

# FLORENCE

ISSUE 01  
TORIE EXTON









# BIO:

Torie Exton is an independent Australian fashion designer, currently in her final year of her studies at Whitehouse Institute of Design.

Growing up in country- regional Victoria provided Torie with a outdoorsy perspective that has significantly influenced her design philosophy.

Her design aesthetic can be characterised by creating a sense of fun and optimism, through the infusion of colour, shape and form. Drawing inspiration from the bold approaches to pattern and print pioneered by iconic designers such as Emilio Pucci and Mary Katrantzou. Torie has woven print design into the fabric of her design identity.

Experimentation with mixed mediums, including photography, texture, and digitalising techniques has been the key to innovative methods of creating bespoke prints. Her distinctive approach combines elements of nature with cutting-edge technology, culminating in the creation of prints that evoke a sense of the otherworldly, seamlessly blending natural forms with captivating hues.

As an emerging designer, Torie is eager to collaborate with Melbourne's creative community, fostering a dynamic exchange of ideas and the exploration of fresh, local concepts. Her passion for design, coupled with her dedication to pushing creative boundaries has lead her to her capsule collection 'Florence'.

*Torie Exton.*

# CONCEPT STATEMENT:

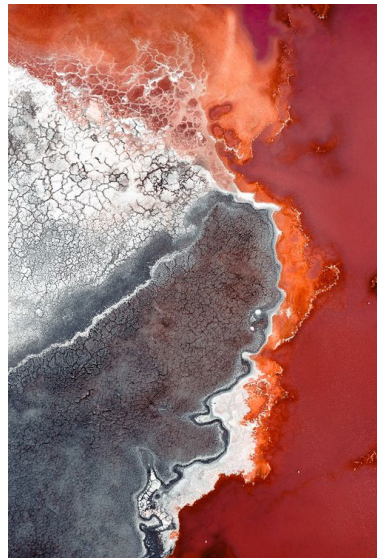
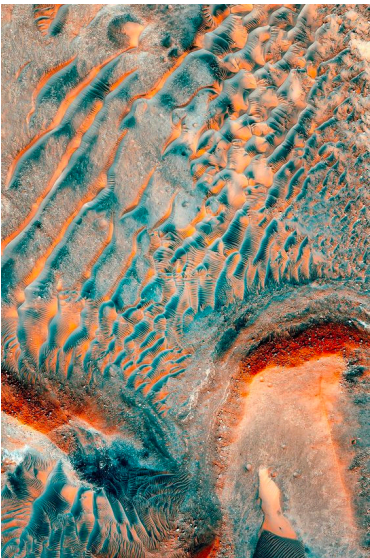
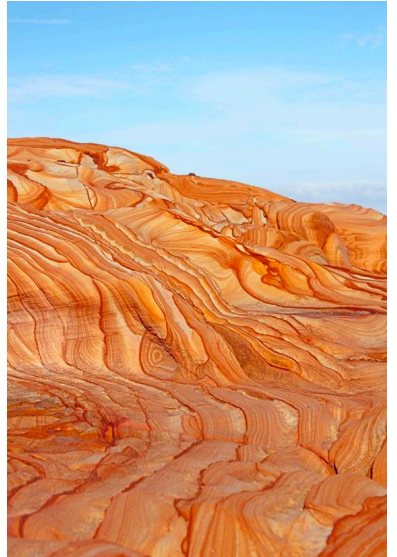
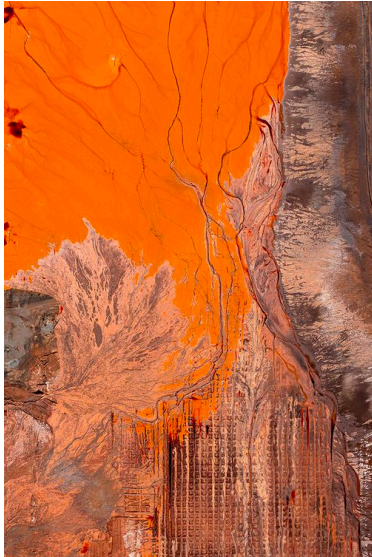
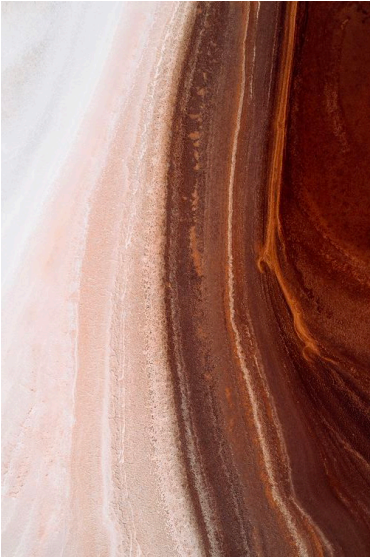
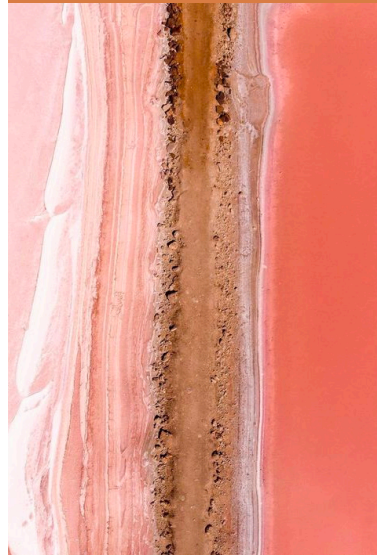
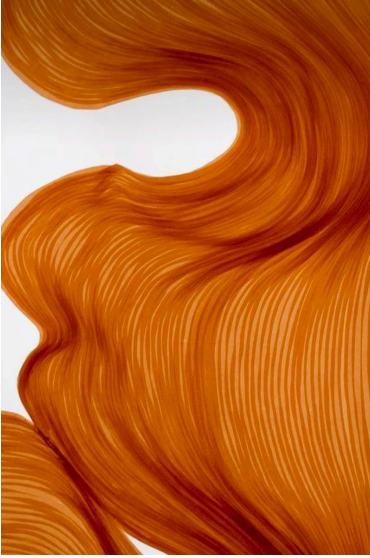
'Florence' is a Spring Ready-to-Wear capsule collection, that invites you to experience the world of fashion through a lens of colour, shape and texture.

Inspired by the unique color palettes and textures found in Australia's landscapes. From the earthy tones of the outback to the vibrant hues of the ocean, the print captures the essence of landscapes, offering a visual journey that transcends the ordinary.

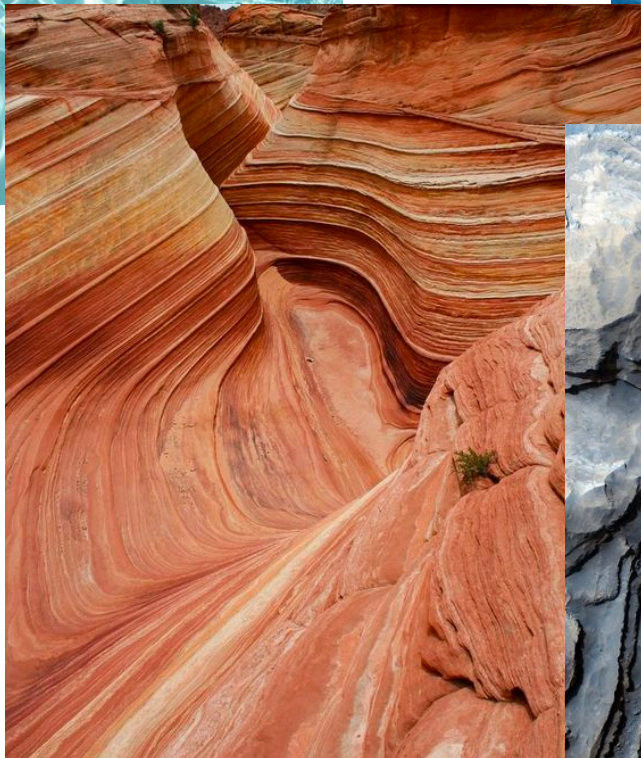
The use of 'trompe l'oeil' (deceives the eye) print creates optical illusions that challenges perceptions, while bold and bright colour palettes add an element of the absurd, inviting you to explore the sensations of colour that evoke emotions of fun and optimism. Essentially a modern day camouflage with a twist of colour.

Nature forms and proportions are reimagined with futuristic and digital-inspired touches, embracing the fusion of abnormal organics. The fresh perspective of print was constructed with the use of Adobe Illustrator and Photoshop, printed on a silk satin fabrication.

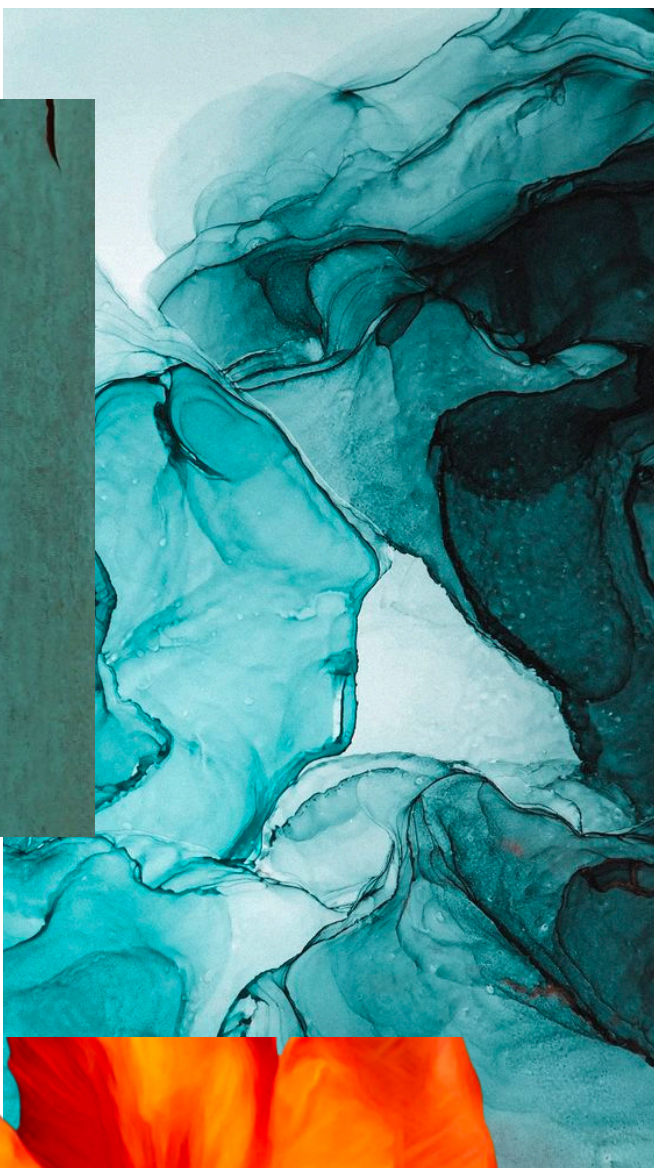
The hero dress embraces nature's structure and fluidity, with a high - low flowing silhouette. Embracing both visual and tactile texture, the dress features hand crafted flower motifs using heat manipulation.



# MOODBOARD









# TREND

PRINT

Colourful organic/abstract print has been used to create a vibrant collection.





Hermes Spring 2023 Ready-to-Wear



AZ Factory Fall 2023 Couture



Prabal Gurung Fall 2023 Ready-to-Wear



Zuhair Murad Spring 2023 Ready-to-Wear





# TREND

COLOUR

The colour palette features a collection of oranges, pinks, beiges and blues, inspired by nature landscapes.



Vaentino Fall 2023 Ready-to-Wear



Prabal Gurung Fall 2023 Ready-to-Wear



Huishan Zhang Fall 2023 Ready-to-Wear



Anterprima Fall 2023 Ready-to-Wear



Anteprima Fall 2023 Ready-to-Wear



Molly Goddard Spring 2023 Ready-to-Wear



Hermes Spring 2023 Ready-to-Wear



Greta Constantine Fall 2023 Ready-to-Wear



Adeam Resort 2024



Giorgio Armani Fall 2023 Ready-to-Wear



Simkhani Spring 2023 Ready-to-Wear



# TREND

TEXTURE

The collection features  
hand- crafted flower texture.

Zimmermann Fall 2023 Ready-to-Wear



Giambattista Valli Fall 2023 Couture



Giambattista Valli Spring 2023 Couture



Prada Fall 2023 Ready-to-Wear



Zimmermann Fall 2023 Ready-to-Wear



Mara Hoffman Resort 2024 Ready-to-Wear







# PRINT

## DEVELOPMENT

Within this collection the original prints take centre stage, crafted using Photoshop and Illustrator.



'FLORENCE' 0.1



'FLORENCE' 0.2



'FLORENCE' 0.3



'FLORENCE' 0.4



'FLORENCE' 0.5



'FLORENCE' 0.6



'FLORENCE' 0.7



'FLORENCE' 0.8



'FLORENCE' 0.9



'FLORENCE' 0.10

# DEVELOPMENT



