

NO AMBITION

JAZ BHACHU - CAPSULE COLLECTION - AW25





ITS NOT AN
AMBITION
BUT THE
CLEAR VISION

Exploring vintage
Snowboard advertisements.

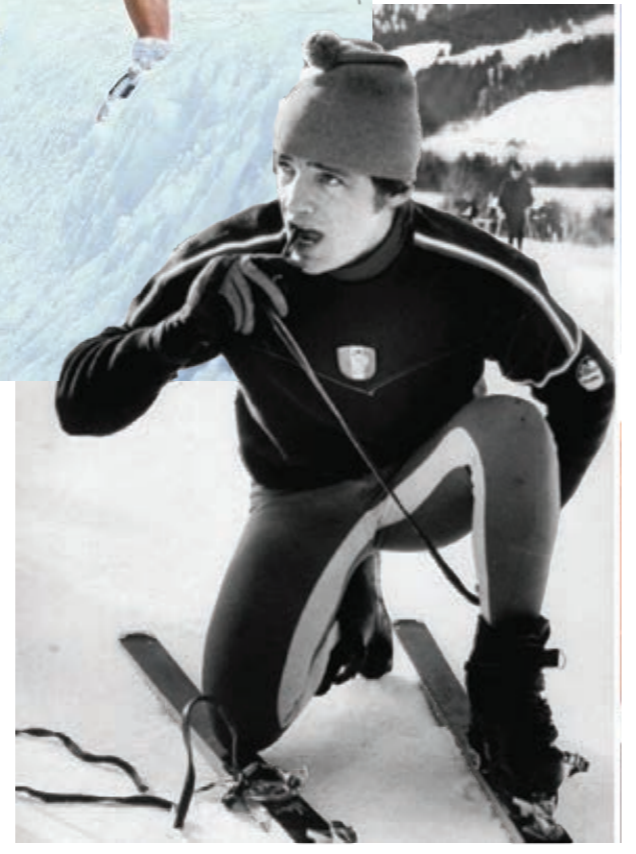
Current Performance
Snowboarding
Gear.



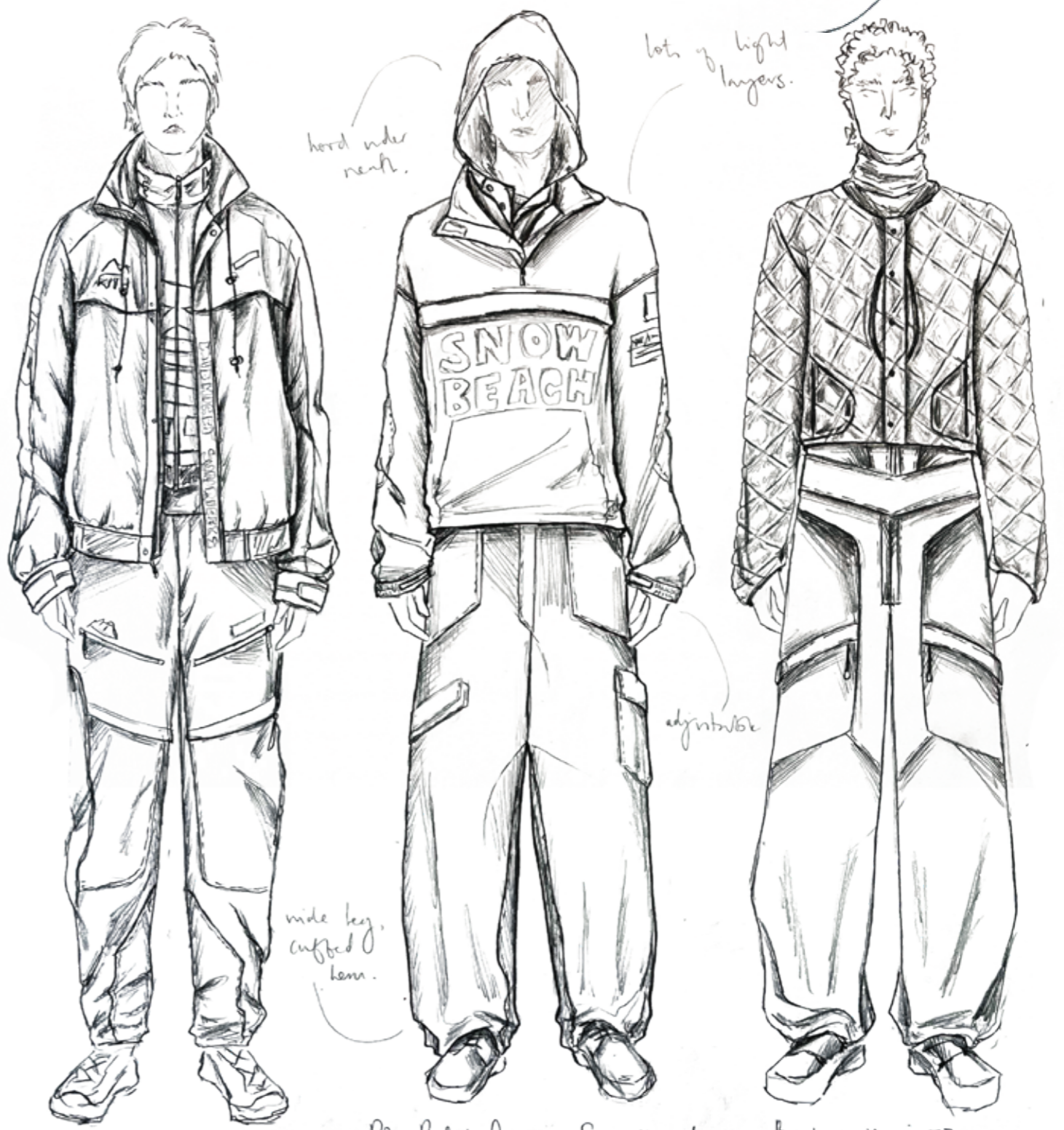
Jeff Brashie
1991
Burton Air



Jean Claude
Kelly, 1960.



Tailored!
No Outerwear!



Kith Aspen 2018.

Polo Ralph Lauren - Snow Beach

Burton Mine 77.

Analysis of Performance Gear

Peak Performance - Gore Tex Shell
 - Jacket + Trousers -
 6630 + 6530

Carabina!
 lower loop: for light pass (?)
 Adjustable waist band

100% recycled polyester shell
 + 44% polyester, 57% polyamide 2nd layer
 water + weather proof!

Radio Pocket
 - Impo + early alpine jackets

drawstring to adjust size
 to nose!

(Gore-tex stretch fabric panel freedom of movement)

zip vent under arm for temp control

top layer!
 Drawstring adjustable hem

Coated zips + taped seams!

top + bottom - 5 pockets each!

full leg vents zip have side seams for full temp control top layer only

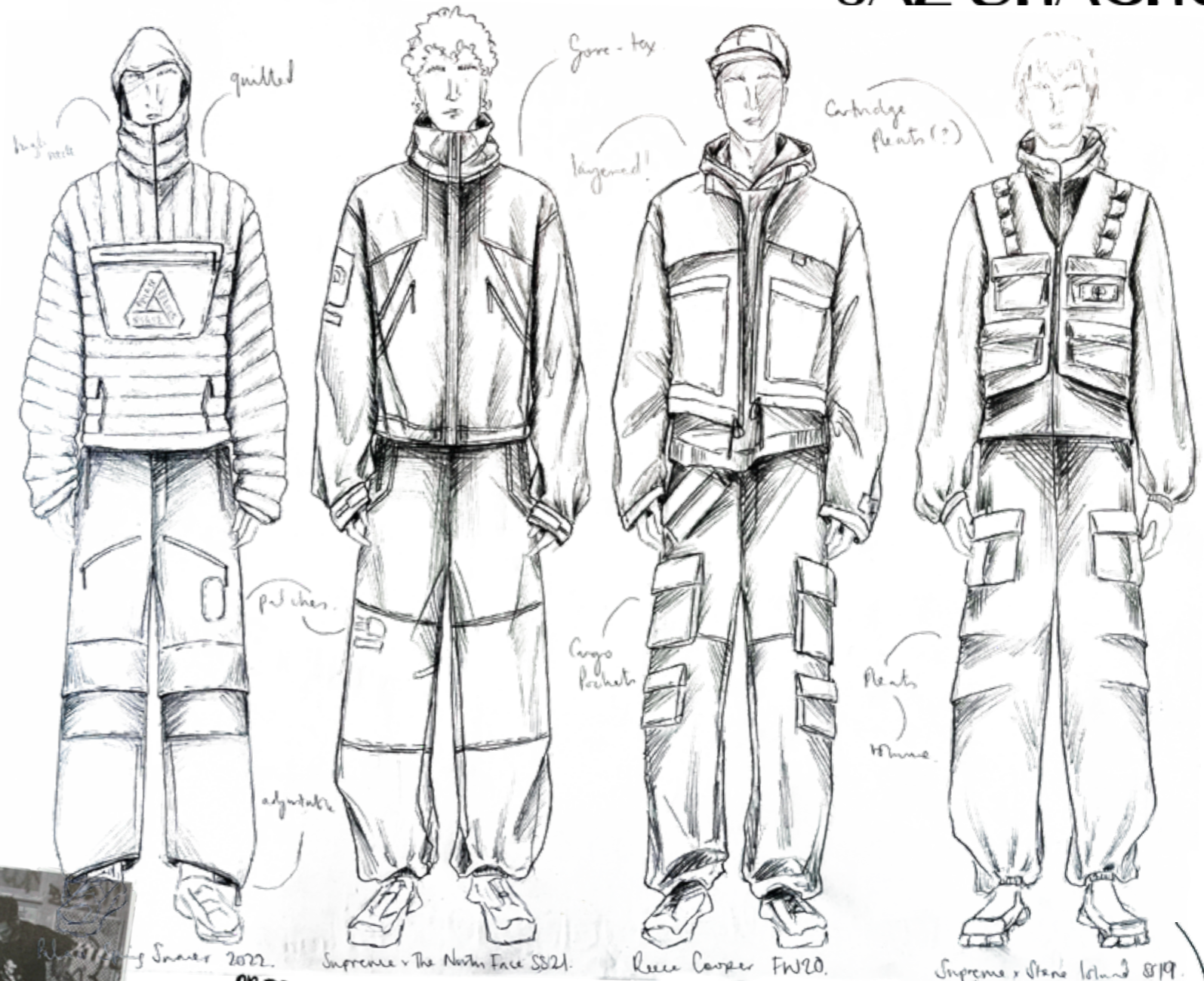
Development of Customer

DC PHASE SNOWBOARD BOOTS 2014

traditional lacing

moldable lining (fleece)

soft flex exterior sole



DROP DEAD CO.

MSFTS REP.

+ street + skatewear brand founded by Justin Jones - american. 2012
special collaboration [x new balance]

digital print

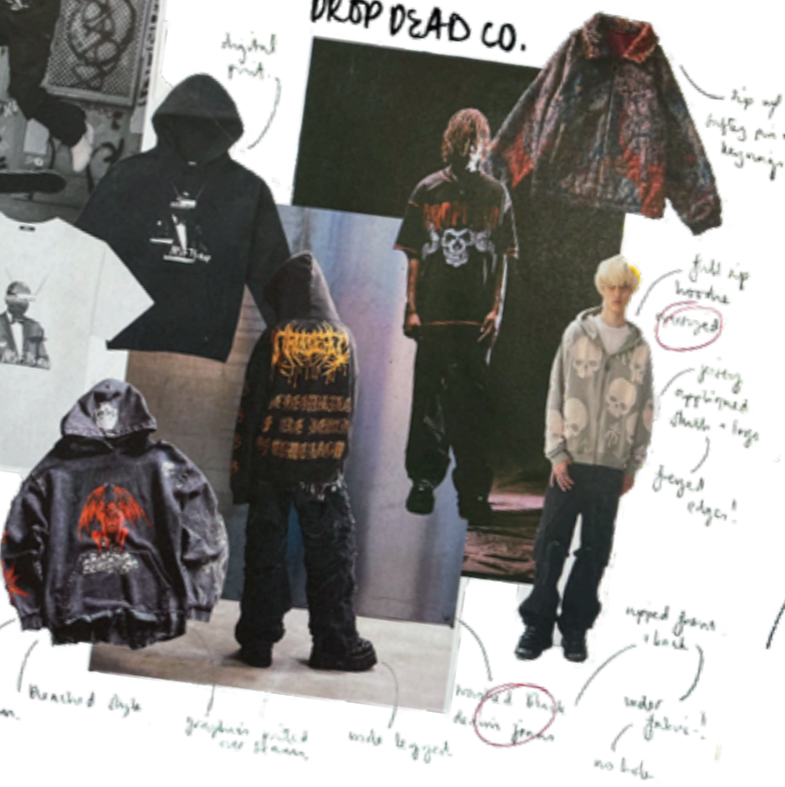
black + white

college graphic

shirt hem to hem

Revised style

graphic printed over stamper



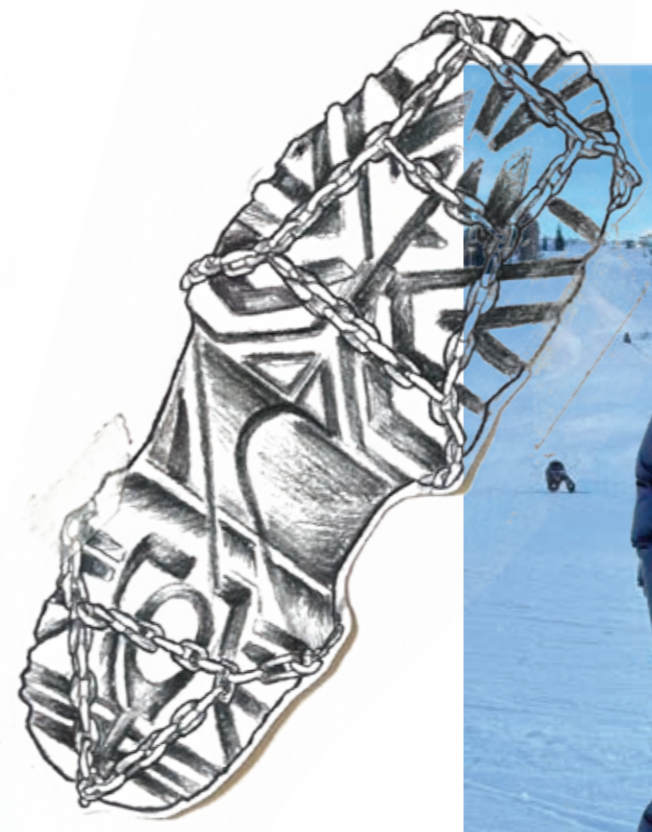
Exploration into winterized streetwear!

Current streetwear brands

Development of Customer Market.



Big chain on the jacket



FRONT

BACK

Can tabs as chains!

Snowtracking chains for boots



FRONT

BACK

tread chains

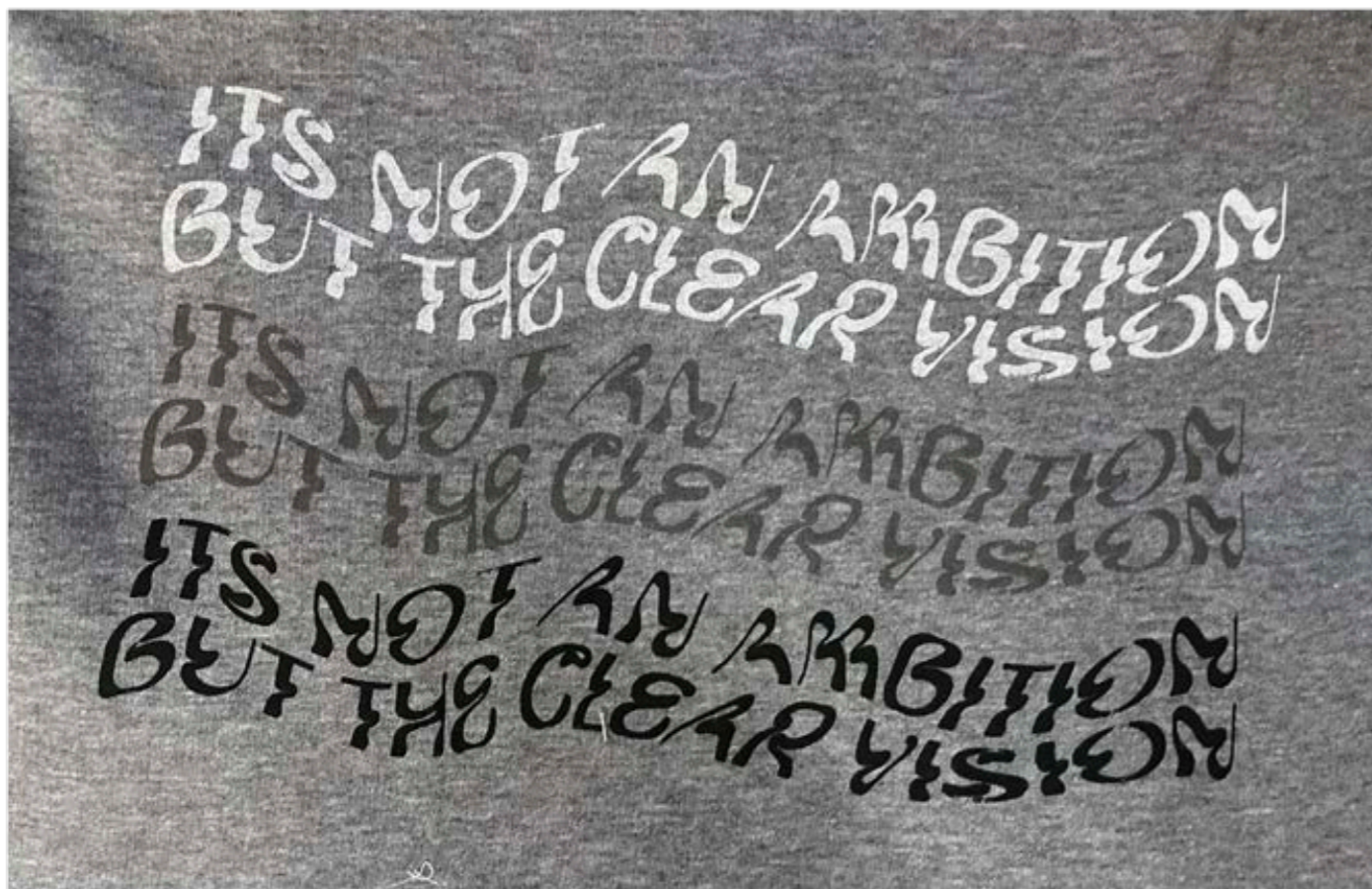
Muse Research - Jaden Smith



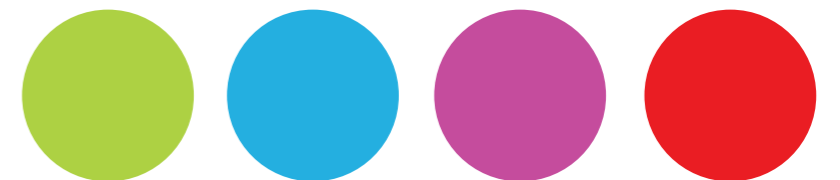
Bleach on
Denim Samples.

Development of
embroidery text.

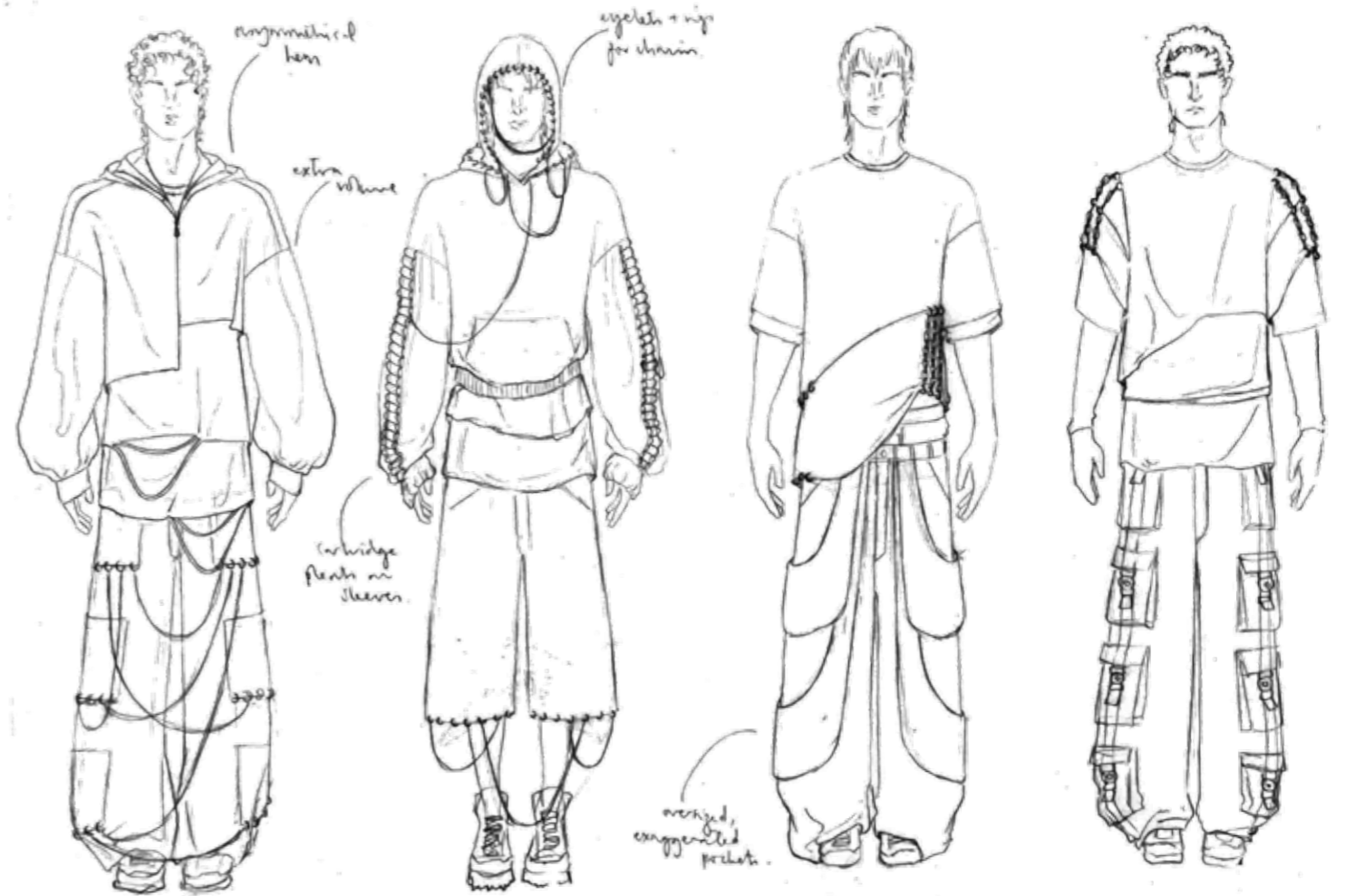
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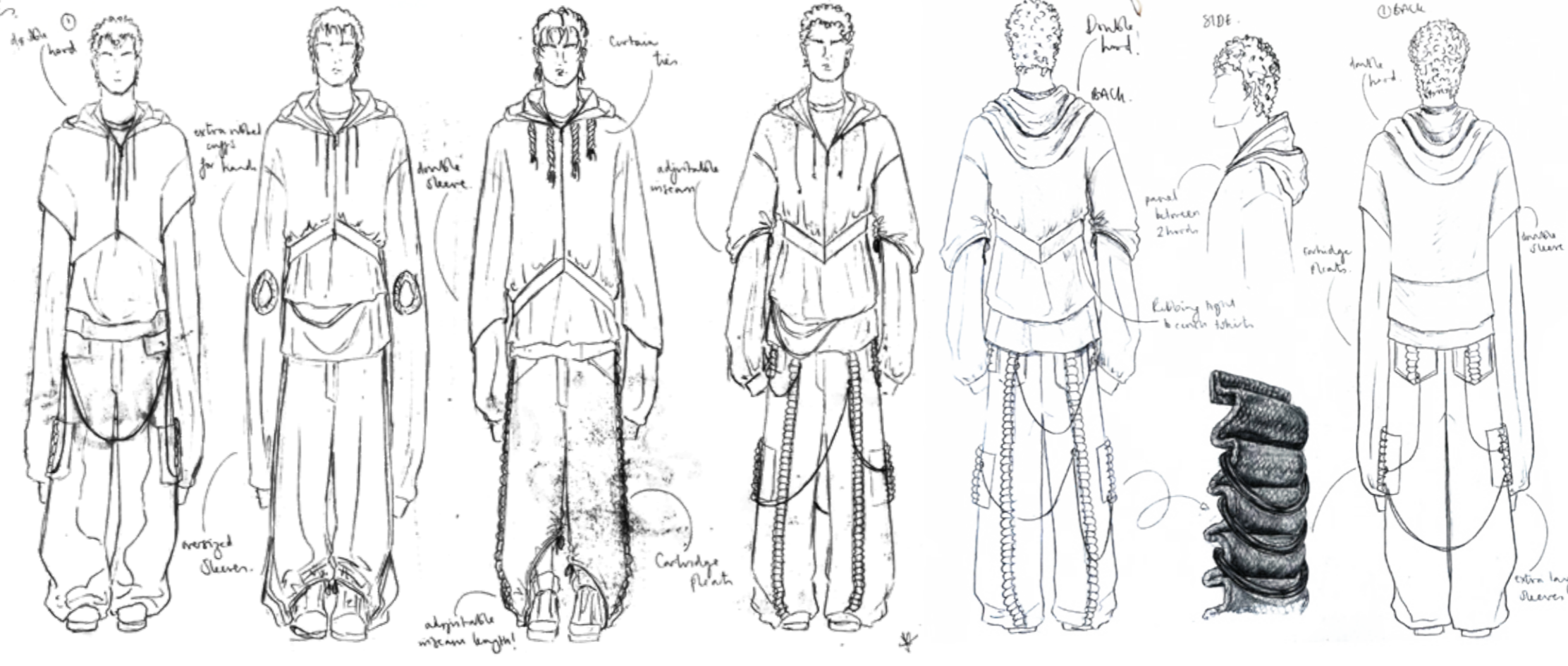
Gradient Screen
Printing.

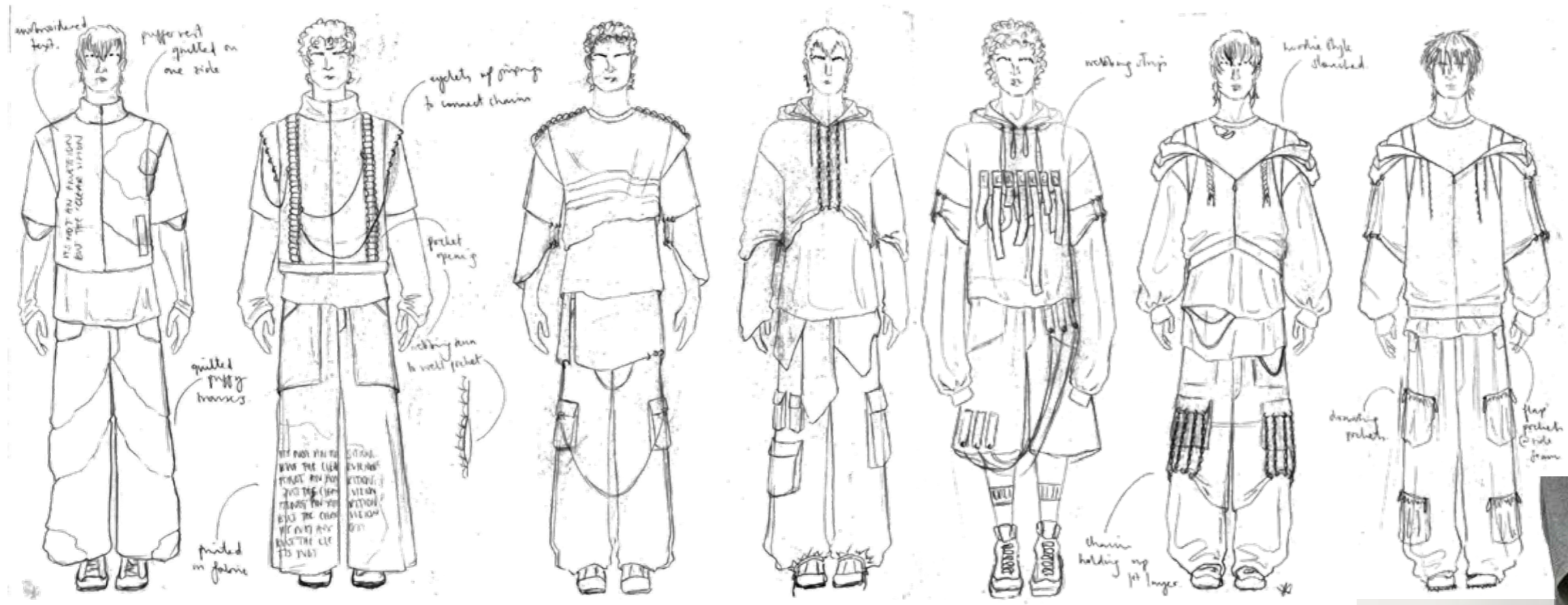






Inspired by utility vests + hardware as accessories
Cartridge Pleats of Dnngs





Embroidery development.



final garment realisation of hardware.

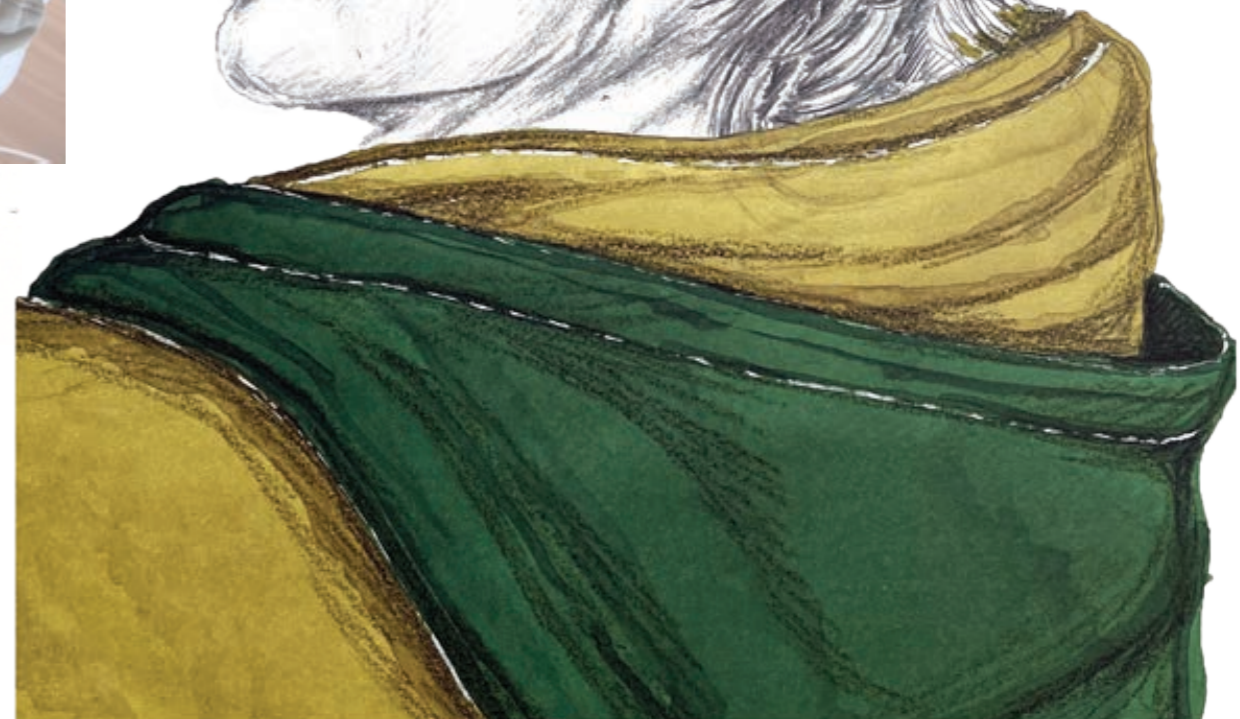
Proportion + Silhouette
Tailoring.

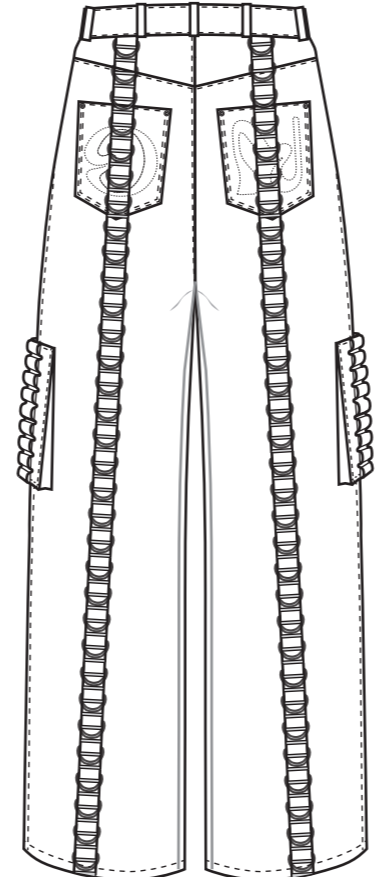
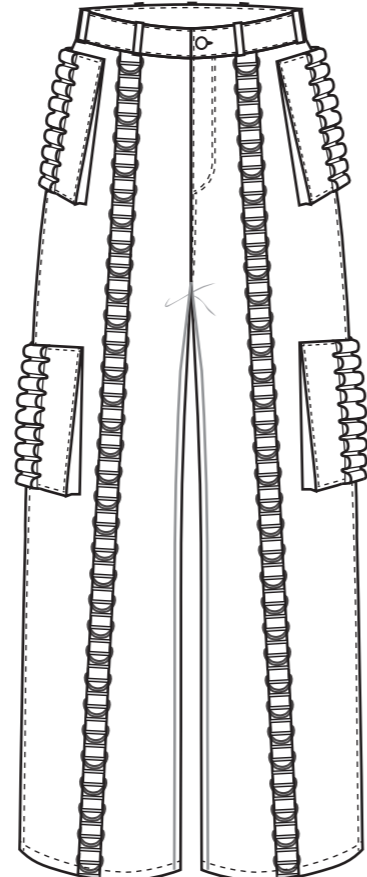
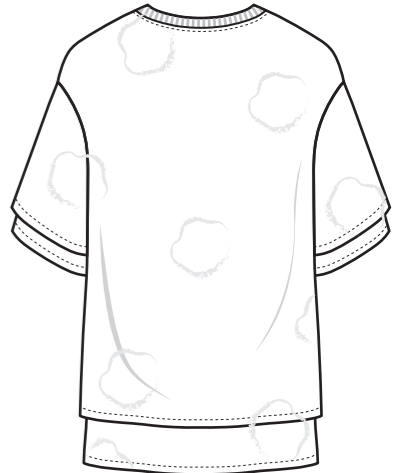
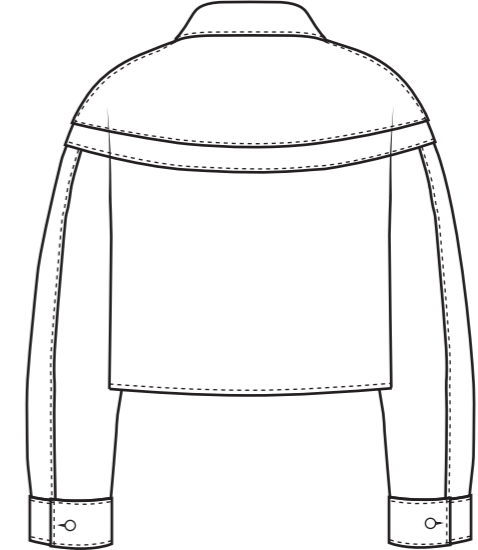
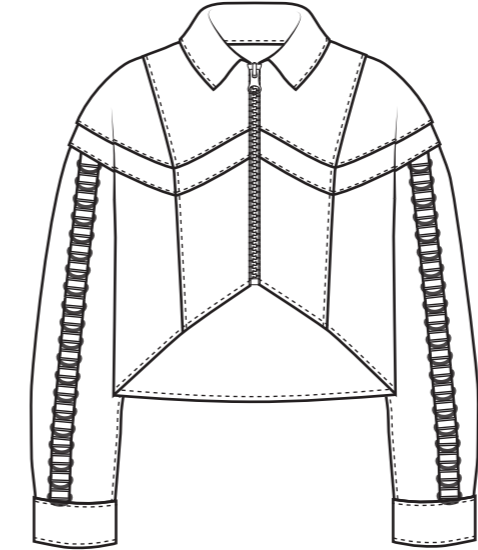
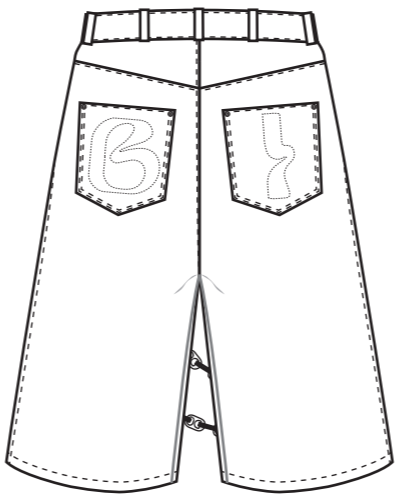
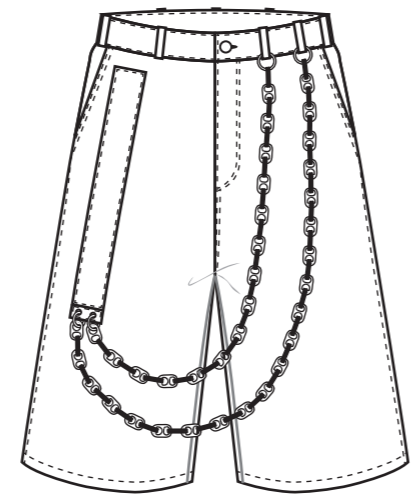
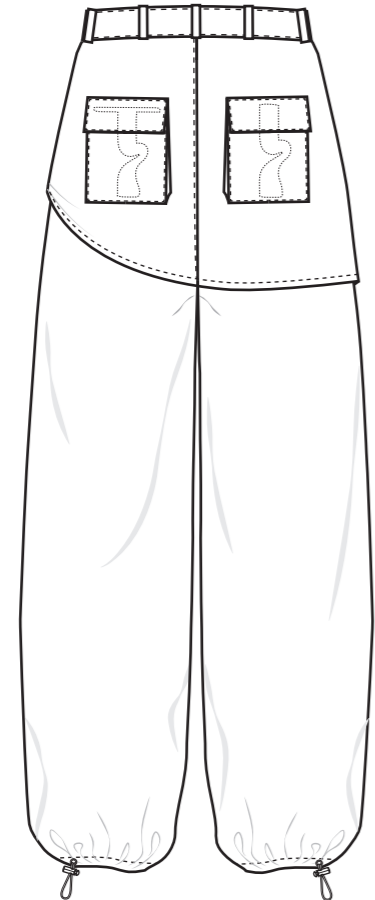
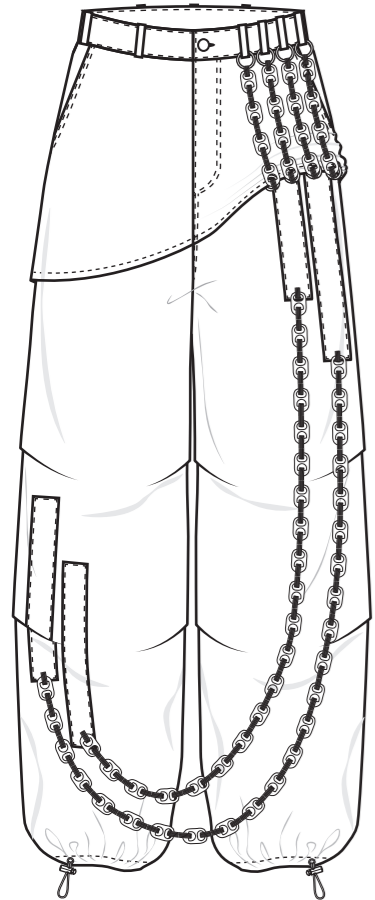
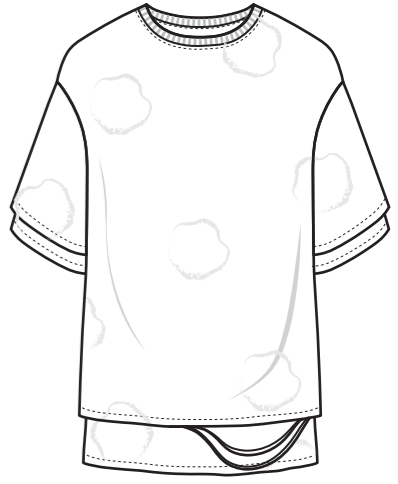
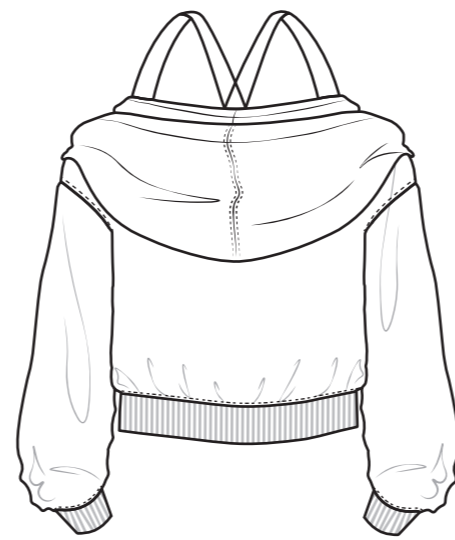
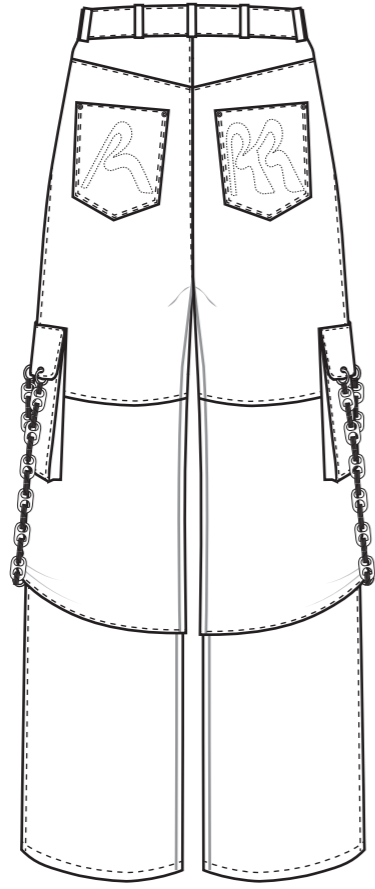
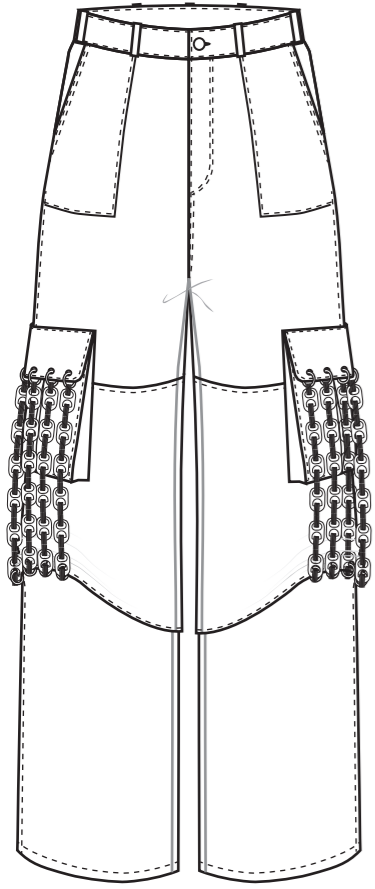


linen gathers
up Arm



monotone
palette





NO
AMBITION

'No Ambition' is a mens streetwear capsule collection, inspired by snowboarding and skate culture. Initial inspiration for the collection came through exploring vintage snowboarding clothing and advertisements, which both featured bold colours and graphics, designed to catch your attention. Through exploration of the culture and lifestyle of those that engage in these sports, I found the most important factor was a positive mindset. Extreme sports require an outlook that redesigns what were once ambitions and goals, instead into clear visions of the future. In order to embody this sentiment throughout my work, I chose Jaden Smith as a muse to direct my collection, as he lives his life with a similar mindset through manifestation when engaging in both skate and snowboarding. The fabrications used within my collection were inspired by distressed work wear often seen on skaters, and technical fabrics used throughout vintage snowboarding gear such as nylon waterproof. However, I found the composition of these fabrics was often not the best for the environment, therefore, to keep in line with the eco-conscious perspectives of my consumer and muse, I have strived to use recycled and repurposed materials where possible. For example, all denims used in the collection were end of roll or deadstock and the stuffing within the puffer jacket is a blend of recycled polyester and bamboo. As my collection is not primarily performance wear, but instead designed for leisure, I have decided to use surface embroidery to embellish my garments to provide texture and contrast. All of the hardware and accessories included in the collection are also in line with this ethos, as they were crafted from repurposed aluminium ring pulls, deadstock zips and donated second hand d-rings.

