

**We're
a Mad Here**

you'll fit right in

A womenswear collection inspired by the
idea of fantasy and innocence
explored within Alice in Wonderland
and within the photography
of Tim Walker, specifically in his book
'Story Teller'. This collection focusses on
contrasting scales as well as pattern and colour
clashing.

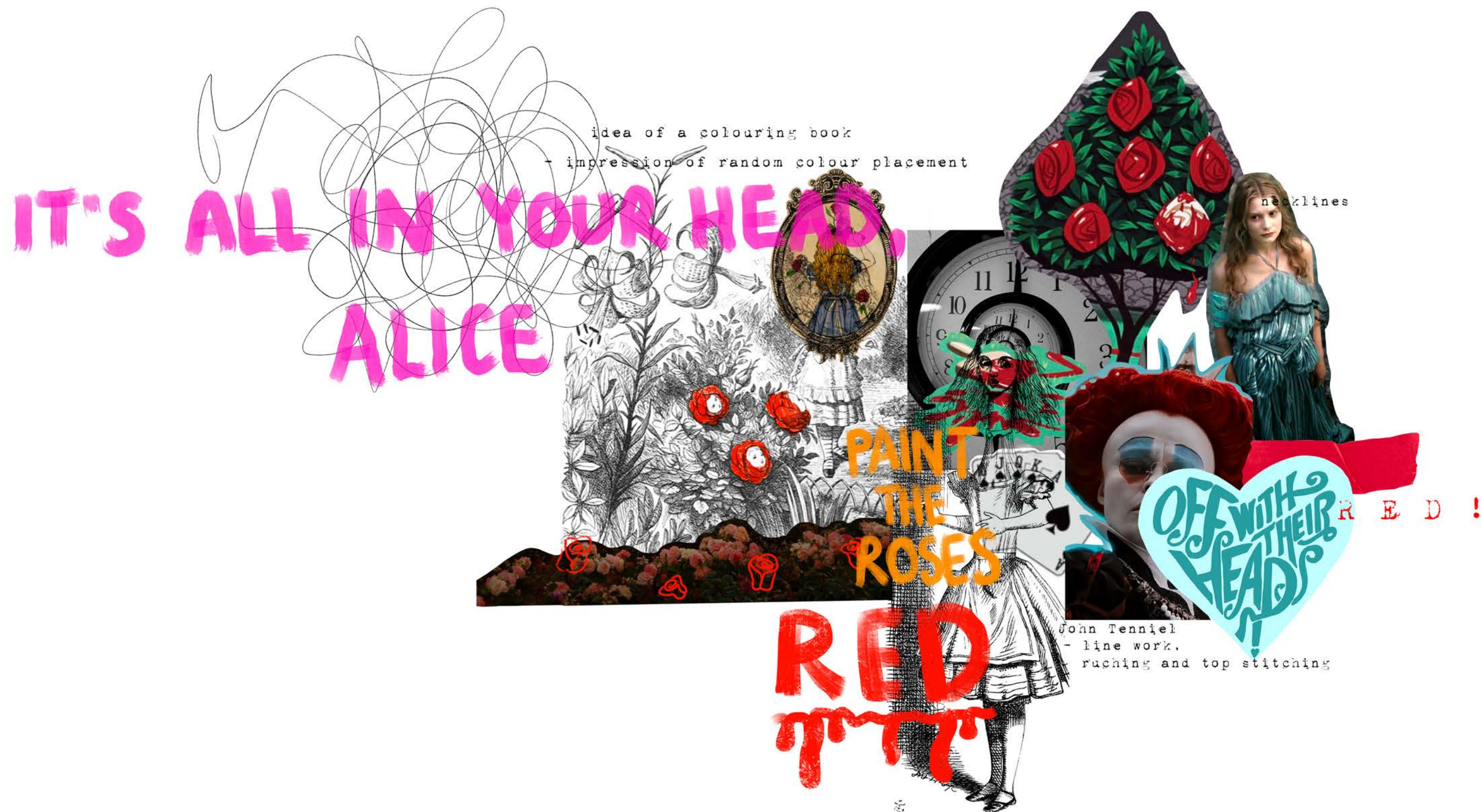
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Beth Moore





Why grow up?
Alice in Wonderland represents a child's struggle
to understand the confusing world of an adult.



ESCAPING REALITY

Pierrot
-shapes

FOLLOW THE
WHITE RABBIT

Playing dress up

skeletal
inspiration for ruching

Swedish folklore
- focussed on the child

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Beth Moore

We're All Mad Here

"It's Always Tea-Time!"



Idea of multiple personalities

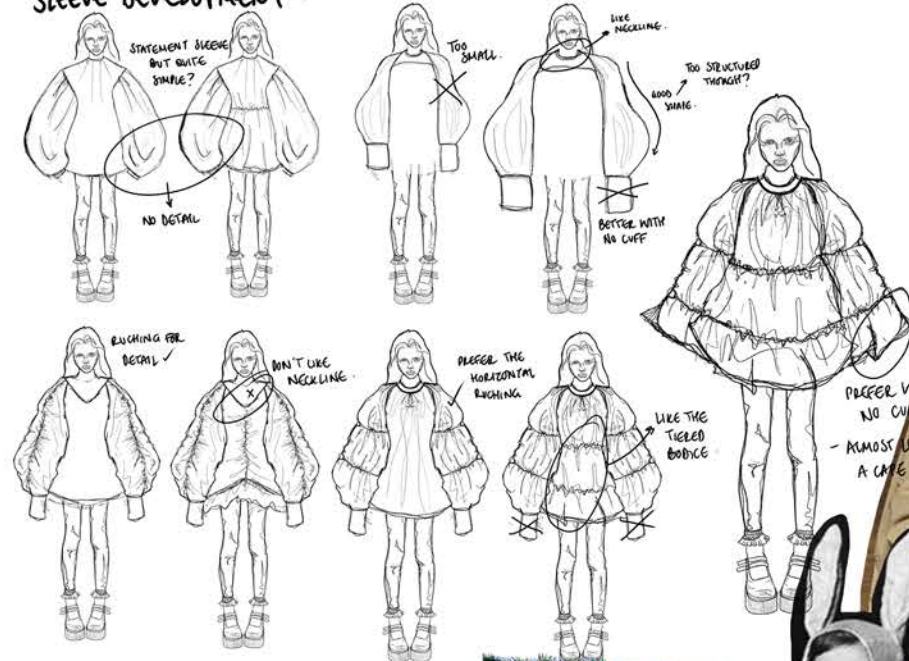
M A D N E S S

WAS IT ALL A DREAM

comparing the chaos and the calm

Madness caused by drugs ?

SLEEVE DEVELOPMENT :



LOOK ① - SMOCK & SHORTS



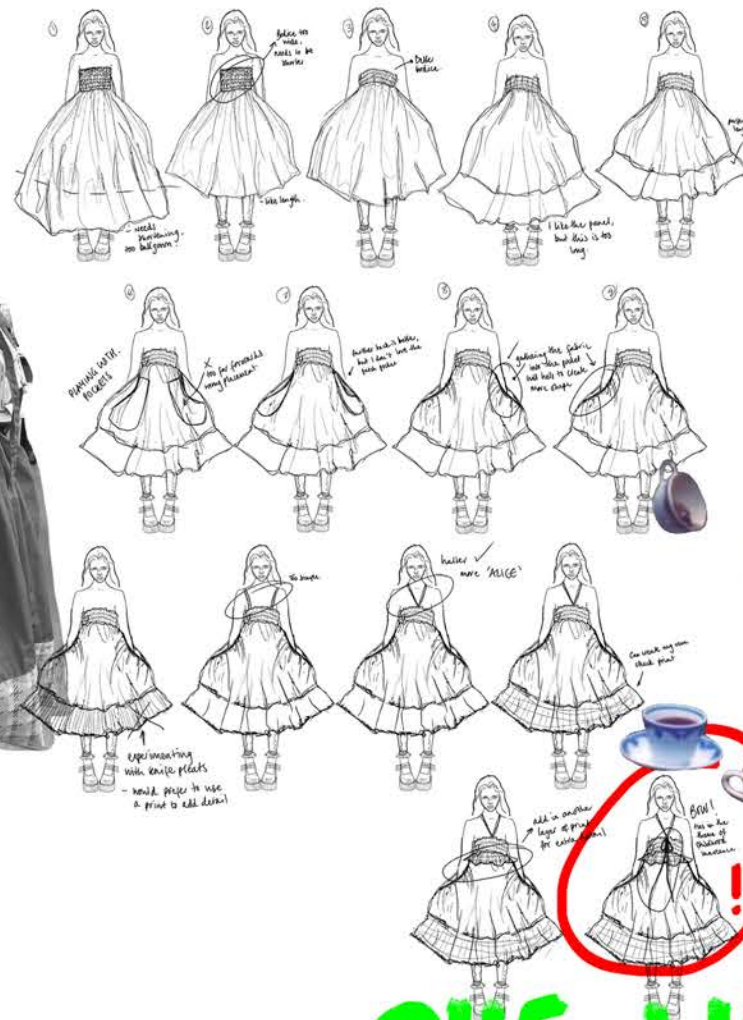
I'M A RABBIT
you're entirely BONKERS.



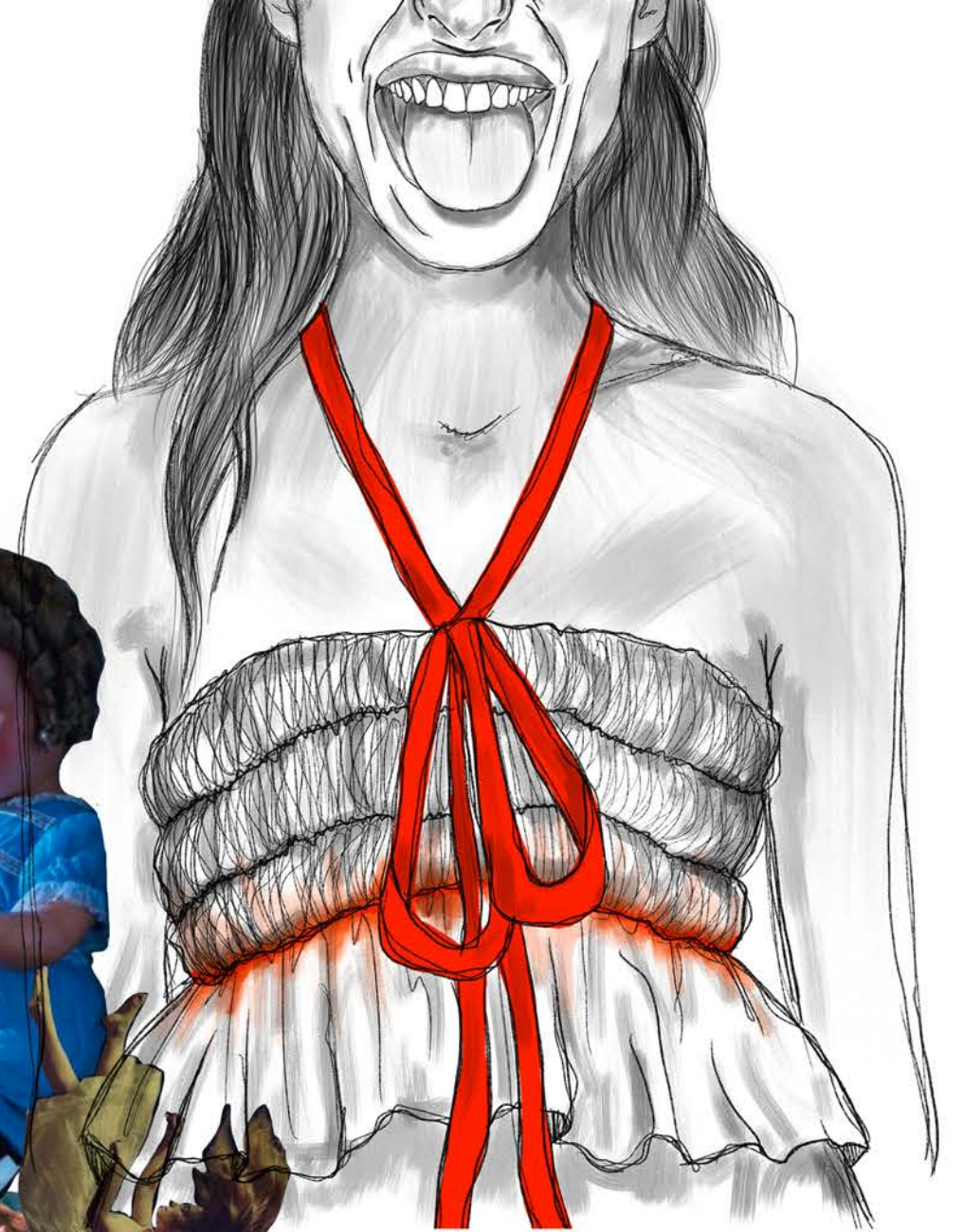
Drape

DOWN THE RABBIT HOLE





SHE WAS
SHE WAS
FALLING
FALLING



We're all Mad Here

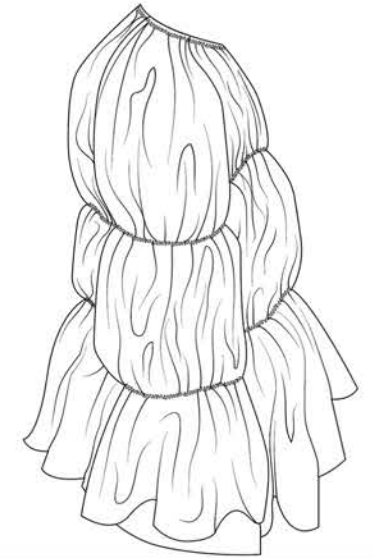
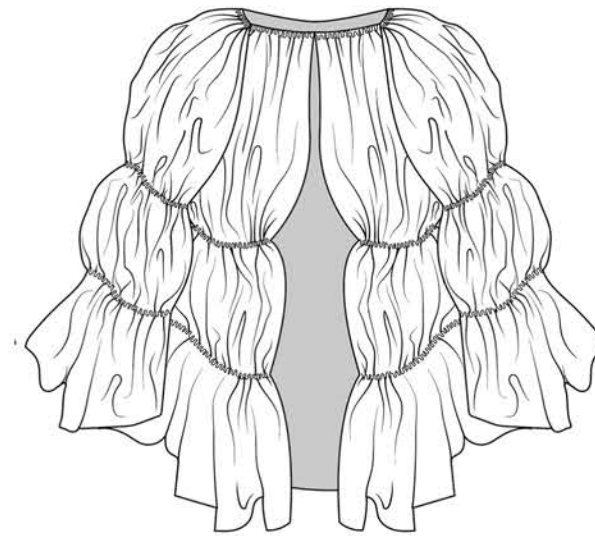
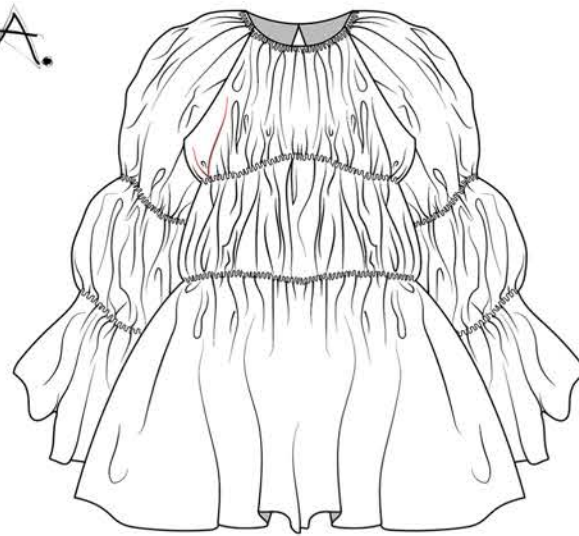


Look one

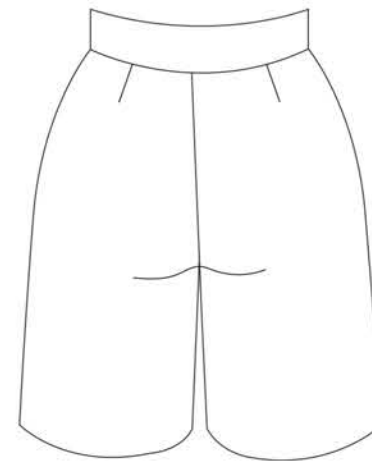
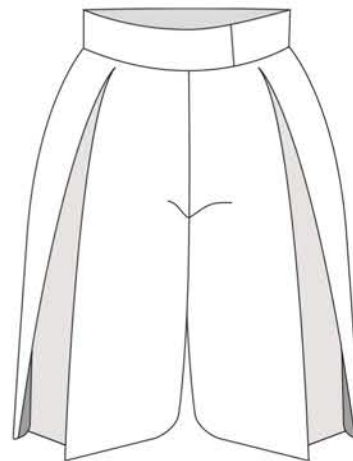


- A. Tiered panel smock with open back
- B. Tailored short with box pleat

A.

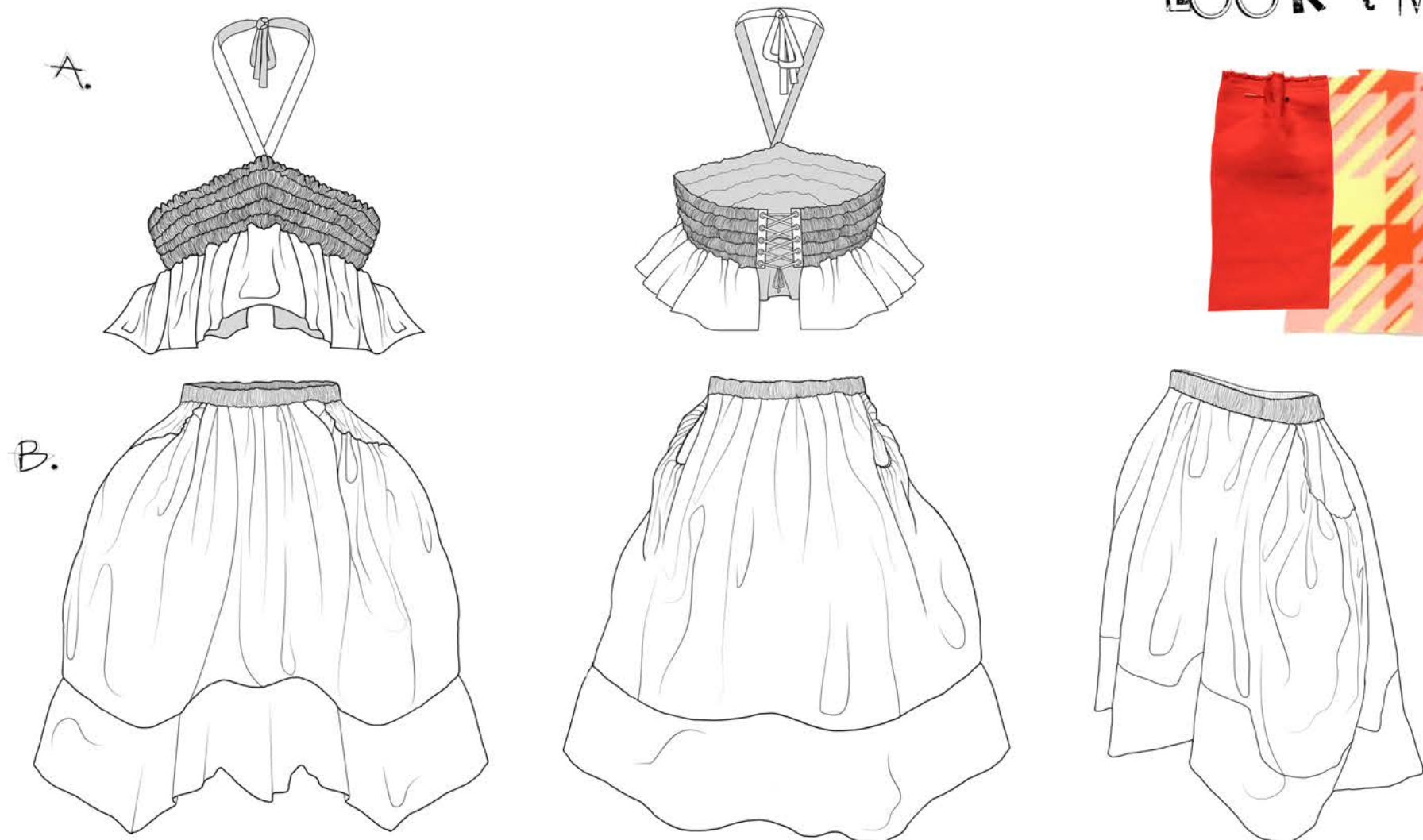


B.





look two

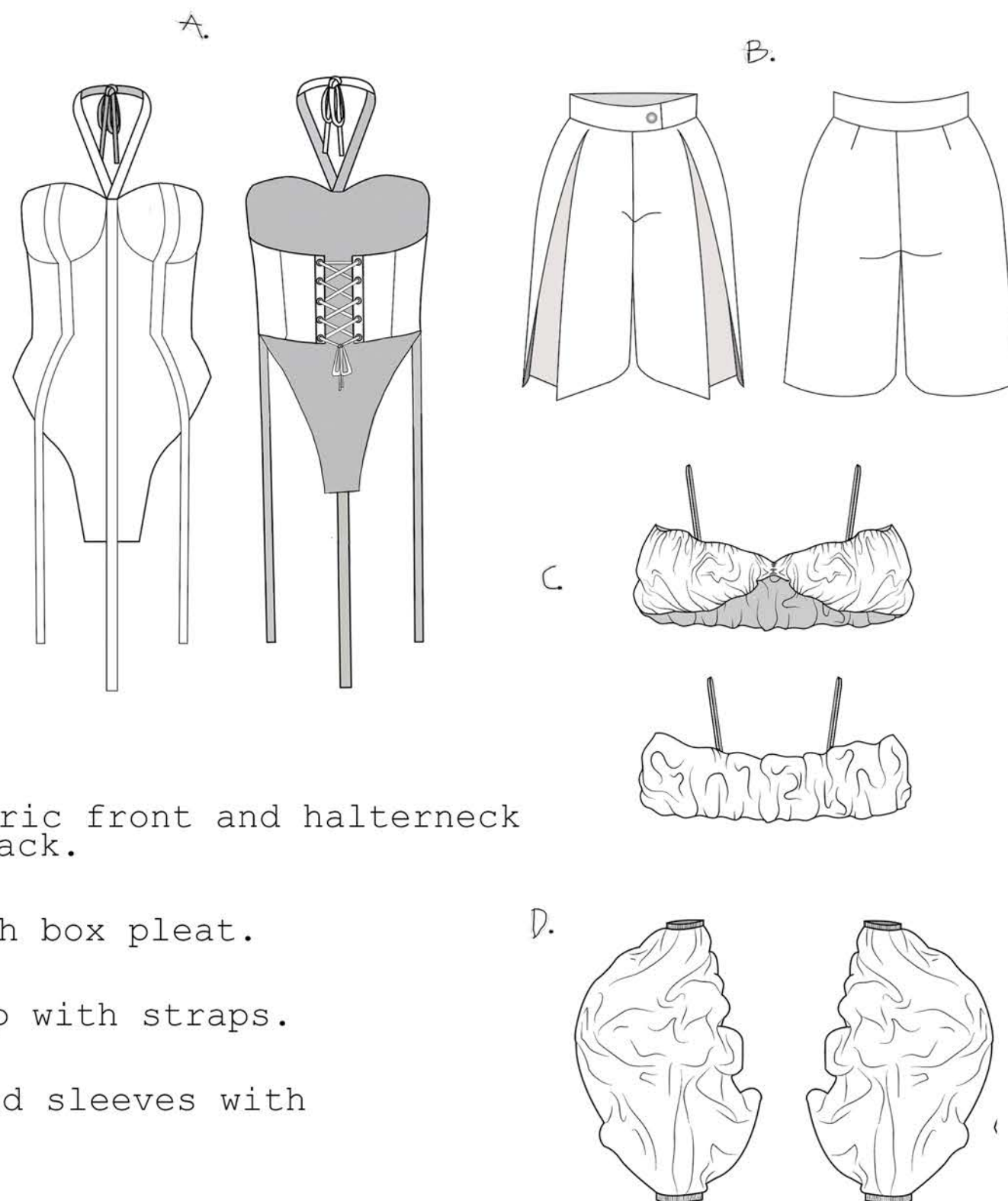


A. Ruched bandeau top with halterneck, ruffle and lace up back with eyelets.

B. Gathered skirt with elasticated waistband. gathered pockets with check frill.



LOOK THREE



A. Corset with assymetric front and halterneck with eyelet lace up back.

B. Tailored shorts with box pleat.

C. elasticated over top with straps.

D. Detachable oversized sleeves with elasticated cuffs.

LOOK FOUR



A. Tiered shirt with ruched channel and ruched sleeves.

B. Halter neck mini dress

