

TEXTILE + DESIGN LAB

Case Study Number: 06/2021

Project Title: Digitally printed silk fabrics

Client: Wynn Hamlyn

Email: wynn@wynnhamlyn.com

Project Period: 2020

Project Description:

Auckland based fashion label, Wynn Hamlyn, works with printed fabrics, specifically for printed silk scarves. Each collection that the brand releases will contain scarves with artworks that celebrates its season's themes and concepts. The company has worked with the Textile and Design Lab for a number of years, to have its latest designs digitally printed for photoshoots and promotional media. The most recent designs were inspired by paisley scarfing and bandanas. The designs were essentially paisley prints but were created to simulate the look of hand painted fabrics.

What is your design background?

Wynn Crawshaw: Certificate of Creative Studies – Otago Polytechnic

What is your design process?

- Idea/concept around a range
- Research
- Drawing - lots of drawing!

- Refine into a collection the designer has already prescribed
- Final designer range
- Sampling - development of toiles and fabrics
- Final range - final fabrics

Project Outcomes:

Digitally printed fashion silk scarves for photoshoots and promotional media.

Textile and Design Lab Value:

The Textile and Design Lab is a great resource to have for sampling and turning product around very quickly. 'Staff at the lab put a lot of care into their work and it shows in the final product', says Director, Wynn Crawshaw.

Publications:

<https://www.wynnhamlyn.com>

The Sydney Morning Herald - <https://www.smh.com.au/lifestyle/fashion/the-coolest-summer-accessory-is-already-hiding-in-your-bottom-drawer-20190919-p52sze.html>

Images:







Images courtesy of Wynn Hamlyn