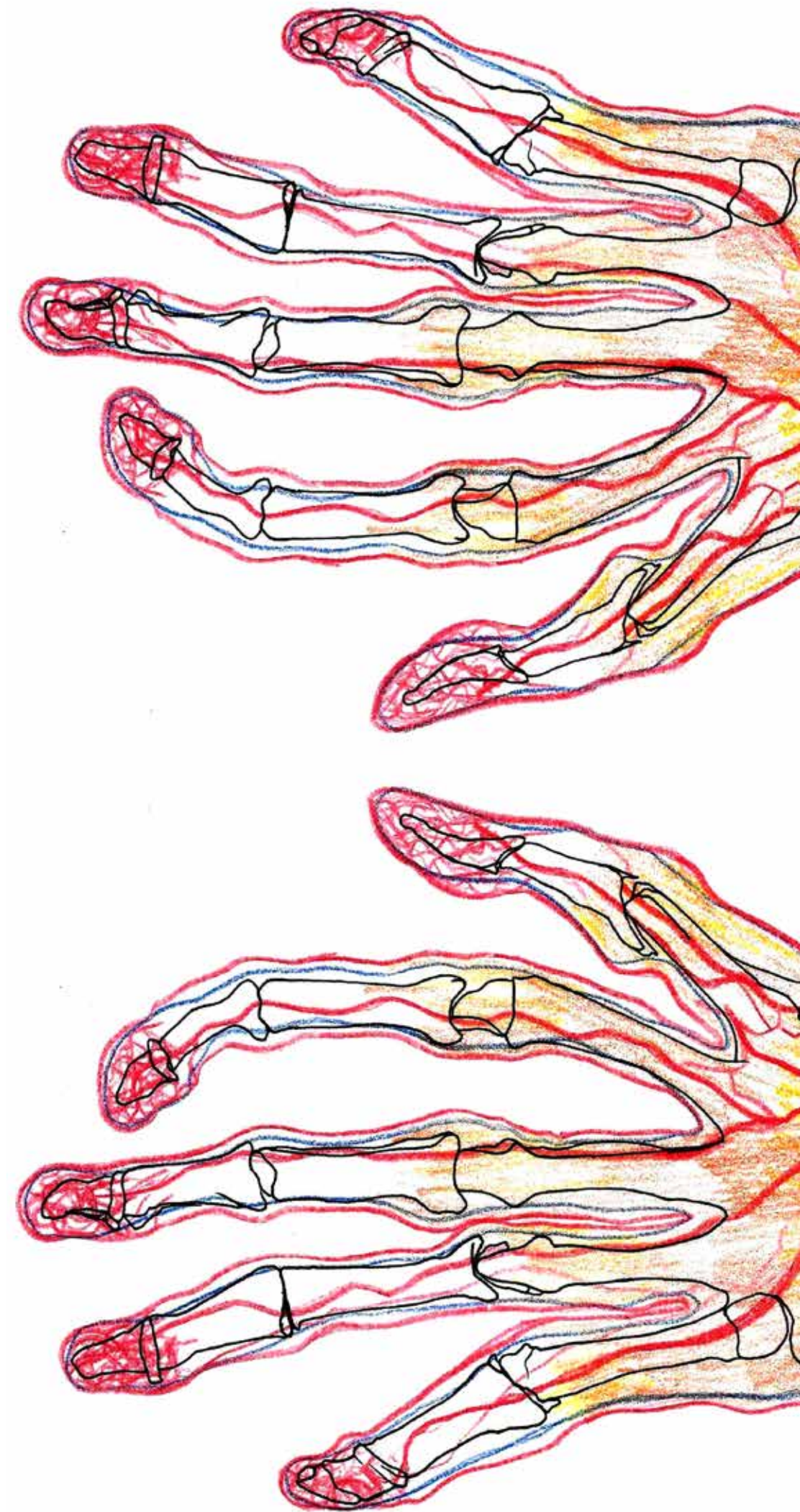


# L I M I T L E S S

DIVERSITY

PRABHJOTE KAUR  
BA FASHION YEAR 3  
HERIOT-WATT UNIVERSITY









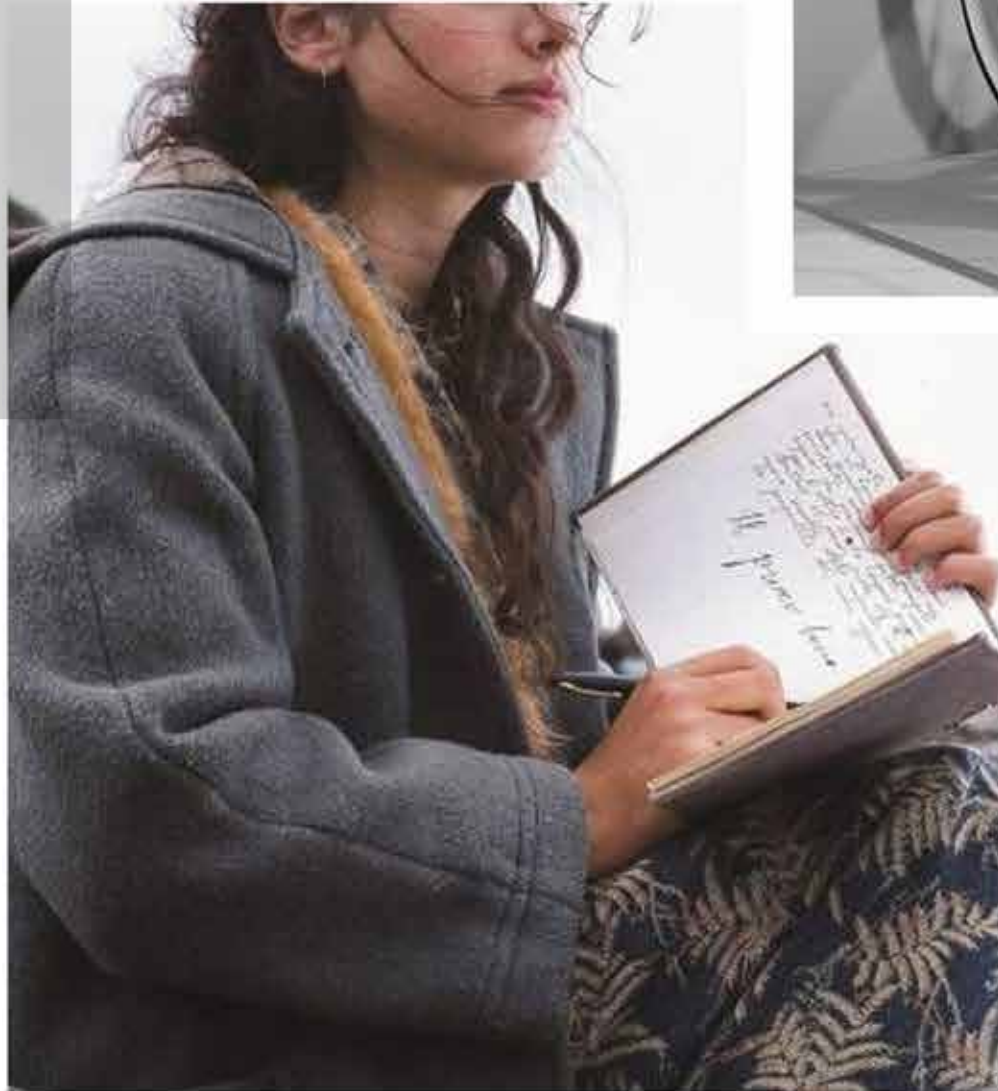
Fashion industry gives an exciting opportunity to individuals to develop creative ideas worn by everyone. 'Diversity Now' encourages new designers to invent design ideas for people with different abilities, shape, colour and sizes.

The idea is to design garments for disabled arthritis patients, that are comfortable and accessible to wear. After researching about the condition, I chose three main functional details for the collection. I looked at knee, elbow, waist pads as arthritis patients tend to wear them to have support. I added details such as the magnetic fastener, fabric manipulation & zips. With the help of trends, colour and fabric, I designed a collection named 'Accessible' and it's for the Autumn Winter 2018 season and the colour palette is 'Fade to grey'.

The title of the concept is 'Limitless', free like birds. The essence of comfort and still be fashionable is put together into the collection. The beauty of this collection is that it can be worn by everyone.



# MARKET RESEARCH



## DEMOGRAPHICS

Age- 22- 35

Income level- £20,000- £30,000

Ethnicity- Not specified

Education- Graduated from Kingston, Middlesex University

Location- Urban

Employment- Not Specified

Marital status- Unmarried/married

## PSYCHOGRAPHICS

Personalities- Creative, independent, workaholic

Attitudes- Positive, reserved

Interest- Writing, reading articles and novels

Lifestyle- Visiting places and embracing life, appreciating surroundings and people.

**NAME-** Rose Patel

**AGE-** 27

**EDUCATION-** MA LITERATURE

**OCCUPATION-** Assistant Professor in Kingston University

**LOCATION-** Shoreditch, East London

**INCOME-** £20,000/year

**STYLE-** Comfortable but fashionable, mixing ideas with latest trends

**INTERESTS-** Reading magazines, online blogs, writing and baking

**LIFESTYLE-** Visiting museums and galleries, Liberty with friends and family.





# COMPETITORS

## ALEXANDER WANG

- Sportswear
- Contemporary
- Streetwear

## Y3 - YOHJI YAMAMOTO

- Minimal
- Sportswear
- Urban
- Contemporary

## CHRISTOPHER RAE BURN

- Sportswear
- Contemporary
- Urban

TOPS	£50-£900	£85-£355	£100-£590
SKIRTS	£60-£900	£270-£400	£70-£680
TROUSERS	£300-£400	£95-£750	£150-£900
JACKETS	£300-£4500	£270-£900	£300-£2500
DRESSES	£100-£5500	£140-£500	£625-£1000

Y 3

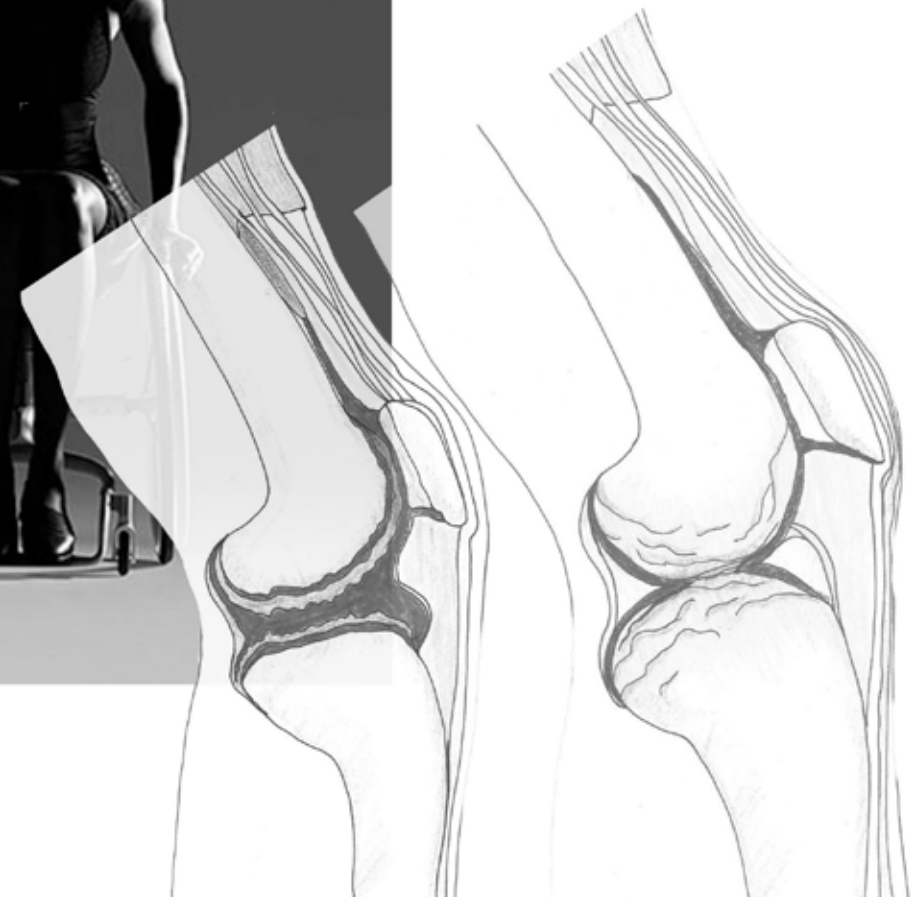
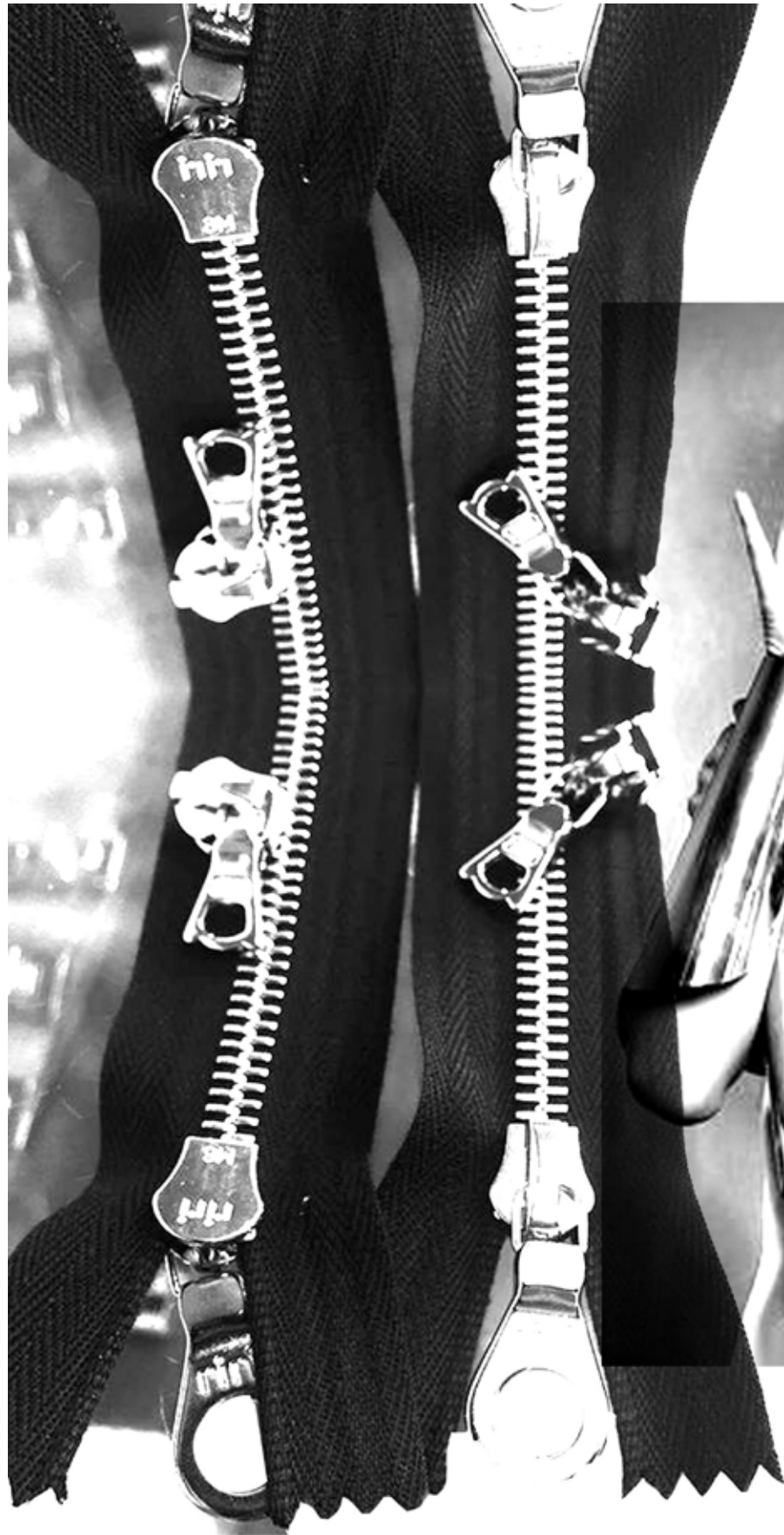


CHRISTOPHER  
RAEBURN

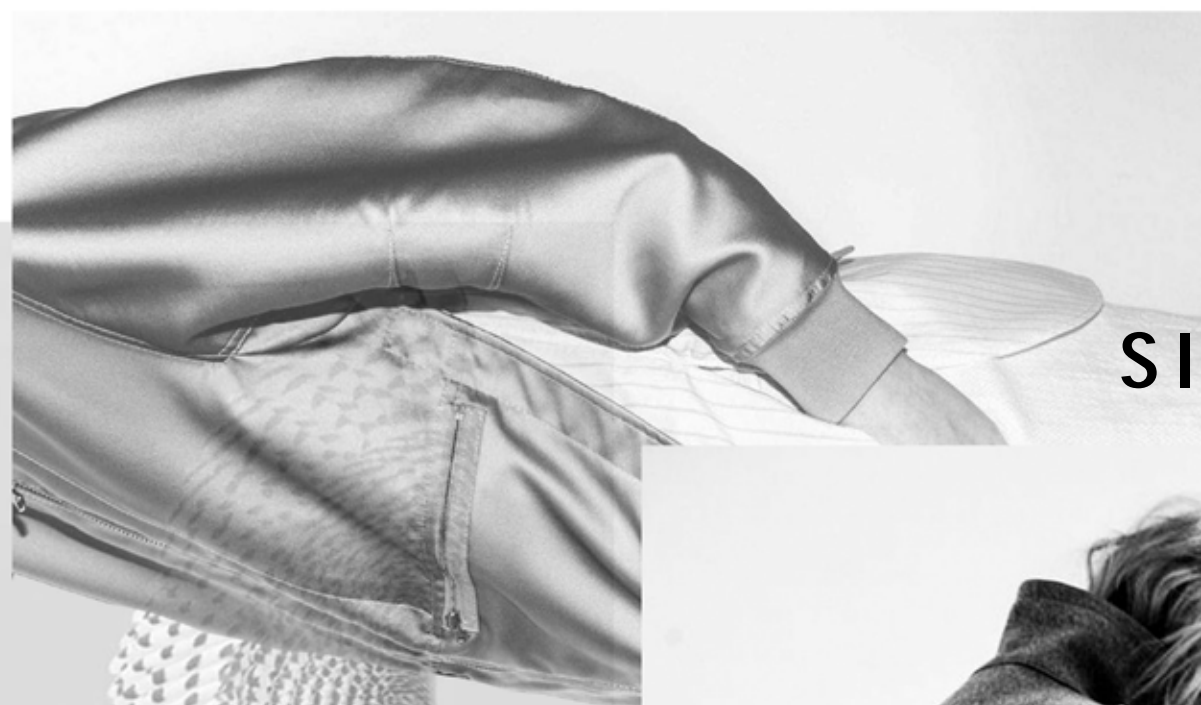


ALEXANDER WANG

# MOODBOARD







SILHOUETTE



# TRENDS



LOOSE  
DETAILS BASED  
COMFORTABLE  
ASSYMETERIC  
POCKETS





DETAILS

# RESEARCH / SKETCHBOOK



SKETCHES ON URBAN CLOTHING PLACED DIFFERENTLY ON THE MANNEQUIN. GETTING INSPIRATION FROM URBAN GARMENTS AND IT'S DETAILING FROM SPORTSWEAR



LOOKING AT THE DIFFERENT BODY SHAPE - CURVED, BENT,  
DEFORMED AS MOST ARTHRITIS PATIENTS SUFFER FROM  
STANDING STRAIGHT



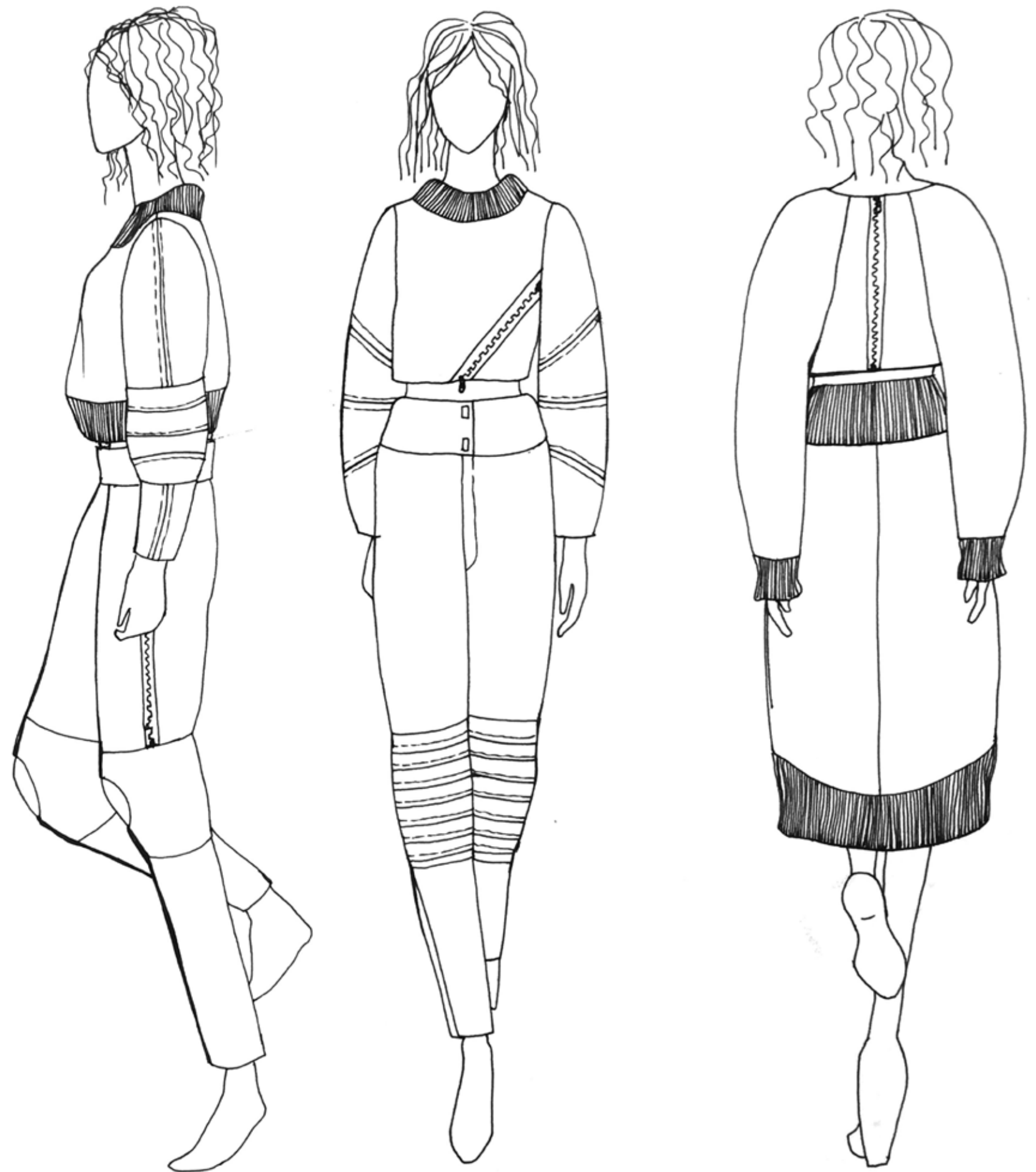
LUCY JONES, A BRITISH DESIGNER CREATED A COLLECTION FOR DISABLED PEOPLE. LOOKING AT THE COMFORTABLE SILHOUETTE AND DETAILS DERIVED FROM KNEE PADS





INITIAL DEVELOPMENT BASED ON  
RESEARCH

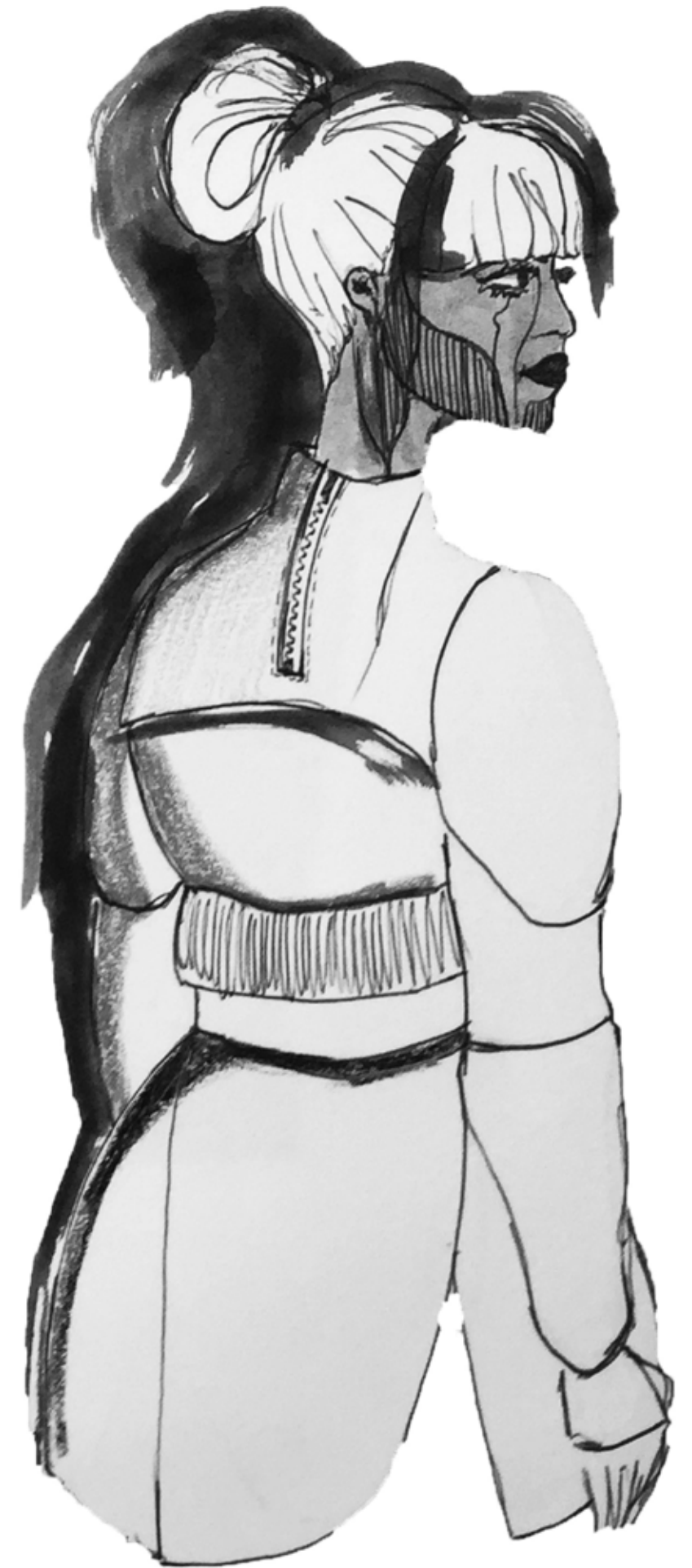
- PLEATED KNEE COVERS ATTACHED TO  
THE TROUSERS
- ZIPS FOR ACCESSIBILITY
- ROUND SILHOUETTE TO SHAPE THE BODY  
CURVES



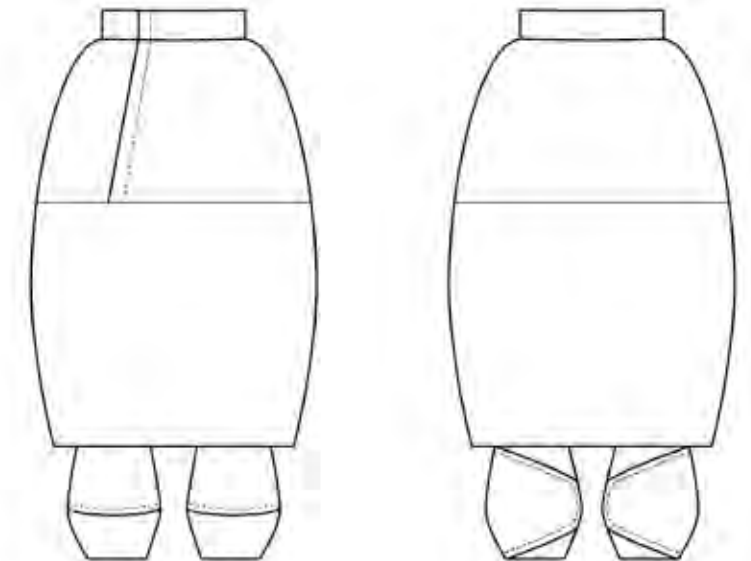
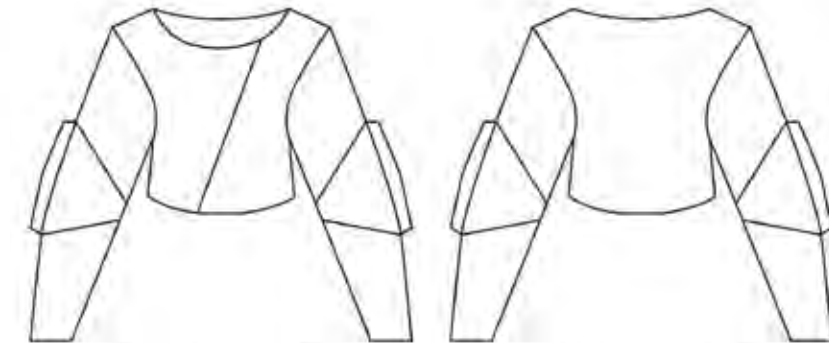
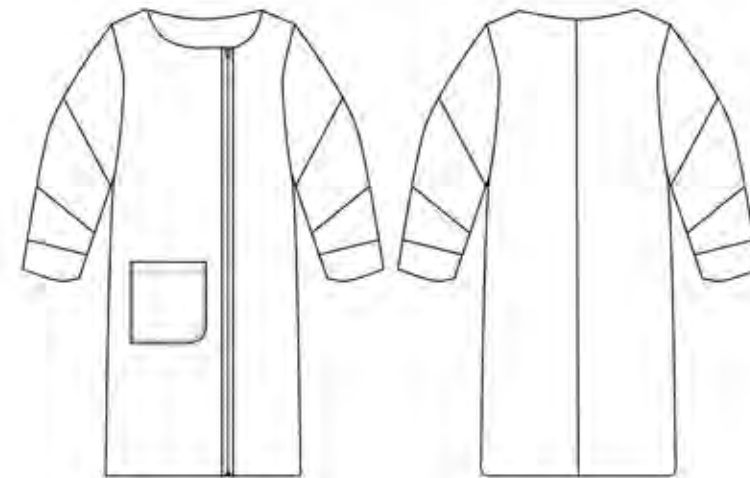
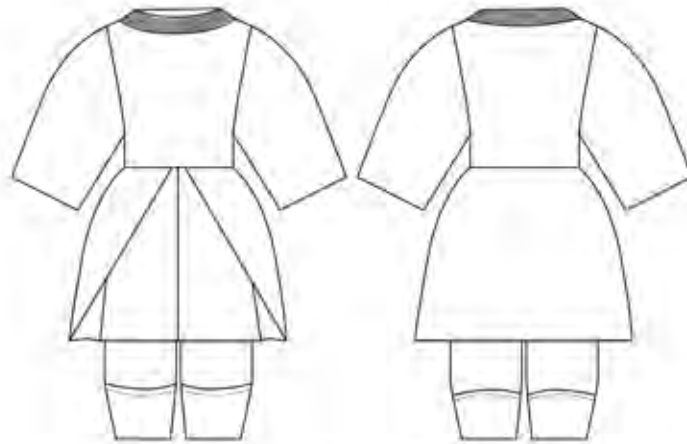
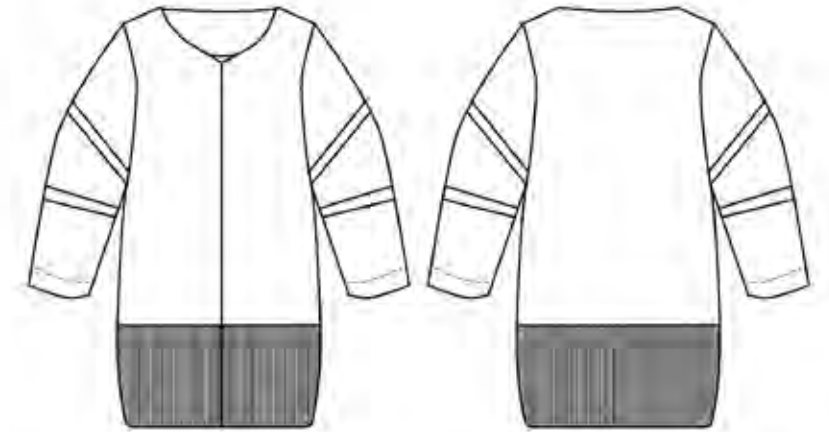
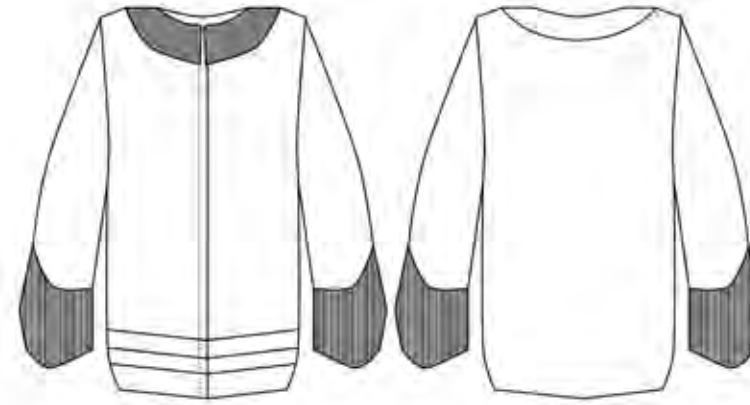
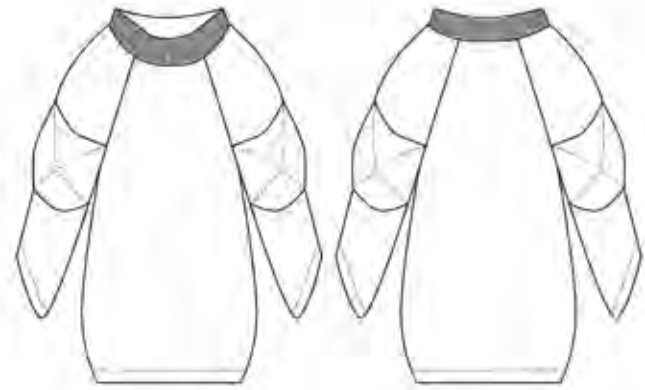




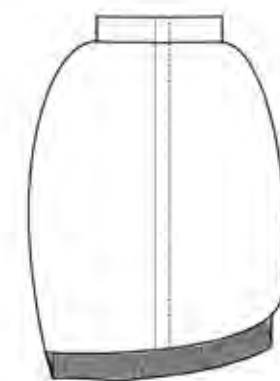
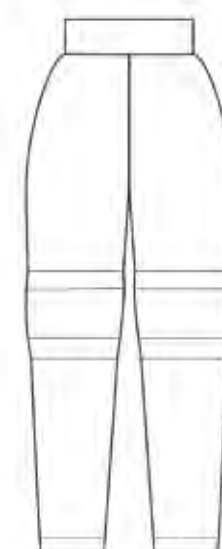
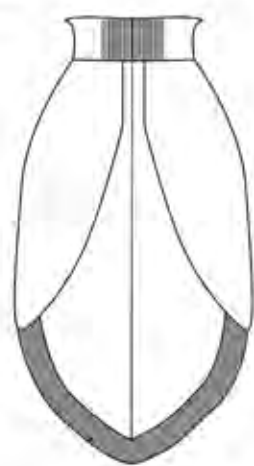
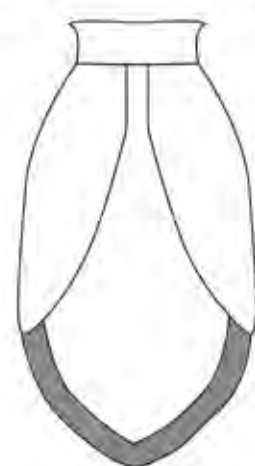
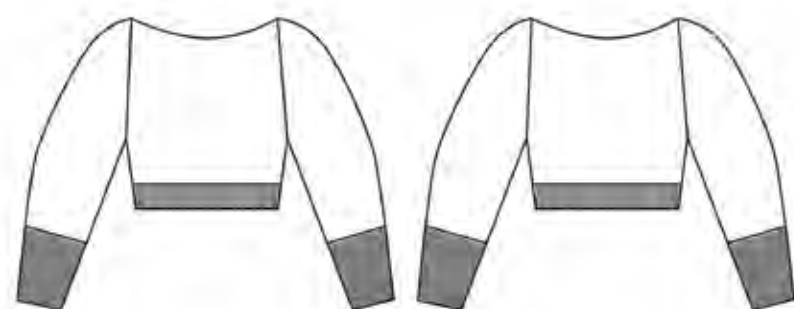
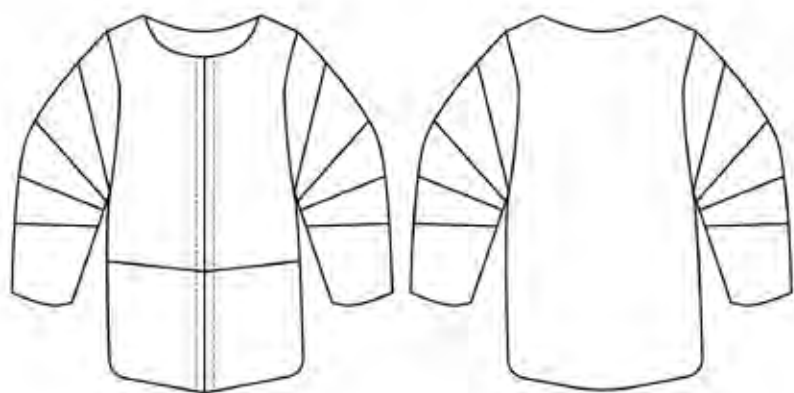
EXPERIMENTED WITH THE  
MAGNETIC FASTENER AND  
SHAPE INFLUENCED BY KNEE AND  
ELBOW PADS.  
ZIP ON KNEE COVERS SAMPLE



# DESIGN DEVELOPMENTS

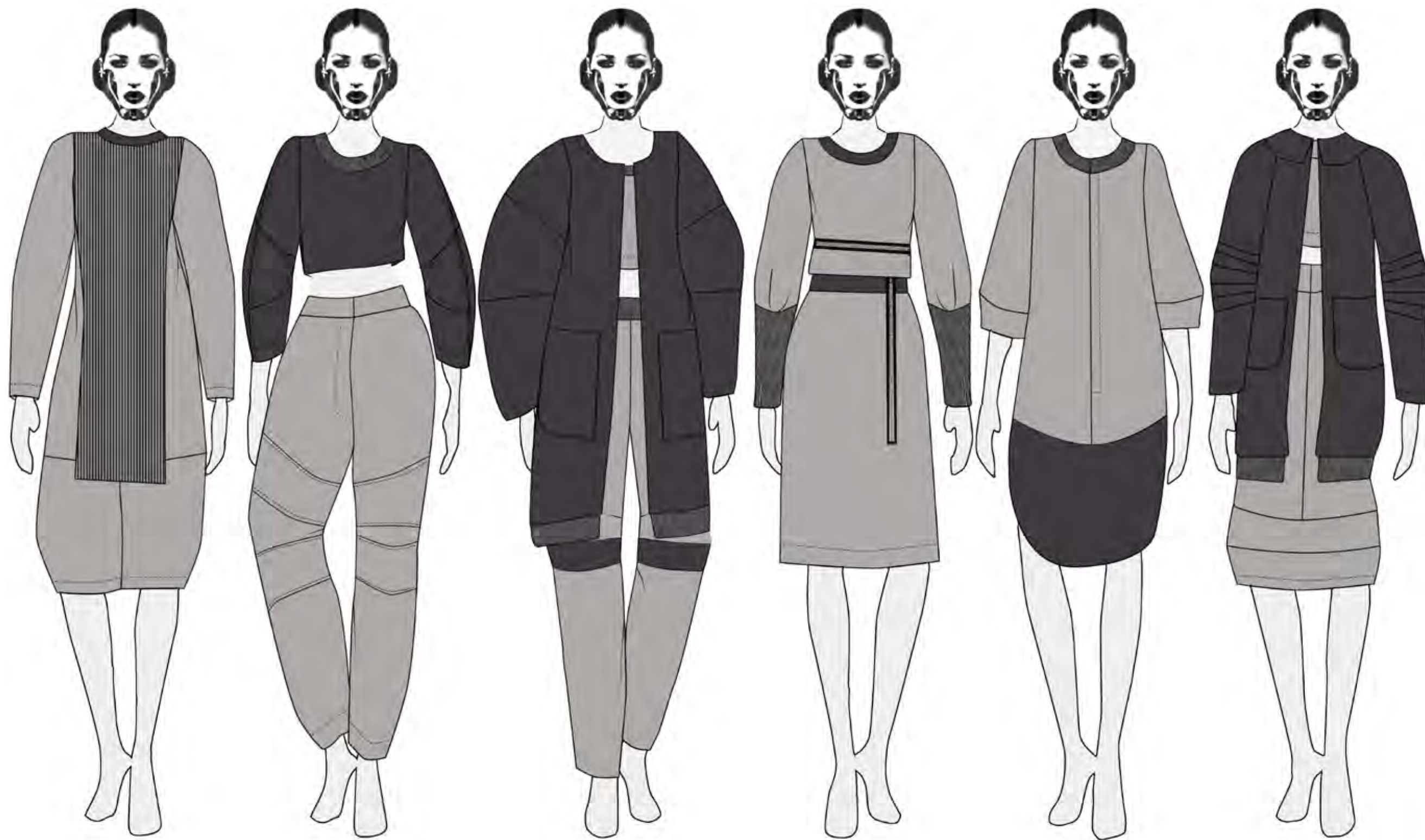






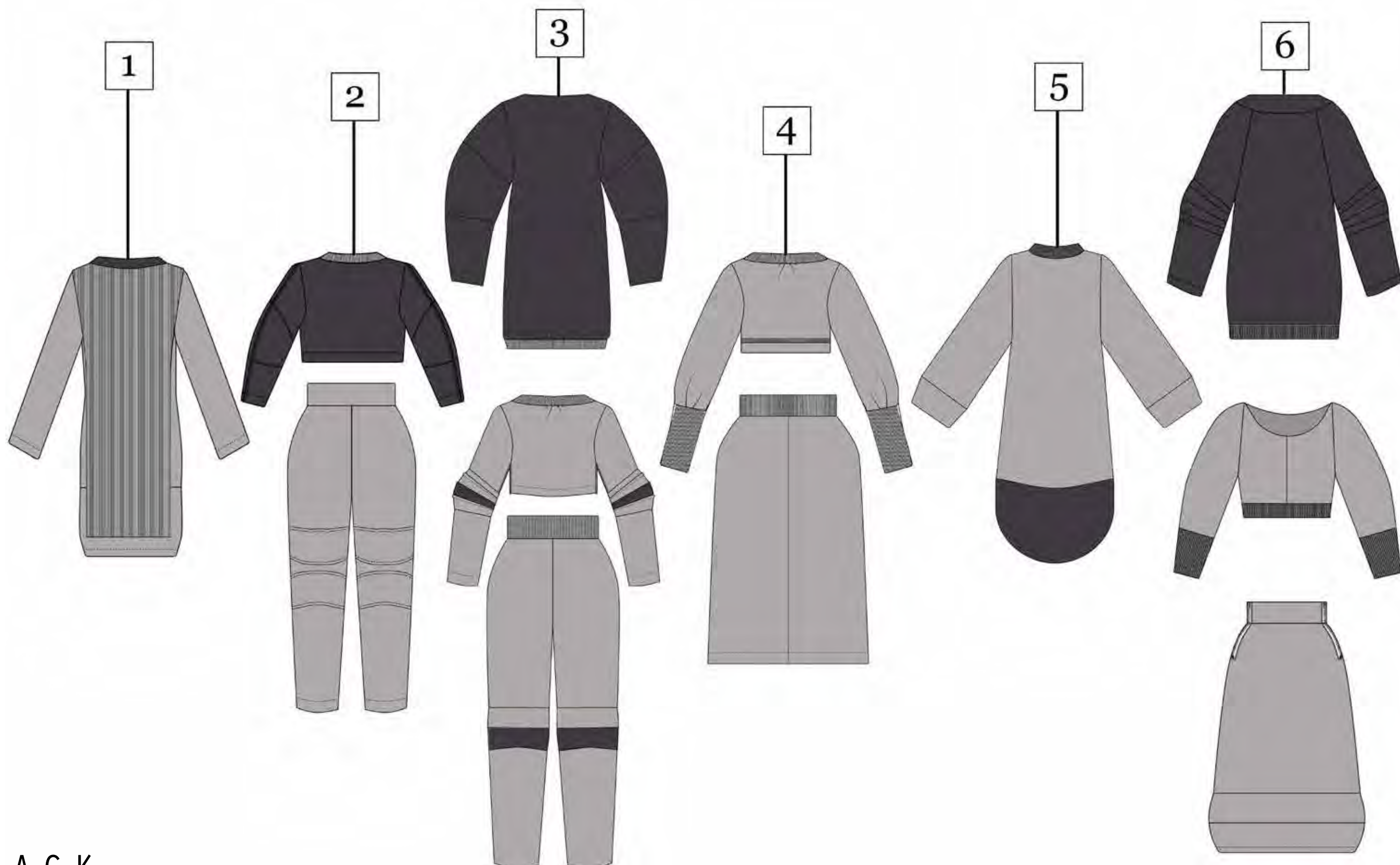
# LIMITLESS

## 'ACCESSIBLE' COLLECTION



F R O N T





B A C K

# FINAL GARMENT





