

HOUSE OF COLOUR
PORTFOLIO BOARDS
TAYLER SPRING

Coronavirus is a mental health crisis too



Coronavirus: The possible long-term mental health impacts

"In Bed" by Ron Mueck

Re entering society after lockdown has been extremely difficult.

I am used to being indoors now. I was anxious to go out and socialise again.

Mostly I worry about the symptoms of COVID-19 and how they'll affect me.

I worry about those around me who might be carrying the virus and not realise.

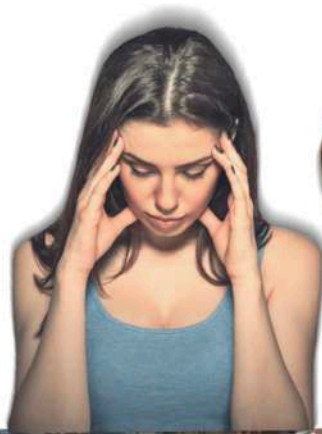
Responses to questionnaire conducted

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Concept

G
GEORGES CHAKRA



Customer Profile reflects the analysis of a modern day woman who is looking for a garment that both induces a sense of security and protection that may act as their suit of armor in a time where vulnerability and anxiety is heightened

This product is specific focused and marketed towards members of society that are recovering from Coronavirus and need help managing their anxiety and mental health when re entering society

The target customer has a desire to return to a sense of normality but may require that added layer of protection to feel that warm embrace associated with the feeling of being safe and secure in your own bed.

This does not mean that product is only limited to those who have suffered from mental health issues due to Coronavirus. It is also marketed towards those who desire comfort but also desire to be stylish.

Customer
Profile



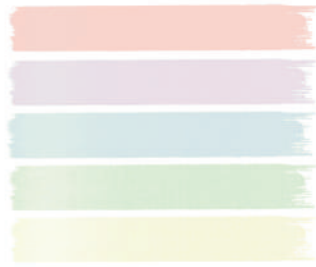
REISS
LONDON



ALLSAINTS

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Customer Profile



| | | | | |
|------------|------------|------------|------------|------------|
| 1006-R | 1006-W | 1002-G | 1002-O | 1000-T |
| C 19 0.246 | C 30 0.181 | C 27 0.228 | C 14 0.252 | C 12 0.284 |
| M 15 0.279 | M 20 0.220 | M 47 0.224 | M 14 0.220 | M 25 0.228 |
| L 26 0.234 | L 28 0.177 | L 21 0.248 | L 8 0.240 | L 12 0.281 |
| K 0 | K 0 | K 0 | K 0 | K 0 |

| | | | |
|------------|------------|------------|------------|
| 1000-R | 1000-W | 1006-W | 1002-R |
| C 12 0.284 | C 5 0.288 | C 30 0.181 | C 17 0.228 |
| M 25 0.228 | M 5 0.220 | M 7 0.220 | M 4 0.224 |
| L 12 0.281 | L 26 0.234 | L 28 0.177 | L 19 0.244 |
| K 0 | K 0 | K 0 | K 0 |



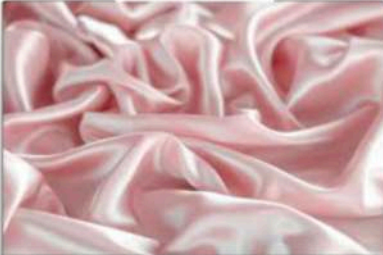
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Colour and Fabric



Silk yarns can mimic the feel of being wrapped up in your bed



Satin is composed of all yarns and allows for the user to remain cool and comfortable. Soft to touch.

Women, younger participants, those single/widowed/d reporting poor sleep, feelings of loneliness and who reported living alone were likely to indicate feeling worse on both the depression and/or anxiety components of the HADS. There was a significant negative association between subjective depression and worsened components of both depression (OR 17.24, 95% CI 13.20, 22.81) and anxiety (OR 10.85, 95% CI 8.39, 14.03).

Loose and oversized dhurries can help reduce anxiety whilst using pressure to reduce stress and induce a state of relaxation for the user.

"Tight clothes have been known to lead to symptoms of panic and anxiety," says Jason Hughes, founder of the Leicester Centre for Psychodynamic Counselling.

They can be any restrictive item, such as a polo neck, tie, belt, skinny control underwear."

According to Jason, tight clothing affects the body's flow of oxygen, which can lead to dizziness, fainting or feelings of anxiety.

And if you breathe faster to counteract this, you flood the system with oxygen, which can trigger a panic attack.

"If you're feeling anxious, loosen any tight clothing and slow your breathing down," Jason advises.

Loose clothing to reduce anxiety



Weighted blanket to help reduce anxiety

Researching into dyest drape

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Research



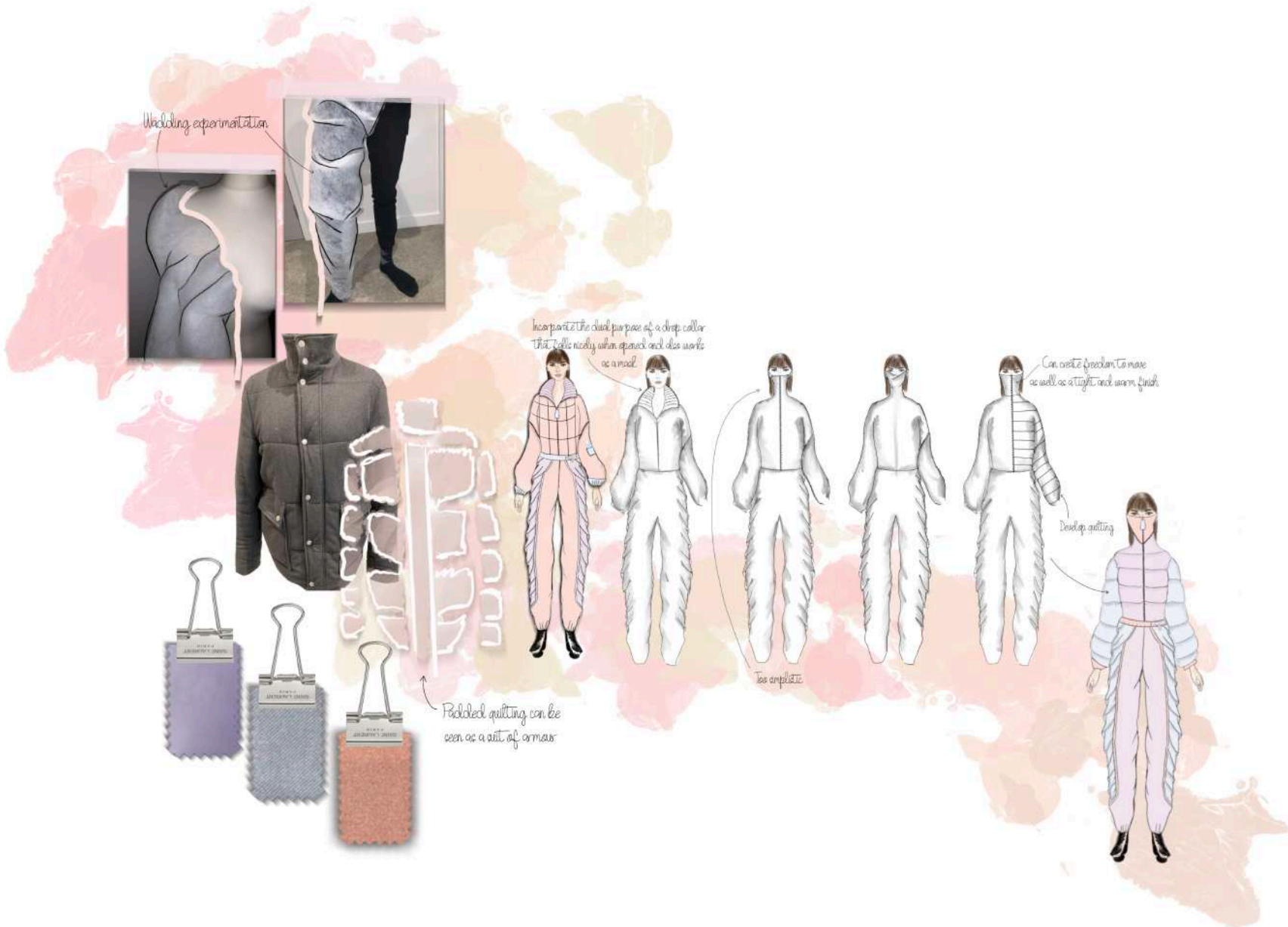
Different quilting techniques should be explored before a final method is chosen.



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Development



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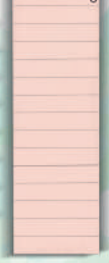
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Development

Diamond Quilting

Horizontal Quilting

Onion Quilting



Consider developing waist length and see how it looks on half tail



Develop waist length and if it does not turn out has expected length here

Consider developing waist length and see how it looks on half tail



This could look cool more oversized

Creates a secure form around the body that can help reduce anxiety



Centre Front and Centre Back halter attached to create a bigger dropped shoulder and length attached to allow for more drape when tightening pull cord



Half tail does not give a clear representation to desired drape



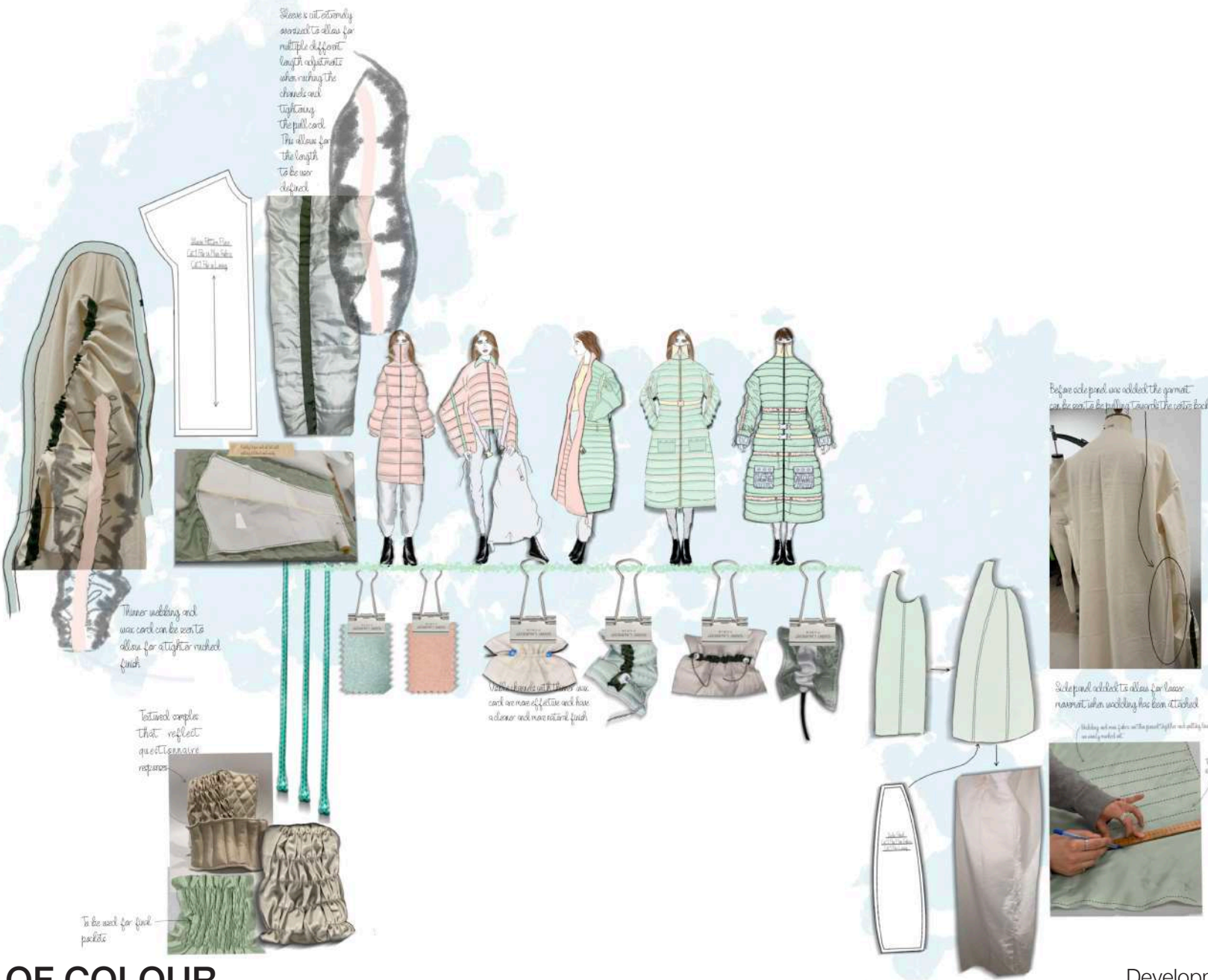
Take developed design forward to full scale



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Development



Should not extend too far
 multiple different
 length adjustment
 when reaching the
 channels and
 tightening
 the pull cord
 This allows for
 the length
 to be user
 defined

Should have the
 cord in the
 channel

Thinner webbing and
 use cord can be seen to
 allow for a tighter finished
 finish

Textured samples
 that reflect
 questionnaire
 responses

To be used for final
 pockets

Various shades of the same
 cord are more effective and have
 a cleaner and more natural finish

Before the panel was added the garment
 can be seen to be pulling towards the collar back

Should panel added to allow for loose
 movement when webbing has been attached

Webbing not seen in photo on the panel together with pulling force
 on cord is marked out

To be used for final
 pockets

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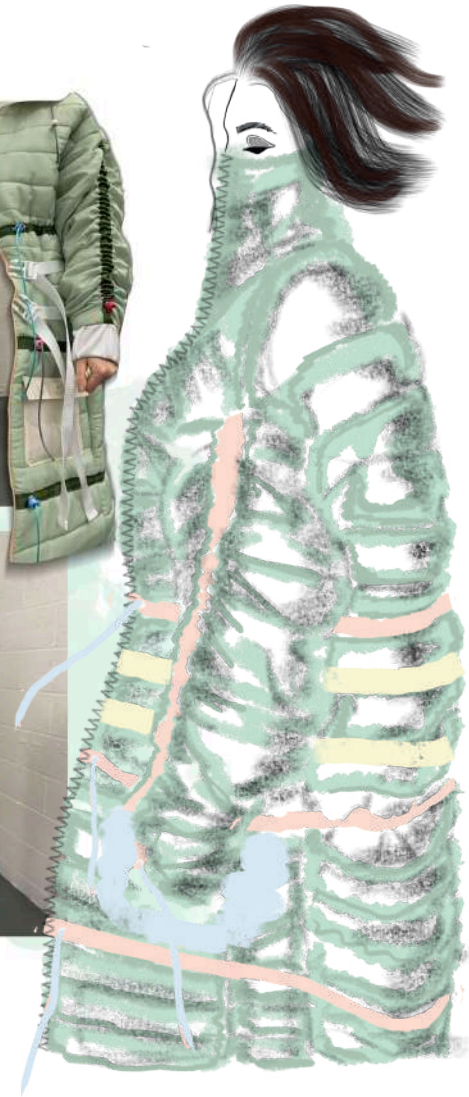
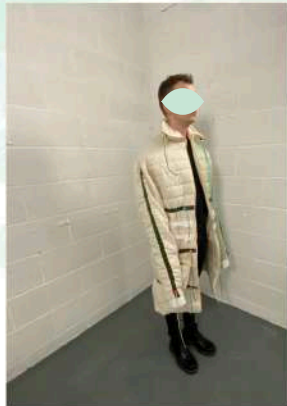
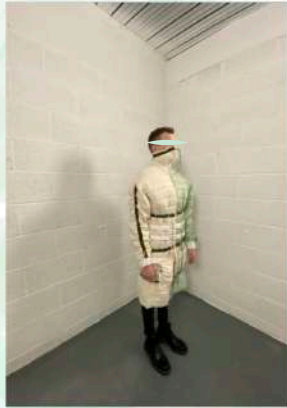
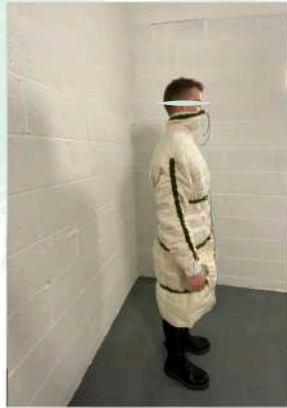
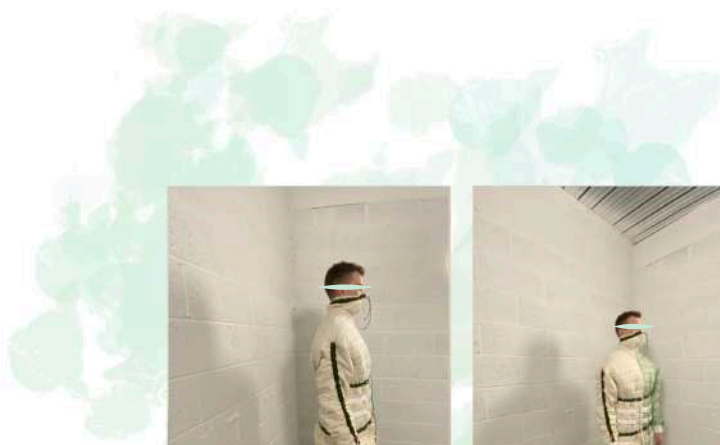
Development



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Development



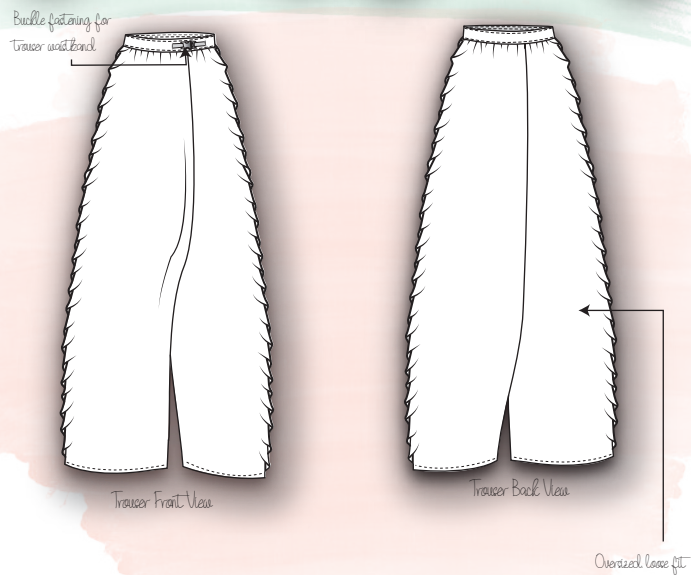
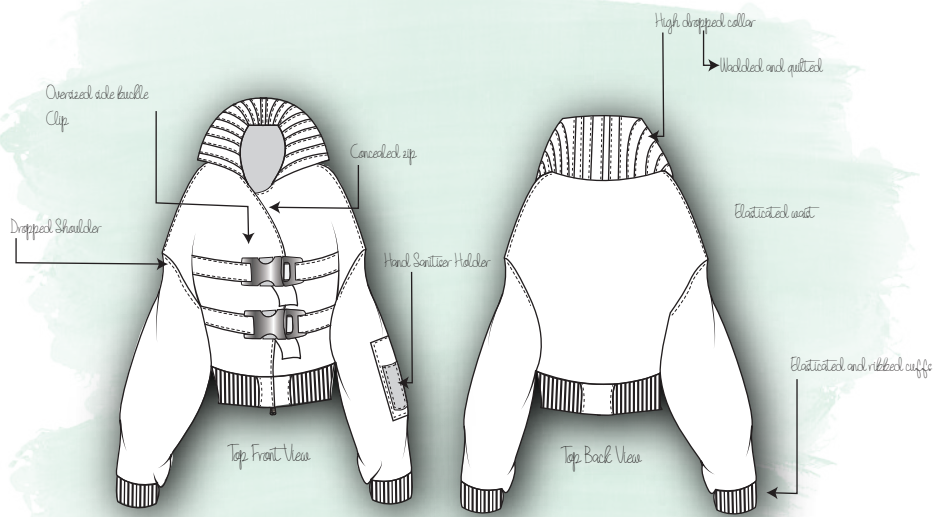
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Final Outcome



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Final Line Up



OUTFIT ONE

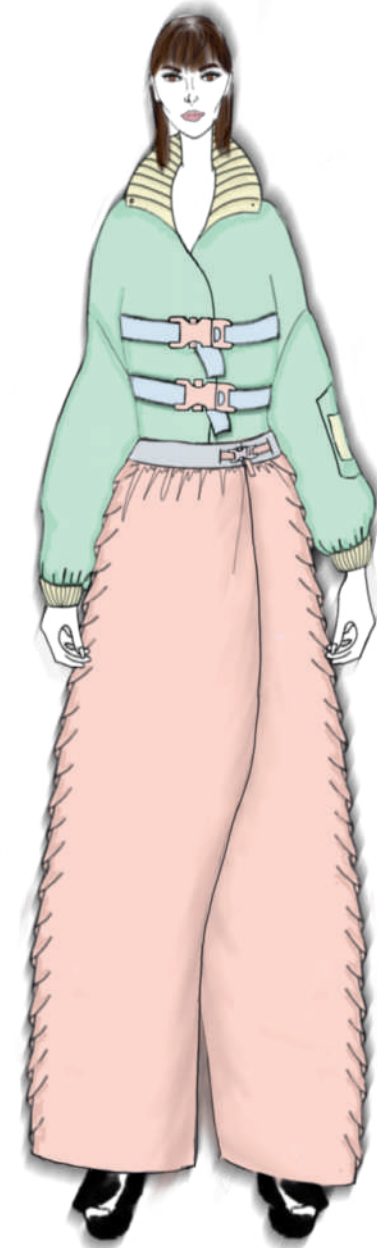


Blue Polyester Satin is to be used for trouser belt

Yellow Ribbing is to be used for collar and cuffs

Green Polyester Satin is to be used for main body of garment, including Sleeves, Centre Front and Centre Back

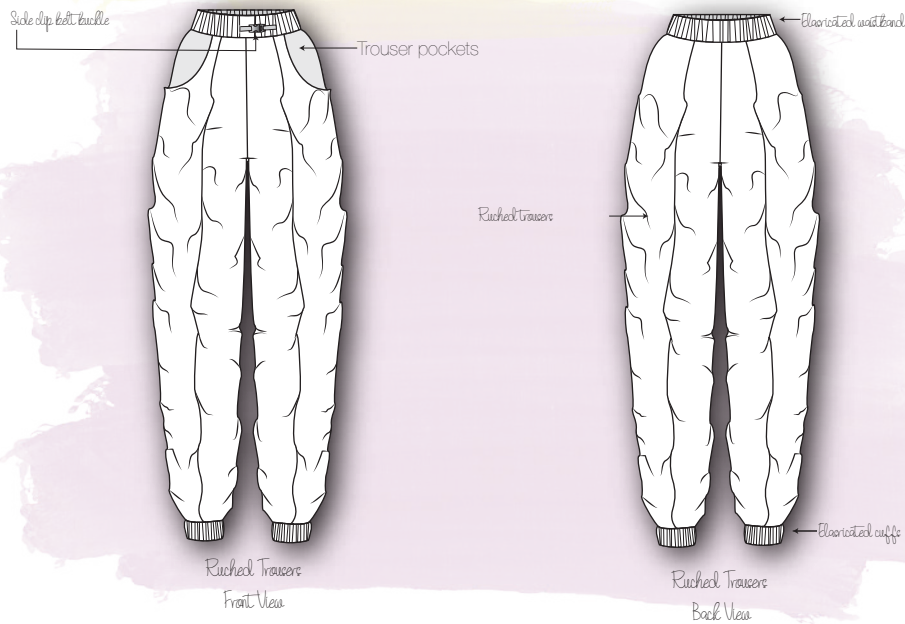
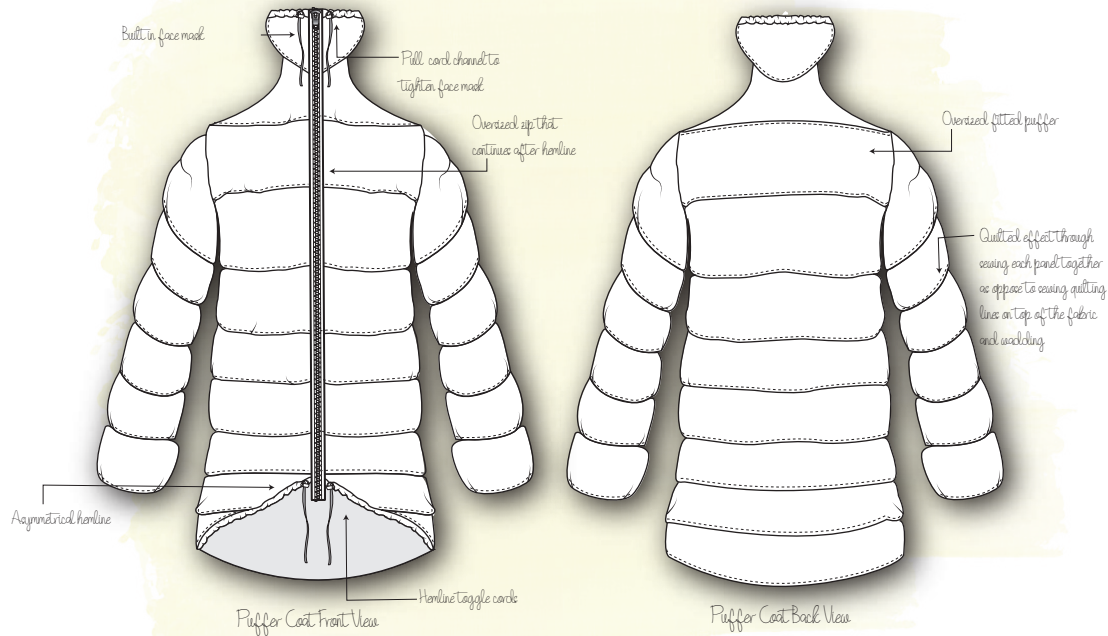
Pink Polyester Satin to be used for trousers and lining



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Outfit Breakdown



OUTFIT TWO

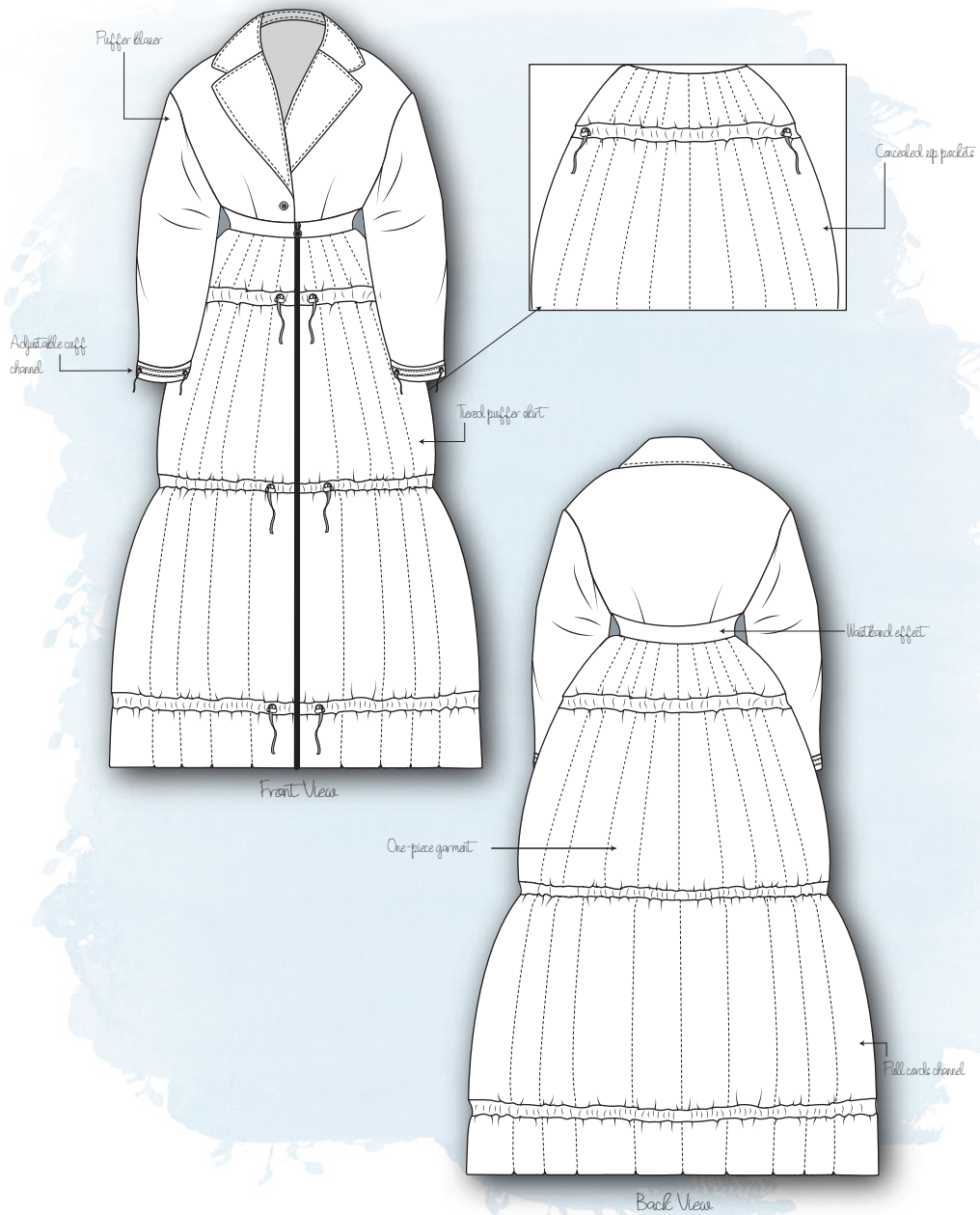


Yellow Polyester Satin is to be used for the jacket

Purple Polyester Satin is to be used for the trousers

Pink Polyester Satin is to be used for the lining





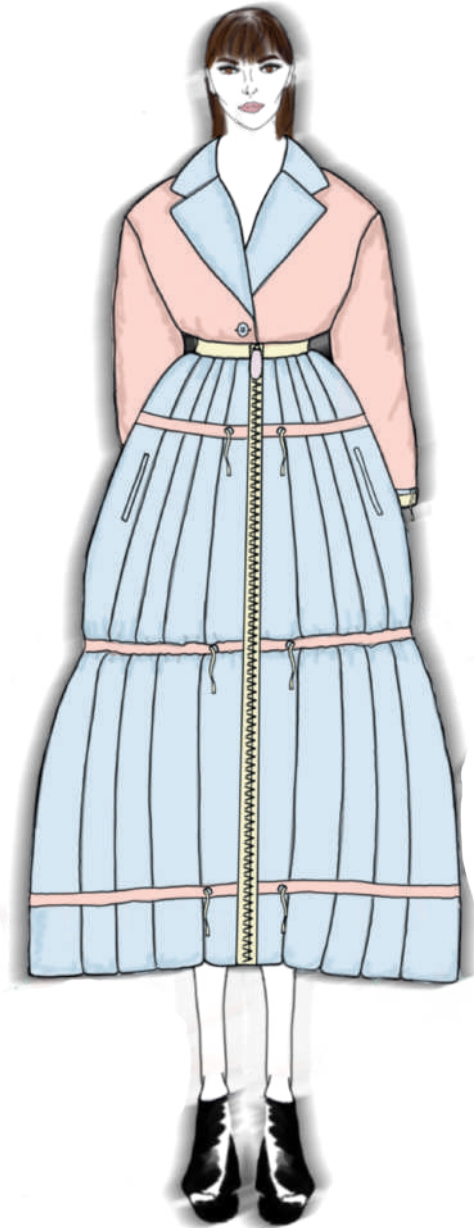
OUTFIT THREE



Blue Polyester Satin is to be used for the skirt section of the garment as well as the collar and lapel

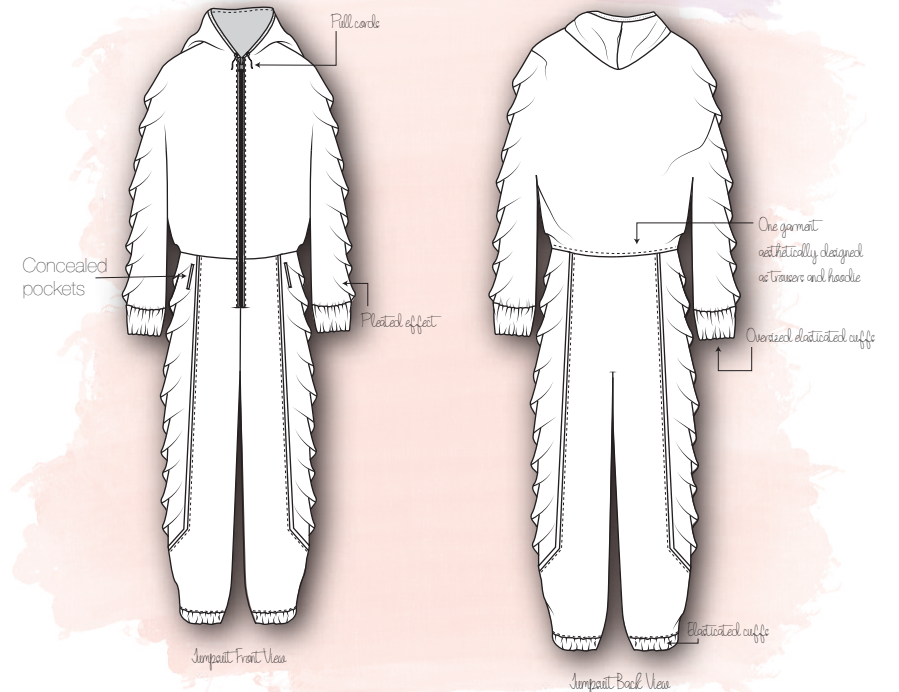
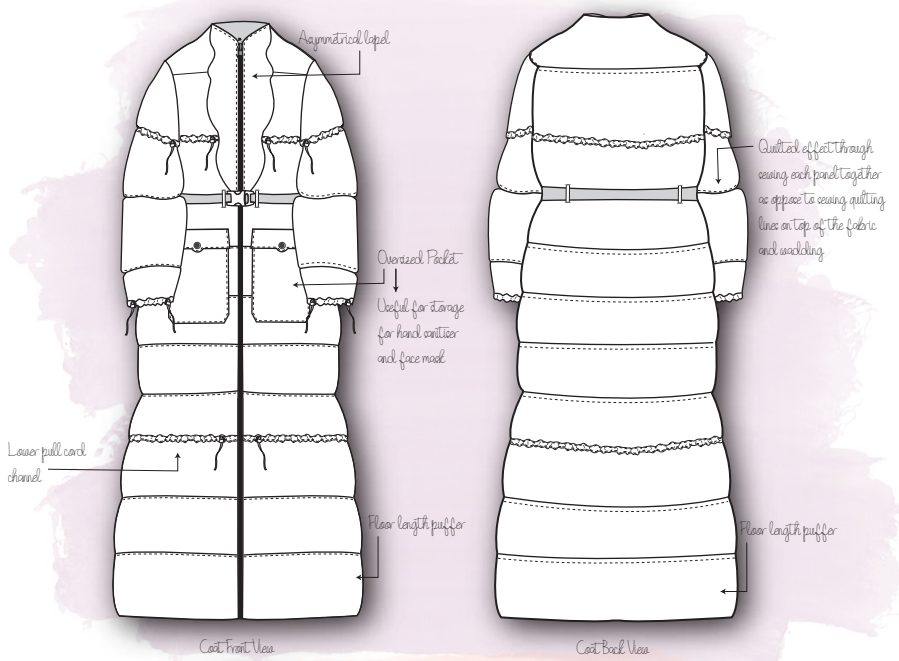
Yellow Polyester Satin is to be used for the belt

Pink Polyester Satin is to be used for the jacket section of the garment



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Outfit Breakdown



OUTFIT FOUR

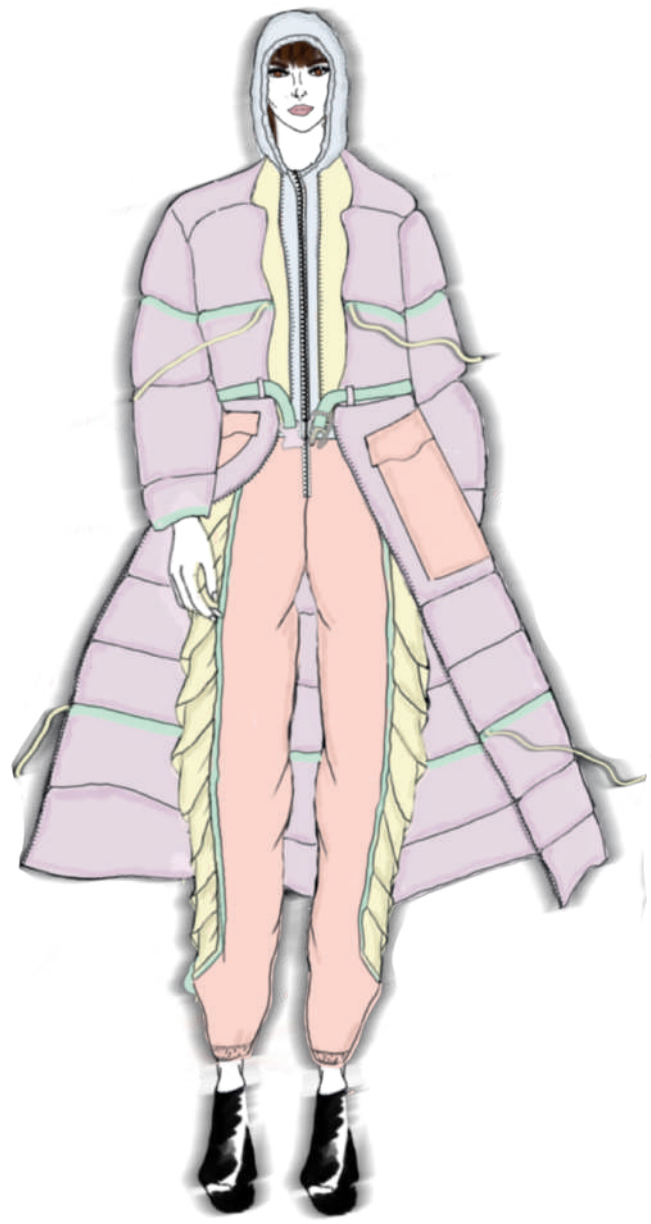


Blue Polyester Satin is to be used for the hoodie section of the jumpsuit

Yellow Polyester Satin is to be used for the jacket lapel and the pleated effect on the trousers

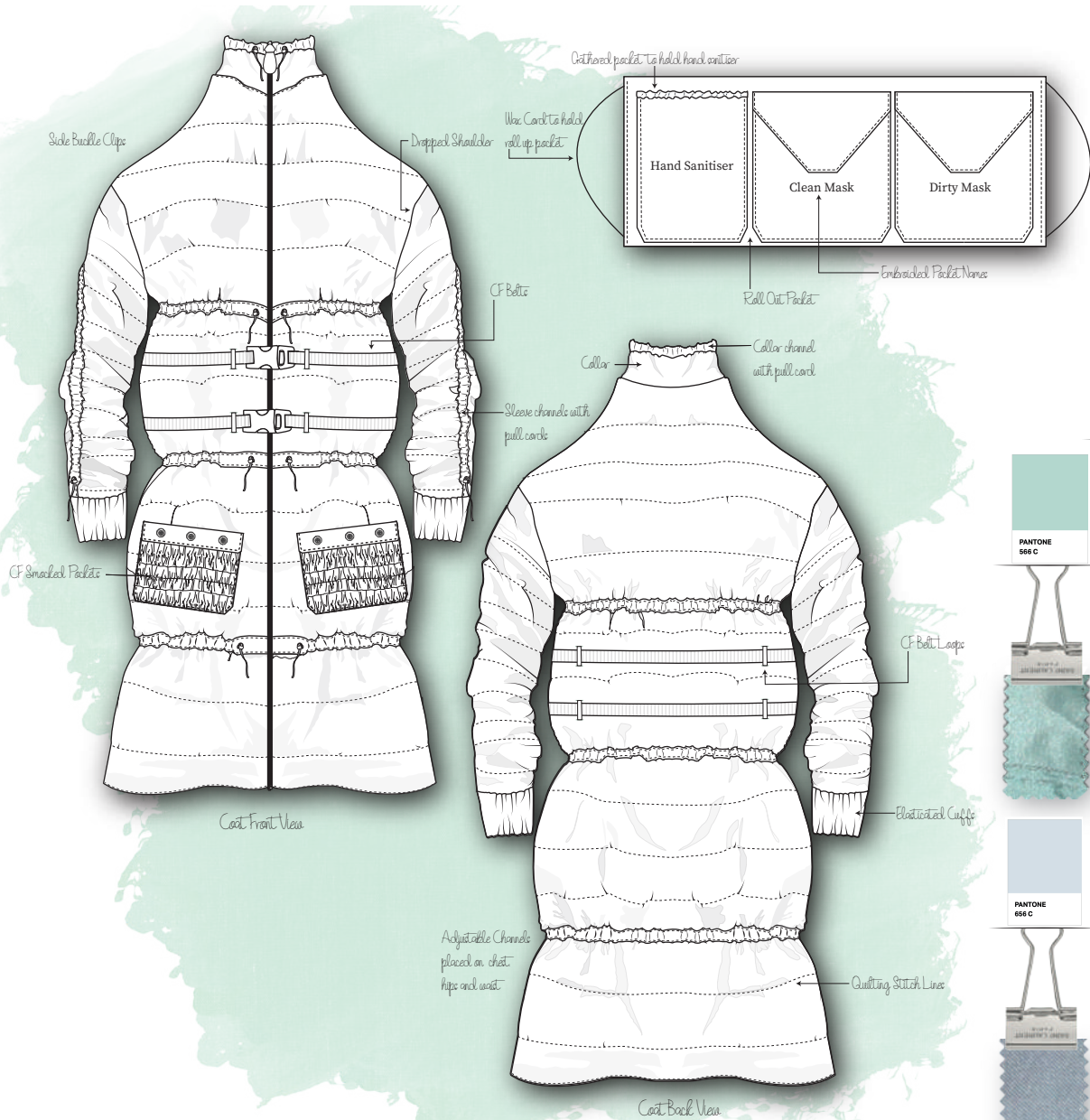
Purple Polyester Satin is to be used for main body of jacket, including Sleeves, Centre Front, and Centre Back

Pink Polyester Satin is to be used for jumpsuit trousers and jacket pockets



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Outfit Breakdown



OUTFIT FIVE

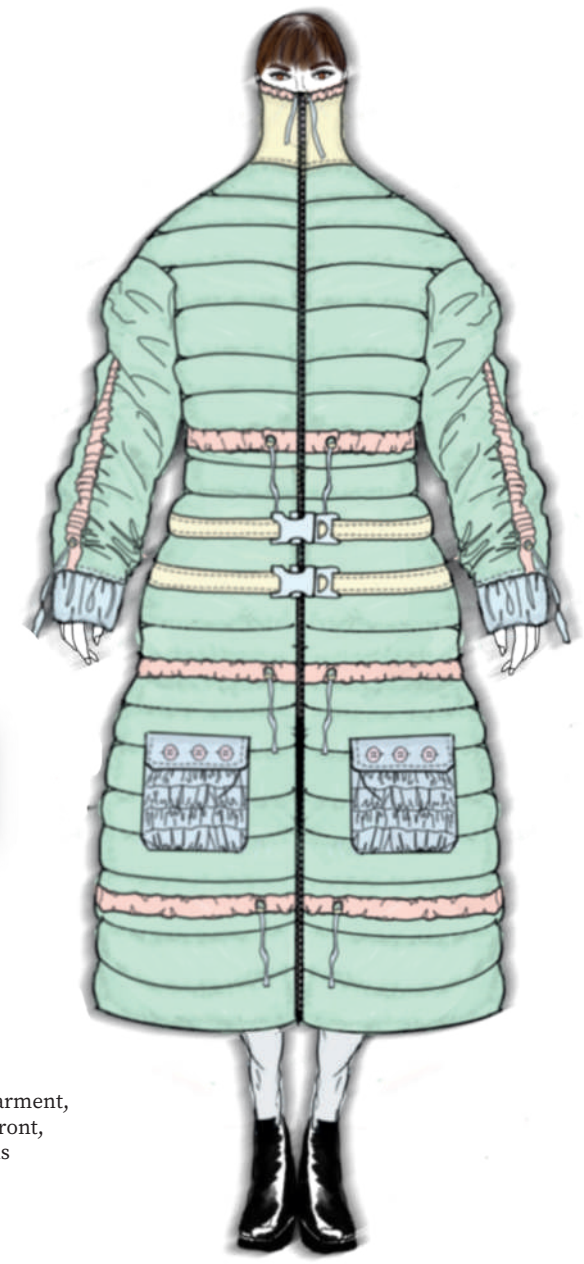


Blue Polyester Satin is to be used for all pockets, belt loops and cuffs (including roll out pocket)

Yellow Polyester Satin is to be used for collar

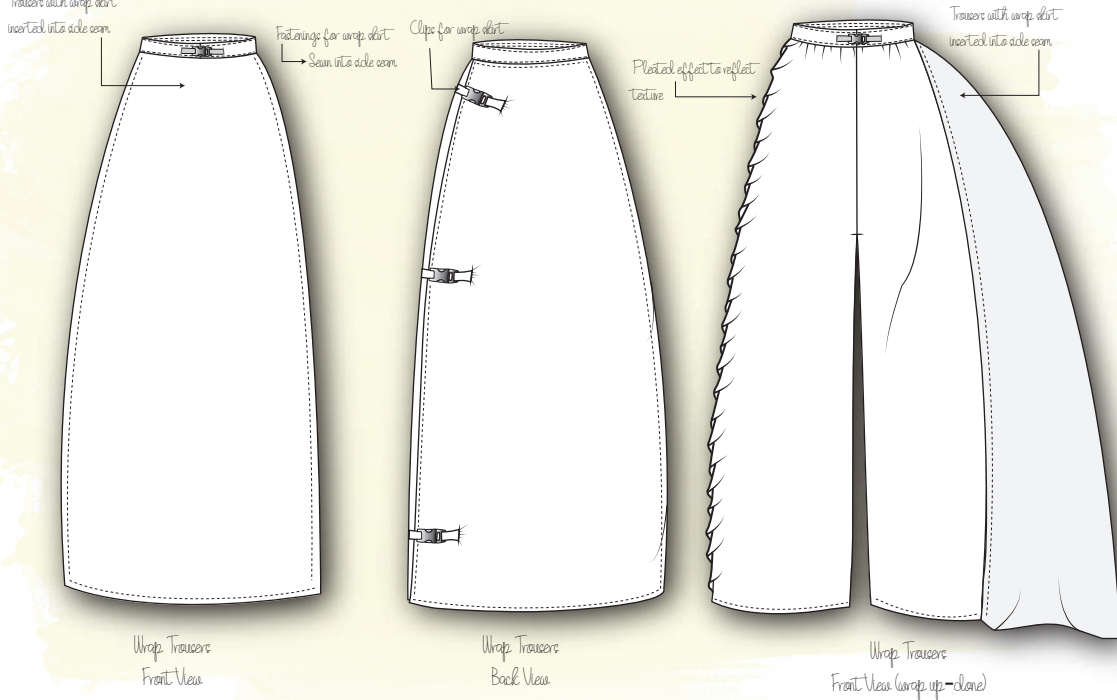
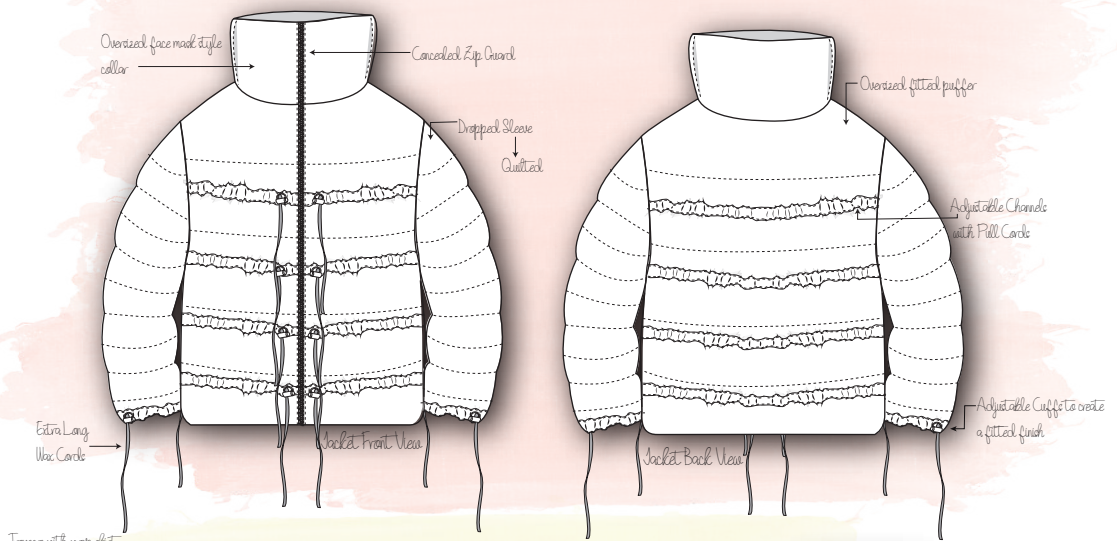
Green Polyester Satin is to be used for main body of garment, including Sleeves, Centre Front, Centre Back and Side Panels

Pink Polyester Satin is to be used for lining



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Outfit Breakdown



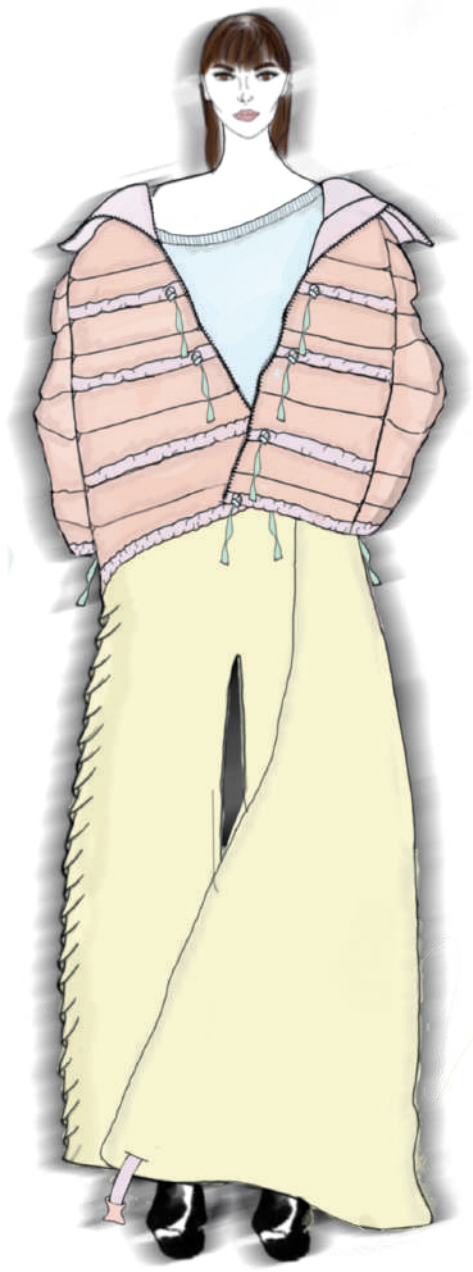
OUTFIT SIX



Purple Polyester Satin is to be used for the lining of both the wrap trousers and the puffer jacket as well as the zip guard and collar of the puffer jacket

Yellow Polyester Satin is to be used for the wrap trousers

Pink Polyester Satin is to be used for the puffer jacket



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Outfit Breakdown