

TAYLOR

marie

PRESENTS

BEAUTIFUL BODIES

AND

TAYLOR

marie
app



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INTERVIEW

BEAUTIFUL BODIES

WHAT EVOLVED/MOTIVATED YOU TO CREATE A BRAND THAT EMBODIES DIFFERENT WOMEN'S BODIES?

So many things. Firstly - SmartGlamour is not just for womens' bodies, but any and all bodies that want to wear the clothing I sell. This includes non binary folks, femmes, and honestly even cis men if they'd like to wear my items. I don't care much about the gender of my customers - other than making my clothing accessible to them and creating a safe space for them. SmartGlamour was created with the idea that we can combat all the negative messaging, and help people fight off negative body image by helping to correct the two main causes: inaccurate representation of women + femmes bodies in media and how hard it is to find clothing that fits well. By offering a full range of sizes + customizable options, SG clothing is truly for anyone and everyone. Then, we show our clothes on those people - everyone. With zero airbrushing. Reality is good as it is.

HOW DO YOU DESIGN WITH UNIQUE BODY SHAPES? ARE YOUR PATTERNS SIMPLISTIC?

I don't design "for" unique body shapes. I don't design "for" any body shapes. I just make clothing and adjust patterns accordingly. In my opinion, every body is unique. Every size person has encountered a fit problem in their life. SG can fix any and all of them. The patterns can be simplistic, yes - but that's for price point - not for bodies.

Body positivity was founded from fat acceptance. It simply is NOT body positivity if it does not include plus size people. Add onto that disabled people, people of color, LGBTQ+ people - everyone. Bod autonomy and liberation is for all.

OVERALL, WHAT WOULD YOU SAY ARE YOUR SUCCESSES/ THINGS TO TAKE AWAY?

My main success is truly affecting change in people's lives with my clothing. That's the point, the goal, and what makes my hard work worth it. Seeing people wear things for the first time they didn't think they could. Finally have pants or a swim suit that fits. Finally feeling lovely - whatever that means to them - in a garment that they never had access to before. Those are my successes.

WHAT ARE YOUR FUTURE GOALS?

My long term future goals are to open retail locations across the country - where people of all sizes and shapes can shop together and experience custom fit clothing at a fair price. Promoting slow fashion, ethical production, and fashion that is truly for all.

HOW DO YOU/CUSTOMERS FEEL ABOUT THE SIZING SYSTEM TODAY/ IN GENERAL?

Size charts will never be ideal. Because people are varied. But with mass manufacturing - they're what we have. I would like to see more ethical production processes which would lead to more accountability and therefore better fit.

WHAT MATERIALS DO YOU USE? HOW DOES THIS EFFECT THE CUSTOMER?

The most common fabric we use are jerseys - cotton spandex blends, cotton span rayon, cotton poly span etc. We also use a lot of cotton sateens, ponte, scuba, stretch cotton twill, etc. I want my customers to be comfortable, to have clothes that will last and are easy to care for, and aren't too expensive. That all goes into my fabric decisions.

WHAT'S YOUR TURN AROUND RATE? (CUSTOMER ORDER TO SHIPPED)

Production time is 14-21 business days. Ship time is 2-5 for domestic and 7-21 for international.

YOU WORK HARD TO HAVE FAIR WORKING WAGES, AND THUS CREATES YOUR PRICING. DO YOU WANT TO TALK ABOUT THAT EXPERIENCE?

For me, ethical fashion has many meanings - it means fair wages, ethical pricing, accessibility, and so on. The point of SG is to be radical and hopefully revolutionary - in order to do so, it must be accessible - in order to be accessible, prices must be fair. I keep my mark up low + reasonable and I keep it transparent by having the break down on my site for customers to see.

HAS YOUR DEMOGRAPHIC REACHED BEYOND NYC WOMEN? IS IT POSSIBLE TO BE INTERNATIONAL?

Yes - my customers are from all over the country - almost every state. And it's already international. Im very often shipping to Canada, Australia, New Zealand, France, England etc but have also shipped to Jamaica, Malaysia etc (off the top of my head.)

HOW DO YOU SEE THIS IDEOLOGY OF BODY EMPOWERMENT EXPANDING/EVOLVING?

Hopefully to continue to be more and more inclusive. I don't have much hope for large corporations to care to learn but if smaller brands like mine keep pushing, the world at large will have to follow.

DO YOU THINK IT'S REALISTIC FOR THIS CUSTOM, BODY-POSITIVITY CLOTHING TO BE EXECUTED WITHOUT PLUS SIZE WOMEN?

No no no.

PRIMARY RESEARCH

BEAUTIFUL BODIES



SECONDARY RESEARCH

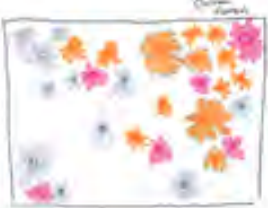
BEAUTIFUL BODIES



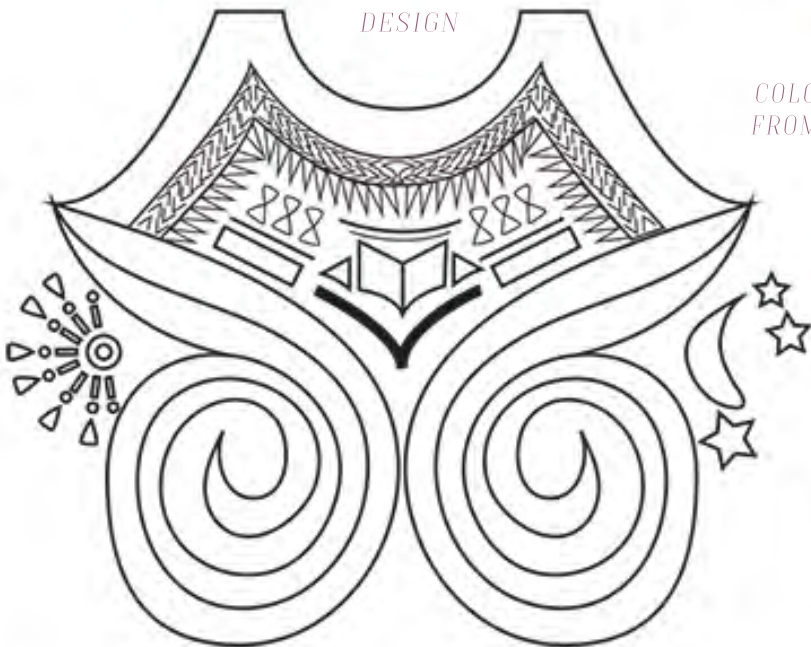
PROCESS

BEAUTIFUL BODIES

FABRIC MANIPULATION DEVELOPMENT



CHEST TATTOO BIB
DESIGN



COLLAGE USING FISH IMAGE



COLOR STORIES
FROM PICTURES



TRIM DEVELOPMENT

TAYLOR

made

COLOR PALETTE

BEAUTIFUL BODIES



RASPBERRY
PANTONE 7647 C



CREME
PANTONE 7527 C



WHITE
PANTONE 663 C



BLACK
PANTONE BLACK
6C



GREY MIST
PANTONE 538 C



STEEL BLUE
PANTONE 536 C



DENIM
PANTONE 7672 C



NAVY
PANTONE 287 C

COLORS WERE CHOSEN WITH NEUTRALS OF BLACK, WHITE, CREME, AND GREY. BLUE AND PINK WERE CHOSEN BY THE COLOR OF VEINS.

FABRIC SWATCHES

BEAUTIFUL BODIES



BLUE SILK TAFFETA



BLUE DENIM



BLUE SILK TAFFETA



WHITE SILK TAFFETA



WHITE RAW SILK



WHITE ORGANZA



WHITE CHIFFON



WHITE VISCOSE



WHITE SILK FILL



WHITE DOUBLE FACED SATIN



BLACK SILK FILL



BLACK GEORGETTE



RASPBERRY SILK ORGANZA



FABRIC MANIPULATIONS

BEAUTIFUL BODIES



FABRIC PAINTING WITH
BEADING, EMBROIDERY
AND SEQUINS ON
ORGANZA



BEADED
COTTON

COFFEE DYED COTTON WITH WOOL
ROVING



WOVEN COTTON TWILL TAPE, ELASTIC,
WOOL ROVING, AND BEADS



COTTON TWILL
TAPE WITH
BEADING AND
ORGANZA
PETALS



ELASTIC CORDING WITH
EMBROIDERY THREAD
ON STRETCH COTTON

DENIM WITH FAGGOTING



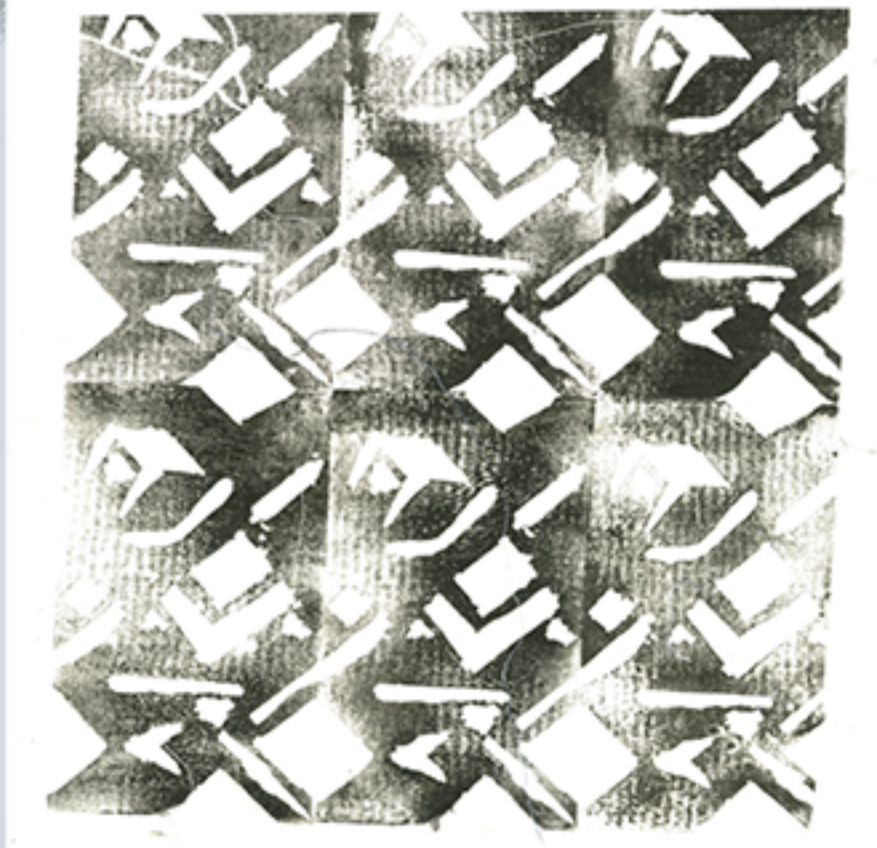
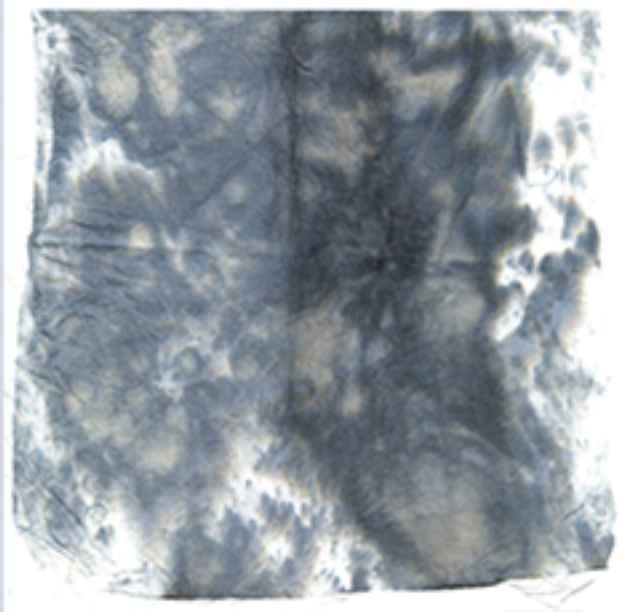
DENIM WITH CURVED SEAM



*ZIGZAG
SMOCKING*



SPECKLE DYE ON COTTON



*INK BLOCK PRINTED ON
COTTON
(HALF-SCALE)*

*ALL MANIPULATIONS LIVE
[CLICK HERE](#)*

FABRIC DRAPING

BEAUTIFUL BODIES



SKETCHES

BEAUTIFUL BODIES







THE COLLECTION

BEAUTIFUL BODIES



[illegible]

ILLUSTRATIONS
BEAUTIFUL BODIES









STATEMENT

BEAUTIFUL BODIES

I am challenging multiple facets of the fashion industry with the focus of body empowerment. After visiting the Chicago Field Museum's Tattoo exhibit, I found inspiration on how art can be so beautiful, unique, but mainly specific to that one individual's body. This art told a story, whether it was their heritage, their location, or their interests, the designs and curves wrapped only around that one skin.

Therefore, I researched more about cultural/tribal tattoos as well as African body paint. Richmond Tattoo wrote, "...traditional Maori, Polynesian, and Samoan tattoo styles. In their respective cultures, these tattoos were used to identify wearers as members of a specific tribe, displayed their social status, and in some cases were employed in medicinal and religious rituals."

And Apolynesian Tattoo wrote, "The tattoos and their location on the body were determined by one's genealogy, position within the society and personal achievements. According to the culture of Maori, all high-ranking Māori were tattooed, and those who went without tattoos were seen as people with lowest social level."

Translating this one-of-a-kind body art into fashion meant only one thing, couture. Besides the fact that my designs are hand-crafted and fitted to the client, the clothing embraces different parts of the body. These designs highly emphasize tailoring and body-sculpting prints that remain inconsistent to the next order. Materials include hand painting, hand dying, beading, hand embroidery, needle felting, and more. The color theory for this collection consists of neutrals (white, black, tan, grey) with a touch of fuchsia and blue colors specked from the body itself.

Taylor Marie. A fresh, sustainable brand that customizes and styles any urban, artistic women of any size or age that also accommodates for any occasion or mood.

Taylor Marie begins with the client entering their own measurements, which eliminates the inconsistent sizing system of most companies. Next, they move onto the online shopping phase, available on website or the Taylor Marie app. From there, they can shop the most recent collection of designs that have eccentricity and adventure and have their clothes shipped to their house. They can also customize the color, fabric, details or fastenings.

The Taylor Marie app's Style page allows the client to view all Tay Marie purchases they have made. Here, they can also access the Taylor Marie personal styling page. Never done before, the client may enter their mood, occasion, and weather to formulate different ensembles for the client. And the most innovative part is that the Taylor Marie app can also be paired with Amazon's Alexa to online shop or style outfits by voice activation.

Taylor Marie breaks the fashion industry norms by revolutionizing it. Couture is hardly a new concept, however it's still fresh for e-commerce, and especially rebellious against fast fashion. And unlike fast fashion, it also requires better human rights, less waste, and stronger durability of clothing. Which is why 10% of profits will go towards various charities that help empower women internationally. From the genesis of a design, to the application of styling, Taylor Marie is an ultimate game changer. Clients can now feel like themselves because they are finally treating and tailoring for themselves.

TAYLOR
madre

<https://vimeo.com/217435589>



VIDEO

the brand and



splash page

TAYLOR

maxie

sign in

••••• LTE 9:41 AM 100%

TAYLOR

madre

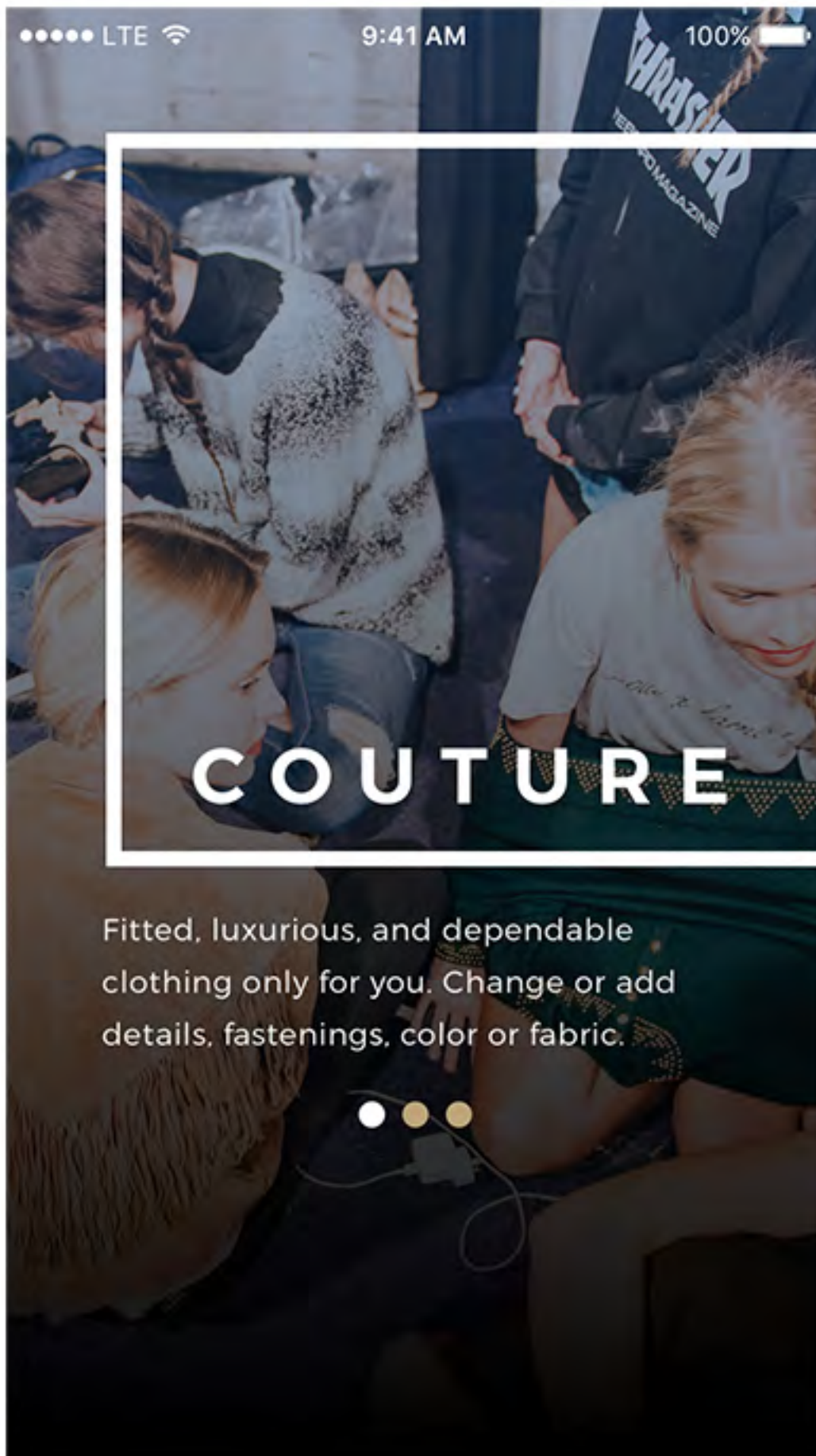
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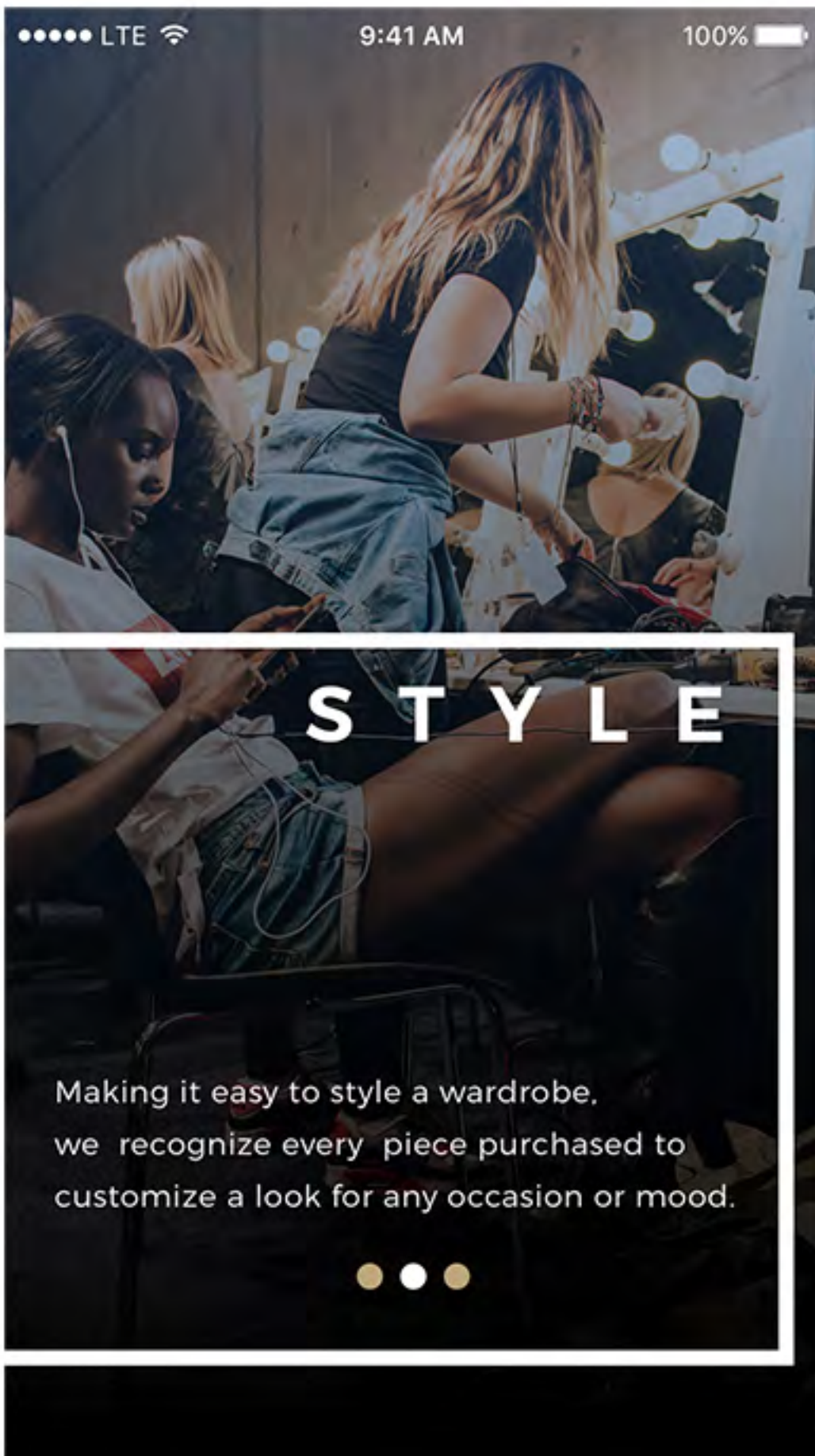
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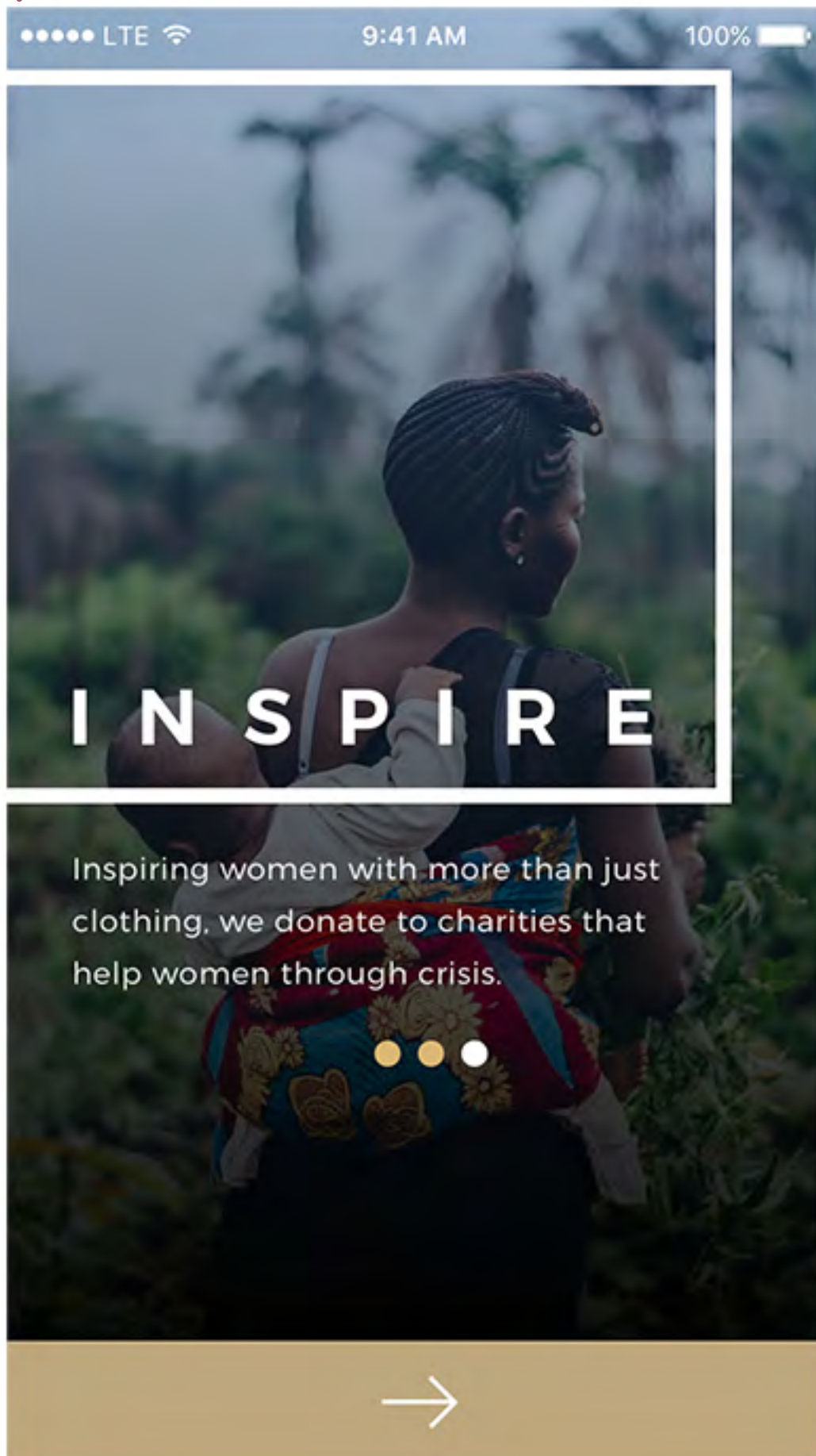
Forgot password?

SIGN IN

Don't have an account? Sign Up

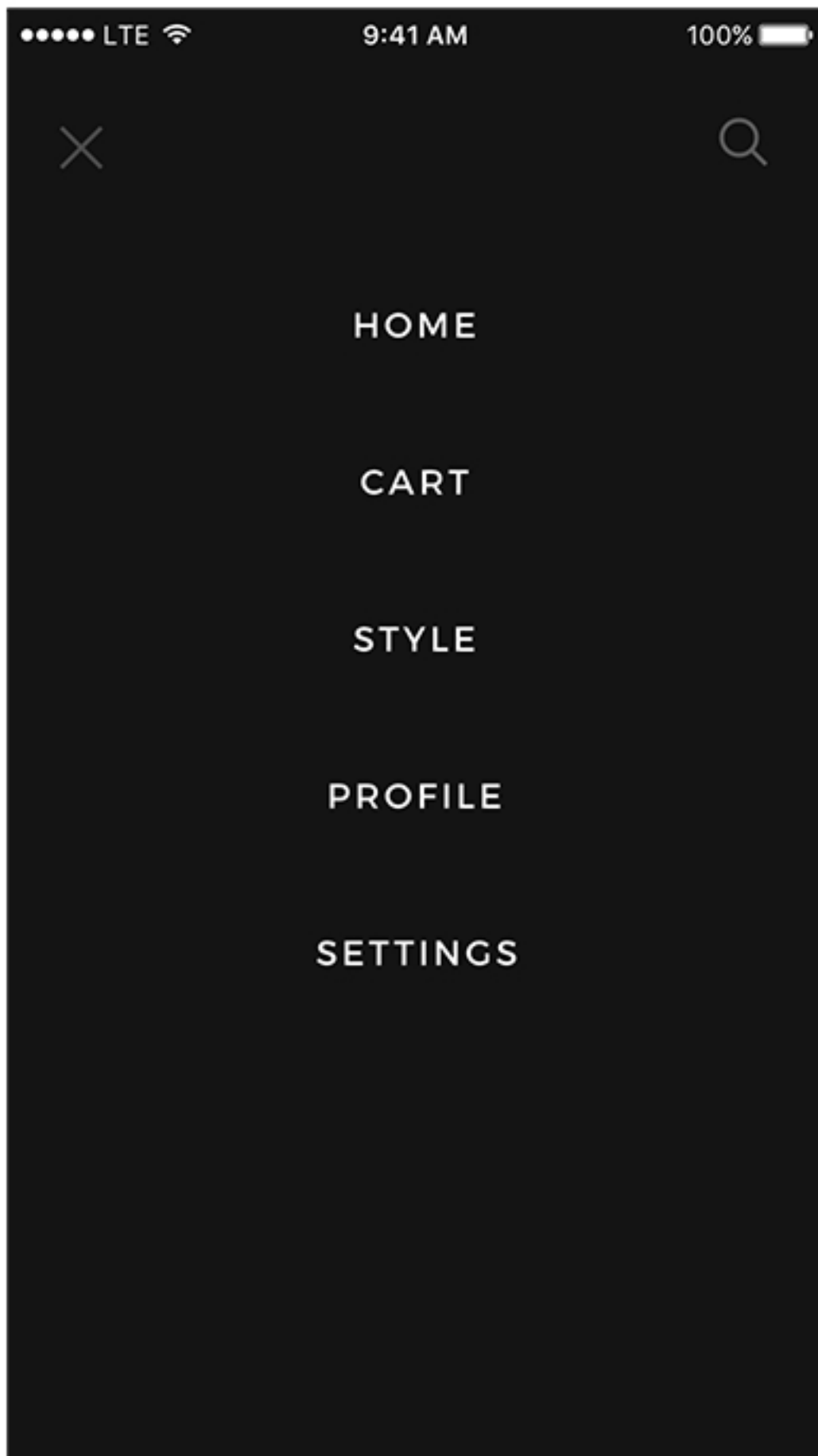








menu



new product page



Cocktail, Sophisticated, Artistic, Date Night,
Streetwear, Sunny, Evening, Spring, Summer



PERFECT WITH
PREVIOUS PURCHASES

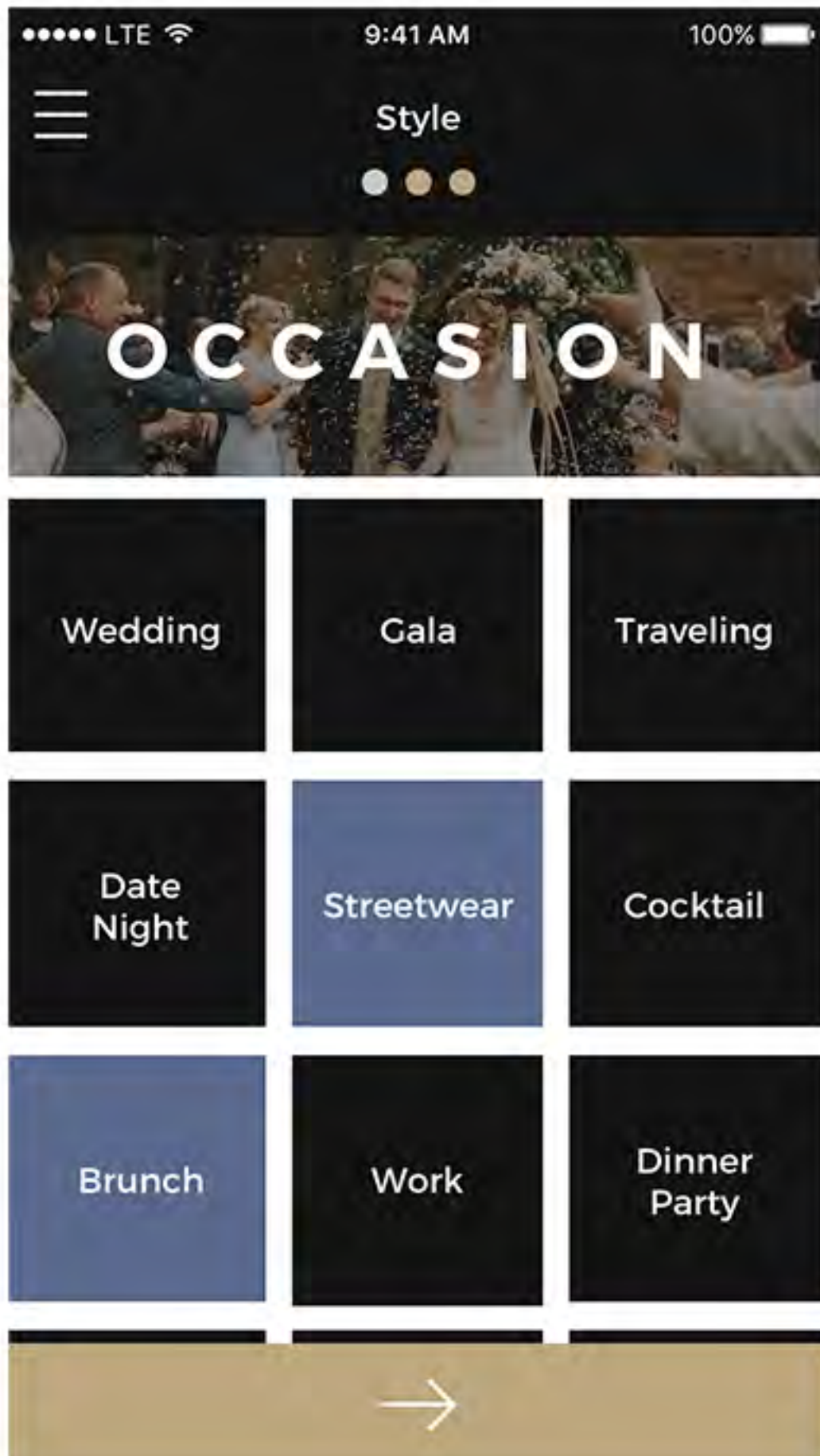


REQUEST FITTING

ADD TO WISH LIST



style-occasion filter







TAYLOR

Mame

THANKS TO

felice de costa

nicole aaga

nachia lindquist

bj fabris

chicago field arsona