



This is the original design development for the blouse, it shares a lot of similarities with the proposed design from the business plan with some fine tuning. I've brought forward the pussy bow style from the business plan, however instead of being tied in a bow its resting as just a tie. The wearer would be able to choose however they would like to tie the neck line.

I've added a yoke to allow the garment to flow better over the shoulders, this has a knock-on effect of no longer being able to use the grown-on sleeve style which was proposed in the business plan. Instead they're going to be set in sleeves with have a slight ease/gather at the peak of the shoulders. This ease will then be echoed in the yoke which will have a slight gather at the front, this design change was brought about by comments in the focus group about liking garments that flow and drape over form fitting tops.