



Lauren Lansbury  
Fashion Design and Marketing (BA Hons)

Final Major Project  
2023



Lansbury

**about us...**

Lansbury is a fashion and lifestyle garden based brand – not only providing well made, considered clothing but providing a sense of community, belonging and connection within the work we do.

There is a stereotype of wearing old denim and wellington boots to allotment and garden in – and whilst that is fine, attitudes are changing. We want to feel and look good in more aspects of our lives, Lansbury designs for precisely this.

Fashion and function unite in an effortless wardrobe for gardeners that is experimental and innovative whilst having a timeless quality.

When it comes to inspiration – nature never fails you, nature is the core inspiration for everything we do, and we believe that interaction with our outdoor spaces is imperative to our physical and mental well-being.



**community...**

Research and real life experiences have proven how beneficial community gardens can be to people, communities and the environment. Lansbury are dedicated to contributing to community gardens by creating our own in various locations across the U.K.

We donate 5% of our yearly profits to Thrive - a gardening for health charity who support people with disabilities or ill health, vulnerable and isolated people.

Lansbury have a podcast which discusses many different topics, including; gardening and the fashion industry

Social media is important for Lansbury, not only for promoting the brand but as a home for our community

**longevity...**

At Lansbury we aim for sustainability, but we know we are not perfect, we are evolving and always trying new things, from developing new fabrics, to working with our recycling partners to turn old products into new

We believe in low impact-consumerism so we try our best to use responsible fabrics, whether that may be hemp, compostable or recycled material fabrics

Everything we do connects to nature and having a slower paced life. Encouraging everyone to spend time outdoors, away from screens, reconnecting with our senses

**CONCEPT**



**INTRODUCTION**

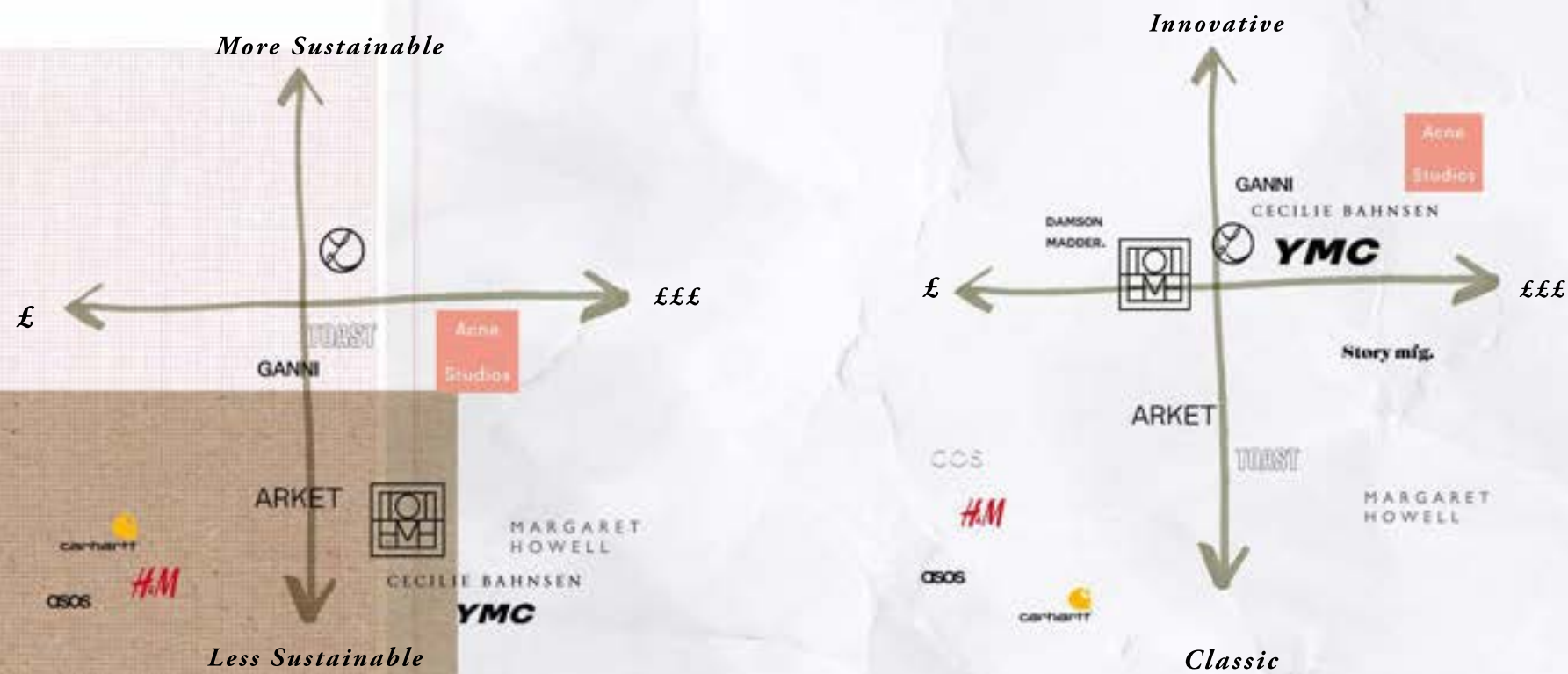
WE live in a mechanical world, and the greatest achievement of the modern age is that it cannot be said that there is a need of the human heart. There is some thing that arise from the mind and the something, that passeth up and presents its part in the business of Spring, and consummate charming, and the outlines trees in Winter. It is with the old enabling those who desire to have me a passing interest in Nature to satisfy long that this book has been written pages are the fruits of a life stud author now passes on.

George H

Inspired by the outdoors and spending time in green spaces - Lansbury explores community gardens and how important access to a green space is for our mental well being.

'for modern gardeners, by modern gardeners'

# MARKET LEVEL



Lansbury's competitors do not offer gardening clothing, however they all have similar aesthetics and have created clothing that is either inspired by gardening or just marketed using gardening aesthetics.



### STRENGTHS

- Staff are like minded and hold the same values as the brand
- Niche brand offering a brand new product
- Not just a fashion brand, it equally incorporates lifestyle
- Sense of community - through social media, workshops and store
- Serves an emerging market and new generation of gardeners

### OPPORTUNITIES

- There is a need for gardening specific clothing
- There is a gap in the market as there is no other brand like this
- More people are gardening post-pandemic, meaning the market has increased and the trend is growing
- Consumers interested in being a part of a community - this has increased after the pandemic
- Consumers attitudes shifting, willing to spend more on goods that have been crafted from high quality materials

### WEAKNESSES

- The market is small as it is a niche product
- Cost of living and economic crisis meaning there is less disposable income
- Gardeners may be less inclined to buy new clothing for gardening purposes
- New to market so the brand must gain trust
- Higher price point to other typical gardening wear
- All products made in the UK which incurs a higher price point - affordability may come into question

### THREATS

- Less disposable income due to economic crisis
- The highstreet is in decline - having a flagship store with overheads could be a danger
- Increasing costs of raw materials, electricity and general overheads
- Niche product means there is a small market size, limiting economic growth

# CUSTOMER

## Flower picking



Female aged between 25-40.  
Works in the design industry  
Circular minded and seeks Sustainable, transparent brands  
Dreams of moving out of the City one day to have her own garden.  
Grows flowers and vegetables on her balcony.

Attends a local Community garden  
Loves to cook and experiment with different foods  
Her weekends are spent spending time with friends, trying new bars and restaurants  
Dream holiday destination is the Lake District

## Loves to relax outdoors



Bloody Mary - her favorite cocktail



Visits community gardens



Holly

Graphic Development



Graphic Pack



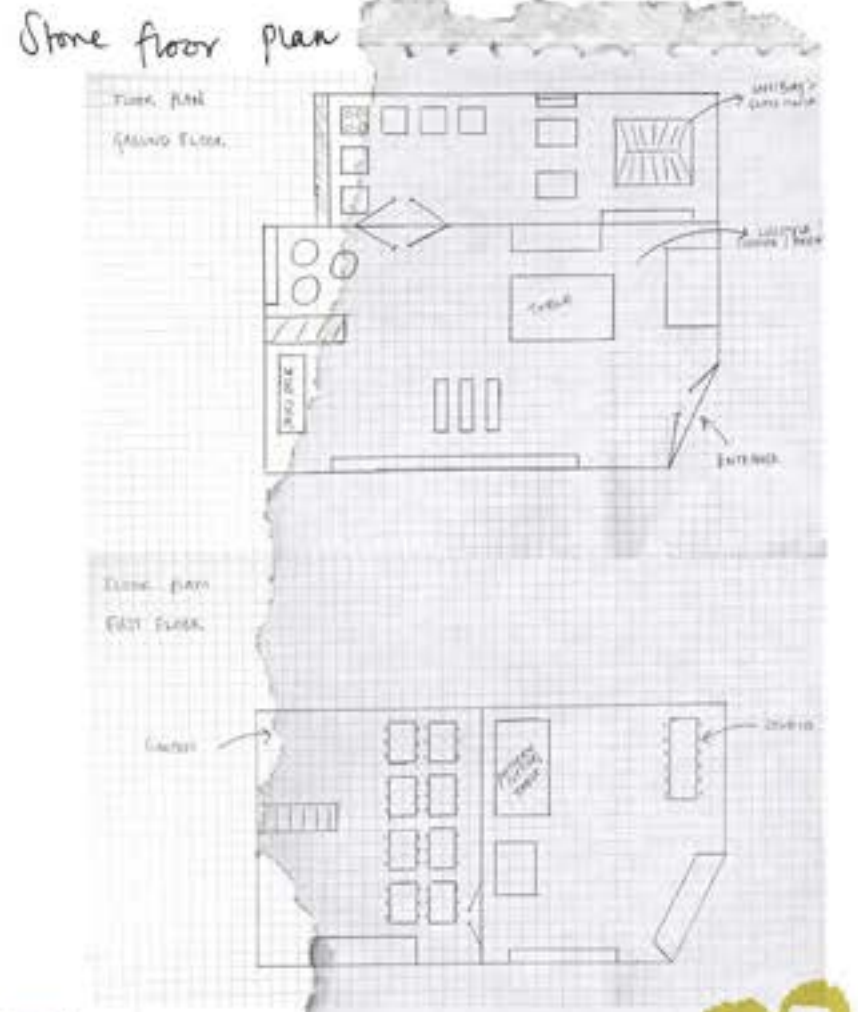
### BRANDING



The circle in the logo represents unity and connecting with nature

Including our handwriting which is personal to us.

### STORE



Our flagship is located in Central Brighton, in a street with lots of sunlight throughout the day. Although our store is small, we love the intimate and relaxed feeling that embodies everything Lansbury stands for - where customers feel welcome and a part of our growing community.



Lansbury Lunccheon - based inside the Lansbury store. Using our in-house-grown vegetables and working with local growers and artisans to provide local, fresh produce.



## BUYING PROCESS

### IN-STORE

① After seeing on Instagram that there was an event that weekend with local restaurant that she loves, she decides to pop into the store

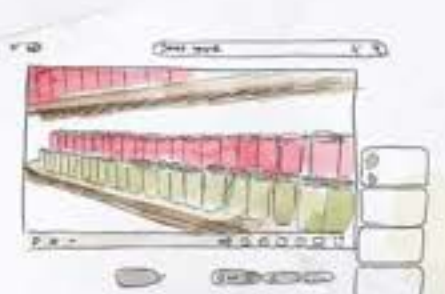
② She is reminded of the event on the weekend from the event flyer on the counter, she signs herself and a friend up

⑤ Hollies purchase is dealt with by the store assistant. It is wrapped in branded compostable tissue and put in a recyclable bag. The bags handles are made to be reused as garden twine or as a plant line. A postcard and branded s ticker are put in the back along with a receipt, inside an envelope which contains seeds



③ Hollie browses the new collection and the lifestyle section of the store - she loves that the store doesn't just focus on clothing and fashion

④ Although Hollie isn't a brilliant gardener - she is keen and has a small yard in which she grows in pots. She notices a book on container gardening which she holds onto whilst browsing the gardening dresses



### ONLINE

① Micaela comes across Lansbury's Instagram and scrolls through. She is a keen gardener and has a generous sized garden in which she has raised beds as well as an Alitex greenhouse



⑦ She shares her new purchase on her Instagram, tagging the Lansbury profile and hashtagging



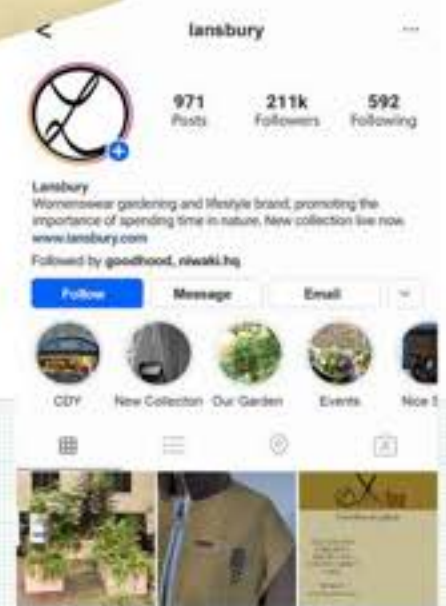
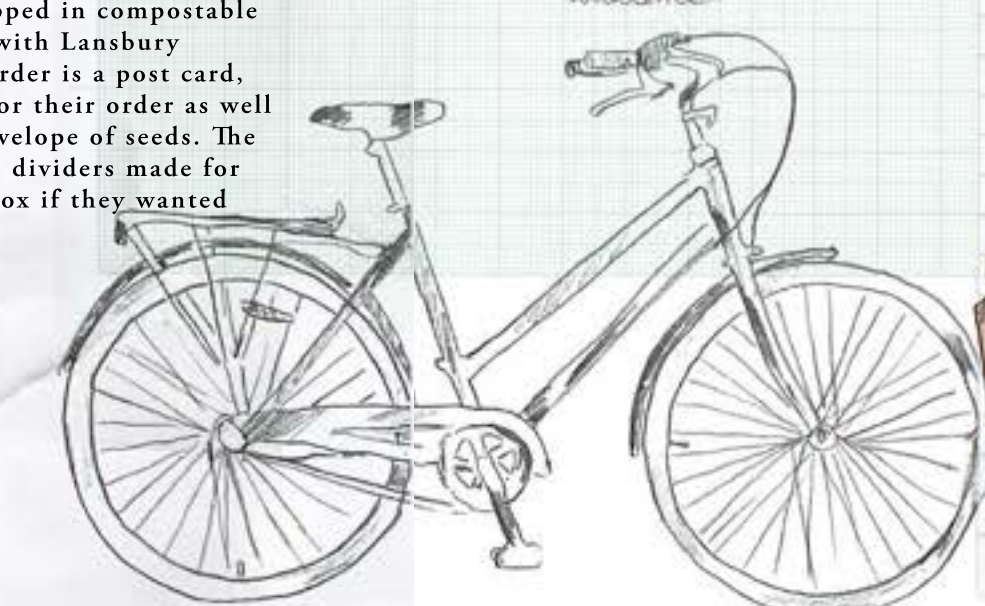
⑥ She is really pleased with her purchase and the innovative packaging and the whole experience of opening. She especially loved the seeds and will sow them in the spring

② She follows the link to the website and looks through the Lansbury blog and watches some videos from the brand, including the store tour and recent event with Hunter

③ She makes a purchase of the dress, boot socks and the multi-use bag. She has qualified for the mini Lansbury book

④ Her order arrives 3 days later in a compostable cardboard box branded with the Lansbury logo

⑤ Inside, her order is wrapped in compostable tissue paper and sealed with Lansbury sticker. Along with the order is a post card, thanking the customer for their order as well as a receipt inside an envelope of seeds. The box is lined with pop up dividers made for customers to reuse the box if they wanted



Our Instagram is our main social media platform



Although we have a physical store in Brighton, we do a lot of our trading online via our website - this is our main way in front of our customers

To build relationships with our customers and create brand awareness, we host workshops and events to be face-to-face with our audience



## ROUTE TO MARKET



Our bi-annual publication which we release as a look-book, with other things in such as recipes and other photography



Our store has a relaxed feel with homely, comforting characteristics.





Taking colour inspiration from photography

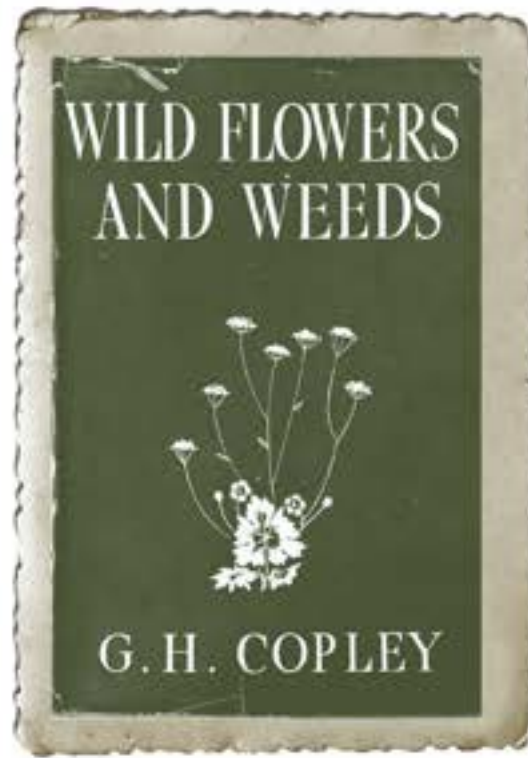
- Blairie
- Cosmos
- Hyacinth
- Rowli
- Fern



Although Lansbury use a lot of earthy colours - we wanted to add a playful twist, inspired by the colours we see in Spring



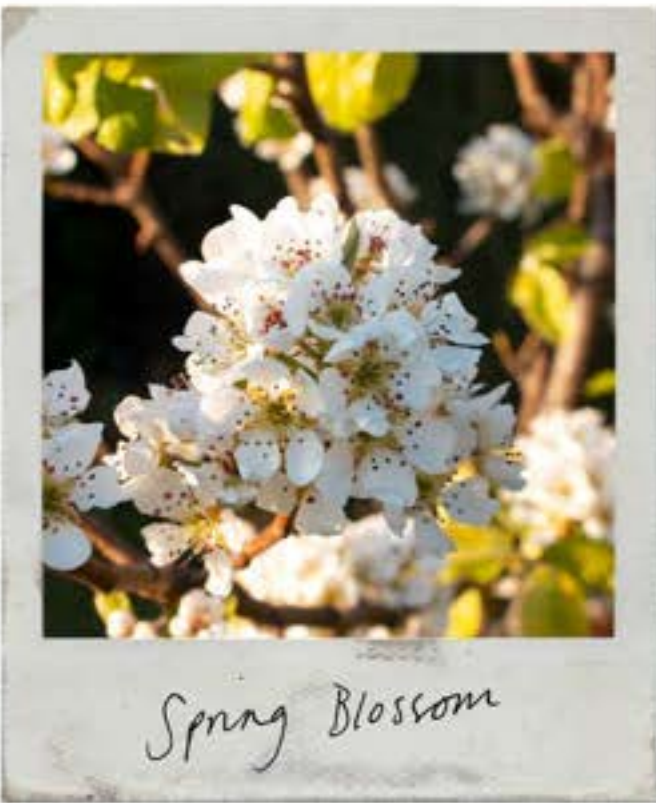
Fresh flowers



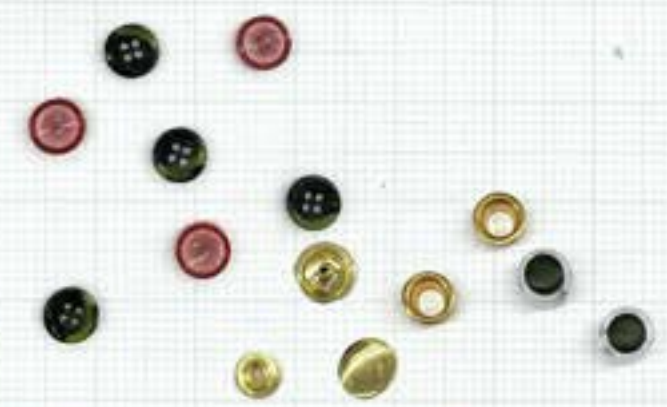
Vintage books inspiration Colour palette



FABRIC



Spring Blossom



These fabrics have been chosen for their durability and longevity, as well as comfort. We wanted to ensure the fabrics are functional and practical as well as visually pleasing

- Denim
- Waxed Cotton
- Trill
- Recycled Cotton
- Canvas
- Wool
- Baby Cord



Recycled plastic + wool blend Mohair Wool heavyweight Thread

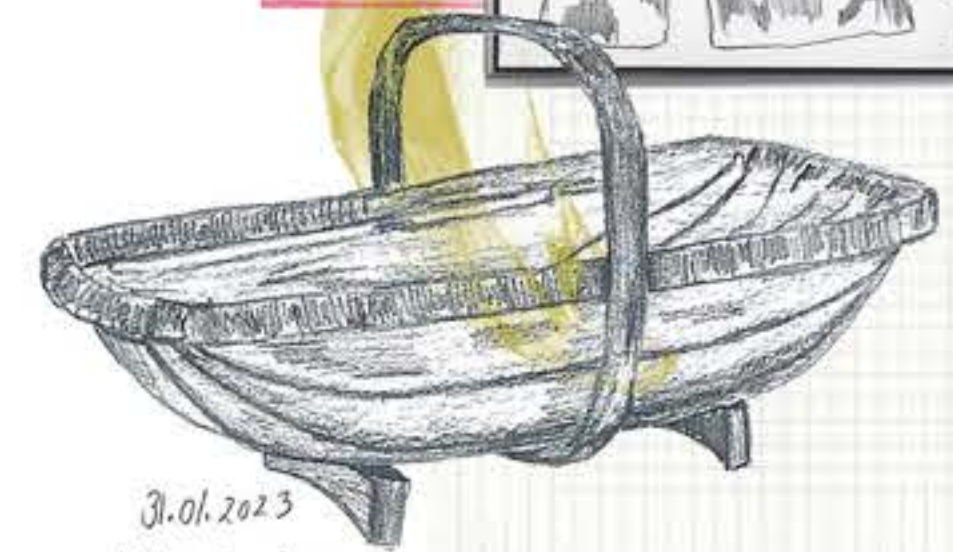


COMMON or ANNUAL SOW-THISTLE Sonchus oleraceus (L.)

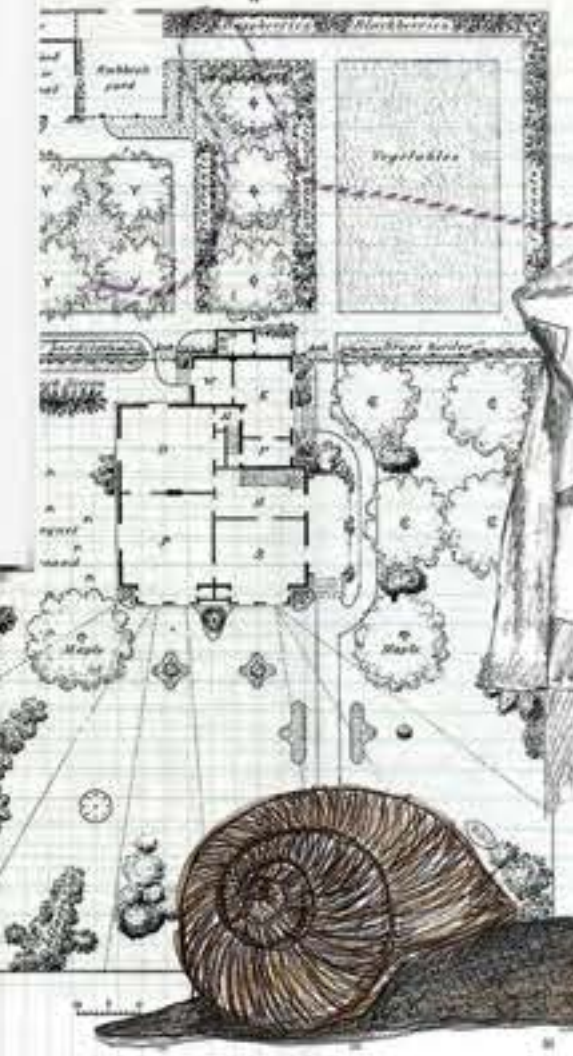
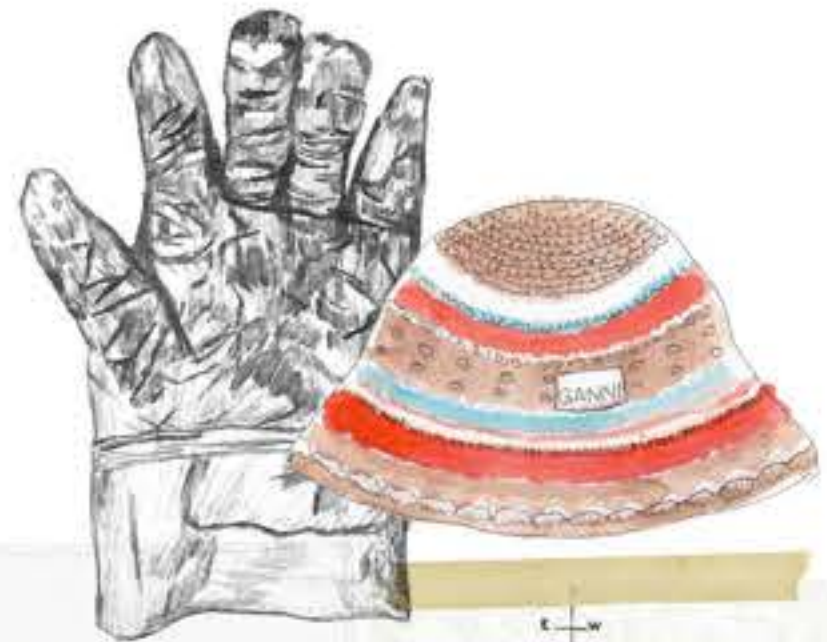
RESEARCH



taking lots of influence from vintage photographs



31.01.2023  
Vintage trug



Final Development



Game Vest 02.01.23



Vintage research Carhartt



DESIGN DEVELOPMENT

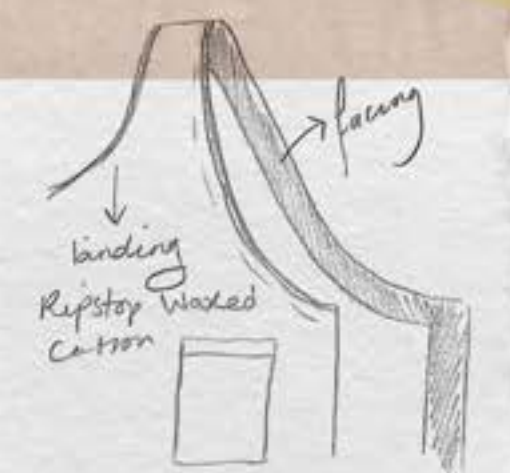


REMOVE THE POCKET HERE!

DO NOT SWAP THE COLLAR WITH THE APRON

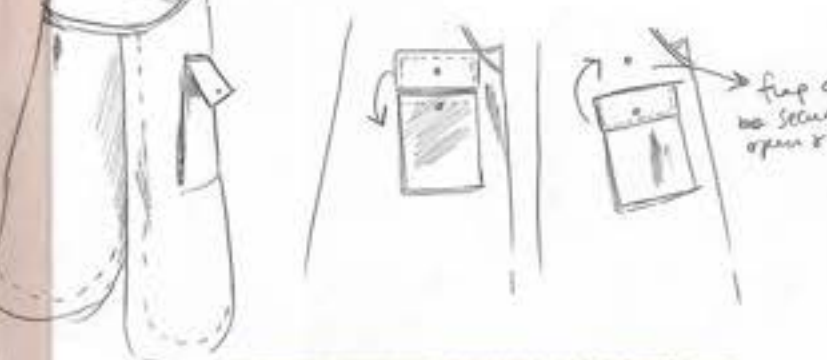
DO NOT SWAP THE COLLAR WITH THE APRON

1st Shape



Getting the silhouette right

deciding on pocket locations



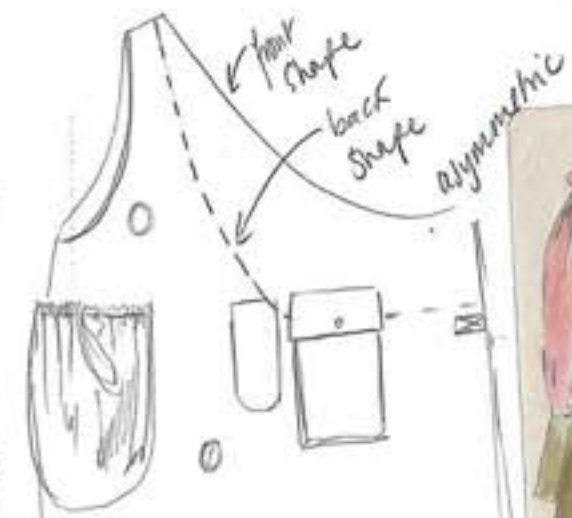
flap can be secured open & shut

trying facing in the apron



Sewing leather for the jacquard pocket

What I'd like the final look to look like



produce pocket developing the size & shape



testing threads



Testing pocket flap depth

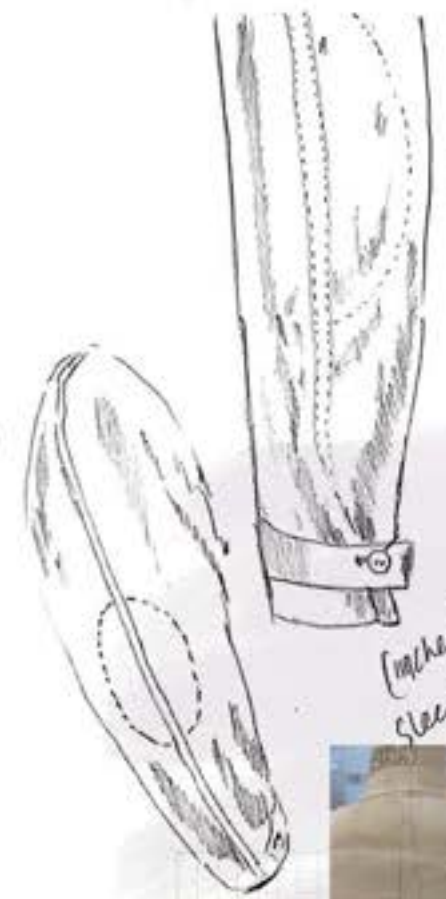


testing out eyelets!





### DESIGN DEVELOPMENT



Decided to change the gathers to a curve

Runt fell jeans for longevity

Testing actual fabric



Finished toile



COATS EPIC 03173

COATS EPIC 05744

TOP ST



[MODERN] APPROPRIATE



Choosing buttons



Collaring to inform silhouette



Side View of the toile



Curved + gathered yoke



# DESIGN DEVELOPMENT

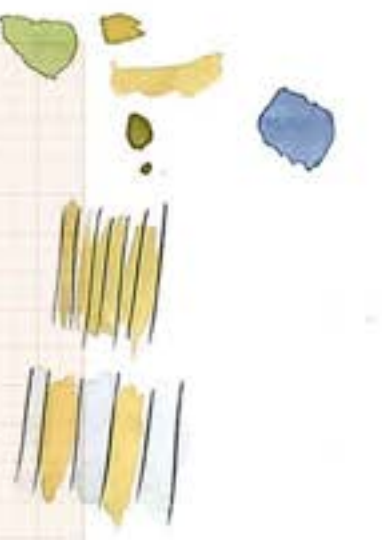
look one  
- silky smooth  
- lined with soft  
- wool

Seams + Thread Sampling



originally I was going to make a hood / neck warmer but decided a scarf would be better

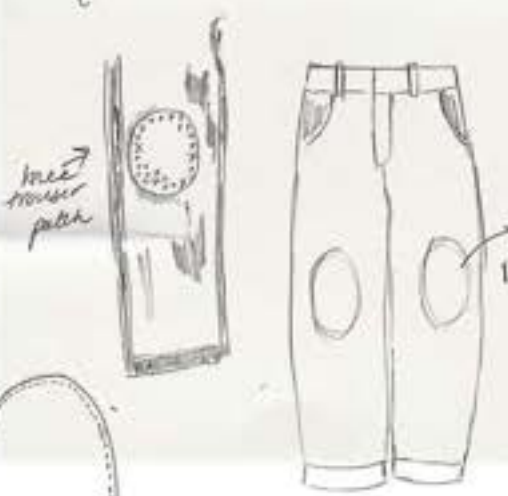
Plated Rb 2x2



Sampling different colour variations



Bellows pockets  
love this silhouette



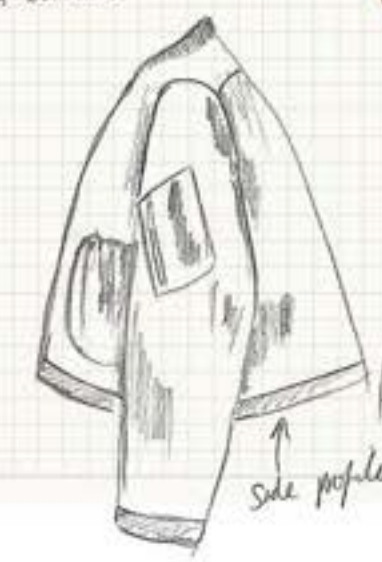
7 different fabric used



Reinforced knees



Big rounded bellows pockets



Side profile



pale blue + green / yellow yarn



Hand knitting with 2mm needles



# DESIGN DEVELOPMENT



see on  
-baguette

shoes  
-sof



big pockets on the front



Initial Design Development  
Overalls



Looking at vintage overalls with their hardware and seam details



Researching pocket shapes and styles.



Look four → Vintage Research



Initial Design Development  
Bomber Jacket



→ Rounded Sleeves



light denim



55's 1970's



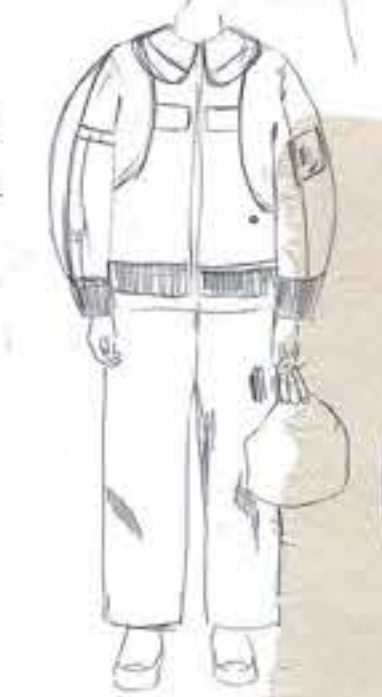
looking at pockets on here's

Look Four

- Bomber Jacket
- Denim Jeans

STYLED

- Converse
- Watering Can



Look four  
Bomber Jacket development

shoes  
-sof



### DESIGN DEVELOPMENT



trouser  
silhouette  
from the side



→ final colour



final  
look  
look 6



using collage  
to find a  
silhouette



BAG DEVELOPMENT



Paper development



→ Anya Hindmarsh bag



PROMOTION DEVELOPMENT



Final gingham fabric

→ Bucket hat shape development



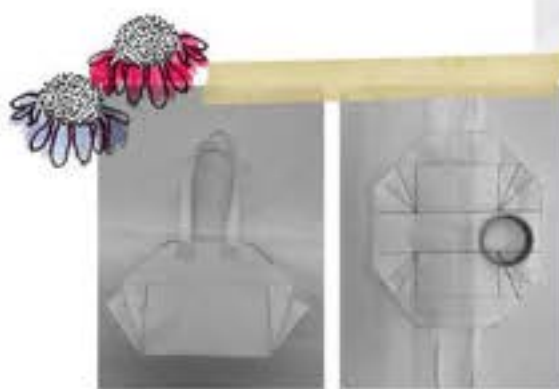
Hand knitted socks



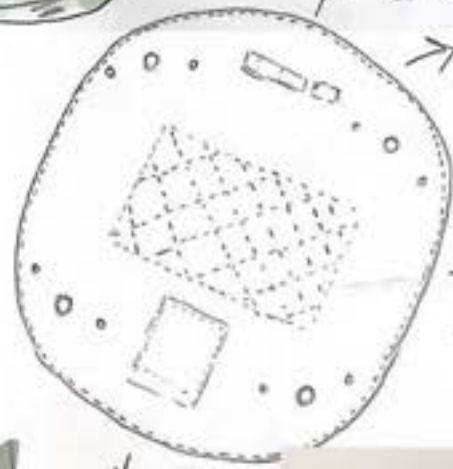
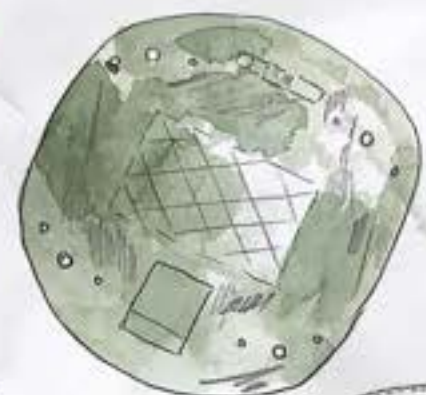
→ finished bag



→ Rosettes inspired by prized veg!



1/2 SCALE BAG MADE FROM PAPER TO DEVELOP THE INITIAL SHAPE



SILK LEATHER

→ RIPSTOP INNER FABRIC

→ QUILTED BOTTOM PANEL

Sampling rivets + stitching

POCKET



Final bag



INSPO.



PHOTOGRAPHY DEVELOPMENT



Throughout the year I have developed my photography skills by doing test shoots. I have experimented with different cameras, techniques and styles.



Culpeper Community Garden London



Looking up



Having a focus on beautiful lighting



Macro Shots

Location Recce Belsay Hall, Northumberland



Textures - into  
 2 maps - into  
 more composition  
 Development -  
 Details - of hands



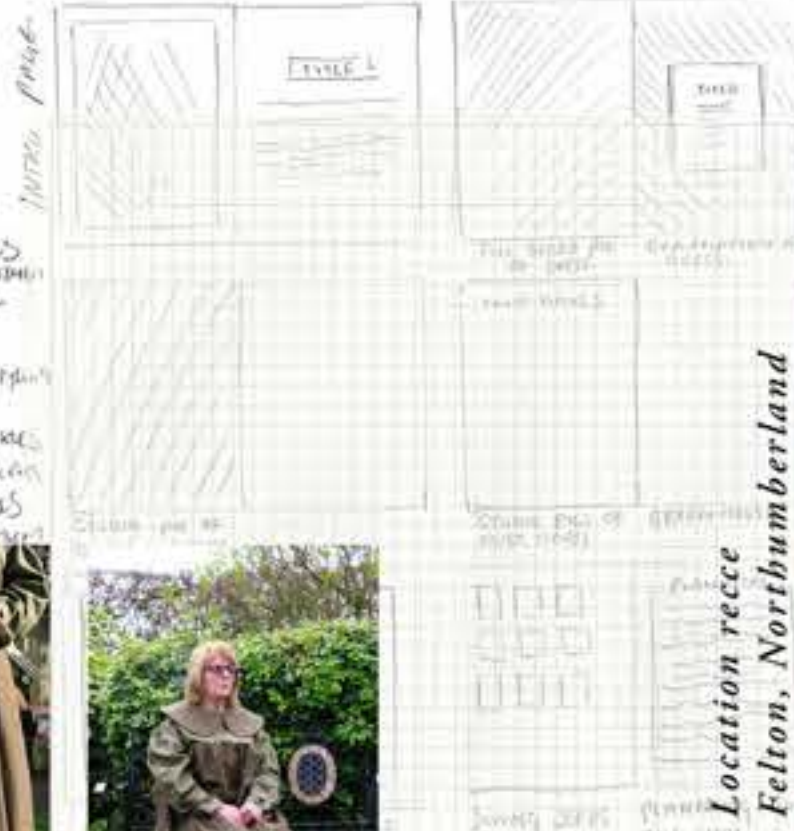
to add:

PUBLICATION

Market stalls



going for a lifestyle  
 So potpourri, winter, (serenity)  
 THIS IS THE SPRING EDITION



Location recce Felton, Northumberland



Discovering my final location at Felton. A listed greenhouse which was renovated in 2015 by Historic Northumberland.

# PROMOTION

Postcards that will come with orders

We use Instagram as our main platform. But we also use TIKTOK, Facebook + Youtube too

Workshops and events hosted by

## COOKING CLASS

An evening with Steve Edwards, owner of Eviv. Exploring new and innovative ways to use our vegetables and produce that we grow...

15.06.2023  
Lansbury Store  
102 Gloucester Rd,  
Brighton,  
BN1 4AP

1pm - 5pm  
Tickets £10  
Available at  
www.lansbury.com/cooking

1pm - doors open and welcome drinks  
2pm - first class and tasting  
3pm - Q&A with Steve and his team, and complimentary cocktail  
4pm - second class  
5pm - end of event

Gardening playlist!

# PHYSICAL EVIDENCE

**Launch Event**

The Lansbury launch event will be held at the flagship store in Brighton and will take place in the early summer months, with most gardeners being busy and fulfilled during this season.

The event will host 100 guests including local influencers and designers and aims to begin building a community and raise awareness of the Lansbury brand. Press will be invited to the launch party as well as magazine editors, including lifestyle magazines, Kinfolk and Cereal but also more well-known gardening magazines like BBC Gardeners World, Homes and Garden and Country Living

Each guest will receive a small goody bag which will include a pair of our hand-crafted knitted socks, a pack of seeds and a small jar of our in-house pickled vegetables. To accompany this, they will receive a set of post cards thanking them, and with more information about the brand, politely asking them to support us by sharing on their platforms. The gift bag will be reusable and made from fabric waste.

Pop-up Store Selfridges

Seeds that will come with orders

Branded planters

Waste fabric Swing tags with seed paper



PHOTOGRAPHY



*Location: Felton, Northumberland  
Model: Mhairi Andrews*

*April 2023*

*Weather: overcast with sunny spells,  
highs of 11 degrees*

*The daffodils are blooming and the  
fritillaria is beginning to pop*







PHOTOGRAPHY



RANGE PLAN



LINE UP



# TECH PACKS

**LANSBURY**

EXTERNAL	SEASON 2023/24	COLLECTION NAME LINE NORMAL WASH WOOLWOOL	ISSUE 01_01_2023
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DESIGNER LAUREN LANSBURY

**FABRIC AND TRIMS**

DESIGN REFERENCE	BY NAME
PICTURE SAMPLE SIZE	BY NAME
BLOCK	BY NAME
CM LENGTH	BY NAME
FABRIC	BY NAME
COLLAR	BY NAME
PLAIS	BY NAME
POCKET	BY NAME
POCKET FLAP	BY NAME
POCKET WALL	BY NAME
POCKET LINING	BY NAME
POCKET TOP	BY NAME
POCKET BOTTOM	BY NAME
POCKET SIDE	BY NAME
POCKET BACK	BY NAME
POCKET FRONT	BY NAME
POCKET INTERIOR	BY NAME
POCKET EXTERIOR	BY NAME

FABRIC (MAIN)	COLOR	USE
WASHED COTTON	BLANK	MAIN BODY & POCKETS
WASHED COTTON	BLANK	FACING
WASHED COTTON	BLANK	TRIMMING
WASHED COTTON	BLANK	POCKET
WASHED COTTON	BLANK	POCKET FLAP
WASHED COTTON	BLANK	POCKET WALL
WASHED COTTON	BLANK	POCKET LINING
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WASHED COTTON	BLANK	POCKET BACK
WASHED COTTON	BLANK	POCKET FRONT
WASHED COTTON	BLANK	POCKET INTERIOR
WASHED COTTON	BLANK	POCKET EXTERIOR

**INTERNAL**

**COLLAR INTERNAL AND EXTERNAL**

**LANSBURY**

EXTERNAL	SEASON 2023/24	COLLECTION NAME LINE NORMAL WASH WOOLWOOL	ISSUE 01_01_2023
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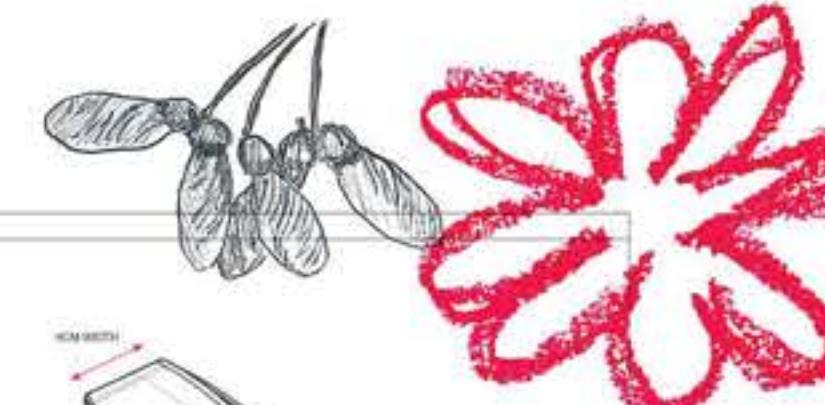
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WASHED COTTON	BLANK	POCKET INTERIOR
WASHED COTTON	BLANK	POCKET EXTERIOR

**DETAIL: FACING**



**DETAIL: POCKETS**

SIDE SEAM POCKET

**DETAIL: SLEEVES**

**DETAIL: GATHERED POCKET**

**DETAIL: BELLOWS POCKET**

NORTHERN

SOLE

size?



MADE in UK

# CONCEPT

## THE TWISTED WHEEL CLUB

71 CORONATION STREET, BLACKPOOL

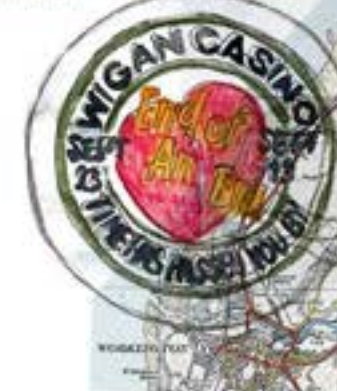


Dancing in Blackpool is a social activity for the TEENS AND TWENTIES

Every Evening

MEMBERSHIP PER ANNUM available at the Cash Desk from 10 a.m. to 10 p.m.

DON'T HESITATE — JOIN NOW!



## NORTHERN SOLE



The term 'Northern Soul' was first used in 1970 by Dave Kustin, a journalist at the niche market magazine *Blues & Soul*, providing comment that blended musical knowledge with social awareness of the roots of black American music.



size?

★ IMPORTED SOUL MUSIC INJECTED INDUSTRIAL TOWNS WITH A NEW SPIRIT, WORKING CLASS YOUTHS FILLED LOCAL MENS WORKING CLUBS AND DANCE HALLS, WHERE THEY WOULD DANCE ALL NIGHT LONG.

SIZE? AND NEW BALANCE COME TOGETHER TO COLLABORATE ON A MENSWEAR COLLECTION 'KEEP THE FAITH' CELEBRATING THE NORTH OF ENGLAND, WHICH IS HOME TO THE NEW BALANCE FACTORY AND THE BIRTH PLACE OF THE NORTHERN SOUL MOVEMENT

# CUSTOMER

I love to be outdoors, hiking and walking



TAKES HIS FILM CAMERA EVERYWHERE WITH HIM



## Josh

MALE  
AGED 26  
LIVING IN MANCHESTER WITH TWO FRIENDS  
WORKING AS A GRAPHIC DESIGNER

FAVOURITE BRANDS: NEW BALANCE, AIME LEON DORE, CARHARTT, FRED PERRY, PATAGONIA, STUSSY

SPENDS TIME ON THE WEEKEND OUT WITH FRIENDS, HIKING AND SHOPPING

WHEN SHOPPING FOR NEW ITEMS SUSTAINABILITY IS A KEY INFLUENCE IN HIS BUYING JOURNEY, HE LOOKS SPECIFICALLY FOR PRODUCTS MADE IN THE UK

HE IS PASSIONATE ABOUT THE COMMUNITY HE LIVES IN AND VOLUNTEERS HIS TIME AT LOCAL FOOD BANKS AND CHARITIES



FABRIC AND COLOUR



strong inspiration from clothing typical of the era



Colour Story  
 (disorder)  
 LOOKING FOR BLUE  
 YOU'RE READY NOW  
 SOUL TIME  
 TAINTED LOVE  
 DANCE DANCE DANCE



Denim Shirting  
 Towelling



Chino  
 Knit  
 Corduroy  
 Nylon



PROMOTION



Event posters. Events include talks in store, tours of the Flimby factory and workshops.



Promotional limited edition badges to go along side the collection, inspired by Northern Soul patches



Limited Edition sneaker to celebrate the Northern Sole collection inspired by brogues.



SHOES WILL COME IN LIMITED EDITION SHOE BOXES WHICH ARE ALSO AVAILABLE TO BUY SEPERATELY. AS WELL AS THIS, LIMITED EDITION TOTE BAGS WILL BE AVAILABLE...



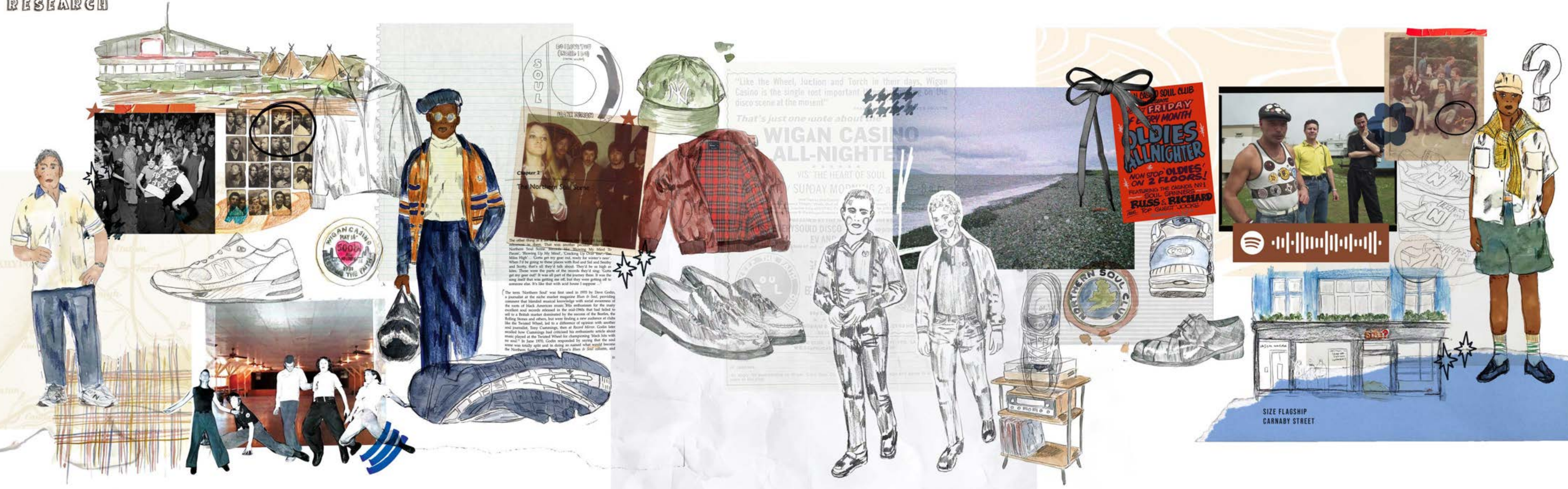
Event poster in situ at the See? Carnaby Street store.



adidas



RESEARCH



"Like the Wheel, Junction and Torch in their days, Wigan Casino is the single most important venue on the disco scene at the moment!"

That's just one route about

WIGAN CASINO ALL-NIGHTER

VIS THE HEART OF SOUL SUNDAY MORNING 2-4

OLDIES ALLNIGHTER

FRIDAY EVERY MONTH

NON STOP OLDIES ON 2 FLOORS!

FEATURING THE DISCO NO 1 SOUL GRINNERS

RUSS & RICHARD THE TOP GUEST JOCKEY

SIZE FLAGSHIP CARNABY STREET

The term 'Northern Soul' was first used in 1970 by Dave Godin, a journalist at the niche market magazine *Blues & Soul*, providing comment that blended musical knowledge with social awareness of the roots of black American music. His enthusiasm for the many excellent soul records released in the mid-1960s that had failed to sell to a British market dominated by the success of the Beatles, the Rolling Stones and others, but were finding a new audience at clubs like the Twisted Wheel, led to a difference of opinion with another soul journalist, Tony Cummings, then at *Race & Mirror*. Godin later recalled how Cummings had criticised his enthusiastic article about music played at the Twisted Wheel for championing 'black hits with no soul.' In June 1970, Godin responded by stating that the soul scene was totally split and he was in favour of what would become the Northern Soul scene. (Godin's *Blues & Soul* column, and



DESIGN DEVELOPMENT



A LIMITED EDITION RANGE OF NORTHERN SOUL INSPIRED BADGES WILL ACCOMPANY THE COLLECTION WHICH CAN BE WORN TO CUSTOMISE CLOTHING AS WELL AS FOOTWEAR

vintage bomber jacket

MADE IN UK  
NORTHERN  
SOLE



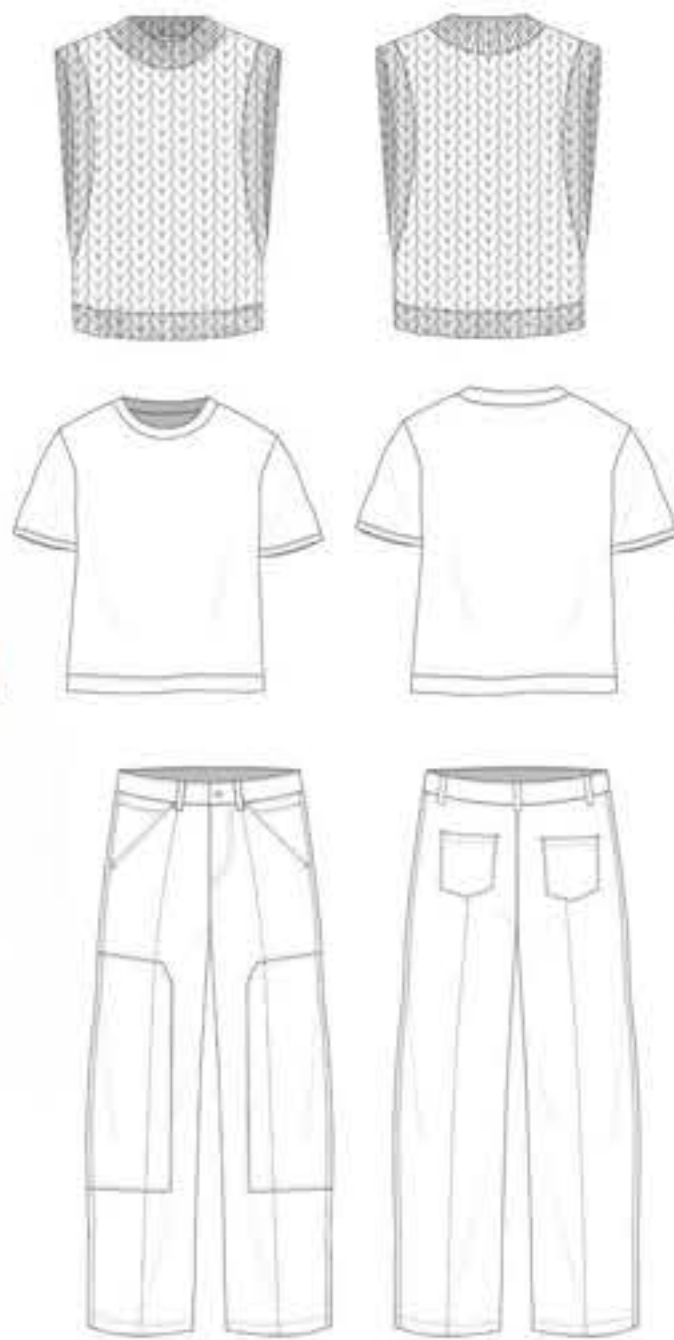
RANGE PLAN



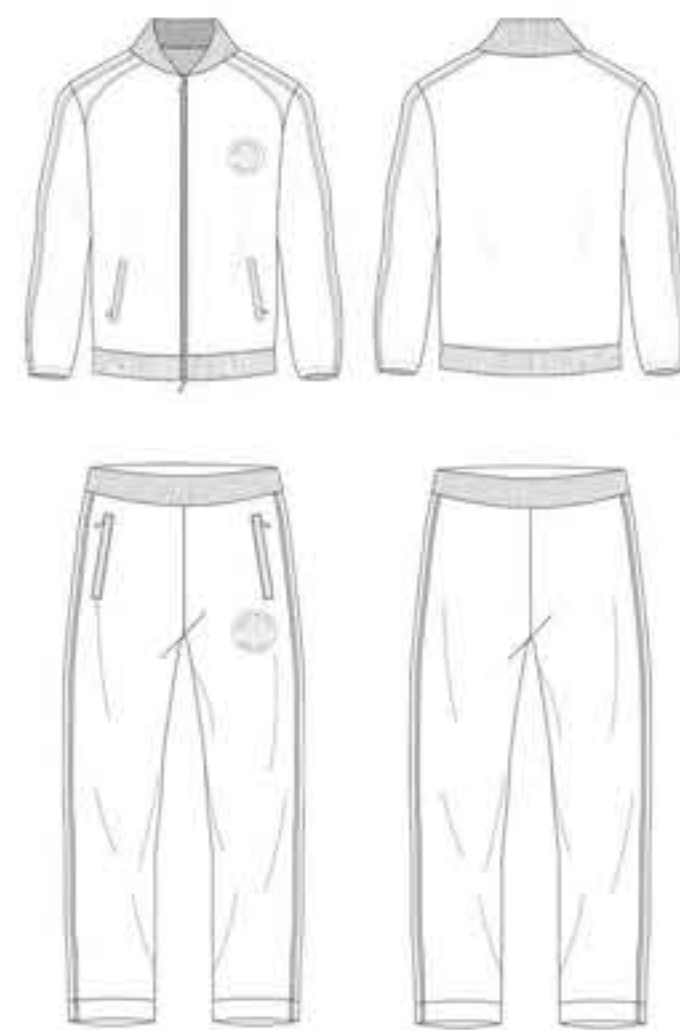
LOOK ONE



LOOK TWO



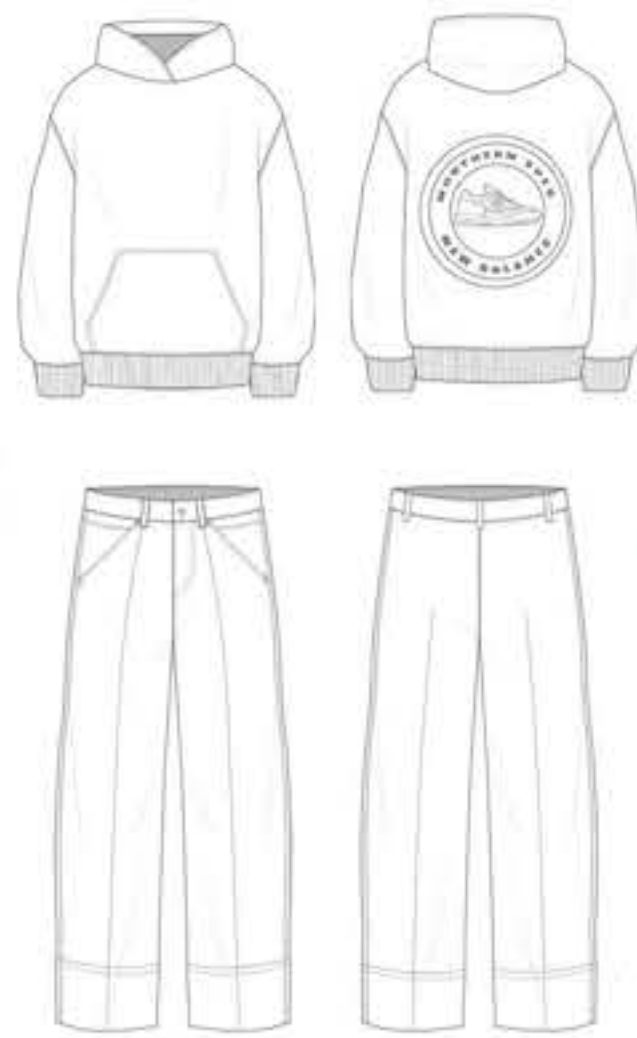
LOOK THREE



LOOK FOUR



LOOK FIVE



LOOK SIX

LINE UP

