

DES 313 Final Presentation

Sibley Dickinson

Mersereau

Spring 2022

Classic, chic, French nautical inspired clothing

Simple patterns, organic tones, timeless cuts, feminine, classy, lightweight, unique necklines



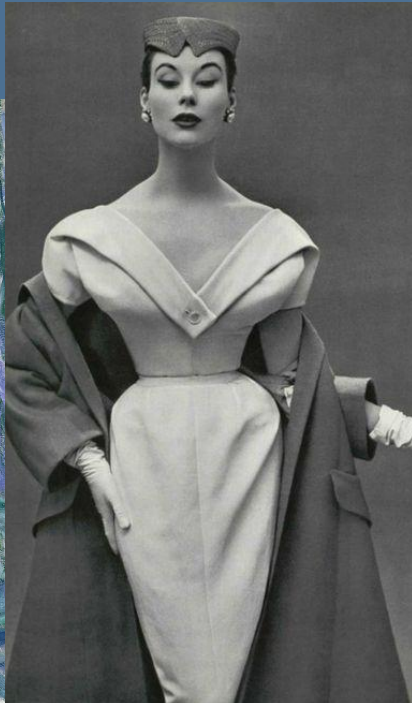
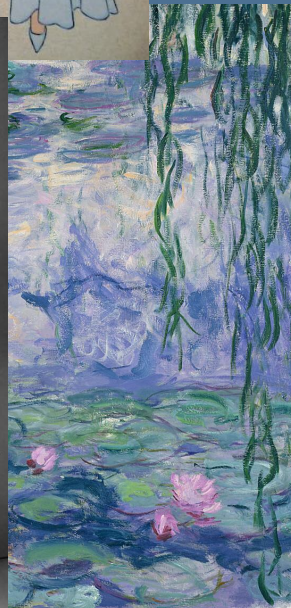
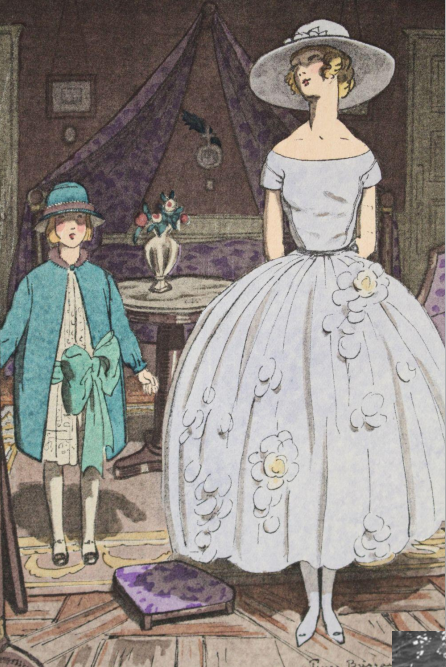
Customer

Millennial women

Classy, professional, social,
distinguished taste

Appreciates traveling, the
outdoors, art and culture





Key Trends



Square
neckline



Monochrome



Earth tones



Ruffle trim and
Strap details



Sailor
neckline

Colors

9FD4D8

427477

E2F1E1

2D2D4C

EFECE6

E6E8F5

F0F8F8

C0CDCE

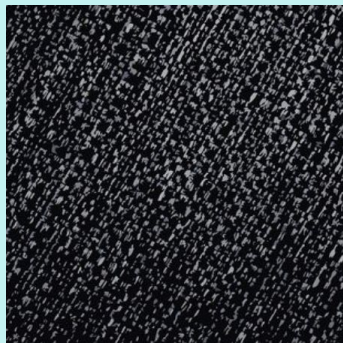
9B7D59

C5AA83

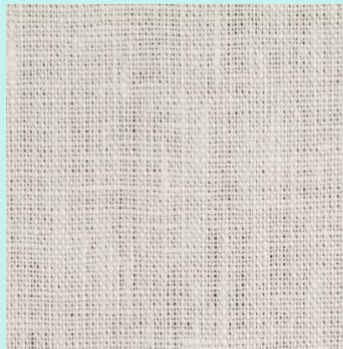
7D89C3

C6CEE9

Fabrics



Black denim



European linen

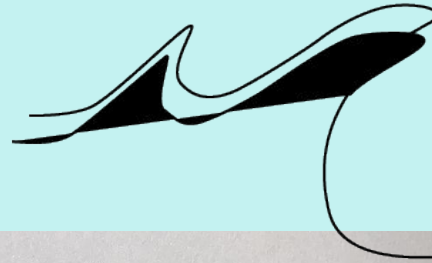


Chambray



Organic cotton

Logo and Process



merseacall

brand name merseacall
 mom's maiden name
 French for "of the sea" or "merchant
 by the water"
 so fits w/ beach/ocean theme

Wavy M logo

M M M M

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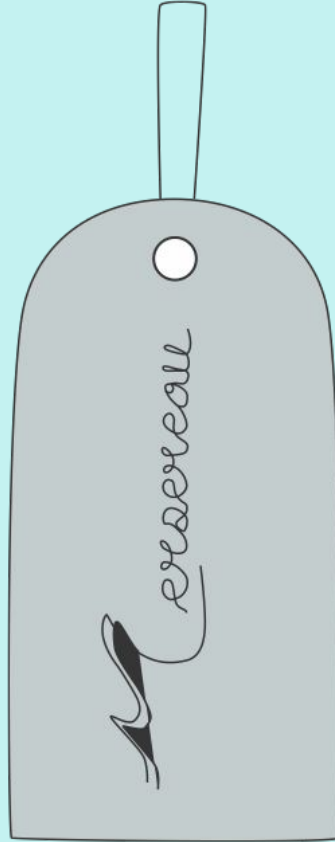
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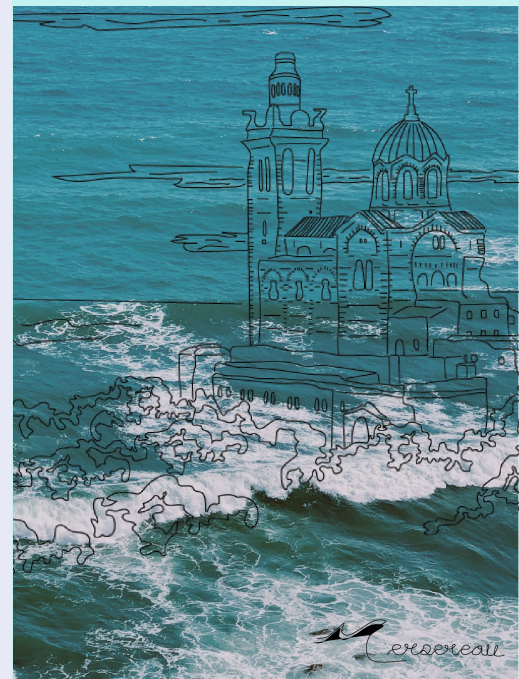
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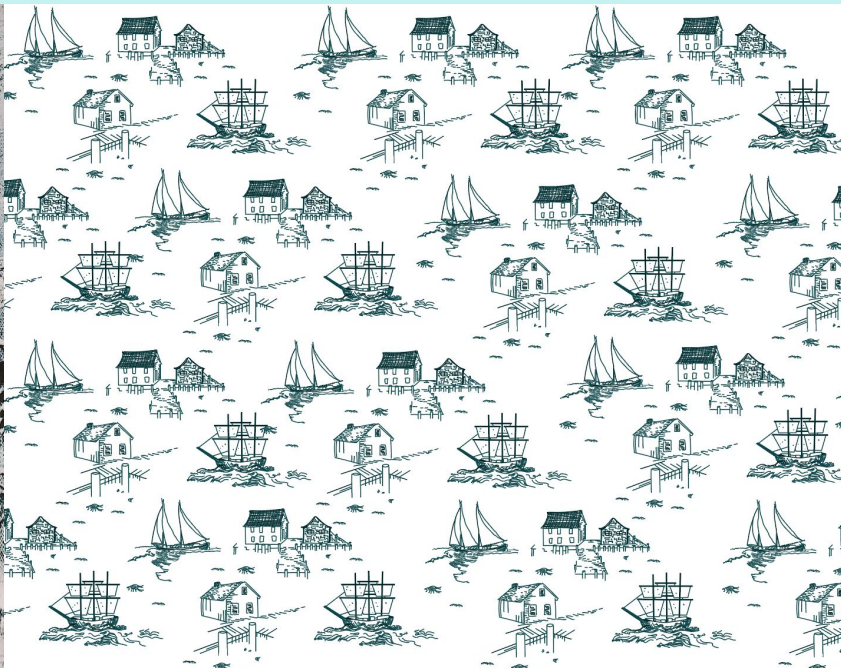
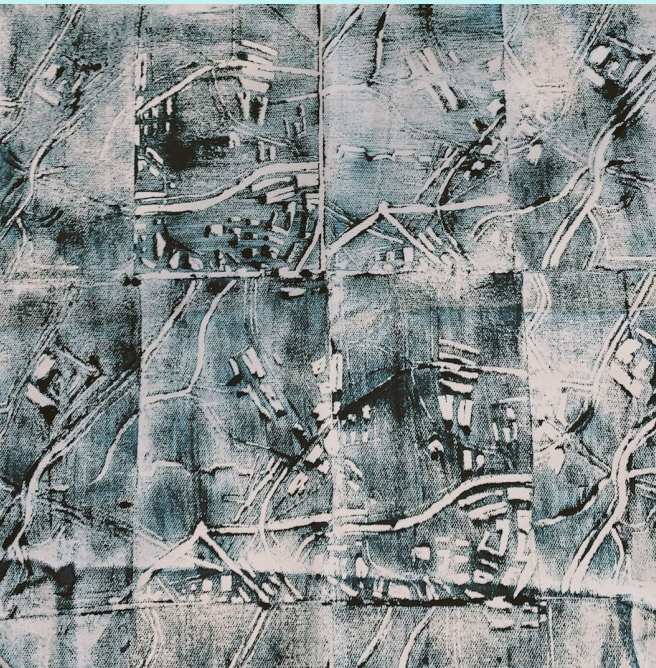
Label, Handtag, and Packaging



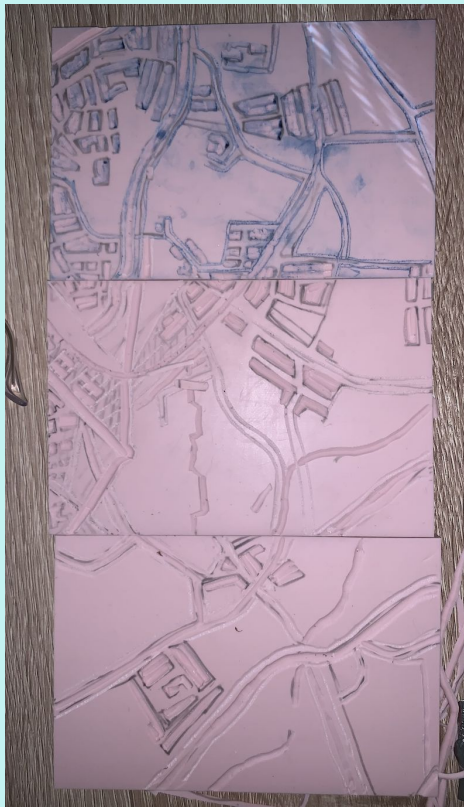
Poster/Advertisement



Surface Designs



Prototype



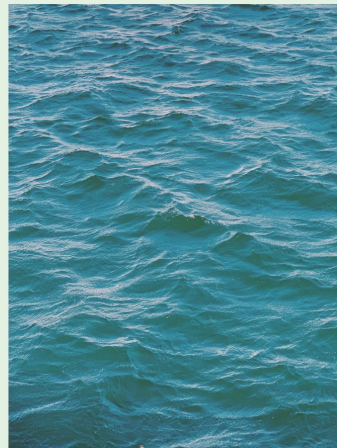
Print Design







SPRING 2022 LOOKBOOK



MERSEREAU IS A CONTEMPORARY FASHION HOUSE FOUNDED BY SIBLEY DICKINSON IN 2021. IT TAKES INFLUENCE FROM MODERN AMERICAN AND EUROPEAN TRENDS AS WELL AS MODERN FRENCH COASTAL WEAR AND EARLY 1900S SAILING STYLE. THE STYLE IS CLASSIC, SOPHISTICATED, AND SIMPLISTIC WITH A NAUTICAL TWIST. THE NAME MERSEREAU DERIVES FROM THE FOUNDER'S MOTHER'S MAIDEN NAME, WHICH IS FRENCH FOR "OF THE SEA". THE FAMILY ORIGIN IN MARSEILLE, A FAMOUS FRENCH PORT WITH RICH HISTORY, AS WELL AS THE FITTING NAME, INFLUENCES THE OCEAN-INSPIRED GARMENTS AND GENERAL BRAND VALUE FOR THE OUTDOORS, THE OCEAN, AND NATURE'S HISTORY.









LOOK 2:

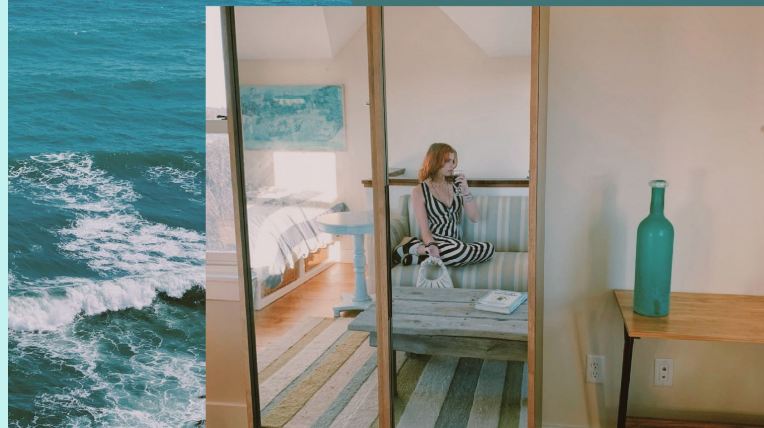
WHITE MINI EYELET DETAIL FITTED TURTLENECK

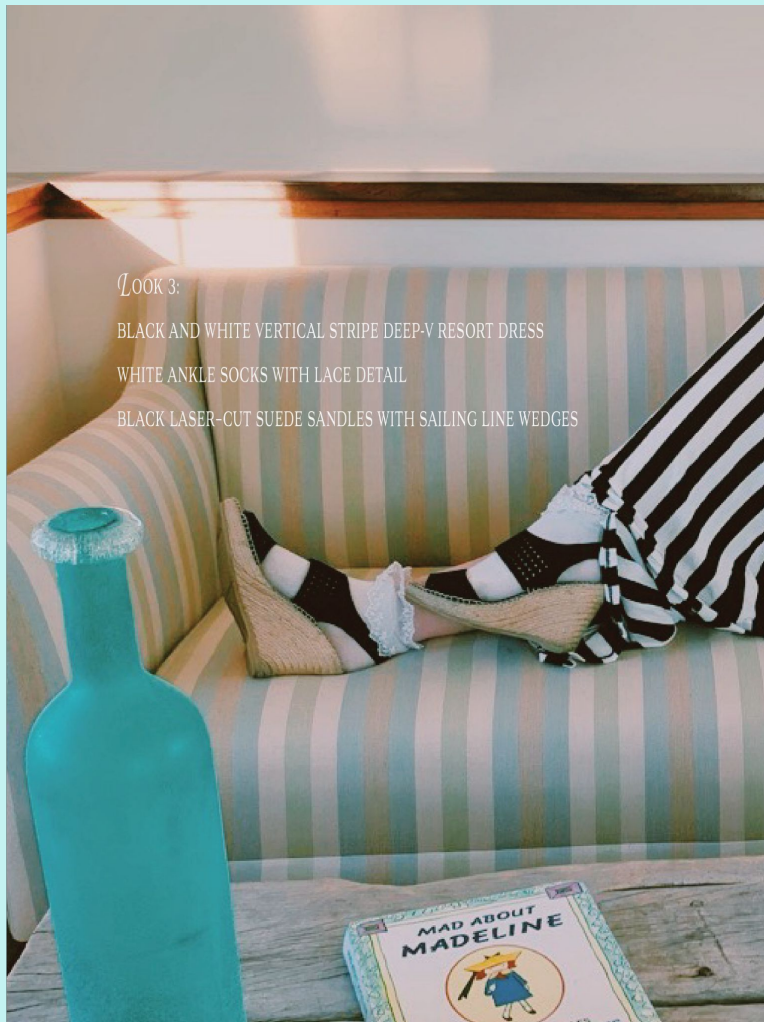
TIFFANY BLUE V-NECK BABYDOLL CAMISOLE WITH LACE DETAILING

A-LINE BUTTON WIDE LEG BLUE JEANS IN LIGHTWASH

WHITE ANKLE SOCKS WITH LACE DETAIL











LOOK 4:

BLUE KNIT TURTLENECK SWEATER

BLACK AND WHITE PINSTRIPE JOGGERS

WHITE OVERSIZED BUTTON DOWN

WHITE ANKLE SOCKS WITH LACE DETAIL

BLACK LASER-CUT SUEDE SANDLES WITH SAILING LINE WEDGES





LOOK 5:

RIBBED BLACK BOATNECK 3/4 SLEEVE

PASTEL YELLOW LINEN FRONT-TIE CAMISOLE

A-LINE BUTTON WIDE LEG BLUE JEANS IN LIGHTWASH

WHITE ANKLE SOCKS WITH LACE DETAIL

NUDE SUEDE WEDGES



