

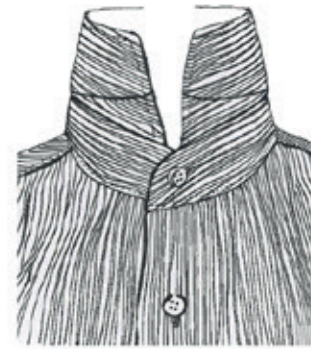


NIAMH DOBSON

Judging by appearance: we all do it.

Everyone who consumes clothing projects an image of themselves out into the world and as humans, we respond. If you wear a suit you're educated; if you wear a tracksuit you're poor and unintelligent. The overarching phenomenon of participating in fashion enhanced by our hyper capitalist society creates the chasm in which we define and judge others with Brits seeming to take this to further extremes than most.



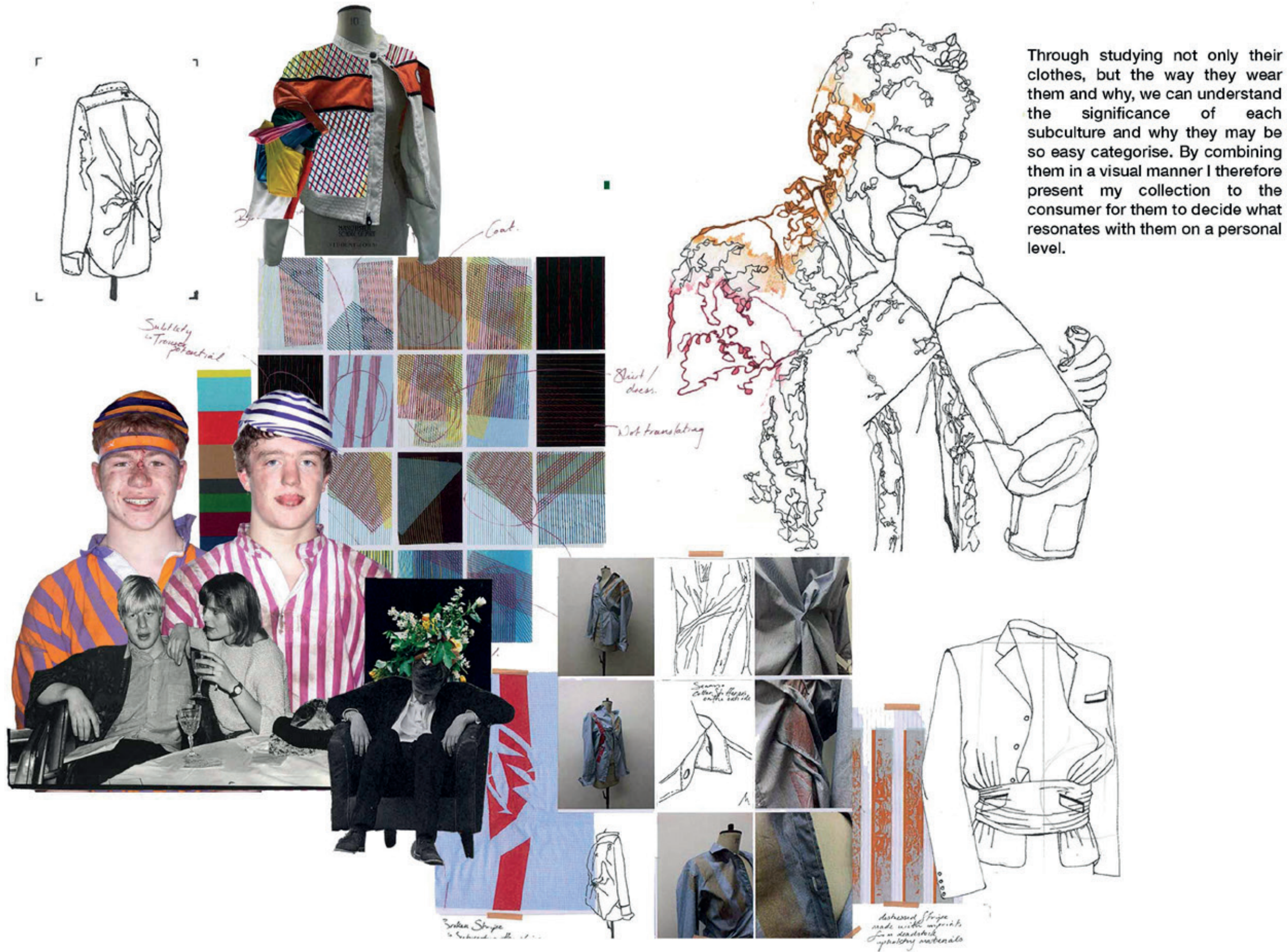


chape



The way we as Brits label, dissect and categorise is fascinating. We are so quick to brand someone posh, povo or otherwise that we contribute to a plethora of stereotypes, fortifying them to the nth degree.

Through my collection Eton Mess, I explore some of Britain's key stereotypes and factions bringing humour to our cultural practice of stereotyping. From the Brits Abroad narrative to our favourite Posh Twat, these stereotypes are steeped in history and British significance.

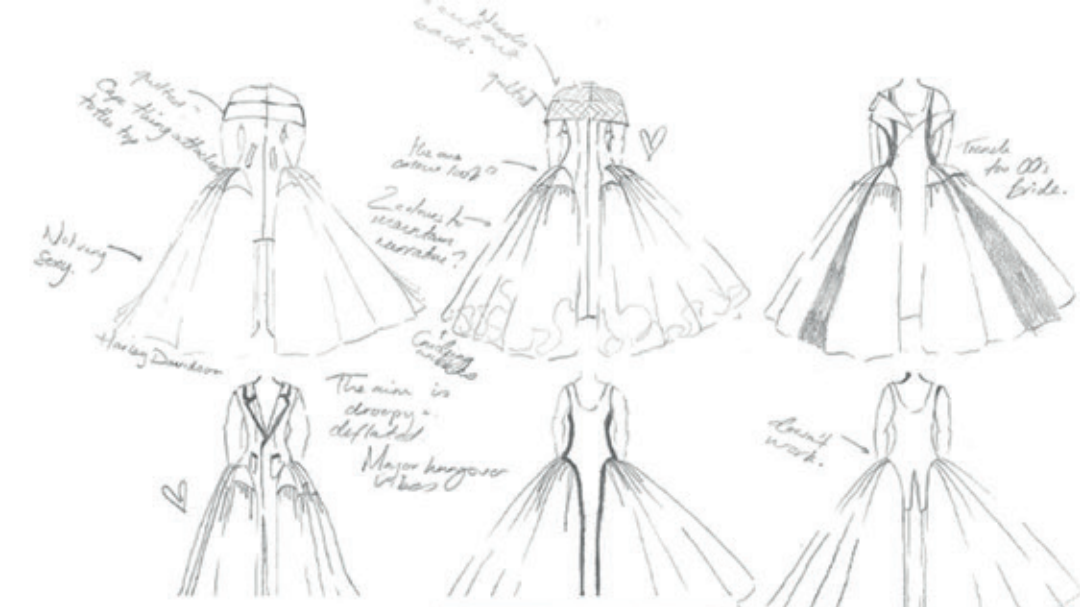




Vinyl sportswear
branding with Trashing
inspired placement

Asymmetrical
sportswear shirt



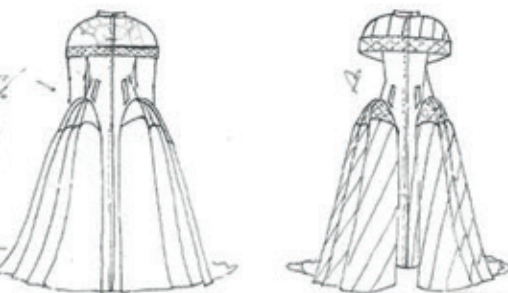
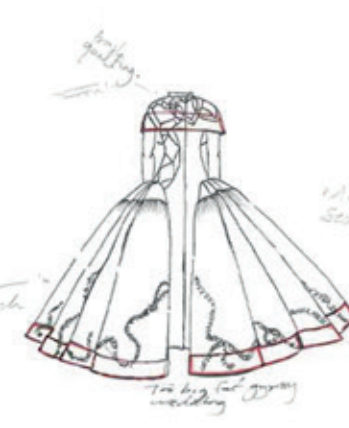


Think waterproof
tacky fabrics.

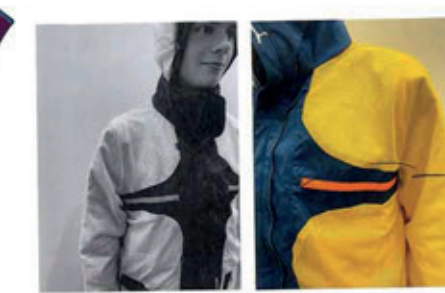
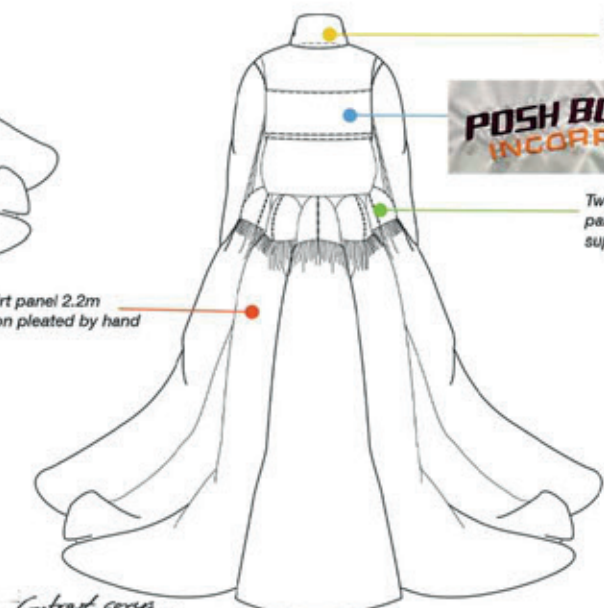
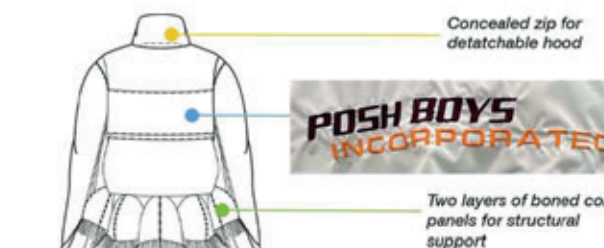
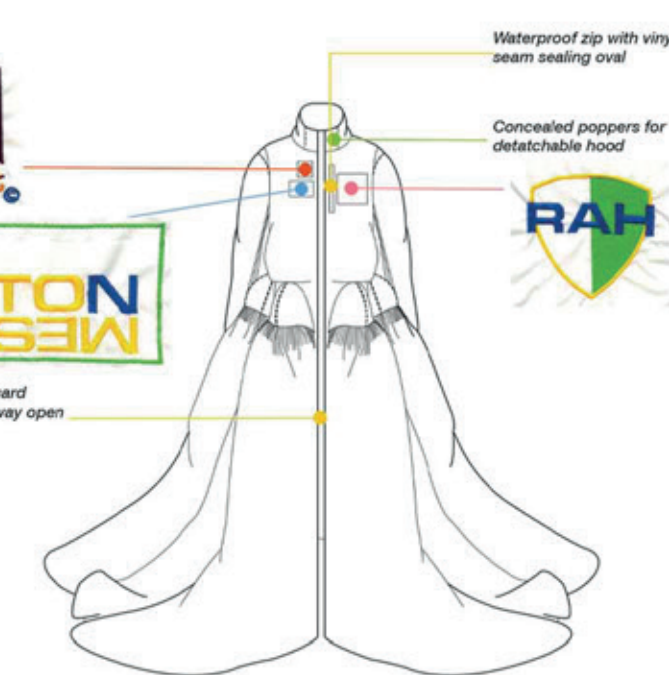


Dress
development.

Wall Gown Skirt



6 cm wide zip guard
encasing a two way open
ended zip



Internal features



Now faggles.
Try inside outside
in dress development.

Seams excess in
the lining

Contrast covers
work really well

Zip for a
removable lining

all the
zip

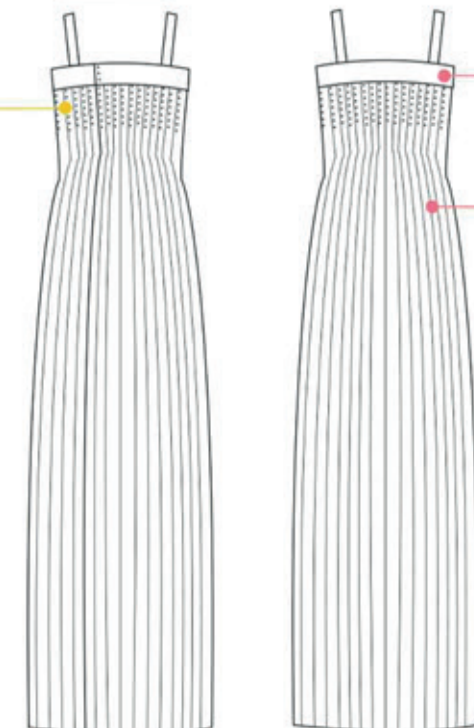


Too big hand.

Metallic base layer decorated with vinyl cut branding



Randomly placed multi-coloured eyelets alternating between six and seven eyelets per pleat



8 cm deep waistband in 0.4mm Latex

0.2mm Latex

Develop this with sportswear.

Washable. This. Make pleats or add trousers

Figure out how to integrate trousers into Kilt.



Collage with Styling Session 3. Latex pleat Samples in translucent blue + opaque red.



Randomly placed hot-flex vinyl motifs taken from F1 and Posh Boy research

Reverse sleeve with a flipped armhole

Cobalt goat nappa with diagonal 3cm wide apple green vinyl stripe

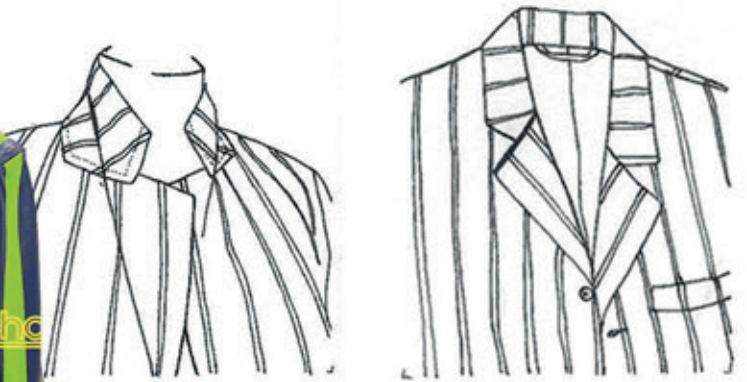
Arrow Waistband taken from retro F1 race suit

Welt pocket

Two jet pockets with flaps

Latex panelled trousers finished with bias binding

Side panels glued together using latex glue



Delft Jans - Trainers of shape Ronald F1 team circa '05 - fit by mechanics paneling.

big F1 pit crew out of hand gestures.
rah



MAD FOR IT

#AB287D
RGB: 171, 40, 125
CMYK: 29, 99, 1, 0

CITY BLUE

#4BA3D8
RGB: 75, 163, 216
CMYK: 73, 17, 0, 0

MILK NO
SUGAR

#A08E78
RGB: 160, 142,
120
CMYK: 32, 37, 50,
18

PARKA KHAKI

#455026
RGB: 69, 80, 38
CMYK: 71, 45, 100,
46

LG'S WORLD

#182744
RGB: 24, 39, 68
CMYK: 100, 86, 42,
45

ELECTRIC MINT

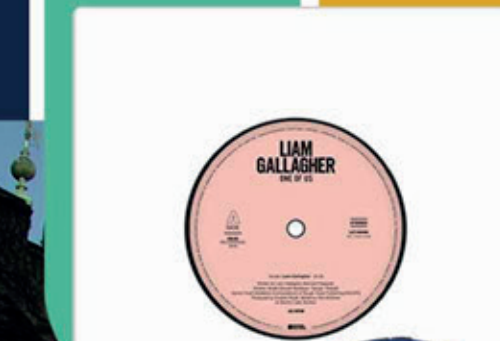
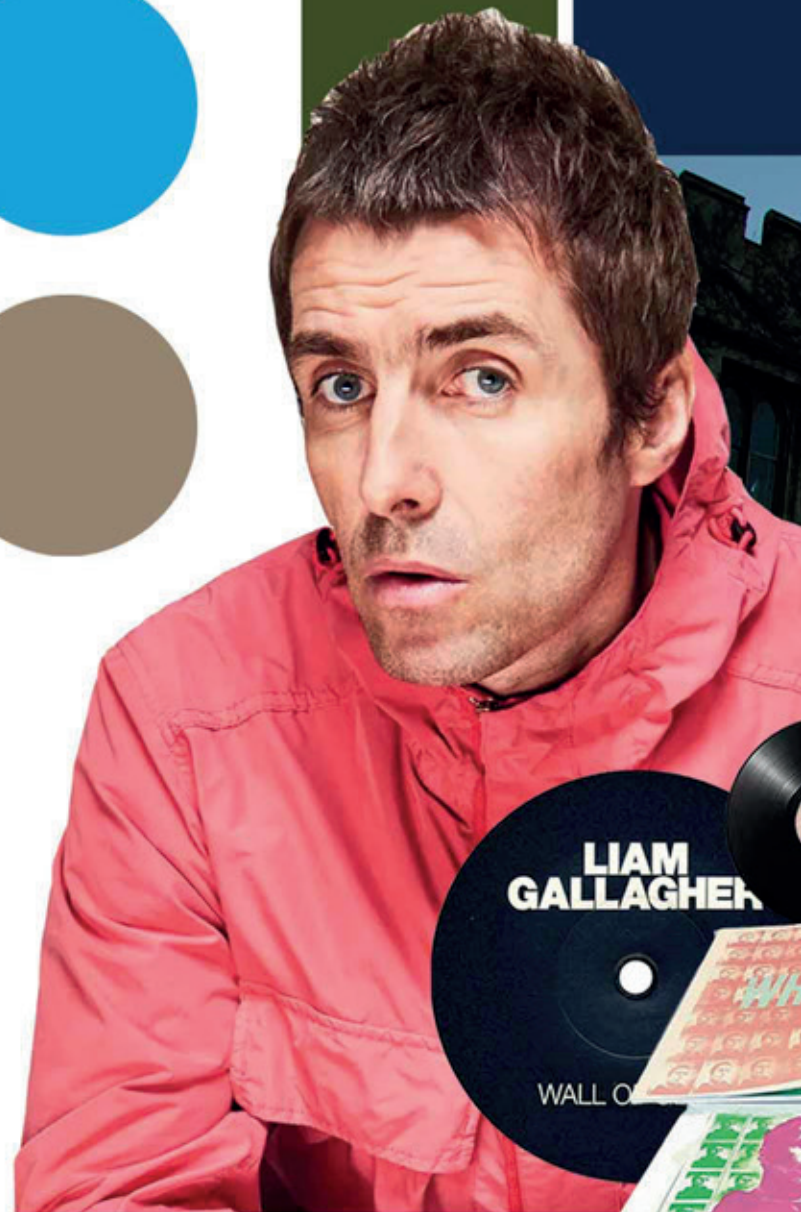
#71B196
RGB: 113, 177, 150
CMYK: 65, 5, 51, 0

GOLDEN OLDIES

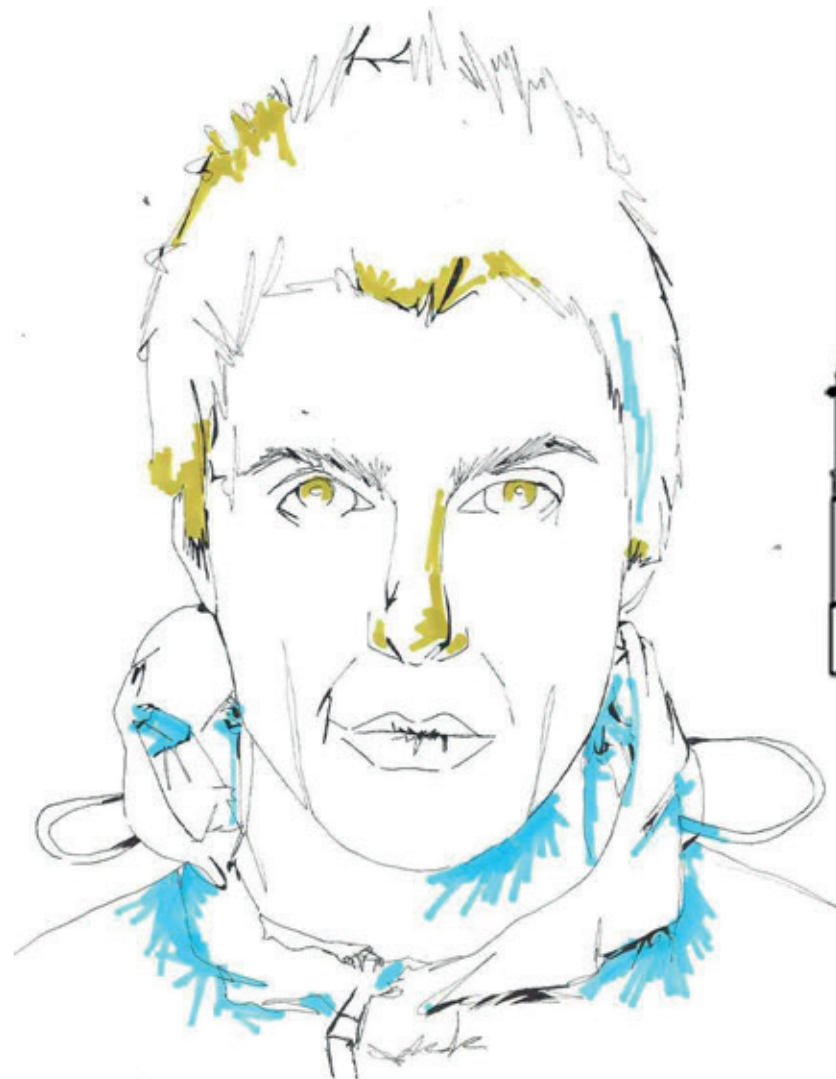
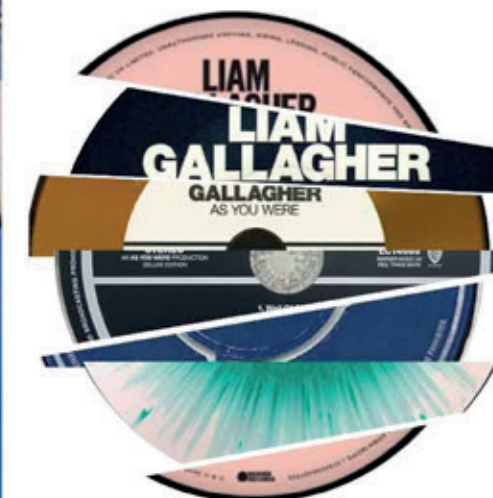
#D9A632
RGB: 217, 166, 50
CMYK: 11, 37, 100, 2

BIBLICAL

#2A609E
RGB: 42, 96, 158
CMYK: 91, 59, 7, 0



LIAM GALLAGHER
PRINT COMPETITION



KNEB WORTH 2022

CONCEPT

Taking inspiration from Liam Gallagher's discography and brand identity, we developed our own CD range within the LG brand and collaged them to create the final series of designs.

Through the colour palette and the use of graphics provided by Warner Bros, our print design concepts represent the youthful, timeless and somewhat raucous energy that Liam Gallagher embodies. As with his music, it is our hope that these prints will appeal across age ranges, genders and backgrounds – attributes we saw as essential to the project.



