

Professional Promotion

Sara Griffith 1706456

saralleucu@hotmail.com

Instagram - saralleucu_textiles

Linkedin – Sara Lleucu

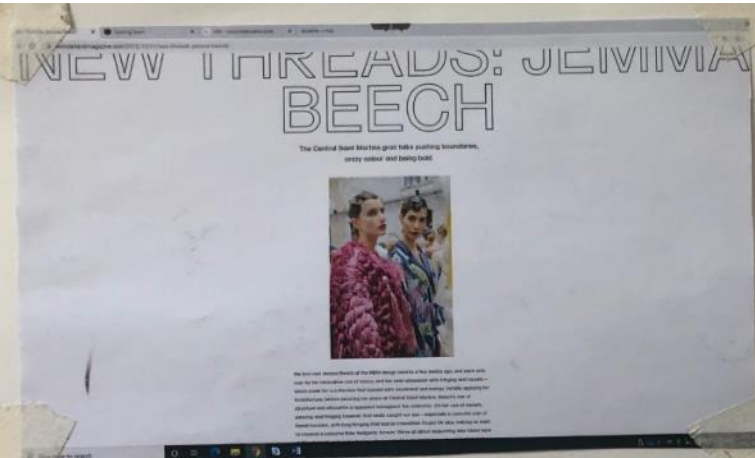
Website – <https://saralleucu.wixsite.com/textiles>



Aspire. Aspiration

A vision of your future

Jemma Beech.



- Pushing boundaries, crazy colours and being bold.
- innovative use of colour
- buzzed with movement and energy
- experimented with knit - versatile
- Likes to be surrounded by buildings and people - London

Vibrant colours inspired by trip to Morocco

rich, deep colours

flashes of brighter colours

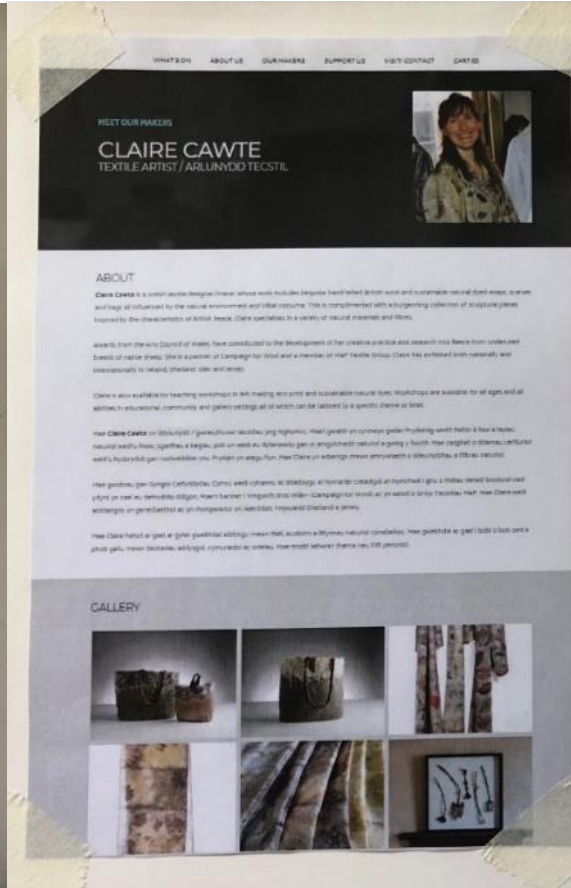
curve and flow

feminine silhouettes

Contrast

Uplift

CLAIRE CAWTE.



- Sustainable design studio handcrafting real British wool into felt cloth art pieces and accessories
- True natural shades
- Developed in an inner-city studio in the heart of Wales.
- Create quality and ethical products that are treasured
- Silk Scarves dyed naturally

- Warmth, luxury and comfort, delicate

- Cultural

Lora Avedian.



Lora Avedian is a London based multidisciplinary artist, who graduated with a Masters in Visual Media Studies from the Royal College of Art in 2017. She depicts elements of narrative through textile and craft processes. Lora uses traditional embroidery and embellishment techniques to make modern artefacts, which look as beautiful on the body as they do on a wall. She focuses slow processes, focusing on short run and bespoke projects.

Lora's work is grounded in history, inspired by antique textiles and folk costumes, she often uses vintage and vintage materials to create her work. Lora has made costume textiles for artists and fashion, through collaborations with companies such as The New Craftsmen, Baskin Centre and Home. She has showcased her work at London Craft Week and London Design Festival. She also runs workshops through-out the year in various locations in a variety of craft techniques.

Lora is represented by The New Craftsmen and shows her work at exhibitions at their May Fair showroom. All pieces are for sale via their website. Find her work [here](#)

For more information and commissions get in touch: hello@loraavedian.com

Follow her on [Instagram](#)

- Multidisciplinary artist
- depicts of narrative through textile and craft processes
- embroidery and embellishment
- body pieces and wear
- inspired by antique textiles

Delicate

embroidery

botanical

contemporary

natural

warmth

Simple

ALIS. KNITS



ALIS. KNITS

ALIS. KNITS

My name is ALIS. I am a young designer and I am currently in London. I started my own business in 2017. I have been working on my brand for 2 years. I have been working on my brand for 2 years. I have been working on my brand for 2 years.

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ALIS. KNITS.

- inspired me because she's a young designer graduated in 2017. - Dream of becoming a full time knitwear and accessory designer

- Passion for colour

- Her aim is to inspire young people to celebrate their differences, thoughts and aspirations

- Be whoever they want to be

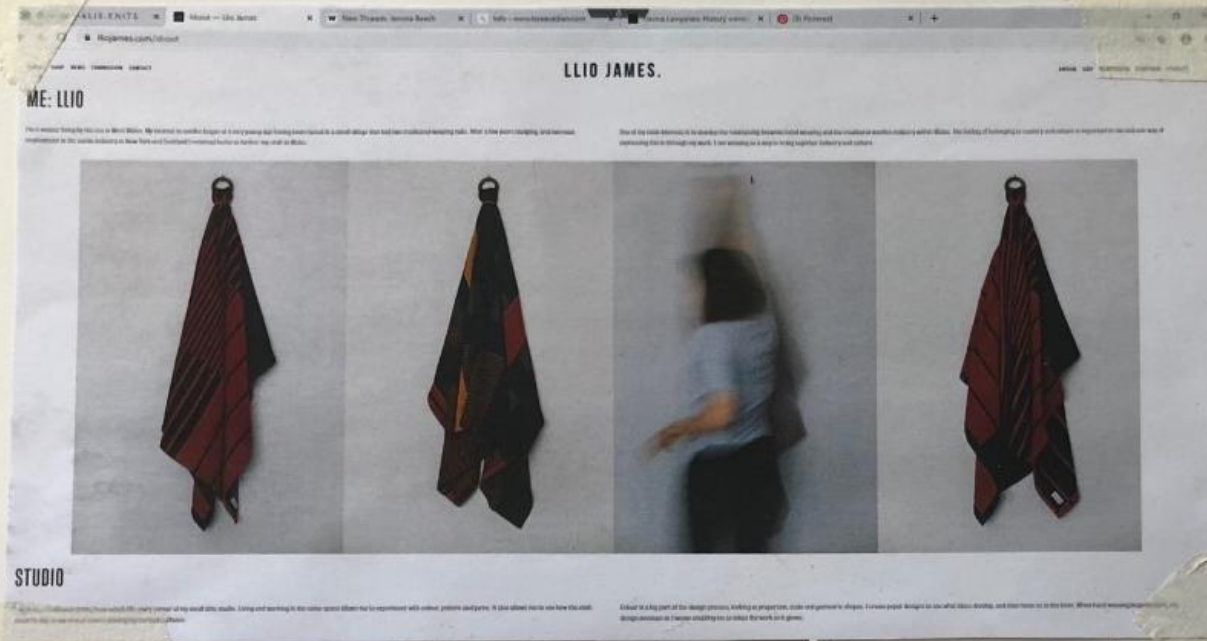
Fashionable

Colour

Using words in her work
- Welsh and English

Young

Trendy but traditional.



ASPIRE. INSPIRATION.
A VISION OF YOUR FUTURE.

Llio James.

- Inspire me with the interest in the traditional woollen industry within Wales.
- 'The feeling of belonging to country and culture is important' to her.
- working with a traditional dobby loom in her studio but goes to a weaving mill close to her home for production.

Colour and pattern is important
- proportion and scale

↓
Bringing together
industry and culture

Bg Scale.

Traditional.

expressing the
importance of
culture and her
home in her work.

culture.

Home.

Belonging.

modern/
contemporary

Name and logo

- For my designer name I have decided to go for Sara Lleucu, as it looks good when it is written and flows better and it's an unique original name.



- For my logo I wanted to use my own hand writing for the initials so that it is authentic, with my name clearly beside it.
- I kept the logo black and white to ensure that it looks professional and sleek.



Initials font - own hand writing
Title of font - RomanC
Body of font - Sara Lleucu



Final logo

- This is my final logo – it is clear and subtle, with my initials in the middle and my name underneath.
- The lined circle makes the logo stand out and be more prominent.
- I recognised that the logo itself to a non welsh speaker possibly appears as the word see, yet what its actual meaning is the initials of my name (sll)
- I did consider whether this was a problem however I have concluded that is actually a talking point and will hopefully endear my designs to a wider audience.



CV and Personal Profile Research



- Name, contact details, educational references and experiences (awards, publications), skills, placement, personal statement to sell yourself.
- Needs to be professional, and show off your designs – visual communication skills
- Sections – blocks, headers, bullet points



My CV and Personal Profile



Sara Lleucu Surface Pattern Designer

An enthusiastic drawer and painter who enjoys experimenting with colour and texture. I always design using inspiration from my natural heritage and the Welsh countryside.

Contact

07896058579
saralleucu@hotmail.com
<https://saralleucu.wixsite.com/textiles>
Instagram: saralleucu_textiles

Skills

Sewing
Hand and Digital embroidery
Screen printing and dyeing
Hand drawing and painting
Adobe Creative Suite (Illustrator and Photoshop) and Microsoft Office

Education

BA Hons Surface Pattern Design 2020
Swansea College of Art
University of Wales Trinity St David

A levels - Penweddig School 2017
BTEC Agriculture A*
Art B

Photography B
Welsh Bacc B

GCSEs - Penweddig School 2015
Art & Design A
Welsh First Language A
Welsh Literature A
English Language C
English Literature C

Live Briefs

Orangebox Smartworking - Stool
Design 2019
SDC Colour and the Universe - Fashion
Garment 2020

Work Experience

Needle and Thread Ltd, London 2019
Creating dress samples

Betsan Jane Design & Alterations
Aberystwyth 2019
Designing print patterns

Harriet Chapman Designs
Aberaeron 2019
Produced a collection of fabric purses

Exhibitions & Awards

Exhibited at Cinema & Co, Swansea
2019
2020 Print exhibition, Creative Bubble
Swansea
Runner up Tea Towel Competition for
National Wool Museum, Wales 2018
Exhibited at St Fagans National
Museum of Wales, Cardiff 2019

Award for Commitment to the Welsh
Language and Visual Culture 2020,
Swansea College of Art

Letter to Needle and Thread

Ty Cart
~~Argoed~~
~~Llangwryfon~~
Aberystwyth
Ceredigion
SY23 4SW
saralleucu@hotmail.com

12 May 2020

Needle and Thread Ltd
18-21 Corsham St,
Hoxton,
London N1 6DR

Dear Sir/Madam

I wish to apply for the internship being offered at Needle & Thread Ltd to work in your London-based Design Department.

My BA Hons in Surface Pattern Design will come to an end in June 2020 and I hope to graduate with a high Honours degree. Throughout my three years of study I have excelled in print design for fashion and have developed high level skills in stitching, Photoshop and hand embroidery. I was fortunate enough to have secured two separate one-week work placements at your London studios during August 2019 and January of this year. These remarkable placements made me realise how exciting and rewarding working in a cutting-edge fashion market for such a well-respected brand who takes both its social and environmental responsibilities seriously can be. During my time with you I thoroughly enjoyed working on making delicate and unique dress samples, preparing the handmade swatches and both cutting and measuring for design templates.

During my final year at Swansea College of Art, Trinity St David University, I have also had experience of working in a dressmaking and alterations business where I helped develop the owner's own design pattern fabrics. I was also lucky enough to use my Photoshop and design skills to create a number of individual and unique fabric designs for a local independent boutique and am very proud of this commissioning.

My ambition is to work within the fast moving and exciting fashion industry to gain experience on the national stage before ultimately setting up my own design label and promoting and developing my own business. I am a quietly confident and motivated individual who is not afraid of hard work. I enjoy a challenge and am always resilient and determined to achieve to the highest standard.

I am eager to show you my design skills and hope that I would be able to add value to your company and would gratefully appreciate this sought-after opportunity to take up an internship with you.

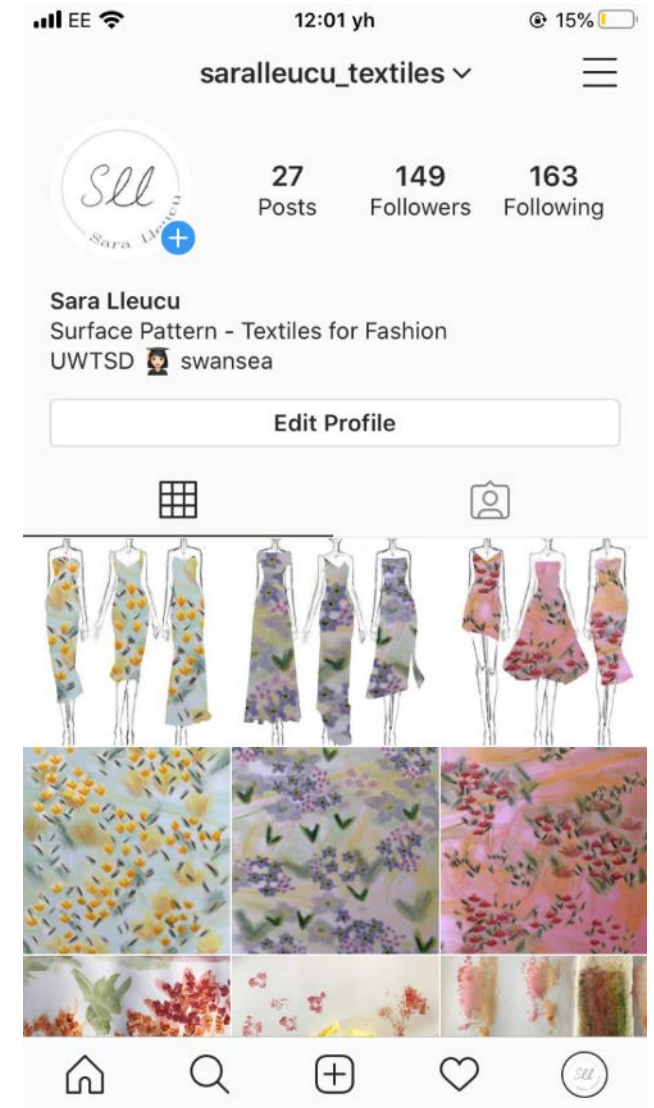
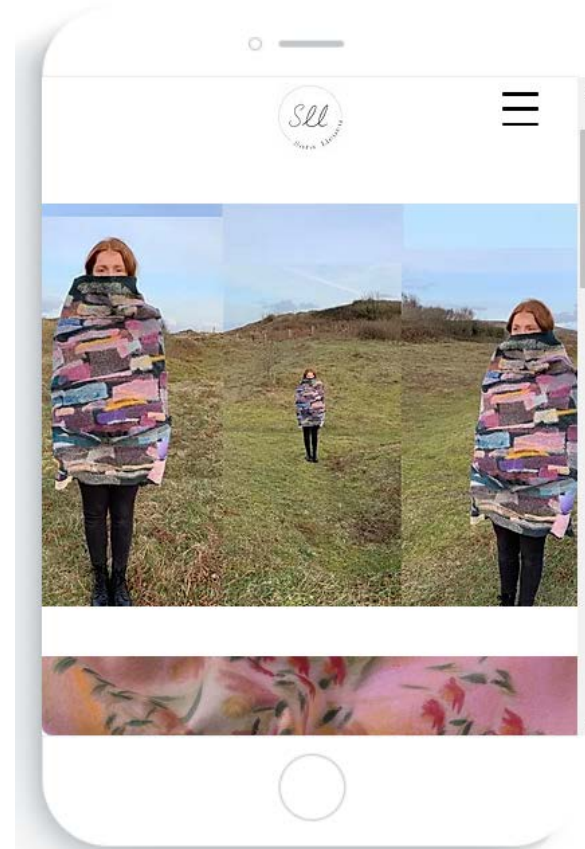
I look forward to hearing from you.

Yours faithfully

Sara Griffith

My website, linkedin and Instagram

- saralleucu@hotmail.com
- Instagram - saralleucu_textiles
- LinkedIn – Sara Lleucu
- Wix Website – <https://saralleucu.wixsite.com/textiles>



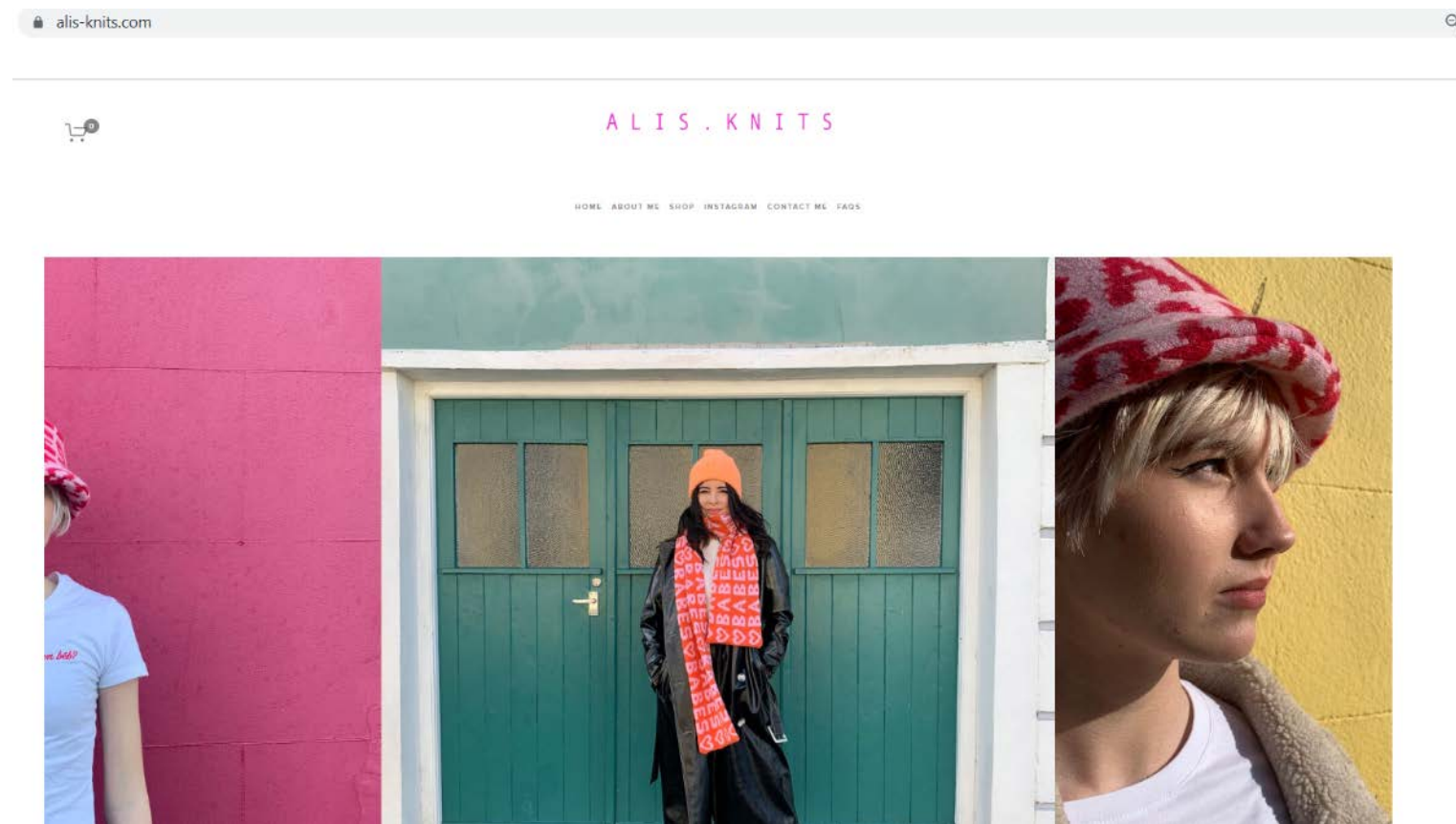
Instagram and Linked in weekly plan for the next 3 months

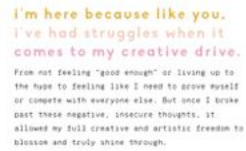
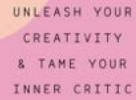
- Monday – Photos of drawing
- Tuesday – Sharing other accounts
- Wednesday – Photos of paintings
- Thursday – Advertising/sharing on stories
- Friday – Developed on Photoshop/samples
- Saturday – Visualisations
- Sunday – Plan photos ahead for the week



Website research and ideas

- Logo/name
- What type of designer are you – Surface Pattern Designer
- Photos
- Paragraph about you and your work and what inspires you
- Contact details
- Blog





SEE MY JOURNEY

100% FREE • NO ADS • NO TRACKING

[illegible]

MONDAY *Free Fall* ON REPEAT **bungalow.**

中国地质大学
北京地质工程研究所
北京地质研究所
中国地质大学 中国地质大学

POSITANO

[illegible]

KIND WORDS FROM OUR CLIENTS

HOLEY B.

⁴Once you experience Juniper you'll never go anywhere else. It is truly a special gem. Leah and the rest of the team are so kind, giving and meticulous when it comes to serving their guests. I have been a dedicated Juniper client since its inception. Everything is catered to individual needs from customized facials, one of a kind nail artistry to the tea they provide upon arrival. It is a truly relaxing and therapeutic experience unlike any other.⁵

Enjoy the Juniper
difference

BOOK REVIEW

Be our online friend—won't you?

most recent posts

(the latest from the blog)



music gallery



• **Start** for your words



My website

- In my website I have included:
- Home - which has a few photos of my work
- About - this tells the audience who I am and what I like to do in my work
- Gallery – which shows 2 different projects that I found good to show off on my website.
- Blog – showing my development through major project
- Contact – has my email address, mobile phone number and two links to linkedin and Instagram
- I have also done my website bilingual



[Home](#) [About](#) [Gallery](#) [Contact](#)

sara lleucu

Living in rural West Wales, the beauty of the Welsh landscape has always given me inspiration and enthusiasm for my designs. Walking the fields of my family farm, I'm enthused by the hidden and delicate charms of all aspects of the nature that comforts and surrounds me.

From a young age, my home has been of great importance to me. It has given me direction to create designs for contemporary fashion, showing my interest in a subtle and elegant way.

Mae byw yng Ngogledd Cymru i'w ddiwedd, ag harddwch cefn gwlad wedi tanio fy ysbrydoliaeth a'm brwdfrydedd tuag at fy ngwaith cynllunio. Wrth gerdded cacau y fferm deuluol cafwy nghyfareddu gan holl agweddau byd natur sy'n cwmhysu.

Ers bod yn blentyn mae fy nghartref wedi bod yn dra barysig i mi. Yma ces yr arwiliad i greu cynlluniau modern ar gyfer ffasiwn - hyn i gyd yn dangos fy niddordeb mewn dull cyfrin cyfoes iawn.



saralleucu@hotmail.com

07896058579



Business Card research and ideas



Business cards from New Designers



First idea for Business card

On the front of the card I have put my logo on the front so it's easy for the customers to know which card is mine.



At the back I've put my email, Instagram and website with the logos by them so it's easy to find.



Final Business Card

My first business card didn't look as good as I wanted. It wasn't clear enough and my designs looked blurry, which is not good for advertising.



Press Packs – Research and Understanding

Something
you
came up
for
yourself

5 examples/observations of successful innovation	What makes them successful
Rebecca Kate	visualisations, physical material and easy to handle.
Catrin Jones	compact in a small box with everything in - larger cut samples
Heather Fox	Simple effective logo. Book showing all work.
Hannah Beniamaus	very good press pack with samples clear.
Victoria Wayman	Design suits the context - childrens career - indeed said a childrens book.
5 examples/observations of unsuccessful innovation	What makes them unsuccessful
Catrin Jones	CV as a concertina
Noomi France	Too much postcards, CD? - people don't have time to look at.
Emily Kimber	flimsy design in fabric with only one sample.
Jasmine Violet	concertina stuck to the box. Not showing off her work enough.
Jess Hill	Box too small
5 examples/observations of successful design	What makes them successful
Rhiannon James	used her own design as a bag to keep everything in.
Gemma Mayes	CV clear with header as her design.
Emily O'Grady	One big sample design in a boxed envelope.
5 examples/observations of unsuccessful design	What makes them unsuccessful
Rachel Black - CV not clear	CV not clear - same design as the letters, doesn't show a range of designs
Rebecca Kate	no CV or cards, info personal information not clear at the start

Research and Understanding Press Packs

Clairie Small	Plain, easily overlooked not readable.
Heather Fox	Plain exterior - would get lost.
Short list 5 applicants for interview	What gives you confidence in this applicant?
Heather Fox.	
Victoria Wayman.	

Press Pack ideas



Simple

Modern

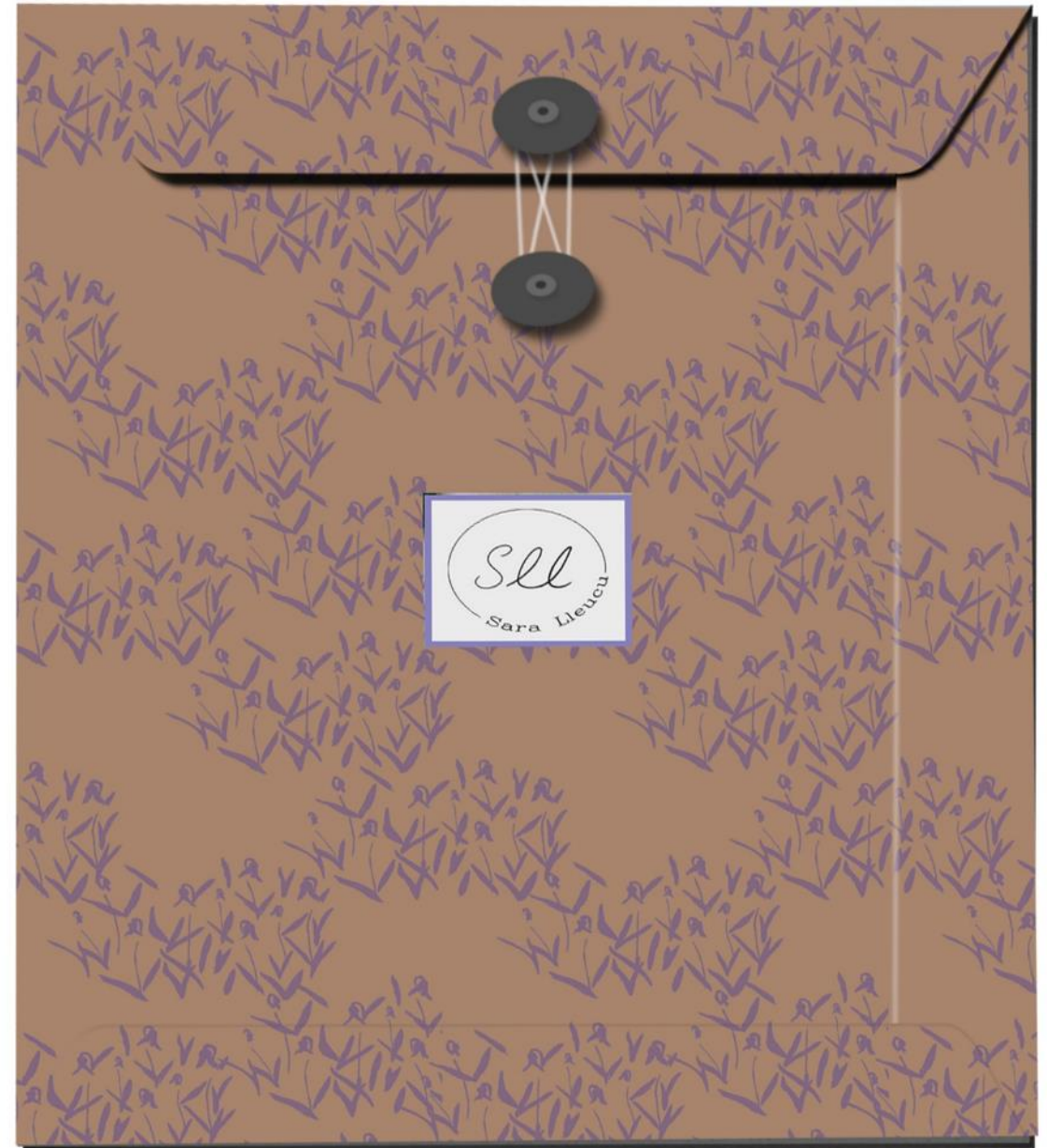
Stand out



My Press Pack

For my press pack design, I decided that it would be a thick envelope that fits an A4 so that my CV slides in perfectly. I want it to be thick so that my visualisation book, business card and samples fit in too.

I would be cardboard with my print printed on top so it's simple but effective, with my logo in the middle.



Sara Lleucu
Surface Pattern Designer

An enthusiastic drawer and painter who enjoys experimenting with colour and texture. I always design using inspiration from my natural heritage and the Welsh countryside.

Contact

01860585730
sara.leucu@hotmail.com
<http://sara.leucu.wales.co.uk/textiles>
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Live Briefs

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DARKIDE

Visualisations and samples for press pack

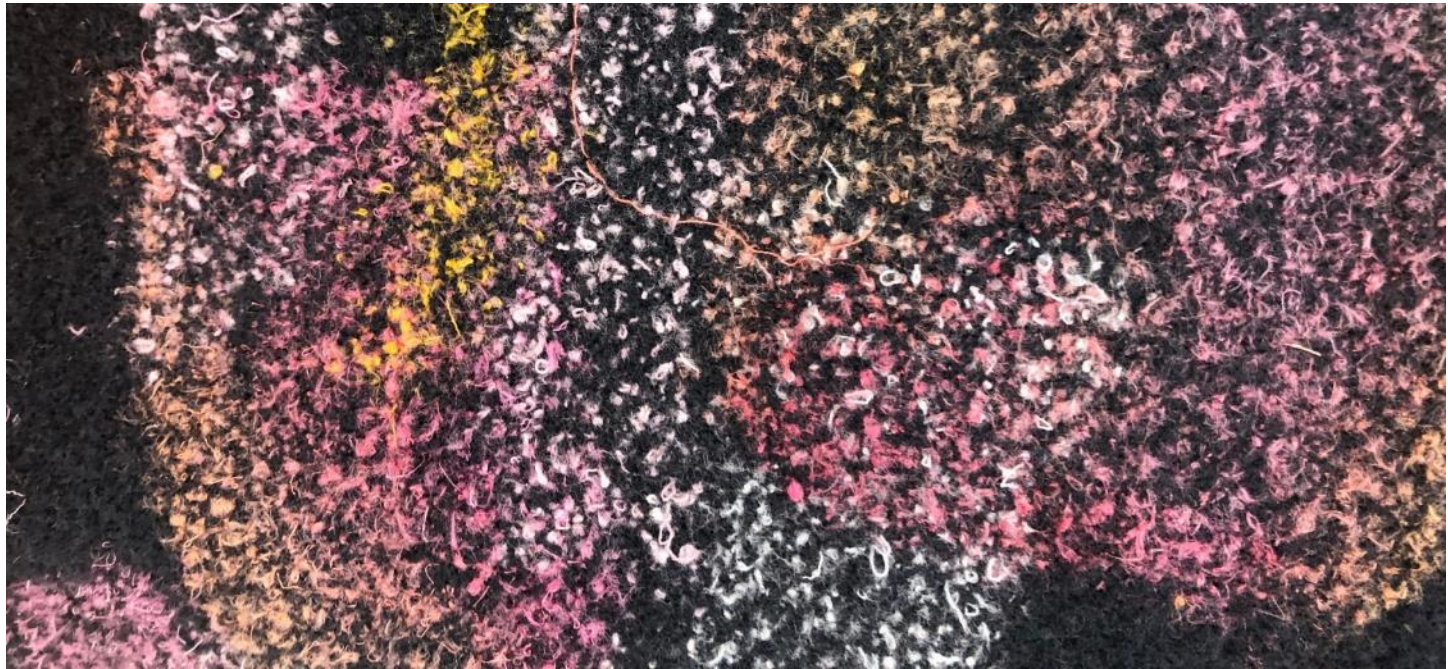
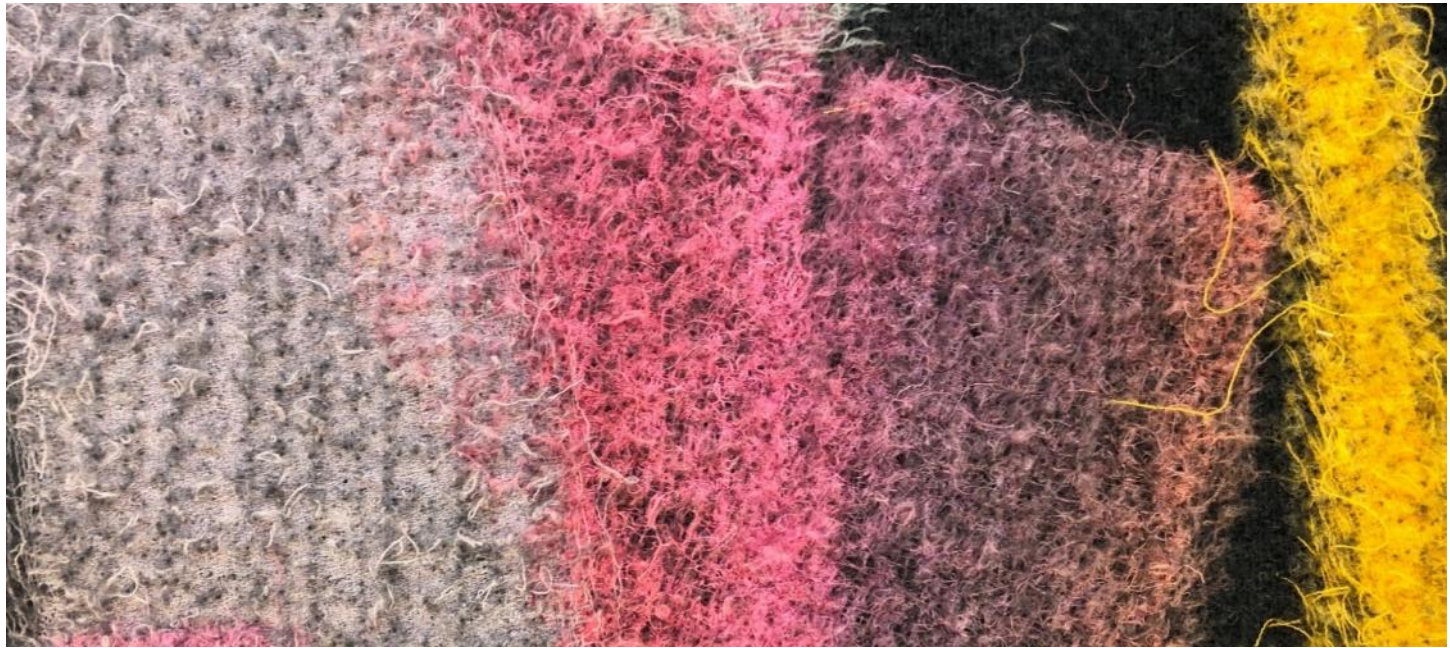
I will be printing out a visualisation of my designs on different styles of dress to show my ideas and what I can do. This would be the layout onto one piece of card, so it's simple and quick to look at but also effective. The size of card would be an A5 so it fits perfectly into the box.



Width – 21 cm

Height – 14.8 cm









Samples to put inside press pack

I will be putting samples into my press pack, to show my designs on physical fabric. There will be 4 different samples so they can see the different designs I have made.

The size of the sample would be;

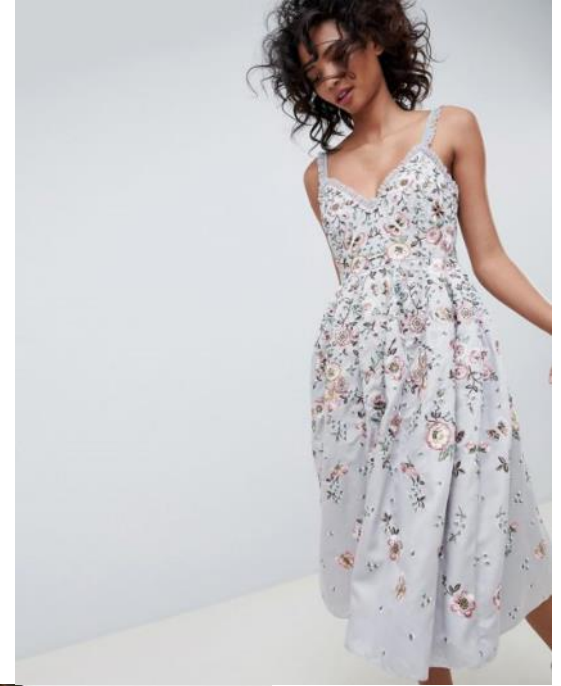
Width – 14cm

Height – 10cm



10 Companies I would send out to

- Needle and Thread



- Whistles



- H&M



- Monsoon



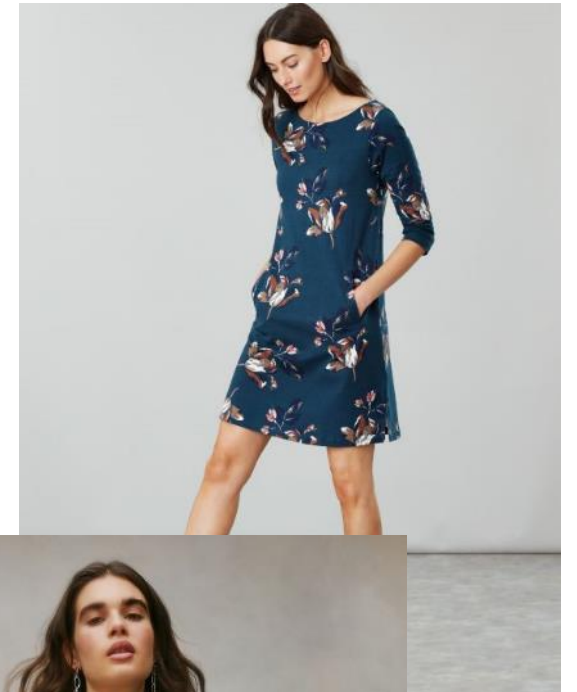
- Anthropologie



- Mango



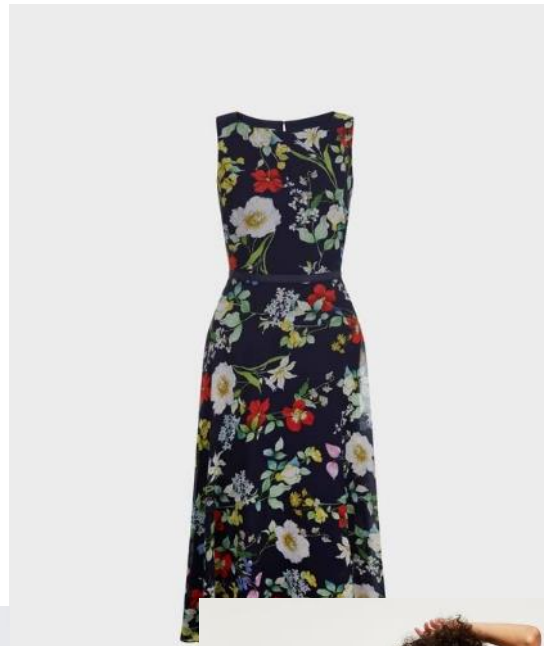
- Joules



- Laura Ashley



- Hobbs



- Zara

