

Gabrielle Polesy

Research Document

Collections Class A Semester 1 2024/2025

Inspiration and Translation

Research

Vogue runway : Dries Van Noten

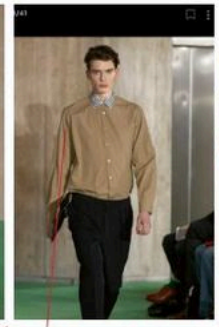
Fall 2009 Menswear

The shirt being unalligned is unqiue and interesting to me

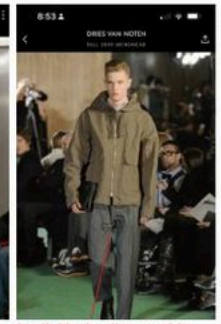




I really like the matching suit set with stripes too

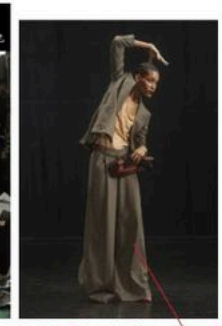


The collar being a different print/ fabric is really interesting

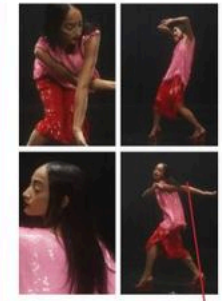


I really like the silhouette of the jacket and the way it fits

Fall 2021 Ready to Wear

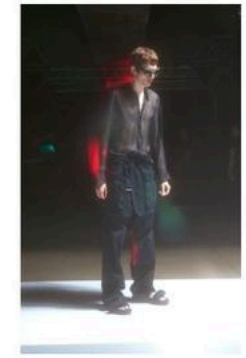


I really love the baggy pants, and want to work with this style more



The fabric included is really beautiful and i love the pink with the red

Spring 2022 Menswear

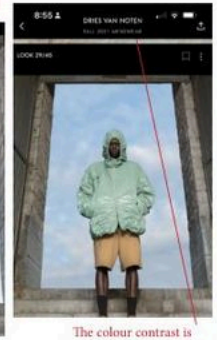


I lvoe a sheer shirt and the layering of pants and a skirt

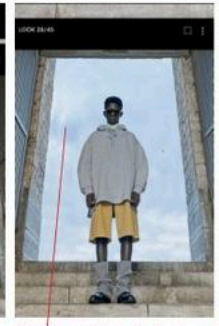
Fall 2021 Menswear

I love the differnt fabrics and textures in this

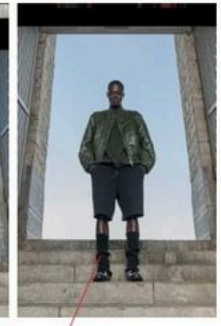




The colour contrast is interesting and the fabric choice and contrast



Nice silhouette, love the shorts with a long top



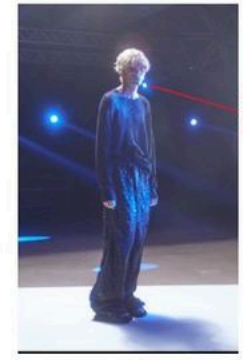
Love the way this has been styled and the leg warmers



Love the mixing of prints and i really love the styling



The styling stands out to me, the hat is something i want to incorporate in my collection



I really love the pants texture and unique finish and the baggy silhouette

Spring 2021 Ready to wear

I really love the wide range of colours



The mixing of colours and textures stands out to me



The craftmanship is really beautiful



I love the mixing of textures, colours and the finishes



The layering and colour mixing is so beautiful



Again the mixing of fabrics and unconventional colours, prints is so nice





Again the texture of the shirt is beautiful and the monocromatic outfit with the heels is really beauitful, and i love the orange

Red annotations highlight potential inspiration from the collection

Inspiration and Translation

Research

Vogue runway : Dries Van Noten

Fall 2023 Ready to Wear


The layering and contrasting colours and textures


I love the high boots with a long skirt, and the skirt shape


I love the mixing of the floral print


The layering is really interesting and i love how the layers are mixed fabrics

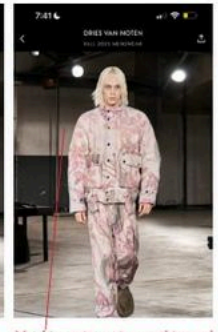

I love the simplicstic and chic styling and garment choice

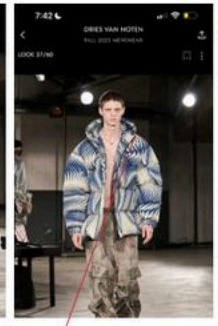

The textile combination is beautiful, and the high neck

Fall 2023 Menswear

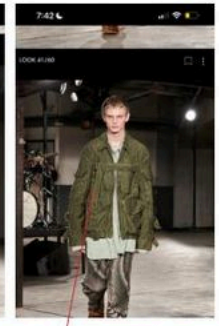

Love the layering and asymetric look


Mixing of the same pattern in different colours and scales is nice


Matching print set is something really nice to me


Love the mixing of completely opposing textile prints

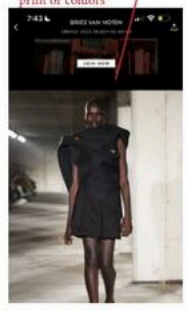

The print colour contrasts but also compliments each other so nicely

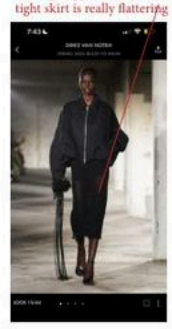

I really like the layering and the mixing of unqiue fabrics

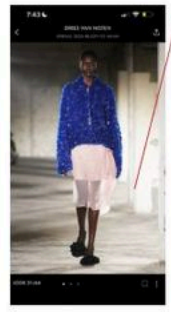
Spring 2023 Ready to wear


this silhouette is super beautiful to me


The finish of this look is chic and beautiful

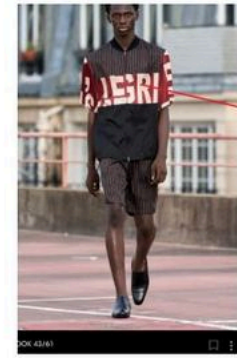

Love that the silhouette speaks for itself despite no print or colours

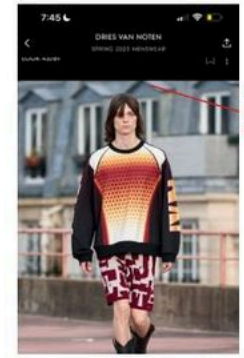

The big baggy jacket paired with the tight skirt is really flattering

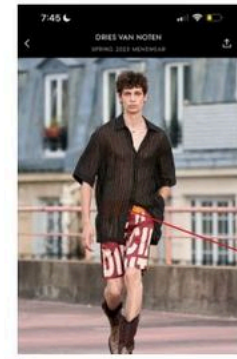

the matterial is super unconventional but makes the garment interesting and unique


I love a floral print and i really like how two different coloured ones have been mixed

Spring 2023 Menswear


I like how the two different prints that typically would not go together have been mixed so seamlessly


I don't like the top but i like the idea of using typography for a print (the shorts)


I find again the mixing of opposing fabric prints so interesting and something i really want to be able to master in my collection

Red annotations highlight potential inspiration from the collection

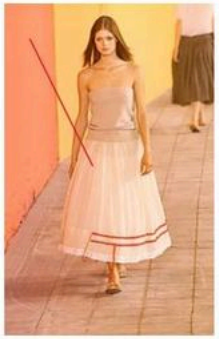
Inspiration and Translation

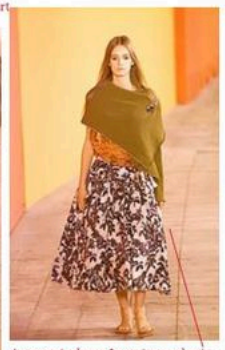
Research

Vogue runway : Dries Van Noten

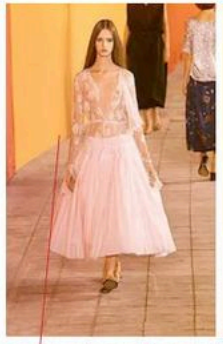
Spring 2000 Ready to wear:
- Bright, contrasting colors added a youthful touch to the inspired designs.
- a collection about passion and love, something to prove that intensity is not necessarily about women with tight clothes and high heels

Simple silhouette , with flowing skirt

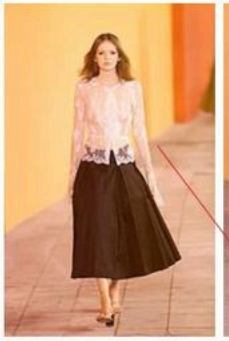




Asymetrical top, Layering and mixing of print



Sheer, elegant top with flowing skirt



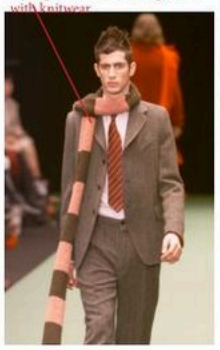


Sheer beautiful lacey shirts with a solid base material in contrast



Fall 2000 Ready to wear:

Styling with scarf , mixing formal with knitwear





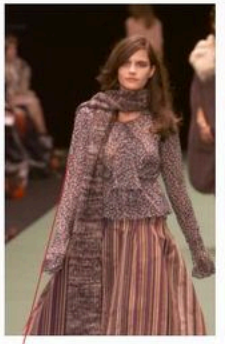
Styling with knitted hat



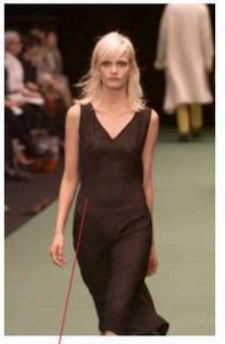
Styling with scarf, mixing orange and purple, knitwear layering



Love the colours, monochromatic look, mix of unique fabrics



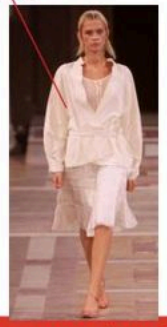
Mixing of prints and styling with scarf



Love the sheer material and silhouette of the dress that drapes softly

Fall 2000 Ready to wear:

Styling, layering and the monochormatic look



Layering, with the undershirt print



A symetrical shirt, mixing with print



Styling with the bag, printed pants

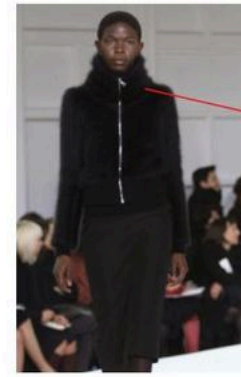




I really love the mixing of prints and the layering of garments



Fall 2001 Ready to wear:



Mohair black, fluffy knitted sweater and the high neck



Monocromatic look with beautiful knit



The orange colour and the high neck finish

Red annotations highlight potential inspiration from the collection

Inspiration and Translation

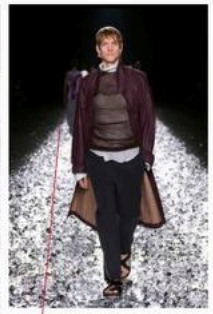
Research

Vogue runway : Dries Van Noten

Spring 2025 Menswear


Twisting effect, mixing of materials


Mixing of print and patterns


Layering and use of sheer fabric

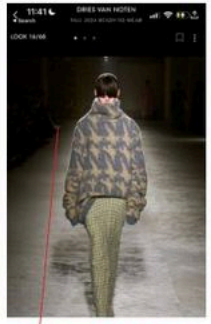

Embroidery and craftsmanship


Asymetrical, twisted effect, contrasting shades

Fall 2024 Ready to Wear


Colour contrasting, bright colours


Love the shorts, using knitwear for shorts, bag and styling in knit


Mixing of print that don't typically allign, colour contrasting


I really love the styling, the layering and the bright colours


Mixing of colours, knit is super unique and intriguing to me


Love the shorts, the shirt backwards and reinvented is interesting

Fall 2024 menswear


I really like how there are accessories and styling, and the baggy pants


Love the bright colours and the placement of them together


mixing of unconventional prints


I love the unconventional fabric of the top and the baggy and drapey pants


the materials mixed in this is really interesting to me and i really love the top fabric being unconventionable

Spring 2024 Menswear


The faded top is interesting print and the sheer fabric is something beautiful


Monocromatic look


I really love the shorts, they pop a lot but are styled to be lowkey and an "everyday look"

Red annotations highlight potential inspiration from the collection

Research

Dries van Noten in conversation with Vanessa Friedman, Flanders DC Talks Podcast

- always ready for the next show straight away - which is nice because you can take notes from one mistake in a runway and improve on it
- wants to keep moving
- important to challenge himself and his team
- wants to be surprised
- he wants to surprise his team, himself and the clients (wants them to say oh this is strange, different)
- important there is always an evolution
- fashion needs to move forward both aesthetically but also in a new way, our world is moving , so should fashion
- the important part of the job is to make clothes that are wearable, people need to buy the clothes
- He wants to make clothes that you can feel the passion, the love and the passion for the past
- He loves to look at the past but not in a nostalgic way
- he really like physical research like a book, rather than internet, it can help us to dive deeper into research
- he likes imperfect, he doesn't want anything too perfect, he doesn't want perfection, he likes angles, and balance with beauty and with something that is unique
- you need to step forward, challenge and create surprise
- looking at things that are unattractive to get inspiration
- goal is to create and bring creative fashion - when you have a buy now area in the store it prevents creativity - having just a runway and possibility to then buy allows more creativity and not commercialise the pieces
- Design the collection where the garments can be separate
- first work with the fabrics, then the silhouette and idea and then come together to create separate garments and then put it all together
- clothes can get a different life if you wear your clothes in the way you want
- he believes that clothing can let you express who you are
- the new luxury is personal, its something special or meaningful
- critics create a atmosphere and can change the way he designs his collections
- he is very inspired by Antwerp - the art, the dance, the music and he loves that is a good mixture of it all in Antwerp
- he tries his best to be sustainability - he thinks that being completely sustainable is impossible in the current fashion industry

Takeaways and Reflection

- Dries doesn't follow the path of other designers, he sticks with his own instincts no matter what
- Physical research is important to him, the internet is a great source but looking elsewhere is vital in his process
- He looks at things he finds attractive to get inspiration - I think this will be an important step in my own process too

Friedman, V. (Host). (17 Febuary 2023). Dries Van Noten in Coversation with Vanessa Friedman. [Audio Podcast episode]. Flanders DC Talks

Research

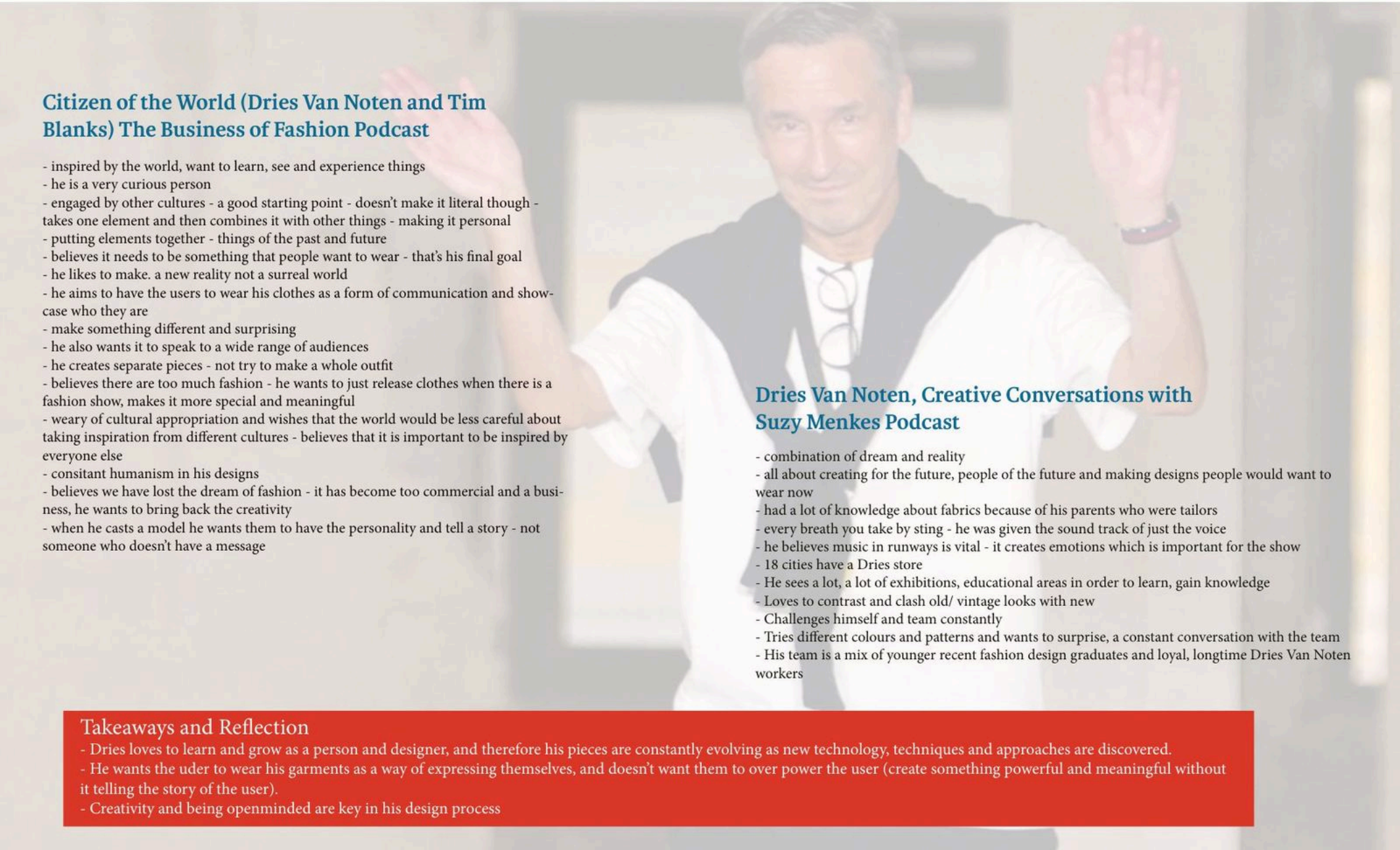
Contributor magazine: Contradictory Layers, Interview with Dries Van Noten

- Famous for his striking prints, lavish textiles and specific taste
- Elegance, charm , singularity, soulful, moving and personal
- Very quiet and lowkey designer, continues to live outside of Paris (the fashion hotspot)
- Work is life-affirming, cheerful but also follows the uncoventional beauty world
- Puig invested in the fashion house
- Independent mind , makes all decisions and completely in charge
- Took photos of flowers in his garden and used these as prints - raw and real about the flowers , found the rawness of the decay interesting, also personal because he planted these flowers himself
- Using computer manipulation, exagerating colours, contrasts
- "A flower is a true symbolic form, which attracts me in that sense."
- Likes creating and working with things that are strange
- Not everything always has to be happy happy
- Worked with gray was unusal for Dries - loves that it has multiple layers to the colour and has different meanings
- Every collection is personal and many subjective elements at play
- The collections are always his own story, showcase his soul and brain in all
- Typically reserved and modest
- Work is a mix of reality and dreams
- Loves pieces that are genuine and can be worn in different ways
- "Wildest prints need neutral shape to compliment it"
- Aims for people to choose crazy prints or materials and wear it casually everyday
- Sense of tradition in his work - not nostalgia (he likes to look forwaed)
- "There is enough vision to translate it into many ways"

Takeaways and Reflections
- Traditional but not old fashioned designer
- Likes to create things that are different and unique
- Wants to bring "creative", "wild" pieces to mundane life - make unique designs for everyday life
- very specific taste but open to change, wants to continue to evolve and grow

Research

1: Citizen of the World (Dries Van Noten and Tim Blanks) The Business of Fashion Podcast
2: Dries Van Noten, Creative Conversations with Suzy Menkes Podcast



Citizen of the World (Dries Van Noten and Tim Blanks) The Business of Fashion Podcast

- inspired by the world, want to learn, see and experience things
- he is a very curious person
- engaged by other cultures - a good starting point - doesn't make it literal though - takes one element and then combines it with other things - making it personal
- putting elements together - things of the past and future
- believes it needs to be something that people want to wear - that's his final goal
- he likes to make. a new reality not a surreal world
- he aims to have the users to wear his clothes as a form of communication and showcase who they are
- make something different and surprising
- he also wants it to speak to a wide range of audiences
- he creates separate pieces - not try to make a whole outfit
- believes there are too much fashion - he wants to just release clothes when there is a fashion show, makes it more special and meaningful
- weary of cultural appropriation and wishes that the world would be less careful about taking inspiration from different cultures - believes that it is important to be inspired by everyone else
- consitant humanism in his designs
- believes we have lost the dream of fashion - it has become too commercial and a business, he wants to bring back the creativity
- when he casts a model he wants them to have the personality and tell a story - not someone who doesn't have a message

Dries Van Noten, Creative Conversations with Suzy Menkes Podcast

- combination of dream and reality
- all about creating for the future, people of the future and making designs people would want to wear now
- had a lot of knowledge about fabrics because of his parents who were tailors
- every breath you take by sting - he was given the sound track of just the voice
- he believes music in runways is vital - it creates emotions which is important for the show
- 18 cities have a Dries store
- He sees a lot, a lot of exhibitions, educational areas in order to learn, gain knowledge
- Loves to contrast and clash old/ vintage looks with new
- Challenges himself and team constantly
- Tries different colours and patterns and wants to surprise, a constant conversation with the team
- His team is a mix of younger recent fashion design graduates and loyal, longtime Dries Van Noten workers

Takeaways and Reflection

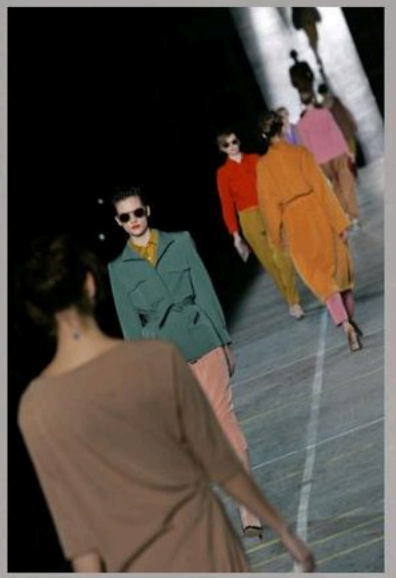
- Dries loves to learn and grow as a person and designer, and therefore his pieces are constantly evolving as new technology, techniques and approaches are discovered.
- He wants the uder to wear his garments as a way of expressing themselves, and doesn't want them to over power the user (create something powerful and meaningful without it telling the story of the user).
- Creativity and being openminded are key in his design process

Research

1 Granary Dries Van Noten: How to pull off creating 100 shows

- Grew up with a boutique in Belgium
- Rebelled against the family and went to fashion school
- Design was more of an ambition than selling
- To afford fashion school he created commerical collections for manufacturers
- A slow, confident mover in the fashion industry - doesn't feel the urge to over advertise or design for someone else
- Believes in pure creativity, but in the world now, sales are more important than creativity
- Tries to design as a reaction to the current world - it can help make the world feel better
- He doesn't like product, PR, marketing, merchandising out doing the actual fashion - he thinks its important but creativity is more
- He prefers a slower fashion industry and how the fashion world used to work - it went from the designer making the choices to merchandiser choosing what will help the company make the most money
- He believes the input of creative people will no longer be important and it will be all about money
- "Clothes are something you make with your heart."
- "People have to know that you, as a designer, will take risks"
- Graduated fashion school in Antwerp in '80 - one of the Antwerp 6
- Took time building the brand, don't rely on being hot or not
- Open to new designers stoppping by his company to see how the business works - open to help in any way
- Curious person, important to have an open-mind and be surrounded by people with an open mind
- When people apply to his company he looks for someone who suprises or shocks, not who looks like his work
- Building a collection: Creating a character, where do they holiday? married? many lovers? drink? Car? Which tells him what she wears, makeup, freedom to be creative and add layers
- Passion is more important than knowledge - knowledge you can teach

Takeaways and Reflection
- Dries is a traditional designer who likes slow, non-trendy fashion
- Designs from the heart, Fashion is a form of art and not all about business
- Doesn't rely on PR, being Hot, creativity is more important
- Designs with an open mind, works with open minded people, finds passion and creativity more important
- Designs reacting to the current state of the world



Francis Bacon (Fall 2009) - strange colours, "rotten shrimp"

Research

Vestoj: CONVERSATIONS ON SLOWNESS Dries Van Noten on avoiding traps, trickery and other shenanigans

- Revolutionary that a brand could come out of Belgium (which was once seen as a place that could never be a fashion spot)
- "I don't want to be nostalgic" - doesn't want to dress up in old clothing, wants fashion to continue to evolve
- Doesn't see his clothes as just more products in the world - try to make things with reason and not just to make money
- Wants to create clothes that allow users to communicate their personality, be themsevles, expression
- Puts his heart in everything he does
- Sucess is about living a good life - and he tries to apply this to his work,
- Wants to put all energy into colours, fabrics - thats the first thought , not about whether it will sell - creativity is first
- He didn't set out to be different or rebel, it happend naturally when coming out of Antwerp as a designer, because this was very abnormal at the time
- He wants to suprise, stimulate, and not fall into a formula where his brand continues to do the same thing
- Research is important in the process, a blank page every new season
- Doesnt make pre-collections, marketing, is because the team wouldn't have time to create the collection they wanted (he has a small team), he is very involved and sees every part of the collection
- Doesn't want to come off as a commerical designer
- Wants his collections to be honest and straightforward - not focusing on the commerical sucess

Takeaways and Reflection
- Dries doesn't follow what other brands are doing, stands strong with what he believes in and follows his own path best for his brand
- Happy to see fashion continue to evolve and doesn't want to be nostalgic in designing, focuses on continuing to grow and change
- All about creating meaningful designs that all the user to express themselves
- Not a commercial designer
- All about fabrics, finishes and craftmanship

In Class Activity

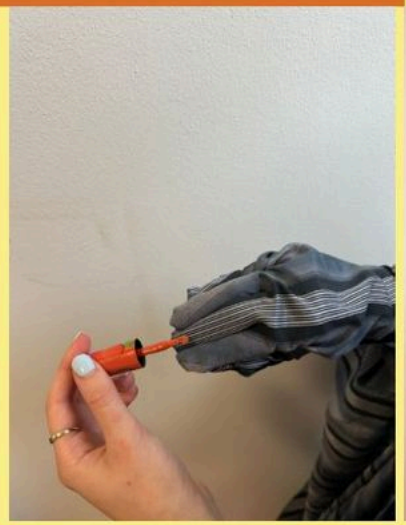
One Minute Sculpture

















Reflection

The one minute sculpture activity was a great way to get back into the creative mindset. It was interesting to see how different everyone approached the assignment, however it really inspired me and reminded me how you can approach work in so many different ways.

My two favourite are highlighted, the first was really enjoyable to create because firstly it was quite funny. But I think that the portrait approach has a lot of character and tells a strory without there being any words. The photograph captures a character that is minimal, yet still has a lot going on. The second favourite is more poetic and i really like how the shirt is draped, it creates interest in the garment. I really love how the photograph makes me feel.

Inspiration and Translation

Homework task Reading
Andy Warhol on Beauty

very backwards and follows "beauty" from generations ago

What is beautiful, what he loves

beauty is time-less, it can't change based o

Andy Warhol
On Beauty//1975

I've never met a person I couldn't call a beauty.

Every person has beauty at some point in their lifetime. Usually in different degrees. Sometimes they have the looks when they're a baby and they don't have it when they're grown up, but then they could get it back again when they're older. Or they might be fat but have a beautiful face. Or have bow-legs but a beautiful body. Or be the number one female beauty and have no tits. Or be the number one male beauty and have a small you-know-what.

Some people think it's easier for beauties, but actually it can work out a lot of different ways. If you're beautiful you might have a pea-brain. If you're not beautiful you might not have a pea-brain, so it depends on the pea-brain and the beauty. The size of the beauty. And the pea-brain.

I always hear myself saying, 'She's a beauty!' or 'He's a beauty!' or 'What a beauty!' but I never know what I'm talking about. I honestly don't know what beauty is, not to speak of what 'a' beauty is. So that leaves me in a strange position, because I'm noted for how much I talk about 'this one's a beauty' and 'that one's a beauty'. For a year once it was in all the magazines that my next movie was going to be *The Beauties*. The publicity for it was great, but then I could never decide who should be in it. If everybody's not a beauty, then nobody is, so I didn't want to imply that the kids in *The Beauties* were beauties but the kids in my other movies weren't so I had to back out on the basis of the title. It was all wrong.

I really don't care that much about 'Beauties'. What I really like are Talkers. To me, good talkers are beautiful because good talk is what I love. The word itself shows why I like Talkers better than Beauties, why I tape more than I film. It's not 'talkies'. Talkers are *doing* something. Beauties are *being* something. Which isn't necessarily bad, it's just that I don't know what it is they're being. It's more fun to be with people who are doing things.

When I did my self-portrait, I left all the pimples out because you always should. Pimples are a temporary condition and they don't have anything to do with what you really look like. Always omit the blemishes – they're not part of the good picture you want.

When a person is the beauty of their day, and their looks are really in style, and then the times change and tastes change, and ten years go by, if they keep exactly their same look and don't change anything and if they take care of themselves, they'll still be a beauty.

Schrafft's restaurants were the beauties of their day, and then they tried to

keep up with the times and they modified and modified until they lost all their charm and were bought by a big company. But if they could just have kept their same look and style, and held on through the lean years when they weren't in style, today they'd be the best thing around. You have to hang on in periods when your style isn't popular, because if it's good it'll come back, and you'll be a recognized beauty once again.

Some kind of beauty dwarfs you and makes you feel like an ant next to it. I was once in Mussolini Stadium with all the statues and they were so much bigger than life and I felt just like an ant. I was painting a beauty this afternoon and my paint caught a little bug. I tried to get the paint off the bug and I kept trying until I killed the bug on the beauty's lip. So there was this bug, that could have been a beauty, left on somebody's lip. That's the way I felt in Mussolini Stadium. Like a bug.

Beauties in photographs are different from beauties in person; it must be hard to be a model, because you'd want to be like the photograph of you, and you can't ever look that way. And so you start to copy the photograph. Photographs usually bring in another half-dimension. (Movies bring in another whole dimension. That screen magnetism is something secret – if you could only figure out what it is and how to make it, you'd have a really good product to sell. But you can't even tell if someone has it until you actually see them up there on the screen. You have to give screen tests to find out.) [...]

Beauty really has to do with the way a person carries it off. When you see 'beauty', it has to do with the place, with what they're wearing, what they're standing next to, what closet they're coming down the stairs from.

Jewelry doesn't make a person more beautiful, but it makes a person *feel* more beautiful. If you draped a beautiful person in jewels and beautiful clothes and put them in a beautiful house with beautiful furniture and beautiful paintings, they wouldn't be more beautiful, they'd be the same, but they would think they were more beautiful. However, if you took a beautiful person and put them in rags, they'd be ugly. You can always make a person less beautiful.

Beauty in danger becomes more beautiful, but beauty in dirt becomes ugly. [...]

Some people, even intelligent people, say that violence can be beautiful. I can't understand that, because beautiful is some moments, and for me those moments are never violent.

A new idea.
A new look.
A new sex.
A new pair of underwear.
There should be a lot of new girls in town, and there always are.

A little confusing, going from talking all about beauties and then says he doesn't care about beauty

"Doing" is more attractive/ beautiful than "being"

let beauty speak for itself, dont continue tochange, once beautiful, you can alway beautiful no matter what is "in" or "out"

the intimidation of beauty, it can make you feel so small when you are next to beauty

beauty is relative, it can change based on the environmental surroundings

beauty can be taken away, it is hard to make something beautiful, but its easy to make something go from beautiful to ugly

Reflection

Overall, I would say firstly, the piece hasn't dated well, and some of the things he says are not correct and there are certain views that don't allign with my own.

However, his approach to the idea of beauty is very interesting, the idea that what he loves is what he finds beautiful. When you love something, you may not see the "ugly" parts of it and some people may find what you find beautiful ugly. This is a concept i find very interesting and would love to further look into this.

I also find that his view that beauty can be intimidating and can make you feel small, which is something i can agree with to a certain extent. However i do think that something beautiful also inspires me and make me feel good and excited.

Inspiration and Translation

Homework task Site Research: Gallery Visit

@DROOD Amsterdam

UGLY

"Broken" or wrecked pieces





Mixing opposing materials







"Rubbish" or garbage



Ugly, rough and messy silhouette

Beauty

Colour combinations







Soft, gradual colour change



Colours

Water and movement



Light peaking through the coloured windows



Garden and nature

Takeaways and Reflection

- The @DROOD museum was intriguing to me as there was a wide mix of things i personally found beautiful and things that i really did not like. I found that the majority of components i found most beautiful were the areas of the museum that had a lot of colour, were natural and organic. I want to further explore these elements in my research process.

Inspiration and Translation

Homework task **Site Research: Gallery Visit**

FOAM Museum

UGLY

AI made, not by a person





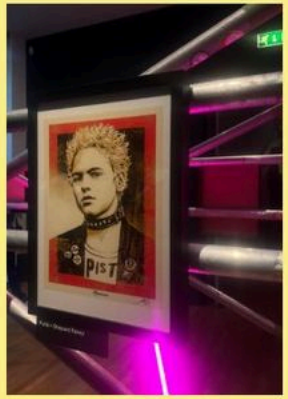
AI made art







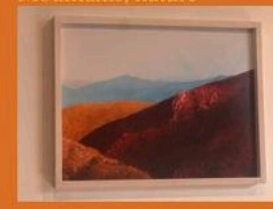
Messy, grafitii



Industrial style layout

Beauty

Mountains, nature



colours, source of learning





Hapiness, youthful



pleasing to the eye textures



Beautiful colours



Beautiful colours, flowers, shapes and patterns

Takeaways and Reflection

- I have been to the FOAM museum multiple times while living in Amsterdam, and i always leave feeling inspired. For me, this visit was less inspiring as the AI exhibition was not something that I find “beautiful,” as it is too futuristic and was a little “dark” and a bit “creepy” for me. However, at the end of my visit I enjoyed looking through the photography books upstairs in the bookshop which were colourful and had beautiful graphics.

Inspiration and Translation

Homework task # Site Research: Library Visit

OBA OOSTERDOK LIBRARY

UGLY

Too human realistic



Bland colours





Vulgar



Creepy



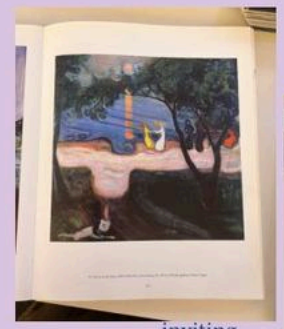
unsettling



Thomas Lerooy

Beauty

Beautiful colours



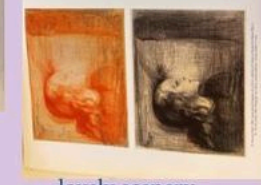
inviting



friendly faces



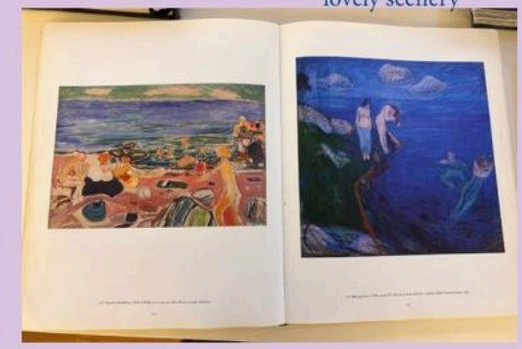




lovely scenery

warm





Edvard Munch

Takeaways and Reflection

- Looking through artists books at the library was something that made me feel relaxed and inspired. Again, I found that the artists and books i was attracted to were the super colourful, textured and graphical books. The artists that used less colour were usually “ugly” to me. Therefore I want to further explore colours as a form of concept creation and idea generating. As i believe colours and textures are going to be my main form of idea generating.

Research: Photography

Initial collection of colours, observation on street and everyday life

Mood Board



Takeaways and Reflection

Throughout the week i captured different colours and textures that i found attractive as a form of research, this helped me to better understand what type of elements i like. I really love all the colours and colour combinations. I want to continue to capture inspiration images for my collection as I find it a great way to translate my ideas, as well as idea generate.

Research: Colour Card Initial Generation

Initial collection of physical colours, textures, prints

Mood Board



Collection of colours for potential swatch colour ideas

Takeaways and Reflection

- Throughout the week i collected a whole array of different colours, textures and elements that i was attracted to. Initially I started grouping the different elements into groups of colours (as seen in the first picture). This was followed by refining and choosing my favourite colours and textures and sectioning them into groups (as seen in the 2nd and 3rd image). I would like to continnue to refine the colours and research into creating a concept which would work well with the colours choosen.





More refined colour board ideas

Design

Initial blazer 1



Sourced: Waterlooplien Markets

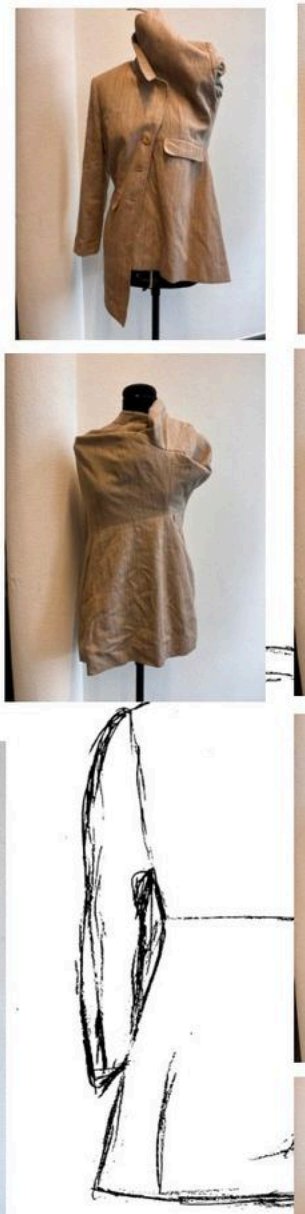
In Class Activity Experimentation: 3D collaging with blazers



Initial blazer 2



Sourced: Waterlooplien Markets

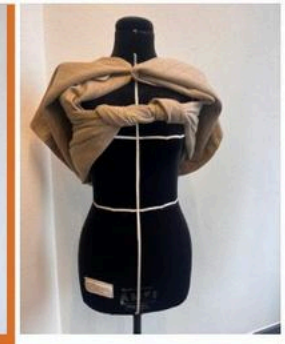


Different approaches to placing the blazer on the mannequin





Favourite 1

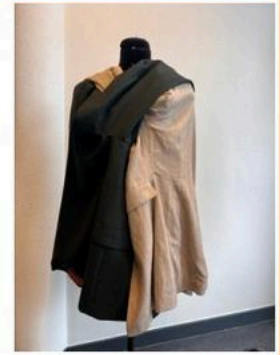








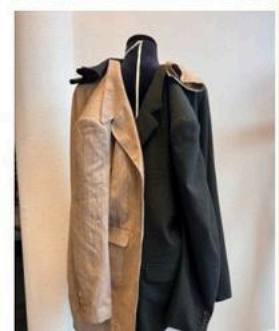


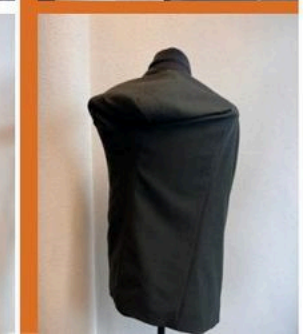




Favourite 2







Takeaways and Reflection

During the Design class we were asked to complete 3D experiments using the old/ vintage sourced blazers. I found this exercise a little difficult at first because cutting into garments made me hesitate, however once i got into the flow of creating i was able to come up with some really interesting approaches. In the past, collaging digitially has been the best way for me to idea generate. However, i think continuing experimenting with this approach could help me with idea generation and translating my 2D ideas.

Favourite 1: I really love the organic finish of the first favourite approach. The unique way that the fabric folds into the chest, creates interest and something that i want to further explore.

Favourite 2: I really like the high neck of this approach. I want to further explore a high collar neck as i find it flattering.

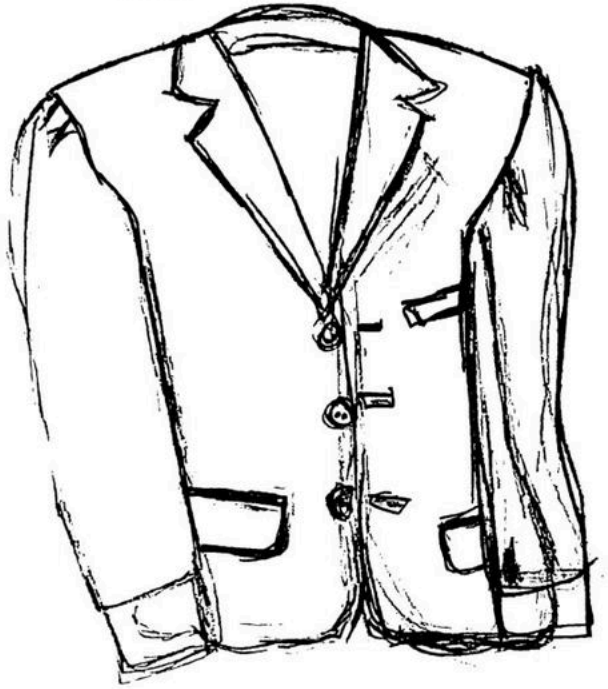
In Class Activity

Experimentation: 3D collaging with blazers

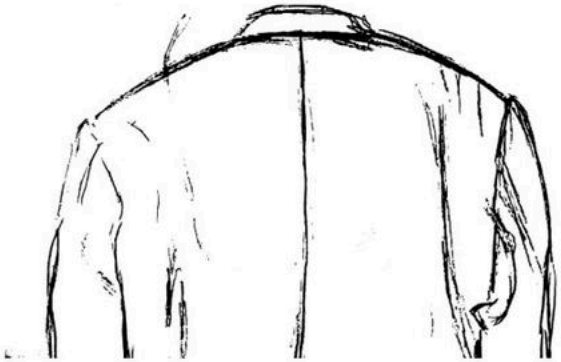


In Detail - Blazers

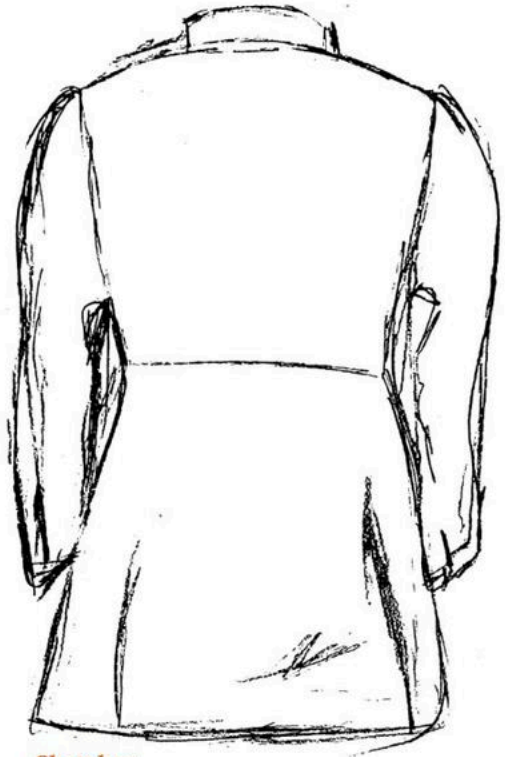












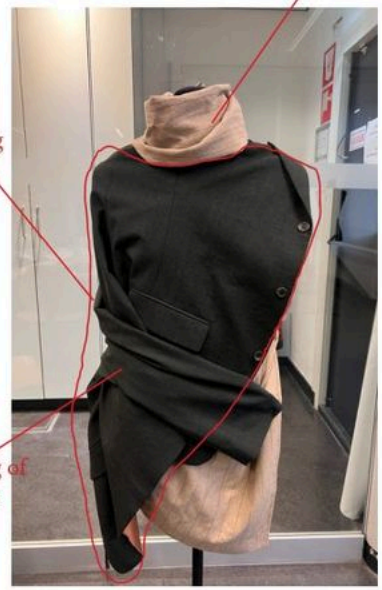
Sketches



Design

In Class Activity

Experimentation: 3D collaging with blazers

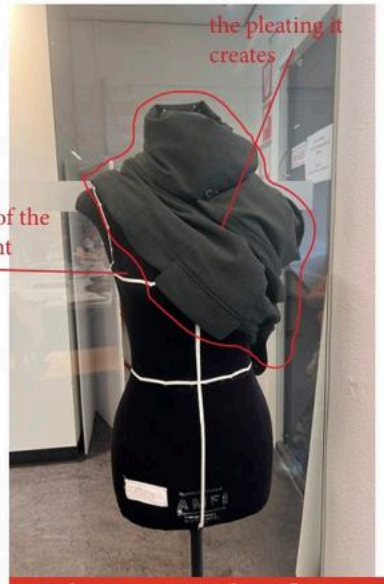




















Takeaways and Reflection

I have highlighted some elements that i want ot continue to experiment with for my final collection. I really love the high neck silhouettes created as well as the pleating and movement created by draping the blazers in a unique way.

Design

Homework Activty

Experimentation: Variations of 3D Blazer experiments

Design Class

Editing and experimenting with the outcomes from the workshop

The blazer neckline is something i really am drawn to and the silhouette of the small shorts with the long top is something i love

I love the silhouette, i find the shape of the blazer interesting to work with and the skirt draped is really beautiful and reminds me of Dries Van Noten



The silhouette reminds me of Dries Van noten, and i really like the asymetrical top with the shorts peaking below



I really love the drapey shorts, the base of the shorts are really something i want to further explore

Takeaways and Reflection

We were asked to continue experimenting with the blazer experimeents completed in class and create 2D experimental variations. I used photoshop to edit and see how it would look on the doll, taking elements that i really liked and experimented with it. I found that this was a really great way for me to be creative and come up with new ideas. I really want to continue using photoshop to collage and come up with different approaches for the collection.

In Class Activity

Experimentation: Print stencil activity

Working with prints and Dries Van Noten silhouettes










Takeaways and Reflection

I really enjoyed working with prints and experimenting with different silhouettes. Last year in studio i did print and this part of the project was one of my fabourite compoents. I want to research and look further into print within Dries Van Noten's work to assess whether this direction is one that i would enjoy.

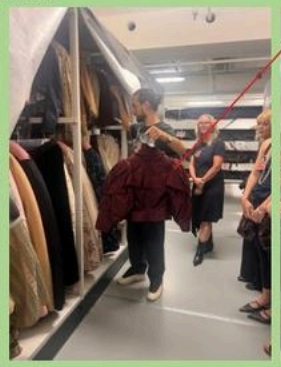
Site Research: Gallery Visit

Amsterdam Collection centre and Amsterdam Museum

This week we had a 2 day excursion to the Amsterdam museum collection centre and the Amsterdam museum.

Day 1 - Collection Centre

The details and finishes of the garments really inspired me and i want to play around with fabrics and techniques in my collection

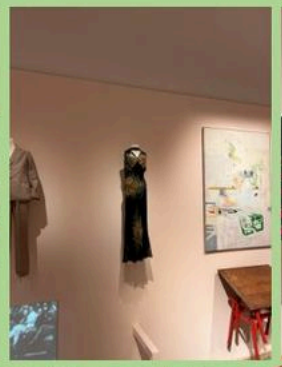






Unconventional fabrics was interesting to see , and to see that it had worn out a lot more than older garments with other fabrics

Day 2 - Amsterdam Museum



Delicate and beautifully made, The amount of care and purpose put into the creation inspires me

The dress




It was interesting to examine and give ideas for the exhibition of the dress. I found it really enjoyable to idea generate and find ways to make the dress more interesting and educational. The questions that were asked i am going to take with me and ask similar questions for the presentation and completion of my collection.




Takeaways and Reflection

For me, doing physical research and being outside of university or off my computer is always a great inspiration for me as a designer. I found that i felt really inspired by both our tour guides as they were so passionate about their work which always leaves me excited for my own work and passions. Being able to see garments that were so delicate and made so beautifully left me inspired to create my own pieces that are made meaningfully.

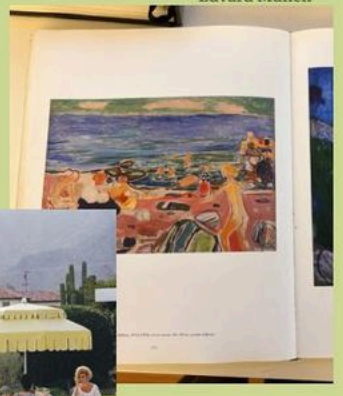
In-Class task

Research: Excersise on “Beauty”

Dries Van Noten Perfume graphics



Edvard Munch

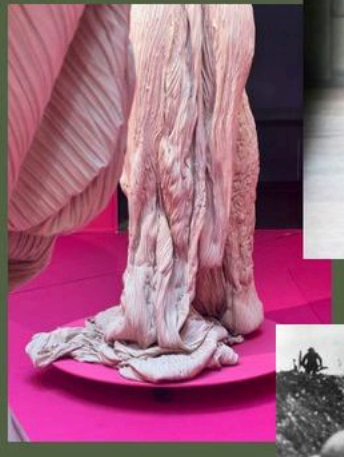




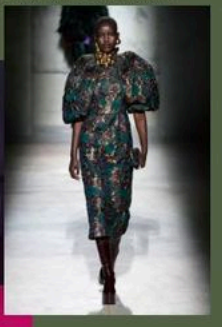
Slim Aarons Photography

Beauty

@Drood museum



Dries Van Noten look





War

UGLY

Takeaways and Reflection

I think beauty is very subjective, many people could think the images i chose for beauty as ugly and vise versa. For me, it is clear colour is something that has a big influence on beauty for me. I want to work with creating beauty using colour. I also believe texture and detail is another thing that i find beautiful. As well as nature and picturesque scenes. Beauty is something that makes me feel inspired and happy. Ugly is something sad, unappealing to the eye, lacks colour and can be dull. I want to further explore the idea ““photographing attractive people doing attractive things in attractive places” a quote by Slim Aarons and look into his photography, the meaning and history behind it, looking into detail the outfits, the colours and the mood it sets

Inspiration and Translation

In-Class task

Research: Excersise on "Beauty"



The setting is a really beautiful spot, and there are friends talking and having fun and this is something that is really beautiful to me: female friendships. I also love the vintage feel of the image.



The setting is my local beach at home. Firstly its beautiful because of the aesthetics, however it is also beautiful to me because of the memories i associate with it, it feels so safe when i am there and it reminds me of friends and family







Colours together, by themselves is super beautiful to me

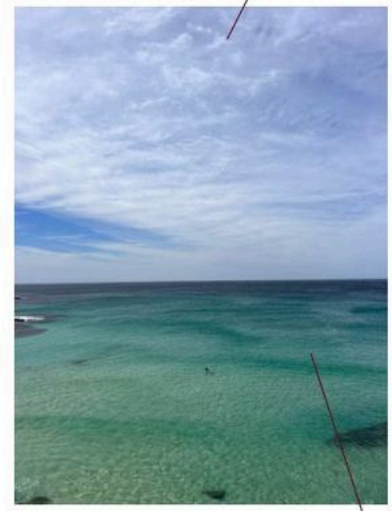
Yellow, blues are two colours that are really beautiful to me and when there is a component of these colours in photos or products it really attracts me to it



The styling is very clean, and sleek but a lot is going on, which i really love. I think even though there are many components, they still all work seamlessly together









The materials used are contrasting, there are rustic looking bricks on the outside and then more soft, shiny tiles on the inside. I really love the contrast.



The materials are a mix of natural elements, but then threre is also florals, fabrics and then water. Water always is calming to me.







The setting is calming, tranquil and i love how there is a pop of colour inside and then a tree and rustic vibe on the outside. Nature to me really is beautiful











The styling is clean and interlaces with one each other, yet the women each have their own vibe and mood to themselves. I love the floral bouquet edition too.



The colour of the water, the sky, the rocks, just all of the colours are so beautiful to me, they are calming yet they excited me and seeing the water makes me want to just dive in and enjoy.



Takeaways and Reflection

This week was quite difficult for me , i always struggle to make decisions and confirming a direction to begin researching for my concept was quite stressful and it definetely took me a while to be able to get in to. However, i found the acitivities of choosing what i find beautiful and ugly a really great way to help guide me into a direction to take. I was able to really see how colour is a big factor in my aethetic and what i like and don't like. I have decided to research into childhood, the happiness, freedom that we experience during that time and looking at the importance of embracing your innerchild, this research will be completed by looking at what i liked as a child, as well as researching and looking into inner child work psychology.

In-Class task Excersise:Fish Tail Parka

Parka Variations

I really love the skirt in this look, i find the shape and length really flattering, and i also think that reminds me a lot of different Dries Van Noten skirts. I also really love the layering and the shape of









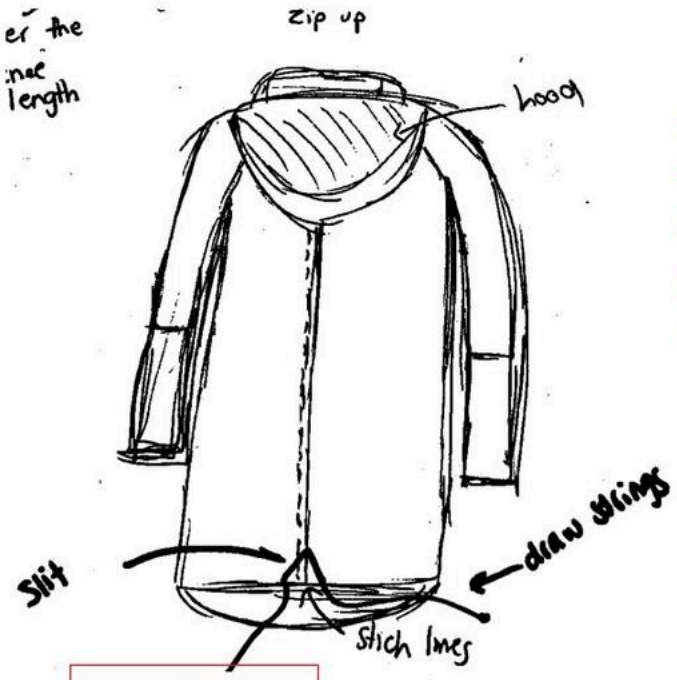


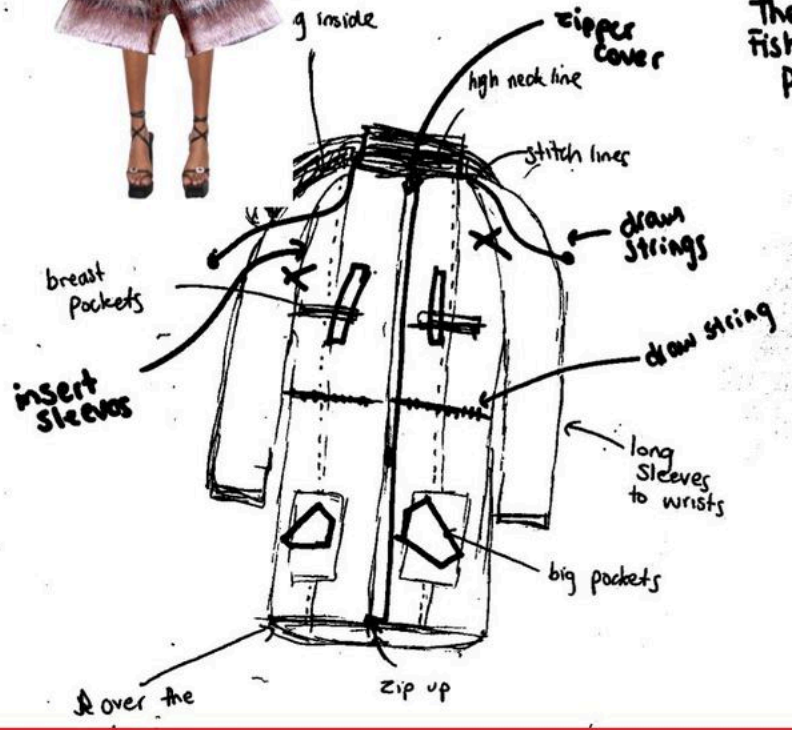




The silhouette of this look is really interesting to me, i love the shape of the top of the shorts, and i really love the length of the shorts. The asymetrical component of the jacket is something i want to continue to play with.

Parka Sketches





Takeaways and Reflection

During this lesson we were asked to firstly draw up a parka without any references, which was followed by a lecture on the garment and for homework we were asked to make variations on the Parka. I found this a really vital class as i was able to understand the importance of garment referencing and the need to incroporate certain compoenents of a garment for it to actually be a certain garment. For me, creating the variations on photoshop was again really helpful in generating silhouette ideas and concepts. It is something i really want to continue experimenting with.

Homework Activity

Excersise:Fish Tail Parka



Fish Tail Parka Little black dress



Fish Tail Parka Gloves



Glove Fish Tail parka

I really like the cargo type of vibe that this shirt gives off, I also love a collared shirt and incorporating the parka's collar into this creates something unique, and i want to continue to experiment with different types of materials and approaches for collars



Fish Tail Parka Suit Trousers

I like the silhouette of these long baggy pants. I like that i added unconventional fabric to the pants which is something i want to further explore. I also really like the silhouette and want to further test this out.



Fish Tail Parka Suit Trousers



Polo Shirt Fish Tail Parka



Fish Tail Parka Polo Shirt

Takeaways and Reflection

After the garment biographies class we were asked to complete 8 different hybrid looks with 4 different garments. The 4 garments i had to hybrid with the fish tail parka were the suit trousers, polo shirt, little black dress and opera gloves. I found this to be a great way to think outside of the box and i was able to come up with silhouettes that were not the "typical" silhouette we see a lot of garments follow. As mentioned multiple times above, using photoshop to translate my ideas is something that has really helped throughout this collections programme and i want to coninue using this to express and generate my ideas.

Inspiration and Translation

Research

Initial concept research with old photographs/ memories



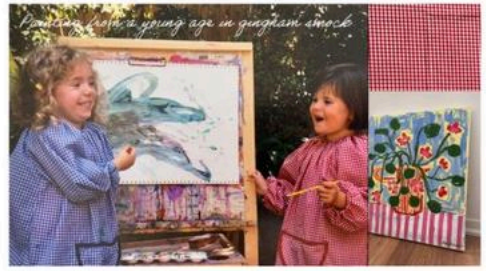






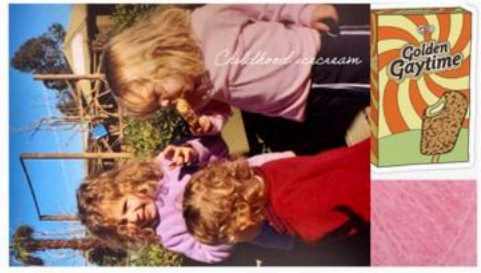
















Takeaways and Reflection

For me, my conncetion to home is something that is a big part of my life right now, Therefore i want to look into my connection to home, why i feel this way. Therefore to begin this research i have started to choose out photogtraphs from my childhood that remind me of home. I have also taken out certain elements from the photographs that are meaningful and can help to generate ideas for my concept , including colours, feelings, prints, patterns, textures and graphic elements.

Inspiration and Translation

Research

Initial concept research with old photographs/ memories

colourful stripes was a uniform growing up, my mum loves stripes, inspire for collection



Mixing of bright colours, prints, floral prints, Dries mixes and combines - something to consider











Favourite Bucket hat and always wearing a hat growing up by the beach





Favourite floral dress, inspires using floral prints









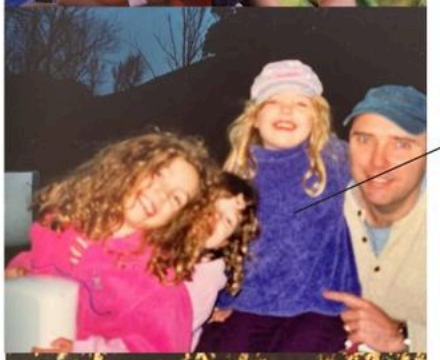


colourful stripes was a uniform growing up, knit, high neck - we never wanted to wear skivys but we did











Knitted jumper that was passed from sister to sister



Dressing in parents clothes - look into a plaid shirt inspired by wearing dads shirt and tie for an acessory





Floral print dress, look for inspiration in colour and print





Favourite orange overalls - use this print, colour to inspire the collection





Takeaways and Reflection

To continue my research i looked further into different photographs and memories and continued to take out important elements from the photographs. I found this really helpful as i was able to also choose out the components i found "beautiful" and i think having these elements will help me to generate ideas for designs.

Research: Research Question 1

Why do i feel such a connection to home and my past?/ Why do i feel so at home when i go back?



Summary Article 1

- Personal Connection : connection to familiar surroundings, personal history, and memories associated with the hometown
- Sense of Belonging: where they have created long term relationships and experienced important life events
- Familiarity and Comfort: comforting to be amoungst well-known landscapes, local traditions, and the community
- Nostalgia and Memory: sentimental attachment that makes the hometown feel irreplaceable.

Summary Article 2

- Can bring up mixed emotions, positive and negative, can bring nice nostaligic memories but can also bring up unresolved issues, negative memories
- Nostalgia for the past can confuse current day experiences. Changes in hometown and yourself can be disconnecting or disappointing
- Going home can be confusing as everything has continued, you can feel out of place or diconnected to a place you really felt aconnection to before.
- Returning home can bring up past conflicts with old feelings and challenges continuing to come out

Takeaways

- Emotional Attachement: Formative experiences occured. People, places, activities remind us of memories which provide us comfort.
- Nostalgia: Make us feel connected to our past, longing for "simpler" times and the past rather than right now
- Identity and Belonging: going home can ground us and remind us of where we once belonged and who we really are
- Safety: We can feel understood, accepted in our home

Reflection

This feeling of nostalgia and connection to home is a universal feeling i experience, therefore i want to look at way to create a collection that showcases my own nostalgic memories at home (by the beach) through the garments i create. I need to find a way to create garments that showcase the idea of belonging, identity and safety of home and the past.

Villarreal, A. (n.d.). Why I like my hometown more than any other place. Las Cruces Sun News. Retrieved from https://eu.lcsun-news.com/story/life/2023/06/01/why-i-like-my-hometown-more-than-any-other-place/70272448007/
Morrissey, P. (20 October, 2015). When Visiting your home town brings up mixed emotions. Puna. Retrieved from https://www.stuff.co.nz/life-style/home-property/73189423/when-visiting-your-home-town-brings-up-mixed-emotions

Inspiration and Translation

Research: Research Question 2

How do childhood memories influence an individual's identity in adulthood?

Summary Article 1

- Foundation of Identity: early years are crucial shaping, core beliefs, values, and behaviors that persist into adulthood.
- Impact of Early Experiences: experiences and relationships in childhood are the foundation of us, early interactions help establish how individuals view themselves and their place in the world.
- Emotional Imprints: Emotions during childhood: safety, love, and security, are big factors in our identity today, affect how individuals react to similar situations later in life.
- Patterns and Reactions: behavior and coping mechanisms in childhood commonly continue into adulthood. This can explain challenges and relationships in adulthood we experience
- Reflection and Growth: Reflecting can help with personal growth and understanding. exploring past influences helps to understand current behaviors.

Summary Article 2

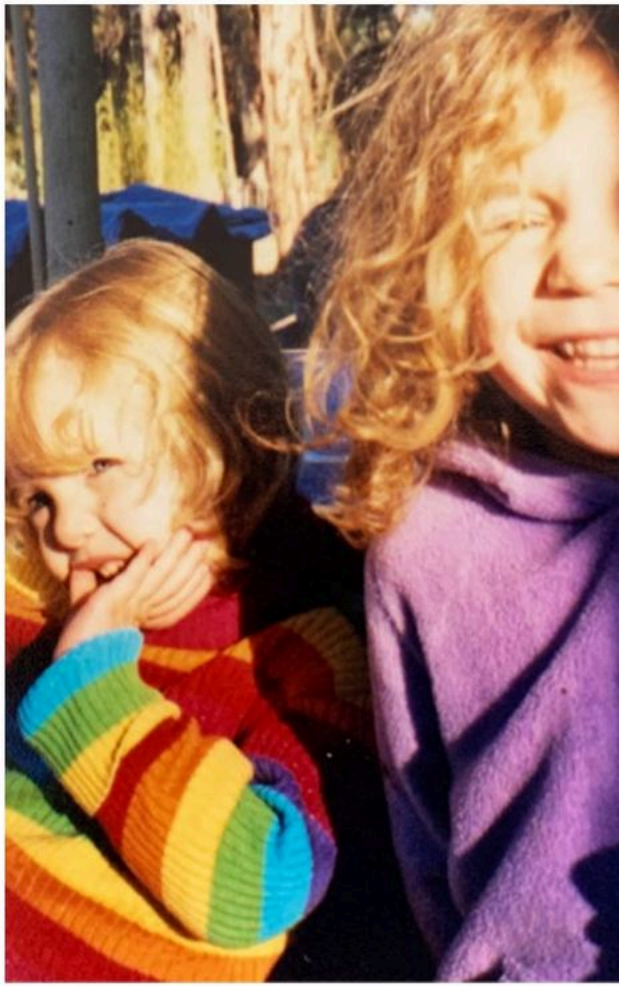
- Influence of Early Experiences: Early interactions with family and peers form the foundation of how individuals perceive themselves and their place in the world.
- Development of Self-Concept: How children are treated, (acceptance, rejection, and validation) significantly impact their view on their worth and capabilities.
- Emotional Impact: Emotional responses from childhood (feeling loved or neglected) effect adulthood self-esteem and behavior, shape howyou handle relationships and challenges later in life.
- Formation of Beliefs and Behaviors: Core beliefs from childhood usually continue to adulthood. Understanding these beliefs help with addressing them
- Path to Self-Awareness: Understanding how childhood experiences have shaped self-identity help with self-awareness and personal growth. Reflection can help change their current negative self-perception and behaviors.

Takeaways

- Creating Core Beliefs at childhood
- Early Experiences with family and peers can alter how humans percieve their own worth and abilities.
- Beliefs formed at childhood about values and place in society often continue to adulthood, which can effect self-esteem and self-worth now
- Behaviour and reacting can influence how individuals respond to stress, conflict, and relationships.
- Social Interactions in childhood affects adult relationships and social behaviors.
- Positive experiences at childhood can ensure positive sense of self-worth, and visversa can lead to insecurity.
- Personal values and goals are effected by childhood experiences and how they are viewed when young
- Memories of childhood can be nostalgia, can make us question or validate our identity at adulthood
- Cultural norms and values at childhood can lead to adulthood
- Family environment during childhood influences current relationships within the family
- Positive childhood experiences can build resilience
- Negative experiences might lead to poor self confidence

Reflection

Overall childhood has a big influece on adults as it is the base and foundation of where we started. Therefore, a lot of memories and feelings experienced at childhood are important and significant to us today. For me, i want to focus on the positive memeories i experienced and how these memroies shaped my idea of home today.



Nani, Ml. (5 Febuary, 2023). How Childhood experiences shape our adult identity and personality . Rich Woman Magazine. Retrieved from https://richwoman.co/childhood-a-window-into-your-adult-identity/#:~:text=Childhood%20memories%20are%20the%20building,the%20fabric%20of%20our%20being.

Chawla, L. (n.d.). How Childhood Affects your Self Identity. The introverted Doctor. Retrieved from https://www.theintroverteddoctor.com/post/e-37-how-childhood-affects-your-self-identity

Inspiration and Translation

Research: Research Question 3

How does a strong sense of belonging to home influence personal identity?

Defining the Concepts of Belonging and Home

The sense of belonging is one of the core features of humanity; people live with other people in a world determined by interlinked, constantly emerging, and transforming social relations. The feeling of having a home and being at home, one's own safe and secure place filled with familiarity, comfort, and emotional attachment, is a both intimate and socially shared aspect of the sense of belonging. In this chapter, we analyze the artifacts in which students in the Cultural Literacy Learning Programme (CLLP) explored their

We also relate belonging to materiality: It is commonly expressed and constructed through material objects, physical environments, and embodied practices. Boccagni (2014, 289) claims that "there is a need to relocate belonging in something real." Researchers have often investigated the materiality of belonging in terms of migrants' or other mobile



Lähdesmäki, T. et al. (2022). Belonging and Home. In: Learning Cultural Literacy through Creative Practices in Schools . Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-89236-4_7

Article Summary/ important factors

- Belonging: attachment to people, places, and identities.
- It is different to identity as it focuses on both personal feelings and the surrounding environment
- "Home" is more than just the physical structure but there is also a social and emotional connection which can make us feel safe and familiar

Findings from the Children's artifacts:

- The idea of belonging varied from child to child, from global scale to a personal scale (like one's bedroom)
- Connections to family and people were also a big factor of belonging
- As well as objects and symbols from childhood personal interests
- Home in the younger kids were illustrated colourfully, whereas older kids saw home as a more emotional connection to home (not the physical home)
- Home altered based on where the child was also from - dependent on where you grew up and how safe it was

Takeaways

- Foundation of who you are: Home (for me) is where I came from, my roots and where everything started, therefore it contributes to my sense of self and how i see the world
- Cultural and Social Identity: The environment i grew up in, its the values, ideologies and lifestyle i grew up amougnst, therefore this has shaped how i now view the world, how i want to live my life today and in the future
- Stability: It's somewhere where i feel i always know that i am welcomed, and loved and its something familiar and thats all i know in life
- Values and Beliefs: The views of my family, school and country has become part of my identity, it has altered how i see the world and who i do and don't connect with today
- Relationships and community: I have friends and family that i have known for my whole life, they have seen me grow up, they have seen who i have become and are some of the people that know me the most.

Reflection

Since childhood has such a strong connection with my home i want to showcase my chidhood memories through my collection. I also want to look into different areas at home that i experience a big connection to and how i can create looks that showcase theses memories.

Experiments: Initial colour application to line up

Look 1



Look 2, 3, 4



Look 5,6,7



Look 8,9,10



Look 11, 12



Takeaways and Reflection

After my initial research about childhood, nostaliga and memories, reearching into it being a universal feeling of romantising "home" after leaving. I decided to begin to collage and sketch different possible approaches for the lineup. I tried to incorporte as many colours, textures, prins and patterns from the research "memory" photographs. I also used silhouettes from the blazer and parka excersises to help me to create unique and different silhouettes.

For me, collaging is the best way to idea generate, therefore completing these collages were really helpful in being able to come up with new ideas and silhouettes, colours and textures. I really enjoyed pairing the different ideas and seeing what works, how they look together. I am going to continue workin on digital collages for my idea generation for the final lineup.

Inspiration and Translation

In-Class task

Brand Analysis

Perceptual Elements

Shape & Form

The form alters depending on the collection, commonly there is a lot of tailored garments but are quite soft in silhouette or paired with a softer silhouette. The fabrics are typically what forms the way that the garments are made.

Colour

Bold colours mixed with classical shades, colours used in prints and patterns, unconventional colour combinations (contrasting colours used in one collection).

Texture

Textures are quite strong in his collections, uses craftmanship to create interesting movements within the fabric, manipulates the fabric but also uses fabrics to create volume, movement and interest in the collection. A lot of mixing of sheer and non-sheer fabrics is also very interesting.

Pattern

Lots of prints that make up the collection's interest and makes the collection more unique, unconventional pattern combinations, different scale prints and colours are paired with one another. Print can be combinded with craftmanship and unconventional fabric choices.

Structure of material

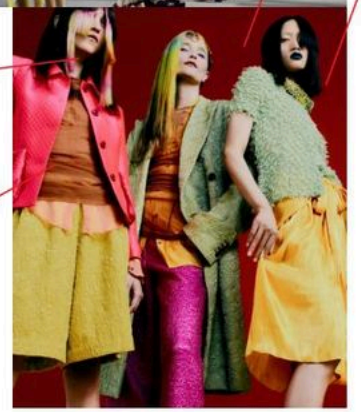
Usually a wide variety of materials, knitted and woven, they are used intentionally to create the silhouette wanted, works with the fabric to create the intended look, rather than creating a garment then adding the fabric.

Fiber

Mixture of materials, conventional and unconventional, silk, wool, velvet, tries to use raw materials, organza, recycled polyester





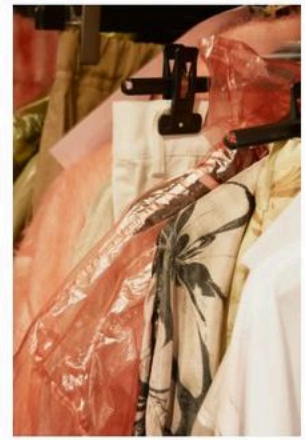


Garment/ Body interactions

Typically the looks are more conservative and the body is usually quite covered in his looks. The silhouette is a little more loose fitting but flatters the human body. Dries also aims to create fashion that the user wears rather than clothes that "wear" the user.

Condition of Materials

High quality fabrics, manipulated and worked with a craftmanship approach, mixture of different fabrics but clearly intentionally choosen out and used to create the silhouette



Treatment of Materials

Lots of technqiues are used, jacquard, pleats, gathers, fringing, dyeing, cut outs, in order to create interest in the fabrics and silhouettes, he blends simple silhouettes with unique materials.

Garment Pieces

Dress, pants, shorts, tops (using unique fabric manipulation or sheer fabrics), coats, jackets, blazers (conventional blazer material but also unconventional materials e.g. organza) , skirts (usually longer), stockings, button up shirts (worn in different ways - e.g. backwards and not buttoned up).



Interaction of Pieces

Layering with different colours and textures, he also uses a lot of sheer elements to contrast with non-sheer and layers these with one another (sheer on top of conventional fabrics) He also commonly incorporates monocromatic looks into his lineup. Contrasts prints that wouldn't typically make sense with one another, as well as mixing contrasting colours.



Dries Van Noten. (n.d.). Dries Van Noten. Retrieved from https://www.driesvannoten.com/en-nl

Karageorge, E. (6 November 2023). Dries Van Noten wants in on Fashion's latest trend of an Eco-Friendly Focus. Glitter Magazine. Retrieved from https://glittermagazine.co/2023/11/06/dries-van-noten-wants-in-on-fashions-latest-trend-of-an-eco-friendly-focus/

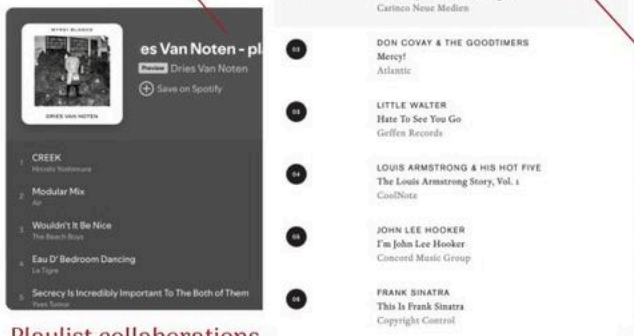
Inspiration and Translation

In-Class task # Brand Analysis

Kinetic Interaction

Music and sound in Drie's runway shows are one of the most important components, choosing music that enhances the atomosphere and storytelling. He believes appealing to all senses (especially soud) is vital. And the music usually compliments the visual aesthetic of the show. He also takes a lot of inspiration for his collections from music.

Works and collaborates with individuals to create playlists and vinyl curations, he curated a playlist with NTS, and they accompanied his collections. enhanced the experience and showcase the creative process. Shows that music and fashion are interconnected and makes his story clearer.



Playlist collaborations



AW11 Menswear Bowie's Golden years remixed by Soulwax



Mixing Techno, eurodance, breakbeat (Lander Gyselinck & Adriaan Van De Velde), Menswear AW23



SS10 Menswear, time capsule with Calvin Harris, Kanye West, Black Eyed Peas and Kid Cudi



Tokyo store

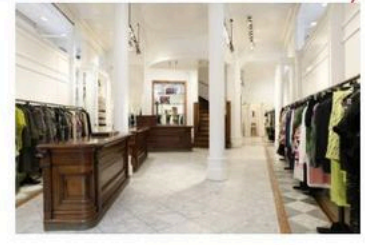


Paris store

Immediate body space

Dries Van Noten's stores follow the following values:
- artistic aesthetic that reflect his design philosophy, bold colours, interesting textures and artistic displays.
- Displays that have been curated, the merchandise is displayed like an art installation, highlighting the craftmanship and details of his garments
- Intimate atmosphere that feel like boutiques and a experience that is intimate
- Global influence, local culture, architecture of the area the store is in is incorporated
- Multimedia elements, art installations, video displays are incorporated into some of the stores

Belgium store



LA store



Crack Magazine. (22 March 2024). 9 of Dries Van Noten's most memorable show soundtracks. Retrieved from https://crackmagazine.net/article/long-reads/dries-van-noten-runway-soundtracks/

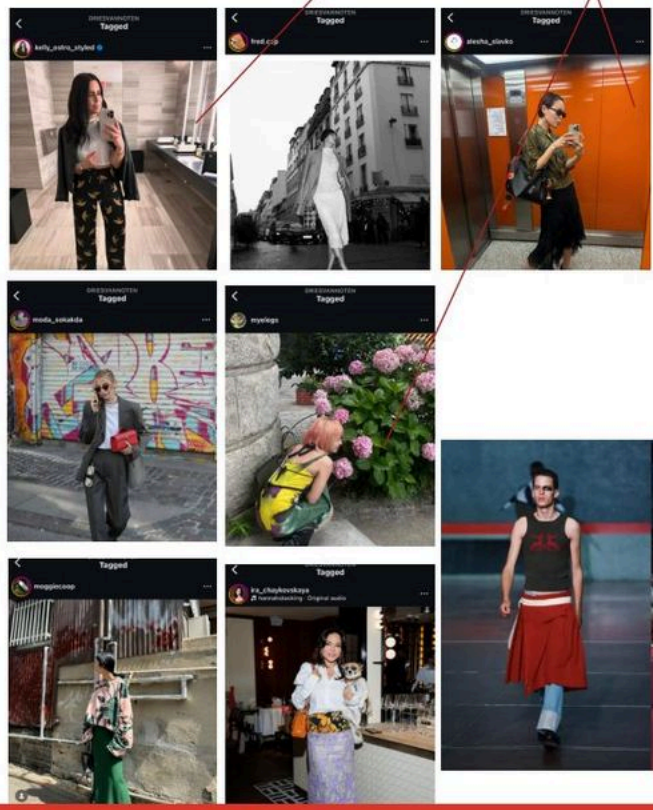
Inspiration and Translation

In-Class task

Brand Analysis

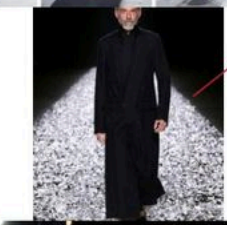
Customer Characteristics / Social Situation/ Group Association

- Fashion Enthusiasts: appreciate high quality and stylish garments
- Creatives who value art and craftmanship
- Wealthy and luxury consumers: people who want exclusive pieces and stand out
- People who value self expression and are influenced by art, music and culture











Culture

Aesthetic rules

- Mixing cultures: blending diverse cultural influences (textures, patterns and styles)
- Layering: Layering different pieces and prints to create visual interest
- Bold Prints with bright colours
- Unique Fabrics: innovative use of fabrics with unexpected materials and techniques.
- Prints: Intricate and oversized prints, inspired by art, nature, and historical
- Cross-Disciplinary Influence from various art forms, painting and photography
- Storytelling, tells a story or theme
- Classic Silhouettes: avant-garde while maintaining classic silhouettes
- He focuses on quality over quantity
- Vibrant Palette: bold contrasting colors often contrasting bright tones with more muted shades to create balance.
- Gender Fluid: blur traditional gender lines,
- Artisan Craftsmanship
- Attention to Detail: quality of materials and fabric working



Takeaways and Reflection

Overall, completing a brand analysis for Dries Van Noten has taught me a lot about Dries as a designer and how i want my garments to be approached. Dries designs with a lot of meaning, care and craftmanship. He really aims to create designs that are timeless and will be loved and cared for by the client. Creating garments for him is a form of art, its special and should be approached with care. Many of his pieces are very wearable and incorporate a lot of print, textures and beautiful materials. Therefore, I want to make sure that my garments incorporate this approach, i want each garment to be approached carefully and in a way that showcases meaning and craftmanship. Researching materials and fabric manipulation techniques is something that can help me approach this.

Design

Dries Van Noten Spring Summer 2023 Women's

Homework Task Collection Analysis

The Dries Van Noten Spring Summer 2023 Women's collection begins with multiple black looks, then it evolves to pale, pastel coloured looks with pops of colours and then finally ends with more extravagant colourful garments covered in floral print.

According to Dries, the collection is inspired by "optimisim", "Life can be really beautiful. You have the colours; you have the flowers... so let's smell them."

Dries was sucessful in showcasing optimisim with the beginning showcasing dark, dreary looks that begin very well structured, then evolve into more soft, drapey, fringed looks. Van Noten was inspired by Malevich's 1915 painting, The Black Square. By only showcasing black looks, the audience could focus on the silhouette and structures incorporated.

Following this phase were pastel, lighter coloured looks with pops of colour. Again textures errupted throughout the looks, and many techniques used in the first phase were used in the second phase, only with colours added to the looks.

Finally, the show ended with bright, colourful and wild floral prints with colours contrasting one another, the prints speaking for themselves. The looks incoporated drapey and flowy fabrics that made the looks pop even more on the runway.



Location

Concrete space, floor, walls and roof. Bright white lights illuminating the runway. Urban setting.

Main Colours



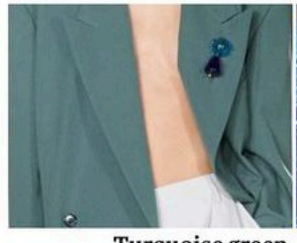
Solid Black

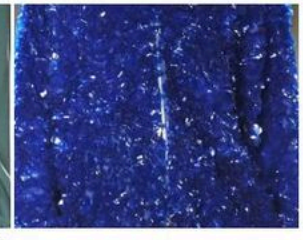


Paper bag brown

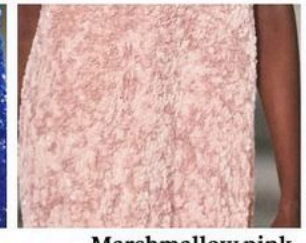


Butter Yellow





Turquoise green



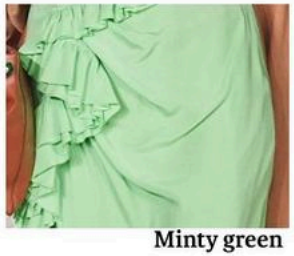
Marshmallow pink



Dirty blue



Off white/ grey



Minty green



Copper brown



Peachy pink



Sky Blue



Concrete grey



Stary night grey

Details with colours



Midnight blue



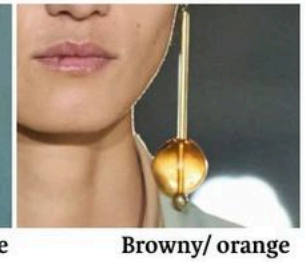
Midnight blue and orange



Turquoise greeny



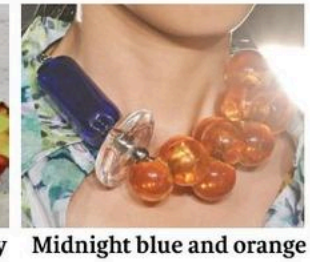
Midnight blue and sky blue



Browny/ orange



Browny/orange and minty



Midnight blue and orange

Design
Dries Van Noten Spring Summer 2023 Women's

Homework Task Collection Analysis

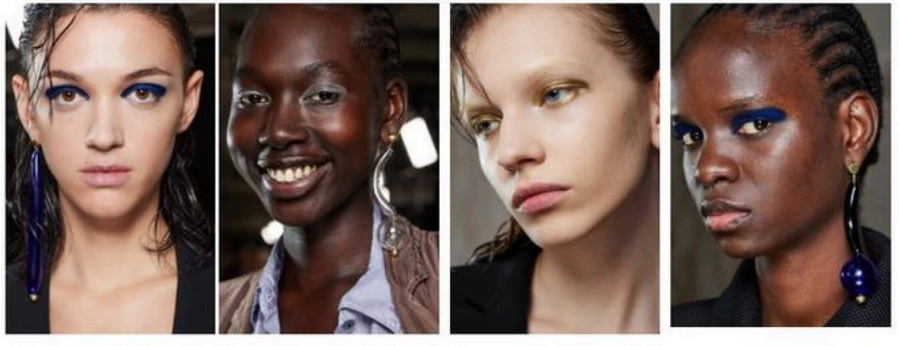
Lengths

Mid thigh length - 12 looks

Mid shin length - 24 looks

Ankle to floor length - 22 looks

Hair and Makeup



Bold eye shadow look - silver, gold and blue variations
Sleek, slicked back hairstyles

Shoes



Variations in black and white, gold accents on some shoes and floral fabric manipulation elements incorporated

Key Silhouettes



Boxy shoulder - 15 looks
Flowy and drapey bottom 36 looks



button-up/high vneck - 26 looks
Mid shin length bottoms - 24 looks



Floor length drapey bottoms - 22 looks
Left side statment component - 10 looks

Gold Accent details throughout the looks



Bags





Phase 1



Phase 2



Phase 3

Takeaways and Reflection

I really enjoyed analysing this collection as looking further into the details and meaning behind the collection allowed me to apprecaite it so much more. The intention behind every little piece (makeup, styling, hair, garments) is something really beautiful and made me realise how important it is for me to think about more than just the garment. To create a Dries Van Noten collection, i need to ensure that i be intentional with all my styling choices. It is also vital that the silhouettes, colours, materials and textures all allign well with one another. To continue i would like to further experiment with silhouettes and then come up with a main silhouette to work with to create a nice flow within the collection.

Design

Prada Fall 2022 Ready to Wear

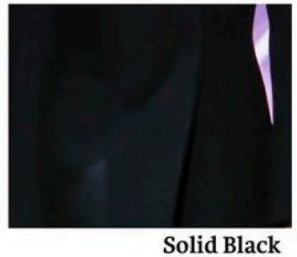
Homework Task Collection Analysis

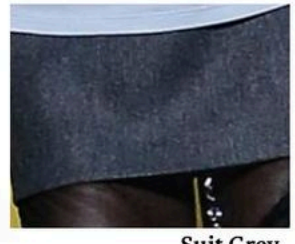
The Fall 2022 Ready-to-Wear Prada collection designed by Miuccia Prada and Raf Simons was a celebration of everyday elegance which had a utility and sophisticated finish to the garments. It highlighted the importance of both elegance, and the practicality of fashion. The collection saw a return of elegance and structure which hadn't been present since prior to the pandemic. The collection incorporated tailored silhouettes focusing on blazers, structured coats, pencil skirts, trousers that emits a feeling of confidence and power. The materials incorporated were very decedant and had a luxurious feel to it including shimmery fabrics and velvet, satin and faux fur.They were also highly embelished with jewels, fur and beads that added an extra glamour effect to the pieces. However many of the garments also incorporated utility elements including, pockets, zippers, and belts showcasing a functionality effect in the garments. The collection juxtaposed masculine and feminine elements, pairing oversized jackets with delicate skirts, or crisp white shirts under sheer or lace fabrics. Knitwear pieces were also incorporated into the looks, many had super rich textures and colours which added an extra cosy feel to the collection. The colours of the collection were a lot more muted tones, like black, brown, navy and grey with pops of bright pink, yellow, green and red as the accent colours.

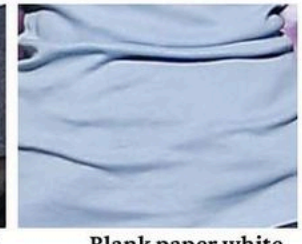
Main Colours


Glitter silver


Misty Dark Grey


Solid Black


Suit Grey


Blank paper white


Navy Blue

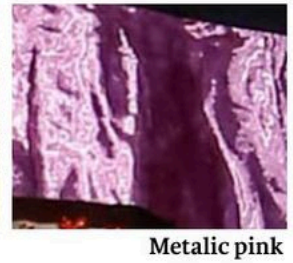

Teddy Bear Brown

Accent Colours


Forest Green


Plastic green


Glitter Gold


Metalic pink


Ruby Red


Grassy Sheer Green


Barbie Pink



Banana yellow


Rose Pink

Prints









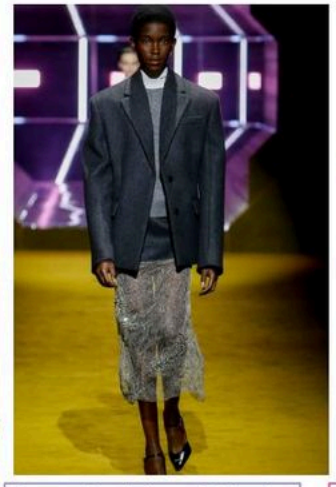
Design
Prada Fall 2022 Ready to Wear

Homework Task Collection Analysis

Lengths

Mid shin length - All looks

Key Silhouettes



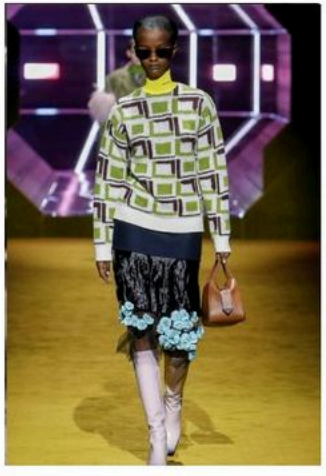
Boxy shoulder - 20 looks

Flowy and drapey sheer bottom - all looks



Fluffy accents- 11 looks

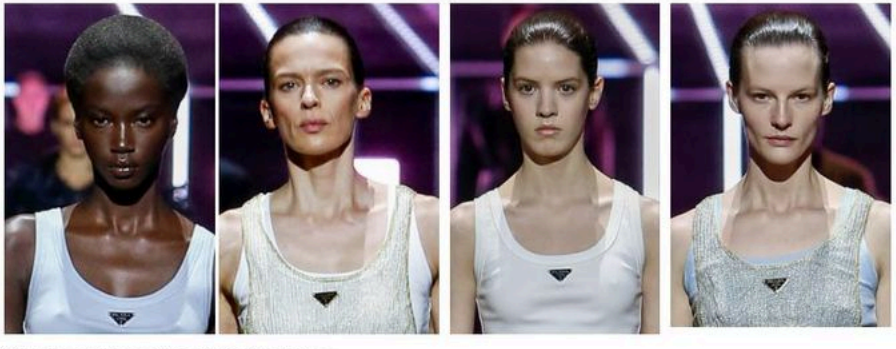
Mid shin length bottoms - all looks



High Neck - 19 looks

Knitted sweater- 9 looks

Hair and Makeup



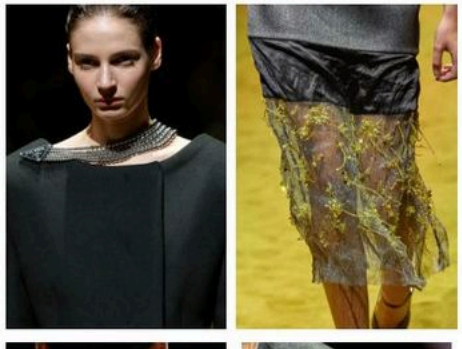
Sleek, slicked back hairstyles
Simple/ natural looking makeup looks

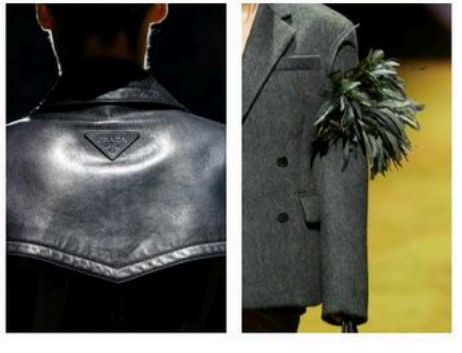
Shoes



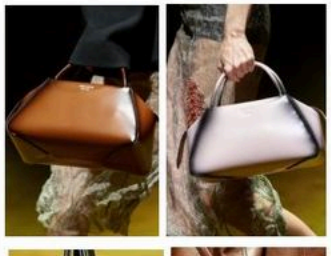
Variations in black and white, gold accents on some shoes and floral fabric manipulation elements incorporated

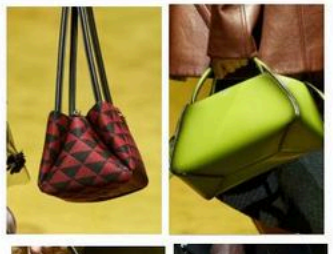
Finishes and acessories





Bags

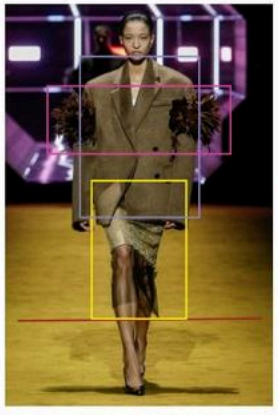
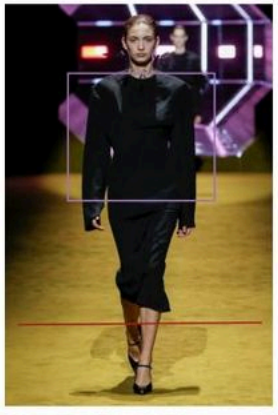
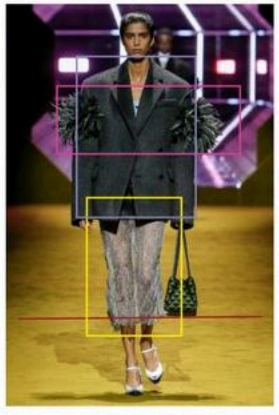
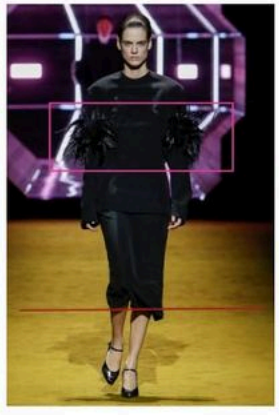
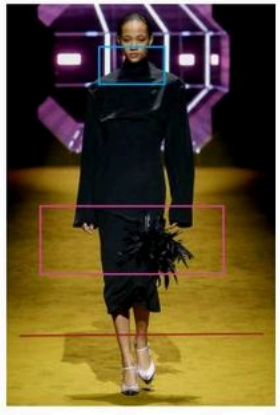
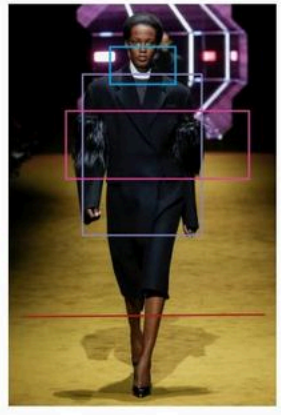
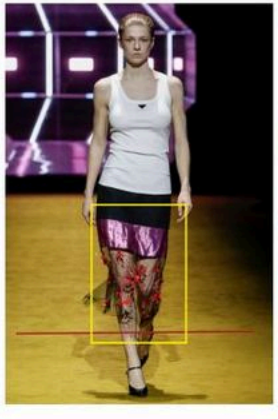
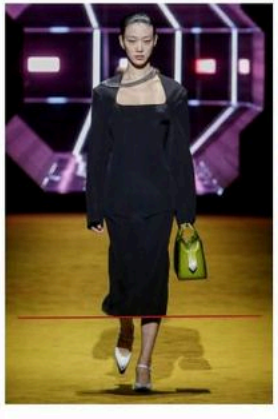
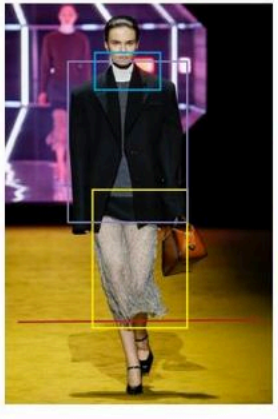










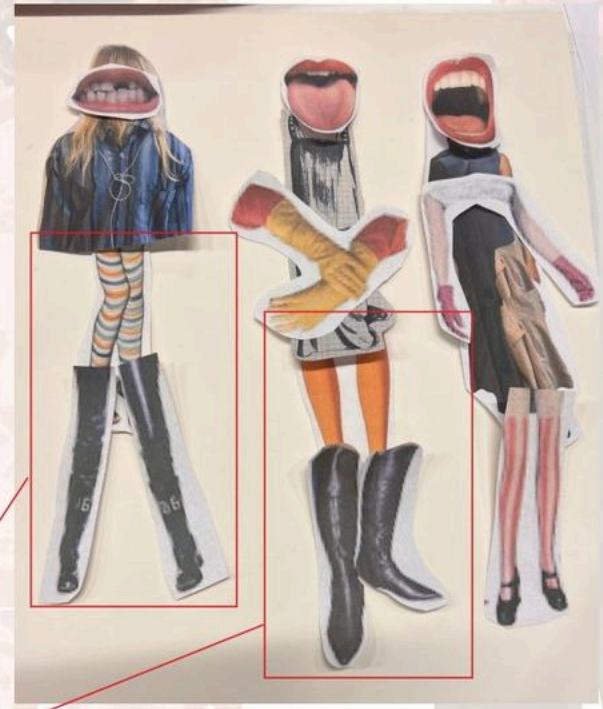












Takeaways and Reflection

Completing collection analysis' are really enjoyable for me as i am able to see a collection in such a different way to i would if i just looked at it without any analysis. I really love how this collection has one length to all the silhouettes base. The collection has such a wide variety of shapes, silhouettes, however the fact that it all has one length is something really interestng to me and keeps it all uniform and work well with one another. Like Dries' collection i really love how every little component of the show has been thought out, from styling, to make up, to the accessories. I think it is vital to think about styling early on, as making acessories would be something really interesting to me.

In-Class activity Experiments: Collaging





I really like the colourful tights paired with a high boot, i want to further use this in the collection

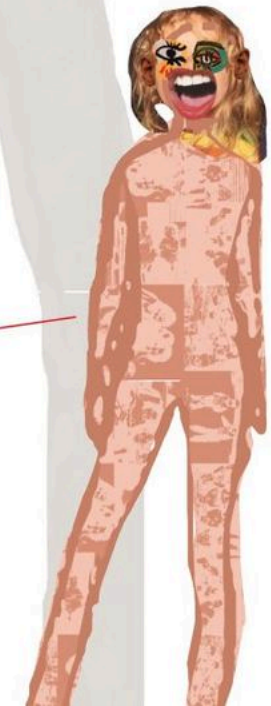
Takeaways and Reflection

During the design class we were asked to complete a collaging exercise. For me, collaging is one of my main sources of idea generation. I find that i let go of any unsure feelings and i just let myself be creative which ultimately ends with an idea that strengthens the collection.

I decided to work in an analogue form to begin, which for me really allows me to let loose and kind of just make. However, working digitally for me is when i can have the most creative freedom as there are unlimited sources of images.



Initial model bases for the collagaing technqiues, trying to come up with a target audience and create a mood for the type of customer

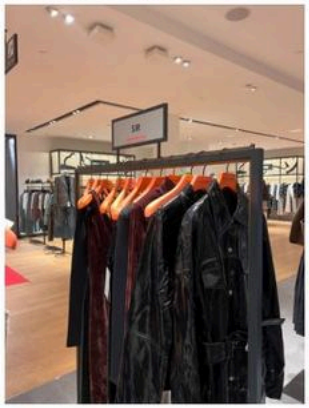




Paris Trip

Collection Analysis

I choose this brand because as soon as I saw the name it reminded me of home. This brand is an Australian brand that is heavily inspired by Australian nature, the coast and nostalgia. My concept focuses on my connection to home, therefore I decided analysing an Australian brand would be relevant for my research.



Bon Marche Sir Collection Set up





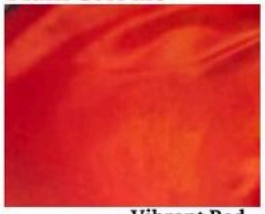
SIR the label - Pre Fall 2024

Takeaways

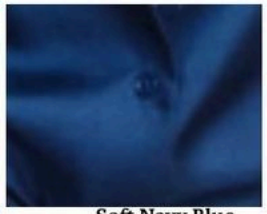
To me, the main indication that this is a collection is the colour's used. There are minimal amount of colours used but they all are repeated and combined in different ways for many of the looks. The fabrics are all very luxurious and definetly give off a 90s nostalgia vibe to them. I also feel like the prints are very soft, subtle, yet super loud.

Inspired by the vibrant 90s club scene in London, the collection mixes nostalgia and contemporary elements.

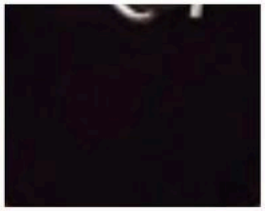
Main Colours



Vibrant Red



Soft Navy Blue



Deep Black



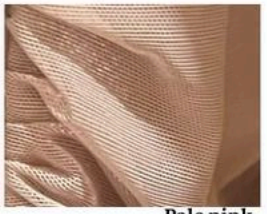
Teddy Bear brown



Crisp white

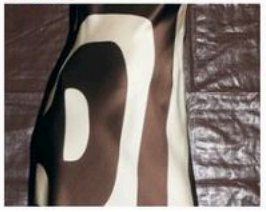


Rich burgandy



Pale pink

Prints







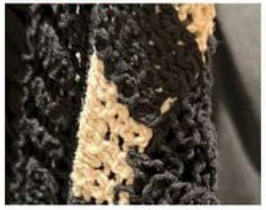




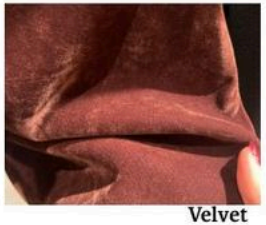




Materials



Crochet



Velvet



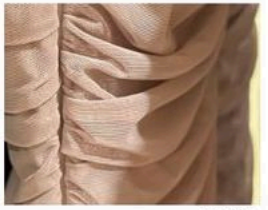
Cotton like polyester



Plastic-like faux leather



Silky fabric



Tulle

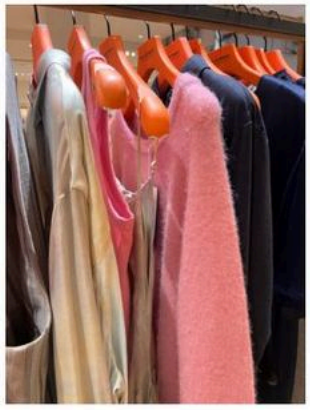
Paris Trip

Collection Analysis

I was initially attracted to this collection because of the wide choices of different fabrics in use. I really like how the collection mixes fabrics that typically contrast, for example the mix of the glittery fabric with the wool. This is something that Dries Van Noten commonly does, therefore i would want to do the same in my own collection.



Bon Marche Sir Collection Set up





- Samsoe & Samsoe

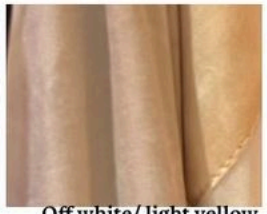
Takeaways

To me, this collection was less obviously a collection to me than the Sir the label collection. However, i saw many connection within the colour scheme again. There are few colour choices, and therefore they are sprinkled throughout each piece. I also believe the fabric choices are repeated often which also makes it more of a collection (in particular there is a lot of knit, wool and cotton throughout).

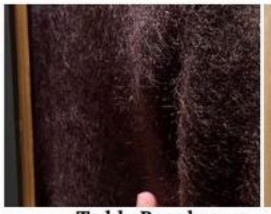
Inspired by the vibrant 90s club scene in London, the collection mixes nostalgia and contemporary elements.

Main Colours


Pig Pink


Off white/ light yellow


Dry grass green


Teddy Bear brown

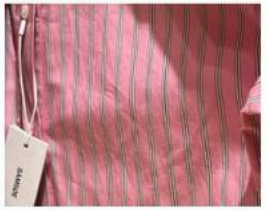

Office grey


Snowy white


Glitzy silver

Prints





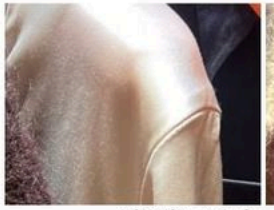


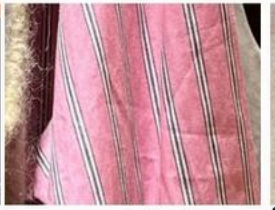
Materials

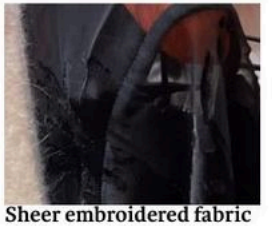

Wool


Knit


Polyester with glitter


Silk like fabric

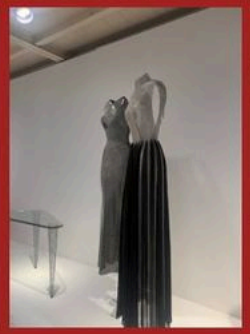

Cotton


Sheer embroidered fabric

Paris Trip

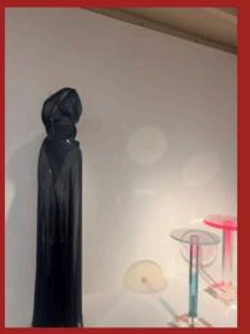
Site Research - Fondation Azzedine Alaia
“Lightness in creation”

For me, seeing how Alaia could be inspired by just one artists work and create a whole collection was really intresting, inspiring and encouraged me to keep my concept simple. It was amazing to see how he could be so heavily inspired by the shape, colour and structure of furniture and then crate them into beautiful garments.







For me, the most inspiring part of this museum was seeing Alaia's workshop. Seeing how he designed and observing everything he was working on was really inspiring to me and reminded me of how important the process is in achieving the final product.



The museum building was also really inspiring to me, I really loved the colours (particuarly the red accents), and then the buidling structure, the lighting and roof is something i want to use as inspiration for my collection.





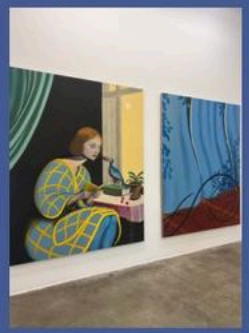
Reflection:

- Inspiration for garments can come from anywhere, a concept can be simple and create something beautiful
- Process, experimentation and working in a studio is a vital part of the process (this is something i need to work on, i want to use my hands and create in order to create).
- In Museums, not only can the exhibition inspire, but the space, feelings you may experience and the jounrey through it can also inspire design work

Paris Trip

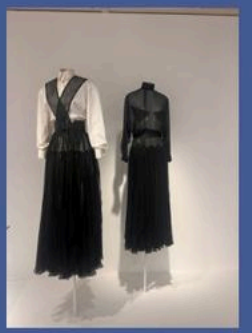
Site Research - Perrotin Gallery

The Perrotin gallery exhibition of Lake Margrethe's work was really beautiful. I found the use of colours and how the painter combinded certain colours together really inspirational. I am really attracted to colours and i feel like when the colours are beautiful to me, then i am typically attracted to the piece of art.

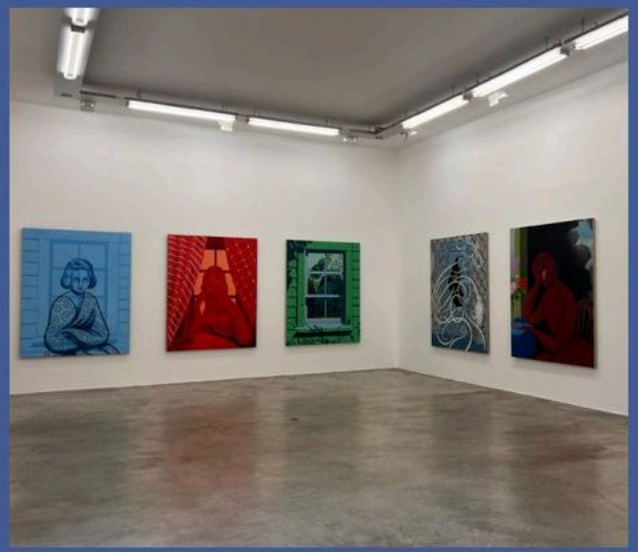








My favourite room in the exhibition was the one where the artist had presented 5 works all together, however each painting clearly represented and used one colour. I really love the effect it gave off and it showed me how important not only one garment is, but a total collection can make a single look look more special.



Like the Alaia museum, i was really inspired by the buildig of the gallery. I found it to be really beautiful, i loved the green wall when entering, and then using the colour intentionally with the paintings was really beautiful.





Main Takeaways:

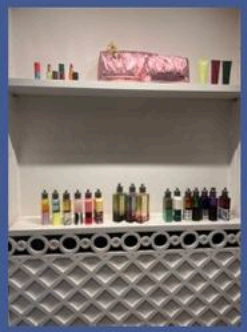
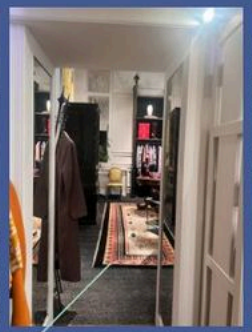
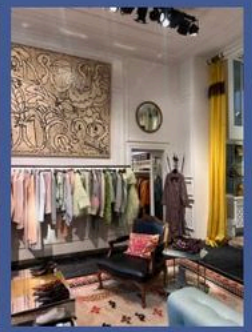
- The exhibition reinforced my love for colour, i want to incorporate colour the same way the artist did in this exhibition, being one of the main forms of expression of the collection.
- I really love the prints and soft strokes of the paintings, i would love to find or create prints that are as soft as this artits work
- Again, the building reminded me of how important presentation is , beautiful garments are important, but if it isn't expressed or presented well, it won't be percieved as well

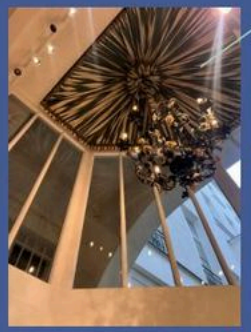
Paris Trip

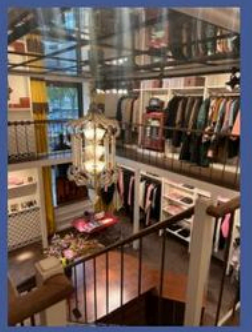
Site Research: Store Visit - Dries Van Noten

For me, visiting the Dries Van Noten store made me feel quite uncomfortable. I felt a little unwelcome and not wanted in the store. However, i did really enjoy seeing his pieces in person and it made me realise how important physical research is. A photo on a runway can only showcase so much of the design.

Decedant

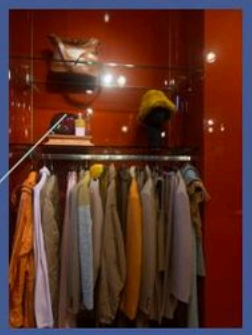




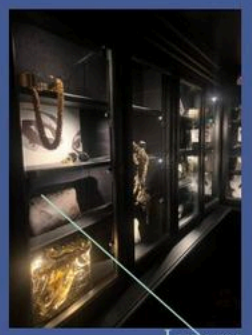


The Mood of the store inside

Heavily designed with interior furniture








Warm and rich

Luxury

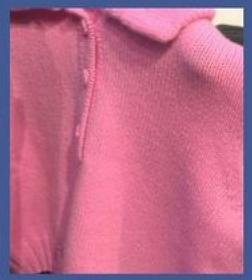
Royal Red



Outside of the store

Materials






Feeling the fabrics and seeing the garments up close, it made it clear how much craftmanship is applied to his work. The value of beautiful matereials was also very intense and something that i definetly will try to apply to my own collection.

Reflection

Going to the Dries store was really inspiring as i could really see the mood of the brand and better understand the intentions behind his designs. Researching by listening to podcasts, reading interviews allowed me to hear his persepctives but going to the store allowed me to see his perspective and how his brand worked. I think this part of the trip (although uncomfortable) was really one of the most benefical parts.

Store Visit - The Broken Arm

Reflection

For me, the broken arm visit was less insprational than the visit to the dover street market. I was still able to gain inspiration and enjoy myself, however it was a lot less benefical for me and my journey.



A book where you could switch different looks and mix and match - this is a technique i want to use for idea generating

This fabric detail and material mixing is really interesting and unique to me

I really loved these pieces from the prada collection, the colours, mateirals were all just so beautiful to me and something i want to further research into

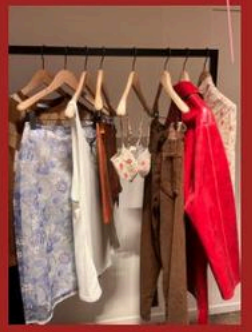












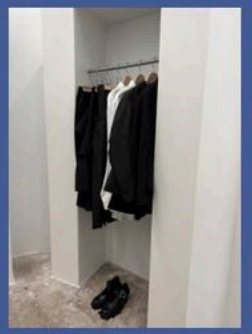
The materials used for this was really unqiue and i want to look for unconventional materials and use them in my collection

I loved the soft knit material (mohair) which is something i want to use and then i loved the colour combination

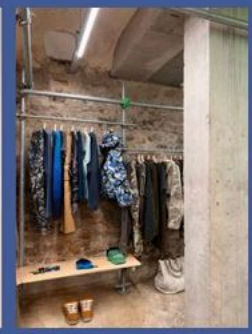
Store Visit - Dover Street Market

Paris Trip











The mood/ the building

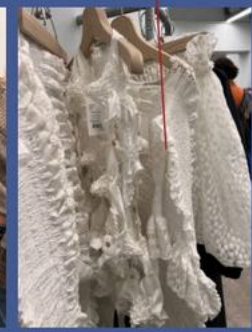
Inspring pieces











Beauitful mixing of lots of colours

Textured fabric manipulation

Gathering, structural pieces

Printing on knit and textured fabrics

This prada sheer skirt was beautiful, i really love the idea of printing on a sheer farbic





Beautiful craftmanship and detailed fabrics

unique and stand out pieces with colour and mixing of mateirals

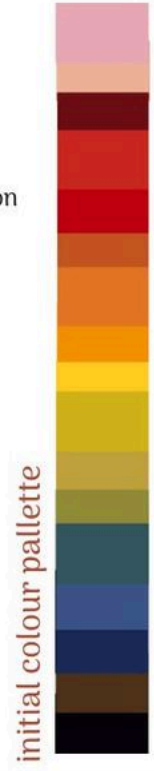
Reflection

The layout and feeling of the store was really interesting and fun for me. I loved how different levels had a completely different feel and the layout of each of the pieces was really beautifully done. The following images showcase different pieces and concepts that i was really inspired by and want to use them as inspiration for my own collection.

Design

Initial Concept Board





In preperation for the pitch i have put together a physical concept board which showcases my concept, materials, mood and prints. I am really happy with how the colours are incorporated and the placement of all the pieces, I would like continue creating more of a mood for the board that is clear and can easily be understood. However, for an initial concept board I think that it is clear the direction i will be heading in for the final collection.

Inspiration and translation and Design

Preparation for pitch: Initial Line-up plan and concept plan

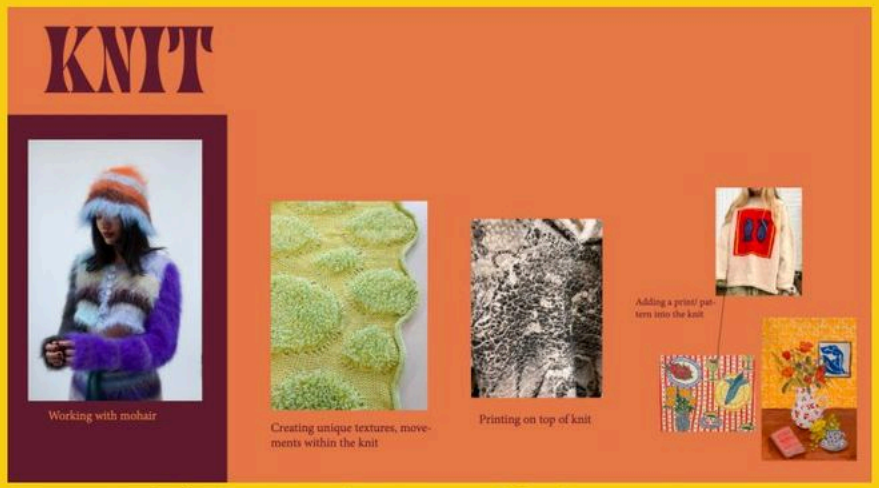


Concept

Moving from Sydney to Amsterdam has deepened my connection to home. Being away from the familiar environment of my childhood has made my memories feel more vivid and idealized. The distance has made my past more meaningful and beautiful. My local beach, Bronte holds a special place in my heart, both physically but I also believe it is a symbol of both my childhood and my identity. Therefore I aim to bring this feeling i experience at home to Amsterdam through the design of this collection.

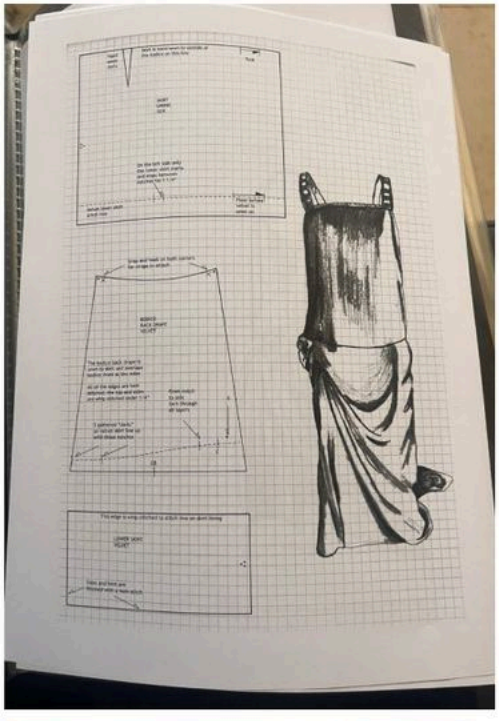
Reflection

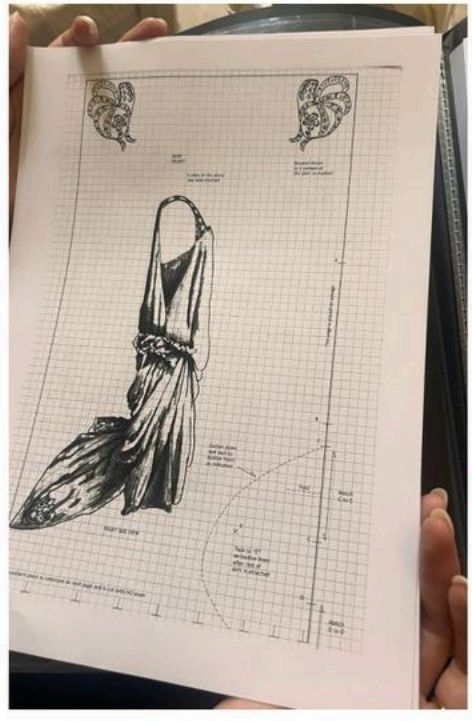
Overall, I am really happy with how the looks turned out, i think that the prints, patterns, and colours corospond with my concept board, colour card and material board really well. I have made the looks very personal and remind me a lot of my home and childhood. It's very happy, comforting and makes me feel safe which are all feelings i experience when i go home. The textures and materials are soft and warm, which also comforts and makes me feel safe.



I want to do knit specialisation and find a way to test textures, colours and use mohair as a way to showcase the idea of "comfort"

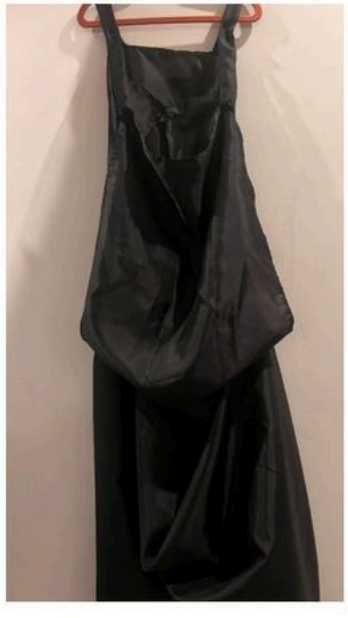
Historical Garment





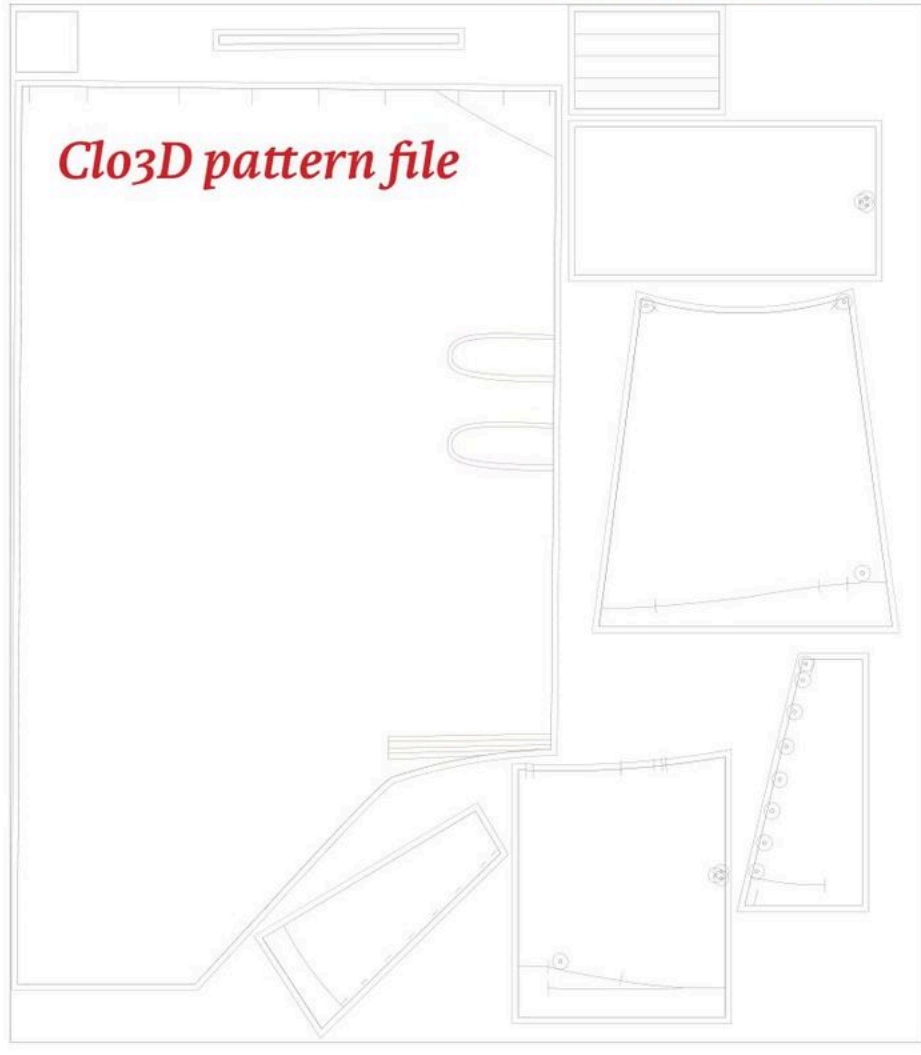
Pattern and picture from book







Final piece



Reflection

For me, completing the historical garment task wasn't the most helpful in my process. It was a great way to pracitce my clo3D skills and get back into sewing and making, however i would have liked the garment to be a bt more relevant to my lineup. I really like the draping element of the skirt part of the garment. Therefore i will apply this to my looks for the final lineup. The piece also was very small and didn't fit on a mannequin, therefore it made it more difficult to see how it drapes on the body.

Inspiration and Translation and Design

Presentation Pitch

This week we presented our work up to date which allowed us to get feedback from our teachers. However, it was also helpful in helping me reflect on what part of the process i was up to.

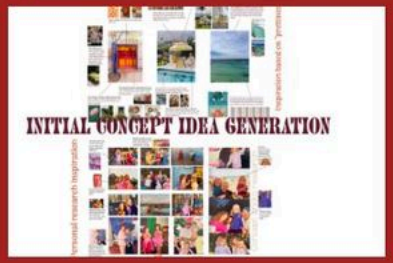
























Feedback:
- How do you describe it (the concept- being inspired by the beach?)
- How do you make it relevant for people tht don't live in Australia?
- Describe the feeling
- Is it for a specific group, gender or season?
- What is your next step from here?
- Garments, shapes and silhouette, what are you going to do with it and how are you going to make it make sense with the concept?
- What garment references are relevant for feelings of comfort?

Reflection

To continue I would like to research further into my concept and look further into how others experience leaving home. I would also like to be inspired by other peoples form of art and design within this topic. Looking at garments of "comfort" and "safety" and choosing a silhouette is another next step for me.

Inspiration and translation

Research: Gaining inspiration to Concept build

Based on the feedback i reveieved, i think it is vital that i continue to better research this concept, look deeper into fashion, art and design references to help me to better structure my ideas because the concept is too personal and hasn't dove deep enough into the idea.



Richard Hamilton. Just what is it that makes today's homes so different, so appealing?

Pop art collage that critiquing consumer culture and domestic life. Multiple modern commodities and advertisements reflects the the post-war era fascination with consumer goods and modern living. It highlights the shaping of materialism and its power in shaping identity and culture.

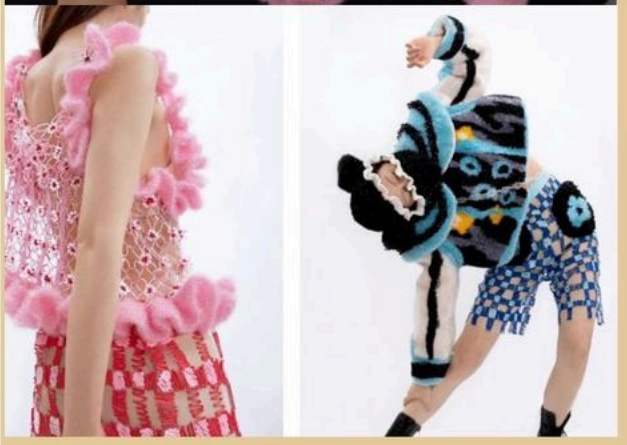






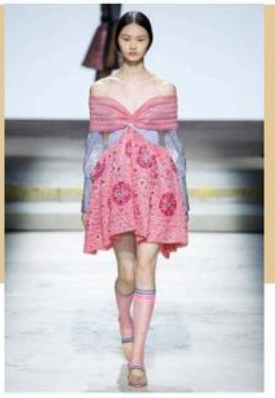
Molly Goddard's SS22 collection, inspired by her childhood, features oversized baby dresses transformed into playful, whimsical garments. The collection showcases vibrant colors and familiar textures, including tulle and taffeta. The pieces evoking feelings of nostalgia transition from innocence to more mature styles. The collection emphasizes warmth, playfulness, and a connection to childhood, celebrating lifes different phases.





Interview with Parson's graduate, Kaiwen Shi who created a comic based on her childhood fantasies. She took memories from playing with paper dolls, and talks about the importance of childlike mindfulness. The collection called "A trip into the real world fantasy," aims to evoke feelings of warmth and authenticity. She aims to continue to blend fashion and cartooning in her future work.





Nylon raincoats, patterned dresses, colours. All her pieces were inspired by childhood nostalgia. She uses the idea that childhood creativity can help form your current personality. Ideas like friendship bracelets, hot air balloons, camping, beads, bubblewrap, these childhood nostalgiac elements are all spun off in her own collection.



Reflection

Going back and researching different design approaches with a similar concept idea as me has really helped me to get inspired, rethink my own concept and come up with ways to make the concept more universal. To continue i am going to start to develop my concept and start idea generating through collages again.

Hernandez, Z. (n.d.). Say Yes to the (baby) dress with Molly Goddard For SS22. Check-out. Retrieved from https://checkoutmag.co.uk/fashion/say-yes-to-the-baby-dress-with-molly-goddard-for-ss22?rq=childhood
Baker, S. (n.d.). Kaiwen Shi on turning her childhood fantasies into sartorial realities. Check-out. Retrieved from https://checkoutmag.co.uk/fashion/kaiwen-shi-on-turning-her-childhood-fantasies-into-sartorial-realities?rq=childhood
Menkes, S. (18 September 2017). Back to Childhood for Mary Katrantzou and under Japanese influence for Peter Pilotto. Bristish Vogue. Retrieved from https://www.vogue.co.uk/article/suzylfw-mary-katrantzou-peter-pilotto-ss18

Concept building : Making the concept more universal

After the Feedback session, i was given the feedback that i needed to make my concept more universal and less personal. I need to find a way to make it relate to others.

Original Concept

Moving from Sydney to Amsterdam has deepened my connection to home. Being away from the familiar environment of my childhood has made my memories feel more vivid and idealized. The distance has made my past more meaningful and beautiful. My local beach, Bronte holds a special place in my heart, both physically but I also believe it is a symbol of both my childhood and my identity. Therefore I aim to bring this feeling i experience at home to Amsterdam through the design of this collection.

New concept: "Colouring home"

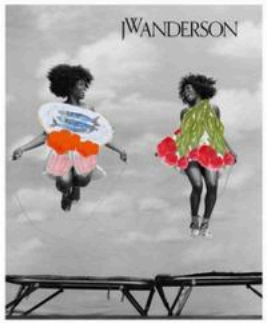
"Moving from Sydney to Amsterdam has reshaped my connection to home. As I reflect on the vivid memories of my past, I realize that distance doesn't just separate me from where I grew up, it transforms how I see it. My local beach, Bronte, which represents the warmth of my childhood, now feels like a safe place.

In this collection, I explore the idea of 'reimagining home,' represented by the contrast of black and white with vibrant pops of color. I reflect on how our memories evolve, becoming more idealized or romanticized over time. Each piece is a balance of the past and the present, just as I balance my Australian roots with my new life in Amsterdam. This collection invites wearers to reflect on their own relationship with home and memories and how they "colour" in their past to shape who they are today.

Make it universal brainstorm

- Universalize the Theme of "Home" and "Nostalgia": common for people to experience being away from home, and have idealized their past (Beauty of memories, longing, homesick)
- How do we romanticize our past? How does distance change how we see the places we love?
- Bronte Beach could be represented as a metaphor (it's my safe place- its nature) this could be the "safe place" that people experience themsevles - they are at peace and feel connected to themselves when they are there. I feel a connection to the nature here and feel more at "home" amoungst nature when i am in Amsterdam
- Wearing your memories - the past is a big part of peoples identity, therefore the collection could be a symbol of expressing our identity through clothing - certain clothes could remind us of times and places in our lives
- Colour the past, memory is a form of self expression, we all can romanticise or idealize our memories "colour our memories (change them. how do we choose to express our memories),
- Creating garments that evoke memories that are more universal and expereinced to a wider audience
- Colour, black and white, pops of colour, a metaphor of a memory - we only remember the past in small parts and some are vivid and then some are not/ fade away - look into textures and materials that blend past and present

Idea Generating: Collaging digitally

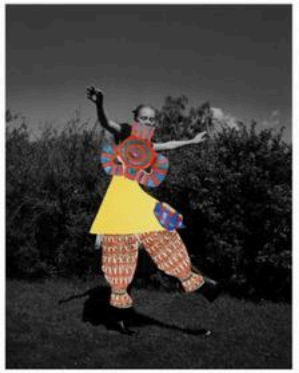



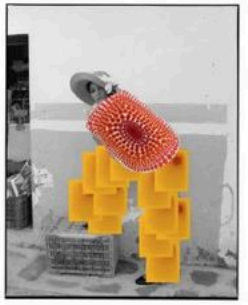















Reflection

This exercise was really helpful for me, i was really able to experiment in a way that excited me as a designer. I really love the contrast between the black and white and the pops of colour and very much relates to my concept. To continue i want to further explore these collages and try to showcase them in a way that looks more like realised garments. Overall, i feel like i have over came a big creative block and i have a lot to work and continue with.

Idea Development: Transforming collage to looks

Look 1



Look 2





Idea Development: Transforming collage to looks



Look 3



Look 4







Look 5







Idea Development: Transforming collage to looks





Look 6



Idea generting from collage and new looks

Look 7









Line- up furthr developed





















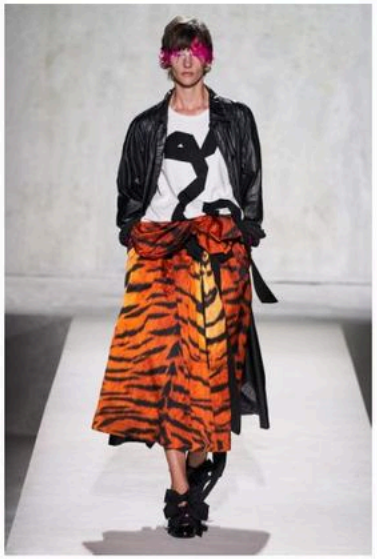
Reflection

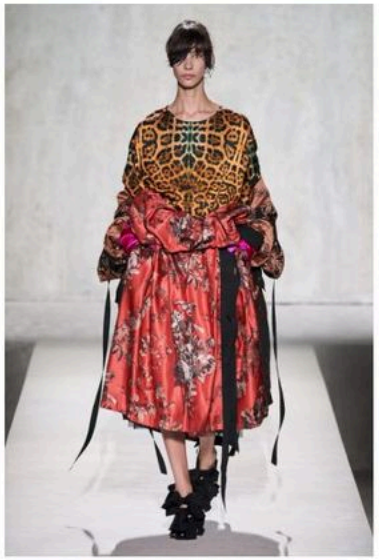
This process was very long and there were set backs along the way, however i am really happy with how the final looks have turned out. I think that the "pops of colour" on the black and white really showcase my concept, and i really love how the colours are translated in the looks. I am also really happy with the new silhouette created, after feedback during the pitch i think that creating more interesting silhouettes was necessary to further develop the collection. I would like to get feedback on the looks with my peers and teachers, so i can work out how i am going to further develop the looks. I would like to also make the looks a little more clear in how they will be translated into garments.

Target Customer: Persona for Dries Van Noten Collection

Veronica

The Experimental theatre enthusiast



Characteristics

Loves to be the one to stand out in the crowd, always wants to be the most colourful, printed, the most eccentric, maximalist, collects everything and anything, escapist and always thinking about another world, another thing, chaotic and has lots of friends, people around them, extraverted

Hobbies

Loves going to the theatre, opera, loves to dress up, doesn't shy away from a statement

Emotions

Confident, marches at the beat of their own drum, independent, bold, mysterious,

Scenario

Veronica is leaving to meet her friends for the grand opening of Alice's Adventures in Wonderland. She has front row seats because she is a member and advid user of the Royal Ballet and Opera house in London. She has gotten ready, her eye makeup bold pink to match her outfit and her favourite matching feathered earrings and necklace are put on.

Life style

loves cultural events, hidden boutiques, trendy cafes, galleries, and is currently single, living in her own apartment that she has a wide and wild arrange of items

Education/ work

Studied at art school and now owns her own art gallery where a wide range of artist work are showcased every few months

Target Customer: Creating a Persona for my collection

Ella

23 years old

- Studying/Living in Barcelona as as a fine art student (photography and ceramics
- Born/ raised in Montreal

- Seeks out new experiences and inspiration
- Inspired by their travel, backgrounds
- Experimental and bold designs
- Wears clothing that reflects personal journey and global influences
- Student and freelance photographer
- Traveller, internationally well travelled
- Self expression through fashion, love diversity and attracted to unique and culturally rich clothing pieces
- Loves a artistic flaired garment

Weekend/ Free time

- Explore Barcelona's artsy neighborhoods: Gracia, El Born
- Art Gallery's
- Go to Vintage markets, Go to pop-up fashion shops
- Brunch (cute little colourful spot and order a matcha)
- Enjoys biking around the city, taking in the sun
- Photography, shoot friends on the street (do some of her freelance work)
- Go on a little weekend trip to Costa Brava and enjoy the beach with friends

Favourites

- Loves mixing tones (earthy with bold colours), loves deep orange, forest freen, cobalt blue
- Reads Apartmento, Dazed
- Favourite cities to visit: Berlin, Tokyo, Lisbon and Amsterdam (when she travels she goes for more local spots, local markets, underground music venues, street art)
- Favourite slower trip spots: Beaches in Portugal, Hiking in the himalayas or iceland
- She collects small art pieces from local designers when she travels

Friends

- Friends from university that are fellow creatives
- Expats and have a wide range of different nationalities
- Open minded people
- love to go to film festivals together, art exhibitions, small fashion pop-ups

Mindset

- Openminded
- Creative, individual
- Rejects fast fashion, loves meaningful, well made pieces, loves special vintage pieces , loves one of a kind pieces, loves independent designers, small concept boutiques, thrifiting

Target Customer: Creating a Persona for my collection

Mood Board



Inspiration and translation

Target Customer: Persona Description











Ella is a 23 year old fine art student living in the artistic heart of Barcelona, Spain. She was born in Montreal, Canada and brought up in a multicultural family of 5 (she is the oldest of her siblings). She grew up amoungst a blend of cultures, going to museums, markets and the cinema with friends and family. Her family often travelled and explored new cities during school vacations. Her grandparents, cousins, aunts and uncles all live in Spain, she spent her summers visiting her family where they would often stay at her Grandparents vacation home in Costa Brava. Her interest in art, fashion, design and exploration and creation began from an early age and has continued to blossom as she has grown up, continuing to travel the world and embrace new influences.

Ella's life in Barcelona is a fusion of creativity and meeting, exploring and embracing a wide range of cultures. Ella is currently studying therefore, She often focuses on her studies. She specialises in photography, therefore she will explore the city with her camera and her friends. Ella also enjoys working in the ceramic studio and loves to throwing clay and then glazing. When she isn't spending time on her university work, you will find her in the city (typically in El Born or racia) with her friends or alone with her headphones on listening to music. Barcelona is beautiful to her because of the street art, indpendent galleries, the unique cafes and the colours everywhere. She also enjoys discovering hidden gems, like pop-up art installations, vintage boutiques, or local craft or flea markets. Ella just wants to be outside exploring, so if no one can join her, she will happily enjoy the time, immersing herself into the Spanish culture.

During the week, she balances her freelance photography work with her fine art studies. She is currently trying to grow her photography portfolio and work with other small artists, students and creatives. She finds collaborating enjoyable and she always learns new ways of working when she is amoungst others. Her main inspiration for her work is her experiences living in a different city, as well as nature, natural textures, oragnic forms and of course the relationships she has gained throughout her life. She loves to work both digitally and phsically, often blending the two ways of working together.

Fashion is something meaningful to Ella, she finds style is reflects her indivdual self and usually is attracted to pieces that are textured, printed or well crafted. She typically loves an eclectic appraoch to her style, which mirrors her own life experiences of travel and living abroad. A lot of her wardrobe pieces are collected from her travels and are always special to her, she loves one-off, unique pieces.

Ella surrounds herself with people like herself, openminded creatives who want to learn and grow amoungst one another. Many of her friends also currently follow creative studies (music, fashion, design) and they oftne meet at local galleries, local cafes, music events or go to the park and sketch. She loves to gain inspiration and share ideas with her friends.

When she's not working or hanging out with friends, Ella loves to travel. Throughout summer she did a trip around Europe with some fellow fine Art students, exploring Lisbon, immersing herself in the local food, art galleries and just wondereing the streets photographing the beautiful colours and streets. She also travelled down south enjoying the algarve coast, hiking, continuing to photograph the coast and her friends. On the weekends if she has time off, she enjoys going up the coast to Costa Brava, renting a small airbnb with friends and immerse herself in the culture and nature, oftening needing a little city escape.

Inspiration and translation

Target Customer: Persona Scenario

Accessories and inspiration
- sunscreen
- beach towel
- beach wrap
- sunglasses
- umbrella

Weekend to Costa Brava (going back to her childhood summer spot: Grandparents Vacation home).

Saturday

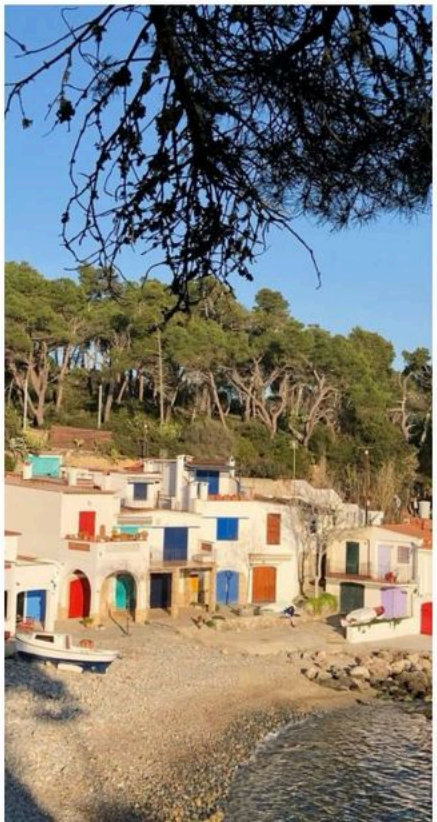
- (Look 1) Catch the train from Barcelona to Costa Brava: sleepy, comfy and still a little cold outside: big travel bag , a handbag as well multiple jackets because only has a hand luggage (layering), maybe some headphones/ not completly connected to the outter world, feeling a bit overwhelmed by the outside world , maybe a book , maybe holding a jacket in hand because all didn't fit in the bag , she could be knitting a scarf
- (Look 2/3) Arrive in Sa Riera, stop in a little coffee spot to get a matcha, still hasn't yet immersed into the environment but wearing something that is warmer as the sun hasnt come out yet but also embracing the excitment of being in a beach spot after spending weeks in the city, excited about the surrounding nature
- (Look 3) The sun starts coming up, beachy type of wear comes out, an outfit for the town, sunglasses, a beach bag (maybe a little straw basket)
- (Look 4, 5) Go to the beach, get out a paint brush, pastels, start to paint and draw the surroundings, take photos, capture the surrounding / †he town, the beach, the nature
- (Look 6) Heading back to the cute little cabin/ airbnb she is staying with friends in, has a little drink and snacks on the balcony of the apartment, feeling relaxed, comfortable amoungst friends
- (look 7) Get ready for dinner in town, a dinner outfit, something summery, something that makes her feel good, a little local spot, feeling refreshed and good about having a day away from the city, takes photos with her friends , and is happy

Sunday

- (Look 8) Wake up early to go to the local farmers market, market outfit
- (look 9) Walks past a local artists/ painting, gets inspired by seeing this, gains inspiration
- (look 9.5) Buys ceramics from a local artist for her home back in barcelona
- (look 10/11) Swim, cliff jumping, hiking amoungst the nature, mirroring this type of vibe
- (look 12) Eating at a lunch spot, maybe the serviette on the lap could inspire a look - the food could be on the sweater, the table cloth could also inspire the look
- (look 13) Watches the sunset with friends, gets a little chilly, wraps a scarf type of thing around herself to stay warm, but keeps the outfit quite summery to embrace the "summer vibes"
- (Look 14) Heading back on the train, another comfy outfit - similar to the first look but this time the outfit is inspired by the Coast, the bag is covered in the natural environment, the outfit has elements of the natural environment - immersed and happy
- (Look 15) Back home and looking at the photos (coloured), thinking about the trip, idealising/ romantising the trip















Target Customer: Real Life users inspiration research

Creative

Colourful

Happy

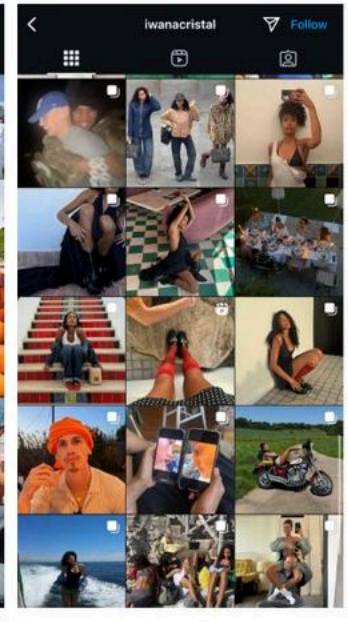
Travel

Open-minded

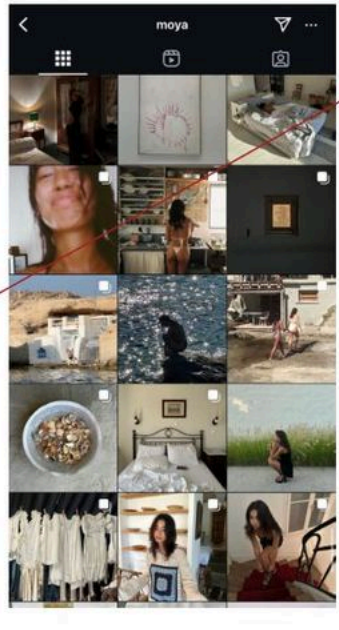




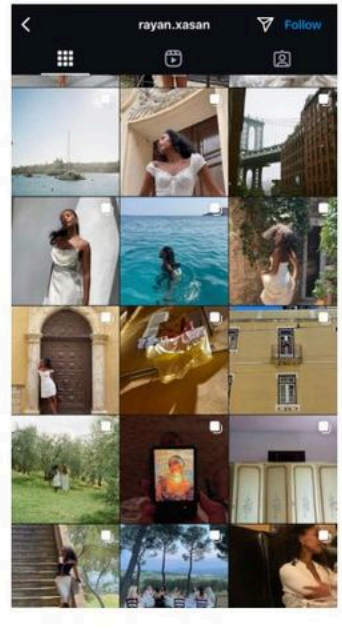












Reflection

To better understand my target group and "persona" i did some research on instagram, finding the right "muses" or individuals to gain more inspiration from. The following individuals are young women who follow a creative path (studying fashion, graphic design, art history, or make their own art), enjoy travel, being their own individual person, but also have a connection to smaller businesses. I want to continue following these creatives to gain inspiration, get inspired by their styling, what they wear and what they love.

Target Audience Research: Survey

To better understand my target group i decided to send out a survey (i shared the link with indivduals who followed similar lifestyles and values as the persona i created, 13 individuals responded and the questions and results are as followed:

Q1: How old are you? Where do you currently live? What are your current favourite fashion brands or labels?

23, Australia, one mile & siesta swim
02/11/2024 01:06 View respondent's answ

23. Sydney. Uniqlo, adidas
01/11/2024 05:19 View respondent's answ

23, New York, Peachy den, Reformation, Ganni
30/10/2024 18:15 View respondent's answ

24, Berlin, Orseund iris, buci nyc, sezane
30/10/2024 18:12 View respondent's answ

I'm 20, live in Amsterdam. My favourite fashion brands at the moment are The Row, Jil Sander, Proenza Schouler.

20, Amsterdam, Loewe and Avav
24/10/2024 13:31 View respondent's answers

21, in Alkmaar (the Netherlands), carhart
24/10/2024 11:31 View respondent's answers

I am 22 years I live in Amsterdam and I like Arket, other stories and Brandy Melville
24/10/2024 10:49 View respondent's answers

23, living in Amsterdam. Favourite brands: Arket, Thinking MU, Olaf, Freedom of Movement, Desigual
24/10/2024 09:45 View respondent's answers

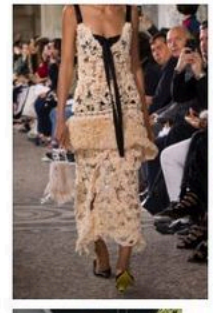
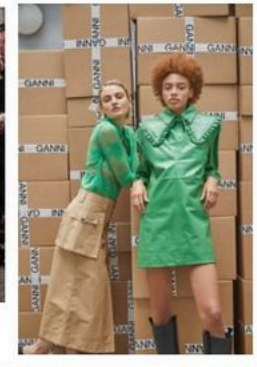
I'm 20 years old & live in Amsterdam, the Netherlands. My favourite fashion brands at the moment are The Frankie Shop, Acne Studios, Miu Miu, Jaquemus, New Balance, Baum und Pferdgarten, Samsoe Samsoe
24/10/2024 09:33 View respondent's answers

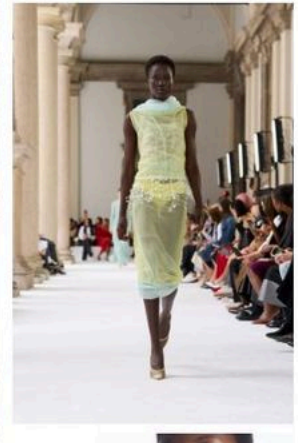
21; Amsterdam/Antwerp; Off-white/Cotton Club/Vintage stores/ Anything from my mom's closet
24/10/2024 08:57 View respondent's answers

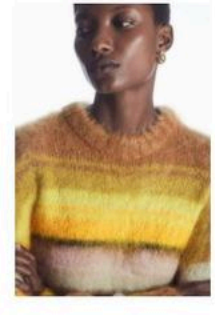
21, Amsterdam
24/10/2024 08:42 View respondent's answers

21, Leiden, Arket, nakd, cos, motel rocks
24/10/2024 00:01 View respondent's answers

Brands





Q2: Where were you born or where do you consider "home"? And what is your current lifestyle status (e.g. student, working, freelancers, etc)

Australia, working
02/11/2024 01:06

Sydney. Working.
01/11/2024 05:19

Sydney, Working
30/10/2024 18:15

Montreal, Berlin is home now, student
30/10/2024 18:12

I'm from Riga, Latvia and currently a student.

Portugal (born and home), current student in Amsterdam
24/10/2024 13:31

Born and currently living in Alkmaar, student
24/10/2024 11:31

I am born in the Netherlands and I am a student who also works as a freelancer
24/10/2024 10:49

South Africa, student
24/10/2024 09:45

I'm born in Düsseldorf, Germany and I would consider Amsterdam as my home now. well.
24/10/2024 09:33

Born in Antwerp but consider India and Belgium both home. Student and working.
24/10/2024 08:57

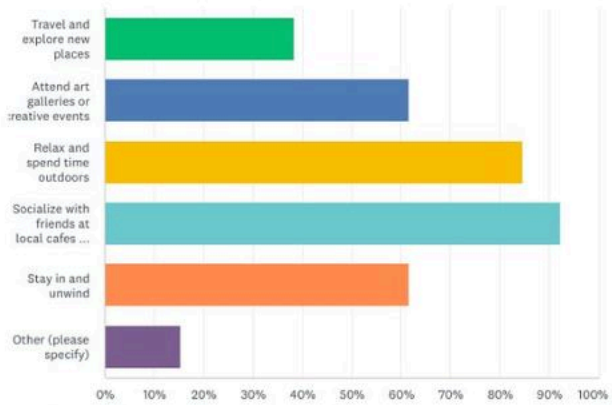
I was born in goes and I am a student
24/10/2024 08:42

South Africa, student

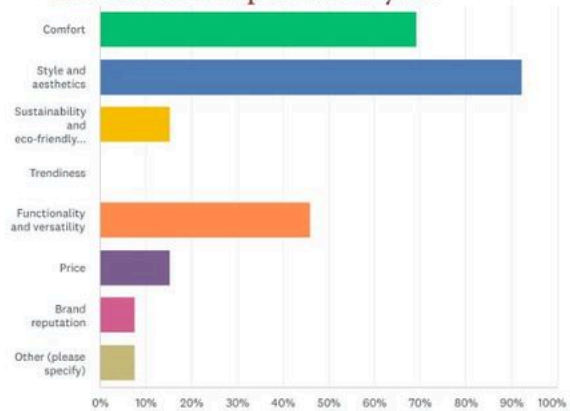
Inspiration and translation

Target Audience Research: Survey

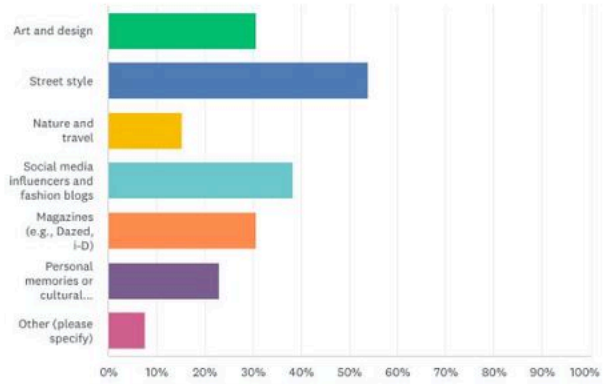
Q3: What do you do on the weekends?



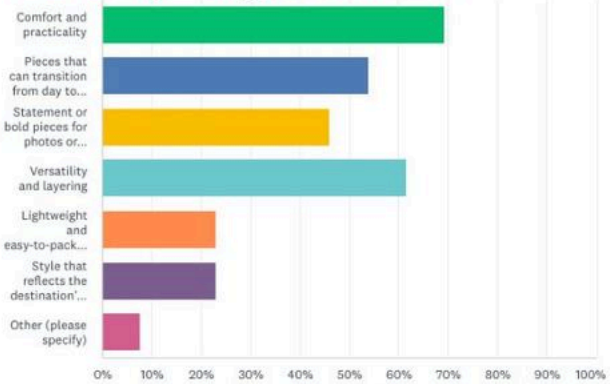
Q4:When choosing your daily outfits, what is most important to you?



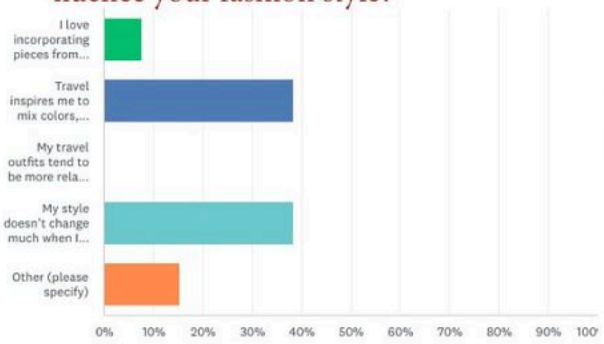
Q5: What inspires your fashion choices the most?



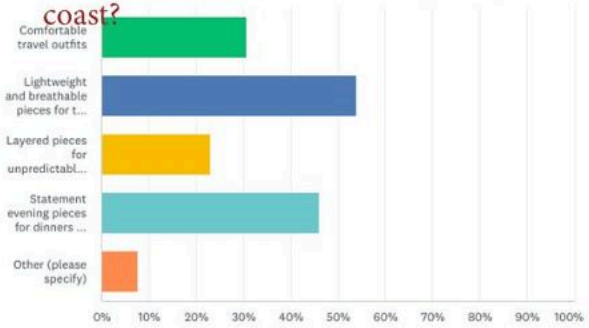
Q6: When you travel, what do you prioritize when packing your wardrobe?



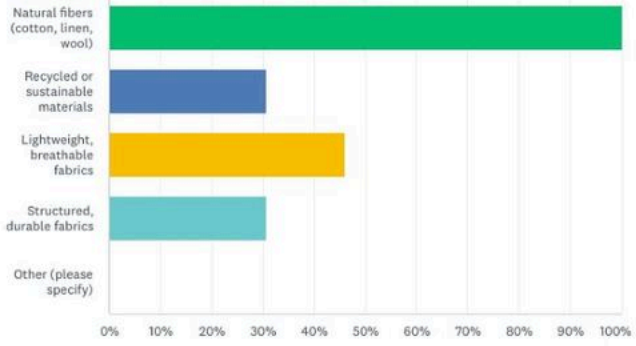
Q7: How does your travel experience influence your fashion style?



Q8: What kind of clothing would you find most useful for a weekend trip along the coast?



Q9: What kind of fabrics and materials do you prefer for your clothing?



Reflection:
For me, completing this survey was a great way to better understand the target group. I personally feel very close to the persona i have created, however a big issue that i have experienced when creating the concept and lineup was that i made it too personal. Therefore, being able to see how other people from the target group view style, fashion and garments was excellent research and helped me better understand what was required for the collection.

Main takeaways:
- **Comfort and Style/ aesthetics** is key to the target groups waredrobe
- **Inspiration from art and design and street style** is something i can further explore and incorporate within the collection
- The collection is inspired by travel and should be appropriate for someone on vacation, based on the feedback **Colours, textures and materials become more exagerrated when travelling** , therefore looking at garments that are slightly out of the target groups comfort zone would be appropriate
- The types of clothes taken on vacation for the target group includes **Statement pieces, comfortable and practical pieces**
- The types of fabrics the target group are attracted to include, **more natural fibres (cotton, linen, wool) and lightweight fabrcis**

Idea Development: The lineup development and looks process



Combine these looks to create a new line up



Idea Development: Transforming scenario into lineup looks


Look 1: Travel look


Look 2: The arrival


Look 3: Sun is coming


Look 4: At the beach 1


Look 5: At the beach 2


Look 6: Out for dinner


Look 7: Markets


Look 8: Painter


Look 9: Ceramic shop


Look 10: Lunch Spot


Look 11: Sunset


Look 12: Heading home

Reflection

Overall, i am really happy with how the looks have turned out so farfor the line-up. I want to choose 3 of these looks to realise. I want to continue to develop the looks by better illustrating the details of the garments looking at material, details, accessories and styling. However i think that this lineup showcases a clear indication of what the line-up concept is.

Garment Realisation: 3 garments to realise

The three garments i will be realising are the following. I believe these looks have a wide variety of garment types and showcase the skills i want to use for the final realisation process.







Look 1: On the train



Look 8: The Painter



Look 2: To the Markets

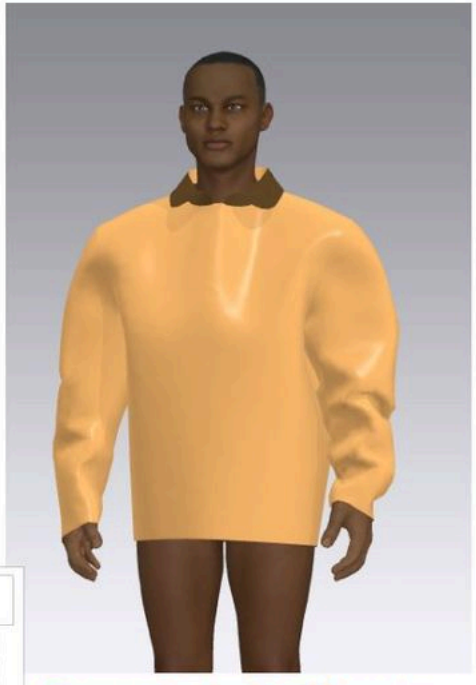


Design

Look 1

Garment Realisation: Look 1 trial 1: clo3d





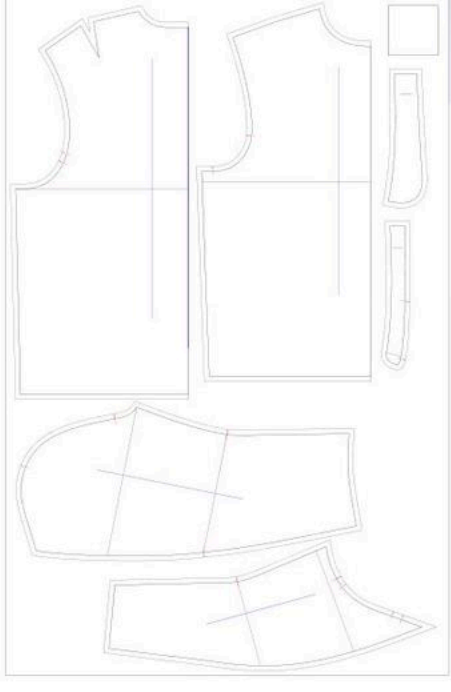
Garment 1 : knitted jumper



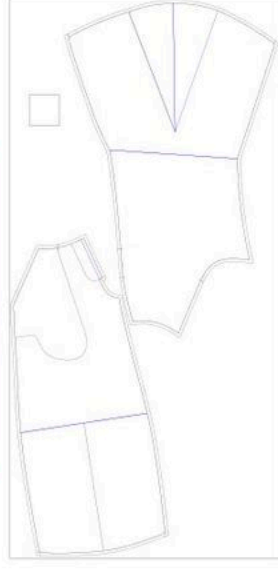
Garment 2 : Oversized pants

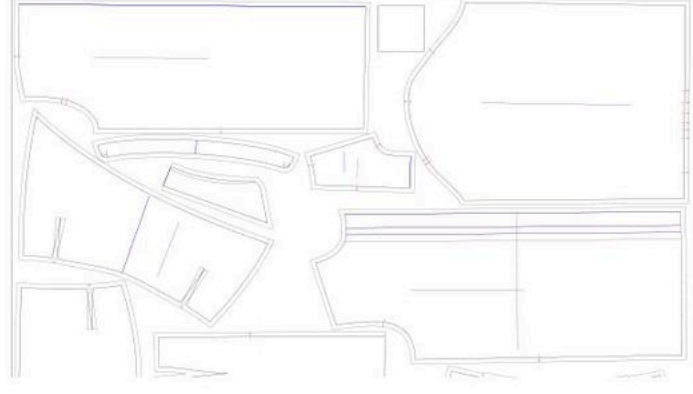


Garment 3 : Button up shirt



Using Clo3d really helped me to realise my original ideas shown in the sketch. For the next step i am going to begin to realise the garments physically, using materials that are similar to the ones showcased in the planning sheets.





Design

Look 2

Garment Realisation: Look 2 trial 1: clo3d





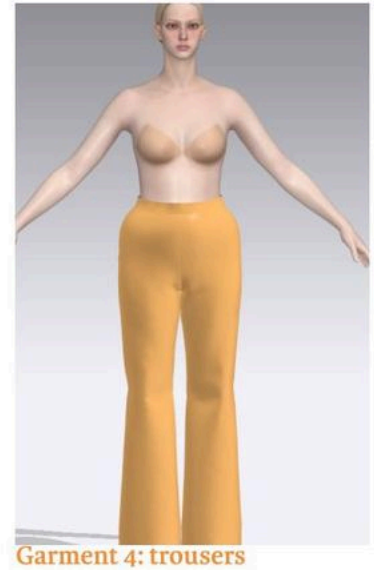
Garment 1 : Vest



Garment 2 : Skirt

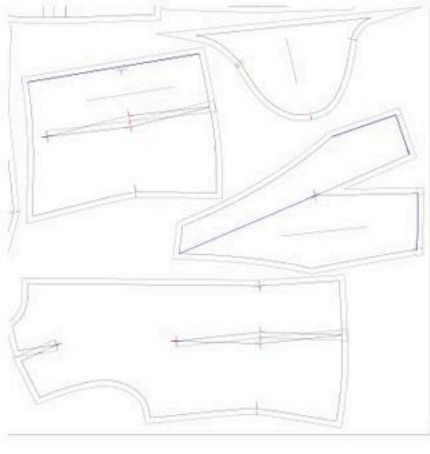


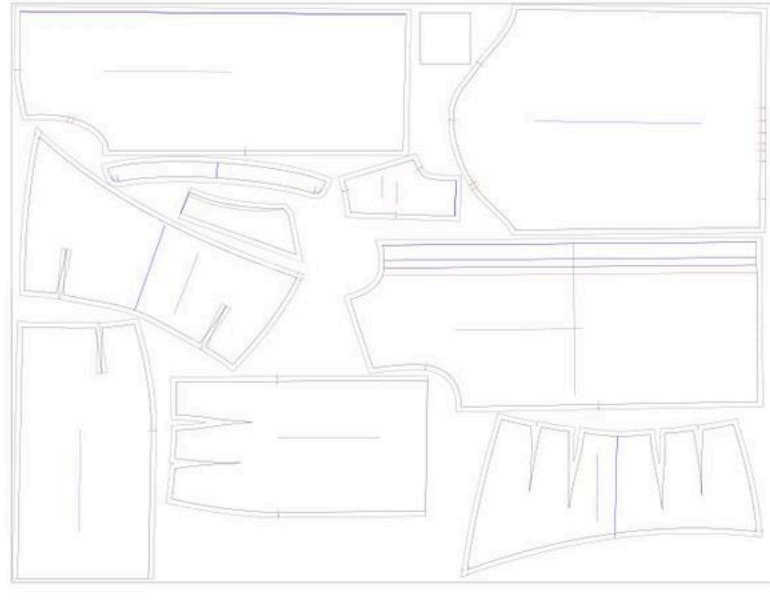
Garment 3 : button up shirt

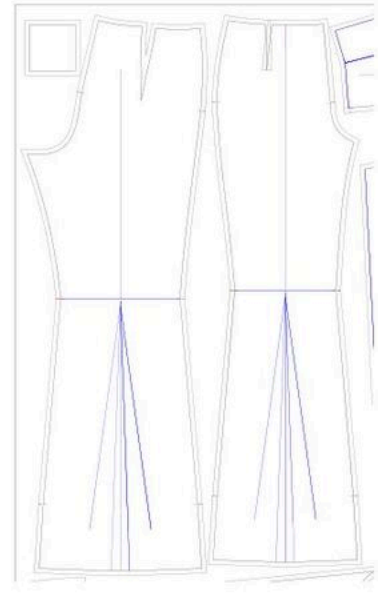


Garment 4: trousers

As mentioned before, i was able to use clo3d to experiement and test my original ideas showcased in the original line-up sketch. I have never worked with the model for this look (julia), therefore i will need to fit the pieces to get a better understanding of her body and how the garments will fit to her.







Design

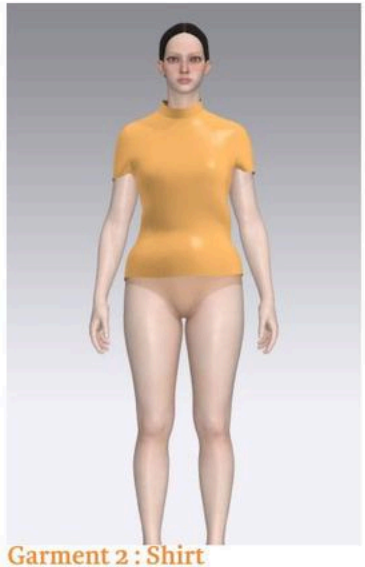
Look 3

Garment Realisation: Look 3 trial 1: clo3d

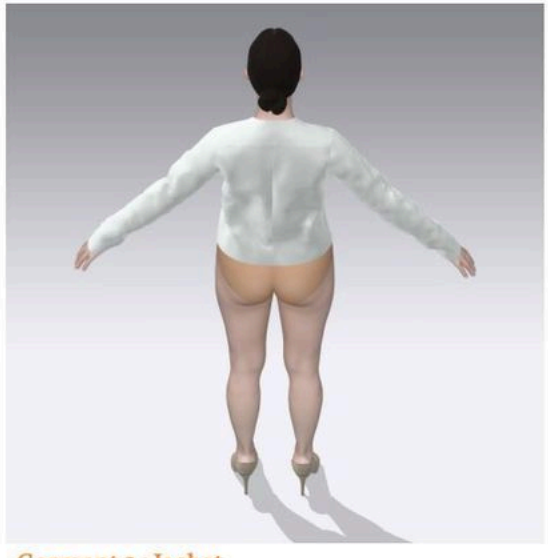




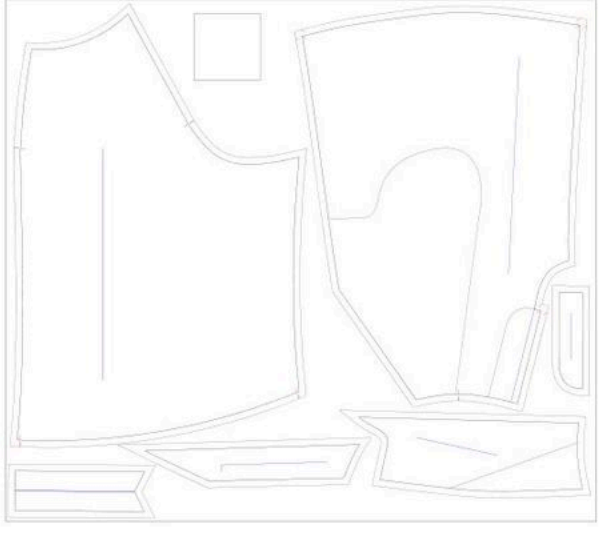
Garment 1 : Shorts



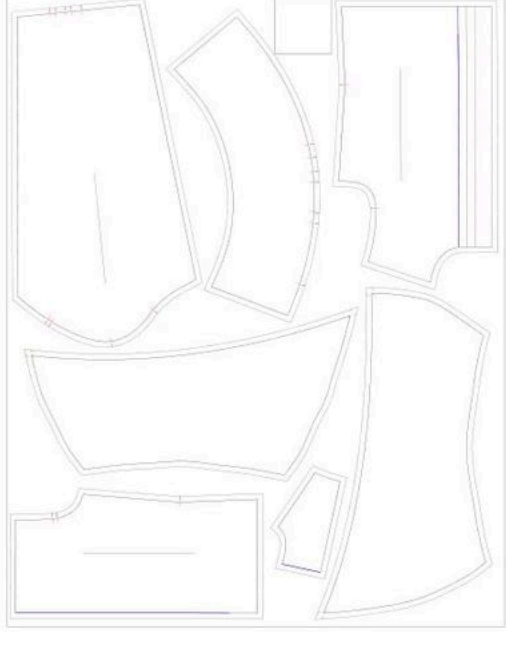
Garment 2 : Shirt



Garment 3 : Jacket



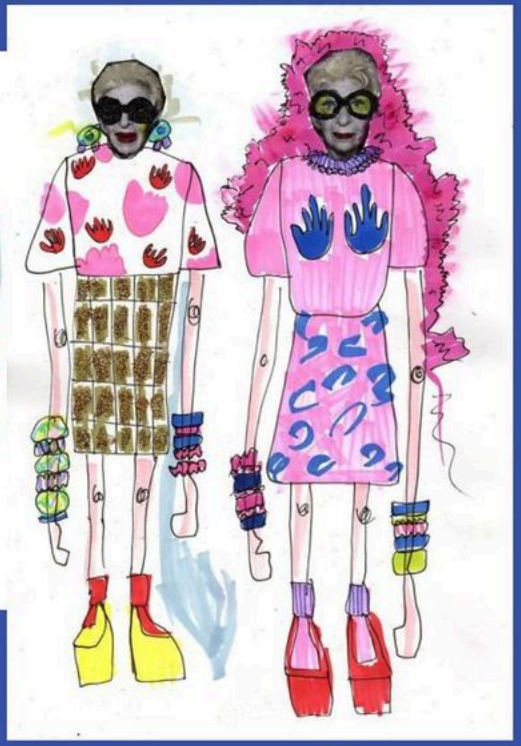


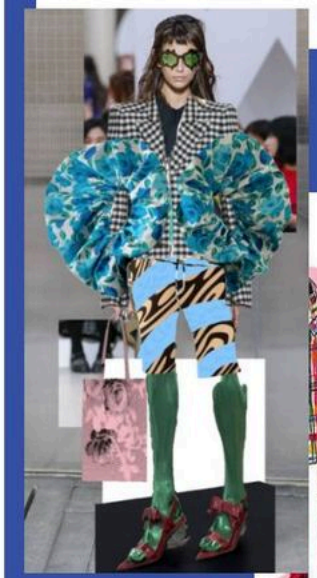


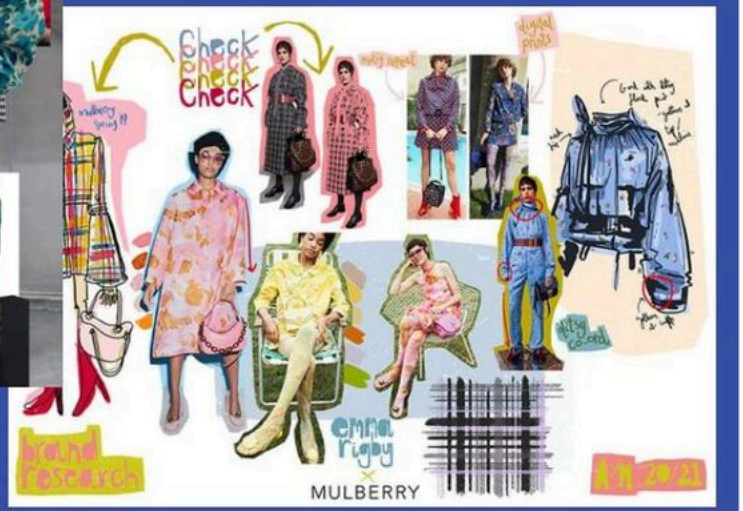
Clo3D has really helped me to be able to realise my garments and create patterns. I want to further explore whether the shorts need to be altered to make look more sectioned off or if i use print to showcase this idea. I am going to sew the pieces, fit it on my model and assess from there.

inspiration









Finding a illustrative style for line-up

Testing



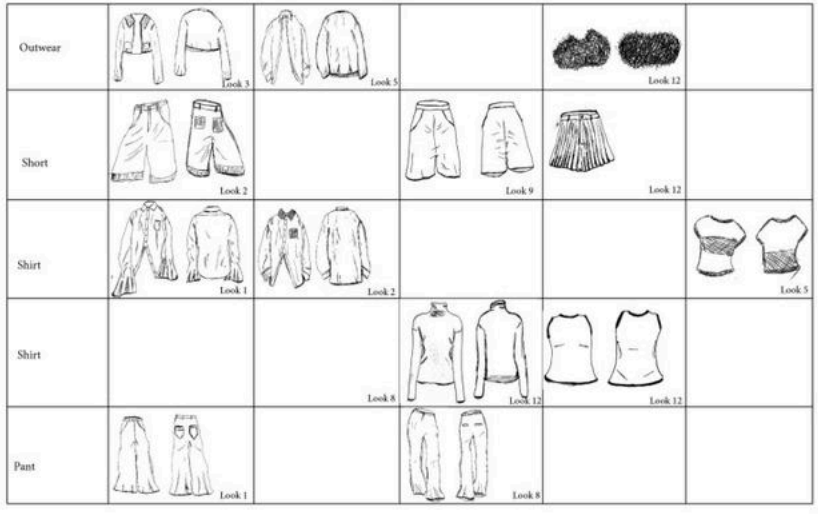




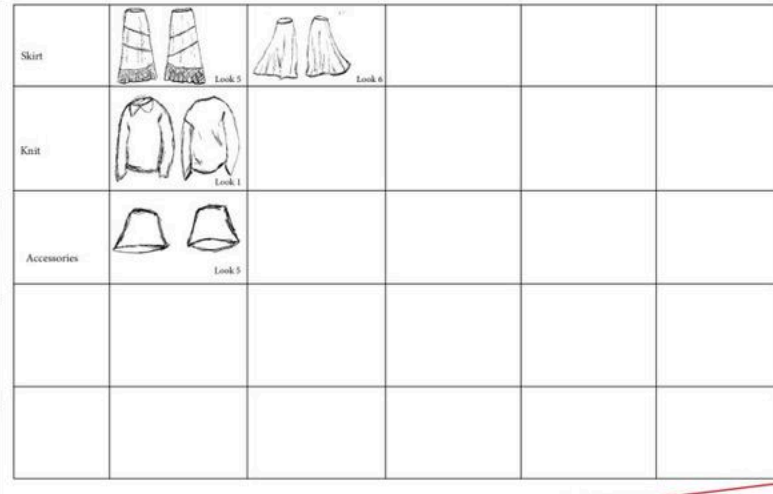
Reflection:
For me, i really like the collaged effect finish on the black and white threshold model. I think it continues to follow the black and white on colour theme while still showcasing the concept and line-up pieces clearly.

Line Plan process

Line Plan | Dries Van Noten | COLLECTION NAME | Spring Summer 2025



Line Plan | Dries Van Noten | COLLECTION NAME | Spring Summer 2025

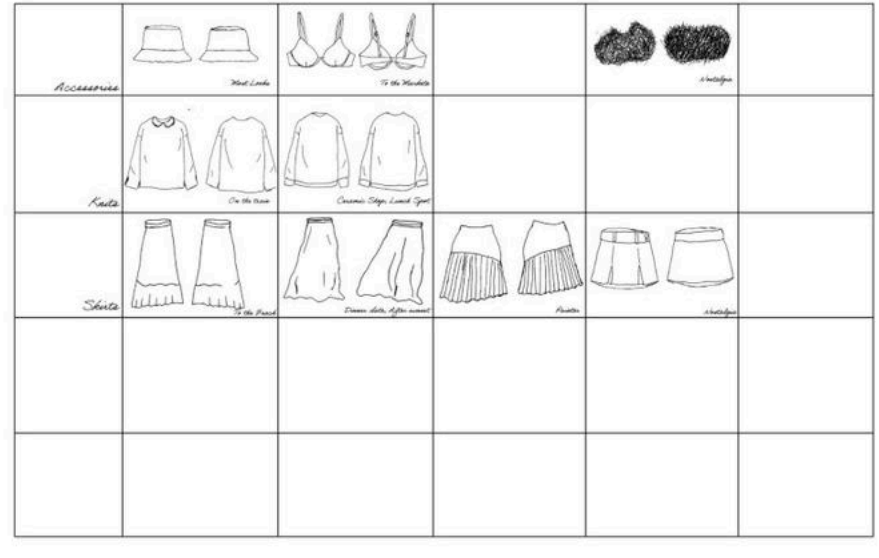


I began by sketching the different garments for each look in the line-up, which helped me gain a clearer understanding of each piece and outline their details. However, after receiving feedback, I realized that I approached the line plan incorrectly. The sketches should be flat representations, not styled as if being worn. With this insight, I have decided to revise my approach and create new, appropriately detailed flat sketches.

Line Plan | Dries Van Noten | Spring Summer 2025



Line Plan | Dries Van Noten | Spring Summer 2025

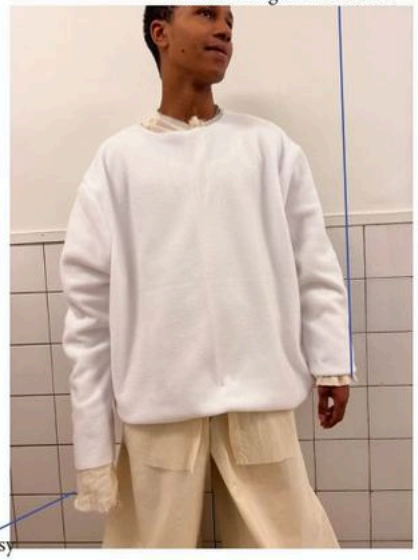


Design

Garment Realisation: Look 1 trial 1: Sewing and fitting

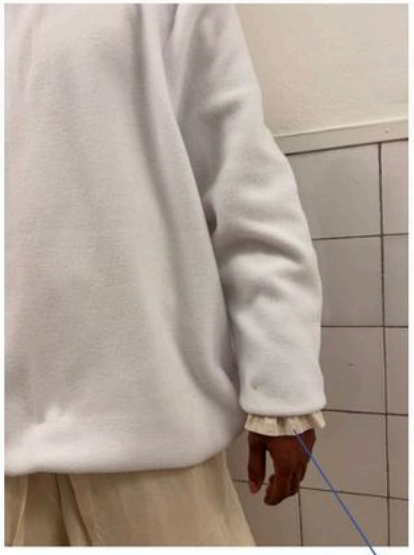
Look 1





Right sleeve finish is better - continue experimenting with the length of this one

Sleeve finish is too messy



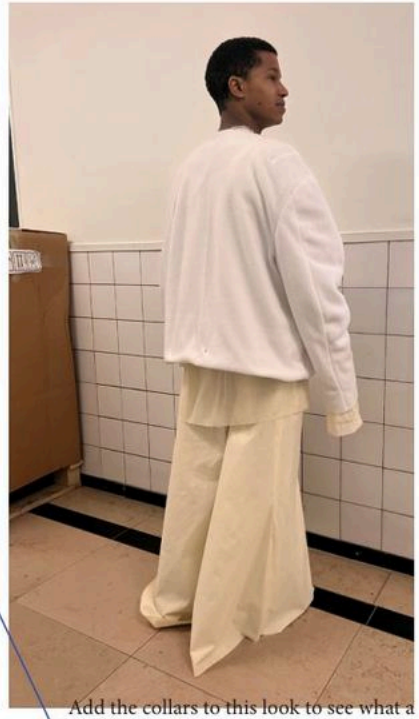
Add 10cm to this sleeve length so there is more exposed out of the jumper (layering)



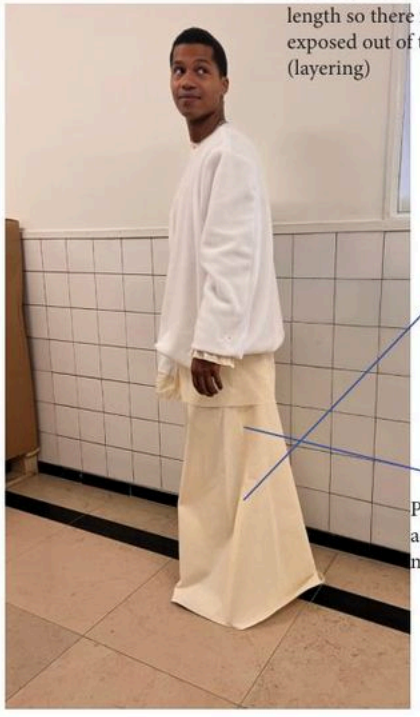
Remove 13 cm from the sleeve hem and 9cm from the jumper hem - pinned and ready to be removed

I like the layering effect here





Add the collars to this look to see what a double collar would look like



I really like the fit of the pants and the length is perfect for what i was aiming for

Pocket and fly of pants need to be added to see the final finish before making the final garments

I am pleased with the initial fit of look 1, as it aligns well with my original vision for the silhouette. While there are some alterations needed, seeing how the design has come to life has been rewarding. Moving forward, I will focus on making these adjustments to refine the outcome further

Design

Line-up complete before midterm on illustration models

DRIES VAN NOTEN
spring-summer 2025



I am pleased with how the lineup is coming together; the contrast between the black and white mannequins and the vibrant clothing effectively conveys my concept. The details in each piece are clear, making it easy for viewers to understand the elements within each look. I'm looking forward to receiving feedback at the midterm, which I hope will guide me in finalizing the lineup and refining the overall presentation.

Design

Look 1

Garment Realisation: Look 1 trial 2: Sewing and fitting



The double collar look turned out exactly the way that i originally wanted



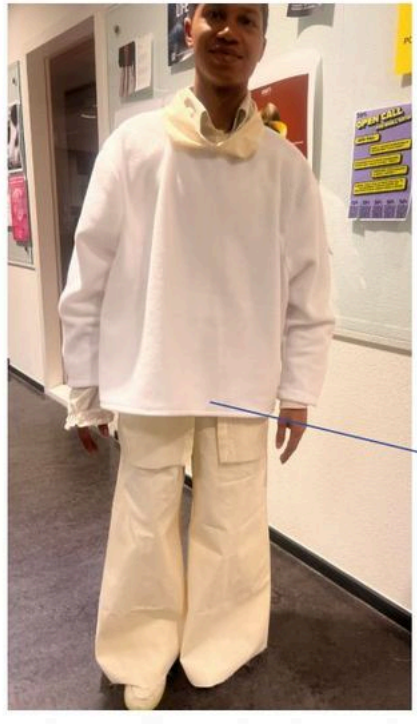




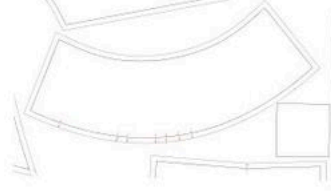
The collar on the shirt is slightly smaller (by 2cm on either end)- therefore i need to add 4cm to the pattern of the collar

I really like the collar length, however the effect of it is not flared enough, therefore i will make a new sleeve pattern with a flare base.





The sleeve and base of jumper length have been fixed and I really like the length that has been realised



The updates and new elements of the silhouette have turned out well, and I'm pleased with the progress so far. However, the sleeve of the shirt still requires adjustments to meet my expectations. I also need to add the zipper and pockets to the pants, which I aim to complete before the next fitting. This will ensure that the next phase is as polished and ready as possible."

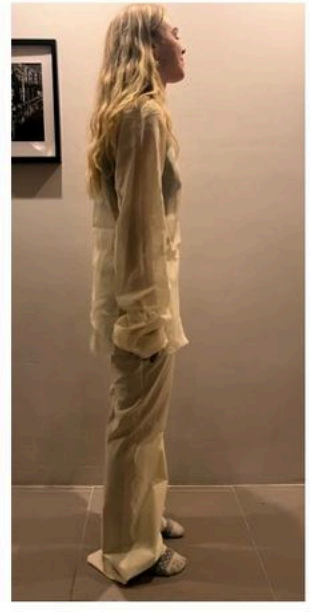
Design

Garment Realisation: Look 2 trial 1: Sewing and fitting

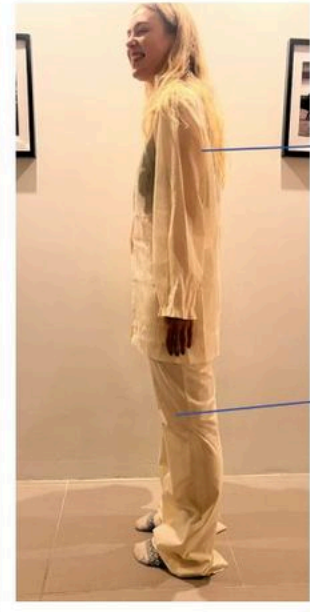
Look 2











Testing how look 1 shirts top fits on my model (Julia) to see what type of sizing i need to adjust: I want to make the shirt more of a baggy/ oversized fit. I really like how the sleeves fit, i will stick with a similar size as that.

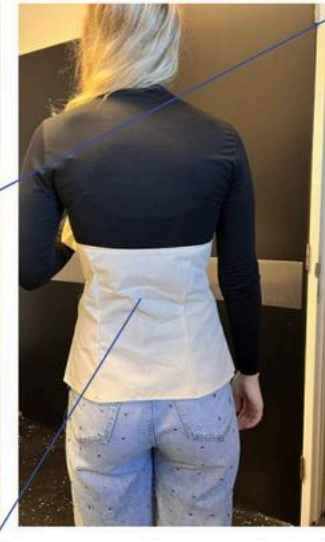
The pants fit really nicely on Julia. I will now add the waistband and the zipper closure to perfect the look and complete a final fit on Julia.



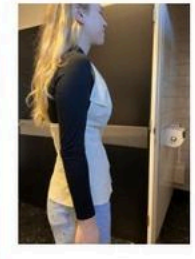


The skirt fit on julia's hips perfectly and i will continue to experiment with the look of this skirt on her. I also tested the pleats on Julia to assess the correct height to make the skirt - after seeing it on the model. a length above the knees will be perfect.









I really like how the vest fits on Julia, i love how the back is super flattering on her and this is something i want to continue to execute.

The front closure is quite interesting and something that i want to work on, also pinned to make the front a little neater (the right side of the vest is my favourite side of the vest look) - i want to continue to test this, i also will get the teachers feedback at the offical first fitting for advice.

I have yet to see the full look with all the garments assembled, so a complete fitting is necessary for a better assessment. That said, I'm pleased with how the pants and the skirt fit Julia; the outcome has met my expectations so far. Moving forward, I want to focus on refining the vest and seek additional feedback from the teachers to enhance the overall design

Design

Look 2

Garment Realisation: Look 2 fitting 1







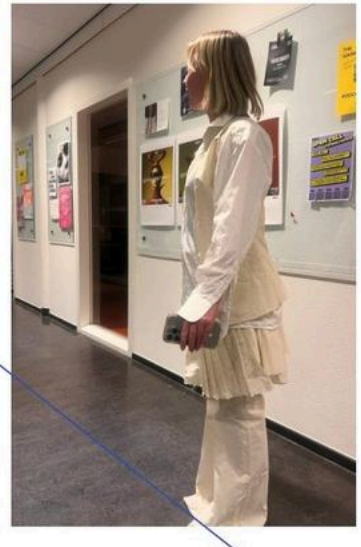




Unfortunately my model could not be at this fitting therefore i was kindly helped out by my classmate. The pieces did not fit her properly, however i was happy that i was able to see how it fit completly on her.

The pants need to be completed with a zipper and waistband







The skirt has a strange finish - i need to alter this by gradually making the pleats smaller as it gets closer to the opening

A new approach to the vest has been suggested by the teachers, therefore i am going to look into waistcoats and maybe find a new solution using this approach - looking at vintage waistcoats as a base for inspiration has been recomended

Unfortunately, my model was unavailable for this fitting, but I was grateful for the help of a classmate who stepped in. Although the pieces did not fit her properly, it was still valuable to see how the full look came together on a body. The feedback I received highlighted the need to make adjustments to the vest and prompted me to research waistcoats as a potential alternative solution. This insight will help guide my next steps in refining the design.

Design

Colour Card

Below, I have included my color card, which highlights the colors featured in my collection. I have also added the different looks to illustrate the color card and show where each color has been applied.



Concept building
Colouring Nostalgia

"Colouring Nostalgia"

The collection, "Colouring Nostalgia" reflects on the experience of distance and how it can reshape our connection to familiar places, blending the emotions of returning home with the dreamy escapism of holidaying. Inspired by my childhood beach, Bronte, and initiated by my move to Amsterdam, I explore how returning to a place that once felt like home can evoke nostalgia, belonging, and identity. The collection captures the emotional journey of revisiting places filled with memories, while highlighting the vacation-like joy and idealized perspective that often accompanies our experience.

The contrast between black and white and vibrant color symbolizes the evolution of memories over time. The monochrome elements reflects the nostalgia of the past, while the vivid pops of color embody the rose-tinted lens through which we view our familiar places, seeing them as beautiful and significant.

This collection invites wearers to reflect on their own memories, identity and the dreamlike sensation of escaping into the comfort of their past, as if "holidaying" in their own story.

Connection to Dries Van Noten

- Wearable and practical silhouettes with rich textures, prints and craftmanship
- Elevated prints, colours, textures
- Simple silhouettes
- Meaningful and personal design approach made into a universal feeling

Collection/ Concept further Explained:

Colour Narrative:
Black and White = Nostalgia, elements of memory, time, universality of memories
Vivid colours/ colourful = Idealisation of memories, cherishes moments, childhood, personal and emotional connection to specific memories

Textures and Prints:
Textures = contrasting mateirals to showcase the contrast of experiences verse the memories and how they are remembered
Prints = personalised memeories from home,
Childhood influences = very subtle personal references to my own chilhood living in Bronte

Silhouette
Layering = represents how memories build overtime (like the collaging of the collages made)
Simple silhouette = showcasing the ease and comfort with returning to a familir place, acting as a blank canvas for emotional storytelling in prints, textures and colours, allows details of textures, prints, colours and layering to take the centre stage, acting as the "black and white"

Design

Look 1

Garment Realisation: Look 1 trial 3: Sewing and fitting



I'm really happy with the layering, sizing and length of the look









The collar fits nicely around my models neck - there has been measurement alterations which will be fixed on the final pattern of the garment







Sleeve length and finish is exactly how i would want it to be, i am ready to continue and realise the final garment

Look 1 has undergone multiple adjustments, and I feel confident that the fit is now exactly how I envision it for the final design. I'm ready to move forward with creating the final garments. I will continue to alter and work on its final outcome in terms of the textures, prints and patterns, however the fit is ready for making.

Design

Look 2

Garment Realisation: Look 2 trial 3: Sewing and fitting

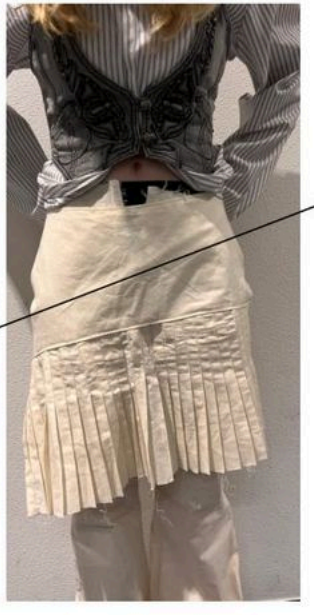


I tested the look with a pencil type of skirt, however i feel as though the pleated skirt is the look i want to continue with, it is interesting, and creates a texture i really like within the look









The Collar is very oversized and way too big for Julia, therefore i need to alter it and remove a lot of it from the centre back, i want the fit to be oversized but the collar to be well fit around the neck .



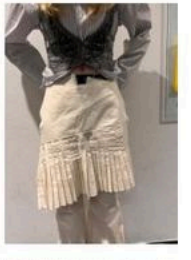


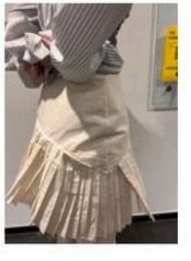
The vest i have sourced fits my model, Julia perfectly I want to use this pattern as a base and use the fit to help me create the perfect vest for this look





After fitting feedback i need to alter the skirt to make it cleaner and remove the seam line at the skirt





I've made significant progress on this look, and I'm really pleased with how far it has come. To refine it further, I need to make some fitting adjustments to the shirt, clean up the skirt, and continue working on the vest. However, i am feeling confident and ready to showcase my work at the midterm check.

Design

Look 3

Garment Realisation: Look 3 trial 2: Sewing and fitting

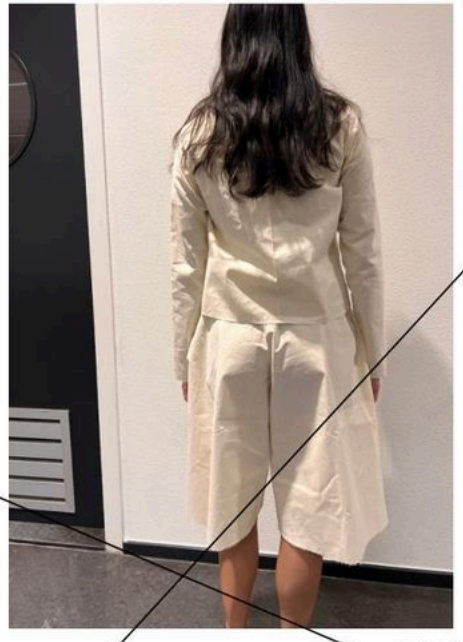




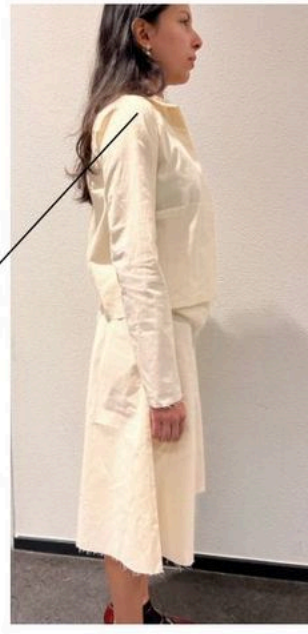
Unfortunately my model (Ana), was unable to make it to the fitting, however, kindly Natalia was able to step in. I find this look quite simple and i want to further excite the look (working on the shorts and the top specifically).



I find that the shorts are very simple and do not shocase the layers in the collage, therefore i want to make the look more shaped and layered like the collage

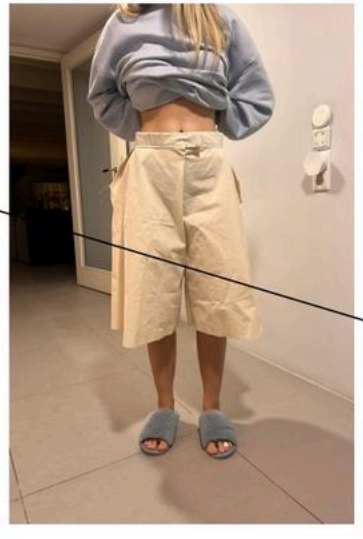


The Jacket sleeve cap needs to be altered and made bigger as it is too tight



At the fitting, the seams were brought up as not being necessary and were questioned, i want to look further at this and work on altering the top to make it more interesting and unique to my concept







I really like how the shorts fit on my 3rd model (Ana). Around the waist it really fits her nicely , i just need to work on making the silhouette fit the illustration better

The final look is currently the least refined, and there's still a lot to fix. I want to introduce a more interesting silhouette, make the top more dynamic, and adjust the fit of the jacket, as it doesn't sit quite right. This week, my primary focus will be refining the silhouette to better match the illustration.

Pre midterm design choices for each look

The following section showcases the three looks in greater detail, including styling, design choices, and specific elements for each garment. This process has been incredibly valuable as it allowed me to carefully break down and analyze all of the design elements that need to be applied to each piece. By approaching the looks in this structured way, I was able to ensure that the decisions I've made—whether related to silhouette, material choices, or overall styling—are cohesive and align with the concept I want to convey. It also provided me with the opportunity to critically assess whether each garment complements the others within the collection, helping me identify areas that may need adjustment or refinement. Ultimately, this step has reinforced my understanding of how every design decision contributes to the overall narrative of the collection, giving me clarity and confidence as I move forward with finalizing the garments.









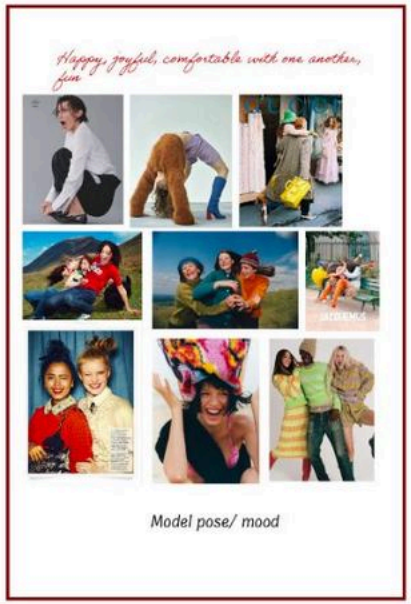






Initial photoshoot planning

To prepare for the photoshoot i began by idea generating and using other sources as a form of inspiration for the final design approach. The photoshoot is something that i am really excited about because during the studio assessment, it was one of my favourite parts of the process. Therefore, i want to continue to research different specific locations in Amsterdam to help me come up with the perfect location. I also would like to have a more refined idea for the shoot prior to actually completing it , as i think this will help the shoot to be most sucessful.



Model pose/ mood



Setting / location

Photoshoot



Shots inspiration



Photography approach/ edit



Final finish

Design

Midterm check Feedback

Research	very good	good	sufficient	unsufficient	no evidence
Researched into the designer DNA, zeitgeist, and makes original links to own design process.		✓			
Criterion Feedback: Personal research that aligns very convincingly with with the DNA of Dries van Noten and the Zeitgeist. The personal starting point is recognizable for a bigger audience.					
Innovates and experiments in a responsible manner into silhouette, shape, fabric, colour and the chosen specialization.		✓			
Criterion Feedback: You experimented in an innovative manner in the storytelling aspect of the collection, on colour, material and print/ knit application. In the silhouette and shape development there is room for improvement: at the moment the 2D work is more convincing than the 3D translation.					

Overall, I view the research I have undertaken in a positive light. I found the research component of the project to be both engaging and rewarding, and I'm pleased that it has been effectively applied to my work. However, I recognize that 3D translation remains an area of difficulty for me. Despite my efforts to improve this skill over the past semester, it is clear that further development is needed. Moving forward, I plan to address this by increasing the scale of the silhouettes in looks 2 and 3, which I believe will help strengthen the visual impact and overall execution of my designs.

Decision making	very good	good	sufficient	unsufficient	no evidence
Independently works with the conceptual starting point from a personal vision on fashion and the Zeitgeist.		✓			
Criterion Feedback: See comments above.					
Shows a vision on the designer's DNA and own handwriting.	✓				
Criterion Feedback: See comments above.					
Can translate the research and experimentation into a relevant and responsible design toolbox.		✓			
Criterion Feedback: The toolbox is rich and inspiring; try to become more outspoken and sharper in your silhouette and shape statement.					
Strikes a good balance between ambition and reality.			✓		
Criterion Feedback: Could be better; make sure you attend all technical classes as this is the area that needs most attention.					

As mentioned earlier, focusing on making some of the pieces in looks 2 and 3 more oversized and expressive will help me better meet the project criteria. I often find myself struggling with 3D translation, and I have a tendency to be overly ambitious with what I aim to accomplish. Moving forward, I want to ensure my ideas remain realistic and achievable while maintaining a high level of care and attention when constructing the final garments. This balance will allow me to produce stronger, more polished outcomes.

actualisation	very good	good	sufficient	unsufficient	no evidence
Develops a contemporary and balanced collection line-up of 15 outfits and line-plan of 50 items.		✓			
Criterion Feedback: Inspiring line-up that connects well with the DNA of Dries and your personal design aesthetics.					
Applies knowledge of construction, color, materials to design silhouette, form and function.			✓		
Criterion Feedback: Study better on your garment references and functions. What types of garments are you referring to and how can you make them your own? At this moment the male look feels more outspoken in terms of silhouet than the 2 female looks. The jacket of the -jacket + shorts- look would become much more cool and more coherent with the male sweater, if the jacket would be at least 2-3 sizes bigger. The sketch of the second outfit is really nice, but not yet translated in the most convincing manner. Try to get it more close to your line-up sketch. Patterns & Realization: You have to experiment more in patterns and sizing, look for references in jackets, waistcoats etc. for finishings. Your fabrics look very nice and suitable for your garments. Please don't miss any more realization classes.					
Shows an understanding on how to apply the chosen specialization within the collection.			✓		
Criterion Feedback: The knit ideas feel fresh and relevant in the context of Dries van Noten.					
Uses research and experiment in visualizing the 2D design process in the Process Document.		✓			
Criterion Feedback: The Process Document looks rich and inspiring and shows a convincing strength in visualizing design ideas in illustrations and collages.					

I am genuinely proud of the work I have completed so far. I was aware that creating a collection would be challenging, but I have managed to stay on top of the workload and continuously push myself to improve. Moving forward, I want to focus on refining looks 2 and 3. Specifically, I aim to perfect the vest, as it has not yet reached the level of finish I am striving for. I also completely agree that enlarging the jacket silhouette in the third look will better align it with the vibe of the first look. Additionally, it could be interesting to adopt the same silhouette for the pants in the second look as in the first, which would create a stronger visual connection and add cohesion across the three looks.

Presentation	very good	good	sufficient	unsufficient	no evidence
Articulates, justifies, and defends the concept and work verbally inspiring (engaging) and informative.			✓		
Criterion Feedback: The presentation was informative and well prepared, addressing all relevant topics. Try to avoid reading from a paper during a presentation; there you loose your audience...					
Presents the work as a professional in an appropriate manner.		✓			
Criterion Feedback: The work is presented in an inspiring and attractive manner.					

Reflection	very good	good	sufficient	unsufficient	no evidence
Reflects on own process and output and turns this reflection into identified areas for improvement		✓			
Criterion Feedback: Self-reflection shows insights in own process and a critical eye towards the work.					

Organisation	very good	good	sufficient	unsufficient	no evidence
Sets priorities and works efficiently within the time available.		✓			
Criterion Feedback: Overall organization is good but attend all classes and try, indeed, to work more at school, to benefit more from the interaction with your peers.					

I would like to continue improving my presentation skills, particularly by memorizing my concept statement before the final hand-in so that I can present it confidently without relying on reading from paper. I have found that working at university provides a productive environment, and I plan to continue taking advantage of that space whenever possible. However, I also recognize that during the Christmas break or when the sewing rooms are busy, it can become challenging to work there. In those situations, I will focus on working in my own space, where I can maintain a calm mindset and a steady, efficient pace. Finding this balance will allow me to stay focused and continue progressing effectively.

Midterm check Feedback

The pants on the left could be scaled up to make it more oversized and outspoken. I also think that it would help to make the 3 looks look more like a collection together.









Fix the vest to make it more of a official garment - look at the pattern of a blazer/ waistcoat to make it look like more of a garment (improve the garment reference)

The jacket with the following look is quite small, as mentioned in the feedback session, i should make the silhouette a lot bigger which will help to make the silhouette suit the other two looks better.

After the midterm check, I feel a renewed sense of excitement about starting work on the final garments in the chosen materials. While there are several small alterations to be made to these looks, I'm confident that once they are completed, I can begin bringing the garments to life. I plan to adjust the pants in look 2 to make them larger, aligning them with the silhouette of look 1. I'll also scale up the jacket in look 3 to create a more dramatic, cohesive silhouette, and refine the vest to achieve a true waistcoat appearance. Reflecting on these changes, I feel more focused and clear about the adjustments needed to elevate my designs and make them stronger.

Design

Look 2

Garment Realisation: Look 2 trial 4: Sewing and fitting

The vest pattern has been something that i really struggled with throughout this realisation period, however i am really satisfied with how it has turned out and i look forward to applying it to my final garment.

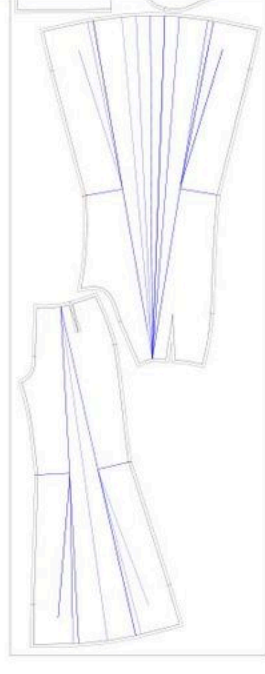












I really like how the pants follow the same silhouette as look 1, i also find that it is more outspoken and interesting (as wanted in the feedback from the midterm).





I really love how the double collar is seen in this look too, like look 1 (this makes it more cohesive- which is something that i really tried to work on.)

The silhouette of this look has been nicely achieved, i am really happy with how it turned out and i am look forward to making this in the real materials.

Design

PRINT

During Studio, i worked within the print dimension and this was one of the highlights of my semester. Therefore, i decided that i wanted to continue working on my skills in print and create a print for my final looks. The process was really enjoyale and rewarding. However, i did find that I wasn't able to achieve the original print. However, after testing lots of different approaches to the print i think that i have come up with a print that really fits both my own language and Dries', even more than my original plan.



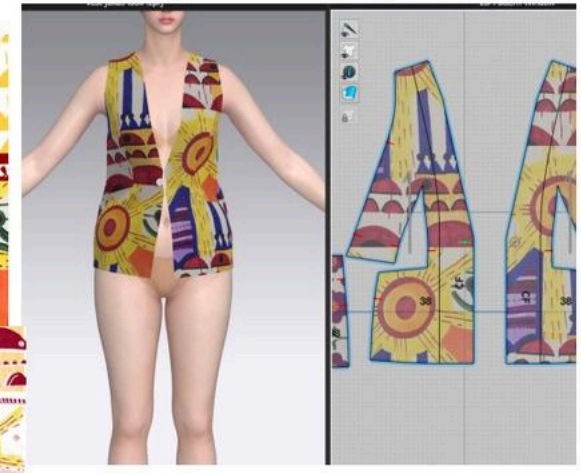
Original print inspiration for look 2

Hand sketched prints by me

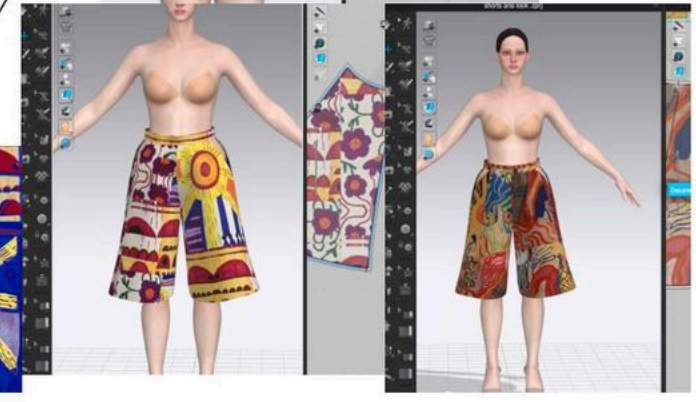












When i applied the print that i had made to the looks, i just really found they looked un-professional and i really did not like hte look of it. After working so hard on the silhouettes, i really didn't want this to be how my print turned out.



Design

PRINT

I decided to start working with florals, it is something that connects my life in sydney to my life in Amsterdam. The flowers in Amsterdam is the part of nature here that excites me the most. I also think that colurful vibe of flowers is a great representation of the colour i see when i go home.

Therefore, i began editing and working on photoshop to create an interesting print with photographs of flowers i have taken in Sydney and in Amsterdam. Blending the two flowers together would be really interesting and personal to have.













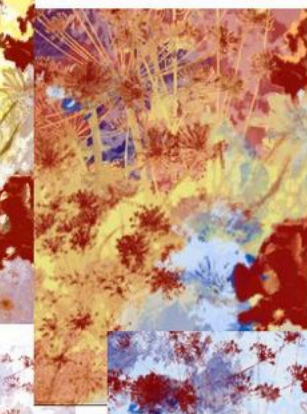




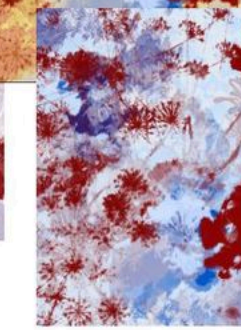


The following approach was still looking quite cheap and unfinished, i really want to create a print that is luxourious and feels more like a dries print. I applied it to garments in Clo3d to see how it would look, and i really dont like how it looks on a garment.



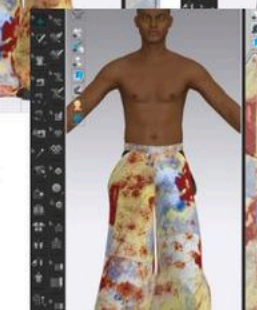












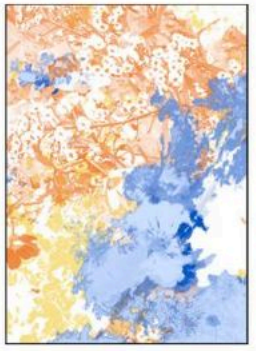
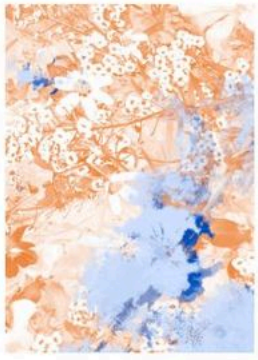
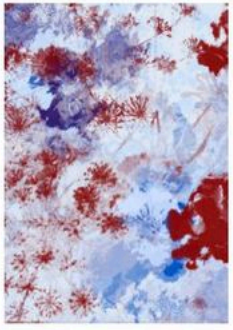
I added more rich colours that better suit the vibe of my collection but it still was not executed the way i wanted, i really love the colours so i will continue working with that and finding the best print combination.

Design

PRINT

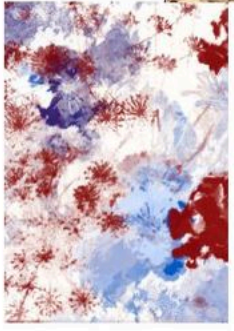
I decided to find more flowers that would look less abstract which helpe to make the print look more professional and clear that it is a floral print. I really like the execution of these prints and i want to further explore the colours and see how it would look on the silhouettes i have created.



















Design

PRINT

Testing how the prints would look on the silhouette really helped me to better understand which print i wanted to go with. The second last print is the print that i have decided to continue working with, i find that it will look best with the other 2 looks as it incorporates the same colours (red and blue) as the other two looks. I am really happy with how the prints have turned out and i am really proud of how much work i put into finding the perfect print. It is something that i have never done before (digital printing) and i really look forward to seeing how it has turned out.























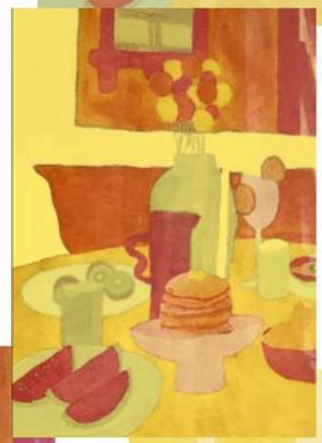


Design

PRINT

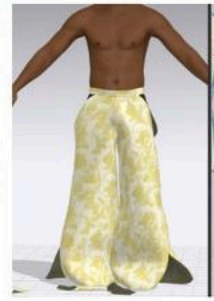
The first look also has a print that i originally wanted to create and get printed. The original plan was to fabric manipulate the printed fabric. However, after completing the print tests, i decied to not continue with creating the print because of the price for printing. To print the following, it would have been $300 AUD, which is very expensive and i am also unsure how the digital prints will turn out, therefore i am going to source a fabric with a similar print, as i will be able to see it in person and be 100% certain about it.







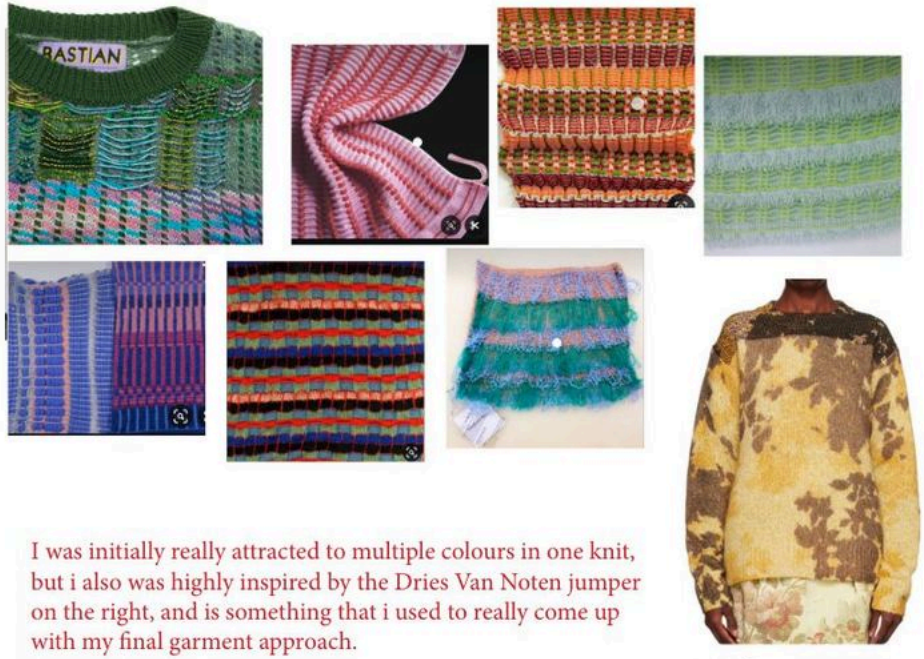




Design

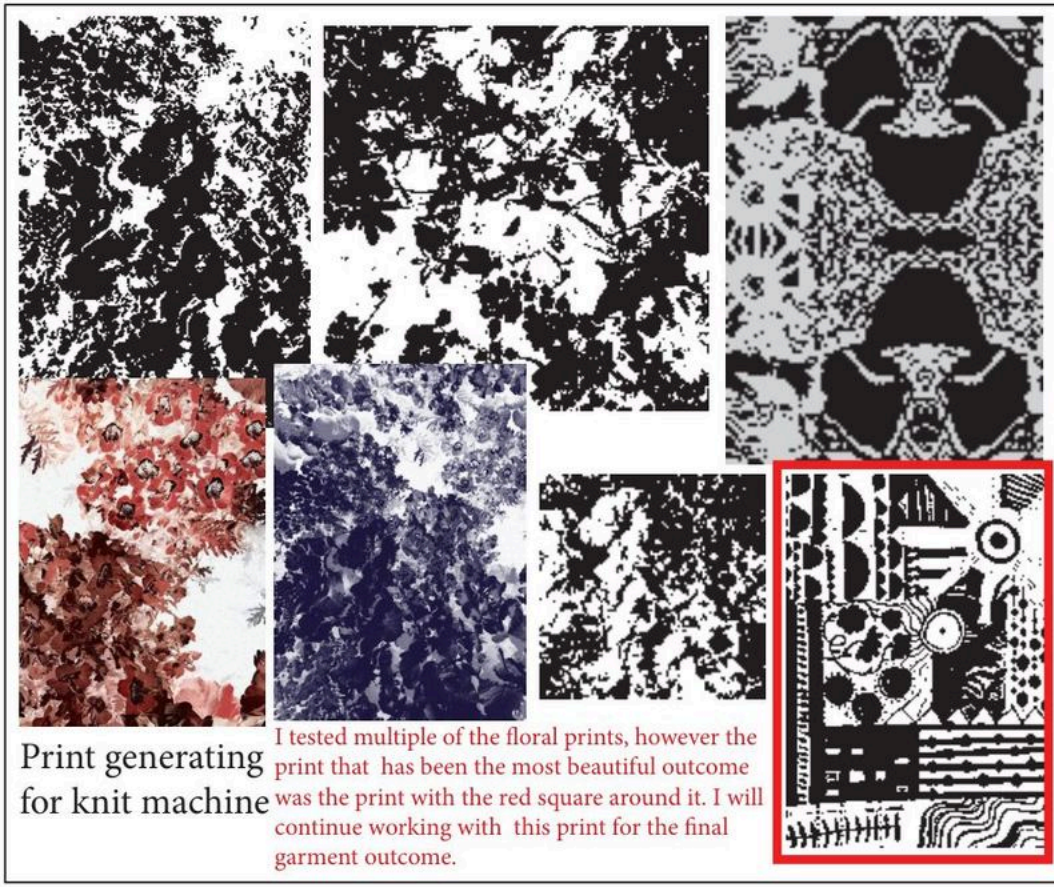
knit

The specilisation that i decided to go into was knit. I have really enjoyed the process of learning how to machine knit and it is something that i have been wanting to learn for a while. For me, the process of finding a colour combination for the jumper was what i struggled with most as it was very time consuming and it took me a long time to find a combination that i really liked, suited my design concept and was also Dries inspired. I also wanted to incorporate my own personal print, therefore i had to generate multiple prints before i found one that suited the knit best.



I was initially really attracted to multiple colours in one knit, but i also was highly inspired by the Dries Van Noten jumper on the right, and is something that i used to really come up with my final garment approach.

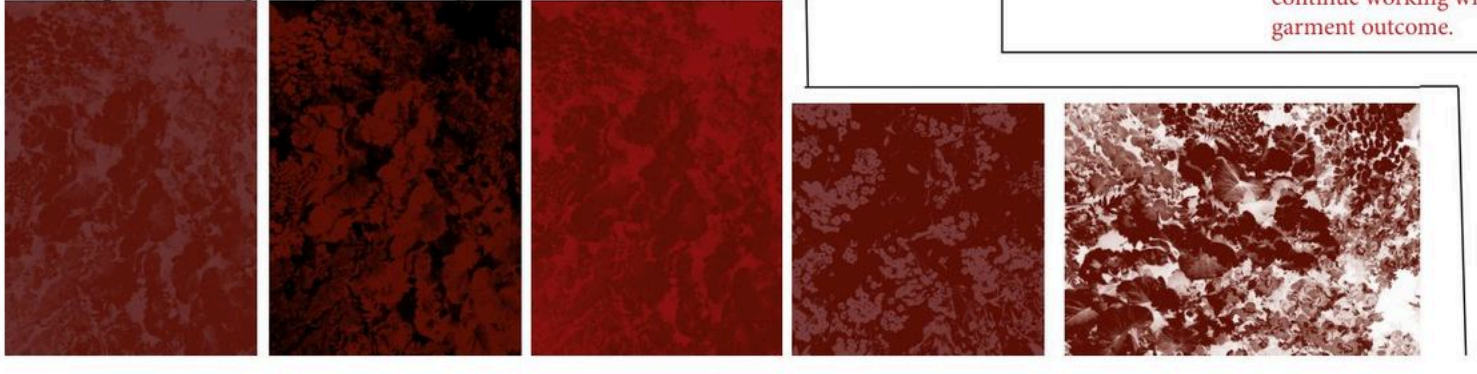
initial inspiration



Print generating for knit machine

I tested multiple of the floral prints, however the print that has been the most beautiful outcome was the print with the red square around it. I will continue working with this print for the final garment outcome.

Print generating on photoshop



Design

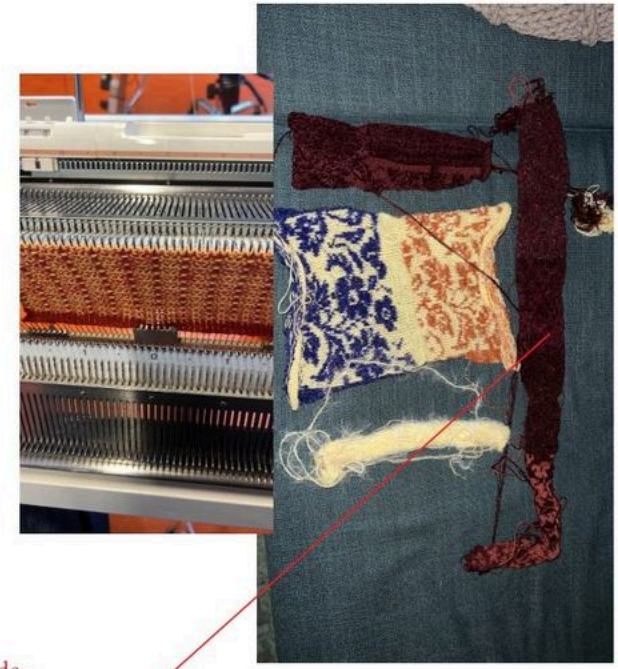
knit

For me, making mistakes throughout the process actually lead me to my final design ideas. The camera lever on the knit machine is meant to be exactly in each point where there knit has been cast on, however one moment i forgot to change it and therefore there was a massive block where no print was knitted because the cam lever wasnt covering that area. I really liked the effect that it left on the knit, and therefore have decided to use this within my knit design. Therefore, i will be approaching my design in a "patchwork" way, where the design will be a patchwork print (without the actual patchwork), it will be more the effect it gives off.

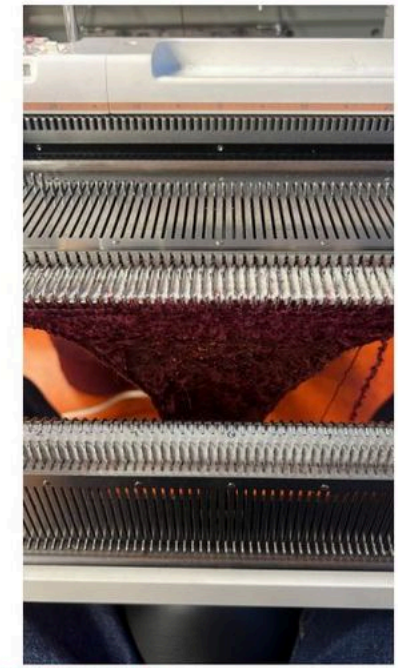




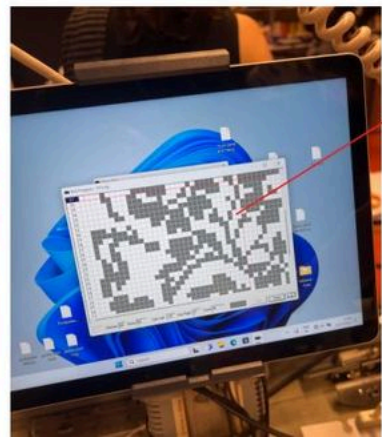
Initially introduced to jaquard and fairisle printing processes in the knitadesign book. This is where i was able to practice the technique and find what i liked and didnt like. I also tested different colour combinations and yarn combinations to find what i thoughout suited the collection best.



Mistakes made with the cam lever, and left me finding a new unique technique to approach in my design.



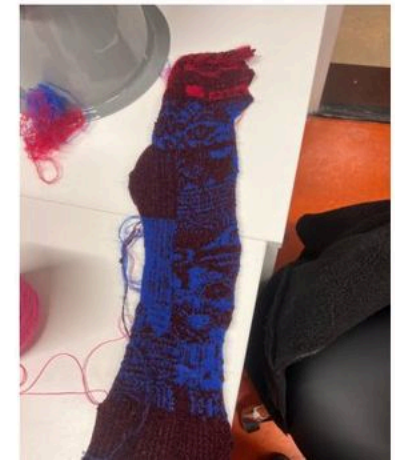




I used the designaknit system to add my own designs and then apply it to the knit on fairsile settings.

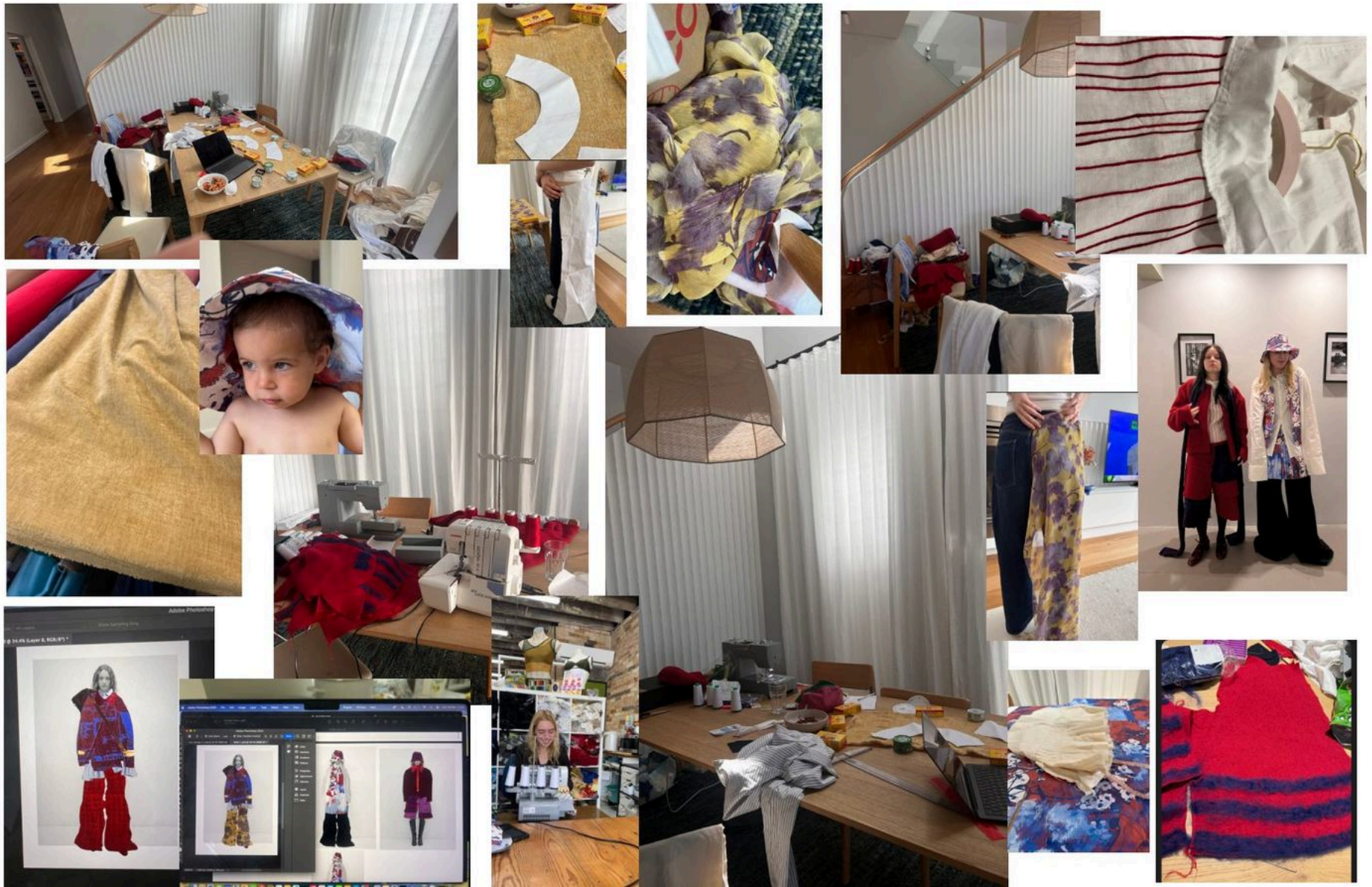


I finally found a fresh and beautiful colour and yarn combination i really like and want to continue working with.



The making process

The final weeks of creation for the final garments was very intense working hours, however i did enjoy it more than i though i would. I truly learnt a lot, i made mistakes along the way, but the more i worked and the more times i repeated the skills i saw such an improvement to my work. I personally never thought i would be able to achieve all of the pieces i completed, i have seen such a big improvement in my confidence in myself, but also in my work. Although there were times where it was very difficult and i really just wanted to finish, it was also very rewarding and being able to see how my work has been completed is really exciting.



Photoshoot planning

Prior to the photoshoot, i decided to collect photos as inspiration for the shoot. I wanted to make the shoot clear for the models. I found having reference photos a great way for my models to understand how i wanted the shoot to turn out. I also found it a great reference to help with poses as well. I decided to take my own photos of the shoot, next term i am completing the visual culture minor, therefore i wanted to practice and seee if i could bring my own vision to life. My aim for the shoot was to be playful, happy and show a connection between the models.



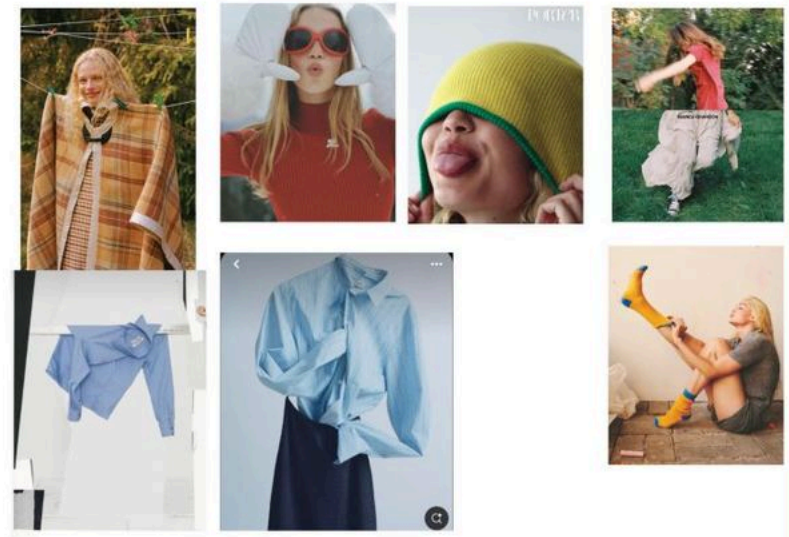
THREE



all three shots

Close up shots/
yful





Reflection

Reflecting on the photoshoot, I found it to be a truly enjoyable experience. Working with my models was incredibly fulfilling, and seeing my garments and work come to life was exciting. The studio I booked, Studio Nowhere, was a fantastic facility that I will definitely use again in the future. One challenge I faced was figuring out the lighting and angles. This was a bit tricky for me due to my limited experience in this area, but I appreciated the learning process and the opportunity to experiment. It was rewarding to work alongside my models, finding the perfect balance between lighting, poses, and mood. I also really enjoyed creating an environment where my models felt comfortable enough to express their personalities. Allowing them to choose the poses that felt most authentic to them brought a genuine energy to the shoot that made it even more enjoyable.

Design

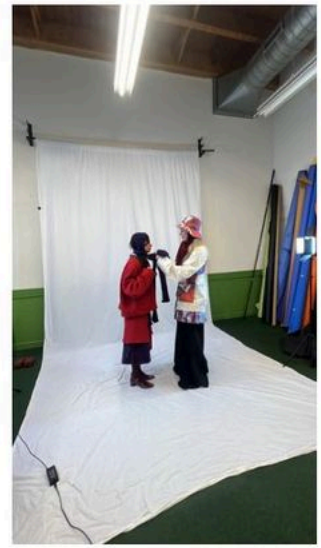
Photoshoot Day

The following photos showcase the photoshoot day behind the scenes. It was a very sucessful day that i really enjoyed.

No where studio location

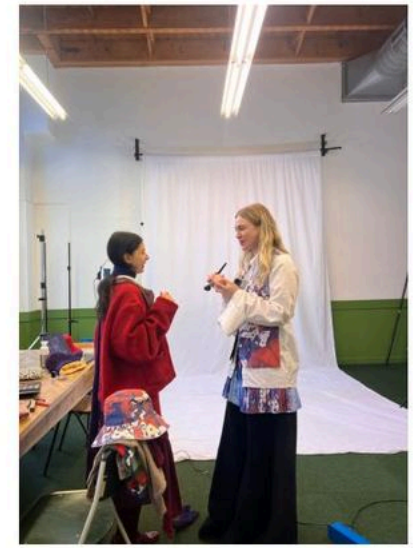






It took me a long time to work out the lighting and positioning, however i worked with my models and found a great solution





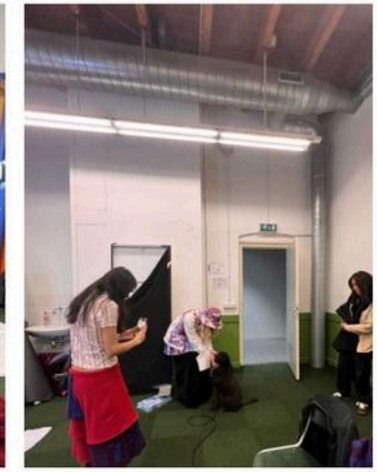












Experimenting with playful approaches for the photoshoot

We used the reference photos to come up with different poses

Testing styling and different options of approaches

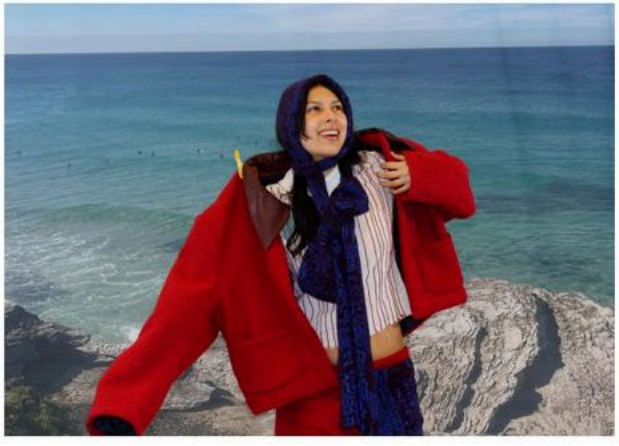
Editing the photoshoot

After the photoshoot i began to test and experiment different approaches of editing for the campaign and lookbook. I tested the lookbook with different backgrounds and colourways, but decided a simple black and white edited background would be the best suited to my concept. I also began to edit with colours, text, styles for the photoshoot in order to find the best appraoch for the campaign photos. However, i found that editing again the background as black and white , and then also adding a bronte beach into the background of some of the images was the best way of editing the images. I also really love how the final front cover and backcover of the book turned out (with the fabrics taking up half of the book).









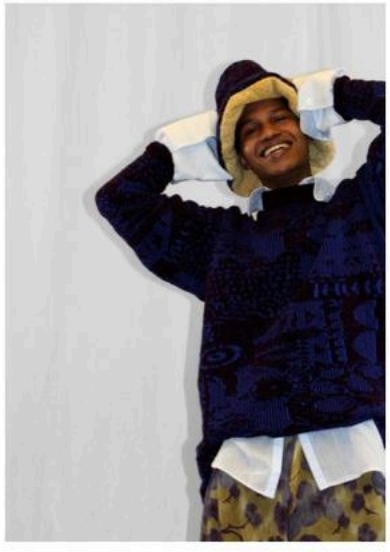


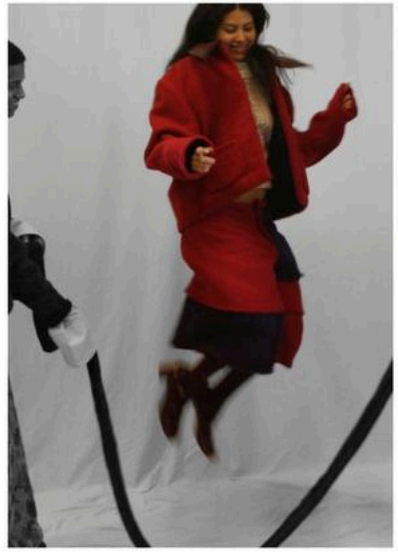
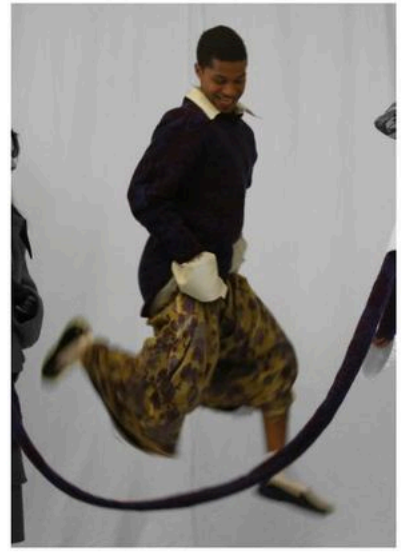
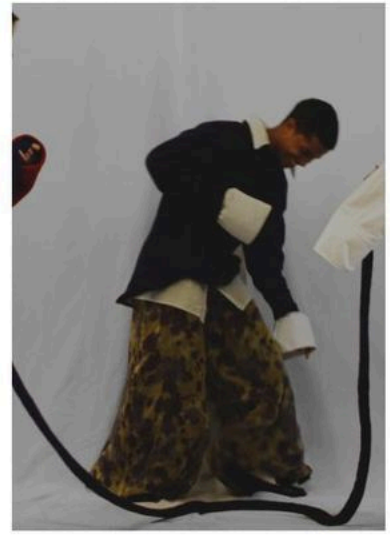


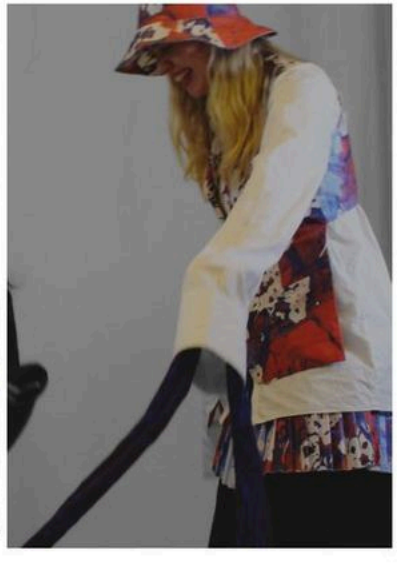


Editing and experimenting with the “clothes line” approach for the campaign. I really love how playful and fun this concept is. I think it really showcases the positive vibe of the conept.

Editing the photoshoot continued



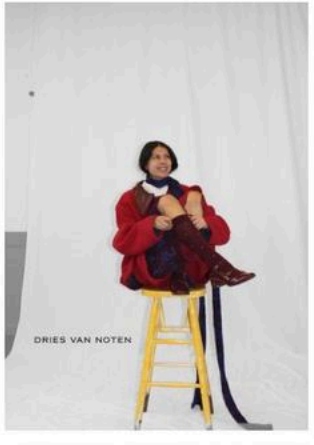


DRIES VAN NOTEN


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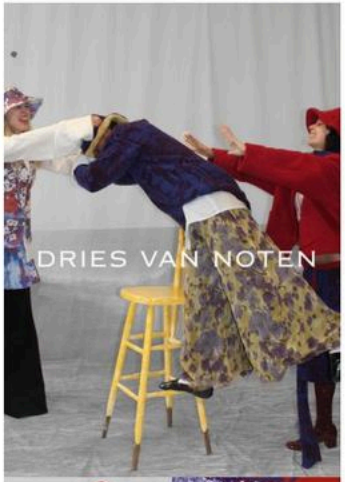




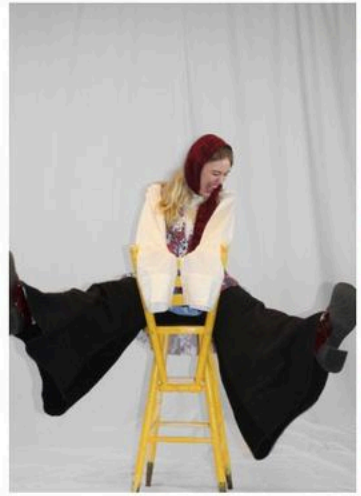




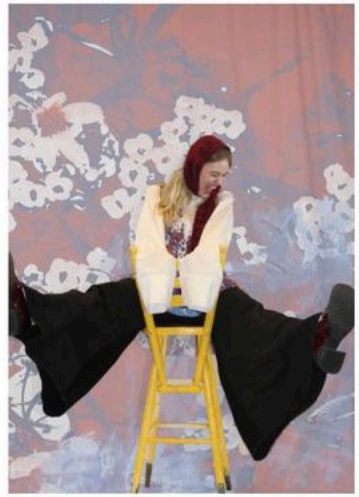


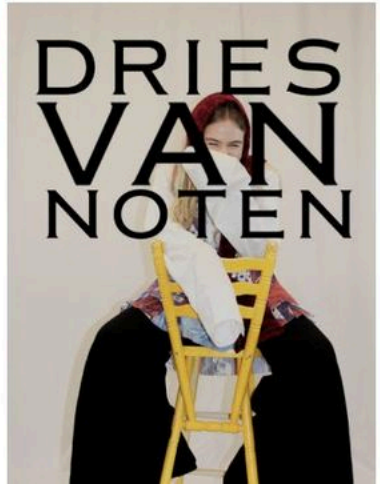








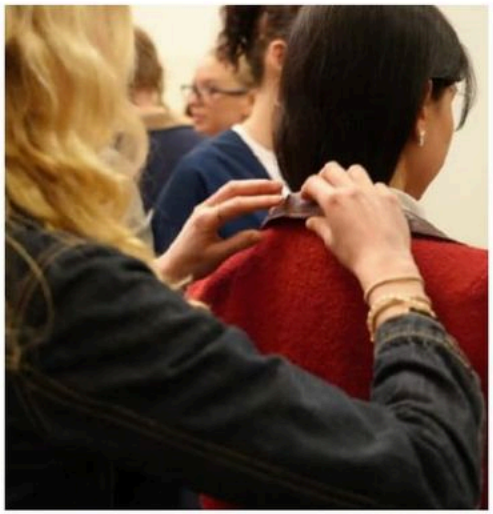




The following photographs showcase different approaches i took in editing the images, however i am really pleased with the final pictures i choose to include in the collection book turned out. The process of editing was definetly time consuming, however i am really happy with how they turned out and i want to continue working on my skills in editing and photography as it is something that i really enjoy and i am passionate about.

Fashion Show















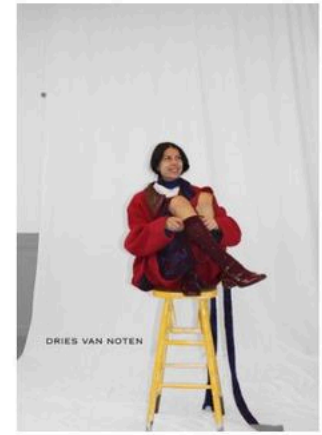




The Fashion show was a great experience. It was really enjoyable to be able to showcase my work, see the work i have created on a runway and the reaction of my friends, family, peers and teachers. I remeber watching the collections show last semester thinking about how i was going to be able to complete all this work, and to be able to now see it complete, is something really exciting and a moment that i am really proud of. I am also really greateful for my models who were super encouraging and kind throughout the whole process.



Collections final reflection



This semester in Collections has been a deeply reflective and transformative period for me. It has been a time of growth, challenges, and valuable learning experiences that have shaped me both personally and creatively. I've had the opportunity to learn not only from my teachers and peers but also from myself, which has been a great experience.

Throughout this journey, I've gained a wide range of skills that have pushed me outside my comfort zone and expanded my abilities. I've learned how to knit, explored digital printing techniques, developed better sewing skills, and improved my organization and communication. One of the most valuable lessons was learning to stay calm and collected under pressure, which will help me in the fashion industry in the future.

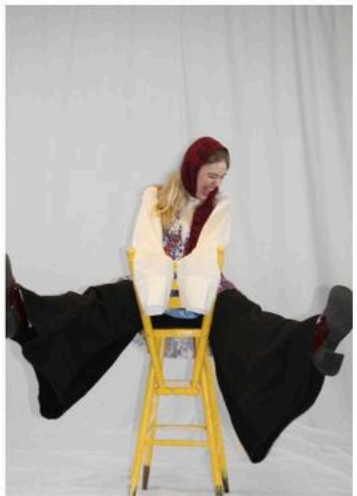


Although this semester lasted only half a year, the amount of growth I've experienced feels much greater. It was undeniably difficult at times, but I truly enjoyed every aspect of it. My passion for fashion design kept me motivated, and I loved the creative process of putting my own spin on the designs. This term allowed me to really showcase my vision, and seeing my ideas come to life was an incredibly rewarding experience.



For me, the most difficult part was developing initial silhouettes and refining my sewing techniques were some of the most difficult parts of the process. These challenges highlighted areas where I still have room to grow, and I'm determined to continue improving in these aspects. Sewing, in particular, is something I want to continue to practice and get better at prior to the graduation show. I also want to continue to improve my presentation skills. I want to become more confident in articulating and supporting my ideas, concepts, and work. While I've made progress in building confidence in my designs, I know there's more work to be done to feel fully prepared to present my vision and stand by it.

Looking back, I feel proud of how far I've come this semester. I've grown not just as a designer but also as an individual. The experience has strengthened my passion for fashion design and has given me a clearer vision of my future goals. I aspire to keep growing, building on the skills I've gained, and eventually achieving the confidence and expertise needed to work for a brand. This semester has been a significant step forward, and I'm excited to see where the journey takes me next.





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