



# S—P

SIMONE PARKER

AUSTRALIA

# MCC – Fashions on the Field 2023

## Emerging Designer Awards

### Design Style

I describe my Design Style as “Couture with a vintage edge”. It embodies a deep commitment to slow fashion and minimising the fashion industry’s impact on the environment. My work is thoughtfully designed to enhance the body, whilst being beautifully made with an eye for detail, constantly striving in a small way to emulate past doyens of haute couture design such as Charles James, Valentino and Vivienne Westwood.

I’ve always been fascinated by cloth. To me it has a language – a narrative of social and personal identity. Equally important is my appreciation of handcrafts; skills passed on from generation to generation. I like to reinterpret handcrafts, to incorporate them into a garment in a way that creatively expresses them and makes them modern and edgy. I use natural fibres, deadstock and repurposed fabric from preloved garments or household linens.

It has always been my vision that to wear a piece of thoughtfully designed and beautifully made clothing carries the legacy of a deeply held tradition that values cloth and clothing. And importantly, through the wearing of each piece, there is a gentle reverence for slow making and quality that endures.

# Background and Education

Australian and international fashion styling workshops gave me a deeper understanding of body shapes and how to enhance or accentuate the silhouette. This foundation led me to successfully establish my own fashion styling business in Brisbane, working with private clients, running workshops and hosting and organising major fashion events. After relocating to Perth, I studied a Bachelor of Design (Fashion) at Edith Cowan University, receiving numerous Letters of Commendation from the Executive Dean for Pattern Construction, Draping and Construction and Fashion Project 2 (end of year runway collection). I'm also now studying a Certificate IV in Applied Fashion Design and Technology – South Metropolitan TAFE WA developing skills in electronic fashion design (CLO 3D, Illustrator), pattern grading (Gerber), advanced tailoring techniques and fashion business marketing. My drive is to understand all aspects of fashion design and how to successfully run a fashion business both nationally and internationally.

School of Arts and Humanities



18 May 2022

MOUNT LAWLEY CAMPUS

2 Bradford Street, Mount Lawley  
Western Australia 6050  
☎ 134 328

[www.ecu.edu.au](http://www.ecu.edu.au)

ABN 54 361 485 361 CRICOS IPC 00279B

Dear Simone

Student Number: 10526197

On behalf of the School of Arts & Humanities, I write to congratulate you on achieving outstanding results in the following unit/s:

FAS2401 Drape and Construction

You have worked very hard and successfully to achieve this outstanding result from your studies with us. Your personal achievement is richly deserved and one of which you should be proud. You should draw on this success for inspiration in coming semesters.

Your commitment is deeply appreciated by the academics who teach you: it is also a reward for their work. On their behalf, I thank you for the dedication you have shown.

I wish you all the best for your future studies and I know that, regardless of the marks you achieve, you will be an outstanding graduate one day, confident of your abilities and proud to have done so well at ECU.

Congratulations once again on your tremendous academic achievement.

Yours sincerely

Professor Matthew Allen  
Executive Dean, Arts and Humanities

School of Arts and Humanities



7 February 2023

MOUNT LAWLEY CAMPUS

2 Bradford Street, Mount Lawley  
Western Australia 6050  
☎ 134 328

[www.ecu.edu.au](http://www.ecu.edu.au)

ABN 54 361 485 361 CRICOS IPC 002795

Dear Simone

Student Number: 10526197

On behalf of the School of Arts & Humanities, I write to congratulate you on achieving outstanding results in the following unit/s:

FAS3206 Fashion Project 2

You have worked very hard and successfully to achieve this outstanding result from your studies with us. Your personal achievement is richly deserved and one of which you should be proud. You should draw on this success for inspiration in coming semesters.

Your commitment is deeply appreciated by the academics who teach you: it is also a reward for their work. On their behalf, I thank you for the dedication you have shown.

I wish you all the best for your future studies and I know that, regardless of the marks you achieve, you will be an outstanding graduate one day, confident of your abilities and proud to have done so well at ECU.

Congratulations once again on your tremendous academic achievement.

Yours sincerely

A handwritten signature in black ink, appearing to read 'M Allen'.

Professor Matthew Allen  
Executive Dean, Arts and Humanities

School of Arts and Humanities



7 February 2023

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Western Australia 6050

☎ 134 328

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ABN 54 361 485 361 CRICOS IPC 00279B

Dear Simone,

Student Number: 10526197

On behalf of the School of Arts & Humanities, I write to congratulate you on achieving outstanding results in the following unit/s:

FAS2107 Pattern Construction

You have worked very hard and successfully to achieve this outstanding result from your studies with us. Your personal achievement is richly deserved and one of which you should be proud. You should draw on this success for inspiration in coming semesters.

Your commitment is deeply appreciated by the academics who teach you: it is also a reward for their work. On their behalf, I thank you for the dedication you have shown.

I wish you all the best for your future studies and I know that, regardless of the marks you achieve, you will be an outstanding graduate one day, confident of your abilities and proud to have done so well at ECU.

Congratulations once again on your tremendous academic achievement.

Yours sincerely

A handwritten signature in black ink, appearing to be 'M. Allen', written in a cursive style.

Professor Matthew Allen  
Executive Dean, Arts and Humanities





This certificate has been awarded to **SIMONE GRAVETT**  
for attending the **SUSTAINABLE FASHION**  
Saturday intensive workshops

September 2020

Justine McKnight  
Coordinator of Fashion  
School of Arts and Humanities  
EDITH COWAN UNIVERSITY

Fashion at ECU





# Certificate of Completion

*This is to certify that*

Simone Gravett

*has successfully completed The Stylist Workshop  
with Style My London, specialising in  
Personal Styling*



  
\_\_\_\_\_

*Tanja Mrnjaus*  
Style My founder

  
\_\_\_\_\_

*Elin Mai*  
Style My founder



# PR and Awards

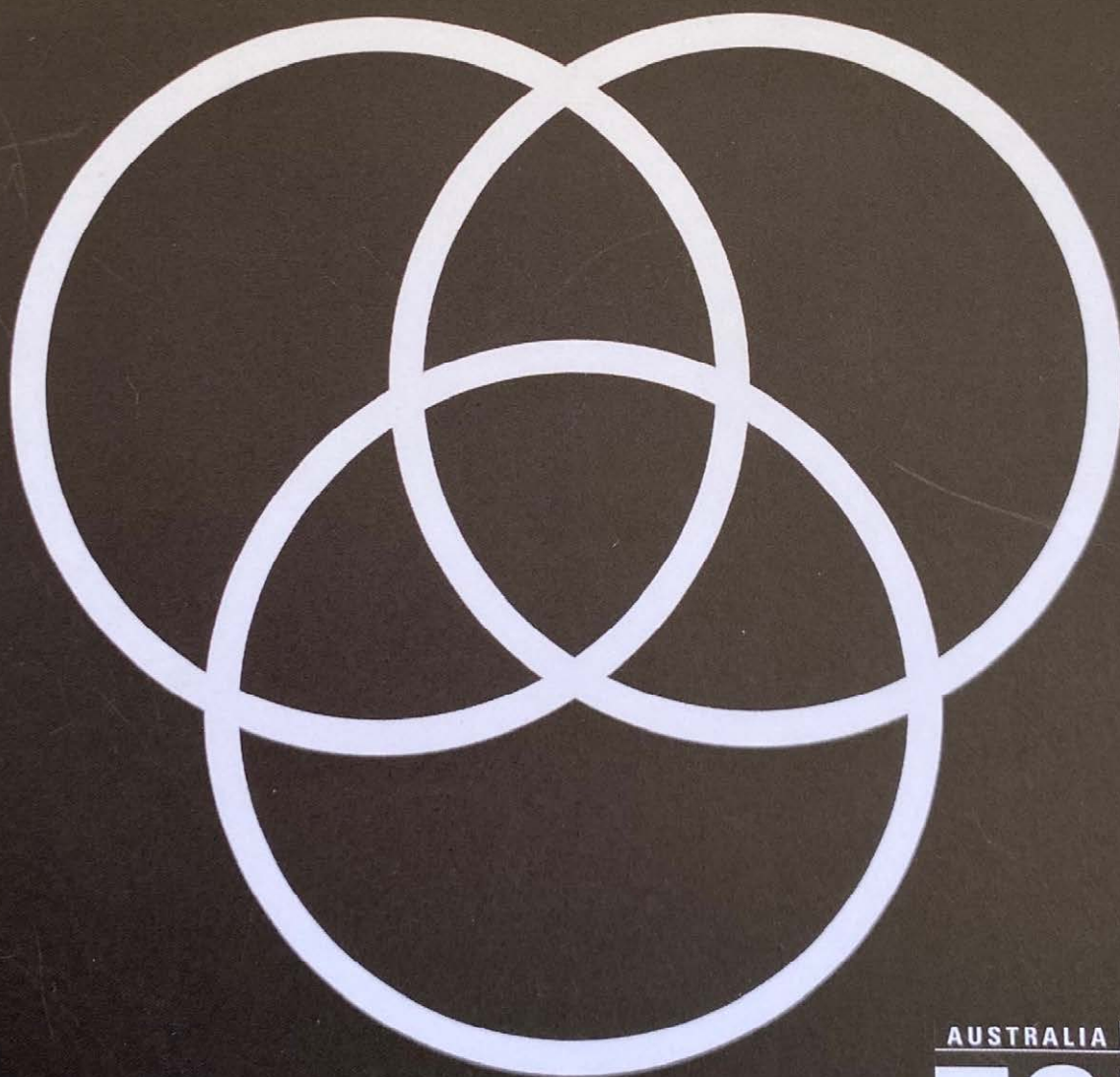
In conjunction with my ECU end of year collection, with judging by fashion industry professionals, I won a photoshoot with well-known Perth photographer Stephen Heath. My work was featured in a double page spread in Arts Hum Magazine in 2022.

I was awarded [Privé Fashion Platform](#) - WA Designer to Watch in both 2021 and 2022, and in both years my designs opened the runway event. My designs were also showcased on promotional material for future events and via social media.

Having previously established a Brisbane-based fashion styling business under the name [Ma Belle Allure](#), but now building a brand around my creative design energies, I am currently working through a rebranding process. My new website and social media pages will launch later this year, under the name **S-P Australia**. I have not yet refocussed my [LinkedIn](#) profile and an update of this will coincide with the launch of my new brand. My [Instagram](#) and [Facebook](#) social media accounts feature my current design-focussed content but have not yet been transitioned into my new brand name.

# ARTS HUMANITIES

20  
22



AUSTRALIA |  
**ECU**  
EDITH COWAN UNIVERSITY





**SIMONE GRAVETT**

**2022**

PHOTOGRAPH BY CANDY LAW







# CONGRATULATIONS

# Simone Gravett



ecu fashion 221101 lookbook

I thoroughly enjoyed shooting your studio collection and  
look forward to taking your collection on location in 2023  
Let's set up a consultation and develop a shoot plan.



0409 546 475

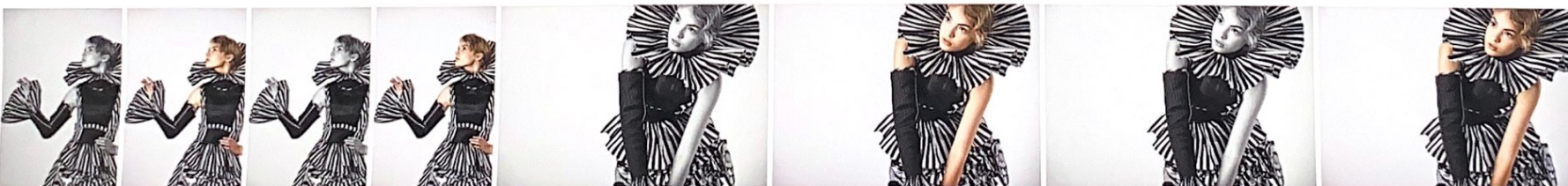
ecu fashion 221101 lookbook

# STEPHEN HEATH

# PHOTOGRAPHY



ecu fashion 221101 lookbook



ecu fashion 221101 lookbook 168-(PRINT ONLY)-2

**WA DESIGNER TO WATCH**  
**CERTIFICATE OF ACHIEVEMENT**

**THIS IS PRESENTED TO**

**SIMONE GRAVETT**

For being selected as one of five winning designers  
to be showcased at Privé Fashion Platform 2021.



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**JUVELLE BEHRENDORFF**

Producer & Stylist



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**JONTÉ MORGAN**

Producer & Designer



2022 APPLICATIONS NOW OPEN

# WA DESIGNER TO WATCH



PRESENTED BY PRIVÉ FASHION PLATFORM, PERTH  
RACING



SIMONE GRAVETT  
ECU

# WA DESIGNER TO WATCH

## ABOUT

Privé Fashion Platform (est. 2016) is a WA Fashion focused Runway celebrating designer womenswear, menswear, accessories and millinery.

An all-inclusive event supporting our Fashion industry showcasing what WA creatives have to offer!

## APPLICATION PROCESS

We invite each fashion course in Perth to submit five student applications to be judged by a panel of distinguished industry experts.

One student from each fashion course will be selected to represent and showcase their garment at this year's Privé Fashion Platform.

## PRIZE

Each winner will receive:

- Outfit modelled on Runway at this year's event worn by Chadwick model alongside Designer
- 2 tickets to the event, designer + 1 (value \$180)
- \$300 Perth Racing Event Voucher
- Bottle of G.H.MUMM Champagne
- Professional photography & individual outfit
- Certificate of achievement



**WA DESIGNER TO WATCH**  
**CERTIFICATE OF ACHIEVEMENT**

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**SIMONE GRAVETT**

For being selected as one of five winning designers  
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**JUELLE BEHRENDORFF**

Producer & Stylist

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**JONTÉ MORGAN**

Producer & Designer

2023 APPLICATIONS NOW OPEN

# WA DESIGNER TO WATCH



PRESENTED BY PRIVÉ FASHION PLATFORM  
SPONSORED BY PERTH RACING



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# APPLICATION

## THEME: **METAMORPHOSIS**

THE THEME OF "METAMORPHOSIS" INVITES YOU TO EXPLORE THE CONCEPT OF TRANSFORMATION AND CHANGE. ONE CAN INTERPRET THIS THEME IN VARIOUS WAYS, WHETHER IT'S THROUGH EVOLVING SILHOUETTES, INNOVATIVE FABRIC MANIPULATIONS, OR SYMBOLIC REPRESENTATIONS OF PERSONAL GROWTH.

THIS THEME ENCOURAGES CREATIVE EXPERIMENTATION, INCORPORATING ELEMENTS LIKE VIBRANT COLOURS, TEXTURES, AND PATTERNS TO CAPTURE THE ESSENCE OF TRANSFORMATION.

IT OFFERS AN OPPORTUNITY FOR DESIGNERS TO SHOWCASE THEIR ABILITY TO REIMAGINE AND REINVENT FASHION, TAKING INSPIRATION FROM THE PROCESS OF METAMORPHOSIS ITSELF.

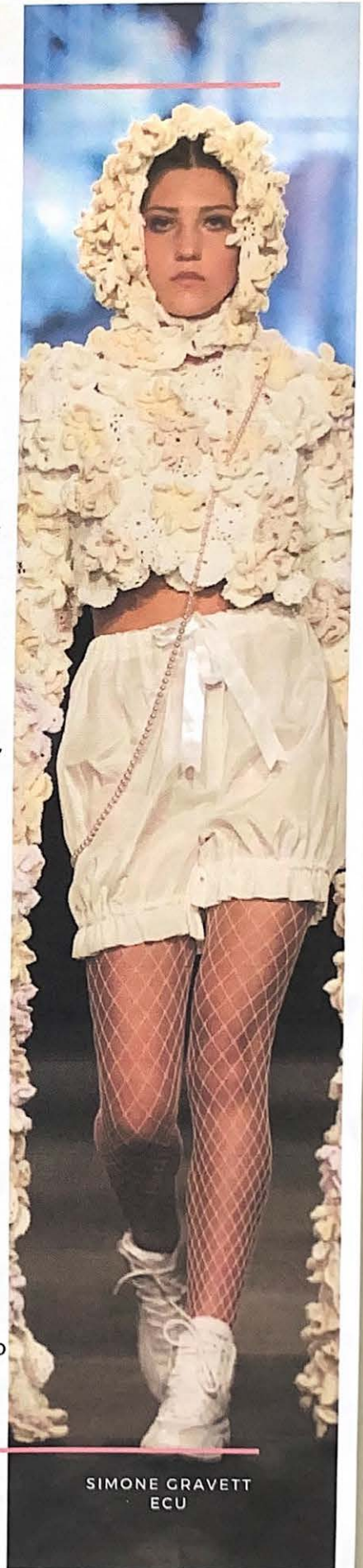
(NOTE: DESIGNS ARE NOT REQUIRED TO SUIT RACEWEAR, PRIVÉ FASHION PLATFORM IS DESIGNER FASHION FOCUSED)

## SUBMISSION

*Electronic submissions only*

- Concept Board (illustrations optional)
- Full length front & back photos of look on body or mannequin
- 3 detail images
- Artist statement including link to theme & garment inspiration (80 words)
- Method & Materials (80 words)
- Male or Female Model & garment size fit (estimated Bust, Waist, Hip measurements)

The 5 chosen submissions of representation need to be emailed through by course facilitator by:  
18th August 2023



SIMONE GRAVETT  
ECU

# Work Showcase





































SPRINKLER STOP  
VALVE INSIDE

Combined Fire Hydrant  
and Sprinkler Booster

Combined Fire Hydrant  
and Sprinkler Booster















