

# Concept Board



Seasonal  
Organic  
Naturally Dyed  
Romantic

# Brand Board

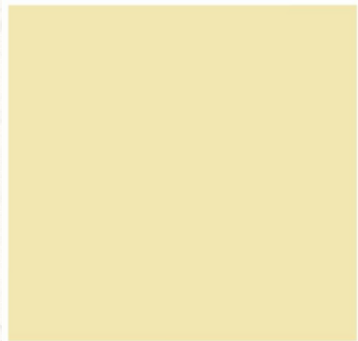


Nature inspired  
Sustainable  
Botanical  
Slow fashion  
Personalisation

# Colour Board



**PANTONE®**  
14-3911 TCX  
Purple Heather



**PANTONE®**  
11-0616 TCX  
Pastel Yellow



**PANTONE®**  
16-1210 TCX  
Light Taupe



# Natural Dye & Embroidery



## Natural Dye Recipes



# Details

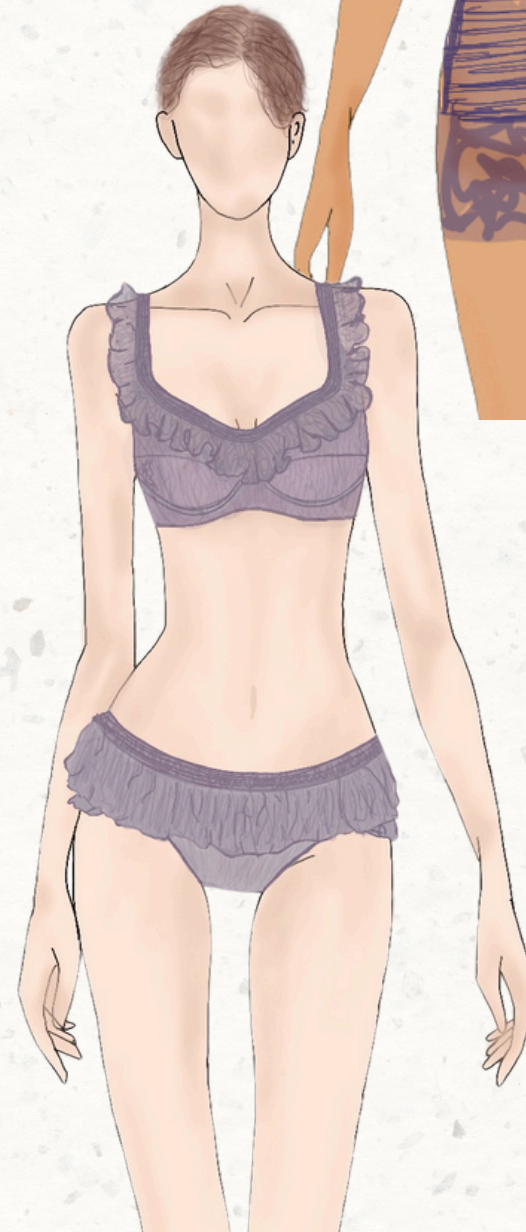


Each range features details inspired by different seasons. As you can see, I have taken inspiration from seasonal plants and reflected them in the garments through design elements such as bows, frills, puff sleeves, and shirring.

# Range Summer



Look 1



Look 3



Look 2



# Summer - Look Two Design Development

Colmy - Knicker



Here I am experimenting with different finishing techniques and adjusting the pattern to remove the back seam, as it did not create a clean look. I am also testing methods for attaching the bows.

# Summer - Look One

Tevy - Underwire Bra  
Pednan - Skirt Knicker



# Autumn - Look One

## Design Development

Adgy - Underbust Top



Here is my design development for the Adgy — Underbust Top. I initially designed the piece in linen, but through further development, I realised it didn't align with my brand, as it lacked adjustability. I then explored different finishes and natural dye techniques to refine the design and better reflect the Bethan Haze ethos.

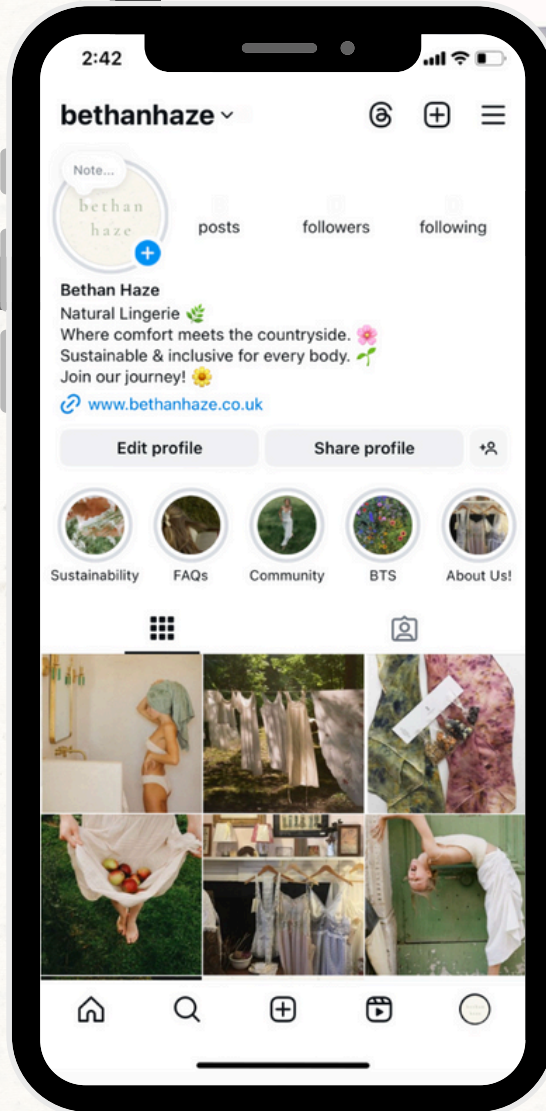


# Autumn - Look One

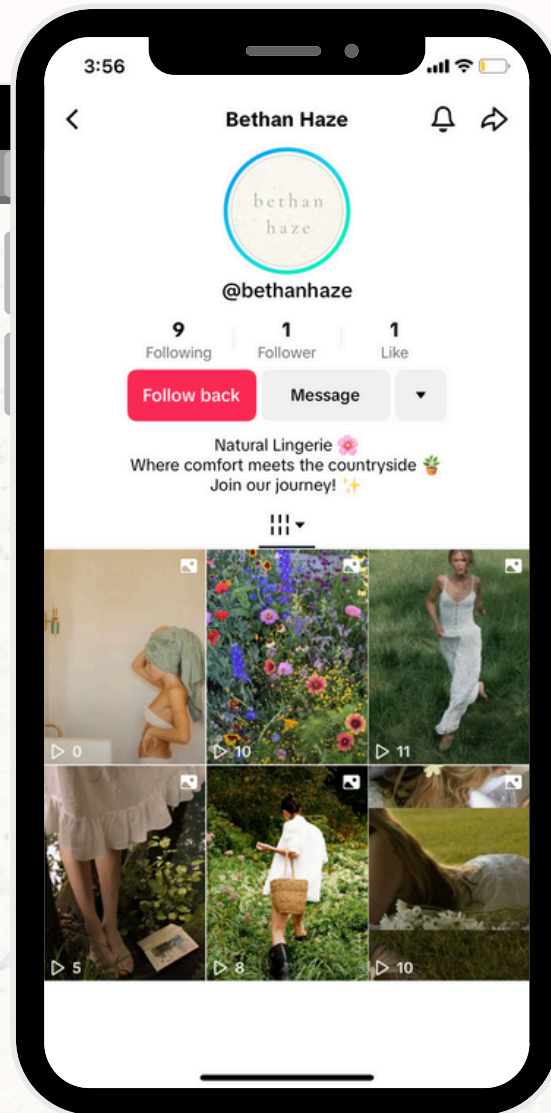
Adgy - Underbust Top  
Corlan - Underwire Bra  
Bothen - Shorts



# Marketing & Packaging

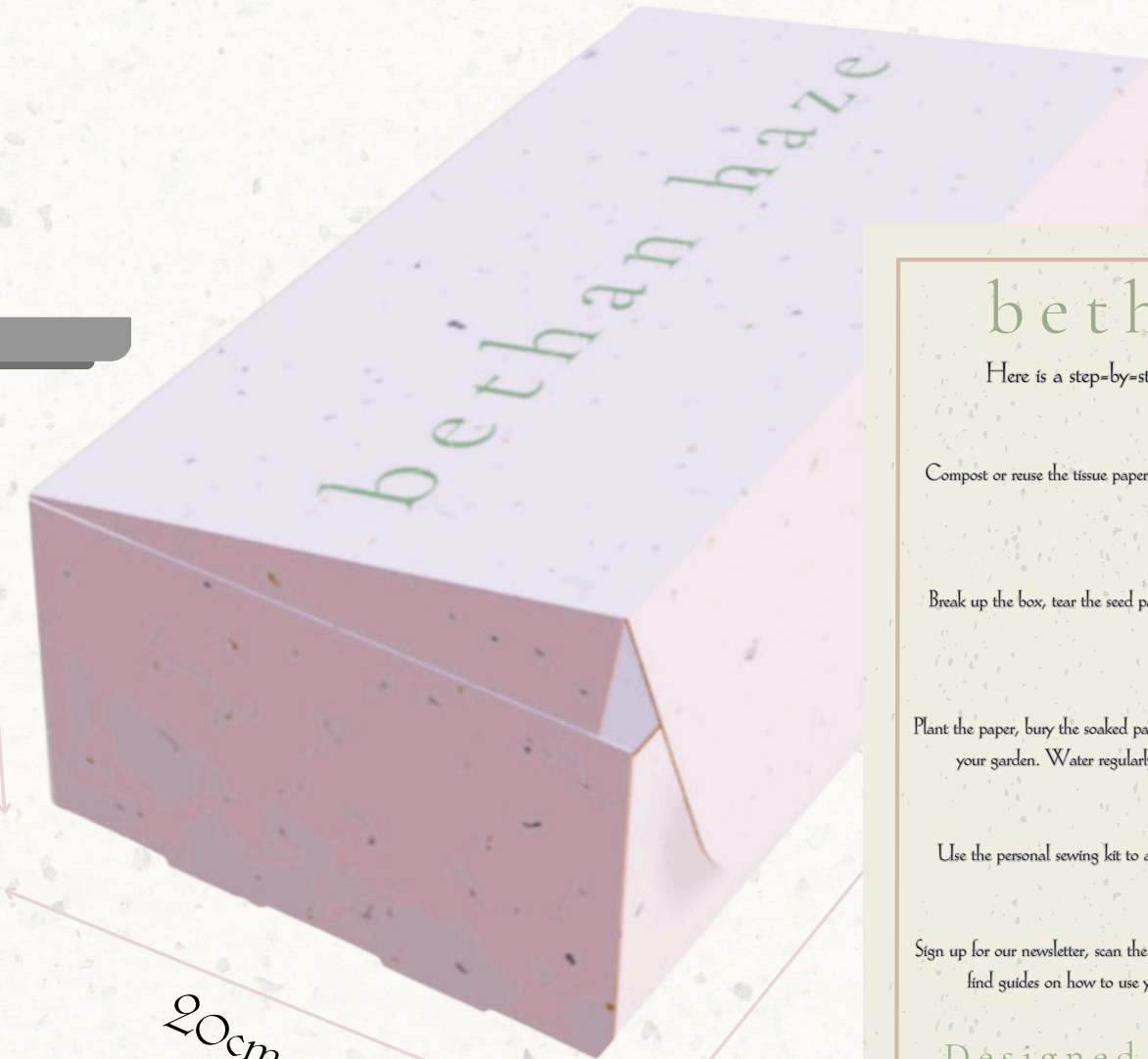


## What We Stand For



10cm

20cm



Flower Guide - Spring  
Sunflowers and Marigold's

- Start indoors: Starting seeds indoors gives them a head start and protects them from slugs and snails. You can sow seeds in pots filled with peat-free compost, and place them in a warm, bright spot like a sunny windowsill or greenhouse.
- Plant outdoors: Once the seedlings are growing and the weather is warm, you can plant them outside in a sunny spot, make a hole about 2 cm deep and drop in the seeds.
- Water: Water frequently and keep the seedlings warm.
- Support: Some taller varieties may need staking.

**bethan haze**

Here is a step-by-step guide on how to use your packaging:

**Step 1:**  
Compost or reuse the tissue paper, the tissue paper is biodegradable and can be repurposed in your home.

**Step 2:**  
Break up the box, tear the seed paper box into small pieces and soak it in water overnight to prepare it for planting.

**Step 3:**  
Plant the paper, bury the soaked paper pieces at a depth of 0.25 inches in soil, either in a pot or your garden. Water regularly and watch as the seeds grow into natural dye plants.

**Step 4:**  
Use the personal sewing kit to add your initials or have a go at adding some embroidery.

**Step 5:**  
Sign up for our newsletter, scan the QR code below to join our monthly newsletter where you'll find guides on how to use your natural dyes, garment care tips, and much more!

Designed by Nature,  
Personalised by You!



