

APPAREL DESIGN CONCEPTUALIZATION

*"FROM INSPIRATION TO CONCEPT &
COMPLETION"*

OLIVINE

Rachel J. Eike
November 20, 2013



PUTTING THE PIECES TOGETHER ~ INSPIRATION



Inspiration

Art Deco

Elie Saab

Tomoko Nakamichi

Color

Greta Garbo



DEVELOPING YOUR CONCEPT ~ MOOD BOARD RESEARCH

Art Deco

- Architecture
 - Linear Lines
 - “Zig-Zag”
 - Streamline Modern
 - Shapes
 - Chevron
- Color
 - Pastels
 - Metallic
- Economy
- History



Target Market

- Greta Garbo
 - Attitude
 - Style
- Age
- Education
- Event to wear gown
 - Special occasion
 - Art Gala
 - Formal Fundraising Event



DEVELOPING YOUR CONCEPT ~ TREND & CONSTRUCTION RESEARCH

Elie Saab



"Ode to Delicateness"

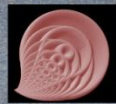
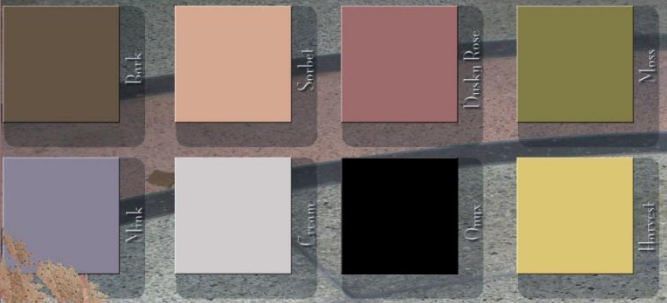
- Tone-on-tone or silvery embroideries on lace
- Tulle of varying transparencies
- Beadwork
- Illusion necklines and sheer sleeves
- Sense of 'floating on the body'
- Favored solid colors
 - *Sparkle & Shine*

Tomoko Nakamichi

- Former professor at Tokyo's Bunka Fashion College
- Works with draping and flat patterns to create clean sculptural pieces
- Pattern Magic
- Encourages experimentation and 'mistakes' in the design studio



Le Rouge Adorn



SKETCHING
AND
FEEDBACK

Le Rouge Adorn



Feedback

Designs

Sketches

Flats

Fabrics

Embellishments



Josephine



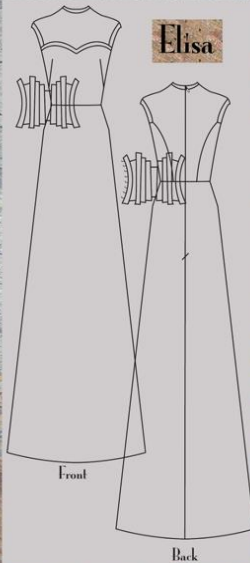
Olive Silk Ribbon
Army Silk Ribbon
Grass Silk Ribbon
Allepey Avocado

Cliffon

Habutae



Bell is a created woven of
Adelle Kissi,
Chisel Dupioni, &
Brown Charmeuse



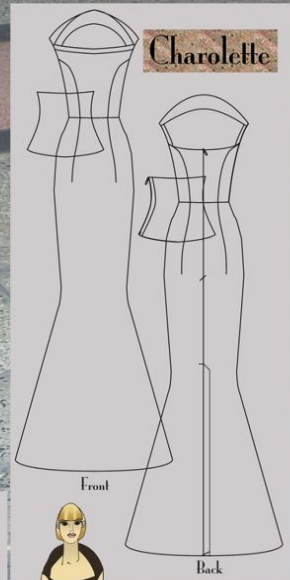
Elisa



Cliffon

Habutae

Bell is a created woven of
Allepey Avocado,
Chisel Dupioni, &
Brown Charmeuse



Charolette



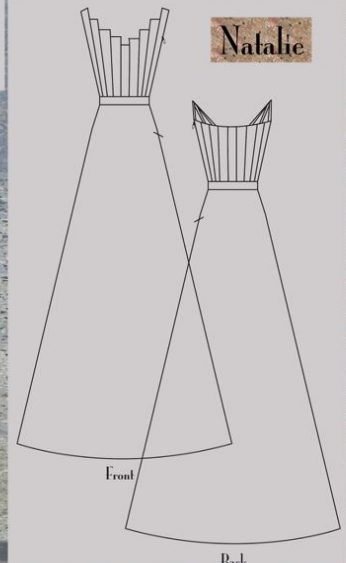
Bengaline Faille

Cliffon

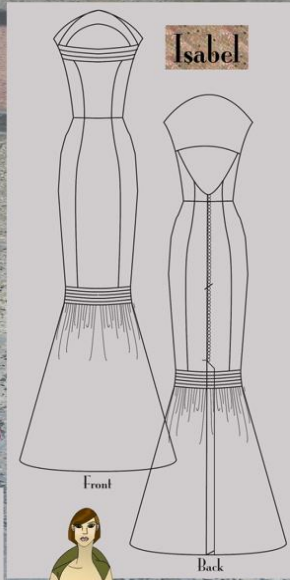
Charmeuse

Mauve Silk Ribbon

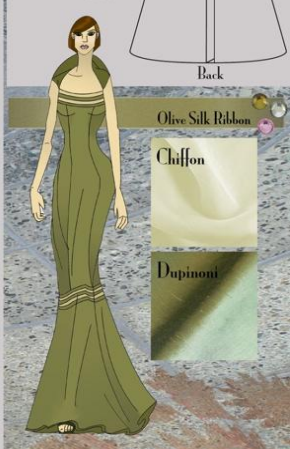
Rosewood Silk Ribbon



Natalie



Isabel



Olive Silk Ribbon

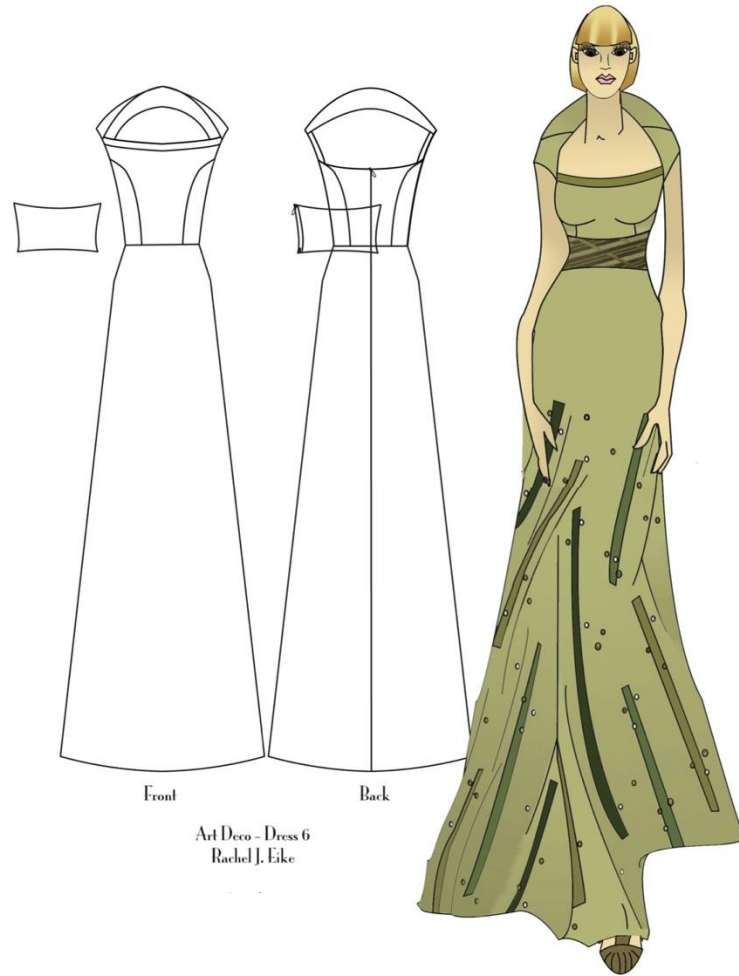
Cliffon

Dupioni

Le Rouge Adorn
Rachel J. Eike

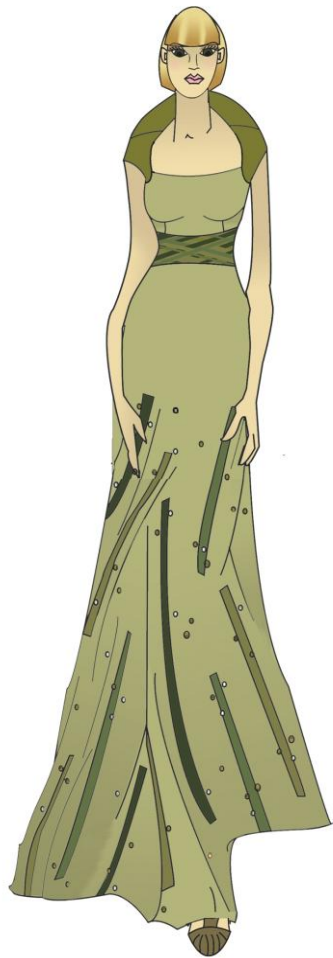
DESIGN
BASED ON
FEEDBACK

“Olivine”



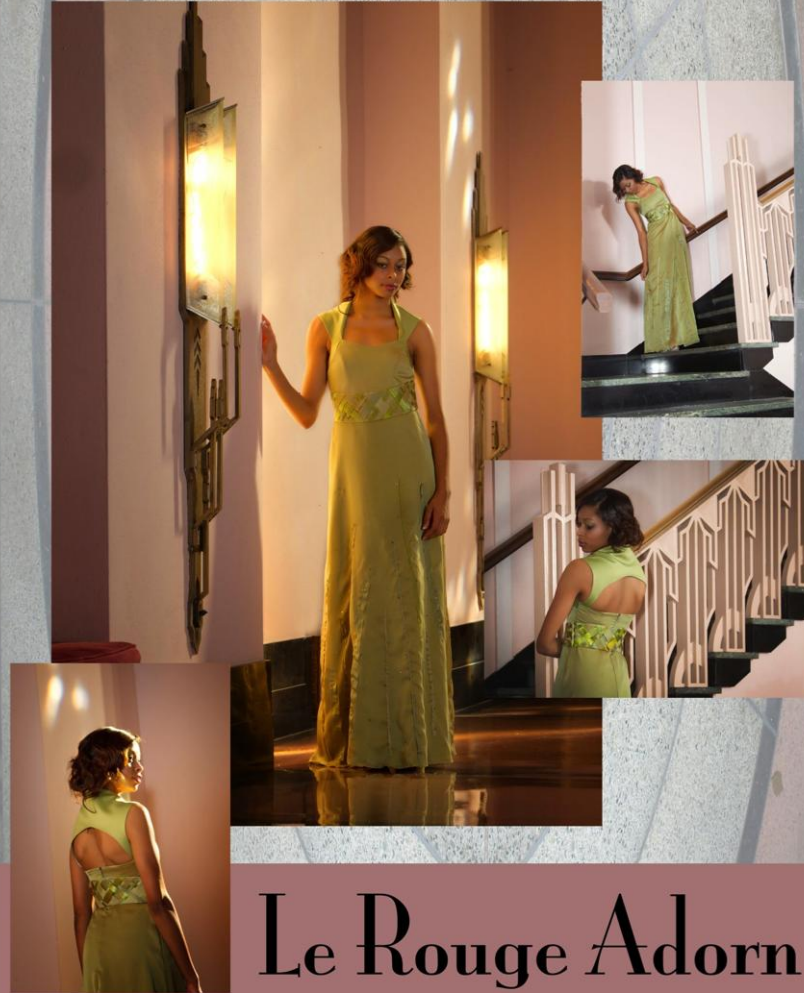
FINAL
PRODUCT

“Olivine”



PROFESSIONAL
PICTURES IN
THE BOSTON
AVE. CHURCH
TULSA, OK

“Olivine”



Le Rouge Adorn

MARKETING YOURSELF

- Design Competitions
 - [ITAA](#)
 - [AAFCS](#)
- Social Media – Post your work!
 - [Linked In](#)
 - [Facebook](#)
- Develop a Portfolio
 - Digital Portfolio
 - [Marcella](#)
 - [Taylor](#)
 - [Tia](#)

Don't stop after you are done sewing!

2013 Proceedings

New Orleans, Louisiana



Olivine

Rachel J. Eike, Oklahoma State University, USA

Keywords: Art Deco, embellishments, stole

“A woman’s appearance and demeanor were altered in this period of Art Deco, so as to highlight her independence and allure” (Fischer, 2003, p. 33).

Olivine was designed for wearing by an elegant, middle-aged woman for attending special occasion events such as a black-tie gala fundraiser. The woman who would be interested in purchasing and wearing Olivine is someone who is educated and has appreciation for the arts, history, and design. The target customer for Olivine is a financially privileged woman who seeks unique couture pieces – both for her home as well as for her wardrobe.



The design of this gown was directly inspired by the Art Deco linear lines found in the staircases of the Boston Avenue Church, the 1920s movie actress Greta Garbo, and