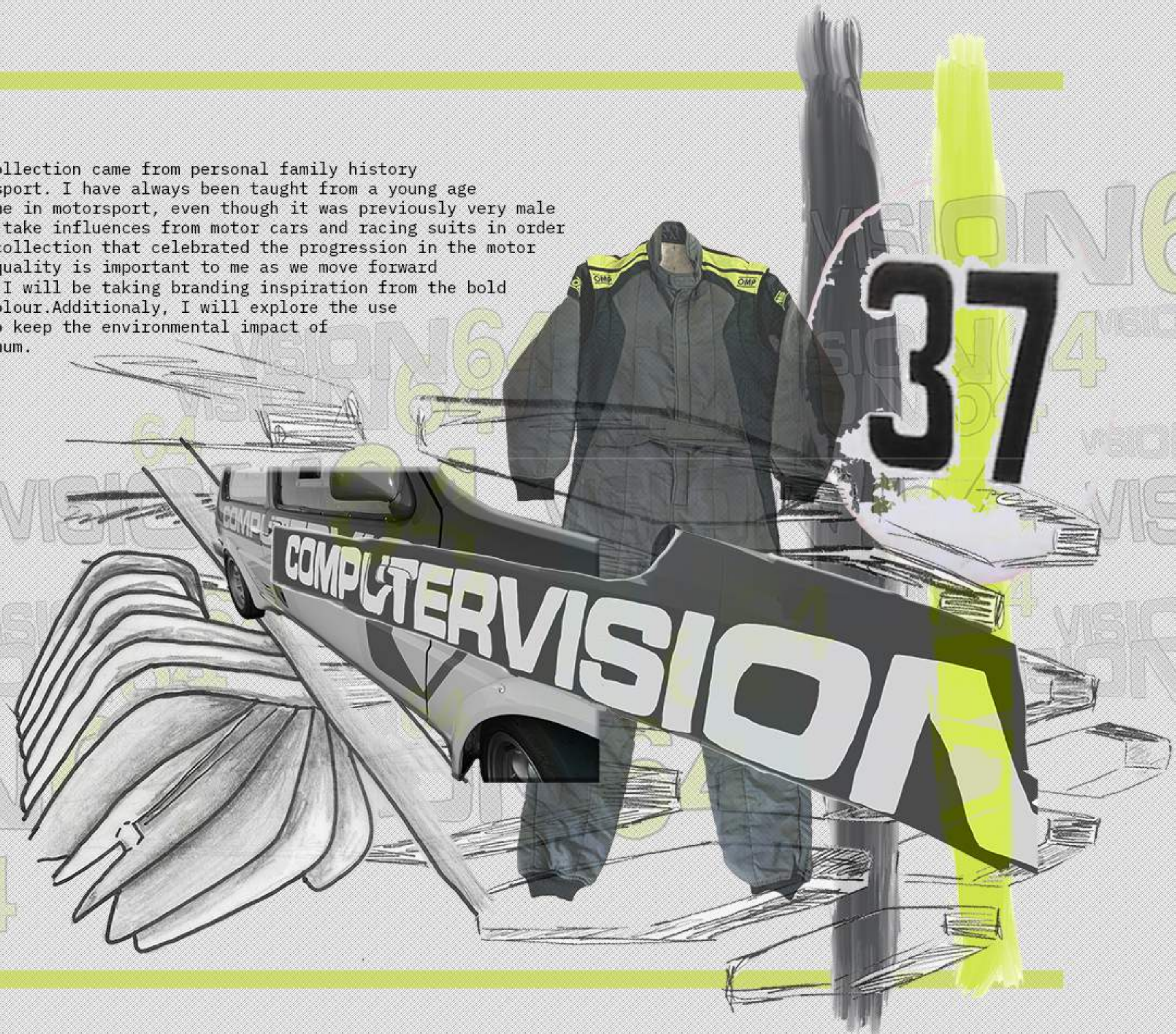


CONCEPT

The concept behind my collection came from personal family history within grassroots motorsport. I have always been taught from a young age that everybody is welcome in motorsport, even though it was previously very male orientated. I wanted to take influences from motor cars and racing suits in order to create a womenswear collection that celebrated the progression in the motor racing industry. This equality is important to me as we move forward in all aspects of life. I will be taking branding inspiration from the bold graphics and flash of colour. Additionally, I will explore the use of dead stock fabrics to keep the environmental impact of my collection to a minimum.



ANDY TAYLOR, SCAMMONDEN
(JOHN TAYLOR, 1992)

INITIAL INSPIRATION FROM
DESIGNERS AND PERSONAL
FAMILY PHOTOGRAPHS
HAVE INSPIRED SHAPING AND
BOLD GRAPHICS.

LOUIS VUITTON SS21

BALENCIAGA SS21

INSPIRATION



RACING DECALS

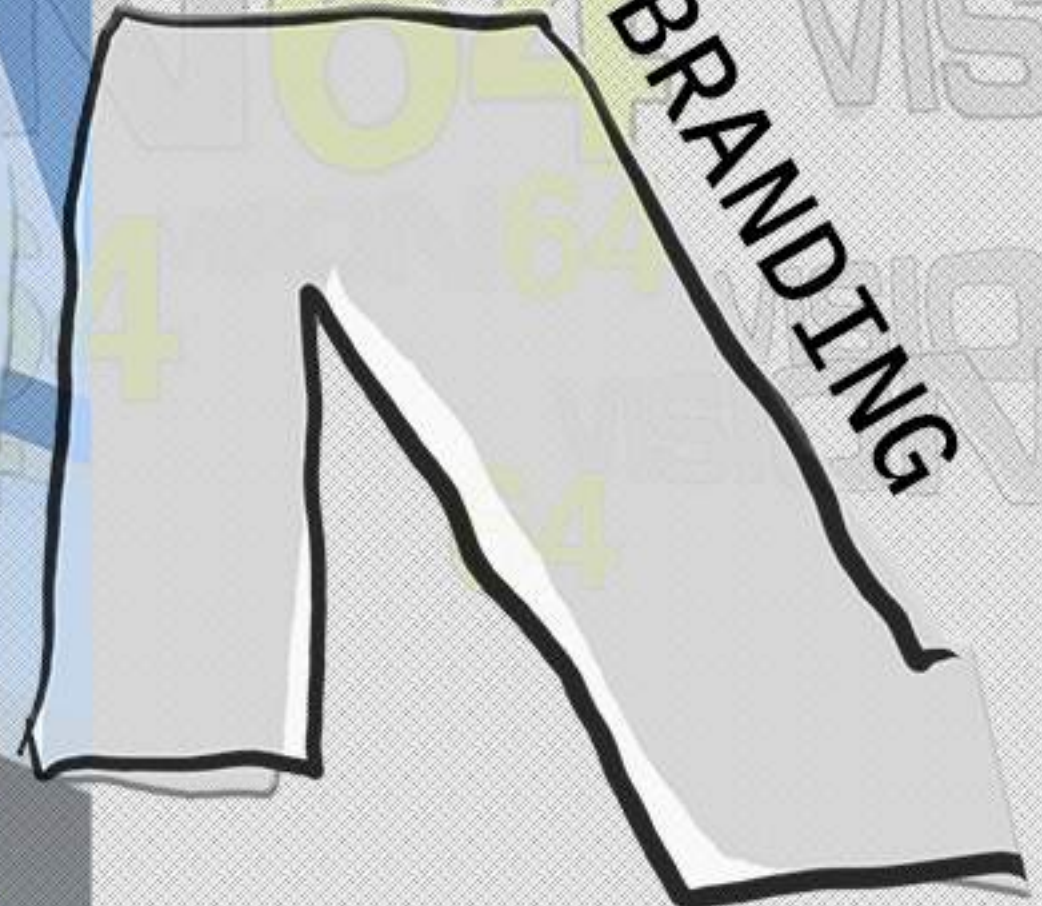
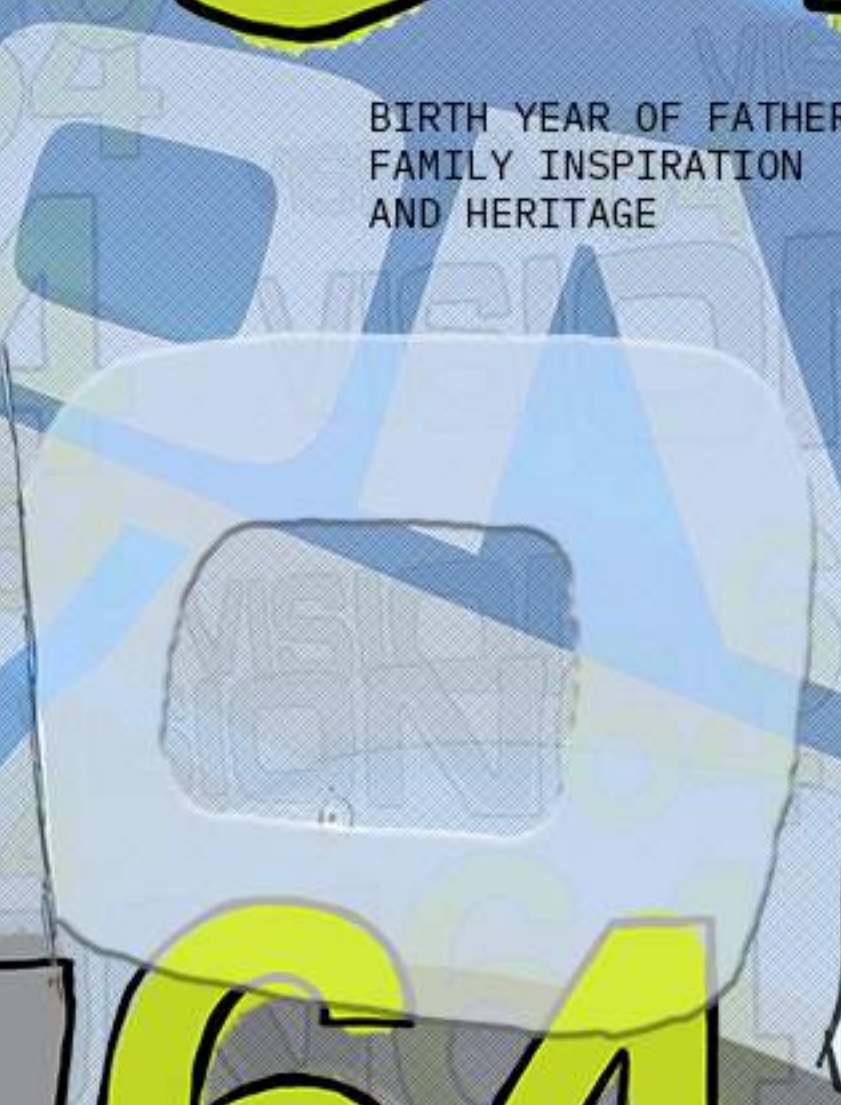
64

1964

BIRTH YEAR OF FATHER
FAMILY INSPIRATION
AND HERITAGE

VIS
VISION 64

BRANDING



LAYERED SHOULDER

STAND COLLAR

ARMHOLE FACING

WIDE PLACKET

OVERSIZED RACE SUIT

1964

BIRTH YEAR OF FATHER
FAMILY INSPIRATION
AND HERITAGE

VISION 64

BRANDING



THE RACING LINES COLLECTION AW21



VEND FABRICS
 '50% RECYLED YARN -
 COTTON RICH
 SWEATSHIRTING'
 (6535 SMOKE)
 £5.50PM
 65% COTTON
 35% POLYESTER
 TUBULAR 90-100CM
 APPROX 180-200CM WIDE

FABWORKS
 'FLUORESCENT
 ADOLESCENT'
 £5PM
 LIGHT/MEDIUM WEIGHT
 100% POLYESTER
 148CM WIDE
 DEADSTOCK

PRINFAB
 OWN LOGO PRINT ON
 AIRFLOW JERSEY 140GSM
 £29.95PM
 100% POLYESTER
 LIGHT, BREATHABLE
 SPORTS FABRIC
 145CM WIDE

FABWORKS
 'HEAVY DUTY COTTON
 SOFT CUFFING -
 GREY MARL'
 £10PM
 HEAVY WEIGHT
 75% COTTON
 20% POLY 5% ELASTANE
 96CM WIDE
 DEADSTOCK

FABWORKS
 EVERGREEN PONTE
 POLYESTER & ELASTANE.
 FINE GAUGE KNIT
 PONTE JERSEY.
 £6PM
 LIGHT / MEDIUM WEIGHT
 154CM WIDE
 DEADSTOCK

VEND FABRICS
 '50% RECYLED YARN -
 COTTON RICH
 SWEATSHIRTING'
 (6535 DOVE)
 £5.50PM
 65% COTTON
 35% POLYESTER
 TUBULAR 90-100CM
 APPROX 180-200CM WIDE

FABWORKS
 'MARCH OF TIME -
 BLACK SERGE'
 £10PM
 MEDIUM/HEAVY
 WEIGHT
 WOOL & COTTON
 154CM WIDE
 DEADSTOCK

POINT OF SALE BRAND MATERIALS



LOOK BOOK IMAGERY



TAYLOR STRAPPY SWEATSHIRT OVER DAVID PRINT SWEATSHIRT



LOCATION: URBAN, INDUSTRIAL,
UTILISED MOTORSPORT INSPIRATION WITH RACE CAR FROM ORIGINAL RESEARCH

'64 BEANIE



RACE DAY BAG

ACCESSORIES MADE FROM LEFTOVER FABRIC



FINAL PROMOTIONAL IMAGERY