

PROFESSIONAL PORTFOLIO

BA(Hons) Fashion Design

FA3S34

Student name: Simona Dimitrova

Student ID:17075432

The Shared Memory

Simona Dimitrova AW21

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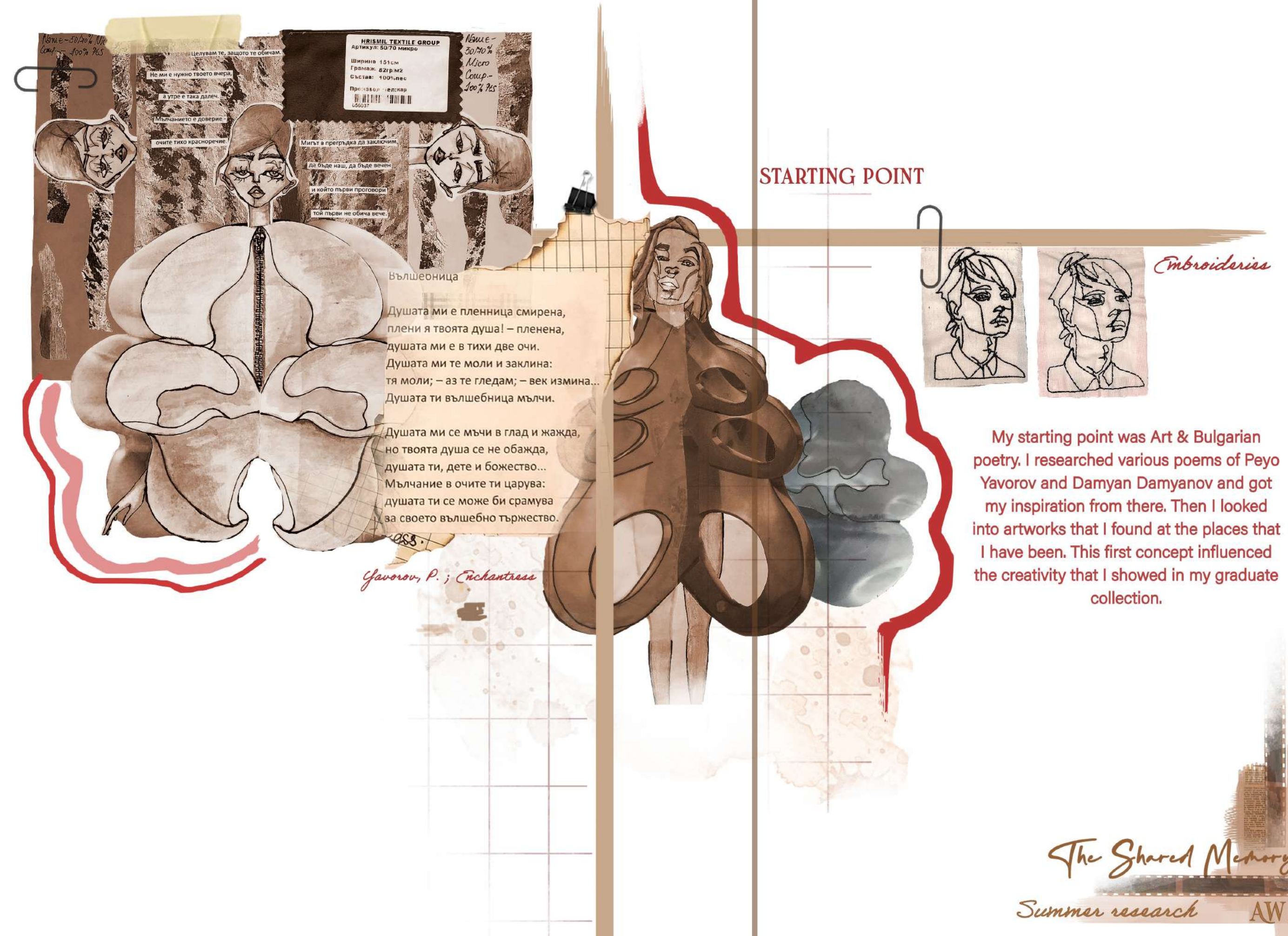
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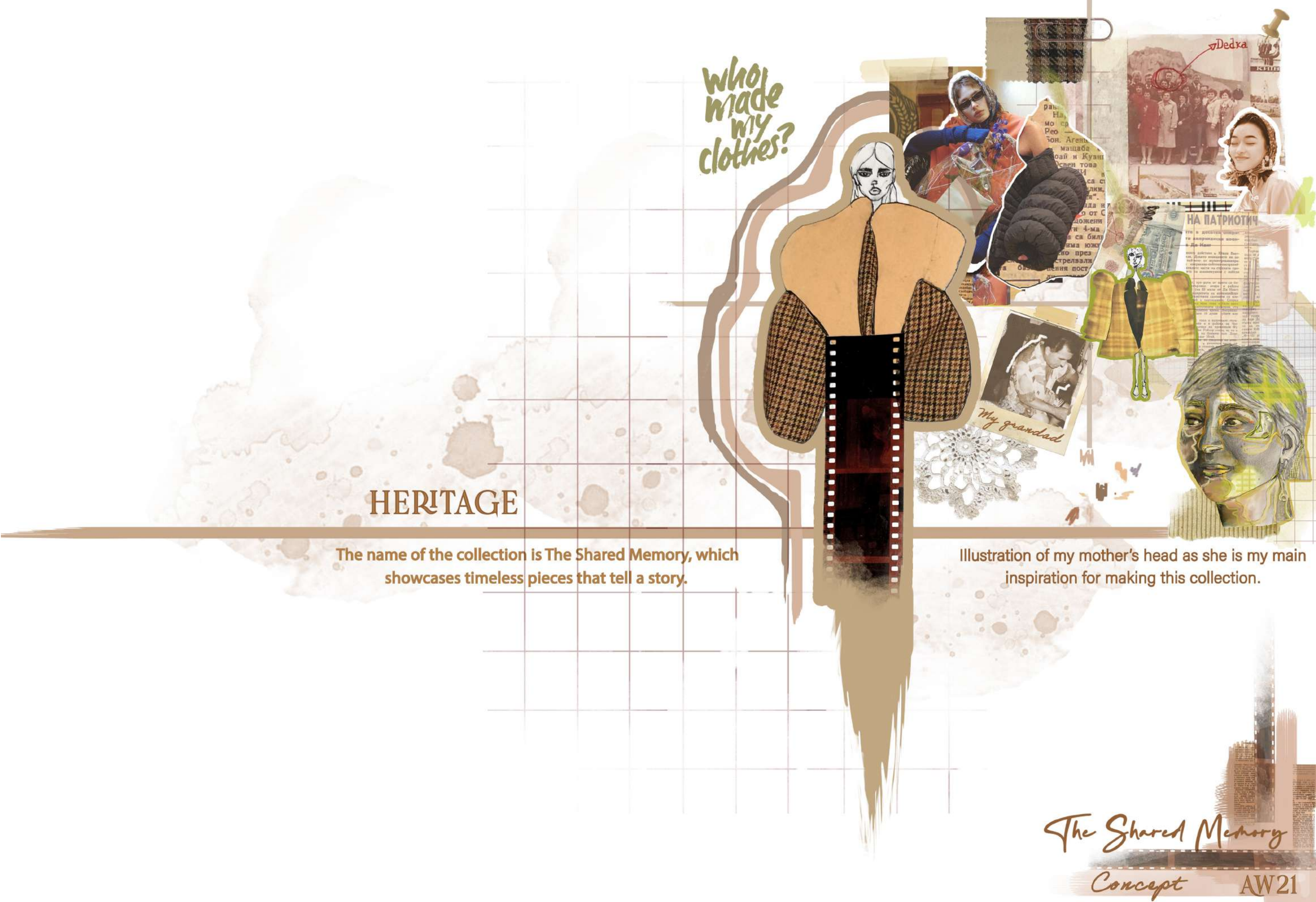
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Before creating my mood board I researched three different concepts: Art and Bulgarian poetry, The shared memory which is about my heritage, and the third one which is sustainability in the time of Covid-19. I merged them together to establish the final concept.

The Shared Memory
AW21 Moodboards

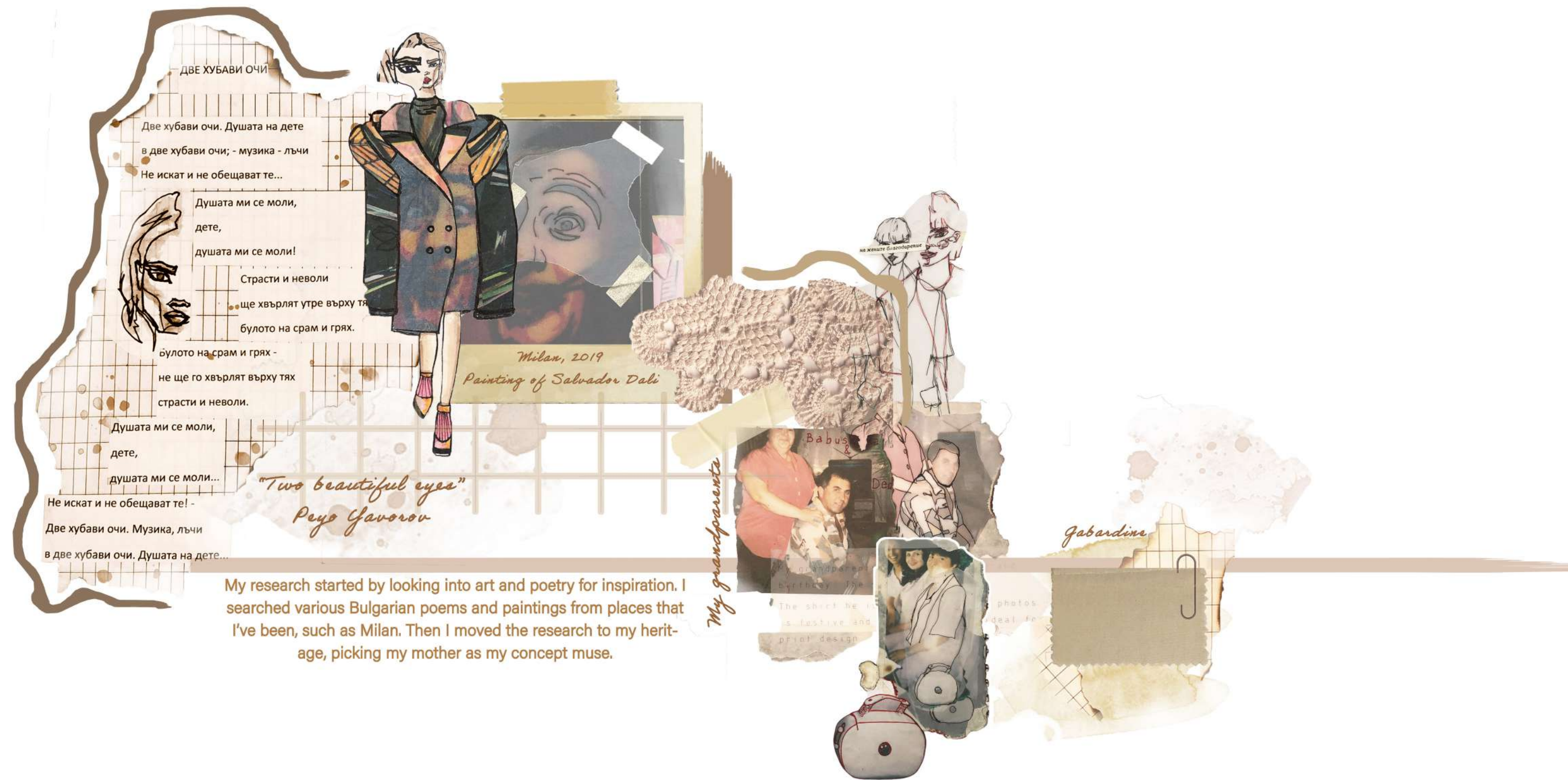


HERITAGE

The name of the collection is The Shared Memory, which showcases timeless pieces that tell a story.

Illustration of my mother's head as she is my main inspiration for making this collection.

The Shared Memory
Concept AW21

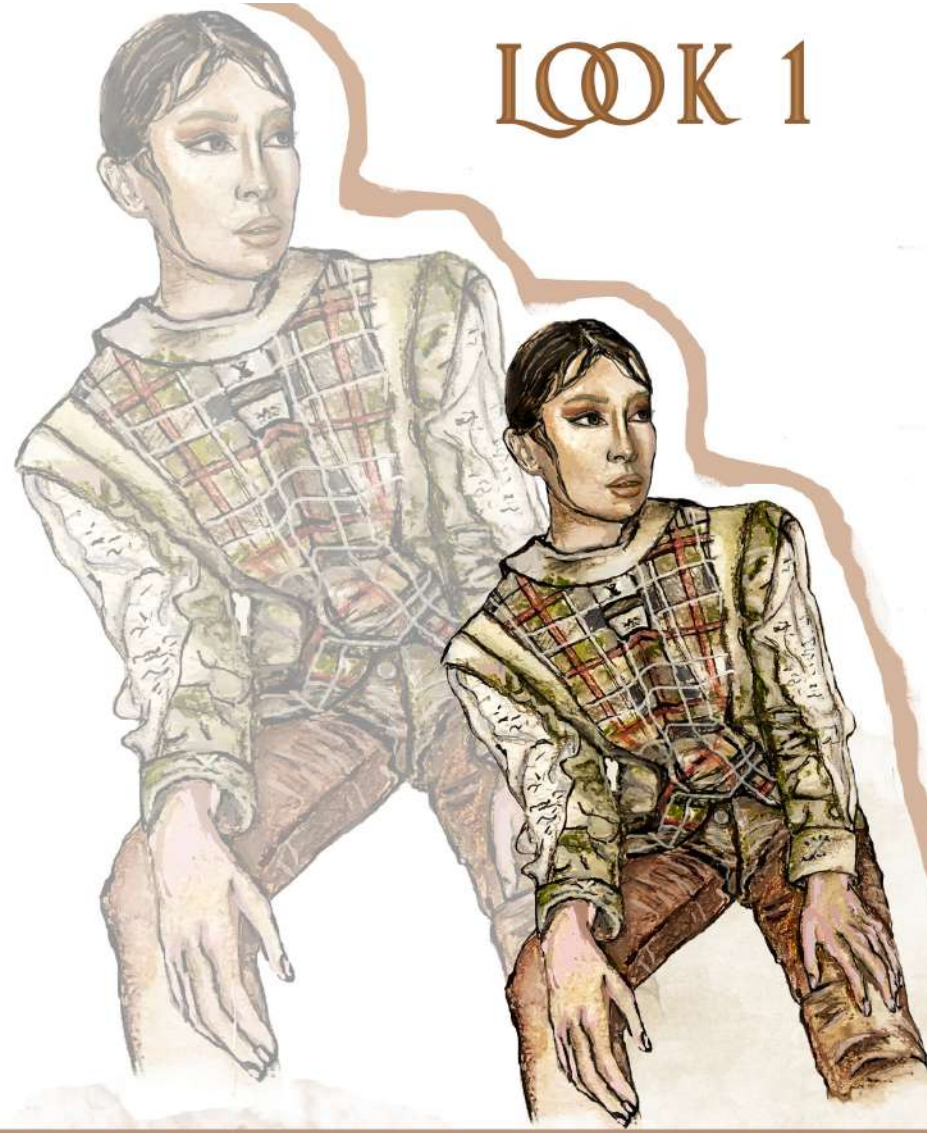


My research started by looking into art and poetry for inspiration. I searched various Bulgarian poems and paintings from places that I've been, such as Milan. Then I moved the research to my heritage, picking my mother as my concept muse.



When I started my research around my family and roots, Socialism influenced the concept's mood, colour, and choice of fabric. At that period the natural fabrics were fashionable such as wool and cotton, and I focused on them.

LOOK 1



Draping

The trousers were inspired but a pair that my mother used to have in the '80s.

Who made my clothes?

The idea to turn the tailored jacket inside out was inspired by Fashion Revolution.

Experimenting with the shapes



The Shared Memory

A/W 21 *Design Development*

LOOK 2

My parents

I started sketching various shapes that are similar to my mother's coat from the late '80s.

Caterpillar technique

I wanted to include the photo negatives into my designs, and after I made the collage I knew where to place them.



The Shared Memory

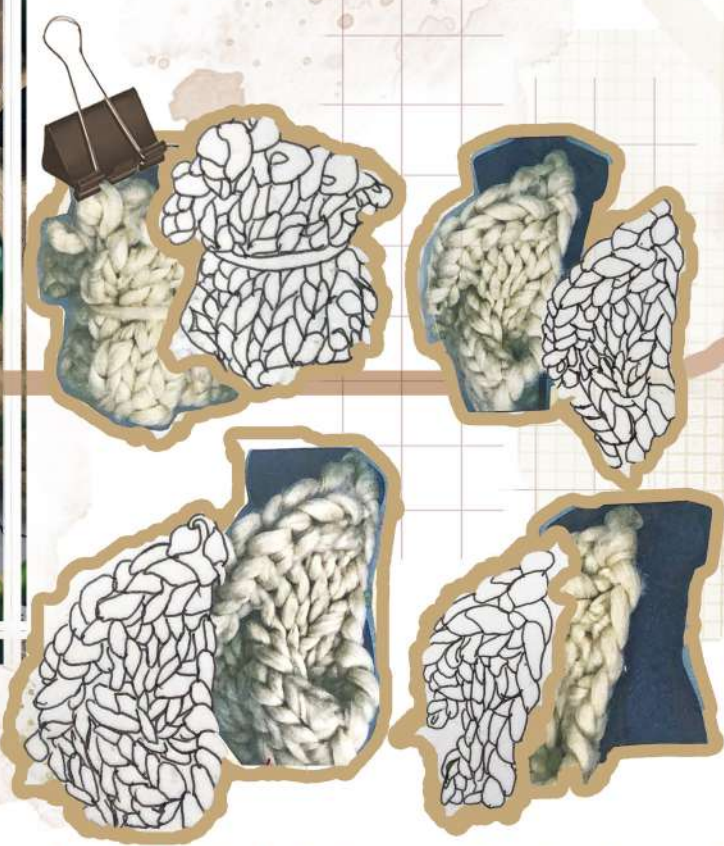
Design Development A/W 21



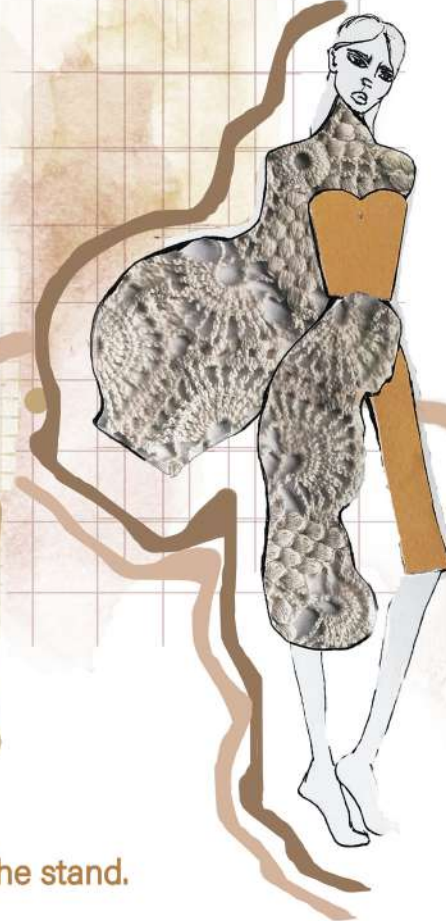
LOOK 3



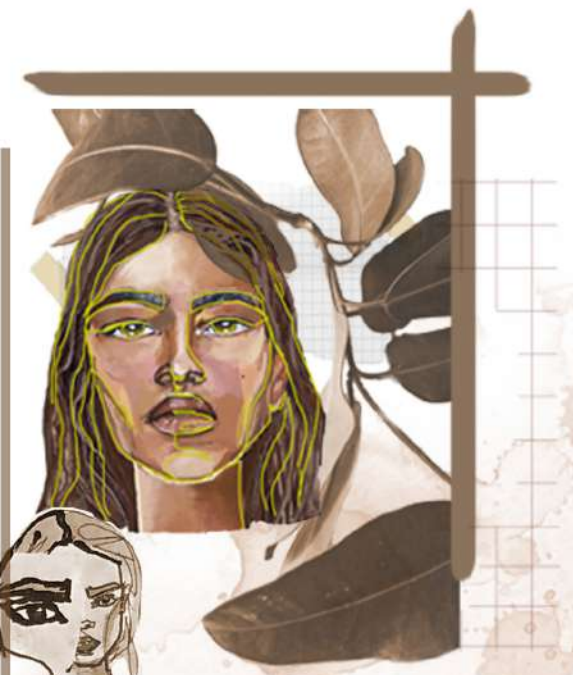
Experimenting with the knitting



I experimented with the knits as well as draping on the stand.



LOOK 4



Experimenting with the silhouettes.

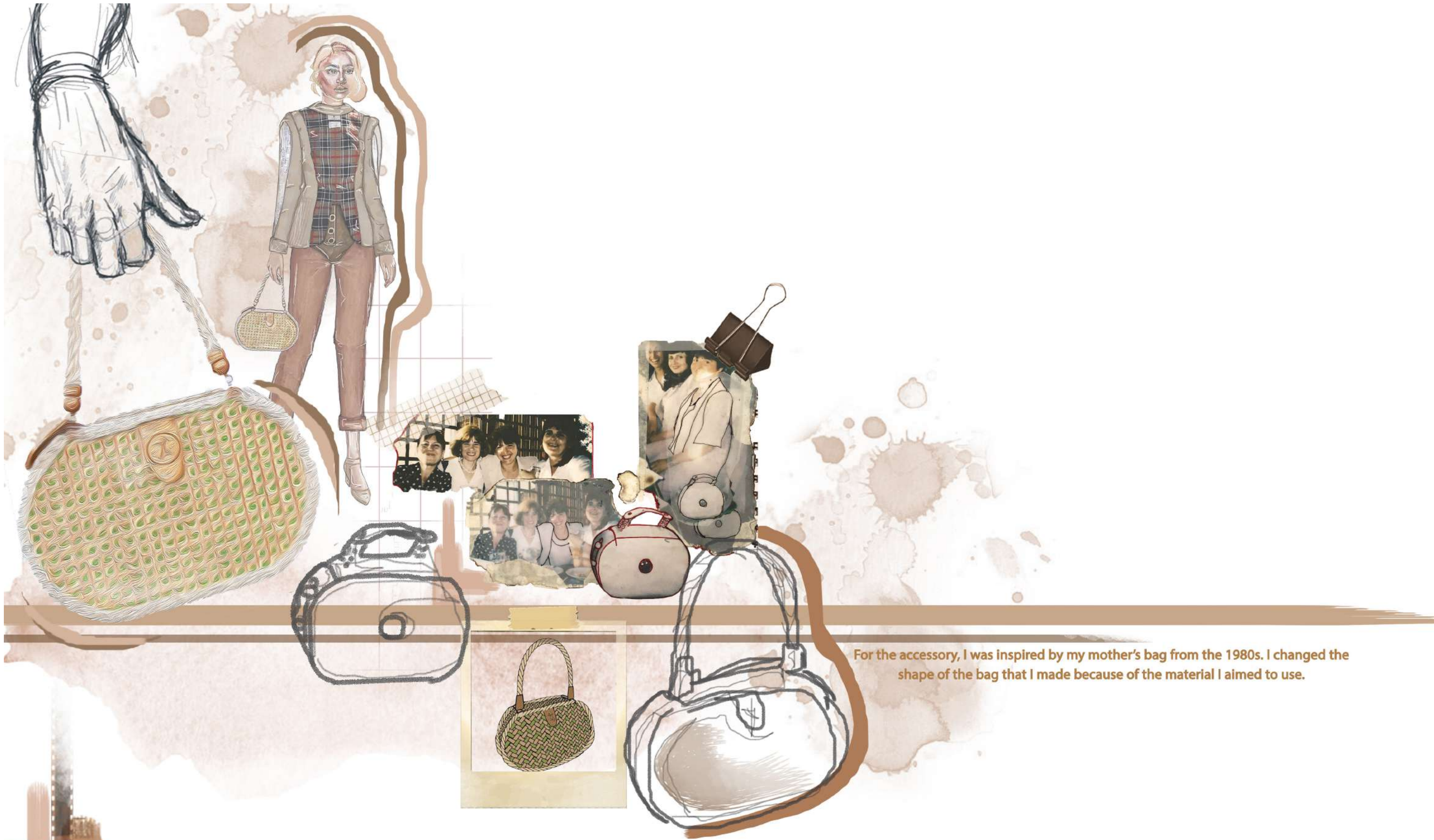


A coat from the 1980s.



My mother's coat.





For the accessory, I was inspired by my mother's bag from the 1980s. I changed the shape of the bag that I made because of the material I aimed to use.



I crocheted one finger at a time.

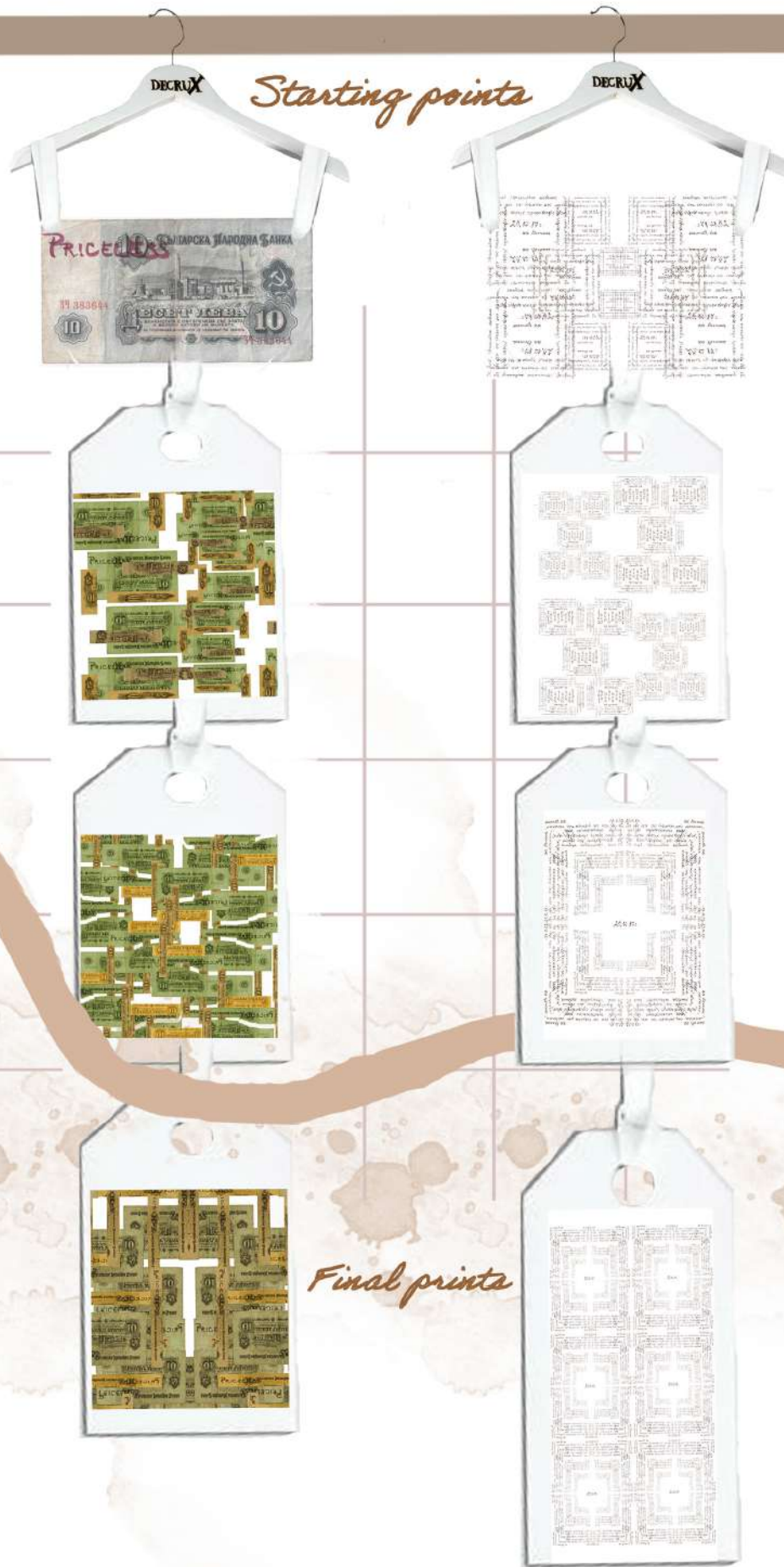
I was inspired by my great-grandmother's crochets, one of which influenced the designs for the socks and the mittens.

STEP BY STEP

My grandmother's crochet

PRINTS

Starting points



Lining

Final prints



Inner sleeve



The Shared Memory

A/W 21 *Fabric manipulation*

CATERPILLAR TECHNIQUE

Final garment



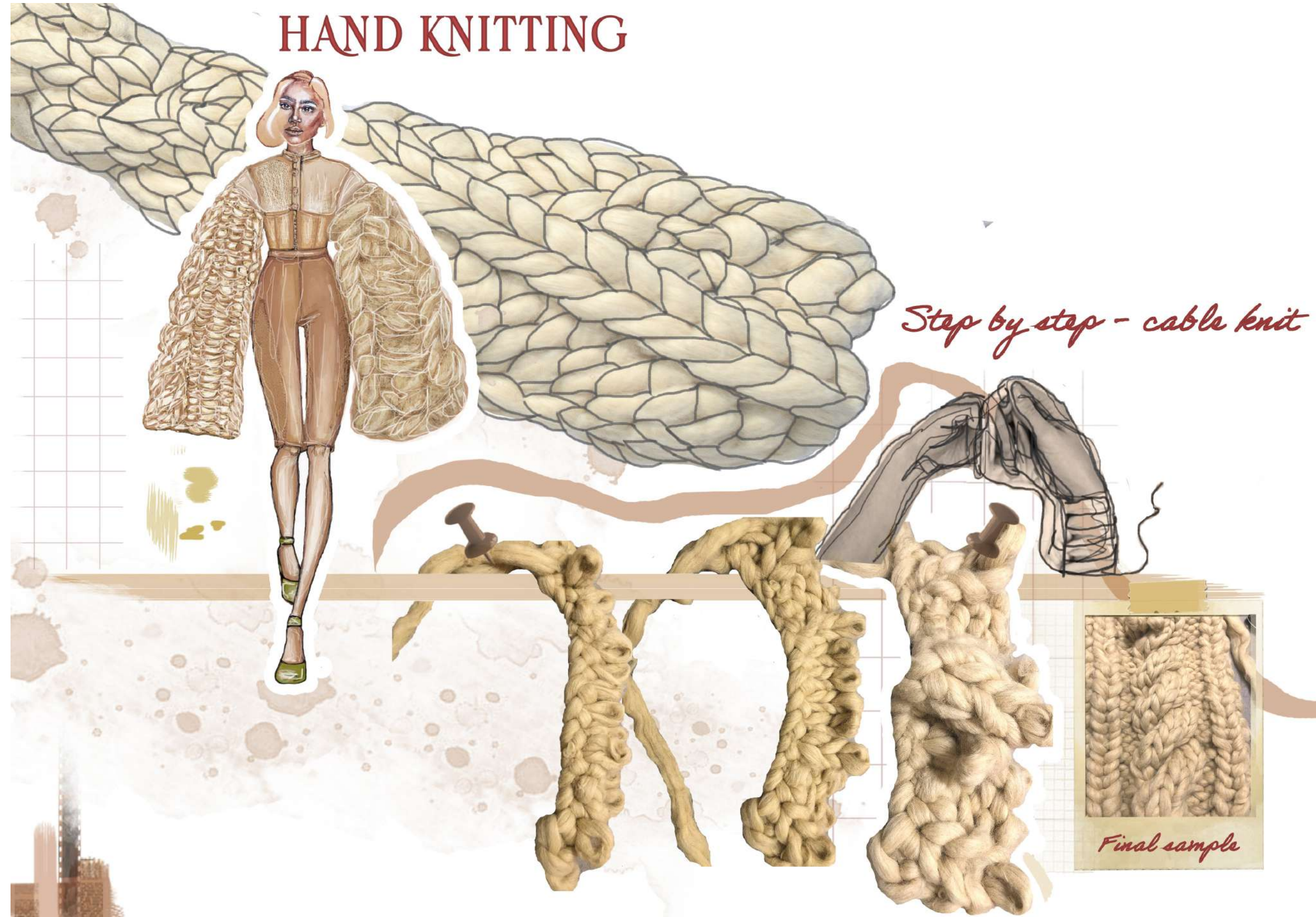
Toile

First sample

The Shared Memory

Fabric manipulation A/W 21

HAND KNITTING



The Shared Memory

A/W 21 Fabric manipulation

WEAVING



The Shared Memory

Fabric manipulation A/W 21





The Shared Memory

A/W 21 *Illustration 1*



The Shared Memory

Illustration 2 A/W 21





FIRST LOOK - TOILE

THE FIRST THING I MADE WAS TO PUT FACING ON THE PIECES AND THEN SEWED THE SIDE FRONT PANELS TO THE FRONT PANEL, AND THE SIDE BACK PANELS TO THE BACK, THEN I IRONED THE SEAMS.



The Shared Memory

A/W 21 Construction



FINAL TOILE

SECOND LOOK - TOILE

The Shared Memory

Construction A/W 21



The Shared Memory
A/W 21 Photo shoot



The Shared Memory
Photo shoot A/W 21



BRITISH LIBRARY RESEARCH COMPETITION

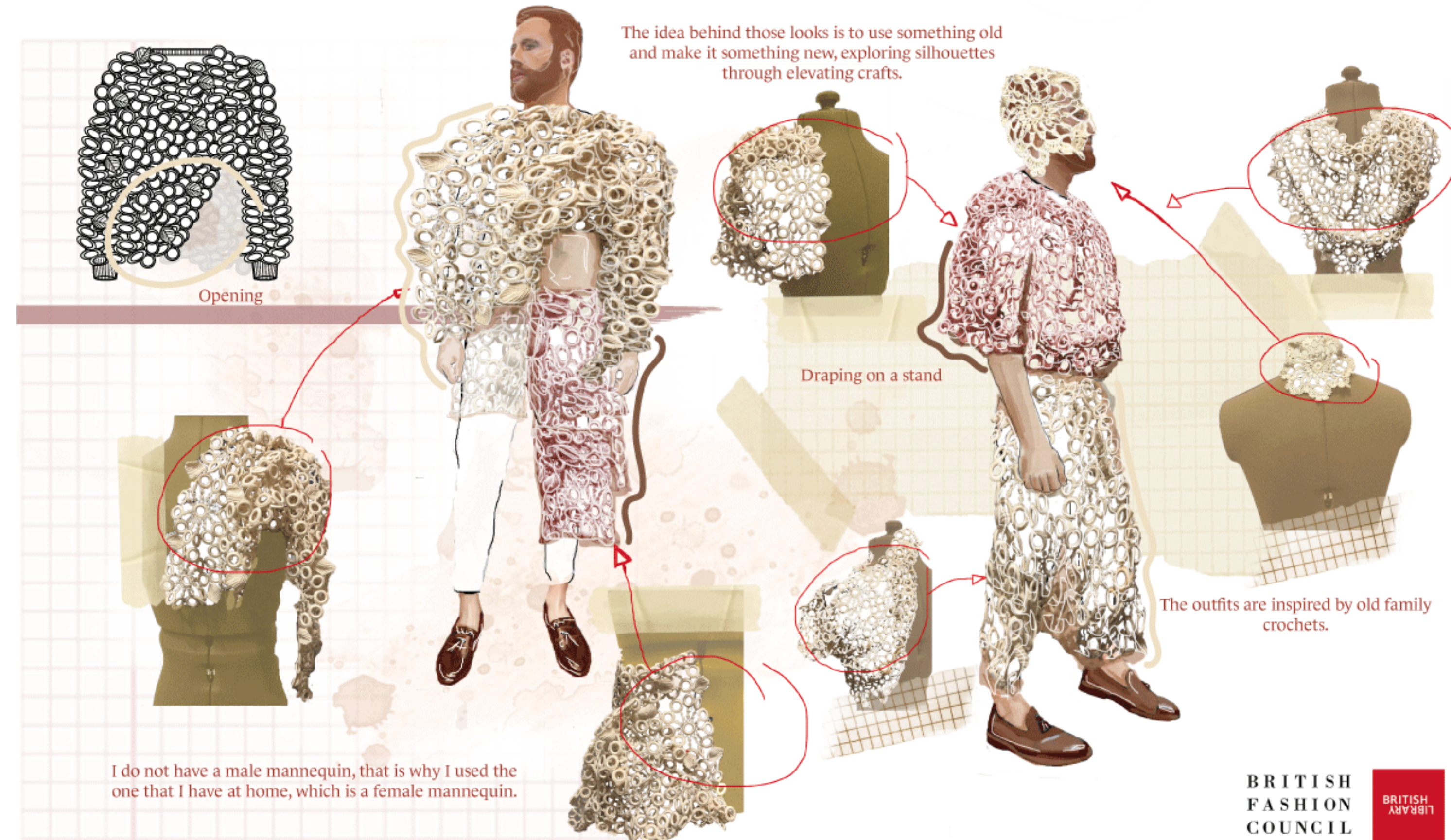
IDENTITY

DESIGN PATHWAY

STUDENT NAME : SIMONA DIMITROVA
STUDENT ID: 17075432



DESIGN DEVELOPMENT



The idea behind those looks is to use something old and make it something new, exploring silhouettes through elevating crafts.

Draping on a stand

The outfits are inspired by old family crochets.

I do not have a male mannequin, that is why I used the one that I have at home, which is a female mannequin.



BORN BULGARIAN





ABOUT THE DESIGNER		CREATIVE & TECHNICAL SKILLS
I am a fashion designer with extensive experience interning in various areas of the fashion design industry.		Adobe Photoshop, Illustrator, InDesign, Premiere Pro - Advanced
A designer with expertise in womenswear and accessories, interested in expressing heritage, storytelling, sustainability, and human connection.		Illustration, Collaging - Advanced Designing - Advanced
I am a conscious designer with a strong interest in ethical design practices.		Microsoft Excel, Word, Powerpoint - Advanced Critical Research - Strong
My brand's mission is to build a connection between the brand and the consumer through small details and storytelling. The base for that is transparency. I aspire to increase the longevity of the garments, using leftover fabrics and scraps to create something fresh and new, and to keep the memories alive.		CAD - Strong Sewing - Strong Tailoring - Strong Draping - Strong
My current collection aims to let the consumer take part in my family's memories and to feel connected and not alone.		Hand knitting, Crochet knitting - Strong Fabric Knowledge - Strong Pattern-cutting - Strong Clo3d - Intermediate Gerber Accumark - Intermediate
DESIGN EXPERIENCE		PERSONAL DETAILS
JAN 2020 - FEB 2020 Fashion Design Intern at the apparel manufacturer Saglasie - Ruse, Bulgaria. Working there honed my skills in pattern cutting, sewing, and fabric knowledge.		Email address: simonaradulova@gmail.com Tel number: +44 7548787 265
NOV 2019 - DEC 2019 Fashion Design Intern at Style Council & Associates Multi-brand showroom - Milan, Italy. My placement there ensured involvement in sales, communication, promotion, and marketing sectors.		LinkedIn: https://www.linkedin.com/in/simone-dimitrova/ Instagram: https://www.instagram.com/decrux_official/
JUN 2019 - NOV 2019 Fashion Design Intern at the menswear store Vikonte - Ruse, Bulgaria. I gained experience in styling, customer service, and designing uniforms for third-party companies.		
EDUCATION		
JUN 2018 - AUG 2018 Personal Stylist at Seven Seas Boutique - Varna, Bulgaria. My duties were building a network, communication, and promotion.		Final year in the course BA (HONS) Fashion Design at the USW Employment Experience Diploma - First

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Page 2:

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