

LAURA SHIRREFF Textiles

A collage of fashion design inspiration. It includes various fabric swatches with different patterns and colors, sketches of floral and abstract designs, and photographs of models wearing different outfits. The background is a warm, textured brown. The text is overlaid on a semi-transparent white rectangle.

TEXTILE
ARTIST,
DESIGNER &
COLORIST



ABOUT LAURA

There is a continuous thread that runs through Laura's work and experience that weaves together to create a rich fabric of knowledge, expertise and artistic expression. Throughout Laura's diverse textile career, what has remained consistent and prominent in her exploration has been a deep respect and concern for nature, an affinity for Asian philosophy and aesthetic, and a boundless passion for spirituality as it relates to creativity. Laura offers her expertise and designs for both commercial and boutique projects. Highlights of her expertise includes:

- Three years technical experience and nine years design experience in the apparel industry, that includes textile selection as well as custom color, fabric and print development.
- Well-versed in textile software such as Ned Graphics, Pointcarre and Weavepoint.
- Color design and management, utilizing the PLM and Pantone systems for organizing and coordinating seasonal palettes as well as custom patterns.
- Woven design and technical expertise (floor loom, dobby and Jacquard).
- Fabric, accessories and secondary process sourcing in Mainland China, Europe and Japan.

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FEATURED WORK

PRINT &
SURFACE DESIGN

HAND-WOVEN

DOBBY &
JACQUARD

COMMERCIAL WORK

ICICLE SS2017 Dunhuang Collection

ICICLE MADE IN EARTH Indigo Print Collections

ICICLE MADE IN EARTH Color Collections



COLLABORATIONS

ICICLE SS2017 MADE IN ART COLLECTION

ICICLE AW2016 MADE IN ART COLLECTION

ICICLE SS2016 MADE IN ART COLLECTION



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FEATURED WRITING

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MADE IN CHINA

The Fashion Brands Redefining China's Manufacturing Industry



The label 'Made In China' is one of the most recognised across the world. China's notorious manufacturing industry has connotations for cheap, often poor quality goods and questionable labour practices. However this stigma may soon become outdated as eco-conscious fashion brands such as WuYong, ICICLE, Norlha, and Shokay redefine China's global reputation for the better.

In the past 25 years particularly, China has seen a huge rise of consumerism due to its tremendous double digit GDP growth. The newly realised wealth has resulted in a fascination and infatuation with foreign big name brands, to the detriment to China's own fashion identity. However Ma Ke, one of China's most prolific fashion designers, has raised the bar and laid a new path for the next generation of designers with her fashion label Exception de Mixmind and WuYong. Believing in the 'value of creativity' she set out to create her own line of intellectual clothing for a contemporary lifestyle. Ma Ke graduated from the Suzhou Institute of Silk Textile Technology in 1992. Soon after, with a vision to create an all-original Chinese design brand, she established Exception de Mixmind in 1996. The brand is celebrated for the use of high quality organic materials and for helping preserve tradition by using the dyeing, weaving and embroidery techniques of the Dong People of Southern China. In 2006, Ma Ke left Exception and further explored her interests in the crossover between contemporary art and Chinese traditions when she launched her art house label 無用 Wu Yong, meaning 'useless.' The production of the haute couture line takes place in a workshop in

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"Laura was an absolute asset and valued team member. Her vast experience and superior taste level elevated every product she touched. She was Incredibly easy to work with and made everyone's jobs easier. Laura met every tight deadline with zen like composure. Can't wait to work with her in the future."

Cheyne Verhagen, Menswear Designer, The North Face



"I really wish to recommend Laura for our professional collaboration during 4 years. I am the head of design of Paris Line in ICICLE group and she was responsible for fabric for Paris line and print manager for ICICLE. She is very professional. She listens to the needs of the fashion designer. She is very serious. She is precise and reactive. She is also fast in the execution and is not afraid of changes at the last minute. And yes, as the fashion changes all the time; cancellation then new launches at the end. She knows how to express her opinion when we wish it. In brief, Laura is complete in her job, technically and creatively. And the fact intelligently. With the real human values. Thank you Laura and good luck for your new projects."

Bénédicte Laloux, Head of Design, ICICLE Paris

WORK WITH LAURA

- Trend research and moodboard presentations
- Print design and development
- Textile CAD design
- Color expertise
- Woven design
- Fabric sourcing
- Creative collaborations
- Textile and fashion editorial

CONTACT

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THANK YOU FOR
YOUR INTEREST.

I LOOK FORWARD
TO WORKING
WITH YOU!

