

Growing Back Into Childhood Happiness

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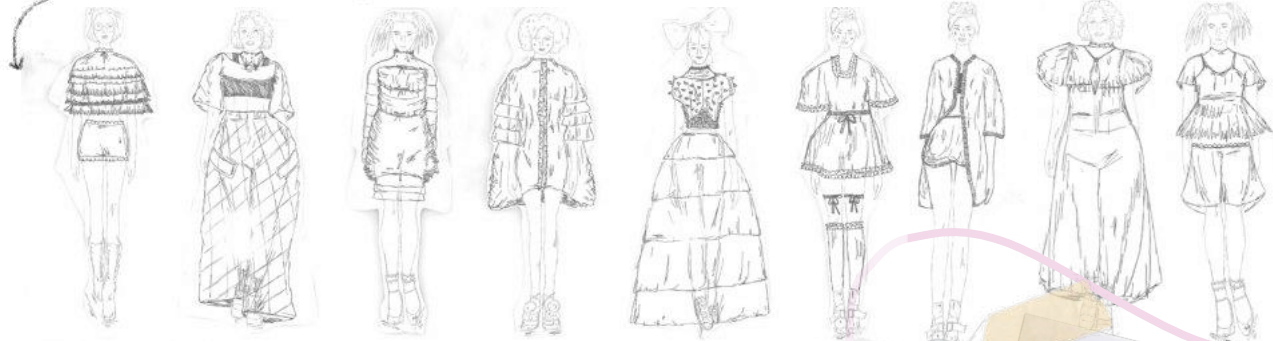
Today's the day the Teddy Bears have their picnic.

Lily-Jane Reed, Portfolio
Nottingham Trent University

*"Don't be afraid to be anything but yourself,
even if it's weird or too quirky for others."*



Design development...



checkered picnic blankets



November 2004

Teddies, toys & the little things making me happy



March, 2003

mum I want to be a little kid again!!!

mum I want to be a Grown-up like you!



July 2006

April 2023

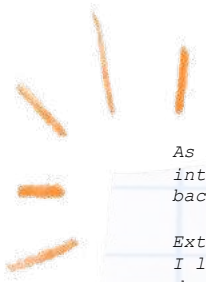


Playing dress-up Responsibilities



Grandma's hand-made made with love





As my collection is called 'Growing back into childhood happiness' I wanted to look back at my own childhood.

Extracting key memories and clothing that I loved myself as a child has informed my design direction. Highlighting that my collection will be textural, colourful and full of playful prints.



flower development



Bright colours

Textures



AM I
TOO
"WIDE"



OR IS
YOUR
MIND
TOO
NARROW!



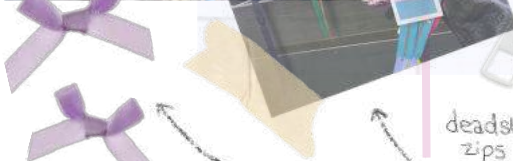
Making clothes that make
you & the planet happy

For plus size bodies sustainable, affordable and fashionable garments are almost impossible to find. I want my collection to be as sustainable as possible. I will be working with waste and deadstock fabric, trims, zips and buttons in my final collection as well as making sure that all my scraps are collected and repurposed within my work.

I aim to create practical, wearable garments that will spark joy in the consumer, no matter their body size.

The only
new fabric

100% cotton
Wool to
knit my
garments



deadstock
zips & buttons
from local craft
stores supporting
the local economy



Thread
borrowed
from university,
no virgin fabrics

using All waste/
Scrap fabric





different detachable layers of skirts

outfit 2
Reversible & size adjustable trouser

outfit 1
Reversible dress

coutures with adjustable length

Transformable trousers that widen / tighten with ties

double sided double the wear

size adjustable dungarees, adjustable straps & waistband



Outfit 1 Breakdown:

My first outfit consists of a reversible dress, with ruffles on one side and a circle skirt on the other. Paired with a knit jumper and collar, making sure all production waste is used. Lastly the outfit contains a corduroy green coat with scalloped sleeves and playful pink buttons.

See next slide for final photoshoot results...



Outfit 2 Breakdown:

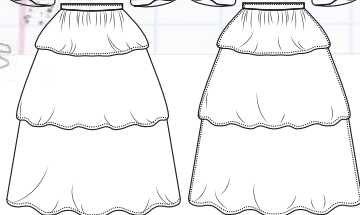
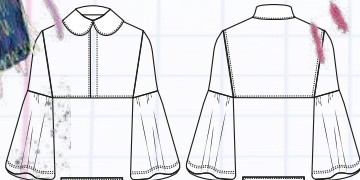
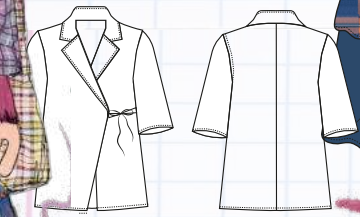
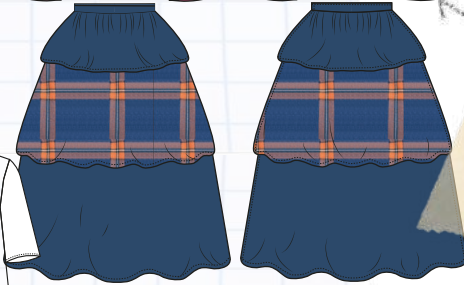
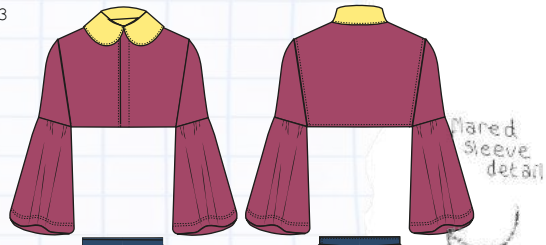
My second outfit consists of a knit crop top with a felt cut out size adjustable vest. Paired with a picnic themed patchwork coat with transformable sleeve lengths. The outfit is finished with size adjustable corduroy trousers with a reversible side of mixed patchwork.

My second outfit is still in production...

Outfit 2 SPECS, Transformable and Reversible Designs

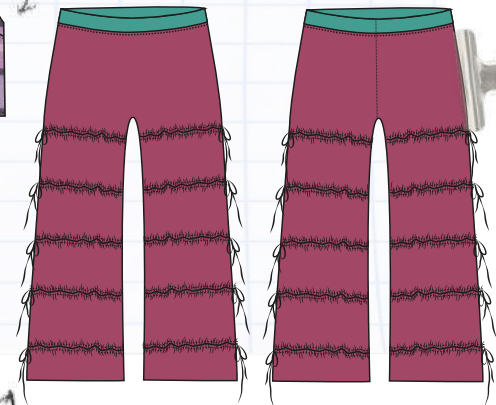
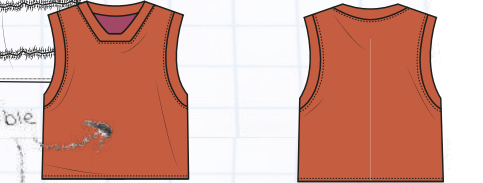
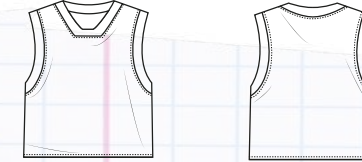
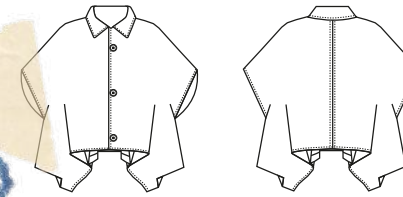
Outfit 3 Breakdown:

My third outfit is a super cropped shirt, with a large rounded collar as well as the sleeves flaring out at the elbows. It is paired with a 3 layered skirt in blue with knit textures attached to the bottom. Finally, the outfit is topped off with a patchwork blazer in my purple check fabrics.

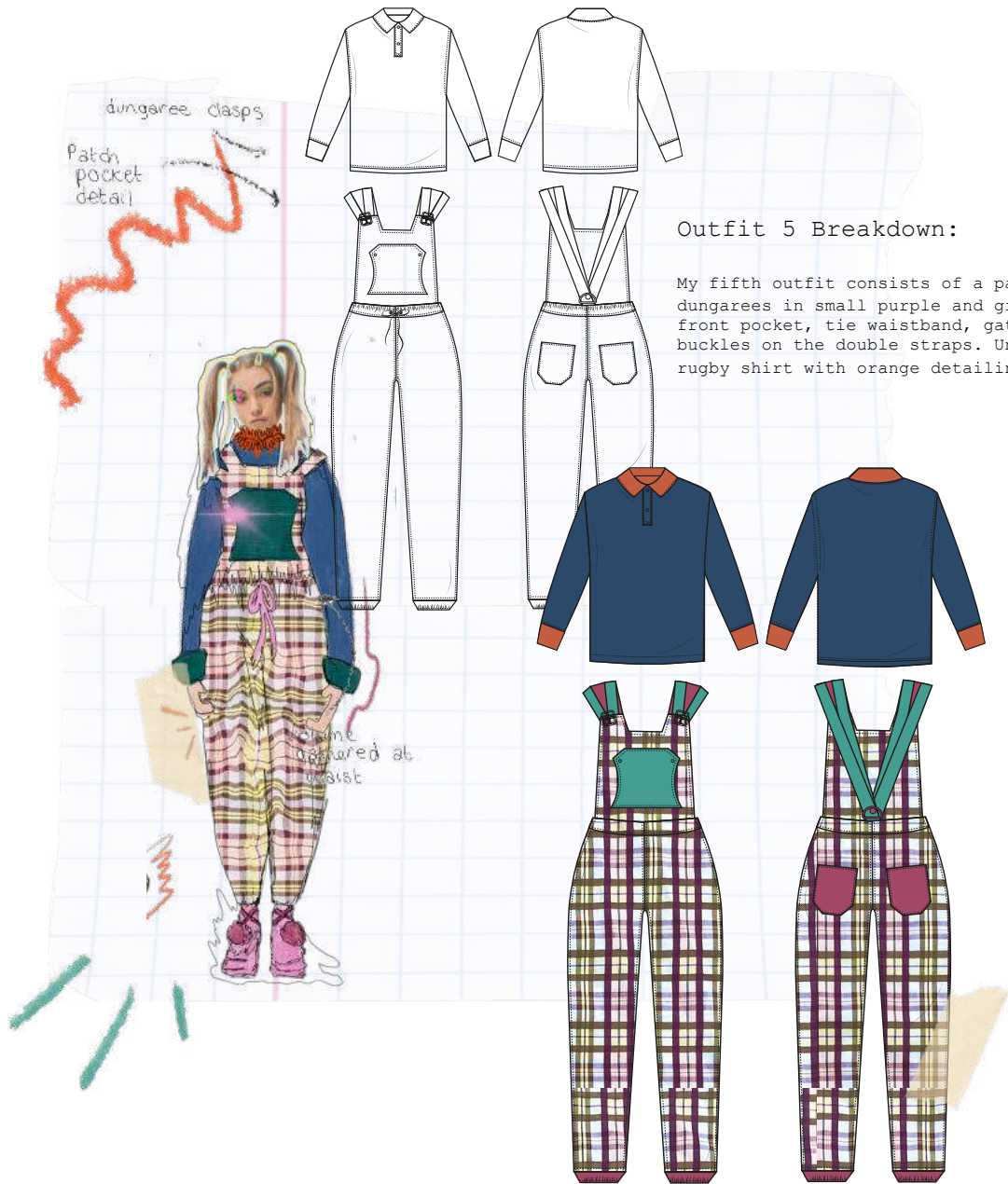


Outfit 4 Breakdown:

My fourth outfit consists of a mid length, poncho skirt with volume at the hem and short sleeves. Over it has an orange vest that is reversible, the other side is the large purple check that can be styled with any outfit. Lastly the transformable trousers finish off the look with ties that tighten or loosen the wide trouser legs depending on the consumer's personal style.



Transformable design



Outfit 5 Breakdown:

My fifth outfit consists of a pair of over-sized dungarees in small purple and green check. It has a front pocket, tie waistband, gathered leg cuffs and buckles on the double straps. Underneath is a blue rugby shirt with orange detailing.



Outfit 6 Breakdown:

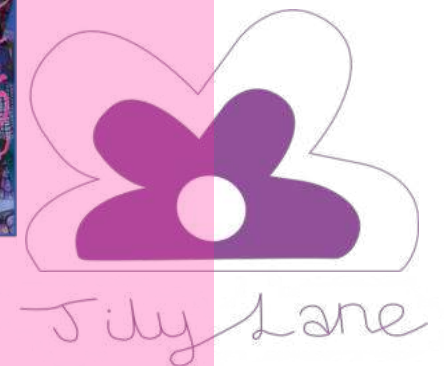
My final outfit consists of a pair of Coulotte's with diagonal colour blocks in pink and yellow, with contrasting pockets. Paired with this is a knit green carding and an orange, blue check puff waistband crop top.

GROW Back
 Into
 childhood
 Happiness
 with Jily Lane



The Jily Lane Style Guide:

My brand is maximalist, colourful and unafraid of being noticed. However, it recognizes that not all consumers are as confident and comfortable in our stand-out-of-the-crowd garments. This is why I have created a small style guide to give to each consumer to suggest styling tips in hopes that it will make the consumer wear the garments in confidence and branch out to people experiment with fashion.



Outfit 1



Reversible Dress

Outfit 2



Reversible Trousers

Final Garments

Size 16 (plus size) Garments





Outfit 1, Professional Photoshoot



Jilly Lane



lets play dress up