

darling.

Limited Collection

Final Major Project

Erin Watson

FASHION IS MY
SECOND FAVOURITE
F-WORD

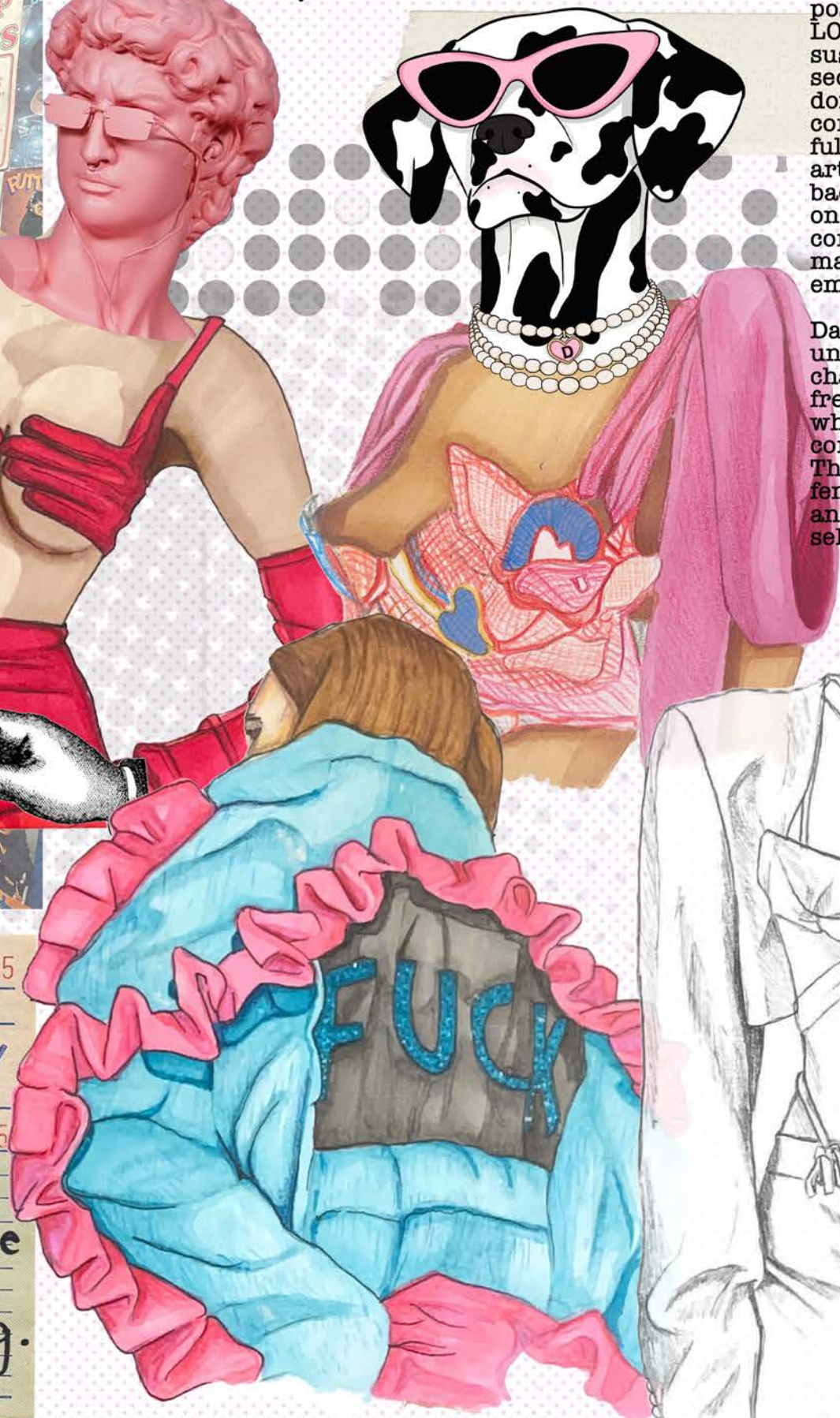
darling.

Darling is a small, UK-based brand positioned in the heart of SHOREDITCH, LONDON. Darling is known for its sustainably creative garments using second-hand garments (either sourced or donated) and deadstock fabrics to compile truly unique, one-of-a-kind pieces full of personality. Darling aims to bring artistry, exclusivity, and individuality back into the fashion industry. Focusing on made-to-order pieces and one-off pieces constructed in-house enables Darling to maximise its creative potential and emphasise reducing wasted materials.

Darling is fearlessly opinionated, and unapologetic with a tongue and cheek charm. It uses its platform and creative freedom to create a conscious identity where individuals can stand in unity as a community and have their voices heard. They strive to celebrate and empower the females and femme of modern-day society and encourage them to be their authentic selves with the highest level of confidence.



SUSTIANABLE
FASHION THAT WILL
MAKE MY
GRANDPARENTS SAY:
"That outfit looks
ridiculous!"



WHAT DO WE
WANT ?

950855

| | | | | |
|-----------|---------|--------|-----------|-----------------|
| TABLE NO. | PERSONS | WAITER | CHECK NO. | AMOUNT OF CHECK |
| | | | | |

Thank You!

YOUR PATRONAGE IS APPRECIATED

| | | | |
|-----------|---------|--------|-----------|
| TABLE NO. | PERSONS | WAITER | CHECK NO. |
| | | | |

950855

its
hand-made
by darling.

TAX
STYLE
XX Thank You - Call Again

STRENGTHS

- Sustainable business model
- Innovative ways of designing - more creative outcomes
- Strong brand identity - Better customer connection/ loyalty - Strong morals
- Inclusive - LGBTQ+ community - Made-to-measure (sizing)
- Small team - intimate and can work closely together
- We hire fashion graduates and student interns. - Fresh and eager creative minds
- We offer local seamstresses additional project opportunities.
- We support local haberdasheries when purchasing additional supplies.
- UK hand-made. - Higher quality (production and quality control)

S.W.O.T ANALYSIS

WEAKNESSES

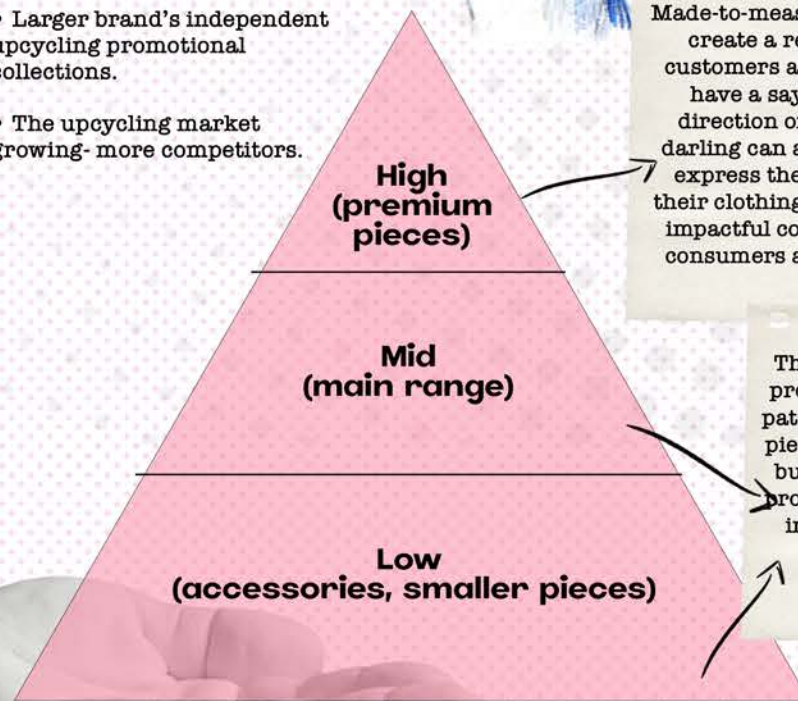
- Upcycling is still not widely known throughout the fashion market.
- New brand - Not well known.
- Turnover time will be longer than other brands.
- Small team- will have to take on multiple roles each.

THREATS

- fabric sources can comprise product quantity.
- fabric sources unpredictable
- lack of knowledge about upcycling business models within the fashion market.
- Larger brand's independent upcycling promotional collections.
- The upcycling market growing- more competitors.

OPPORTUNITIES

- located in a creatively inclined area.
- studio/store building provides transparency of business and design model.
- Collaborations with well-known brands (their overstock and archived/faulty/returned stock)
- Fabric sources provide rare finds.



Made-to-measure pieces initially create a relationship with customers and enable them to have a say in the creative direction of their garments, darling can allow customers to express themselves through their clothing, again creating an impactful connection between consumers and their clothing.

The one-off items will be produced using the same pattern pieces as previous pieces of the same design, but due to the upcycling process, each product will inevitably be uniquely different.

BRAND VALUES

Sustainability

Darling is a sustainably driven brand utilising upcycling techniques to create truly unique, one-of-a-kind pieces. We are built on the belief that old clothes can be reworked into exciting new garments but from previous research, the stigma around upcycled fashion is still present amongst many consumers; Darling intends to generate a new life for old garments with the quality of newly purchased items to help eliminate this.

Sustainability has been a growing buzzword in the fashion industry for many years but with the global crisis of overconsumption and wasteful fashion, more is expected from new and existing fashion brands.

Quality

As a small brand with all production completed in-house, we can ensure that all our products are produced to a high-quality standard.

Individuality

Darling has a significant passion for individuality, as we believe that creativity and originality are being lost within the industry due to the growing fast fashion market and constant fad trends. We pride ourselves on creating truly unique garments through upcycling techniques which can produce different outcomes from piece to piece. Not one garment will be the same as one another much like our consumers. Our made-to-measure services can elevate this further by allowing customers to contribute to the design process of their garment.

Inclusivity

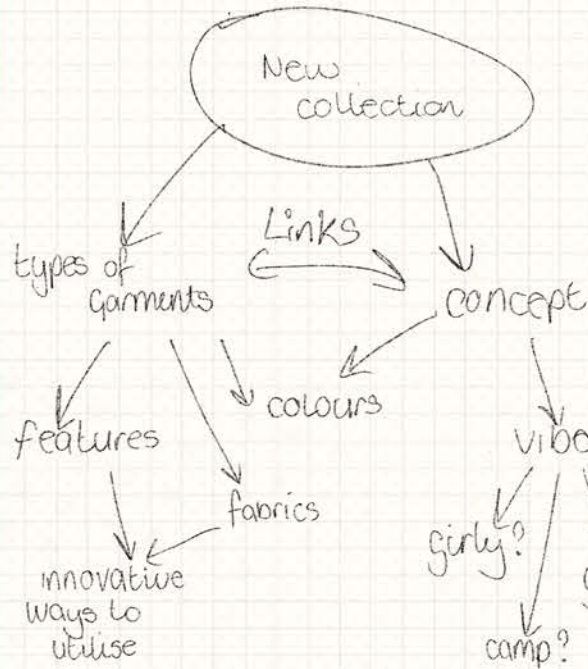
As a brand, we acknowledge the changes within society and understand that fashion is not a one size fits all industry. This is why we advocate for all genders and identities of all ages. We offer made-to-measure services to enable us to cater to all.

Community

As a small brand, community is highly important. We aim to support our local community by outsourcing supplies from local haberdasheries and in peak times offering local seamstresses the opportunity to work alongside the team to help produce our products. We also like to believe that our brand helps create a community for individuals to express themselves freely with the upmost confidence.

THE PRODUCTION PROCESS

The team diligently design and carefully craft each piece to ensure the highest quality. The production process is highly labour-intensive due to the small team and the nature of upcycling pre-loved pieces.



Brainstorm

Collectively, the whole team discuss the direction and initial ideas of the new collection using the expertise of everyone

who: team effort



The brainstorm is just a jumping off point - moulaging and working with the fabrics is where the magic happens



Design developing

Initial designs are developed further through moulaging, sampling and toiling to perfect the final designs. Working first hand with the sourced fabrics can result in more unique designs

who: both designers, one technician, pattern cutters and interns

Cleaning

This is an important step in Darling's process as it helps eliminate the stigma associated with upcycled clothing

This process consists of multiple steps of cleaning and followed by air drying to keep energy emissions low and also avoid any damage to the fabric through a tumble dry method.

Who: one technicians and intern

Deconstructing

Items are carefully taken apart to salvage as much fabric as possible. The unpicking of the items is determined by how the item intends to be upcycled and what features need to stay intact.

Interchangeable step

These steps are interchangeable as small garments can be cleaned as a whole item however bigger garments (for example; a wedding dress) will need to be deconstructed prior to the cleaning cycle.

Fabric sourcing

Sourcing pre-loved items first helps with design developments as we can see the features and fabrics we have to work with. We initially source locally from charity shops, vintage stores, and markets to get initial ideas then outsource to online marketplaces such as eBay.

who: one technician, one designer and an intern

Quality check

During this time, we quality check the items for stains, holes and any other damage that may deem the item unusable if they cannot be rectified.

who: technician and interns



Community

Darling rely on local haberdasheries for materials that can't be sourced via upcycling. This way we still support the community by supporting small and local business.

During peak times, Darling relies on local seamstresses to help with the work load- further work opportunities. They are the fairy godmothers of the team.

Construction

The final part of the production is the actual construction of the pieces. The machine technicians are responsible for the construction of garments but will stay in communication with the designers to discuss individual design features.



CUSTOMER

Darlings clientele is very diverse and each customer differs from person to person much like the garments but their bold and charismatic characteristics are what they have in common.

They express themselves through clothing, art, make-up, and are creatively inclined.

They have a knowledge of sustainable fashion and prefer to shop at thrift and vintage shops, not to mention the gems that they find when scouring the store for unique pieces.

ABOUT ME...

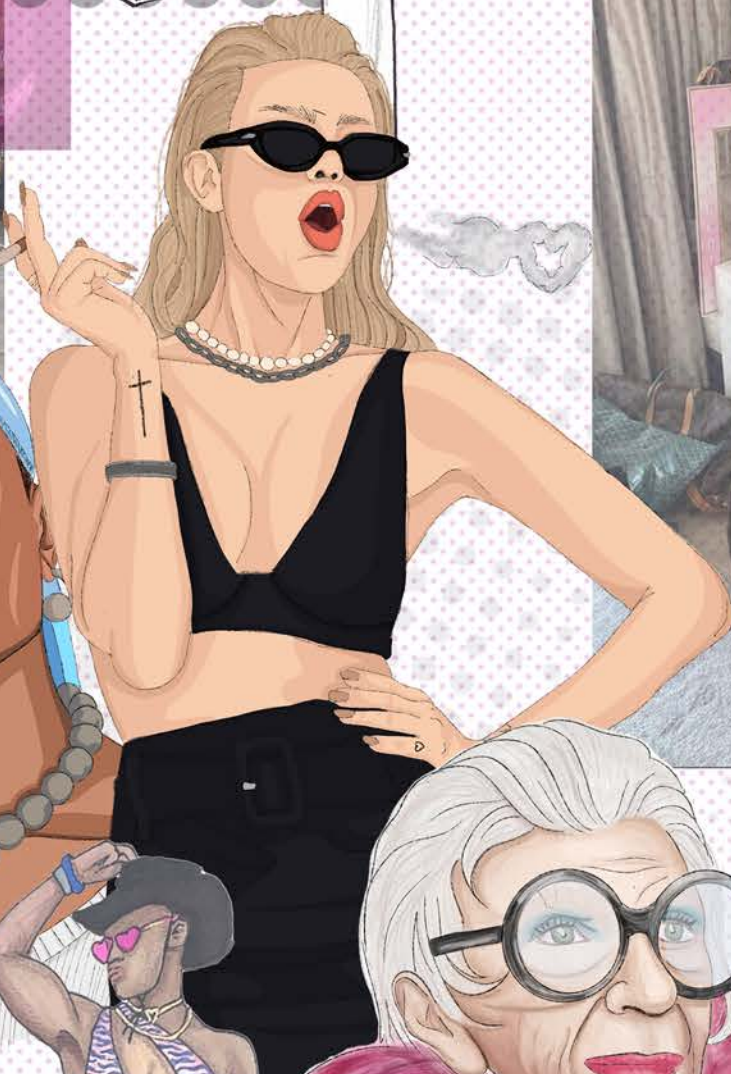
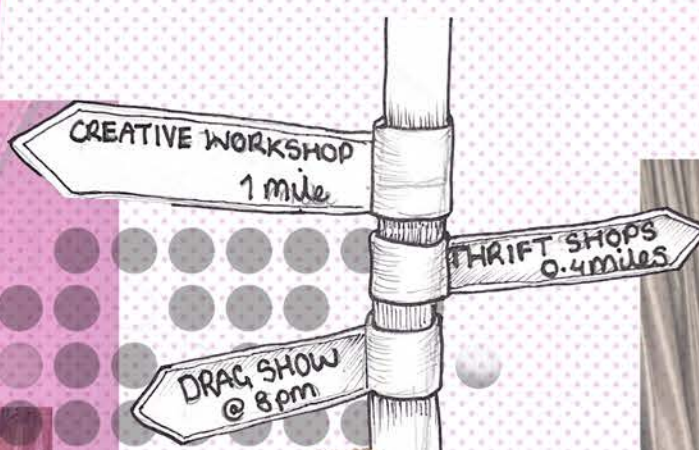
STAR SIGN
GEMINI

HOW WOULD OTHER PEOPLE DESCRIBE YOU?

- OPINIONATED
- THE LOUD ONE
- CONFIDENT
- OUTSPOKEN
- DRAMA QUEEN
- SOCIAL BUTTERFLY

HOBBIES

- VISITING ART GALLERIES
- RUMMAGING THROUGH THRIFT SHOPS
- GOING FOR COCKTAILS



I NEVER BUY WHAT SOMEONE SAYS IS 'IN' OR A 'MUST HAVE' I BUY WHAT MAKES ME HAPPY!



I am BOLD
I am CONFIDENT
I am DARING
I am UNIQUE
I am DARLING





darling.

ROUTE TO MARKET

As 'darling.' is located in the heart of Shoreditch, London where street art is on every brickwall, it make sense to utilise street art as a route to market. It reflects the creative nature of Darling.



Taking inspiration from art pieces around the streets of Bricklane and Swarovski's Bella Hadid campaign poster painted on a building wall in New York

Connecting physical promotion with the digital face of the brand helps create links from the daily life of consumers to the brand from what they see walking around London to what they while using their phone day-to-day

POSTER EXAMPLE

This is just an example of the type of street art that would be used. a plastered poster is more efficient over multiple walls around London.

The contents of the art piece would be digitally rendered drawings of the images promotional shoot images

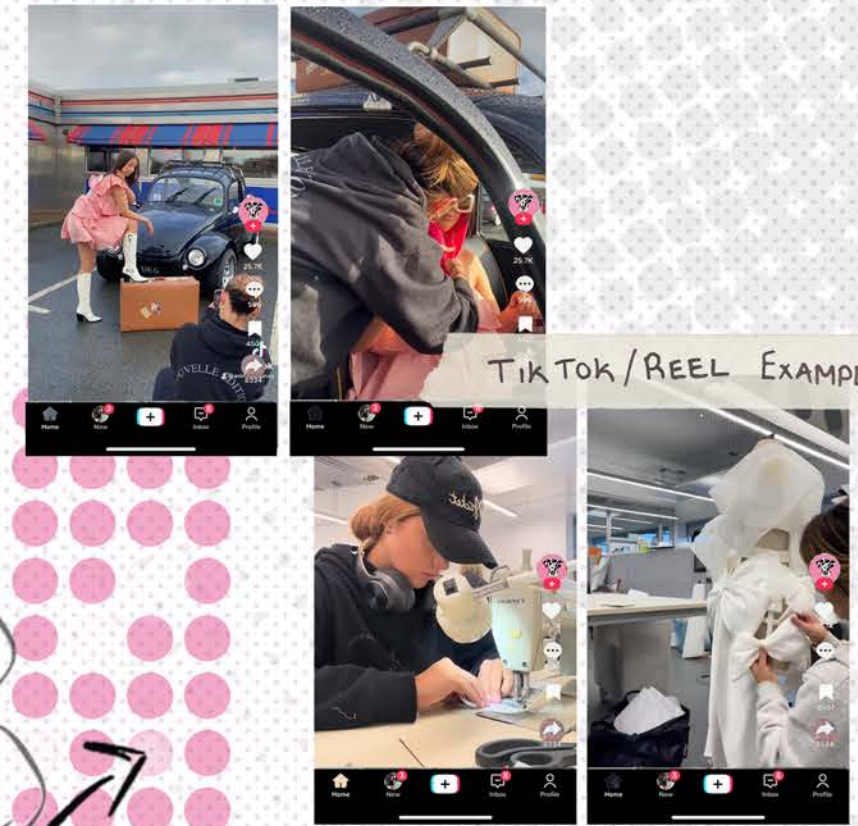
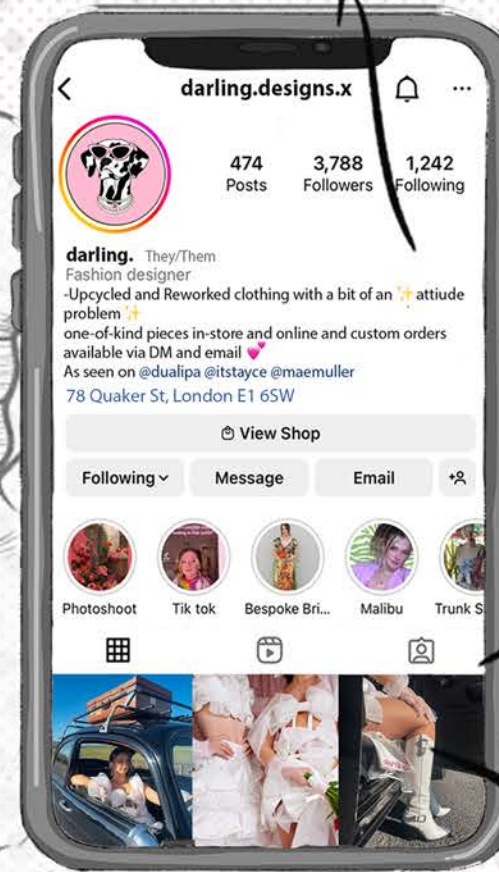


The Instagram profile has various access point for consumers to discover more about the brand

The Bio tells the consumer exactly who Darling are and what they do.

An address link to help consumer find the store easier

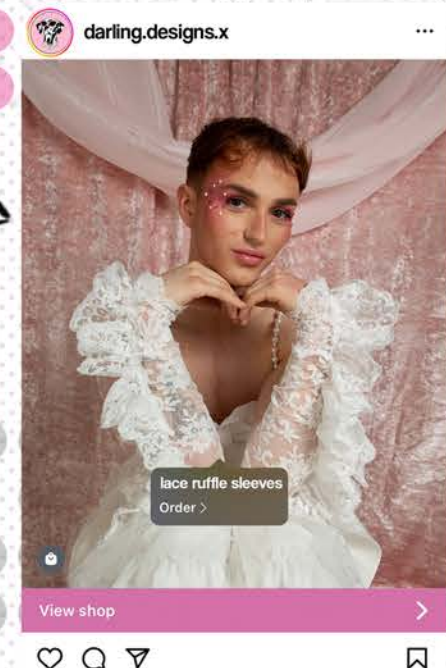
Digital storefront



TIKTOK/REEL EXAMPLE

SHOPPABLE CONTENT

Instagram has a feature that allows consumers to shop via Instagram posts making the purchasing process effortless for consumers



Till death do us part...



or whatever?

darling.

QR CODE

Since the pandemic, QR codes have been used more. They create an easier, effortless way for consumers to access online websites and platforms.

FIND US HERE



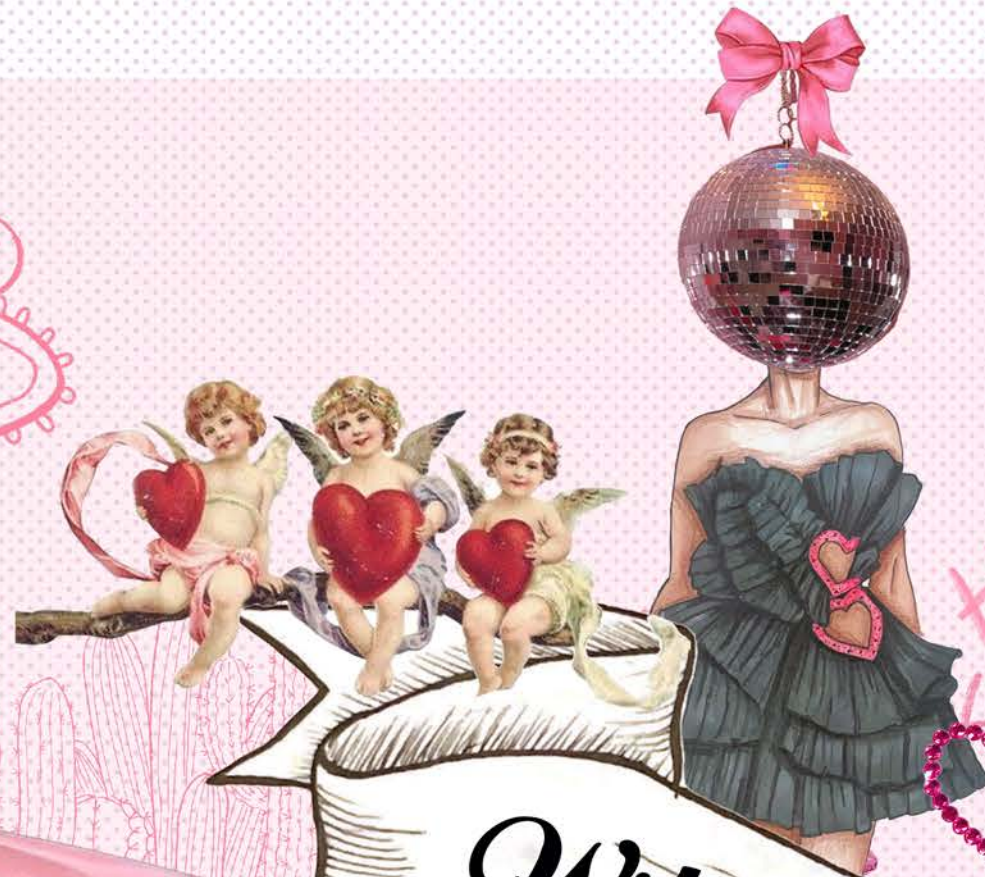
The Instagram QR code allows consumers to access the social media platform much easier.

The QR code can feature on other promotion pieces such as lookbooks to lead consumers directly to the digital storefront



an example of a promotional lookbook featuring a QR code on the back.

WELCOME
TO Fabulous
LAS VEGAS
NEVADA

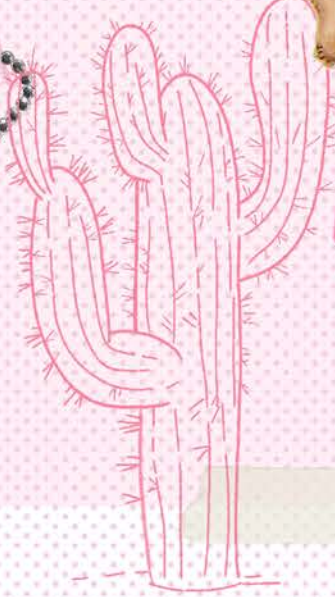


HUGS &
KISSES

With Love
from darling.

WHAT
WOULD
DOLLY DO

Bridal meets the modern
day femme with Darling's
signature style and
upcycling techniques



COLOURS & FABRICS



Due to the nature of upcycling, the exact fabrics and colour can not be definite. Hence why the design process depends heavily on the fabrics that can be sourced



However, because this collection is compiled by bridal wear, the likely fabrics will be:

- Laces
- Chiffon
- Organza
- Satin
- Tulle

The collection will be primarily in the typical bridal colours of ivory, white, champagne and blush. due to fabric sources

FOLLOW THE CALL OF THE DISCO

Love

50 shades of PINK

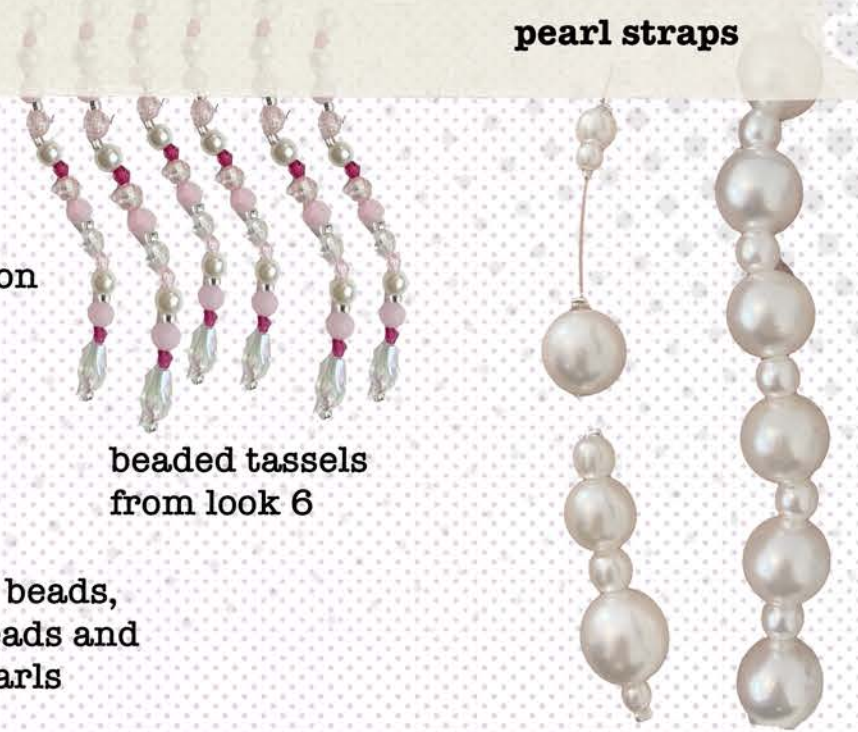
identity subtle pop of pinks will be placed throughout the collection using beading details. various shades of pinks coming from different types of beads helps create texture within a white/ivory

GOD BLESS MY OVERDRAFT



pearl straps

hand beaded sample for the 'with love' beading detail on look 3



beaded tassels from look 6

various beads, glass beads and faux pearls

BOW PLACEMENT



But make it bows!

the use of multiple smaller bows enables the use of multiple dresses to create multiple textures throughout the dress



Go BIGGER!

Go BIGGER!

layers from tulle skirt

added tails to cover more

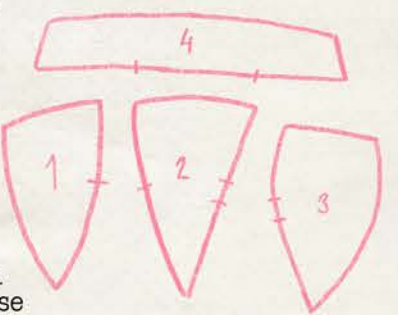


various sizes in various fabrics to add texture



THE CAGE STRUCTURE

needs more support - bra structured cup



smaller pattern pieces to maximise the use of smaller pieces of fabric sourced

original bra

under cage structure constructed from the satin lining of the dresses



chunky zip connect the top and skirt to hold the weight

ADJUSTMENTS

bows made from duchess satin, tulle and laces

Bulky Bows



notches



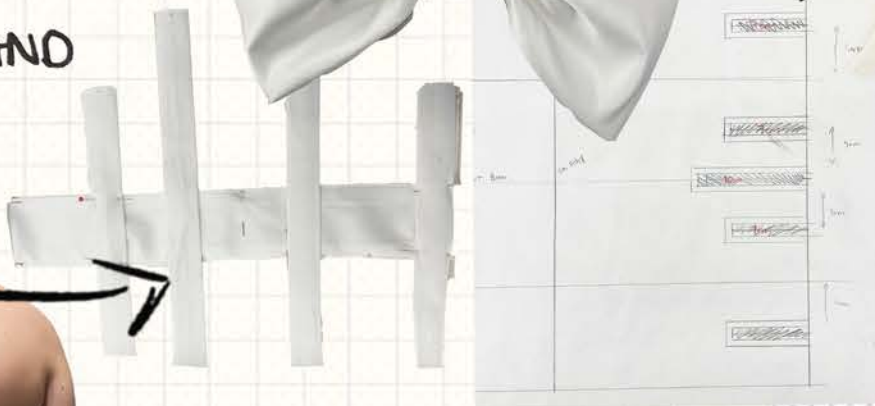
altered the construction technique of the bows to help decrease the bulk and weight



WIDER WAISTBAND



added strength to hold the weight - the waistband on the toile was the same depth as the channel but the weight of the big bows pulled it down



DETAILS



collection name & logo

darling.

out-sourced from small business



FINISHED TOILE



A TRAIN? WHY NOT?



too long for the vibe



not enough shape. whats the point?

satin trim and 2 layers gives a good shape and movement - plus the satin trim matches the bows



can double as a veil



hand beading details

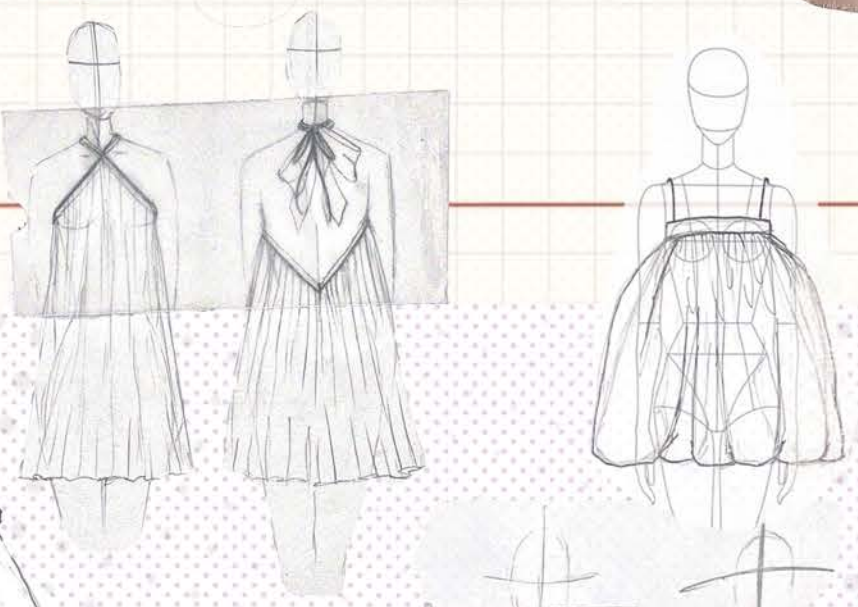
originally the train was dominated as a veil - repurposed.

VOLUME



WHAT WOULD

DOLLY DOO



RUFFLES



small ruffles allow for maximum fabric usage - minimum wastage

beads over rhinestones, despite rhinestones being more 'Dolly'. the beads can be sourced through the embellishments from the wedding dresses



what if these were different fabrics? lace, tulle, knitted?



WAIST LINE



THE SHELL



by splitting up bigger pattern pieces allows for more easier and more efficient pattern placing



WRAP VIEW

KEY Placement to fit all ruffles into one point

WRAPPED AROUND LEG



SHORTS



Ruffles follow Panel lines

hand beaded

Clipped Her

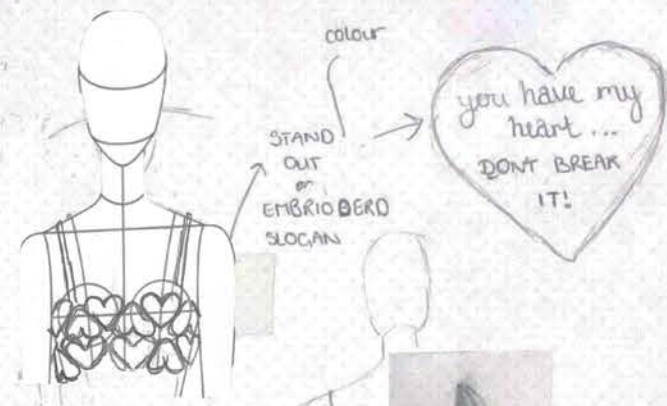


needs taking in slightly through zipper seam and front seam

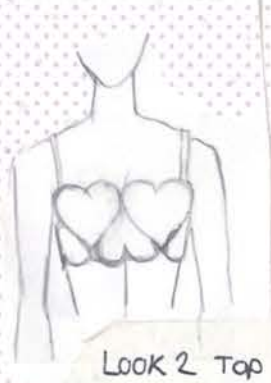




original inspiration - chainmail discs



colour
STAND OUT or EMBROIDERED SLOGAN
you have my heart... DON'T BREAK IT!



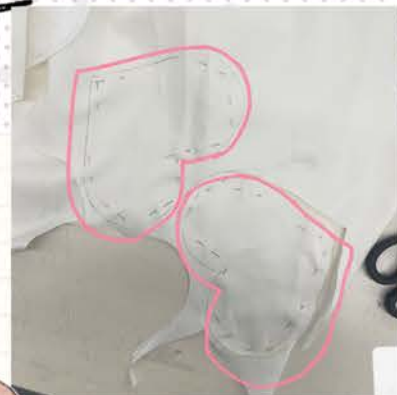
top come down too low compared to the trouseres



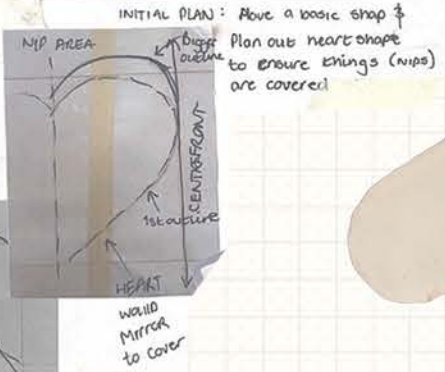
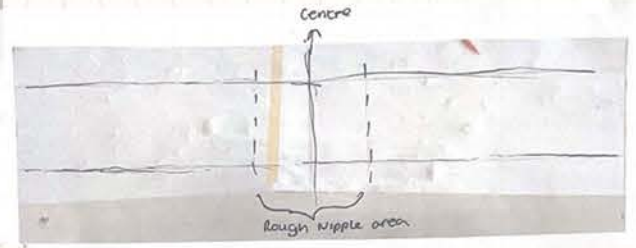
too big

too small

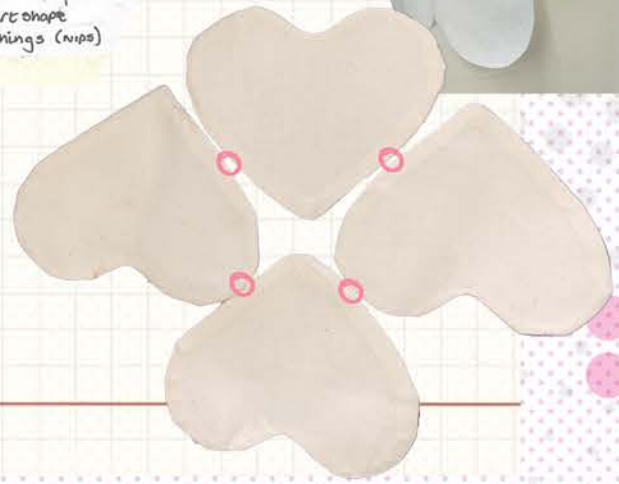
BUT MAKE IT HEARTS



pattern piece placements - as close as we can get to minimise waste

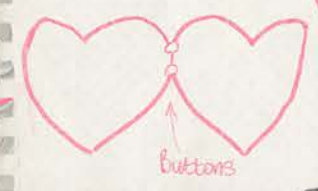


Making sure HEARTS connect



back with buttons

back with bow



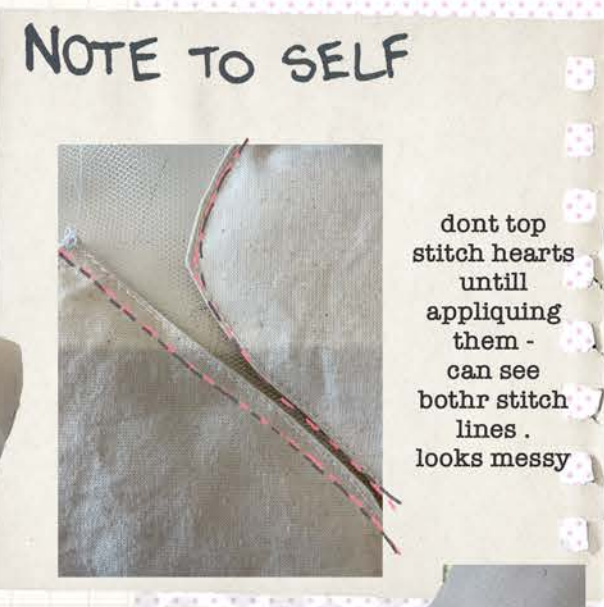
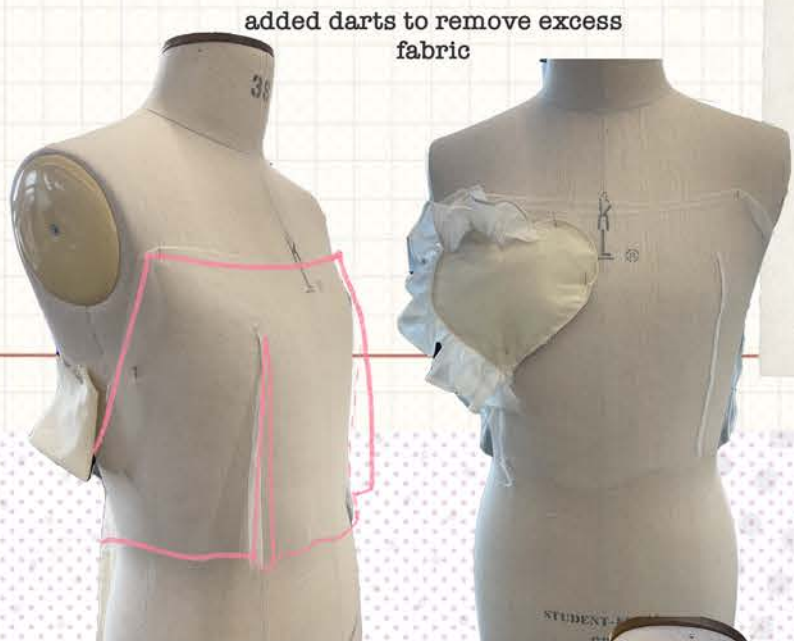
ways to connect the hearts- hand sewn together or attached with a stitch hidden by a pearl bead



hem from the hem of original dress



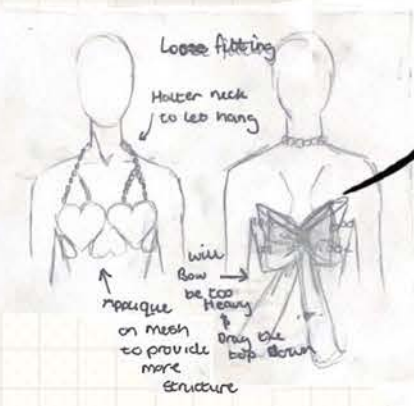
connecting hearts by applying onto light weight mesh from tulle skirt



more supportive side/back panels



gathered chiffon instead - matches frill and softer



side view



bows going to be too heavy for the beads

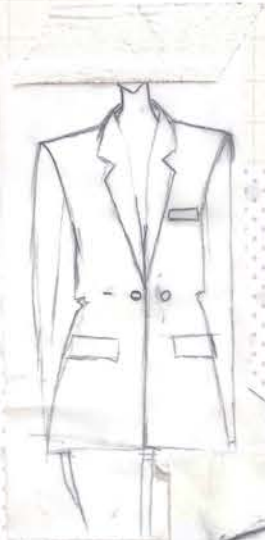
wadding hearts example





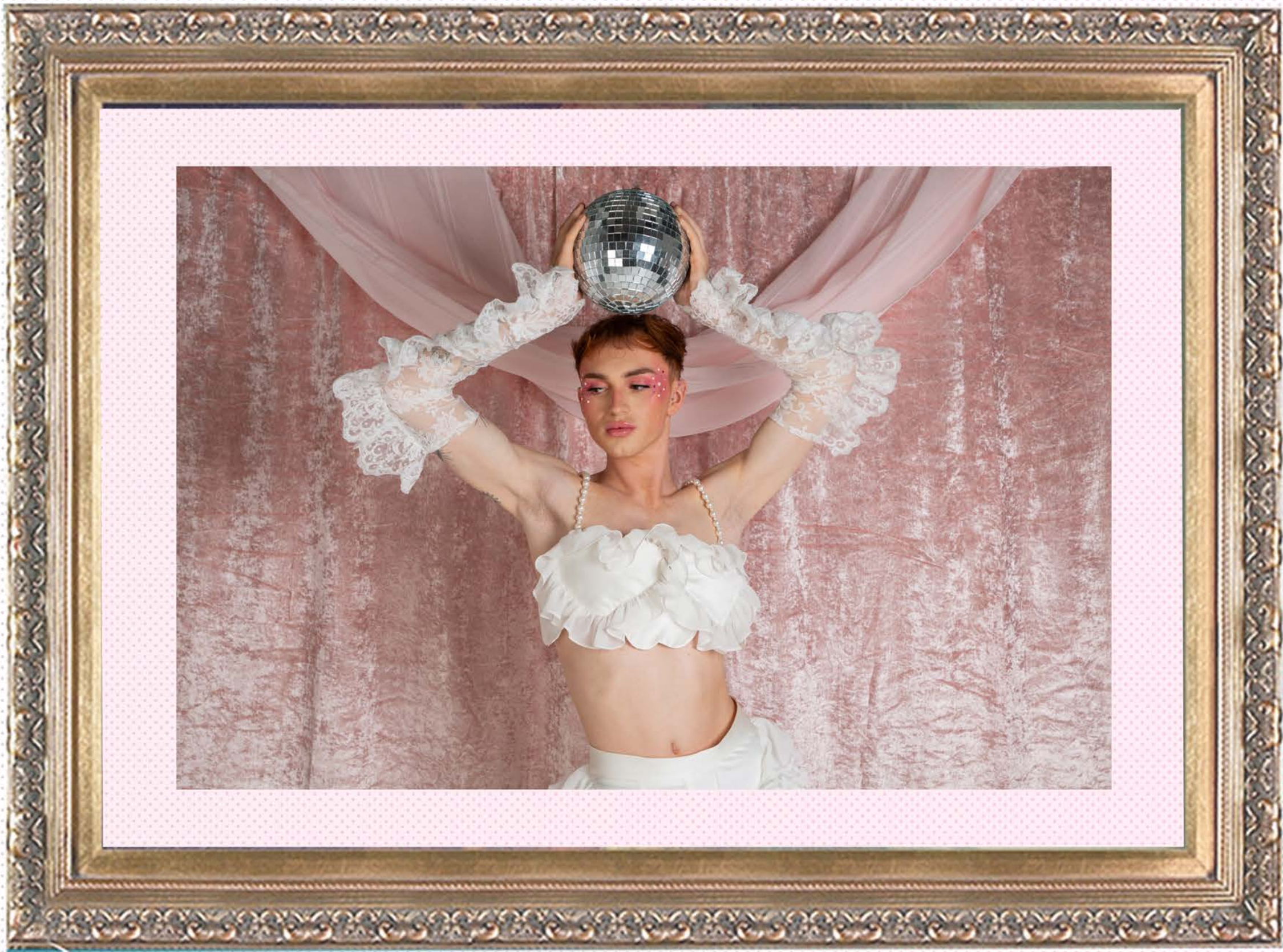
How IT STARTED BUT...

WHAT WOULD
DOLLY DO



when bow is untied
it acts as a train





darling.

With Love



darling.

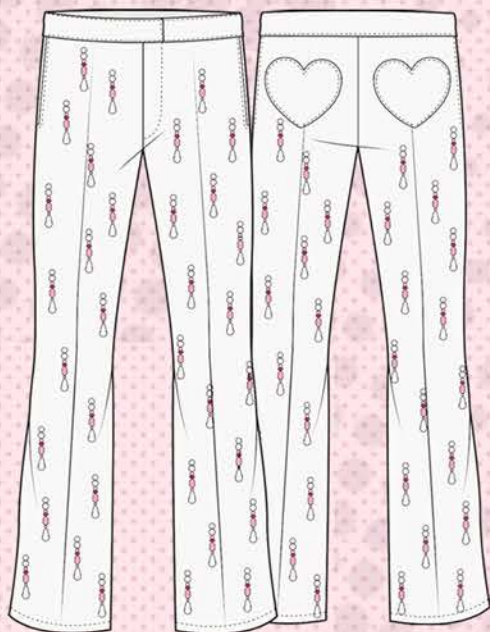
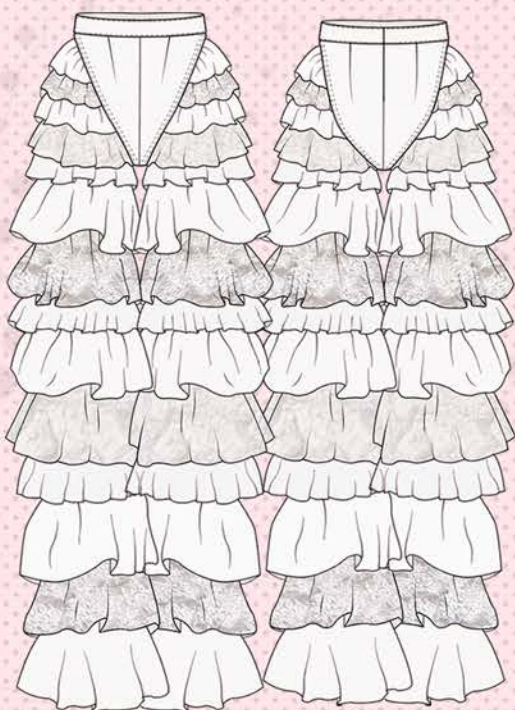
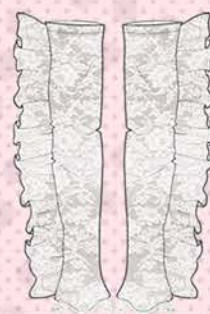
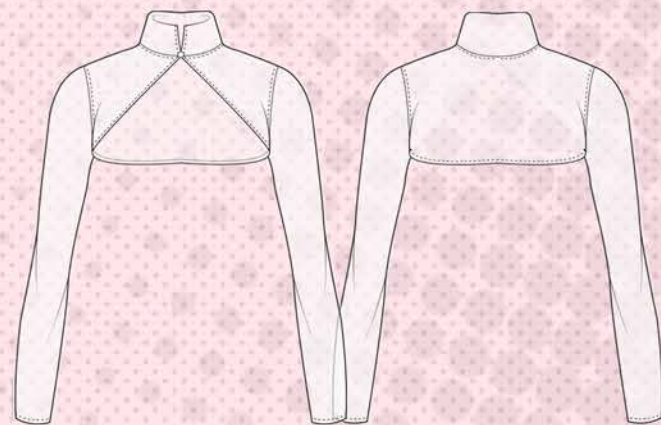
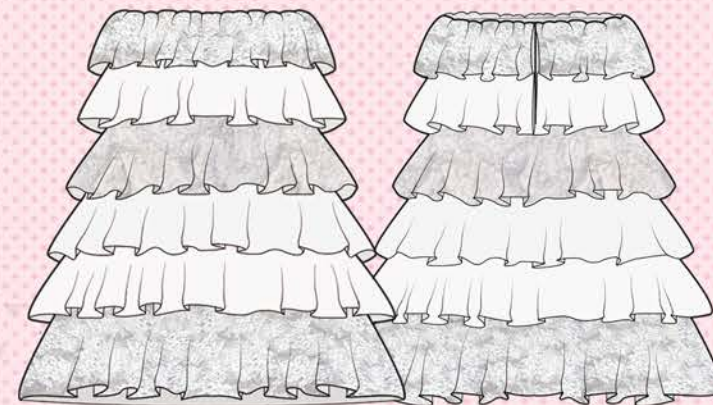


With Love

RANGE PLAN



darling.
Limited Collection



PROMOTION

LOOK BOOK



location shoot moodboard

AND SHE LIVED HAPPILY EVER AFTER!

The look book will be separated by two different shoots, one location one studio with two different key models.

location focused on the male model - more editorial

location has a narrative of a runaway bride



family owned prop



Location - seaton carew



some shoot images



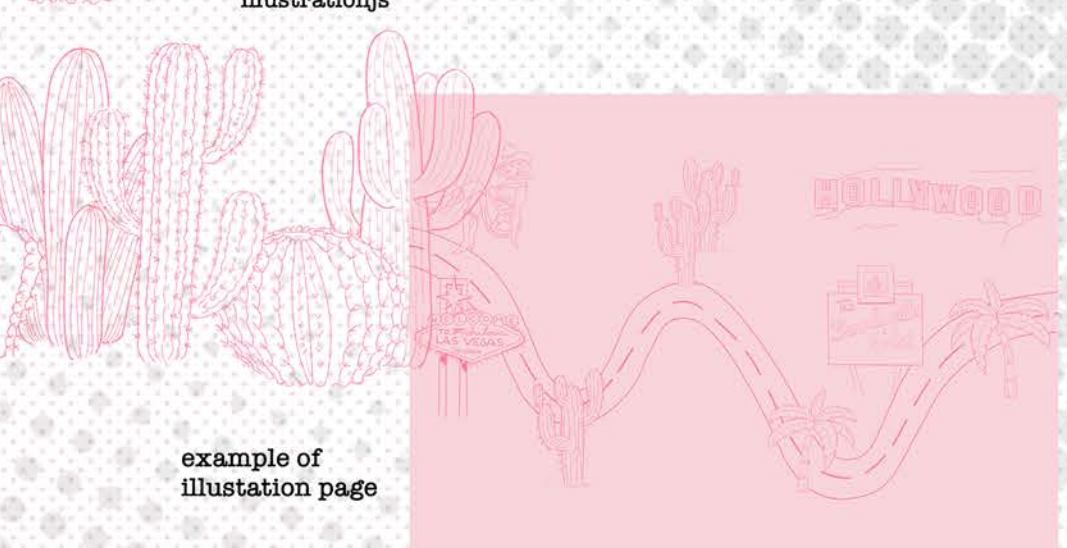
Filler page with 'what would dolly do?' design



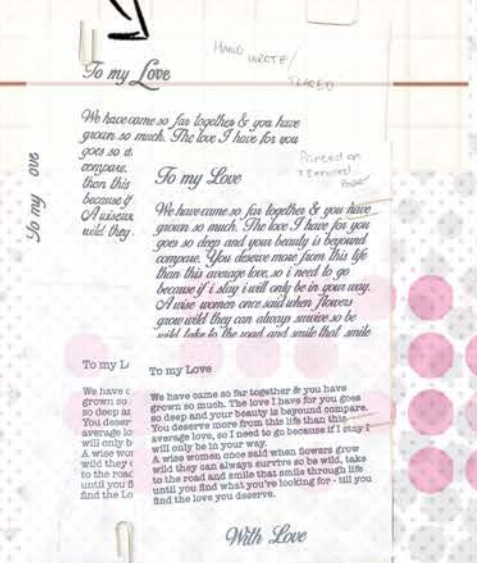
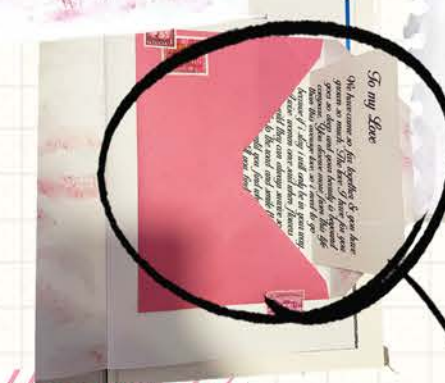
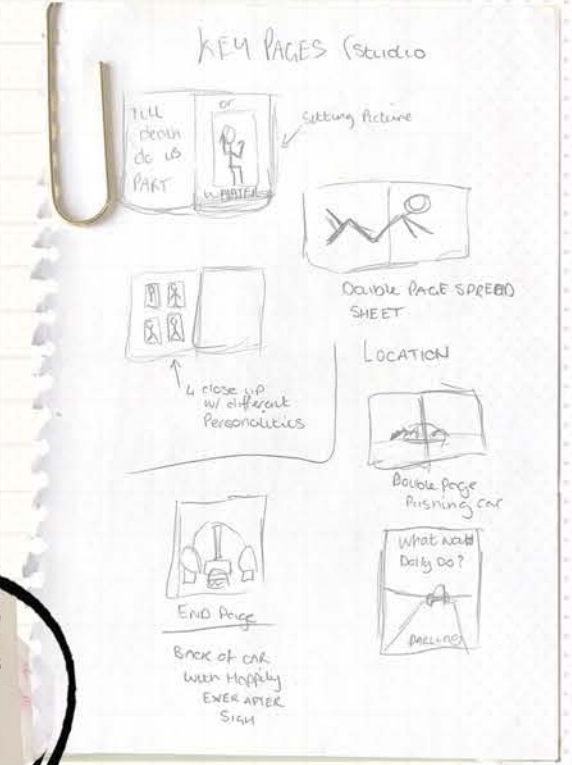
pink illustrations to tie in brand identity

What would Dolly do?
What would Dolly do?
What would Dolly do?
What would Dolly do?
What would Dolly do?
What would Dolly do?
What would Dolly do?
What would Dolly do?
What would Dolly do?
What would Dolly do?

Layered will illustrationjs



example of illustration page



Just so we're clear...

I'm the Love of my own damn Life!

Till death do us part...

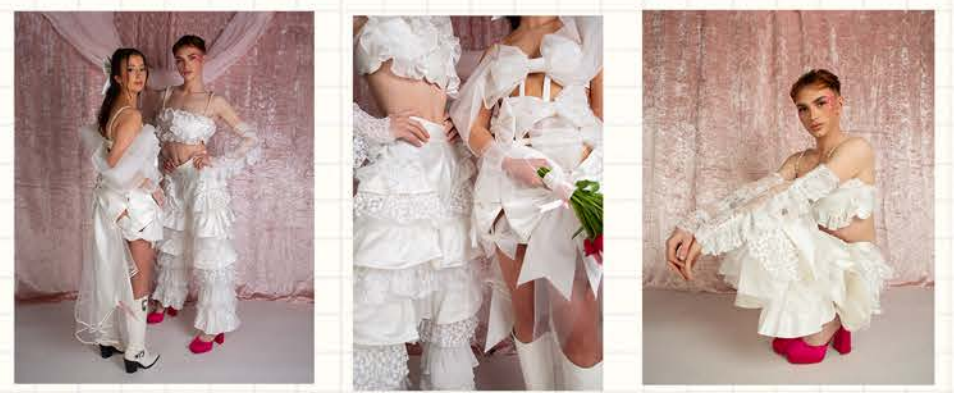
Whatever?



back drop inspiration picture

some of the studio shoot images

primary focus on male model- hints of the bow look to link to the location shoot



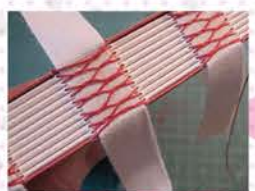
filler pages with pink writing to flow through both parts of the lookbook and connect the two.

phrases that reflect the brands identity and personality



STUDIO SHOOT

engrave writing onto clear acrylic



hand bind the pages with pink ribbon trapped to go through the holes in acrylic

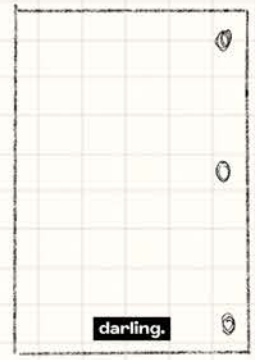


Final look book cover and pages



darling.

alternative logo- engrave the rectangle and leave the text clear



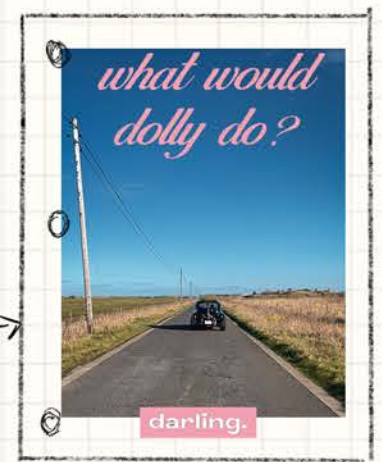
front

back



middle

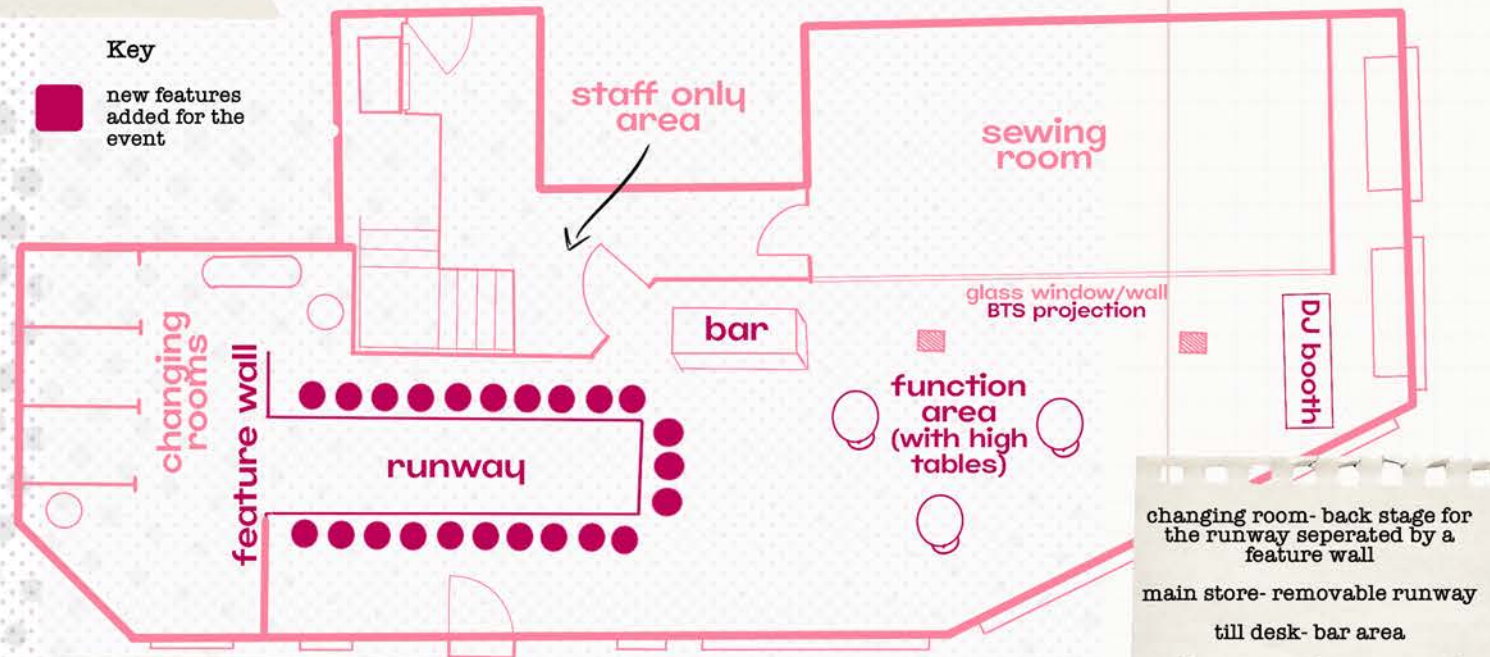
centre acrylic with vinyl writing as a separator between the



PROMOTION

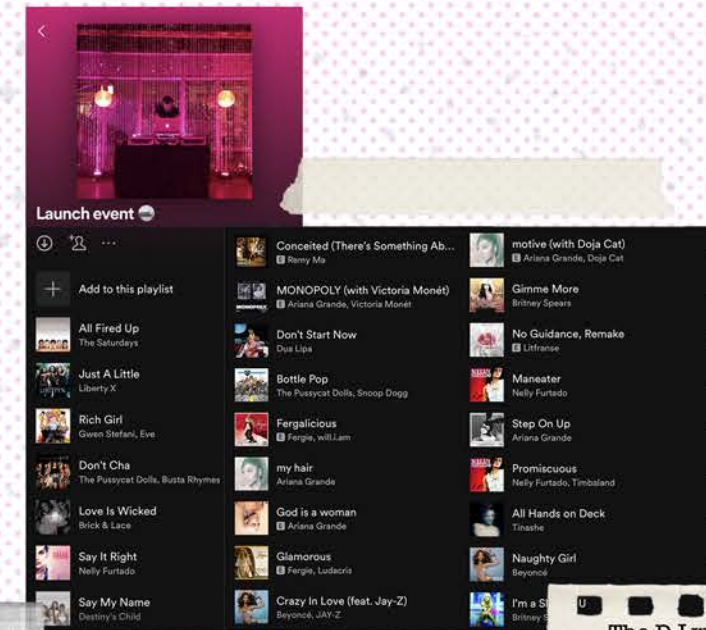
LAUNCH EVENT

event layout



event mood board

- the vibe:**
- pink
 - disco balls
 - cowgirl boots
 - champagne tower



runway layout
 pink carpet to mark the runway (easily rolled away)

silver disco ball
 back drop - doubles as IG feature wall



changing room- back stage for the runway separated by a feature wall
 main store- removable runway till desk- bar area
 staff area - overflow storage for the bar
 glass room - storage for items from the store covered with a curtain to project BTS footage of created RHE collection

the event schedule

6pm - doors open
 -----meet and greet-----
 till 7.30pm
 7:30pm - 8pm runway starts
 from 8pm
Girls night vibe
 Entertainment & DJ
 till 11pm
AFTER PARTY
 @ Simmons bar
 202 Brick Ln

The DJ will be responsible for the runway music

first part
 (one look at a time)

Chapel of love (the Dixie Cups) X Glamorous (Fergie)

final walk through
 (all looks and the team)

Crazy in love (beyonce)

the guest list

collaborators

- Tayce - drag artist
- UltraVividPink - upcoming music artist
- Paris Artiste - social media influencer
- Bimini - drag artist
- Bel priestly - social media influencer

other guests

- Mae muller - musician
- Tegan Aamelia Barker - content creator
- Tasha Ghouri - reality tv star
- Awhora - drag artist
- Sophie Hannah - content creator
- Florence Given - martits & author
- Lily Lynch - dancer & model
- Bella Oliver - stylist
- Rhea francois - stylist
- Jenna - content creator
- Megan O'Welsh - content creator
- Gisela Castillo - fashion blogger
- Ulkarnu - fashion blogger
- Dakota Schiffer - drag artists
- Rach Leary - content creator

Whats in the invitations box?

we wanted to keep to a wedding theme to match the collection.



inside and outside view



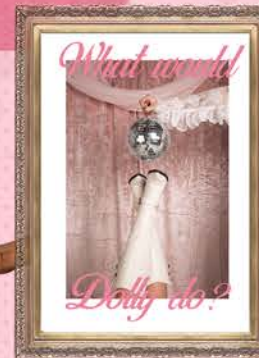
invite card



front & back



goodies



framed print

A5 sketch book

for the design activity mentioned previously

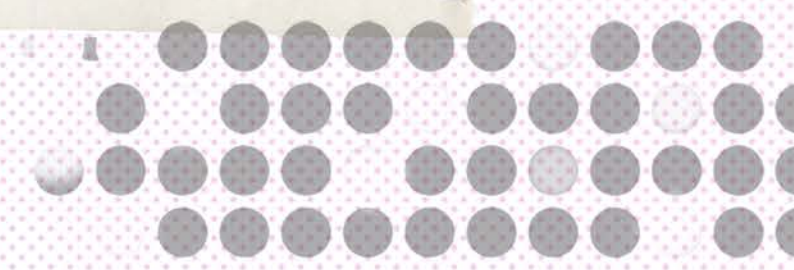
participants are asked to email a photo of the design sketch as entry



'classy' prosecco pong



Simmons bar



ON GOING PROMOTIONS

BOOKABLE WORKSHOP

Bitch & Stitch
workshop.
with **darling.**

taking it back to how the old girls did it...
we'll supply the biscuits if you bring the TEA!

@darling.designs.x
for more information

Scan the QR to book

"Bitch & Stitch" is a bookable workshop posed as a social event with music, drinks, and appetisers. People can gather together as a community and embrace their creative passions (and partake in some gossiping) with like-minded people for a small fee of £10 (to cover the expenses of the brand contribution). Anyone with any sewing ability is welcome to take part, and participants are encouraged to bring their own items to upcycle with the support of the team.

The workshops will be a bi-weekly event hosted at Darling's HQ on Quaker Street, Shoreditch. These events will take place on a weekday evening to accommodate the working life of the capital city and not intervene with any weekend plans.

the aim of this workshop is to educate consumers about the practice of upcycling to better understand the level of craftsmanship that goes into the brand as well as help create a community for the brand



BRAND COLLABS

adidas x darling.

AFTERMATH

this collaboration with adidas aims to tackle the environmental issue of music festivals - left tents

by utilising the discarded tents Adidas X Darling aim to create innovative street where ready for A/W



Busy running errands...



darling.

coming soon...

Levi's®