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Maryam Jaama Portfolio

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MARYAM JAAMA

📍 London

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☎️ 079 616 52 989

PROFILE INFO

A proactive and diligent individual seeking fashion design and production roles. Possesses strong communication and teamwork skills, alongside proficient technical abilities in sewing and digital design work. Committed to contributing creativity and precision to a dynamic fashion design team.

EDUCATION

2021 - 2025

LONDON COLLEGE OF FASHION, UAL

- BA Fashion Design and Development

2020 - 2021

UNIVERSITY FOR THE CREATIVE ARTS

- Foundation diploma in Media, Art and Design

SKILLS

- ADOBE Photoshop
- ADOBE Illustrator
- ADOBE InDesign
- Pattern Cutting
- Project Management
- Teamwork
- Time Management
- Leadership
- Effective Communication

LANGUAGES

- English (Fluent)
- Somali (Fluent)
- Spanish (Intermediate)
- Japanese (Intermediate)

WORK EXPERIENCE

KAYD SOMALI ARTS

Event Assistant

OCT 2024

- Demonstrated strong time management and teamwork skills while assisting with an event with over 200 attendees, ensuring all tasks were completed efficiently.
- Contributed to a seamless book launch event through managing guest registrations and handling inquiries from both visitors and guest speakers
- Influenced the positive reception of a play with proactive problem solving and anticipating needs of participants.

NUMBI ARTS

Producer and Programme Assistant

JAN 2024- JUL 2024

- Developed event programmes and coordinated logistics for events, exhibitions, and workshops.
- Managed and assisted administrative tasks, communication, volunteer coordination, and outreach efforts, including social media and promotional materials
- Ensured compliance with safety standards and fostered community with a consistent audience return-rate.


KAZNA ASKER

Fashion Design Intern

JUL 2023-FEB 2024

- Assisted in garment and product construction for fashion events, supported in fabric and trim sourcing, and disassembled discarded garments for up-cycling projects.
- Supported with set design and visual merchandising for London Fashion Week set production
- Served as an event assistant for LFW, acting as the main point of contact for guests, handling inquiries, providing event information, and ensuring a positive guest experience.

Reference available upon request



‘Aqoon la’an waa iftiin la’an’ – The absence of knowledge is the absence of light.

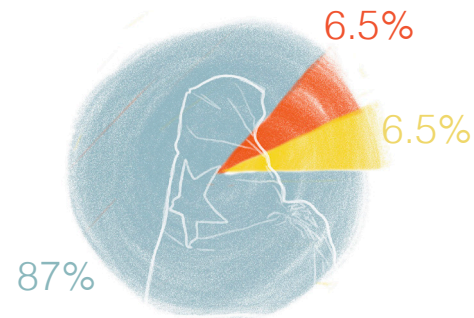
I’m Maryam, a Somali creative specialising in fashion and textiles. My practice is rooted in culture, faith, and community—three pillars that guide both my process and purpose. Through design, I explore Somali identity and history, aiming to spotlight the underrepresented narratives within both the diaspora and Somalia itself.

Much of my work seeks to reconnect with heritage, asking how Somalinimo—the essence of being Somali—can be expressed meaningfully in everyday life. My Islamic faith is central to this process, shaping how I create, collaborate, and engage with materials and people—with care, intention, and sustainability in mind.

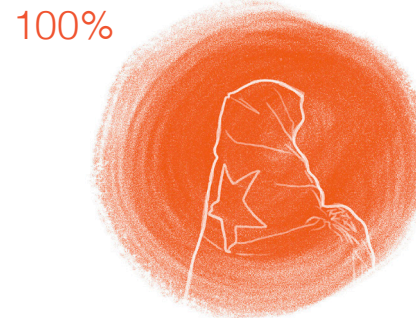
My goal is not only to create, but to connect—to transform individual practice into collective movement. I’m building a space where community, cultural preservation, and meaningful art meet—where ‘I’ becomes ‘We’, and where Somali creativity is celebrated in all its forms.

Consumer Analysis

My work is designed for the Somali youth diaspora, reimagining traditional Somali fashion into modern everyday wear as a way to reconnect with our cultural roots. This sentiment is reflected in the results of a survey I conducted on Somali fashion for women and girls.



Majority expressed an interest in Somali cultural clothing but felt that the impracticality of the garments hindered everyday movement.



100% expressed interest in wearing modern, everyday wear merged with Somali culture which gave me reassurance to know this collection directly addressed my target market's needs.

Sustainability and Supply Chain

Sustainability is central to my creative ethos, and my supply chain focuses on local fabric sourcing and made-to-order production to minimize carbon emissions and reduce waste.

DISPOSAL

Garments aimed to be returned to brand through website, separated and recycled with natural materials biodegraded and draped fabrics recollected for upcycling.

EVENTS/ WORKSHOPS

Collaborating with Somali creatives on Somali Art in the UK, outsourced/ rent spaces to host events in and marketing done via social media and word-of-mouth.

RETAIL

Website as main site. Packaging done in studio by in-house team and distribution through royal mail services in UK. All products on website are made-to-order to meet customer demands. Also sold in small batches at pop-ups at Somali-centred events like Numbi Fest & Somali Festival Week

MATERIAL

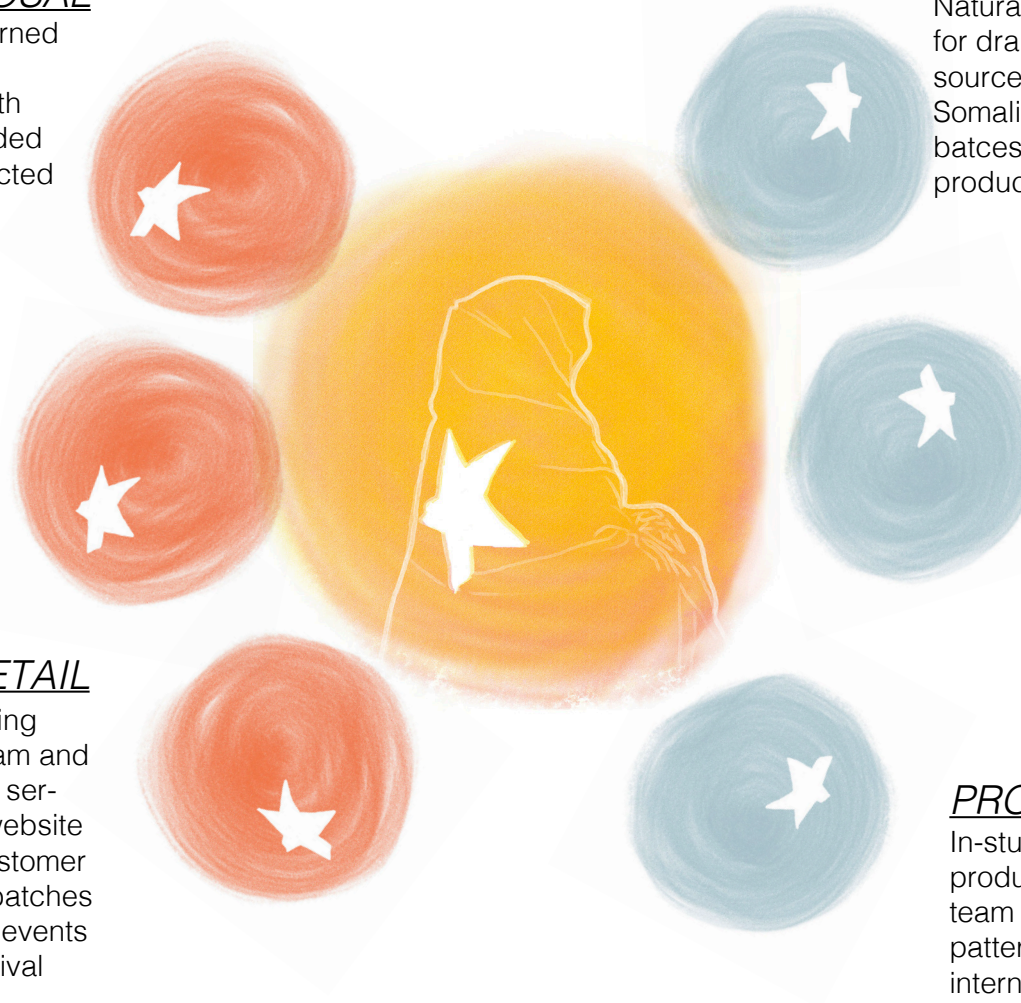
Natural materials used as base for draping and Somali textiles sourced from local and Somali owned businesses in small batches to control waste production.

DESIGN

Main focus: Structured bases for draping to be layered over to simulate Somali garments for everyday wear.

PRODUCTION

In-studio garment production done by small paid team including a machinist, pattern cutting support and interns.



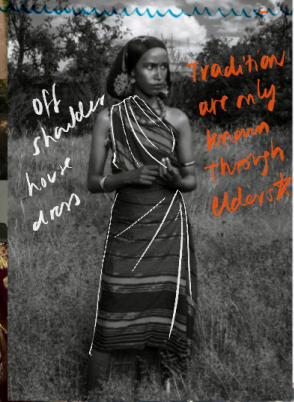
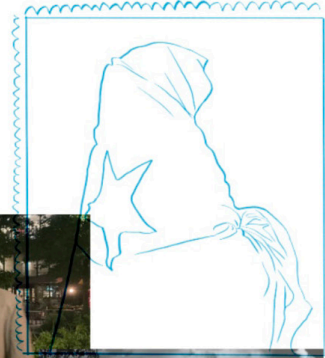


'Love Letter to My Elders'

Appreciation for traditional wear



Mum & Dad



off shoulder
house dress
Tradition
are only
worn
through
elders



Beauty of the
colours & the
drap'g



Elders = warm
& familiar



Strangers feel like family

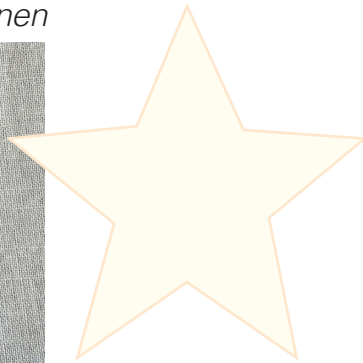
This project is to celebrate my Somali culture which my elders preserved and to find a way to carry it into my everyday life. The cultural clothing we have is often only worn in homewear or at weddings; I want to create a collection that formed a way to have our traditional styles and prints in our ready-to-wear outdoor clothing.

Final Materials and Colourways

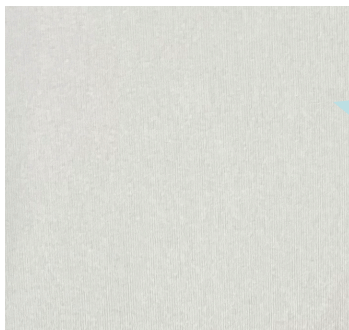
100% Multi Colour Polyester Devore



100% Off-White Linen



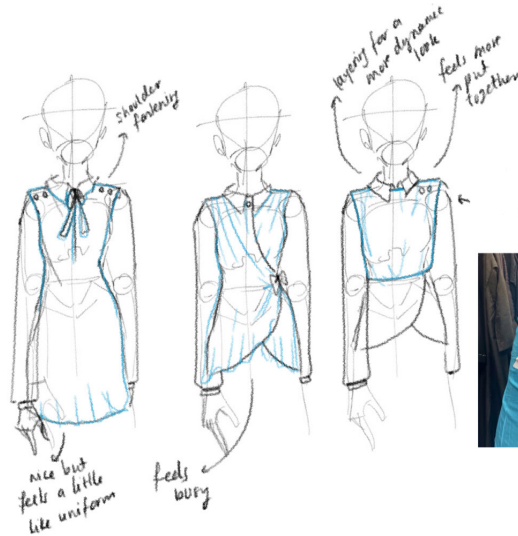
100% Deadstock Polyester Lining



Look 1: Research and Design Development



shoulder fastening → functional & aesthetic } how to secure that in everyday garments



shoulder fastening

hoping for a more dynamic look

feels more put together

want to add star detail, really love how it looks

maybe as a back cut out

nice but feels a little like uniform

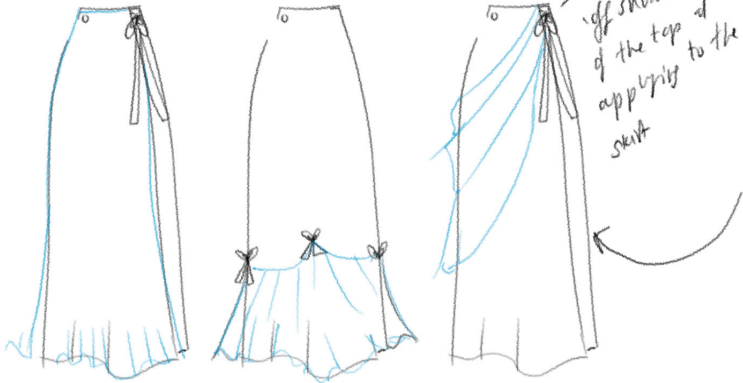
feels busy



on the back in the picture so on the back in the design

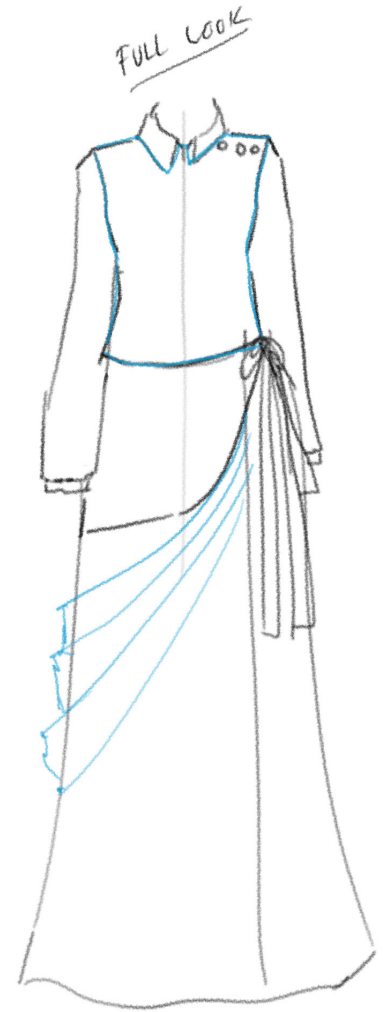
ties/straps as adjustable fastening

similar to traditional saris garments



taking the off shoulder look of the top and applying to the skirt

DRAPING EXERCISE



Look 1: Toile and Patterns

FITTING



KEYHOLE LAYOUT TESTS



successful

testing back cut out idea

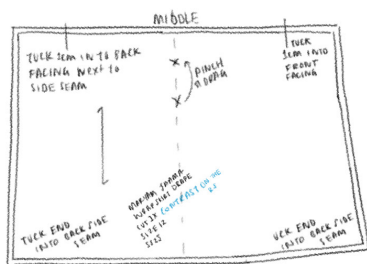


all in linen feels empty so decided back to be in print

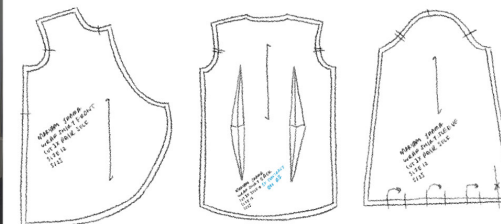
wrap skirt turned out really well, then did draping tests in a sample & final



added a dart for a more fitted look but prefer with all it now



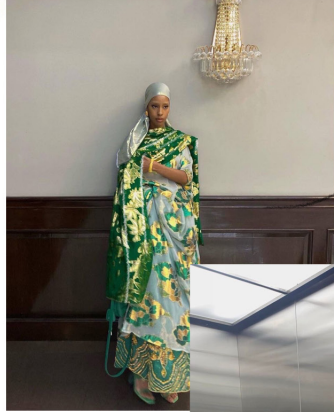
Prefer this



Look 1: Final Images



Look 2: Research and Design Development



Shawl/hijab attached to top idea



like the asymmetrical hem but want it to be simpler



like the trousers in this look, want to



hoodie? nice but doesn't fit rest of collection

as shawl or even a hijab

cape? linen & underpiece

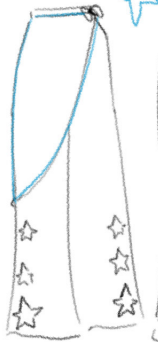
wrap around

feels too clash with top

Add the stars here as well

simple but focused on star details

rightly flared



FULL LOOK



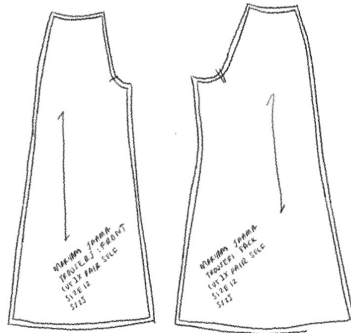
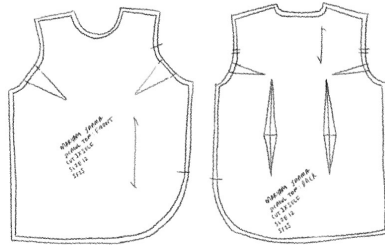
Styline
 Look 2: Toile and Patterns

FITTING

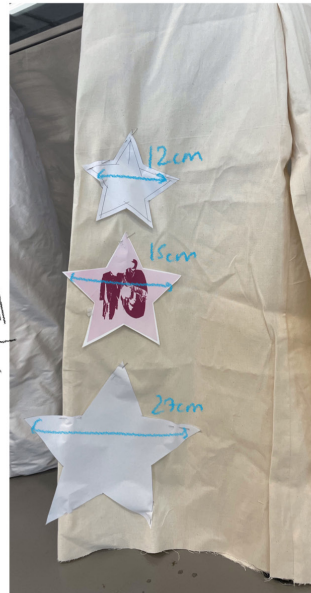
Apert of garment was not sitting comfortably
 ↓
 opening is given better fit



draping idea → make it larger to be a hijab or a shawl



different sizes = better look by placement on the side



Sublimation printing tests for star patches idea



reference photo

Look 2: Final Images



Look 3: Research and Design Development



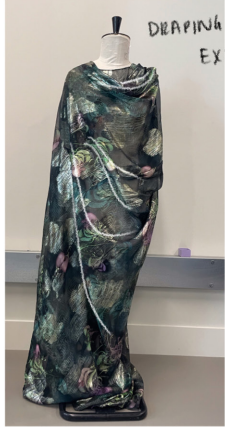
Focus: To capture these types of drapes in a dress

all the same base

both capture the drapes but I like the asymmetrical look goes with collection

wanted to show the line but was a great design but was only focused on draping

BACK DESIGN



FULL LOOK



Look 3: Toile and Patterns



TOILE

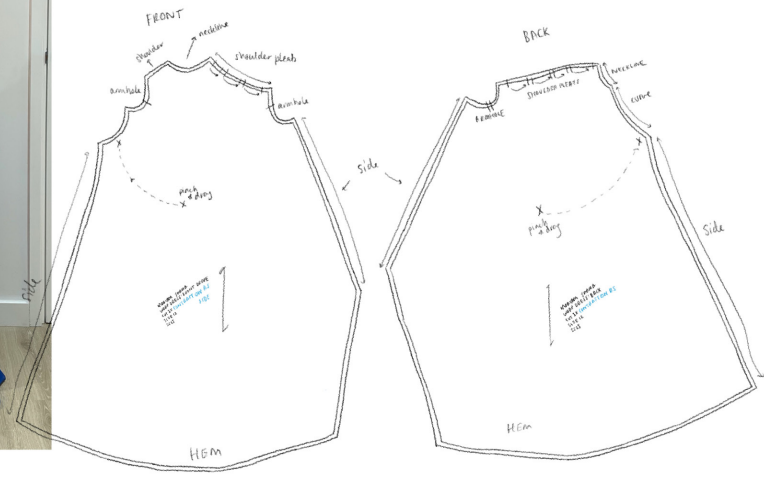


under back piece extends for modesty

Finishings of hems
 Babylace fabric together at open seam
 Sewal fabric Babylace a topstitch



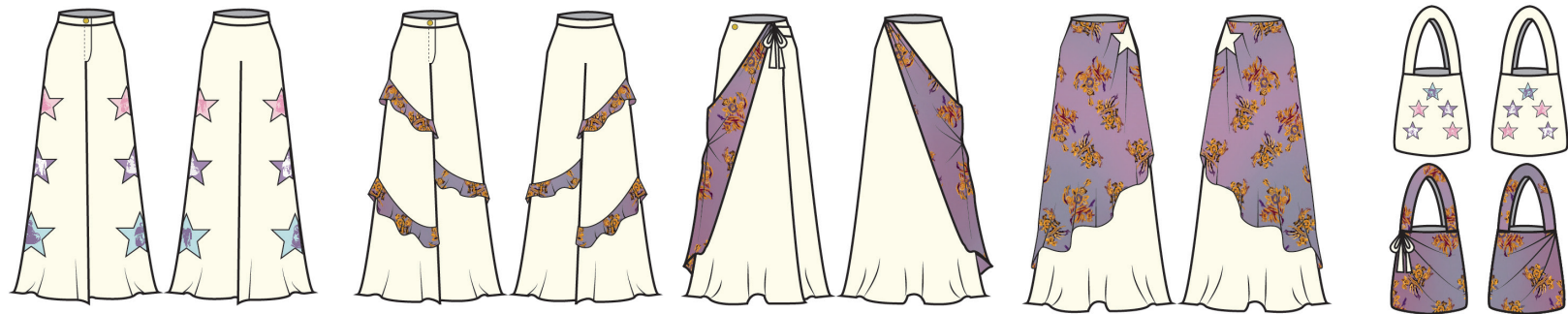
Draping tamed at beautifully




Look 3: Final Images



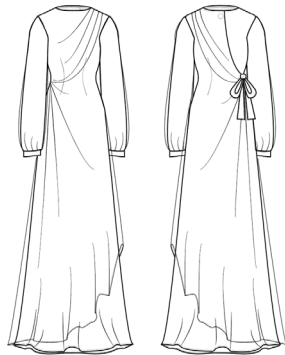
5 prime
Range Plan




IFT IIN
Tech Pack

	Designer: Maryam Jaama	Date: 20/04/2025
	Season: Spring/Summer 2025	Product Name: Wrap Dress
	Fabric: 100% Linen, 100% Poly Devore	Product Code: PDR-20014677-01

Technical Drawing



	Designer: Maryam Jaama	Date: 20/04/2025
	Season: Spring/Summer 2025	Product Name: Wrap Dress
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Colourway & Fabric Spec



100% Off White Linen




Pantone Code: 9081 C



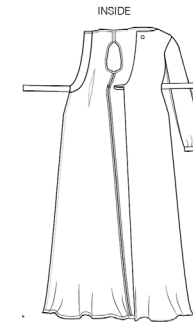
100% Multi Colour Polyester Devore



Pastel Pink, Pastel Blue, Pastel Purple with Gold flower devore

	Designer: Maryam Jaama	Date: 20/04/2025
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Details Page-Inside



INSIDE

DETAILS-INSIDE

NECKLINE: 1cm bias binding with top stitching and invisible stitch to secure it down.

SEAMS: Open pressed seams with each edge baby locked in white thread.

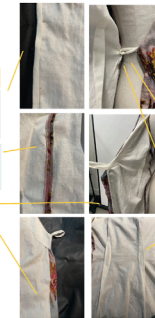
INSIDE SIDE FINISHINGS: Upper back's long side opening is bias banded, top stitched and hand finished. Under back piece has a 3cm grown on facing.

DETAILS-INSIDE

BUTTON LOOP: A 1.5cm x 15cm button loop made from bias binding is sandwiched on the inside of under back piece's placket.

JUGGER BUTTON: A 1.5cm clear resin button in the inner left side seam at 21cm down from the inner arm hole.

DARTS: 2x 35cm diamond darts with 3cm width on the front linen piece ONLY. One 35cm diamond dart on the upper back linen piece ONLY.



Credits Page

A huge thank you to those who supported in this process. It made the world of a difference and this portfolio doesn't feel complete without highlighting them.

TECHNICIANS:

- Dawit
- Kate
- Echo
- Sheron

TUTORS:

- David
- Anja

SUPPORTED WITH GARMENT PRODUCTION:

- Jihan (friend from internship)
- Umber (friend from internship)
- Naima (First Year Helper)
- Harry (Machinist)

MODEL FOR THE SHOOT:

- Umber (friend from internship)

SUPPORTED MY EMOTIONAL, MENTAL AND PHYSICAL HEALTH:

- Hooyo and Abo (Mum and Dad)
- Sundus (sister)
- Sumia (sister)
- Rahavi (friend)
- Supeakcha (friend)
- ASRA Run Club

