



THE LABEL

EMMA O'ROURKE
DIGITAL PORTFOLIO

THE LABEL



The Label is fashion brand for the modern woman that offers it consumer innovation sophistication and refinement. It is able to achieve these core elements by utilising original prints, subtle yet details and an overall silhouette that complements the female figure. The Label practises minimal waste design, is manufactured in Australia and sources materials from the highest quality scuba to environmental conscious jerseys like tencel. By doing this it is able to align itself with a more ethically and environmentally sound business practice which is a growing desire for The Label's target consumer and a goal that I believe every emerging designer should work towards.

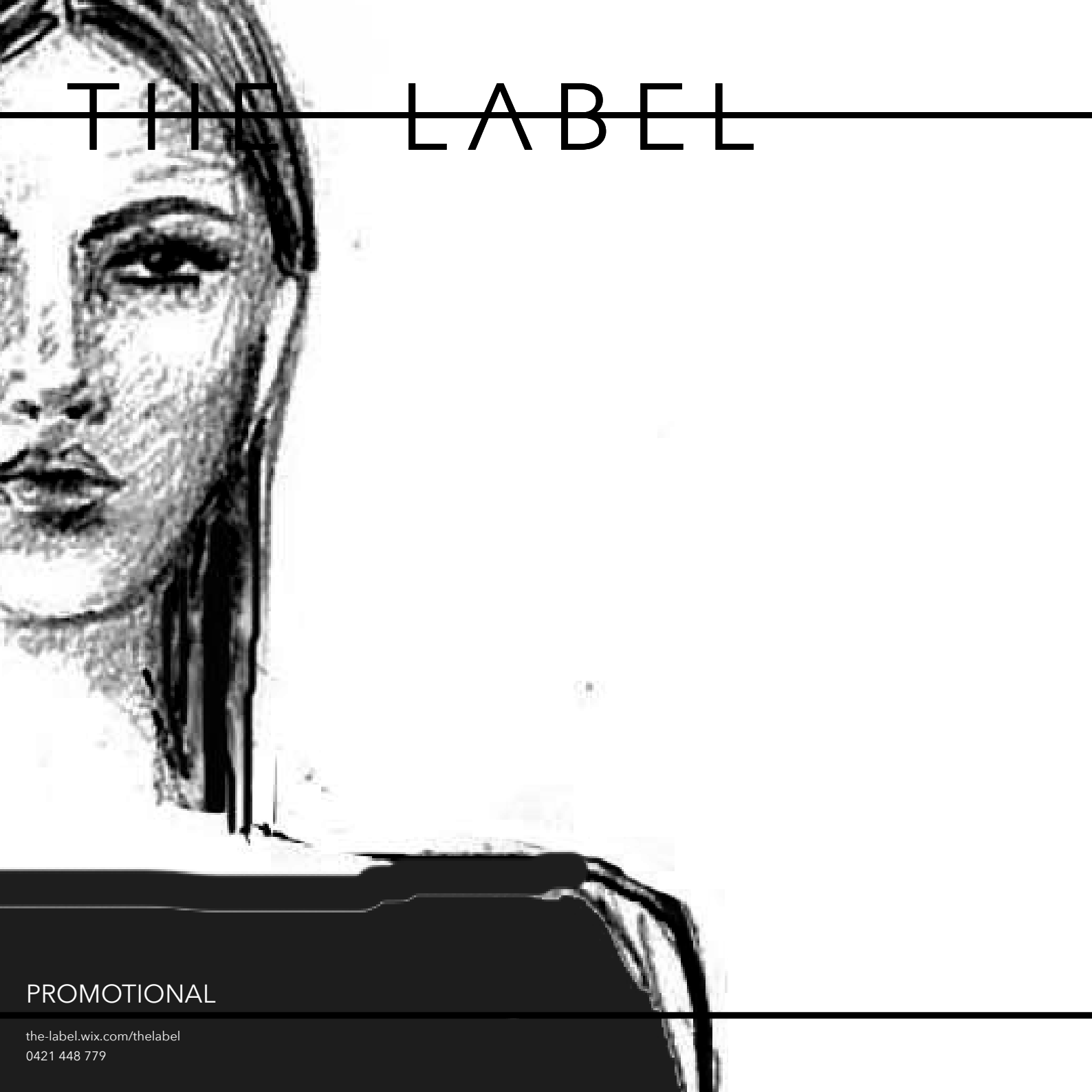
The Label has gained knowledge from extensive competitor, consumer and market research to develop the best possible collection for its consumer. The collection will be divided into 3 ranges including budget, boutique and Promotional. All of the ranges offer the consumer a distinctive edge and are designed to provide its consumer with a product that isn't offered by The Labels' competitors.

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VORFREUDE COLLECTION

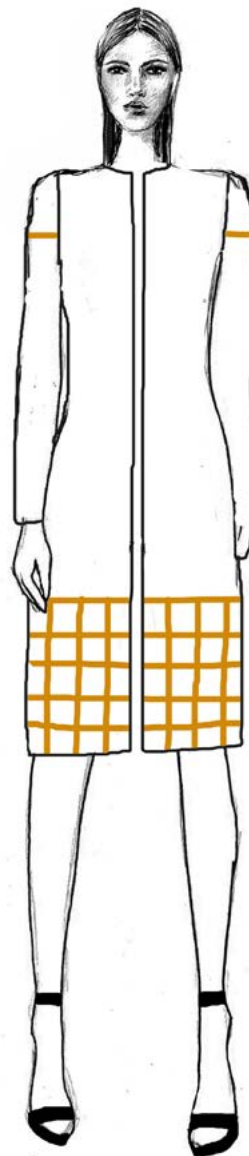
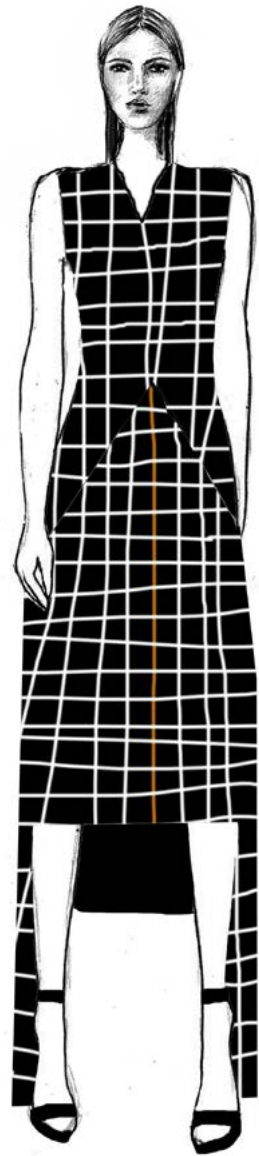




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PROMOTIONAL

the-label.wix.com/thelabel
0421 448 779

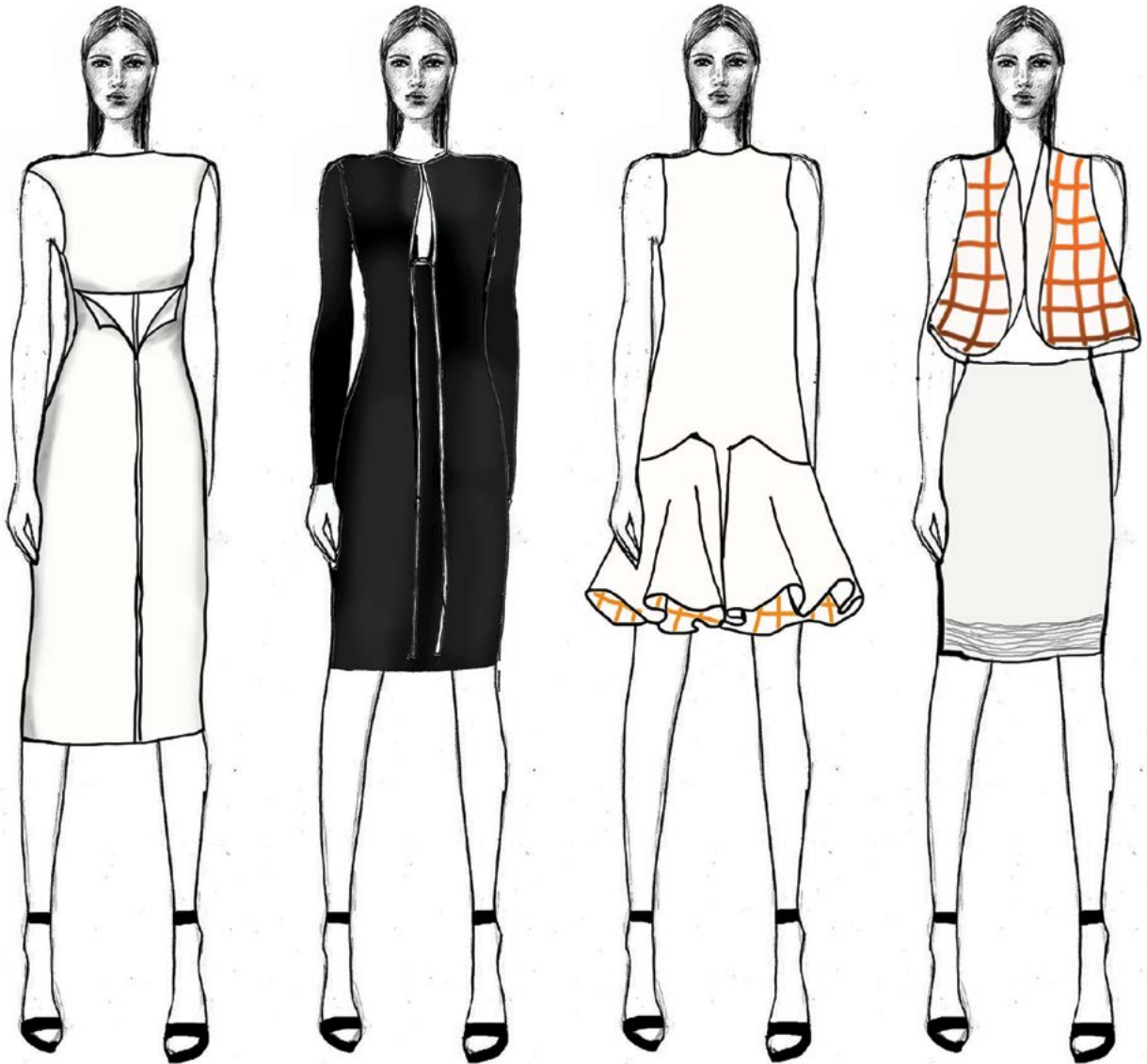


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BOUTIQUE

VORFREUDE COLLECTION



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HYPERREAL COLLECTION



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Emma O'Rourke Bachelor of Design (Fashion Design) Graduate from the Canberra Institute of technology. Her vision is to create wearable, refined and innovative garments for the modern woman. Emma's garments create an interplay between what is real and what we perceive blending ideas of hard and soft, light and dark. This interplay creates a tension that explores the role of design in a contemporary society; being both as an artistic and industrial based process.

Emma engages this contradictory design process by designing her own prints, inspired by natural elements such as wood and marble, and even crushed paper delivered by state of the art digital printing technology.

Strong silhouettes and innovative prints are expressed through drape and form, making each piece a statement in visual language. Fabrics are manipulated by combining cutting edge and traditional processes used on a mixture of traditional fabrics, such as silk, and new techno-materials like scuba knits. These combinations accentuate the textures and core elements of each design.

