

Azure

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Design Mentor Statement

This ensemble was completed in an upper level creative apparel design course. The purpose of the mentorship relationship was to guide the student in developing a marketable line of apparel for a focused target market. This ensemble is one of five samples developed for the apparel line. The mentorship process began with informational lectures on each step of apparel line design and development. The purpose of the mentorship relationship—development of an apparel line—was guided and met through the completion of a series of assignments that built on each other. The student received both formative and summative feedback at each step. Steps included: (a) design brief development, (b) target market research, (c) inspiration research, (d) brand design statement development, (e) trend research, (f) mood board development, (g) color and fabric board development, (h) fashion illustration of ensembles, (i) technical sketching of garments, (j) first pattern creation, (k) first sample creation, (l) production sample creation, (m) presentation of 1st samples, (n) line plan development, (o) specifications/tech package development, (p) line sourcing, costing, & pricing, and (q) promotional materials development. This project was selected for submission due to its high quality. The student put a lot of time and thought into the research for this line, resulting in a strong concept. The student also carefully sourced materials that would support the developed concept. The fabrics and trims are artfully arranged in an asymmetrical balance. The student successfully patterned and fit a non-gender-specific garment. The construction is of the highest quality.

Design statement

Statement of Purpose:

The intent to create this design, Azure, was to offer a sportswear jacket with a loose-fitting silhouette, blue tones, Asian-inspired prints, as well as decorative trims that provide a comfortable touch in superior quality with fine details for the market that gravitates towards the young designers. I was challenged to create a garment that can be worn by all genders and various body shapes which requires a flexible fit, especially around the shoulders and waist.

Aesthetic Properties and Visual Impact:

This project was inspired by several factors. One of them is Kenzo Memento N°1 Collection which was launched in 2017 inspired by wildlife as a tribute to the house's 1983 campaign (Elle). I drew the inspiration from the crane motif as well as the dropped shoulder silhouettes specifically. There are also young designer brands such as 3.1 Phillip Lim and Opening Ceremony that incorporate Asian-inspired aesthetics and gender-neutral configurations in their designs, which as well appealed to my interest. Most importantly, I picked the materials from an international fabric market in Guangzhou, China when I did my internship in summer 2019. The

micro-suede and chiffon fabrics along with the tassels trims in gold and blue were the exact materials that I was envisioning in my head. Thus, I decided to build a cohesive theme with contrasting cool and warm tones in various shades of blue and gold as well as crane prints for the jacket.

Process, Technique, and Execution:

The 2D patternmaking technique was my choice of design because the silhouette is boxy and would be more appropriate to alter than draping. Extra fullness was added to the garment by extending 4 inches on the shoulders, 5 inches of the waist circumference, 2 ½” on the center front, and 28 inches from the waistline based off the basic jacket sloper, I was able to have a quite oversized bodice. The sleeve pattern was broken into two panels: rib-knit was utilized for the bottom panel for a cocoon silhouette, woven micro-suede was sewn on top that had a slightly gathered effect. As for the decorative portion of the garment, a front chest flap and a back jacket flap were layered on top of the bodice. The flaps are made of denim with hollow embroidery to create contrast as well as enhance visual interest. Tassels throughout and a buckle on the center front are used to embellish the garment with vintage and intricate effects. The jacket is featured with massive lapels that echoes the androgynous style. The Micro-suede fabric with crane prints has an unravel property, it was utilized for most panels of the garment and joined with lapped seams.

Cohesion:

By combining the developmental process above, the physical materials, and high-quality construction, I designed a garment that is a statement piece for all genders, ethnicities, and sizes from 6 to 14 who appreciate unisex style and sophisticated embellishments. The cohesion is depicted with consistent use of fabrics of similar weight, color scheme, as well as the decoration type.

Originality and Innovation:

Azure adds to knowledge on manipulating patterns with a unisex fit and exploring color and prints combinations. Even though I took inspirations from collections of other sportswear brands, the fabric and trim choice, overall silhouette, as well as design details were all generated originally from the exotic cultures and arts I have observed and the mixture of retro aesthetics.

References:

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