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PROJECT 1

RESEARCH

RESPOND



CONCEPT

FASHION RECORDS THE HISTORY AND PROGRESS OF HUMANITY. MY COLLECTION FOCUSES ON WAR AND HUMANITY. THERE IS A COMPLICATED AND CLOSE RELATIONSHIP BETWEEN WAR AND HUMAN. ALTHOUGH WAR BRINGS SUFFERING TO HUMANITY, IT CAN CONTRIBUTE TO THE TECHNOLOGICAL, POLITICAL, ECONOMIC AND CULTURAL DEVELOPMENT OF HUMANKIND.

THE COLLECTION CALLS FOR PEOPLE TO LEARN ABOUT HISTORY, ABOUT HUMAN BEINGS AND ABOUT THEMSELVES. THIS COLLECTION ALSO WARNS PEOPLE TO CHERISH PEACE AND STAY AWAY FROM WAR. I WILL TAKE THE HISTORY OF AIR WARFARE AS A STARTING POINT FOR MY INVESTIGATION INTO THE LIFE AND CLOTHING OF THE WARRIORS. THEN, FROM THE PERSPECTIVE OF HUMANITY, I WILL FOCUS ON THE CHANGES THAT HAVE TAKEN PLACE IN THE HUMAN RACE, DRIVEN BY WAR AND TECHNOLOGY.

MY COLLECTION IS DESIGNED FOR AUTUMN AND WINTER. ORANGE THE SYMBOL OF WARNING AND BLUE IS THE SYMBOL OF THE SKY SO THAT I WOULD LIKE TO USE THESE TWO COLOURS TO ENCOURAGE US TO LEARN FROM HISTORY (WAR) AND PROTECT OUR BLUE SKY (PEACE).

IN MY COLLECTION, RECYCLED FABRIC IS THE MAIN MATERIAL. THEY ARE RECYCLED TEXTILES MADE FROM PLASTIC, FISHING NETS, RUBBISH, OLD CLOTHES AND WASTE MATERIALS. I WILL USE RECYCLED NYLON, RECYCLED POLYESTER AND OTHER ENVIRONMENTALLY FRIENDLY FUNCTIONAL FABRICS.





CUSTOMER PROFILE

I DEFINE MY COLLECTION AS GENDER-NEUTRAL SPORTS-WEAR SO THAT MY COLLECTION COULD FIT DIFFERENT TYPES OF BODY AND IGNORE THE RANGE OF AGE.

THE CHARACTERS OF MY TARGET CUSTOMERS ARE OUTGOING, POSITIVE, COMPETITIVE AND THEY HAVE STONG SENSE OF TEAM SPIRIT BECAUSE THEY LOVE PLAYING SPORTS.

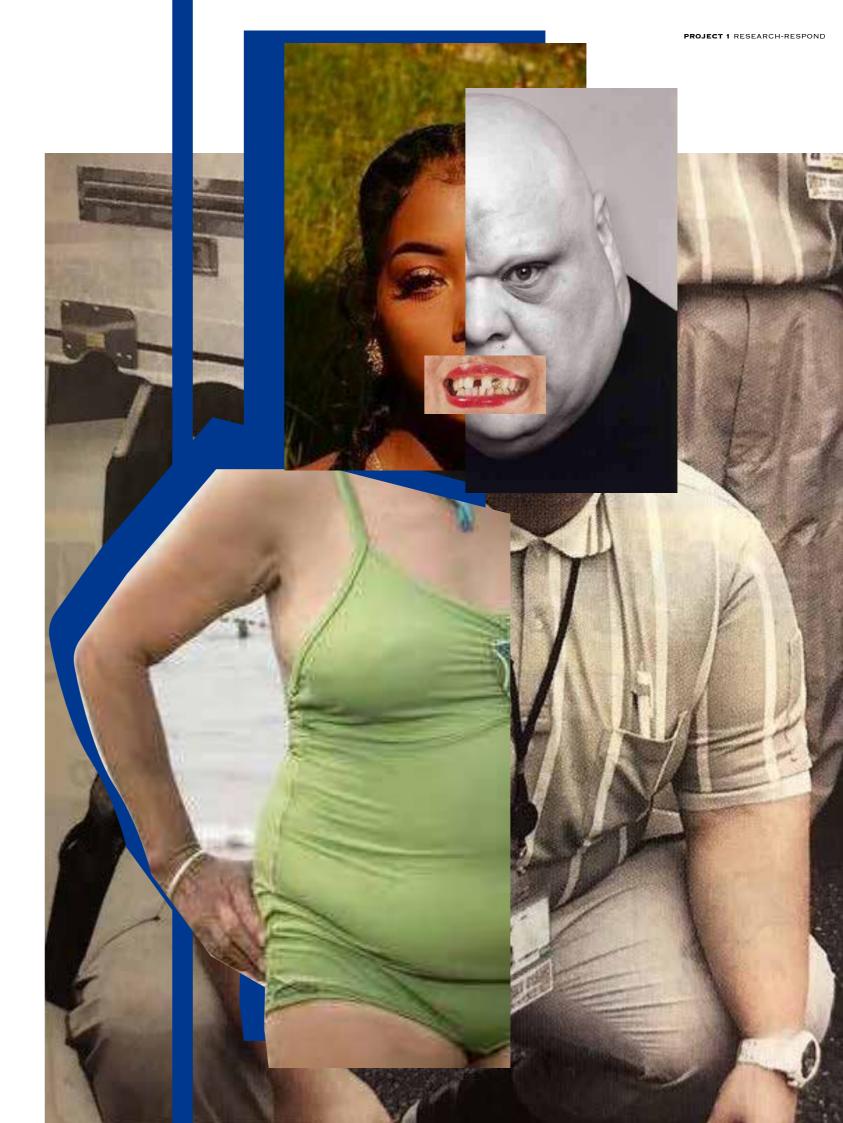
SOMETIMES THEY WILL DO SOME STRENUOUS EXERCISE SO THEY NEED SOME CLOTHES WITH PROTACTION.

MY CLIENTS HAVE HEALTH HABBITS AND GREAT SELF-DIS-CIPLINE. THEY NOT ONLY KEEP SUSTAINABLE LIFESTYLE BUT ALSO ENCOURAGE OTHERS TO PROTECT ENVIRON-MENT TOGETHER DUE TO SOCIAL RESPONSIBILITY.



MY COLLECTION CAREFULLY CONSIDER CUSTOMER DIVERSITY, ESPECIALLY BODY DIVERSITY. BODY DIVERSITY ACKNOWLEDGES THE MANY POSSIBLE WAYS TO HAVE A BODY AND UNDERSTANDS THAT NO ONE WAY IS BETTER THAN ANOTHER. AIM TO EMPHASIZE YOUR WELL-BEING, NOT JUST YOUR APPEARANCE. CELEBRATING BODY DIVERSITY STARTS WITH BELIEVING THAT YOUR BODY IS WORTHY OF KINDNESS AND RESPECT, EXACTLY AS YOU ARE.





RESEARCHAERIAL WARFARE

AIRCRAFT WERE INVOLVED ON A LARGE SCALE AND PLAYED A SIGNIFICANT ROLE DURING WORLD WAR ONE. AT THE BEGINNING OF THE WAR, AEROPLANES WERE MOSTLY INVOLVED IN OBSERVATION MISSIONS. HOWEVER, RAPID PROGRESS ENHANCED AEROPLANES' PERFORMANCE. IN 1915, THE CREATION OF FIGHTER AIRCRAFT HAD A REVOLUTIONARY CONSEQUENCE. BOMBARDMENTS OF PORTS AND FACTORIES WERE QUICKLY ADOPTED BY ALL SIDES AND LED TO CIVILIAN DEATHS. THE DIARY REVEALED HOW UNEXPECTED THE AIR RAIDS WERE AND THE HUMAN FEAR OF AIR RAIDS.

Last night about twenty minutes too nine, I was astonished to see crowds of women and children going into the Jube in Holborn They looked like Belgian refugees, and then I guessed what it was for they were expecting an air raid, so they were sending the women and children down there for safety I then ran as fast as I could to tell my mother, but she did not take any notice. I then went upstairs, and commenced, to read a book In a couple of minutes I was so interested in the book, that all thoughts of "soppelins had vanished. I had not been reading more than half an hour when I heard a torrible bang, and the word Zeps came back tolmine quicker than it had gone out I dropped the book, rushed to the window opened it and jumped out into the parrapet All this was the work of a few seconds. No somer had I got out when bang-bung two more bombs ollowed in quick succession, and then all was silent for a few seconds. Boom





RESEARCH RED BARON

MANFRED ALBRECHT FREIHERR VON RICHTHOFEN, KNOWN IN ENGLISH AS BARON VON RICHTHOFEN, AND MOST FAMOUSLY AS THE "RED BARON", WAS A FIGHTER PILOT WITH THE GERMAN AIR FORCE DURING WORLD WAR I. HE IS CONSIDERED THE FLYING ACE OF THE WAR, BEING OFFICIALLY CREDITED WITH 80 AIR COMBAT VICTORIES.

ALTHOUGH HE WAS AN ACCOMPLISHED FIGHTER PILOT, HE HATED WAR AND DESIRED PEACE. IN RICHTHOFEN'S AUTOBIOGRAPHY, HE WROTE "I AM IN WRETCHED SPIRITS AFTER EVERY AERIAL COMBAT. I BELIEVE THAT [THE WAR] IS NOT AS THE PEOPLE AT HOME IMAGINE IT, WITH A HURRAH AND A ROAR; IT IS VERY SERIOUS, VERY GRIM."

CHERISH PEACE AND STAY AWAY FROM WAR.

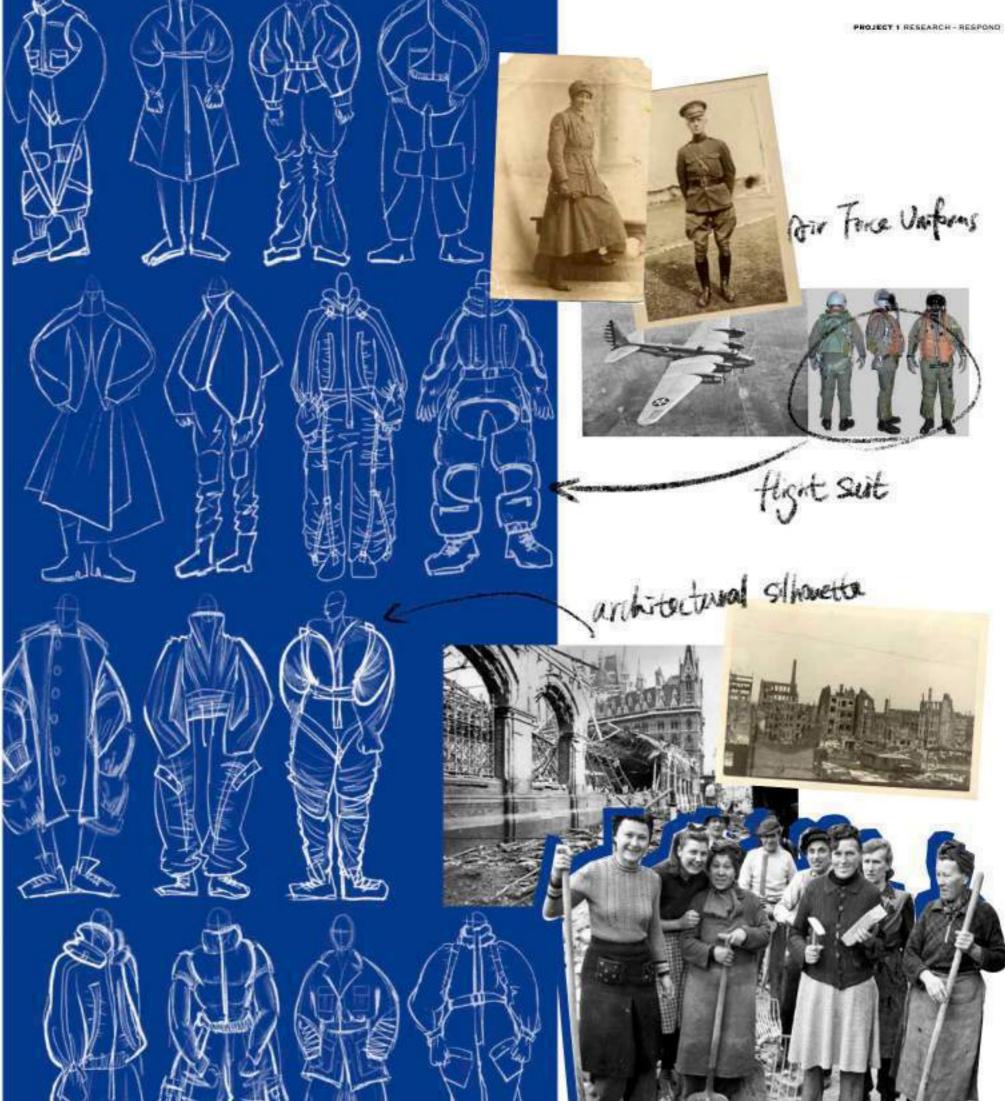




RESEARCH FLIGHT SUIT

A FLIGHT SUIT IS A FULL-BODY GARMENT, WORN WHILE FLYING AIRCRAFT SUCH AS MILITARY AIRPLANES, GLIDERS AND HELI-COPTERS. THESE SUITS ARE GENERALLY MADE TO KEEP THE WEARER WARM, AS WELL AS BEING PRACTICAL, AND DURABLE.













THE SILHOUETTE IS INSPIRED BY AIR FORCE WARPLANES AND FLIGHT SUITS, AND INCORPORATES POST-WAR ARCHITECTURE AND RUINS TO EXPRESS THE PAIN OF WAR AND THE HOPE OF REBUILDING HOMES.





LINE-UP













LOOK2



LOOK3

LOOK3

CANVAS

CANVAS

JERSEY

NYLON



LOOK4



CANVAS

JERSEY

NYLON





DOK6

NVAS JERSEY NYLO



LOOK5

PROJECT 2

MATERIAL FOCUS







PROJECT 3

REFINE

H

RESOLVE



Taking a tip from the men on the job, the wise fen



MAN'S JACKET OF



for protection, her hair is up, closely covered to pre it against sparks and machines. She wears strong sen able jeans or overalls without cuffs, heavy low-heeled s shoes and a closely fitting jacket for comfort. She will leave her nextlace and risps at home a with her high-heeled open-toed shoes and inflamn

collulose or silk slacks and jackets. For these are di right dangerous. Preferred colors are dark and subd The safety record of women in the Higgins yard i ellent. Proper work-wear will help to keep it this

RESEARCH **FASHION AFTER WAR**

IN THE LATE 1940S, COMMUNISM CLAIMED THAT FASHION WAS ONE OF THE AREAS OF AESTHETICS AND EVERYDAY LIFE THAT WAS TO EXPRESS THE SPIRIT OF SOCIALIST REALISM. SINCE THEN, FASHION WAS SUPPOSED TO BE MODEST AND SEXLESS. THE FEMALE SILHOUETTE BECAME MORE MASCULINE.

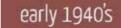
WARTIME CLOTHING CONTINUED TO INFLUENCE POST-WAR CLOTHING DESIGN BY RESPONDING TO OR CONVERTING UNIFORMS INTO CIVILIAN CLOTHING. TRENCH COATS, AVIATOR JACKETS, KNITTED SWEATSHIRTS, PEA COATS, CHINO TROUSERS AND AVIATOR GLASSES ALL HAVE THEIR ROOTS IN THE MILITARY CLOTHING OF THE SECOND WORLD WAR. AFTER THE WAR THERE WAS A LARGE MILITARY SURPLUS AND CIVILIANS WOULD BUY AND WEAR MILITARY CLOTHING FOR YEARS.

IRONICALLY, THE GARMENT THAT CAUSED A STIR DURING THE WAR YEARS WAS THE ZOOT SUIT, THE SINGLE FASHION THAT INFLUENCED MEN'S CLOTHING AFTER THE WAR. LONGER, LOOSER JACKETS, DOUBLE PLEATED TROUSERS, LARGE HATS AND EVEN WIDER TIES ENTERED MEN'S FASHION IN THE LATE 1940s. There was a desire to leave the war behind and embrace CLOTHES THAT HAD PREVIOUSLY BEEN FORBIDDEN TO BE WORN.

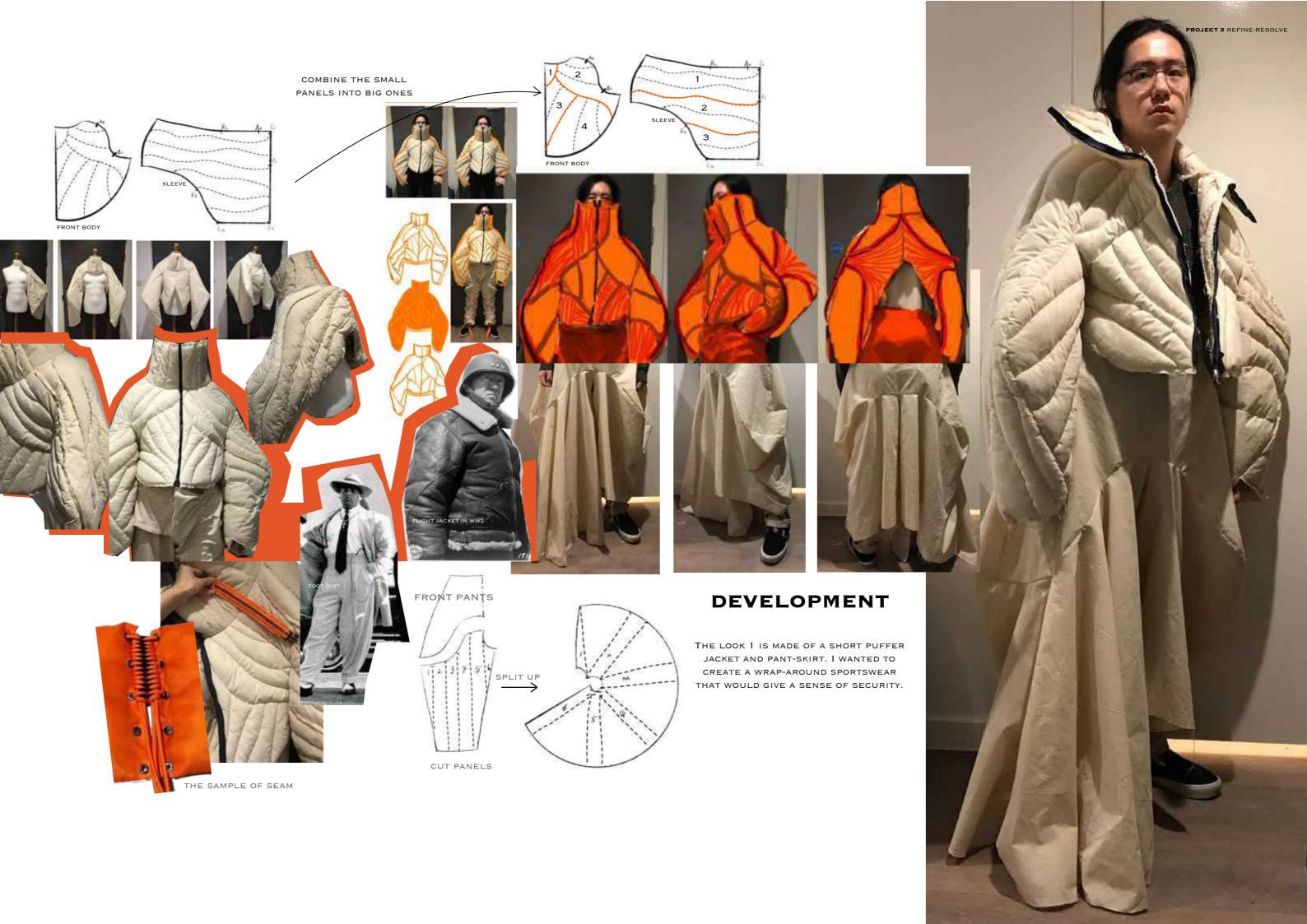
> 100% waterproof fabrics "Rain O-thine" all-areatier count . . . more, practical







ZOOT SUIT





PULL THE PANTS ON

LINE-UP



RANGE PLAN





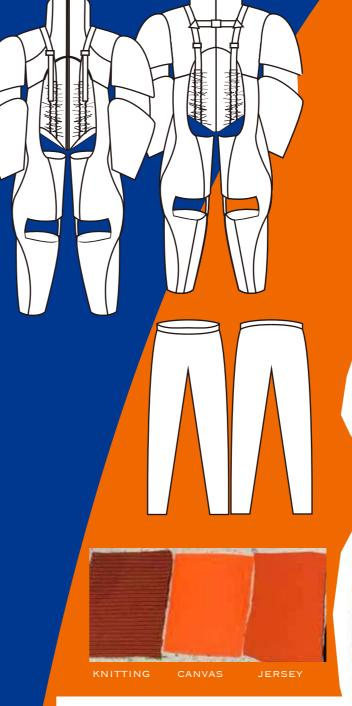






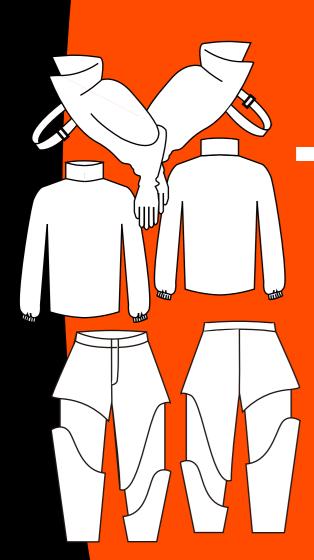
RANGE PLAN







RANGE PLAN







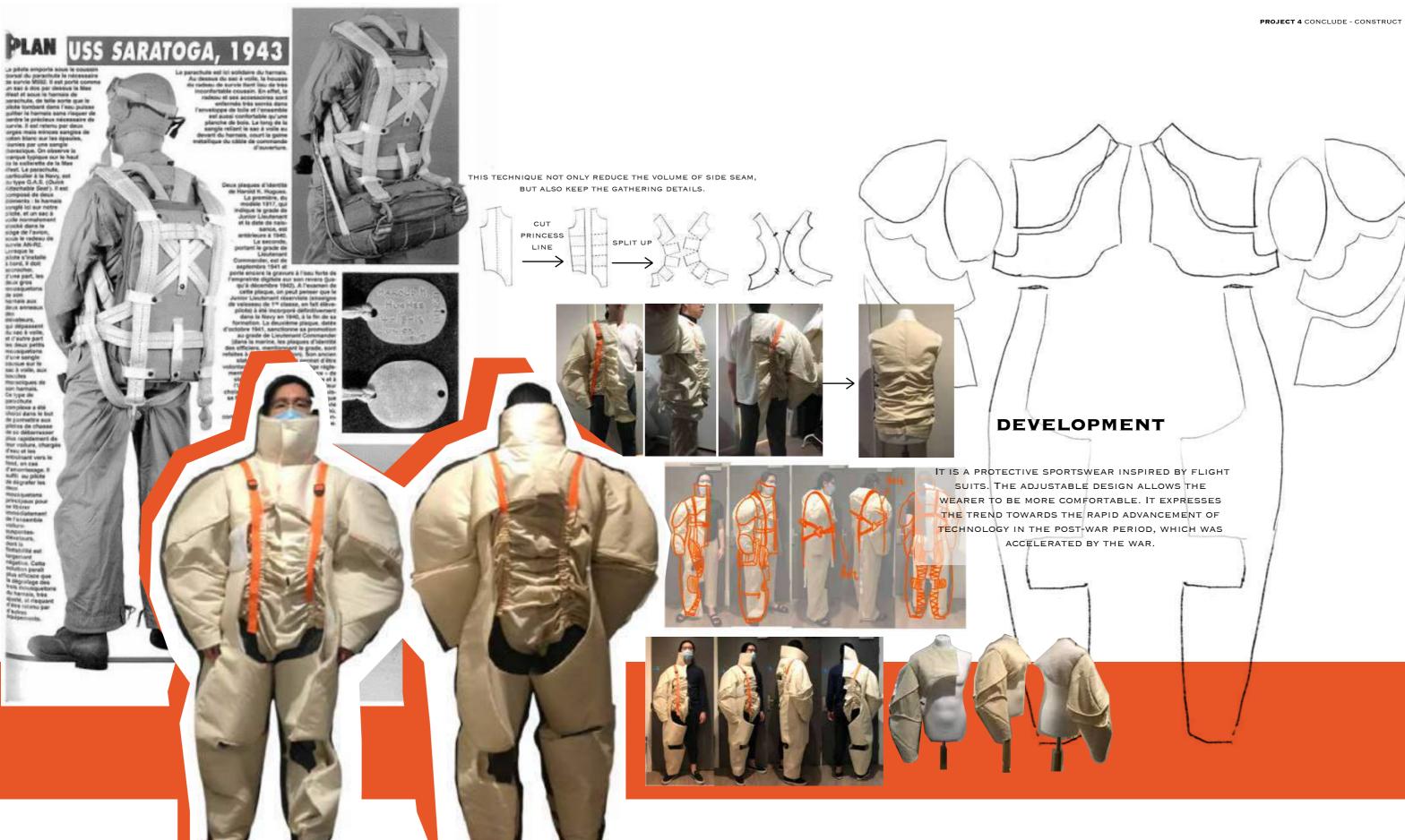


PROJECT 4

CONCLUDE

—1

CONSTRUCT







PROJECT 5

MANUFACTURE

MANUFACTURE - LOOK 1

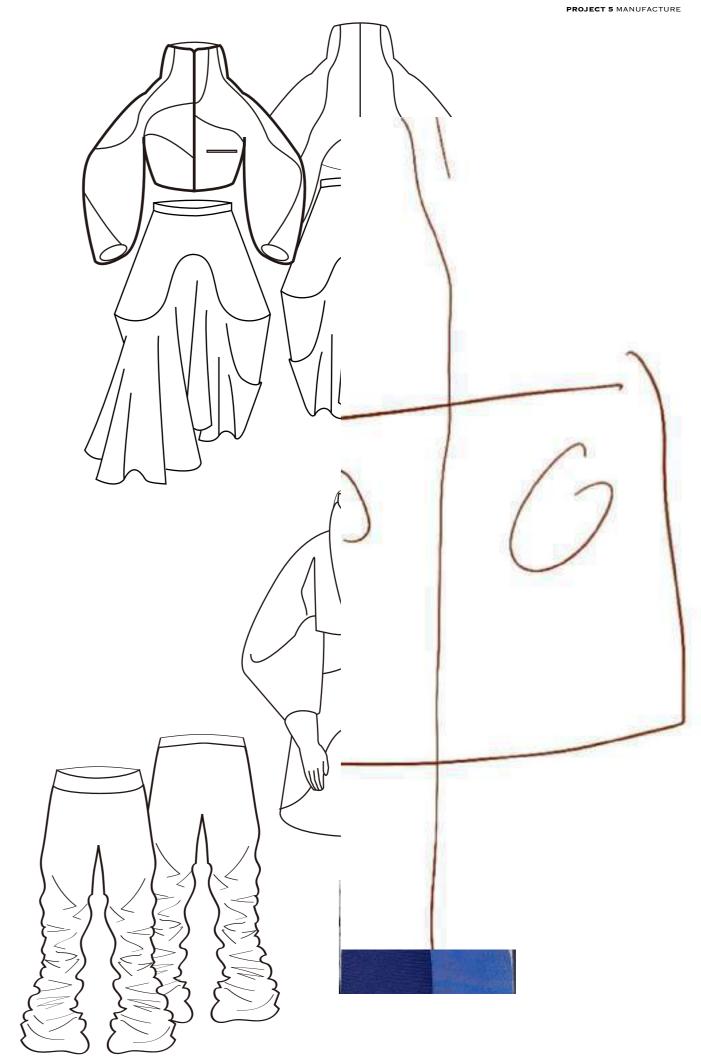




LINE-UP

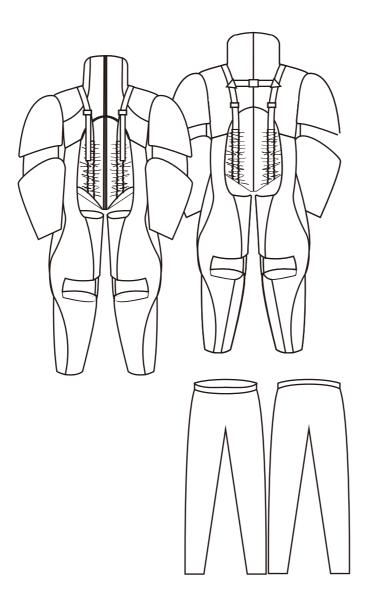




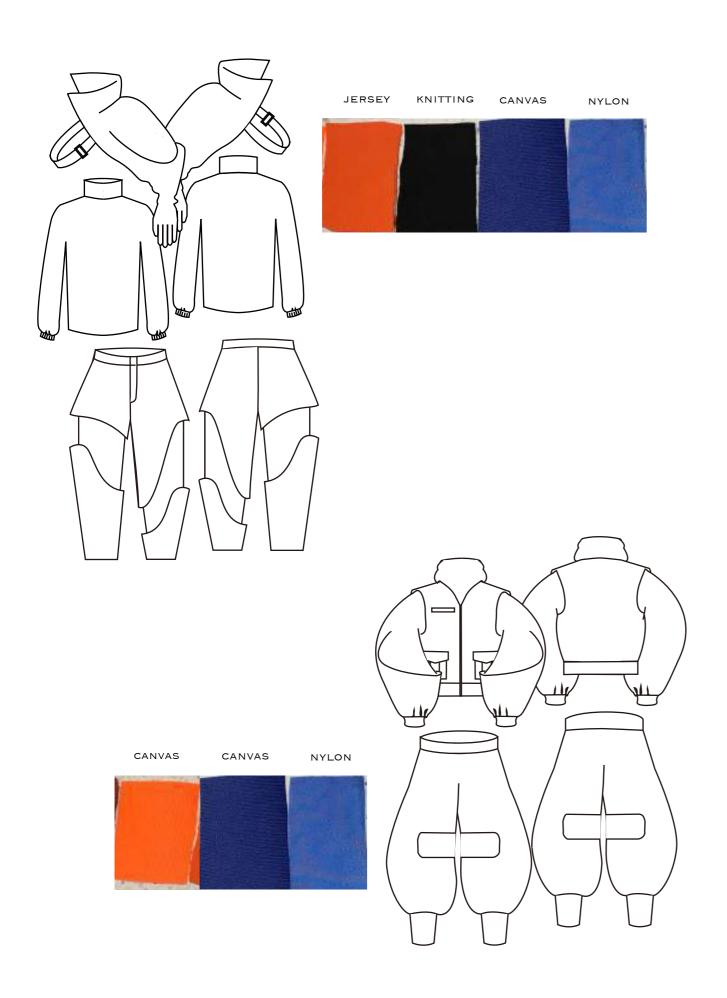






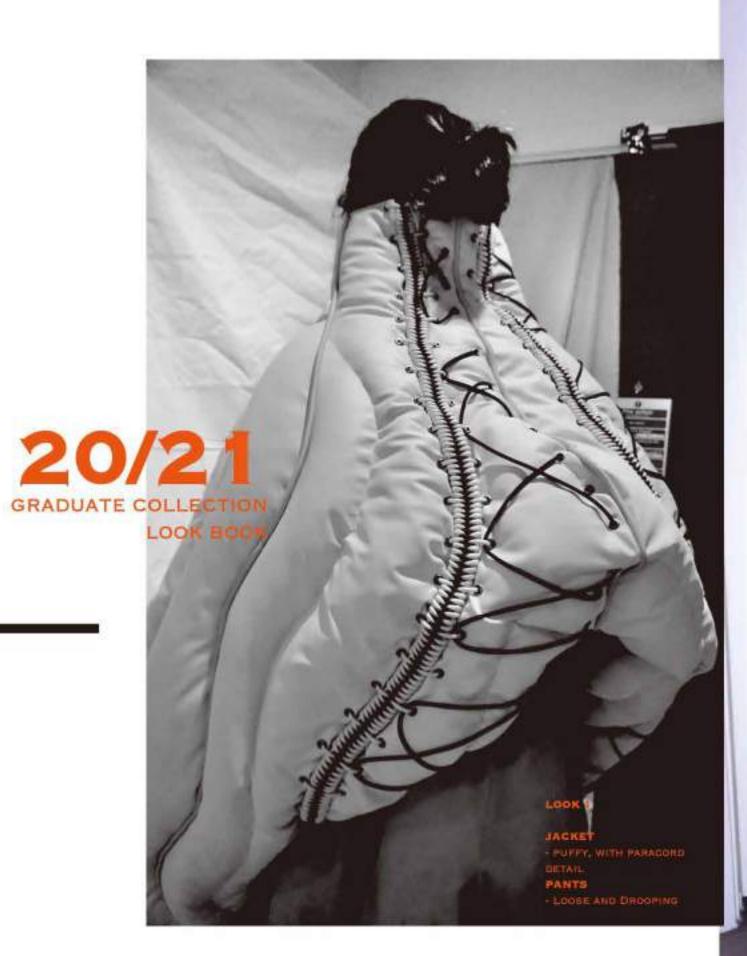




















LOOK

COAT - NYLON, WITH GLOVES AND

PANTS





LOOK 4

SKIRT

-ASSORTED COLORS, HOPING DETAIL, PARACORD BELT



LOOK 3

ONE-PIECE SUIT

- PADDED SLEEVES, GATHERING UNDERSHIRT, ADJUSTABLE STRAPS

