

# Anna Hovet Dias

---

Fashion Design Portfolio

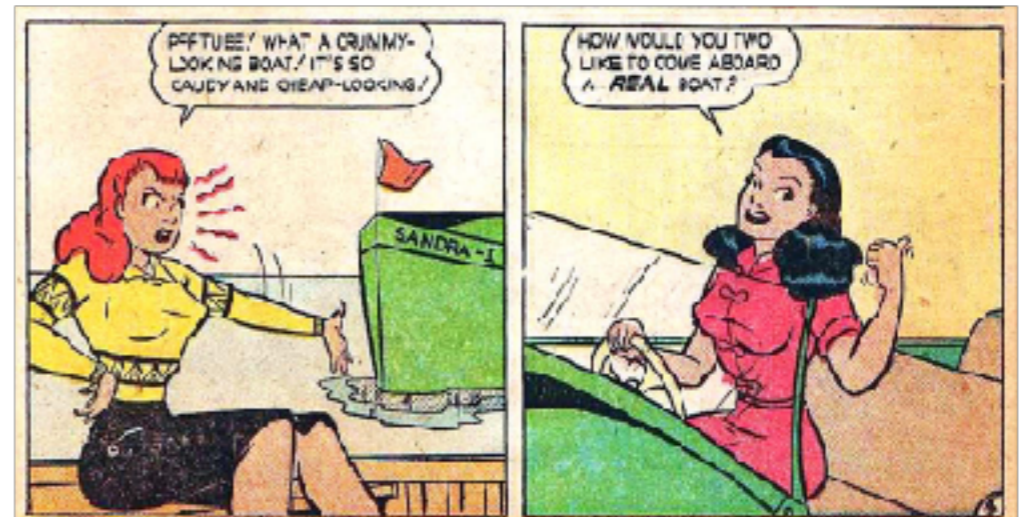
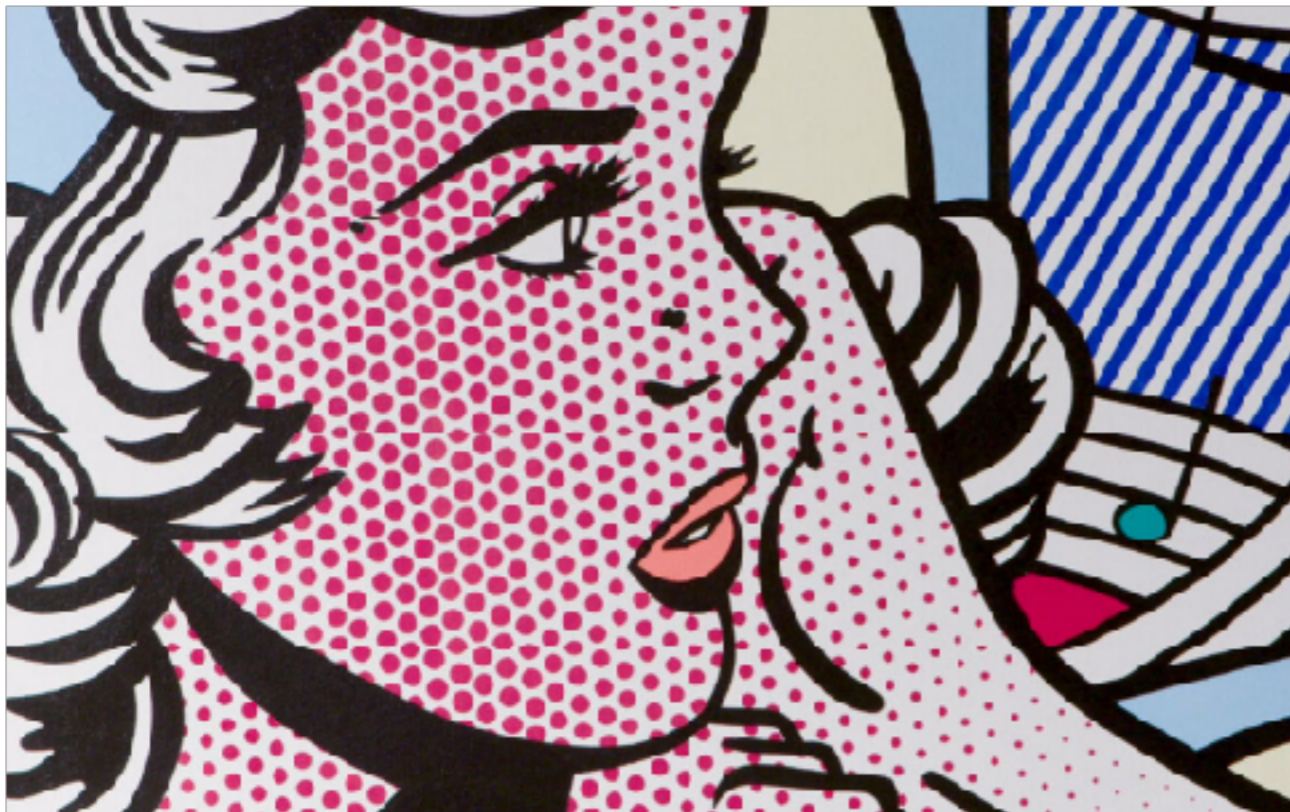
# DESIGN

---

Wearing comfortable well-made clothing increases happiness, relaxation, and creativity. Tired of fashion trends that hurt her feet and pinch her torso, Anna Hovet Dias began creating “comfy clothes” before athisure was a defined apparel category. Her process begins with a fashion illustration, but the design morphs through several iterations, from 3-dimensional draping on the dressform, back to two-dimensional flat patterns, and into wearable sample garments. Details and fabrications continue changing through the construction and fittings until the garment is complete. In a world oversaturated with clothing, Anna is trying to bring clients back to a time when each piece of clothing was special and coveted.



Photo: R. Hanel



**Design:** Inspiration Board - Anna Hovet Spring/Summer 2012

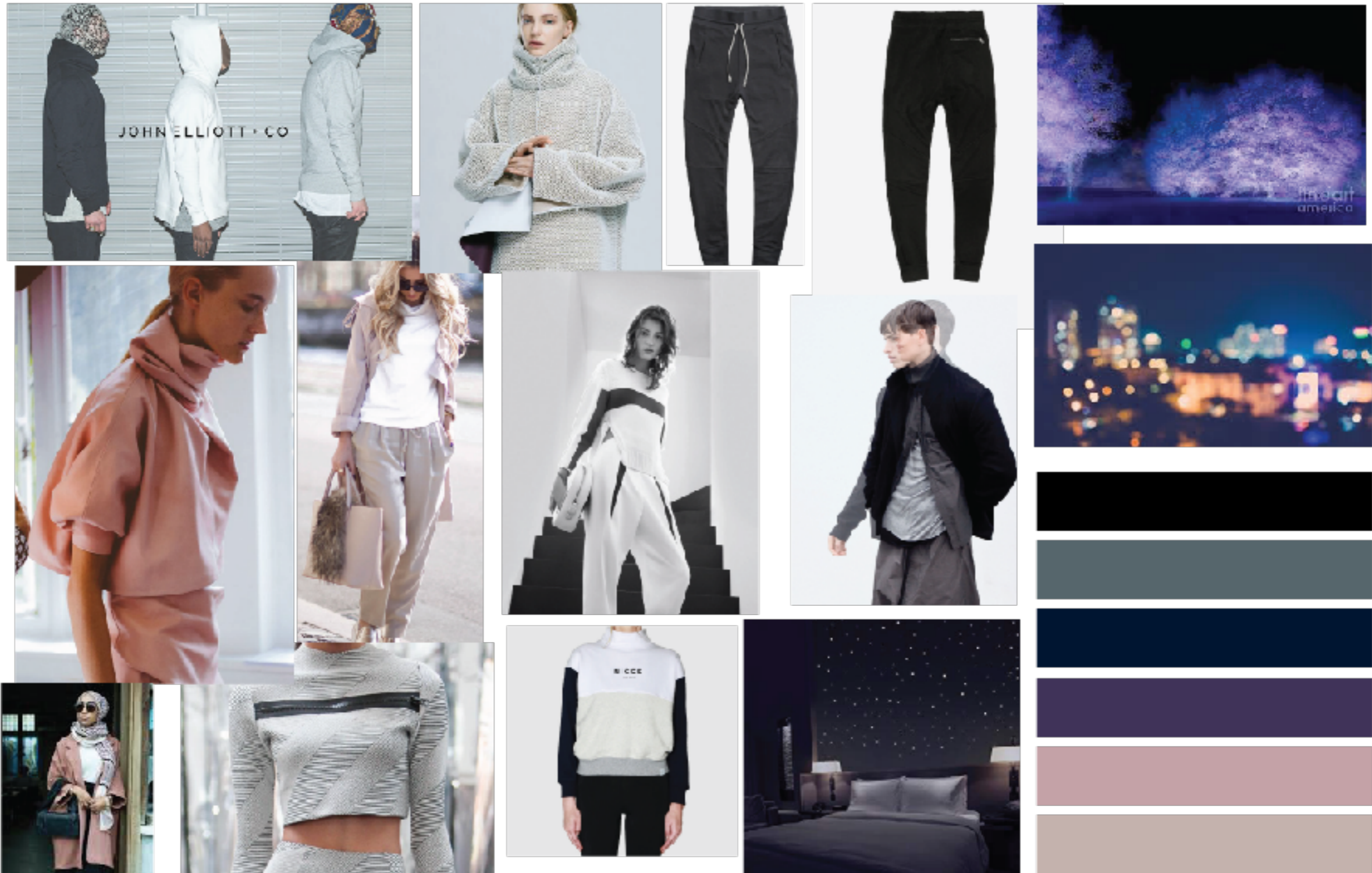


**Design:** Digital Sketches - Anna Hovet Spring/Summer 2012

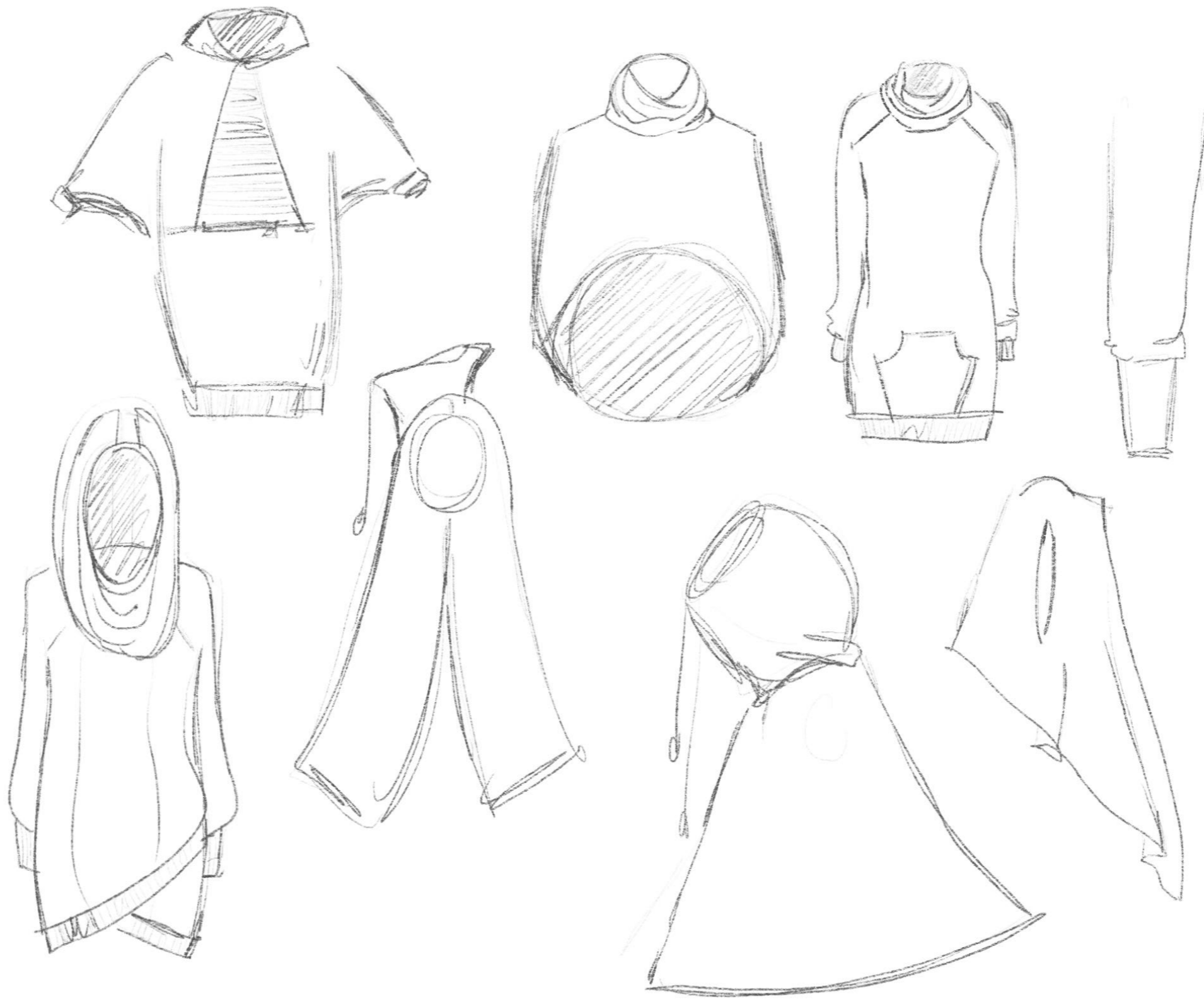


Photos: R. Hanel

**Design:** Final Lookbook- Anna Hovet Spring/Summer 2012



**Design:** Inspiration Board - Anna Hovet Spring/Summer 2012



**Design:** Rough Sketches and Silhouette Exploration - Anna Hovet Fall/Winter 2016



Photos: R. Hanel

**Design:** Final Lookbook - Anna Hovet Fall/Winter 2016





Photos: R. Hanel

**Design:** Final Lookbook- Anna Hovet Fall/Winter 2010



Photos: R. Hanel

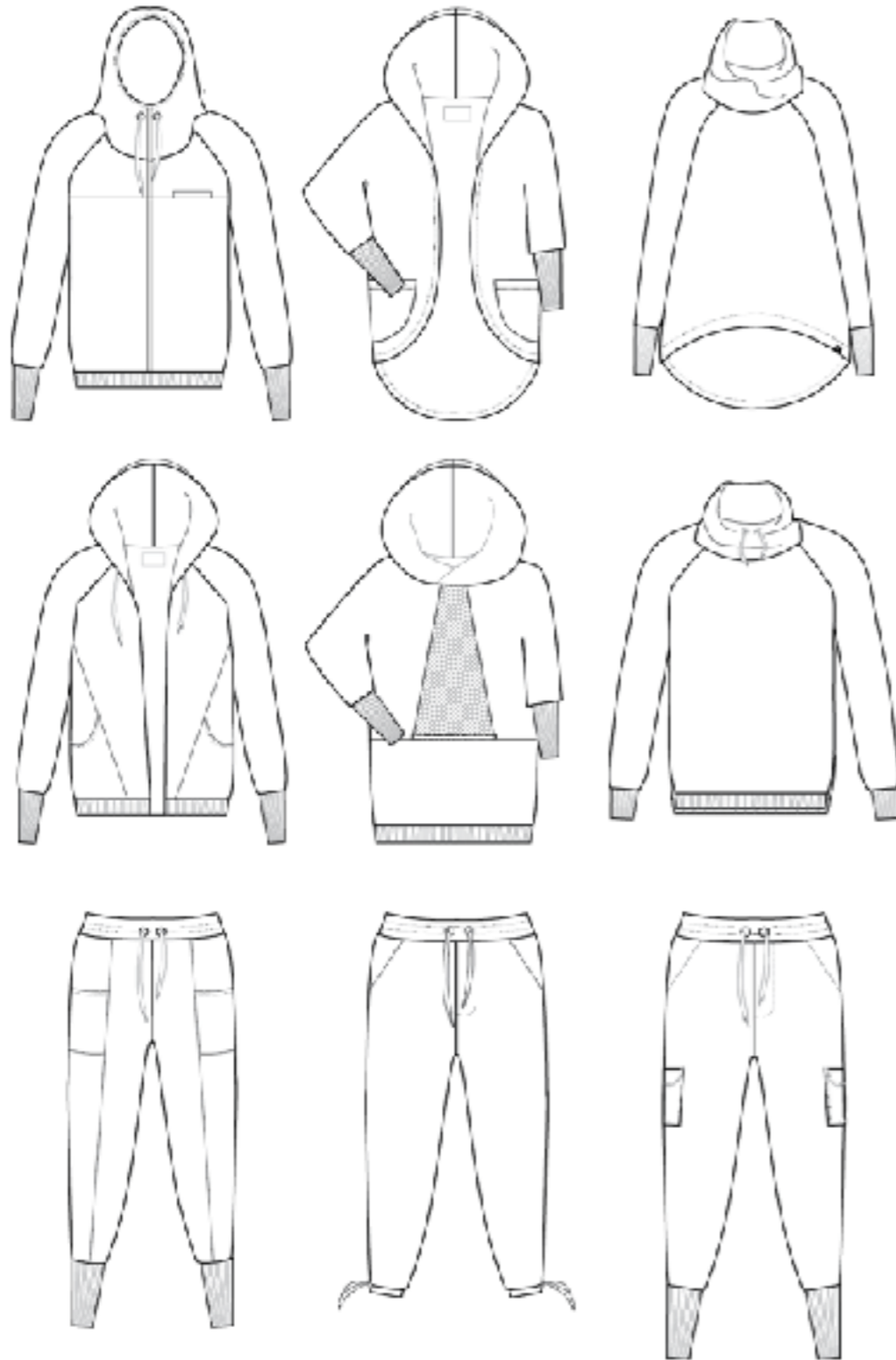
**Design:** Final Lookbook- Anna Hovet Spring/Summer 2015

# TECHNICAL

---

With 17 years of apparel manufacturing experience, Anna knows the importance of a detailed tech pack with clear flat sketches and precise specs. Anna creates technical flat drawings in ProCreate or Adobe Illustrator and tech packs in Adobe Illustrator, Adobe InDesign, or Microsoft Excel. She has experience sourcing fabrics and trims and communicating fit changes, artwork comments, and color approvals to factories. She recently learned CLO and is excited to use the program more to visualize garments in 3D.





**FABRIC:**

French Terry (66% Rayon from Bamboo/28% Cotton/6% Spandex)  
 Trim: 95% Cotton/5% Spandex



**Production:** Anna Hovet Fall 2016 Technical sketches, fabric, and hangtags

Summer 2009- 2

# Girls Layette



Sunsuit and Hat  
CKLG2-0312  
Egg Cherry  
3, 6, 9 months  
Seersucker  
Style# 3280312-60



Sunsuit and Hat  
CKLG2-0313  
Chex White  
3, 6, 9 months  
Poplin  
Style# 3280313-02



Romper and Hat  
CKLG2-0314  
Pine Bark  
3, 6, 9 months  
Poplin  
Style# 3280314-77



Romper and Hat  
CKLG2-0315  
Pale Calf  
3, 6, 9 months  
Poplin  
Style# 3280315-63




Creeper w/ Bloomers  
CKLG2-0316  
Pale Calf  
3, 6, 9 months  
Pointelle/Poplin  
Style# 3280316-63



Creeper w/ Bloomers  
CKLG2-0317  
Big Cherry  
3, 6, 9 months  
Interlock/Seersucker  
Style# 3280317-60



Linesheets + Flat Sketches: Calvin Klein Layette for TJ Max

	DESCRIPTION	2 Pc Shortall Set	STYLE	16390010TAR
	REF#	HNRB3-0010	SEASON	Transition 2009
	SIZE RANGE	Newborn, 3, 6, 9 months	DATE	10-3-08
	STORE	Target	REVISED	
	Merchandise/Design:	Janet Schoenborn/Crystal Hanson		
Hangtag:				
Main label:				
Care label:				







A1 CPpi-9031  
Yarn-dye Plaid



A2 CPai-9145a  
Flat Knit rib



A3 CPai-9139  
Woven Patch



A4 CPai-9144  
Flocking with  
running stitch


  

revision:

revision:

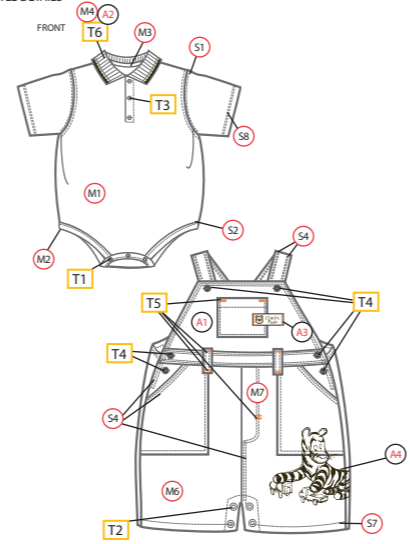
revision:

revision:

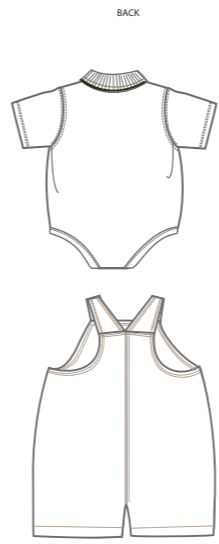
	DESCRIPTION	2 Pc Shortall Set	STYLE	16390010TAR
	REF#	HNRB3-0010	SEASON	Transition 2009
	SIZE RANGE	Newborn, 3, 6, 9 months	DATE	10-3-08
	STORE	Target	REVISED	
	Merchandise/Design:	Janet Schoenborn/Crystal Hanson		

STYLE DETAILS



BACK




MANUFACTURING DETAILS	
<b>Bodysuit</b>	
(M1) Front, Back, Sleeves, Placket, Facing (A)	(M12)
(M2) Binding at leg opening (B)	(M13)
(M3) Neck Taping (C)	(M14)
(M4) Purchase Collar (T6) (A2)	(M15)
(M5)	
<b>Shortall</b>	
(M6) Front, Back, Straps, Pockets, Bib, Belts, Facing (D)	(T1) 3, 16/L enamel long prong ring snaps Snow White (lead free) 3 Bodysuit Crotch Opening
(M7) Faux Fly	(T2) 4, 16/L enamel long prong ring snaps Contre Brown (lead free) 4 Shortall Crotch Opening
(M8)	(T3) 3, 18/L Chalk Buttons - Snow White - on bodysuit Front
(M9)	(T4) 6, 18/L Horn Buttons - on shortall
(M10)	(T5) 8 Bar tacks - Carrot
(M11)	(T6) 2 1/2" Purchase Collar

FABRICATION							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Colorway 1	Snow White	Snow White	Carrot	Y/D Plaid CPpi-9031			
Fabric	Jersey 100% Combed Cotton with Silicone Weave 215 gm/m2	1x1 Rib 100% Combed Cotton with Silicone Weave 220 gm/m2	Jersey 100% Combed Cotton with Silicone Weave 215 gm/m2	Twill 100% Combed Cotton with Silicone Weave Size	Interfacing as required		
Colorway 1	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Fabric							


SPECIAL INSTRUCTION:		STITCH DETAILS		ALL-THREAD DTM UNLESS NTD	
<p>Please be advised that for all KHD product either 4 hole or 2 hole buttons must be sewn using an "Electric Sewing Machine" such as the Juki 3462DT, or a Juki 9818 or Brother BE63C, or an equivalent machine. CPi fabric method or machines can not be used. Only 4 hole buttons can be used and button must be sewn by hand different machines.</p>		S1 - SPLIT NDL	S4 - D/N	S11 - ZIG ZAG STITCH	www
		S2 - EDGESTITCH	S7 - S/N HEM	S12 - COVERSTITCH	xxxxxx
		S3 - 1/4" S/N	S8 - D/N HEM	S13 - PEARL EDGE STITCH	
				S14 - BABY ROLLED HEM	

	DESCRIPTION	2 Pc Shortall Set	STYLE	16390010TAR
	REF#	HNRB3-0010	SEASON	Transition 2009
	SIZE RANGE	Newborn, 3, 6, 9 months	DATE	10-3-08
	STORE	Target	REVISED	
	Merchandise/Design:	Janet Schoenborn/Crystal Hanson		

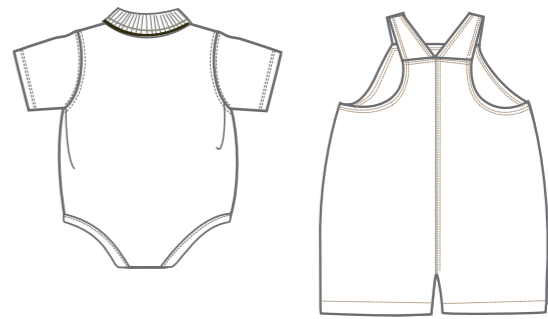
  

For Spec Dept

FRONT



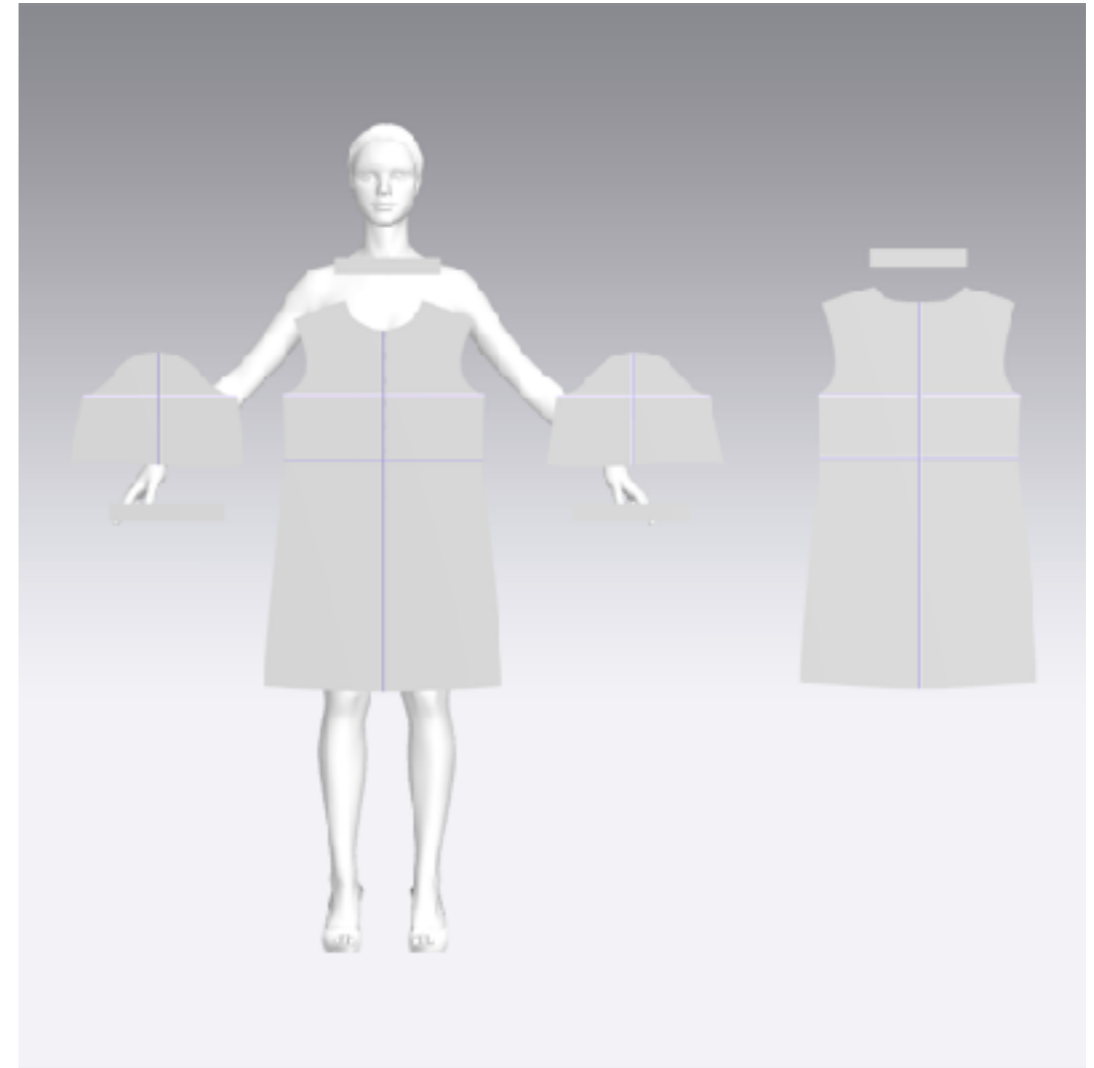
BACK



# Tech Packs: Calvin Klein Layette for TJ Maxx



**Clo3d Virtual Software:** Sleeveless tank and long pleated skirt



**Clo3d Virtual Software:** Technical flats and construction pattern screenshot

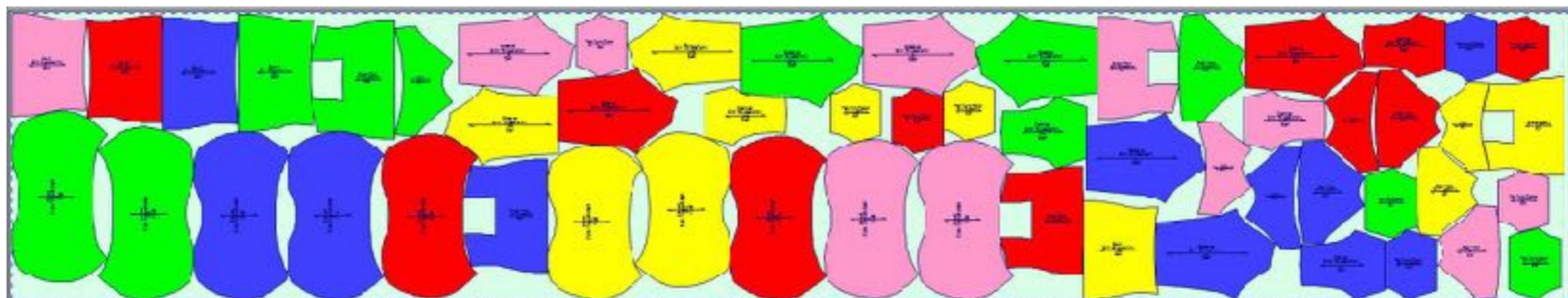
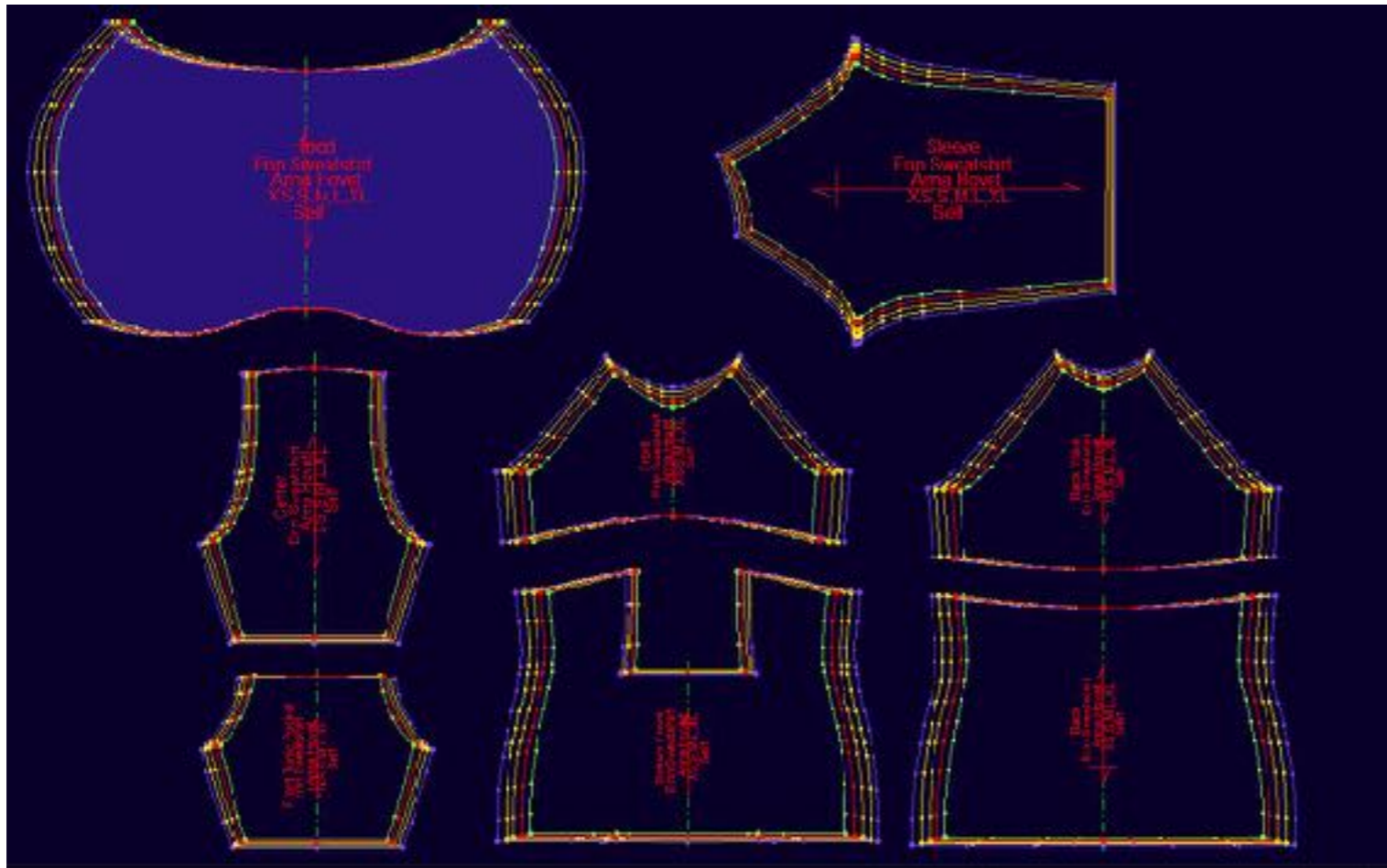


# PATTERN-MAKING

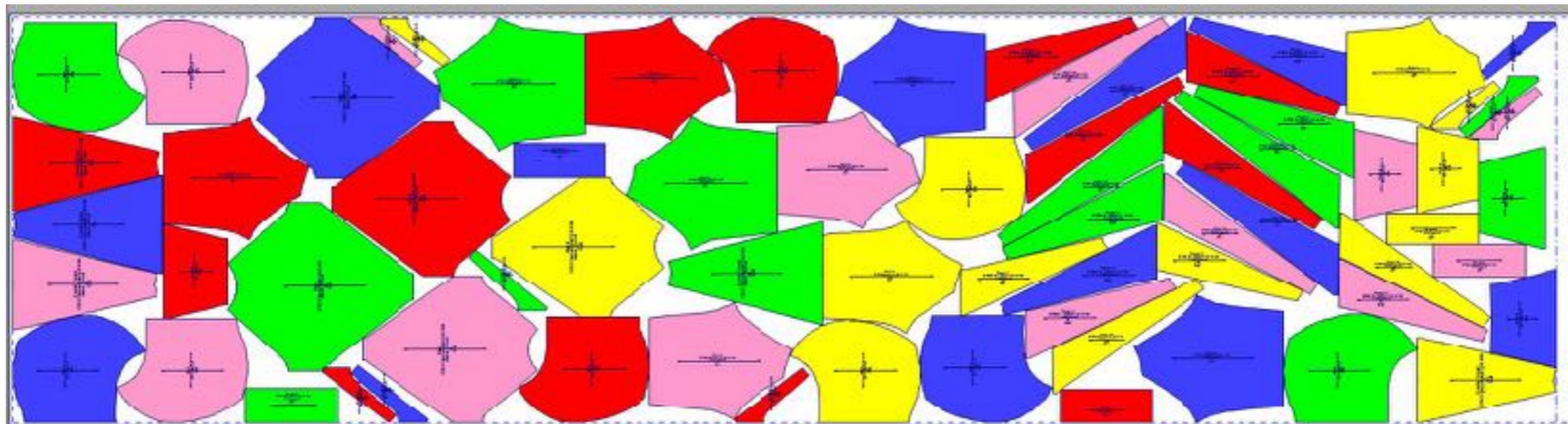
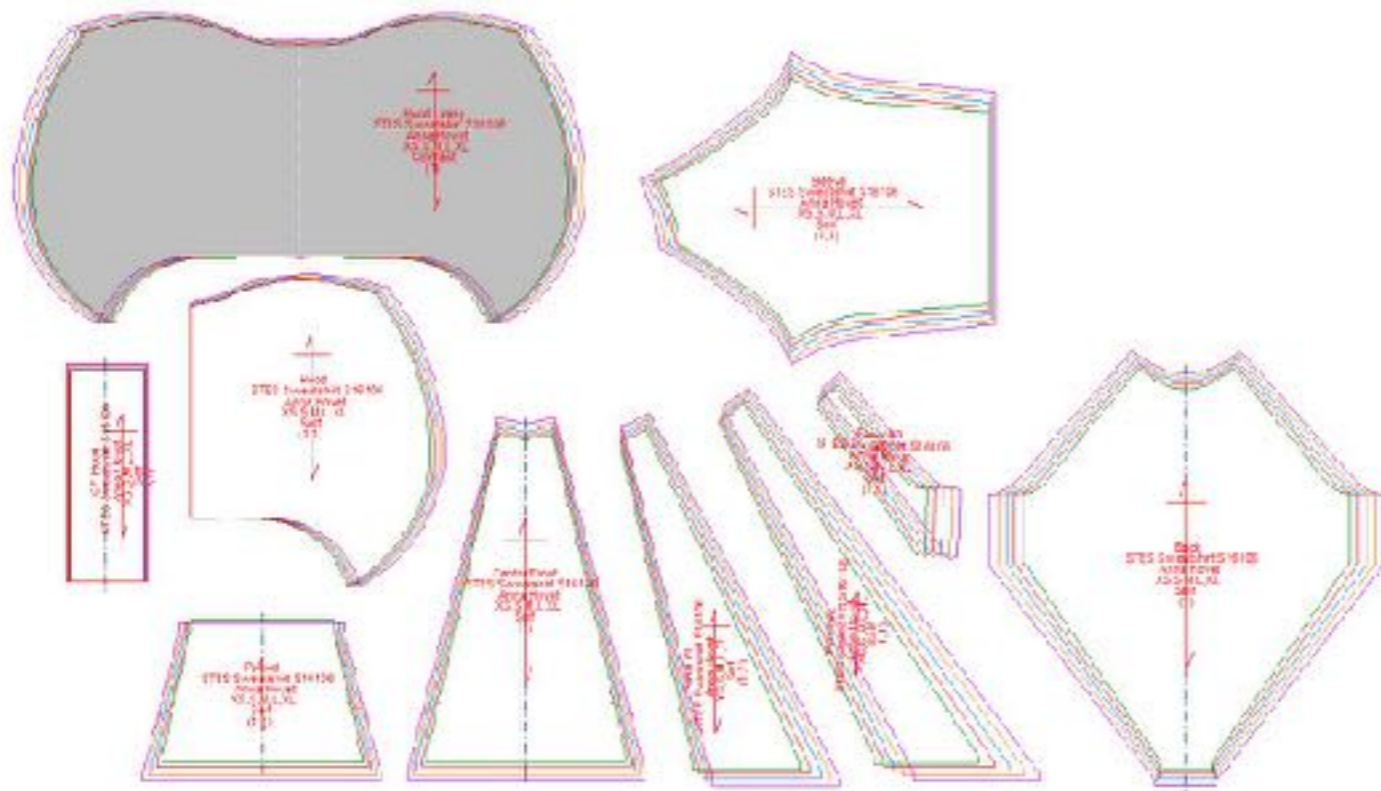
Anna Hovet Dias personally crafted the patterns for every garment in the Anna Hovet collection. She initiated the process by draping fabric, which was then translated onto paper, preserving the soft fluidity of drape. Over several years, Anna manually graded sizes and puzzled markers using mathematical precision. However, in 2013, she transitioned to digitizing and grading patterns through software. Despite this shift, Anna continues to create initial patterns by hand before refining the digitized versions.



Sarah Moore



**Erin Hooded Sweatshirt** - Tunic length hoodie with interior front pocket, draped oversized hood and extra long sleeve cuffs

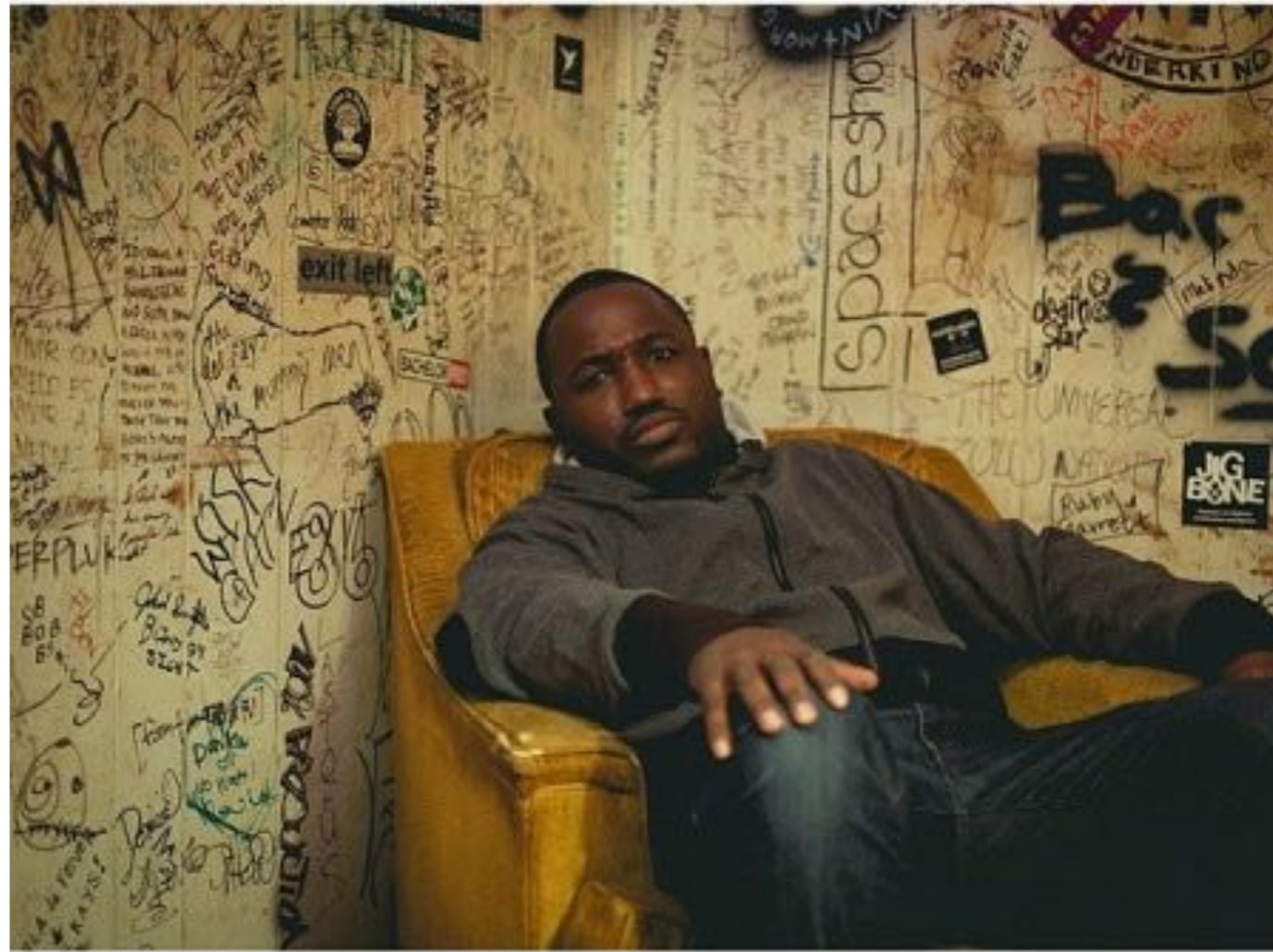


**Stes Hooded Sweatshirt** - Raglan sleeve top with front pocket, draped oversized hood and piped seaming.

# PRESS + EVENTS

---

A fixed name in the Chicago fashion scene, Anna is an industry leader who's designs have been featured in multiple publications and celebrities. She been awarded "Chicago Best Fashion Designer," "30 Under 30," and "Chicago's Top 50 Design Influences." She has produced and participated in over 100 runway shows, photoshoots, and exhibitions.



Comedian Hannibal Burrell

anna **h**ovet  
**BEST OF CHICAGO!**

Best local clothing  
 designer



READER

MileagePlus  
 UNITED

Spend Chicago  
 Fashion Week  
 with Anna Hovet

LEARN MORE



ACCENT the good life

Sunday, September 13, 2015

B

COLLEGE BASKETBALL

1000 Harvard Crk. ... Sunday 1:00 PM ... Sports  
 Pitt v. Duke ... Sunday 1:00 PM ... Sports  
 123 Auburn St. ... Sunday 1:00 PM ... News  
 www.wisconsin.com



A fresh  
 face in  
 fashion

Grand Forks native Anna Hovet  
 establishes clothing brand

Story | Pamela Knudson

At the height of the recession that rocked the nation's economy in 2008, Anna Hovet was laid off from her first fashion design job in Chicago. "It was a blessing in disguise," she said.

The Grand Forks native had recently graduated from the School of the Art Institute in Chicago and had begun working there as a designer of baby clothes for Target, Ekin, Kenneth Cole and Calvin Klein for a company based in New York. "The company laid off our whole office in Chicago," she said.

Even so, she was not filled with regret; there were drawbacks to her job. "I sat at a computer all day," she said. "It was boring."

The spark was just the push she needed to start her own clothing design company "at a time when other businesses were going out of business," she said.

"It's funny how things work out."

Things have worked out well for her and the company she launched in January 2009. At Anna Hovet Designs, she is chief executive officer and head designer.

A few months later, she was selected as designer in residence at the Chicago Fashion Incubator, a City of Chicago-sponsored program to help fashion designers start businesses.

Since then, Hovet has made an impression on Chicago's fashion scene with her contemporary, street-style clothes that are on trend but are also cozy and comfortable, she said.

Her collections feature jersey dresses, cozy sweaters and outerwear. "I have really become known for hoodies — beautifully draped hoodies," she said.

This summer, she was named "Best Local Clothing Designer in Chicago" by the weekly Chicago Reader, which posts its top picks in various categories — like bars and restaurants — each year.

Grand Forks native fashion designer Anna Hovet wears one of her own designs during an appearance at Kinnison Lifestyle Boutique earlier this summer. Kinnison is the exclusive retailer of Hovet's fashion line in North Dakota. The clothing is also sold at boutiques in Chicago, where Hovet currently resides, and New York City, and online at [www.annahovet.com](http://www.annahovet.com).

See more photos of Hovet's designs on B2.

HOVET: see B2

BUSINESS Castles for sale

Chicago Tribune

SPECIAL STYLE SECTION INSIDE

When less is more

SUNDAY, OCTOBER 18, 2009 | The Midwest's largest reporting team | 24 hours at [chicagotribune.com](http://chicagotribune.com)

Chicago Tribune SUNDAY, OCTOBER 18, 2009 | \$4.00 (\$4.50)

style

Dare to pare

Fashion Focus Chicago peels away big shows in favor of intimacy

Anna Hovet is fashion's QUEEN OF COMFORT

BY MICHELLE PEREZ  
 Photo by JEFFREY M. HARRIS

Chicago's fashion scene has long been a hotbed of avant-garde designers, but one name has recently emerged as a force to be reckoned with: Anna Hovet. The Grand Forks native, who moved to Chicago in 2009, has established a reputation for her comfortable, contemporary designs. Her collections feature jersey dresses, cozy sweaters and outerwear. "I have really become known for hoodies — beautifully draped hoodies," she said.

This summer, she was named "Best Local Clothing Designer in Chicago" by the weekly Chicago Reader, which posts its top picks in various categories — like bars and restaurants — each year.

The next generation of entrepreneurs: Anna Hovet at TEDxGrandForks

TEDx Talks 22,876 subscribers

Subscribe

109

Share

Download

Close

**PRESS** - Chicago Reader, Lucky Magazine, Grand Forks Herald, Chicago Tribune, Chicago Suntime, NBC5 Chicago, ABC7 Chicago, NBC 1st Look, Newcity, Chicago Scene, Chicago Social



**Runway** - Custom and collection garments for charity, corporate, and indie fashion events

THANKS!

---

contact: [annahovet@gmail.com](mailto:annahovet@gmail.com)



Photo: Ian Merritt