

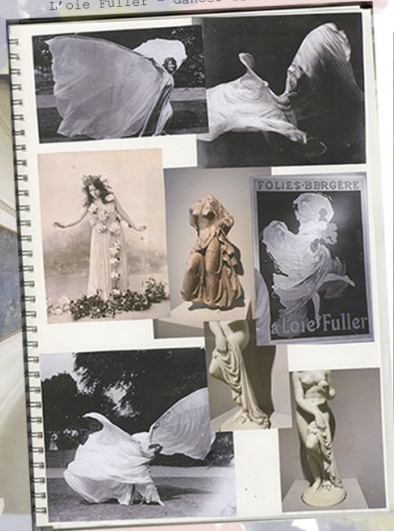
Monet memoir by Carla Rachman,
1997



primary research photographs
taken in Paris '23



L'oise Fuller - dancer from the 1890's



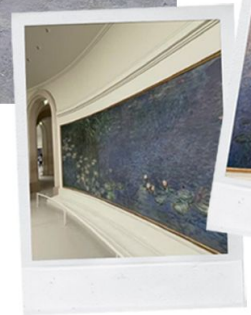
Monet's waterlilies series - 1890's



toile photoshoot
collaboration,
photography by Nina
Cazalet



In full bloom 3/125
Reimagining Monet





In full bloom
8/25
Reimagining Monet

'In Full Bloom : Reimagining Monet' is a collection aiming to merge art and fashion to create a striking and memorable display. Focussing on highlighting feminine qualities but not limiting this to womenswear, designer Jorja Townsend used the artistic medium of fashion to bring to life and conceptualise the renowned artists work. After viewing Monets waterlily series in person in Paris in the summer of 2023, Townsend felt truly inspired by the panoramic paintings. They became inspiration for colour and fabrics with a focus on recreating the brush stroke textures, as well as shape and silhouette, with the designer taking the floral shapes and creating sculptural pieces to be added to the garments.

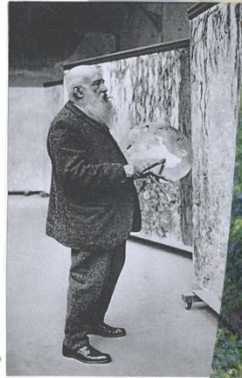
Another strong source of inspiration for this collection comes from Loie Fuller, a dancer who rose to fame during the 1980s, the same time as when Monet was creating the aforementioned paintings. Known for her 'Serpentine' dance, Fuller used vast amounts of draped fabric combined with expressive movements to create what seemed like floral silhouettes. This led to the idea to use a mixture of both lightweight fabrics to capture the freedom that comes with draped fabrics, as well as sturdier materials that would support and hold strong silhouettes.

Due to the fact that water lilies bloom in the spring and summer months, this collection with its muted and natural colour palette as well as delicate surface detail, is best suited for spring/summer '25.

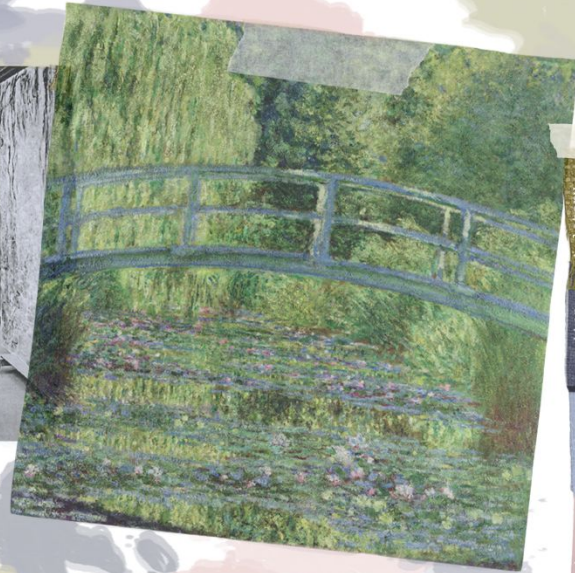
Townsend showcases a range of handcrafted embellishment techniques within this collection, such as beading and embroidery, creating appliqués and also hand painting directly on to fabric. These couturesque techniques add an elevated detailing to the garments, blurring the lines distinctively between art and fashion.



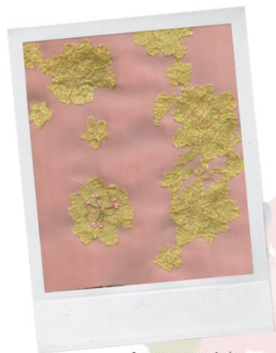
sustainable material
created from
offcuts.



colours and fabric
texture inspiration
taken from Monet's
paintings.



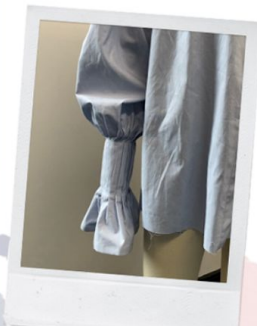
In full bloom
Colour and fabrics



lace turned into
appliques and attached
with beads



thin wire inserted into
petals to allow them to
be positioned



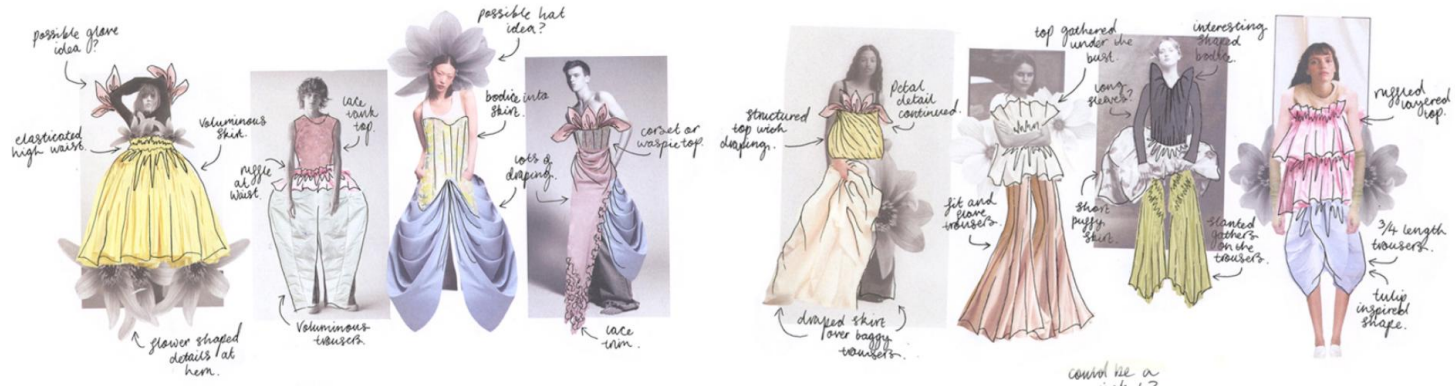
pleated or gathered detail found on
several garments throughout the
collection



hand beaded
embellishments

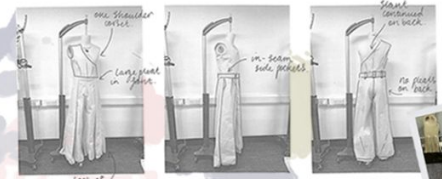


In full bloom Details

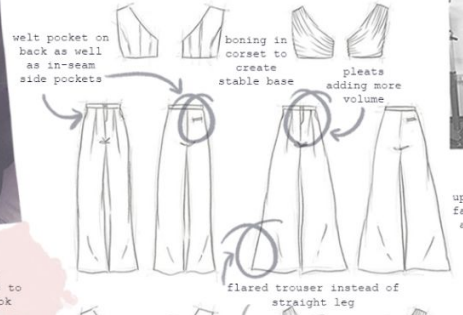


In full bloom
 Collages

petals, pockets & layer for grey corset



metal press studs to fasten petals onto corset



green upholstery fabric for a stable corset



outfit would be more effective in all blue material with pink petal



collage using existing garments to inspire this look

In full bloom
Design development



could explore embellishments (suzanne detail)
lacwork and beading? or wire
inserted petals.



gathered under the bust creating lots of movement and volume



adding petal surface embellishment

back of the first toile looked to simple, so large bow feature added



wire inserted petals



In full bloom
Design development

ruffled collar stand, may look too historical.



unique pleated cuff idea



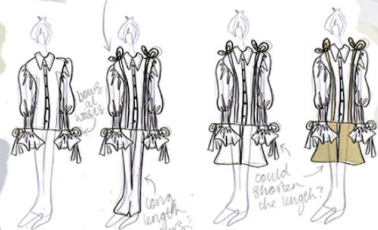
developing overall dec.



flower in pocket inspired by Monet's pocket square.



hanging beads and leaf detail



longer length

could shorten the length?

longer length

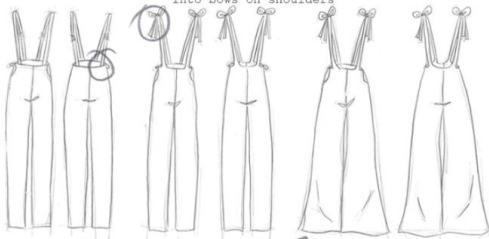
could shorten the length?

longer length

could shorten the length?

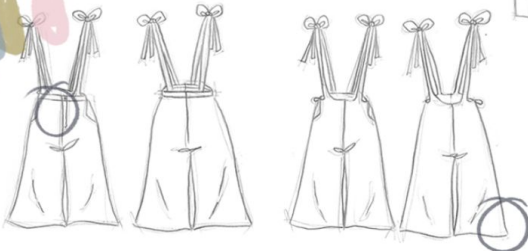
longer length

adjustable straps tie into bows on shoulders



wide leg

making length shorter



blue pleated collar



pink pleated collar

bow ties added to cuffs



In full bloom
Design development

sustainable approach through the use of off-cuts from previous garments, stitched down to create a new and unique fabric

These photographs of Monet holding a large palette looked in fact like of the artist's that went into producing his final outcomes, but so one normally pays attention to these.

Through this next look I wanted to pay homage to this messy process that people don't see and by using offcuts and scraps of material from previous projects I represent my own palette.

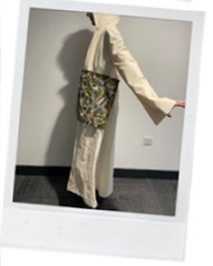
Also featuring hand painted brushstrokes to capture the texture from Monet's work and heading to add a more purposeful looking embellishment.



darts in front and back to create fitted look



gathering under arms will create a voluminous effect, especially if adding is used to hold the shape

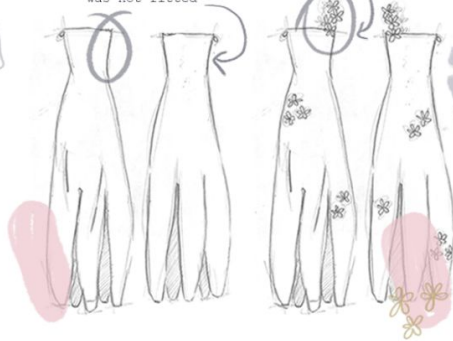


In full bloom
Design development



fitted bodice, may resemble Fuller's costume more if it was not fitted

lace strap?



gathered hem



one piece dress will drape nicely from chest



dress inspired by Lore Fuller?

petal shaped hem!



continues one shouldered idea from outfit no. 1

like this curved line.

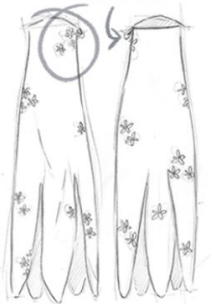
added lace/beaded embellishment

would create more of a sense of flowing/draping further down

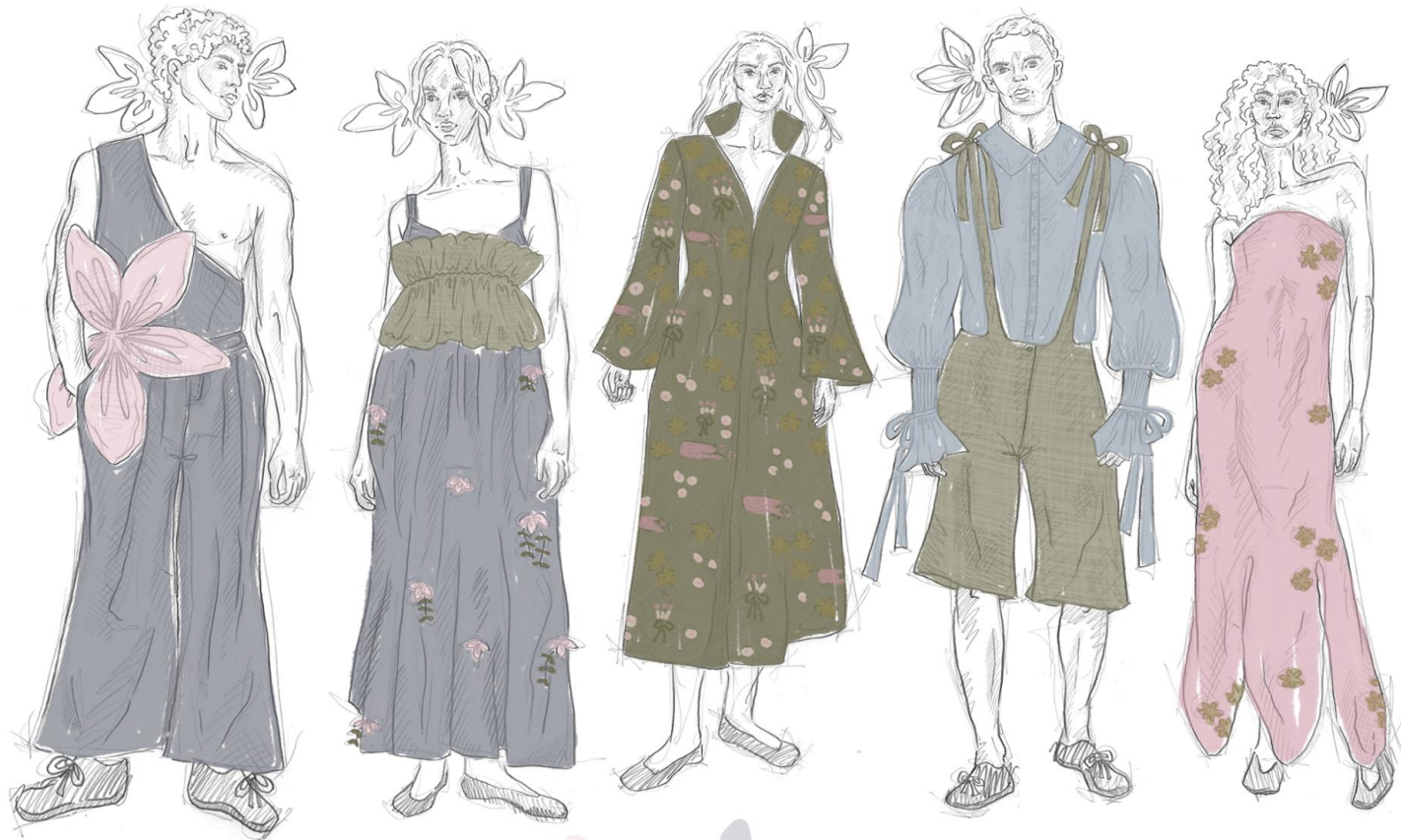


curved hem

invisible zip in side seam



In full bloom
Design development



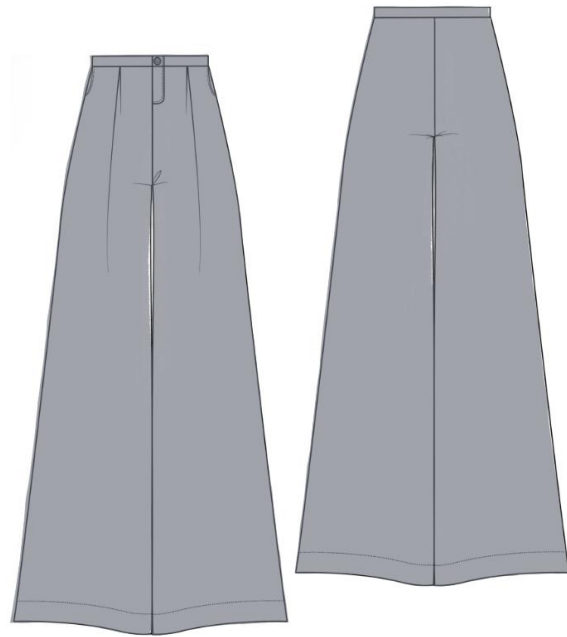
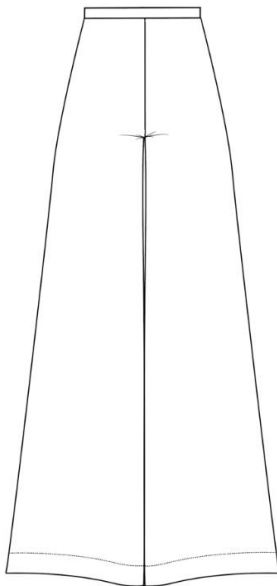
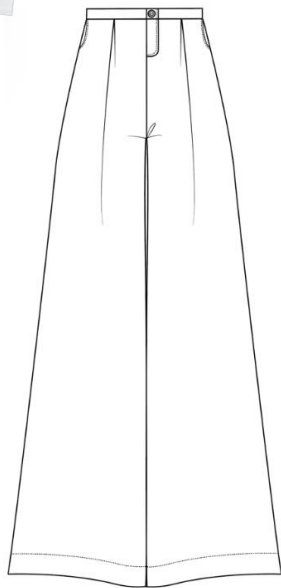
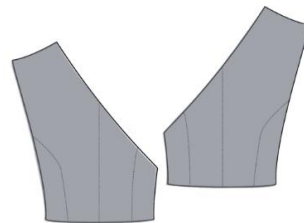
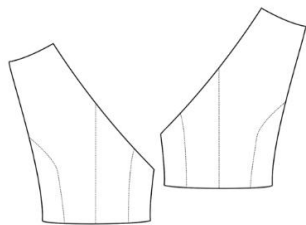
*In full bloom
final line up*



Semi-matt
silk
sateen



Lightweight
cotton
chambray

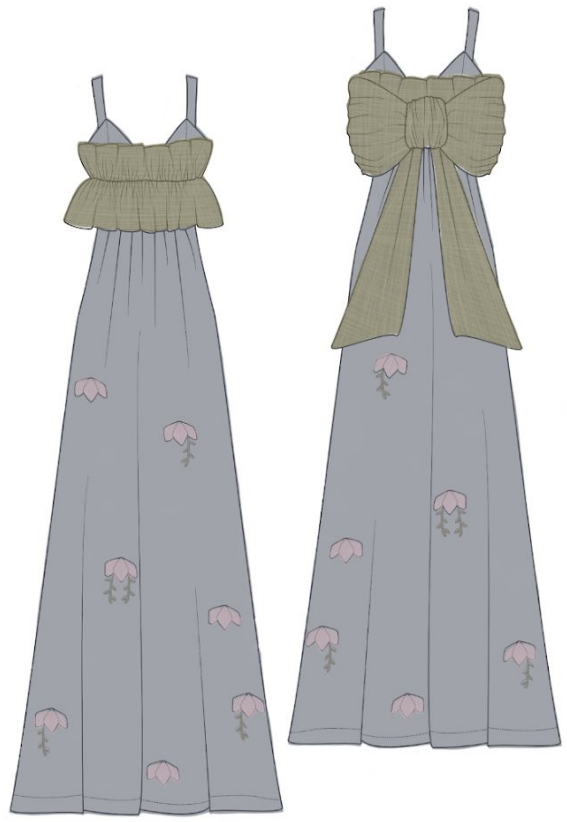


Look one

Upholstery fabric, great for holding structure



Lightweight cotton chambray with silk sateen petal detailing, featuring beading



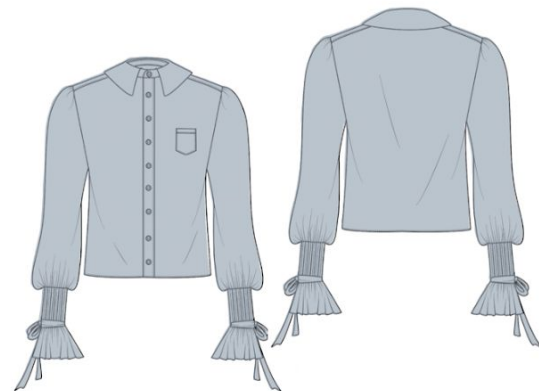
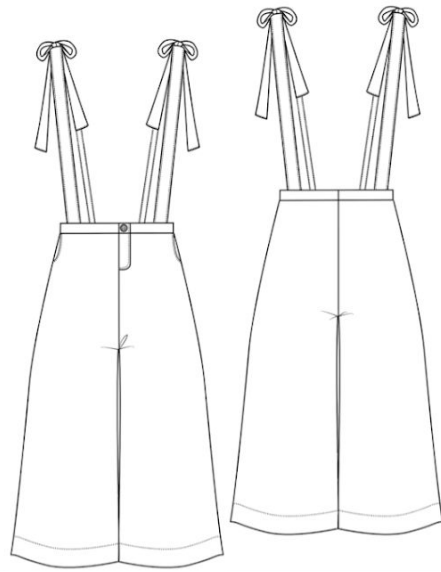
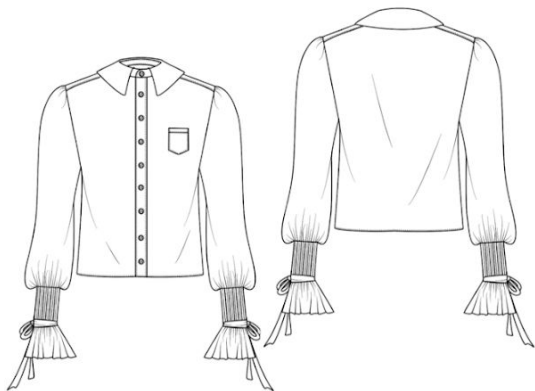
Look two



Light blue
shirting
cotton



Upholstery
fabric



Look three



Look four

Green coating wool embellished with lace appliqué and beading, as well as paint brush strokes

Satin with lace applique and beading

Look five



In full bloom
8/25
Reimagining Monet