



# LAUREN FOWLER-DOKE

DESIGN PORTFOLIO

# ABOUT ME



I am Lauren an experienced childrenswear and womenswear designer with a rich background in interpreting fashion trends and driving design development. I have over 12 years as an industry lead designer across multi-products spanning the high street to luxury segments, I balance a strong commercial awareness and understanding of the European market with a creative eye for product and fabric.

I am a First Class honours graduate from renowned LCF and CSM (specialty in knitwear) with a broad experience in design, supply, sourcing, buying, e-comm and wholesale. I work with brands managing the design cycle from initial concept to CAD right through until production. My exceptional communication skills allow seamless management of crucial relationships with both suppliers, factories and clients.

I take pride in my significant contributions to the success of multiple brands, consistently delivering best-selling products and driving sales growth for clients, securing new clients as testament to this. Notable brands in my portfolio include Silver Cross, Monsoon, Next, F&F, Primark, DVF, Mamas and Papas, SMILE by Julien Macdonald, Fearne Cotton Mini Club, Nutmeg, TU, and Matalan.



NATURAL FIBRES | SUSTAINABLE | SOPHISTICATED | CLASSIC LUXURY | COOL QUIRKY DETAILS | HAND CRAFTED PRINTS | TIMELESS



## KEY FABRICS

SPRING SUMMER 2024

TERRY TOWELLING | BABY CORD | RIBS | POINTELLES | MUSLINS | WAFFLES | JACQUARDS | PICOT DETAILS | DOBBIES | TEXTURES







# TECH PACK

	Style Number: PG-BB-396	Dept: UNISEX	SAMPLE SIZE: 0-3 MONTHS	Designer: LAUREN FOWLER-DOKE
	Season: SS23	Divison: BABY	Sampling Office: TBC	Date: 28/07/22
	Customer: SILVERCROSS	Purchasing Group:	SAP:	UK Deadline: 2 WEEKS
	Description: STRIPE TICKING BLOOMER DUNGAREE SET			
	<p><b>Garment Details:</b></p> <p><b>MAIN FABRIC: LINEN TICKING STRIPE</b>  <b>COMP: 100% COTTON</b>  <b>WEIGHT: APPROX 170GSM</b>  <b>COLOUR: STONE AND GREY</b></p> <p><b>WASH: LIGHT GARMENT WASH</b></p> <p><b>THREAD: DTM GROUND / LUREX BABY</b>  <b>OVERLOCK WHERE SHOWN</b></p> <p><b>TRIMS:</b>  <b>COTTON JERSEY LIGHT BRUSH</b>  <b>WHISPER WHITE FOR VEST</b>  <b>1X1 RIB DTM OPTIC WHITE</b></p> <p>WHISPER WHITE 11-0701 TCX</p> <p><b>COTTON POPLIN DTM LINING</b></p> <p><b>SILVER LUREX THREAD</b>  <b>SILVER LUREX EMBROIDERY</b>  <b>20L BRANDED BUTTONS</b>  <b>ELASTIC 1CM</b>  <b>10MM RING POPPERS DTM</b>  <b>BRANDED WOVEN TAGS X2</b></p> <p><b>BLOCK:</b>  <b>SEE SAMPLE FOR BLOCK SHAPE</b></p>			

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	Style Number: PG-BB-001	Dept: UNISEX	SAMPLE SIZE: 0-3 MONTHS	Designer: LAUREN FOWLER-DOKE
	Season: AW23	Divison: BABY	Sampling Office: TBC	Date: 15.11.22
	Customer: SILVERCROSS	Purchasing Group:	SAP:	UK Deadline:
	Description: FUR ANIMAL EAR JACKET			
	<p><b>Woven Grosgrain Tape Printed</b></p> <p>1cm</p> <p>BASE COLOUR: Whisper White 11-0701 TCX   GRAY VIOLET 14-4103 TCX</p> <p><b>Branded Woven Zip Pull</b></p> <p>SILVER ZIP PULL METAL WHISPER WHITE TAPE SILVER LUREX WOVEN PULL</p> <p><b>Woven silver printed tabs</b></p> <p>FULL LENGTH 2.3cm   FOLDED LENGTH 1.3cm</p> <p>1cm   BASE COLOUR: Whisper White 11-0701 TCX   PRINT COLOUR: Silver</p> <p><b>SILVER FOIL PRINT TO GO INSIDE BACK NECK AS GARMENT SHOWS</b></p> <p>SILVER FOIL</p> <p>4.3CM</p> <p><b>WOVEN FOLDED SIDE TAB</b></p> <p>2cm   2cm</p> <p>FOLD LINE</p> <p>PRINT COLOUR: GRAY VIOLET 14-4103 TCX</p>			

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	Style Number: PG-BB-395	Dept: GIRLS	SAMPLE SIZE: 0-3 MONTHS	Designer: LAUREN FOWLER-DOKE
	Season: SS23	Divison: BABY	Sampling Office: TBC	Date: 28/07/22
	Customer: SILVERCROSS	Purchasing Group:	SAP:	UK Deadline: 2 WEEKS
	Description: FLORAL LINEN TIERED DRESS SET			
	<p>15CM REPEAT TILE</p> <p>WHISPER WHITE 11-0701 TCX          MELLOW ROSE 15-1515 TCX          GOLDEN CREAM 13-0939 TCX          MINERAL RED 17-1537 TCX          BLUESTONE 18-4217 TCX          CITADEL 17-4111 TCX          CHALK PINK 13-1904 TX          PINK ICING 15-1717 TCX          CLOUD BLUE 14-4306 TCX          GRAY VIOLET 14-4103 TCX</p>			

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	Style Number: PG-0G-019	Dept: WOVEN	SAMPLE SIZE: 7-8 YEARS	Designer: LAUREN FOWLER-DOKE
	Season: SS23	Divison: OLDER GIRLS	Sampling Office: TBC	Date: 25.05.22
	Customer: IN-HOUSE	Purchasing Group: Anuj	SAP:	UK Deadline: 2 WEEKS
	Description: QUILTED PRINTED SHACKET			
	<p><b>FULLY LINED WITH BODY FRONT AND BACK VERTICAL QUILTING LIGHT 60G WADDING IN BODY FRONT AND BACK</b></p> <p><b>7.5CM COLLAR WITH 0.5CM STITCH</b></p> <p><b>CONTRAST BACK YOKE</b></p> <p><b>SLIGHT DROPPED SHOULDER</b></p> <p><b>CORNER PROTECTOR AND ZIP PLACKET INSIDE</b></p> <p><b>HALF MOON IN BACK IN PRINT DITSY FABRIC</b></p> <p><b>HEM IS SHORTER AT FRONT AND LONGER AT BACK</b></p> <p><b>SLEEVES ARE LINED IN CONTRAST SO OPTION TO ROLL SLEEVE UP</b></p> <p><b>NO WADDING IN SLEEVES NEEDED</b></p> <p><b>0.6CM HEM TURNING, GARMENT AT HEM IS BAGGED OUT</b></p> <p><b>CF OPEN END 5G ZIP WITH BINDING DETAIL SAME BINDING AS AROUND POCKET EDGE</b></p> <p><b>PATCH POCKETS WITH BINDING IN CONTRAST FABRIC</b></p> <p><b>SLIGHT CURVED HEM SHIRT LIKE</b></p>			

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EXAMPLES OF TECHNICAL PACKS FOR FACTORIES (GARMENT CONSTRUCTION/ SPECS/ BRANDING/ PRINT COLOURS AND REPEAT)





1 cotton dobby stripe romper with tonal shell embroidery seashell print vest balloon sleeve with collar picot edge & shell comforter



2 balloon sleeve cotton dobby dress ruffle detail & wooden buttons with ecru marl rib leggings



3 scallop quilted printed jersey blanket with seashell print



4 painted wave print cross body vest set and leggings with starfish comforter



5 cotton ecru twill romper dungaree with wave print vest and turtle padded comforter/ dummy strap



6 textured stone and ecru seersucker gingham dungaree with marl vest and starfish comforter



7 textured stone and ecru seersucker gingham shirt and short set with bucket hat



18 rattle toy with padded fabric shell seahorse and starfish wooden ring



19



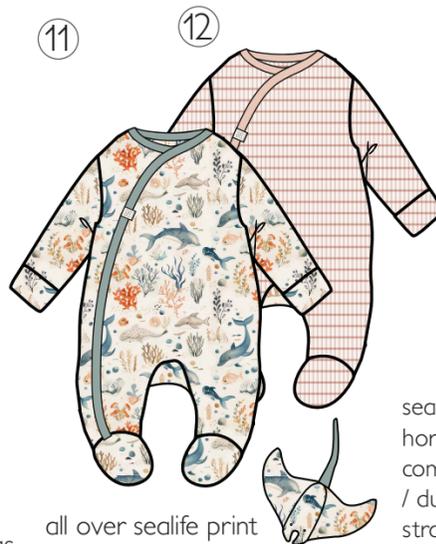
8 textured cotton print woven romper with coral ditsy print picot edge detail on tiny ruffle collar matching scallop edge hat



9 pale pink cotton broidery anglaise set ruffle blouse with knickers and padded seahorse comforter/ dummy strap



10 ditsy coral print cross body vest set and leggings with shell padded comforter



11 all over sealife print sleepsuit with zips with sting ray stuffed toy

stripe ribbed colourway option 2



13 cotton linen stripe dungaree with cotton herringbone straps wooden buttons and duck egg vest

colourway option 2 all over sea print cotton linen



14 watercolour all over whale print sleepsuits with wooden buttons and pocket detail

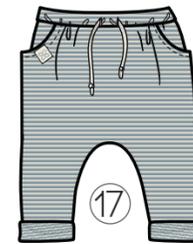
colourway option 2 stripe rib with embroidered whale



15 ecru marl fleece sweatshirt with whale embroidery



20 all over print whale scallop quilt blanket



17 stripe rib joggers with pockets and cotton tie details



**Silver Cross®**  
nature + nurture

Protected Clothing  
Babywear crafted with love.

The Silver Cross Nature + Nurture collection has been developed by a team of world class designers and manufacturers who supply world-renowned and beloved to all major global retailers. S&B are leading the development in conjunction with their patented anti-microbial organic fabric treatment giving the collection a unique selling feature in a congested marketplace. Results from research in this sector concluded that parents highly value the hygiene solution S&B Baby Fresh technology delivers from a totally natural source.

S&B Baby Fresh technology is 100% organic and plant based. It's a pure green formulation with no toxic or side effects and lasts for up to 30 washes.

**AW24**  
Poeticgem



DIANE VON FURSTENBERG

Mood



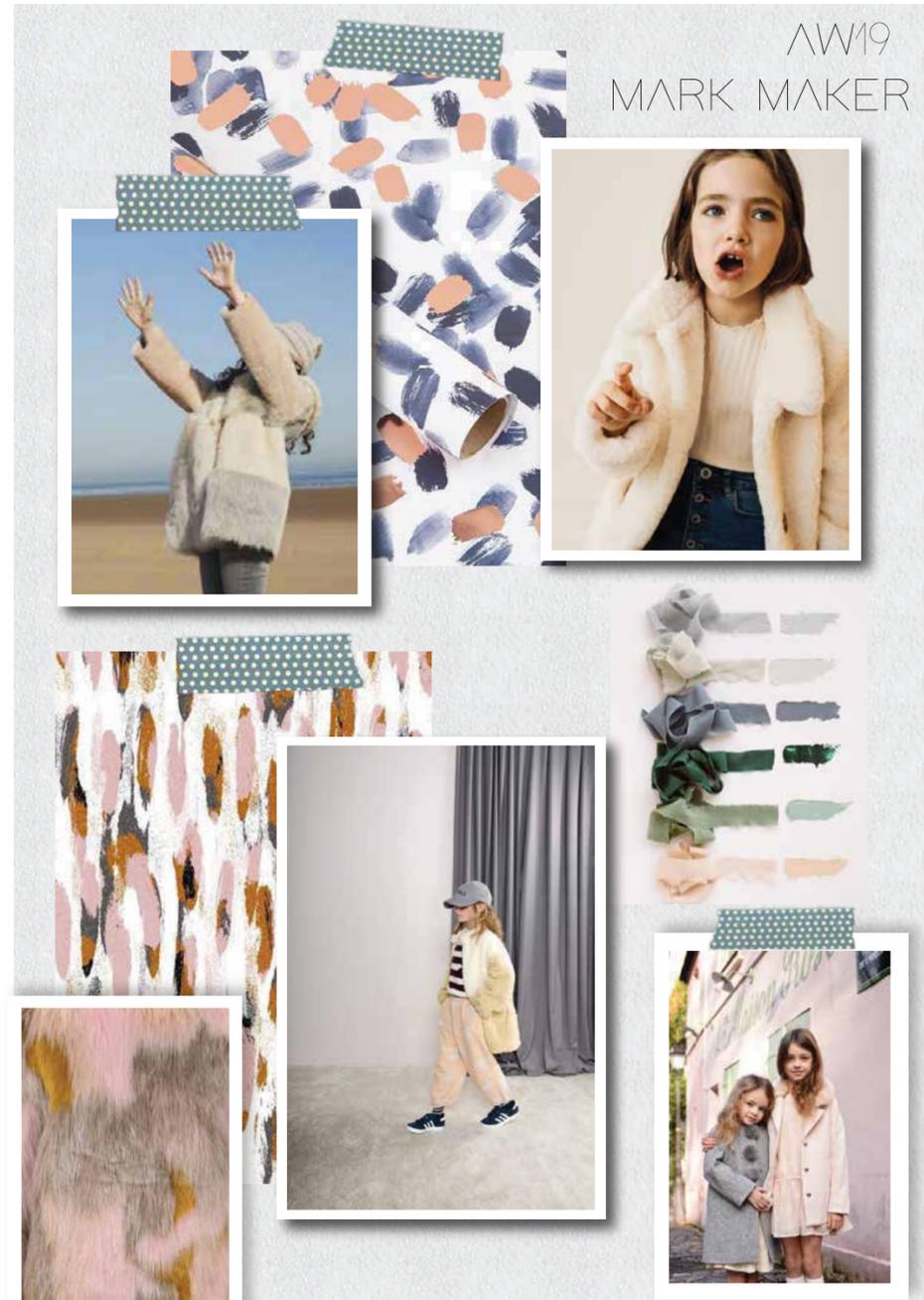
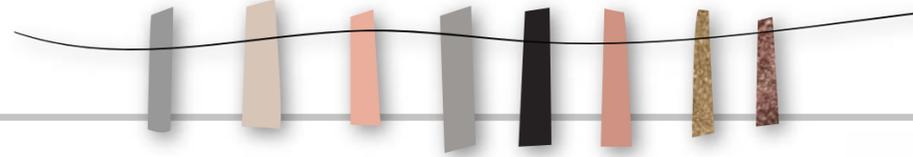
DVF KIDS CONCEPT MOOD BOARD FOR NEW MINI ME RANGE

DIANE VON FURSTENBERG

Graphics



DVF PRINT AND GRAPHICS CONCEPT BOARD INSPIRATION IMAGES



# NEXT



NEXT OUTWEAR RANGE INCLUDING MANY BEST SELLERS ACROSS TODDLER AND OLDER GIRLS

# NEXT

## WOODLAND WALK



Outfit 1



Outfit 2



Outfit 3



Outfit 4



Outfit 5



Outfit 6



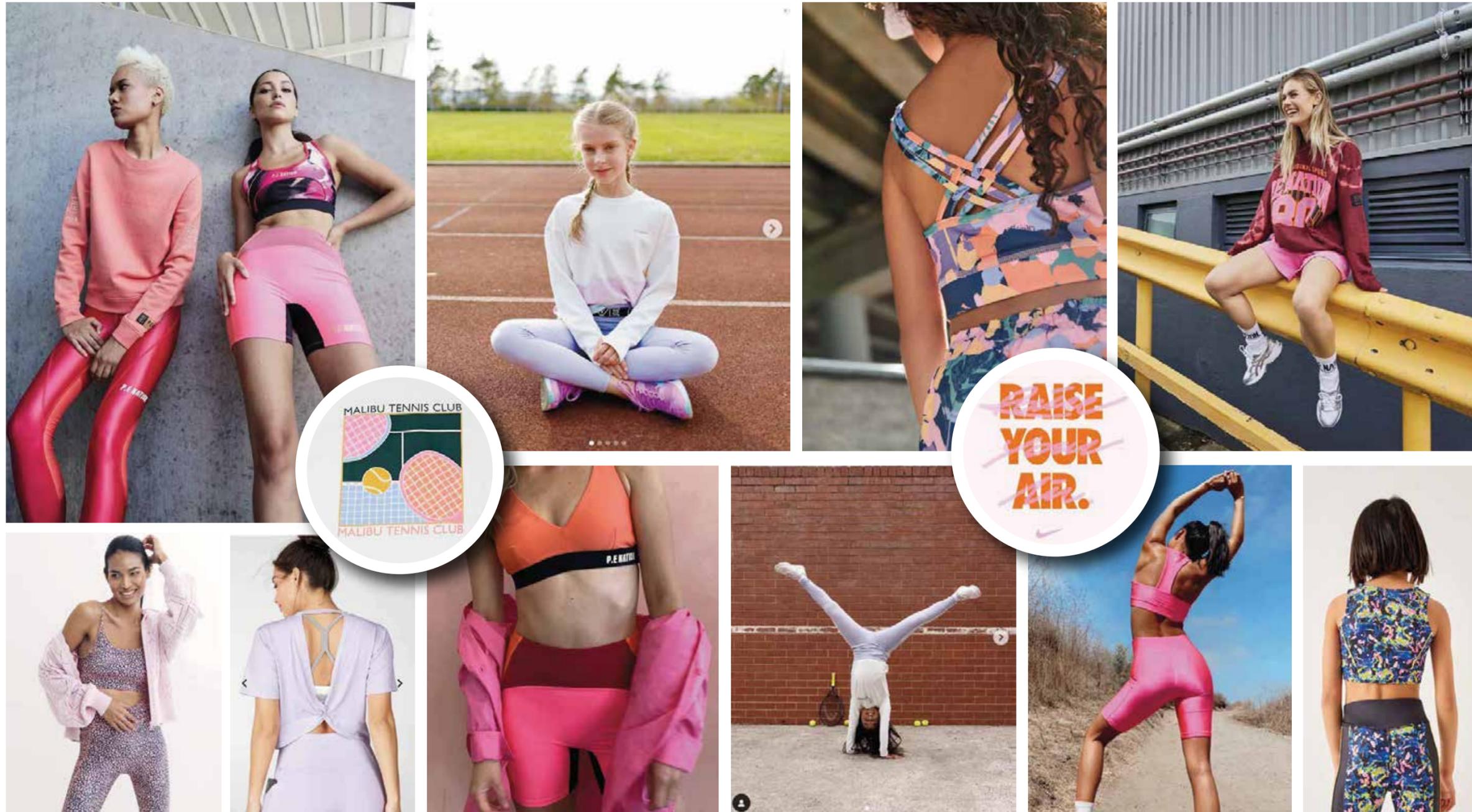
Outfit 7

# NEXT



NEXT GIRLS CADS FOR WOOL AND FUR COATS

DOPAMINE BRIGHTS | DIGITAL FILTER | HIGH SHINE | COLOUR BLOCK | 90S RAVE



# Girls Sportswear

# Key Active/ Leisure

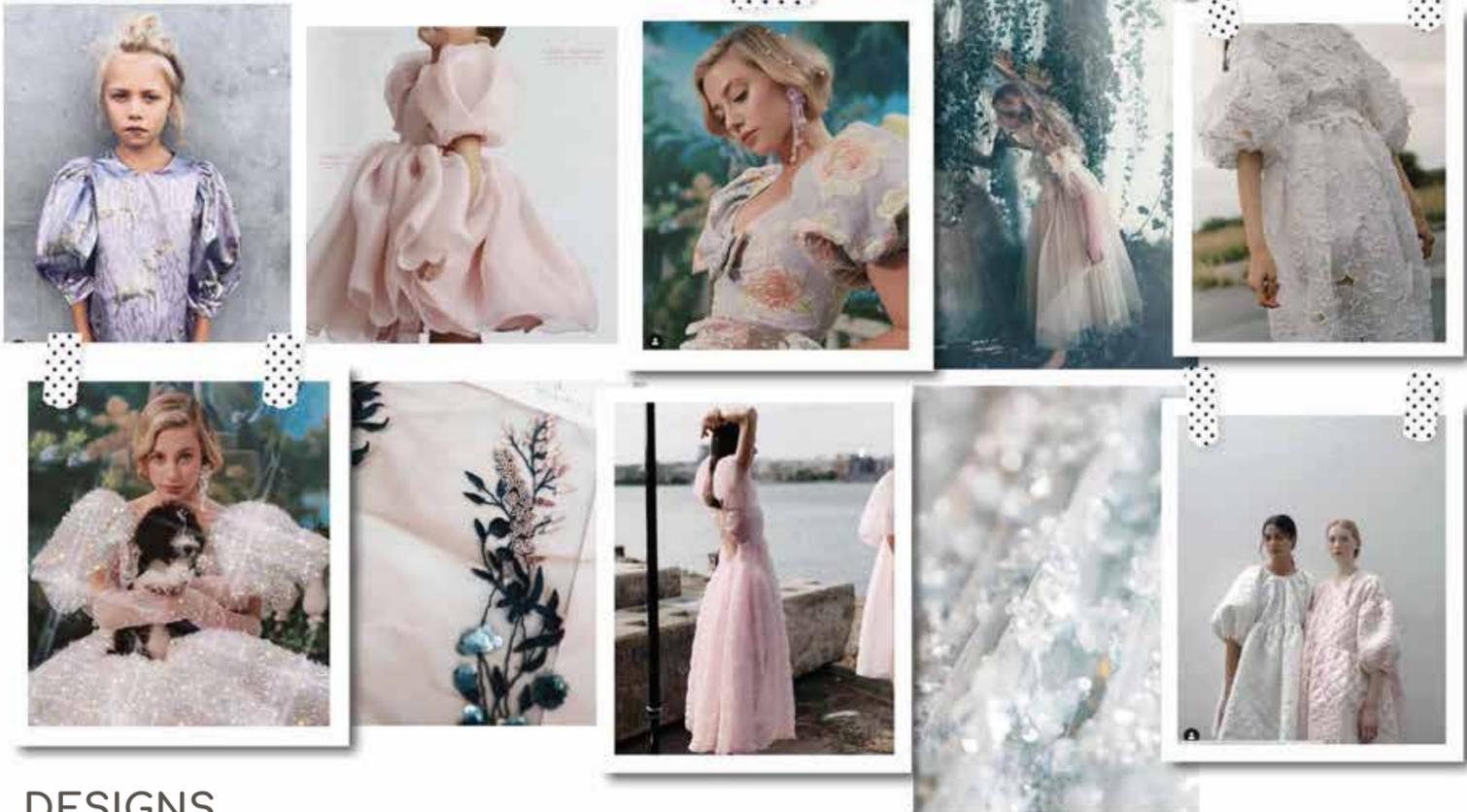
# TRANS 23



# MONSOON



*Partywear Spring Summer 23*



MONSOON PARTYWEAR RANGE INITIAL DESIGNS





**XO**  
NO ORDINARY LABEL



BOUTIQUE BRAND FINAL IMAGES OF DESIGNS AND PHOTOGRAPHY FOR PARTYWEAR





**XO**  
NO ORDINARY LABEL



BOUTIQUE BRAND AUTUMN WINTER RANGE FINAL SAMPLES AND IMAGES





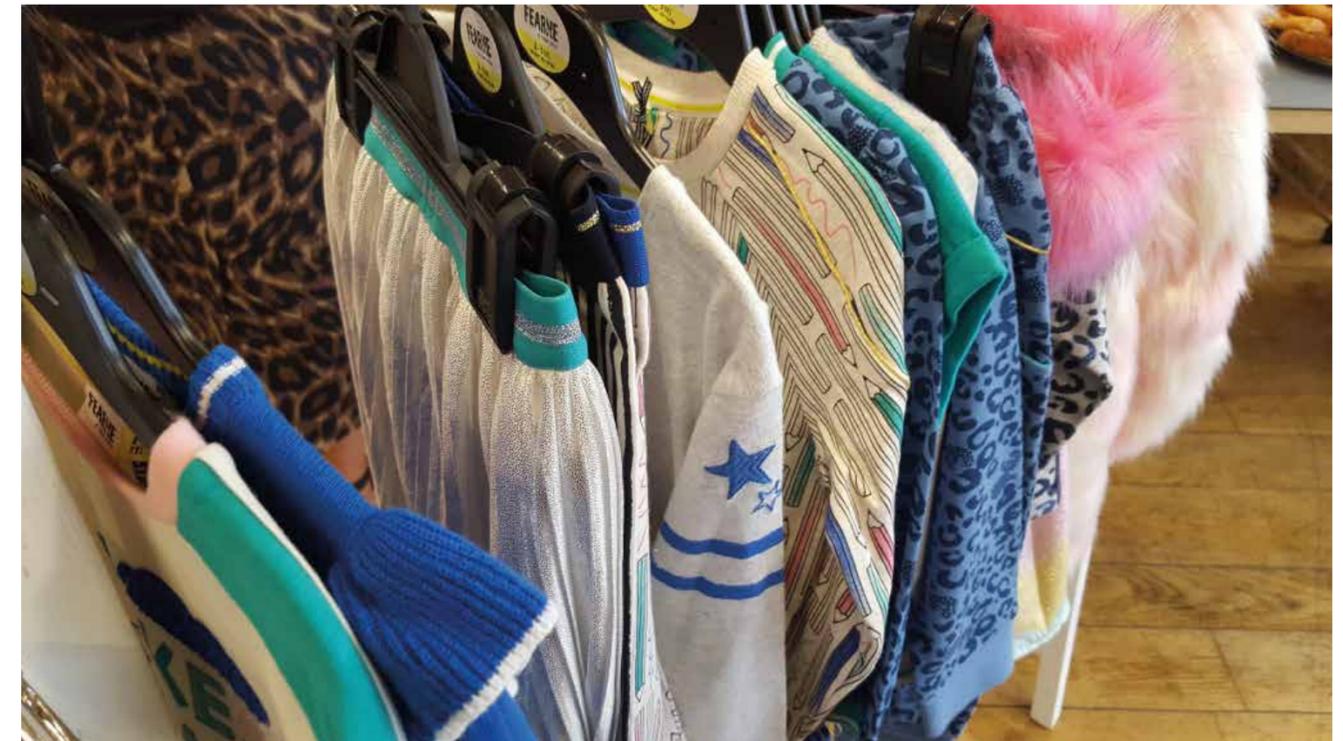
**GET THE COOLEST SPRING AND SUMMER LOOKS THIS SEASON, WITH FEARNE COTTON'S SECOND INSTALMENT OF HER EXCLUSIVE KIDS CLOTHING RANGE: FEARNE BY FEARNE COTTON, FOR BOOTS MINI CLUB.**

Let your little ones express themselves with the latest looks from Fearne. Featuring cool and vibrant prints and colours, Fearne's range is about standing out and having fun – while being able to move easily and feel comfortable.

Filled with confident and colourful pieces, the range captures the essence of the British spring and summer vibe. From pastel pinks to trendy charcoal greys, the gorgeous colour palettes are brought to life in stylish shapes and animal prints across the collection of chic and compatible clothing including reversible bomber jackets, sweaters, dresses and easy pull-ups.

Perfect for play time, a visit to the park or a trip to a friend's house, Fearne's range has something to suit every little one whatever their style. What's more, the second instalment features Fearne's first baby collection for newborns, and continues to offer gorgeous garments all the way up to 6 years. Practical, easy to put on and super comfy, the clothing range will ensure your little one is the trendiest in town, and is available from 24<sup>th</sup> January 2018 in selected Boots stores and online.

Let your child stand out from the crowd and have fun with their style this season, with Fearne by Fearne Cotton.



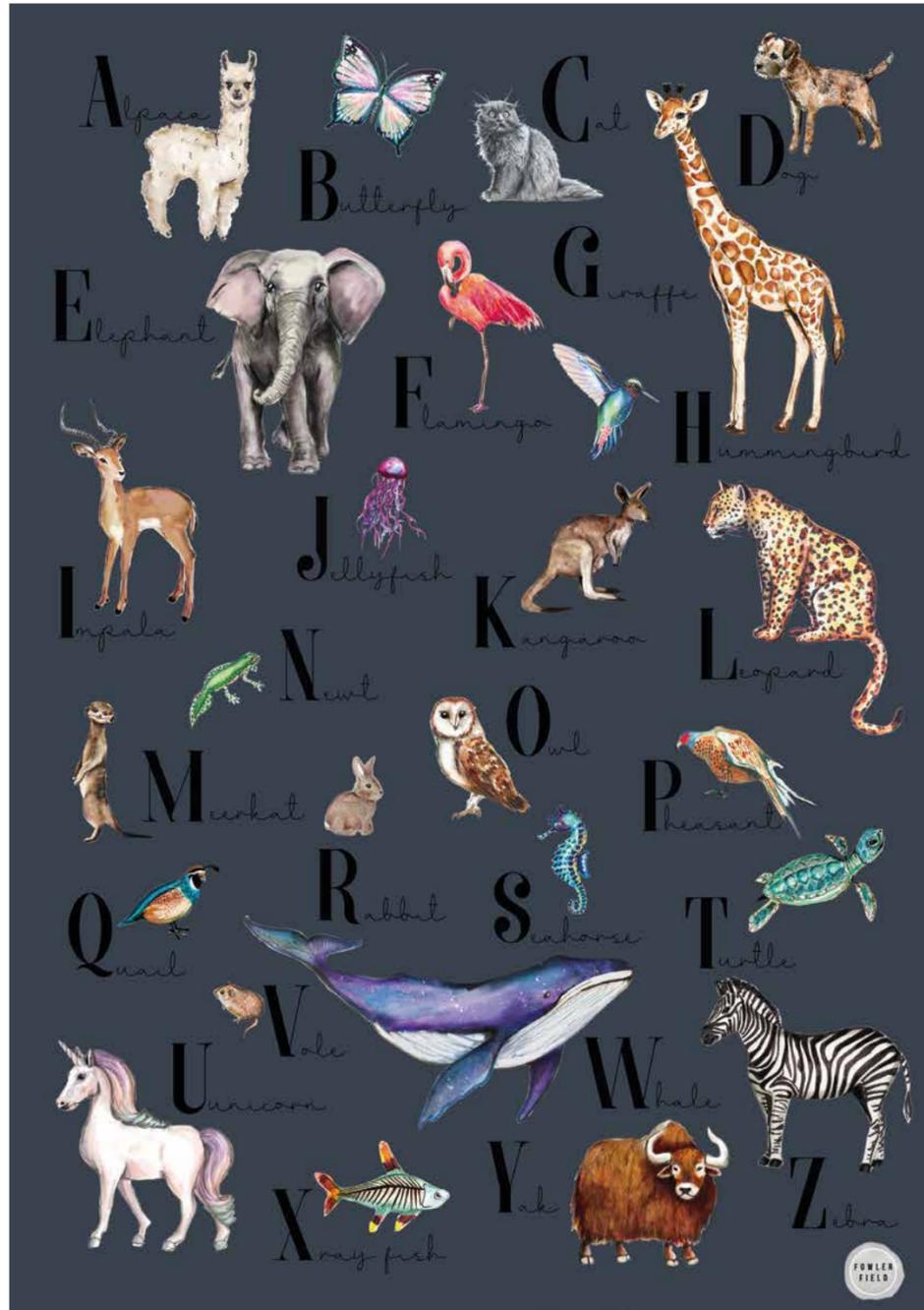
BOOTS MINI CLUB FEARNE COTTON RANGE FINAL IMAGES OF SAMPLES (FUR COAT, METALLIC SKIRT, PARTY DRESS ALL BEST SELLERS)

# PRINT DESIGN



EXAMPLES OF ALL OVER PRINT DESIGNS HAND DRAWN AND CAD

# ILLUSTRATION DESIGN



EXAMPLES OF ILLUSTRATION DESIGN FOR HOMEWEAR/ CHILDRENSWEAR PRINTS ALL HAND DRAWN

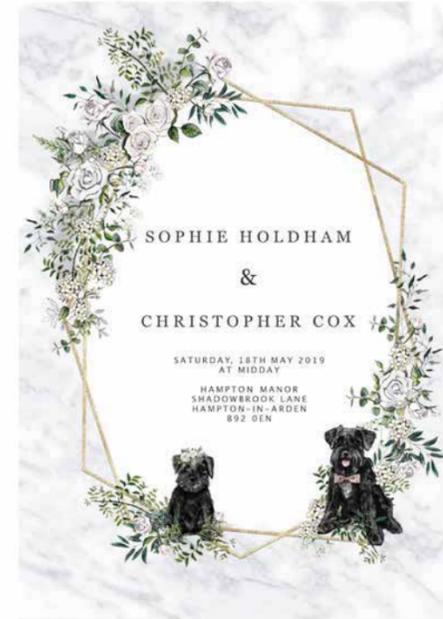
# ILLUSTRATION DESIGN

WEDDING COMMISSIONS



LAUREN KATHLEEN FOWLER

WEDDING COMMISSIONS



LAUREN KATHLEEN FOWLER

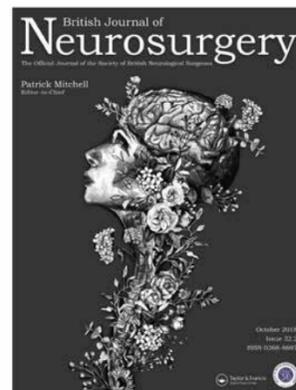


WEDDING COMMISSIONS



LAUREN KATHLEEN FOWLER

BRITISH NEUROSURGERY COMMISSION



LAUREN KATHLEEN FOWLER

WEDDING COMMISSIONS



LAUREN KATHLEEN FOWLER

ILLUSTRATION EXAMPLES FOR MAGAZINE COVERS/ PERSONAL COMMISSIONS AND INVITATION SUITES



# CONTACT DETAILS

EMAIL [contact@laurenfowlerdoke.com](mailto:contact@laurenfowlerdoke.com)

PHONE +44 (0) 7909 971034

INSTAGRAM [@fowlerfield](https://www.instagram.com/fowlerfield)

