



19/06

The  
*Rose*  
Collection

BY FRAHM FETHERSTON



# Brand Briefing



Rose

FRAHM FETHERSTON

*"A collection for all generations. Deep in its past, resilient in its present and strong in its future."*

*The Aran Islands are located just off Galway and Doonin. A true Irish experience awaits me. Local women that show me the history, passion and love there is behind a simple knot and the simple act of knitting. Locals speak Irish as well as English in a setting of Celtic churches of historical significance including World Heritage site Dun Aonghusa which is set on dramatic 300 ft cliff edge. It is this magical place in the midst of the wild Atlantic that inspired my final collection. An ocean that sank many Irish men and families, sometimes only identified by two simple things, a family knot and the wool.*

*A collection that also shows how values such as love, passion, resilience, strength and family come together to define a simple but yet unique collection.*

*But let's go back to the beginning, shall we?*

*— How it all began —*

*I needed my collection to have meaning, to inspire, to convey not only my passion for what I do but my love for life and everything and everyone that makes it special. My mother, Rose Fetherston, is Irish. Ireland has always been a special place in our hearts for myself and my siblings as it is where we have most of our extended family and has been, ever since we were born, our first go-to destination for any special occasion or celebration. Ireland soon became this magic place for all of us, especially at Christmas and in Summer time. A place which, on cold December days, would suddenly and unexpectedly make you (at least me) believe in Santa again, while filling our cups up with endless drops of hot tea on our regular visits to Granny Rose. A place where, on warmer Summer days, we would just hop on a horse any time and ride until sunset or just play hours on end with our cousins, uncles, aunts and granny fies, Granny! Granny Rose! You see no matter when, why or how... For my family and me, Ireland is always a good idea. So, I believe it is no surprise that "Ireland" was what I first thought about when looking for true divine inspiration. And right there, while speaking with friends and family, the*

*Aran Islands came up. It was already on the next day that I started working on the idea. Nothing, though, absolutely none of the aforementioned would have been the same if it were not for the most important people in my life, who have never ceased to amaze and inspire me. My mother, who has shown me the true meaning of power by overcoming her own, but twice a battle that has been lost by many, including two very close family members: The battle of cancer. And, of course, my father, who has shown and continues to show me the power of resilience and perseverance. It is he who many times has held all of us together and has been there for us all, through thick and thin.*

*— "Rose" Collection —*

*So, I hope now that, by having brought you back in time a little, it has helped you understand the 4 pillars that have helped me to further define this collection of mine, Rose.*

*It is through these four main pillars that "Rose" collection holds its main focus on two important features, which are significant to the Aran Islands and of course meaningful to the essence of this collection: The knot and its wool were two features in the clothing worn by ancient fishermen in Ireland, which were not only aimed at keeping them warm but for identification purposes. You see, every Celtic family traditionally had its very own particular "knot" and "knit". Features which were used to identify the unlikely who died against the strengths of the Atlantic. This brought about my curiosity and followed a more inner and in-depth investigation of my family roots on my mother's side. And what I found, just gave "Rose" collection even more sense! Our granny Rose (yes, the Granny Rose) her full maiden name is Rosaleen Byrne, from the Byrne family—the Byrne clan in Ireland who, as it turns out, had their own family Knot—crest, which is currently on display in the Aran Museum. As you will see, Rose collection portrays all of this through recreating the traditional Celtic knit and knit technique. Its purpose is the creation and recreation of our ancestor's knot—crest, which is later used through a wide range of well-fitted clothing as well as a series of oversized hand-knit garments. The look created called "The Perisher" is one clear example of what Rose collection is all about.*

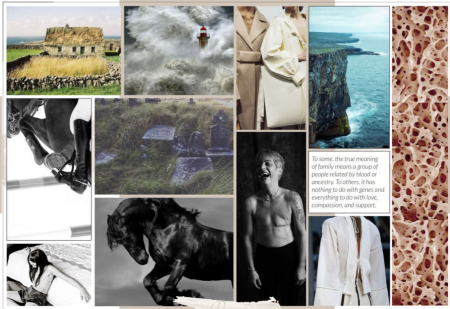
*I believe my collection "Rose" has successfully lived up to what I expected it to become. A look back into the past in order to understand the present and love for the future we have ahead of us. Who thought this could be achieved in one sole collection! Welcome to the heart of Celts, welcome to the Aran Islands. The Islands of Sainns and Scholars. The Islands of remembrance, bravery, resilience. The Islands where my present, past and future meet. A warm welcome into Rose Collection.*

*Enjoy the look!*



FRAHM FETHERSTON

# Death



MOODBOARD

Rose  
FRAHM FETHERSTON



ILLUSTRATIONS

Rose  
FRAHM FETHERSTON

## VISUAL INSPIRATION



Love

*"The world changes from year to year, our lives from day to day, but the love and memory of you, shall never pass away."*





# The Lighthouse



## Links:

Movie: *The lighthouse* - <https://youtu.be/Hyag7R8CDA>  
Descriptive Adjectives: ( roughness, colour, texture, silence, esthetics.

- Movie: *the lighthouse*- <https://youtu.be/LVminQGGjWo>  
Descriptive Adjectives: sequence of mermaid to explain how people maybe react to something different out of their routine.

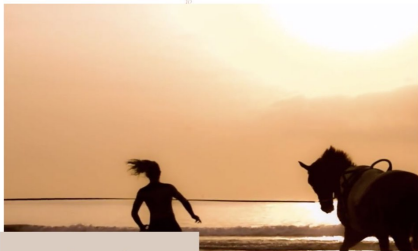


# 8 femmes



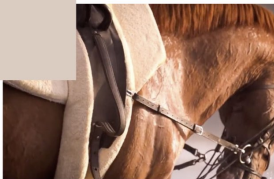
## Links:

Movie: *8 femmes* - <https://youtu.be/CAtaQXsac2Ew>  
Descriptive adjectives: represents different status, personalities through the clothes they wear.



Raphael Macek

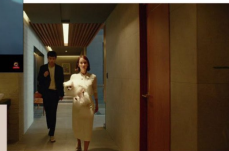
Photographer



Links:

Surfing waves - <https://youtu.be/MF1o3e3SLQ>

Description: represents empowerment, like the colors and can maybe represent the power of overcoming difficult situations



Parasytes



Links:

Movie parasytes: (see 54) <https://youtu.be/D1ucvstGJlo>

Description: Difference society makes with rich and poor brought to the concept society makes between the sick and healthy, people with illnesses. Use same way of projecting



## Synopsis

### THE POWER OF DEATH, LOVE, FAMILY AND EMPOWERMENT

*Based on the four pillars and values that my mother represents and has always encouraged us to stand by. The objective of this collection is to represent through its fashion film these 4 values that represent my collection and which are based in every knot and tie in the tricot jumpers.*

*Rose fashion film is based on 4 main characters which represent Love (Caritate) Family (Genus), Empowerment (Pesse) and Death (Mors). Each one representing the way these values and feelings, Rose feels, worries and thinks while she travels through her illness trying to constantly cheat and defeat death.*

*The characters represent not only Rose's feelings but also the moments she went through while she tries to gain time with her family and loved ones.*

*Bravery and beauty was and is what defines her and has always defined her throughout her whole process, not shedding a single tear.*

*"You give me strength she said to me" while I sang Butterfly fly away.*

# Empowerment



*“You give  
me strength”*  
*- See you in our paradise -*

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BUTTERFLY FLY AWAY



FRAHM FETHERSTON

*Family*

FRAHM FETHERSTON



————— *Storyboard*



SCENE 1 - Exterior House



First scene, entrance of a house

SCENE 2 - Detail



Gate opens, travelling up the avenue

SCENE 2 - Exterior



On the balcony, someone a woman is standing outside her name is Empowerment

SCENE 3 - Interior



Sitting room, 2 women are sitting on side a window is open,

SCENE 4



Someone is arriving. She's wearing heavy yarn garments. Her name is DEATH.

SCENE 5



Death enters the room and joins the other women

SCENE 6



Detail of when she enters

SCENE 8



On the table there are tea cups, a coffee pot and milk. One of the women is talking to her name is Empowerment

SCENE 9



Detail shot of the woman sitting in the corner, she's melancholic, her name is Love.

SCENE 10



Someone is serving herself a cup of coffee

SCENE 11



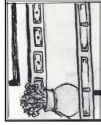
Detail of Death with coffee in her hand, she starts talking

SCENE 12



Empowerment is listening to Death and she gets furious

SCENE 13



They're all looking at the desk on the side of the room. There is a bunch of pink roses

SCENE 14



Empowerment, furious, challenges death; they start arguing

SCENE 15



Death steps backwards and the vast tumbles

SCENE 16



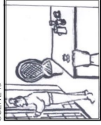
Emily enters the dialogue and tries to set peace

SCENE 18



She looks towards Death and Empowerment steps back

SCENE 19



Love with all her sadness realises towards the window and shuts it. It has begun to rain

SCENE 7



The women gather around a table, they show each other. The balcony enters the room and sits.

SCENE 17



Love, previous looking at the ground decides to stand up.

SCENE 20



In tears Love falls on the ground, there us heavy rain falling. Family decides to help her up.

SCENE 23



The three women walk towards the case and look at it on the ground

SCENE 201



The scene changes and the clouds vanish. The women take off their heavy garments

SCENE 231



She looks down at the floor, something on the floor shines

SCENE 26



She remembers the chain her mum wore was a key and had a heart on it.

SCENE 21



Empowerment joins them and they smile at each other

SCENE 24



Love has been left and she smiles. She remembers when she was younger with her mum

SCENE 27



Empowerment looks at the drink and sees that one of the keyholes has a heart above it.

SCENE 22



Death, feels as if she doesn't fit. She is surrounded by a pile of flowers talk on the ground and shatters.

SCENE 25



Scene of her mother. By the window she's trying to get the chain

SCENE 28



The three of them decide to open the drawer. There is an envelope with Hospital on it.

SCENE 31



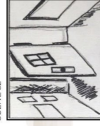
Detail shot of Death looking at the camera and breaking with the 4th wall

SCENE 30



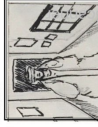
Death walks back and looks at the three of them.

SCENE 32



Death walks out of the house

SCENE 31



Death is leaving. She's walking down the hall while taking off all of the clothes she's wearing

SCENE 33



She shuts the door and leaves. Zoom out.

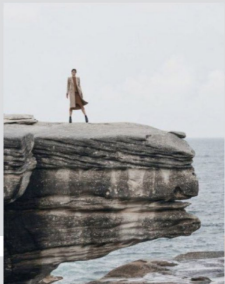
TREATS ON TREATS



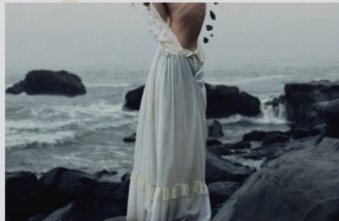
*Moodboard*

*Editorial  
&  
Lookbook*





*Editorial*



FRAHM FETHERSTON

*Rose*

FRAHM FETHERSTON

# Photographers

## OPTION 1



@chrisnavarrophoto - CRISTIAN NAVARRO  
[www.jisusisbackstudio.com](http://www.jisusisbackstudio.com)

## OPTION 2



@JAVIERAVILAPH - JAVIER ÁVILA  
[www.javiavila.com](http://www.javiavila.com)

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Acting



FRAHM FETTERSTON

# Models



@JUSTINAV  
AGENCY: UNIKO MODELS



@MASTICARLA  
AGENCY: BLOW MODELS



@JADESILKEFETHERSTON  
ACTRESS DUBLIN ACADEMY

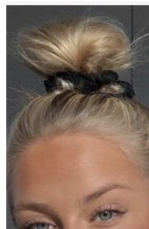
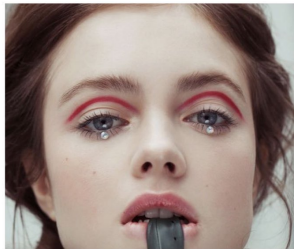
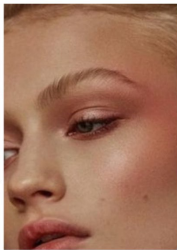


@NINACRAUS  
AGENCY: VIEW MANAGEMENT

Models  
models  
Models



*Make-up  
&  
Hairstyle*





— *Location*



HOOK LIGHTHOUSE  
WATERFORD, IRELAND



CURRACLOE BEACH  
WATERFORD, IRELAND

DUBLIN, CO. WICKLOW  
IRELAND





*To you, for you.*

|

BY  
FRAHM FETHERSTON