

Chinnadurai

Press Pack



**Ba (hons): Fashion Design and Development
Final Year**

Chloe Greenwood



Designer Statement

This collection is inspired by Chloe Greenwood's dual heritage, blending classical English tailoring with organic, traditional natural Sri Lankan dyeing techniques using turmeric. Through the fusion of the traditional and stylish look of English tailoring, with vibrant Sri Lankan colour palettes, the collection explores the cultural hybridity of the designer.

Each garment represents the contrasting yet complementary aspects of the designer's heritage and consequent influence; the clean lines and high quality of English tailoring creating a classic and recognisable silhouette, brought to life by the vibrancy and unpredictability of bold South-Asian colours and natural dyeing. The use of natural dyes not only pays homage to traditional Sri Lankan techniques, but ensures each dyed garment is of unique colour, symbolising the uniqueness of the designer's identity.

By merging these seemingly contrasting design influences, the designer has created a distinctive yet complete look, celebrating the coming together of cultures, people, ideas and her identity.



Look 1 -
Denim Waistcoat
Mesh Long Sleeve
Denim Trousers







Look 2 -
Drape Top
Waist Adjustable Trousers





Look 3 -
Knit Jumper
Wrap Skirt







Look 1, 2 & 3 -
Showing the adaptability of
the collection.









Credits

Designer - Chloe Greenwood
Photographer - Miles Humphries
Model - Alejandro Rommero