



# Couch Floral Print

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# Research Process

## Moody Florals



From left: Coach 1941, Tory Burch, Brock Collection



field study



history

The prairie look recalled the calicos of the early 20th century.

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13 OF 20

## Couch Florals

Designers looked to the living room this season applying vintage floral everything from casual princess gowns. It's w (and couch) dressing, literally.



mid-term project:  
 • shoe-lacing (laces)  
 ↳ laces  
 ↳ no laces  
 ↳ self-lacing  
 ↳ customization  
 ↳ monogram-patches? customization in beauty?  
 ↳ expression  
 ↳ shoe-do = custom blende foundation via mobile device (technology). no human assistance.  
 ↳ function of beauty (custom shampoo tradition) Launched Dec. 2015  
 • Nike iD - customizing personal Nike merchandise  
 • Nike Gault - scans foot using 3D scanner to find "perfect high heels"  
 • Coda Culture - a couple & team create personalized dress design based on user's smartphone data (not released yet) (app)  
 • glen/prince-of-wales plaid  
 • glitter shoes  
 ↳ mimestones  
 ↳ shimmer  
 • western look  
 • gypsy fashion  
 • floral  
 ↳ embroidered  
 ↳ sheer  
 ↳ vintage  
 ↳ dark toned version  
 ↳ summer → fall  
 ↳ bright, vivid  
 ↳ retro-inspired  
 ↳ heaves  
 ↳ Fall 2017 runway: Coach 1941, Anna Sui, Kate Spade, Altuzarra Brock Collection  
 ↳ staying from oily burnt orange, burnt orange



magazine editorials from Vogue



street patrons wearing couch floral

# Couch Floral Print



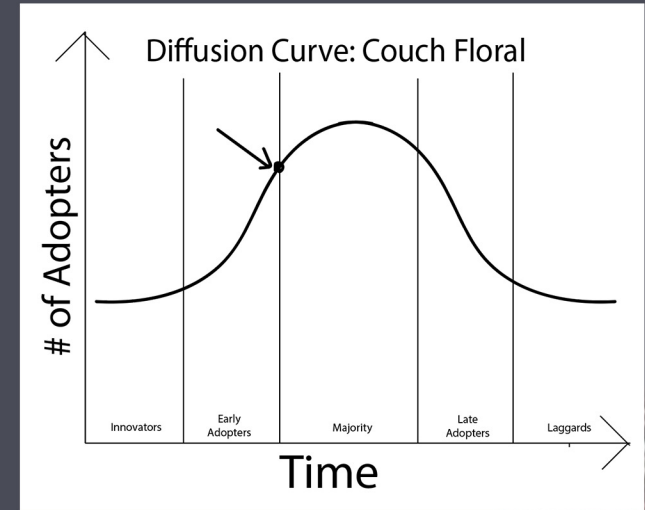
80's Floral



70's Floral

trend is rising

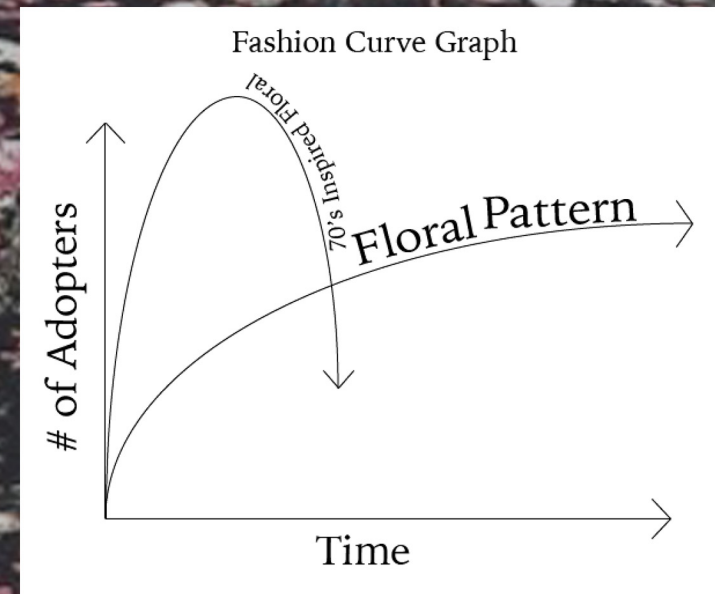
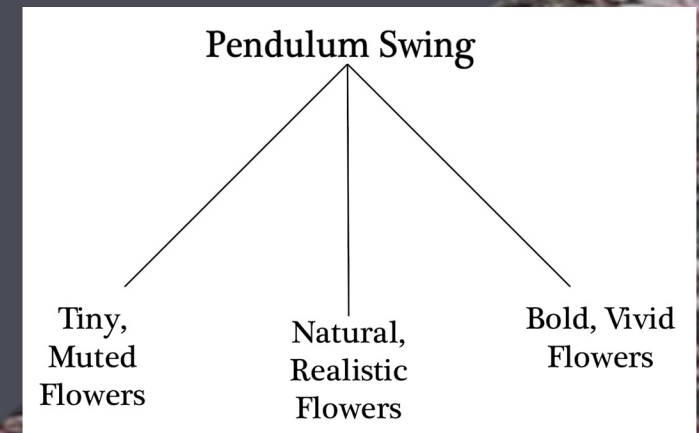
What is it?  
vintage-inspired floral  
print, which is often  
found on vintage furniture



Christine from  
HelloFashionBlog



Victoria from  
thelustlistt



# Mood Board



TheShadeStore



Nordstrom



ModCloth



Coach Fall F/W 2017



Anna Sui F/W 2017



Barneys



Custom Gucci Suit



Gucci F/W 2017