

JESSICA LEVICK

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SOUTH AVENUE.

JESSICA LEVICK.

SPRING SUMMER 2021

# SOUTH AVENUE

A **NARRATIVE OF COMMUNICATION** THROUGH PERSONAL POSSESSIONS  
WITHIN THE HOME.

INSPIRED BY MY GRANDPARENTS, WHO TRAVELLED EUROPE, COLLECTING FROM ANTIQUE FAIRS  
AND BOOTSALES. SOUTH AVENUE EXPLORES THE THEMES OF  
**SENTIMENTALISM AND NOSTALGIA**,  
AS THE REASONING BEHIND THE LOVE THEY HAD FOR UNIQUE OBJECTS.

IS THE HOME **MUNDANE**, TO BE TREATED AS A PERSONAL GALLERY TO FILL?





REVEALING  
LAYERS  
OF  
HISTORY

LOUISE HAGGER



DAVID STOKER

THE SENSE OF A MOMENT



MATTHEW DOLS

# SENTIMENTALIST

SOUTH AVENUE.

JESSICA LEVICK.

SPRING SUMMER 2021



A NARRATIVE OF  
*COMMUNICATION*  
THROUGH PERSONAL  
POSSESSIONS,





SOUTH AVENUE.

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An amalgamation of my grandparents' most loved possessions.

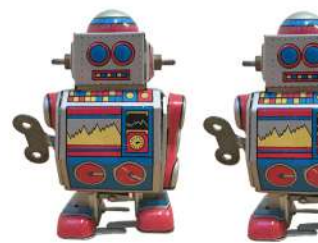
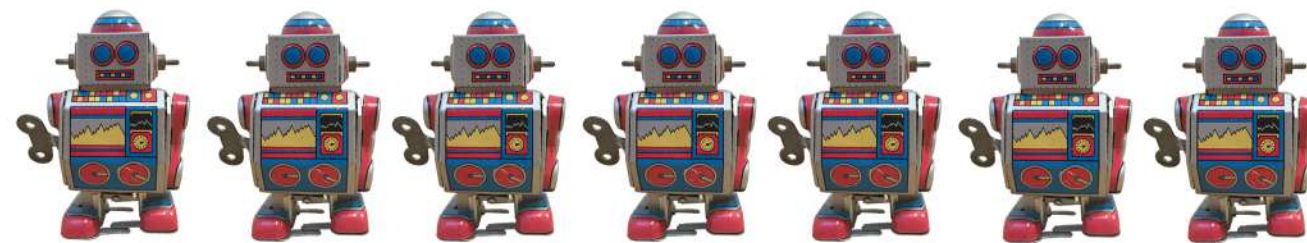
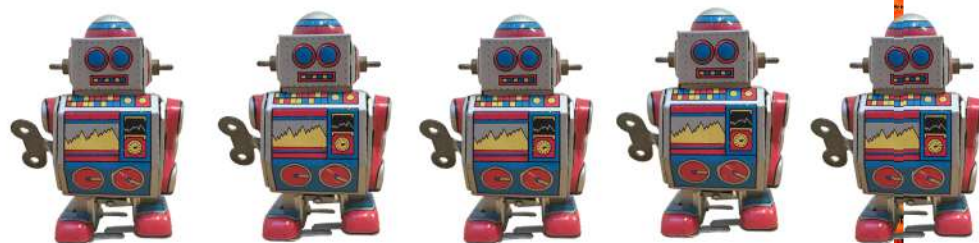
TASTY

MUSEUM OF YOU

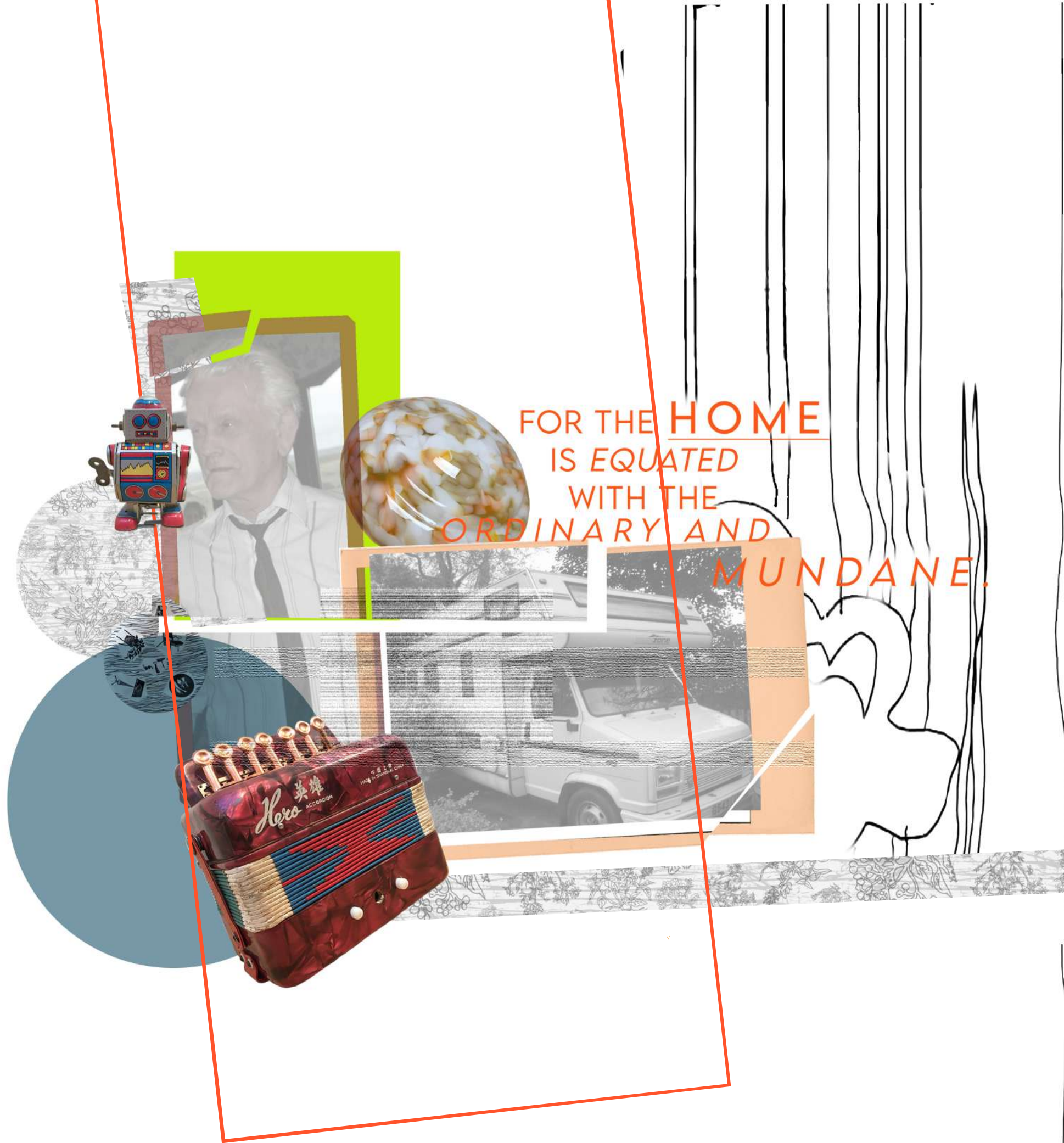
FRAGMENTS OF SOULS WILL  
TAKE THE FORM OF PHOTOS,  
FURNITURE, ORNAMENTS AND OBJECTS,

SCATTERED HERE  
AND THERE FOR  
YOU TO

PIECE TOGETHER  
AND ADMIRE.









SOUTH AVENUE.

JESSICA LEVICK.

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# I SAID WE LOVE TO BOOGIE

MY GRANDA'S  
BELOVED JUKEBOX.  
MANY MEMORIES OF  
THEIR HOME FILLED  
WITH MUSIC. T-REX, I  
LOVE TO BOOGIE,  
BEING HIS FAVOURITE  
SONG.



## JITTERBUG BOOGIE

WE LOVE TO BOOGIE  
WE LOVE TO BOOGIE  
JITTERBUG BOOGIE  
BOLAN PRETTY BOOGIE  
WE LOVE TO BOOGIE  
ON A SATURDAY NIGHT

BELINDA MAE FENDER'S  
GOT A CADILLAC BONE  
JENNY LOST HER CHERRY  
WALKING ALL THE WAY HOME  
THE PASSION OF THE EARTH  
BLASTED ITS MIND  
NOW IT'S NEAT, SWEET, READY  
FOR THE MOON-BASED GRIND

WE LOVE TO BOOGIE  
WE LOVE TO BOOGIE  
ON A SATURDAY NIGHT

I SAID WE LOVE TO BOOGIE  
WE LOVE TO BOOGIE  
HIGH SCHOOL BOOGIE  
JITTERBUG BOOGIE  
WE LOVE TO BOOGIE  
ON A SATURDAY NIGHT  
AH, YEAH

YOU RATTLESNAKE OUT WITH  
THE TAILFEATHERS HIGH  
JITTERBUG LEFT AND SMILE  
TO THE SKY  
WITH YOUR BLACK VELVET  
CAPE AND YOUR STOVEPIPE HAT  
BE-BOP, BABY, THE DANCE IS WHERE IT'S AT

I LOVE TO BOOGIE  
YES, I LOVE TO BOOGIE  
ON A SATURDAY NIGHT

I SAID I LOVE TO BOOGIE  
I LOVE TO BOOGIE  
JITTERBUG BOOGIE  
I LOVE TO BOOGIE  
I LOVE TO BOOGIE  
ON A SATURDAY NIGHT

I LOVE TO BOOGIE  
I LOVE TO BOOGIE  
I LOVE TO BOOGIE  
I LOVE TO BOOGIE  
I LOVE TO BOOGIE  
ON A SATURDAY NIGHT

I LOVE TO BOOGIE  
I LOVE TO BOOGIE

JITTERBUG BOOGIE  
JITTERBUG BOOGIE

I LOVE TO BOOGIE



SOUTH AVENUE.

JESSICA LEVICK.

SPRING SUMMER 2021





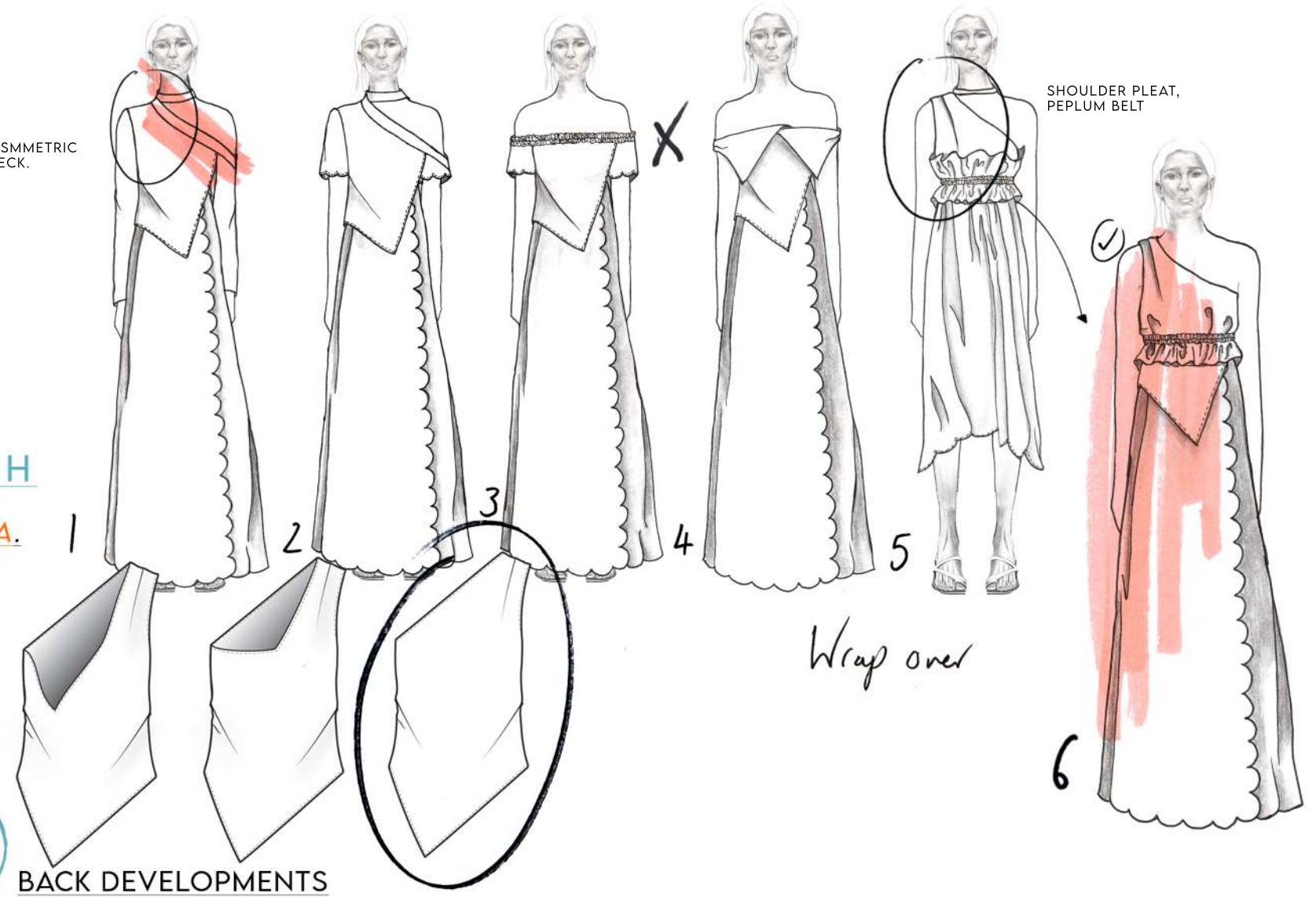
## LOOK 1 CATHERINE TOP AND SKIRT

EXPLORATION  
INTO **KITSCH**  
AND  
**MEMORABILIA.**

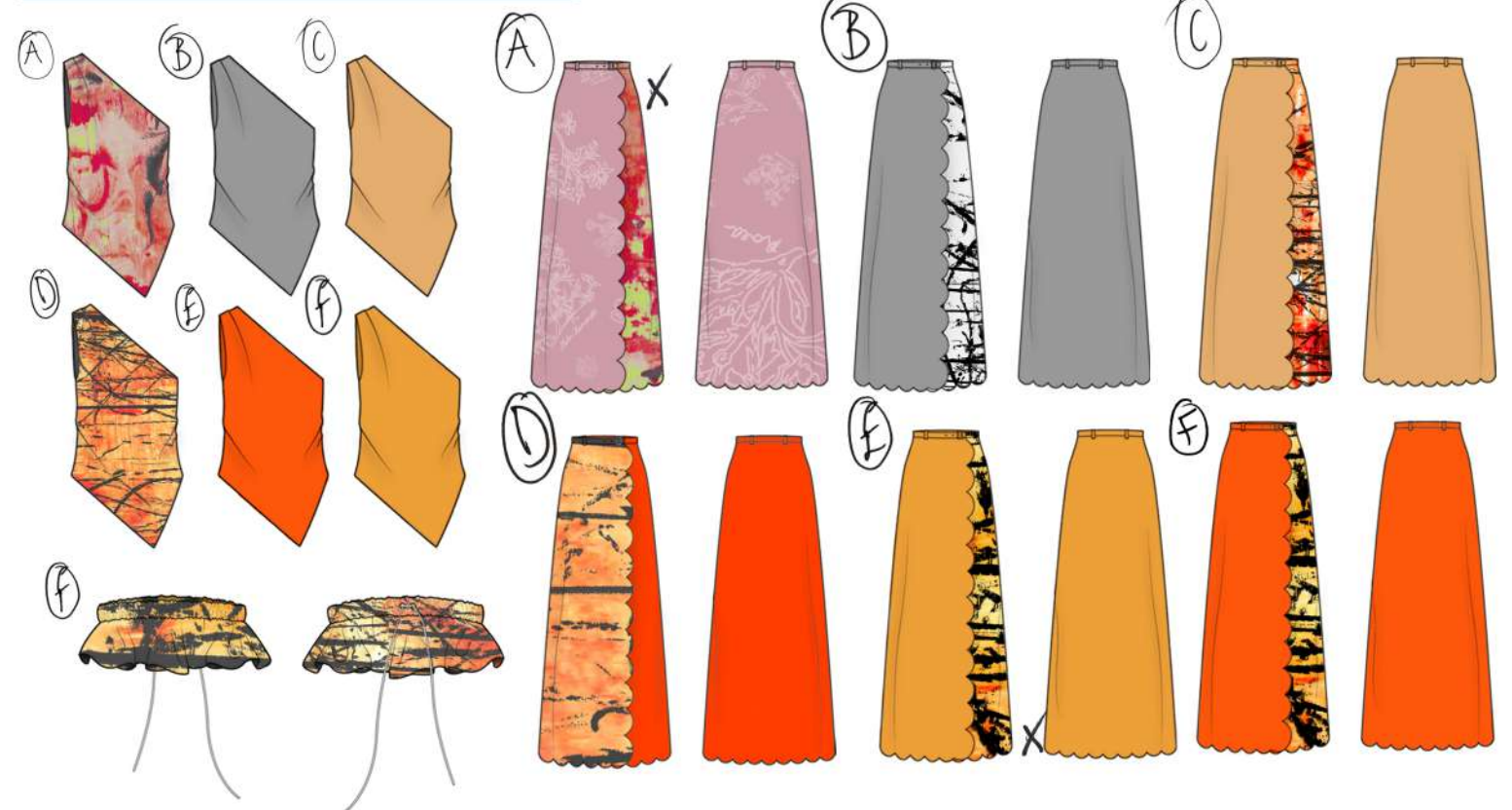


TREASURED  
ITEMS  
TREASURED  
MEMORIES

ASYMMETRIC  
NECK.



## CATEGORY PLAN:



SOUTH AVENUE.

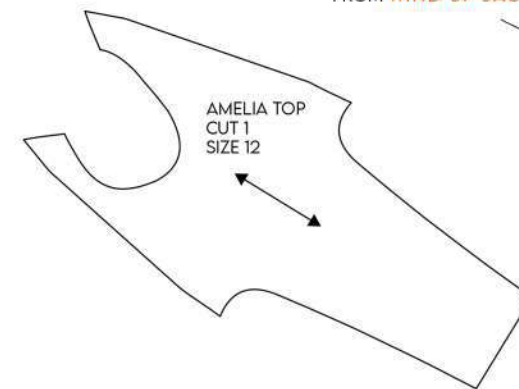
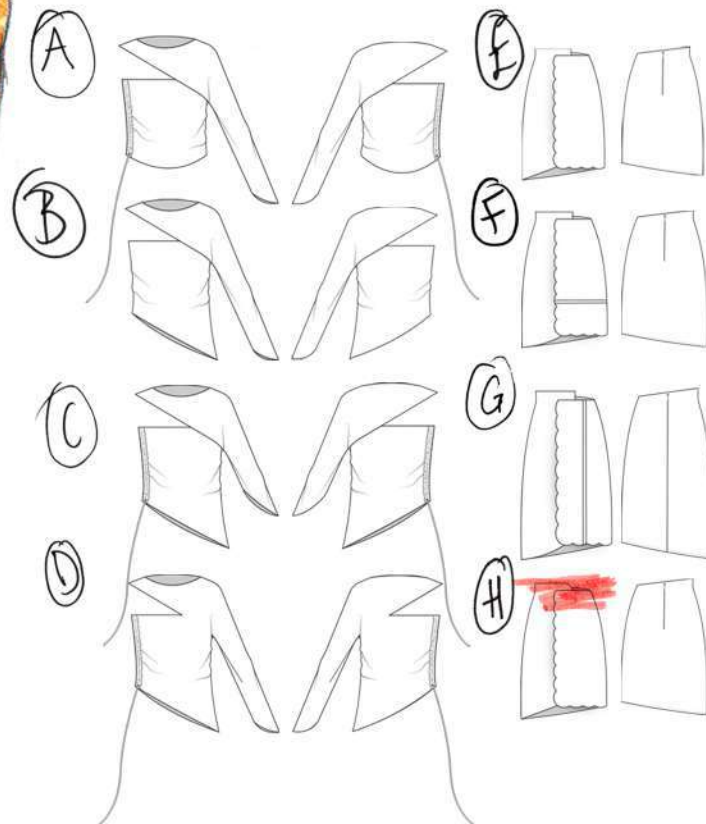
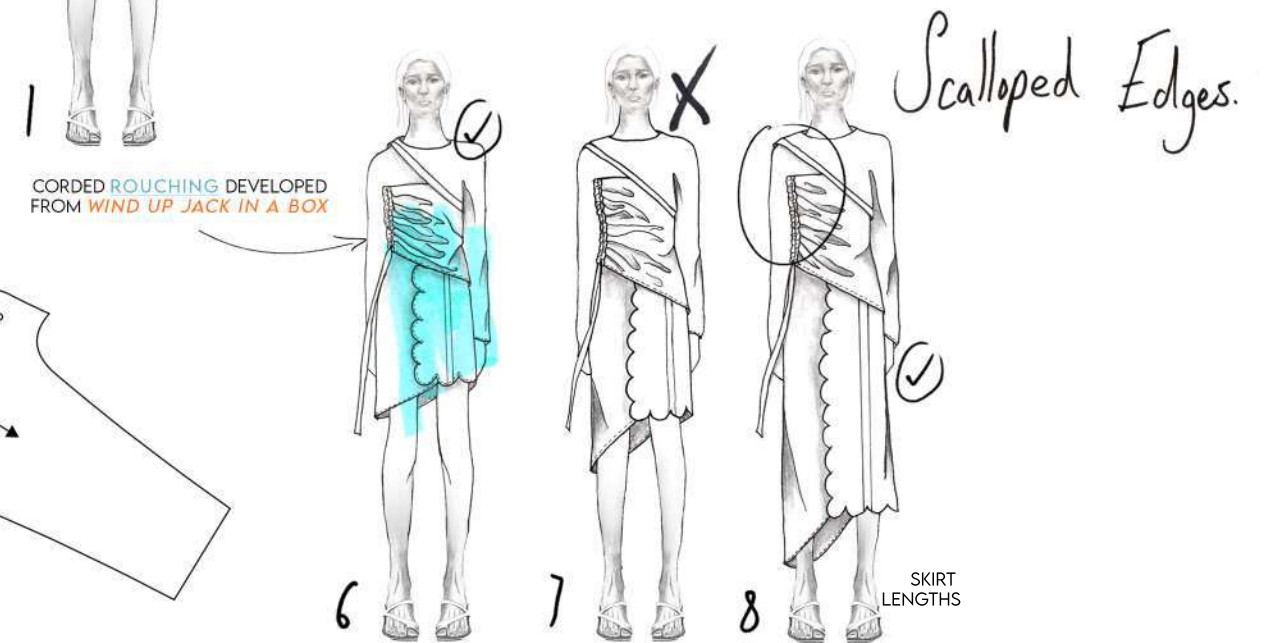
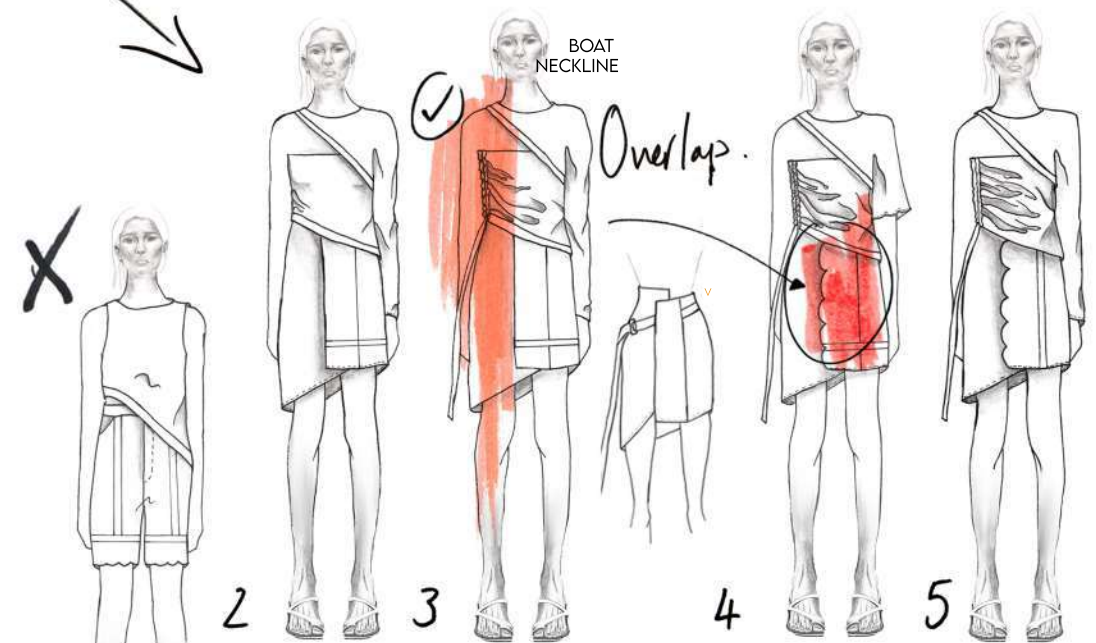
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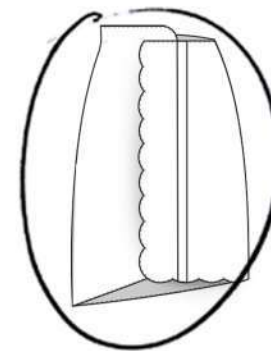




PLATES  
AND  
MORE PLATES...



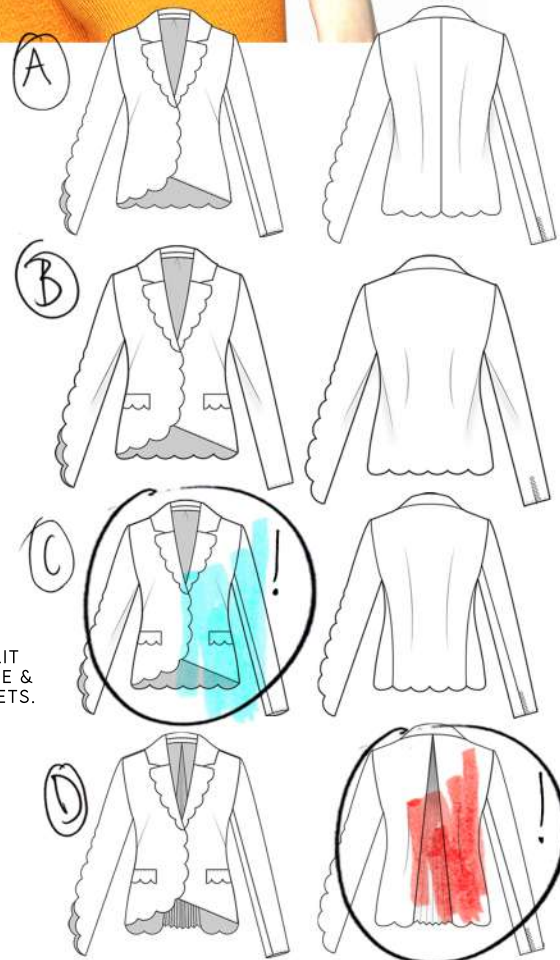
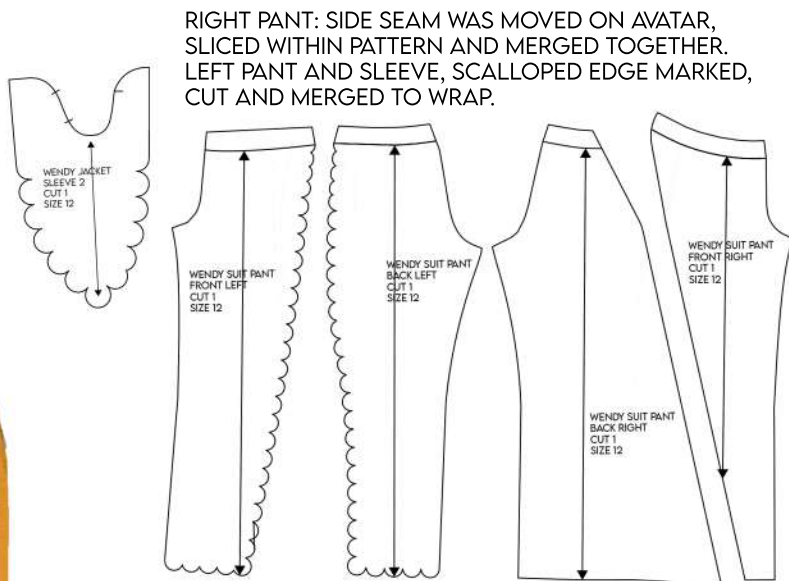
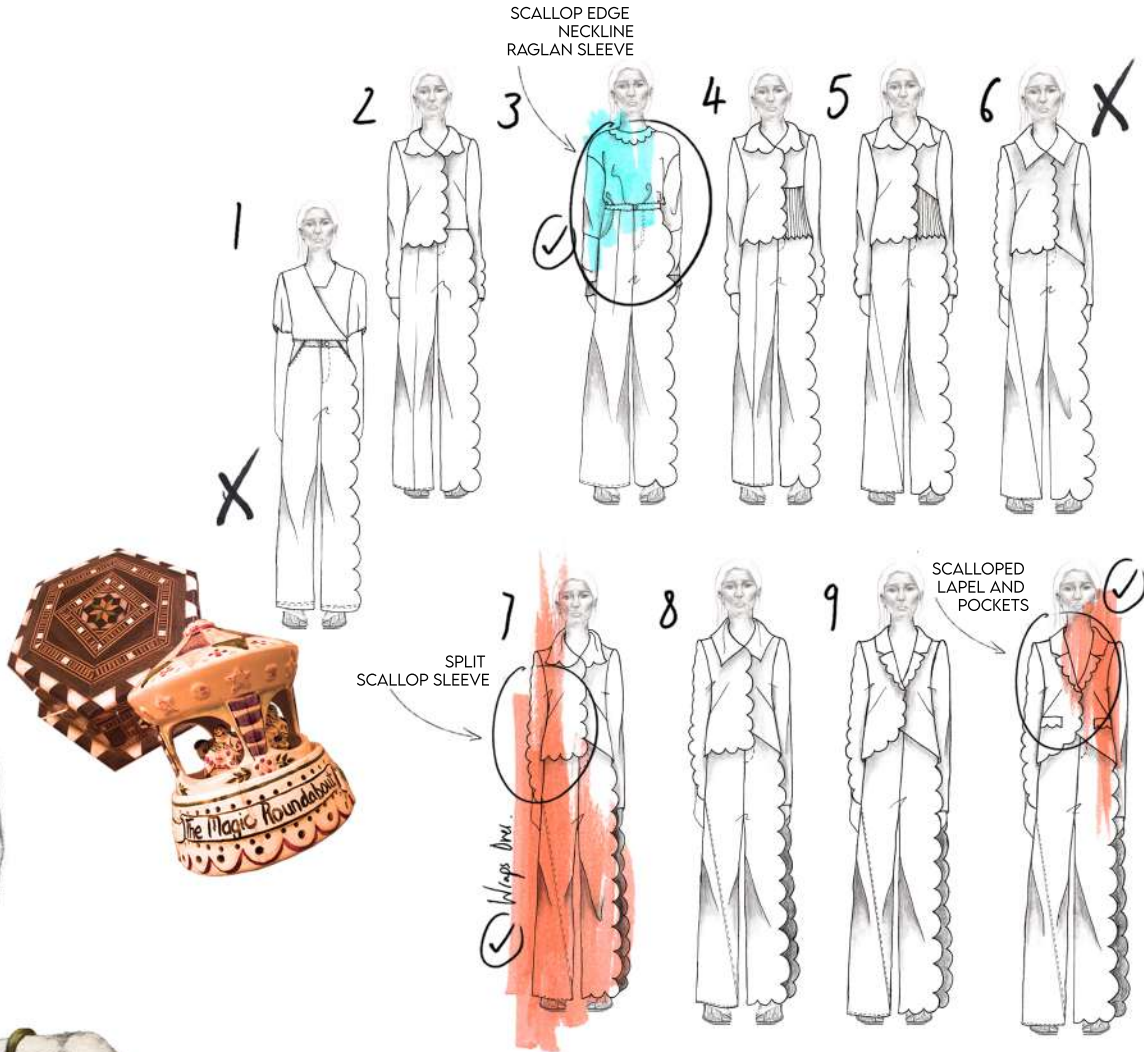
SOFT CURVE UNDER  
WRAP, UNITES  
SCALLOP EDGES.



LOOK 3 AMELIA TOP AND SKIRT







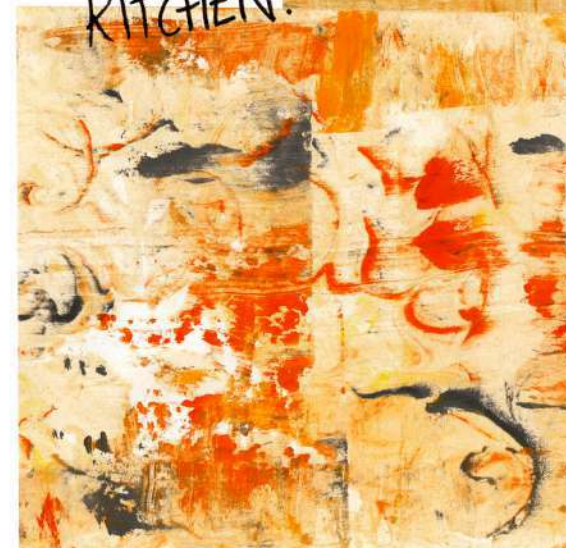
BLAZER DEVELOPMENTS

LOOK 8: WENDY SUIT





## PRINT DEVELOPMENT

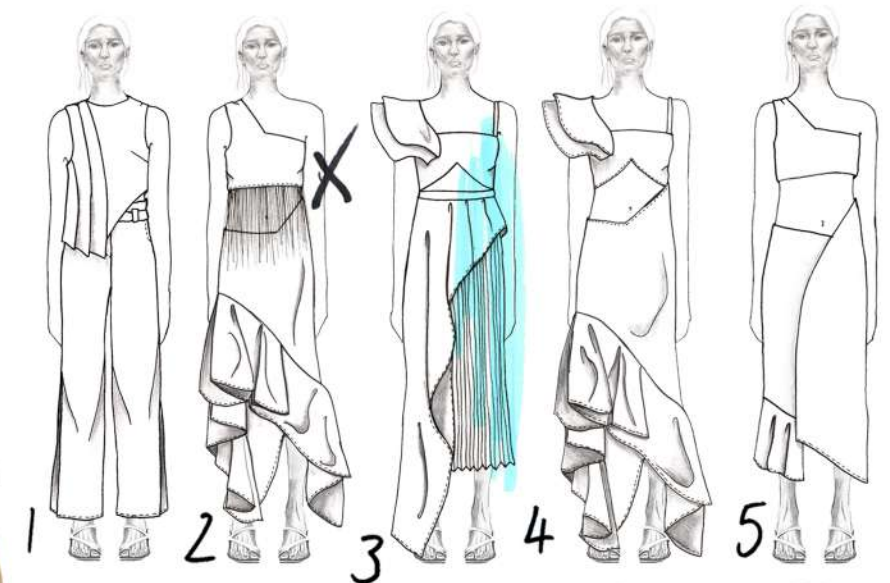


ABSTRACT MARBLING, LINE DRAWINGS AND MARK MAKING USED TO REPLICATE OBJECTS FROM THE KITCHEN, THESE WERE LAYERED TOGETHER TO GENERATE REPEAT PRINTS.

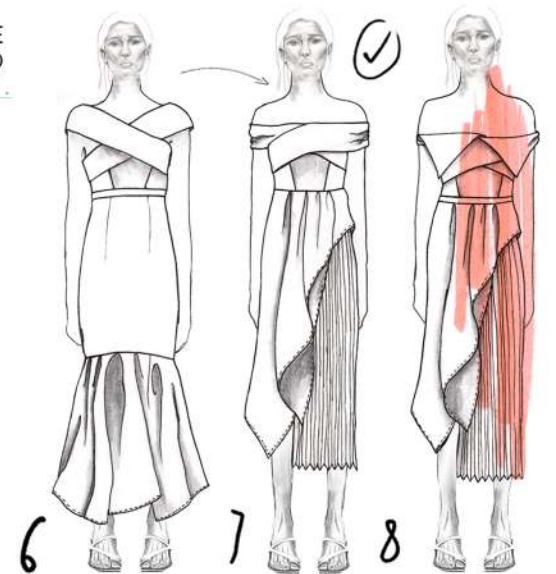




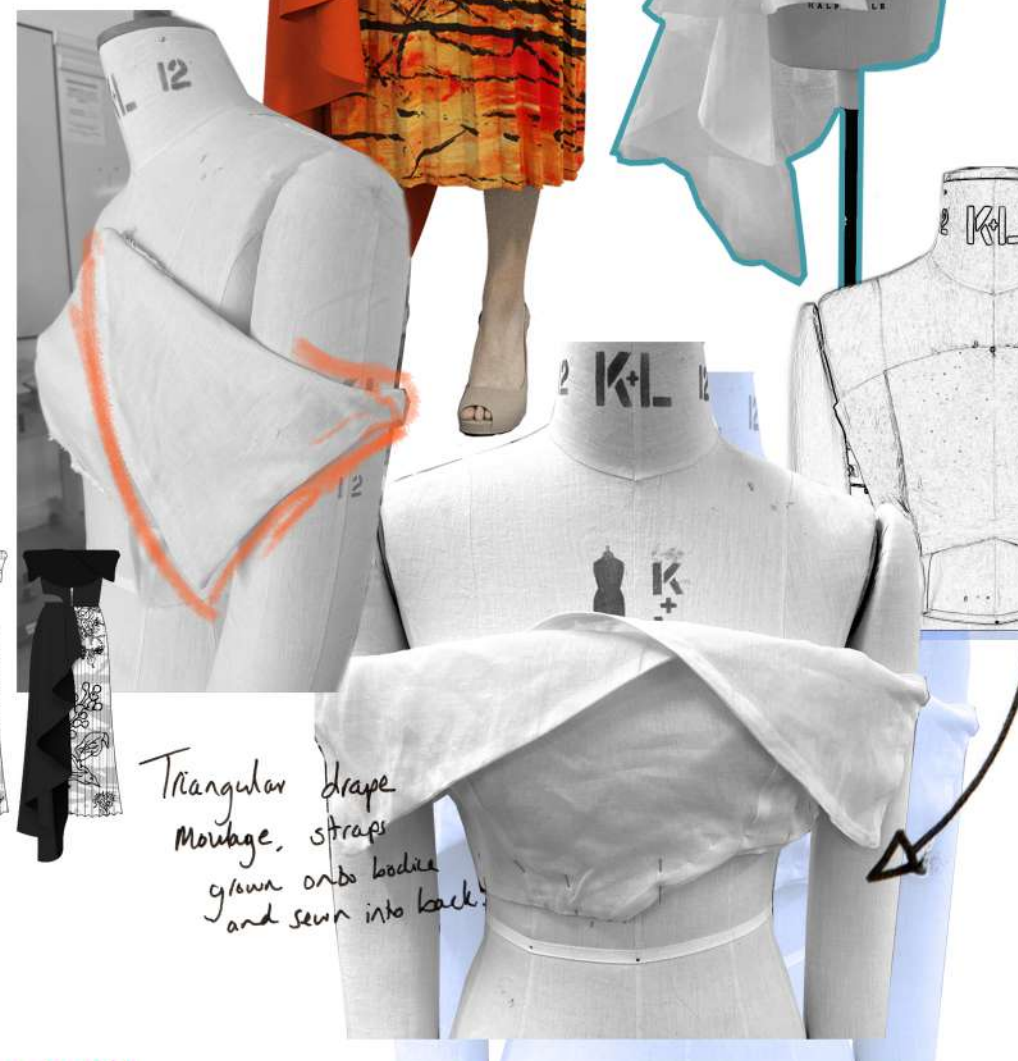
PEELING LAYERS  
REVEAL THE  
PAST...



7.8. HEXAGON SHAPE  
CUT OUT INSPIRED  
BY PLATE SHAPE.



CATEGORY PLAN:



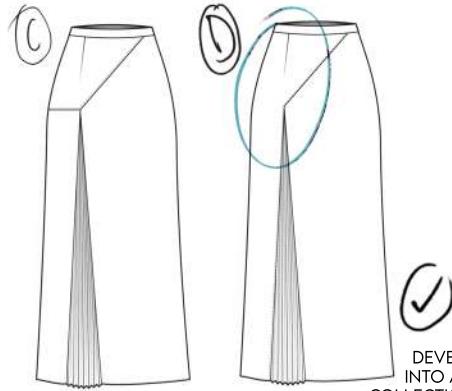
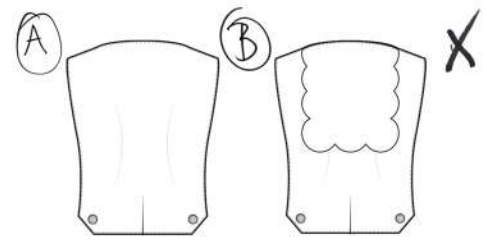
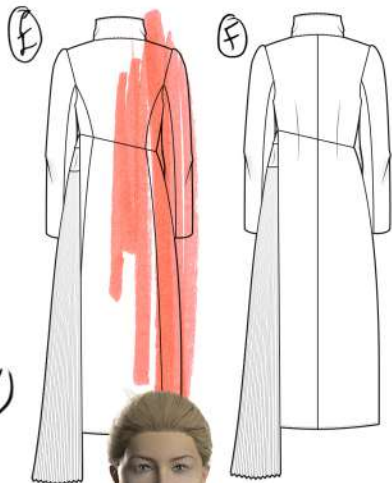
Skirt moulage: volume  
folded out to nothing  
at waist and  
flashed in here.

CORSET DEVELOPMENTS PROVIDED STRUCTURE,  
THOUGH DID NOT SUPPORT THE WEIGHT OF THE  
DRAPE. THEREFORE A SEMI-CIRCLE SHAPE  
WAS UTILISED, AS IT COLLECTIVELY FITTED  
WITH THE SCALLOPS WITHIN THE RANGE.

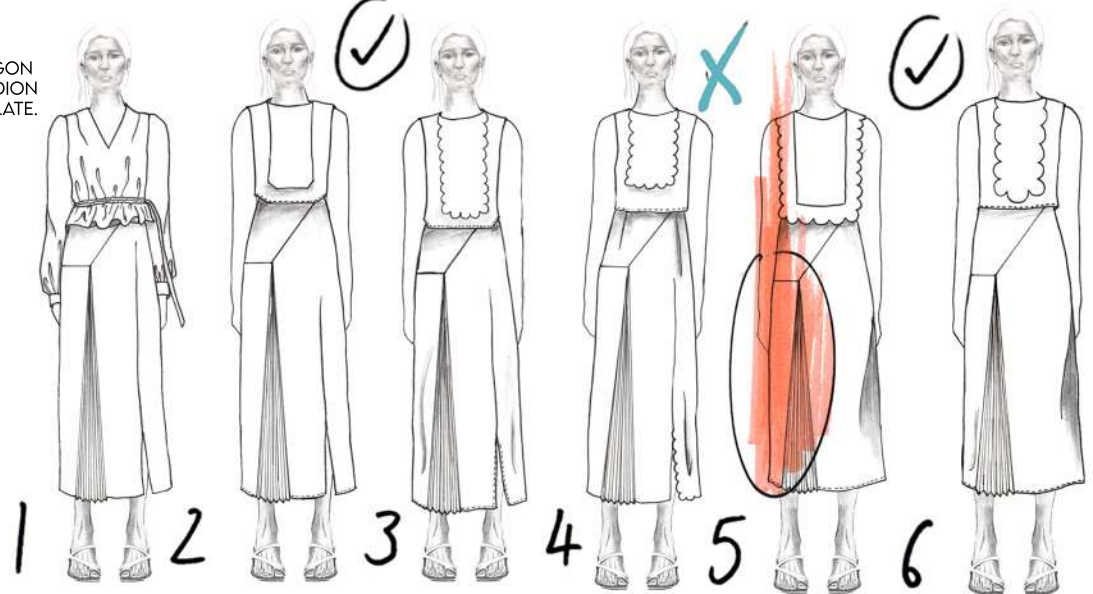
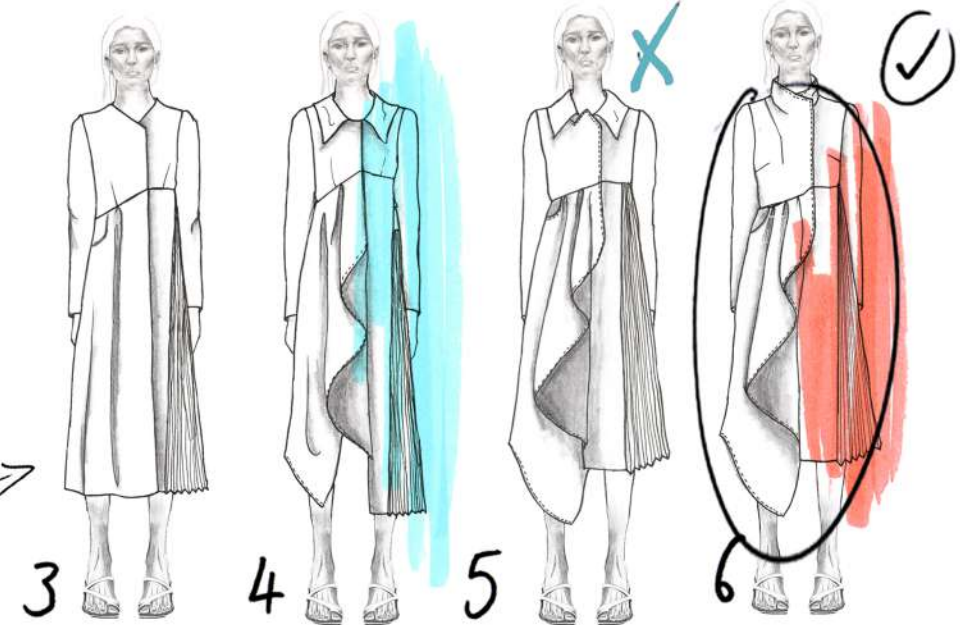
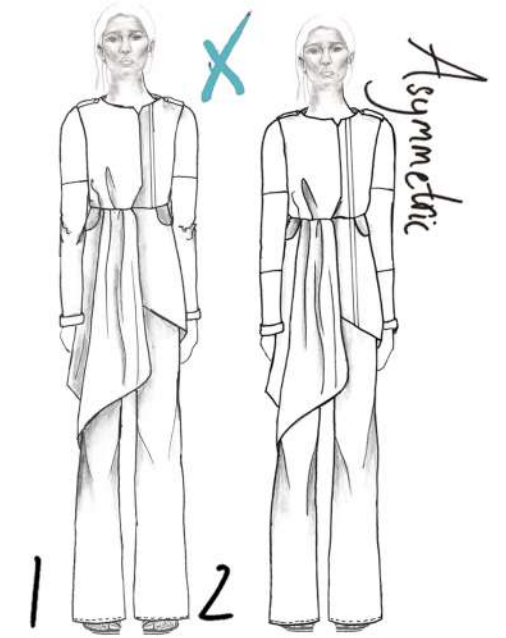
Triangular drape  
Moulage, straps  
grown onto bodice  
and sewn into back.

LOOK 2 MARY DRESS



LOOK 7 BESSY COAT, SKIRT AND TOP  
DEVELOPMENTC  
A  
D  
D  
E  
V  
E  
L  
O  
P  
M  
E  
N  
T  
SDEVELOPING SKIRT  
INTO A WRAP, TIES  
COLLECTION TOGETHER.CLOCKWORK TOYS  
QUESTION  
TASTE...PLEATS  
AND  
PLATES

MEMORABILIA

SHAPE INSPIRED  
FROM GRANDA'S  
TOY AEROPLANE



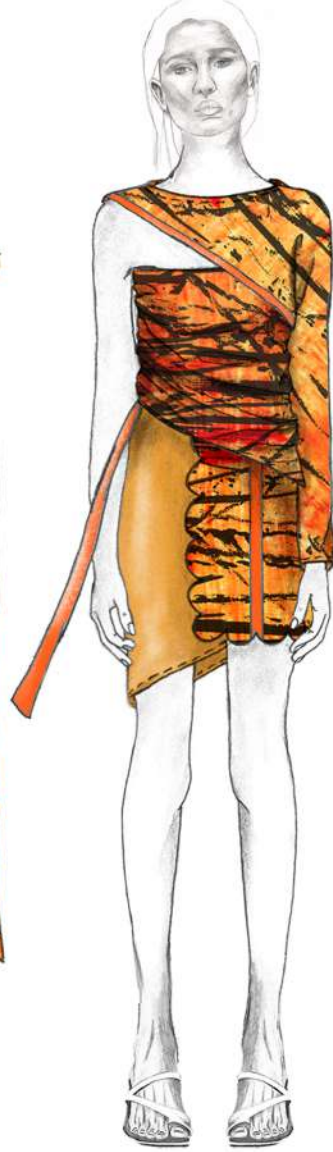
1



2



3



4



5



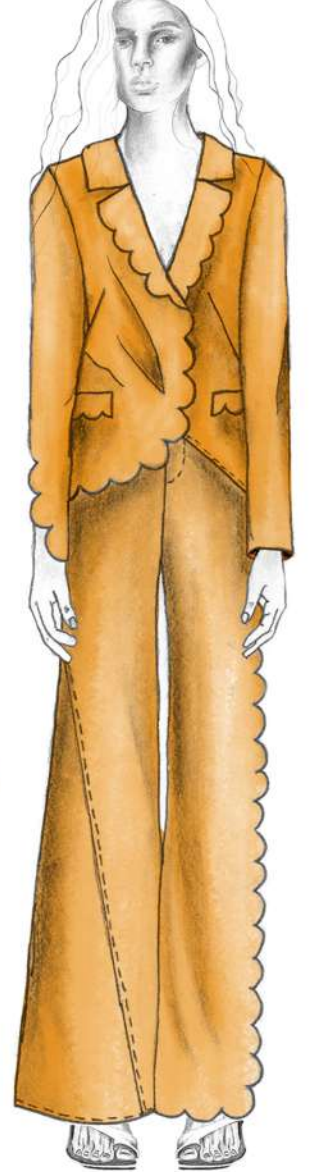
6



7



8





## LOOK 1

## CATHERINE TOP, SKIRT AND BELT



1A. SLINKY ASYMMETRIC TOP, WITH PLEATED SHOULDER DETAIL IN TENCEL TWILL.

1B. STATEMENT SCALLOPED EDGE WRAP SKIRT IN TENCEL TWILL WITH BUCKLE DETAIL

1C. DELICATE PEPLUM BELT WITH ADJUSTABLE RIBBON IN PRINTED BAMBOO SILK.

## LOOK 2

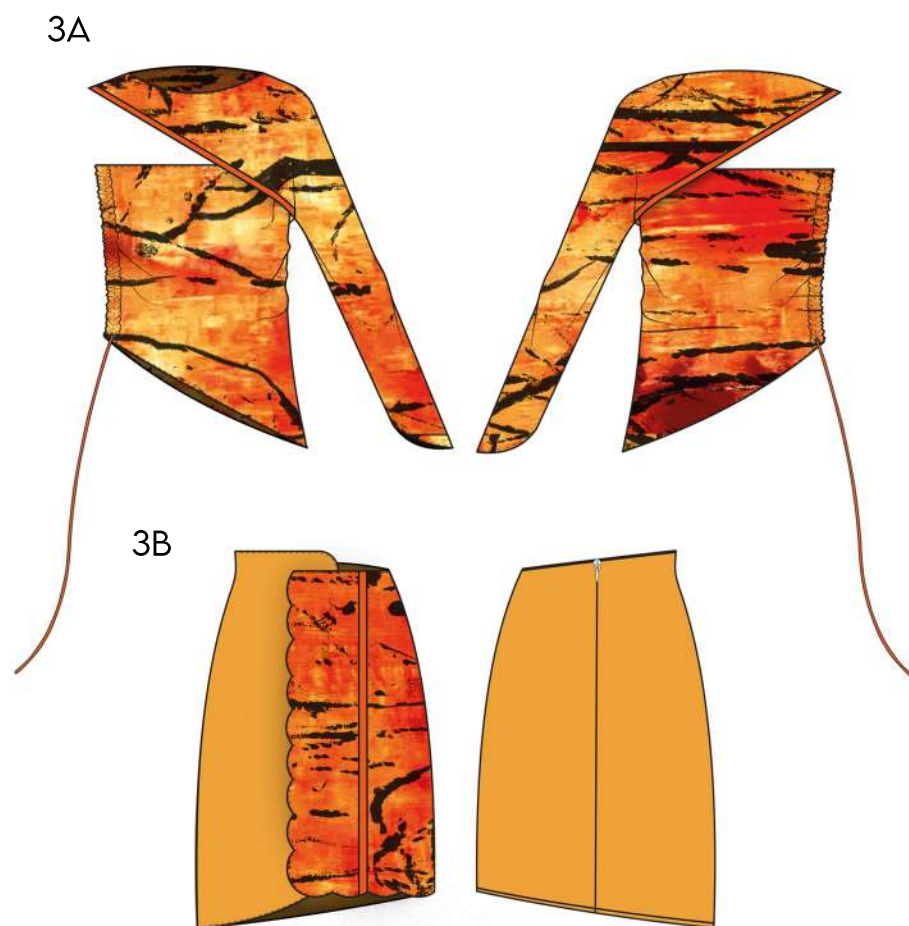
## MARY DRESS,



2A. A FLUID STATEMENT DRESS IN TENCEL TWILL, FEATURING DRAMATIC DRAPED TRIANGLES, A CHIC CUT-OUT AND A DRAPED SKIRT OVER PLEATED SILK



LOOK 3  
AMELIA TOP AND SKIRT



3A. ONE SLEEVE ASYMMETRIC TOP, IN STRETCH JERSEY WITH ROUCHED SIDE DETAIL

3B. SCALLOPED WRAP MINI SKIRT IN TWILL.



4A



4A. AN A-LINE DRESS FEATURING ROUCHING DETAILS AND A PRINTED LINING REVEALED THROUGH TRIANGULAR DRAPE.

LOOK 4  
ALISON DRESS





# LOOK 5

## SANDRA TOP & SKIRT



5A. A PLEATED TOP WITH PLEATED STRAPS, FEATURING A BACK BUCKLE DETAIL, IN BAMBOO SILK.

5B. BAMBOO SILK SKIRT WITH PRINTED DRAPE AND CONTRAST RUFFLE.



# LOOK 6

## HEATHER TOP & SKIRT

6A. A DRAMATIC OFF- THE-SHOULDER TOP, WITH SEPARATE GATHERED SLEEVES IN PRINTED BAMBOO SILK.

6B. FLUID DRAPE SKIRT, WITH BUCKLE DETAIL IN TENCEL TWILL.

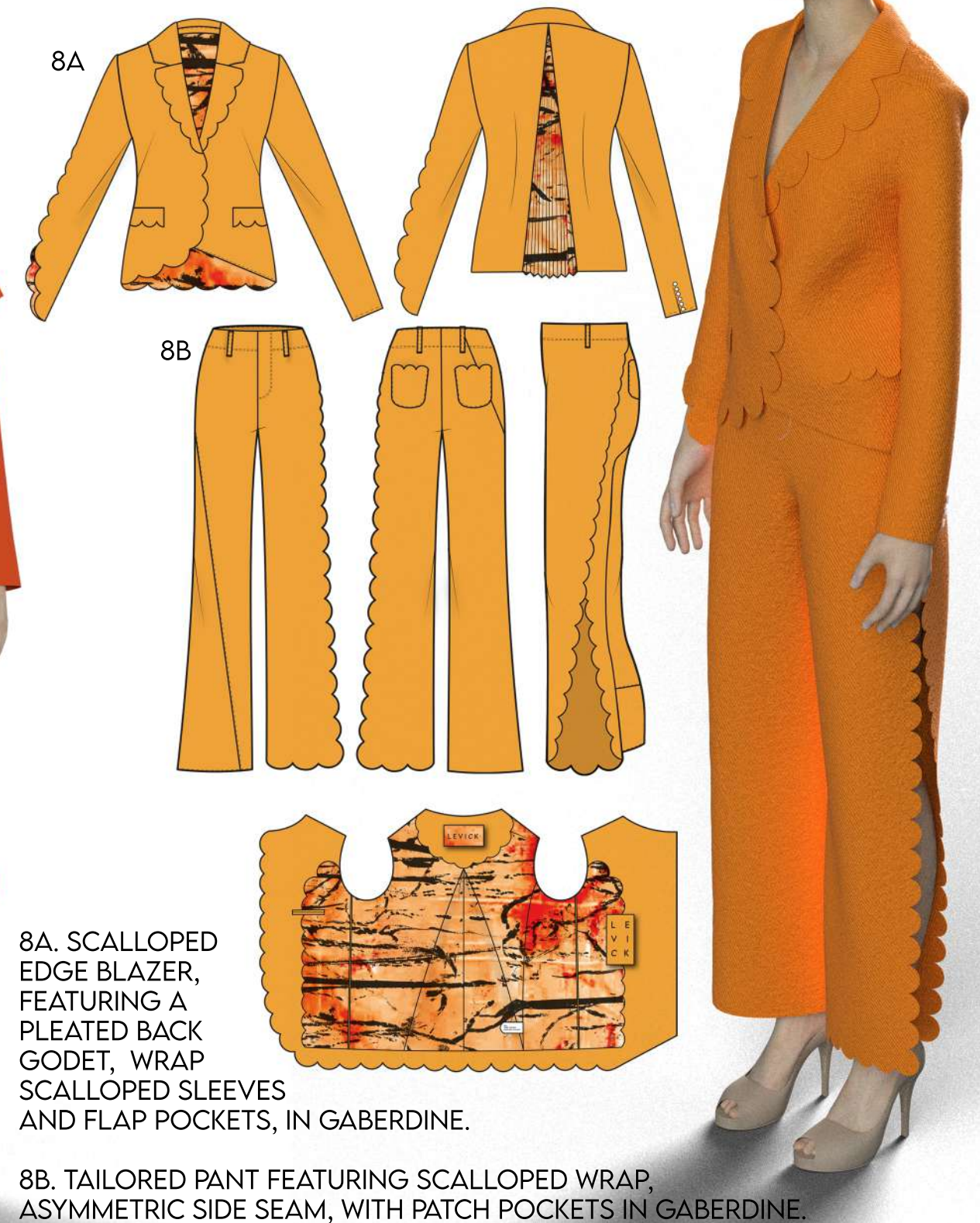




LOOK 7  
BESSY COAT, TOP & SKIRT



LOOK 8  
WENDY BLAZER AND PANT

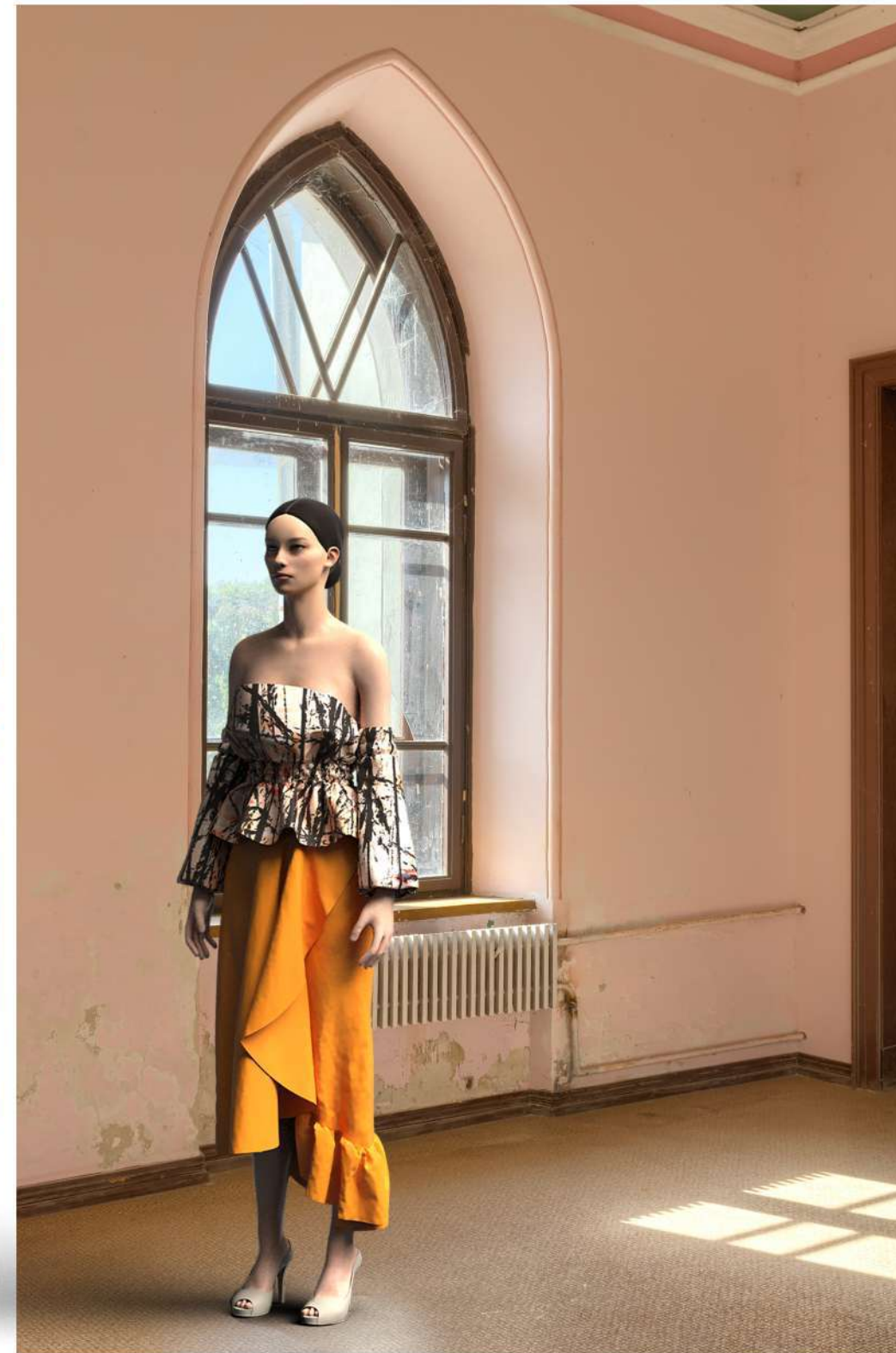
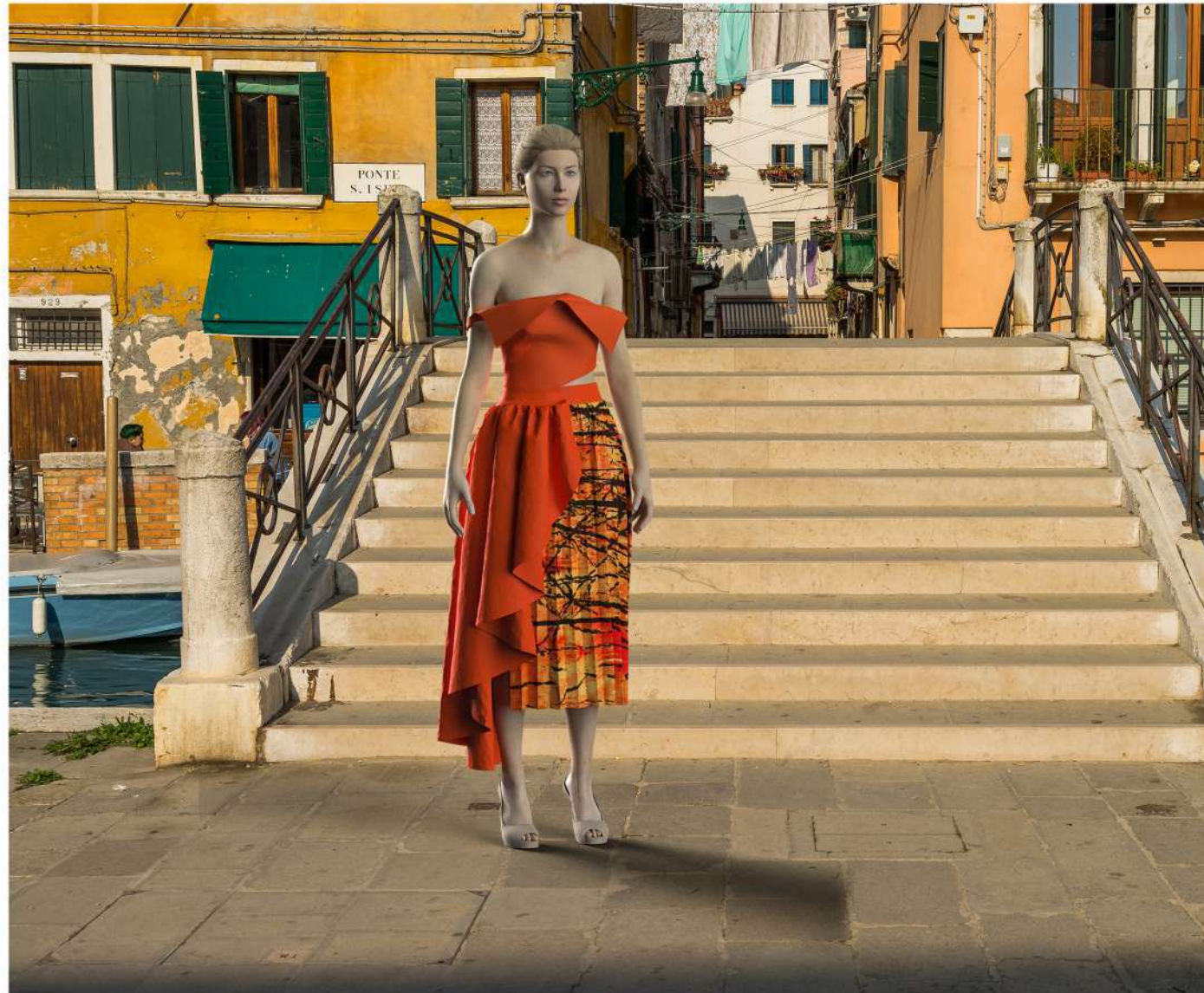




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LOOK 2  
MARY DRESS



2A MARY DRESS IN BLACK NAIA TWILL.  
DIGITAL PRINT IN POLY SILK SATIN



FOR THE PURPOSE OF GRADUATE FASHION WEEK  
2021, A BLACK COLLECTION WAS FAVOURED.

LOOK 7  
BESSY COAT, TOP & SKIRT



7A BESSY BIB IN MICROFIBER, SCALLOPED BIB IN  
SILK SATIN PRINT.

7B BESSY SKIRT IN DEADSTOCK NAIA TWILL PRINTED  
FABRIC IS POLY SILK SATIN

7C BESSY COAT IN BLACK CABERDINE WOOL, WITH  
POLY TWILL PLEATED CODET.



# GET YOUR KICKS

GET YOUR KICKS FOLLOWS THE STORY OF A  
SUMMER ROAD TRIP ACROSS AMERICA'S  
**ROUTE 66** IN THE 70S; FOCUSING ON THE  
FREE SPIRIT OF SUMMER ROMANCE.

THE RANGE DRAWS INSPIRATION FROM KEY SITES  
ACROSS ROUTE 66 AND COMFORT LAYERING.





ROAD TRIP: A LONG-DISTANCE JOURNEY THE ROAD, TYPICALLY MADE BY CAR, VAN, BUS OR MOTORHOME.

ROY'S - PANTONE 7566 C  
PARK AVENUE - PANTONE 7745 C  
SUMMER FLING - PANTONE 431 C  
RESETHILLPANTONE 532 C  
KANSAS - PANTONE 7536 C



DAVID KAHER



PHOTOGRAPHER UNKNOWN.

*"Afoot and light-hearted I take to the open road,  
Healthy, free, the world before me,  
The long brown path before me, leading  
Wherever I choose."  
-Song of the Open Road by  
Walt Whitman-*



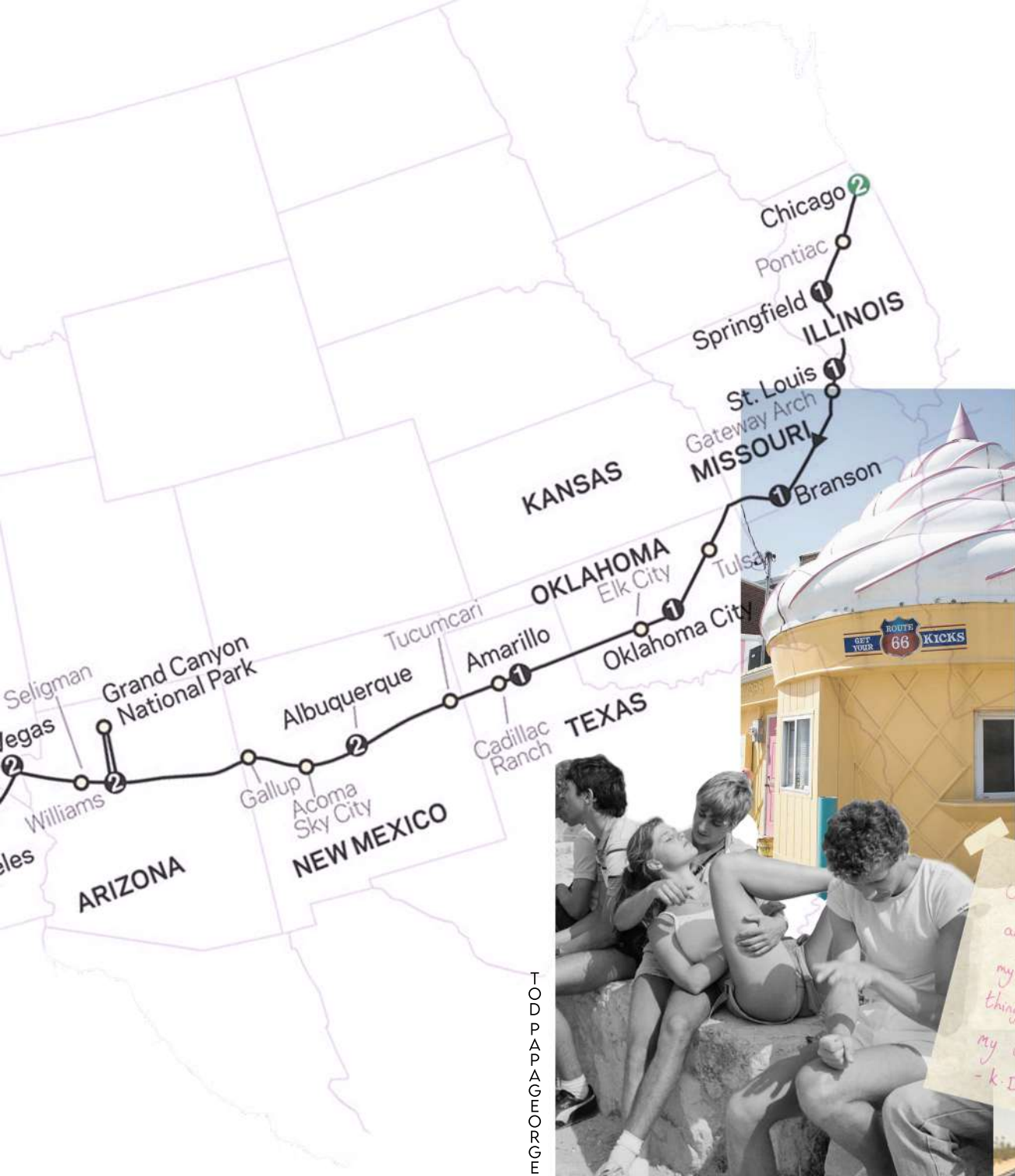
WILLIAM EGGLESTON



DAVID KAHER







DAVID KAUFER

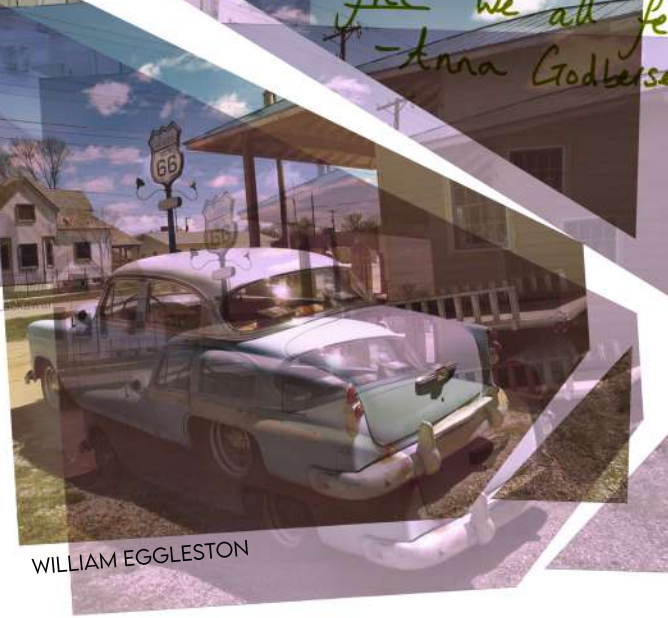
GET YOUR KICKS  
GET YOUR KICKS  
GET YOUR KICKS  
GET YOUR KICKS



Short, sweet burn of sun  
and summer wind, and you  
my friend, my new friend  
thing.  
my summer FLING  
- K.D. LANG

It's easy to forget now, how effervescent  
and free we all felt that summer.  
- Anna Godbersen.

OUR LAST SUMMER,  
MEMORIES THAT REMAIN



WILLIAM EGGLESTON



PHOTOGRAPHER UNKNOWN



IT WAS A COLD SEPTEMBER,  
BEFORE OUR INDIAN SUMMER

DAVID KAER

A  
PRINT



PHOTOGRAPHER UNKNOWN

WILLIAM EGGLESTON

Room 125, Wgpt



BILL ELLIS

KELLY JONES



UNKNOWN, LONELY PLANET & THE DAILY MAIL

ARIZONA SKY- PANTONE 7647 C

ROOM 125- PANTONE 723 C

SHELL GREEN- PANTONE 5645 C

LOVERS HAZE- PANTONE 674 C

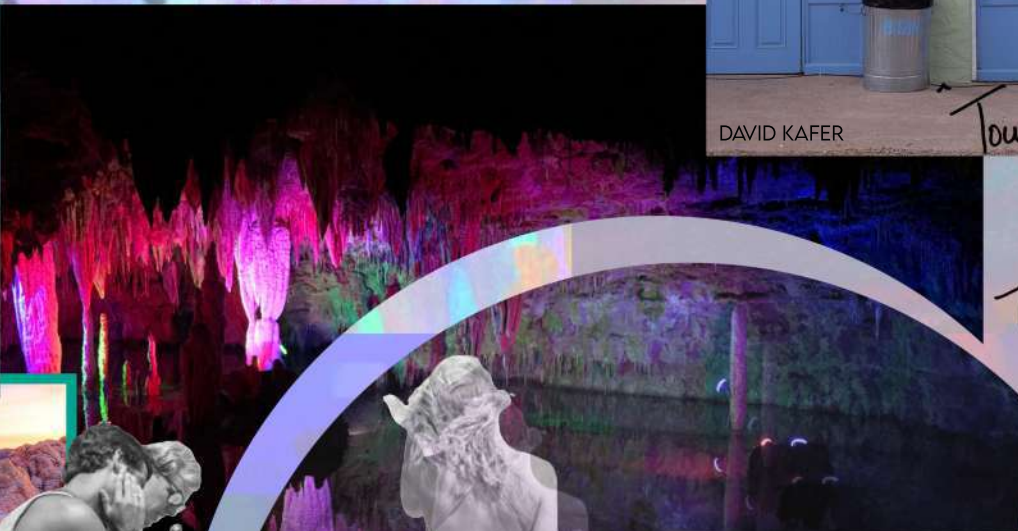
OLYMPIC BRICK- PANTONE 484 C

SWALLOW BLUE- PANTONE 2718 C





PHOTOGRAPHERS UNKNOWN



DAVID KAHER

Tourist went on holiday,  
while travellers did something  
else.  
They TRAVELZED." -Alex Garland.



Colour  
PRINT

TODD PAPPAGEORGE



DAVID KAHER

# TRAVELLING: IT TURNS YOU INTO A STORY TELLER-

ALEX GARLAND



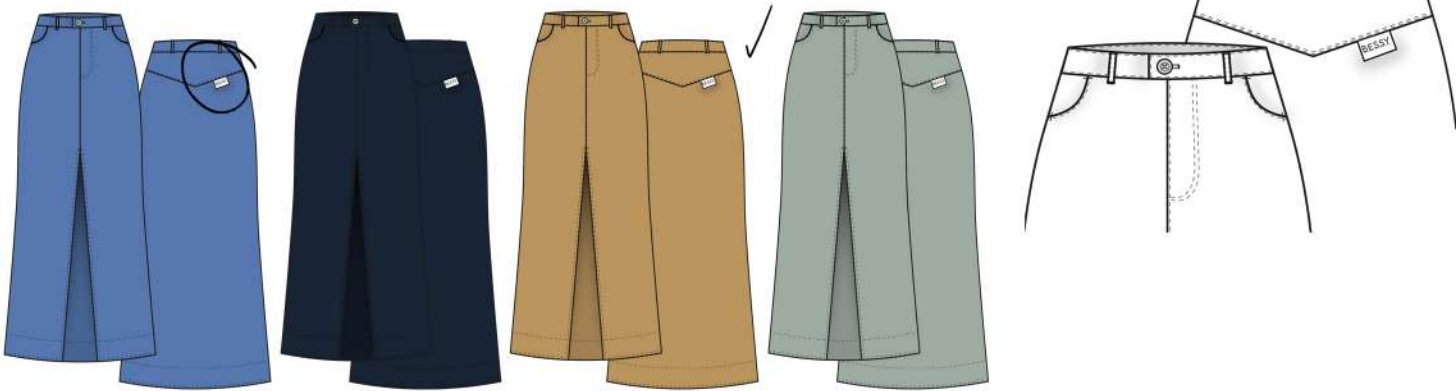
BESSY LEATHER WRAP SKIRT



BESSY PLEATED MIDI SKIRT



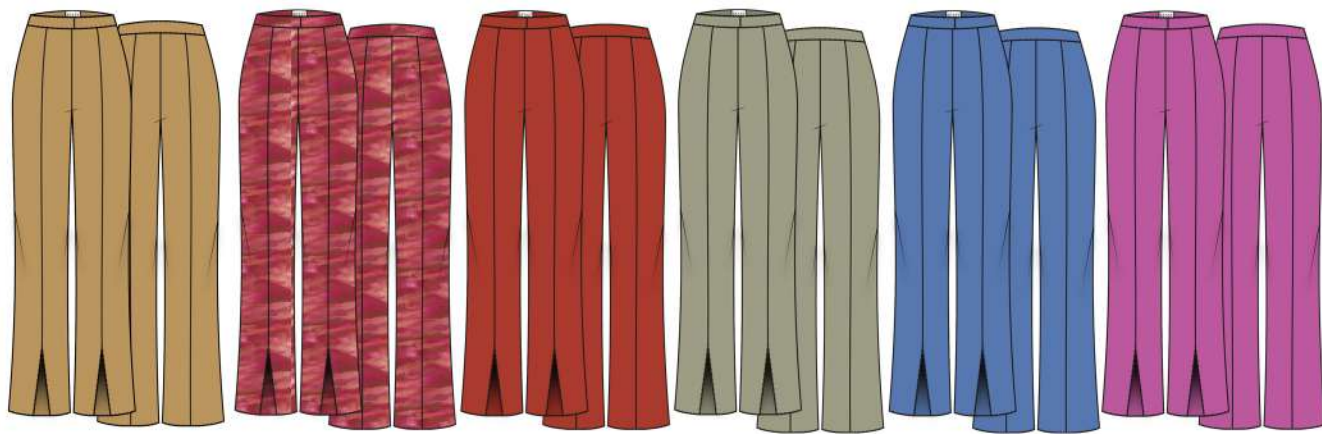
BESSY SPLIT FRONT DENIM SKIRT



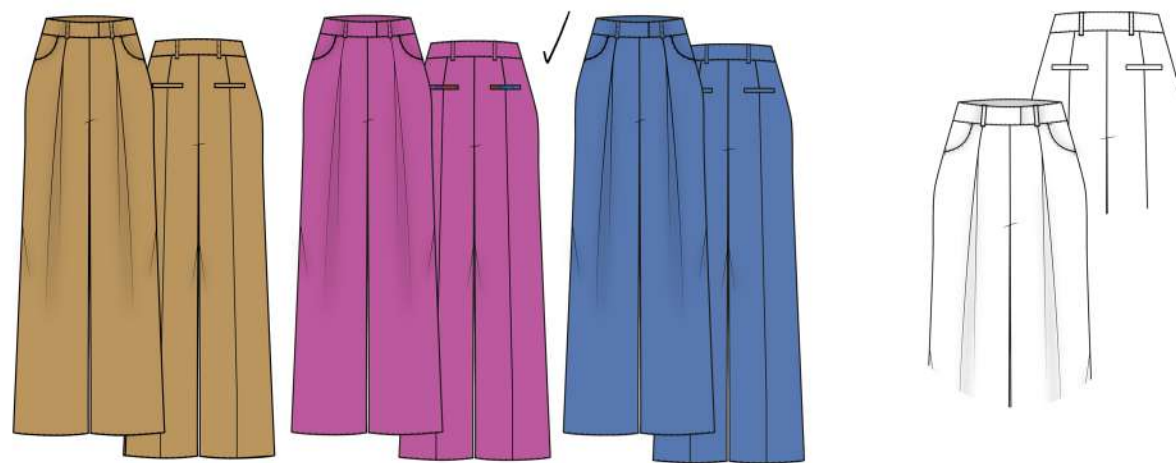
BESSY COLOUR BLOCK "B" JEAN



BESSY SPLIT HEM PANT



BESSY PLEATED "TAILORED" PANT



BESSY SCALLOP HEM CROPPED PANT

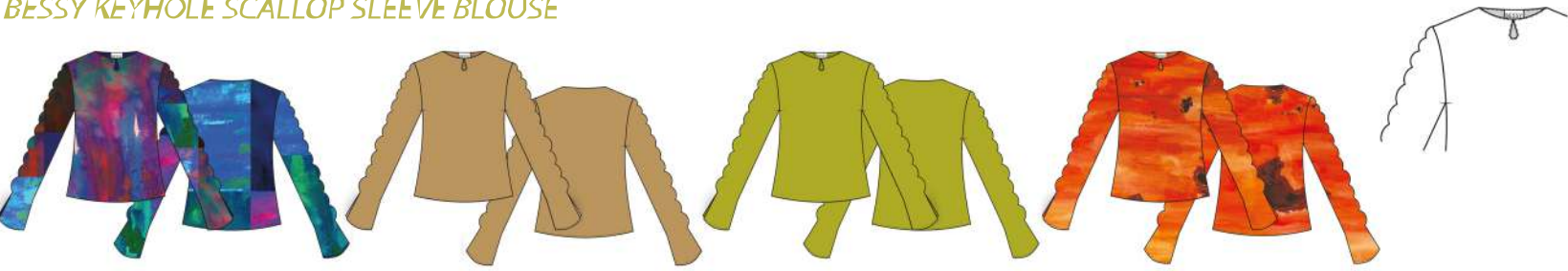


BESSY PLEAT CROPPED PANT





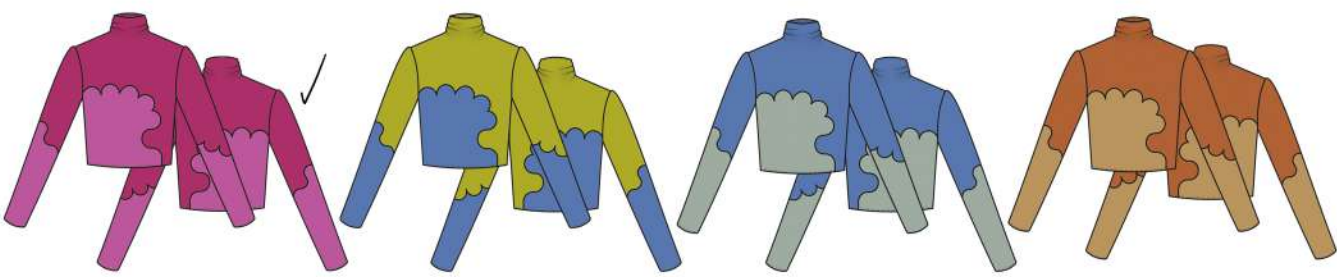
BESSY KEYHOLE SCALLOP SLEEVE BLOUSE



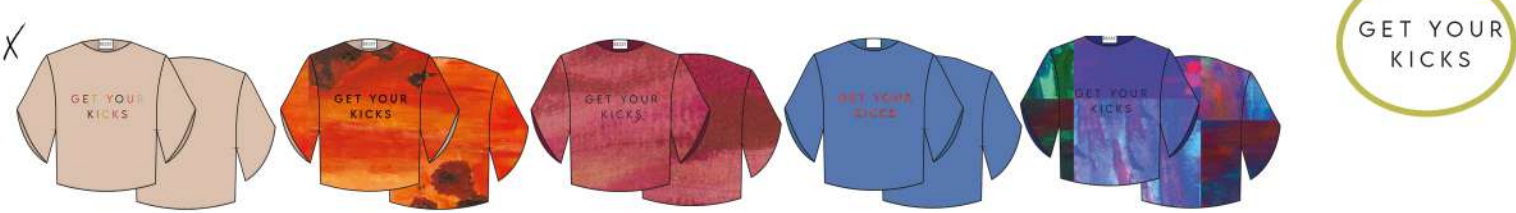
BESSY SCALLOP WRAP BLOUSE



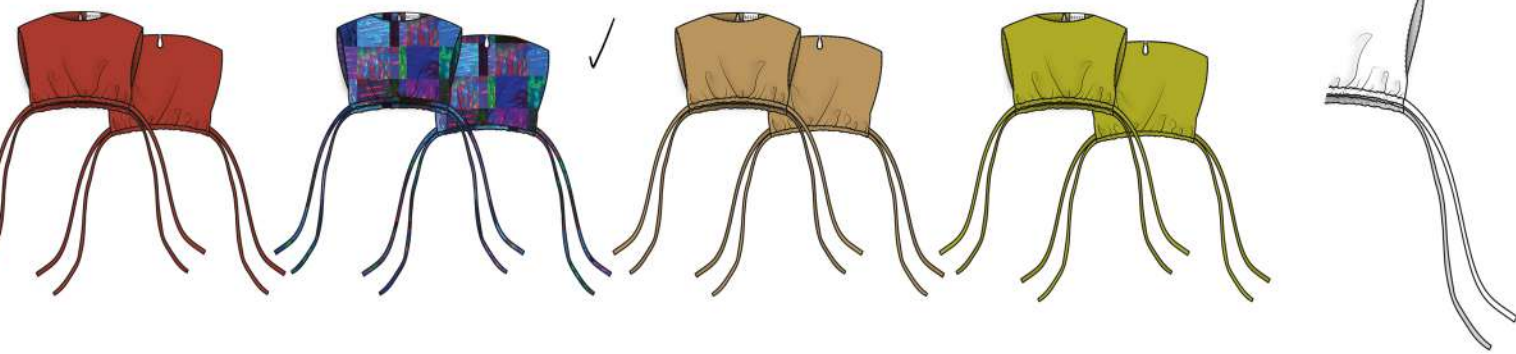
BESSY MESH SCALLOP TOP



BESSY 'GET YOUR KICKS' CROP TEE



BESSY CROP BIB



BESSY SCALLOP WRAP DRESS



BESSY A-LINE GODET DRESS



BESSY AYSMMETRIC SCARF DRESS



BESSY TIERED DRESS



GET YOUR KICKS RANGE PLAN- TOPS AND DRESSES



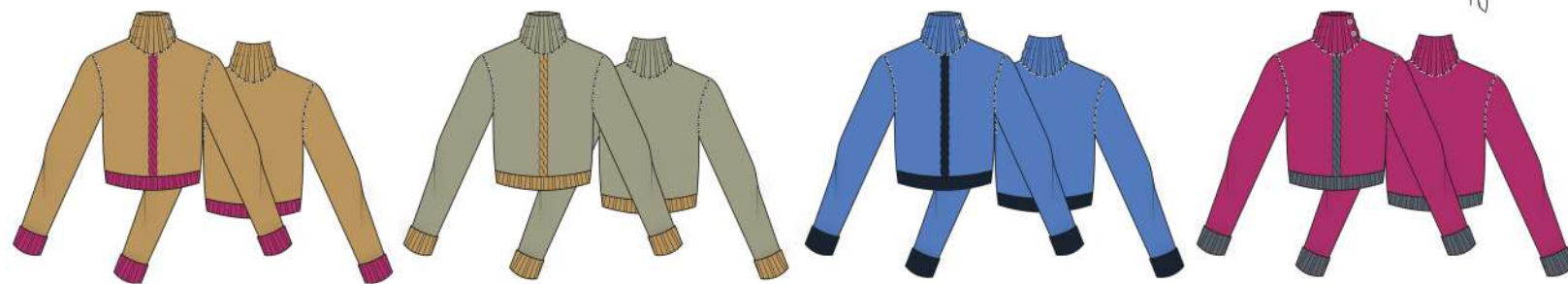
BESSY SCALLOP TURTLE NECK



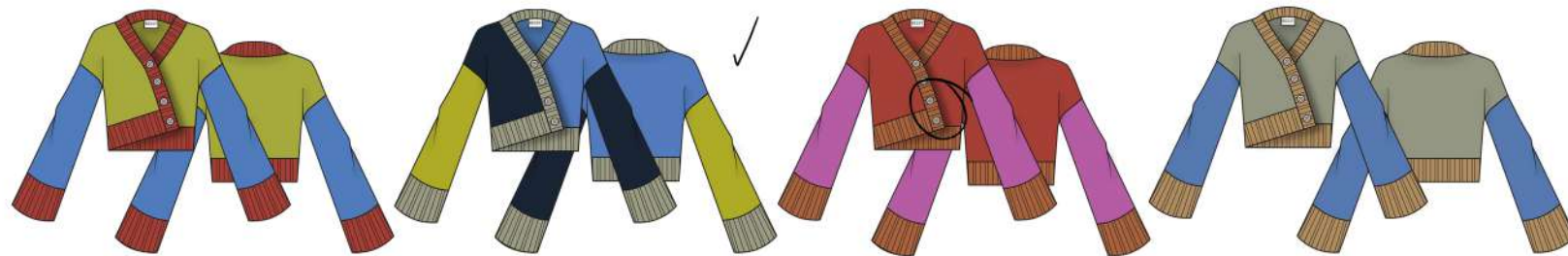
BESSY BLANKET PONCHO



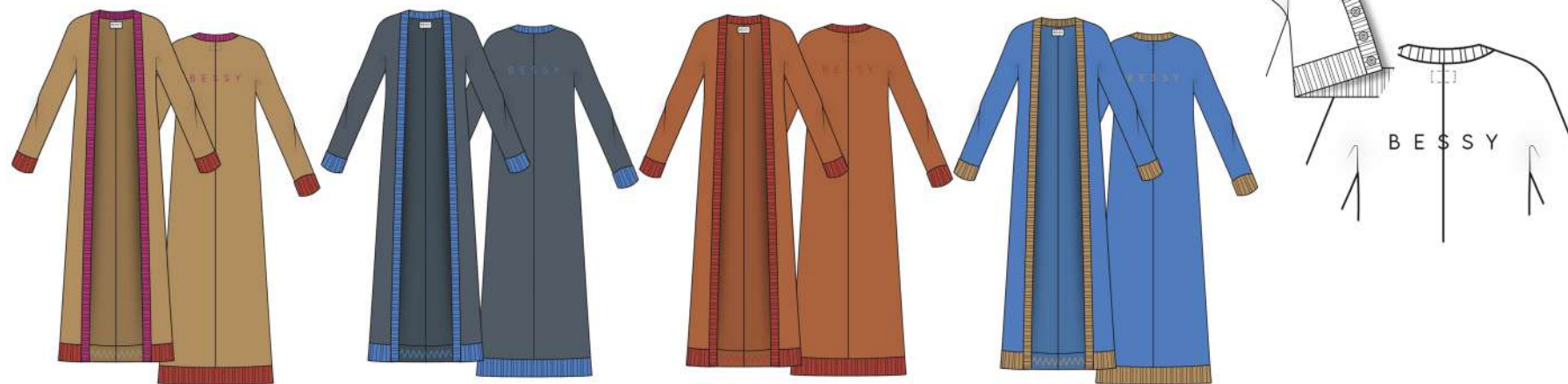
BESSY CHUNKY JUMPER



BESSY ASYMETRIC CARDI



LONGLINE BESSY CARDI



BESSY FUR COLLAR AVIA OR



BESSY BLANKET COAT



BESSY SCALLOP TRENCH



GET YOUR KICKS.RANGE PLAN- KNITWEAR AND OUTER



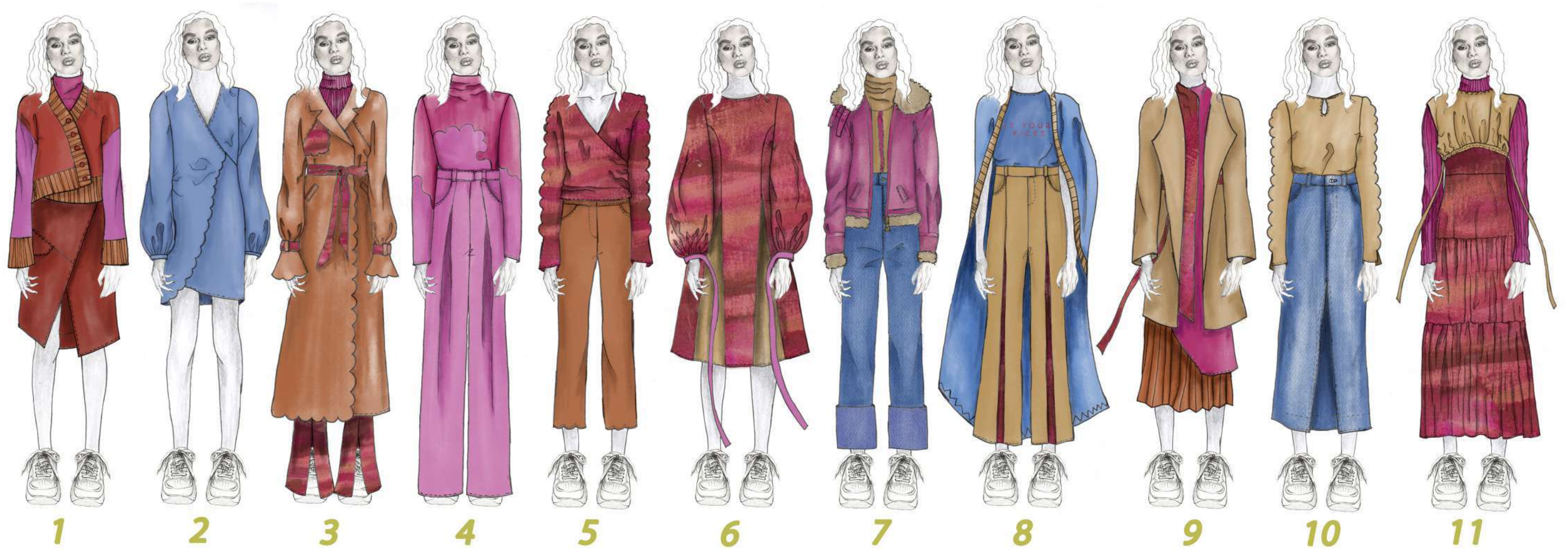
# BESSY : DIFFUSION BESSY : DIFFUSION BESSY :



GET YOUR KICKS. ROYS COLOURWAY



# BESSY : DIFFUSION BESSY : DIFFUSION



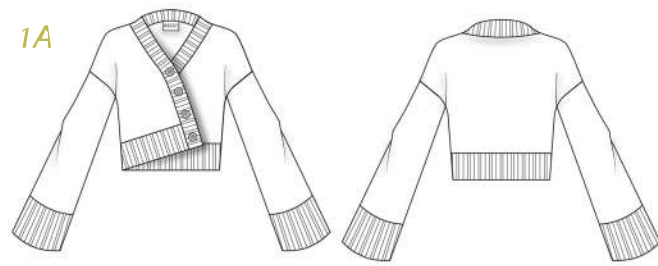
"GET YOUR KICKS. DESSERT HILLS COLOURWAY



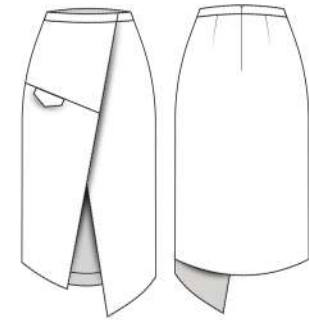
LOOK 1



1A



1B

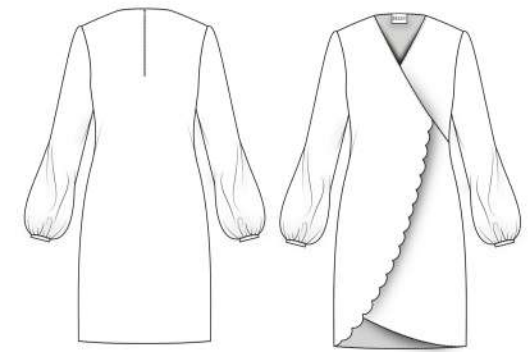


1A. ASYMMETRIC COLOUR BLOCK, VISCOSE KNIT CARDI  
1B. ASYMMETRIC PLANT-BASED LEATHER SKIRT

LOOK 2



2A

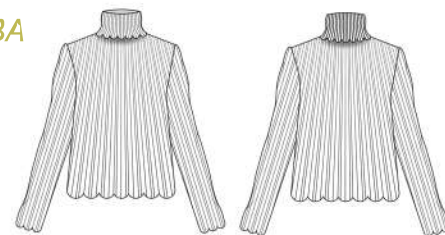


2A. SCALLOPED EDGE WRAP DRESS IN BAMBOO SILK

LOOK 3



3A



3B



3C

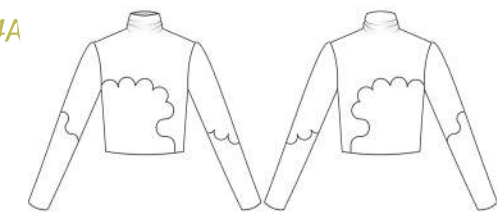


3A. RIB KNIT, SCALLOP TURTLE NECK JUMPER IN BAMBOO KNIT  
3B. SCALLOP EDGE TRENCH COAT IN WOOL.  
3C. SPLIT HEM PANT IN WOOL TAILORING

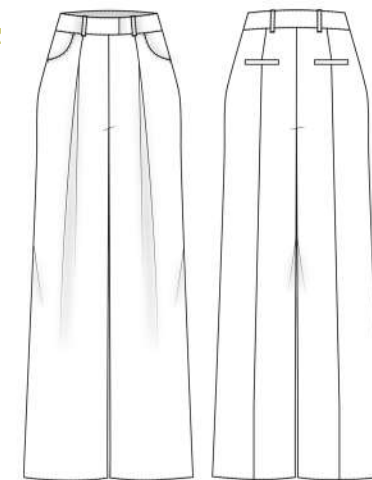
4A



4A



4B



4A. SCALLOP PATCH TURTLE NECK TOP IN BAMBOO JERSEY

4B PLEAT HEM PANT IN WOOL

GET YOUR KICKS. OUTFIT BREAKDOWN



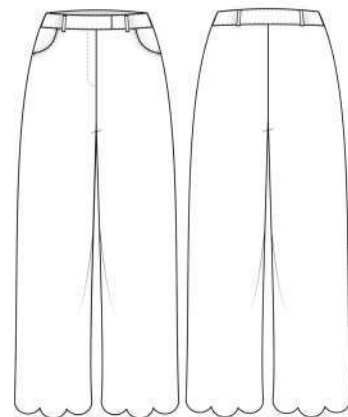
LOOK 5



5A



5B

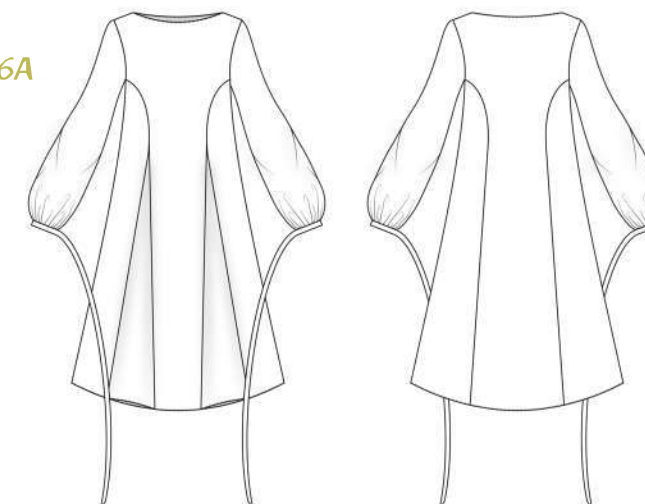


5A SCALLOP SLEEVE WRAP  
BLOUSE IN TENCEL TWILL  
5B SCALLOP CROP PANT  
IN TWILL

LOOK 6



6A

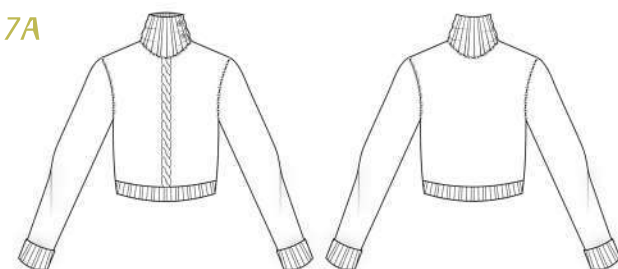


6A RECYCLED POLYESTER DRESS, WITH DRAMATIC  
SLEEVES AND GODETS.

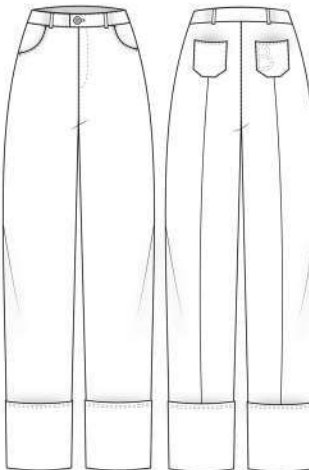
LOOK 7



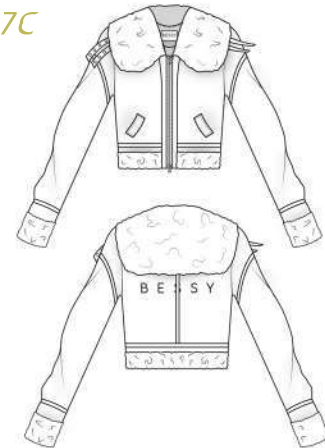
7A



7B



7C



7A. RIB KNIT TURTLE NECK JUMPER IN VISCOSE KNIT  
7B. TURN UP BESSY JEAN IN ORGANIC COTTON  
7C. SUEDE AVIATOR JACKET WITH FUR TRIM, BUCKLES AND  
WELT POCKETS.

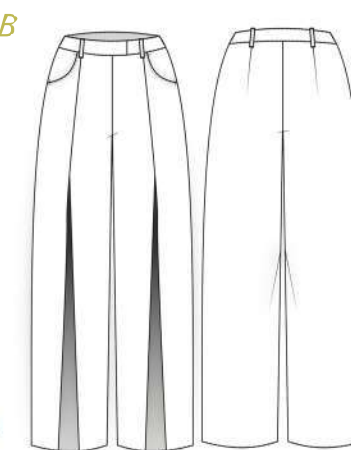
LOOK 8



8A



8B



8C



8A GET YOUR KICKS ORGANIC  
COTTON TEE.  
8B PLEATED GODET TAILORED  
PANT  
8C LONG LINE BESSY KNIT CARI  
IN VISCOSE KNIT

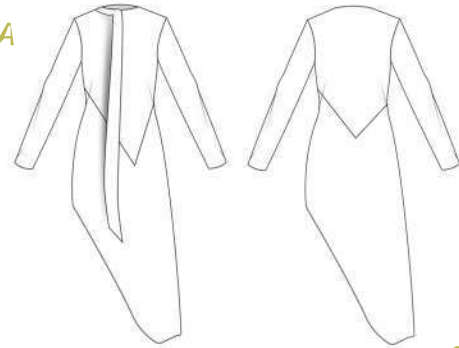
GET YOUR KICKS. OUTFIT BREAKDOWN



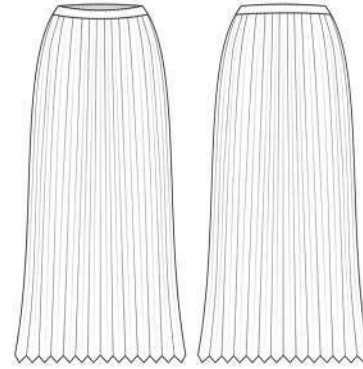
LOOK 9



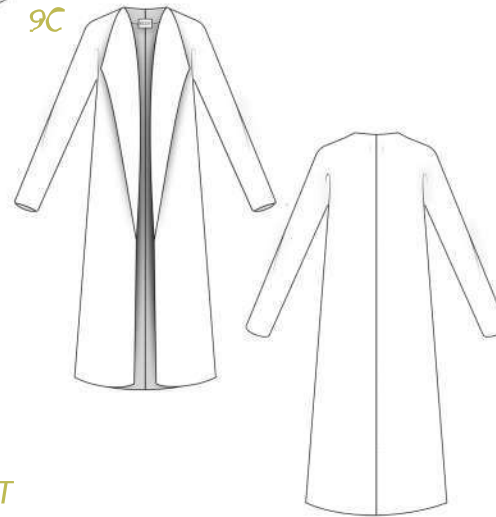
9A



9B



9C

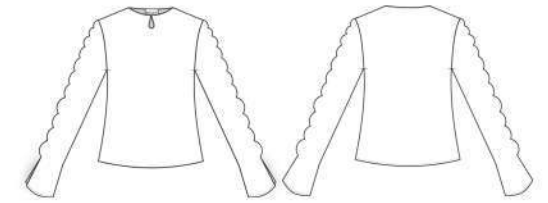


9A BAMBOO SILK SCARF DRESS  
9B BAMBOO SILK PLEATED SKIRT  
9C WOOL BLANKET COAT WITH OVERSIZED LAPELS

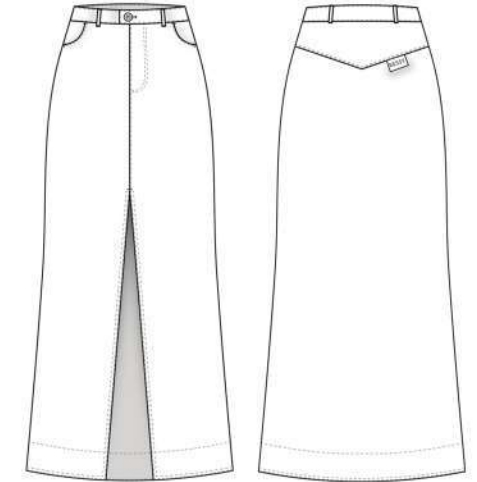
LOOK 10



10A



10B

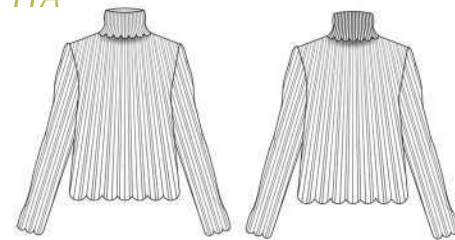


10A BAMBOO SILK SCALLOP SLEEVE BLOUSE WITH KEYHOLE DETAIL AND SPLIT CUFFS  
10B ORGANIC COTTON DENIM SKIRT WITH FRONT SPLIT, AND BESSY LOGO TAB DETAIL.

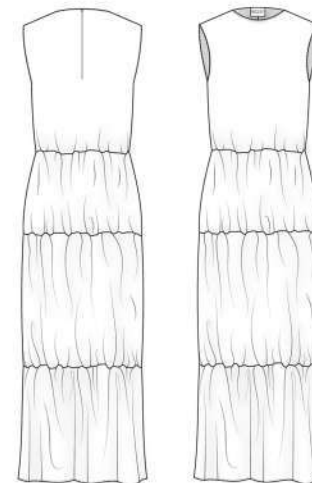
LOOK 11



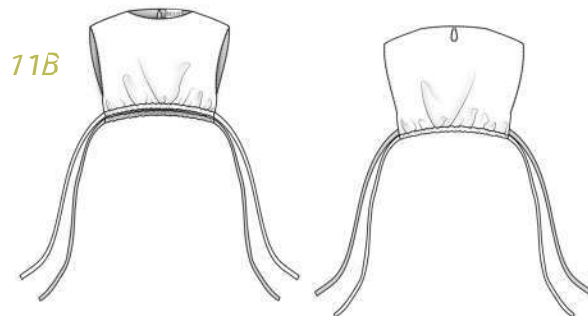
11A



11C



11B



11A VISCOSE FINE KNIT SCALLOPED TURLE NECK JUMPER  
11B ORGANIC COTTON ROUCHED B/B WITH KEY HOLE DETAIL AND RIBBONS  
11C 4 TIER DRESS WITH BACK ZIP IN ORGANIC COTTON.

GET YOUR KICKS. OUTFIT BREAKDOWN



ZERO WASTE. BY BESSY

# ZERO WASTE : BY BESSY

BY BESSY IS A BRAND PROPOSAL FOR A WOMENS READY-TO-WEAR COMPANY WITH SUSTAINABILITY, TRANSPARENCY AND LONGEVITY AT IT'S HEART. PIECES DESIGNED FOR THE *EVERYDAY WOMAN*, TO LIVE BEYOND THE SEASON.



## MANIFESTO.

BY BESSY CREATES TIMELESS, TRANSITIONAL AND SUSTAINABLE COLLECTIONS WHICH ARE MADE TO LIVE BEYOND THE SEASON.

WE HAVE A CONSIDERED APPROACH, WITH FUNCTIONALITY, LONGEVITY AT THE HEART OF OUR BRAND PHILOSOPHY.

## DESIGN

CHOOSING LONGEVITY OVER TRENDS, OUR PIECES ARE MADE DURABLY TO LAST. EACH COLLECTION IS DESIGNED WITH TIMELESS, MODERN SILHOUETTES TO BE INTEGRATED WITH THE PREVIOUS COLLECTION, AS WELL AS DESIGNED WITH THE FOLLOWING SEASON IN MIND, ALLOWING PIECES TO BE EVERLASTING ACROSS ALL SEASONS. COLLECTIONS WILL BE DESIGNED WITH LAYERED AND ADAPTABLE PIECES TO ALLOW FOR A TRANSITIONAL WARDROBE. LOOSER SILHOUETTES WILL FEATURE, TO ALLOW FOR MULTIPLE SIZING.

WE UNDERSTAND THAT CLOTHING ULTIMATELY MAY BECOME TIRED, AND ITS HEART BREAKING TO DISCOVER A HOLE OR A STAIN IN YOUR FAVOURITE PIECE. WE THEREFORE OFFER A PROMISE FOR CONSUMERS TO SEND BACK OUR WORN-OUT GARMENT TO HAVE THEM RECREATED INTO A NEW, BEAUTIFULLY UNIQUE PIECE.

## FABRIC

SUSTAINABILITY AND WASTE ARE UNPRECEDENTED YET COMPLEX ISSUES WITHIN THE FASHION INDUSTRY. IT IS OUR AIM TO MAKE PIECES DESIGNED FOR MINIMAL TO NO WASTE UTILISING UNWANTED REMNANTS AND END OF ROLLS OF BIODEGRADABLE FABRICS.

## COLOUR:

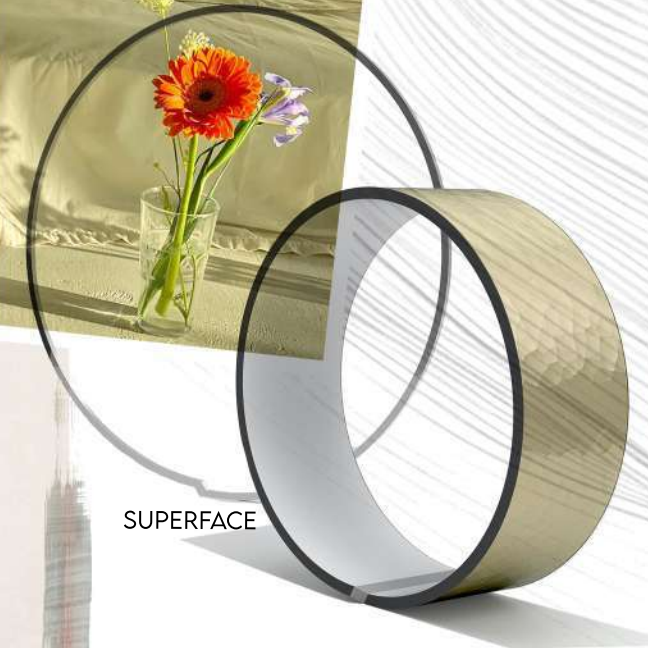
TO HELP PIECES STAY TIMELESS, SEASONLESS, NEUTRAL COLOURS WILL GROUND THE COLLECTION. A MAXIMUM OF FOUR ACCENT COLOURS WILL BE USED TO LIFT THE COLLECTION, THESE ACCENT COLOURS WILL ONLY BE USED IN SEASONAL PIECES, SUCH AS BLOUSES.



UNKNOWN



JILL BURROW



SUPERFACE

TIMELESS. TRANSITIONAL. SUSTAINABLE.





ELIO NOGUEIRA

SAMUEL ZELLER



PAULINA WESOŁOWSKA



UNKNOWN

UNKNOWN



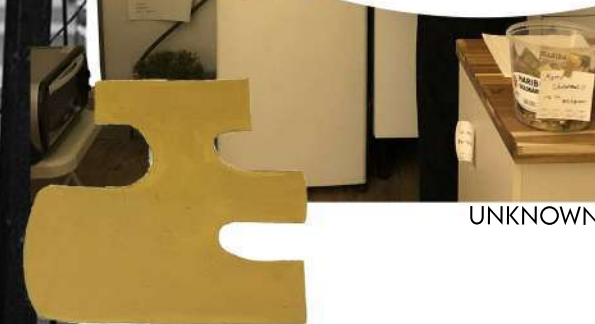
### DEADSTOCK NAIA FABRICS.

- NAIA FIBRE IS RESPONSIBLY SOURCED FROM PINE & EUCALYPTUS.
  - NAIA IS PRODUCED IN A SAFE, CLOSED-LOOP PROCESS, WHERE SOLVENTS ARE RECYCLED BACK INTO THE SYSTEM.
  - TRACEABLE, LOW IMPACT PRODUCTION
  - NAIA IS BIODEGRADABLE
- EASTMAN



UNKNOWN

VIRGIN HUCHER



UNKNOWN

REGARDLESS OF THE WORLD  
THAT WILL EMERGE TOMORROW,  
NATURE WILL BE ITS CEMENT



## DESIGNED FOR LOW WASTE

ALL PATTERNS ARE DESIGNED UTILISING GEOMETRIC SHAPES, TESSELATED INTO A ZERO-WASTE REPEATS. THESE SHAPES ARE EASILY ADAPTED TO DIFFERENT SIZES, BY ADAPTING FEATURES SUCH AS GATHERS, STRAPS AND BELTS.

AROUND 15% OF FABRIC IS WASTED DURING PRODUCTION. IT IS A BRANDS RESPONSIBILITY TO MINIMISE THIS FABRIC WASTAGE.

ONCE THE PRODUCT HAS BEEN PURCHASED IT IS ULTIMATELY THE CONSUMERS RESPONSIBILITY TO CARE FOR THAT GARMENT. HOWEVER, A RECENT SURVEY FROM MY DISSERTATION INDICATED 36% OF CONSUMERS DO NOT FEEL THIS IS THEIR RESPONSIBILITY. THEREFORE, BY BESSY HAVE COMMITTED TO USING FULLY BIODEGRADABLE PRODUCTS.

## DESIGNED FOR RECYCLABILITY

BY BESSY HAS DEVELOPED A BRAND PROMISE.

“WE ARE COMMITTED TO RECYCLABILITY. ONCE YOUR PIECE HAS BECOME TOO TIRED TO WEAR, RETURN IT TO US TO EITHER BE UPCYLED FOR YOURSELF OR TO BE REUSED FOR ANOTHER.”

WE ALSO DESIGN USING MINIMAL COMPONENTS, TO MAKE IT EASIER TO RECYCLE GARMENTS.

## DESIGNED FOR LONGEVITY

A PRIMARY REASON CONSUMERS DISPOSE OF THEIR GARMENTS IS BECAUSE THEY NO LONGER FIT. OUR GARMENTS ARE DESIGNED WITH LOOSE SILHOUETTES, WITH ADAPTABLE FEATURES; SUCH AS GATHERED WAISTS, TIE STRAPS AND BELTS TO STYLE TO THE DESIRED FIT.

FURTHERMORE, COLLECTIONS ARE DESIGNED TO MERGE WITH THE PREVIOUS AND SUBSEQUENT COLLECTIONS. THIS NON-TRADITIONAL WAY OF DESIGN, WILL ALLOW GARMENTS TO BE WORN THROUGHOUT THE YEAR; LAYERED WITH APPROPRIATE PIECES.

## DESIGNED FOR LOW IMPACT MATERIALS AND PROCESSES

BY BESSY WILL UTILISE DEADSTOCK, BIODEGRADABLE FABRICS, THAT FULLY CONSIDER ENVIRONMENTAL AND SOCIAL IMPACTS.

OUR FIRST MINI COLLECTION HAS SOURCED DEADSTOCK FABRIC FROM EASTMAN'S NAIA. FABRICS ARE CELLULOSIC, MADE FROM SUSTAINABLY MONITERED FORRESTS.

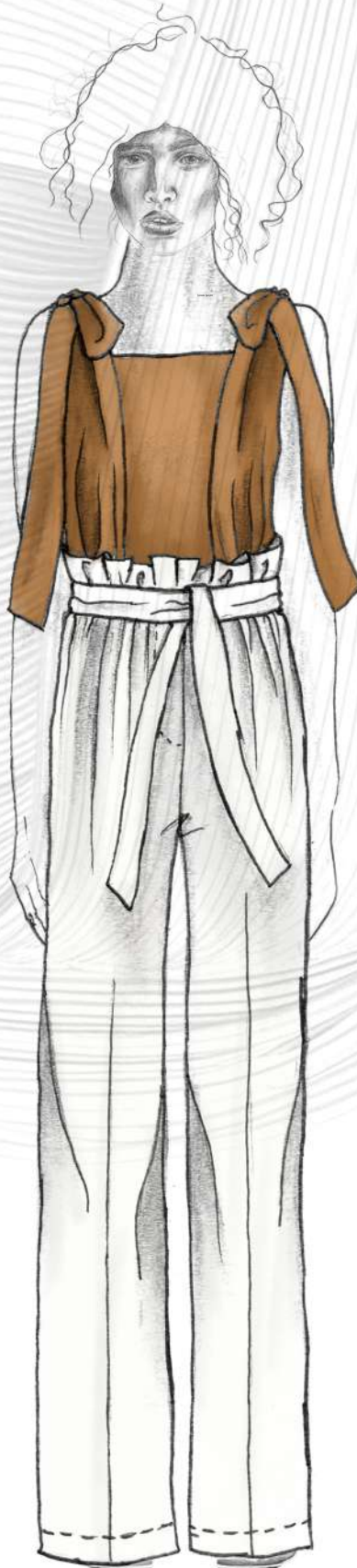
NAIA™ FIBERS ARE PRODUCED IN A SAFE, CLOSED-LOOP PROCESS. SOLVENTS ARE RECYCLED INTO THE SYSTEM FOR REUSE.

FABRICS ARE BIODEGRADABLE AND COMPOSTABLE.

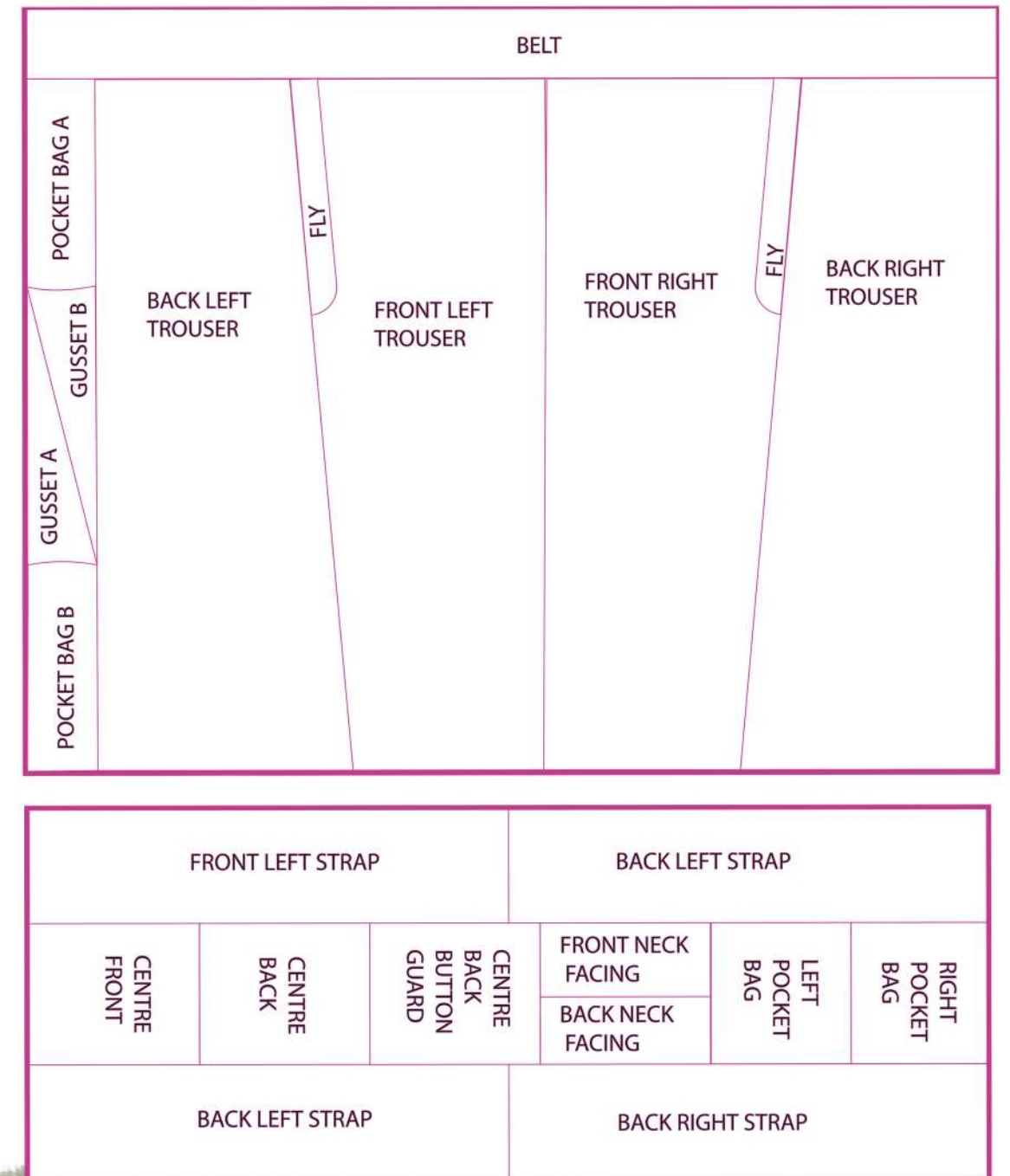


# LOOK 1

C R  
A U  
N B  
D E  
L T  
O P  
P A  
N T



FABRIC:  
1A PLAIN WEAVE, UPCYCLED COTTON (64%)  
AND NAIA (36%).  
1B RESPONSIBLY SOURCED ACETATE  
AND VISCOSE. (63% AC, VI 37%)



## 1A RUBY TOP

A ZERO WASTE TOP, WITH DRAPED, ADJUSTABLE STRAPS AND BUTTON BACK FASTENING.

## 1B CANDELA PANT

A ZERO WASTE LOOSE PANT, WITH A PAPER BAG WAIST. THE BELT ALLOWS THESE TROUSERS TO BE WORN TO THE DESIRED FIT.



LOOK 2

FABRIC:  
SATIN WOVEN 100% NAIA FILAMENT.

BACK LEFT STRAP	RIGHT POCKET BAG		BACK RIGHT STRAP	FRONT SKIRT
	LEFT POCKET BAG			
	FRONT NECK FACING	BACK NECK FACING		
FRONT LEFT STRAP	CENTRE BACK BUTTON GUARD		BACK LEFT STRAP	BACK SKIRT
	CENTRE BACK			
	CENTRE FRONT			
BELT. FOLDED				



2A LUCILE DRESS

A **ZERO WASTE** DRESS, WITH ADJUSTABLE STRAPS AND WAIST BELT, ALLOWING THE DRESS TO BE WORN AT THE DESIRED FIT. THIS PIECE HAS BEEN DESIGNED TO BE WORN THROUGHOUT THE YEAR, ALONE IN SUMMER OR WITH A JUMPER LAYERED UNDER IN THE WINTER MONTHS.

THE GATHERED SKIRT WOULD ALSO ALLOW THIS DRESS TO BE ALTERED EASILY TO FIT THE WEARER.

THE NEUTRAL COLOUR IS TIMELESS, ENCOURAGING CONSUMERS TO BUY WITH LONGEVITY IN MIND.

TIMELESS. TRANSITIONAL. SUSTAINABLE.



LOOK 3

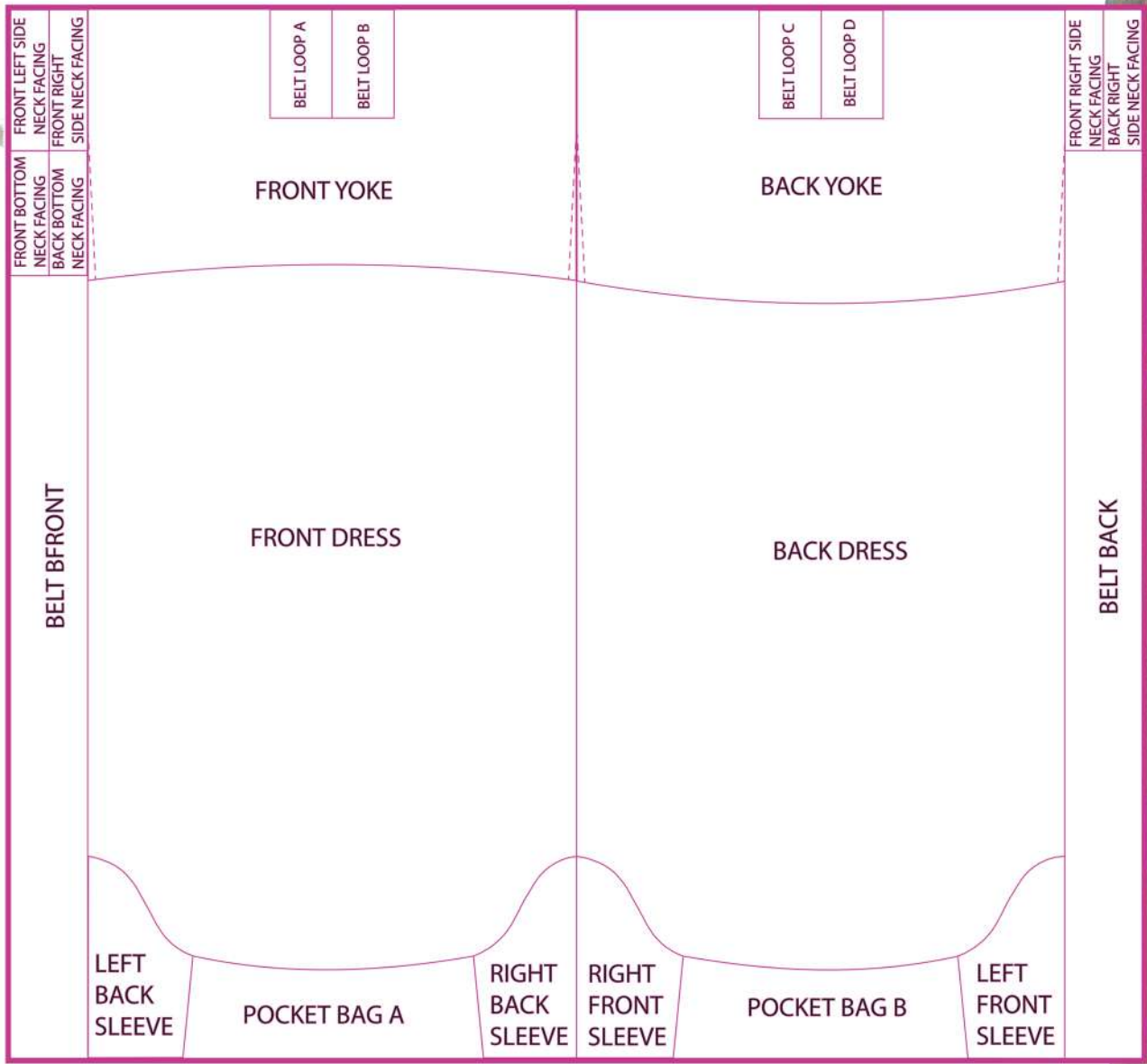
MILLIE T DRESS



3A



FABRIC:  
DEADSTOCK CREPE  
FABRIC IN DUSTY PINK  
COMPOSITION: 100 % NAIA



3A MILLIE T DRESS:

A ZERO WASTE DRESS, WITH CURVED SPLIT HEM, KIMONO STYLE SLEEVES AND CROSS TIE BELT.

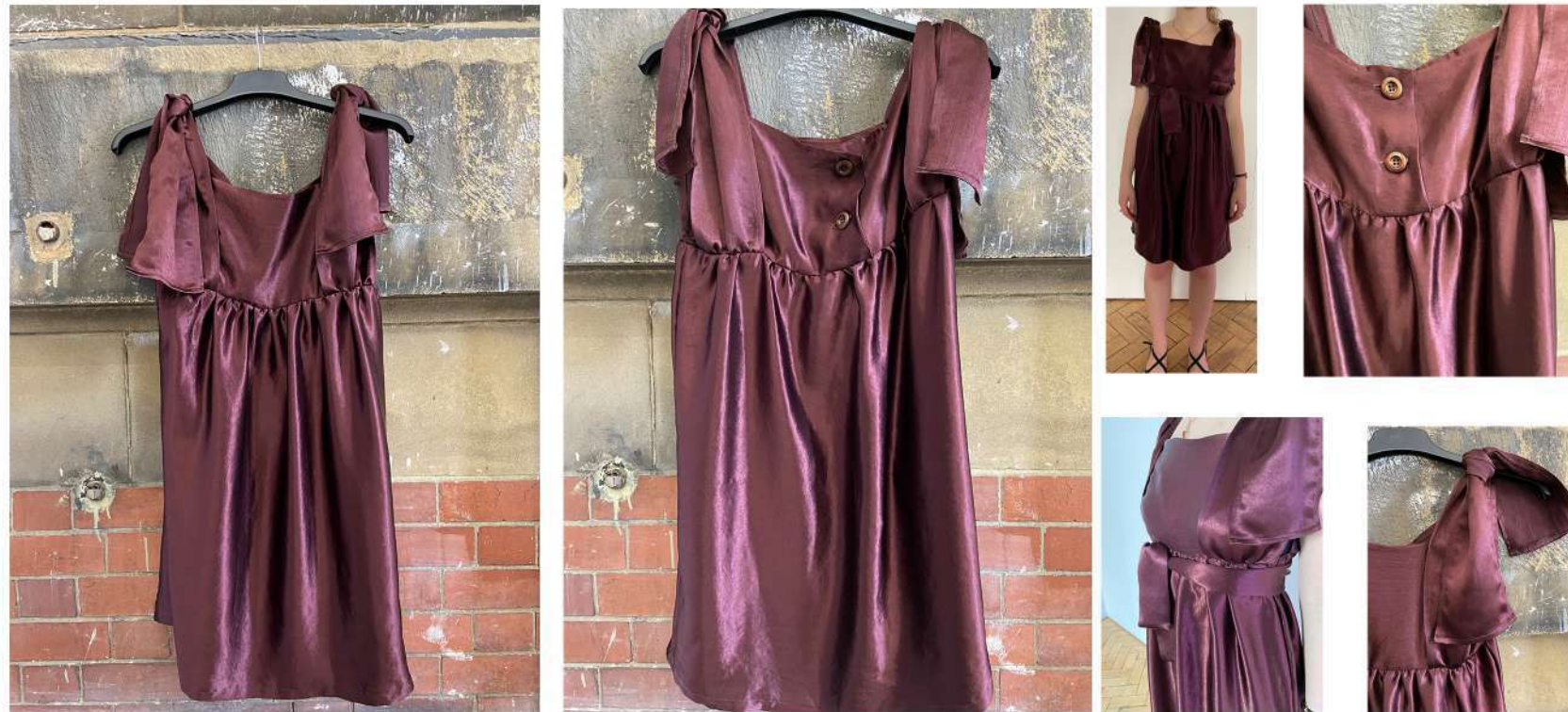
THIS DRESS OPTS FOR A LOOSE FIT, ALLOWING THE WEARER TO STYLE TO THEIR DESIRED FIT. IT IS ALSO DESIGNED WITH ADAPTABILITY IN MIND; IT IS SUITABLE TO BE LAYERED FOR COLDER WEATHERS AND IS APPROPRIATE TO WEAR FOR A MULTITUDE OF OCCASIONS.

MINIMAL COMPONENTS AND SINGULAR FABRIC ALLOWS FOR EASIER UP-CYCLING AND RECYLING IF FABRIC BECOMES DAMAGED



# WEBSITE SAMPLE

## BY BESSY



### DESCRIPTION

A ZERO WASTE DRESS, WITH ADJUSTABLE STRAPS AND WAIST BELT, ALLOWING THE DRESS TO BE WORN TO YOUR DESIRED FIT. THIS PIECE HAS BEEN DESIGNED TO BE WORN THROUGHOUT THE YEAR, ALONE IN SUMMER OR WITH A JUMPER LAYERED UNDER IN THE WINTER MONTHS.

THE GATHERED SKIRT WOULD ALSO ALLOW THIS DRESS TO BE ALTERED EASILY TO FIT THE WEARER.

THE NEUTRAL COLOUR IS TIMELESS, DESIGNED WITH LONGEVITY IN MIND.

### OUR PROMISE

BY BESSY IS COMMITTED TO RECYCLABILITY. ONCE YOUR PIECE HAS BECOME TOO TIRED TO WEAR, RETURN IT TO US TO EITHER BE UPCYCLED FOR YOURSELF OR TO BE REUSED BY ANOTHER CONSUMER.

## LUCILE DRESS

COLOUR: ●

PRICE: £275

SIZES: XXS, XS, S, M, L, XL, XXL

## PLACE AN ORDER

### DETAILS

- SATIN WOVEN 100% NAIA FILAMENT.
- DESIGNED FOR LONGEVITY & CIRCULARITY.
- FULLY BIODEGRADABLE.
- MADE IN SHEFFIELD, U.K.

### PRICE TRANSPARENCY

WE KEEP OUR PRICES AS LOW AS POSSIBLE WITHOUT COMPROMISING ETHICAL AND SOCIAL STANDARDS.

FABRIC COST: £70

MANUFACTURING COST: £50

COMPONENT COST: £17

TOTAL PRODUCTION COST: £137

PRICE: £275

### FABRIC

SATIN WOVEN 100% NAIA FILAMENT.

SUPPLIER: EASTMANS

RESPONSIBLY SOURCED FROM MANAGED PINE AND EUCALYPTUS FORESTS AND PLANTATIONS. SUPPLIER HOLDS FSC® AND PEFC™ CHAIN OF CUSTODY CERTIFICATION¹. (EASTMANS, 2021)

### THREAD

MATERIAL: 100% GOTS CERTIFIED ORGANIC COTTON, PRODUCED IN EGYPT.

### CARE

MACHINE OR HAND WASH, LINE DRY, LOW IRON.

NAIA FABRICS DO NOT NEED TO BE WASHED AFTER EVERY USE.

TIMELESS. TRANSITIONAL. SUSTAINABLE.

JESSICA LEVICK



## FINAL IMAGES: LUCILE DRESS

