June 2017 BTEC Level 3 Extended Diploma Art and Design

June 2015 GCSE English Literature C, English Language C, Art B, History B, Geography B, Drama C

Key Skills: Communication qualification Level 2, Numeracy Level 2

Interests

Art
Textile design
Fashion

Awards

- Shortlisted for the Idott inspiring designers of tomorrow today competition 2018

Work Experience

Full Stop Law

Completed a two weeks work experience placement with Full Stop Law in Pontyclun undertaking various administration duties such as filing, photocopying and answering the telephone.

AGE Cymru

Also volunteered extensively for Age Cymru, the national charity for older people in Wales. This has included bucket collecting, general administration at the head office in Cardiff and shop assistant at the Age Cymru charity shop in Pontypridd.

References

1. Mrs Zoe Newland.

   Age Cymru

   Taff Street

   Pontypridd.

   zoe.newland@agecymru.org.uk

2. MS. Cath Hammerton

   Surface pattern lecturer at Swansea College of art

   De La Beche Street Swansea Sa1 3EU

   catherine.hammerton@uwtsd.ac.uk

Visions in Repeat

Emily Boyce Textile design

07817271550
emilyboyce588@gmail.com
Visionsinrepeat.wixsite.com/website
Based in South Wales

Key Skills...

- Established skills in Adobe Photoshop
- Microsoft Office
- Mac and PC use
- Mood board
- Working in a team
- Working independently
- Navigating trends and colour palettes
- Developing skills in Screen printing

Personal summary?

I am currently studying BA Hons Surface Pattern design at University Wales Trinity St. David and I graduate in June 2020. I have good communication skills learnt from my time working in a studio environment, of which I believe has helped shape me to become the designer I am today. I can take the initiative and am good at working with others as part of a team. I take any task seriously and strive to complete any given task. I am looking to achieve more experience in industry to grow my skillset and confidence. I have completed work experience before in Peacocks HQ in Cardiff so have some experience in industry.

Education?

University of Wales Trinity St. David - 2017/ 2020

Coleg-Y-Cymoedd – 2015/ 2017

Pontypridd High School – 2010/ 2015

Academic Qualifications?

June 2020 BA Hons Surface Pattern Design

June 2017 BTEC Level 3 Extended Diploma Art and Design MMP

June 2015 GCSE 8x GCSE'S C and above

Key Skills: Communication qualification Level 2.

Interests include...

Reading

Documentaries

Music

YouTube

Work Experience?

- Completed a two-week internship at Peacocks HQ designing for their 'Pioneer' ss/20 collection.
- Completed a two weeks work experience placement with Full Stop Law in Pontyclun undertaking various administration duties such as filing, photocopying and answering the telephone.
- Also volunteered extensively for Age Cymru, the national charity for older people in Wales. This has included bucket collecting, general administration at the head office in Cardiff and shop assistant at the Age Cymru charity shop in Pontypridd.

Awards and external opportunitie...

- Entered the Idott 'inspiring designers of tomorrow today' competition 2020
- Collaborated with Orangebox on a brief of sustainable design and showcased at Clark & Well 2019
- Exhibited a print at St. Fagan's National Museum of history 2019.
- Shortlisted for the Idott 'inspiring designers of tomorrow today' competition 2018

VISIONS in *Repeat*

Emily Boyce Textile Designer

WORK EXPERIENCE

2020 Entered the Idott competiton

Designed a number of prints in collaboration with Col & Son

2019 PEACOCKS HQ

Designing prints digitally through Mac/ wacom and Photoshop for their 'Pioneer SS/20' collection.

2019 ORANGEBOX AND CLARK & WELL

Designing a stool cover by reusing the waste from ornagebox HQ.

2019 Showcased a print at St. Fagans Museum of national history

Designed a print by re imaging the archive.

EDUCATION

2020 UNIVERSIT OF WALES TRINITY ST. DAVID

2017 COLEG-Y-CYMOEDD

2015 PONTYPRIDD HIGH SCHOOL

SKILLS

ADOBE PHOTOSHOP
WORK IN A TEAM
PRINT DESIGN
MAC AND PC
TREND RESEARCH
DEVELOPING SKILLS IN SCREEN
INDEPENDENT WORKER

PROFILE

Hello! I'm Emily and I am currently studying BA hons Surface pattern design at University of Wales Trinity St. David, graduating June 2020. I have excellent communication skills developed through my time working in a studio environment which I believe has helped shape me in becoming the designer I am today. I am able to work independently and as part of a team. I take initiative within set briefs and work well under pressure. I am looking to acheive more experience to grow my skillset and abilities.

QUALIFICATIONS

2020 BA (HONS) SURFACE PATTERN DESIGN

2017 BTEC ART AND DESIGN LEVEL 3 EXTENDED DIPLOMA

CONTACT

S.Wales

07817271556

emilyboyce588@gmail.com

@visionsinrepeat

VISIONS in *Repeat*

Emily Boyce Textile Designer

WORK EXPERIENCE

2020 Entered the Idott Competiton

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2017 COLEG-Y-CYMOEDD

2015 PONTYPRIDD HIGH SCHOOL

SKILLS

ADOBE PHOTOSHOP
WORK IN A TEAM
PRINT DESIGN
MAC AND PC
TREND RESEARCH
DEVELOPING SKILLS IN SCREEN
INDEPENDENT WORKER

PROFILE

Hello! I'm Emily and I am currently studying BA (Hons) Surface Pattern Design at University of Wales Trinity St. David, graduating June 2020. I have excellent communication skills developed through my time working in a studio environment, which I believe has helped shape me in becoming the designer I am today. I am able to work independently and as part of a team. I take initiative within set briefs and work well under pressure. I am looking to achieve more experience to grow my skillset and abilities.

QUALIFICATIONS

2020 BA (HONS) SURFACE PATTERN DESIGN

2017 BTEC ART AND DESIGN LEVEL 3 EXTENDED DIPLOMA

CONTACT

S.Wales

07817271556

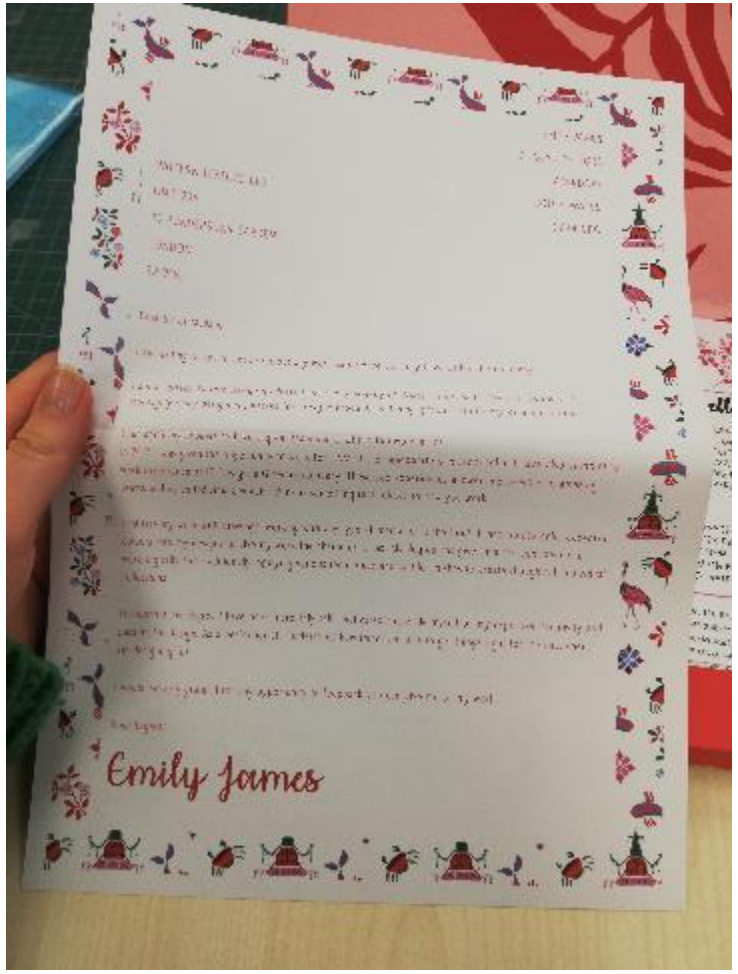
visionsinrepeat@outlook.com

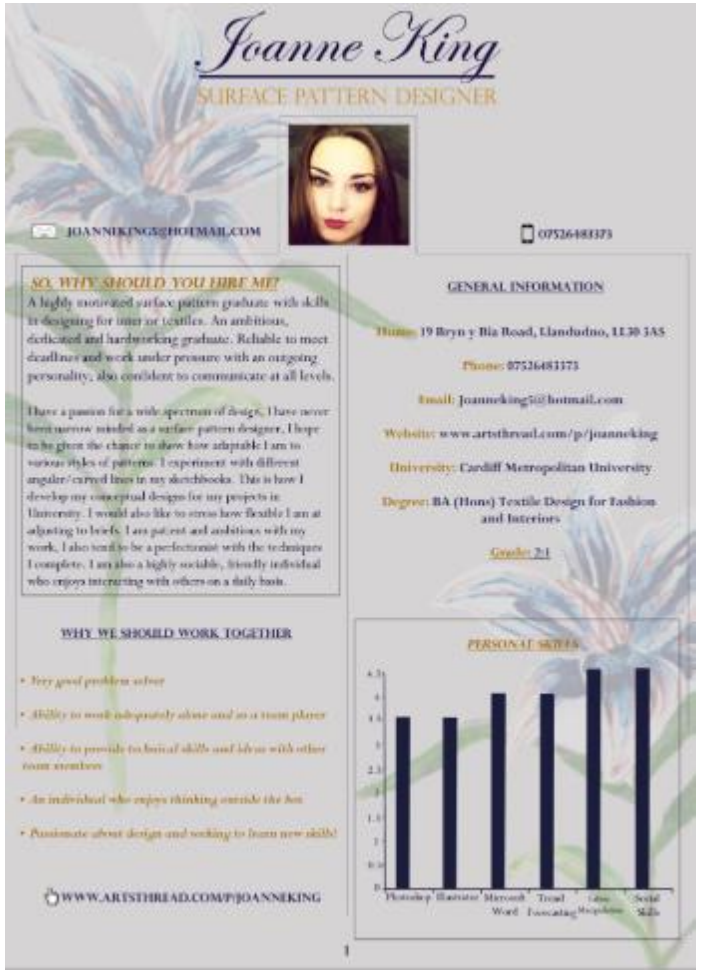
@visionsinrepeat

Emily Boyce

Textile Designer

TELEPHONE: 07817271556
EMAIL: VISIONSINREPEAT@OUTLOOK.COM
INSTAGRAM: @VISIONSINREPEAT
WEBSITE:HTTPS://VISIONSINREPEAT.WIXSITE.COM/WEBSITE





Joanne King

SURFACE PATTERN DESIGNER

JOANNEKING5@HOTMAIL.COM

07526483173

SO, WHY SHOULD YOU HIRE ME?

A highly motivated surface pattern graduate with skills in designing for inner or textiles. An ambitious, dedicated and hardworking graduate. Reliable to meet deadlines and work under pressure with an outgoing personality, also confident to communicate at all levels.

Have a passion for a wide spectrum of design, I have never been narrow minded as a surface pattern designer. I hope to be given the chance to show how adaptable I am to various styles of patterns. I experiment with different angular/curved lines in my sketchbooks. This is how I develop my conceptual designs for my projects in University. I would also like to cross how flexible I am at adjusting to briefs. I am patient and ambitious with my work, I also tend to be a perfectionist with the techniques I complete. I am also a highly sociable, friendly individual who enjoys interacting with others on a daily basis.

WHY WE SHOULD WORK TOGETHER

- *Very good problem solver*
- *Ability to work independently alone and as a team player*
- *Ability to provide technical skills and ideas with other team members*
- *An individual who enjoys thinking outside the box*
- *Passionate about design and seeking to learn new skills!*

WWW.ARTSTHREAD.COM/P/JOANNEKING

GENERAL INFORMATION

Home: 19 Bryn y Bia Road, Llandudno, LL30 1AS

Phone: 07526483173

Email: Joanneking5@hotmail.com

Website: www.artsthread.com/p/joanneking

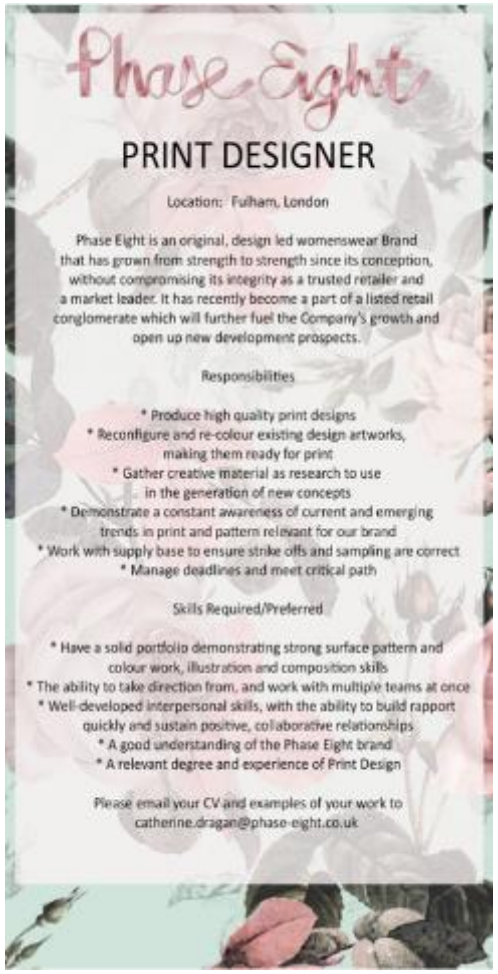
University: Cardiff Metropolitan University

Degree: BA (Hons) Textile Design for Fashion and Interiors

Grade: 2:1

PERSONAL SKILLS

1



Phase Eight

PRINT DESIGNER

Location: Fulham, London

Phase Eight is an original, design led womenswear Brand that has grown from strength to strength since its conception, without compromising its integrity as a trusted retailer and a market leader. It has recently become a part of a listed retail conglomerate which will further fuel the Company's growth and open up new development prospects.

Responsibilities

* Produce high quality print designs
* Reconfigure and re-colour existing design artworks, making them ready for print
* Gather creative material as research to use in the generation of new concepts
* Demonstrate a constant awareness of current and emerging trends in print and pattern relevant for our brand
* Work with supply base to ensure strike offs and sampling are correct
* Manage deadlines and meet critical path

Skills Required/Preferred

* Have a solid portfolio demonstrating strong surface pattern and colour work, illustration and composition skills
* The ability to take direction from, and work with multiple teams at once
* Well-developed interpersonal skills, with the ability to build rapport quickly and sustain positive, collaborative relationships
* A good understanding of the Phase Eight brand
* A relevant degree and experience of Print Design

Please email your CV and examples of your work to catherine.dragan@phase-eight.co.uk

JOSEPHINE STANFORD

INTERIOR DESIGNER

PROFILE

Interior designers make interior spaces functional, safe, and beautiful by determining space requirements and selecting decorative items, such as colors, lighting, and materials.

CONTACT

(04) 298 1092 2094
+76 209 2094 1092
josephinestanfordaemail.com
www.josephinestanford.com
San Francisco

WORK EXPERIENCE

INTERIOR DESIGNER

Feb 2015 - Dec 2014
Garner Architectural & Interior Design

- Planned, designed, and furnished residential properties to create unique living spaces.
- Met with clients to establish decor needs and used AutoCAD to create custom project proposals in alignment with client budget, tastes, and timeframes.
- Followed changes in industry trends and changing styles.

INTERIOR DESIGN INTERN

Feb 2015 - Dec 2014
Sunny Side Interiors

- Assisted sales representative maintain showroom library and helped manage extensive fabric line.
- Ordered and put away missing samples, updated textile binders, mailed samples to clients, and interfaced with clients to recommend fabric selections.

SKILLS

- Basic Graphic Design
- Pattern Making
- Textile Design
- Branding
- Colour Palette Picking
- Material Sourcing

COMPUTER SKILLS

- AutoCAD
- Adobe Photoshop
- Adobe InDesign
- Microsoft Office Suite
- Specs
- Sketch Up

Surface Pattern Designer

Jerseytex is currently looking for a highly motivated and creative print designer to join the print department working across all areas of graphic design for various well-known brands.

We are looking for a full time member of staff with the right skill set to help support the design team and push the department forward.

Applications without a CV and portfolio will not be considered.

Candidate will be responsible for:

- Researching trends and directions for print ranges
- Assisting with the development of the print portfolio
- Assisting with recolouring and putting prints into repeat tiles
- Responding to customer briefs

You should:

- Be extremely organized and dependable
- Be creative with a strong commercial handwriting
- Be methodical with a keen eye for detail
- Be organised and dependable
- Be able to work well within a small team.
- Have a good knowledge of Adobe Photoshop and Illustrator.
- Have a keen interest in Textiles, Fabric, Colour and Design.
- Be pro-active and able to multi-task well with excellent communication skills.
- Be able to work well under pressure.

This is a great opportunity to join a growing department in an established and well connected company supplying many brands on the High Street.

To apply please contact
Jessica:
Design@jerseytex.net

JEN HAWKINS

VISUAL ARTIST

PERSONAL PROFILE

Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas in order to help brands/clients increase their sales.

CONTACT

5121 Downtown Hills Avenue,
San Diego, California

timstuart@gmail.com

872-871-9271

EDUCATION

San Diego University
BA in Multimedia Arts, 2019

SKILLS

- Exceptional communication and networking skills
- Successful working in a team environment, as well as independently
- The ability to work under pressure and multi-task
- The ability to follow instructions and deliver quality results

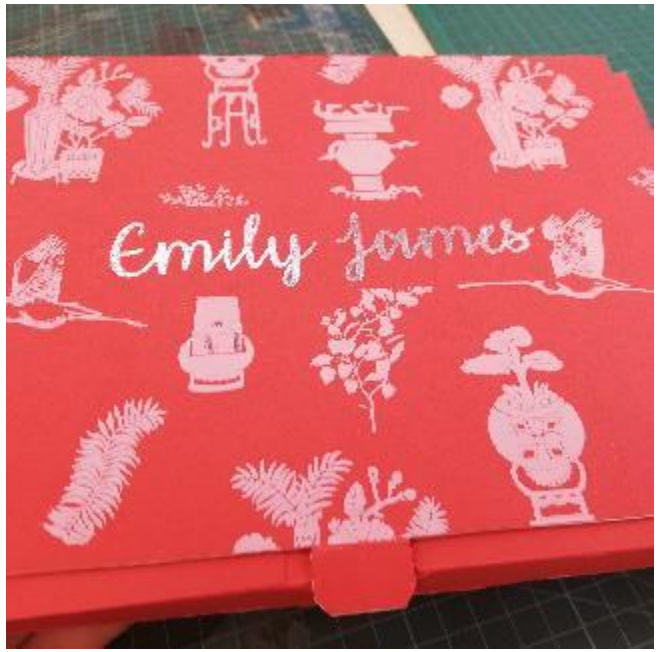
WORK EXPERIENCE

13 Monkeys, Senior Designer | 2020 - present

- Sourced and selected textiles
- Digitally cleaned up the illustrators' sketches
- Created initial patterns for the 2021 collection
- Assisted manager with overall art direction
- Mentored the younger designers

World Mark, Design Intern | 2019

- Researched upcoming trends
- Collaborated with illustrators to create designs
- Selected textiles, cottons, and other materials
- Provided bi-monthly status reports on the team using presentations


Emily James

Georgia Rose
Surface Pattern Design

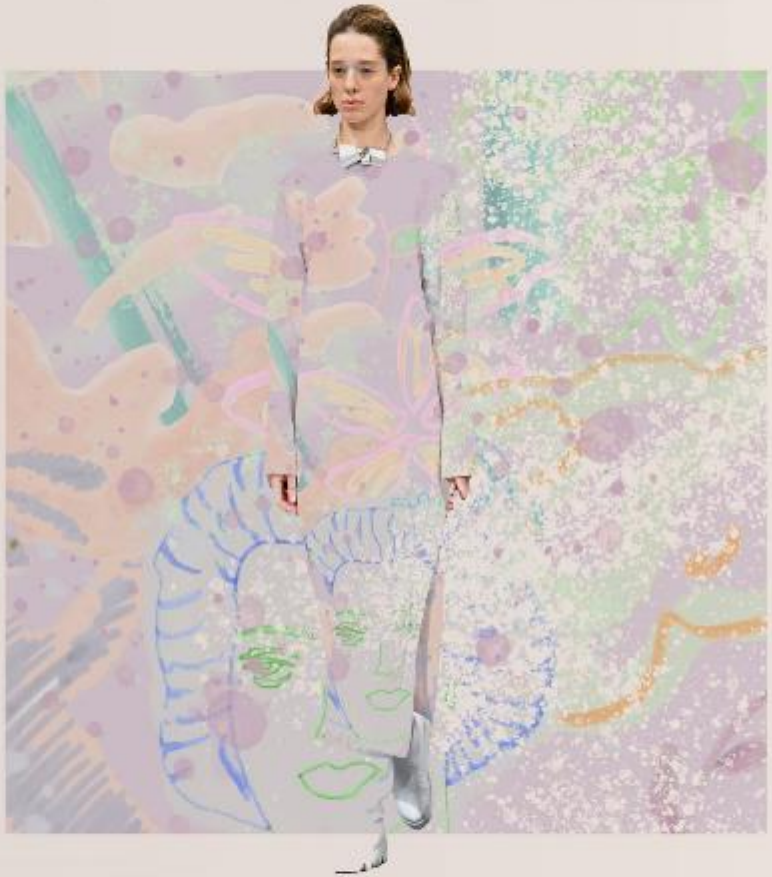
Press pack link using Adobe Spark

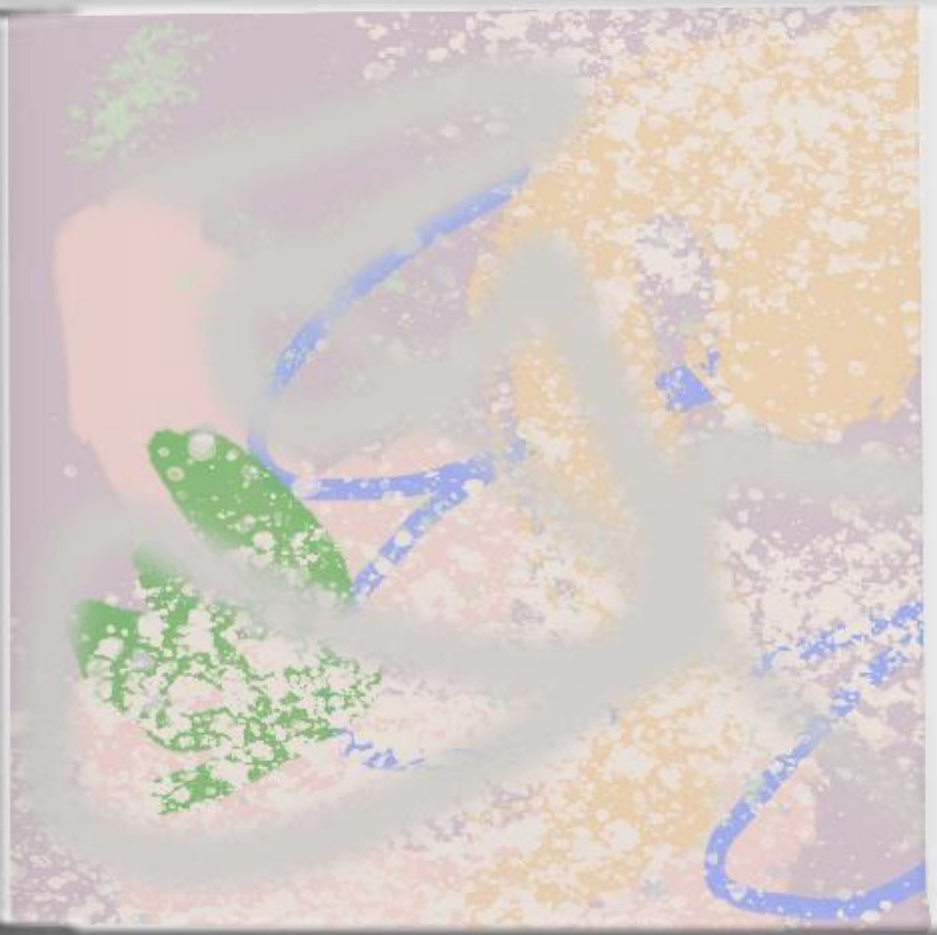
https://spark.adobe.com/page/Q9sQvWoFOuEkk/

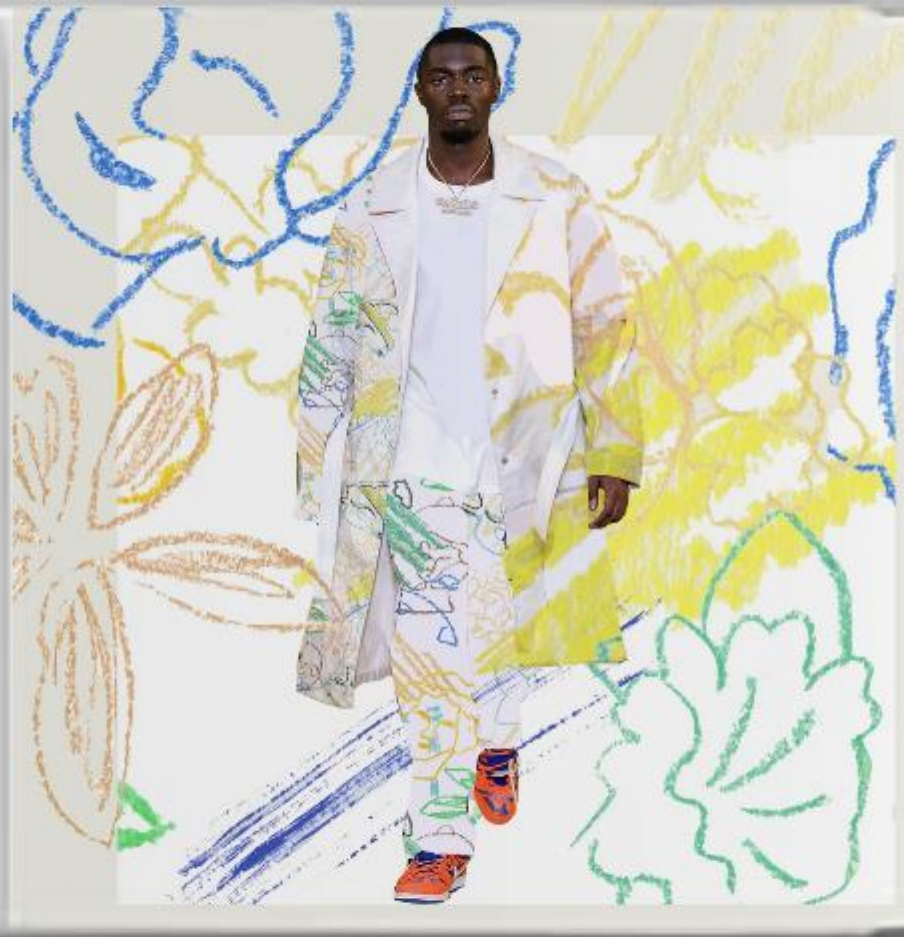
Blogposts:
https://visionsinrepeat.wixsite.com/website/blog (one on Idott and major)

VISIONS in Repeat

Textile design By Emily Boyce







MONKI

That's it, that's the Lazy Loop.

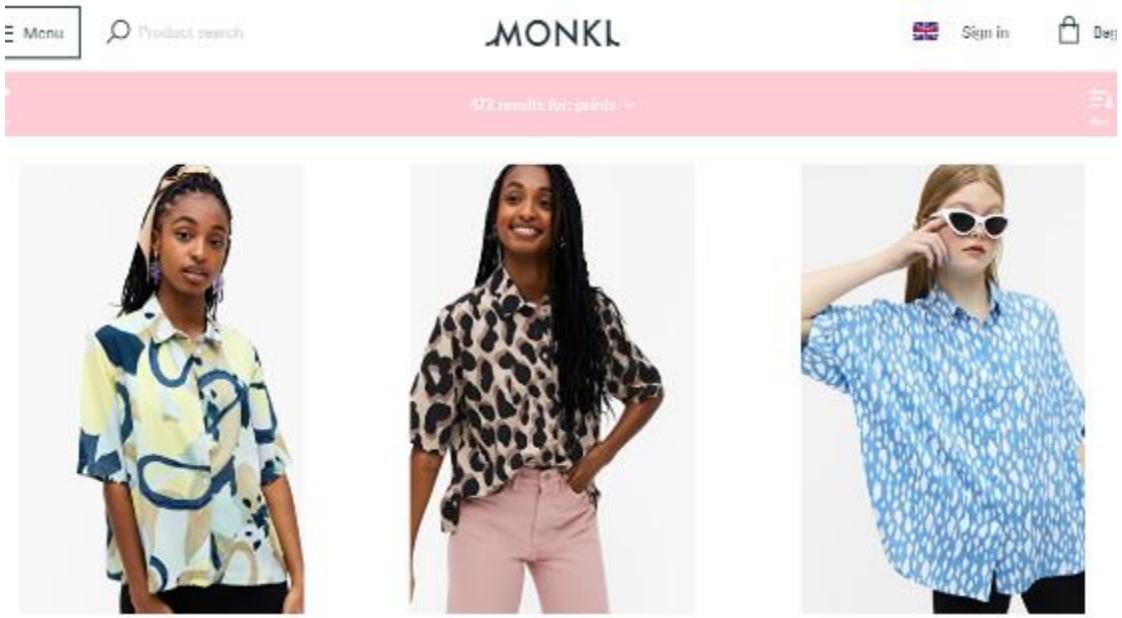
But wait, there's more

Did you know that 100% of our cotton will be sustainably sourced, forever? It's true! One small step towards our goal to use only recycled or other sustainably sourced materials by 2030. But Monki Cares is more than just sustainable materials, it's about looking at how we can make our whole business more sustainable.

This is why we're committed to using better materials, why ALL our stores offer garment and textile recycling, why all our stores and offices are powered by renewable energy and, why we're aiming to become climate positive throughout our entire value chain by 2040.

Here we'll explain more about our goals, commitments, policies and partnerships. We're in this for the long-haul so we'll be updating this as we go. Stay tuned.

If you've any questions about what we do, then send us a mail at monkicares@monki.com.



WELCOME TO COLLUSION

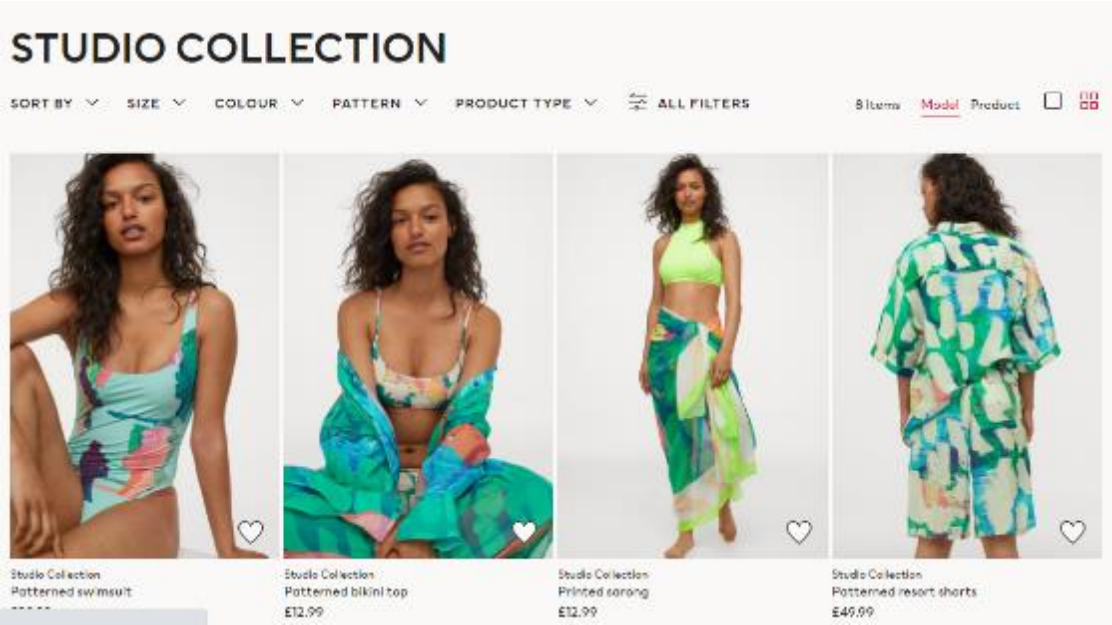
This brand is for the coming age, shaped by, and for an audience who demand something different from fashion. For the last year, six collaborators — students, stylists, activists, image-makers and authors — have taken our label to places it could never have gone alone.

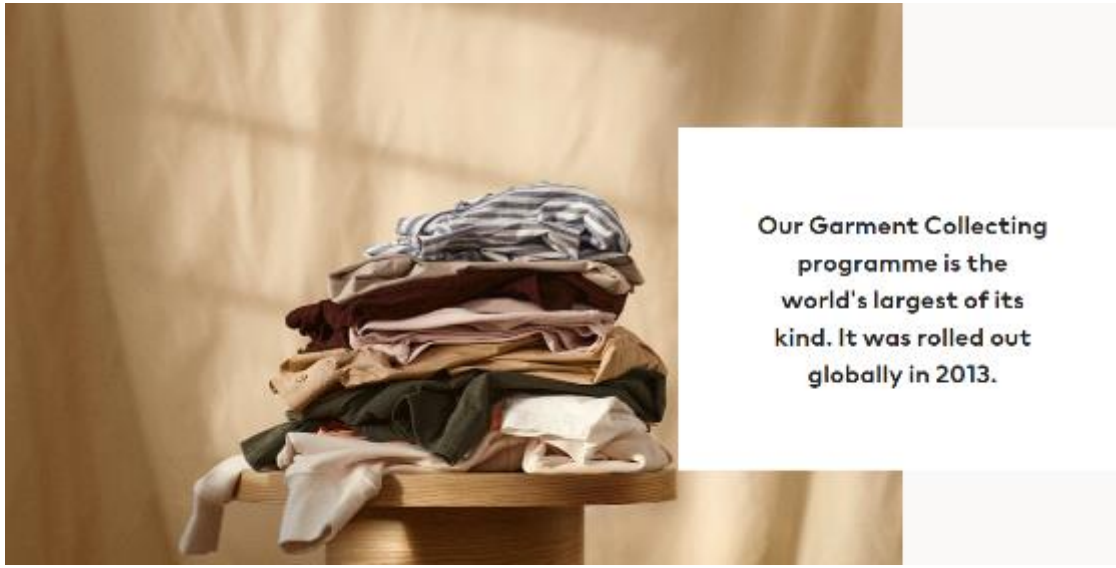
COLLUSION will constantly evolve, being as inclusive, collaborative and experimental as possible. Each year, we'll bring in more creatives from our audience to work with, continuously reimagining and reshaping what COLLUSION could be.

We also stick to our principles — ones that we think you might have too. COLLUSION is animal-free and the majority of our cotton is sustainably sourced. Our sizing is inclusive. We're unafraid to demand something different. We believe in collaboration. And we believe in making clothes that celebrate the people who wear them.

COLLUSION is exclusive to ASOS.

Stay updated: @collusionstudios


STUDIO COLLECTION
SORT BY
SIZE
COLOUR
PATTERN
PRODUCT TYPE
ALL FILTERS
8 Items
Model
Product
Studio Collection
Patterned swimsuit
Studio Collection
Patterned bikini top
£12.99
Studio Collection
Printed sarong
£12.99
Studio Collection
Patterned resort shorts
£49.99


Our Garment Collecting programme is the world's largest of its kind. It was rolled out globally in 2013.

OUR VISION

At RIXO our vision is to create vintage inspired one-off pieces for the modern woman to wear with confidence, on multiple occasions for multiple uses, to feel the best version of herself. The founders love nothing more that seeing their global #HumansOfRixo styling designs in their own way, be it with trainers or heels, on a beach or in the city! Since the launch of the first hand painted print in 2015 by the founders themselves, unique prints play a large part of the RIXO range.

No piece is mass produced and our family run, small suppliers are very close to the girls, both personally and professionally.

INSPIRATION

Inspiration is everywhere for both founders, Henrietta and Orlagh.

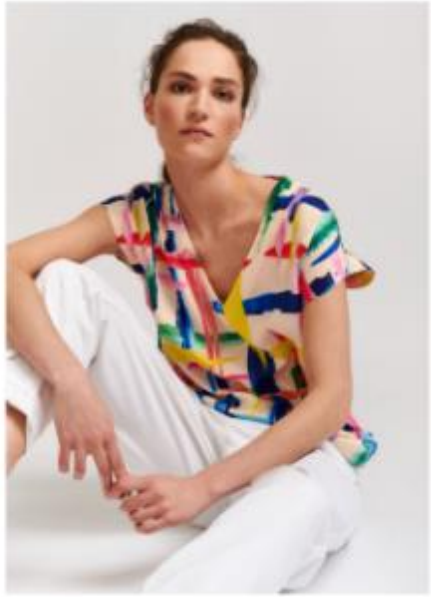
They get goosebumps and a thrill of excitement when they are at vintage fairs, flea markets, charity shops and auctions together! The girls are both so passionate about vintage clothing, styling, imagery that some might say they are borderline hoarders, as they travel the world together and always make time for vintage trawling endlessly. Since setting up, they have always styled RIXO pieces on shoots with their very own vintage collection and have now expanded this into RIXO accessories.

Essentiel Antwerp stands for refreshing, offbeat & luxurious fashion, renowned for its graphic or floral prints and trendy mixes of color. The rich and unique collections are designed to provoke an emotional response. As a brand **Essentiel Antwerp** shares a powerful message of love, fun, and colorful surprises.

Multicolored graphic striped midi skirt
€175.00

Multicolored graphic striped belted midi dress
€245.00

Multicolored graphic striped shirt dress
€245.00



Multicolored graphic striped top
€145.00

Bershka (Spanish: [ˈberʃka, ˈberska]) is a clothing retailer company. ... The company was created in April 1998 as a new store and fashion concept, aimed at a young target market. It now has over 1000 stores in 71 countries around the world. The sales made from **Bershka** represent 10% of the Inditex group.

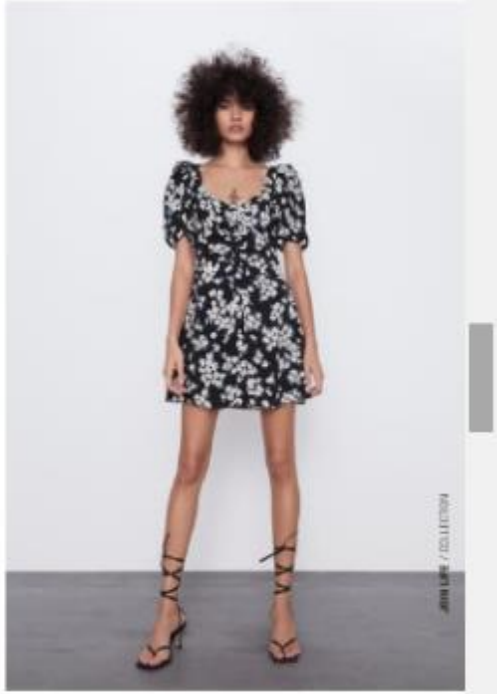
Parent: Inditex

Divisions: Bershka Diseño; Berksha Logística

Number of locations: 1006 stores

Stradivarius captures the essence of youthful creativity. ... Originally a family-owned women's fashion brand, **Stradivarius** joined Inditex in 1999 and within a year entered three new international markets. Within a decade it opened its 500th store.

Zara is one of the world's largest international fashion companies . It belongs to **Inditex**, the world's biggest fashion group. **Zara** is a Spanish clothing retailer based in Galicia, Spain. Founded by Amancio Ortega in 1975, it is the flagship chain store of the **Inditex** group, the world's largest apparel retailer.



Paul Smith

Search

COMPANY HISTORY

Paul Smith is Britain's foremost designer.
He is renowned for his creative aesthetic, which combines tradition and modernity.

Reaffirming the values that Paul set down in 1970, 'classic with a twist' remains the guiding principle of the company.

Paul's saying, that 'you can find inspiration in everything', means that references are eclectic, coming from high art and everyday life. Each Paul Smith design is underpinned by a dry British sense of humour: quirky but not frivolous, eccentric but not silly.

Happily positioned between high fashion and formalwear, while taking reference from both, Paul Smith has always been proud to stand apart.

PRIVACY

LIVE

The History of Lazy Oaf

Read More

Illustrator and designer Gemma Shiel, 37, is the creative mastermind behind independent British street wear label Lazy Oaf. Founding the brand straight out of University in 2001, Gemma has taken Lazy Oaf from a stall in Spitalfields and hand printing t-shirts in her Dad's garage, to a flagship boutique in London's Soho, a hugely successful web store and over 250 stockists worldwide - having grown the company with no outside investment.

Led by Gemma, Lazy Oaf focuses on driving irreverence into everything it does - creating pieces that play on the brand's warped sense of humour. Her attitude of poking fun and not taking anything too seriously is carried through the whole design ethos, continually inspired by youth nostalgia, teenage rebellion and a sense of apathy towards conforming to the norm.

In addition to seasonal collections, Gemma has steered Lazy Oaf to work on special collaboration projects with some of her favourite artists and creatives - from YouTube phenomena Don't Hug Me I'm Scared and other independent brands (Poppy Lissiman, JuJu Shoes) to high concept collaborations with the likes of DC Comics, Warner Brothers and Dreamworks (Batman, Looney Tunes, Garfield and Casper)

ABOUT

ALEXACHUNG is a fashion brand, born in London 2016, the brainchild of Alexa Chung, the human, born in Hampshire, 1983.

With nearly a decade's experience in designing clothes for [redacted] brands, and with the idea of starting her own label warmly incubating in her mind for some time, Alexa decided to take the plunge and launch her namesake [redacted] this year, and so returned