

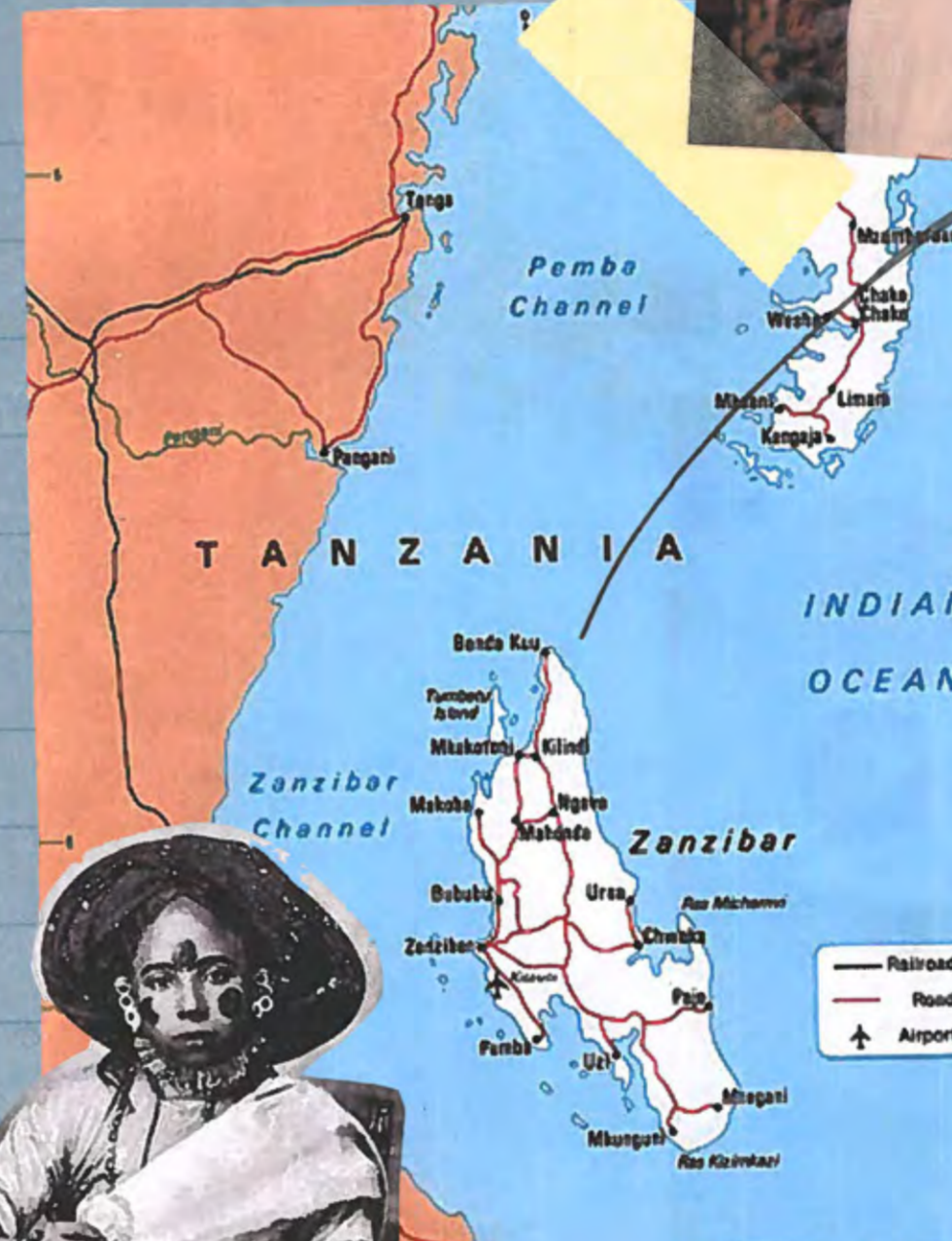
PART 1: RESEARCH RESPOND

# CONCEPT

My research delves into the politics of identity and deeper truths of racism in Britain today. I explore my identity being Black and British.

The collection will be a representation of how I've embraced the UK through music, football and streetwear. It will also embody the beauty of traditional Zanzibar dress.

'Passing down clothes'. My granddad owned a second hand clothes shop in Tanzania during the late 70s -80s. Clothes from the US and the UK would make their way to Tanzania to be sold. The youth would wear western clothes and the elders would merge western clothes with their traditional dress, even today second hand garments dominate the Tanzanian clothes market.



PHOTOGRAPHER - PEREIRA DE LORO  
EDOUARD FOA



## Market

The collection and design ethos focuses on mixing British culture with my heritage. **Streetwear is sportswear!** Brands such as Adidas and Nike are a **symbol of belonging** in scenes that celebrates diversity and sportswear brands have become everyday attire on the streets. I merge sportswear and Zanzibari heritage within my collection. I aim for my work to be sold on **Farfetched** a British-Portuguese online luxury fashion retail platform, they celebrate diversity and contribute in conversations surrounding race, they also champion brands that champion sustainability's.

## Context

## D i v e r s i t y

The fashion industry has arguably always been at the core of preserving preconceived beauty ideals based around whiteness while neglecting "other" forms of beauty, knowing the implications this can have on one's self esteem to make me want to design clothes that mean more than fashion and **celebrate multidimensional groups of people.**

## S u s t a i n a b i l i t y

In Tanzania the second hand clothes market is very big. My collection will **upcycle fabrics** to reference the Tanzanian clothes market. I will also remain sustainable during my experimental stages by using scrap fabrics and materials to create samples. I will also **reuse zippers, buttons and calico** from my old toiles to create new ones.

# THEN + NOW DIVERSITY



## 'CELESTIAL BODIES'

In 2019 5 BME girls came together (Raiesa Salum, Hannah Mac, Isabella Neergaard, Maia Hazel and Wami Aluko) in Edinburgh to create Celestial Bodies - A visual project celebrating marginalised bodies and voices that are rarely represented in mainstream media. Representation holds great significance in the fashion industry.

As a designer I aim to diversify the industry massively, especially when I know the ramifications of not being able to recognise someone who looks like me in the media.

I look forward to their being an abundance of beauty that is not restricted by a single social construct. Eurocentric features have always seemed like the only beauty ideal - unattainable and White. How would I meet such standards? I've learnt to embrace being black and being beautiful.

WE ARE A VISUAL PROJECT THAT CELEBRATES BODIES THAT ARE TRADITIONALLY MARGINALISED AND RARELY REPRESENTED IN THE FASHION INDUSTRY.

IT IS A WELL-KNOWN FACT THAT BRANDS AND FASHION INITIATIVES SAY THEY SEEK 'DIVERSITY' BUT ONLY DO THIS TO FIT IN WITH CURRENT TRENDS AND FOR MARKETING GAINS.

OUR BODIES SHOULD NOT BE CAPITALISED OR USED TO SELL A PRODUCT. WE ARE NOT MERE OBJECTS TO BE SEEN AS 'TRENDY' OR NOT.

THE PROJECT IS NAMED 'CELESTIAL BODIES' BECAUSE A CELESTIAL BODY IS ANY NATURAL OBJECT THAT TRANSCENDS THE LIMITS OF EARTH.

AND SO, THE BODIES WE CELEBRATE THROUGH THIS PROJECT TRANSCEND SOCIETAL NORMS OF BEAUTY. WE ARE NOT LESS THAN WHAT SOCIETY DEEMS AS BEAUTIFUL, WE ARE BEYOND IT.

# RESEARCH

Throwing bananas at black sportsmen has been recognised as racism across Europe for decades



— synonymous with treating players as apes or monkeys



## COLOUR PALETTE



Football is known to be part of British culture. In its earliest days you'd find it was particularly rare to find black players on the field. Their presence was frowned upon, discrimination towards black people has always been apparent football further highlighted its visibility. That goes to question can being a Brit and Black coexist?



→ CLUES

My fabrics and colour pallet emerged from this research. Primary colours were very apparent in sports uniform, I added green to represent the field.

→ PRIMARY PHOTO



# BLACK LIVES MATTER

George FLOYD



"INJUSTICE ANYWHERE IS A THREAT TO JUSTICE EVERYWHERE."  
Martin Luther King, Jr.

→ 1960s



BLACK LIVES MATTER

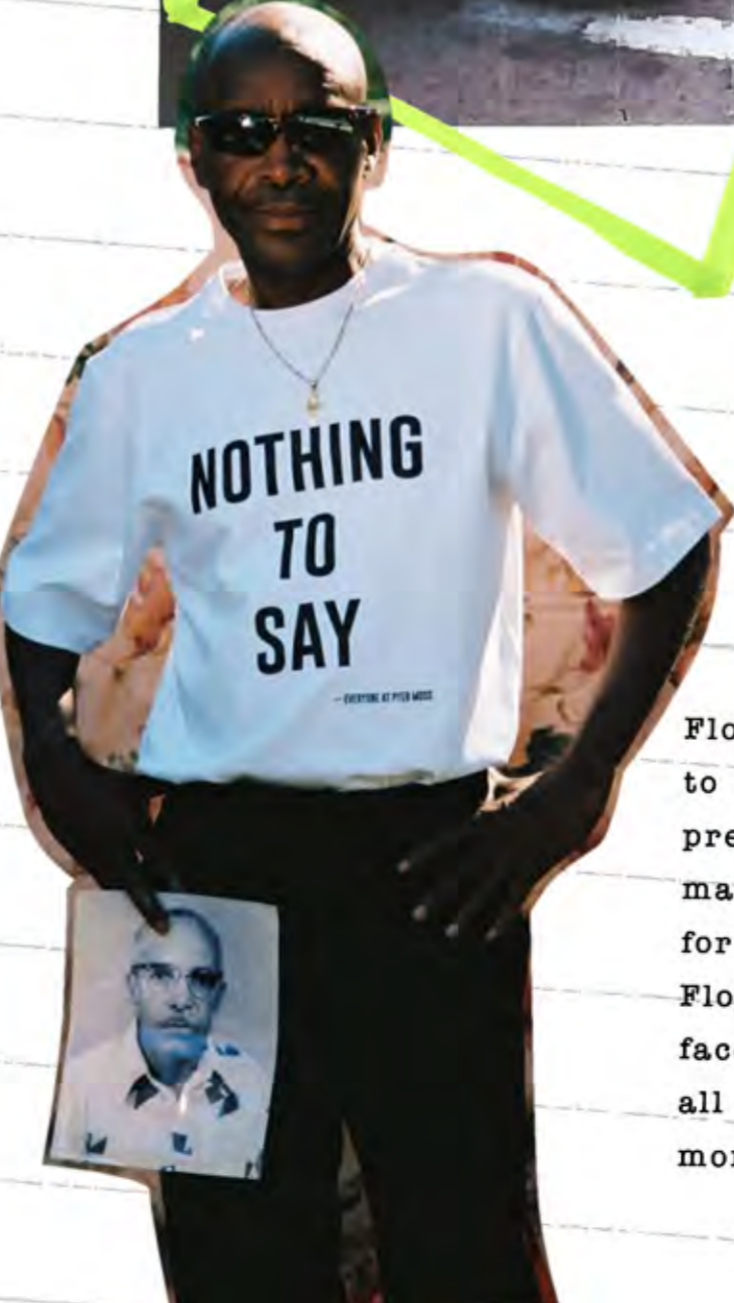


BEONNA TAYLOR



A COP SHOT A BLACK WOMAN AND WAS ONLY CHARGED FOR THE SHOTS MISSED

NO JUSTICE



Floyd, who was in handcuffs for allegedly using counterfeit currency to purchase cigarettes, died on 25 May 2020 after Derek Chauvin pressed his knee against his neck for almost nine minutes. Floyd managed to say he couldn't breathe, called for his mother and pleaded for mercy while onlookers begged the officer to stop. The video of Floyds last moments brought to light the injustice black Americans face with police, this triggered a series of Black Lives Matter protest all over the world. I find it inspiring how we all come together in moments like this but there is still a long way to go.

# RESEARCH

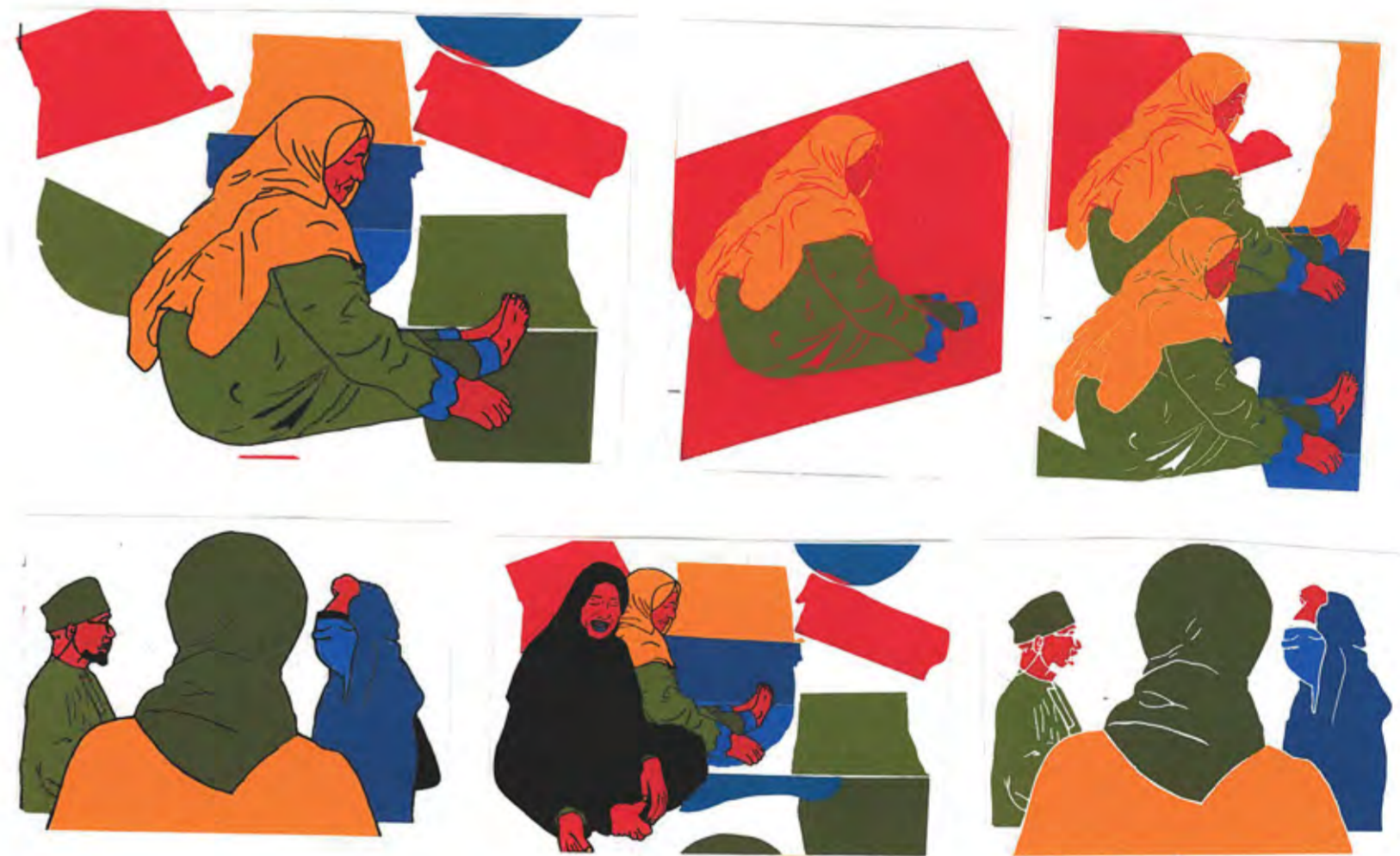
ERIC N. MACK



PRIMARY COLOURS  
SPORTSWEAR

LOCAL ARTIST  
ZANZIBARI BIBI.

# THE PRINT

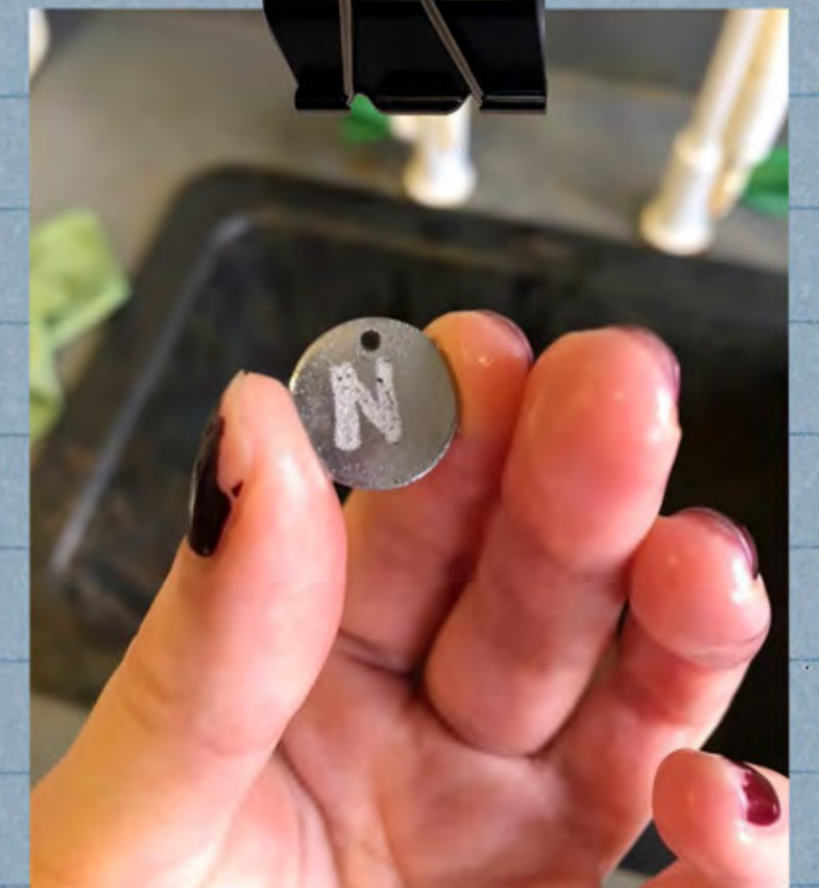


When i was in Zanzibar 2019 i took these beautiful candid of ny family. wearing the tradional dress I wanted the print to be abstractbut clear i decided to merge my new drawings with the Dave to represent the layers of my personality.

# TEXTURES



I experimented with etching into metal. I drew my image on the metal using permanent markers and put it in the etching tank which will erode the area that's unmarked. In traditional Zanzibar dress they would **embellish** their outfits with **metal beads.**



# HOOIGAN FIT

The silhouette of this outfit is inspired by the football hooligans dress attire. I felt the biggest part of football is the fans I wanted to have an outfit that represented them, A staple Harrington jacket and bottoms. I wanted this look to be colourful and bold. so I will be using kanga fabric within this and merge with sports patchwork



# DEVELOPMENT

# PUFF SLEEVES



This outfit will be fully printed on top with trousers. I experimented with having the puff sleeves attached to the racer back but this was not flattering so I made two separate layers and added more volume to the sleeve I love how it looks the cuffs will be beaded



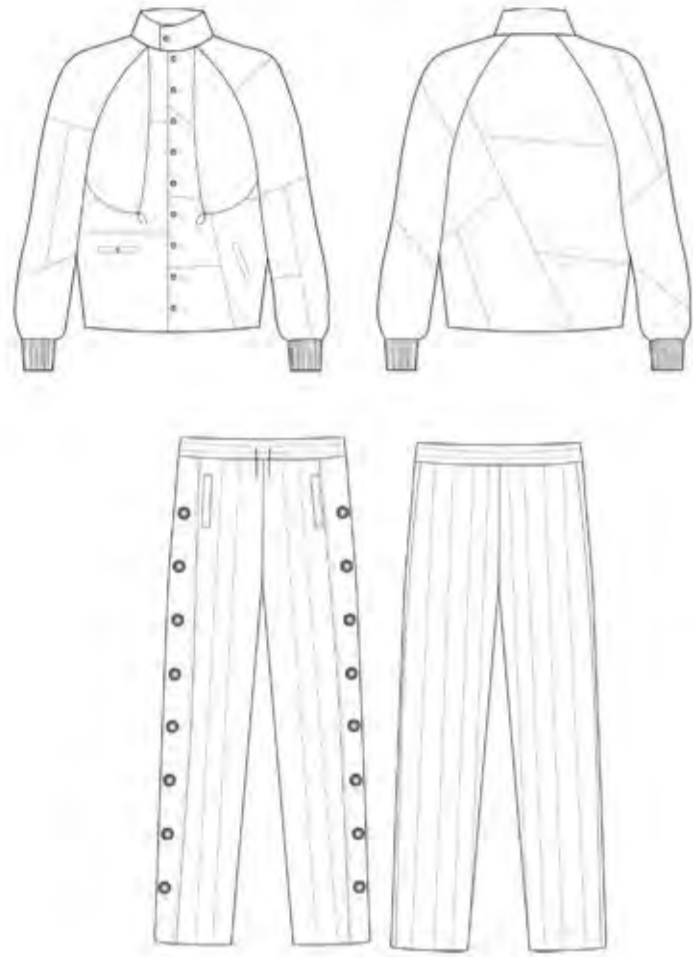
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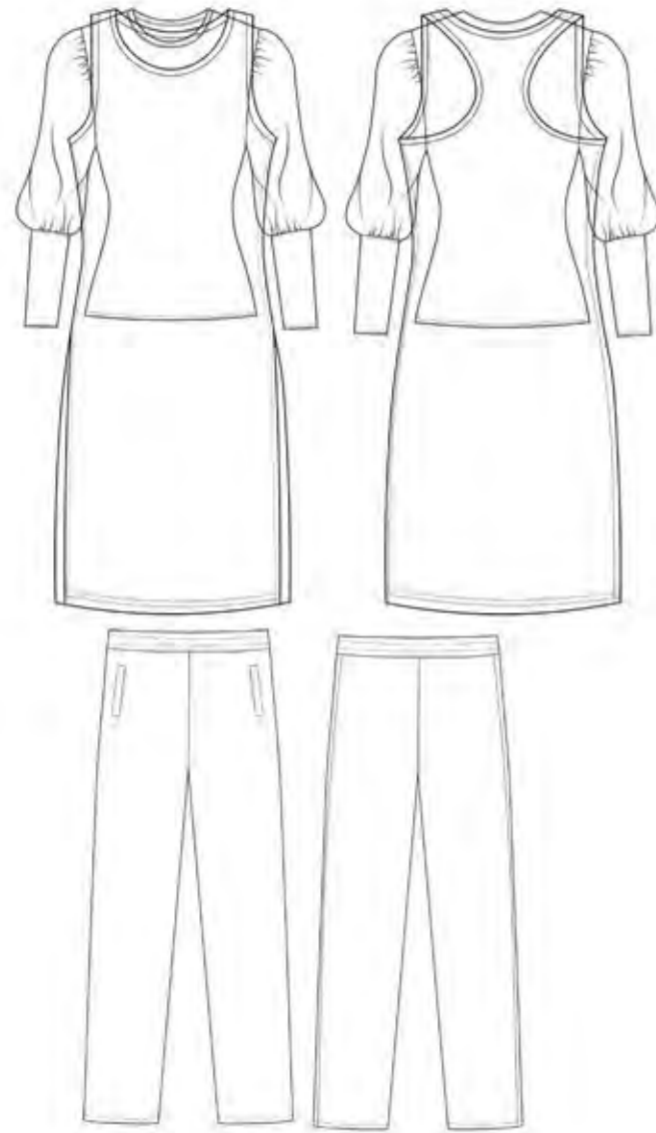


**LINE UP**

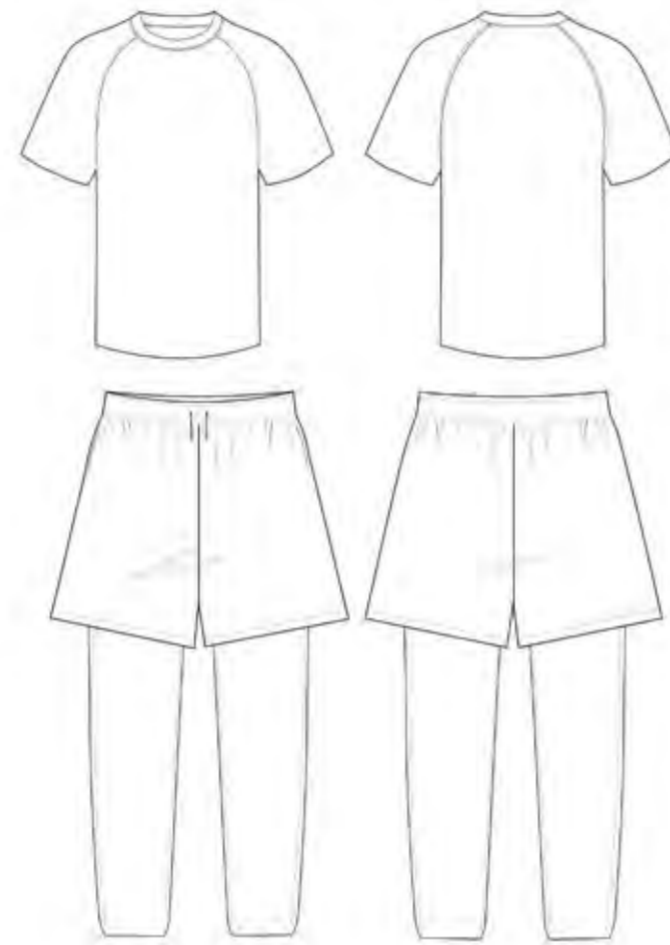
OUTFIT 1



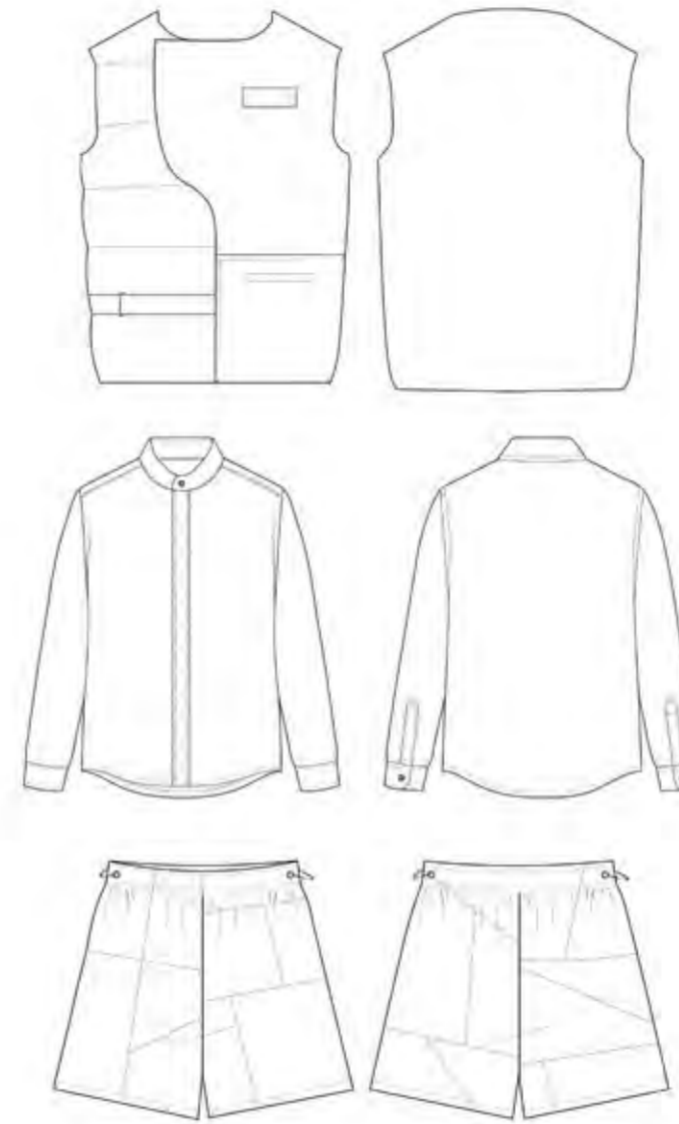
OUTFIT 2



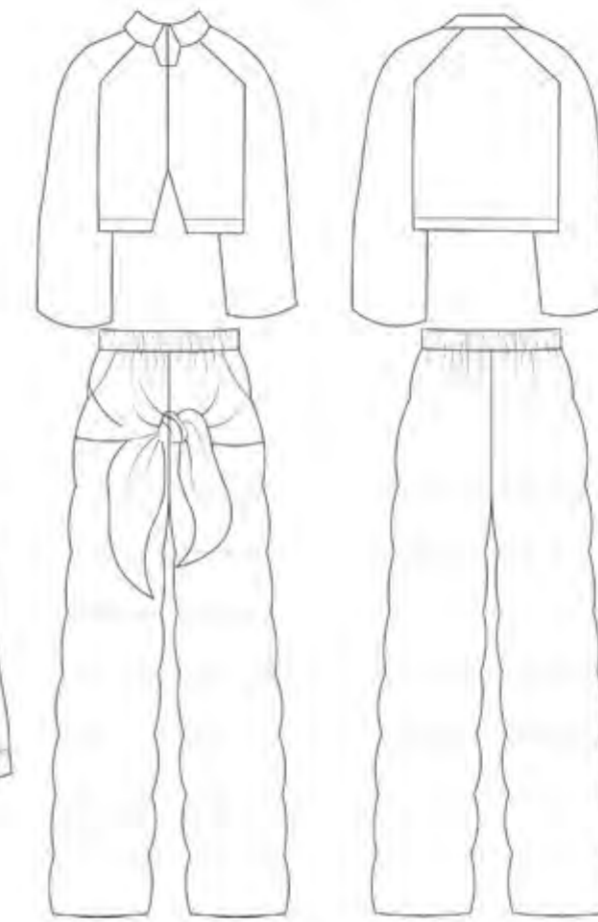
OUTFIT 3



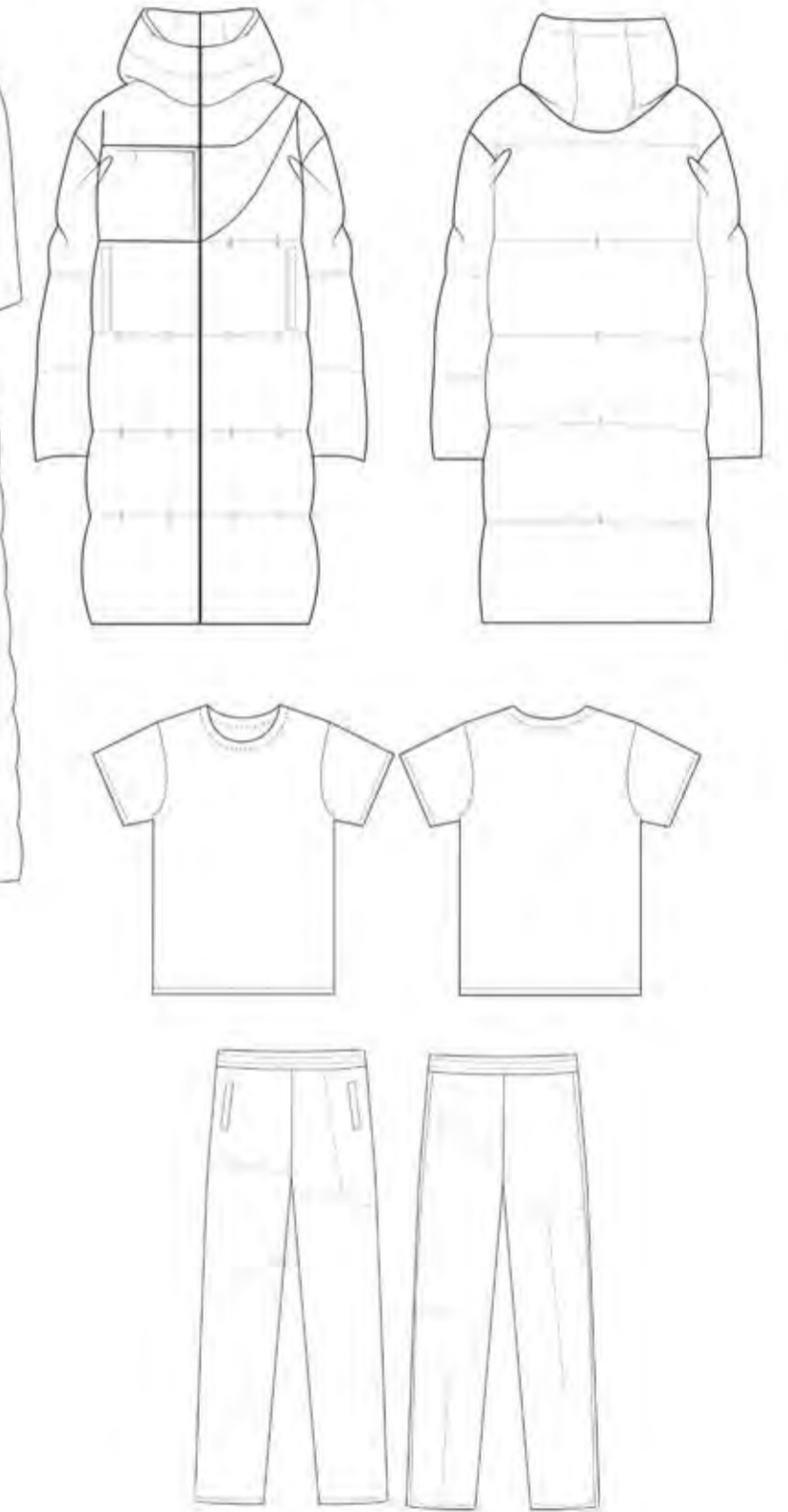
OUTFIT 4



OUTFIT 5



OUTFIT 6



**RANGE PLAN**

