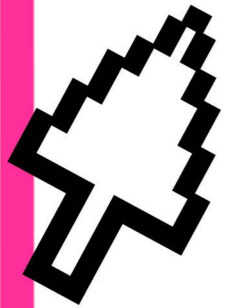


This Book belong to:
Varodi George Alexandru
M00669656



Collection Development and Portfolio
FSH3410
Tutor's Names:
Joseph Turvey & Hazel Robinson

Rationale



I started Pre-Collection with one goal in mind, making a capsule collection celebrating one of my strongest life influences, Barbie. My original plan was to continue the same route with the Final Collection, but as I designed, the concept outgrew its original packaging, blossoming into a light-hearted story filled with bright and upbeat characters, and of course fabulous fashions.

The line that resulted out of this journey is a line which celebrates what makes me tick, my passion for bright colours, fun fabrics, cool textures, toys, animation and ultimately, self-expression. Each character in the line has a distinct style of its own, while also managing to keep it cohesive. I even sneaked a few not-so-secret Mickey's inside the collection, as a way of integrating my love for Disney into the final outcome.

My tutors had been quite supportive along my journey, making me question each concept, each idea, each creative choice, while also aiding me along the way, giving me a helping hand throughout my creation process. It all led to a tween rainbow spectacle, filled with wonder and light, a vivid dream that stays unapologetically true to who I am and most of all, the values that I believe in with all my heart.

Now, without further ado, I believe it is time I showed you what I've been talking about. Let's mix up the Toybox.

Signing off for now,

Alex V.





RESEARCH PAGES

Minnie Darling,
Lovely to hear from you despite the less-than-ideal circumstances. Nonetheless, I believe I can be of some help. My team had recently finished a big order for a Core Bear Fan Reunion. Let me tell you this, those were a lot of cousins. Sorry, I was babbling way back to the subject in question.
Turns out we are actually free 'till next month when we have to get st order. Talked to the team, and they are all excited about this opportunity. "The one and only Minnie Mouse" and we cannot wait to get design started drafting some sketches, she was that excited, and I'll make up for hours now, her face is all glitter.
Would you mind stopping by the office later tomorrow to continue talking like this, but the team has been ecstatic at the idea of grabbing a cup of war
See you soon,
Tobby von Meow 🐱

My dearest Tobby von Meow,
I know this might seem short notice, but I really need your help. I know you and your Youi company are busy and all with your fashion label in Love-a-Lot, yet I was wondering if you'd mind helping me out with an itzy-bitsy tiny problem.
You see, Mickey has been planning this big Pride Month event at Disneyland for weeks, and we were all going as planned until our designer dropped out unexpectedly. Now, with the event, we were left without our costumes. I am aware that this is sort of short notice, but I'm counting on you as a friend, would you mind helping me out?
course, this favor will be handsomely rewarded.
If you are unable to help, I more than understand. This is quite short notice, but I'm counting on you as a friend, would you mind helping me out?
Your faithful friend,
Minnie Mouse xoxo







inspired the second manufactured look

sleeve inspo for main outfit

DESIGN DEVELOPMENT



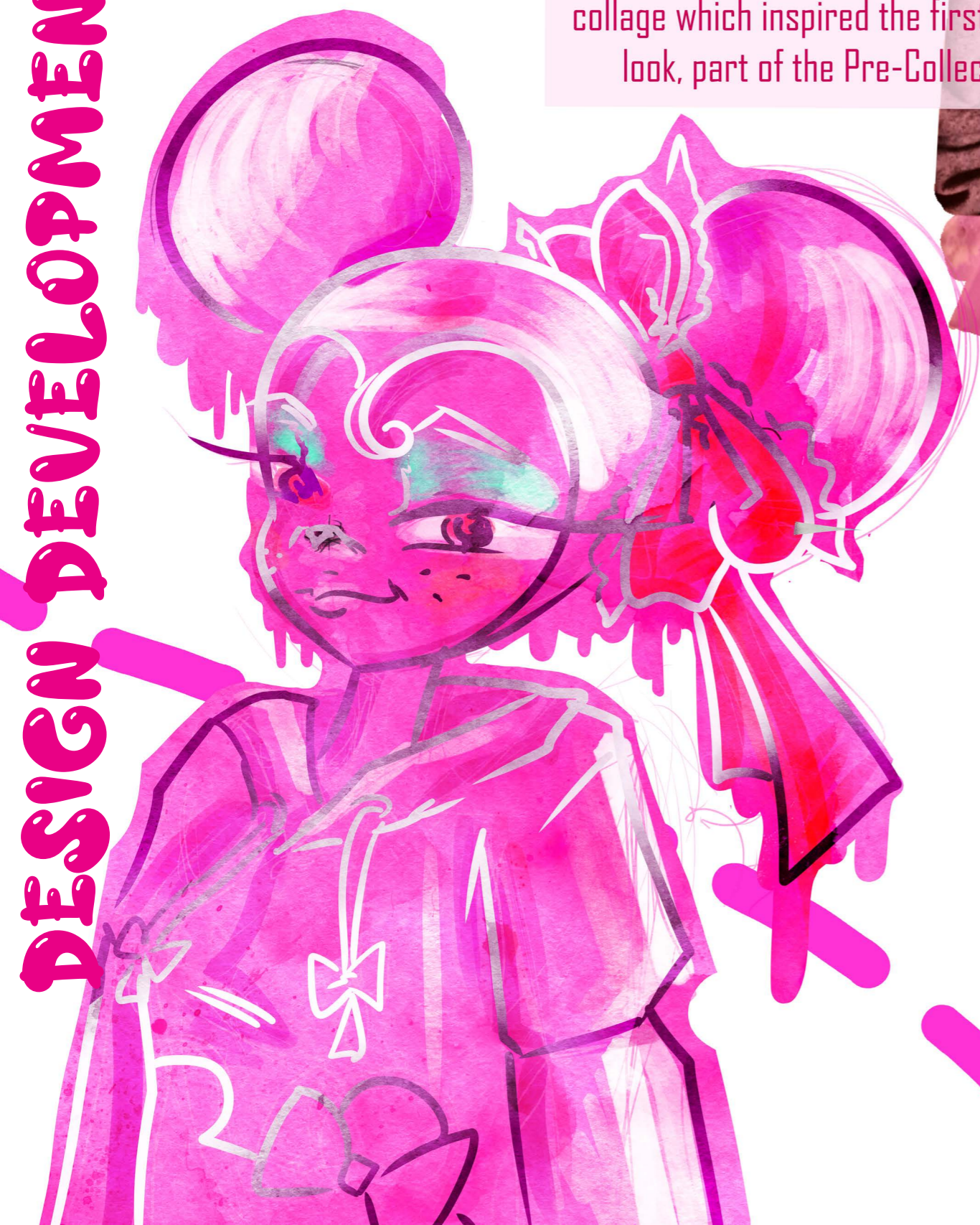
collage which inspired the first sewn look, part of the Pre-Collection



1st version



2nd version



Final version



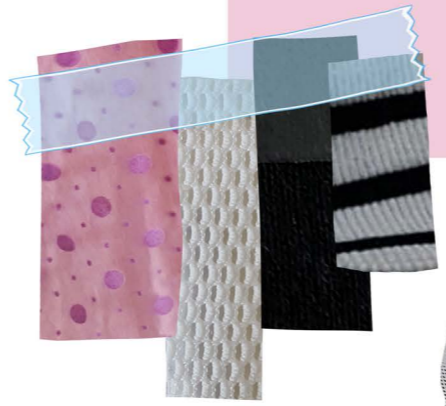


First Tail

best netting choice, ended up being used in the final garment



the draw strings were too long, the polka dotted netting was not stretchy enough, but the overall shape worked out



second tail

Underskirt



original patch concept



Patches



hand embroidered patches
(one with yarn, one with embroidery thread)



melting ice cream patch
(Illustrator Ver.)



Skirt Toiles

cuff sample



look2.exe



SHIRT AND TANK TOP TOIL



LOOK 1



LOOK 2



FINAL DESIGNS ILLUSTRATIONS

1.



2.



3.



4.



5.



6.



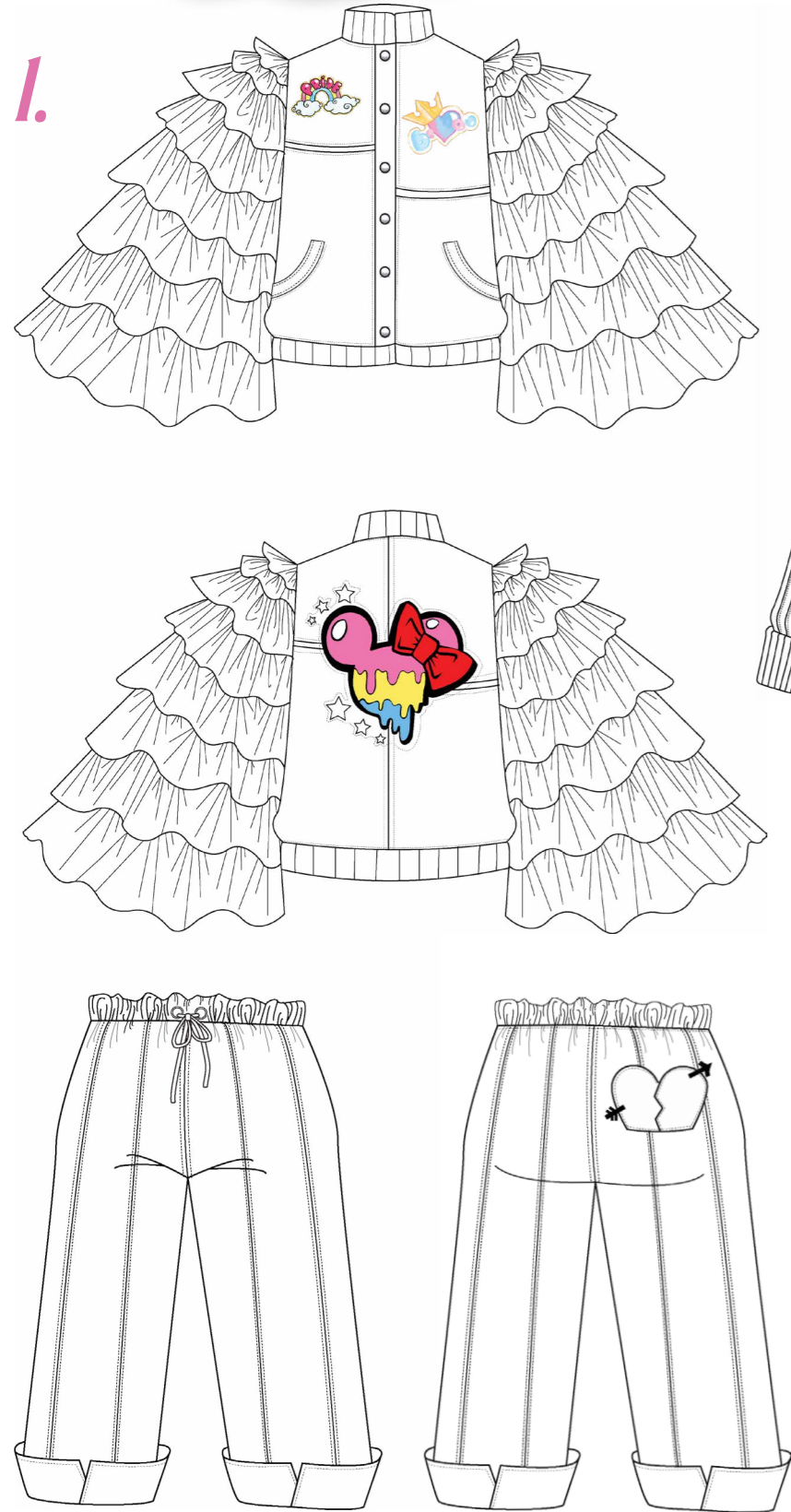


LINE UP

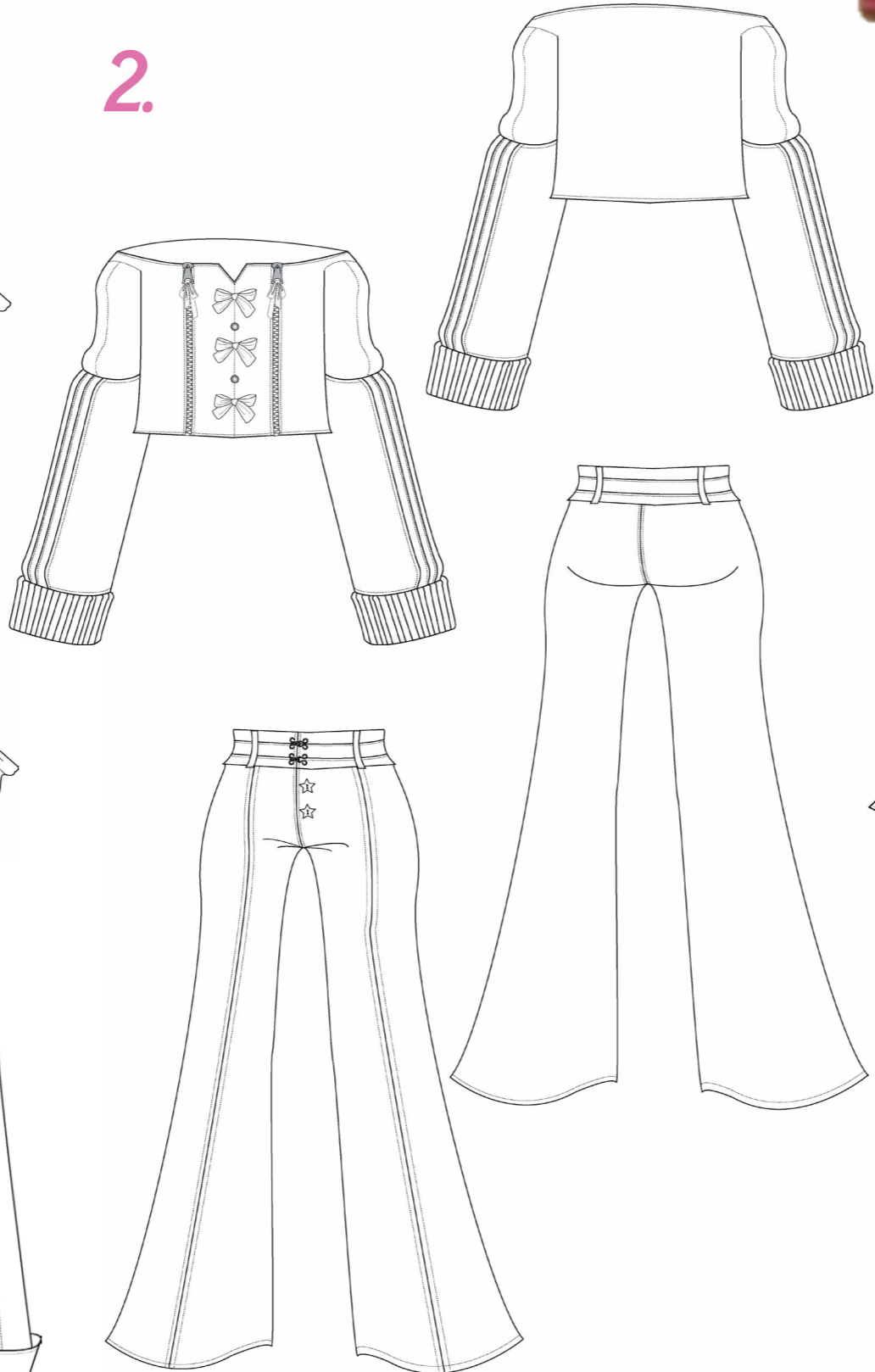




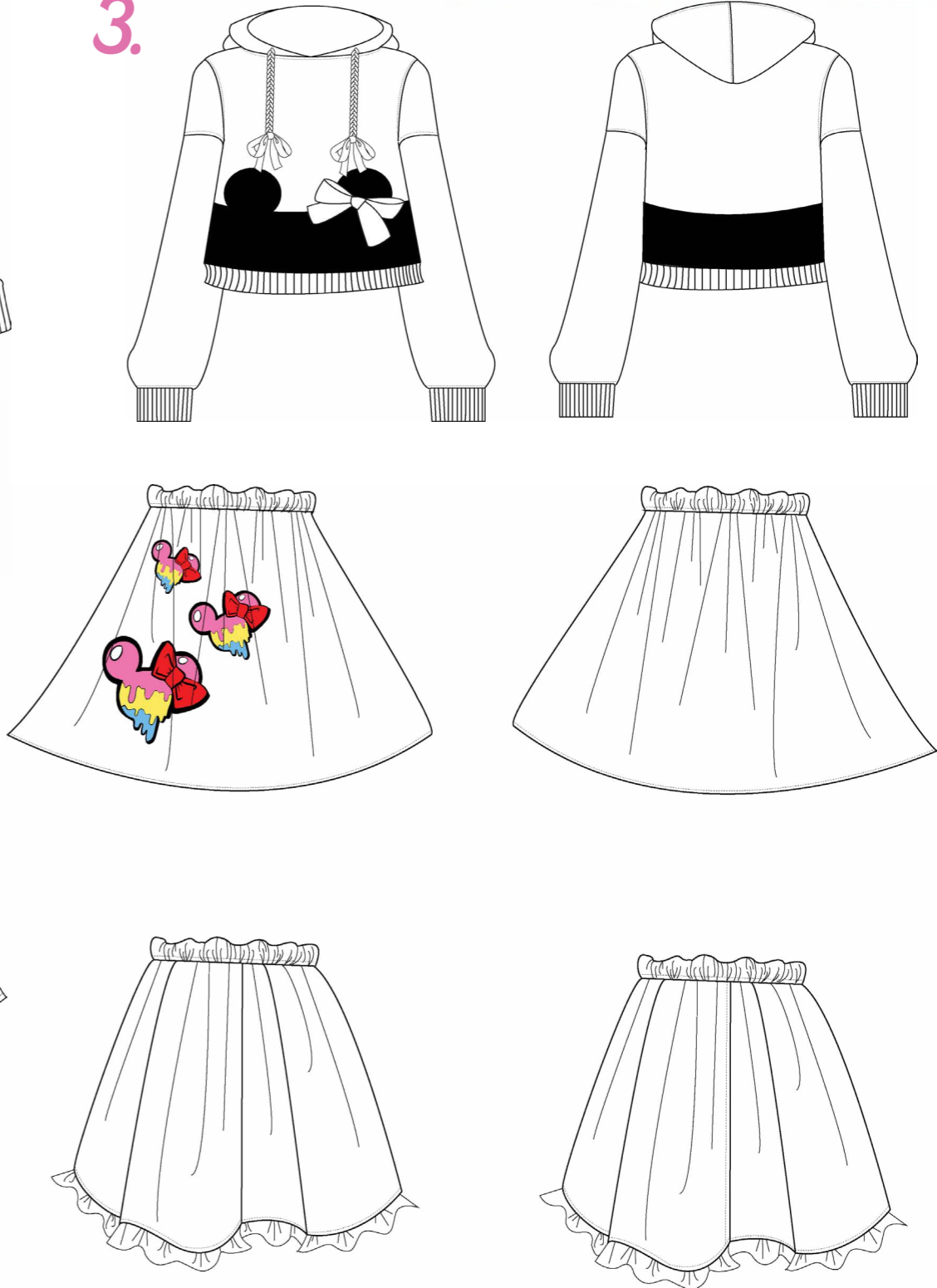
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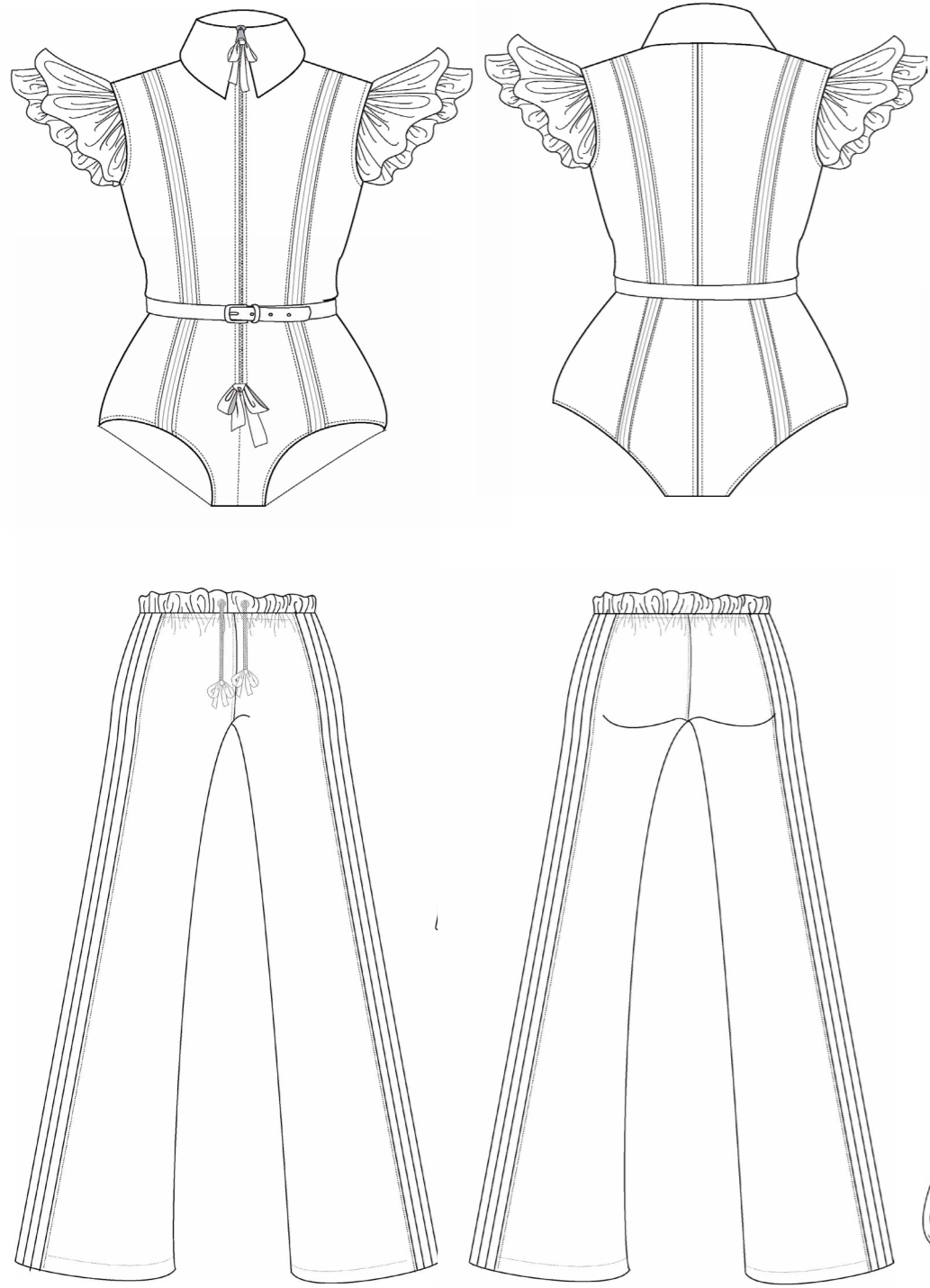


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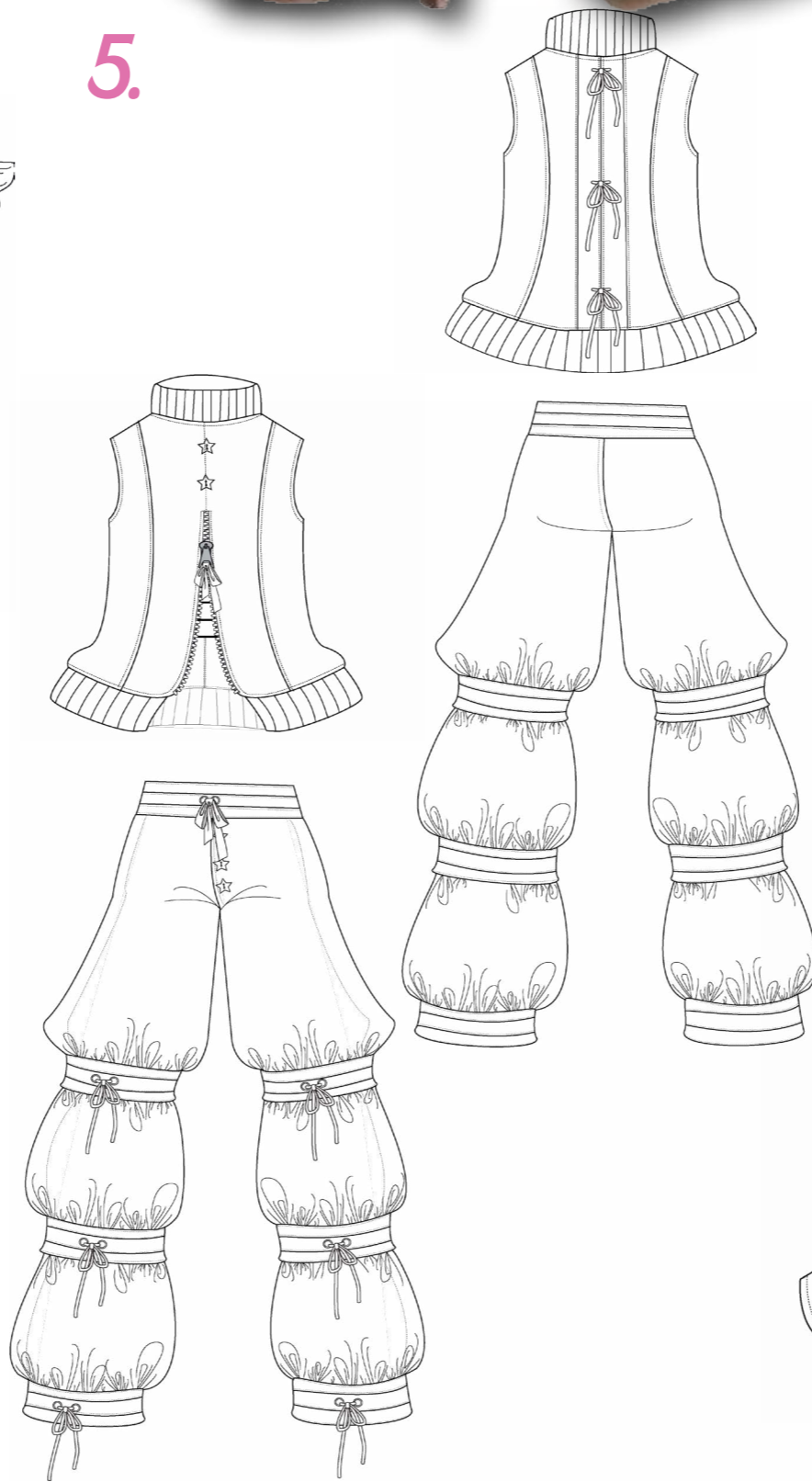




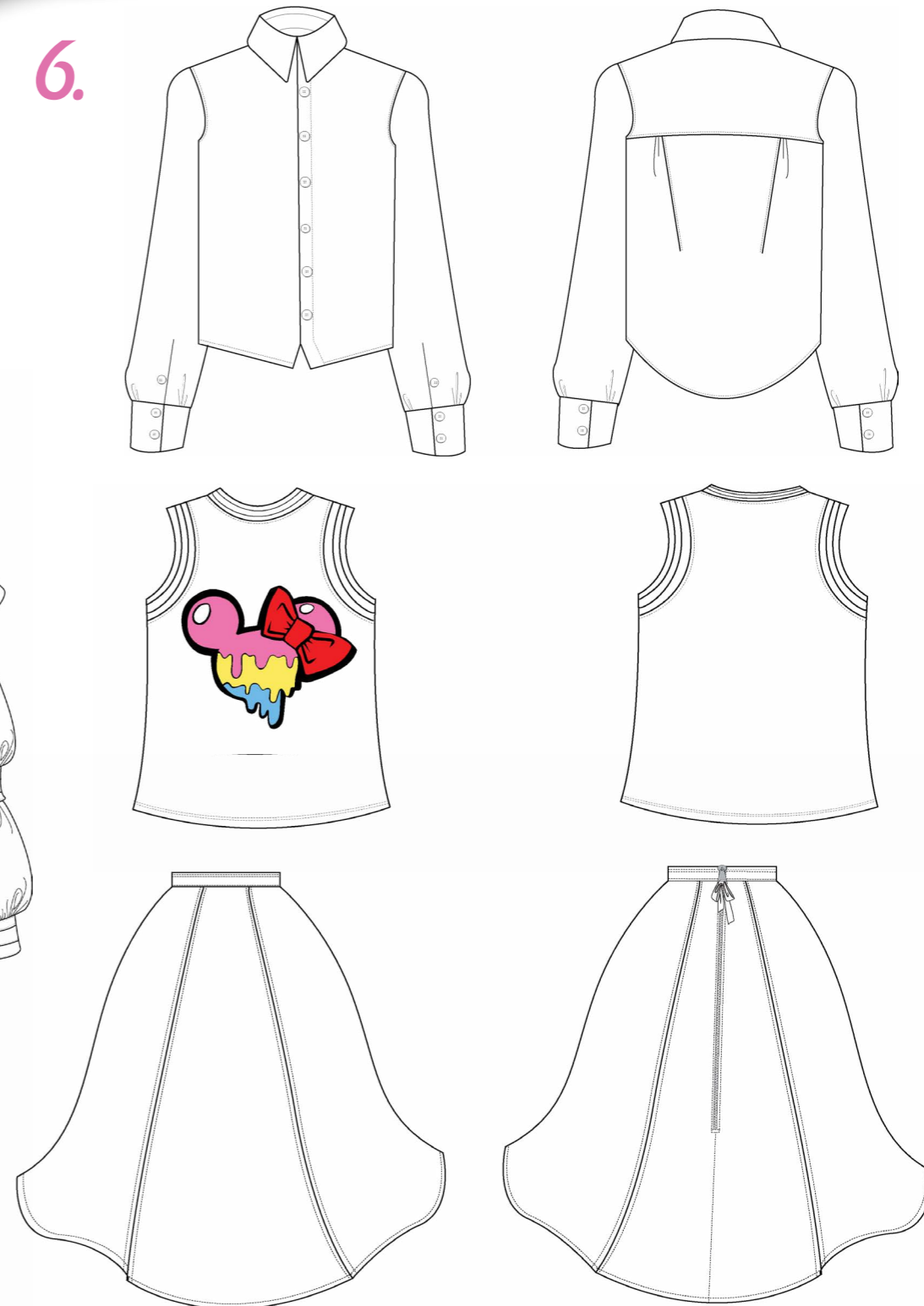
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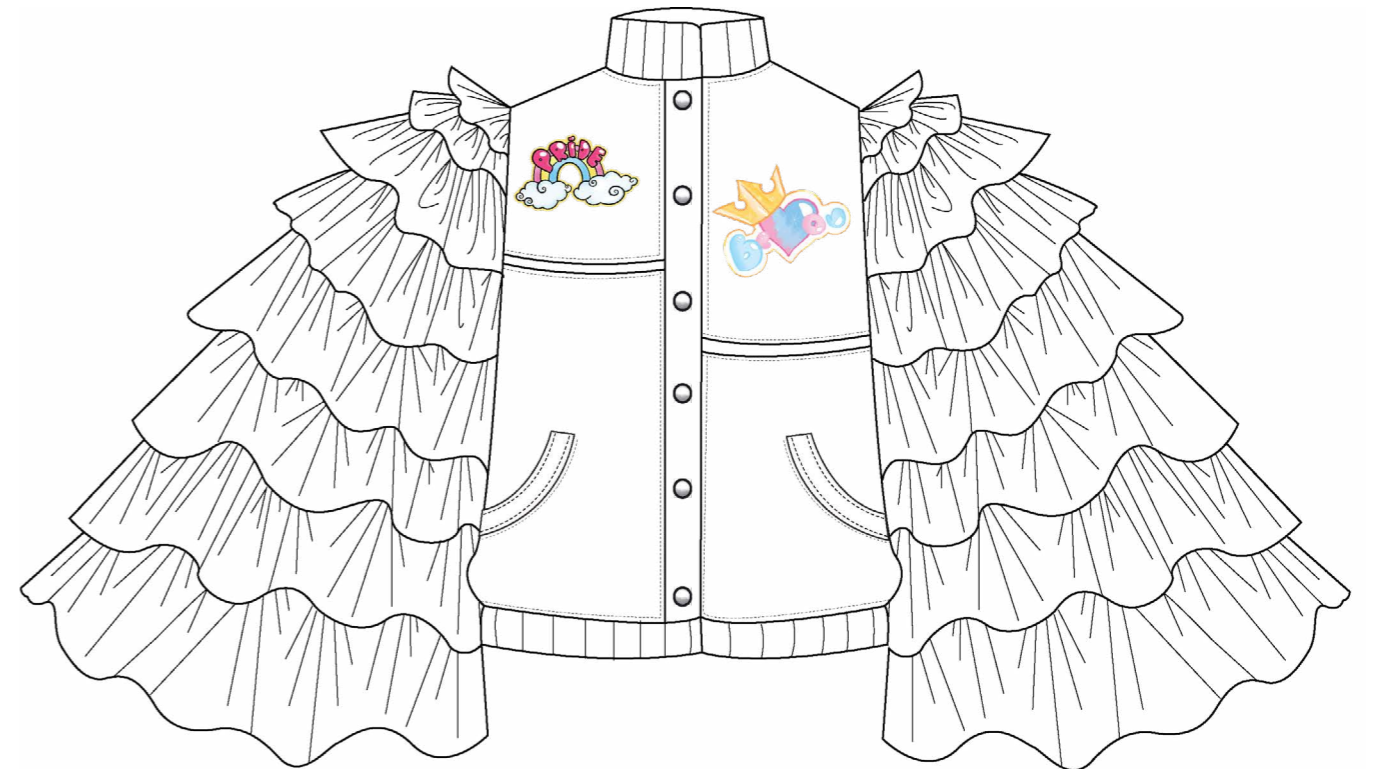
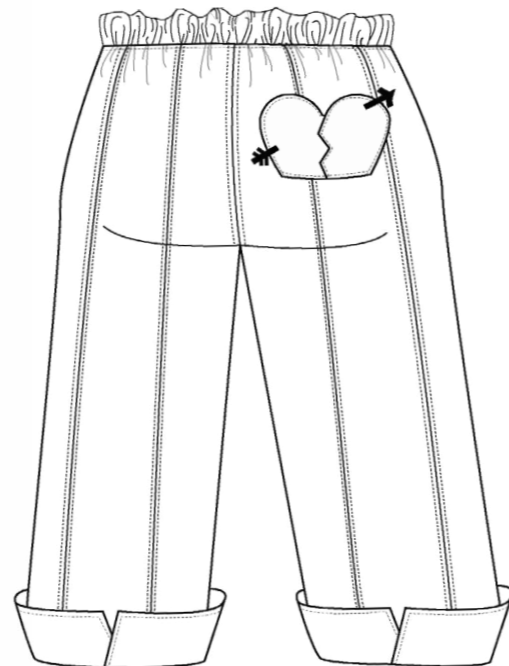
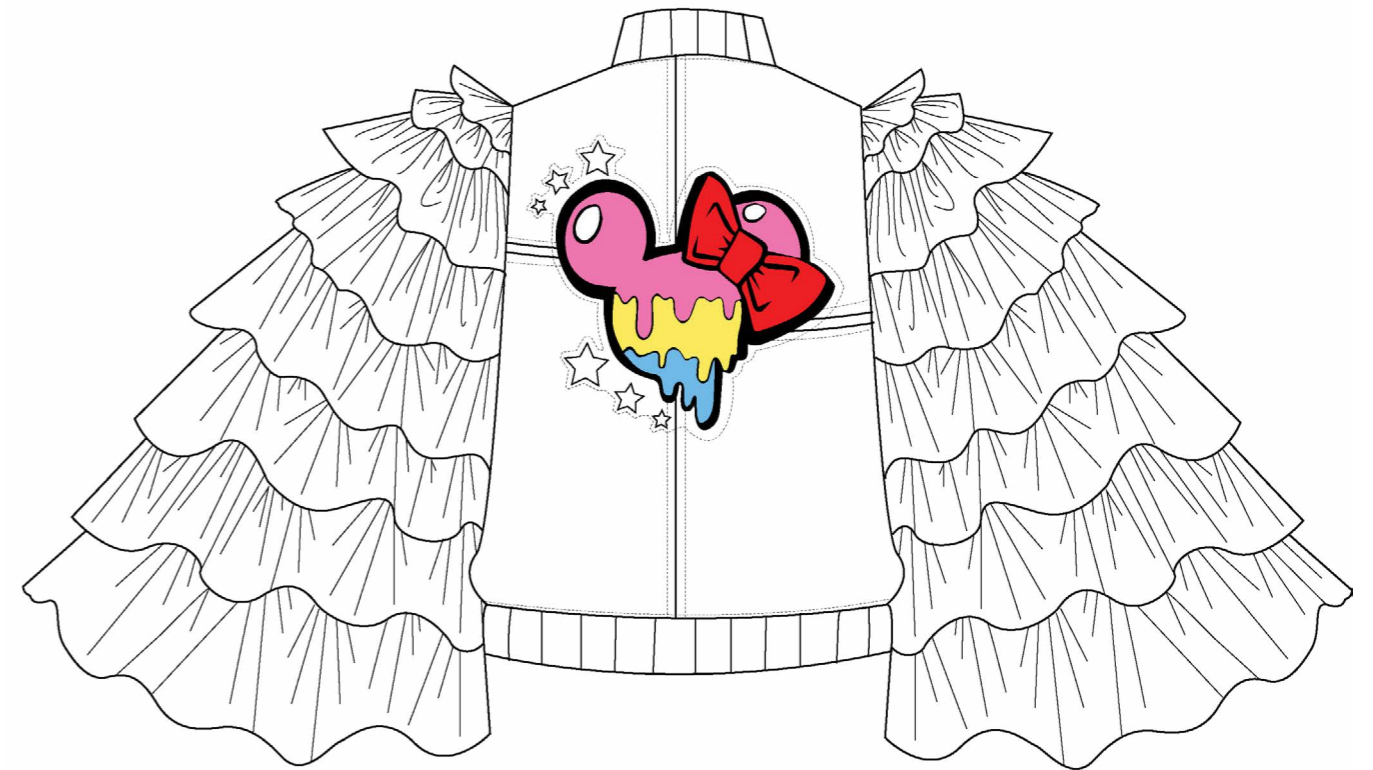
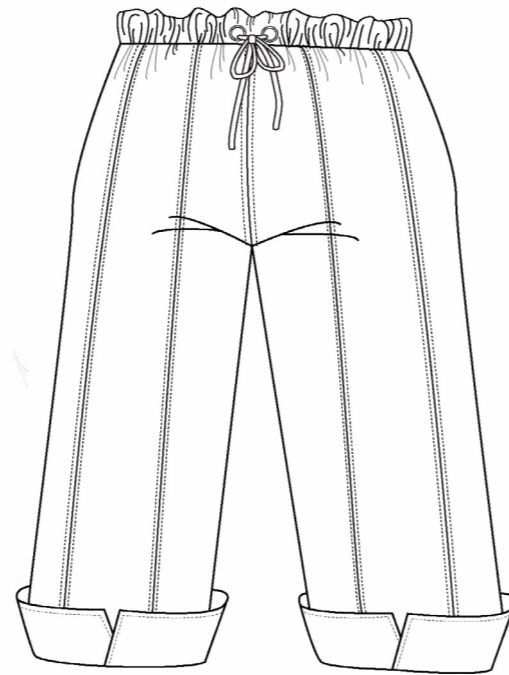


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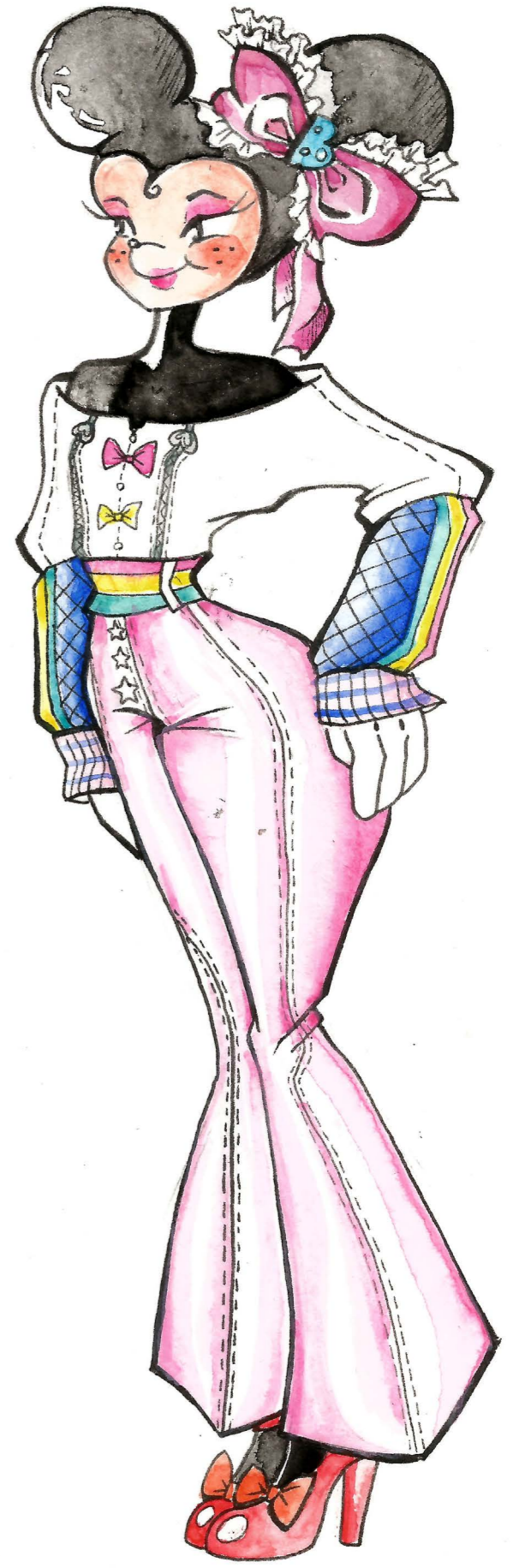
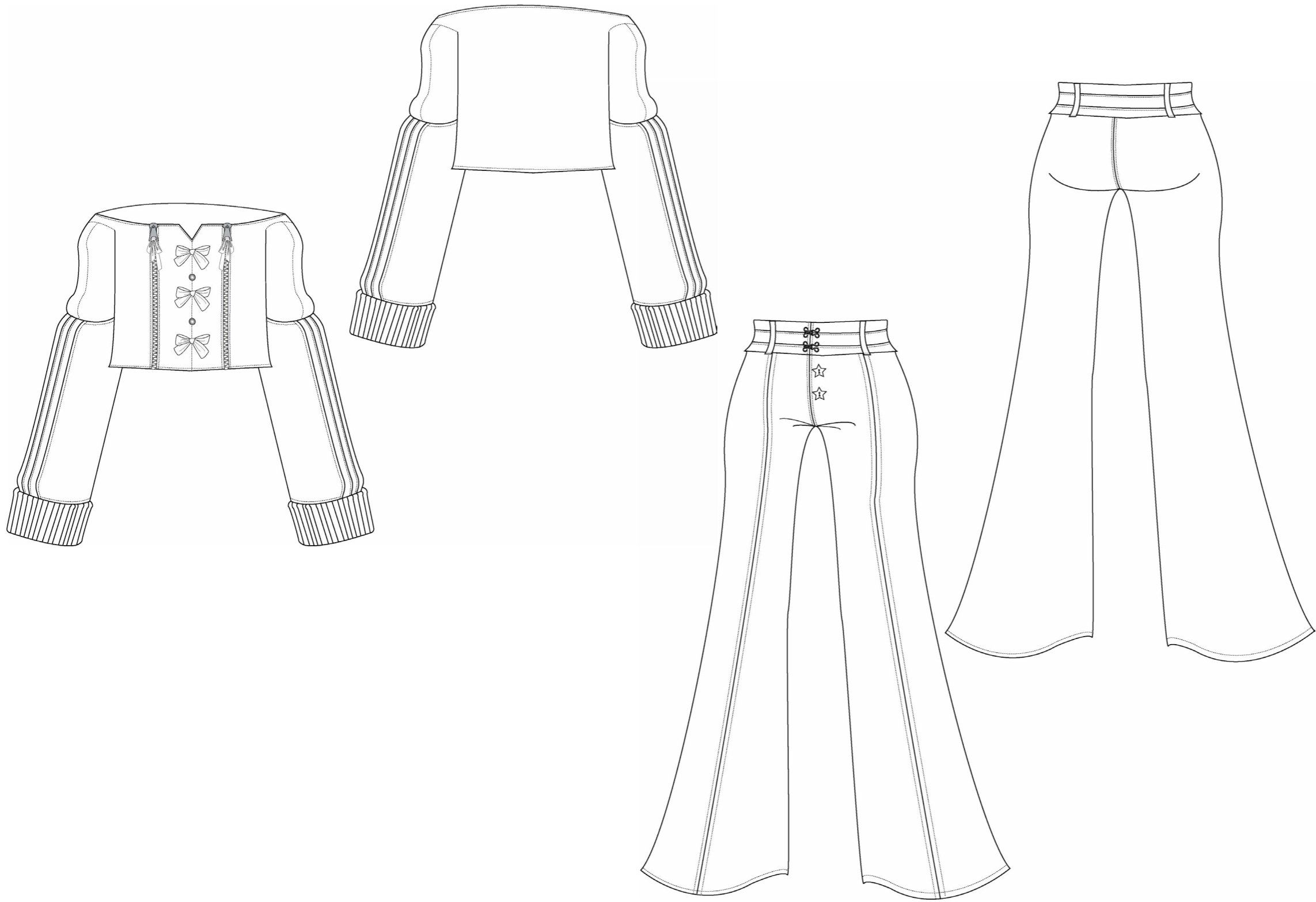


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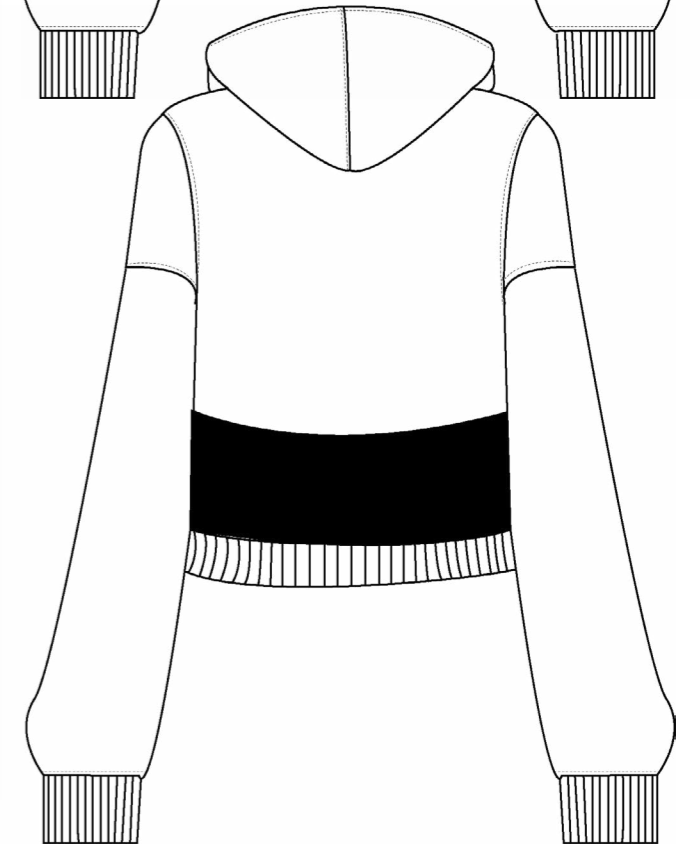
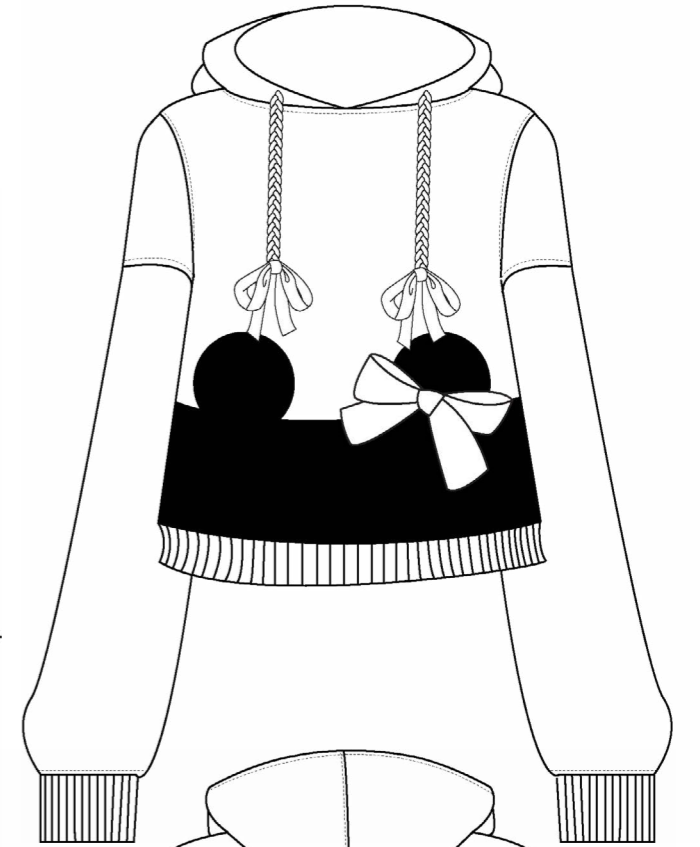
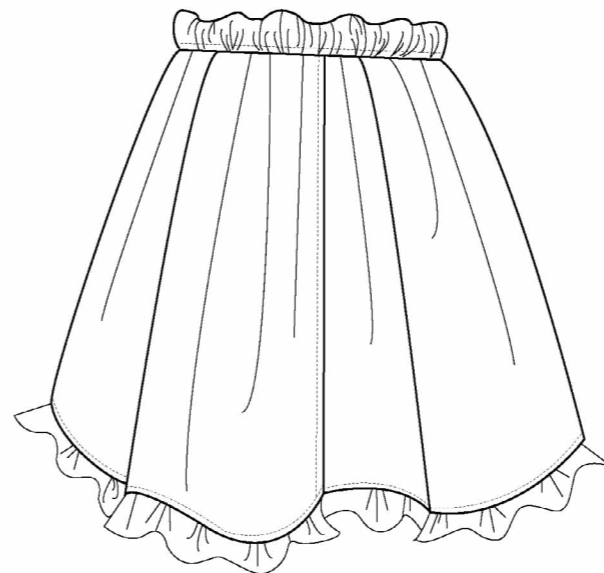
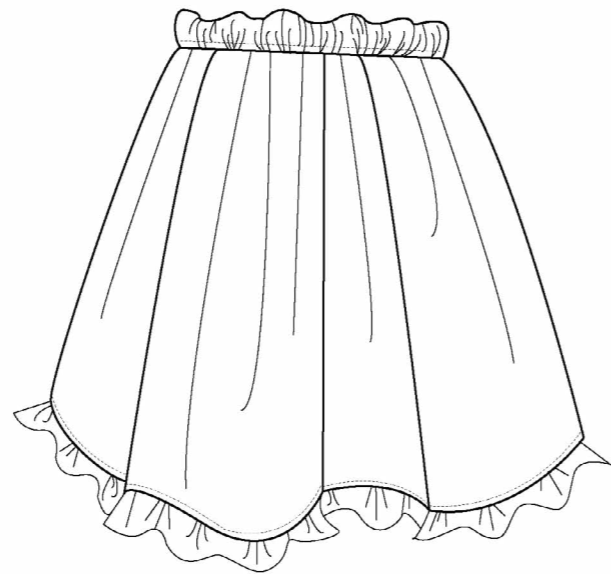
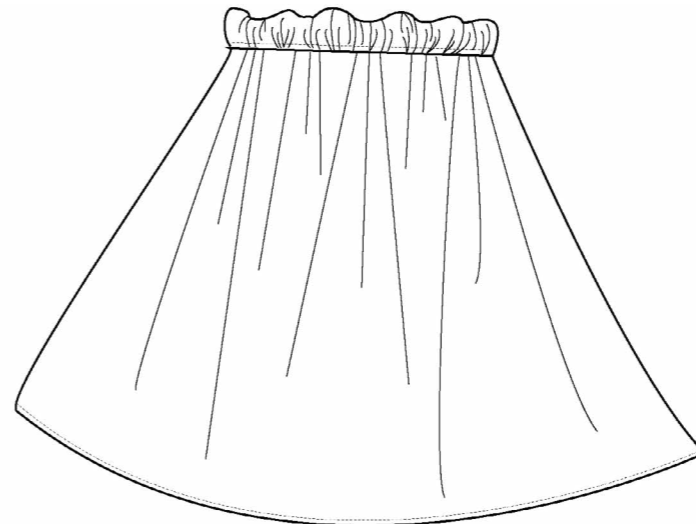
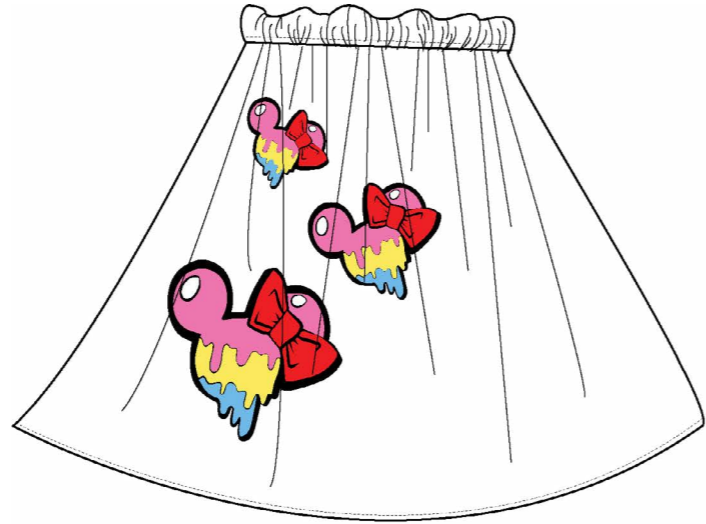
TECHNICAL FLATS



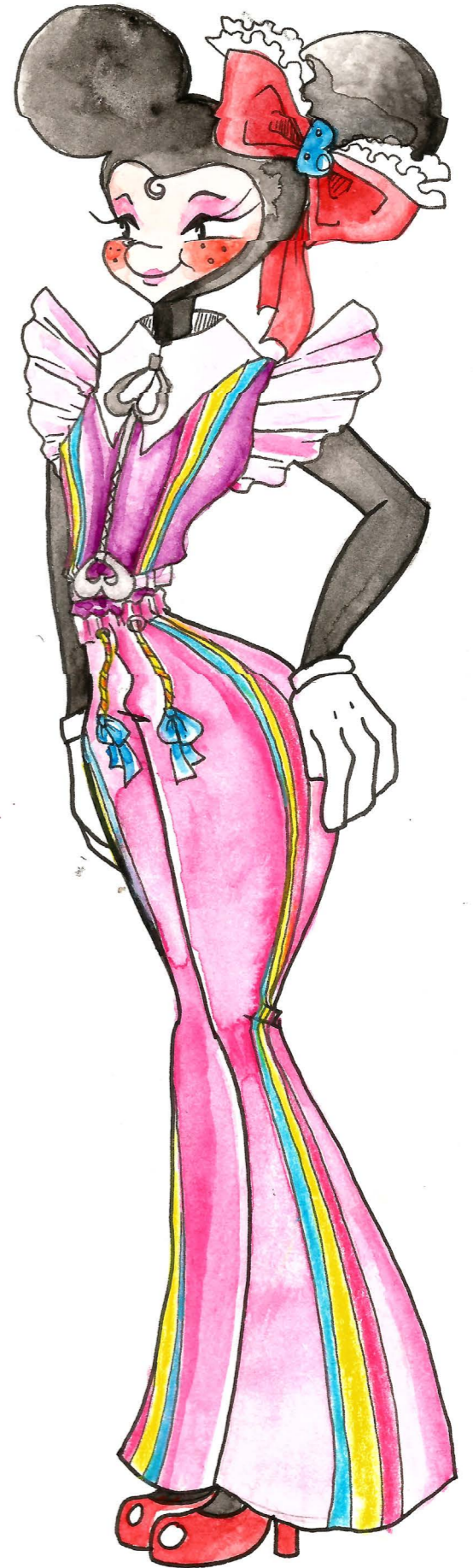
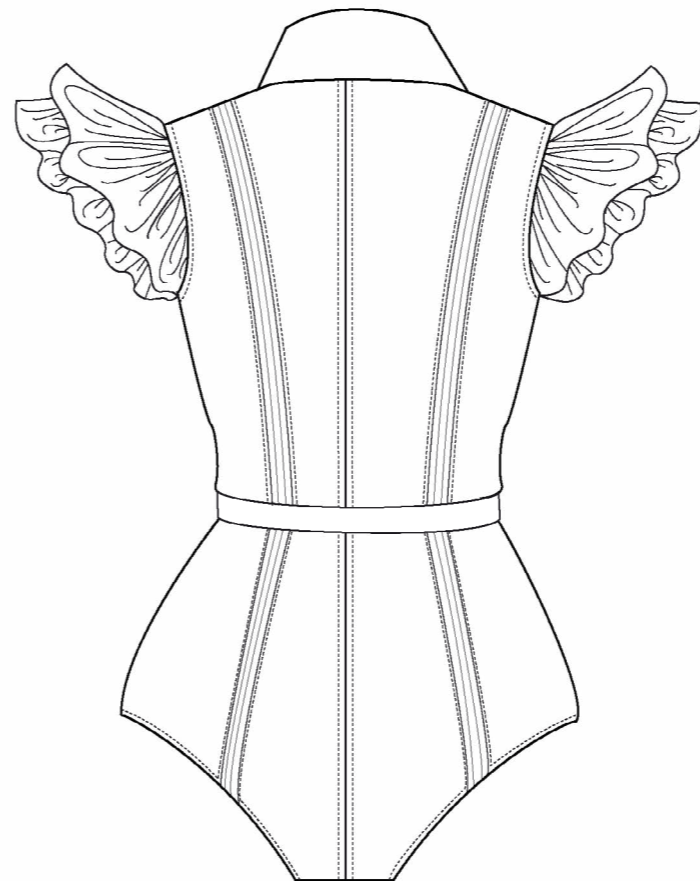
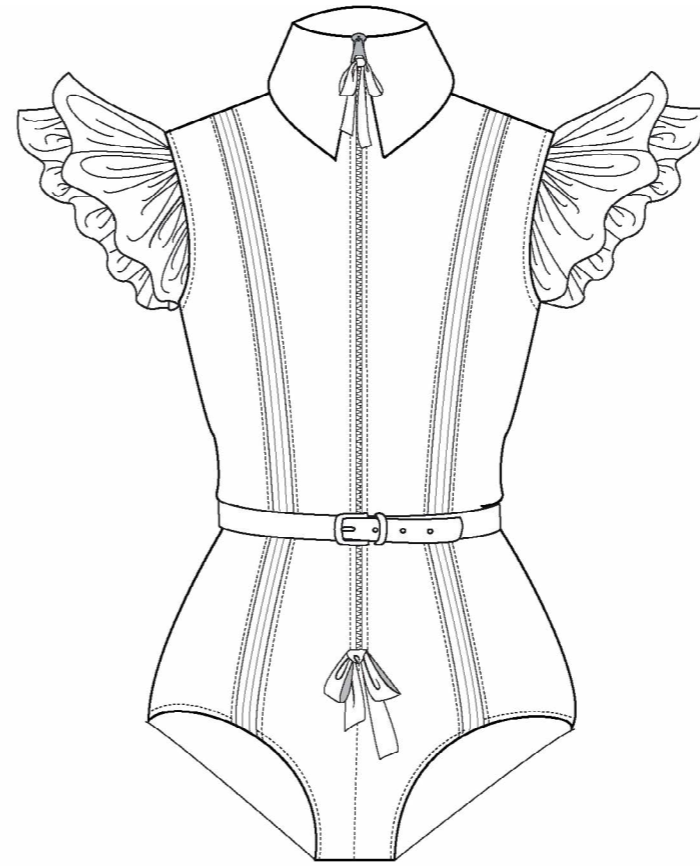
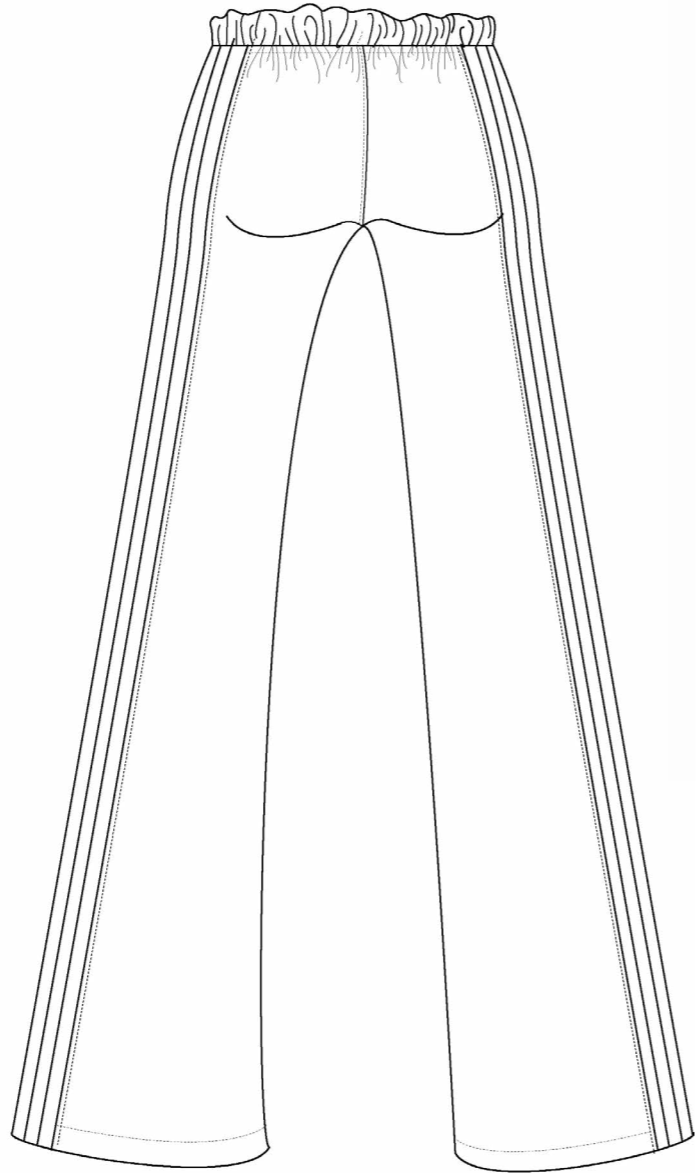
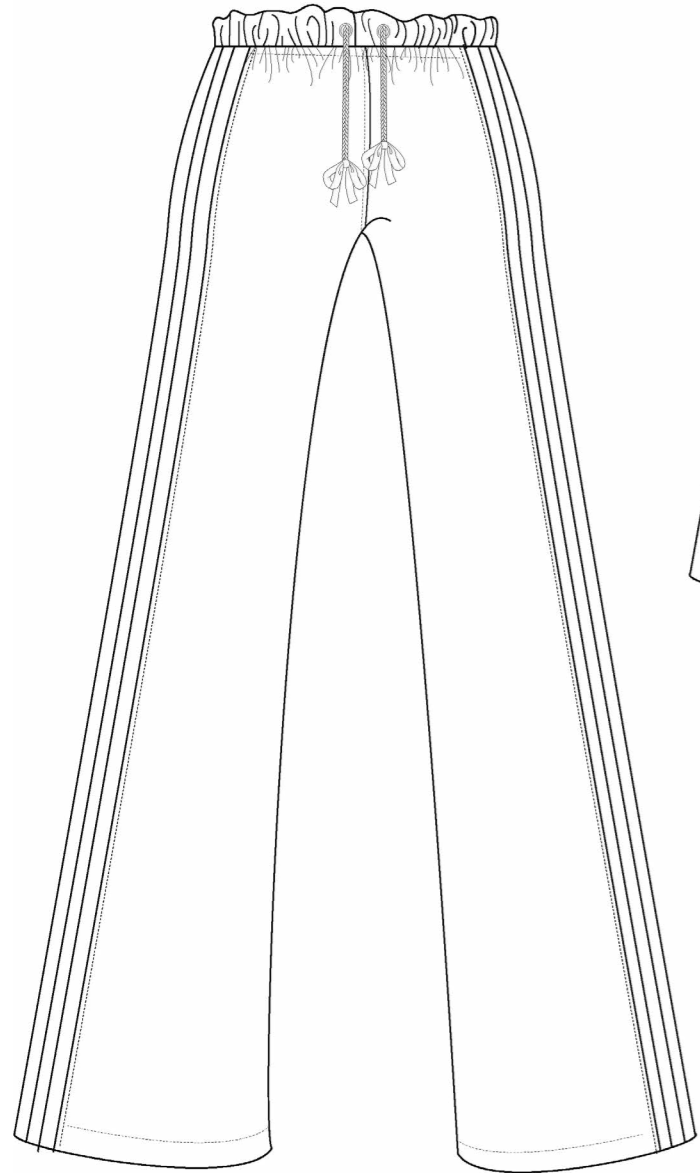
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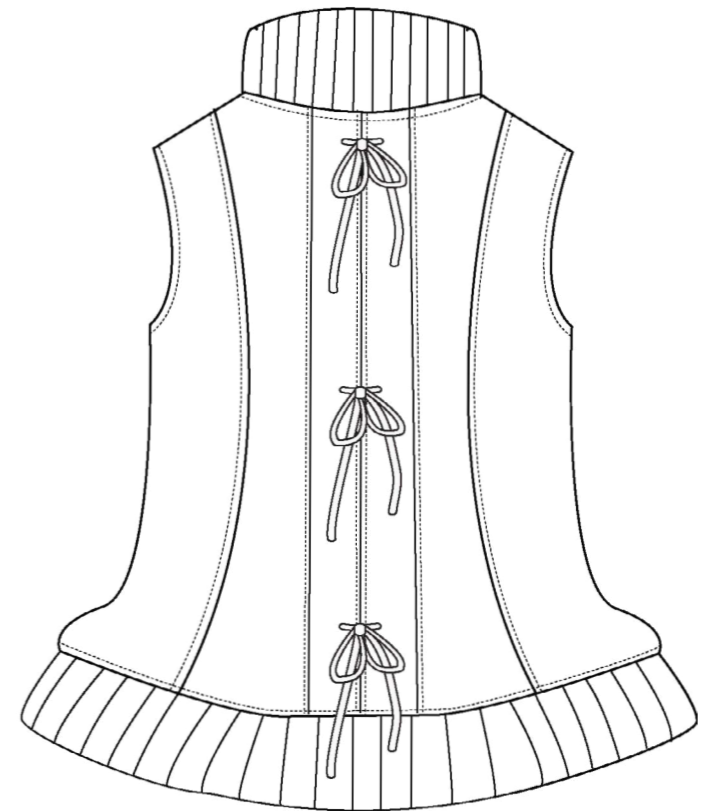
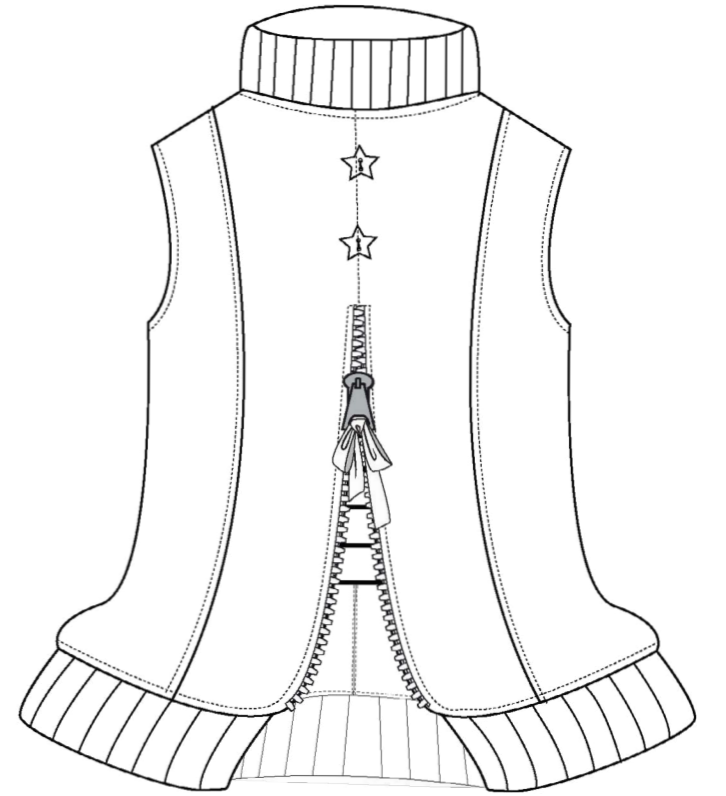
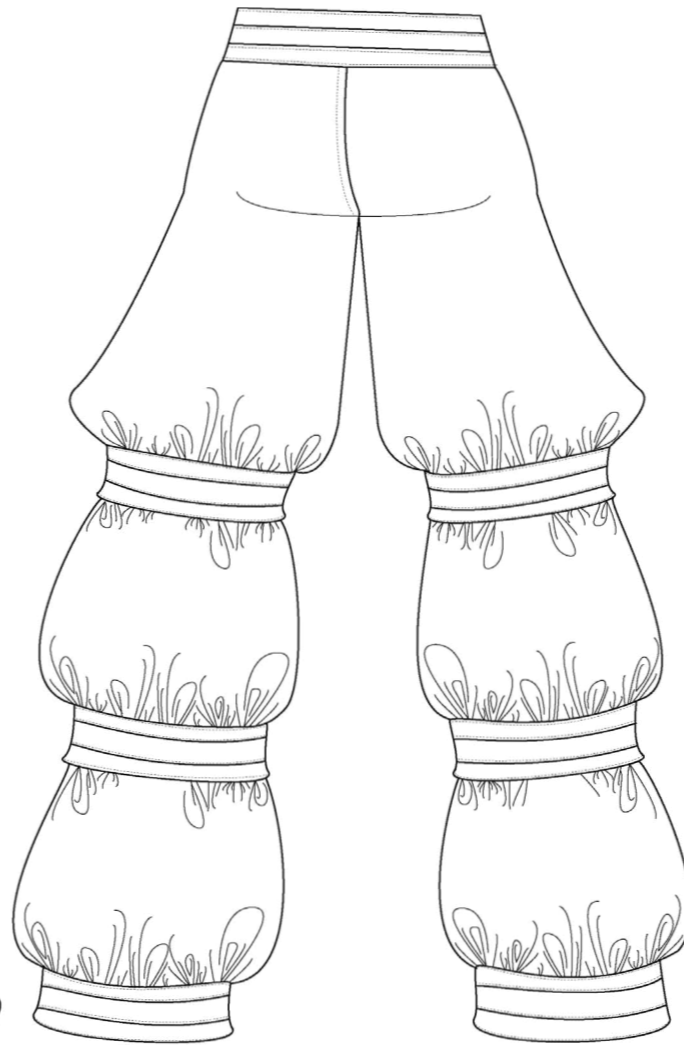
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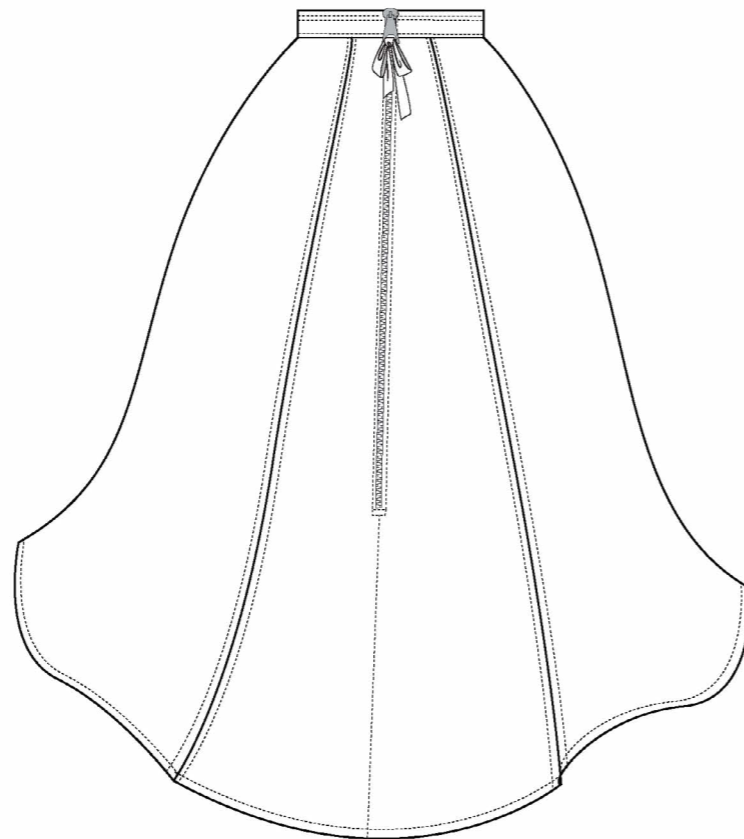
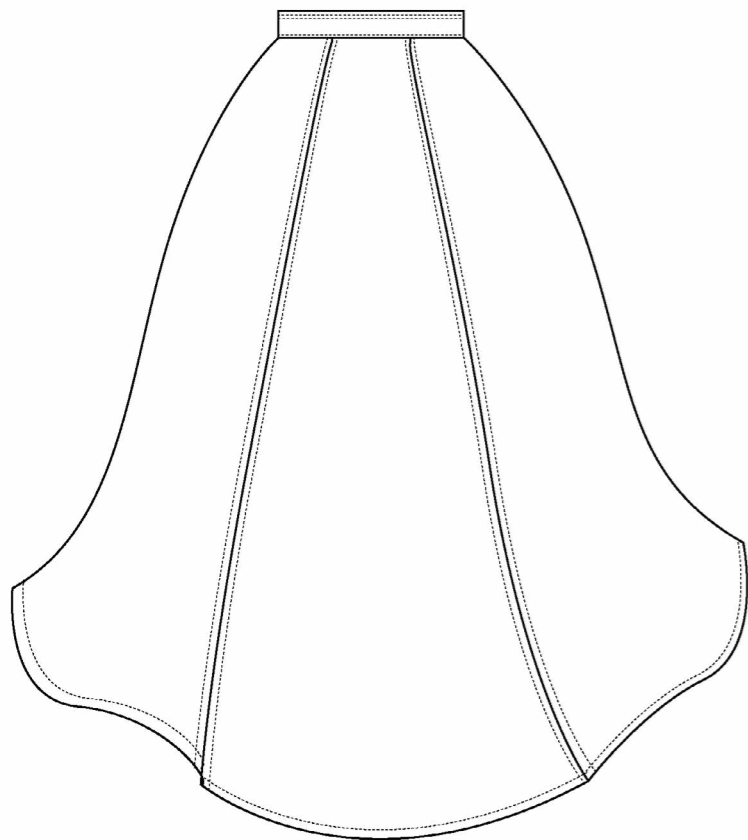
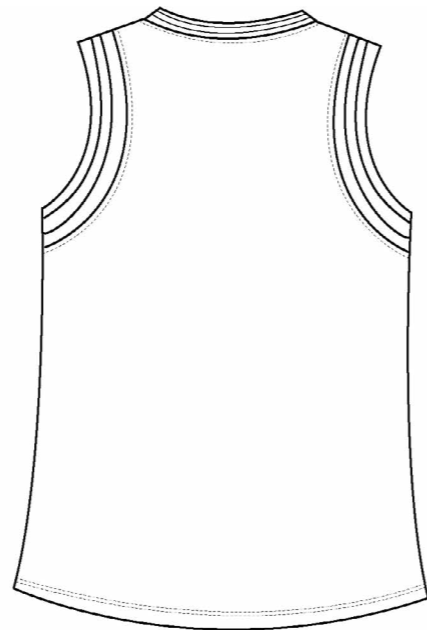
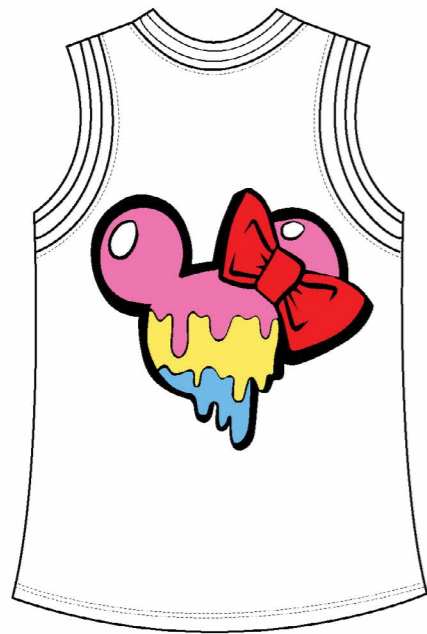
4.



5.



6.



FINAL SEWN OUTCOMES



LOOK 2

LOOK 1



Negotiated
Final Outcome
(BONUS)

