

FASHION DESIGN PORTFOLIO



LAUREN MIKAEL STEELE

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LAUREN MIKAEL STEELE

My design aesthetic contrasts hard and soft lines through a combination of classic femininity and modern, edgy trends. I find inspiration in the places I go and in the people I meet. I believe that the keys to success are hard work, creativity, and a good sense of humor.



CONCEPT BOARDS



LAUREN MIKAEL STEELE

GRANITE COAST



A L I C E



URBAN OUTFITTERS

URBAN OUTFITTERS

Fall Trend Forecast



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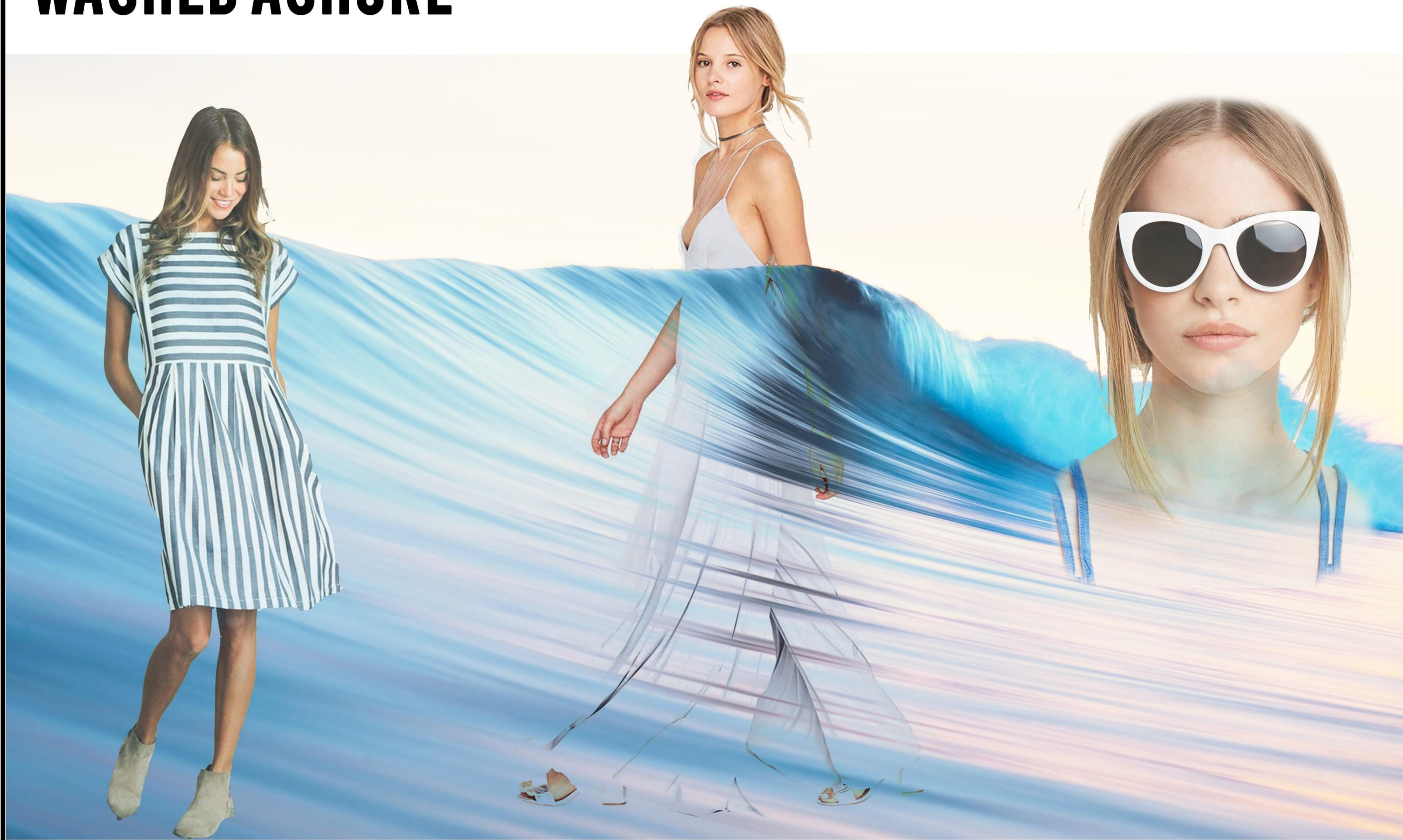


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WASHED ASHORE

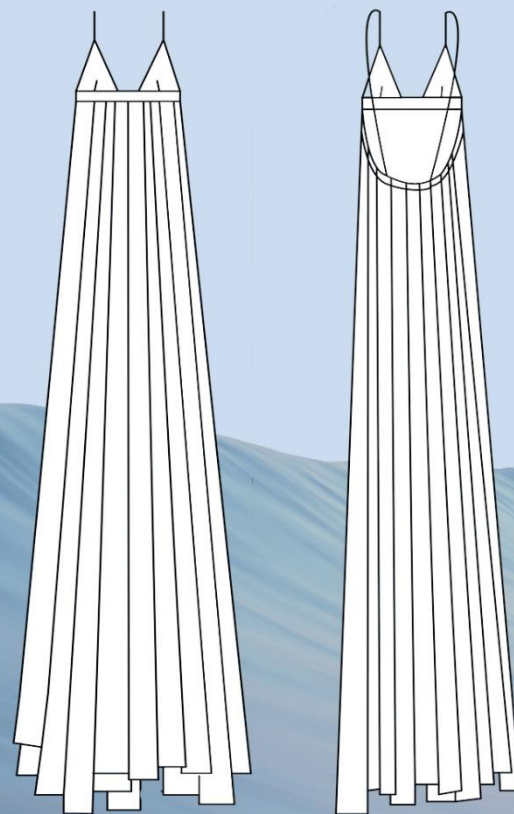


W A S H E D A S H O R E

WASHED ASHORE

DESIGN AND DEVELOPMENT
FOR THE MILLENNIAL FASHIONISTA

-My objective for this project was to design two looks ocean-inspired looks for the FMDS Fashion Show, Washed Ashore.
-The first look is a couture-style gown designed through a combination of draping and flat pattern-making techniques.
-The second, is a flat pattern based ready-to-wear look consisting of culotte pants and a bra-top. Inspired by the 1950s beach goer, this look combines vintage silhouettes with current trends and color palettes, with couture sewing techniques.



LAUREN STEELE
FMD 4264, MERCHANDISING STRATEGIES
INSTRUCTOR, DR. DORIS H. KINCADE

ILLUSTRATIONS



LAUREN MIKAEL STEELE

GRANITE COAST

GRANITE COAST



WASHED ASHORE



WASHED ASHORE

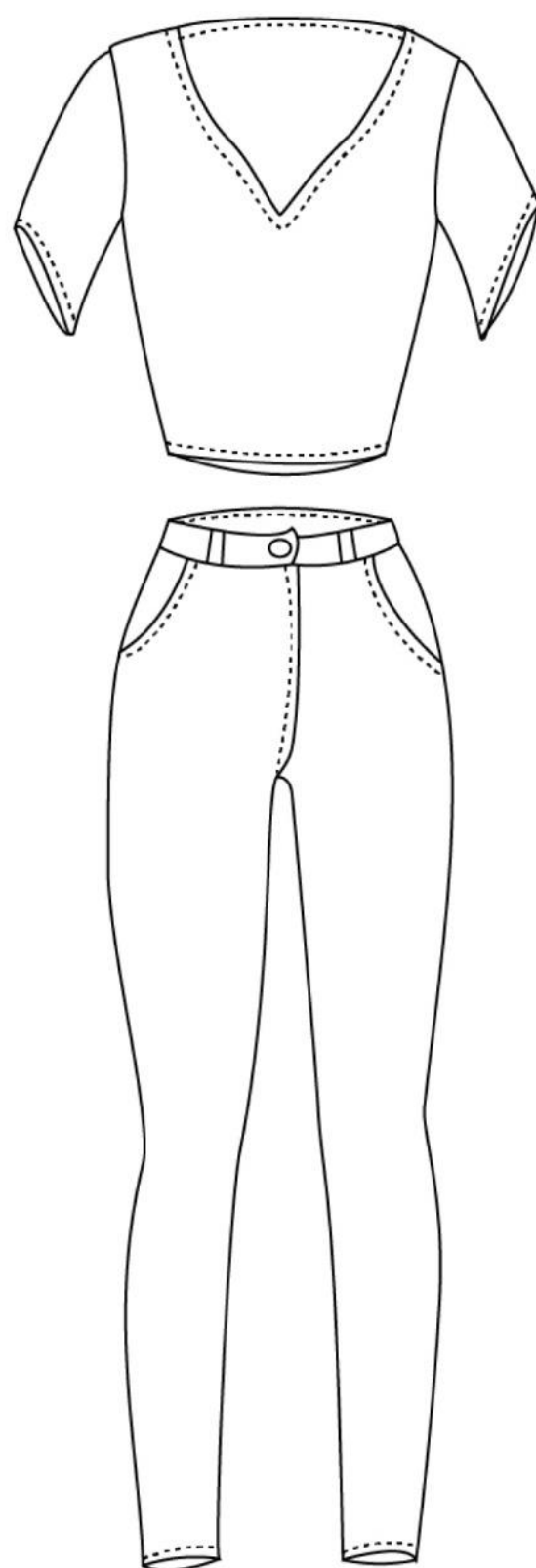
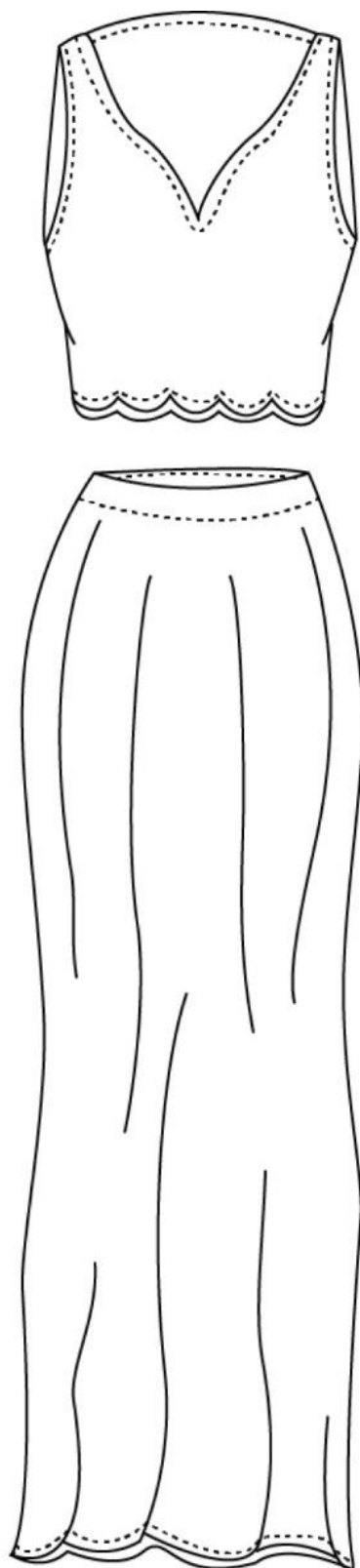
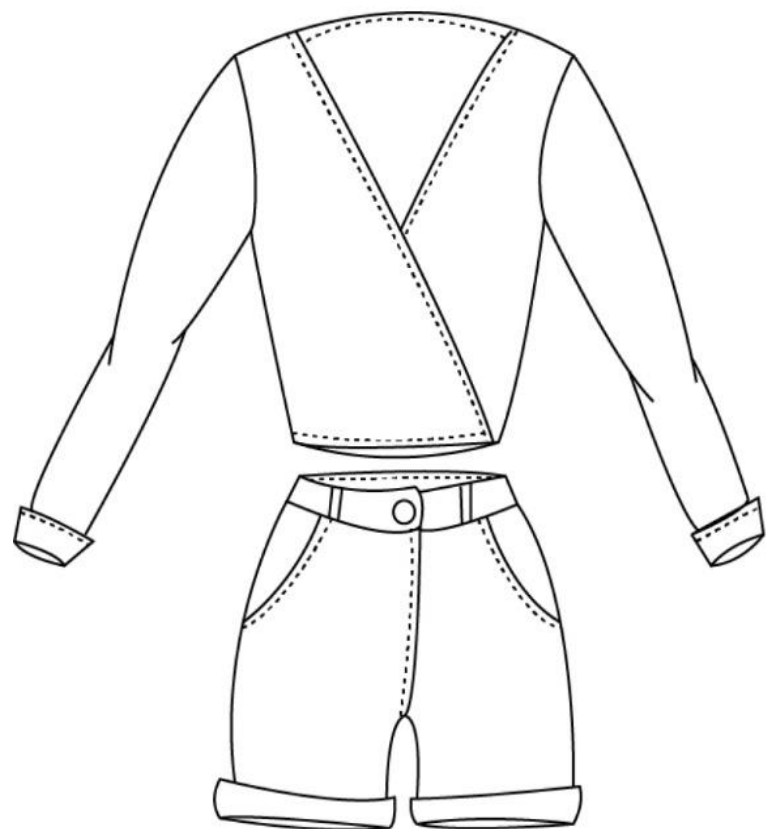


FLATS



LAUREN MIKAEL STEELE

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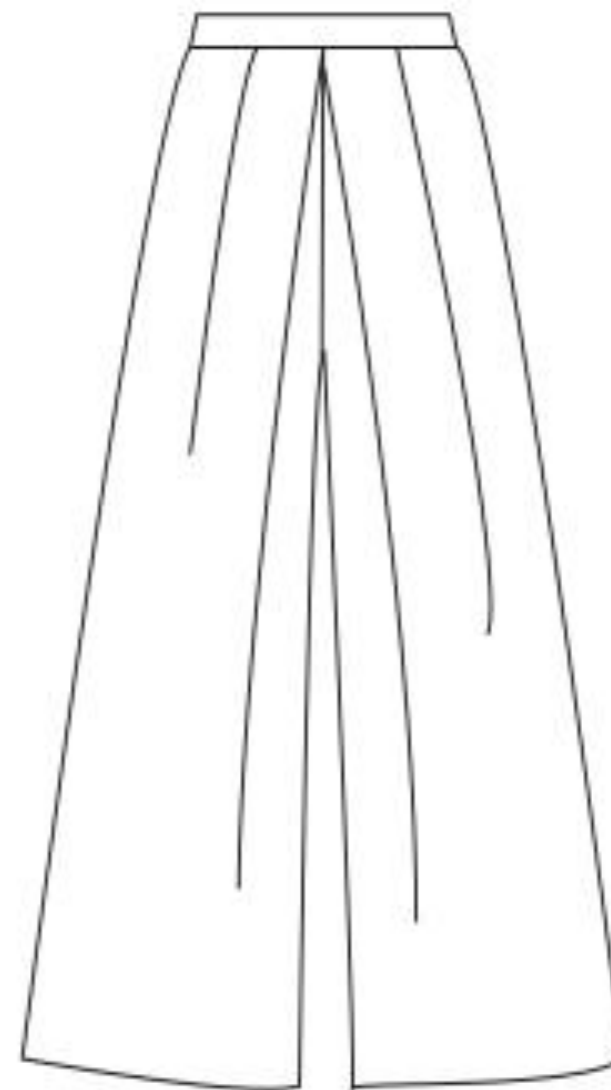
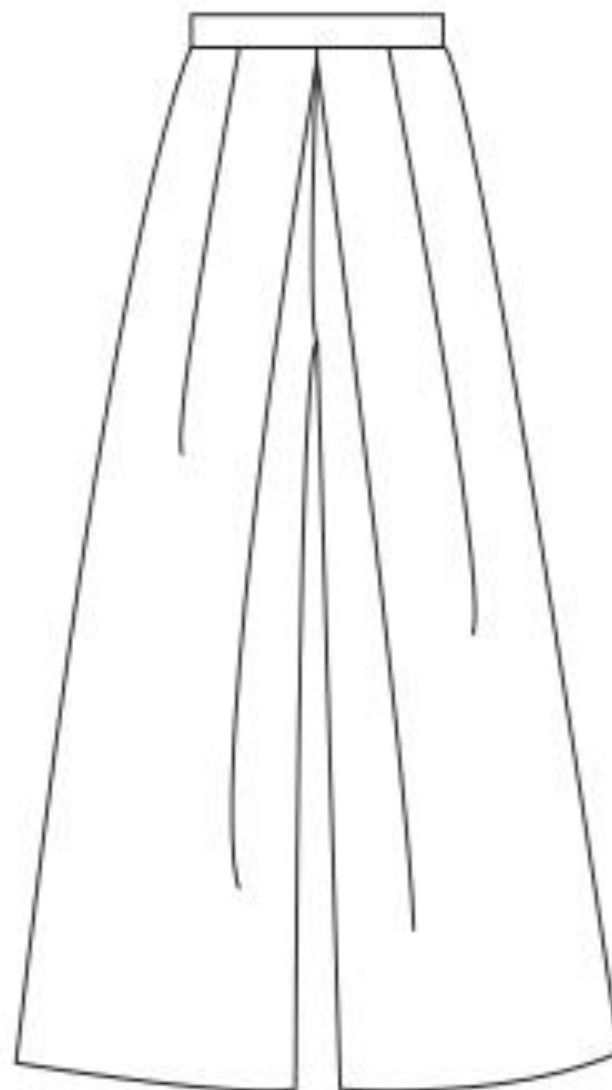


WASHED ASHORE

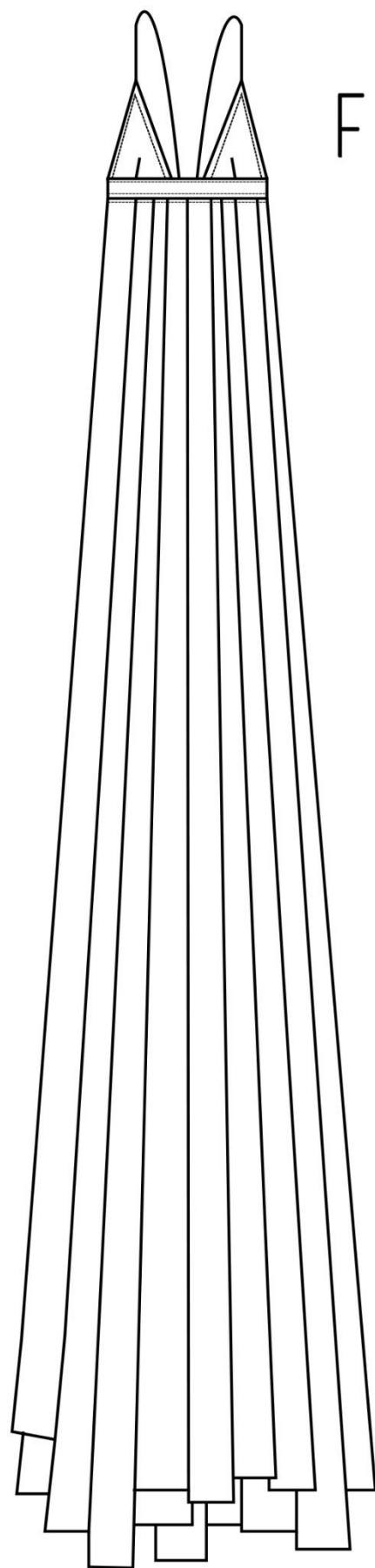
FRONT



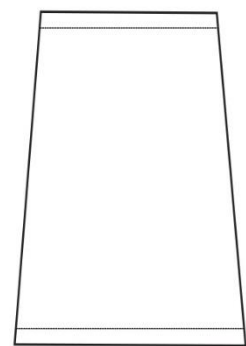
BACK



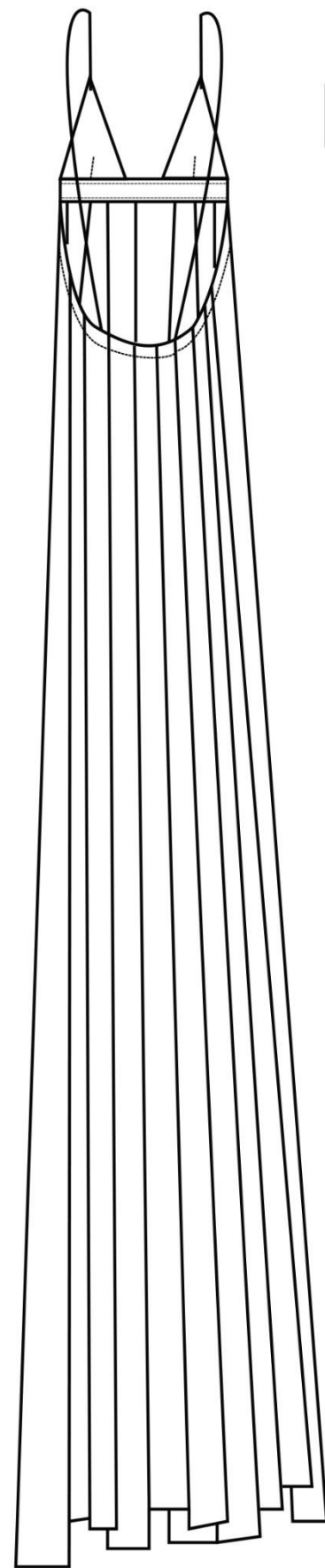
WASHED ASHORE



FRONT



UNDERSKIRT



BACK

FINISHED WORK



LAUREN MIKAEL STEELE

WASHED ASHORE



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REVOLUTION



VISUAL MERCHANDISING

This section contains visual merchandising projects, including wall planograms and a window display plan, which were created for the AHRM course, Fashion Analysis & Communication. These projects were created to embody the store image of high-end retailers.



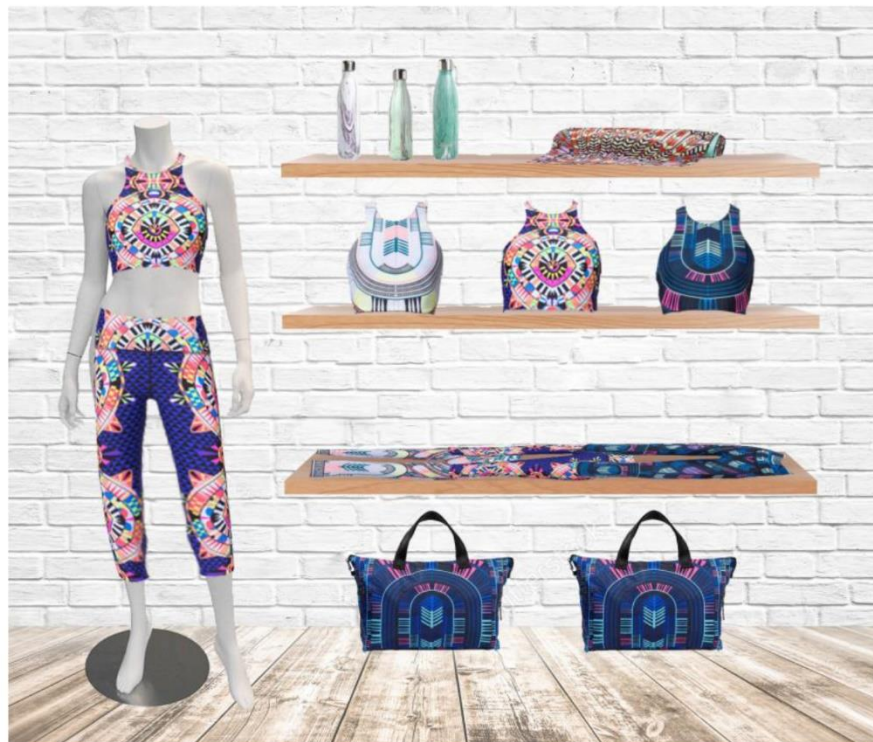
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Spring Store Planogram



Spring Store Planogram



Activewear

Cropped Leggings

Style # MARAH40820
Neon Fluorescent Pattern

Cropped Leggings

Style # MARA-WM19
Voyager White; Voyager Blue

Mesh Back Bra

Style # MARAH40819
Neon Fluorescent Pattern

Racerback Tank Top

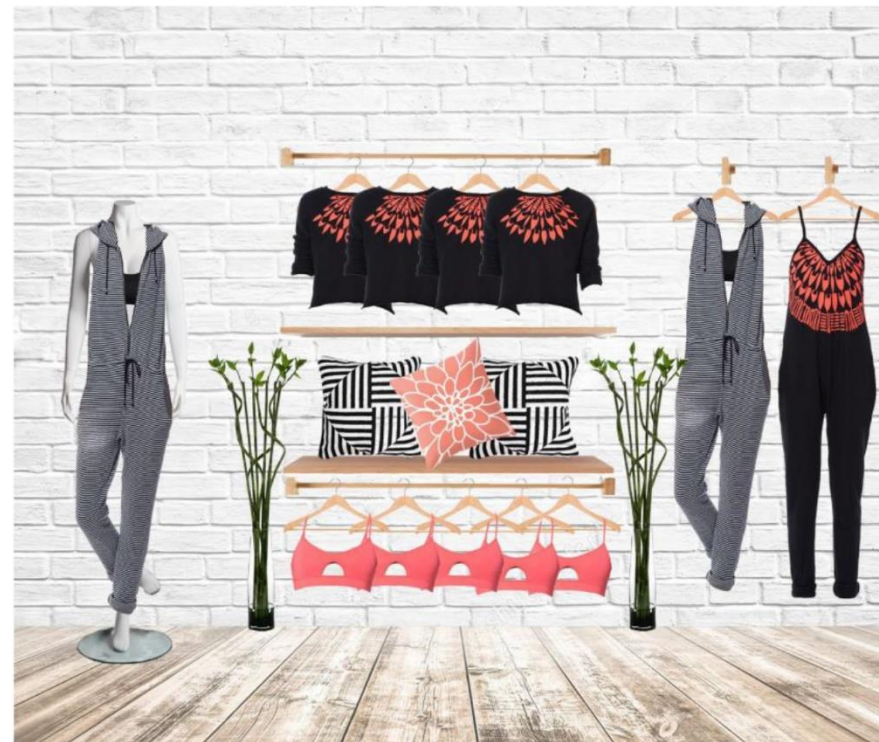
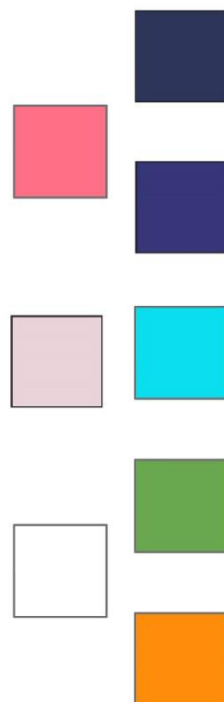
Style # MARA-WM21
Voyager White; Voyager Blue

Yoga Mat

Style # MARAH40843
Geometric Feather Print

Gym Bag

Style # MARAH41016
Multi



Loungewear

Low Back Jumpsuit

Style # MARAH40875
Peacefield Coral

Hooded Jumpsuit

Style # MARAH40079
Black and White Stripe

Open Back Sweatshirt

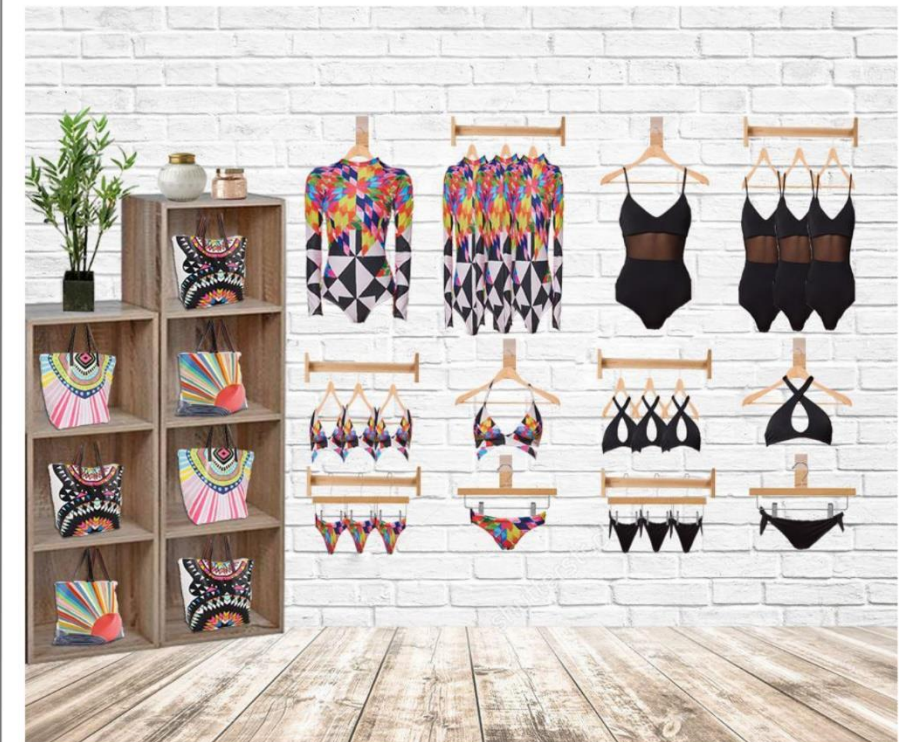
Style # MARAH40088
Peacefield Coral

Crossback Sports Bra

Style # MARAH40675
Neon Coral; Turquoise

Lounge Pillows

Style # MARAH40763
Peacefield Coral; Black and White Stripe



Swimwear

Mesh Combo One Piece

Style # MARAH40868
Black

Rashguard Surf Suit

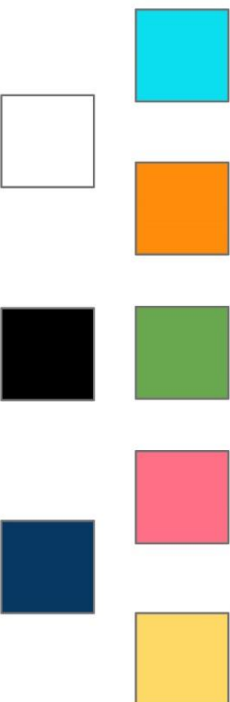
Style # MARAH41061
Fractals Red

Wrap Around Triangle Bikini Top

Style # MARAH41062
Fractals Red

Halter Bikini top

Style # MARAH40869
Black



These planograms and the following window displays were created as a part of group projects for the AHRM course, Fashion Analysis & Communication.

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Marc Jacobs Window Display Plan



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Marc Jacobs Window Display



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Marc Jacobs Window Display

