

PERFECT

DAY FOR

A *Sunday*

MARKET!



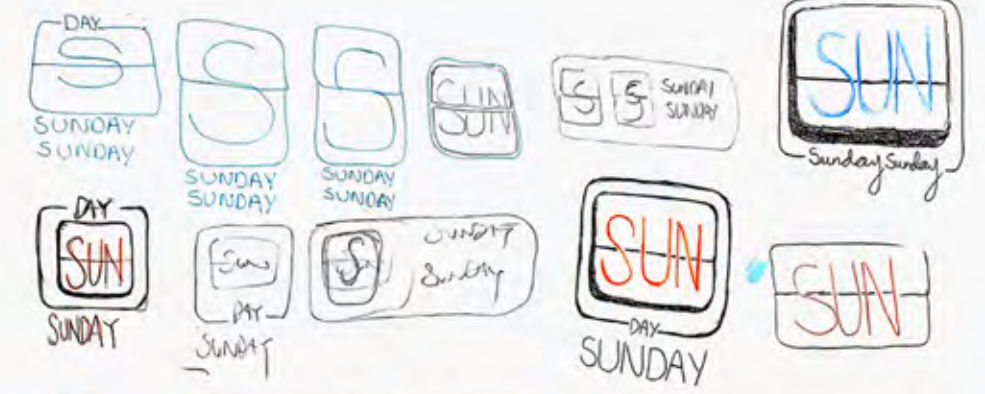
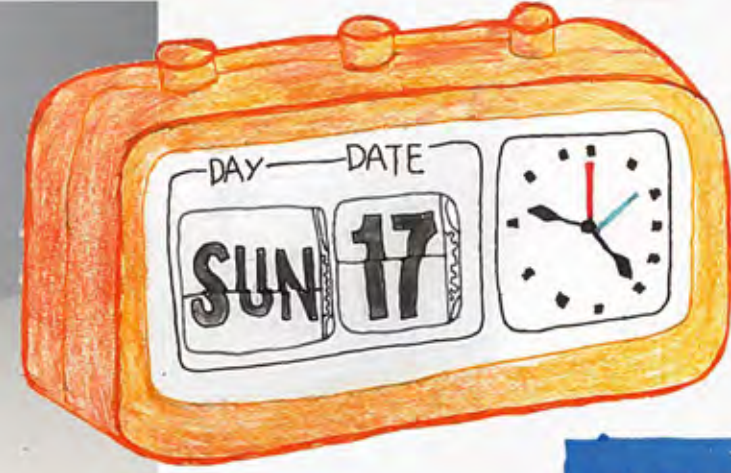
BRAND ETHOS



On Sunday she goes to the local produce and craft market. Sunday Sunday is a womenswear lifestyle brand that provides weekend attire for the modern woman in a modern way. Sunday Sunday (SS) will produce limited runs of key garments made from selected vintage, antique and deadstock fabrics. They will also create a collaborative, creative and educational space that holds regular sewing classes and workshops using SS-branded patterns taken directly from the limited collection. The idea of an 'open resource' allows consumers to be part of the brand story. SS's goal is to create a community and movement through an experience-focused business model.

It is recognised that Gen Z's passion and demand for a different fashion landscape is fuelling a monumental shift in what a business' role is. To surpass Gen Z's requirements and expectations for a brand, SS wants to highlight and celebrate sentimental emotions connected to the pastime of making, supercharging the narrative and connection between wearer and garment. This exchange aims to preserve and protect the garment's lifespan.

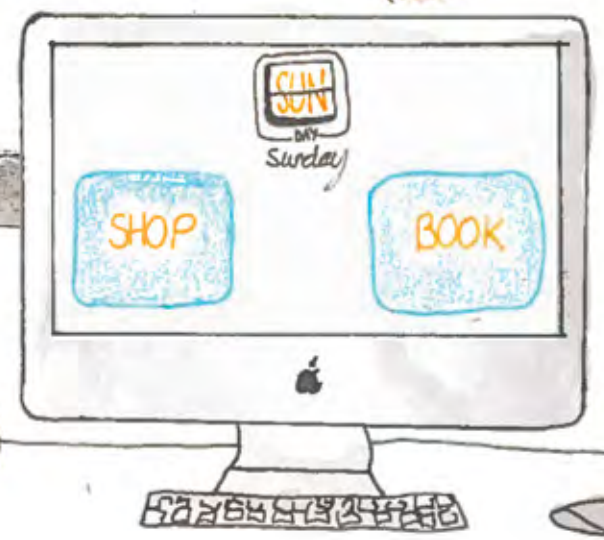
BRAND DEVELOPMENT



Final Logos



ROUTE TO MARKET



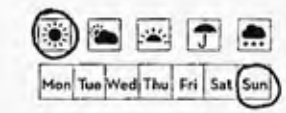
Amber arrives at Columbia Road Flower Market via the tube mid-morning. She visits her favourite stall holders and makes her selection. Amber notices one of the empty shop fronts has been painted a vibrant orange colour and there is writing in the window that reads "SUNDAY SUNDAY STORE OPENING NEXT SUNDAY". She finds their Instagram page to find out more about them. Amber reads about Sunday Sunday's brand message of self-love weekends, slower living and consumption and the celebration and sharing of making and crafting. She follows their Instagram.

Amber returns next Sunday to visit the store on opening day. She purchases one of their sewing patterns as she would love to get back into sewing more regularly, she also picks up a what's on zine from next to the till. That evening she visits the website and books a "market bag tote" sewing session, which she will attend in 3 weeks' time.

In the years to come, Amber follows the journey of the brand Sunday Sunday. As it grows, she grows alongside it subsequently buying into its narrative. Amber becomes a regular at the sewing sessions and enjoys being part of its community of makers and creatives. In the future, she would love to buy one of the limited-edition garments from the store.

Nahtilain
 nootilij
 Sünleja
Seam line
 Ligne de couture
 Línea de costura

CUSTOMER PROFILE



Sunday Sunday's customer is non-stop. During the week she works in a graduate role for a graphic design company and on Saturdays, she meets up with family or friends engaging in a hectic social calendar.

Her favourite day is Sunday, a day to pause and reflect on the week before she starts again tomorrow. She isn't interested in tomorrow for today is Sunday, it is autumn, but the sun is still shining. She makes herself an oat milk latte and gets ready to leave the house. She grabs her favourite wide brim square tortoise-shell sunglasses, her yellow wool blanket coat and her market shopping basket made from recycled plastics woven beautifully into a checked pattern, and locking her tangerine orange front door behind her, sets off to the Sunday market (her favourite thing about Sundays).



CONCEPT RESEARCH



Sindy's Wardrobe

COLOUR & FABRIC



Nahtlijn
seamline
Ligne de couture
Línea de costura

DESIGN DEVELOPMENT

INITIAL SHAPE DEVELOPMENT
Fashion + textile museum
I can make dolls clothes book



carve front pocket
large gathered sleeve
not double breasted

31



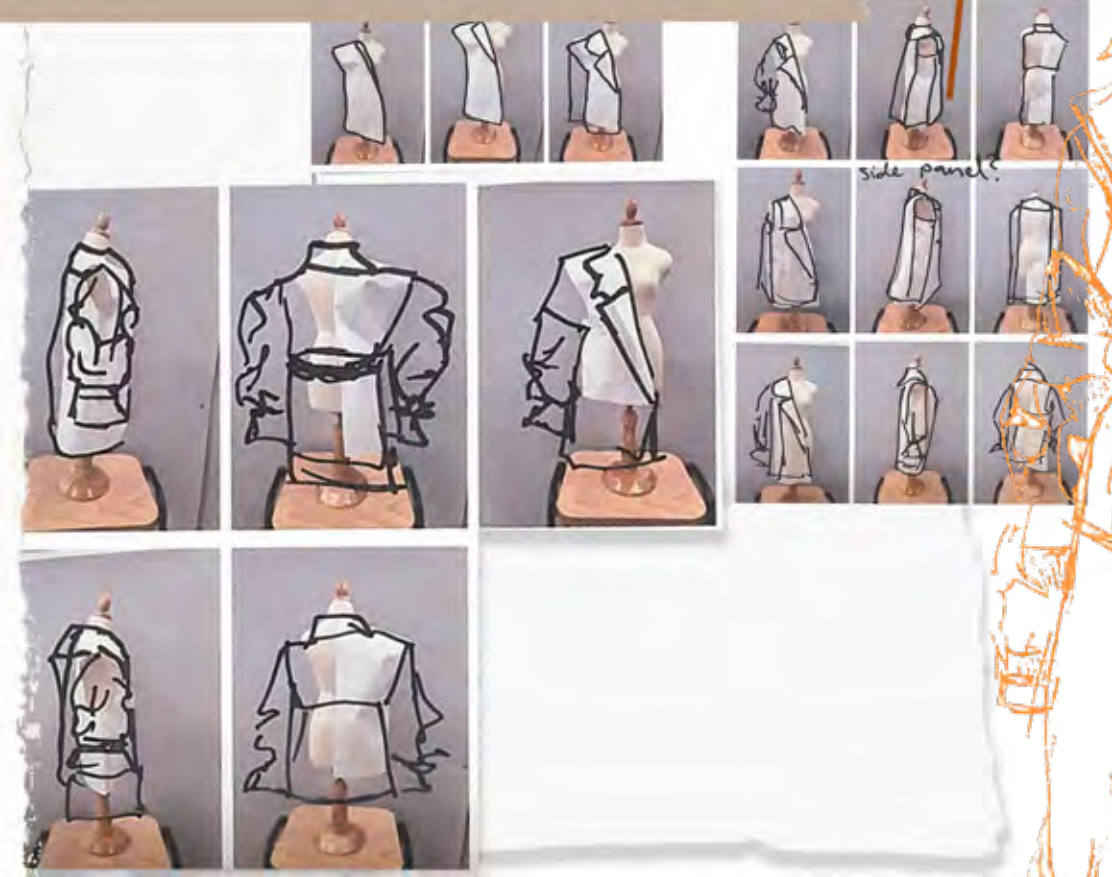
Gerader Federschnitt
Kochie deoandrichting
Rak tridritning
Straight grain of fabric
Droit-fil de tissu
Hôo de la tela

Gathered volume insleeve



large sleeve silhouette

Nahtline
naadlije
Snahtlije
Seam line
Ligne de couture
Ligne de costura



side panels

Seam line
Ligne de couture

Trench Coat paper patterns

DESIGN DEVELOPMENT



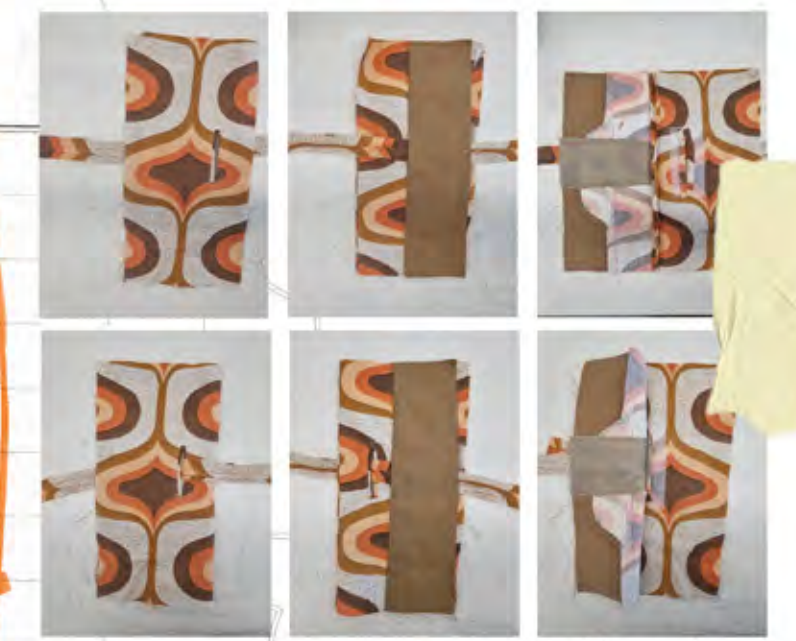
Print placement & direction



7
Contour de 15 cm

15 cm
15 cm

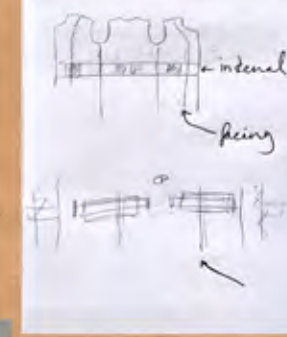
5
15 cm
15 cm



internal belt system

manufacturing journal

Belt channel working
out notes

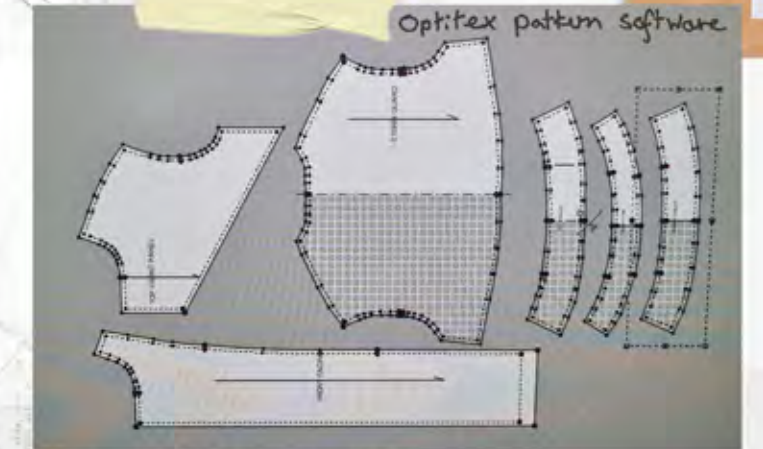


padding

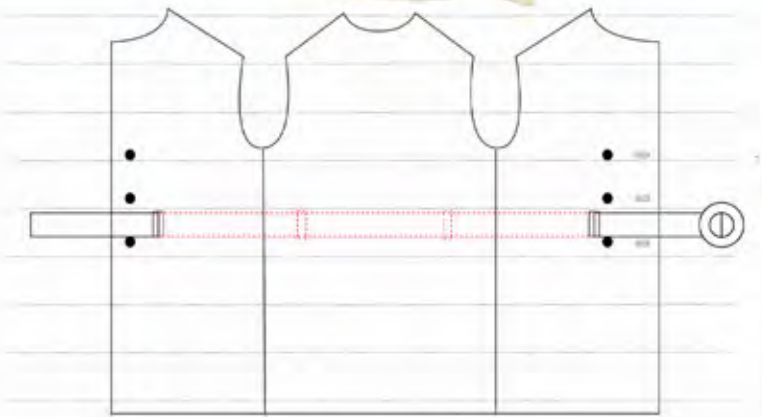
Belt channel working
out notes



padding



Optitex pattern software



grain of fabric

20

DESIGN DEVELOPMENT



asymmetric wrap skirt



Seam line / Ligne de couture



DESIGN DEVELOPMENT

Raglan sleeve detail



Place on straight grain



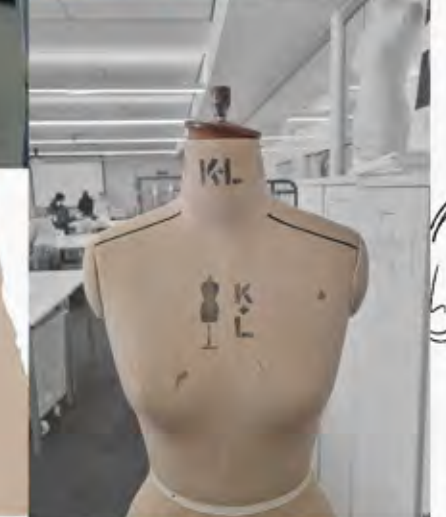
shoulder detail brought forward



Gender Fodsiouf / Rechte desorientierung / Rot trödrättning / Straight grain of fabric / Droit-fil du tissu / Hilo de la tela

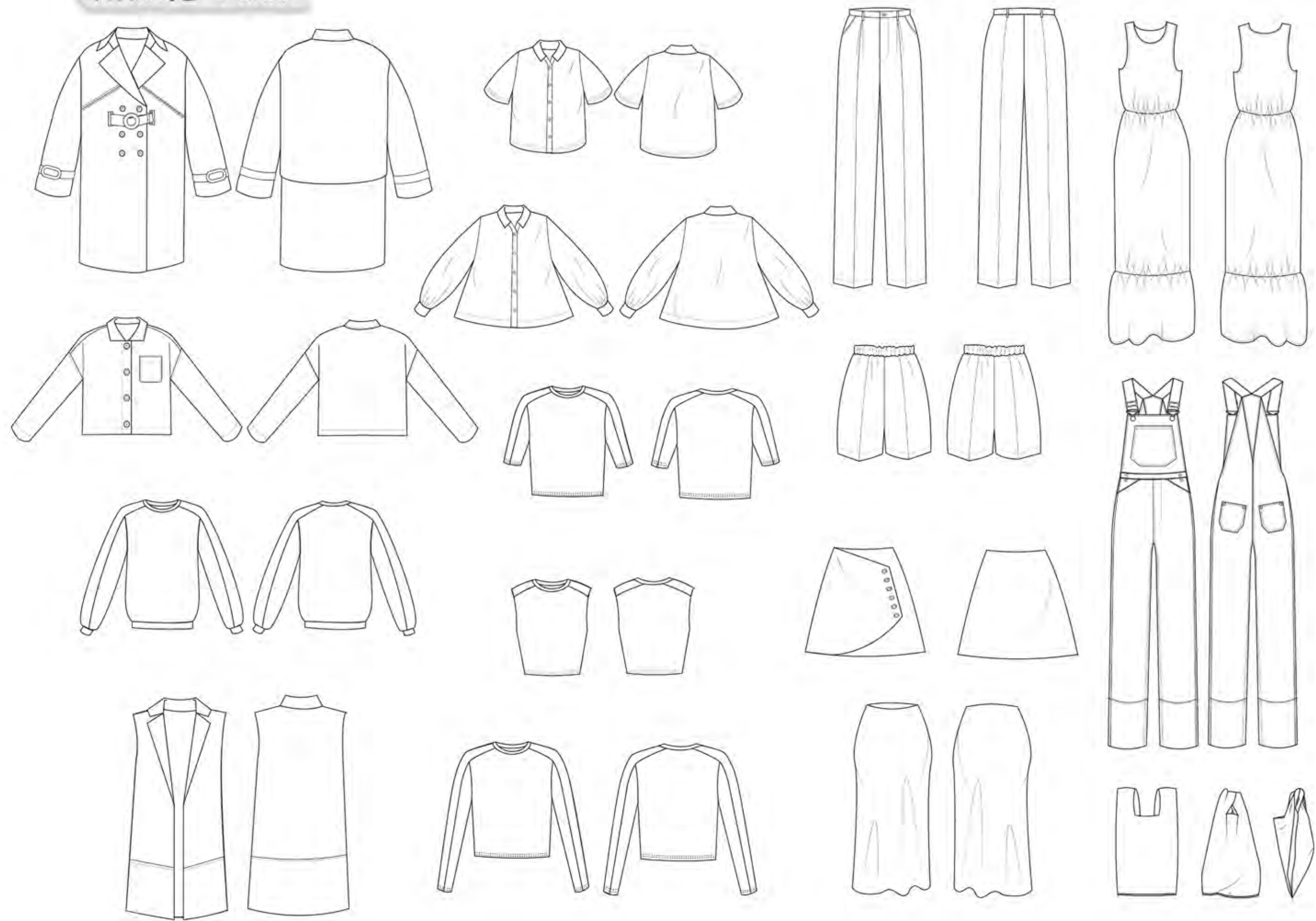


Shirt silhouette





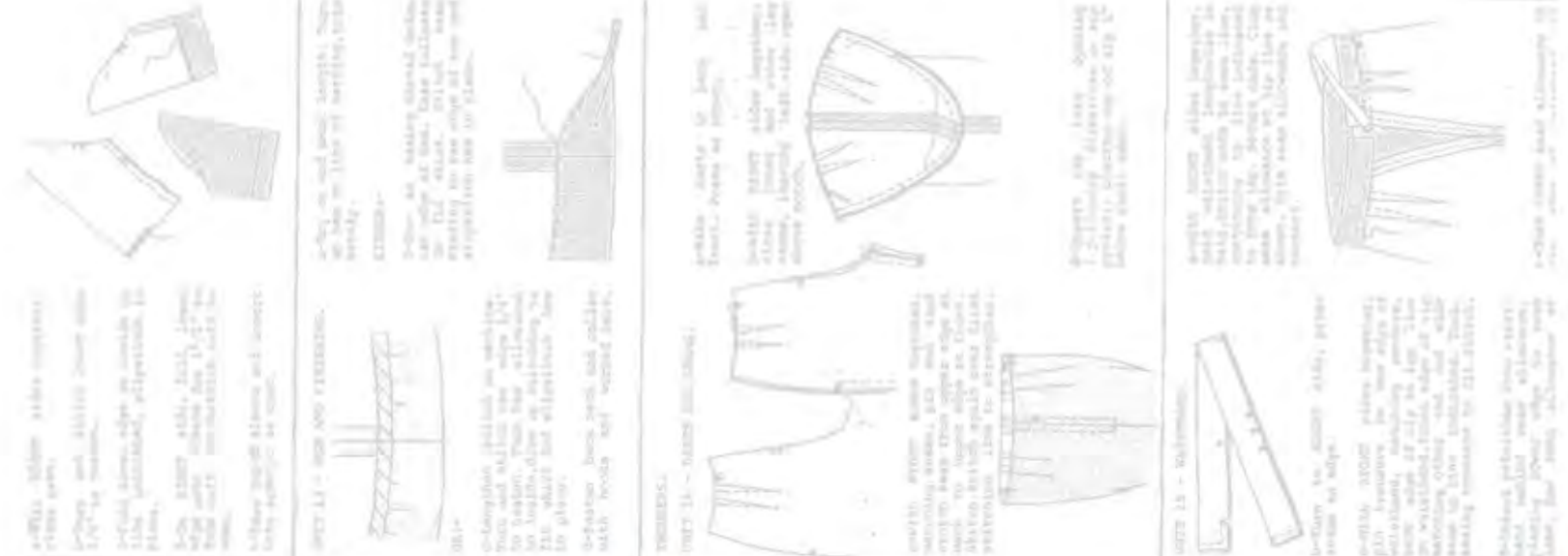
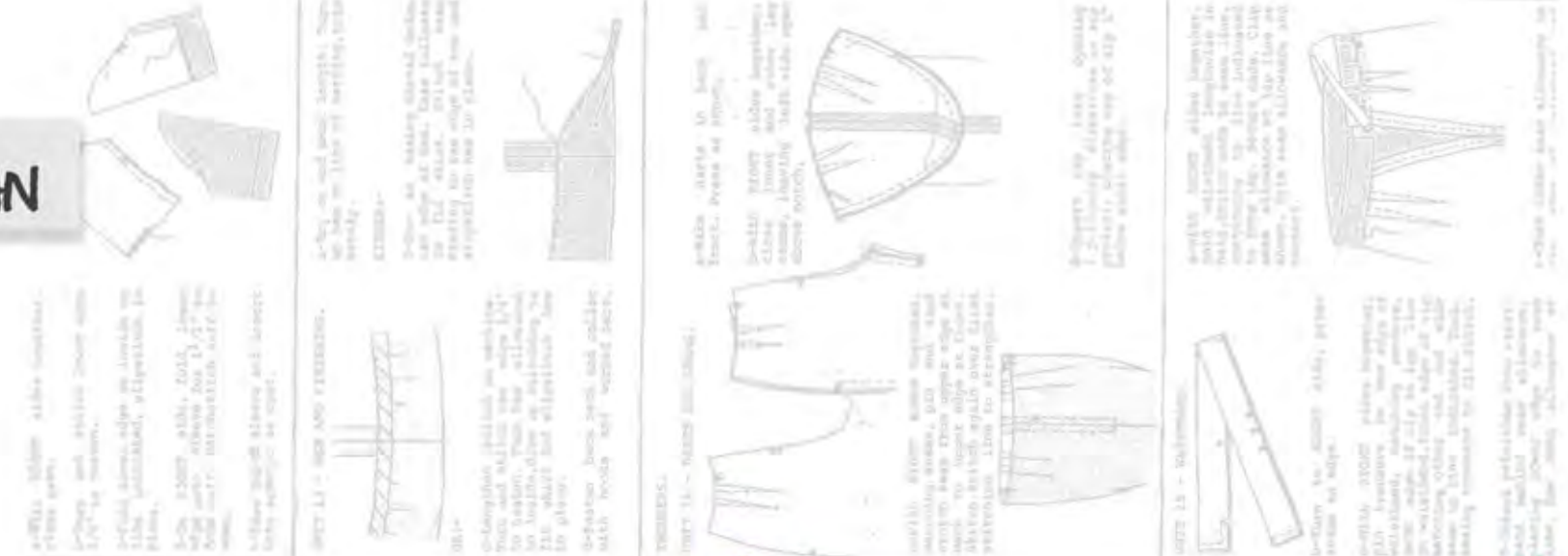
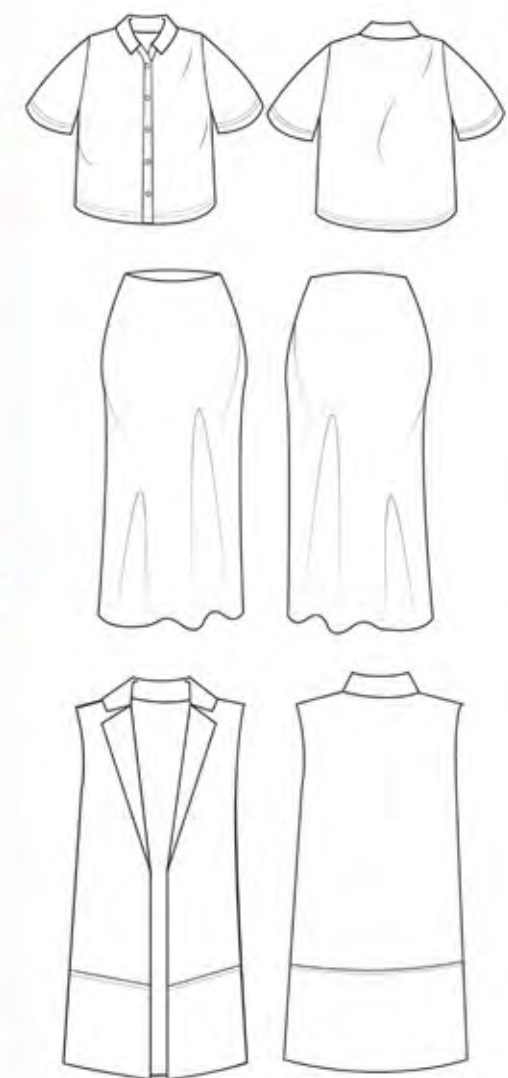
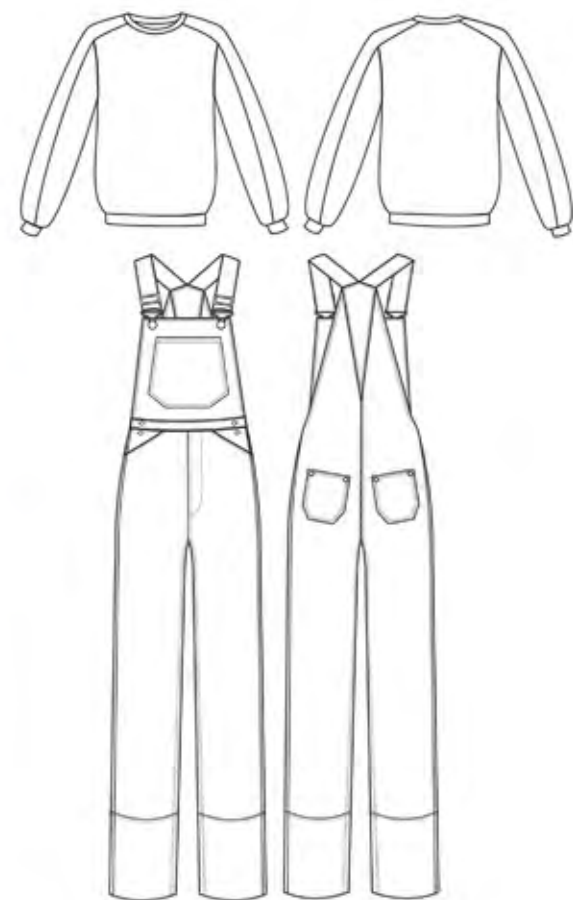
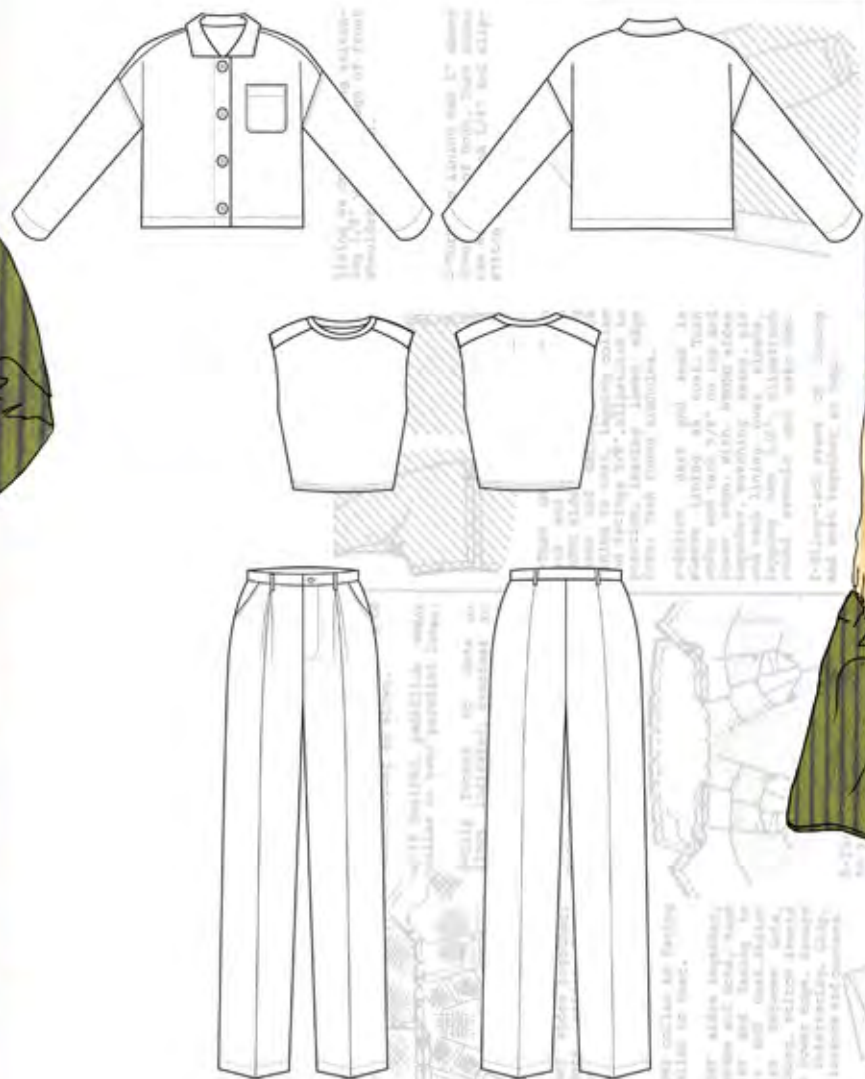
RANGE PLAN



COLOUR RANGE PLAN



RANGE PLAN



Sunday Sunday
 SPEC SHEET 1 EXTERNAL
 SEASON: SS23
 COLLECTION NAME: Sunday Market
 ISSUE DATE: 28/12/22
 CATEGORY: Coats
 FABRIC AND TRIMS
 DESIGNER: Samantha Holden

DESIGN REFERENCE: Oversized Trench Coat
 PHOTO SAMPLE SIZE: 12
 BLOCK: W24
 CB LENGTH: 101.5cm
 FABRIC: Vintage 70s Geometric Polycotton Twill (Curtains)
 CONTRAST FABRIC 1: Solid Colour Deadstock Italian cotton lining
 CONTRAST FABRIC 2: /
 QUILT DETAIL 1: /
 QUILT DETAIL 2: /
 PROFILE STITCHING: 2 Rows of contrasting topstitching (diagonal panels)
 WADDING: /
 PIPING: /
 BINDING: /
 C7 ZIP: /
 POCKET ZIP: /
 FRONT FASTENING: Double Breasted Button Fastening (x6) & Belt
 STUD 1: /
 STUD 2: /
 STUD 3: /
 BUTTON 1: Vintage Tortoise-shell buttons
 BUTTON 2: Clear Stay Button
 BUCKLE 1: Vintage Tortoise-shell Circular buckle
 BUCKLE 2: Vintage Tortoise-shell Oval buckle
 EYELETS: /
 SHOCKCORD/DRAW S: /
 TOGGLES: /
 ELASTIC: /
 BRANDING: Internal back label and side seam care label

EXTRA COMMENTS
 Belt & buckle appear on the outside of the coat on the front of the garment. Keyhole elements (bound button hole style) on front and back hide the belt around the waist of the garment to retain oversized shape. The belt is sandwiched between the outer-shell and lining around the sides of the garment. On the back of the garment the belt reappears on the outside of garment underneath the storm guard.

Labels:
 Trench Coat Collar/Two Way Collar
 Napoleon Label
 Collar Stand
 Strapped Sleeve
 Dropped Shoulder
 Oversized/Rounded Sleeve
 Sleeve/Cuff Strap with Buckle
 Diagonal panelling
 Double-breasted with Buttons
 Belt With Buckle
 Keyhole belt design
 Double Topstitching
 Storm Guard/Back Flap Yoke
 In-seam Pockets
 Belt underneath Storm Guard

FABRIC (MAIN)	COLOUR	LINING	COLOUR	KEY
Vintage 70s Geometric Polycotton Twill	Orange, Brown, Tan, Ecru	Deadstock Burberry Cotton	Tan	Solid Edge
				Stitching
				Something concealed by something else
				Information Arrow

SPEC SHEET 2 INTERNAL

Labels:
 Lining Pleat
 Hanging Loop
 Branding Back Neck Label
 Belt between lining and outer-shell not visible
 Visible stitching of internal belt loops
 Drip Strip

DESIGN REFERENCE: Oversized Trench Coat
 LINING 1: Solid Colour Deadstock Italian cotton lining
 LINING 2: /
 SLEEVE LINING: Solid Colour Deadstock Italian cotton lining
 DRIP STRIP: Vintage 70s Geometric Polycotton Twill (Curtains)
 DROP LINING: /
 FACINGS: Vintage 70s Geometric Polycotton Twill (Curtains)
 SANDWICHED/BAGGED: Bagged
 QUILTING: /
 WADDING: /
 INNER ZIP & JET FABRIC: /
 CB NECK LABEL: YES
 ADDITIONAL LABEL: YES
 SIZE TAB: YES
 WAX CARE LABEL: /
 W/P BREATHABLE LABEL: /
 HANGING LOOP: YES Vintage 70s Geometric Polycotton Twill
 ORIGINAL TARTAN LABEL: /
 DOWN PACKAGING: /
 GENERIC SWING TICKET: YES
 W/P BREATHABLE TICKET: YES
 ADD STORY TICKET: /
 TAPE (SEAM SEALING): /
 PIPING: /

DETAIL: SPEC SHEET 5 CLOSE UP DETAILS - POCKETS

Labels:
 Topstitching
 Diagonal panelling
 Back Yoke/Storm Guard
 Double Breasted - Buttons
 Bound Keyhole
 Inseam Pocket

Dimensions:
 14cm
 16cm

DETAIL: SPEC SHEET 6 CLOSE UP DETAILS - COLLAR

Labels:
 Top Collar
 Collar Stand
 Facing
 Lining
 Hanging Loop

Dimensions:
 7cm
 4.5cm
 8cm
 70cm
 27cm

SPEC SHEET 3 CLOSE UP DETAILS - BELT FEATURE pt1

Labels:
 Facing
 Lining
 Belt
 Bound Keyhole
 Added Fabric Tabs
 Belt channel
 Belt
 Folded Fabric Tabs

The facing and lining get stitched together leaving a hole the belt can fit through. The hole is on the added fabric tabs. Both of the added fabric tabs get folded back in the direction of the lining and underneath the lining tab. It then becomes self-finishing, when the belt goes into the belt channel.

DETAIL: SPEC SHEET 4 CLOSE UP DETAILS - BELT FEATURE pt2

Labels:
 Double breasted - buttons
 Bound Button Holes

During the toile process, it was found that the belt regularly got lost between the lining and the outer-shell. To resolve this problem internal belt loops will be developed. It is hoped that this will ensure the belt stays in the correct position across the length of the garment.

Dimensions:
 5cm
 19cm
 10cm
 110cm

DETAIL: SPEC SHEET 7 CLOSE UP DETAILS - CUFFS

Labels:
 Strap Loops
 Acrylic Buckle
 Sleeve Strap
 Sleeve facing

Dimensions:
 23cm
 4.5cm
 3cm
 3cm

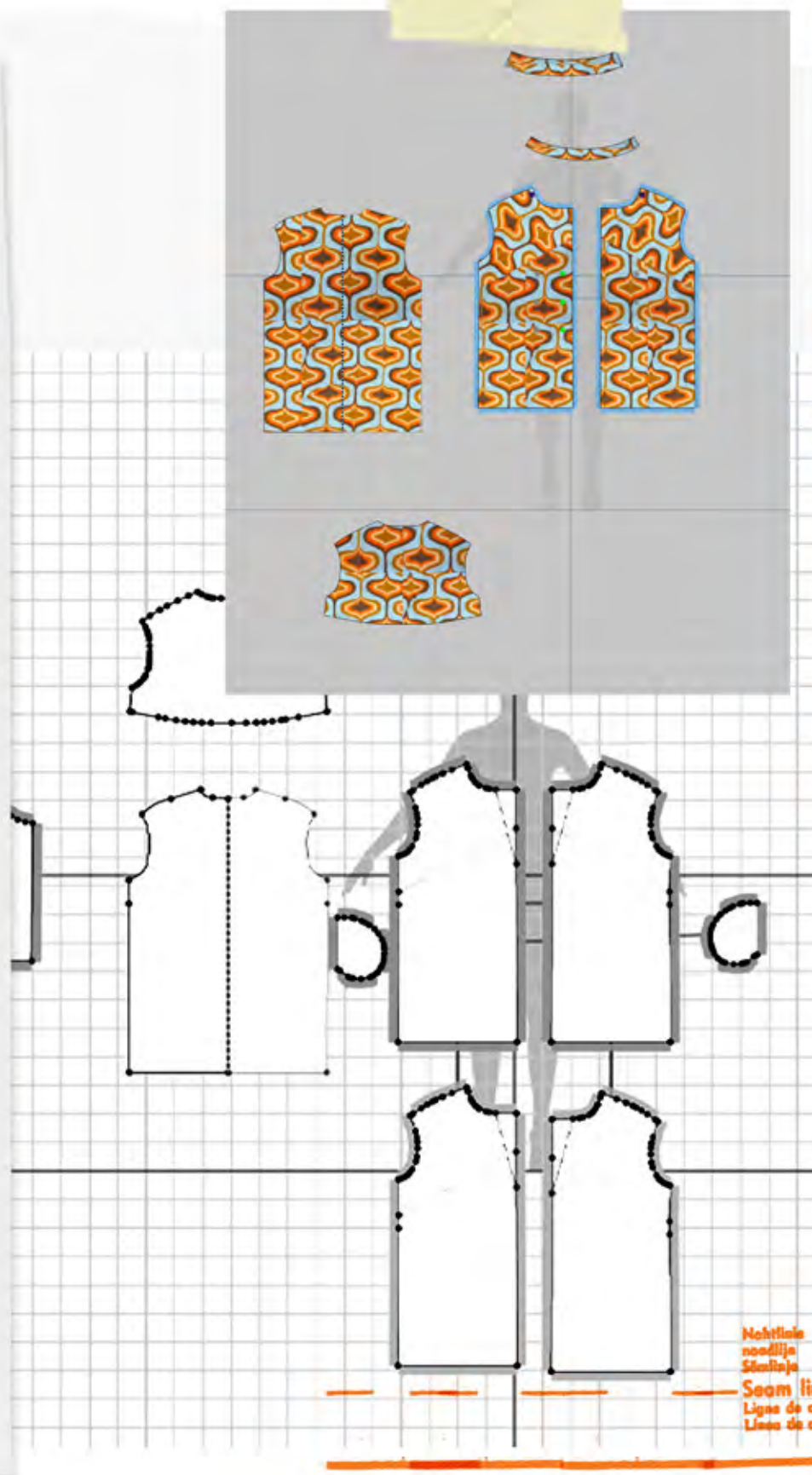
SPEC SHEET 8 LABELS

Labels:
 Swing tag and passport with orange yarn
 Branding Back Neck Label
 Hanging Loop
 Care label
 Branding Back Neck Label

Dimensions:
 13cm
 20cm
 8cm
 6cm
 3cm

DESIGN REFERENCE	Sunday Market Trench
CB NECK LABEL	YES
ADDITIONAL LABEL	YES - Loop
SIZE TAB	YES
WAX CARE LABEL	NO
W/P BREATHABLE LABEL	NO
HANGING LOOP	YES
ORIGINAL TARTAN LABEL	NO
DOWN PACKAGING	NO
GENERIC SWING TICKET	YES
W/P BREATHABLE TICKET	NO
ADD STORY TICKET	YES PASSPORT

CLO3D PROCESS



Nahtlijn
naadhijne
Snaaijine
Seam line
Lignes de couture
Linea de costura

CLO3D



SCAN ME TO SEE THE VIDEO!



Gerader Faserlauf
Kochte draadrichting
Rekt trådretning
Straight grain of fabric
Droit-fil de tissu
Håo de la tute



Nahtlijn
naadhijne
Snaaijine
Seam line
Lignes de couture
Linea de costura









MARKETING STRATEGY



On Sunday she goes to the local produce and craft market.

Sunday Sunday is a womenswear lifestyle brand that provides weekend attire for the modern woman in a modern way. Sunday Sunday (SS) will produce limited runs of key garments made from selected vintage, antique and deadstock fabrics. They will also create a collaborative, creative and educational space that holds regular sewing classes and workshops using SS-branded patterns taken directly from the limited collection. The idea of an 'open resource' allows consumers to be part of the brand story. SS's goal is to create a community and movement through an experience-focused business model.

It is recognised that Gen Z's passion and demand for a different fashion landscape is fuelling a monumental shift in what a business' role is. To surpass Gen Z's requirements and expectations for a brand, SS wants to highlight and celebrate sentimental emotions connected to the pastime of making, supercharging the narrative and connection between wearer and garment. This exchange aims to preserve and protect the garment's lifespan.

Nahtline
noodlijn
Štafioje

Seam line
Ligne de couture
Linea de costura

After primary and secondary research was carried out, findings showed that there was a demand for brands that integrate customer experiences in their product offering. Brands that do this already, such as JW Anderson and Raeburn, have been received well by customers and potential customers. This suggests a brand such as SS can harness the potential of this trialled form of customer-based product offering and create a successful form of direct customer touchpoint. It is hoped that by prioritising this in our marketing plan we will ensure that our key values of customer collaboration, community and open sharing of intellectual property are portrayed. The increased importance of creativity for well-being is highlighted in the previous research report, providing a key justification for the forecasted growth in the crafting market. Furthermore, Covid established a shift in community-based shopping habits, thus encouraging a desire for people to connect with brands on a local level. In addition, co-creation is supported by consumers as tangible connections are formed based on brand values as well as aesthetics. Lastly, Gen Z support belief-led brands that stand for something; connecting with brands directly, allows judgments to be made on important shared values between the consumer and brand.

Strengths:

- SS brand is transparent, open and honest and wants to share knowledge with its consumers. It communicates with consumers in organic ways, e.g. via a notice board in the shop.
- SS treats consumers as collaborators, making it a unique selling point and a market leader for this.
- SS is built around community and a shared interest which supports a creative hub for like-minded people.
- SS is part of a cooperative of creative and artisan brands that support each other in creating a local community and platform to benefit people in the local community.
- SS is small and operates to support sustainable growth and build strong brand loyalty and connection with consumers.
- SS's varying product offering at different price points allows for a more inclusive price for consumers. E.g., sewing patterns are an affordable way to access the brand.

31

Weaknesses:

- SS's sense of local community could alienate potential customers from further afield.
- Gathering and sourcing high-quality vintage fabrics is a time-consuming process which may restrict and delay creative practice.
- If the brand is to grow, maintaining the handmade/ hand-crafted element may become challenging.
- In terms of growth, it will be difficult to reach a national audience when focusing on the local community is key to the brand ethos.
- As a start-up, SS won't have a reputation to rely on and will therefore find it hard to compete with more established brands in the market.

Opportunities

- The shift in consumer habits post covid, including the desire to support local businesses, remains and is predicted to increase.
- The increased interest in crafting hobbies within Gen Z could have a positive impact on the reach of the brand's message and ethos.
- The current social climate and focus on work-life balance may cause people to take more time for themselves which aligns with SS's beliefs.
- As SS has workshops and patterns as sources of income it ensures that the garment drops don't have to be constrained by seasons or tight time frames. This gives SS the opportunity to work on other brand-enriching projects and community-based events.
- Supporting links and connections with local businesses and suppliers can benefit the local economy, having a direct positive impact on communities as well as SS's position in the local ecosystem.
- Working with a variety of local brands, stores, shops, and artists allows for the exposure of SS to a variety of different audiences who could become potential customers.

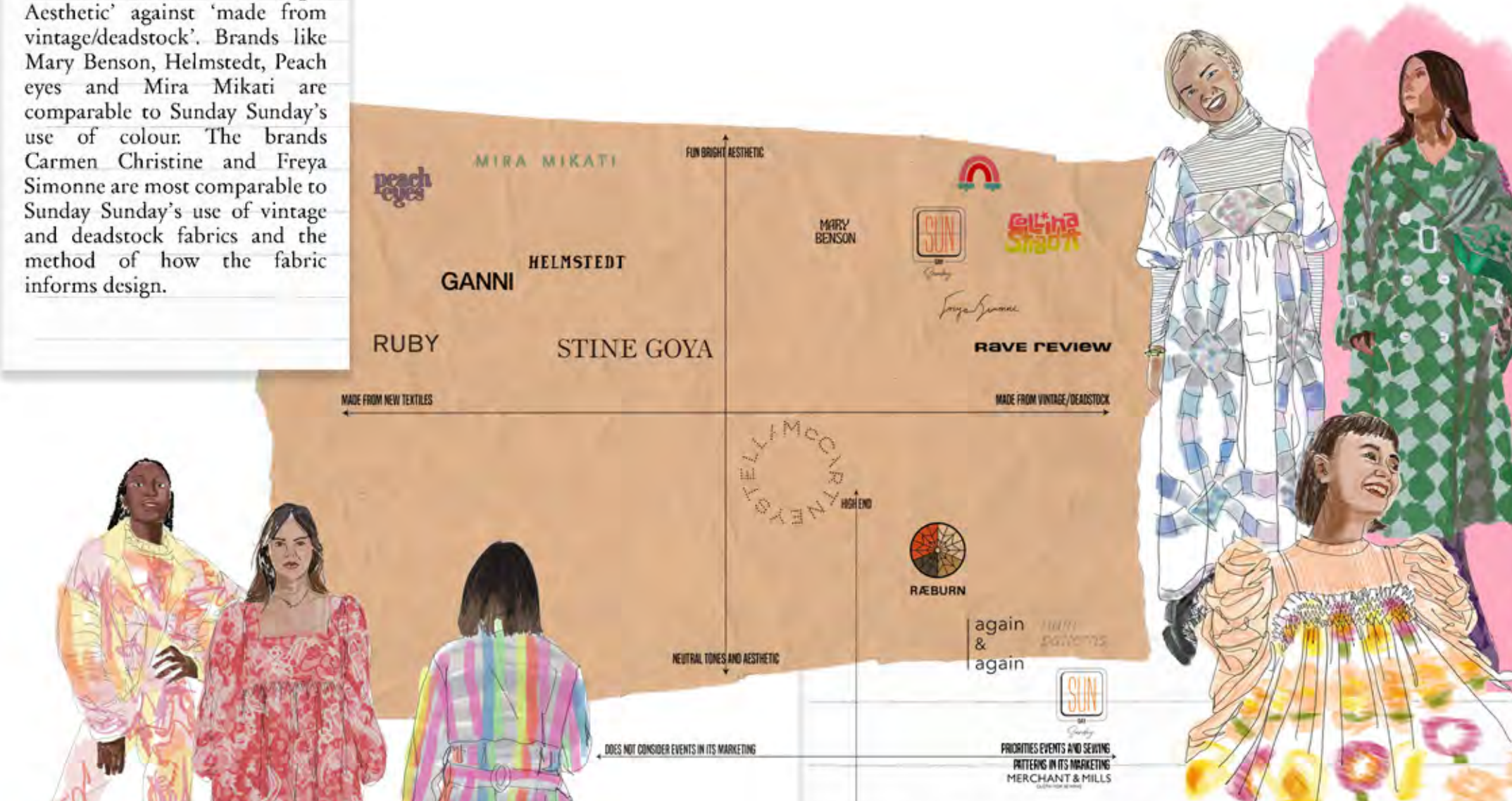
31

Threats

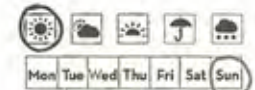
- Sharing of intellectual property (patterns) could potentially present a risk to brand integrity in the way of plagiarism.
- Irregular drops and releases may become a risk due to unpredictable profit margins.
- New brands, local businesses and artists may initially be unwilling to collaborate due to a lack of reputation.

PRODUCT

The first competitor marketing matrix looks at 'Fun Bright Aesthetic' against 'made from vintage/deadstock'. Brands like Mary Benson, Helmstedt, Peach eyes and Mira Mikati are comparable to Sunday Sunday's use of colour. The brands Carmen Christine and Freya Simonne are most comparable to Sunday Sunday's use of vintage and deadstock fabrics and the method of how the fabric informs design.



The second competitor marketing matrix looks at high-end status versus prioritising events and sewing patterns in its marketing. Sunday Sunday plans to position itself as a market leader for a brand that offers customer-based experiences as part of its product offering. Merchant & Mills & Liam patterns both offer a large selection of sewing patterns on their website. 'Liam patterns' is the sister brand to the fashion label 'Ruby' which suggests, similarly to Sunday Sunday it aims to offer both clothing and sewing patterns. Merchant & Mills is a fabric store which suggests it has a slightly different business model to Sunday Sunday. Again & again host events at their design house to showcase their brand's USP technique of silk screen printing print on existing garments. Raeburn could be described as a high-end brand that is unusually transparent and hosts many events and sells numerous kits to create more customer-facing touchpoints.



Product/Service List	Jan	Feb	Mar	Apr	May	Jun
Design Patterns						
Workshops						
Collaborations						
Events						
Pop-ups						
Online Store						
Physical Store						
Partnerships						
Marketing Budget						
Production						
Inventory						
Customer Feedback						
Competitor Analysis						
Brand Positioning						
Marketing Channels						
SEO Strategy						
Social Media						
Content Marketing						
Partnerships						
Customer Retention						
Brand Loyalty						
Marketing ROI						
Brand Awareness						
Website Conversion						
Customer Satisfaction						
Brand Reputation						
Marketing Budget						
Production						
Inventory						
Customer Feedback						
Competitor Analysis						
Brand Positioning						
Marketing Channels						
SEO Strategy						
Social Media						
Content Marketing						
Partnerships						
Customer Retention						
Brand Loyalty						
Marketing ROI						
Brand Awareness						
Website Conversion						
Customer Satisfaction						
Brand Reputation						

SIZE	SMALL	MEDIUM	LARGE
	8 - 10	12-14	16 - 18
Bust	81cm - 86cm	91cm - 96cm	101cm - 108cm
Waist	63cm - 68cm	73cm - 78cm	83cm - 90.5cm
Hips	88.5cm - 93.5cm	98.5cm - 103.5cm	108cm - 116cm

SUNDAY Sunday's MEASUREMENT GUIDE

How to take your measurements:
 Bust: measure around the fullest part of your chest
 Waist: measure around your natural waistline
 Hips: measure around the fullest part of your hip area.

PRICE

Price Comparison Table - Trench Coat

£1,000	£1,160	£395	£1,772	£280	£1,395

Price Comparison Table - Trench Coat

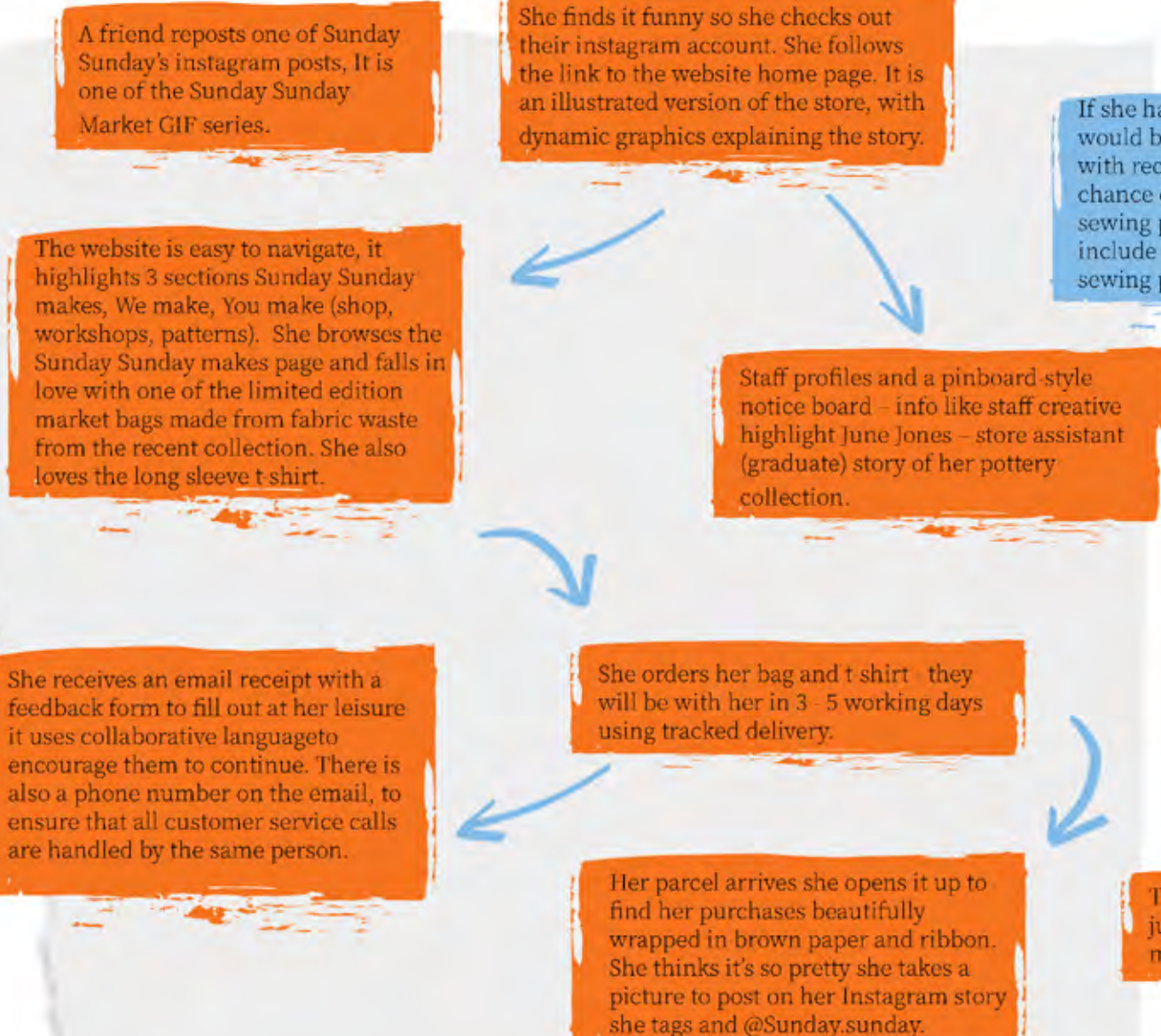
£580	£397	£750	£255	£230	£307

SS's ethos is built upon the idea of community and inclusivity, this is reflected in SS's tiered pricing strategy. Entry-level products such as the Market bag and sewing patterns are included in the product offering to ensure lower disposable income demographics such as students, can afford to buy into the brand at a much lower price point.

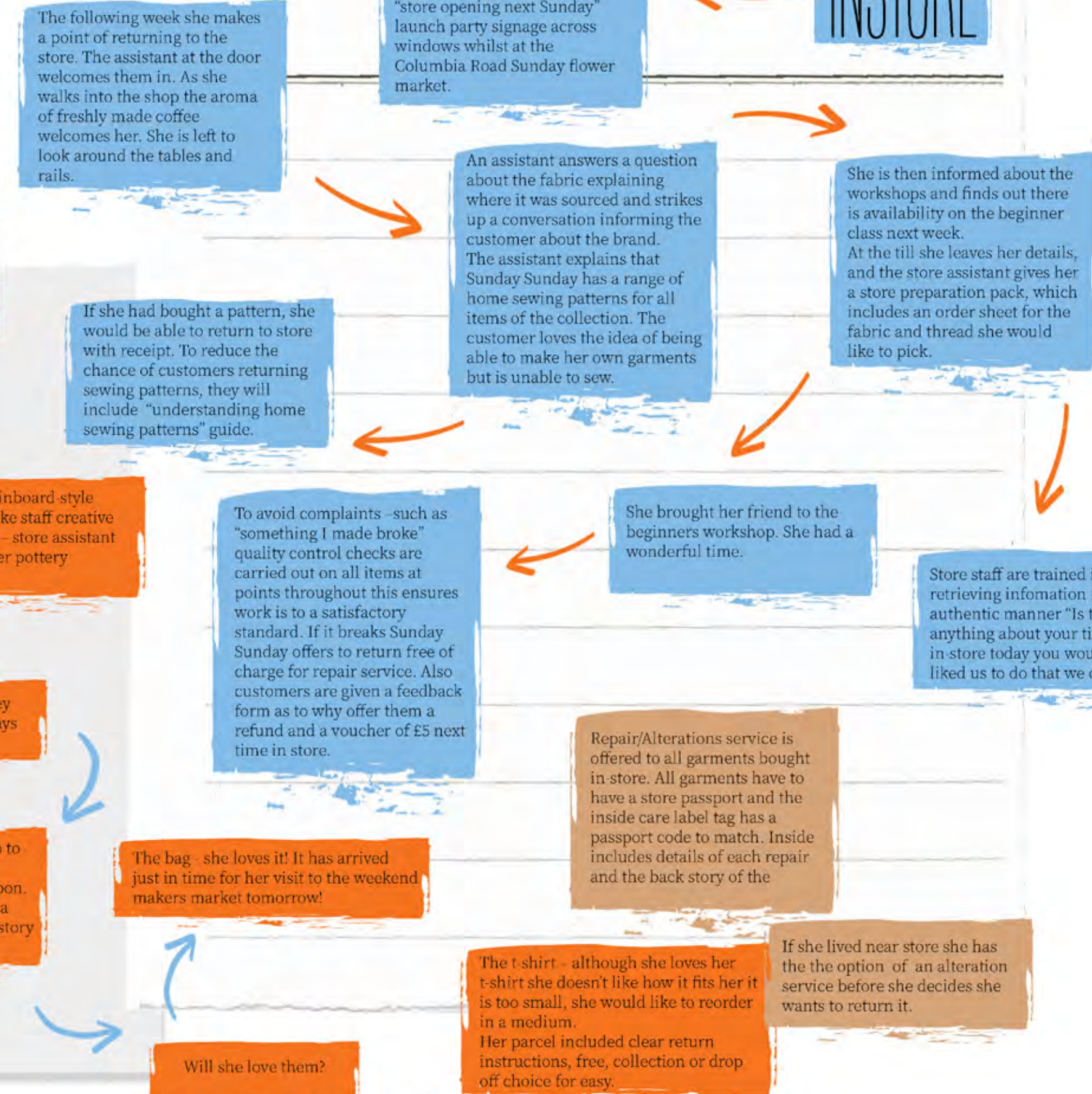
Higher ticketed items included in the launch collection were priced using a cost-plus method strategy. The materials and labour were taken into consideration when calculating the RRP. Due to SS priding itself on its in-house manufacturing strategy, the cost of labour is significantly increased. Showcasing excellent craftsmanship and producing garments using limited runs of fabric, SS can position itself amongst brands within the mid to high-end market. Comparatively, SS's prices do arrive higher than some of their competitors, however, SS's strong vision of UK-based craftsmanship and beautiful vintage textiles allow SS to request an aspirational price point.

PROCESS

ONLINE



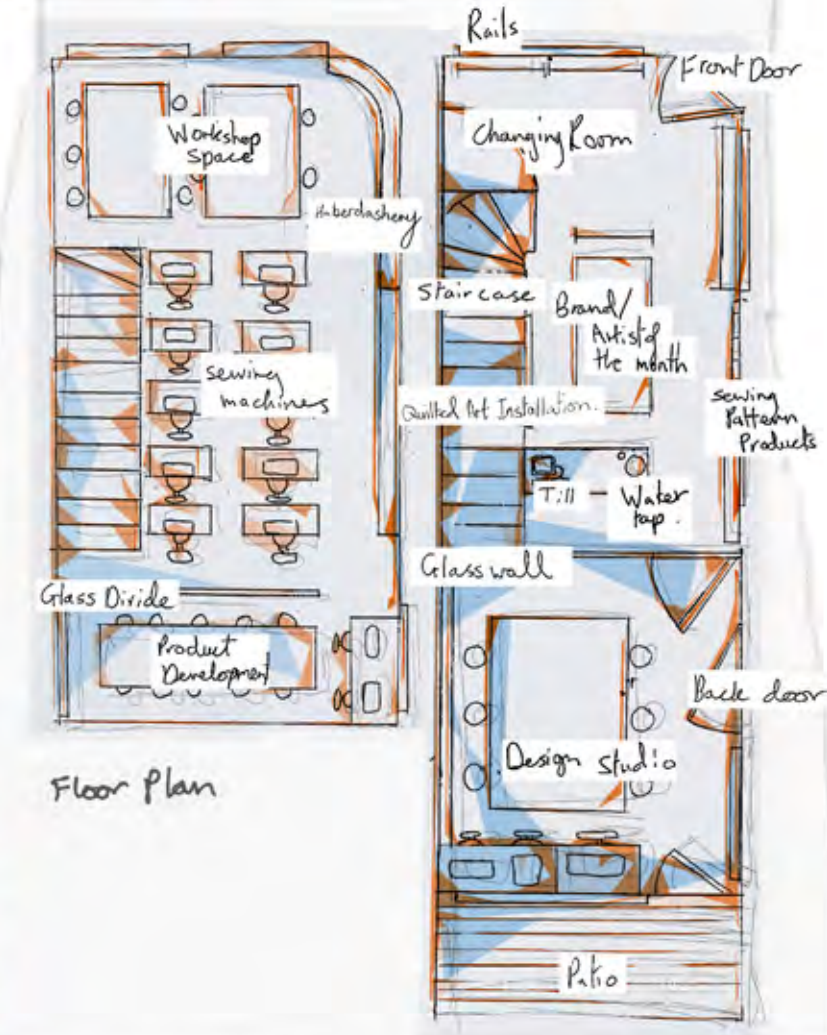
INSTORE



£19.50	£19.00	£19.00

£25.00	£17.99	£16.00

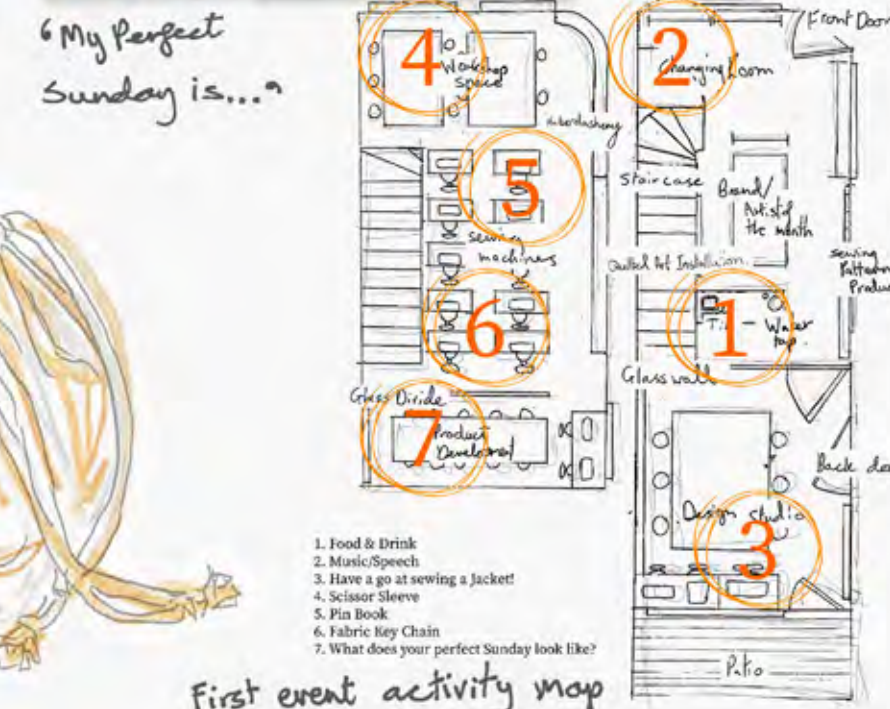
PLACE



LAUNCH EVENT



Collaborative art installation fabric squares



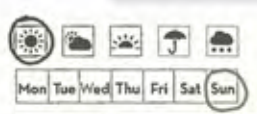
PROMOTIONAL MARKETING



Possible Magazine Advertising



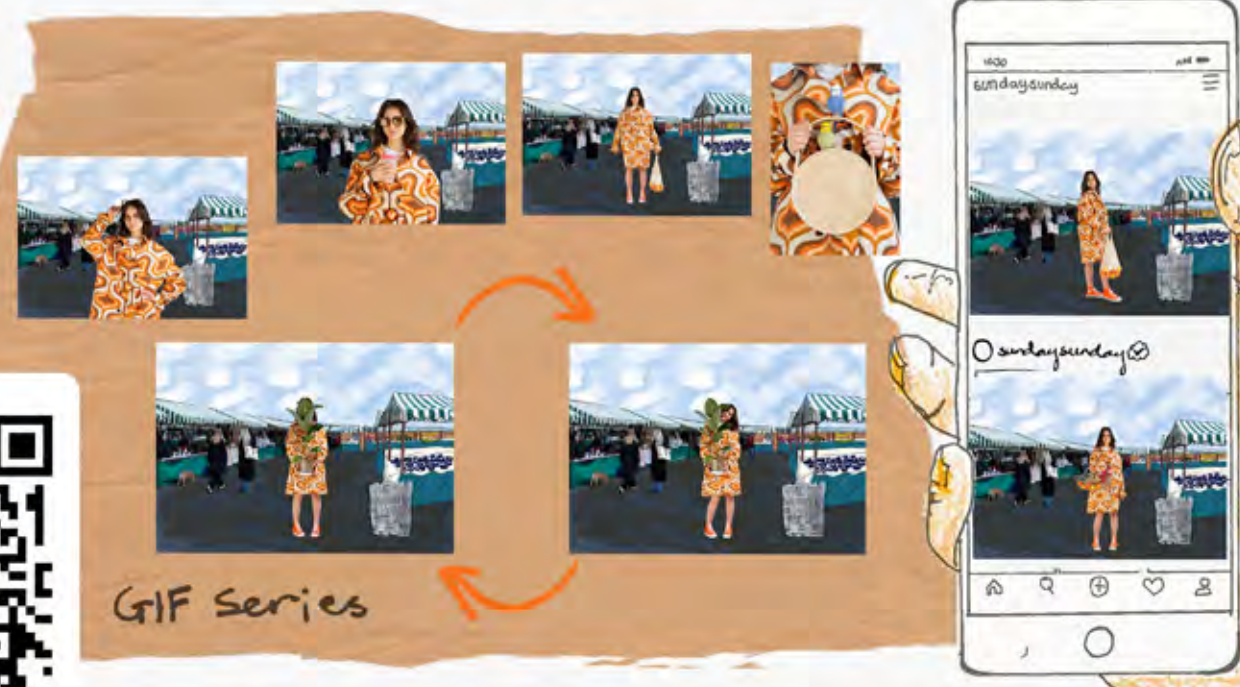
PROMOTIONAL ITEMS



SCAN ME!



Swing Tags & Labels



SCAN ME!



31



Campaign Scrapbook



Promotional items are really important to Sunday Sunday's marketing strategy and message of overall inclusivity.

Sewing Patterns



How to guide



"Time lines"

for



Samantha Holden

Colour & Fabric

After viewing the Fashion Reimagined film at Tyneside Cinema, I was inspired to find fabric and colour inspiration from within fabrics already in use by MOP. It was the limitations in fabric type and colour choice Amy Powney experienced during designing her debut No Frills collection, that inspired this design decision. All fabrics have selected from the ones used in last season's collection - SS23, to ensure the ethos of Mother of Pearl is truly met with in this collection..



Satin JENCEL™ Cloth

JENCEL™ x REFIBRA™ mesh cloth



Green Organic Cotton & Nonmulesed Wool Jacquard

Organic Cotton & JENCEL™ Lyocell Blend

Printed JENCEL™ Cloth

Research



Straight Grain

Twisted Grain

Irregular Grain

Diagonal Grain

Wavy Grain

Iris van Herpen

Jean Paul Gaultier

Free motion stitch samples

Designers that have used wood/woodgrain as inspiration in the past

LIGNA - fabric collection

Research



Developments

mother of pearl
- french wool pulp
- Beech wood
- Austria / Switzerland, scotlands
- takes dye well
- Drapes
- Blend eg H&M

beech wood Austria

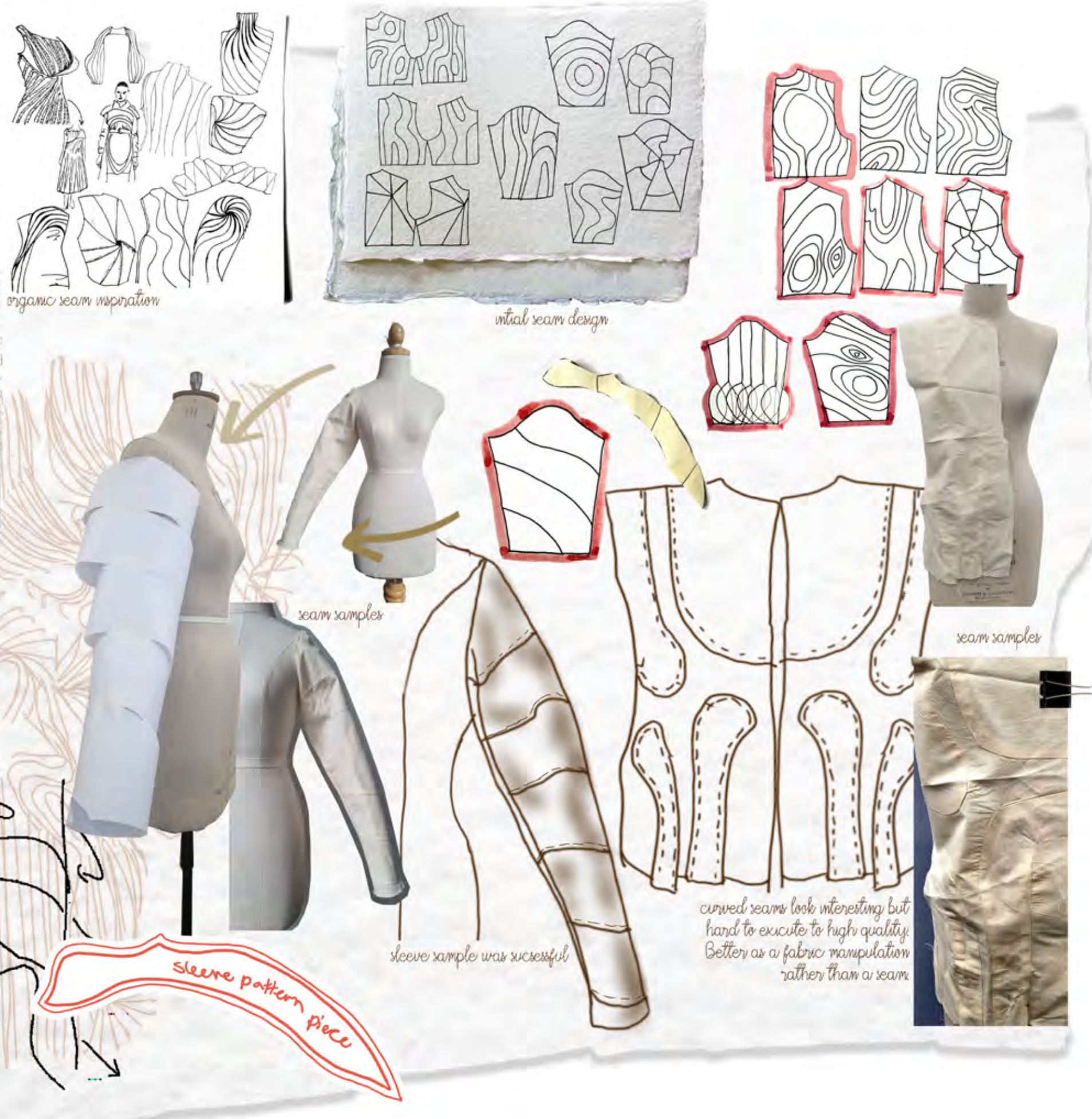
tree's
- knots
- wood grain
- pretty

vertical talks 1
Amy Powering -
- fenced weather pearl
- look previous projects
- art fabric number
- back it back to
- pencil looking waste
- makes feasibility easier
- don't have to do hard work
- all the approach
- apply to work of project
- want good improvement
- segmentations
- reach into to segs in!

initial notes and thoughts

colour pallet
from last collection
of cuts
- lighter not row
- flows

organic seam inspiration



Developments



Developments



Lineup



Range Plan

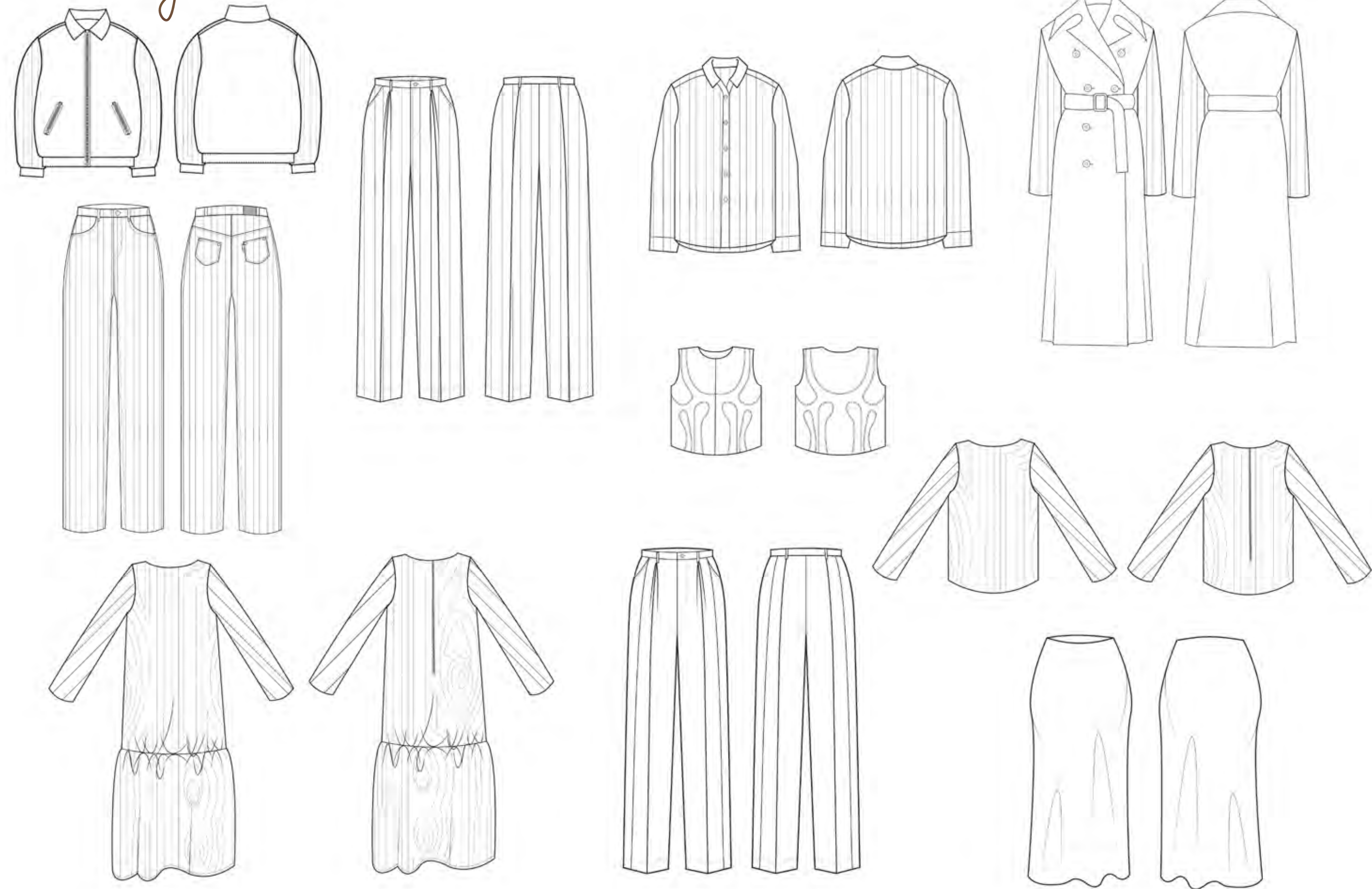


Photo References

Sunday Sunday
Design Development
Price
Garment Price Comparison

Mira Mikati logo - <https://www.themusicroom.co.uk/brands/mira-mikati>
Mira Mikati Coat - <https://miramikati.com/collections/coats-jackets/products/single-breasted-flower-button-coat>
Peach Eyes Coat - <https://www.peacheyes.com/products/lady-jane-trench-coat-in-juniper-print?variant=40954917355681>
Peach Eyes Logo - <https://www.peacheyes.com>
Helmstedt Coat - <https://helmstedt-online.com/products/emilie-jacket-vivid-garden>
Helmstedt logo - <https://helmstedt-online.com>
Ruby trench - <https://rubynz.com/products/august-coat-khaki>
Ruby logo - <https://rubynz.com>
Stella logo - <https://www.stellamccartney.com/gb/en/>
Stella Coat - <https://www.stellamccartney.com/gb/en/women/ready-to-wear/bilpin-coat-573928SPB052742.html>
Stella Skirt - <https://www.stellamccartney.com/gb/en/women/spring-2023-collection/bird-crest-print-satin-wrap-mini-skirt-6300253BS3101010.html>
Ganni logo - <https://www.ganni.com/en-gb/home>
Ganni Skirt - <https://us.stinegoya.com/collections/shorts-skirts/products/silje-skirt-skirt-rose>
Stine Goya - <https://us.stinegoya.com>

Pattern Price Comparison

Liberty pattern - https://www.libertylondon.com/uk/Zadie-Boiler-Suit-Sewing-Pattern-Size-6-14-R458347006.html?utm_source=google&utm_medium=shoppingiq&utm_campaign=shoppingiqfeed&utm_content=shoppingseo
Liberty logo - <https://www.pentagram.com/work/liberty>
American Vogue pattern - https://weaverdee.com/products/v1858?variant=39691328847959¤cy=GBP&utm_medium=product_syn-c&utm_source=google&utm_content=sag_organic&utm_campaign=sag_organic&srsItd=AR57-fB0BmkYi2d7U_ze85AsbTGISu1Ga1bt_OQo_O31EQ7d8FiLZOB7wR0
American Vogue pattern logo - <https://www.cremer-kg.de/vogue-patterns.html>
Vogue Zandra Rhodes - <https://www.minerva.com/mp/1003089/vogue-sewing-pattern-1627>
Vogue Zandra Rhodes logo - <https://www.minerva.com/mp/1003089/vogue-sewing-pattern-1627>
Viki sews pattern - <https://www.minerva.com/mp/1274813/vikisews-sewing-pattern-caroline-dress>
Viki sews pattern logo - <https://www.minerva.com/mp/1274813/vikisews-sewing-pattern-caroline-dress>
merchant and mills pattern - <https://merchantandmills.com/uk/the-sunday-merchant-and-mills>
merchant and mills logo - <https://merchantandmills.com>

Place

UK map - <https://ukmap360.com/united-kingdom-%28uk%29-blank-map>
Store interior
Ribbon - <https://www.ladulsatina.com/haberdashery-shops-in-milan/>
Fabric rolls - <http://lacefielddesigns.blogspot.com/2014/04/textile-tuesday-hibiscus-collection.html>
Wall quilt - <https://www.diydaisy.com/blog/diy-rainbow-checkerd-wall-hanging-with-cricut-maker>
The table in the shop - <https://ginzomag.com/lifestyle/nyc16/>

Promotional Launch Event

Guest images
Lucy Jane - <https://www.instagram.com/p/CqFpPAyKeVY/>
Izzy Manuel - <https://www.instagram.com/p/Co-bmosok08/>
Slow Fashion Jessica - <https://www.instagram.com/p/CbR4QYfsOHS/>
Scrap fabric craft - <https://www.instagram.com/reel/CgRyRqJlx7e/?igshid=MDJmNzVkmjY%3D&epik=dj0yJnU9NlNYX09wNllmMk9pbW-5LaURCVXROQm9hdUQyTVBzXzAmcD0wJm49SzRyWlJlelZuTEI3SGxsZGRlcnVzdyZ0PUFBQUFBRIE4SGNz>

Promotional Items

Collaborations
Liberty fabric - <https://www.alicecaroline.com/vintage-liberty-fabrics/>
William Morris - <https://morrisandco.sandersondesigngroup.com>
Retro Liberty fabric - <https://www.alicecaroline.com/product/liberty-fabric-tana-lawn-elysian-day-b/>
Charities
Creative Lives logo - <https://www.creative-lives.org/our-purpose>
Shoreditch Trust logo - <https://www.shoreditchtrust.org.uk>

Timelines

Logos
Mother of Pearl - <https://motherofpearl.co.uk>
Tencel - <https://www.tencel.com>

Concept

Ink wood grain - <https://www.smithsonianmag.com/science-nature/covered-in-ink-cross-sections-of-trees-make-gorgeous-prints-1625704/>

Customer

Yoga Group - <https://i.pinimg.com/originals/46/b6/21/46b6216ba7af8e34545ed093b26236c3.jpg>

Colour & Fabric

Ember tan fabric swatch - <https://motherofpearl.co.uk/collections/new-in/products/ember-trenchcoat-tan>
Romy Green fabric Swatch - <https://motherofpearl.co.uk/collections/new-in/products/romy-jacket-greenjacquard>
Misha pink - <https://motherofpearl.co.uk/collections/new-in/products/misha-dress-pink>
Ellen tan - <https://motherofpearl.co.uk/collections/new-in/products/ellen-dress-tanblackspot>
Priya plum - <https://motherofpearl.co.uk/collections/new-in/products/priya-dress-plum>

Development

2D Design Development figure - <https://www.lululemon.co.uk/en-gb/p/zip-back-paddle-suit-medium-bum-coverage-online-only/prod10520419.html>