



SHIFAH WAJID

DIGITAL PORTFOLIO

MIDDLESEX UNIVERSITY

INSTAGRAM: SHIFAH.STUDIO

EMAIL: SHIFAHWAJID@OUTLOOK.COM



Layers

Panels

Patchwork

Knits

Streetwear

Loose

Over-sized

Drawstring

Puffer
Winter cord

Embroidery

COLD THEORIES

Collection Name

Extra Stuffing

SHIFAH STUDIO

Designer

Menswear

Collection Goals

Disregarding a set of guided principles as "Cold Theories"
Guiding an individuals fashion journey as versatile and interchangeable through streetwear

Brand Values



My third-year Final Graduate Collection mainly consisted of my interest in the fashion industry. With Menswear and Streetwear set as the foundation, and a vast spectrum of secondary research images helped shape my thoughts and finalise finer details and ideas, to which constructed Cold Theories. A winter streetwear collection that focuses on versatility and interchangeability. Therefore I created pieces that would work no matter how or in whichever order they are worn. Reversible, layered, gathered, and cinched, all can be done within this collection while being consistent with the fabrics and elements of my research. Making my print and logo helped me to give this collection an identity due to the songs on the music receipt being about love, struggle, discrimination, racism and empowerment, showcasing what I would want my brand's values to focus on in the future.



Heavy duty
Clasp:
Puffer +
harness

trouser
[20cm]
zip

Brown

Experimenting with
different
colour-ways

FABRIC BOARD



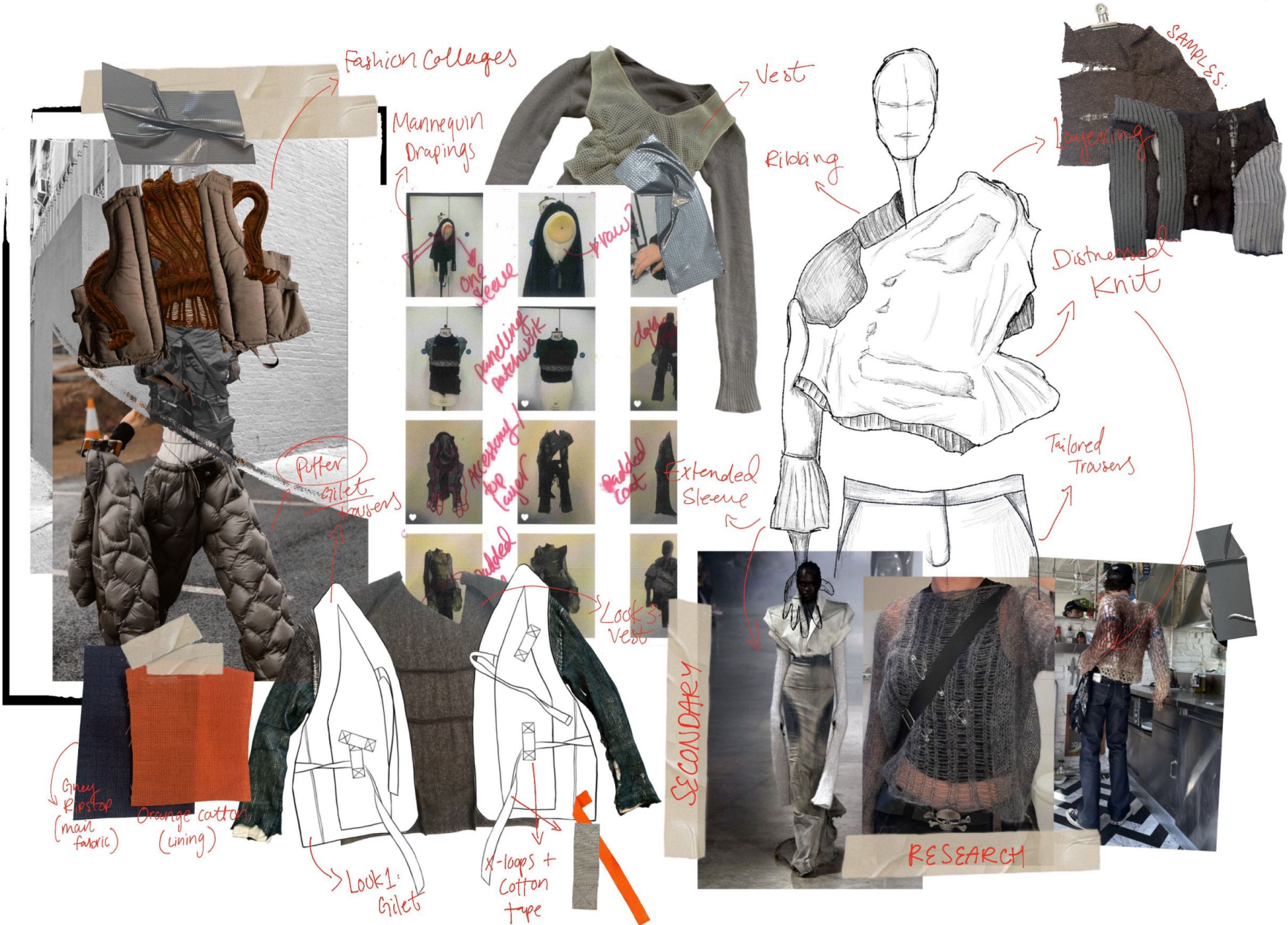
- Grey - Ripstop
- Waxing
- Grey - cotton twill
- Beige - cotton twill
- Blue - leather
- Orange - cotton
- Orange - fleece
- Dark Grey - Ribbing
- Brown - knit
- Light Grey - Ribbing
- Dark Blue - Knit
- Grey - Ribbing
- Orange - Polyester nylon

Pop of
Colour



Red +
Orange
mohair
i-cord





Fashion Collages

Mannequin Drapings

Vest

Ribbing

Distressed Knit

Tailored Trousers

Extended Sleeve

Puffer gilet trousers

Look 2: Vest

SECONDARY

RESEARCH

Grey Ripstop (main fabric)

Orange cotton (lining)

Look 1: Gilet

X-loops + Cotton type

SAMPLES:

Layering

One Sleeve

row 2

Paneling patchwork

Accessories / Top Layer

ribbed

ribbed coat

Fashion collage

Cotton twill drawstring

LOOK 1



Technical drawings



Sweater

Gilet

Skirt

Sprayed painted

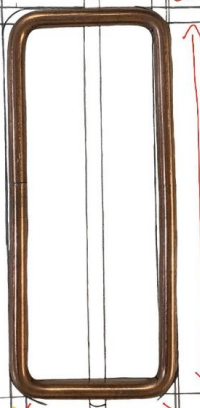


Self-made Adjusting Buckle



HARNES

X-loops



80cm

30cm top-stitch detailing

Cargo Pocket (SKIRT)

Side Pocket



Puffer

panelling

IMAGE

RESEARCH

Gilet + Sweater Streetwear Combo



160° Heat Press on Gray Ripstop



cotton twill

Ribbing

cotton twill

Ripstop

lining

wadding

PHOTO SHOOT



Brand name / print - sublimation printing

lewi

Inspo for Puffer wrap

LOOK 2

Samples: mohair cord

Top-stitch detailing design

TROUSER DETAILING

Inspiration Image

D-ring To hold Access

Quilting

Leg warmer

Panelled Ribbing

PHOTOSHOOT



Heavy-duty metal closure clasp

Puffer Ripstop folded flap

Panelled leather

Fleece
Cotton Fleece
Leather
Knit



LOOK 3

Fashion Inspo

Exposed zip + cover toile
WARDROBE ESSENTIALS

Streetwear can be defined through the following key wardrobe basics, which have all crossed the style categories identified in this book, and have also become high-end fashion items. Everything featured here is unisex/genderless. These garments are the perfect starting point for anyone wanting to create their own brand today, as they have a long history of time

Felled / turned in cuff

Decorative topstitch pattern sample

Flat-felled Seam sample

Jettied pockets sample

Fabrics



