

# OLIVIA RUGG

## BA (H) FASHION DESIGN



Create by Olivia contributes to sustainability by creating emotionally fuelled design which the consumer will want to wear for a long time. The garments can be customised to the consumers specific tastes and needs, and can be adapted should their needs change over time. I was inspired by my grandma's home, and how she changes the look by rearranging the furniture into different rooms to give a fresh aesthetic. Fabrics collected for my project were end of roll/scrap fabrics reflecting her home.

**TED'S Ten**  
Chances to Reduce the Need to Consume

Researching TED'S Ten to learn about various solutions to help tackle this growing issue!

**REDUCE THE NEED TO CONSUME**

Why You Should Be Investing In Modular Fashion  
It's about entry, efficiency, and personalization.

**4 IDEAL REASONS TO INVEST IN A MODULAR WARDROBE**

**SLOW DESIGN**

**"I HAVE NOTHING TO WEAR"**

"I HAVE NOTHING TO WEAR" Solutions for this need fall in to occur products that can be interchangeable, for long life, convenience, interrelated design, garment life longer.

**"THROW AWAY" CULTURE**

## CONTACT

WEBSITE  
INSTAGRAM  
LINKEDIN

Trying garment constructed easily with the fully constructed wardrobe garments

making patterns, swatches

flexibility, not set into a pattern

avoidance of bulk, straight, clean with very loose wrap

And show in a traditional dress, still functional, but with a modern twist

paper sampling to provide other ideas for my garment

general digitalisation through garment construction design development

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flexibility, not set into a pattern

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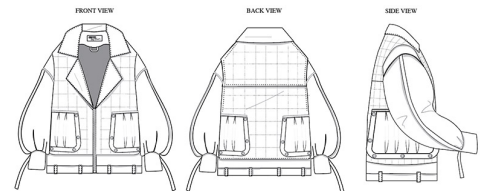
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paper sampling to provide other ideas for my garment

**JACKET DEVELOPMENT**

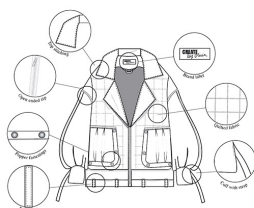
Project: 'Create by Olivia' Jacket Tech Pack  
Content: Black & White CAD

CREATE by Olivia



Project: 'Create by Olivia' Jacket Tech Pack  
Content: Design Details

CREATE by Olivia



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