INTRODUCING
THE LUCIDITY RANGE

JULIE GOODWIN

COUTURE

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I made these pants for myself, and now I want to make them for you!

Whether you're working from home, not working, doing business as usual (whatever that is) or a bit of everything, life has been complicated lately.

I've been wanting my wardrobe to give me more simple pleasure, and to me, that doesn't mean pulling on a tracksuit. Jeans just didn't feel right. I wanted something to make me feel pulled together, but not trussed up.

So, I designed three pieces for myself that work beautifully together or as stand-alone garments. Semi-tailored, easy fitting, easy care garments – a mini collection. It was a moment of clarity, so I've called it *Lucidity*.

Polished but comfortable, these elevated essentials are just right for now, and perfect for travel, when that's on the agenda again.

And the best news is, because they're semi-tailored, I can make them by referring to only a few key measurements that you can take yourself.

THE LUCIDITY TROUSER

$680

Lightly tailored, business at the front, elastic at the back for comfort without sacrificing style.

The tapered leg is so flattering, and the lower leg pleat and inner ankle split mean they work just as well with flats (breaking smartly over the foot) as with heels.

Pockets everywhere!

Choose from wool or satin variations. Fully lined.

TAUPE NAVY BLACK

wool

TAUPE NAVY BLACK

triacetate satin

THE LUCIDITY BLOUSE

$520

The Lucidity Blouse features a soft drop shoulder, a loose sleeve that tapers to fit at the forearm for push-up ease, and a half-collar that hugs the back of the neck, giving the impression of more length.

Made from easy care triacetate satin.

Finished with a split hem so you can wear loose, tucked, or half tucked.

WHITE TAUPE NAVY BLACK

triacetate satin

THE LUCIDITY JACKET

$960

This semi tailored jacket is unlined and made in softer fabrics for a comfy, cardi-like fit.

Classic tailoring touches like soft covered shoulder pads, hand applied patch pockets, a set-in sleeve and bound hems and facings, for that Julie Goodwin Couture finish.

Jackets are made in a base colour and two contrasting textures for sleeves and side panels.

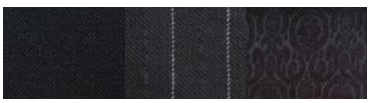
TAUPE

sleeve body contrast

NAVY

sleeve body contrast

BLACK



sleeve body contrast

1 TAKE YOUR MEASUREMENTS – WITH OR WITHOUT MY HELP

Use these charts – one for jackets and tops, the other for trousers – to guide you to use a tape measure and with the aid of my instructional videos, record your dimensions at the right points. **Watch me talk you through taking your measurements here** or call me on 0411 262 215.

Additionally, I would be delighted to talk you through the process on a phone or video call, in fact, I'd prefer it. We want to get them spot on!

Of course, if you'd rather have me take them for you, it will take 10 minutes in a private appointment at my Albert Park studio.

2 CHOOSE YOUR COLOURWAY

Choose from the classic colourways of taupe, navy and black. Blouses in white are also an option. I've selected combinations of my favourite wools, silk/wools and a gloriously silky triacetate blend. If you have other ideas on colours, talk to me - I would love to help you.

3 CHOOSE YOUR GARMENT/S

Feel and look good in beautifully made, lightly tailored clothing, in sumptuous fabrics with just the right amount of cosy factor.

Choose one or two pieces or get the whole capsule for $2,000.

4 FILL OUT THE ORDER FORM

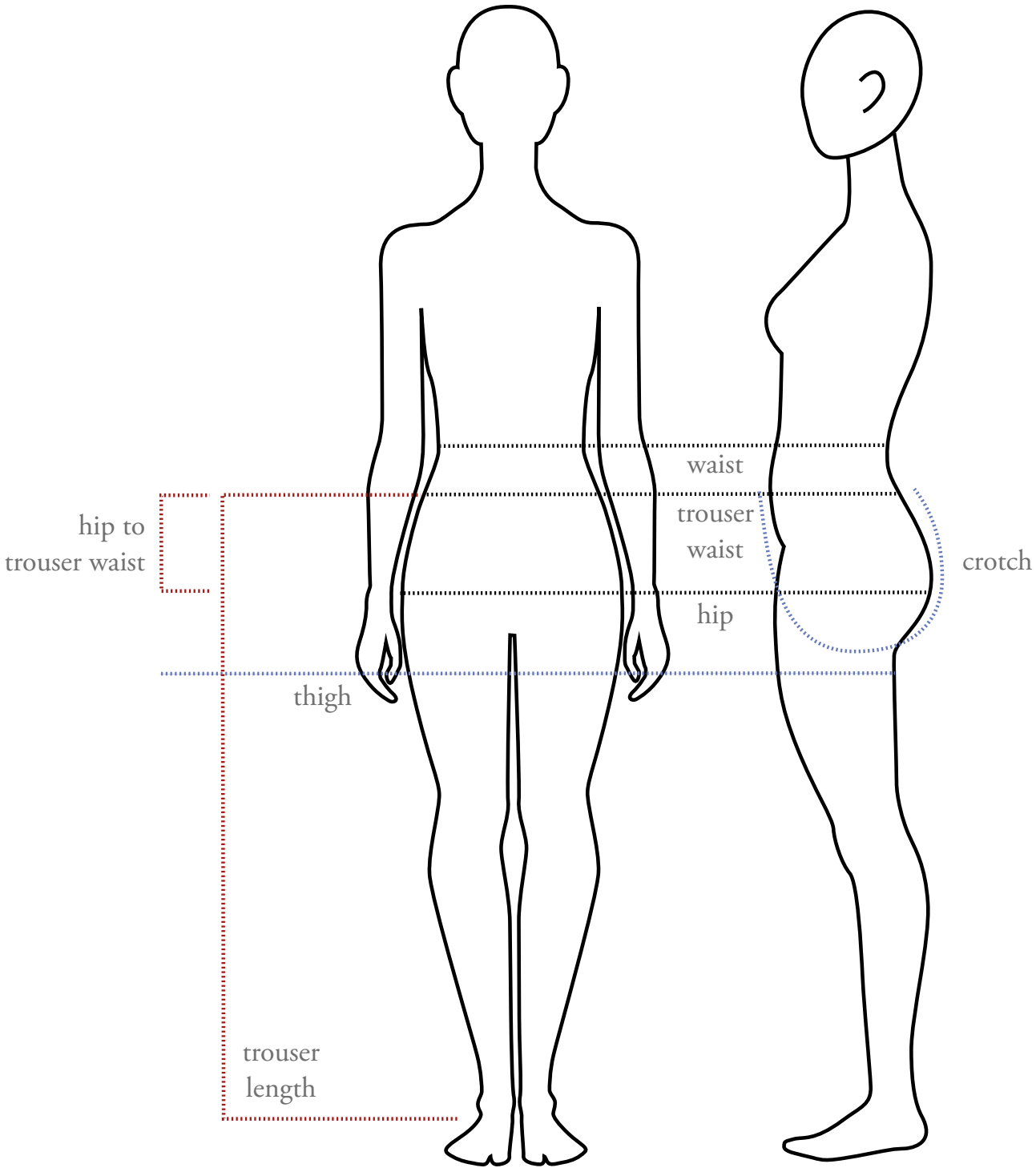
Fill in your measurements, fabric selections and which items you wish to order. If you want more than 1 of each item, just duplicate the pdf and send through separately. Feel free to call me if you have any questions.

5 PLACE YOUR ORDER

Phone or email through your order and wait for my confirmation phone call and your invoice. Once paid, I can let you know exactly when to expect your item/s. Typically 4 weeks but can go a week either way. Let me know if you need them sooner – I'll do my best!

Garments will be sent via express post or make a time to come and collect them from me over a cup of tea.

TAKE YOUR OWN MEASUREMENTS (LUCIDITY TROUSER)

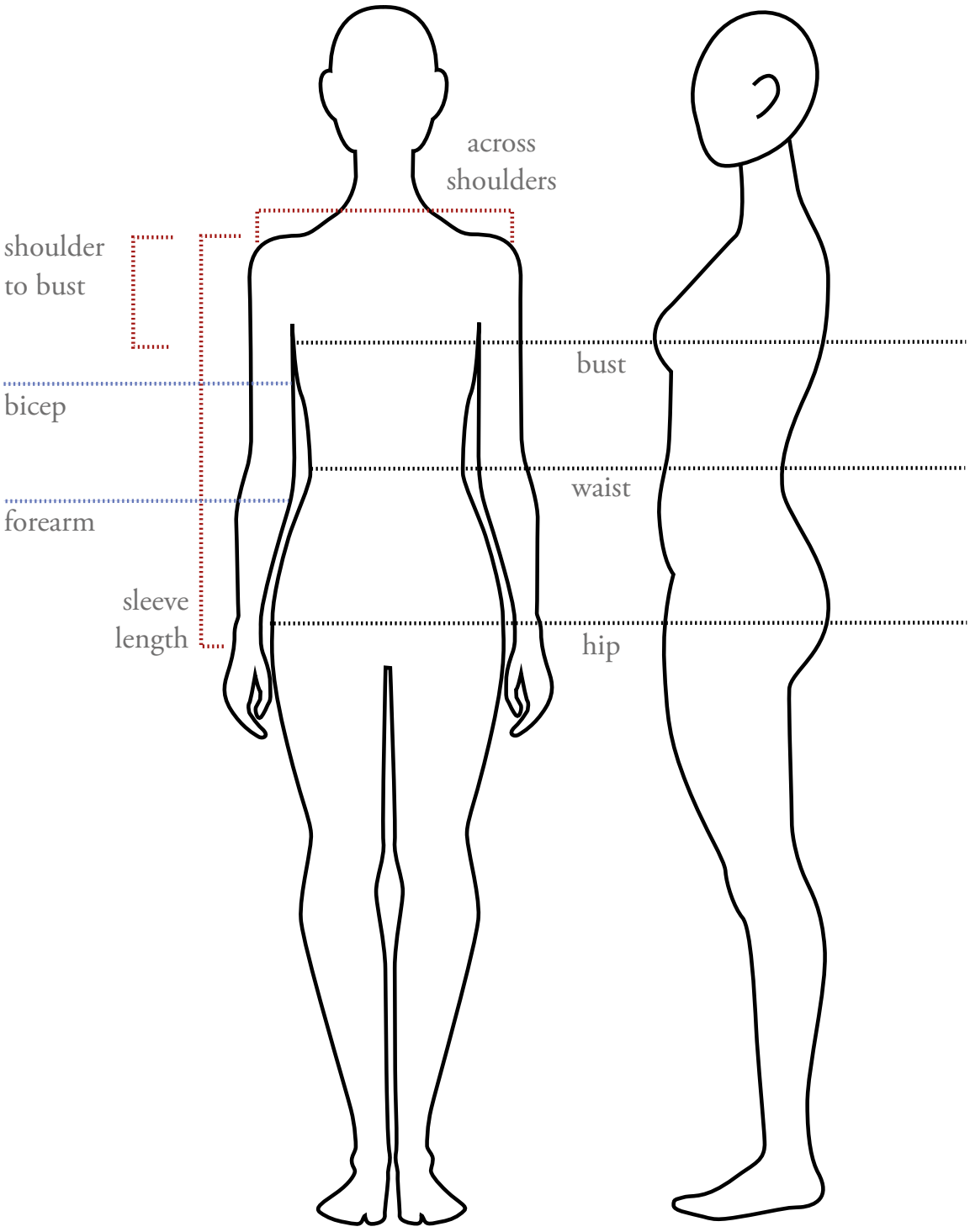


MEASURE :

waist - around the narrowest part, usually at base of ribs/just above navel
trouser waist - where you want your trousers to sit, usually just below navel
hip - around the widest part, around bottom rather than actual hip bone
thigh - around widest part of upper leg
trouser length - from trouser waist to desired trouser length, anywhere from ankle to floor
crotch - from centre front of trouser waist, between legs to centre back of trouser waist

Watch me talk you through taking your measurements – vimeo.com/juliegoodwincouture

TAKE YOUR OWN MEASUREMENTS
(LUCIDITY BLOUSE OR JACKET)



MEASURE :

bust - under the arms, across the back and over the fullest part of the bust
waist - around the narrowest part, usually at base of ribs/just above navel
hip - around the widest part, around bottom rather than actual hip bone
shoulder to bust - from shoulder at bra strap to bust point
bicep - around the fullest part of the upper arm
forearm - around the widest part of the arm below the elbow
sleeve length - measure from the bony part of shoulder to desired sleeve length
across shoulder - between outer edges of bony parts of shoulder, across back of neck

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ORDER FORM

I would like to order

TROUSER ..... $680 ☐

BLOUSE ..... $520 ☐

JACKET ..... $960 ☐

ENSEMBLE *(trouser, blouse & jacket)* ..... $2,000 ☐

Measurements (Trouser)

WAIST .....

TROUSER WAIST .....

HIP .....

THIGH .....

TROUSER LENGTH .....

CROTCH .....

Measurements (Blouse/Jacket)

BUST .....

WAIST .....

HIP .....

ACROSS SHOULDERS .....

SHOULDER TO BUST .....

BICEP .....

FOREARM .....

SLEEVE LENGTH .....

Don't forget, I would be delighted to talk you through taking your measurements. If you'd rather have me take them for you, it will take 10 minutes in a private appointment at my Albert Park studio.

Call me on 0411 262 215.

COLOUR SELECTIONS

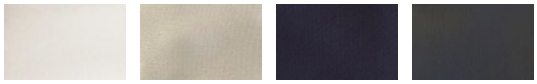
Trouser

TAUPE NAVY BLACK TAUPE NAVY BLACK

wool satin

Blouse

WHITE TAUPE NAVY BLACK



triacetate satin

Jacket

TAUPE NAVY BLACK

sleeve body contrast sleeve body contrast sleeve body contrast

☐ Contact me about another colour possibility

Your contact details

EMAIL ADDRESS.....

PHONE NUMBER.....

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