Textiles - Pyjama Project

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Miss Finch

Task 1: Design Brief

A local retailer has commissioned you to design and make a nightwear set for their women's wear departments, which promote their use of environmentally friendly processes. The nightwear must be aimed toward their teenager customers and be a developed version of the traditional nightwear sets.

Task 2: Analysis of the Design Brief

1. What have you been asked to do?
   We have been asked to design and make a womens nightwear set.

2. Why is the product needed?
   It is needed so that people have comfortable and nice looking clothes to sleep in

3. How are you going to achieve this design brief?
   I will achieve this by considering each factor of the customers needs

4. Who is the product going to be for?
   The product is aimed at teenage girls.

5. What information do you need to gather to support you meeting the design brief?; what research do you need to collect?
   I need to research how to make the pyjamas environmentally friendly, and what materials to use for nightwear.

Task 3 : Design Brief

Retail Outlets

- New look
- Shein
- River Island
- Primark
- Topshop

Material
- Silk
- Cotton
- Satin
- Soft flannel

Inspiration

- VS inspired
- Hollywood designer inspired
- Magazine Model inspired
- Slumber party inspired

Environmental Impacts
- Fast fashion damages environment
- Use recyclable materials
- Use long lasting fabric
- Promote recycling and reusing product.

Decoration

- Stripes
- Ribbons
- Pockets
- Black shiny lining
- Buttons
- Embroidery

Customer

- Teenagers
- Girls
- Want to be elegant
- Want to be trendy
- Want to be lightweight

Interview with your customer

General Information
Name: Ella
Gender: Female
Age: 13

What colours and styles do you like?

Fashionable, elegant, pinks, reds.

What kind of products do you own?

Pyjama sets from Shein , Victoria Secret, New look.

Pale colours, comfy, sliky, light weight, girly.

Images of products you own

Likes?

That the colours go together, the ribbons, the elegant pattern, the soft colours.

Dislikes?

The stripes