

COLLECTION PORTFOLIO

Anatomy

Ribs detail



Muscular System

Muscle fibre



Football scene



90s music culture



90s Rave

Retro

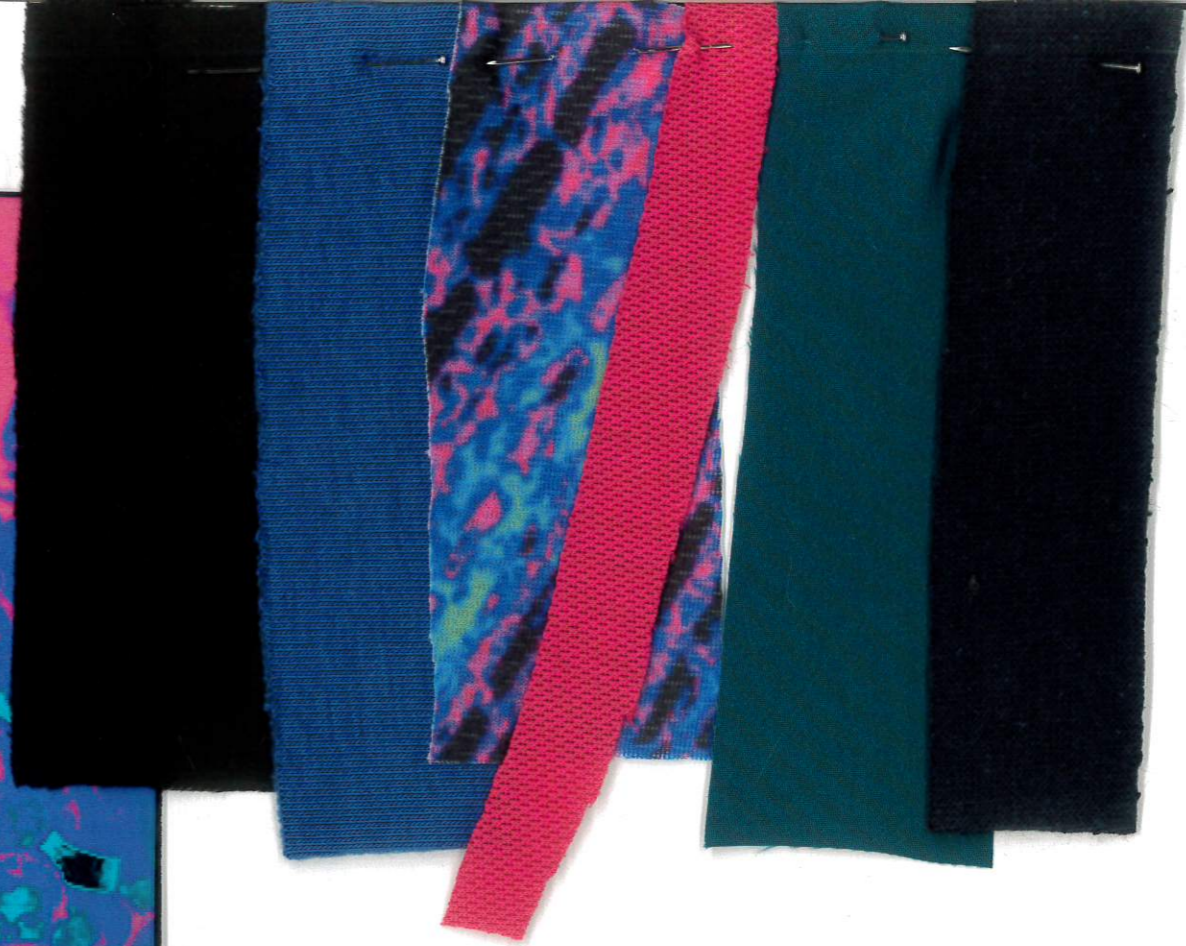
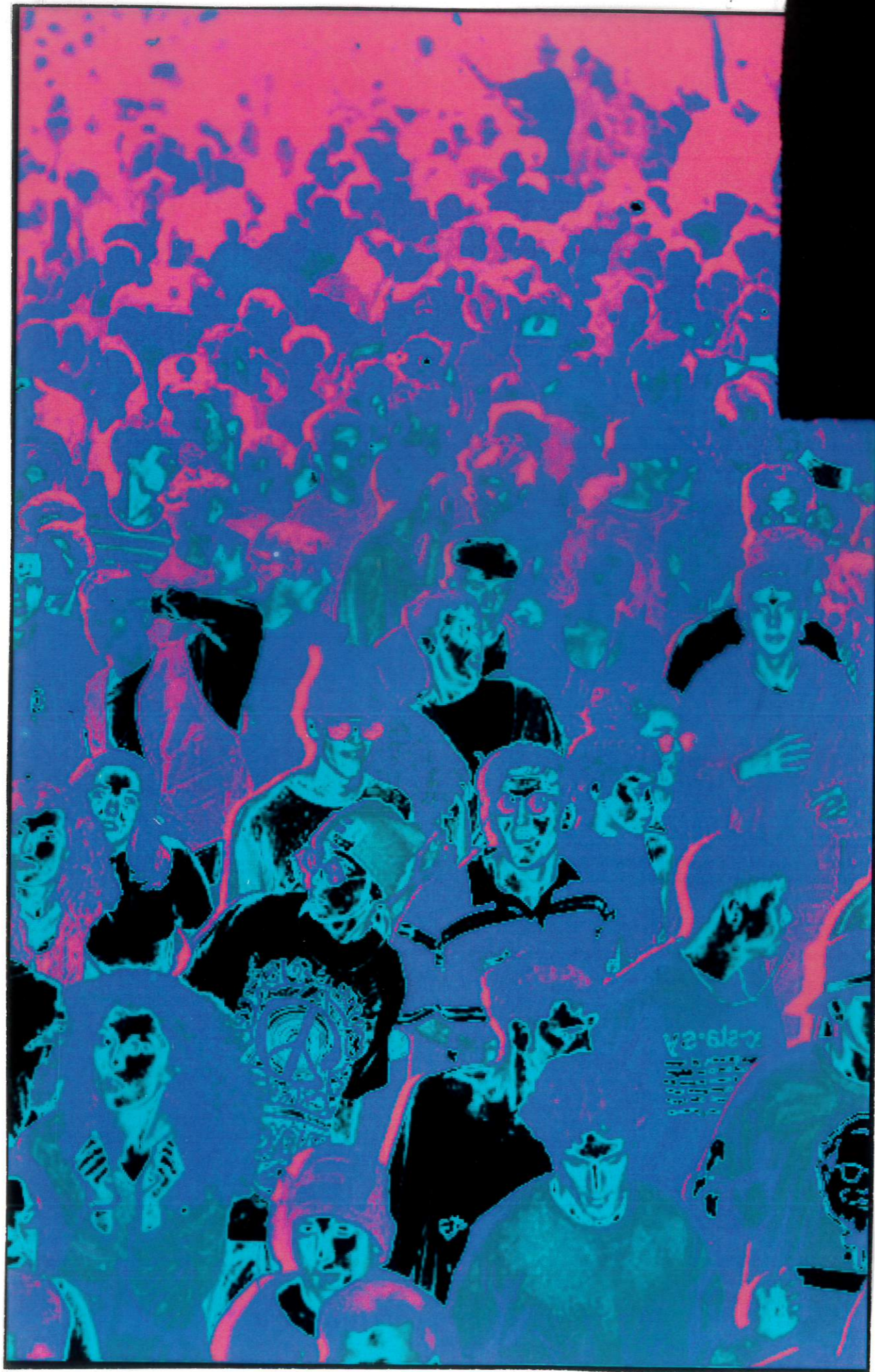


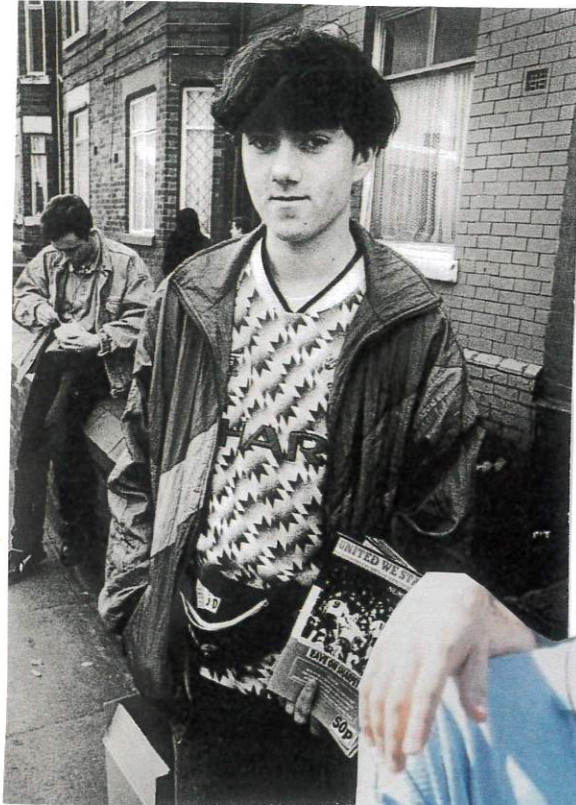
90s football culture

Baggy look

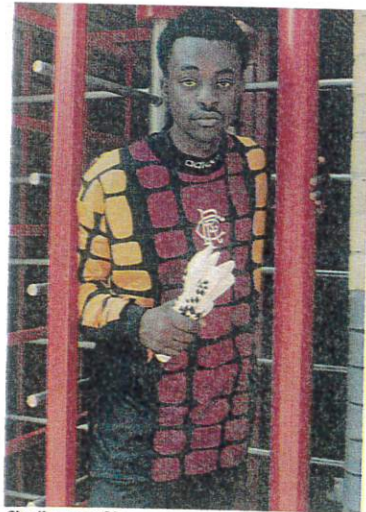


Manchester





V neck football shirts were popular in the 90's, with the v-neck being the most scene on these 90s football shirts.



Charlie wears Glasgow Rangers goalkeeper jersey from Olympus Sport.



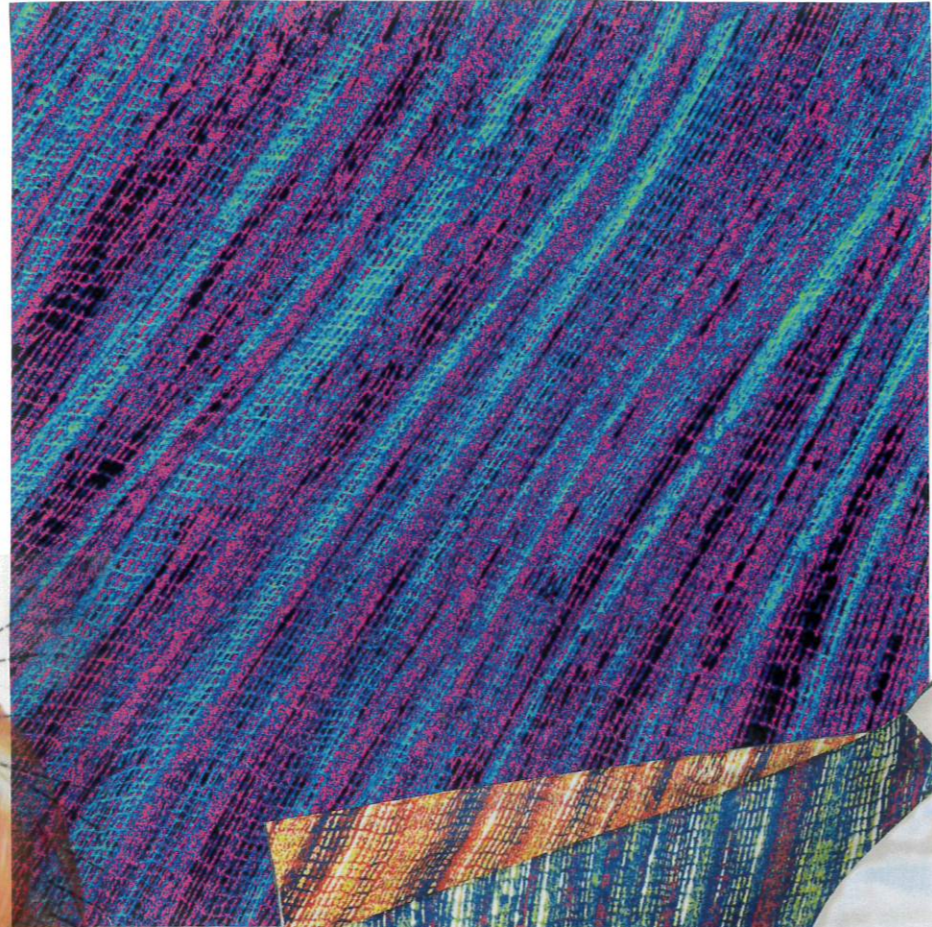
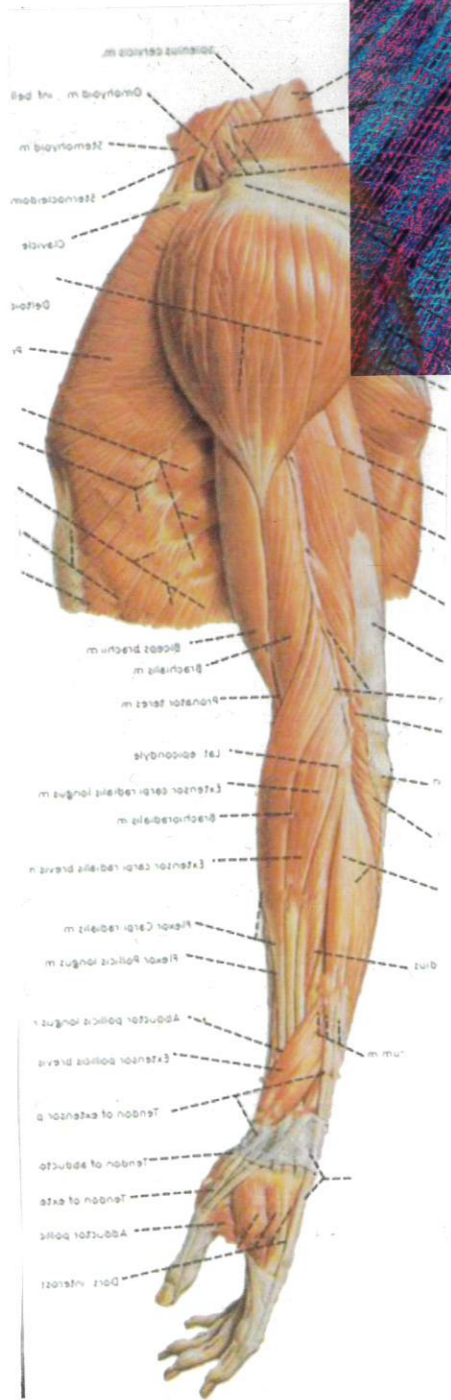
David wears Newcastle United shirt from Olympus Sport.



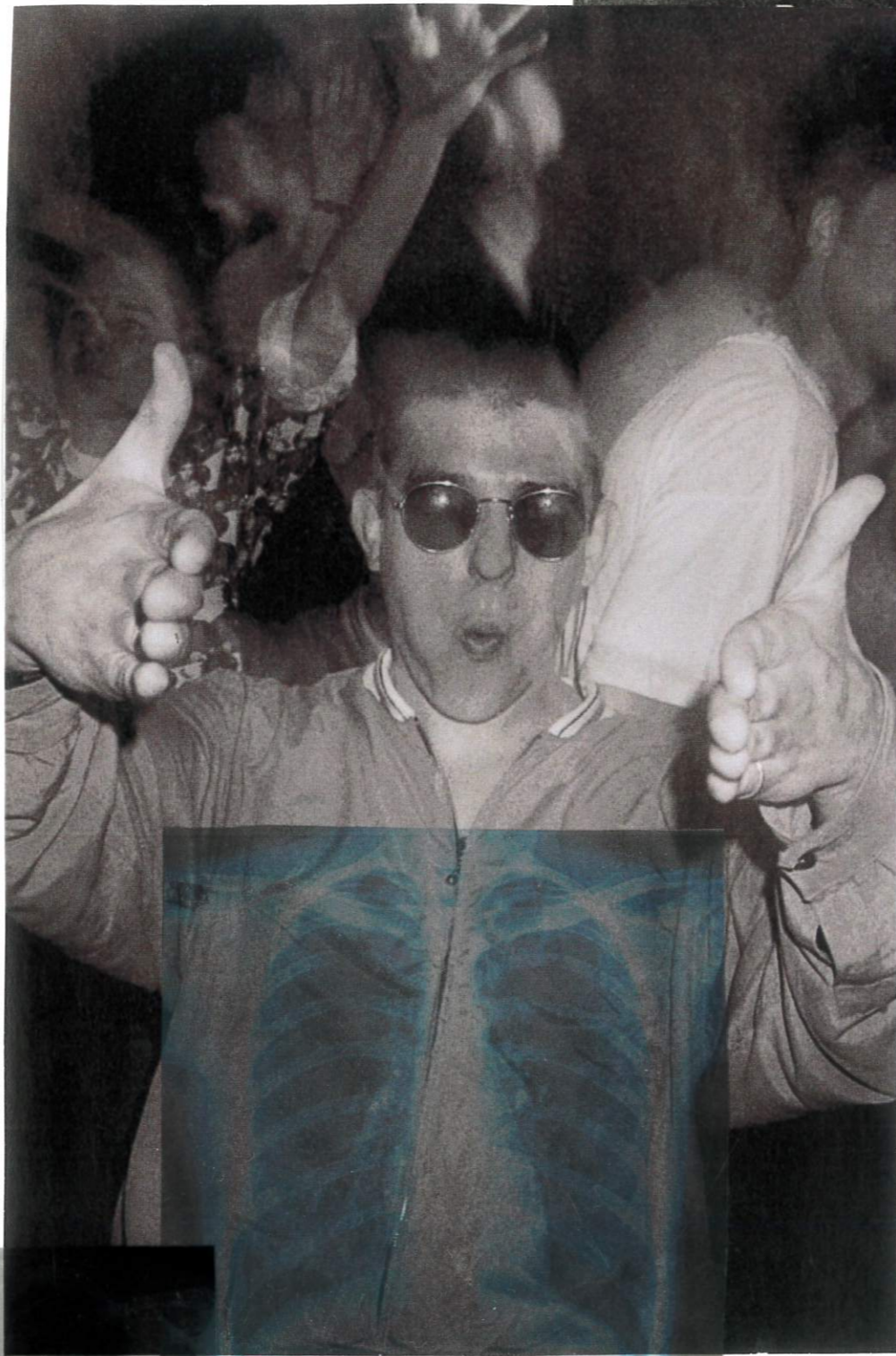
Charlie wears vintage '88 AC Milan shirt, Theresa wears Internazionale away shirt; both from Sporting Culture.



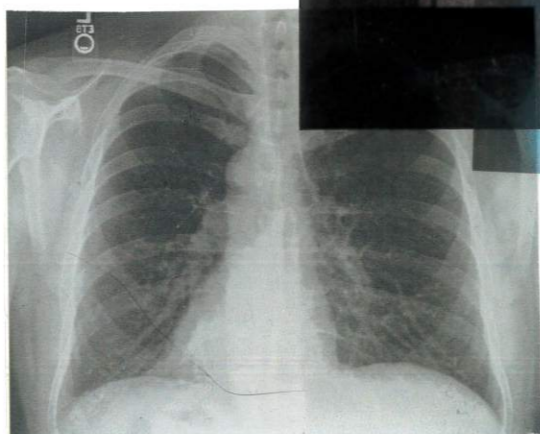
This print is an up close image of the muscles, which I have edited to fit my colour pallet and the look of what the rave posters had in the 90s.

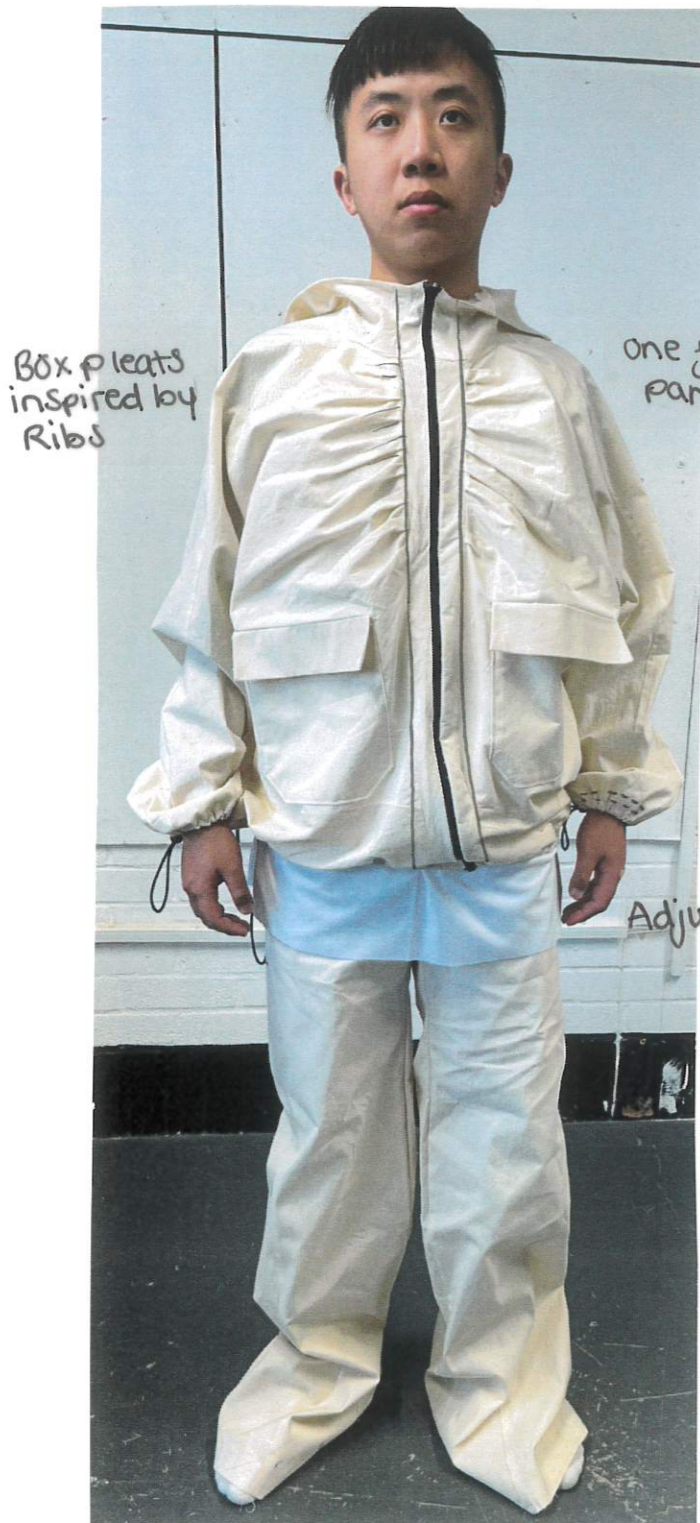


Football shirt Toile with my muscular print and the V-neck collar.



To bring both the Sports and
Social Side of the 90s culture
i brought together the anatomy
with the rave scene.
By creating rib detailing on
a shell jacket with Box pleats.

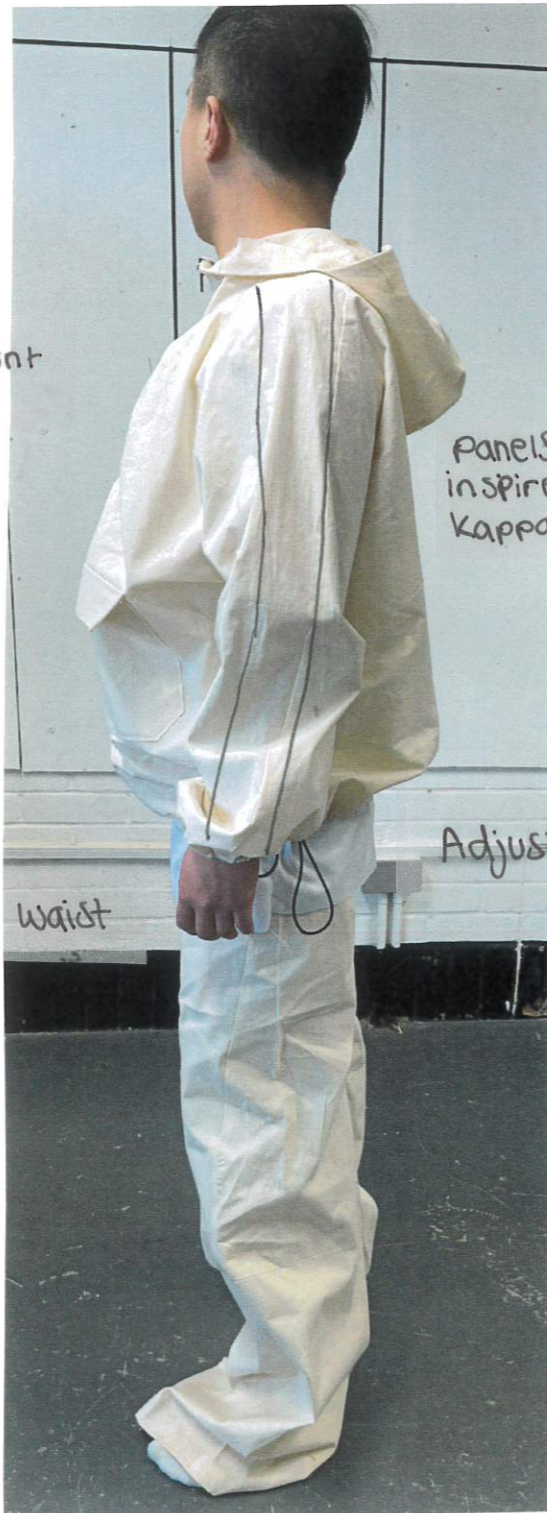




Box pleats
inspired by
Ribs

one full front
panel

Adjustable waist

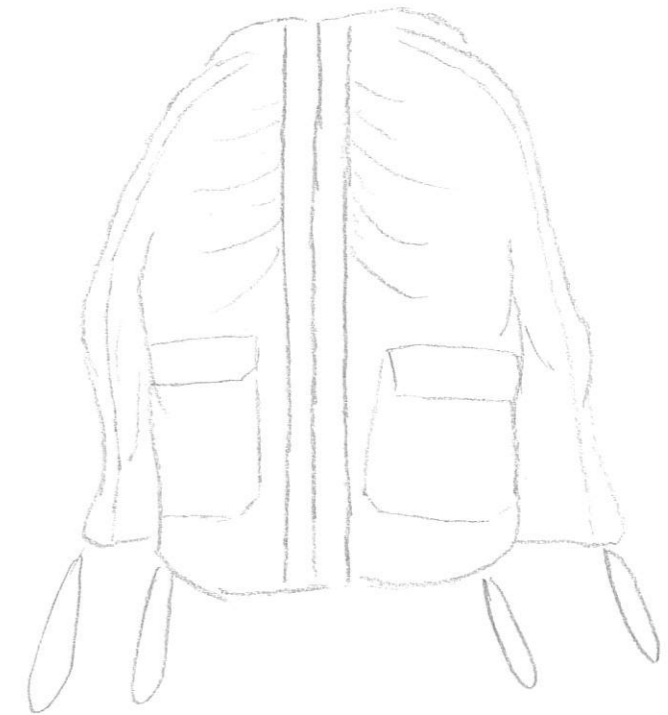
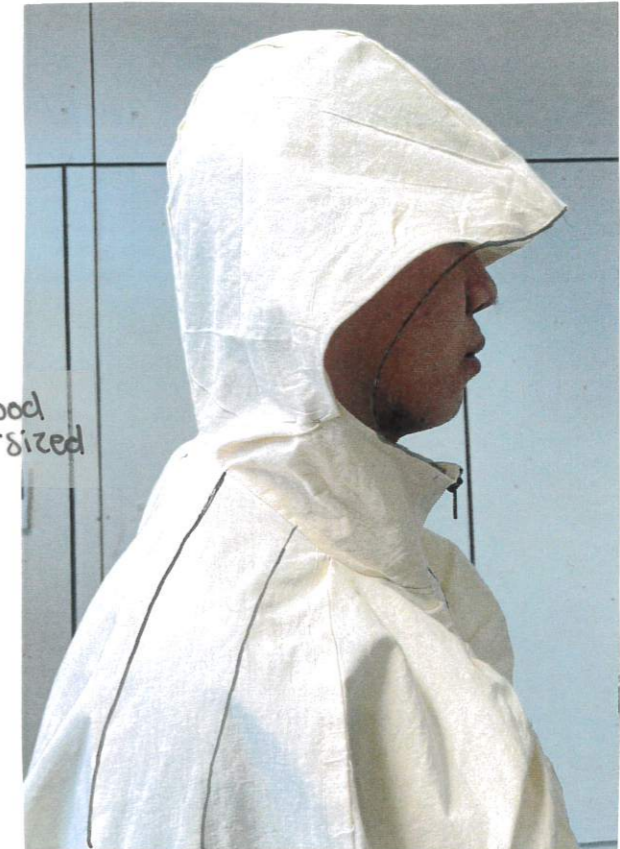


panels on sleeves
inspired by 90's
Kappa

Adjustable cuffs

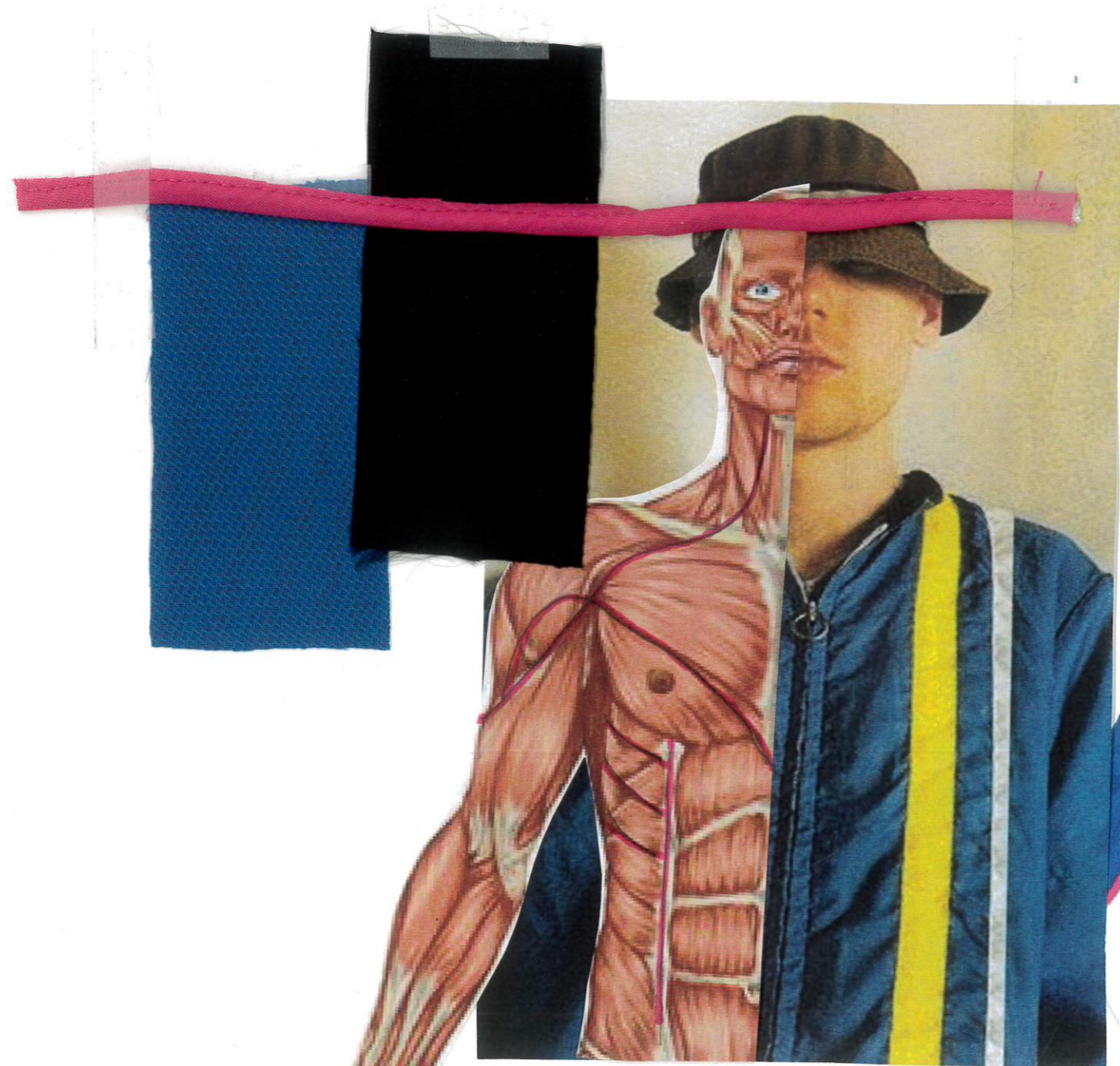


Make hood
more oversized



Toile Fittings

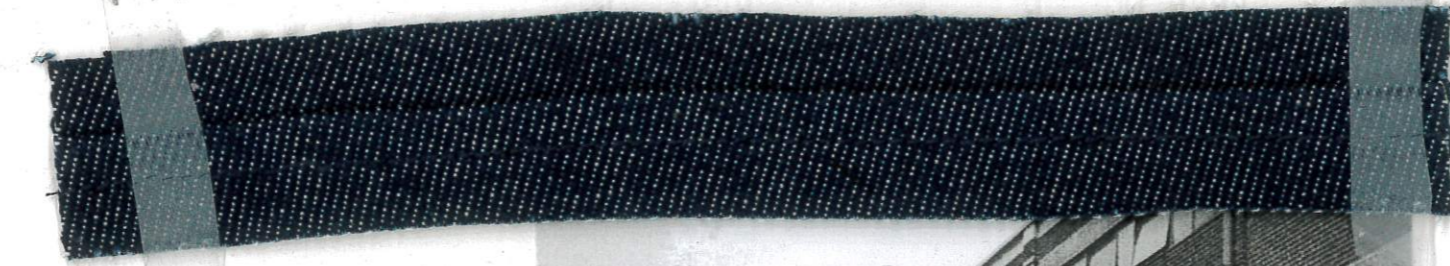
- Space the Box pleats on the front of the jacket further apart.
- Make the front panel one full panel all the way up into the hood
- Make Sleeve panel smaller by 1cm up into the neck line
- Add more fabric on the front of the hood



Here i follow the patterns
of the muscular system and
put it on a Shell Jacket.
By using piping and knife pleats
i created this design.

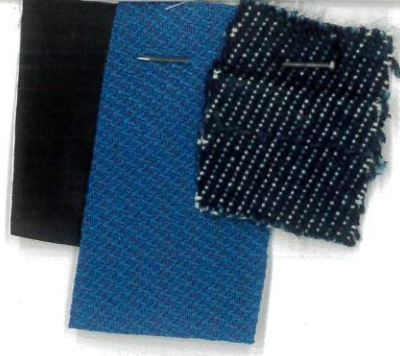


TWISTED SEAM

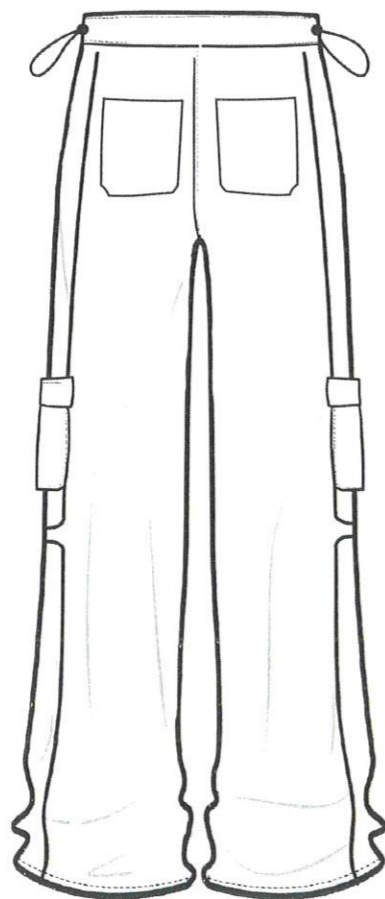
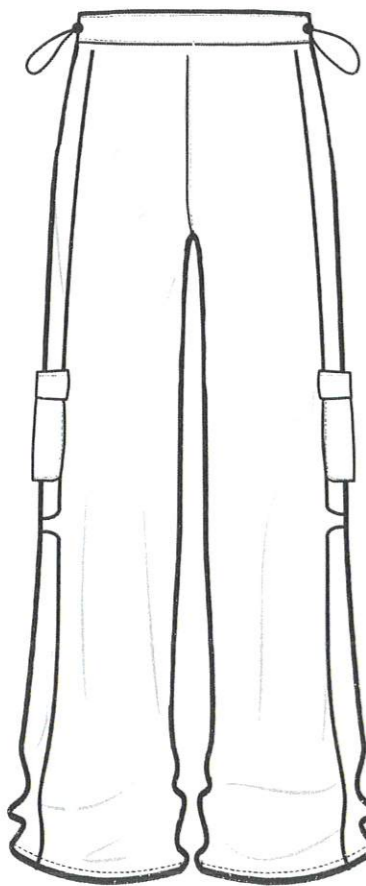
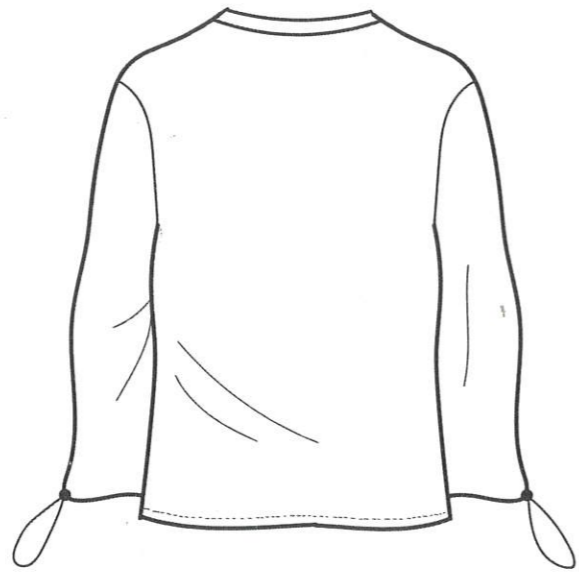
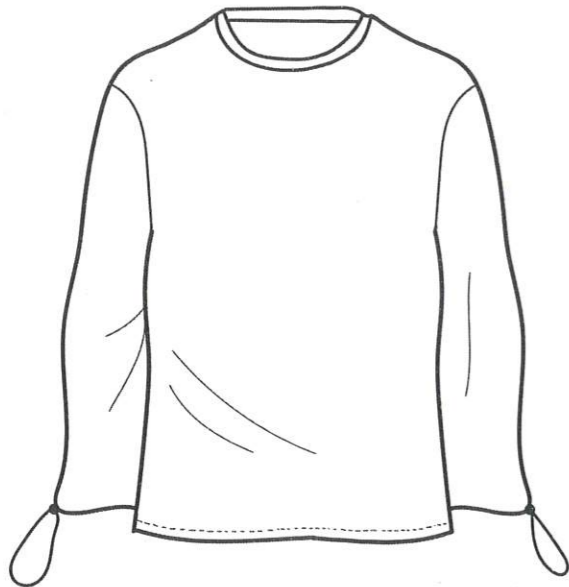
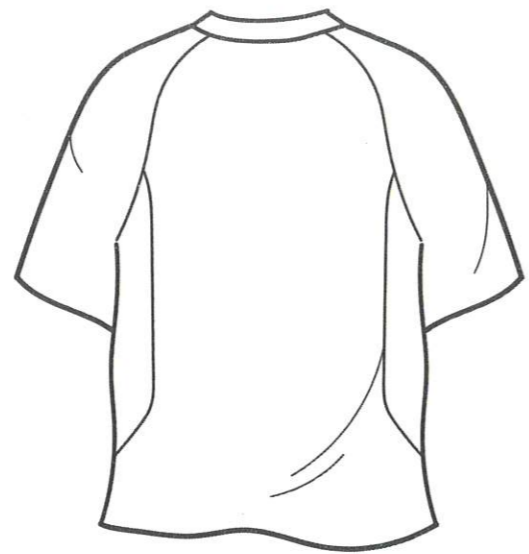
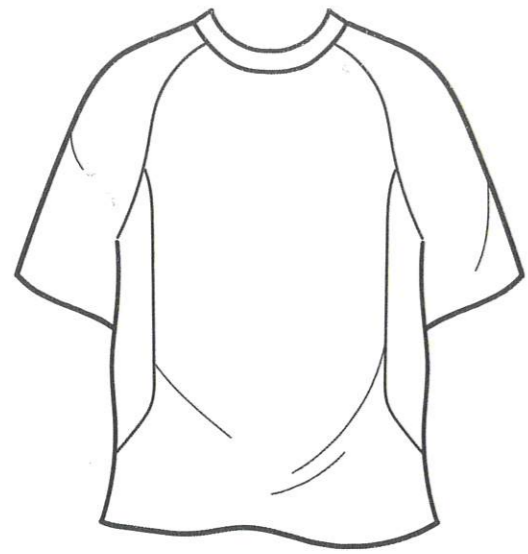


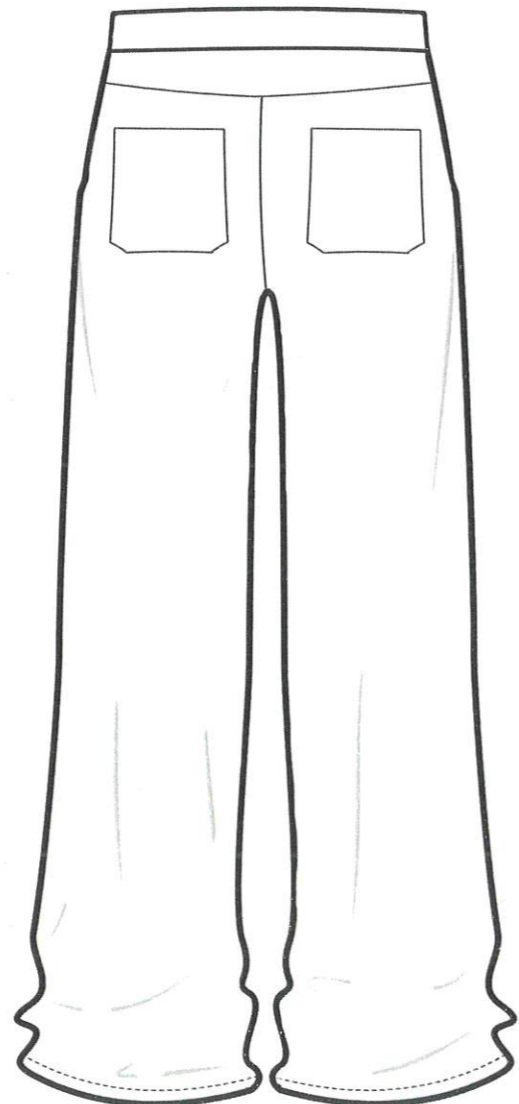
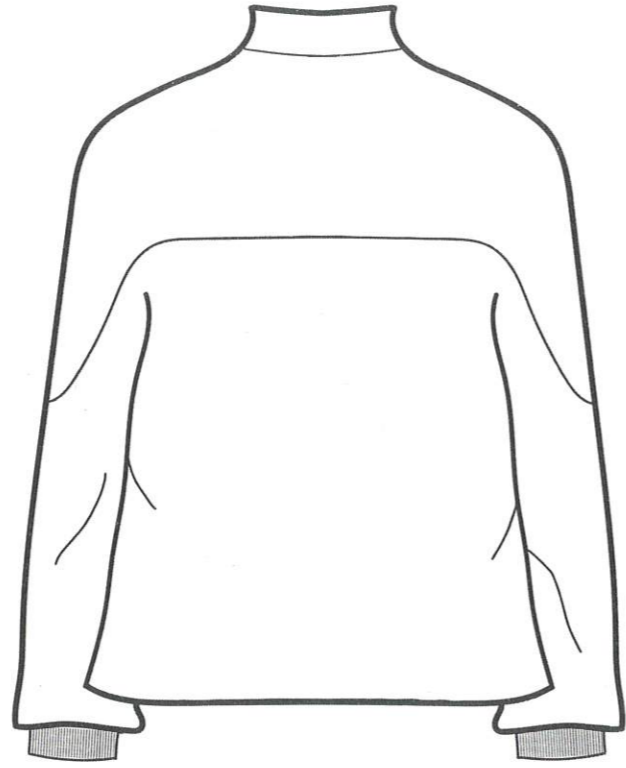
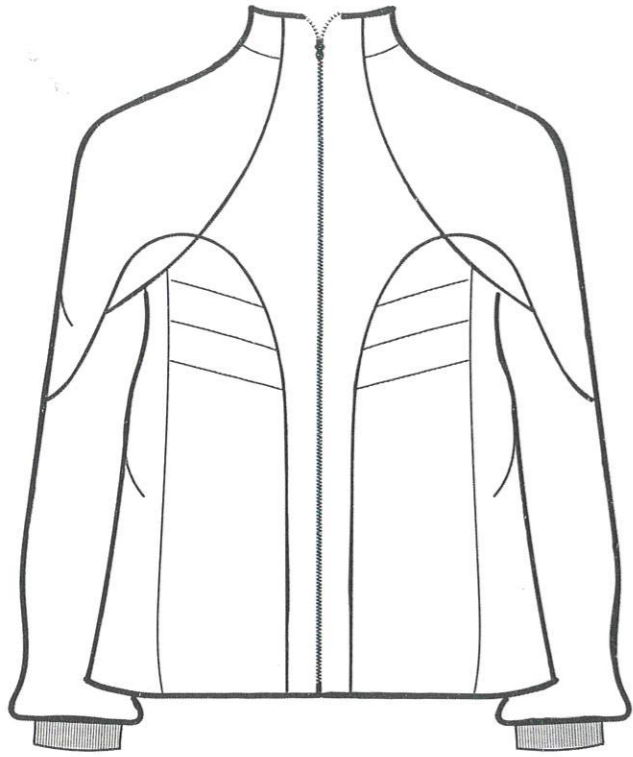
90s was big for the twisted seam or the engineer levis that every one was seen wearing in the 90s. so it was important for me to include this in my collection.

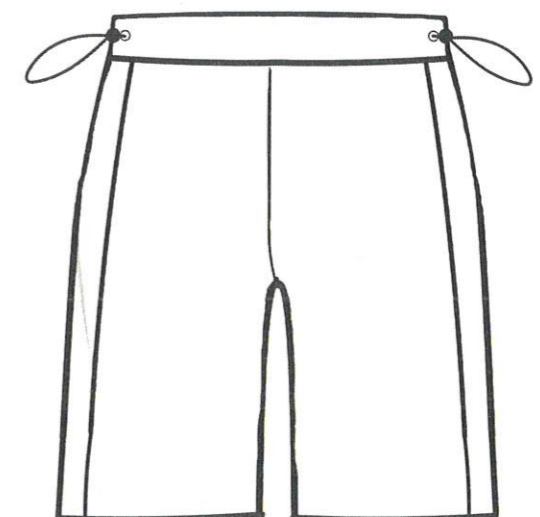
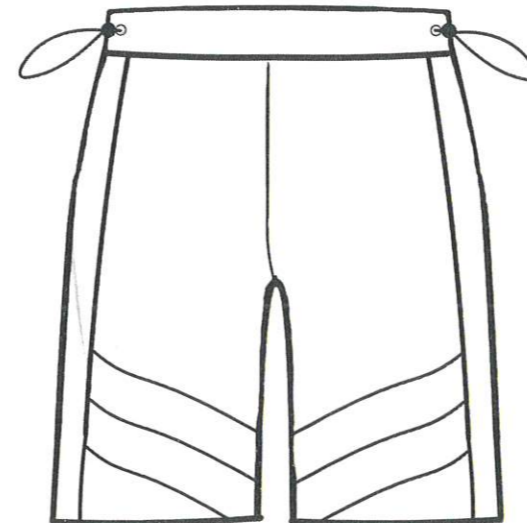
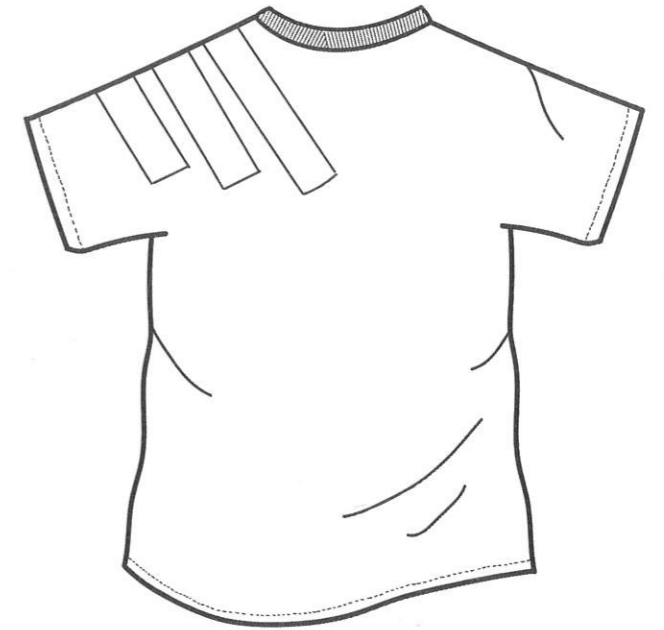
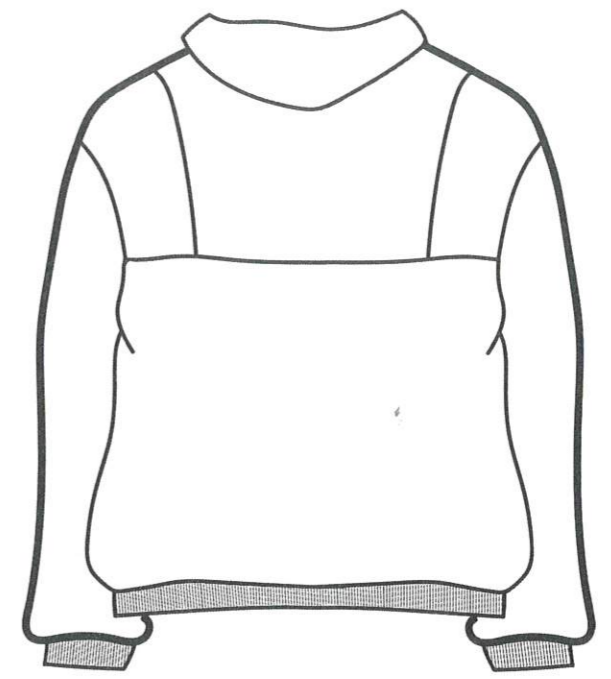
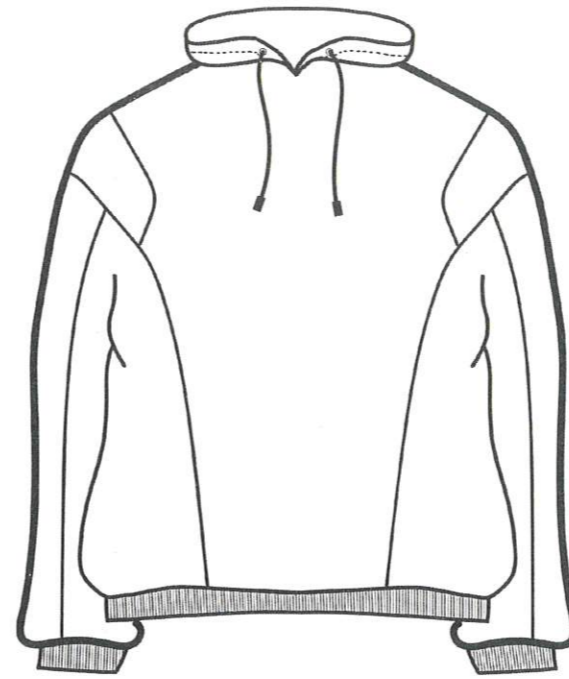


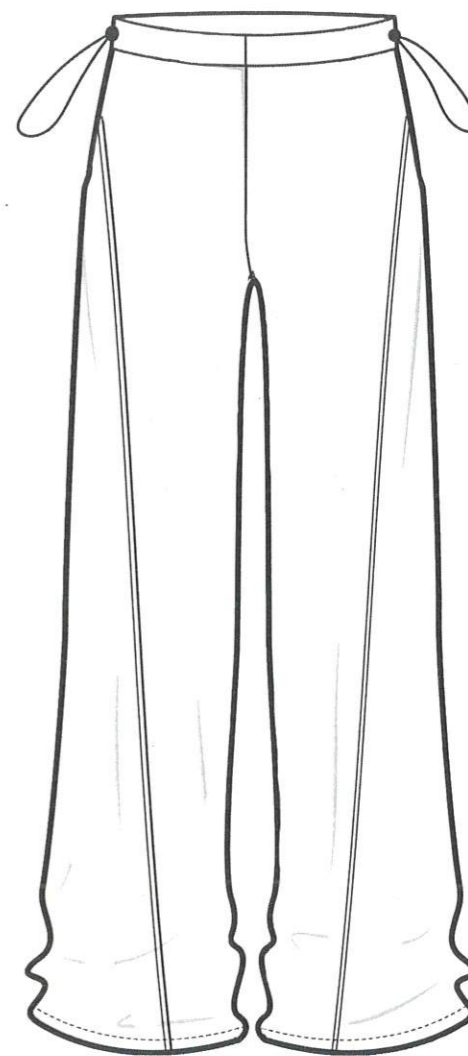
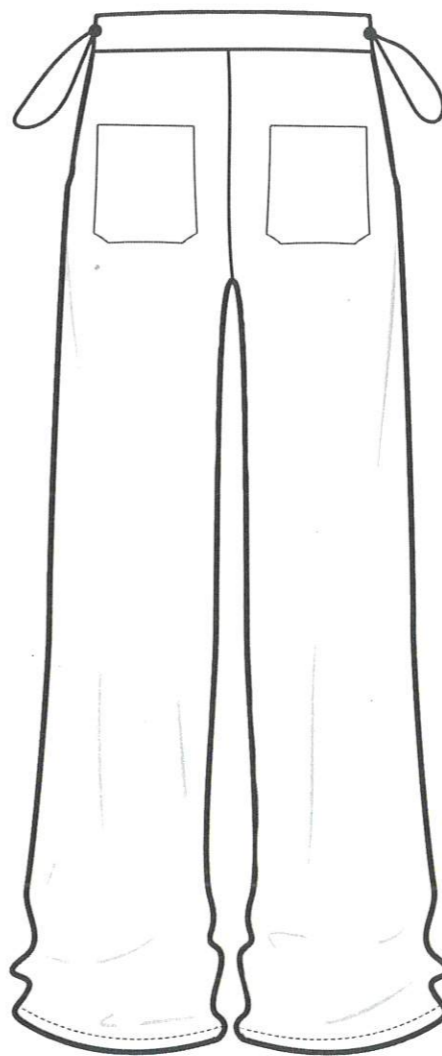
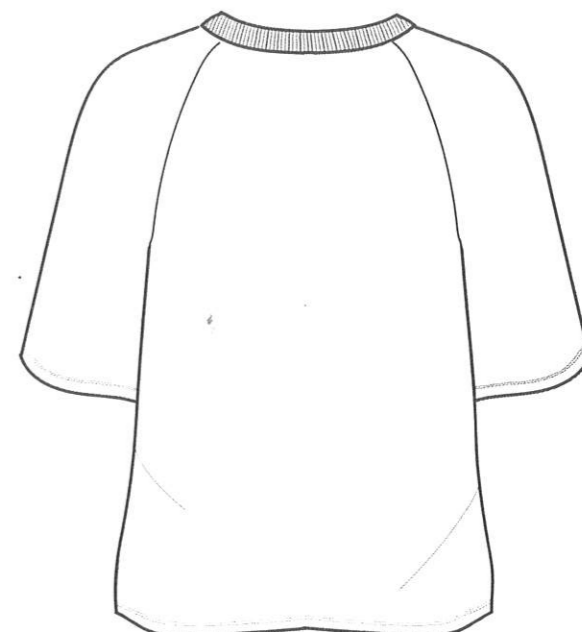
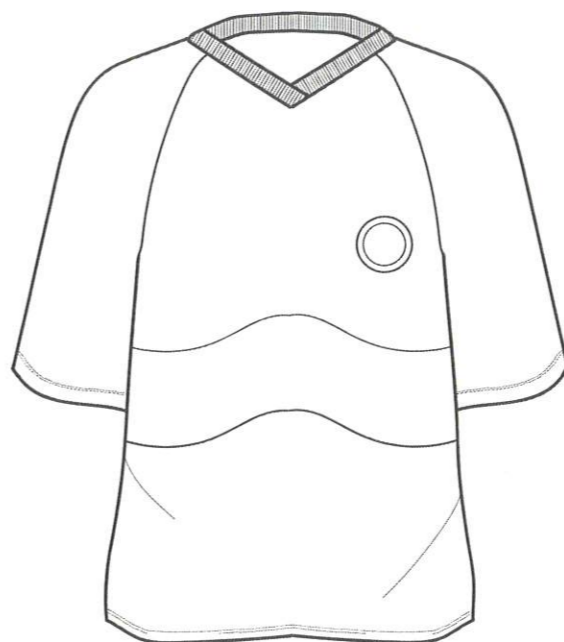
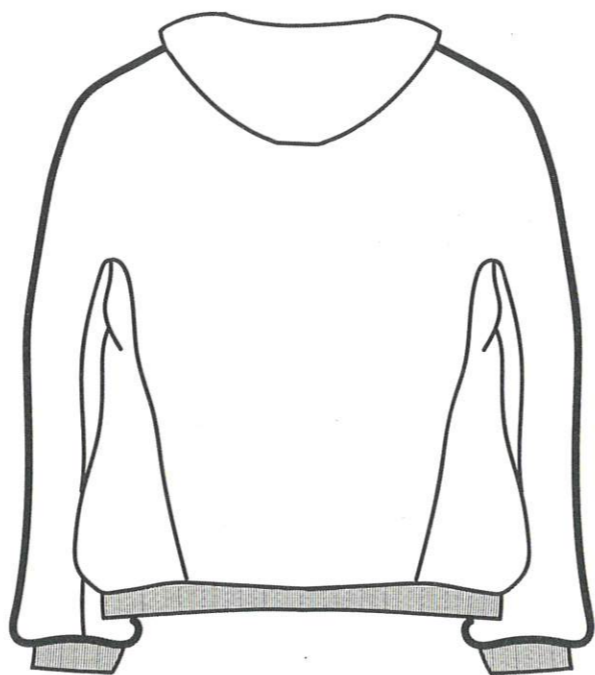
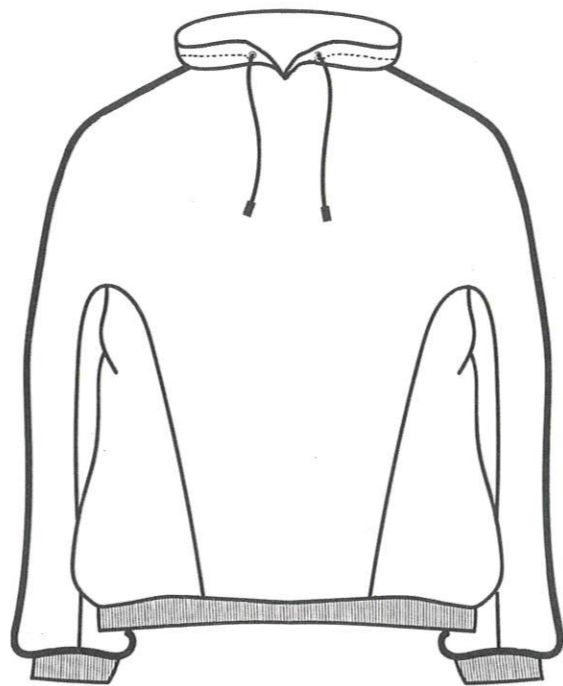


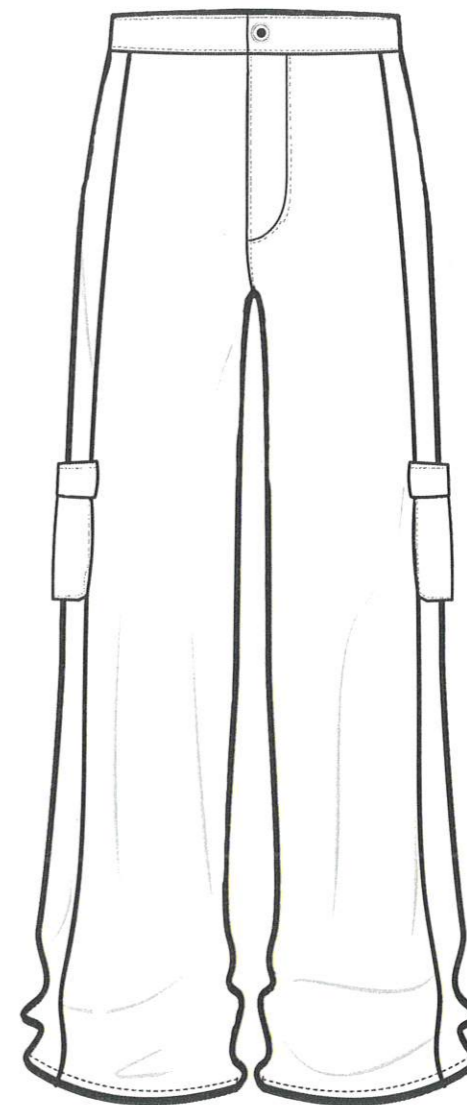
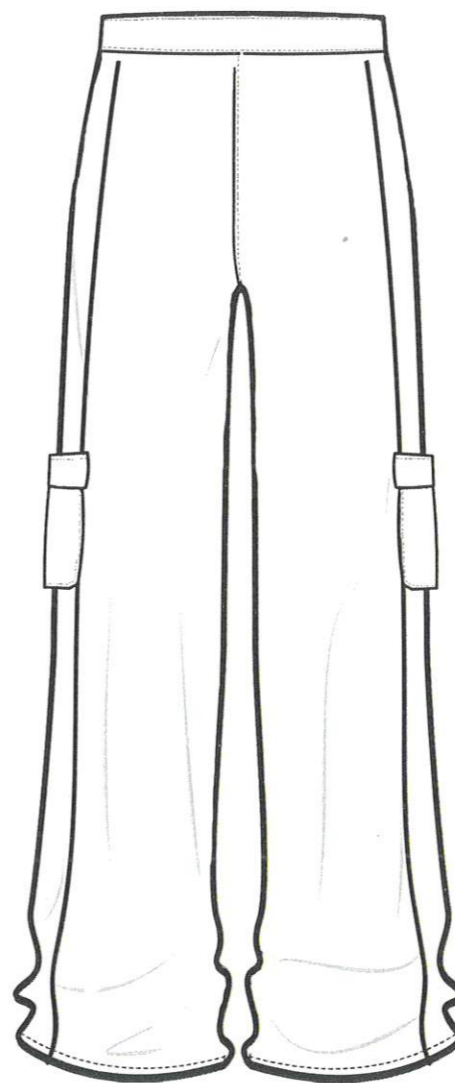
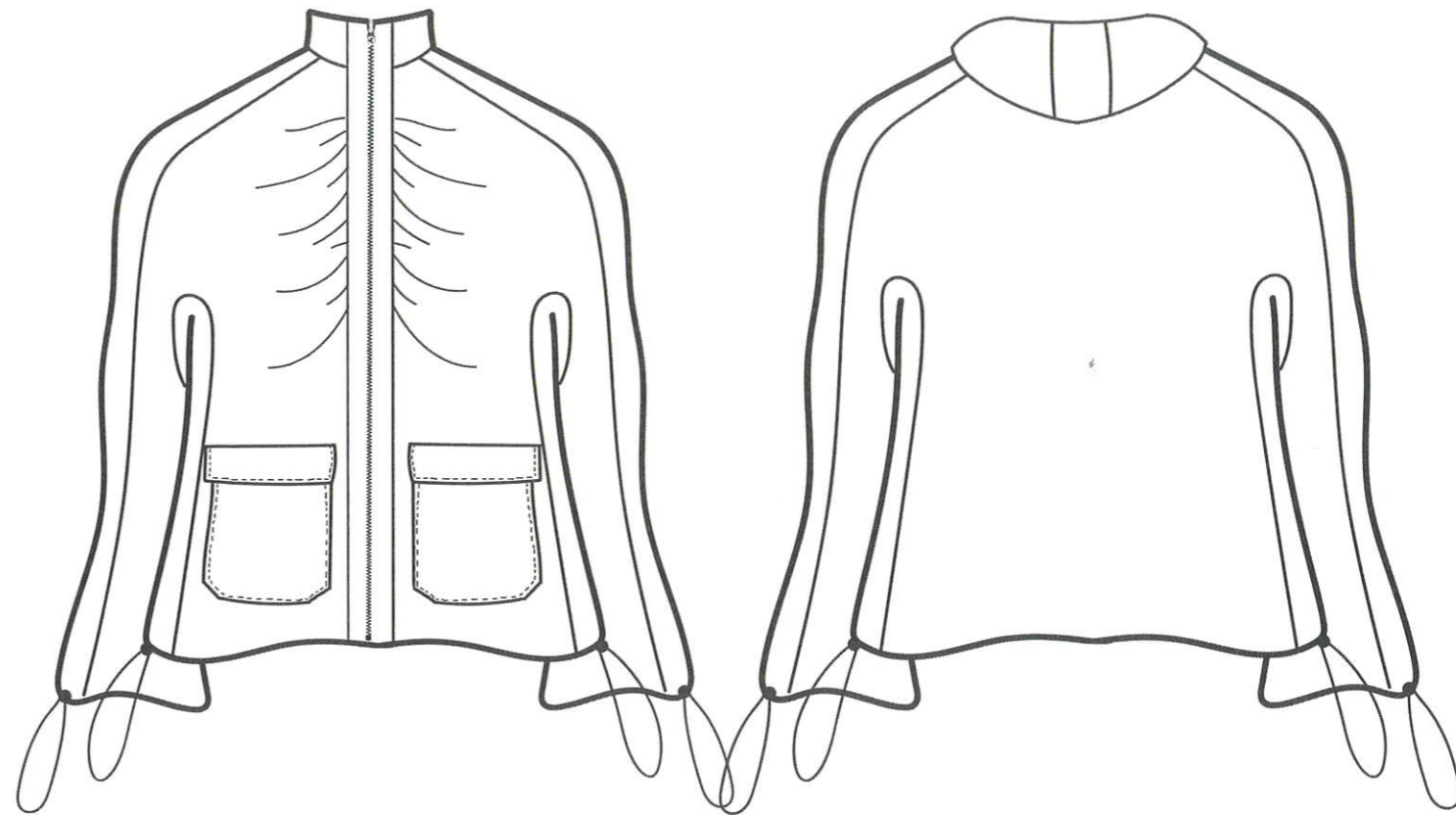
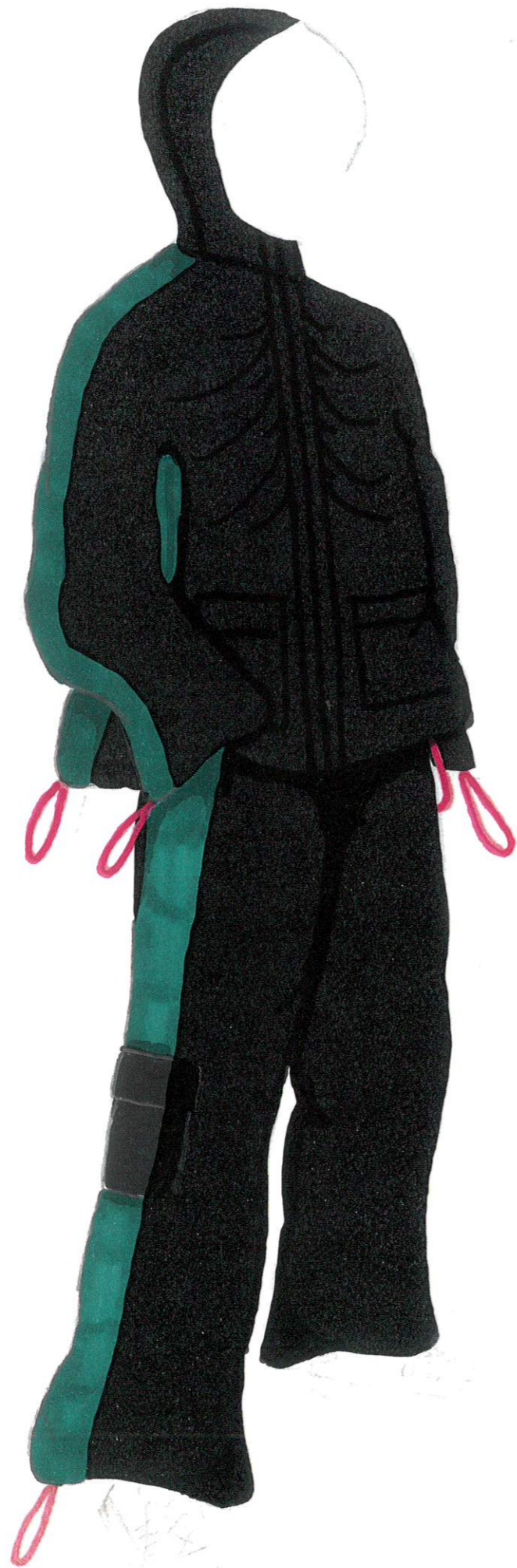


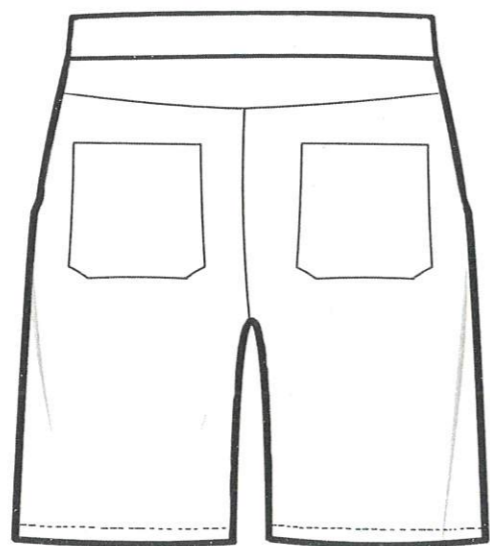
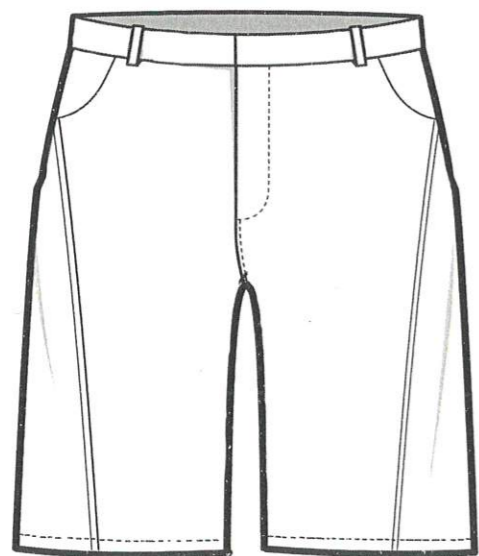
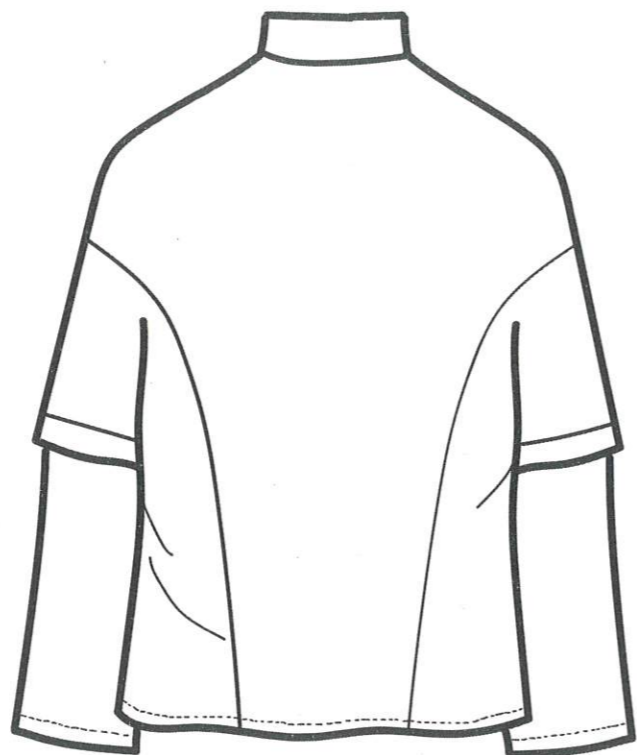
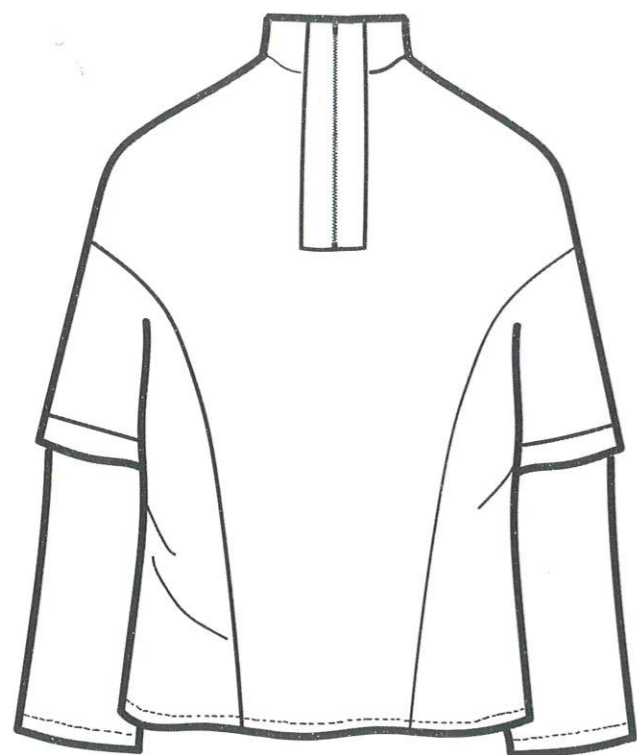










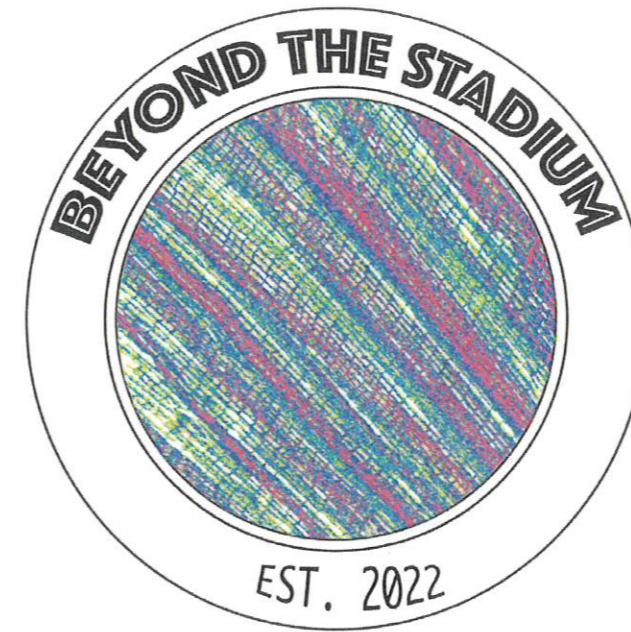
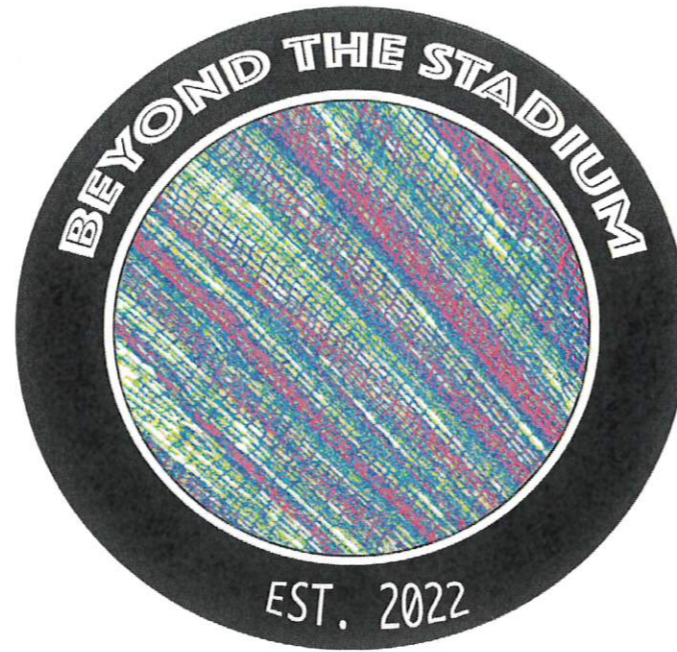


PROMOTIONAL PACKAGE

MOOD BOARD

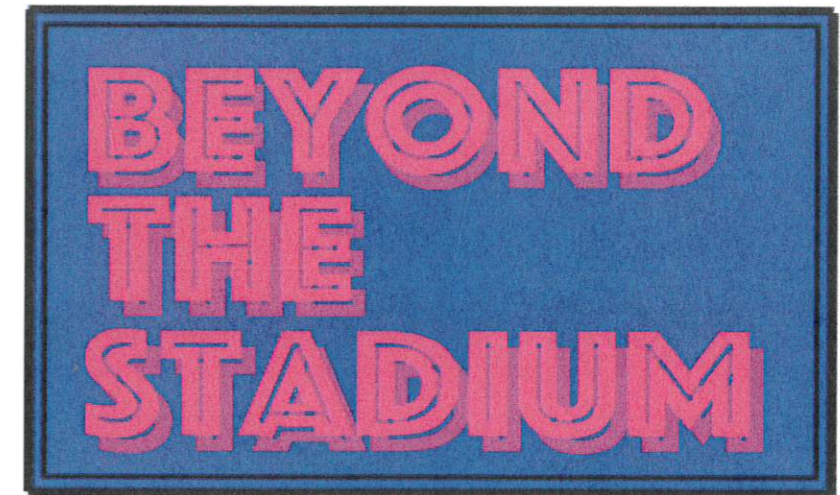


TYPOGRAPHY AND LOGO BOARD

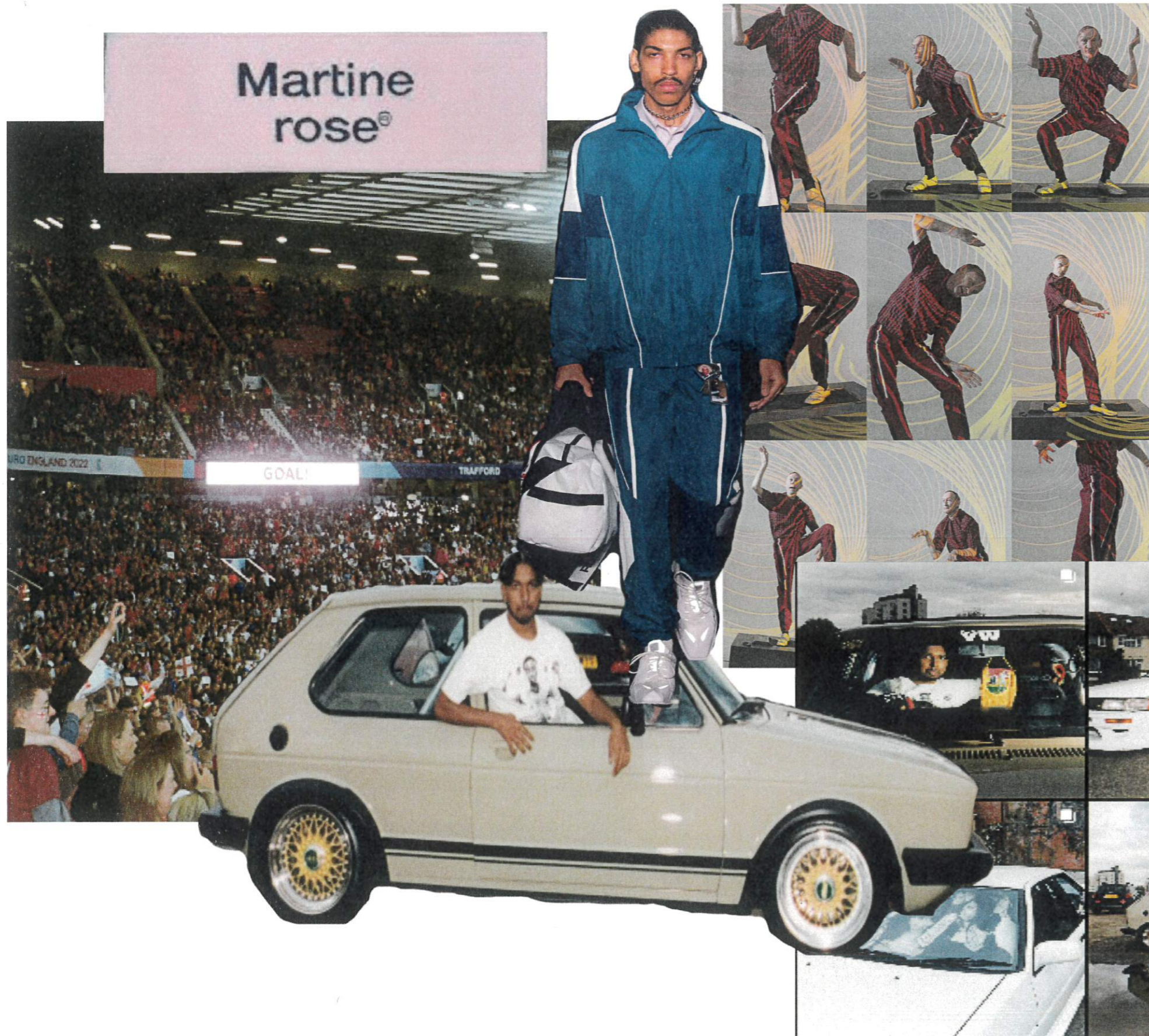


BEYOND THE STADIUM
BEYOND THE STADIUM
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BEYOND THE STADIUM



COMPETITORS RESEARCH MARTINE ROSE

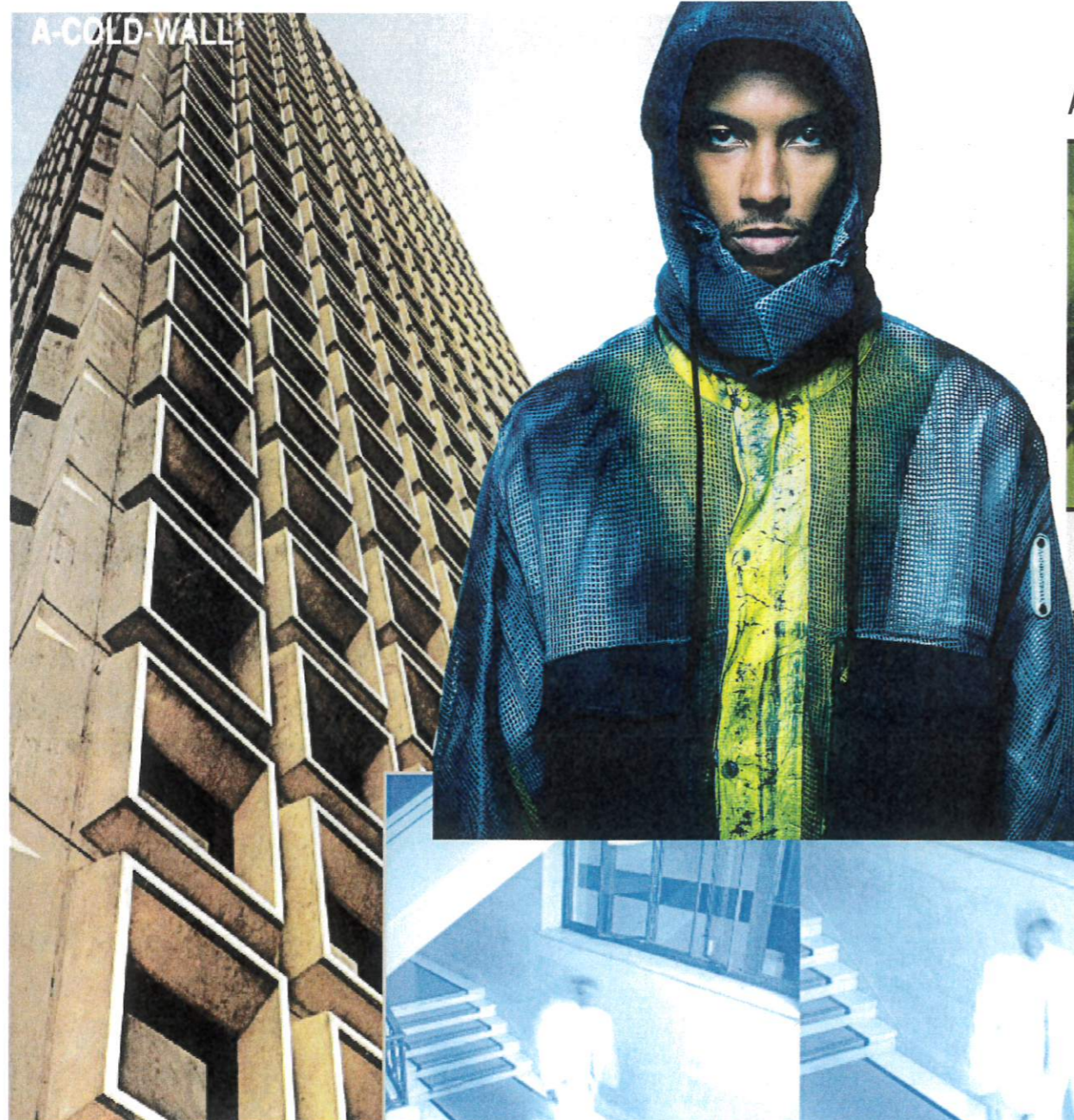


- COLLECTIONS INFLUENCES BY BRITISH CULTURE
- STREETWEAR
- INFLUENCED BY FOOTBALL AND MUSIC SCENE IN LONDON
- OVERSIZED SILHOUETTES
- INSPIRATION FROM RAVE, HIPHOP AND PUNK SUBCULTURES
- MENSWEAR DESIGNER BUT IS WORN BY BOTH MEN AND WOMEN
- SPORTS/LEISUREWEAR
- STREET CULTURE
- WHICH IS WHY WE HAVE THE SAME CUSTOMER FOR ALL THE REASONS ABOVE

MARTINE ROSE INSTAGRAM



COMPETITORS RESEARCH A-COLD-WALL



A-COLD-WALL INSTAGRAM



- INNOVATIVE COLLECTIONS AND FABRICS
- INSPIRED BY THE SOCIAL STRUCTURES OF MODERN BRITISH WORKING CLASS
- INNOVATIVE MATERIALS TO IMPROVE PERFORMANCE
- TECHWEAR
- OVERSIZED SILHOUETTES
- MENSWEAR
- MAKES SPORTSWEAR FUTURISTIC WITH THE HARDWEAR AND TECHNIQUES HE USES IN HIS DESIGNS

COMPETITORS RESEARCH Y-3



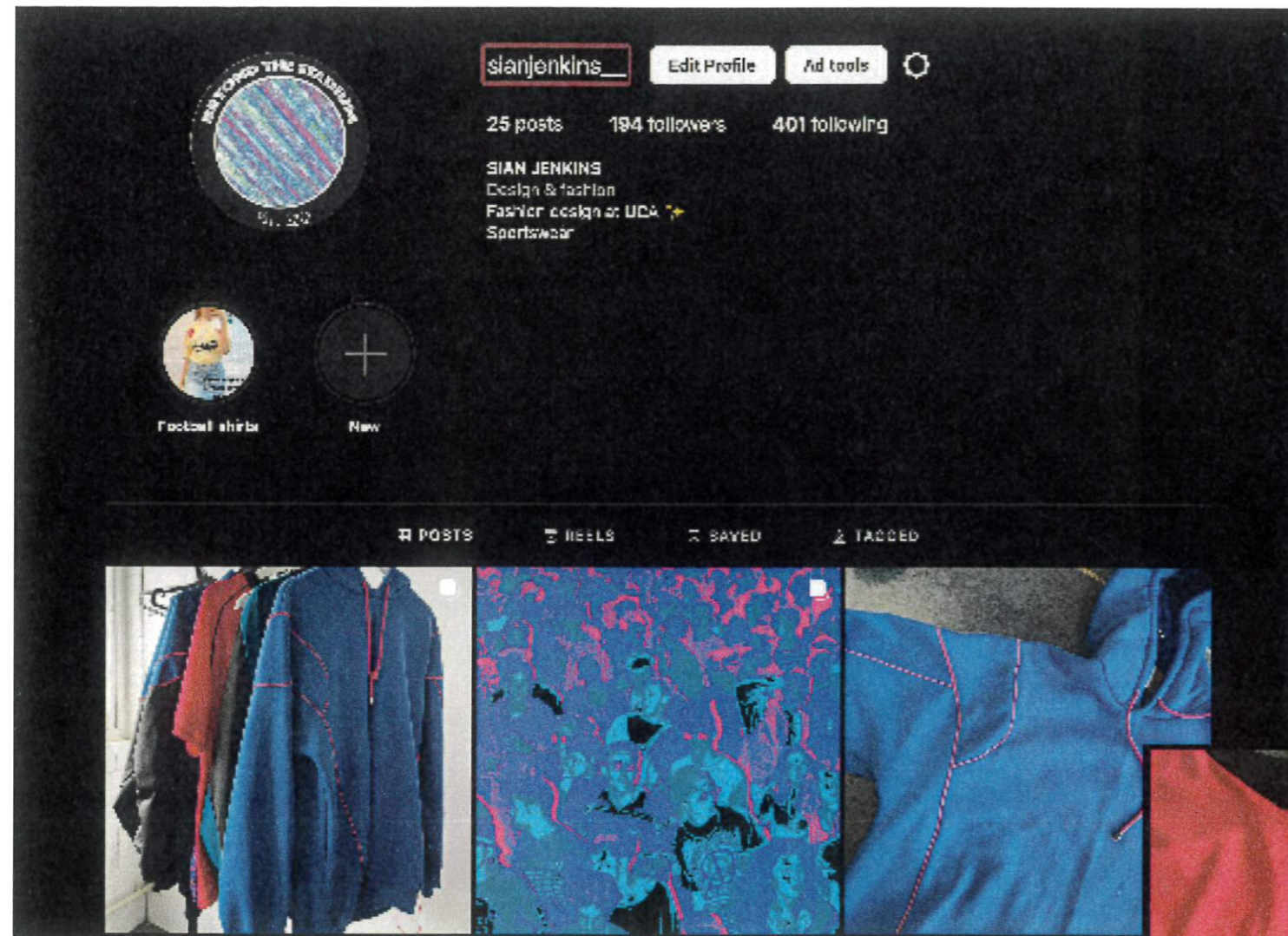
Y-3 INSTAGRAM



- INNOVATIVE MATERIALS AND DESIGNS
- TECHWEAR
- OVERSIZED SILHOUETTES
- LAYERED STYLES
- KNOWN FOR THE MENSWEAR DESIGNS BUT IS ALSO WORN BY WOMEN
- MAKES STYLES THAT BOTH MEN AND WOMEN CAN WEAR
- COLOUR PALLETTE IS BASIC WITH POPS OF COLOURS



MY INSTAGRAM



MY INSTAGRAM IS A RANGE OF PHOTOS, DESIGNS, COLOURS AND PATTERNS THAT HAVE INSPIRED ME AND MY COLLECTION. WITH MANY PHOTOS OF THE 90S MUSIC AND FOOTBALL CULTURE WHICH IS SEEN ALL THROUGHOUT MY COLLECTION AND I WANTED TO SHOW IT ALL THROUGHOUT MY INSTAGRAM. FOR ME THE COLOUR PALLETT IS SOMETHING THAT HELPED ME WITH HOW LAYED OUT MY IMAGES ON MY INSTAGRAM.

I WANTED TO BE ABLE TO SHOW MY AESTHTIC, INSPIRATIONS AND DESIGNS THROUGHOUT MY INSTAGRAM, AS IF I WAS TO APPLY FOR A JOB THIS IS WHAT I WOULD WANT THEM TO SEE. SPORTS/LEISUREWEAR IS MY MAIN FOCUS WHICH I HAVE MADE SURE TO SHOW. AND THE RETRO AESTHETIC WITH THE FOOTBALL IS A WAY I HAVE BEEN ABLE TO GATHER AN AUDIENCE WITH AN INTREST TO THAT.



COMPETITORS PACKAGING

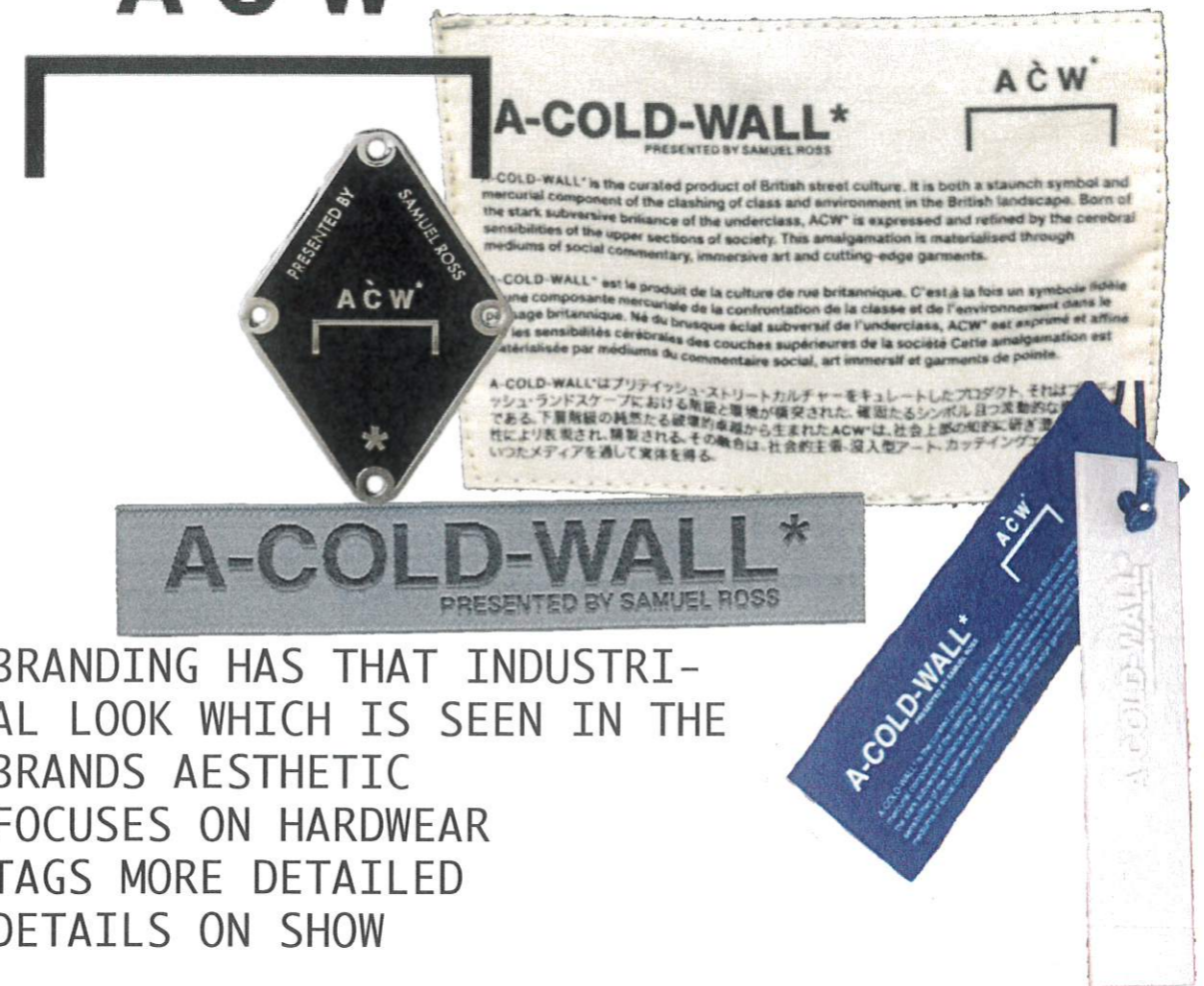


- CLEAN AND SIMPLE BRANDING
- BRANDING WORKS WELL WITH HER AESTHETIC
- BRANDING HAS BECOME MORE SIMPLE WHICH HAS MADE IT LOOK MORE PROFESSIONAL

- USES THE WELL KNOWN ADIDAS STRIPES
- SIMPLE MODERN LOGO AND COLOUR PALLET FOR THE PACKAGING
- USES BOTH THE Y-3 LOGO AND THE ADIDAS LOGO
- LOOKS CLEAN AND IS FOCUSED



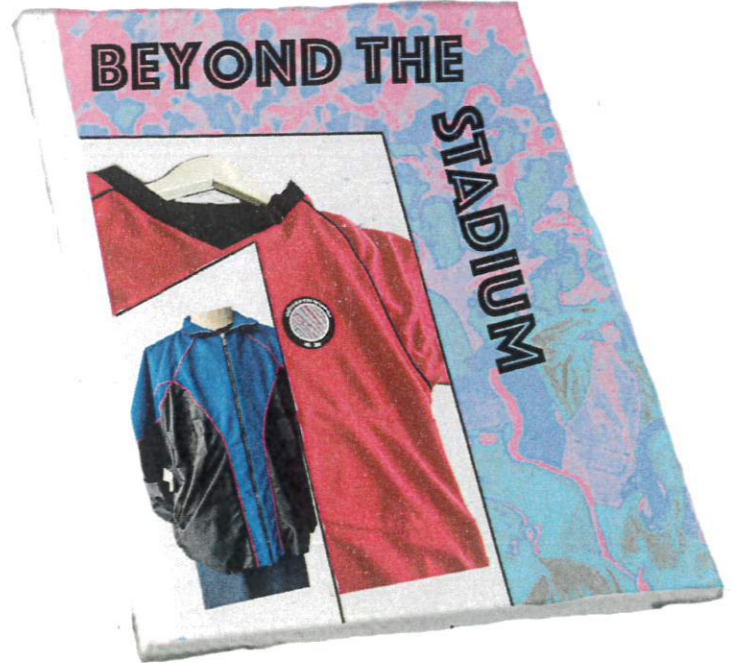
A C W *



- BRANDING HAS THAT INDUSTRIAL LOOK WHICH IS SEEN IN THE BRANDS AESTHETIC
- FOCUSES ON HARDWEAR
- TAGS MORE DETAILED
- DETAILS ON SHOW

MY BRANDING AND PACKAGING

- I USED MY COLLECTION TO INSPIRE MY PACKAGING AS MY COLLECTION IS MY AESTHETIC
- KEEP WITH THE PINKS BLUES AND BLACKS
- FOR THE TAGS AND BOXES I MADE THEM LOOK LIKE RAVE AND SEASON TICKETS
- THE MAGAZINE WERE DESIGNED IN THE WAY THEY USE TO DESIGN 90S FOOTBALL MAGAZINES
- USING MY TYPOGRAPHY THROUGHOUT



BEYOND THE STADIUM STORE



- MY STORE IS SIMPLE AND CLEAN
- WITH MY MAIN DESIGNS SHOWCASED ON MANIQUINNES AS THE MAIN FOCUS
- THE REST OF MY COLLECTION IS SEEN ON THE RAILS BEHIND
- I STILL WANT TO KEEP THE POPS OF COLOUR SO I USED MY PRINT AS ART ON THE WALL
- IN THE OTHER ROOM I WOULD LIKE TO CREATE A LITTLE AREA WITH SMALL ACTIVITIES LIKE A FOOTBALL GOAL
- AND IN THAT ROOM I WOULD LIKE TO SELL MANY VINTAGE FOOTBALL SHIRTS AS VINTAGE FOOTBALL SHIRTS IS WHAT STARTED MY COLLECTION

Sian Jenkins

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☎ 07760137828

📷 @sianjenkins__

in www.linkedin.com/in/

sian-jenkins-

Personal Skills:

- Illustrator
- Pattern making
- Designing
- Researching
- Working drawings
- Embroidery
- Social Media
- Sewing
- Draping
- Basic knowledge of Gerber
- Photoshop/Indesign
- Comfortable using a sewing machine
- Time Management
- Creative way of thinking
- Able to use and take in information and details.
- Reliability

Social Media

@sianjenkins__
www.linkedin.com/in/
sian-jenkins-

References available upon Request

Profile

I am a passionate 3rd-year student studying fashion design, through which I have gained many valuable skills. I am dedicated to what I do and my goal is to have a future career in the fashion industry and to put into use my creative abilities, so I would love to gain some experience in this industry and put my skills and knowledge into use, as well as developing expertise and abilities. I have a passion for sportswear specifically and I am fully ready to learn a lot more about the sportswear industry.

Experience

Fashion Design Intern at Kalikas Armour (15th Dec 21-22nd Feb 22)

- 6 weeks helping out with pattern cutting, sewing, researching, Draping, Styling, creating designs, Hand sewing which I learned new skills and gain more confidence.
- Researching and presenting ideas
- Working under pressure and working as a team
- Working to deadlines
- Communication

Customer Service Assistant, Holland & Barrett (Present)

- In a Part-time job at Holland & Barrett gaining many skills including time management, working under pressure, communicating with customers.
- Working with customers to find out what they are looking for and making recommendations and advice about the products to deliver the best services.
- Customer Service, The Perfume Shop (2020-2021)
- The skills I developed and learned were time management, confidence, teamwork, responsibility.

Education

University for the Creative Arts

Fashion Design (BA) 2020-Present.

Interests

- Travel and cultures
- Sports
- Fashion and fashion history
- Photography

A high-contrast, blue and red image of a crowd of people, possibly at a stadium, with the text "BEYOND THE STADIUM" overlaid. The image is a vertical composition with a central vertical line. The background is a dense crowd of people, rendered in a high-contrast, almost binary color scheme of blue and red. The text "BEYOND THE STADIUM" is repeated four times in a large, bold, black, sans-serif font, centered horizontally and stacked vertically. The text is semi-transparent, allowing the underlying image to be seen through it. The overall effect is one of a large, energetic crowd, possibly at a sports event, with the text suggesting a focus on the experience beyond the stadium itself.

BEYOND THE STADIUM

BEYOND THE STADIUM

BEYOND THE STADIUM

BEYOND THE STADIUM

SIZE? HOMEGROWN COMPETITION

BACKGROUND TO BRIEF:

Homegrown first landed with size? in 2022. Since then it has had sold out collections, features at their debut music festival and continues to be wildly popular within the community looking for pieces that can be statement, but also staples which can be worn every day.

Initially inspired by psychedelic nature, the outdoors and the natural processes of flora & fauna, Homegrown has housed the original values of size? with not taking itself too seriously. For the coming seasons, Homegrown will take on a darker, moodier, more serious embodiment as the brand looks deepen it's rooting within premium streetwear, so please take this into consideration.

The aim? Continue to nurture Homegrown to elevated levels within the space, create a distinguished aesthetic tone of voice and establish a foundation & community for future collections that will truly embody 'Homegrown'.

BRIEF:

Tutors are asked to submit based on the following criteria:

- Collections that are inspired by the students heritage, hometown, family and culture
- Any Sportswear, Activewear collections

SUBMISSION:

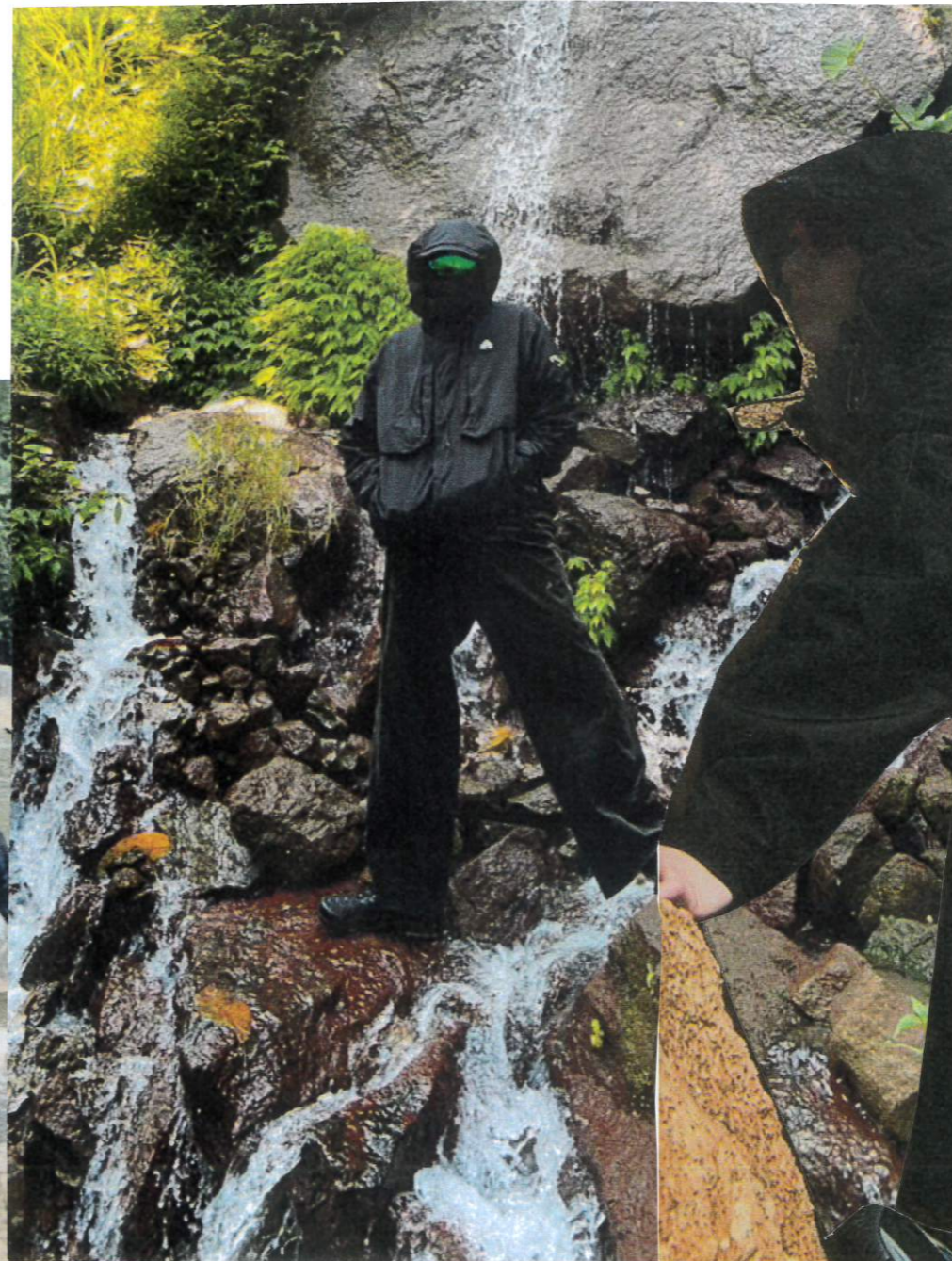
Max X 10 page PDF to show the designs, inspiration and where possible final garments.

size?

HOME GROWN



GORPCORE





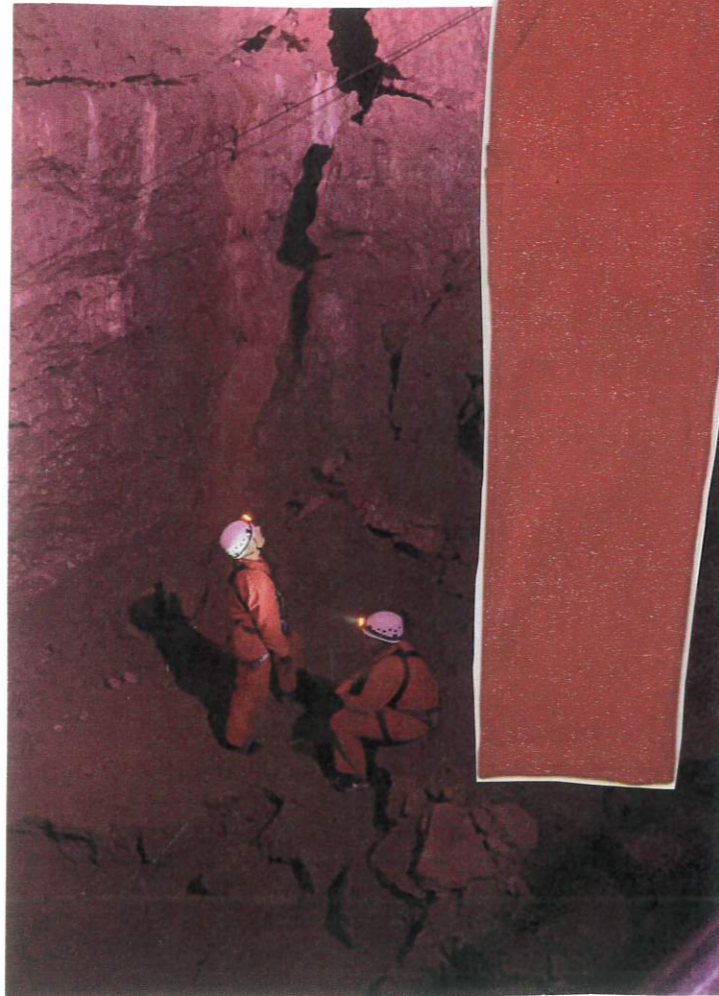
TECH WEAR





Creating a crinkle
effect in the fabric to
make a similar detail
as this rock form in
wookie hole cave





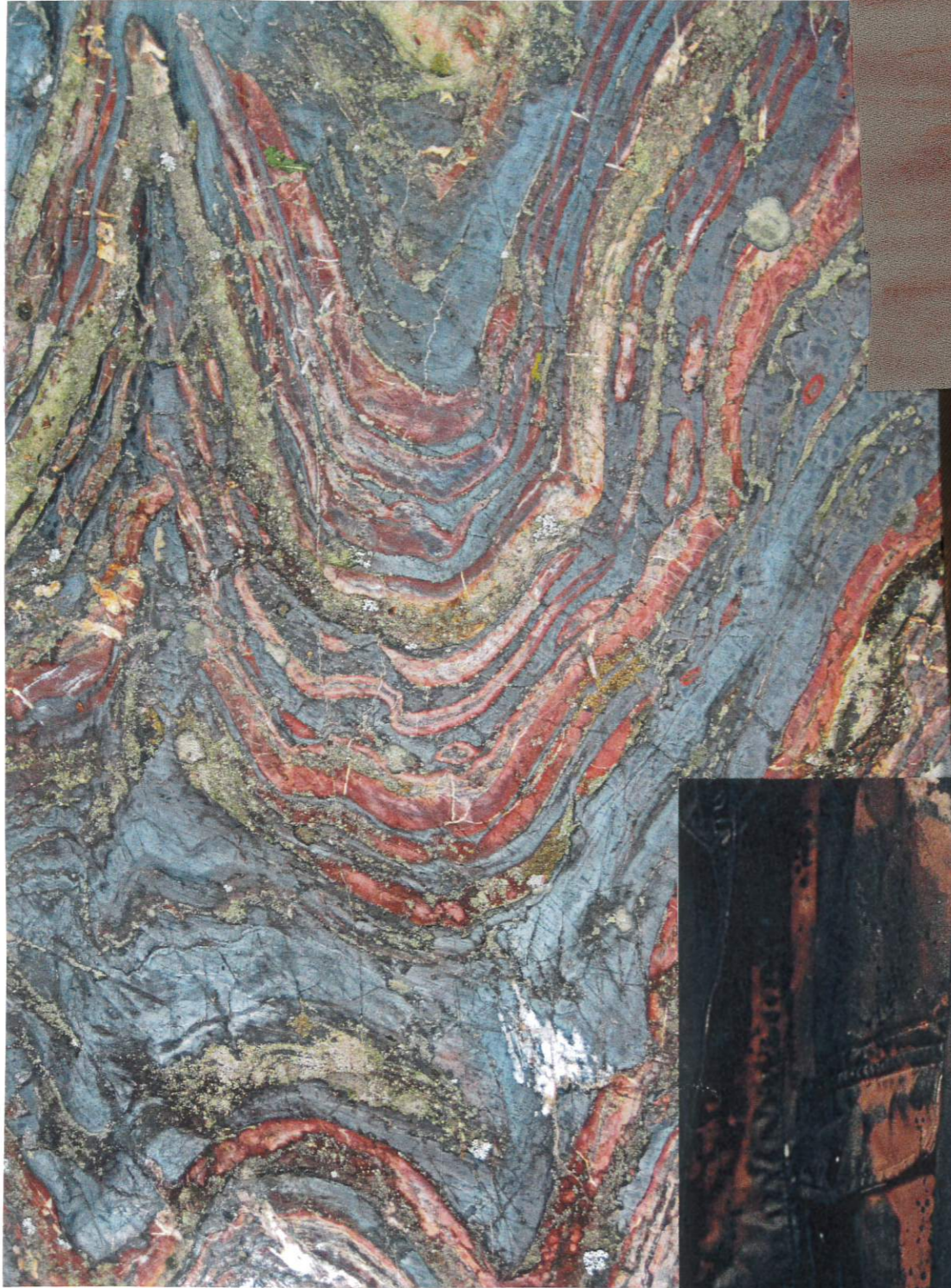
CLIMBING GEAR



Using these climbing ropes for details on my designs. for belts, tie up details...



IRON IN ROCK







Y-3 PORTFOLIO PITCH

Y-3



Y-3 is a high end streetwear brand, which is a collaboration between Yohji Yamamoto and Adidas. So you get the mix between the tech/sport side of Adidas with Yohji's aesthetic and silhouettes.



Kendo



Samurai

Embroidery

Street wear



Japan



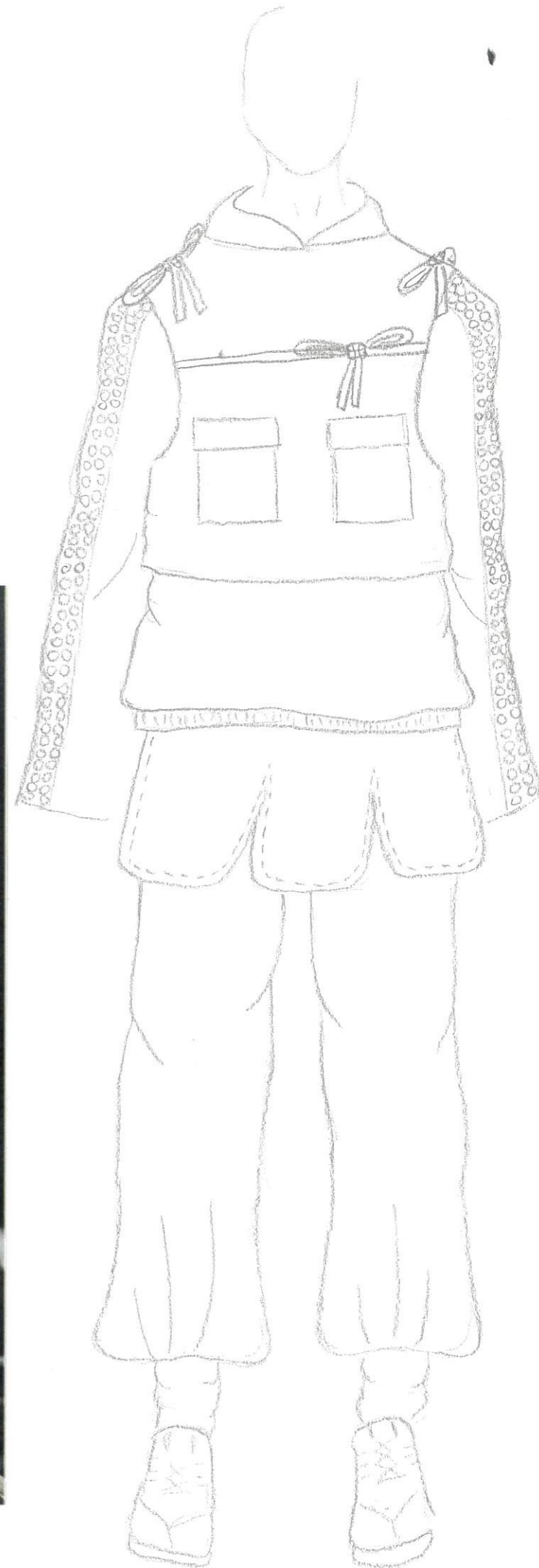
Japanese print

Adidas

Y-3







Kendo is a sport from Japan and it originated with the samurai, and overtime it has evolved. So i want to combine the samurai clothing with the modern kendo wear.

Embroidery that is on samurai armour











