



The right blend

A RARE COMBINATION OF TRAINING, EXPERIENCE AND SKILLS FOR BOTH THE FASHION INDUSTRY AND GRAPHIC DESIGN GIVES ROSSLYN TO A UNIQUE UNDERSTANDING OF HER CLIENTS' REQUIREMENTS.

BY JENNIFER JOSEPH

ABOVE LEFT:
FILA—MEN'S
PRINTED T-SHIRT
ABOVE RIGHT:
ELVIS PRESLEY—
WOMEN'S LICENSED
PRINTED T-SHIRT
WITH DIAMANTES

From small beginnings working as a fashion design assistant, the creative mind behind Six Digit Design has managed to grow her business to boast a list of high profile clients.

"I tailor my design services to suit the client. Some clients prefer to come to me with ideas that can range from vague concepts to very specific parameters, and others like to leave the whole process up to me from concept to finished art," To told *Apparel*.

After completing her studies at RMIT in Melbourne, gaining a Bachelor of Arts in Fashion Design with Merchandising, followed by a fourth Honours year, To started her career as a design assistant for companies ranging from childrenswear to men's and women's casual clothing, before becoming a designer in babywear. She then decided to become more involved in the graphic design side of the development process, and returned to RMIT to complete an Advanced Diploma in Electronic Design and Interactive Media, where she became skilled in graphic design using Illustrator and Photoshop among other training.

Setting up her own design studio, To made it her company philosophy to provide versatile fashion design services that are professional and creative, born from a hybrid design background in both fashion and graphics.

"Six Digit Design specialises in creating fashion graphic artwork for all areas of men's, women's, children's and babies clothing; such as casual outerwear, sportswear, surfwear, sleepwear, licensed clothing and uniforms. This

includes fashion graphics for placement prints, embroidery designs, appliqués, and textile repeat yardage designs; fashion illustrations; technical trade sketches; storyboards and range catalogues."

For companies without an inhouse designer, Six Digit Design can act as a virtual in-house designer, providing the seasonal artwork services when required without the complications and costs involved with setting up a design department.

Larger companies that have a design department can also benefit in two ways. Six Digit Design can assist by taking on overflow work – relieving overworked staff when a sudden influx of work arrives, to help meet deadlines.

"Many companies also understand the importance of bringing in fresh ideas and outside influences by using design services such as those of Six Digit Design, so that their designers do not end up working in a stale vacuum," said To.

Many of To's designs eventually make their way under various labels or as generic product into major retailers such as David Jones, Myer, Target, Kmart, Big W, The Warehouse and Farmers.

Some higher profile examples include: Mitch Dowd, Jag sleepwear/underwear, Baby Kids, and numerous licensed brands such as Holden, Ford, The Beatles, Rolling Stones, Elvis Presley, Marilyn Monroe, ACDC, VB, Cougar, Jim Beam, Coca Cola, The Simpsons, Superman, Mickey Mouse, Sesame Street, Care Bears, Miffy, and Garfield.

“MY CLIENTS HAVE ALWAYS BEEN IMPRESSED WITH MY DESIGN AND TECHNICAL ABILITIES THAT ARE A RESULT OF MY FORMAL FASHION TRAINING AND DIRECT EXPERIENCE AS A FASHION DESIGNER ...”

AIDEN-CHILDREN'S VINTAGE PRINTED T-SHIRT



To has also worked with many specialty brands and independent labels, with Fila Sportswear being the most famous.

“My clients have always been impressed with my design and technical abilities that are a result of my formal fashion training and direct experience as a fashion designer, in combination with my training and extensive work as a graphic artist.”


To said advances in technology have made graphic design more accessible.

“The apparel industry has changed a great deal over the last decade with advances in technology. The growth of the internet plus broadband and the rise of powerful affordable graphics programs have made possible what I do today.

“This technology is also enabling shorter and shorter

lead times in development and production in the apparel trade these days.”

But the design services of Six Digit Design are not limited to any specific areas. To’s creativity, experience and training has also been successfully applied to designing accessories such as luggage, headwear and hard goods including mugs, key rings and stubby holders, as well as to designing complete clothing ranges from the ground up. Other projects have included designing packaging, swing tags, labelling, logos, business cards and stationery, brochures and advertising.

“The convenience of the internet has allowed Six Digit Design to manage workflows with clients located Australia wide. Furthermore, enquiries from overseas companies point to future global additions to the portfolio,” To concluded. 

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