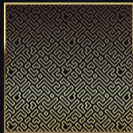


FASHION  
CREATIVE  
AND TREND  
DESIGNER

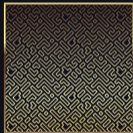


MEGAN  
FITZGERALD

Multi-disciplined fashion designer, with integrated skills and methodology of the industry and diversified areas of expertise in the fields on fashion design and trend. Having traveled globally, gaining these experiences over the years.

WELCOME





1. DESIGN PROCESS
2. INSPIRATION
3. MENSWEAR
4. BOYSWEAR
5. LADIESWEAR
6. GIRLSWEAR



*Megan.t*



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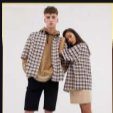


7.

- 1 TRAVEL FOR NEW COLOURS (IF POSSIBLE, FOR THE SEASON)
- 2 SOURCE NEW FABRICS AND COLOURS FOR THE SEASON TO GET LABDIPPED
- 3 WORK ON TREND RESEARCH FOR THE SEASON AND DESIGN UPDATES TO 'VOLUME DRIVERS'
- 4 COMPILE TREND INFORMATION TREND BOOK  
TECH PACK ALL DESIGNED SHAPES (+/- 40 NEW SHAPES) AND SEND TO SUPPLIERS - SHIBUFEI AND PGS, AND SOME LOCALS TO GET MADE UP SAMPLES
- 5 PRESENT TO THE BUSINESS TO ALL DEPARTMENTS ON SEASON COLOURS, KEY FABRICS, KEY ITEMS, SHAPES, AND TRIM DETAILS THAT RUN THROUGH ALL DEPARTMENTS
- 6 WORKSHOP WITH INDIVIDUAL DEPARTMENTS AND DISCUSS CURRENT ASSORTMENTS AND NEWNESS FOR THE SEASON (FABRIC/SHAPES) WITH ADDITIONAL DESIGNED VOLUME DRIVERS TO CONSIDER
- 7 CONTINUOUS BUYER/DESIGNER COLLABORATION TO HELP BALANCE ASSORTMENTS



MEGAN  
FITZGERALD



INSPIRATION





# MENSWEAR



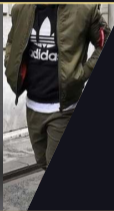
FASHION AND TREND DESIGN







## URBANWEAR



Laid-back and carefree vibes for Menswear.  
Comfortable and confident layering with open shirts  
over T-shirts, double denim, and sportswear items  
with a touch of '90s nostalgia

MENSWEAR CADS





# BOYSWEAR



FASHION AND TREND DESIGN



## BIG BOYS ELEKTRO DESIGNS



Overall, this season is very colour, print & texture heavy with 90's influences and 'street style' prints. Cut and sew with bright colour blocking creates interesting and playful designs.

BOYSWEAR CADS

## BIG BOYS ELEKTRO DESIGNS



Overall, this season is very colour, print & texture heavy with 90's influences and 'street style' prints. Cut and sew with bright colour blocking creates interesting and playful designs.

BOYSWEAR CADS



## PRE BOYS CAMPUS



Nostalgia has fueled much of the dominant forces in fashion and retail. Along with all things wistful, college apparel. It has found its way both onto runways and into contemporary tastemakers' closets.

## BOYSWEAR CADS





## PRE BOYS CAMPUS



Nostalgia has fueled much of the dominant forces in fashion and retail. Along with all things westful, college apparel. It has found its way both onto runways and into contemporary tastemakers' closets.

BOYSWEAR CADS



# LADIESWEAR



FASHION AND TREND DESIGN





## RUNWAY



Easy to wear, but always chic. This season is all about teaming up fashion pieces with basics. Beautiful shirt dresses are just effortless. Animal prints in non-traditional shapes/colours are great for adding some fun

## LADIESWEAR CADS





# GIRLSWEAR



FASHION AND TREND DESIGN





## BLOSSOM



Dresses are a staple in a Girls wardrobe. This season is full of layers in mesh but in bright eye-catching colours. Subtle printed tape is one of many of the key trim details

GIRLSWEAR CADS





## CONTACT DETAILS



+27 (0) 78 719 4956



THANK YOU

