

do
go

don
man; a Spaniard; a fellow or tutor of a college; a person of distinction; one who assumes airs of importance; (*slang*) an adept, an expert. **donnish**, *a.* **don-don** (2) (*don*) [contr. of do on], *v.t.* To put on, to assume.
dona (dō' nā) [Sp. or Port., from L. *domina*, lady], *n.* Lady; madam; (*slang*) a woman; a sweetheart.
donation (dō nā' shūn) [F., from L. *donatio* -*ōnem*, from *dōnāre*, to give, from *dōnum*, a gift], *n.* The act of giving; that which is given, a gift, a presentation, a contribution, esp. to a public institution; (*Law*) an act or contract by which any thing, or the right to it, is transferred as a donation-p...

I think that being culturally in tune with your ethnicity is important but I almost don't feel that I am anymore, after living the majority of my life in Western/British culture, I only have glimpses of my culture, things that I remember vividly, things I remember somewhat, and my interpretation of where I am/ feel that I am

So garments in my collection will have glimpses of what I remember being surrounded with as I was growing up in the Philippines, some pieces being very distinguishable, some pieces that you'll have to look closely at to understand my interpretation and some just reflecting on my current style choices, i.e. things that I wear on a day to day that I decided to interpret with my own perspective.

I think that honesty is the most important in creating a form of art, and I believe this is where I'm at in life, reminiscing the past but certainly living in my own perceived present.

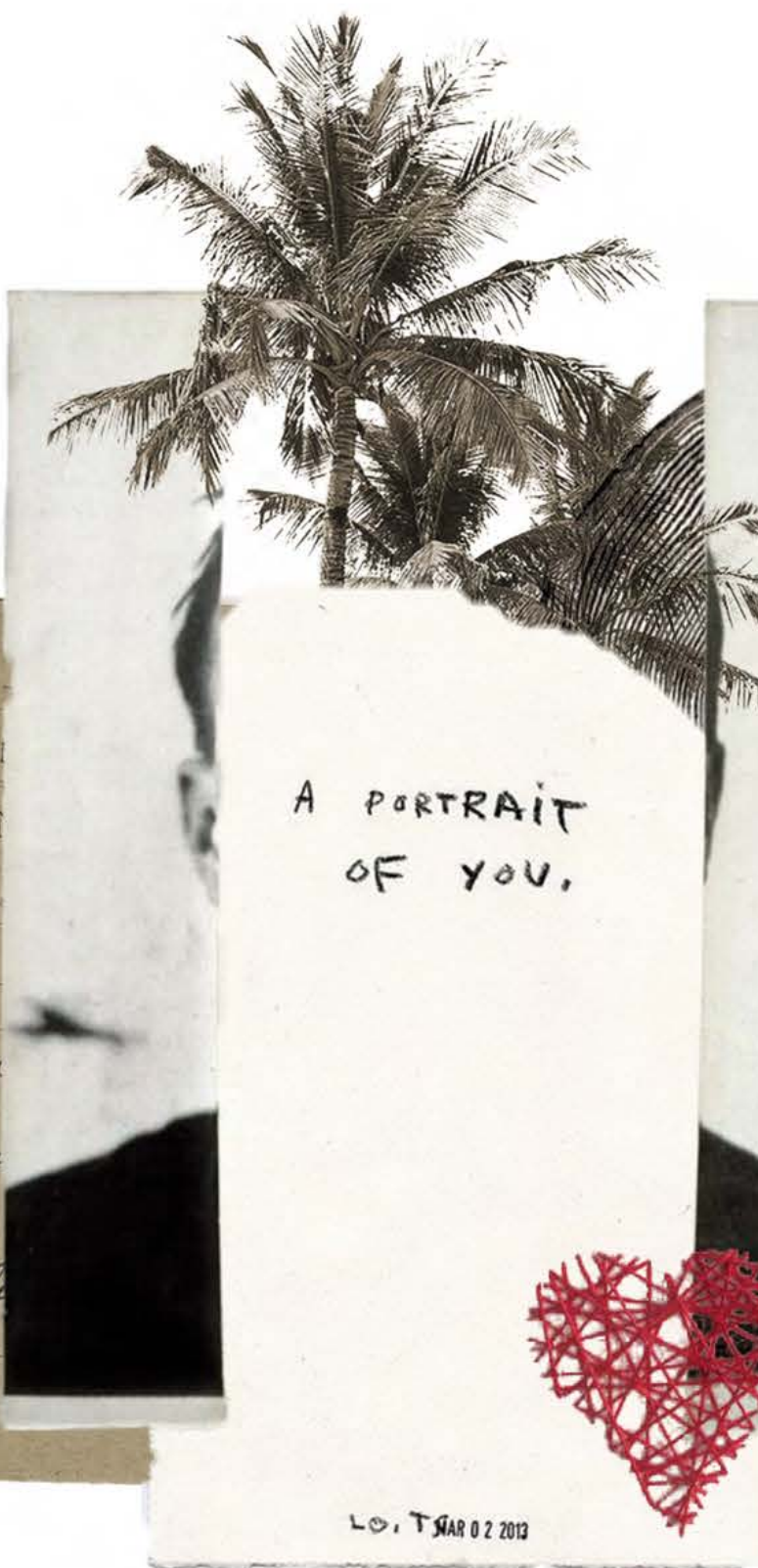
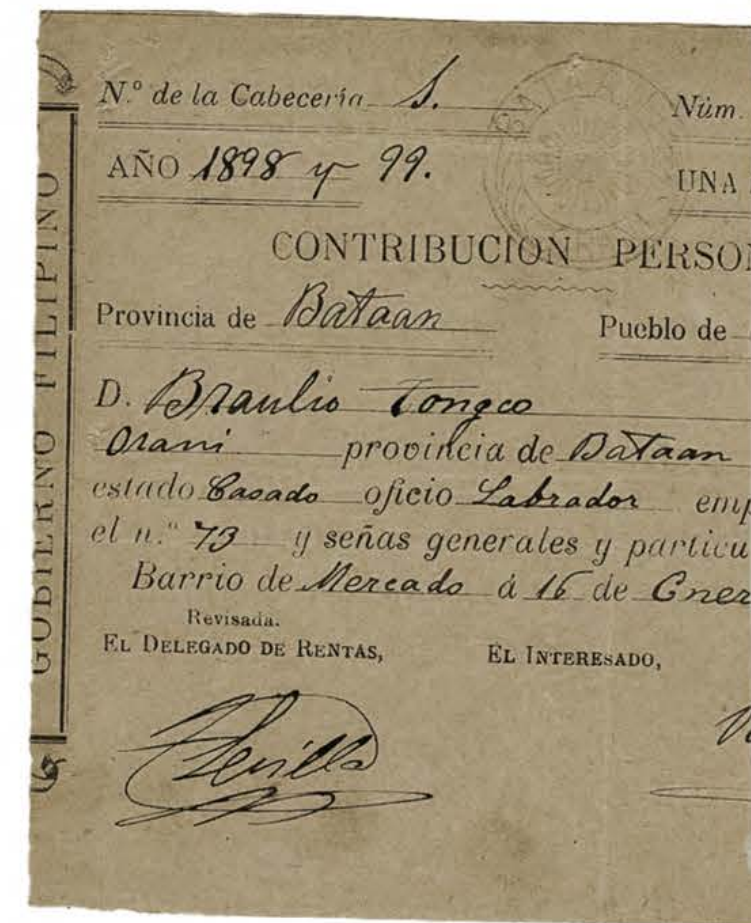


I'm not brave,
I just wasn't in the mood to be a disappointment
everybody.
I'm a foreigner, you know

Seeking something missing.
Missing something left behind.

The city is full of us, isn't it?
I'm one myself
Maybe with good luck...
we'll find what eluded us in the places we once called home.





piña silk



cotton drill



jute rope

tattoos

hand drawn traditional tattoos

inspired from the regions

Cordillera and Visayas

mixing the two styles

mens

front



back



sleeve



sleeve

front



back

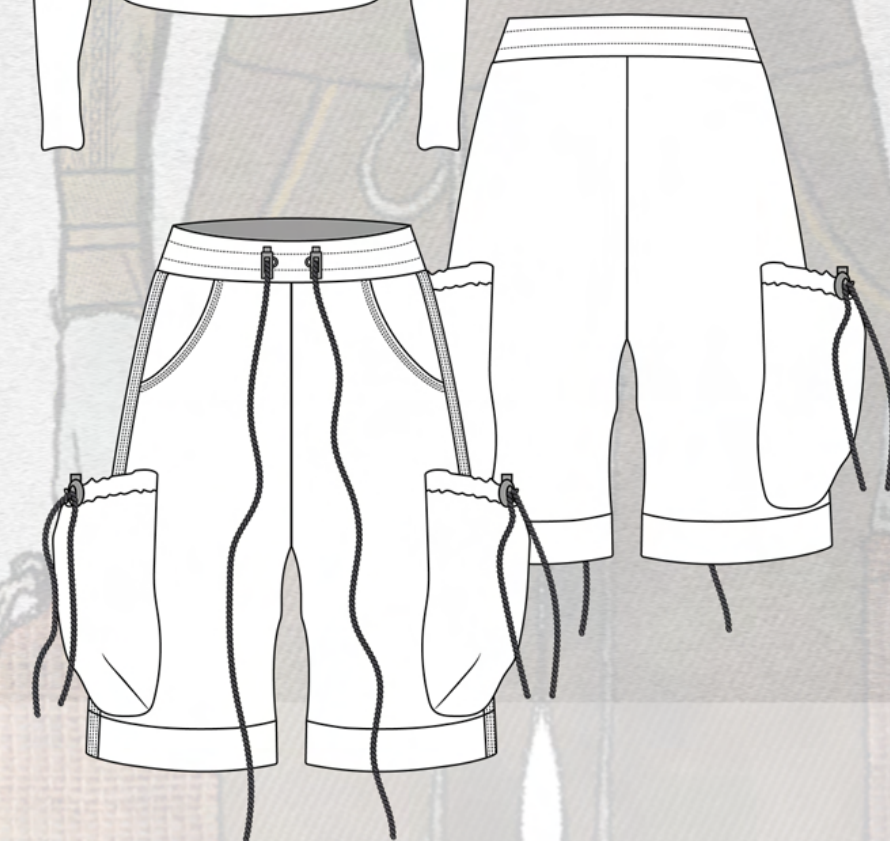


womens

Look 1



mesh tattoo top



cargo shorts

Look 2



mesh tattoo top

mesh sleeves

lace skirt



line up

Look 1

Look 2

Look 3

Look 4

Look 5

Look 6



RESEARCH - WEDDING ALBUM!



NO. 1 DRESS
- STAND COLLAR
- POUCH BELT
- POCKETS
- GLOVES
- WORN FOR THE MOST FORMAL OCCASION



NO. 2 DRESS
- JACKET + TIE
- RANK CHEVERON
- EMBELLISHMENT



CAKE!

Block PARTY

Full-on colour in considered combinations and refined silhouettes will deliver sophisticated optimism

Dinner DRESSING



MUM AND DAD - IN MESS DO ATTIRE '04

A LIFE
LESS
ordinary

SILHOUETTE RESEARCH
USING DIGITAL
MANIPULATION



DAD IN CEREMONIAL DRESS 2004



The Role
MODELS

MUM AND DAD 1916



Suits
YOU



WEDDING COAT RESEARCH



'SATIN FABRIC
MADE FROM
POLYMER
CLAY'

POCKET EXPLORATION



TOILE DEVELOPMENT



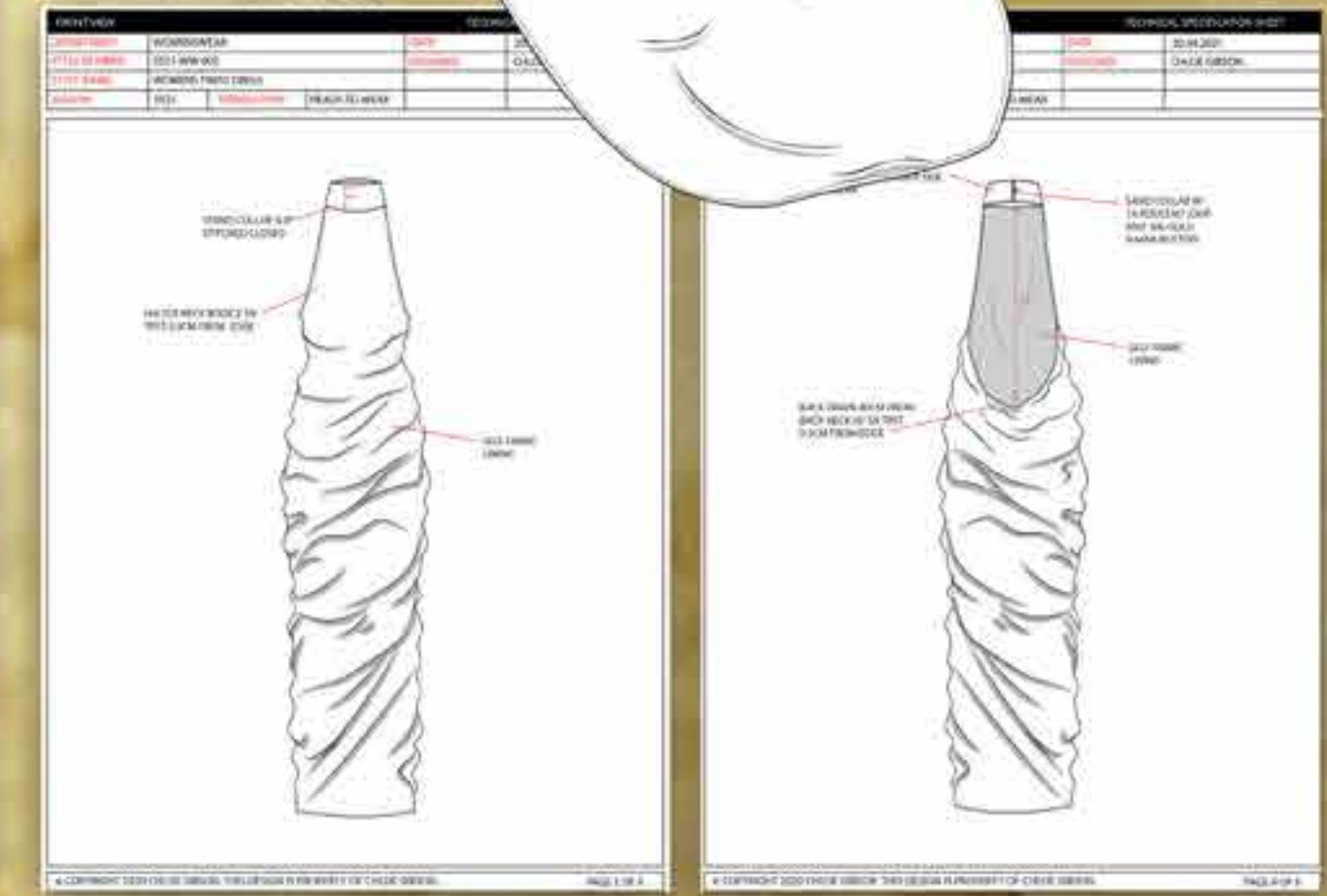
DADS RANK SLIDE



TRANSLATE CHEVERONS INTO WELT POCKETS



TWIST DRESS TECH PACK



CONCEPT

NOUGHTIES NOSTALGIA

16-1363 TCX
Puffin's Bill

13-5313 TCX
Aruba Blue

17-2435 TN
Pink Glo

14-2311 TCX
Prism Pink

15-3716 TCX
Purple Rose



Don't take life so seriously!



My Tamagotchi from when I was 8



KIDULT

Coping mechanisms I used as a child which can be brought into adulthood.

Colour palette inspired by lava lamps

Using childrens crafts and memorabilia to reconnect with your inner-child.



202 SLOANE STREET LONDON

Violetchi is a nostalgic Tamagotchi character to me



My mum wearing traditional Thai dress.



Intertwing my Thai culture

The desire to go back to simpler times.

CHILDHOOD MEMORIES



Abandoned



Neglected



Alone

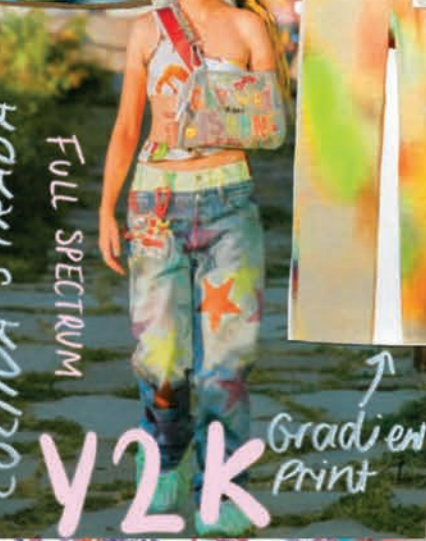
The feelings I felt as a child when my parents separated.



MUSE + TRENDS

SPRING/SUMMER "22/23

JOYFUL EXPRESSION



Market: Womenswear
Age: 16-26 GEN-Z
Occupation: Student/Working professional
Interests: Social Media, Crafting, Gaming, Fashion
Wears: Urban Outfitters, ASOS, Depop
Mood: Playful, Energetic and Sensitive



Masked my face with some stickers from my collection to represent the happy mask I wore as a child to distract myself from reality



I am my own muse as this collection is based off my own personal experiences.



PRINT DEVELOPMENT

LAVa

LAMP

Print + Colour

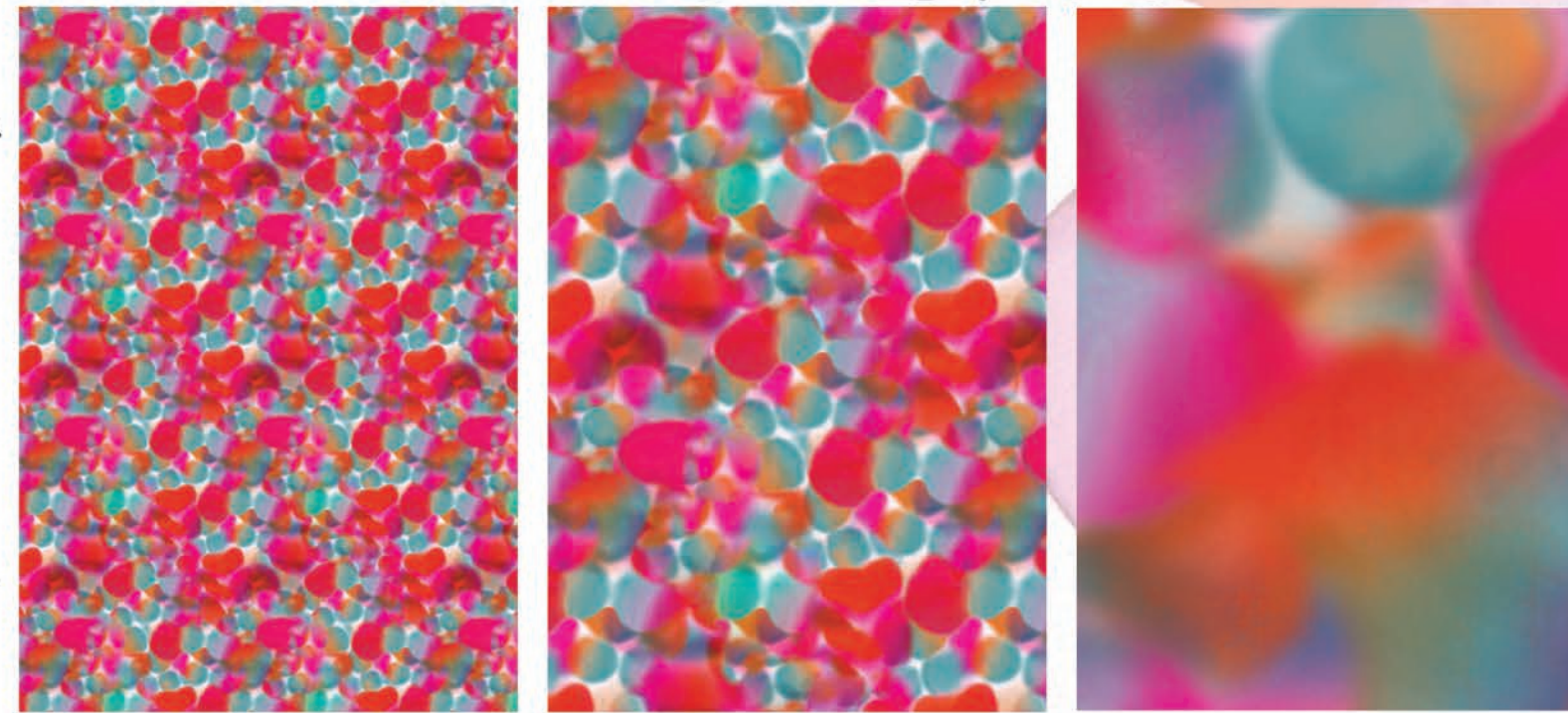
INSPO



PRINT SAMPLES



DIFFERENT SCALE EXPLORATION



FINAL PRINT

ARTWORK		TECHNICAL SPECIFICATION SHEET	
DEPARTMENT:	WOMENSWEAR	DATE:	08.05.22
STYLE NUMBER:	SS23 WWJ01	DESIGNER:	JENNIFER LEY
STYLE NAME:	VOILE LAVA LAMP PRINT GATHERED JACKET		
SEASON:	SS23	TREND/STORY:	READY-TO-WEAR

COLOURS:	
16-3862 TCX PINK BLOSSOM	17-2435 TN PINK GLO
15-1460 TN CHERRY BLOSSOM	15-4774 TCX ROYAL BLUE
16-2215 TCX REGIONAL PINK	16-3321 TCX FIRST BLOOM

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DESIGN DEVELOPMENT

LOOK 1

Inspo from current Y2K trends

Initial Hama bead development

SHINE & SHIMMER

Alters state of mind

42k retro glamour

INSPO from the clothes I used to wear as a child

draped my jumper on a mannequin to help develop key shapes

Initial design idea

Developed into this

Cargo shape inspo

Lava lamp print

Exploring print and fabric placements.

Final Hama bead shape as it's easier to link up

SHIMMER LUREX

crochet pockets

Decorative seams

Drawing string balloon cargos

CARGO PANTS

SOFT JACKET

NAUGHTIES BLOUSE

Hama Bead Patches

different Hama Bead placements

Collar development



went with large Peter pan collar to follow through with soft childhood shapes.

Large Peter pan collar to be correct as it doesn't sit properly.

Happy with shape of bodice and sleeves and CB. Perhaps more volume can be added for maximum femininity.

Exploring crochet childhood motifs. Decided to progress further with Hama beads instead because this craft is more reminiscent of my childhood.

POCKET DEVELOPMENT



Pockets to be added

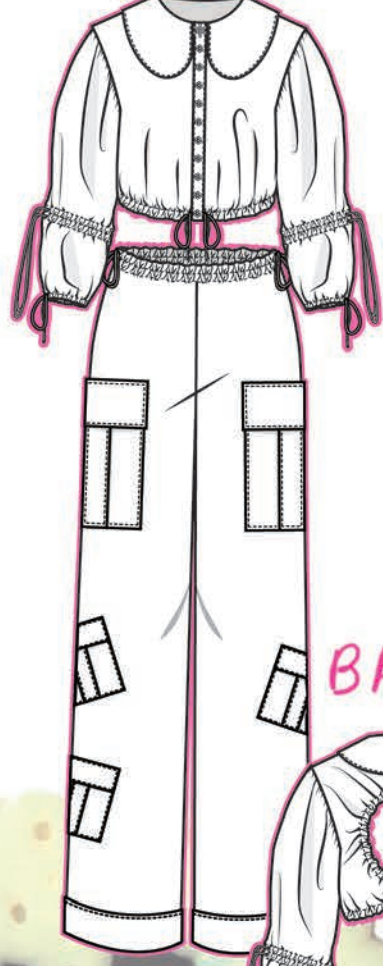
FINAL TOILE FOR LOOK 1



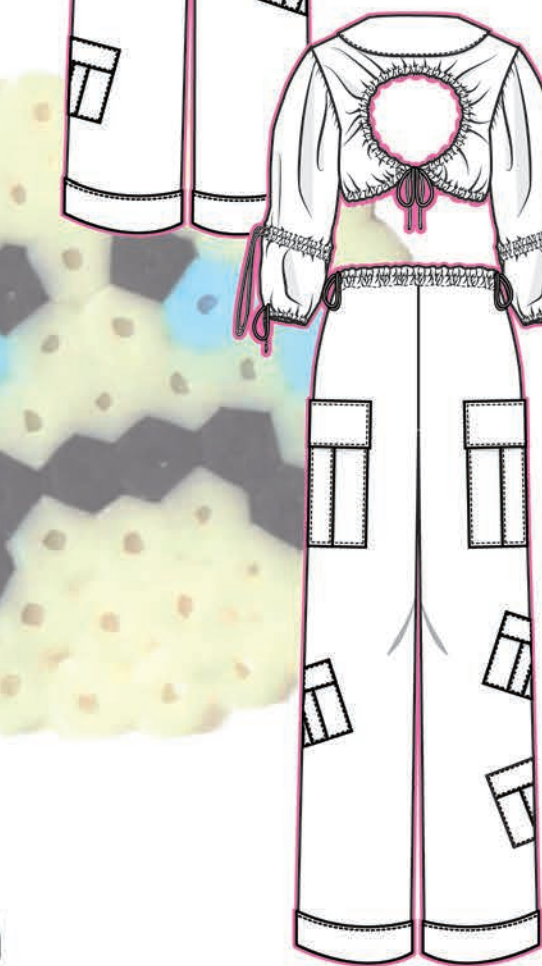
FRONT



Fabric + print placements



BACK



DESIGN DEVELOPMENT

LOOK 2

INSPO



Shape ideas coming from traditional Thai Dress

Colour palette coming from mum's traditional Thai dress

Pa Sink Tubular skirt made from Thai silk

Sabai An elegant shawl like garment

EXPLORED SUBTRACTION CUTTING



INITIAL ROUGH SKETCH

Variety of prints + fabrics

Bodice top with hanging beads panel developed from halter dress toile.



Skirt shape development from collaging the top on a mannequin.



Boring / curve used to make them stand up



Wasn't satisfied with the result so draped the dress differently on the body.



Felt happy with this outcome and decided to progress further with this shape.

Chosen skirt. Conceptual variation of the traditional Thai skirt.

LOOK 2 FINAL TOILE



Ruched neckline

Ruched cummerbund

Ruch detailing on skirt to add more rounded child like shapes

Top to be altered to be more fitted on the body.

referencing the Thai Sabai shawl.

Waist line to be lowered to make to skirt low-rise referencing 42k style.

Visualising hama bead placement on final look

Ruched holes to represent to missing gaps from my childhood.



Trying different fabric options on skirt

FRONT

BACK

SHINE & SHIMMER
42k retro glamour

LINE UP



FORECAST.

SURVIVALISM

FORWARD THINKING

MUSE.

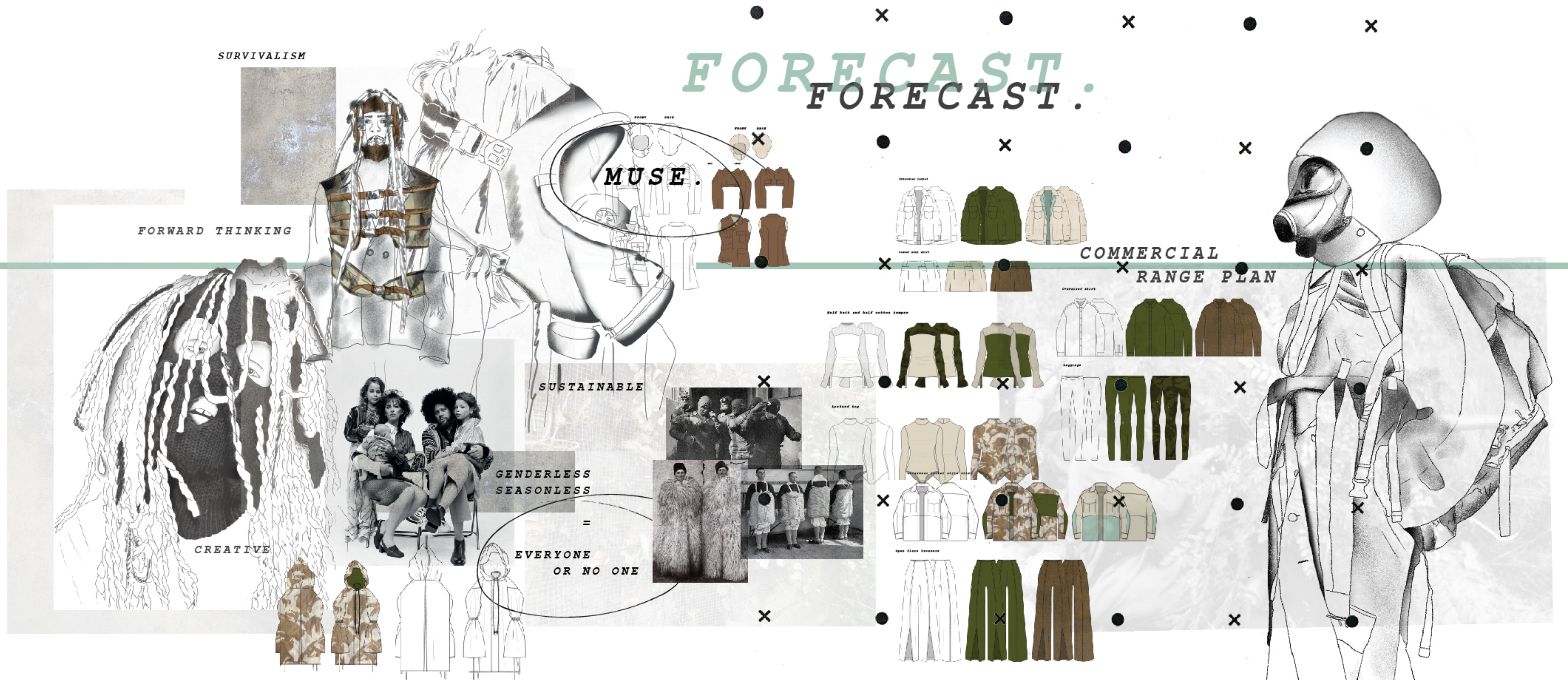
COMMERCIAL
RANGE PLAN

SUSTAINABLE

GENDERLESS
SEASONLESS

=
EVERYONE
OR NO ONE

CREATIVE



FORECAST. FORECAST.

TEXTILES

'Forecast' consists of **upcycling** 100% of fabrics. Using **waste army combat wear** brought home by soldiers as they are unable to reuse most combat kit after tour, making the clothing automatically wasted. In addition to reusing waste dress fabric from textile mills. Textiles through the use of wool manipulation have been applied to old army jumpers in order to create the **camouflage illusion** to be used as a disguise tactic to hide and **survive**.



FORECAST. FORECAST.



DEVELOPMENT



NUMBER 2
DRESS



LAYERING
MANIPULATION



UNCONVENTIONAL
CLOTHING



DEVELOPMENT



LOOK 1



X

LOOK 2



X

●

LOOK 3



●

X

LOOK 4



X

●

LOOK 5



X

LOOK 6



●



LINE UP
CHLOE WINNETT

FORECAST. FORECAST.

PROMOTIONAL MARKETING



LOOK 01



LOOK 02



x





Home
Comforts

Sywar Green
11-0410

Green Essence
11-0607

Whispering Blue
12-4618

Diaphanous
11-4607

Halogen Blue
13-3920

Pink Tulle
13-2800

Mary's Rose
12/18/13

Bush



all upcycled

100% cotton
seersucker
tablecloth

net
curtains

crochet
ribbing - handmade

pair of
curtains
with eyelids

pair of
curtains

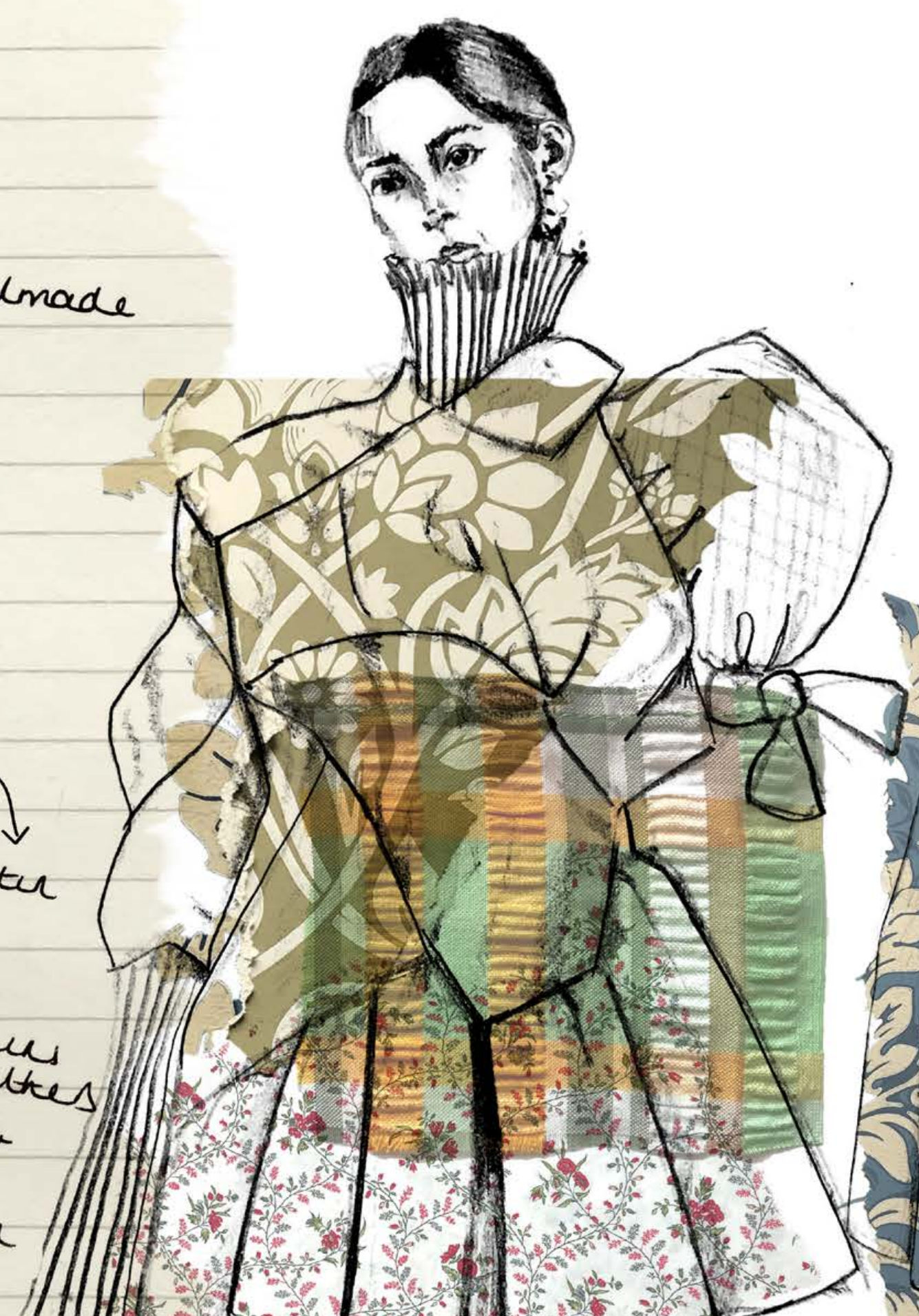
single duvet
cover

discarded
bridal
materials

perylene satin

short curtains
- godmottes

single duvet
covers
100% cotton



Look One



patterns made from the word COVID



LOVE the shape + seam lines
further developed used all materials + voids
restrictions + tension
mirrored time in lockdown



low cut out + adding ribbing funnel neck.

hangs gently - more space less tension than front + contrast of look



high neck
- lone cre structures - unexpected
additional ribbing for comfort + warmth



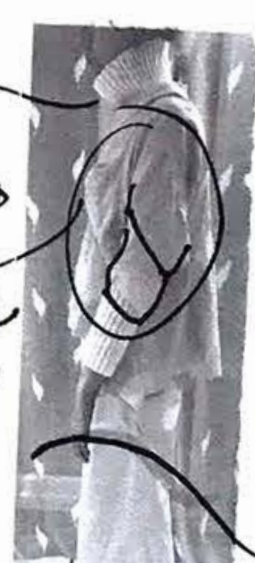
has one cross over of panels - ribs body



ribbing around neck - warm for colder

style med work with top.

Mix MATCH materials + weights
- quilting?
- wicket.
- + darning



lovely shape on ribbing
no restrictions
corgoned shape

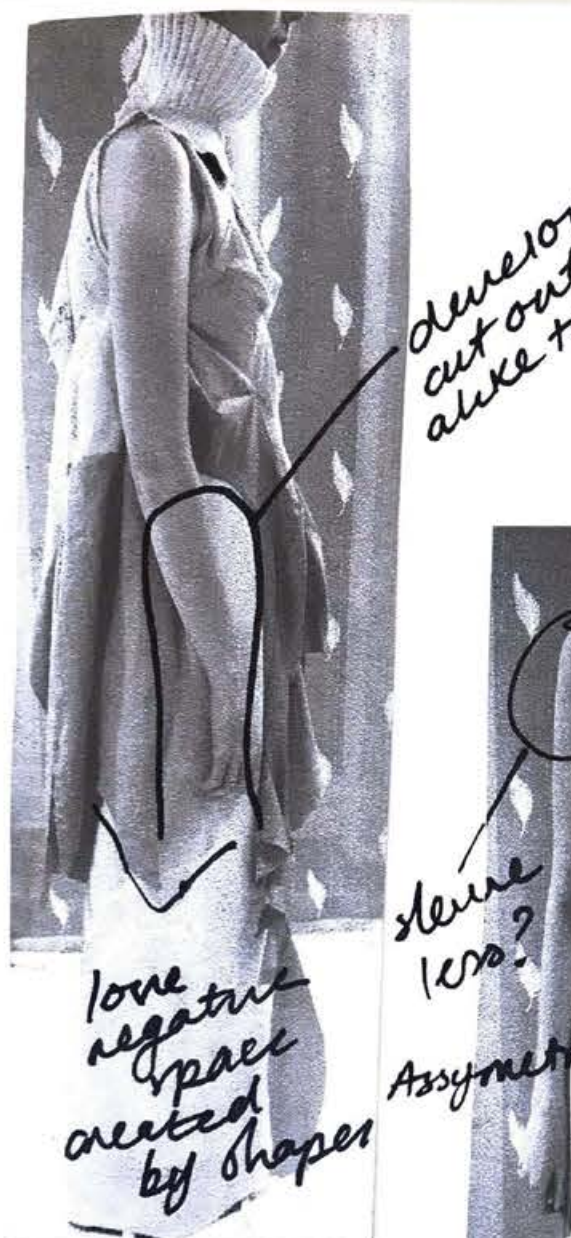


flattering back - voids hang beautifully
COD of COVID
extra long

flattering sagging of trousers
add facing = pool

THINGS WILL GET WORSE BEFORE THEY GET BETTER

Look Two



love negative space created by shapes

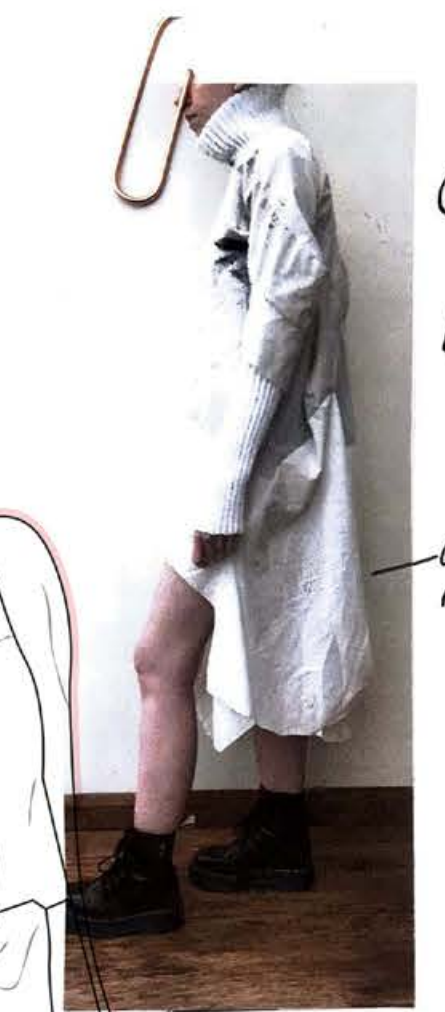
patterns made from the words **COVID and VIRUS**



develop cut out alike to top.

same 'cond' patterns for top - added VIRUS to bottom

FASHME x Design at Cardiff Met



COVID (top) + LOCKDOWN (bottom)

lockdown made larger shapes + more material to work with



developed into slimmer

asymmetrical and ragged edge

Development
adapted patterns from VIRUS to LOCKDOWN - more curves and larger surface area.
- creates a fuller, larger dress.

patterns made from the words **COVID and LOCKDOWN**

PM: many more families will lose their loved ones

lengthened ribbing - large sleeve -
↓
discomfort → warm one side - cold
↓
unease when looking at it
lots of voids - masses of material is constriction
elegant one sleeve -
↓
reveal + conceal
negative and positive space.



A NEW NORMAL



FRONT VIEW		TECHNICAL SPECIFICATION SHEET	
DEPARTMENT:	WOMENSWEAR	DATE:	14/05/21
STYLE NUMBER:	AW22 - WW - 001	DESIGNER:	ERIN WILLIAMS
STYLE NAME:	COVID TOP	BUYER:	...
SEASON:	AW22	TREND/STORY:	HOME COMFORTS
		TECHNOLOGIST:	...

