

amber pullen
oasis ss17
print for fashion & accessories





shop report



1. THE OH-SO LOVELY SKATER- £70
FABRIC: MAIN-98% COTTON 2% ELASTANE- LINING- 100% POLYESTER
ZIP FASTENING TO CB
BOTANICAL FLORAL PRINT IN A ALL OVER REPEAT.
DITSY FLOWERS WITH BOTANICAL LEAVES AND BUTTERFLIES.
SIMPLE GATHERS AT THE WAISTLINE SUPPORT THE PRINT
FORMATION AND DO NOT MISPLACE THE PATTERN.
2. BOTANICAL LONG SLEEVED TOP- £32
FABRIC: MAIN- 100% VISCOSE CONTRAST- 100% POLYESTER
LACE- 63% COTTON 37% POLYESTER
BUTTON FASTENING TO CB WITH LACE DETAIL ON
SHOULDERS AND BACK.
MEDIUM SCALE ENGLISH FLORAL DESIGN SITUATED TO THE
BOTTOM HEM OF THE TOP, GROWING SLOWLY UPWARDS.
3. BOTANY BIRD SHELL- £35
FABRIC: MAIN- 100% VISCOSE- LACE TRIM- 100% POLYESTER
ZIP FASTENING TO CB
PLACEMENT PRINT WITH BIRDS AND INSECTS POSITIONED ON
THE TOP RIGHT SHOULDER.
4. BOTANICAL PLACEMENT MIDI SKIRT- £60
FABRIC: MAIN- 100% POLYESTER
ZIP FASTENING TO CB
A DARK GROUND HIGHLIGHTS THE REPEATING BOTANICAL DESIGN.
5. BOTANY CREW CARDI- £38
FABRIC: MAIN- 100% COTTON
BUTTON FASTENINGS ON CF
POSITIONED AT THE BOTTOM OF THE CARDIGAN THIS DITSY
FLORAL DESIGN INCLUDES EMBELLISHMENTS OF SEQUINS AND
BEADS WITH PEARL STYLE BUTTONS.
6. BOTANY V NECK DRESS- £55
FABRIC: MAIN- 97% COTTON 3% ELASTANE-
LINING- 100% POLYESTER
ZIP FASTENING ON CB
A SPARSE REPEATING SINGULAR BOTANICAL FLORAL ADORNS THIS
DRESS WITH A STRONG USE OF DARK TONES. NO DARTS OR SHAPE
HELP THE PRINT TO FLOW AMOUNGST THE GARMENT.
7. BOTANICAL JACQUARD TOP- £40
FABRIC: MAIN- 100% POLYESTER
ZIP FASTENING TO CB
HIGH NECK CROP TOP FEATURES DARK FOLKY FLORALS IN
COORDINATION WITH THE BOTANICAL PLACEMENT MIDI SKIRT.
8. BOTANICAL BORDER LACE TRIM T-SHIRT- £32
FABRIC: MAIN- 100% VISOCSE
LACE TRIM- 100% POLYESTER
LACE TRIM SLEEVES SUPPORT THE ENGLISH FLORAL PRINT IN
A DITSY PALETTE.

Brand competitors

COUTURE INSPIRATION
HISTORICAL REFERENCES
CONTEMPORARY USE OF PRINT
PRINT COMBINATIONS AND PLACEMENT
FLORAL ARRANGEMENT
OVERSIZED
SCALE

MARY KATRANTZOU

HOUSE OF HACKNEY

EMILIO PUCCI

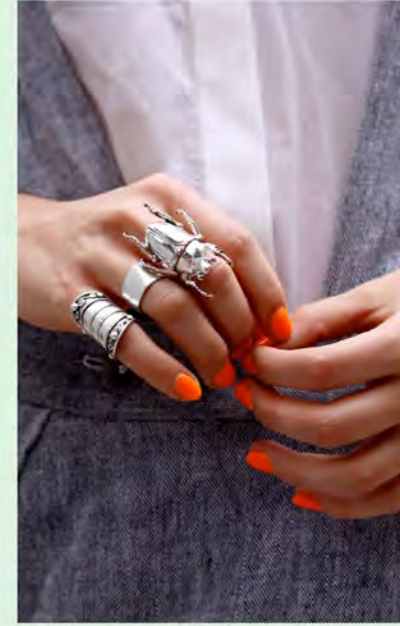
ANTHROPOLOGIE

ZARA

GUCCI

ZARA

customer profile



favourite
oasis piece

RESOURCEFUL. PASSIONATE. ORIGINAL. ECELCCTIC.

NAME: GEORGINA BRANCH.
AGE: 27.
OCCUPATION: FREELANCE WRITER.
ADDRESS: KNIGHTSBRIDGE.
MARITAL STATUS: IN A RELATIONSHIP, RELUCTANT TO MARRY, CAREER FOCUSED.
EDUCATION: BA (HONS) FASHION JOURNALISM- UNIVERSITY OF THE ARTS LONDON.
FAVOURITE HOLIDAY DESTINATION: SANTORINI, GREECE.
ASPIRATIONS: LONGS TO BECOME FASHION DIRECTOR FOR A LEADING NATIONAL MAGAZINE.
FAVOURITE COLOUR: TANGERINE.
FAVOURITE FASHION DESIGNERS: GUCCI, CLAVIN KLEIN, ALEXANDER MCQUEEN, KATE SPADE.
HOBBIES: SOCIALISING, PHOTOGRAPHY, WRITING & BEING CREATIVE.

botanical instinct

INSPIRED BY A DEVOTED LOVE OF HAND ILLUSTRATIONS, COLOUR AND PATTERN THIS SPRING/SUMMER 17 COLLECTION, FOR OASIS WOMENSWEAR AND ACCESSORIES, BLOSSOMS WITH FLORAL EXUBERANCE REMINISCENT OF SUMMER FLOWER MEADOWS.

HISTORICAL REFERENCES FROM A SERIES OF SUMPTUOUS DEPICTIONS OF FLOWERS NOTABLE FOR THEIR EPIC AND UNUSUAL SETTINGS BY ROBERT JOHN THORNTON. THE TEMPLE OF FLORA HAS PROVIDED NUMEROUS INTRICATELY DRAWN INSPIRATIONAL ILLUSTRATIONS. COLOUR HAS GROWN FROM MANIPULATING THE PROPORTIONS OF COLOUR FOUND WITHIN THE TEMPLE OF FLORA ILLUSTRATIONS, TO EXPRESS A DOMINANT FLUID PALETTE.

SPRING/SUMMER 17 TREND KNOWLEDGE FROM WGSN EDGELANDS, HAS PROVIDED INTENTIONS FOR A NEW DESIGN AESTHETIC ALLOWING PEOPLE TO COMMUNICATE WITH THEIR ENVIRONMENT, FOCUSING ON ESSENTIALS, WHICH ARE RAW YET BEAUTIFULLY CONSIDERED. ENCAPSULATED BY TIMELESS DESIGNS THIS COLLECTION IS WELCOMING AND HEARTFELT.

THROUGH THE STUDIES OF BOTANICAL ILLUSTRATIONS SKILLS HAVE BEEN DEVELOPED TO PORTRAY PRECISION AND A HIGHER LEVEL OF ACCURACY RECONGISED AND DISTINGUISHED WITHIN THE PORTRAYAL OF BOTANICAL STUDIES. MERGED WITH A REFRESHING HONESTY OF COLOUR THIS COORDINATED COLLECTION OF DIGITAL PRINTS REVEALS THE BEAUTY IN THE EVERYDAY.

BOTANICAL INSTINCT TAKES LARGE BLOOMS GROWING AMONG DELICATE BLOSSOMS, FOLIAGE AND EMBROIDERY TO REVEAL A BOHEMIAN WOMENSWEAR COLLECTION THAT PERFECTLY ACCENTUATES THE FLOURISHING PRINTS FOR OASIS SPRING/SUMMER 17.

KARL BLOSSFELDT



WILLIAM MORRIS

CEREUS GRANDIFLORUS

ELLSWORTH KELLY



HAND ILLUSTRATIONS

FENDI RESORT 16 WITH BOTANICAL ILLUSTRATION BACK DROP



ROBERT JOHN THORNTON
THE TEMPLE OF FLORA



CHARLES RENNIE MACKINTOSH



THE TEMPLE OF FLORA
COLOUR INSPIRATION



PROTEA LONGIFOLIA

visual research



LINO PRINT



ELLSWORTH KELLY



WILLIAM MORRIS

BIODIVERSITY HERITAGE LIBRARY



SHIRLEY SHERWOOD



OASIS



VALENTINO SPRING 2015

TEMPERLEY LONDON SPRING 2016

initial design ideas



WILLIAM MORRIS

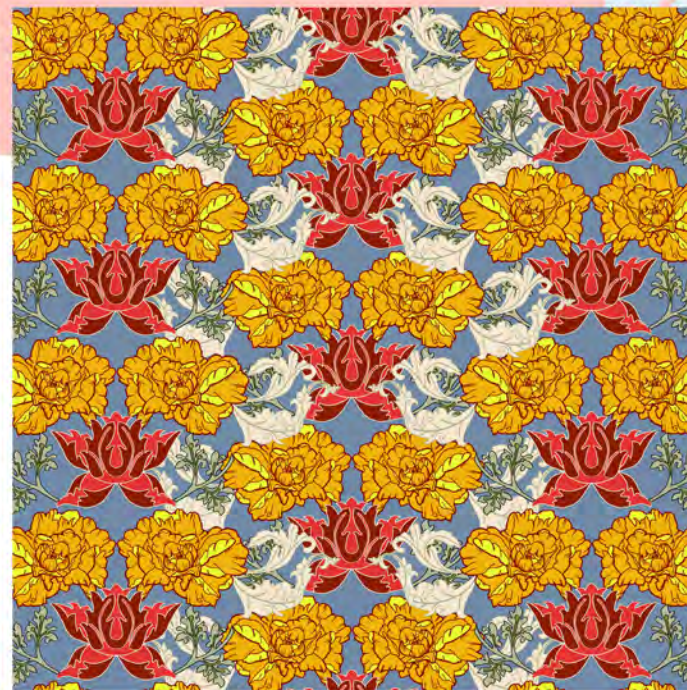
HOUSE OF HACKNEY



OASIS

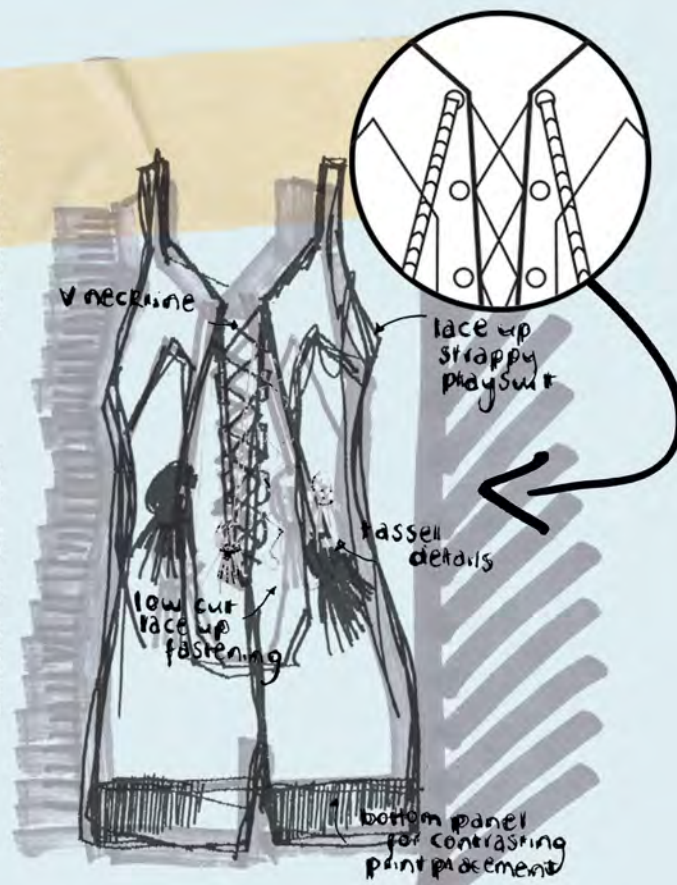


print
development



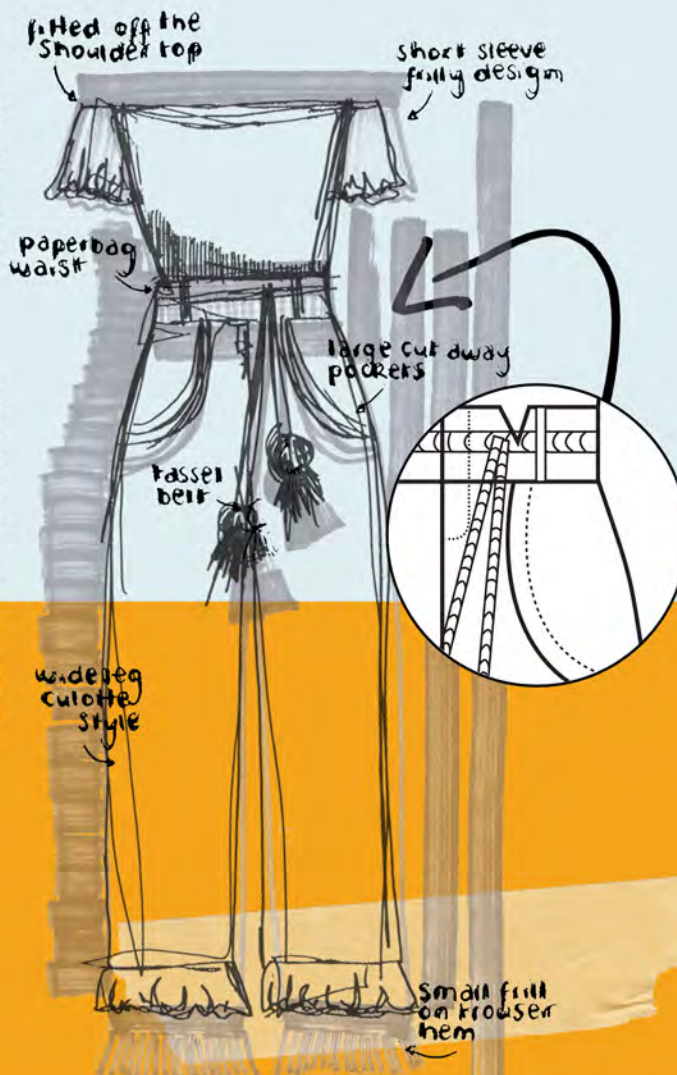
DEVELOPMENT.

LACE UP PLAYSUIT



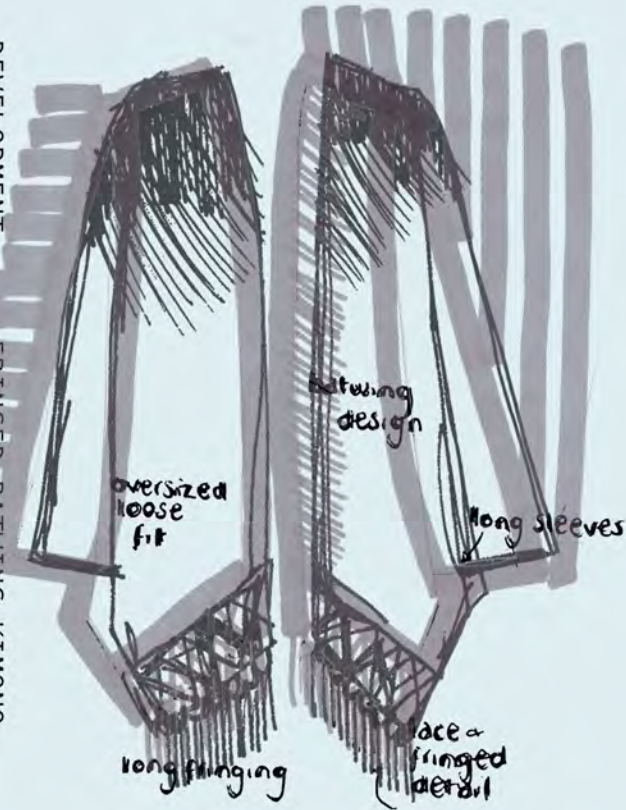
DEVELOPMENT.

BARDOT TOP & CULOTTES



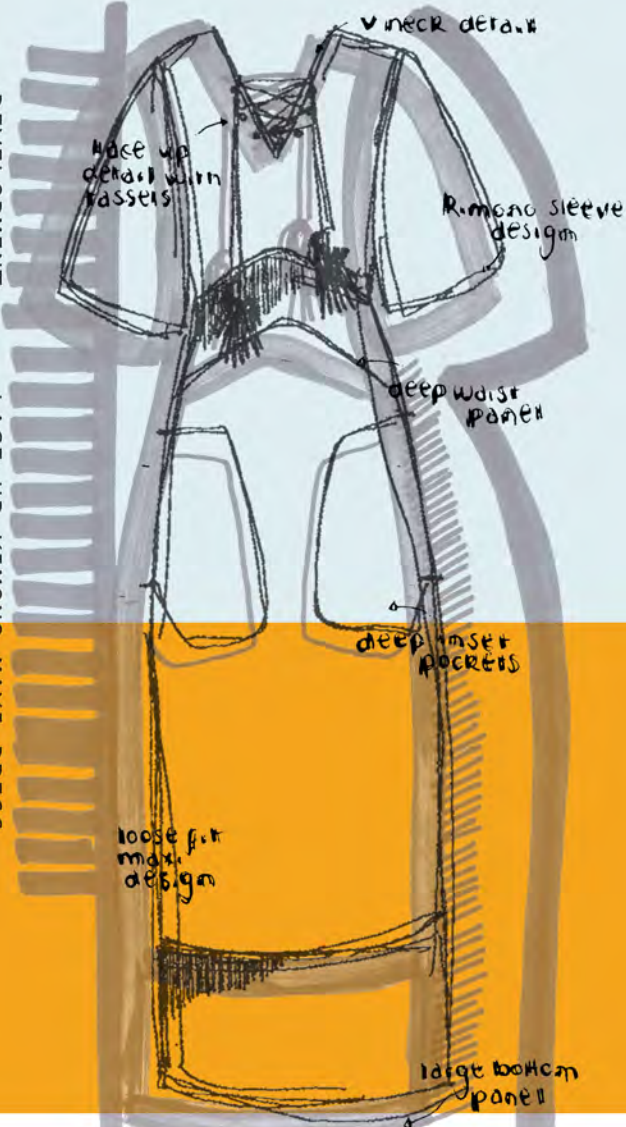
DEVELOPMENT.

FRINGED BATWING KIMONO



DEVELOPMENT.

LACE UP KIMONO MAXI DRESS



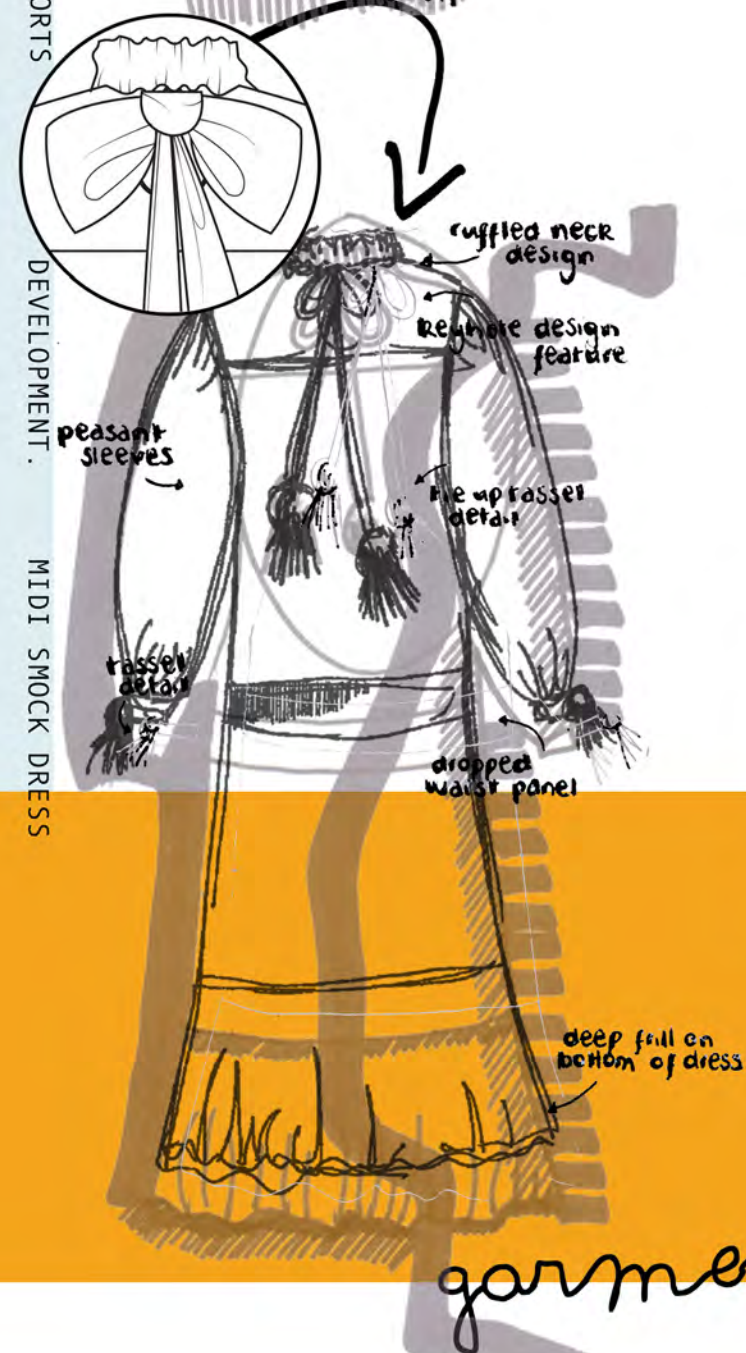
DEVELOPMENT.

CO-ORDINATED JACKET & SHORTS



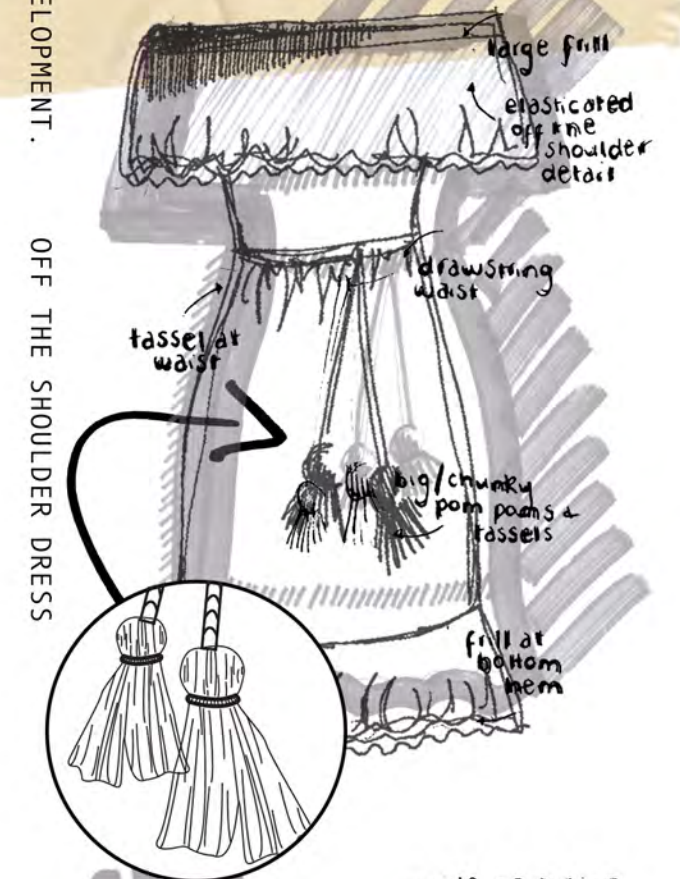
DEVELOPMENT.

MIDI SMOCK DRESS



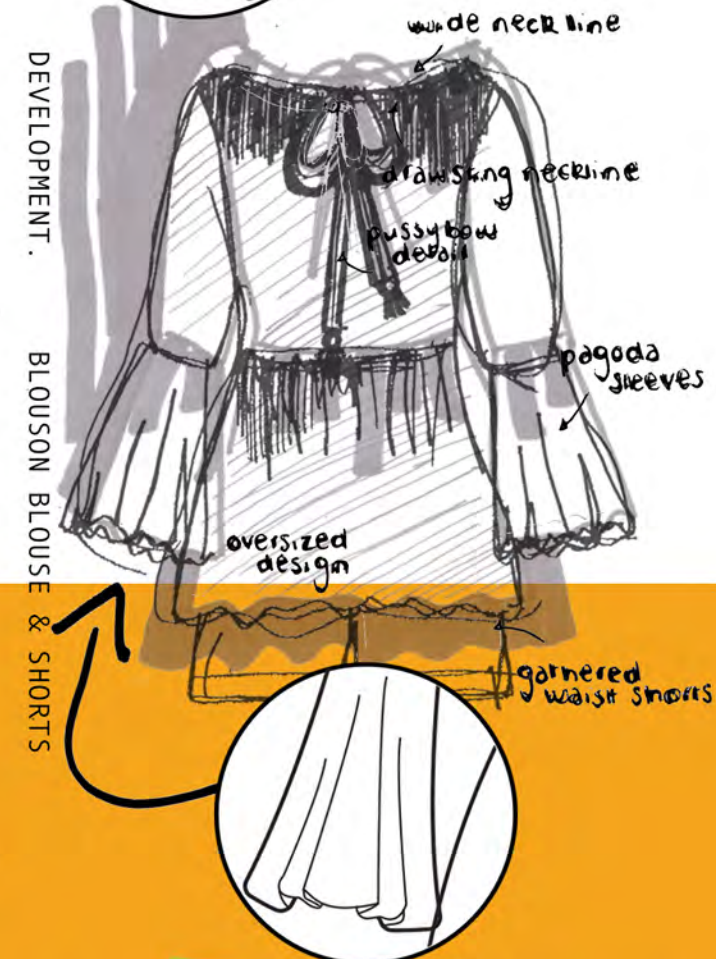
DEVELOPMENT.

OFF THE SHOULDER DRESS



DEVELOPMENT.

BLOUSON BLOUSE & SHORTS



garment fabrication

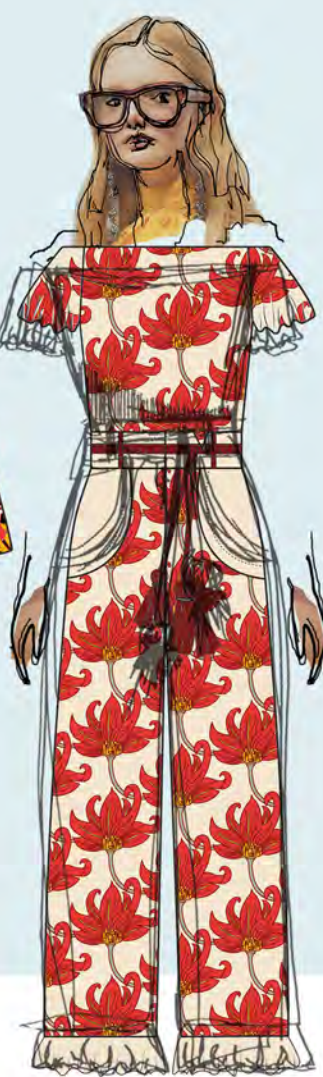
OASIS



technical line up



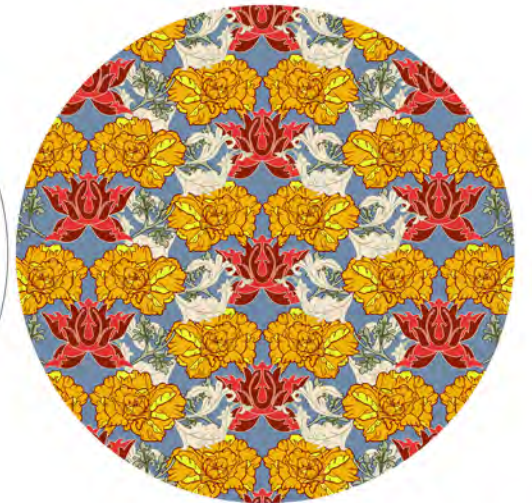
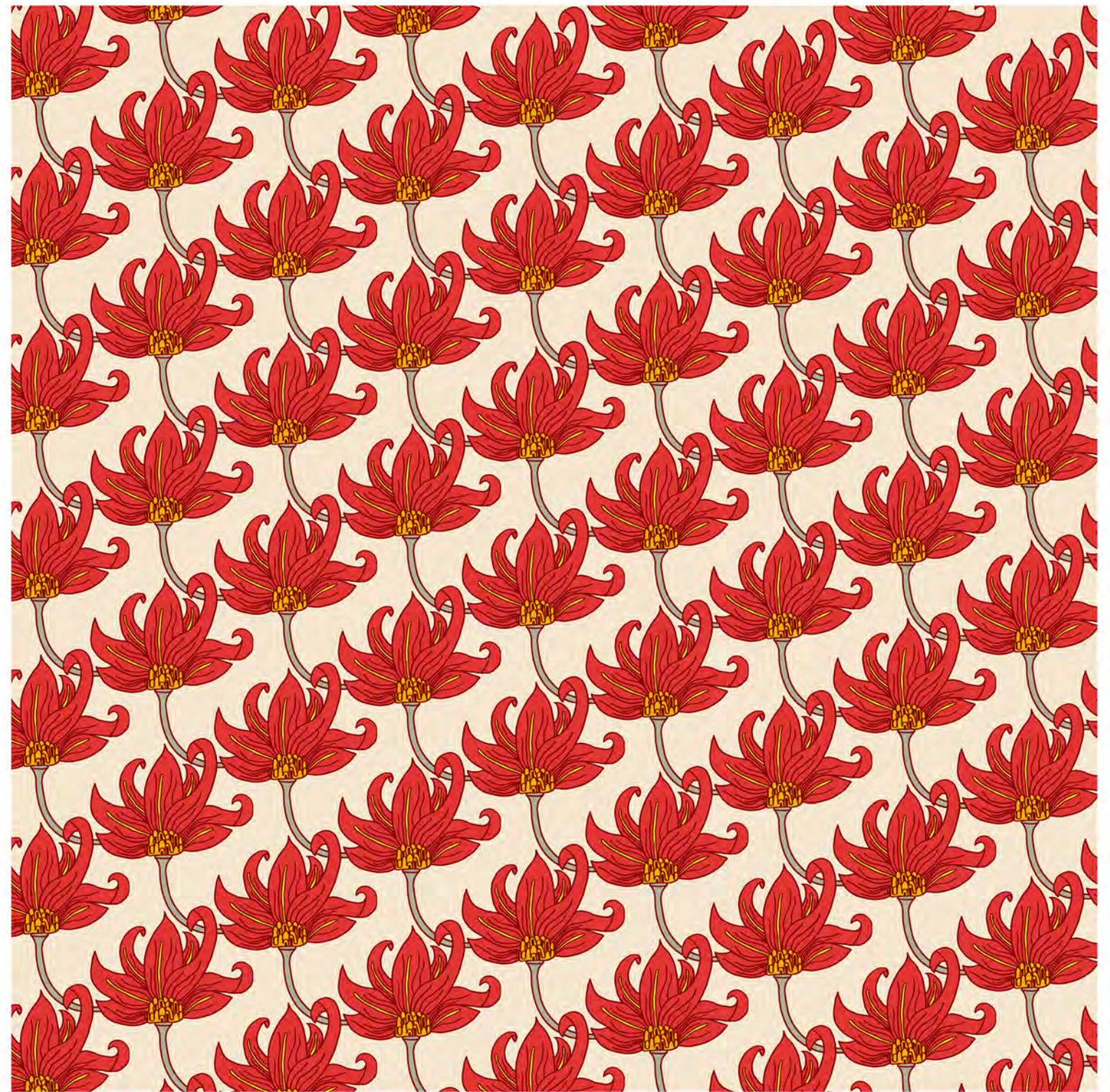
illustrated line up



illustrated line up







outfit 1



TOP: BARDOT STYLE FITTED TOP, FEATURING FRILLY SHORT SLEEVES WITH KEYHOLE TO REVERSE CONTAINING A BUTTON FASTENING.

CULOTTES: WIDE LEG CULOTTE STYLE TROUSER FEATURING PAPERBAG WAIST. TASSEL ROPE TIE BELT HOLDS TOGETHER WAIST WITH A CONCEALED ZIP INCLOSED ON THE CF. CONTRASTING FRILLED HEM FEATURES AT THE BOTTOM OF THE CULOTTES WITH LARGE CUT AWAY SIDE POCKETS APPEARING ON THE HIPLINE. SMALL BUTTONED LEG WELT POCKET ALSO FEATURES ON REVERSE OF CULOTTES.



A PLACEMENT PRINT OF GROWING FOILAGE FEATURES ON THE BARDOT TOP WHILE A FULL BLOOM FLORAL TRAILS AMONGST THE CULOTTES



AN ALL OVER REPEATING FLORAL BLOSSOMING OVER BOTH TOP AND CULOTTES



outfit 7

LACE UP KIMONO SLEEVE MAXI DRESS:
THIS KIMONO SLEEVE DESIGN DRESS
FEATURES A FLOOR LENGTH LOOSE FIT
MAXI DESIGN WITH A DEEP WAIST PANEL
AND LARGE BOTTOM PANEL. FEATURING
DEEP SIDE SEAM INSET POCKETS
THIS MAXI DRESS INCLUDES A DEEP
V COWL SCOOP BACK NECKLINE,
WITH A SMALL CONCEALED ZIP TO
CB FOR ENTRANCE INTO GARMENT.
THE CF ALSO INCLUDES A SMALL
V NECKLINE WITH EYELETS AND
LACE UP DETAILING OF ROPE
AND COORDINATING CHUNKY
TASSELS.



OVERSIZED INTERTWING BLOOMS COVER THE ENTIRE MAXI
DRESS CREATING SCULPTURAL BLOSSOMS ON A COLOURED
GROUND WITH CONTRASTING COLOURED TASSELS



BUDS AND FOLIAGE FEATURE AMONGST THIS MAXI DESIGN WITH A
COORDINATING PLACEMENT PRINT OF MONOCHROMATIC STRIPS TO
BREAK DOWN THE STATEMENT DESIGN



A TRAILING REPEAT COVERS THE BODY OF THIS DRESS WITH A CORRESPONDING PLACEMENT FEATURING IN THE UPPER AND LOWER DEEP FRILL DETAILING



A STATEMENT DESIGN OF MONOCHROME STRIPS WITH A BORDER OF FLORAL FOLIAGE SIT AMONGST MID TONES OF MIDNIGHT GREY IN THIS GATHERED WAISTLINE DRESS



outfit 4

OFF THE SHOULDER DRESS: A LARGE FRILL WITH ELASTICATED OFF THE SHOULDER DETAIL FEATURES ON THE TOP HALF OF THIS GARMENT. A DRAWSTRING WAIST WITH ROPE AND CHUNKY TASSEL DETAILING MAKES THE DRESS GATHERED AT THE WAISTLINE. FINISHED WITH A DEEP FRILL ON THE BOTTOM OF THE DRESS THIS GARMENT IS A SLIP ON DESIGN WITH ELASTICATED DETAIL FOR SUMMER EASE.



outfit 3

SMOCK DRESS: AN OVERSIZED MIDI LENGTH SMOCK DRESS WITH LARGED SHAPED PEASANT SLEEVES. A RUFFLED NECK WITH KEYHOLE FASTENING AND PUSSY BOW DETAILING CREATES A FEATURED NECKLINE. CORRESPONDING DROPPED WAIST PANEL AND BOTTOM DEEP FRILLED PANEL BREAKS UP THE OVERAL SILHOUETTE OF THE GARMENT WITH DEEP INSET SIDE SEAM POCKETS. BIG CHUNKY TASSELS FEATURE BOTH ON THE PUSSY BOW AND DRAWSTRING SLEEVES WHILE AN ADDITIONAL TASSEL FEATURES ON THE CONCEALED ZIP DOWN THE CB OF THE DRESS.



A COORDINATING STRIPE FEATURES ON THE MAIN BODY OF THE DRESS WITH A DELICATE PLACEMENT FLORAL BUDDING FROM THE CENTER AND BOTTOM OF DRESS

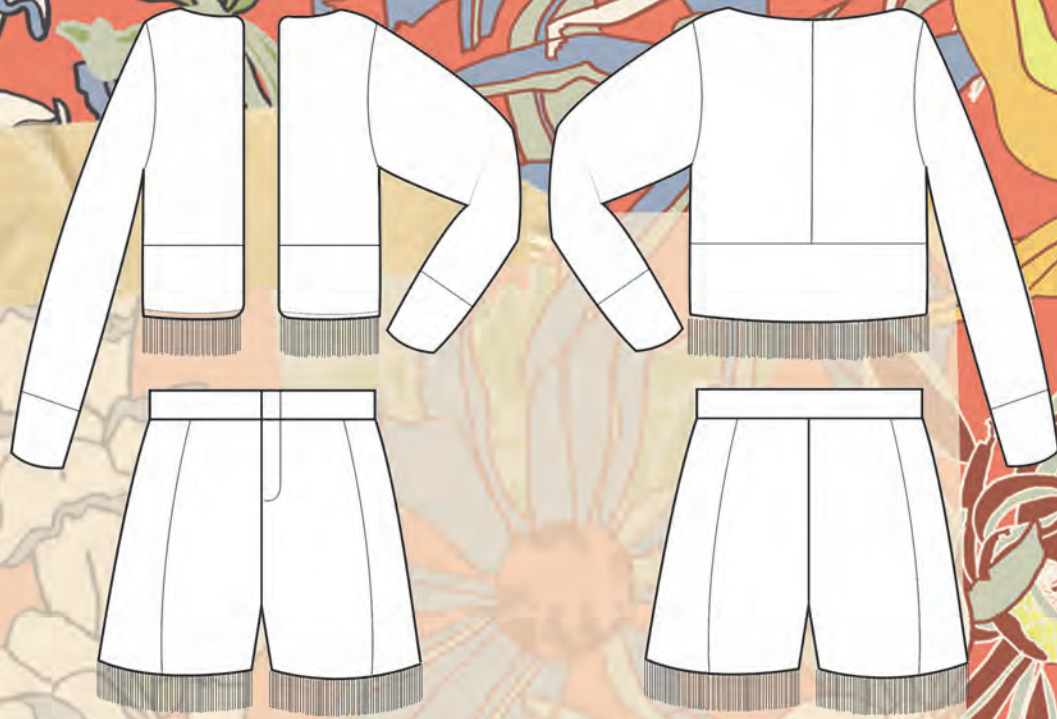


A STATEMENT REPEATING DESIGN OF FULL BLOOMS TUMBLE ACROSS THE SMOCK DRESS GARMENT HIGHLIGHTED WITH WARM TONES OF BLOCK COLOUR



A STRUCTURED REPEATING DESIGN FLOWS AMONGST THIS CO-ORD WITH TRAILING VINES OF NATURAL BLOOMS SET IN A WARM YET VIBRANT PALETTE

A FLORISHING COORDINATING BLOOM MATCHES THIS SUMMER CO-ORD SET, WITH COMPLEMENTARY TONES OF WARM CREAM AND RICH RED AMONG BOTH THE PRINT AND BLOCK PANELS



outfit 6

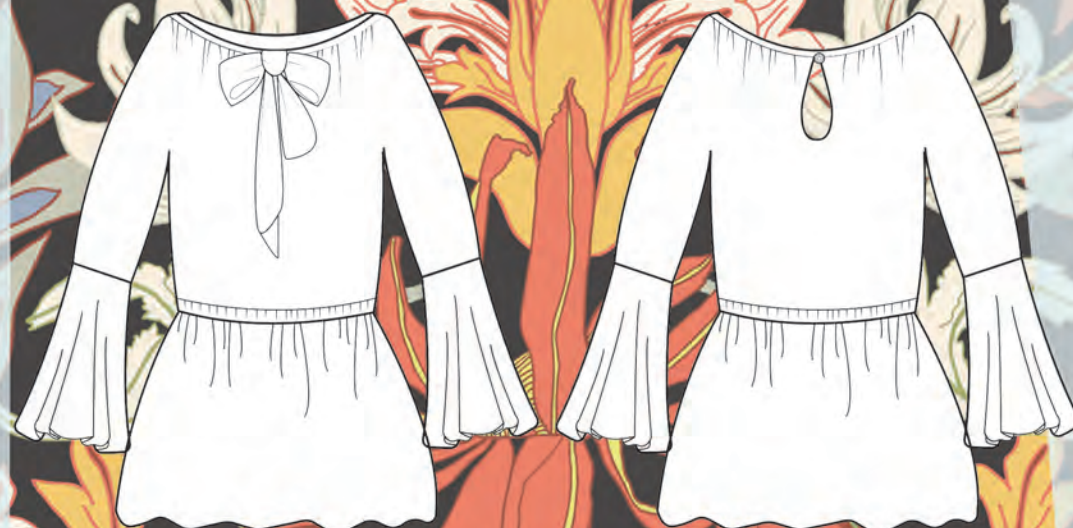
CO-ORDINATED CROPPED JACKET AND SHORTS: THIS COORDINATING TWO PIECE FEATURES A CROPPED JACKET WITH A COLLARLESS DESIGN, SIDE SEAM POCKETS SIT AMONGST THE paneled design, WHICH BREAKS UP THE GARMENT ALLOWING FOR PRINT PLACEMENT. FRINGING DETAIL FEATURES ALONG THE HEM OF BOTH THE JACKET AND SHORTS WITH THE SHORTS BEING HIGH WAISTED AND TAILORED FOR FIT.



A STRONG PLACEMENT PRINT TRAILS ACROSS THE FRONT AND BACK OF THIS BLOUSON BLOUSE WHILE A SMALL SCALE COMPANION PRINT BLOSSOMS AMONGST THE SHORTS



OVERSIZED FULL BLOOM FLORAL AND FOLIAGE COVER THE STATEMENT BLOUSE WITH INTRICATELY DRAWN DELICATE GREENERY WRAPPING AROUND THE PAPERBAG WAIST SHORTS

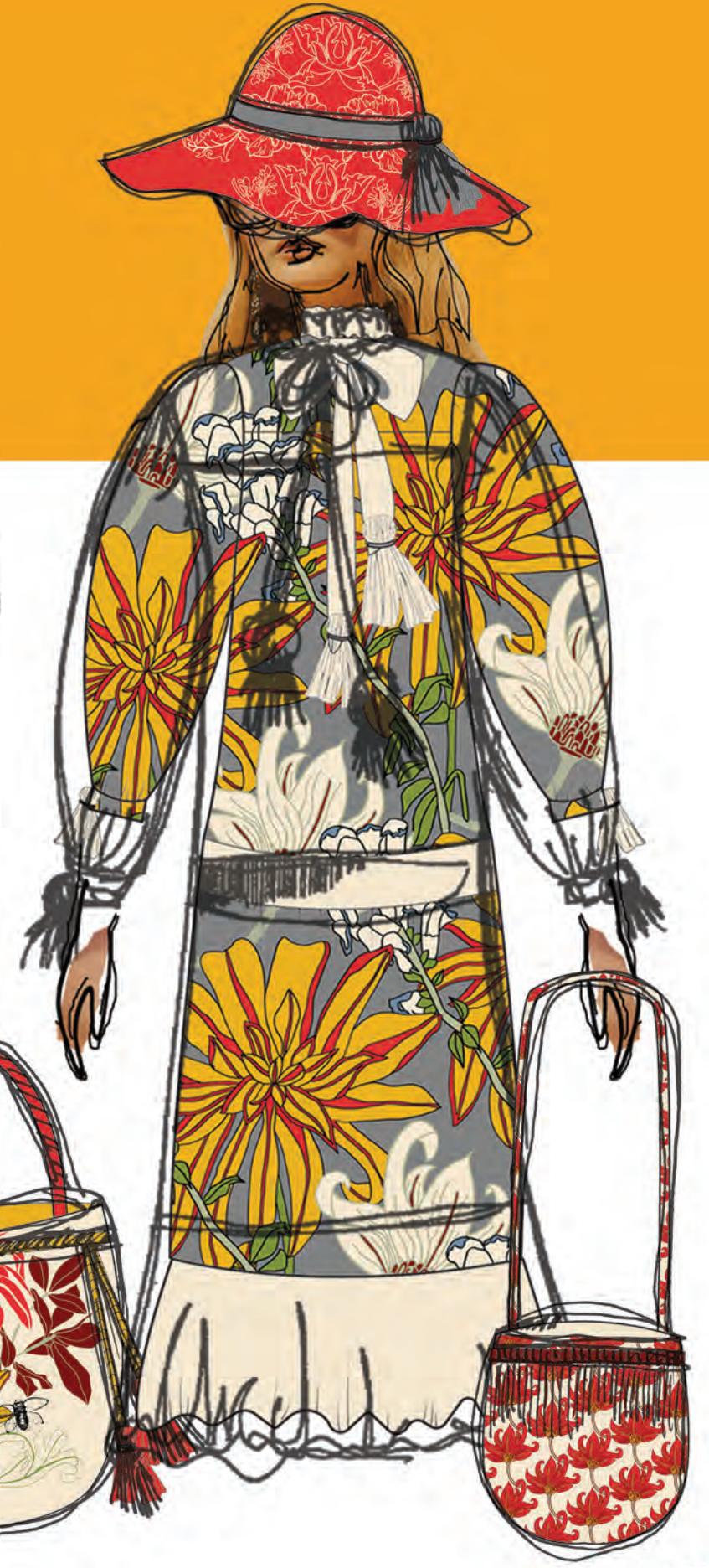
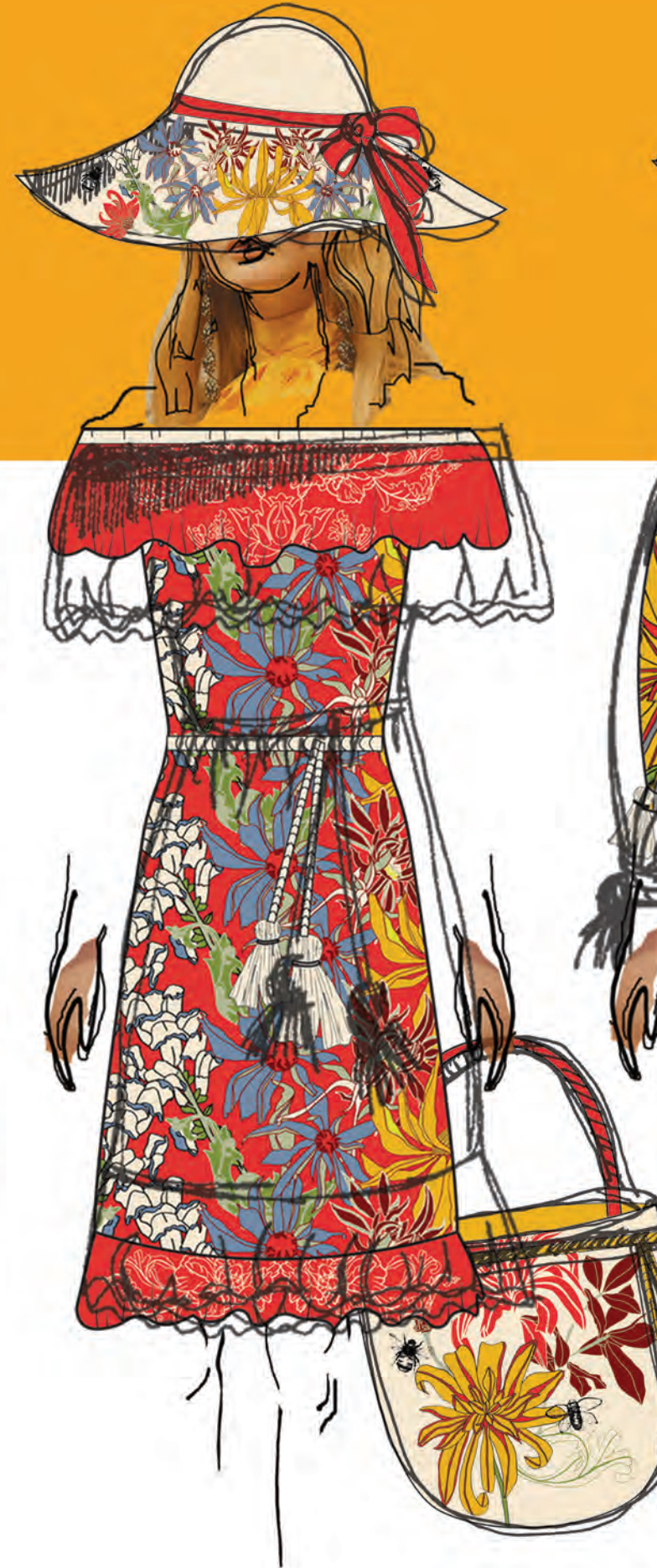
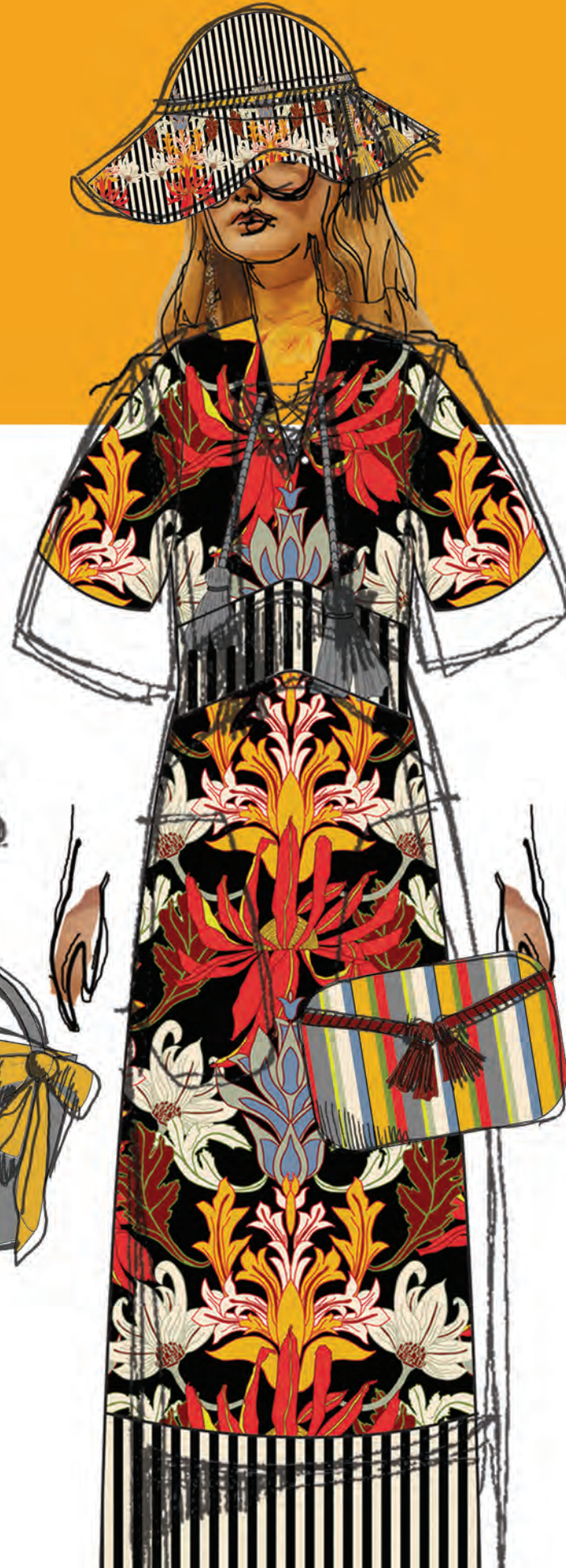


outfit 8

BLOUSON BLOUSE AND SHORTS: THIS OVERSIZED BLOUSE FEATURES A WIDE NECK WITH A DRAWSTRING AND PUSSY BOW FOR CLOSURE ON THE CF NECKLINE. LARGE PAGODA SLEEVES ADD VOLUME TO THE BLOUSE ALONG WITH THE FULLY GATHERED WAISTLINE ADDING STRUCTURE TO THE GARMENT. A KEYHOLE TO THE REVERSE OF THE BLOUSE WITH A BUTTON FASTENING ALLOWS ENTRANCE INTO THE BLOUSE. HIGH WAISTED SHORTS WITH A PAPERBAG WAIST COMPLETES THIS OUTFIT WITH DEEP FRILLS TO THE LEG CORRESPONDING TO THE FRILLS ON THE SLEEVE OF THE BLOUSE. A BUTTONED LEG WELT POCKET FEATURES ON THE CB OF THE SHORTS, WHILE LARGE CUT AWAY SIDE POCKETS FEATURE ON THE CF OF THE SHORTS FINISHED WITH COORDINATING CHUNKY TASSELS.



accessories line up



outfit 5

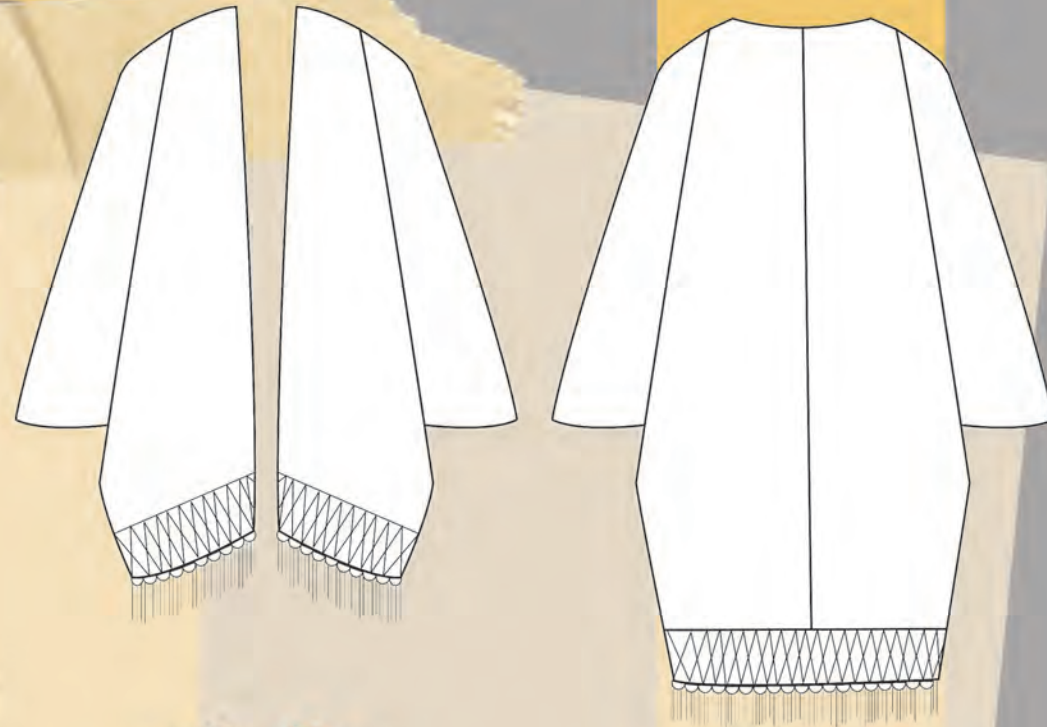
LACE UP PLAYSUIT: A DEEP V NECKLINE WITH EYELETS AND LACE UP DETAILING FEATURES BOTH ON THE FRONT AND REVERSE OF THE GARMENT ALLOWING ENTRANCE TO THE PLAYSUIT. CONTRASTING FRILLS ON THE LEGS CORRESPOND TO THE PANELING ON THE UPPER HALF OF THE GARMENT WITH THE STRAPPY STRAPS. A SMALL WELTED POCKET FEATURES ON THE BACK. RIGHT HAND SIDE OF THE PLAYSUIT WITH CHUNKY TASSELS FEATURING BOTH BACK AND FRONT ON THE LACE UP DETAILS.



CLIMBING SUMMER FLORALS AMONGST A DARK GROUND SURROUND THIS PLAYFUL PLAYSUIT WITH CONTRASTING BLOCK COLOUR, LACE UP TASSELS AND DEEP FRILLS

COORDINATING OVERSIZED STRIPES FILL THIS PLAYSUIT WITH AN INTERTWINING BORDER PRINT OF MEANDERING BLOOMS AND CURLING UNDERGROWTH





AN INTRICATELY DRAWN REPEATING BLOOM SITUATED ON A DARK BACKGROUND WITH WARM SUMMERY TONES



AN INTERTINGLING COLLECTION OF FLORALS AND FOLIAGE SITUATED AMONGST THE KIMONO DESIGN, WITH CORRESPONDING LARGE SCALE PLACEMENT PRINT FEATURED ON REVERSE OF GARMENT.



outfit 2

FRINGED BATWING KIMONO: AN OVERSIZED LOOSE FITTING KIMONO FEATURING BATWING LONG SLEEVES WITH LACE AND FRINGING DETAIL TO THE HEM OF THE GARMENT. TO BE WORN IN CONNECTION OVER ADDITIONAL OUTFITS AND SEPERATE GARMENTS AS A SUMMER STAPLE COVER UP.

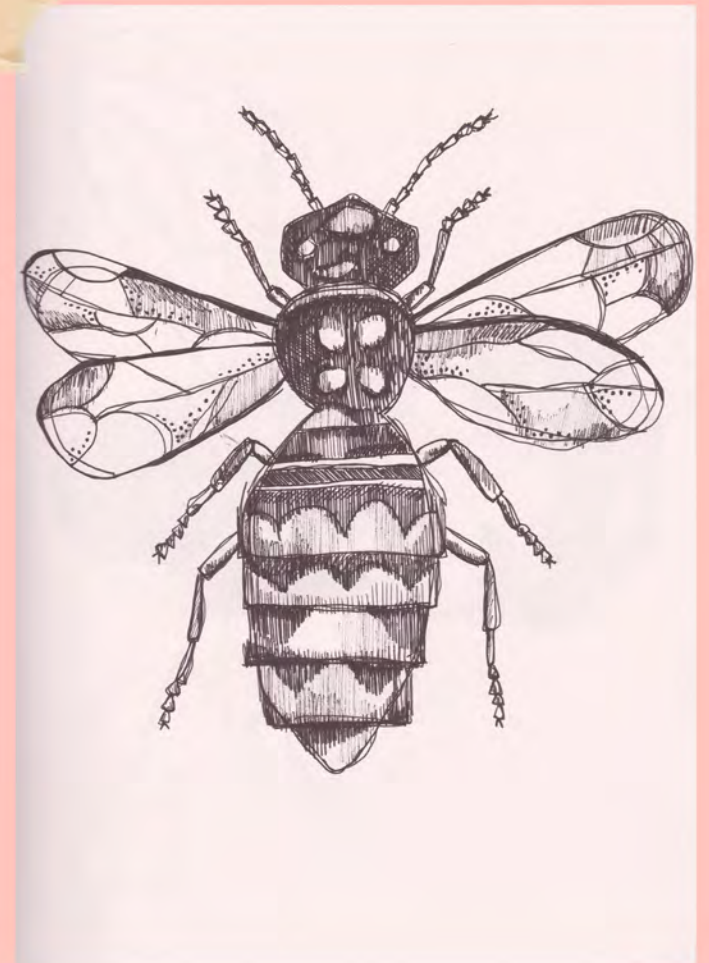
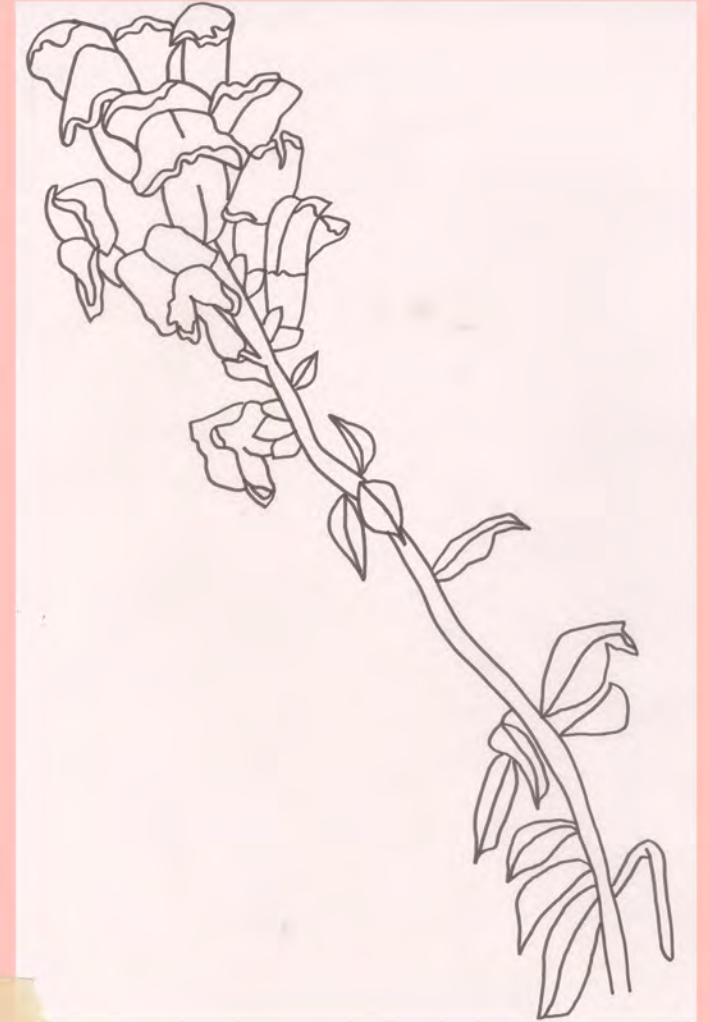
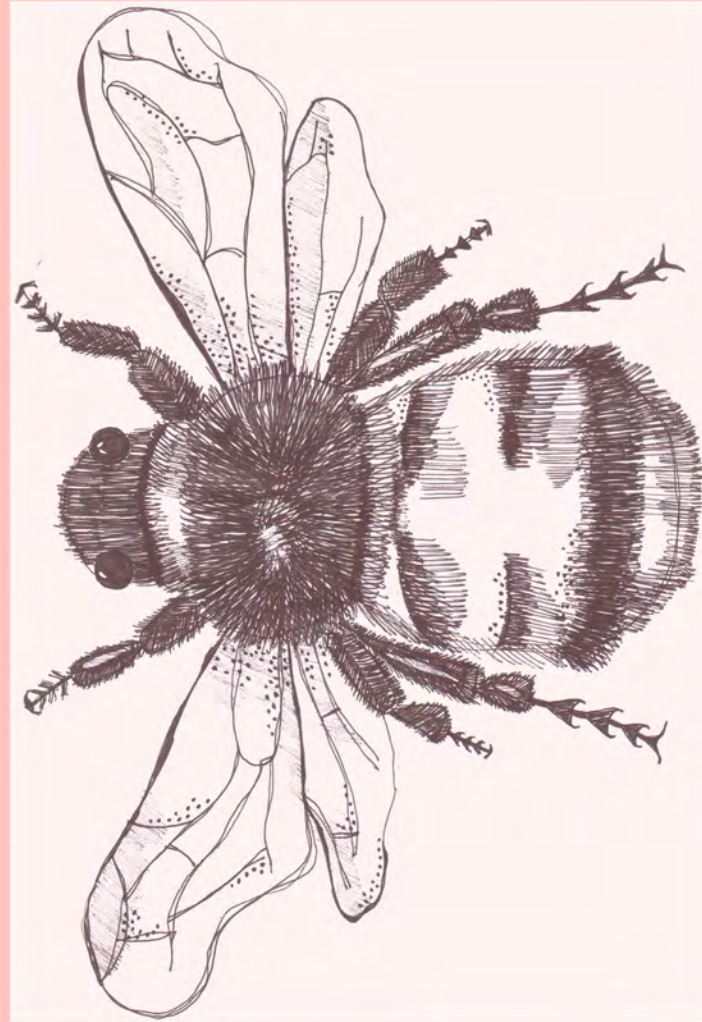




accessories

OVERSIZED SUMMER HATS AND BEACH BAGS ALSO FEATURE WITHIN THE CONTEXT OF THE CO-ORDINATED COLLECTION OF REPEATING DIGITAL PRINTS FOR FASHION. DESIGN D DETAILS FROM THE PUSSY BOW AND CHUNKY TASSELS, CONTINUES THROUGHOUT THE ACCESSORY COLLECTION FROM THE FASHION GARMENTS CONNECTING THE ENTIRE COLLECTION. CO-ORDINATING COMPANION AND PLACEMENT PRINTS FEATURE THROUGHOUT THE COLLECTION OF ACCESSORIES FROM ALL OVER REPEATING DESIGNS TO SINGLE PLACEMENT PRINTS AND CORRESPONDING VERTICAL STRIPES.

DETAILS COME FROM EMBROIDERY ON THE RAFIA BAGS AND STRAW HATS ALONG WITH EMBELLISHMENT ON SPECIFIC PRINT DETAILS.



motif development

garment fabrication

RAFIA AND HANDLE DETAIL FOR BAGS



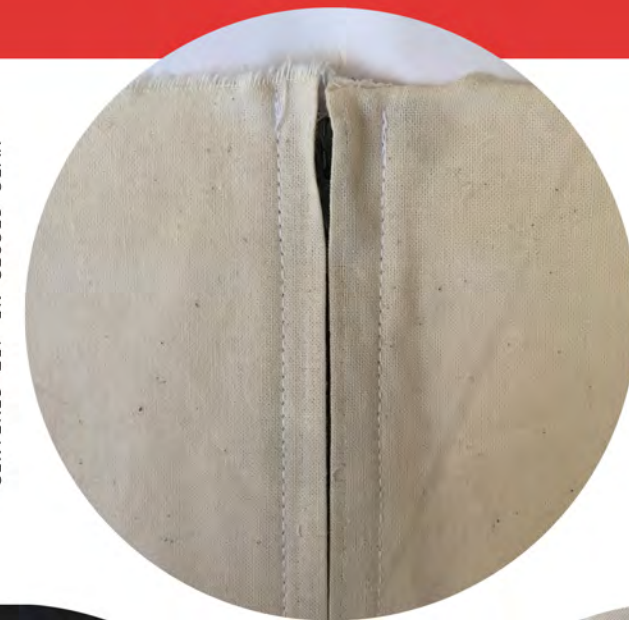
OFF CENTER ZIP IN OPEN SEAM



DEEP GATHERED HEM



CENTERED ZIP IN CLOSED SEAM



CUT AWAY POCKET



LACE DETAILING FOR KIMONO DESIGN



SIDE SEAM POCKET

