BLOOM.

ABOUT ME

My name is Phillipa Signorelli, and I am an emerging fashion designer based in Sydney. I have recently graduated from Whitehouse Institute of Design and completed a Bachelor of Design specialsing in Fashion Design. I am now furthering my studies and completing my Honours in Fashion & Textiles at the Univeristy of Technology Sydney (UTS) and in my final months.

I went straight into studying after completing high school in 2021 at MLC School, where I was recognised as a HSC distinguished achiever, receiving a band 6 in textiles and design. In year 10, I gained valuable work experience at Carla Zampatti in 2019, providing me with insights into various aspects of the fashion industry, including quality control, marketing, and visual merchandising.

During my final year of high school, I also completed a Certificate III in Design Fundamentals – Fashion Design at the Whitehouse Institute of Design. In addition to my academic pursuits, I have practical experience in fashion styling and dressing. I worked at the well-known dress store called White Runway, in Sydney. In this role, I assisted customers, including brides, bridesmaids, and guests attending formal events, in one-on-one appointments to find the perfect dress for their occasion. More recently, I also interned at the Australian fashion brand, ByJohnny and after a month recived a job as a Fashion Assistant where I prodimnately help the design team with tasks such as CAD's, tech packs, measuring garments and more . I also assist the marketing team with tasks as well as on photoshoots.

My design style is unique and sculptural, evident in the high-fashion pieces I create. I draw inspiration from nature, art, and architecture, weaving them together to define my distinct aesthetic—bold yet elegant. Constantly pushing the boundaries of conventional fashion, I construct wearable works of art that captivate the imagination and instil confidence in the wearer.

I am passionate about highlighting avant-garde silhouettes and bringing fashion to life through my vivid, multi-dimensional, and elaborate designs, which communicate a strong feminine essence and energy.

This showcased look was part of my entry for the Australian Wool Education Trust (AWET), for which I was a successful grant recipient. This grant contributed to the development of this specific design and to also put towards my final graduate collection this year. I was also a winner of the Fleece to Fashion Developing Designer Encouragement Award.

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baa baa
BLOOM

BLOOM explores the relationship between the natural world and the manmade: the creative collision of nature, art and architecture. The collection focuses on being high fashion, innovative and sustainable, heavily influenced by the inner beauty of natural flowers such as orchids, pulled roses and peonies, which consist of soft and organic shapes. Through this fusion, the inspiration of art allows for expression and the ability to bring emotion and movement to life while "fostering creativity and being an outlet for self-expression" (Kumar, 2022).

The collection is feminine yet bold, targeted at women aged between 17-26 years old looking for elevated and sculptural statement pieces that are stylish for their wardrobe. BLOOM is aimed at the experiencer, someone up to date with fashion, spontaneous and sociable, a sensation seeker and goes against the mainstream. Ultimately, the girl who wants to feel confident for each occasion and loves the luxuries in life, willing to pay for quality products that are unique yet sustainable.

Moreover, the collection aims to highlight the structural elegance of architecture, honing in on lines and directions seen in various structures, such as the Arc de Triomphe, which has heavily inspired the silhouette of the hero body of the collection. The collection has a fresh and blossoming feel, aiming the wearer to immerse themselves in a realm that merges architectural shapes, intricate textures, and vivid colours to create a harmonious fusion of elegance, edge and movement. The pink-based colour palette, "a hue ever related to power, creativity, and individuality" (Celeste, 2021), is dreamy and whimsical, transporting the wearer into an enchanted world when worn.

The qualities of wool mimic the collection with its versatile abilities to hold sculptural and structured shapes inspired by architecture. It also possesses the capability to be soft and delicate, like the petals of flowers in nature. Wool is able to captivate the multi-dimensional elaborate designs and communicate the strong feminine essence and energy due to the properties being perfect for moulding unique shapes.

BLOOM explores how being in nature allows us to detach from the chaos of reality, being "the perfect place to focus on ourselves while taking in and enjoying the beauty around us" (Mun-Delsalle, 2021)
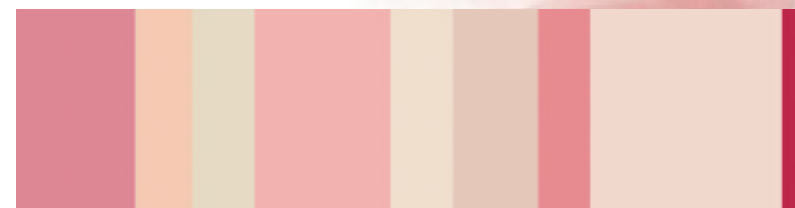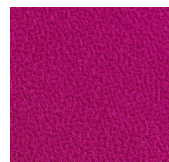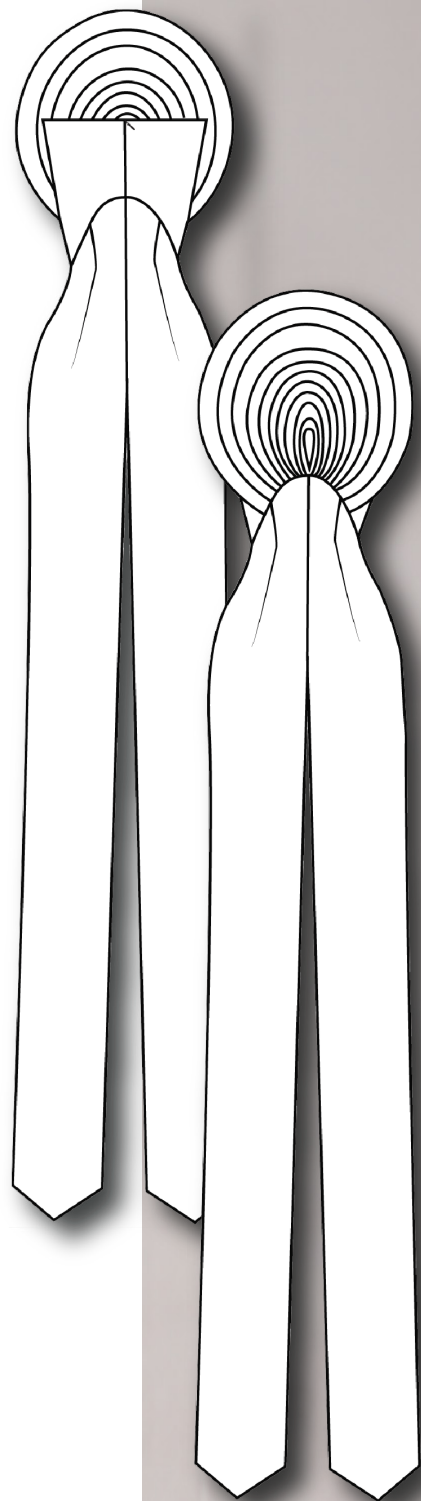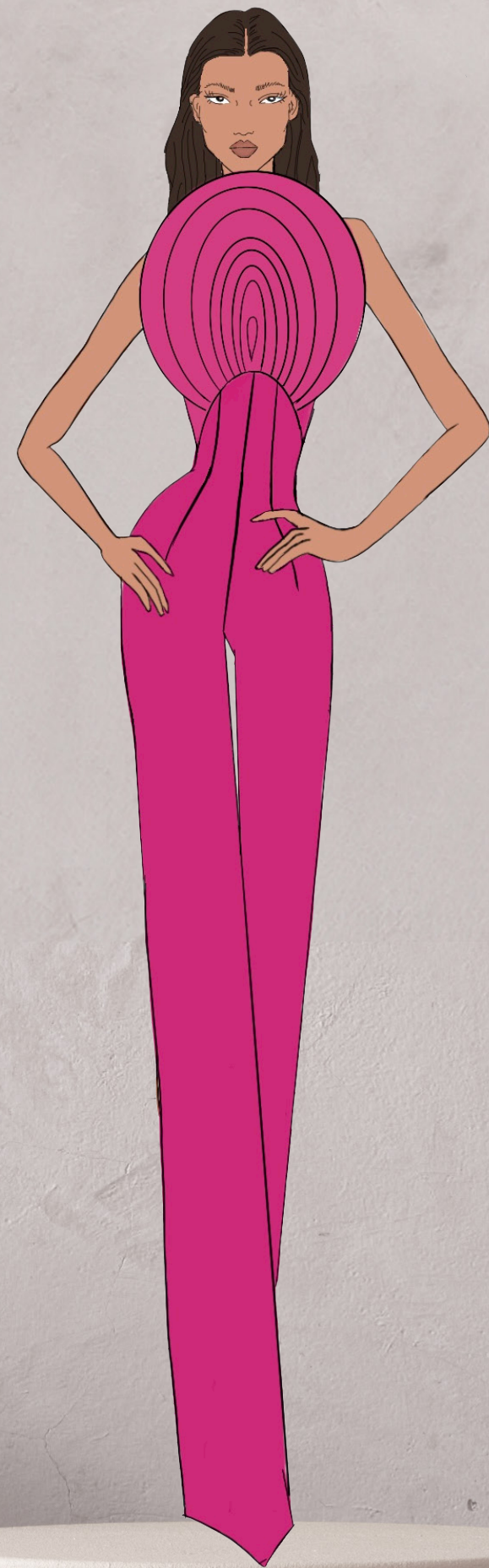
TREND

SILHOUETTE & COLOUR

1. Versace Pre-Fall 2023 | 2. Valentino Spring 2023 Couture | 3. Schiaparelli Fall 2023 Couture | 4. Valentino Fall 2023 Couture | 5. Valentino Spring 2023 | 6. Christian Cowan Resort 2023 | 7. Christian Cowan Resort 2023

LOOK 4

JUMPSUIT
100% wool

BLOSSOM JUMPSUIT

STYLING.

TO BE WORN WITH HEAD BAND AS PER SHOOT.

CREDITS

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STYLING phillipa signorelli
LOCATION beta events
PHOTOGRAPHY sam sitto
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MUA imogen ovijach