

CONSCIOUS
UNCONSCIOUS
VISIONS



ARTIST'S STATEMENT

'Unconscious Visions' envisions a utopian-promised future of an enhanced security. It becomes a lifestyle everyone MUST conform to. But what if one wants to stay anonymous?

In this hyper-surveilled society, the observer is no longer just a tool for safety, but a mechanism of control. The pressures of being watched makes people dress with layers and coverage.

Privacy becomes a distant memory and anonymity is a luxury a few can afford. Rebels deter surveillance with adversarial fashion.

BY THEA VIERNES
S/S 2024 ANOMALIA

LISTENING
WHY
TECHNICAL
CITY

UNCONSCIOUS VISIONS

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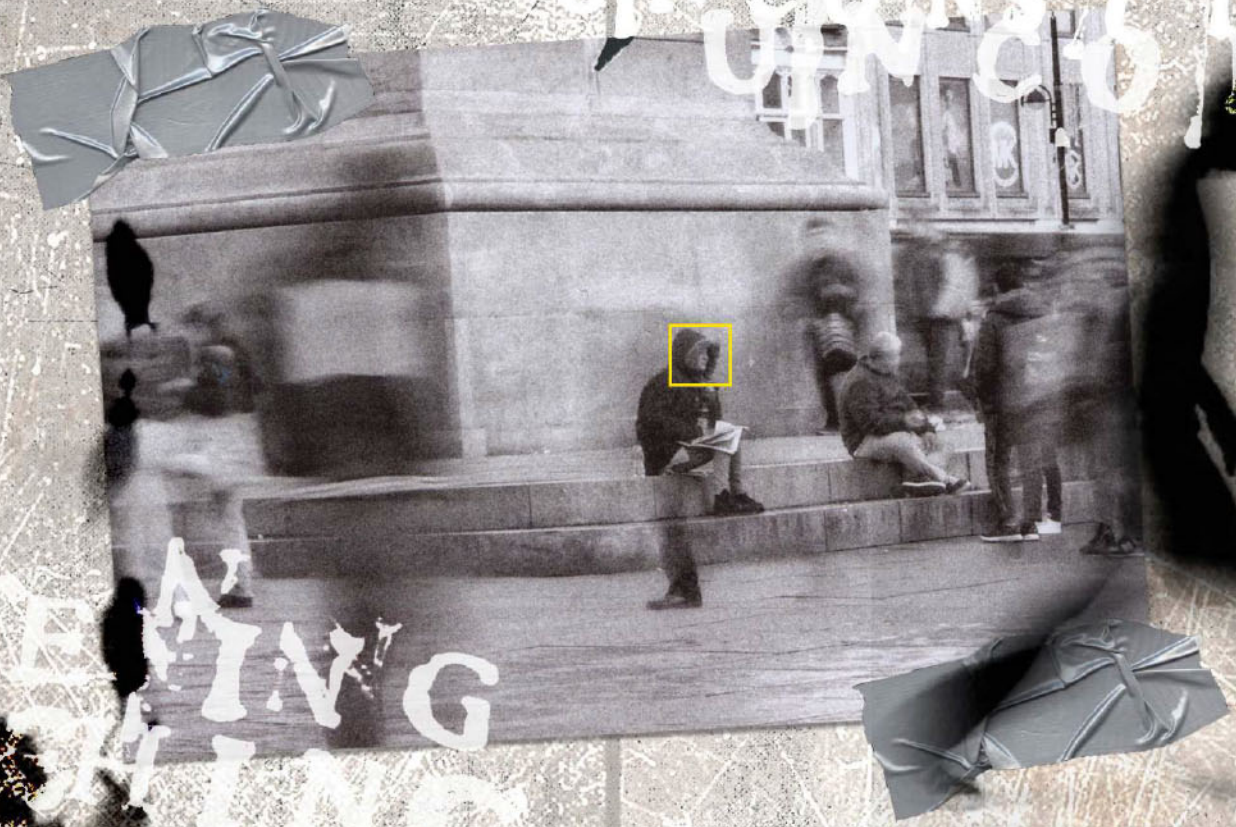
CONCEPT & RESEARCH

A MAN TRIES TO AVOID THE CAMERAS,
COVERING HIS FACE BY PULLING UP HIS
FLEECE. HE IS STOPPED BY THE POLICE AND
FORCED TO HAVE HIS PHOTO TAKEN. HE IS
THEN FINED £90 FOR "DISORDERLY
BEHAVIOUR".



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CONCEPT & RESEARCH



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ACCORDING TO CLARION SECURITY SYSTEMS, THERE IS AN ESTIMATE OF 7MILLION CCTV CAMERAS IN THE UK. YOU ARE LIKELY TO BE CAPTURED ON UK CCTV UP TO 70 TIMES A DAY. (2022)



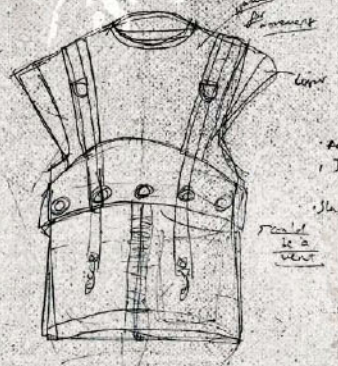
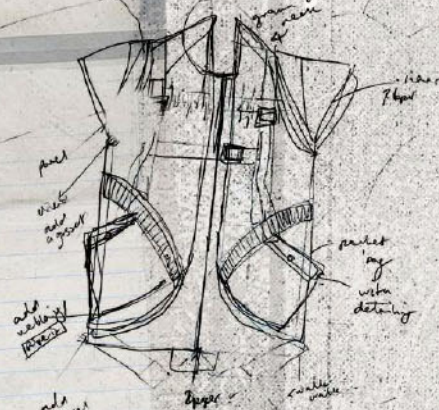
Hood detail?
or elongated
turtleneck?

1 minute
observational
sketches

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DESIGN DEVELOPMENT

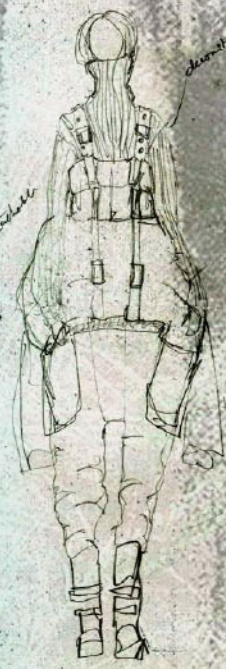
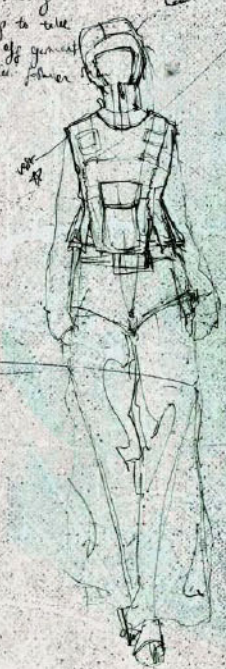
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VISIONS



Notes:
- adding
- insert bag
- panel through
- slash back panel to add
- volume
Panel is a vest



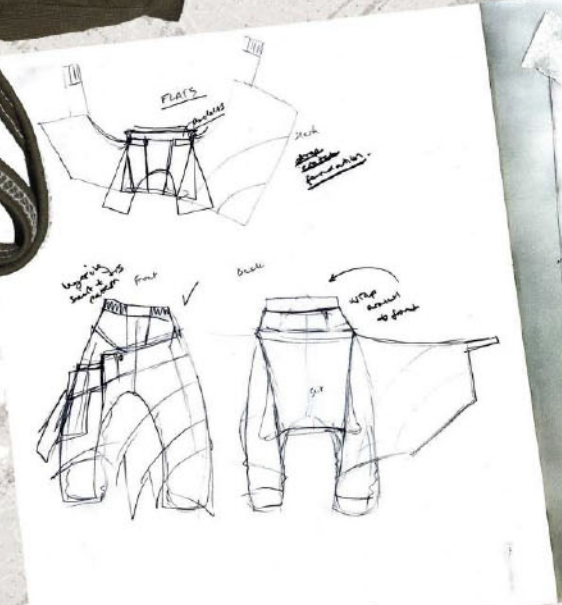
add panel girth to piece of
Drape
collar
panel bag strap
inside / bobbing
strap to hold
off garment
for fabric



deconstructed

asymmetrical panel
cut





LISTEN
WATCH
LISTEN

Head detail?
or elongate
between neck?

A minute
observation
sketch

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DESIGNING WITH TECHNOLOGY

LISTENING
WATCHING
LISTENING

LENTICULAR DESIGN TYPOGRAPHY

FUT FUT FUT FUT
ILE URE URE ILE

WATCHING

Adversarial fashion merges style with activism, using innovative printmaking technologies to cloak wearers in anonymity and challenge the status quo. To ignite awareness and empower individuals through clothing that doubles as a statement of resistance.

LASER ETCHING ONTO DENIM SAMPLES

SUBLIMATION DYE USING HEAT PRESS



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Themes of loneliness & intimacy within our spaces could be reflected through lights. Streetlights at the dead of night, and artificial lights from our phones, lights navigate an insomniac's journey throughout the night - evoking a sense of comfort, and uncertainty.



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CAD ILLUSTRATION

DRAWSTRING DETAILS FOR ADJUSTABILITY



SHOULDER OPENING FOR DETAIL / CONCEPT OF EXPOSURE

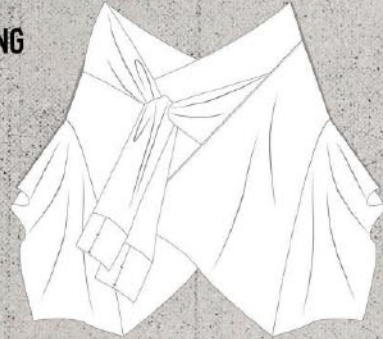


EXTENDED DRAPED HOOD DETAIL

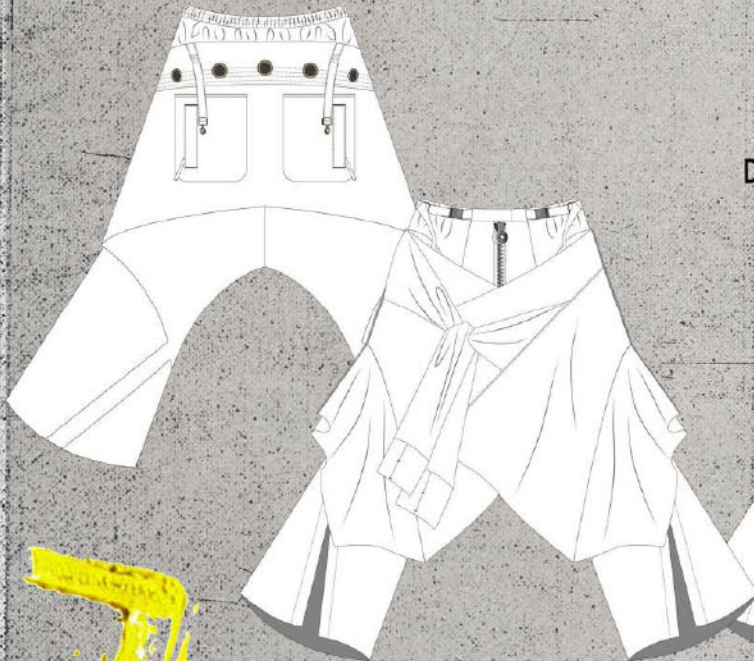


DETACHABLE SKIRT PANEL

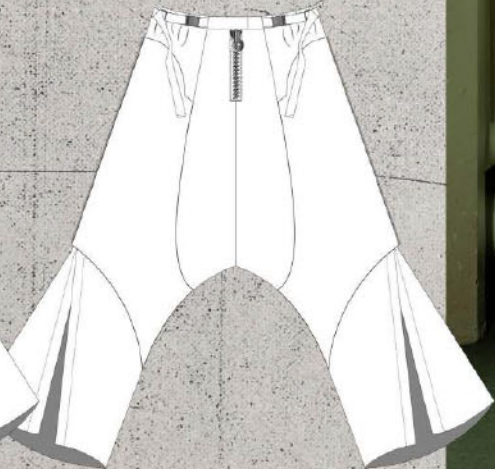
THUMBHOLE OPENING



ADJUSTABLE WAISTBAND STRAP + ELASTIC



DROP CROTCH TROUSERS FOR MOVEMENT



WRAP-ON SLEEVE ON SKIRT

LEG SLIT FOR MOVEMENT

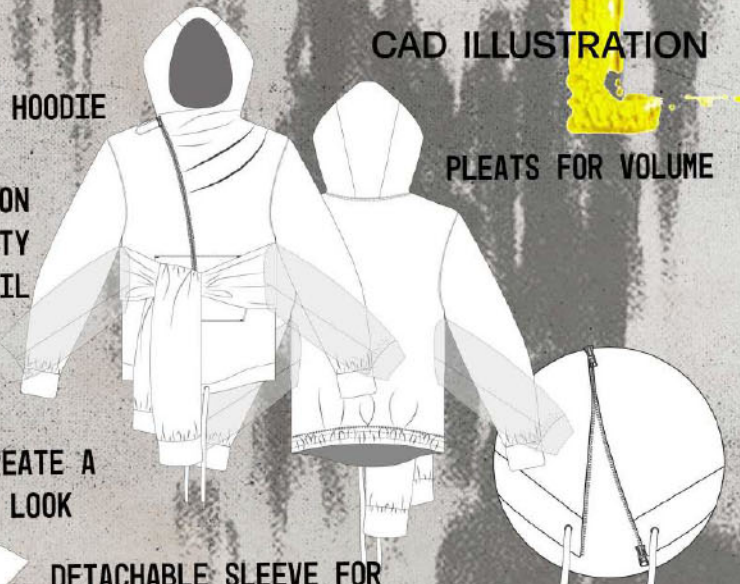


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CAD ILLUSTRATION

ASSYMETRICAL HOODIE

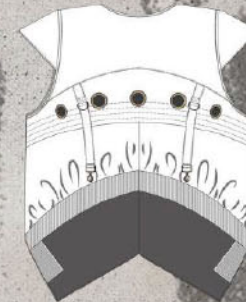


PLEATS FOR VOLUME

WRAP-ON SLEEVE DETAIL ON WAIST FOR ADJUSTABILITY AND DETAIL

GUSSET FOR VOLUME TO CREATE A VEST ON TOP OF JACKET LOOK

DETACHABLE SLEEVE FOR LOOK ALTERATION



TWO-WAY ZIPPER DETAIL & DRAWSTRING FOR ADJUSTABILITY

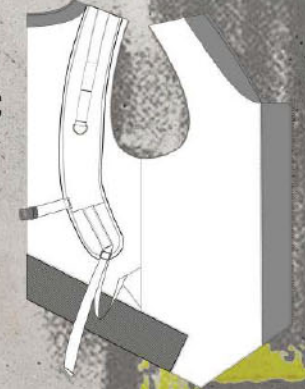
DROP CROTCH TECHNICAL TROUSERS

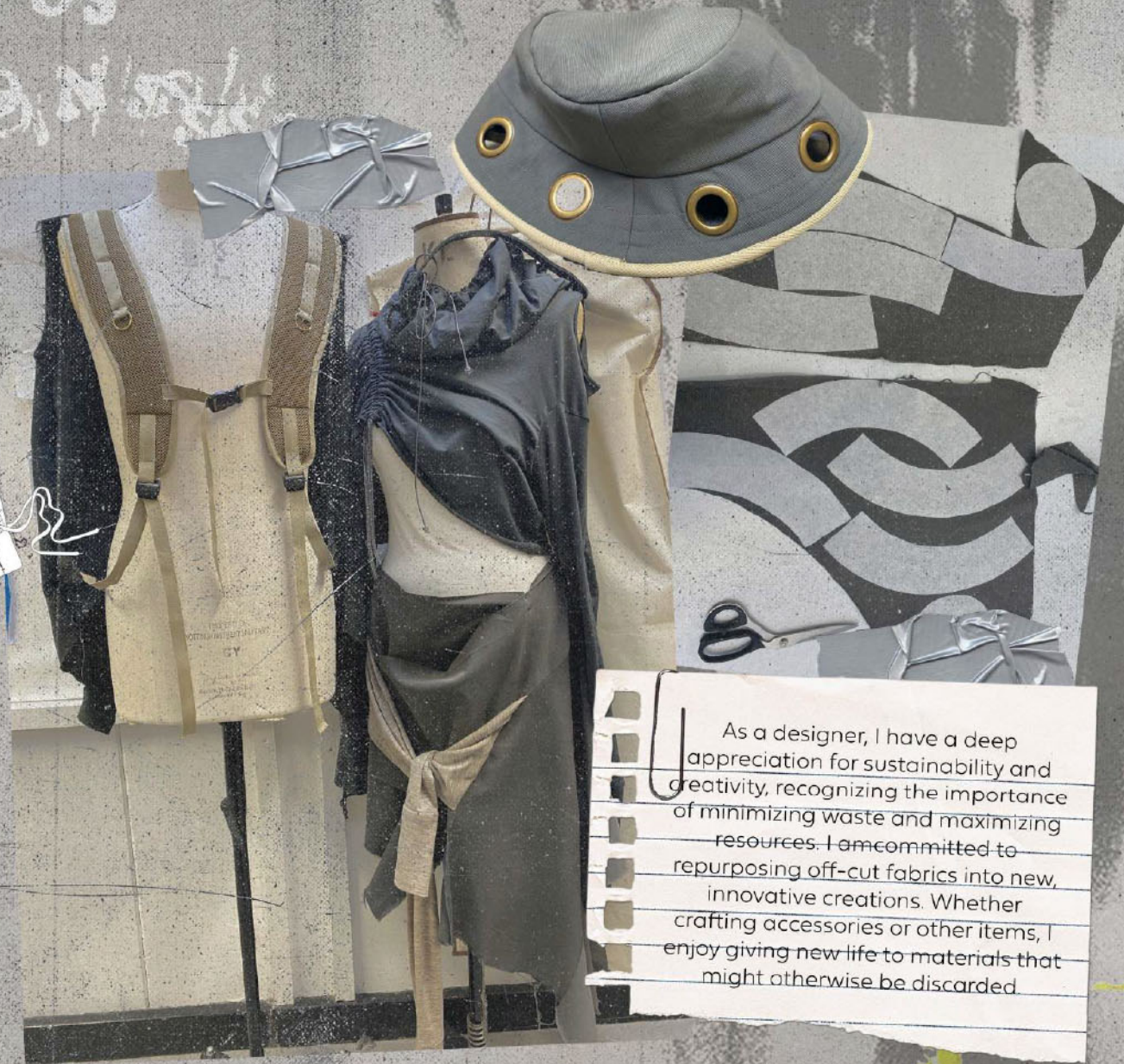
ADJUSTABLE WAISTBAND STRAP + ELASTIC

PANELLING CARGO POCKETS WITH GUSSET FOR ADDED VOLUME



BAG STRAP IN LINING FOR DRAPING AND LOOK ALTERATION





As a designer, I have a deep appreciation for sustainability and creativity, recognizing the importance of minimizing waste and maximizing resources. I am committed to repurposing off-cut fabrics into new, innovative creations. Whether crafting accessories or other items, I enjoy giving new life to materials that might otherwise be discarded.

THIRD OUTFIT IDESIGN IDEA USING OFF-CUT DEADSTOCK FABRICS AND DETACHABLE SKIRT

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FINAL LINE UP

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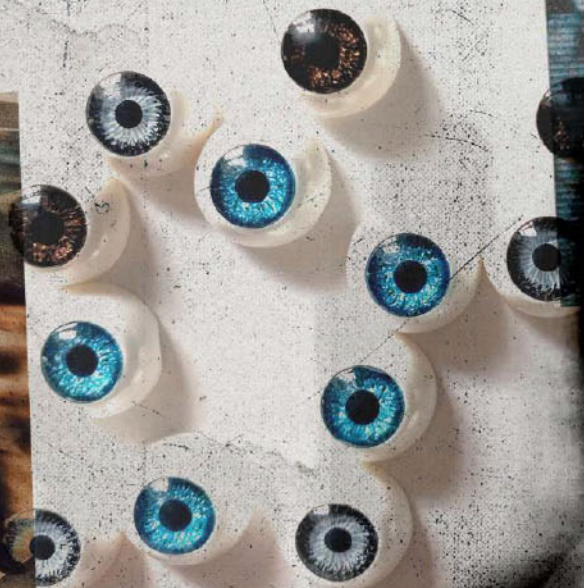


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PHOTOSHOOT STORY

The photoshoot will explore the theme of surveillance in contemporary society, focusing on the interplay between control and individuality. It will feature models adorned in fashion pieces that symbolize resistance, resilience, and self-expression amidst a backdrop of surveillance equipment and urban landscapes.



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PHOTOSHOOT



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LISTEN
WATCH
LISTEN