

# queer reverie



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INSPIRED BY THE FANTASY AND QUEERNESS OF JAMES BIDGOOD'S 'PINK NARCISSUS', FEELING 002 LIBERATION, OR 'QUEER REVERIE' IS A CELEBRATION OF FREEDOM, DECADENCE AND PERPETUAL REINVENTION.

'QUEER REVERIE' CONSISTS OF 8 LOOKS - WITH EACH LOOK BEING A PERSONA, A REVERIE. EACH LOOK WILL PLAY ON STEREOTYPES AND CLICHÉ WHILE ALSO SUBVERTING THE GENDER STATUS QUO.

PLAYING WITH IDEAS OF REINVENTION, NOSTALGIA AND EROTIC POWER, EACH LOOK WILL BE AN UNAPOLOGETIC REIMAGINING OF MASCULINITY IN THE 21ST CENTURY - THROUGH THE LENS OF A QUEER MAN. LOOKING AT CLASSIC MENSWEAR SILHOETTES AND THE SEMIOTICS TO CHALLENGE RIGID IDEAS OF WHAT 'MAKETH THE MAN IN A PATRIARCHAL SOCIETY.





# FEELING 002:



QUEER REVERIE / LIBERATION  
 REVERIE, DREAMING, WHAT IF?  
 FREEDOM  
 EUPHORIA  
 NOSTALGIA  
 "SEHNSUCHT"  
 ROMANTICISING  
 ESCAPISM  
 FANTASY  
 'DIVINE MASCULINE'  
 CAREFREE  
 RAW EMOTIONS, UNDISGUISED  
**LIBERATION**

queer reverie, queer reverie, queer reverie,



direct London direct London direct London

queer reverie, queer reverie, queer reverie,



queer reverie

QUEER REVERIE IS MY OWN  
 PERSONAL JOURNEY OF  
 PERCEIVING IDENTITY AND REALLY  
 TRYING SEE PAST ENGRAINED  
 LABELS AND STEREOTYPES I'VE  
 BEEN SHOWN BY SOCIETY.

I SEE DRESSING UP OR CLOTHING  
 AS A MODE TO TELL YOUR  
 NARRATIVE, ESPECIALLY HOW YOU'RE  
 FEELING, SO I REALLY WANTED TO  
 INCORPORATE THIS IN MY DESIGN  
 LANGUAGE WITH EVERYTHING I DO,  
 TAKING AN HONEST YET NUANCED  
 APPROACH, FEELING EVERYTHING  
 AND BEING UNAPOLOGETIC ABOUT IT

MY MAIN FOCUS ISN'T A CONSUMER,  
 IT'S A FEELING, GIVING CHOICE  
 BACK TO THE WEARER AND TRYING  
 TO STEER FOCUS AWAY FROM LABELS  
 AND CATEGORISING EVERYONE.

NO CONSUMER



EACH CHARACTER IS A DREAM,  
 EITHER REMINISCING OF  
 TIMES GONE BY OR OF THE  
 MASCULINE IDENTITY!



THE SCRIBBLE 'TAKE ON ME' AND 'WAITING FOR A  
 STAR TO FALL' PRINTS DEPICTED, WERE INSPIRED  
 BY THEIR NAMESAKE EIGHTIES SONGS.





POP PED MAKEUP

FANTASISING OF MORE GRANDIOSE FORMS OF MASCULINITY! EACH LOOK IS A CHARACTER WHICH ALLUDES TO MORE FREE EXPRESSIONS OF IDENTITY.



EXHIBITIONIST SOURCE

POPPER COLOURS + BRIGHT CUT



THE IDEA OF IMAGINATION/DREAMING.

this collection will be a conjuring of identity utopia where people feel liberated in whatever way they dress (a place where how we see ourselves in terms of feminine and masculine isn't affected)

A WORLD WHERE PEOPLE AREN'T SUBDUED BY SOCIETY'S EXPECTATIONS OF THEM.



LIKE THE FILM, W/ CHANGING OUTFITS, EACH LOOK WILL BE A REVERIE.

#### FMP COLLECTION

EACH LOOK IS A FEELING PERSONIFIED (ON TOUR)  
ALL FOCUSED ON REIMAGINING THE LGBTQ+ BUT ALSO I WANT TO PLAY ON STYLE  
FOCUSED AROUND FEELING OUR LIBERATION

PHOTOGRAPH THEMSELVES OF EACH LOOK

- QUEER REVERIE
- 'JEHNSUCHT'
- DIVINE MASCULINE
- FANTASY
- 'GAY-SEMOTICS' SIGNALLING
- HOMOPHOBIC
- 'POST-BITE KID'
- 'TRUE MACHO' (TOMMY + POPPED)

MY COLLECTION IS ALL BASED AROUND MY OWN EXPERIENCE WITH MY SEXUALITY + BEING RECEPTIVE TO A WORLD WHICH DOESN'T SEE HOMOSEXUALITY AS EQUAL/NORMAL/UNIVERSALLY ACCEPTED. I THINK I WANT MY COLLECTION TO BE TITLED 'QUEER REVERIE' THAT IMAGINES A WORLD FREE OF PREJUDICE, A UTOPIA WHERE 'ANYTHING GOES'

OR THE IDEA OF SIGNALS IN CLOTHING WHICH TELL US SOMETHING ABOUT WHO WE ARE.

SYMBOLS REMAINING BEHIND CLOTHING/UNIFORMS.

I'VE TAKEN MY INSPIRATION FROM THE 'GAY KID' AND THEN FROM MY OWN EXPERIENCE WITH MY SEXUALITY + BEING RECEPTIVE TO A WORLD WHICH DOESN'T SEE HOMOSEXUALITY AS EQUAL/NORMAL/UNIVERSALLY ACCEPTED. I THINK I WANT MY COLLECTION TO BE TITLED 'QUEER REVERIE' THAT IMAGINES A WORLD FREE OF PREJUDICE, A UTOPIA WHERE 'ANYTHING GOES'

I LOVE THE IDEA OF DREAMING OR BEING NOSTALGIC OF A TIME YOU WERE DISAPPOINTED (JEHNSUCHT!)

POST-INDUSTRIAL MASCULINITY IS ALIEN TO SEVERAL FORMER VERSIONS OF MASCULINITY.

USE DIFF. MALE BODY TYPES/PHYSIQUES.  
- ERADICATE CONFORMIST VIEW OF A MAN  
- SKINNY, CHUNKY NOT JUST MUSCULAR.

FREEDOM OF EXPRESSION.  
- ESSENCE OF CAREFREE.

#### \*FANTASY PERSONA COLLECTION\*

the blitz kids dressing up for expression characters/moods.

- LOOK #1 - 'BREAKFAST AT JEREMY'S' - MIX OF DINER SUIT ELEMENTS? A QUEER INTERPRETATION (SUMMERBUND/CORSET AS TIE, WITH WIDE LEG TROUSERS, SUIT TIE)
- LOOK #2 - 'JEHNSUCHT' - THE GERMAN WORD FOR NOSTALGIA OR LONGING FOR A TIME YOU NEVER EXPERIENCED
- LOOK #3 - 'POST-BITE KID' - MODERN NEW ROMANTIC ITERATIONS
- LOOK #4 - 'QUEER REVERIE' - COSPLAY OF SAILOR UNIFORM BUT ELEVATED
- LOOK #5 - 'TRUE MACHO' - SOFTENED MASCULINITY - CHAPS + CROPTOP
- LOOK #6 - 'PEACOCK' - HOMAGE TO VICTORIAN MALE WEAR/EXPRESSION - PUFFY BOWS, RUFFLE NECKS, RUFFLE, DELICATE, FRAY
- LOOK #7 - 'BALLERINA/DANSEUR' - THE BALLET LOOK - DRESSIES/BOODIEGOWN/SLIP, BODY-TERM-FITTING
- LOOK #8 - 'RUNAWAY GROOM/TRUE SCOTSMAN' - MIXING LACED UP SHIRT KILT ELEMENTS





"OH, YOU'RE SO... MANLY!"

DAYDREAMS  
EROTIC POWER  
LIBERATION  
DRESSING UP  
& DRESSING DOWN  
DREAMY  
DIVINE MASCULINE!





WE SEE NO CONSUMER

WE SEE NO CONSUMER

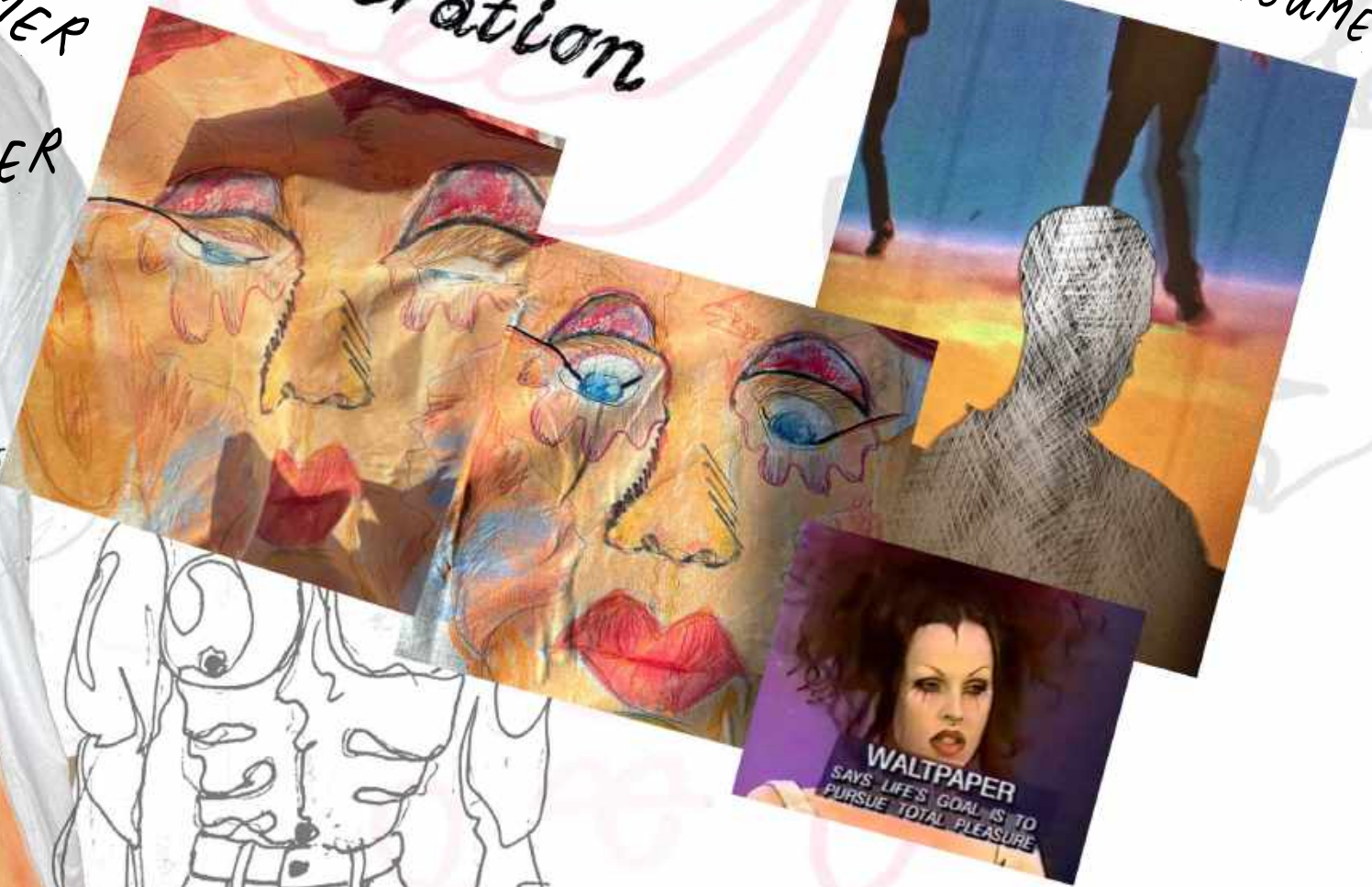
GEN(DARE)  
Liberation

WE SEE NO CONSUMER

WE SEE NO CONSUMER

WE WANT TO CREATE A FAMILY  
WITHIN THE BRAND WHERE  
CREATIVITY AND INDIVIDUALITY IS  
CHAMPIONED, AND TRYING TO CURB  
SOCIETY'S UNREALISTIC STANDARDS  
OF BEAUTY, GENDER, SEXUALITY AND  
PRESSURES OF CAPITALISM..

there is liberation in creating an  
anonymous consumer, we don't  
target anyone, they choose us if  
it FEELS right to them.



IF GENDARE FEELS RIGHT TO YOU THEN YOU ARE ONE OF  
US. WE FOCUS ON THE FEELING AND FREEDOM OF CHOICE  
TO THE WEARER, WHILE AIMING TO NOT TARGET ANY  
ONE TYPE OF PERSON. WE CELEBRATE EVERYONE  
WITHOUT BARRIERS. SIZE, RACE, SEXUALITY, GENDER  
DON'T DICTATE HOW WORTHY OF ACCEPTANCE YOU ARE.  
WE ACCEPT AND ADVOCATE FOR INCLUSIVITY AND  
BUILDING A COMMUNITY BASED OFF OF MUTUAL FEELING  
AND KEEPING AUTHENTIC TO YOU VIA DRESSING UP!!













'STAND and DELIVER' SHIRT !



POST BLITZ KID IS A CHARACTER WHICH NODS TO THE FREEDOM AND HYPER EXPRESSION OF THE BLITZ KIDS OF LONDON, WHILE ALSO TAKING A CONTEMPORARY APPROACH WITH FABRICATIONS SUCH AS TENCEL TWILL I WANT TO CELEBRATE THE AESTHETIC OF THESE INDIVIDUALS IN THEIR UNAPOLOGETIC, CAMP STYLES WHICH HELPED PAVE THE WAY FOR SO MUCH MORE IN FASHION AND EVEN THE SPECTACLE OF GOING OUT DRESSED UP TO THE NINES

POST-BLITZ KID

'BELL BOY' VEST, A NEW ROMANTIC TWIST ON THE BELLBOY JACKET



Raspulin was charismatic, defiant of critics, and individually styled. He could convince and influence people easily, and had a magnetic personality for many of the people he came in contact with.



LOOK #2 - 'SEHNSUCHT'



'SEHNSUCHT'

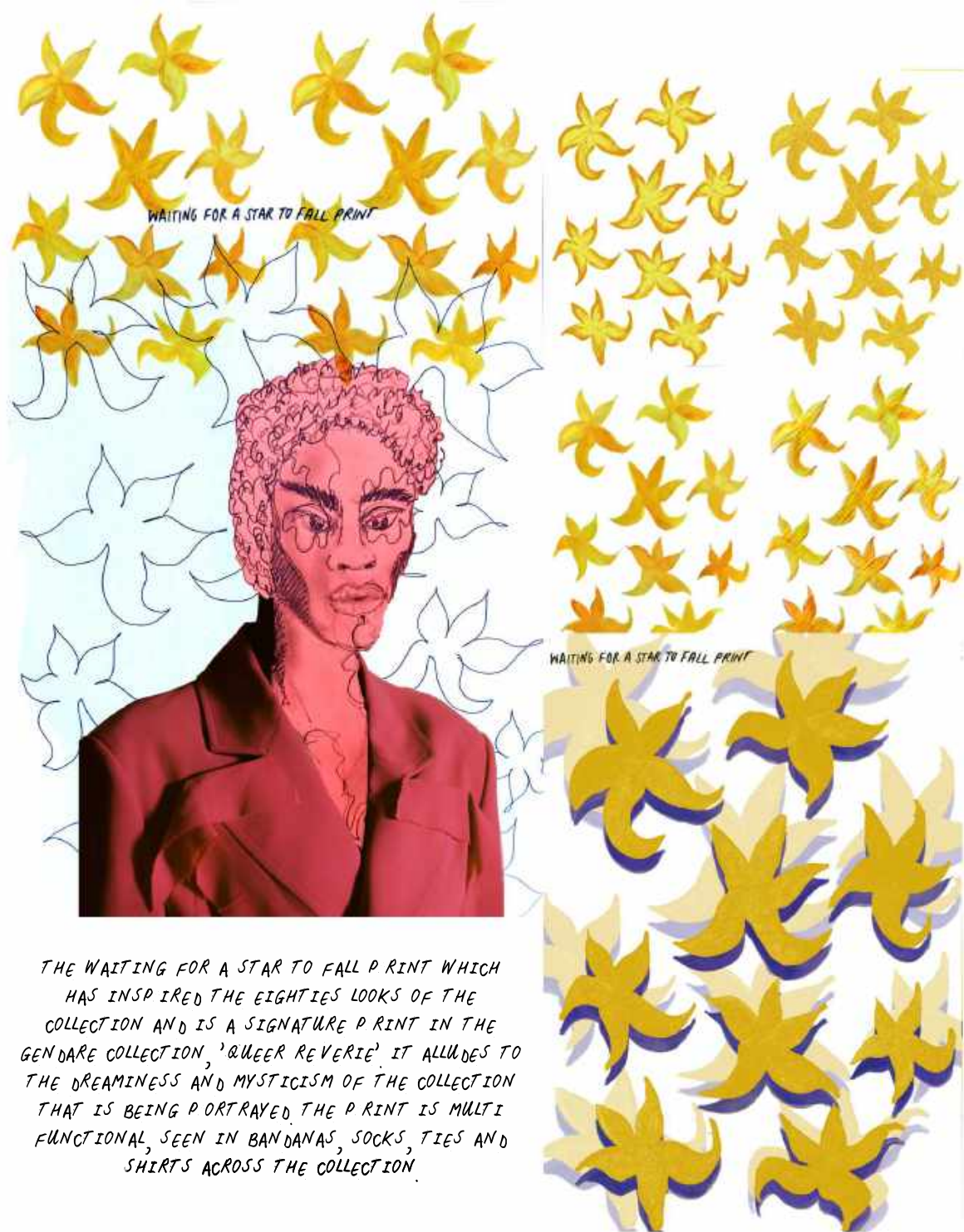


TROUSERS HAVE SCRIBBLES INSPIRED BY A-HA'S 'TAKE ON ME' VIDEO.

↓  
TROUSER IS WD ON WD TO MIMIC 2 BELT STYLING OF 80s







THE WAITING FOR A STAR TO FALL PRINT WHICH HAS INSPIRED THE EIGHTIES LOOKS OF THE COLLECTION AND IS A SIGNATURE PRINT IN THE GENDARE COLLECTION, 'QUEER REVERIE' IT ALLUDES TO THE DREAMINESS AND MYSTICISM OF THE COLLECTION THAT IS BEING PORTRAYED, THE PRINT IS MULTI FUNCTIONAL, SEEN IN BANDANAS, SOCKS, TIES AND SHIRTS ACROSS THE COLLECTION.

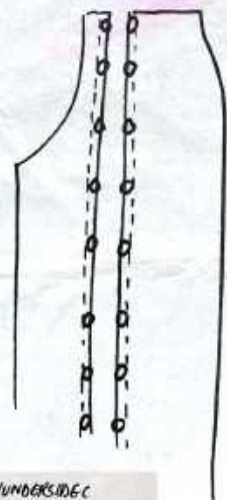




chaps for the 'true macho' look

COMPLEMENTING THE EXHIBITIONIST SHIRT, THESE CHAPS HAVE POCKETS ON THE BUM WHICH ARE NODDING TO THE 'ASSLESS CHAPS' WE TEND TO ASSOCIATE WITH QUEER CULTURE BUT WITH A TWIST, THEY GIVE THE ILLUSION BUT ARE ACTUALLY POCKETS THE BELT HAS POPPERS ALONG IT WHICH ENABLES THE WEARER TO ADJUST TO SIZE, WHICH IS IMPORTANT WITH GENDARE IN THE FIGHT FOR INCLUSION AND GIVING CHOICE BACK TO THE WEARER THE CHAPS HAVE A LACE UP FRONT WHICH IS TIED WITH RIBBON AS I WANTED TO TAKE A SOFTER APPROACH TO CHAPS AND REALLY DISMANTLE THIS IDEA OF THEM BEING SEXUAL GARMENTS GARMENTS SHOULDN'T HAVE STIGMAS, STEREOTYPES OR ULTERIOR MEANINGS ATTACHED TO THEM WE WEAR WHAT WE FEEL IN THAT MOMENT THIS IS WHY MY COLLECTION FEATURES CHARACTERS BECAUSE I SEE DRESSING UP AS A CHARACTER BUILD OF THAT DAY WE PROJECT HOW WE FEEL OR WANT TO BE SEEN EVERY DAY AND IT CHANGES LIKE THE WEATHER.

## 'TRUE MACHO'



\* 34" WAIST

\* EYELETS ON EACH TOPSIDE PIECE EDGE AND USE QUALITY KIBBON TO LOOP THROUGH TO TIE TOGETHER FOR COVERAGE.



BACK/UNDERSIDE C

BACK RISE SEAM DROPPED 7.5CM.

POCKET DETAIL WITH BIMS BOUND SEAM.

BUTTCHEEK -Y!

WITH POCKET ON BUTTCHEEK!

(CHEEKY CHAP(S))



EXHIBITIONIST SHIRT





SINGLE●  
BREASTED

WAIST●TOGGLES

RIBBON●TIES

CURVED●BACK●  
HEM

SCOTTISH●  
DOUBLET●CUFF

CUMMERBUND●  
WAISTBAND●●  
ELASTICATED●COMFORT

SATIN●DRAPEY●  
SHORT

WIDE●FIT

CROPPED●STYLE

# 'BREAKFAST AT JEREMY'S'

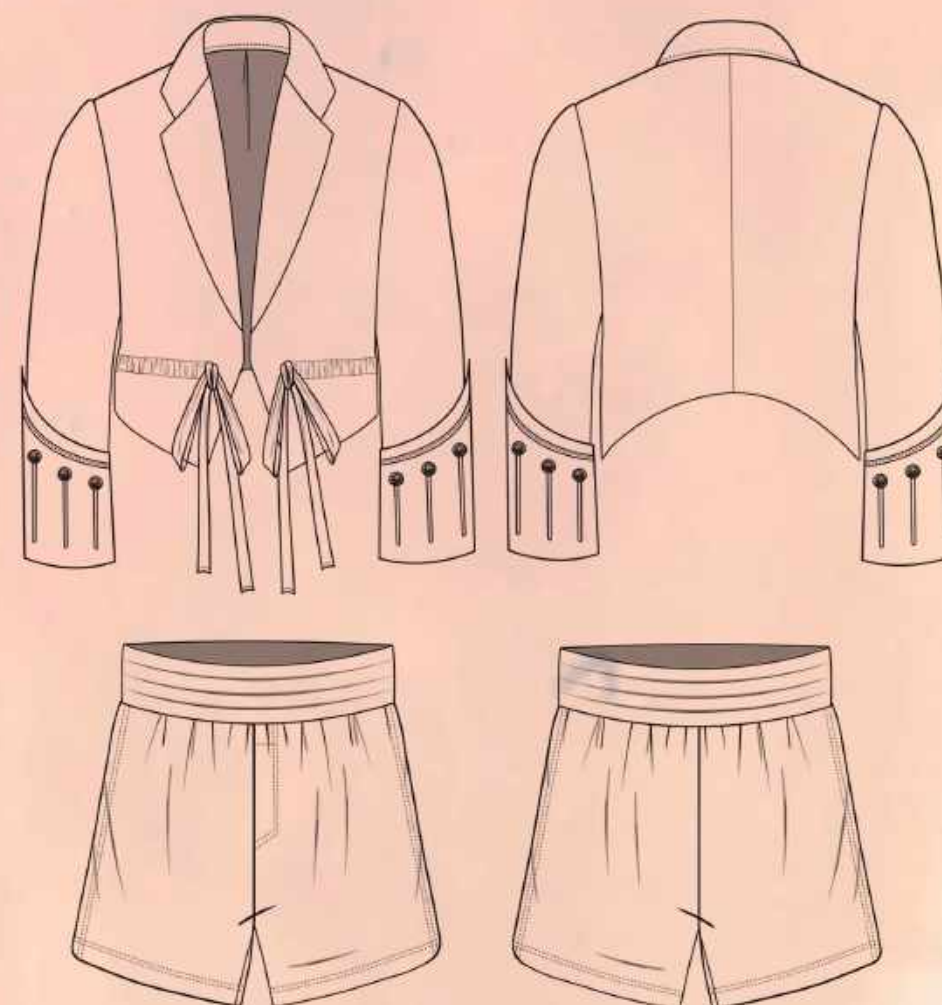
A PUN ON THE FILM + REIMAGINING  
BREAKFAST AT JEREMY'S APARTMENT  
IN NYC - A LITERAL TAKE ON THE  
TITLE IN A HOMOSEXUAL TALE.  
TURNING UP! DRESSED UP! THE  
LOOK OF THE MORNING AFTER  
SLEEPING IN LAST NIGHT'S CLOTHES.

LOOK? ROLLED OUT OF BED  
AFTER A WILD NIGHT IN NYC,  
AND FLYING THROUGH TO  
THE KITCHEN WHERE BEAU  
JEREMY IS MAKING BREKKIE.

WEARING VEST, SUIT JACKET  
AND BOXERS + SOCKS!

GOT THE TROUSERS OFF  
+ THAT WAS IT BEFORE 7:15.

(AND AN EYEMASK IN HAND OR  
DANGLING FROM EAR FOR  
COMEDY EFFECT/DISHEVELLED  
LOOK)





# 'SEHNSUCHT'

What does Sehnsucht mean?

A noun with a meaning which is a combination of 'longing', 'pining' or 'yearning', the idea of Sehnsucht is something which can't be summed up in one word in English. 11 Nov 2019



A character inspired by nostalgia with a nod to the 80s and reminiscing of a time that we never experienced. The star print 'waiting for a star to fall' was inspired by its namesake song and the camp, romantic ethos of the 80s which correlates with the idea of dreaminess in Queer Reverie collection.



BUTTONSTAND

CURVEDHEM SHIRT

SHORTSLEEVED

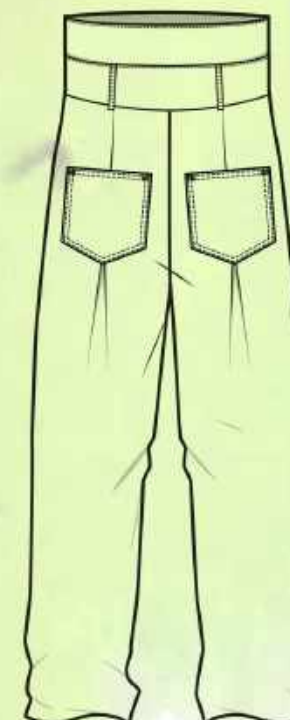
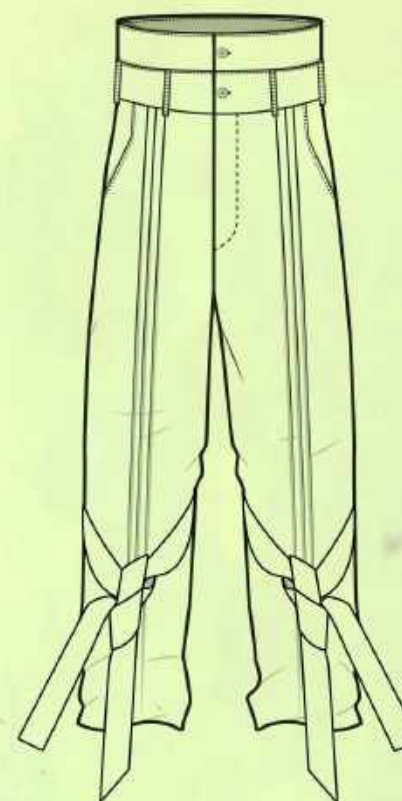
BACKYOKEDETAIL

DROPPEDCROTCH



STARPRINTED SOCKS ANDTIE

SPAGHETTISTRAPTIES



HIGHHIGHWAIST WITHDOUBLE WAISTBANDAND BELTLOOPS TO GIVEOPTION TO PEELDOWN

8CM PINTUCKS

DARTINTOBOXPLEATWITH DENIMSTYLEPATCHPOCKET WITHWINNEEDLE STITCHING





# 'POST-BLITZ KID'

THE POST BLITZ KID CHARACTER NODS TO THE BLITZ KIDS OF THE EIGHTIES WITH DRAMATIC SILHOUETTES WITH UP DATED FABRICATIONS SUCH AS TENCEL TWILL.

THIS CHARACTER STEMS FROM A PART OF MY PERSONALITY THAT ROMANTICISES THE EIGHTIES AND WISHES MASCULINITY WAS AS FLUID NOW AS IT WAS THEN, WITH LESS EMPHASIS ON GENDERING OURSELVES THROUGH OUR CLOTHING CHOICES.

MANDARIN COLLAR

CROPPED

ASYMMETRIC WRAP WITH SILVER SHANK BUTTONS

PIPING ROUND ARMHOLES, HEM, C/F AND FRONTS

BELL BOY VEST

RUFFLE CUFF WITH GAUNTLET

STAND & DELIVER SHIRT

C/F SEAM

ASYMMETRIC WRAP BUTTON STAND WITH STAND UP COLLAR

HEM EXTENSION

ELASTICATED SLEEVES AND KNEE DETAILS WITH SHIRRED ELASTIC ROWS

DARTED BACK WITH GROWN ON WAISTBAND

BONING INSERTION TO SIDE SEAMS FOR STRUCTURE

ASYMMETRIC FLY WITH JS STITCH

PLEATED FRONTS AND CURVED POCKETS INTO WAISTBAND FACING

RASPUTIN TROUSER



# 'QUEER REVERIE'

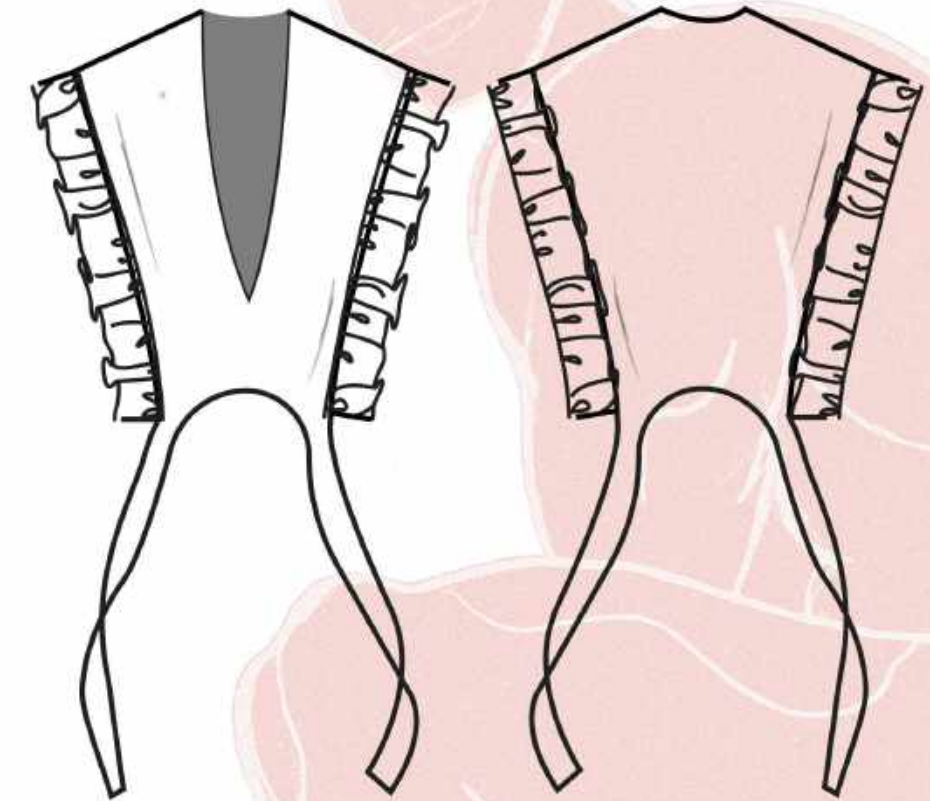
Queer Reverie, the title of the collection is the epitome of what each character portrays - a cosplay, sailor inspired which has been 'camped up'.



PLUNGE NECK

HEM TIES ON FRONT AND BACK TO TIE AT SIDES

RUFFLED SIDE ARMHOLE DETAILS



PLEATED FRONT

ELASTICATED WAISTBAND



CURVED POCKET

BERMUDA SILHOUETTE

LACE PANEL



LACED UP EYELET DETAILS

EXAGGERATED GAUNTLET  
WITH WIDE CUFF

CROPPED CURVED HEM

'TRUE MACHO'

True Macho character plays  
up masculine tropes in a  
queer way, poking fun at  
what society deems 'masculine'

POPPER FASTENING

CROTCHLESS

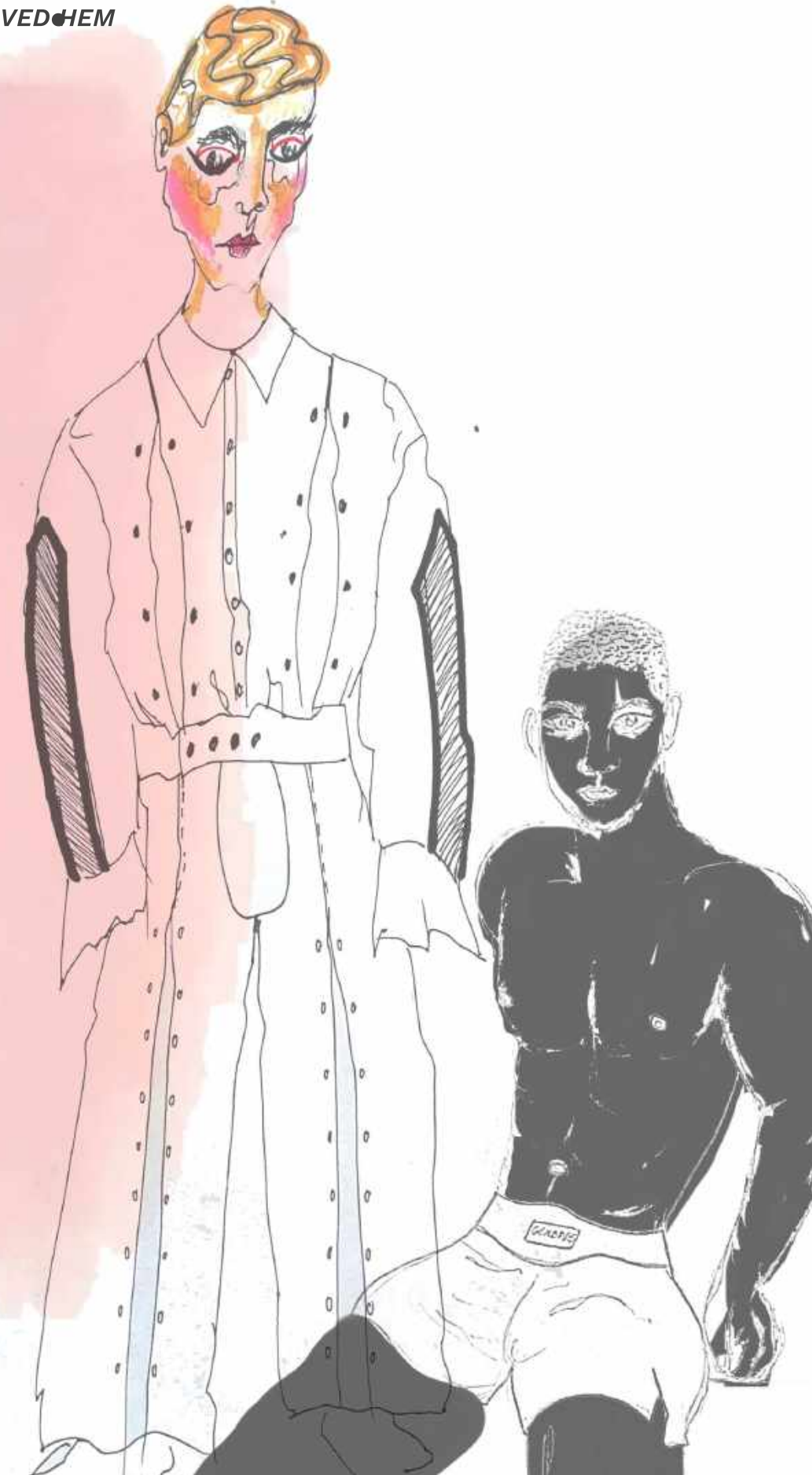
'QUEERING UP' MASCULINE  
ARCHETYPES

EXHIBITIONIST SHIRT



CHEEKY CHAP(S)

BACK CIRCLE POCKET





LONG RIBBED STRAPS

LOW CUT VEST

PANELS WITH ZIGZAG PLEATING

CONTOUR STITCHING  
SHAPES TO MIMIC  
STREAMLINED BALLERINO  
OUTFITS

# Ballerino

Mixing classic garments such as the jean, with the streamlined, formfitting silhouettes of the male ballet dancer - where style meets function. The squiggle print gives a nod to the beautiful movements of ballet, creating a dreaminess, signalled now in the garments.







## 'PEACOCK'

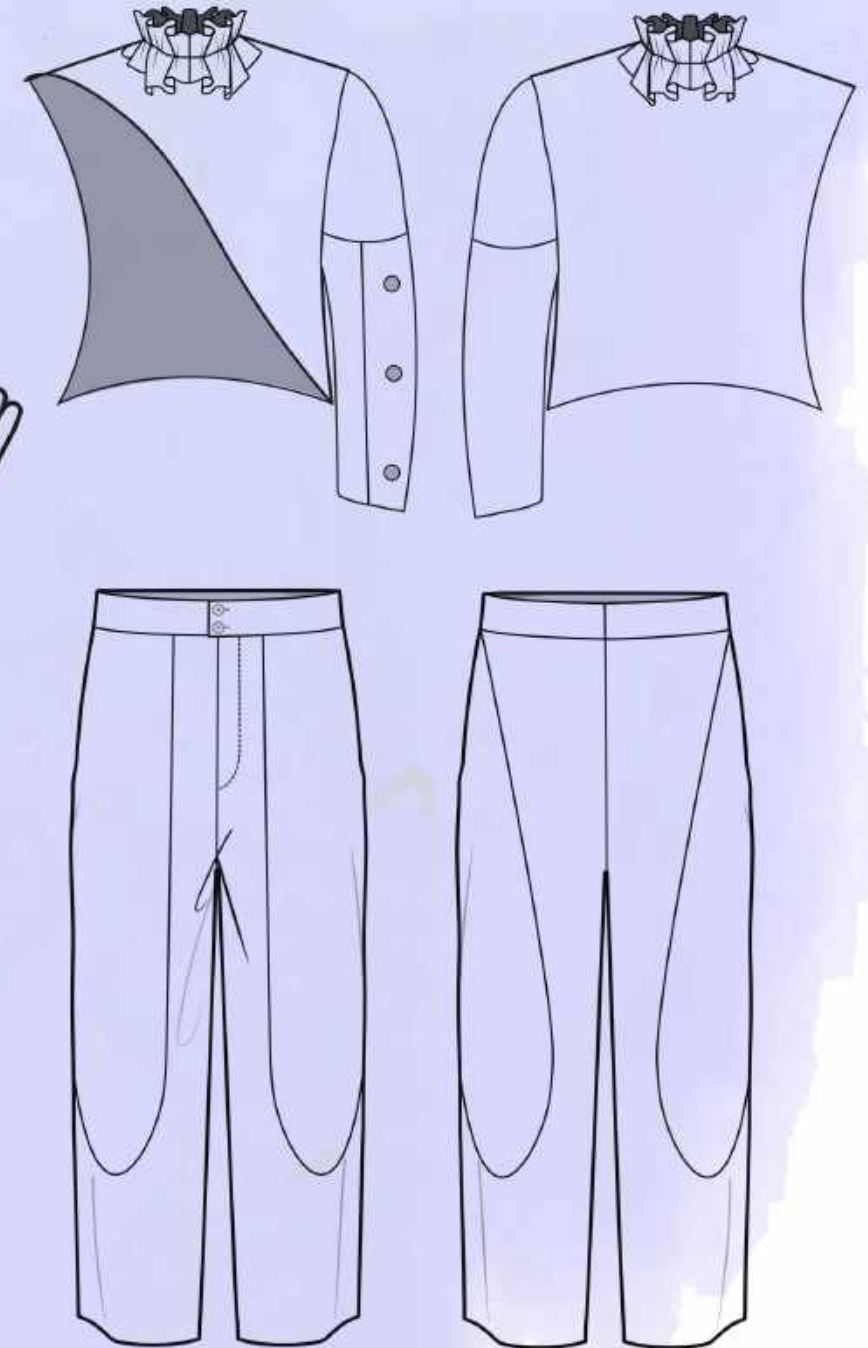
Peacock nods to the era of masculinity which was ostentatious and fanciful with a contemporary queer twist which champions sexuality, liberation and being unapologetic in dressing.

ASYMMETRIC VEST

DOUBLE RUFFLE  
BOTTOM ONE  
INVERTED RUFFLE

EVEING STAR  
PRINT GLOVES

PANELLED  
SLEEVE WITH  
BUTTON  
DETAILS



SHEER TAFFETA  
PANELS



# THE RUNAWAY GROOM

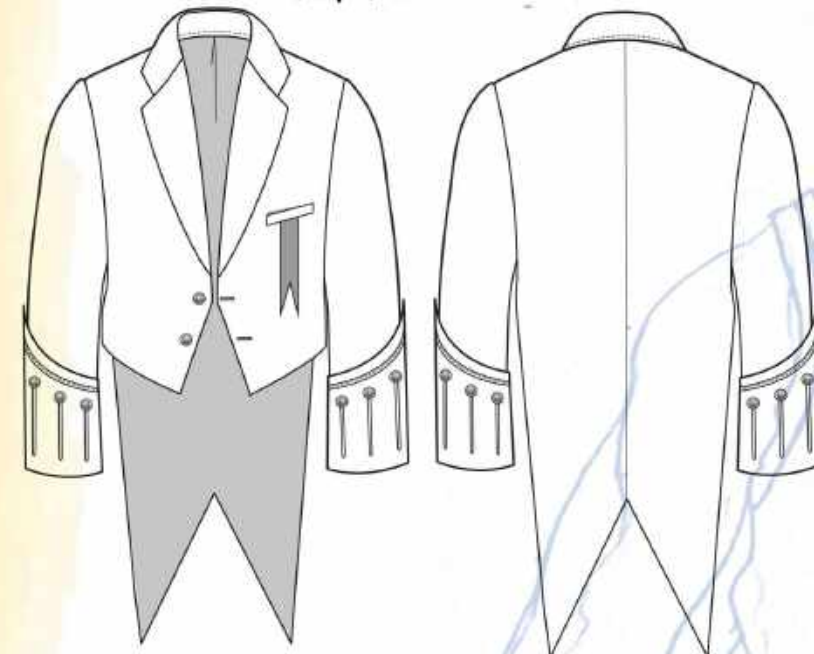


CHEST POCKET AND FLASH DETAIL

SCOTTISH DOUBLET CUFF

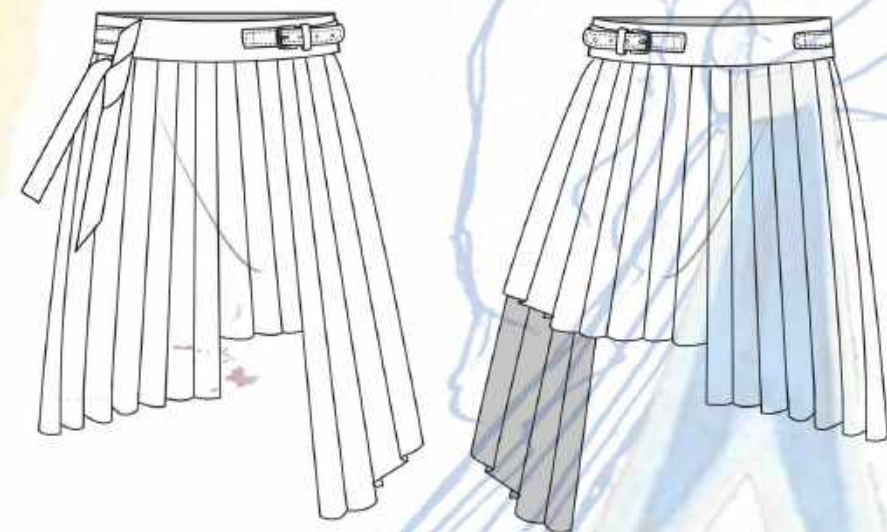
SINGLE BREASTED

FLASH-ER DOUBLET



TARTAN FLASH SHAPED VENT HEM

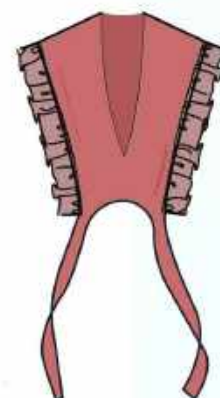
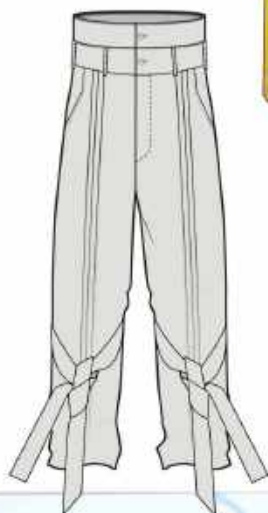
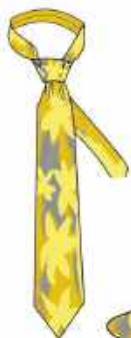
BUCKLE CLOSURE



RUNAWAY KILT

ASYMMETRIC WRAP WITH ACCORDION PLEATS





RANGE PLAN





queer reverie queer reverie queer reverie queer reverie queer reverie queer reverie