

Hope Show A/W 2018
Collection Theme
by
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In collaboration with
Creative Capital



Outlines



Theme development

p.3-9

destiny

Fall Collection

p.10-26



Winter Collection

p.27-30

Theme

The voyage of Grace Marguerite Lethbridge

Theme

It is the personal adventure of Grace Marguerite, a British journalist, who was the first woman to travel around the world by air.

Although she was not an aviator herself at first, lady Marguerite contributed to the glamour of aviation and general knowledge of it, by writing articles about her aerial adventures for US newspapers in the late 1920s and early 1930s.



Concept Reference



ADVENTURE



BRAVERY



INNOVATION



DESTINY

FALL COLLECTION

Development recap



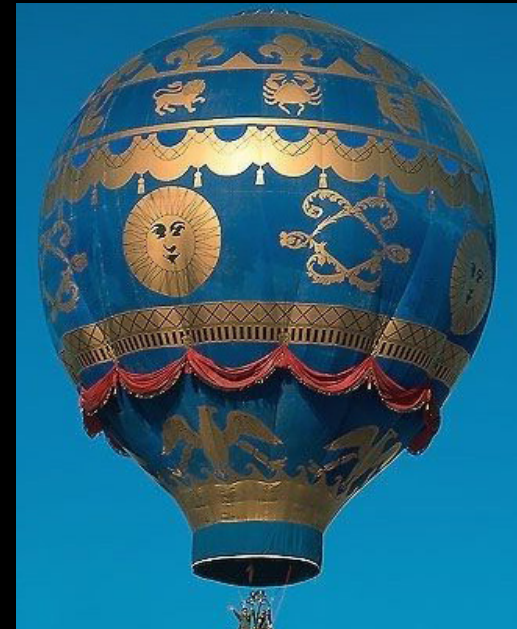
PALM READER

1



GETTING READY

2



HOT AIR BALOON

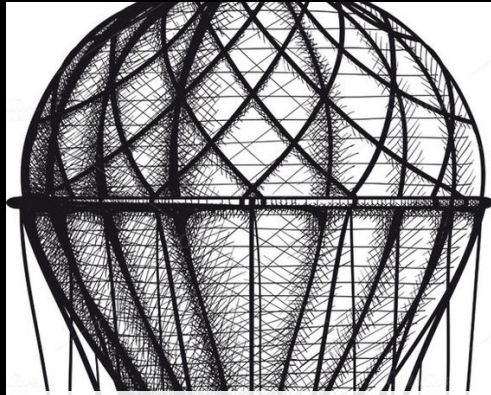
3



THE CAPITAL

4

Mood Board



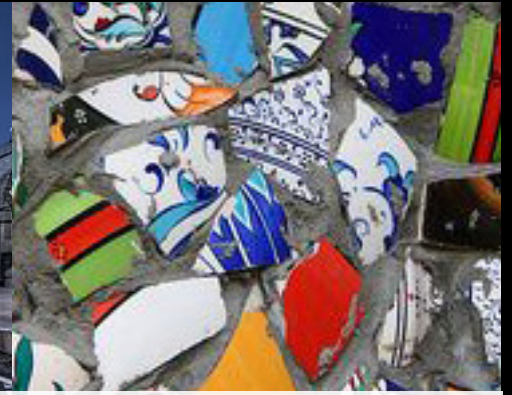
Hot air balloon



Spirituality



Architecture



Mosaic



Pattern



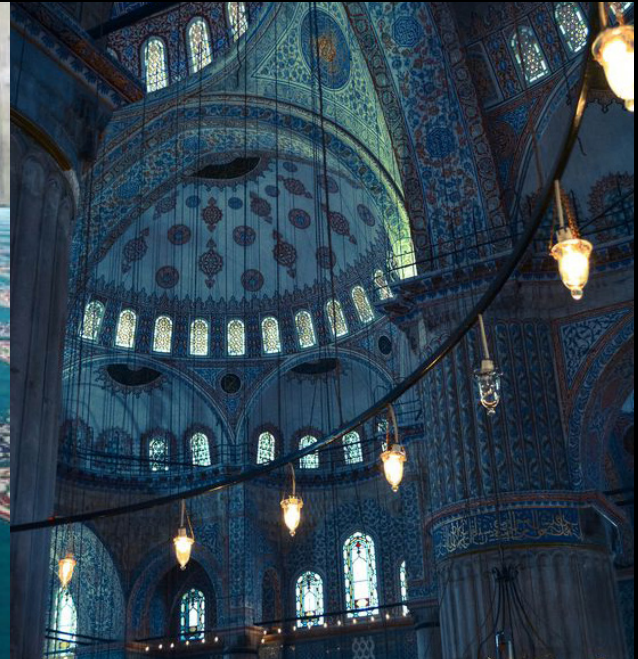
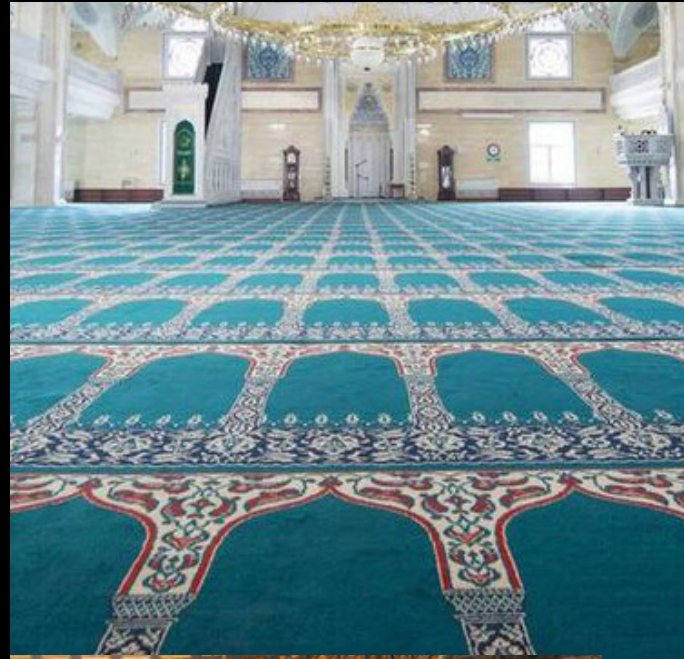
Dance



Market

Istanbul city is rich of arts, colors, forms and perfumes.

Color Board



1. Element

The tarots are a strong presence. Presented through printing or made as embroideries.



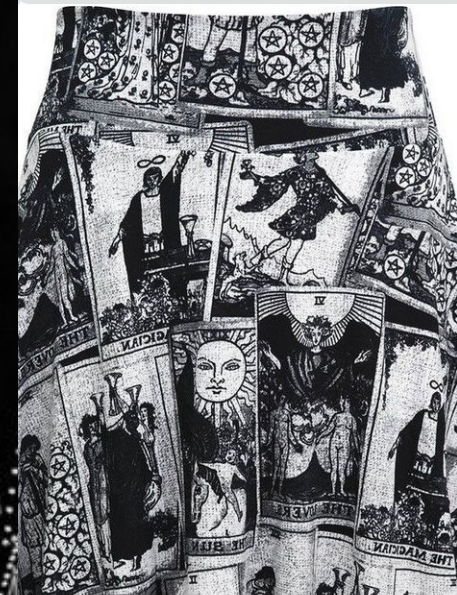
Dior



Valentino



Schiaparelli



Asos

2.Element

The patterns of Istanbul in its different variations, from floreal to geometric ones. The prints show the proposed color palette. Lightness Vs richer examples.



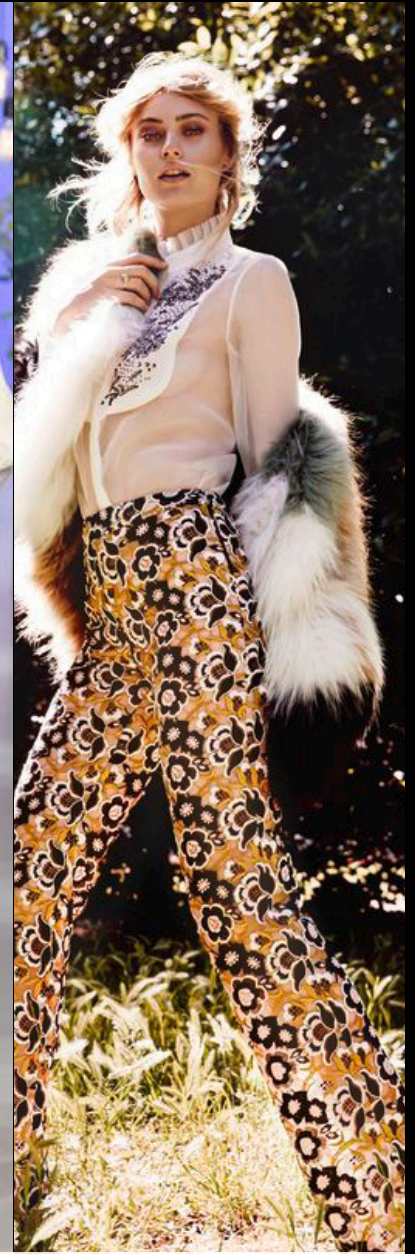
Pinterest



Pinterest



Vogue



Mehtap Elaidi

3. Element

Byzantine mosaics presented through printing and 3D fabrics.



D&G



Tom Ford



Martin Margiela



Sass&Bide

Thank you
谢谢