



# The Fling of the Frasers



My Scottish roots are a huge part of my family, but they are something I have never known much about and felt very detached from growing up in Wales. There is an importance of sustaining heritage and roots throughout our modern and ever-changing society, by using my family's stories and our clan's tartans I am reviving their livelihood and joy. Ensuring that the history of where we come from is not lost, making my heritage sustainable and forever living in a creative, forward-thinking way.

My final collection will take the form of a range of garments, all interchangeable and wearable. My collection will be new and exciting but have an evident undertone of education, bringing light and enjoyment into historical Scottish heritage maintaining its value and importance in modern day culture.



The Fling of the Frasers

Francesca Merrick  
Concept

**FRANC. DESIGNS**

**FABRIC**  
 Powernet  
 90% POLY  
 10% ELASTANE  
 MICROFIBRE  
 100% RECYCLED POLY  
 DEAD STOCK RIPSTOP  
 100% NYLON  
 DEAD STOCK ARMY  
 RIPSTOP  
 100% COTTON

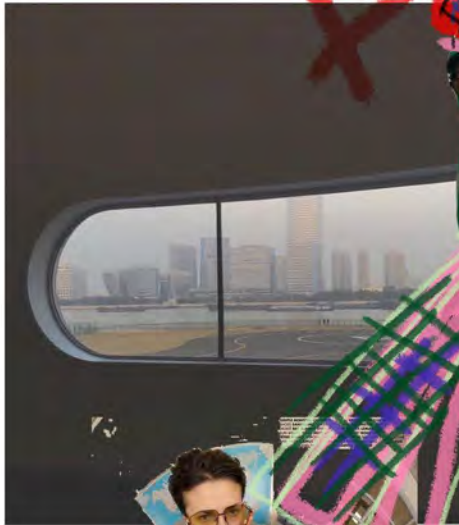
**FRASERS**  
**FLING**  
 Key Colour Palette

**FRANC. DESIGNS**

The Fling of the Frasers  
 Francesca Merrick  
 Fabric / Colour



THE FLING OF THE FRASERS



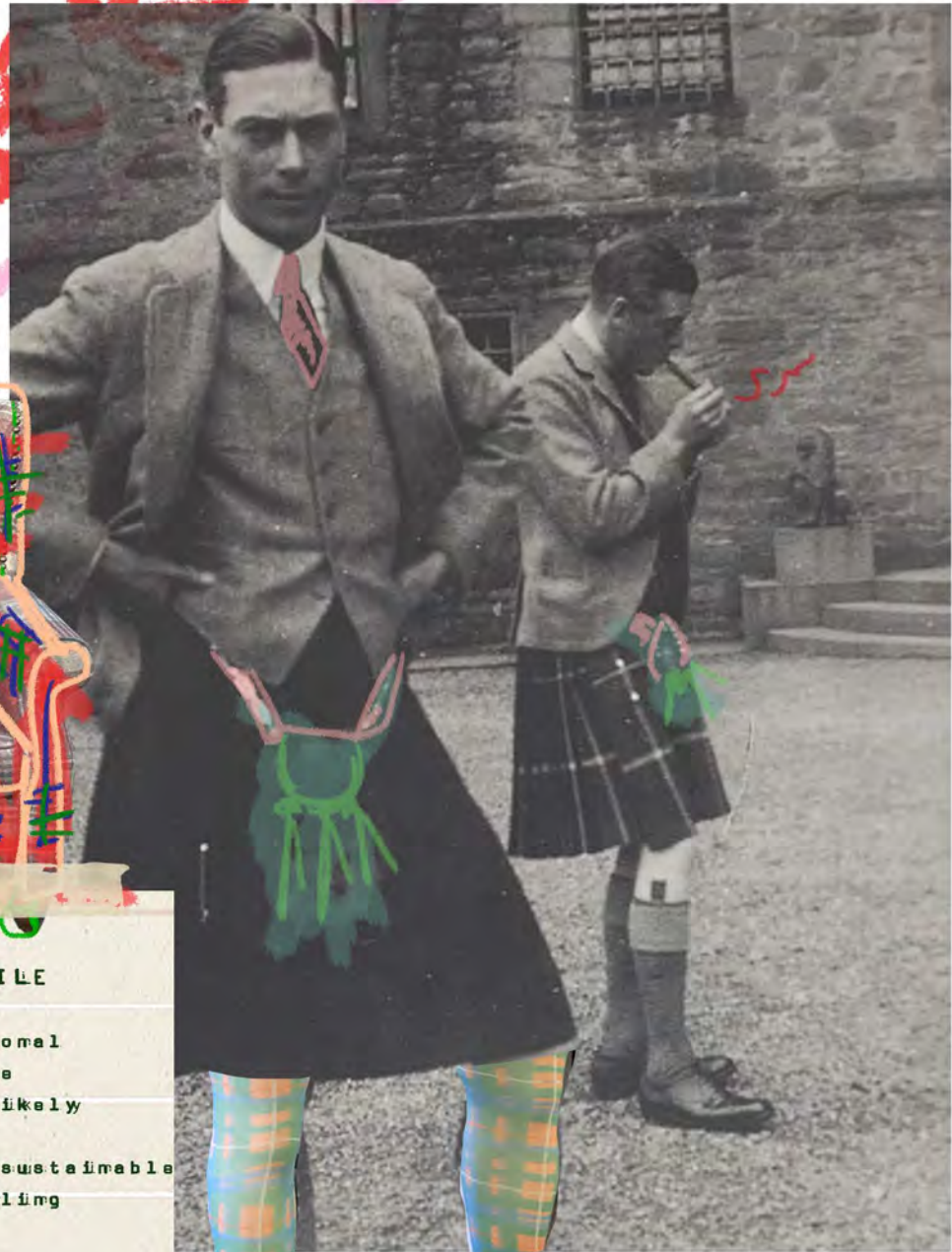
ATLANTA  
OF  
BRUTALIST  
ARCHITECTURE

PHAIDON



CONSUMER PROFILE

- Young Professional
- Technical style
- Travels to unlikely destinations
- Interested in sustainable fashion and upcycling
- City living
- Vintage cars
- Stands out for their fashion
- Niche interests

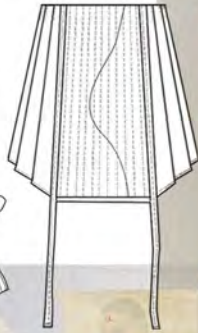
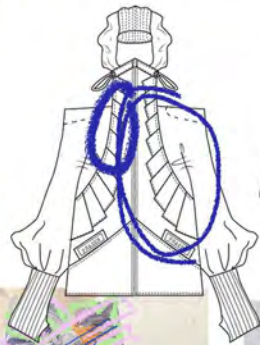
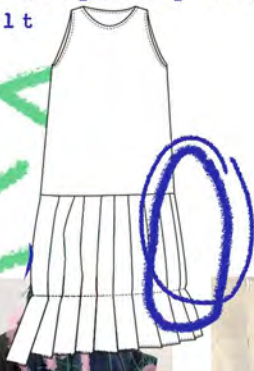
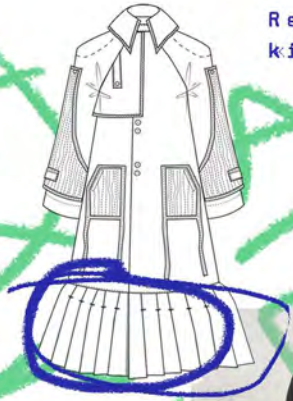


The Fling of the Frasers

Francesca Merrick  
Consumer

FRANC. DESIGNS

Re-imagining the kilt



Shape  
expression  
Flamboyance  
Pleat chas



SUPER  
CLASH

The Fling of the Frasers

Francesca Merrick  
Shape development

FRANC. DESIGNS



NEW  
SPORT AN



Detachable  
elements

HUGE  
COAT

The Bigger the Better

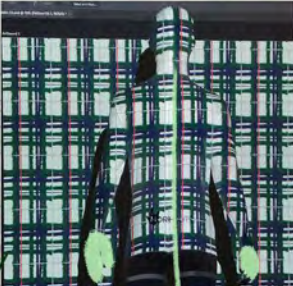


- Shoulder pads
- Sleeve Quilt  
panelled
- attached  
kilt?
- clash tartan



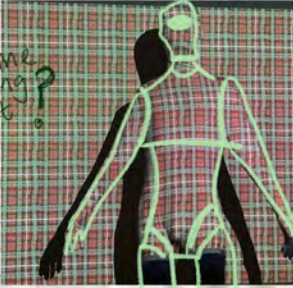
GREEN IS CUTOUT

FULL  
FACE  
COVER  
SHEETS  
BIG



sleeveless  
design  
Like a mine  
Morphe suit

reminds me  
of diving  
helmet?

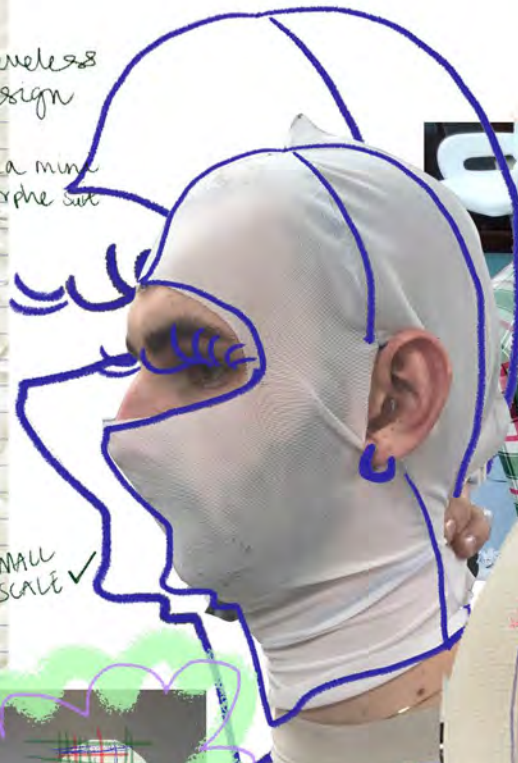


SMALL FACE  
OPENING  
oval  
cut  
out  
LIKE SMALL  
SCALE ✓



I projected my tartan  
designs onto a morphe  
suit to get an idea of  
scale and design style.

FINGER  
LESS  
MORE  
functional



CLO3D

Using CLO 3 i created  
a body contouring  
morphe suit while  
minimising wastage



THE ART  
OF CHAOS

The Fling of the Frasers

Francesca Merrick  
Print development

**FRANC. DESIGNS**







The Fling of the Frasers  
Francesca Merrick  
Line up

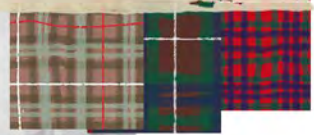
**FRANC. DESIGNS**

# OUTFIT 1



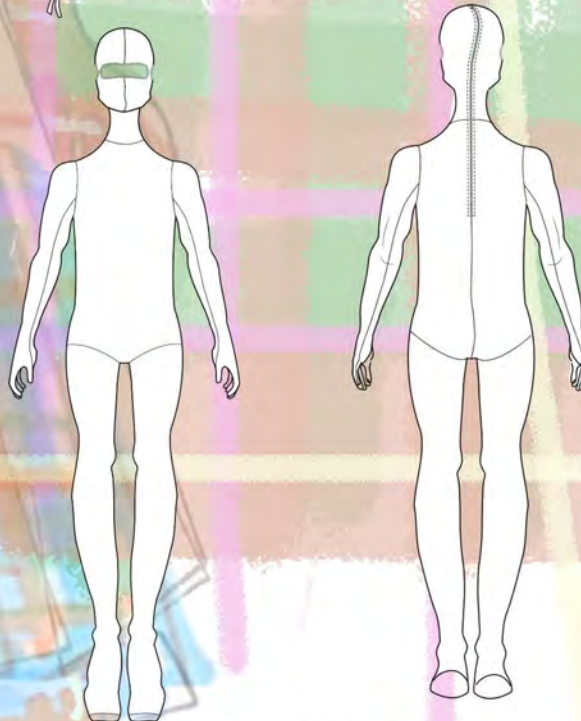
BONDED WATERPROOF  
JACKET  
QUILTED ASYMMETRICAL  
VEST  
TECHNICAL BONDED KILT  
POWERNET MORPHE  
SUIT

# OUTFIT 2



ARMY KILT COAT  
QUILTED TAMMIE O'SHANTER  
POWERNET MORPHE SUIT

# OUTFIT 3



OVERSIZED KILT DRESS  
WIDE BRIM KILT HAT  
BOOTIE COVERS  
POWERNET MORPHE SUIT

The Fling of the Frasers

Francesca Merrick  
Outfit 3

FRANC. DESIGNS

# OUTFIT 4



Technical  
kilt coat  
Oversized  
Dress  
Crop Trousers  
Powernet  
Morphe suit

The Fling of the Frasers

Francesca Merrick  
Outfit 4

FRANC. DESIGNS



The Fling of the Frasers  
Range Plan

**FRANC. DESIGNS**



The Fling of the Frasers  
Range Plan

**FRANC. DESIGNS**





Photography by Rosie Browne



The Fling of the Frasers  
Final Garments

**FRANC. DESIGNS**