



# *Afro-Femininity*

FMP PORTFOLIO  
GABRIELL BURKE  
(N0984409)

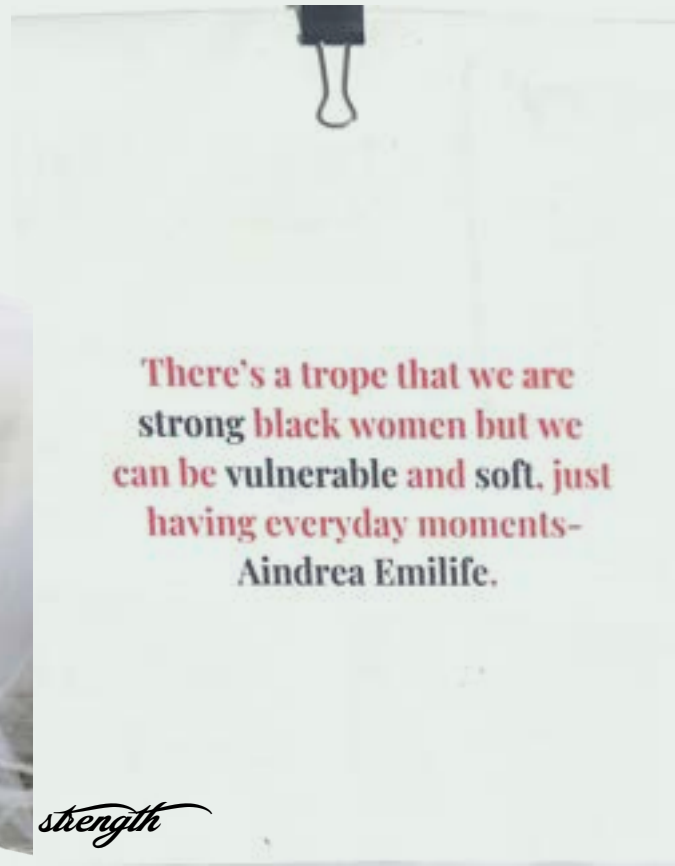


*softness*



*vulnerability*

These images are from an editorial titled 'IN BLOOM' for Baazaar magazine. They really inspired my design and creative direction as I believe they communicate a refreshing essence of femininity. Whilst also displaying elements of lace which I was planning to use from the beginning. They also convey a softness and elegance and assertiveness through the posing and styling.



**There's a trope that we are strong black women but we can be vulnerable and soft, just having everyday moments-  
Andrea Emilife.**

*strength*

AR



# Representation of Afro Femininity

womanhood



childhood



i have researched and looked at various themes which have inspired my thought process throughout this concept. Themes such as sexual stereotypes towards black women, identity and motherhood. Themes which allowed me to look into femininity from different perspectives. The good and the bad.

Intimacy



culture



*Identity*



*Soft*

Fabrics which drape & flow creating a elegant look (which I think this image portrays)

*Nurturing*



*Femininity*

The women who raised me as a child played a huge role in how I perceive my own femininity. Allowing them to be my own representation of femininity through their softness and nurturing personalities as well as their resilience and strive. Our visual culture throughout history don't really care to show this side, the loving and caring moments, the emotional strength of just being a mother. Black femininity is not defined just by physical characteristics or societal stereotypes their is so much more and I want my designs to portray black femininity in new and beautiful way.



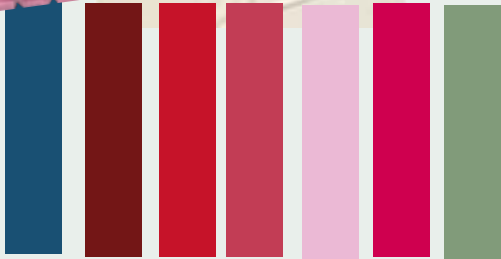
*Representation*



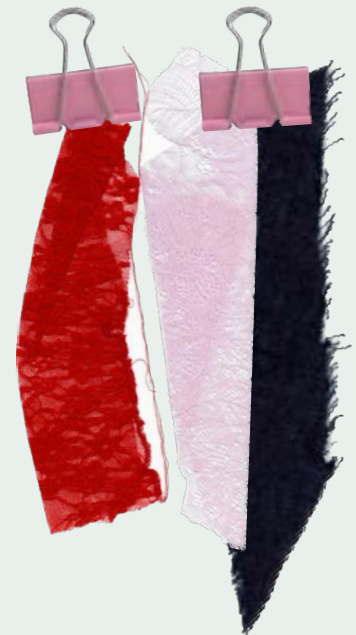
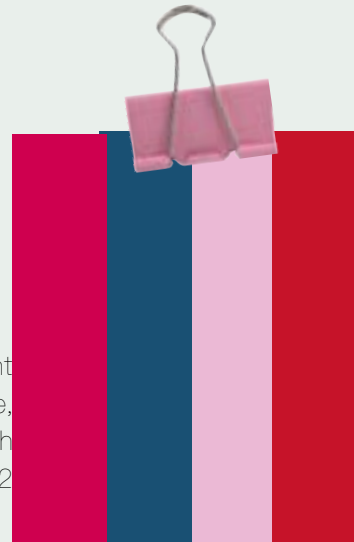
*Elegance*



My colour palette was developed through my favourite childhood images. I didn't just choose red because its in my childhood images but also because of the different meanings across cultural and historic definition. Red is a colour which symbolises power and courage to me. Pink was my favourite colour as a child and still is today. A colour which is globally known to be girly and feminine, so the two together are complimentary and share tones and hues.



the colour swatches on the right are my final chosen colour palette, alongside the fabrics which were used across look 1 and 2



*Colour Palette*



1/2 scale sampling and draping onto mannequin from sketches



1st toile panelled dress



2nd and 3rd toile



secondary research silhouette inspiration

*2d to 3d development*



4th and 5th toile  
some made from  
old toiles

meshing lace for  
top half of dress  
panel

cut out from orchid  
for corset

raster engraving

scalloping technique  
on toile

final garment for  
look one not fully  
finished





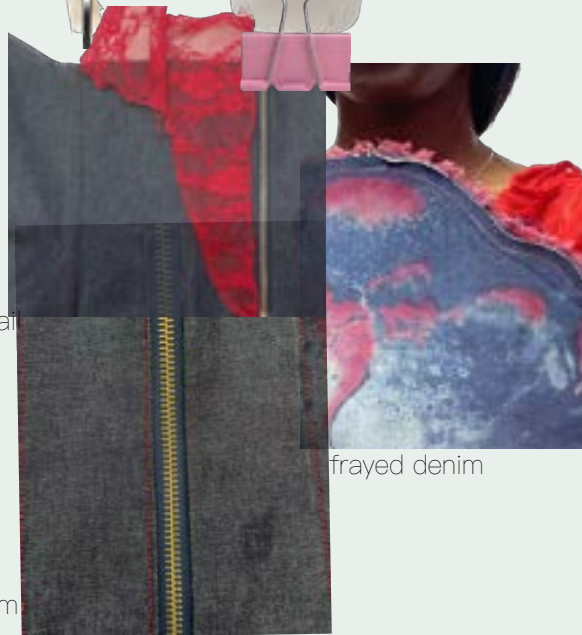
corset development for 2nd outfit



long sleeve top toile



corset with zip attached and other toiles of look 2



gold zip detail

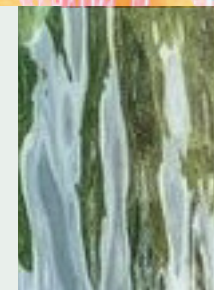
frayed denim

red lap seam



fittings for 2nd outfit

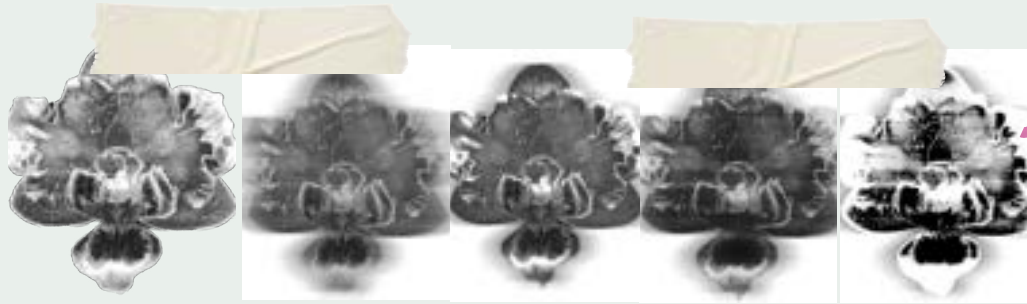
denim flared skirt







This pattern was created through repeating an image of lace to create a print. The print then got raster engraved onto denim.



chosen orchid edit to print

I then began to create different orchid prints by having an original image but then adding layers and filters to give it a thermal like look. I really liked the faded blur on the outside.



raster engraving orchid onto denim



dyeing raster engraving



# Orchid Print development

# *Line Up*

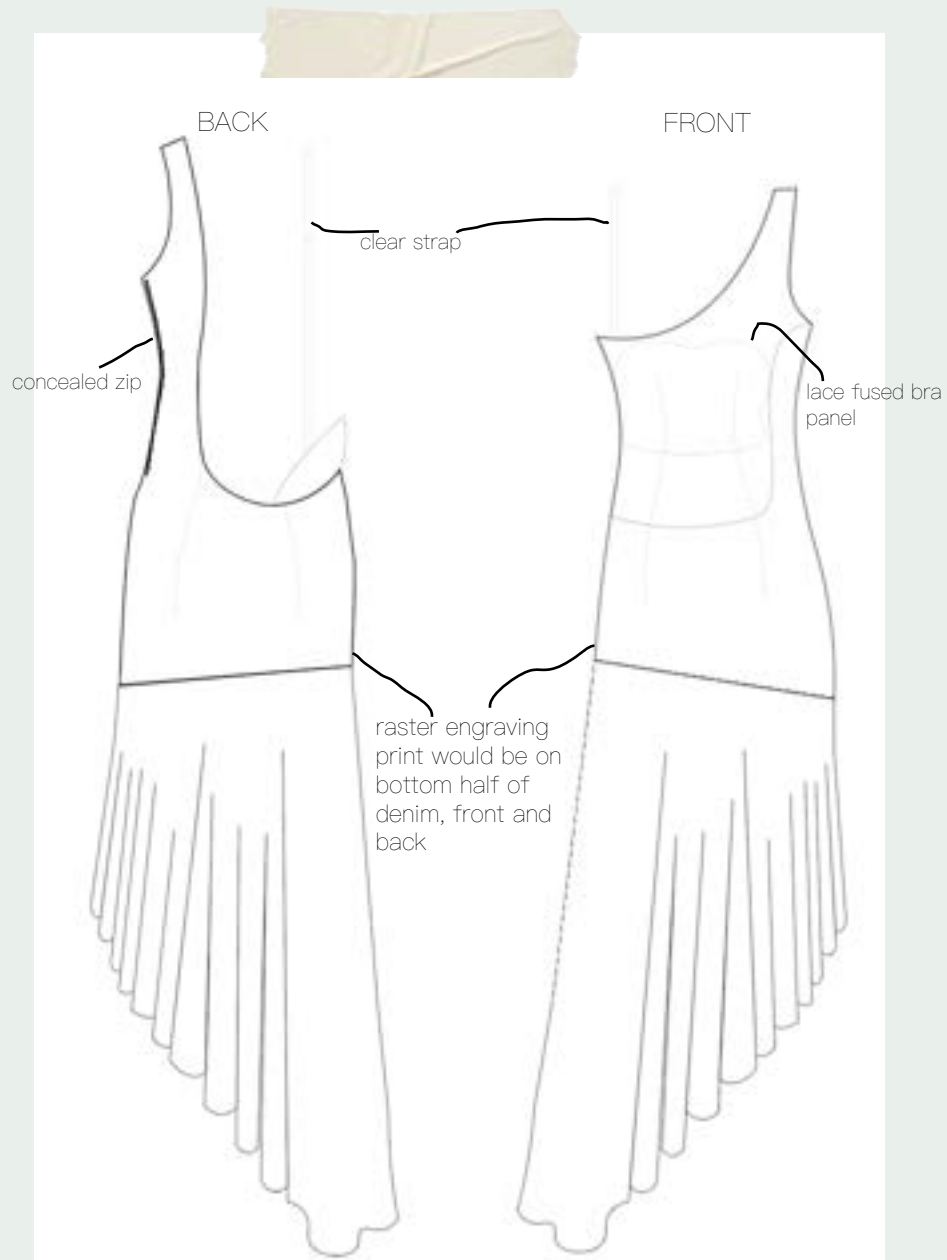
My final line up consists of the samples within my orchid print development and the silhouettes and samples throughout my 2D TO 3D development





CAD

OUTFIT 1



# OUTFIT 2

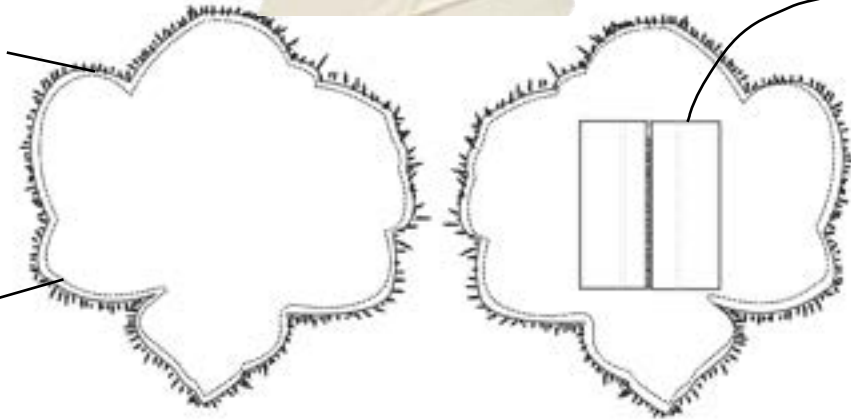
Frayed denim fused between front and back flower panel

FRONT

BACK

Corset panels sewn onto orchid with gold zip and lap seam stitch across boning

top stitch detail



lap seam on each panel

FRONT

BACK



FRONT

gold hook and eye and a concealed zip

BACK





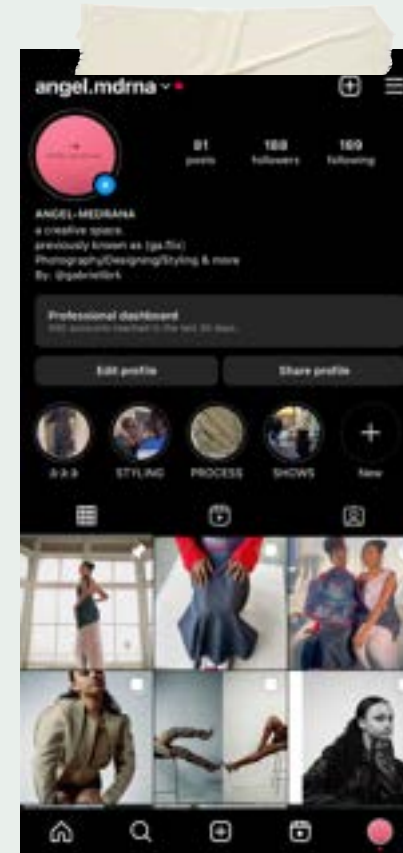
# Promotional material and branding



Using orchid print image onto label and incorporating colour from my colour palette

branded labels hand sewn in garments

Incorporating collaging and drawings with my brand name and childhood imagery to show the visual foundation of the brand



My promotional material is also found through my social media presence. A creative page which allows the branding ANGEL MEDRANA to cover an array of creative mediums





The indigo and heavy weight denim's I have chosen are made out of 100% cotton, whilst the pink lace has been donated to the store which I purchased from.



The labels which are in my dress corset and skirt are sustainably handmade in the UK.

The trims on the edge of the flower are made up of scrap excess denim which were left over from the other panels of denim I had cut out throughout my design and have been frayed to create this look.



### *Mission Statement*

“At ANGEL MEDRANA, we're dedicated to creating fine apparel that respects the environment and its resources while still celebrating the classic appeal of denim and lace. We give ethical sourcing, ethical production methods, top priority across our supply chain, all in line with our sustainable objective. Through the adoption of innovative and thoughtful design, we aim to reduce our ecological impact while optimising aesthetic appeal and excellence”.

*Ethical sustainable reflection*



# *Final Shoot*

