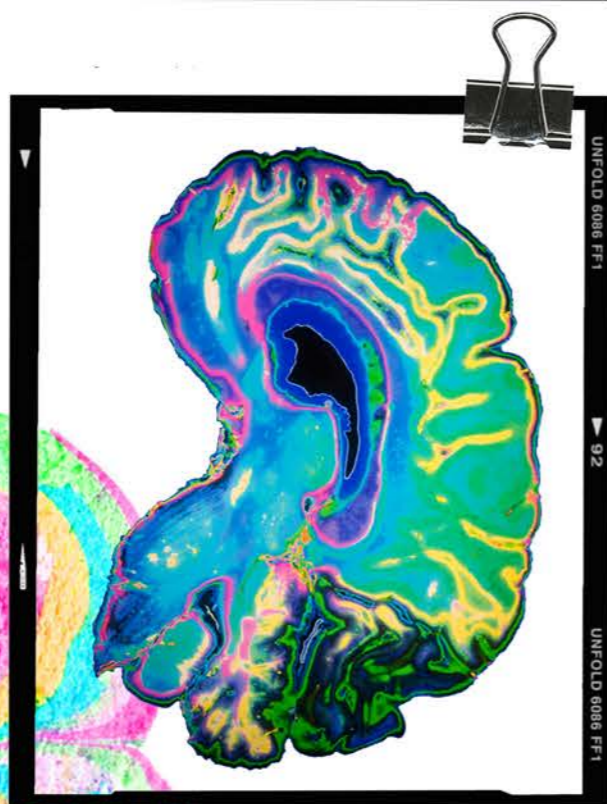
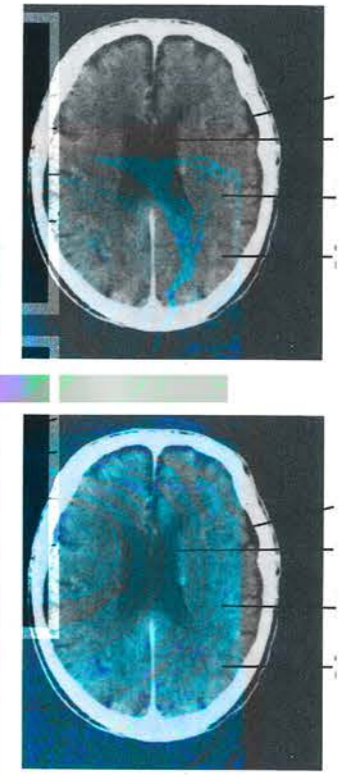
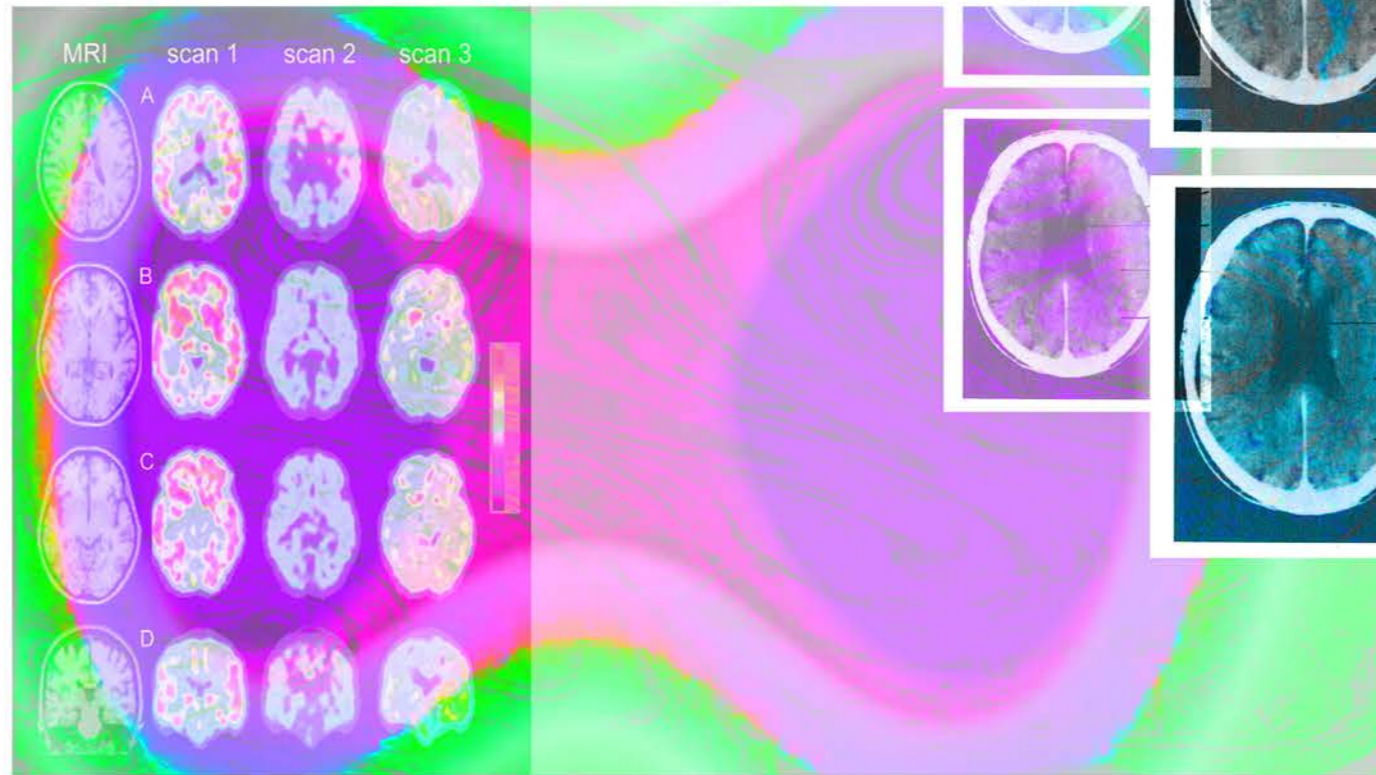
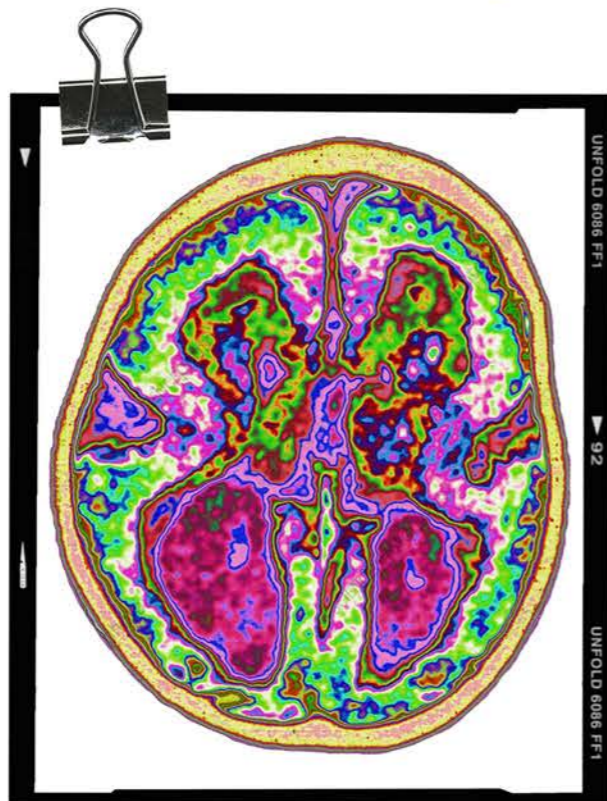


**DAISY WEBB**

**Daisy.webb@Hotmail.com**

# HUMAN BETTERMENT



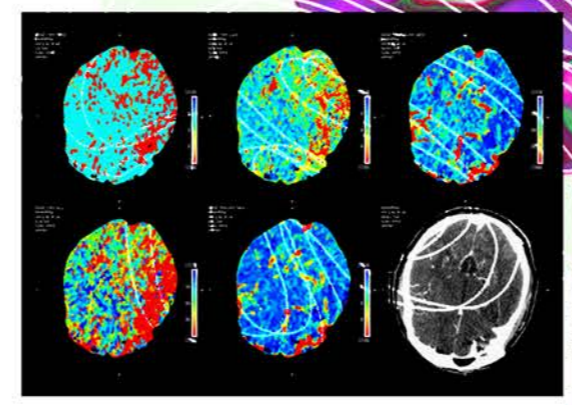
## It's All In The Mind

Looking into human emotions and the chemical reactions in the brain that alter mood and emotion, as well as scans of different emotions and states of the brain. As well as researching how colour and print can contribute to a change in mood and emotion.

# ICEBERG

since 1974

Looking into human emotions and the chemical reactions in the brain that alter mood and emotion, as well as scans of different emotions and states of the brain. As well as researching how colour and print can contribute to a change in mood and emotion. Working with shapes and silhouettes inspired by ICEBERG clothing, i want to integrate my creative processes and design aesthetic to go hand in hand with Iceberg.

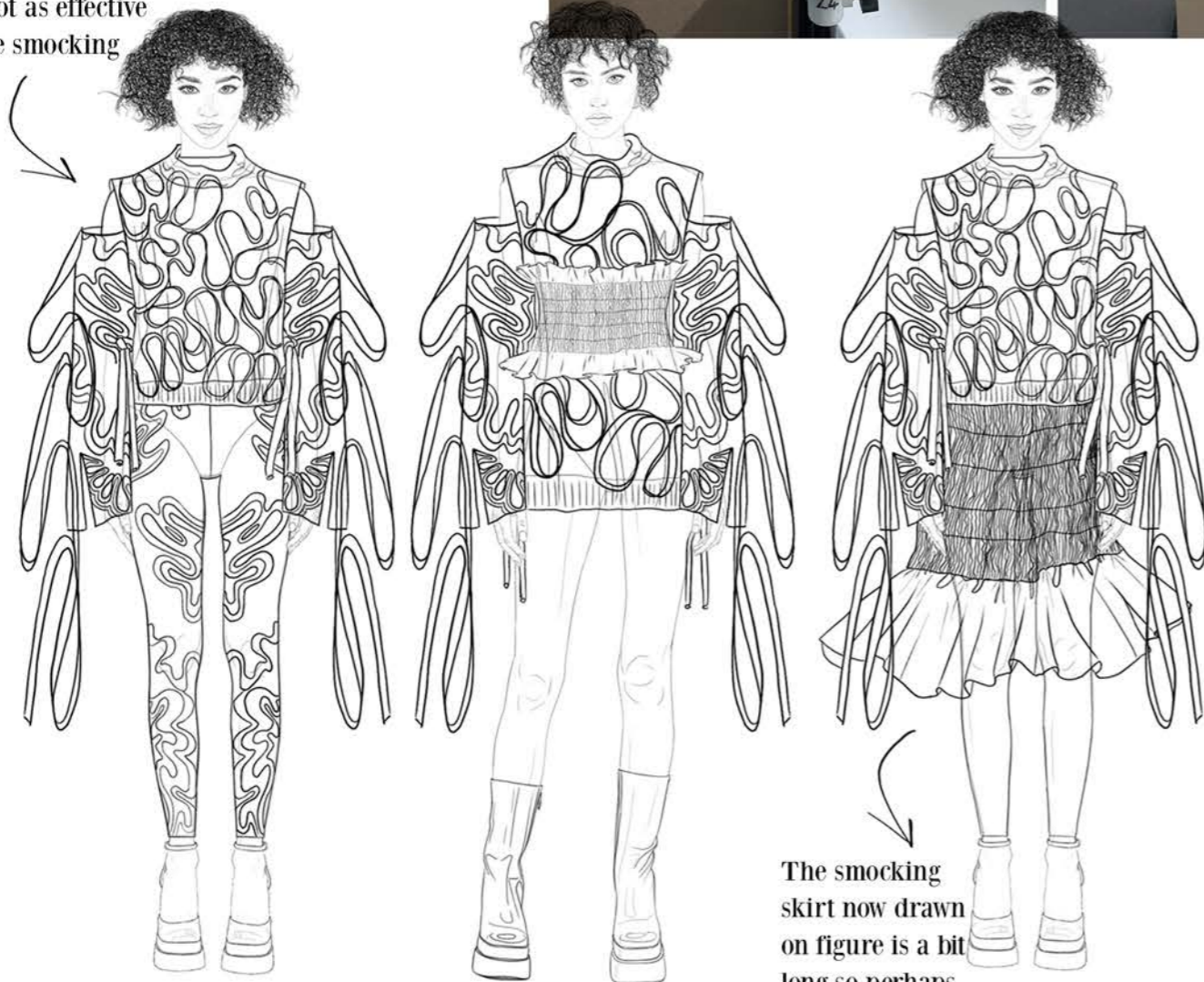




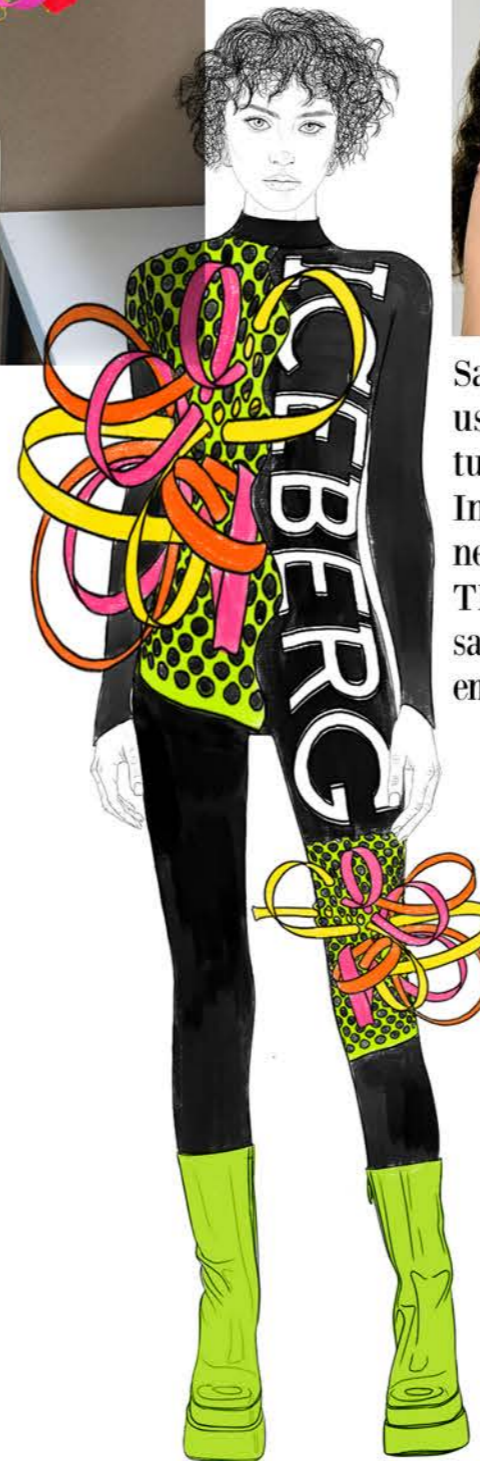
My flat initial samples of working with feeding the tubing through the netted fabric  
i love how these came out and im really intrigued



Short small sized jumper i think its not as effective without the smocking



The smocking skirt now drawn on figure is a bit long so perhaps could be shorter.

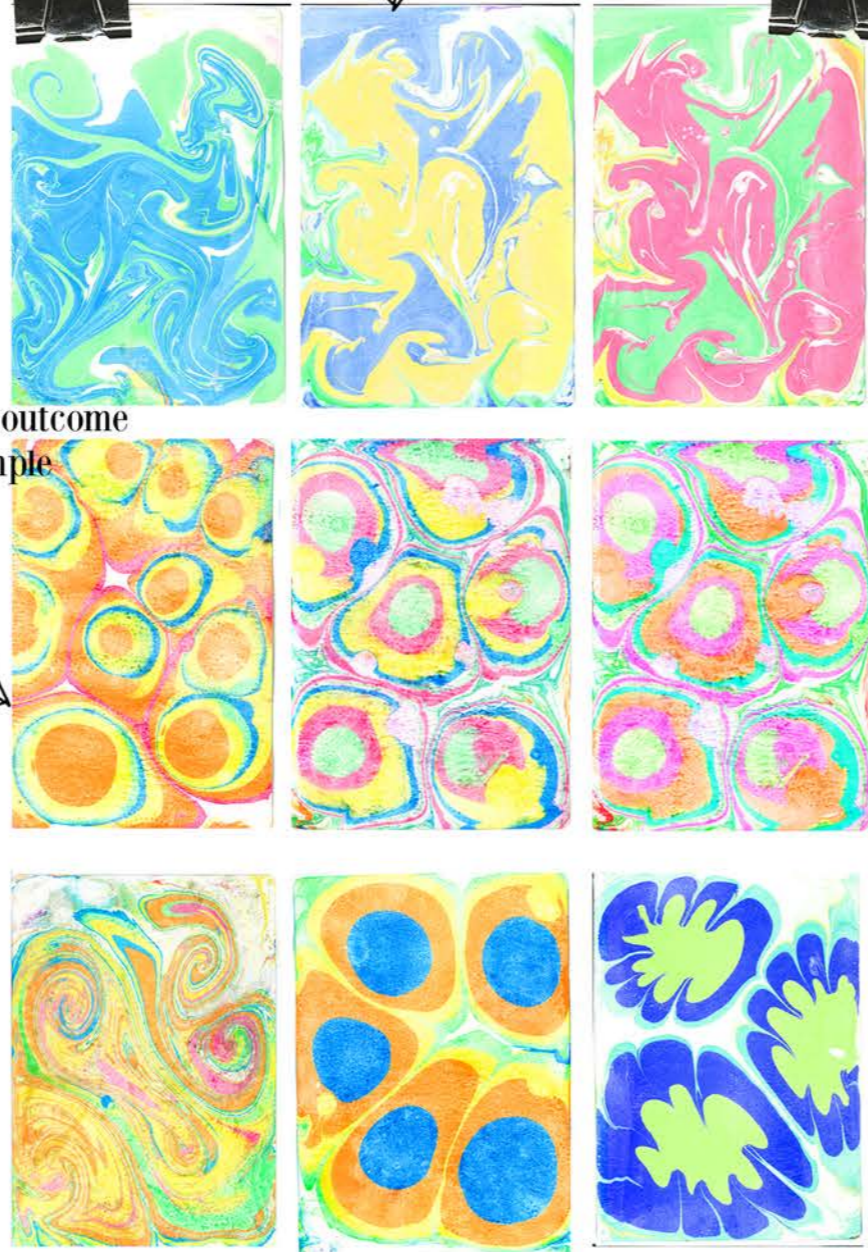


Sampling with braided tubing, to create this sample I used a fabric that had holes within it and threaded the tubing through to weave in and out. Inspired by the shapes from my research of neurotransmitters in the brain. These samples are quite interesting however i want to sample it more as flat and more abstract swirls to emulate my research imagery.

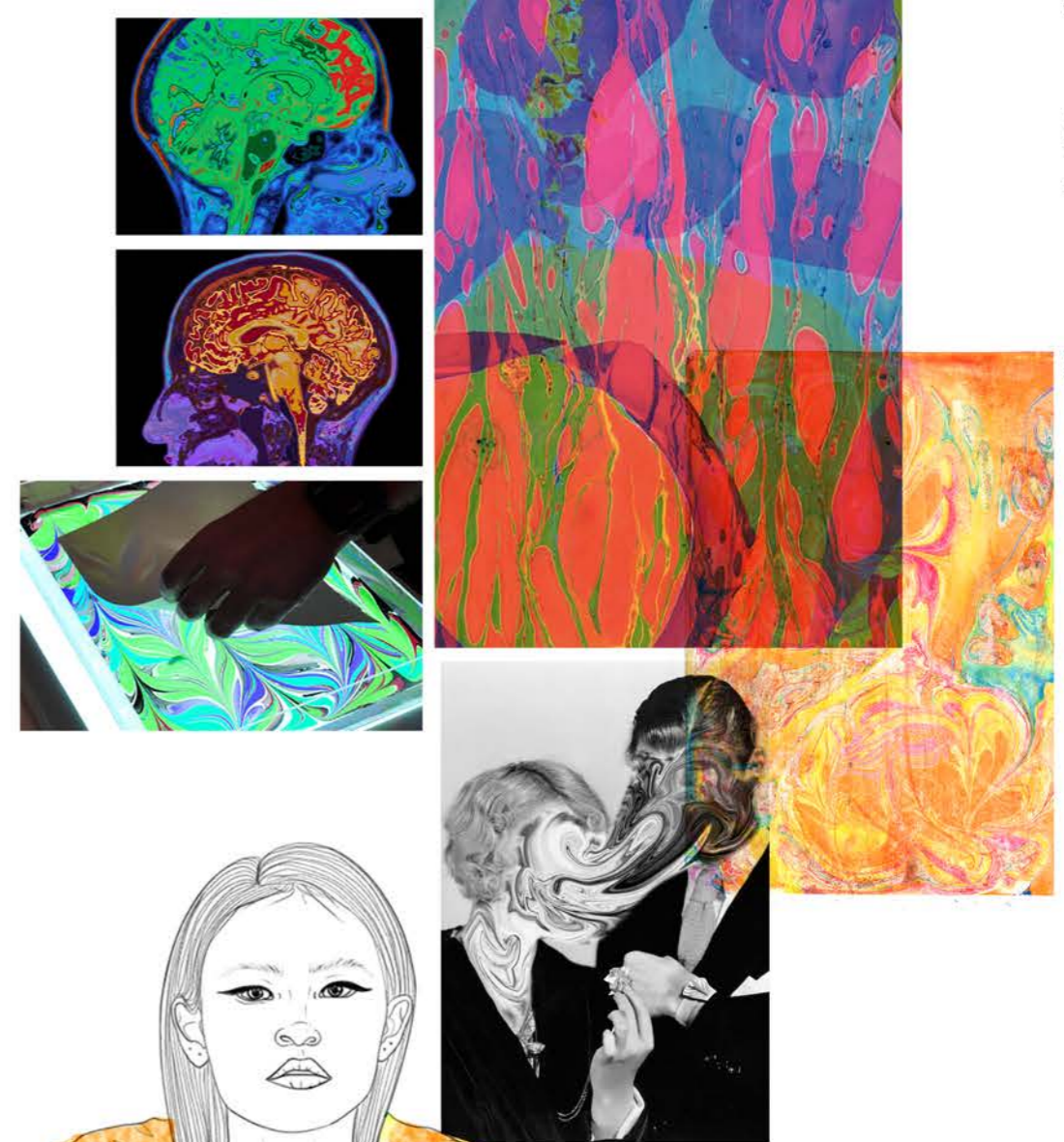


Literal and interpretational use of my prints

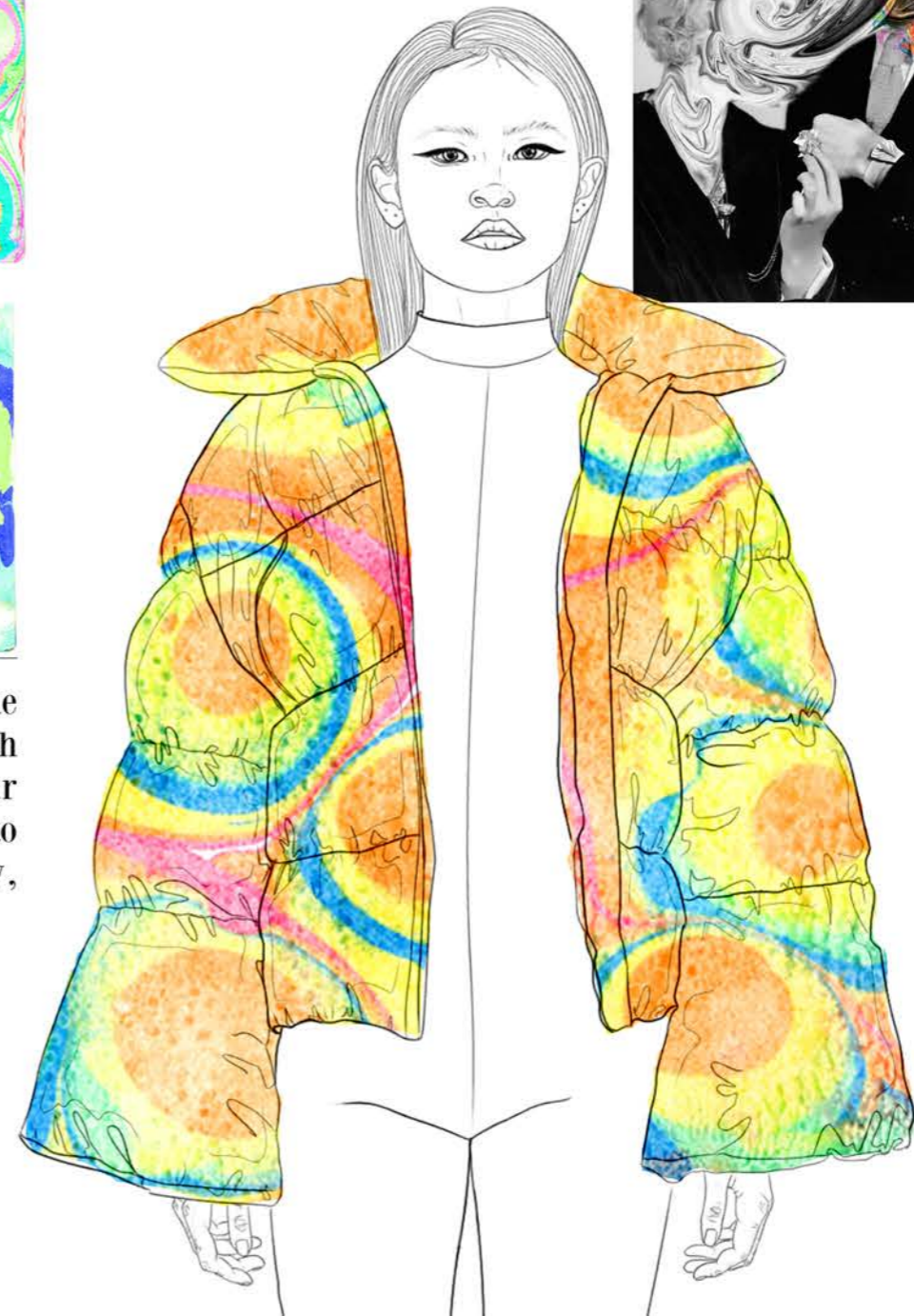
Loved the outcome of this sample



This print was an interesting method of mixing colours, i tried altering the hue to produce different colour ways.



Whilst sampling, I focused on emulating the shapes and forms I saw in my research imagery of brain scans, I also used similar colours and similar colour combinations to the ones in my imagery,

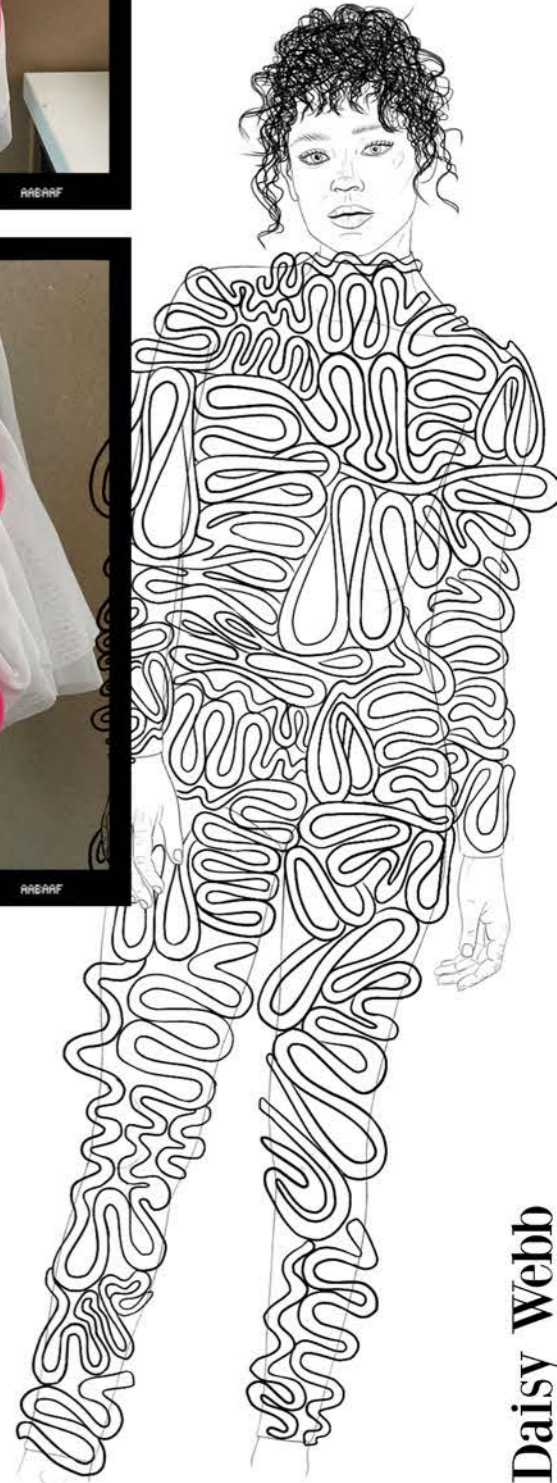




Research board



The mix of colours with the braided tubing is definitely better than just one.

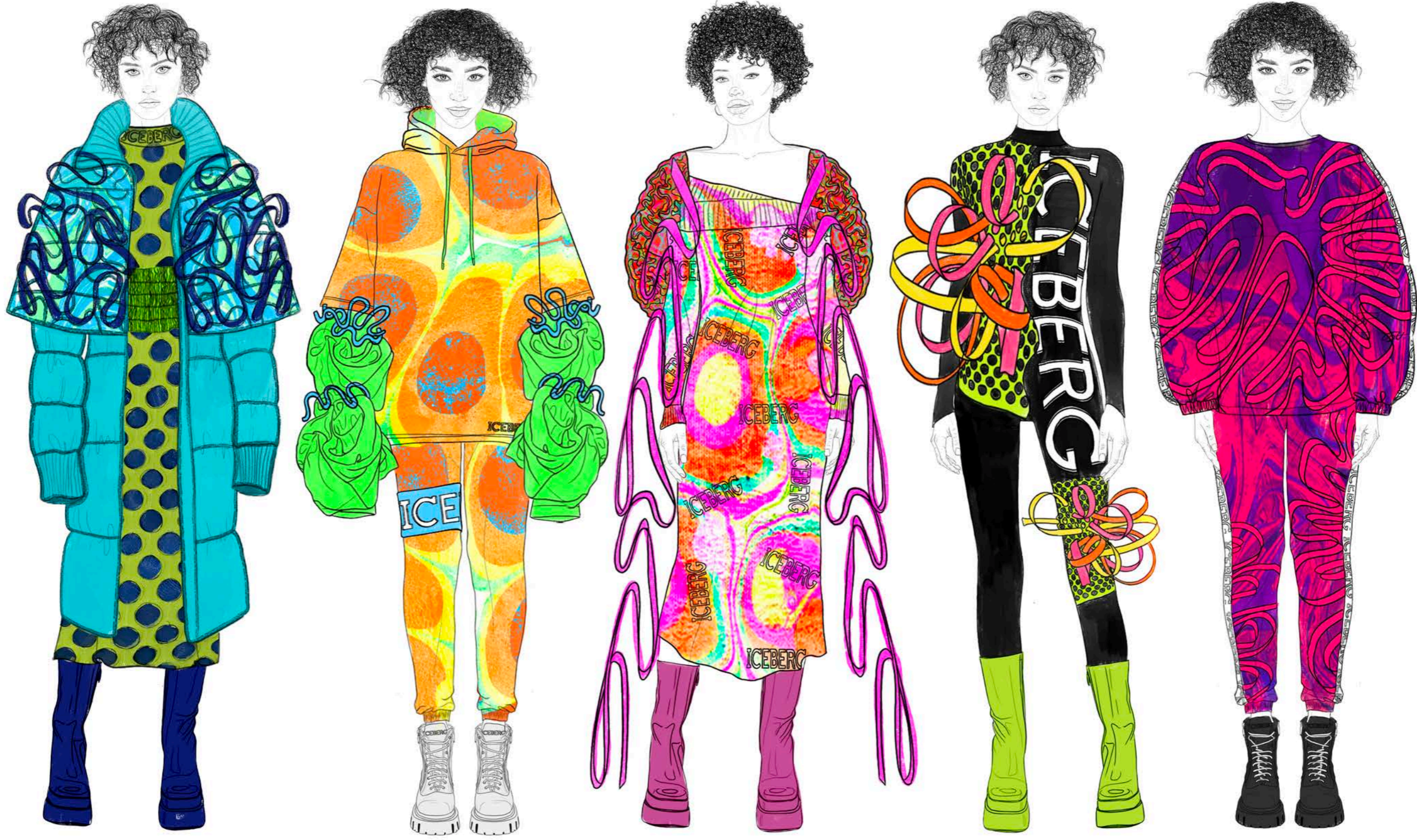


Daisy Webb

Final lineup inspired by human emotion affected by colour and research into the neurotransmitters and reactions in the brain under brain scans.



ICEBERG







**REDRESS  
SUSTAINABILITY  
PROJECT  
DAISY WEBB**

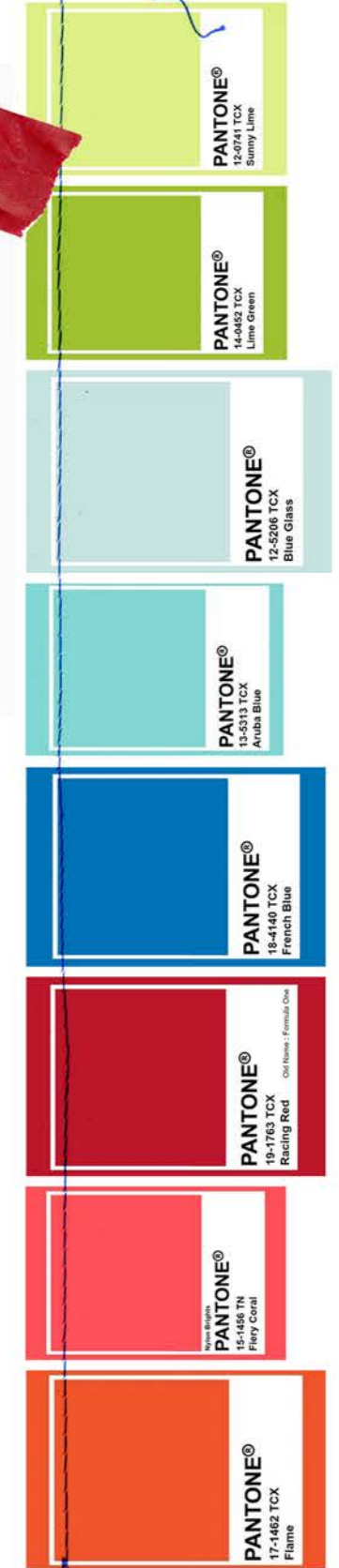


*Plastic: a  
girls best friend*

Over the summer months hundreds flock to the beach and to warmer climates for fun and to relax

Many bring or buy pool inflatables to have more fun at the beach or at pool parties Spring break in America brings thousands to the coasts for large celebrations and antics However like festivals in the UK the surroundings are left covered in waste and inflatables that have been discarded

Environmental campaigners say cheap swimming inflatables are often discarded once they break and end up in the sea where it harms sealife or in a landfill Plastic inflatables are often made from flexible PVC polyvinyl chloride which is a durable and longlasting material and cannot be collected for recycling

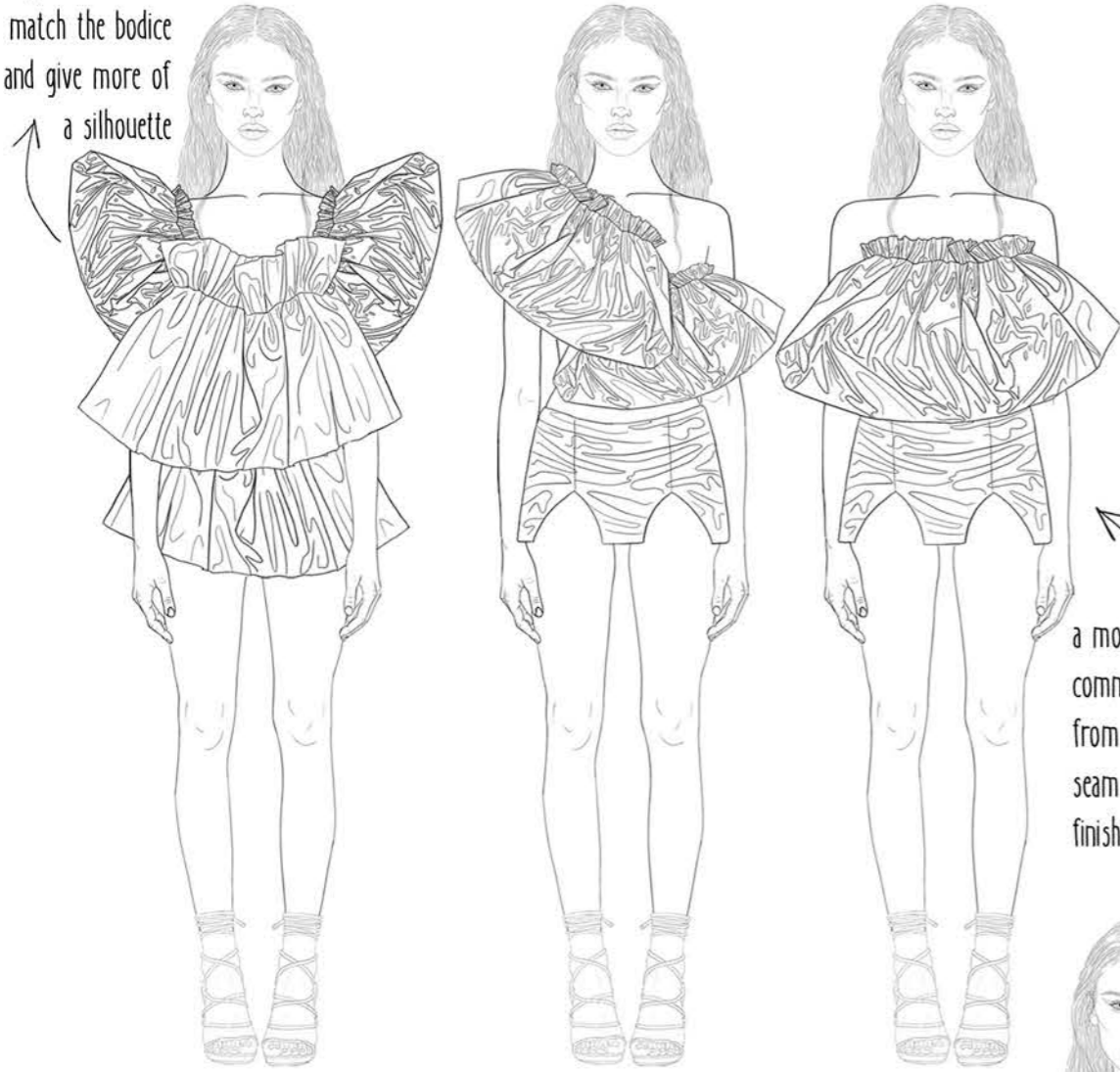


My colour and fabric board is quite subjective as i will be using waste inflatable plastic not every inflatable i will have will be the same so therefore the concept for colours for my project is with the idea that not every garment or outfit will include the same colours or full colours and if the garments were to be produced they would be one of a kind due to having different features on the plastic and also where it will be cut from the plastic also The ideal colours for my collection are bright summery colours including a hint of primary colouring aswell as some zesty colours most commonly found on pool inflatables as they are most commonly bright eye catching colours or include novelty print on them such as the waste turtle inflatable that i have sampled from



*Plastic: a girls best friend*

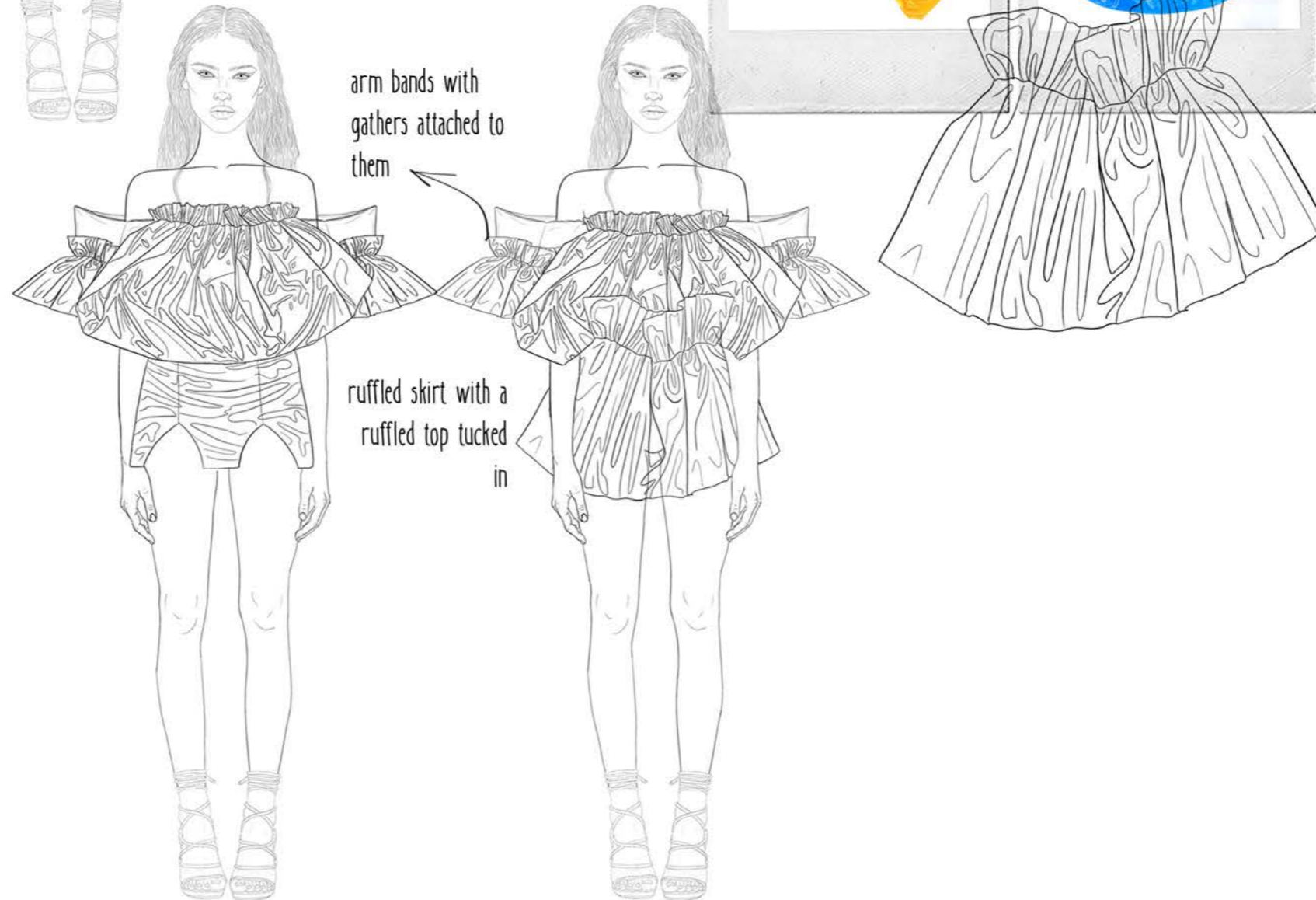
puff sleeves to match the bodice and give more of a silhouette



a more commercialised skirt from plastic with seam lines for finishing

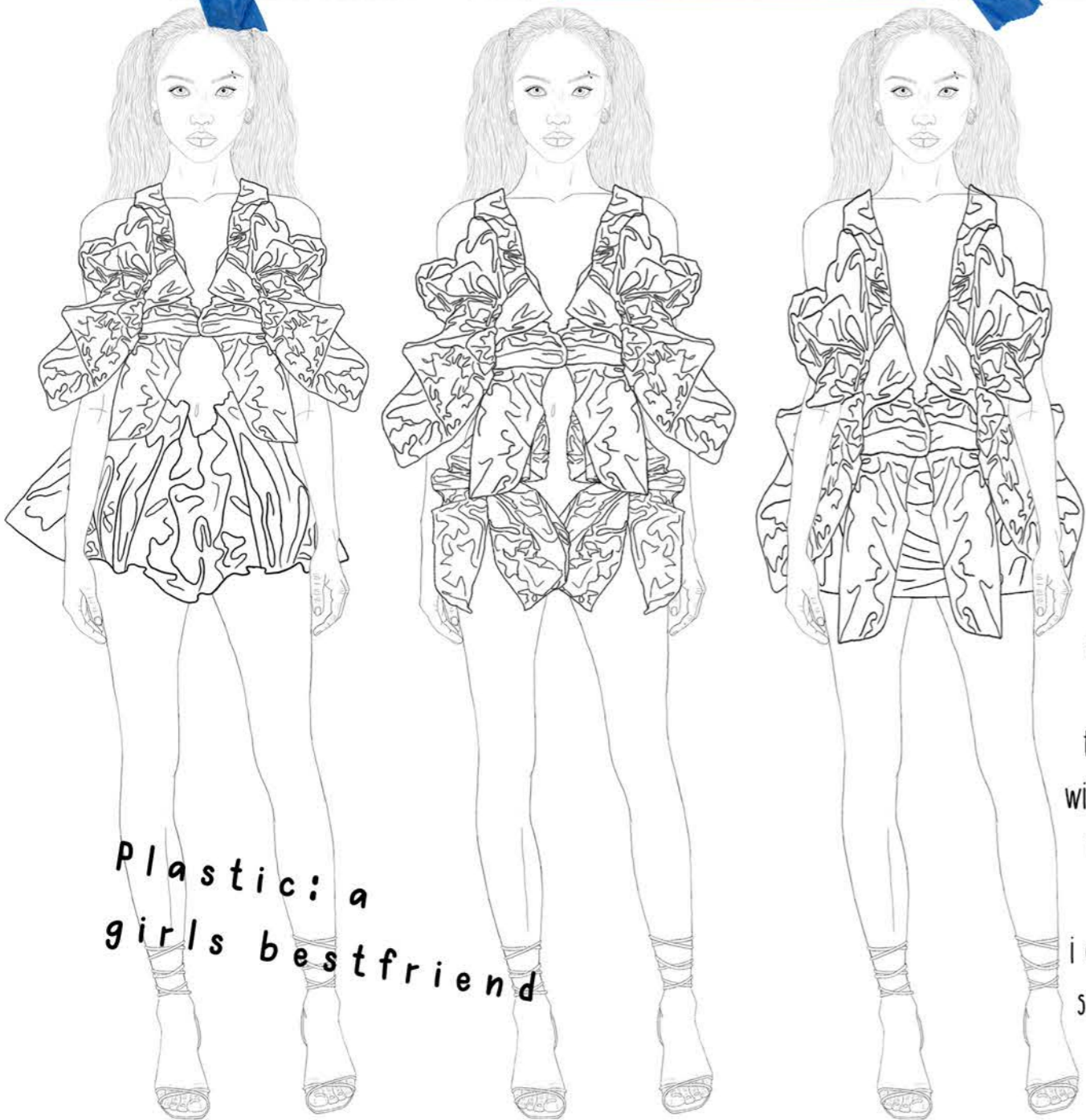
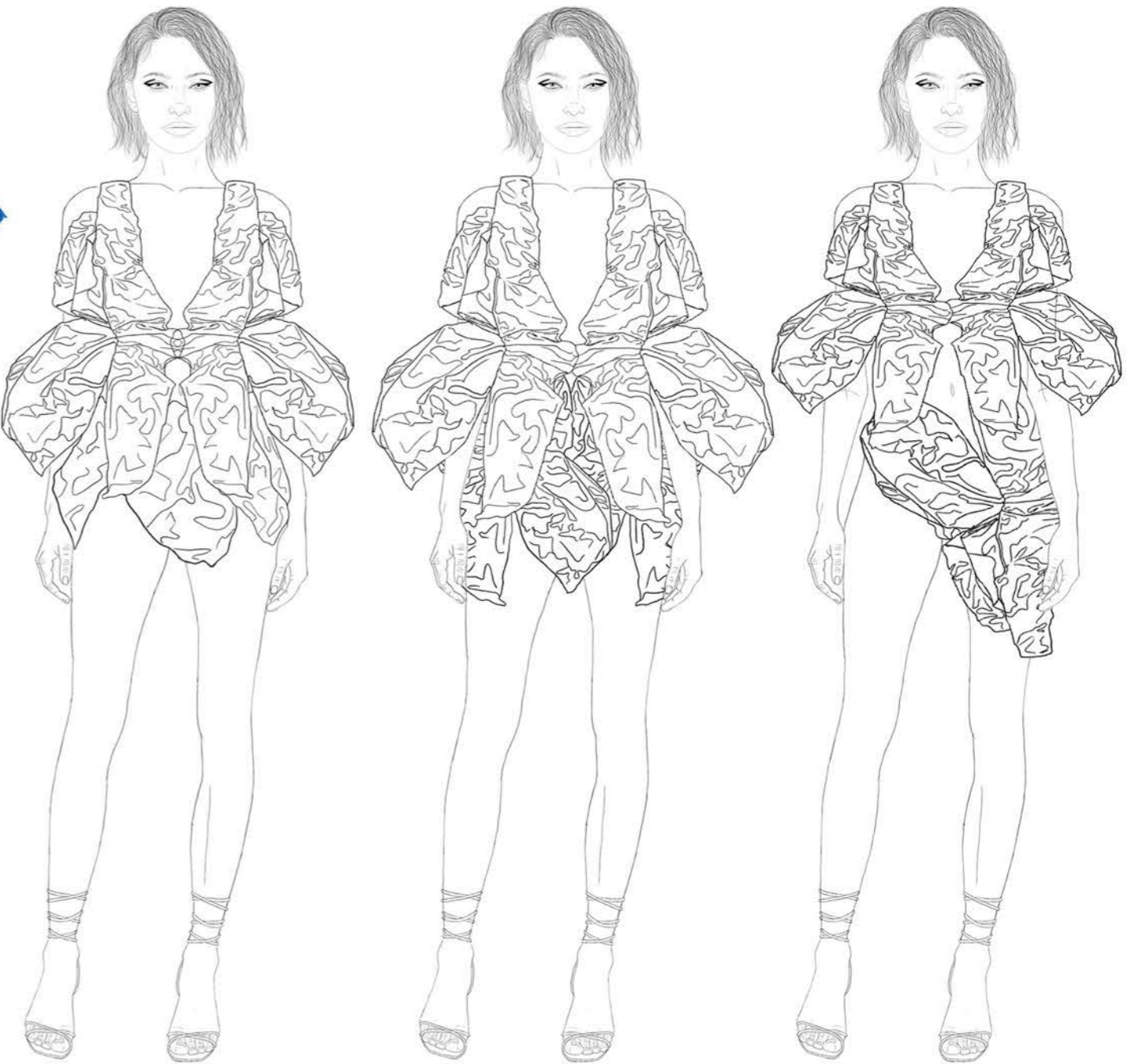
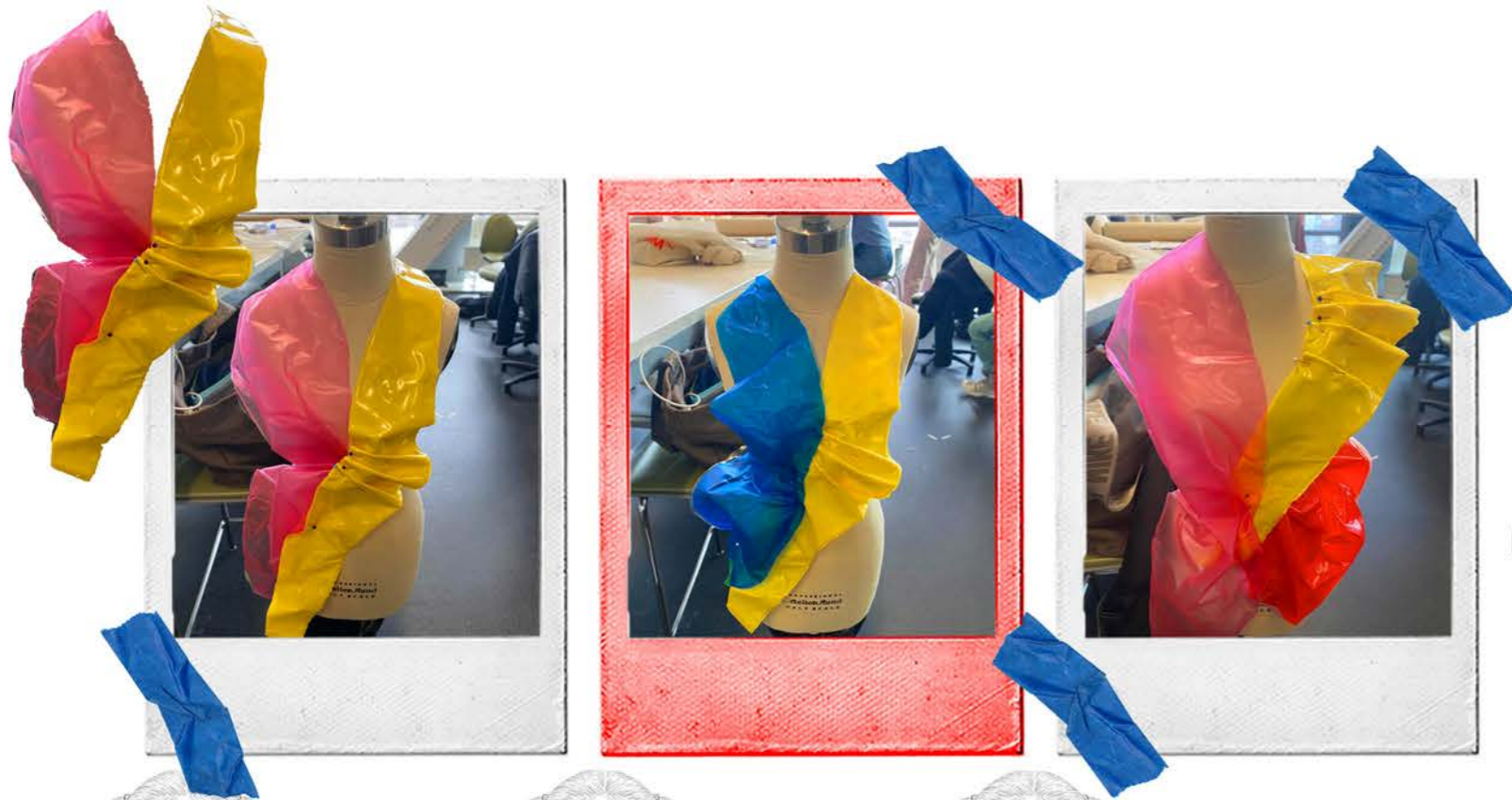


arm bands with gathers attached to them



ruffled skirt with a ruffled top tucked in

*Plastic: a girls bestfriend*



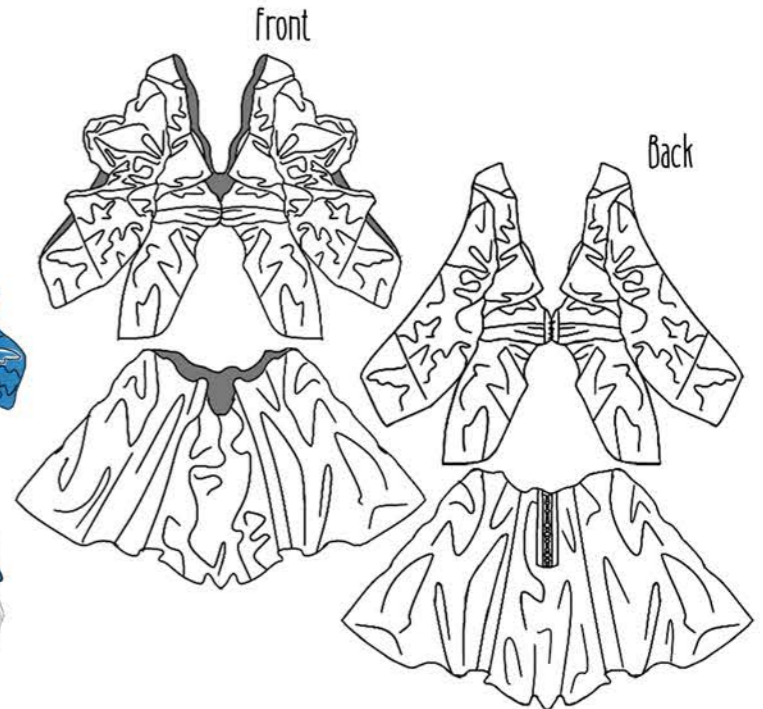
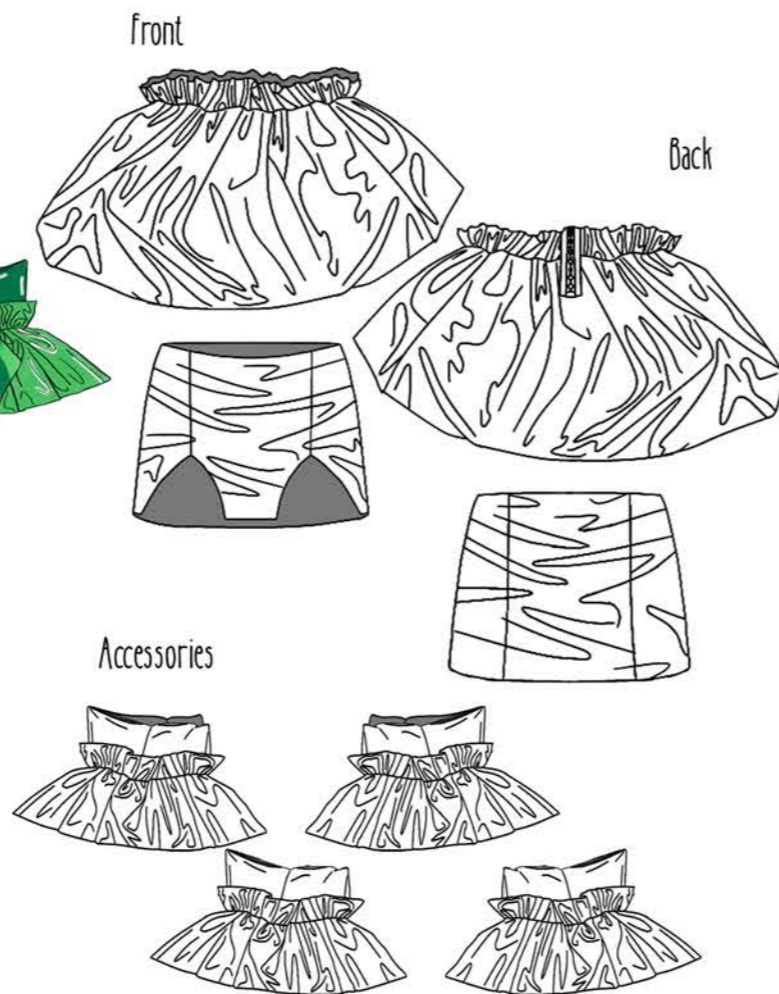
This standwork was using two strips of waste plastic from an inflatable beach ball the fabric is quite easy to work with and can be manipulated very well i sampled pleating in this standwork aswell as tucks i experimented with collaging the samples and it works really well flipped and put together

*Plastic: a girls best friend*

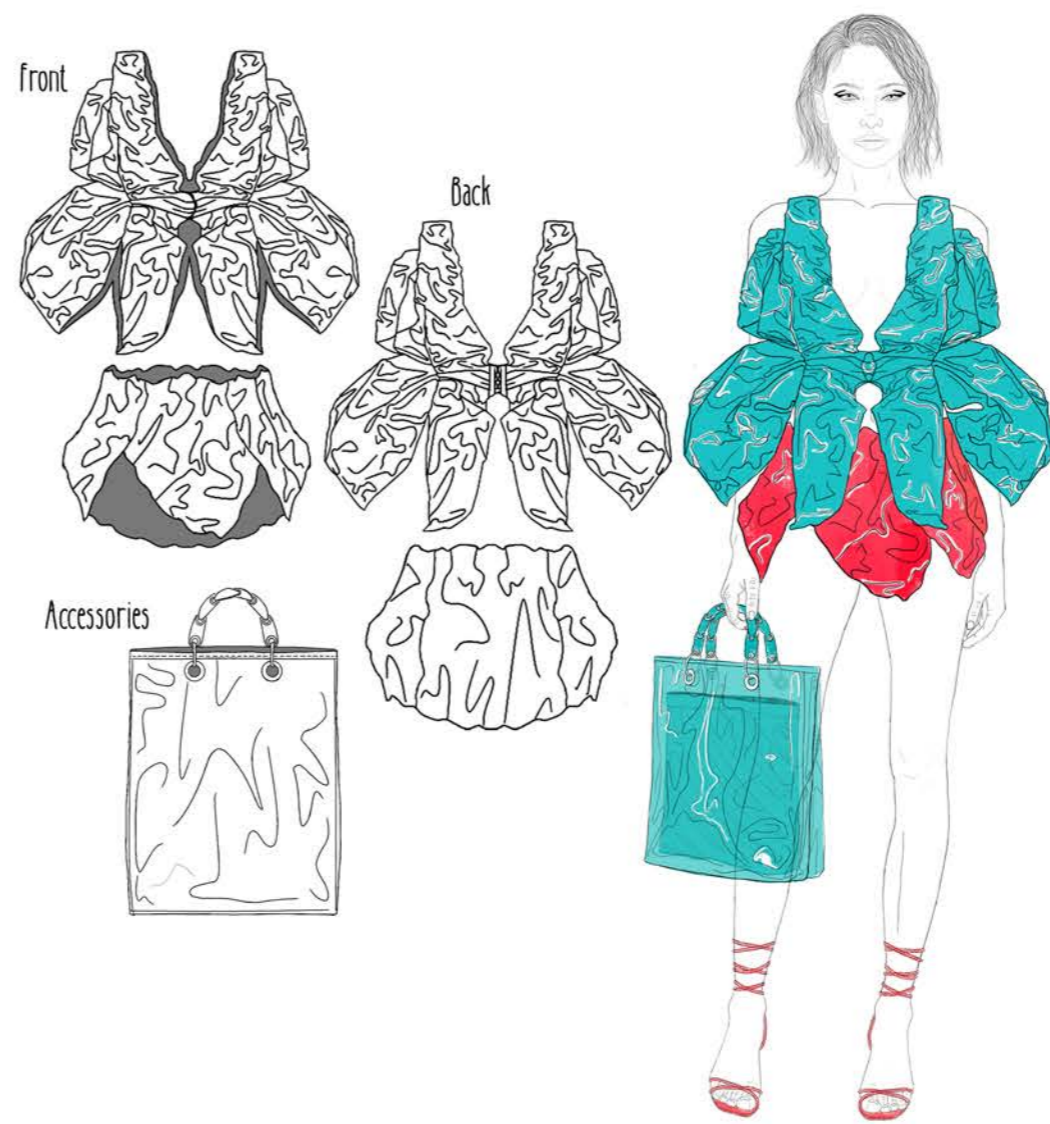




Plastic: a girls  
bestfriend  
Spring/Summer  
Daisy Webb



Plastic: a girls  
bestfriend  
Spring/Summer  
Daisy Webb



Plastic: a girls  
bestfriend  
Spring/Summer  
Daisy Webb





# FRED PERRY

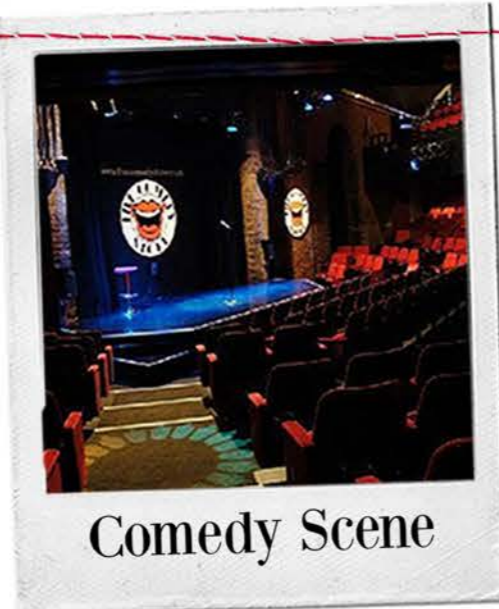
A quintessential British brand birthed from a famous British tennis player Fred Perry, It is renowned for the combination of streetwear/sportswear garments, along with its constant forms of custom, culture and legacy ingrained throughout the whole company, from the most subtle of approaches to more direct inspiration. This can be seen by the numerous loyal affiliations and relationships formed between British icons and creatives with the label. Fred Perry paved the way for a variety of statement menswear silhouettes, which were so effortlessly fashionable and inevitably popular.



FRED PERRY



**Surreal Humour**



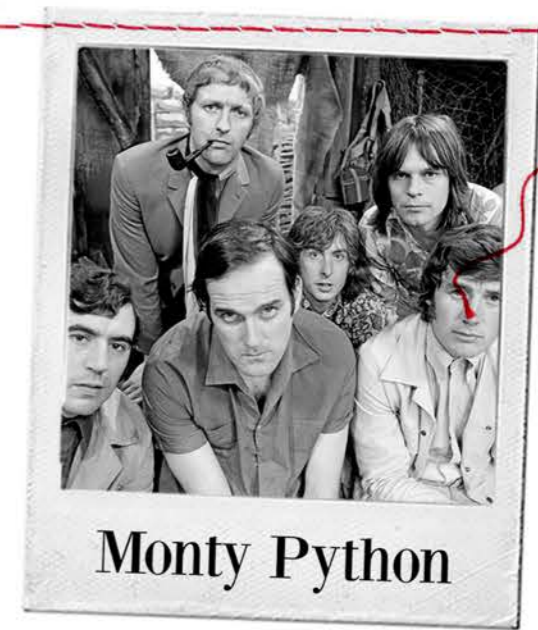
**Comedy Scene**



**British Comedians**



**The Mighty Boosh**



**Monty Python**

## **British To Me**

For my concept i am going to look at British comedy, more specifically the comedians and comedy shows that i grew up watching with my dad and brothers. The likes of Tommy Cooper, Les Dawson. Morecambe and Wise, Noel Fielding and Julian Barratt in The Mighty Boosh, and The Monty Python sketches.

I also want to look into surrealist artwork in correlation with the comedy i am looking at, Monty Python and Mighty Boosh are both known to include surrealist artwork in them, with Noel Fielding himself being an artist.

Aswell as looking at Noel Fielding i will look at Terry Gilliam who's artwork is prominent in the Monty Python show



**FRED PERRY**



A creation of surrealist characters from an accumulation of what represents British comedy and British humour to me.



The characters actually came out really well and allowed me to include collaging in an interesting way and gave me a new experimental approach.

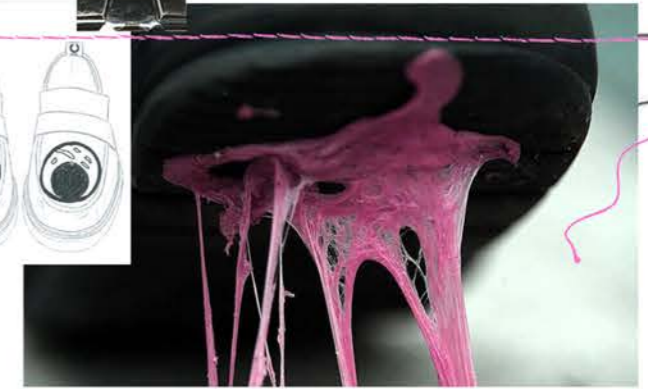


FRED PERRY

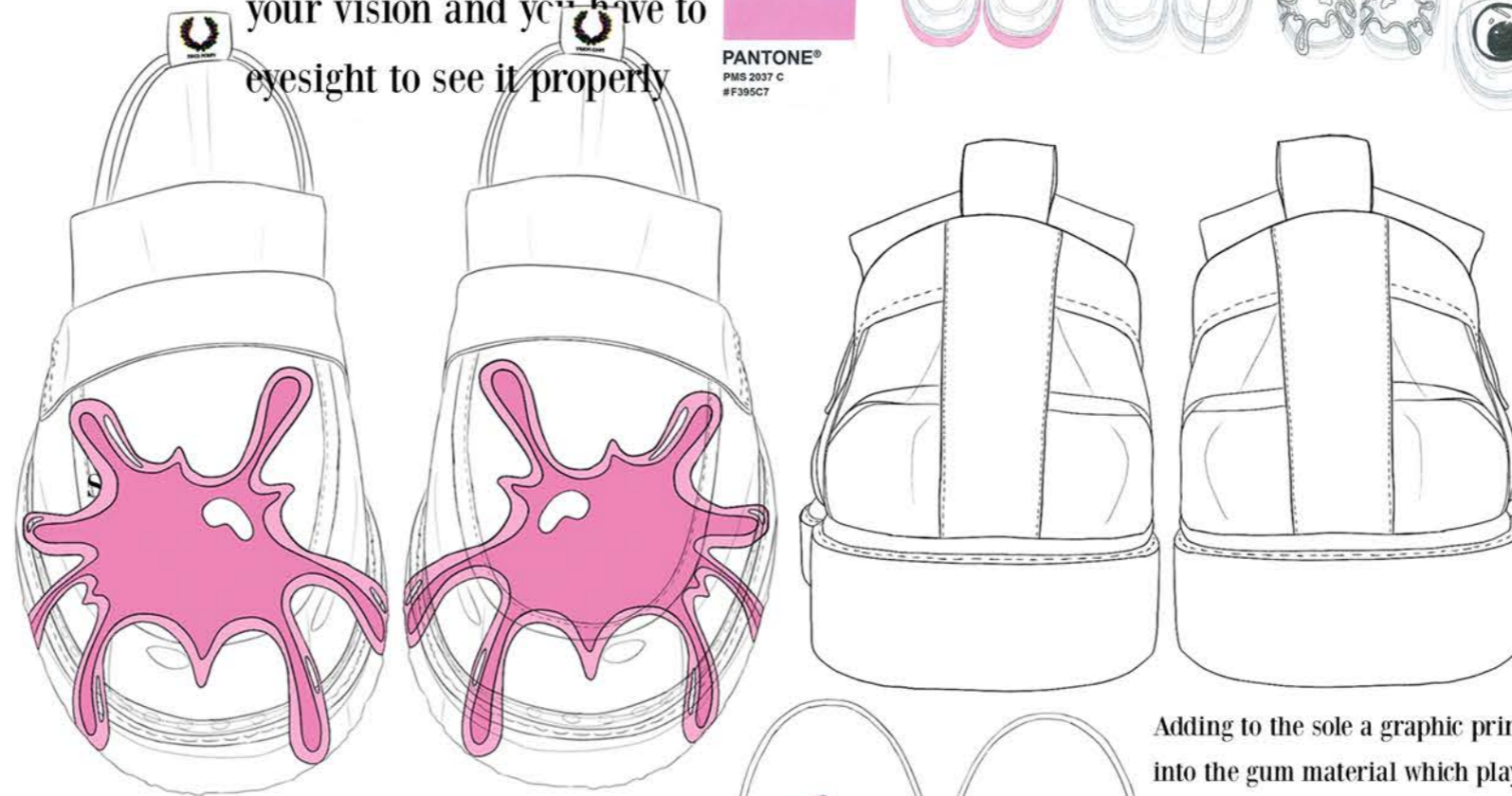


This end pattern print is my favourite  
 as its a subtle print and kind  
 your vision and you have to  
 eyesight to see it properly

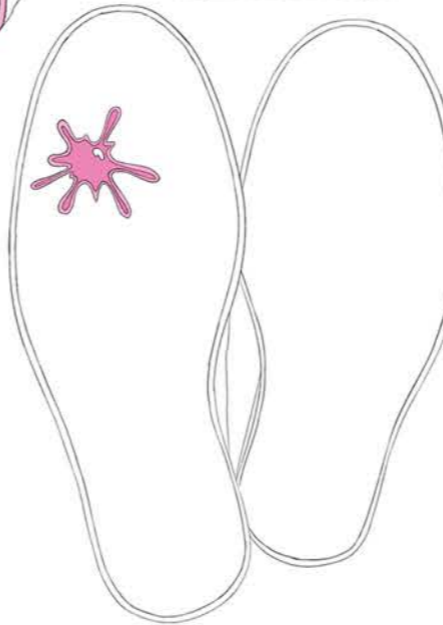
PANTONE®  
 PMS 2037 C  
 #F395C7



The bubblegum shoe is using the  
 George Cox x Fred Perry Tassel Loafer  
 as inspiration, however i have removed  
 the tassels for a cleaner slip on looking  
 loafer.



Adding to the sole a graphic print  
 into the gum material which plays on  
 the idea of stepping in gum



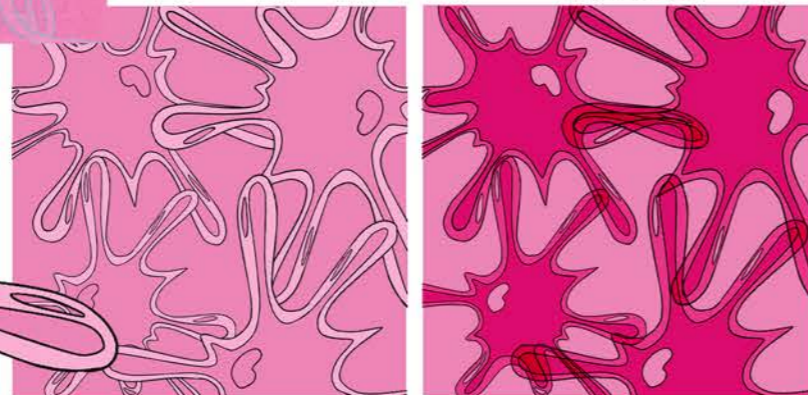
I've added this leather back taping on  
 the shoe for more colour



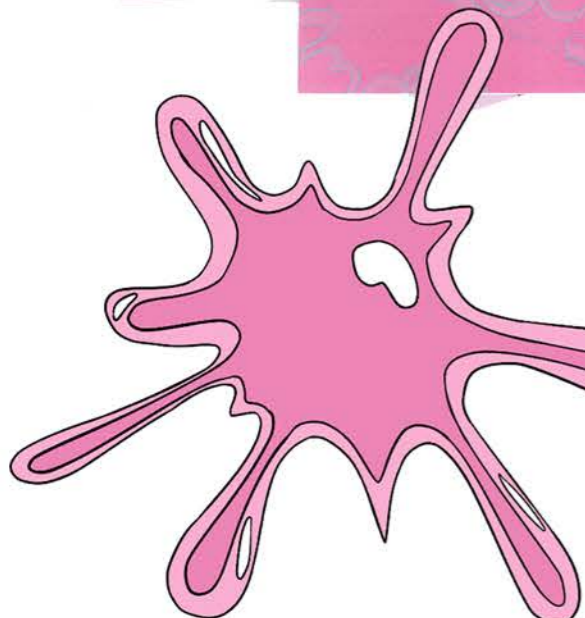
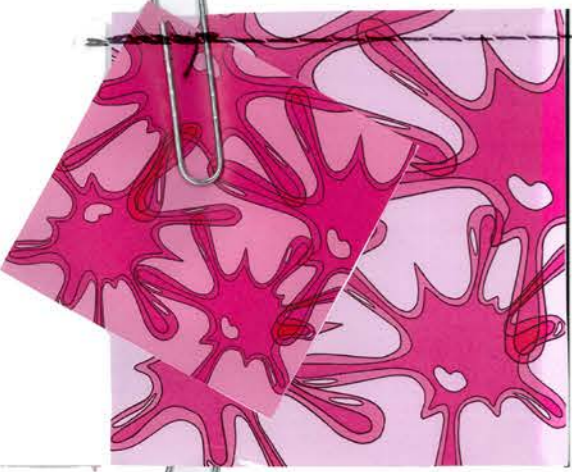
My idea consists of a black leather shoe with  
 a graphic print on the shoe which could be  
 interpreted or created with leather paints  
 and be hand painted, a digital flatbed  
 printer, or using a pink resin thats set on  
 the shoe.

Creating a print out of my graphic bubblegum and playing  
 with filtering the print different over a pink background.  
 This can be applied by digital printing and heat transfer. it  
 can also be made by creating my own fabric with this print on  
 it.

Linear Burn



Print development



FRED PERRY

DAISY WEBB

RESEARCH DEVELOPMENT



I was playing with the idea of how googly eyes give anything a face, and how you can stick them anywhere and create a small amount of humour.

Googly eyes  
Surreal facial expressions



turning the wreath for a sad face

This particular one reminds me of a man with a big moustache

Turning the Fred Perry laurel wreath into a smiley face is quite interesting i think this is what i want to feature on my garments for branding when it comes to designing, and it would be done with digital embroidery to embroider the laurel wreath and then using real googly eyes for a 3D texture or embroidering them also.



The sides will have leather painted laurel wreath logos in theme with my research



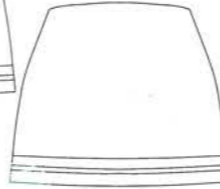
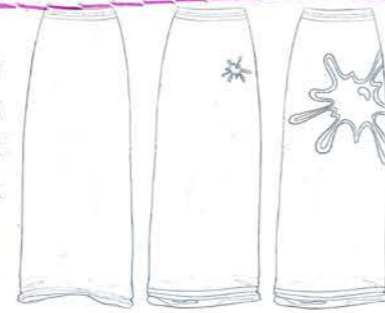
the keyring for the zips will be made from a large googly eye



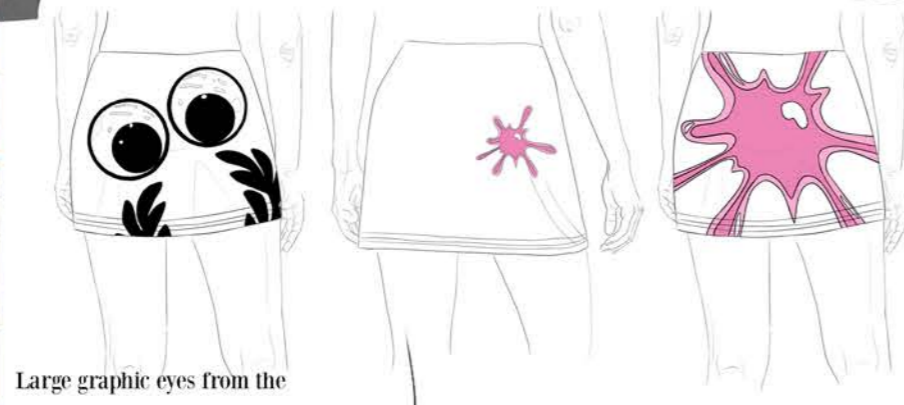
FRED PERRY



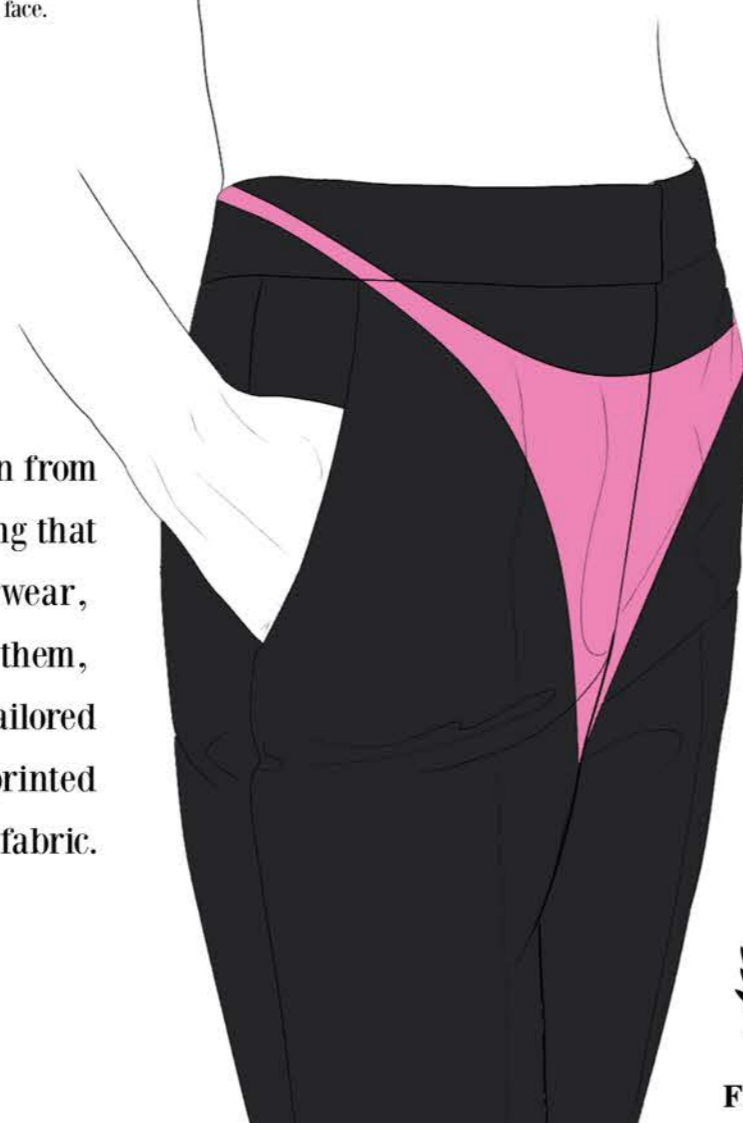
I experimented with a maxi skirt after looking at my range plan but really didnt like it



This tassel skirt is quite interesting i think the tassels would be a good feature to reiterate



Large graphic eyes from the laurel wreath smiley face.



Taking inspiration from novelty clothing that has graphic prints of underwear, bodyparts and other clothing on them, i have designed some tailored trousers with a thong graphic printed onto the fabric.



FRED PERRY

DAISY WEBB

DESIGN DEVELOPMENT

Ideas of prints for the  
fred perry shirts im looking at



this dress is my favourite design.  
The idea is that the dress can be made from vintage and old repurposed fred perry shirts, stitched together in patchwork to be put back together to create a perfect Fred Perry shirt dress



Large laurel wreath smiley on the front and the laurel wreath frown on the back, the placement is obvious humour but i really like the idea of it



Experimenting with colourways



FRED PERRY



DAISY WEBB

Final Lineup



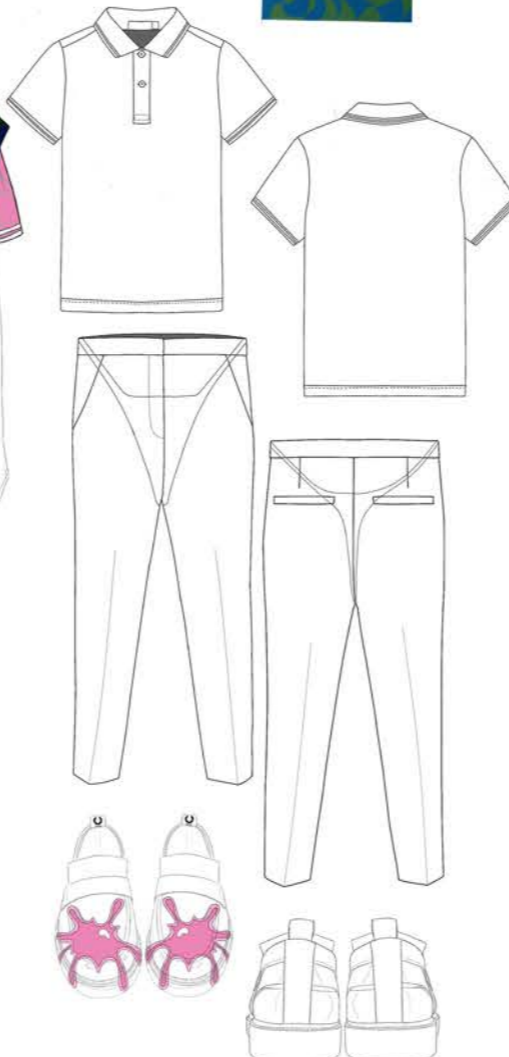


Capsule Collection

Look 4 consists of a Fred Perry Shirt with bubblegum print, a A knit sweater vest cardigan, tailored graphic print trousers and bubblegum shoes



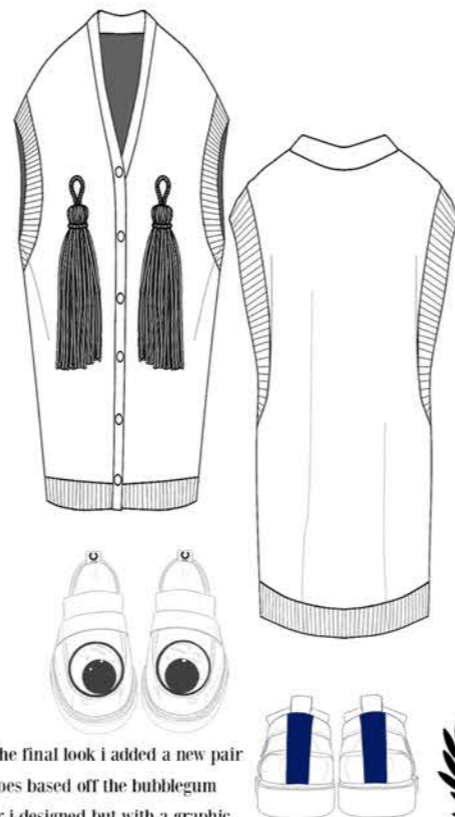
I love the checkerboard knit cardigan vest, as well as the comical printed trousers which are quite subtle when paired with a long cardigan and only comical when the focus is on them,



This look has a good inclusion of all of my colour palette and i really like the final touches i made to the top by adding the pink tipping on the black parts of the polo shirt

Capsule Collection

The final Look is the most unconventional silhouette and garment but i really love the outcome. With the Banana Fred Perry Shirt underneath too it gives vibrant complimentary colouring.

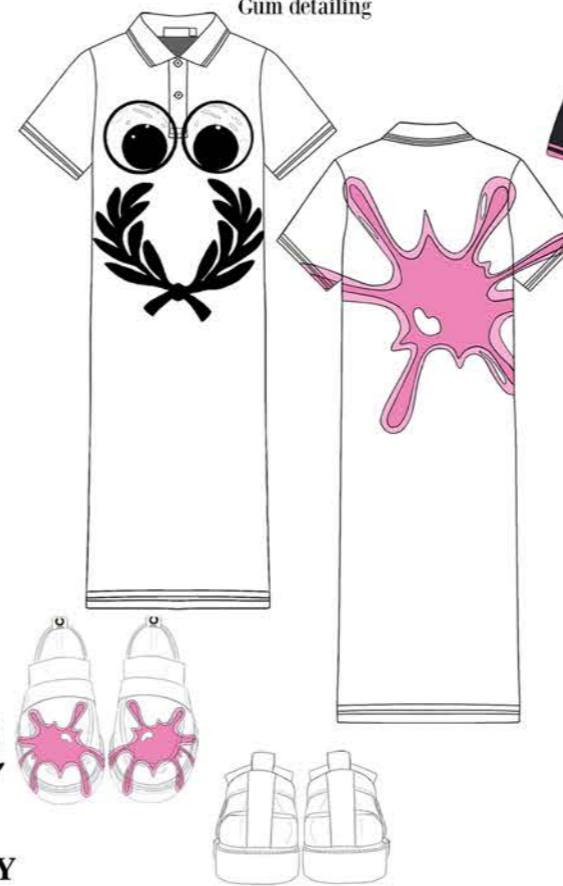


For the final look i added a new pair of shoes based off the bubblegum loafer i designed but with a graphic painted print of gooly eye and with a blue leather taping on the back



FRED PERRY

The Fred Perry Shirt Dress with smiley laurel wreath & Gum detailing



Pink tipping on collars, sleeves and hem

Zipped side seam

Small Fred Perry Smiley logo