

# PRIYA KAUR

## Portfolio

# Portfolio Content

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## ‘Psychology Behind Pattern’ - Final Collection

- Design Theme/Research Pages
- Colour Palette/Fabrics/Print textiles
- Collection Development Pages
- Digital Tech Pack
- Range Plan
- Promotional/Marketing Images
- Photoshoot/Lookbook

## ‘Competition Briefs’

- GFW 30th Birthday 2021
- River Island

## ‘Links’

- **Blog** - <https://priasfashionblog.wordpress.com/>
- **Website** - <https://priasfashion.myportfolio.com>

## Collection Statement

My final collection is based on '**Psychology behind Pattern**' which aims to focus on **Optical Illusions**. This is how we perceive and produce new things whilst designing. My collection has two types of prints that combine to create illusional effects that enhance the silhouette shapes which increases the satisfaction of the female body. This brings the scientific elements into fashion to express the mood of my graduate collection to trick the human eye.

This project is mainly inspired by **Nature** such as **Roses**, **Scenery**, and the effects of different patterns which relate to optical illusions. This shows how the world is reflected through the eyes and how the human brain works. Illusions can be illuminating as they separate perception from reality. Therefore, my design will make you think and use your imagination to create a new image in your mind. The colour inspiration comes from the **Sunset** which is made up of different shades of purple, pink and blues. The colours contrast to make the perception of the body change shape. The use of manipulation interprets the human eye as part of the design which contrasts two prints together to give off distinctive illusional effects. My print is inspired by the different lines of optical illusions which are combined with nature and it shows how people see the print in different ways to create that new image. This is a spring/summer collection aimed at **Young Women**. Overall, this collection shows the **Psychological** meaning behind the patterns.



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Illusions  
Illusions  
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Illusions

'Clothes invade the body and the brain.  
Putting the wearer into a  
different psychological state'  
-Adam D Galinsky

Elliasson, 2019  
In real life Exhibition



## Colour Palette

19-3638 TCX  
Tillandsia Purple

18-3223 TCX  
Cattleya Orchid

18-2045 TCX  
Pink Peacock

16-2218 TCX  
Pink Frosting

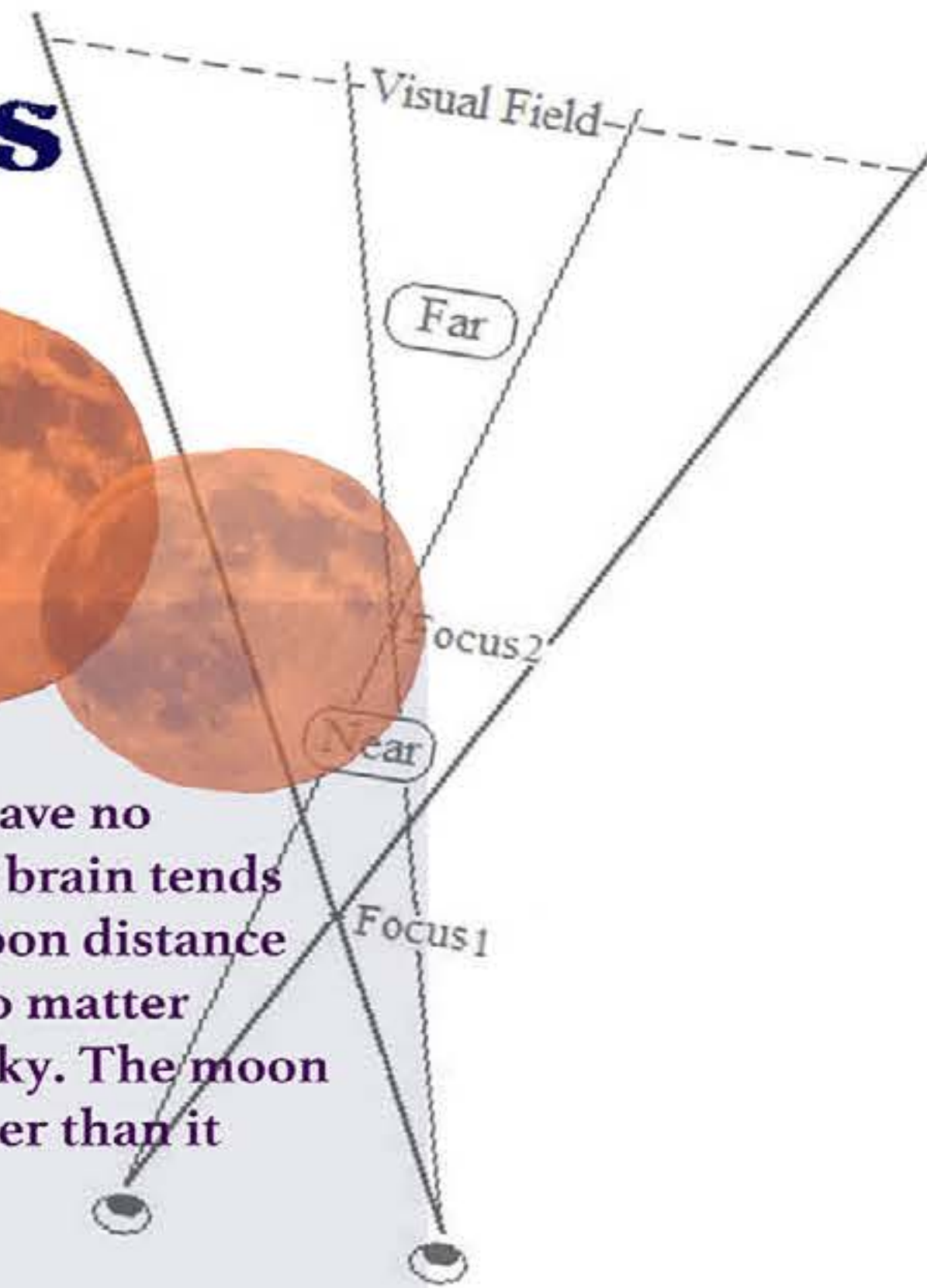
18-3945 TCX  
Amparo Blue

15-4031 TCX  
Windsurfer

## Sunset Vibes

## Moon Illusions

Moon illusions have no explanation. Our brain tends to see that the moon distance doesn't change no matter where it's in the sky. The moon is bigger and closer than it actually is.





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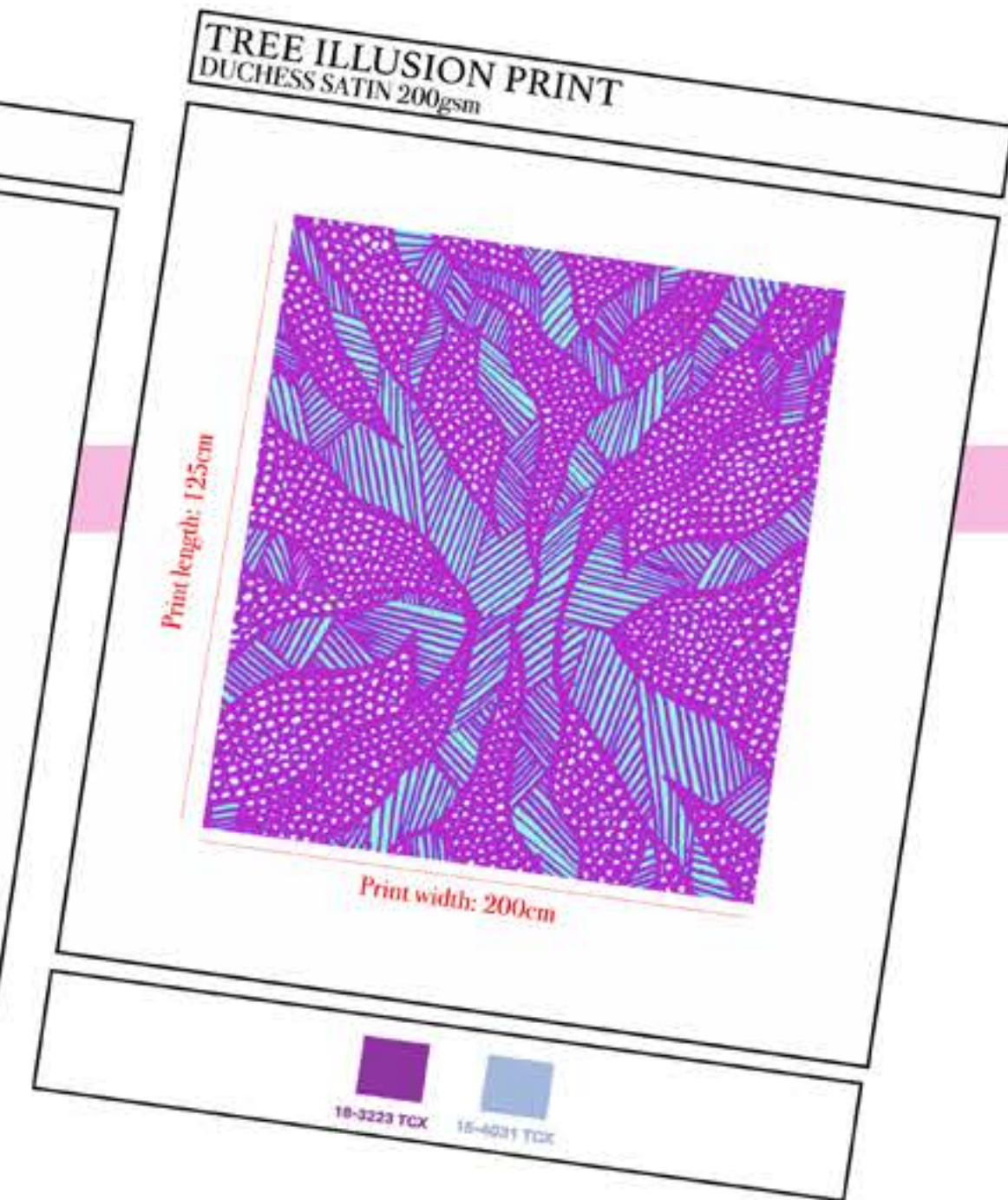
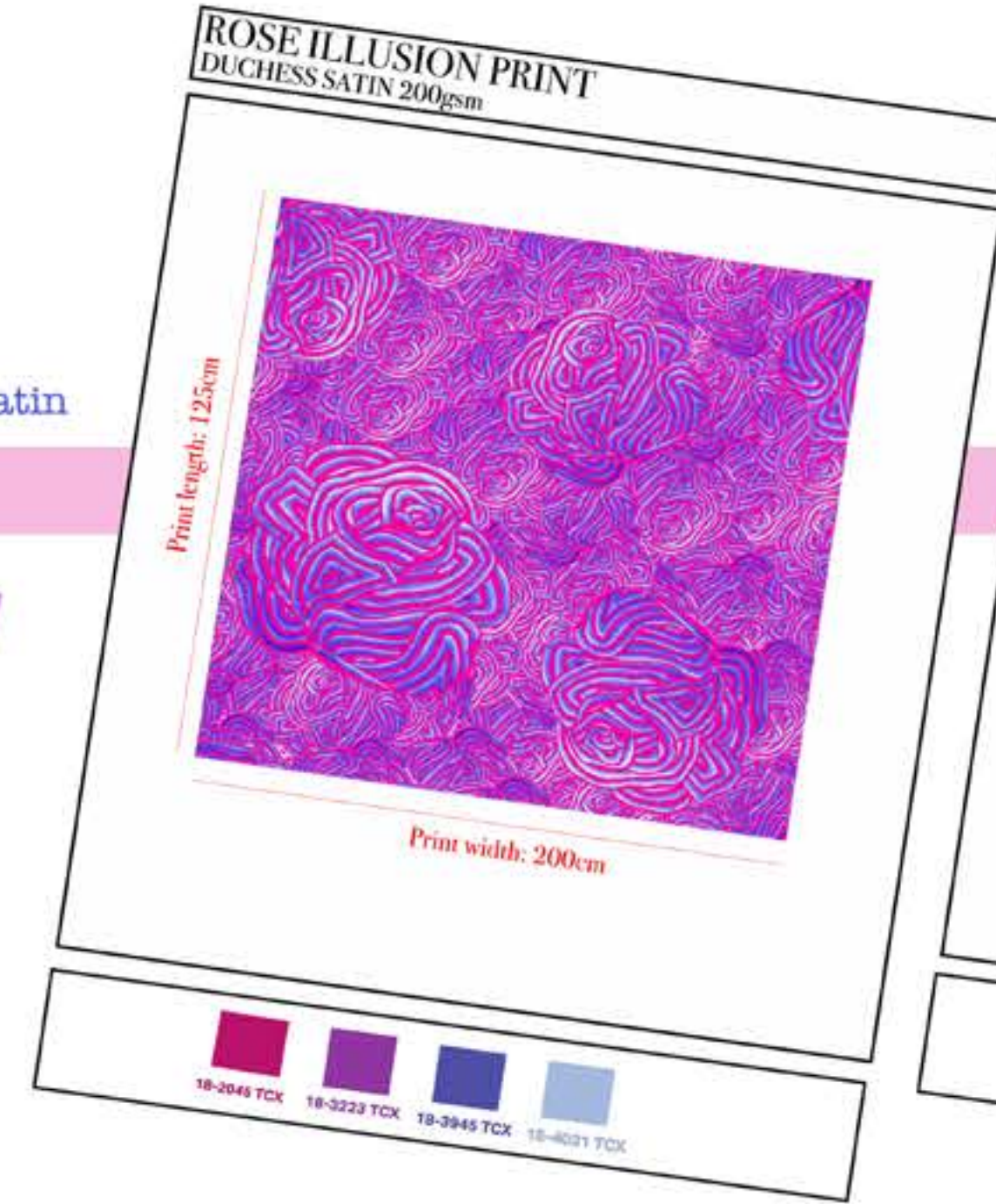
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Patterns can be inspiring or even a connection as if we have been given a new set of eyes. Ever looked up at the clouds and seen shapes? If look up at the clouds you might see something within it this is called pareidolia. Pareidolia is seeing things in everyday objects such as clouds having faces in them. This normally happens to people with creative moods who are possibly likely to experience pareidolia.

PAREIDOLIA

## Psychology Behind Pattern

Purples, Blues, Pinks, Duchess Satin





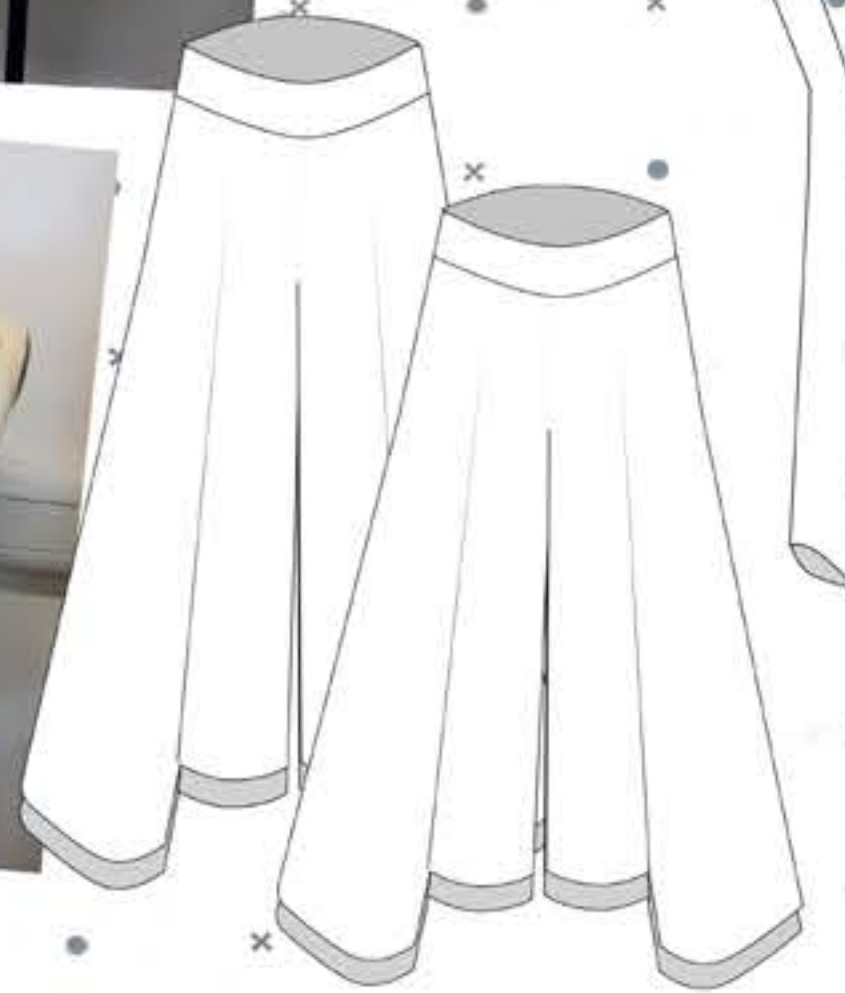
# Development

Wrap Over

Suffolk Puffs  
(Manipulation Techniques)

Front

Back



Positioning different  
neck lines with suffolk puffs

## Look 1





# Development

Adding Suffolk Puffs Manipulation to belt design

Front

Back

Draping different wrap over styles with belt

Back development with drape fall fabric

Wrap over top (Draping on stand)

## Look 2





Outfit One



Outfit Three



Outfit Two



Outfit Four



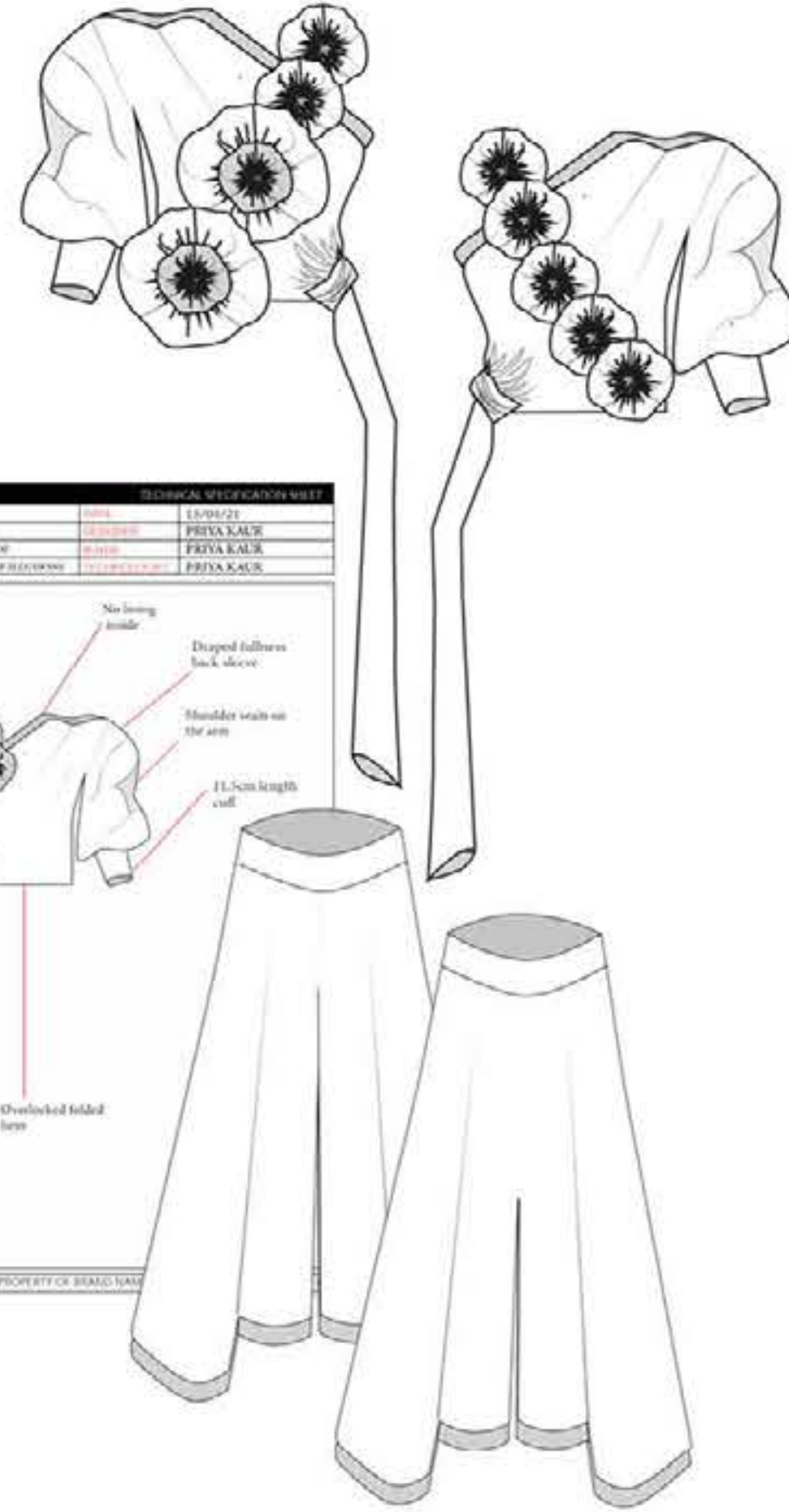
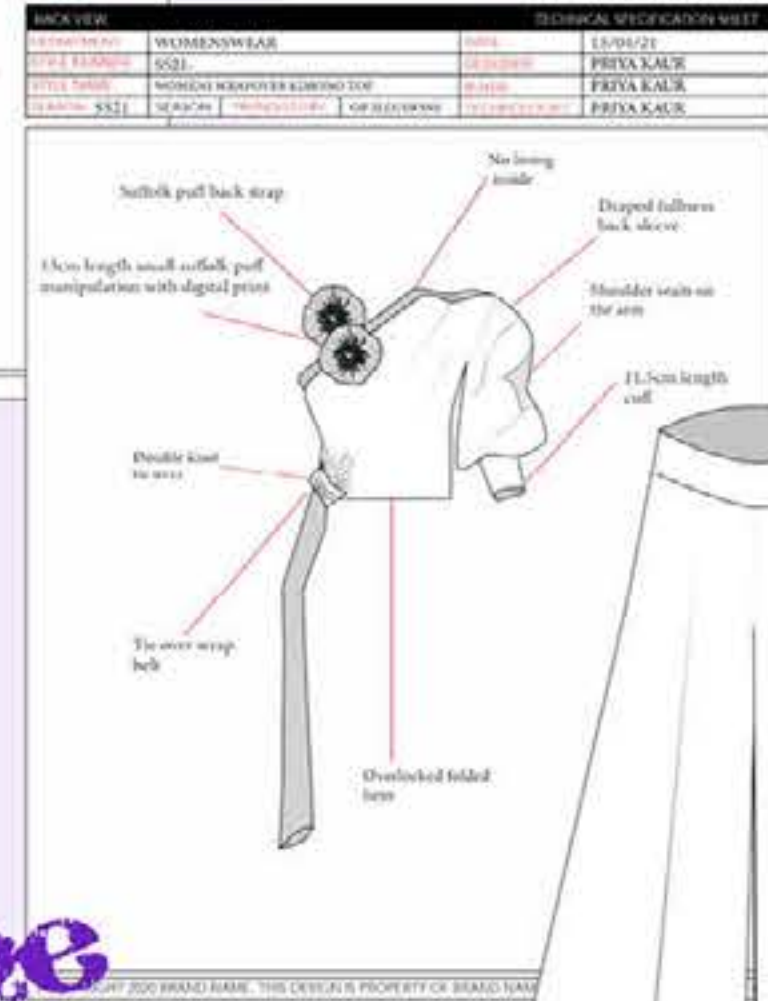
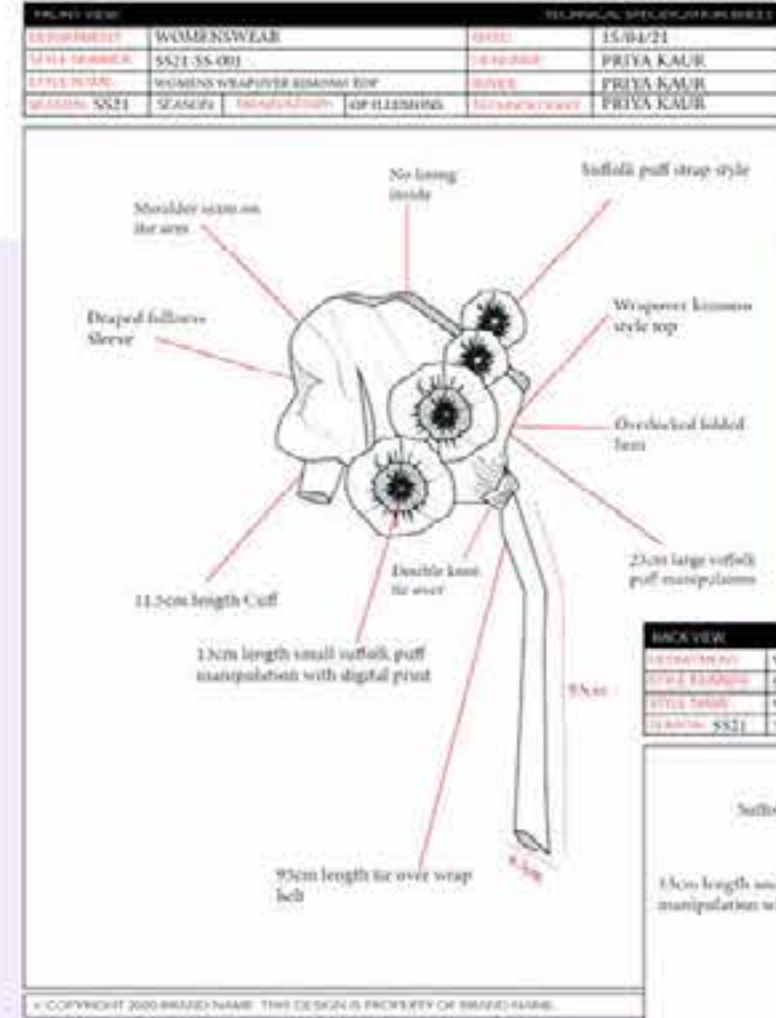
Outfit Five



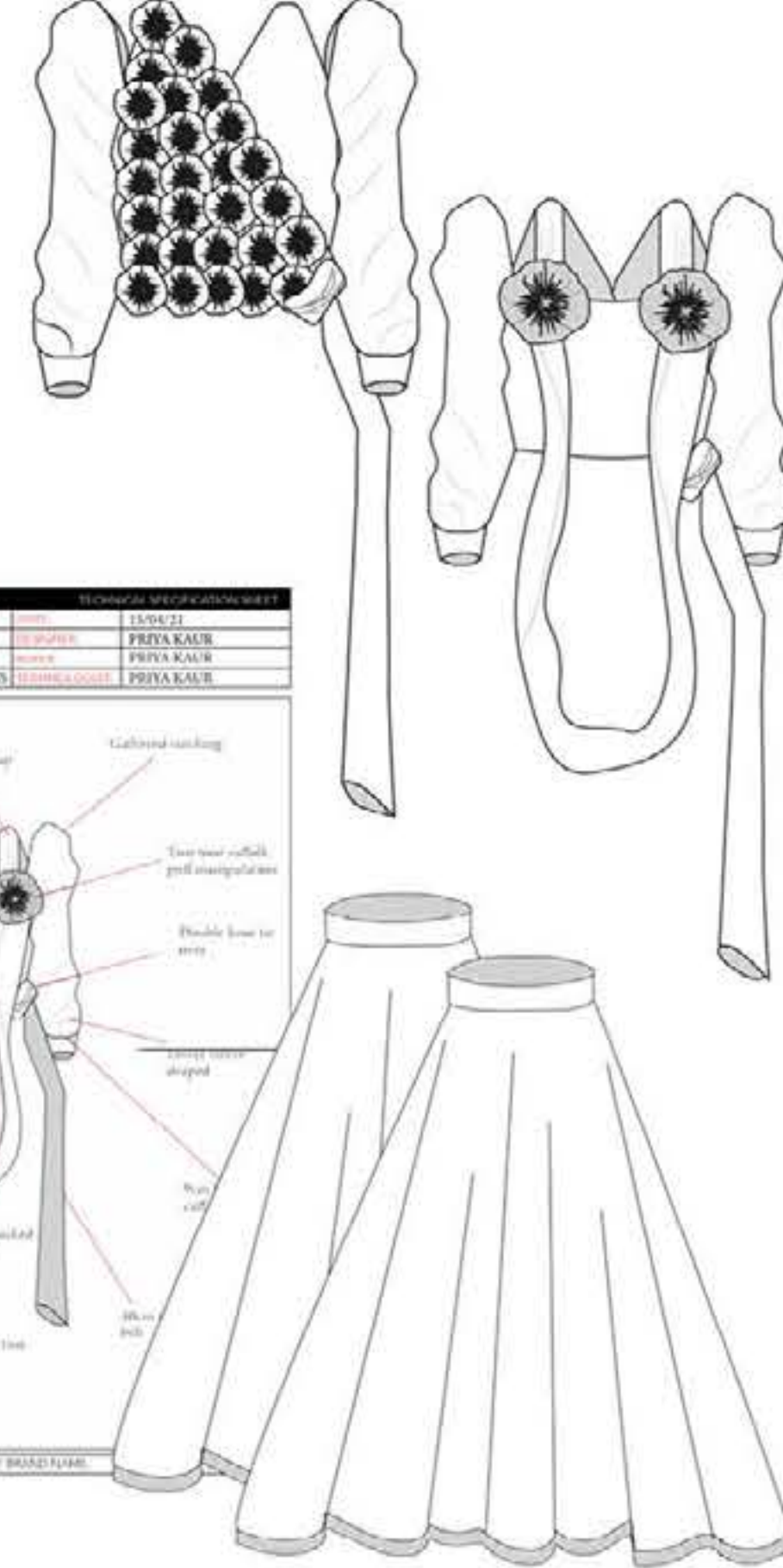
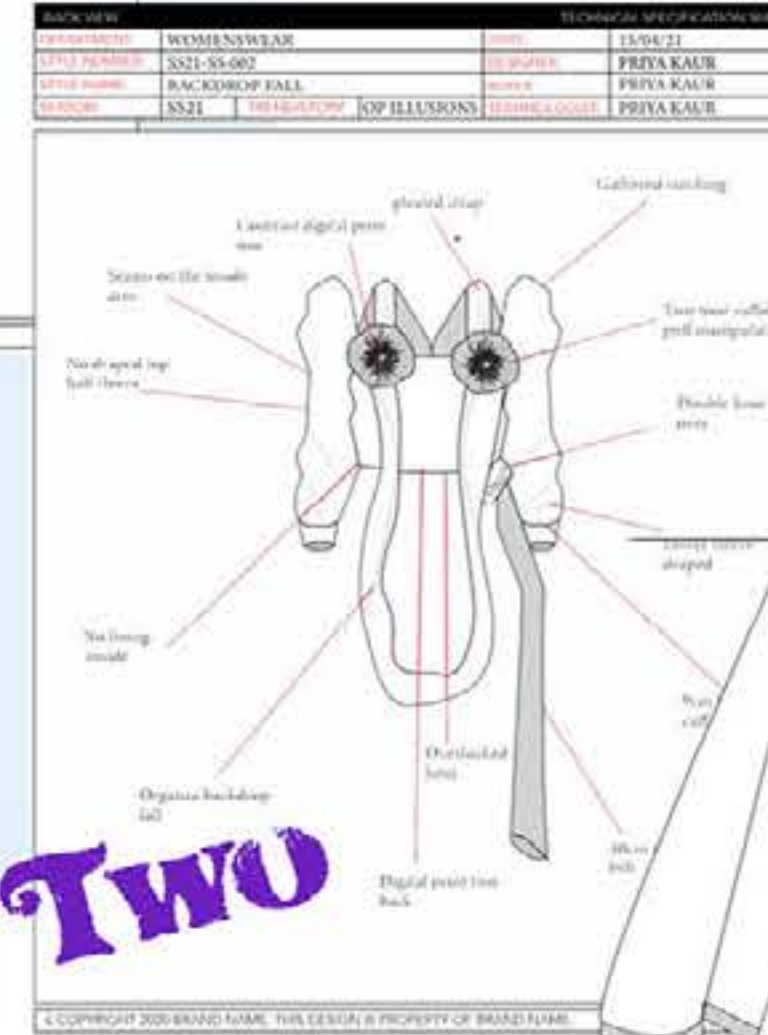
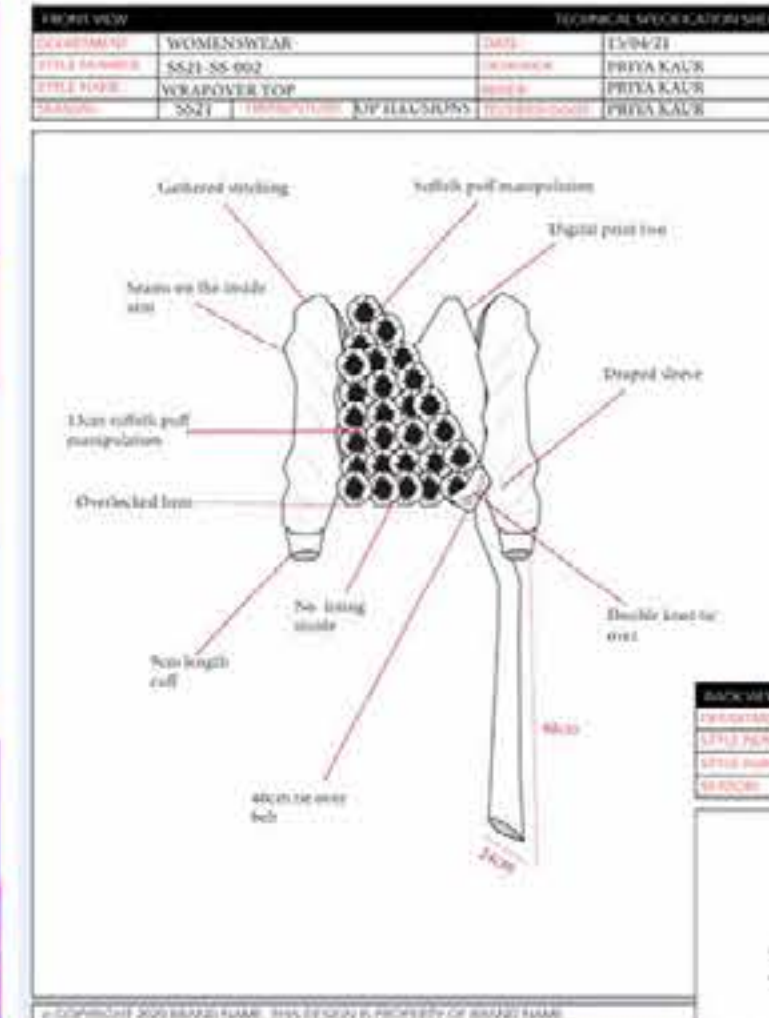
Outfit Six







Outfit One



Outfit Two





Kimono  
wrap over top

Flare Trousers



Suffolk puff wrap  
over top

Flared Skirt



Puffy Sleeve  
crop top

Off shoulder  
long dress



Draped shoulder  
long dress

Draped Trousers



Kimono long coat

**Range Plan**



Technical drawing of a kimono-style top with the following annotations:

- Shoulder seam on the arm
- No lining inside
- Suffolk puff strap style
- Wrapover kimono style top
- Overlocked folded hem
- 23cm large suffolk puff manipulation
- Double knot tie over
- 93cm length tie over wrap belt
- 6.5cm
- 93cm
- 13cm length small suffolk puff manipulation with digital print
- 11.5cm length Cuff
- Draped fullness Sleeve

Suffolk puff back strap

13cm length small suffolk puff manipulation with digital print

No lining inside

Draped fullness back sleeve

Shoulder seam on the arm

11.5cm length cuff

Double knot tie over

Tie over wrap belt

Overlocked folded hem

Technical drawing of a vest with various construction details labeled:

- Gathered stitching
- Suffolk puff manipulation
- Digital print two
- Seams on the inside arm
- 13cm suffolk puff manipulation
- Overlocked hem
- No lining inside
- 9cm length cuff
- 40cm tie over belt
- Double knot tie over
- 40cm
- 24cm
- Draped sleeve

Technical drawing of a vest with various construction details labeled:

- Contrast digital print one
- Seams on the inside arm
- No draped top half sleeve
- No lining inside
- Organza backdrop fall
- Digital print two back
- Overlocked hem
- pleated strap
- Gathered stitching
- Two tone suffolk puff manipulation
- Double knot tie over
- Lower sleeve draped
- 9cm length cuff
- 40cm tie over belt



look '1





look 2





# LOOKBOOK



Spring/Summer  
Collection  
2021

## OUTFIT DETAILS

These garments are decorated with manipulations of digital print, in the colours of the purple, blue, pinks. These colours have is an inspiration of the sunset that needs to be shown in Spring/Summer 2021. As well as the hand sewn manipulations, the digital prints have the influencd by optical illusions onto Duchess Satin fabric. These garments give the touch of the illusional effects.



## Psychology Behind Pattern



## OUTFIT DETAILS

This beautiful wrap over  
top and flared trousers  
been digital printed  
nature inspired  
illusion prints.

## OPTICAL ILLUSIONS



## OUTFIT DETAILS

This elegant wrapover  
top and flared skirt  
has a combonation  
of two illusion prints  
with hand sewn  
manipulations.



## Psychology Behind Pattern



### OUTFIT DETAILS

These garments are decorated with manipulations of digital print, in the colours of the purple, blue, pinks. These colours have an inspiration of the sunset that needs to be shown in Spring/Summer 2021. As well as the hand sewn manipulations, the digital prints have been influenced by optical illusions onto Duchess Satin fabric. These garments give the touch of the illusional effects.



### OUTFIT DETAILS

This beautiful wrap over top strap in the style of suffolk puffs with digital prints.

## S/S21 Collection





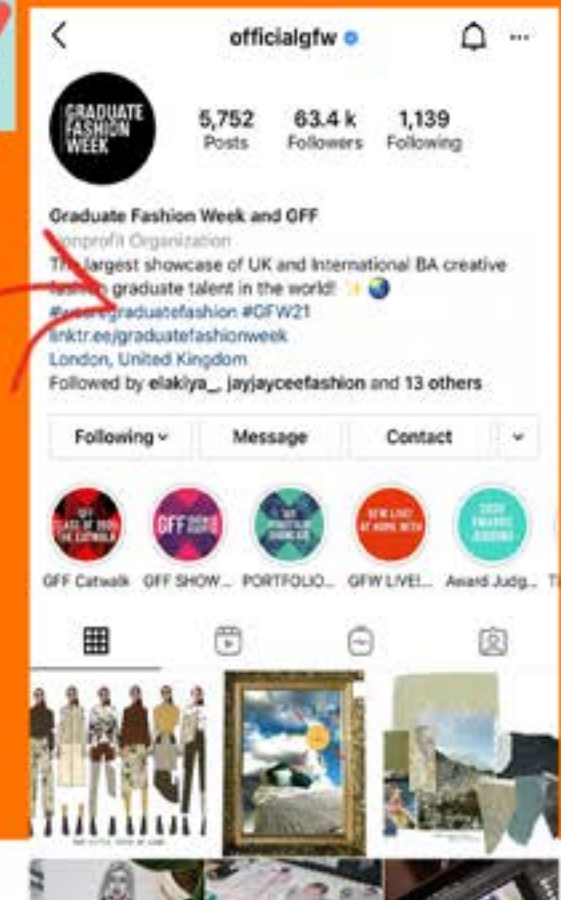


LET'S Celebrate!

Social Media



30 years of GFW



"The Graduate Fashion Foundation is a charitable organisation as essential part of the fashion industry. This event takes place every year in London to promote students new talents and to encourage them to find employment. This year GFF is celebrating 30 years of being part of the British fashion industry"



GFF Lifetime

Patrons



The making of Designers





GRADUATE  
FASHION  
WEEK

1991-2021



Fashion  
Ages



Fashion  
Time  
machine



Why are we so  
obsessed  
with the 90's?

XXX



GRADUATE  
FASHION  
WEEK

GRADUATE  
FASHION  
FOUNDATION

30  
years of GFW

Backpacks



Travel Bag



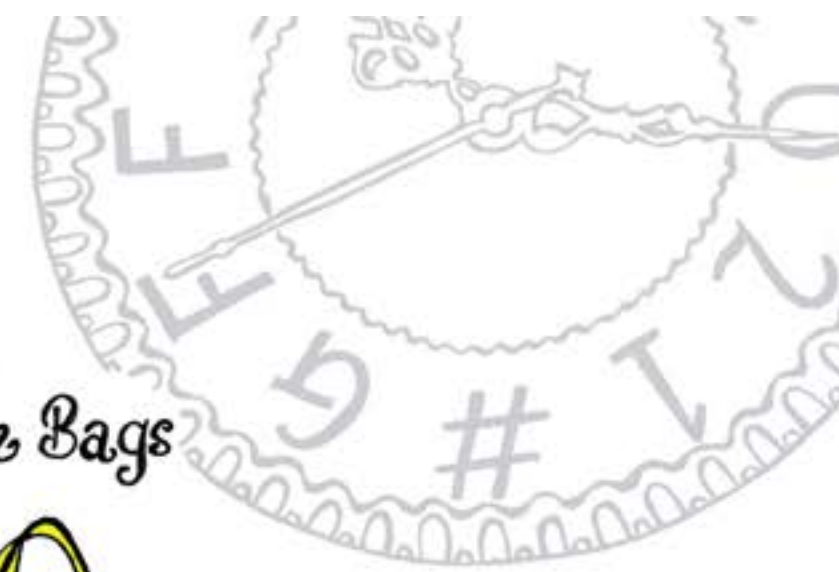
Suitcase



Laptop Case



Tote Bags





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Menswear



Waterproof



A/W 21/22



RIVER ISLAND

Outdoor  
Adventures



Camping

RIVER ISLAND

Colour Palette



Campfire





# RIVER ISLAND

## Tie-Dye Collection

### RI

Hoodies

Puffer Coats



Target Market: 18-30  
Young men

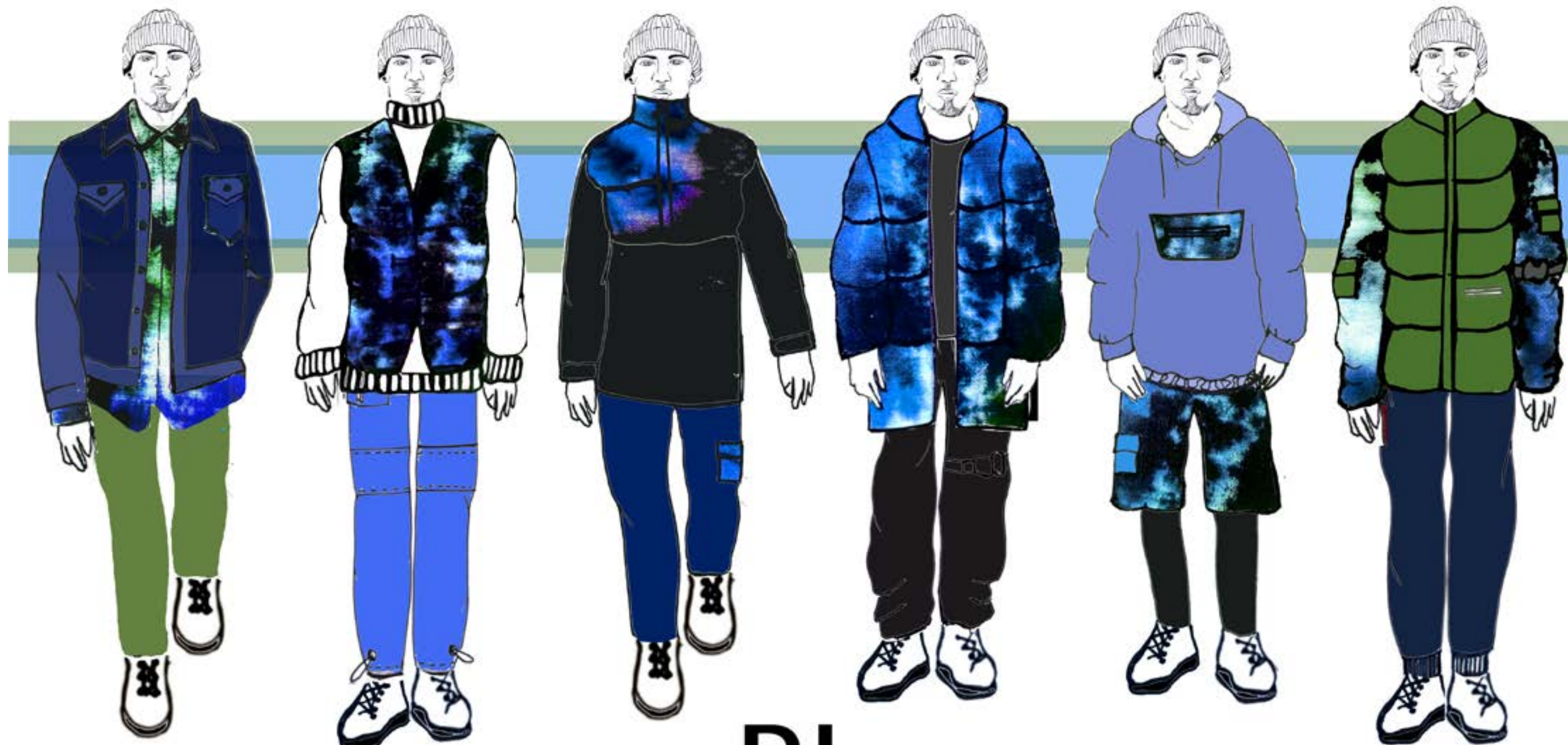


Samples

# RIVER ISLAND

## Menswear Outdoor Adventure Range

### A/W21/22



RI