

# BRAND FEEDBACK

## KIRATH GHUNDOO

*"I've just taken a look at your project and it's absolutely wonderful. It's lovely to see how the two brands (which are very different) could come together and create a pattern collaboration. Can I just say I love the India print on the dungarees, I feel that reflects their brand too. I'd never heard of Lucy & Yak before your project, love what they do and what they stand for. I think my favourite is the Spring/Summer print with the hint of blue. I would love to see how some of my geometric prints could work too - different prints for different sections of the dungarees could be quirky.*

*Great work on the Blurred magazine, it features a range of interesting articles and love the way you have stylised the brand history behind Lucy & Yak. The information about the quirky brand collaborations are really interesting too. I think the Lucy & Yak x Kirath Ghundoo would be an amazing one if it ever came to fruition. I love fashion and have recently worked with a very popular brand on their print design but not through my brand, so I'm not allowed to disclose information.*

*Thank you for using my work in your project - it's been lovely to see your interpretation of how fashion and primarily an interiors brand can work together. Let's hope Lucy & Yak give you some fab feedback too." - Kirath Ghundoo, Director of 'Kirath Ghundoo'*

## LUCY & YAK

*"The overall collection is very good, I like the introduction of new styles. I also really like the print design, you can see you've thought a lot about the inspiration. As a piece of constructive criticism I would have liked the 'Addison' short to have the same waist and signature buttons of the Addison trouser. I like the classic autumnal colours you have chosen for the AW range plan and my favourite piece is the Timmy shorts in the Brighton themed print." - Natasha Nickson, Production & Sustainability Coordinator*

*"The range plan looks fab! Genuinely looks like it could have been sent from our team. Cool ideas too! I think you've got the customer right in my opinion! Customers are always asking for a dress in between haha! Also good use of different fabrics like hemp. The collab again, looks good and like you've hit the mark of what people want. The marketing plan to increase the customers is fab too and surely you will get a first with this great work, haha!*

*It really shows that you have put your heart and soul into your project. Your whole project looks great and I would definitely buy some of the items if we sold them." - Beth and Ashleigh, Customer Happiness Team*