Hello and welcome!

SOFTLY STUDIO



This brief is designed to help you create a beautiful Spring collection, ready for licensing or selling on Print on Demand. Use as much or as little of the brief as you like! If you have a different target audience or prefer using your own signature colour palette, go for it. This is your collection, so make it yours! I can't wait to see what you create!

Lahni x

How to use the brief:

Moodboard Magic

Start by creating a moodboard using the prompts and colour palette provided. This will help you define the look and feel of your collection before jumping into the design process.

Create Your Motifs/Design Elements

Use the moodboard as your guide to sketch or digitally create your design elements and motifs. These will become the foundation of your hero prints, co-ordinates, and blenders, so make sure they reflect the style and mood you're aiming for.

Create Your Collection

Decide if you want to create a mini collection (4-5 prints) or a full collection (8-12 prints). Then, design your hero prints, co-ordinates, and blenders to complete the look. Focus on creating prints that complement each other while also being strong on their own.

Scale and Colour Matter

Consider the end product and scale your designs appropriately. Use a variety of base colours to keep each print unique, and don't be afraid to create multiple colourways or scales—especially for POD platforms!

Presentation is Key

Once you've designed your collection, present it on a mock-up page. Keep it simple—less is more! Highlight your hero pieces and let your collection shine.

Pitching tip!

You don't need a full portfolio to make an impact. Yes, you can pitch just this one collection, and it could be the one that gets your work licensed!

IN THIS BRIEF YOU WILL FIND:
Prompts, target customer, colour palette when to pitch & hashtags.

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DESIGN BRIEF

Spring Collection

This brief is designed to help you create a cohesive Spring collection, ready to pitch and license your work or sell on POD.

How it works:

Use the prompts below to create 1-2 hero prints, then build out 2-3 complex co-ordinates and 2-3 simple blenders to complete your collection.

Prompts:

- Wild Daisies
- Dewdrops
- Birds in flight
- Meadow flowers
- Leaves
- Rainy days
- Bees & honeycomb
- Strawberry Fields
- Butterflies
- Textured stripes
- Gingham
- Tulips
- Bunnies
- Rainbows

When to pitch?

Pitch for licencing - March/April
Load on POD - Sept/Oct

Target Customer:

Design a range of patterns for girls aged 1-8, with fun, playful designs that kids will love and parents appreciate for their practicality and style. Picture these patterns on Spring twirl dresses and leggings, allowing girls to express their personality.

Colour Palette:

#F8D4D8	#DF9296	#FBB999	#D2E4D9	#9FC8BB	#6A817C
#F6E3B1	#F5C27A	#C29067	#E4C9E5	#B7CEDA	#404452

Hashtags

Don't forget to share your work!

#softlystudiobriefs

#flowers #floral #botanical #wildflowers #springtwirldresses #springdresses #girlsfabric #springfloral #kidsdesign #kidspattern #spoonflowermakers #spoonflowermaker #makersgonnamake #licensingartist #availableforlicensing

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