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HANS CHRISTIAN ANDERSEN  
*The Ugly Duckling*

KAYE & WARD

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EMILIA DEE



# rationALE

As a budding designer I wanted to use my final year to create an identity of myself and my individual design aesthetic. I have always been compelled to the more unconventional and unattractive side of fashion, as I believe we resonate with the more shocking than the pleasant. Thus, my project is called 'Ugly Duckling' and explores the inharmonious undertones of fashion, art, and sculpture whilst also a journey of tackling what we deem as beauty and how this transgresses.

I want the viewer of my project to be shocked – I want everything to be almost too much and overbearing to begin with, but upon closer inspection I want the beauty to evolve similarly to the story of the Ugly Duckling.

Within my research I am planning on looking into unconventional art, sculpture and even the human form. Taking inspiration from your Nan's floral fabric sofa, kitsch art, and unattractive areas of the body; I am interested in warping, bulging, and exaggerating it all to create an unsettling atmosphere. I wish to explore the use of clashing colours and prints, I want the viewer to feel that they are in a brash market where everything is in a state of chaos. Beauty is very subjective, and within this project I want to take the viewer on an exploration of how I see beauty in the boldest way possible.



I will seek a large amount of my inspiration from within sculpture; being able to design outwardly from the body into unique shapes really interests me and bridges the link between art and fashion. In aid of my design, I will explore the Triadisches Ballett for the rounded shapes, as they illustrated an aura of uneasiness within their structure, whilst also being heavily inspired by the likes of Grayson Perry, Rei Kawakubu and Leigh Bowery. I believe we can learn a lot by other professions and art disciplines, so this is something I want to include within my project and within creating shapes that will stand out for all the wrong (but right!) reasons.

My target audience for this project will be the 22-30 age bracket and individuals that aren't afraid of being different and not following a specific trend. I see my work as more of an art piece, I want to shock and attract people rather than to be worn to pop to the shops for a pint of milk, and thus my target audience are those willing to push the boundaries of fashion and art.

To meet my deadlines adequately, I wish to have all the base pieces of research completed by the middle of October so I can effectively move into the design stages. Whilst designing I will be continually sampling and seeing what techniques work best to support my research and design journey so far and transgress into toiling stages and final manufacture from mid-November. I'd ideally like the making finished by the end of March so I could spend April focusing on other necessities such as portfolio and building my diffusion range.

ugly  
ugly  
ugly  
ugly

UGLY

UGLY

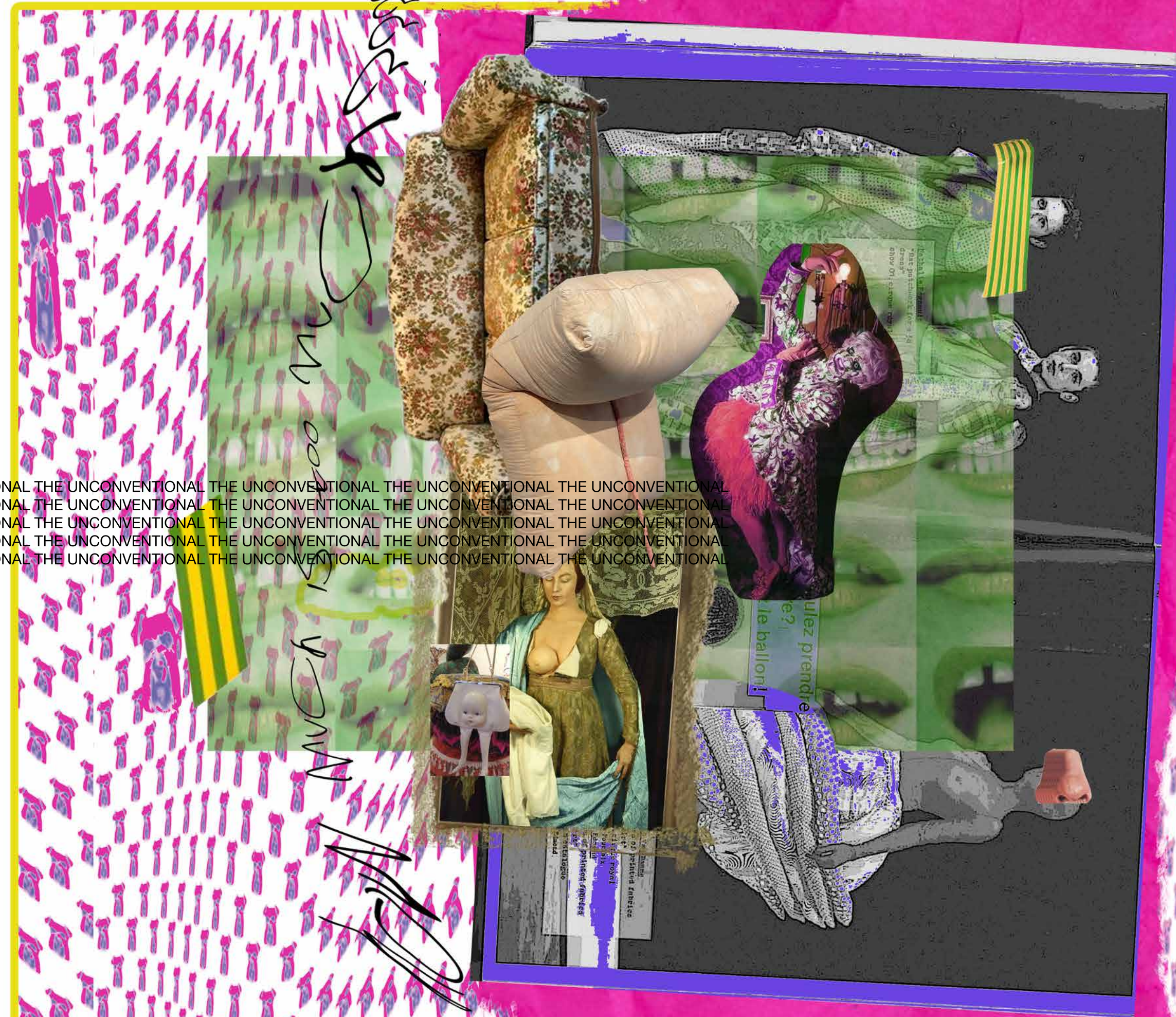
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UGLY

UGLY

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Missa  
Nata  
15500  
MC



# BEAUTIFUL

Do we define beauty through sexualisation?



# A

vGLX DvckLing  
vGLX DvckLing  
vGLX DvckLing  
vGLX DvckLing

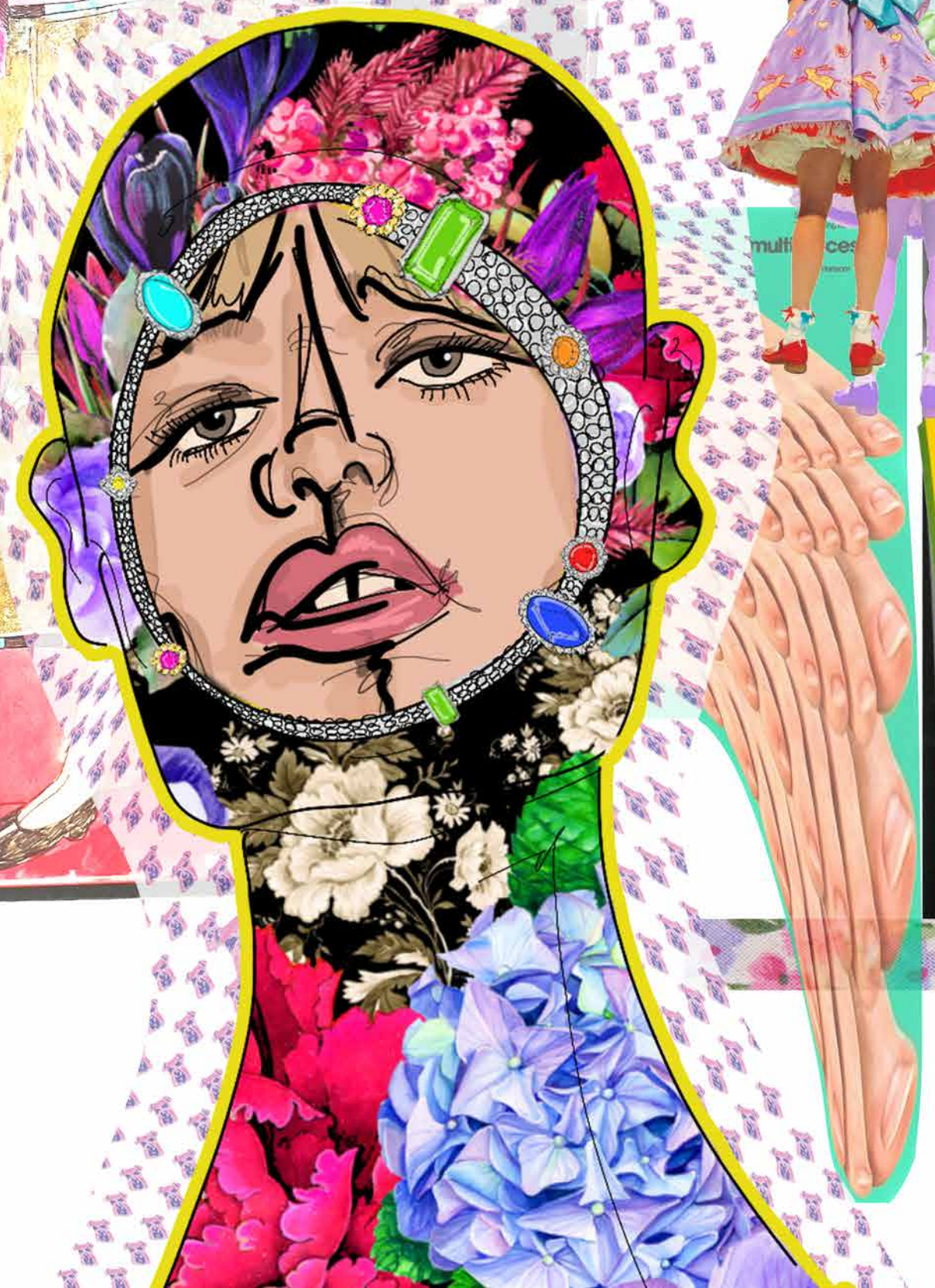
HOW DO WE SEE BEAUTY? HOW DO WE JUDGE WHAT IS BEAUTIFUL? IS IT THROUGH SEXUALISATION?!!!!!! THE BEAUTY IN THE UNCONVENTIONAL !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

vGLX DvckLing  
vGLX DvckLing  
vGLX DvckLing  
vGLX DvckLing





n low FACE florALS  
contrASTED with tragedy



an-made  
man

My Eyes are  
My hands are  
My heart is  
broken

GrAYson PERRY IS MY MUSE



LOOKING AT SHAPE TO  
RECODE THE HUMAN BODY

What a sight that duckling is! We can't  
put up with  
him"—and one duck immediately  
the neck.!!!!!!  
and bit him in  
"Leave him alone," said  
"He's doing no one any  
"said the one th



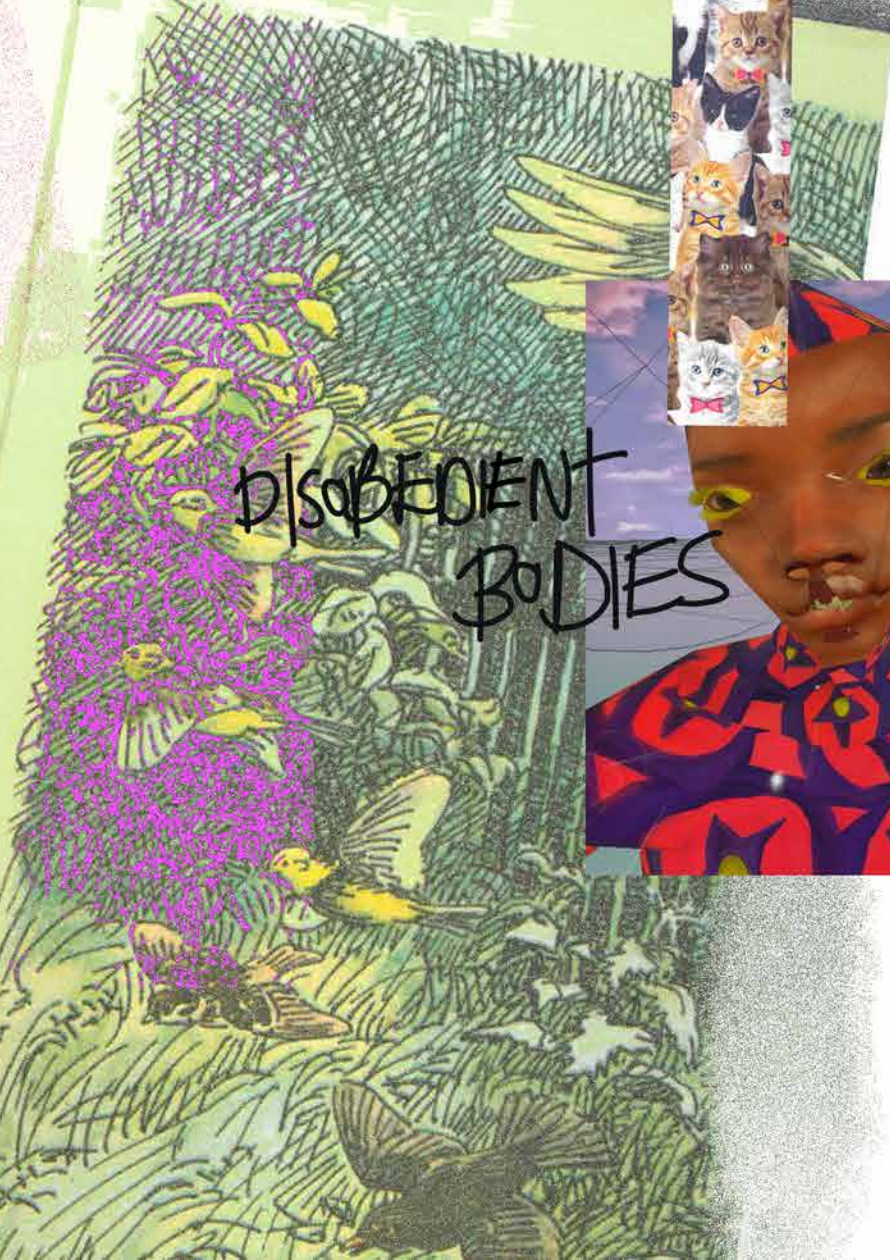
.....Position BETWEEN SCULPTURE AND BODY FORM

ARCADIA PRINTS



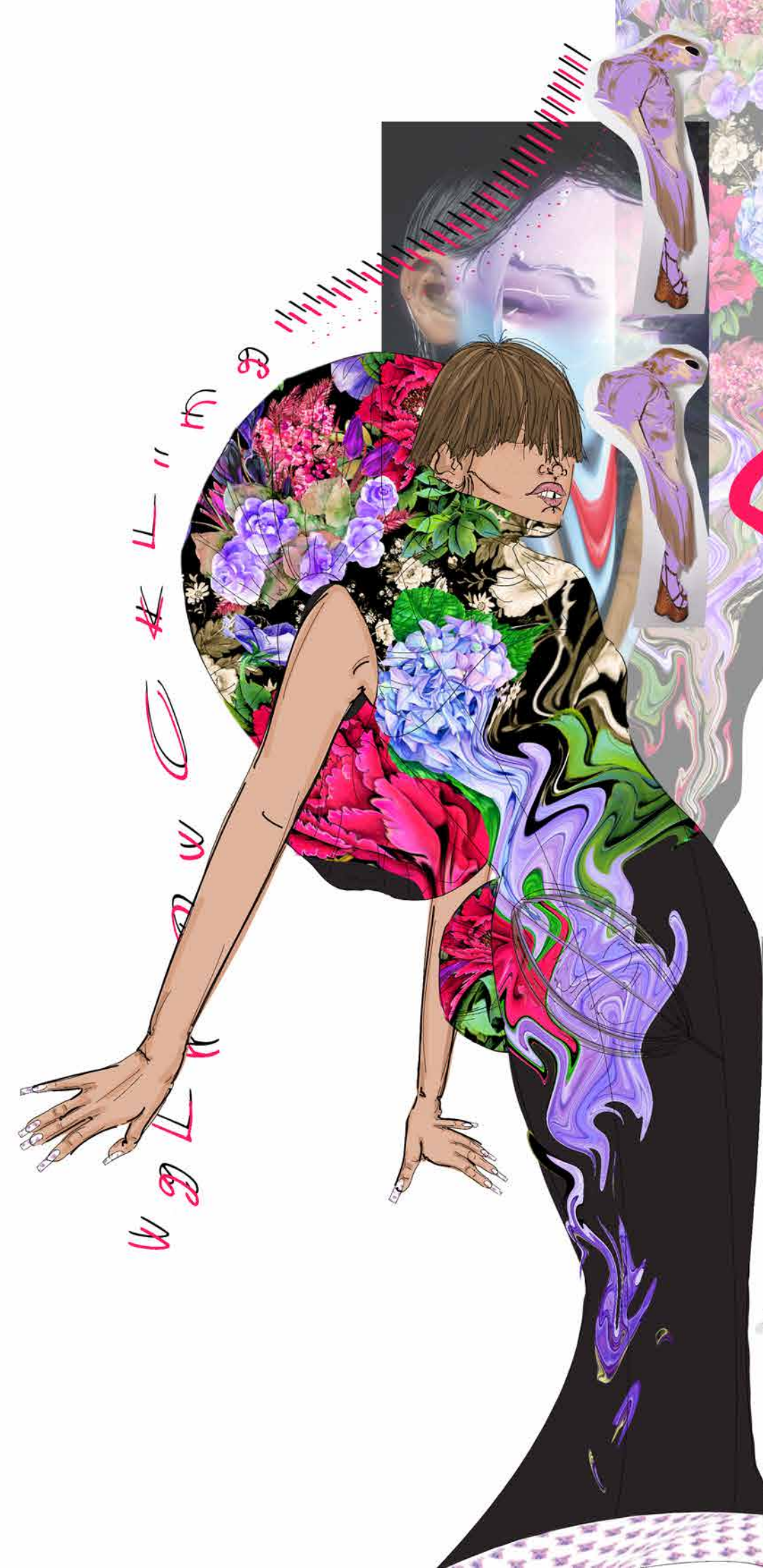
INVESTIGATING THE SHAPE OF A DUCK AND APPLYING IT TO HUMAN FORM  
BIG BUM SHAPE  
BIG CHEST  
BEAK ?????????????????????????????????????

VGLX DUCKLING  
MAN-MADE WOMAN MAN-MADE MAN MAN-MADE WOMAN MAN-MADE MAN  
MAN-MADE WOMAN MAN-MADE MAN MAN-MADE WOMAN MAN-MADE MAN  
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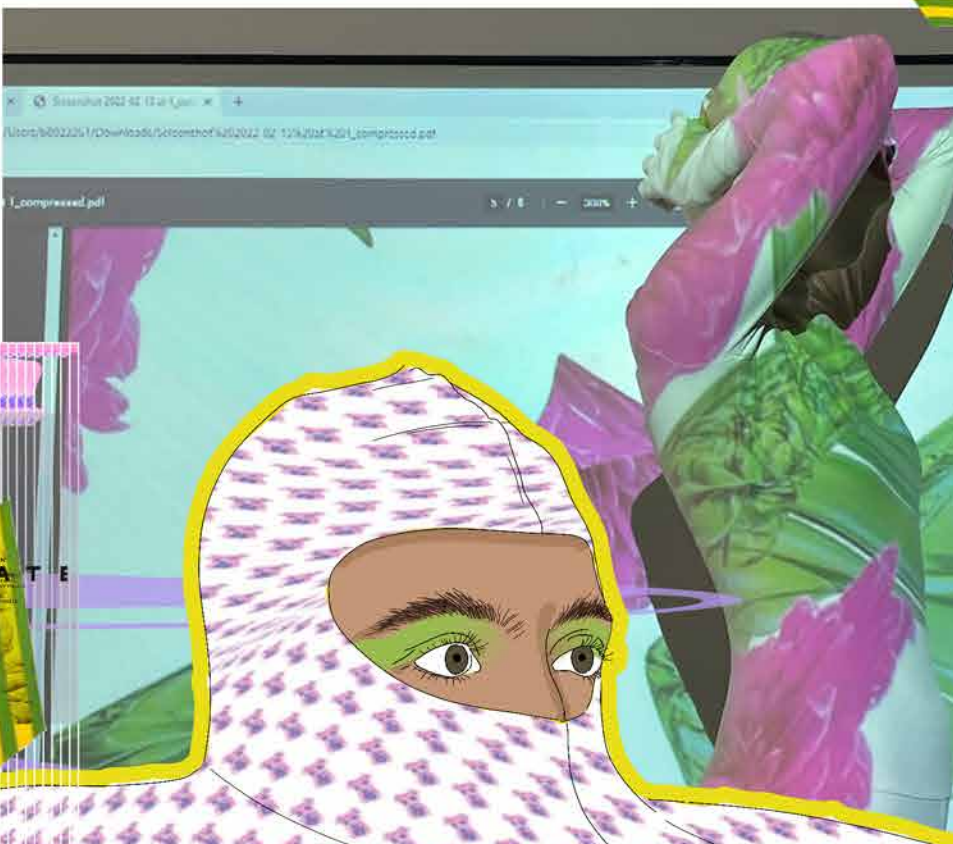
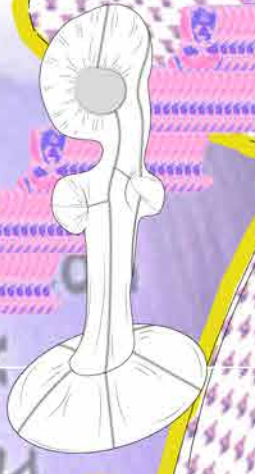


DISOBEYENT  
BODIES





EXPLORING THE HUMAN FORM AND PUSHING WHAT WE DEEM AS UNCONVENTIONAL SILHOUETTES



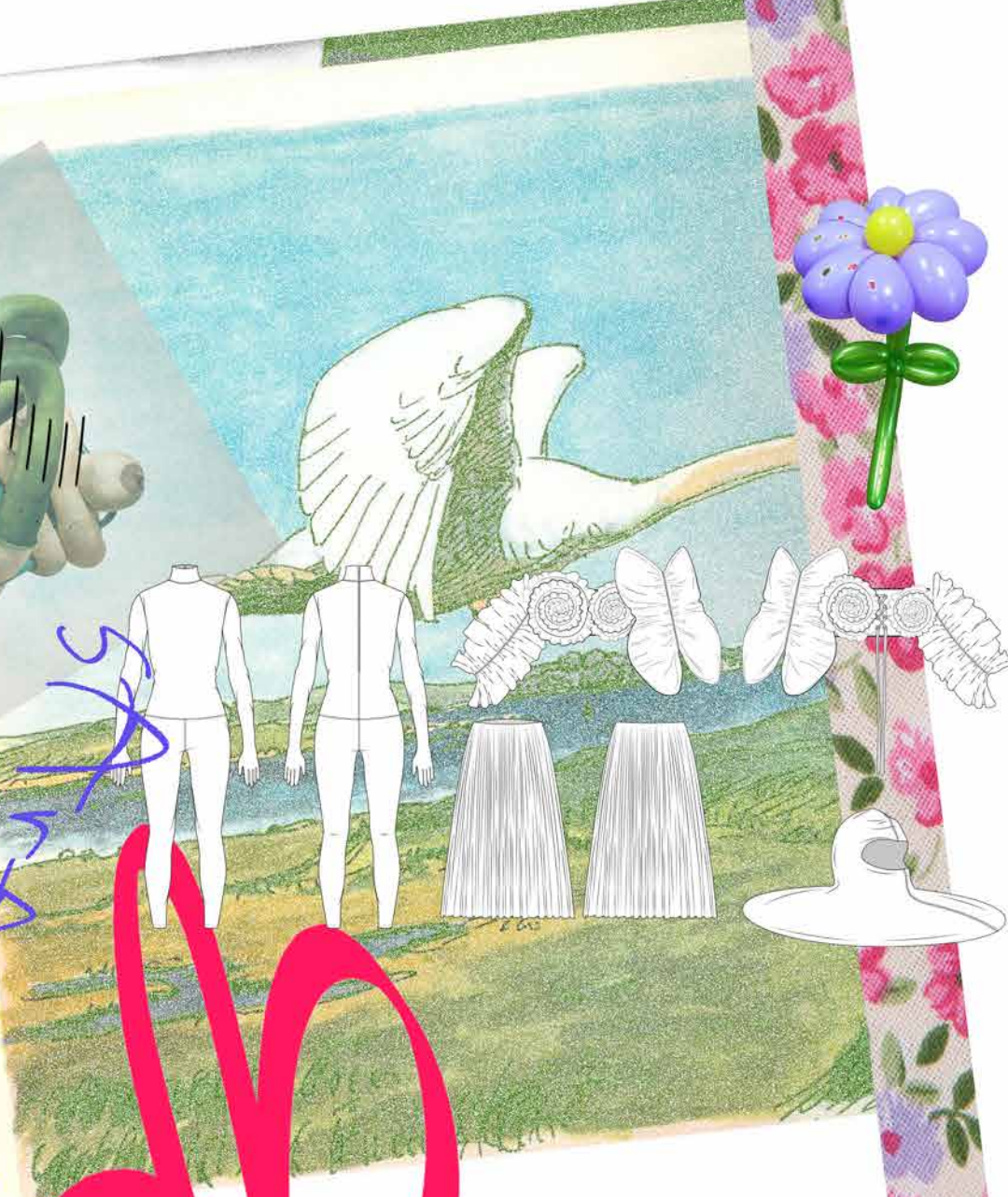
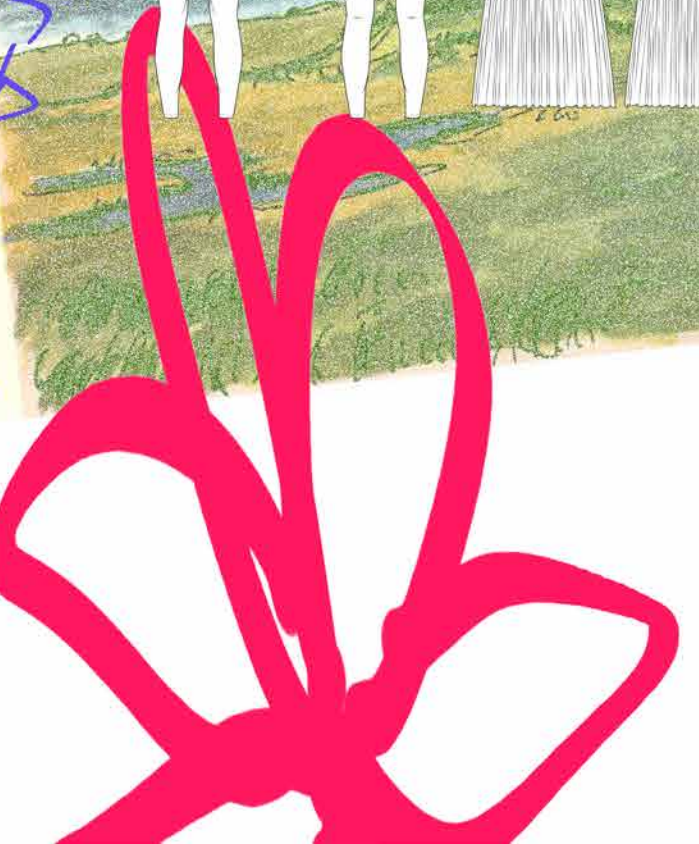
...d the poor creature and bowed his  
...ean. But what did he see the  
...ection of himself that he  
...clumsy greyish bird, ugly as  
...a swan!  
...about being born in a du  
...a swan's egg.  
...glad at having gone through  
...helped him to appreciate all  
...re there to welcome him...  
...ound and round and stroked  
...ldren came into the garden an  
...he water, and the smallest c

Distortion

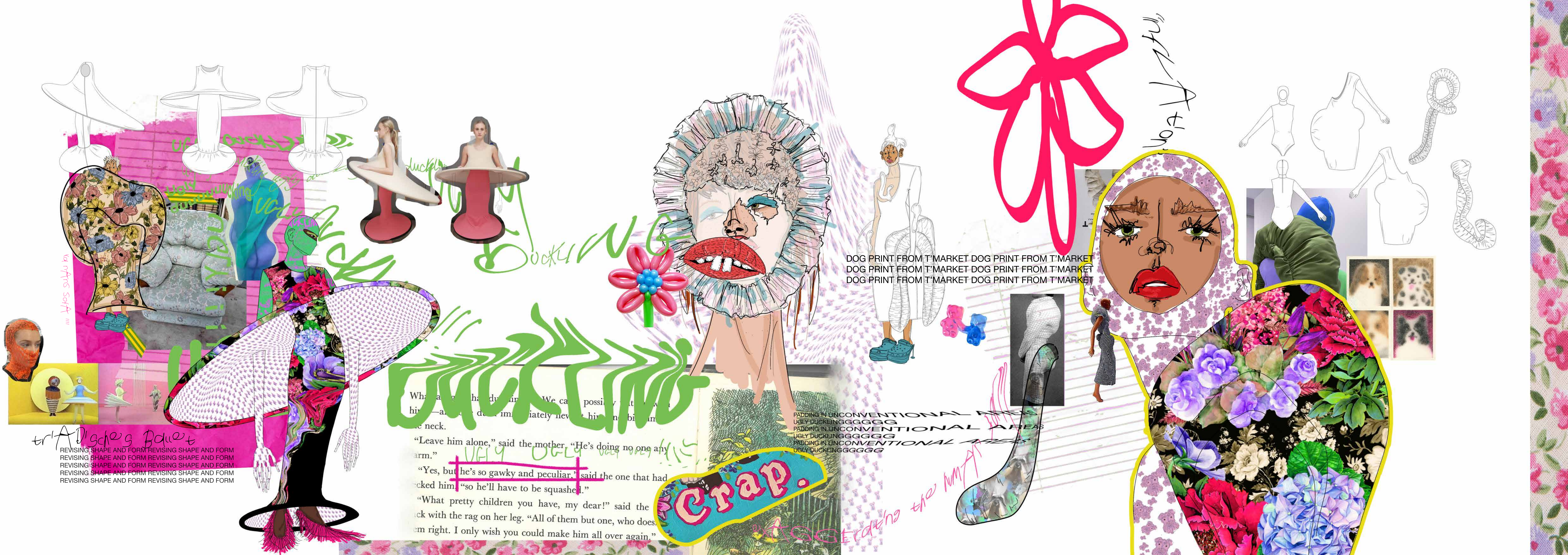
CREATING UNEASE IN TURNING FEMININE GATHERING INTO SOMETHING QUITE UNCOMFORTABLE



SEXUALITY  
WCAS



QUESTIONING NOTIONS OF SEXUALITY  
QUESTIONING NOTIONS OF SEXUALITY  
QUESTIONING NOTIONS OF SEXUALITY



va mms soft

tr/A Dische's Ballet  
REVISING SHAPE AND FORM REVISING SHAPE AND FORM  
REVISING SHAPE AND FORM REVISING SHAPE AND FORM  
REVISING SHAPE AND FORM REVISING SHAPE AND FORM  
REVISING SHAPE AND FORM REVISING SHAPE AND FORM

**DUCKLING**

What a... had... We can...  
"Leave him alone," said the mother. "He's doing no one any  
arm."  
"Yes, but ~~he's so gawky and peculiar.~~ said the one that had  
kicked him. "so he'll have to be squashed."  
"What pretty children you have, my dear!" said the  
lady with the rag on her leg. "All of them but one, who does  
them right. I only wish you could make him all over again."

**Crap.**

DOG PRINT FROM T'MARKET  
DOG PRINT FROM T'MARKET  
DOG PRINT FROM T'MARKET  
DOG PRINT FROM T'MARKET

PADDING IN UNCONVENTIONAL AREAS  
UGLY DUCKLINGGGGGG  
PADDING IN UNCONVENTIONAL AREAS  
UGLY DUCKLINGGGGGG  
PADDING IN UNCONVENTIONAL AREAS  
UGLY DUCKLINGGGGGG

not fashion

padding the mms



# AWA LINEUA!!!

LYCRA LIQUID FLORAL PRINT "HUNCHBACK" DRESS WITH HOOP SKIRT



EXTREME SHOULDER DRESS WITH ASYMMETRIC NECKLINE WITH BALACLAVA BODYSUIT AND PADDED ACCESSORY PIECE



LYCRA DOG PRINTED CATSUIT WITH GLOVE INTEGRATED SLEEVES WITH MATCHING HOOP HAT  
PLEATED FLORAL PRINT SKIRT  
JACQUARD FLORAL EXAGGERATED FRILL TOP



SCULPTURAL HOOP TOP AND DRESS WITH GLOVE DETAIL. STYLED WITH LACE GRAFFITI BALACLAVA BODYSUIT UNDERNEATH AND EMBELLISHED TRIM AROUND EYEHOLE





UNAPOLOGETIC

"THE BEAUTIFUL SWAN"  
Your LIFE !!!! BE YOURSELF

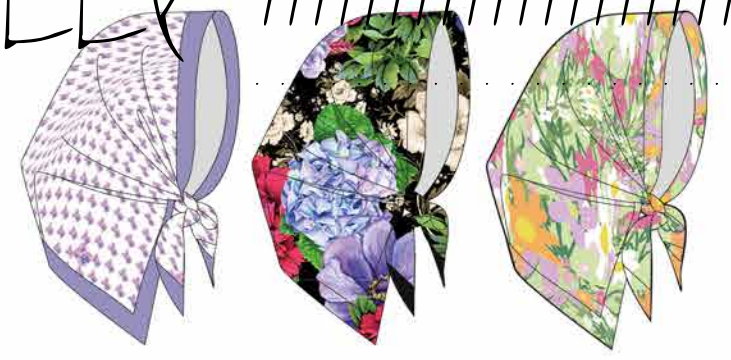
UNAPOLOGETICALLY YOU

Your CHOICE  
SELF WORTH confidence  
yourself love

SHOW THEM WHO YOU ARE!

his heart: "I never dreamed of so much happiness, when I was the ugly duckling."

BE YOU UNAPOLOGETICALLY



REPRESENTING THE "BEAUTIFUL SWAN" CONCEPT THROUGH USE OF FEATHERS IN BOLD COLOURS - BEING UNAPOLOGETIC!

BIGGER N BETTER  
BIGGER N BETTER  
BIGGER N BETTER  
BIGGER N BETTER  
BIGGER N BETTER  
BIGGER N BETTER

COLOR PALETTE





IN CONFIDENCE IS BEAUTY  
BEAUTY IS CONFIDENCE  
IN CONFIDENCE IS BEAUTY  
BEAUTY IS CONFIDENCE  
IN CONFIDENCE IS BEAUTY  
BEAUTY IS CONFIDENCE  
IN CONFIDENCE IS BEAUTY  
BEAUTY IS CONFIDENCE



Difficult is beautiful



BRASH FLOWERS STILL WEAVING IN CONTEXT OF "UGLY DUCKLING".  
I WANT DIFFUSION TO STILL BE UNCONVENTIONAL BUT ON A WEARABLE LEVEL



PUFFER JACKET IDEA?  
IRREGULAR WADDING /  
DESIGN ????????



Hamlyn's conceptual framework is recently taken from plants, not a gift of preservation and magic. With the exception of a number of larger *kinesthetic* installations, the majority of Hamlyn's works are meticulously sewn by hand. This delicate interplay between *materiality*, scale and context are intrinsic to the simultaneous creation of mystery, familiarity and deception.



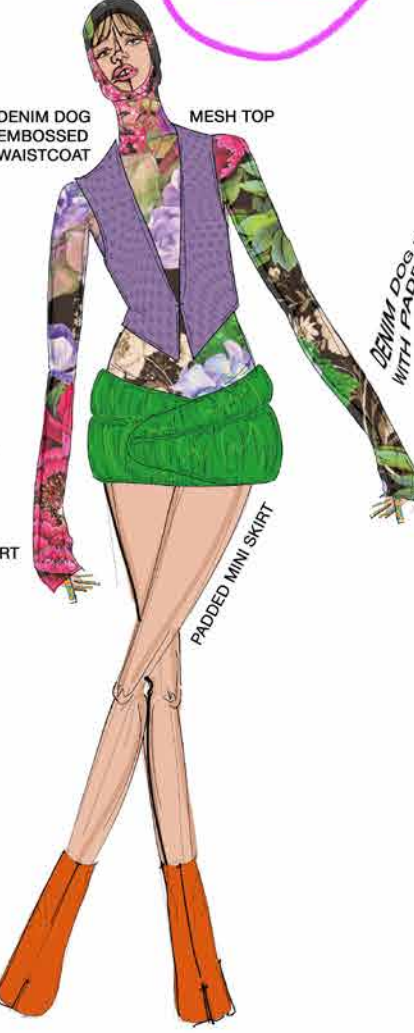
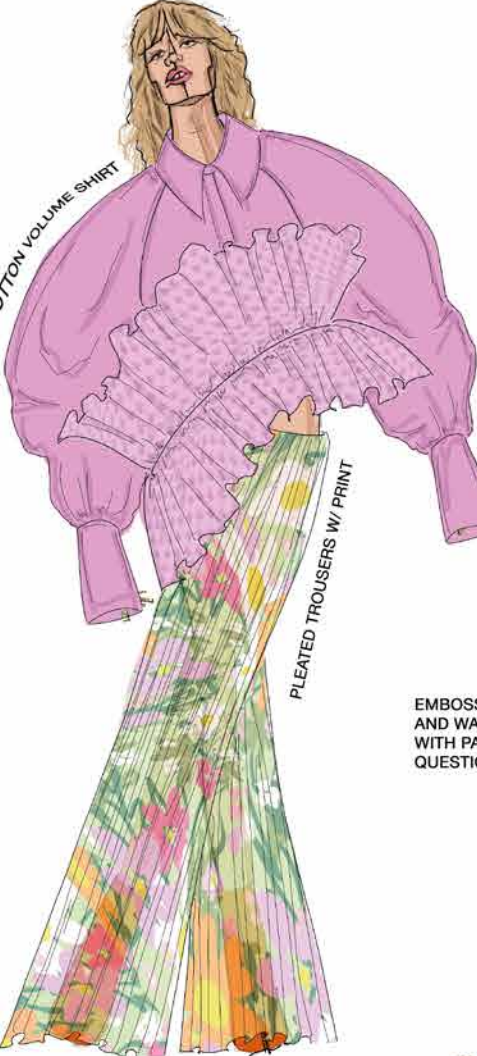
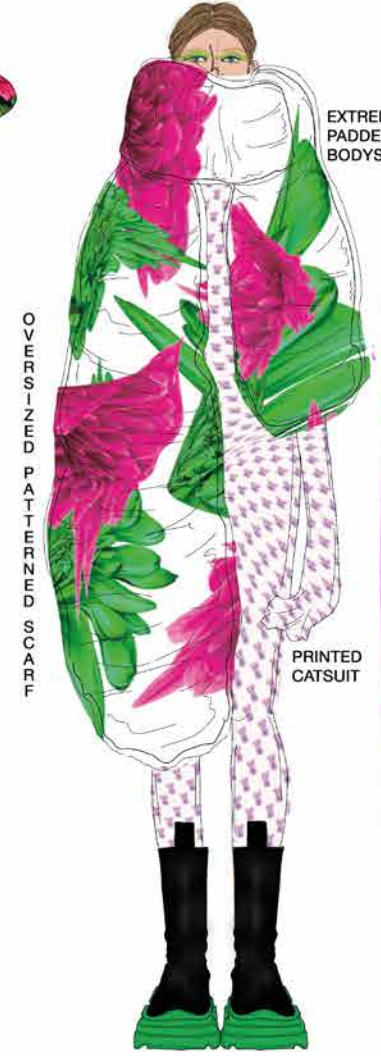
FLORALS TRANSLATING INTO DIFFUSED RANGE - BRAND IDENTITY



Your LIFE !!!! BE YOURSELF  
Your CHOICE !!!!!!!!!!!!!



"THE BEAUTIFUL SWAN"  
in Apologetically Kov





"THE BEAUTIFUL SWAN"  
A Pologate City Kov



1



d.



B.



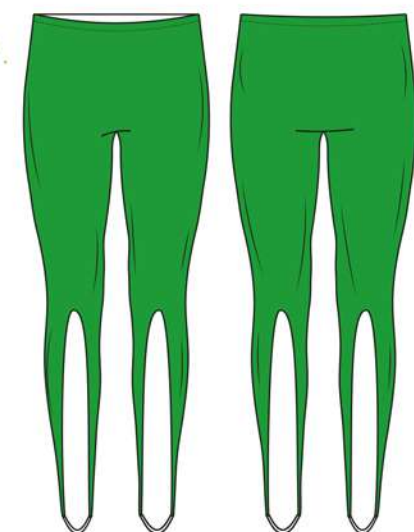
c.

d. POWERMESH LONG SLEEVE TOP WITH STAND COLLAR AND ZIP FASTENING AT CB  
B. POLYESTER GEORGETTE PLEATED LOW WAISTED SKIRT WITH FLORAL PATTERN AND ELASTICATED WAIST  
c. OFF SHOULDER RUCHED COTTON TOP WITH THREE QUARTER LENGTH SLEEVES

2



b.



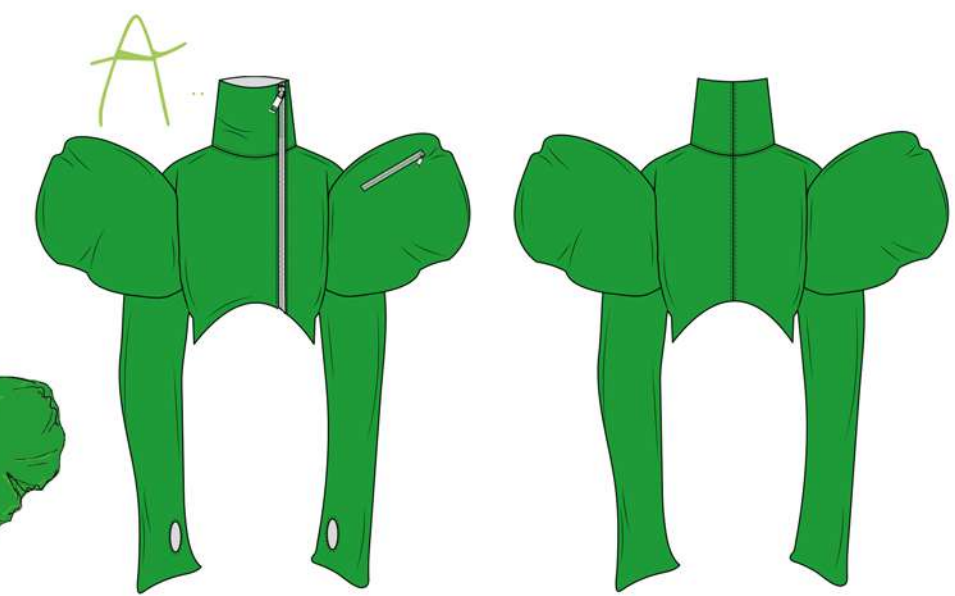
A.

A. TAILORED JACKET WITH EXAGGERATED SHOULDERS AND CINCHED WAIST. FABRIC TO BE A WOOL BLEND WITH FLORAL PRINT  
b. POLY VISCOSE BLEND STIRRUP LEGGINGS

"THE BEAUTIFUL SWAN"  
in a polog + Cally Kov



B.



A.



B.

A. NYLON BOMBER JACKET WITH VOLUMINOUS SLEEVES AND ZIP POCKET ONE SINGULAR SLEEVE  
B. LYCRA PRINTED WITH BONING AROUND HEM TO CREATE FLUTED CIRCULAR SHAPE



A.

d. VISCOSE POLYESTER BLEND PLUNGE BODYSUIT WITH FLORAL PRINT  
B. DENIM DOG PRINT EMBOSSED JEANS ON A PURPLE DENIM BASE. FLORAL CUT OUTS WITH BINDING AROUND SHAPE



d.



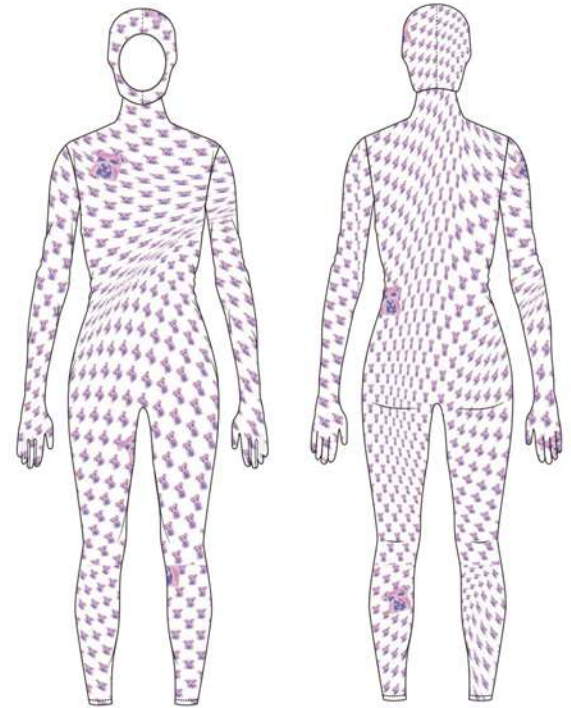
B.

5

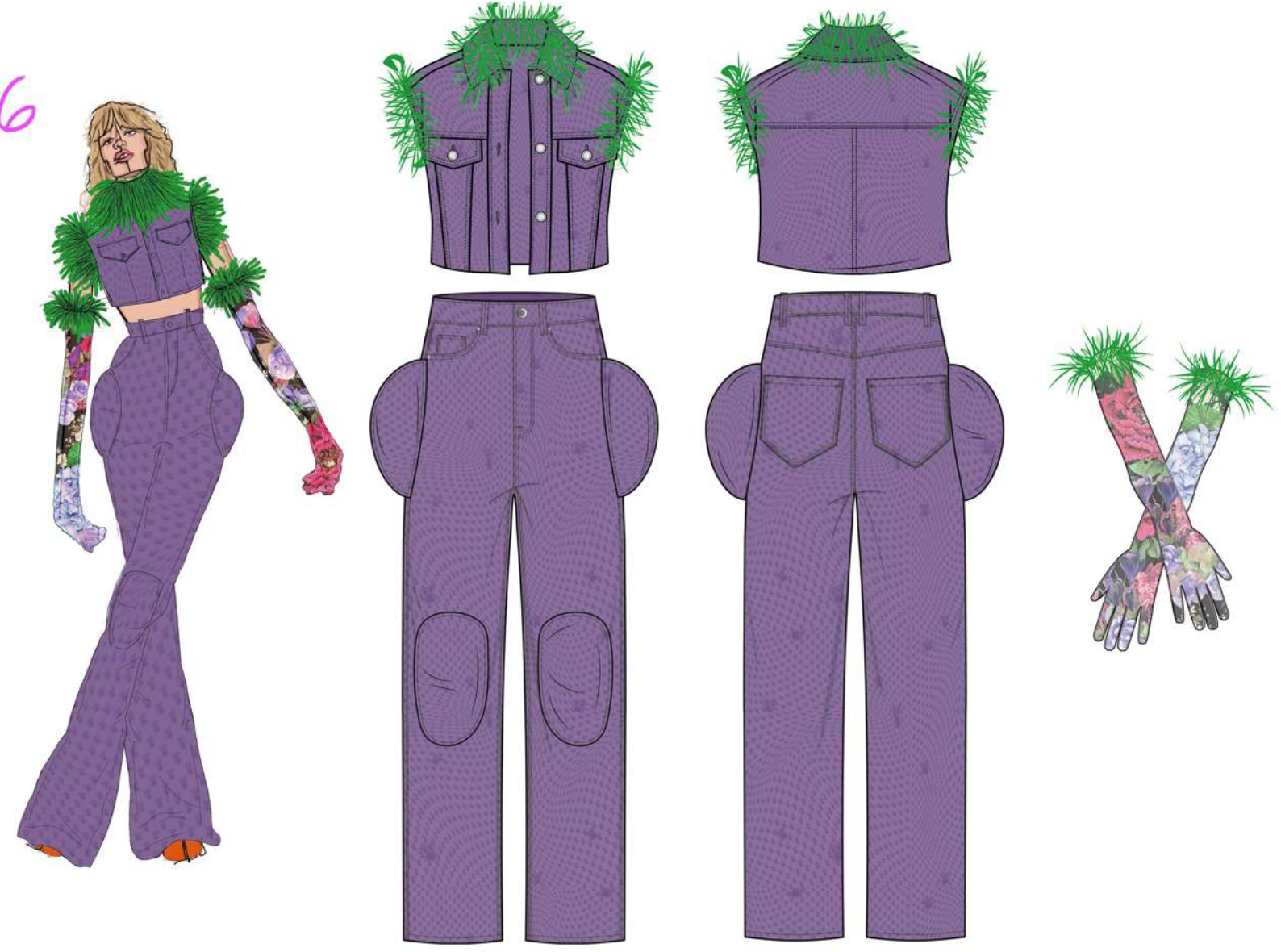


A  
b  
C

- A NYLON PRINTED BOMBER JACKET WITH IRREGULAR PADDING SHAPE AND 'HUNCHBACK' DETAILING. JACKET TO HAVE LONG RIBBED CUFFS AND RIBBING AROUND AYMMETRIC NECKLINE AND HEM
- b MIDI LOW WAITED PLEATED SKIRT IN SOLID COLOUR. SKIRT TO BE POLYESTER GEORGETTE
- C LYCRA CATSUIT IN DOG PRINT WITH BALACLAVA ATTAC ZIP FASTENING AT BACK OF CATSUIT.



6



- a EMBOSSED DOG PRINT PURPLE DENIM WAISTCOAT WITH LONG HAIED FEATHER CUFFS AND COLLAR IN GREEN. WAISTCOAT TO BE SLEEVELESS AND HAVE PANELLING UNDERNEATH FLAP POCKETS AT BUST
- b EMBOSSED DOG PRINT PURPLE DENIM JEANS WITH PADDING PATCHES AT HIPS AND KNEES IN SAME FABRIC
- c POWERMESH GLOVES WITH LONG HAIR FEATHER TRIM

"THE BEAUTIFUL SWAN"  
[un]Apologetically You

7



- A TAILORED CONTOURED OVERCOAT WITH CINCHED WAIST AND BOXY SHOULDERS. COAT WILL BE OF WOOL BLEND WITH WARPED PLACEMENT PRINT. COAT ALSO TO HAVE PADDING PATCHES AT ELBOW IN SAME FABRIC. DOUBLE BREASTED FASTENING IN SELF FABRIC BUTTONS
- B POLYESTER GEORGETTE SUPER MINI SKIRT IN SOLID COLOUR AND ELASTICATED WAIST