



# THE JACKET PROJECT

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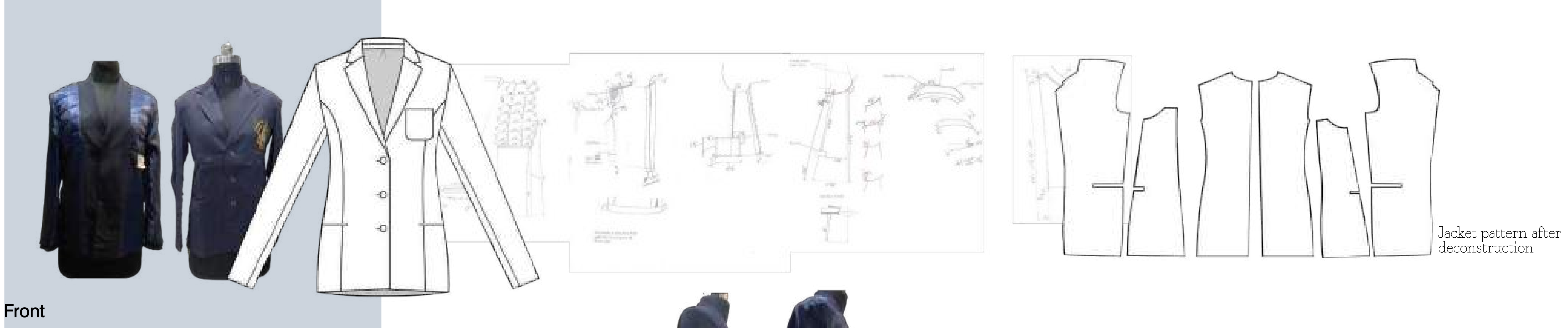




## **JACKET DECONSTRUCTION**

During the process the aim is to understand the material usage, the layers, patterns, techniques and process of jacket construction. Building an understanding about construction of through reverse engineering i.e. process of deconstruction, and then applying the above along with pattern making and sewing skills to construct a bespoke formal womenswear jacket.





## ABOUT THE JACKET

The jacket I chose to do the deconstruction was my school uniform from 8th grade. I started the deconstruction of the jacket while taking detailed measurements and sketches of the entire process.

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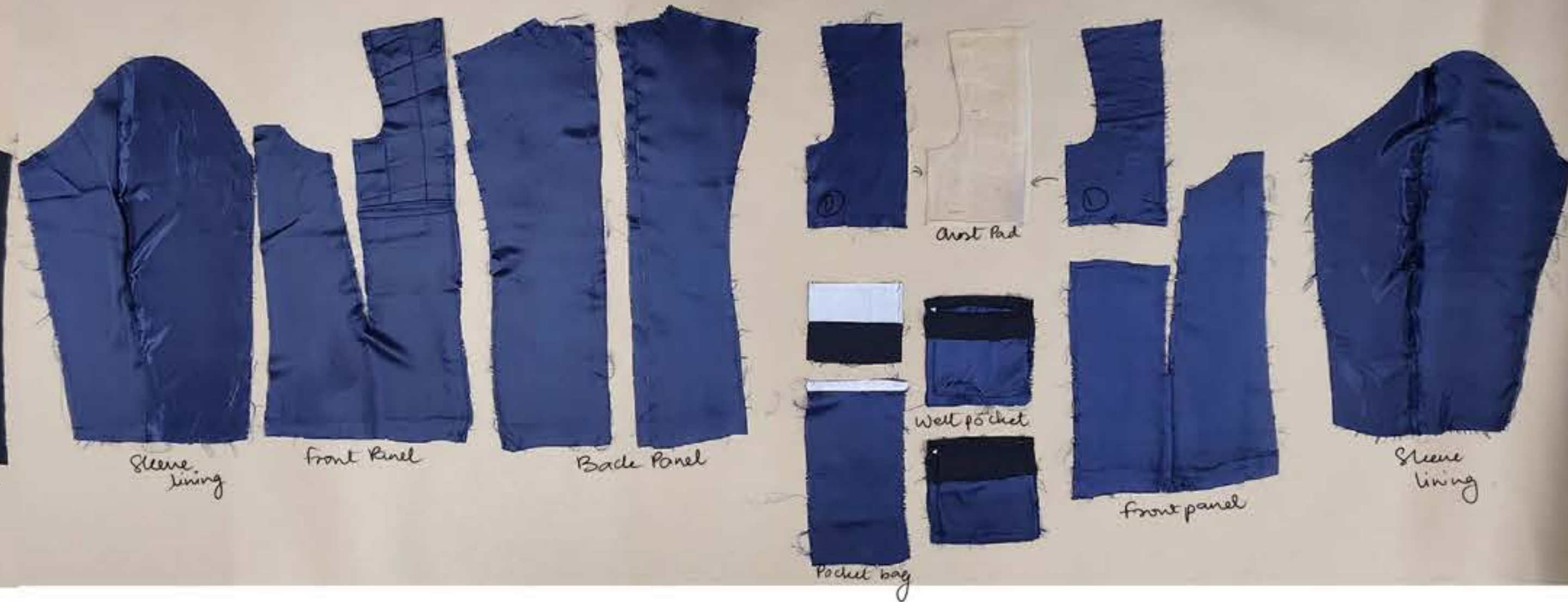




## Outer Panels - Shell



## Inner Panels - Lining



## MEASUREMENTS IN INCHES

CHEST-  
LENGTH-  
CROSSBACK-  
CENTER BACK-  
SLEEVE LENGTH-  
SLEEVE CAP-  
ARM SCYE-  
CUFF SIZE-  
WELT WIDTH-  
NECK DEPTH-  
LAPEL WIDTH-

## SHELL

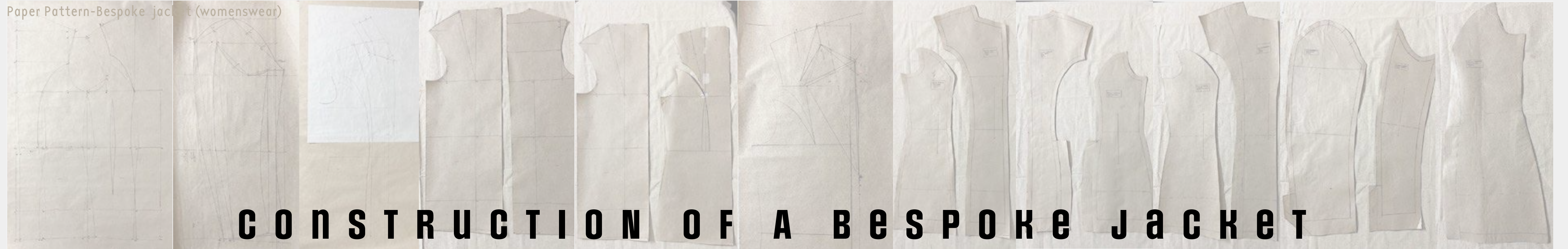
Outer panels include a front panel, side panel, back panel and two sleeve panels on each side.

## LINING

Similarly the lining of a jacket had a front panel which includes the side panel, back panel, two sleeve panels and a facing made of the shell fabric, on both sides.



Paper Pattern-Bespoke jacket (womenswear)



After gaining an understanding about a jacket through reverse engineering we had to construct a womenswear jacket with the fabric of our choice. The first step was to start making the paper pattern moving on to the test fits.

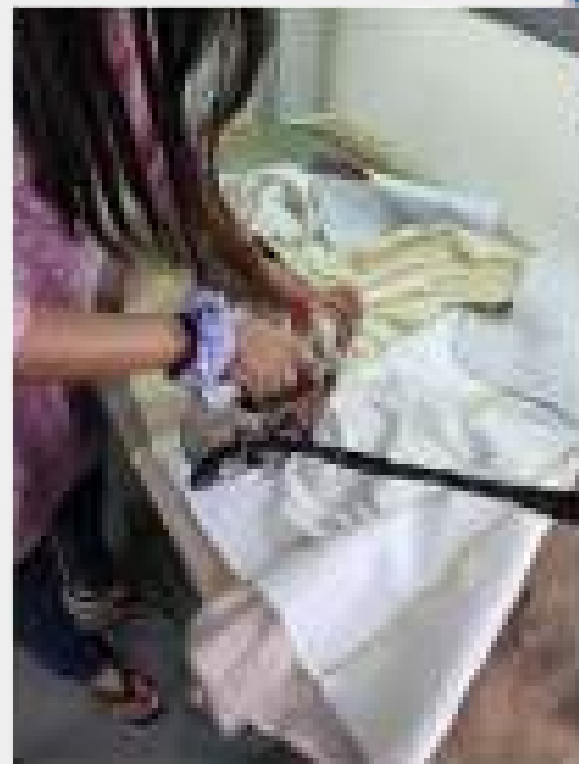


Construction process starts with pattern making

Tracing the production patterns onto the fabrics



Stitching all the panels together step by step



Flattening all the seams by steam ironing



Preparong the chest pad



Attaching fusings, chest pad with the help of double sided tape and ironning



Linning



Collar toile

Issues faced: fitting

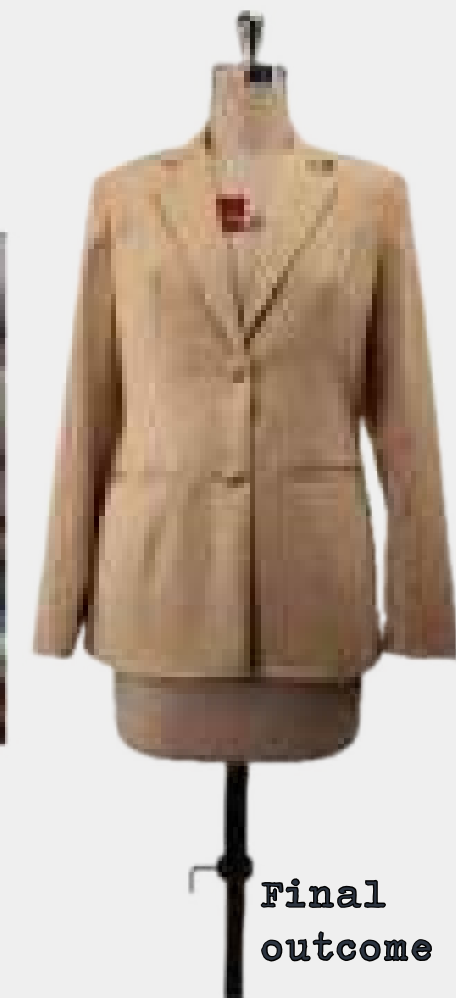
Solution : excess on the back which had to be removed



Hand hemming the collar



Button attachment



Final outcome





## CONSTRUCTED JACKET

SHELL FABRIC: COTTON SILK

LINNING FABRIC: JAPAN SATIN

COLOUR: SAIGE



Details of the constructed jacket

Welt and buttons Cuff



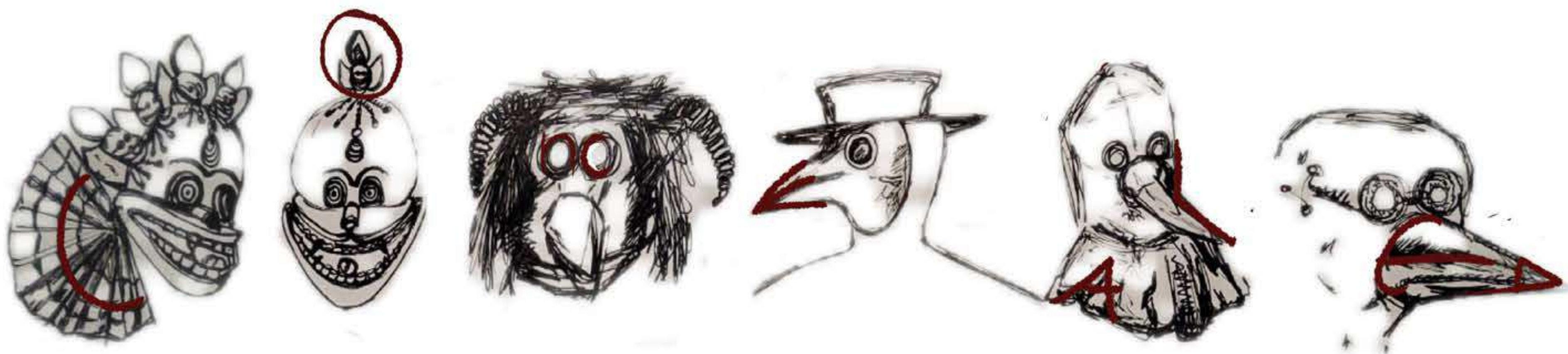
I T S T I M E F O R A L O V E R E V O L U T I O N





This project takes inspiration from the exploitation of the youth of America during the vietnam war. It draws attention to concealing nature of war with the bold, quirky and colourful nature of the uprise.





WHAT DOES IT MEAN TO BE CONCEALED BEHIND A MASK?



## Visit to the National Museum

In order to get a better understanding about masks and the socio & political aspects of it i went to visit the National Museum in Delhi. The visit helped me understand various ways in which people from different cultures used masks as a medium of communication i.e. expressing their culture, identity, persona and also the association of masks to spirits. I got to see various types of masks which varied in sizes, material, characters, cultural significance etc.





[illegible]

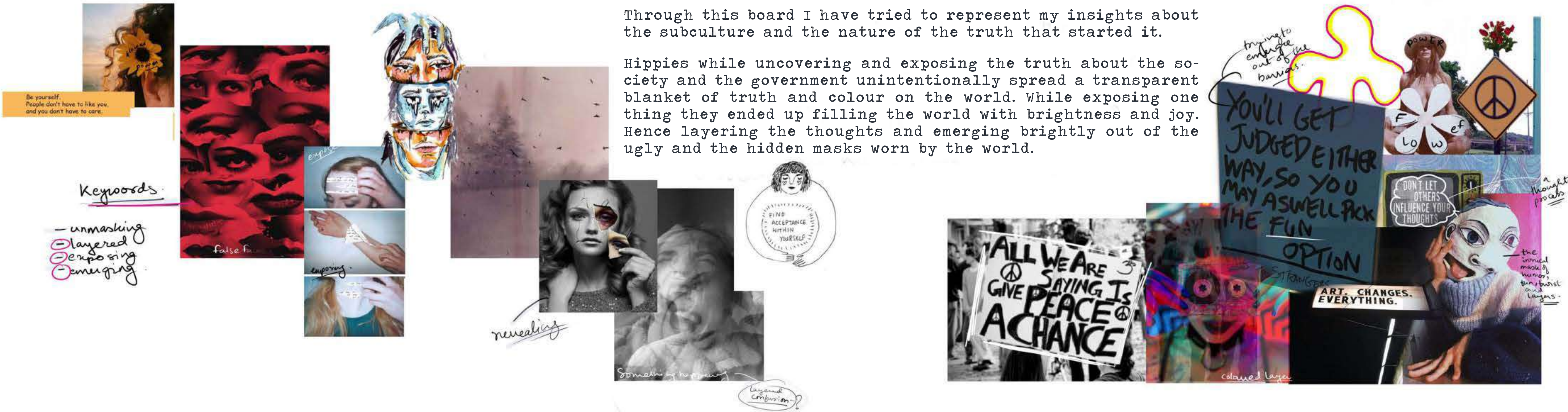


## Visual Board

## Concept note

Through this board I have tried to represent my insights about the subculture and the nature of the truth that started it.

Hippies while uncovering and exposing the truth about the society and the government unintentionally spread a transparent blanket of truth and colour on the world. While exposing one thing they ended up filling the world with brightness and joy. Hence layering the thoughts and emerging brightly out of the ugly and the hidden masks worn by the world.







### Crossover appliqué

Appliqué panels and patches are a versatile crossover detail, introducing print, graphics and texture to both casual and smart looks in small doses.

Collegiate badges with konic lettering and logos dominate this direction, continuing the familiarity and nostalgia of #Clubhouse and #NewPrep for A/W 22/23. Animated and stylised graphics offer a #joyfulExpression spin on classic #VarsityJackets, as seen at Philipp Plein and Arduisse.

Oversized statement graphic panels are updated with off-kilter placements.

Give this direction a luxe feel via texture contrast and tonal application, playing with commercial pattern staples such as #AbstractCamo.

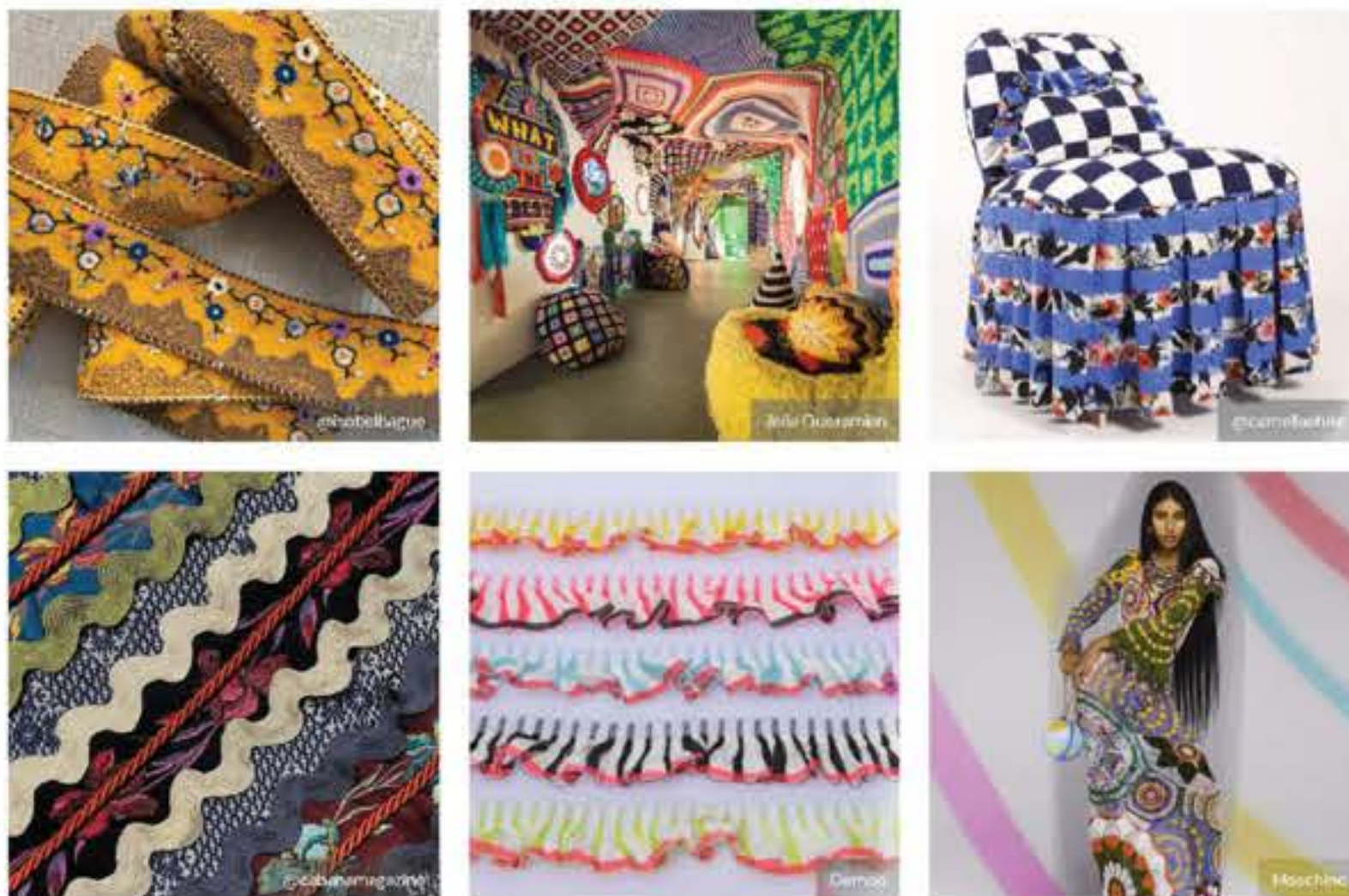
### Hyper geos

The concept: tapping into the desire for joyful, statement looks, core graphics like stripes, polka dots and checks are given a maximalist overhaul in oversized proportions and bright accents. The look's bold and vibrant, yet, the familiarity and graphic element of the core motifs retains a clean and contemporary aesthetic.

Styling & silhouette: keep silhouettes simple and unfussy to counterbalance the boldness of the print. Style with solid-tone separates for a more accessible look, or opt for head-to-toe combinations for press material.

Ones to watch: Karl Lagerfeld x Kenneth Cole's gender-neutral capsule collection takes a more-is-more approach by pattern-clashing separates for head-to-toe looks. Christopher John Rogers' eye-catching yet highly wearable knitted dresses work equally well for day to evening and #beyondthebeach. LA-based designer Erika Maish adds a crafted element with handmade crochet styles featuring pearl buttons and large sequins.

Relevant for: although knitwear is the most obvious application, consider this story for dresses and blouses, and as a fresh direction for resortwear rendered across matching sets, kaftans and maxidresses



### Colourful collage

The concept: give trims a joyful colour, patterns clash with a contemporary hom. #Cottagecore feel.

Surface and materials: bring vibrancy to trims with stripes, checks and florals combined into one. Explore hand decoration techniques such as crochet, knitting, stitch and appliques, layering and patching for exciting combinations.

Moschino brings 1960s appeal with psychedelic swirling designs for on retro, hippie looks. Add additional texture with tassels and ruffles, with materials having more of a subtle approach.

How to implement: use this as an opportunity to include customisation for the consumer alongside using vintage and pre-loved stock. Incorporate waste and deastock elements for a zero-waste approach.

Relevant for: separates, shirting, blouses, dresses, intimates, trousers, accessories.

### Trend analysis

DETAILS & TRENDS  
FORECAST: SS/24

#transforming colour, texture & finishes

Colourful collage

joyful colour & pattern

bring vibrancy

hand decoration techniques

psychedelic swirling designs

tinted metallics

tinted metallic fabrics layered

Enriched detail

quality buttons and embellishment

playful contrast

brooches & interchangeable trims

refined rusticity

best fibres

jute raffia linen

### Action points

Re-energise familiar silhouettes with optimistic prints and colours

The quest for joy and optimism will see hyper-real colours and statement prints coming to the fore, impacting everything from outdoors-wear to resort styles. Use brights and rich pastels on simple silhouettes or as accents, and explore a maximalist approach for tried-and-tested patterns, such as stripes and geos

Look to the digital world to inform your ranges

As the metaverse matures, take note of the unexpected aesthetics and subcultures coming out of the digital world. From distorted silhouettes for contemporary pieces to synthetic nature-inspired patterns, fuse hi-tech with analogue to create products that will work equally well on screen and IRL

Embrace imperfection

Tap into consumer appetite for something less homogenous with unconventional details and 'ugly' designs. Also look to hand-rendered prints and crafted details to create one-of-a-kind pieces that will appeal to consumers who are seeking individuality

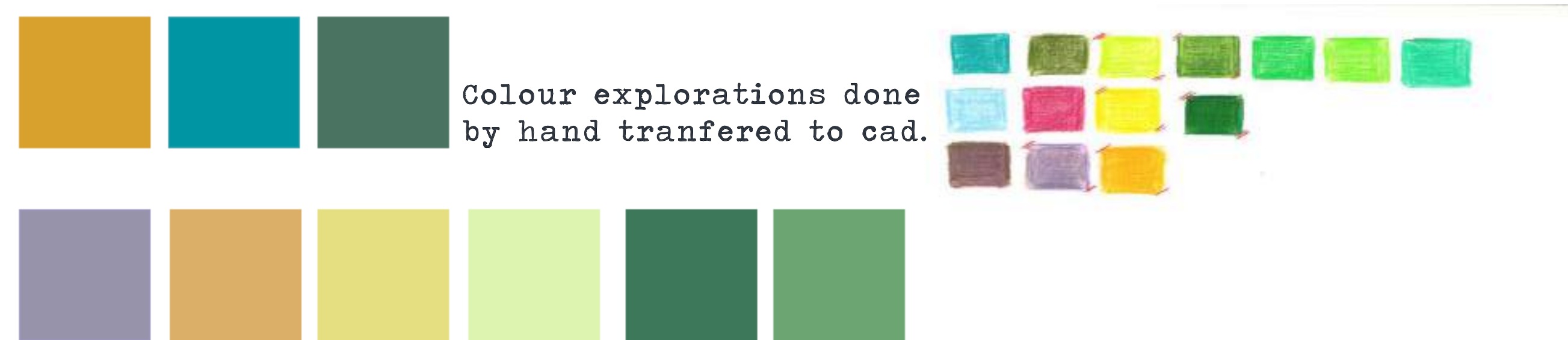
Tap into the vintage renaissance

Use vintage references in a subtle way to harness the ever-growing power of nostalgia. Tap into psychedelic boho styles for festival and resortwear, and continue to back the 90s and 00s, revisited through a digital lens for the younger consumer. Explore decadent 1920s and 1930s references, but blend them with a futuristic feel for a new take on partywear

something that you've tried in the 1960s



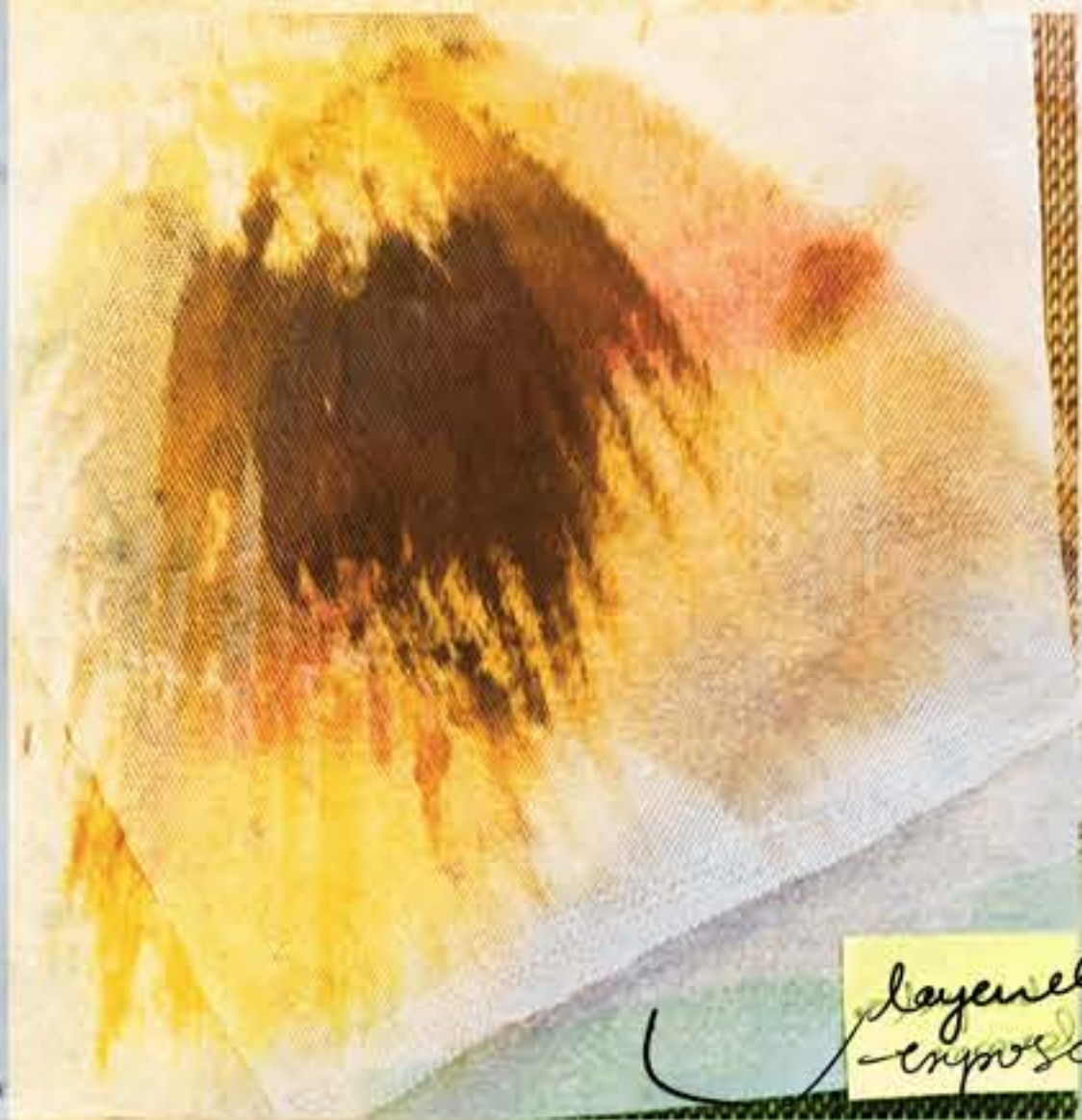
COLOUR BOARD



The colour pallette consists of colours which I could associated with the process of unmasking and transparent yet colourful blanket covering the society in the best way possible.



VISUAL EXPLORATIONS.



a layer of color covering the masked/hidden nature of the world.

Masked feeling



