

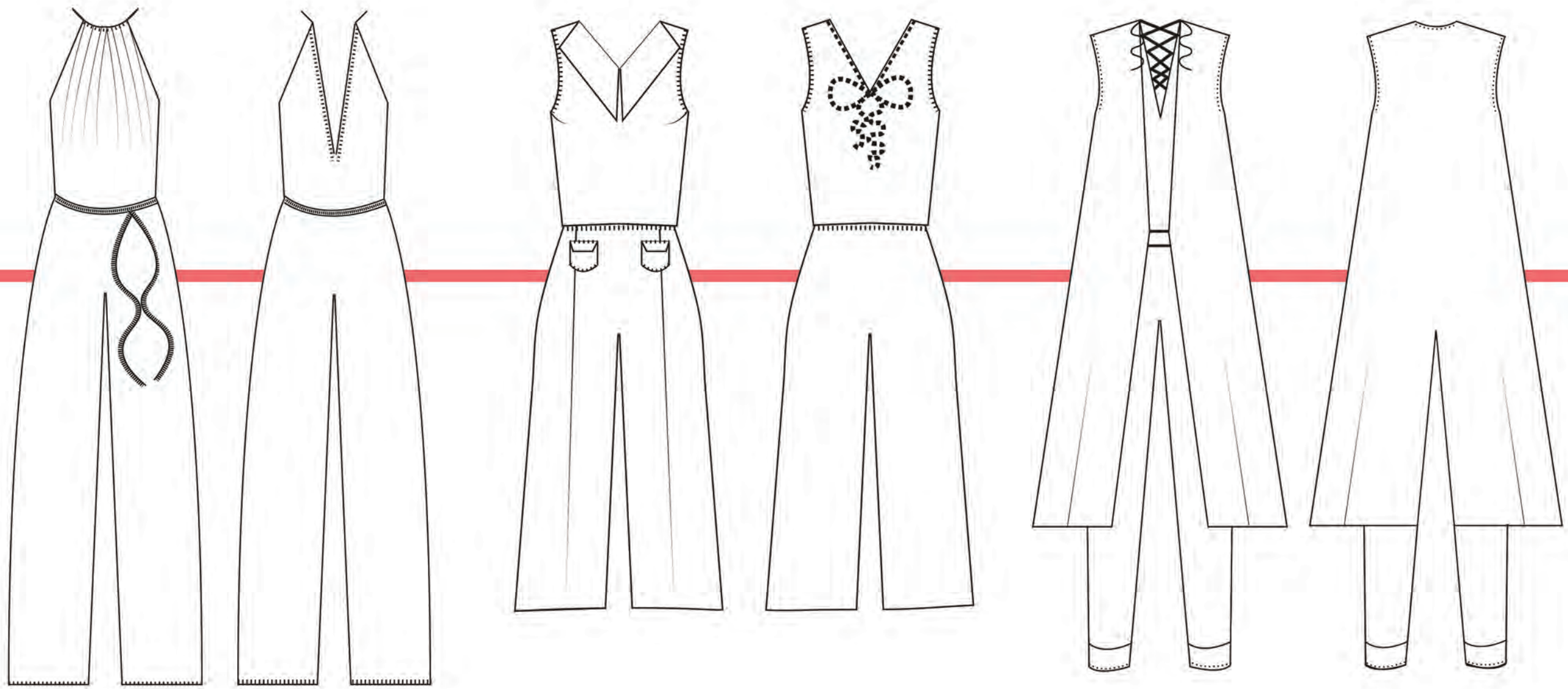
Flometric

By

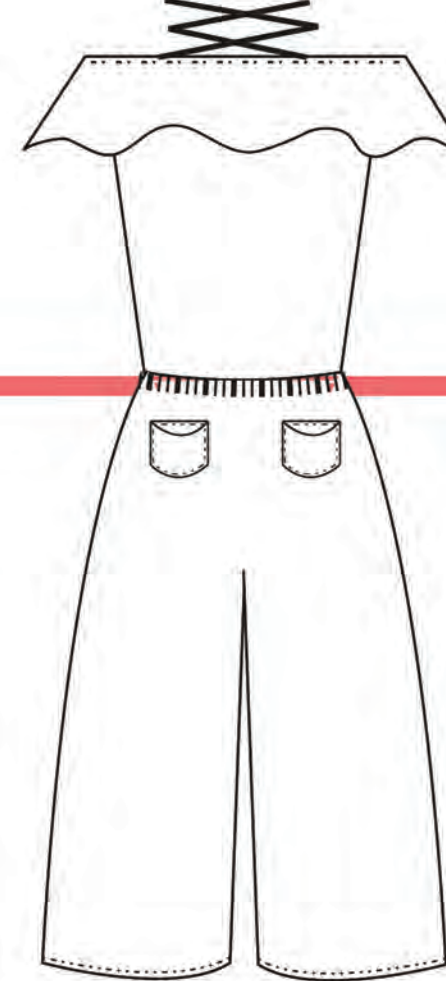
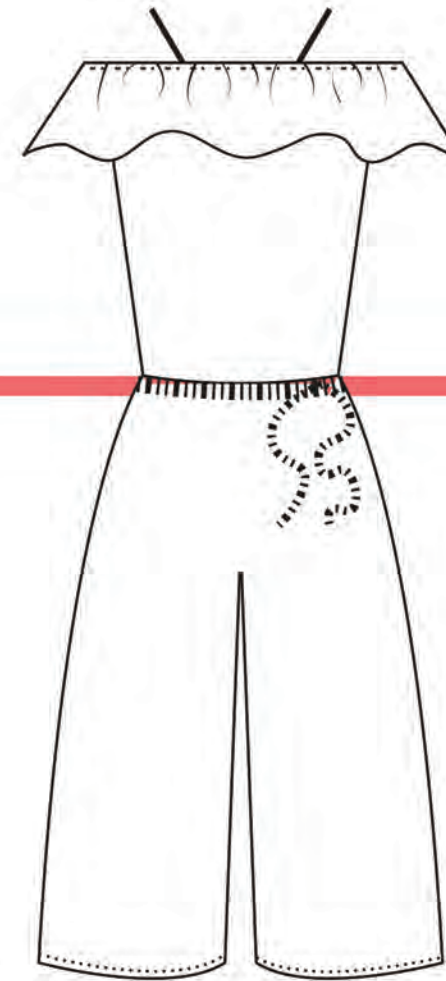
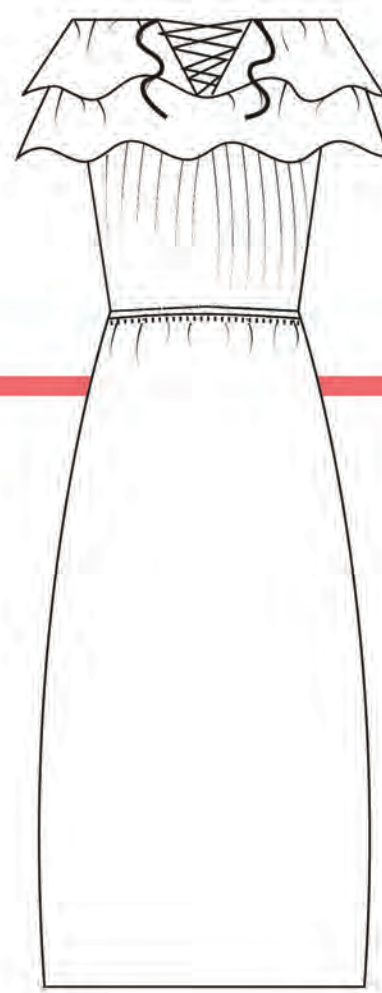
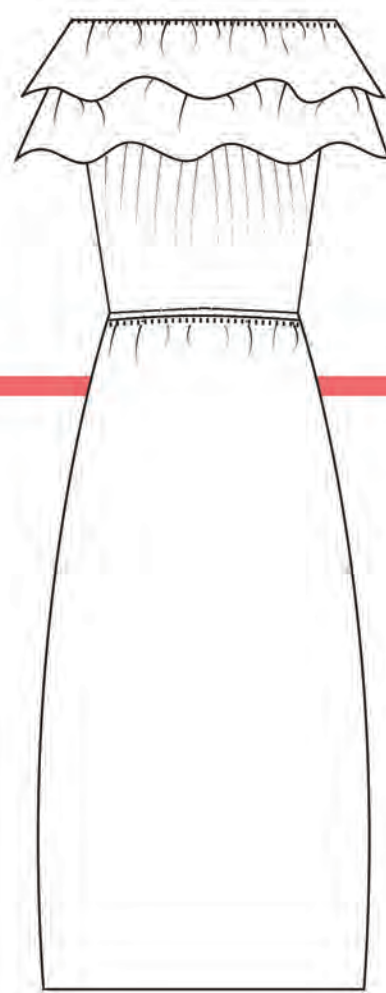
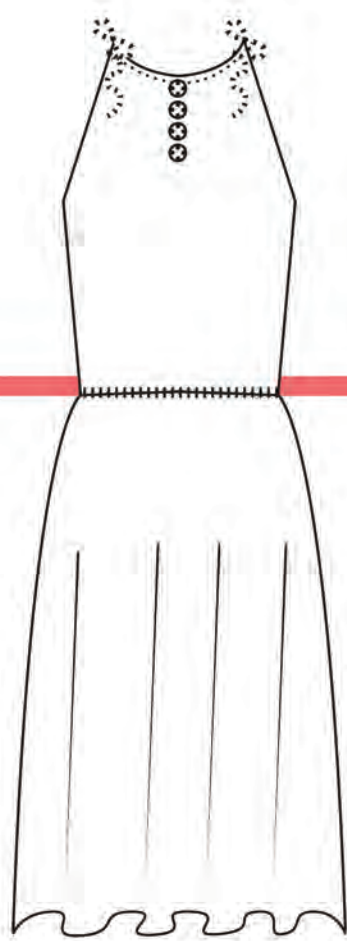
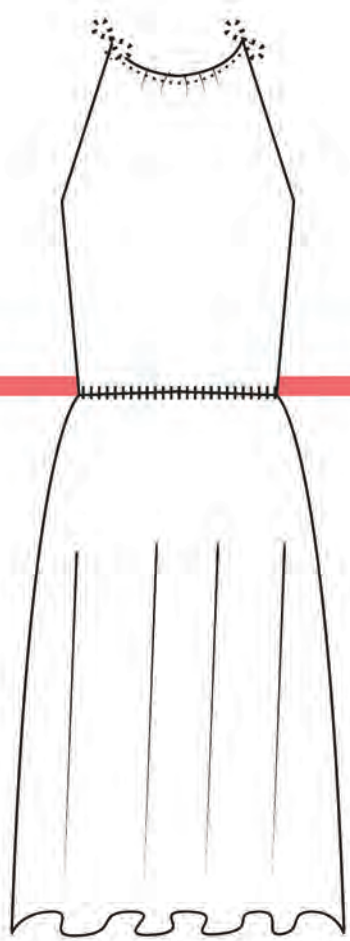
Alicia Howlett

When first being introduced to the Oasis brief I was very excited to develop my skills and progress further within my digital prints due to this project being heavily portfolio and digital based, this is initially due to me designing for industry within a live brief. The trend I had to work with within my Oasis brief was Edgelands- this did originally scare me and make me feel apprehensive designing within a trend but I soon came to realize the important part of having a trend is to gain inspiration and ideas and then develop them further into my own trend.

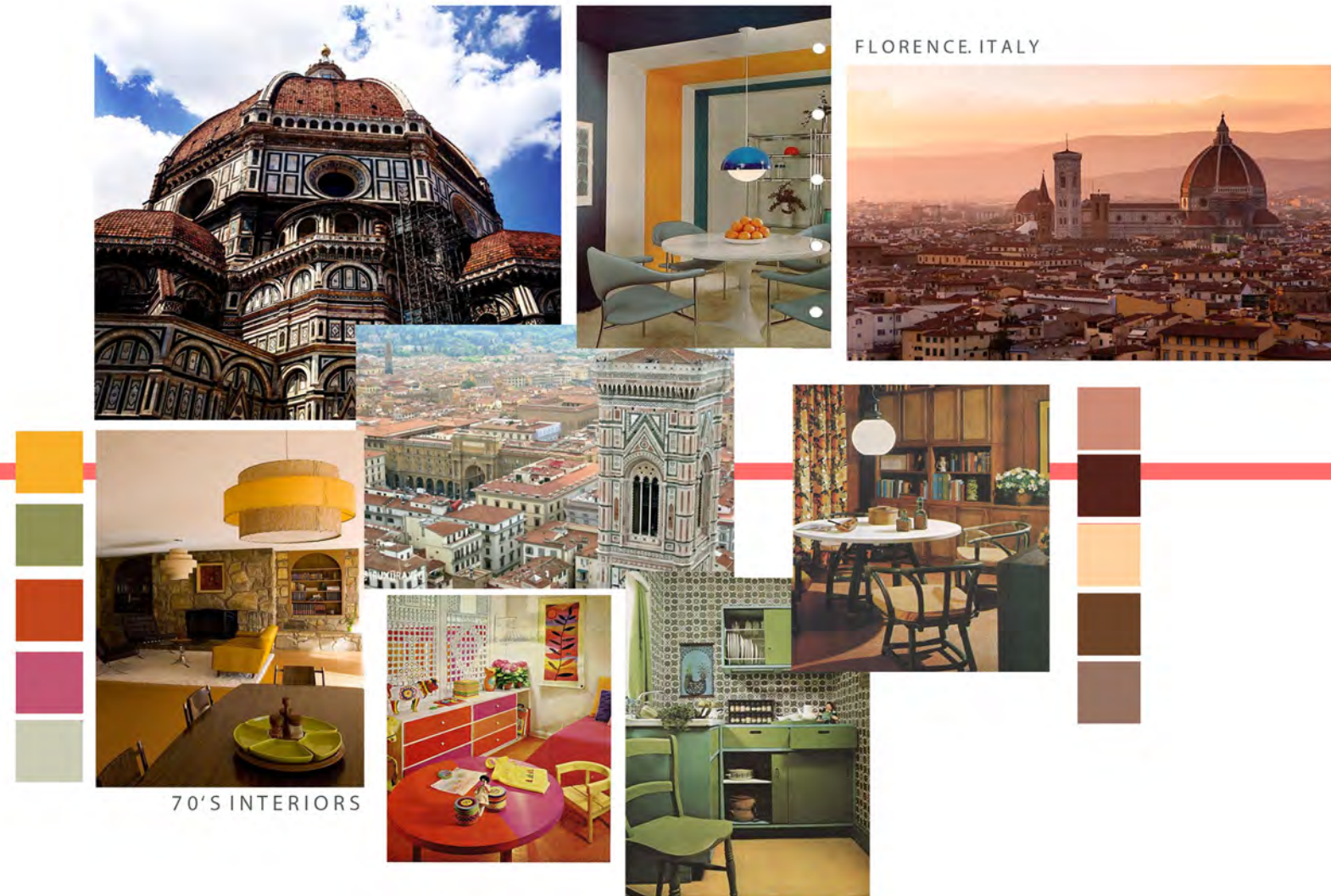
Within my project have a taken inspiration from the industrial more contemporary feel of the Edgelands trend with the more historical feel and contrasting fabrics. Throughout my project I have tried to challenge Oasis and try to give the company something they haven't necessarily had before, although within the most recent collection there is contrasting prints I feel that within my project I have tried to push Oasis further out their comfort zone. By using flowers and buildings to create floral and geometrics I have then applied this throughout my designs by contrasting them together to make a collection on contrasting contemporary prints.



oasis



oasis



oasis

ANNA SMITH 28 YEARS OLD



BUSINESS WOMEN

BOYFRIEND



BEACH HUT BY THE SEA



LUKE CHAPLIN 32 YEARS OLD- BUSINESS MAN



SOCIALISING



READS FASHION AND GOSSIP MAGAZINES

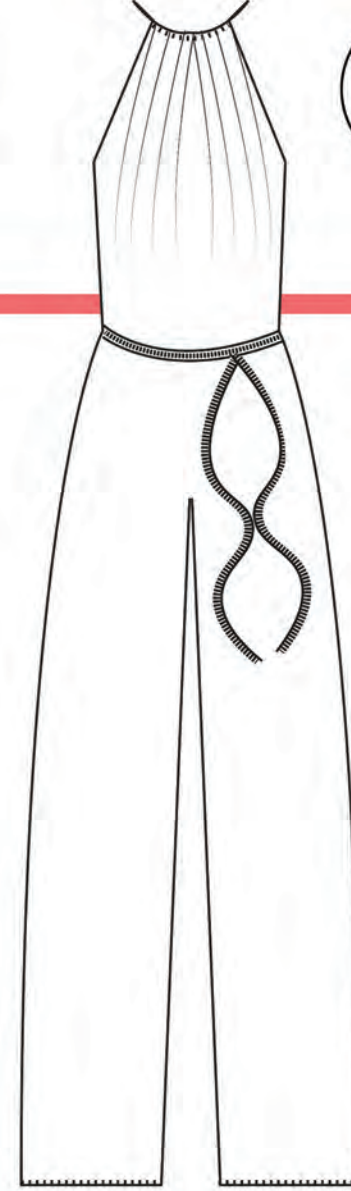


LIVES OUT OF THE CITY

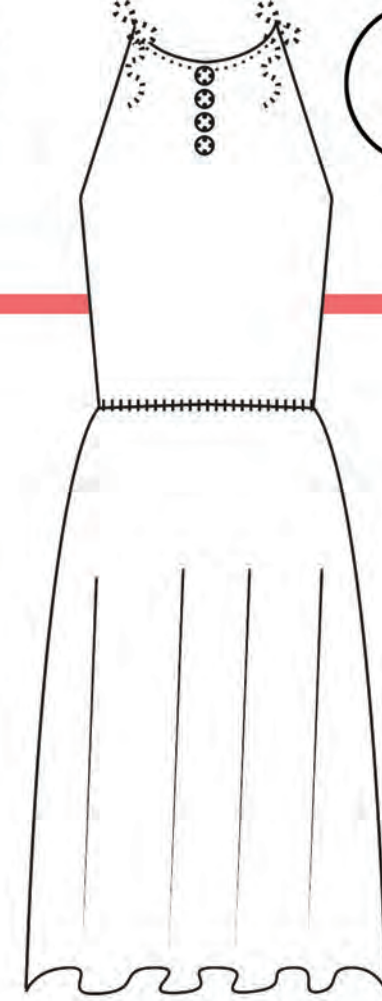


DOG CALLED MILO

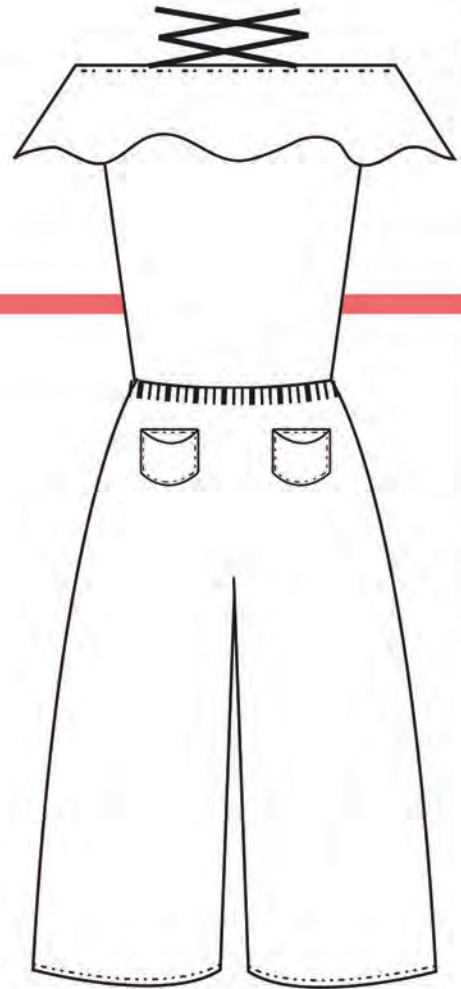
oasis



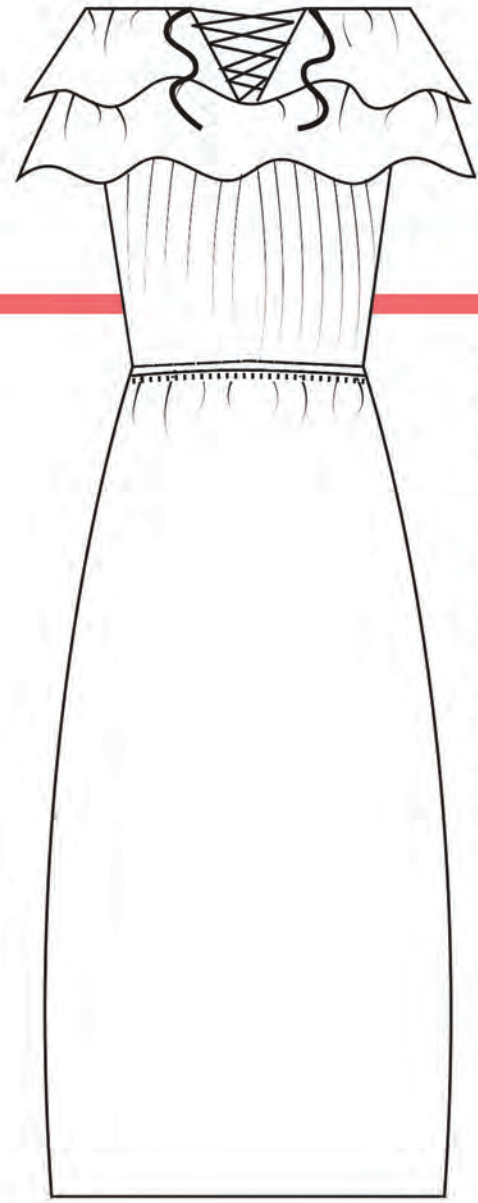
Pleated top half of jumpsuit and rope tie round waist



Wooden look buttons on centre back and rope ties on shoulders

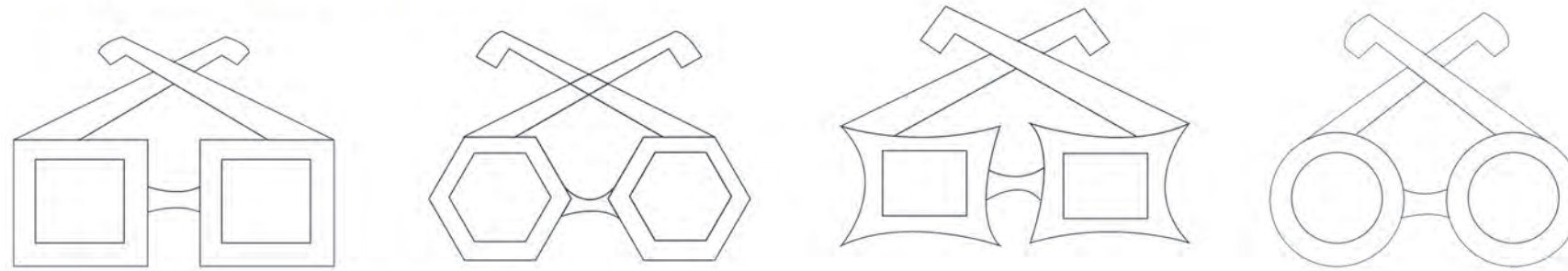


Patch pockets on back of culottes with top stitching and rope strap fastening on back of top



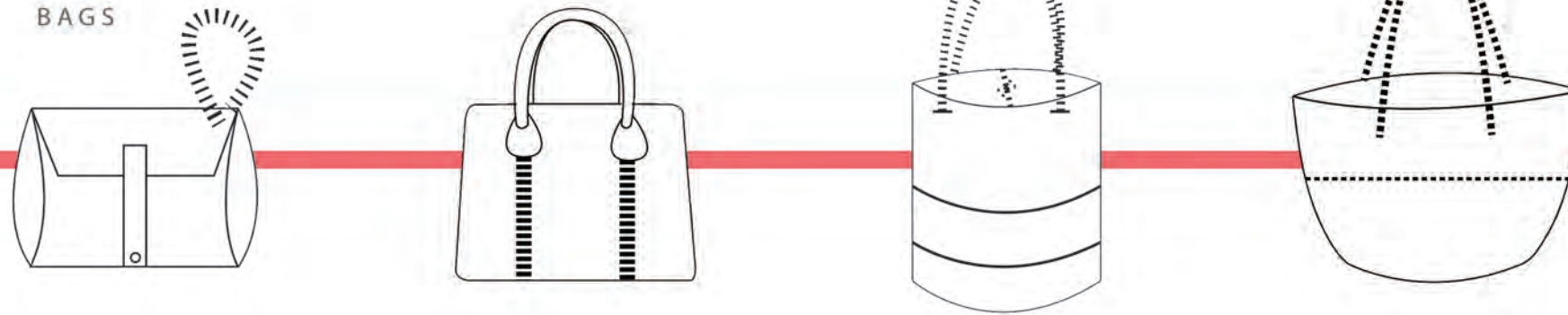
Rope lace up fastening with eyelets on CB

SUNGLASSES - 70'S INSPIRED



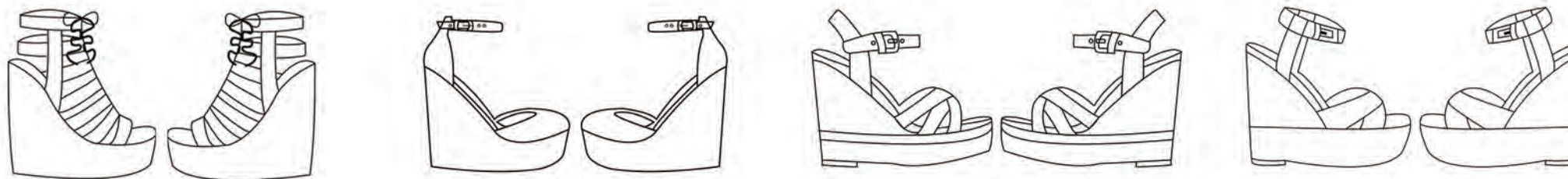
- ALL SUNGLASSES WILL BE PRINTED
- PLASTIC FRAMES
- LARGE
- OVERSIZED DESIGN

BAGS

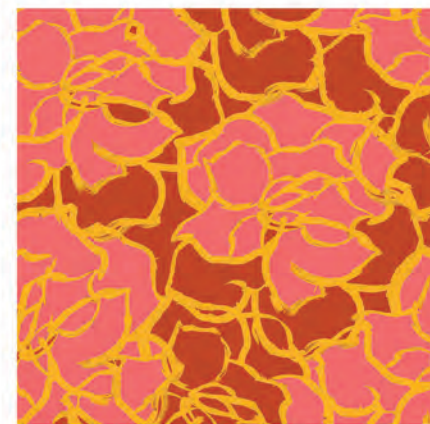
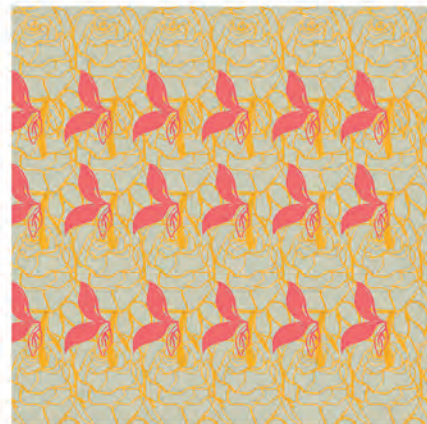
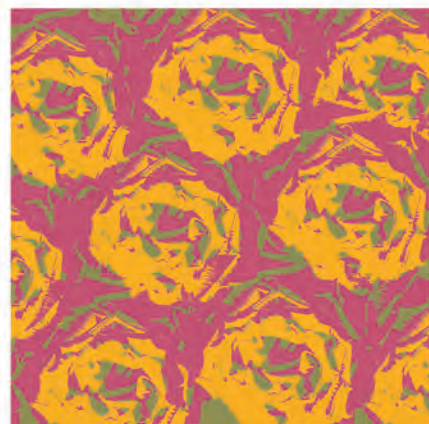


- ALL BAGS ARE IN A REAL LEATHER OR LEATHER LOOK MATERIAL
- ROPE DETAILS ON EVERY BAG TO FILTER INTO COLLECTION
- BAG 1: HANDLE ON CLUTCH BAG ROPE
- BAG 2: ROPE DETAILING DOWN FRONT OF BAG
- BAG 3: ROPE HANDLES AND ROPE TIE TO CLOSE
- BAG 4: ROPE HANDLES AND ROPE DETAILING AROUND BAG

SHOES

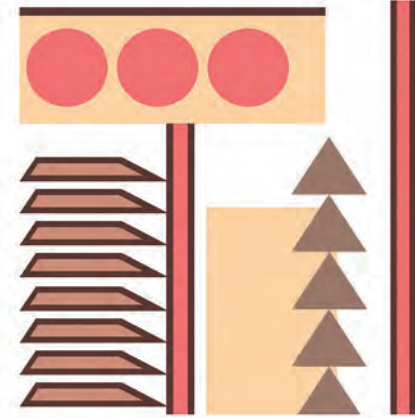
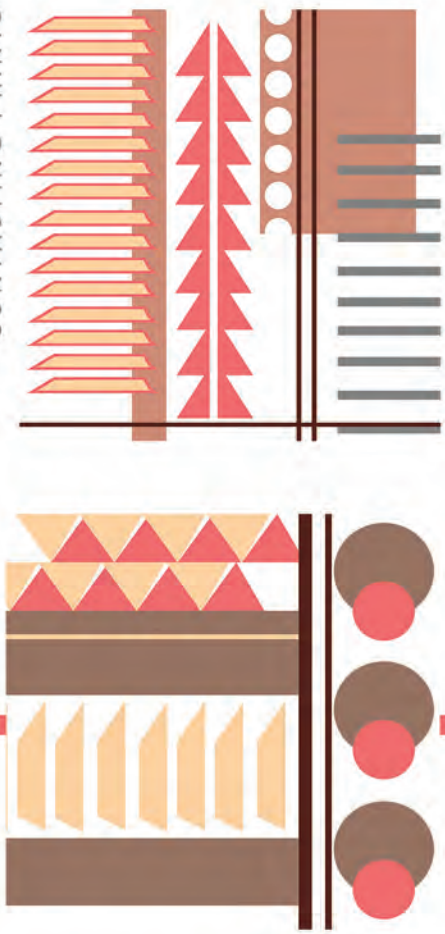


- ALL SHOES HAVE A WEDGE HEEL THIS IS TO CREATE HEIGHT AND LENGTH WITHIN MY GARMENTS
- A WEDGE HEEL ALSO RELATES TO MY CUSTOMER PROFILE AS THE WEDGE IS ONE OF THE COMFORTIER SHOES
- THE STRAPS ARE THICK AND HEAVY DUE TO SOME OF MY GARMENTS BEING DRESSES

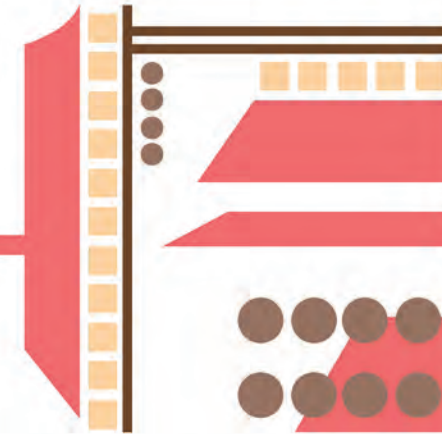
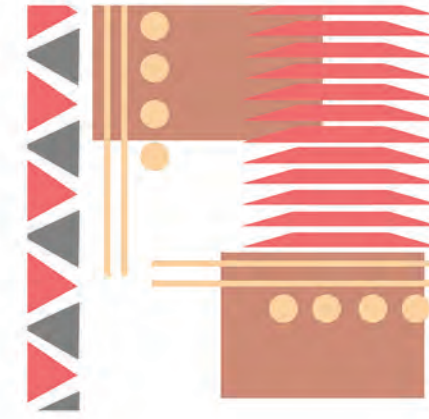
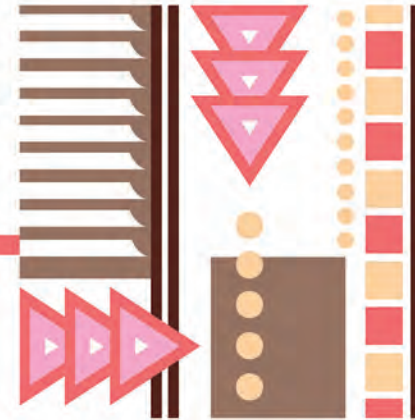


LAYERED FLORALS

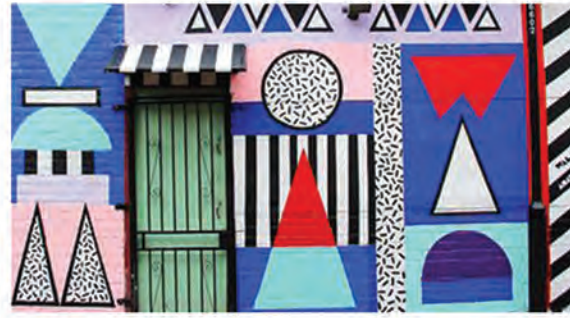
CONTRASTING PRINTS



SIMPLE GEOMETRICS



CAMILLE WALALALA



SIMPLE GEOMETRICS



BLOCK COLOURS



PLACEMENT OF PRINT

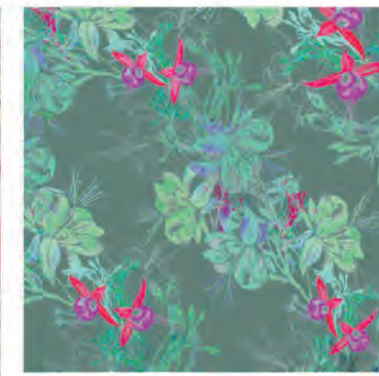


WILLIAM MORRIS

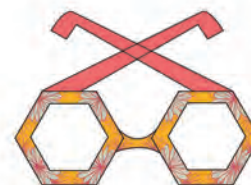
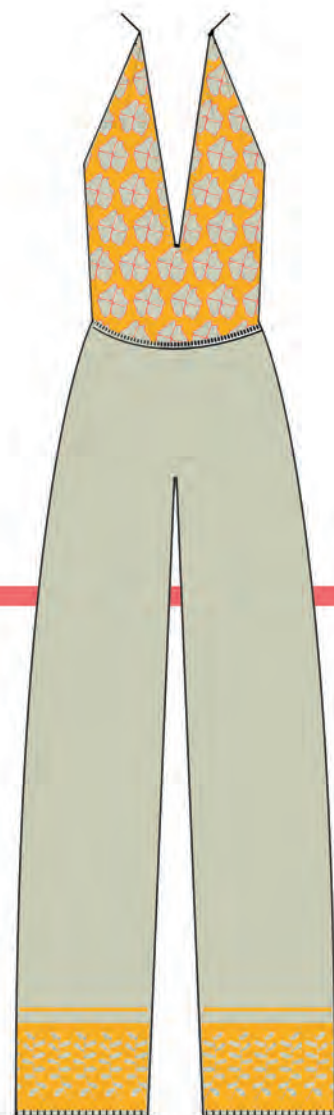
LAURA OLIVIA



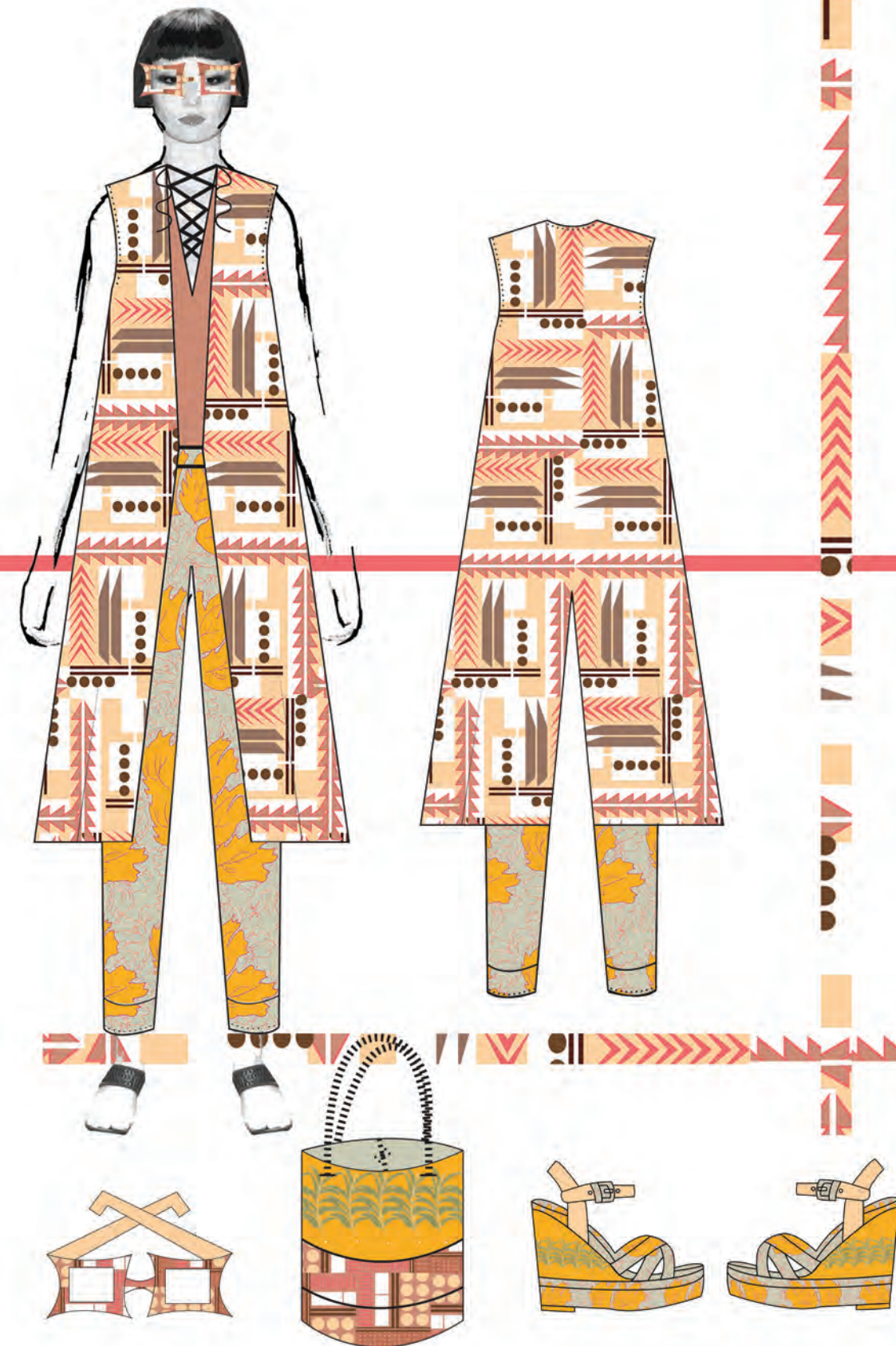
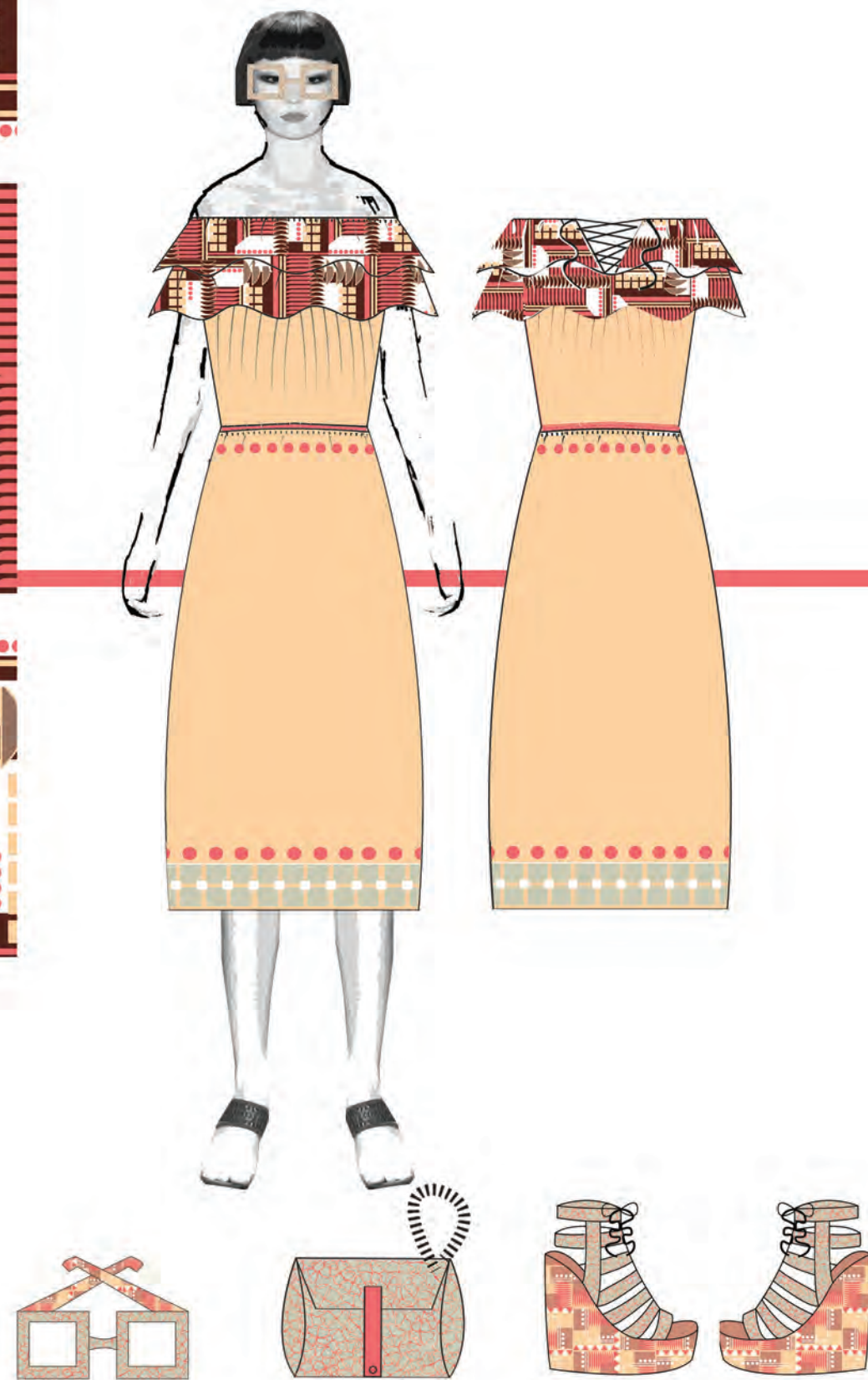
oasis



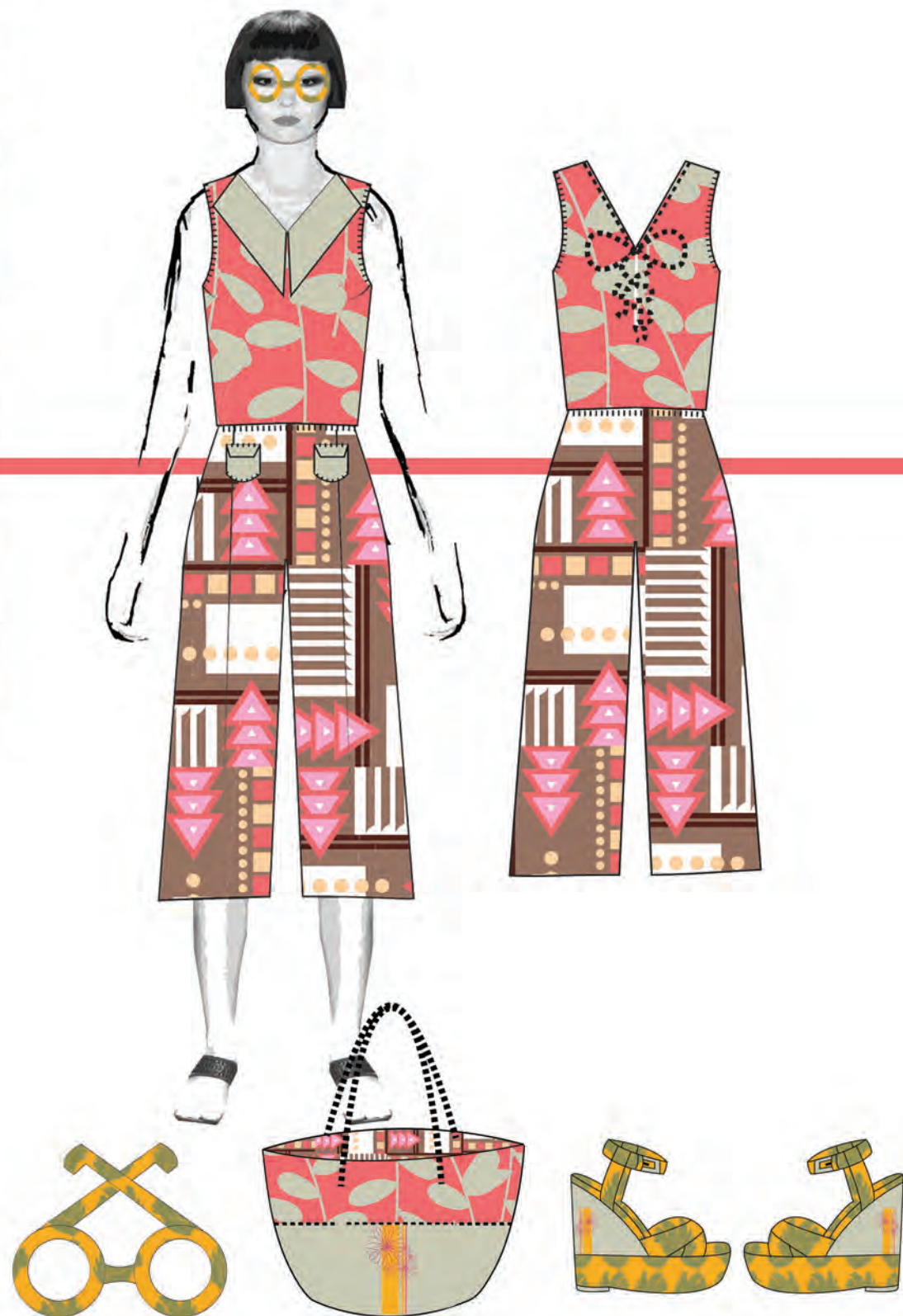
ALL OVER FLORAL



oasis

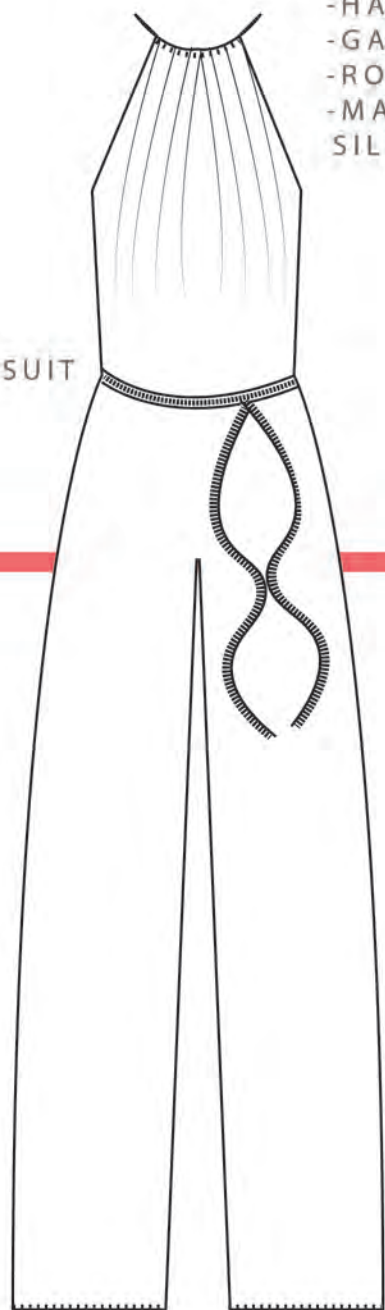


oasis



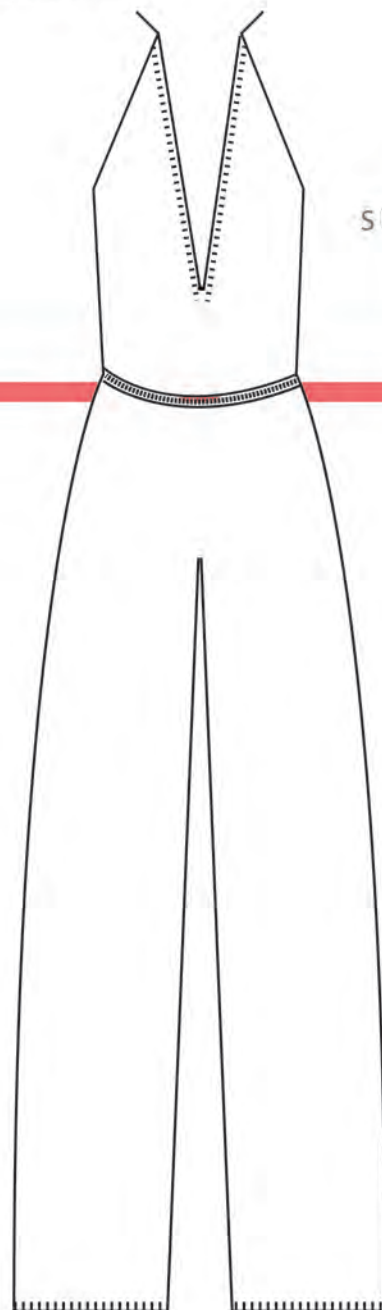
oasis

JUMP SUIT



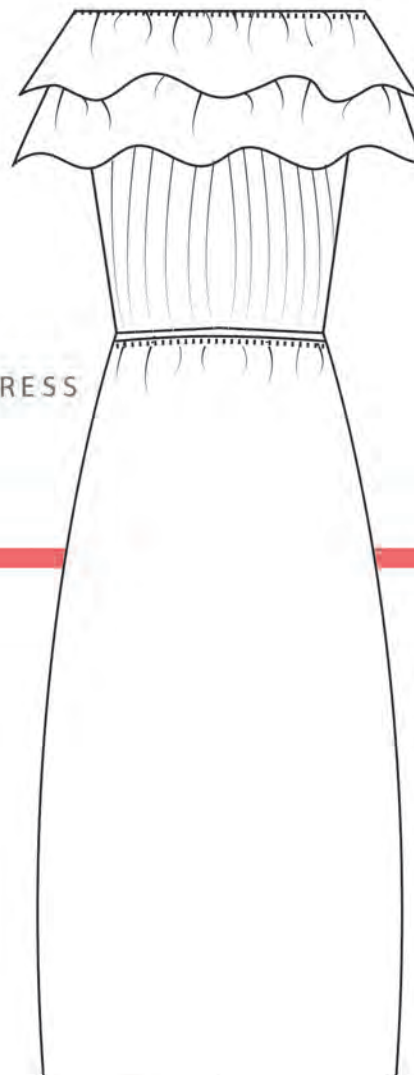
FRONT

- HALTER NECK JUMPSUIT
- GATHERED TOP HALF
- ROPE TIE ROUND WAIST
- MATERIAL : LIGHT COTTON OR SILK / SATIN



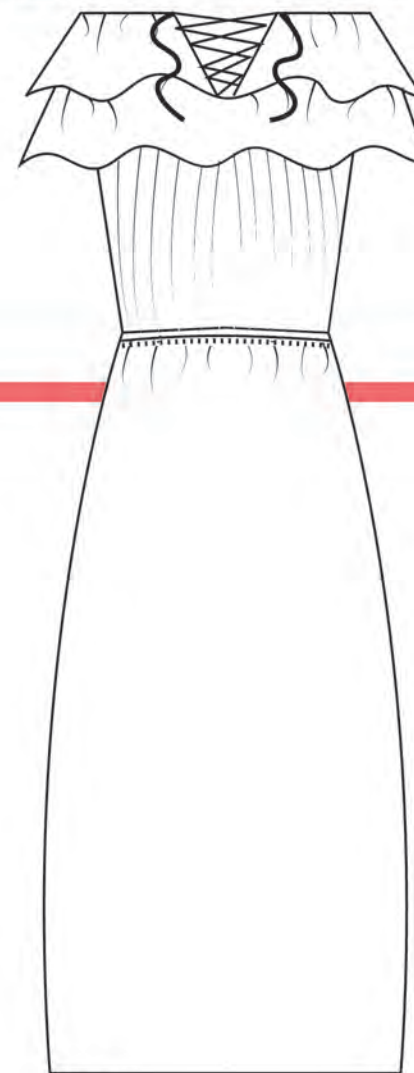
BACK

SUMMER DRESS



FRONT

- STRAPLESS DRESS
- FRILL ON TOP HALF OF DRESS
- WAIST BAND
- LACED UP ROPE DETAIL ON BACK
- MATERIAL: LIGHT FLOWING FABRIC

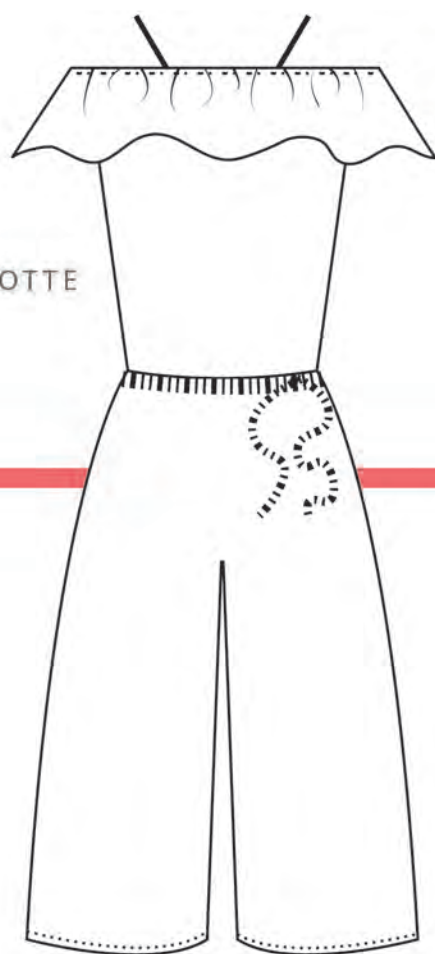


BACK



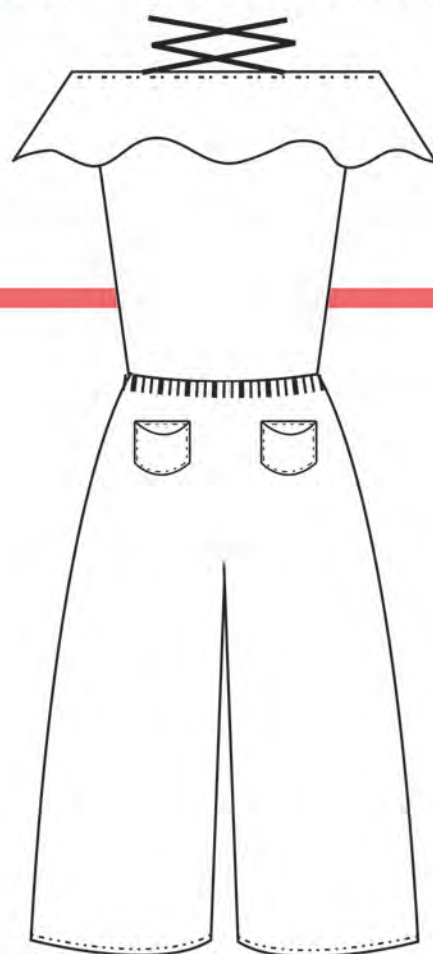
oasis

SHORT CULOTTE
JUMPSUIT



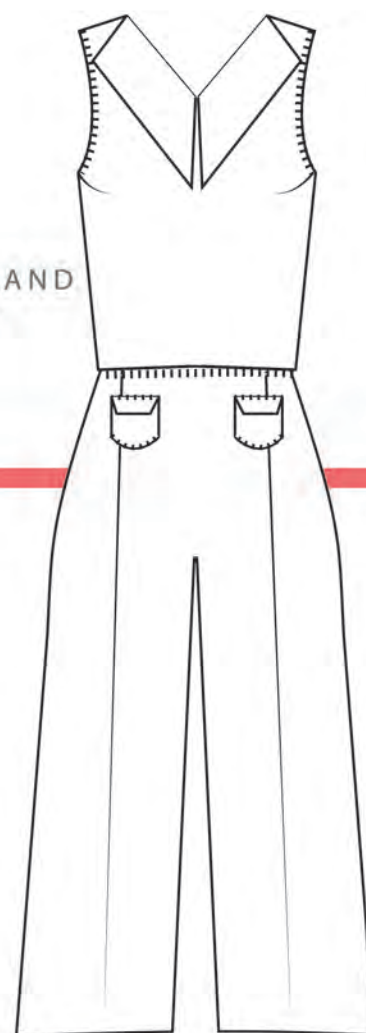
FRONT

- ROPE STRAPS
- FRILL ON TOP HALF OF JUMPSUIT
- ROPE TIE ROUND WAIST
- PATCH POCKETS ON BACK
- LACE UP ROPE STRAPS ON BACK



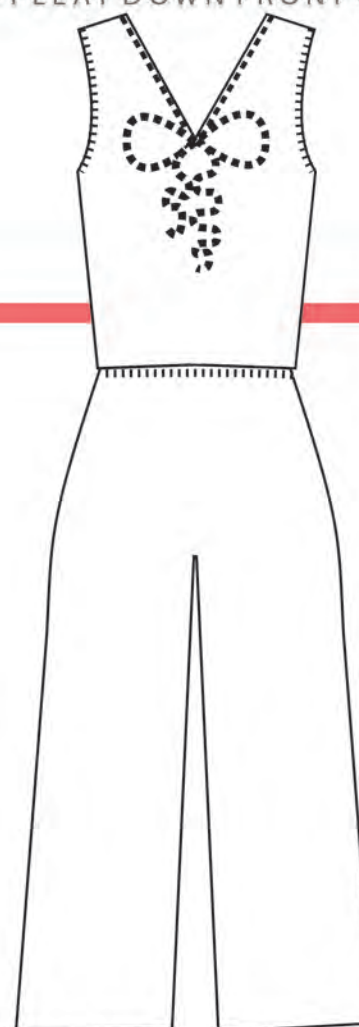
BACK

CULOTTES AND
TANK TOP



FRONT

- OVER SIZED COLLAR
- PATCH POCKETS
- LARGE ROPE DETAILING ON BACK
- LARGE ROPE BOW
- PLEAT DOWN FRONT OF CULOTTES

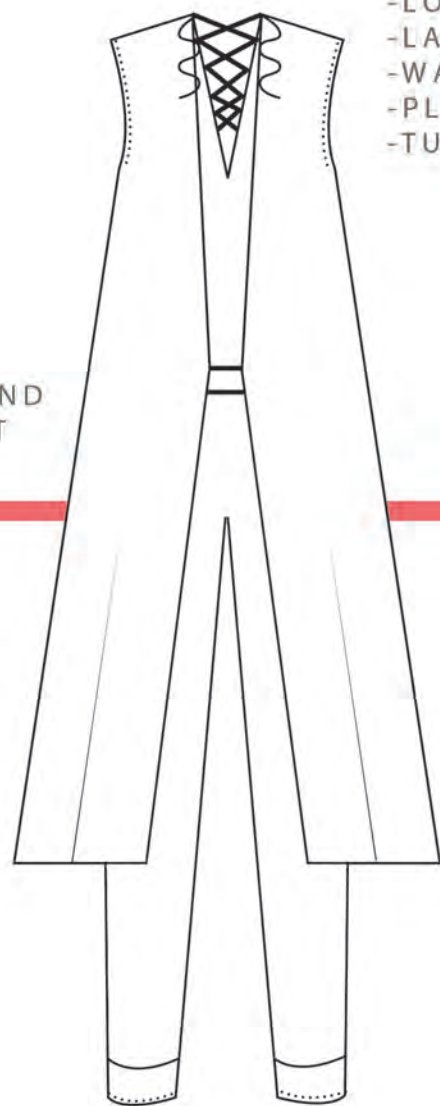


BACK



oasis

JACKET AND
JUMPSUIT



FRONT

- LONG A-LINE SLEEVELESS JACKET
- LACE UP ROPE TIE ON FRONT
- WAIST BAND ON JUMPSUIT UNDERNEATH
- PLEAT ON FRONT AND BACK OF JACKET
- TURN UP ON TROUSER LEG



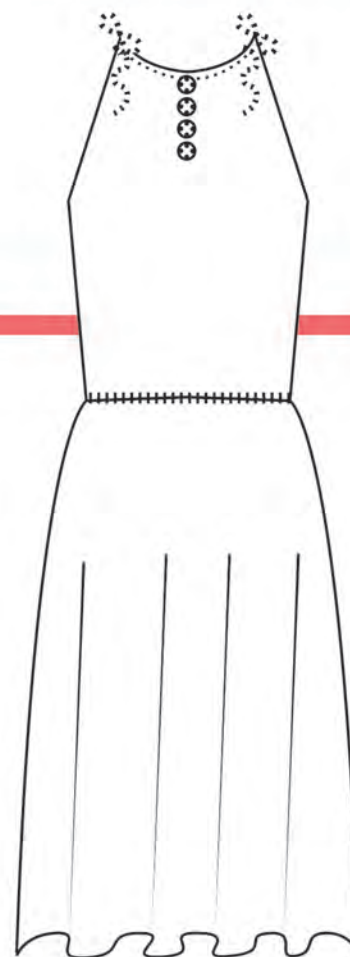
BACK

SUMMER DRESS



FRONT

- PLEATED SKIRT ON DRESS
- TIED ROPE BOWS ON SHOULDERS
- GATHERED NECK LINE
- ROPE WAIST BAND
- BUTTONS GOING DOWN CENTRE BACK



BACK



oasis

OSSIE CLARK



70'S INSPIRED

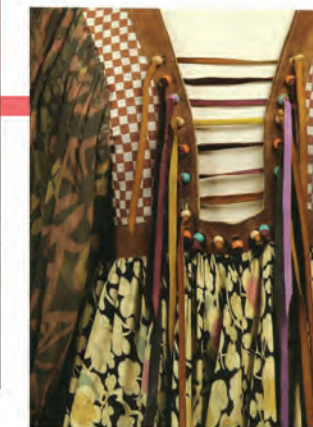


FLUIDITY WITHIN GARMENTS

BILL GIBB



70'S DESIGNER



LACE UP DETAIL

oasis



FIRST INITIAL GARMENT DESIGNS

I was very interested in this particular garment as it is heavily printed and a very universal piece

- Can be worn with tights or leggings
- Thick and dark material that frames the print
- Bold print
- Vibrant colours
- Use of different scales works well
- Using diagonal lines it help to keep different prints seperate
- Buttons add a nice small scale detail
- The tie detail around the waist also adds a very subtle feature to the garmernt
- Garment is priced £45.00



This dress itself is bold and in your face, with the oversized prints and vibrant colour choice which has been used throughout this Oasis print trend

- Statement piece
- The V neck line emphasises the feminity within the garment
- Due to the garment shape and larg print I feel it would work with many body shapes
- Garment price £48.00



This garment I felt was very interesting due to the pasiley print being used in a slightly different context

- Small and large prints work effectivley together
- Large paisley prints are framed by the thick bold strips of colour
- Colour palette is very effective due to in relating to the trend throughout the store
- The small print I believe works well within the overall garment
- Garment costs £30.00

I believe that this piece to me stood out from all of the other printed garments within the store as it is was a slightly different design

- Mix of contrasting print designs
- Scales of print
- Different material used; lighter and slightly different garment desgin
- Colour palette fits with the other garments within the collections
- I feel that the thick gold zip adds an edge to the overall piece itself
- Garment itself is £40.00



This jumper itself is the same pattern and print base as this top just on a different garment shape

- The garment itself is £40.00
- Universal print
- Successful combination of colours worked well
- Different garment shape but print pattern is able to look good and be applied on different garment shapes



PAISLEY PRINT

LATANA
BAKOTA



WAREHOUSE



Warehouse is very much a similar priced brand to Oasis but I feel that this company portrays it differently

- Large prints
- All over coverage
- Placement prints being used on certain garments
- Affordable
- Vibrant colours

MONSOON



Monsoon is similar to Oasis but I feel has a slightly wider range in prints.

- Heavily printed collections
- Fabric flows similar to some of the Oasis collections
- Similar to Oasis due to the print and colour trends
- Priced similar
- Wider range of print collection and fashion garments

REISS



Reiss is the most expensive competitor that I have looked into I believe that this brand is similar to Oasis due to the print collection it has within its clothing.

- More expensive
- Better quality
- All over prints
- Colour palette similar

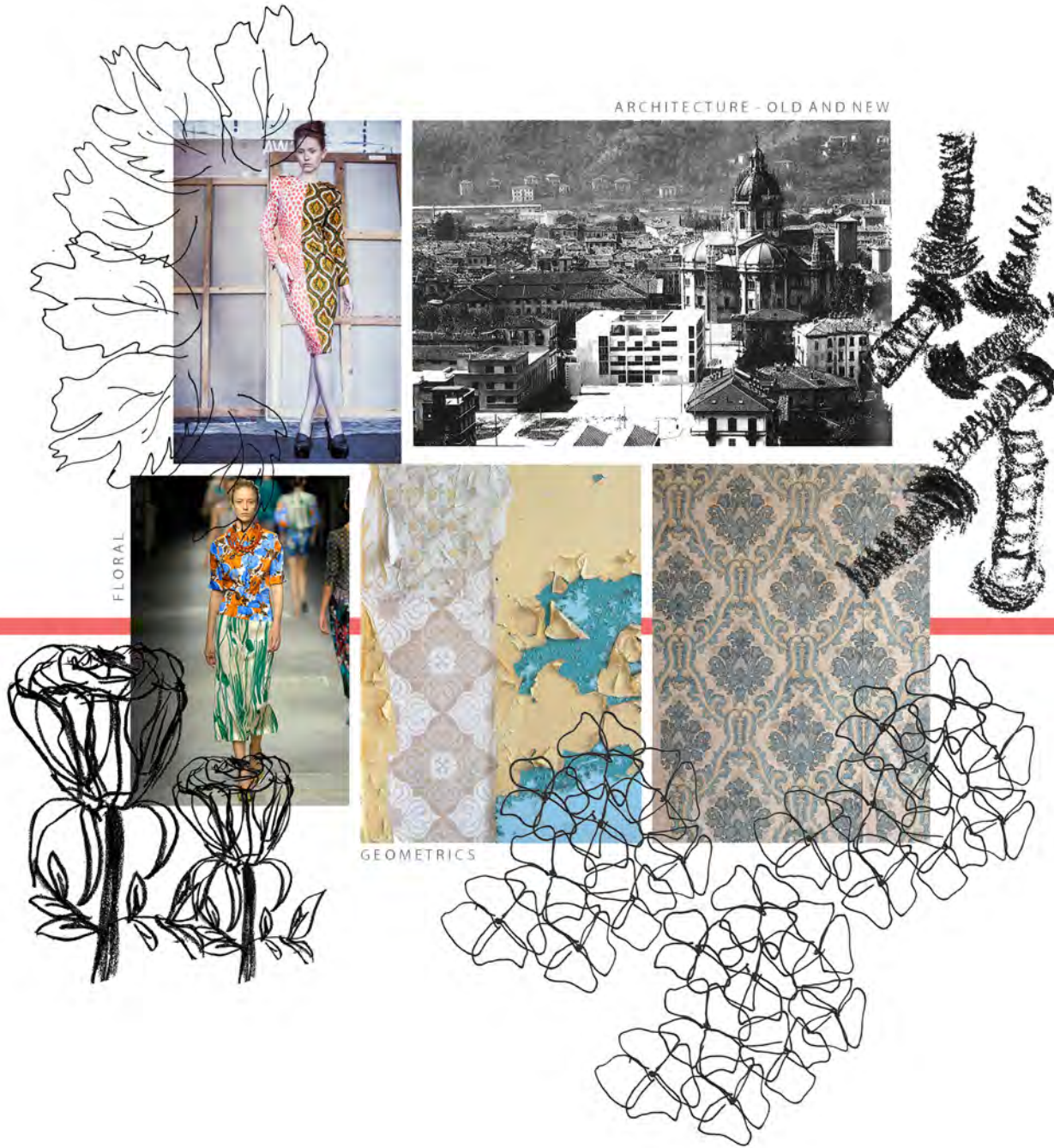


Looking into designer Julien Fournies S/S 16 collection I felt that the concept and designs fit with the new collections within Oasis stores;

- Heavily printed
- Rich colours
- Different scales of print
- Garment shapes
- Use of on trend patterns and garment shapes

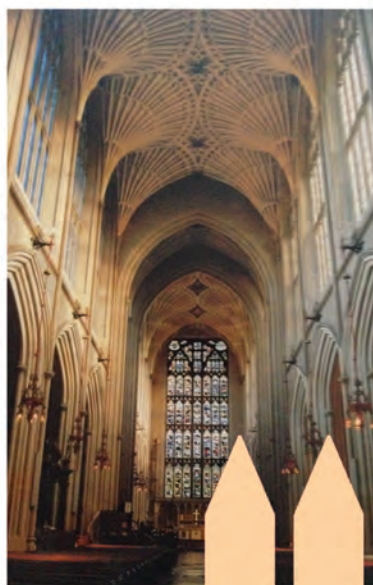
JULIEN FOURNIES S/S 16 CATWALK TRENDS

oasis

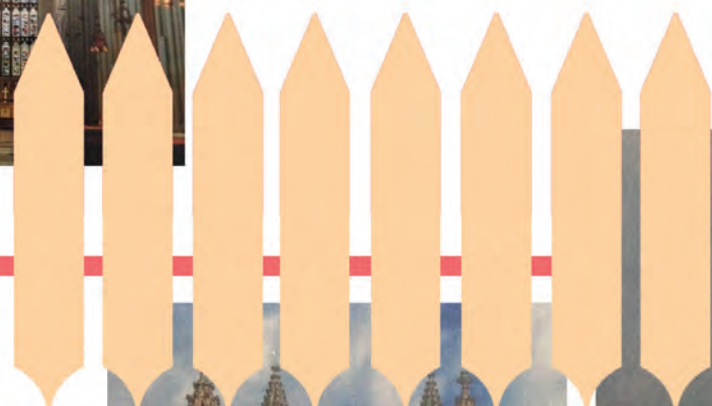


oasis

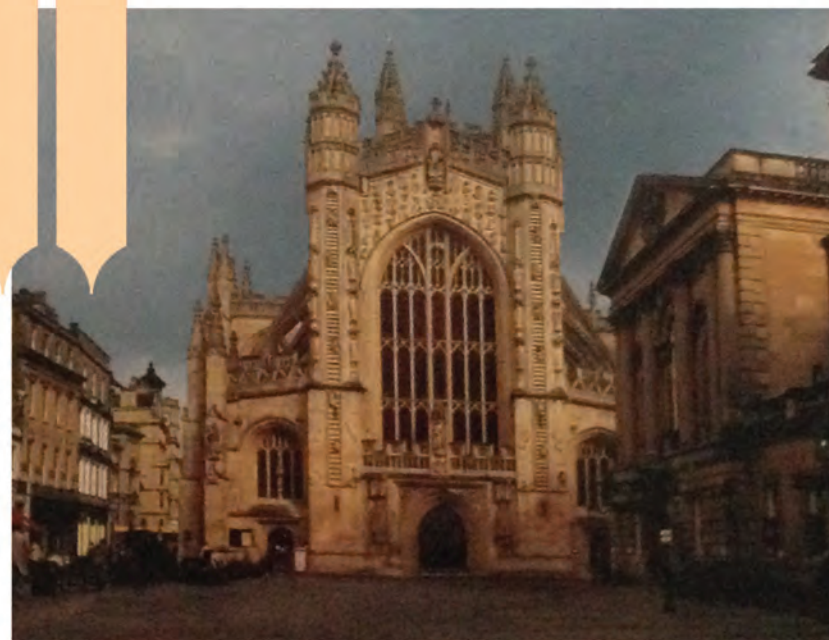
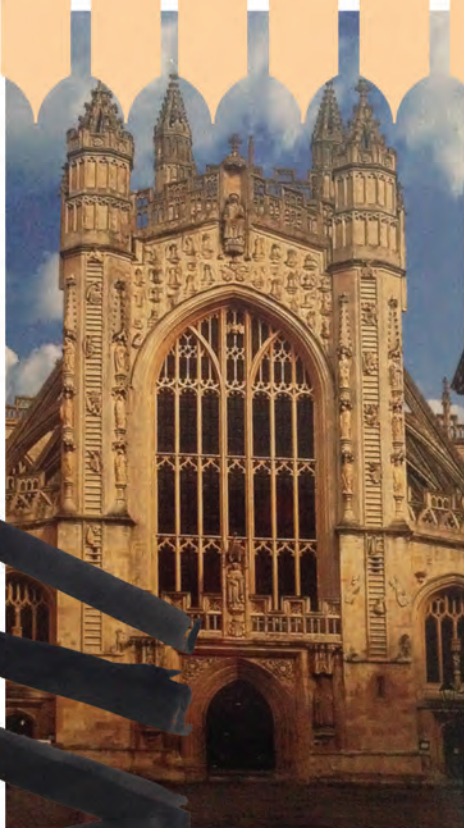
MOTIFS



BATH-SOMERSET



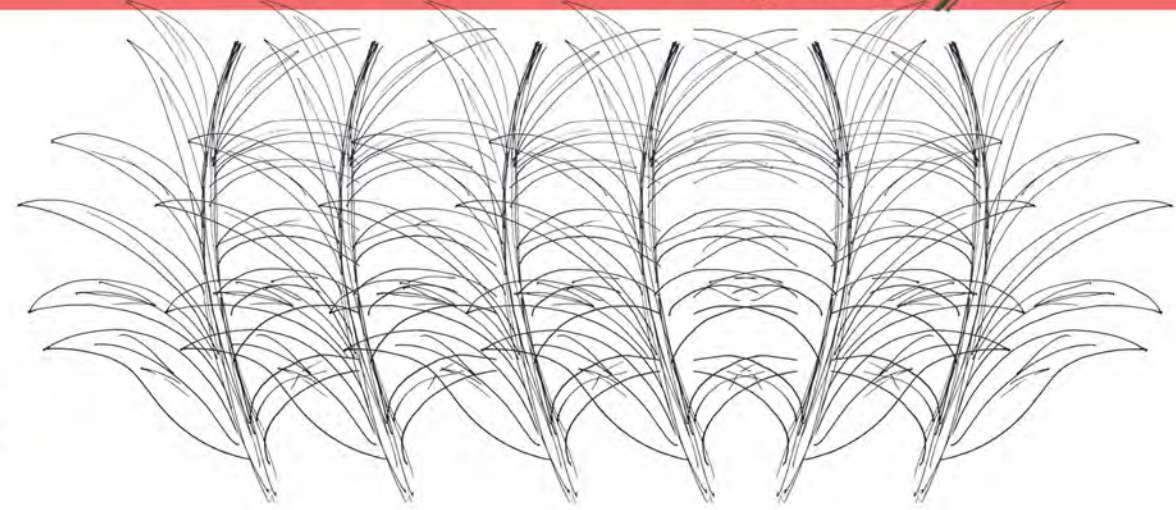
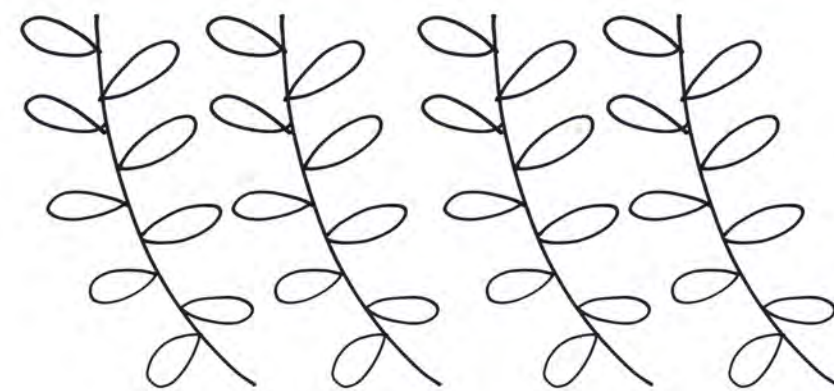
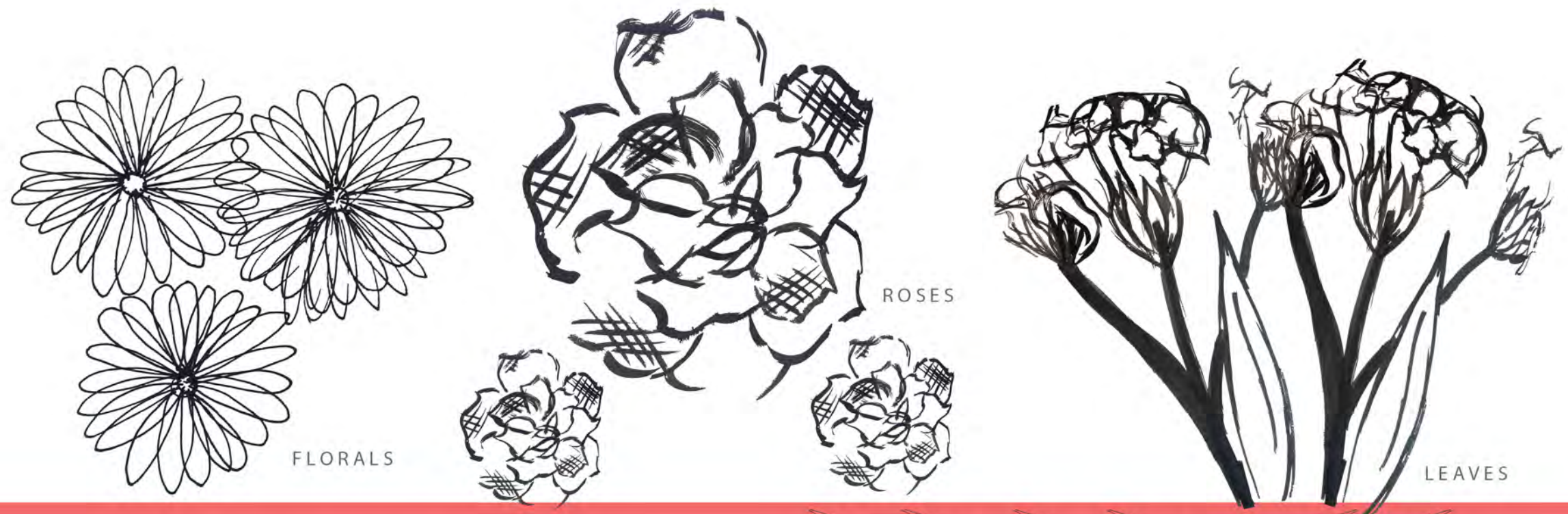
ARCHITECTURE



GEOMETRICS



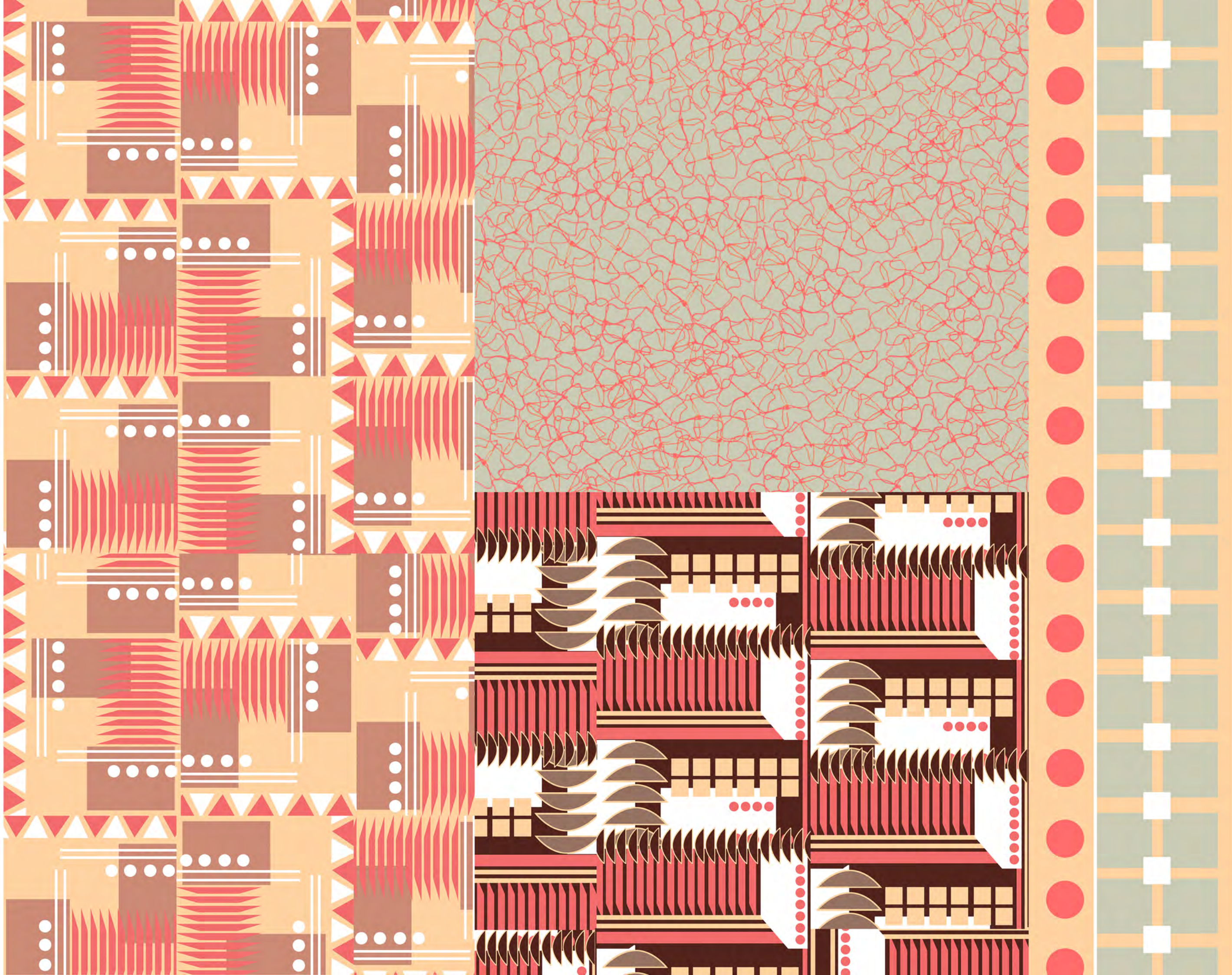
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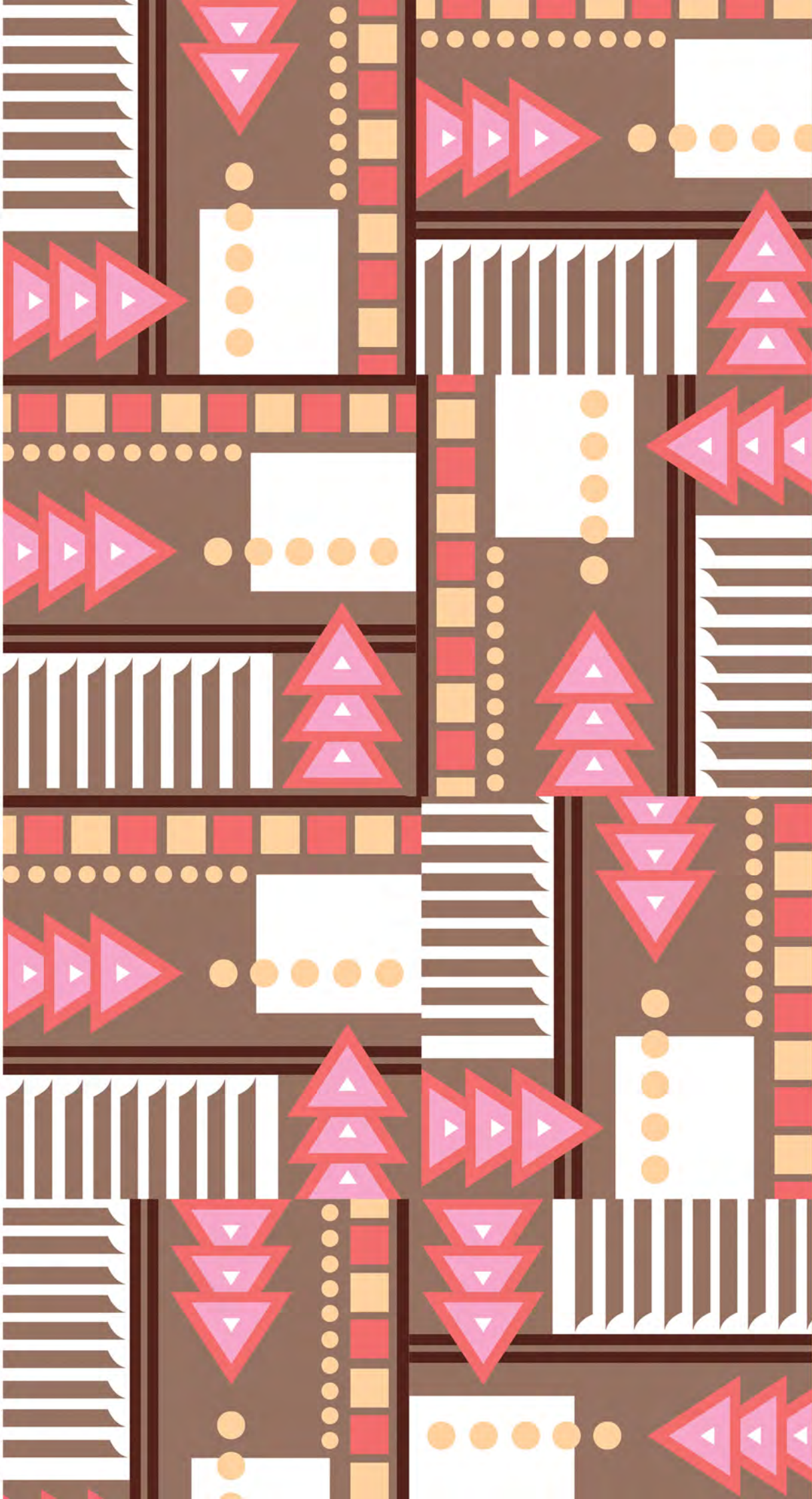


PHOTOGRAPHS



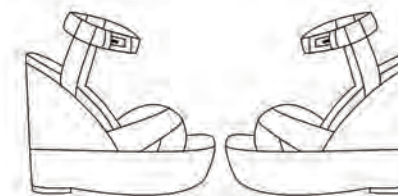
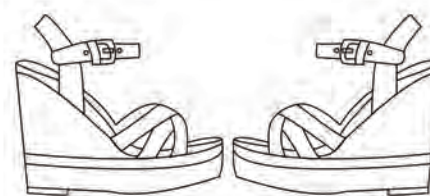
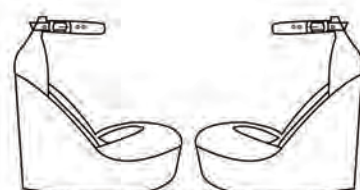
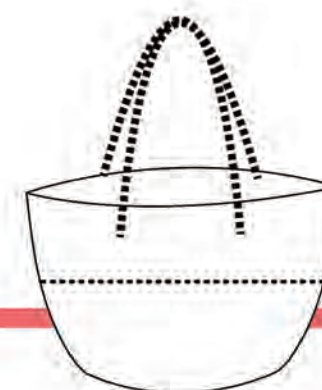
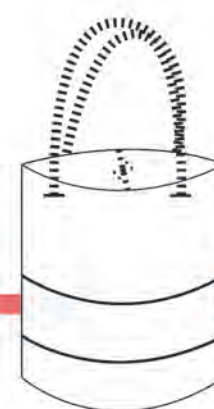
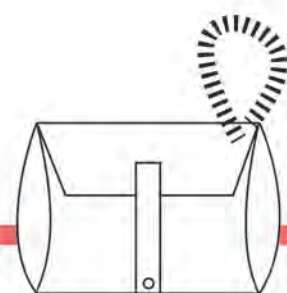
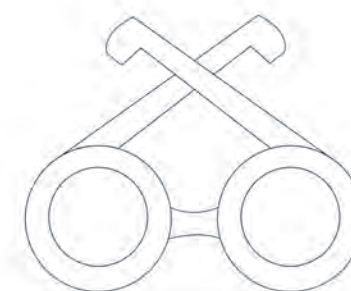
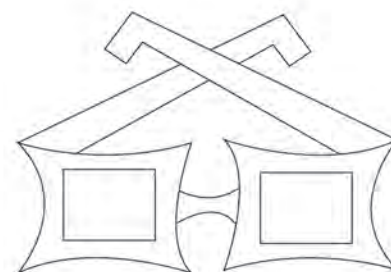
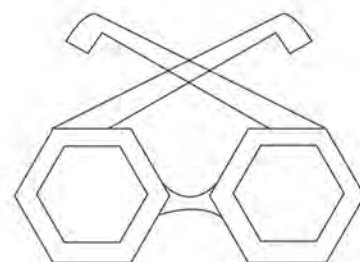
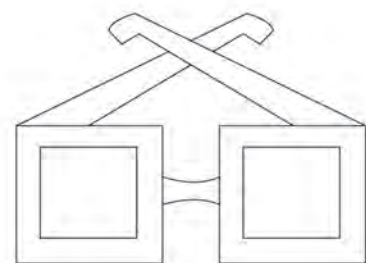
oasis











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