

AMY COTTRELL PORTFOLIO

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Amy Cottrell is a Melbourne based fashion designer that recently graduated from Whitehouse Institute of Design in Melbourne in 2022. She creates unique pieces by merging the use of unusual and recycled materials and innovative construction techniques and technologies with traditional artisanal techniques. Feminine, with a touch of glamour, elegance and a modern seductive edge, each piece is designed to make the wearer feel special, to stand out in the crowd. Amy enjoys pushing boundaries by exploring new ways to create textural and sculptural pieces, with sustainability forming the foundation for her designs, while creating pieces that people will make an emotional connection with and treasure for many years.

Growing up in a fourth-generation agricultural family on the Murray River has provided Amy with a strong understanding of the importance of sustainability. In order to make changes and find new ways of approaching fashion, Amy believes that designers need to push boundaries and think outside the box and she embraces this way of thinking in her design work. Amy was the recipient of the Student Award for Melbourne Fashion Week 2022 and the recipient of the Les Taylor AM Award, Whitehouse Institute of Design, Melbourne. Since graduating Amy has launched a sustainable fashion brand, Amy Cottrell. Amy has been exploring the use of 3D printing, bioplastics, recycling and repurposing unusual materials and sourcing sustainable materials such as pineapple leather, along with sourcing deadstock and remnant fabrics to build her collections. The brand hopes to use sustainable practices and innovative thinking to explore new frontiers in fashion in Australia.





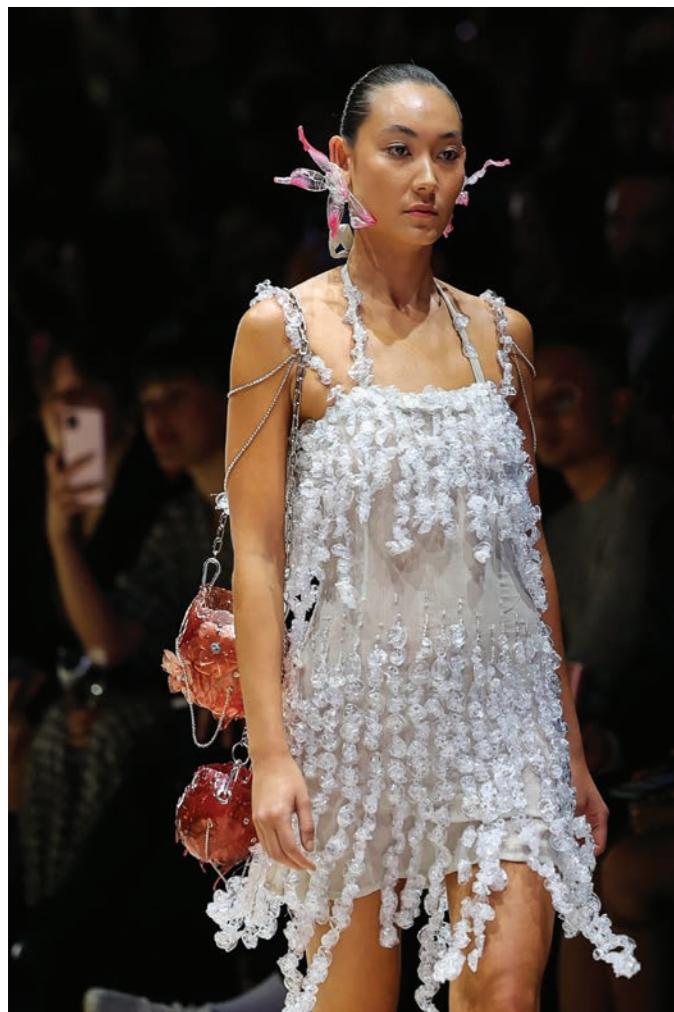








'Plasticity' Graduate Collection as featured in Melbourne Fashion Week Student Runway 2022



'Plasticity' Collection as featured in Melbourne Fashion Festival 2023 National Graduate Showcase

Oppo x Amy Cottrell campaign



<https://www.refinery29.com/en-au/melbourne-fashion-students-advice>



<https://fashionjournal.com.au/fashion/stylist-student-collections-2022/>



Stella Magazine editorial



<https://fashionjournal.com.au/fashion/amy-cottrell-graduate/>



Whitehouse's Amy Cottrell designed an environmentally-friendly garment that featured bioplastic. Photo: Carlin Stephenson

Whitehouse's Amy Cottrell (above, and main photo, top) took home the coveted MFW Student Award for her *Plasticity* collection. Futuristic and feminine, it was crafted from an edible,

<http://voxrock.com.au/go-big-or-go-home/>

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<https://ausfashioncouncil.com/meet-the-winner-of-the-2022-melbourne-fashion-week-student-runway/>

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