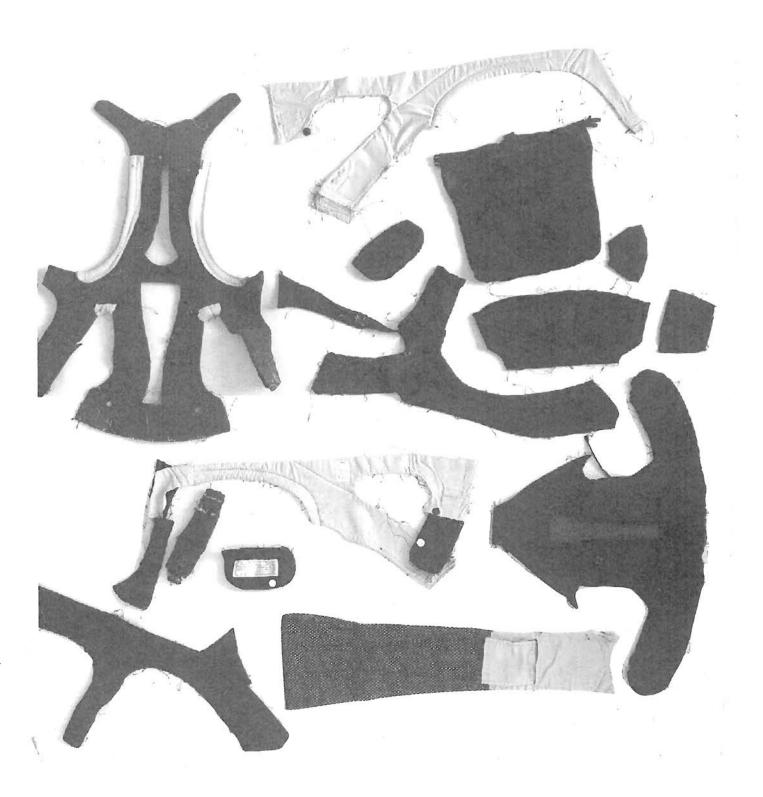
JOE CHENG 07742213354 joecheng9033@gmail.com @joechengstudio http://www.joechengstudio.com LONDON FASHION BA (HONS) KINGSTON UNIVERSITY

The collection started with a reflection on the pandemic, drawing similarities from the Chernobyl nuclear power plant disaster in 1986, it highlights parallels in their emergency response and political inference. Inspired by the mutated bodies of that radiation disaster, I started deconstructing a baby carrier which resulted in a series of experiments using its inner foam padding. Taking references from artists such as Lygia Clark, famous for her Obra Mole, the collection focuses on creating a soft sculptural look with printed jersey drapes layered with engineered padding in outerwear to create a tailored look.



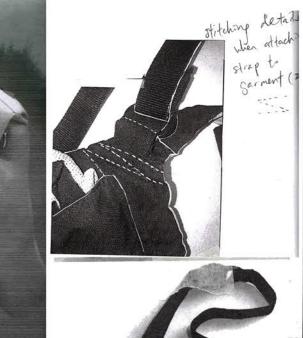


Accessory Research Baby cervier experiments

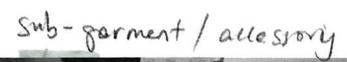
industrial rubber

deconstructed

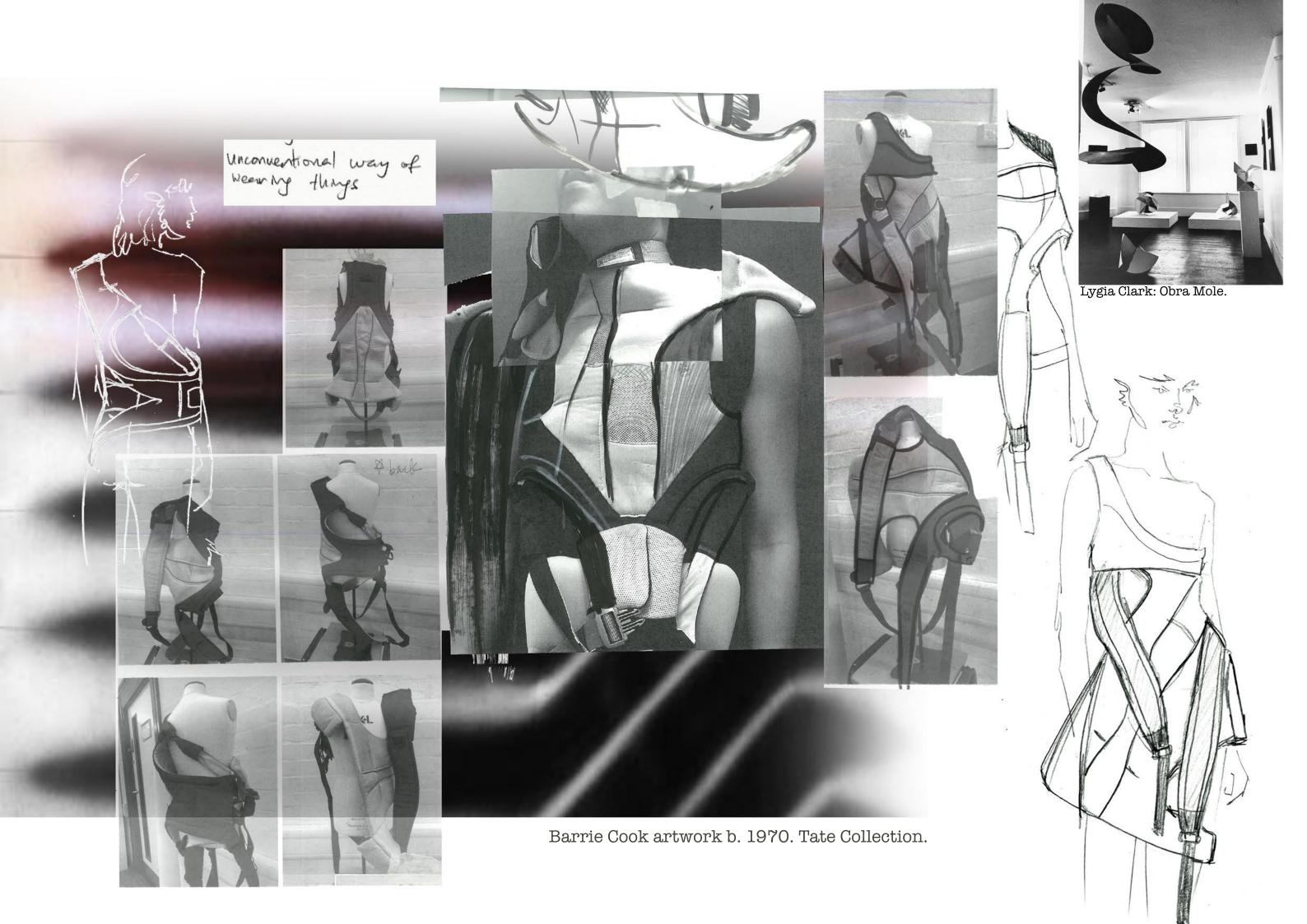


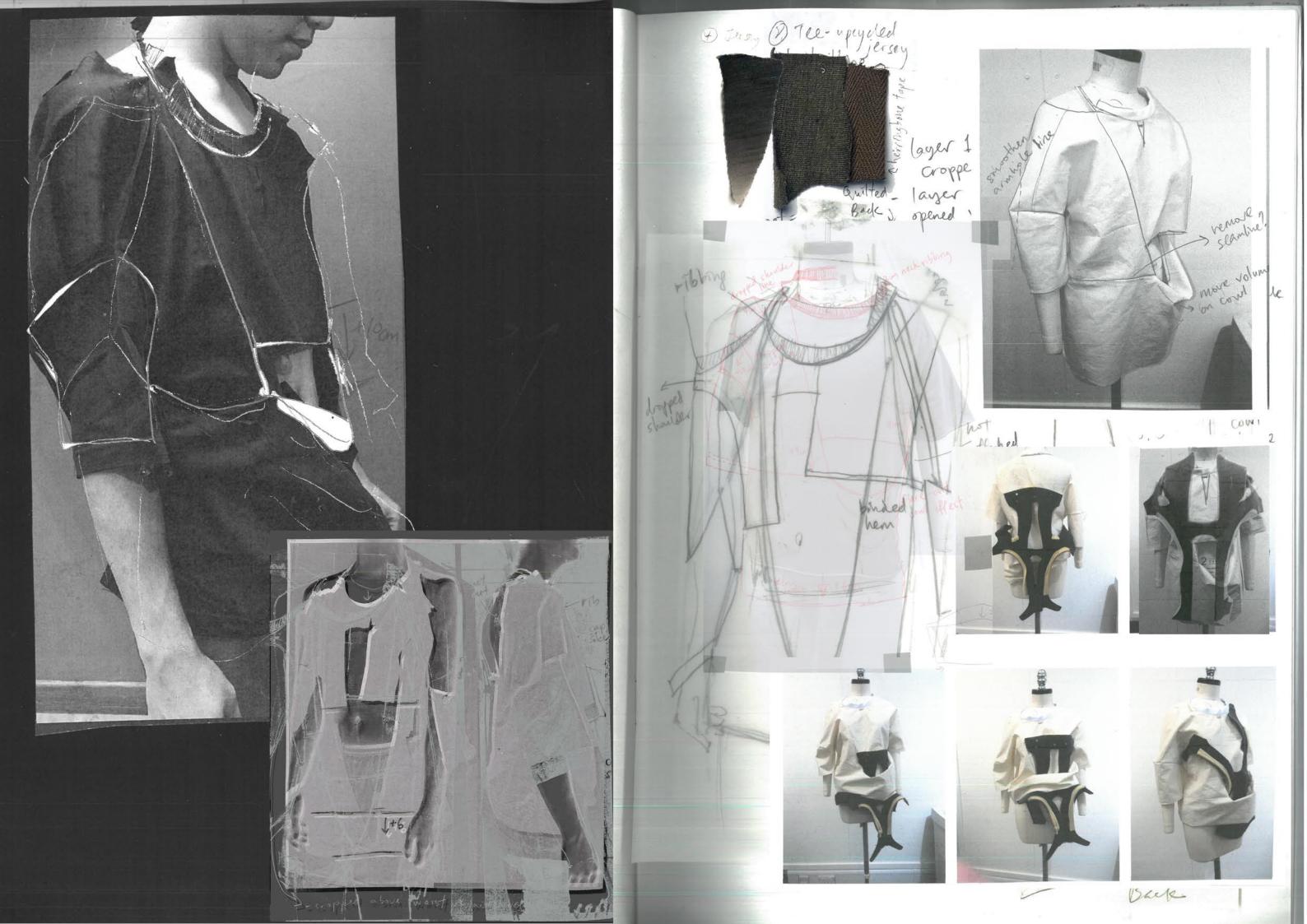


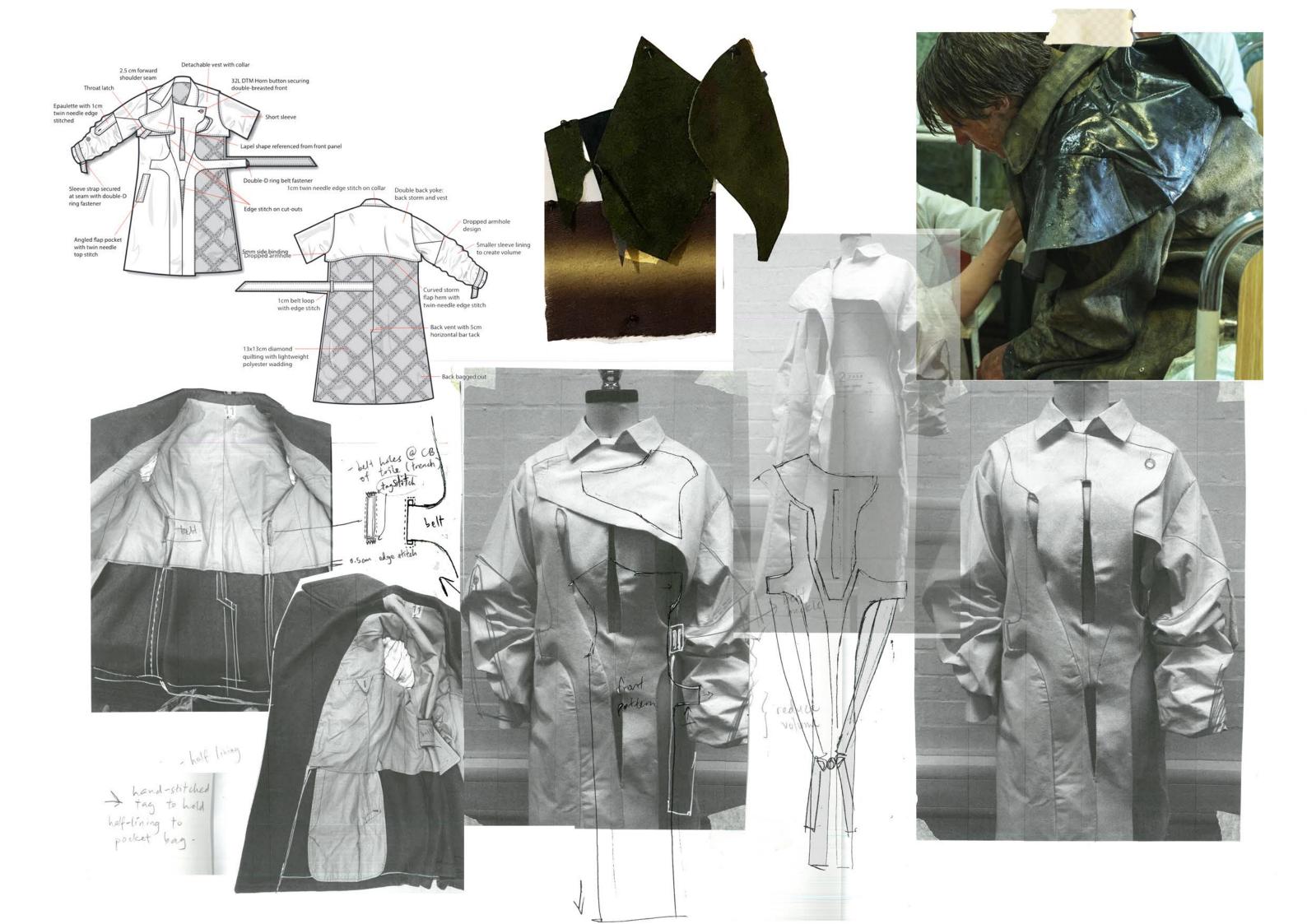


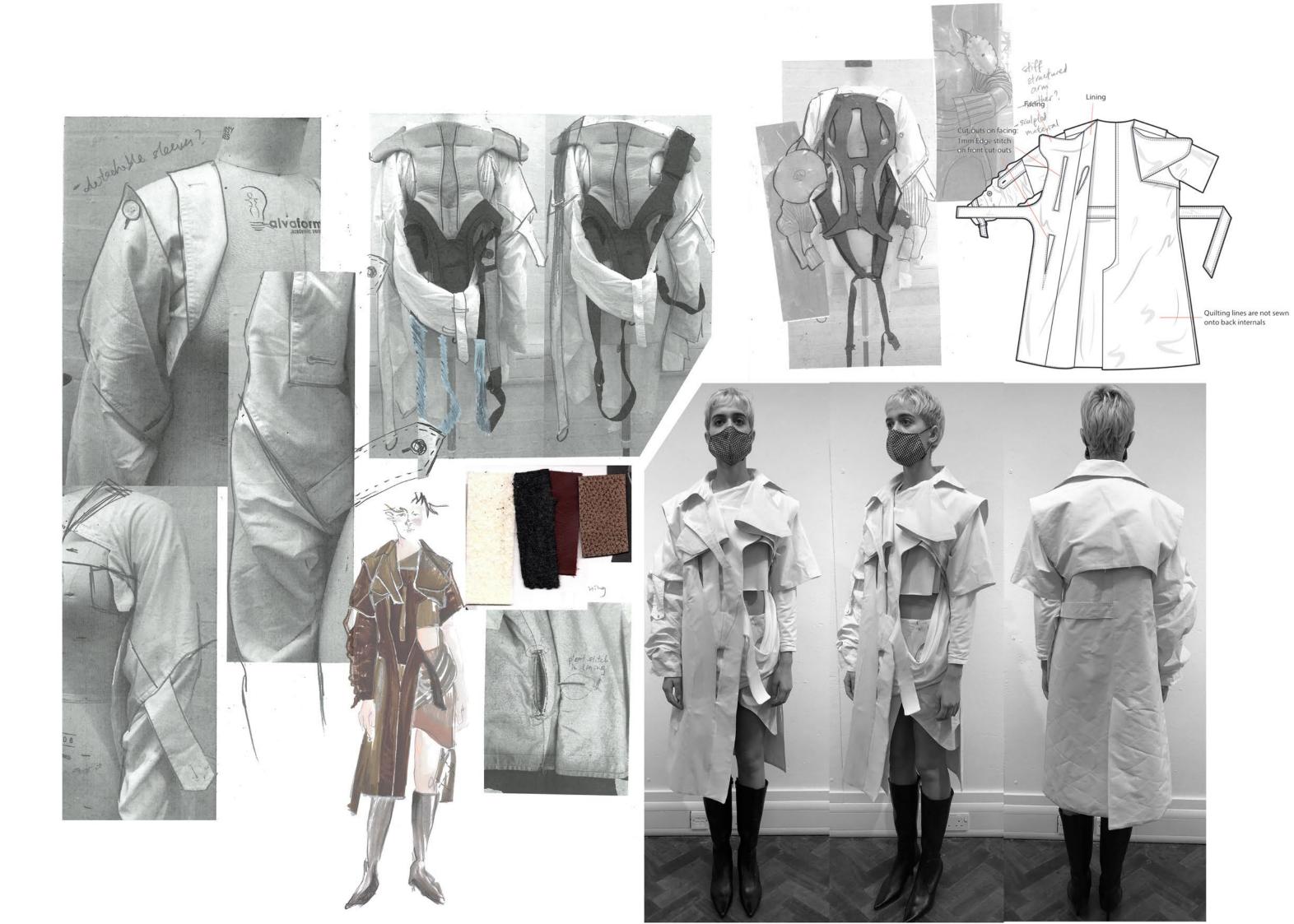


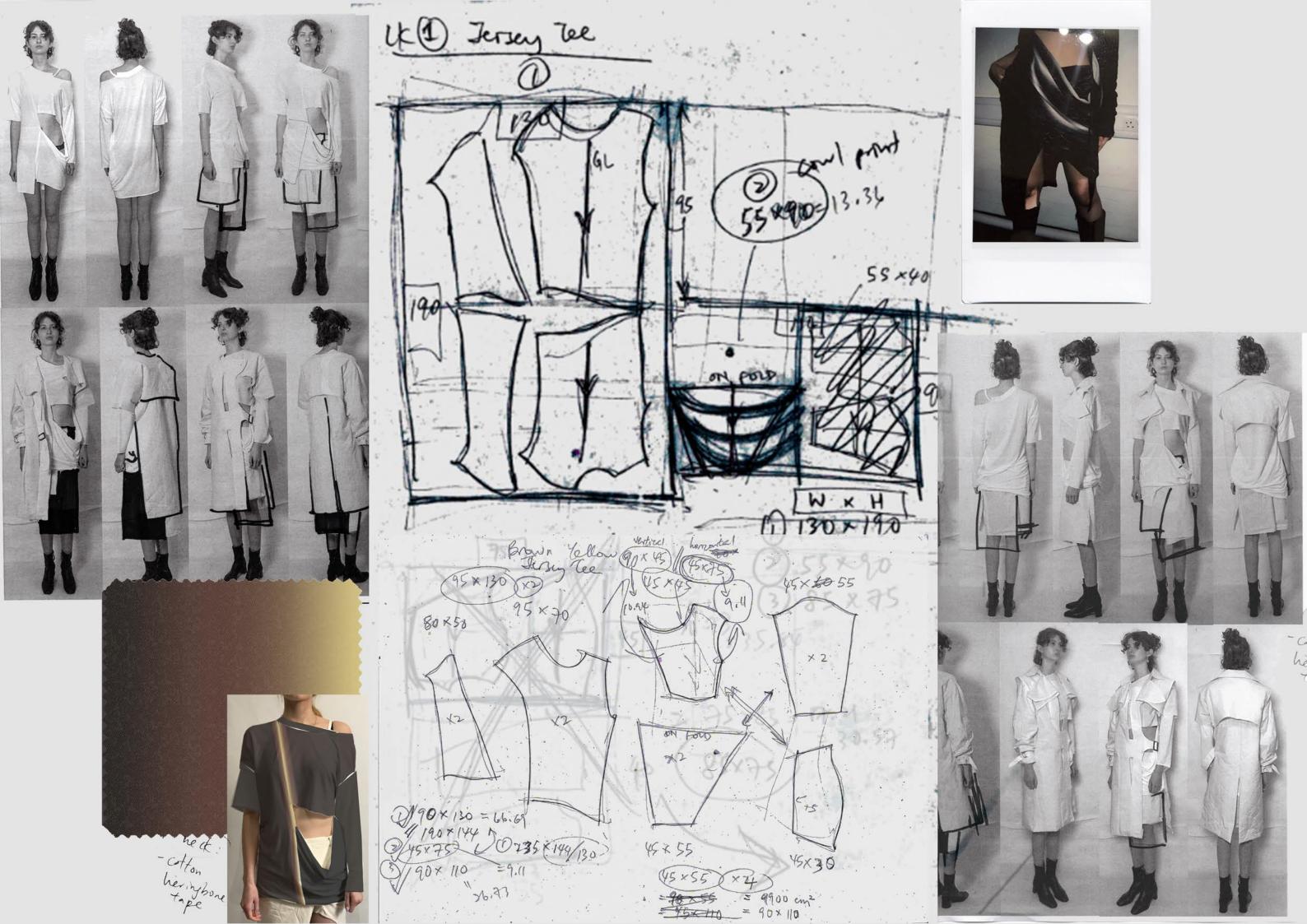










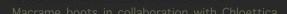


LOOK 1

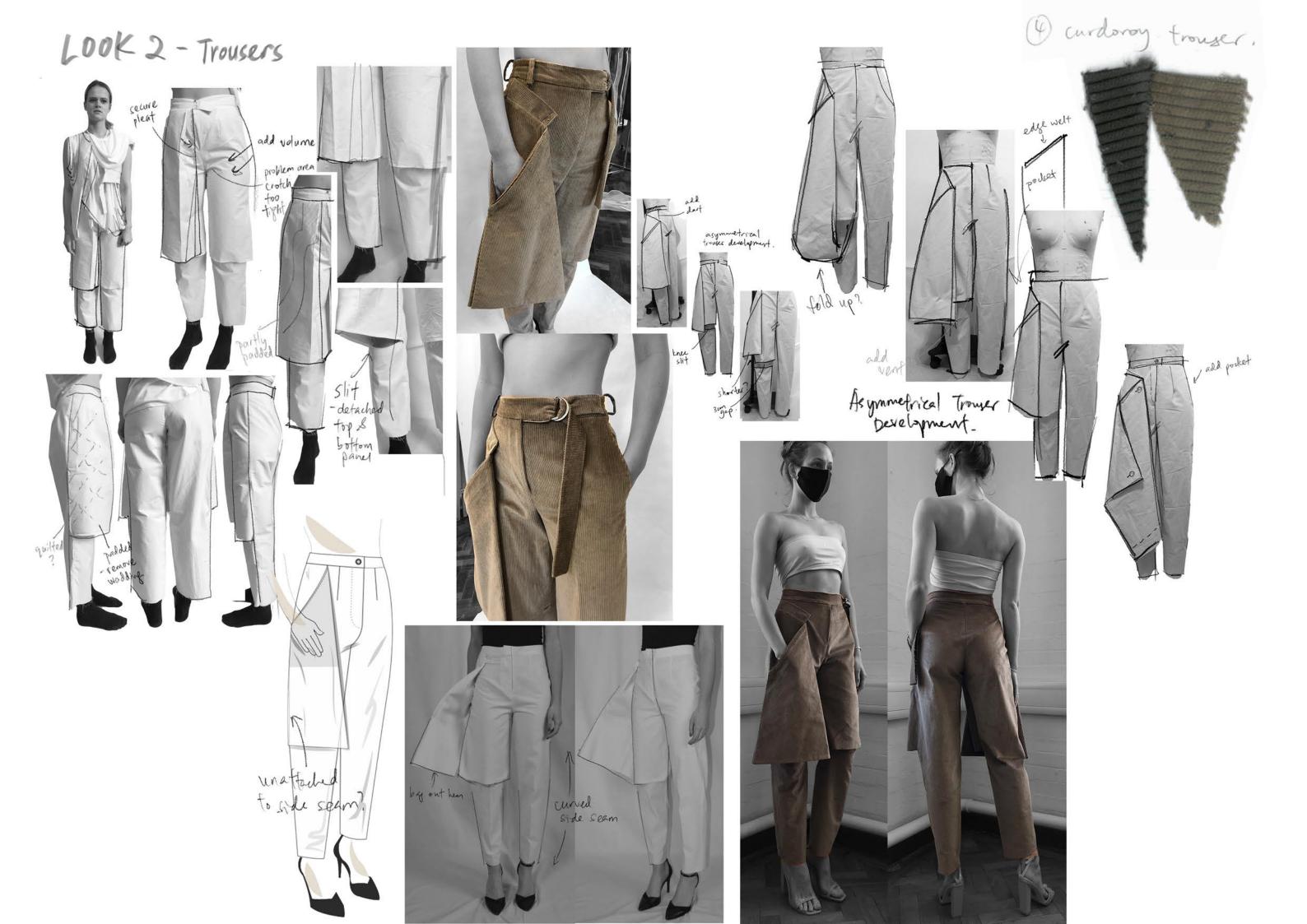




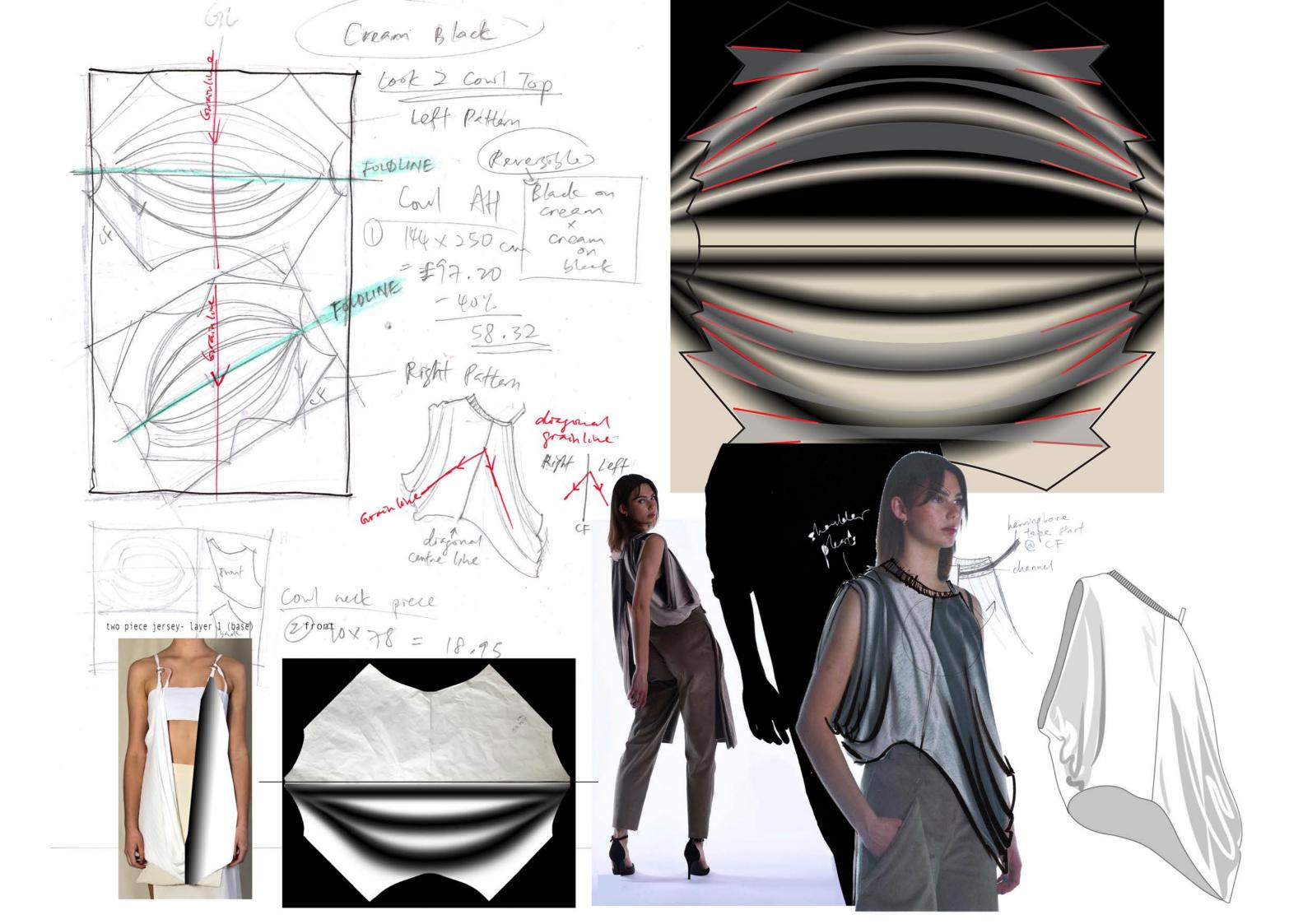
















V. of deconstancte Statement piece 3 collar piece under tee

