

inspiration



There are two main sources for my inspiration of the line – one is current fashion trends and the other is current music trends. As for the initial, the girly and floral look is currently trending heavily in the market. One of the largest prints in the Spring 2014 Lookbook is floral, which is the print that my entire line is based from. The other major inspiration for my line is the current music trend, most significantly, Lana del Rey. Lana del Rey emphasizes everything that I hope to accomplish with my line of throw pillows – aesthetic emphasis with lingering touches from a vintage era. She emphasizes beauty in all of her music videos and selects images simply because she likes the aesthetics and primarily, likes the old and influenced by another time look. This is something represented completely by floral and something that I hope to represent in my line.