

INDUSTRY PORTFOLIO
SEOLFOR DOLLS
ANNA SU





- Seolfor Dolls is a London based womenswear fashion brand created around my personal aesthetic and style, but with a distinctive twist.
- Preppy aesthetic but infused with Y2K influences, the brand embodies a balance of femininity, rebellion, and playful maximalism.
- "Seolfor": Old English word for Silver (a colour and material that will be on all garments). "Dolls": Femininity, girlhood and womenswear
- Garments that inspire confidence and self-expression in its wearer.
- Use of deadstock, recycled and sustainable fabrics for garments.
- Prioritise small scale production with ethical manufacturing, this is to reduce environmental impact.
- To create a community where everyone shares the same values, creative mindset, self expression, and caring about sustainability.

Brand Identity

Brand Mission

"Too much? The louder the better!"

- The brand celebrates and focuses on **individuality** through **bold**, **expressive**, **feminine preppy aesthetic** that collided with **Y2K nostalgia**, creating these **playful** and **unapologetic look**.
- Seolfor Dolls will **launch** through a curated **online store**, where the **user experience** reflects the **brand's world**, **immersive**, **nostalgic** and **visually pleasing**.
- From the interface to the packaging, every detail is designed to **feel personal**, so each order is an **experience** rather than just a purchase.
- Seolfor Dolls will **host pop up stores** along with **collaboration** with **artists**, and other **influential creatives** who align with the brand's values and aesthetics.
- These collaborations will amplify the **brand's image** and voice while connecting with a **wider audience**.
- Seolfor Dolls is not just a fashion brand, it is a **lifestyle**.



- Seolfor Dolls creates **statement garments** that **empower** the **wearer** to be **themselves**.
- Each piece is designed to go **beyond clothing** and encourage the wearer to be **confident** in their **own presence**.
- The designs aim to make the **individual feel seen**, **confident** and **comfortable** while **challenging expectations** within the **fashion industry** and **society**.
- **Sustainability** is a core value, utilising **recycled**, **deadstock** and **sustainable fabrics** to **reduce waste** and **rethink the lifecycle** of **garments**.
- With support from the **community**, Seolfor Dolls aims to establish a **physical store** within **London** in its **third or fourth year of business**.
- The **store** will be more than just a retail space; it will be a **hub** for **culture**, **self expression** and **community**.
- Seolfor Dolls will create **more than fashion**; it will create a **space** where **individuality**, **creativity** and **sustainability** fuse into one.

Brand Vision

Unique Selling Points

"Rebellion against waste": recycled, sustainable and deadstock fabrics

Using recycled, sustainable, deadstock materials and end of roll fabrics. Seolfor Dolls don't make more, we make better by upcycling, reusing and creating new garments with the industry's "leftovers".

"Exclusivity with a Conscience": limited drops per collection

Intentional anti-fast fashion. For per collection, Seolfor Dolls will be doing limited drops. The brand will also be doing micro-collections for in between collections.

"Rebellion Against Exploitation": ethical labour and working environment for workers:

Seolfor Dolls promise to ensure that the working environment are safe, comfortable and clean for workers. Also that the workers will be treated fairly when working and on their pay. Seolfor Dolls can (if appropriate) share social media posts of production process, being completely transparent to customers.

Anti-Perfection Craftmanship:

Seolfor Dolls challenges the polished, pristine ideals of traditional preppy fashion by embracing intentional imperfection as a form of rebellion. Garments will consist of asymmetrical cuts, raw hems, silver hardware pieces, visible stitching, mixed textures of fabrics and graphic prints.

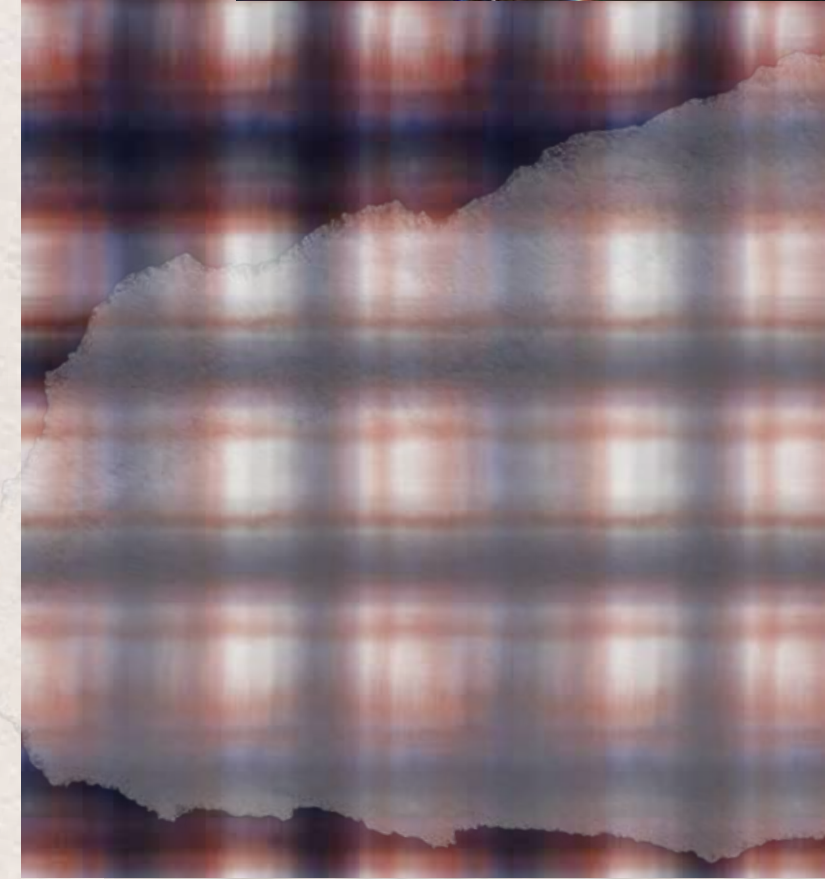
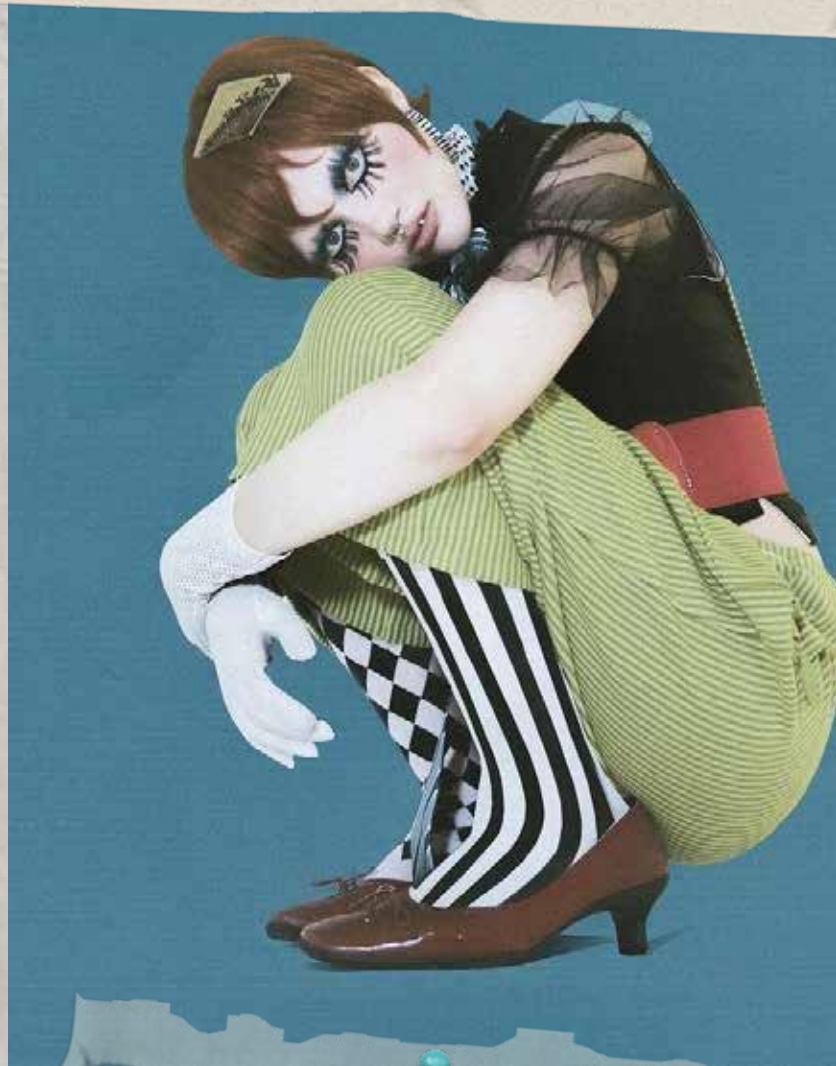


Collection Concept

The concept for Seolfor Doll's first collection will be "School Uniform Grit". Bring school, youth and freedom. The collection concept comes from the fusion of the traditional British Public School Uniforms / Ivy League aesthetic, with the free rebellious energy of Gen Z. It will consist of different materials / fabrics and fusing this with graphic prints and silhouettes. Along with a variety of different playful checks, strips, embellishments and knits.



Design Concept Board



Layers

Expressive

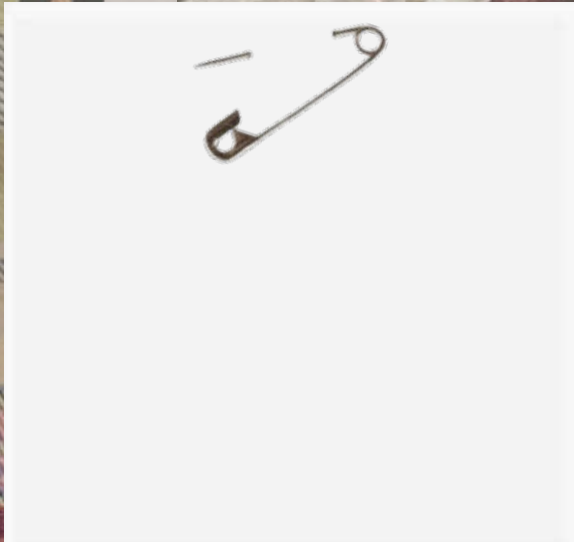
Accessories

Youthful

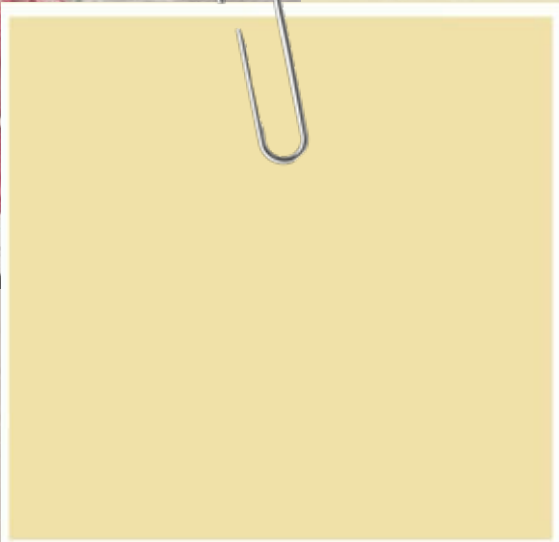
Check Pattern

School Uniform

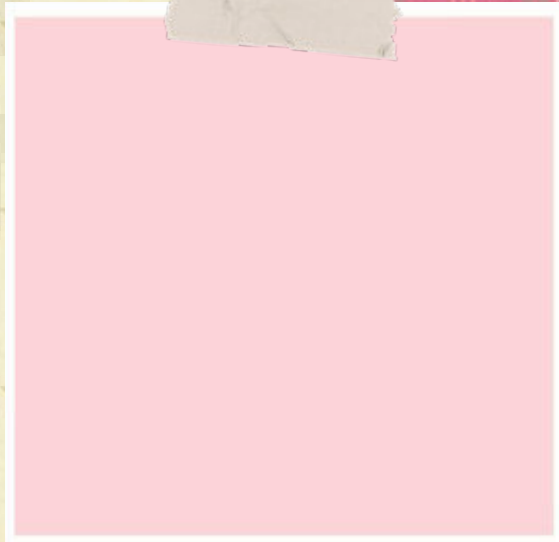
Colour Palette



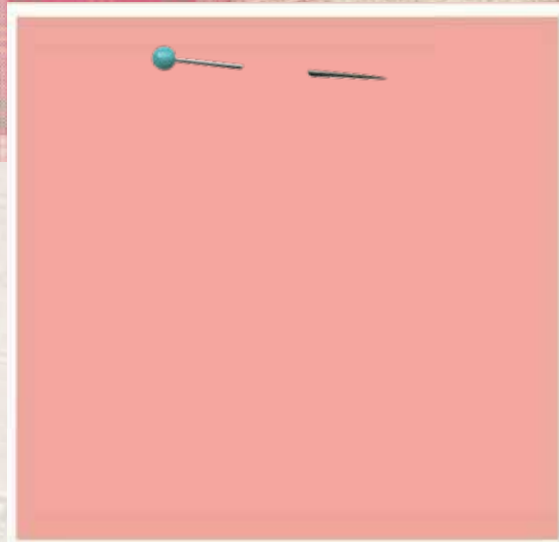
PANTONE®
11-0602 TCX
Snow White



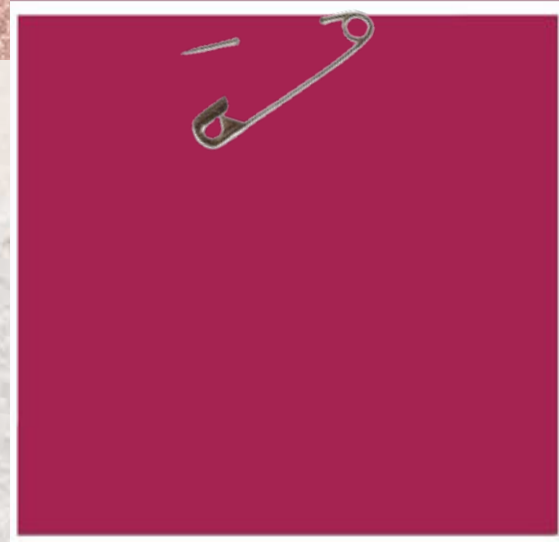
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12-0722 TCX
French Vanilla



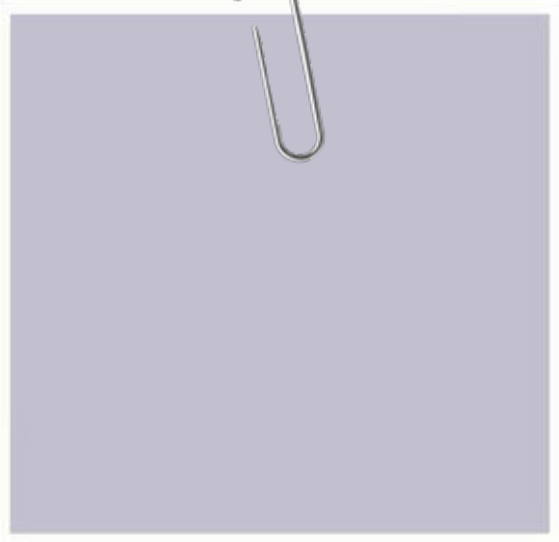
PANTONE®
12-1310 TCX
Blushing Bride



PANTONE®
14-1521 TCX
Peaches N' Cream



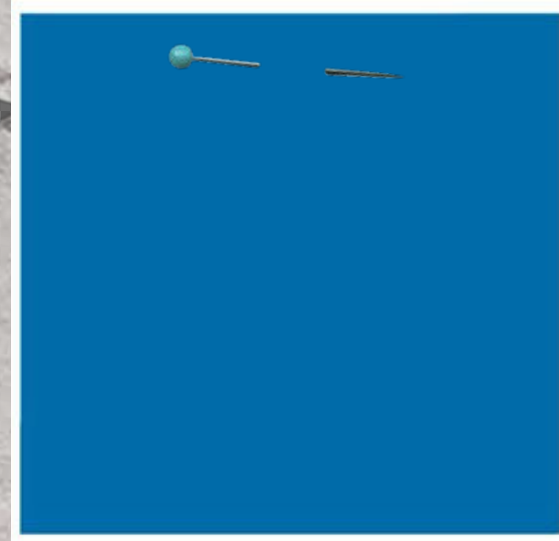
PANTONE®
19-2039 TCX
Granita



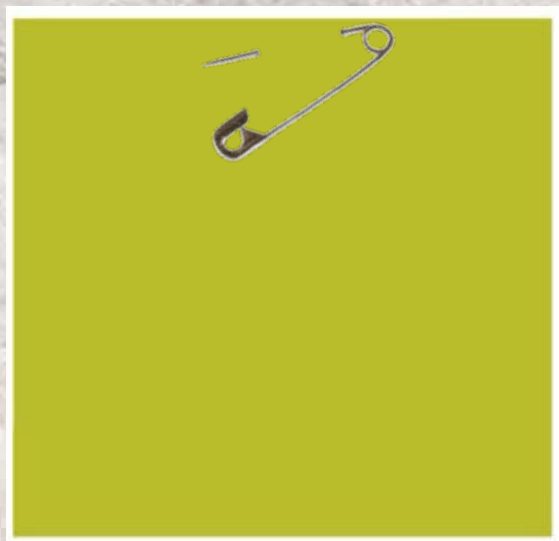
PANTONE®
14-3905 TCX
Lavender Blue



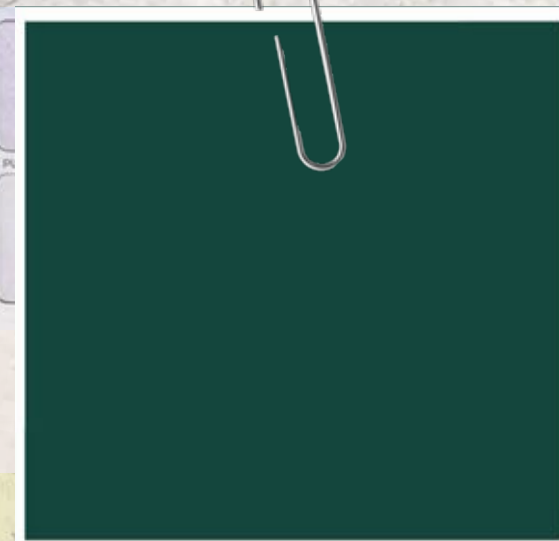
PANTONE®
17-4111 TCX
Citadel



PANTONE®
18-4250 TCX
Indigo Bunting



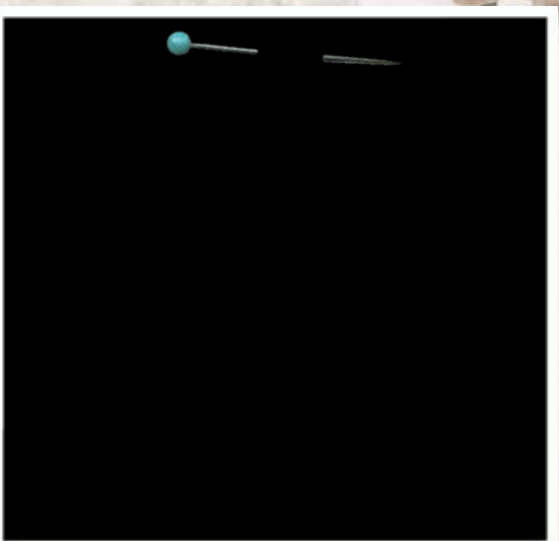
PANTONE®
15-0549 TCX
Fragile Sprout



PANTONE®
19-5232 TCX
Rain Forest



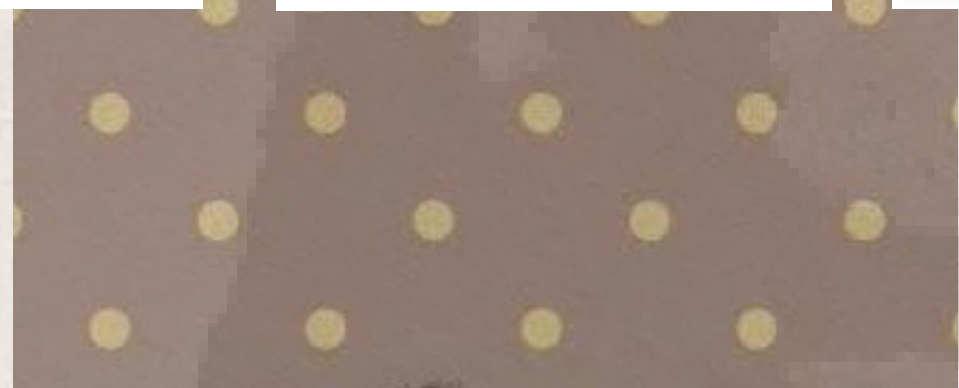
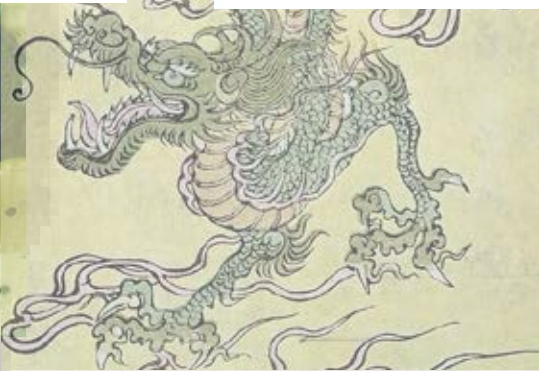
PANTONE®
19-0912 TCX
Chocolate Brown



PANTONE®
19-1103 TCX
Espresso



STAR
PURPLE HORSESHOE
LUCKY CLOVER
BLUE MOON



Fabrics



Linen

Poplin

Poplin

Linen

Silk

Wool

Linen

Denim

Cotton

Denim

Cotton



Poplin

Satin

Cotton

Twill

Linen

Linen

Silk

Knit

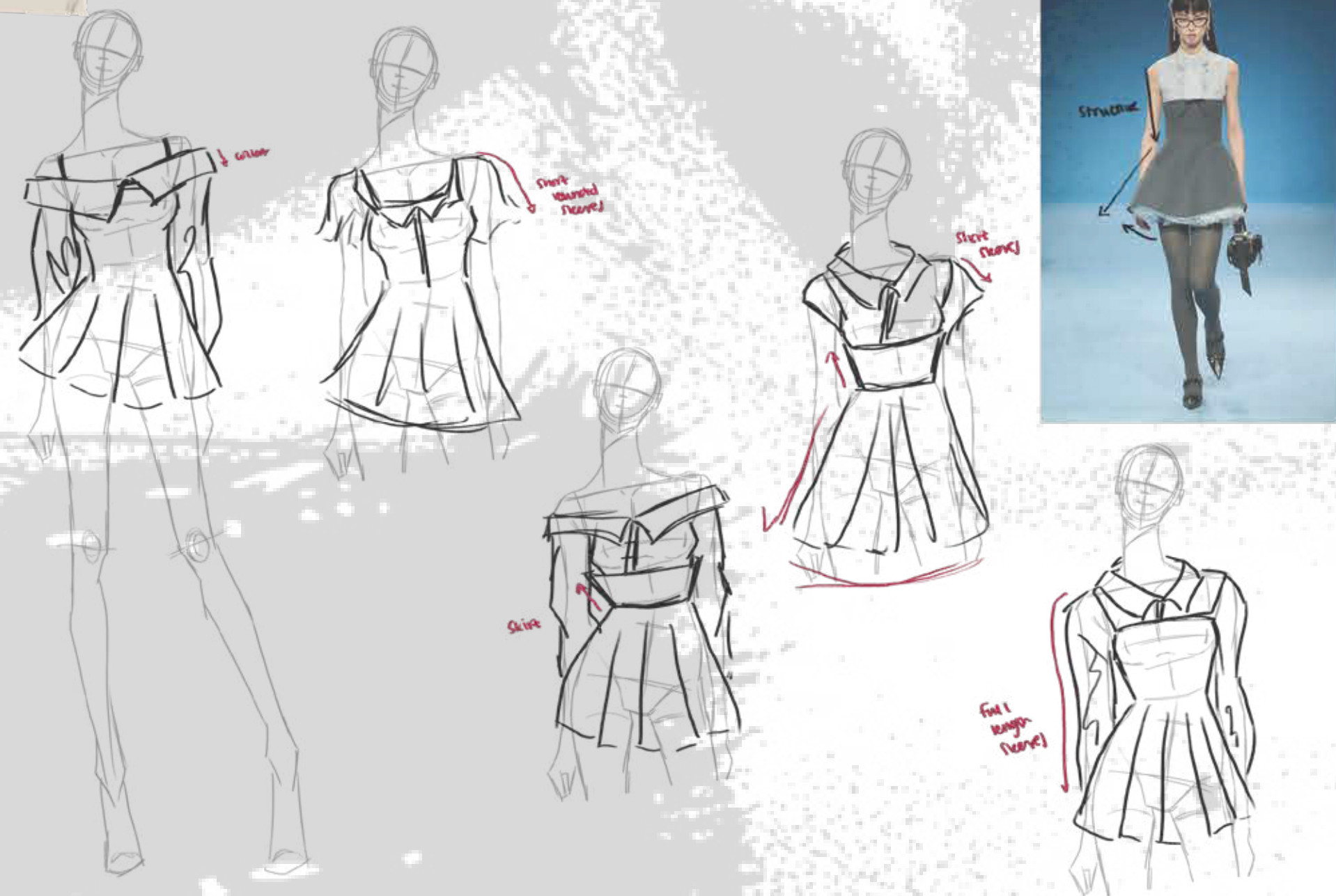
Poplin

Dutchess Satin

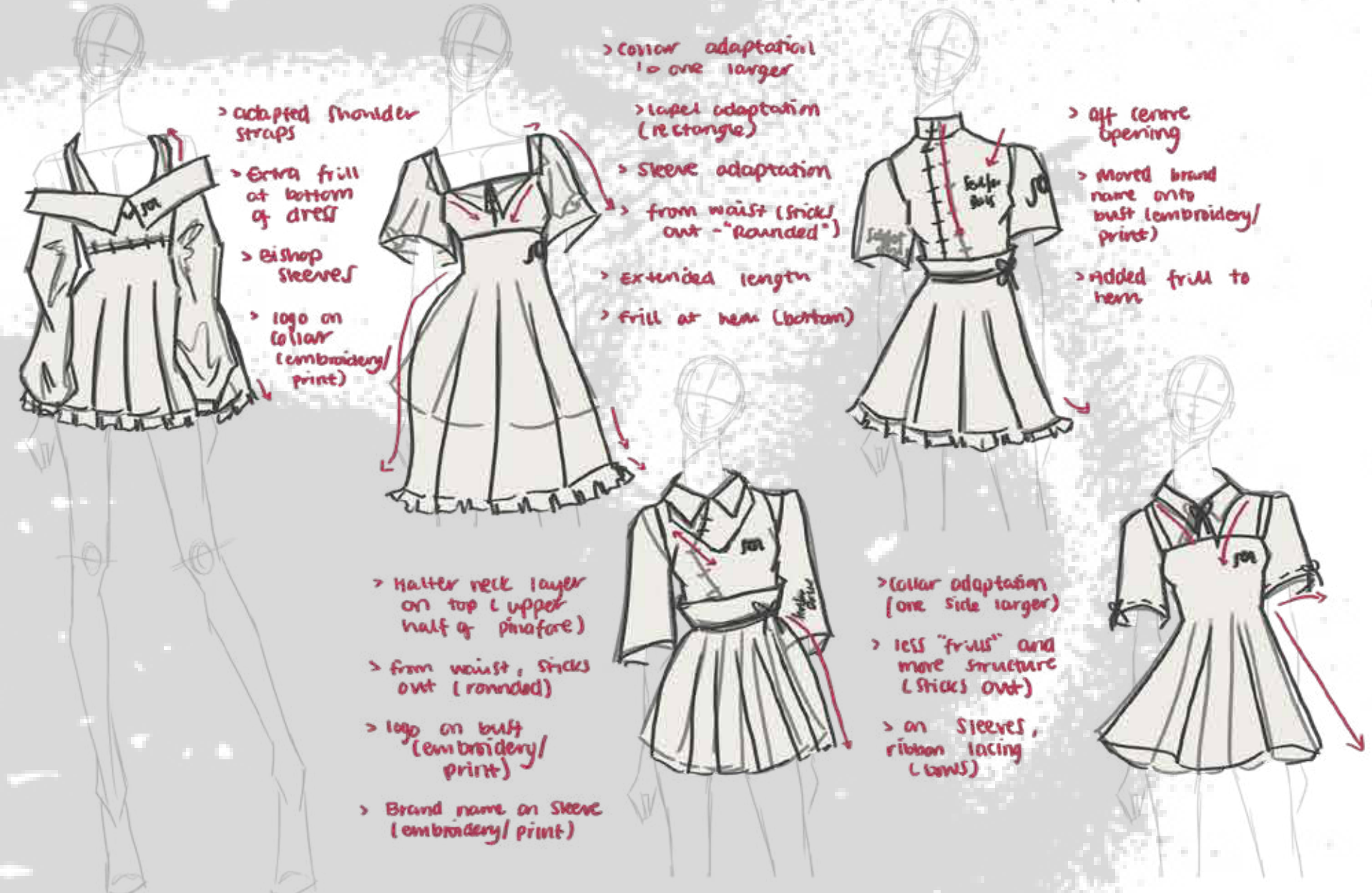
Graphic Prints



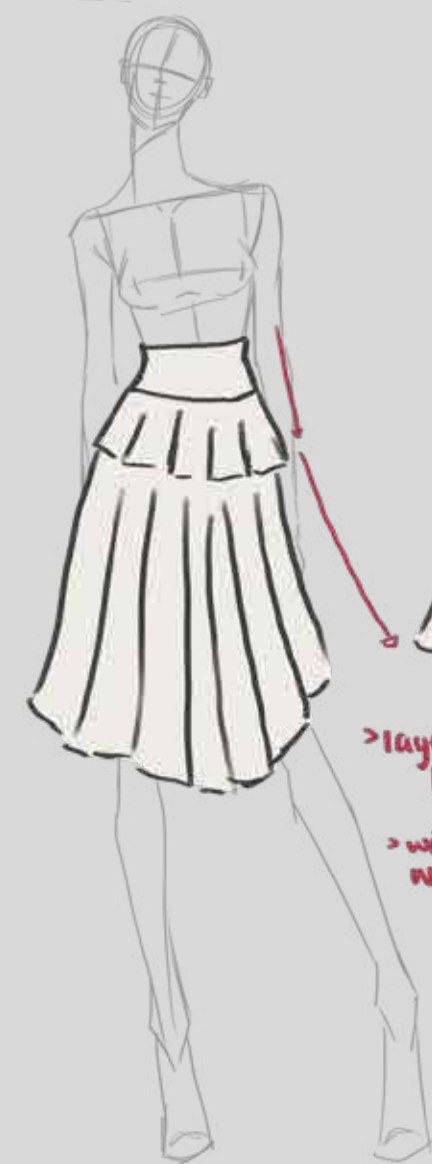
Sketches



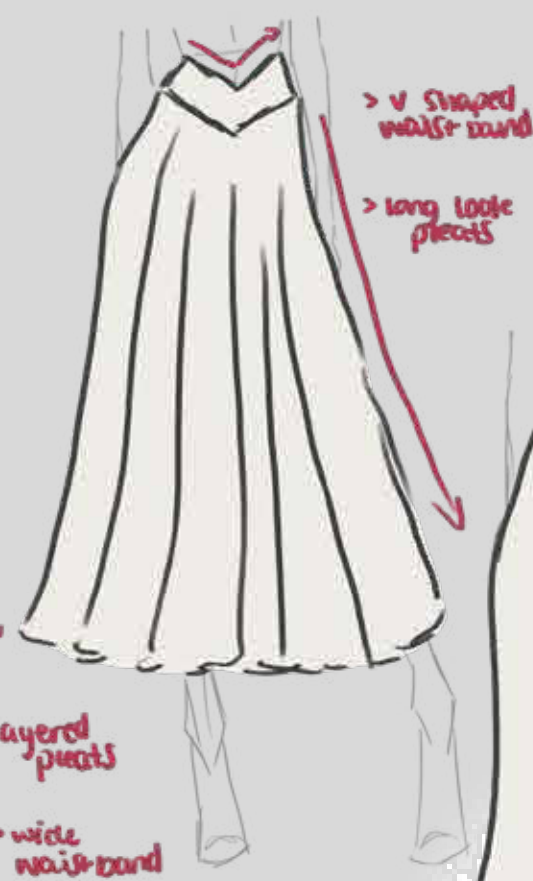
PANTONE® 11-0602 TCX Snow White	PANTONE® 12-0722 TCX French Vanilla	PANTONE® 12-1310 TCX Blushing Bride	PANTONE® 14-1521 TCX Peaches N' Cream
PANTONE® 19-2039 TCX Granita	PANTONE® 14-3905 TCX Lavender Blue	PANTONE® 17-4111 TCX Citadel	PANTONE® 18-4250 TCX Indigo Bunting
PANTONE® 15-0549 TCX Fragile Sprout	PANTONE® 19-5232 TCX Rain Forest	PANTONE® 19-0912 TCX Chocolate Brown	PANTONE® 19-1103 TCX Espresso



Sketches



> layered pleats
> wide waistband



> V shaped waistband
> long loose pleats



> started waistband
> hip pocket
> loose pleats



> long pleated skirt
> belt loops
> panels
> pockets (hips)
> pleats are loose
> panels



> long slit
> wrap skirt



> low waistband (5-15 cm high)
> frill at waistband "underwear"
> layers of frill



> waistband is asymmetric (lower on one side)
> puffy shorts
> hip pockets
> frill at hem



> Tie skirt waistband
> straight pencil skirt
> frill at hem
> wide waistband



> tie belt



> longer in length



> ties on waist



> ties on waist



> double waistband
> three layers
> asymmetric



> three V shaped waistband
> layers of pleats



> large slit at leg
> done up by tie (eyelets + ribbons)



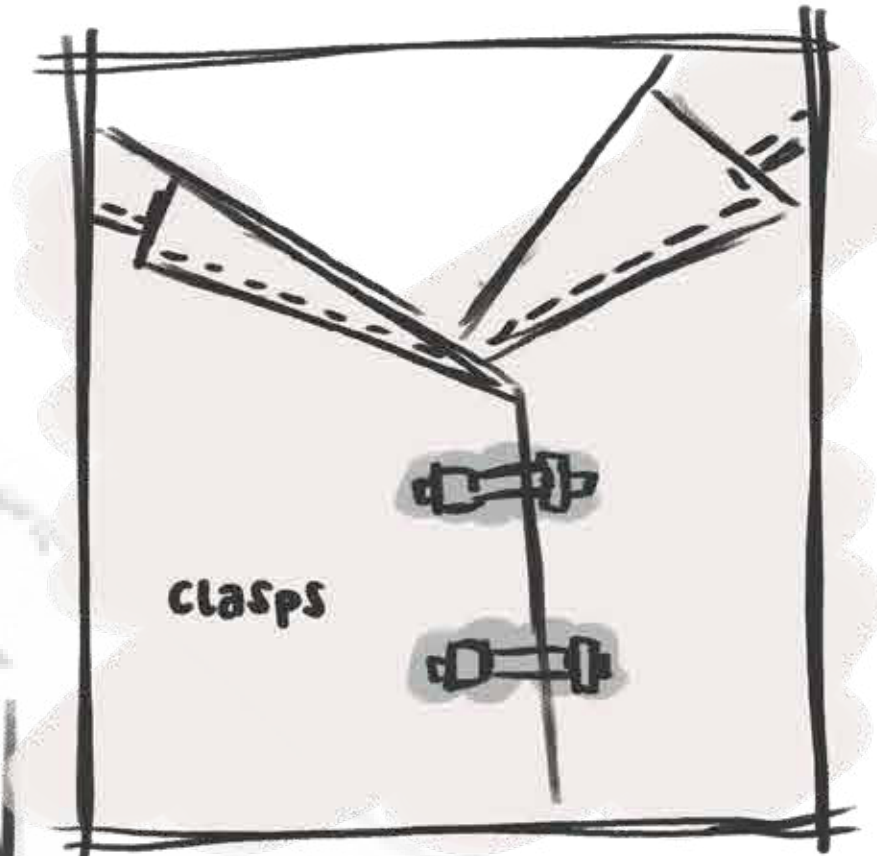
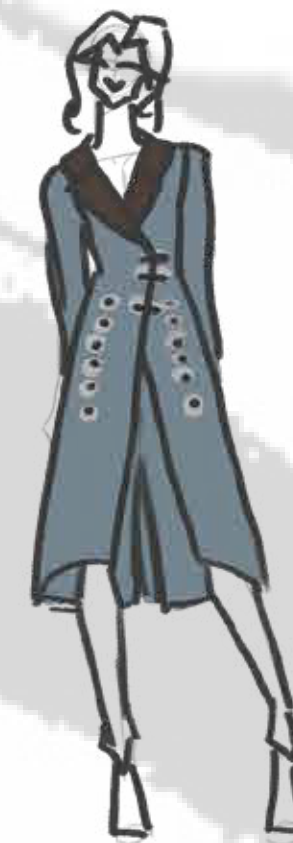
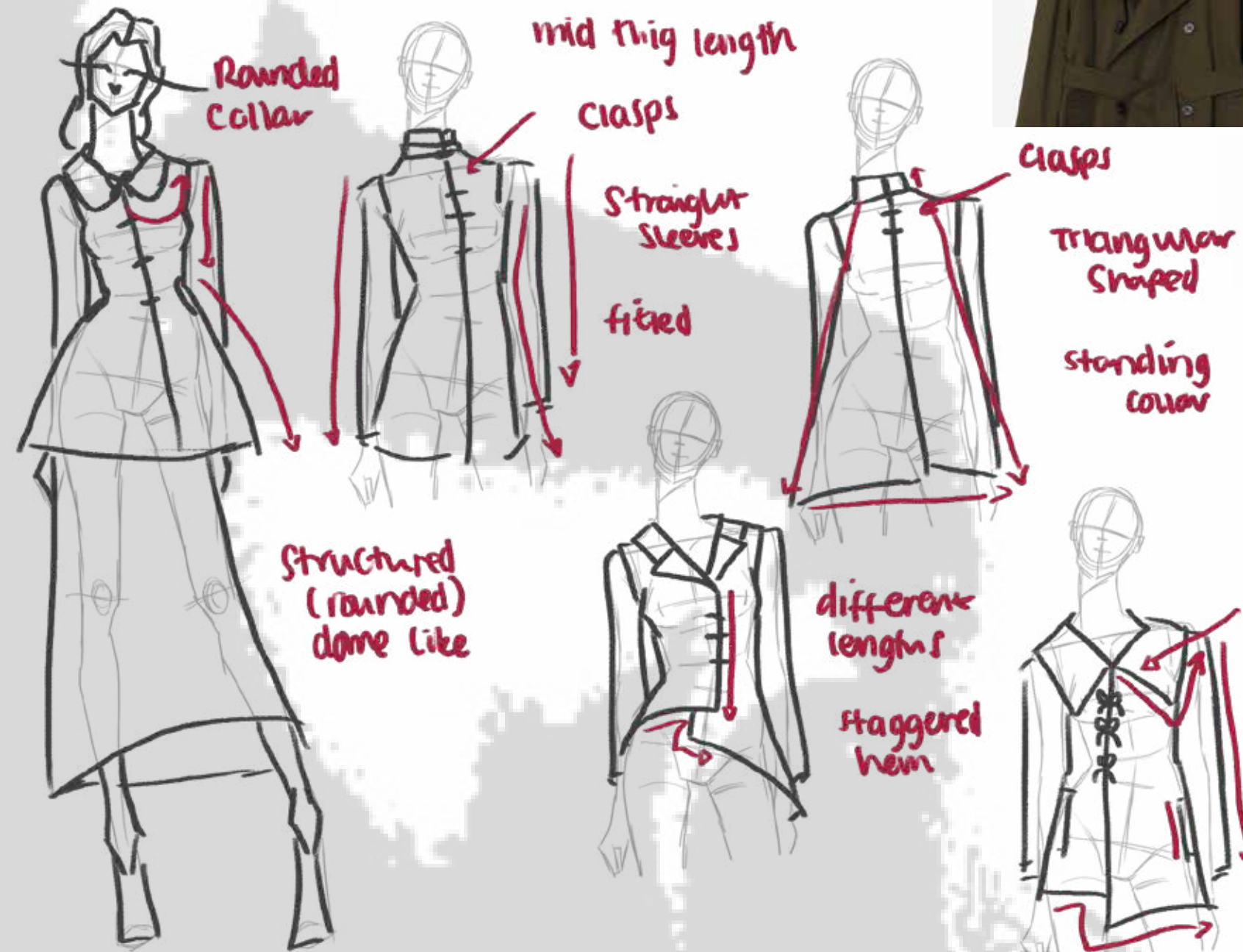
> started waistband
> many asymmetric layers



> layers that are asymmetric
> row buttons
> panels with graphic print
> folded upper part of skirt
> pleats part the knees



Sketches



Sketches

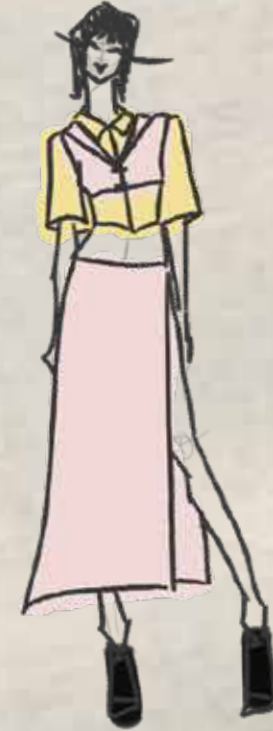
Inspiration



Sketches



Colour



Sketches

Sketches



Colour





First shirt toile notes:

Pleat on sleeve needs to be expanded by 1cm
 Collar needs to be 0.5 cm further apart
 Think of finish for the inside of shirt
 Remove hemming tape for the hem of shirt
 Shorten sleeve length by 3cm

Finalised shirt notes:

Pleat on sleeve has been increased, more prominent now.
 Collar has been 0.5 cm increased, makes space for a tie.
 Bias binding for all seams inside
 Removed hemming tape for the hem of shirt and used an invisible stitch instead
 Shorten sleeve length by 3cm



Garment Development



Finalised skirt notes:

First skirt toile didn't go well so I started again from the beginning.
 Used a very similar fabric to the final product, duchess satin 200gsm (planned fabric: duchess satin, 226gsm).
 Wanted it to be sturdy so I used canvas fusing to get the shape (used the fuse press for it).
 Kept the same pattern from the first toile. Sewing was slightly difficult as the pieces were very stiff and big for the machine.

Finalised Coat notes:

The first coat toile had a bad fit: the sleeves were tugging, the storm flap on the back had too much fabric, the collar was too small, the facing and lining was tugging inside.

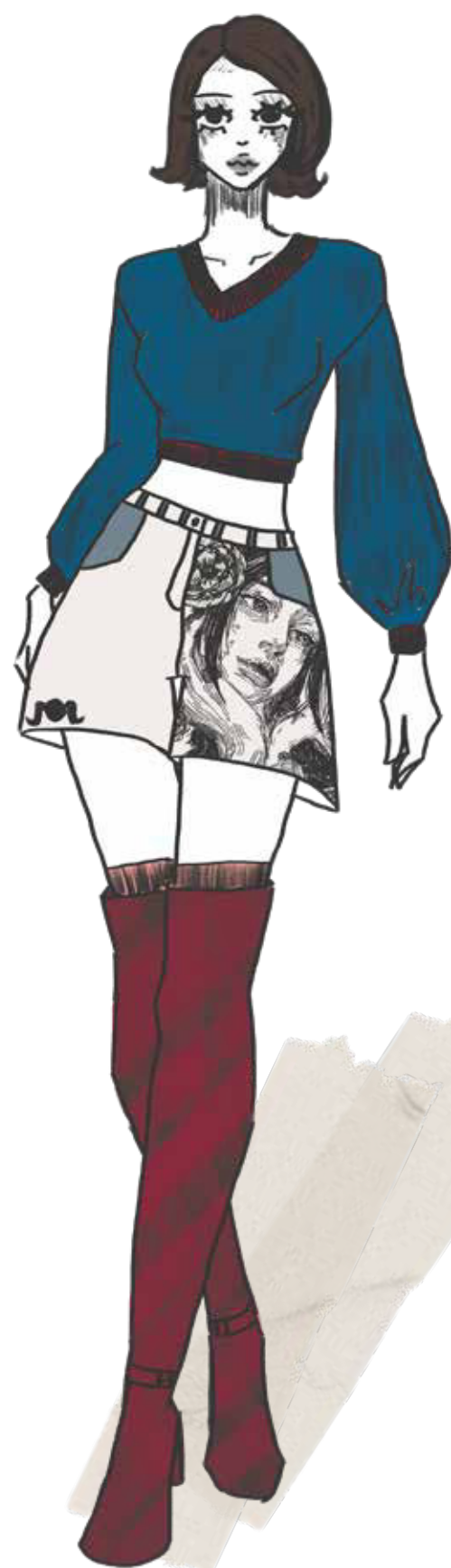
From this I decided to restart from my pattern. I took apart an old trench coat there I then altered the pattern pieces to get the fit I desired. From that I added loops for a belt and for the cuff straps. I adjusted the inseam pockets, making them slightly larger and moved it up by 1cm.

I also took out the vent at the back of the coat as the coat is not a full length, the vent is not needed.



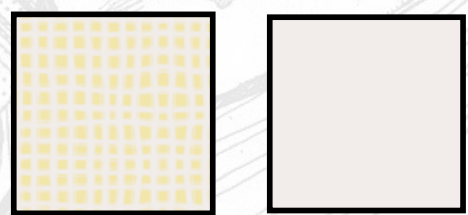
Garment Development



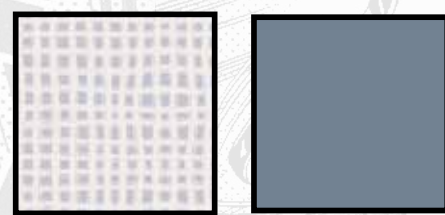
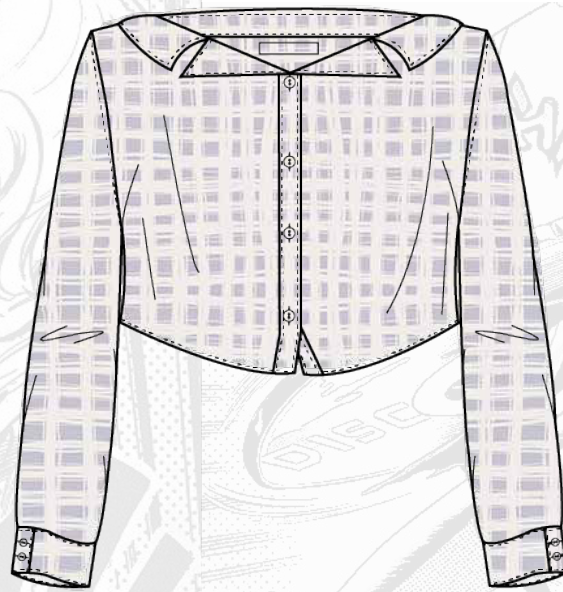


Line Up

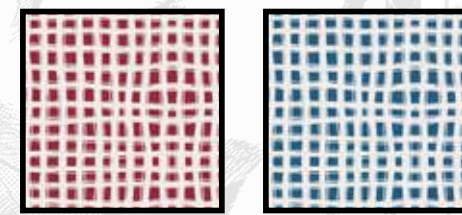
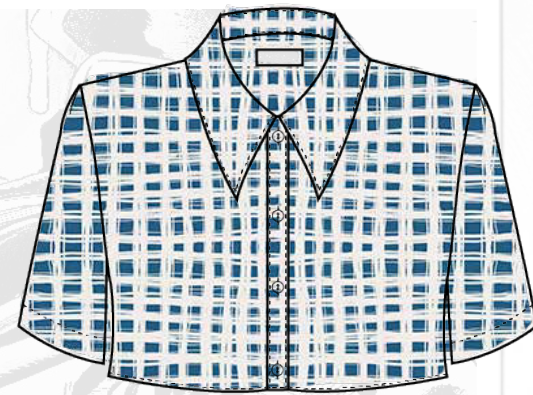
Seolfor Dolls
School Uniform Grit
Spring Summer 2027



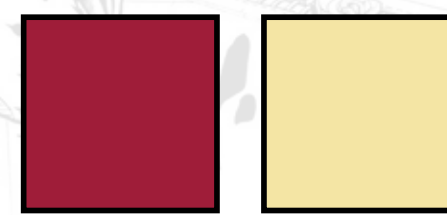
The Archive Oxford



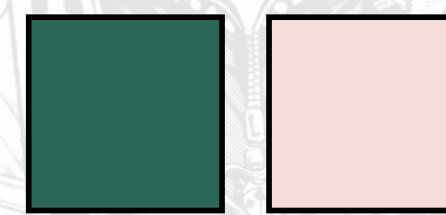
The Detention Shirt



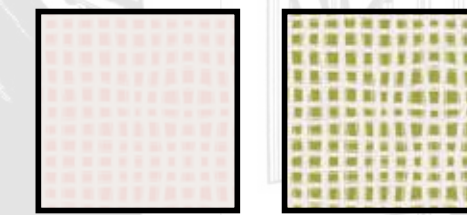
The Dormitory Shirt



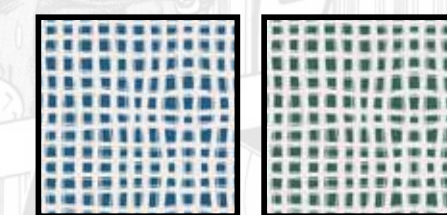
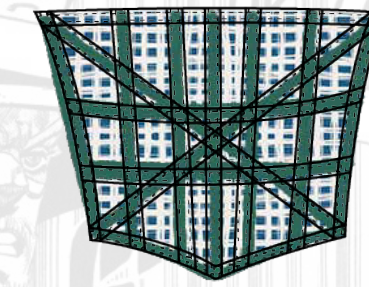
The House Blazer



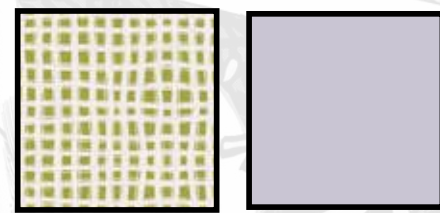
The After Curfew Blazer



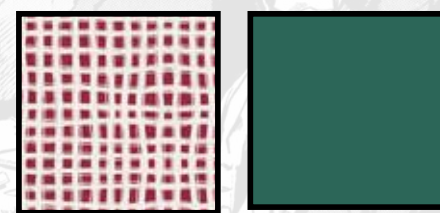
The Rebellion Corset



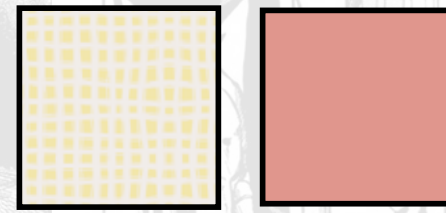
The Scandal Corset



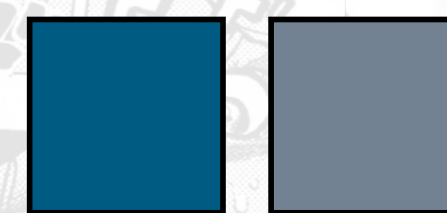
The After Hours Shirt



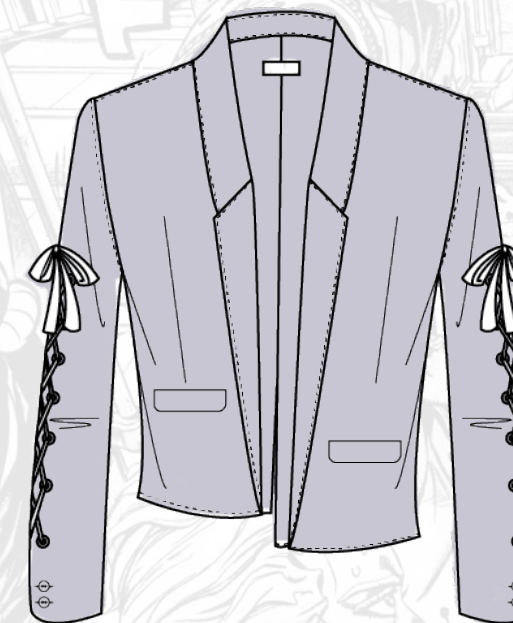
The Expelled Shirt



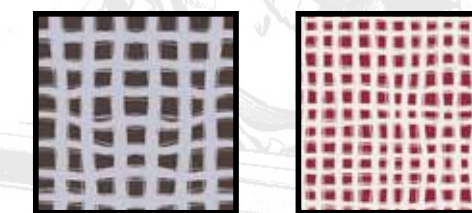
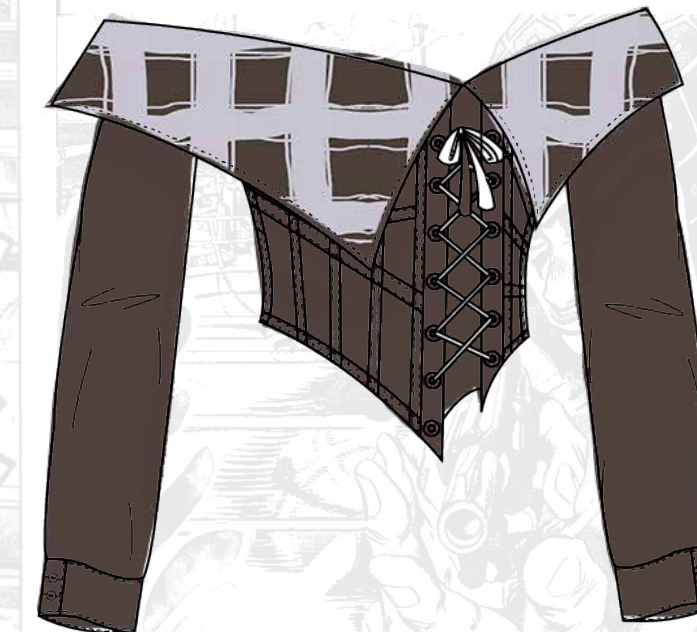
The Perfect Shirt



The Dean Blazer

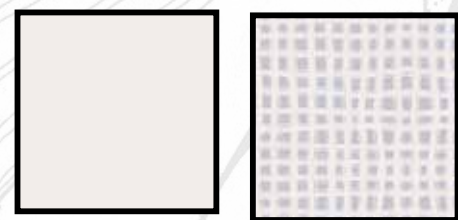


The Riot Club Blazer

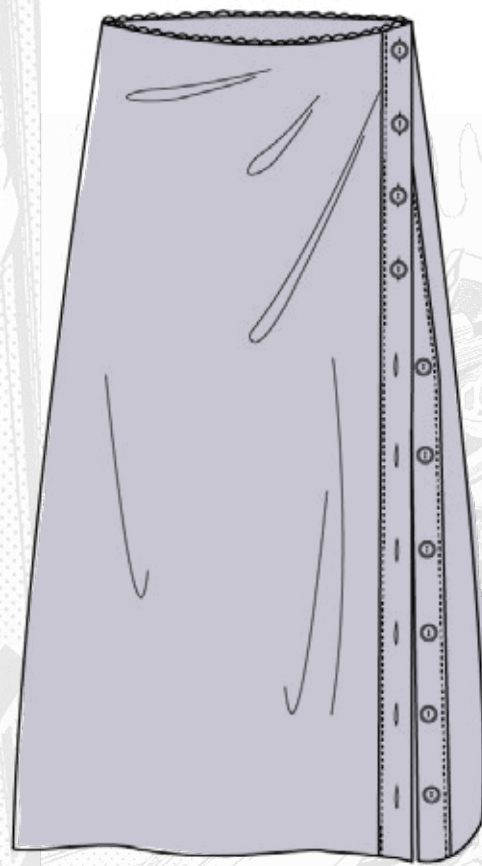


The Etiquette Corset

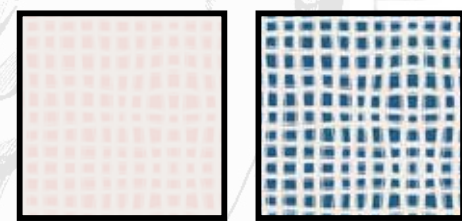
Range Plan



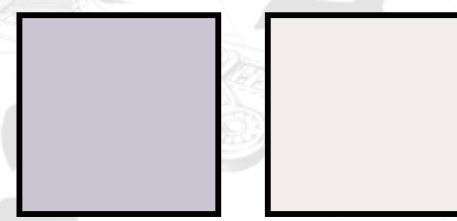
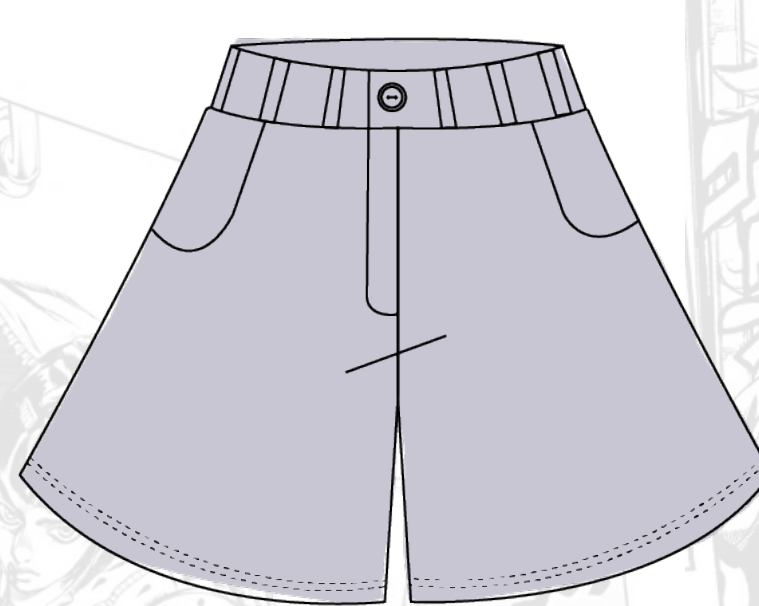
The Expulsion Skirt



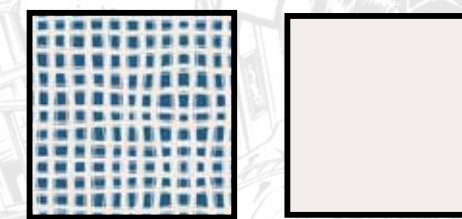
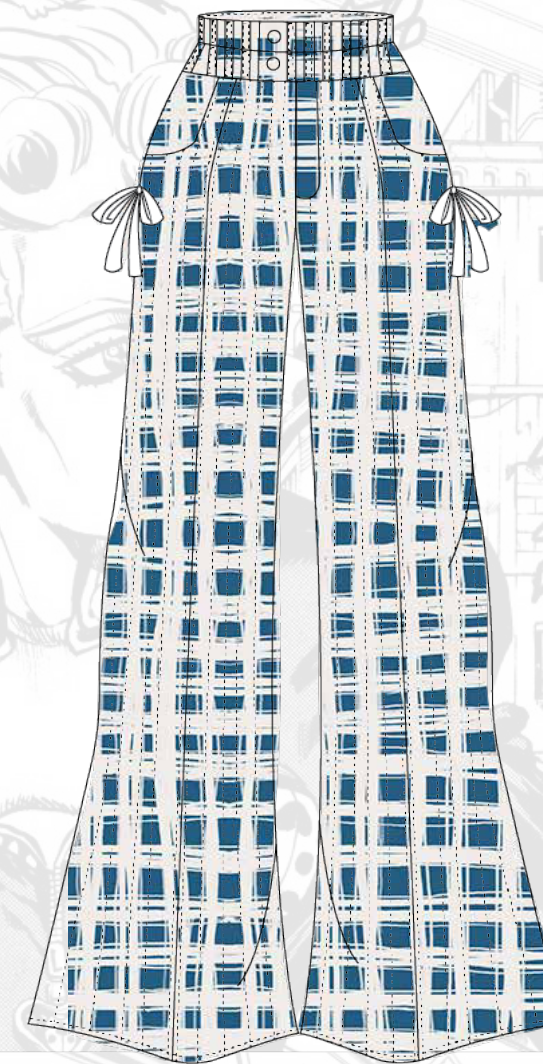
The Discipline Skirt



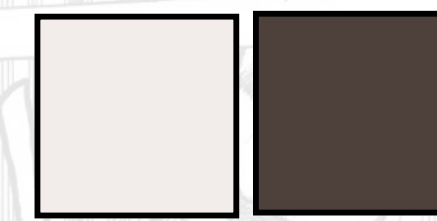
The Ivy Mini



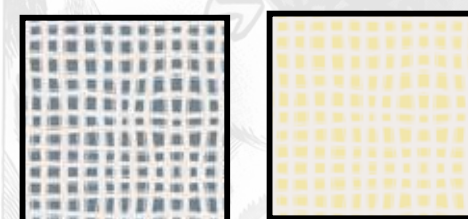
The Games Short



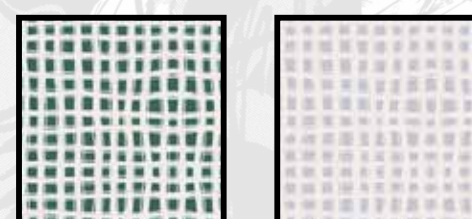
The Perfect Slacks



The Boarding Coat



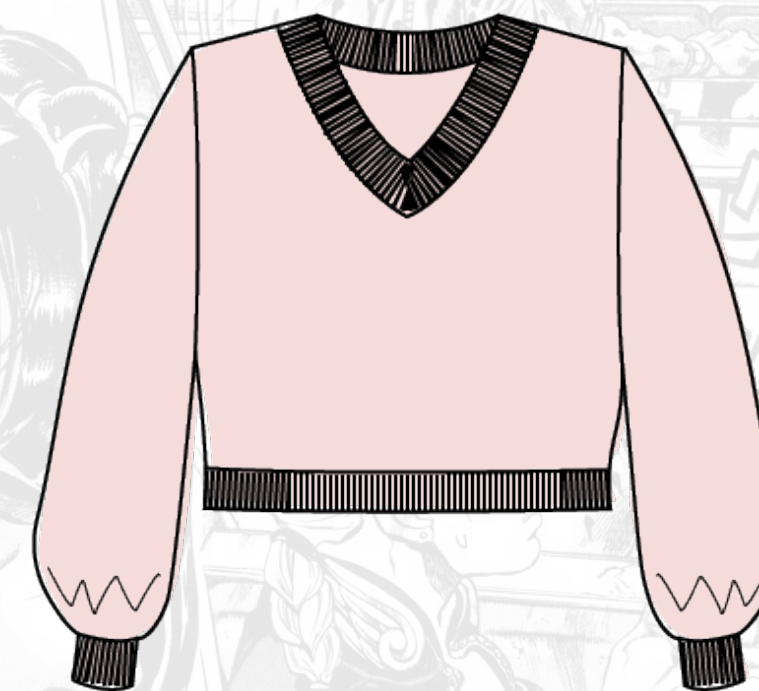
The Chapel Skirt



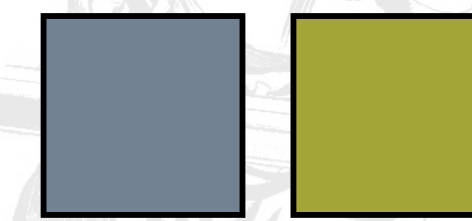
The Heirloom Skirt



The Varsity Short

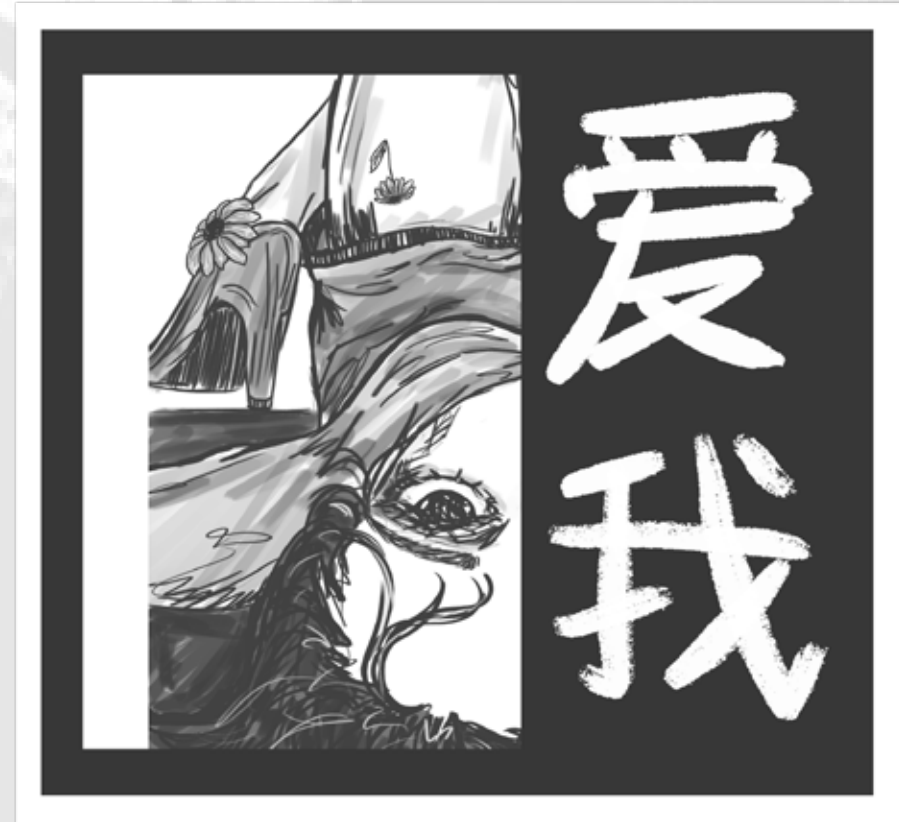


The Form Knit



The Academy Crew

Branding



stickers

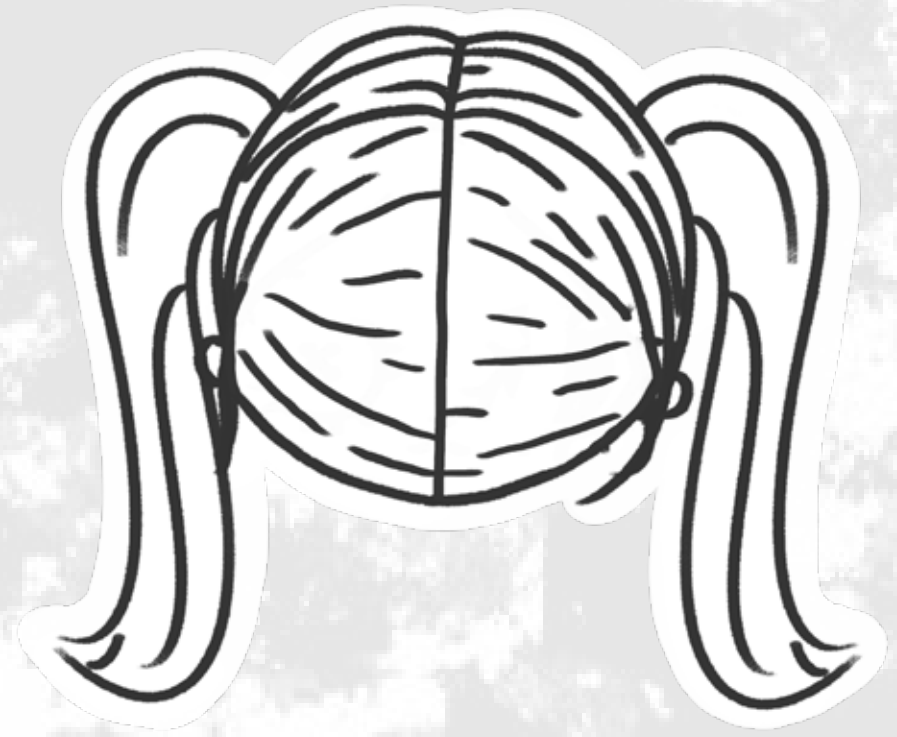


swing tags for the garments
label inside by the top of the garment
care label with information about the garment and how to look after it
variety of stickers, giving options to the consumer

tag

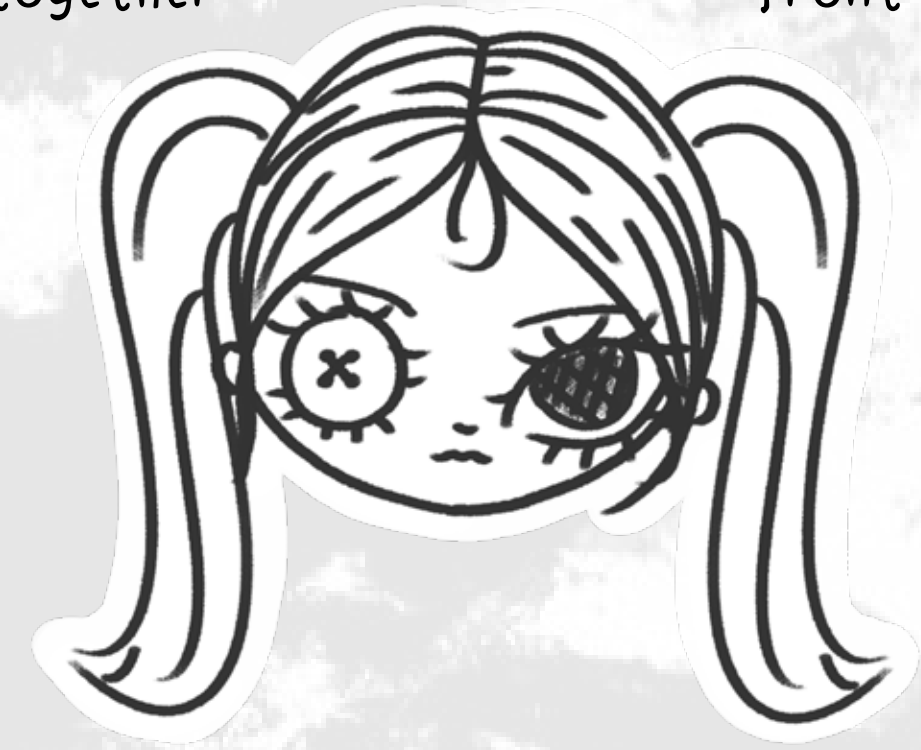


front



back

together



front



back

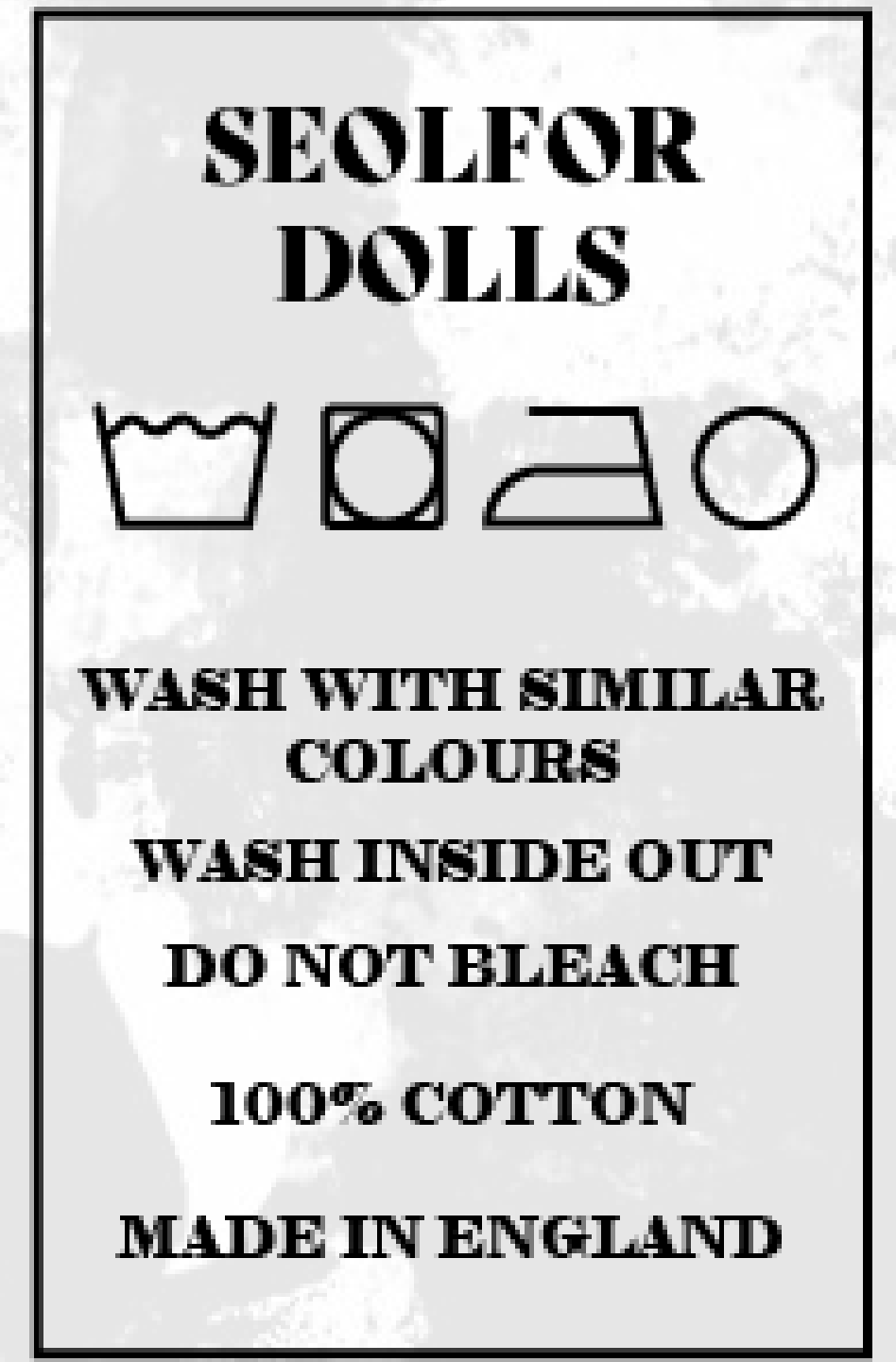


info

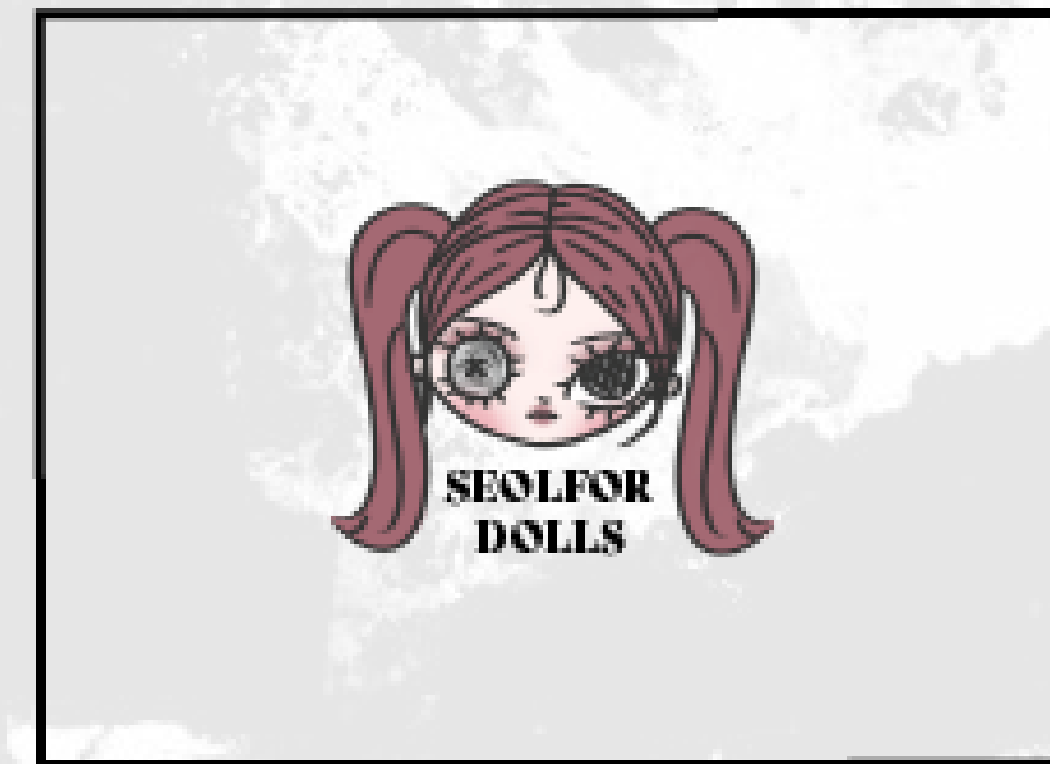
£225
www.seolfordolls.co.uk
@seolfordolls_

labels

care label

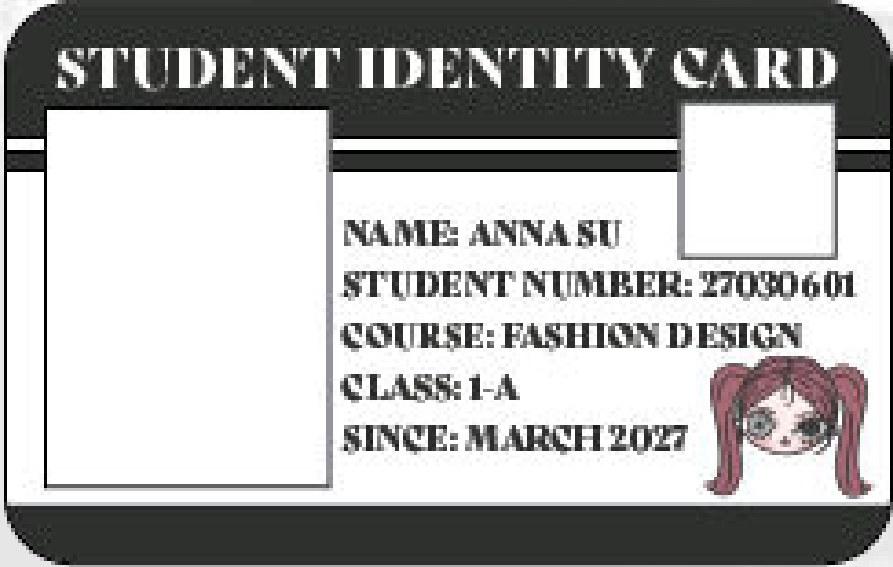


label



Branding: Loyalty Cards "Student ID Cards"

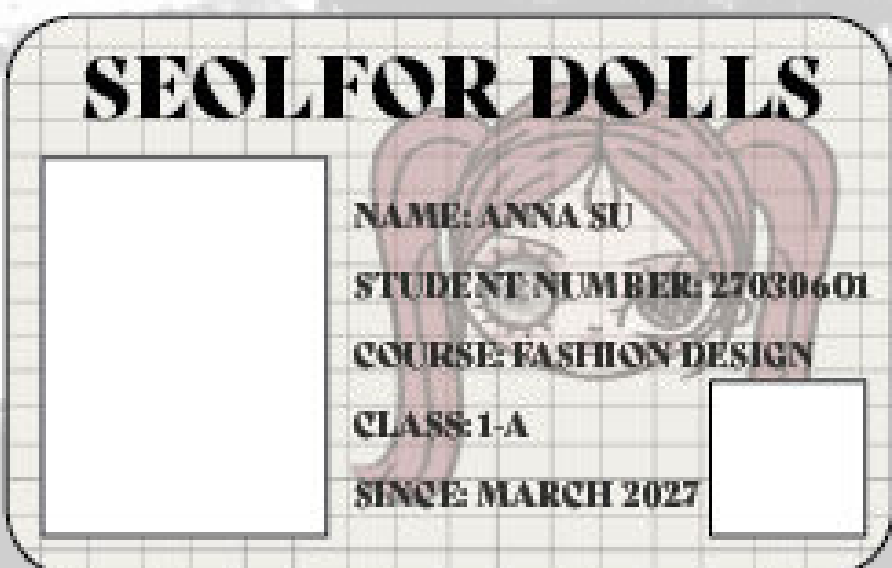
Version One



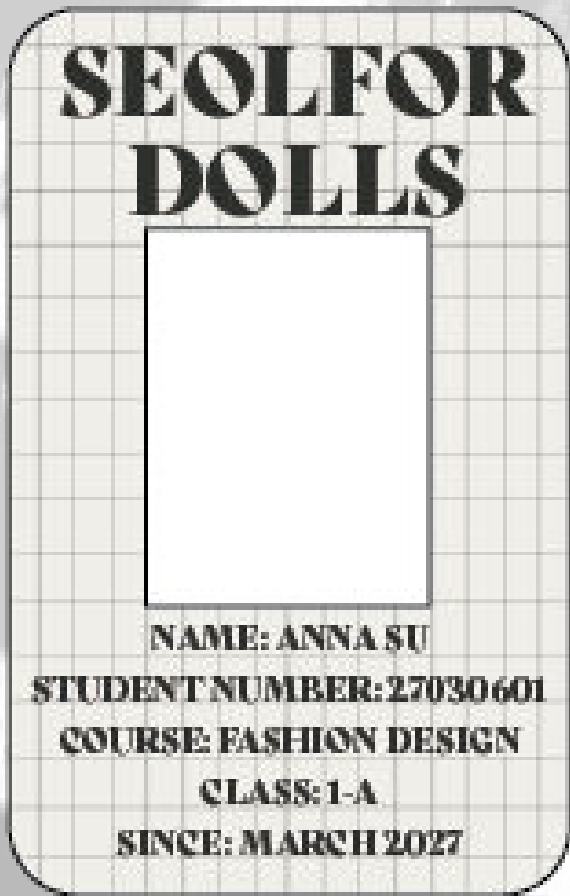
Version Two



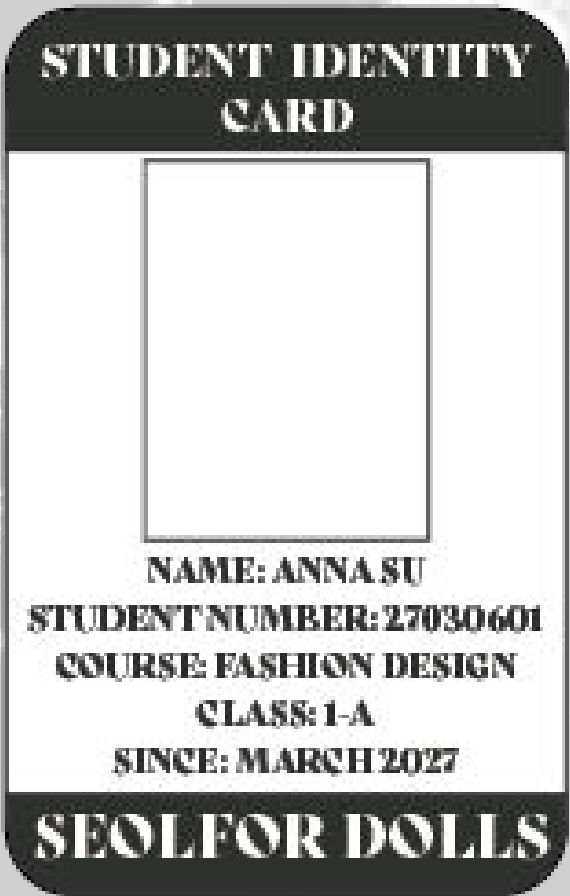
Version Three



Version Four



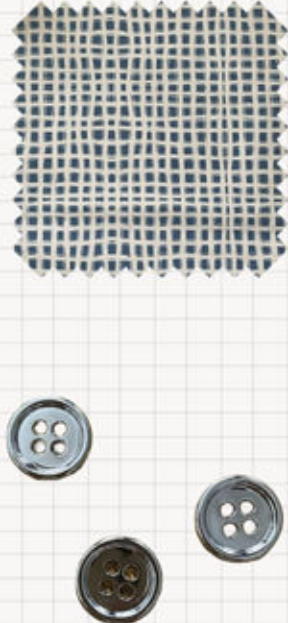
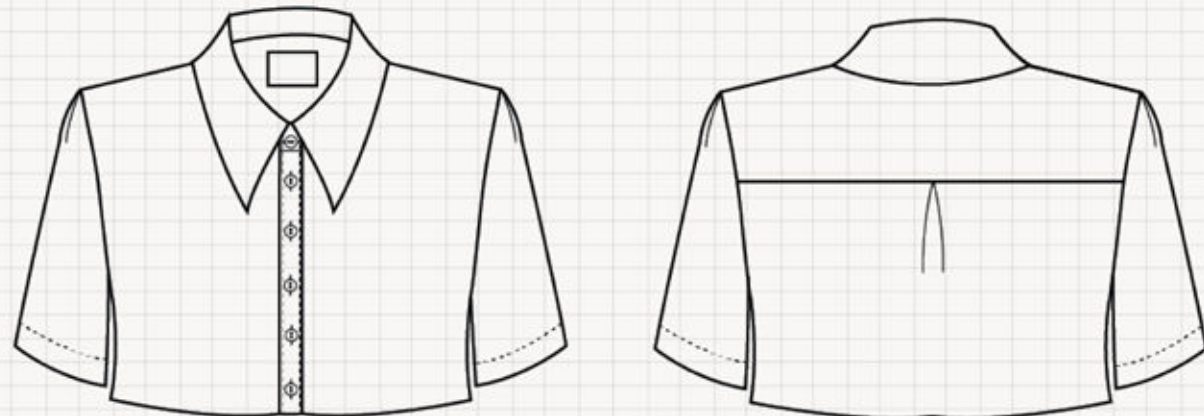
Version Five

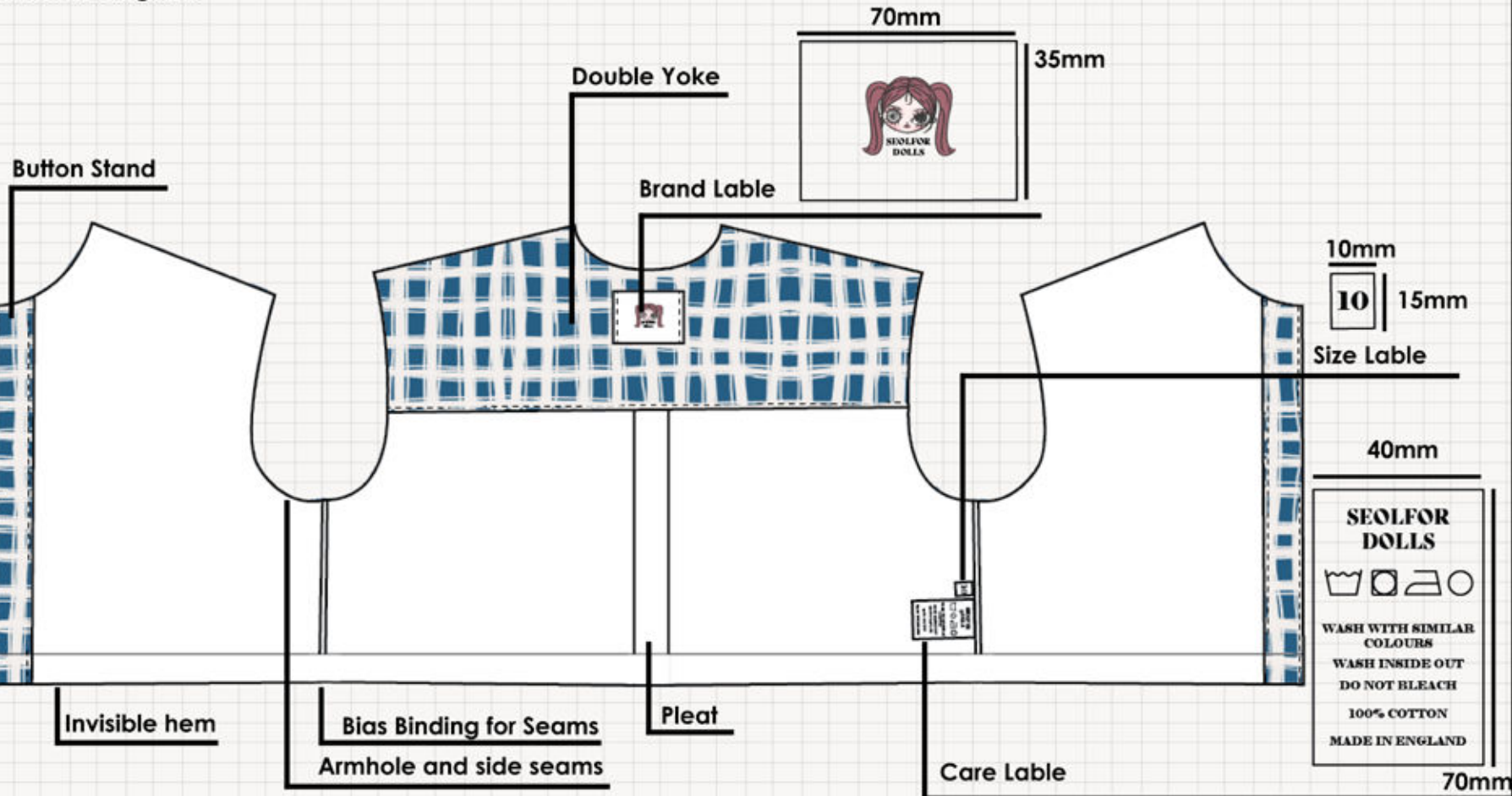


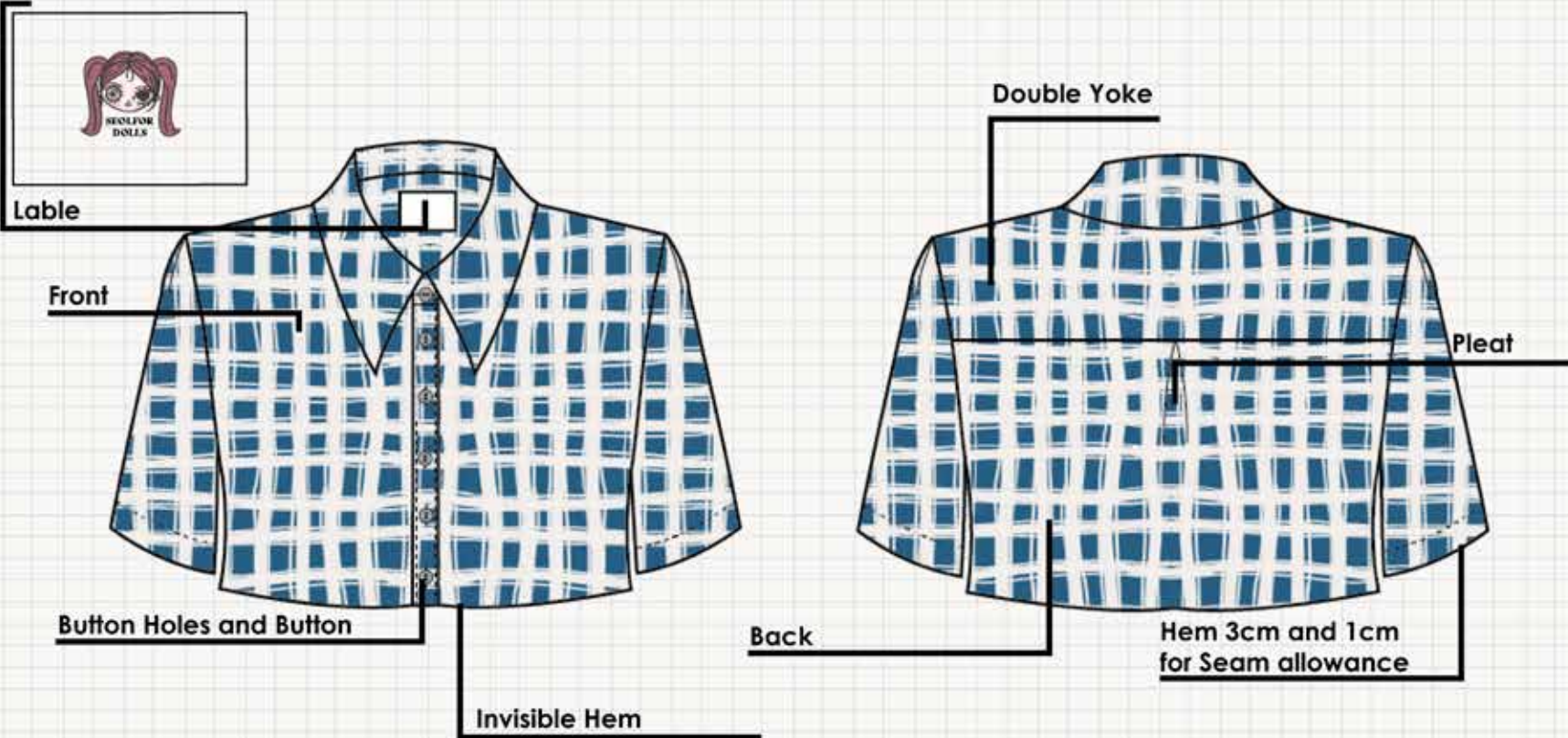
Blender Models



Tech Pack

	Brand: Seolfor Dolls	Style Name: The Dormitory Shirt	Size: UK 10		
	Collection: School Uniform Grit	Style Number: SUGTDS004	Release Date: N/A		
	Manufacturer: N/A	Season: SS 27	Designer: Anna Su		
Swatches and Samples		Sketch			
					
Bill Of Materials					
Placement	Item Description	Colour	Code	QTY	Supplier
Self - Colourway	100% Cotton, 125GSM	Blue	4597	1m	Contrado
Interfacing	100% Polyester, 52 GSM	White	9047C	1/2m	Dalston Mills Fabrics
Threads	100% Polyester, 100m	Blue	966	1	Gutermann
Buttons	100% Metal, 4 Holes, 12mm	Silver		6	Sourcing Map

	Brand: Seolfor Dolls	Style Name: The Dormitory Shirt	Size: UK 10
	Collection: School Uniform Grit	Style Number: SUGTDS004	Release Date: N/A
	Manufacturer: N/A	Season: SS 27	Designer: Anna Su
Internal Diagram			
			

	Brand: Seolfor Dolls	Style Name: The Dormitory Shirt	Size: UK 10
	Collection: School Uniform Grit	Style Number: SUGTDS004	Release Date: N/A
	Manufacturer: N/A	Season: SS 27	Designer: Anna Su
Extra Information			
			

Brand: Seolfor Dolls

Collection: School Uniform Grit

Manufacturer: N/A

Style Name: The Dormitory Shirt

Style Number: SUGTDS004

Season: SS 27

Size: UK 10

Release Date: N/A

Designer: Anna Su

Measurments

Key and Measurements

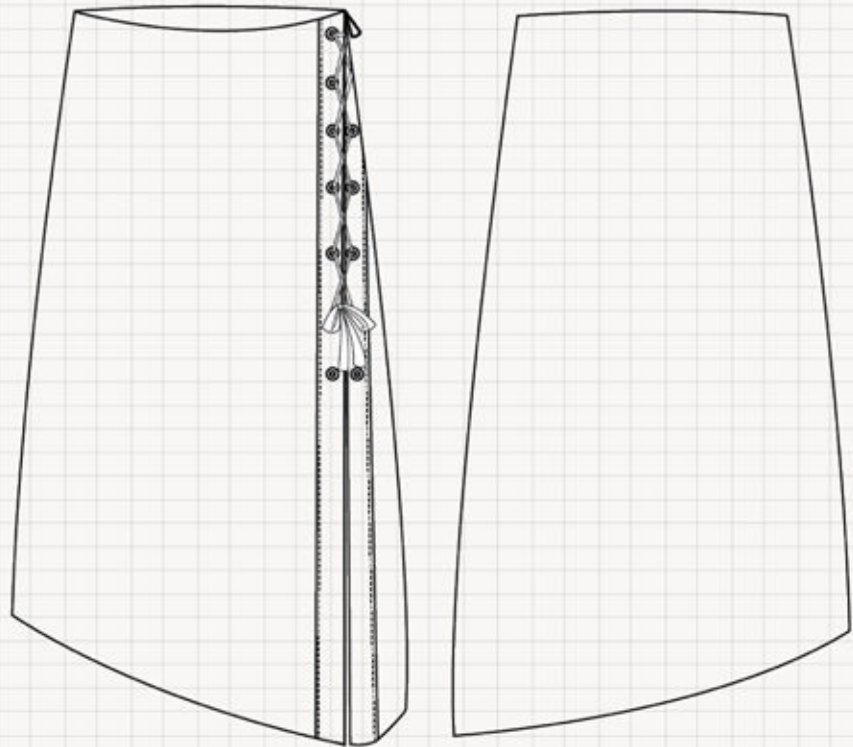
A1	Top of Collar Length	16cm
A2	Collar Stand Height	4.5cm
A3	Space between Collar Stand and Lable	2cm
A4	Collar Width (fold)	6cm
A5	Length of Collar (top front)	11.5cm
A6	Length of Collar (bottom of front)	11cm
A7	Width of Collar (end)	8.5cm
A8	Shoulder Length (neck to shoulder point)	15.5cm
A9	Shoulder Width (front)	45cm
A10	Front Armhole	27cm

Key and Measurements

A11	Sleeve Length	29cm
A12	Sleeve Length (under)	14cm
A13	Front Sleeve Cuff length	38.5cm
A14	Underarm Side Seam	12cm
A15	Button Stand Length	32cm
A16	Space Between Buttons and Button Holes	4cm
A17	Bust Width	51cm
A18	Button Stand Width	3cm
A19	Front Hem	25cm
A20	Front Width	51cm
A21	Front Length	36cm
A22	Collar Height	5cm
A23	Yoke Height (neck to bottom of yoke)	14cm
A24	Yoke Height (shoulder to bottom of yoke)	11cm
A25	Shoulder Width	47cm
A26	Back Armhole	28cm
A27	Back Length (from yoke to hem)	26cm
A28	Vent Width	1.5cm
A29	Back Width (underarm to underarm point)	58cm
A30	Length of Back (neck to hem)	41cm
A31	Back Hem Width	59cm

	Brand: Seolfor Dolls	Style Name: The Expulsion Skirt	Size: UK 10
	Collection: School Uniform Grit	Style Number: SUGTES004	Release Date: N/A
	Manufacturer: N/A	Season: SS 27	Designer: Anna Su

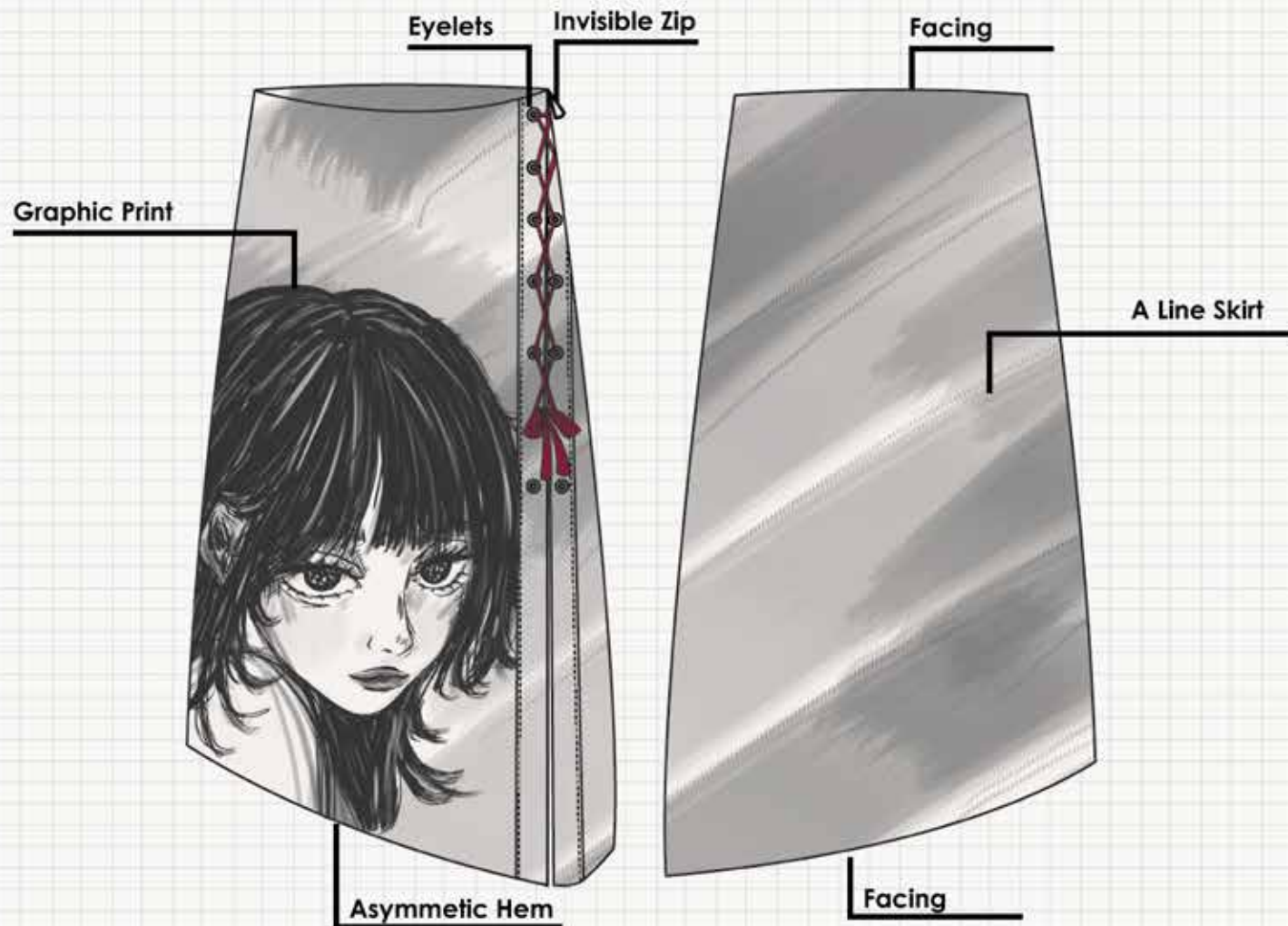
Swatches and Samples



Bill Of Materials					
Placement	Item Description	Colour	Code	QTY	Supplier
Self - Colourway	100% Polyester, 200 GSM	White	1971	1m	Contrado
Lining	100% Polyester, 60 GSM	White	LIN001	1m	Dalston Mills Fabrics
Threads	100% Polyester, 100m	White	111	1	Gutermann
Eyelets	100% Copper, 8mm	Silver	80876SS2CV	1 Pack	HO2NLE
Zip	Transparent Invisible Zip, No 3, 22cm	Silver	30001	1	MacCulloch Wallis
Canvas Fusing	100% Cotton, 140 gsm	Cream		1m	MacCulloch Wallis
Ribbon	100% Polyester, 9mm width	Red		1m	VV Rouleaux

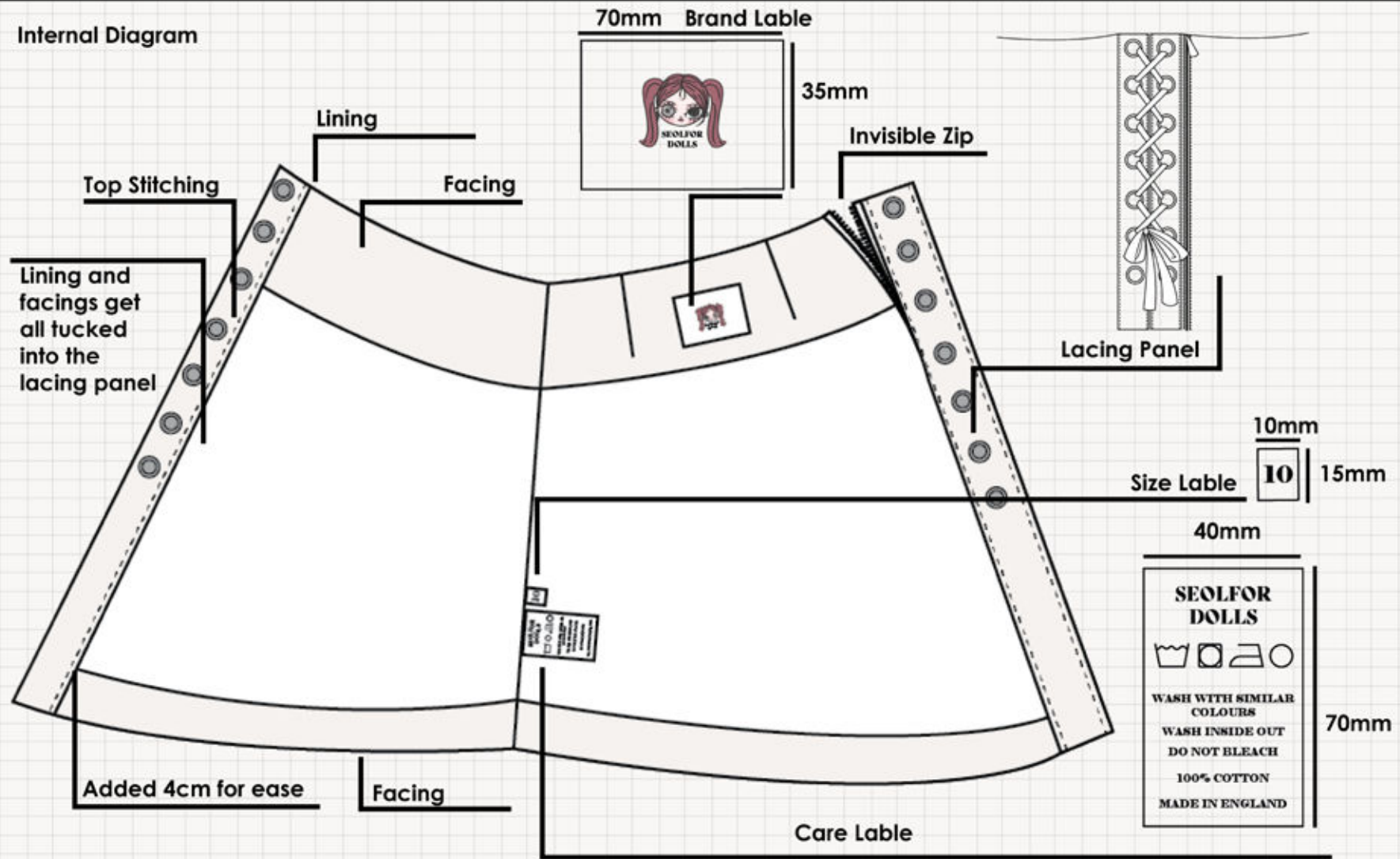
	Brand: Seolfor Dolls	Style Name: The Expulsion Skirt	Size: UK 10
	Collection: School Uniform Grit	Style Number: SUGTES004	Release Date: N/A
	Manufacturer: N/A	Season: SS 27	Designer: Anna Su

Extra Information

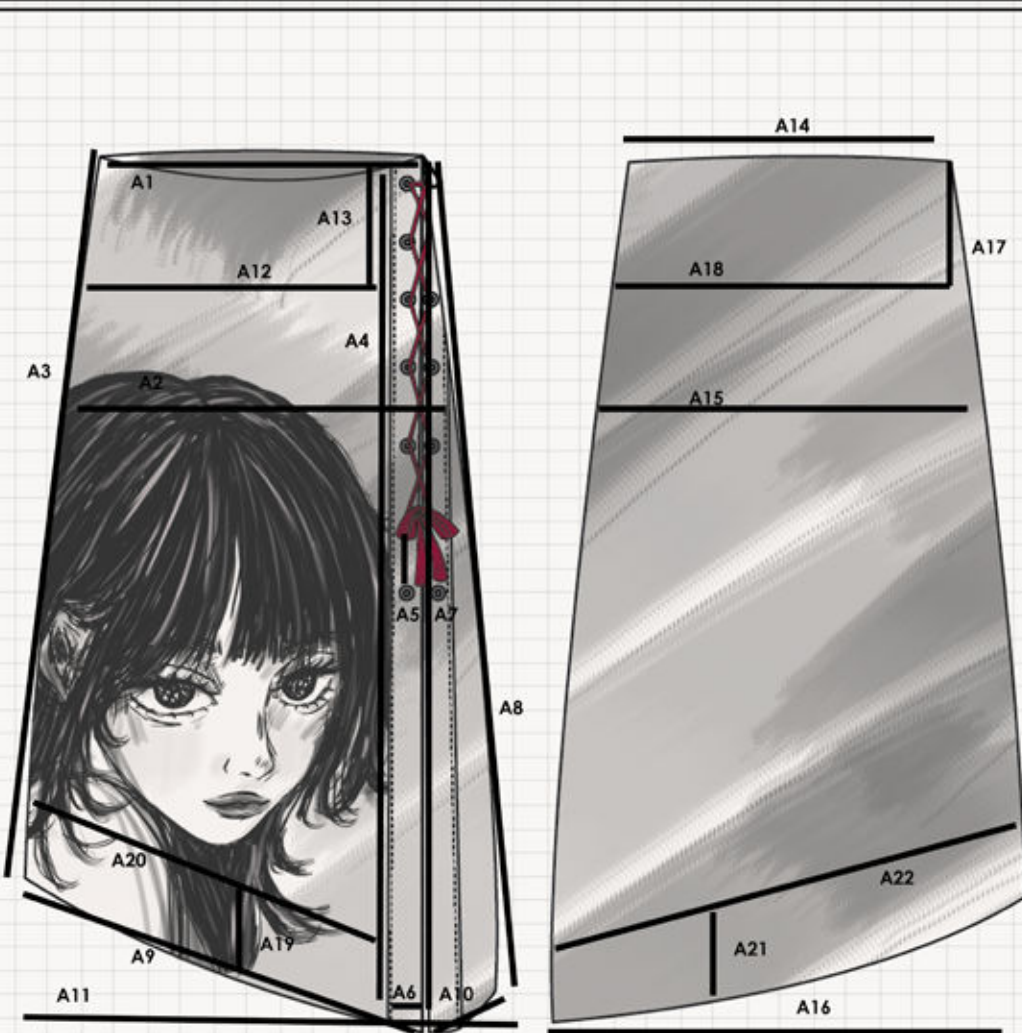


	Brand: Seolfor Dolls	Style Name: The Expulsion Skirt	Size: UK 10
	Collection: School Uniform Grit	Style Number: SUGTES004	Release Date: N/A
	Manufacturer: N/A	Season: SS 27	Designer: Anna Su

Internal Diagram



	Brand: Seolfor Dolls	Style Name: The Expulsion Skirt	Size: UK 10
	Collection: School Uniform Grit	Style Number: SUGTSS004	Release Date: N/A
	Manufacturer: N/A	Season: SS 27	Designer: Anna Su



Key and Measurements		
A1	Front Waist	35cm
A2	Front Hips	49cm
A3	Right Side Seam Length	54cm
A4	Right Lacing Panel Length	68.5cm
A5	Distance Between Eyelets	3cm
A6	Lacing Panel Width	2cm
A7	Left Lacing Panel Length	70.5cm
A8	Left Side Seam Length	71cm
A9	Front Right Hem Length	58cm
A10	Front Left Hem Length	7cm
A11	Width of Hem Front	65cm
A12	Front Top Facing Width	38cm
A13	Front Top Facing Height	8cm
A14	Back Waist	37cm
A15	Back Hips	48cm
A16	Width Hem Back	55cm
A17	Back Top Facing Height	8cm
A18	Back Top Facing Width	40cm
A19	Front Bottom Facing Height	8cm
A20	Front Bottom Facing Width	60cm
A21	Back Bottom Facing Height	8cm
A22	Back Bottom Facing Width	59cm

Tech Pack

Brand: Seolfor Dolls

Collection: School Uniform Grit

Manufacturer: N/A

Style Name: The Boarding Coat

Style Number: SUGTBC004

Season: SS 27

Size: UK 10

Release Date: N/A

Designer: Anna Su

Swatches and Samples

Bill Of Materials					
Placement	Item Description	Colour	Code	QTY	Supplier
Self - Colourway	100% Cotton, 240 GSM	Ivory	02888	2.5m	Dalston Mills Fabrics
Self - Colourway Two	100% Polyester, 280 GSM	Brown	W825	1/2m	Dalston Mills Fabrics
Bias Binding	100% Cotton, Cotton Satin, 172 GSM	Red		12m	Contrado
Interfacing	100% Polyester, 52 GSM	White	9047C	1/2m	Dalston Mills Fabrics
Threads	100% Polyester, 100m	White	111	1	Gutermann
Clasps	100% Zinc, 3 Set	Silver	B0G4BKGCC8	3	Ipelboom
Eyelets	100% Copper, 20mm	Silver	B0FYPD1JPV	1 Pack	COEWUR

Brand: Seolfor Dolls

Collection: School Uniform Grit

Manufacturer: N/A

Style Name: The Boarding Coat

Style Number: SUGTBC004

Season: SS 27

Size: UK 10

Release Date: N/A

Designer: Anna Su

Extra Information

Brand: Seolfor Dolls

Collection: School Uniform Grit

Manufacturer: N/A

Style Name: The Boarding Coat

Style Number: SUGTBC004

Season: SS 27

Size: UK 10

Release Date: N/A

Designer: Anna Su

Internal Diagram

Brand: Seolfor Dolls

Collection: School Uniform Grit

Manufacturer: N/A

Style Name: The Boarding Coat

Style Number: SUGTBC004

Season: SS 27

Size: UK 10

Release Date: N/A

Designer: Anna Su

Measurements

Key and Measurements	
A1	Top of Collar Length
A2	Collar Height With Stand
A3	Space between Collar and Lable
A4	Facing
A5	Collar Width (top)
A6	Collar Length
A7	Collar Width (bottom)
A8	Lapel Length (collar to break point)
A9	Lapel length
A10	Lapel Width
A11	Epaulette Length
A12	Epaulette Width
A13	Shoulder Width
A14	Chest (shoulder to shoulder)
A15	Bust (underarm to underarm point)
A16	Arm Hole front
A17	Sleeve Length
A18	Sleeve Length (underarm)
A19	Sleeve Width
A20	Right Side Seam Length
A21	Bello Loop From Under Arm (Top Point)
A22	Break Point to Clasps
A23	Space Between Clasps
A24	Front Length (break Point to hem)
A25	Left Side Seam Length
A26	Side Seam Pocket Opening Size
A27	Cuff Strap Width
A28	Belt Length
A29	Left Length (Shoulder to Hem)
A30	Right Length (Shoulder to Hem)
A31	Right Hem Width
A32	Left Hem Width
A33	Hem Width Total
A34	Collar Width (top)
A35	Collar Height
A36	Collar Width (bottom)
A37	Shoulder Width
A38	Storm Flap Length (Neckline to Bottom of Storm Flap)
A39	Storm Flap Length (Shoulder to bottom of Storm Flap)
A40	Back Armhole
A41	Storm Flap Width (hem)
A42	Back Width
A43	Storm Flap to Hem
A44	Facing Height
A45	Sleeve Cuff to Strap
A46	Storm Flap to Belt Loop (Top of Belt Loop)
A47	Bottom of Belt Loop to Hem
A48	Neck to Hem (Centre Back)
A49	Right Length Hem
A50	Left Length Hem
A51	Hem Length (whole)



Brand: Seolfor Dolls

Collection: School Uniform Grit

Manufacturer: N/A

Style Name: The Boarding Coat

Style Number: SUGTBC004

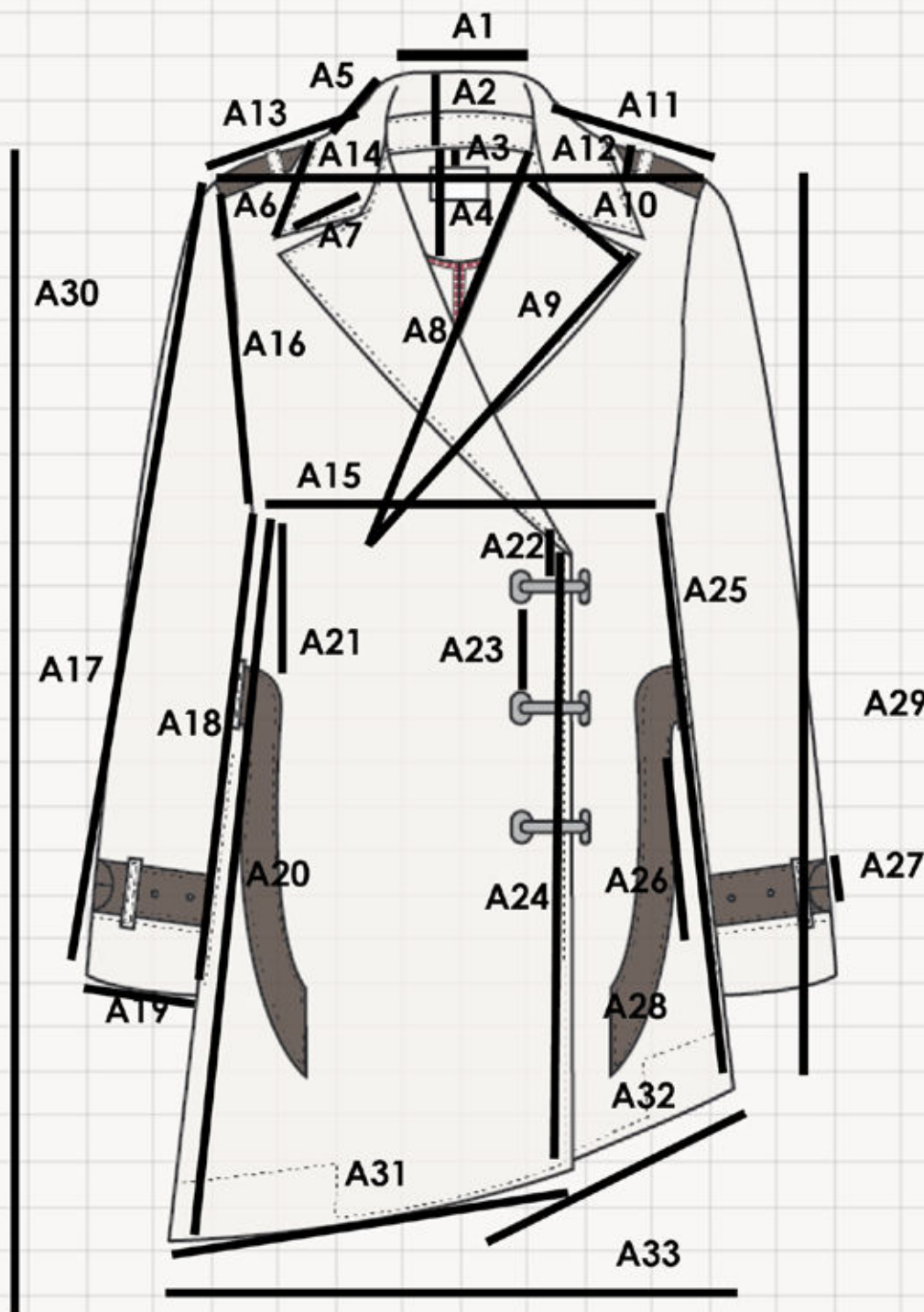
Season: SS 27

Size: UK 10

Release Date: N/A

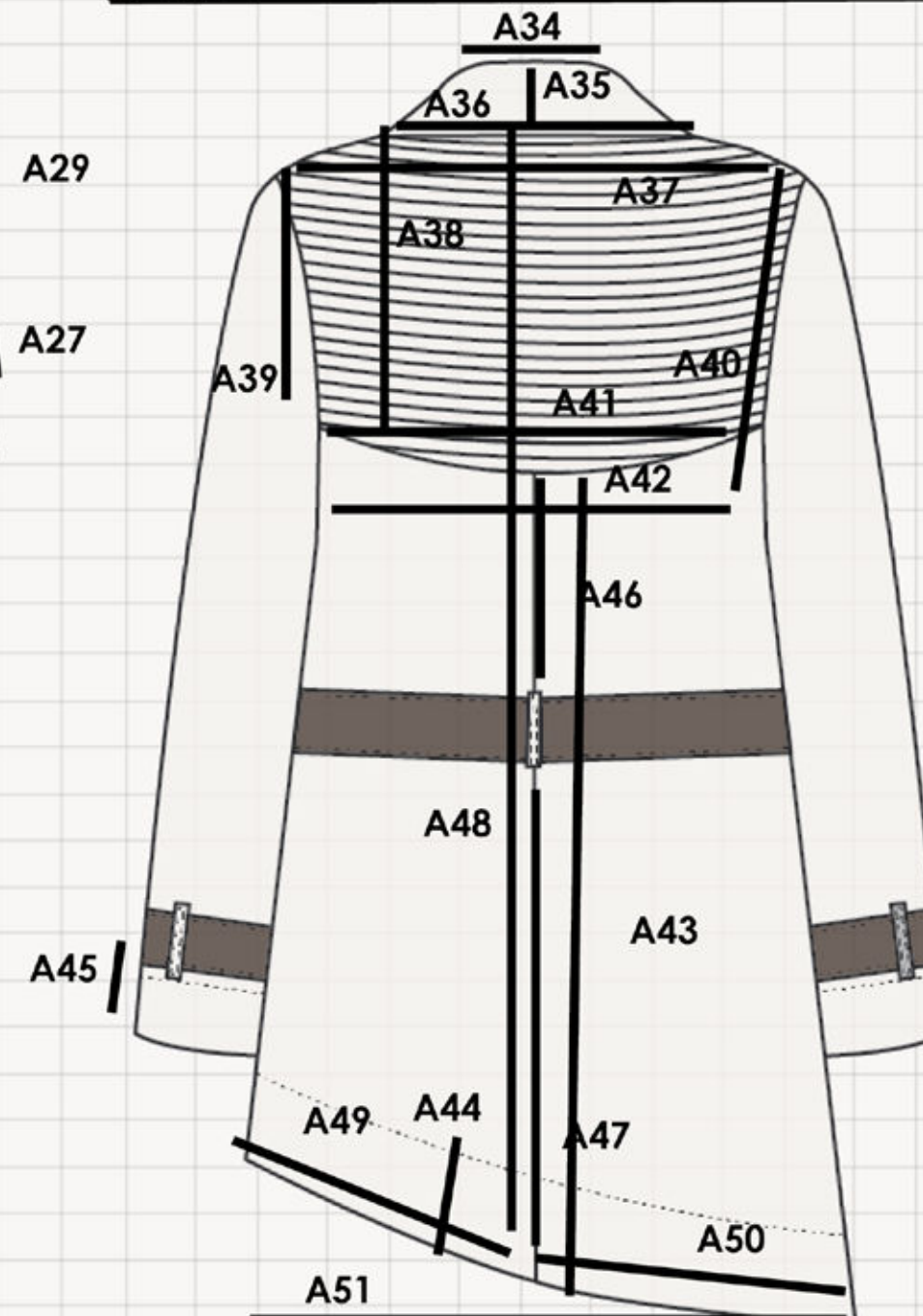
Designer: Anna Su

Measurements



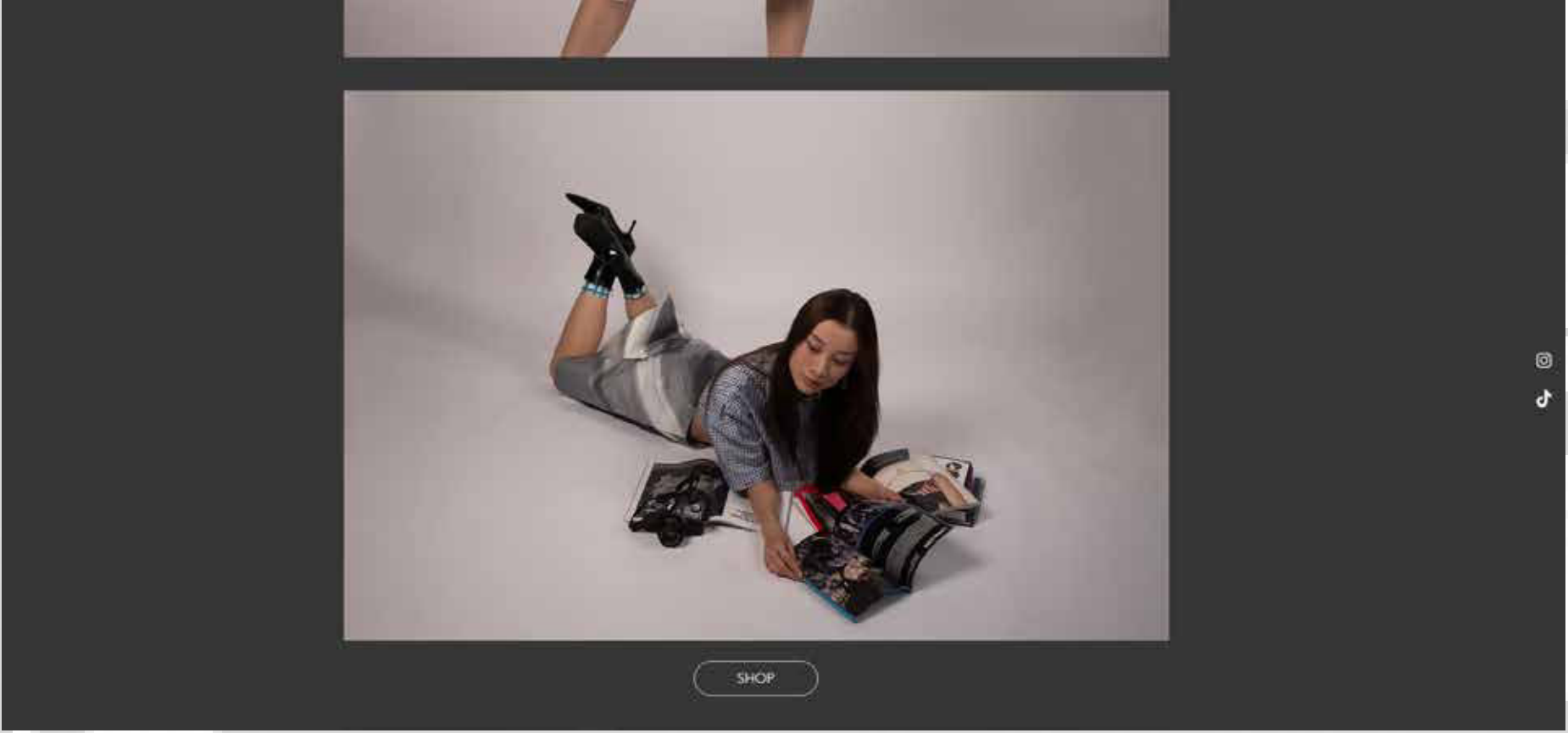
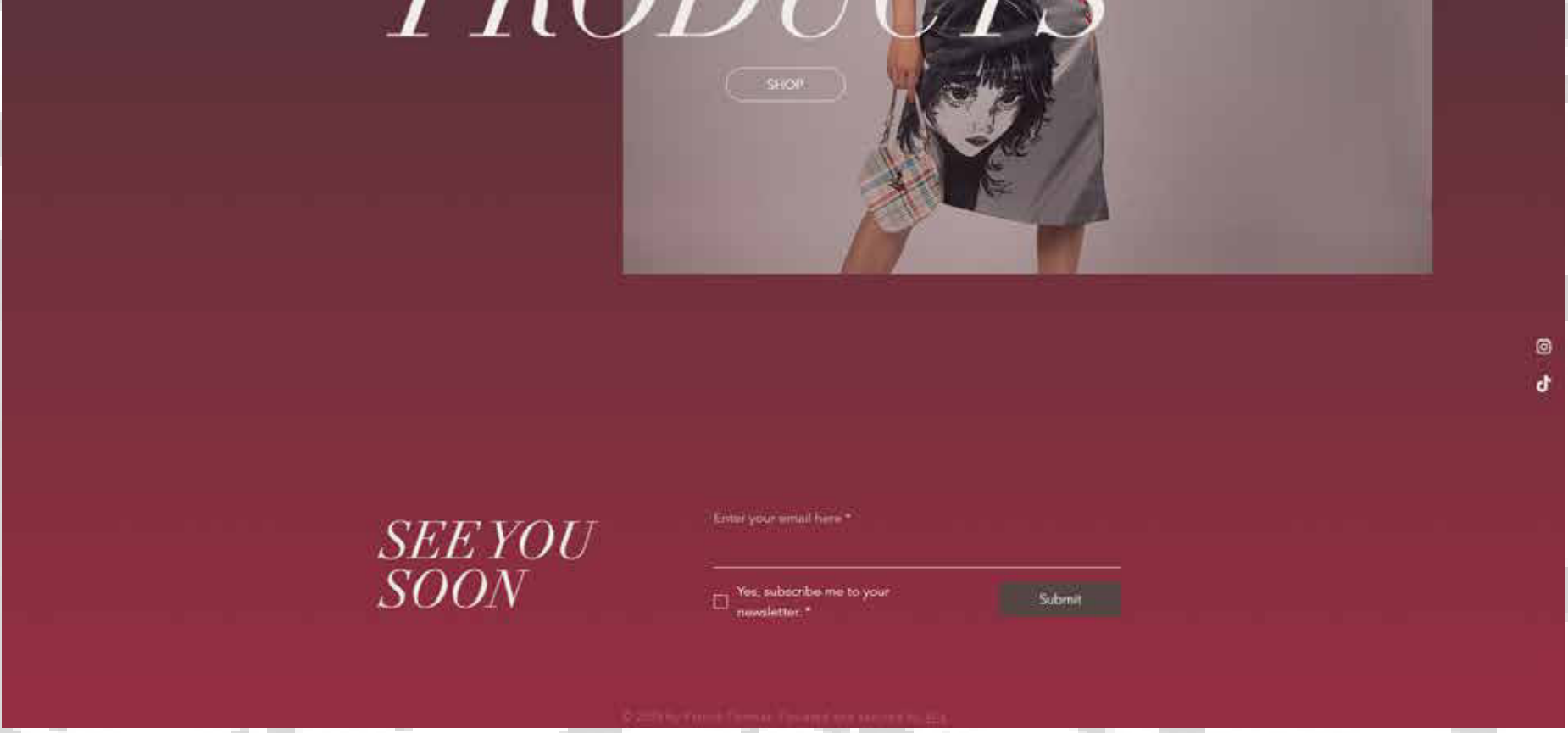
Key and Measurements

A1	Top of Collar Length	21cm
A2	Collar Height With Stand	4cm
A3	Space between Collar and Lable	2cm
A4	Facing	10cm
A5	Collar Width (top)	9cm
A6	Collar Length	10cm
A7	Collar Width (bottom)	9cm
A8	Lapel Length (collar to break point)	33cm
A9	Lapel Length	27cm
A10	Lapel Width	9m
A11	Epaulette Length	12cm
A12	Epaulette Width	4.5cm
A13	Shoulder Width	13cm
A14	Chest (shoulder to shoulder)	42cm
A15	Bust (underarm to underarm point)	54cm
A16	Arm Hole front	28cm



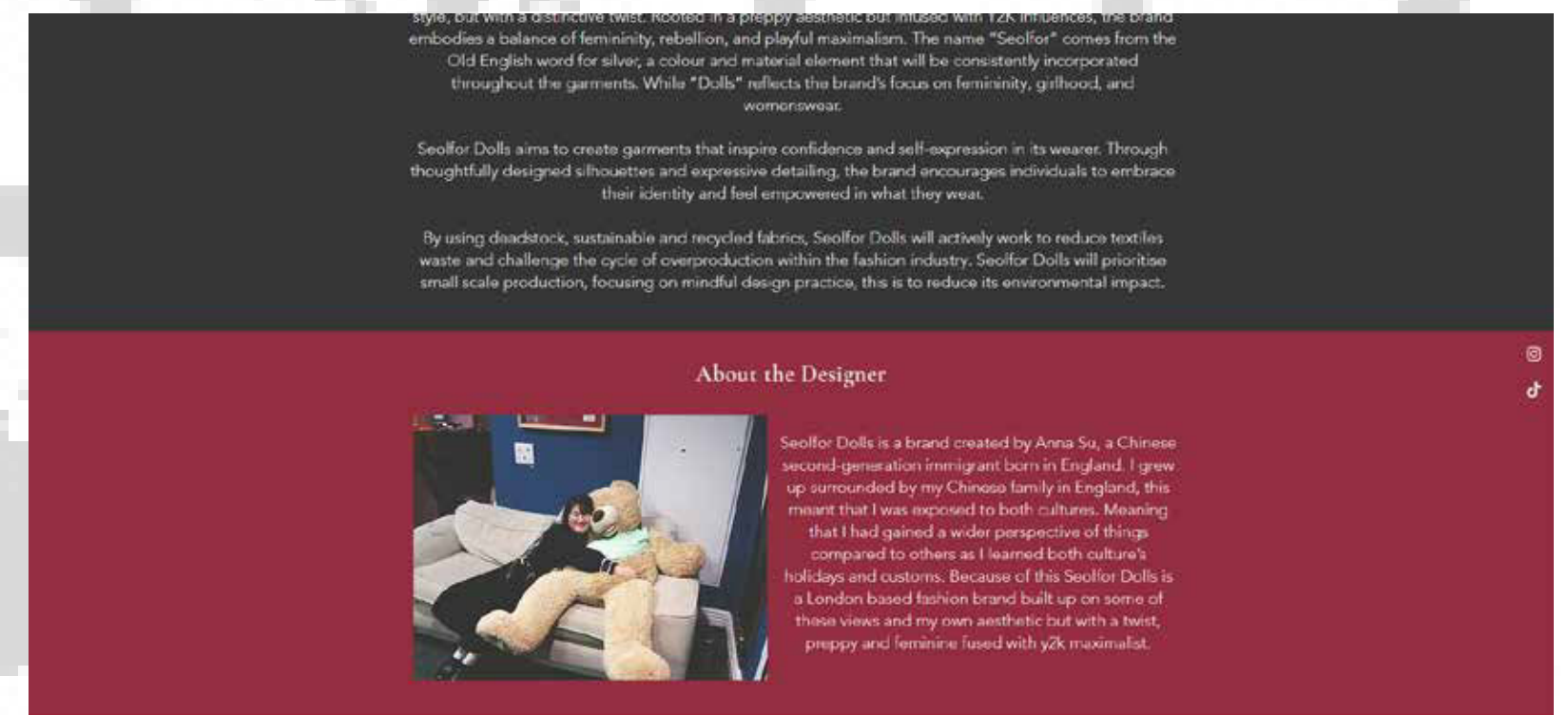
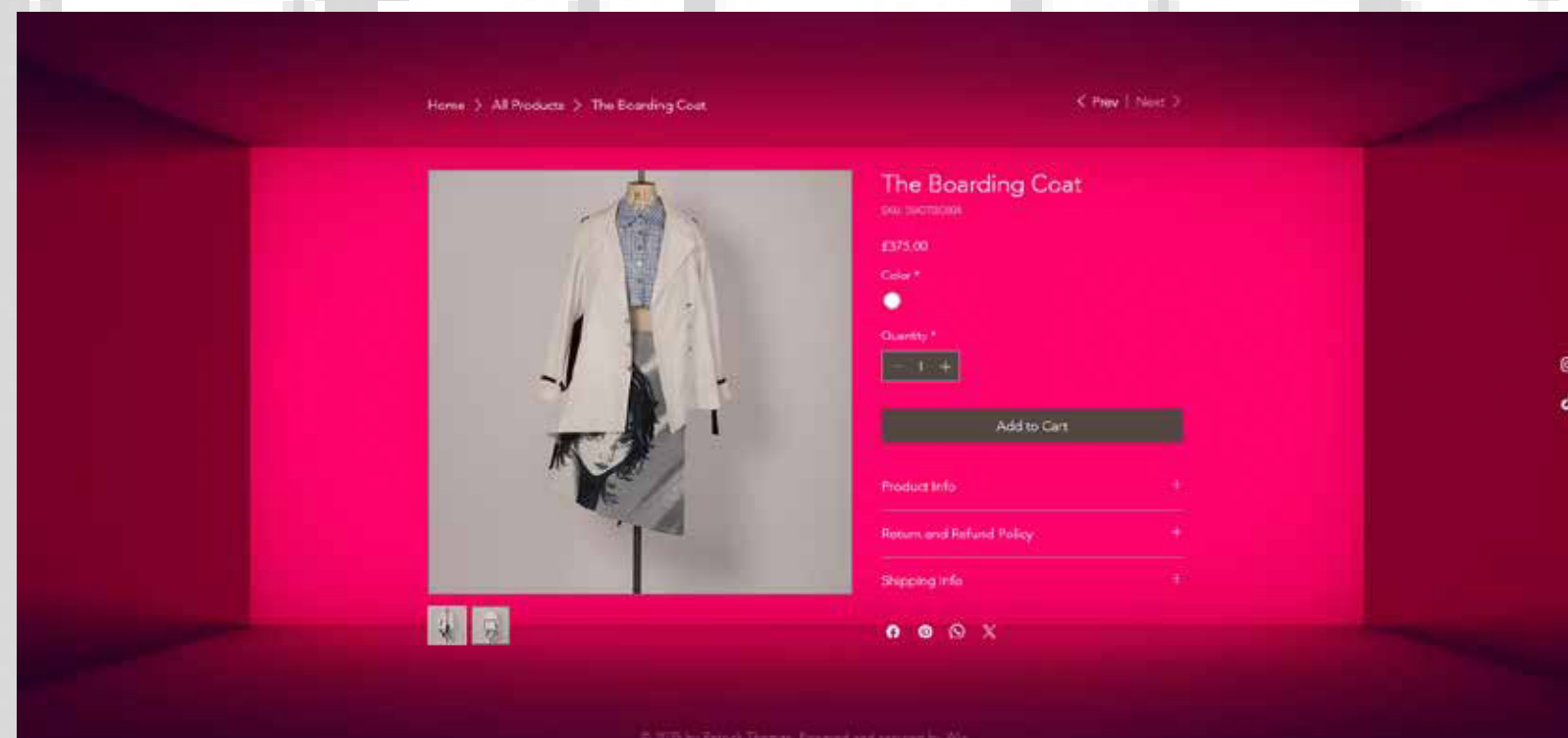
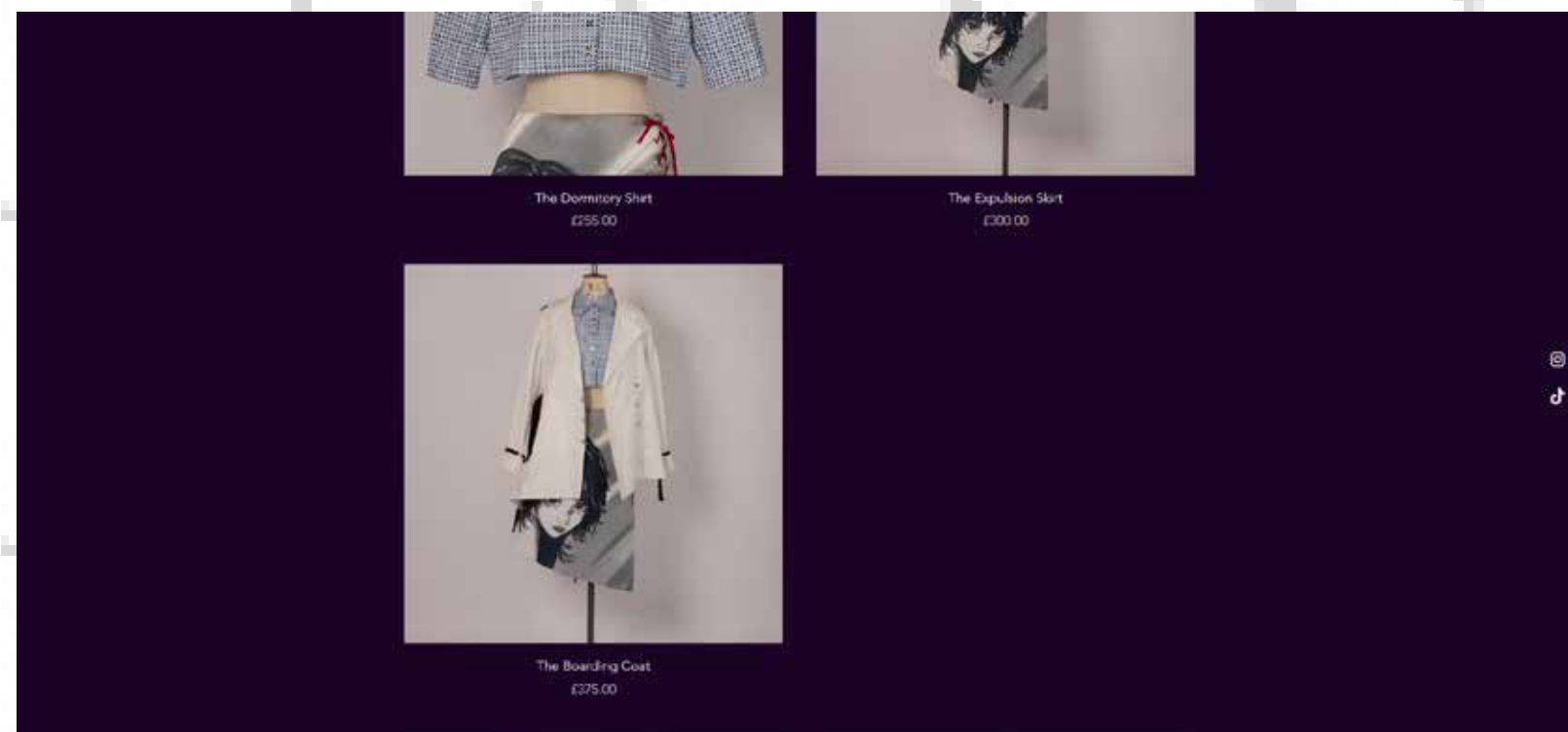
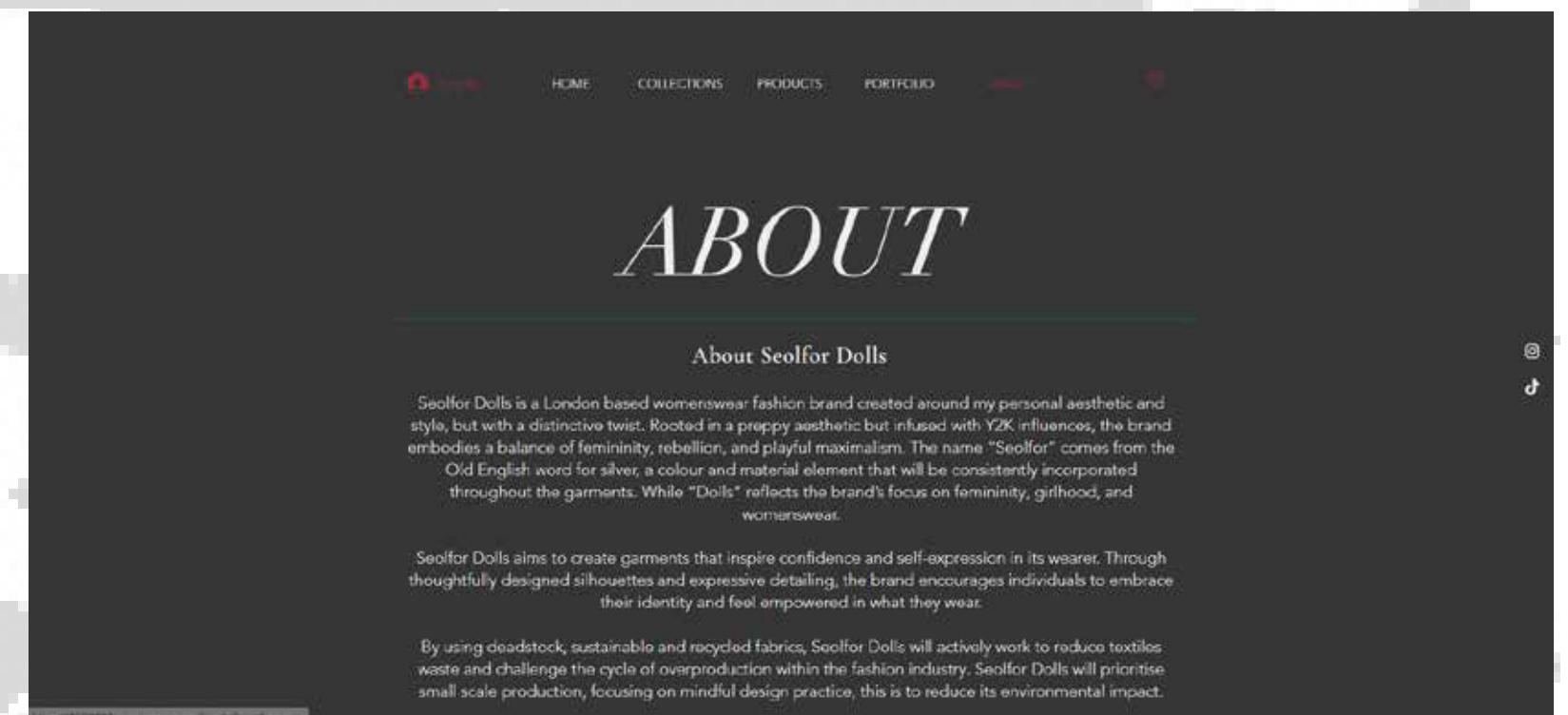
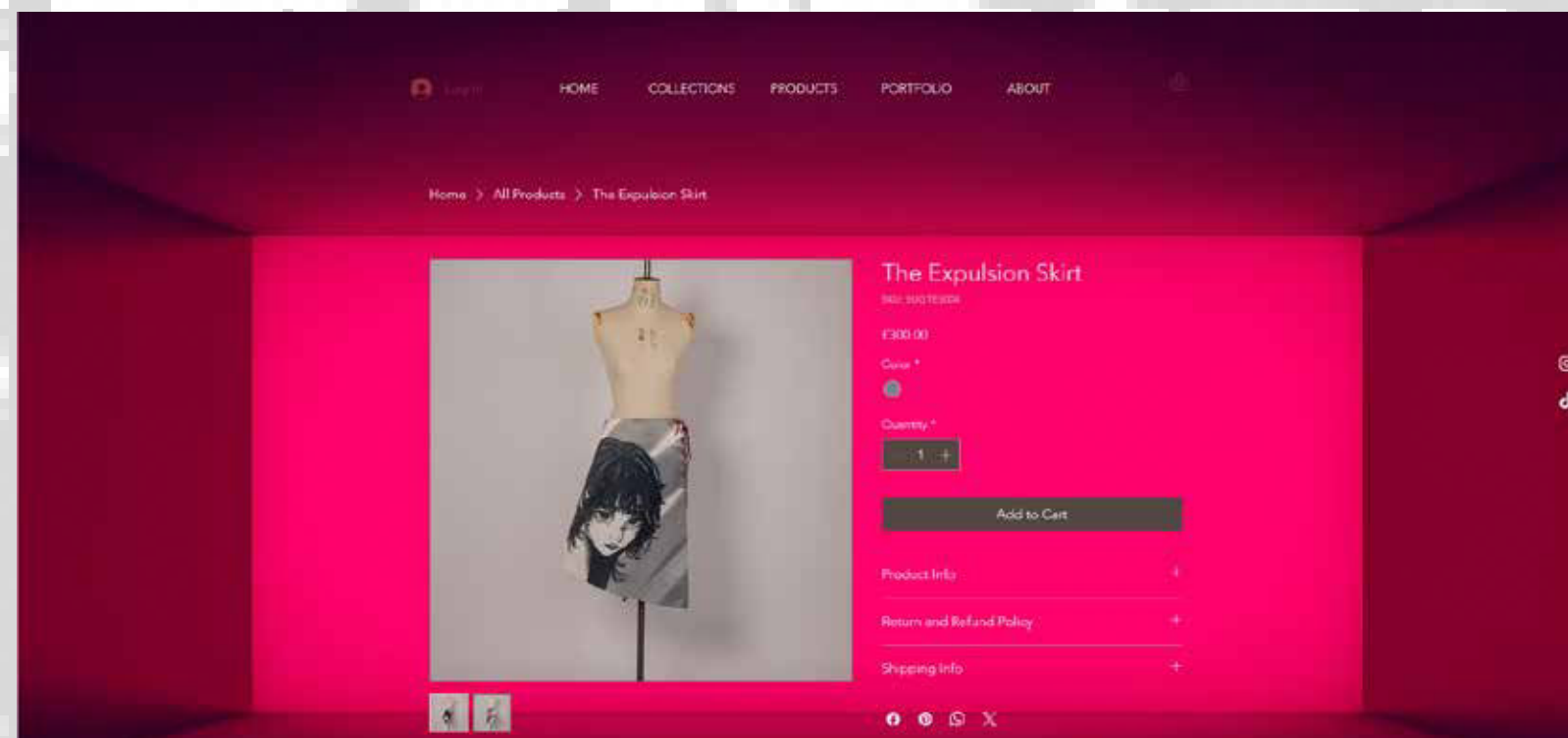
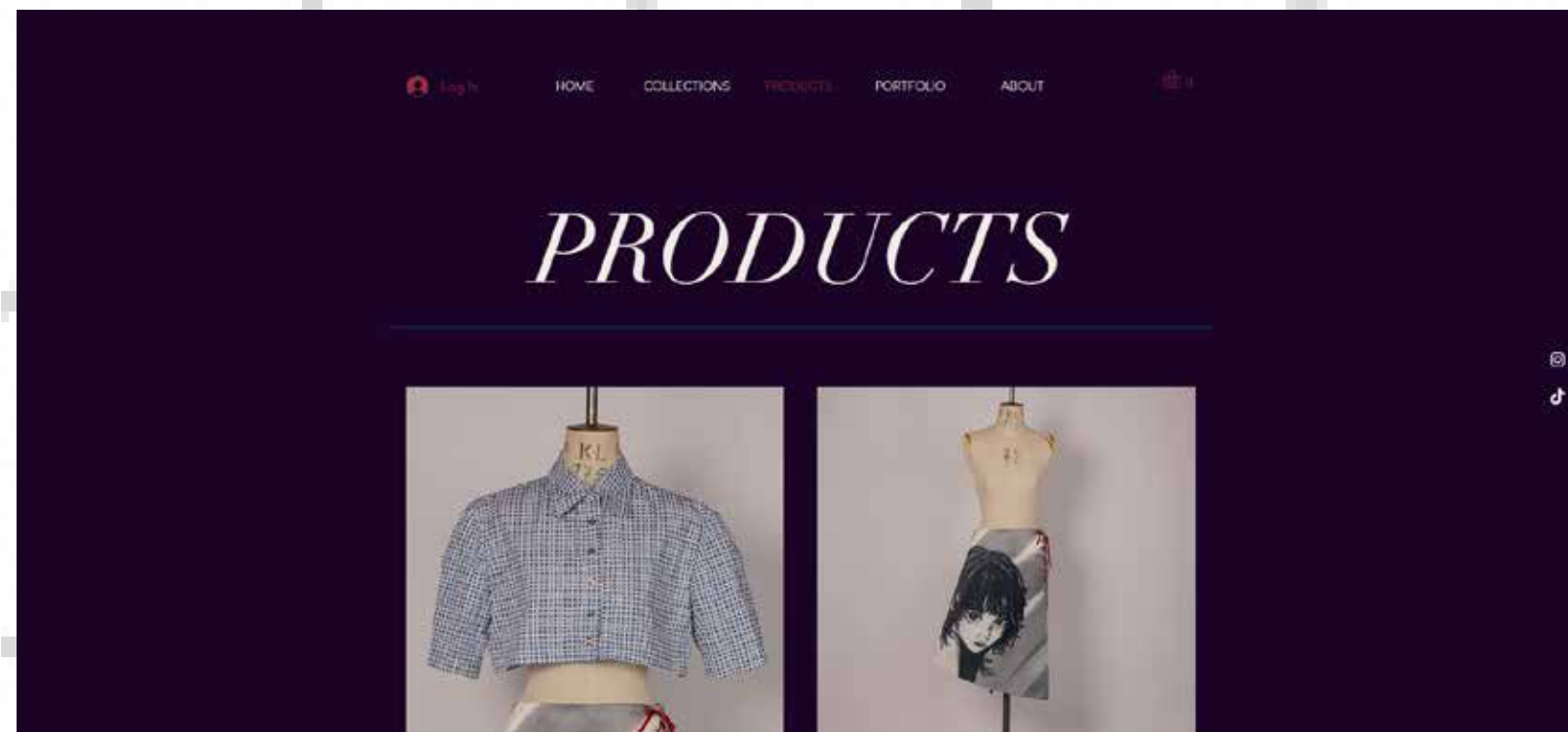
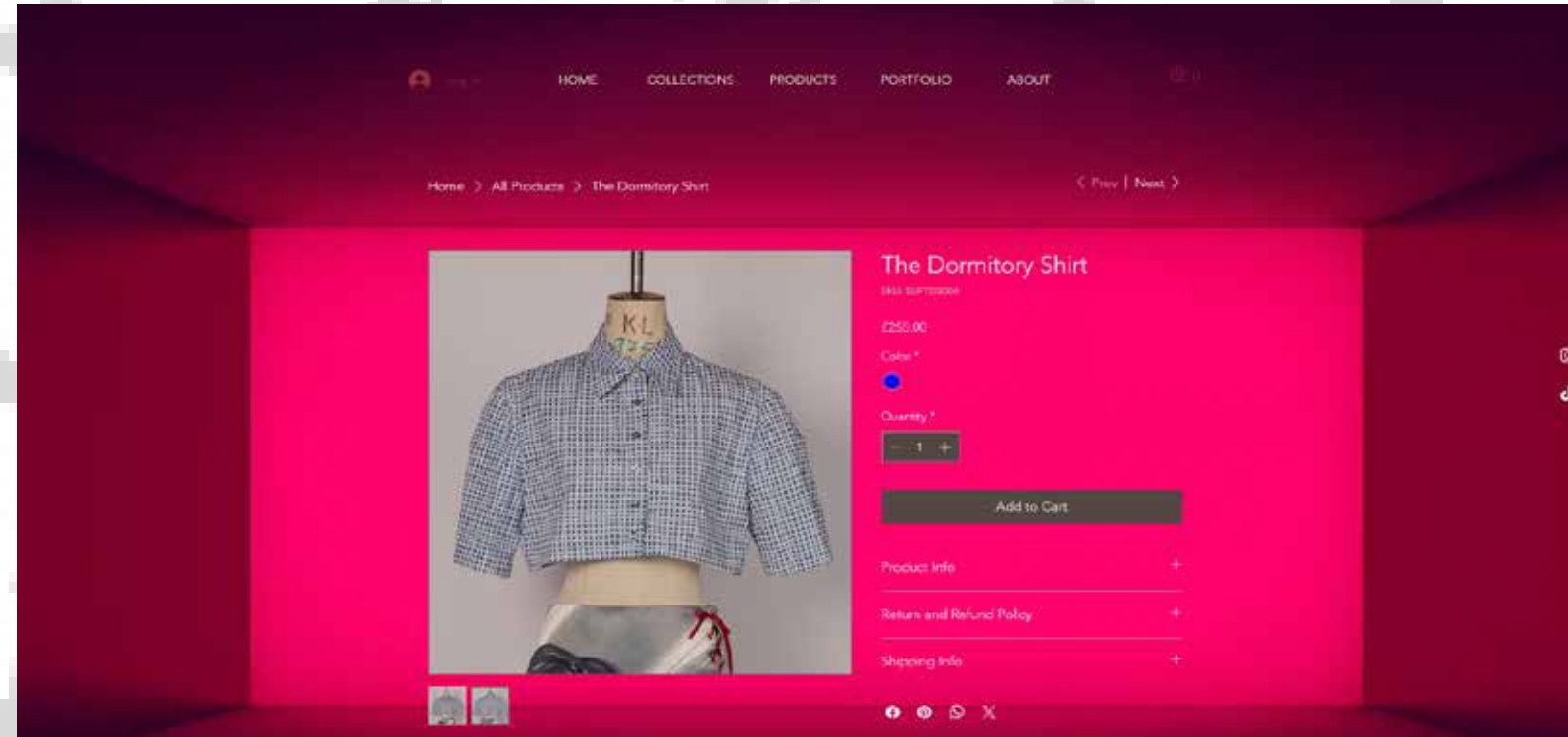
Key and Measurements

A17	Sleeve Length	57cm
A18	Sleeve Length (underarm)	31cm
A19	Sleeve Width	36cm
A20	Right Side Seam Length	56cm
A21	Belto Loop From Under Arm (Top Point)	7cm
A22	Break Point to Clasps	3cm
A23	Space Between Clasps	8cm
A24	Front Length (break Point to hem)	45cm
A25	Left Side Seam Length	43cm
A26	Side Seam Pocket Opening Size	16.5cm
A27	Cuff Strap Width	3cm
A28	Belt Length	140cm
A29	Left Length (Shoulder to Hem)	65cm
A30	Right Length (Shoulder to Hem)	80cm
A31	Right Hem Width	42cm
A32	Left Hem Width	39cm
A33	Hem Width Total	63cm
A34	Collar Width (top)	21cm
A35	Collar Height	6.5cm
A36	Collar Width (bottom)	42cm
A37	Shoulder Width	40cm
A38	Storm Flap Length (Neckline to Bottom of Storm Flap)	19.5cm
A39	Storm Flap Length (Shoulder to bottom of Storm Flap)	15.5cm
A40	Back Armhole	28cm
A41	Storm Flap Width (hem)	39cm
A42	Back Width	56cm
A43	Storm Flap to Hem	51cm
A44	Facing Height	5.5cm
A45	Sleeve Cuff to Strap	5cm
A46	Storm Flap to Belt Loop (Top of Belt Loop)	12cm
A47	Bottom of Belt Loop to Hem	33cm
A48	Neck to Hem (Centre Back)	71cm
A49	Right Length Hem	34cm
A50	Left Length Hem	38cm
A51	Hem Length (whole)	72cm



Website

Website



<https://2509281.wixsite.com/seolfor-dolls>

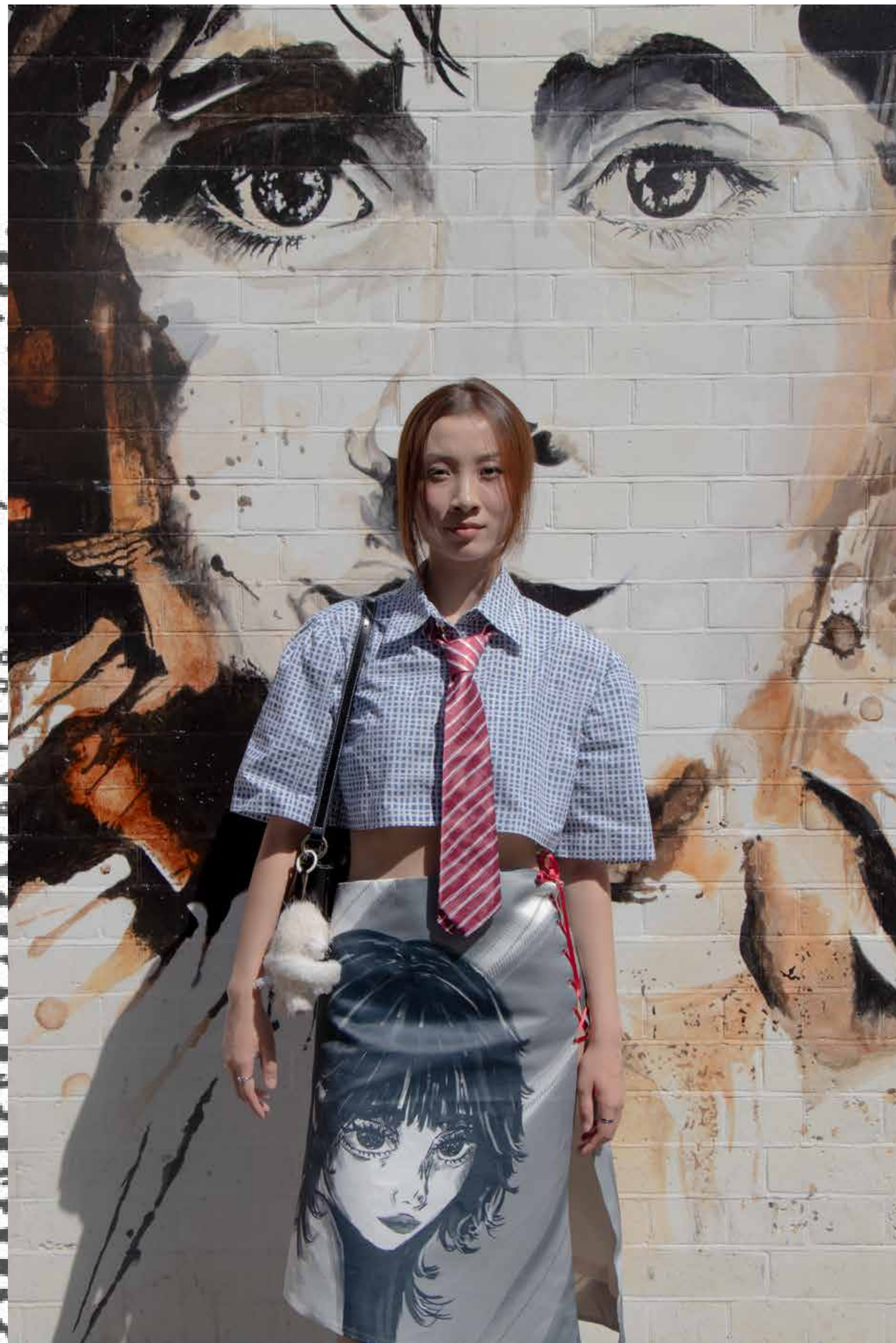
Photoshoot





Photoshoot



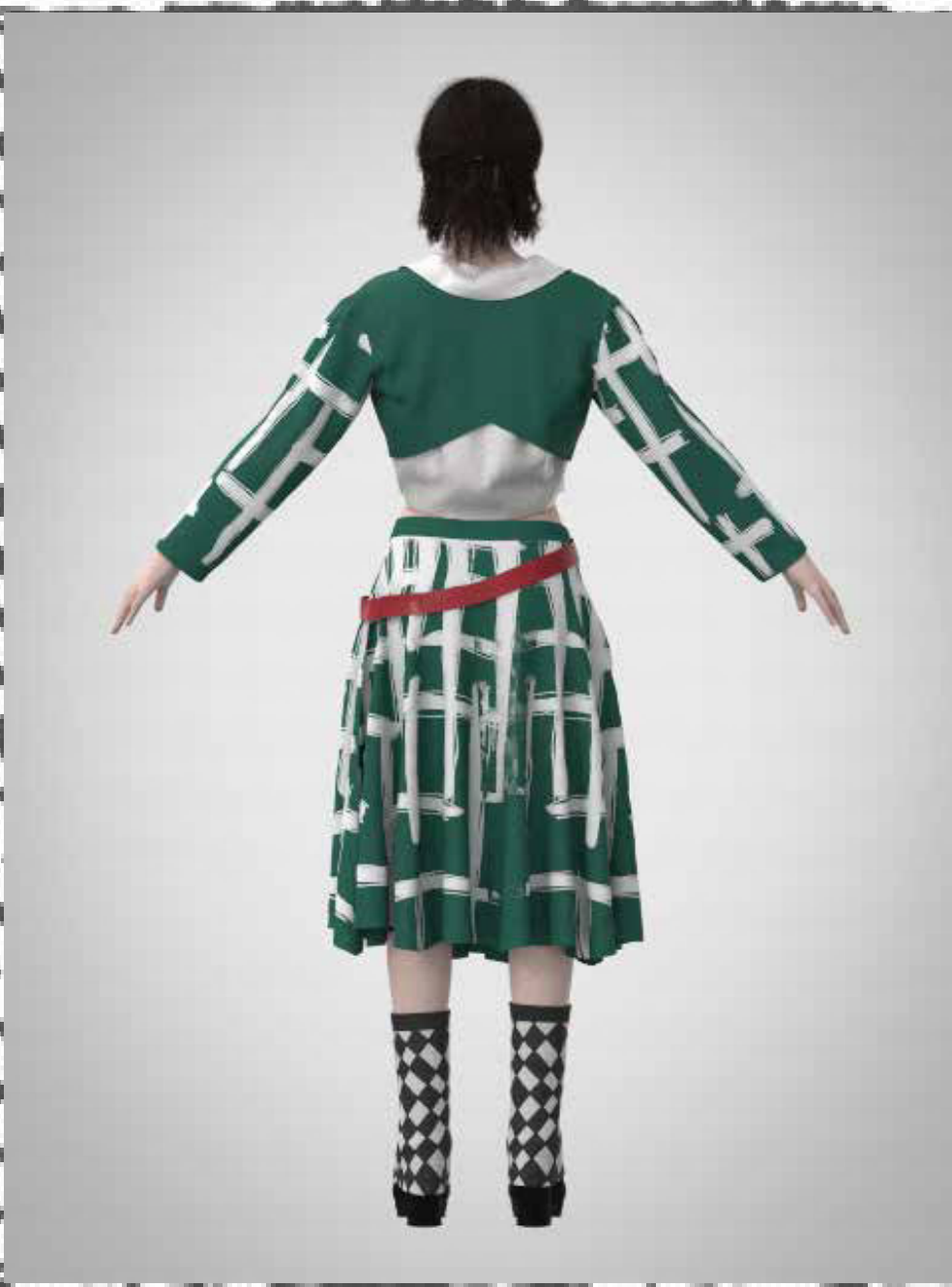
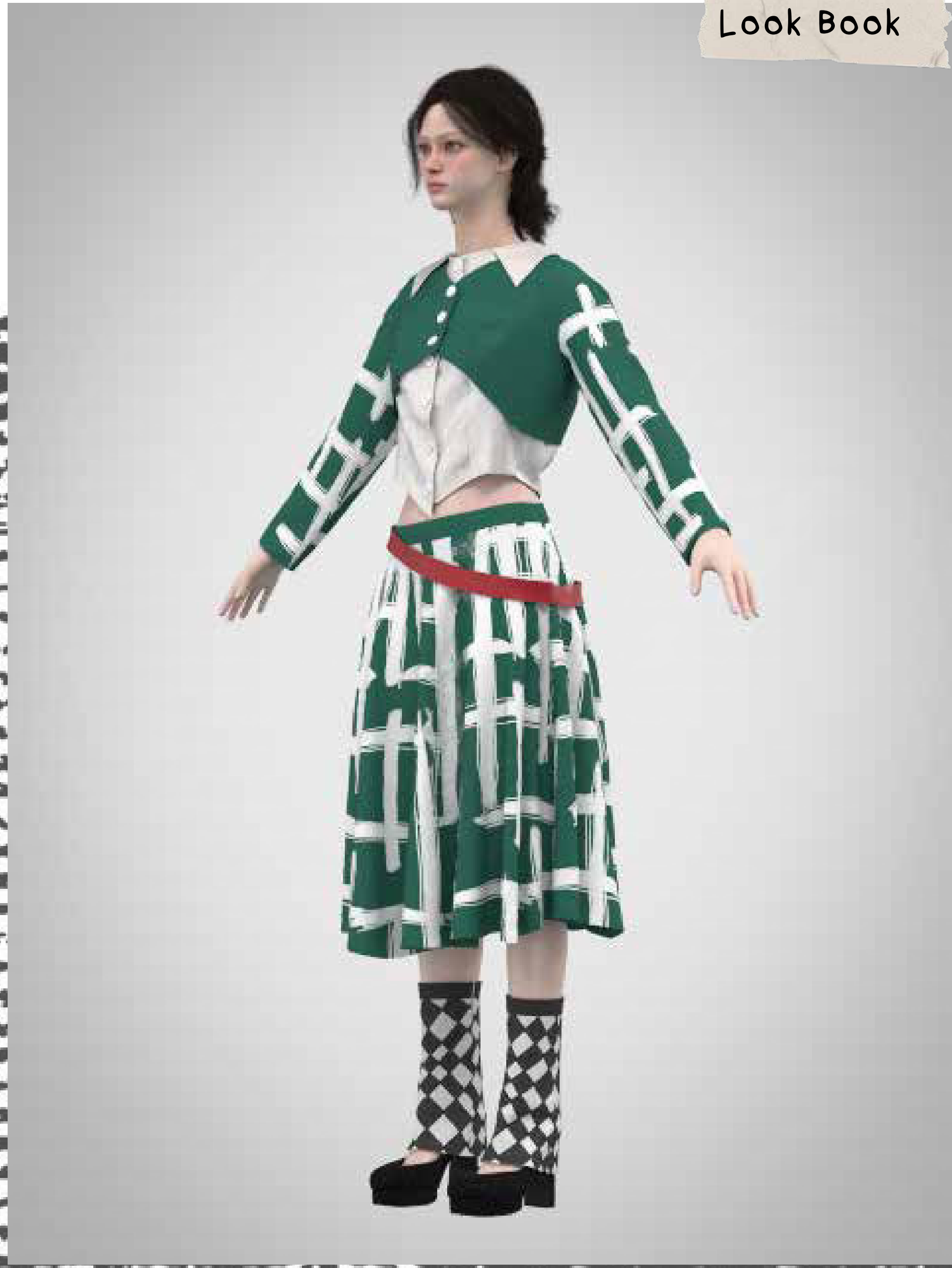
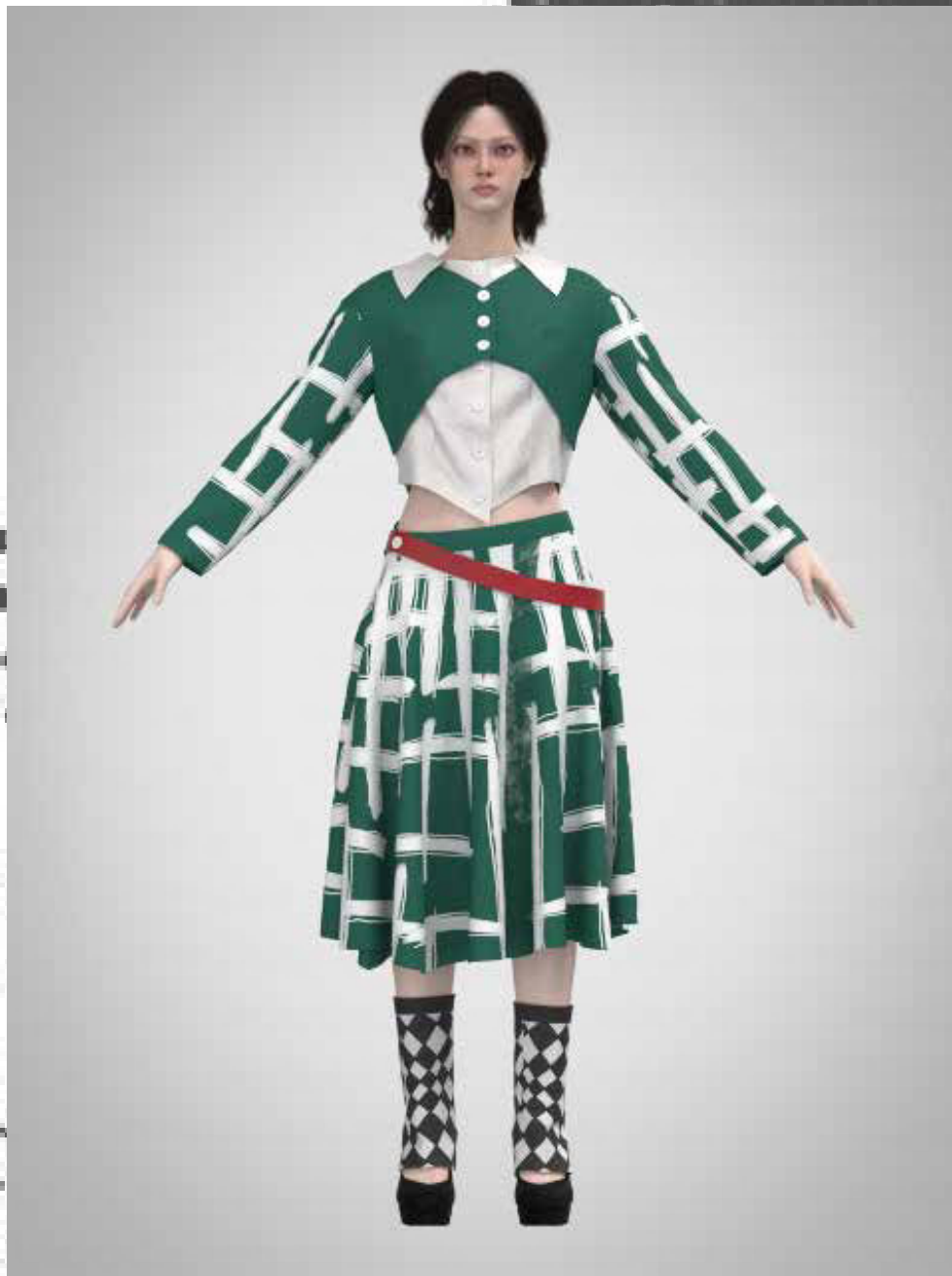


Photoshoot



Collection: School Uniform Grit Season: Spring Summer 2027 Look 1:
Shirt: The Dormitory Shirt, Skirt: The Expulsion Skirt, Coat: The Boarding Coat







Video



INDUSTRY PORTFOLIO

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