



# FRENCH

Second Year Fashion Design Student 2024  
Whitehouse Institute of Design, Brisbane  
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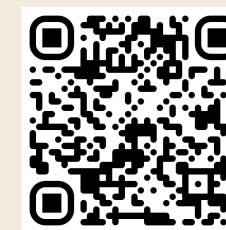


## ABOUT THE DESIGNER

As a young emerging designer growing up in my hometown Toowoomba, Queensland with a creative and enterprising up bringing. My mother is an Interior Designer so growing up I have always been surrounded by fabrics, colours and creativity. Seeing her work has forever inspired me and from this, I tend to look to architecture, and the finer details in décor and art when researching for design ideas. My utilisation between contemporary silhouettes with historical, artistic and architectural influences fills a gap in the market for a new aesthetic that appeals to young women seeking an elegant appeal and affluent appearance.

Drawing inspiration from my background and experiences, my collection blends innovation with tradition, ensuring each piece is of high-quality craftsmanship and sustainable and ethical practices. Devoted to create fashion to inspire and uplift, creating pieces that not only look beautiful and stand the test of time but also evoke a profound sense of individuality and confidence.

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# CONCEPT STATEMENT

Drawing on the beauty and symbolism of the magnolia tree, this design integrates organic forms and structured silhouettes, reflecting nature's harmony of fragility and growth. The magnolia, with its graceful petals and sturdy branches, serves as a metaphor for the duality in my designs. The colour palette, inspired by the natural hues of magnolias and their surroundings, includes soft creams, dark salmon pinks, and verdant greens. These colours evoke a sense of calm, femininity, and elegance, further enhancing the design's overall theme.

"Magnolia" is a design specializing in contemporary and bespoke womenswear, deeply rooted in its original thematic design inspiration. This hero piece epitomizes delicate craftsmanship with its refined finishes and modern dress silhouette- A structured over-dress with boning to achieve its colossal size, complemented with a fitted romper.

Cleverly contrasting dress fabrics with textured textiles reimagines traditional womens wear fabrics and is further enchanced with custom made trims and surface treatments to alter the structural and visual appeal for each design in the collection. The textures and organic lines in the main dress fabric for the dress seamlessly contrasts with a fitted romper in a dark seafoam coloured sateen suiting fabric. Maintaining a transparent dress has been achieved through layering crinoline with the sheer fabric to provide a capturing dress silhouette with compliments to the innovative use of textures.

This design draws inspiration from Schiaparelli's Spring Couture 2024 show and Iris Van Herpen's visionary concepts, both of which emphasize large silhouettes and advanced patternmaking techniques. These influences serve as a canvas for my unique vision and approach. Delicate textiles, artfully manipulated with my custom-made appliqué, creates

an effective contrast that elevates the overall design. These elements are further explored throughout the entire design process, most notably in the selection of fabrics, manipulation of textiles, and the juxtaposition of shapes, minimalism, and textures.

"Magnolia" has been meticulously constructed to highlight the interplay between contemporary design and superior craftsmanship. The use of curated fabrics and advanced textile manipulation techniques allows for the creation of unique textures and forms. This meticulous attention to detail ensures that each garment not only stands out aesthetically but also offers a visually engaging tactile experience. The influence of architecture is also evident in "Magnolia's" design philosophy. The structured silhouettes and the play of light and shadow in the garments draw parallels with architectural forms, creating a harmonious balance between organic and constructed elements. This architectural influence underscores the design's modern sensibility while paying homage to timeless design principles and key architects.

In summary, "Magnolia" evokes reimagined, feminine, and elegant design. The design pushes the boundaries of contemporary design, blending meticulous craftsmanship with modern sensibility. The result is a dress that not only surpasses current design expectations but also stands as timeless designs deeply rooted in its original thematic inspiration. By merging the delicate beauty of nature, with personal experiences and the precision of architectural forms, "Magnolia" offers a bespoke and innovative aesthetic for the fashion industry.

RS







## COLOUR + FABRIC STORY

PANTONE	PANTONE	PANTONE	PANTONE	PANTONE	PANTONE	PANTONE	PANTONE
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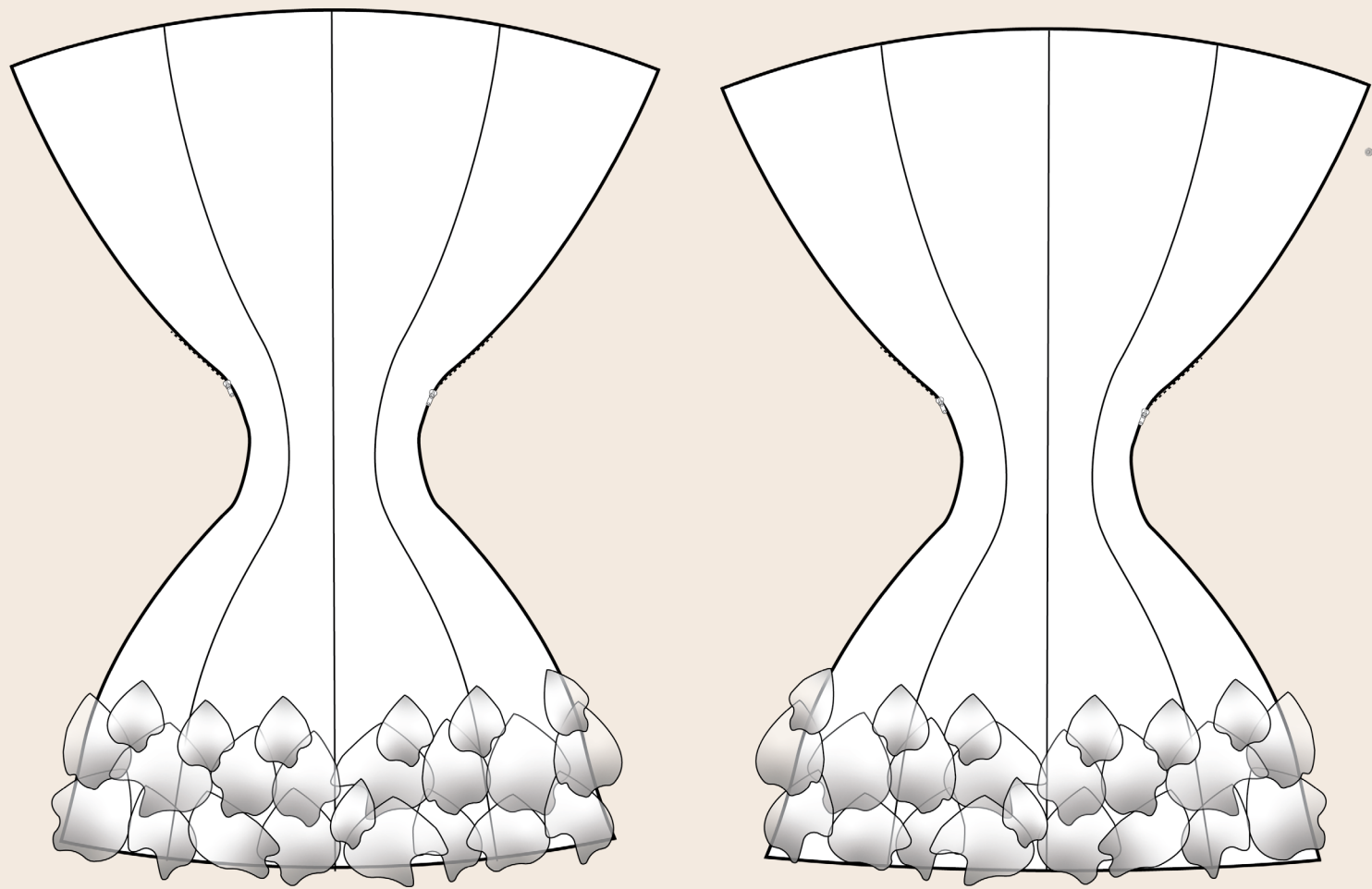


## SILHOUETTE INSPIRATION





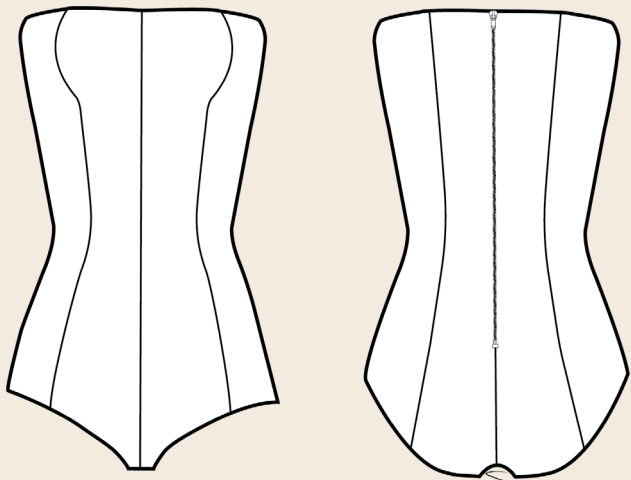
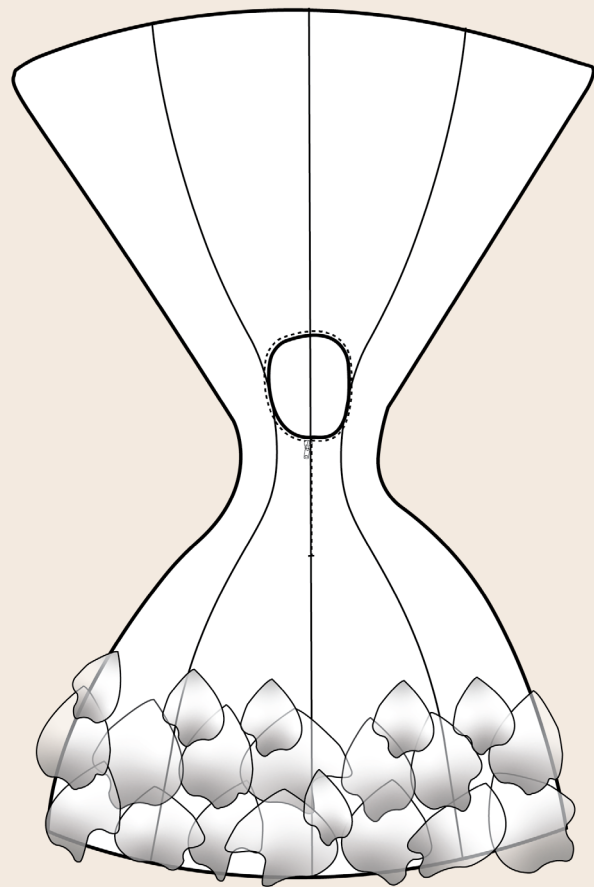
# MAGNOLIA



Custom Made Petal  
Adornments,



Designer Deadstock Sateen  
Suiting- The Fabric Store



Woven Gold Sheer- Elliott  
Clarke



Ivory Crinoline- Textiles and  
Lace



















ad



CREDITS & ACKNOWLEDGEMENTS

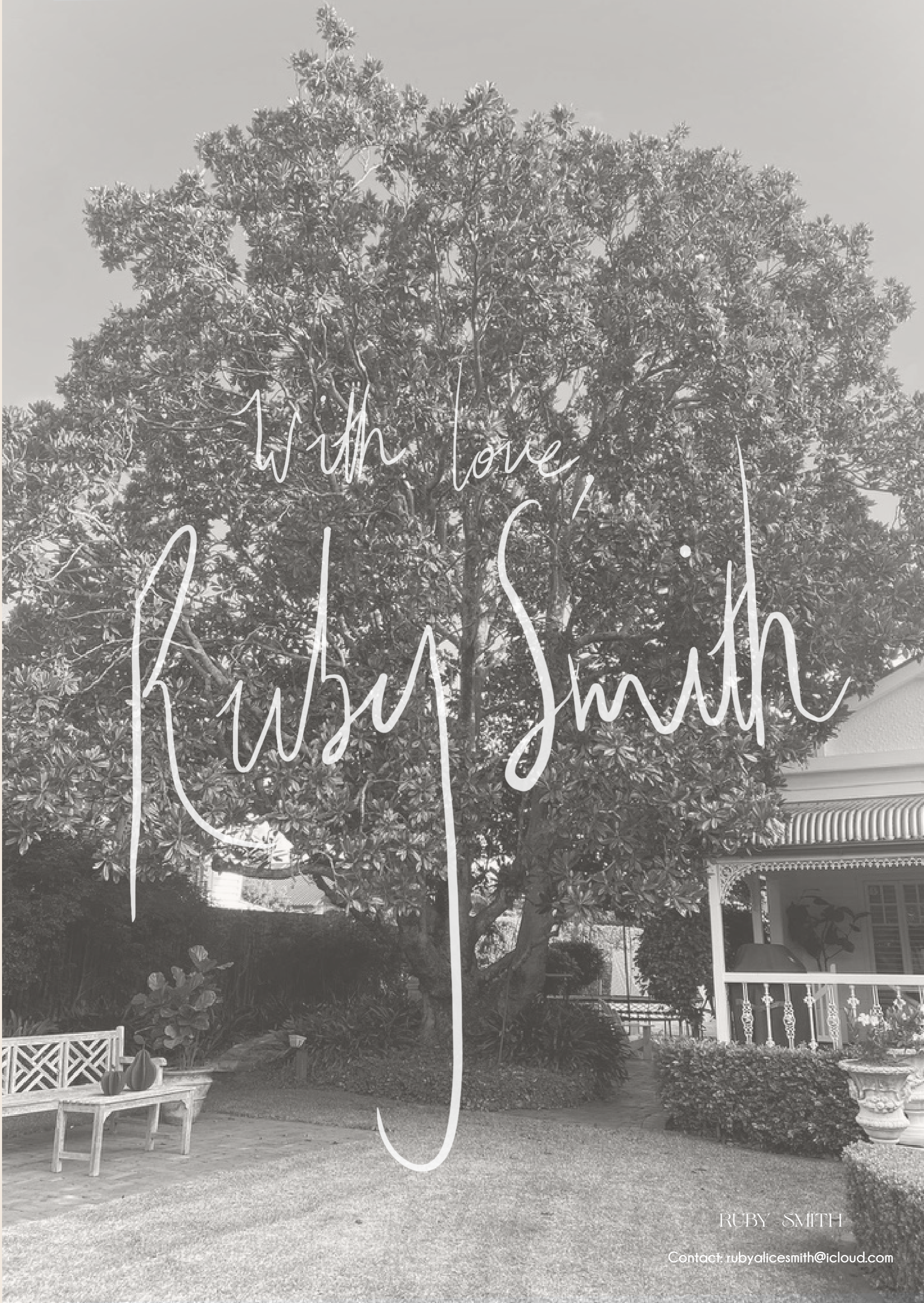
COMPLETE WORKS BY

Pattern making, construction, creative direction, model selection, trend research,  
technical sketches, illustrations, print design, graphic design, custom materials by  
Ruby Smith

ACKNOWLEDGEMENTS

Fashion design and selected accessories by Ruby Smith  
Photography by Pta Malouf  
Model Hailey Culpan + Madeline Black

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