



See by Chloé



AW 17/18

CREATED BY

ALINE
GROOME
FRANCESCA
CAMILLERI
MOLLY
MACKIE
JACK
FENN

See by Chloé



See by Chloé

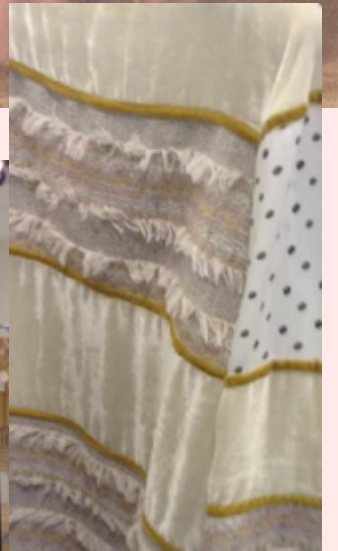
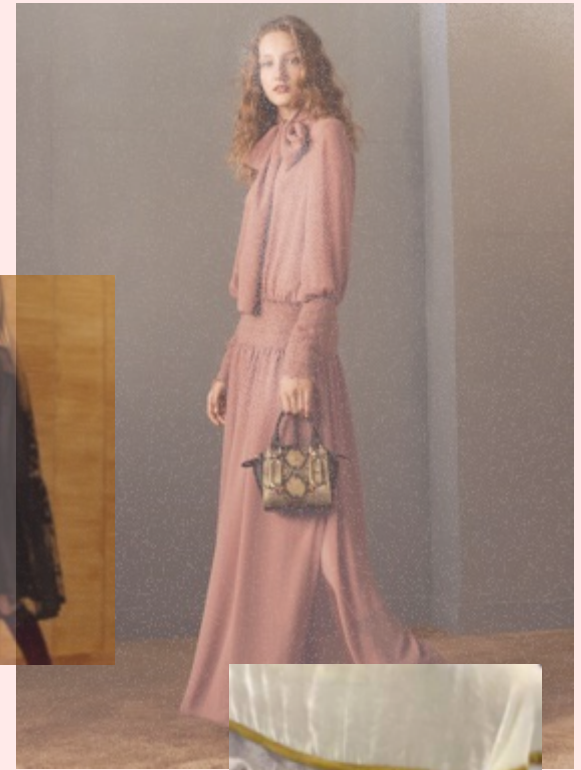
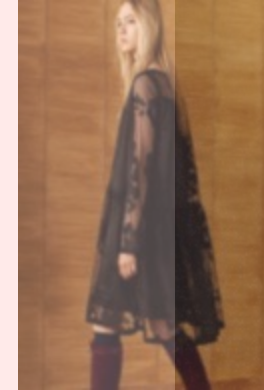
This collection was created for the brand See by Chloé. It was a university project. I worked independently and in groups for this project. After some thorough research into the Chloé girl and the see by Chloé aesthetic I decided to focus on the current WGSN trends of precious oddity and velvet and ruffles for the collection as I felt that they best fitted the Chloé brand. Within a small group of other students I developed mood concept and brand identity boards and eventually finalised a collection. I have two collections here , one that was created as a group and the other independently. From this project I learnt a lot about my own style, I thoroughly enjoyed working with the concept precious oddity as I think the slightly unusual vintage feel of the theme suited my own work and enabled me to allow my own style to blend with that of see by Chloé. Before this project I did not feel particularly connected tot the brand yet this expressed allowed me to open my using aesthetic to meet the needs of the specific brief and i learned a lot from working with other students on my course I found much of my inspiration form old vintage stores and furniture covers.

BRAND IDENTITY



Researching See By Chloe highlighted the feminine essence of the brand through prints and materials which lead to a research trip to Selfridges to see the products on the shop floor.

See By Chloe is sophisticated, practical, feminine, Flattering, Fun and free, carrying on the spirit of Chloé, to target the younger Chloé girl

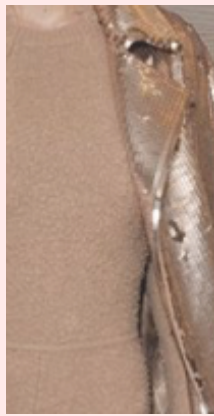
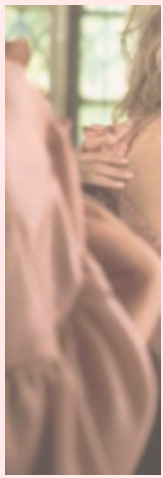


SEE BY CHLOE : THE BRAND



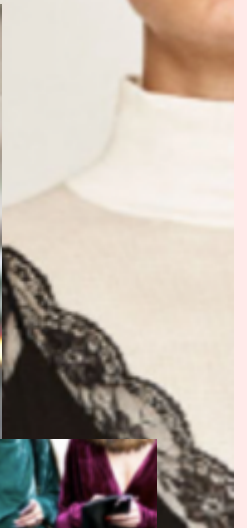
The brand itself describes the girl as a sophisticated fun free women. She is spontaneous sweet and light hearted with the power to sweetly manipulate thing to get what she wants! She is refined but still quite natural. The French actress Clemence Posey has been used as an example of a Chloe girl to represent the brand and was described to represent the same Gallic charm that the brand has, her spirit captures the effortless free nature of Chloe but also the free charm that is known to the brand.

SEE BY CHLOE : THE CUSTOMER



Taking the research we had cultivated to create our collection concept.

The concept must both feature our trends for AW 17/18 , our chosen signature and new prints and fabrics with an indication if potential silhouettes and garment inspirations. The concept board should clearly outline our aims for the collection to be used as a constant reference in the design process.



SEE BY CHLOE : THE CONCEPT



We decided to keep our colour palette muted, as this is what See by Chloe is known for, however to give it a bit of an edge and an update we incorporated Jack's metallic trend alert research. As we have designed for an AW collection we chose to feature more neutral shades but have included blushes, greens and blues so the collection has areas of interest.

We also opted to use a variety of materials and textures. When Aline went to Selfridges to look at the latest See by Chloe collection she commented on the diverse range of fabrics. There were a number of motives behind our fabric choices - lace and chiffon for femininity, fur and knits as seasonal materials and velvet and crepe for on trend fabrics.



SEE BY CHLOE : THE COLOURS



Molly Mackie



Jack Fenn

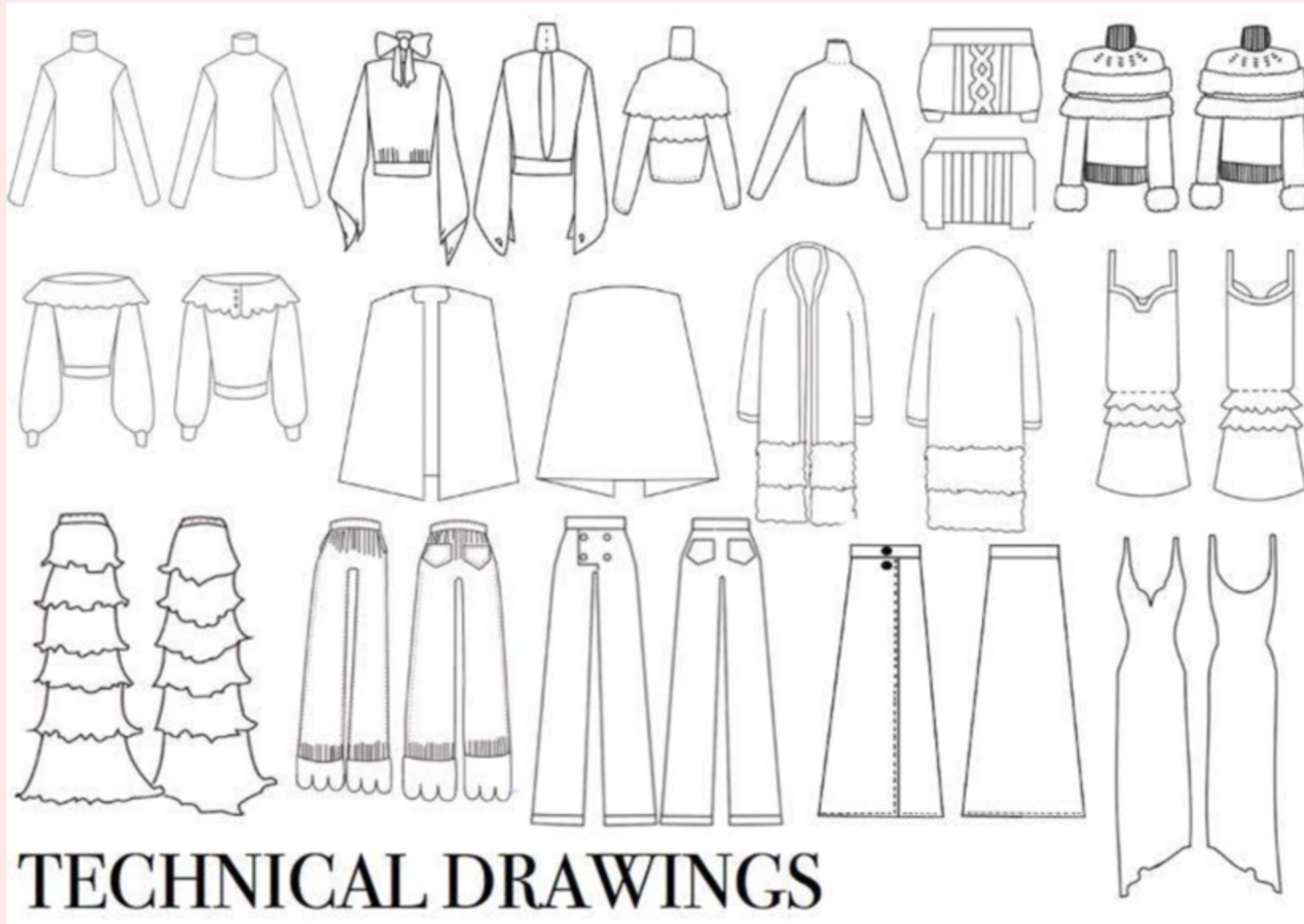


Aline Groome



Francesca Camilleri

SEE BY CHLOE : THE COLLECTION DRAFT



The Technical drawings illustrate the proportions and the cut of every garment with indications of seam and shape for the pieces. They communicate the specifications for the pieces to pattern cutters and viewers of the final collection.

TECHNICAL DRAWINGS



SeeByChloé

SEE BY CHLOE : THE COLLECTION



SeeByChloé

SEE BY CHLOE : THE COLLECTION BACK

MY CONTRIBUTION

See By Chloe Presentation Jack

The trends I scouted were triggered by research on Vogue and The Trend Tablet, and I pushed Statement coats and Soft metallic. The statement coat is something See By Chloe have created before, but new cuts and silhouettes can make the coat contemporary once again and once paired with the prints and the materials we have selected will bring in the layering trend scouted by Molly. We wanted to express the inherent femininity of See By Chloe as well as introduce our research and personal handwriting. In my design development I referred back to the history of See By Chloe as well as the work of Karl Lagerfeld and Stella McCartney at Chloe, how they modified the brand as well as “keeping it Chloe” with fun, free spirited clothing, that’s stylish and introduces what the customer wants. We had to create a collection that included an even distribution of our designs, mine seem to have taken a higher proportion of the collection but this is because I used the concept boards to communicate our goal for the collection, varying shapes and silhouettes and trade mark See By Chloe materials and feminine essence.

Molly and I did the bulk of the work at the beginning of the process but catered for the rest of the group In leaving room for them to contribute and maintaining constant communication, which became essential in creating a coherent collection. The collection is, I believe, successful, though it is not how I imagined the final product or how I would have designed the entire collection but such is group work and compromise is key to a fair group outcome.