

# Lascivious

## DESIGN COMPETITION

### WIN £250 CASH PRIZE

We love collaborating with other like-minded creatives who share in our enthusiasm and as such, we decided it was high time to open up the floor for others to get involved.

If you are a fashion student, designer or just a big fan of Lascivious, then our design competition could be just perfect for you! With a cash prize of £250 and the chance for your design to be included in the official Lascivious collection... It's time to get your imagination at the ready!

All entries must be received by 25th July 2014.



# THE BLACK BRA PROJECT

## The Brief:

Lascivious is renowned for its edgy, playful, sophisticated and fashion-forward style. Our designs often include cut-outs, multifunctional and playful design details. The items you design must convey luxury, innovation and be flattering on the body. We are looking for design drawings for a collection of 4-6 pieces, all in black.

Condensing this brief to allow focus only on black should allow you to focus on shape, form, texture, opacity and detail in order to refine your design process.

## Considerations:

- Size range and price with technical detail of garments
- Shape & Silhouette
- Fastenings & Details
- Application of trimmings
- Fabric texture, areas of use – plain, print, mesh, transparent, jacquard
- If the garments are aimed at a particular body type
- Review the Key Branded Shapes, together with the Key Shapes from the Lascivious Brand, and how they can be developed.
- Ensure whatever you are designing will sit happily within the ranges created by Lascivious.

## Trend Research:

It may help you to look at museums, art galleries, related books and exhibitions for your primary research. Consider Fashion Forecasting for A/W 2015, fashion magazines and online blogs.

## Outcome:

Please provide us with a range plan of 4-6 garment designs (to include a bra and other items to make a succinct full collection), with front and back illustrations. The presentation should include details of fabrics, surface decoration and technical drawings. Additionally you may also like to include a mood board, showing theme and direction, technical and fashion drawings, displaying the progressive styling of the final garments.

Entries can be submitted digitally in a PDF format to [info@lascivious.co.uk](mailto:info@lascivious.co.uk), or sent in via postal services to Lascivious Ltd. First Floor, 79 High Street, Walton-on-Thames, Surrey, KT12 1DN. All entries must be received by the 25th July 2014 deadline. Any entries submitted after this date will unfortunately be excluded from the judging process.

**DEADLINE FOR ENTRIES TO BE RECEIVED: FRIDAY 25TH JULY 2014**