



HEATHCLIFF RELLE

SENIOR COLLECTION PORTFOLIO



A POISON TREE

A Poison Tree

I was angry with my friend,
I hid my wrath, my wrath did hide,
I was angry with my foe,
I did not show, my wrath did grow.

And I watered it with tears,
Night and morning with my sigh,
And I feared it with my fear,
And with soft deceitful wiles.

And it grew like a tree and shade,
Till it bore an apple bright,
And my foe beheld it afar,
And he knew that it was mine.

And it bore an apple dark,
No light and fire could it give,
In the morning glad I see,
My foe stretched beneath the tree.

William Blake

There stands an old tree ; cut it down, and you will find something at the roots.

A SENIOR COLLECTION THESIS
BY HEATHCLIFF RELLIE

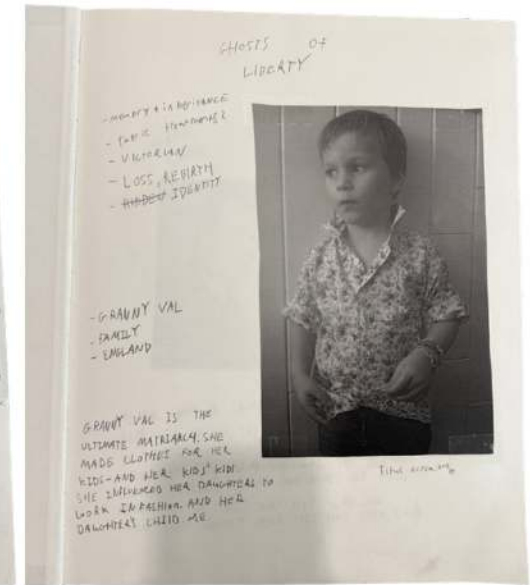
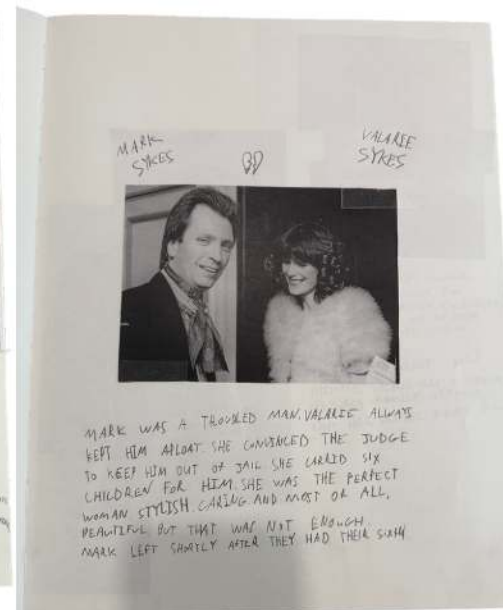
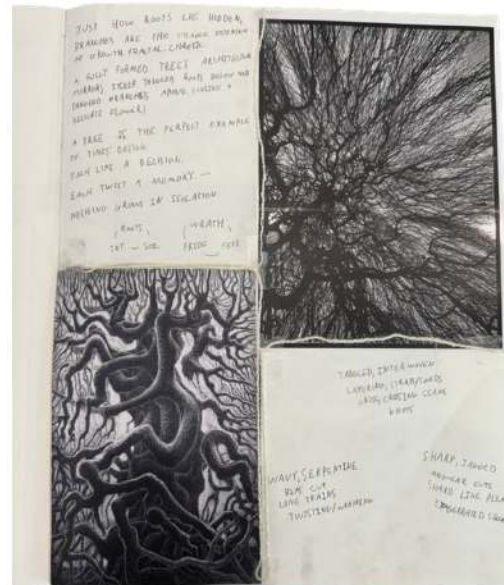
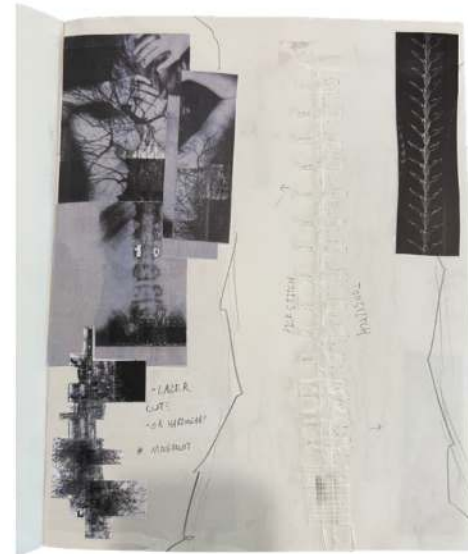
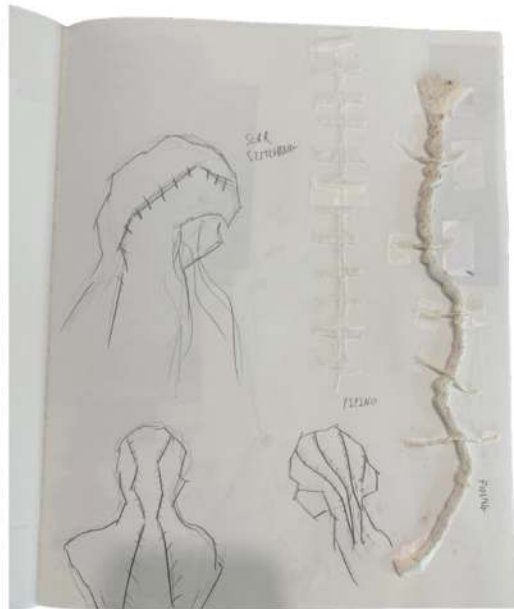
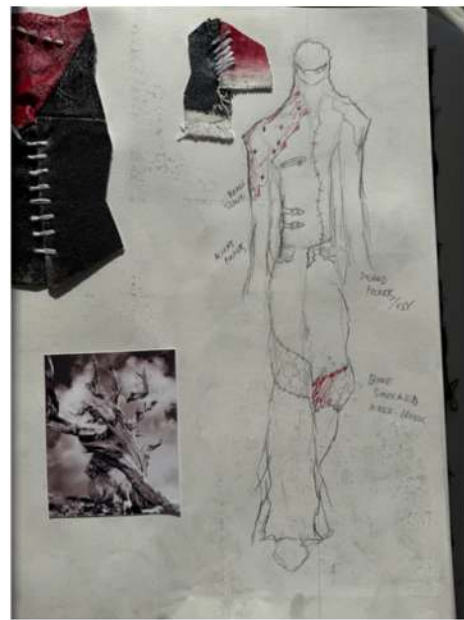
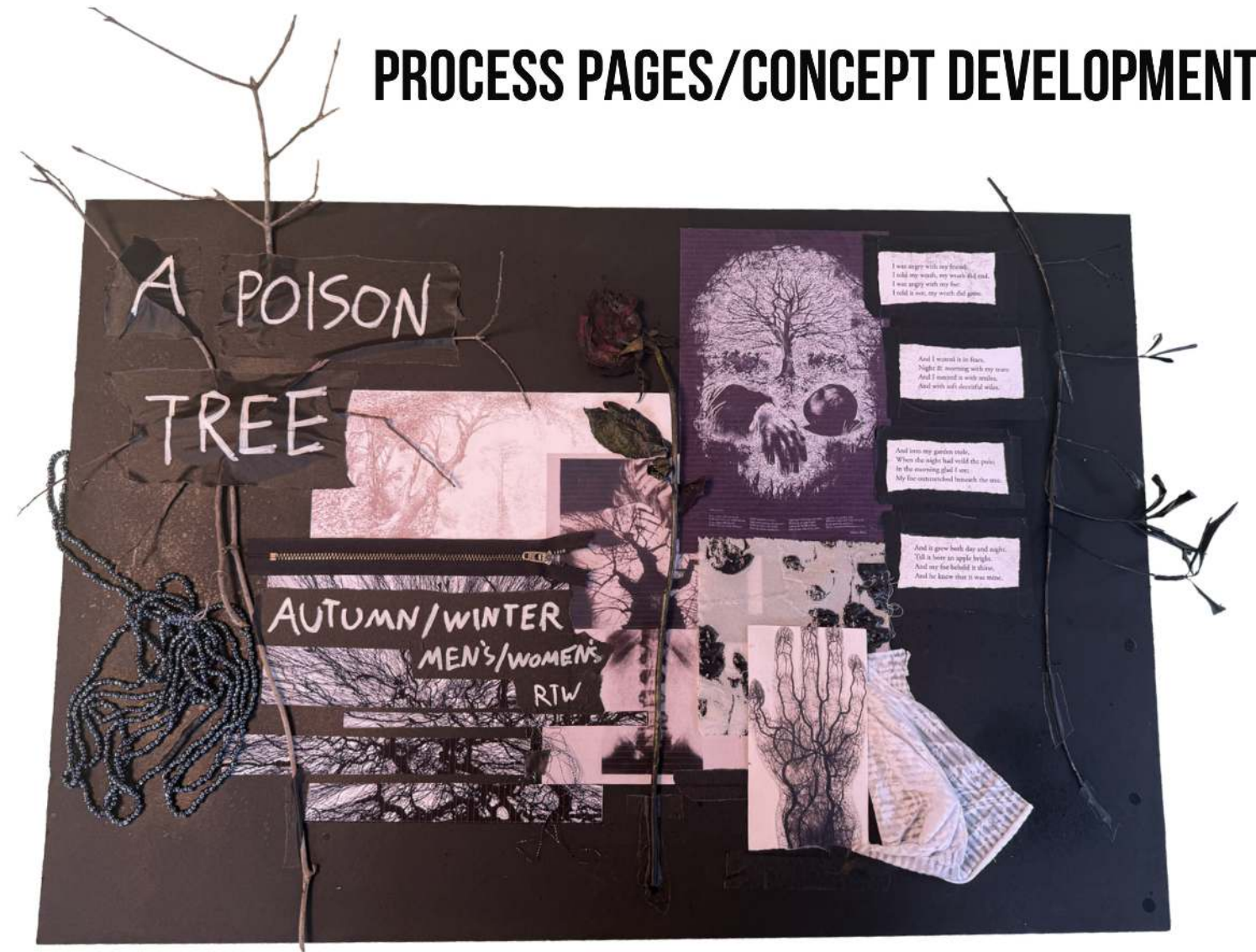


A POISON TREE IS A VISUAL TRANSLATION OF WILLIAM BLAKE'S EVOCATIVE POEM. THE POEM, WHICH SERVES AS A WARNING TO THE READER, EXPLAINS THE IMPORTANCE OF VULNERABILITY, AND HOW ONLY THROUGH RECOGNITION AND ACCEPTANCE OF WHAT HAS HURT US, CAN WE HEAL.

THROUGH THE MEDIUM OF DISTRESSED, IN-HOUSE DYED/DISTRESSED DENIM AND WOOL KNIT, CONTRASTED WITH SHARP TAILORING AND EVENING WEAR DRAPING TECHNIQUES, I'VE SPENT THE LAST YEAR DEVELOPING A UNIQUE DESIGN LANGUAGE AND REASONING.

THIS COLLECTION WAS INSPIRED BY MY BRITISH HERITAGE INTERWOVEN WITH MY DOWNTOWN MANHATTAN UPBRINGING.

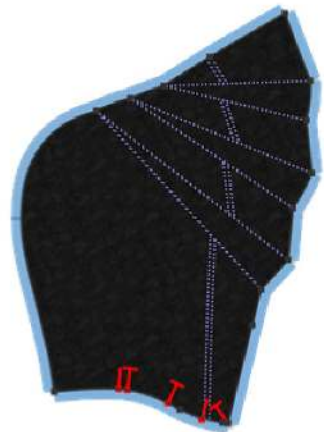
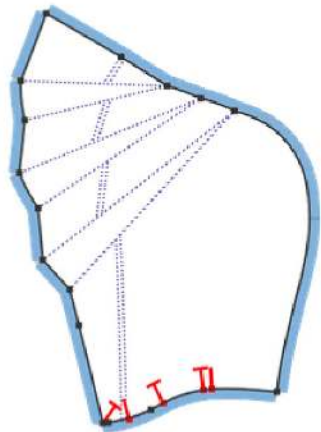
PROCESS PAGES/CONCEPT DEVELOPMENT



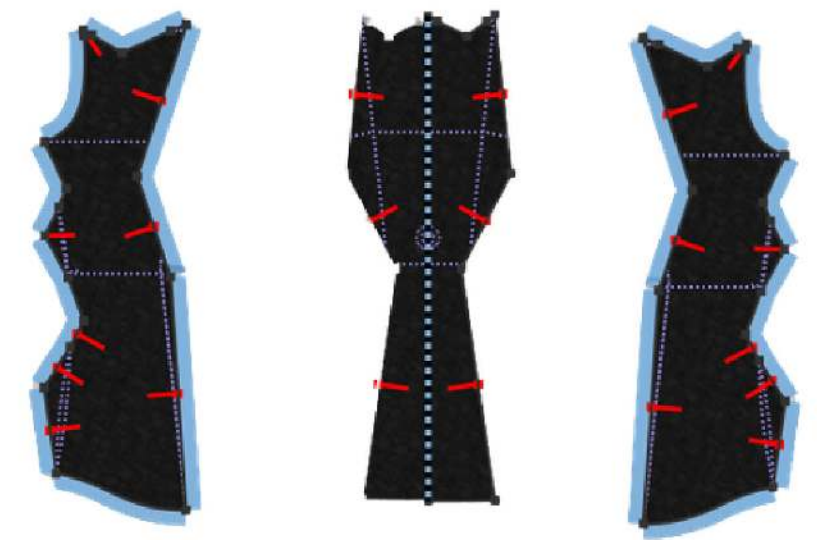
FINAL LINEUP



PLEATED HOOD AND SKIRT DEVELOPMENT



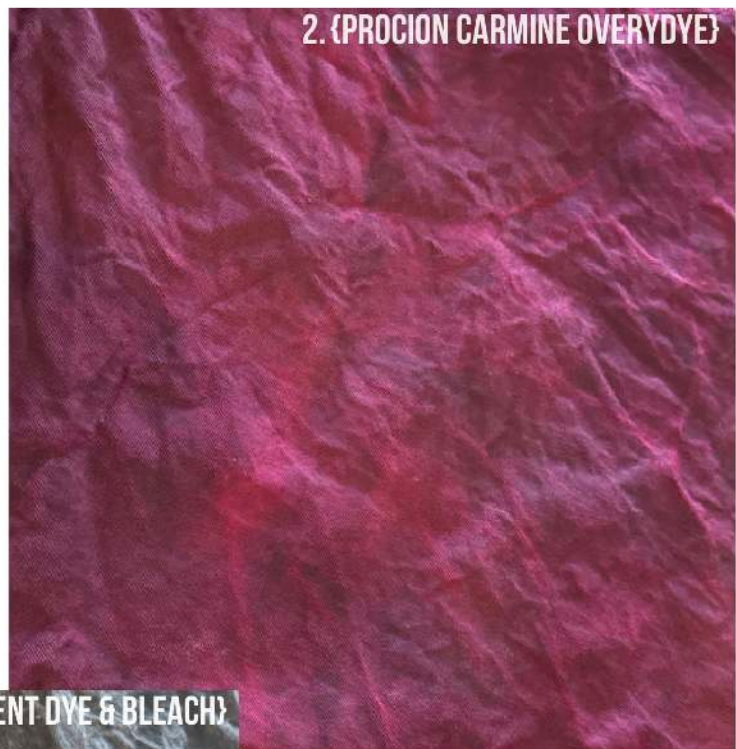
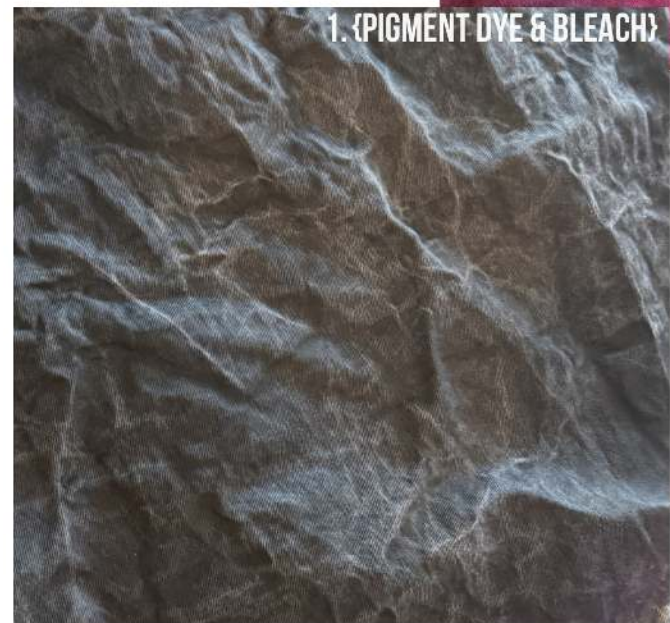
OXFORD SHIRT DEVELOPMENT



TRENCHCOAT DRESS DEVELOPMENT



DENIM DEVELOPMENT



THROUGH MANY ROUNDS OF TRIAL AND ERROR, I DEVELOPED AN INTENSE DENIM TREATMENT INVOLVING PAINT, BLEACH, AND OVERDYE THAT RESULTED IN A ORGANIC "VEINED" SURFACE THAT EVOLVES OVER TIME. THE OXBLOOD HUE CAPTURES THE ILLUSTRATES THE EMOTIONAL INTENSITY OF MY CONCEPT. THE FINAL DETAIL IS THE HAND EMBROIDERED "SCAR STITCHING."

LANVIN

PARIS

X

Heathcliff Rellie

THIS COLLECTION WAS DESIGNED FOR SCAD'S COMPETITION WITH LANVIN AND ARTISTIC DIRECTOR PETER COPPING.

THE THEME WAS TO CARRY LANVIN'S HERITAGE AS THE OLDEST FRENCH COUTURE HOUSE STILL IN OPERATION IN CONJUNCTION WITH A CONTEMPORARY APPROACH.

I TOOK INSPIRATION FROM LANVIN'S EXTREMELY SUCCESSFUL CONTEMPORARY READY-TO-WEAR STYLES, BRINGING THEIR STREETWEAR MOTIFS INTO A COUTURE SENSIBILITY WITH CHIFFON AND CREPE FABRICS.

I LOOKED TOWARDS LISA BONET AND ZOE KRAVITZ AS A MOTHER-DAUGHTER MUSE, IN CONTINUITY WITH JEANNE LANVIN'S STORY AS A CHILDRENSWEAR DESIGNER.

MY PROJECT WAS SELECTED AS A FINALIST.





XYZONLINE DESIGN PROCESS

XYZ3000 SNEAKER



XYZONLINE+

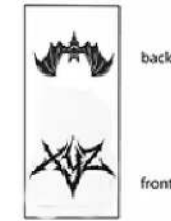
XYZONLINE.US
@XYZONLINEBRAND



Embroidry logo
or print logo (logo too slim)



Woven tongue label



Insole



3D BELT DEVELOPMENT



XYZONLINE MARKETING



CREATIVE MARKETING SHOOT



SUMMER POP-UP IN THE HAMPTONS

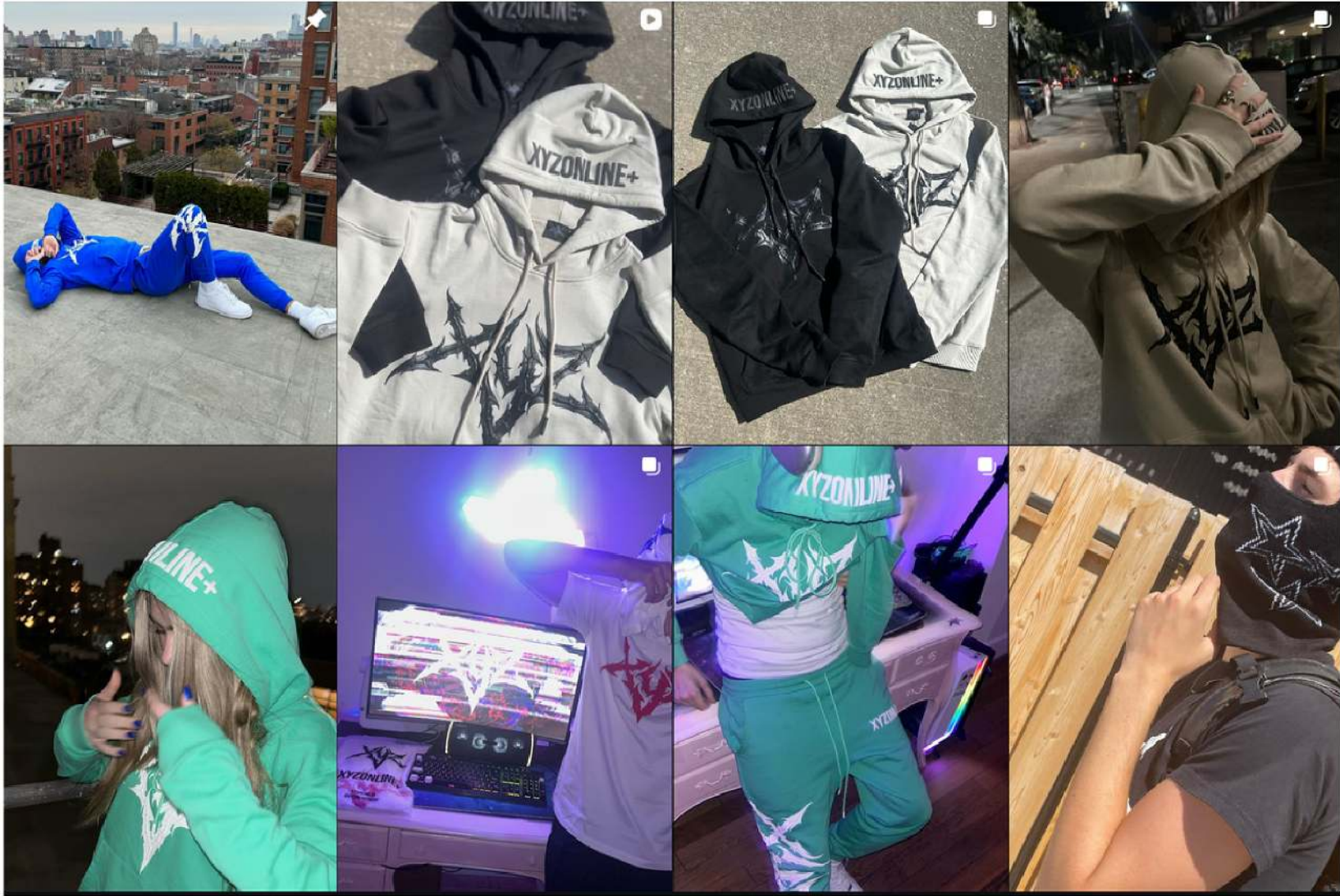


@ATLSMOOK PERFORMING IN XYZONLINE

SOCIAL MEDIA/E-COMMERCE



HIGH CONVERSION E-COMMERCE WEBSITE



SOCIAL MEDIA MANAGEMENT