

Since the invention of gaberdine in 1856, Thomas Burberry revolutionised rainwear. Something which was once heavy and uncomfortable is now breathable and weatherproof. Burberry developed an unbuttoned style coat made from gaberdine, fastened with a belt with metal D-rings to attach equipment to and epaulettes to display an officers rank. A coat developed to serve the needs of the military.

And so the Trench coat was born.

Every iconic detail within this coat served a purpose. Just like Thomas Burberry I was inspired to make a purposeful collection - a collection which raises awareness of sustainability through the recycling of fabrics and the upcycling of old, unwanted clothes. I want people to believe it is still possible to create something beautiful while remaining sustainable.

**C O N C E P T**

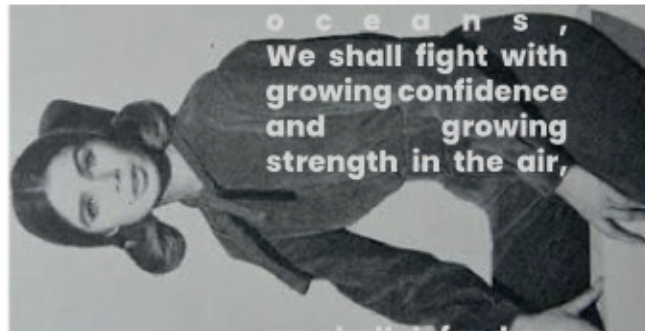
# **ELEANOR STEEL**

# **X**

# **BURBERRY**

**AUTUMN/WINTER**  
**2 0 1 9**

We shall go on to  
the end, we shall  
fight in France,  
We shall fight on  
the seas and  
oceans,  
We shall fight with  
growing confidence  
and growing  
strength in the air,



SIREN SUITS

we shall defend our  
Island whatever the  
cost may be,  
We shall fight on  
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FACTORY HEADSCARVES

WOMENS UTILITY WEAR  
1930S-1940S



We shall fight in the  
h i l l s ;  
We shall never  
s u r r e n d e r .

CONTRAST STITCHING

Burberry's heritage was initially marketed for the men at war, especially with the invention of gaberdine. So what were the women's roles during these times of hardship? The women stepped in and worked in the factories and the Land Army. I was inspired by the siren suits and the utility wear which became the basis for my silhouettes.

the end, we shall  
fight in France,  
We shall fight on  
the seas and  
oceans,  
We shall fight with  
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and growing  
strength in the air,

DUNGAREES



we shall defend our  
Island whatever the  
cost may be,  
We shall fight on  
the beaches,  
We shall fight on  
the landing  
grounds,  
We shall fight in the  
fields and in the  
streets  
We shall fight in the  
hills  
We shall  
surrender  
go on to the end, we  
shall fight in  
France,  
We shall fight on  
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We shall fight with  
growing confidence  
and growing  
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ROLLED UP TROUSERS

SILHOUETTES



ELEANOR STEEL X BURBERRY  
AUTUMN/WINTER  
2 0 1 9



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the end, we shall  
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WINSTON CHURCHILL SIREN SUIT DURING WWI I,  
1930S



WOMENS SIREN SUIT AND GAS MASK. 1940



WOMENS SIREN SUITS WITH HOODS  
1930S

we shall defend our  
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We shall fight on  
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SILHOUETTES



SIREN SUIT IN KINGSMAN: THE SECRET  
SERVICE FILM, 2014



WINSTON CHURCHILL SIREN SUIT



1940S WOMENS SUIT TIE BELT



WINSTON CHURCHILL SIREN SUIT BELT BUCKLE

THE SIREN SUIT.





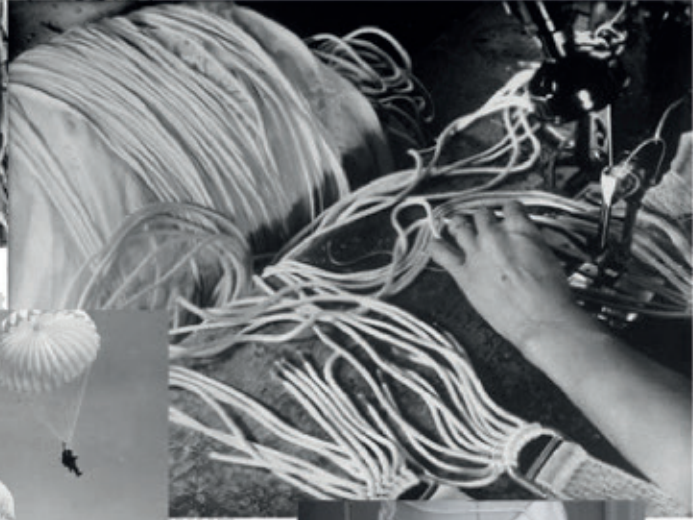
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SILK PARACHUTE CANOPIES

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on  
the landing  
grounds,  
We shall fight in the  
fields and in the  
streets,  
We shall fight in the  
hills;  
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surrender.



PARACHUTE CORD



Escape maps were issued to pilots and Special Forces in case they were shot down, trapped behind enemy lines and needed to escape. They were printed on silk because it was easy to conceal in a soldier's clothing and was a durable, lightweight fabric.

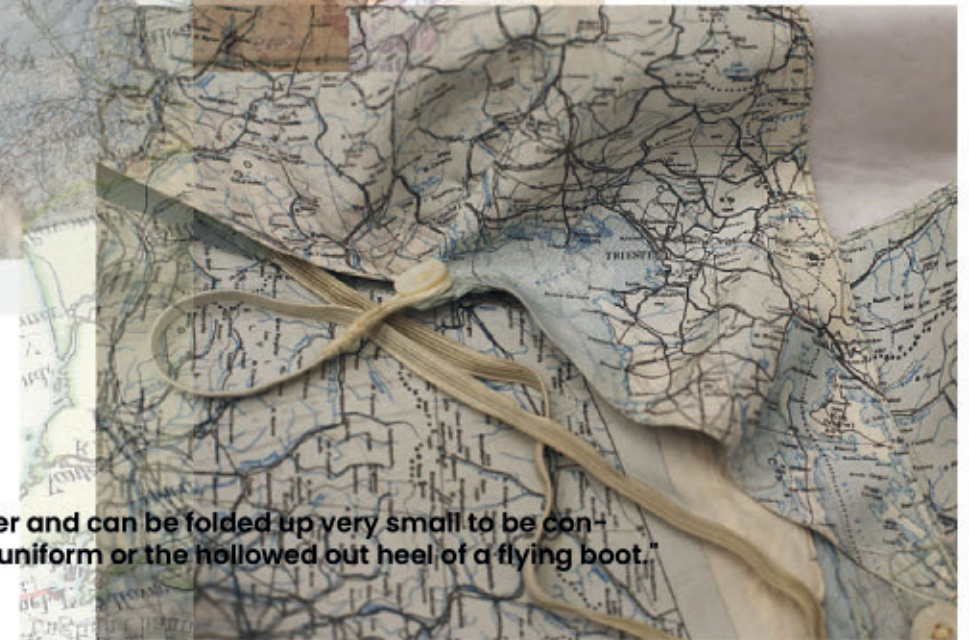


UPCYCLED SILK ESCAPE MAPS

"Silk is quiet, rustle free and easy to hide or sew inside clothing."



"Silk doesn't degrade in water and can be folded up very small to be concealed inside the lining of a uniform or the hollowed out heel of a flying boot."



A silk shortage during World War II also led to the reuse of surplus parachute canopy silk into other items of clothing. There were reports of women frequently turning silk parachutes sent back home by loved ones or recovered from downed enemy airmen into underwear and wedding dresses.

Although requiring a high level of seamstress skills and an element of dedication to disassemble the canopy, many were **upcycled** into stunning dresses during a period of hardship and rationing.



Even though large tracts of Europe and many old and famous States have fallen or may fall into the grip of the Gestapo and all the odious apparatus of Nazi rule, we shall not flag or fail.



...shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island whatever the cost may be, we shall fight on the beaches, we shall fight on the landing



PRINT DEVELOPMENT



Make Do and Mend was a pamphlet issued by the British Ministry of Information in the midst of WWII. It was intended to provide housewives with useful tips on how to be both frugal and stylish in times of harsh rationing.



PATCHWORK

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FABRIC PROCESSES

With its thrifty design ideas and advice on upcycling and reusing old clothing, decked the pamphlet was an indispensable guide for households. Readers were advised to create pretty 'decorative patches' to cover holes in worn garments; unpick old jumpers to re-knit chic alternatives; turn men's clothes into women's; as well as darn, alter and protect against the 'moth menace'.

We shall fight on the streets, We shall fight in the hills; We shall never surrender.



CONTRAST TOPSTITCHING  
ON RECYCLED PLASTIC



Even though large tracts of Europe and many old cities have been destroyed, our people may still be proud of the great achievements of our civilization and all the apparatus of our life. We shall not flag or fail.



Work Clothes

Work clothes for men and women...  
 1. Work clothes for men...  
 2. Work clothes for women...  
 3. Work clothes for children...  
 4. Work clothes for infants...



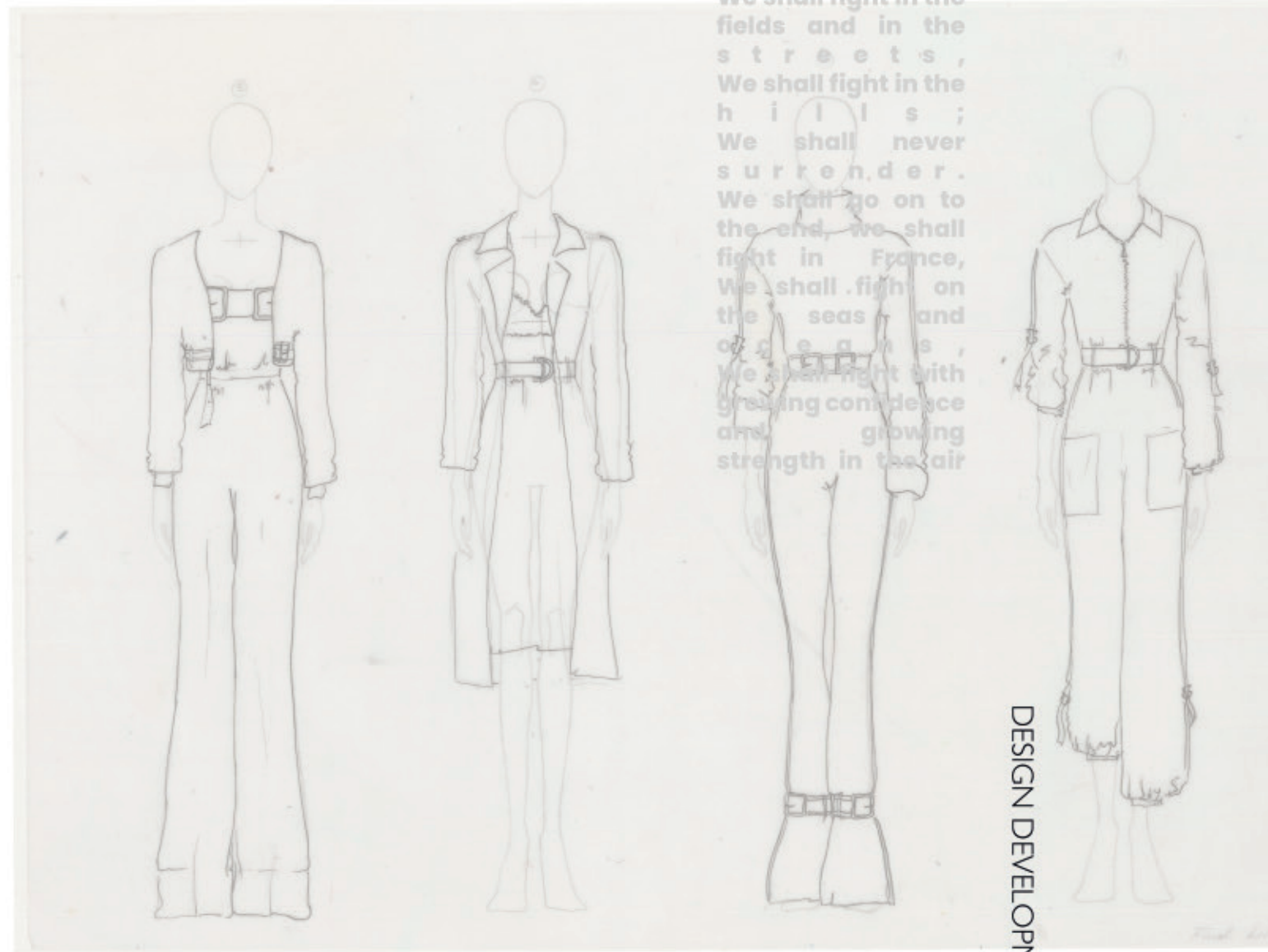
go on to we shall France, fight on as and fight with growing in the air, defend our ever the be,

We shall fight on the beaches, We shall fight on the landing grounds, We shall fight in the fields and in the streets, We shall fight in the hills; We shall never surrender.



We shall go on to the end, we shall fight in France, We shall fight on the seas and oceans, We shall fight with growing confidence and growing strength in the air

we shall defend our Island whatever the cost may be, We shall fight on the beaches, We shall fight on the landing grounds, We shall fight in the fields and in the streets, We shall fight in the hills; We shall never surrender. We shall go on to the end, we shall fight in France, We shall fight on the seas and oceans, We shall fight with growing confidence and growing strength in the air

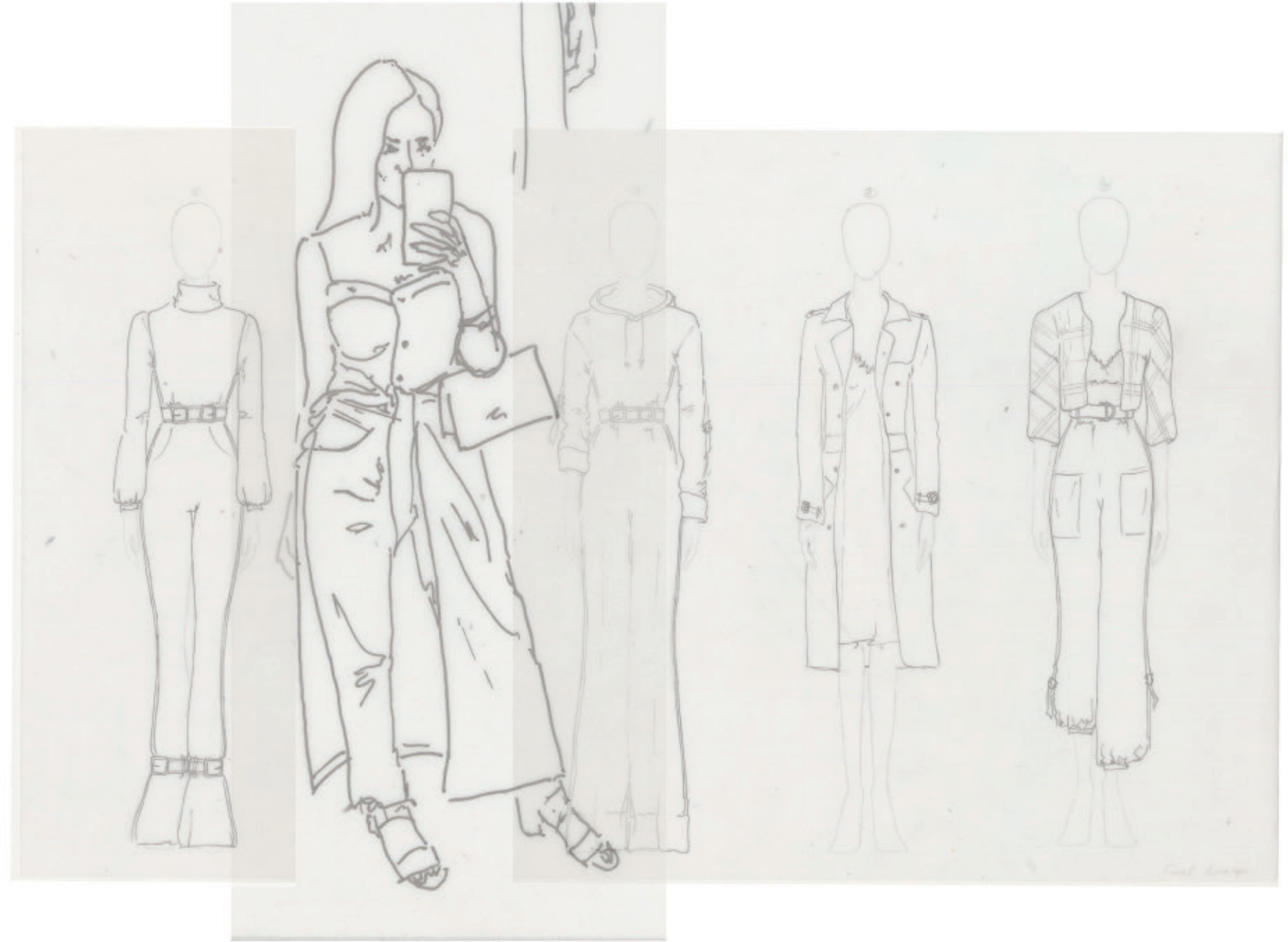
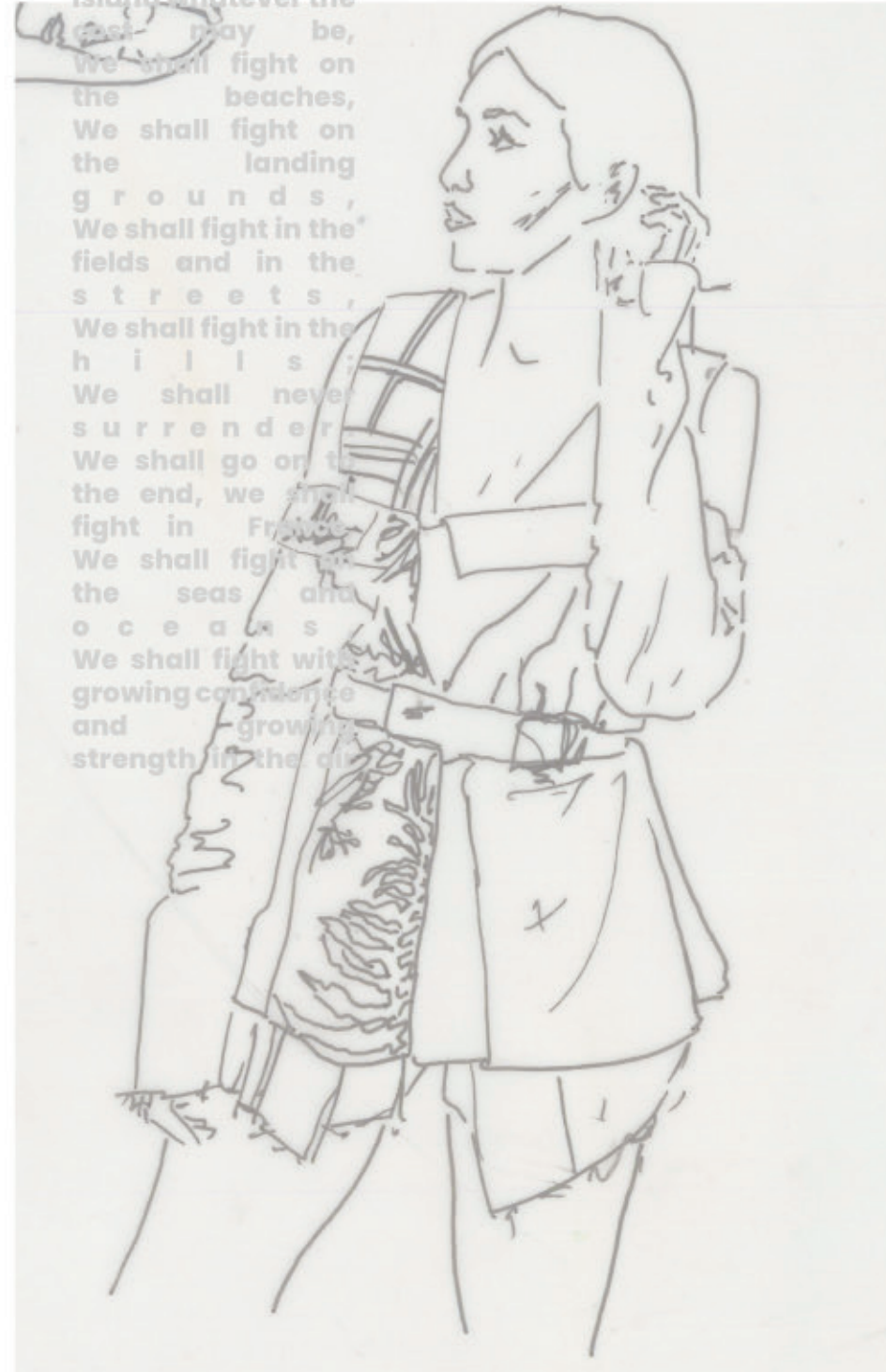


DESIGN DEVELOPMENT



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ELEANOR STEEL X BURBERRY  
**AUTUMN/WINTER**  
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