

# *Port*folio/

FASHION DESIGN

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Braille & Kengo Kuma Architecture  
**LOEWE**

Womenswear Spring Summer 2026

Innovative and socially responsible fashion design is a substantial factor within the progression of the industry. Creating garments that reflect societal, cultural or political matters to expand the familiar is a fundamental concept. I found that there is a lack of disability conscious clothing, specifically for visually impaired or blind individuals. With this came explorations into steps to address this lack of inclusivity and how to incorporate diverse communication strategies, with Braille emerging as the most relevant form.

Braille is a system of writing that involves "a code of 63 characters" that are designed to be "one to six raised dots arranged in a six-position matrix or cell" that allow blind individuals to read by running their fingers over the raised areas. This collection will embody unique approaches and express diversity and inclusivity whilst catering to the image of my chosen brand. Technique ideas such as embroidery, embossing, 3D printing, and laser cutting are a few experimentations explored to develop the circular shapes that will spell out the words. The words translated are simple descriptions about the garments, listing the style or colour for example.

The chosen brand Loewe is a luxury fashion house "defined by an obsessive focus on craftsmanship" and its rich history in the expert creation of leather goods. This history is the driving factor behind the incorporation of leather within this collection. In recent years the brands commitment to freshness has launched its significance in today's culture through its interpretations of contemporary and modern fashion design. Loewe's tasteful use of silhouettes and shape is fascinating, capturing elevated basics and versatility. The brands use of print, colour and innovation through a combination of subtlety and vibrancy emphasised the possibilities of incorporating Braille within the current standards of designing.

# Braille

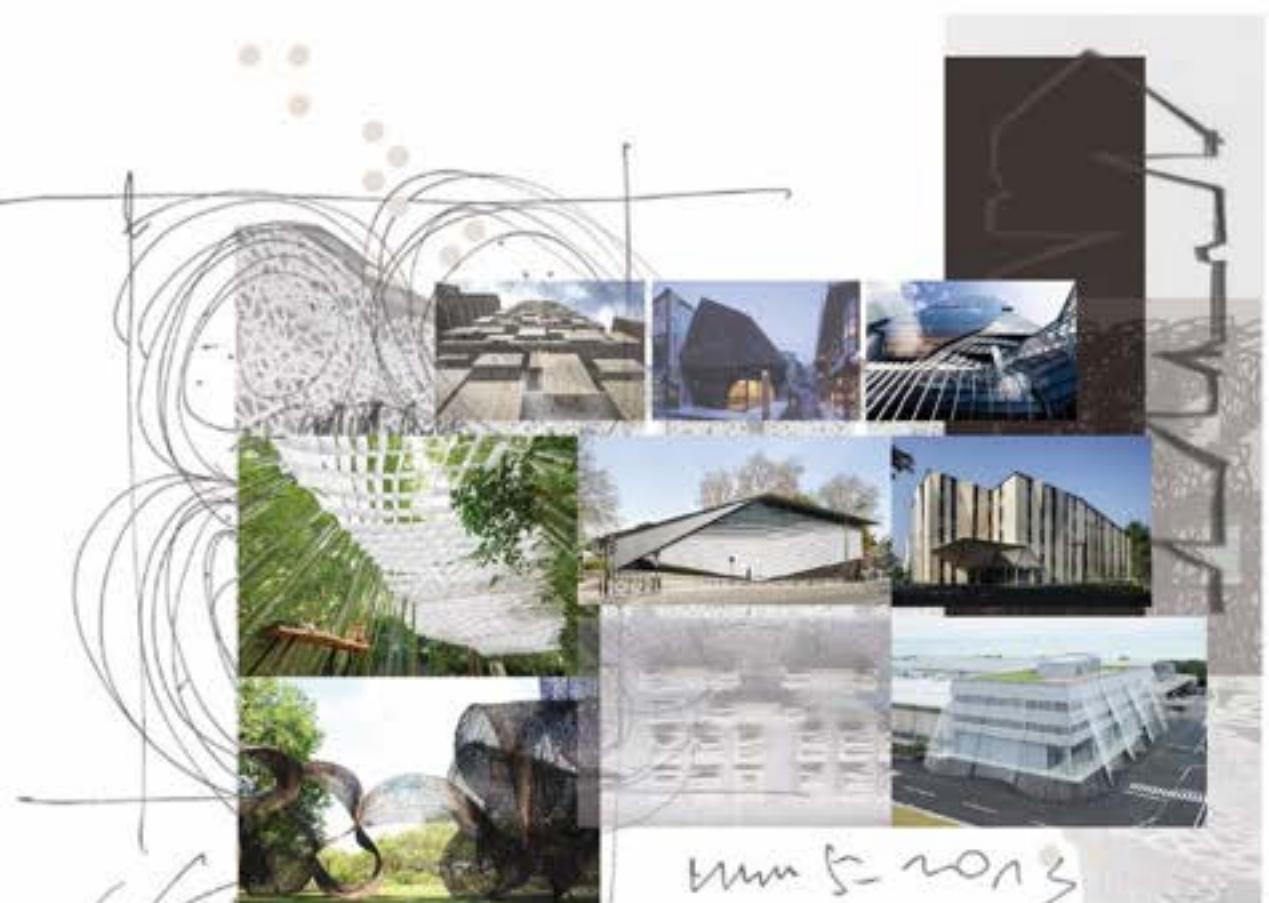


The most commonly used writing system for visually impaired people is Braille, which was a concept and design created by the French inventor Louis Braille in 1824. Louis Braille's invention was not the first system of writing for blind individuals, yet it is the most popular and simple to use. Braille used and refined the works of Charles Barbier de la Serre (1767-1841) who invented the Barbier alphabet in 1822 to allow secret messages to be conveyed, with its purpose not specifically for the use of blind people. Braille modified the writing slate designed by Barbier, however it was Barbier who discovered that raised dots were the best texture to feel when creating a blind writing system. Braille consists of 63 codes of characters creating a tactile alphabet, with each letter being made up of an arrangement of dots into a specific matrix or cell. I personally find the history of Braille fascinating and believe it is an under-appreciated language system that is inclusive and accessible.

As Braille is a writing system, making sure that the letters to spell out the words are correct is the most important element when working with this language technique. Within the designs, I hope to use the fabrics as the base to tell the story of the garments structure and style. Knowing and reflecting back to the Braille alphabet and useful Braille sources online such as The Two Blind Brothers Braille Translator, I will be able to correctly convey the stories of the garments and aid visually impaired fashion consumers.

Kengo Kuma is a Japanese architect, known for his "architecture that opens up new relationships between nature, technology, and human beings". Kuma's aim to his architecture is heavily focused around the combination and blending of sensory experiences, whilst also paying homage to his Japanese heritage.

I find Kengo Kuma to be the perfect inspiration for this project due to Kuma's strong focus on texture and the sensory experience. Working with Braille calls for the designs to be tangible and textured, and I believe Kuma's work through its strong use of line, shape and depth will provide lots of inspiration towards the designs I will go on to develop. Furthermore, Kengo Kuma's strong appreciation for tradition will coincide well with Loewe's dedication to their heritage also.



Loewe is a Spanish luxury fashion house, founded in 1846. The brand is renowned within the industry for its rich leather heritage, as well as its dedication to craftsmanship and innovation, which allows the brand to live up to its image as a fashion house dedicated to modern garment creation. In recent years, the fashion house has appointed Jonathan Anderson as creative director, bringing the brand to its current image and raising its popularity once more.

Loewe is known for its textures and iconic design features, such as its distinct logo design, so when designing a collection dedicated to textures and sensory experiences, I believe Loewe is the perfect brand for that. Furthermore, Loewe's use of colour and leather was really influential to me, and provided me with a lot of inspiration when fashioning print experimentation ideas.



# Loewe



The Loewe customer profile depicts a woman within the age range of 30 to 50, working within an affluent group of artists in London. Their occupation involves being an art critic, with their annual salary around the £100,000 mark. They have a fondness for quirky, statement pieces that separate themselves from the majority. The creativity of Loewe's design features correlates with their love and adoration for art and the unusual. Additionally, they admire a person's ability to excel at their craft, with Loewe's noticeable heritage in craftsmanship sustaining that. Dining out and travelling is amongst their favourite hobbies, making sure to explore museums and galleries in these different places.

The core customer for this collection will be for the fashion conscious women that may or may not be visually impaired or blind. They have a strong sense of personal style and desire to be unique through wearing statement, high-quality pieces. They prefer sophisticated fashion and enjoy when designers have an artistic attention to detail. They are hopeful through wearing the garments that they will raise awareness on the lack of inclusivity within modern fashion design, as well as the effortlessness involved in creating stylish pieces that embody different communication styles.

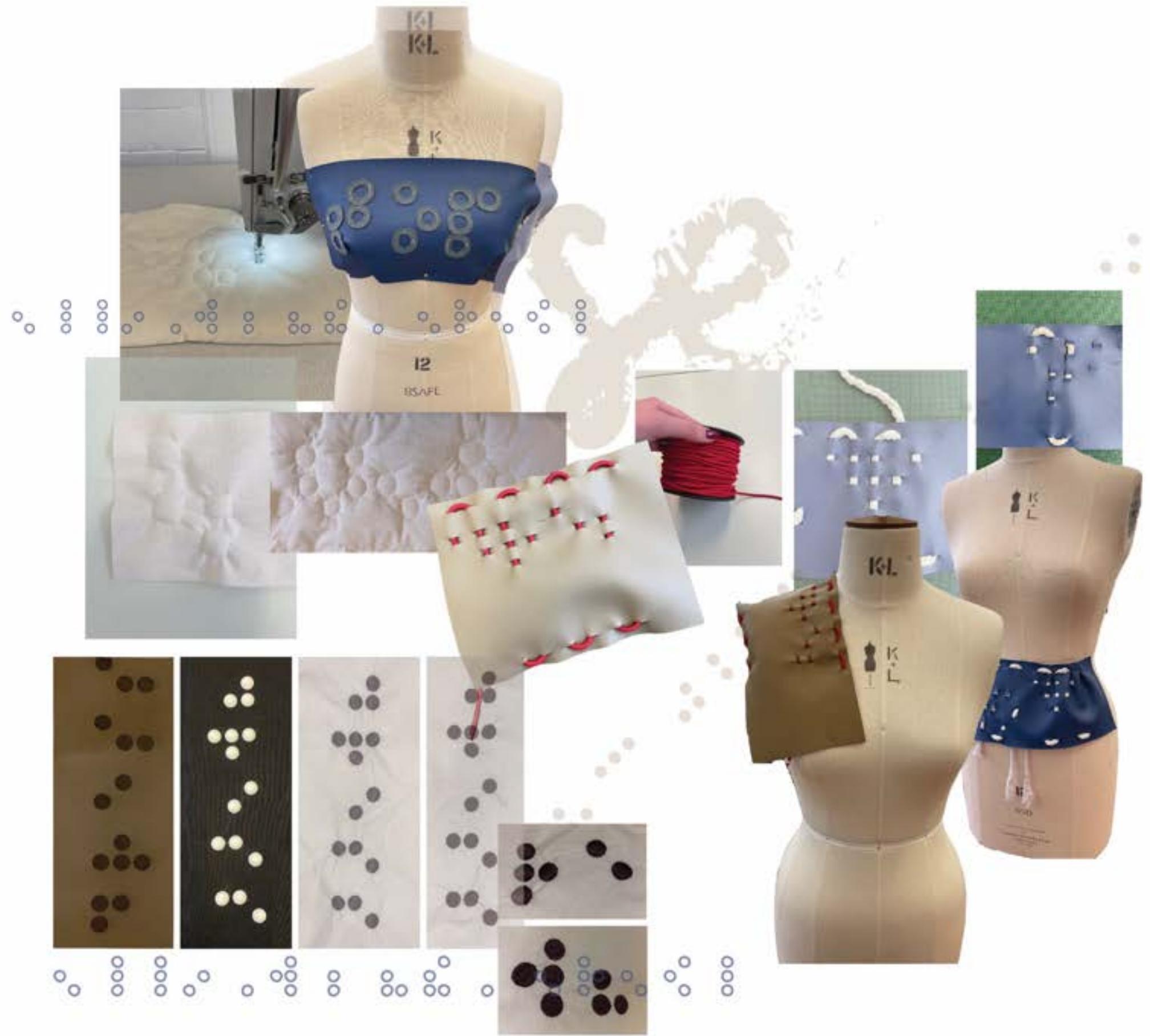
# Colour Palette

# Fabric



# Braille Development

**Padding & Stitching**  
**Rope Stitching**  
**3D, Laser Engraving & Embroidery**



# Braille Development

## Button & Bead Experimentation Hot Fix Metal Studs, Embossing & Embroidery



Braille & Kengo Kuma Architecture  
**LOEWE**

s/s26

Final Line Up



Braille & Kengo Kuma Architecture  
**LOEWE**

S/S26



S/S26

## Final Collection



# Final Collection

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## Final Garments

‘Kuma’ Dress and  
‘Pavilion’ Jacket and Trousers

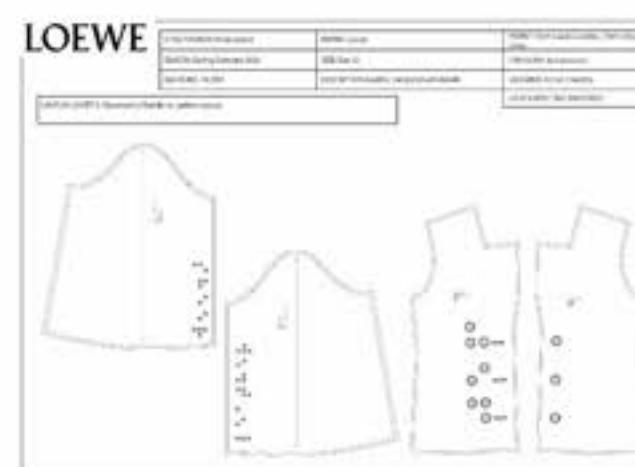
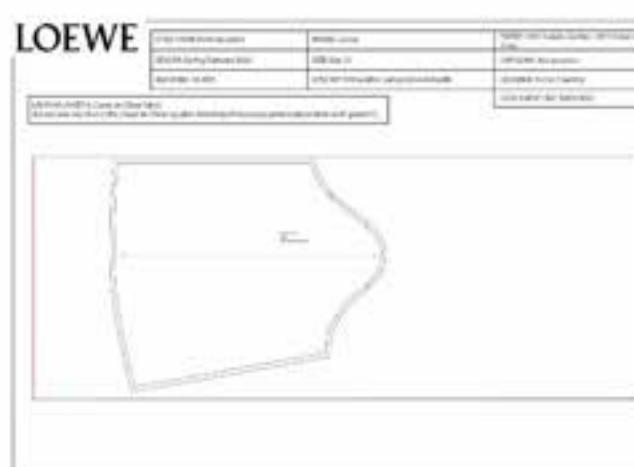
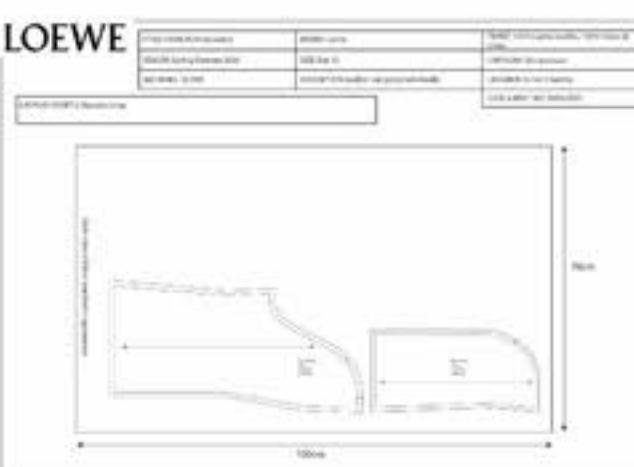
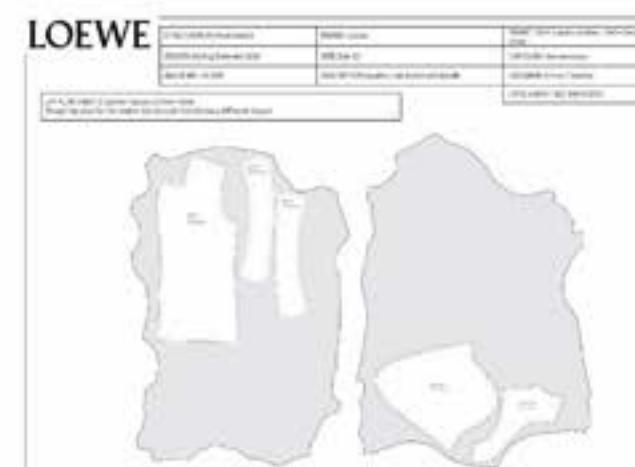
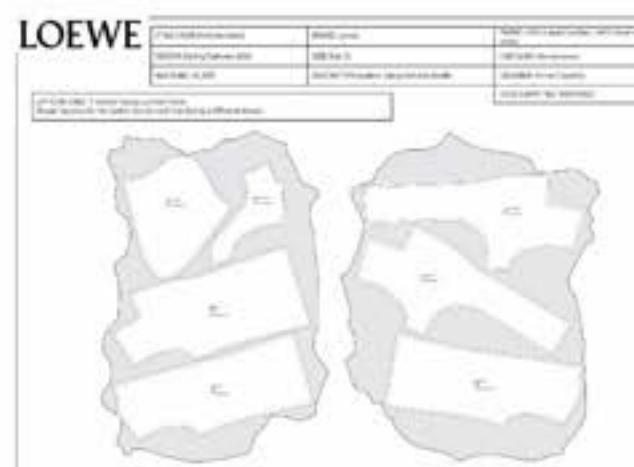
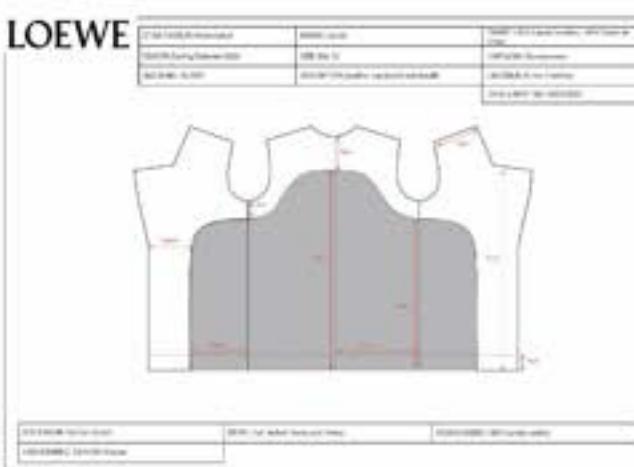
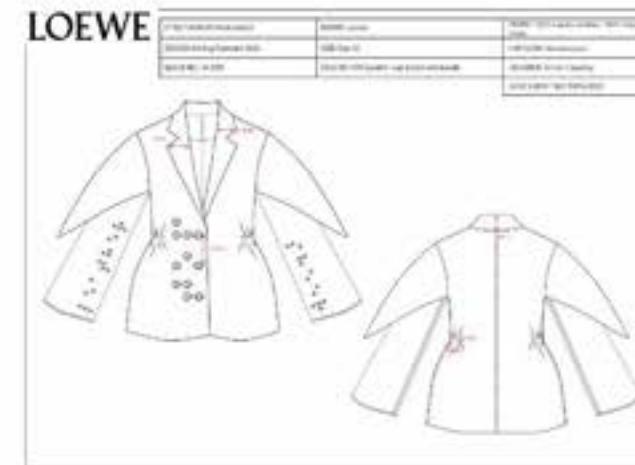
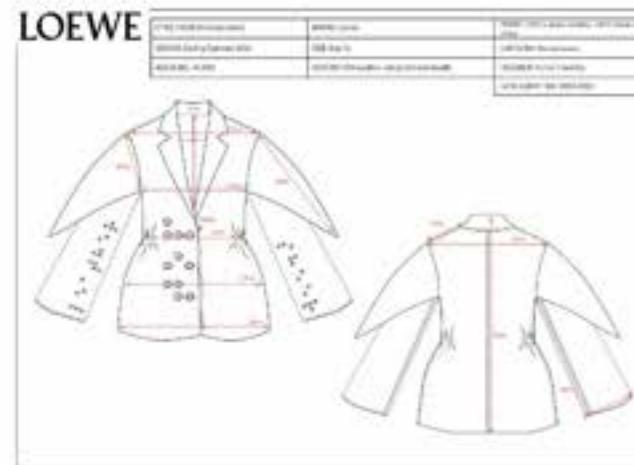
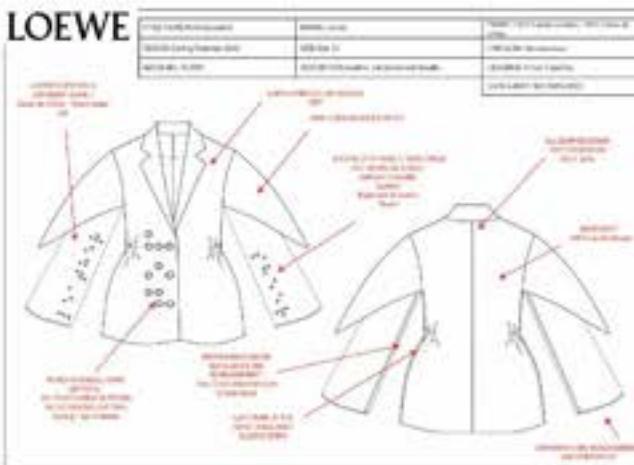


## Final Garments

‘Kuma’ Dress and  
‘Pavilion’ Jacket and Trousers



# 'Pavilion' Jacket Specification Sheets

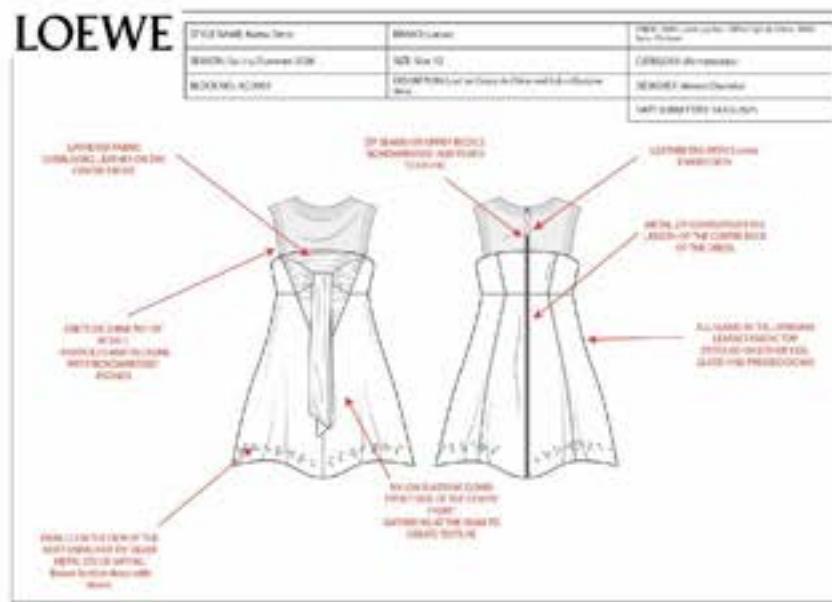


# ‘Pavilion’ Trousers Specification Sheets

LOEWE	ITEM NAME / Product Description	ITEM ID / Variant	ITEM IMAGE / URL
LOEWE Hammock Shoulder Bag	LOEWE Hammock Shoulder Bag	LOEWE Hammock Shoulder Bag	https://www.loewe.com/en/loewe-hammock-shoulder-bag
LOEWE Hammock Shoulder Bag	LOEWE Hammock Shoulder Bag	LOEWE Hammock Shoulder Bag	https://www.loewe.com/en/loewe-hammock-shoulder-bag
LOEWE Hammock Shoulder Bag	LOEWE Hammock Shoulder Bag	LOEWE Hammock Shoulder Bag	https://www.loewe.com/en/loewe-hammock-shoulder-bag
LOEWE Hammock Shoulder Bag	LOEWE Hammock Shoulder Bag	LOEWE Hammock Shoulder Bag	https://www.loewe.com/en/loewe-hammock-shoulder-bag

# 'Kuma' Dress Specification Sheets

LOEWE



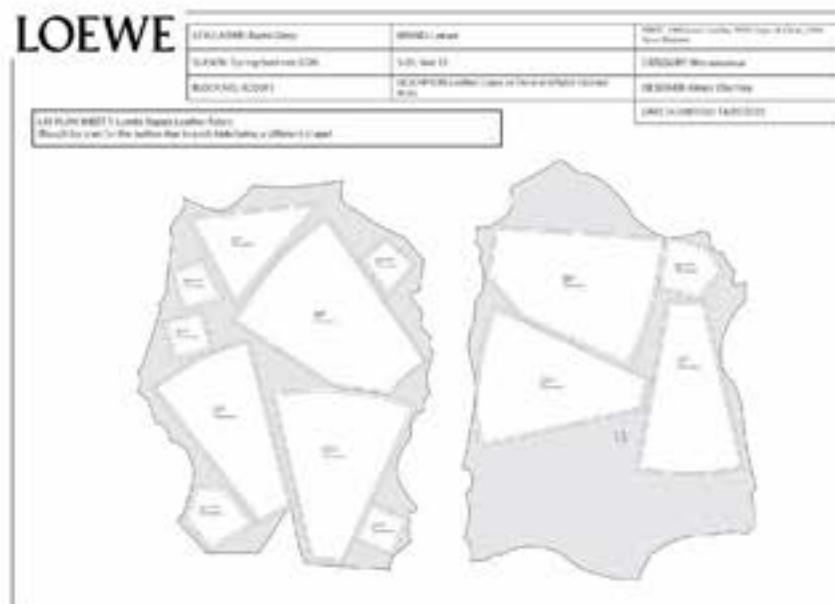
LOEWE



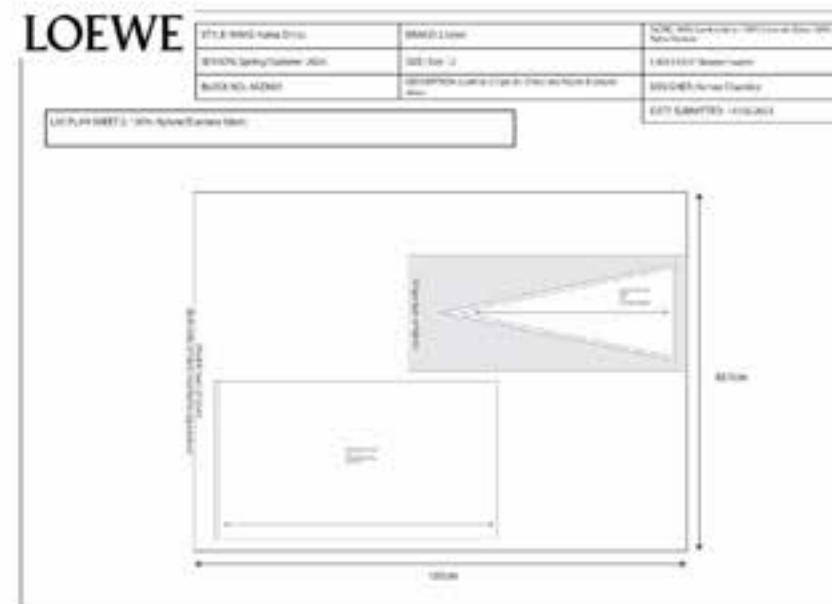
LOEWE



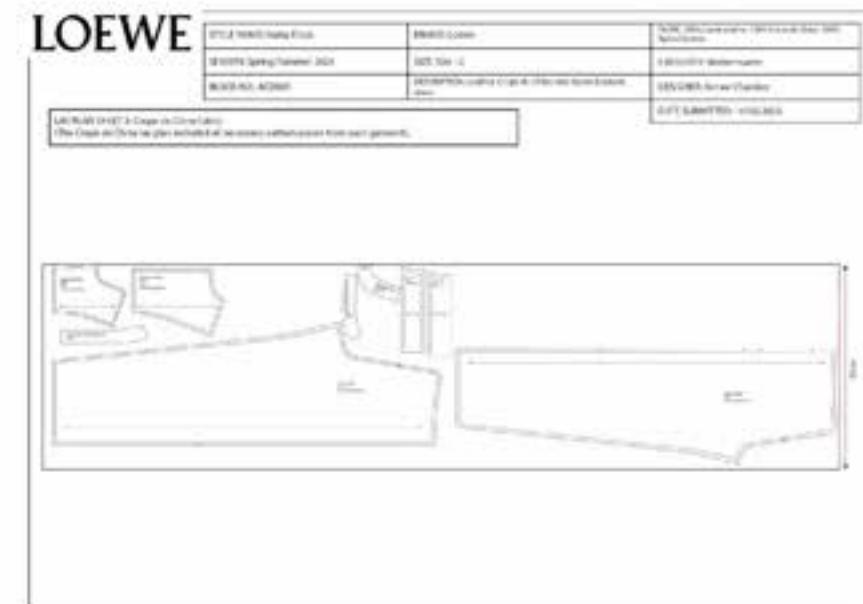
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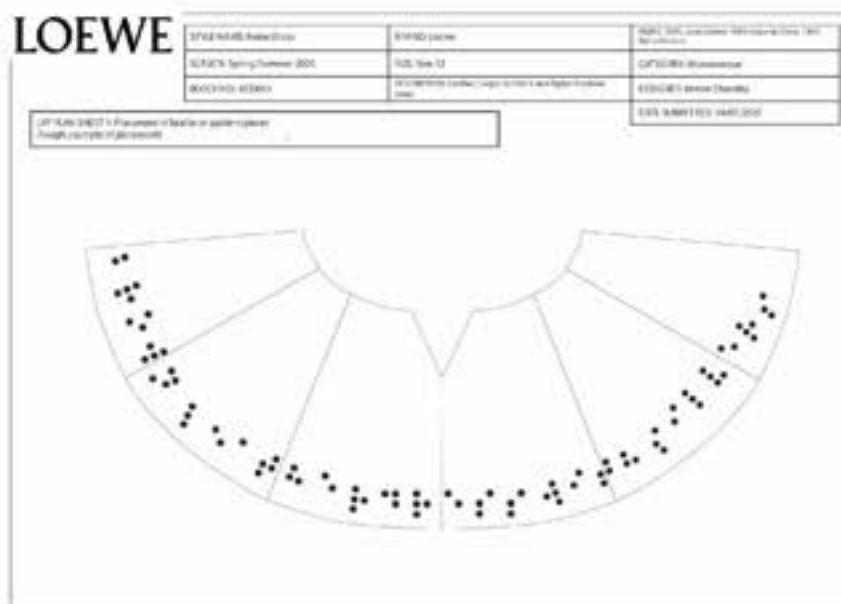
LOEWE



LOEWE



LOEWE



LOEWE



LOEWE



# LOUBET X

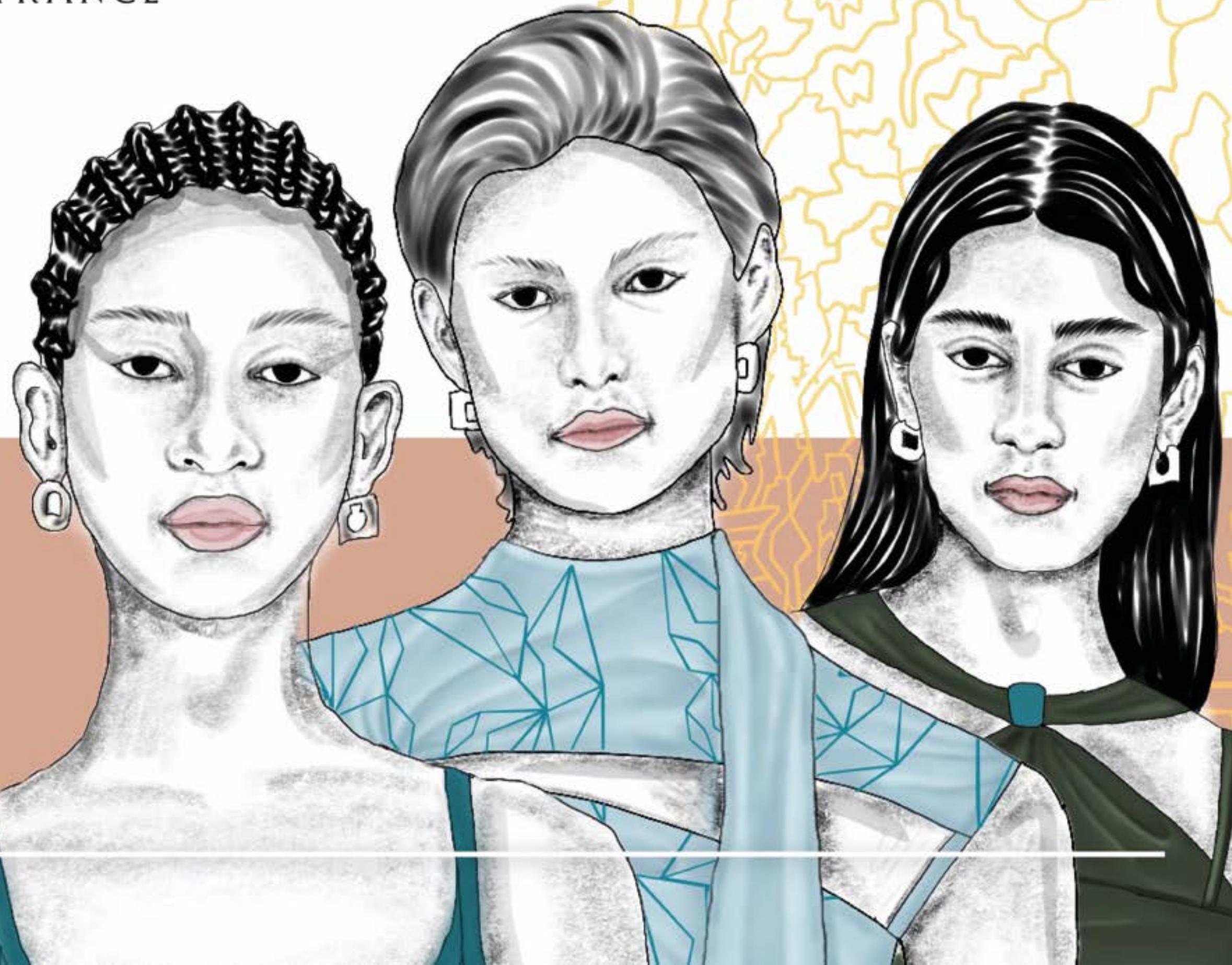
VILLENEUVE LOUBET,  
THE SOUTH OF FRANCE

SPRING/SUMMER 2026

02

Loubet's Villeneuve Loubet.  
The South of France is a  
land and inspiration focused  
on an area of the South of  
France... called

Villeneuve Loubet.  
Developed from the colours  
and influences of the local  
environment and culture, the  
collection will emphasize the  
dine and sophisticated themes  
rooted to the area, whilst also  
embracing a more bold and  
spicy approach to  
contemporary elegance.



# LOUBET



The brand 'Loubet' is a minimalist but playful womenswear brand. Currently only focusing on womenswear, the brand dedicates itself to innovative structures, silhouettes and the considered use of colour. Similar to the origin story behind the brands name, it aims to create using a French flair and influence, developing many of their collections using French culture, environment and architecture to guide a collection. The brands contemporary and modern image creates versatility to the garments, enabling the wearer to either dress up or down the pieces with ease. As the brand is up and coming, the future focuses on expanding the ranges to accommodate to all seasons and incorporate a wider variety of garments.

# VILLENEUVE - LOUBET



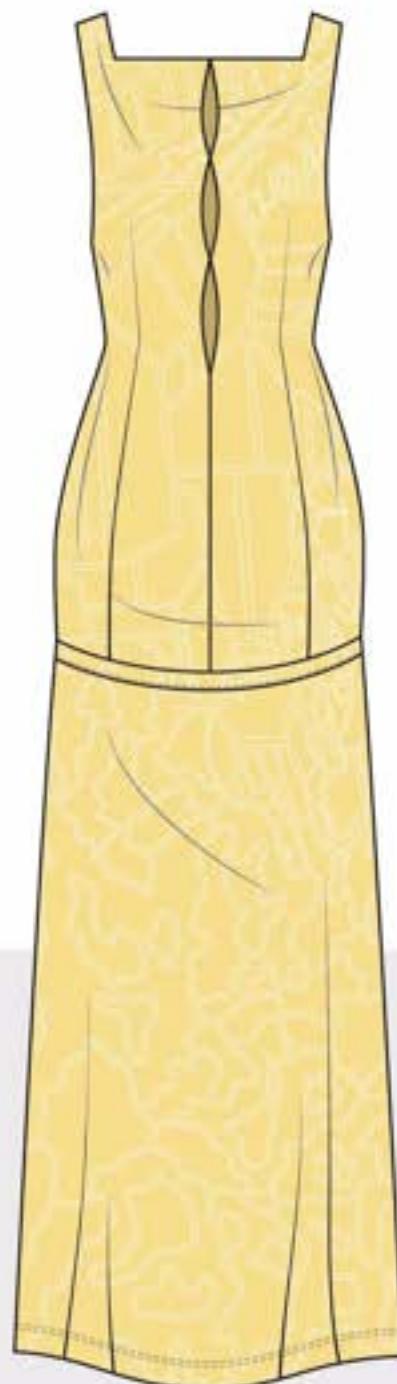
The concept for this collection for the brand 'Loubet' comes from the place where the name of the brand originated. Villeneuve Loubet, a village on the South coast of France, was a place I spent a lot of time growing up. Its scenic beaches and maritime influences combined with its French country flares works beautifully for the brand image of 'Loubet', whilst also adding further depth to the brand. The plethora of natural features, architecture and art within this area of France provides many areas of inspiration.

The customer profile for the brand Loubet depicts a 20-30 year old woman located in France. Their love for French culture and artistry fills up their hobbies and interests. Their occupation is within a corporate field which enables a comfortable financial situation. However, the obsession of art provides that necessary escape from their usual routine. Within their job comes the need to attend formal events, so the elevated basic extravagance of Loubet works perfectly. Chic and effortless is their fashion motto, and when travelling the world within their field of work becomes sluggish, they are able to enjoy the jet-setting periods within their life through the involvement of Loubet.

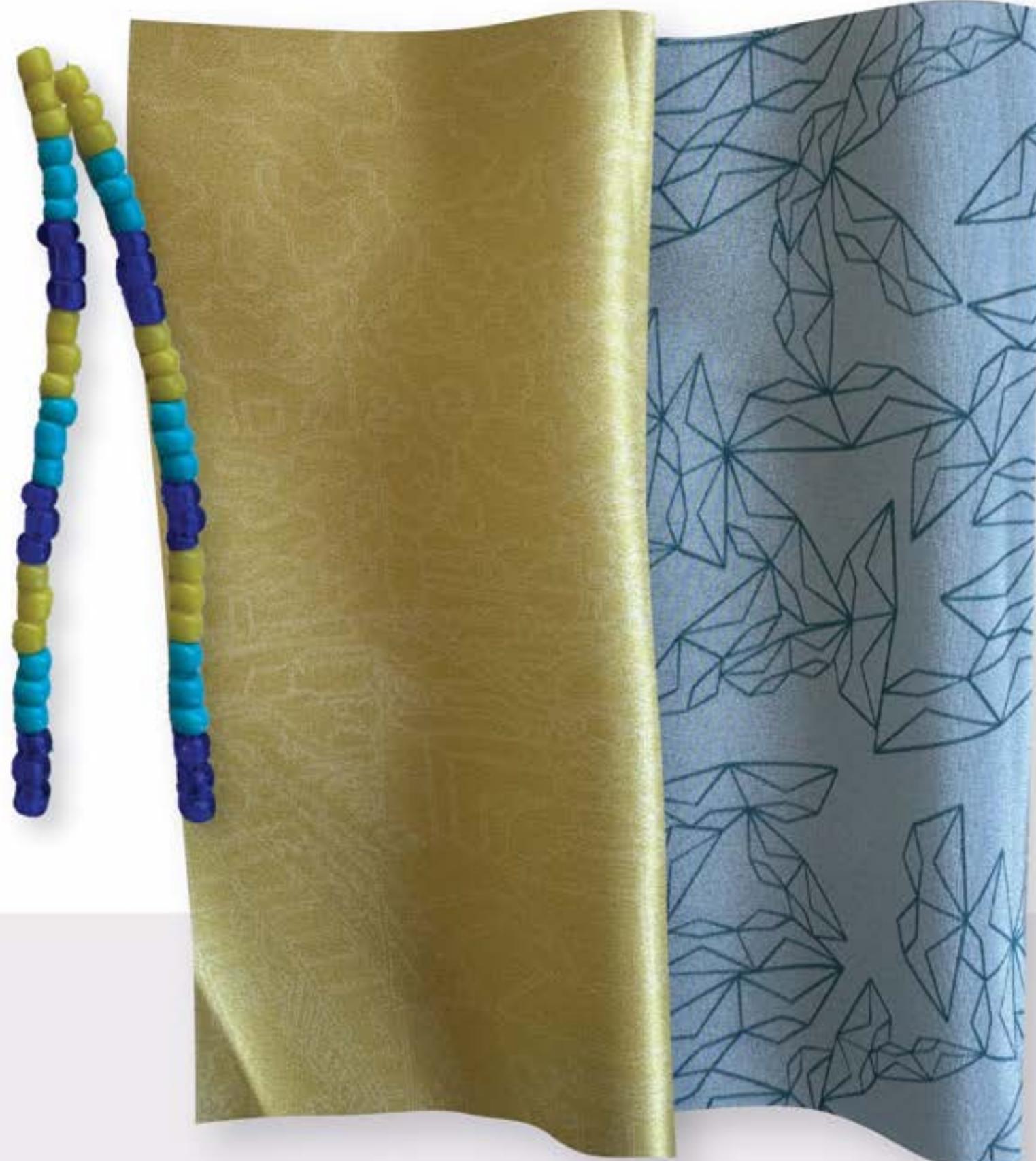
## CUSTOMER PROFILE



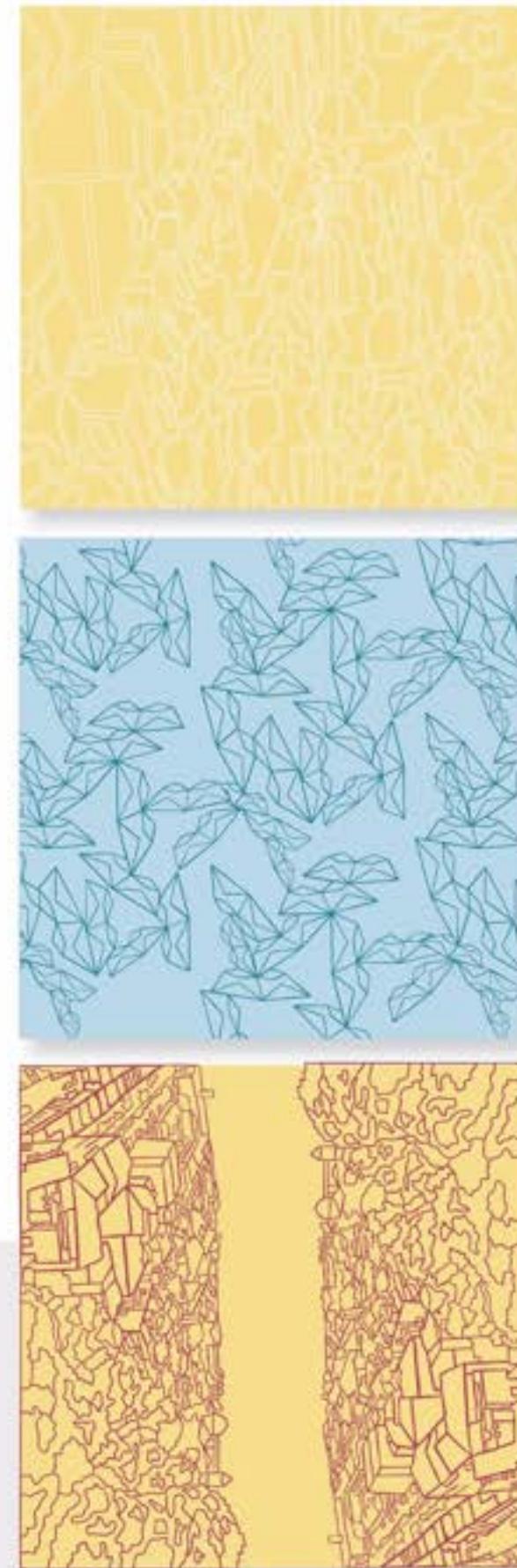
# OUTFIT 1 & 2



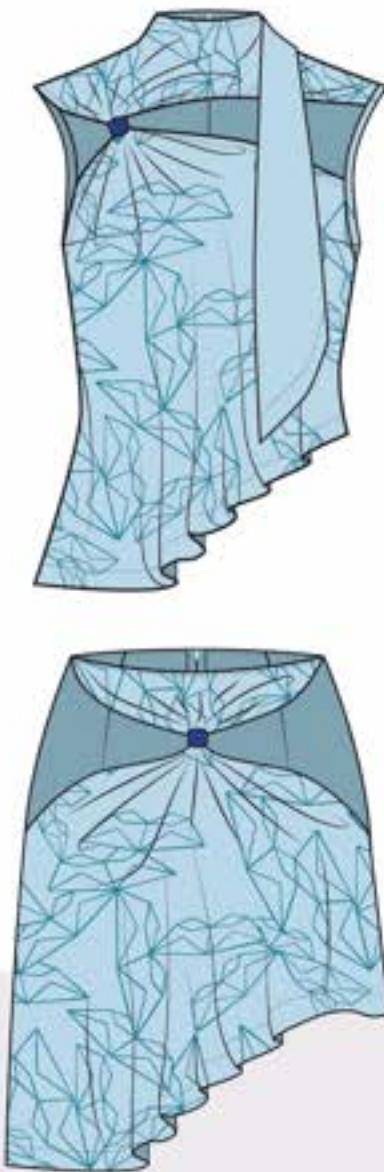
# PRINT DEVELOPMENT



Prints were developed from the personal inspiration images collected and displayed on the inspiration moodboard. These prints were also hand drawn to add to the authentic and personal feel of this collection, representing the local area, architecture, as well as being synonymous with the details of Villeneuve Loubet. Manipulation of several different colour overlays and opacity levels created the chosen prints.



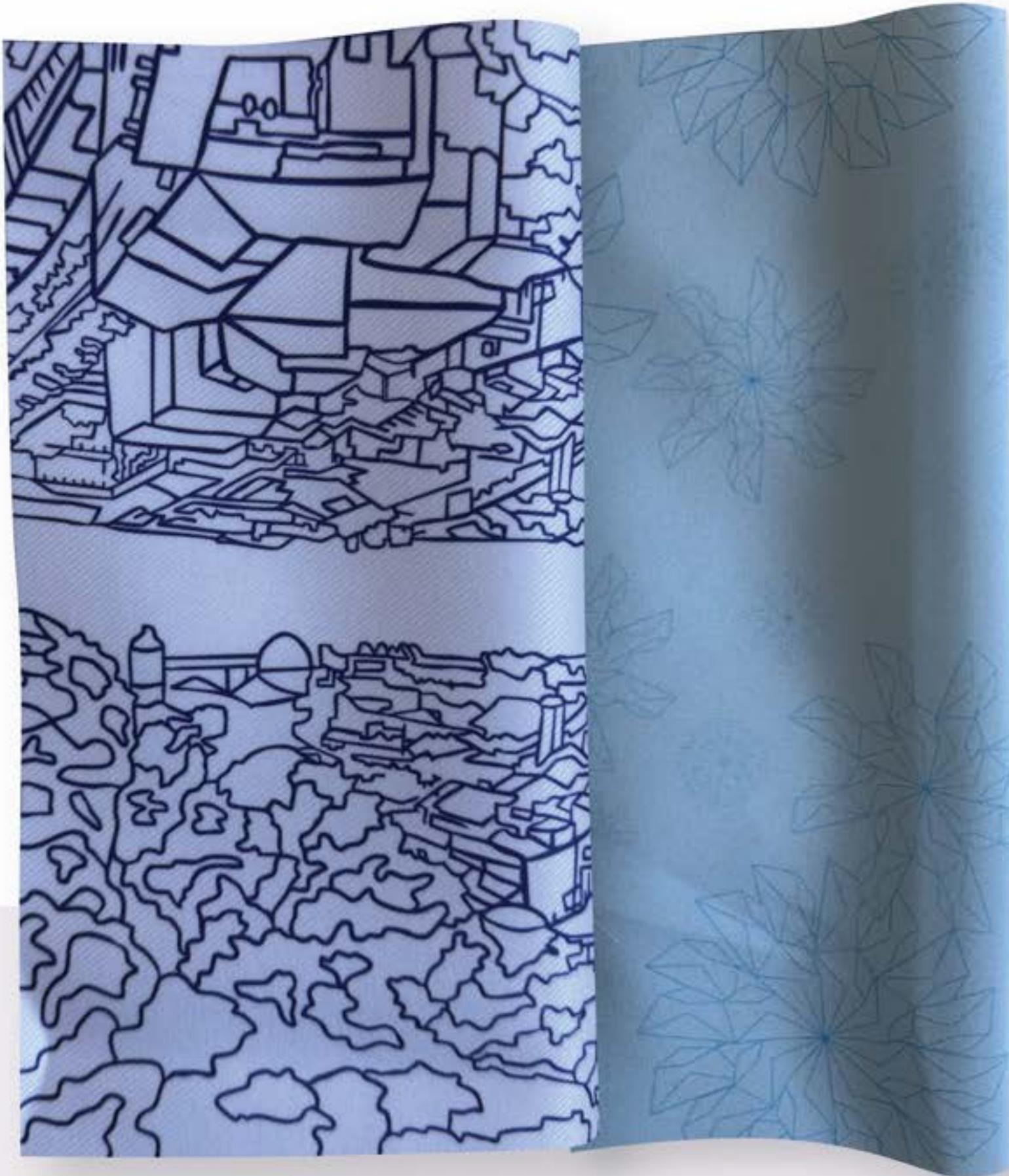
## OUTFIT 3 & 4



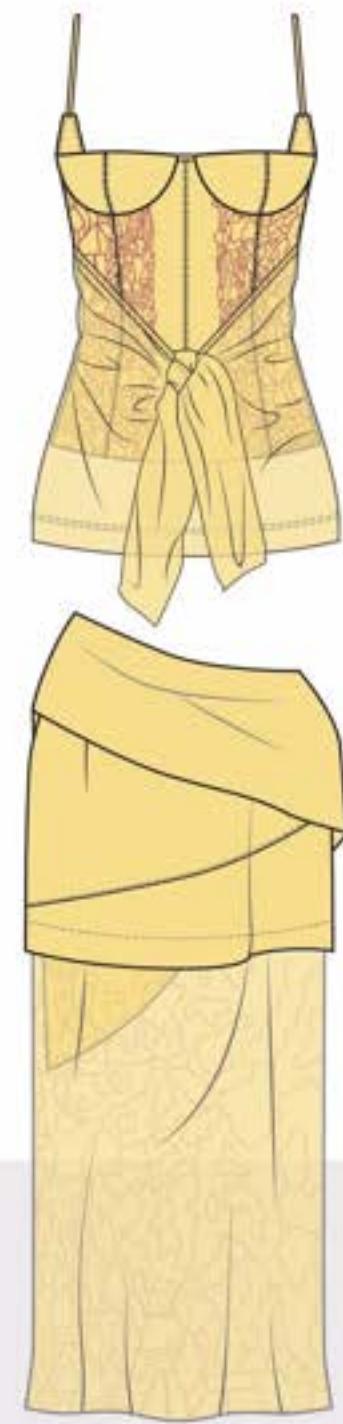
## OUTFIT 5, 6 &amp; 7



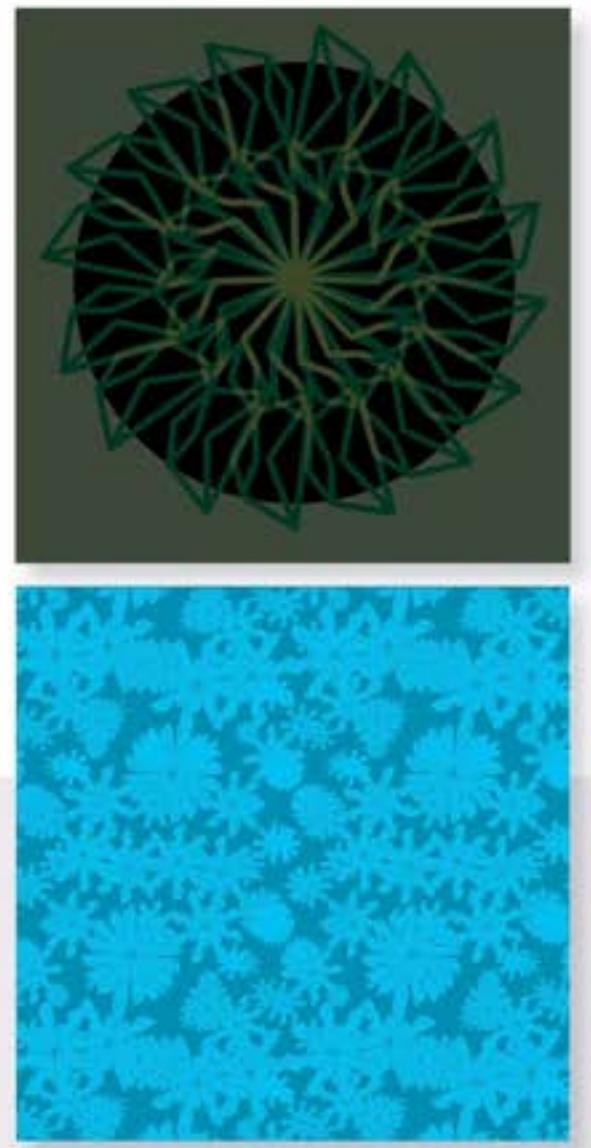
# PRINT DEVELOPMENT



# OUTFIT 8, 9 & 10

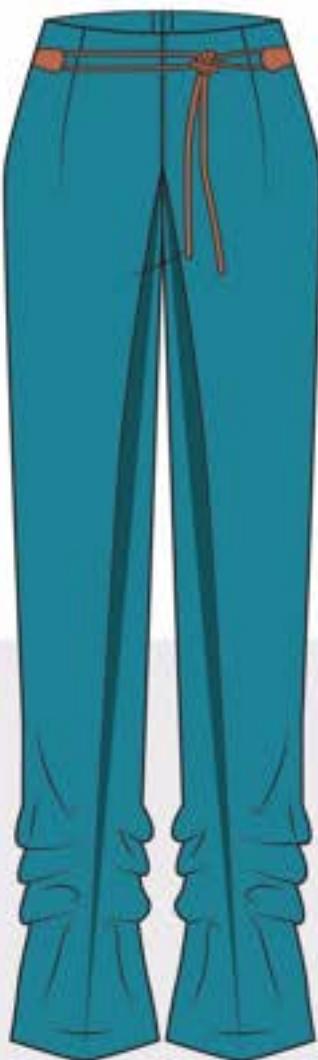
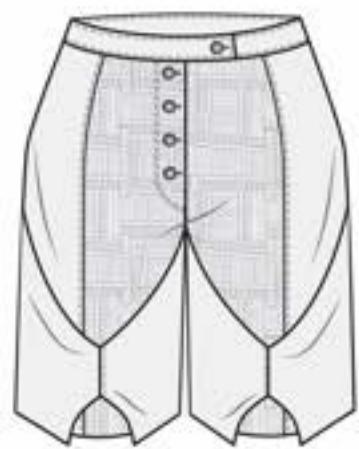


# PRINT DEVELOPMENT

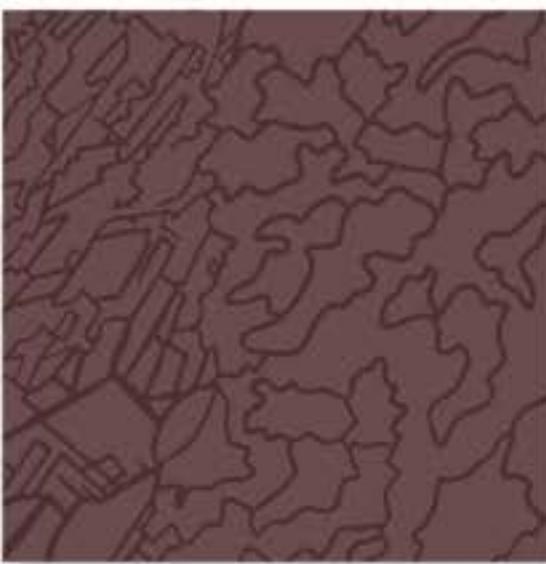


All prints have been printed and displayed on relevant fabrics chosen for the collection, such as 100% Silk Satin, Poly Twills, Crepe de Chine, Cotton and Silk Twills. This allows the prints to be appropriately expressed for the designs created as well as explore their appearance and movement as prints on the co-ordinating fabrics.

# OUTFIT 11 & 12



# PRINT DEVELOPMENT



# OUTFIT 13 & 14







# LOUBET X

VILLENEUVE LOUBET,  
THE SOUTH OF FRANCE

SPRING/SUMMER 2026



03



When developing concepts, ideas surrounding personal stories and experiences are at the forefront. I have a strong affection for the South of France, specifically Nice and an area called 'Villeneuve-Loubet'. This collection, 'Villeneuve-Loubet', is inspired by this village in Southern France. Spending every summer there as a child, many of my core memories and childhood experiences originate there. The incorporation of French countryside flare from the village combined with the coastal location provided a lot of varied inspiration.

The collection will be for the age range of 2 to 8 years and will explore relevant themes related to the area of 'Villeneuve-Loubet' to develop designs that embrace joy, playfulness and celebrating childhood for Petit Bateau, a French fashion brand created in 1918. Petit Bateau admires creativity and letting kids be kids, correlating perfectly with the inspiration of this collection.

The customers are parents, around the age of 30 to 40, that desire comfort yet amusement for their child's clothing. The pieces reflect a free mindset, letting kids be kids. A love for the outdoors, exploration and creativity is at the centre, with the clothes allowing for that. Due to the mix and match unisex aesthetic, the pieces express the richness of French fashion into a childrenswear form.



Spring / Summer 2026

VILLENEUVE - LOUBET

Spring / Summer 2026

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio

# VILLENEUVE - LOUBET

The customers are parents, around the age of 30 to 40, that desire comfort yet amusement for their child's clothing. With an annual income of around €10,000 to €80,000, they are able to invest in the premium, long lasting quality. As they live in a fairly suburban area, they have access to an array of different activities for their children, with the varied pieces working for any occasion. The pieces reflect a free mindset, letting kids be kids. A love for the outdoors, exploration and creativity is at the centre, with the clothes allowing for that. Due to the mix and match aesthetic, the pieces express the chicness of French fashion into a childrenswear form.

## FRENCH COUNTRY LIVING



Petit Bateau is a French fashion brand created in 1918. Initially, the brand was created from the inspiration of a traditional French nursery rhyme, solidifying the brands dedication to childish rituals. The brand believes in allowing children to be free and comfortable through their innovative designs, to their specific choices in fabric such as cotton, linen and further knits. Petit Bateau admires creativity which is continually achieved within their dedication to quality from the beginning. I personally love the brands versatility and commitment to letting children dress creatively.

## PETIT BATEAU



It is evident within their store design that the brand aims to reflect its French heritage within every design element. The inclusion of stripes, bright colour choices and fun, quirky motifs within the interior design creates a really distinct brand image. Within their in-store experience, the brand allows for personalised experiences, such as personal shopping, that continue their dedication to their customers.

# VILLENEUVE - LOUBET

The inspiration for my concept was based on an area of France I spent a lot of time in growing up, with the majority of my most influential childhood memories developing there. The incorporation of French countryside influences of the village within a coastal area provides a lot of varied inspiration from sea to inland activities. The area is a vibrant, positive place with colour and character everywhere.

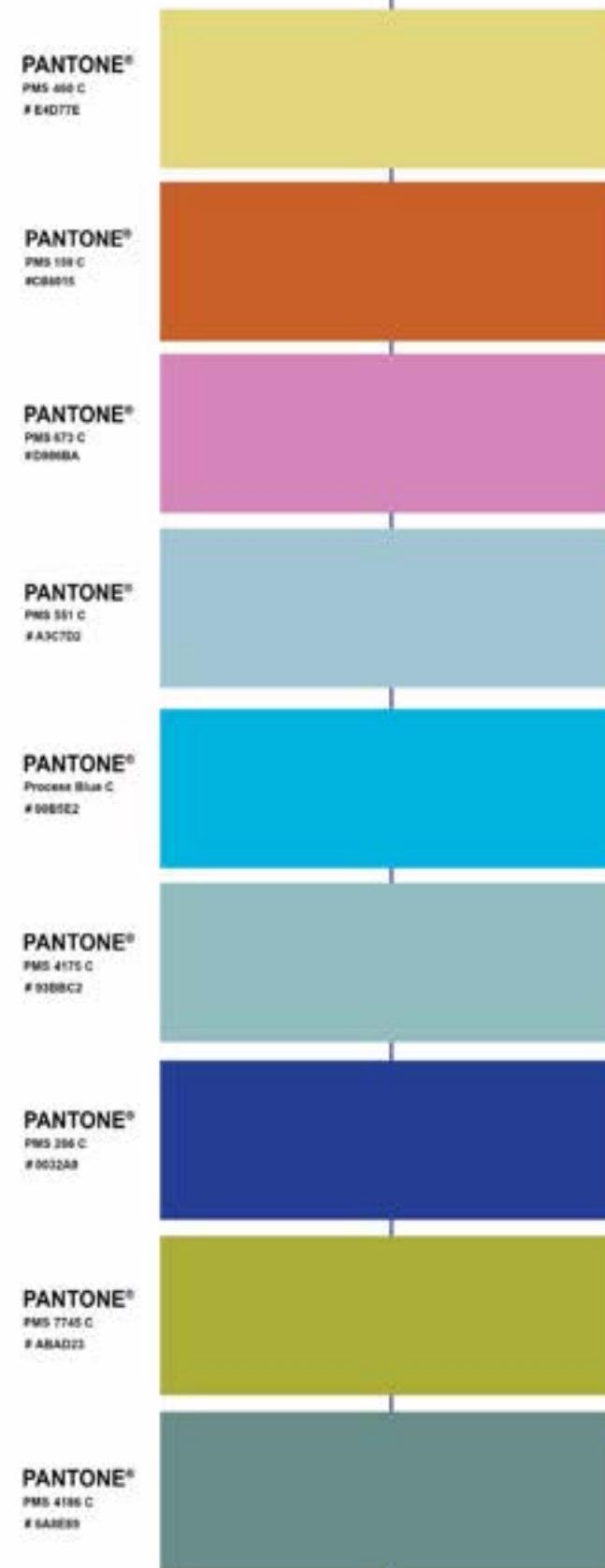
## VILLENEUVE-LOUBET



## THE SOUTH OF FRANCE

Additionally, highlighting specific and native characteristics will also provide great inspiration, such as the 'Rose de Mai' which is the native flower of the area. Furthermore, any historical and influential architecture, such as the 'Château de Villeneuve-Loubet', which is their castle/fortress within the area.

## / VILLENEUVE - LOUBET

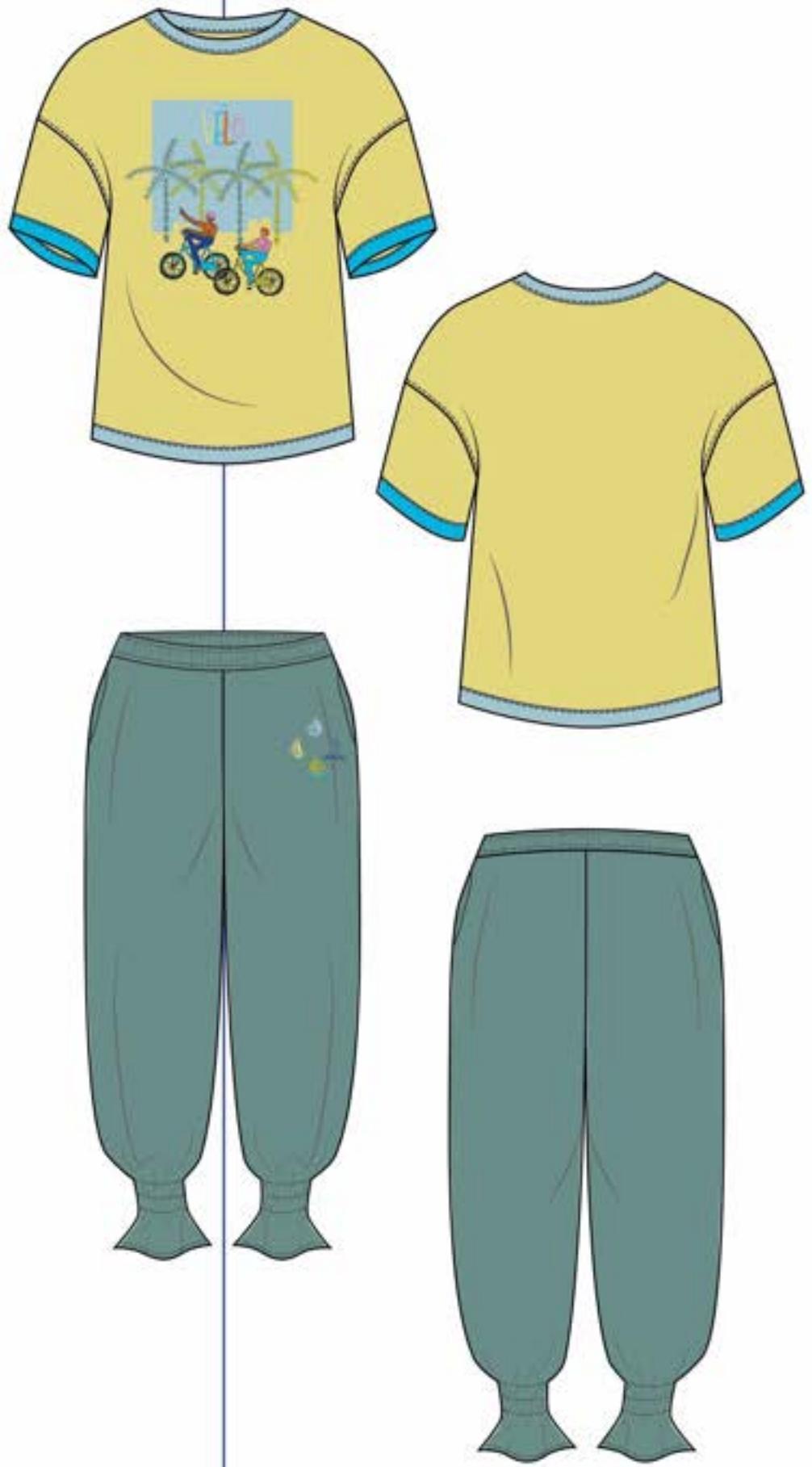


Spring / Summer 2026

'OUTFIT ONE'

VILLENEUVE - LOUBET

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio



Spring / Summer 2026

# / VILLENEUVE - LOUBET



'OUTFIT TWO'

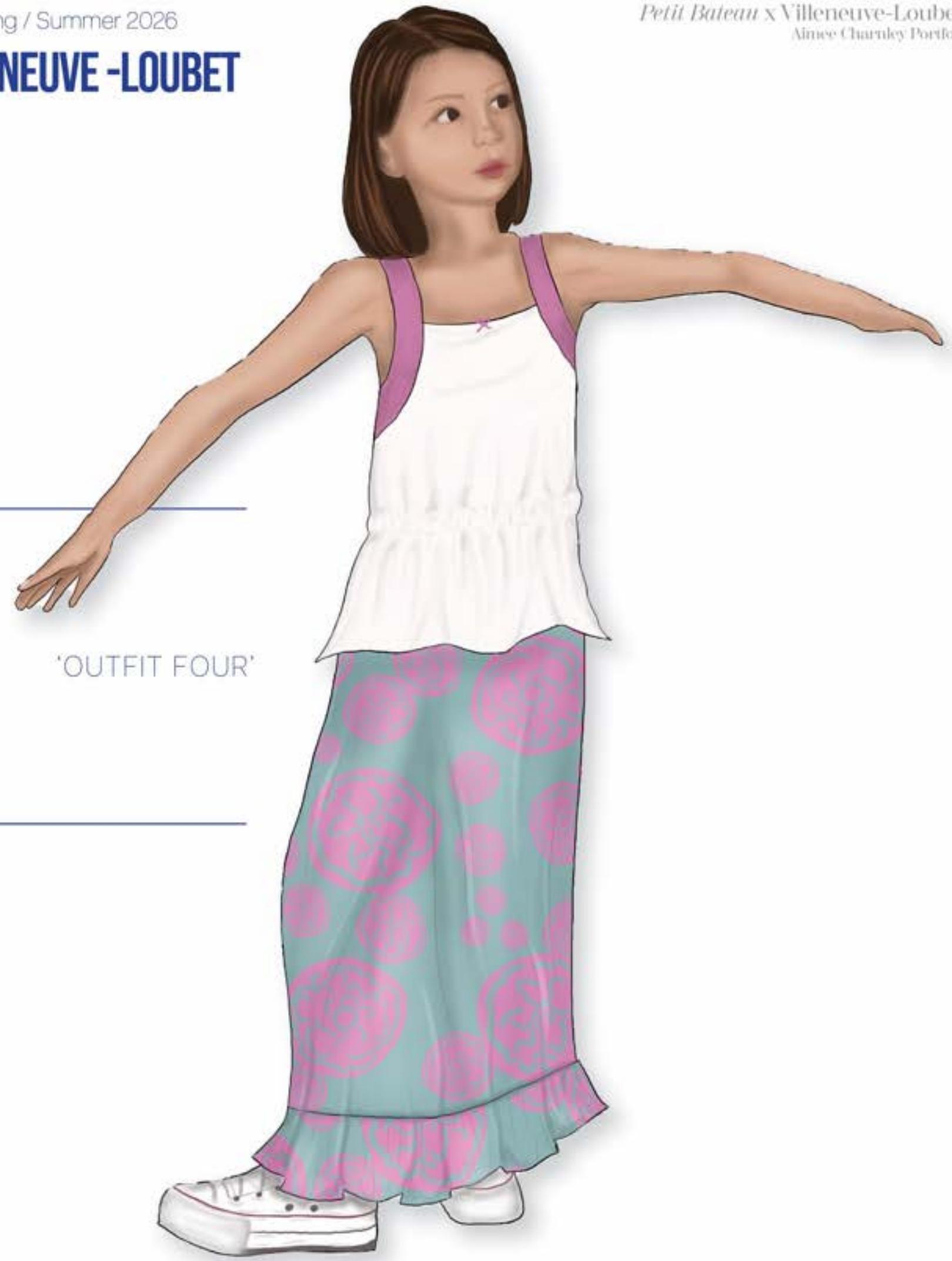


'OUTFIT THREE'

Spring / Summer 2026

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio

# VILLENEUVE - LOUBET



## / VILLENEUVE - LOUBET

## PRINT DEVELOPMENT

All prints developed for this collection were hand drawn based off of the inspiration and highlighted details found in the relevant inspiration images. As this is a childrenswear collection, the prints needed to represent a childlike and youthful appearance. Using relevant details from Villeneuve-Loubet such as maritime, native elements, and French influences, I was able to develop a selection of exciting and fun prints that emphasized childhood.



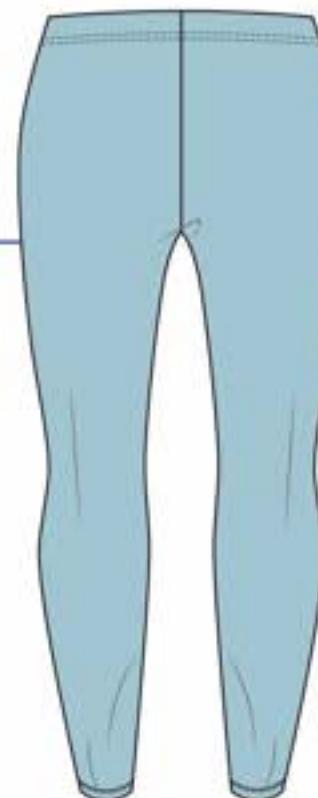
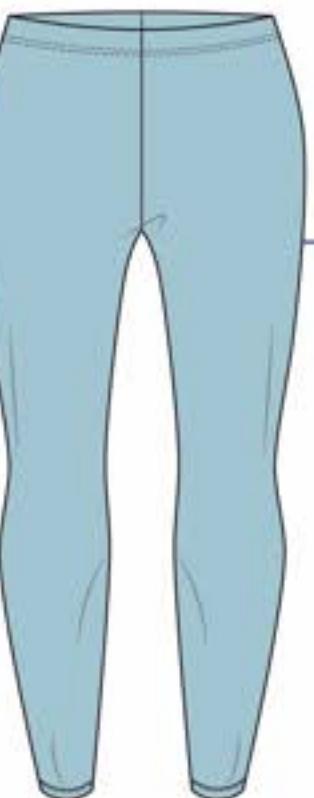


Spring / Summer 2026

# VILLENEUVE - LOUBET

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio

'OUTFIT FIVE'



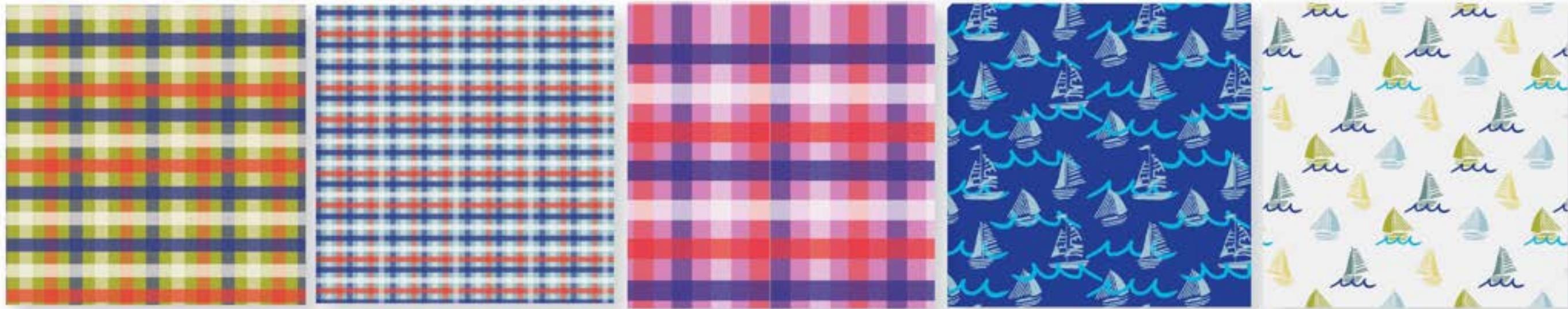
Spring / Summer 2026

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio

# VILLENEUVE - LOUBET



The several gingham prints created were developed based off of the colours of the French flag. As Petit Bateau continuously uses a gingham print within their collections, it felt appropriate to recreate and connect it to the inspiration of this collection.

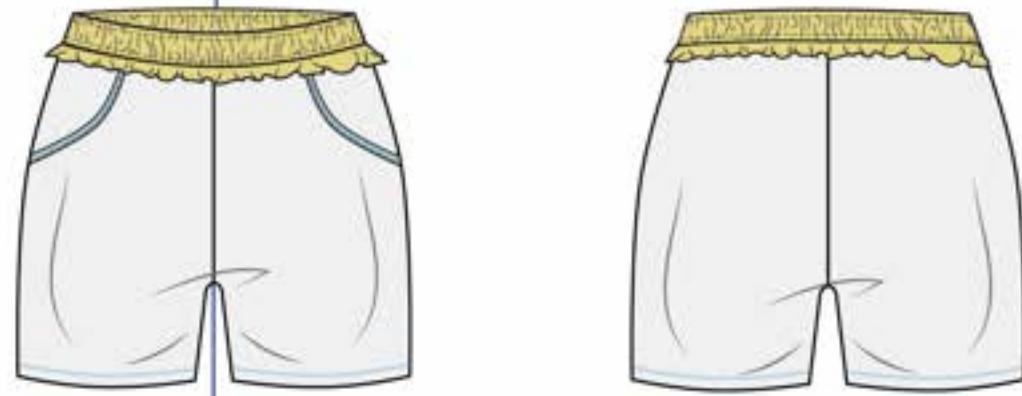
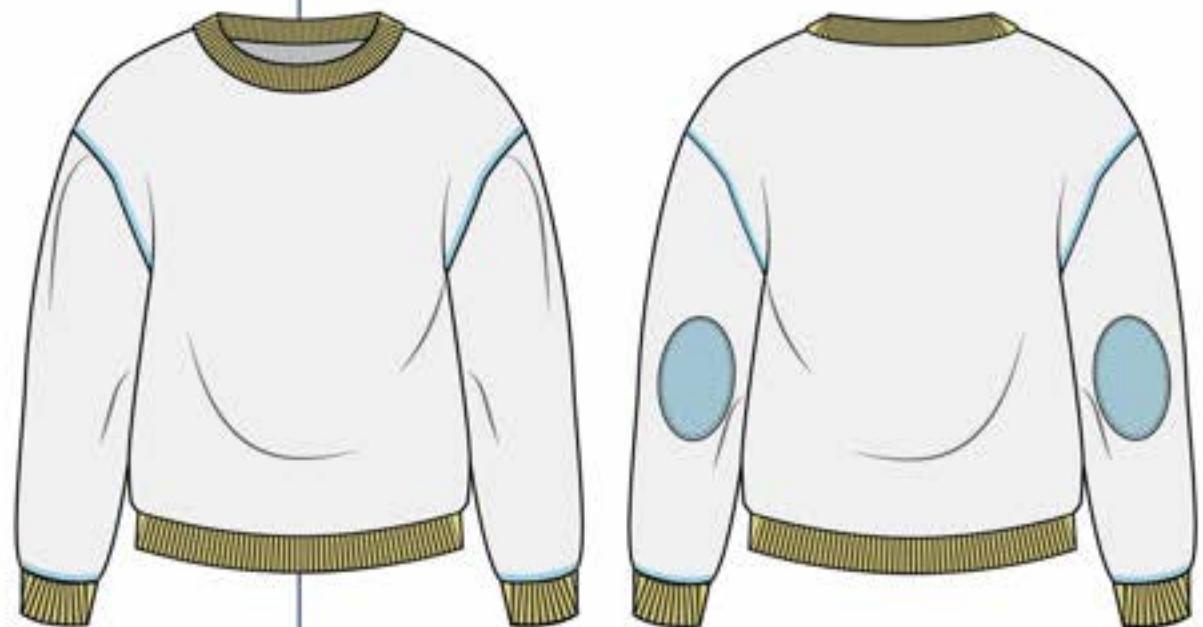


Spring / Summer 2026

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio

# VILLENEUVE - LOUBET

'OUTFIT SIX'



'OUTFIT SEVEN'

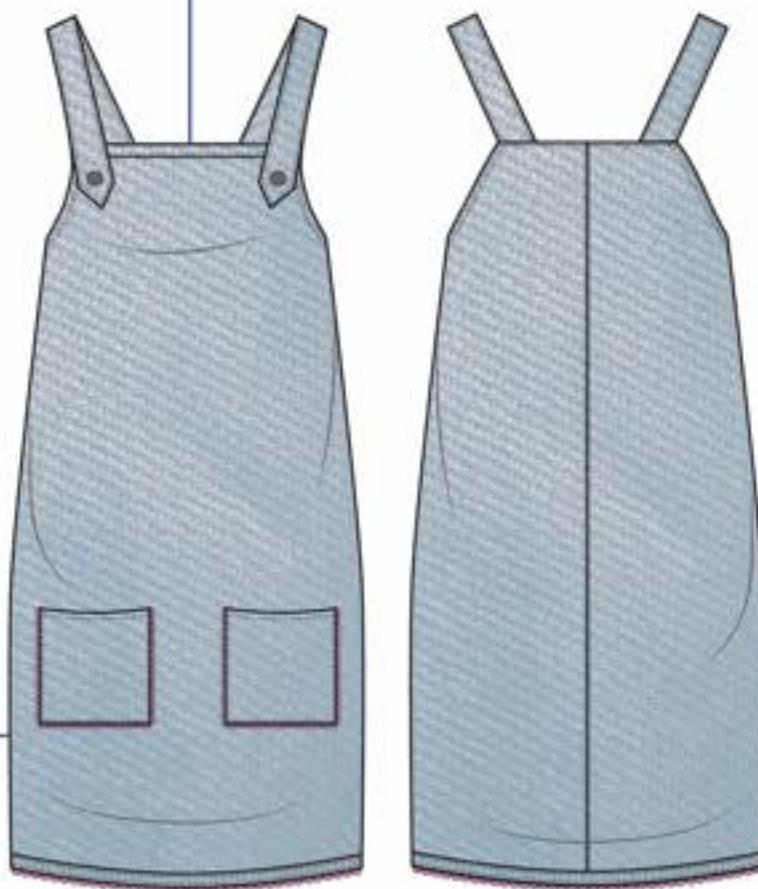


Spring / Summer 2026

# VILLENEUVE - LOUBET

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio

'OUTFIT NINE'



'OUTFIT EIGHT'



Spring / Summer 2026

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio



## VILLENEUVE - LOUBET

'OUTFIT TEN'



I wanted to explore unique statement placement prints within the designs as that is a relevant print style for Petit Bateau. Creating statement prints through knit development amongst the other styles such as digitally printing and embroidery added a depth to the approach of placement printing for the brand.

Spring / Summer 2026

# / VILLENEUVE - LOUBET

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio



Spring / Summer 2026

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio

# VILLENEUVE - LOUBET

## PRINT DEVELOPMENT

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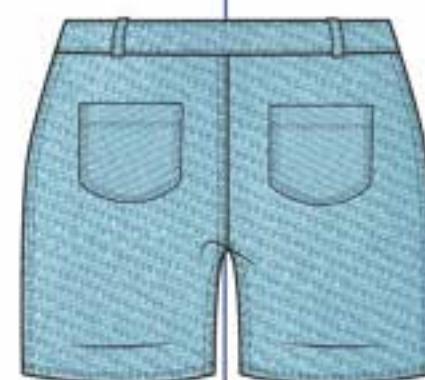
Spring / Summer 2026

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio



# VILLENEUVE - LOUBET

'OUTFIT ELEVEN'

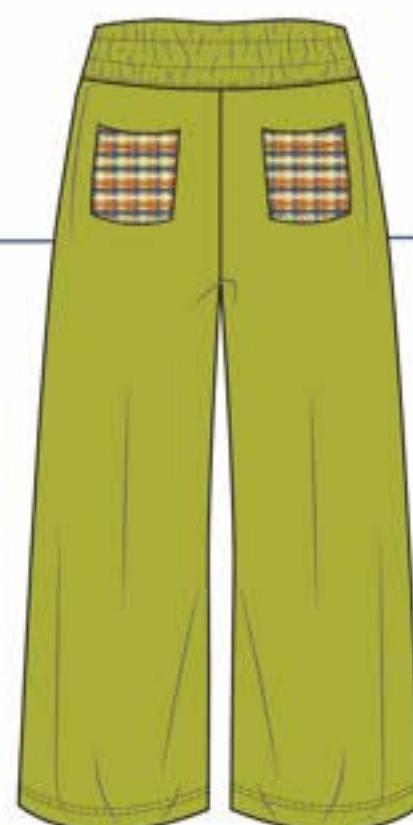
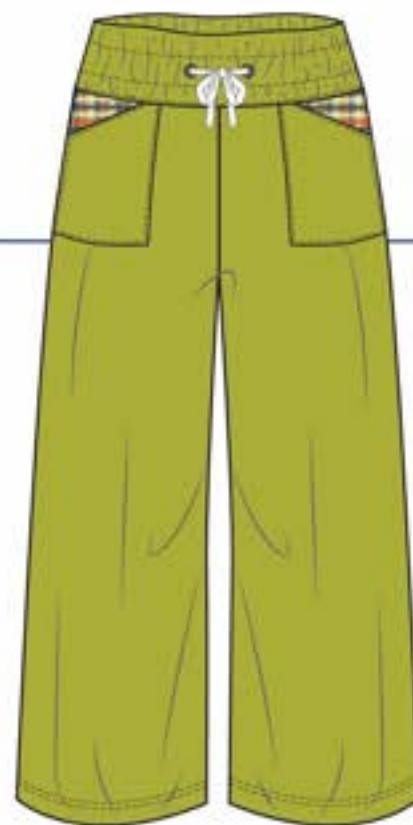


Spring / Summer 2026

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio

# VILLENEUVE - LOUBET

'OUTFIT TWELVE'



'OUTFIT THIRTEEN'



Spring / Summer 2026

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio



## VILLENEUVE - LOUBET



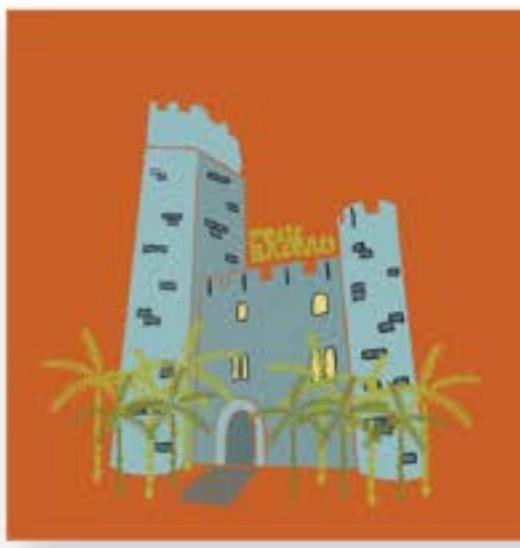
'OUTFIT FIFTEEN'

'OUTFIT FOURTEEN'

Spring / Summer 2026

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio

# / VILLENEUVE - LOUBET



Spring / Summer 2026

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio

# VILLENEUVE - LOUBET



/ VILLENEUVE - LOUBET



Spring / Summer 2026

VILLENEUVE - LOUBET

Petit Bateau x Villeneuve-Loubet/  
Aimee Charnley Portfolio



04



'Vision'  
x  
**COS**  
AUTUMN/  
WINTER  
2026

'Vision' is an Autumn Winter 2026 collection for COS inspired by the artworks created by Bryan Charnley. The name and purpose of this collection is to provide a new exploration into the spirit of the COS brand through combining their design identity with Charnley's profound and deep artistic creations. The collection will aim to explore abstract and minimalist elements as well as reinvent the contemporary visions of COS.

## BRAND



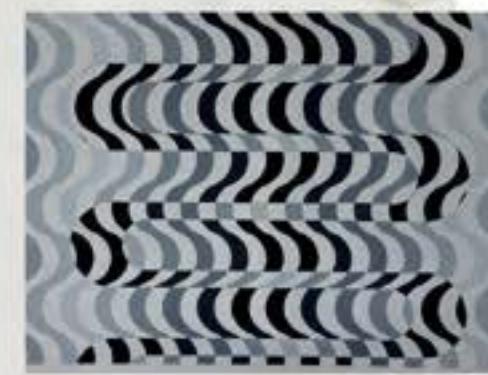
## CUSTOMER PROFILE

This type of Cos consumer is between the ages of 25 to 40, working a high position as a Corporate Executive in Stockholm, Sweden. Their salary is between \$20,000 to \$100,000, which allows them to travel during their downtime, as well as invest in a varied wardrobe. Fashion for them is minimal and timeless, which is why Cos satisfies their needs when it comes to clothing. Their past time activities involve reading, art, and experiences that provide them the opportunity to build on different aspects of their knowledge through events such as live talks or workshops. Cos clothing provides them with the versatility and affordable luxury that they know will be durable within their ever changing social calendar.

Cos, a brand owned by the Scandinavian H&M group, is a global, independent fashion brand dedicated to quality and lasting design. Cos believes in creating for the cultures, connecting cities and sparking fashion movements that are mindful towards the consumer. The public image of the brand is that Cos remains a brand fashioning elevated basics, filling the area between high street and luxury with their two collections a year.

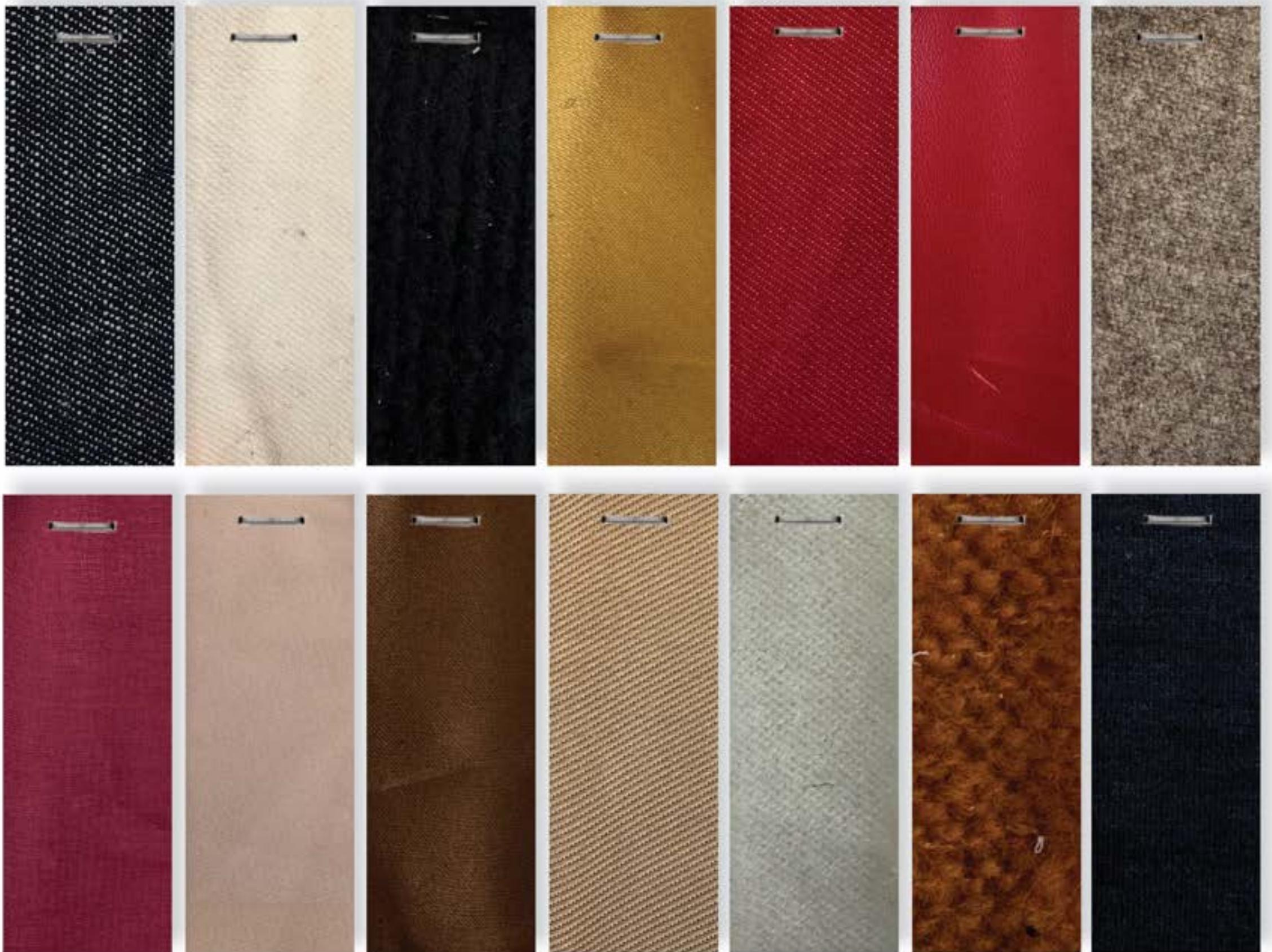
## INSPIRATION

### BRYAN CHARNEY ART



Bryan Charney, born in 1949, was a vivid, surrealist artist, well known for his depictions of schizophrenia in his artwork. His artworks act as a story of schizophrenia, depicting the humanity involved in an effort to relate to sufferers. Before the more vivid period of artworks within his career, his early works and abstract pieces show the initial gradual progression whilst suffering schizophrenia, displaying a varied collection of subtle, abstract pieces to more realistic, tormented ones.

## FABRIC BOARD



## TOP ROW

1. 100% Cotton Denim
2. 100% Cotton Denim
3. 100% Knitted Wool
4. 100% Duchesse Satin
5. 100% Cotton Denim
6. PVC Leather
7. 70% Wool / 25% Cashmere / 5% Viscose

## BOTTOM ROW

1. 95% Silk / 5% Lycra
2. 95% Silk / 5% Lycra
3. 100% Wool Suiting
4. 100% Cotton Denim
5. 45% Superfine Wool / 36% Cotton Giza / 19% Cashmere
6. 64% Baby Alpaca / 25% Cashmere / 1% Seta
7. 100% Cotton Jersey

## COLOUR PALETTE



OUTFITS

ONE AND TWO



## PRINT DEVELOPMENT

## 'IRIS' (1976)

The art pieces chosen from Bryan Charnley's work were selected due to their simplistic yet impactful nature. As they were heavily detailed, slightly enhancing them was all that was necessary to translate them into appropriate prints for this collection and for representing the COS brand identity of contemporary minimalism. The prints were manipulated through colour overlaying and opacity manipulation, as well as repeating the art to create impactful repeat prints.





OUTFITS

THREE AND FOUR

OUTFITS



FIVE AND SIX



OUTFITS



## PRINT DEVELOPMENT

'DIVA' (1969)



As well as digitally printing, laser engraving the art creates a really unique appearance that creates a subtlety and natural feel that can translate well onto denim or cotton twill materials.

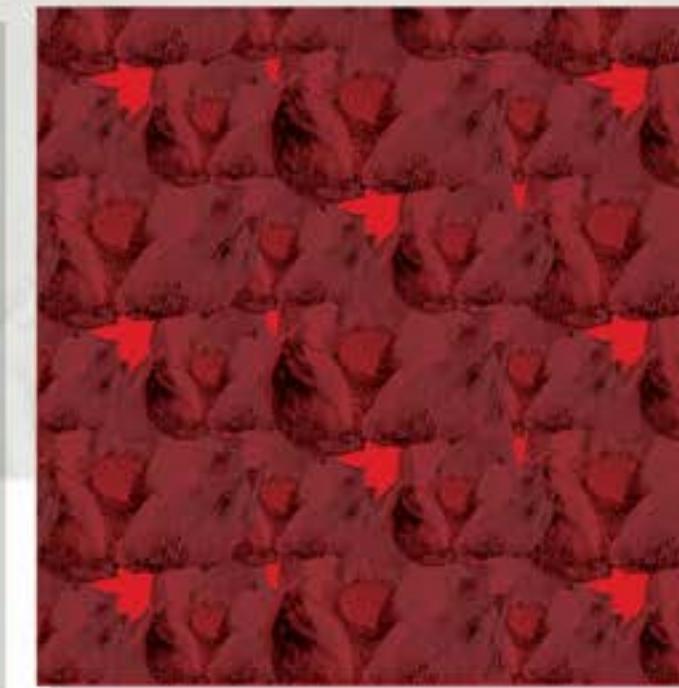
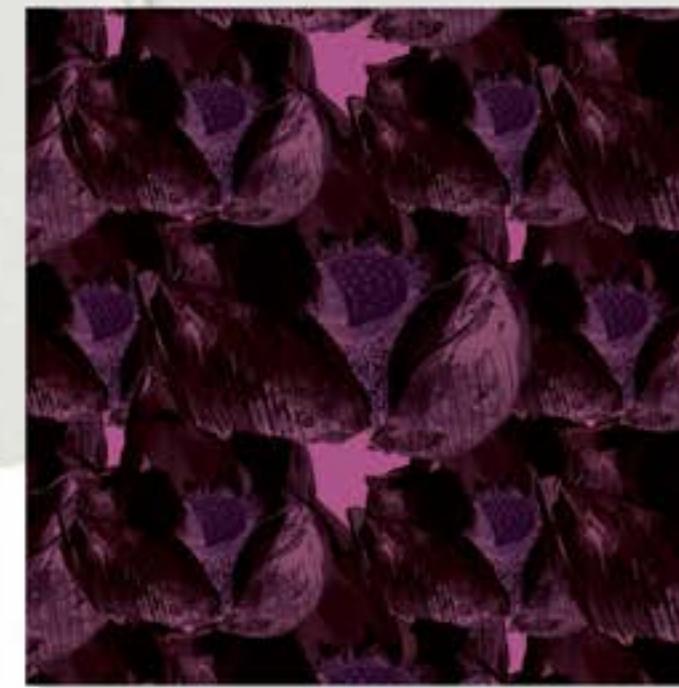
OUTFITS

NINE, TEN AND ELEVEN

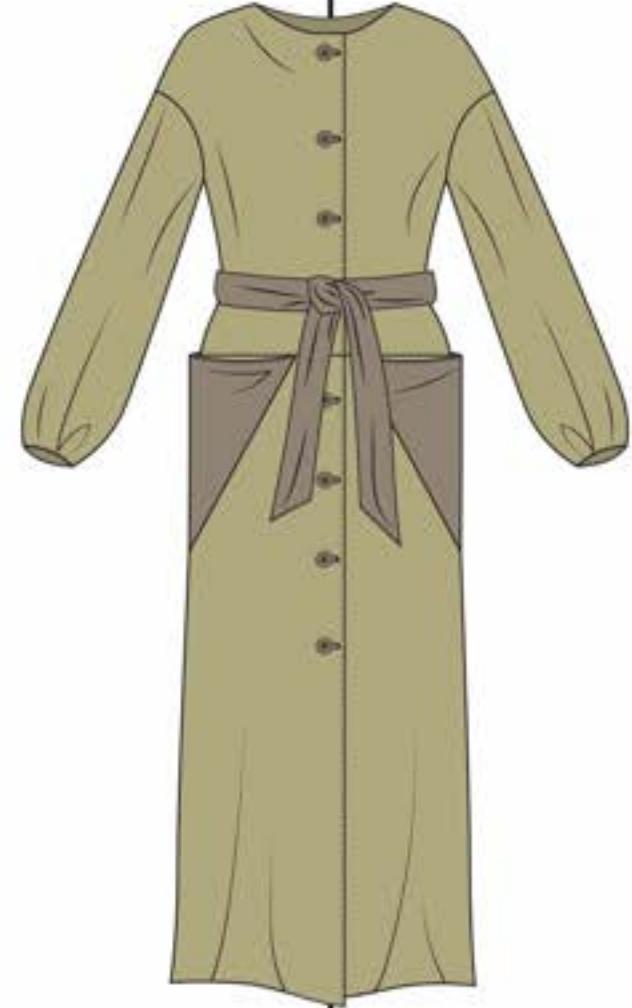


## PRINT DEVELOPMENT

'LOTUS FLOWER' (1981)



I decided to create several of Charnley's pieces into placement designs due to the significance and statement appearance. I believe this translates well to the CUG identity and history of print design. All prints were appropriately displayed onto fabrics relating to the chosen fabric board. Fabrics such as: Denim, Silk Crepe de Chine, Cotton Jersey, Duchess Satin, Silk Twill and Loose Knit Jersey were selected to explore the prints developed and to represent their capabilities and effectiveness.



OUTFITS

TWELVE AND THIRTEEN

PRINT DEVELOPMENT

'DEEP RIVER' (1990)



'Vision'

X

COS

AUTUMN/  
WINTER  
2026



'Vision'

X

COS

AUTUMN/  
WINTER  
2026



'Vision'

X

COS

AUTUMN/  
WINTER  
2026



05

*Christys* By Design /  
Industrial Placement Work

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## Bookweek 25 CAD's

# ROALD DAHL

CAD Development



# Christmas 24 Accessories Development

## Classic Christmas



24

## Classic Christmas



24

## Merry Metallics



24

## Jolly Dreams



24

## Cozy Carols



24

## Frosty Blooms



24

# Halloween 25 CAD's

## GOTH QUEEN

HALLOWEEN 2025

### DESCRIPTION:

- Velour side bodice panels
- Sequin CF with gathered mesh overlay and skull hole
- Mesh neckline biffs
- Velour puff sleeves with mesh biffs
- Mesh waistband full with sequin trim
- Velour peplum
- Lace skin petals
- Satin underskirt with sub AOP
- Satin wrapped headband with sub printed and felt beaded crown

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



## GOTHIC VAMPIRESS

HALLOWEEN 2025

### DESCRIPTION:

- Velour bodice with placement sub print AOP
- Satin fused to felt shoulder panel
- Lace frill collar
- Lace scalloped peplum
- Satin underskirt with sub AOP
- Lame fused to felt pearl buttons

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



## OPULENT VAMPIRESS

HALLOWEEN 2025

### DESCRIPTION:

- Velour bodice with placement sub print and mesh modesty panel
- Mesh full sleeves
- Satin fused to felt stand collar with satin binding
- Satin waistband with bat motif
- lace peplum
- Satin underskirt with sub AOP

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



## VINTAGE VAMPIRESS

HALLOWEEN 2025

### DESCRIPTION:

- Satin CF bodice panel with sub print
- Velour side bodice panels with placement sub print
- Lace peplum
- Satin underskirt with sub AOP
- Mesh frill collar
- Satin fused to felt stand collar with scalloped edge with satin binding
- Mesh full length sleeves

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



# Halloween 25 Trend Development

Industrial Placement I  
Almee Charnley Portfolio



# Halloween 25 CAD's

## PLANTOPIA SPIDERELLA

HALLOWEEN 2025

### DESCRIPTION:

- Velour bodice with placement sub print AOP
- Lame waistband and felt spider motif
- Mesh peplums and sleeve frills with foil AOP
- Satin skirt with placement sub print AOP

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



## GLITZ SPIDERELLA

HALLOWEEN 2025

### DESCRIPTION:

- Satin bodice with placement sub print, jewel and mesh modesty panel with lame binding
- Mesh frill sleeves
- Lame waistband and spider motif
- Satin underskirt with sub AOP
- Mesh overskirt with foil print and rag hem

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



## BEJEWELLED SPIDERELLA

HALLOWEEN 2025

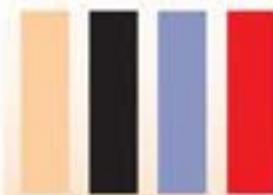
### DESCRIPTION:

- Satin bodice with placement sub print, foil printed spider motif, and satin binding
- Mesh frill sleeves with gold overlocking, and foil print
- Sequin trim waistband
- Satin underskirt with sub AOP
- Mesh overskirt with foil print and rag hem
- Velour peplum with gold overlocking

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



## NEON SPIDERELLA

HALLOWEEN 2025

### DESCRIPTION:

- Velour bodice with placement foil print
- Mesh sleeve frills with elasticated strap
- Lame waistband with gold foil spider felt motif
- Velour peplum with scalloped hem
- Satin underskirt with sub AOP

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



# Halloween 25 CAD's

## STITCH RAG DOLL

HALLOWEEN 2025

### DESCRIPTION:

- Satin bodice with placement sub print, foil printed CF heart motif and trim
- Satin waistband with felt button motifs and bagged out satin bow
- Satin underskirt with sub AOP
- Mesh overskirt with foil print, rag hem and black overlocking

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



## CIRQUE RAG DOLL

HALLOWEEN 2025

### DESCRIPTION:

- Velour bodice with placement sub print and mesh frill collar
- CF trims and felt button motifs
- Satin puff sleeves with felt button motifs
- Satin waistband with lame heart motif
- Velour peplums with gold overlocking
- Satin skirt with sub AOP
- Velour wrapped headband with sub AOP and bagged out bow with heart motif

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



## SCARLET BUTTERFLY

HALLOWEEN 2025

### DESCRIPTION:

- Satin sub printed bodice with sequin CF panel, mesh foil printed trim and jewel bob
- Satin elasticated straps with jag mesh frills
- Satin peplums with sub print AOP
- Mesh overskirt with foil AOP
- Satin underskirt with sub AOP

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



## SHINE BUTTERFLY

HALLOWEEN 2025

### DESCRIPTION:

- Satin bodice with sequin CF panel and sub print AOP
- Satin neckline wings with placement sub print and butterfly jewel
- Satin sleeve frill with placement sub print and mesh underlayer
- Satin peplum with placement sub print
- Mesh overskirt with jag hem
- Satin underskirt with sub AOP

### FABRICS:



### COLOUR PALETTE:



### INSPO IMAGES:



# License Halloween Party-ware Pitch

Industrial Placement /  
Almee Charnley Portfolio



## CUSTOMER PROFILE

- AGES 18-30
- FAN OF ICONIC TV INDUSTRIES
- ENJOYS MYSTERY AND DARK PIZZAZZ
- LOVES THE HALLOWEEN SEASIDE AND THE CHILLING ENVIRONMENT IT CREATES
- ENJOYS MAKING A STATEMENT WITH COOL COLOURS AND IMAGERY
- LIKES FUN MUSIC AND ITS AESTHETIC AND HISTORY



## RESEARCH: SCOOBY DOO COLLECTION

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