

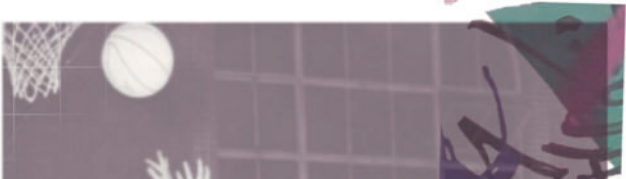
SPORTING A NEW *Femininity*

FINAL MAJOR PROJECT PORTFOLIO

MADISON BRABROOK



War-time Football in Surrey Playing-Fields



Growing up playing sports that were perceived to be male dominated, this collection explores the progressive breakthrough of women in the sporting world. Considering the socially constructed barrier on what is aesthetically considered to be feminine.

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'WOMEN'S LIBERATION IS THE LIBERATION OF THE FEMININE IN THE MAN AND THE MASCULINE IN THE WOMAN.'
(Kent, C, 2017)



'THE VERY FACT THAT WOMEN ARE PLAYING THE SPORT IS CHISELLING AWAY AT THIS VERY NOTION OF FOOTBALL AS A MASCULINE SPACE, AND THE MALE PRESERVE.'
(Pope, S, for Daed, 2019)

'THE GAME OF FOOTBALL IS QUITE UNSUITABLE FOR FEMALES AND SHOULD NOT BE ENCOURAGED'
(FA's Constitutional Committee, 1921)

'TO LOOK FEMININE WOMEN MUST AVOID ANY MATERIALS OR STYLES THAT MEN WEAR UNLESS THEY CAN BE FEMINIZED THROUGH COLOUR, TRIM OR ACCESSORIES'

(Paoletti, J.B. 2015)



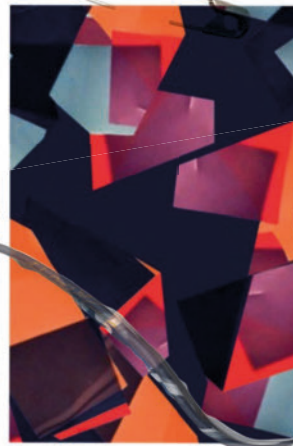
As a designer I listen to those women who don't typically want to dress in extremely feminised fabrics and garments, but by combining silhouettes, deadstock fabrics and functionality to embrace this new sense of modern femininity.

DECONSTRUCTING FEMININE COLOURS



Various deadstock fabrics used across the collection including: Craig Green Dark Green Cotton Twill, Craig Green Navy Technical Fabric, Craig Green Plum Technical Fabric, Victoria Beckham Crepe, Ted Baker White Sports mesh which has then been printed on with Dye Sublimation

Experimenting with both the scale and placement of prints, I've selected these four prints that will feature across the collection as outer fabrics, linings, piping and binding finishes.



PRINT DEVELOPMENT

Taking inspiration from a recent trip to Berlin, from the art seen across the Berlin wall, to those seen on any flat surface across the public streets. Drawing and layering these textures alongside my own line drawings to create this print story of vibrant, expressive prints which takes further influence from the colours and graphics commonly seen across sportswear designs.

To consider my design responsibility, I researched into the six different print methods available to me to consider which would be the most suitable for my design and also maintain the highest quality. Dye Sublimation, although it involved a longer process for production, was the only print method used for this collection due to the inks being water-based and eco-friendly, and the print quality preservation to ensure longevity and sustainability of my printed pieces.



Taking inspiration from sportswear, in particular track jackets.



Deadstock Craig Green
Navy Technical Fabric
Deadstock Ted Baker Sports
Mesh - Dye Sublimated



Madison_Brabrook_0018.jpg
3,333x5,000

Madison_Brabrook_0015.jpg
3,333x5,000

Madison_Brabrook_0020.jpg
3,333x5,000

Madison_Brabrook_0028.jpg
3,333x5,000

Experimenting with my print as a piping trim



Experimenting with different seam placements for creative pattern cutting



Developing my toiles with the initial starting silhouette being a menswear jacket

OUTFIT 1 - TRACK JACKET

Pleating sample using the Ultra Sonic Welder in response to my concept imagery, exploring ways to develop this process into outerwear

Combining menswear style with technical fabrics
contrast piping along seams of interest

'CONVENTIONALLY, MALE GARMENTS ARE DESIGNED FOR FUNCTIONALITY, WHILE FEMALE CLOTHING IS CREATED WITH THE INTENTION OF DECORATING OR ADORNING THE BODY.'

-Stenton, 2011, pg 84

Toile development, adding volume to the sleeves and body, pattern cutting the panels and then removing the shoulder seams



Deadstock Craig Green Dark Green Cotton Twill Fabric
Deadstock Craig Green Dark Plum Technical Fabric
Recycled Polyester, with Dye Sublimation Print

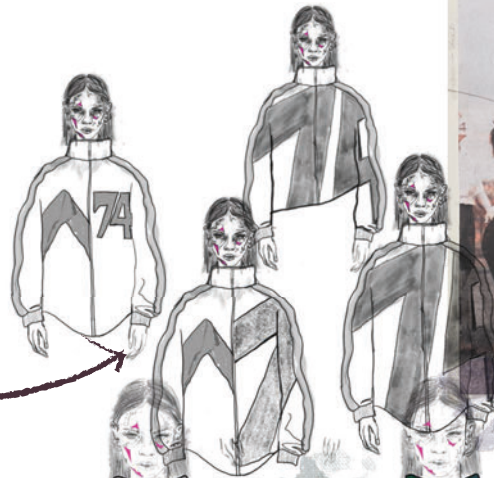
OUTFIT 2 - CROPPED JACKET

A cropped lightweight jacket with a 3 piece oversized hood. With a contrast colour panell that runs from the body across to the right sleeve, and removed shoulder seams to further exaggerate a relaxed fit.



Colour blocking experiments

Silhouette variations inspired by research imagery and collages



Considering all over print variations, however wanting to utilise the deadstock fabric available to me instead



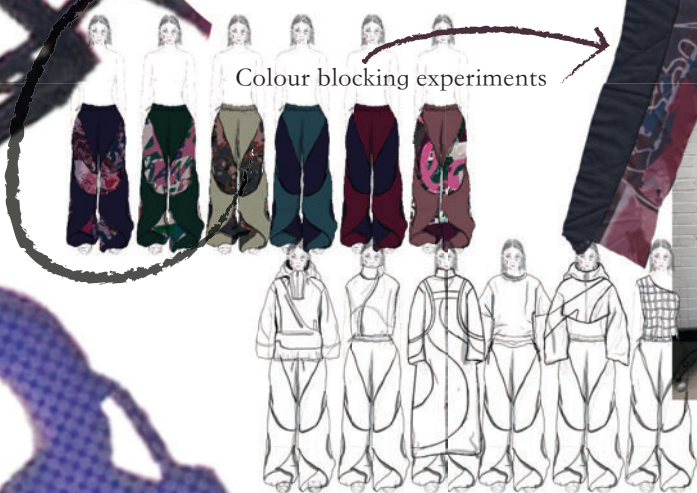
Inspired by the base layers worn within sports, and considering further interest through seam lines, using the 6 thread flat seam machine I've constructed this fitted long sleeve printed top that could be styled across the collection.



From sampling with jersey cut out numbers, I developed this further into creating these layered panelled trousers. Inspired by the shaping of numbers across sports clothes, and then explored through collaging. Using Dye Sublimation on a recycled polyester, and then with a matching printed binding to highlight the shaping of these and the Deadstock Craig Green fabric.



OUTFIT 1 - LONG SLEEVE BASE LAYER



OUTFIT 1 - LAYERED CUT OUT TROUSERS



Initially starting with the mens casual block, dropping the armhole, adding volume multiple times across the sleeves and body.



Deadstock Victoria Beckham Crepe Fabric
 Recycled Polyester with Dye Sublimation
 for pocket bag lining
 Dye Sublimation binding for finishes
 seams if unable to be french seamed

'WOMEN ARE FINALLY ACHIEVING THE RIGHT TO MANIPULATE THEIR BODIES , HOWEVER THEY CHOOSE.'
 (Moore 1997, pg.75)

OUTFIT 2 - TIERED DETACHABLE DRESS

A long length dress taking inspiration from a sports t-shirt, with a dropped shoulder and oversized short sleeves. To allow the wearer multiple looks, between the mid and bottom tier, with a concealed donated popper tape to reveal a shorter length smock dress.



Digital collages using my primary research and samples. Considering oversized silhouettes and contrasting colour details.

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A long length dress taking inspiration from a sports t-shirt, with a dropped shoulder and oversized short sleeves. To allow the wearer multiple looks, between the mid and bottom tier, with a concealed donated popper tape to reveal a shorter length smock dress.

Deadstock craig green fabric has been used across the cropped oversized jacket, deadstock Victoria Beckham fabric for the dress and technical fabric with dye sublimation for the trousers.



OUTFIT 1



With the statement coat inspired by a classic sports track jacket, that features a pleated back panel under the double layered asymmetric storm flap. Featuring a contrast printed lining, which was originally a white deadstock Ted Baker sports mesh fabric that has been dye sublimated on. Within the curved seams that are finished using printed piping, there is two hidden in seam pockets as well as a further inside pocket across the lining and facing seam. Lastly, a dye-sublimated printed cuff has been hidden by a concealed using the Craig Green Deadstock technical fabric.

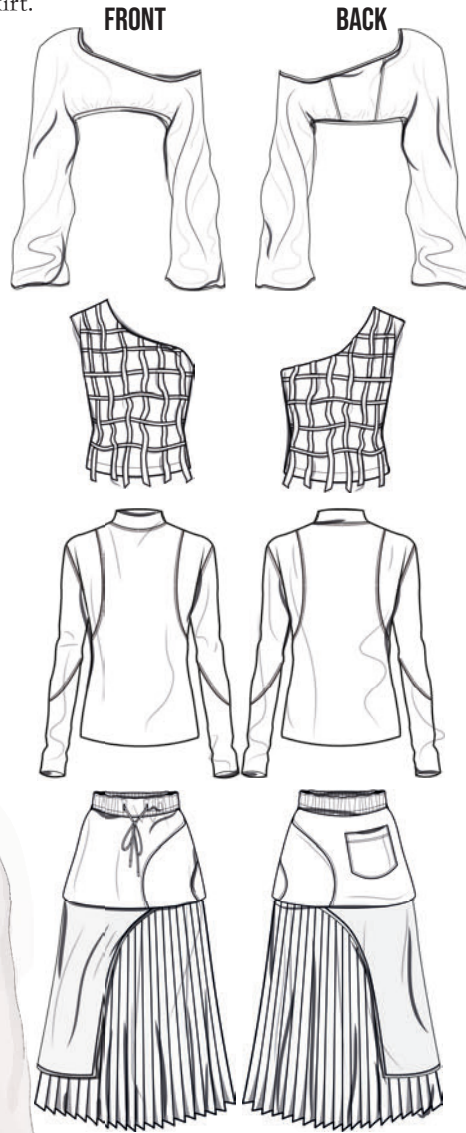
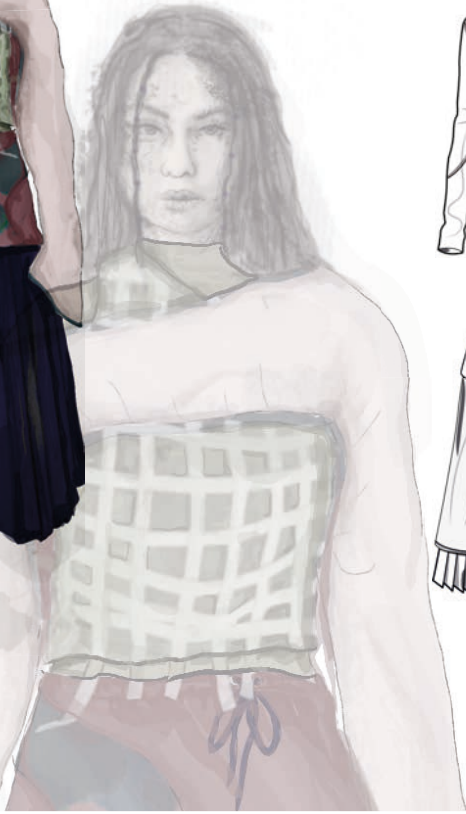
OUTFIT 2



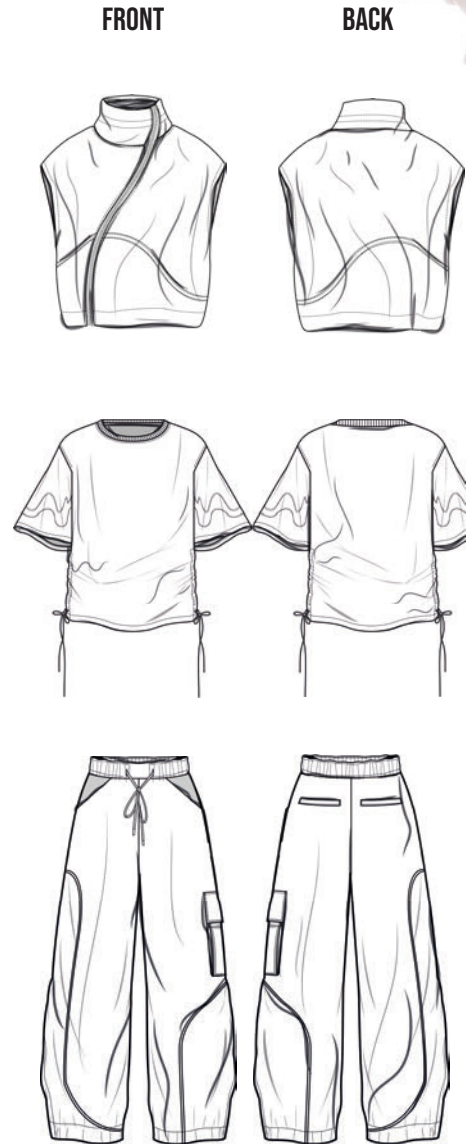
A three piece layered top, using Tencel jersey fabrics, with the one shoulder featuring a woven jersey binding feature to add texture. A layered sports skirt consisting of deadstock Craig Green Navy Technical and Craig Green Green Cotton Twill, and then finished with a detachable Victoria Beckham deadstock mini skirt.



OUTFIT 3



Using a metallic deadstock blue fabric with a sports mesh texture for the trousers with functional pockets and a contrast printed piping across the curved seams. An all over printed gilet, inspired by the Westminster Menswear Archive research, using a recycled polyester that features one of my dye sublimated prints. A contrast printed lining as seen within my maxi track jacket, using Ted Baker deadstock sports mesh.



OUTFIT 4



An oversized hoodie silhouette pullover jacket with a technical hood and zip front collar. A detachable bag with multiple zip pockets, using deadstock YKK zips and deadstock Craig Green Navy Technical Fabric. The outer shell is also constructed from a deadstock Technical Craig Green, which is then finished with a contrast binding. The trousers consist of the same fabric as the detachable bag, and then with a contrasting technical fabric for the overlaying skirt that's detachable from the waistband with YKK poppers.

Inspired by the dresses we historically saw women competing in sports wearing, yet in a sage green Tencel with gathered details and a contrast coloured slip dress. Paired with a double open ended zip jacket that's cropped in length. The outer being made from a recycled polyester, then with the dye sublimation print on the body and ribbed cuff. Lined using the deadstock Ted Baker sports mesh.

FRONT

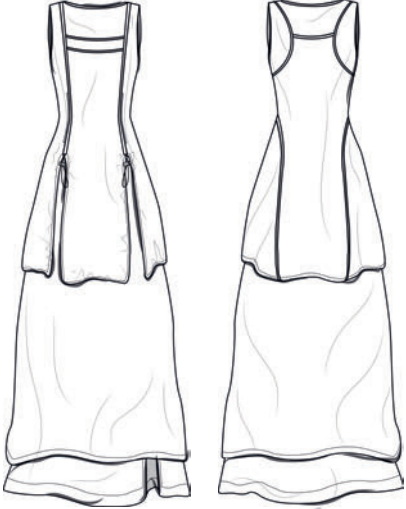
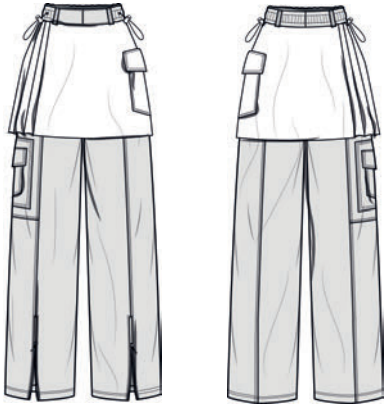
BACK

FRONT

BACK



OUTFIT 5



OUTFIT 6





