

BROOKLYN TWEED FALL 21

DESIGN BRIEF

We are accepting design submissions for Brooklyn Tweed's Fall 2021 Collection season. Designers are encouraged to submit ideas **inspired by three editorial themes** presented on the following pages.

SUBMISSION DEADLINE
JULY 19, 2020

TIMELINE

August 10, 2020: Designers will be notified if a design has been selected for publication

January 15, 2021: Pattern deadline for selected designs

February 12, 2021: Knitted sample deadline for selected designs

SUBMISSION GUIDELINES

www.brooklyntweed.com/pages/design-submissions

I. SCHOOL'S IN

A collection inspired by the return to school season.

Inspiration: historic school houses, traditional uniforms and classic knits for the onset of Autumn

II. FRAMES

Genderless garments and accessories that are designed to suit a wide range of body shapes, sizes and expressions.

Inspiration: bold shapes and silhouettes, repeating lines, tessellations

III. HEARTH

A holiday collection of accessories perfect for gift knitting.

Inspiration: forests of western Oregon, cabin escapes and cozy wool comfort, traditional colorwork and cables

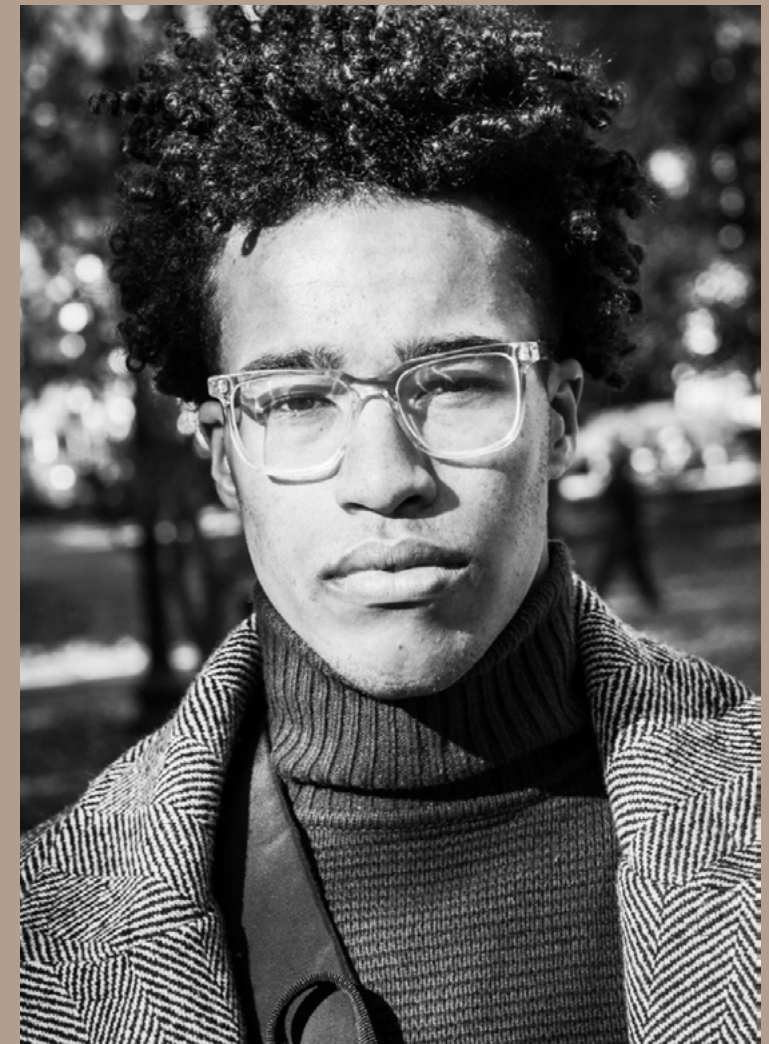


MOOD BOARDS

FALL 21

THEME I

School's In















MOOD BOARDS

FALL 21

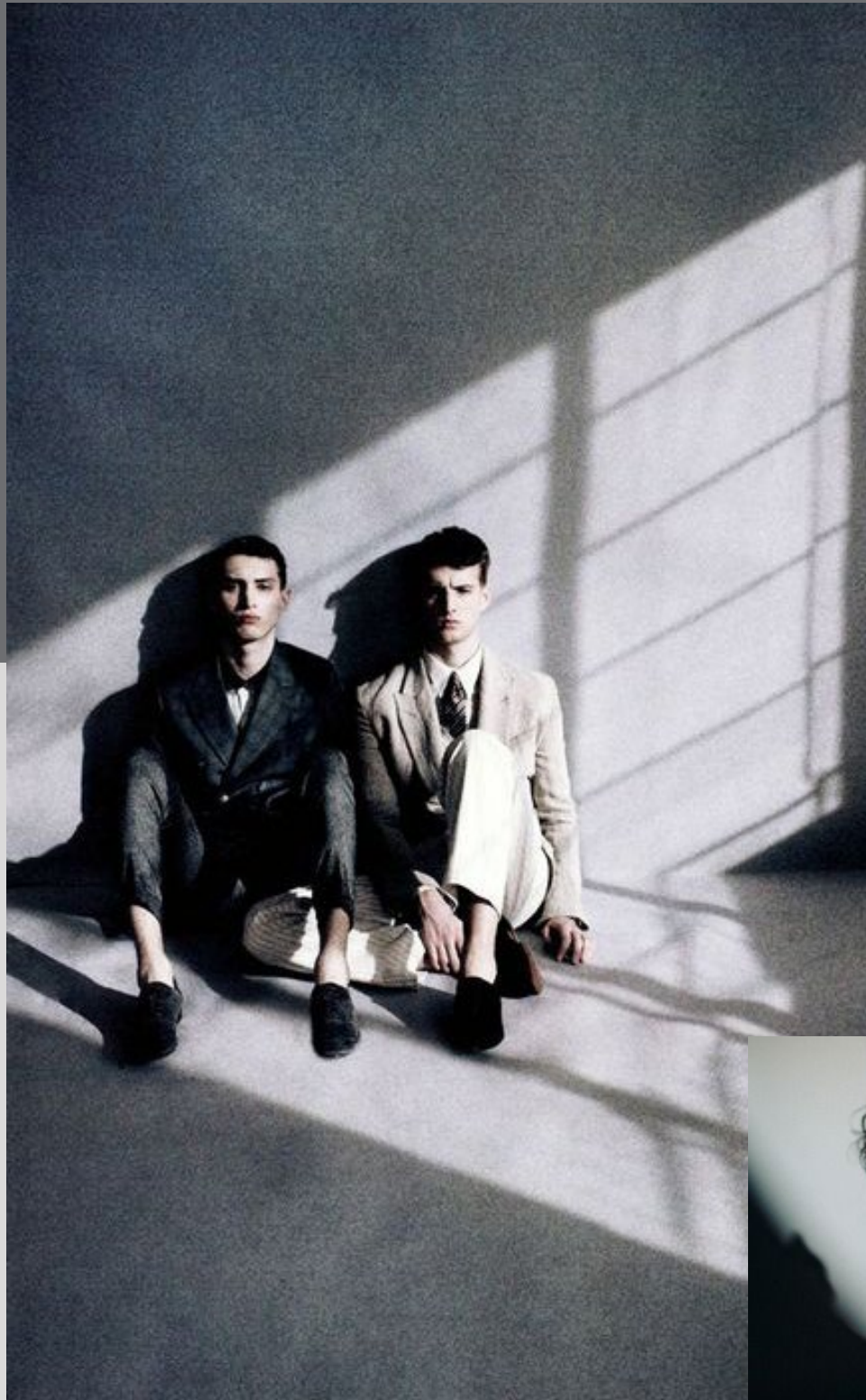
THEME II

Frames

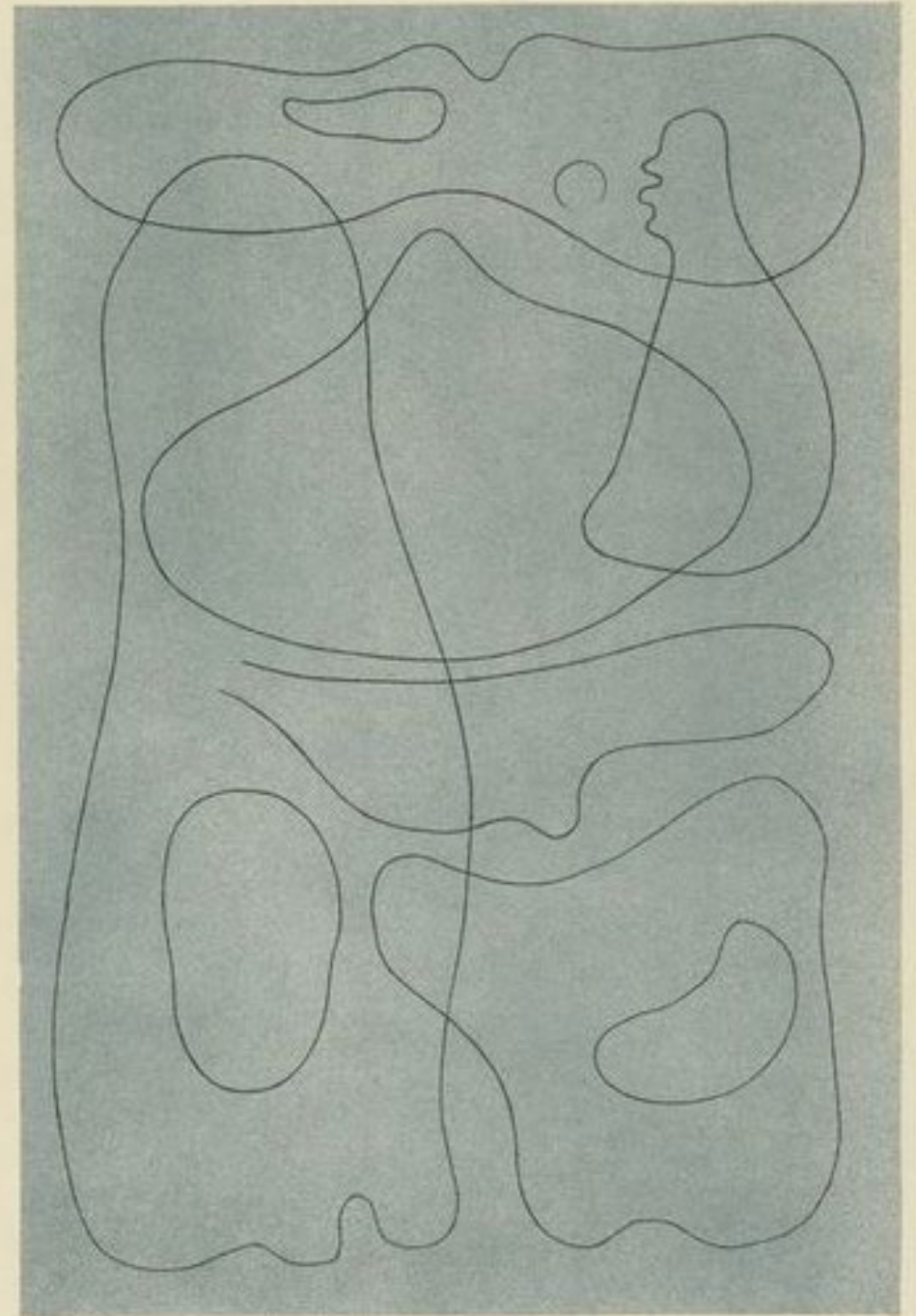
A collection of genderless garments and accessories

- Sweaters that can be styled and photographed on any gender
- Relaxed garment silhouettes that are not overly fitted or gendered in shaping (e.g. A-Line or Hourglass)
- Yoke/shoulder styles that fit a broad range of body sizes: deep raglans, round yokes with ample depth, modified drop shoulder, ample sleeve circumference at bicep/cuff
- Generous ease amounts that enable garment sizes to suit a wide range of body types & sizes, empowering knitters to choose the style and fit that feels best for them
- Patterns may also provide options for customizable sleeve and body lengths















MOOD BOARDS



HOLIDAY 21

THEME III

Hearth





