



Pyjama Bottoms

Don't settle for anything less
than quality

Target Market

- These pyjama bottoms are aimed at a young audience from the age of 10 – 15
- To ensure maximum comfort, there is an elasticated waist, a tailored fit, and elasticated ankles
- They are modern and appeal to the young age group that is targeted with this design
- The pockets are made of a smooth and soft material that is 100% cotton, this makes for comfort for the client
- Material that the pyjamas are made of is 100% cotton for the priority of the comfort



Design

- The pyjamas are based off of the design of William Morris
- William Morris used patterned materials which were often inspired by nature which is what I have tried to do with my fabric covered in black branches of trees
- I was inspired to modernize the ideas of Morris so that my product appealed to a younger age group
- These pyjama bottoms were made with the appearance and create a product that people would gladly



Quality Of The Product

- Professional techniques were used in the making of this product to ensure quality
- Seams are strong to hold the material together well so that it is a pair of pyjama bottoms that will last you well
- The seams of the pockets are also secure so there are no holes that will appear and you can wear them with pride
- Elastic that is used is also sewn in carefully and when it was put in, it was done with care so that it doesn't twist and it



Price And Special Offers

- One pair of these quality pyjama bottoms cost just £10
- When you purchase a pair of the pyjama bottoms you get a free complimentary vest top in black or white
- When you pay for the product you can trust that it is quality, comfortable and made with care
- If you buy two pairs of pyjama bottoms you get a third one for half price
- Buy three pairs of pyjama bottoms and get a fourth pair for



About The Designer

- They were designed by myself, Olivia Baldwin, who is a thirteen year old pupil at Presdales school
- She created the original design in her textiles lesson where she was influenced by the work of William Morris
- The making of the product by hand and sewing machine took her eight weeks in total to create
- Her pyjama bottoms were made for the younger generation by someone in the younger generation

A COMMON MISTAKE
THAT PEOPLE MAKE
WHEN TRYING TO
DESIGN
SOMETHING COMPLETELY FOOLPROOF
IS TO UNDERESTIMATE
THE INGENUITY OF
COMPLETE FOOLS
- DOUGLAS ADAMS.

Questions Conducted

- Is the elastic comfortable?
- Reply- Yes, it fits well and doesn't feel too tight or twisted
- Are the seams secure?
- Reply- Yes, the material feels well held together and strong
- Is the length right?
- Reply- The length from waist to ankle fits well
- Are they stylish?
- Reply- The pattern is nice and the fit is appealing



Comparison To Other

Pyjamas

- Both my pyjama bottoms and other shop bought pyjamas have neat and strong seams, comfortable fitting elastic
- They also were both made using professional techniques which therefore meant that they were both made to a high standard
- Other shop bought pyjamas may have neater and more accurate lines of sewing through longer in the industry of textiles, but my pyjamas are more personalized



that I have made have a label on the inside of it
you know which way to put them on, which other
not have

Images Of The Product



Pyjama

Bottoms enjoyed the presentation