

HAG



My concept 'Hag' is about idyllic women who feel invisible in our society.

COLOUR//FABRIC

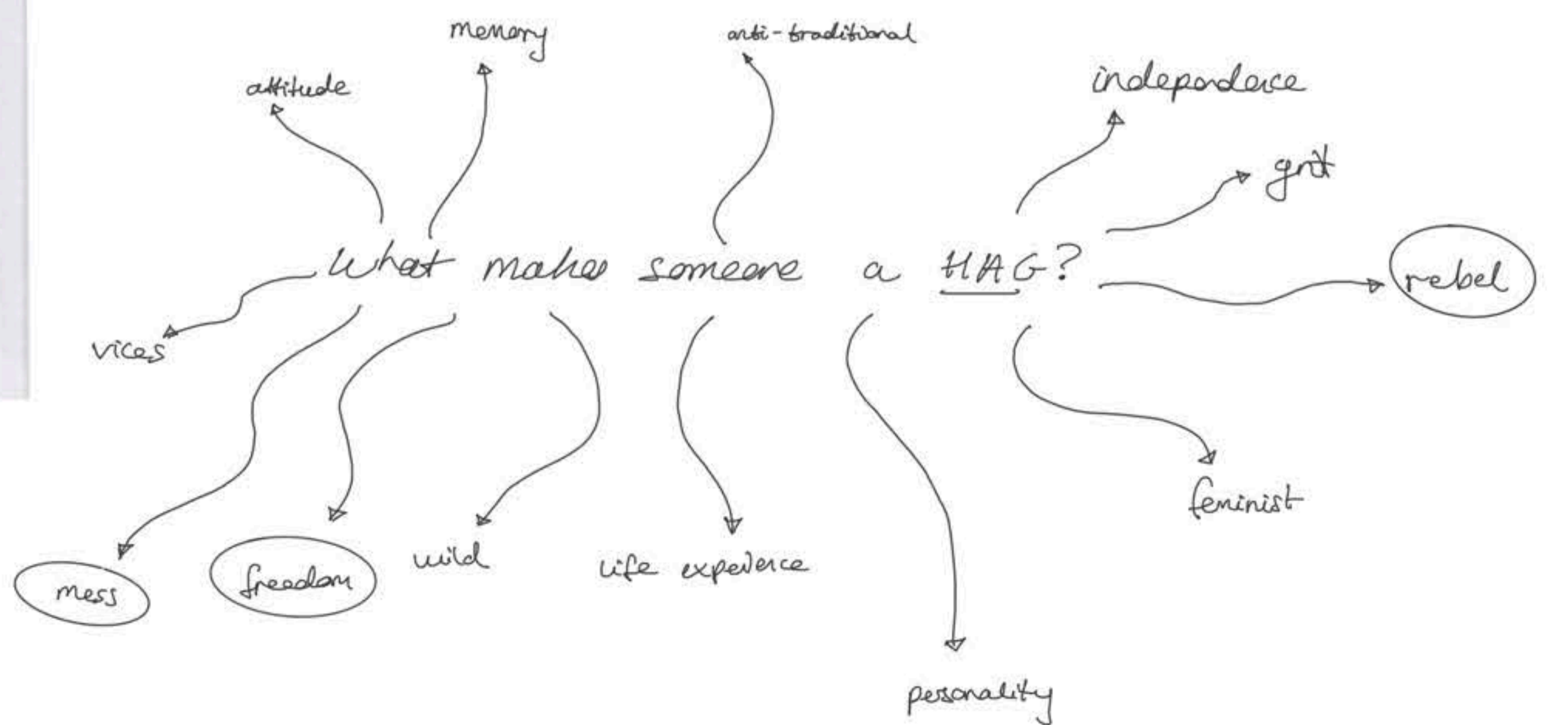


The colours I have used in my collection were collected from the typical English grandma's house. In order to create a feeling of nostalgia and an aged aesthetic.



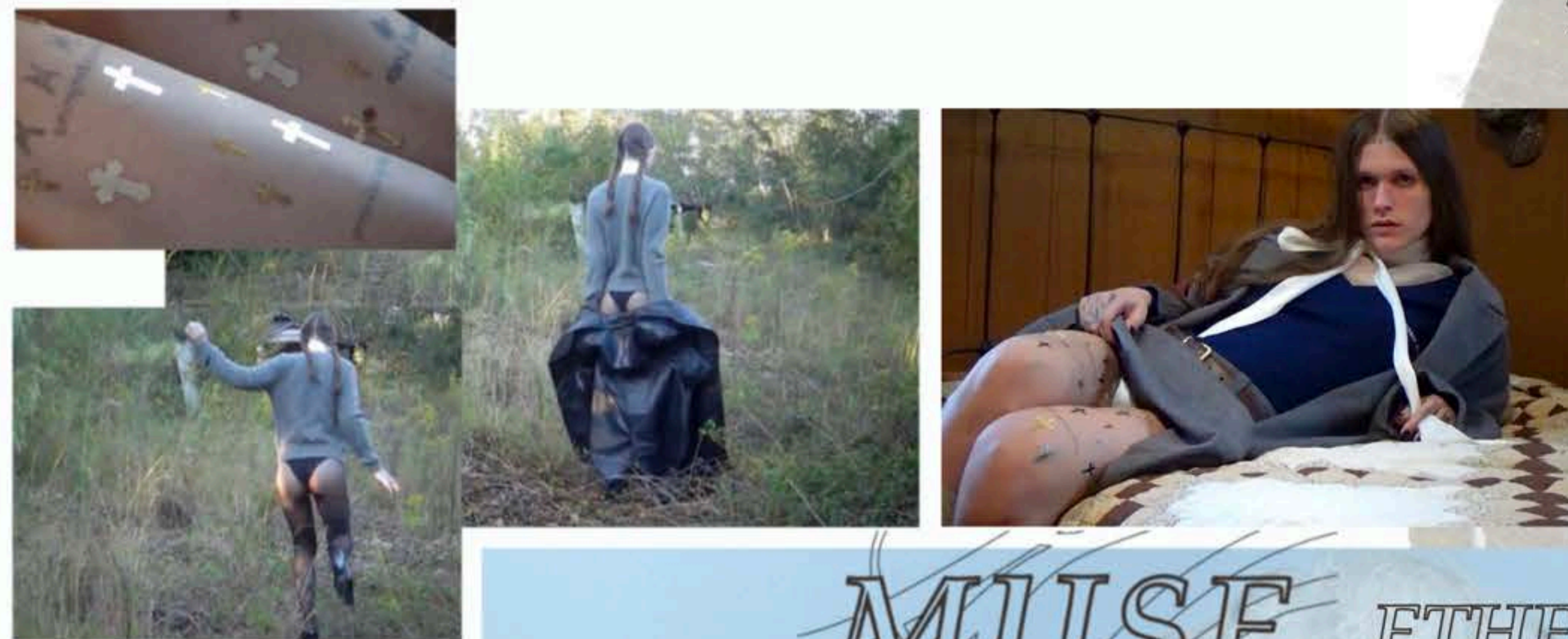
Although I'm glorifying older women in my concept 'Hag', I'm still designing for a cool rebellious younger audience. I will say that this doesn't mean I want only young people wearing my clothes.

TRIBE



why is she a HAG?
 (in the past)

- struggle
- mistreatment
- unapologetically themselves
- shamed
- wisdom
- self love
- uninformed a lot
- proud



MUSE ETHEL CAIN



My chosen muse is Mayales Silva Anacleto's otherwise known as her alias 'Ethel Cain'. She embodies the tough gothic feminine that I really want to see in my final collection. As well as her overall aesthetic I have chosen her because her work fits well next to my concept. Ethel is releasing a trilogy of albums, each one in the imaginal voices of herself, her mother and grandmother. Conceptualizing three generations of women. This alongside my 'Hag' concept is a really inspiring combination.

CAD // Lasercutting
Sampling:



I started by lasercutting strips to create the feeling and movement of hair but it looked boring and just like plain fringe. However I did learn that the laser cutter worked best in denim and cotton drill.

I did consider using card to make interesting pieces, it was an idea I wanted to explore but the idea of creating my own textile excited me more.



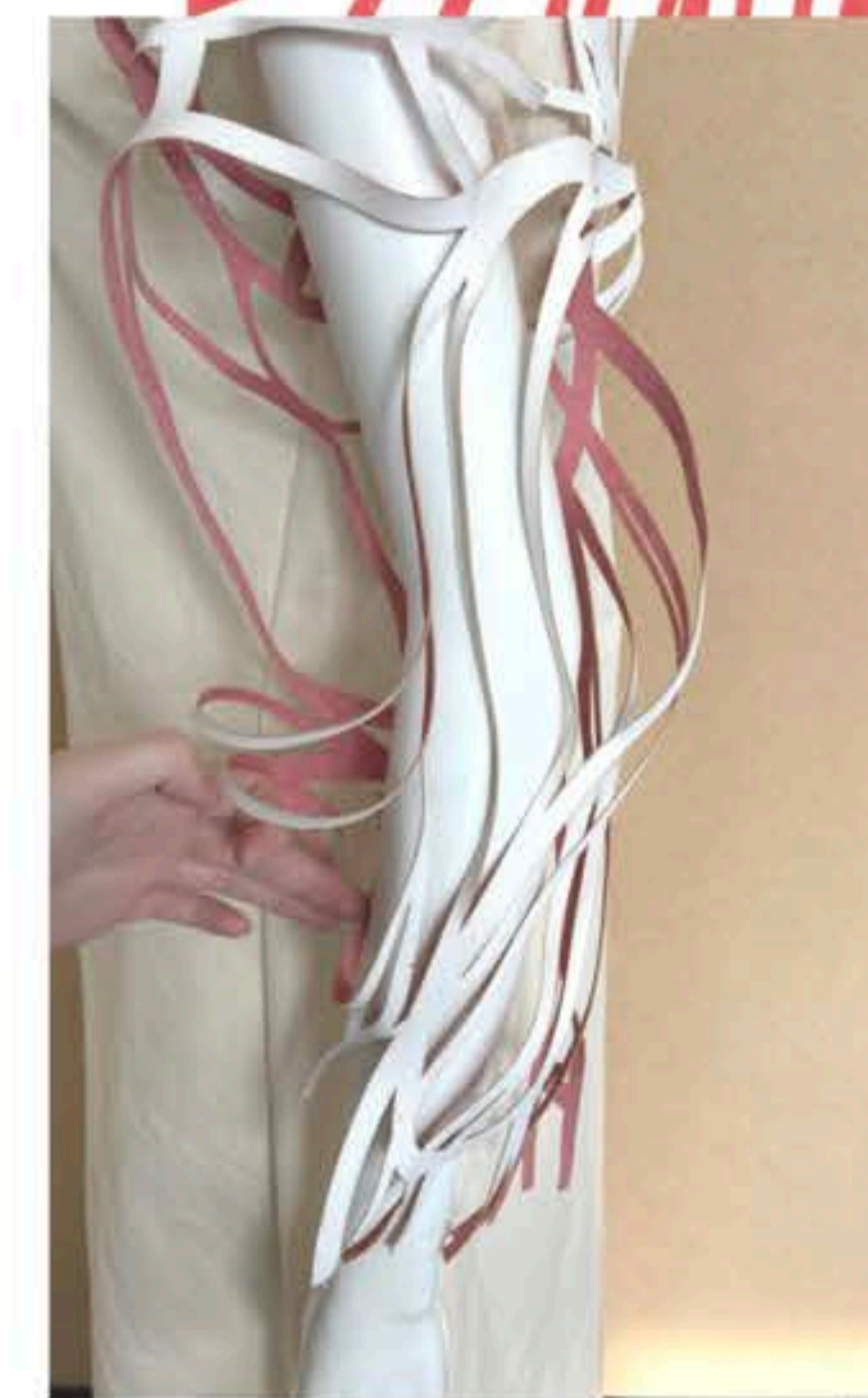
I took samples of my lacey fabrics to laser-cut and although the draping effect was cool, I felt it looked too messy and not like the finished garment I wanted to have.



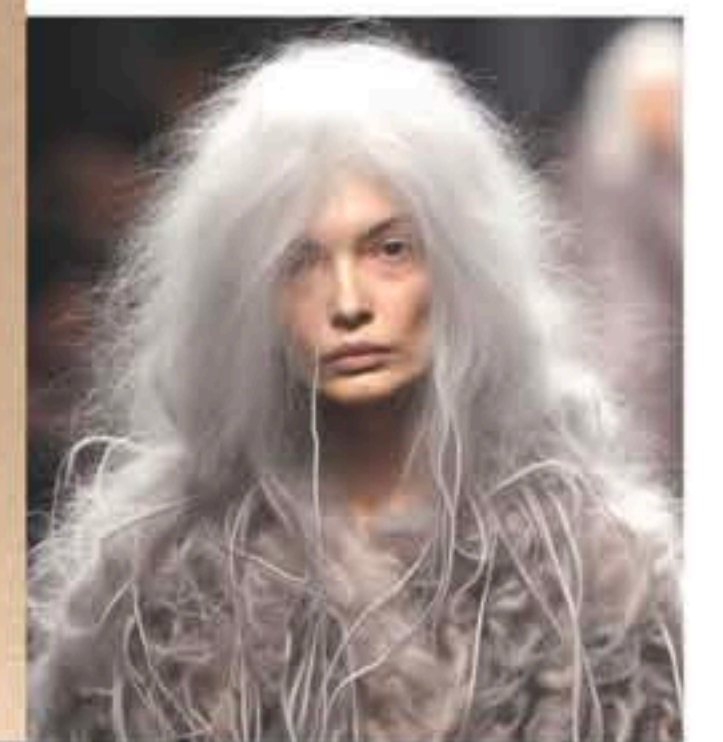
I achieved the messy and 'Messy' vibe with this draping of laser-cut samples but wasn't very excited with this outcome.



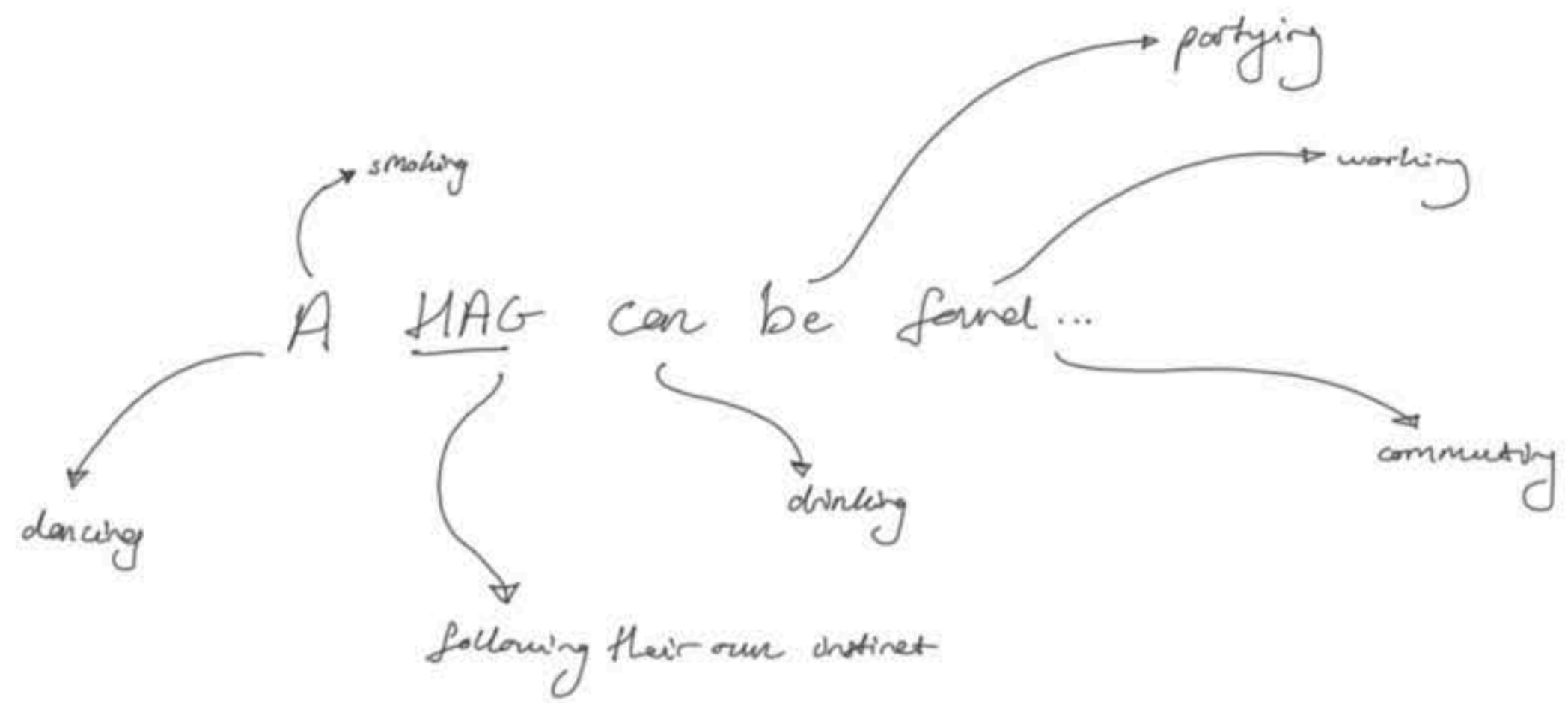
→ sturdier approach?



The first successful sample that I loved, was when I bonded two fabrics together with Bondaweb. I used a cotton Drill and lightweight denim and wanted to develop the two-tone level of sample further.



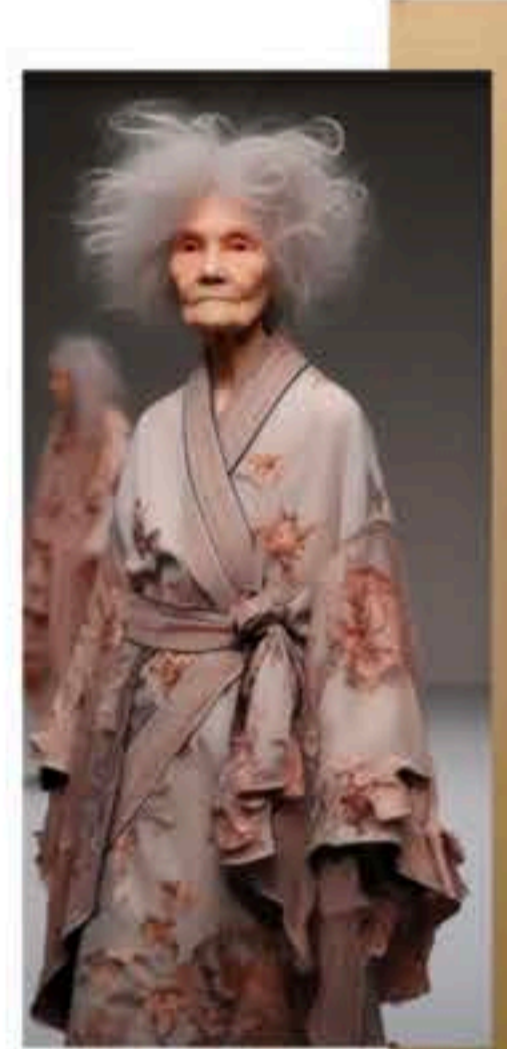
The thicker Jacquard fabric didn't laser-cut very well, I would need a base or stayer to maintain its shape.



The struggle was that there was a way that was what the laser-cutting samples because too much or too messy. I had to test some possible outcomes to avoid this.



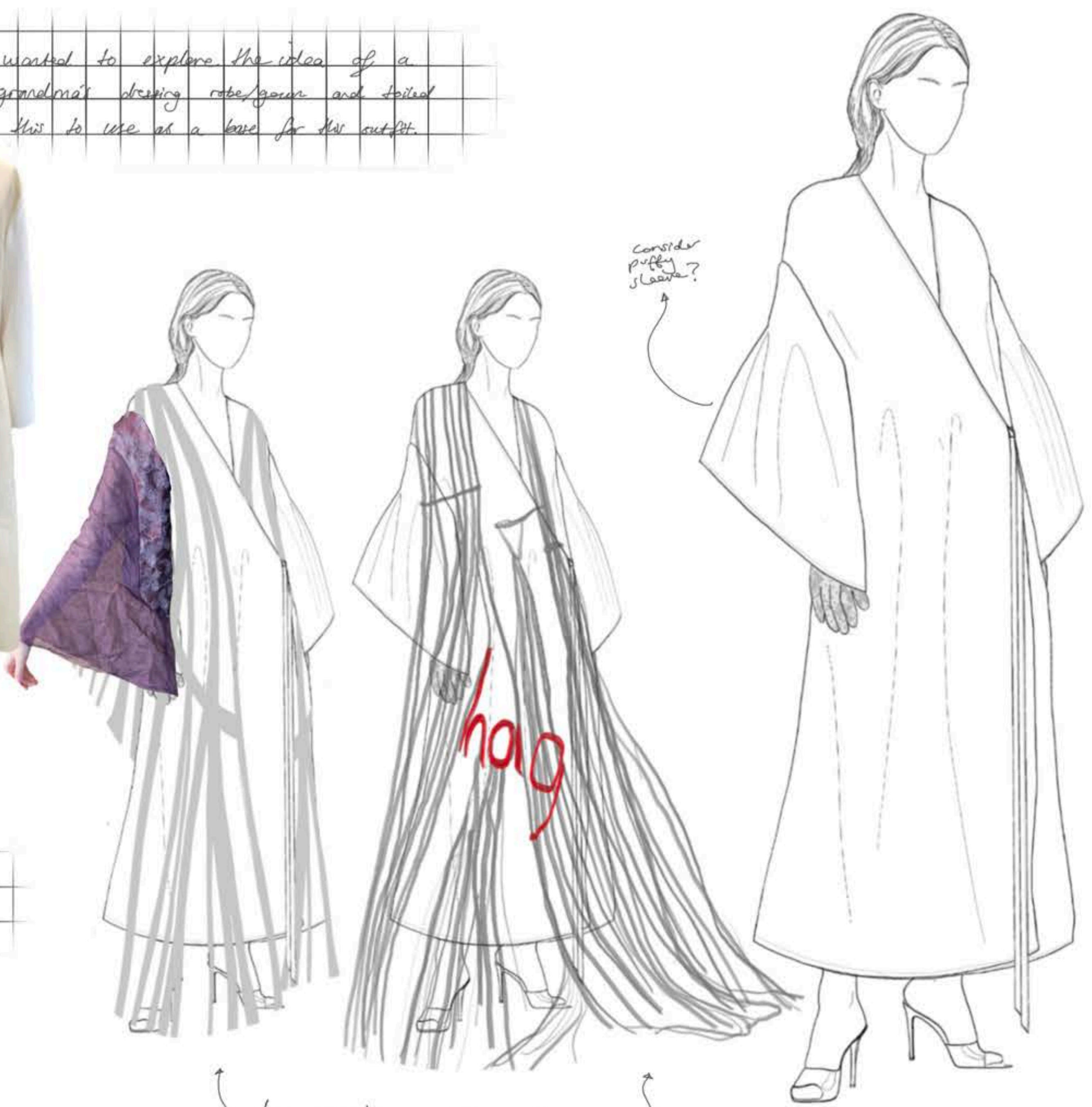
The garment was abstract to feel too modest for my chosen tribe. Here are two alternatives exploring a more revealing outcome.



I wanted to explore the idea of a grandma's dressing robe/gown and failed this to use as a base for her outfit.

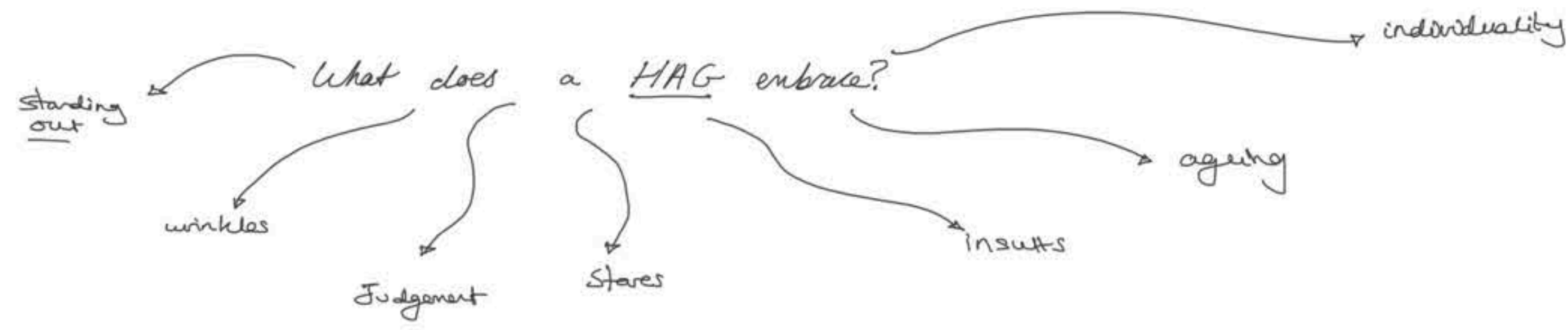


I wanted to explore draping the 'vine' sample over the garment on a bigger scale.



two possible variations of potential laser-cut draping

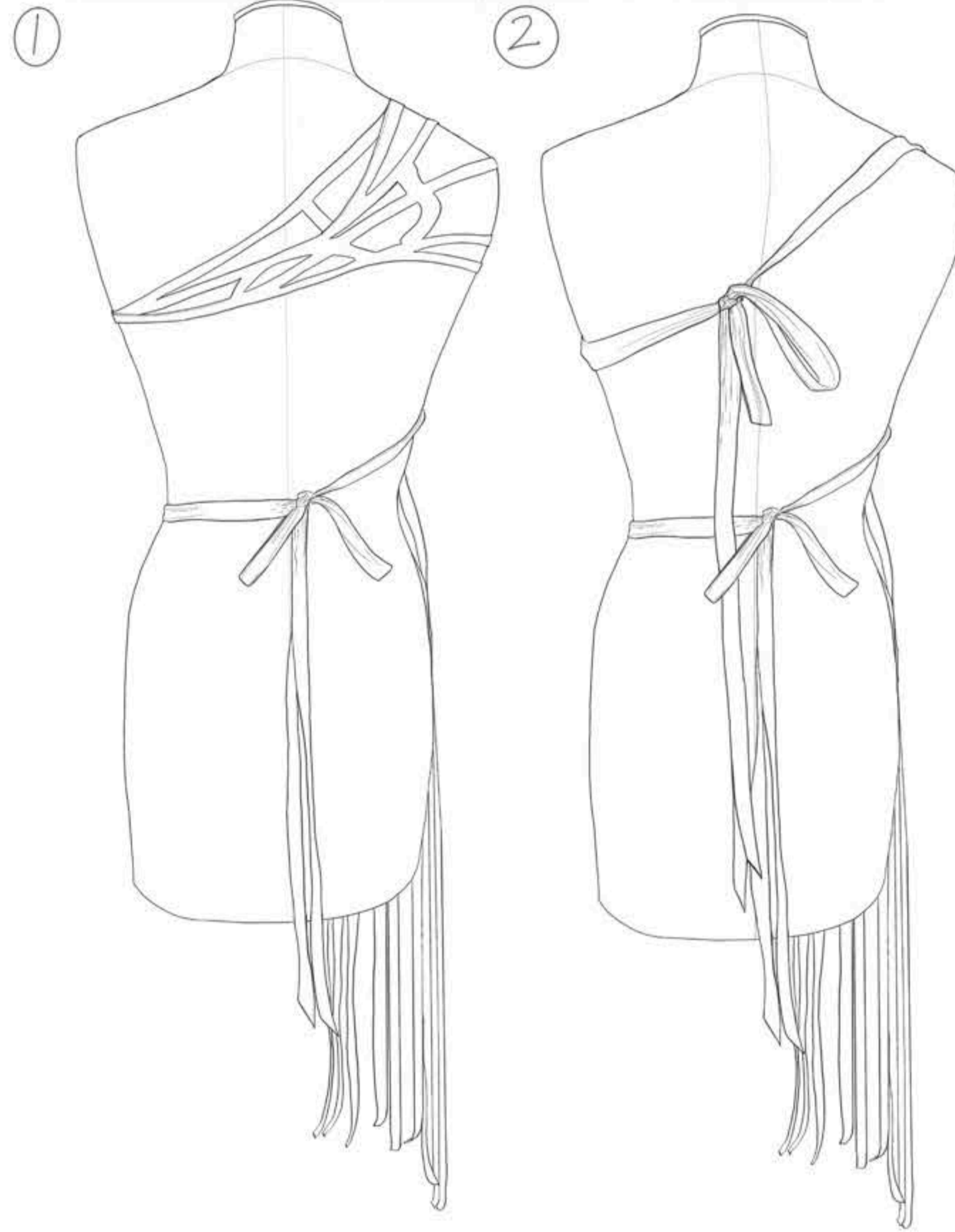
Although I really liked these outcomes, the laser-cut off shoulder doesn't work and ruins the whole point of the dressing gown following. I need to find a way to make the poetry of the idea functionally.



I realised after sketching that the laser-cut samples could be placed closer to the body. I took this idea from the sample and started to develop it.



I wanted to use ties as a fastening for the garment. This is because the nature of the garment requires it to be as close to the body as possible.



This is my favorite outcome. I like the asymmetry of the piece.

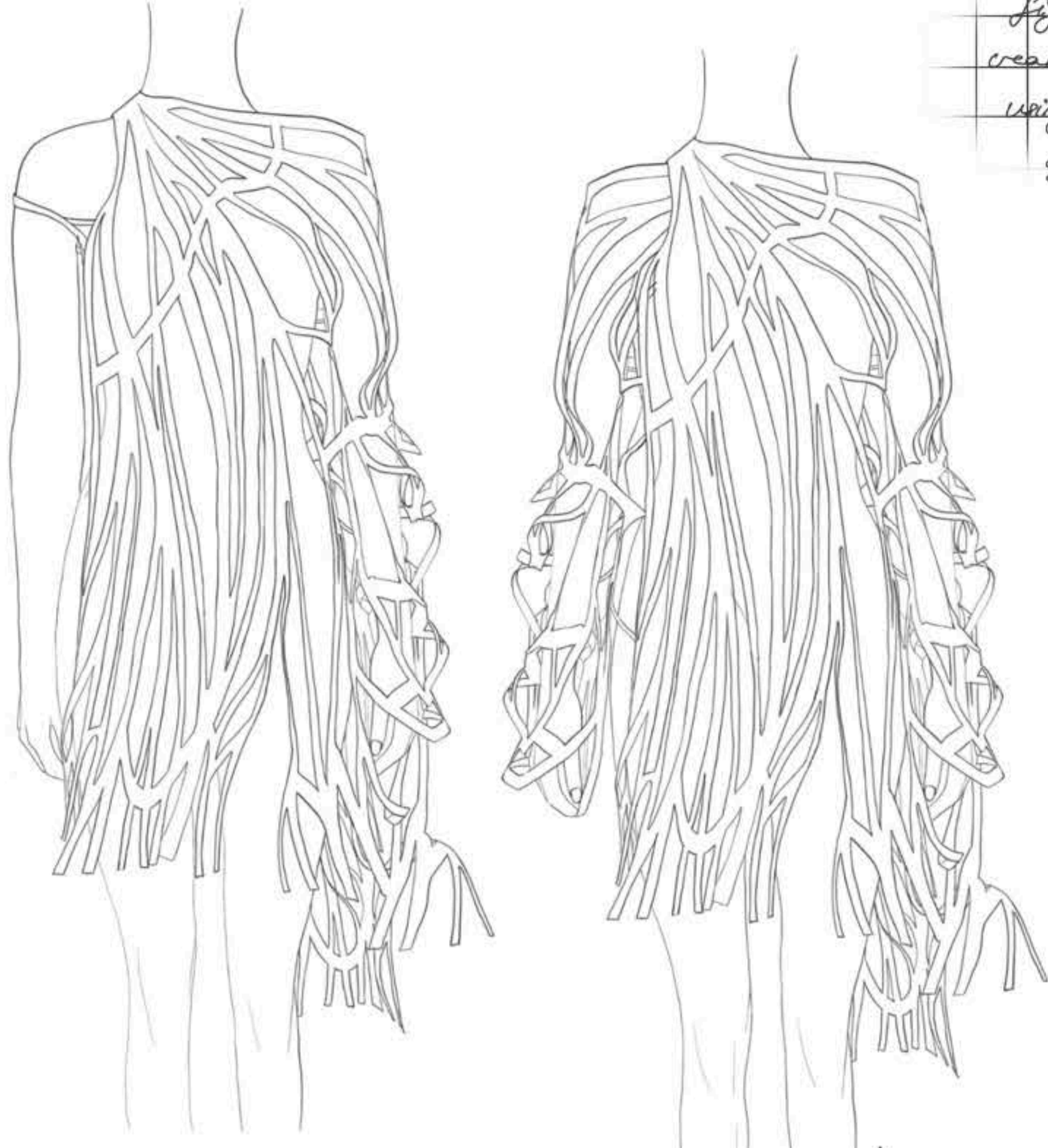


Here is a larger version that is less cropped, I like it more but it wouldn't sit well under the robe dress.

It took a lot of fiddling on the machine, bit by bit, to get the top to sit close to the body on its own without having to put cups or boning in.



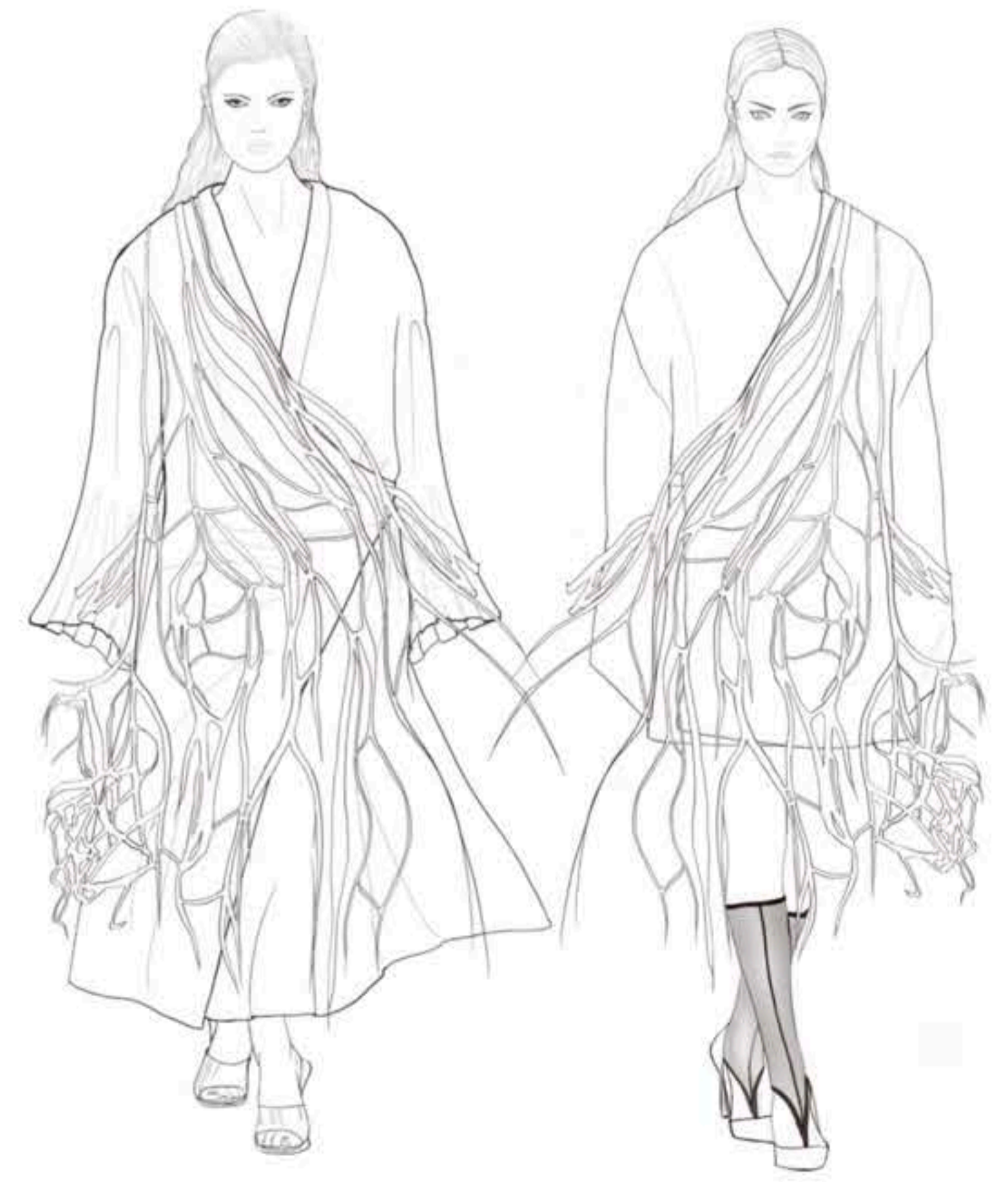
This page is about figuring out how we can create the previous outfits using two garments instead of one.



Could the garment underneath be a dress?
Sleeves? would they work underneath the dress?



I put this idea into FH and developed it. It definitely helped me visualize what would be more flattering.



I explored the idea of robe sleeves but I ended up making the garment too costumey.

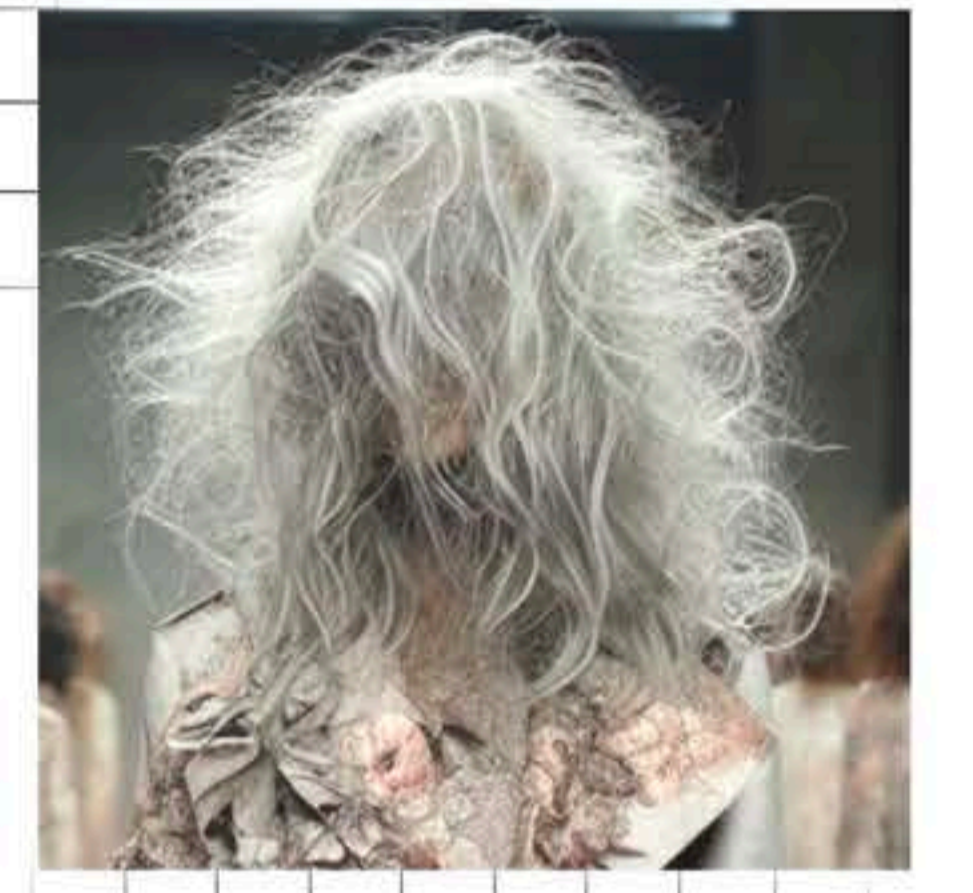
Less dense give off more of a draped robe feel.

Sleeves are nice to give the sense of a traditional robe.

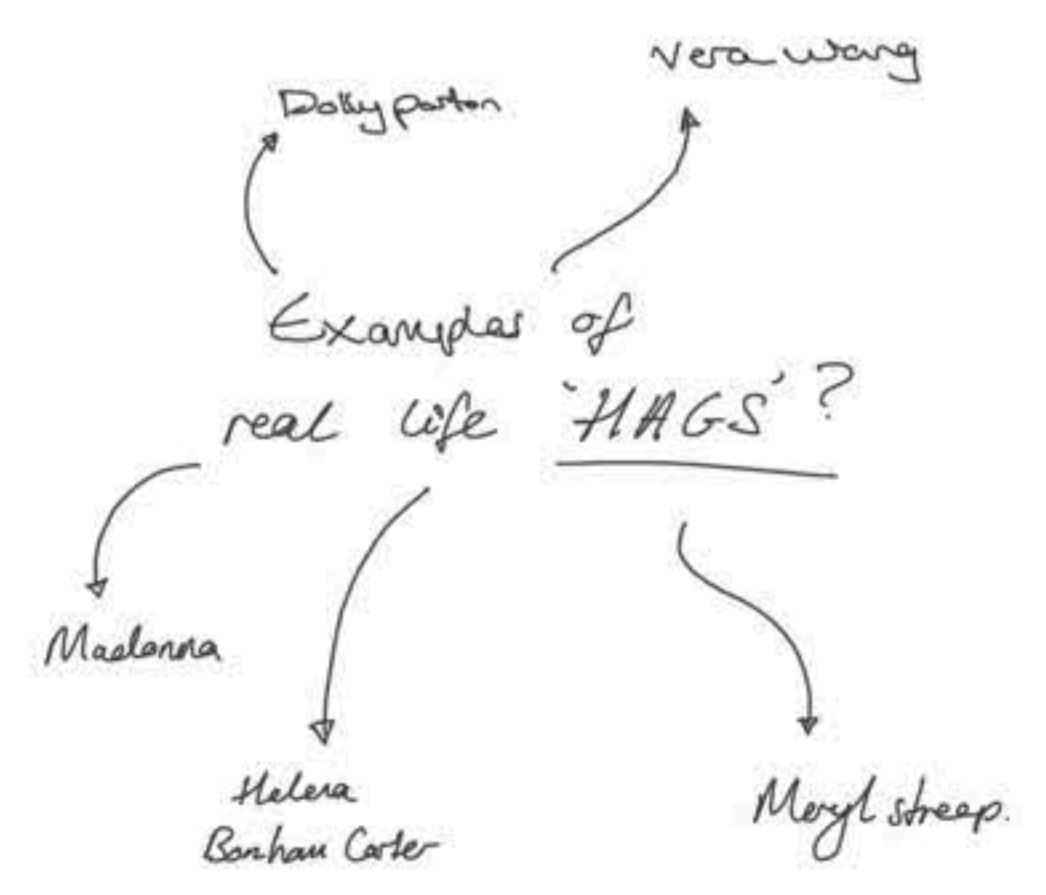
The dress is designed to be loosely tied and off shoulder slightly.



Trench Variation
At one point I considered designing a trench coat instead of a dress but it wouldn't suit my tribe.



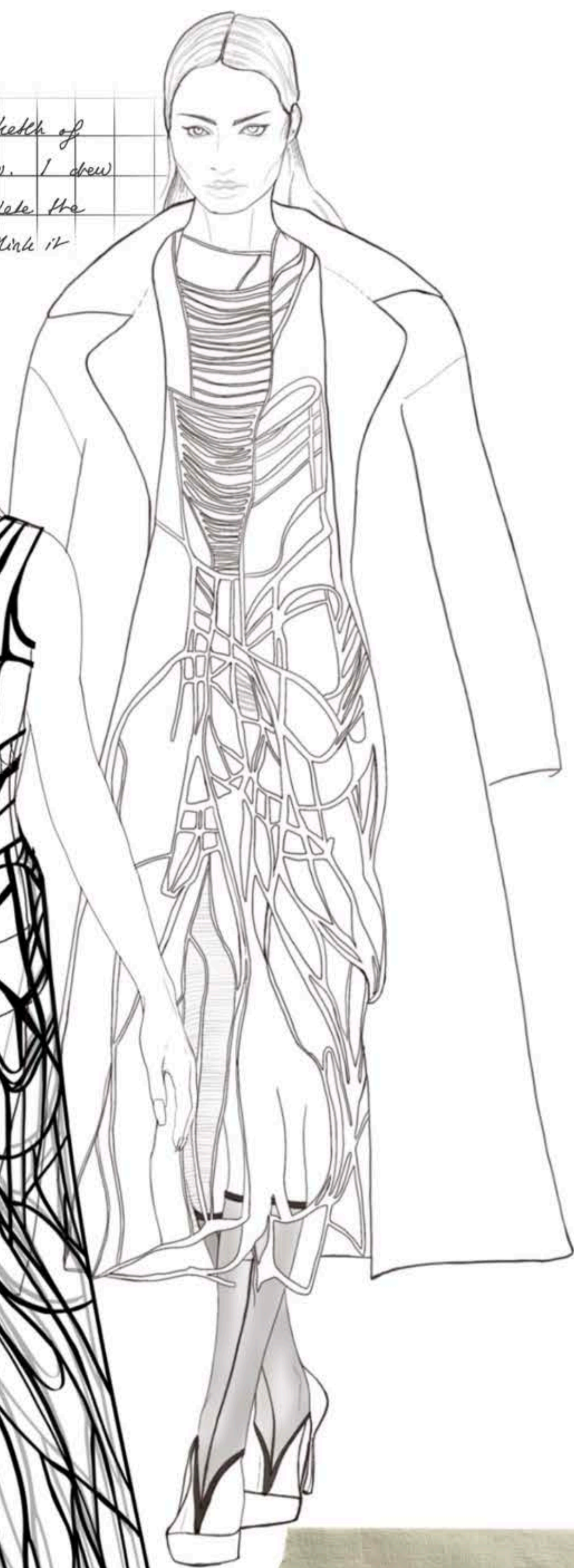
The messy unkempt hair of old ladies created by AI.



I wanted to use a high quality cord to do the forgetting bridge stitches, but it held the shape terribly so used a normal embroidery thread.



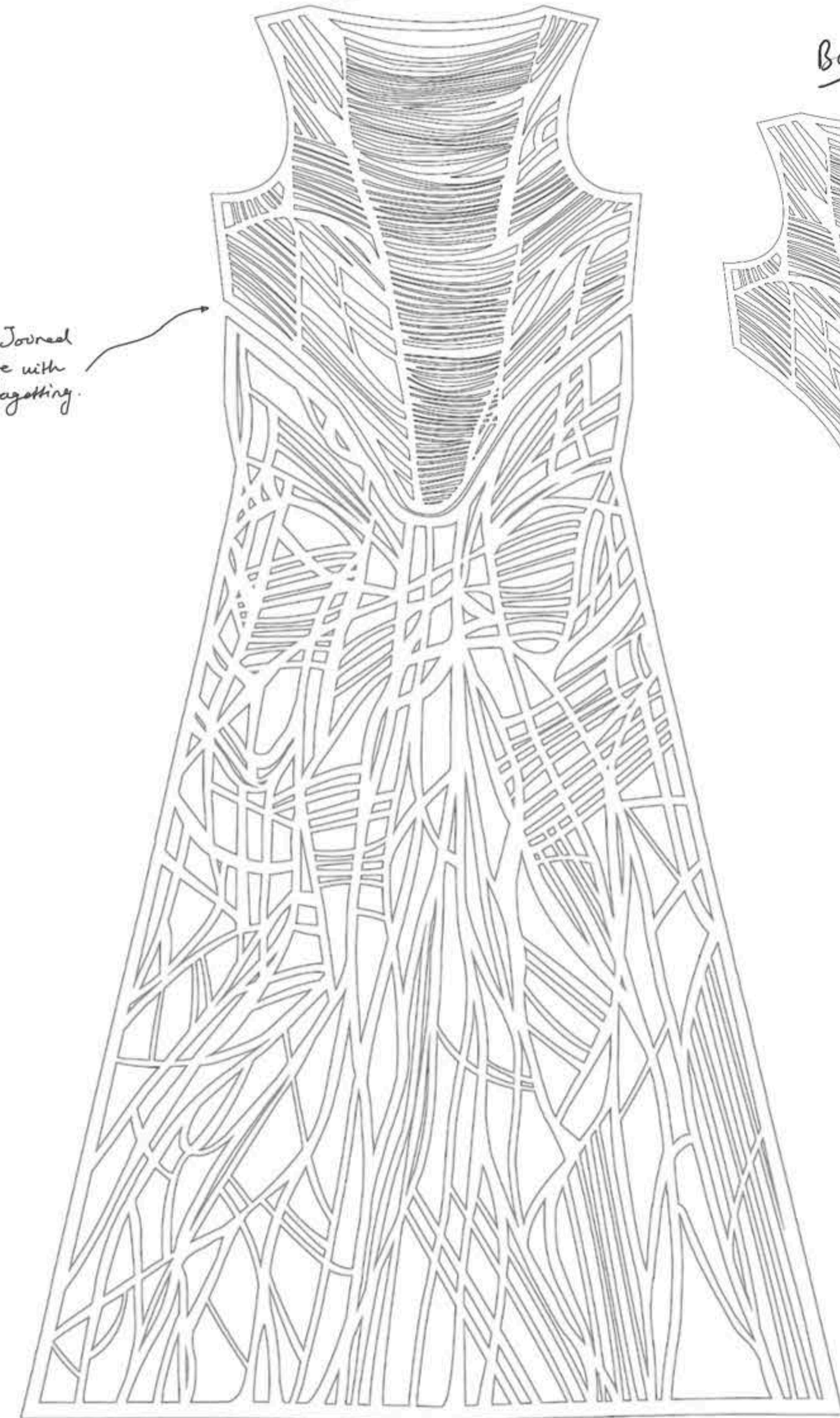
First initial sketch of fully lasercut dress. I drew a coat to complete the outfit but I don't think it reads it.



Final sketch of CAD lasercut look. Dress seamed at waist.

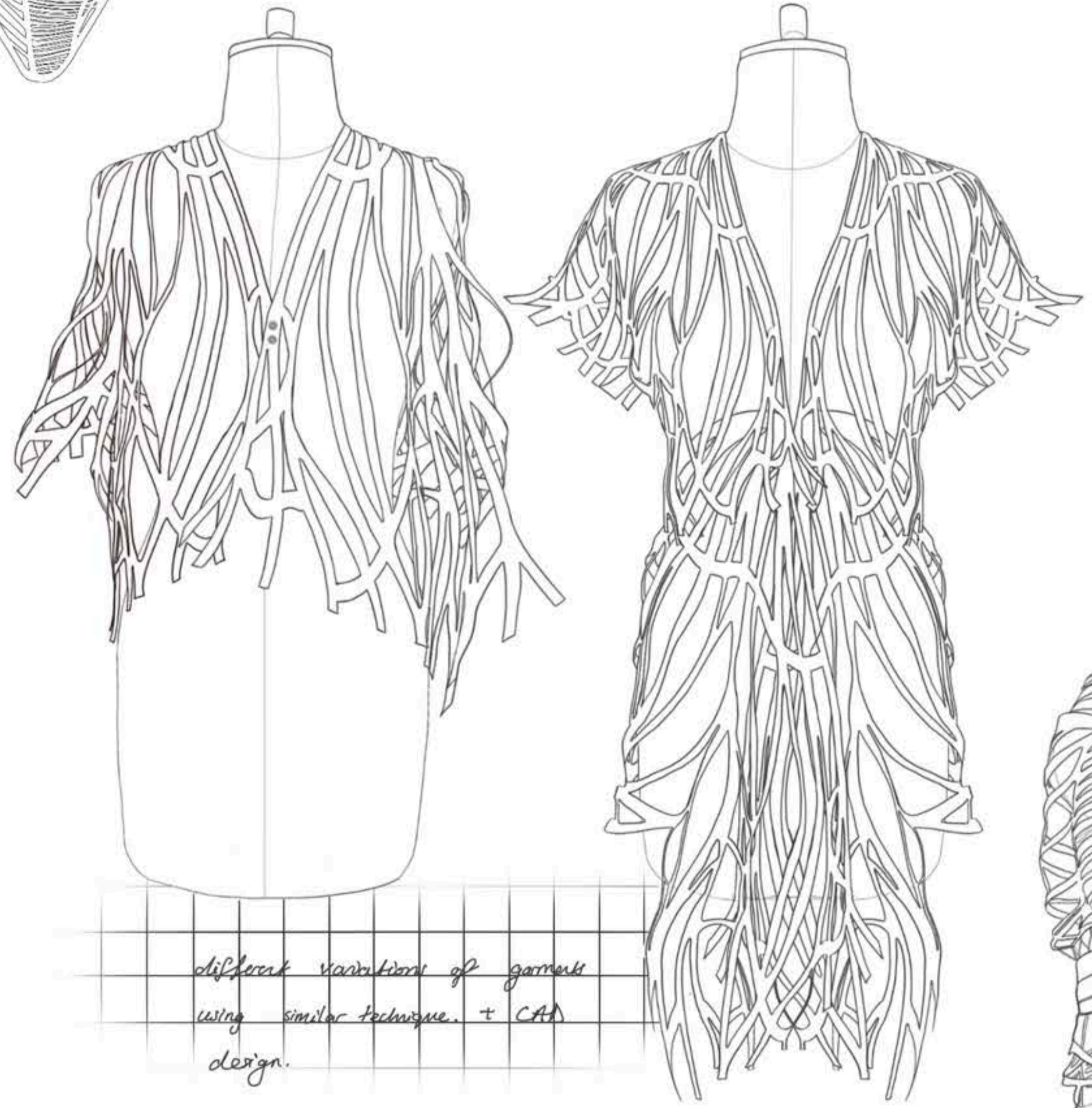
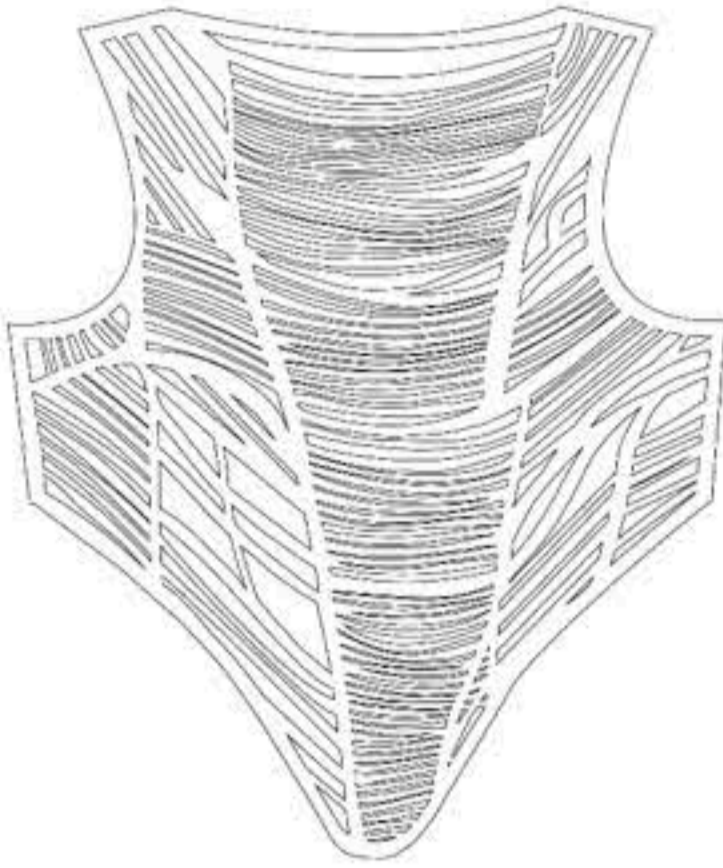


Front

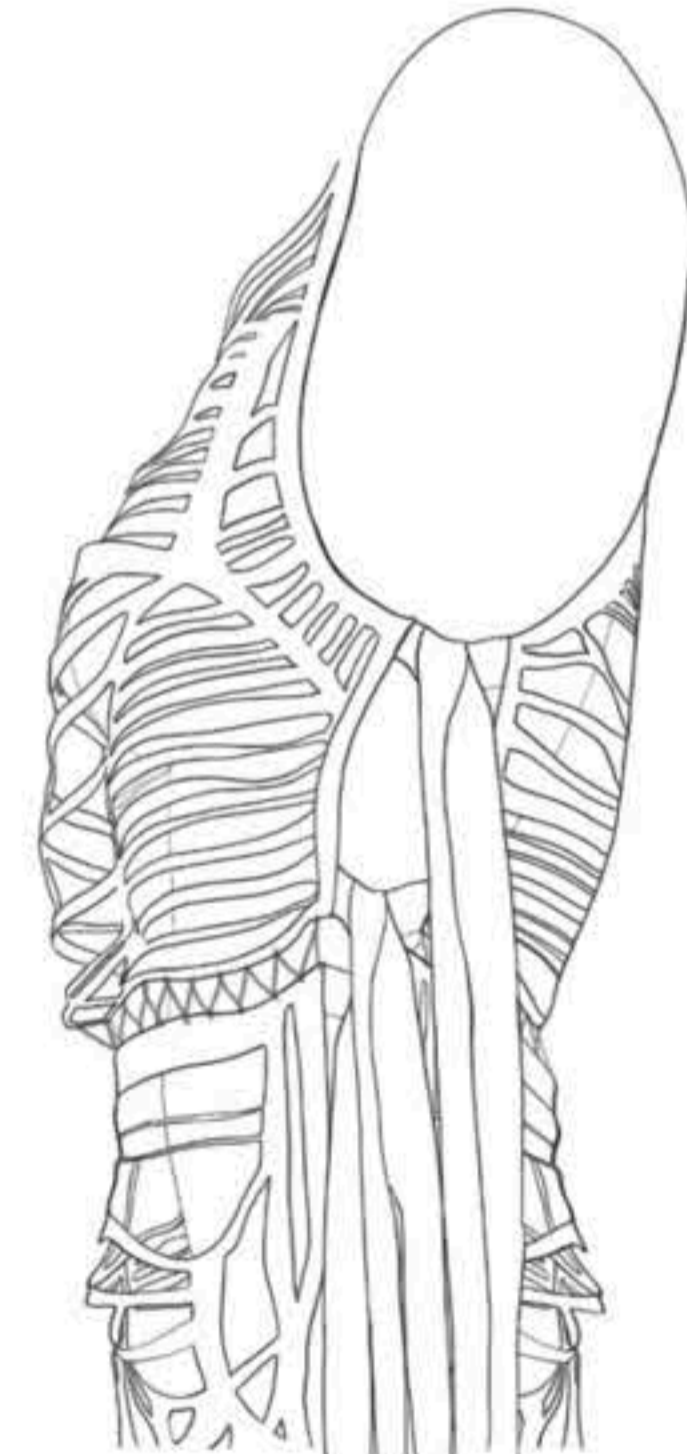


Journal here with forgetting.

Back



different variations of garment using similar technique. + CAD design.

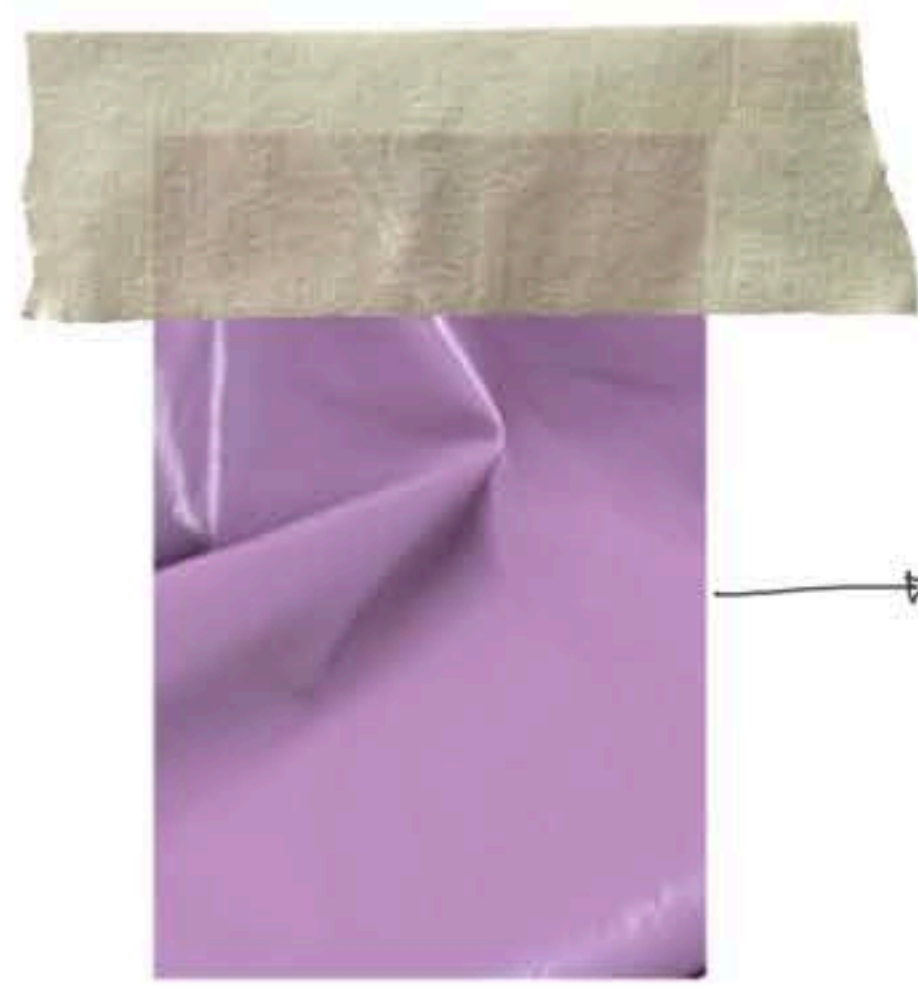


Exploring the idea of using ties to secure garment instead of simple side seam.

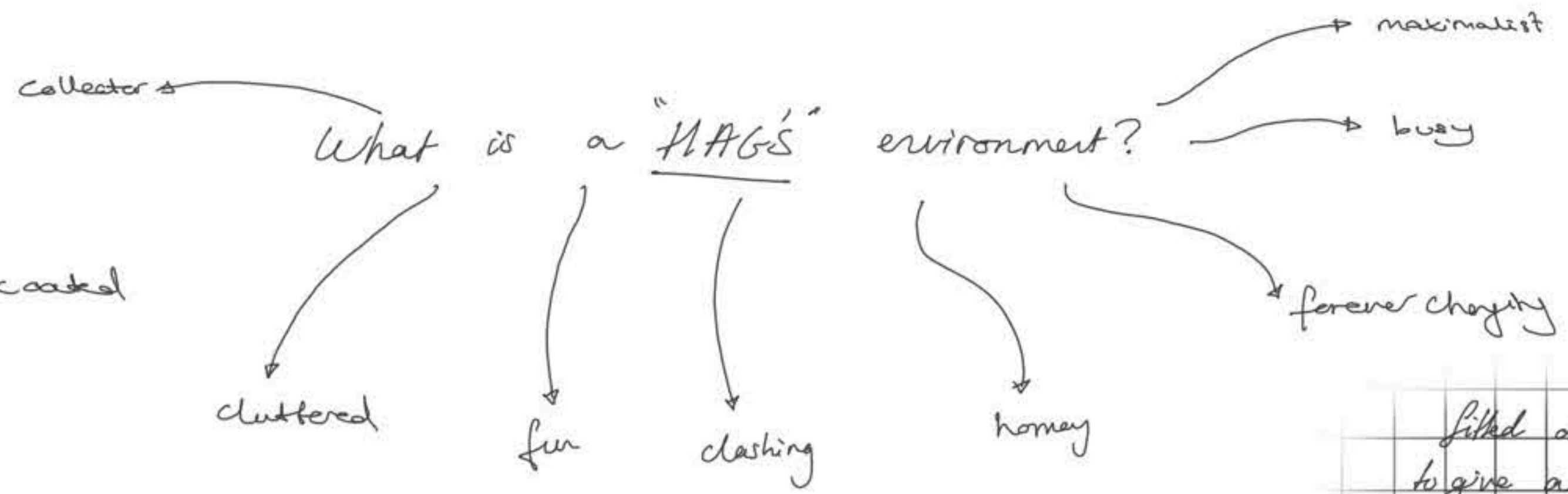
CAD front and back (skirt is the same) of final successful sample.

the fabric has to be bonded before lasercutting so it is strong.





in a pvc coated fabric



filled dress with slashes in to give a messy and revealing look in a way that is more neat and controlled.

Alternative skirt designs where the slashed pieces could be dangling.

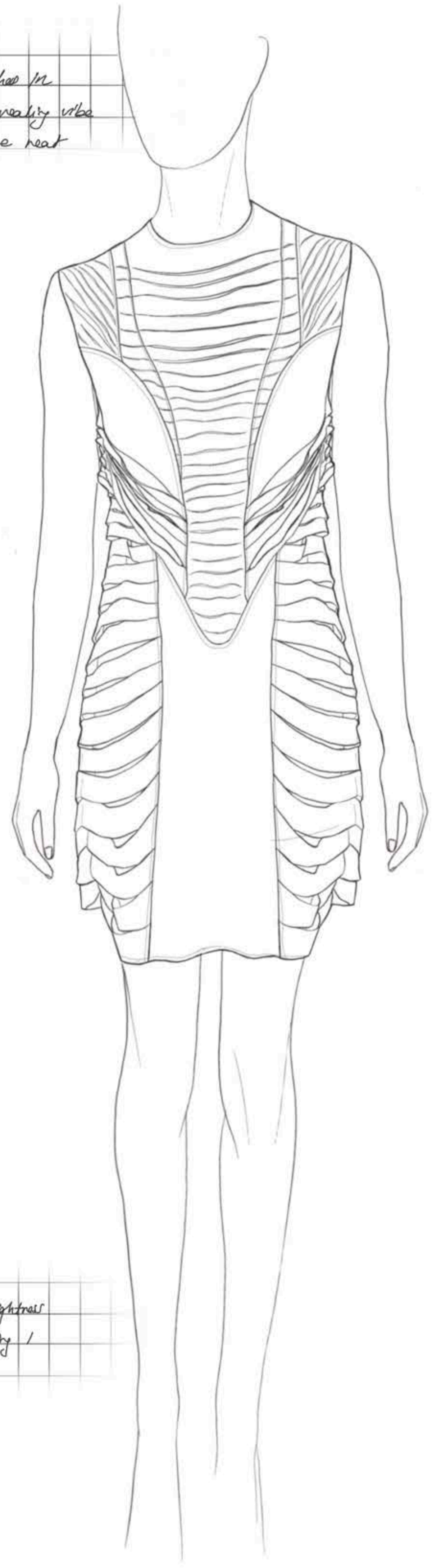


Modern PVC fabric will be styled with boots in an aged feeling fabric to be on theme with "HAG" still.



Soils of the dress in a lightweight drape. I like the flattery placement of slashes whilst also leaving some fabric unslashed to balance the design out and give it a piece of flow.

Experimenting with the closeness and tightness of the slashes. After some sketching I prefer the looser one.



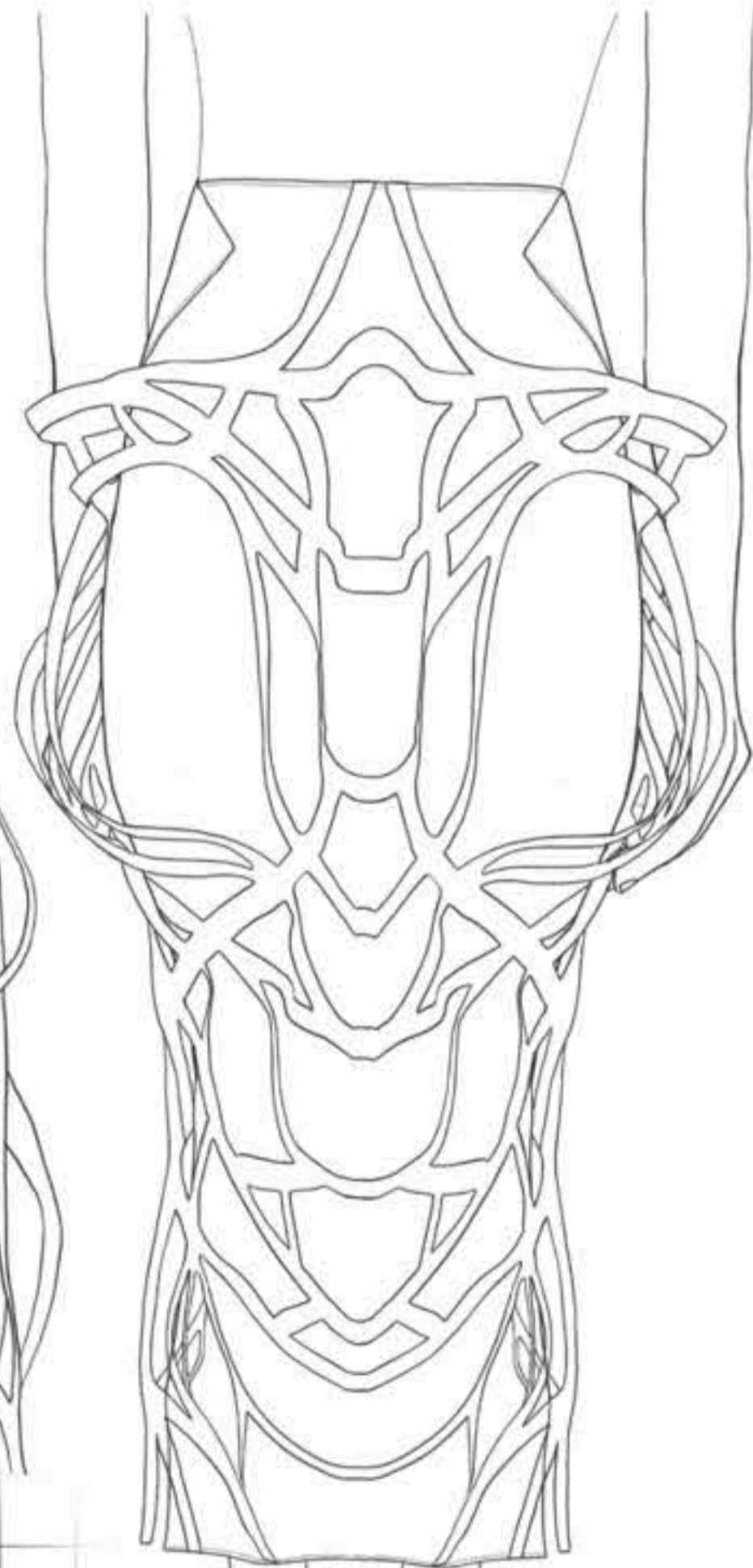


→ Vens sample in a darker fabric.

I liked the way the laser - cutting fell around the arm and wanted to find a way to bring the sample around the arm to the back of the garment too.



Simple plating back to balance busy and decorative front.



First initial toile/draping pictures where I decided I wanted to use the sample on a dress.

Robe dress from before but adapted to be a dress backwards. Ties at back to accentuate figure nicely.

Skirt and dress adaptations from the laser-cutting sample.

5 main points of HAG

- FREEDOM
- REBELLIOUS
- BODYCLOCK
- MEMORY
- TRADITION → breaking free from it.

→ long/floor length

FINAL LINEUP

