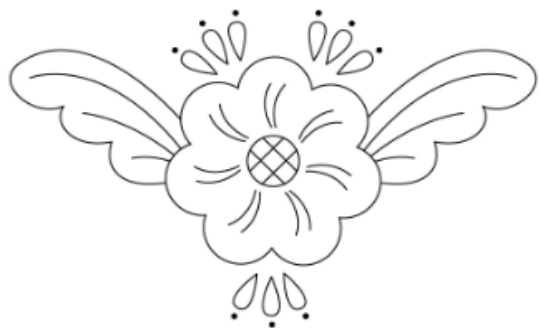
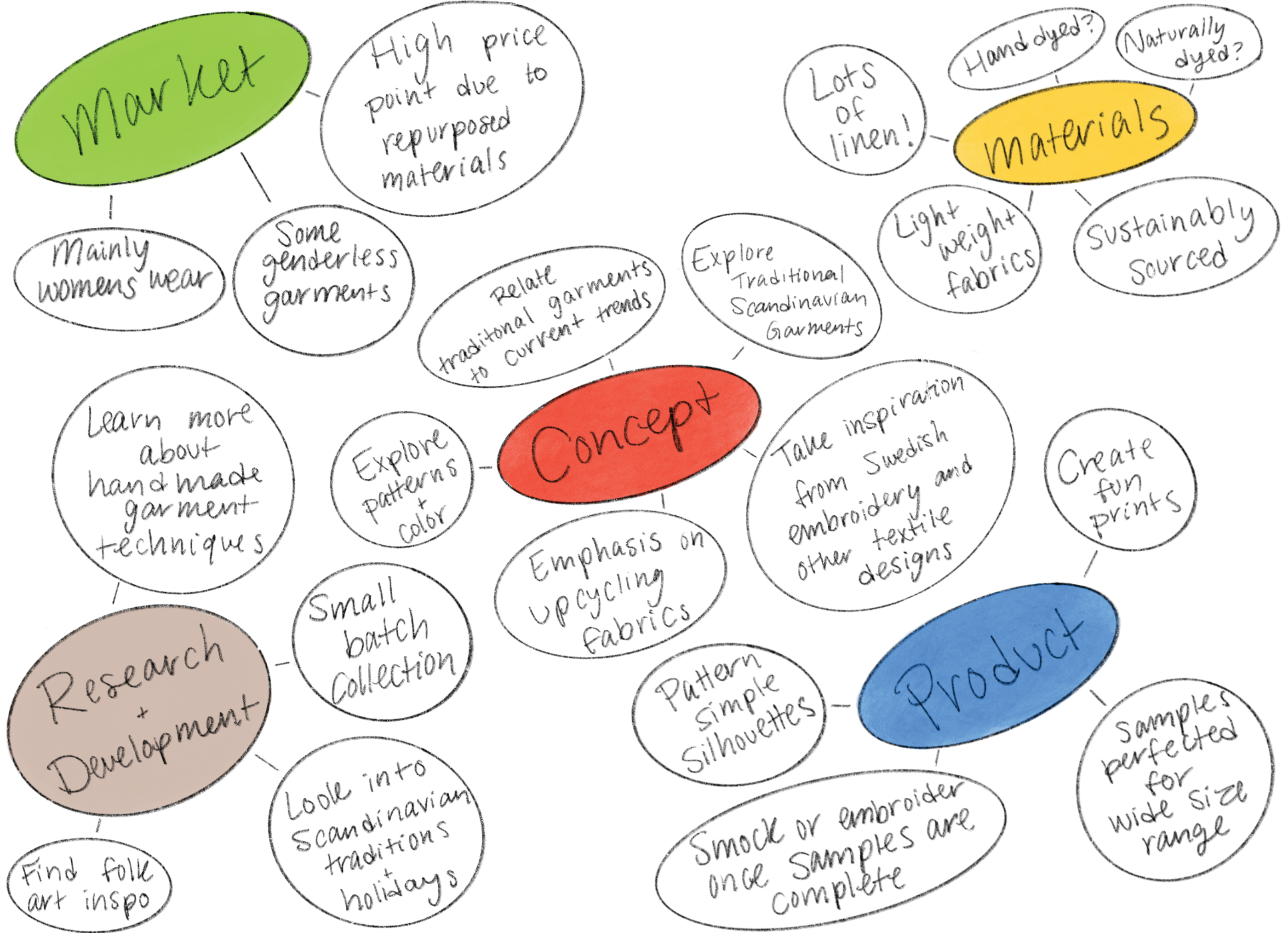




Lucky Seven's Midsummer Collection





Market

High price point due to repurposed materials

Mainly womens wear

Some genderless garments

Materials

Lots of linen!

Hand dyed?

Naturally dyed?

Light weight fabrics

Sustainably sourced

Concept

Relate traditional garments to current trends

Explore Traditional Scandinavian Garments

Take inspiration from Swedish embroidery and other textile designs

Create fun prints

Emphasis on upcycling fabrics

Explore patterns + color

Learn more about hand made garment techniques

Research + Development

Small batch collection

Look into Scandinavian traditions + holidays

Find folk art inspo

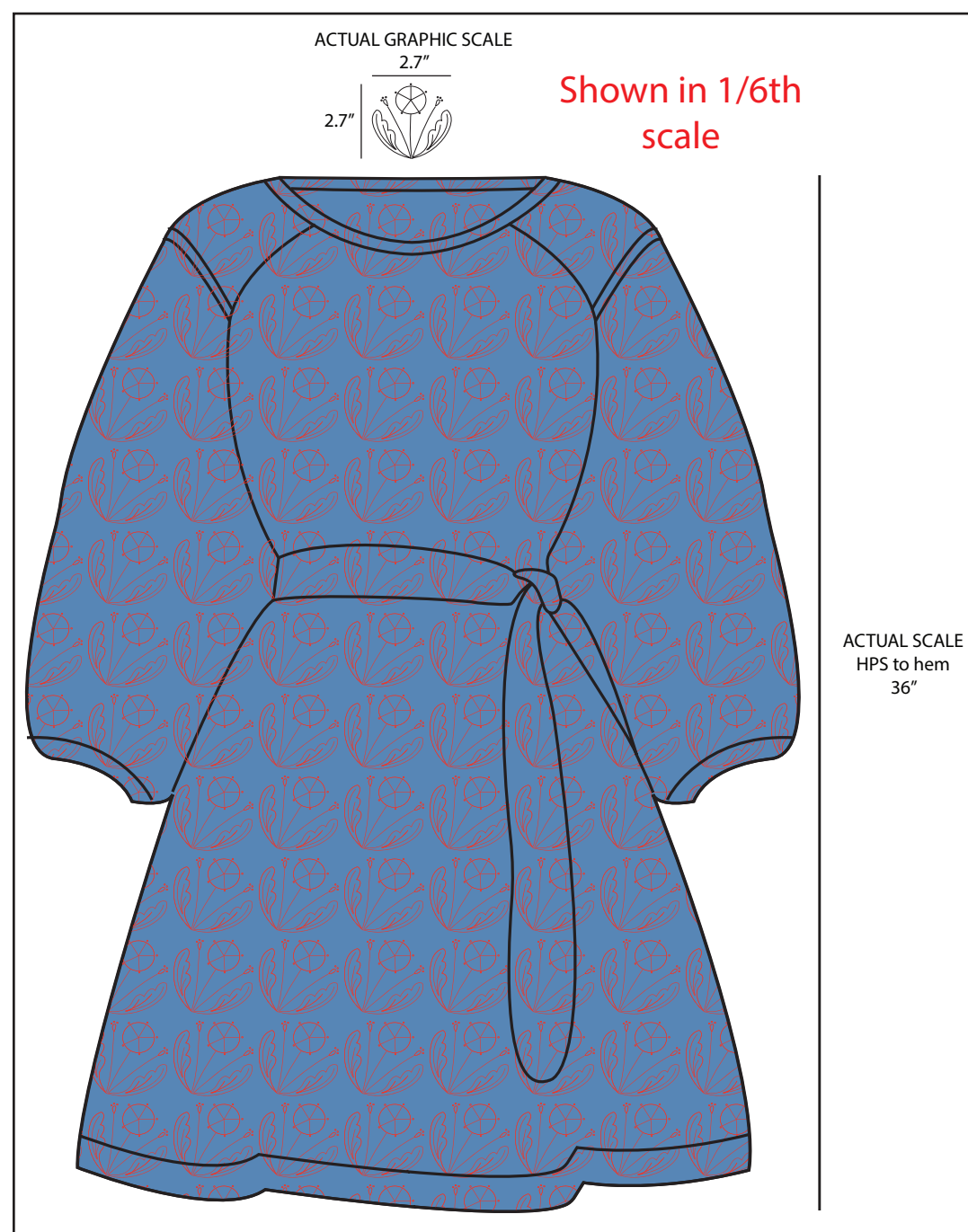
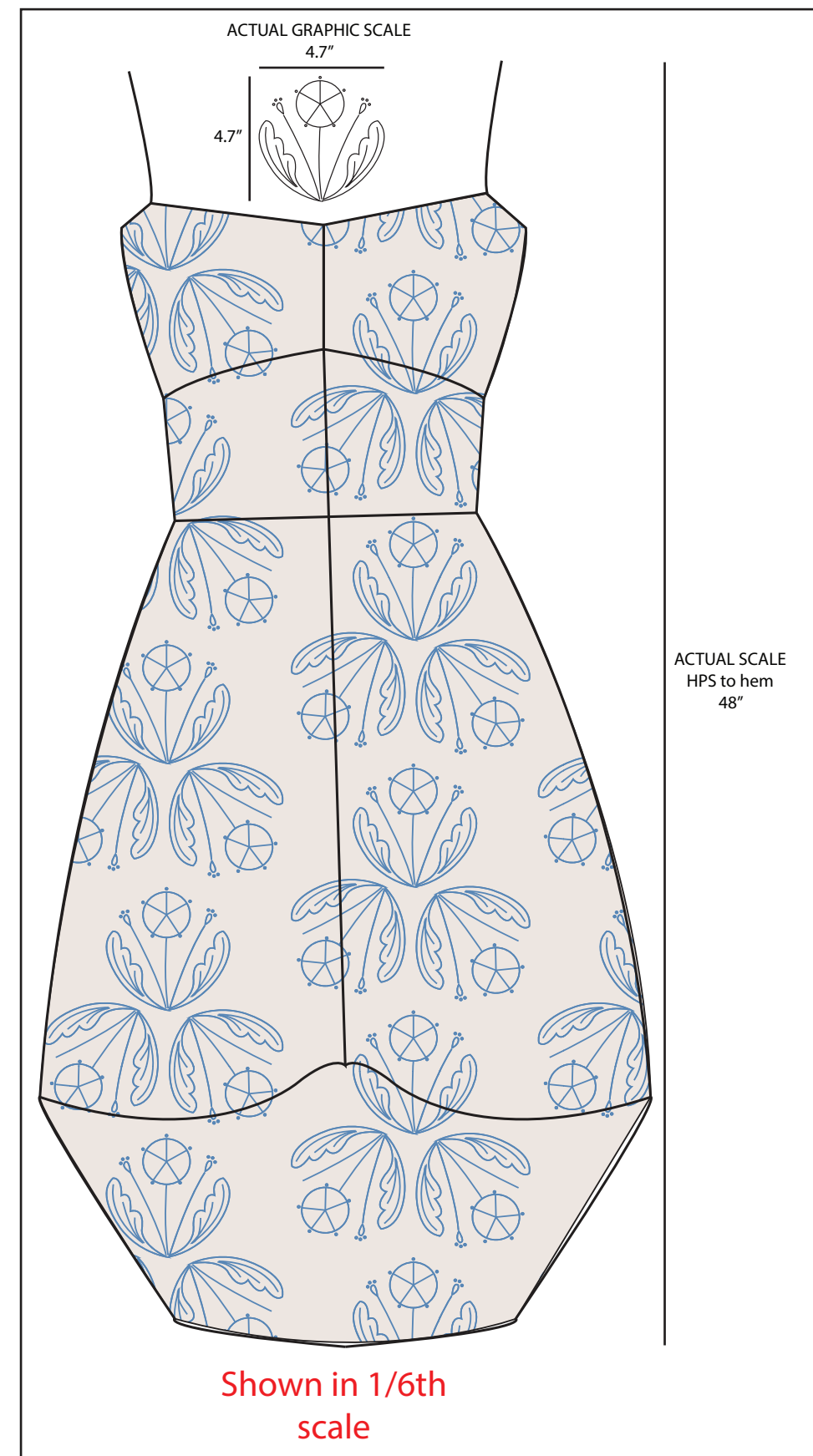
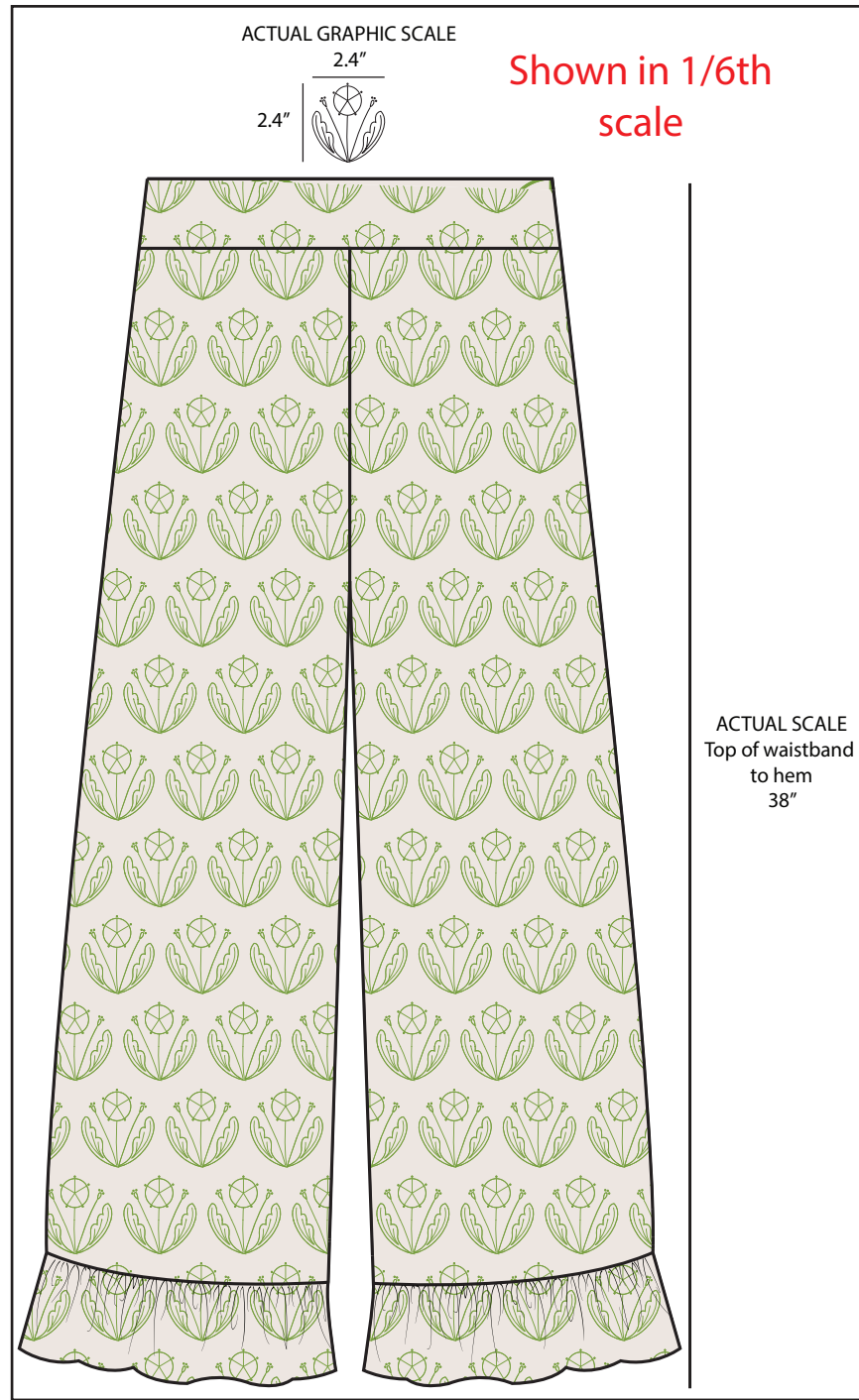
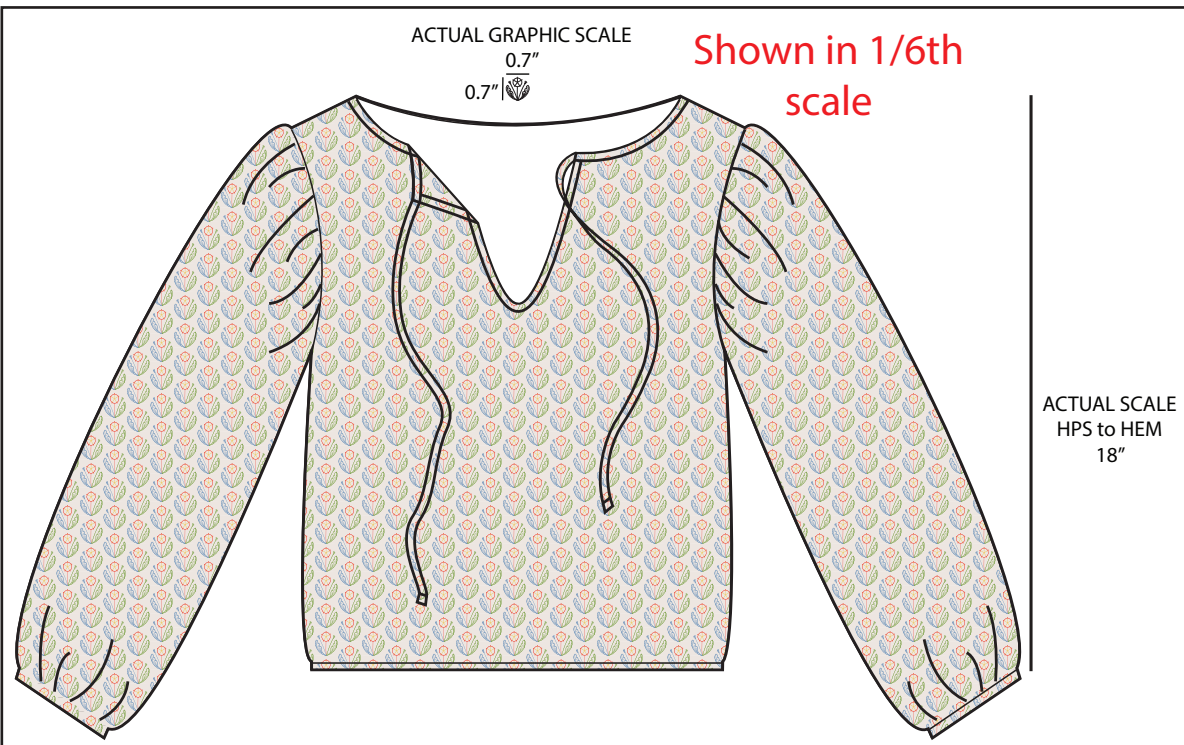
Product

Pattern simple silhouettes

Smock or embroider once samples are complete

samples perfected for wide size range

Lucky Seven's Midsummer Collection



QUARTER SCALE

ACTUAL GRAPHIC SCALE
9.6"



COLORWAY #1: TAN TOSS COLORWAY

ACTUAL SCALE
HPS to HEM
20"

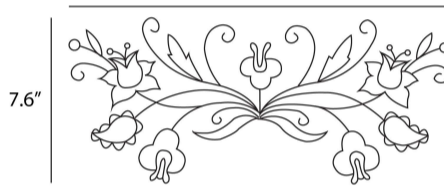
ACTUAL GRAPHIC SCALE
8.0"



COLORWAY #2: ROBIN'S EGG BLUE

ACTUAL SCALE
HPS to HEM
20"

ACTUAL GRAPHIC SCALE
17.2"



COLORWAY #3: LIGHT LILAC

ACTUAL SCALE
HPS to HEM
20"

ACTUAL GRAPHIC SCALE
5.6"



COLORWAY #4: EARLY BIRDS

ACTUAL SCALE
HPS to HEM
20"

ACTUAL GRAPHIC SCALE
3.6"



COLORWAY #5: SIMPLE HENS

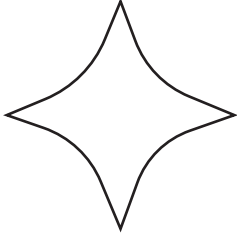
ACTUAL SCALE
HPS to HEM
20"

QUARTER SCALE

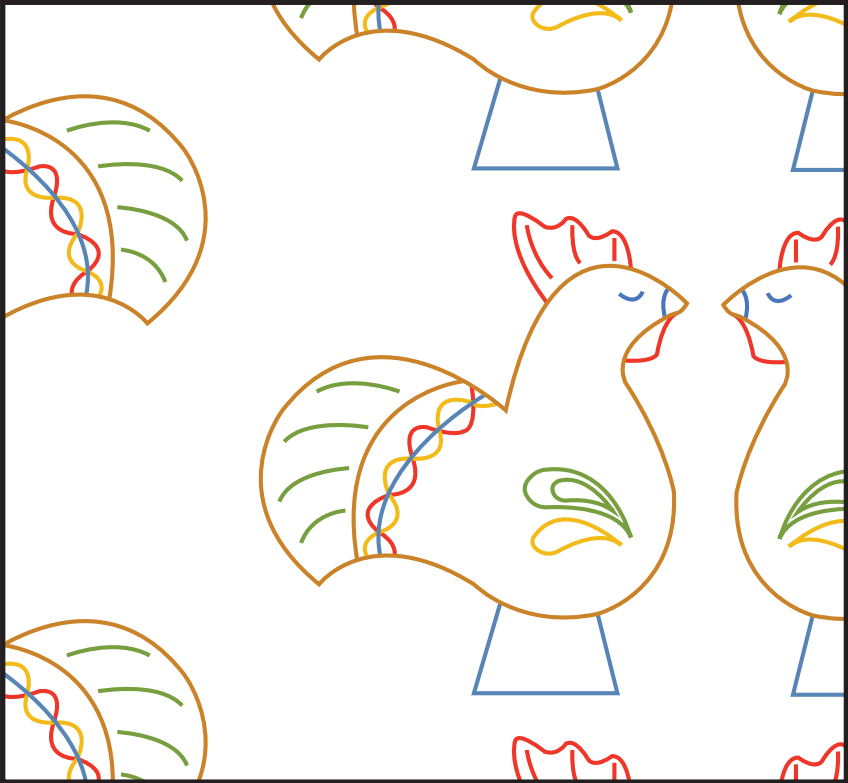
20"



2.5" AT SCALE



ACTUAL GRAPHIC 1.18" X 1.18"



ACTUAL SCALE

4.88" X 2.72"