CHARLES ROYLE

1998

CHARLES ROYLE
CREATING A UNIVERSE – YORKSHIRE

BUILD A UNIVERSE BASED ON MY HOMETOWN OF YORKSHIRE, ENGLAND. YORKSHIRE IS A PLACE THAT HAS INSPIRED MANY TALENTS OVER THE YEARS AND HAS BEEN FEATURED IN SOME OF THE MOST ICONIC LITERARY AND VISUAL PIECES. I WISH TO CONVEY NOT JUST A ROMANTIC CONCEPT OF WHAT YORKSHIRE IS, BUT INSTEAD SHARE MY PERSONAL EXPERIENCE OF GROWING UP THEIR, INVITING A NEW AUDIENCE INTO MY OWN UNIVERSE WHILE SEEING MY PERSPECTIVE.
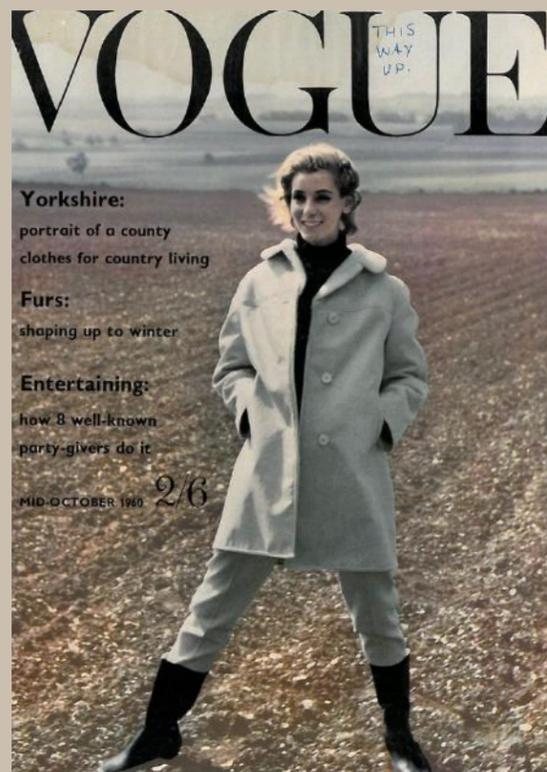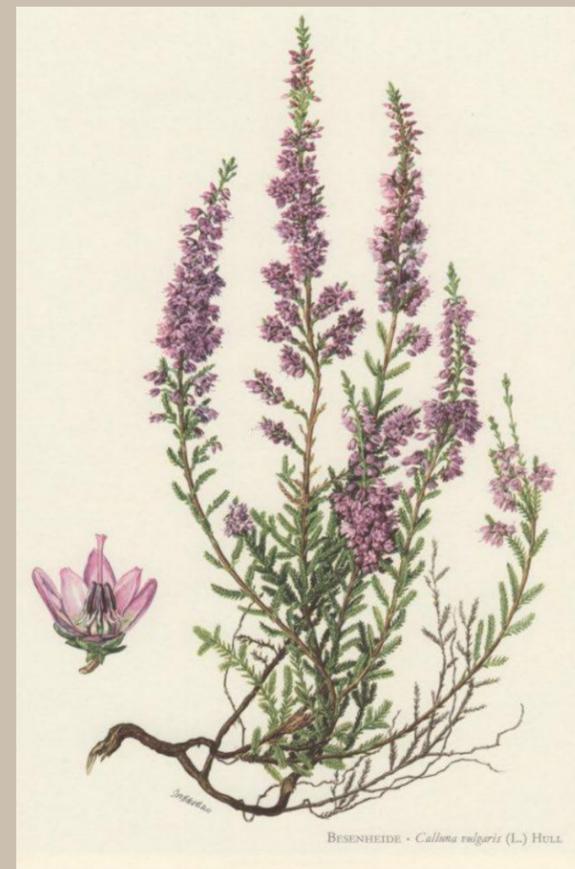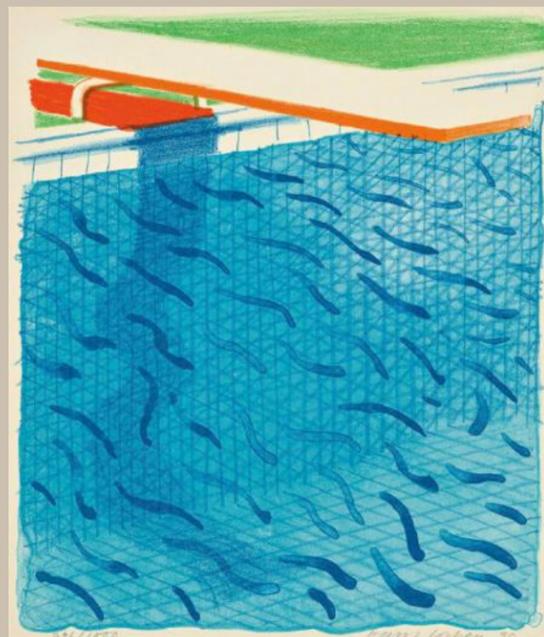
CHARLES ROYLE
IDENTITY

DUE TO COVID19 WORK ON CREATING A TYPICAL BRAND IN REVERSE. USING DIGITAL METHODS FIRST.

DESIGN A CUSTOM FONT AND COLOUR SCHEME BASED ON THE YORKSHIRE SANDSTONE THAT MY GRANDFATHER MINED. USE THIS FONT AS A BASIS FOR MY UNIVERSAL IDENTITY GOING FORWARD.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 1 0

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1998

CHARLES ROYLE
NATURAL YORKSHIRE

PAINT AND ILLUSTRATE ANIMALS AND PLANTS THAT WERE RELEVANT TO ME IN MY CHILDHOOD. CREATE THESE DIGITALLY OR WITH OIL PAINTS IN ORDER TO EASILY MANIPULATE THEM IF I WISH TO DEVELOP THEM.

CHARLES ROYLE
PRINT AND PATTERN
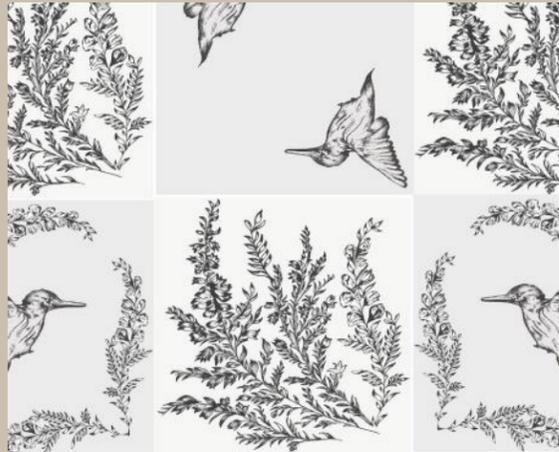
CREATE PRINTS AND PATTERNS BASED ON THE PAINTINGS OF THE NATURAL LANDSCAPES.

THESE WILLIAM MORRIS INSPIRED PRINTS COULD BE USED IN FABRICS OR HOME GOODS SUCH AS CERAMIC TILINGS OR WALLPAPER.

CHARLES ROYLE
LITERATURE

RE-DESIGN AND RE-PUBLISH PUBLIC DOMAIN YORKSHIRE BASED OR INSPIRED LITERARY CLASSICS. ALLOWING MY AUDIENCE TO READ ABOUT THE ENVIRONMENT OF INSPIRATION.

EMILY BRONTE

WUTHERING HEIGHTS

WUTHERING HEIGHTS

I

CR 1998

EMILY BRONTË

CHARLOTTE BRONTE

JANE EYRE

JANE EYRE

II

CR 1998

CHARLOTTE BRONTË

BRAM STOKER

DRACULA

DRACULA

III

CR 1998

BRAM STOKER

ANNA SEWELL

BLACK BEAUTY

BLACK BEAUTY

IV

CR 1998

ANNA SEWELL

CHARLES DICKENS

GREAT EXPECTATIONS

GREAT EXPECTATIONS

V

CR 1998
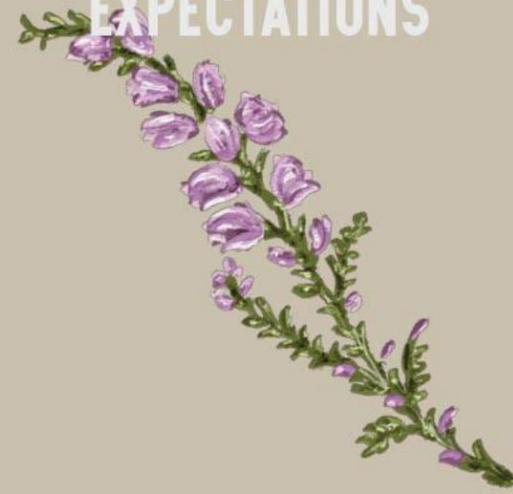
CHARLES DICKENS

THOMAS HARDY

TESS OF THE D'URBERVILLES

TESS OF THE D'URBERVILLES

VI

CR 1998

THOMAS HARDY

CHARLES ROYLE
PEOPLE AND PROFESSIONS

DOCUMENT THE CLASSIC TRADES AND PROFESSIONS OF PEOPLE FROM MY CHILDHOOD. USE THIS TO CREATE LINKS BETWEEN UNIFORM AND LIFESTYLE TO FURTHER BUILD OUT A UNIVERSE.
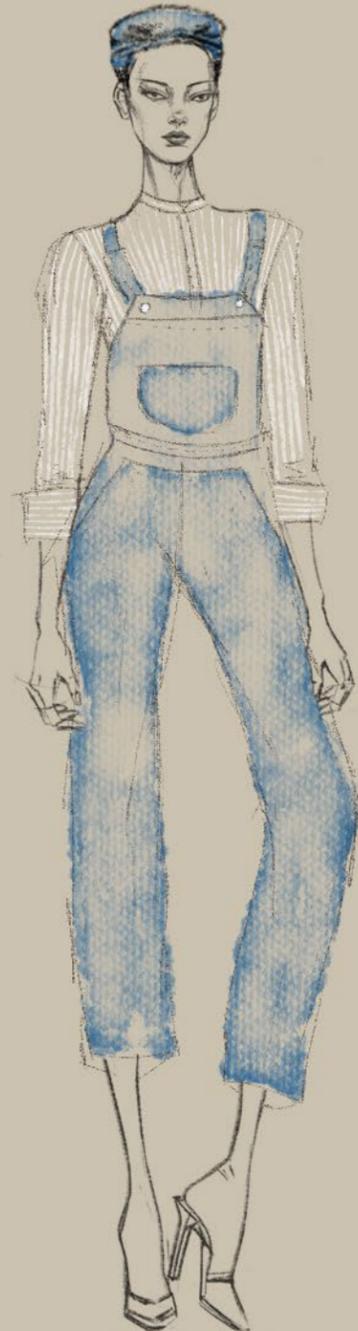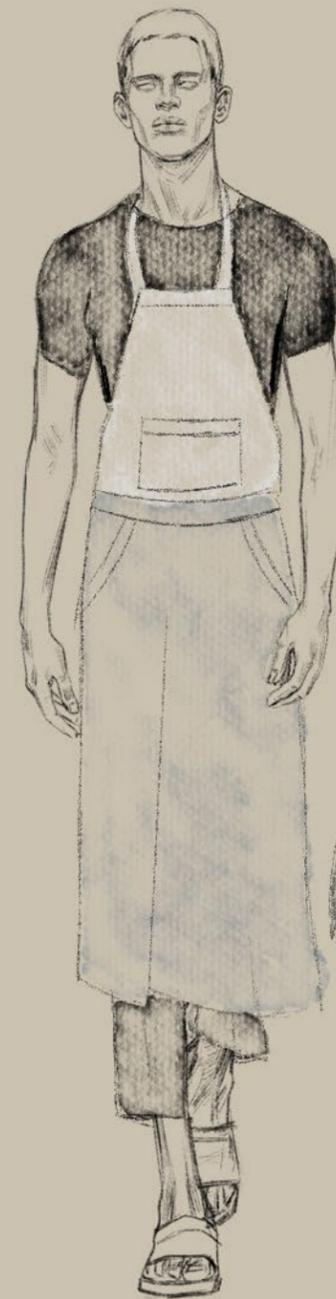
HUNTER   FARMER   BAKER   WEAVER   MINER   FARRIER

CHARLES ROYLE
STORYTELLING

BUILD A ROMANTIC
YET REALISTIC
CONCEPT AROUND
YORKSHIRE IN
ORDER TO INVITE
MY AUDIENCE INTO
THIS UNIVERSE.
USE PAINTING AND
ILLUSTRATION IN
ORDER TO CREATE
A MORE TACTILE
CONNECTION BETWEEN
VIEWER AND SUBJECT.

CHARLES ROYLE
TEXTILES AND SOURCING

YORKSHIRE HAS BEEN A HUB FOR TEXTILES AND FABRICS FOR CENTURIES. I RESEARCHED SUPPLIERS, MANUFACTURERS AND BRANDS THAT CAN HELP TO KEEP THIS BRAND AS LOCAL AS POSSIBLE. THIS NOT ONLY MAINTAINS HERITAGE BUT ALSO PROVIDES INCREASED ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY.

SUPPLIERS

JAMES HARE SILK
LINTON TWEEDS
ABRAHAM MOON
JOSHUA ELLIS
LAXTONS
MARTON MILLS
SAM WELLER AND SONS COTTON
PENNINE WEAVERS
ALFRED BROWN
C J ANTICH
DUGDALE BROTHERS
AW HAINSWORTH
BRITISH MILLERAIN
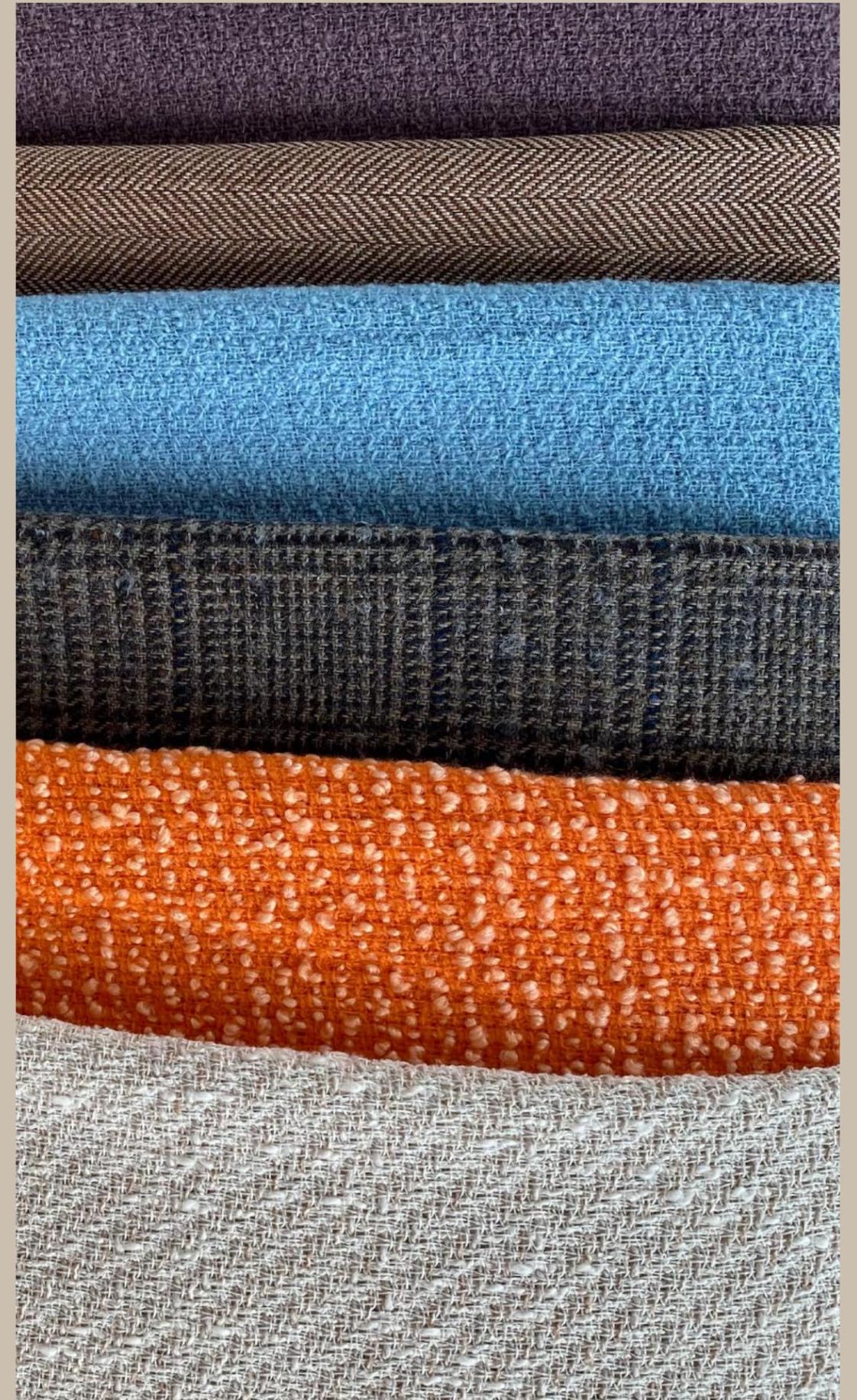
CHARLES ROYLE
BIODIVERSITY

USE ENDANGERED SPECIES OF SHEEP FROM LOCAL FARMS IN ORDER TO INCREASE THE BIODIVERSITY IN SHEEP. THE MAJORITY OF WOOL USED NOW IS MERINO WOOL LEADING TO A LESS DIVERSE LANDSCAPE THAT IS EVEN CAUSING SOME SPECIES OF SHEEP TO BECOME EXTINCT.

CHARLES ROYLE
COTTAGE INDUSTRIES

WORK TO DESIGN
ALONGSIDE SMALLER
INDEPENDENT
PRODUCTION COMPANIES
LOCAL TO THE AREAS
OF DISTRIBUTION.
THIS WILL NOT ONLY
PROVIDE A FORM OF
ECONOMIC STABILITY
TO INDEPENDENT
COMPANIES BUT
WILL ALSO ENHANCE
ENVIRONMENTAL
SUSTAINABILITY DUE
TO LOCAL SOURCING
METHODS.

CHARLES ROYLE
PERMANENT COLLECTION

DESIGN A TIMELESS PERMANENT
COLLECTION THAT WILL BE
SOURCED AND PRODUCED USING
THE BEST POSSIBLE METHODS TO
CHANGE THE WAY THE CUSTOMER
CONSUMES FASHION.
THIS COLLECTION WILL INVOLVE
CLASSIC SEPARATE PIECES THAT
CSAN BE PAIRED WITH EVOLVING
ACCESSORIES AND ACCENT
PIECES IN ORDER TO ALLOW THE
CUSTOMER TO EXPERIENCE CHANGE.

EACH OF THESE PERMANENT
PIECES WILL BE DESIGNED WITH
SUSTAINABLE PRACTICES IN MIND.

CHARLES ROYLE
SEASONAL PIECES

CREATE 5-10 NEW PIECES PER SEASON THAT CAN BE PAIRED TOGETHER WITH THE PERMANENT COLLECTION IN ORDER TO APPEAL TO CUSTOMERS IN ORDER TO EVOLVE FASHION CONSUMPTION.

THESE PIECES WILL ALSO BE MADE THROUGH SUSTAINABLE METHODS AND NOT BE CLASSIFIED AS TRENDY. THESE PIECES WILL BE ADDITIONS THAT WILL BE AVAILABLE TO ADD TO A PERSONS COLLECTION OF CLOTHING.

THE SEASONAL PIECES WILL BE MORE ALLIGNED WITH COLOUR AND AESTHETIC AND WILL BE ABLE TO BE PAIRED WITH THE MORE SIMPLE PERMANENT COLLECTION AS WELL AS ANY SET OF BASICS FROM OTHER BRANDS.

CHARLES ROYLE
VINTAGE ACCESSORIES

WORK ALONGSIDE COLLECTORS AND RESELLERS IN ORDER TO CURATE A COLLECTION OF VINTAGE ACCESSORIES AND OBJECTS. NOT ONLY WILL THIS PROMOTE A MORE SUSTAINABLE APPROACH BUT WILL ALSO ALLOW CUSTOMERS TO BE BROUGHT FURTHER INTO MY UNIVERSE. SOME OF THESE VINTAGE FINDS WILL BE ADAPTED AND PAIRED WITH OTHER OBJECTS IN ORDER TO UPCYCLE AND CREATE NEW PIECES.

THESE PIECES WILL BE FOUND AND COLLECTED LOCAL TO THE POINT OF DISTRIBUTION. FOR EXAMPLE IF I AM SELLING WHOLESALE TO A COMPANY IN PARIS THE VINTAGE ITEMS AND ACCESSORIES WILL BE SOURCED LOCAL TO PARIS ETC.

CHARLES ROYLE
COLLECTION COMPONENTS

PERMANENT

OXFORD SHIRT
T SHIRT
JEANS
TAILORED TROUSERS
SHORTS
CASUALWEAR
BLAZER
COATS
SHIRTS
KNITWEAR
SKIRT

SEASONAL

DRESSES
ACCESSORIES
OVERWEAR
SHIRTS
LESS CASUAL PIECES

ACCESSORIES

JEWELLERY
SHOES
SUNGLASSES
BAGS
WATCHES
LEATHER GOODS

CHARLES ROYLE
CAMPAIGN

CREATE AN OIL PAINTED CAMPAIGN FEATURING COMBINATIONS OF MY PERMANENT AND SEASONAL PIECES. DUE TO THE CORONAVIRUS AND LOCKDOWN I FOUND THIS TO BE A VERY SUCCESSFUL ALTERNATIVE TO A PHOTOSHOOT.

CHARLES ROYLE
CAMPAIGN

CHARLES ROYLE

SILK ORGANZA RUGBY
UNIFORM

SILK SOURCED FROM
JAMES HARE –
YORKSHIRE ENGLAND.

SHIRT
PERMANENT
COLLECTION

SHORTS
SEASONAL PIECE WITH
COLOURS VARYING
EACH SEASON

CHARLES ROYLE
CAMPAIGN

CHARLES ROYLE

COTTON PRINTED SEPARATES

COTTON SOURCED IN YORKSHIRE ENGLAND

THIS SET WILL BE CREATED USING PRINTED FABRIC THAT WILL ONLY CHANGE PRINTS ONCE EACH FABRIC STOCK IS DEPLETED. OPPOSING A TYPICAL FASHION CALENDAR.

CHARLES ROYLE

CAMPAIGN

CHARLES ROYLE

LEATHER JACKET AND FARRIER SHORTS

LEATHER SOURCED LOCALLY TO DISTRIBUTION

JACKET PERMANENT COLLECTION

SHORTS GABARDINE SHORTS IN PERMANENT COLLECTION

FARRIER BELT A SEASONAL ADDITION THAT CAN BE ADDED TO THE PERMANENT SHORTS USING THE BELT.