

Fibers and Florals

Market Category

“Contemporary”

Details of Design Item

(Content Definition)

Textile: Print: 100% Cotton
Self: 100% Japanese Cotton

Trimmings: Self and Self Print as bias tape, overlapped seams.

Findings: using minimal aesthetic in limiting seams and sewing through patterning, creating reversible garments with complimentary fabric.



Retail Distribution Objective

Specialty Store, E-tailing

Define your customer for this design:

Sofía is between 27 and 35 years old and lives in Los Angeles. As a stylist she must travel for projects, meetings, fashion shows, and events. These travel periods are predominantly short term, lasting only a couple of days. Therefore, she needs to have transitional clothing, in classic shapes, that allow her options despite her limitations to a small carry on bag. When she's not working she enjoys brunching with friends.

Reversible Dress & Hamm Pants



Mock Jumpsuit (Reversible dress & belt, & Hamm pants)



Reversible top & Hamm pants

