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Ellen Couture Designs Vintage Lingerie Fashion Line

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ELLEN COUTURE DESIGNS VINTAGE LINGERIE FASHION LINE

by

Robyn Grier

Submitted in Partial Fulfillment of the Requirements
for the Degree of Master Art in Fashion Business and Entrepreneurship
at
Lindenwood University

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ELLEN COUTURE DESIGNS VINTAGE LINGERIE FASHION LINE

A Thesis Submitted to the Faculty of the School of Arts, Media, and Communications
in Partial Fulfillment of the Requirements for the
Degree of Master in Fine Arts
at
Lindenwood University

By

Robyn Grier

Saint Charles, Missouri

November 2022

ABSTRACT

Title of Thesis: Ellen Couture Designs Vintage Lingerie Fashion Line

Robyn Grier, Master of Fine Art, 2022

Thesis Directed by: Dr. Chajuana Trawick, PhD

Grier and Associates d/b/a Ellen Couture Designs (ECD) is a fashion subsidiary that creates garments comprised of vintage inspired lingerie and nightwear. This line is paying homage to the owner, Robyn Grier's, grandmother, Ellen Sutton, who was a professional seamstress, patternmaker and designer. My final project will be an illustration of 10 garments created for Ellen Couture Designs Fashion line.

I have sketched 10 designs that will be the initial collection for Ellen Couture Designs. A description of the garment and its historical significance will be provided. It is a common trend for the fashion designers and the industry to create garments that replicate historical fashion. My literature review will discuss and support the styles and fashion trends of modern-day fashion lines and fashion shows and specifically will describe the decades and eras that inspired the Ellen Couture Design vintage lingerie and night wear. Next, my literature review will discuss designers and fashion lines who have paid reverence to a person or ancestors. One example I plan to discuss is The House of Dereon, which was created by Tina Knowles and Beyonce Knowles-Carter, to pay homage to Beyonce's grandmother. I plan to explore other lines that did the same. Lastly, an illustration of garments that inspired the line, a muse of the target population and a color palette board of my signature colors will be created. I will discuss the Adobe Illustrator software that was used in the making of the fashion show and the importance of patternmaking when crafting garments utilizing software programs. The final presentation

will be a PowerPoint presentation which will start with a familial history of fashion, illustration of ten signature garments with description that was created in Adobe Illustrator, and the tech pack for each garment.

Dedication and Acknowledgements

I would like to give a special thank you to Dr. Trawick for being supportive and encouraging. Without you, this journey would not have happened. You set the bar high and always provided the resources and connects I needed to succeed.

A thank you to Caira Butler and Erica Blum for also being incredible motivators, educators and supporters. Thank you for agreeing to be on my committee and your honest feedback

Grandma, I love you and this is dedicated to the legacy you left. We celebrate you forever.

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Images of Ellen Sutton



Introduction

This project will be a PowerPoint presentation illustrating ten garments inspired by my grandmother's construction of high-quality silk, satin, and lace lingerie. Although she created these pieces in the 1970s, these garments were inspired by 1940s sleepwear and the Victorian Era from the 19th century. It is a common trend for fashion designers and the fashion industry to create garments that replicate historical fashion. Nightgowns are from the Middle Ages, and the original design was simplified. Ellen Couture Designs (ECD) will take the plain robe and modernize it by adding collars, cuffs, and lace to flaunt a 1940s look with a Victorian Era flare of fancy sleeves, collars and bodice shapes. The Victorian Era was one of the most pivotal periods in fashion, and a lot of the lingerie features of the designs became prominent in the 1940s. ECD will exhibit a heavy silhouette design influence to showcase the 1940s and 1960s vintage with Victorian Era inspired lingerie. This consisted of a collection of bullet bras, girdles, slips, and high-waisted panties, and long silk and satin silhouettes with corsets. This 1940s inspired line will be loose, flowing gowns made of high-quality silk. The fabrics that will be most used with this line is silk, satin, and lace, which became prominent during the Renaissance Era. Ellen Couture Designs will have corset inspired designs with sleek bodices for comfort. Ten designs will be initially created, and some will feature a two-piece gown and robes that will be made of printed silk and brocades.

Sketches have been drafted for the initial collection for Ellen Couture Designs. A description of the garment and its historical perspective will be provided as a part of the final presentation. There will be ten (10) sketches and color selections for each of the garment

designs. I will research the history and current state of digital fashion shows. A description of each fashion will be drafted to describe each garment. The prerequisites for learning Adobe Illustrator are to learn pattern making and garment construction. The final presentation will be a PowerPoint Illustration which will use designs in color which were created in Adobe Illustrator.

The steps taken to develop this project will be Adobe Illustrator and taking a patternmaking class to create the tech packs to ultimately create a presentation of the 10 final garments with tech packs presented via PowerPoint. The final deliverable for this term will be a non-thesis/project with at least 15 pages in length and a PowerPoint slide show for presentation to view. The non-thesis project will be the 15–20-page paper that describes the background of Ellen Couture Designs and the fashion show video that will showcase the garments.

Literature Review

I would first like to discuss the history of lingerie. Lingerie is a French derivative word, which means linen, and describes women's undergarments, which include brassieres, today known as bras, lounging wear, sleepwear, and lightweight robes. In English, it means women's underwear or nightclothes. Lingerie, as a word, was first used to refer to underwear and bras in 1922. During the late 19th century, corsets became smaller, less bulky, and more constricting and were gradually replaced by the brassiere, first patented in the 20th century by Mary Phelps Jacob (Cole & Diehl, 2015).

When the First World War broke out, women found themselves filling in men's work roles, creating a demand for more practical undergarments. Lighter and more breathable fabrics started to be used. Lingerie is made of lightweight, stretchy, sheer, and often decorative fabrics.

The materials are usually silk, satin, Lycra, lace, and chiffon. Lady Duff-Gordon was the pioneer in developing lingerie that created less restrictive corsets. Lingerie dresses were made of cotton, linen, and, sometimes, plain silks, with underwear details, such as inset rows of lace, tucks, and small ruffles. A trend that had its roots in late 19th century styles, these dresses were worn for any number of occasions, particularly in spring and summer seasons. Especially delicate and detailed versions were worn for daytime formal events, including receptions, garden parties, and school graduations, and lingerie dresses became very common for wedding gowns. The lingerie dress was also sometimes worn for casual, summertime eveningwear (Cole & Diehl, 2015).

Bodices seem to be the beginning of what would soon be called lingerie. In addition, as outlined in the book *The Modern Day of Fashion*, lingerie styles, including bodices, were incorporated into wedding dresses and evening wear (Cole & Diehl, 2015).

“A Brief History of Sexy Lingerie” discusses how sexy lingerie has changed over time, from the early days of whalebone corsets of the 1700s through the whale tail thongs of the 2000s. Styles known as whalebone corset were everyday wardrobe staples for “proper” women of the eighteenth century. Even though today’s corsets are sexier and bustier, the corsets in the 1700 were essential in molding the ideal body form. The corsets in the 1800s were more of an S- curve shape that became popular in the early twentieth century, which accentuated the hips more than previous corsets (Cole & Diehl, 2015).

In 1910, the closed-crotch drawers became a popular lingerie fashion for women. This Pre-Victorian Era boudoir represented the sexual availability of women. The Sheer Nightgown, which I would like to replicate, was first introduced in the 1900s. Bridal trousseaux always involved sheer nightgowns, sometimes with low backs, that more than hinted at the bare body underneath. Trousseau were not just for the pleasure of the wedding night, though the more

elaborate and extensive they were, the wealthier the bride's family was supposed to be. This history is great information to keep in mind, as socioeconomic status and demographics will come into play when deciding my target audience. I would like for my product to be affordable.

While fashion designers like Paul Poiret and Madeline Vianet were changing the ideal shape of the woman's body from hourglass to boyish and straight, the lingerie worn underneath had to change, too. There was no need for the tight corset under the flapper dress.

Undergarments had to be constructed to be as invisible as possible. Slinky slips, long and short, were worn underneath these tubular dresses.

The 1940s nightgowns looked like a slip; they were made of silk, rayon, or rayon satin that flowed nicely over the body in a bias cut. This is the decade I have chosen to model my line after. Nightgowns cut on the bias are more form fitting yet stretch with movement. A sturdier and more spacious straight cut, with gathers under the bust or waistline, was more practical, although less pretty. Nightgowns were usually ankle-length and were fitted in the bodice and flared out to an A-line shaped skirt. These types of nightgowns had a low V-neck that was often decorated with lace and were usually sleeveless or had thin straps. They also sometimes had very short cap sleeves. An empire waist was popular; there would be stitching or lace underneath the bustline, and the dress would flow out from there. Soft pastel colors were popular: white, peach, ivory, light pink, and light blue were most often worn. Women also often aimed for comfort in their sleepwear, choosing nightgowns in cotton or warmer cotton flannel. These were boxy fitting, often without a defined waist. They could be sleeveless or have short cap sleeves. Some also had long bell sleeves for extra warmth. More casual nightgowns like this were sometimes decorated with lace or eyelet at the neck and sleeves. Baptiste and cotton crepe were nice summer weights, as well as rayon or silk crepes and sting. Soft colors were still used, and large

and small floral patterns were popular as well. Sleeved nightgowns often buttoned up the front to a high, rounded collar. Sleeveless ones could button up the back and have a rounded or small v-neckline. They were primarily ankle-length, although many only came to mid-calf. 1940s robes, often referred to as house jackets, were worn all hours of the day. Many women chose to wear a house jacket in order to save wear and tear of day wear clothes, and they were also worn in the evening over the nightgown.

In the 1950s, Christian Dior gave a new look, with lingerie that centered on dresses, skirts, and coats that created an hourglass silhouette, which meant that bras became wired and structured to push up and form décolletage set against plunging necklines.

As the 1960s and 1970s started to approach, the fashion trend for nightwear became the long silky gowns with matchings robes. The early 1960s became the bra-free era during the women's liberation movement. In the 1980s, the Teddy nightgown became the styling trend of lingerie. This lingerie clothing item was a one-piece silk base with lace. The working woman usually wore this under male-inspired suits to represent their femininity.

Understanding the history and trending of the lingerie fashion will help me to create my plan and product to achieve the look and the target population I desire. In reviewing illustrations, I gravitate towards the 1920s long silk gowns, which re-surfaced in the 1960s and 1970s, combined with the corset look.

“Communications: An analysis of the apparel pattern-making process” discusses apparel pattern making as an age-old occupation that is full of heuristics and unwritten rules. In this article, pattern-making is explored in detail and is an attempt to identify the motivations behind all its procedures and operations to assist in a better understanding of the whole process. Fashion

pattern making must be realized in these three steps: fashion analysis, pattern design and pattern drafting. It is in the alteration that the demands of the various factors affecting the final garment are gradually being met (Koh, 2005). In the article “3D simulation technology as an effective instructional tool for enhancing spatial visualization skills in apparel design,” the author explores the effectiveness of 3D simulation technology for enhancing spatial visualization skills in apparel design education and suggests an innovative teaching approach using the technology. The results affirm that 3D simulation technology has positive potential as an efficient instructional tool for improving students’ visualization skills in apparel design (Park, 2010).

Methodology

The methodology best suited for this project is the narrative/description approach. Since the final project is a digital fashion show, this methodology will give me an opportunity to explain the steps that were taken to develop the digital fashion show, including the research outcomes that will influence the project. I will start learning Adobe illustrator and Patternmaking. I then have to select the background for the fashion show and the music that I would like to use.

Methodology/Methodological Design

Project Process

There will be ten (10) sketches and color selections for each of the garment designs. My focus group of 10 people within the target population will review each garment and provide feedback. The 3 questions are do you like the garment? Would you wear the garment? Please provide specific feedback. The results of the feedback resulted in me creating some more sexier, edgy lingerie to appeal to the target population, which is potential brides between the ages of 22-35.

Each of the ten designs still had characteristics that were vintage inspired or material that was popular historically, such as silk and chiffon. After sketching, the designs were imported to Adobe Illustrator and ultimately uploaded to the PowerPoint presentation. A description of each fashion will be completed to describe each garment. Adobe Illustrator is being used to complete each garment in its planned color scheme.

Research for this term will include other fashion lines that were created to pay homage to an individual or ancestor; research into the historical inspiration for the line with a description of the final productions; research of other digital fashion shows; and most effective marketing venues and strategy to ensure ECD's success and profit.

Production/Results

The first thing I had to do was teach myself how to draw what I envisioned. I used YouTube videos and fashion drawing books that assisted me on how to draw the more complex things, like robes and body parts.

Please see the following pages for the sketches that will be the start up designs for the ECD Fashion Line. There will be ten (10) sketches and color selections for each of the garment designs. I will research the history and current state of digital fashion shows. A description of each fashion will be drafted to describe each garment.

Research will include other fashion lines that were created to pay homage to an individual or ancestor; research into the historical inspiration for the line with a description of the final productions; and most effective marketing venues and strategy to ensure ECD's success and profit.

The tools used to complete the project are a sketch pad, sketch pencils, fashion rulers, sample fabric, online programs and pictures.

Each design is named after a descendent of Ellen Sutton. My grandmother loved God, her family and church.

Customer Profile

Intimate apparel has become a staple in daily life providing comfort and support blended with beauty. New brides and the target population is spending an average of 25,000 on lavish weddings and my high-end vintage lingerie would attract the eye of this target population which ranges between ages late 20s to late 30s. Consumer behavior is involved with risk taking because there are not only pleasant but unpleasant results from the decisions. The target customer will be seeking femininity and class. Sizes will range from 0-24.

Consumers become familiar with a brand through advertising promotion exposures and in-store displays. While my target customer is shopping for their bridal dress and bridesmaid's dresses, they will have honeymoon attire in the bridal venue for convenience of shopping.

Consumers who are online shoppers desire social connectivity with their brands, alongside with personalized interactions online. This target group desires a positive experience with the brand in a retail setting. Despite all the grim predictions for brick and mortar, and studies have shown that customers will more than likely not stray from their shopping model. This target population also has a hybrid model of shopping for their favorite brand.

Conclusions

Ellen Couture Designs will actually be a real business, and it is important to me that it becomes well known and is successful. Failure will only strengthen the company, as I will have to further customize the niche if the original ten garments are not selling. This project is the beginning of something bigger than a ten-garment lingerie line. It is the start of an empire that will honor the 5 generations of women who worked hard and believed in creating quality garments. My initial objectives have been met by creating the sketches and using Adobe Illustrator to showcase them in color. The biggest strength of this project is that I am confident that it has a solid plan for marketing and setting up the business. Limitations include becoming more knowledgeable of fashion software such as CLO 3D and CLAD. Since the pandemic, virtual fashion shows have become a norm, and I will have to learn this software to keep up with current vessels for showcasing my garments.

Illustrations

HISTORY OF FASHIONS/STYLES/SILHOUETTES

ILLUSTRATIONS

DESCRIPTION

“Kayla”

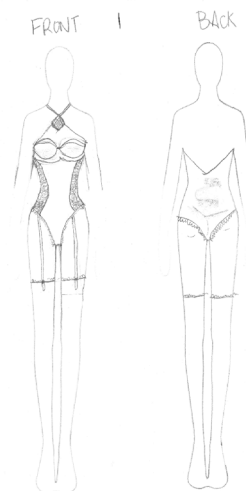
Corset Style Lingerie

This is a corset from bust to hip and is a meriwidow style with lace siding and lace trimmed around the bikini area. The top is a bustier with strappy shoulders with an embroidery style lace “medallion” at center of chest area. This design is accessorized with garter belts.

Color(s) choices: Royal purple with neutral colored garter belts; lace trim-purple and center piece medallion-purple and gold

Sizes: 8

Material(s): Satin



TECH PACK-KAYLA

Color	Royal Purple
Material	Satin
Sizes (inches)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Apex-straps to medallion	5
Strap around neck	9.7
Lace width on sides	4
Lace trim-bottom	.25 inches
Back neck to waist	17
Rise	28
Medallion	2x2



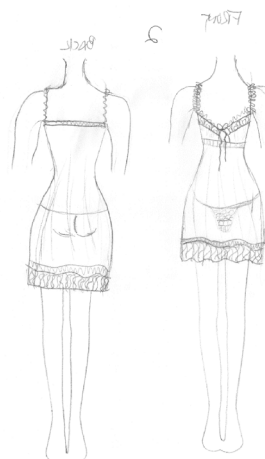
“Karen”

Chemise Style Lingerie

This chemise or smock style of lingerie is sheer with an embroidery beaded trimming outlining the top of the bust and a small trim of embroidery beads at the bottom of the garment that sits right over the bottom laces. Underneath is thong underwear with a lace design.

Sizes: 8

Material(s): Chiffon; Thongs-silk



TECH PACK-KAREN

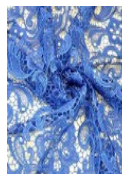
Color	Blush with royal blue trim
Material	Chiffon, thongs silk
Sizes	8
Bust	37
Bust under	31.5
Hips	38 5/8
Straps-axilla-to back	17
Rise (lace thong)	28
Lace-bottom	3 inches in width
Across front chest	13,5
Across back	14 7/8
Shoulder to mid thigh(front)	34
Mid back to mid thigh	29
Waist	28 3/8



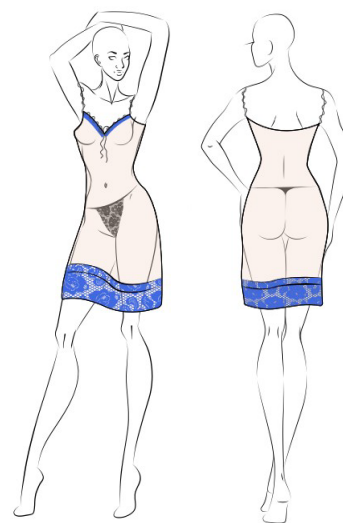
Royal Blush Swatch



Blush Chiffon Material



Blush with Royal Blue Sides and Trimming



DESCRIPTION

“Mariah”

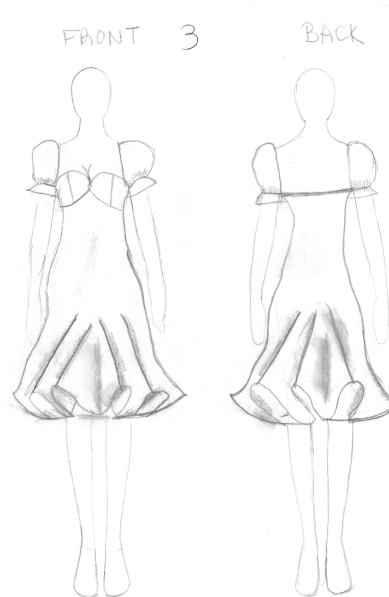
Chemise Style Lingerie

This chemise or smock style of lingerie is a silhouette style that fits with comfort the natural body shape with a fun flare at the bottom. This a knee-length lingerie that is intended to be for sleep and also can be worn around the house. The puff sleeves were first introduced during the period of England known at the Tudor period from 1485 to 1603 and was re-introduced through the Renaissance period and the 1940s. This style has a bustier top with a high empirical waist.

Color(s) choices: White or Light Blue

Size: 8

Material(s): Silk



TECH PACK-MARIAH

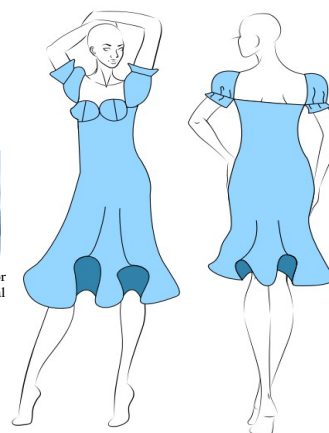
Color	Powder blue or white
Material	Silk
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Across front	13.5
Across back	14 7/8
Sleeve length	9 total; 8-puff; 1-bottom cuff
Shoulder to bust (front)	7.5
Shoulder to back of dress	9
Bottom of dress (width)	48



Powder Blue Swatch



Powder Blue or White Material



DESCRIPTION

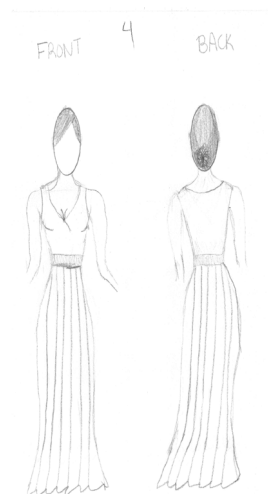
“Donichia” Long Nightgown

This lingerie is a long nightgown that is targeted to be worn for special occasions. Silhouette which fits the natural curves of the body. Sleeveless dress that could be accentuated with a long robe (see style description 7). Pleated style bottom allows for comfort.

Color(s) choices: Shimmery Tan

Size: 8

Material(s): Silk, waistline nude lace



Tech Pack-Donichia

Color	Shimmery Gold; black waist
Material	Silk, waistline lace
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Across front	13.5
Across back	14 7/8
Shoulder strap width	1.3
Should to back of dress	18
Waist to floor	40
Waist band width (lace)	3



Shimmery Gold Swatch



Shimmery Gold Material



Shimmery Gold Lace Sides and Trimming



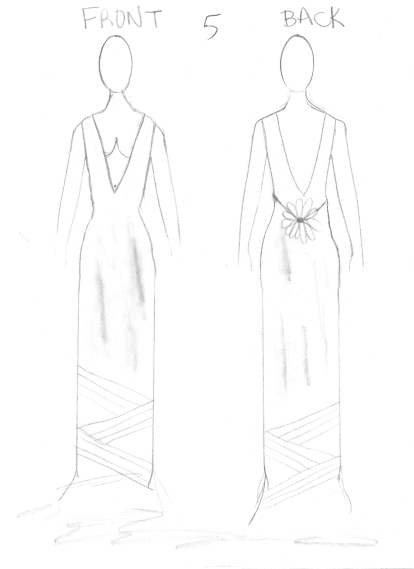
“Tootie” Long Nightgown

This lingerie is a silhouette long nightgown with a deep bias cut in the front and back. At the base of the dress is a triple fold design. Sleeveless arms.

Color(s) choices: Mint green

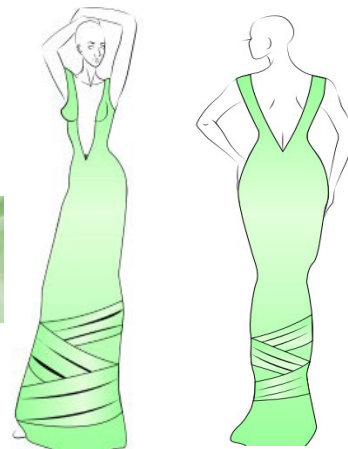
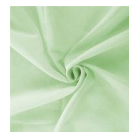
Sizes: 8

Material(s): Silk, bottom triple fold-satin



TECH PACK-TOOTIE

Color	Mint green
Material	Silk, bottom triple foldsatin
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Across front	13.5
Across back	14 7/8
Shoulder strap width	1.3
Should to back of dress	18
Waist to floor	40
Waist band width (lace)	3
Triple fold	1 inch per fold
Apex to waist	18



DESCRIPTION

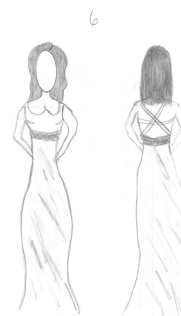
“Vivian” Long Gown

This long gown has a high waist line that was inspired by the empirical era. The high band is laced with a silhouette which is fitting but meant for comfort. The bottom of the gown has a slight flare but is free flowing. Strappy shoulders and back with lattice inspired design.

Color(s) choices: Nude, Hunter Green

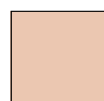
Sizes: 8

Material(s): Nightgown-silk; empirical waist-stretch band for comfort with embroidered design lace



TECH PACK-VIVIAN

Color	Blush or Hunter green
Material	Silk; empirical waiststretch band for comfort with embroidered design lace
Sizes	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Across front	13.5
Across back	14 7/8
Waist band	28 2/8
Apex	10/5
Waist to floor	40/42
Shoulder to bust	11
Straps-back	Vertical cross-17; horizontal cross-15 3/4



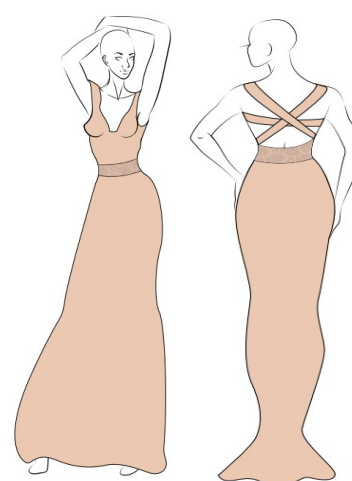
Blush Swatch



Blush Silk Material



Blush Lace Sides and Trimming



DESCRIPTION

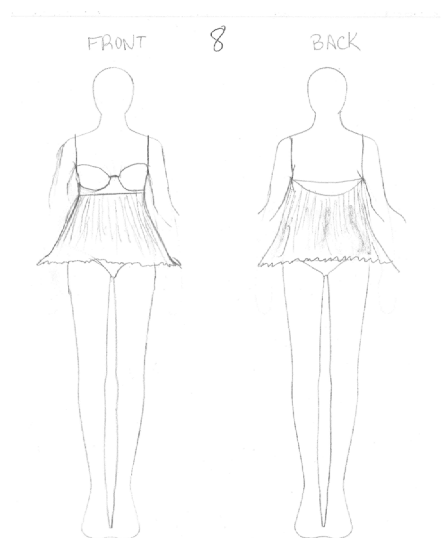
“Ashanti” Baby doll

This Baby doll with full cup brassiere and flowing high waist with panties. String straps over shoulder.

Color(s) choices: teal or black

Sizes: 8

Material(s): brassier-silk; skirt-chiffon and panties-silk



TECH PACK-ASHANTI

Colors	Black or teal
Material	Brassier-silk; skirt-chiffon and panties-silk
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Waist to upper thigh	14
Apex	10/5



Black Swatch



Black Silk and Chiffon Material



Black Ribbon Lace Sides and Trimming



DESCRIPTION

“Justice”

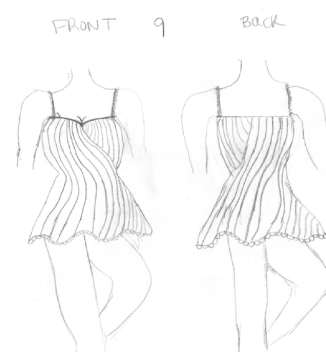
Baby Doll Chemise

This is a pleated chemise with a baby doll flare with spaghetti straps. The bottom is trimmed with lace design. The stretch chiffon material is classic shimmery look from a special weaving process that has about 5%-10% of elasticity and spandex. Classy but comfortable.

Color(s) choices: White

Sizes: 8

Material(s): Stretch Chiffon

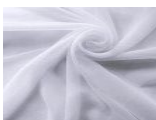


TECH PACK- JUSTICE

Color	White
Material	Stretch Chiffon
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Shoulder straps	19
Pleats	¼ each pleat
Trimming-bottom	1/8
Shoulder to mid thigh	34
Back of dress-mid back to mid thigh	42
Back neck to waist	18
Bottom of dress width	48



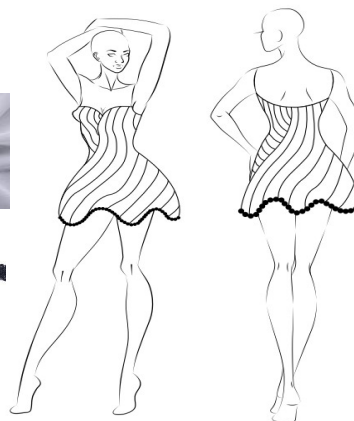
White Swatch



White Stretch Chiffon Material



White Lace Sides and Trimming

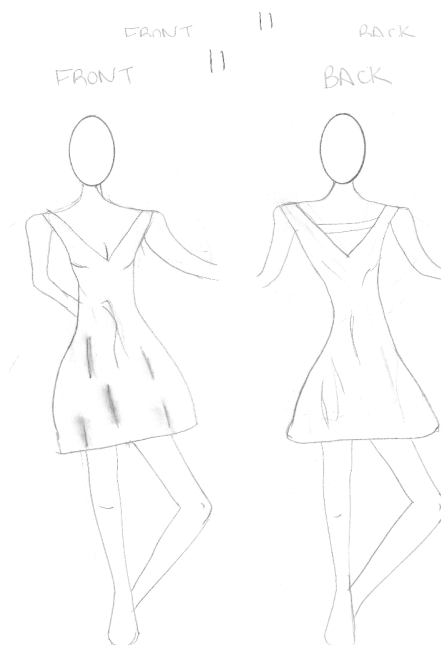


DESCRIPTION
“Rita”
Negligee’

This negligee is an a mid-thigh style, loose fitting dress designed for nightwear comfort. Has a deep bias cut in front and back. Although simplistic, it fits the natural curves and is made of stretch chiffon for classy and comfort.

Sizes: 8

Material(s): Stretch Chiffon



TECH PACK-RITA

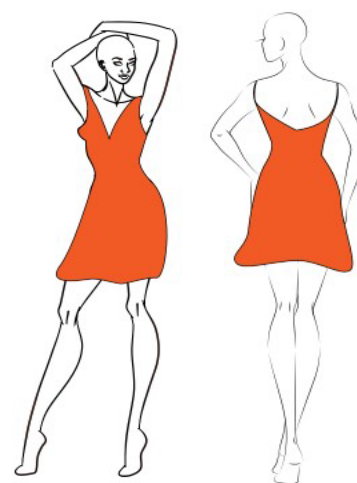
Color	Burnt Orange
Material	Stretch Chiffon
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Apex	10/5
Across front	13.5
Across back	14 7/8
Shoulder to mid thigh	30



Burnt Orange Swatch



Burnt Orange Material



DESCRIPTION

“Laila”

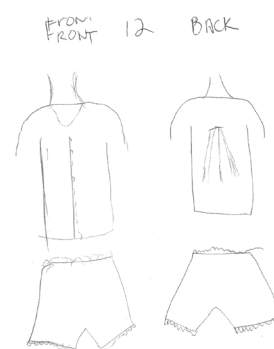
Pajama Short Set

This Satin short set is a button-down shirt with short sleeves. The shorts are trimmed in lace at the top and around the leg. A camisole can be worn underneath.

Color(s) choices: Nude, blush, pastel blue, yellow, orange, purple

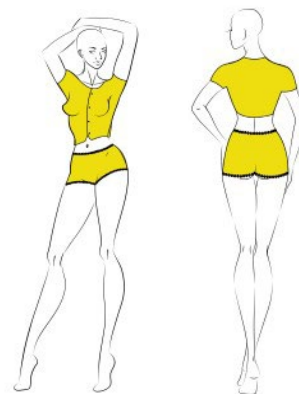
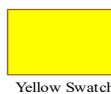
Sizes: 8

Material(s): Satin



Laila-Tech Pack

Colors	Yellow, nude, blush, pastel blue, orange, purple
Material	Satin
Size(s)	8
Bust	37
Bust over	36
Bust under	31.5
bicep	14.5
Sleeve	7
Across front	13.5
Across back	14 7/8
Waist to upper thigh	11
Thigh	23 1/4
Rise	28
Lace trim at top of shorts and around leg	1/8



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Appendices

INSPIRATION BOARDS

MUSE/CLIENT PROFILE

MUSE(CLIENT PROFILE)



INSPIRATION BOARD



HISTORY OF FAMILY LEGACY



Generations of Fashionistas

Elvira Starks
1839-1947
She raised great grandmother. Born a slave in Richmond, VA and was sold to a slave owner in Flora, Mississippi
Clothing maker



Viola Starks Winters
1883-unknown
Great grandmother
Patternmaker, Stylist



Ellen (Winters) Sutton
1918-2018
Grandmother
Patternmaker, Seamstress



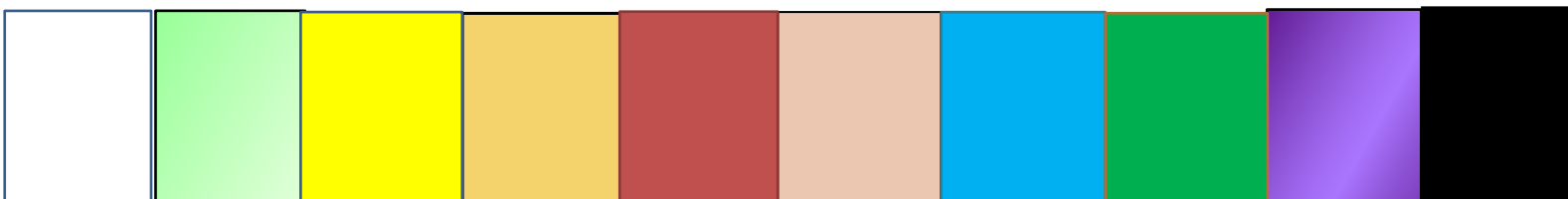
Vivian (Sutton) Dednam
1942-2011
Mother
Fashion Stylist, Seamstress



Robyn (Dednam) Grier
1965-present
Fashion Business and Entrepreneurship

Five Generations of talent ranging from professional seamstress skills to stylists to business entrepreneurship with a passion for fashion.

ECD COLOR PALETTE



ELLEN COUTURE DESIGNS

GRIER AND ASSOCIATES, INC.



INTRODUCTION

My fashion line will replicate historical trends of lingerie with a modern-day appeal.

This line is inspired by the owner's lineage of fashion designers. Ellen Sutton, is the grandmother of the owner, Robyn Grier. In the early 1960s to 1970s, Ellen Sutton, who the line is named after, worked in a sewing factory called Miss Elaine. Miss Elaine Company made lingerie, nightwear and bridal gowns with hand sewn beads and design.

This vintage lingerie line has the potential to be a trendsetter for individuals who enjoy wearing silk, comfortable and feminine night wear. The plan is for this to become a popular and competitive brand and be seen in major department stores, on popular online websites, and mainly in bridal shops.

ABOUT ELLEN

My grandmother was born in 1918 in Flora, Mississippi. Her Mother and grandmother were seamstress and her father was a horse shoemaker. She relocated with her family to St. Louis, Missouri where she worked as a professional patternmaker and seamstress for Miss Elaine. When retiring, she received an Honorary Certificate from Lincoln University for her outstanding work as a seamstress for Miss Elaine. She lived to be 100 years old.

Her talent as clothing designer, patternmaker and seamstress was phenomenal.

Her main ingredient for making beautiful clothing was the quality of the material.



Some of Ellen's work

Ellen used newspaper to make her patterns. Below is a picture of her working on a garment and to the right are a few of the garments she made.





Generations of Fashionistas

Elvira Starks
1839-1947
She raised great
grandmother. Born a slave
in Richmond, VA and was
sold to a slave owner in
Flora, Mississippi
Dressmaker



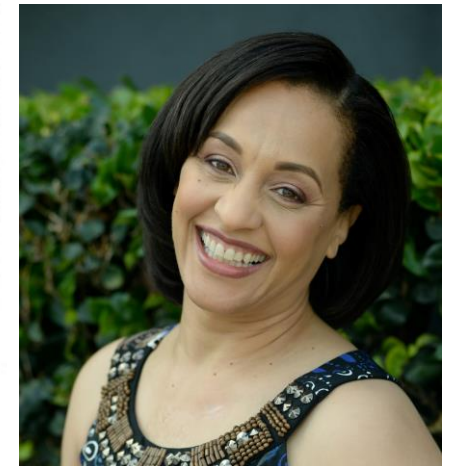
Viola Starks Winters
1880-1978
Great grandmother
Patternmaker, Stylist



Ellen (Winters) Sutton
1918-2018
Grandmother
Patternmaker, Seamstress



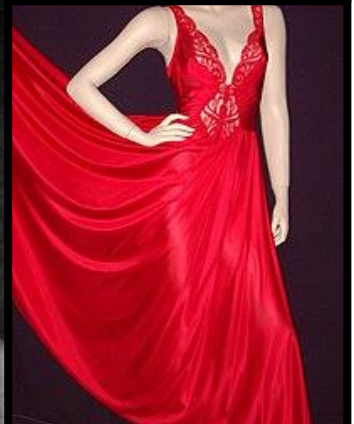
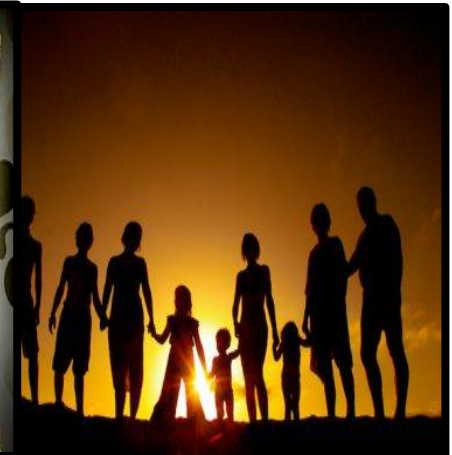
Vivian (Sutton) Dednam
1942-2011
Mother
Fashion Stylist, Seamstress



Robyn (Dednam) Grier
1965-present
Fashion Business and
Entrepreneurship

**Five Generations of talent ranging
from professional seamstress skills to
stylists to business entrepreneurship
with a passion for fashion.**

INSPIRATION BOARD



CLIENT PROFILE

Intimate apparel has become a staple in daily life providing comfort and support blended with beauty. New brides and the target population is spending an average of 25,000 on lavish weddings and my high-end vintage lingerie would attract the eye of this target population which ranges between ages late 20s to late 30s. Consumer behavior is involved with risk taking because there are not only pleasant but unpleasant results from the decisions. The target customer will be seeking femineity and class. Sizes will range from 0-24.

Consumers become familiar with a brand through advertising promotion exposures and in-store displays. While my target customer is shopping for their bridal dress and bridesmaid's dresses, they will have honeymoon attire in the bridal venue for convenience of shopping.

Consumers who are online shoppers desire social connectivity with their brands, alongside with personalized interactions online. This target group desires a positive experience with the brand in a retail setting. Despite all the grim predictions for brick and mortar, and studies have shown that customers will more than likely not stray from their shopping model. This target population also has a hybrid model of shopping for their favorite brand.

MUSE (CLIENT PROFILE)



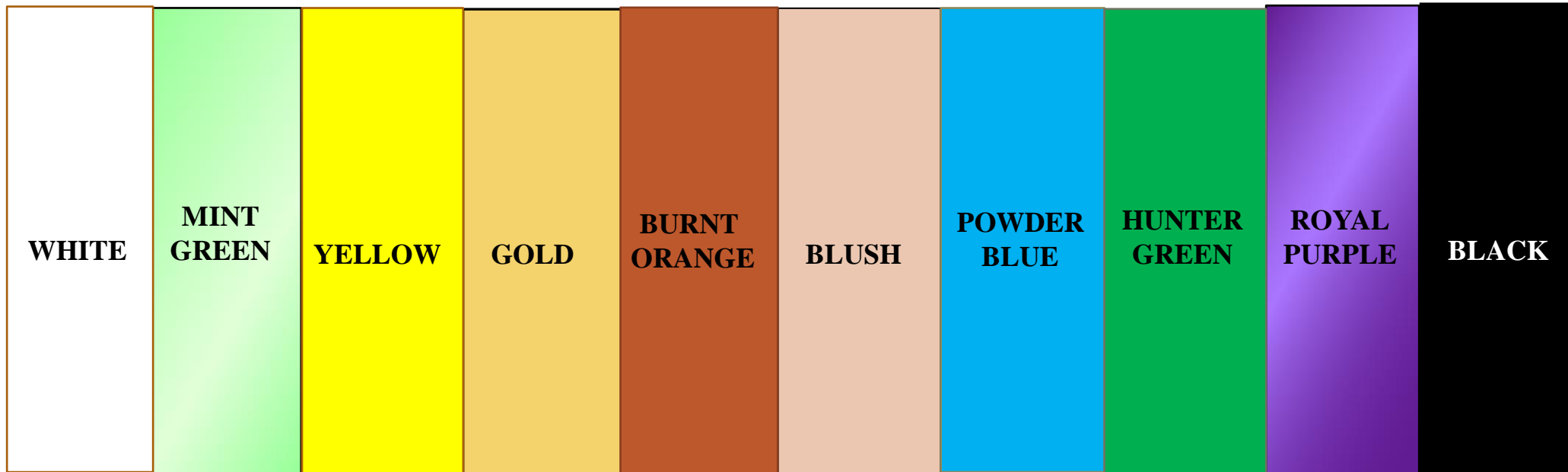
ELLEN COUTURE DESIGNS PRODUCT LINE



IN THE MAKING



ECD COLOR PALETTE



**“Kayla”
Corset Style Lingerie**

This is a corset from bust to hip and is a meriwidow style with lace siding and lace trimmed around the bikini area. The top is a bustier with strappy shoulders with an embroidery style lace “medallion” at center of chest area. This design is accessorized with Garder belts.

Color(s) choices: Royal purple with neutral colored garder belts; lace trim-purple and center piece medallion-purple and gold

Size(s): 8

Material(s): Satin



TECH PACK- KAYLA

Color	Royal Purple
Material	Satin
Sizes (inches)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Apex-straps to medallion	5
Strap around neck	9.7
Lace width on sides	4
Lace trim-bottom	.25 inches
Back neck to waist	17
Rise	28
Medallion	2x2



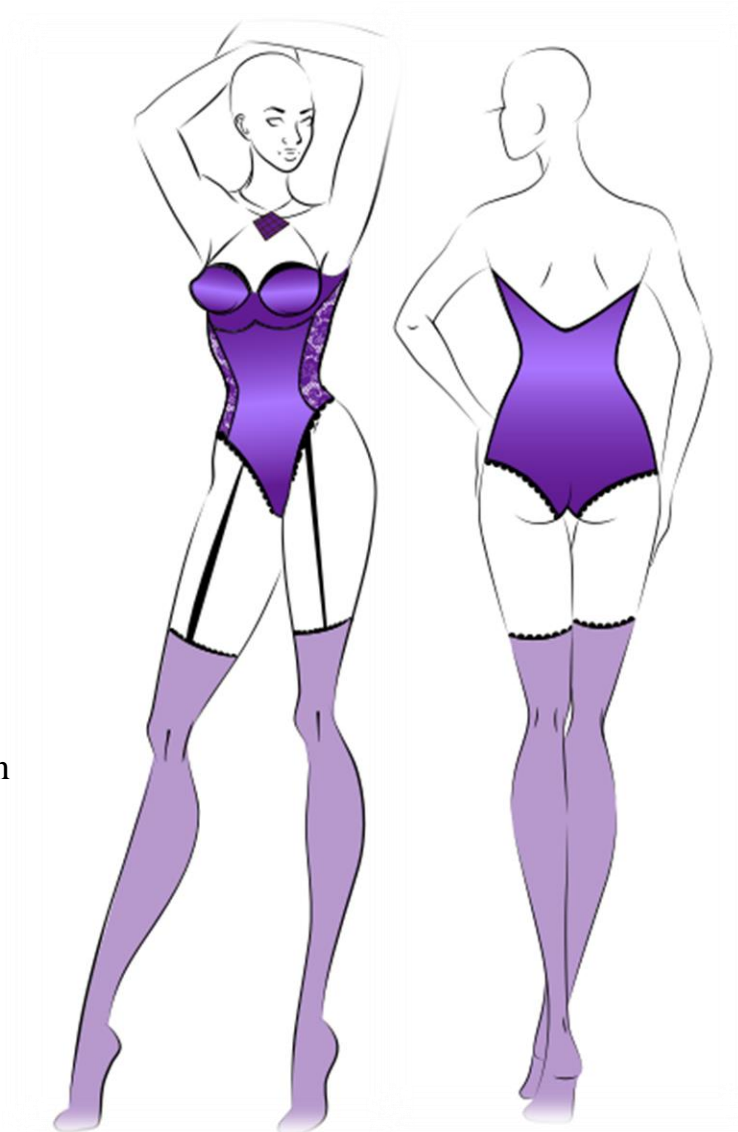
Royal Purple
Swatch



Royal Purple Satin
Material



Royal Purple Lace
Sides and Trimming



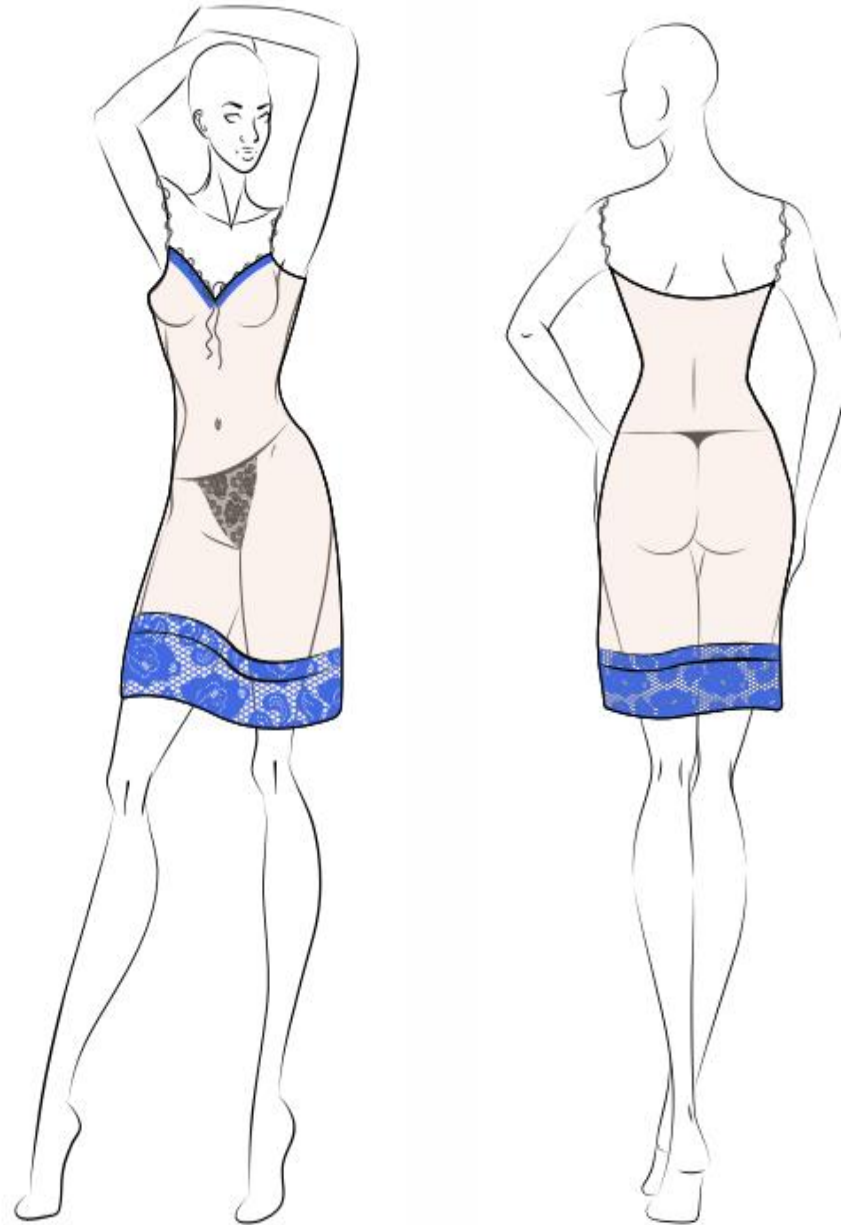
**“Karen”
Chemise Style Lingerie**

This chemise or smock style of lingerie is sheer with a embroidery beaded trimming outlining the top of the bust and a small trim of embroidery beads at the bottom of the garment that sits right over the bottom laces. Underneath is thong underwear with a lace design.

Color(s) choices: Blush all over or
Royal blue with black trim

Size(s): 8

Material(s): Chiffon; Thongs-silk



TECH PACK-KAREN

Color	Blush with royal blue trim
Material	Chiffon, thongs silk
Sizes	8
Bust	37
Bust under	31.5
Hips	38 5/8
Straps-axilla-to back	17
Rise (lace thong)	28
Lace-bottom	3 inches in width
Across front chest	13,5
Across back	14 7/8
Shoulder to mid thigh(front)	34
Mid back to mid thigh	29
Waist	28 3/8



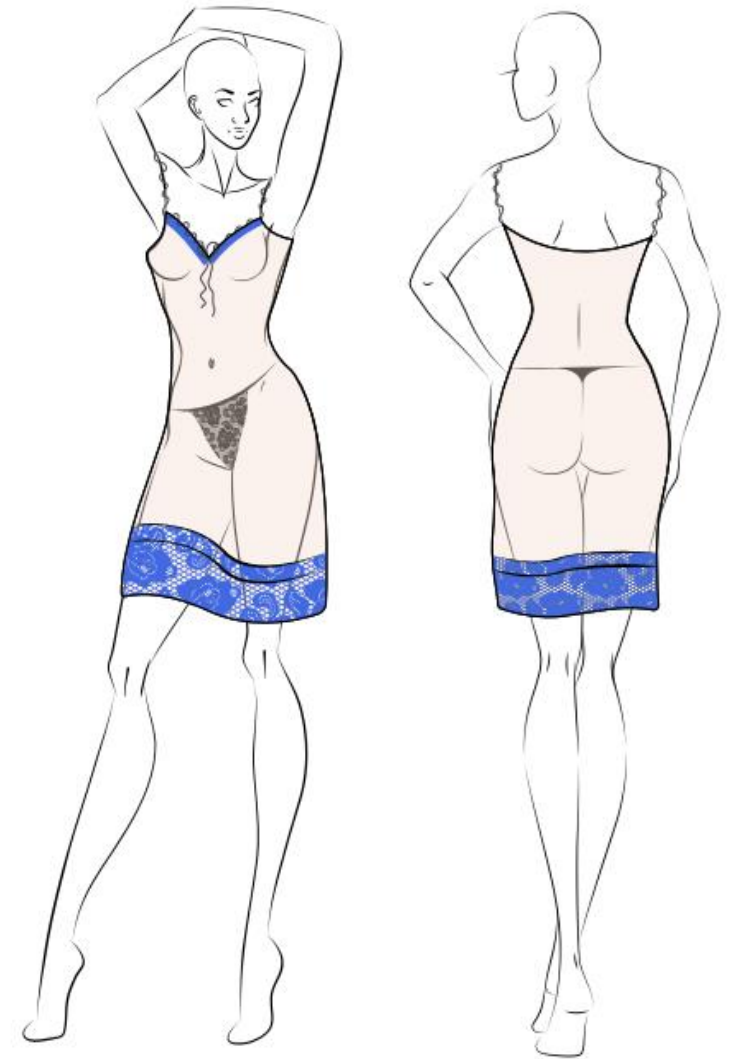
Royal Blush Swatch



Blush Chiffon Material



Blush with Royal Blue Sides and Trimming



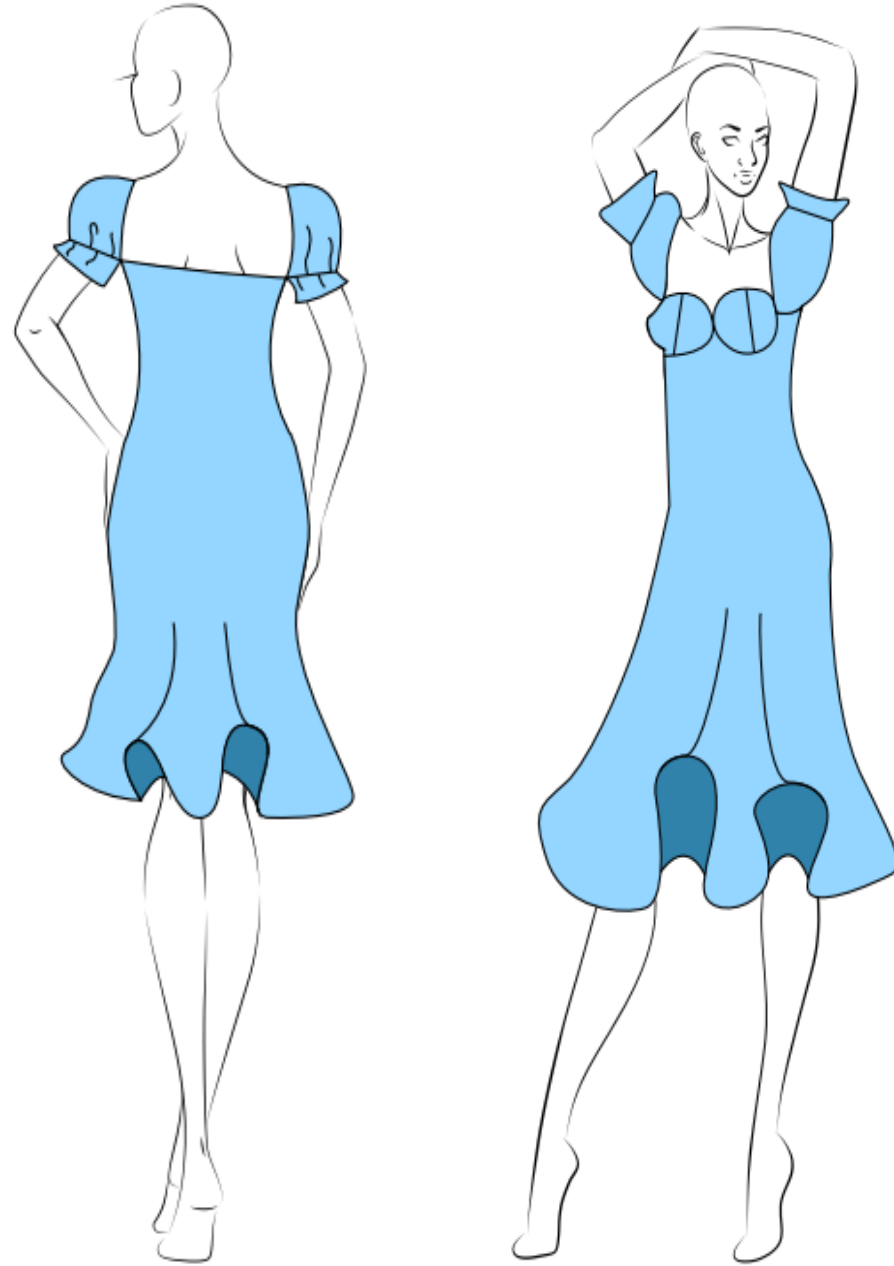
**“Mariah”
Chemise Style Lingerie**

This chemise or smock style of lingerie is a silhouette style that fits with comfort the natural body shape with a fun flare at the bottom. This a knee-length lingerie that is intended to be for sleep and also can be worn around the house. The puff sleeves were first introduced during the period of England known at the Tudor period from 1485 to 1603 and was re-introduced through the Renaissance period and the 1940s. This style has a bustier top with a high empirical waist.

Color(s) choices: White or Light Blue

Size(s): 8

Material(s): Silk



TECH PACK-MARIAH

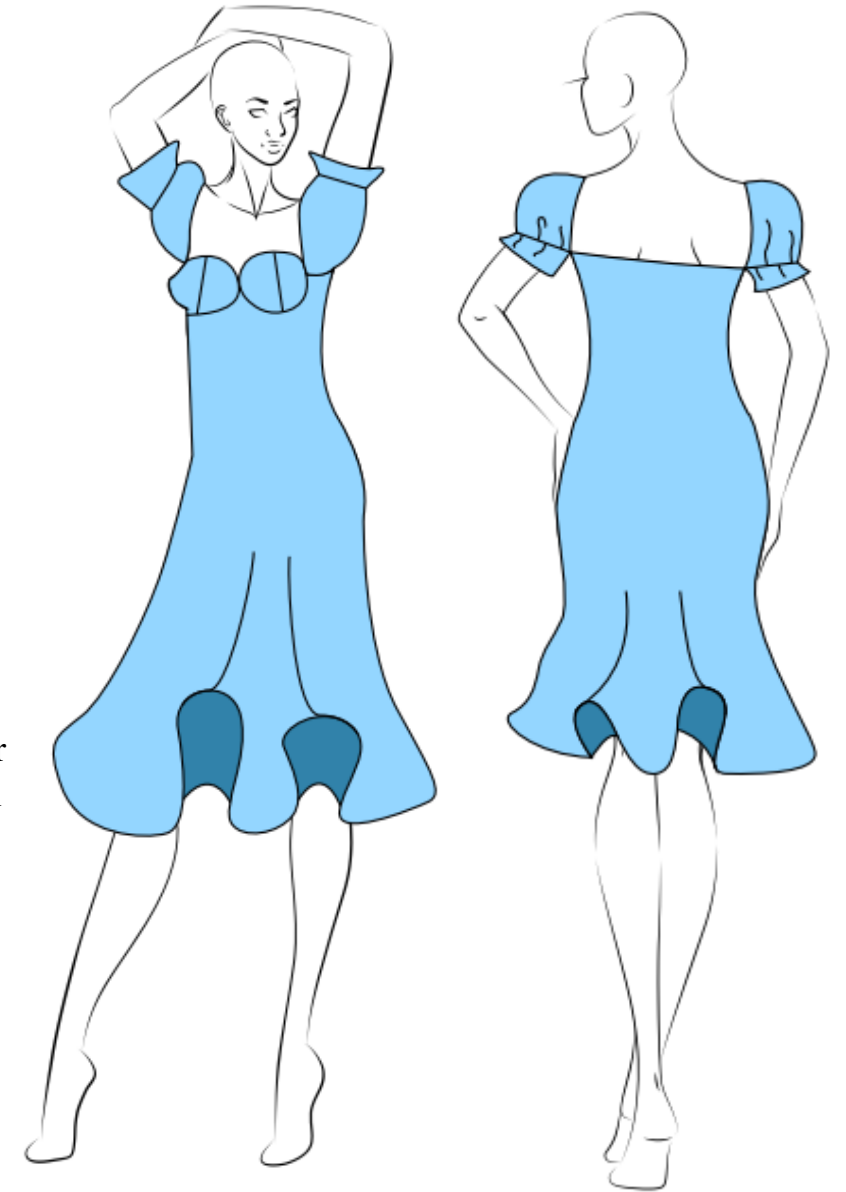
Color	Powder blue or white
Material	Silk
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Across front	13.5
Across back	14 7/8
Sleeve length	9 total; 8-puff; 1-bottom cuff
Shoulder to bust (front)	7.5
Shoulder to back of dress	9
Bottom of dress (width)	48



Powder Blue Swatch



Powder Blue or White Material



**“Donichia”
Long Nightgown**

This lingerie is a long nightgown that is targeted to be worn for special occasions. Silhouette which fits the natural curves of the body. Sleeveless dress that could be accentuated with a long robe (see style description 7). Pleated style bottom allows for comfort.

Color(s) choices: Shimmery Tan

Size(s): 8

Material(s): Silk, waistline nude lace



Tech Pack-Donichia

Color	Shimmery Gold; black waist
Material	Silk, waistline-lace
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Across front	13.5
Across back	14 7/8
Shoulder strap width	1.3
Should to back of dress	18
Waist to floor	40
Waist band width (lace)	3



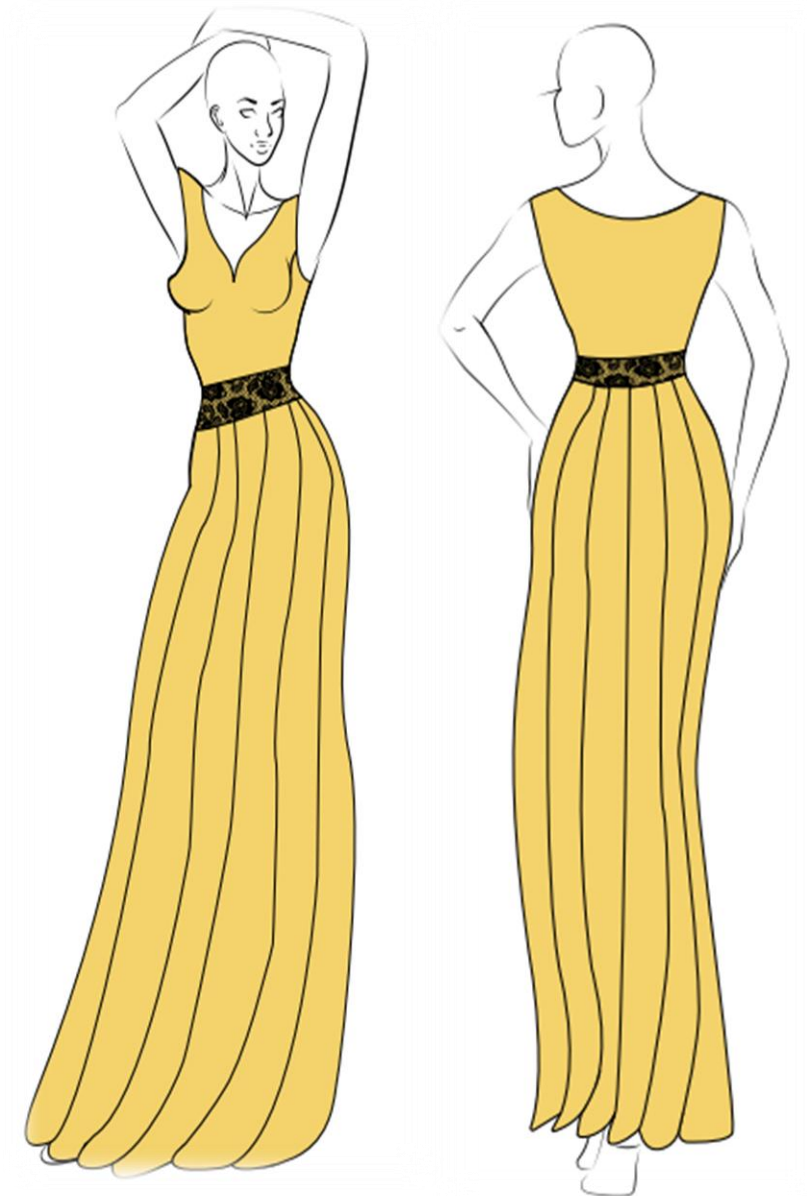
Shimmery Gold
Swatch



Shimmery Gold
Material



Shimmery Gold Lace
Sides and Trimming



**“Tootie”
Long Nightgown**

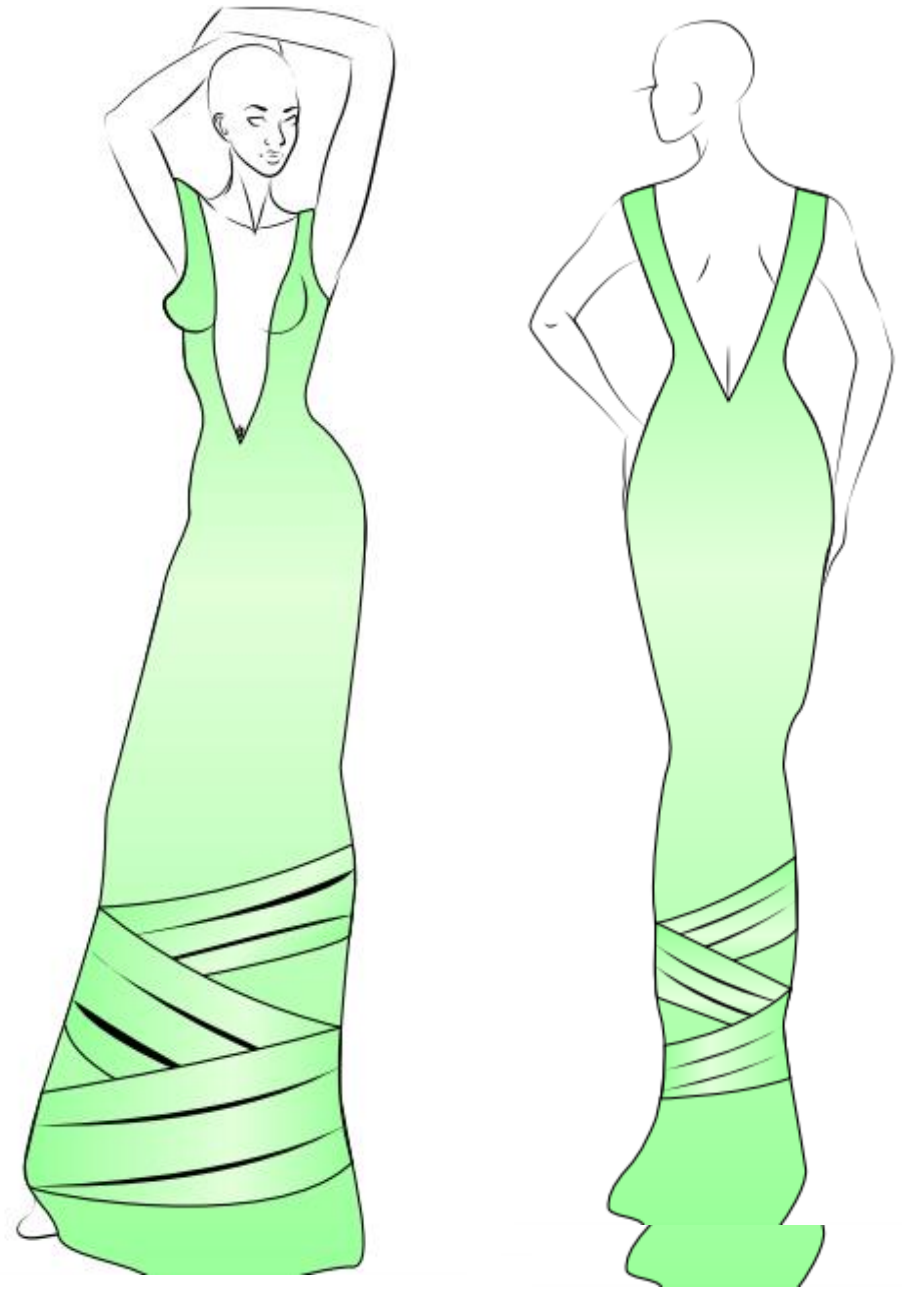
This lingerie is a silhouette long nightgown with a deep bias cut in the front and back. At the base of the dress is a triple fold design.
Sleeveless arms.

Color(s) choices: Mint green

Size(s): 8

0-24

Material(s): Silk, bottom triple
Fold-satin



TECH PACK-TOOTIE

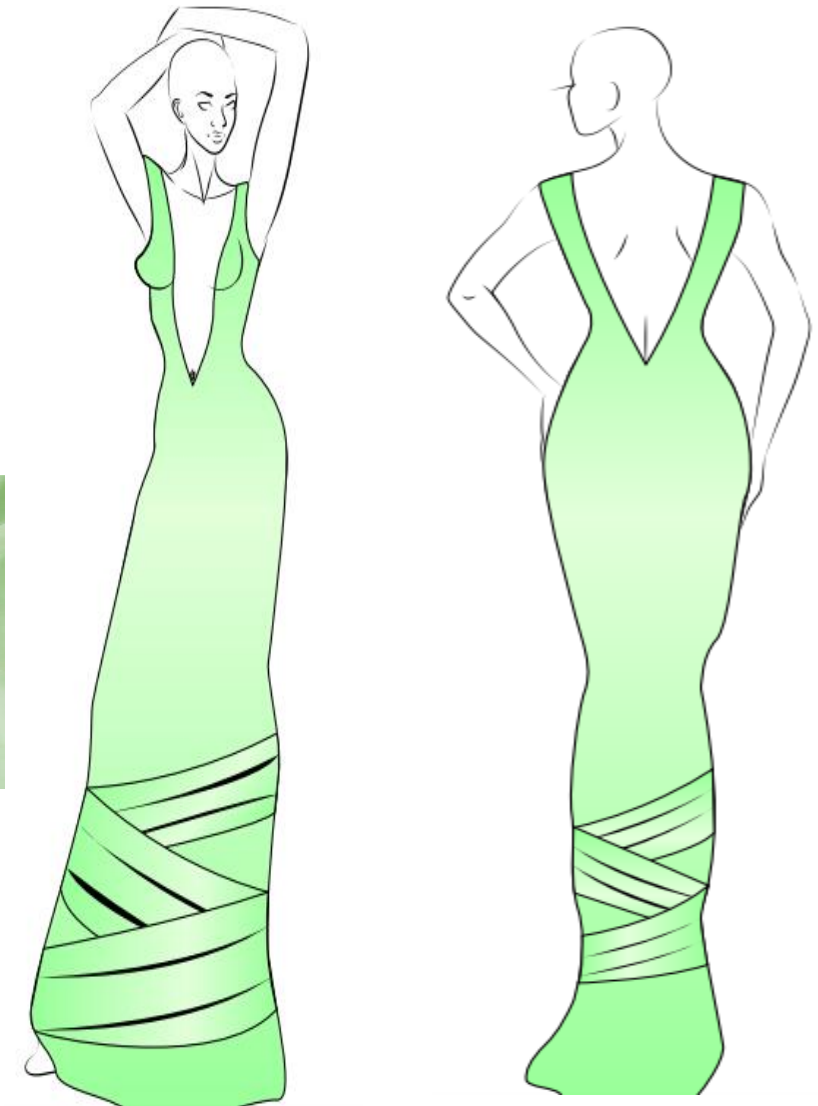
Color	Mint green
Material	Silk, bottom triple fold-satin
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Across front	13.5
Across back	14 7/8
Shoulder strap width	1.3
Should to back of dress	18
Waist to floor	40
Waist band width (lace)	3
Triple fold	1 inch per fold
Apex to waist	18



Mint Green
Swatch



Mint Green Silk
Material



**“Vivian”
Long Gown**

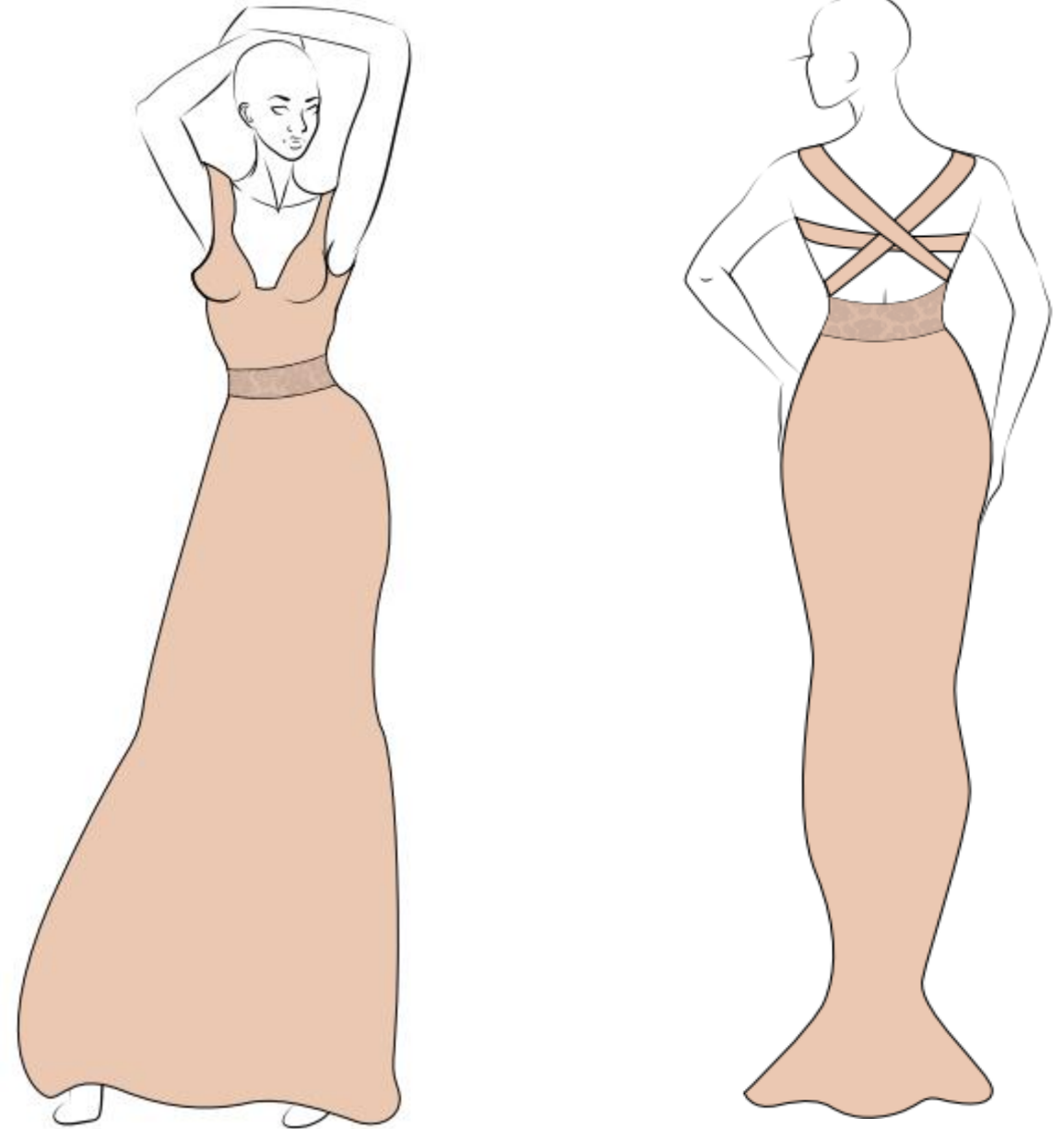
This long gown has a high waist line that was inspired by the empirical era. The high band is laced with a silhouette which is fitting but meant for comfort. The bottom of the gown has a slight flare but is free flowing. Strappy shoulders and back with lattice inspired design.

Color(s) choices: Nude, Hunter Green

Size(s): 8

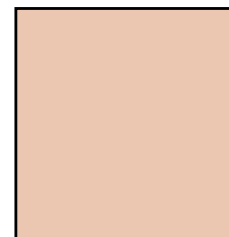
0-24

Material(s): Nightgown-silk; empirical waist-stretch band for comfort with embroidered design lace



TECH PACK-VIVIAN

Color	Blush or Hunter green
Material	Silk; empirical waist-stretch band for comfort with embroidered design lace
Sizes	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Across front	13.5
Across back	14 7/8
Waist band	28 2/8
Apex	10/5
Waist to floor	40/42
Shoulder to bust	11
Straps-back	Vertical cross-17; horizontal cross-15 3/4



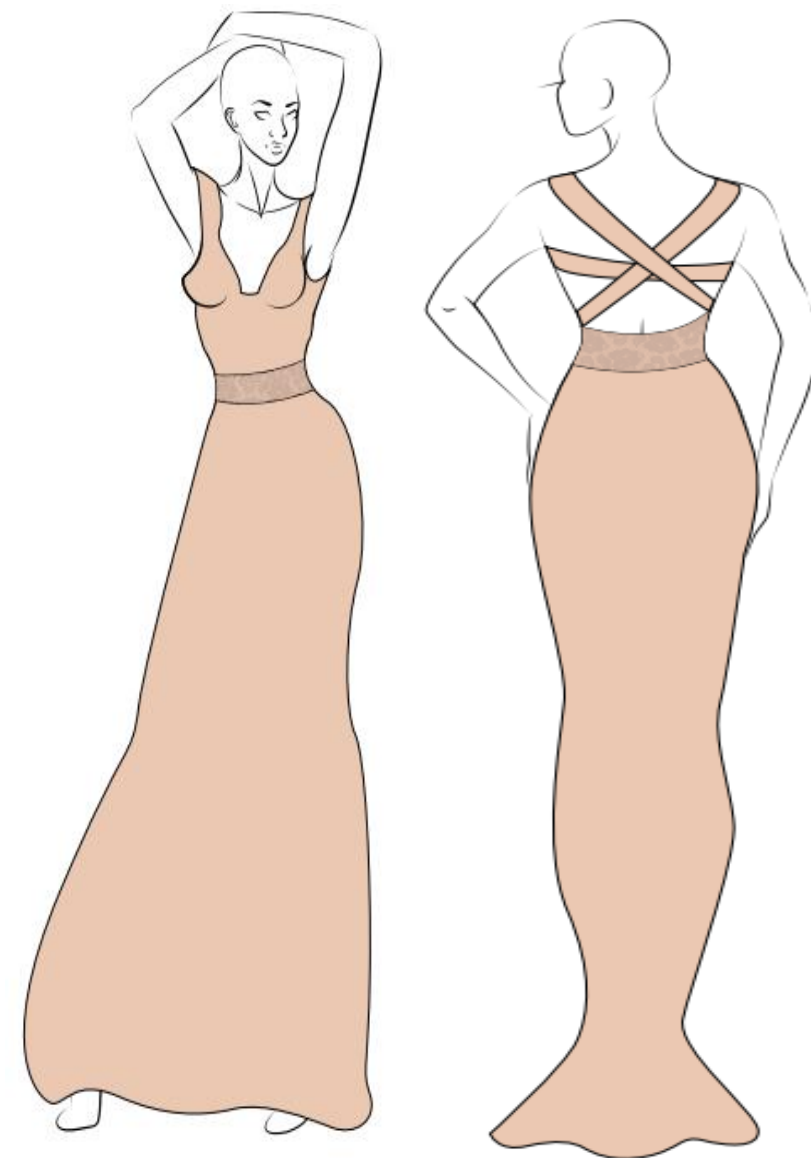
Blush Swatch



Blush Silk Material



Blush Lace Sides and Trimming



DESIGN 8

"Ashanti" Babydoll

This Baby doll with full cup brassiere and flowing high waist with panties.
String straps over shoulder.

Color(s) choices: teal or black

Size(s): 8

Material(s): brassier-silk; skirt-chiffon
and panties-silk



TECH PACK-ASHANTI

Colors	Black or teal
Material	Brassier-silk; skirt-chiffon and panties-silk
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Waist to upper thigh	14
Apex	10/5



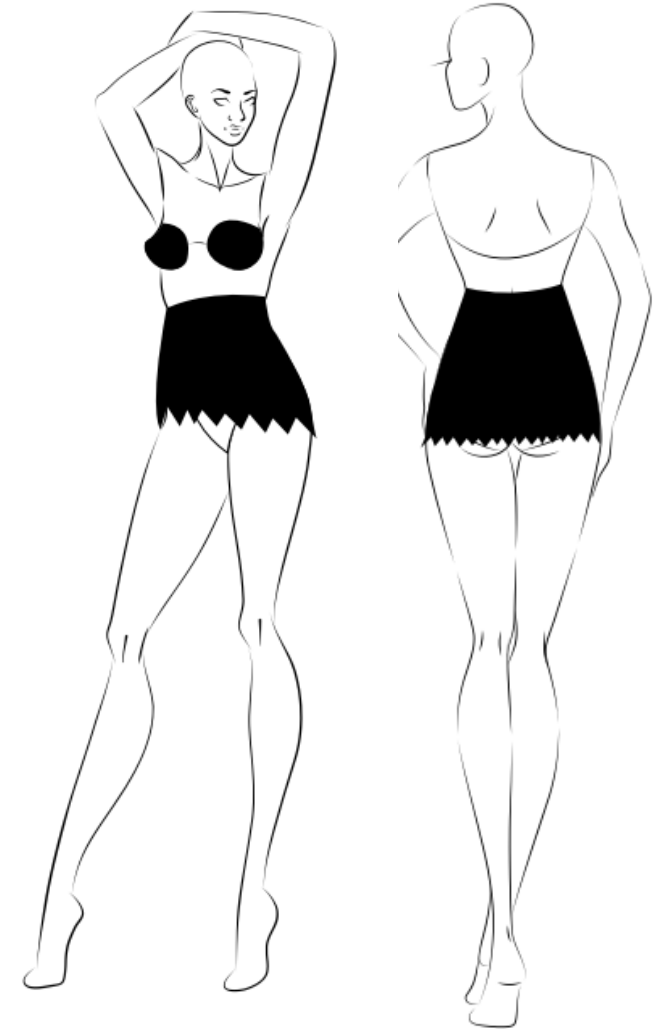
Black Swatch



Black Silk and Chiffon Material



Black Ribbon Lace Sides and Trimming



**“Justice”
BabyDoll Chemise**

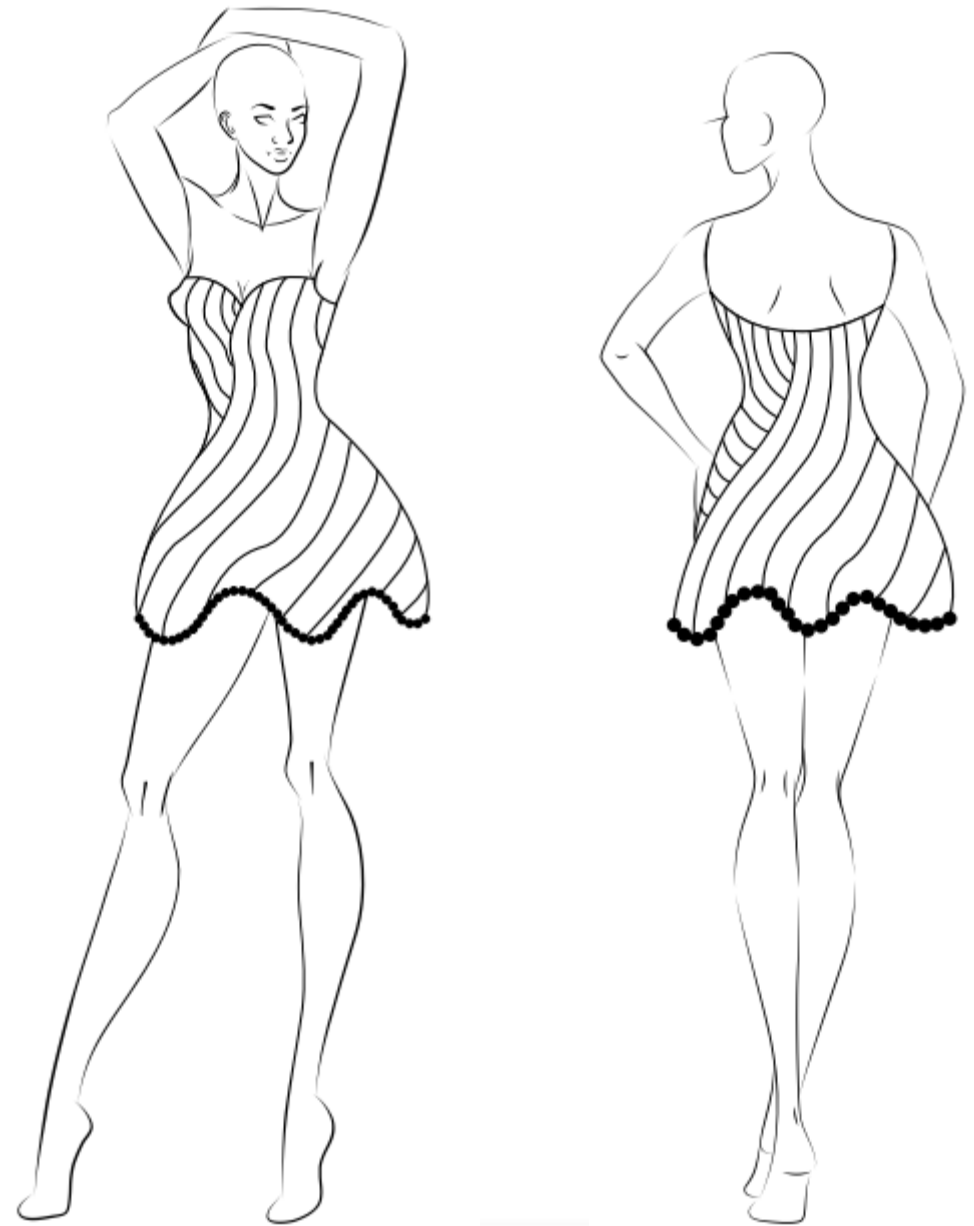
This is a pleated chemise with a baby doll flare with spaghetti straps. The bottom is trimmed with lace design. The stretch chiffon material is classic shimmery look from a special weaving process that has about 5%-10% of elasticity and spandex. Classy but comfortable.

Color(s) choices: White

Size(s): 8

0-24

Material(s): Stretch Chiffon



TECH PACK- JUSTICE

Color	White
Material	Stretch Chiffon
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Shoulder straps	19
Pleats	¼ each pleat
Trimming-bottom	1/8
Shoulder to mid thigh	34
Back of dress-mid back to mid thigh	42
Back neck to waist	18
Bottom of dress width	48



White Swatch



White Stretch
Chiffon Material



White Lace
Sides and Trimming





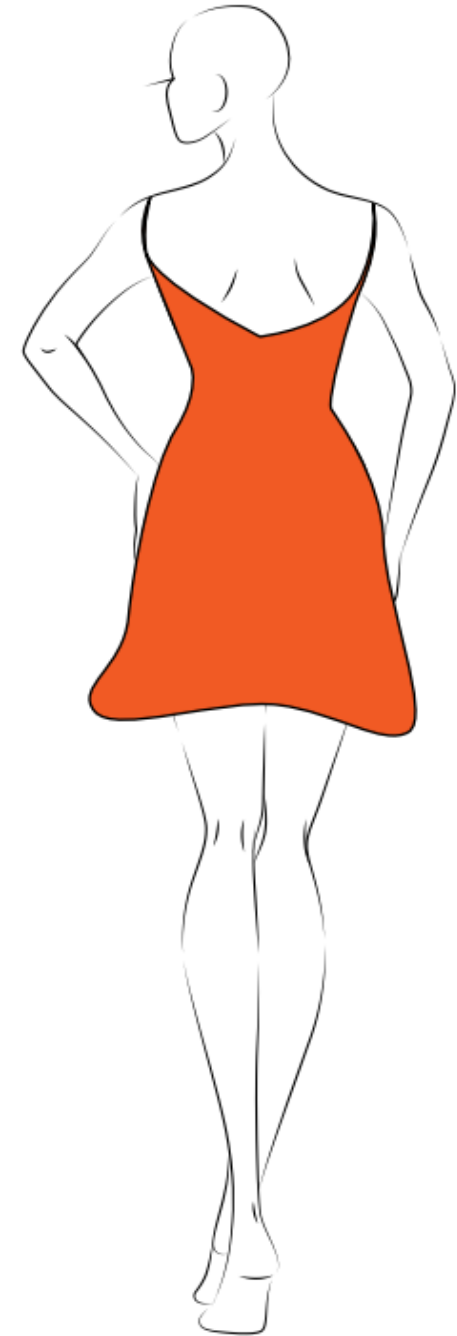
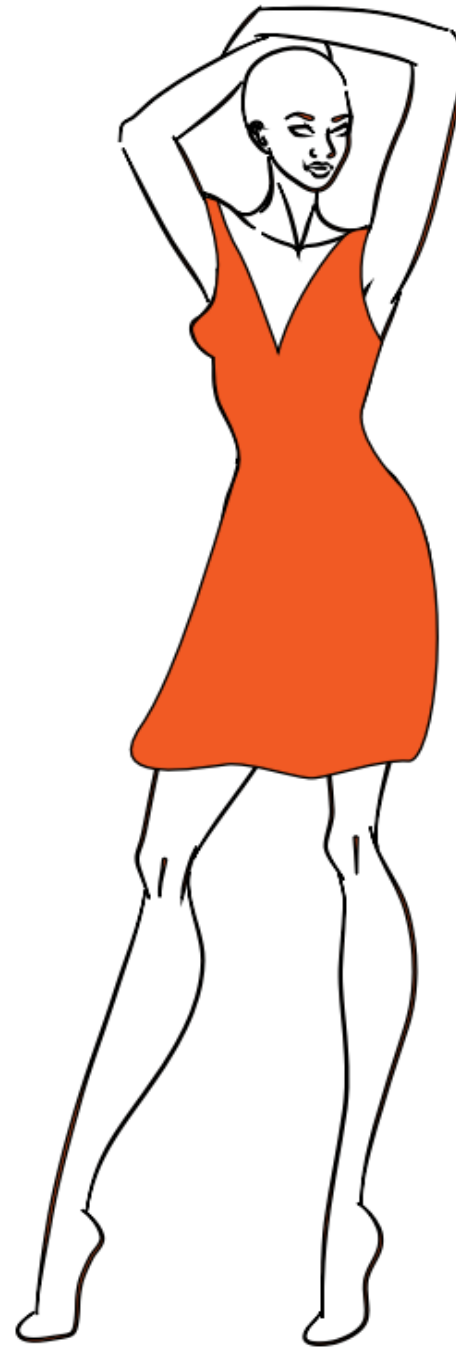
**“Rita”
Neglige’**

This negligee’ is an a mid-thigh style, loose fitting dress designed for nightwear comfort. Has a deep bias cut in front and back. Although simplistic, it fits the natural curves and is made of stretch chiffon for classy and comfort.

Color(s) choices: Burnt Orange or off-white

Size(s): 8

Material(s): Stretch Chiffon

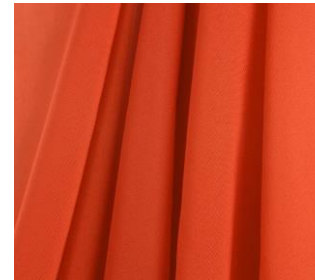


TECH PACK-RITA

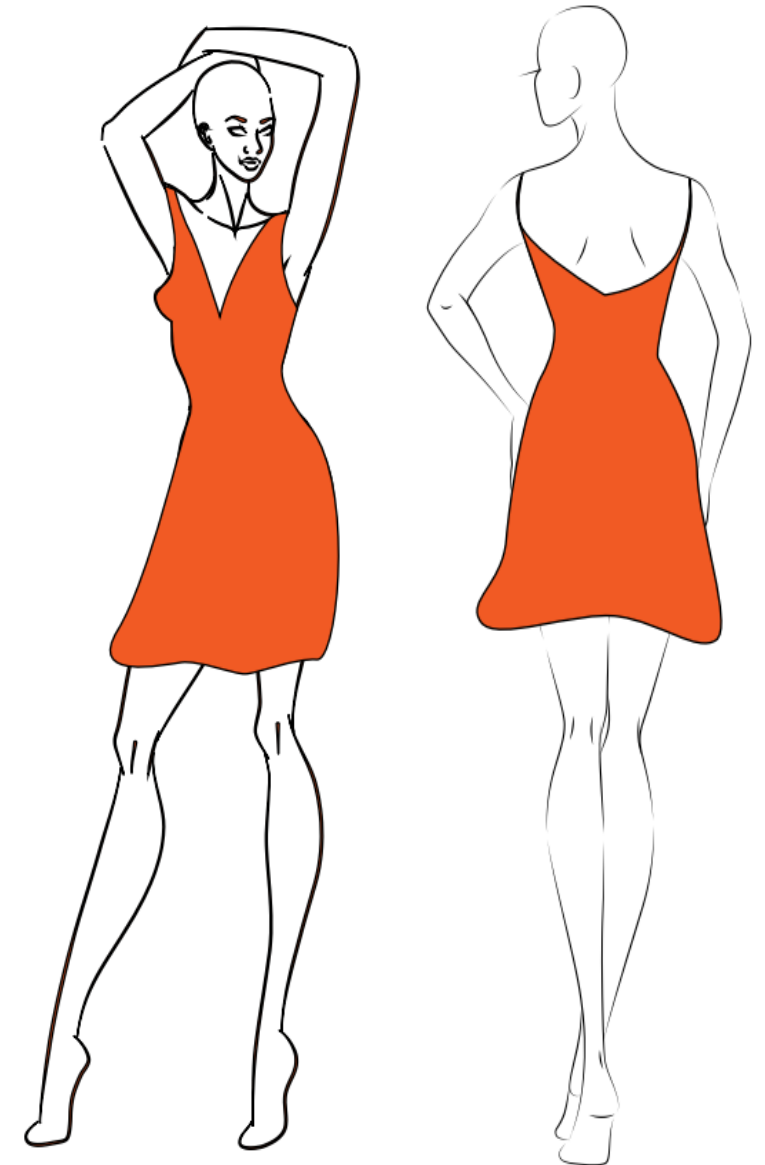
Color	Burnt Orange
Material	Stretch Chiffon
Size(s)	8
Bust	37
Bust under	31.5
Waist	28 3/8
Hips	38 5/8
Apex	10/5
Across front	13.5
Across back	14 7/8
Shoulder to mid thigh	30



Burnt Orange Swatch



Burnt Orange Material



**“Laila”
Pajama Short Set**

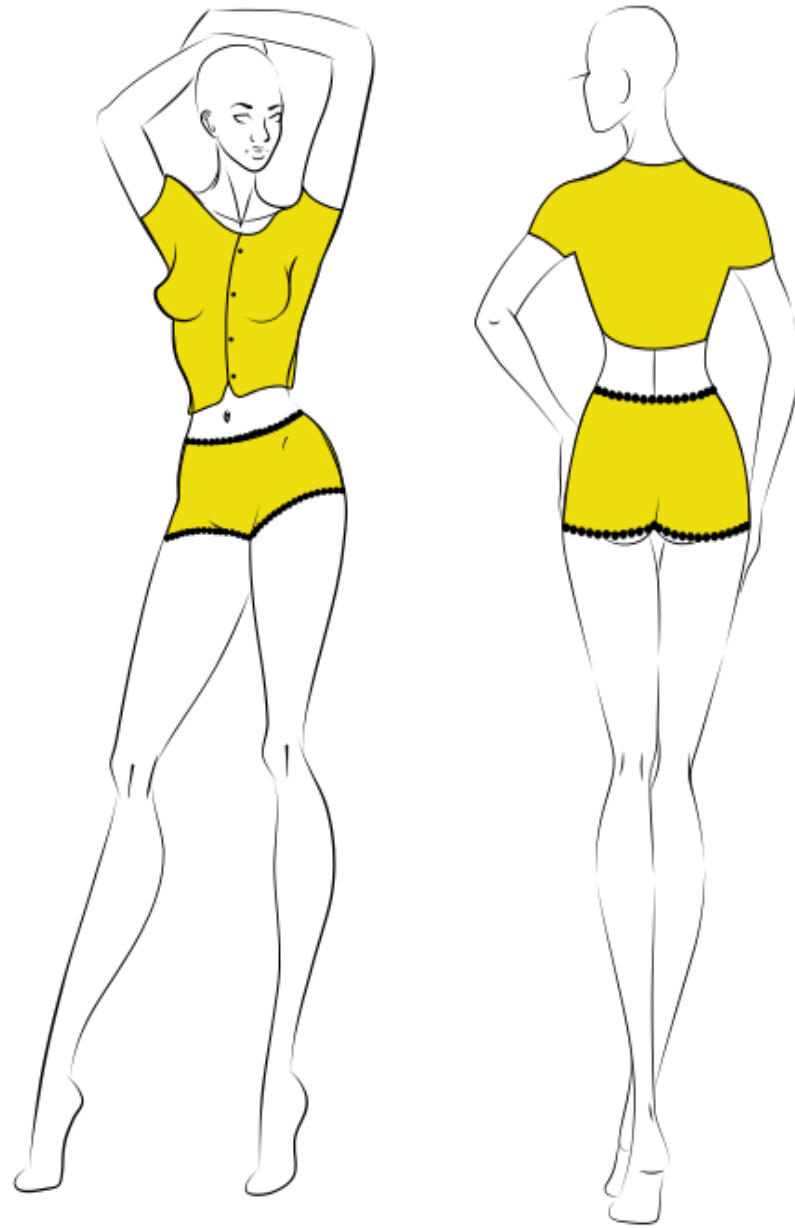
This Satin short set is a button down shirt with short sleeves. The shorts are trimmed in lace at the top and around the leg. A camisole can be worn underneath

Color(s) choices: Nude, blush, pastel blue, yellow, orange, purple

Size(s): 8

0-24

Material(s): Satin



Laila-Tech Pack

Colors	Yellow, nude, blush, pastel blue, orange, purple
Material	Satin
Size(s)	8
Bust	37
Bust over	36
Bust under	31.5
bicep	14.5
Sleeve	7
Across front	13.5
Across back	14 7/8
Waist to upper thigh	11
Thigh	23 1/4
Rise	28
Lace trim at top of shorts and around leg	1/8



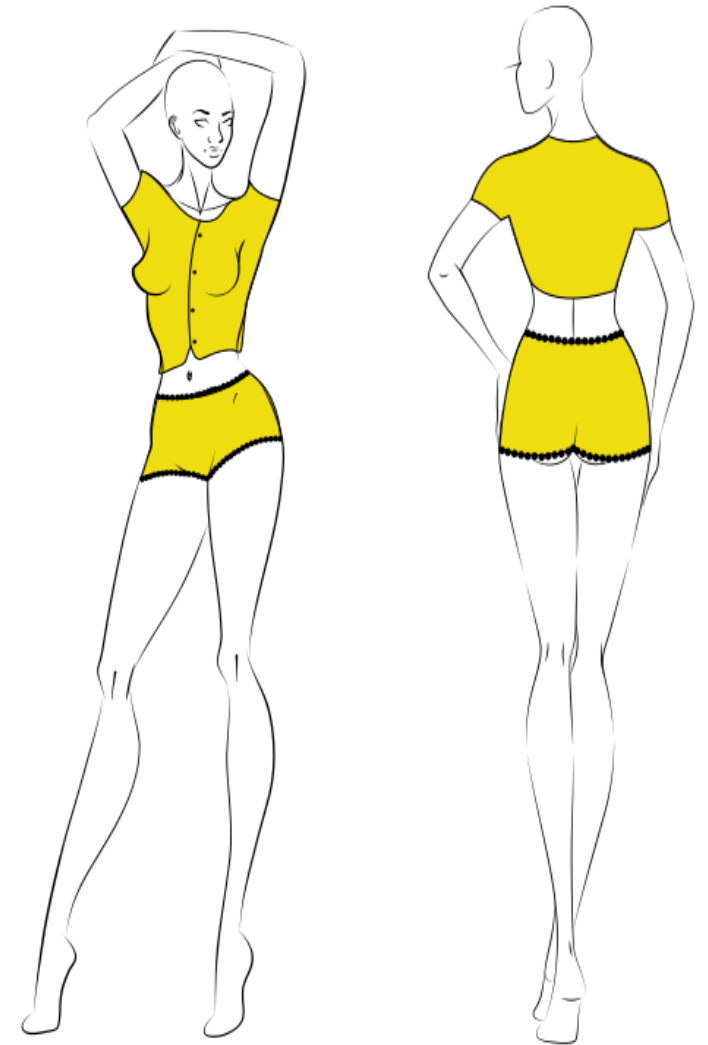
Yellow Swatch



Yellow Satin Material



Black Lace Sides and Trimming



Sources

www.ytfabric.com

www.saltexfabrics.com

<https://www.Techpacks.co>

<https://techpacker.com>

<https://www.silverbobbin.com>

BUSINESS OVERVIEW

Ellen Couture Design's portfolio is aimed at providing vintage lingerie to potential buyers that loves pretty nightwear. I believe there is a market niche' to cater to women who wants high fashion for her honeymoon, anniversary or special occasion. I am proposing to introduce 10 different items for this line.

Ellen Couture Design's fashion line. It will highlight its most popular items and provide customers with the ability to purchase the lingerie online. The online site will feature Ready To Wear and made to order options along with pricing. Items will go on sale as Internet-only specials and be heavily promoted to clear out inventory for the new season. As the site progresses, features such as fashion trends, fashion advice, designer interviews. Also, will feature bridal trends and special occasion trends to market the lingerie. Eventually the internet activity will establish and nurture an online social community where the target population can gather and discuss shared topics and various trends.

THANK YOU

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Grandma, I love you and this is dedicated to the legacy you left. We celebrate you forever.