

**Y/Project
X
Traffic Cone**

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BRAND RESEARCH



Y/PROJECT



Established in 2010 by Yohan Serfaty in Paris, Y/Project initially emerged as a men's fashion brand. Notable for its compact, artfully crafted, and distinctive designs, the brand extended its reach into women's wear in 2013 with the arrival of the current creative director, Glenn Martens. Y/Project's runway presentations frequently showcase the use of unconventional materials and captivating deconstructed silhouette, along with bold, innovative print designs.. Among the brand's signature design elements, denim holds a classic status. Under Glenn Martens' direction, Y/Project captivates audiences with its enduring, dark, street-inspired, and cleverly rebellious elongated expressions [2024, Y/Project].

CUSTOMER PROFILE



Y/Project appeals to a select group of fashion lovers, trendsetters, and art-fashion connoisseurs with its unique designs, nonconformist silhouettes, and artful apparel. Aiming at 20-35 year olds with disposable income, the brand attracts those eager to make bold fashion statements with expertly crafted, distinctive pieces.

COMPETITORS



AESTHETIC ANALYSIS



Competitors of Y/Project in the fashion industry are typically high-end fashion houses characterized by an avant-garde fashion aesthetic with a streetwear influence, providing contemporary wardrobe solutions. Notable brands in this competitive landscape include Rick Owens, Dries Van Noten, Vetements, and Maison Margiela. These renowned labels present distinctive and unconventional designs, offering a spectrum of luxury items suitable for special occasions.

Y/Project's playful deconstruction allows for customization with wire and button elements, while its iconic denim appears in various runway looks. Distinctive prints, including vibrant colours and proportion play with nude figures or repurposed images, blur the line between reality and illusion, enhancing the brand's unique style.

INSPIRATION



Select all images with traffic cones

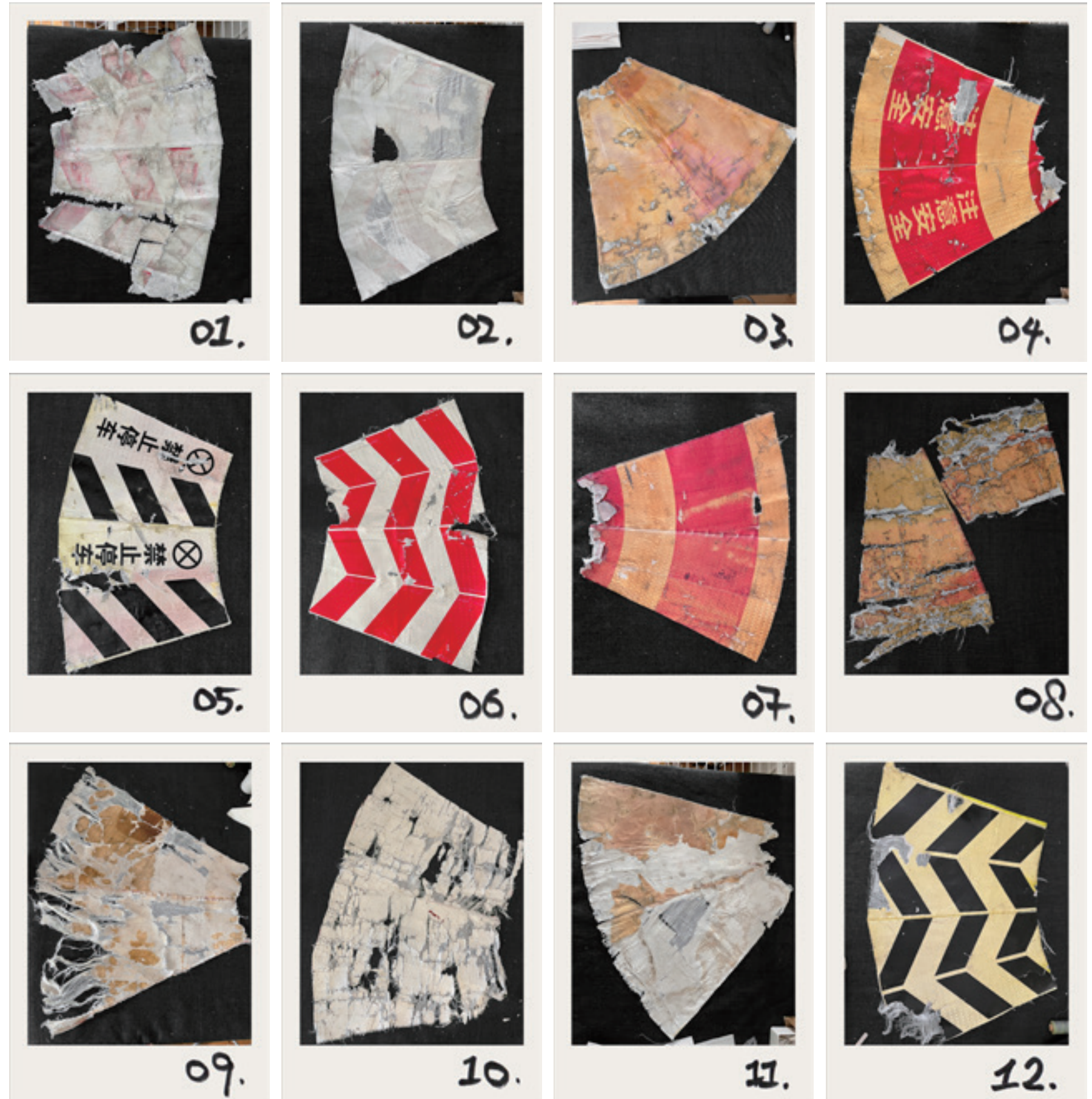


I don't know since when, but I've become strangely captivated by the random presence of traffic cones in different places. I've got a special folder in my photo album just for warning signs and roadblocks. Upon first glance at the thumbnails, you might wonder if you've stumbled upon a 'robot recognition test' on Google. Yet, when you click on the full-size images, you'll discover that each one is distinctly unique.



VERIFY

TEXTILE EXPERIMENTS



During my placement year, I lived in an old community in Shanghai, worn-out traffic cones can be seen everywhere. Intrigued by their weathered charm, I chose several unique cones, replaced their shells with new ones. I discovered that they could be reshaped in hot water, reminiscent of leather tanning. I decided to turn these cone shells into wearable pieces.



This is the original cone shell.



Tracing paper.

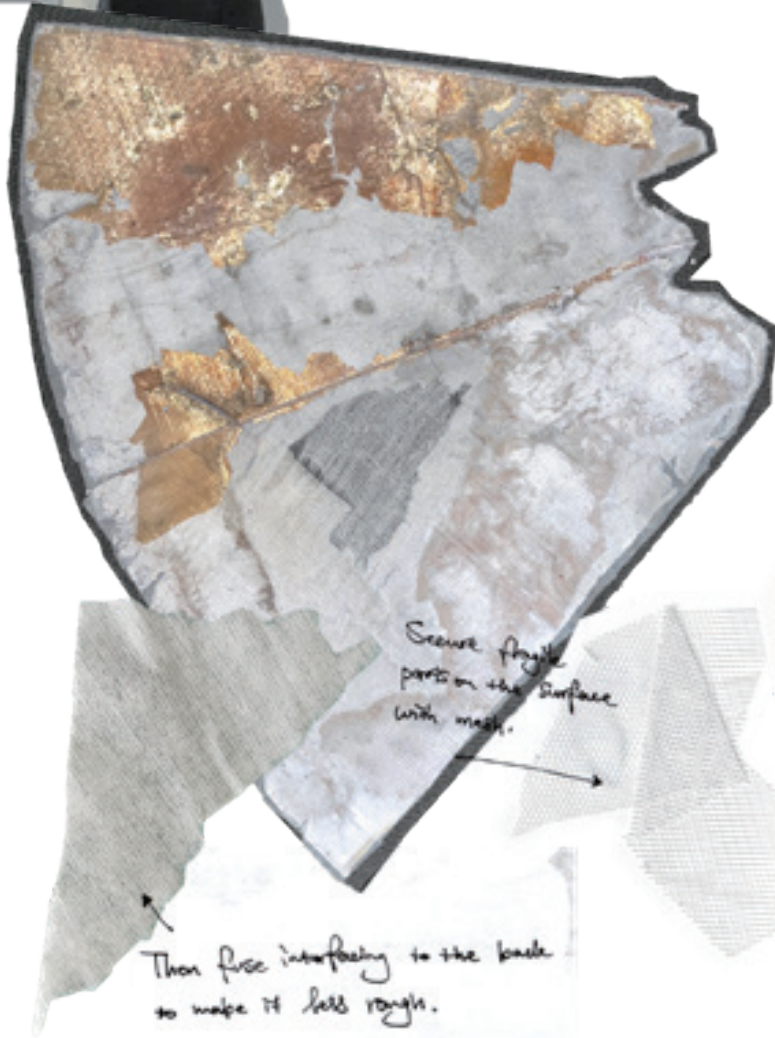


Reshape bc for cooling.



I used both hanging steamer & iron to play with the cone shell on the mannequin.

Always wearing insulated gloves!



Secure fragile portion on the surface with mesh.

Then fuse interfacing to the back to make it less rough.



Layer details.

Signal cone tank top + low waist A-line skirt.

To strengthen the fabric, I used fusible interfacing secured the back of the fabric, and used fusing web to apply a layer of mesh web on the surface. Then, I used the heat presser to evenly heat up the whole fabric so it turned soft and can be reshaped on the stand.

The tracing paper got stuck to the fabric by mistake, but I like this colour combo and decided to leave it as it is.





The construction process of the first look.





Some cone shells have interesting warning signs printed on them. I extracted these signs and turned them into placement print. Additionally, I collected the fragments from the cone shell in Look 01 and incorporated them into Look 02 as surface decorations, adding some extra highlights.





COLOUR & FABRIC



Twill
100% Cotton



Satin
69% Acetate
31% Viscose



Tulle 100% Polyester
Denim 100% Cotton



Twill
95% Polyester
5% Cotton



Knit rib
92% Cotton
2% Spandex



Denim
100% Cotton



Thin twill 100% Cotton
Denim 100% Cotton



French terry fabric
100% Cotton



Denim 100% Cotton
 Rib knit
 100% Polyester
 Tulle 100% Polyester



Tulle 100% Polyester
 Mesh 100% Polyester
 Denim 100% Cotton



Shirt fabric
 100% Cotton
 Denim 100% Cotton



Triple crepe
 100% Viscose



Denims
 100% Cotton
 100% Cotton



Strip satin
 51% Trevira Cs
 49% Polyester

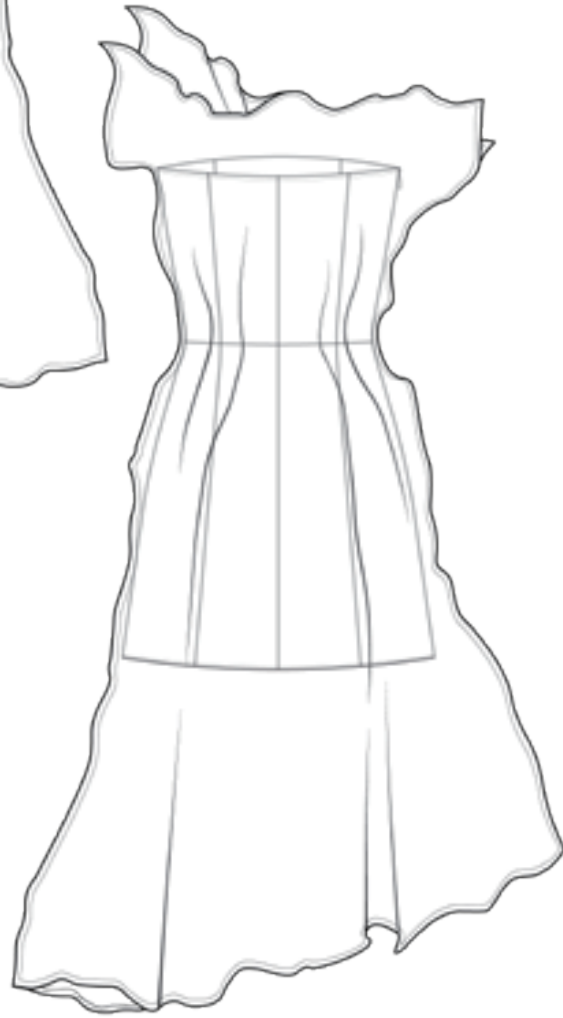


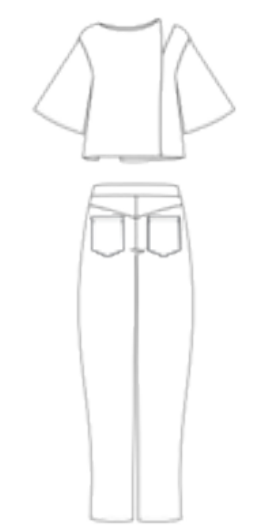
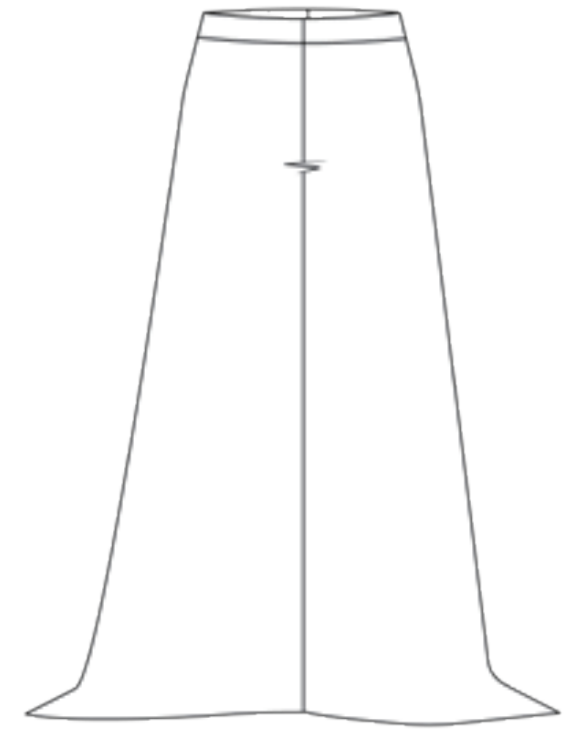
Mesh 100% Polyester
 Twill 100% Cotton



Mesh 100% Polyester
 Velvet 67% Acetate,
 33% Polyester

FLAT DRAWINGS





FINAL LINEUP

