

## Look of the Southwestern Winds

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This look was inspired by and created for the 22-30 year old target market of confident and captivating young women. Taking inspiration from the giant star-filled skies, toasty breezes, and equally sizzling, rich culture of the southwestern United States, this design incorporates feminine details, deep, warm hues, and luxurious texture into a romantic silhouette. The evening look is meant to emphasize the charm and understated glamour that a modern western woman so beautifully encompasses.

After thoroughly studying the target market, it was quite clear that evening separates were the way to go in terms of design. Young women in the 22-30 year old age bracket are generally in the beginning phases of building their careers- as well as their closets- and so are looking to get the most wear from every piece that they purchase. Keeping this in mind, the design goal was to create two high quality garments that would look exquisite together while also being able to stand effortlessly on their own.



Both pieces of the design were patterned using hand drafting techniques, and because both pieces were made to be adjustable- as the blouse is made with elastic and has no closings, and the skirt is a wrap skirt- pieces required little to no prototyping and were cut soon after drafting.

In terms of special equipment, the blouse's sleeve fabric was pleated using an industrial pleater machine, and then cut. After sewing the sleeves to the bodice, a fabric casing from the bodice material was created to hold elastic that stretches around upper body. A mini-overlock machine was used for all edge finishing on both garments. The skirt pattern and its hand-gathered ruffles

were sewn together using a standard 301 lockstitch, as were the belt and hand-created cording. The hook and eyes were attached to skirt after construction.