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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  
ugly  
ugly



VGLX DUCKLING

HOW DO WE SEE BEAUTY? HOW DO WE JUDGE WHAT IS BEAU

!!!!!! THE BEAUTY IN THE UNCONVENTIONAL !!!!!!!!!!!!!!!!!!!!!!!

VGLX DUCKLING

## WGL DUCKLING

# VGLX DUCKLING

# VGLY DUCKLIN

VGLK-DICKLIN





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  
MAN-MADE WOMAN MAN-MADE MAN MAN-MADE WOMAN MAN-MADE MAN  
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your FACE FLOWERS  
CONTRASTED with tragedy

GRAKSON PERRY IS MY MUSE

LOOKING AT SHAPE TO  
RECODE THE HUMAN BODY

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

juxtaposition BETWEEN sculpture AND body form

DISOBEDIENT  
BODIES





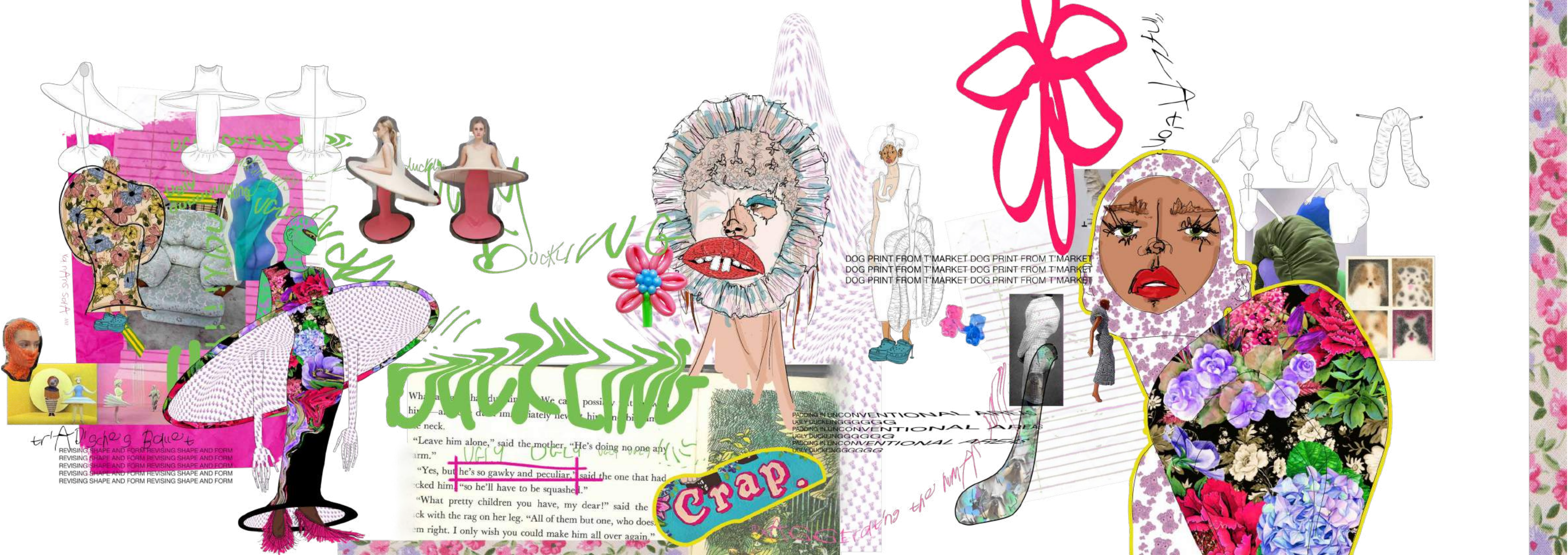
DIS Tortion

CREATING UNEASE IN TURNING  
FEMININE GATHERING INTO SOMETHING  
QUITE UNCOMFORTABLE

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

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





via nino soft 1111

tr/A D'gcheq Bawet  
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

What a... had... We can... possibly...  
him... and... immediately nev... him... his...  
the neck.  
"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  
DOG PRINT FROM T'MARKET DOG PRINT FROM T'MARKET

PADDING IN UNCONVENTIONAL AREAS  
UGLY DUCKLINGGGGGGG  
PADDING IN UNCONVENTIONAL AREAS  
UGLY DUCKLINGGGGGGG  
PADDING IN UNCONVENTIONAL AREAS  
UGLY DUCKLINGGGGGGG

padding the nmt



# FINAL LINEUP!!!

LYCRA LIQUID FLORAL PRINT "HUNCHBACK" DRESS WITH HOOP SKIRT



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



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



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





A man wearing a full-body leopard-print jumpsuit and white socks is drinking from a silver can. He is standing on a paved surface next to a white dog. In the background, there is a wooden fence and a white building.



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 90's style, but a preservation and magic. With the exception of a number of larger *kinetic* 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 Apologizing for you







"THE BEAUTIFUL SWAN"  
 unApoloGicAlly You





1



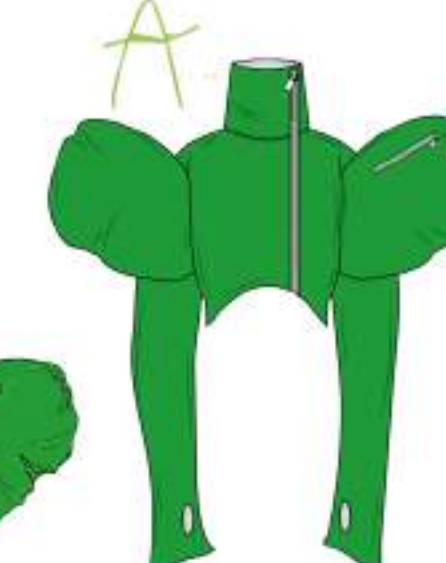
**a** POWERMESH LONG SLEEVE TOP WITH STAND COLLAR AND ZIP FASTENING AT CB  
**B** POLYESTER GEORGETTE PLEATED LOW WAISTED SKIRT WITH FLORAL PATTERN AND ELASTICATED WAIST  
**C** OFF SHOULDER RUCHED COTTON TOP WITH THREE QUARTER LENGTH SLEEVES

2

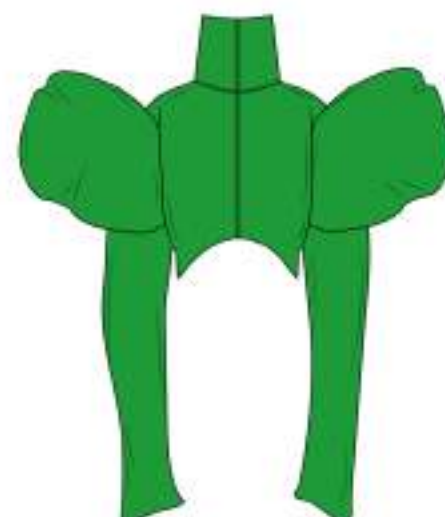


**A** TAILORED JACKET WITH EXAGGERATED SHOULDERS AND CINCHED WAIST. FABRIC TO BE A WOOL BLEND WITH FLORAL PRINT  
**b** POLY VISCOSE BLEND STIRRUP LEGGINGS

"THE BEAUTIFUL SWAN"  
 UnApologetic & Catty Roy



**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** 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



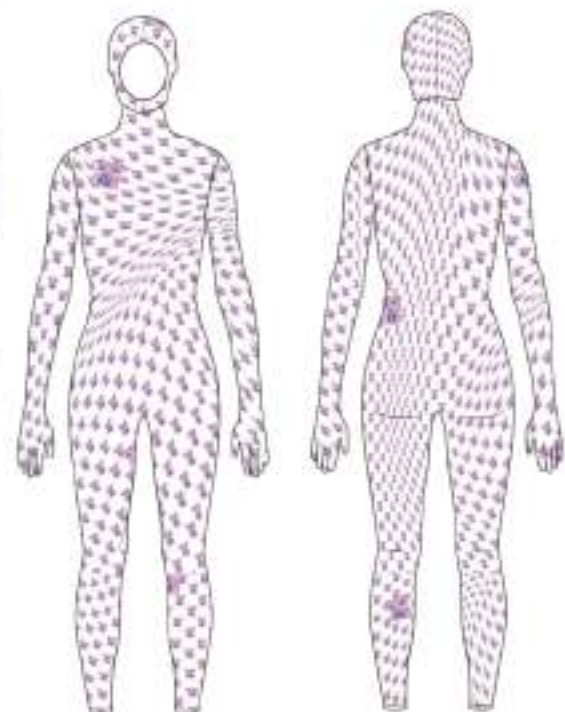


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A  
b  
C

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



6



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

"THE BEAUTIFUL SWAN"  
[unApoloGatiCally] you

7



A  
B

- 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
- POLYESTER GEORGETTE SUPER MINI SKIRT IN SOLID COLOUR AND ELASTICATED WAIST



# HOME VIDEO

## RATIONALE

The concept behind my work is looking at modular fashion to achieve sustainability. The idea of clothing being multi-functional is a fresh outlook on how brands and clothing in general can elevate into the sustainable market. How many times do we get sick of the same clothes after wearing them repeatedly?

Being a customer of Boohoo; I didn't want to move away from the newest trends being as accessible. Instead, I wanted to merge the newest 'it' styles but still having a conscious and clean core. Inspired by the work of Yohji Yamamoto and Hussein Chalayan, the idea of having a piece of clothing that can be worn in a multitude of different ways will match the ethos of Boohoo. Thus, design details of my collection consist of poppers to open shapes, dresses that can be unbuttoned into a co-ord, zip off sleeves and trouser legs to maintain clothing in the transition of spring into summer with the shared purpose of longevity.

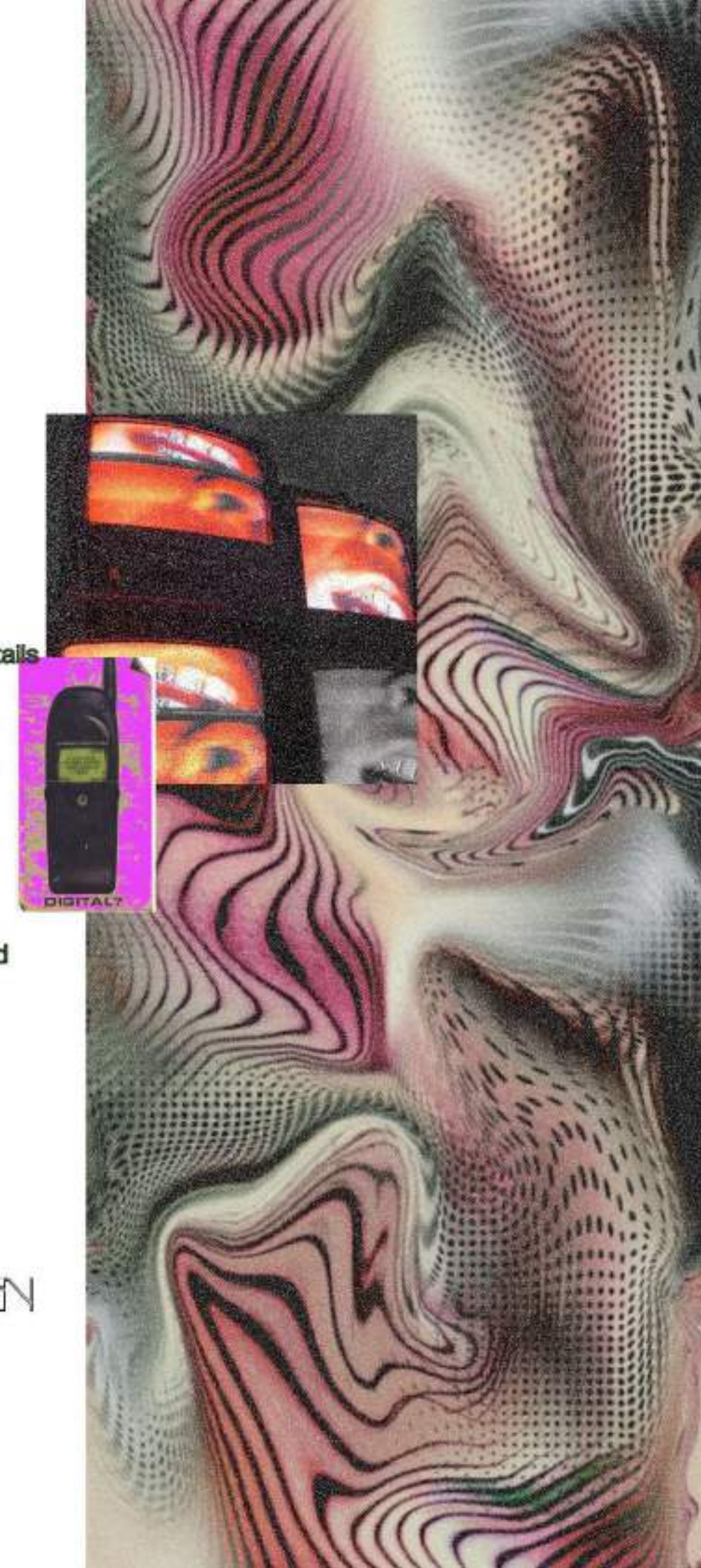
Within my collection too I have tried to use minimal printing techniques due to these requiring a lot of water and products to produce. I have also created looks using scrap denim pieces, off cuts, and have upcycled these into modular garments. This collection will be a small one to introduce a fully sustainable range that is more exclusive to boohoo. This will cap costs and show the niche market to all of boohoo's audience. The fabrics I have used consist of sustainably sourced organic cotton, recycled nylon, denim off cuts and recycled polyester. Understandably, using fabrics like the ones selected may increase the overall price however due to the products having multi-function elements, you are paying for longer lasting clothes that can be worn in a multitude of ways. This is the main factor of the collection I have designed.

Interactivity with the customer is something I too wanted to capture. Creating a clear and transparent production process is something that for consumers, should be made known. Thus, I have created labels to be attached to this collection that customers can scan which will then in turn will reveal where the fabrics have been ethically sourced, the composition of fabrics and how this has all been done sustainably.

Platforms such as Instagram is a key part in reaching the widest audience. The muses of Boohoo should be in fashion, leaders of fashion, reaching a wide target market and sustainably renowned. For this reason, I have selected Bella Hadid, Bimini Bon Boulash, Tori Vanbreugel and Mimi Moocher. All muses selected hold values that I am integrating into my Boohoo range. They are the 'Gen-Z' sustainable leaders, and also leaders in human rights. These will reach the audience of a wide range of people, and challenge old consumer habits.

In summary, the backbone of my collection is this idea of longevity to become more sustainable. We don't need to become exclusively vintage shoppers, instead we can shop smarter and purchase multifunctional clothing that still captures the newest and hottest trends. Leaving it down to the consumer to decide how they wear garments creates a sense of personality and individual style whilst also giving them the key to become more ethical shoppers. Boohoo have the foundations to change and inspire, and that is why they are such a loved brand.

BOOHOO X GRADUATE FASHION COMPETITION





# CYBER

# MODULAR FASHION

MODULAR FASHION AS A FRESH WAY OF BECOMING SUSTAINABLE  
ONE ITEM WITH MULTIPURPOSE OUTCOMES  
MINIMISING WASTE AND FAST FASHION ETHOS  
ON TREND ITEMS THAT CAN BE WORN AS OUTFITS OR SEPERATES  
MODULAR FASHION AS A FRESH WAY OF BECOMING SUSTAINABLE  
ONE ITEM WITH MULTIPURPOSE OUTCOMES  
MINIMISING WASTE AND FAST FASHION ETHOS  
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MODULAR FASHION AS A FRESH WAY OF BECOMING SUSTAINABLE  
ONE ITEM WITH MULTIPURPOSE OUTCOMES  
MINIMISING WASTE AND FAST FASHION ETHOS  
ON TREND ITEMS THAT CAN BE WORN AS OUTFITS OR SEPERATES

COLOUR PAlettes 22222222

[illegible]

**Y2K STYLES WITH A CYBER FLARE**  
**INTO THE VOID** 

**BABY TEES  
CARGO  
LOW WAIST JEANS**

**MODULAR TROUSERS !!!!!  
MULTI PURPOSE**

@MIMI MOOOOOCHER

MARTIN  
SERRE  
SUSTAINABLE  
DESIGN  
ENERGY



A collage of images related to the movie 'Physical'. It features a large, stylized title 'PHYSICAL' in a bold, blocky font. Above the title, there's a banner that reads 'ORIGINAL STORY BY'. To the left, a vertical banner says 'ST. APRIL TWENTYTWO'. The collage includes several black and white photographs of the main cast members, including Rose Byrne, who is prominently featured in the center. The overall aesthetic is gritty and artistic, reflecting the film's themes.



# WHITENESS

BOOHOO  
DESIGN IDEAS  
MUSE RESEARCH  
SUSTAINABLE  
BOOHOO  
DESIGN IDEAS  
MUSE RESEARCH  
SUSTAINABLE  
BOOHOO

BY ALICE COLE  
5 November 2012

From  
J. K.  
Booth  
Beach  
F. No.

**MODULAR FASHION**  
PROMOTING LONGEVITY AND MULTI-FUNCTIONALITY

TOGGLE FASTENINGS / BUTTON OFF AREAS / JACKET BODY STRAPS / ZIP OFF TROUSERS / RECYCLED DENIM SCRAPS / PATCHWORK / ZIP OFF SKIRT / ORGANIC COTTONS / RECYCLED NYLON

WZD-0100 PD-1-Z-





# FINAL LINE UP



## ONE

RECYCLED POLYESTER BLAZER WITH BUTTON OFF DETACHABLE SLEEVES AND WAISTCOAT

SKIRT / SHRUG IN RECYCLED FAUX LEATHER

RECYCLED NYLON CARGOS WITH KNEE VENTS AND RUCHED DETAIL DOWN LEG

## TWO

RECYCLED JERSEY CO-ORD WITH BUTTON OFF SLEEVES AND HEM TO FORM A DRESS SHAPE

## THREE

BUTTON OFF WAIST TOP IN RECYCLED COTTON

RECYCLED PATCHWORK DENIM CARGO TROUSERS WITH ZIP OFF HEM TO FORM SHORT SHAPE

## FOUR

ZIP OFF SLEEVE RECYCLED DENIM PATCHWORK BOMBER

RECYCLED NYLON ZIP OFF SHORT CARGO TROUSERS



FINDING OUT WHERE EVERYTHING HAS COME FROM SUSTAINABLY IS A GOOD WAY TO ENTICE AND INTERACT WITH CONSUMERS. BY SCANNING THE CODE IT WILL SHOW WHERE FABRICS ARE SOURCED, FABRIC QUALITIES AND STEPS BOOHOO HAVE INTRODUCED TO MOVE THE BRAND INTO THE FOREFRONT OF THE SUSTAINABLE FASHION WORLD.

