

**BA (HONS) FASHION**

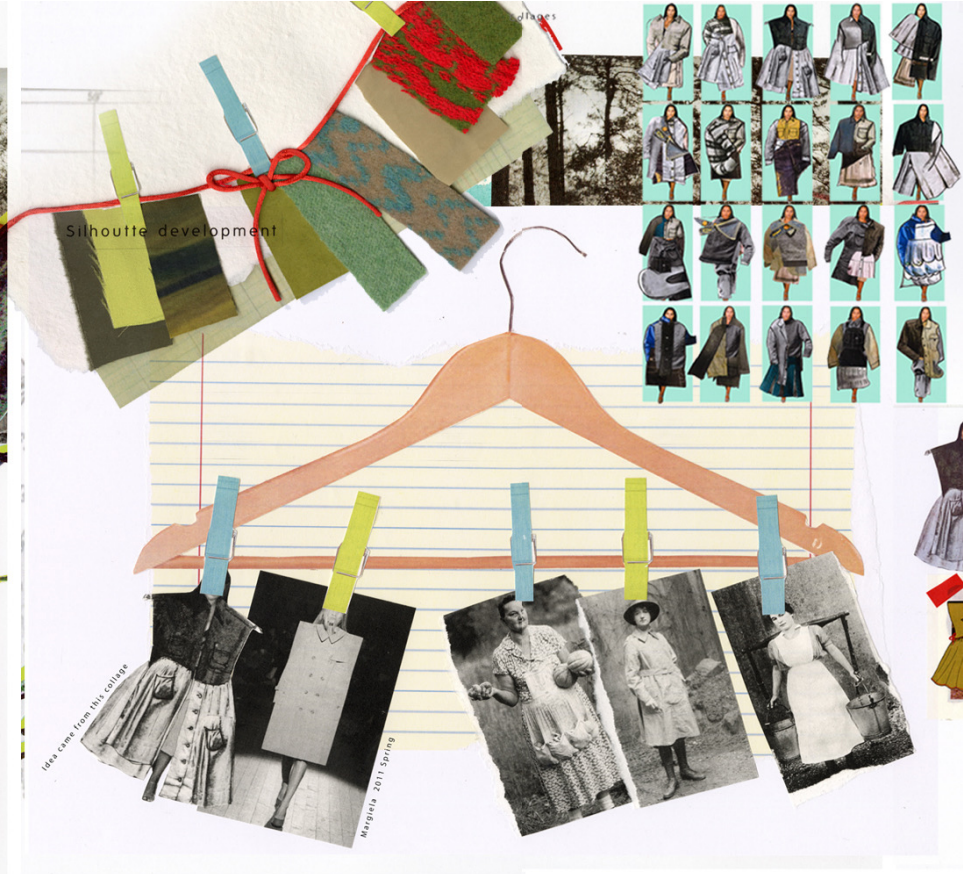
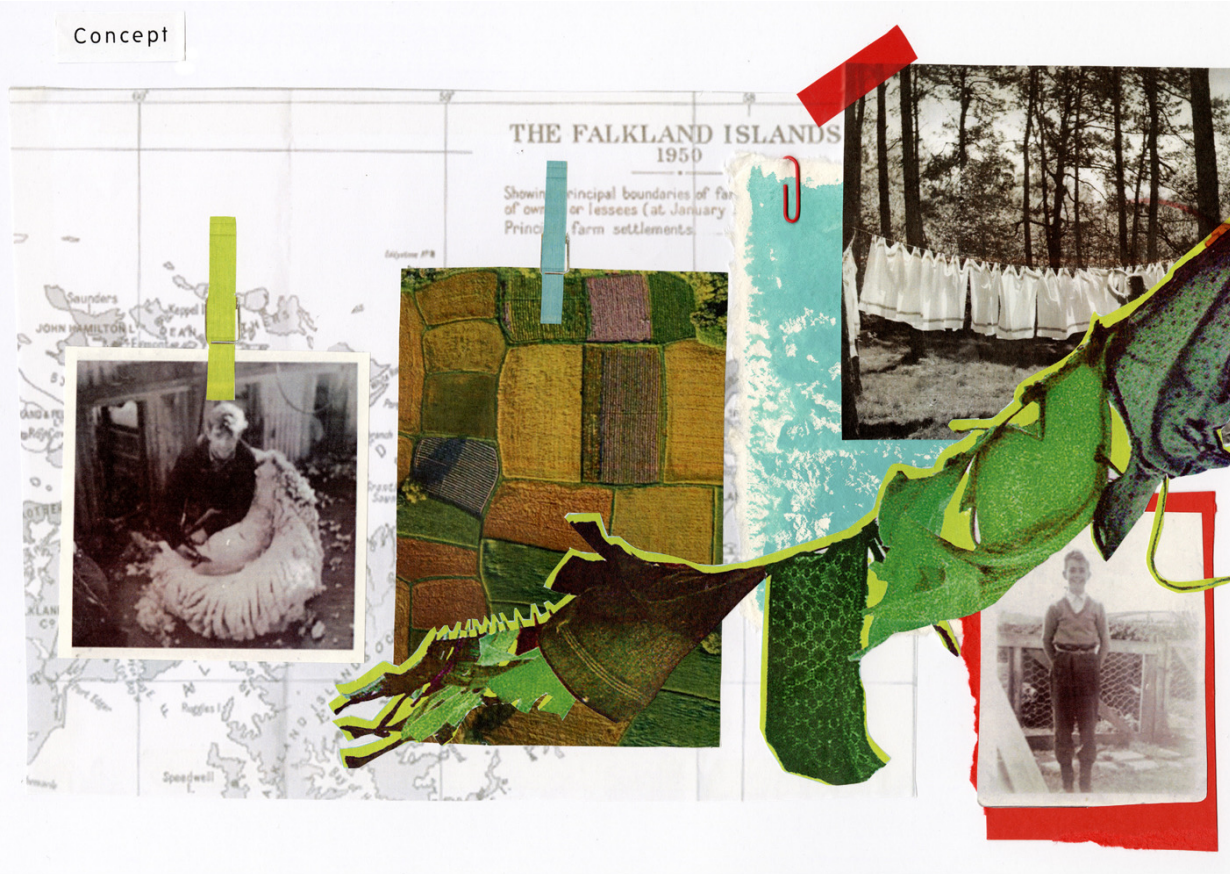
**THE FUTURE  
IS NOW**

**2024**

**ARTS UNIVERSITY BOURNEMOUTH**

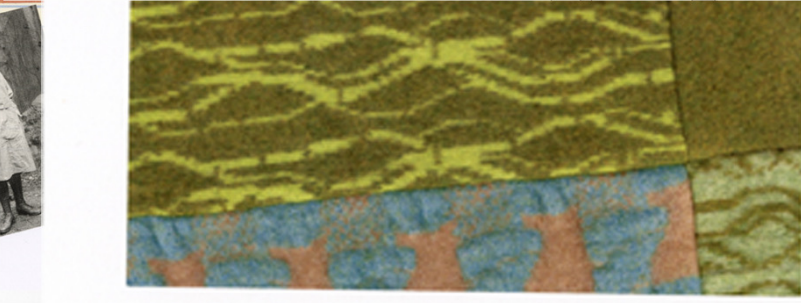
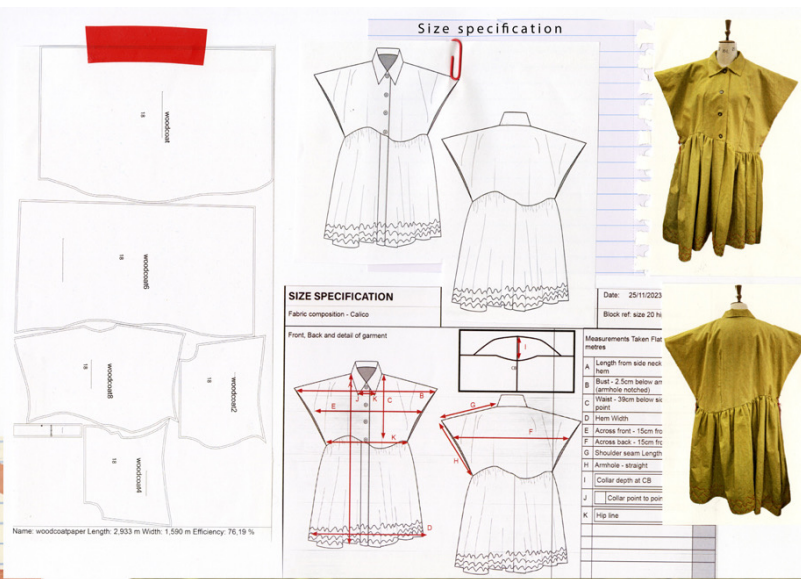
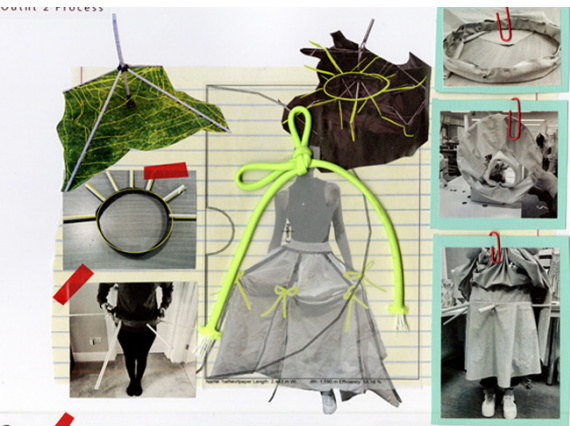
# Winner Nigel Beale Award for Fashion 2024

Concept



**Anna Miller**  
ARTS UNIVERSITY BOURNEMOUTH

# Winner Nigel Beale Award for Fashion 2024



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ARTS UNIVERSITY BOURNEMOUTH

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**Anna Miller**  
ARTS UNIVERSITY BOURNEMOUTH

Recipient of the *Porsche X Swanky Magazine Bridal Sponsorship 2024*



**Olivia Eden**  
ARTS UNIVERSITY BOURNEMOUTH

# Recipient of the *Porsche X Swanky Magazine Bridal Sponsorship 2024*



**Olivia Eden**  
ARTS UNIVERSITY BOURNEMOUTH

**Recipient of the *Porsche X Swanky Magazine Bridal Sponsorship 2024***



**Olivia Eden**  
ARTS UNIVERSITY BOURNEMOUTH

# Recipient of the GFW x Jimmy Choo Academy Scholarship 2024



**Pantalone's Fruit**

*Pantalone's Fruit is a Womenswear collection that follows an intertextual narrative inspired by fairy tales and their unapologetic blend of nonsense and reality. The allure of fairy tales lies in the journey of characters who start with nothing and end up with everything, highlighting the mundane tasks that must be undertaken daily to achieve one's aspirations. Whether it is the simple act of carrying a basket of food through the woods or gathering fruits, fairy tales magnify these ordinary actions through nonsensical and magical elements. By distorting these mundane activities, Pantalone's Fruit aims to alter the perceptions associated with routine tasks and elevate them into something extraordinary. By incorporating the stock character Pantalone from commedia dell'Arte into my own fairy tale story, the focus shifts towards the exploration of desire and fulfillment through a lens of nonsense and satire, creating a collection that paints a caricature of life.*



Concept Development

Design Development And Inspiration

Design Development And Inspiration

# Nadine El Garhy

ARTS UNIVERSITY BOURNEMOUTH



# Recipient of the GFW x Jimmy Choo Academy Scholarship 2024



# Nadine El Garhy

ARTS UNIVERSITY BOURNEMOUTH

**Recipient of the GFW x Jimmy  
Choo Academy Scholarship 2024**



**Nadine El Garhy**

**ARTS UNIVERSITY BOURNEMOUTH**

# Winner GFW Fashion Illustration Award 2024



**Holly Evans**  
ARTS UNIVERSITY BOURNEMOUTH

**Winner GFW Fashion Illustration  
Award 2024**



**Holly Evans**  
ARTS UNIVERSITY BOURNEMOUTH

# Winner GFW Catwalk Award for AUB 2024

## Moment To Arise



Moment to arise is a menswear collection inspired by the interaction between the body and bedding, offering an abstract form of comfort and security, in lines of uncertainty spanning the globe. Using a multi-layered approach to pattern cutting, moving through 2D and 3D techniques. Using experimental drapes of bedding on the stand and body to inform design ideas and silhouettes. Translating them into garments by using elements of subtraction cutting combined with commercial blocks to create innovative silhouettes, emulating bedding features, while retaining functionality and wearability, the fundamentals of menswear. Developing this technique by using half scale foiles, digitising, and manipulating patterns on Lectra and prototyping designs in Clo3D to inform a more sustainable and less wasteful streamlined workflow. A local colour palette has been utilised to draw attention to the silhouette of garments and emphasise drapes and creases with soft finishes of ties and buttons paired with natural fibres, cotton and linens have been used to imitate details of bedding.



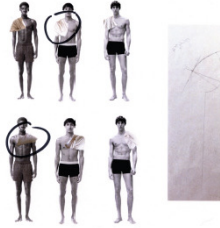
Using half scale to recreate models when experimenting with patterns, the pattern involved a circle with a smaller circle cut out and a bodice with the same circumference seen in making the circle wearable.



The jacket contains two layers that are pulled through the centre back making the jacket fully hooded.



The way bedding interacted with the body inspired the silhouette of the circle leading to experimentation with collaging shapes of bedding and applying them to the person.



bedding inspired ties



# Emily Lanham

ARTS UNIVERSITY BOURNEMOUTH

# Winner GFW Catwalk Award for AUB 2024



# Emily Lanham

ARTS UNIVERSITY BOURNEMOUTH

**Winner GFW Catwalk Award for  
AUB 2024**



***Emily Lanham***  
**ARTS UNIVERSITY BOURNEMOUTH**

**Winner GFW NEXT Trend  
Forecasting Award 2024**



**Nicole Singleton**  
ARTS UNIVERSITY BOURNEMOUTH



**Winner GFW NEXT Trend  
Forecasting Award 2024**



**Nicole Singleton**

**ARTS UNIVERSITY BOURNEMOUTH**

**Winner GFW NEXT Trend  
Forecasting Award 2024**



**Nicole Singleton**

**ARTS UNIVERSITY BOURNEMOUTH**

**Winner *British Fashion Council*  
Student *Fashion Initiative* 2024**



**Jodie Alford**  
ARTS UNIVERSITY BOURNEMOUTH

# Winner British Fashion Council Student Fashion Initiative 2024

## Balance

A/W24

jodiealford2@gmail.com  
Instagram: @jodiesstudio



**Balance** is an A/W24 **womenswear** collection. The concept centres around the struggle to find an ideal **work/life balance**, stemming from an ambition to start a family and simultaneously build a brand. This is symbolised through a juxtaposition of **tailoring** and **knitwear**.

It was important for this collection to be as **eco-conscious** as possible, resulting in the fabrics being exclusively **deadstock**. These were sourced through a collaboration with Mother of Pearl, as well as Parisian deadstock shops that source end of roll fabrics from the luxury fashion industry.

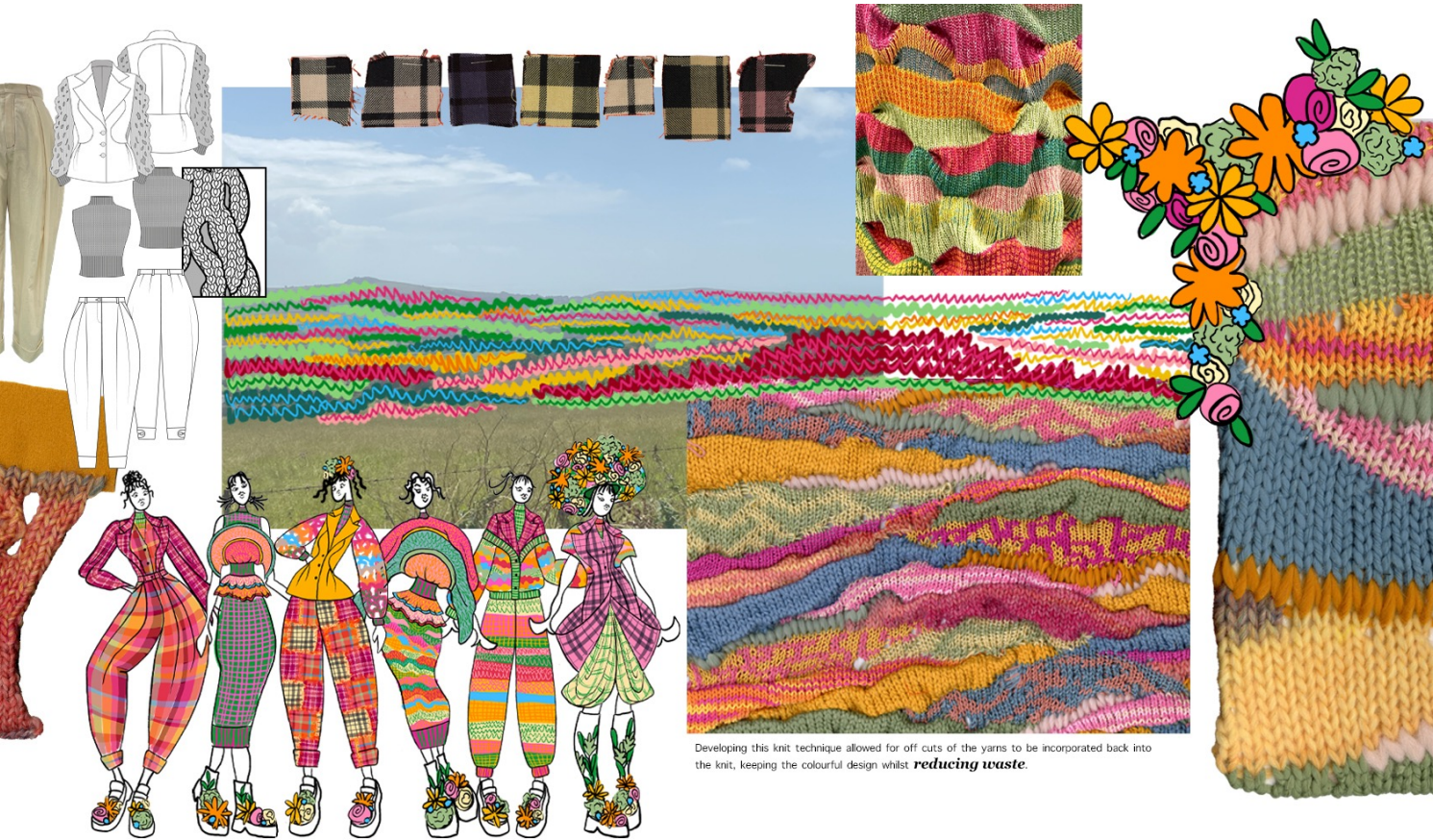
**Melange Wool** was used for my fine yarns. This was dyed straight on top of the **natural** colour of the **sheep**, cutting out the harmful bleaching process.

All buttons are made from **Corozo** which is harvested from the nuts of a Tagua Palm Tree, acting as a **natural plastic alternative**. They are printed with ECO-UV to match the fabrics.

# Jodie Alford

ARTS UNIVERSITY BOURNEMOUTH

# Winner British Fashion Council Student Fashion Initiative 2024



Developing this knit technique allowed for off cuts of the yarns to be incorporated back into the knit, keeping the colourful design whilst **reducing waste**.



# Jodie Alford

ARTS UNIVERSITY BOURNEMOUTH

**Winner British Fashion Council  
Student Fashion Initiative 2024**



**Jodie Alford**  
ARTS UNIVERSITY BOURNEMOUTH

# Digital Fashion Specialism

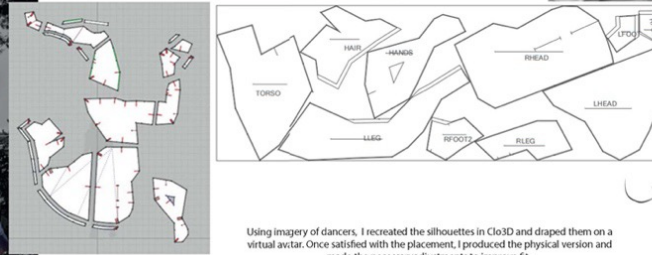
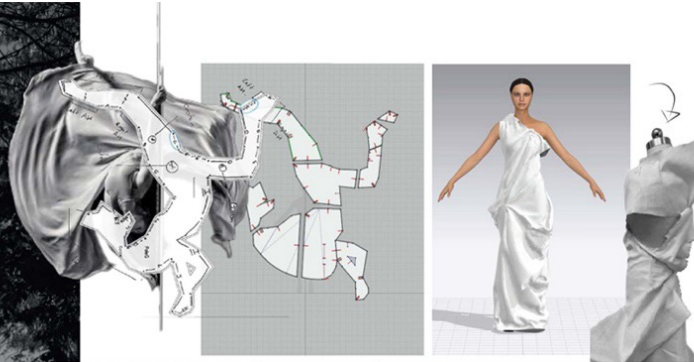
## Project 12:01

### Synopsis

Introducing Project 12:01 – a visionary fusion of sustainable fashion and cutting-edge technology. Through pioneering virtual design and prototyping methods, this collection redefines the fashion landscape, offering a glimpse into a more sustainable, reactive, and innovative future for the industry.

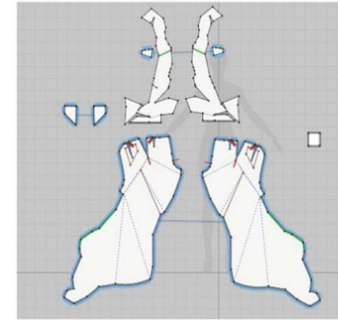
Inspired by the graceful movements of dancers, Project 12:01 seamlessly blends day and night wear, transcending conventional boundaries. Each piece embodies fluidity and innovation, driven by digital design methodologies that defy physical constraints. The collection showcases intricate digital sublimation prints on lightweight mesh fabric, creating vibrant dresses that celebrate the beauty of movement.

Groundbreaking pattern methodologies and garment conception techniques lie at the heart of this collection, pushing the boundaries of digital design and the capabilities of virtual reality within a fashion space. Through the lens of virtual reality and digital technologies, Project 12:01 introduces a new era of fashion, where creativity is intertwined with digital innovation.



Using imagery of dancers, I recreated the silhouettes in Clo3D and draped them on a virtual avatar. Once satisfied with the placement, I produced the physical version and made the necessary adjustments to improve fit.

Repeating this process, I experimented with different designs through virtual reality for manipulation and design generation, eventually finalising my garments to produce a six-outfit line-up. This approach allows for achievements that would be nearly impossible through traditional physical methods alone due to the complexity of each garment.



While refining my abstract digital draping technique, I delved into its potential applications for creating various garments, including trousers, jumpsuits, and coats. I also focused on refining the fit of these garments on a human form by adjusting the digital patterns to align with my design concept.



# Holly New

## ARTS UNIVERSITY BOURNEMOUTH

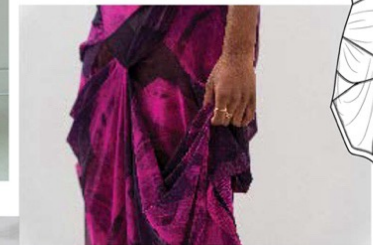
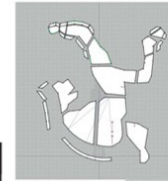
# Digital Fashion Specialism



Importing my physical draping experiments into virtual reality, I extracted key lines to form 3D sketches. Using these sketches, I then developed new garment ideas from my work, leveraging virtual reality to help with design generation from previous toiles.



Virtual reality drawings from retro-cyberpunk media turned into abstract prints through sublimation print.



## Holly New

ARTS UNIVERSITY BOURNEMOUTH



# Digital Fashion Specialism

## HOW CAN 3D SIMULATION ADVISE ON FIT?

The main benefit is seeing measurements such as pant length, chest circumference, neckline circumference and other key areas.

Knowing how the fabric will react and fall on the body will give the consumer confidence to buy or not.

Additionally, there is a variety of maps that can be applied to the fabric to advise on certain aspects of fit.

The stress and strain maps above & below show garment distortion due to external stressors. Whereas the pressure map (right) reveals where the garment strongly contacts the body.

In the bottom right the fit map denotes where the garment is tight, in a range from tight - very tight - can't wear



## USING BODY SCANNING TO CREATE BESPOKE FIT ACCURATE AVATARS

The online shopping industry is extremely wasteful... With the amount of online returns rising every year as fast fashion overtakes societies dopamine addicted brains, the environment takes a massive toll from unsold/throwaway items.

So what causes the vast majority of returns?

Misconceptions in fit.

To counter this, my business model uses high-tech body scanning to accurately capture the measurements of the consumer.

With this information, a digital avatar can be created that accurately resembles the consumer's size and shape!

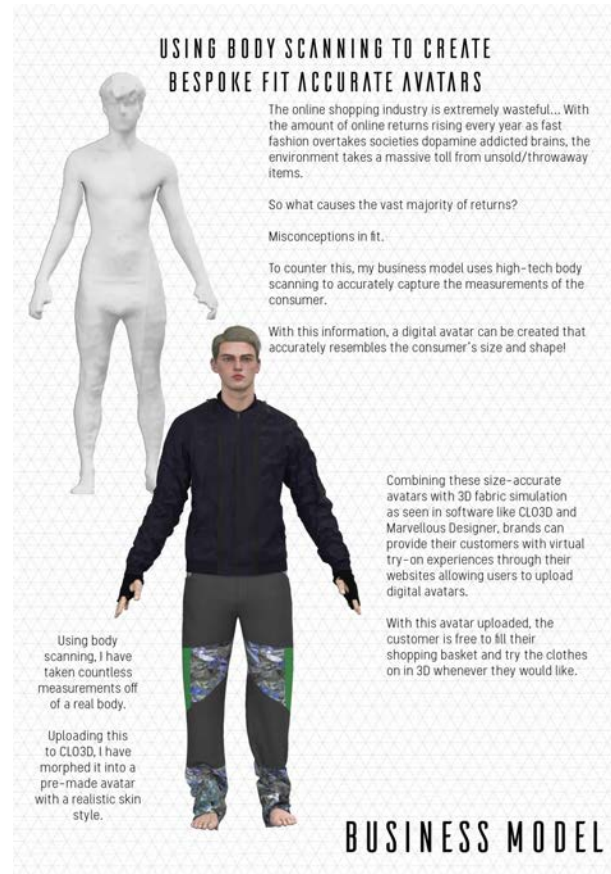
Combining these size-accurate avatars with 3D fabric simulation as seen in software like CLO3D and Marvelous Designer, brands can provide their customers with virtual try-on experiences through their websites allowing users to upload digital avatars.

With this avatar uploaded, the customer is free to fill their shopping basket and try the clothes on in 3D whenever they would like.

Using body scanning, I have taken countless measurements off of a real body.

Uploading this to CLO3D, I have morphed it into a pre-made avatar with a realistic skin style.

### BUSINESS MODEL



# Alex Matheson

## ARTS UNIVERSITY BOURNEMOUTH

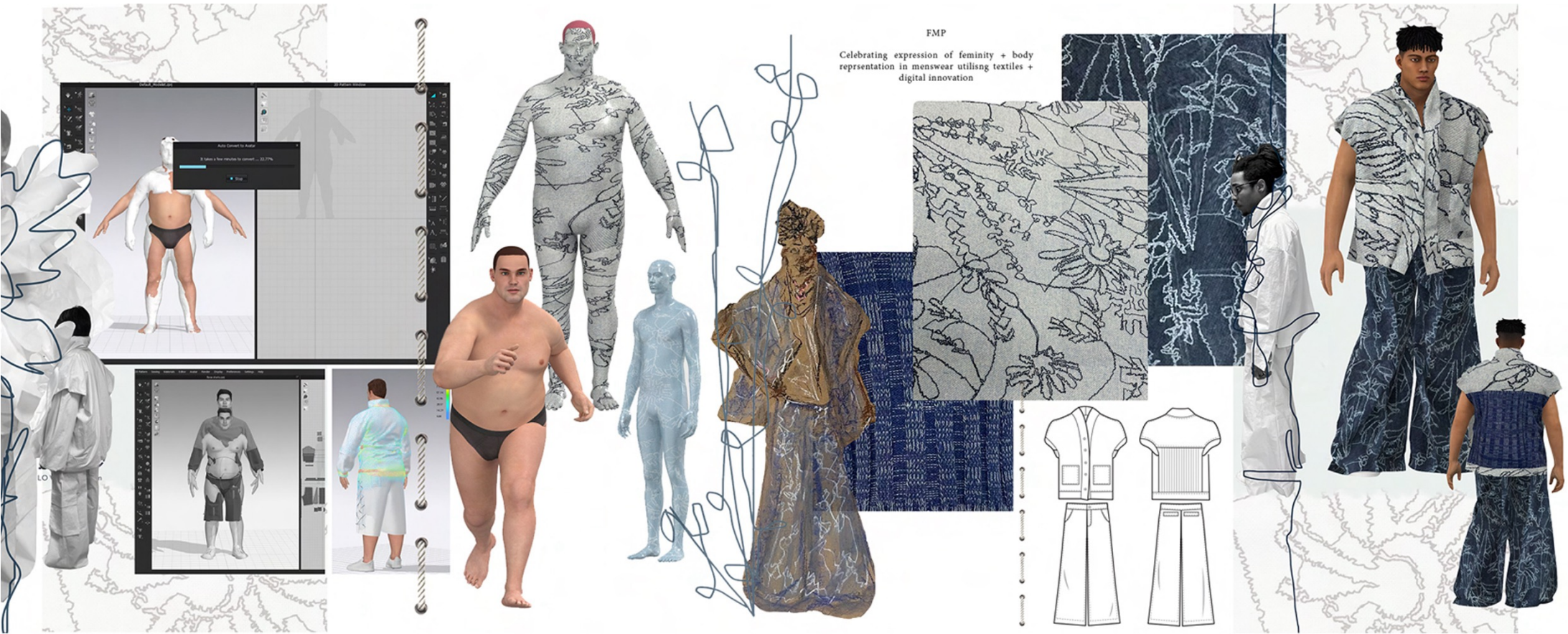
# Winner GFW Digital Fashion Award 2024



# Emma Andrews

ARTS UNIVERSITY BOURNEMOUTH

# Winner GFW Digital Fashion Award 2024



# Emma Andrews

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**Winner GFW Digital Fashion  
Award 2024**



**Emma Andrews**

**ARTS UNIVERSITY BOURNEMOUTH**

# Digital Collaboration GFW Show Opening



**Emma Andrews and  
Alex Matheson**

**ARTS UNIVERSITY BOURNEMOUTH**

**Digital Collaboration  
GFW Show Opening**



***Emma Andrews and  
Alex Matheson***

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**BA (HONS) FASHION**

**THE FUTURE  
IS NOW**

**THANKYOU**

**ARTS UNIVERSITY BOURNEMOUTH**