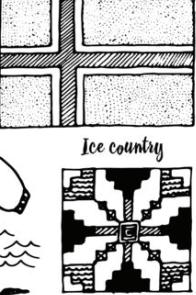
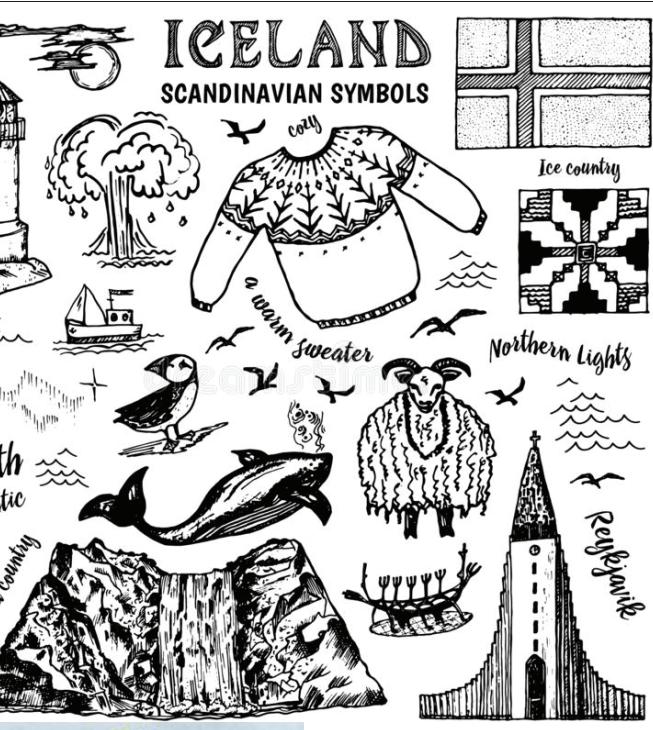
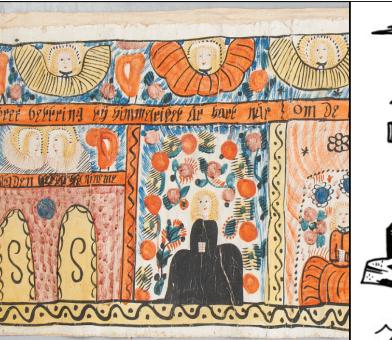
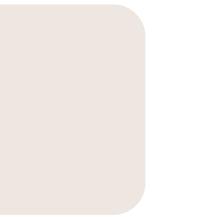
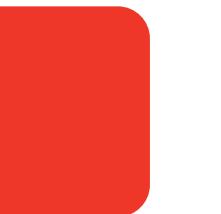
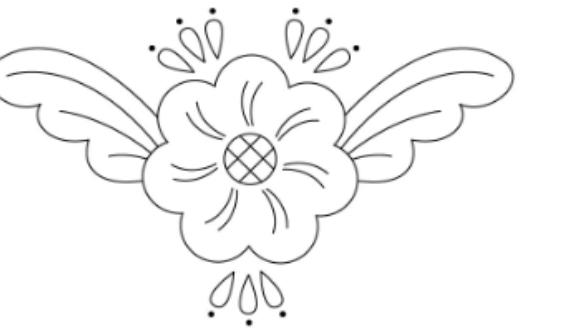


# Lucky Seven's Midsummer Collection



## Market

Mainly women's wear

Some genderless garments

High price point due to repurposed materials

Relate traditional garments to current trends

## Materials

Light weight fabrics

Sustainably sourced

Lots of linen!

Hand dyed?

Naturally dyed?

## Concept

Learn more about hand made garment techniques

Explore patterns + color

Emphasis on upcycling fabrics

Take inspiration from Swedish embroidery and other textile designs

Create fun prints

## Research + Development

Small batch collection

Look into Scandinavian traditions + holidays

Find folk art inspo

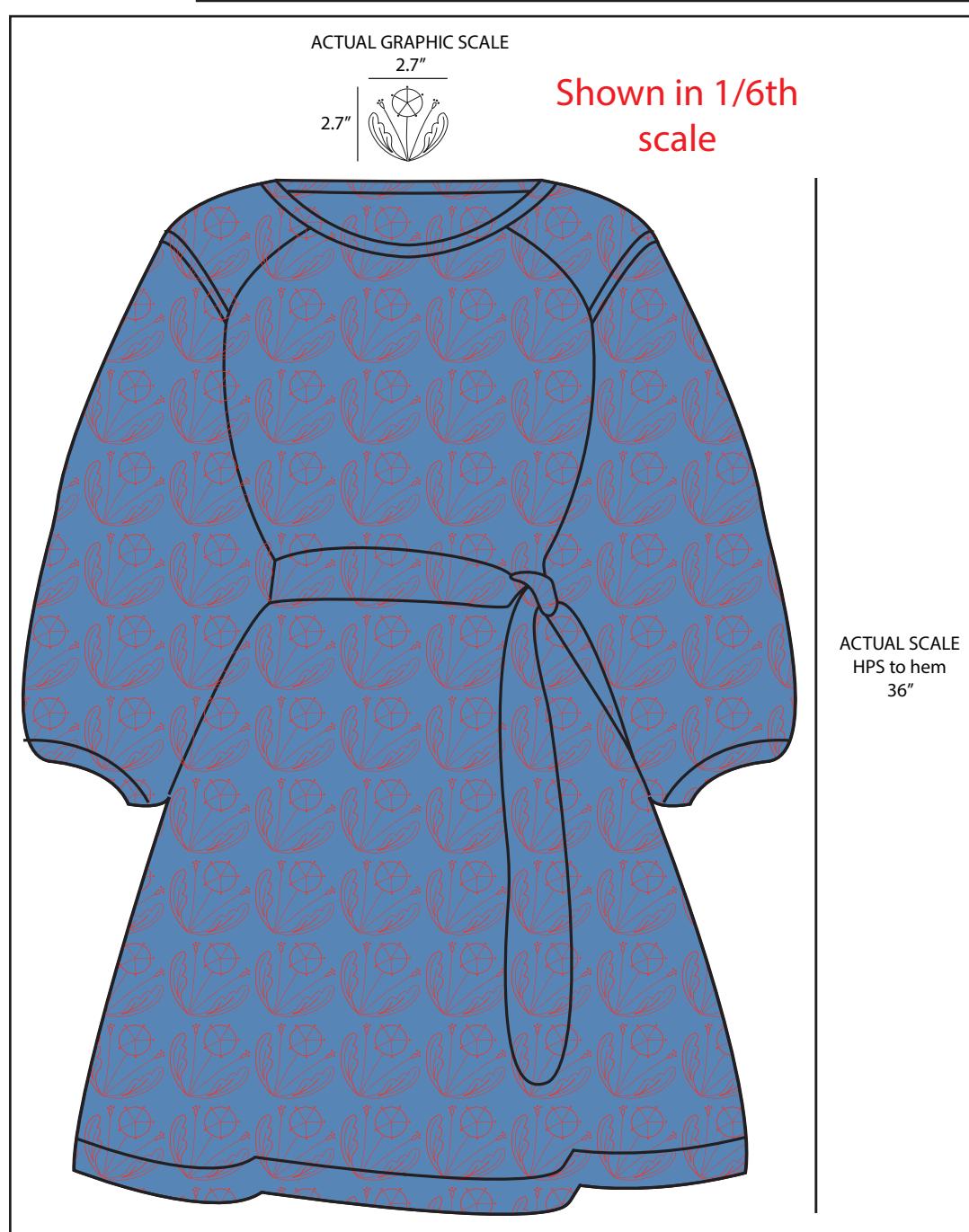
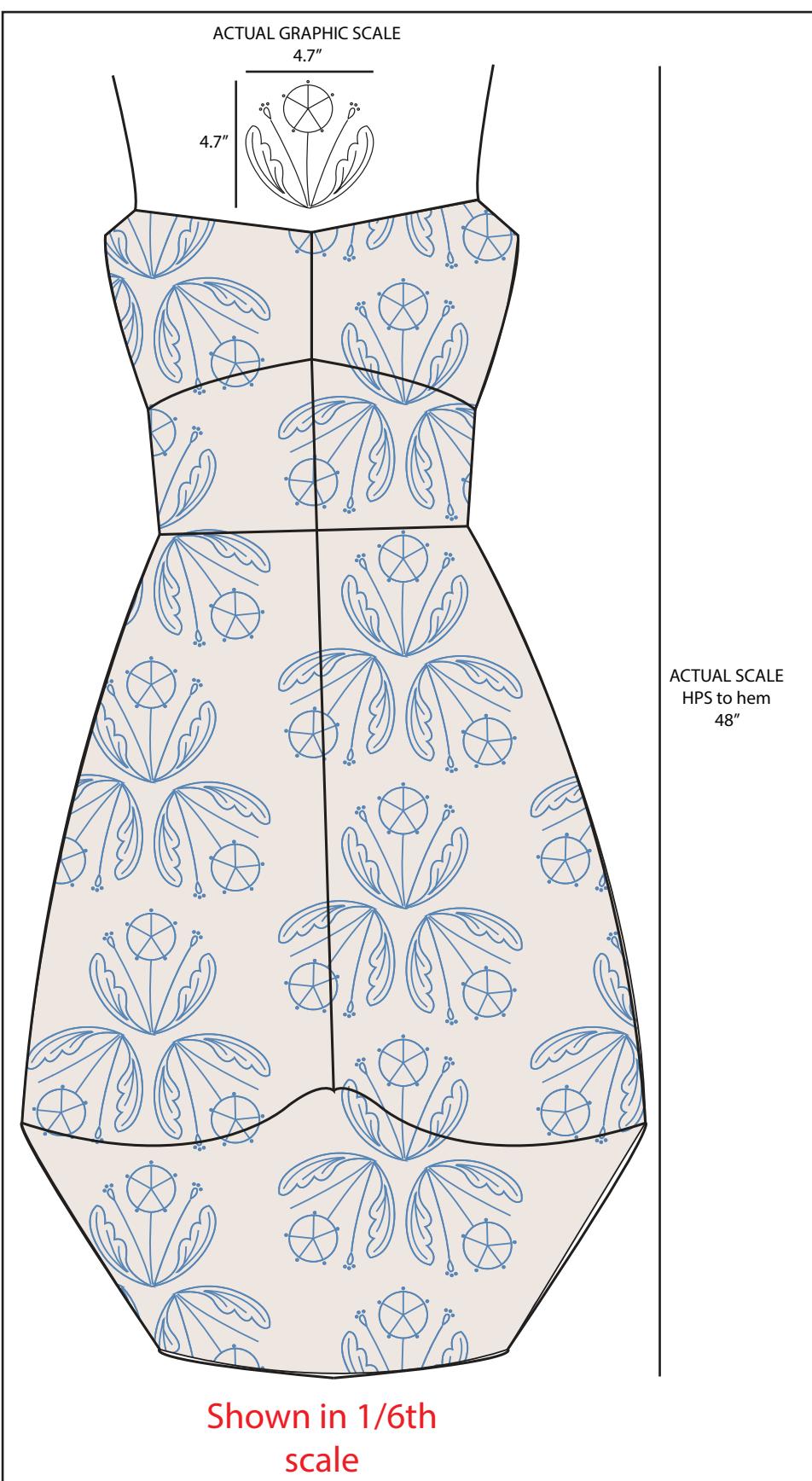
Pattern simple Silhouettes

Smock or embroider once samples are complete

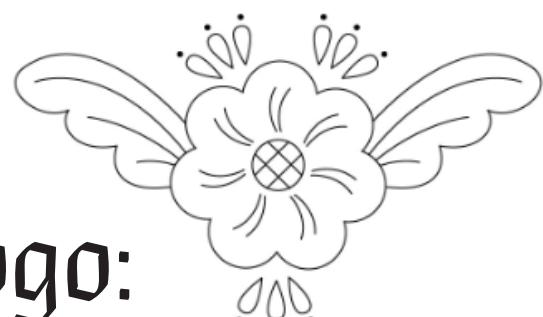
## Product

Samples perfected for wide size range

# Lucky Seven's Midsummer Collection



Proposed Logo:



# QUARTER SCALE

ACTUAL GRAPHIC SCALE  
9.6"  
4.4"



COLORWAY #1: TAN TOSS COLORWAY

ACTUAL SCALE  
HPS to HEM  
20"

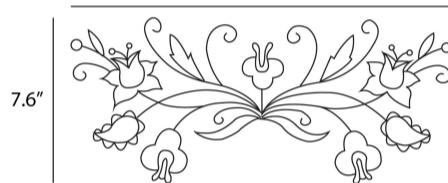
ACTUAL GRAPHIC SCALE  
8.0"  
3.2"



COLORWAY #2: ROBIN'S EGG BLUE

ACTUAL SCALE  
HPS to HEM  
20"

ACTUAL GRAPHIC SCALE  
17.2"



COLORWAY #3: LIGHT LILAC

ACTUAL SCALE  
HPS to HEM  
20"

ACTUAL GRAPHIC SCALE  
5.6"  
3.2"



COLORWAY #4: EARLY BIRDS

ACTUAL SCALE  
HPS to HEM  
20"

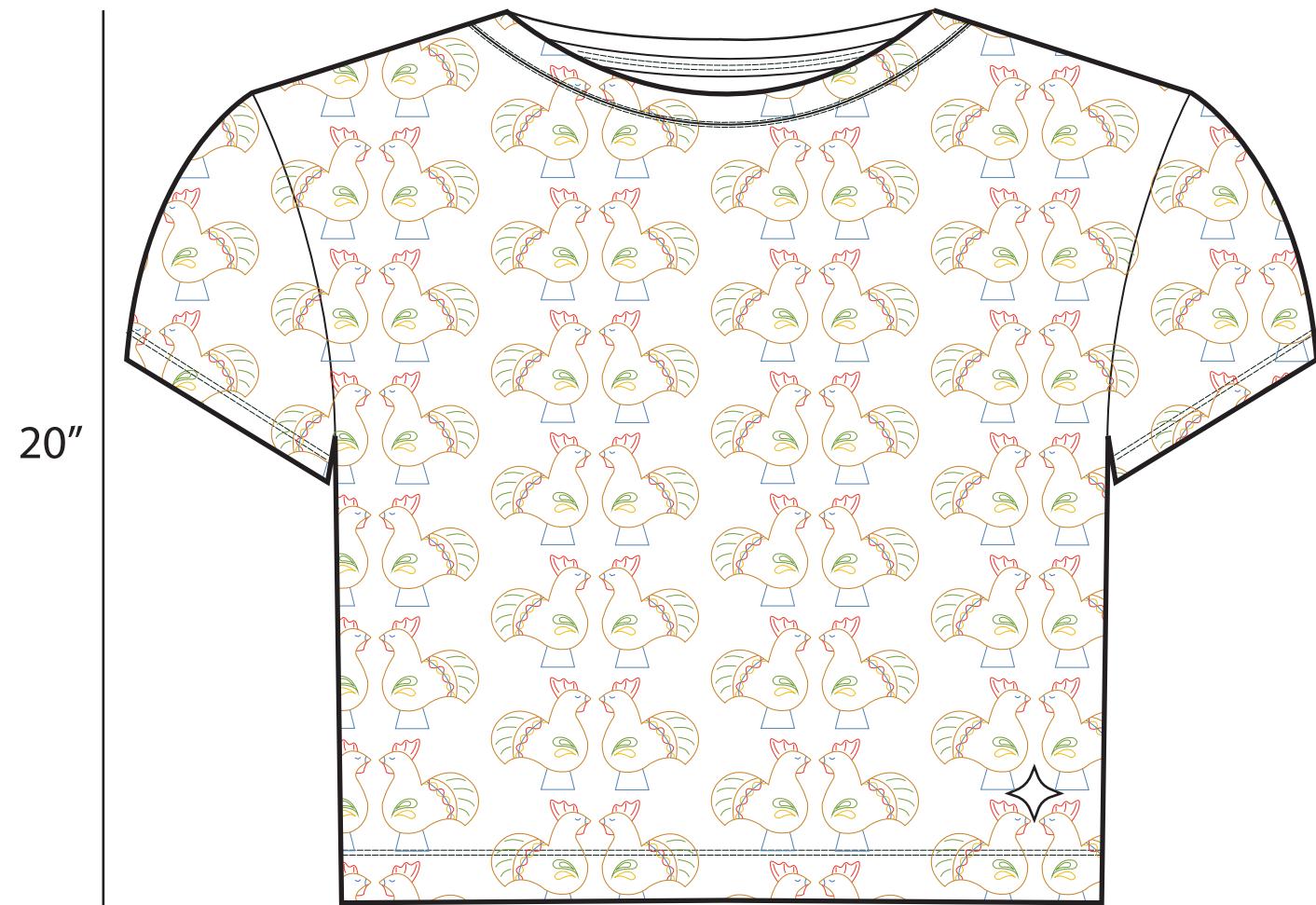
ACTUAL GRAPHIC SCALE  
3.6"  
2"



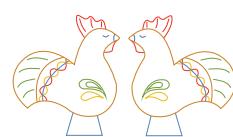
COLORWAY #5: SIMPLE HENS

ACTUAL SCALE  
HPS to HEM  
20"

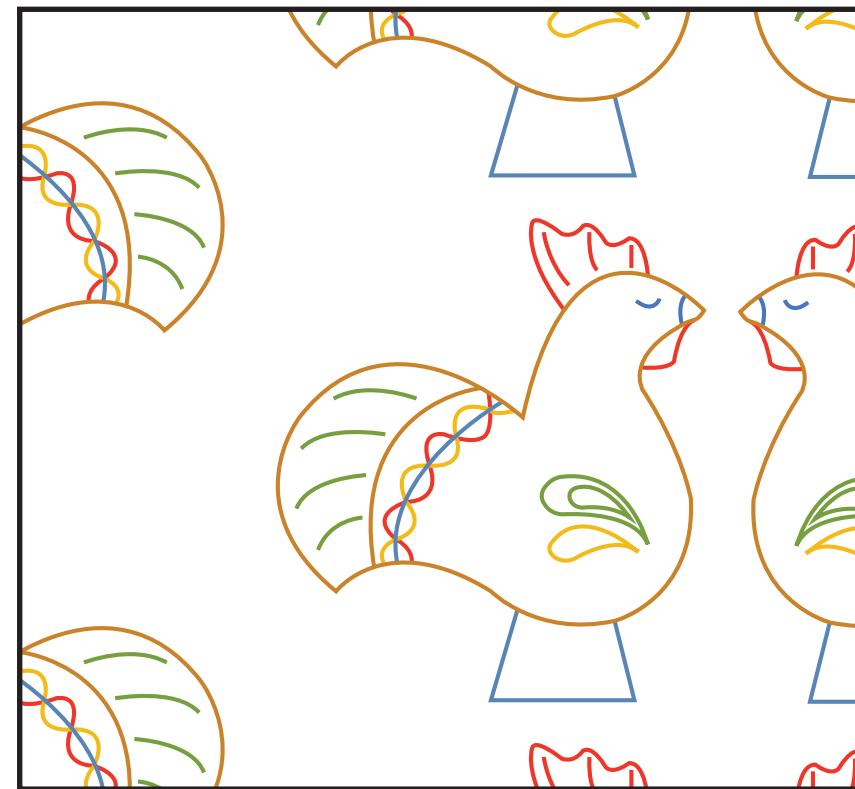
QUARTER SCALE



2.5" AT SCALE



ACTUAL GRAPHIC 1.18" X 1.18"



ACTUAL SCALE  
4.88" X 2.72"