

Monarch

a knitwear mini collection

JULIETMAIREFOREHAND





Yarn, Color, and Pattern Direction

Trends are continuing to show consumers prefer sustainable options. This includes sustainability in materials used, so whenever possible, the majority of a yarn's composition should be a natural fiber. Wool and cotton are the classic choices that are well-known and loved by consumers.

However, hypoallergenic fibers—such as alpaca—should be considered an alternative to wool. Another fiber to consider is bamboo; these yarns offer a whole new range of textures to the consumer.

Depending on where you look, colors are trending both more saturated and less saturated. By using a dark background color, you can incorporate both desaturated and saturated colors together to create eye-catching looks. To do this, patterns and prints are needed.

Escapism and nostalgia are as popular as ever. So, pieces that feel imaginative and draw from the past are more likely to speak to consumers than simple pieces. Patterns and prints should be prominent when used but feel nostalgic. Taking advantage of naturally occurring patterns is a great option.

Monarch Sweater Dress

A sweater dress featuring a dual-layered skirt using jacquard knitting to produce the pattern.



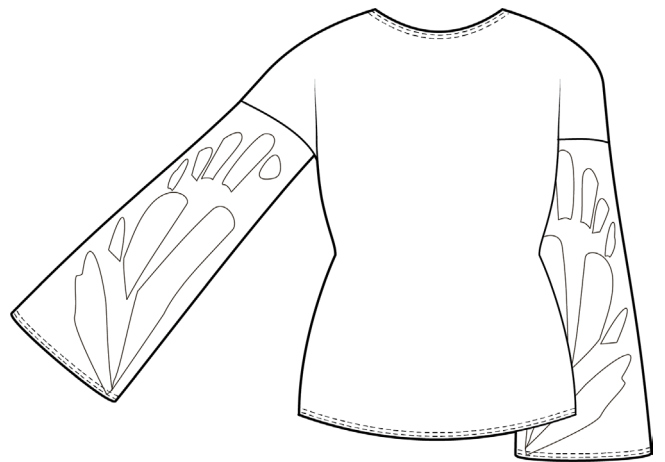
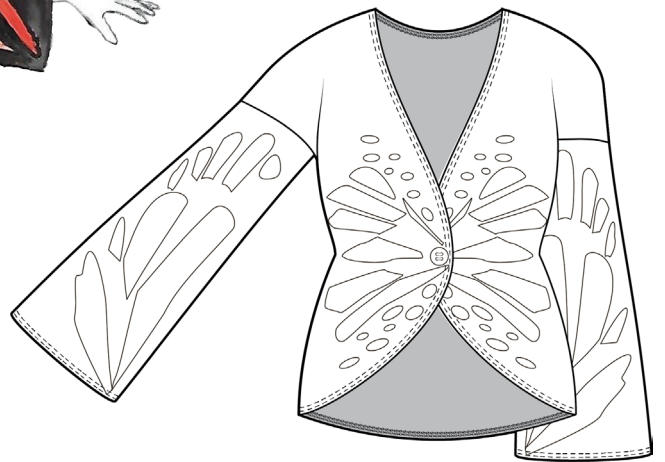
Monarch Pullover Sweater

A pullover sweater with bell sleeves, ribbing, and a
jacquard knitting pattern on the sleeves.



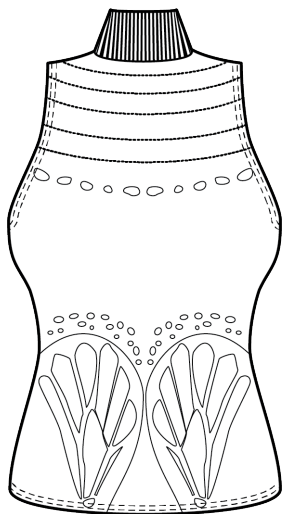
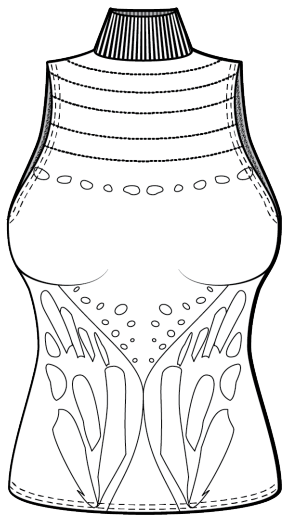
Monarch Single Button Cardigan

A single button cardigan featuring the jacquard knitting pattern on both the front of the cardigan as well as on the sleeves.



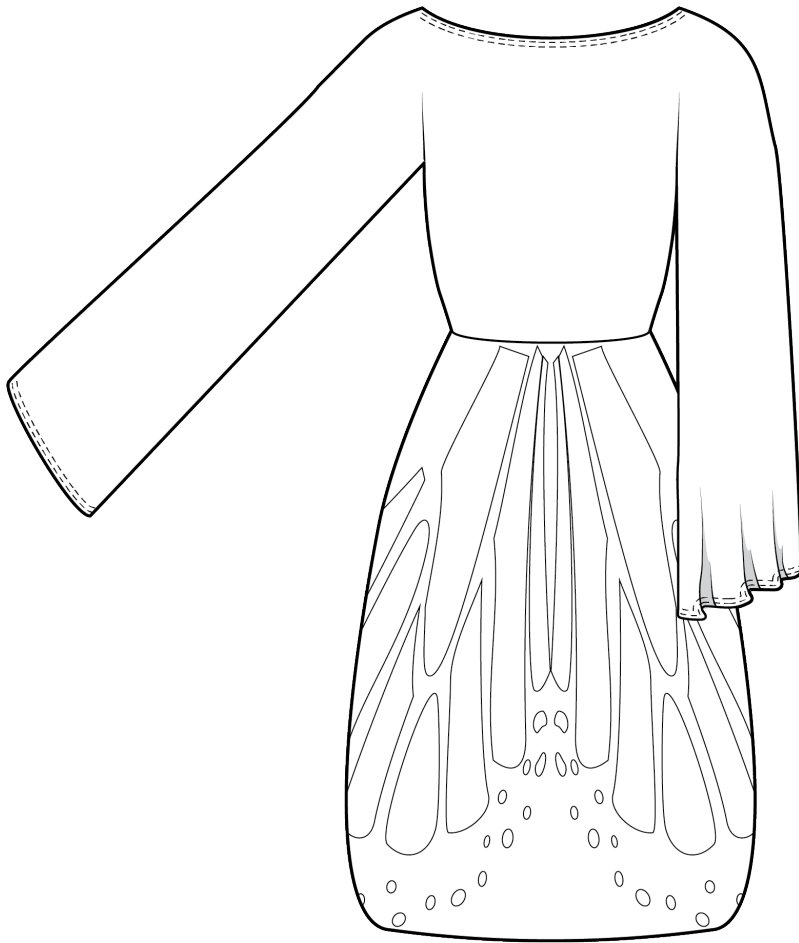
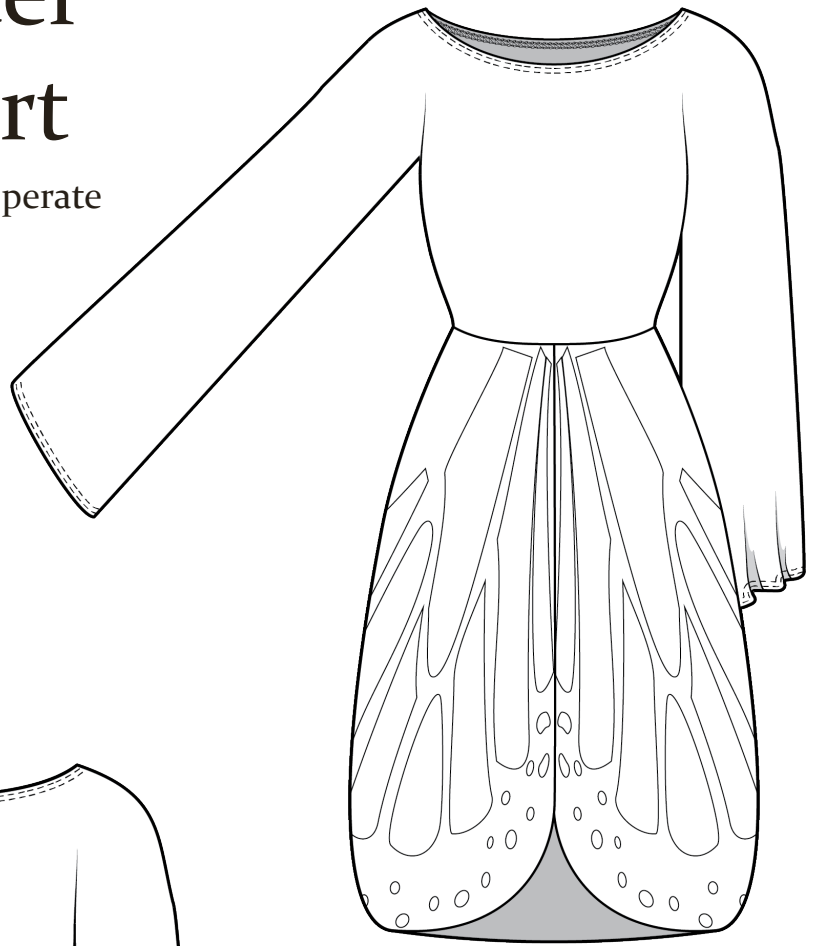
Monarch Vest

A sweater vest with a turtleneck and jacquard knitting pattern on both the front and the back.



Monarch Sweater Dress Underskirt

The underskirt of the dress features a seperate pattern than the over skirt.



Dress Callout





Yarn and Stitches

A lighter weight yarn is preferable to allow for the garments to drape properly, such as a dk weight yarn made from bamboo or superwash merino.

Because the emphasis in these designs is on the prints rather than the stitching, the knits should consist of jerseys and 1x1 ribs.



[Tencel Bamboo Double by Go Handmade](#) yarn is a great example of the yarn's preferred drape and slight sheen.

Made from a combination of tencel (40%) and bamboo viscose (60%), this yarn is machine washable, which consumers will prefer for ease over hand wash-only and dry-clean-only alternatives.

[Malabrigo Arroyo](#) yarn is a great example of the yarn's preferred weight and versatility.

Since the yarn is made from superwash merino, it is machine washable, which consumers will prefer for ease over hand wash-only and dry-clean-only alternatives.



Knit sample: 1x1 rib with dk weight 100% bamboo yarn hand knit on 3.5 mm needles

Knit sample: jersey knit with dk weight 100% bamboo yarn hand knit on 3.5 mm needles.



Pattern

The pattern was developed by simplifying the wings of two different monarch butterflies. From there, it was warped and modified to fit each garment.

The best way to implement this into the garments is through a jacquard knit, but printing is another viable option; however, printing is more likely to lead to tearing over time.



Pattern Sample

An example colorwork grid.



Sample



Sleeve Sample

A hand knit sleeve sample. This was knit using a dk weight yarn on 3.75 mm needles.



Right Side

Wrong Side



Womens Fall 2025

① What does WOMEN say?

Key Items:

- tactile Cardigan
- pretty crew
- smart vest
 - layering piece for work
- tunic dress
 - relaxed flared sleeves
 - dressed up or down
- cosy polo
 - interesting textures
 - relaxed fit

AKH Optimism

- more feminine blend group
- imaginative
- looking towards the future with hints of the past
- we don't need newer and better

Re/Generations

- sustainability
- inclusivity
- versatility
- premium qualities

④ Motif ideas

a-type of bird - escape, freedom, butterflies - freedom, new life, second chances

Heather (plant) - remember me

Coropsis - always cheerful

Crocus - cheerfulness

Fern - magic, fascination

City of the valley - sweetness, return to happiness, humility



② Travel Forecasting Project for a broad concept of the future

Overgrown Humanity

- human form being embraced in its natural state & the complete opposite of exaggerating the form
- flowy pieces
- structured pieces

Scattered Surrealism

- transforming fear & doubt into a riot of bright colors & patterns
- layering upon layering upon layering
- attention grabbing accessories
- simple staples

Crafting Expressions

- consumers expressing their views through clothing specifically in the realm of customization
- easily modifiable pieces

③ What do I want to do?

- flowy lighter weight pieces
- motifs related to either a plant or animal
 - more likely ~~animal~~ plant
- my illustration style should focus on simplicity of form as normal with dance esque poses
- flat style should be drapery
- mood board shouldn't have harsh lines and should almost bleed together
- yarns think bamboo dk weight, no hair lace weight. Alpaca worsted weight
 - avoid synthetics
 - colors should relate to the theme motif
- should I unit samples?
 - probably
- are we thinking custom lace stitches or plain stockinette/jersey
- make sure to consider production

Lily of the Valley

- beautiful but toxic

- so this has been used by Dior as recently as 2023

Trousers

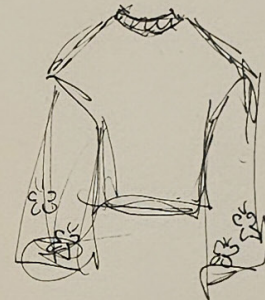
- bloom every spring

Bugs instead on fall broad plants or butterflies

monarch butterfly colors
orange black & white



Butterfly motifs could
be interesting for sleeves



a simple
piece
with
butterflies
on sleeves

Butterfly Chrysalis

they show
the wing patterns
slightly

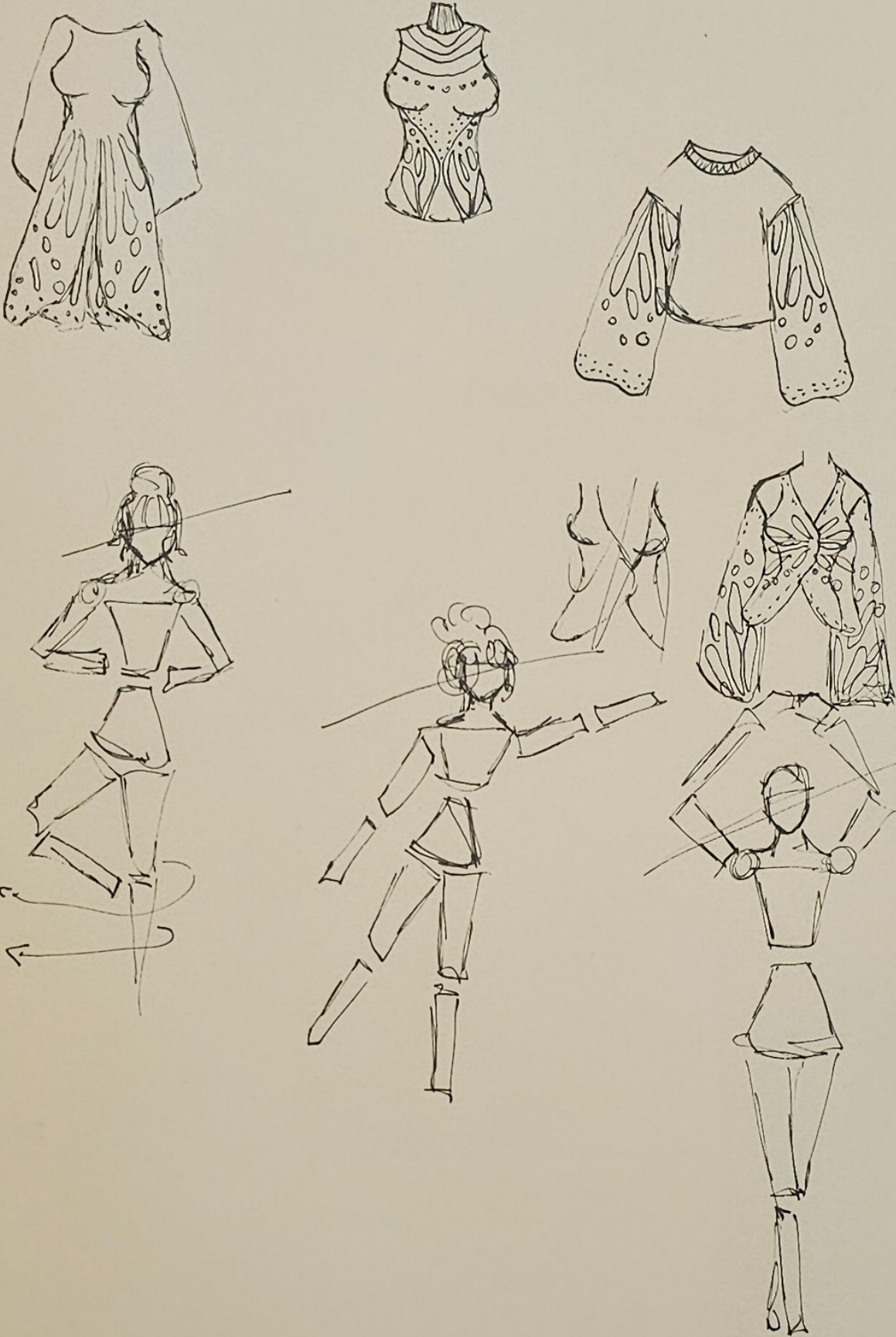


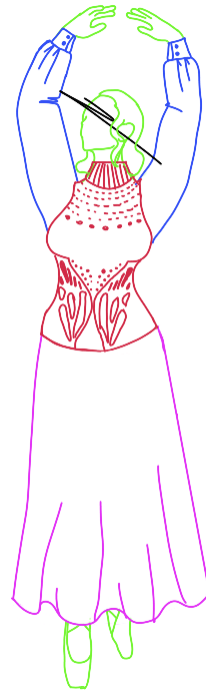
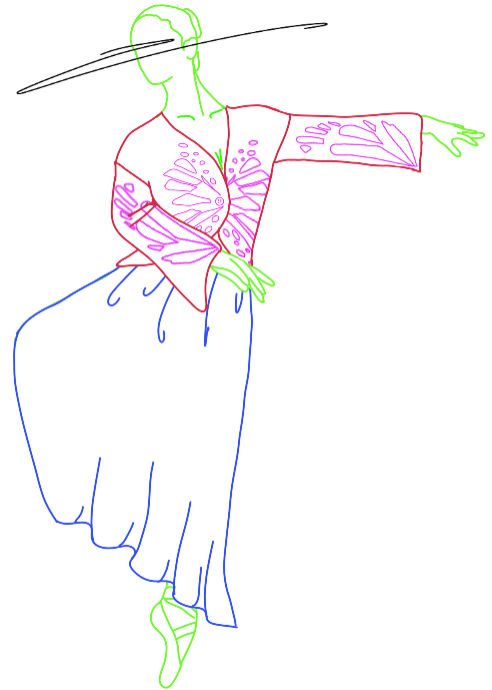
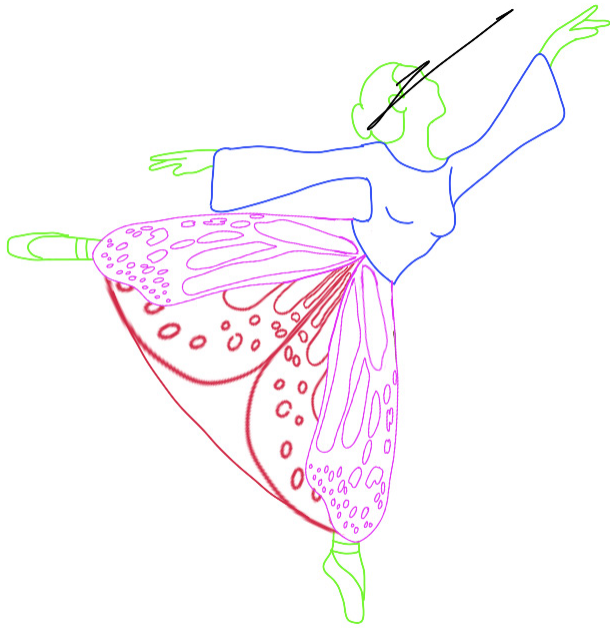
wings on
sleeves of
sweater dress

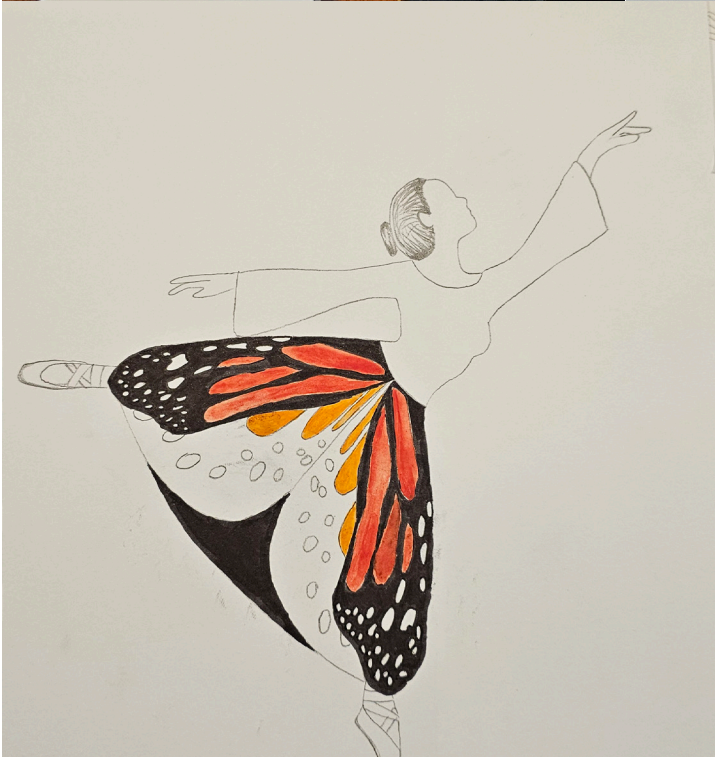
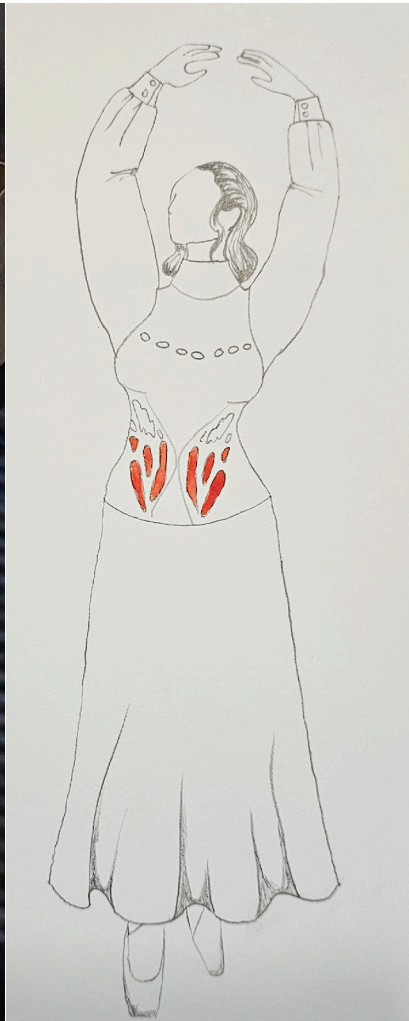


solid black sleeves









Creative Process

