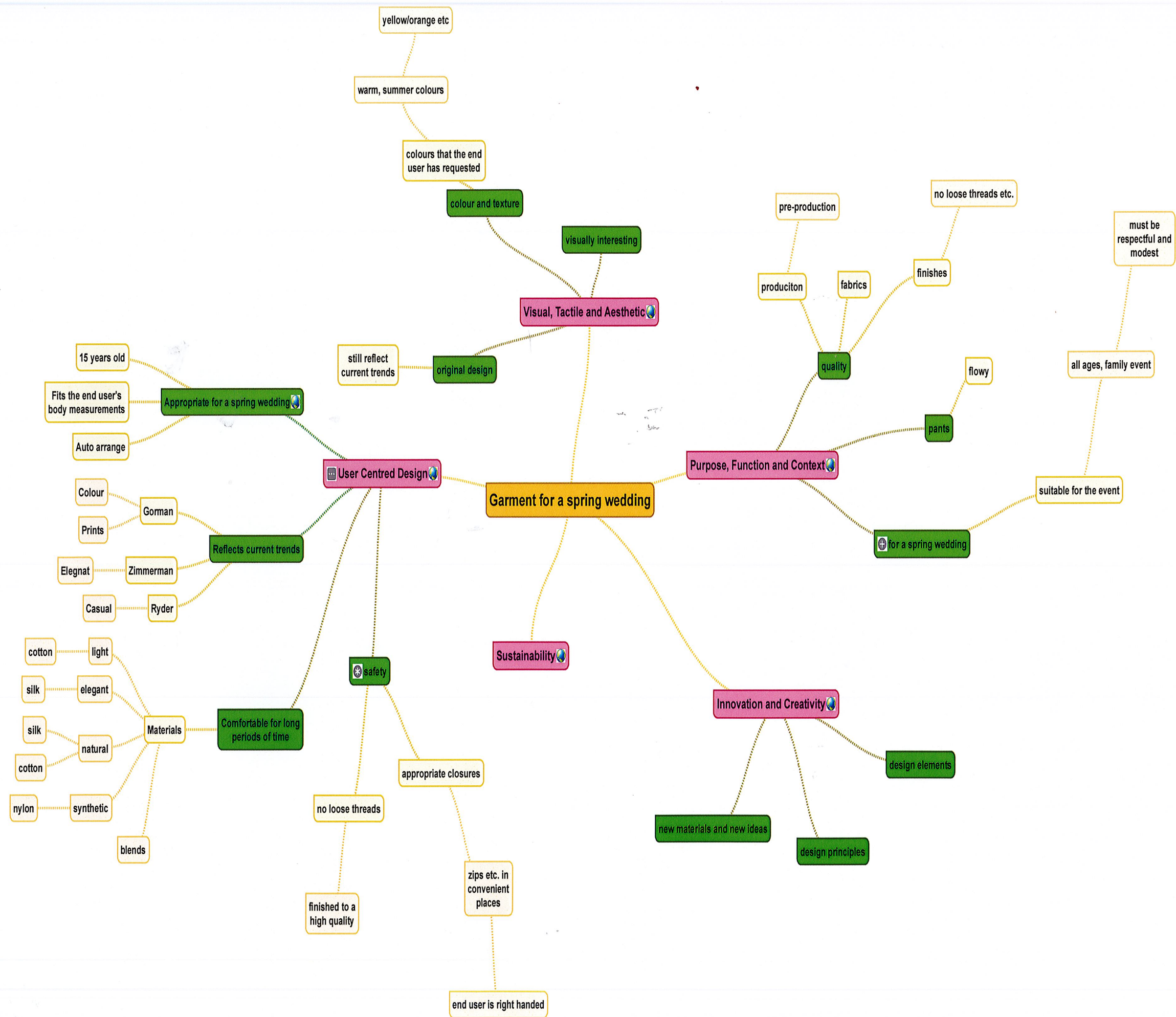


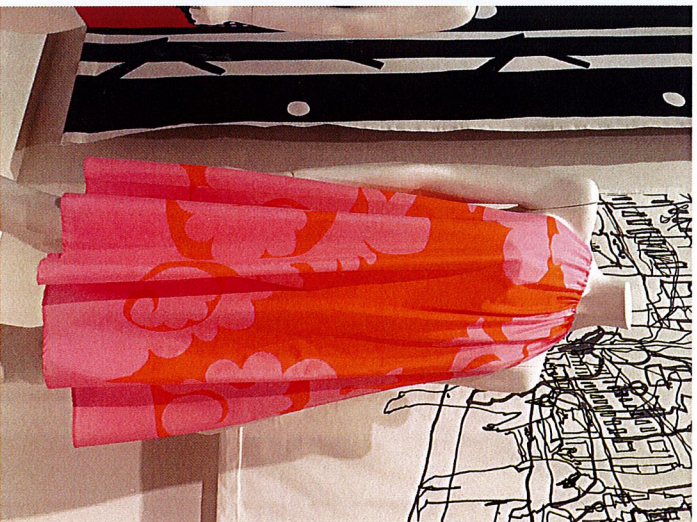
CRITERIA 2



CREATIVE THINKING

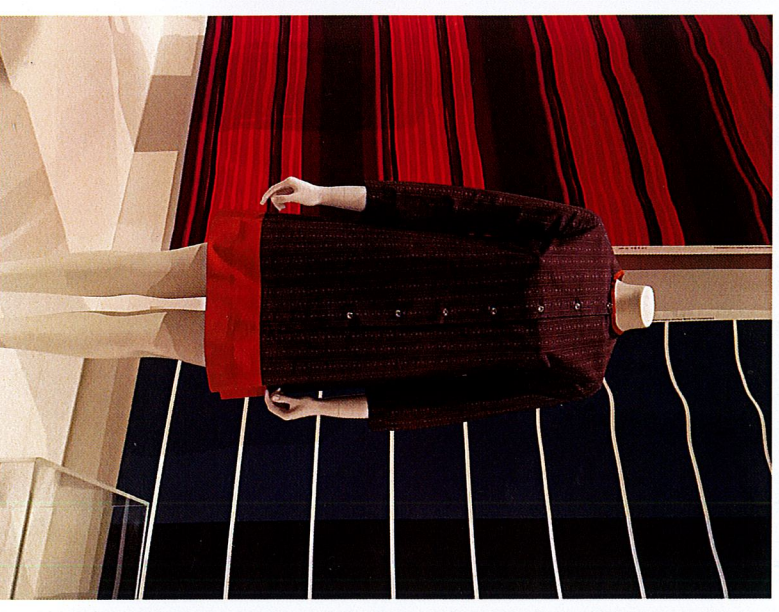


PRIMARY RESEARCH



Brand: Marimekko

This dress on the left, made from a lightweight fabric, was part of Marimekko's fashion exhibition. The colours reflect those of summer and warmth, and the **contrast** is visually appealing. The drape of the fabric falls over the mannequin's body nicely, and the gathered neckline adds a creative element to the dress.



Brand: Marimekko

This coat below, also a part of the Marimekko fashion exhibition, is very visually appealing through the print on the garment. The use of **colour** and **print placement**, specifically how the print doesn't line up, adds particular visual appeal. The primary function of this garment is to keep the end user warm, while also acting as a statement item of clothing.



Brand: Marimekko
This dress above features buttons down the front, adding a feature on a fairly classic design of a shirt dress. The orange panel along the hemline of the dress adds **visual aesthetic**, as purple and orange are **contrasting colours**. The neckline is also orange, adding contrast through the top of the garment too.



Brand: Marimekko

This dress on the left is made from wool, suggesting that its primary function is to keep the end user warm. The **loud** and **colourful print** suggests that it's secondary function is to be a visually appealing winter garment, through the **block colour** and basic **shapes** used within the print. The short length of the dress also follows current fashion trends.

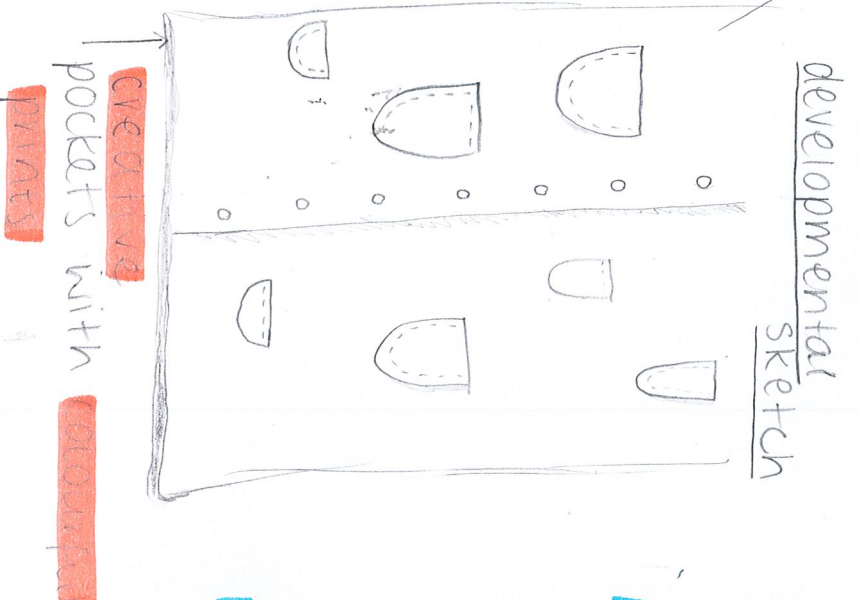




Brand: Marimekko

This dress below is made from a lightweight fabric, making it perfect for warmer months. The print **contrasts** pink and green, and features **large shapes**, making it visually appealing. The short sleeves and short length also suggest that it is designed for warmer months of the year. The high neckline also reflects current fashion trends, as does the short length of the garment.

Brand: Marimekko
This dress on the left is instantly visually appealing through the **asymmetrical pockets**. They not only add function for the end user to the garment, but also an element of creativity and visual due to the fact that the pockets are different **prints, colours** and **sizes** and **placements**. The boxy and oversized style of the dress reflect current fashion trends.



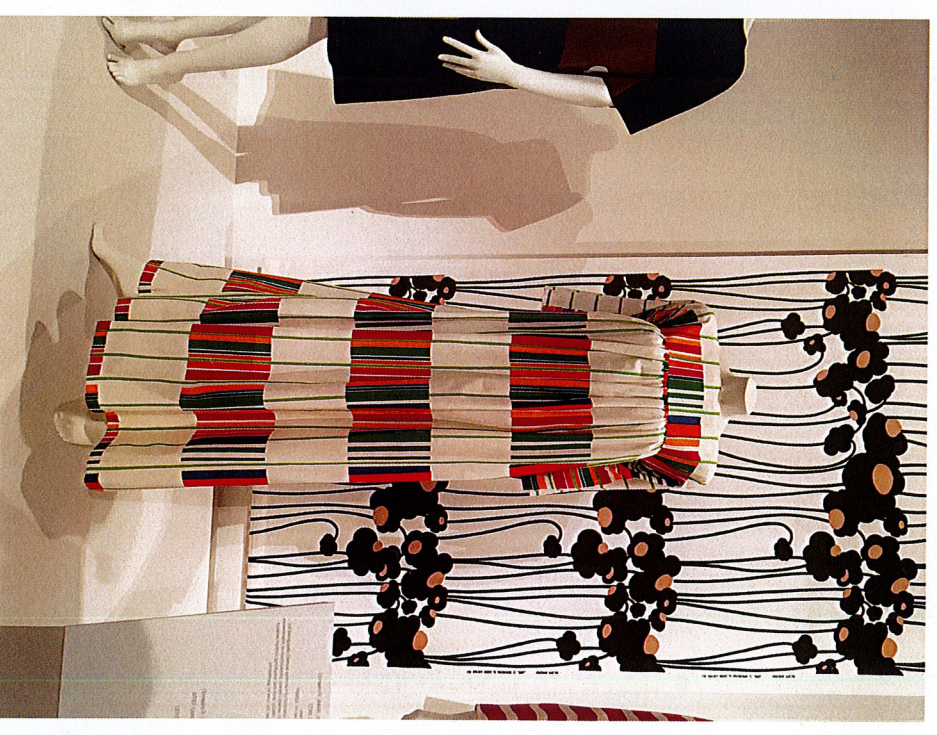
Brand: Marimekko

This black dress features on of Marimekko's classic prints. The **bold flowers** create visual appeal, and although neutral colours, make it stand out. The style of the dress is **oversized**, following current fashion trends. The inclusion of the v-neckline creates the **contrast of positive and negative shape**, something that adds innovation and creativity to this garment.



Brand: Marimekko

This dress on the right is instantly visually appealing through the **print and colour** used. The shape of the dress is **oversized** and long, reflecting current trends. The high neckline adds a sophisticated detail, as does the three-quarter length sleeves. The light fabric suggests it would be perfect for spring.





Brand: Marimekko
This dress on the left features a more subtle **print** that compliments the **classic** style of the garment. The frill on the bottom of the dress adds a nice detail to a classic design, as does the gathering below the bust. The warm tones used in this dress make it feel **bright** and ideal for the warmer months, something that is also reflected through the light fabric used.



Brand: Marimekko

This dress below is made from velvet, reflecting current trends but also making it warm and great for colder seasons. The **print placement** is **symmetric**, adding visual appeal and a high quality look. The high neckline of the dress reflects current fashion trends, and the red, purple and orange in the print reflect **bright** and warm tones.



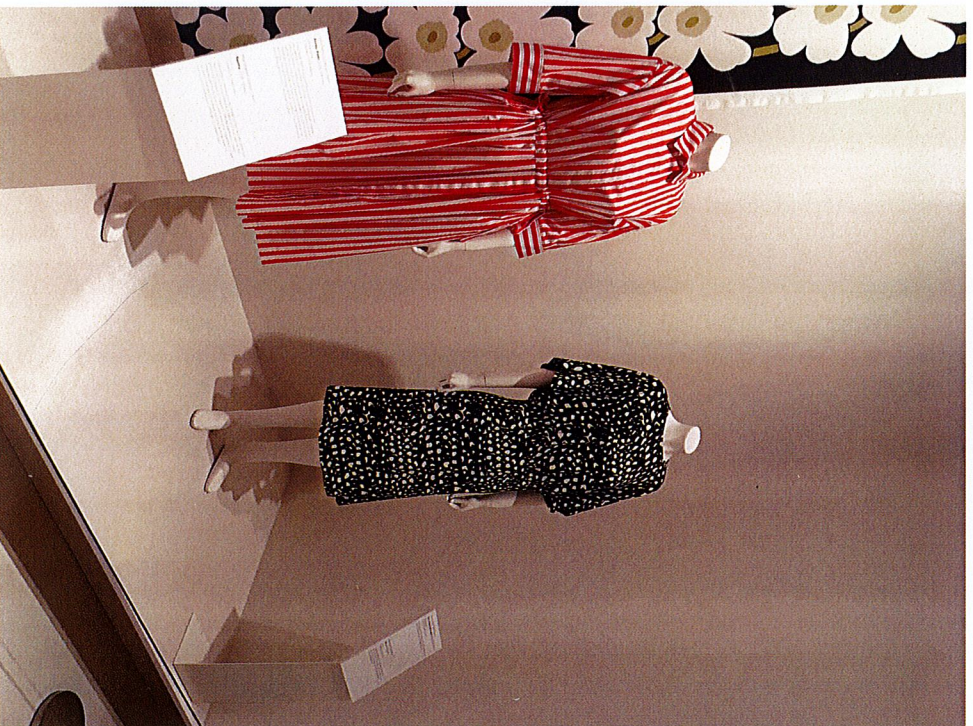
Brand: Marimekko

This dress on the left uses an **asymmetrical** print placement to add visual appeal. Made from **velvet** and featuring a **high neckline**, this garment reflects current fashion trends. The warm tones add light to an item that's primary function is to keep the end user warmer, as the fabric suggests it would be ideal for the colder seasons.



Brand: Marimekko

This dress above transforms a classic smock-dress design into a more visually appealing garment, through the added **green layer** at the bottom. Not only does this add **contrast**, but also is consistent through the striped **print** used, reflecting creativity in the design process. The tie around the waist of the dress also makes the garment more **flattering** when worn.



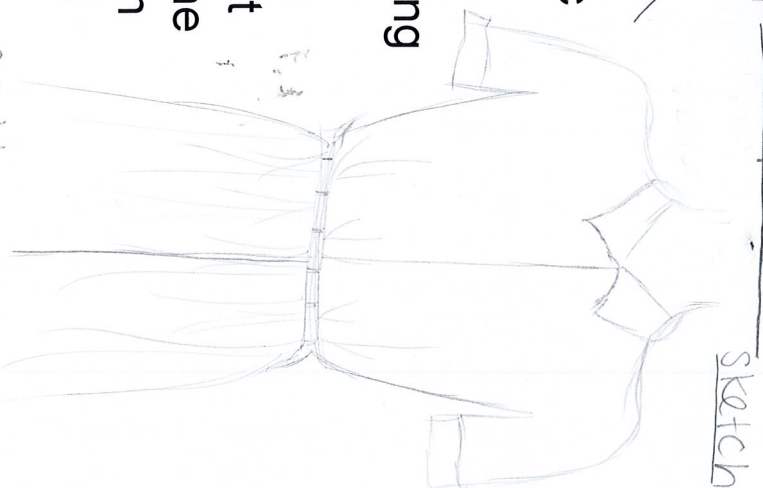
Brand: Marimekko
This red dress on the left is a classic long shirt dress style, **enhanced by the bright print**. The synch at the waist makes this style appear more feminine, as does the high neckline collar. The shorter sleeves with the **contrasting print direction** adds visual appeal and a modern twist to a classic design.

Developmental



Brand: Marimekko

This dress below is undeniably creative through the pleated fabric that flows throughout the whole garment. The **pleating** adds interesting detail to the **print**, making it consistent through the whole garment. The high neckline of this garment creates a collar, making it consistently visually appealing. The garment is made from a silk-cotton blend, making it feel sophisticated and classy, while still feeling summery and light.



This dress above is undeniably visually appealing, through both the **print and style**. The print utilises bright and **bold block colours**, drawing attention towards it. The shape of this dress is also creative, through the fact that it is both short and **oversized**, something that reflects many current fashion trends. The sleeves of this garment are particularly oversized, making this dress both stylish and comfortable, perfect for spring weather.



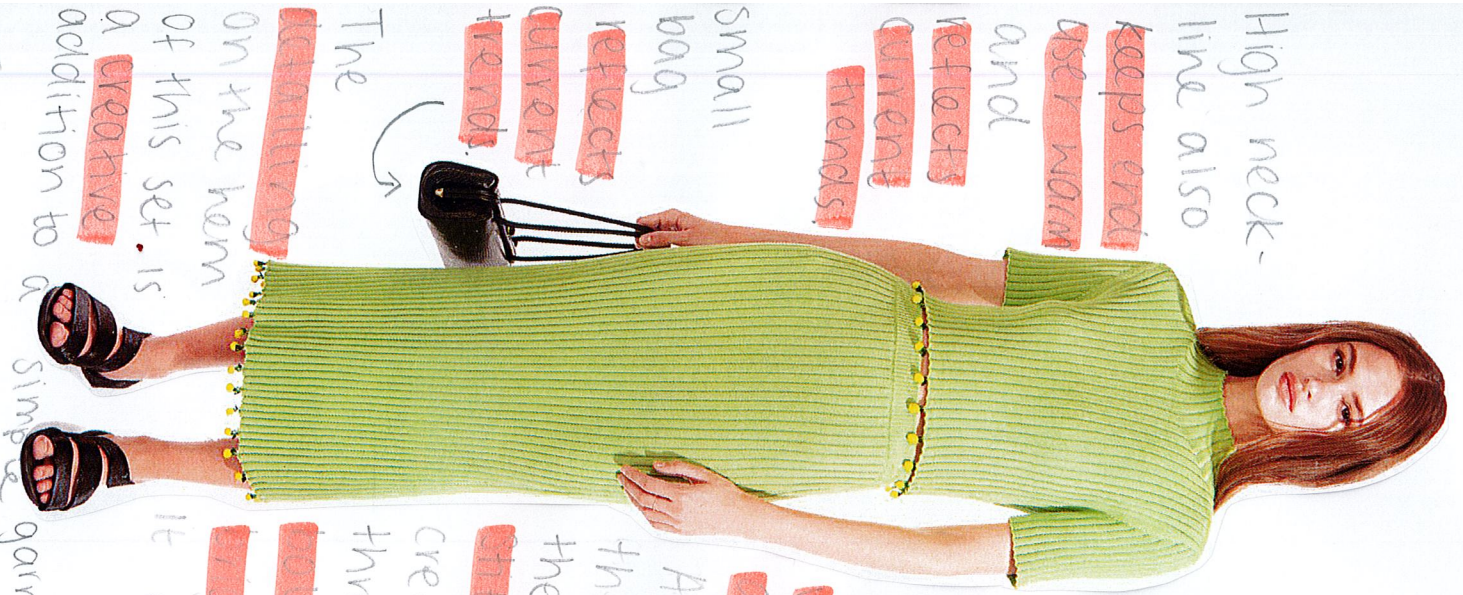
Brand: Marimekko
This dress on the left is casual and perfect for summer months, this is reflected through both the **print and the style**. The fruit print reflects summer and warmth, as does the warm colours it highlights. The **style** of the dress is casual and includes spaghetti straps, making it perfect for warm weather and summer months.



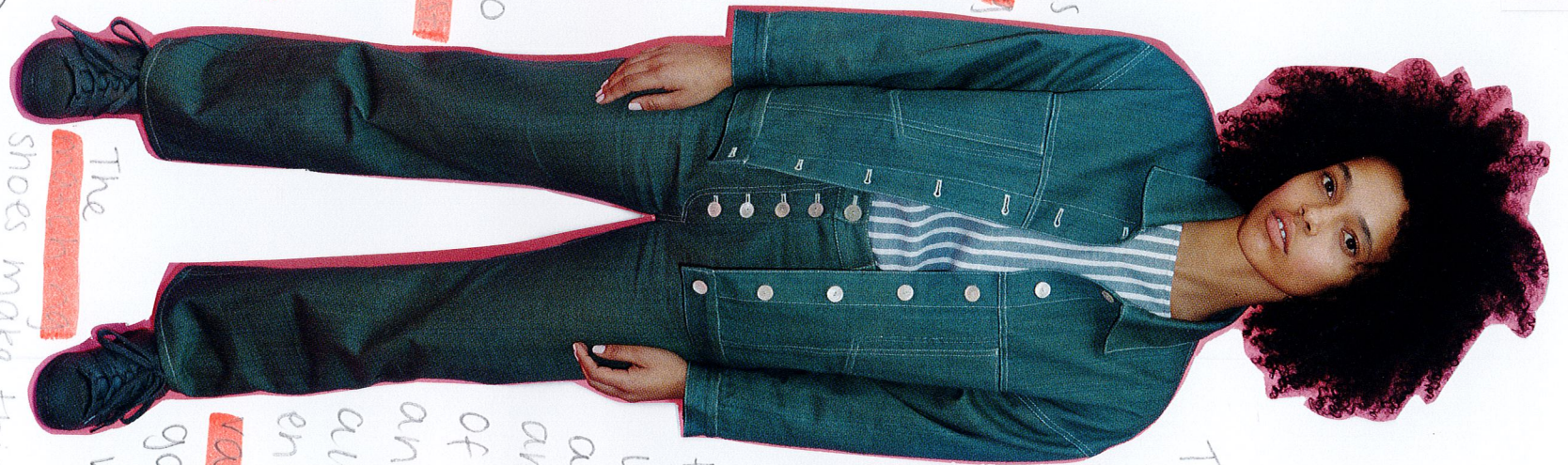
SECONDARY

RESEARCH

VCE NUMBER: 172 82749 R



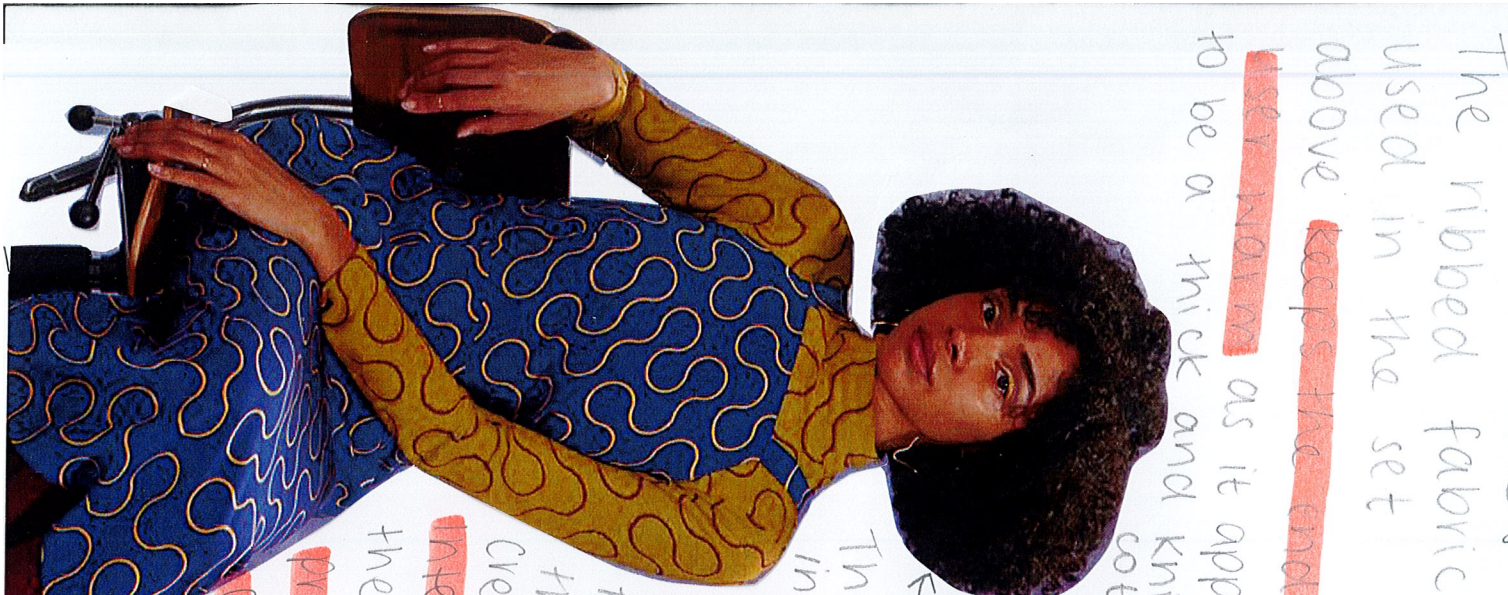
High neck-line also keeps end user warm and reflects current trends. The small bag reflects current trends. Along with the ribbing, the top creates a vertical line through the dress and it creates.



This set on the right uses contrasting buttons to look visually pleasing. Along with the ribbing, the top creates a vertical line through the dress and it creates.



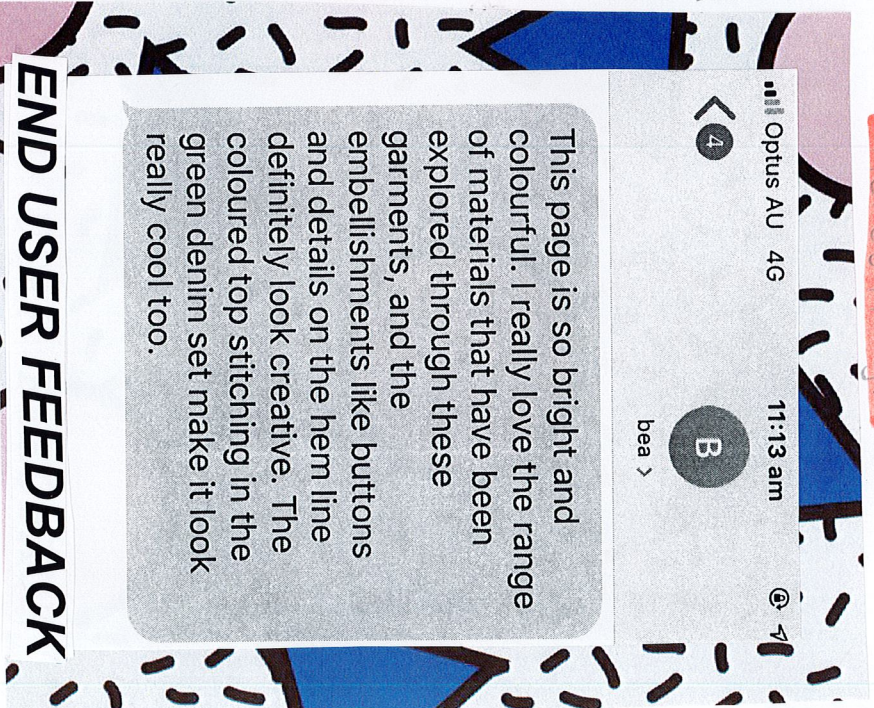
Large earnings add to the garments' bold nature, while also reflecting current trends in fashion. The knit fabric gives the end user comfort and warmth and the curve of the dress allows the end user to get value for their garment as they will wear it all year round.



The ribbed fabric used in the set above keeps the end user warm as it appears to be a thick and knitted cotton. Matching accessories.

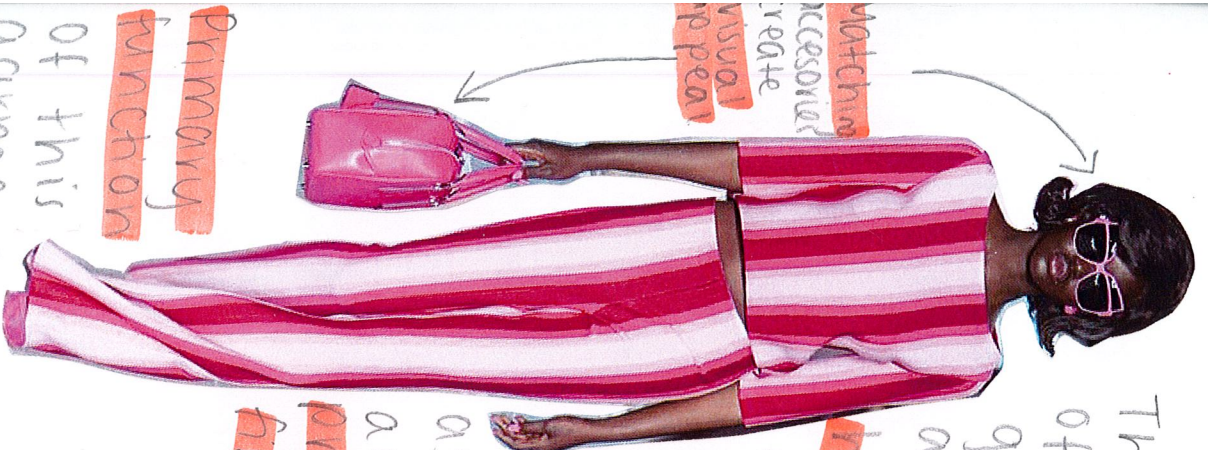


Contrasting colours create visual appeal. The set on the left creates a vertical line through the corresponding prints and colours. The layering of the high-waisted pants and cropped leg reflects current fashion trends.



The contrast of repeating stripes and pots make this garment visually interesting.

High-waisted pants and cropped leg reflects current fashion trends.



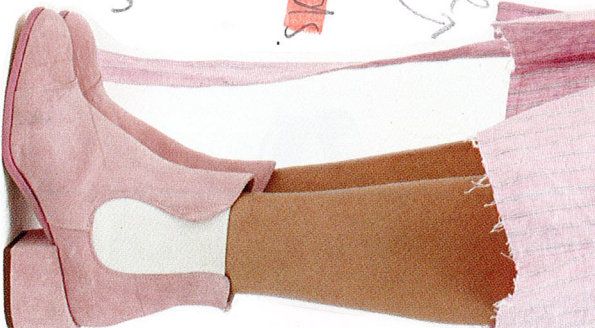
The **quality** of this garment appears **high** because of the **symmetry** in **print placement** as well as **clean** and **professional finishes**.

over-sized shirt **complees** with **current trends**.



Primary function of this garment above is to be worn as a **set**, while its **secondary function** is to be **visually appealing**.

Raw edges follows **current trends**.



Co-ordinating **colours** in this outfit on the left create **visual appeal**.

Contrast of colours on **neutral tones** like grey and black create **visual appeal** as does the **co-**

ordinating print of the faces on this outfit.



The **print** on this top is **visually appealing** through the **contrast of black and white**. The pants on the left are **flattering** through the way they sit on the model's waist.

The **cropped** fit of this sweater

reflect **current trends** & fashion.



develop-mental sketch of pant legs.

Cuffed pant legs



END USER FEEDBACK

Optus AU 4G

11:10 am

33%

B

bea >

The print on the outfit on the bottom right corner of this page really appeals to me as it is embroidered, a detail which I love on clothes. The colours also really stand out on the grey fabric. The pink colour of the garment on the left is also appealing to me because it is a pop of colour without being too bright.

END USER FEEDBACK

Optus AU 4G

11:13 am

33%



B

bea >

The pink outfits on this page is so pretty and i love the detailing on the top of the overalls. The dark velvet pants look really classy, except i don't think the fabric will be appropriate for my cousin's wedding, although the shape is very flattering on the model. Again this page features wide leg pants which i really love.



The **primary function** of this coat is to keep the user warm.

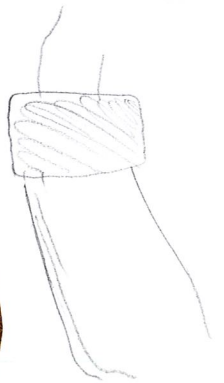
Its **secondary**

function is to create **visual appeal** through the **contrasting zip colours** (red & blue)

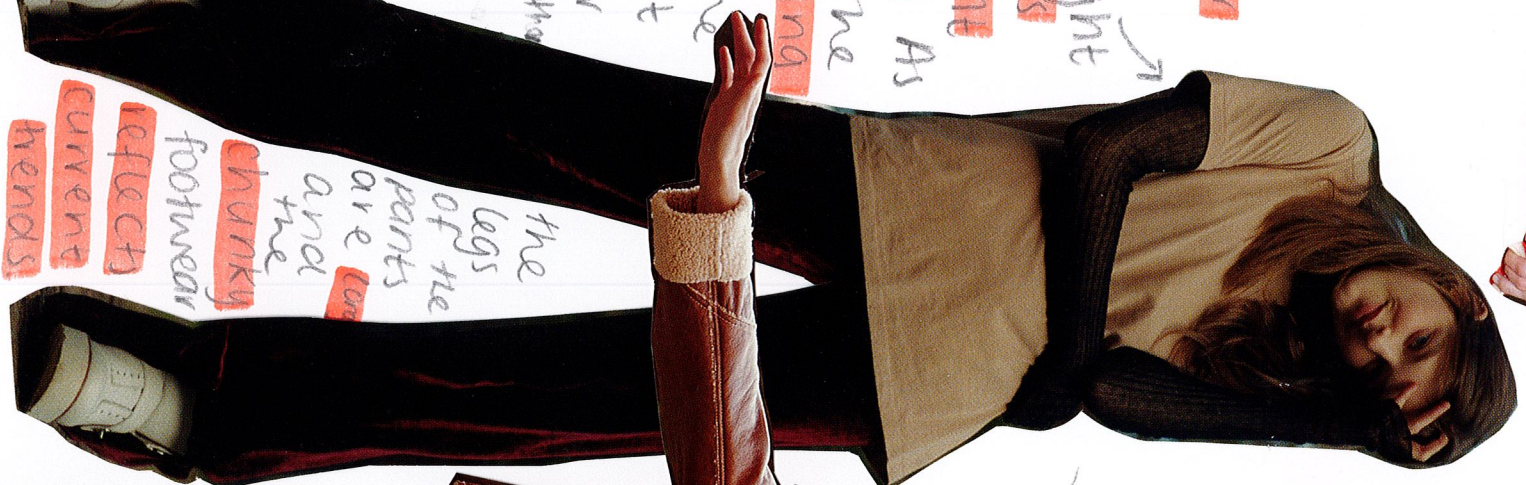


high neckline

These pants on the left are made of **velvet** which follows **current fashion trends**.



cuffed sleeves



the legs of the pants are **long** and the **chunky** footwear **reflects** **current trends**

The **sheer** top on the right **reflects** **current trends**. As does the **laying** of one shirt over another



reflects **current trends**

The pink overalls below are **innovative** and **creative** through the **metal eyelets** used. They are **decorative** but can also be **functional**, therefore the designer has been **creative** through their use of **functional aspects** of a garment to add a **creative element** on these overalls.

The **frayed** **insert** down the **front** of the garment **reflects**

These pants all have a wide leg/ culotte **style**, which **reflects** **current fashion trends**



the designer's **innovation** and **creativity**



This jumper is usually aesthetic through the contrast of black + white ribbing and coloured stripes

The skirt on the left drapes down the model's body nicely, showing user-centred aesthetic.



Developmental sketch



This garment is innovative and creative through the textures and fabrics used in the dress design. The material used is unique and creative whilst also following current fashion trends. The material also makes this garment usually appealing through the contrast of black and white and the repeated pattern.

END USER FEEDBACK



B

bee >

I love the wide leg on the pants pictured in the top left corner of this page. They really flatter the model's body. The dress on the bottom right of this page is really cool and creative and make the black sections stand out even more.

These jeans above express user-centred design as the flare on the leg fits the end user perfectly, making them very flattering on her body.

The jacket on the left is visually appealing through the use of both print and the quilted fabric. It creates contrast which creates aesthetic appeal.

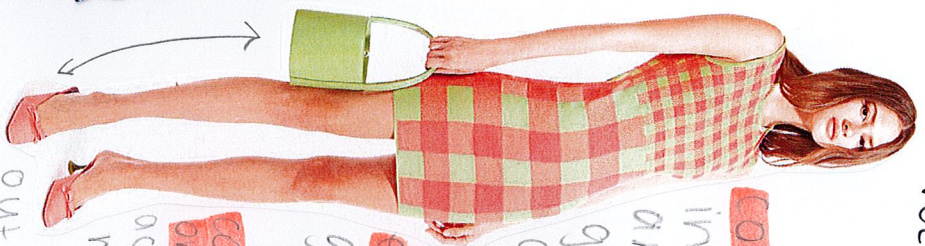
The primary function of this jacket is to keep the end-user warm while its secondary function is to add colour and print to an individual's wardrobe.

The pockets and zipper down the centre ensure user-centred design, making sure it is functional for an end user.



VCE NUMBER:
17282749R

The pantsuit below has been styled with another layer underneath to keep the end user **warm**. This allows the garment to be worn all year round and allow for the end user's **maximum volume**.



contrast in the pink and green create an **eye-catching** garment. **Co-ordinating** accessories make this outfit look **classy** and **appropriate** for many different occasions.

The **contrast** of blue, yellow and white in this top create **visual appeal**. The thick knit of it allows it to be worn in many climates and keep the end user **comfortable**.



I love the yellow colour in the garments on this page as I think it is reflective of me and would be perfectly suited to a spring event. This page also includes lots of colours, which definitely grabs my attention! The wide legs on the different pants on this page also something I really like, they are really flattering on the various models.

END USER FEEDBACK

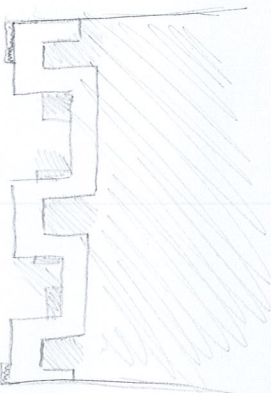


This pantsuit on the left is very **visually appealing** through the **contrasting colours** in the **print**. The long legs and short sleeves make this garment **versatile** to wear across all seasons. This allows the end-user to **get value** and wear out of their garment.

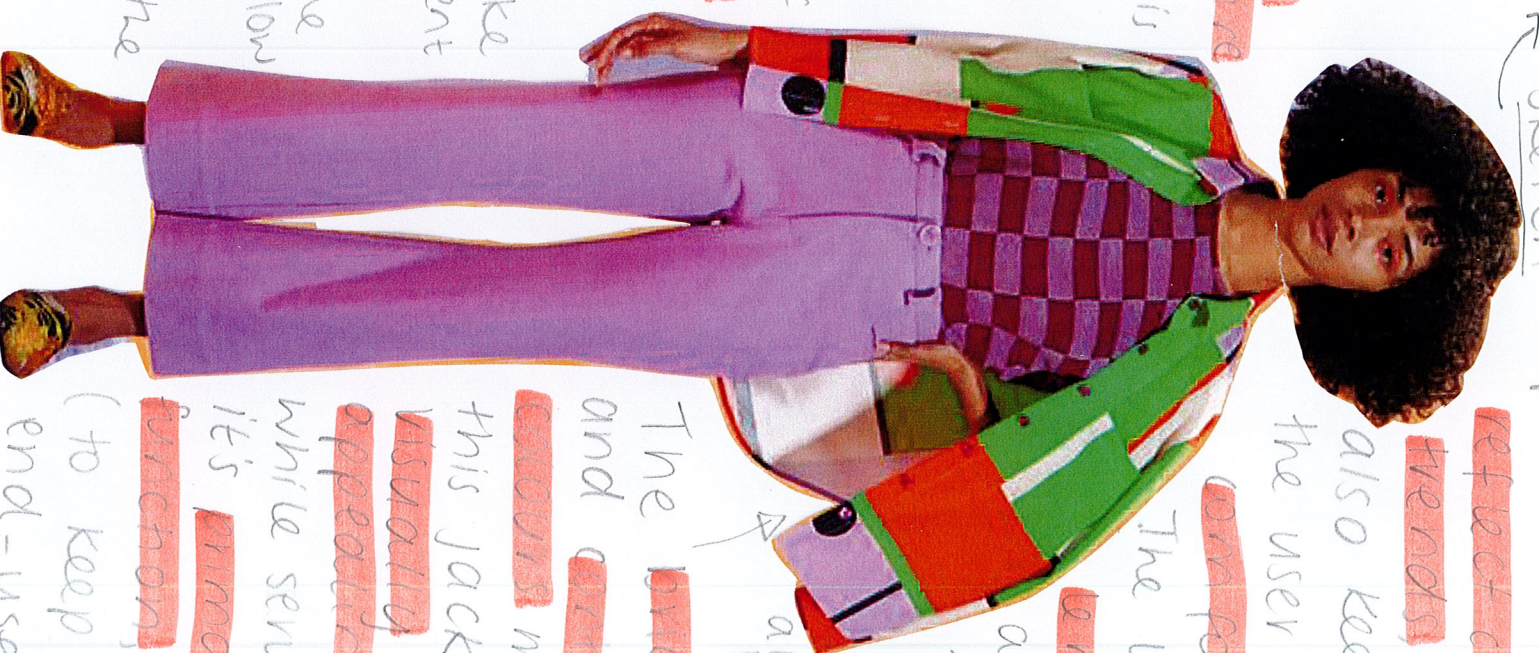
Co-ordinating shoes that **reflect** the garments **primary** and add further **visual appeal**.



The **positive** **shape** in this set create **visual appeal** and add an element of **activity** in this set. The matching pants make this garment **versatile**, while the pale yellow colour **contrasts** the white detailing whilst also **reflecting** current trends in spring/summer



developmental The wide-leg pants above **reflect** current **trends** while also keeping the user **comfortable**.



The long **length** allows them to be worn all year round. The **long** and **contrasting** **colours** make this jacket **visually appealing** while serving its **primary function**, (to keep the end-user **warm** in colder months/ weather).

The bold print on the garment on the left is really appealing to me as it really captures people's attention. This page features lots of colours and prints, which I also really love. The garment on the bottom left is really cool because it has patches of different leather which stands out while also using neutral colours and tones.

The bold print reflects current fashion trends.

Innovation and creativity is evident in this garment on the left through the print. The print also makes this garment visually appealing.

The material used in this garment are appropriate for the style, as they drape and

user-centred design makes sure this dress fits the model's body appropriately.

the models
body in the
right places.

and
the models
ly in the
ht places.



what Bea said
in her interview
in regards to
the colour she likes to wear.

[illegible]

The dress on the left is creative through the use of different

The dress on
the right's

U.S. 20

VCE NUMBER:
17282749K

VCE NUMBER:
17282749K

VISUALISATIONS



panelling
a lining
down the
side of the
leg adds
visual
appeal



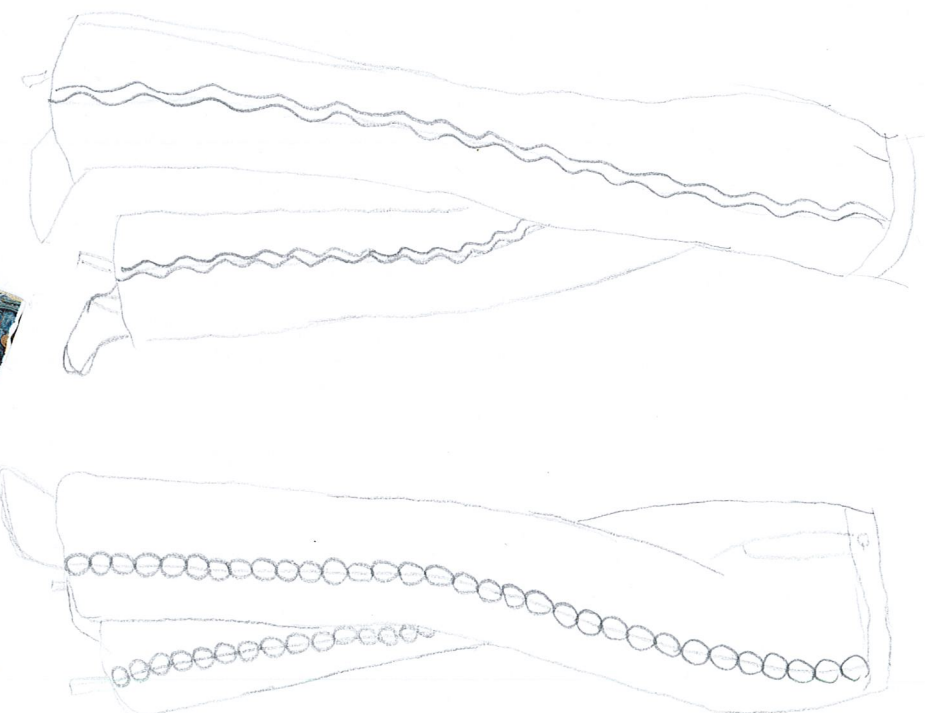
volume +
made by
gathering.



tie around
the waist
adds an
element of
innovation
and
creativity



panel
down the
side of the
leg gives
visual
appeal



wide leg
gathering
for volume



flared
leg

VISUALISATIONS



gathering adds
volume
and
shape.

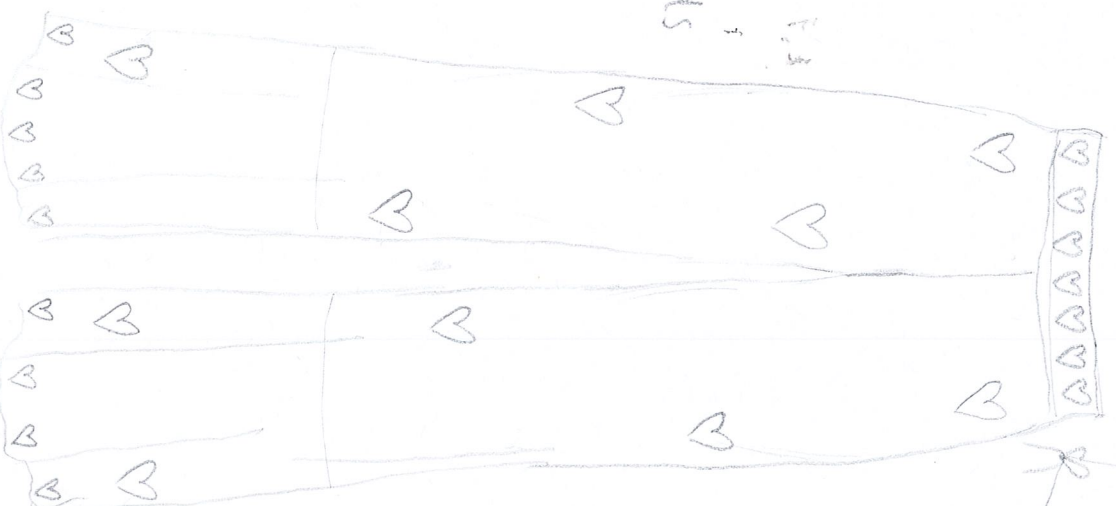
flared leg
that
flares out
at the
bottom of
the leg.

elastic
waistband

wide
leg.

cropped
leg (leg)

flared leg
+ (reactive
gathering)
in pant
leg.

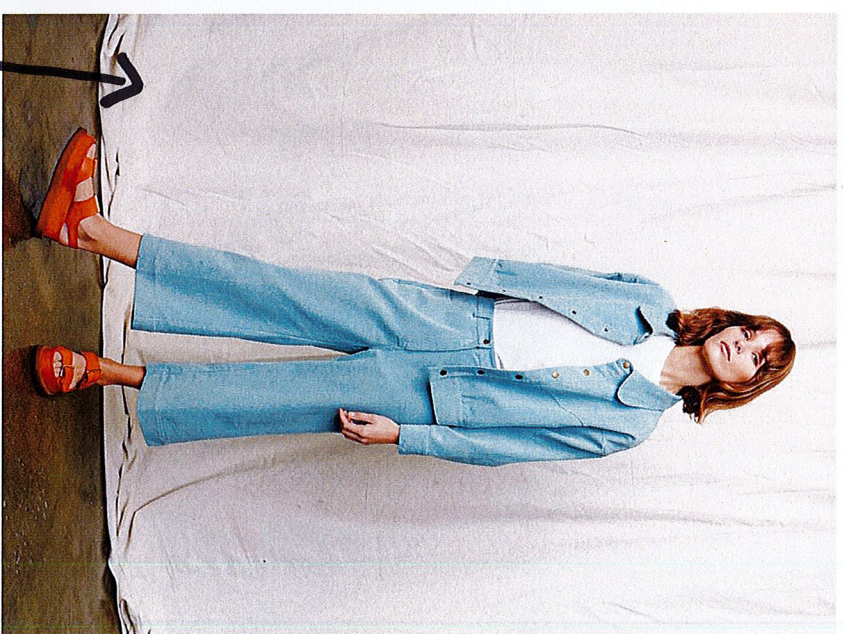
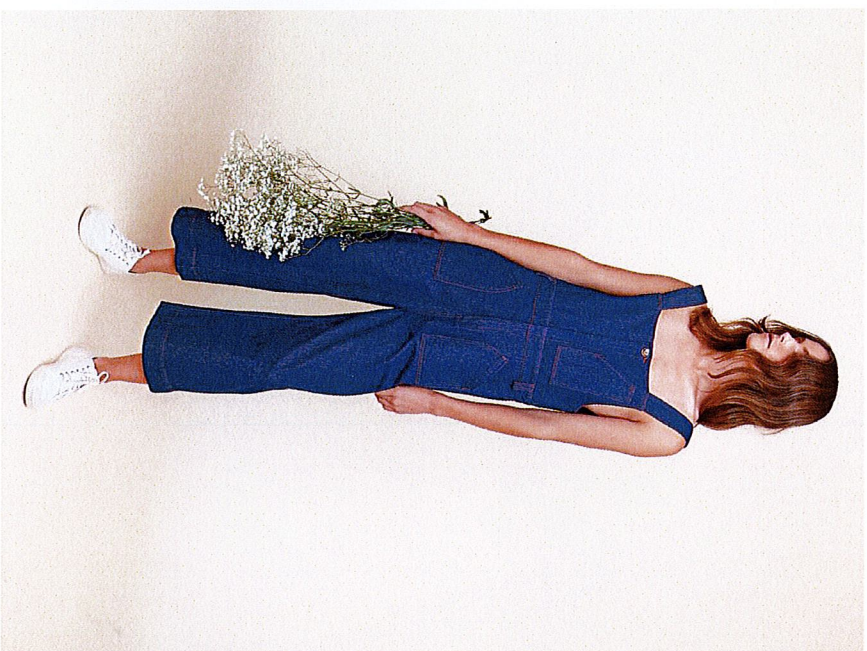


wide leg
pant

comfort +
durability

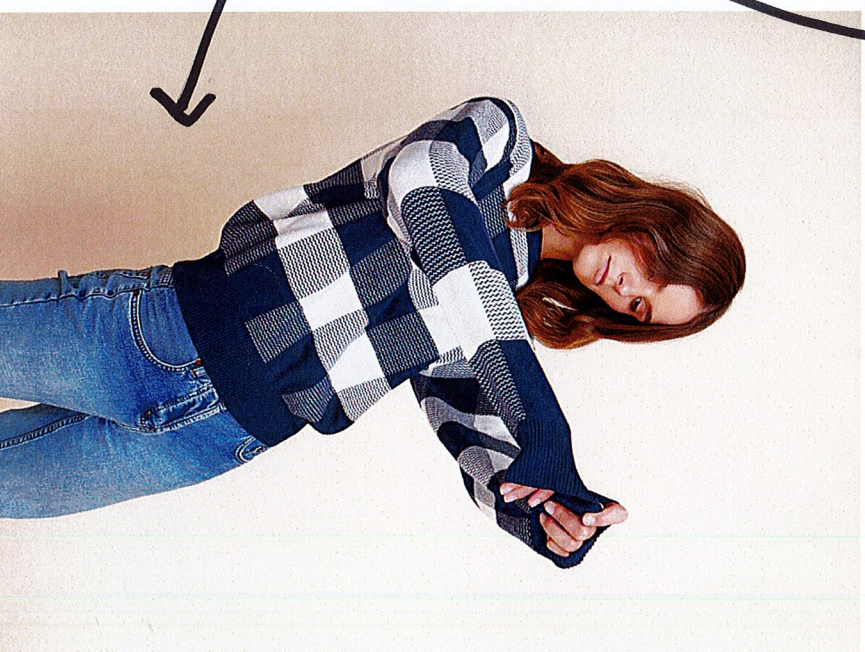


RYDDEER

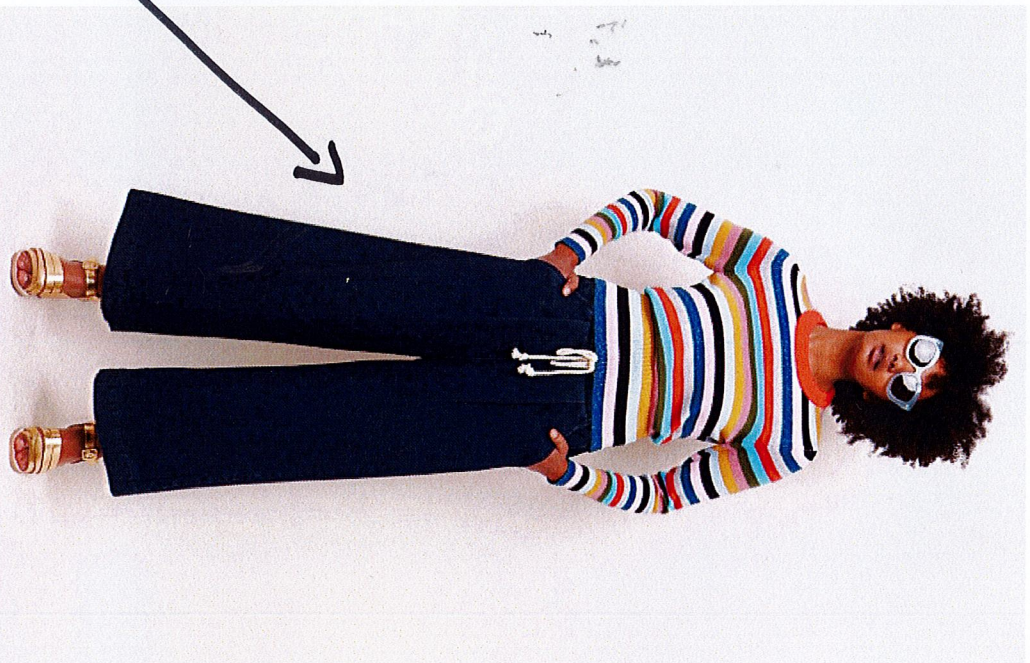


CHARACTERISTICS

- Neutral tones
- Inspired by native Australian flora and plants
- Wide leg pant style
- Denim



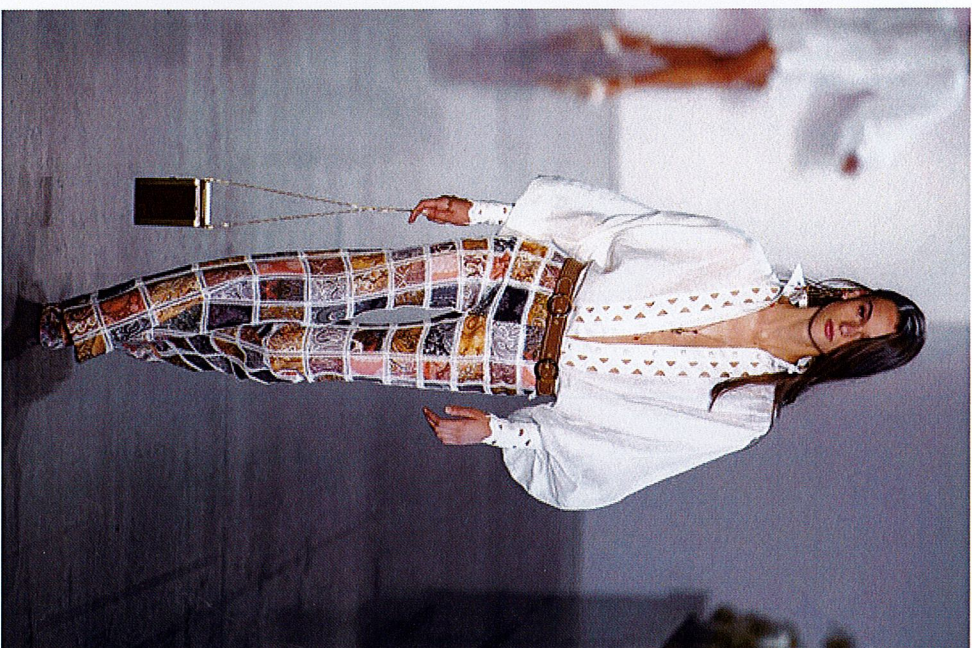
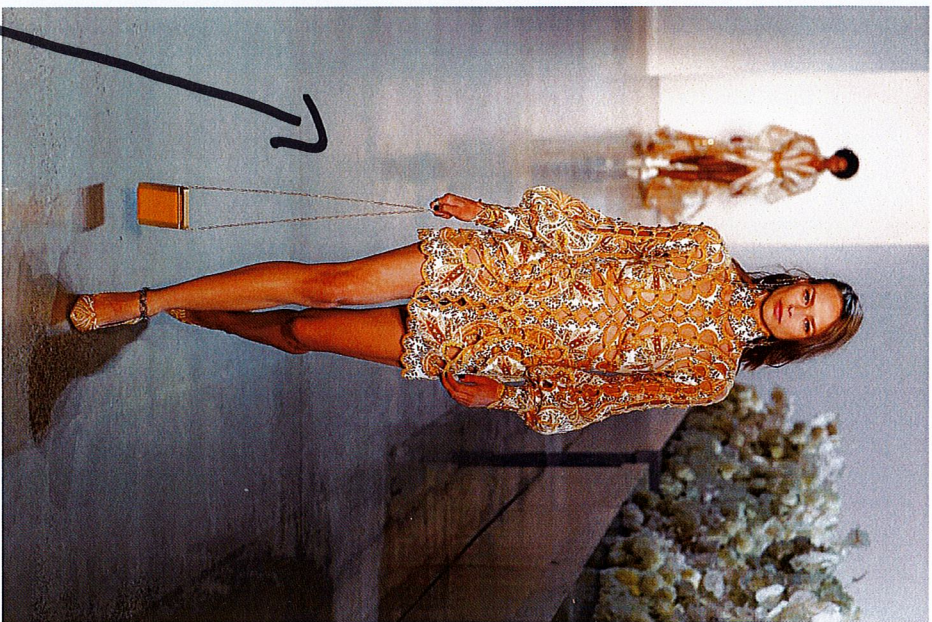
Journal



- CHARACTERISTICS**
- Bold prints
 - Bright colours
 - Contrasting palettes
 - Stripes
 - Large prints
 - Pleats



ZIMMERMAN



CHARACTERISTICS

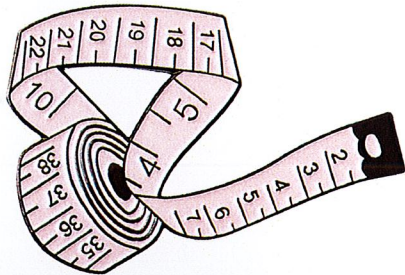
- Floral
- Lace details
- Positive and negative shape
- Cropped
- Layering



ERGONOMICS

BEA'S MEASUREMENTS:

BUST:	92cm
WAIST:	75cm
HIP → FEET:	94cm
HIP → SHOULDER:	48cm
HIPS:	105cm
SHOULDER:	52cm

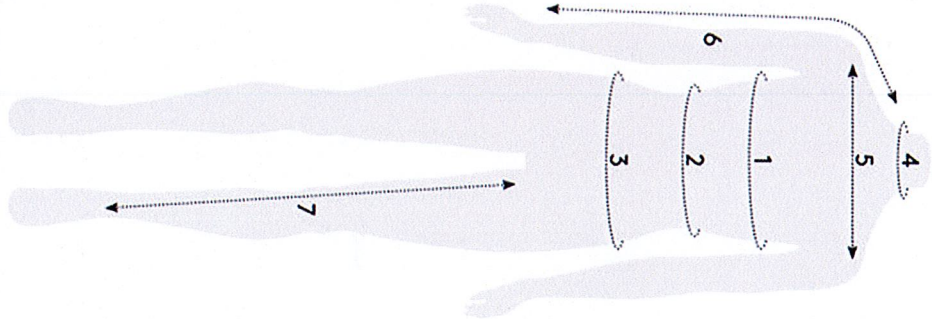


According to this size chart, Bea's sizing closely complies with a size 10 (S)

	4/XXS	6	8/XS	10/S	12/M	14/L	16/XL
Bust (cm)	80	82.5	85	90	95	100	105
Waist (cm)	63.5	66	68.5	73.5	78.5	83.5	88.5
Hip (cm)	89	91.5	94	99	104	109	114
Inside Leg (cm)	73.5	76.5	78.5	78.5	78.5	78.5	78.5

How to Measure

- 1. Bust Circumference**
Measure around the fullest part of your chest with your arms down.
- 2. Waist Circumference**
Measure around the narrowest point of your natural waistline.
- 3. Hip Circumference**
Measure around the widest part of your natural hipline.
- 4. Neck Base Circumference**
Measure around the base of your neck where the collar sits.
- 5. Shoulder Breadth**
Measure from your shoulder tip to shoulder tip.
- 6. Sleeve Length**
Measure from the nape of your neck to your wrist.
- 7. Inside Leg**
Measure from top of your inside leg (at crotch) to your ankle.



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DATE ACCESSED: 10/03/2019

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DATE ACCESSED: 11/03/2019

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<https://ryderlabel.com/pages/aw-18>
- Ryder label look book #18 (spring 2018)

DATE ACCESSED: 19/03/2019

- Zimmermann SPRING RTW 2019, NINETY SIX COLLECTION
<https://www.zimmermannwear.com/explore/spring-ready-to-wear-2019-ninety-six/>
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<https://www.zimmermannwear.com/explore/zimmermann-spring-ready-to-wear-2018-runway-goldentime/>
- RUNWAY LOOK BOOK: <https://www.zimmermannwear.com/explore/zimmermann-spring-ready-to-wear-2018-runway-goldentime/lookbook/Runway>

DATE ACCESSED: 10/04/2019

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<https://ryderlabel.com/pages/collection-19>
- DUSEN DUSEN spring 2018 look book
<https://www.dusendusen.com/products/copy-of-spring-2018>

DATE ACCESSED: 18/05/2019

- STAUD summer 2019 range
<https://staud.clothing/collections/summer-19>
- STAUD spring 2019 range
<https://staud.clothing/collections/spring-19>

DATE ACCESSED: 20/05/2019

- Frankie magazine issue 83
- Frankie magazine issue 84
- Frankie magazine issue 85

RESEARCH CONCLUSION

From Bea's feedback throughout my research, it is clear that:

- She would like a pair of pants as her garment for a spring wedding in Sydney.
- That she likes the wide leg/culotte style of pants.
- She loves bright colours, especially when they are matched with neutral tones and other simple colours.
- She likes prints that capture people's attention, particularly bold ones with colours.
- She loves embroidery on clothes and attaching and embellishing details onto garments.
- She likes the look of classy and elegant looking garments, although she would prefer something more casual. Finding a pair of pants that look classy while also matching her casual style will be ideal for both the event and her lifestyle.
- She loves the idea of contrasting and opposing colours, as she feels it captures people's attention.
- She would really like the idea of full coverage pants, as she has expressed that she thinks they will still look very good.
- She really likes the range of different materials that have been explored and would love to see some design options that feature more than one material involved and considered.
- She loves the look of top stitching, both the contrast it creates, as well as the functionality.
- She would love a garment that is of a high quality, can be home laundered and will be able to be worn on future occasions.
- A garment that will be comfortable to wear in different seasons.

