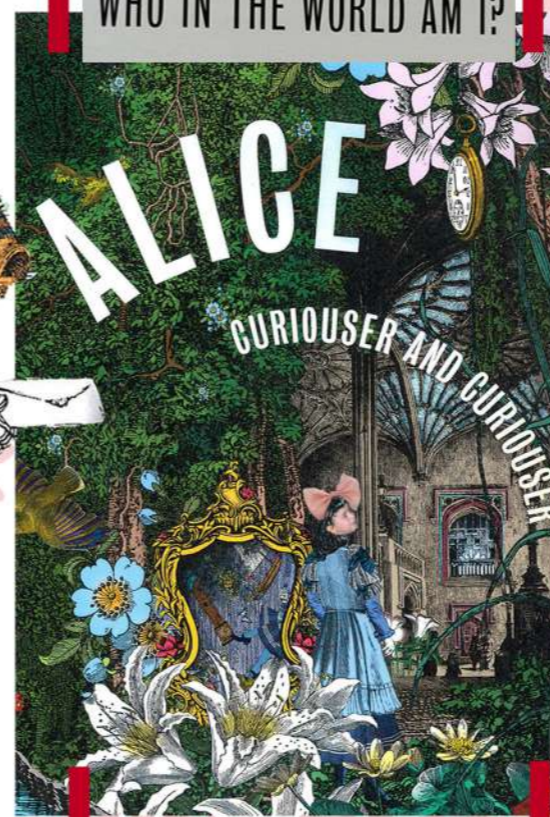


MARIA IN WONDERLAND



My concept is inspired by an exhibition I went to at the V&A about Alice in Wonderland and how she's an icon to a lot of people. She's a symbol for empowerment as she takes you on a journey exploring her identity as she grows up and has the courage to express herself to challenge the impossible. I wanted to combine the concept of her growing up with my journey growing up where I looked at my old kids clothes from different birthdays that were kept for me to pass down and recent items for special occasions for inspiration. Also looking into the concept of time looking back through old photographs and appreciating everything

WHO IN THE WORLD AM I?



around you as you grow up. I want to create a collection transforming my kids clothes into a new contemporary version for my future self as a garment is an expression of ourselves and each piece tells a story

CONCEPT/SUPPORTING STATEMENT

MARIA ELENI LOUCA



FABRIC & COLOUR
MARIA ELENI LOUCA

SIMONE ROCHA
09/2021



@_KIMELSTORE
03/2022



SIMONE ROCHA 07/2019



MY PHOTOGRAPHY 12/2021

@JENSSCSCHWARTTZ 04/2022



A CONFIDENT, EMPOWERED WOMAN
WHO LIVES IN THE CITY, ENJOYS
VISITING MUSEUMS, LOVES FASHION,
EATING OUT AND AFTERNOON TEA.

SIMONE ROCHA 08/2019



MY PHOTOGRAPHY 01/2020



MY PHOTOGRAPHY 12/2021



SIMONE ROCHA 01/2019



MY PHOTOGRAPHY 12/2021



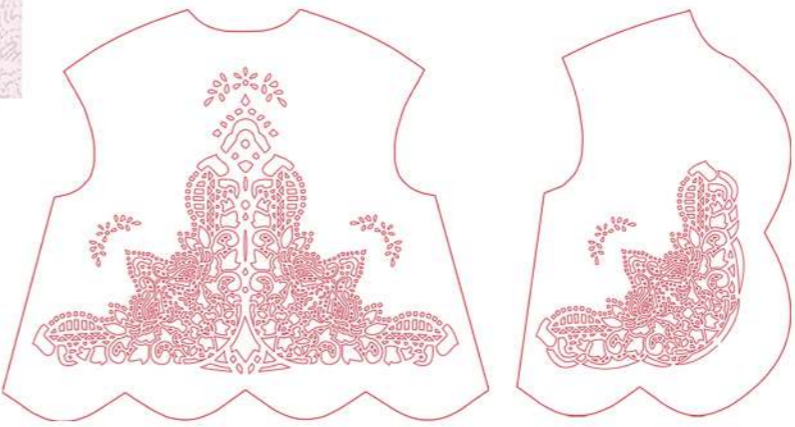
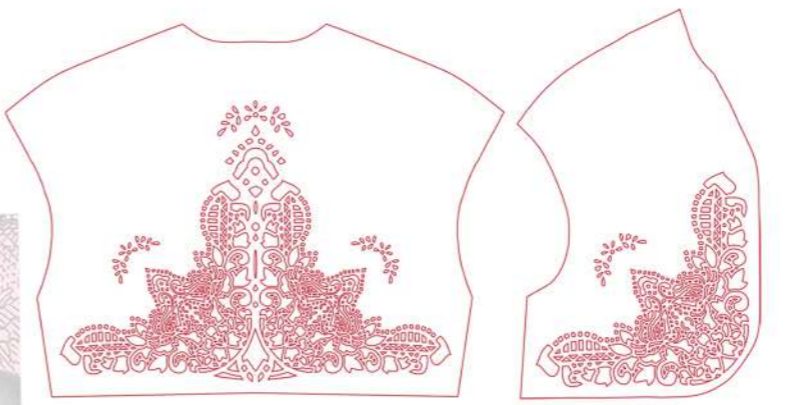
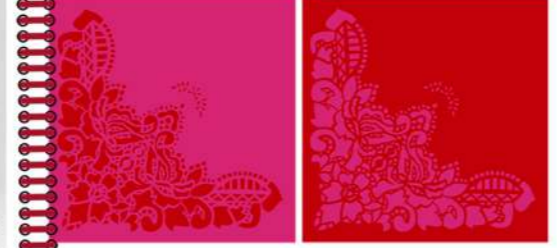
My photo from Alice in Wonderland film (01,2010) My mum's table cloth for tea parties → Laser cutting inspiration.



21st Birthday Afternoon tea Party

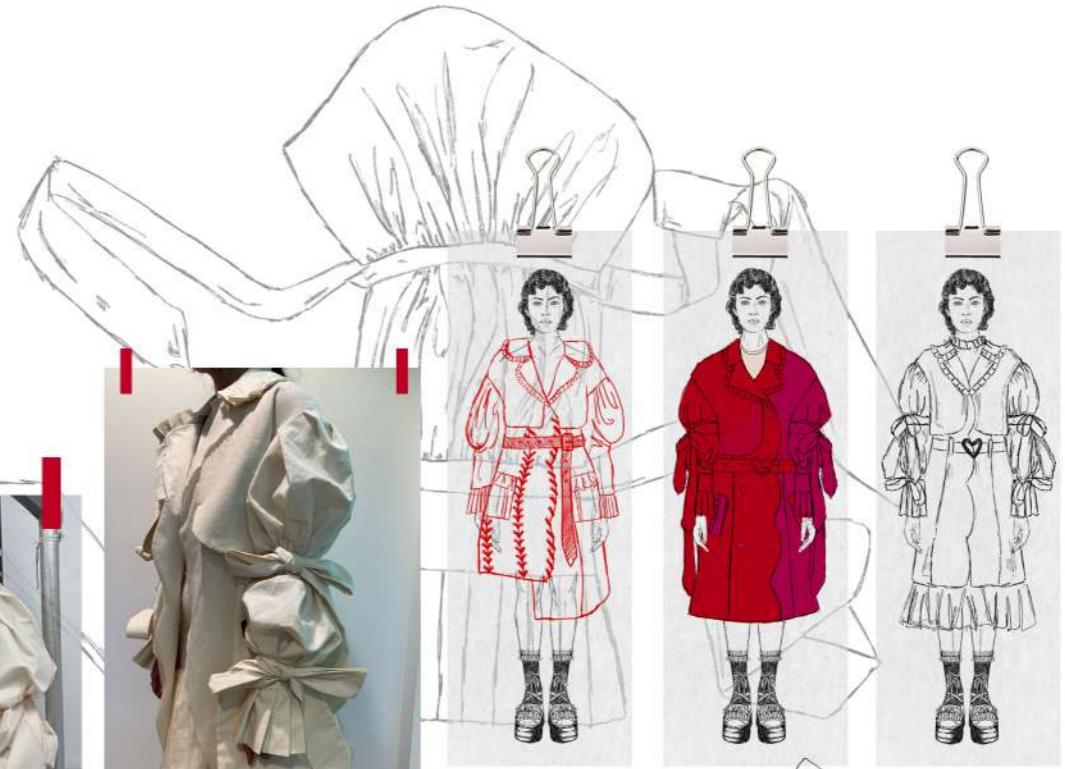
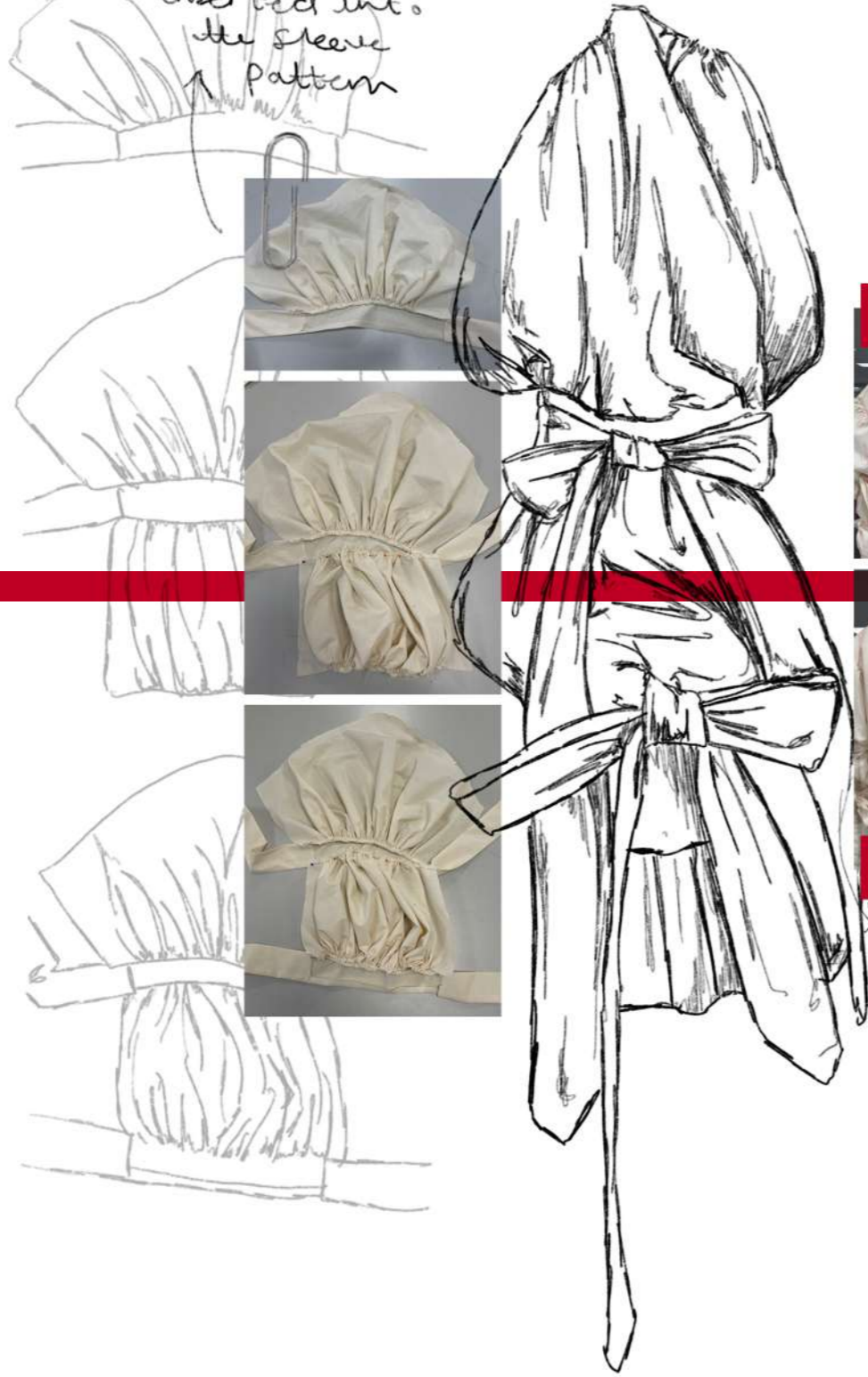


21st Birthday Afternoon tea Party



Colours & laser cutting inspiration
 idea to bond contrasting fabric together

bow pattern
inserted into
the sleeve
pattern



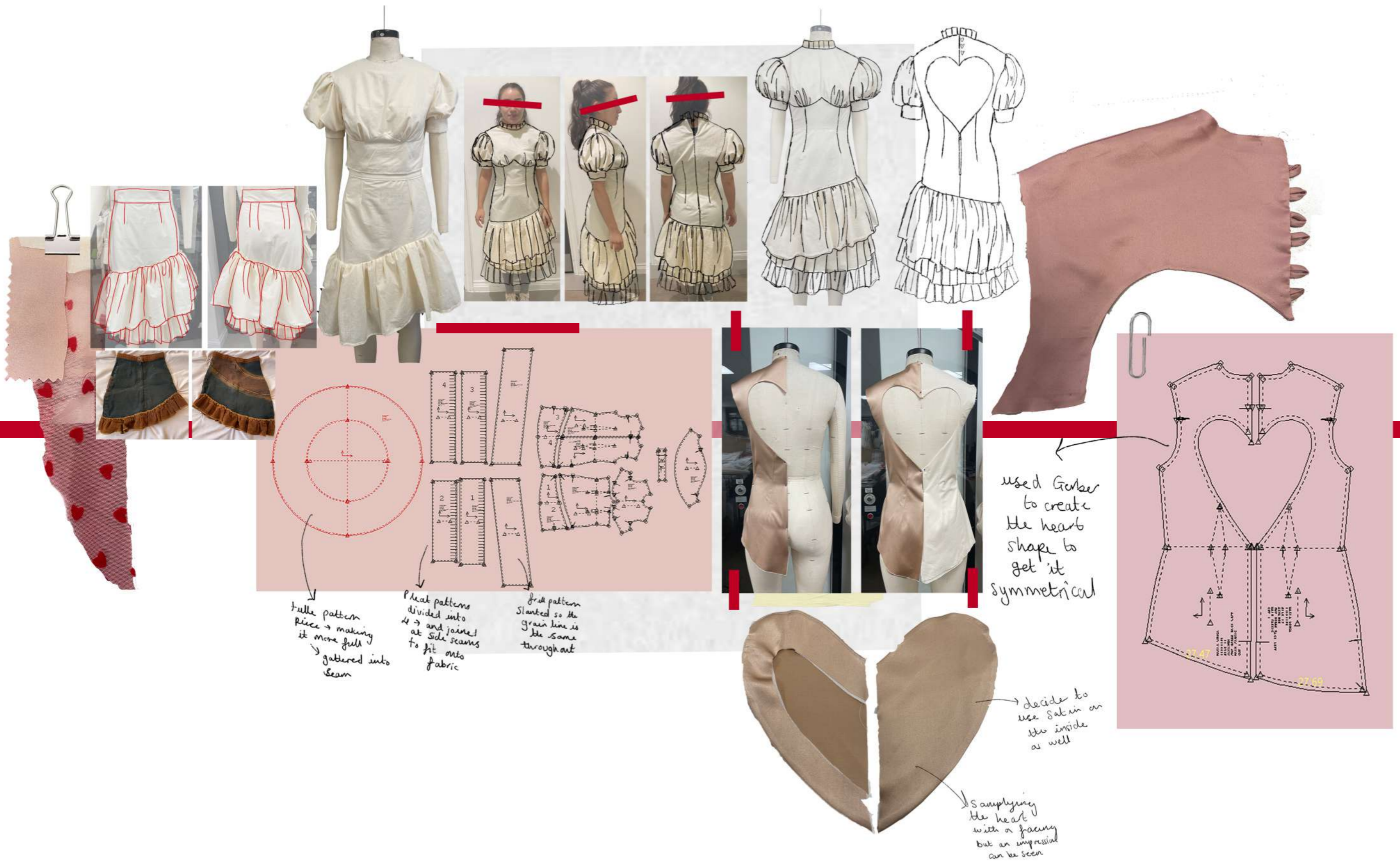
eyelet
belt
detail
with covered
square
buckle



welt
pocket
with
flat
sample

SHAPE DEVELOPMENT

MARIA ELENi LOUCA



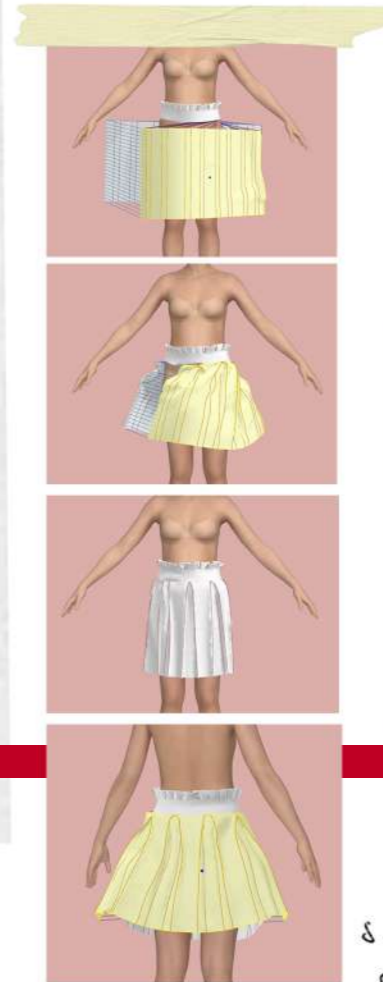
GERBER DEVELOPMENT

MARIA ELEN LOUCA

looking at my old kids coat for inspiration with the scallop detail



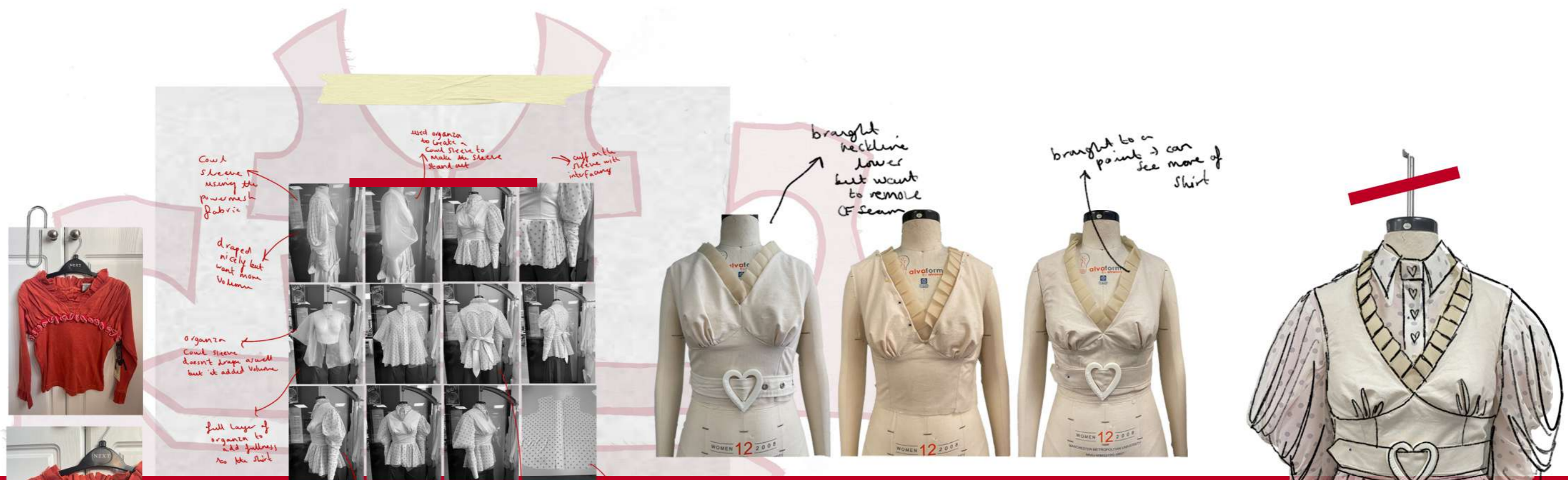
D-ring features



Pleated skirt on CLO3D to see an accurate fit

CLO3D DEVELOPMENT

MARIA ELENI LOUCA

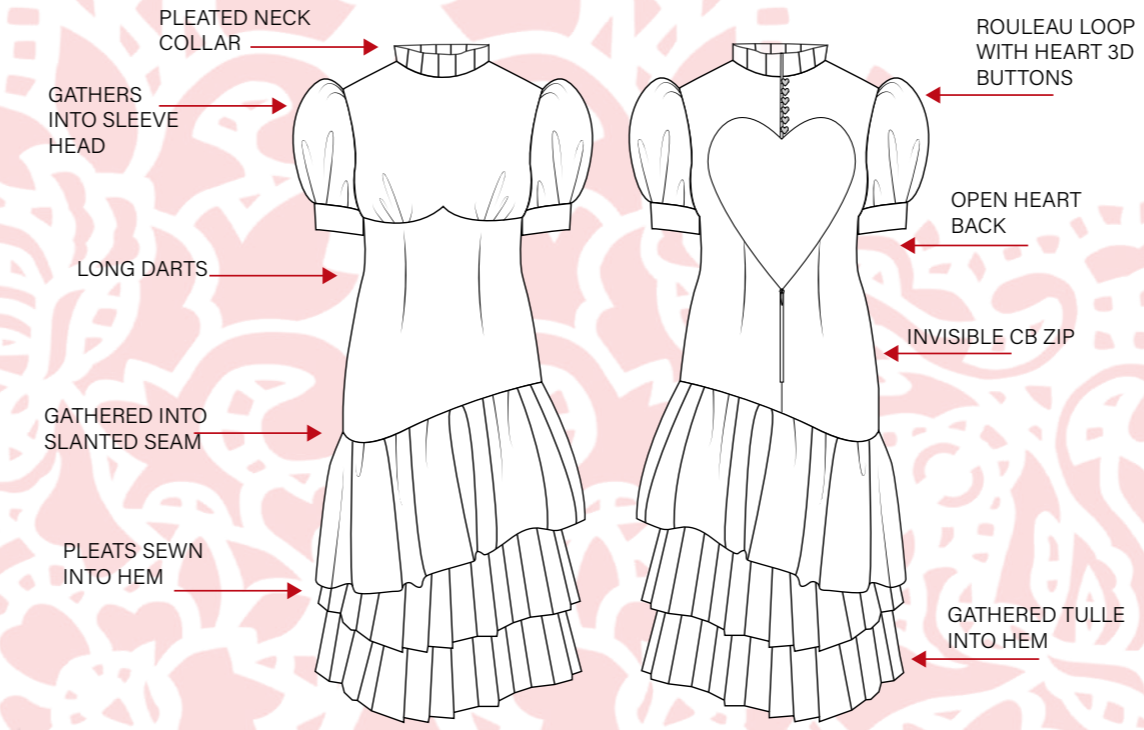
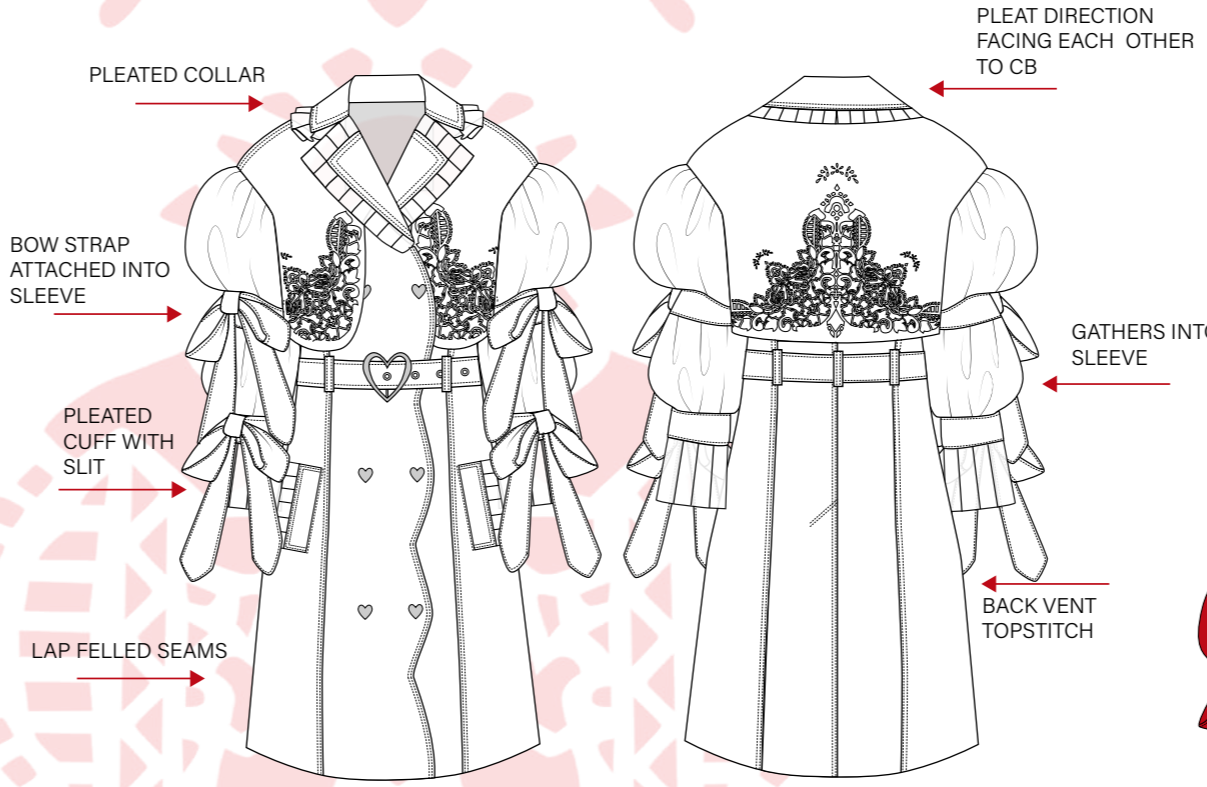


3D printed buttons & buckles with my brand name -> sanded and spray painted to match my fabric



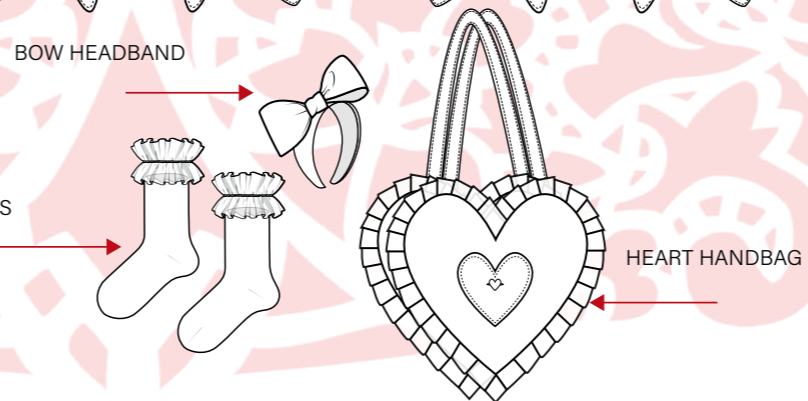
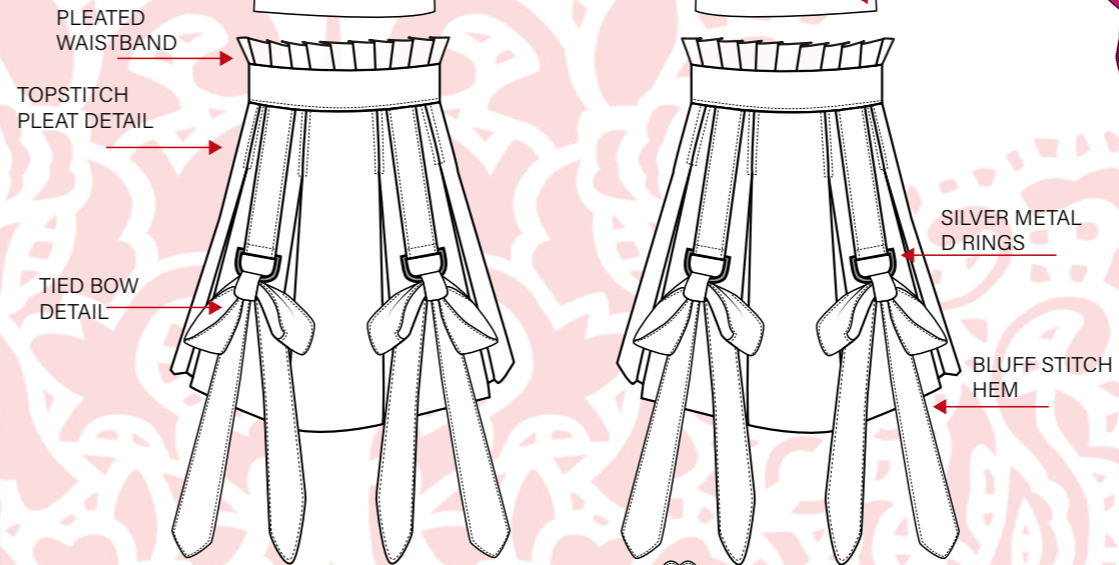
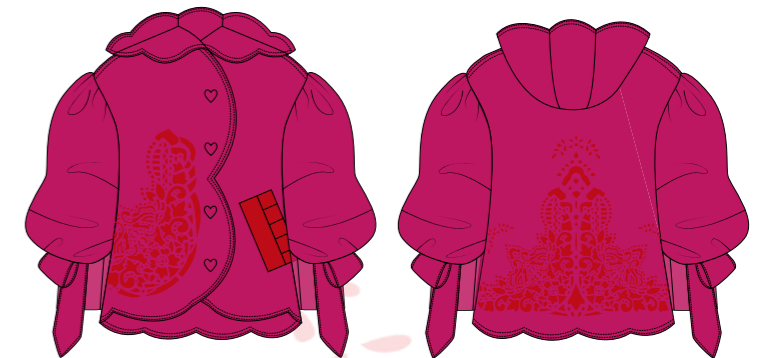
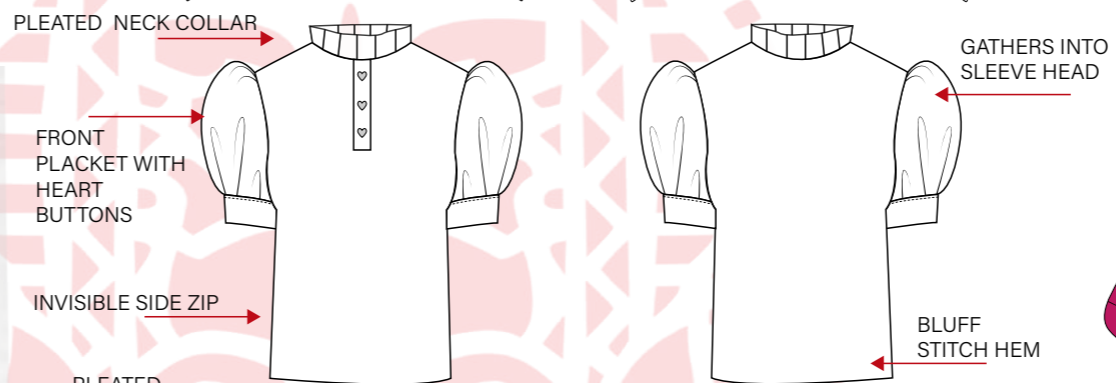
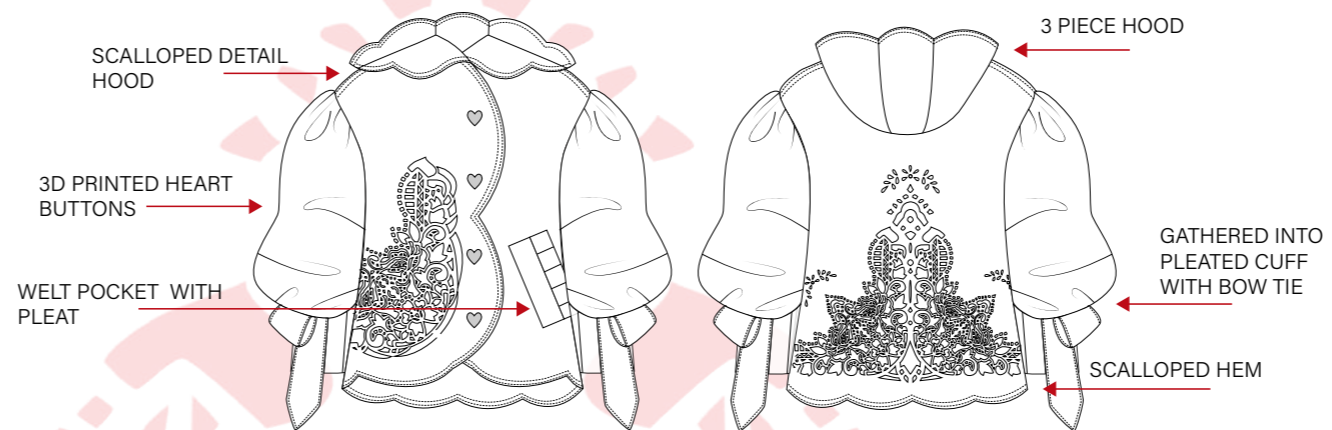
FINAL LINE UP

MARIA ELENI LOUCA



OUTFIT BOARD 1

MARIA ELENI LOUCA

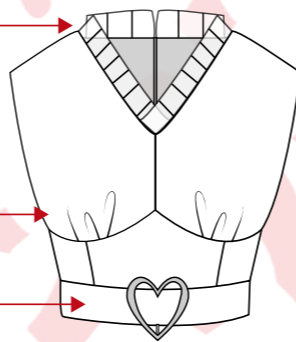


OUTFIT BOARD 2

MARIA ELENI LOUCA



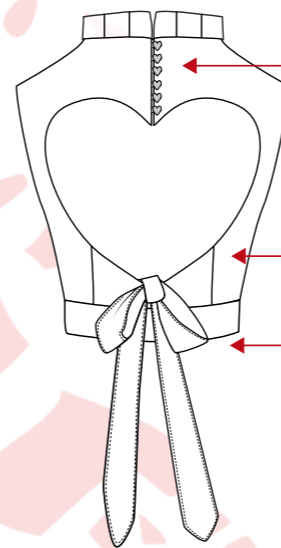
PLEATS AROUND NECKLINE



GATHERED BUST INTO SEAM

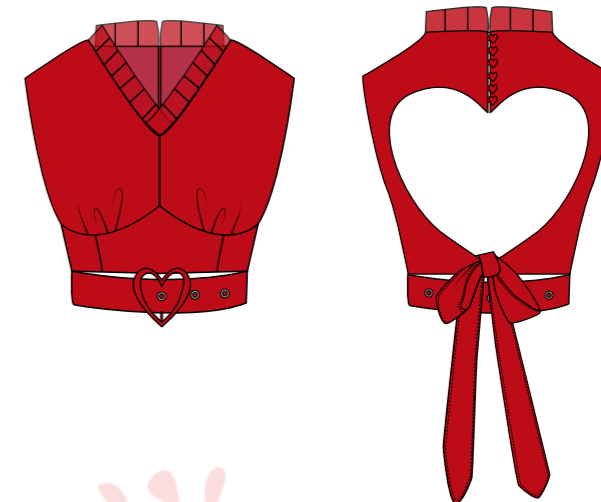
3D PRINTED BUCKLE BELT

ROULEAU LOOP WITH HEART 3D BUTTONS

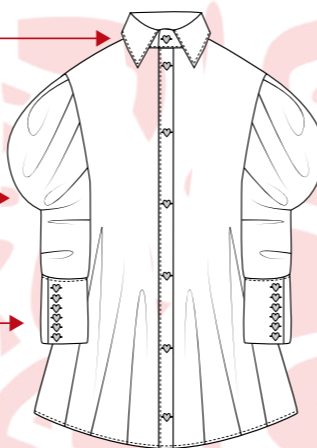


DARTS TO TAPER TOP

BOW TO FASTEN



POINTED COLLAR



COWL SLEEVE

CUFF WITH 3D PRINTED BUTTONS

FLARED AT THE BOTTOM



INVISIBLE BACK ZIP

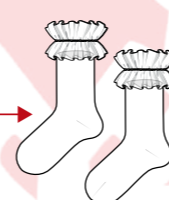
PLEATED CURVED SIDE PANELS



BLUFF STITCH HEM



FRILL SOCKS

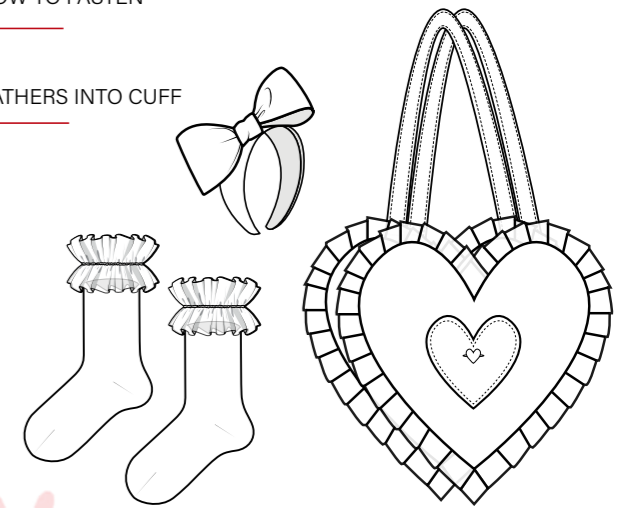
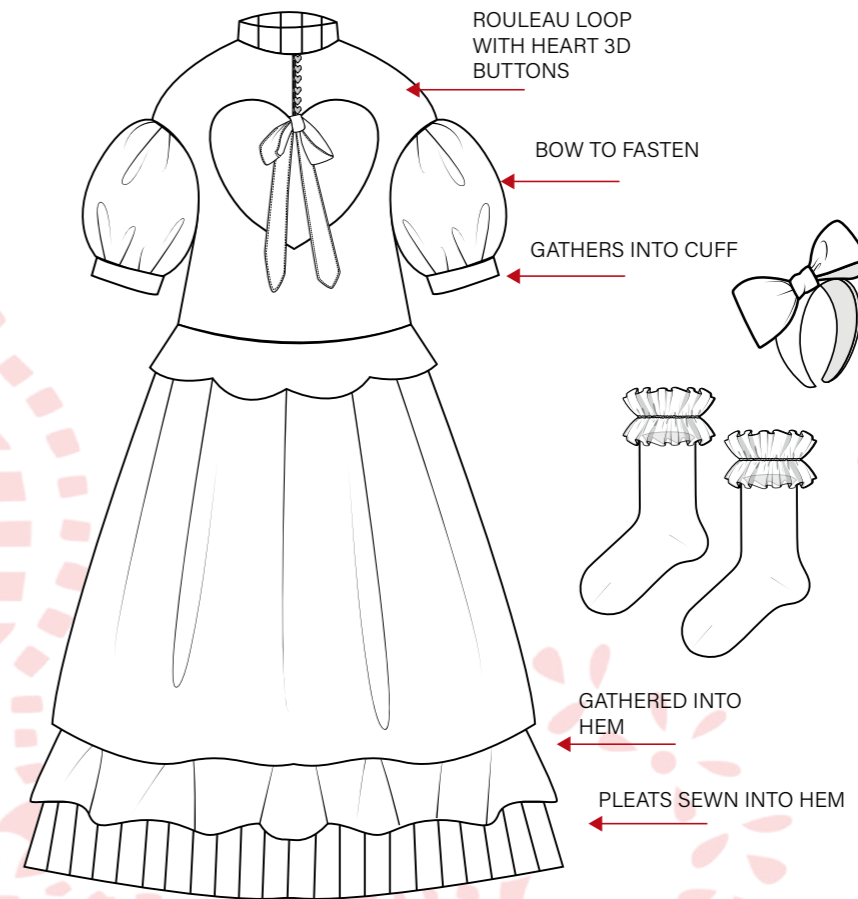
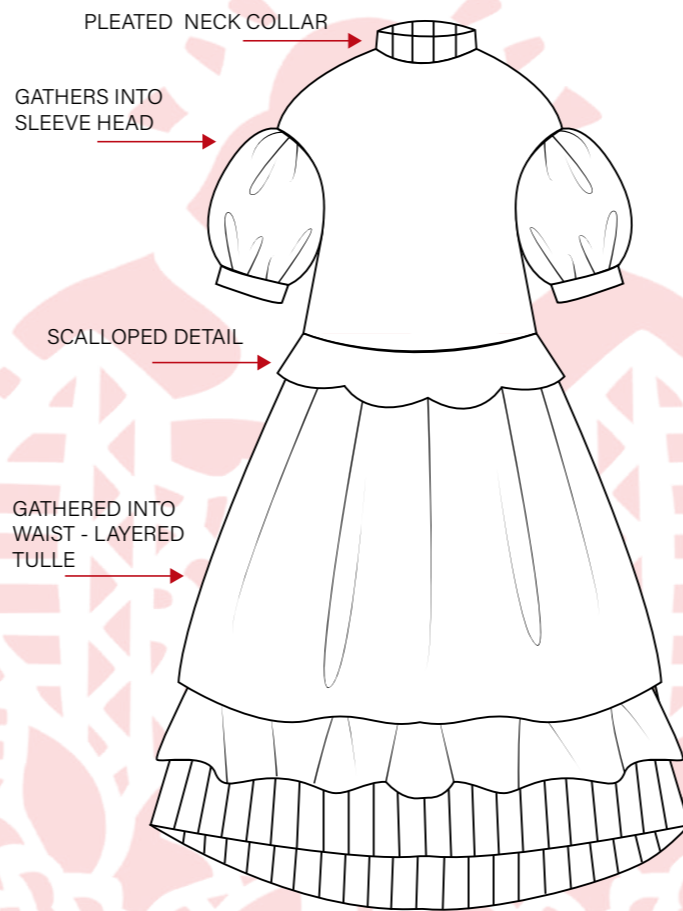


BOW HEADBAND



OUTFIT BOARD 3

MARIA ELENI LOUCA



OUTFIT BOARD 4

MARIA ELENI LOUCA



STUDIO PHOTOSHOOT
MARIA ELENILOUCA



AFTERNOON TEA & BOTANICAL GARDENS PHOTOSHOOT

MARIA ELEN LOUCA