



SCAD FASH Museum of Fashion + Film  
1600 Peachtree St. NW,  
Atlanta, Georgia 30309

# Process Book

Kaleidoscope Katrantzou  
Event Invitation  
Courtney Peplin



SCAD FASH Museum of Fashion + Film  
1600 Peachtree St. NW,  
Atlanta, Georgia

Thursday, September 15, 2019 at 8:00 PM

The reception is to raise funds for  
scholarships for SCAD students.  
Please reply by August 15th, 2019.  
Attire is formal and black tie.

RSVP

Respond by August 15th, 2019



Decline with regret

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# Project Narrative



## Solution

The invitation design was inspired by a dress from Katrantzou's Spring Summer 2017 collection with the Maia top, Maia shield, and Thouskis Trousers, which will be featured in the exhibition. The dress has a unique pattern of multi-colored squares. The pattern on the sleeve that contains the invite is the same pattern on the dress, with matched colors. While the dress is elegant, it is also simple in terms of the use of geometric shapes. A simple, single colored page is revealed on each fold of the invite. Ultimately the recipient will open the last fold, which reveals the dress that the invitation is inspired by as well as a taste of what they will see at the exhibition.

## Description

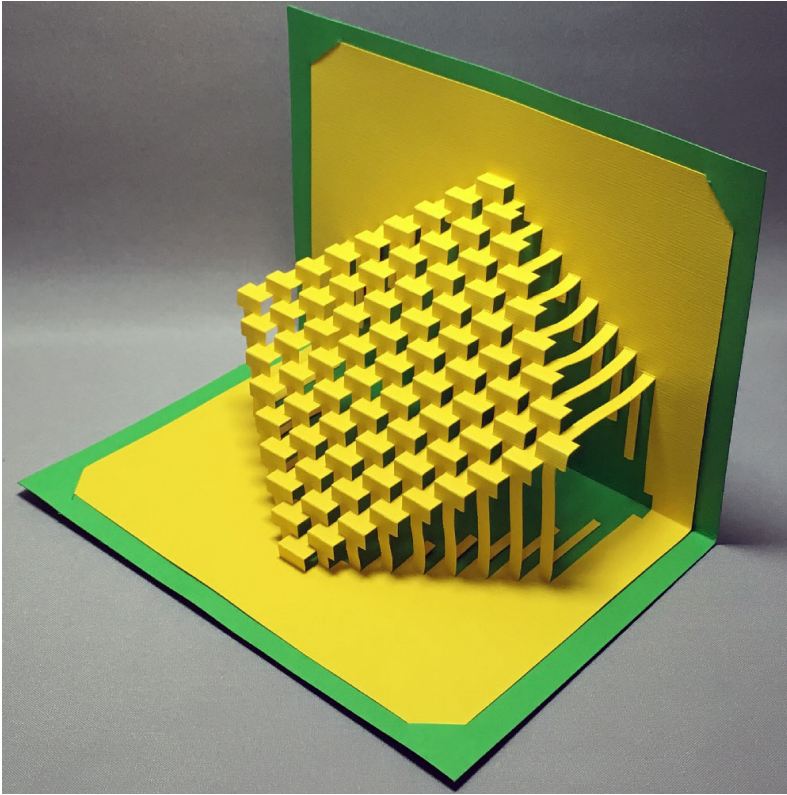
Every year the Savannah College of Art and Design features work from world renown fashion designers in their museum of Fashion + Art. I designed an invitation for special guests to attend their opening reception and fundraiser. The invite is then sent to specific guests for a private, invitation-only event. This particular exhibition, called Kaleidoscope Katrantzou, features work by Mary Katrantzou.

## Objective

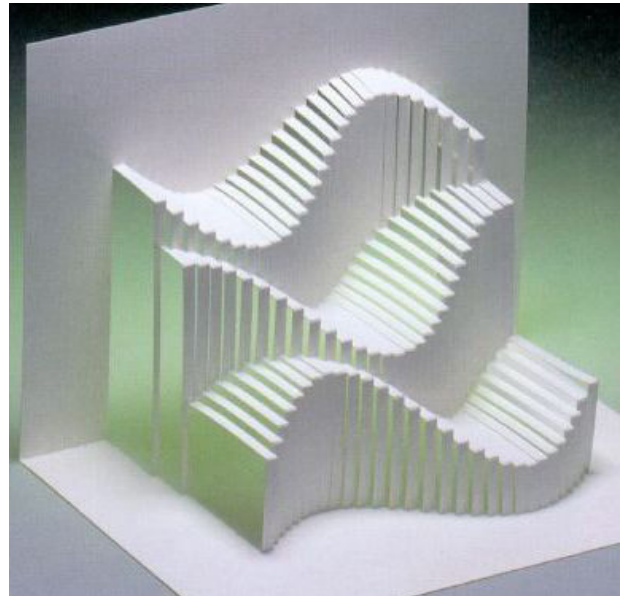
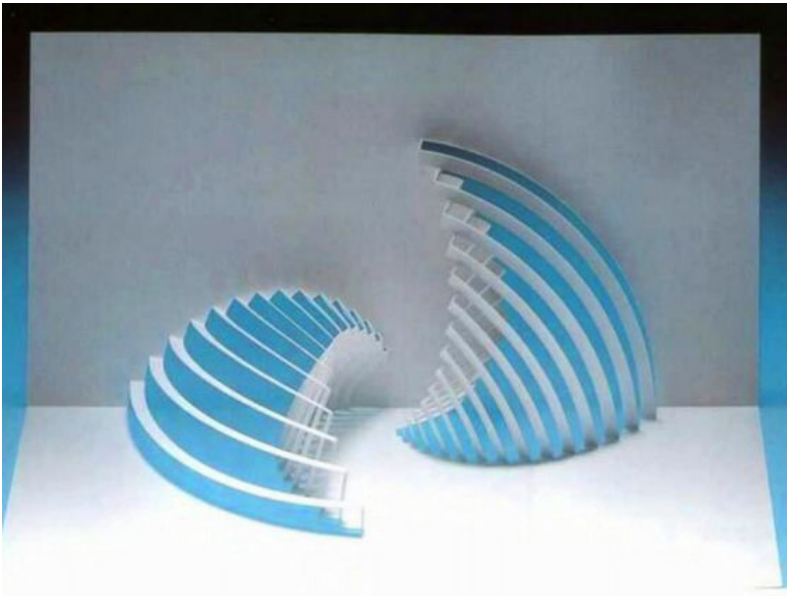
My goal in designing this invitation was to capture the spirit of the exhibition, its elegance, and also make each invitation recipient feel valued. I wanted to create an invitation that the recipient would not want to throw away, regardless of whether or not they would be able to attend. Throughout the process of opening the invitation, my intention was to surprise and delight the recipient each step of the way.

# Initial Ideation

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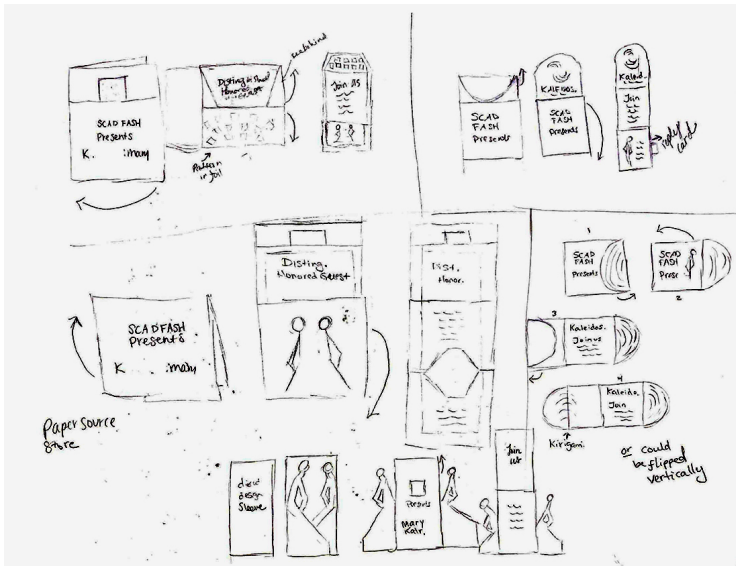


My initial inspiration came from ornate kirigami and pop up designs. I wanted to incorporate some kind of surprise pop-up type element.



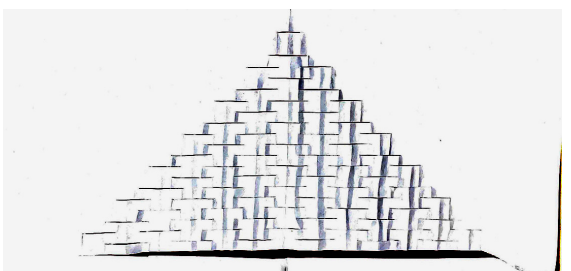
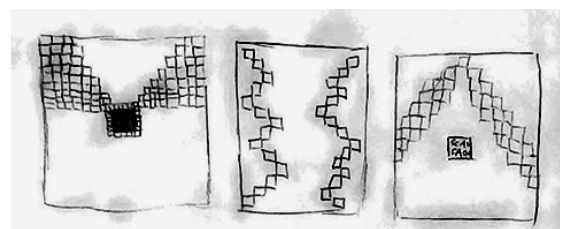
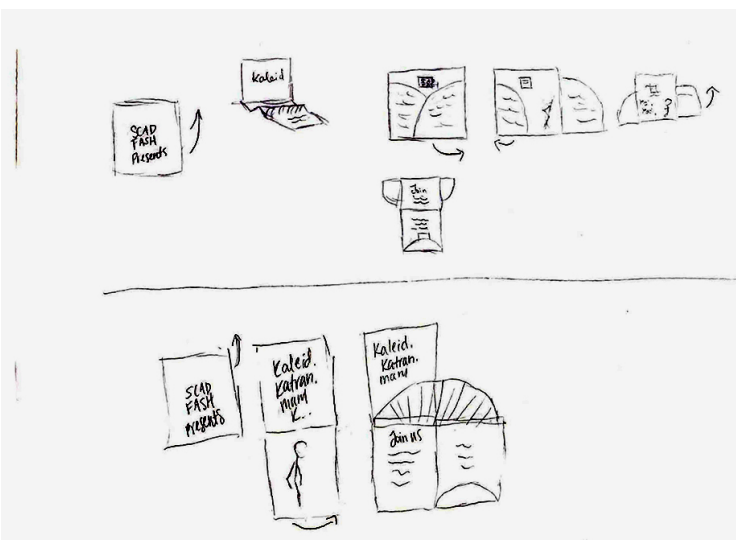
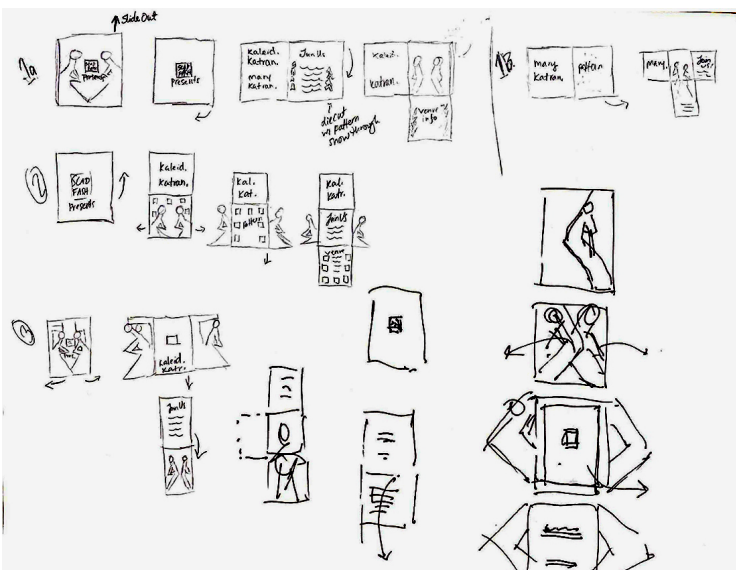


# Preliminary Sketches



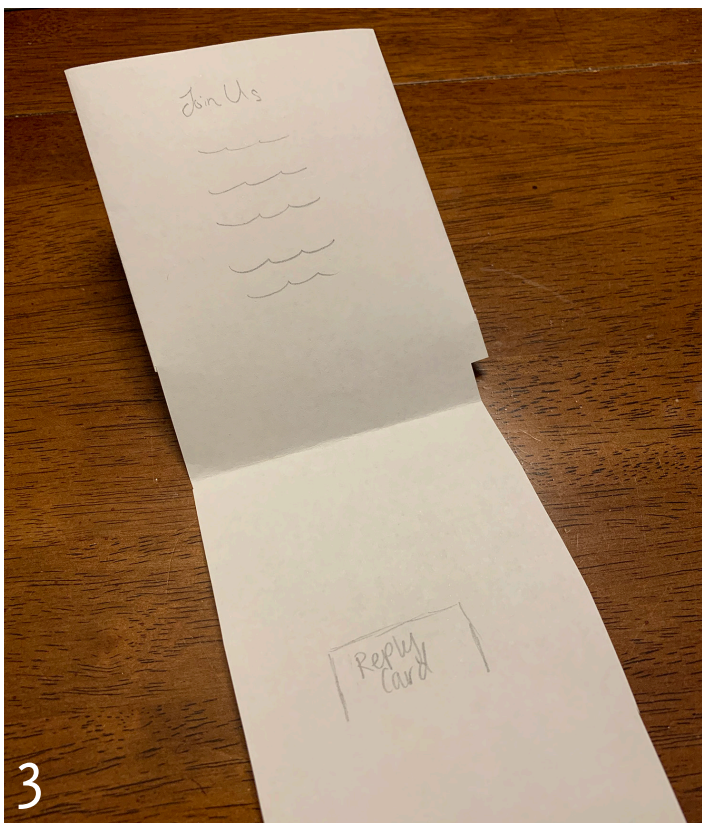
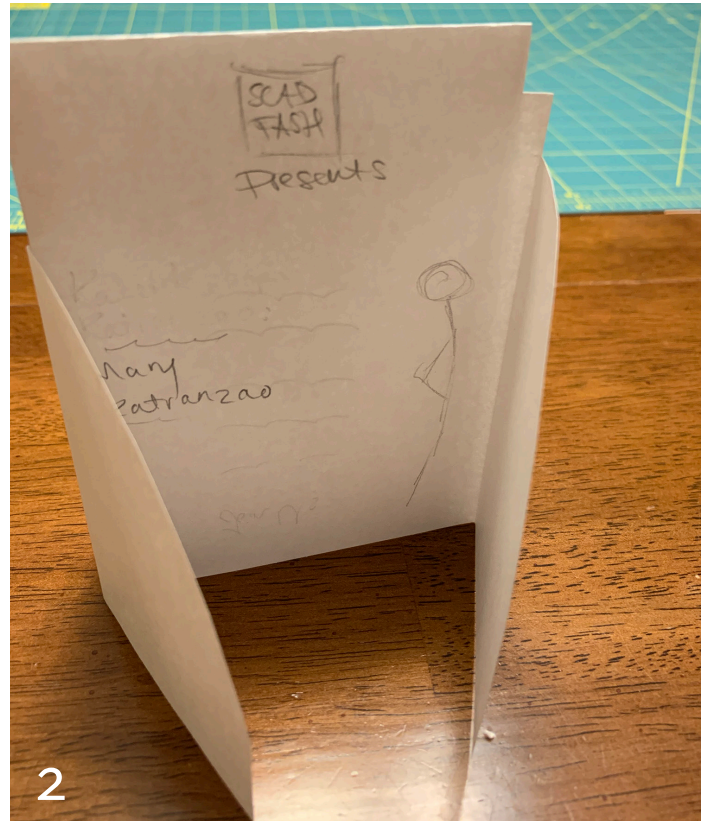
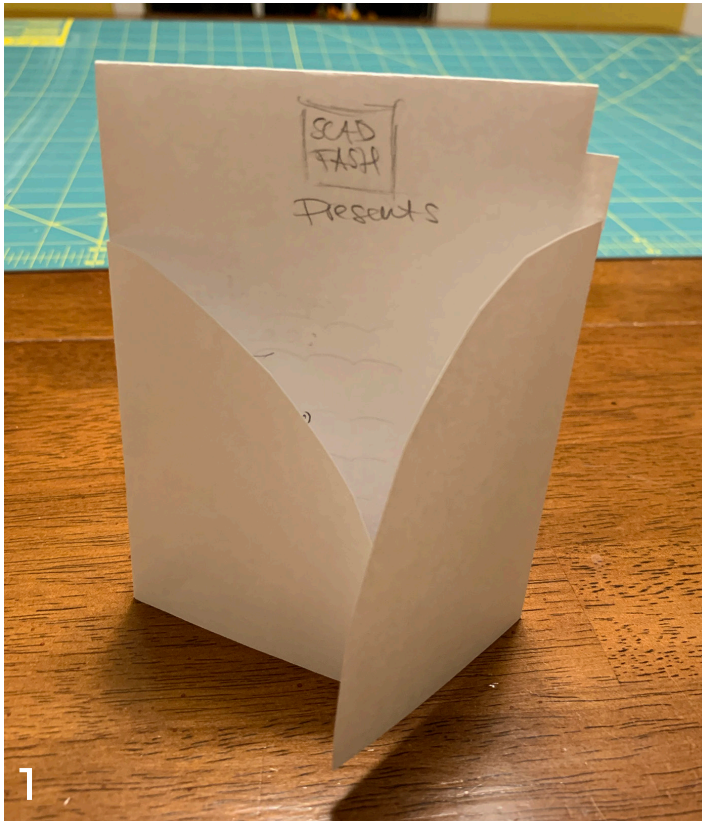
Initially I was teetering between two dresses for the inspiration of the invitation (as reflected in some of these sketches). I ultimately decided to go with a dress from her Spring Summer 2017 collection with the Maia top, Maia shield, and Thouskis Trousers.

I played with various surprises hidden within the invitation as well as potential die-cuts.



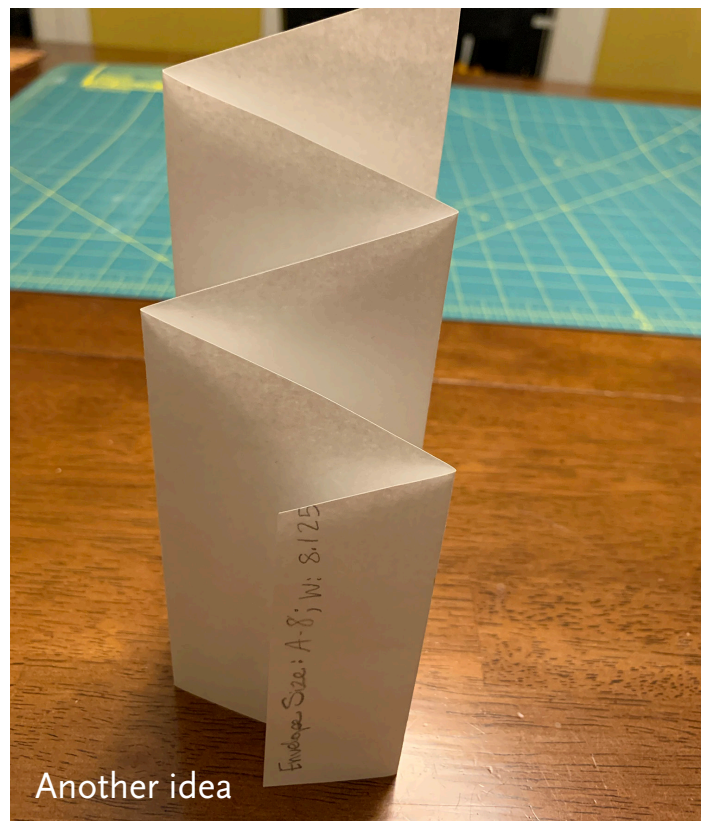
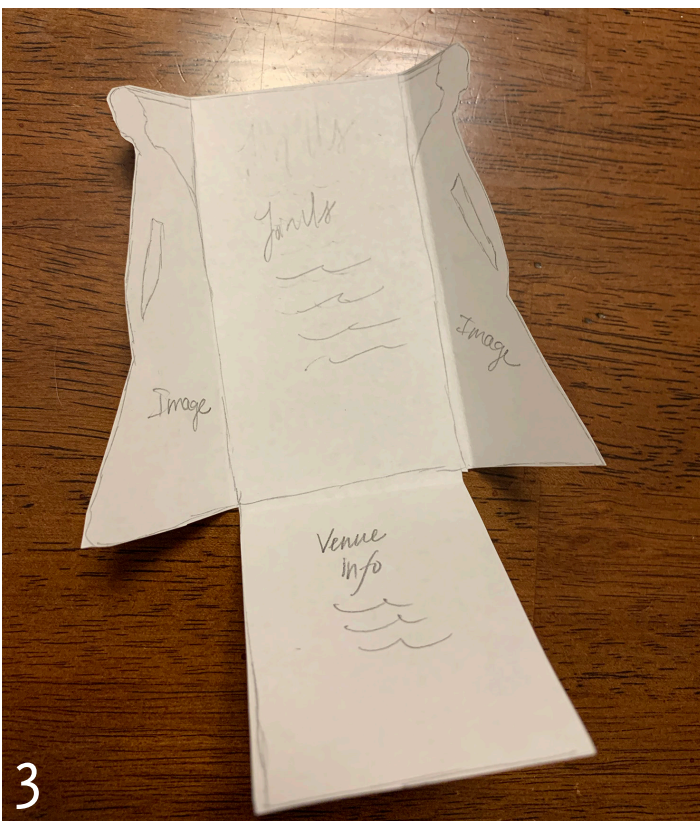
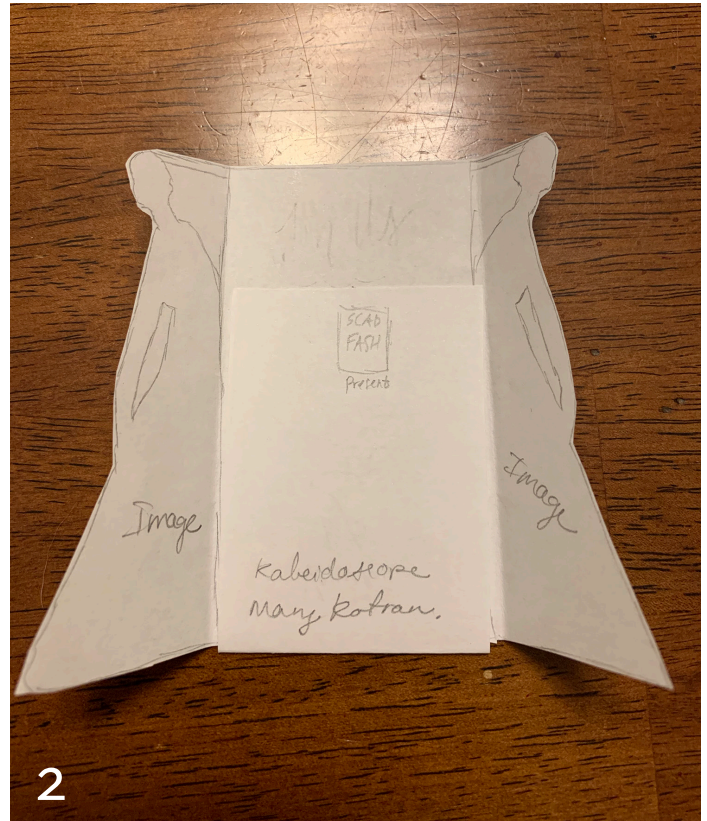
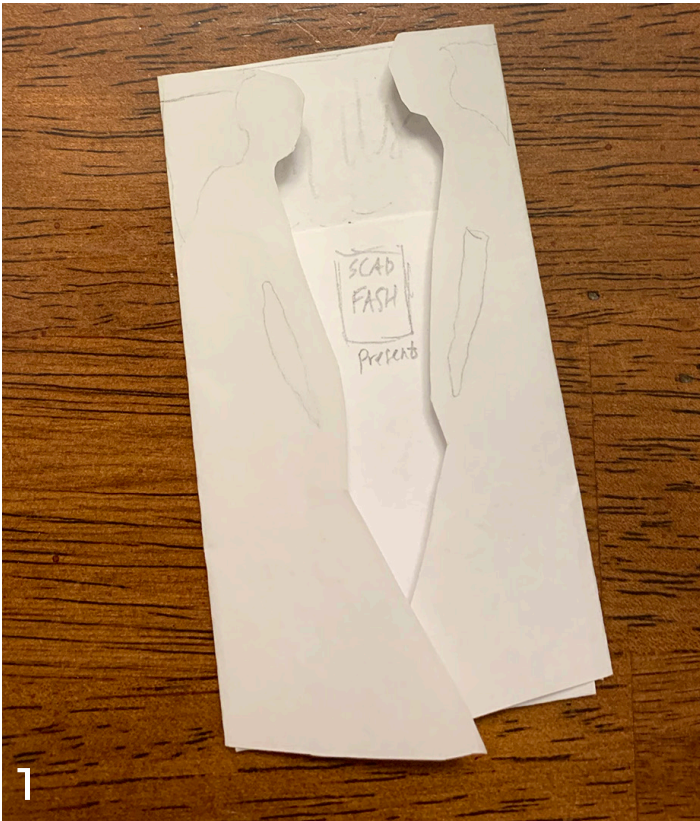


# Initial Dummies



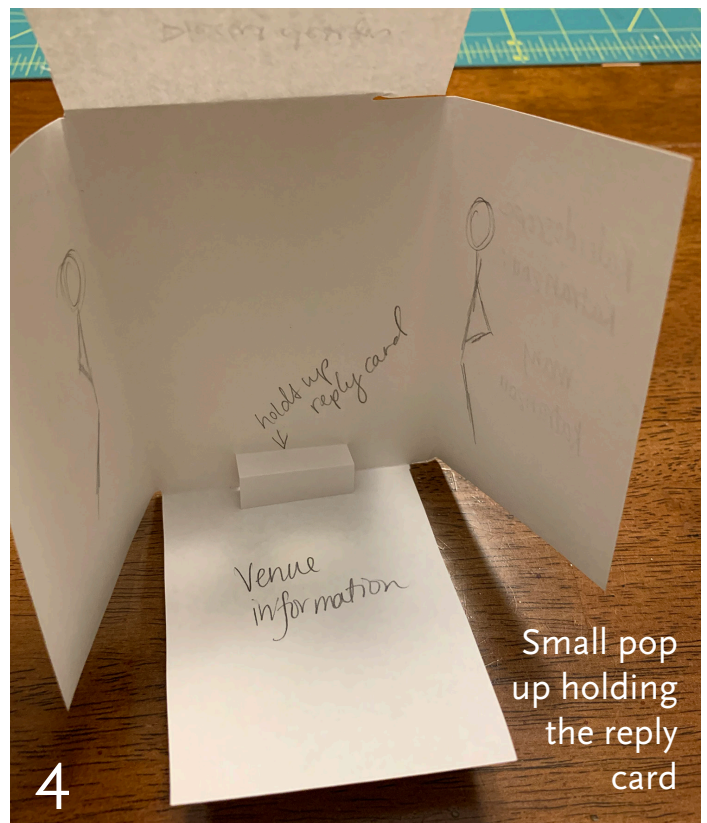
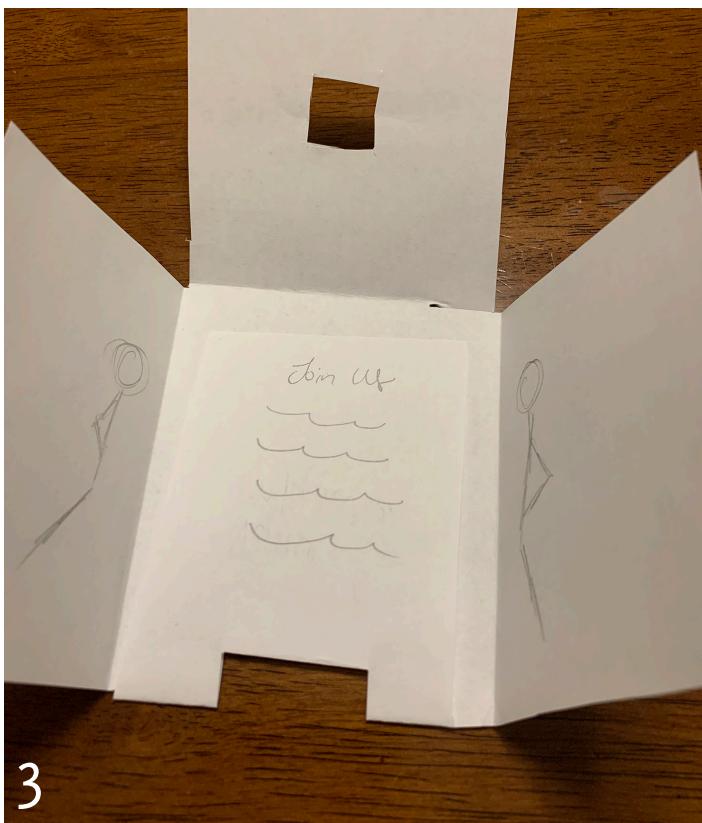
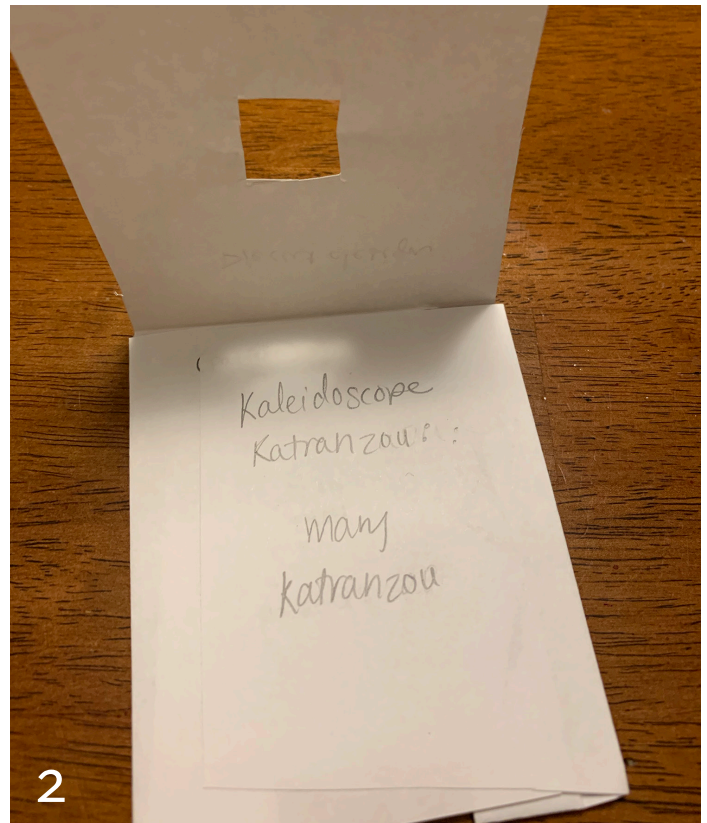
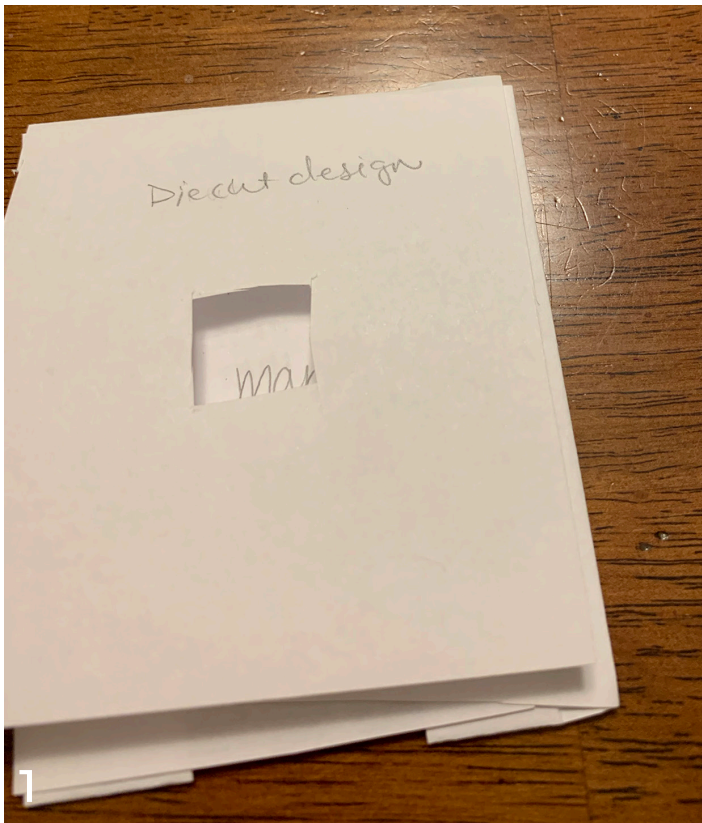


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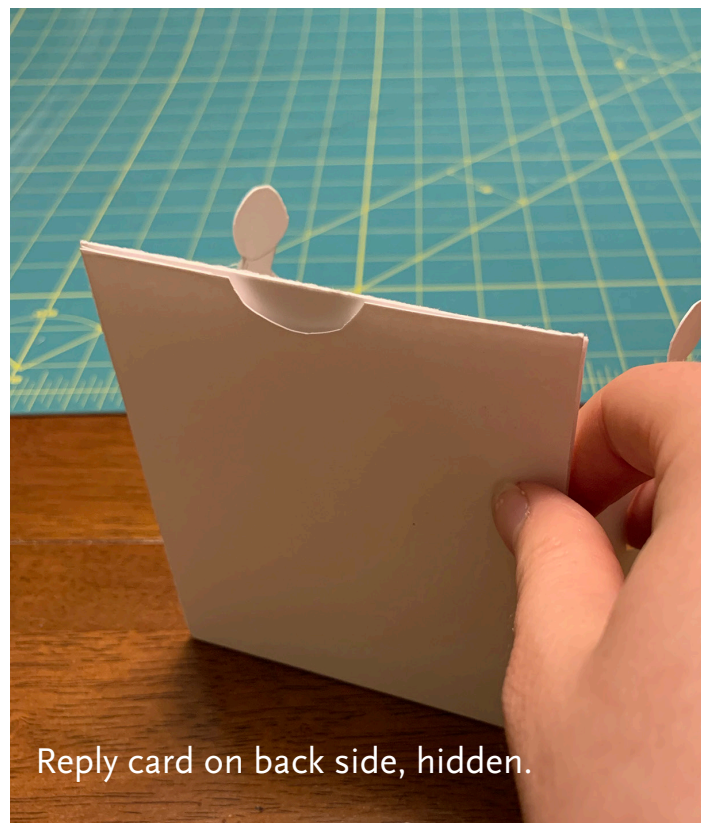
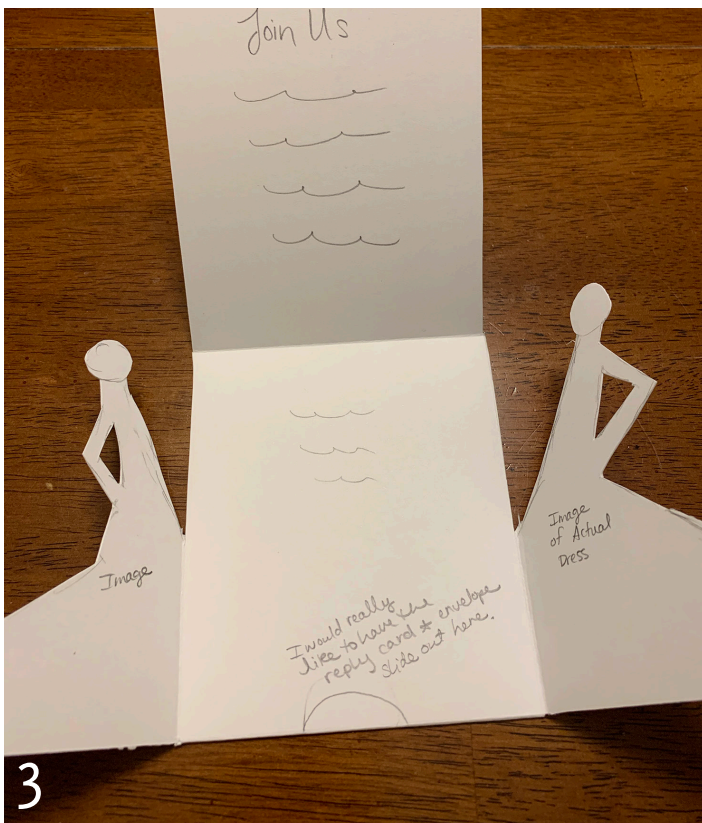
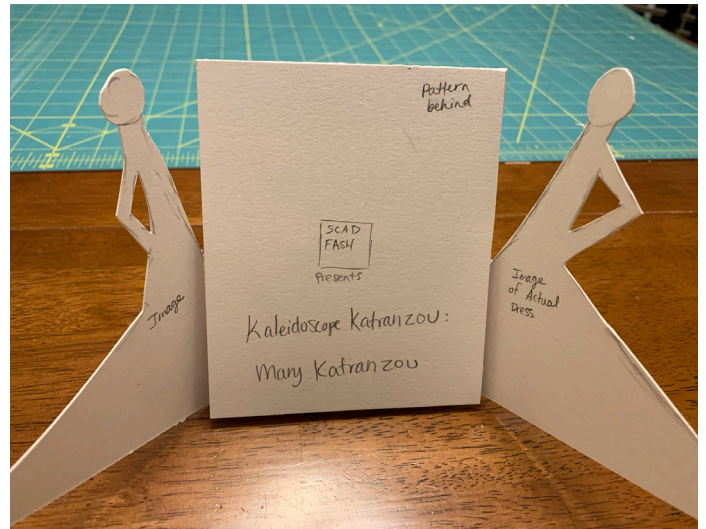
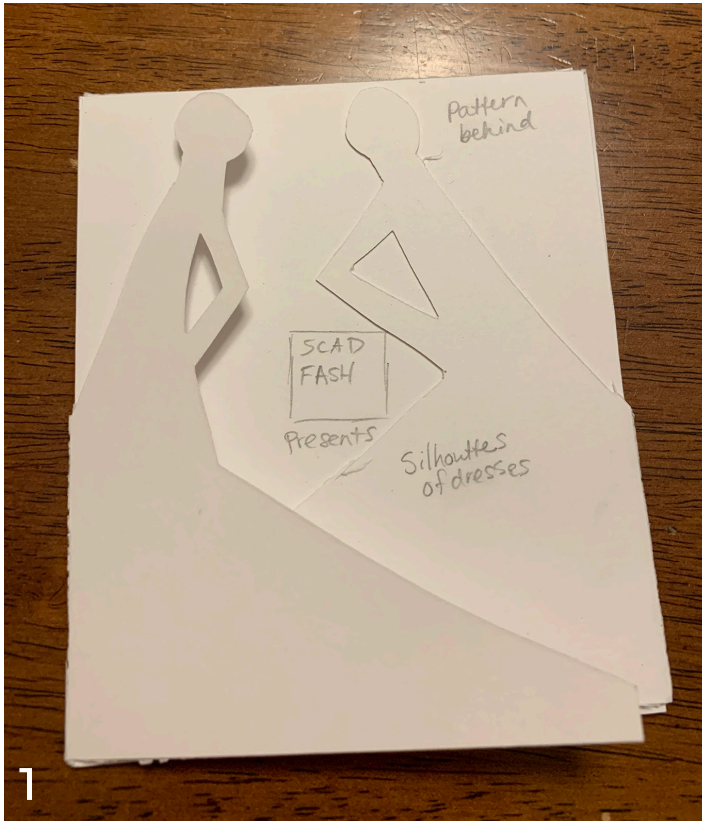


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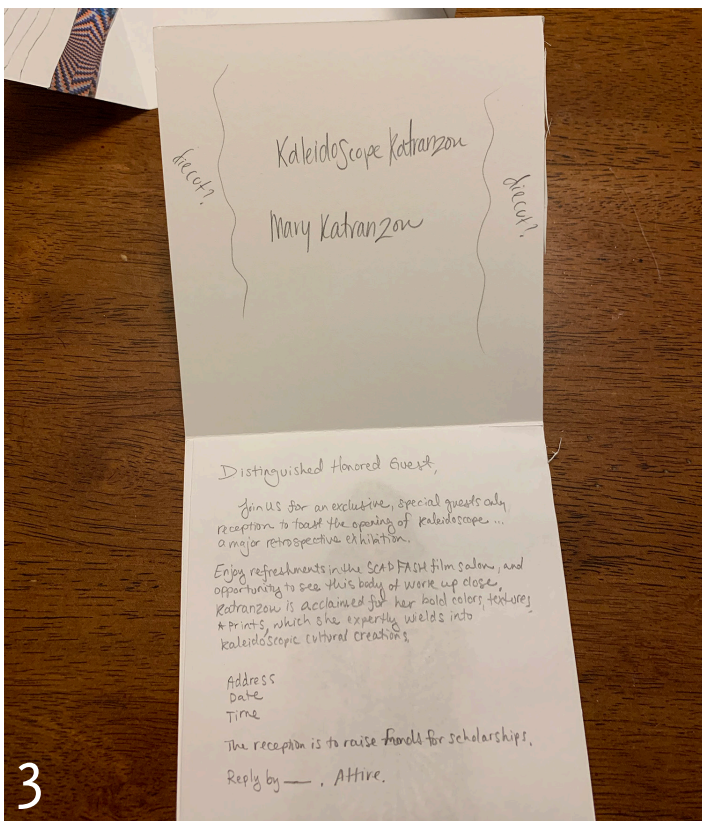
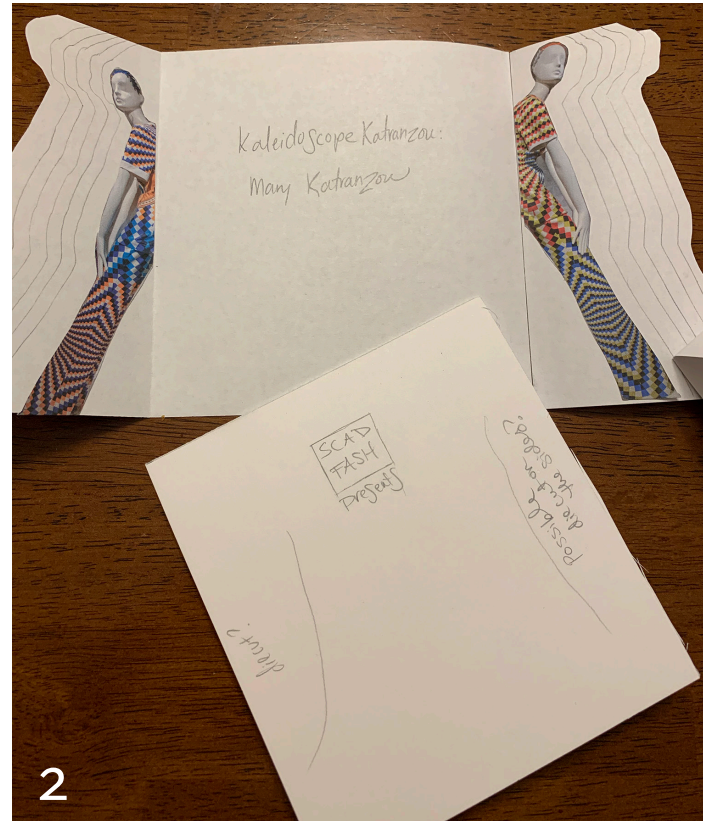
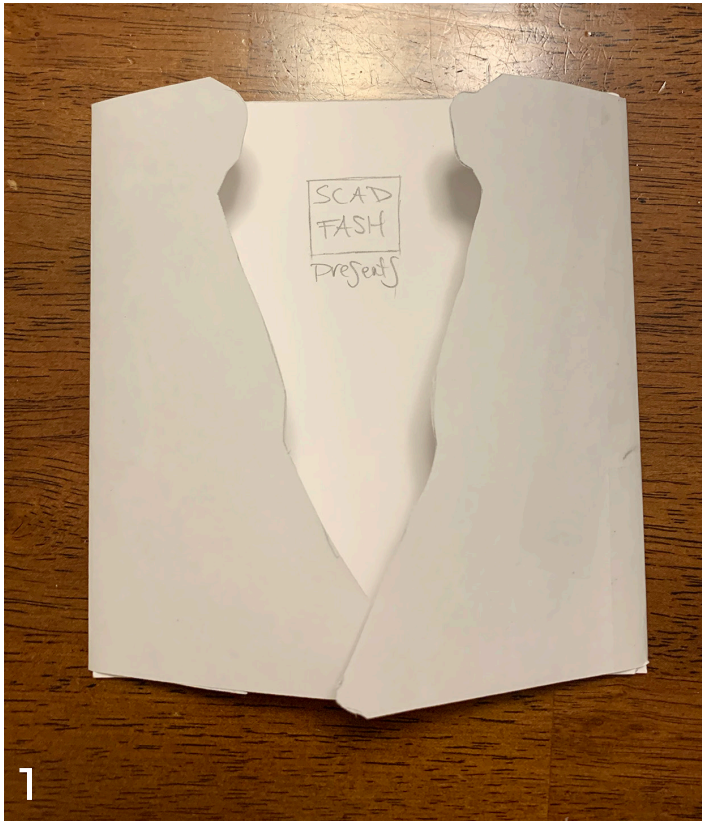


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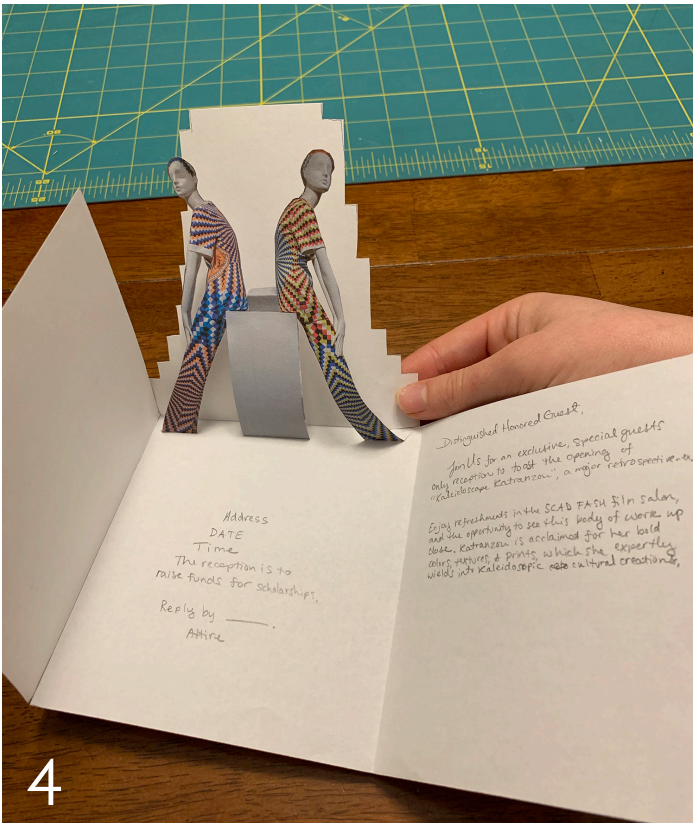
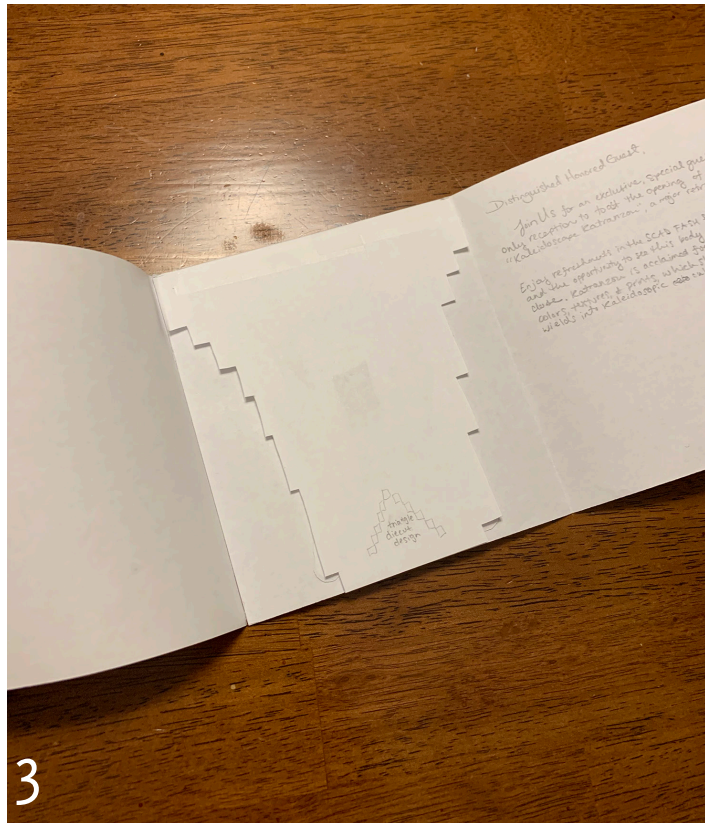
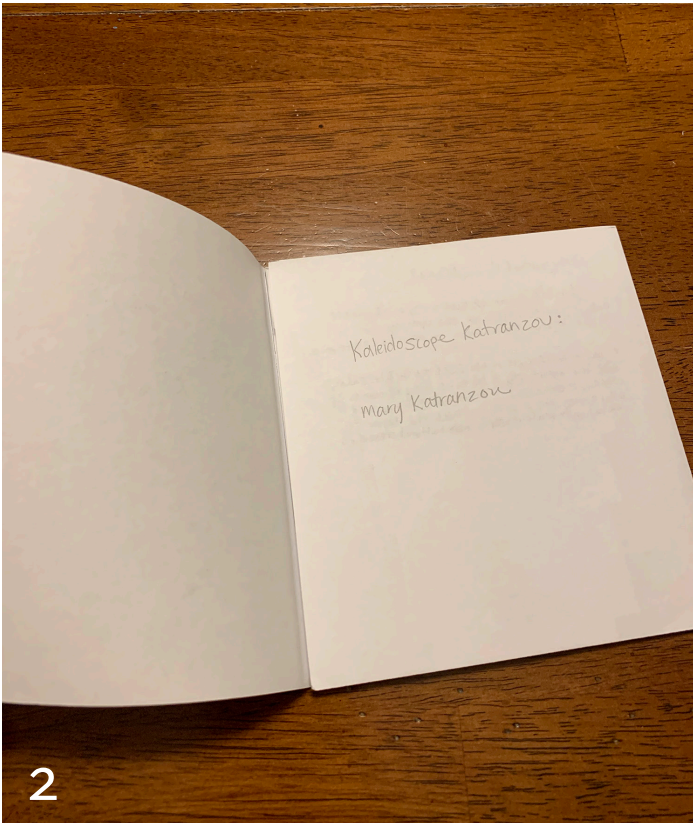
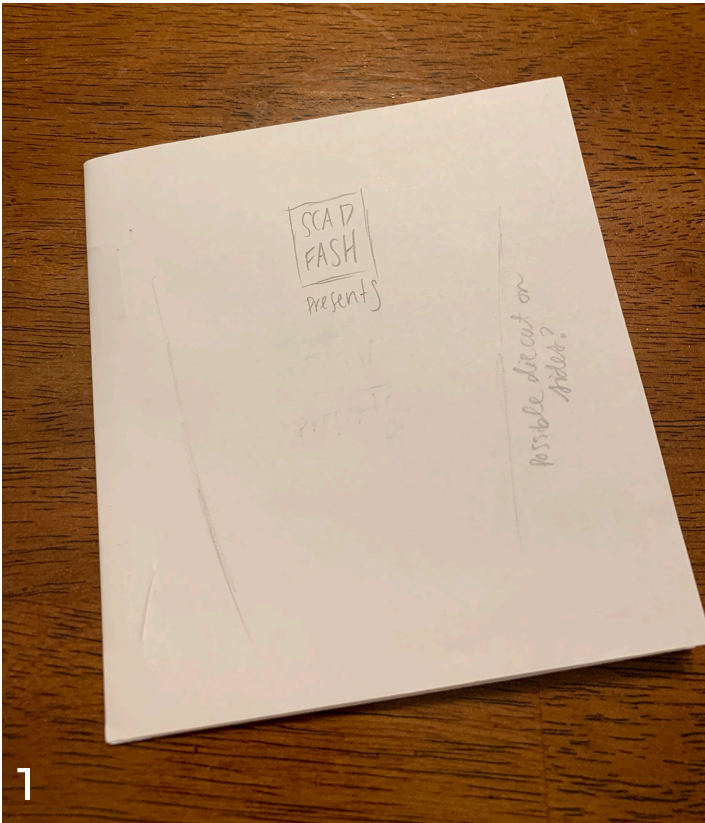


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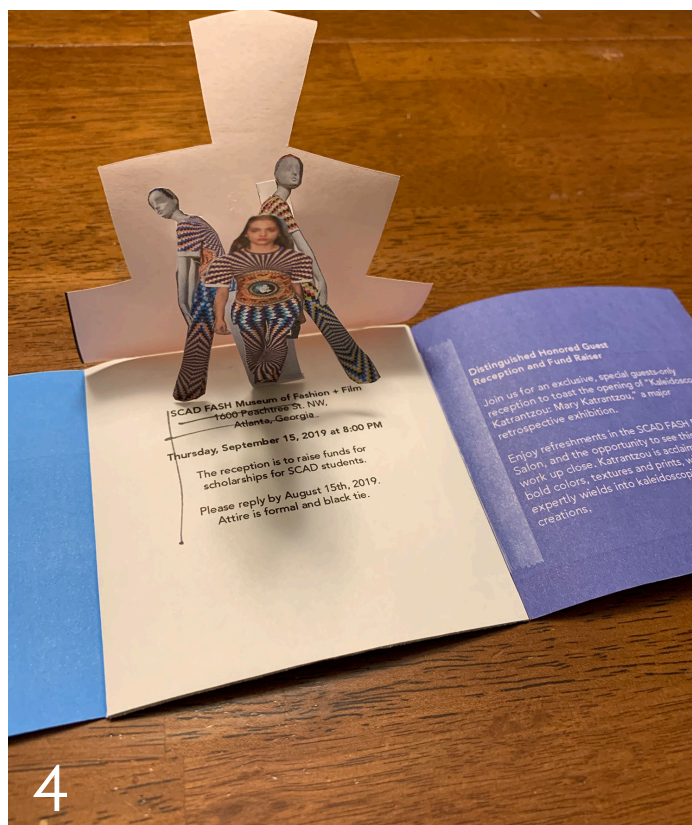


# Chosen Design Dummy





# Refining Chosen Design





# Refining Chosen Design

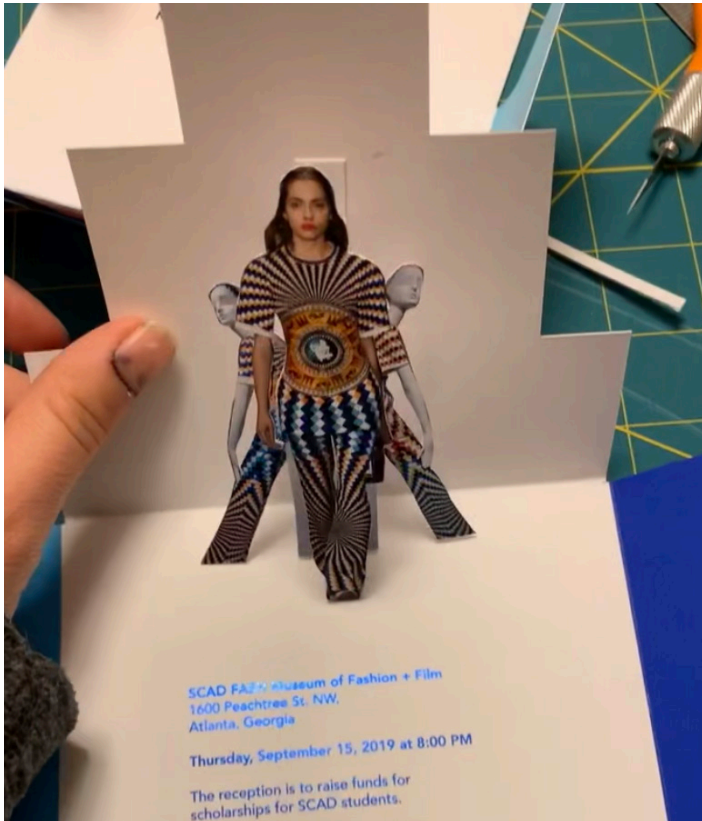


One major change I made proceeding into the refined, final design was to make the color pattern of the square mirror that on the dress. It may seem simple, but the dress is a unique pattern of simple, solid colored geometric squares. This way the design is true to the dress.



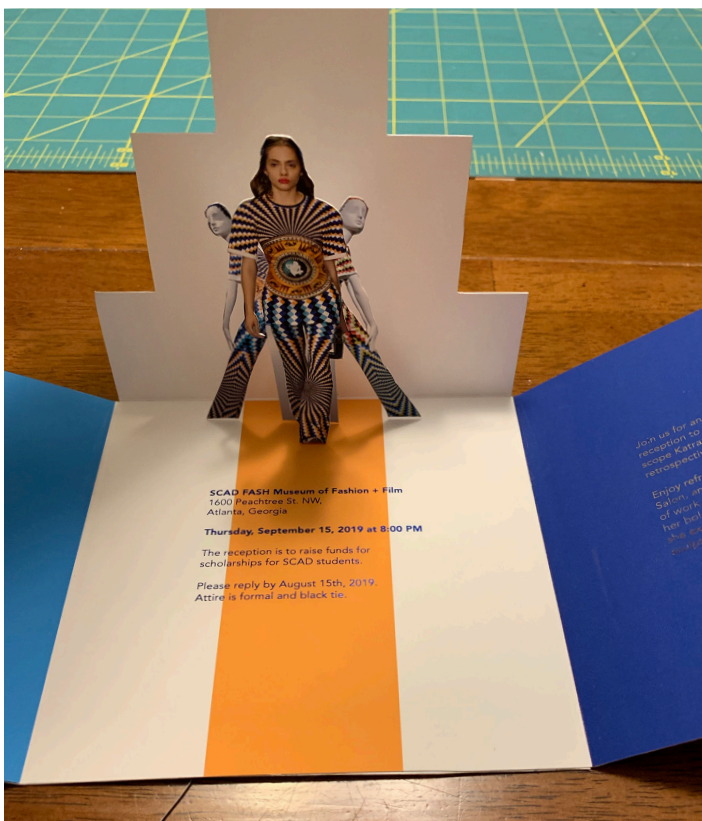


# Refining Chosen Design



Initially the pop up background and base was all white. I felt it needed some other color or pattern besides only white, but didn't want the color to detract from the attention given to the revelation of the dress itself.

I tried adding a runway-like orange stripe down the center but ditched the idea because it didn't fit with the geometric squares consistent with the rest of the design.



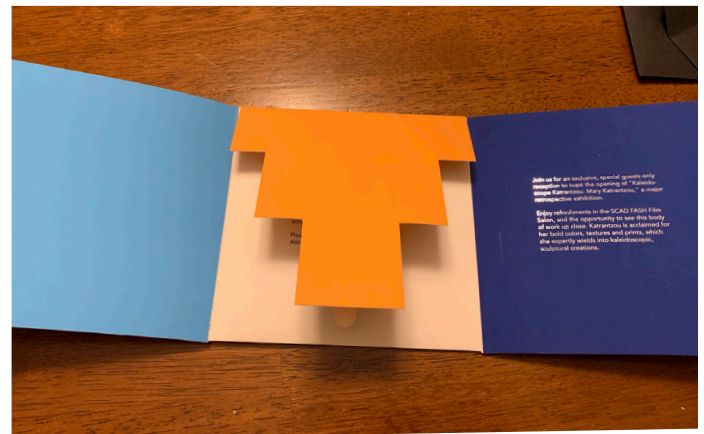


# Final Invitation





# Final Invitation





# Final Invitation



**RSVP**

Kindly respond by August 15th, 2019

Name \_\_\_\_\_

☐ Accept with pleasure ☐ Decline with regret





KALEIDOSCOPE KATRANTZOU

MARY KATRANTZOU



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