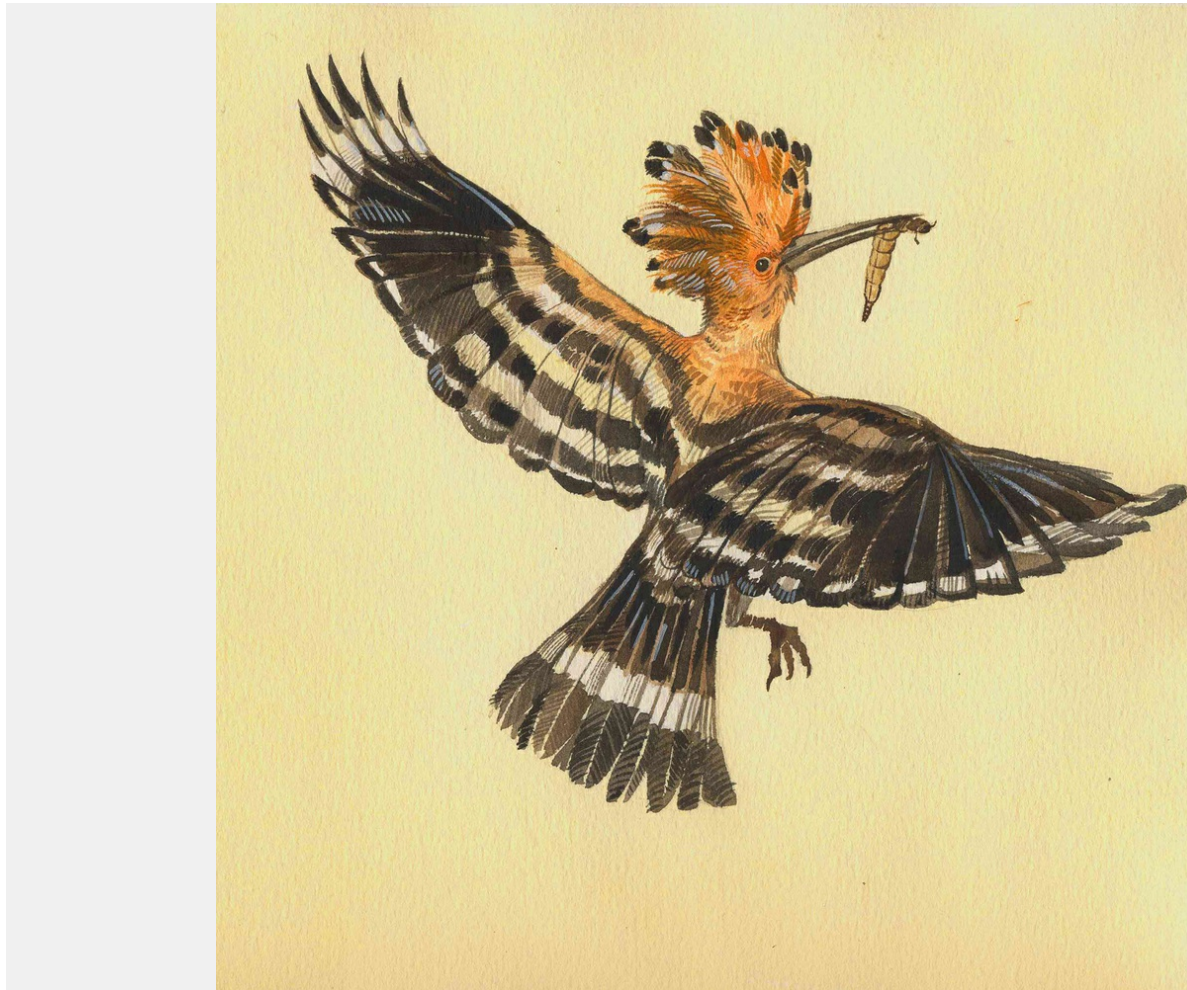


1/5

Floral Patterns for Madreperola

Set of pattern designs / prints commissioned by the Brazilian fashion brand Madreperola;



Solution

These exclusive floral patterns are developed for Madreperola's Winter Collection 2015; All elements of the pattern were made in watercolor, depicting cactus flowers, orchids, birds and foliage.

Status: 15.06.2018

2/5

Floral Patterns for Madreperola

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Explain how and why you created this work. Was it for a specific brief, etc.?

It was a client brief. The print colors should be less intense , to correspond with the winter collection identity, so I used a palette of blue , cooler shades, pale green and in some places , in order to create contrast , I used more saturated colors , wich resulted in colorful patterns with large dimensions, for women's clothing;

3/5

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What were you trying to express?

My intention was to make a delicate but intense pattern, resembling a garden in all its exuberance.

4/5

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Is it 100% your original work?

Yes, it is.

5/5

Floral Patterns for Madreperola

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Creative's profile



Julia Bianchi PRO

Art director; Freelance illustrator; Freelance designer

Belo Horizonte, Brazil

Creative's top 5 skills

Illustration, Product Design, Textile Design