

# Russian Folk

FOLK FLORALS | RUSSIAN PAISLEY | GEOMETRICS

AN EXPLORATION OF RUSSIAN CULTURE. STRONG RUSSIAN FLORAL, PAISLEY AND GEOMETRIC INFLUENCE. CLASHING TRADITIONAL IDEAS TOGETHER WITH INNOVATIVE COLOUR, SCALE AND LAYOUT.

ELOISE O'BRIAN SCOTT

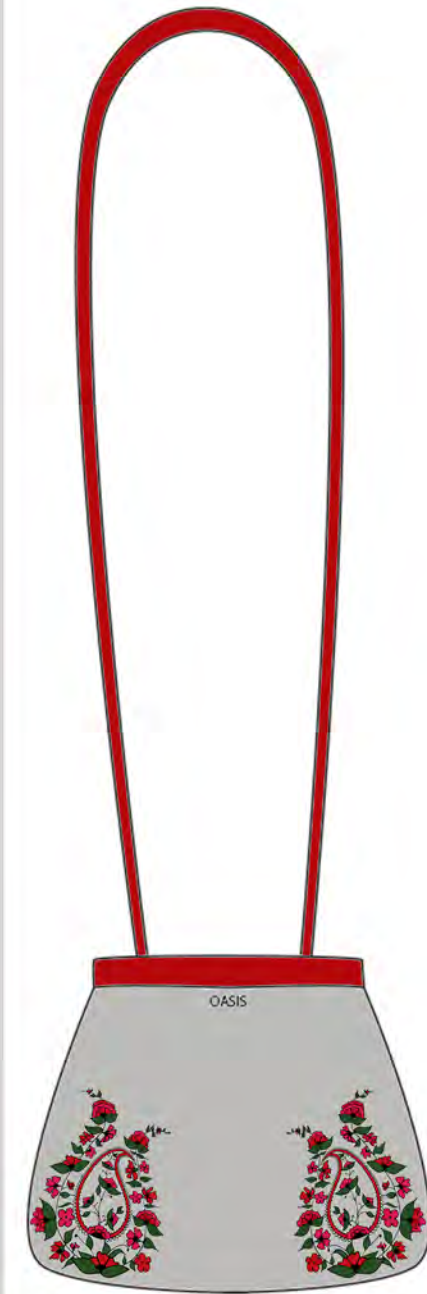
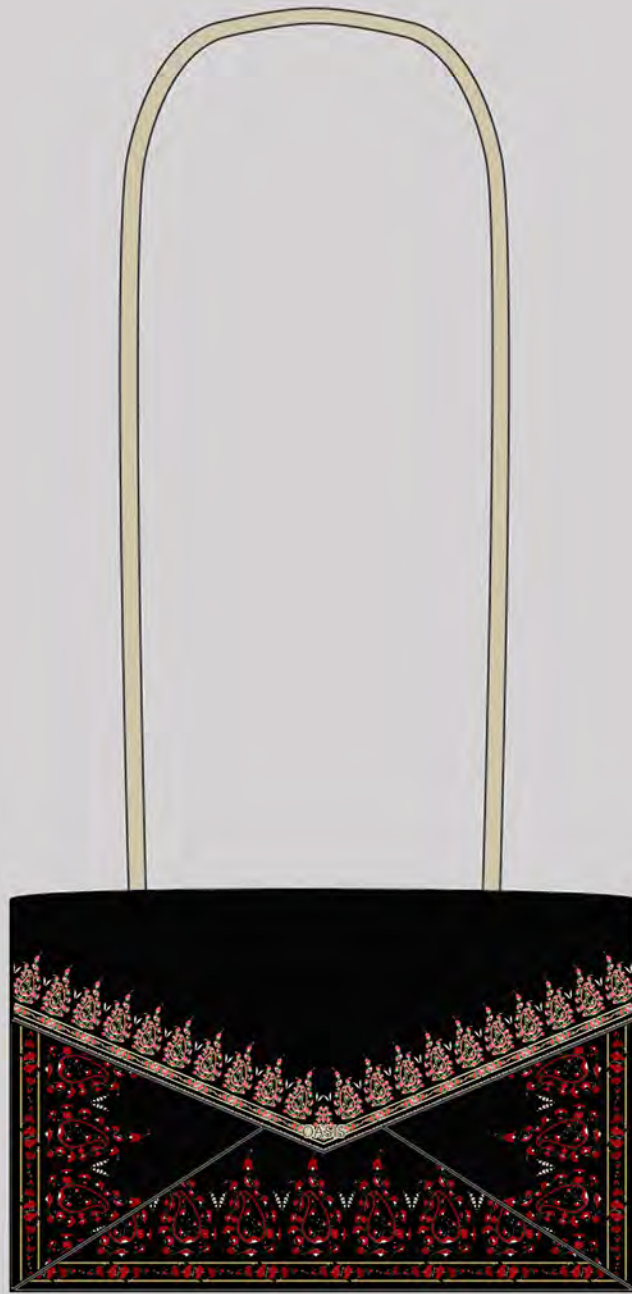
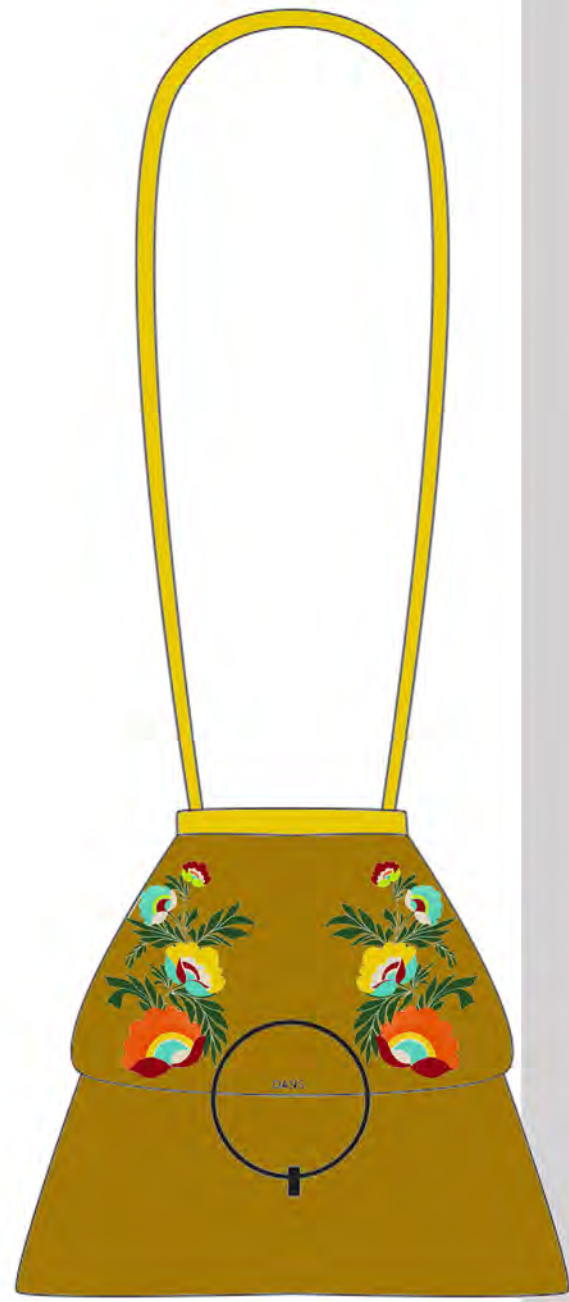
OASIS



SCARF ACCESSORIES



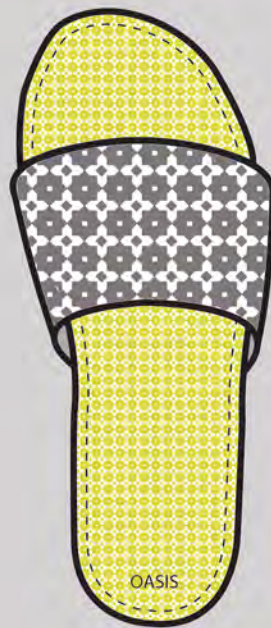
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BAG ACCESSORIES



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SANDAL ACCESSORIES

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HOUSE OF HACKNEY | WAREHOUSE | MONSOON | COACH | MANGO | ZARA | VALENTINO



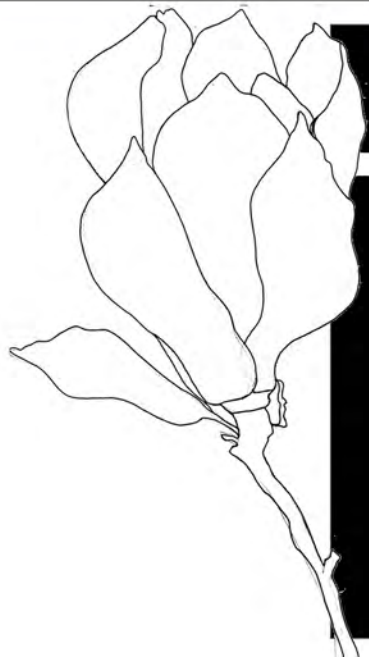
BRAND COMPETITORS  
S/S 17 CATWALK TRENDS



OASIS



COLOUR



OASIS



THE OASIS MUM  
STYLISH, AFFORDABLE, EFFICIENT

CUSTOMER PROFILE



SHE IS:  
27 YEARS +.  
AVERAGE URBAN WOMAN.  
WORKS A 9-5 JOB.  
MARRIED, FAMILY, TRENDY MUM.  
PROFESSIONAL.  
FASHION CONCIOUS BUT NOT FASHION CONFIDENT.  
SHOPS WITH HER CHILDREN.  
BUYS THE SOPHISTICATED PARTY DRESS.  
SMART WORK ATTIRE.  
LOVES BOLD AND ADVENTEROUS PRINTS.  
SHOPS FOR THE SEASON.  
ENJOYS ACCESSORIES.  
WANTS TO STAY UP TO DATE.  
WILLING TO SPEND MORE MONEY ON FASHION.  
DIVERSE WARDROBE.  
COLOURFUL.



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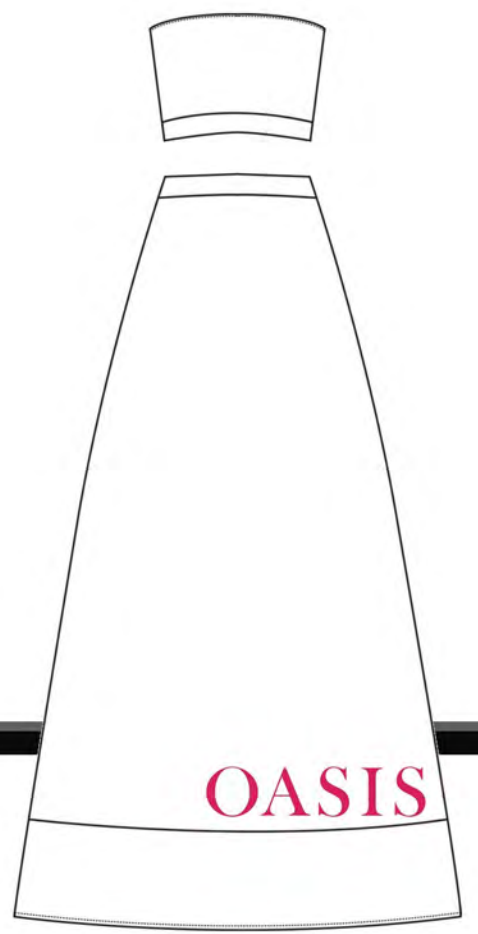
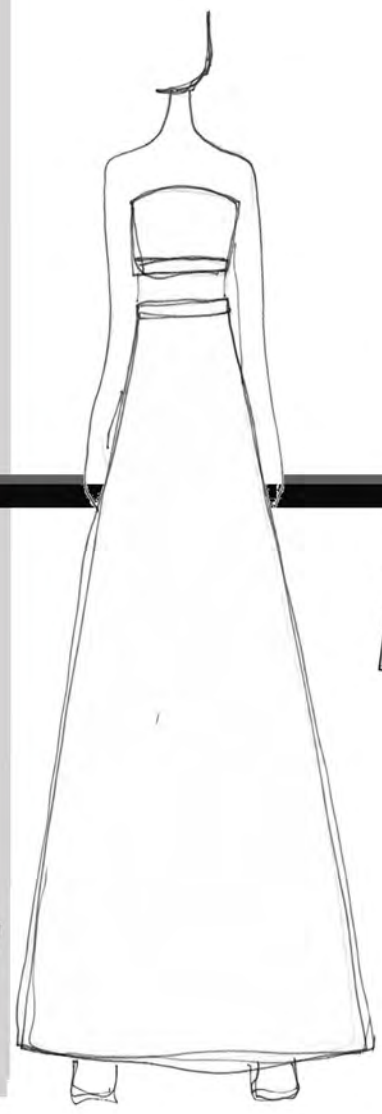
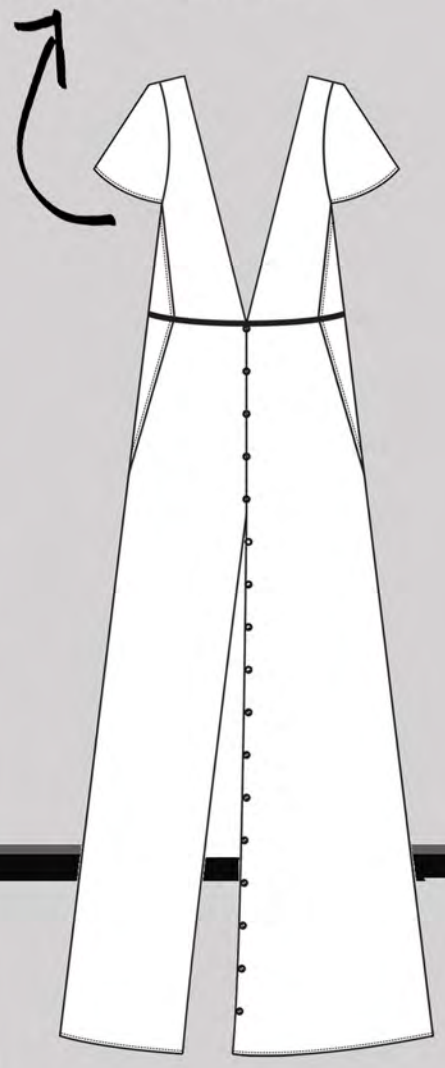
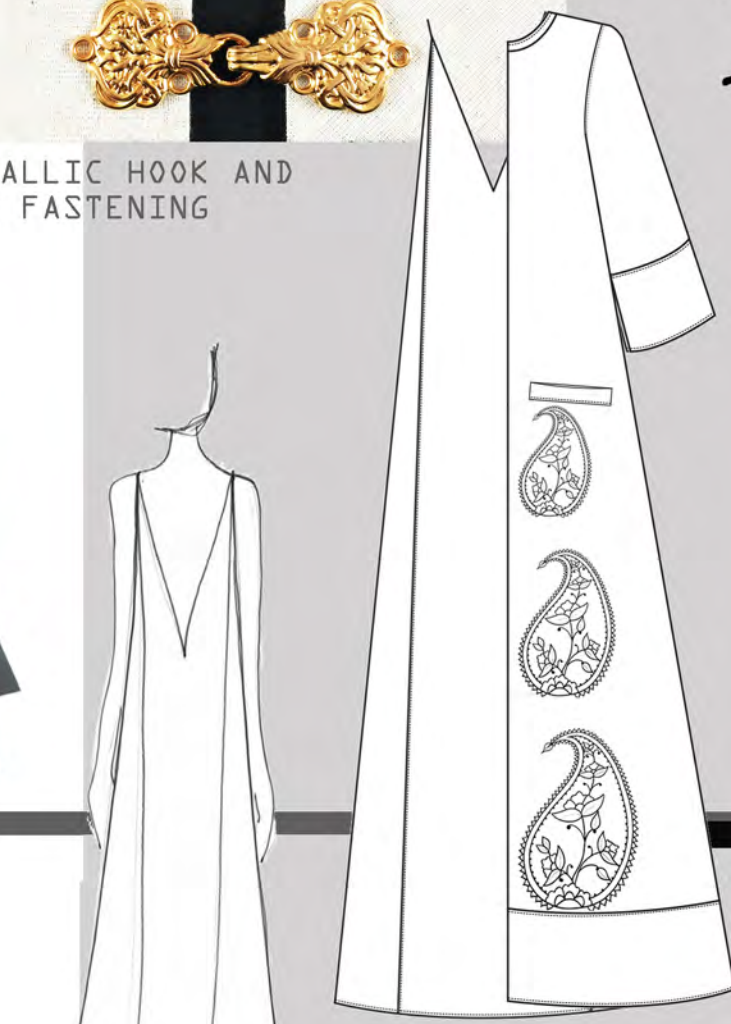
FABRICATION

DOUBLE TURNED HEM, WILL KEEP THE A LINE SHAPE OF THE COATS AND SKIRT

METALLIC BUTTON FASTENINGS



METALLIC HOOK AND EYE FASTENING



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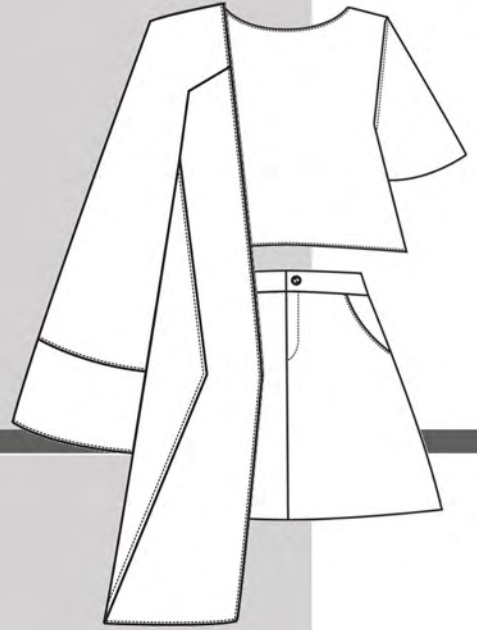
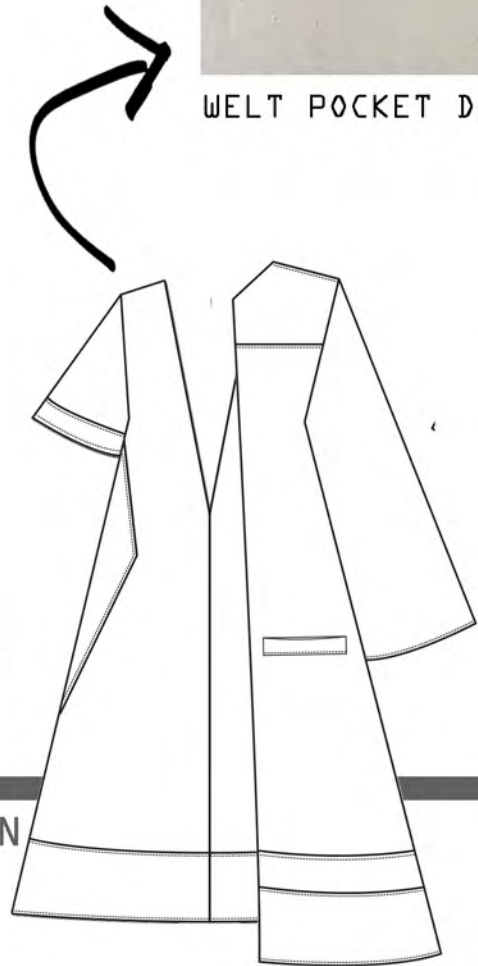
WELT POCKET DETAIL ON COATS



RUSSIAN BRAID SHOLDER STRAPS

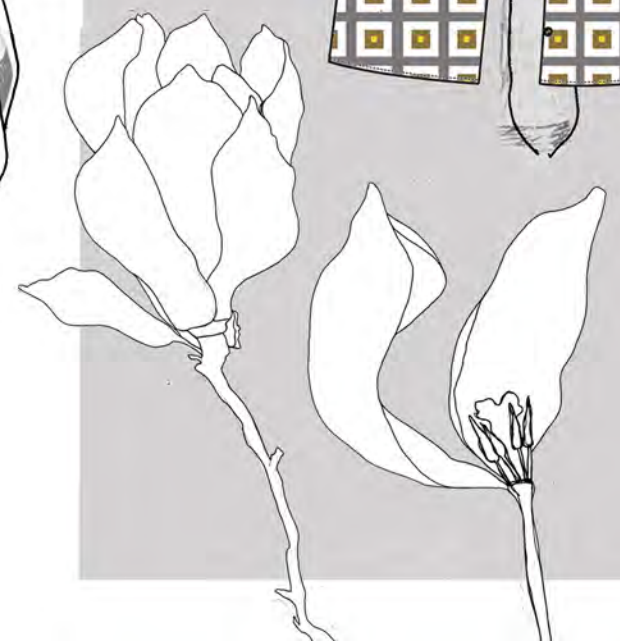
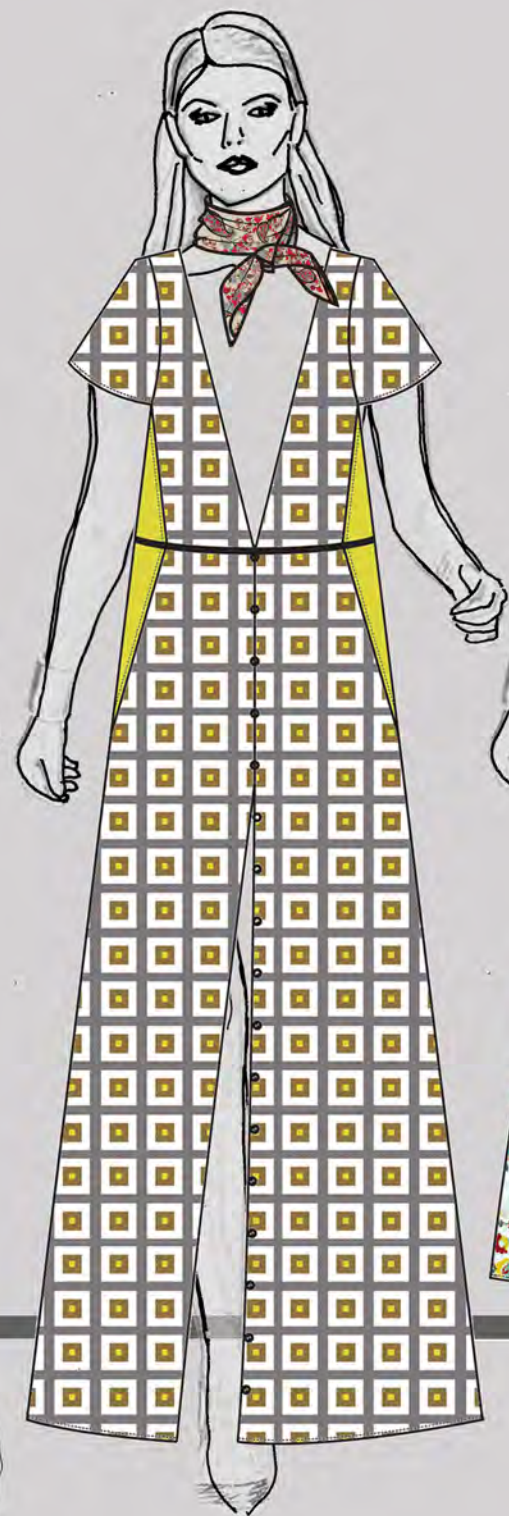


EMBROIDERED PLACEMENT MOTIF AS SAMPLED



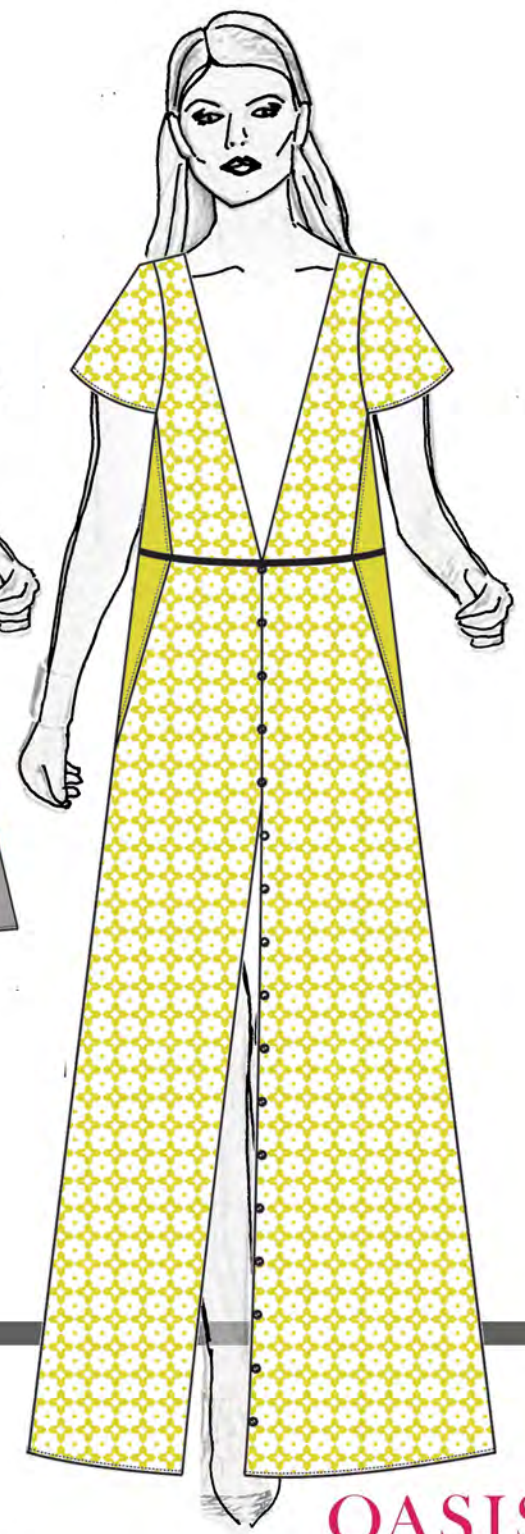
FABRICTAION

OASIS



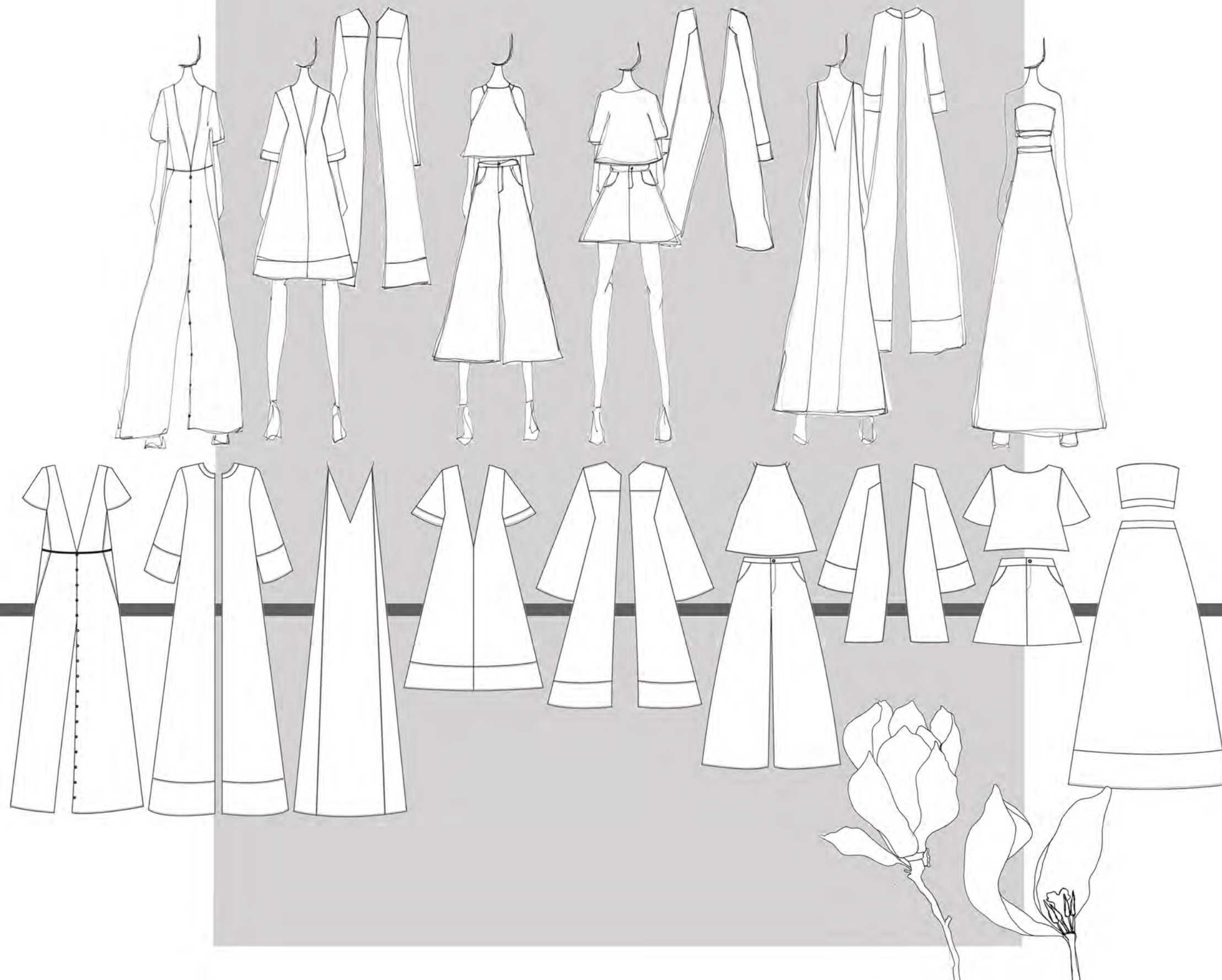
GARMENT  
COLLECTION

OASIS  
*Russian Folk*



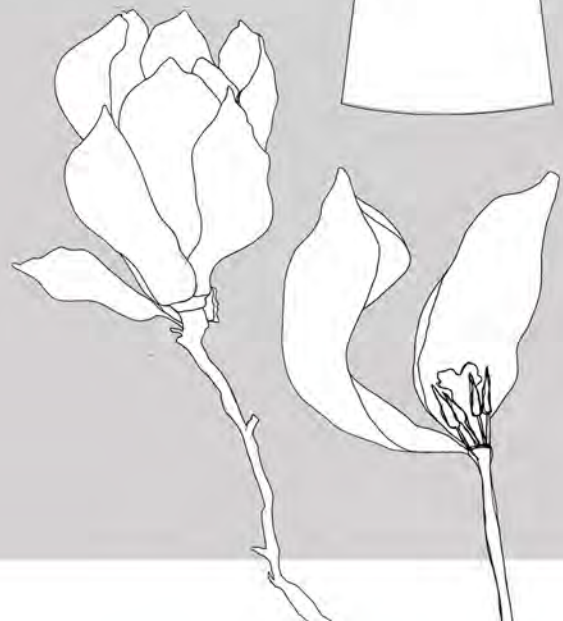
GARMENT  
COLLECTION

**OASIS**  
*Russian Folk*



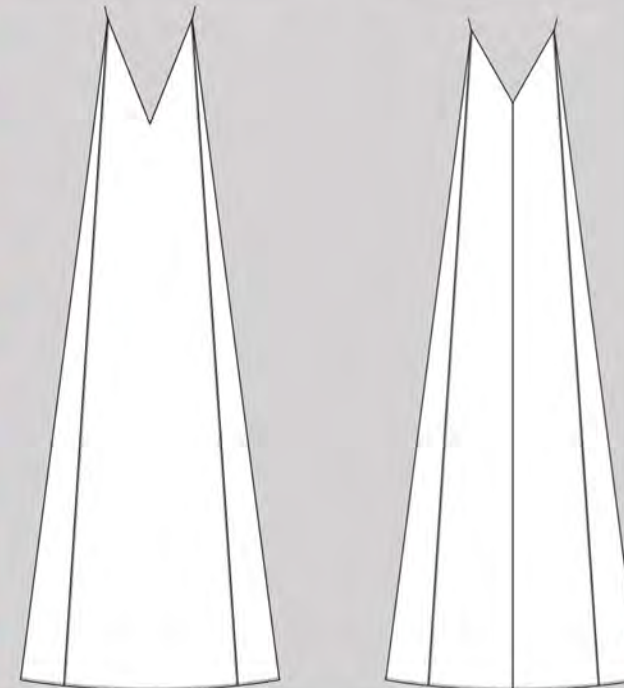
GARMENT  
DEVELOPMENT

OASIS



ILLUSTRATOR  
LINE UP

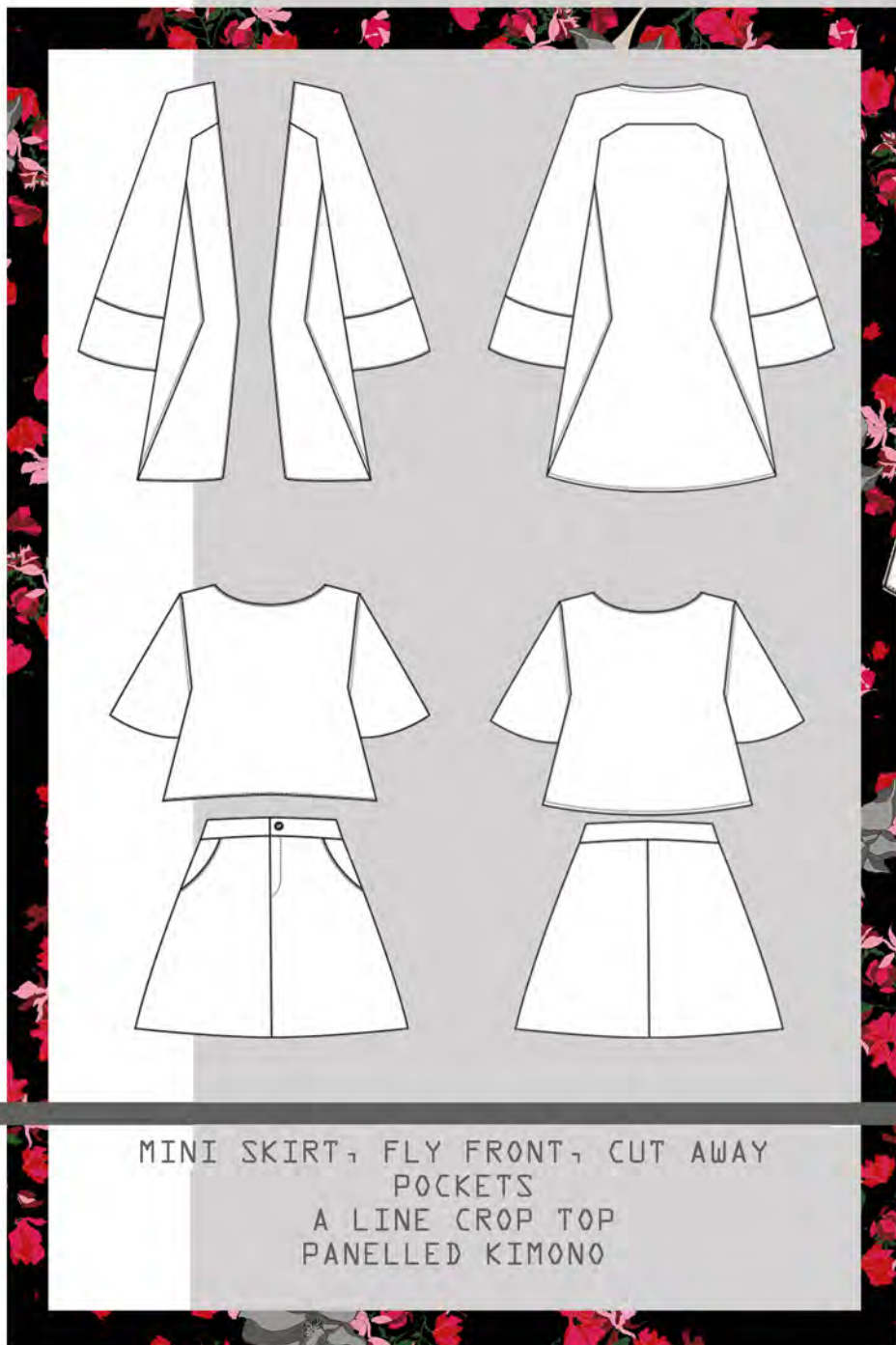
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A LINE PANELLED MAXI DRESS, CB SEAM, DEEP V NECK LINE, RUSSAIN BRAID STRAPS FULL LENGTH FLOCK COAT, ACCENT PANELS, WELT POCKET

OUTFIT 5

OASIS



MINI SKIRT, FLY FRONT, CUT AWAY POCKETS  
A LINE CROP TOP  
PANELLED KIMONO



OUTFIT 6

OASIS

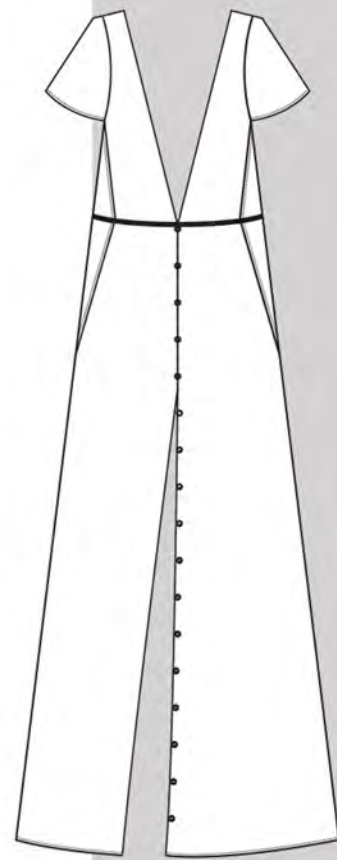


FLARED CULOTTES, FLY FRONT, CUT AWAY  
POCKETS  
A LINE CROP TOP, RUSSIAN BRAID  
STRAPS

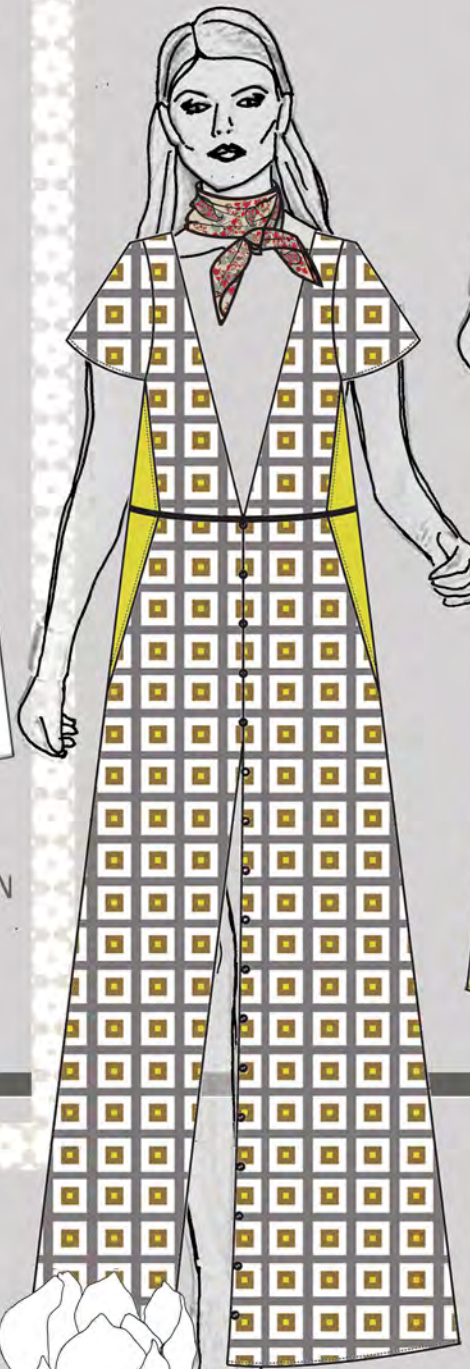
OUTFIT 3

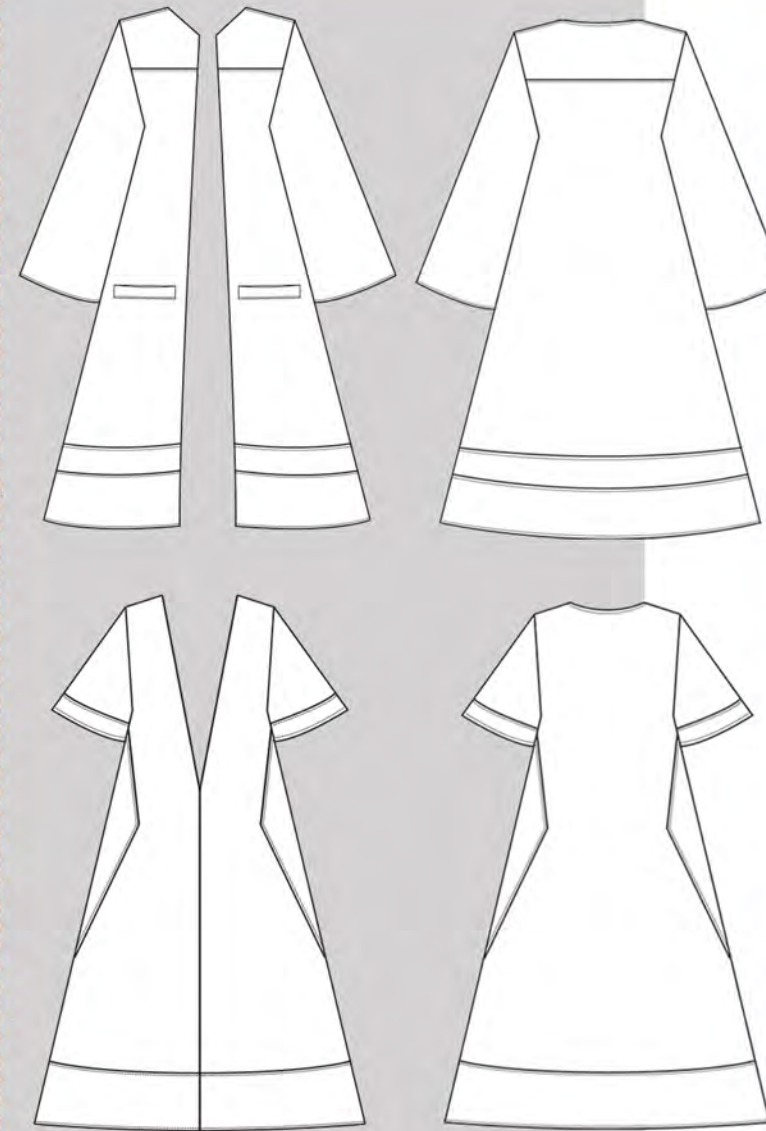
OASIS





PANELLED A LINE MAXI DRESS, CF BUTTON FASTENING, DEEP V NECK LINE, WAIST LINE PANEL





PANELLED A LINE DRESS, DEEP V NECK  
LINE  
A LINE FROCK COAT, ACCENT PANELS,  
WELT POCKETS

OUTFIT 4

OASIS

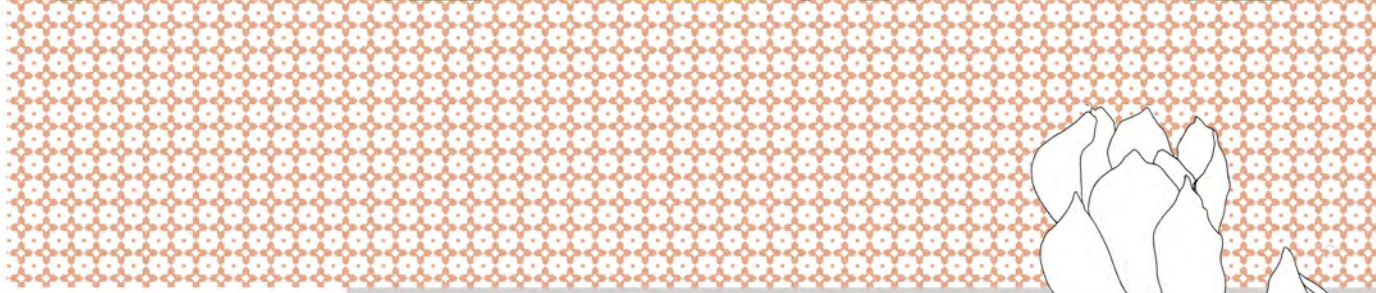




PANELLED BOOB TUBE TOP  
A LINE PANELLED MAXI SKIRT, ELASTICATED  
WAISTLINE PANELS

OUTFIT 1

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PRINT

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PRINT

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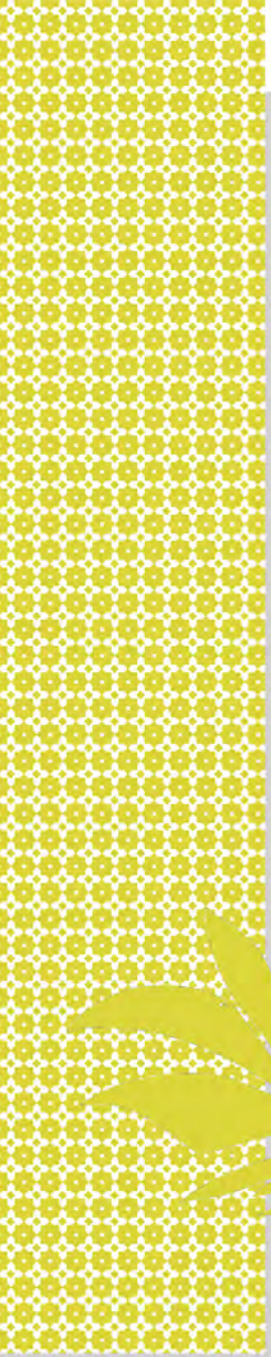


PRINT

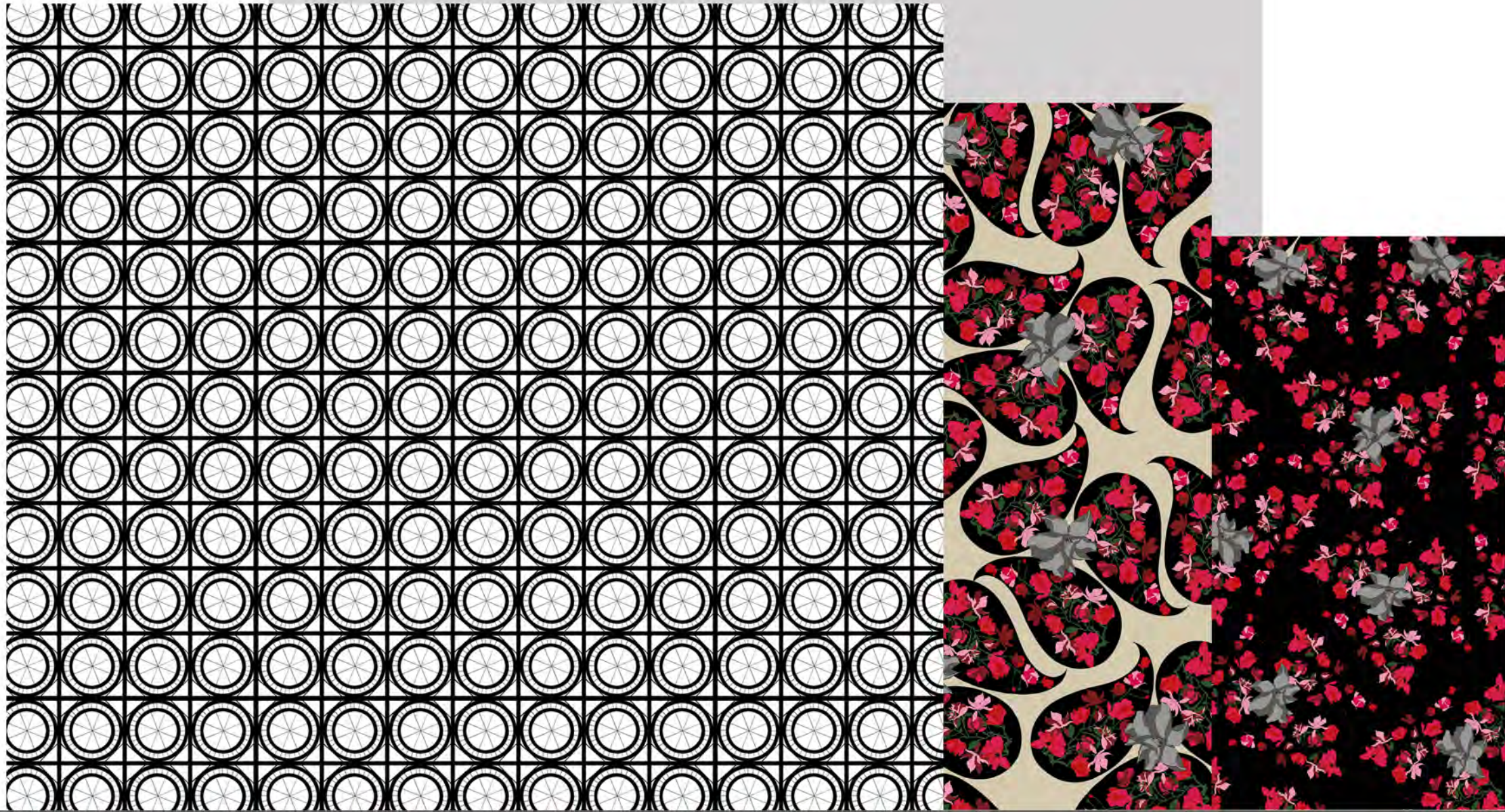
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PRINT



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PRINT



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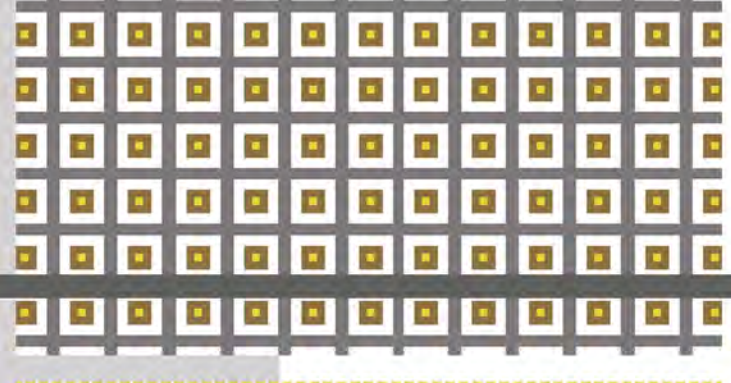
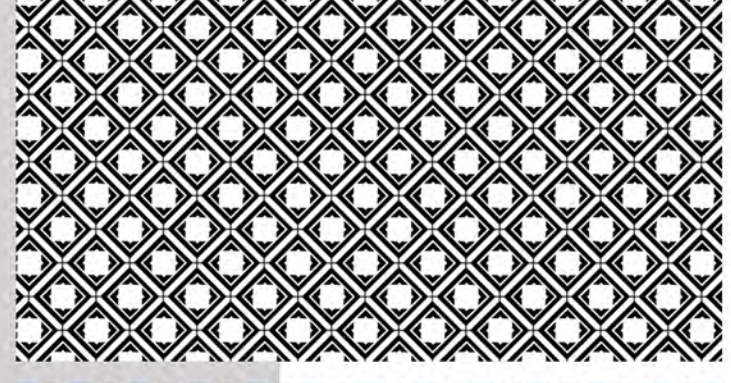
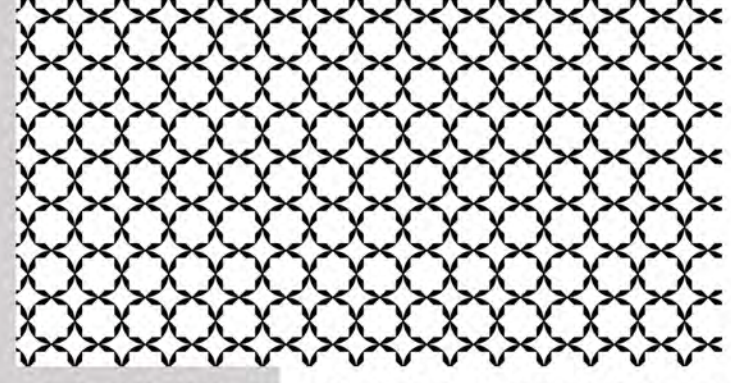
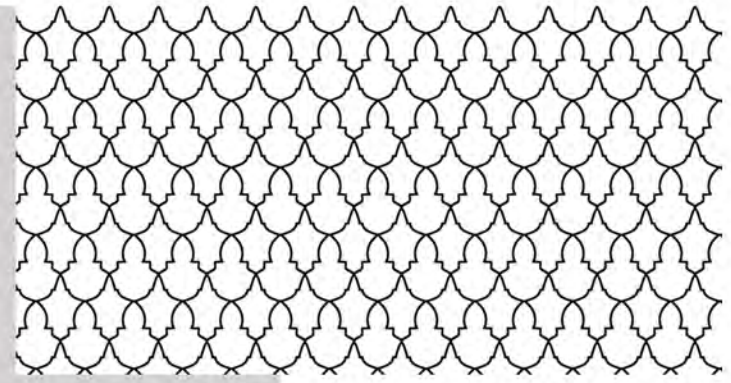
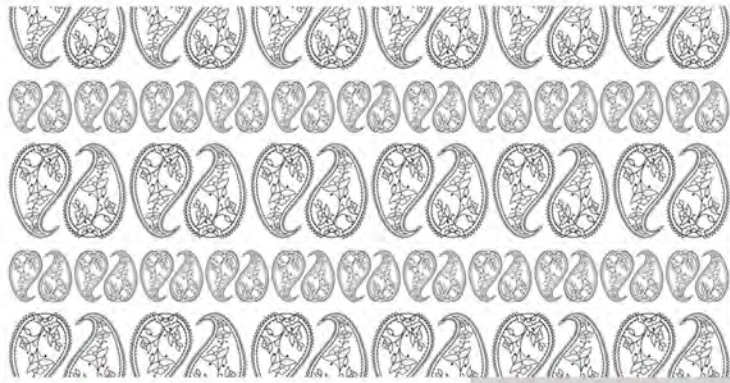




PRINT

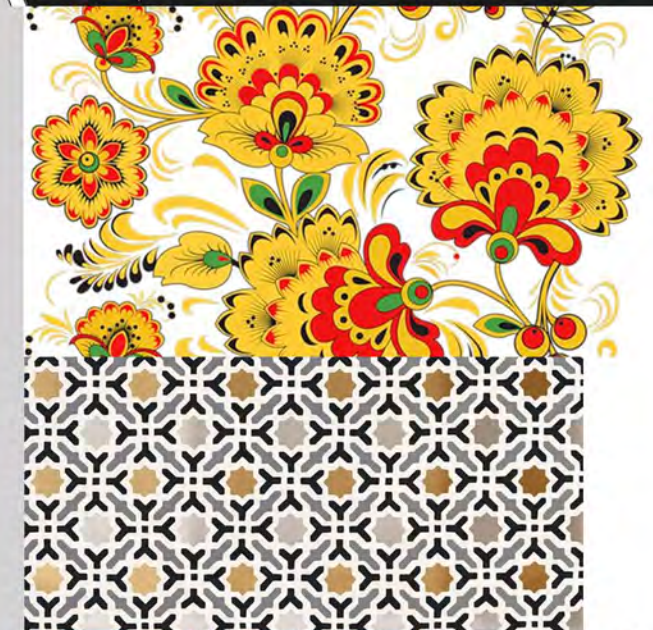
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PRINT DEVELOPMENT

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EDGELANDS

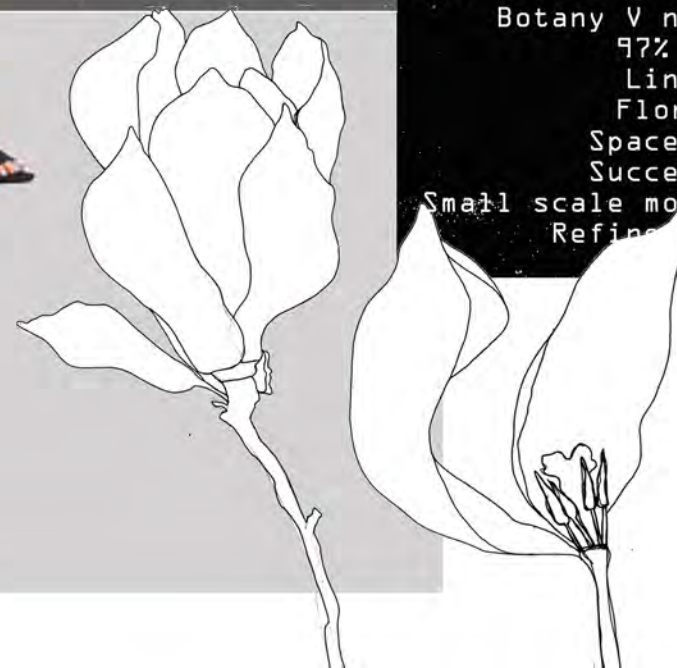
ELOISE O'BRIAN SCOTT

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*Russian Folk*



1. £70.00  
 Pleated skater dress, V neck line  
 Floral summer print all over  
 Central back zip, Darts in bust seam  
 Pleated bottom half  
 Very large colour palette  
 Simple garment shape  
 98% Cotton, 2% Elastane  
 Lining: 100% Polyester
2. £85.00  
 Fitted short sleeve dress, 100% Polyester  
 Embroidered Print, Bright coloured florals  
 Engineered print and organised placement  
 refined colour palette  
 Successful on a dark background  
 Central back zip, Invisible Hem, Lining
3. £48.00  
 Floral placement shift, 100% Polyester  
 Fitted short sleeve dress  
 Small black collar, minimal colour palette  
 Successful dark background  
 Contrast scale print panels  
 Directional repeat print  
 Centre back zip, Simple garment shape  
 Black bottom hem panel, Lining
4. £60.00  
 Opium dress, Pleated material  
 Pull tied waist, 100% Polyester  
 Gathered shoulder seams, Toned down colours  
 Blossom Floral print on top and bottom half  
 Boarder print, Wide colour Palette  
 Simple garment shape, Lining
5. Top £40.00 , Skirt £60.00  
 Co-ordinating 2 peice  
 100% Polyester, Stand collar  
 Jacquard top, A-line midi skirt  
 Butterfly and blossom print  
 Boarder print on the top  
 Full cover print on the skirt  
 Full toned down colour palette  
 Central back zips
6. £55.00  
 Botany V neck dress, Central back zip  
 97% Cotton, 3% Elastane  
 Lining: 100% Polyester  
 Floral embroidery print  
 Spaced out print placement  
 Successful dark background  
 Small scale motifs, Very plain garment shape  
 Refined colour palette, lining





VISUAL  
RESEARCH



OASIS