



Madison Mitchell
PORTFOLIO

Skills

. Skilled Creative Pattern Cutting
. Proficient in operating industrial sewing machinery
. Specialised in constructing and designing corsetry, lingerie and swimwear
. Hand sewing
. Confident in creating design boards
. Detailed technical specification packages
. Product/ Garment design
. Adobe Illustrator
. Adobe Photoshop
. Adobe InDesign
. An understanding in Fabric and trims
. Trend and market research
. Pattern grading
. Lectra modaris 2D/3D
. Fashion illustrations

Achievements

. Contour Fashion Student Endeavour Award (2025)
. 3rd place in thirrd year external client project for LOUNGE, designing and making a range of intimates
. Designs featured in Underlines Magazine https://underlinesmagazine.com/2025/04/01/the-class-of-2025-de-montfort-university-x-lounge/
. 3rd place in second year external client (John Lewis) module designing a collection of swimwear.
. Commended for first year external client project (Freetrain) for sports outfit design
. 3rd place for garment construction for external client project (Freetrain/ sportswear)

About Me

Recent Contour Fashion graduate (2025) at De Montfort University, proficient in sketching and illustrations, garment design, pattern grading and manufacture as well as Adobe Creative Suite (Illustrator / Photoshop / XD / InDesign / Lightroom) and Lectra Modaris 2D/3D. Born in Australia and growing up in the Channel Islands I am a passionate and personable creative with a strong eye for detail who is eager to push boundaries and work as part of a strong creative team.

Experience

. Three year contour fashion degree - De Montfort University
. External client university projects: Lounge, John Lewis, Freetrain
. Event creator assistant - Bonita Events (7 years)
. Graphic design intern- The Potting Shed

Contact Details



+44 (0)786 588 8662



madimitchell2004@icloud.com



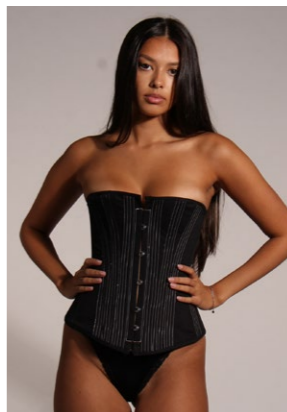
linkedin.com/in/madi-mitchell-8880292b2



<https://www.madimitchelldesign.com>



Contents



04

Wonderland

Final Major Project

14

Lounge

External Client

24

Technical Packs

Technical

26

Digital & physical pattern cutting

Technical

28

Pattern Development & Fit Analysis

Technical

30

Technical construction

Technical



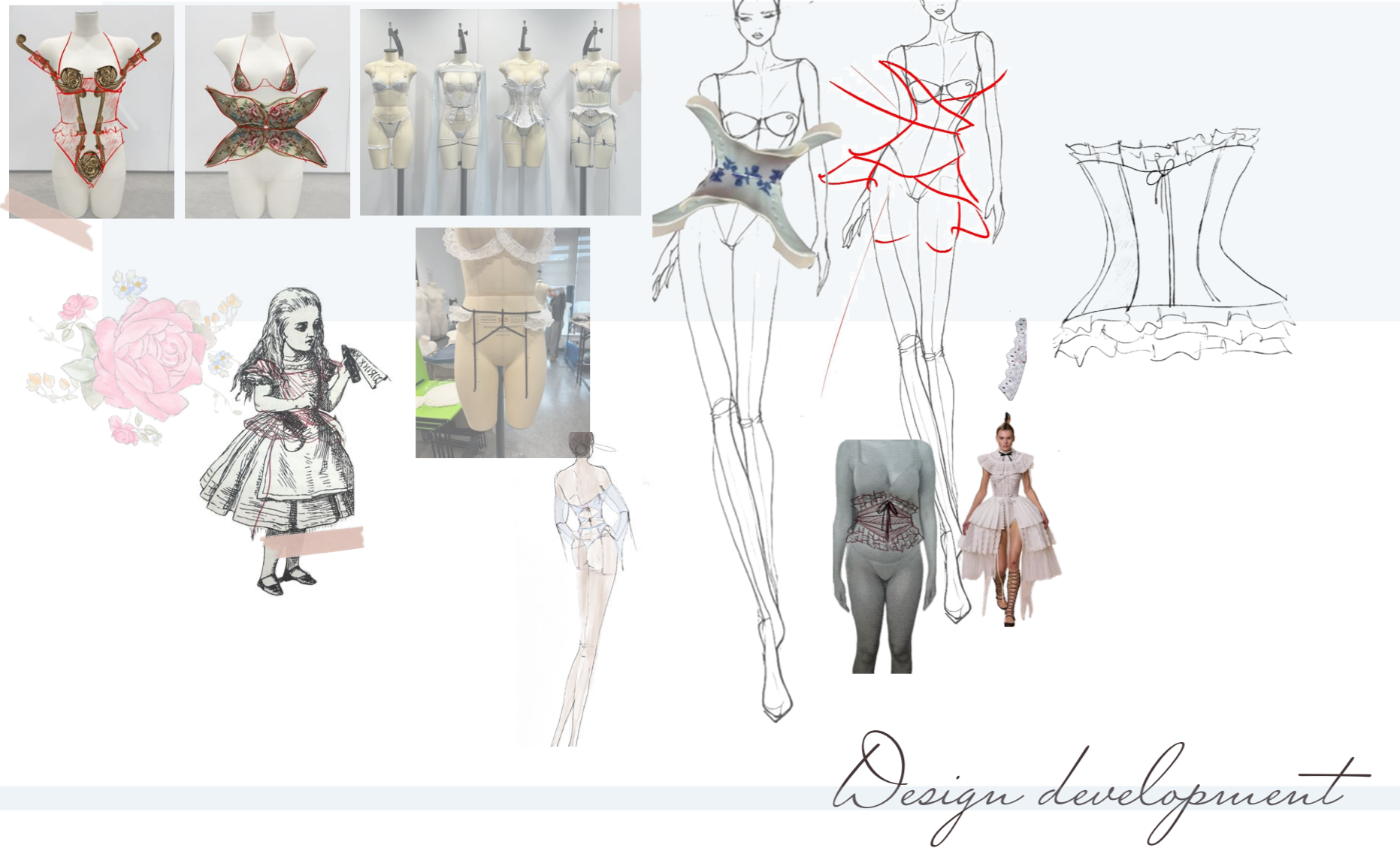
Final Major Project

In this university set project I was allowed to create my own brief in which I designed a range of six intimate outfits & constructed four of them for Summer/ Spring 2025 that blend youthful playfulness with a sense of luxury. I created a range which functions not only as high-end catwalk pieces but also as elegant outerwear or cherished personal items.

Inspiration

This collection draws inspiration from Alice in Wonderland, particularly the Mad Hatter's Tea Party. I was intrigued by the gingham and floral patterns on ceramic crockery, as well as the sculptural forms of teapots and handles, which inspired garment silhouettes. Elements like doilies, mushrooms, and the story's surreal narrative further influenced the collection's whimsical aesthetic.







packaging



Swing tags



Swing tags



Swing tags



Embossed card



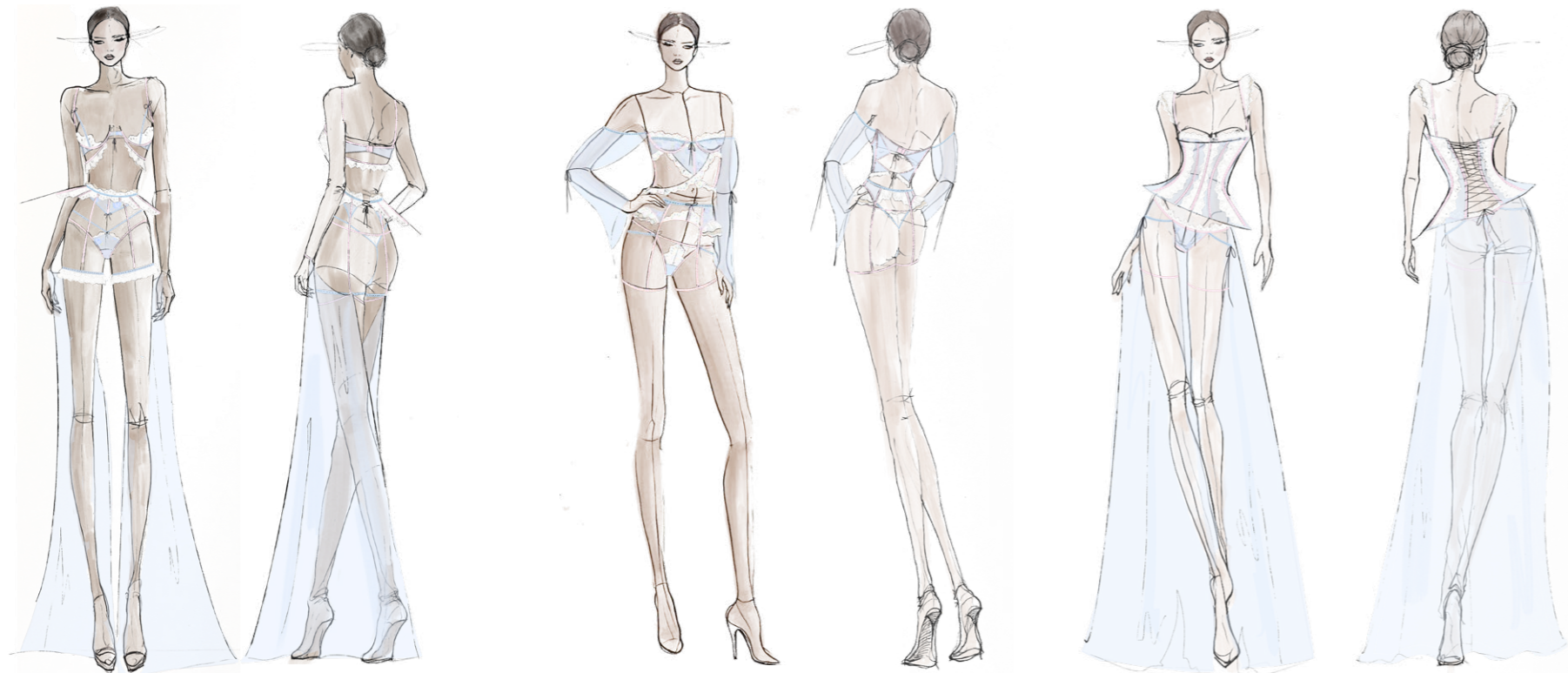
Swing tags

Branding

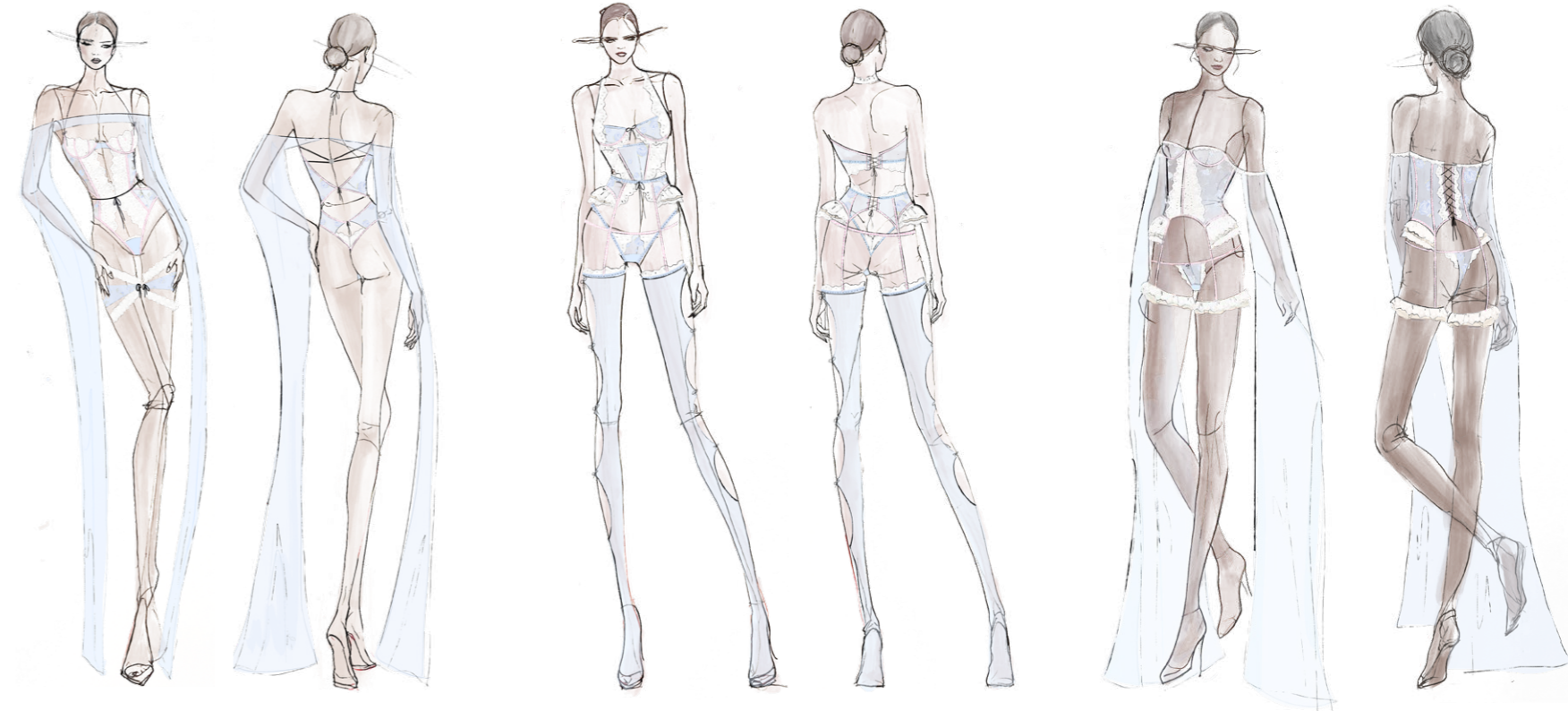


Here i have created a swing tag which has a QR code to scan to take you to the returns page of my brands website, which you select your type of garment and instructs you through the returns process.(currently since the collection is not being sold the qr code takes you to my wesebsite, however if gone to production this would work)

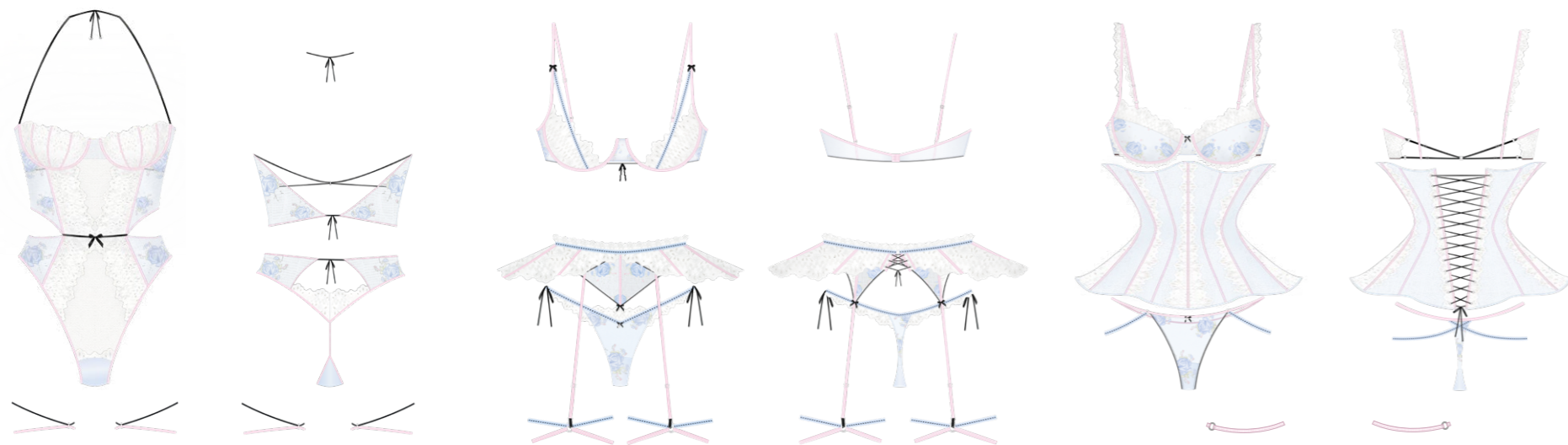
These labels have different layers each with different info which is great for branding and marketing- the bottom layer had the icon for the collection alongside the QR code giving information of the sustainable process, on the other side of this these is my name logo. the next layer is sheer with a summary about the collection. then the top layer has the collection name.



Final Lineup
WONDERLAND



Final Lineup
WONDERLAND



Final Garments
 ♀ W O N D E R L A N D



Final Garments
 ♀ W O N D E R L A N D

Final Images

WONDERLAND



External Client – Lounge

Live external client project, from third year university project set by Lounge Underwear. In this i had to design a collection of 6 comersial intimate outfits for summer/ spring 2025 and construct the 'hero' garment along with completing other technical components. My designs in this project were selected to be presented at the finals at the Lounge HQ and I placed third leading to my feature in the Underlines Magazine.



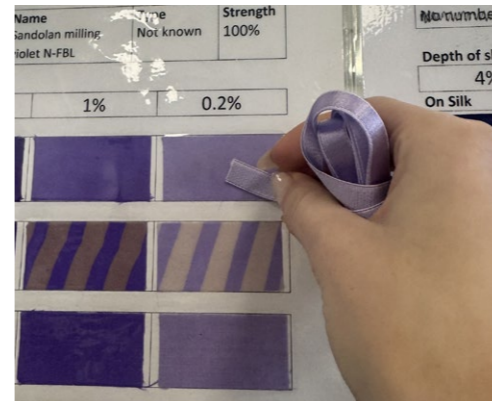
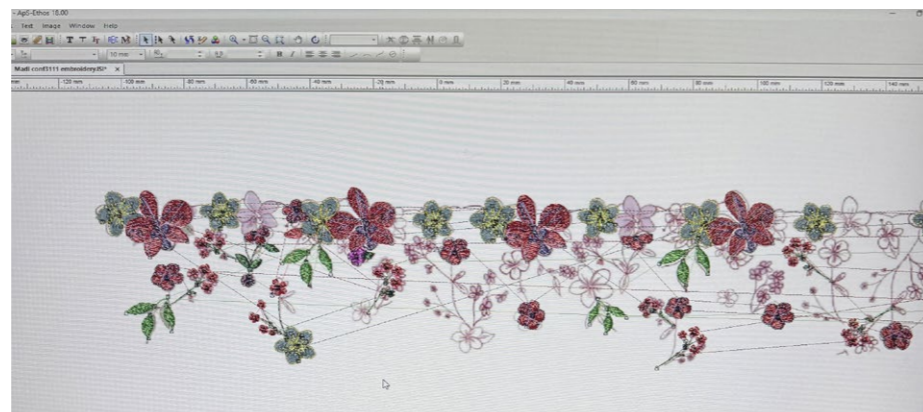
Primary Inspiration

The inspiration for this collection came from the tropical flowers I encountered during a trip to Bali. Their intricate beauty led me to explore new design techniques, particularly exploring embroidery and devoré, which are key elements woven throughout the garments and the shapes of the designs were influenced by the close-up patterns of flower petals.

Fabric Design & Creation

Embroidery design

For this project, I designed and created my own embroidery using the textile design facilities. The design was developed from my primary inspiration and was hand-drawn by me. I then digitised it using AppEthos, and the embroidery machines stitched my design.



Devore print placement

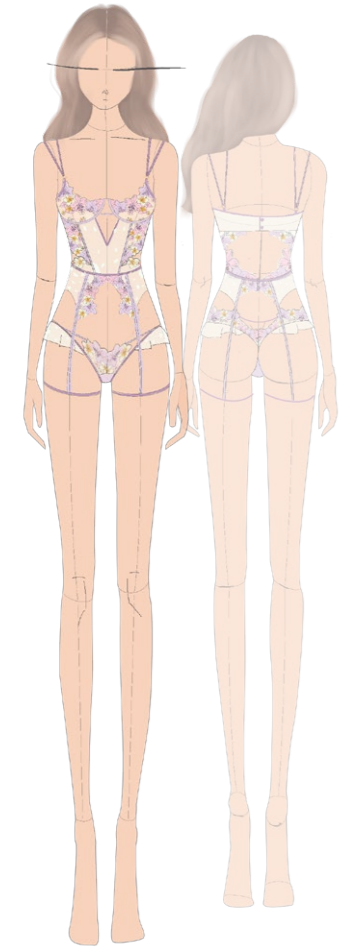
For the skirt, I designed a placement print to be devoré-printed onto a silk/viscose fabric, inspired by my primary development of close-up orchid petals. I then created a screen featuring both the skirt pattern and the print design to carry out the printing process.

Pot dyeing

I explored alternative dyeing methods to sublimation printing to achieve an accurate colour match on elastic without any white showing when stretched. I experimented with pot dyeing and developed my own colours after extensive sampling.

Laser cut branding

When designing this branding, I knew I didn't want to simply print the logo onto the elastic, as it would appear too bold. Instead, I aimed for a more subtle effect by using the laser cutting facilities.



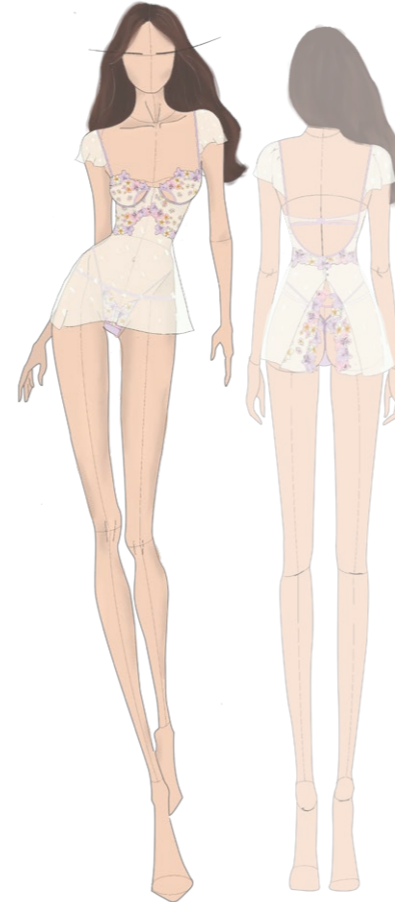
Outfit One

Longline basque with back and front cut out details, made out of embroidery design and 1 toned flocked power mesh of orchid print. brazilian style pant



Outfit Two

Long slip dress with inverted devore print skirt for modesty and ability to be worn as outerwear, sling cup bra and scoop back of dress.



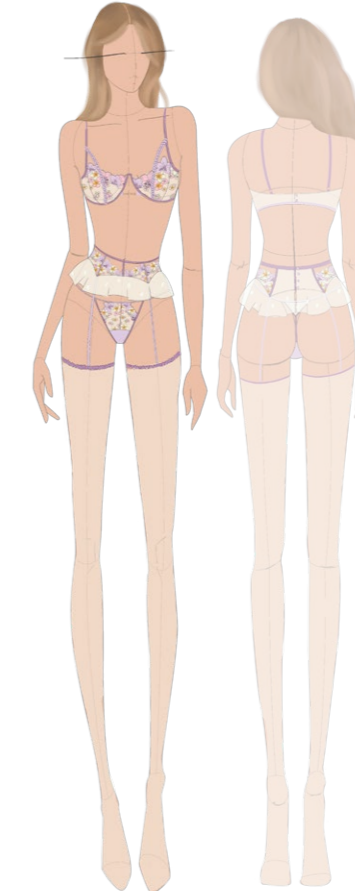
Outfit Three

Babydoll style dress with open back detail, viscose devore skirt and scoop back of body. embroidery design to top and cups with a CF cut out on cups.



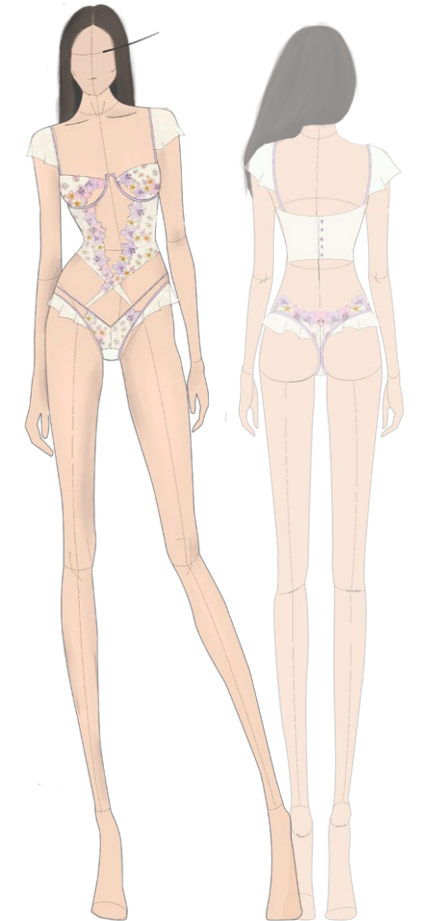
Outfit Four

Sheer devore french knicker with openings at sides. Plunge style cup of cami top with floaty sleeves, CB fastened with hook and eye at wings.



Outfit Five

3 piece intimates set using original embroidery. suspender belt has a skirt like frill attached to it at the bottom and the pants are a thong style.



Outfit Six

Cutout bodysuit with pannels crossing at the cf of waist then joining at the sides of the pants. frills at the hips and cap sleeves.



Hero outfit

OPEN BACK BABYDOLL WITH
DETATCHABLE SLEEVES & THONG

- . Sheer base Devore used on the skirt and sleeves
- . Original embroidery on the cups, back opening, and top of body
- . L' branded buttons to fasten the back with rose gold detailing
- . Rose gold & pink 'L' branded charm on pants with flower charm
- . Lilac 'Lounge' detailed elastic on bra underband and thong waistband
- . Purple satin outer wire casing and Satin bound back cutout
- . Frilly elastic straps inspired by my development into butterfly wings
- . Swan hooks so that straps are detachable and other options are available.



 Madi Mitchell

Finished Garment

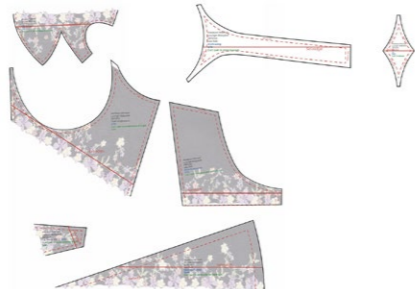
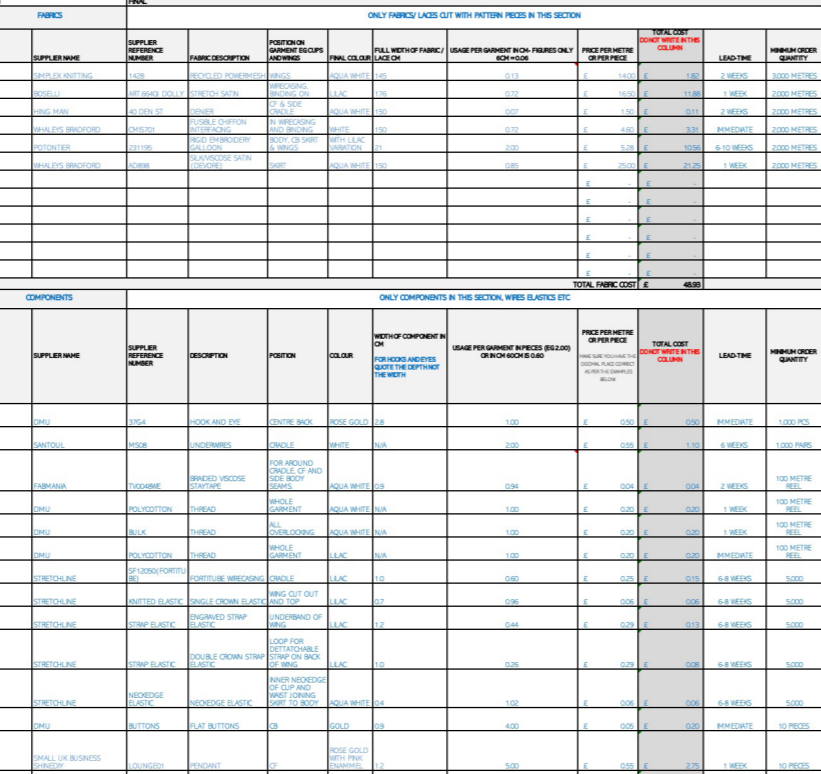


Technical Skills

This section offers a brief overview of the technical skills I have developed during my studies. It highlights my passion for pattern cutting and sewing, my ability to perform detailed fit analyses, and my experience preparing technical packs to communicate effectively with manufacturers. I also demonstrate proficiency in using Lectra Modaris software for digital pattern cutting and grading, a skill I am committed to expanding through an upcoming short course.



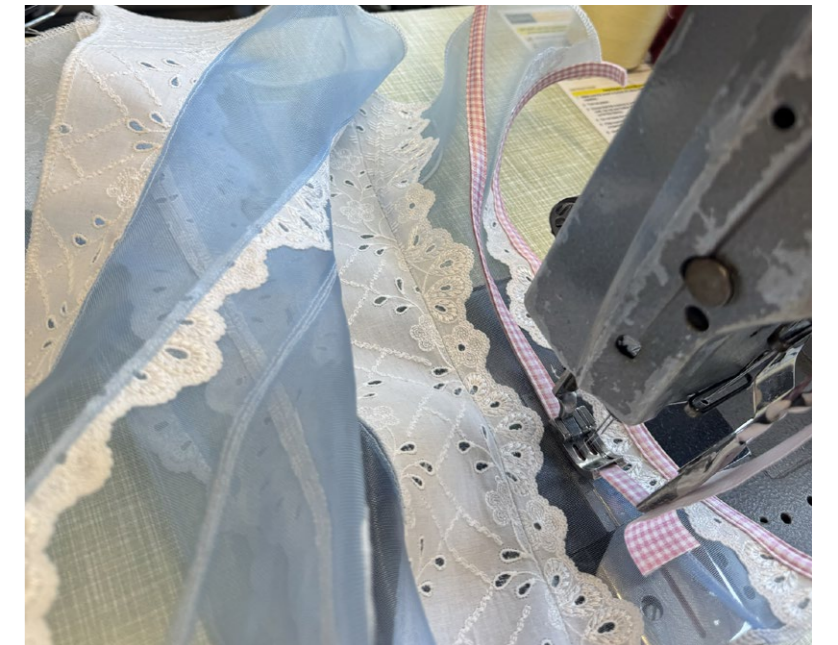
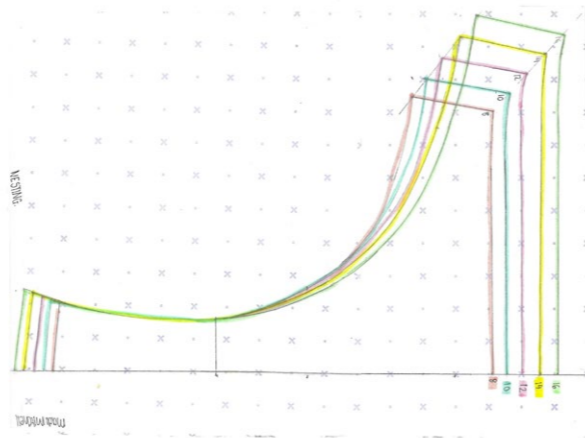
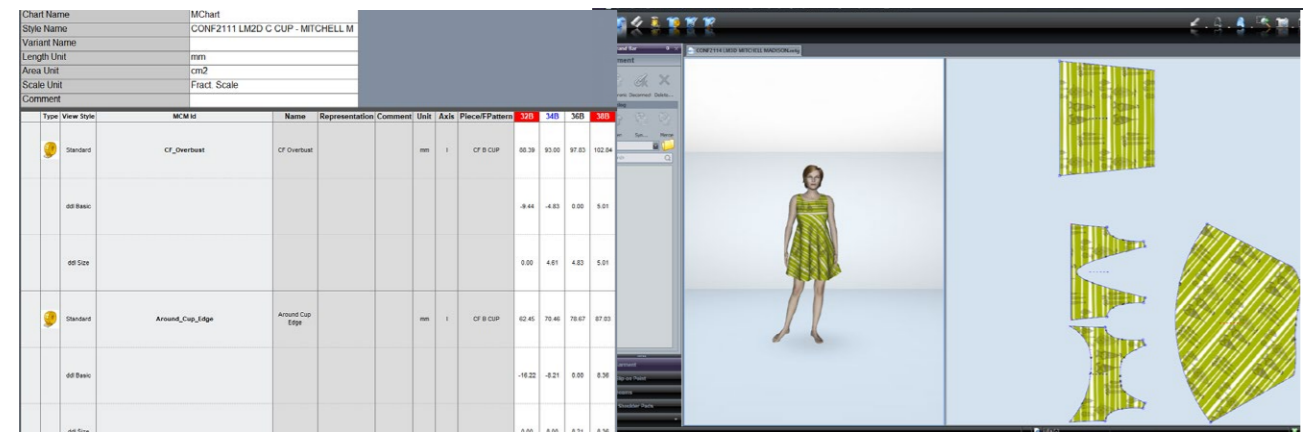
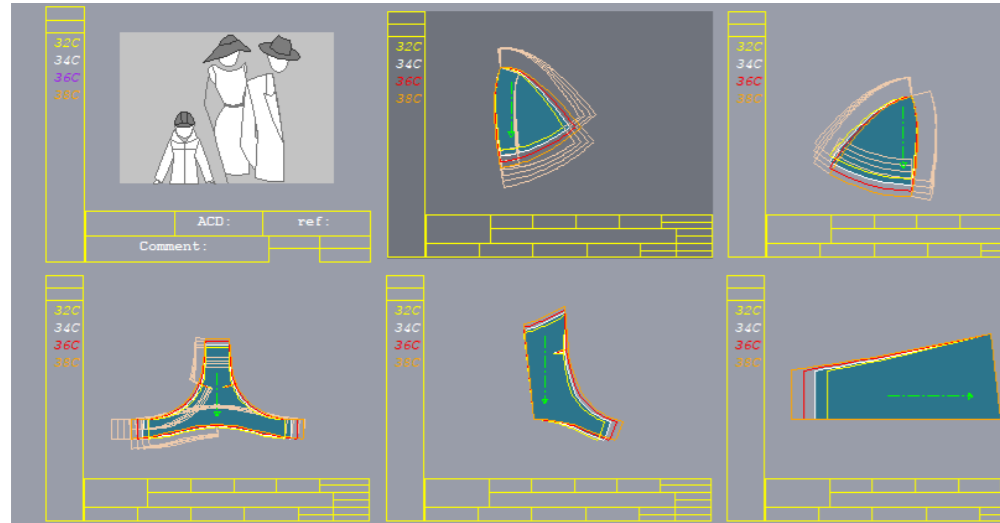
26

[illegible]

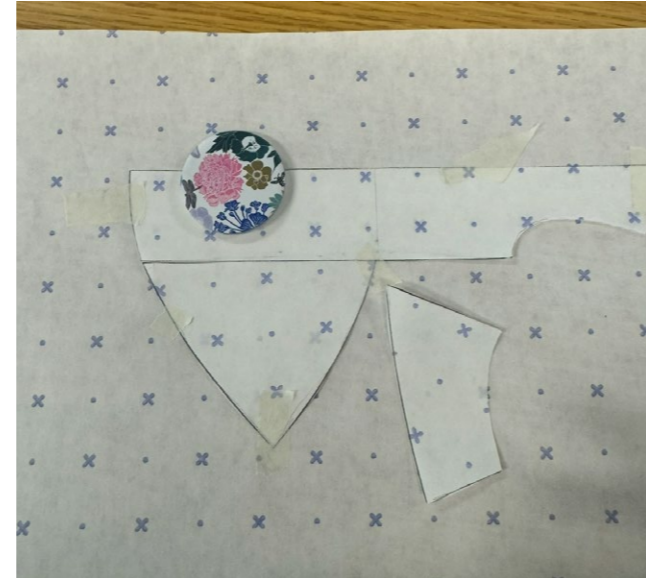
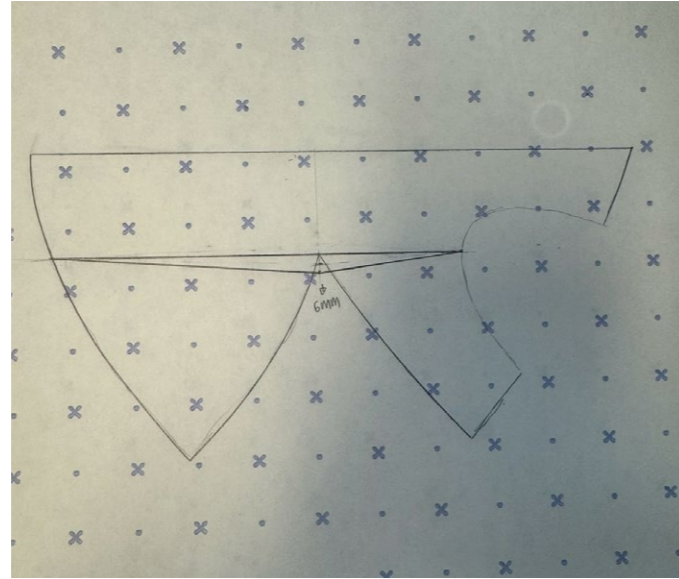
	TOP SHEET	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	1	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	2	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	3	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	4	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	5	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	6	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	7	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	8	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	9	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	10	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	1	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	2	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	3	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	4	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	5	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	6	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	7	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	8	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	9	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS
	10	WOMEN NAME	STITCH NAME	LEVEL OF DIFFICULTY	DETAILS

Pattern Cutting & Sewing

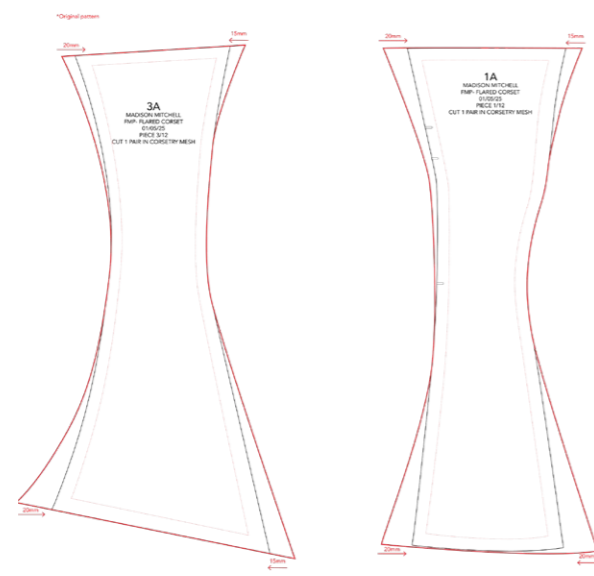
I am able to use Lectra Modaris 2D/ 3D to assist me with creating patterns and grading them as well as doing this by hand on a wide variety of industrial sewing machines.



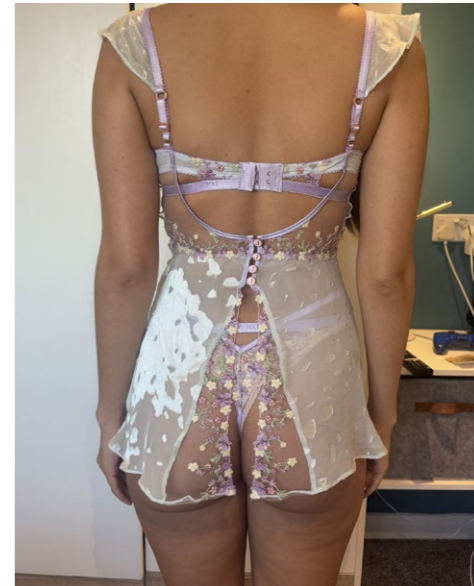
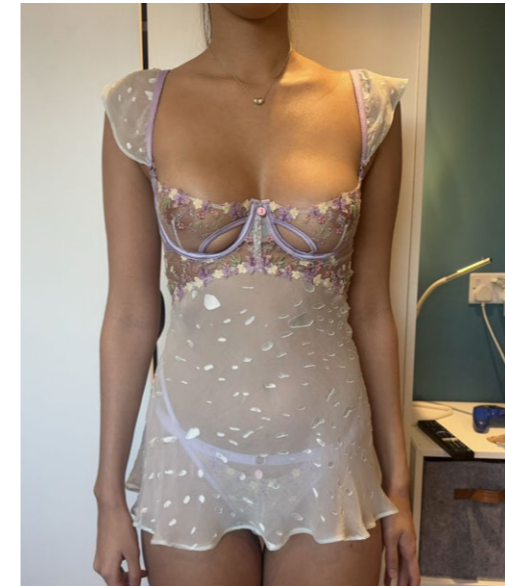
Pattern development & fit analysis



Reducing amount of flare in the top and bottom hems of corset...



Removing volume in dart to deduce pointing...

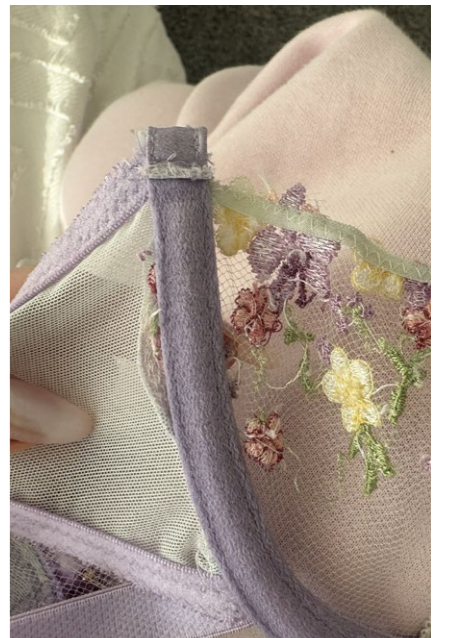


- . Very happy with cup fit
- . Skirt is very slightly too short for model since she has longer torso than dolly - next time make 15mm longer
- . Wirecasing is chunky at elastic wing joining due to elastic being too thick for the wire casing- next time cut the elastic shorter so it doesnt have to fold

- . Hooks have a slight step joining to the wing due to seam on hook edge being too chunky due to the bonding tape - next time add less bonding tape into the SA of hook and eye

- . Hole in tule by the cradle on the body due to issue in fabric choice- next time use simplex tule

- . Raw cup edge is sticking out the wirecasing due to sewing too far onto the cup side here- next timemake sure to fold all seams inside the WC when attaching and stay close to the seam.





*Images of other
garments made by me*



Contact Details

-  +44 (0)786 588 8662
-  madimitchell2004@icloud.com
-  [linkedin.com/in/madi-mitchell-8880292b2](https://www.linkedin.com/in/madi-mitchell-8880292b2)
-  <https://www.madimitchelldesign.com>