

Apawsable Apparel

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My design brief required me to create a new dog accessory company, which creates a range of wearable items for dogs and their owners, as well as a distinctive brand identity for the new company. The aim was to create accessories from aesthetic original fabric designs, which are personal, considering colours and patterns which would complement and match the breed of the dog whilst also remaining fashionable and functional. In addition, a unique brand identity was created, that is able to be reasonably competitive within the existing dog accessory market brands, considering affordability, cost and time effectiveness and sustainability. With the brand's primary target being dog owners, the designs for the brand were created to reflect what the clientele would consider appealing.

The initial plan was to create innovative fabric designs from general and dog motifs such as hearts or bones. However, after considering its commonplace and wanting to create something more original and competitive for the market, further exploration and development was conducted. This resulted in the production of a simplified dog image that could be used for fabric prints. Although, some of the previously explored motifs were also incorporated into the final fabric designs.

Significant practitioners who influenced Apawsable Apparel's distinctive appearance and aesthetics include Dani founder of Tails up Pup, Alex founder of Topdog Boutique, and various small businesses which exhibited at the Bowerbird Market I visited. All these designers inspired the various products and materials made and used, as well as the style of branding for the final outcome. Through research into existing dog accessory companies such as Tails up Pup and Topdog Boutique, my final brand and products incorporate design elements that are similar, including a selection of dog accessories and a successful company design. In addition, interviews conducted with small business owners at the Bowerbird Market, provided key insight into what products are popular, as well as their time and cost effectiveness.

I wanted to design fabric prints, using images of existing dogs which I have access to, drawing my own simplified digital dog portraits. Using the same dog image, Adobe programs Photoshop and Illustrator were compared, looking into their applications and limitations, which then concluded which program would be best suited to create the fabric prints. Using Illustrator, 4 dog designs were created whereby, 2 most suitable for fabric designs were chosen. Using these dog designs to produce unique fabric prints, I then developed, designed and produced matching dog and owner accessories.

In order to give my design a professional edge, cotton, stitching, and complimentary fabrics were carefully considered. Additionally, I decided to create branding for my dog accessory company, Apawsable Apparel. A logo, business card, carry bag, stickers and webpage were created to reflect the simplistic, yet distinctive fabric prints, and dog accessories produced. My logo incorporates two overlapping capital A's which are linked to a simple dog silhouette, placed in front of a peach-coloured paw print, framed within an orange circle. A poster was created to display all the products and branding for Apawsable Apparel, to advertise and promote the new company.

When making and producing the dog accessory products, careful consideration of cotton colour, stitch style and functional complimentary fabrics all contributed to a successful product. The handmade accessories required various practical techniques in order to produce each desired outcome, forcing myself to learn and gain the skills required to facilitate this, although, some problems arose. I had initially intended to use the overlocker, however, this machine broke, and I had to consider how to create my products without this. To overcome this, I ensured all fabric edges were cut straight, and any frayed ends were removed before the stitching process began. If I were to recreate any of the products, I would change some of the product designs in order to make them more contemporary.

My final body of work is a dog accessory company, complete with products and branding, aimed towards dog owners. The final fabric designs are ideal for complimenting various dogs with various fur colours and my company can create these fabric designs, which can be made into products, for individual dogs. With the inclusion of simplified dog faces and dog related motifs, the fabric is successful for its purpose. Additionally, owners are able to match their pups, as human accessories, including scrunchies, handkerchiefs, masks, and bandanas were made and are also available. The result is a successful and original company, that has the ability to create individualised functional products, for dogs and their owners.