# CAMERON WILLIAMS

Menswear & Womenswear Designer

Portfolio

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Full Portfolio on Request

# Spring Summer ‘25























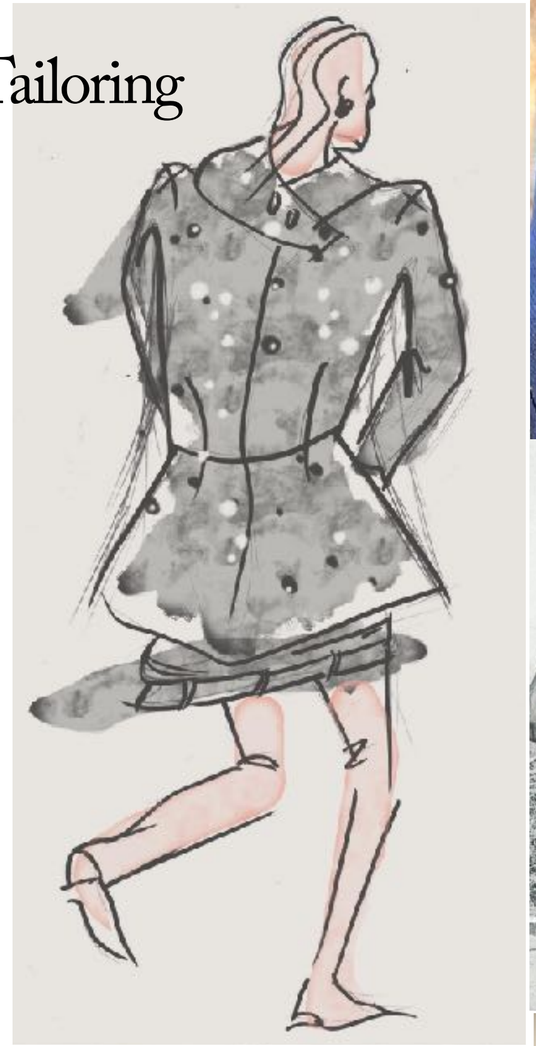


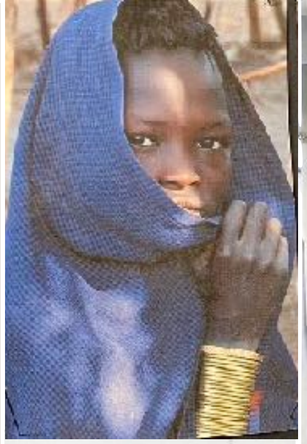




Silhouette, Detail, Drape, Gesture

# Tailoring

















Tailoring Silhouette Development
Initial Toiles



Version 1
Wrapped Neckline
Silhouette Completed with Flared Shorts



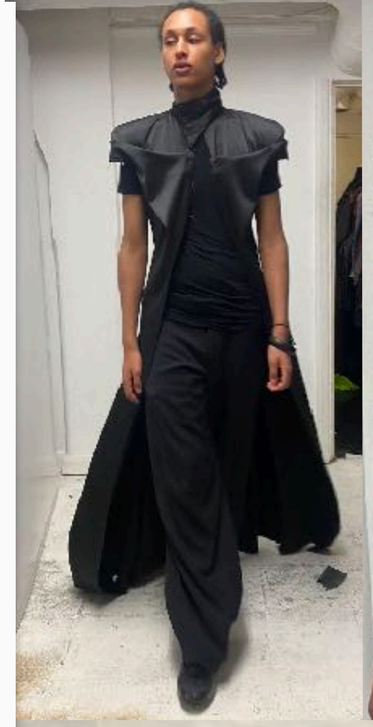
Version 4
Developed into Draped Collar Coat
Elongate Torso with Twisted Detail Skirt



# Tailoring



05





Wrapped Collar Addition
Voluminous Coat Version

Short Sleeve Coat
Lightweight Jacquard

Retain movement and volume





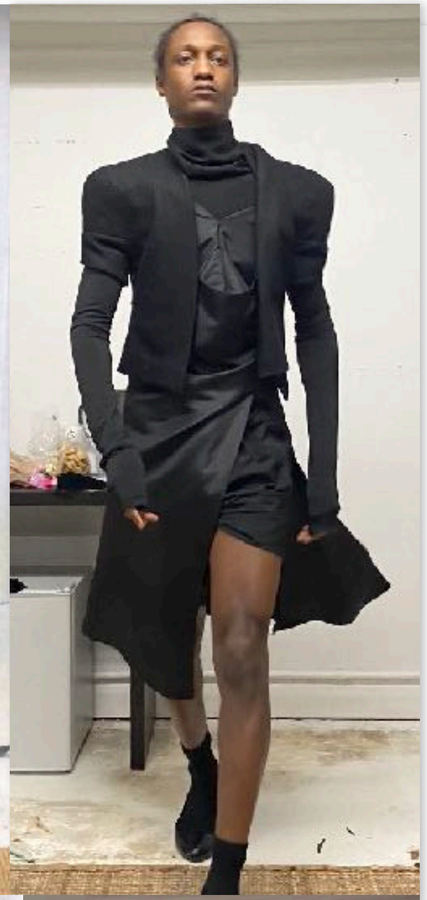
06

Base Shape Jacket
V Drape construction on front of jacket

Short Sleeve Tailored Jacket
Style

SS25 Tailoring Prototypes & Versions







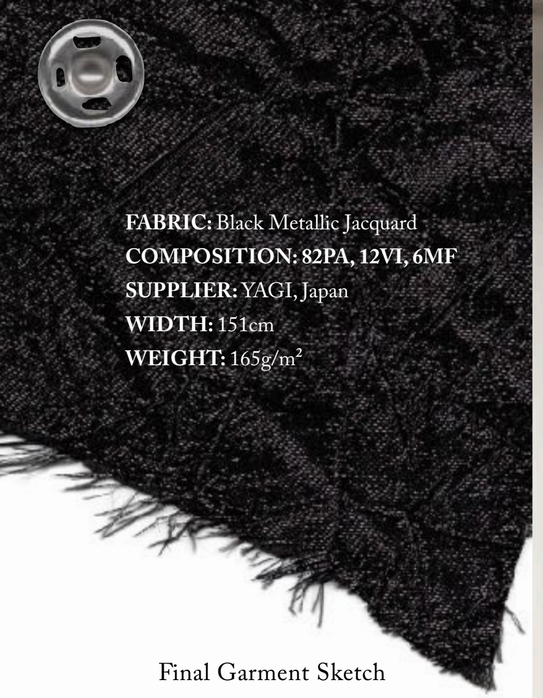


Tailoring, Silhouette & Layering





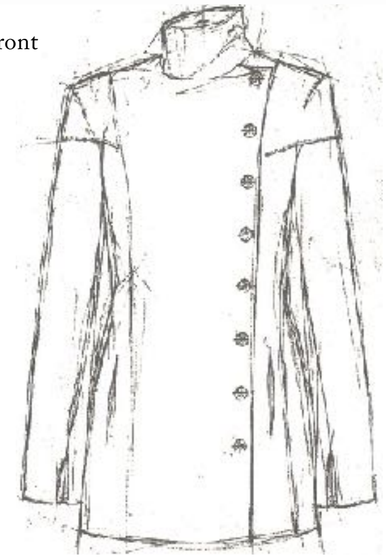
Shirt Sleeve Tailored Jacket (AW23 Pattern), with Wide Tailored Pants, Draped Asymmetric Shirt in Lyon Taffeta, Long Sleeve Jersey.
Layering Level too heavy for summer, Proportion and Fit is correct.



**FABRIC:** Black Metallic Jacquard
**COMPOSITION: 82PA, 12VI, 6MF**
**SUPPLIER:** YAGI, Japan
**WIDTH:** 151cm
**WEIGHT:** 165g/m²

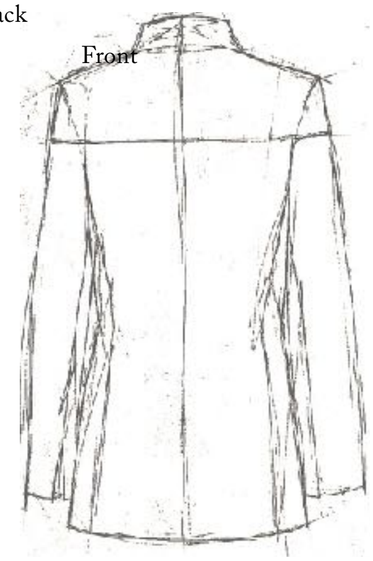
Final Garment Sketch

Front



Back

Front











# Fittings SS '25

SS25 Final Sample & Toile Fittings - 'V' Layered Jacket, worn with Wide Pleated Tailored Trousers in Nylon, Jacquard 100% Nylon. Longsleeve Version in Brown Ostrich Jacquard. Shoes Sponsored by Nike.

# Production BOM

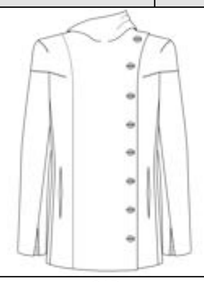
## Style: Draped Collar Coat

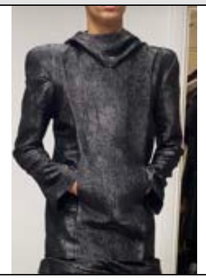
## Season: SS25

**SAMPLING BOM** — **INTERNAL USE ONLY**

| STYLE NAME | SS25 - DRAPED COLLAR COAT | STYLE CODE | NUBWSS25-TA005 |
|---|---|---|---|

| | |
|---|---|
| PATTERN PIECES: | 13 |
| SELF | 9 |
| LINING | 4 |





| SAMPLE SIZE |
|---|
| 38 |
| DATE: |
| 31/08/2024 |
| LAST REVISION: |
| 02/09/2024 |

CAD | SAMPLE

MAKE SAMPLE

| SELF | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | FABRIC WIDTH (cm) | WEIGHT (g/sm) | SUPPLIER / ADDITIONAL NOTES |
|---|---|---|---|---|---|---|---|
| FABRIC NAME: | Black Metallic Jacquard | 82% PA 12% VI 6% MF | 2.05 |  YG-JQ-MTL-26-1976-BK | 151 cm | 165 GSM | YAGI (Japan) |
| COSTING €/mtr : | €24.60 | | | | | | |
| TOTAL COST: | €50.43 | | | | | | |

| LINING | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | FABRIC WIDTH | WEIGHT (g/sm) | SUPPLIER / ADDITIONAL NOTES |
|---|---|---|---|---|---|---|---|
| FABRIC NAME: | Black Viscose Plain Weave (Lining) | 100% VI | 1.1 |  SWN-VI-PW-2408-BLK | 148 cm | 80 GSM | Swatchon (Korea) |
| COSTING €/mtr : | €4.97 | | | | | | |
| TOTAL COST: | €5.47 | | | | | | |

| BINDING | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | FABRIC WIDTH | WEIGHT (g/sm) | SUPPLIER / ADDITIONAL NOTES |
|---|---|---|---|---|---|---|---|
| NAME: | | N/A | 0 | N/A | N/A | N/A | N/A |
| COSTING €/mtr : | 0 | | | | | | |
| TOTAL COST: | 0 | | | | | | |

| FUSE | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | FABRIC WIDTH | WEIGHT (g/sm) | SUPPLIER / ADDITIONAL NOTES |
|---|---|---|---|---|---|---|---|
| NAME: | Midweight Polyester Fusing Black | 100% PL | 0.50 |  LTFU-PL100-MW-155-BK | 155cm | 32 GSM | London Trimmings Ltd (UK) |
| COSTING €/mtr : | 2.50 | | | | | | |
| TOTAL COST: | 1.25 | | | | | | |

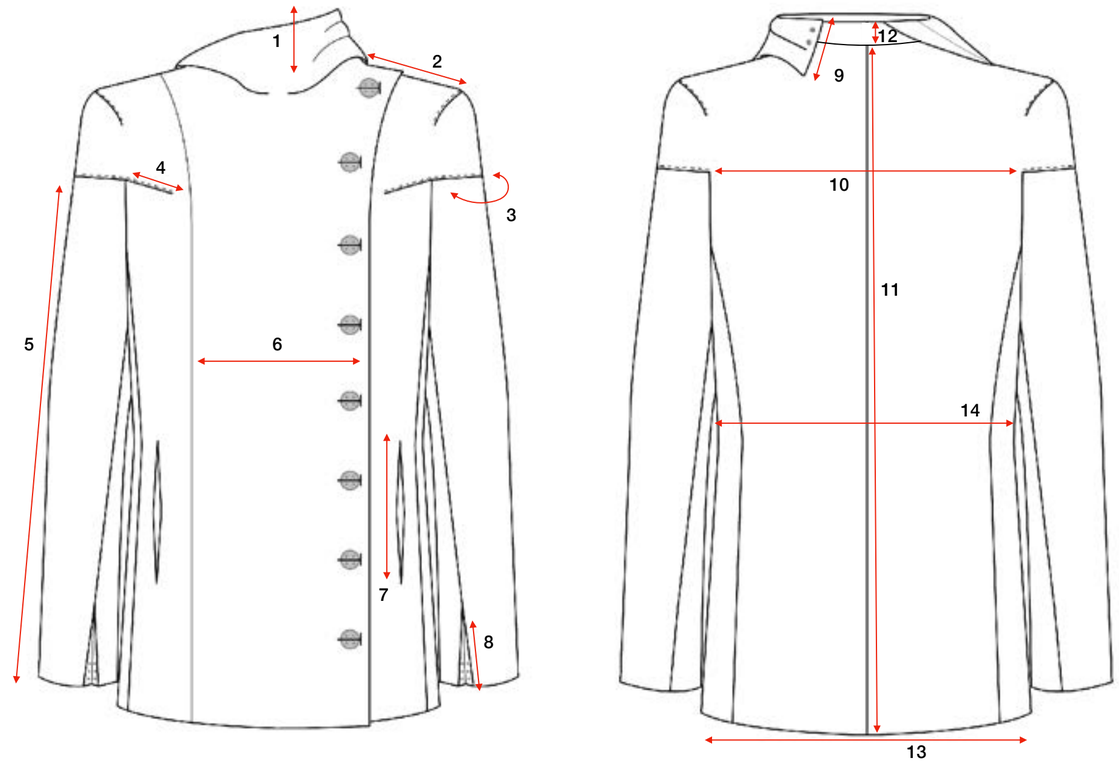
| TAPE | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | FABRIC WIDTH | WEIGHT (g/sm) | SUPPLIER / ADDITIONAL NOTES |
|---|---|---|---|---|---|---|---|
| NAME: | | N/A | N/A | N/A | N/A | N/A | N/A |
| COSTING €/mtr : | N/A | | | | | | |
| TOTAL COST: | 0 | | | | | | |

| ADDITIONAL TRIMS | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | SIZE | SUPPLIER / ADDITIONAL NOTES |
|---|---|---|---|---|---|---|
| NAME: | Bone Buttons | BONE | 8 |  LTSBUTT-NKL-BLK-010 | 15.5L 30mm | London Trimmings Ltd (UK) |
| COSTING: | 1.25 | | | | | |
| TOTAL COST: | 10 | | | | | |
| NAME: | Silver Snap Fastening | NICKEL | 2 |  LTSNAP-NKL-SLV-020 | 20mm | London Trimmings Ltd (UK) |
| COSTING: | 0.4 | | | | | |
| TOTAL COST: | 0.8 | | | | | |
| NAME: | Moulded Wadded Shoulder Pad | POLYESTER | 1 |  82074 | 25 x 20 cm | MacCulloch & Wallis. (UK) |
| COSTING: | 5.33 | | | | | |
| TOTAL COST: | 5.33 | | | | | |



# REVISION LOG + FINAL CADS

| STYLE | POINTED COLLAR DAY JACKET | | SEASON | AW25 |
|---|---|---|---|---|
| VERSION | DATE | STAGE | NOTES | STATUS |
| V1 | 09/05/2025 | Drape | Initial drape of outer shell and collar | Development |
| V3 | 22/05/2025 | Pattern | Shoulder curve softened | Development |
| V4 | 30/05/2025 | Toile | Take in 2.2 cm each side waist. | Revised |
| V5 | 06/06/2025 | Pattern | Grade one size up to use as sample size. | Revised |
| V6 | 13/06/2025 | Toile | Hem too short, elongate for coat proportion | Revised |
| V7 | 24/06/2025 | Length adjustment | Hem +18 cm from first toile. | Revised |
| V8 | 03/07/2025 | Toile | Sleeve length -2.8 cm for better proportion | Revised |
| V9 | 15/07/2025 | Trim review | Button placement confirmed. | Revised |
| V10 | 28/07/2025 | Final toile | Last adjustment, raise Armhole -1.2 cm. | SMS Ready |
| V11 | 08/08/2025 | SMS | Approved. | Approved for PP |
| V12 | 14/08/2025 | PP approval | Last adjustments made and PP Ready. | PP Approved |




| | | |
|---|---|---|
| 1 | Collar Height at CF | 9cm |
| 2 | Shoulder Length | 14.5cm |
| 3 | Bicep 1/2 | 17.5cm |
| 4 | Chest Dart Length | 6.5cm |
| 5 | Sleeve Length from Low Shoulder | 70cm |
| 6 | Front Collar Panel Width | 19.5cm |
| 7 | Slit Pocket Opening | 14.3cm |
| 8 | Cuff Opening | 8cm |
| 9 | Back Collar Width | 7cm |
| 10 | Across Back Width | 49.5cm |
| 11 | CB Length | 82cm |
| 12 | Back Collar Height | 4.5cm |
| 13 | Hem (1/2) | 54cm |
| 14 | Waist 1/2 | 50cm |

Jersey













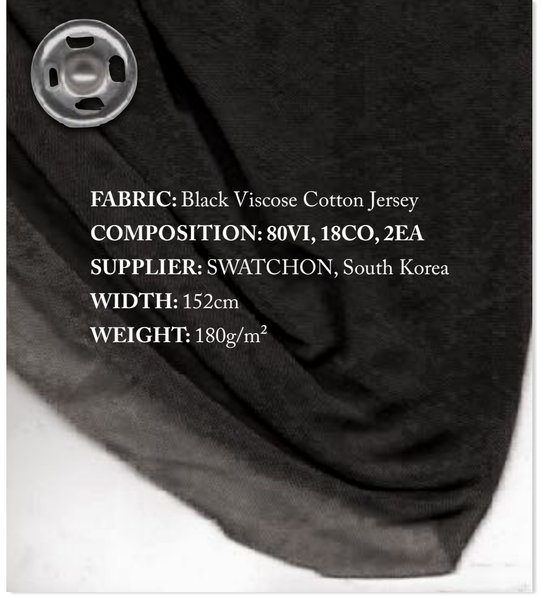
Jersey Drape & Initial Toiles





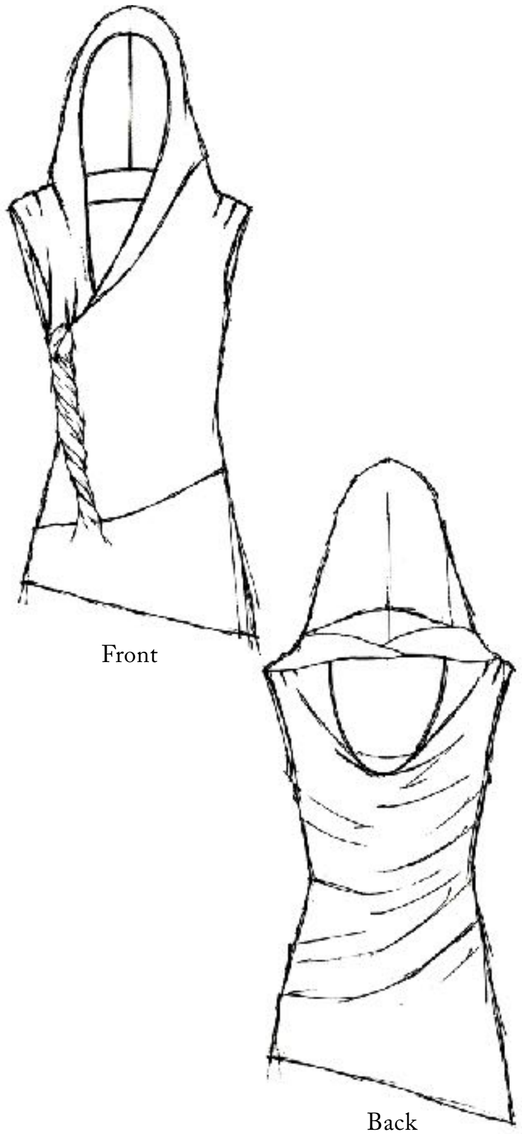


Asymmetric Hood Silhouette, Layered Dress Version 1. Wrapping Detail and front lower panel in contrast. Flared Pants / Skirt worn underneath.



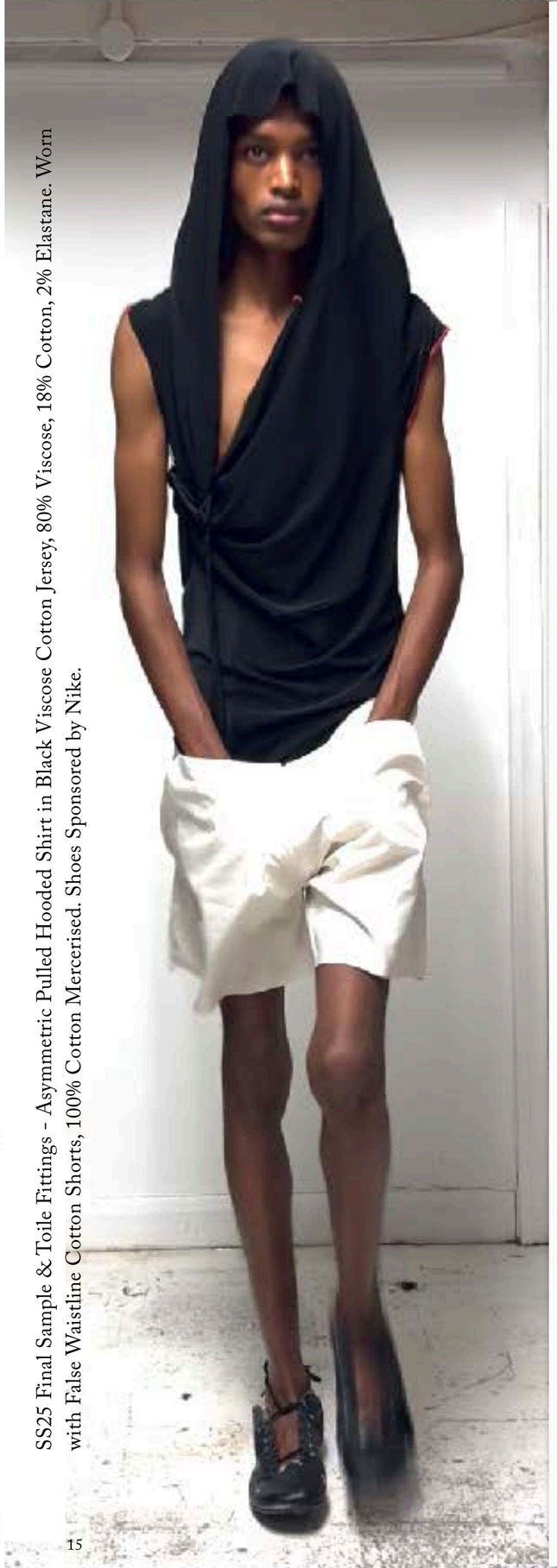
**FABRIC:** Black Viscose Cotton Jersey
**COMPOSITION: 80VI, 18CO, 2EA**
**SUPPLIER:** SWATCHON, South Korea
**WIDTH:** 152cm
**WEIGHT:** 180g/m²

Final Garment Sketch



Front

Back



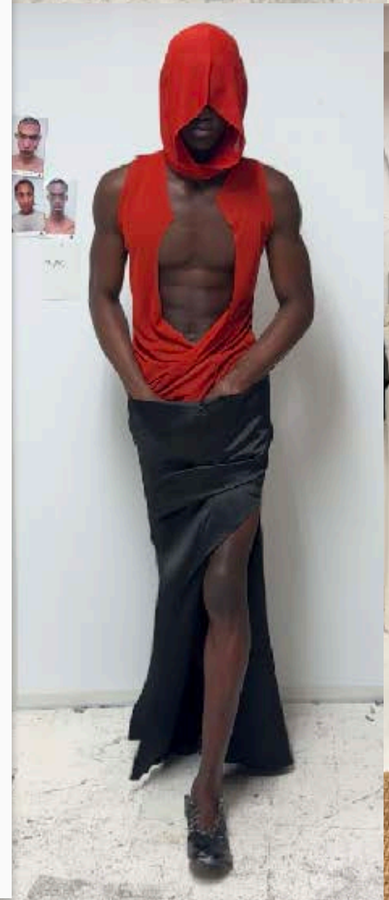
SS25 Final Sample & Toile Fittings - Asymmetric Pulled Hooded Shirt in Black Viscose Cotton Jersey, 80% Viscose, 18% Cotton, 2% Elastane. Worn with False Waistline Cotton Shorts, 100% Cotton Mercerised. Shoes Sponsored by Nike.

















# Fittings SS'25

# Spring Summer ’25

**SS25 Menswear**
**Runway Show,** Fashion East,, London, September 2024

**CASTING** Troy Fearn, **PHOTOGRAPHY** Nimie Wil, Siam Thompson,
**SOUND** Original Score by Covco, **FOOTWEAR** Sponsored by Nike London














Autumn Winter ‘25 ‘26









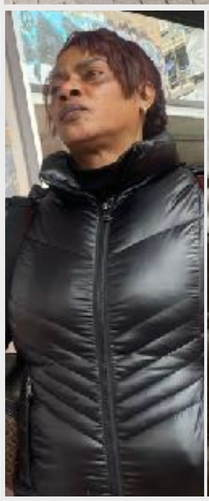






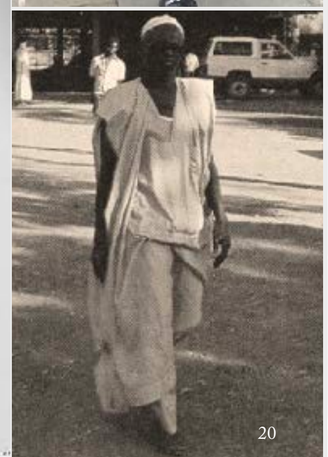














Silhouette, Detail, Drape, Gesture

# Draping, Tailoring







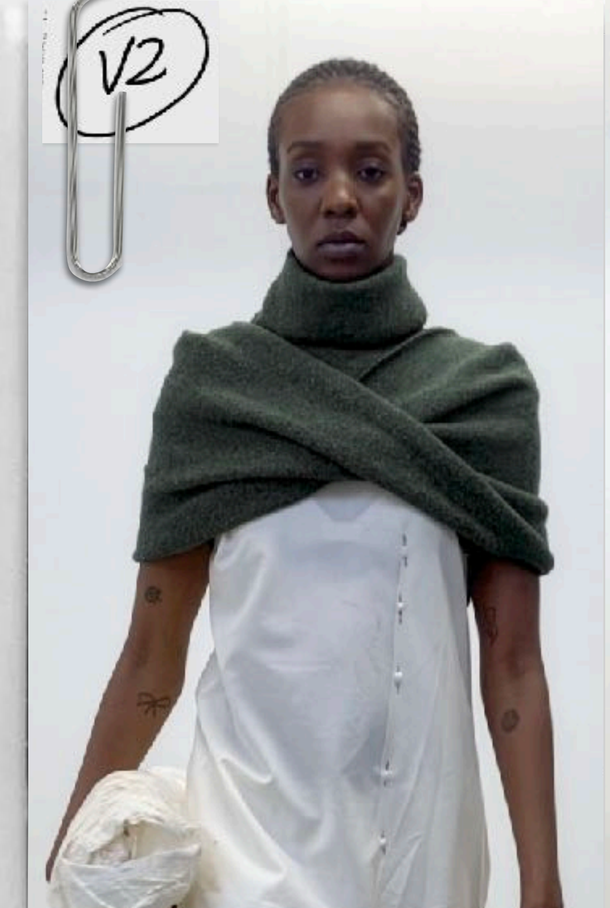






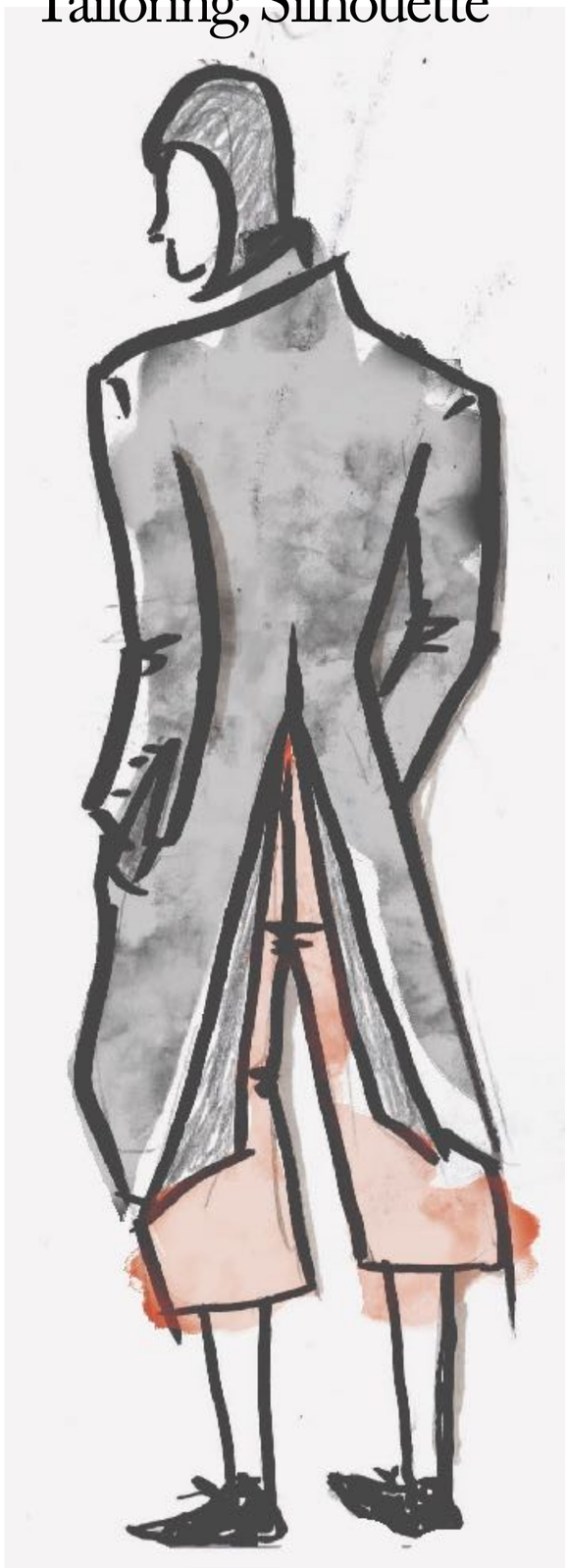

Shirting with 3D Drape Attachment
Raised Draped Neckline



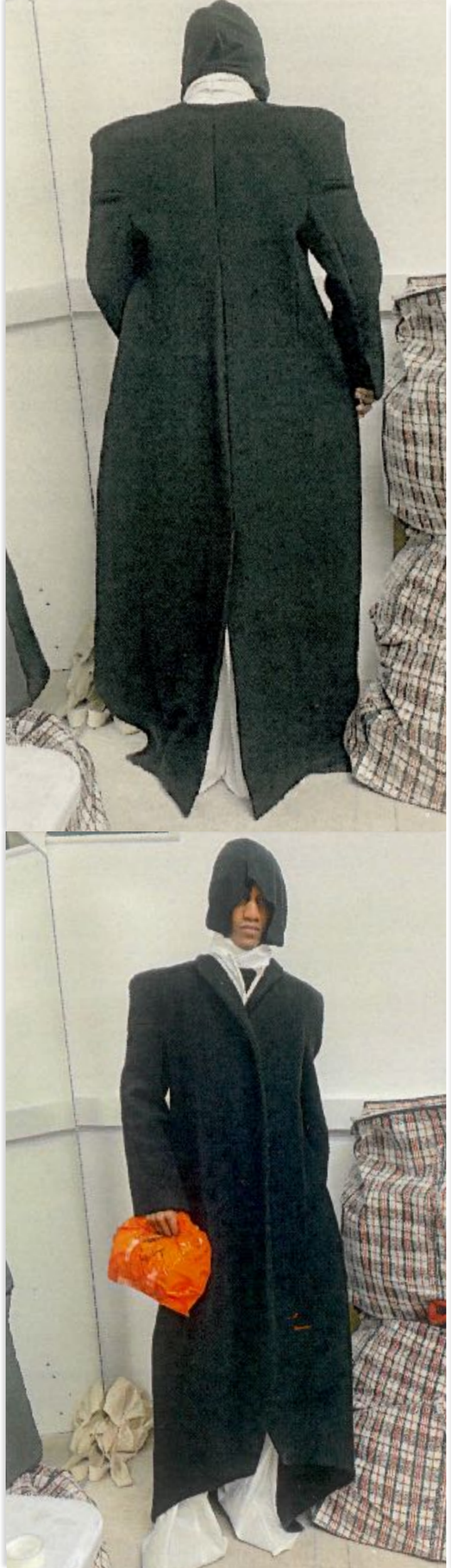





# Tailoring, Silhouette



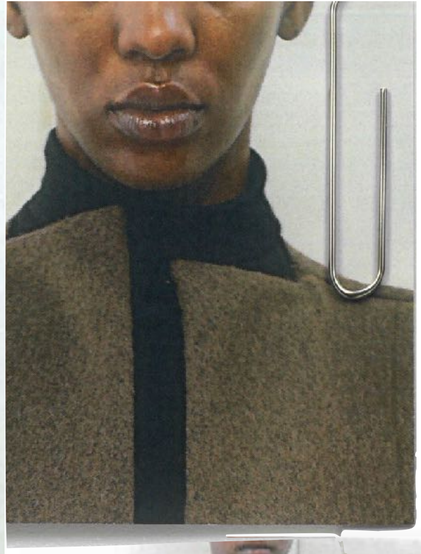
AW25 Tailoring Trials - Playing with Short Sleeve Tailoring forms, Long sleeve coats in heavy Wool Boucle (AW24 Silhouette Carry Over). Brown and Cyan Colour Blocking with tailoring.



Denim Layered Coat
Toile

Tailored Coat V2



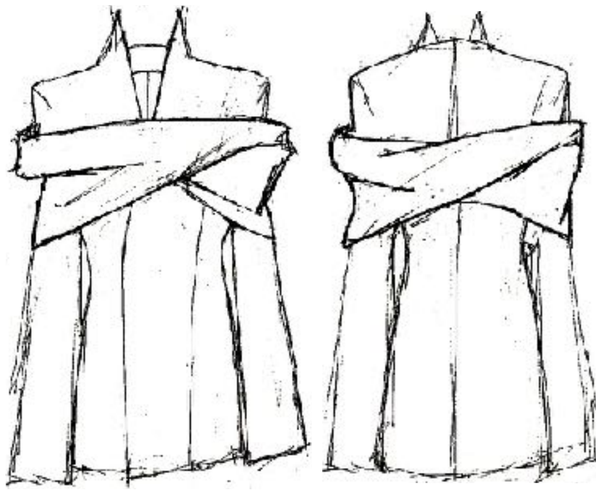




**FABRIC:** Long Pile Cashmere
**COMPOSITION:** 90CA 10WO
**SUPPLIER:** SAEED
**WIDTH:** 146cm
**WEIGHT:** 650 g/m²



Final Garment Sketch



Front Back





# Fittings AW'25 '26







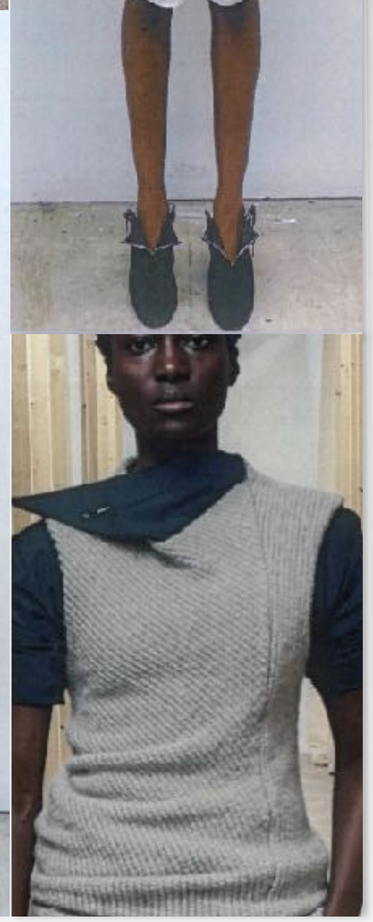




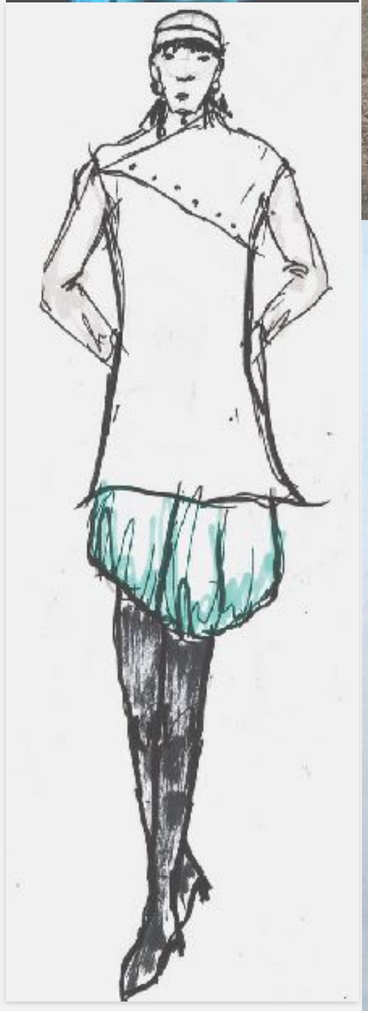




Version 1
Womens,
Sleeveless



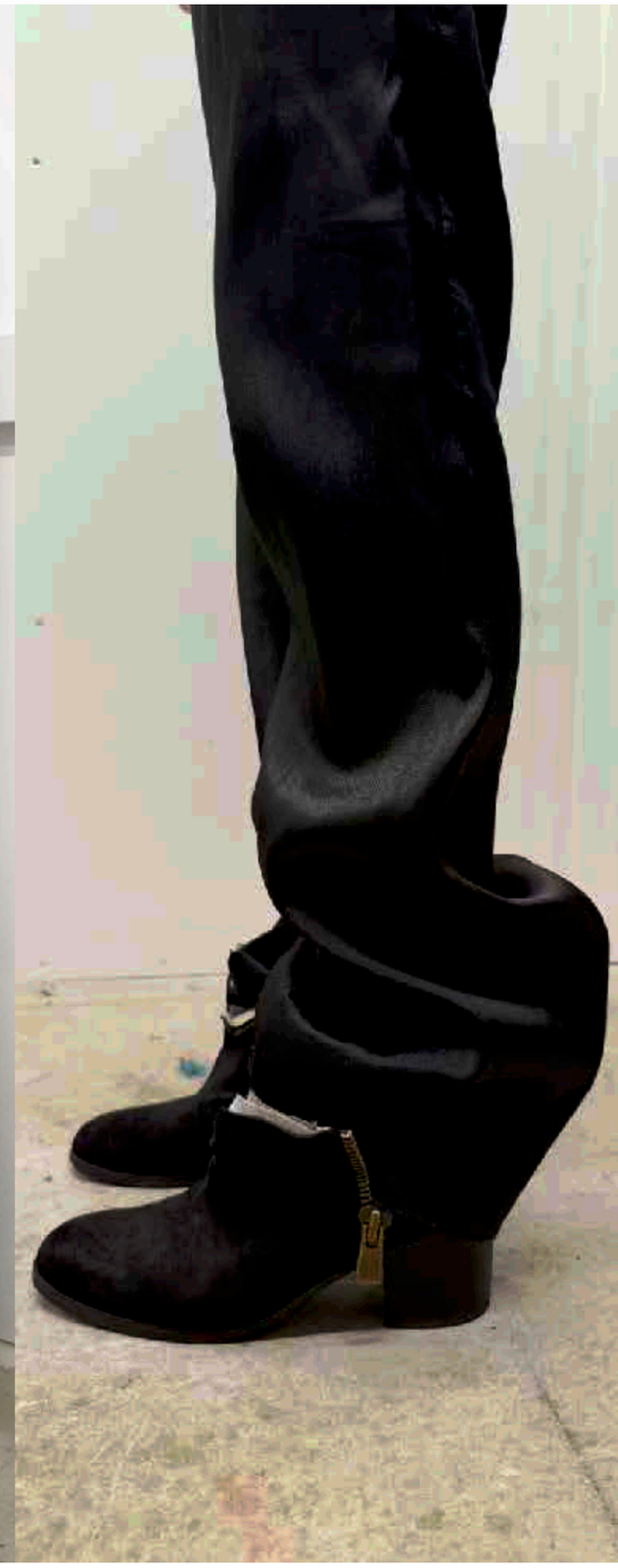




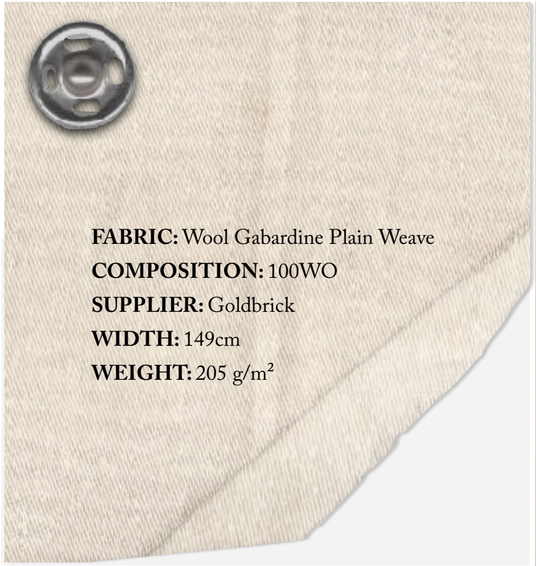
Shirting - Proportion and Layering







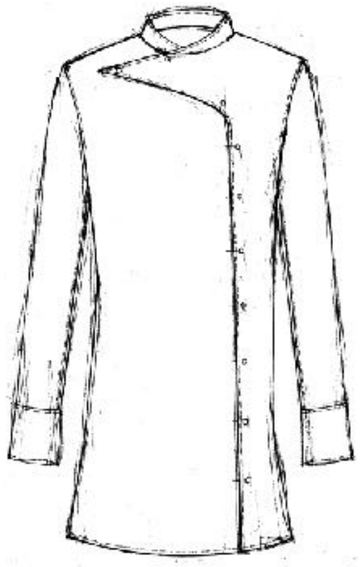
Left: Wide Tailored Pants with Pairing - Topstitch pleat behind ankle to create curved silhouette
Right: Slim Tailored Pants - Slightly Flared, creates voluminous break on top of boot



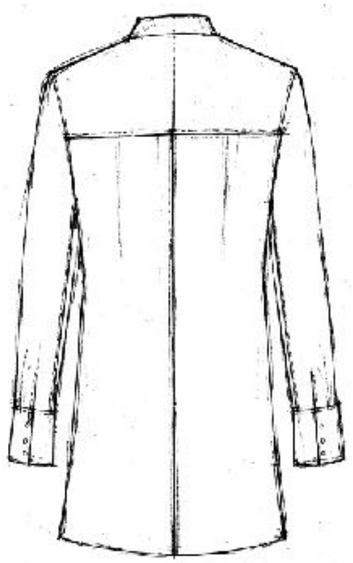
**FABRIC:** Wool Gabardine Plain Weave
**COMPOSITION:** 100WO
**SUPPLIER:** Goldbrick
**WIDTH:** 149cm
**WEIGHT:** 205 g/m²

Final Garment Sketch

Front



Back





Asymmetric Pointed Collar











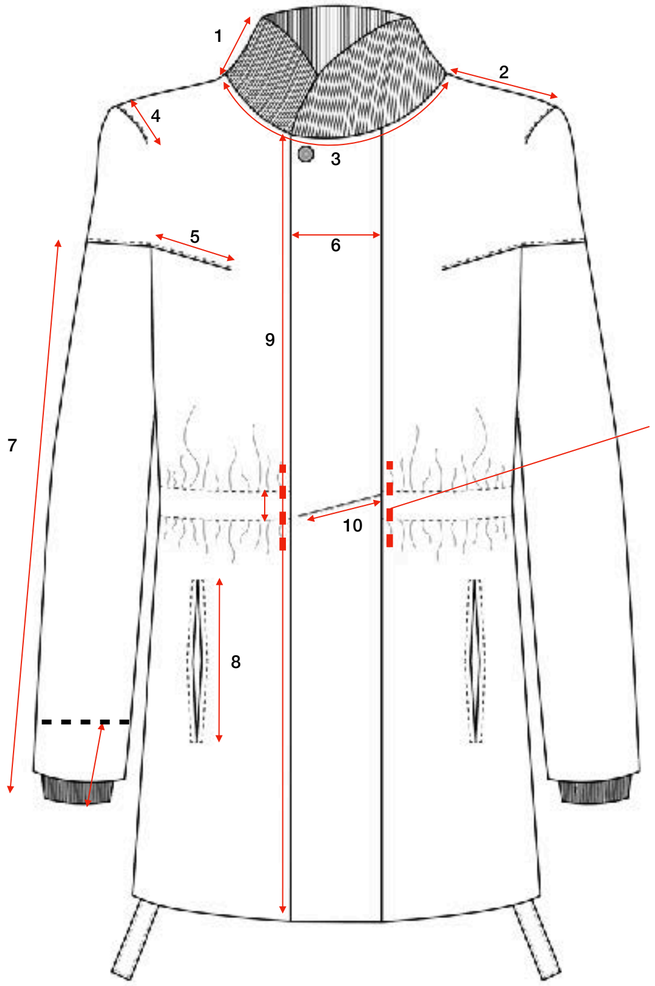
Top: Cinched Padded Rain Jacket in Nylon Taffeta, and Cotton Rib Collar and Cuffs, Zip enclosure. Bottom: Quilted Raw Edge Jacket with High Collar, Detachable Nylon Sleeves, Concealed Buttons.

# Fittings AW'25 26'

# SAMPLING TECHNICAL SHEET

| |
|---|
| **STYLE** |
| PADDED TAILORED JACKET |
| NUBWAW25-OU-002 |
| **SEASON** |
| AW25 |
| **SAMPLE SIZE** |
| 38 |
| **SIZE RANGE** |
| 36 - 38 - 40 - 42 |





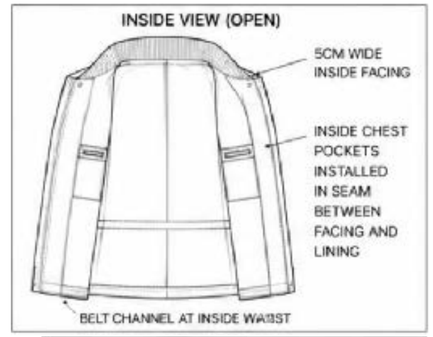

On inside, sew open end of strap into seam allowance of horizontal seam on front.

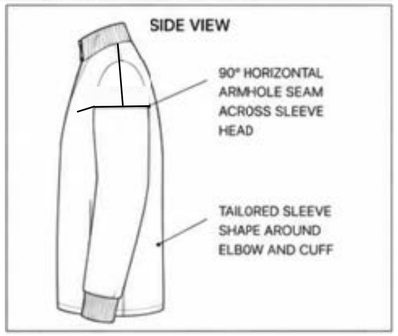
| | | |
|---|---|---|
| 1 | Raised Rib Knit Collar Height | 9cm |
| 2 | Neck point to Shoulder Length | 17.2cm |
| 3 | Half Neck Measurement | 21cm |
| 4 | Shoulder Dart Length | 7.5cm |
| 5 | Chest Dart Length | 8.5cm |
| 6 | Zip Enclosure Width | 8.3cm |
| 7 | Sleeve Length from Lowered Armhole Seam | 76.7cm |
| 8 | Pocket Opening | 14.8cm |
| 9 | Zip Enclosure Length | 96cm |
| 10 | Pleat in Zip Enclosure Length | 6.5cm |

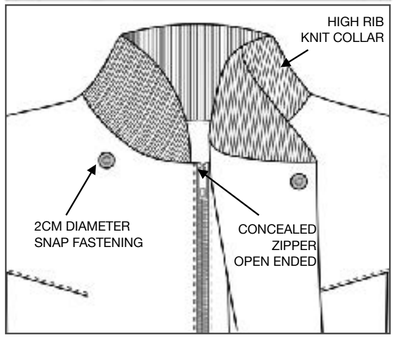


| | | |
|---|---|---|
| 11 | Rib Collar Back Neck Height | 10.2cm |
| 12 | Armhole to Armhole Back Width | 56cm |
| 13 | Back Panel Width at Waist | 15.5cm |
| 14 | CB Length | 98cm |






**LARGE RAGLAN SHOULDER PADS**

**CONSTRUCTION NOTES**

**PADDING + CHANNEL CONSTRUCTION**

Top stitch padding to nylon outer shell before sewing seams.

After padding attached, top stitch channel to padding side, 5cm finished width.

Leave 6cm openings in side body and back seam, backstitch either end of the opening to secure.

Bag out 10cm by 120cm length, to create 5cm width strap. Top stitch edge with single stitch. Sew open end into seam allowance of vertical seam on front.

**Important !!** - Pleat in Zip Enclosure at waist level to ensure shape is not distorted when waist is cinched

**MAIN BODY CONSTRUCTION**

Rib cuff bagged out along hem, open edge stitched into 10cm facing of sleeve hem and lining - this causes the rib cuff to recess inside the sleeve being partly concealed.

Zip enclosure stitched into vertical seam on front body. Top stitch along edge of the seam, add concealed snap fastening on under side. Fold hem of outer shell upwards 5cm and stitch to lining.

# Autumn Winter ’25 ‘26

**AW25 Menswear & Womenswear Co-Ed Runway Show,** Fashion East, January 2025









**CASTING** Troy Fearn, **PHOTOGRAPHY** Nimie Wil,
**SOUND** Original Score by Covco, **ACCESSORIES PRODUCTION** Dimitris Karagiannakis
**FOOTWEAR** Sponsored by Nike



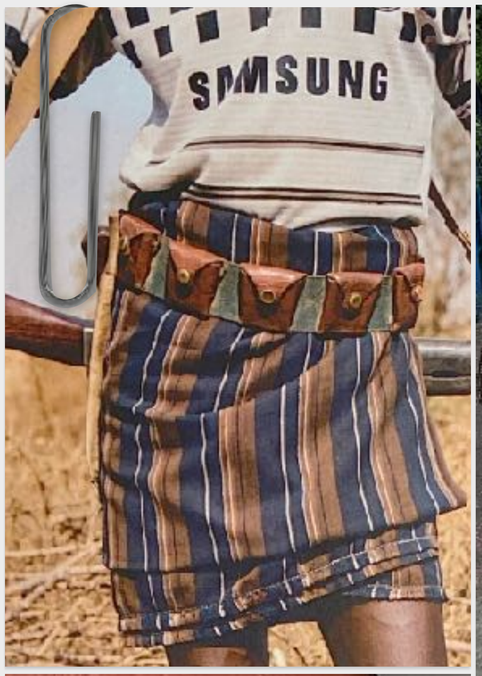




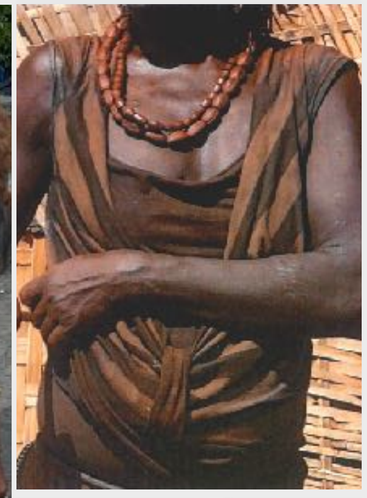
Spring Summer ‘26























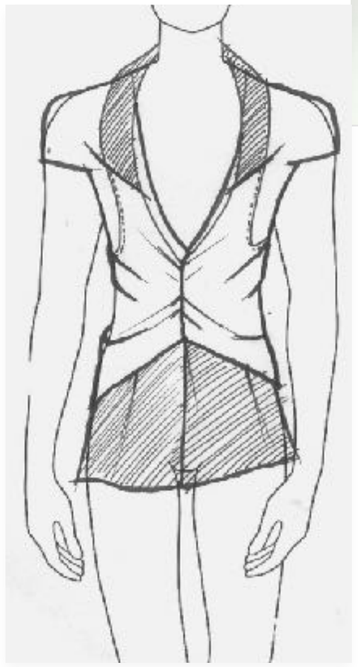

Silhouette, Detail, Drape, Gesture

# Tailoring

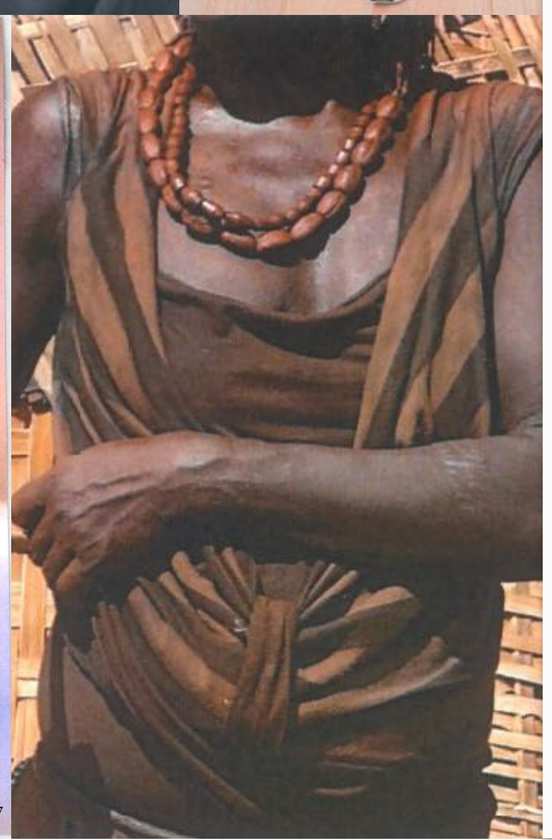












Tailoring Styles Development
Necklines & Silhouettes



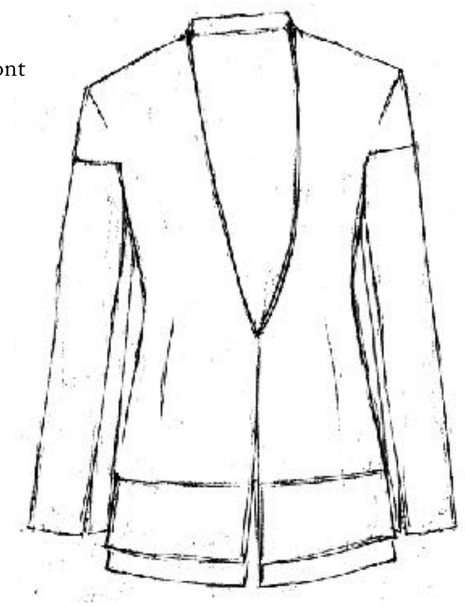




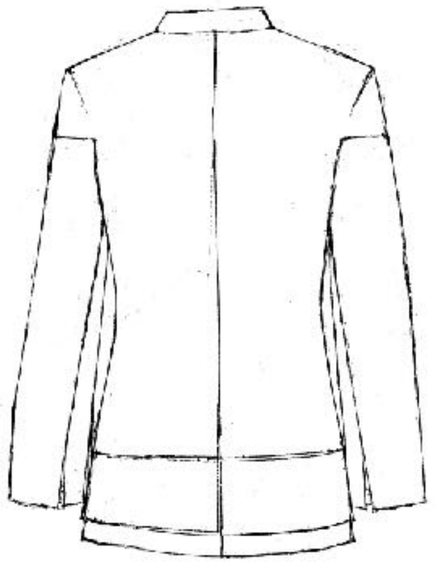
**FABRIC:** Black Metallic Jacquard
**COMPOSITION: 82PA, 12VI, 6MF**
**SUPPLIER:** YAGI, Japan
**WIDTH:** 151cm
**WEIGHT:** 165g/m²

Final Garment Sketch

Front



Back







Brown Denim Tailored Jacket with Grown on Strap Detail, 100% Cotton. Tapered Capri 'Mom' Pants with Cuff, 100% Nylon Jacquard - Circular Heel Deconstructed Boots, Made in studio.



Flared Cuff Tailored Jacket, Tapered Capri 'Mom' Pants with Cuff, 100% Nylon Jacquard. Shoes - Circular Heel Deconstructed Boots, Made in studio.



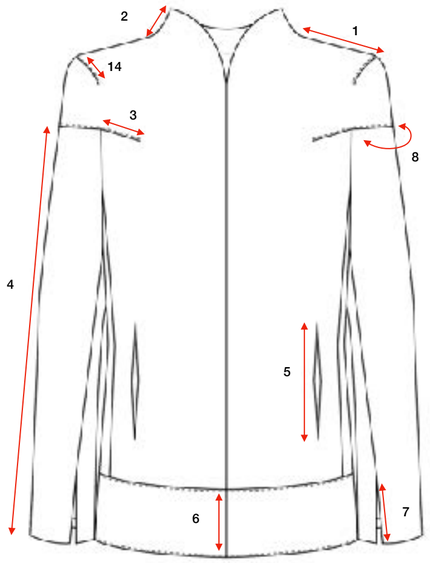


# Fittings SS '26

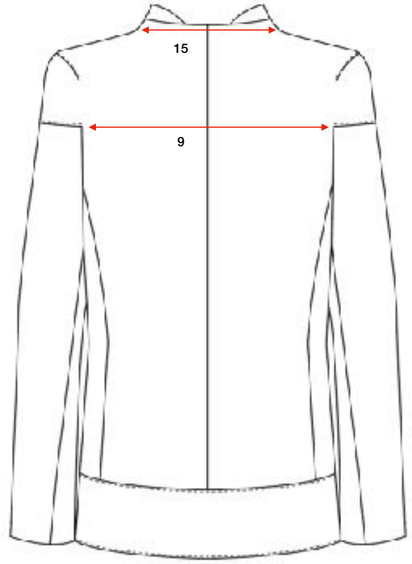
# REVISION LOG + FINAL CADS

| **STYLE** | POINTED COLLAR DAY JACKET | | **SEASON** | SS26 |
|---|---|---|---|---|
| VERSION | DATE | STAGE | NOTES | STATUS |
| V1 | 12/05/2025 | Drape | Body shape and collar | Development |
| V2 | 20/05/2025 | Toile | Waist suppression weak; collar break low. | Development |
| V3 | 27/05/2025 | Pattern | Collar point reduced; neckline reshaped. | Revised |
| V4 | 03/06/2025 | Toile | Take in 1.8 cm shoulders | Revised |
| V5 | 27/06/2025 | Correction | Front armhole -1.5 cm; sleeve pitch forward. | Revised |
| V6 | 18/07/2025 | Trims | Snap Button Placement | Revised |
| V7 | 30/07/2025 | Fit review | Waist +0.5 cm release. | SMS Ready |
| V8 | 08/08/2025 | SMS | Approved. | Approved for PP |
| V9 | 14/08/2025 | PP approval | PP Ready | PP Approved |

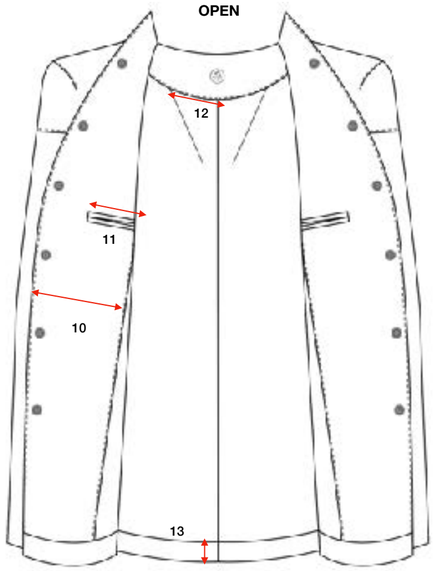
**FRONT**




**BACK**




**OPEN**




| | | |
|---|---|---|
| 1 | Neck to Shoulder Dart | 16cm |
| 2 | Pointed Collar Height | 5.5cm |
| 3 | Front Chest Dart | 8cm |
| 4 | Sleeve Length from Low Shoulder | 74cm |
| 5 | Slit Pocket Opening | 14cm |
| 6 | Hem Panel Width | 10cm |
| 7 | Open Vent | 8cm |
| 8 | Top Armhole Width | 17.5cm |
| 9 | Armhole to Armhole (Back) | 49cm |
| 10 | Front Facing Width | 15cm |
| 11 | Inside Pocket Opening | 10cm |
| 12 | Back Neck Facing Pleat Depth | 7cm |
| 13 | Hem | 5cm |
| 14 | Dart Length | 8cm |
| 15 | Back Neck Length | 14cm |



# Production BOM

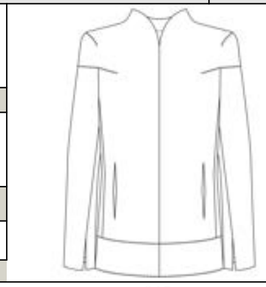
## Style: Pointed Collar Day Jacket

## Season: SS26

**SAMPLING BOM** — **INTERNAL USE ONLY**

| STYLE NAME | SS26 POINTED COLLAR TAILORED JACKET | STYLE CODE | NUBW26-TA003 |
|---|---|---|---|

| | |
|---|---|
| PATTERN PIECES: | 12 |
| SELF | 9 |
| LINING | 3 |





| SAMPLE SIZE | DATE: | LAST REVISION: | CAD | SAMPLE |
|---|---|---|---|---|
| 38 | 14/08/2025 | 14/08/2025 | | |

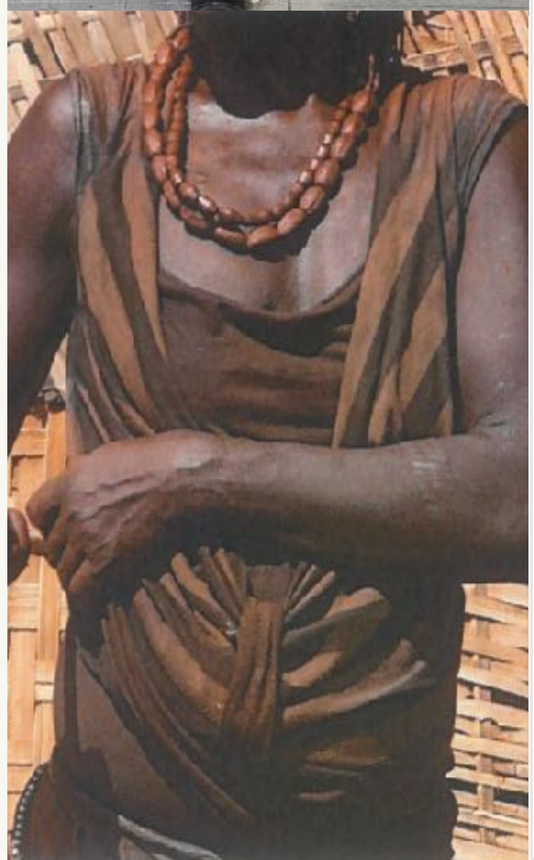
MAKE SAMPLE

| SELF | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | FABRIC WIDTH (cm) | WEIGHT (g/sm) | SUPPLIER / ADDITIONAL NOTES |
|---|---|---|---|---|---|---|---|
| FABRIC NAME:<br>COSTING €/mtr :<br>TOTAL COST: | Black Cotton Denim<br>€17.49<br>€31.48 | 98% CO 02% EA | 1.8 | CR-DNM-9820-BK | 152 cm | 340 GSM | Crescent Trading (UK) |
| LINING | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | FABRIC WIDTH | WEIGHT (g/sm) | SUPPLIER / ADDITIONAL NOTES |
| FABRIC NAME:<br>COSTING €/mtr :<br>TOTAL COST: | Black Viscose Plain<br>0<br>0 | 100% VI | 1.1 | SWN-VI-PW-2408-BLK | 148 cm | 80 GSM | Swatchon (Korea) |
| BINDING | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | FABRIC WIDTH | WEIGHT (g/sm) | SUPPLIER / ADDITIONAL NOTES |
| NAME:<br>COSTING €/mtr :<br>TOTAL COST: | <br>N/A<br>0 | N/A | | N/A | N/A | N/A | N/A |
| FUSE | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | FABRIC WIDTH | WEIGHT (g/sm) | SUPPLIER / ADDITIONAL NOTES |
| NAME:<br>COSTING €/mtr :<br>TOTAL COST: | Midweight Polyester Fusing Black<br>2.50<br>1.25 | 100% PL | 0.50 | LTFU-PL100-MW-155-BK | 155 cm | 32 GSM | London Trimmings Ltd (UK) |
| TAPE | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | FABRIC WIDTH | WEIGHT (g/sm) | SUPPLIER / ADDITIONAL NOTES |
| NAME:<br>COSTING €/mtr :<br>TOTAL COST: | <br>N/A<br>0 | N/A | N/A | N/A | N/A | N/A | N/A |
| ADDITIONAL TRIMS | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | SIZE | | SUPPLIER / ADDITIONAL NOTES |
| NAME:<br>COSTING:<br>TOTAL COST: | Snap Fastening Button<br>1.05<br>6.3 | NICKEL | 6 | LTSNAP-NKL-GM-BLK-032 | 35mm | | London Trimmings Ltd (UK) |
| ADDITIONAL TRIMS | | COMPOSITION | LENGTH / QUANTITY | COLOUR PRINT/ SWATCH = PP CODE | SIZE | | SUPPLIER / ADDITIONAL NOTES |
| NAME:<br>COSTING:<br>TOTAL COST: | Small Raglan Shoulder Pad<br>3.83<br>3.83 | POLYESTER | 1 | 82103 | 15 x 14 cm | | MacCulloch & Wallis (UK) |

Jersey

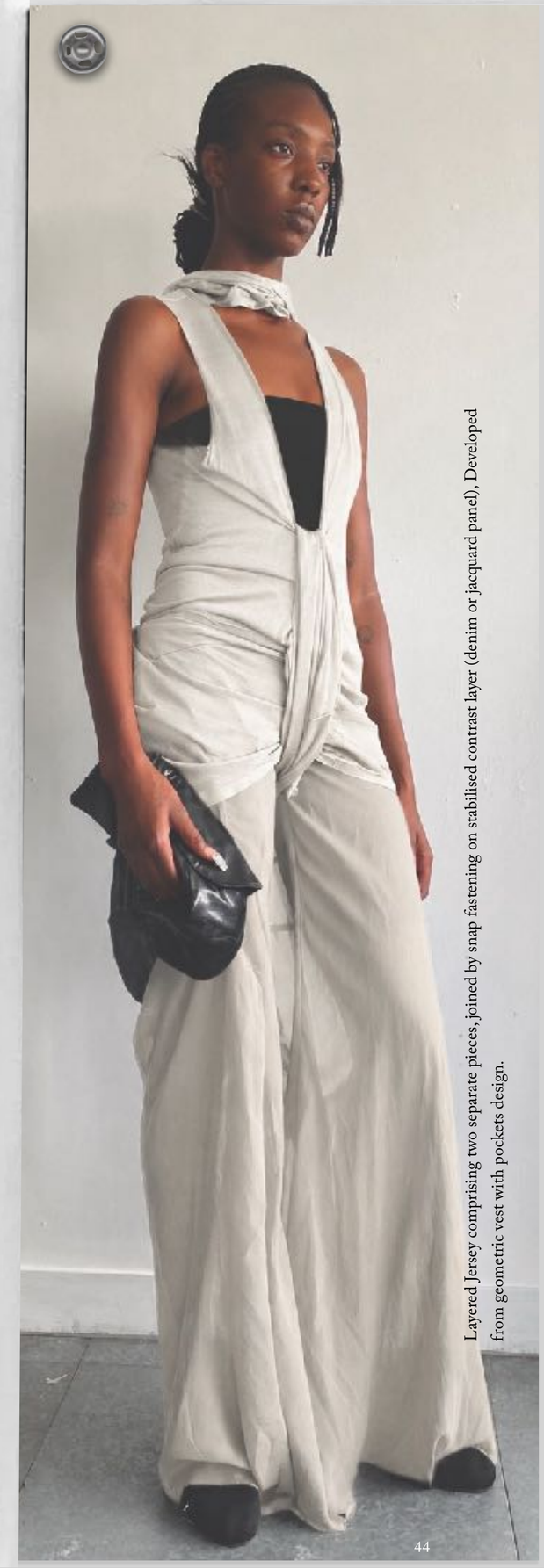






Jersey Pulled Neckline and Layered Development



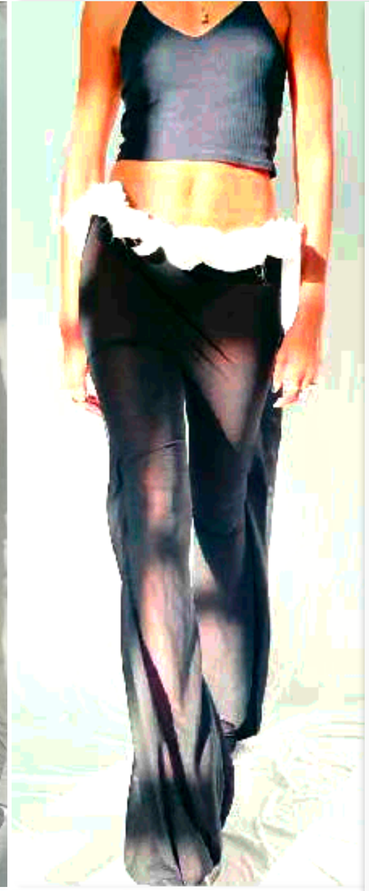


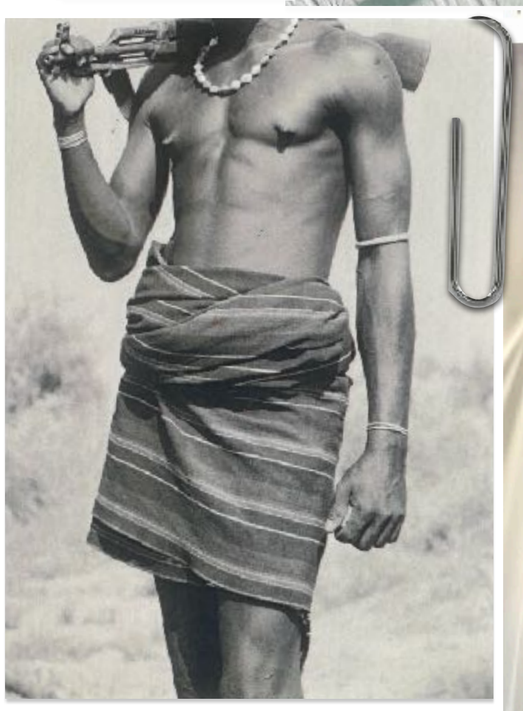
Layered Jersey comprising two separate pieces, joined by snap fastening on stabilised contrast layer (denim or jacquard panel), Developed from geometric vest with pockets design.



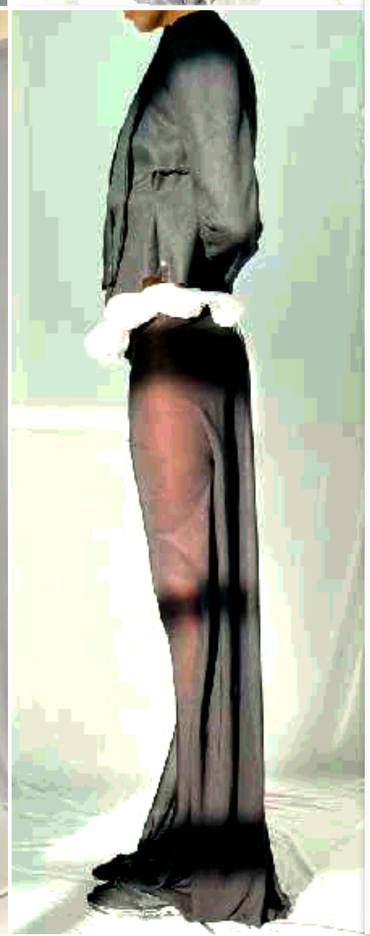










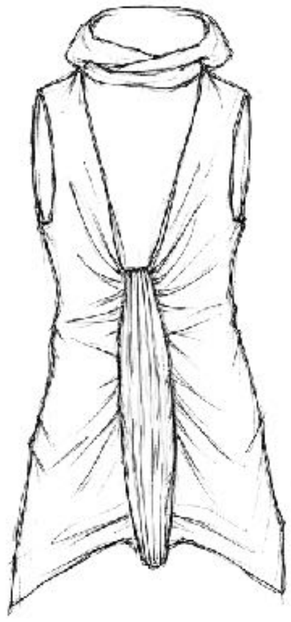
Jersey Pulled Neckline and Layered Development



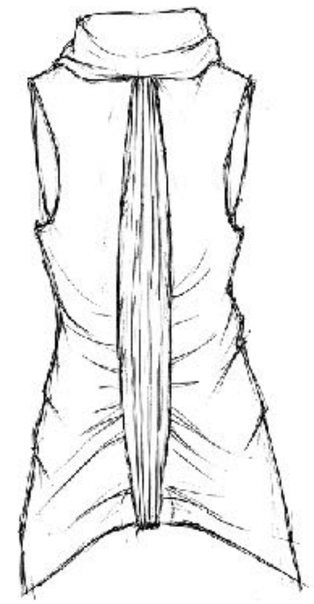



Final Garment Sketch

Front



Back

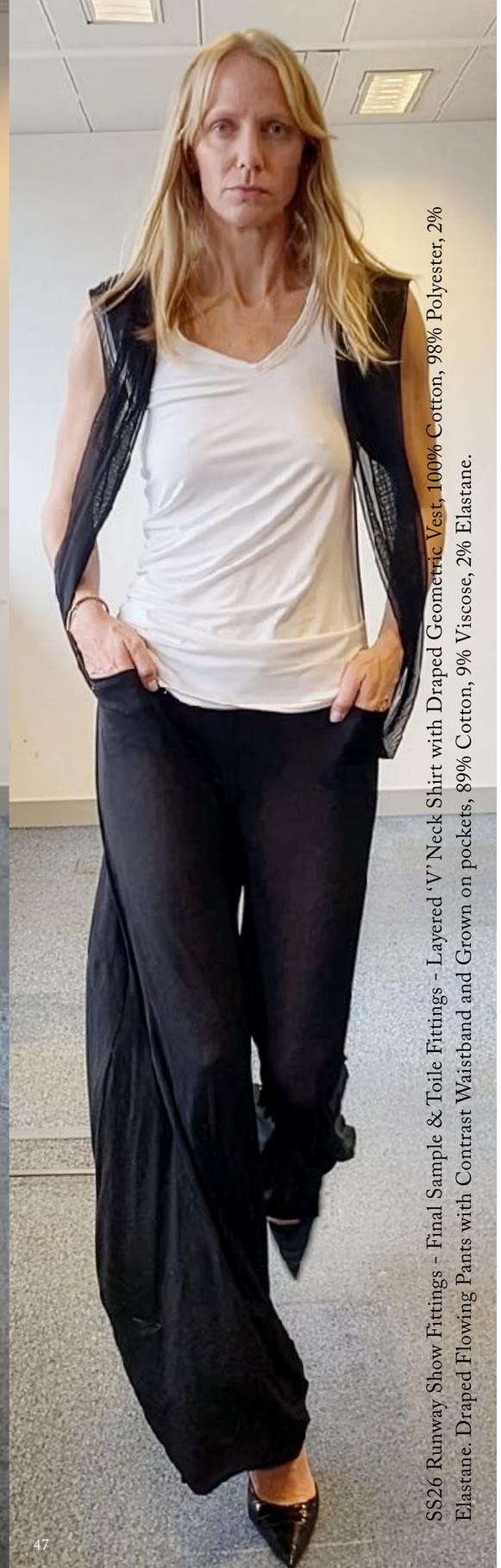




Final Prototype

# Fittings SS ‘26





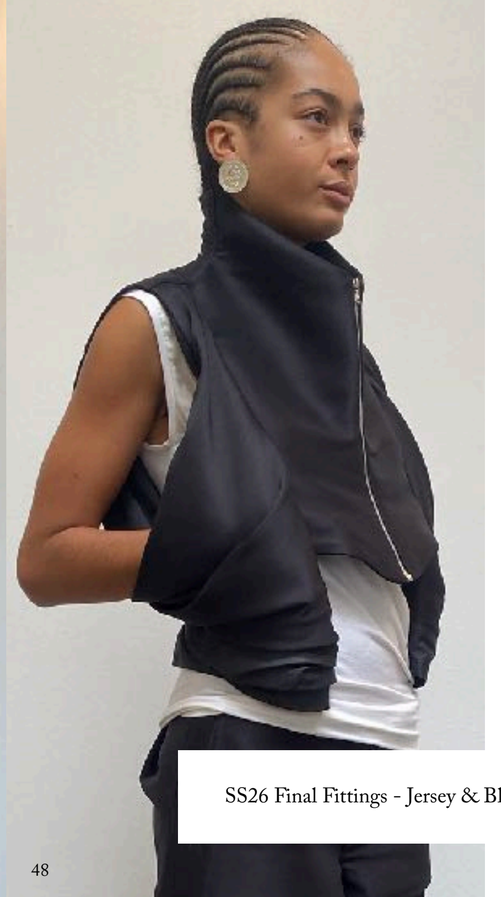
SS26 Runway Show Fittings - Final Sample & Toile Fittings - Layered ‘V’ Neck Shirt with Draped Geometric Vest, 100% Cotton, 98% Polyester, 2% Elastane. Draped Flowing Pants with Contrast Waistband and Grown on pockets, 89% Cotton, 9% Viscose, 2% Elastane.









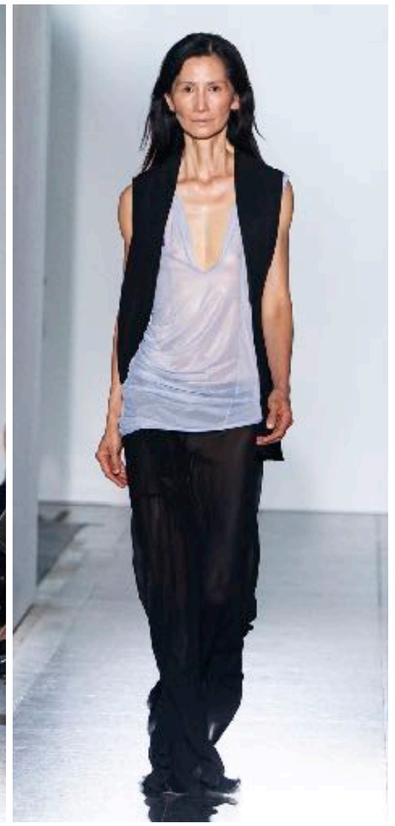
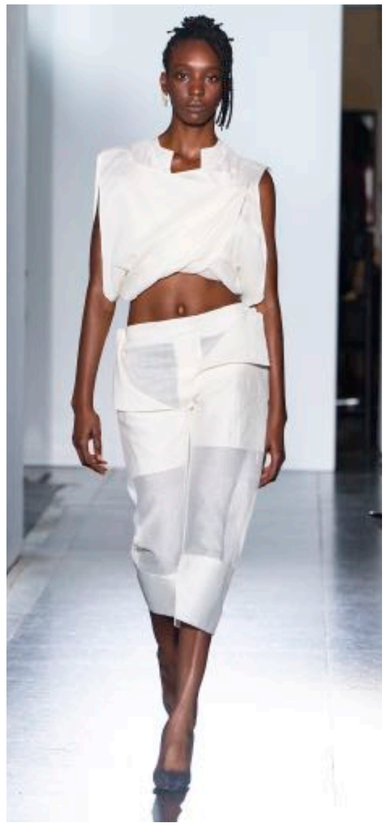
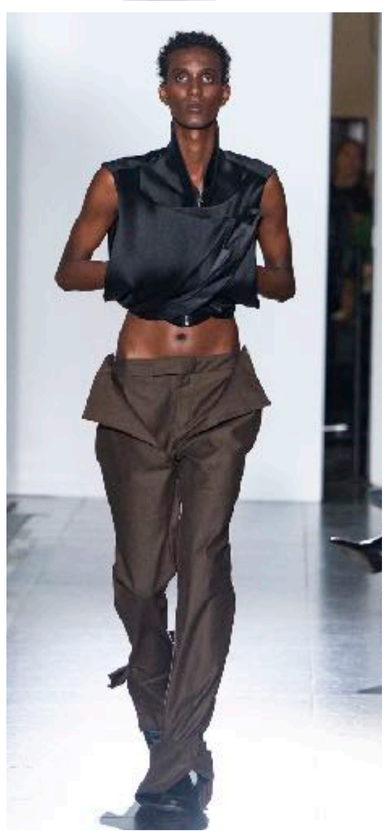


SS26 Final Fittings - Jersey & Blouson

# Spring Summer ‘26

**SS26 Menswear & Womenswear Co-Ed**

Runway Show Video Link





**CASTING** Affa Osman, **PHOTOGRAPHY** Kerimcan Goren Tom Porter,
**SOUND** Original Score by Covco, **FOOTWEAR** Sponsored by Manolo Blahnik
**JEWELLERY & ACCESSORIES DESIGNERS** Evan Solai, Jared Yang