

Blue Inc. High Street Store T-Shirt

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During a two week work experience placement I was taken on as apart o the design team and was educated on CAD. I was given the opportunity to design for the current studio briefs and was able to carry out research both online and with the head designer. This studio designed menswear basics for high street stores waiting varying price brackets such as Topman, Primark, New look and Blue Inc.

The brief for this project was inspired by historical evens and the store All saints clothing graphics. I designed for the brief and my work was submitted into the company books. This graphic was selected by a buyer and sold on the high street both nationally and internationally. This was a very exciting opportunity for me and the first time one of my designs was mass sold on the high street. It was enriching working as part of a design team and I learnt so much from the experience. I also learnt how to adapt and change my style to meet brief requirements and saw first hand what it meant to work work within real time industry deadlines.

