

by gabby polesy



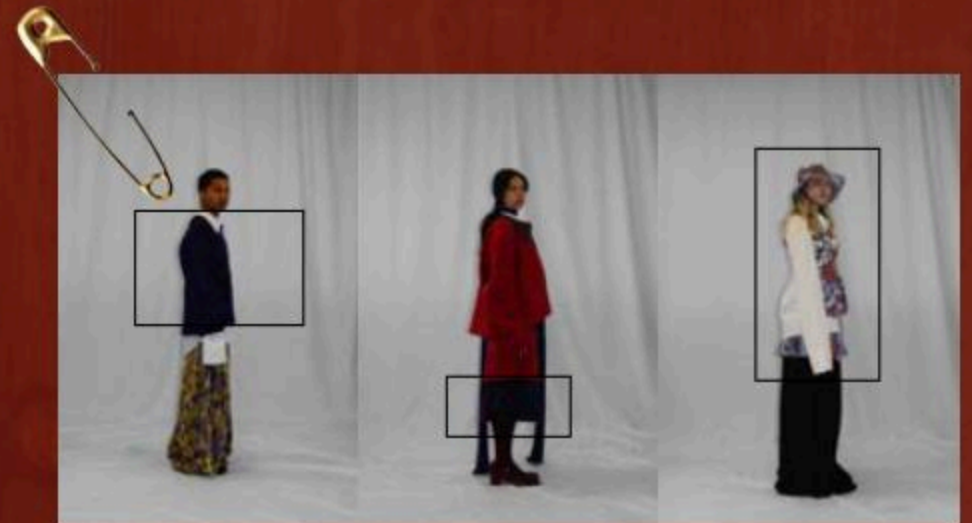
SHE CARRIES HER OWN BAG

A Women's Wear Fashion Collection

WHO

Fashion is **expression, storytelling and observation.**

I am a fashion design student with a practice that is rooted in **storytelling through colour, print, and subtle visual cues**, combining aesthetic with quiet **social commentary.**



AM I?



*initial
inspiration*

the contradiction in
which women exist as
simultaneously hy-
per-visible and struc-
turally invisible:

Women's bodies &
apperances are con-
stanlty scrutinised,
yet the systems in
place remain pre-
dominantly designed
around male bodies.

concept

main message



Petra Collins





what's the context?

- Contemporary, yet timeless setting where women have grown up living in a world built for male needs
- Subconsciously learning to adapt
- Feminine behaviour is often overlooked and undervalued

application:

- Visible Adjustment (clipping, tying)
- Contrast to highlight the tension between invisibility and hyper-visibility
- Feminine elements are used intentionally not decoratively
- Encourages audience to question women's lived experience





why is it relevant?

- **Contemporary environments** still designed around male body as a default
- **Prioritise aesthetics over women's comfort, safety and privacy**
- "Unisex" clothing renders women either **invisible or over-scrutinised**
- **Adjustment** is not a choice but a structural necessity
- The project makes invisible adaptation visible, reframing **femininity as strategic and empowered**

responsibility

- **Advocacy through critique** highlighting a women's experience within the world

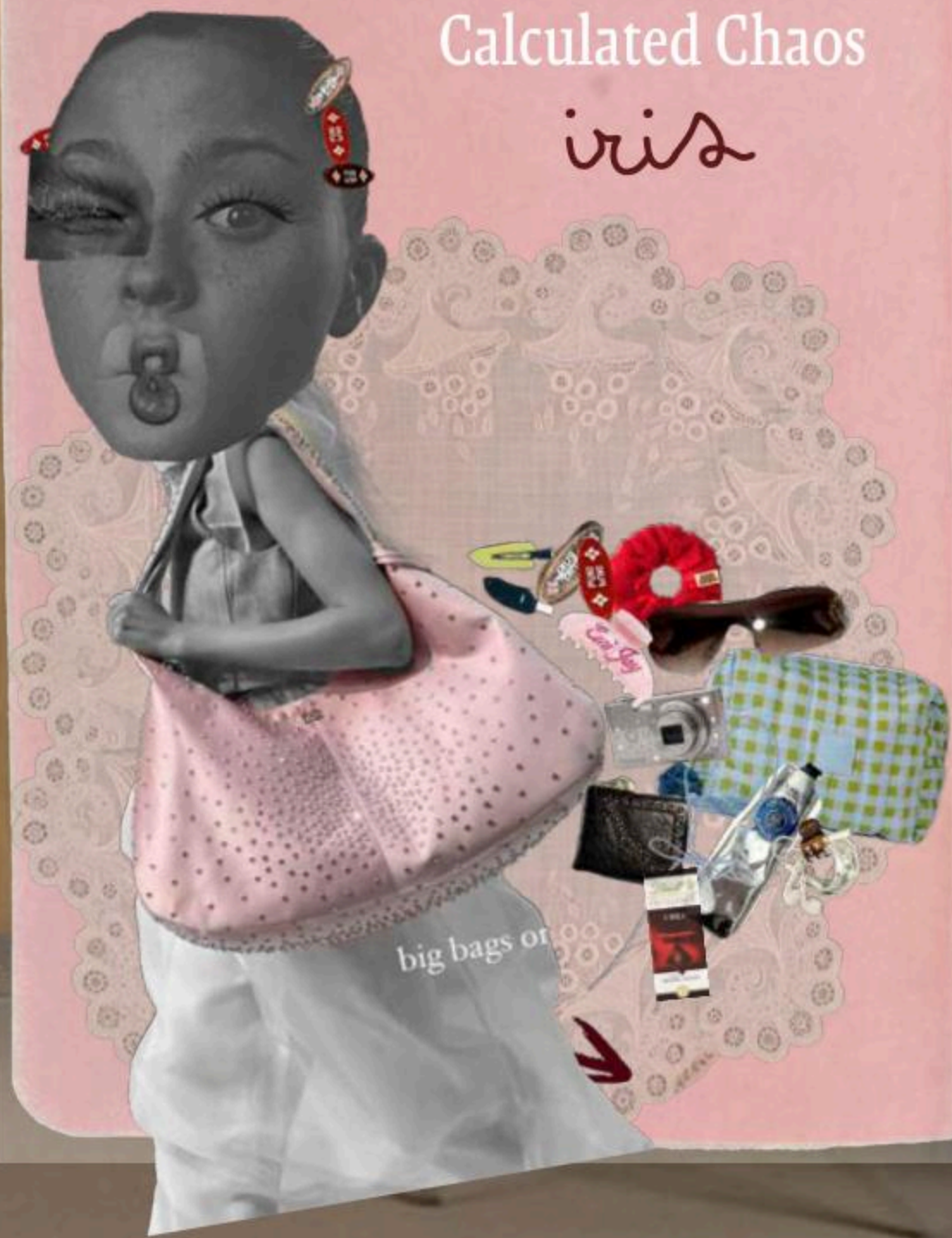
She carries her own bag



visualisation

musse

Calculated Chaos *iris*



big bags or

Confident: owns her choices



Prepared and ready for everything around her



Embraces her femininity

Playful and experimental

Line-up of the 18 looks

A collection by Gabby Polesy



she carries her own bag

MATERIAL CARD & COLOUR CARD



phone charger w
tan leather wall
vintage gold buck
loose chang
rose perfume bott
nail polish pr
blush compa
red velvet pou
leaking li
baby blue vintage bag lin
suriglatens case na
shell green hair bru
safety pin steel on
bobby pin bla

the creative professional

The collection is designed for a contemporary, intellectually engaged woman who is confident in her identity.



Mia Regan

individualist

Age Range

All Ages

Location

Urban, City based

Aesthetic

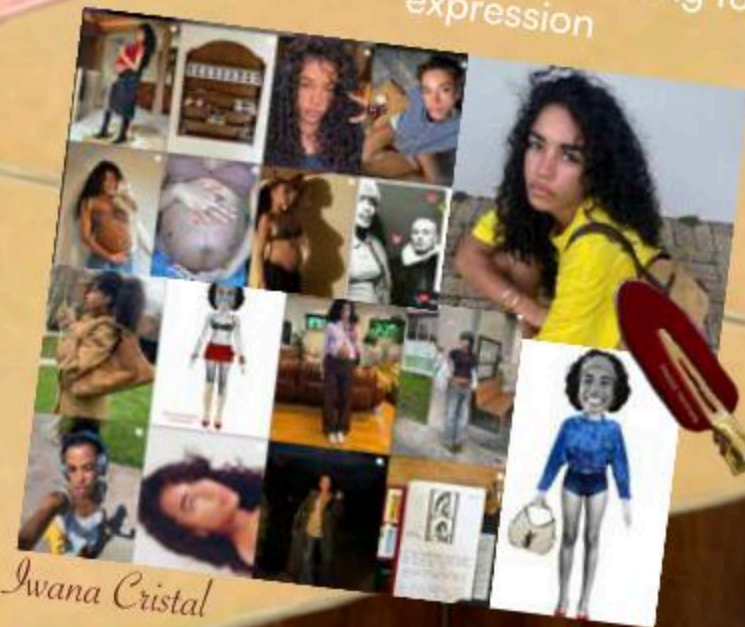
Loves a "clash," values slow fashion, subversive, dressing for expression

Hobbies

Analog photography (very tactile), collecting thrift shop finds and renewing the pieces

Social Media Habits

Not a scroller, but archives in different folders for inspiration



Ivana Cristal

end user

market segment

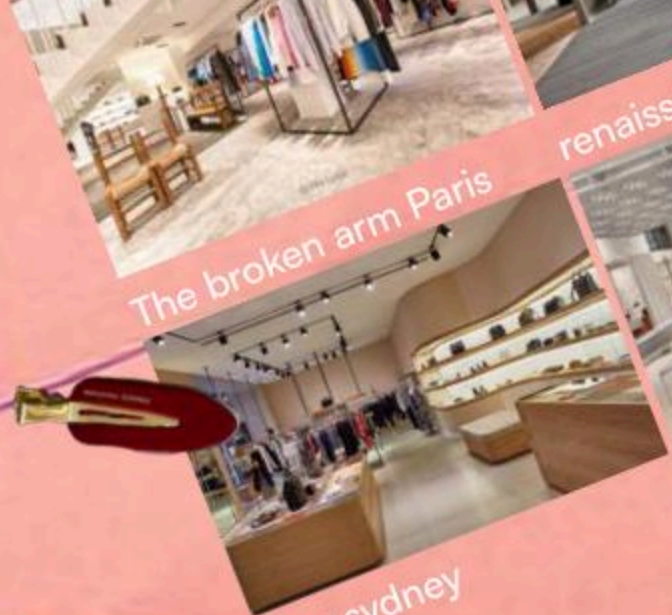
- Advanced Contemporary / Niche Luxury Market
- Day to Night Clothing in Urban Concept Stores



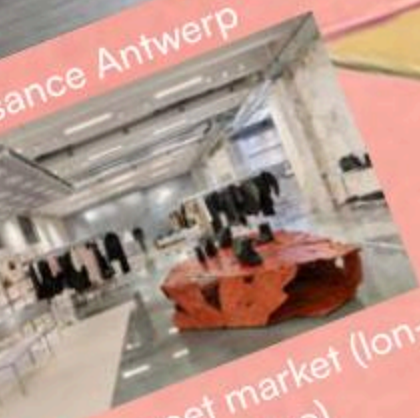
The broken arm Paris



renaissance Antwerp



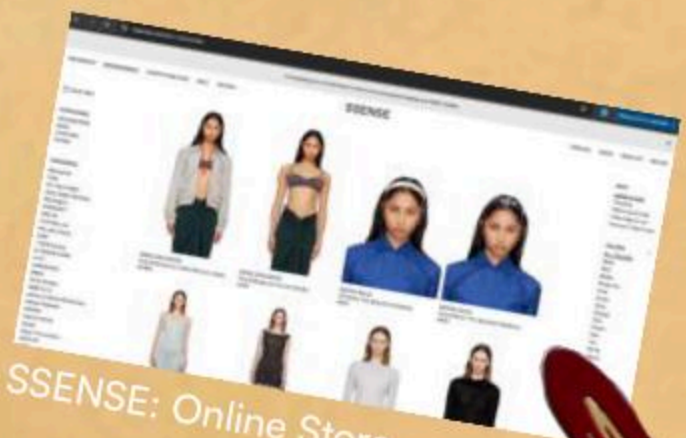
incu sydney



dover street market (london, paris, Tokyo)

Store Placement

- Emerging Avant-Garde



SSENSE: Online Store

end purpose

look book shoot

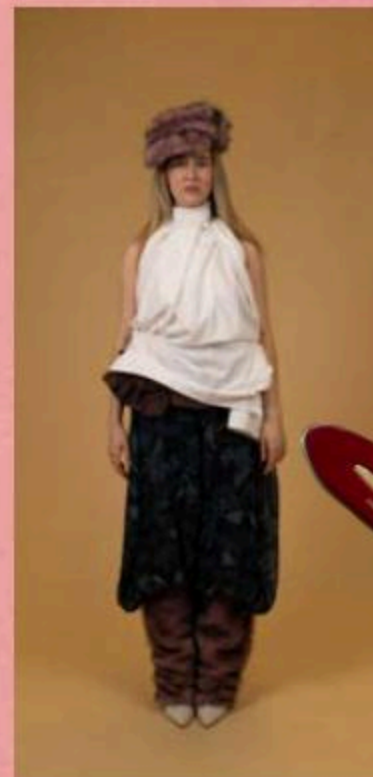
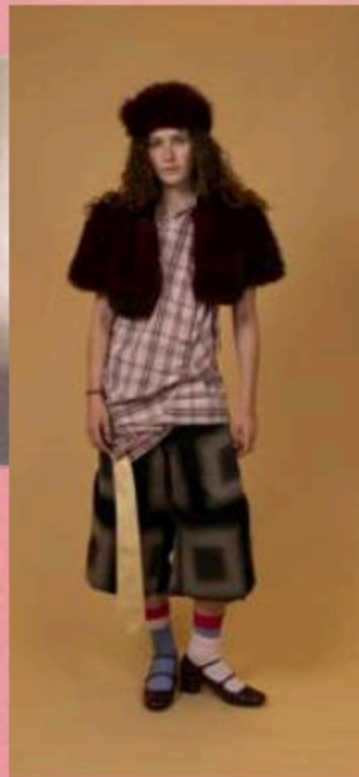
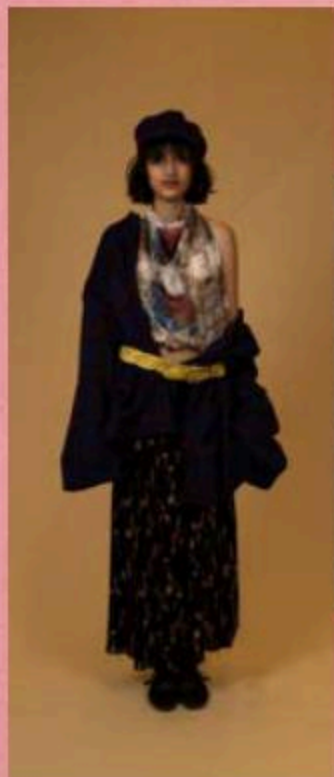
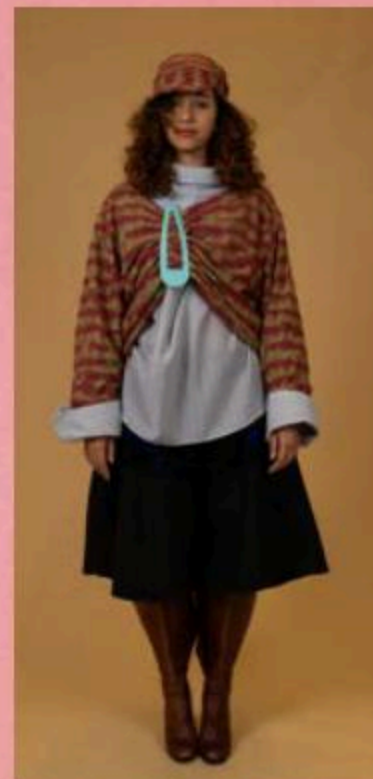
Confident, playful & experimental

location: HVA Studio

Date: Friday 12th of June

Vision: Look book plain shots & shots to be edited and styled for the communication tool

For: The campaign book, Communication tool (which will be a magazine)





Campaign Shoot

reclaiming space

location: AMFI

Date: Monday 8th Of June

Vision: Women taking up space in a world that wasn't built for them. They are not performing for the camera and not asking for permission, they are confidently occupying the room.

For: The campaign book, Communication tool (which will be a magazine)



“Girls in a boardroom acting like they are in a girls’ bathroom.”

toolbox

Silhouette

Button up shirts reinterpreted and adjusted to fit women's body



Acc as adjustment



Asymmetrical, oversized adjustment through physical movement



Adjusting length of oversized garments



Colour



prints

floral, polka dot, check, stripes



craft

sequins, fringe, fabric manipulation



Acc



Trends



look 1

Print as a form of contrast



Button up shirts reinterpreted and adjusted to fit women's body



Acc as adjustment



Craft: Fringe



Trends



Imperfect Romance



&

Subversive Prep



rose perfume bottle



leaking ink



leather wallet

Colour

look 1

laser printing in the makers lab

test the settings

time to sew

more fringe

let's make the button up

fringe fringe fringe

photoshoot with francesca & julia

and again in the studio

to the fitting...

print and cut

you're fit!!!

so much to carry

THE PROCESS

refit, resew, reshape....

with amy as the fitting model

do 3d mocking up

look 2



look 2

yay it worked!!!!

let's dye the fabric

cut the patterns,
keep cutting delta
fabric

natalia
modelling

natalie the shoot
assistant

julia editing

adding delta fab-
ric, boning over
and over until
it's right

and paint it

THE PROCESS

test and experiment
with the skirt,
again and again
and again

look 2 process



let's sketch &
work on clo3d



let's work with my
twin and class
buddy mayla



final fitting & styling session

refit, resew, reshape....



test test test test ...

natalie as
the fitting
model

look 3

Print: Check & Stripe Print as "authoritative" base

Button up shirts reinterpreted and adjusted to fit women's body

Oversized fit with physical adjustment required

Layering as a form of adjustment & preparation

Acc as adjustment

Adjusting of length of oversized garments

Craft: Sequins to add a feminine touch

Trends

Imperfect Romance

Subversive Prep



Colour



look 3

sketch and idea generate

go to makers lab & 3d printing

cut the patterns

do 3d mock ups

lets go to the sewing shop again & again & again

lets study together & dance break with mayla and natalie

messy house always!!! sorry luc

working together

time to sew & call home

THE PROCESS

final fitting & try on session

design as the fitting model

refit, or sew, reshape....



look 4

Print: Check & Stripe Print as "authoritative" base

Button up shirts reinterpreted and adjusted to fit women's body (coat)

Layering as a form of adjustment & preparation

Oversized fit with physical adjustment required

Acc as adjustment

Print: Floral & Feminine prints to contrast



Colour



phone-charger white



leather wallet



blush compact



velvet pouch



sunglasses case

look 4



working on the process document and making sure to update

cut all the fabric

working on the patterns on clodd

with luc coffee and matches

draping and experimenting for the shirt

sam modeling

julia the photographer

always a to do list...

THE PROCESS

the process through photos

sam as the fitting model

refit, resew, reshape.....

with mylar and vinyl

let's graduate together and work at cafes

and sketch sketch sketch

final fitting & sewing session

look 5

Print: Check & Stripe Print as "authoritative" base

Button up shirts reinterpreted and adjusted to fit women's body (coat)

Oversized fit with physical adjustment required

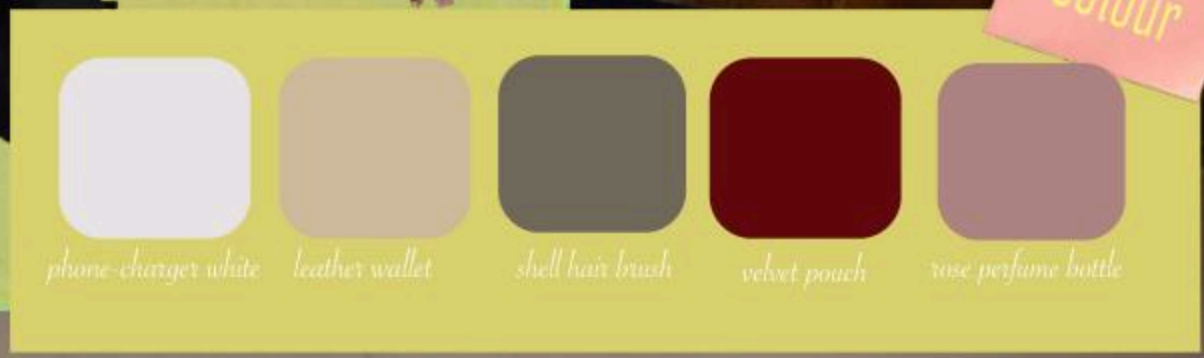
Craft: Sequins to add a feminine touch

Acc as adjustment

Layering as a form of adjustment & preparation

Trends

Colour





let's sketch & work on clo3d

let's drape

time to sew

print & cut

experimenting

THE PROCESS



don't forget to add to the previous list

don't forget to add to the previous list

go to makers lab & 3d printing



photoshoot day 1

ayushi the model

julia the photographer



you it fit!!!



ittings with lola as the fitting model

refit, resew, reshape....

look 6

Print: Check & Stripe Print as "authoritative" base



Button up shirts reinterpreted and adjusted to fit women's body (coat)



Layering as a form of adjustment & preparation

Acc as adjustment



Print: Floral & Feminine prints to contrast



Trends



Imperfect Romance

&



Subversive Prep



phone-charger white



shell hair brush



velvet pouch



sunglasses case



safety pin steel

Colour



THE PROCESS

