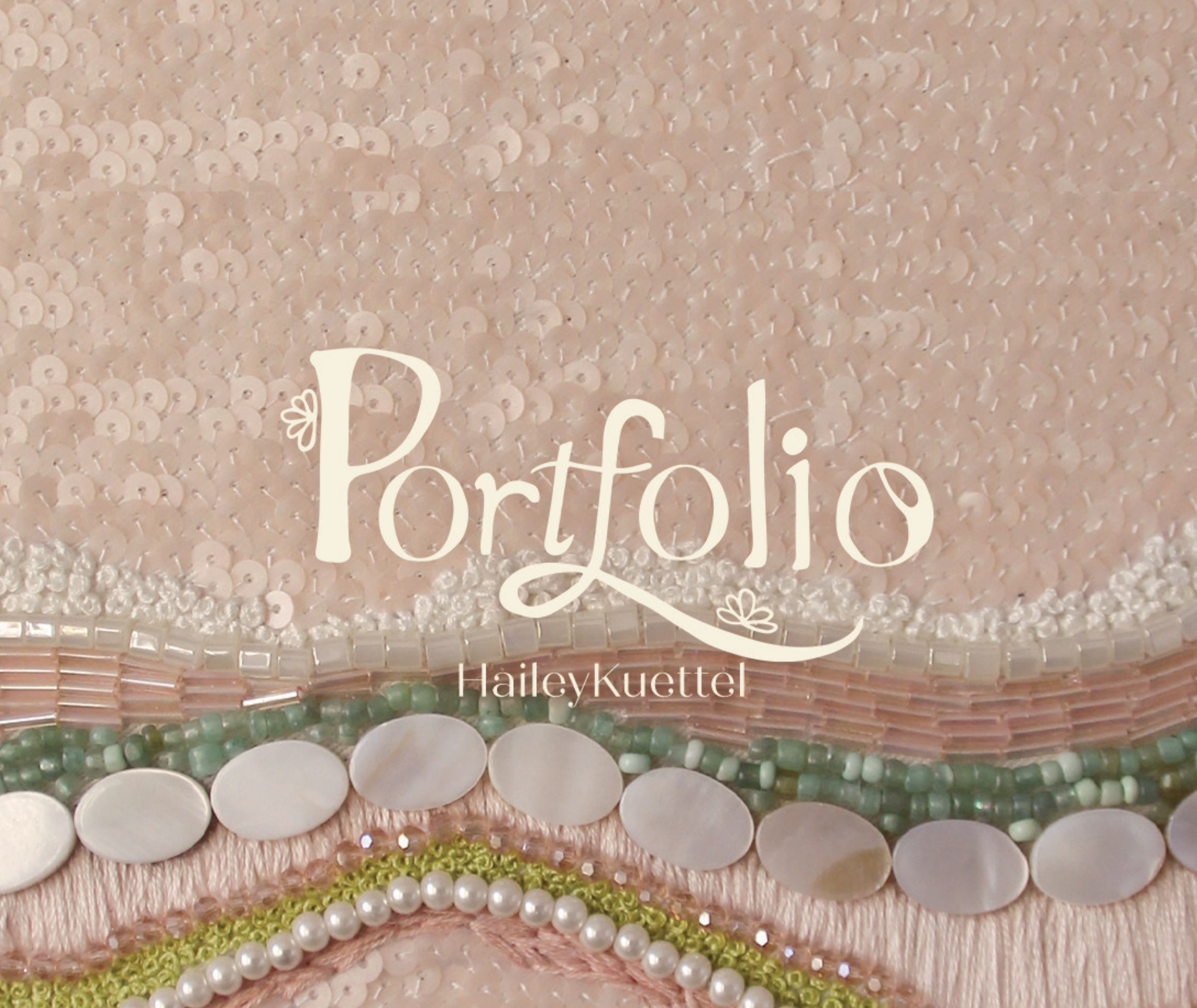




Portfolio

HaileyKuettel



About the Artist

As an artist, my work centers around slow, detailed hand processes, with embroidery and beadwork as my primary mediums. I am drawn to the quiet rhythm of building a piece one stitch and bead at a time, allowing the work to slowly grow and evolve. The repetitive nature of this process becomes calming and meditative, making time and patience an important part of how each piece takes shape. Much of my work focuses on transforming existing materials and exploring how they can change into something new. Through fabric manipulation, layering, and embellishment, I am interested in how small elements come together to create texture, movement, and light. My practice values slowness and careful attention to detail, where repetition and handwork guide the final outcome of each piece.



This body of work is inspired by the theme of erosion and renewal, and the rhythm of transformation, specifically how nature wears away, rebuilds, and forms beauty through gradual change. As an artist I have always been drawn to the micro details found in nature and the natural patterns and textures that are formed over time.

The combination of embroidery, fabric manipulation, and crochet allows for the creation of layered, tactile surfaces that feel both structured and organic. The slow, repetitive nature of these techniques reflects the processes being explored, where each piece develops gradually through repeated handwork.

While this body of work moves between fine art, textiles, and wearable forms, each piece is tied together through a shared focus on repetition, layering, and transformation. A consistent color palette and material language create cohesion across the series, as the work shifts from flat surfaces to more dimensional and wearable forms.

The series invites viewers to slow down and consider the value of time, process, and subtle change, encouraging a moment of pause where small details, texture, and light can be noticed more closely.

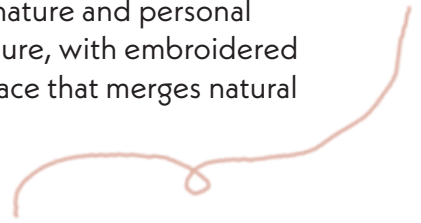




1. Time in Rings



Time in Rings was created for a competition centered around the theme "Traces of Transition: Embroidery that Illuminates the Layers of Our Lives." Inspired by the natural rings found within a tree trunk, the work combines embroidery and wood to explore layers of memory, growth, and the passing of time through both nature and personal experience. The three pieces represent the past, present, and future, with embroidered surfaces inlaid into carved wood slices to create a unified flat surface that merges natural material with handwork.





Process









2. Earth & Tide Bags



This mini-collection explores translating heavily embellished textiles into functional forms through a pair of hand-embroidered bags. The work focuses on material experimentation, incorporating beads made from natural elements like seashells and wood.

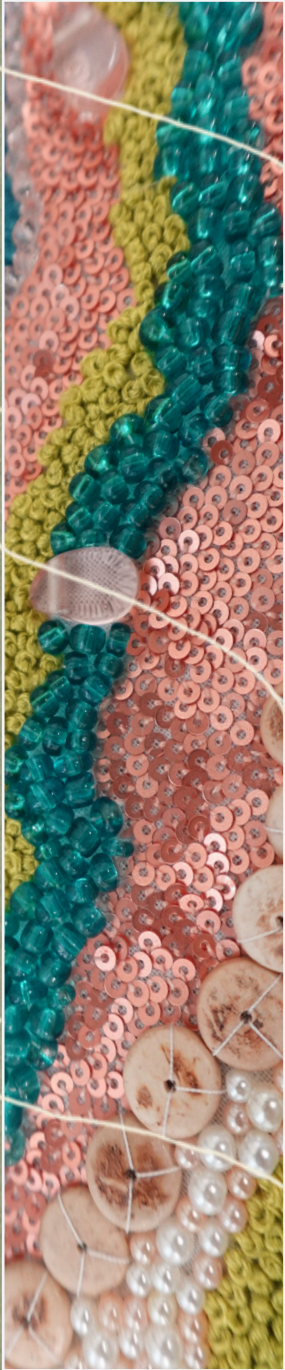
An important focus of the process was learning how to handle and construct embellished fabrics, developing techniques that allow detailed surfaces to be sewn into structured, wearable accessories. Each bag combines embroidery, crochet, and fabric manipulation to balance texture and form.





Process





3. Stratum



Stratum is a piece inspired by the distinct parallel lines of sedimentary rock, often visible as bands of different colors and textures formed gradually over time. Through layered beadwork, sequins, and embroidery, the piece reflects the slow accumulation and erosion found in natural landscapes.









4. Let It Evolve

Let It Evolve was created through a collaboration with a graphic design major, where together we designed a complete alphabet that was translated into embroidered and embellished textile letterforms. To connect the piece back to the larger body of work, we chose the phrase "Let It Evolve," reflecting ideas of gradual transformation over time. The finished letters were cut out and arranged into a framed composition surrounded by layered felt and free-motion embroidery.







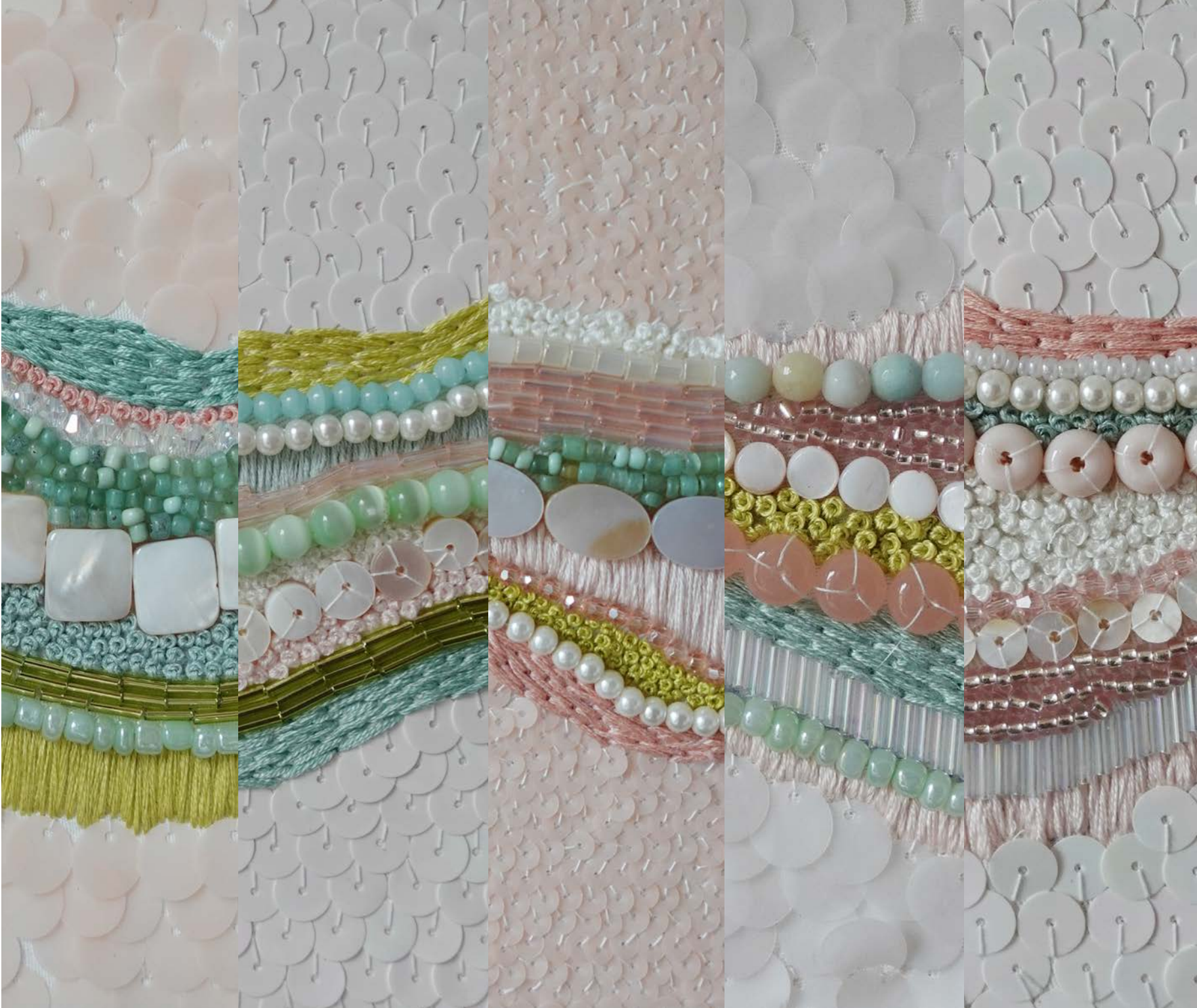


5. Passing Through



Inspired by subtle movement found in nature, this series explores ideas of erosion, accumulation, and gradual change through layered embroidery and embellishment. Flowing lines move across each piece like traces left behind by water, wind, or shifting landscapes, while the colors slowly fade throughout the series over time. The repetitive handwork reflects the slow natural processes that inspired the work.



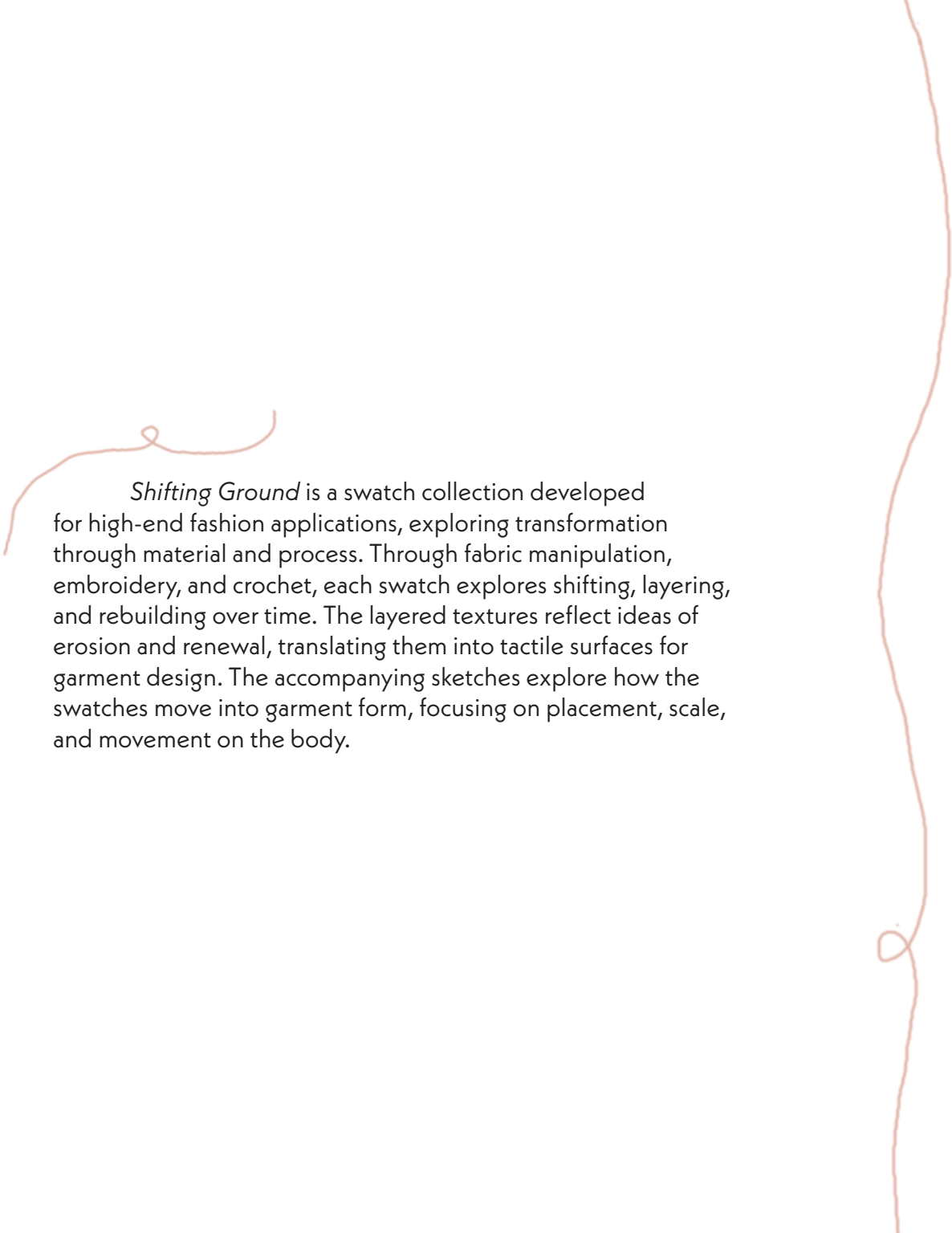








6. Shifting Ground[❧]



Shifting Ground is a swatch collection developed for high-end fashion applications, exploring transformation through material and process. Through fabric manipulation, embroidery, and crochet, each swatch explores shifting, layering, and rebuilding over time. The layered textures reflect ideas of erosion and renewal, translating them into tactile surfaces for garment design. The accompanying sketches explore how the swatches move into garment form, focusing on placement, scale, and movement on the body.







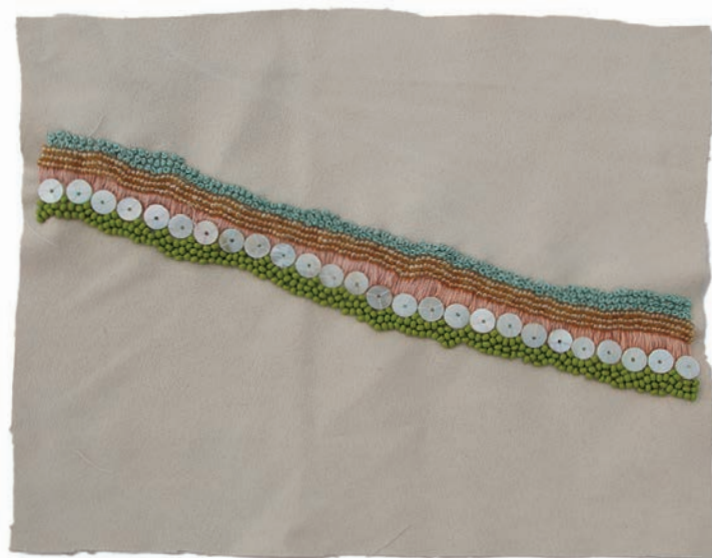
Pebbles

HK25_ERS_P



Blush Petal

HK25_ERS_BP



Soft Fracture

HK25_ERS_SF



Unearthed

HK25_ERS_U



Shore Flowers

HK25_ERS_SF



Ripple Bloom

HK25_ERS_RB



Water Petals

HK25_ERS_WP



Blush Break

HK25_ERS_BB



Waterlines

HK25_ERS_W



Fallen Layers

HK25_ERS_FL





7. The Dress in Two Acts



The Dress in Two Acts was created in response to the short lifespan of special occasion garments, which are often worn only once before being stored or discarded. The piece explores an alternative approach where transformation becomes part of the design, allowing a single garment to evolve over time rather than remain fixed. The title reflects this shift, with the dress unfolding in two stages rather than existing as a single, final form. The biodegradable sequins were developed through extensive material research and experimentation, focusing on how they could dissolve while still maintaining their visual impact.

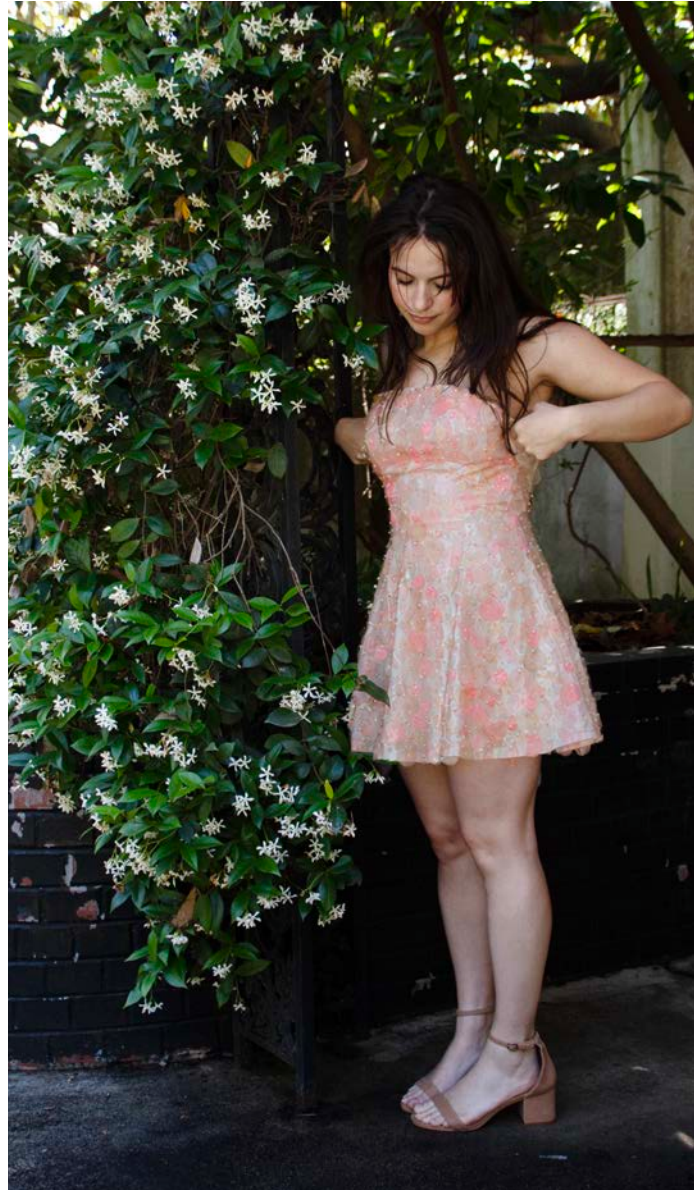
Designed for occasions where garments are typically worn only once or twice, the dress transforms through interaction. As the sequins dissolve in warm water, the outer layer disappears to reveal a second layer of embellishment underneath, creating a completely new version of the dress. Constructed in a simple silhouette and fully embellished with sustainable sequins, the piece extends its lifespan by offering two distinct states within one garment.







These swatches document the experimentation and material testing behind the final garment. Early samples explored changing the amounts of glycerin and gelatin to alter the texture and dissolving process of the sequins, while later tests focused on how the surface could wash away to reveal an equally visually appealing layer underneath. Additional samples experimented with the scale and size of the sequins used throughout the dress.







8. Wild Garden

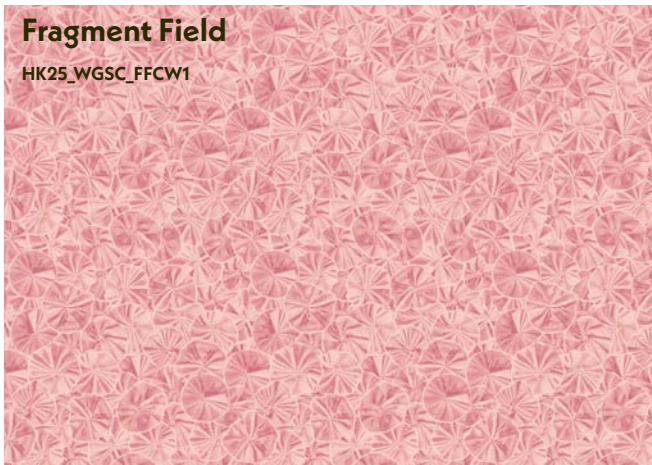
Wild Garden is a ten-piece pattern collection created using visuals from my existing work. The color palette is inspired by the soft pinks found in flower petals and the greens of moss and foliage. Each pattern takes on an abstract interpretation of a flower garden, focusing on the textures and natural formations found within it.

The collection was developed using scans of my embroidery, fabric manipulation, and experimental swatches, which were then translated into pattern designs. It is intended for higher end fashion pieces, bringing together detailed surface design with light, flowy materials. A selection of the patterns was printed and used to create two dresses based on my original sketches, allowing the designs to move from surface into form. The dresses focus on layering both pattern and fabric, creating depth and movement that reflects the feeling of an overgrown growing garden.



Fragment Field

HK25_WGSC_FFCW1



Worn Lines

HK25_WSC_FFCW1



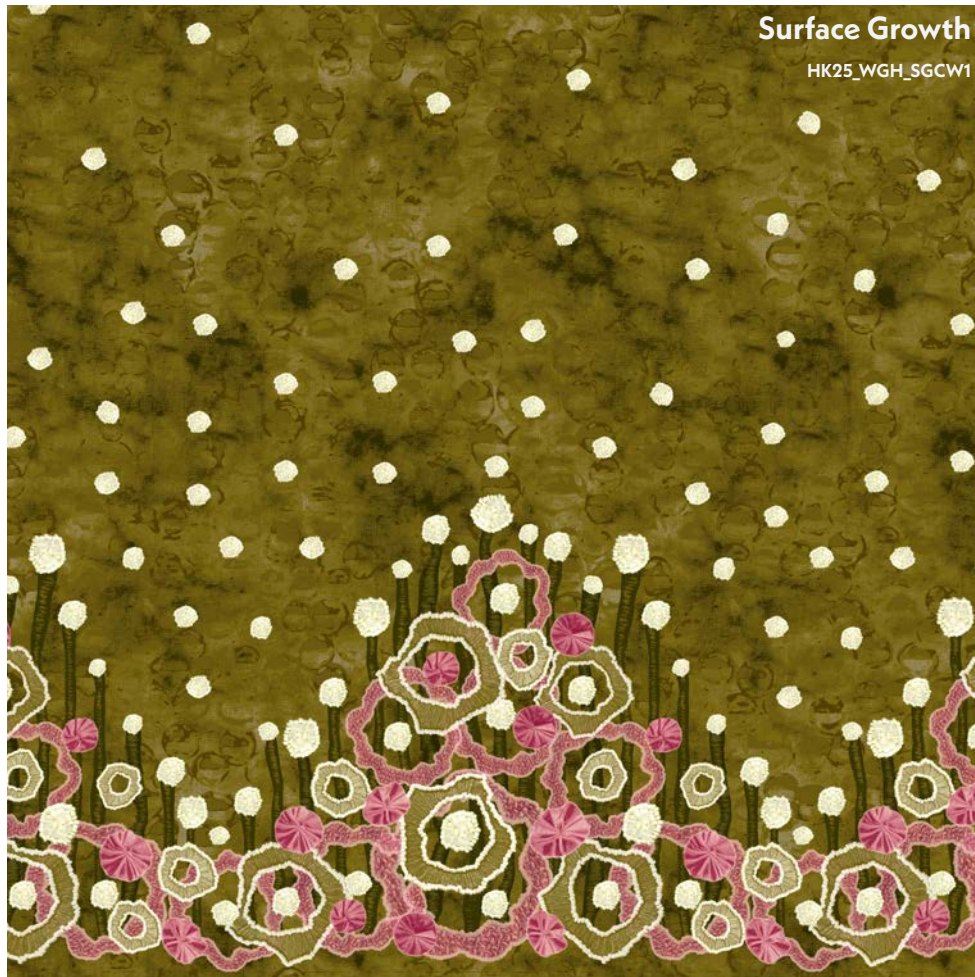
Sediment Scatter

HK25_WGSC_SSCW1



Surface Growth

HK25_WGH_SGCW1



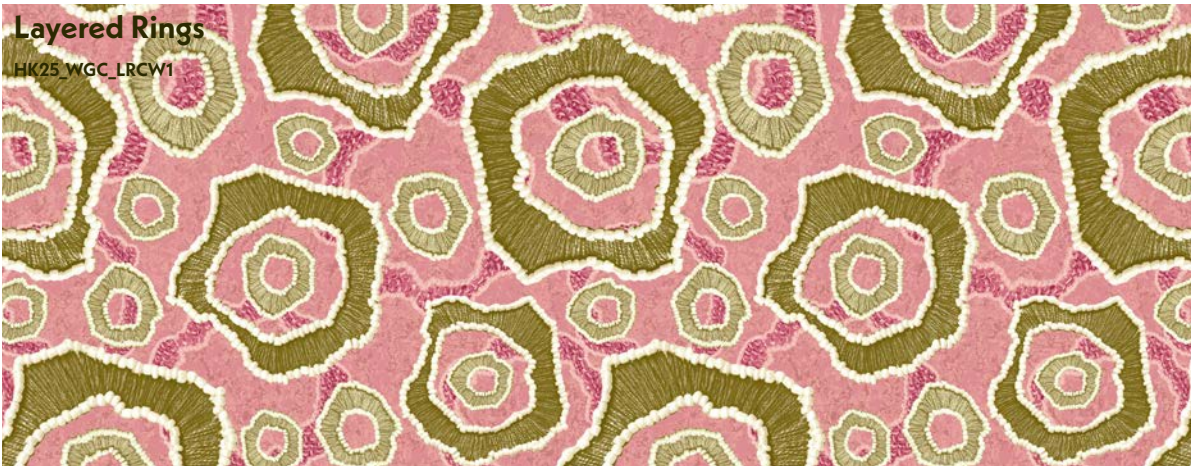
Soft Residue

HK25_WGC_SRCW1



Layered Rings

HK25_WGC_LRCW1



Gathered Forms

HK25_WGC_GFCW1



Pulled Along

HK25_WGC_PACW1



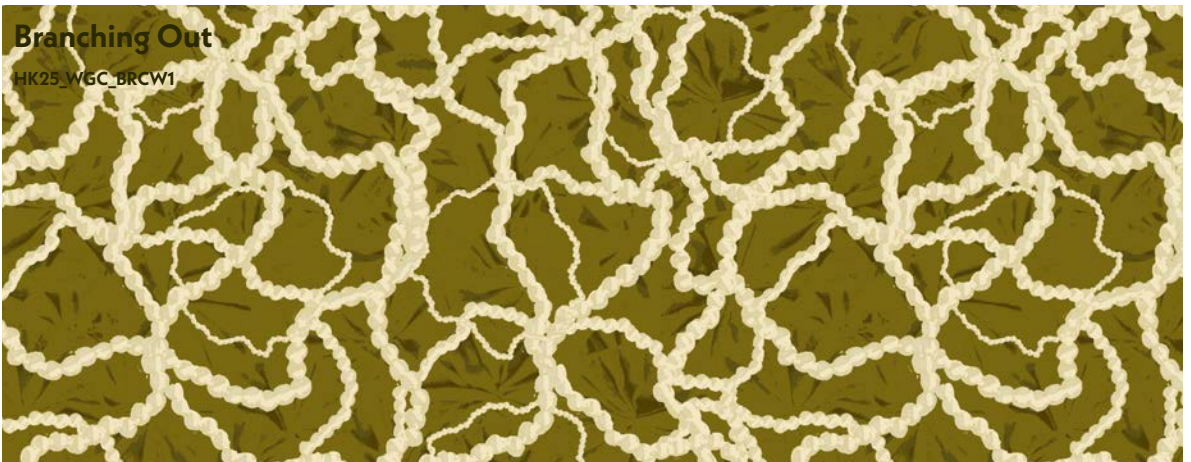
Gathered Forms

HK25_WGC_GFCW1



Branching Out

HK25_WGC_BRCW1









Hailey Kuettel

haileykuettel.com

 [oaks_studio](https://www.instagram.com/oaks_studio)