



Lottie & Bean is a playful, comfy, print-focused, ethical childrenswear brand for children aged 6-10, prioritising comfort and celebrating the natural curiosity and creativity of children. Lottie + Bean hopes to inspire children to dream big and be creative. All Lottie & Bean products are ethically produced in the North East of England by social enterprise Self-Made Studios, allowing Lottie + Bean to support local businesses and the community.

The first collection 'Lost + Found' draws inspiration from the little things that children choose to collect, repurpose and find unique value in. From fruit stickers to stamps and rubbers to flowers, this collection is a celebration of the little things in life and encourages us to appreciate them and stay curious about the world around us. The quilting and printed details in the key look are designed to spark curiosity - as children look closer, the more shapes and details they will be able to spot. Both printing and quilting are inspired by ephemera with the motifs taken from vintage stamps.

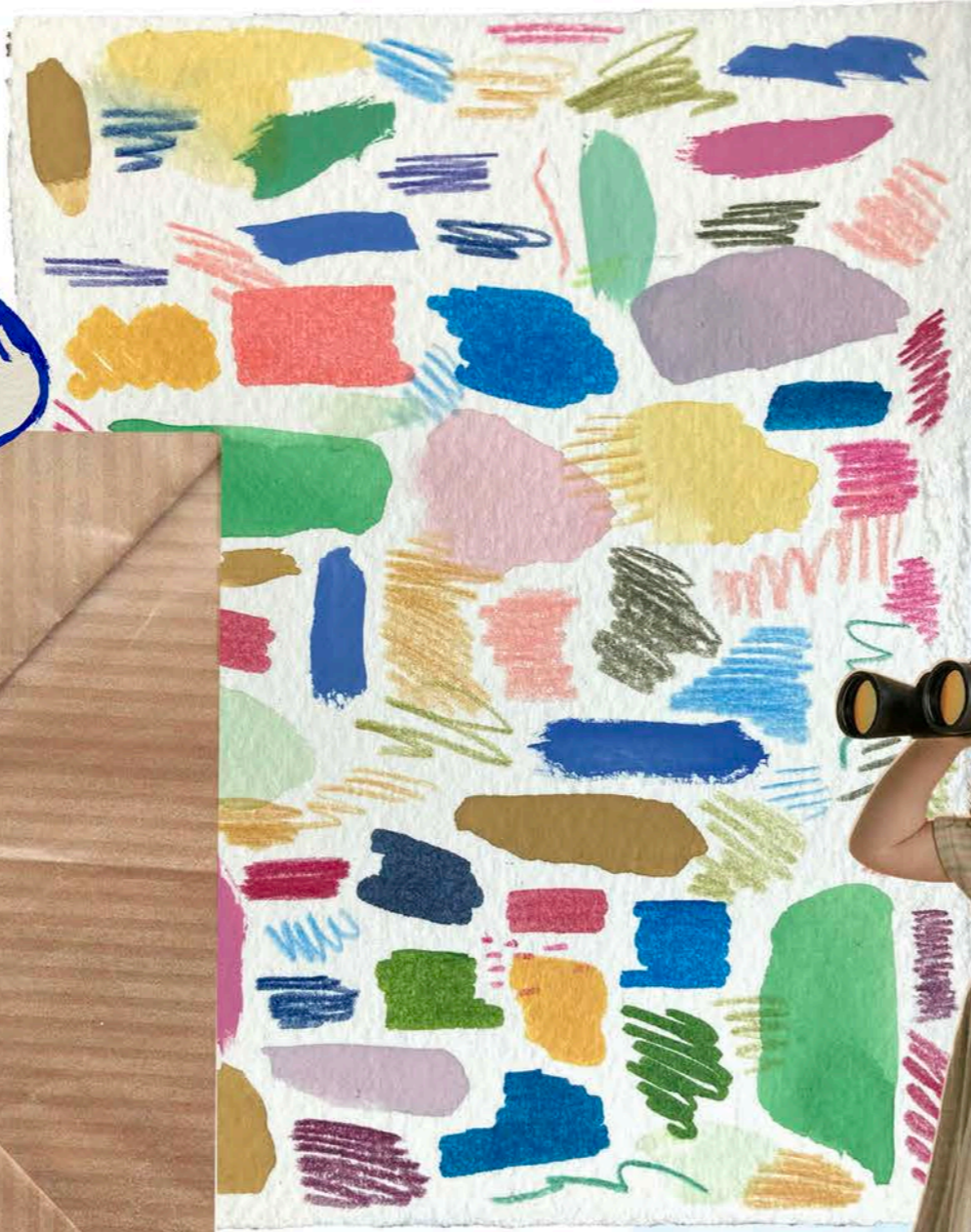
Add-on embroidered badges are inspired by vintage fruit stickers and give children the opportunity to customise their clothes and be creative.

Garment silhouettes took inspiration from the aviation jackets and workwear of pioneering female explorers and pilots such as Amelia Earhart, incorporating design details such as a ribbed collar. Practical and adaptable features such as detachable sleeves and adjustable straps allow for clothes to be adapted with the seasons and as the child grows.



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Lost Letter



Postage Stamp



Vintage Rubber



Polaroid Pink



Fruit Sticker



Forrest Finds



Ric-Rac Blue



Scout Badge Blue



FIRST DAY OF ISSUE



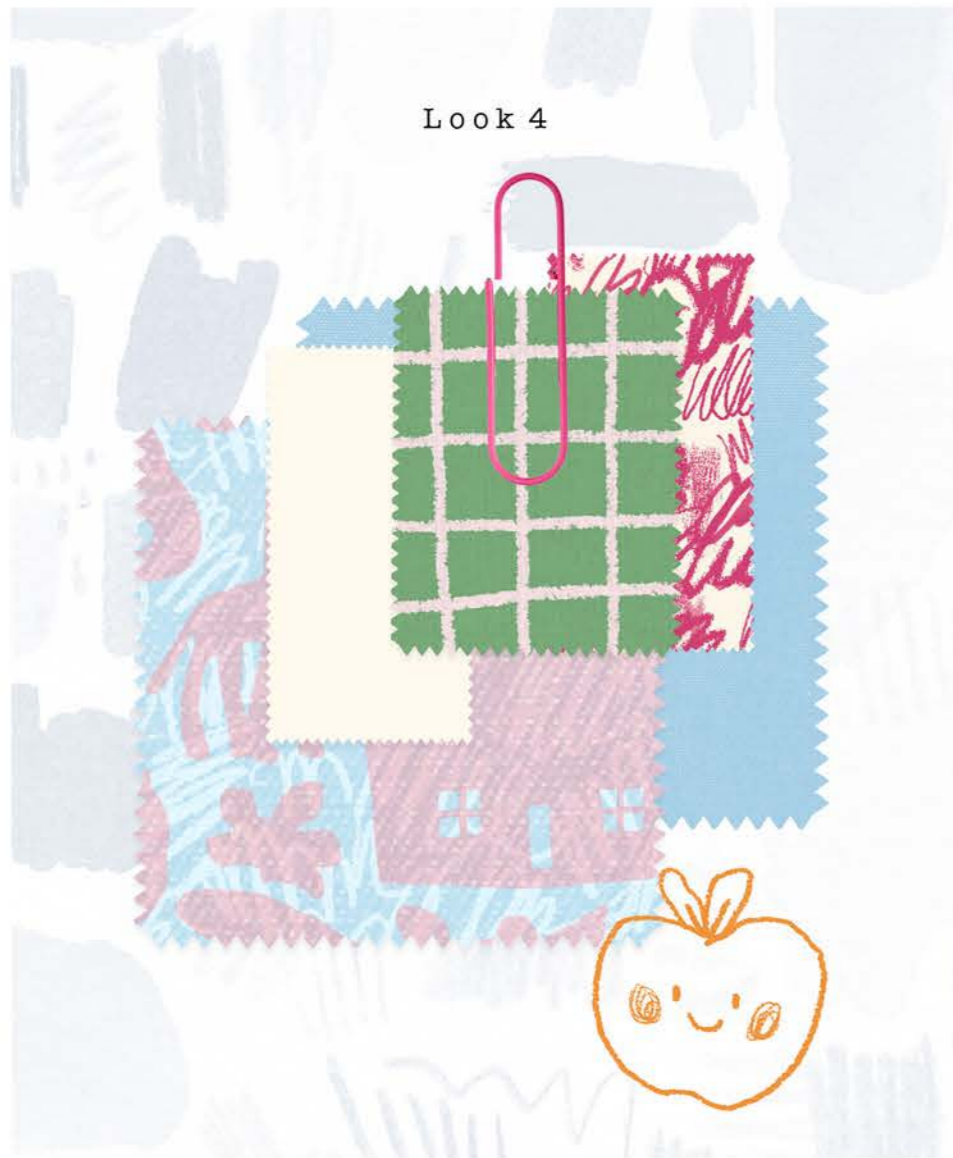
Look 1

Look 2

Look 3



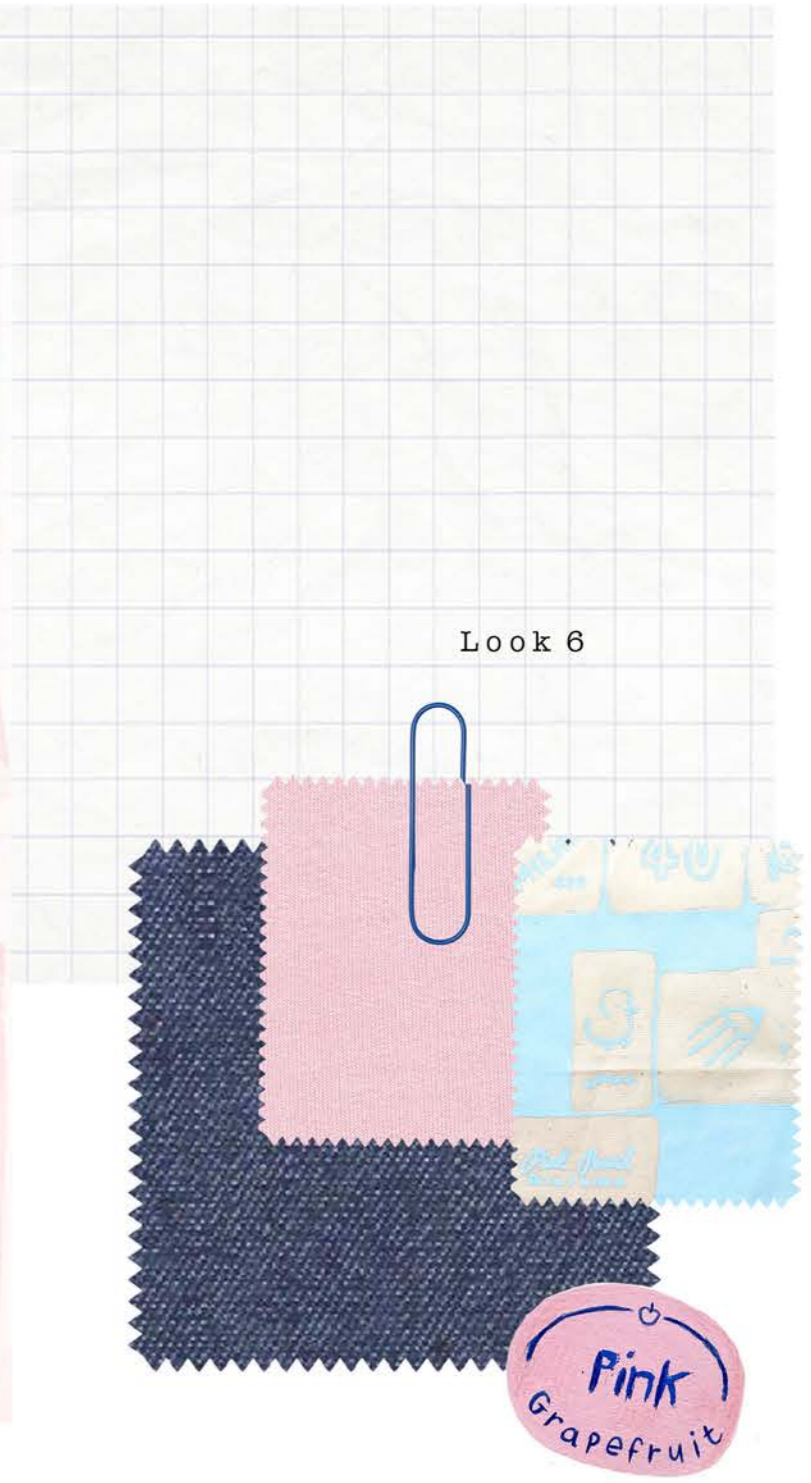
Look 4



Look 5



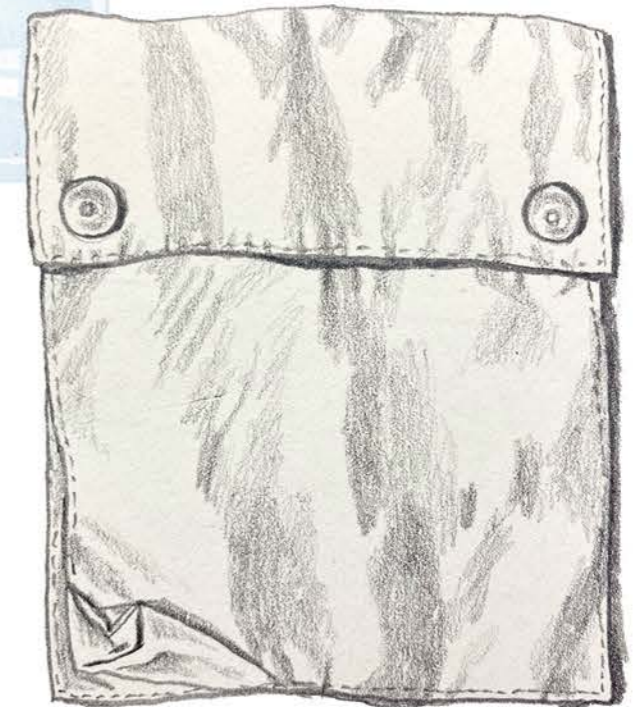
Look 6



↑
colours and shapes taken
from vintage stamps



Scai X Ten C



Gamin Gamine



Zara Kids



Emile et Ida



Organic Zoo



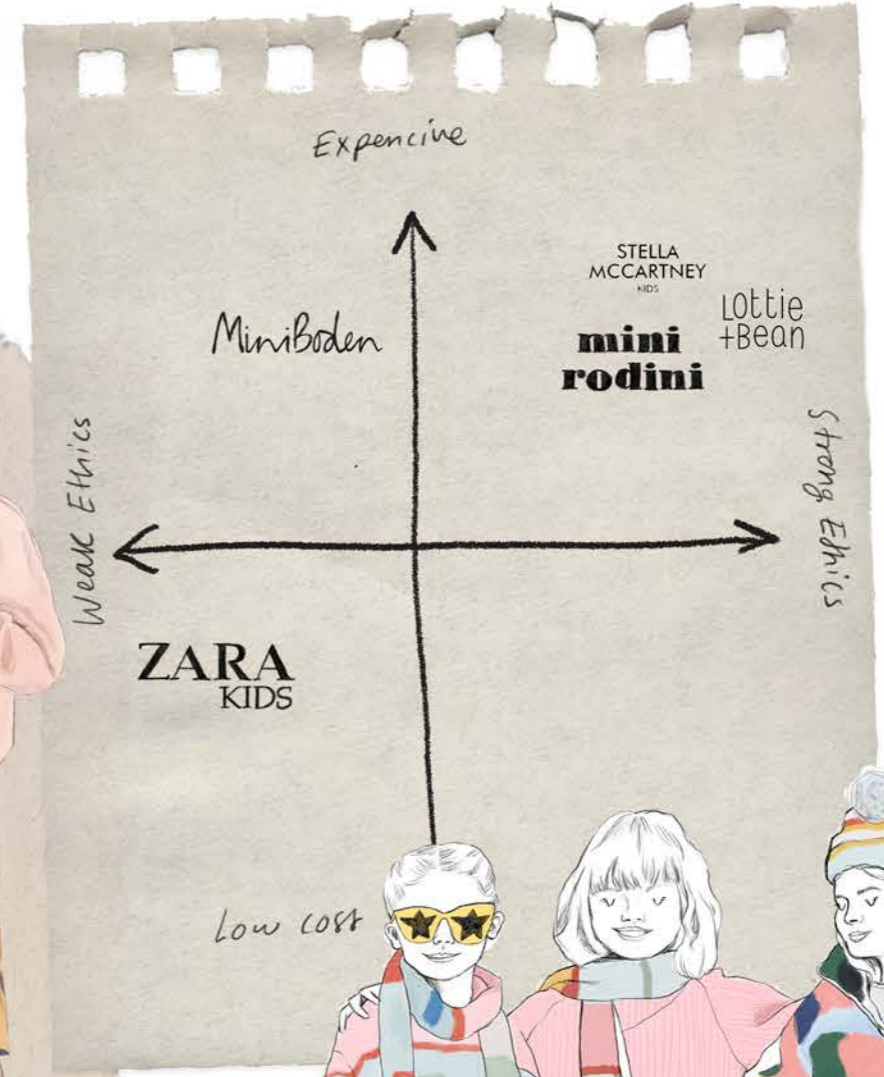
MonKind



Mini Rodini



The Animal Observatory



Milk Magazine



Stella Kids



Lottie + Bean

quilting samples



Zigzag stitch



Single line stitch



Screen-printed + quilted



Final fabric and wadding sample



Deciding quilted pattern placement



Print placement development

Screenprinting development





Colour combinations

Tiered dress



Print Image Scale

145 /	W	5086 px	7100,48 px
170 x	H	5963 px	8438 px
150 /	W	4955 px	8222 px
43 cm	H	7941 px	
120 /	W	4209 px	5755 px
75 /	W	2615 px	3411 px
110 /	W	3472 px	5457 px
70 /	W	204 px	152 px

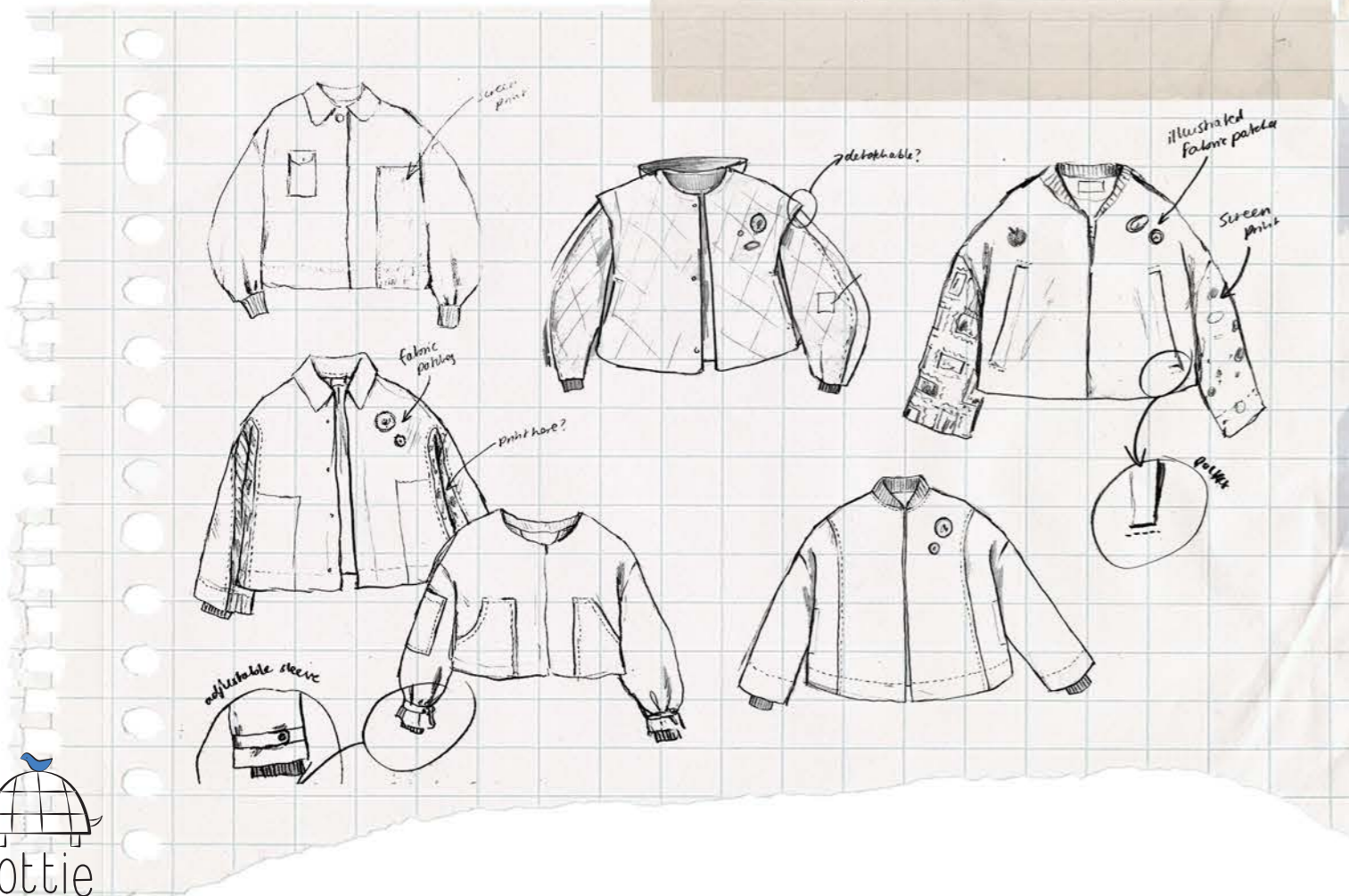
Print scale development



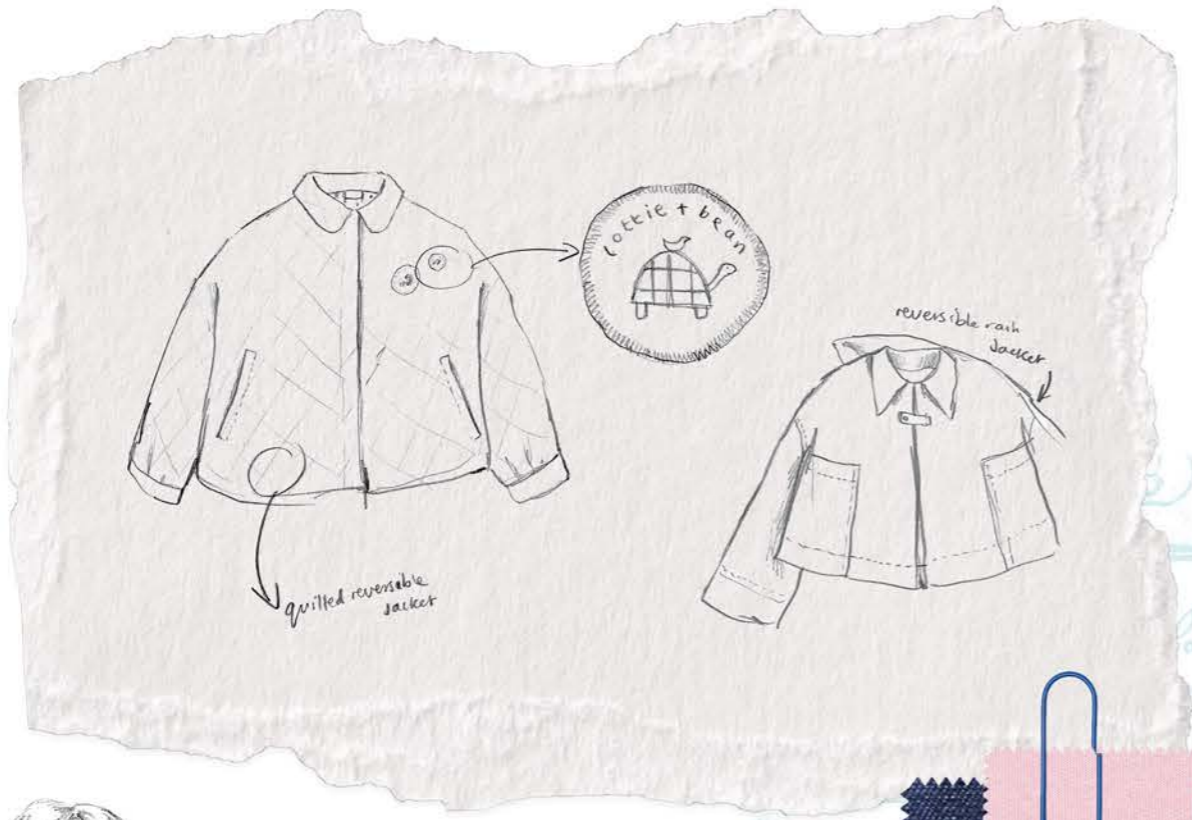


toile 1

toile 2

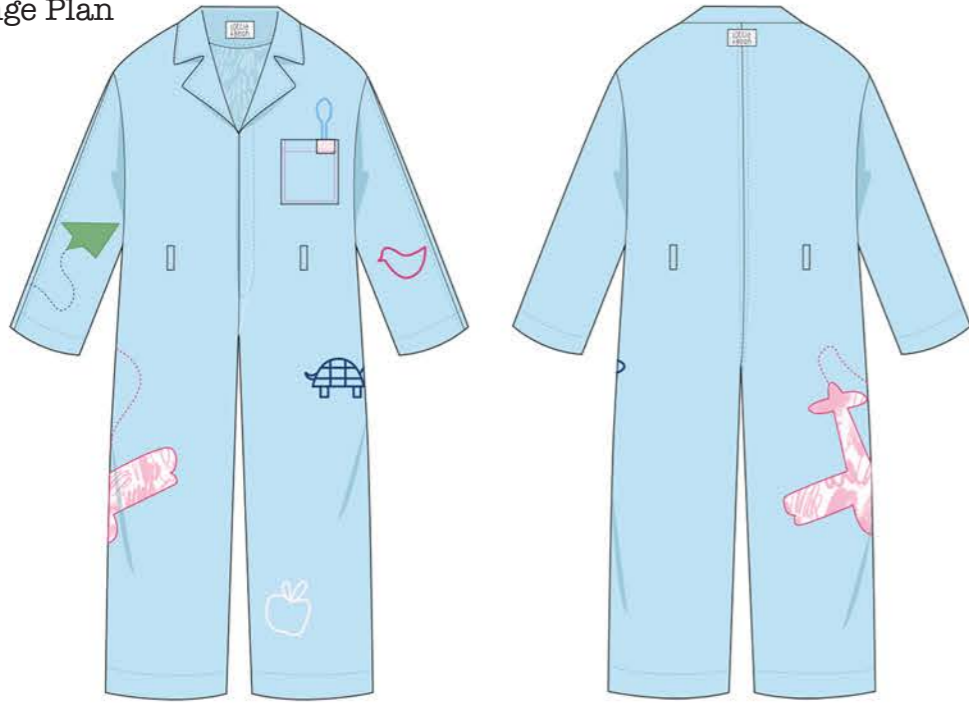


fruit sticker inspired embroidered badges

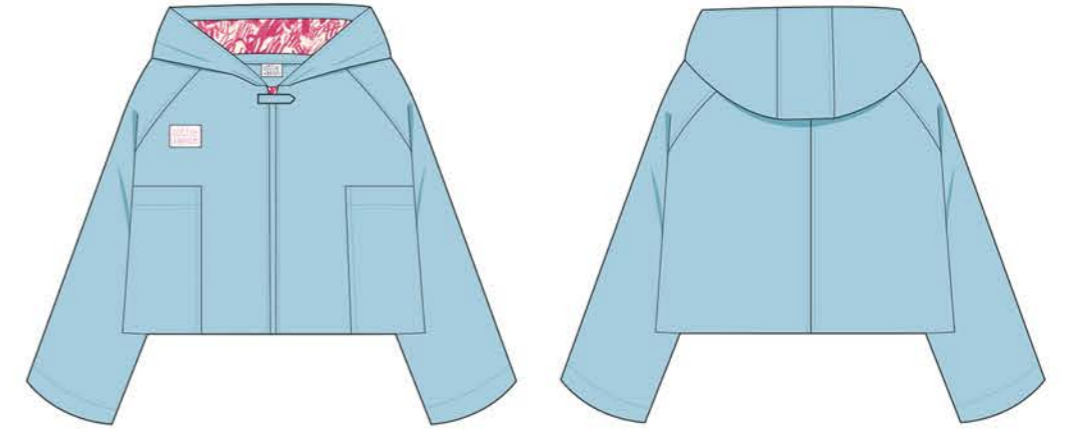


I like this initial look however it doesn't fit as cohesively into the collection.

Range Plan



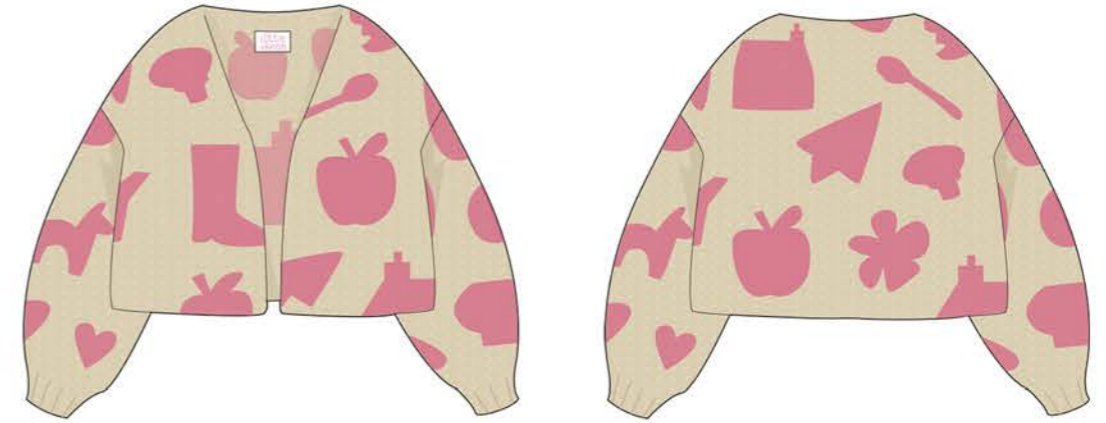
Look 1
Applique Boilersuit
Navy Knitted Vest Top



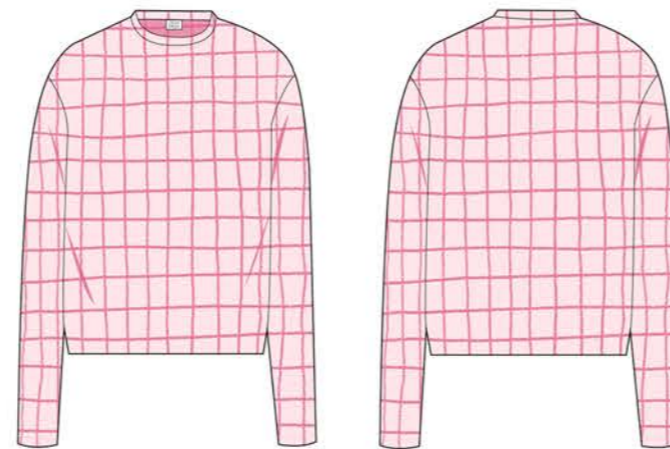
Lost + Found Range Plan

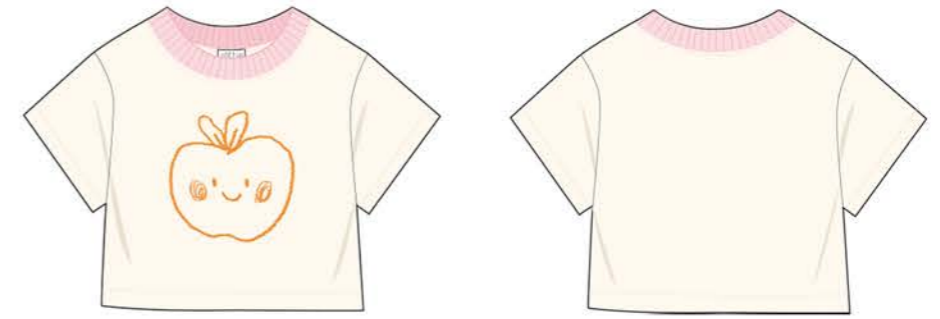
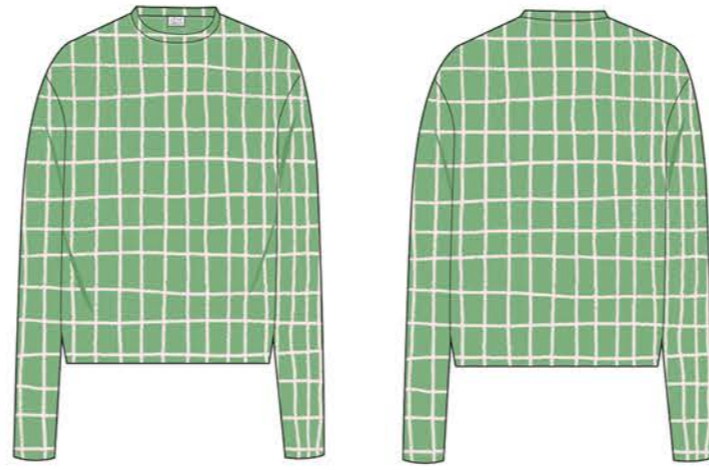


Look 2
Gathered Printed Top
Printed High-Waisted Jeans
Chunky Knit Cardigan



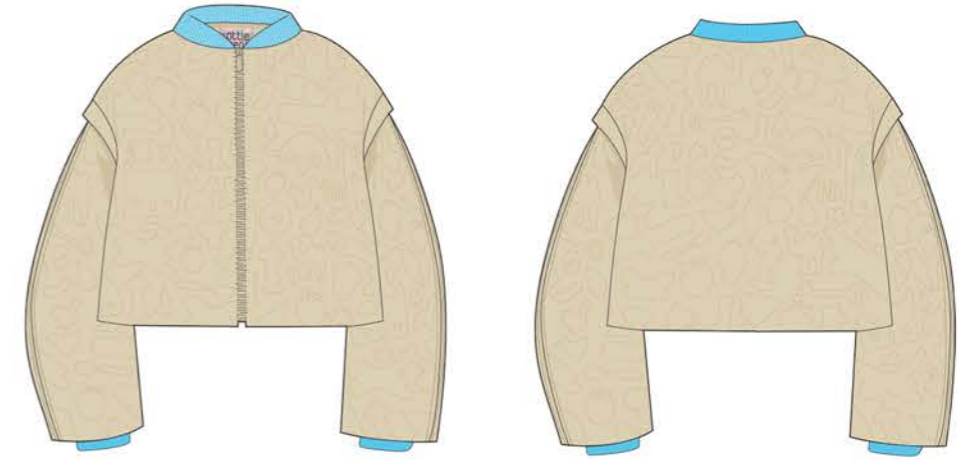
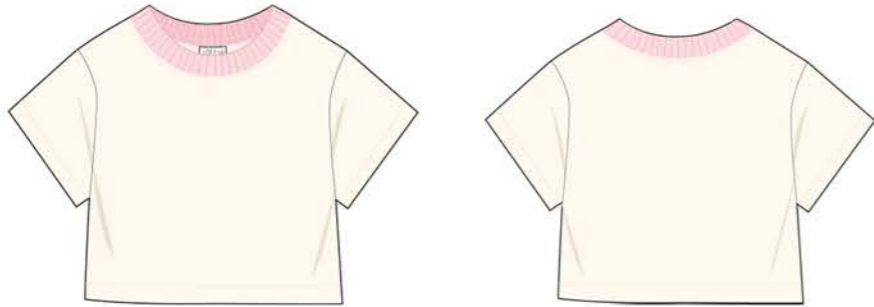
Look 3
Fruit Sticker Printed Short Boiler Suit
Polaroid Pink Checked Jersey Top
Blue Leggings





Look 4

Cropped Blue Rain Jacket
Printed High-Waisted Denim Jeans
Green Checked Jersey Top
Cropped Apple Print T-Shirt



Look 5

Tiered Printed Dress
Quilted Jacket with
Detachable Sleeves
Cream Cropped T-Shirt

Look 6

Cropped Chore Jacket
Rubber Print Pinafore Dress
Pink Explorer Sweatshirt
Polaroid Pink Checked Leggings









Quilted jacket with detachable sleeves, embroidered badges and printed headscarf



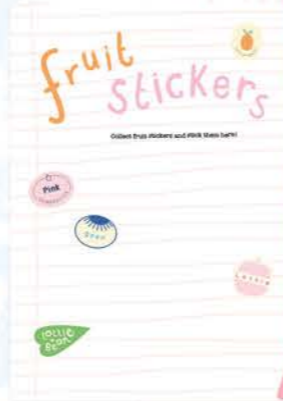
Screenprinted tiered dress



Front Cover



I Melt Lottie + Bean!



Creative Activities



The lookbooks for each Lottie + Bean collection includes creative activities which will engage children with the collection theme and hopefully inspire them to be creative.

Back Cover

Reel Storyboard

Stills from promotional Instagram reel for the collection Lost + Found



Headscarf with Lottie + Bean fruit sticker print. These will be limited edition, with only 150 available, and each numbered from 1/150 to 150/150 like art prints. This exclusivity allows for it to be sold at a higher price point. New designs will be released with each collection, making them also a collectable item.



Scan this QR code to watch the reel



Silk headscarf with screenprinted dorn bag

