



# Concept & Inspiration

We want to create line that empowers people and focuses on the light side of life in a place that can be overwhelming at times. This is a reflection of our times at Carnegie Mellon and how we have found our happinesses. In the last year, there has been a heavy emphasis on the idea of CMU culture and mental health. Our line presents a lighter take on this initiative and should empower people to find the little things in life that get you through the challenges (as symbolized through our color palette).

Blume is meant to combine the femininity and romanticism of floral designs with the impermanence of our materials. We found this idea of impermanence to be intriguing because it presents a state that is ever-changing and growing. As the line progresses, the lighter colors are nurtured and blossom into an evolutionary cycle.



# Looks & Materials

For our designs, we plan to use a combination of conventional and unconventional materials. Our idea for the line originated when we were making paper flowers so the majority of the line will incorporate them in some way. To attach the flowers we will use thread, fishing line for transparency and ribbon. The other materials we plan to use are tulle, a silk or satin fabric and a cotton blend/linen fabric.

We have provided a few extra looks to show that we are interested in exploring styles and how they will work together in the line, with the models and with the concept. We will limit it down to the number of looks we are assigned but we hope this shows our ability for exploration and execution.



## Look I

- Paper flowers attached with ribbon or fishing line
- Flowers will be over a fabric dress (linen fabric)



## Look 2

- Silk dress
- Blazer style jacket - cotton/linen
- Paper flower hem on sleeves and bottom
- Red collars (stiffer material)



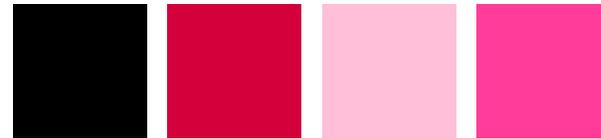
### **Look 3**

- Paper flower shirt with liner (smock) - tied on the sides with ribbon
- Linen shorts, tulle bottom portion with iridescent stones



## Look 4

- Paper flowers attached on collar of top, sides of bottoms and belt
- Either high waisted shorts with top or romper - satin material for top, linen/cotton for shorts



## Look 5

- Paper flower shorts with silk liner
- Boxy top made of linen/cotton material
- Left sleeve covered with iridescent stones



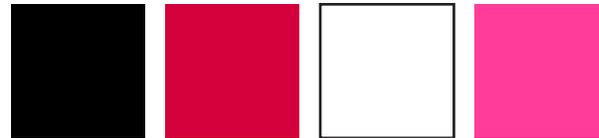
## Look 6

- Top is tulle halter with silk underneath
- Black ribbon at waist
- Lightweight fabric skirt covered in paper flowers



## Look 7

- Bandeau top - silk material (spandex)
- High waisted bottom - same material as top
- Tulle cape with paper flowers



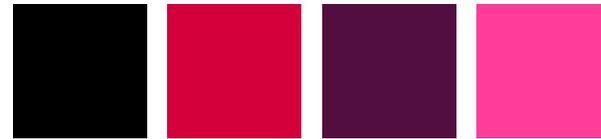
## Look 8

- Silk/satin top with ribbon straps
- Top lined with paper flowers
- Cotton/linen or satin skirt with paper flowers flowing down (attached to the skirt)



## Look 9

- Layers of tulle and fabric (petal detail)
- Black ribbon waist
- Flowers will be on the shoulders and all over the dress



## Look 10

- Satin slip
- Cloak of tulle with flowers attached, concentrated at the bottom - trickles upwards



## Look II

- Cotton dress, loose fit
- Irrescent stone detailing
- Paper flowers on hem
- Black ribbon accessories



## Look 12

- Paper flower halter top
- Black ribbon criss-cross belt
- Tulle skirt (will either have underwear or fabric to line)
- Potential slit on side



## Look 13

- Black bralette (probably spandex/satin) and black underwear (same material)
- Tulle top attached to a flower choker so it covers the model's front
- Black ribbon waist with white tulle skirt
- Concentrated paper flowers that graduate down



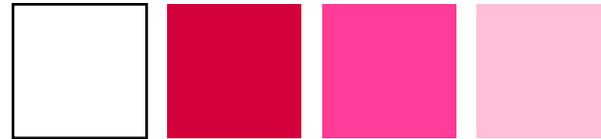
## Look 14

- Cotton belt or shorts with two different parts
- Wide-legged tulle pants
- Flowers on top (where shorts will be) and at the bottoms



## Look 15

- Boxy long sleeved top
- Pockets in cotton material
- Paper flowers stickin out of pockets
- Flowy pants (satin) with paper flower waist and irridescent stone detail on the bottom (concentrated at bottom - moves upward)



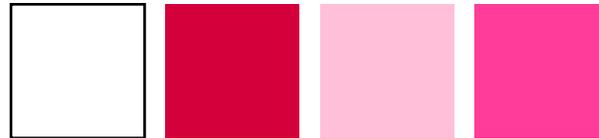
## Look 16

- Strapless dress with asymmetrical hem (cotton material)
- Ribbon choker with fishing line and paper flowers attached



## Look 17

- Linen shirt with paper flowers to represent buttons
- Flowers on the hems of pants
- Fabric pants



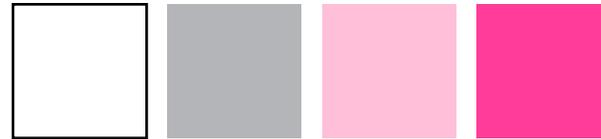
## Look 18

- Paper flower top with silk lining
- Linen skirt
- String detailing with ribbons in lighter pink colors



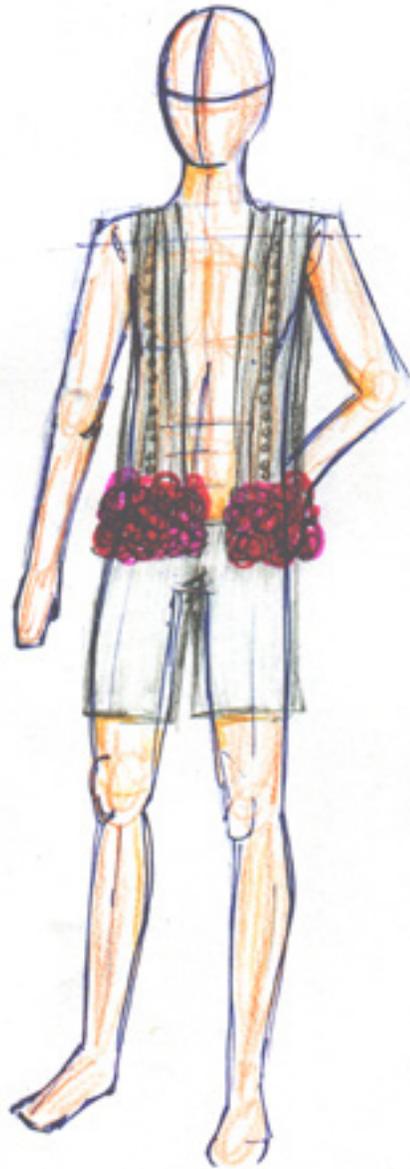
## Look 19

- Top made of sheer material (fabric or tulle) with paper flowers layed on top
- All hems made of ribbon
- Two piece pants - cotton shorts and tulle pants with flowers attached



## Look 20

- Paper flower top (lined with silk or cotton material - whichever has better form)
- Slip underneath skirt
- Layer of tulle, layer of paper flowers and another layer of tulle to create the puffiness of the skirt



## Look 21

- Shorts and vest look for male model
- Flower detail on hem of vest
- Iridescent stone detail on vest
- Linen fabric for shorts
- Tulle & silk for vest



## Look 22

- Bandeau style top
- Skater skirt with paper flowers and iridescent stones
- Train is tulle - attached to top (potentially line the bottom with the stones)



## Experience - Member I

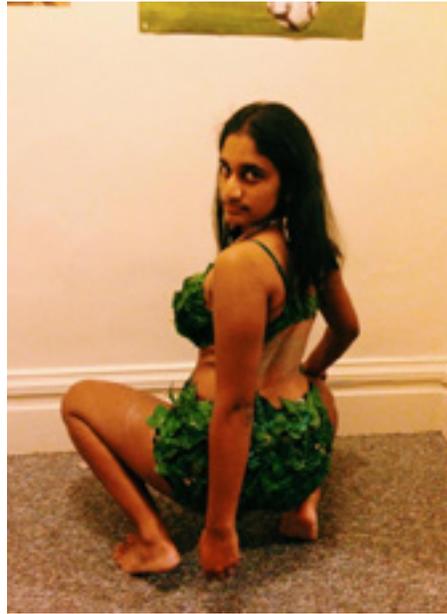
This past summer, I interned at Ralph Lauren in New York City and had the opportunity to view an enormous part of the fashion production process, starting from the design concept all the way to store installation. This exposure fueled my creative spirit for the entire fashion design process and I hope to bring some of the production experience I learned at Ralph Lauren to Carnegie Mellon. Outside of Ralph Lauren, I consider myself a Halloween costume expert and have been crafting costumes for many years. Most recently, I recreated the outfits worn in Beyoncé's Feeling Myself music video. I also have extensive crafting experience from Booth and sorority recruitment. Over the years I have made so many tissue paper flowers that using them in our designs seems only natural.

### My skills

- unconventional material use
- costume creation
- moderate ability with sewing machine
- fashion sketching
- crafting abilities
- idea execution

### Photos

- nicki minaj halloween costume – lingerie covered in fake ivy
- beyoncé and nicki minaj halloween costumes – hand painted leotards
- tissue paper flowers created for sorority recruitment
- nail design – creative skills



## Experience - Member 2

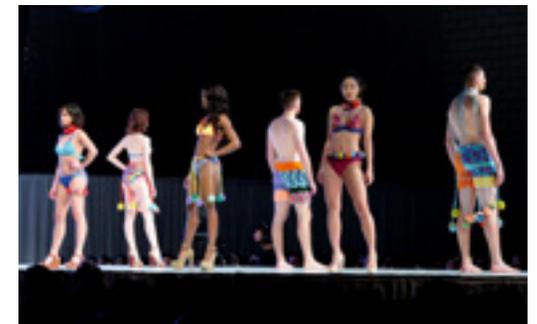
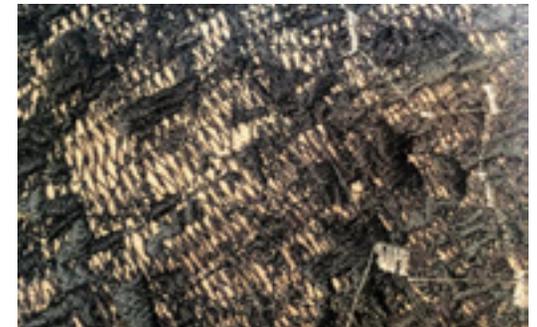
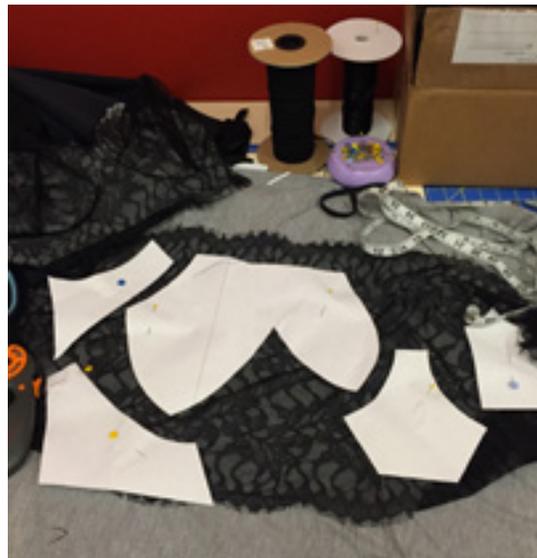
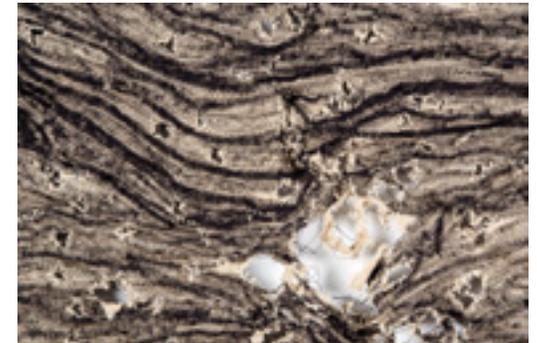
As a rising sophomore, I worked for a start-up that was developing a bra for larger busted women. I became closely aquanited with everything realted to lingerie. As a design intern, I was able to prototype bra strucutre, understand the materials and how clothing was made, and learn to develop and create patterns for making. This experience, coupled with my experience as an artist assistant and studio manager for a fiber artist, I learned how to sew and how to improvise my skills to create sewn items. Two years ago (as a freshman), I created my own pattern, cut and sewed an eight-foot- tall hot air balloon for Carnival. I have helped to repair clothing and altered a dress for a friend. Last year, I created a crochet lingerie line. Any of the sewing that was done (liners, cups, buttons, etc) was my responsibility as well as making half of the line. With POM, it felt like the opportunity had brought things full circle for me and the opportunity to design again would allow me to further develop my skills in a new way.

### My skills

- proficient with sewing machine
- bra template making
- fabric dyeing
- underwear design
- fashion sketching
- pattern making and use
- crocheting
- idea execution

### Photos

- fashion sketching with annotations for Trusst Lingerie,
- bra with prototyping material (blue colored fabric),
- example of patterns laid out to be cut out on lace
- sewing lines through holes/darning parts of fabric for Terry Boyd
- close-up very of some of the work incorporated into fiber artwork
- sketches & models from POM



## Experience - Member 3

Although my personal fashion sense only extends as far as Hawaiian shirts and crocs, I consider fashion a highly conceptual and intriguing art form. Growing up with a mother as an artist, I was always encouraged to craft, explore, and experiment with new materials. Throughout my college career I have used this “crafty encouragement” to undertake fun projects, such as sewing a ~\*magical flying carpet\*~, making hairbows and scrunchies for my entire Orientation staff, and various crafting projects for Booth and sorority recruitment (including tissue paper flowers!) My experience tends to consist of things of whimsy and fun crafts I thought would make good gifts for friends or an added touch to a project. Although I am a strong believer in a whimsical lifestyle, our university has a habit of bringing a seemingly impermeable darkness over the campus. With this line, I would hope to translate that although the darkness may seem absolute, nurturing small specks of light and allowing them to blossom will enrich your life and eventually pull you out into a garden.

### My skills

- proficient with sewing machine
- unconventional material use
- crafting abilities
- idea execution
- successful paper (flower) projects
- leadership skills (HOC, executive boards, directing show)

### Photos

- made the pattern for and executed a magic carpet costume
- hand-makes scrunchies on a daily basis (6 per week !)
- made 15 hairbows for orientation
- homemade mittens for my friend
- unicorn ear warmer - sewn myself

