



FLORAL *masculinity*

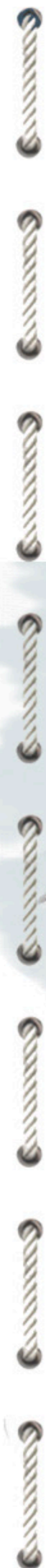
phygital

A/W24 MENSWEAR COLLECTION

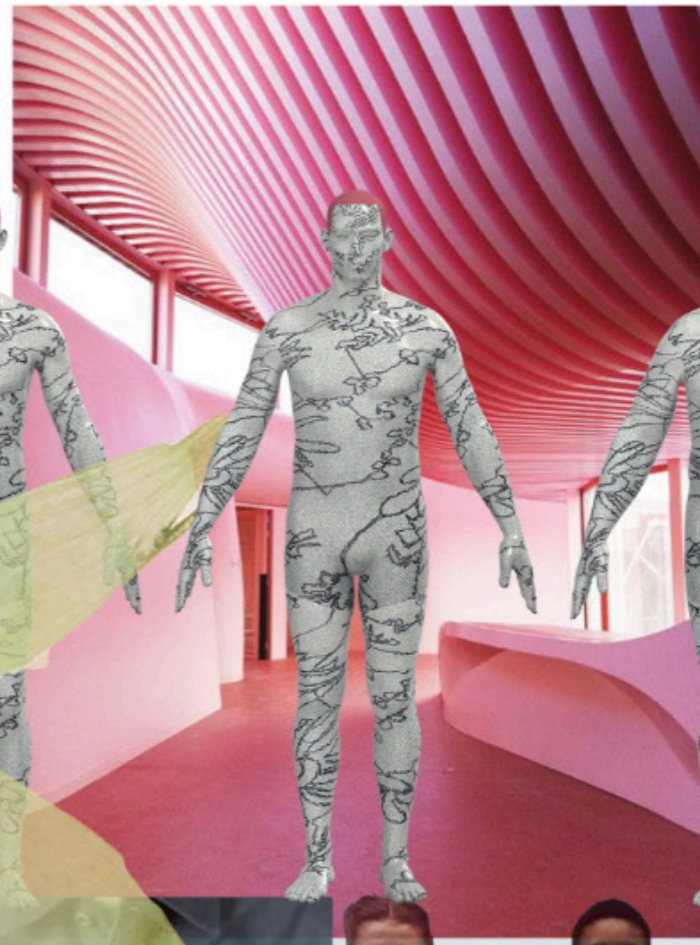
Floral masculinity fills a void in the fashion industry by addressing the lack of body representation and diversity in menswear. This capsule collection merges virtual innovation with physical realisation, challenging gender stereotypes prevalent in the fashion industry while also celebrating confidence and diversity. Digital rendering offers a more sustainable prototyping process compared to traditional manual methods in fashion, empowering exploration in plus-sized menswear grading. Virtual prototyping minimises waste significantly compared to fabric sampling, enhancing environmental and economic feasibility. The textile and silhouette design celebrate femininity as a tribute to those criticised for embracing traditionally female traits, often associated with softness polar to perceived masculinity. Through emotive textiles, a blend of screen and digital printing, embroidery, knit and structural manipulation, both traditional and innovative approaches to textile design for menswear are explored boldly. Floral masculinity merges the sustainability and exploratory advantages of digital creation with the luxurious imperfections of human touch.

EMMA ANDREWS
@emmaandrewsfashion





COLLAGING + DESIGNING WITH DRAPES
RESPONSIVE TO INITIAL CONCEPT BOARD



KEY ELEMENTS
+ BODY REPRESENTATION
+ FEMININE INSPIRED
SILHOUETTE//TEXTILES
+ GROUNDING OF
CORE MENSWEAR
CHARACTERISTICS



INITIAL CONCEPT
MOODBOARD

FLORA *masculinity*

DIGITAL INNOVATION

off-white

CV



BODY REPRESENTATION

MARKET RESEARCH + BRAND ALIGNMENT

FMP

I CREATED THIS GRAPH TO CEMENT MY OWN CORE VALUES FOR THIS COLLECTION, IT ALSO HELPED ME SEE THAT VERY FEW BRANDS SUCCESSFULLY REPRESENT BODY DIVERSITY IN MENSWEAR AND NONE COMBINE THIS WITH DIGITAL INNOVATION.

GORGEOUS TEXTURES



EMMA ANDREWS

robyn lynch

ss darcy

dries van noten

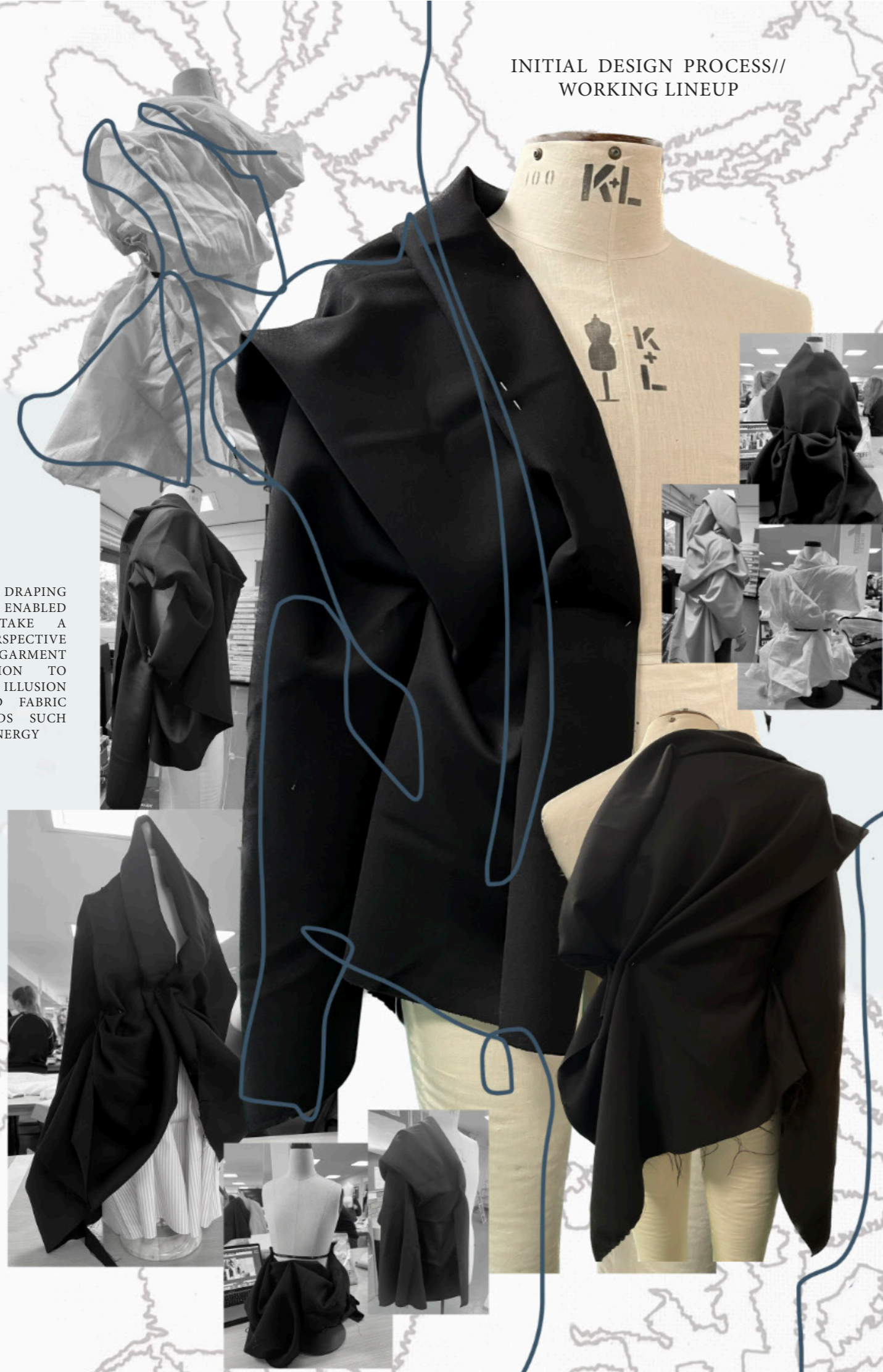
mother of pearl

SUSTAINABILITY



INITIAL DESIGN PROCESS//
WORKING LINEUP

THESE DRAPING
EXERCISES ENABLED
ME TO TAKE A
NEW PERSPECTIVE
TO GARMENT
CONSTRUCTION
TO CREATE THE ILLUSION
OF DRAPED FABRIC
THAT HOLDS SUCH
FEMININE ENERGY



STYLING OF
HYPER-FEMINITY
REITERATES THE
VALUES SO CORE TO
THIS COLLECTION
OF RE-IMAGINING
DRESS CODES



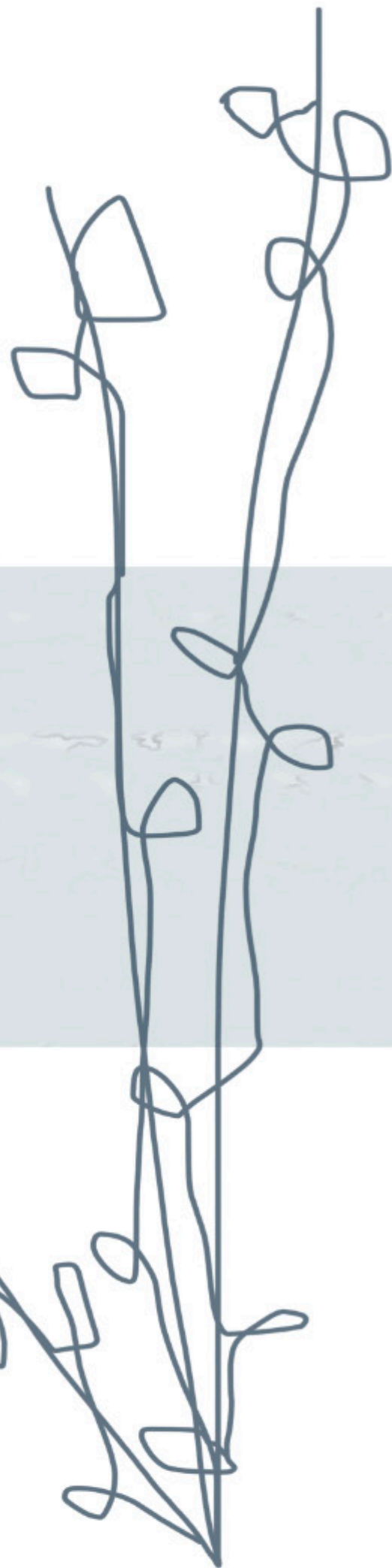
EMBROIDERY
STUDIO

INNOVATIVE TEXTILES DEVELOPMENT

TO GET MY CORE PRINT I MANIPULATED DIGITAL EMBROIDERY SOFTWARE WILCOM TO CREATE A NEW STITCH THAT CONVERTED MY ILLUSTRATION INTO THE ABOVE SAMPLE. INTENTIONAL MISTAKES ARE AN IMPORTANT ELEMENT OF MY TEXTILES THROUGHOUT TO PORTRAY THE FREEDOM IN EXPRESSION OF FEMINITY.

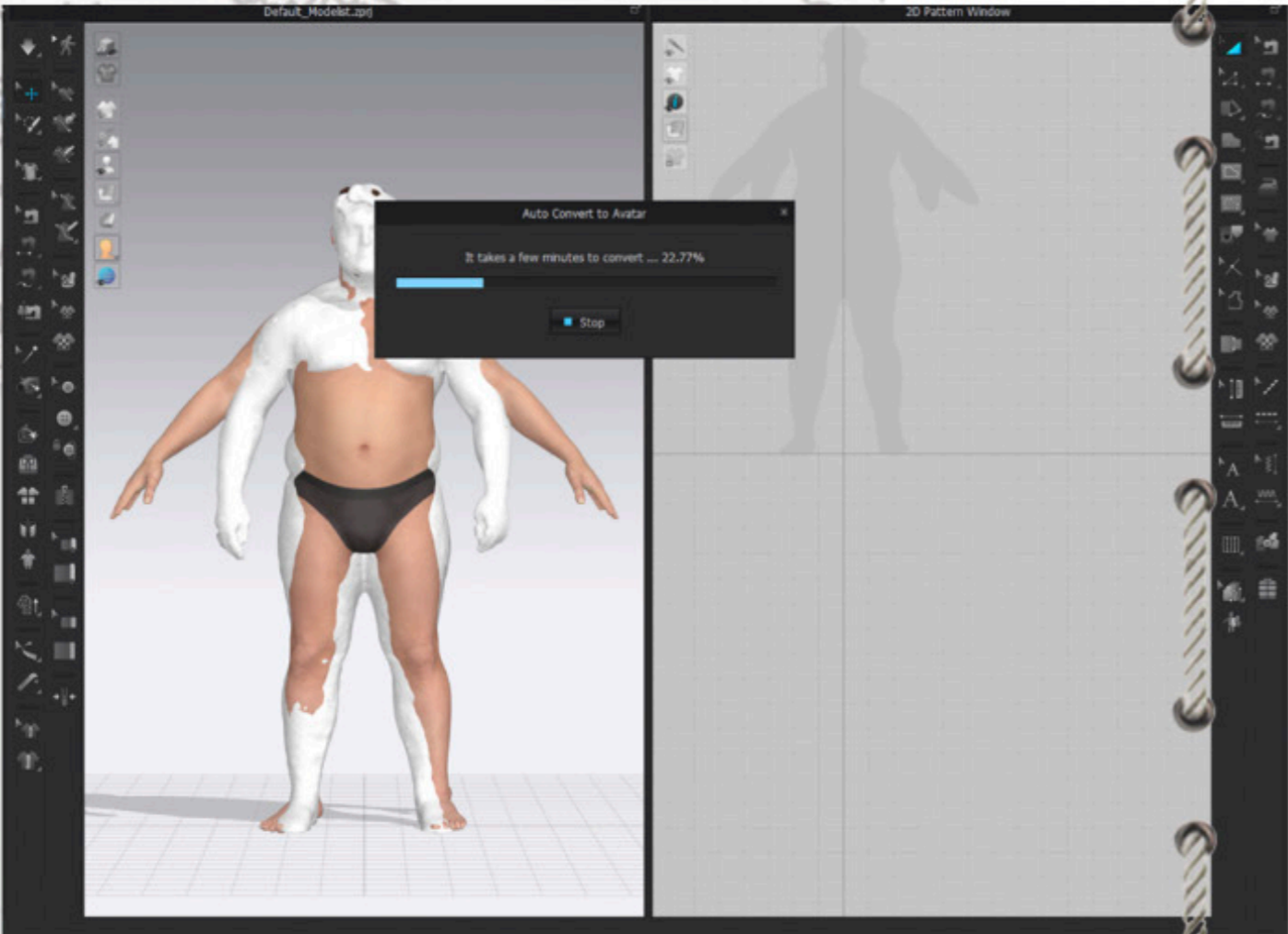
FINAL FABRIC SELECTION
AGAINST WORKING LINEUP

FLORALmasculinity



SOURCING DEADSTOCK FABRICS FROM PARIS HELPED MAKE MY
COLLECTION MORE ENVIRONMENTALLY CONCIIOUS

CREATING VARIED CLO3D AVATARS TO REPRESENT BODY TYPES TYPICALLY IGNORED IN MENSWEAR



MAKING 3D BODY SCANS OF VOLUNTEERS + TRANSLATING THEM INTO CLO3D TO MAKE A REALISTIC RANGE OF BODY TYPES TO TOILE GARMENTS ON



TRANSLATING TEXTILES IN +
OUT OF DIGITAL

experiment of digital embroidery sample as print

CREATING PLUS SIZE
MODELS IN CLO3D

lace embellishment



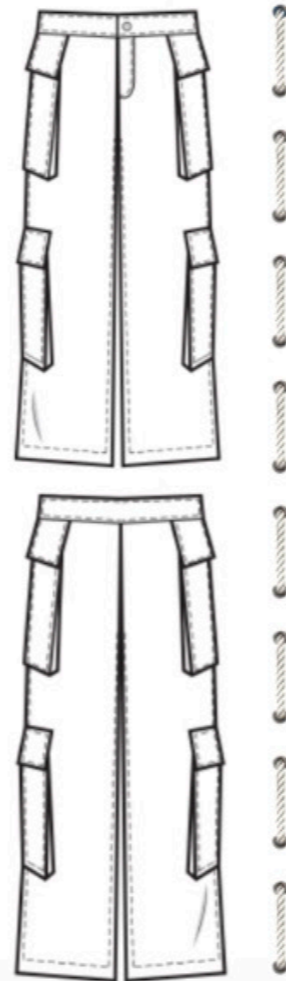
DEVELOPMENT PROCESS FOR
FINAL GARMENT / DIGITAL
TO REAL



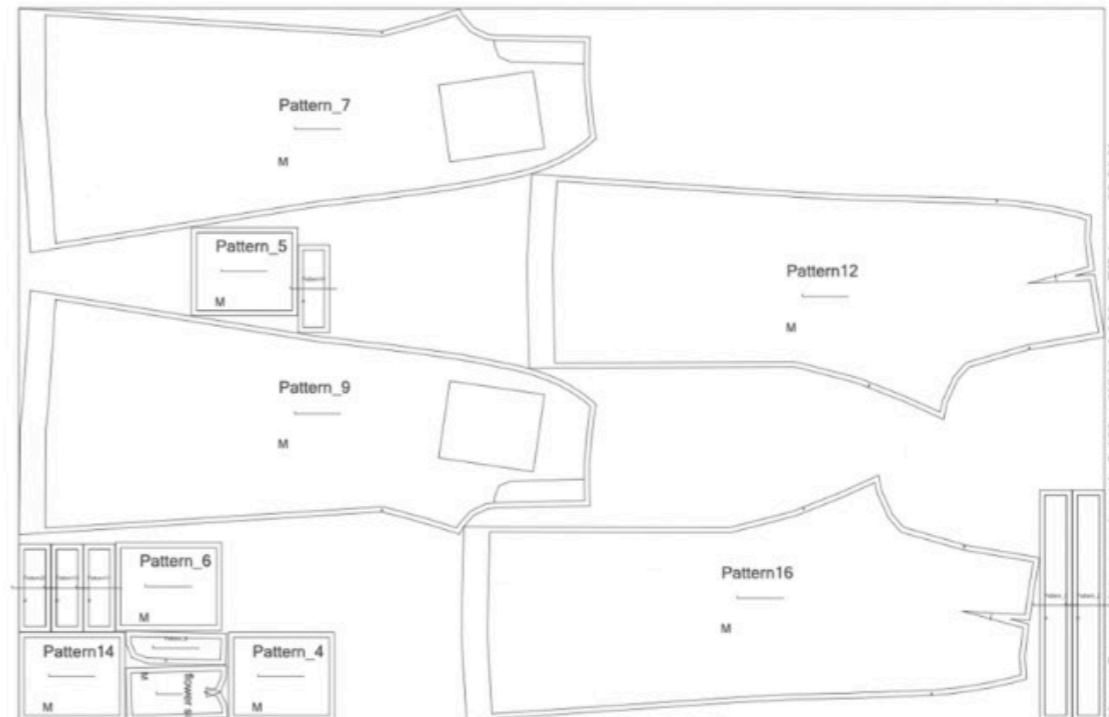


DIGITAL PRINT
DEVELOPMENT + FINAL
GARMENT OUTCOME

FLORA *masculinity*



LAYPLAN MADE IN LECTRA

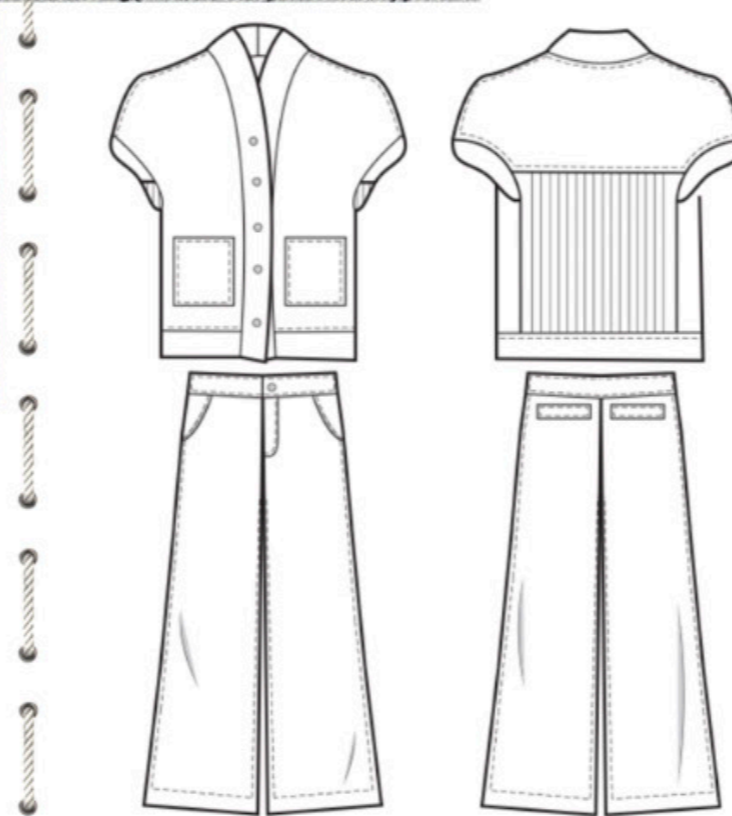


Name: flower suit trousers Length: 2,103 m Width: 1,380 m Efficiency: 62,81 %





UTILISING A WIDE RANGE OF TEXTILES APPLICATIONS TO TRANSLATE BOLD + UNAPOLOGETIC FEMININITY

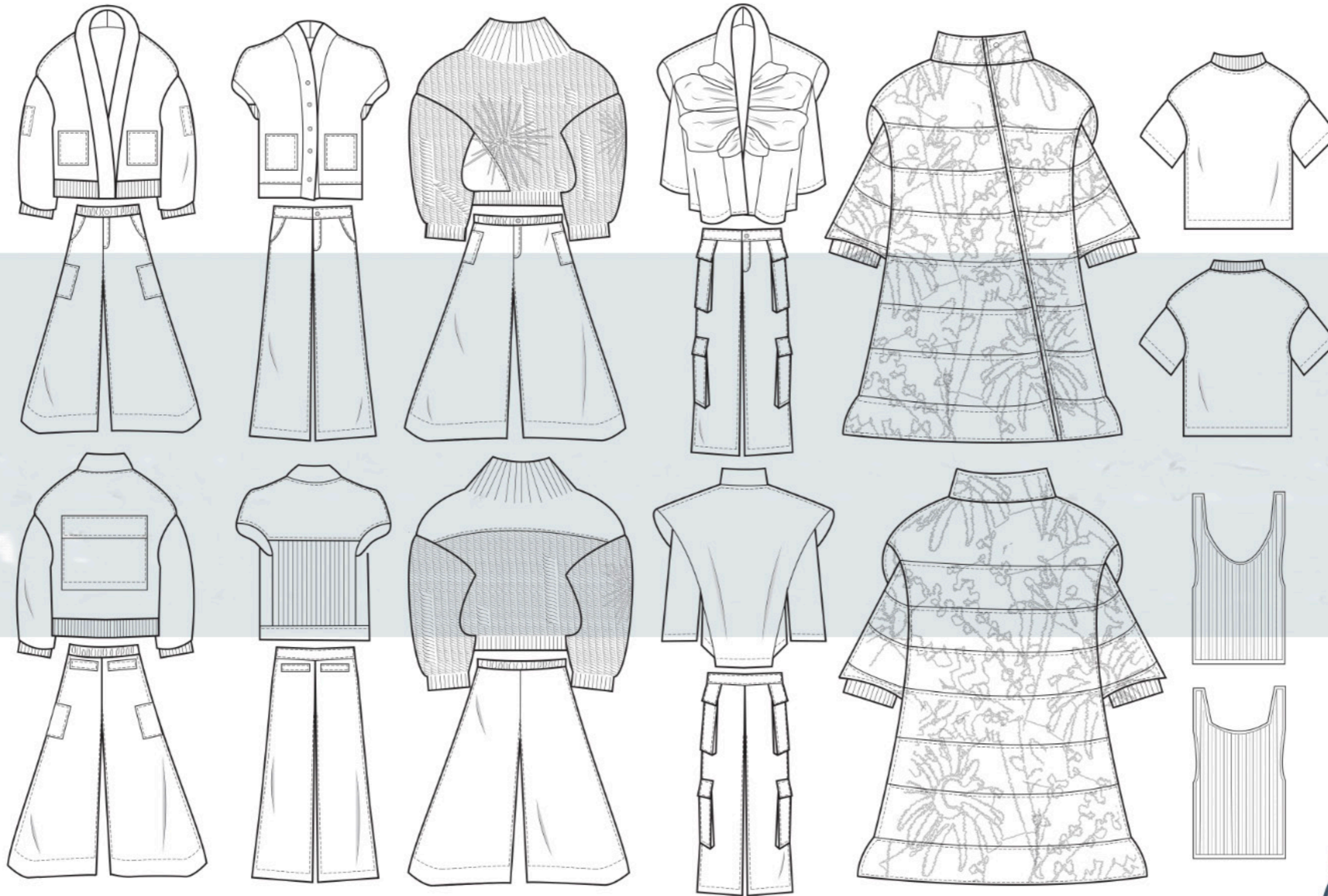


SHOWING THE COLLECTION ON PLUS-SIZE AVATARS



RANGE PLAN

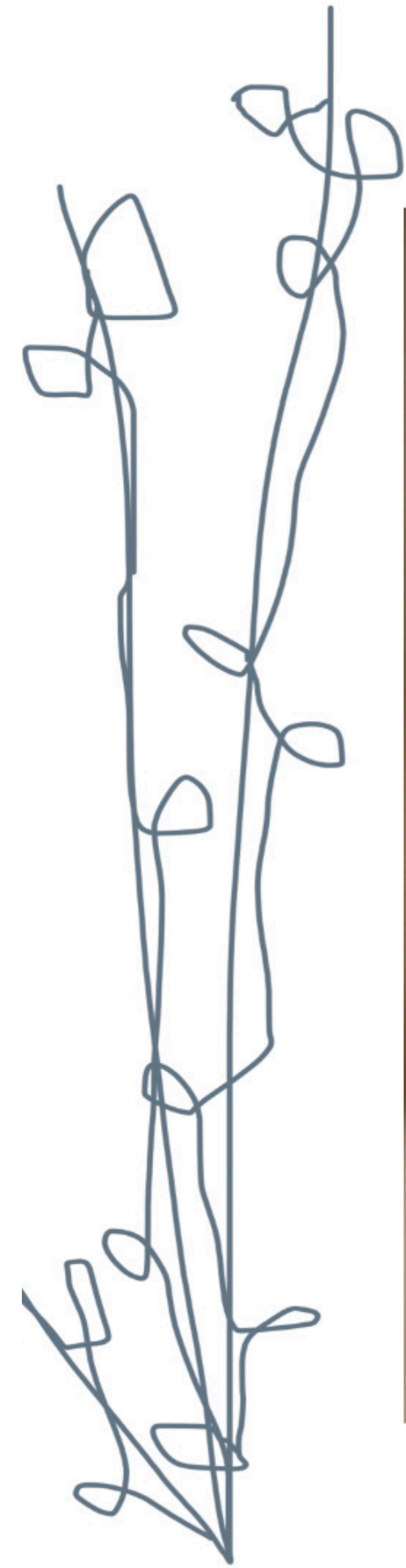
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LINEUP

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FINAL SHOOT + RENDERS

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EMMA ANDREWS
ARTS UNIVERSITY
BOURNEMOUTH



FINAL PHOTOSHOOT

FLORA *masculinity*

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