

PROJECT 47

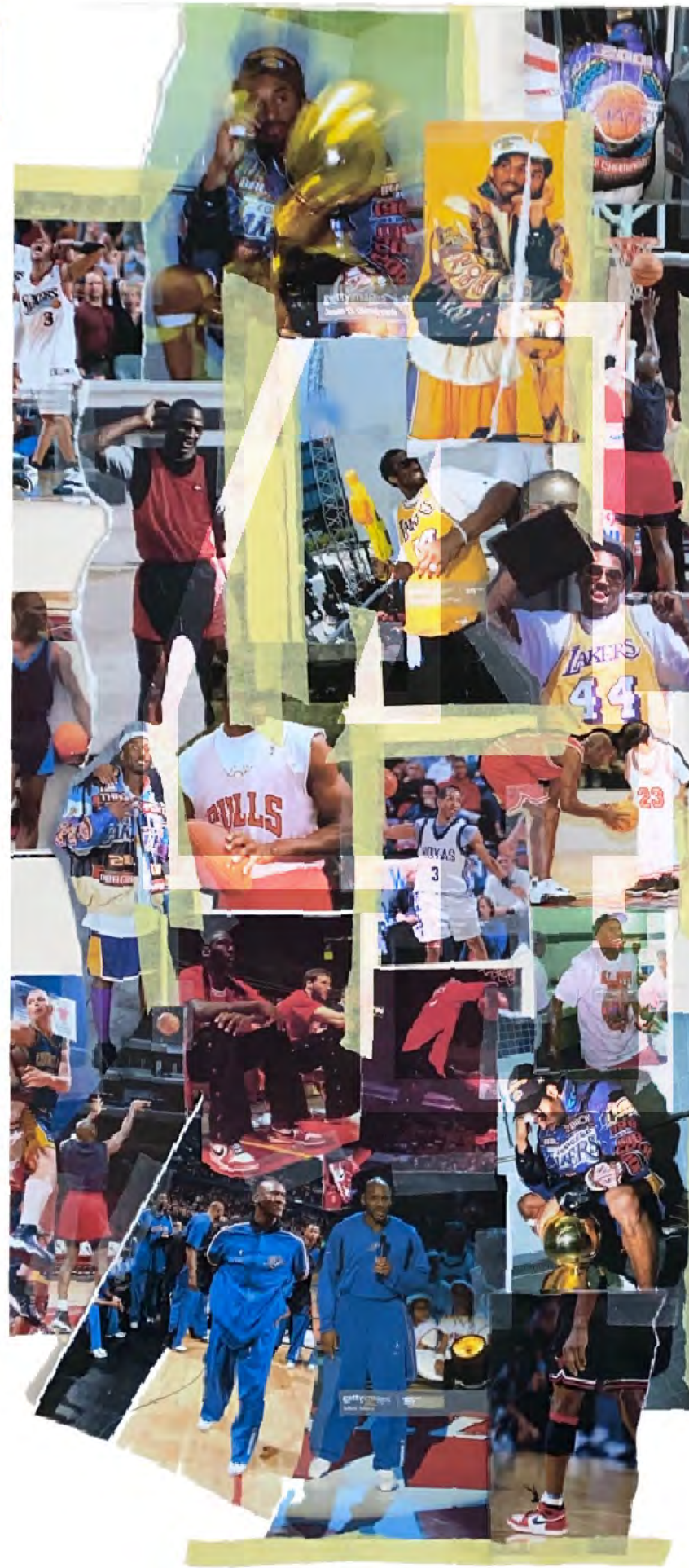
The Fall 2021 Menswear Collection is Inspired by Basketball in the *late 1980's to early 1990's*. Picking two players *Michael Jordan* (Black Cat) and *Allen Iverson* (The Answer) looking at the way they style their on court and off court outfits as Inspiration for the Collection

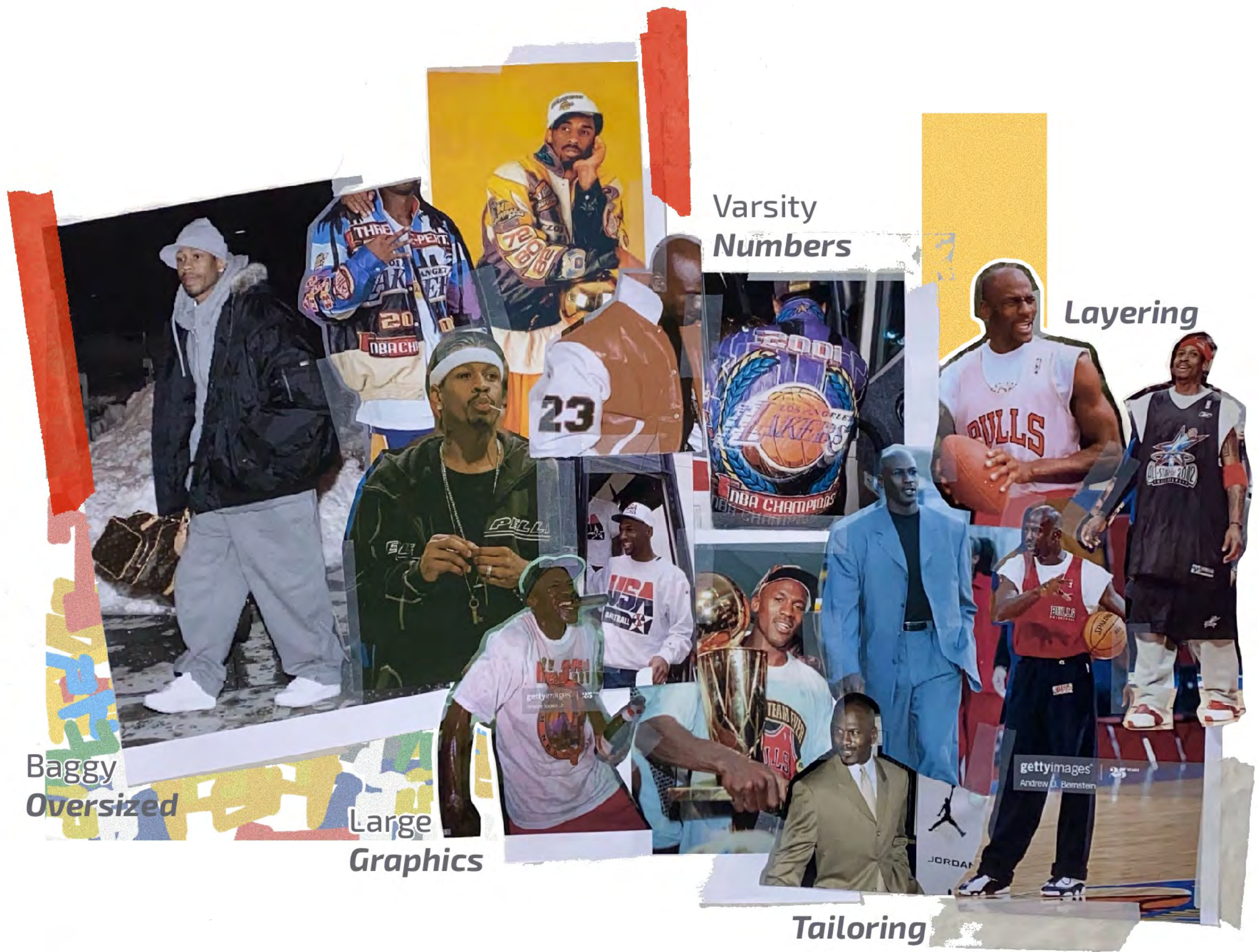
At the start of the Collection I watched Netflixes *The Last Dance* 10 Episodes documenting Michael Jordan's rise from Rookie Basketball Player to the most Inspirational man in the World, winning Six NBA Championships and Two Olympic Gold Medals.

Looking at Jeff Hamilton's work on his Handcrafted Leather Championship Jackets, I was drawn to the crazy colour combinations and mash up or placement appliqué. Picking a jersey number '47' which represents my initials in number in number form, I decided to play with *textures* and *placement prints* in my Collection.

I wanted to play with my *proportions, elongated shapes and silhouettes* in reference to Basketball Players being on average almost 1 foot taller than an average male. But also thinking about the silhouette and style of late *1990's to early 2000's North American* fashion.

The Style and Vibe for this Collection is majority *Sportswear* layered with some more *traditional shapes and silhouettes*. I explore these styles using *collage and stand work*, literally mixing the *two elements* together and developing designs from there.





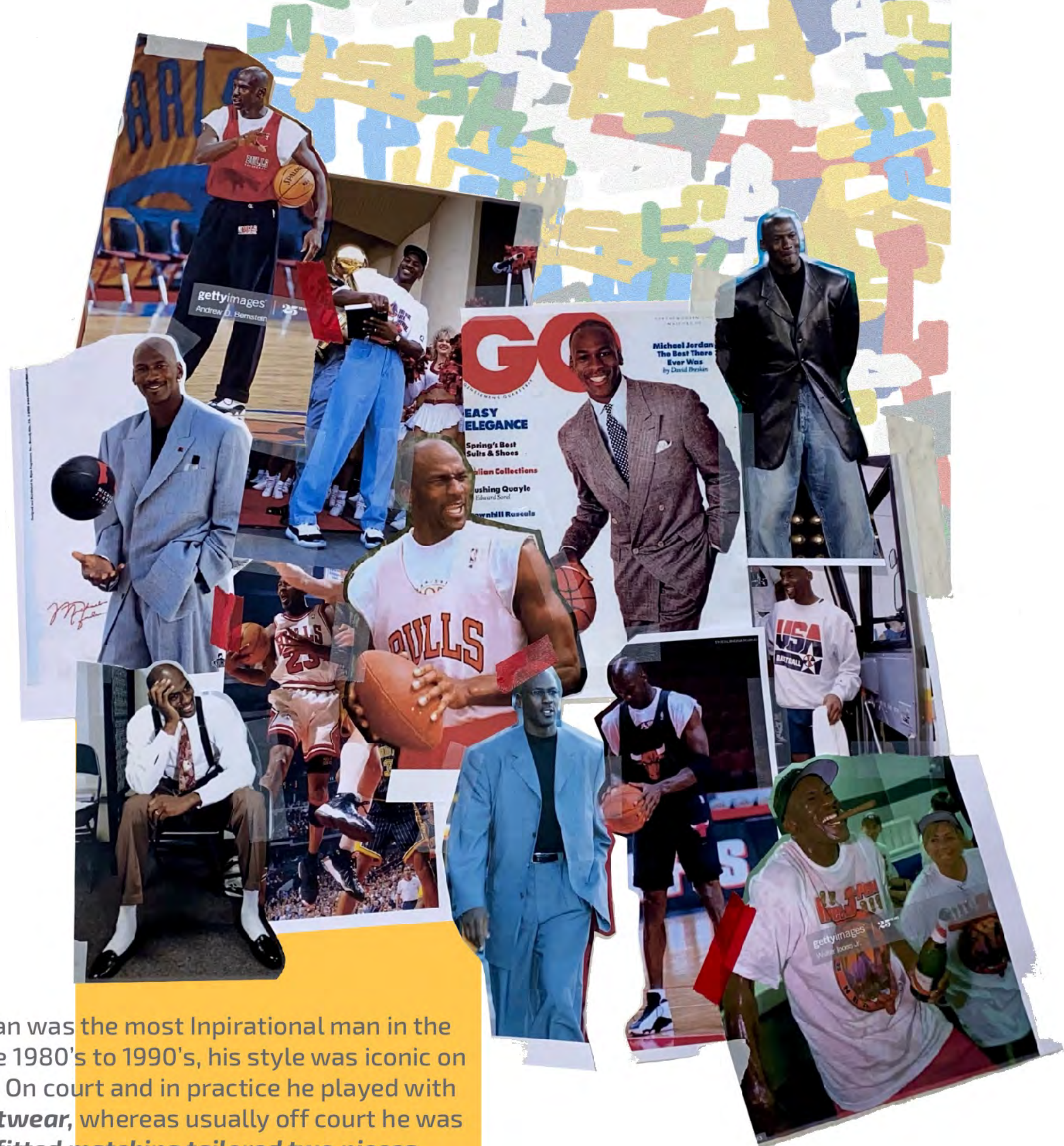
Baggy
Oversized

Large
Graphics

Varsity
Numbers

Layering

Tailoring



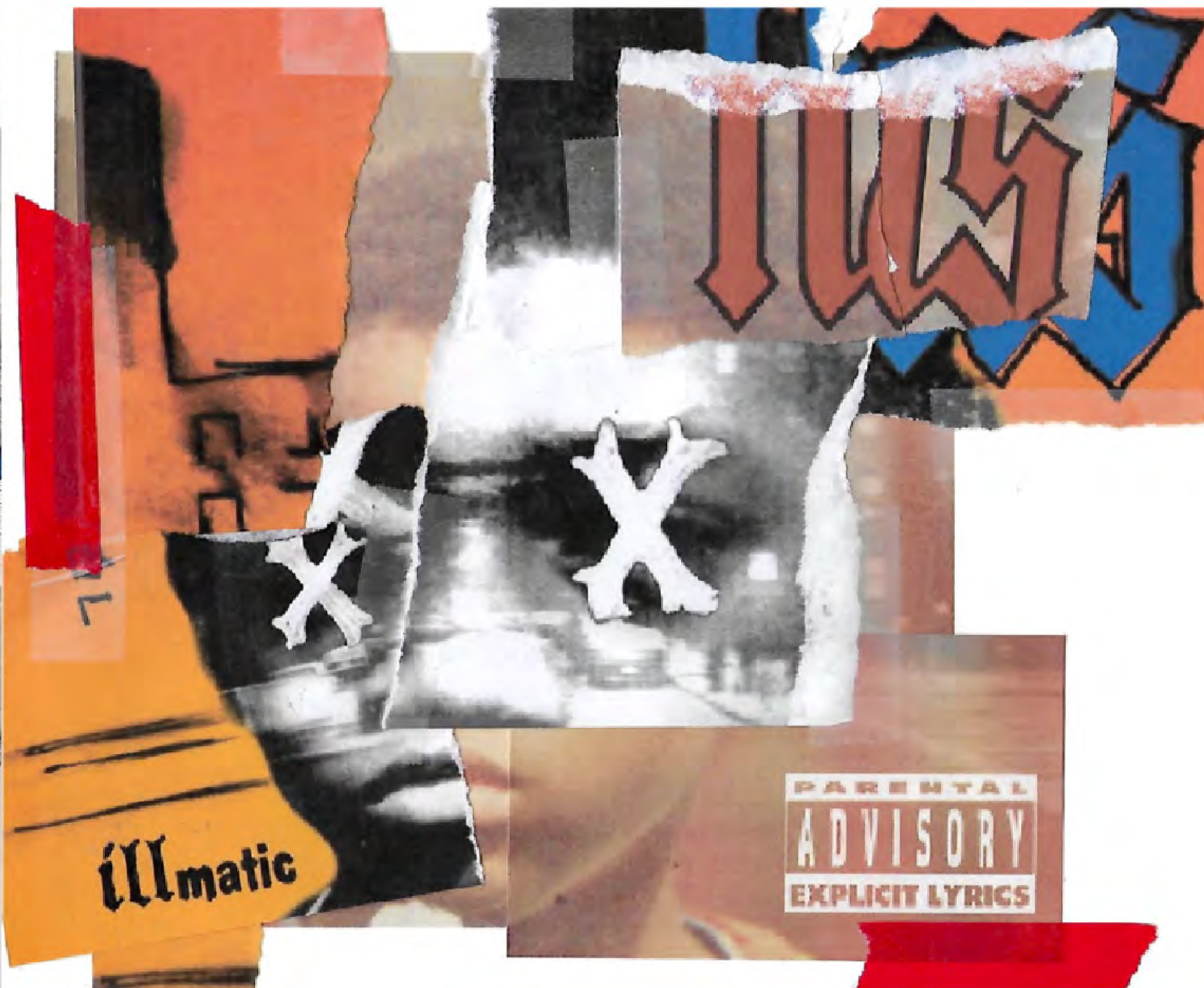
Michael Jordan was the most Inspirational man in the world from the 1980's to 1990's, his style was iconic on and off court. On court and in practice he played with **layering sportwear**, whereas usually off court he was seen in **unfitted matching tailored two pieces**.



Researching into Allen Iverson, looking at how he styles outfits *on the court* and *off the court*. Iverson adopts the *Baggy style*. Mainly using *Oversized Sportswear* as his go-to to achieve the *layered comfortable aesthetic*.

Colour Inspiration is from research into **1980's to 1990's Album Artwork**, One of the the most Inspirational Artist, **Nas** and his 27 Year Old Platinum Album '**illmatic**'. This is the main Inspiration for Colour.

Collaging the **Original** and **10 Year Anniversary** Artwork together to get a mix of the colours — ranging from **Bright Yellows and Oranges to the more Neutral White, Greys and Black**. The Collection is at base quite Neutral but the use of **placement prints** and **punch needling patches** fill out the brighter colours. Like the Collaged Artwork.





Loosely Draping and Styling on the stand with **second hand sports garments** like Basketball Jerseys, Hoodies and Printed T -shirts, layering them on top of each other to get depth and dimension.



Use of the **Detailing, Panels and Stitching** translating into **Stitching Details** and **Layering of Fabrics and Garments**.

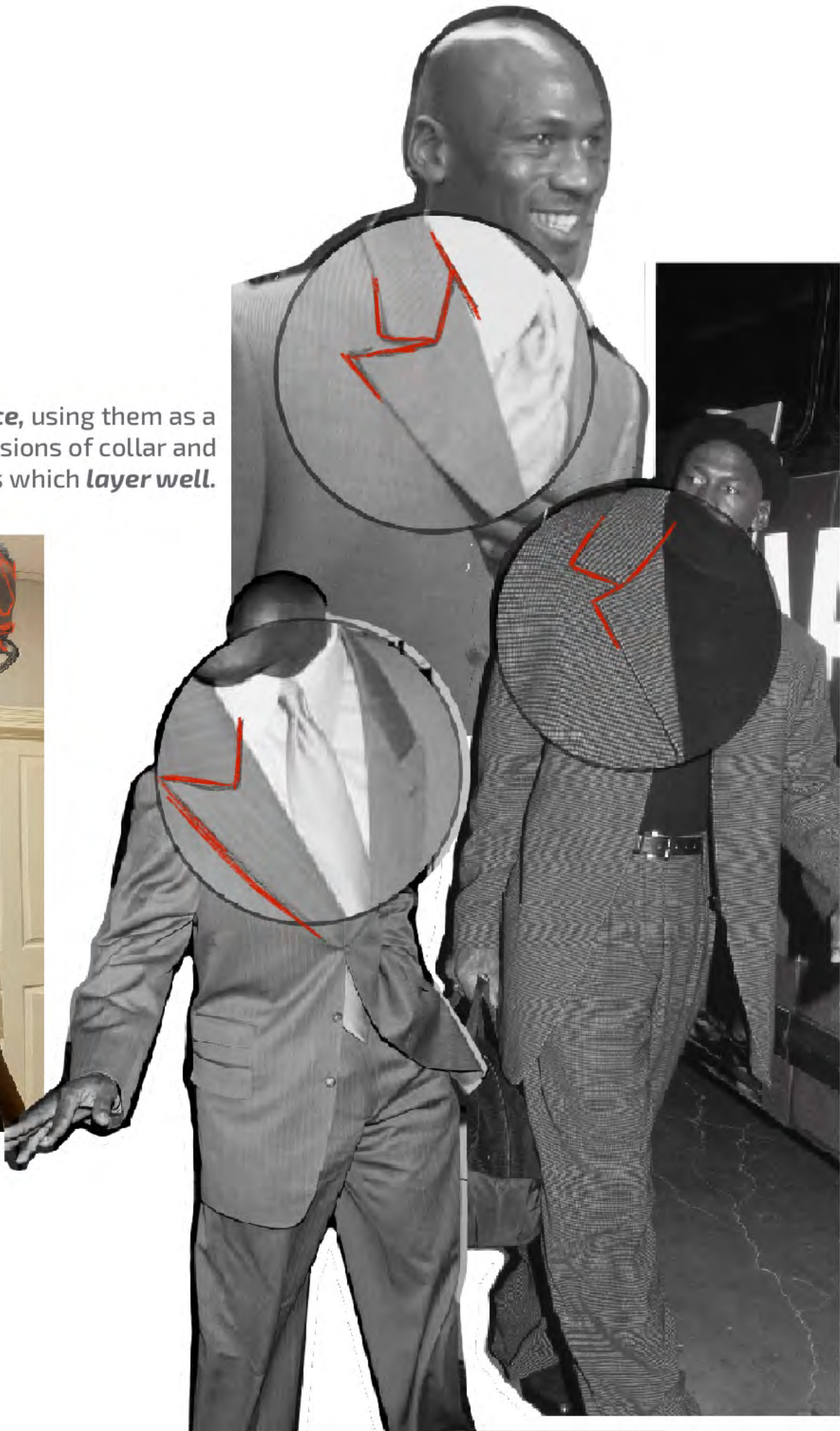


Rough Jacket Collages, turned into Designs, thinking about **different panels** and **textures** that could be used.



— long lapel, torseel

MJ Suiting Influence, using them as a Segway to design versions of collar and lapels which *layer well*.





think about the use
of re-claimed fabrics
- inside out, upside down,
re-use tags



using
re-claimed
t-shirts





Picking out Design Development and putting them together to create Range Plans, seeing what works good together, what was needed next and if there was anything missing from each outfit as a whole.

Keeping the mix of **Sportwear** layered with **Traditional Shapes** for an equal mix











