

WHIMSICAL MEMORIES

WRITTEN



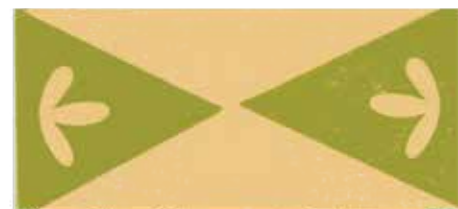
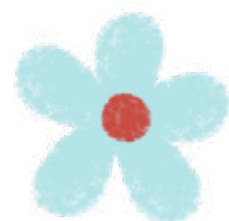
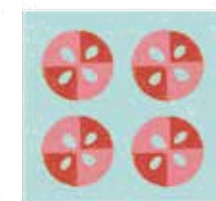
Whimsical Memories is a collection for children's fashion that encompasses abstracted key childhood memories. These moments captured, like playing outside and going to the fair, are explored through the elements of design: color, line, shape, and texture.

While taking inspiration from blocks and children's toys, each pattern uses basic geometric shapes as the foundation. To combine the fundamental and whimsical aspects of childhood, this collection juxtaposes the art styles of Bauhaus and Fauvism. Bauhaus explores the structured geometric block style children need, while Fauvism incorporates the more imaginative bright-colored, and playful side. Through using bright color blocking along with textured lines and subtle florals, this collection creates a glimpse into the magical world through the eyes of a child.

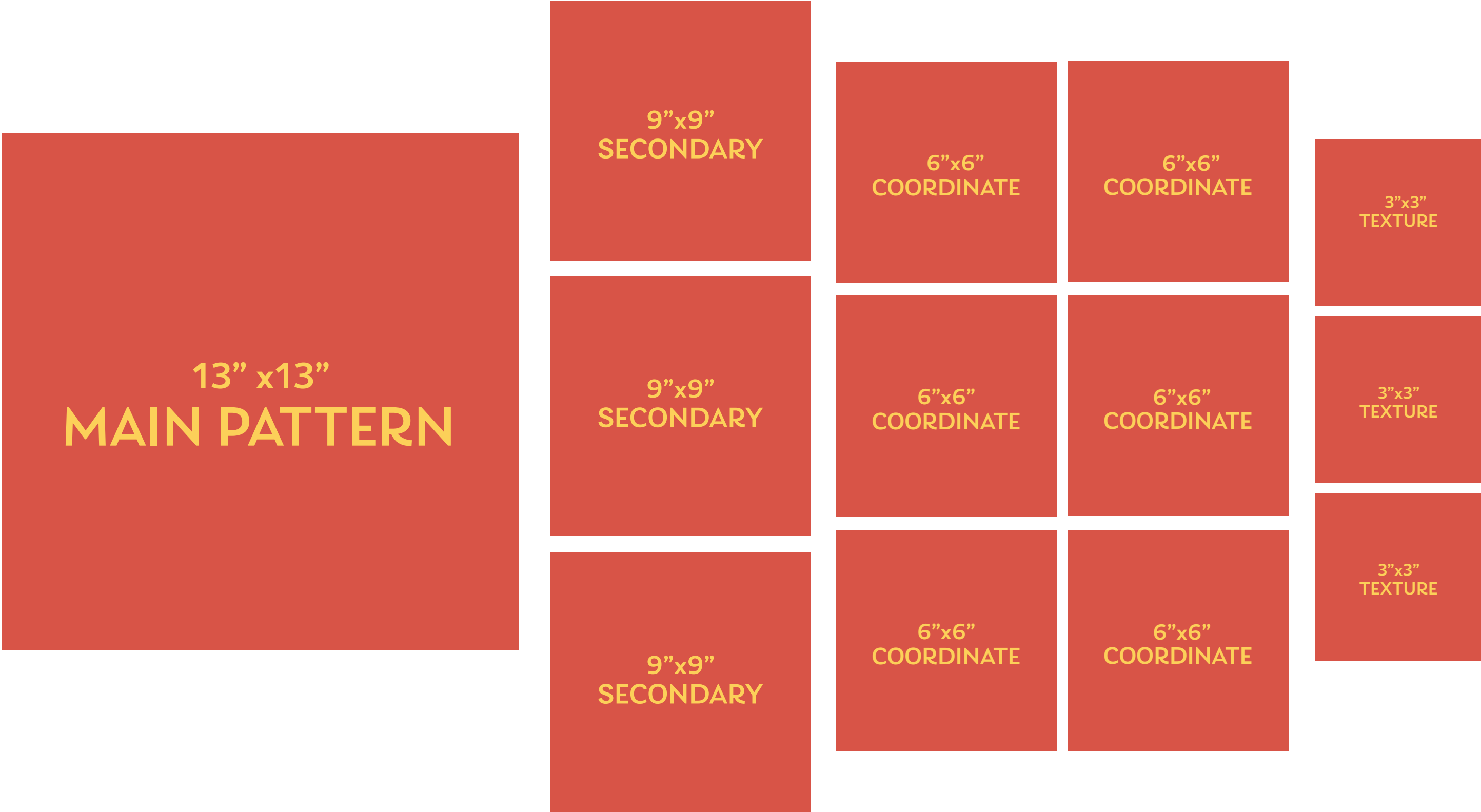
PRELIMINARY SKETCHES



SKETCHES



LAYOUT



APPLICATION

FABRIC SWATCH RING+ BOOKLET WITH FOLDS

This collection will be presented in two forms. One being the physical fabrics displayed on a ring printed at Bags of Love and the other a booklet. The booklet will explain the collection as a whole and also incorporate fun ways the patterns can be used in children fashion through die-cuts and folds.



COLORWAY ONE



Bubble Blue



Strawberry Pink



Cherry Red



Sunshine Yellow



Garden Green

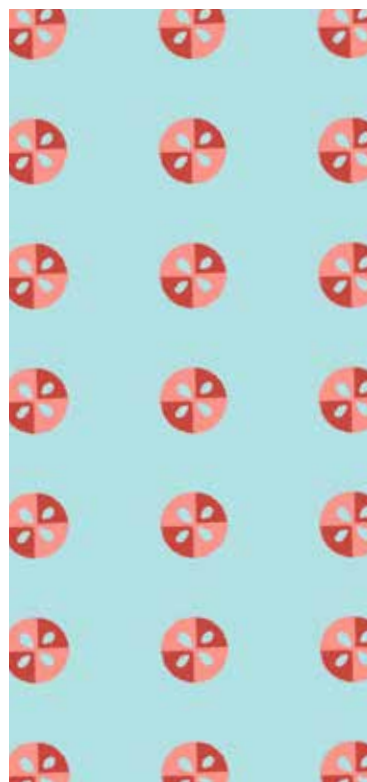
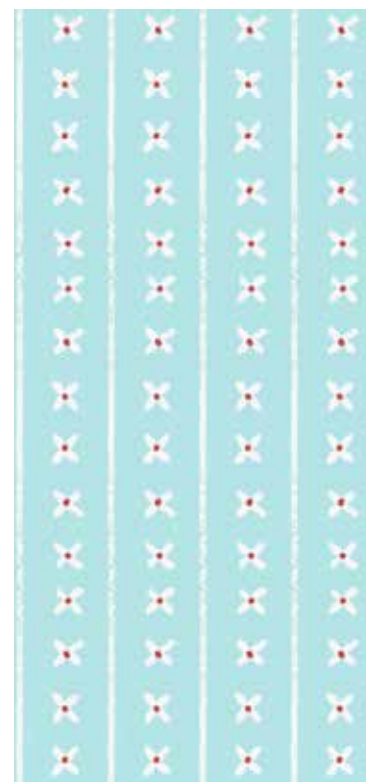


Fresh Snow

<https://www.afabula.com.br/colecao/arriba>
<https://regardsetmaisons.blogspot.com>
<https://www.rocknmode.com/2017/12/19/25-anniversario-disneyland-paris/>
<https://weheartit.com/entry/57087331>
<https://www.pinterest.com/pin/395964992248981905/>
<http://www.pauletpaula.com/mini-zimi/>



FULL COLLECTION



TO SCALE



Imaginary Playground



Solar Flare



Meadow Maze



Flower Garden



Carnival Ride



Grandma's Quilt



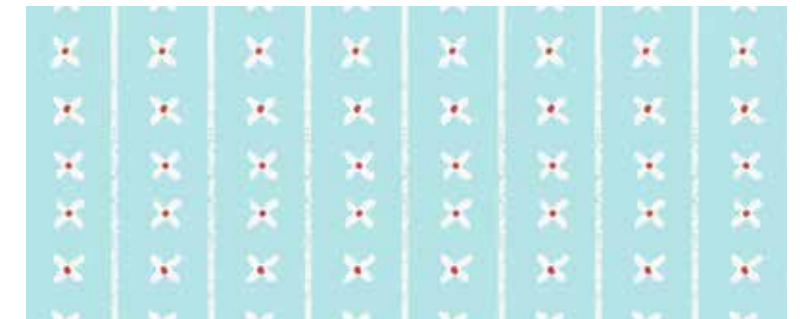
Disco Spots



Park Picnic



Sunny Days



Pool Time



Flower Party

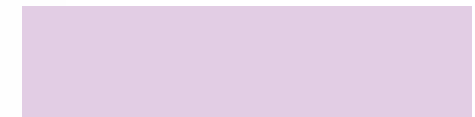


Hopscotch



Summer Fun

COLORWAY TWO



Lilac Love



Under the Surface Teal



Deep Sea Blue



Lifeguard Red



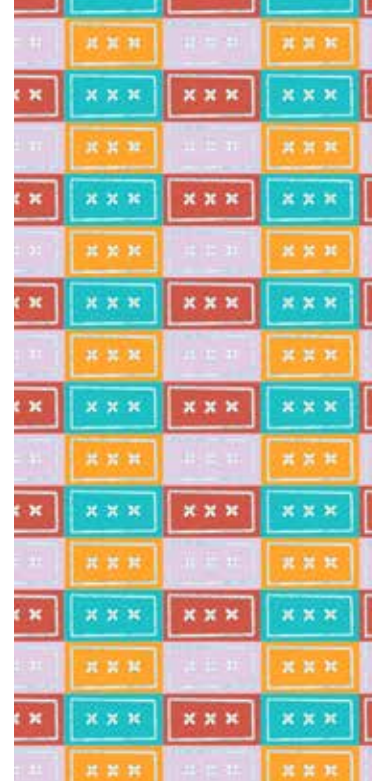
Orange Soda



Hotel Towel White

<https://www.cnbc.com/2019/10/09/foot-locker-bets-rockets-of-awesome-will-disrupt-kids-clothing-market.html>
<https://awards.littlelondonmagazine.co.uk/best-childrens-fashion-brand/>
<https://www.pinterest.com/pin/395964992248981905/>
<http://www.pauletpaula.com/mini-zimi/>

COLORWAY TWO



TO SCALE



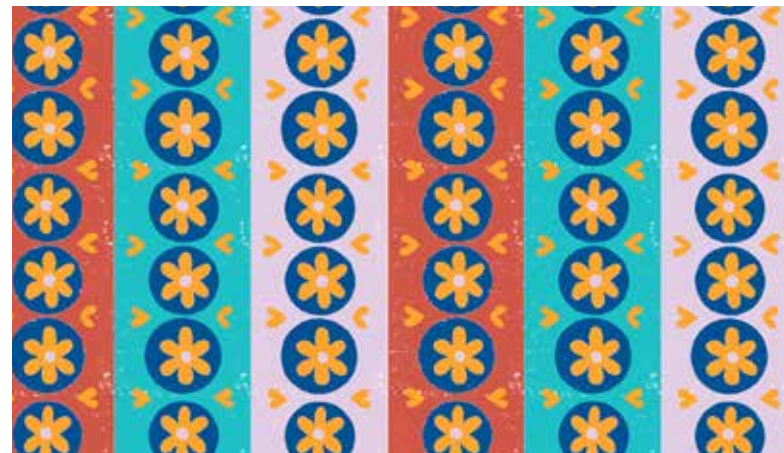
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Summer Fun

COLORWAY THREE



<https://www.harpersbazaar.com/fashion/trends/g5587/north-west-style/>
<https://awards.littlelondonmagazine.co.uk/best-childrens-fashion-brand/>
<https://www.pinterest.com/pin/395964992248981905/>
<http://www.pauletpaula.com/mini-zimi/>



Sleepy Purple



Dreamland Violet



Cool Lavender



Quiet Indigo

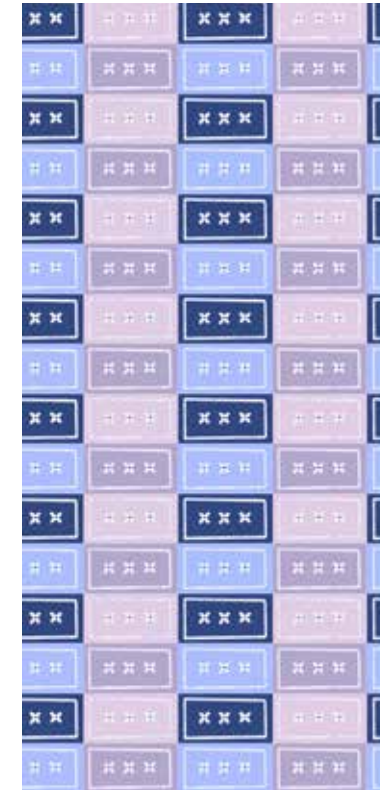
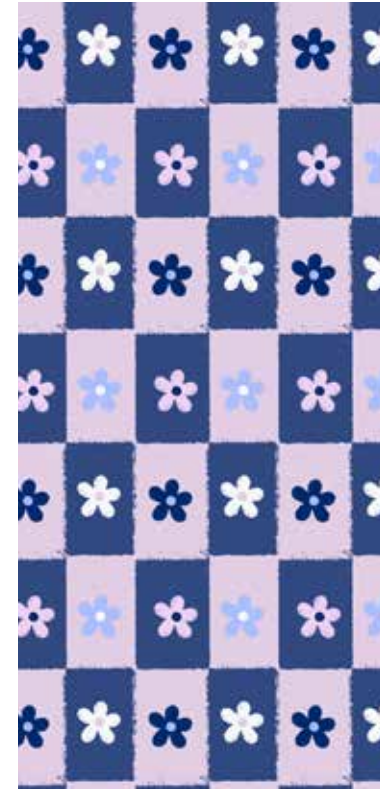
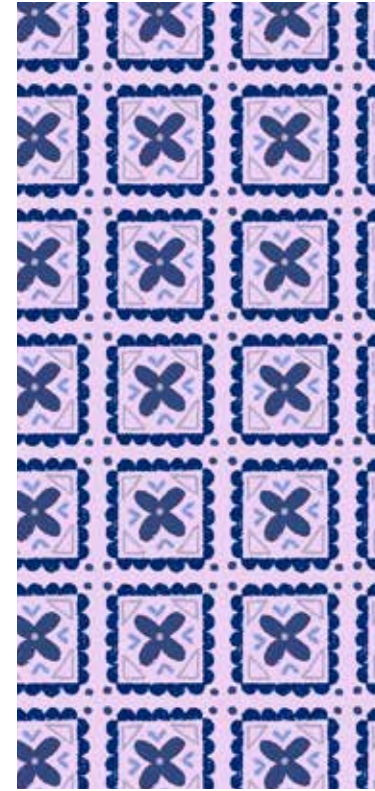
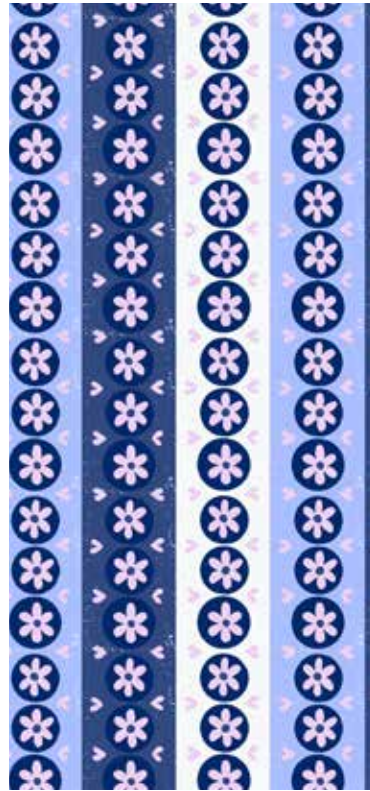


Deep Blue



Fleece White

COLORWAY THREE



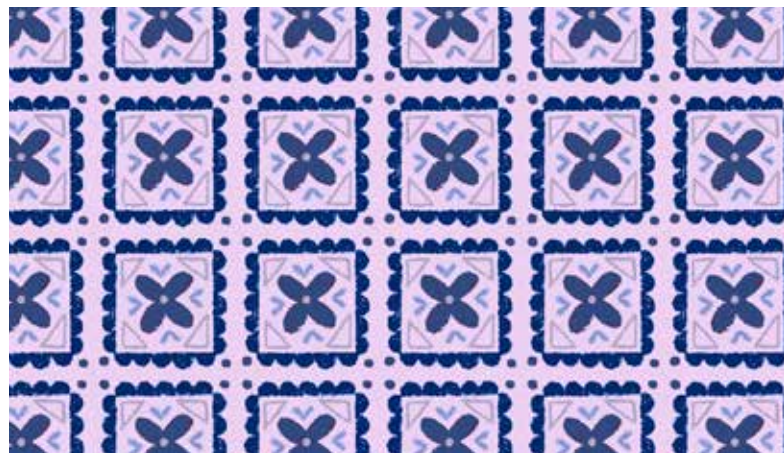
TO SCALE



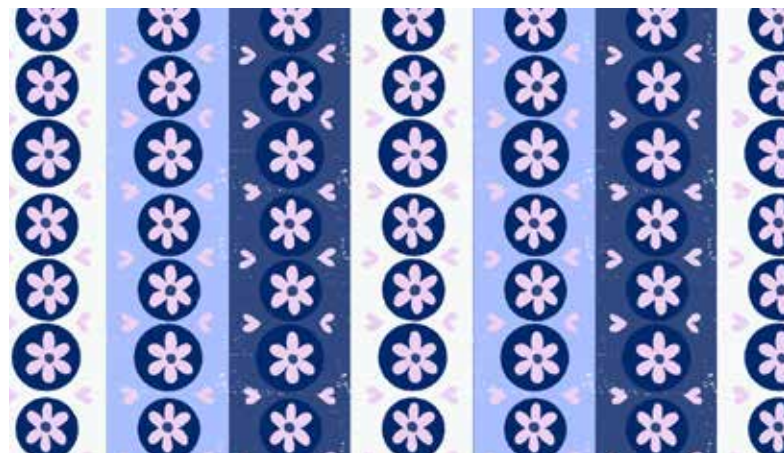
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Grandma's Quilt



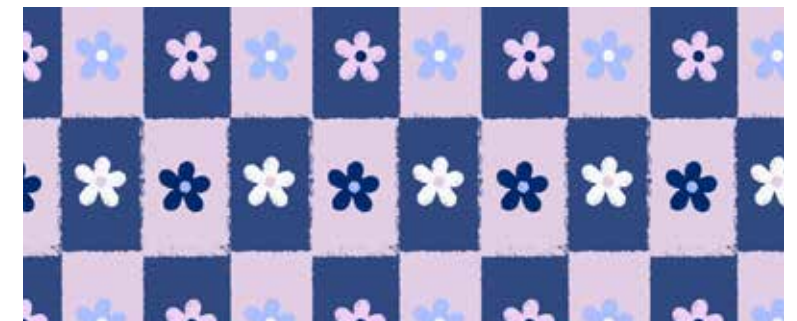
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Sunny Days



Summer Fun

TEXTURE MAPS

Solar Flare



Solar Flare



Flower Garden



TEXTURE MAPS



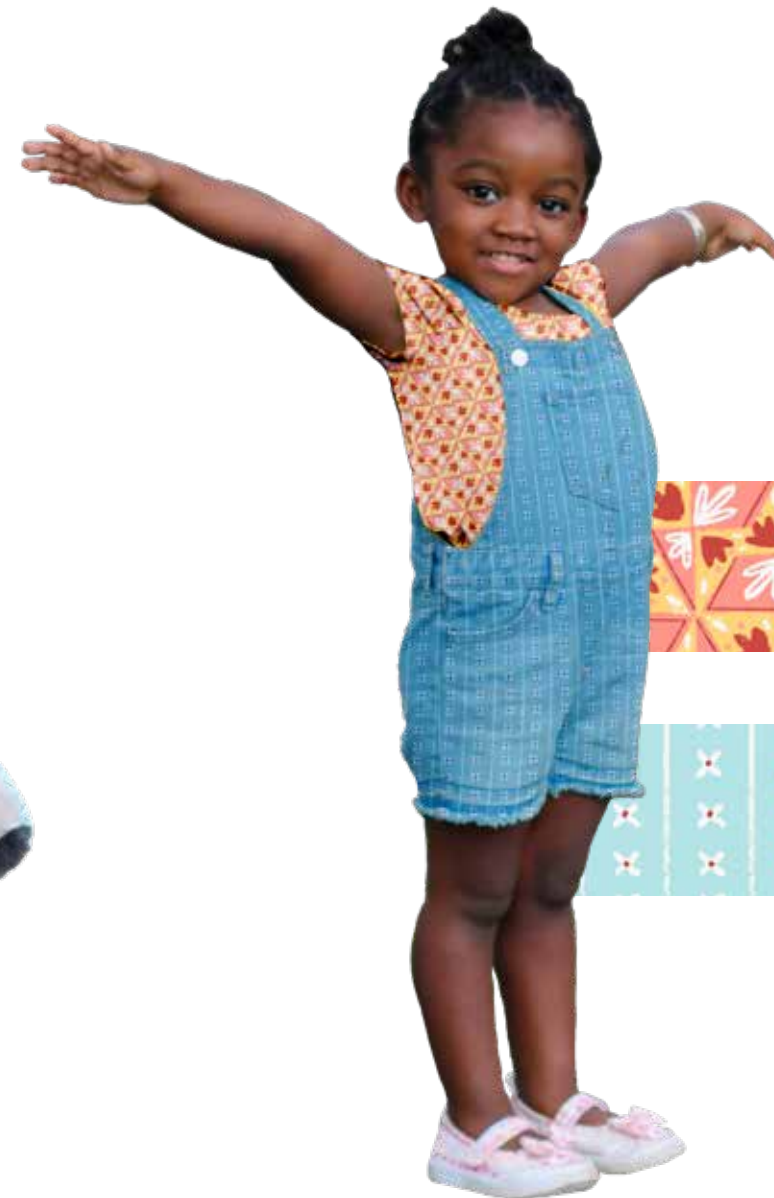
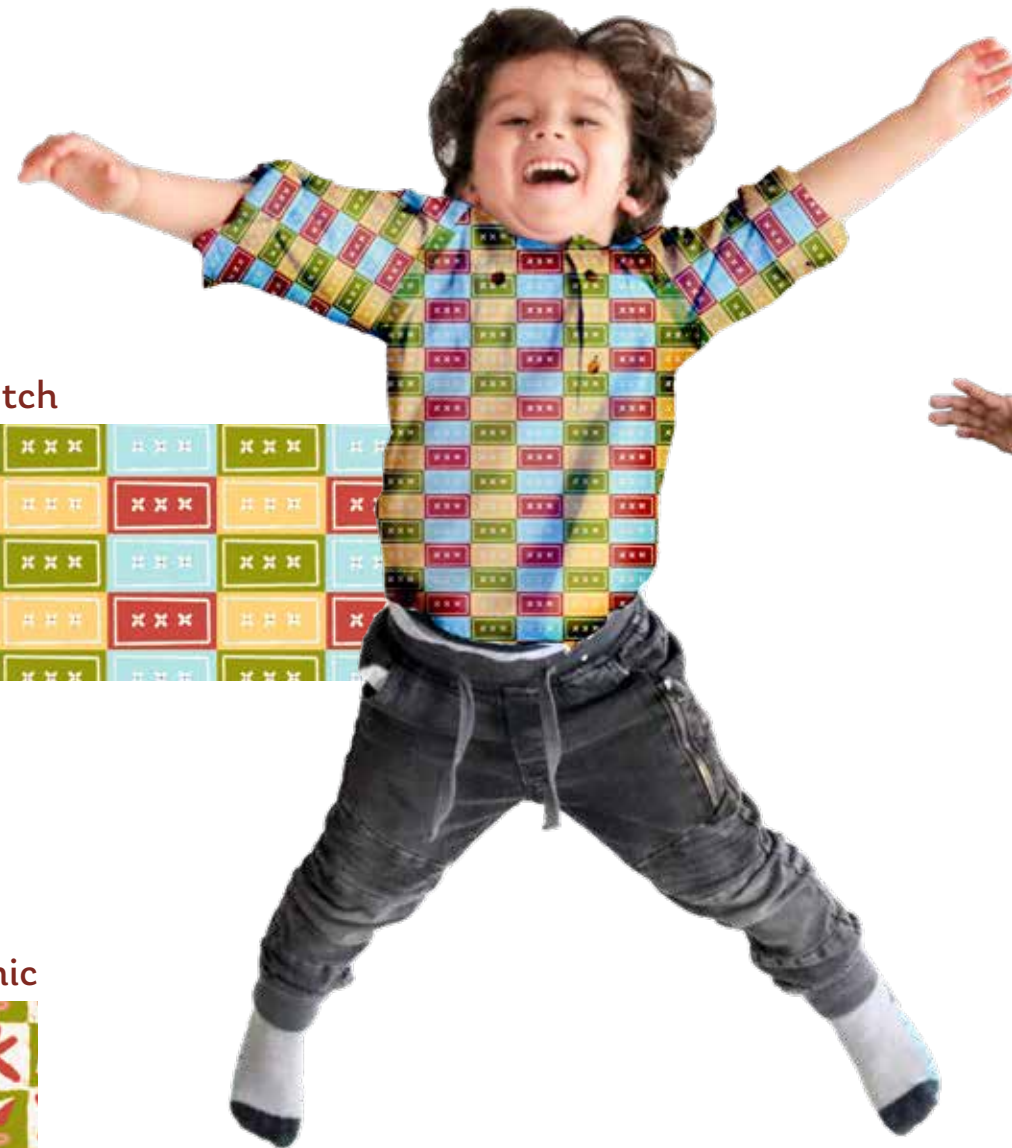
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Park Picnic



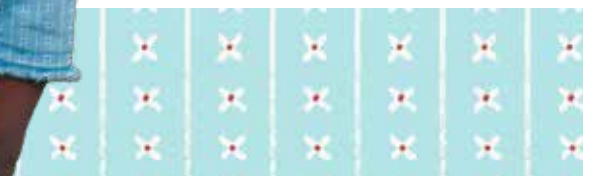
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Flower Power



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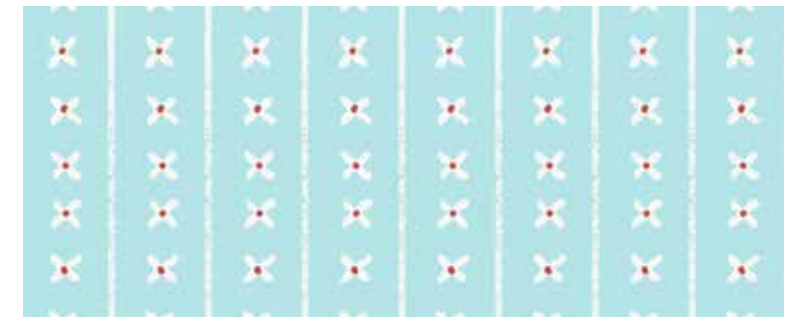
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Summer Fun

FABRIC PRINTING



SWATCH BOOK

