

ARTERIA

Design Portfolio
Summer Matilda Woodcock 19043063



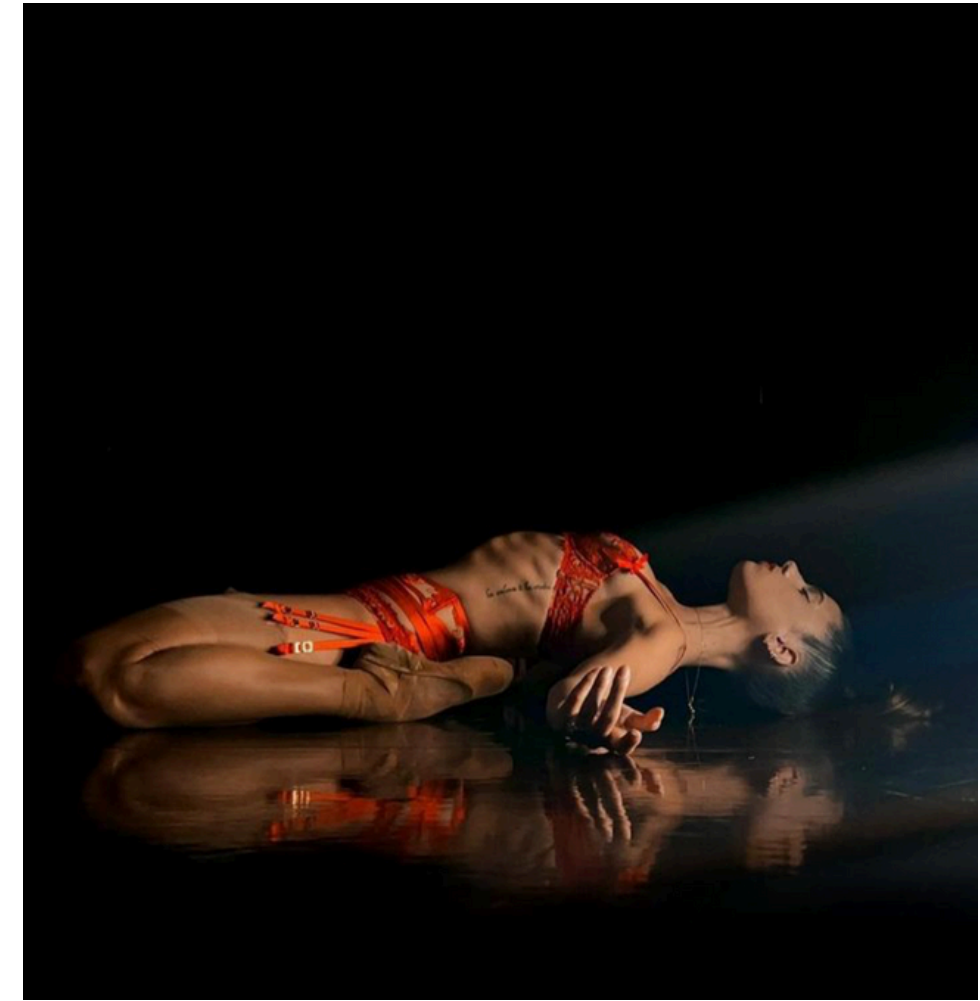
ARTEЯIA

'Arteria', derived from the Latin word for blood vessels — draws inspiration from the intricate networks that lie just beneath our skin. Like arteries that weave through the body, our lingerie is designed to trace and accentuate the form with the same delicacy and complexity. Traditionally hidden beneath layers, both blood vessels and lingerie possess a quiet, powerful beauty. Arteria challenges this concealment — reimagining lingerie not only as intimate wear but as bold, visible statements. With each piece, we celebrate the art of exposure, encouraging a shift from hidden to seen, from private to empowered.



BRAND VALUES

The 4 E's



EQUITABLE

At Arteria we want every woman to feel sexy and confident within - we aim to create a wide variety of sizing to celebrate all body shapes, promoting a message of self-love and acceptance. The designs will all be highly adjustable to fit a range of sizes and be customised by each individual.

ETHICAL

Appealing to customers who value both high-end products and the planet, the brand values sustainability and responsible sourcing whilst ensuring ethical labour practices throughout its supply chain.

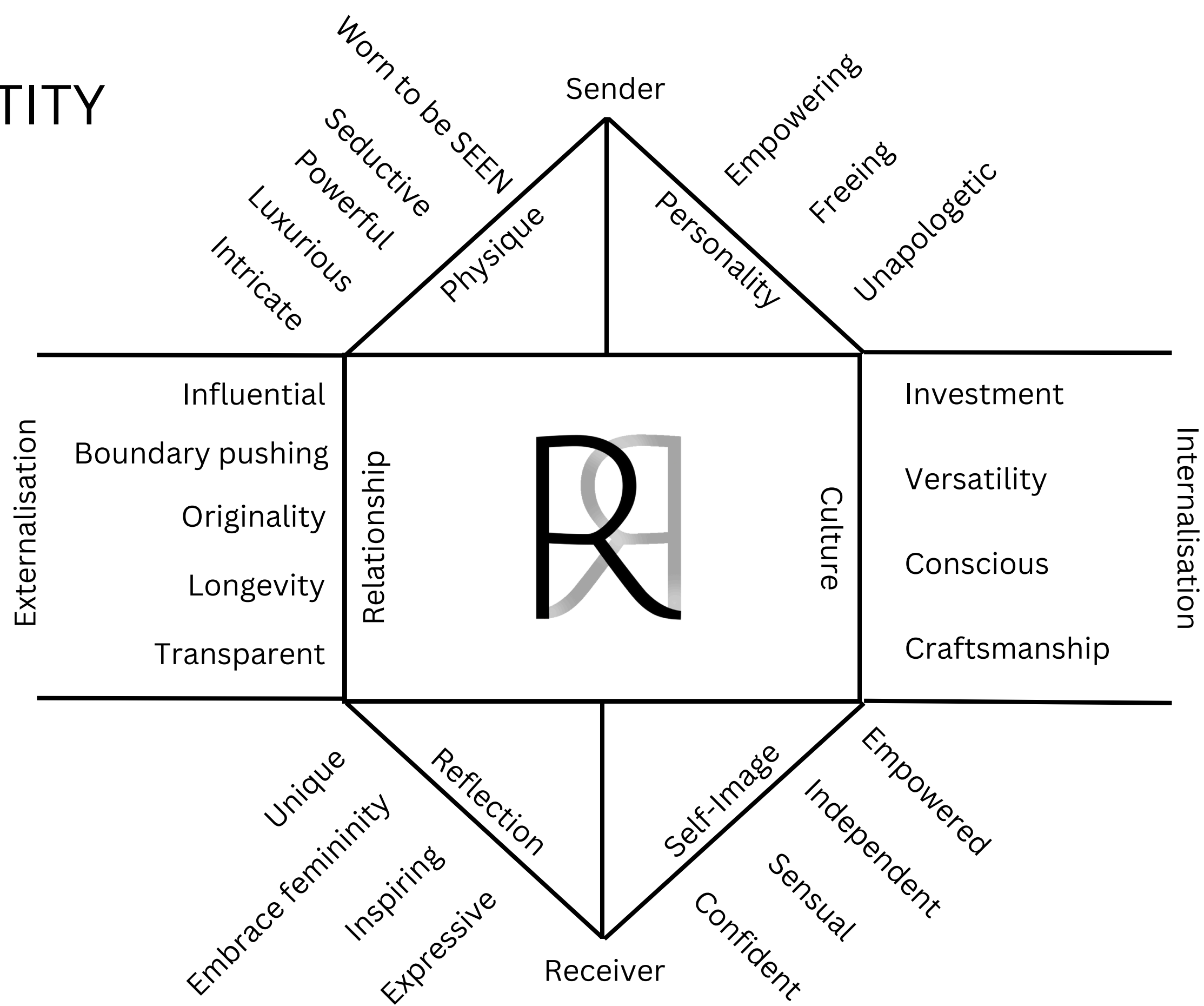
EMPOWERING

The Arteria woman is not afraid to be her authentic self; wearing lingerie as outerwear unapologetically. The brand promotes the idea that lingerie is not just about seduction, but about feeling empowered, confident and strong. She wishes to change attitudes in response to how lingerie may be presented.

EMINENT

Quality will never be compromised at Arteria - we want our products to last a lifetime. From the quality of fabrics and components to the production and fit, we ensure the highest of standards.

BRAND IDENTITY PRISM

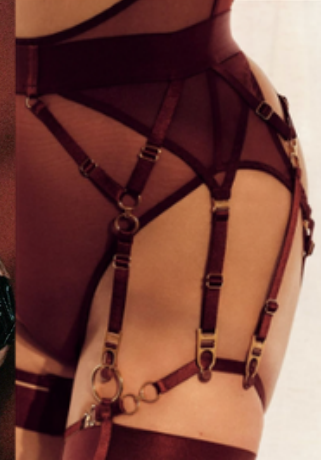
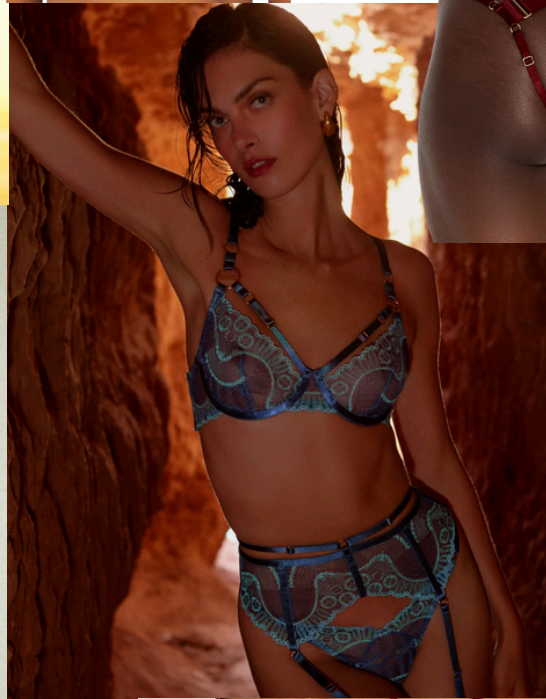
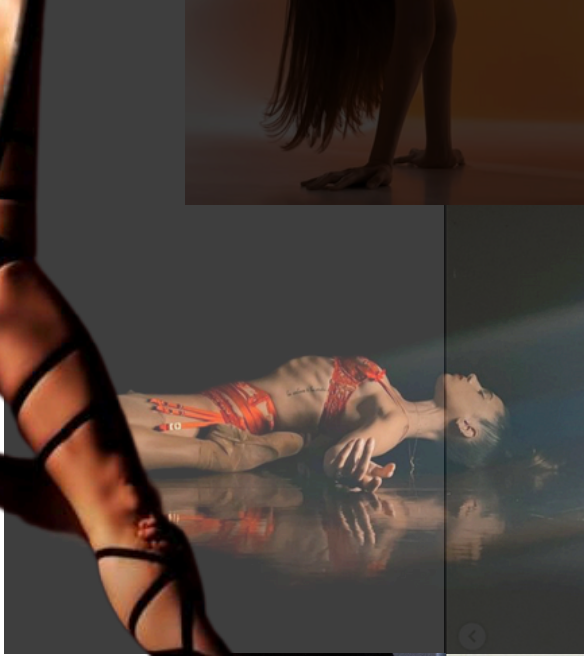
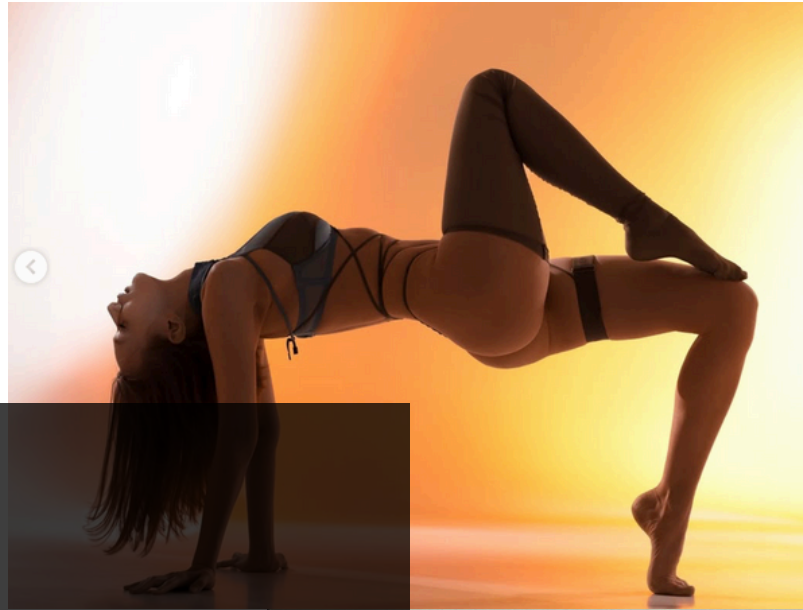


BRAND BOARD

WORN-TO-BE-SEEN

EMPOWERING

CONFIDENT



PERFORMANCE

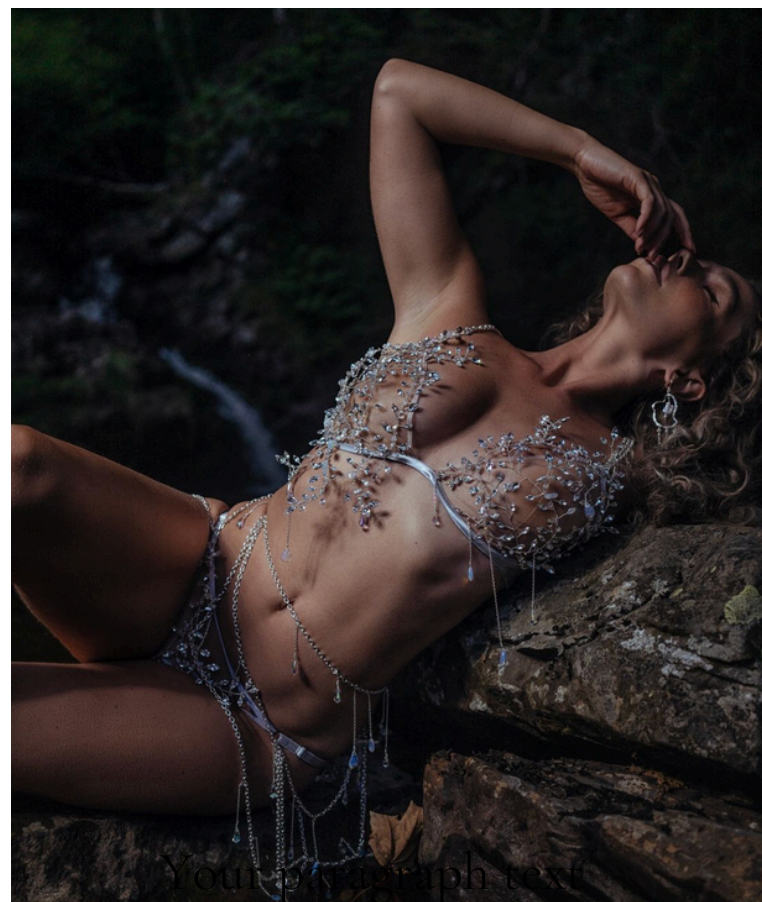


DOMINANT

VERSATILE



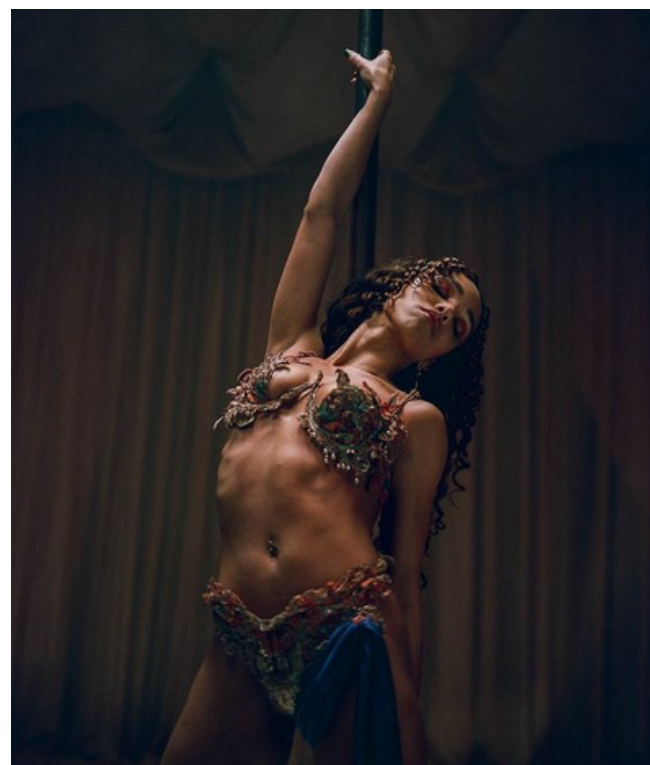
EYE-CATCHING,
STATEMENT PIECES



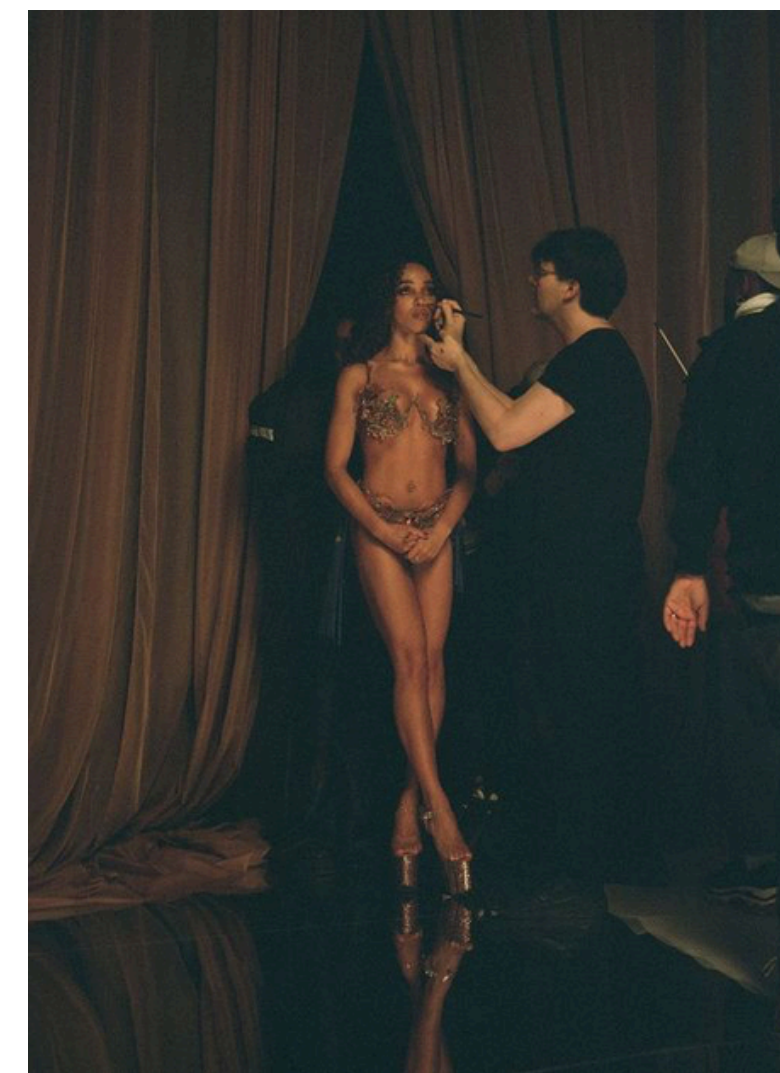
PERFORMER



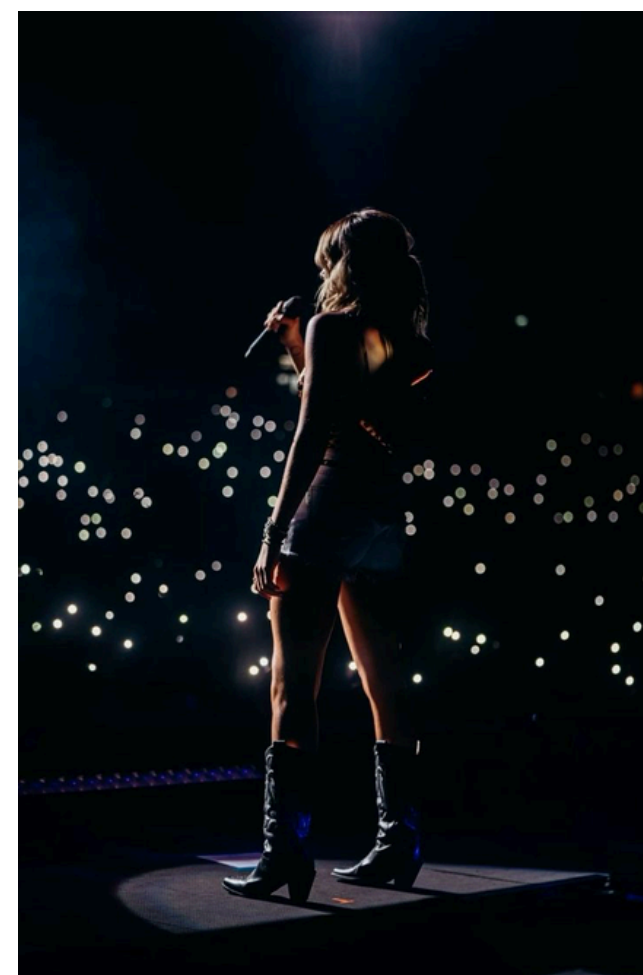
FEATURED IN PRESS



COLLABORATION
WITH BRANDS



ARTIST



MUSE

WHO IS SHE?



CONCEPT

This luxury lingerie collection draws inspiration from crime scene documentaries and the psychological intrigue of serial killers. Evoking the haunting beauty of forensic imagery, the collection features a rich colour palette of red, purple, and teal—mirroring police lights, blood traces, and UV fluorescence. Design elements reference crime scene motifs such as fingerprints, conspiracy boards, and skeletal remains, brought to life through glow-in-the-dark embroidery, open cobweb lace, intricate lace-up details, and faux leather with multi-strap construction. The result is a bold fusion of sensuality and suspense that captures the dark elegance of mystery and investigation.



CONCEPT BOARD



T
H
E
SCENE

“Unravel the mystery, one strap at a time”

COLOUR PALETTE



SILK BINDED STRAPPING

MESH



FABRIC



PLEATHER

LACE

‘THE SCENE’



RANGE 2
‘STRAPPED IN’

WINE PLEATHER

PANTONE PICKLED BEET

EYELETS

MF64 PLEAT

RANGE 1
‘THE RED FILE’

COBWEB LACE

BLOOD RED SILK SATIN

PANTONE BLOOD RED

PANTONE SAVVY RED

RANGE 3
‘UNDETECTED’

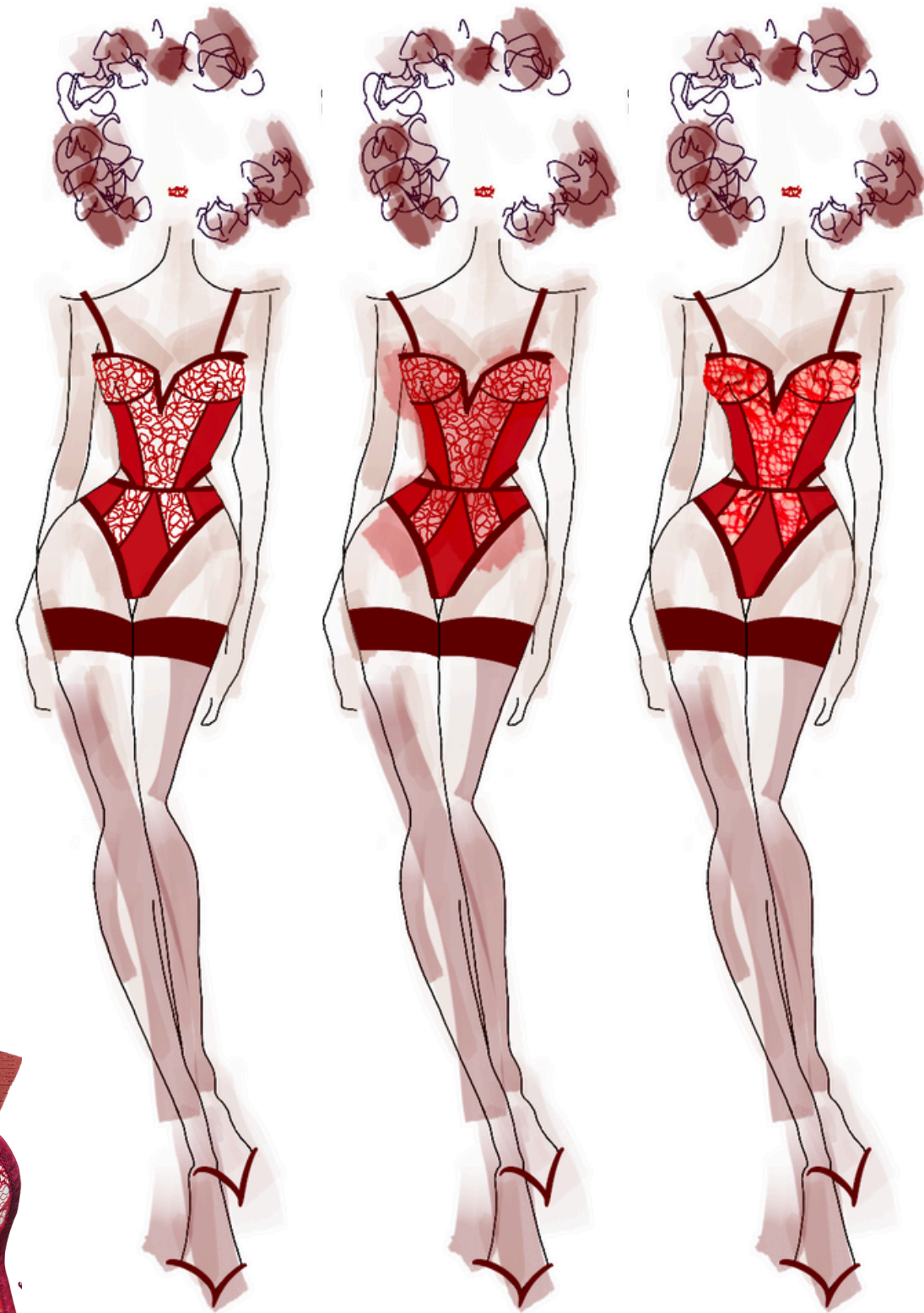
STRETCH MESH

BLUE ZIRCON CRYSTALS

TEAL SILK SATIN

GLOW IN THE DARK EMBROIDERY

PANTONE GULF COAST

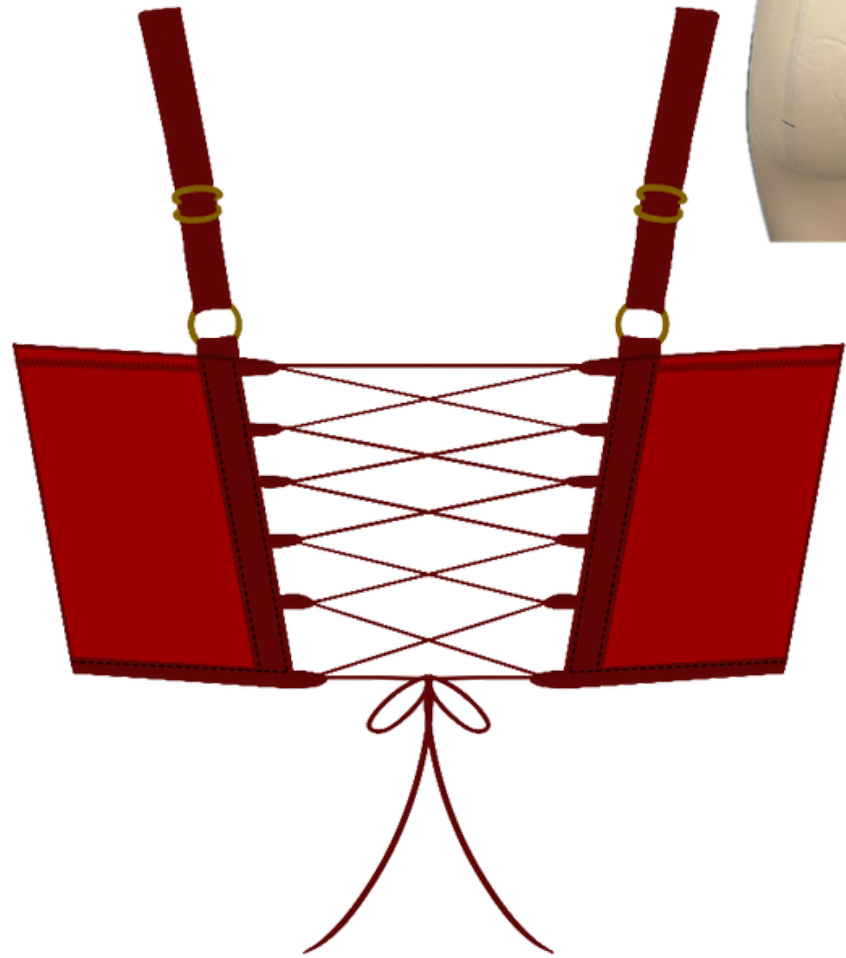


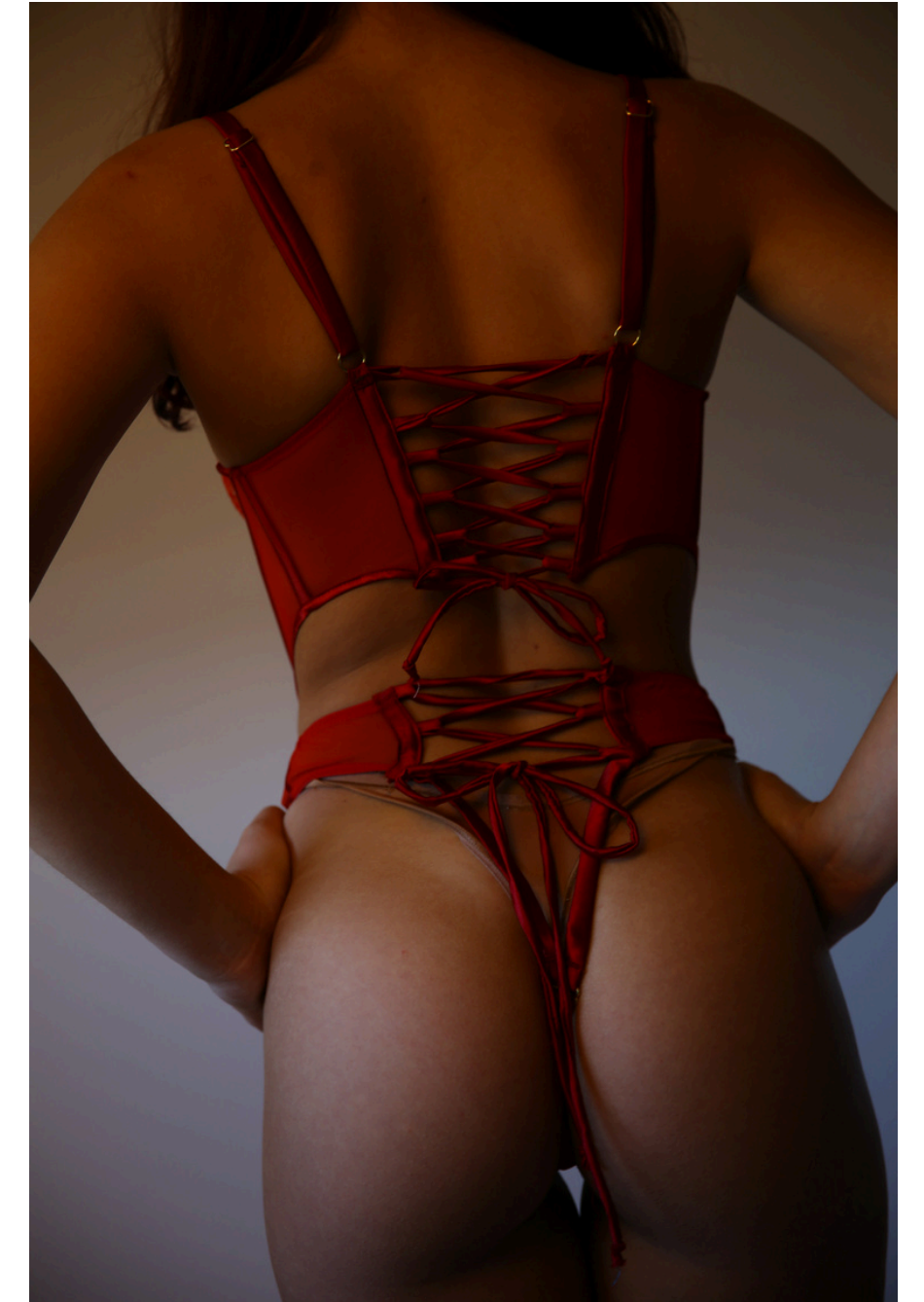
Range 1: 'THE RED FILE'
Look 2 design development

FINGER
PRINT



SHEER RED LACE

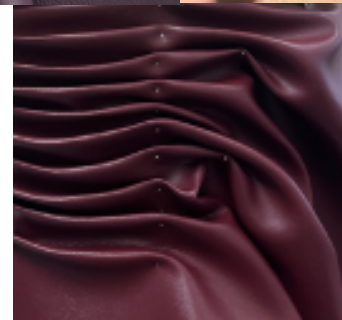




LACED UP

DESIGN DEVELOPMENT
'STRAPPED IN'

WINE PLEATHER



PLEATING



EYELETS



SKELETAL REMAINS



GOLD HARDWARE

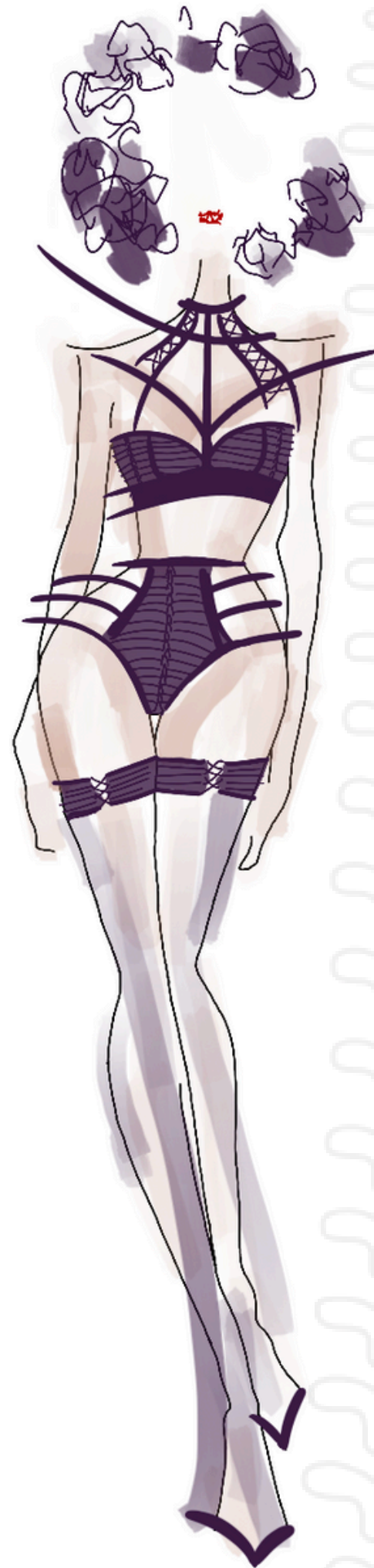
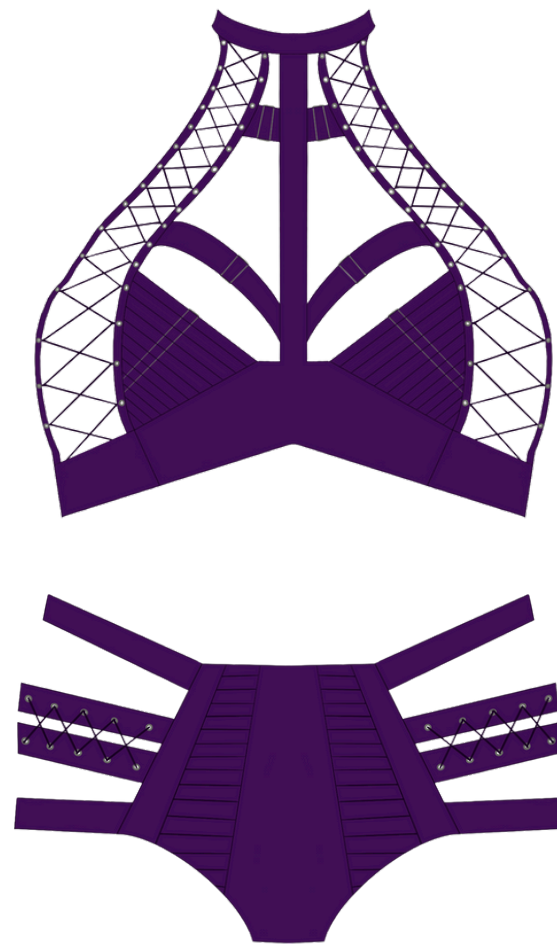


LACED UP

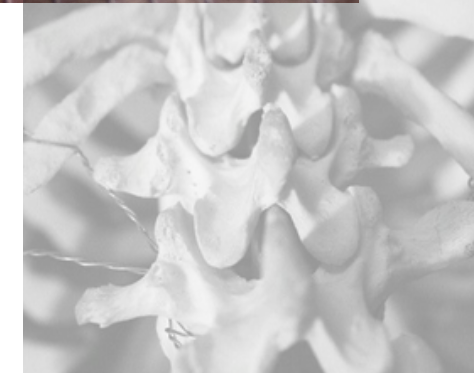
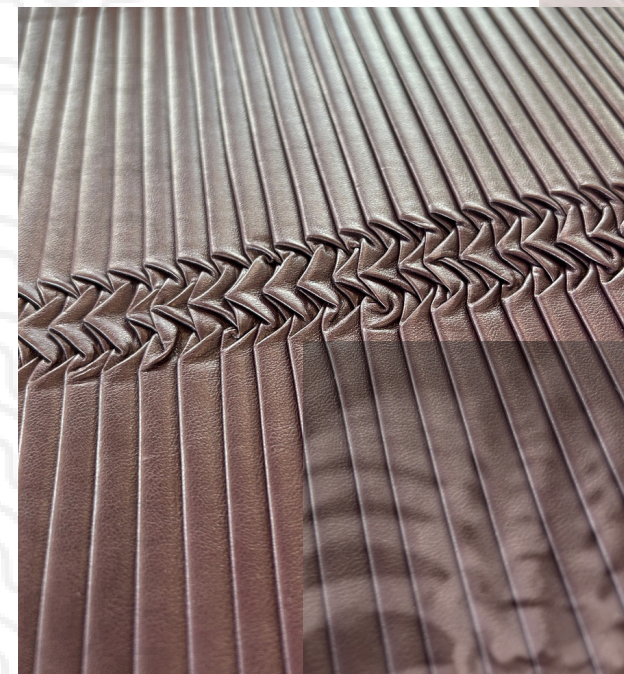




PANTONE
PICKLED BEET



Ciment Pleating -
MF64 Pleat
Pleather

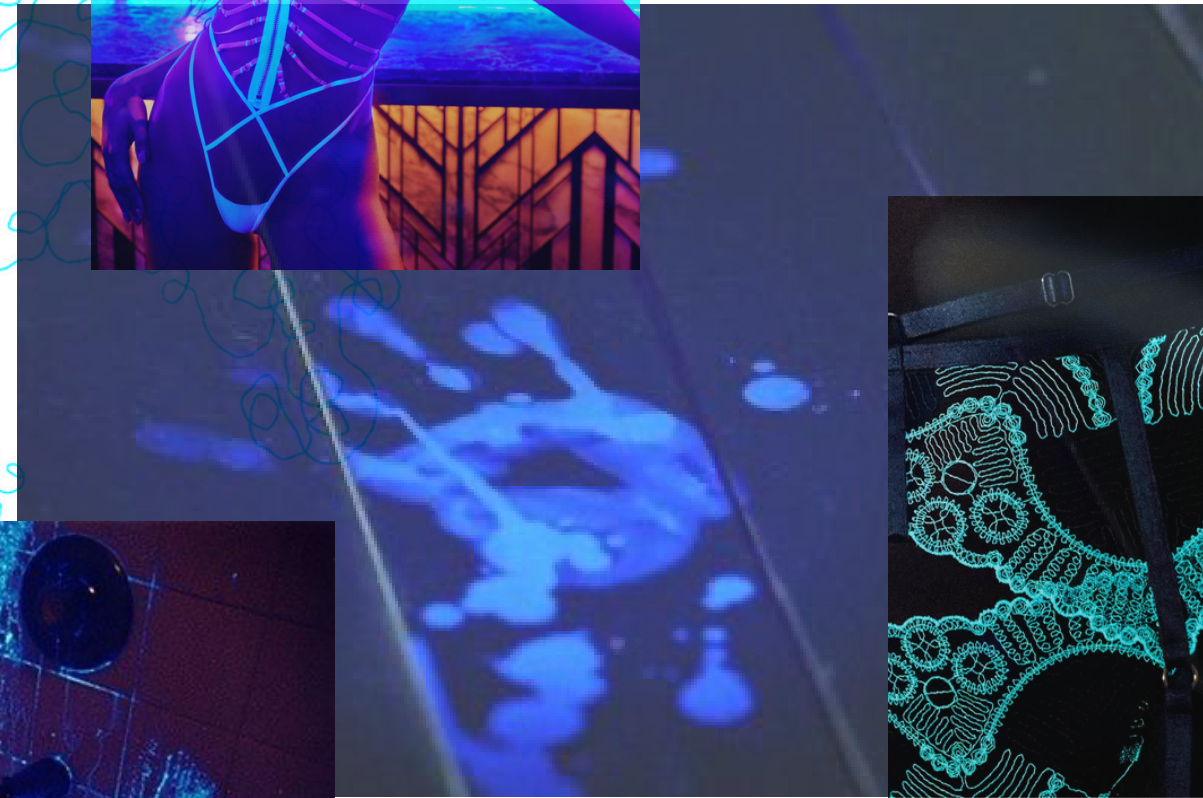


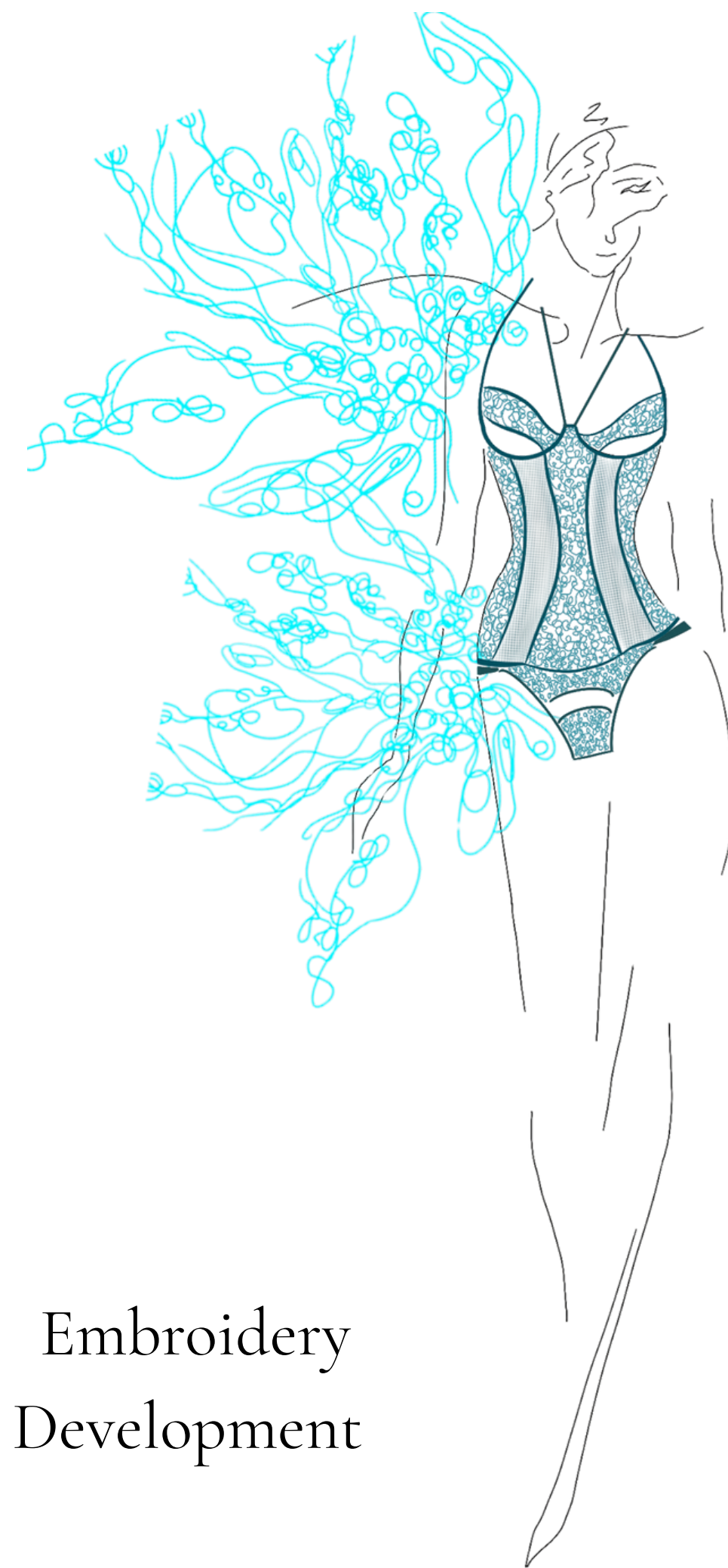
Skeletal remains



Range 2: 'STRAPPED IN'
Look 1

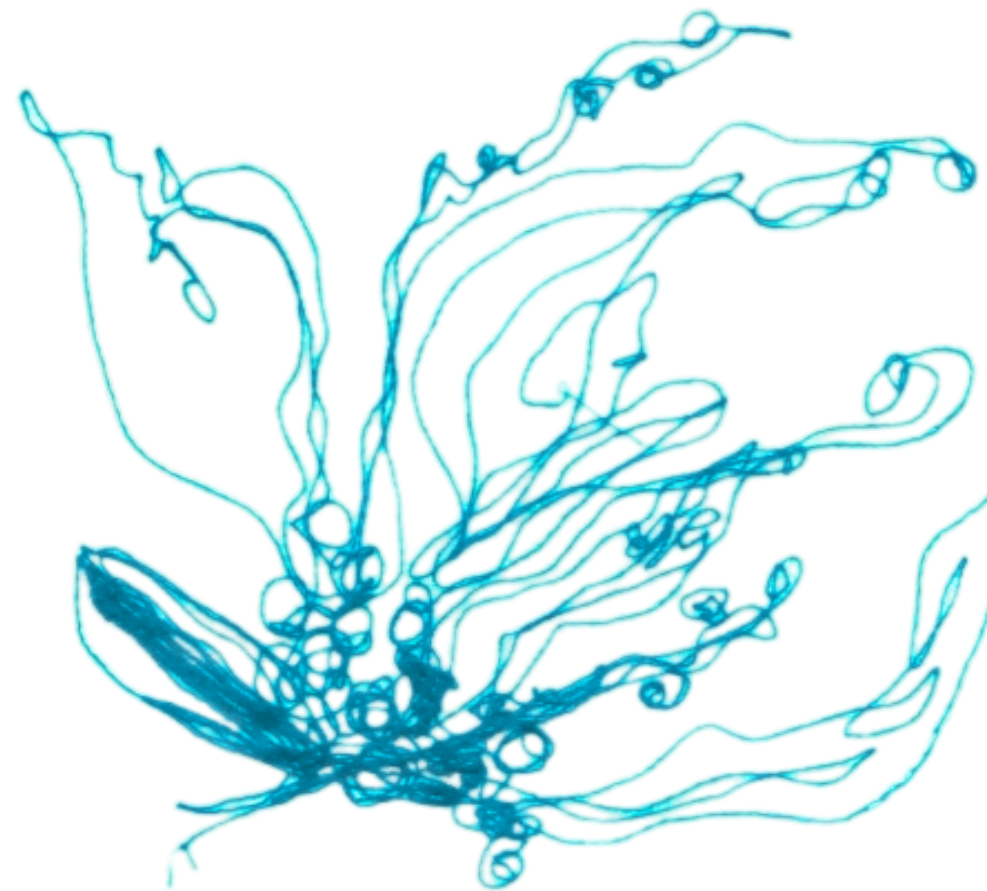
RANGE 3: 'UNDETECTED'
GLOW IN THE DARK
EMBROIDERY



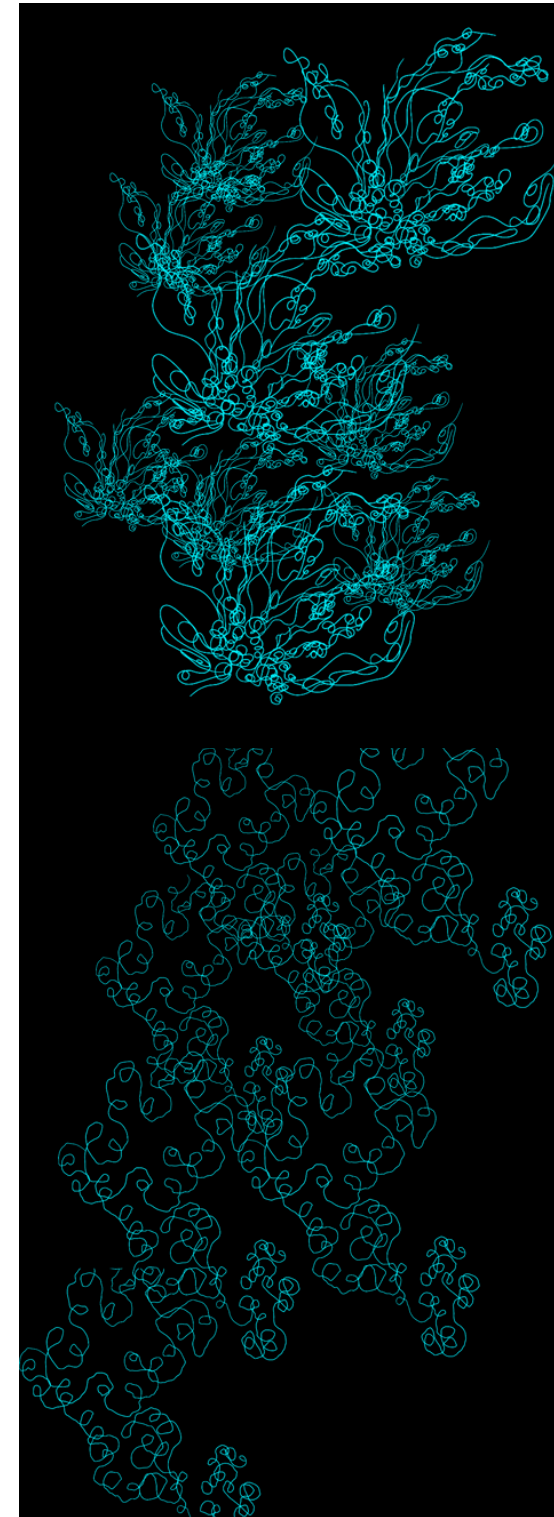


Embroidery
Development

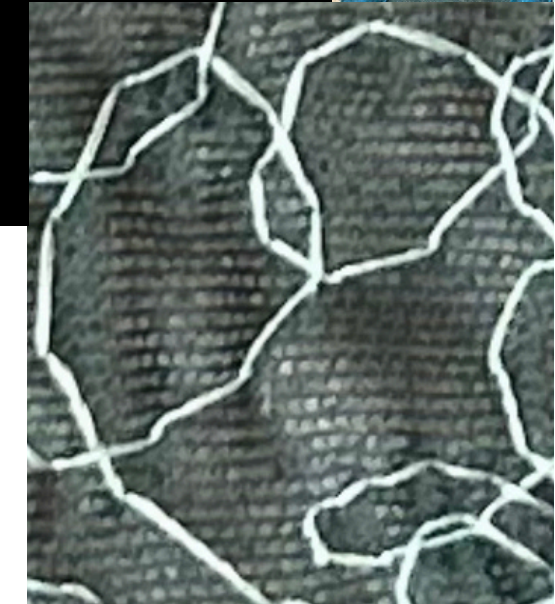
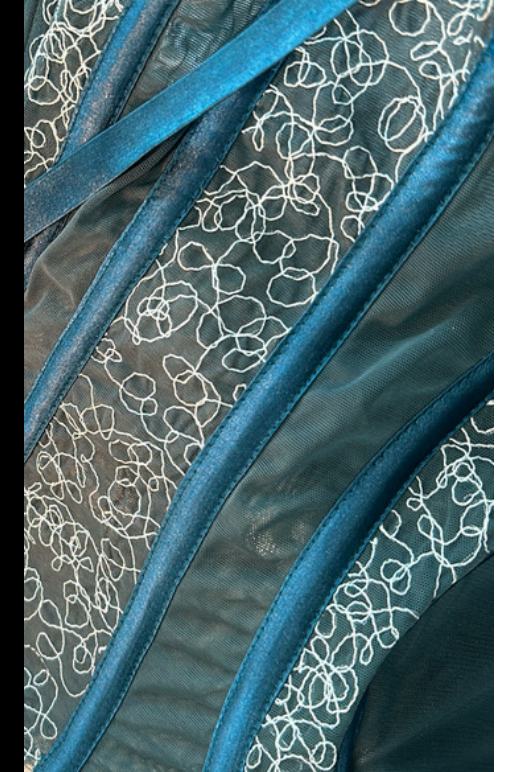
The embroidery represents the blood splatters present in a crime scene under the UV lights.



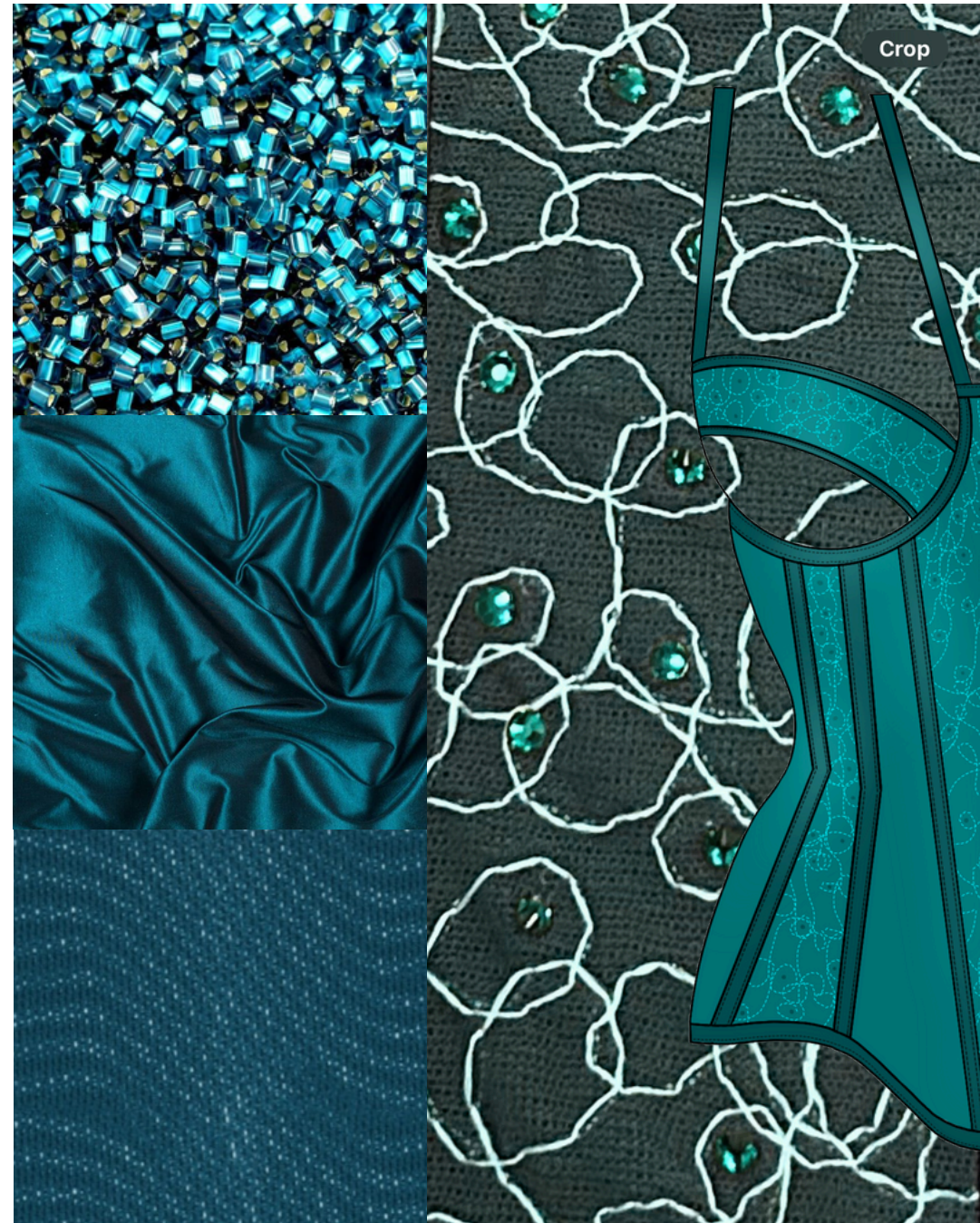
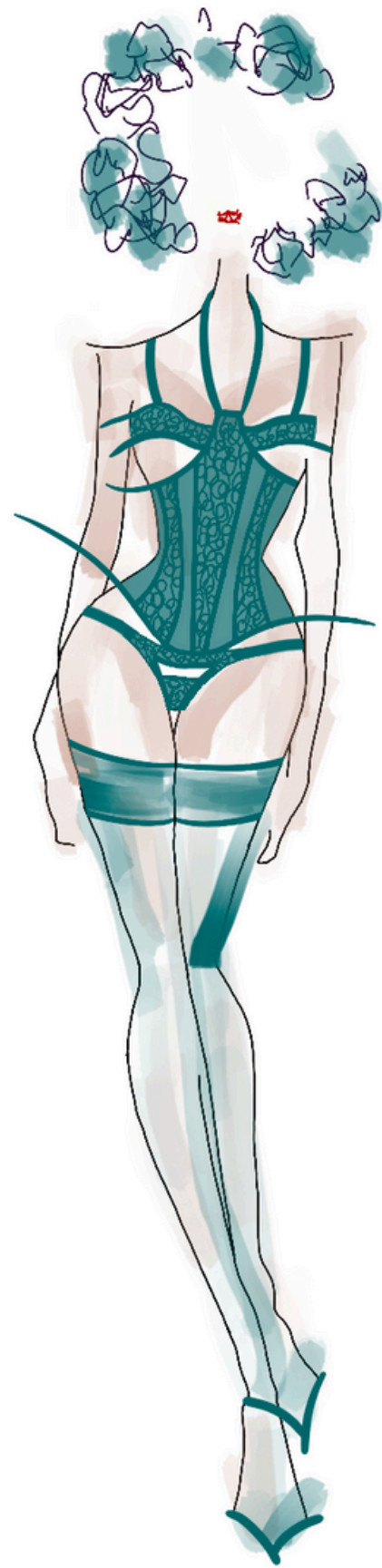
Under UV light



Glow in the
dark thread



Blue Zircon crystals



Glow in the dark
freehand embroidery

Teal



PANTONE
GULF COAST



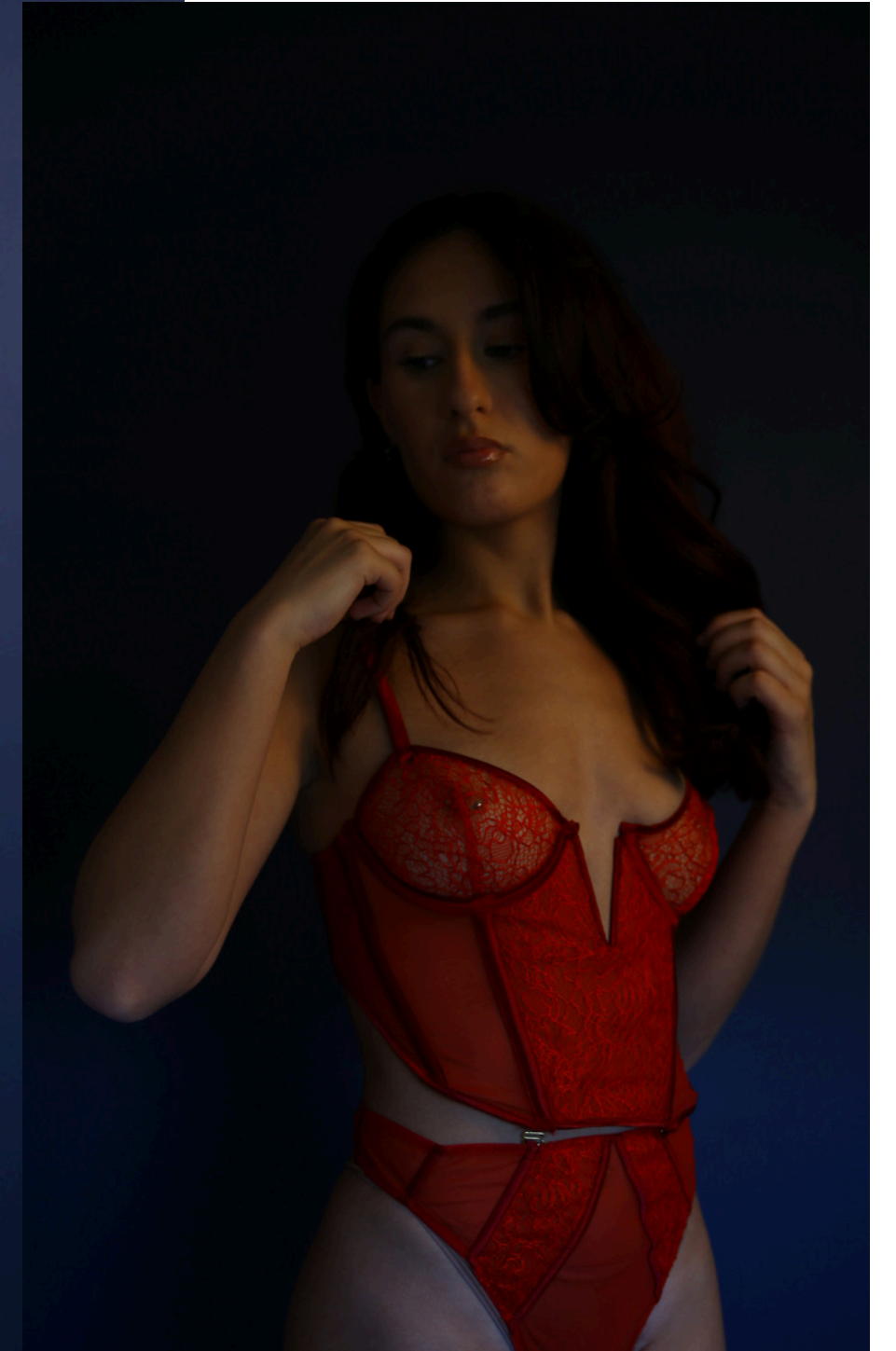
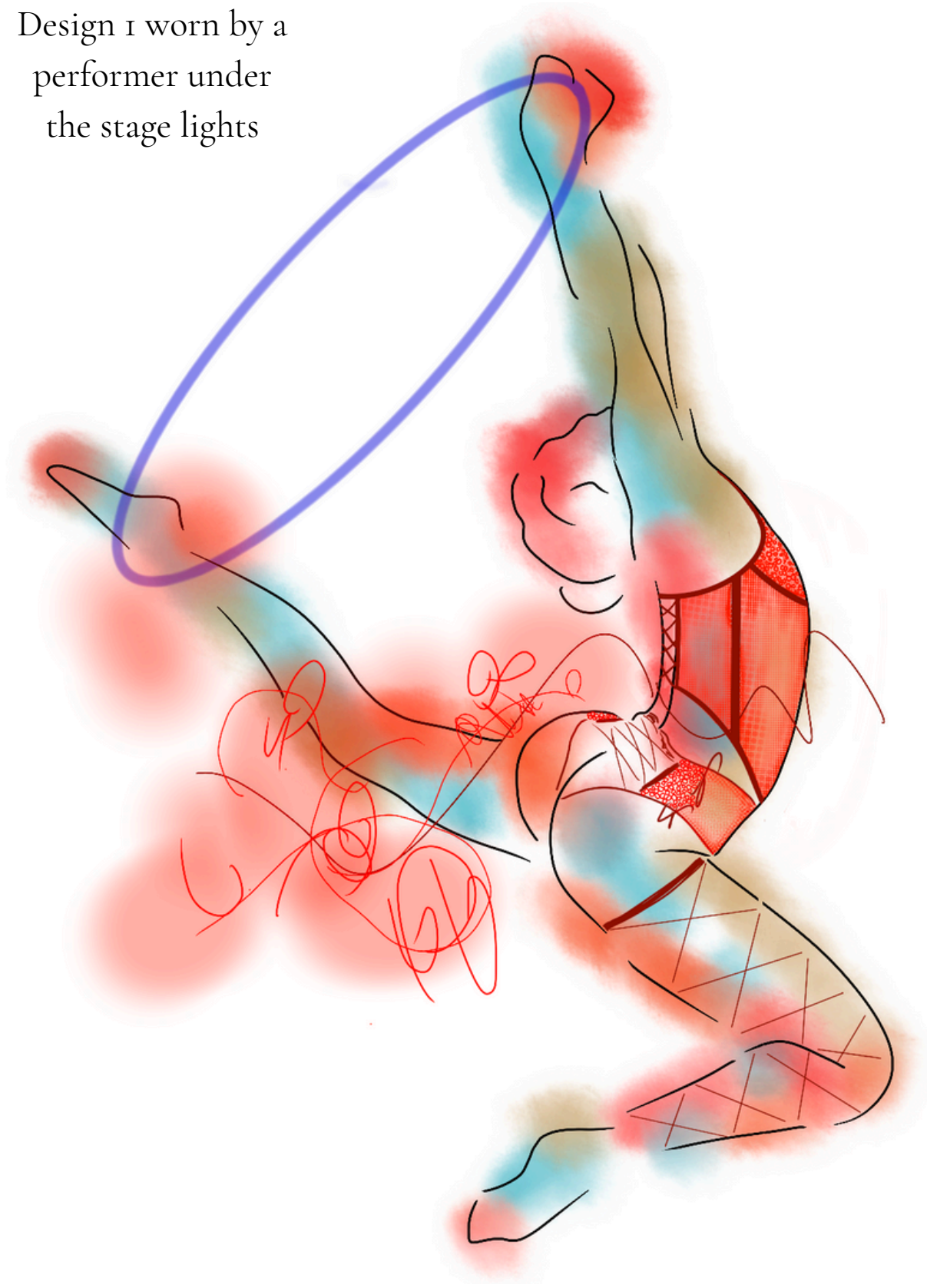
Lace up back feature



Gold eyelets

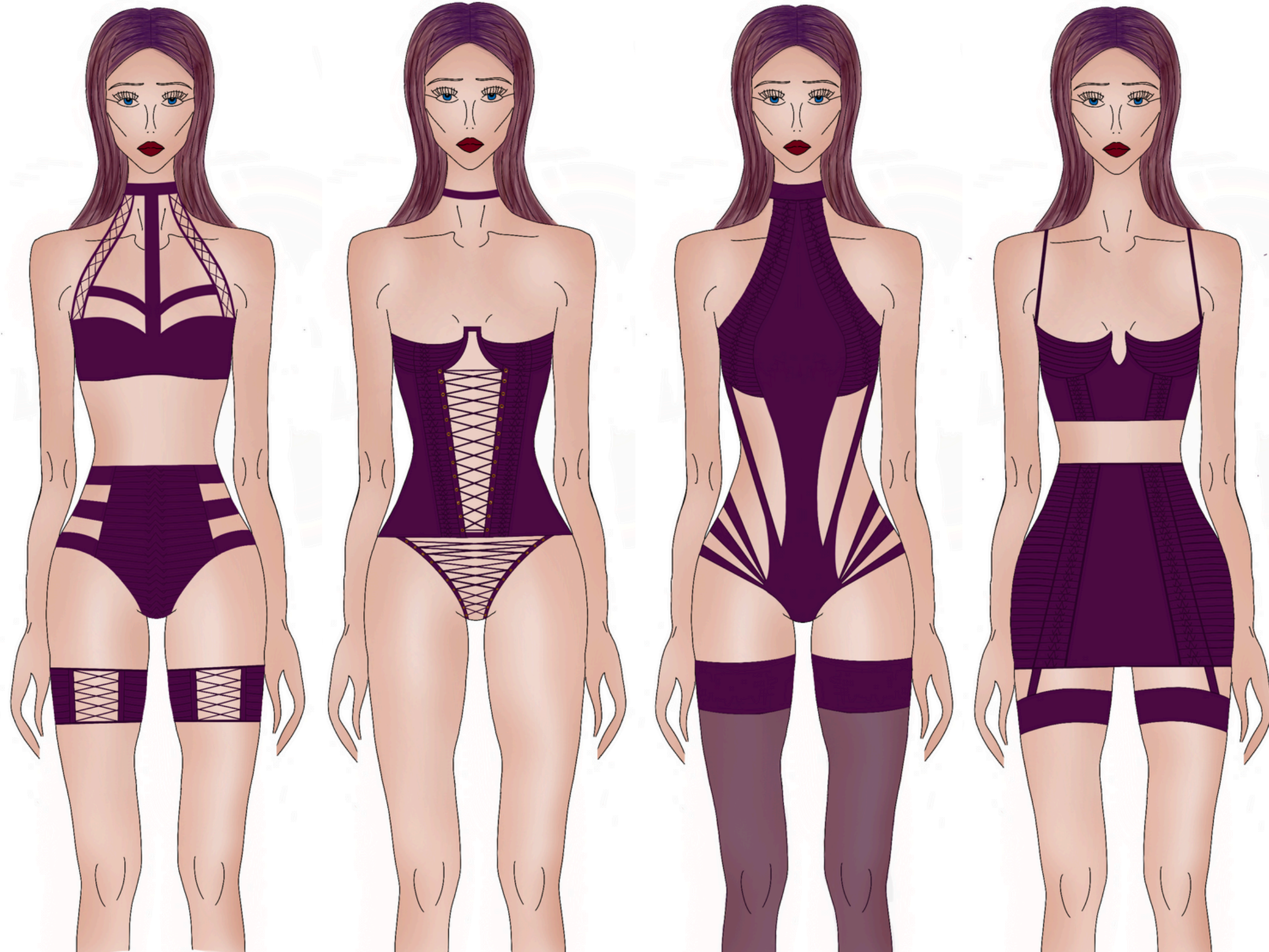


Design 1 worn by a performer under the stage lights

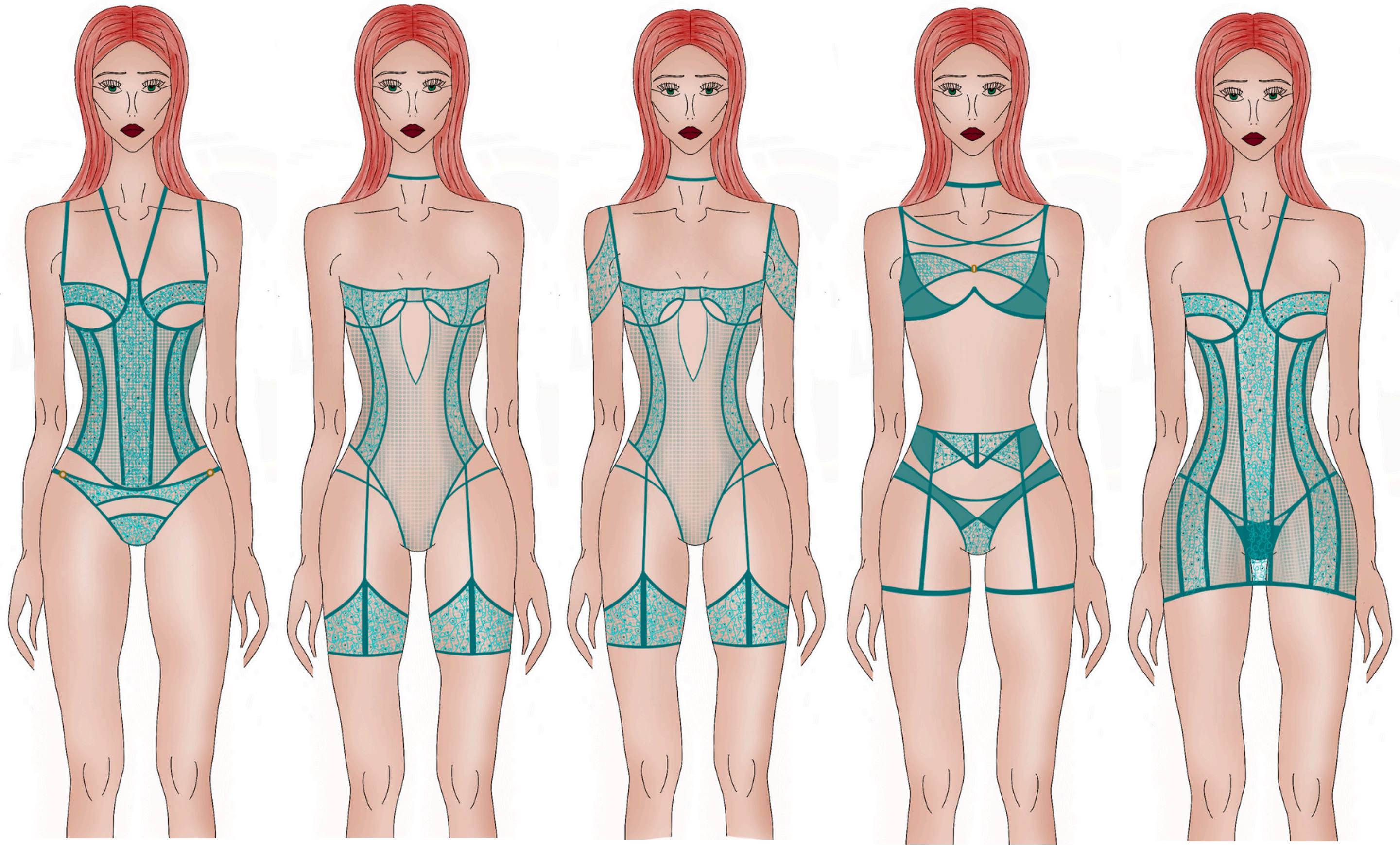




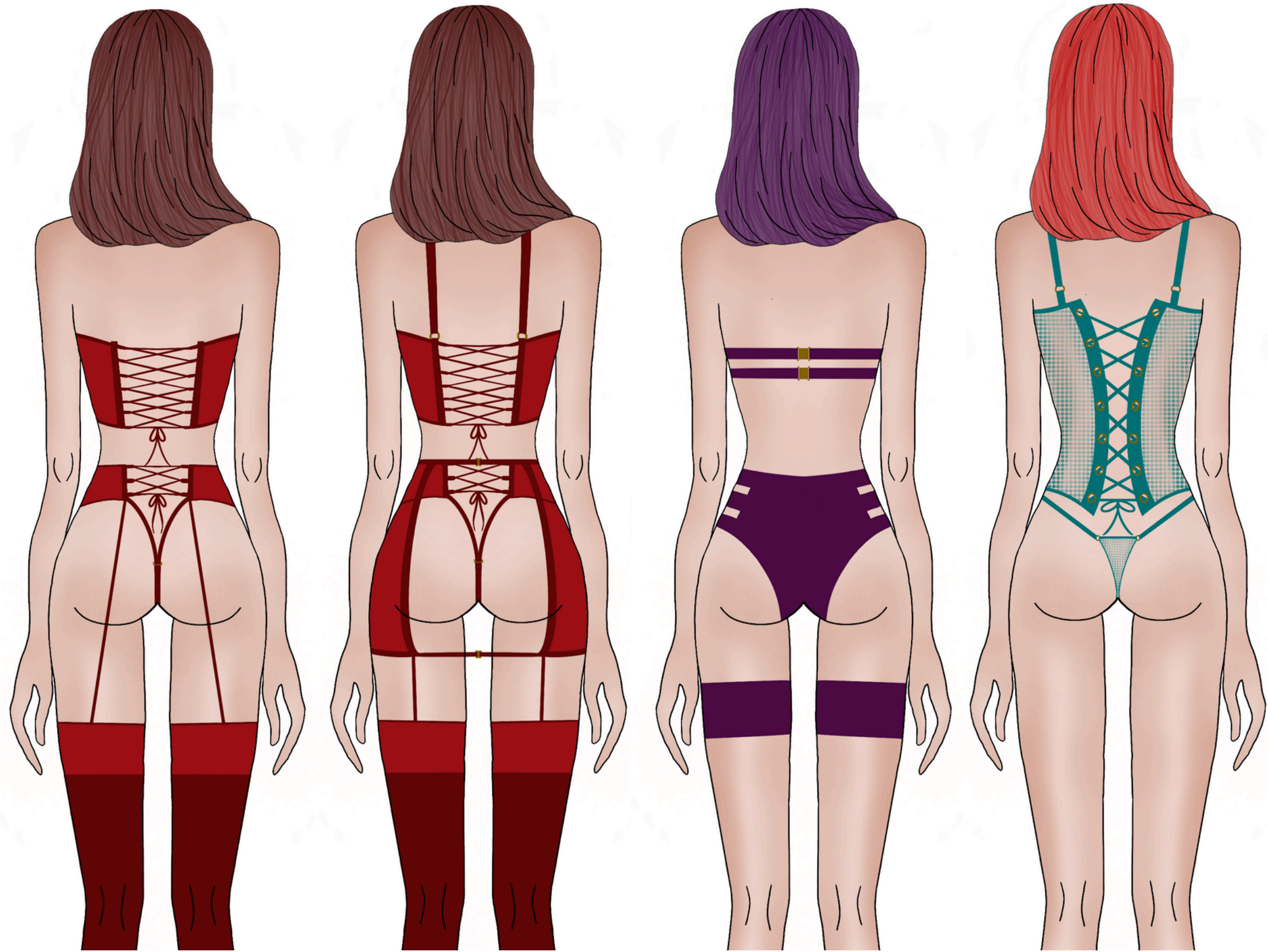
RANGE I - THE RED FILE



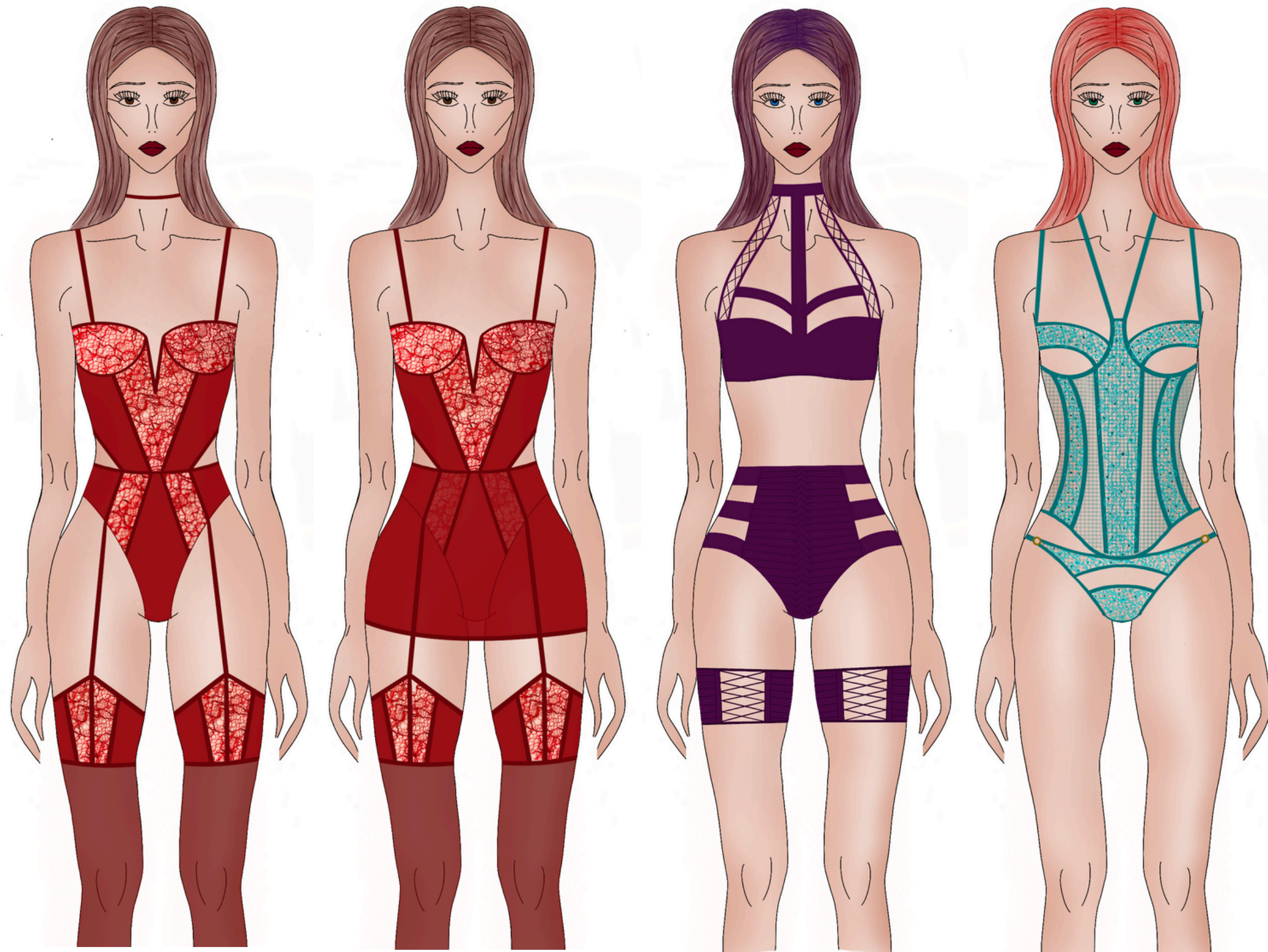
RANGE 2 - STRAPPED IN



RANGE 3 - UNDETECTED



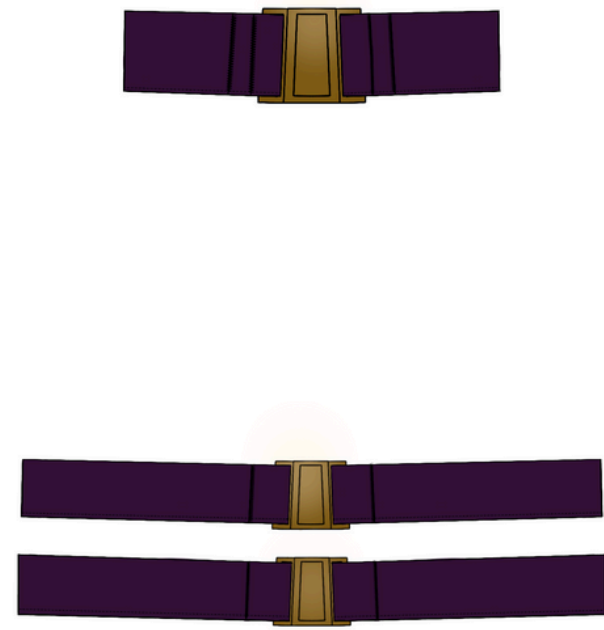
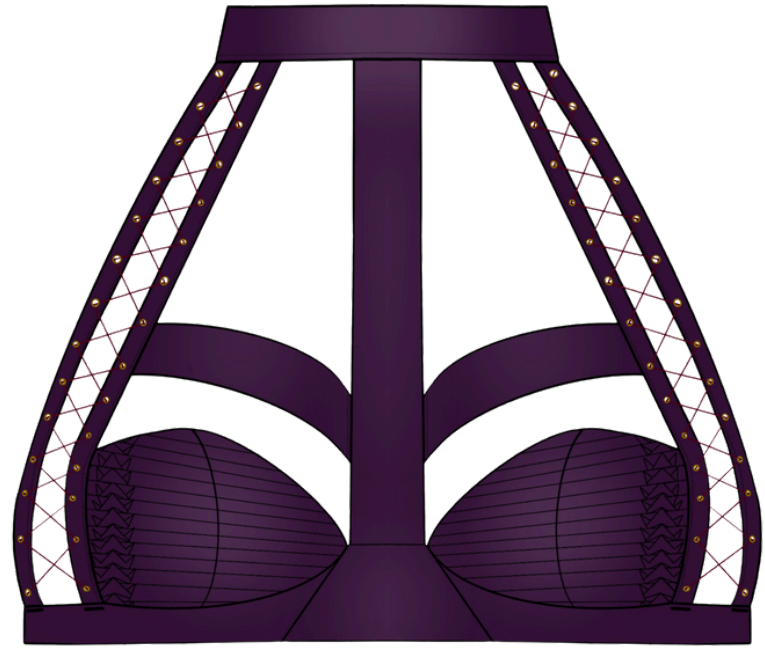
'THE SCENE' COLLECTION



'THE SCENE' COLLECTION

Range 3: 'STRAPPED'

Look 2



WINE PLEATHER

MF64 PLEAT





This look is interchangeable through the use of swan hooks and silk rouleau loops, to attach and detach different pieces.



PANTONE BLOOD RED

PANTONE SAVVY RED



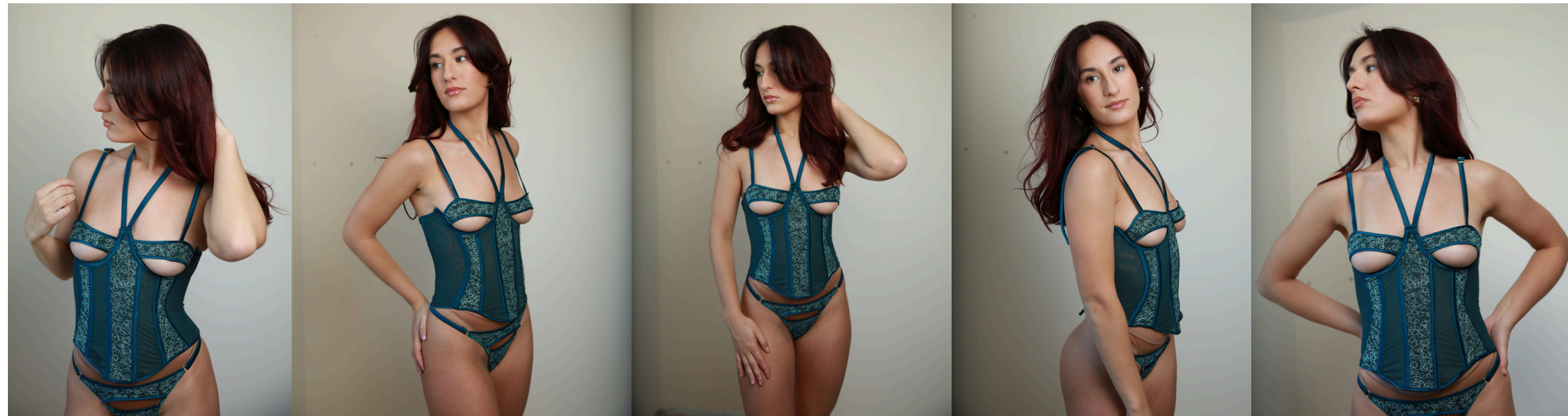
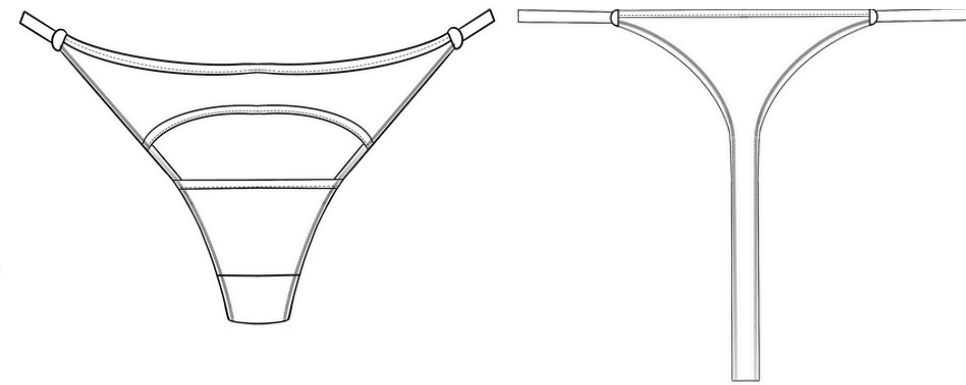
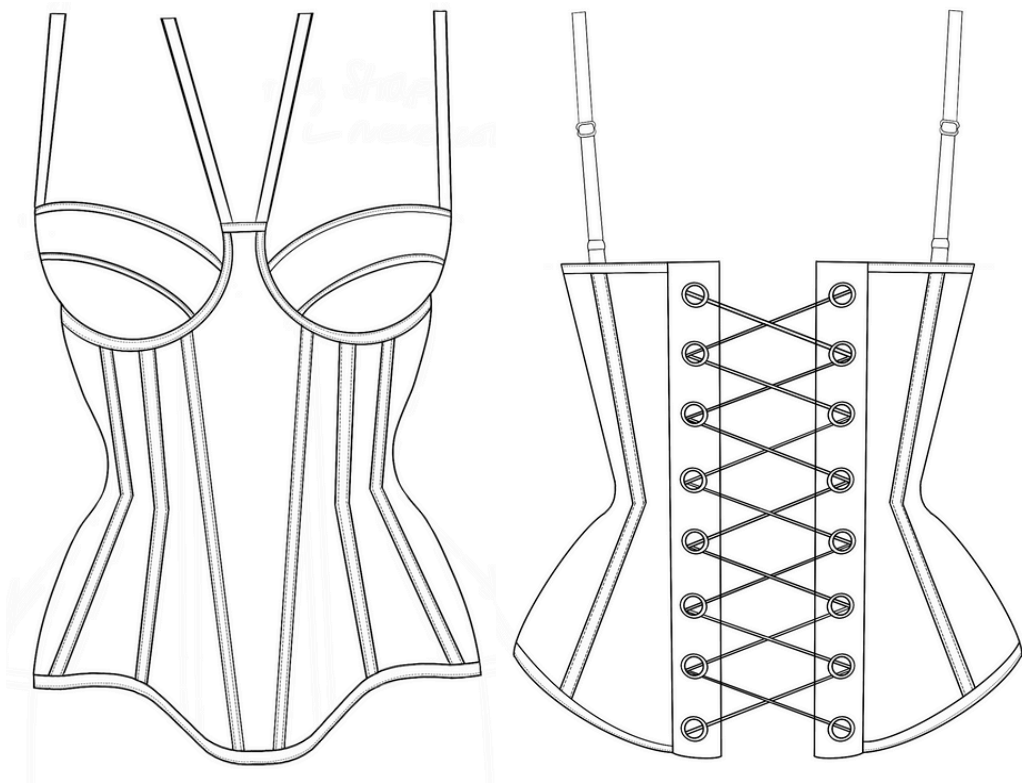
Range I 'The Red File'
 Look I
 Interchangeable



Range 3: 'UNDETECTED'

Look 1

Glow in the dark freestyle Embroidery



THE RED
FILE

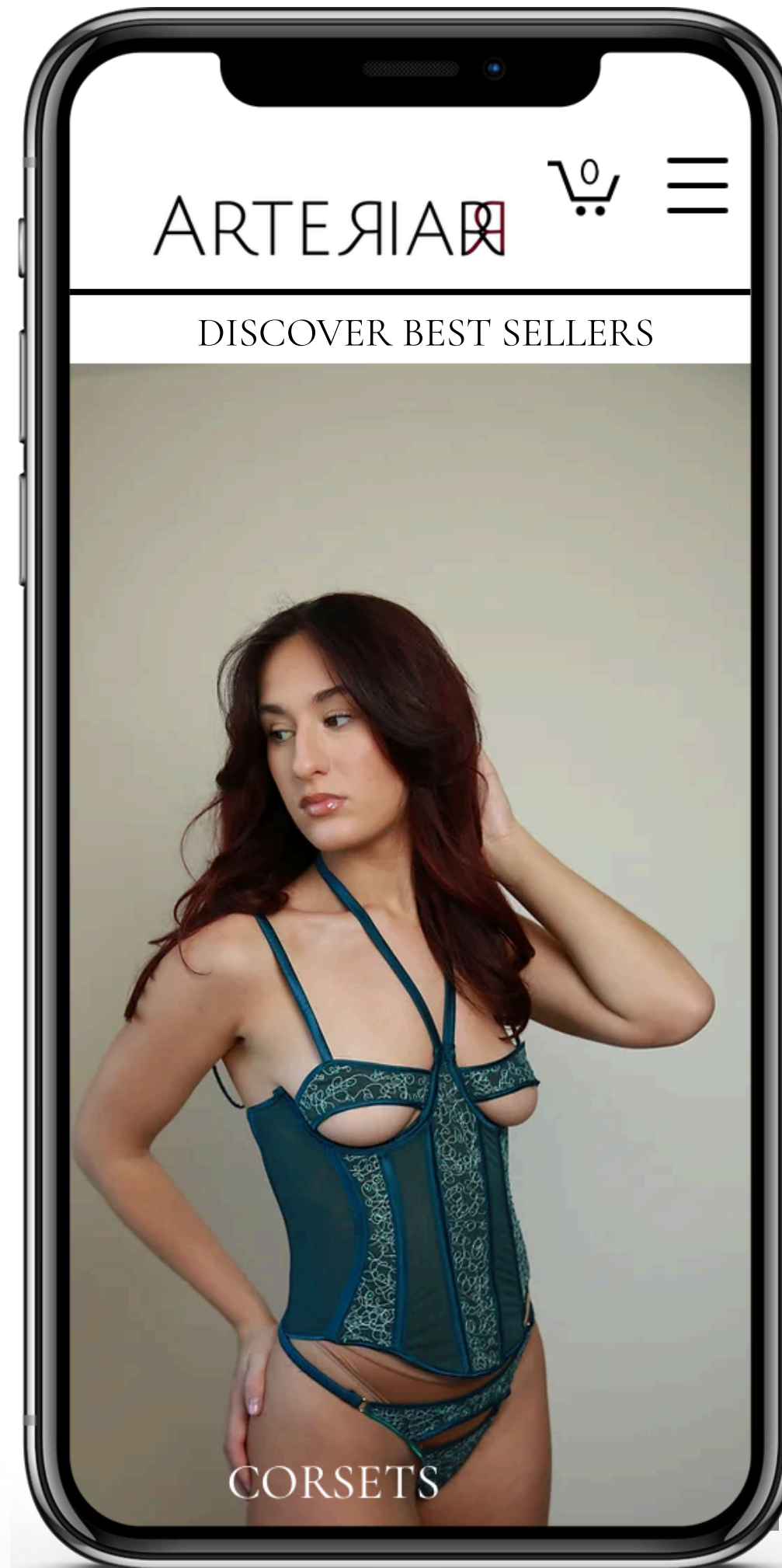
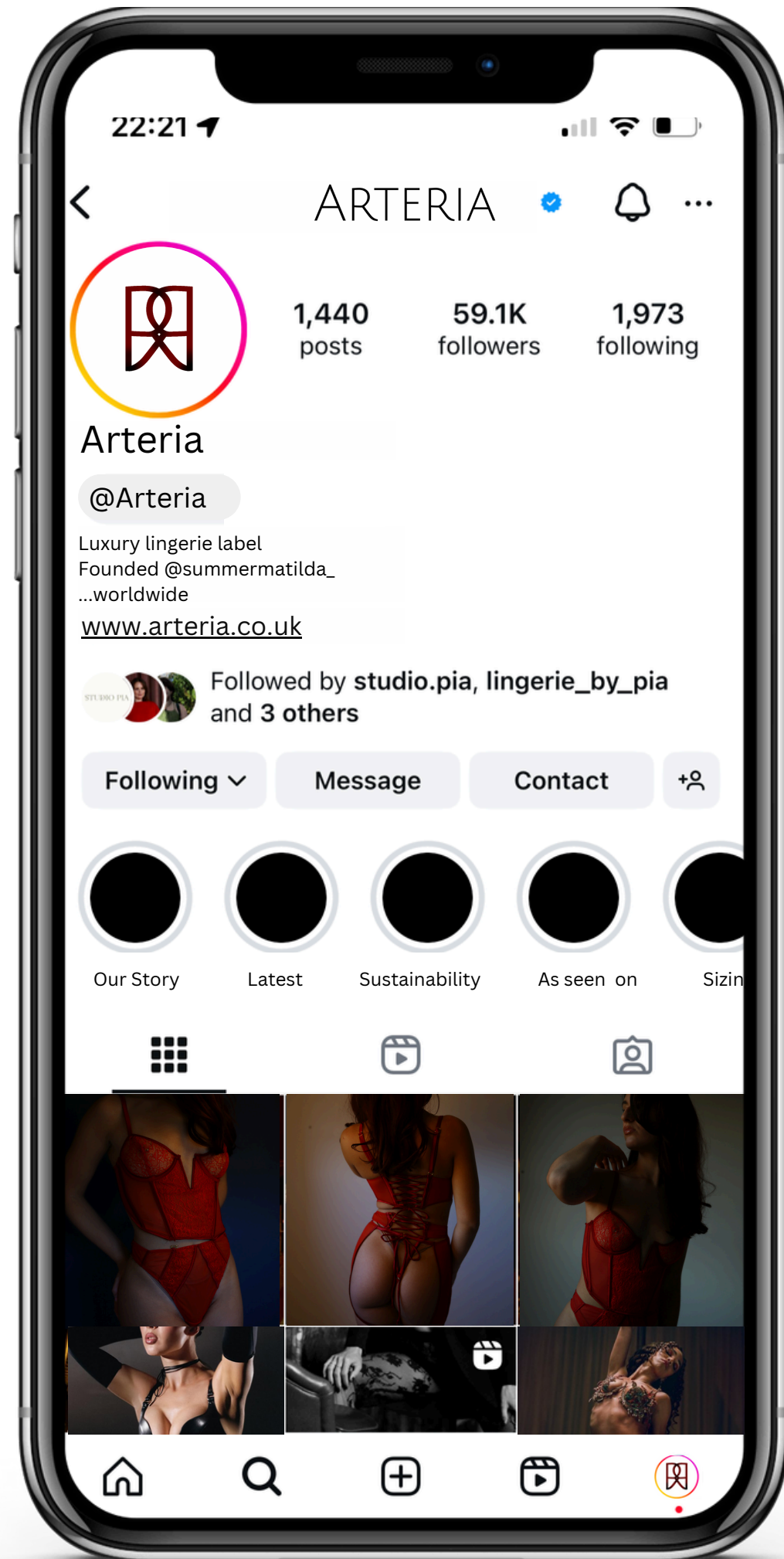




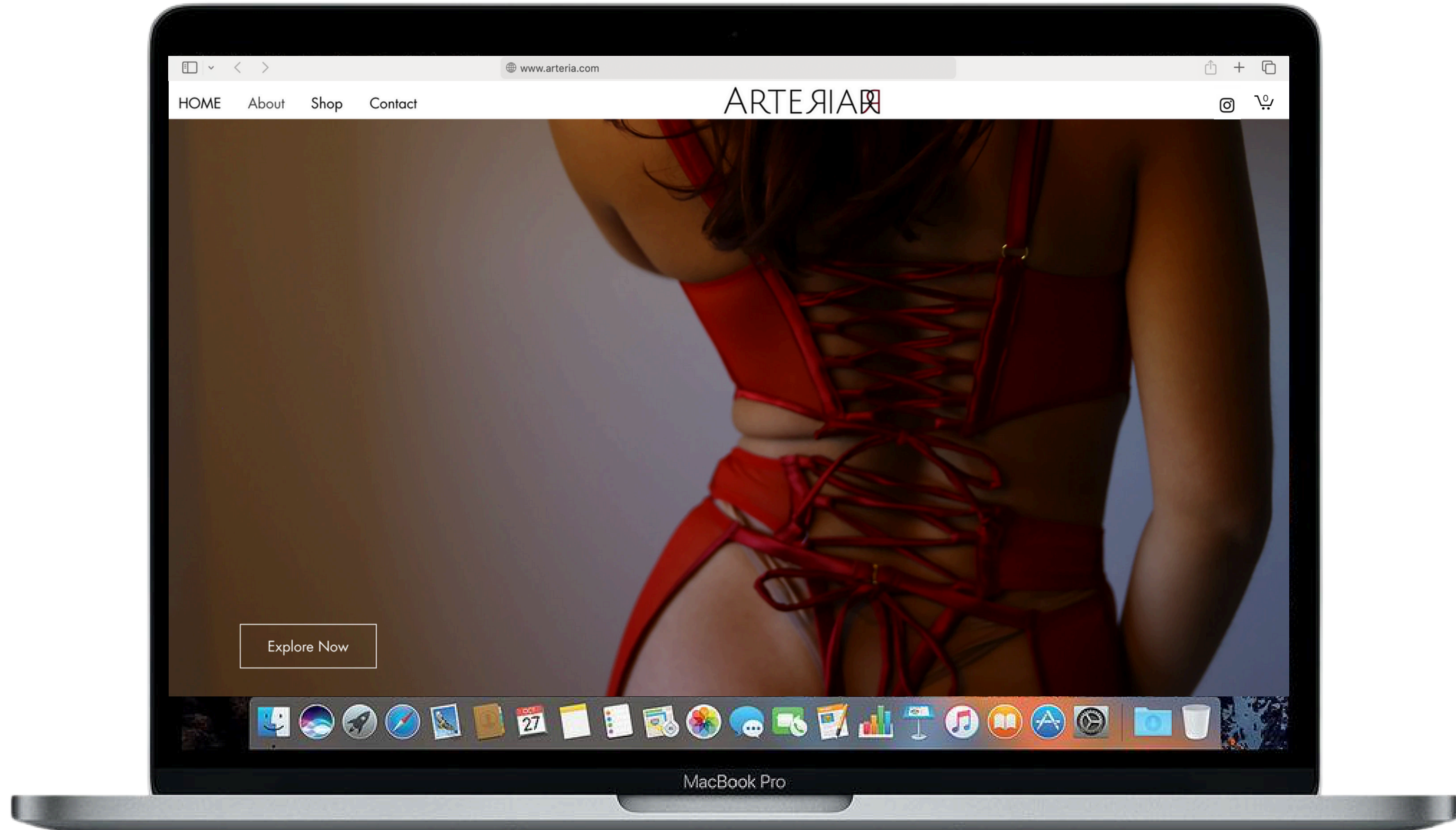
UNDETECTED CORSET &
STRAPPY THONG



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