

ASTRONOMICAL PURPOSES

Portfolio

Daniela Logos

CONTENTS PAGE	PAGE:
CONCEPT BOARD:	4
STATEMENT OF INTENT:	4
RESEARCH: CONCEPT IDEAS:	5-12
CONSUMER BOARD:	13
COLOUR BOARD:	14
FABRIC BOARD:	15
DESIGNS:	16-40
RANGE PLAN:	41
LINEUP:	42-43
PRESENTATION PAGES:	44-49

CONCEPT BOARD

My brand philosophy is centered around repurposing and authenticity. For my collection 'Astronomical purposes' I wanted to explore a futuristic fashion idea from the perspective of sustainability not only fabric wise but also aesthetically. My collection is about our civilisation landing on a different planet and how fashion would evolve from that initial decision. Think taking space suits apart to create new items or using infrastructure for design development. For my collection, I aim to explore repurposing through the perspective of a designer, thinking deeper into the way society would approach fashion under rare circumstances. Therefore, my overall brand philosophy will be to deconstruct and repurpose already existing ideas.

For market level, I aim to position my collection in the high-end range simply because this collection takes inspiration from designers like Balenciaga who played with elements of deconstruction through their pieces that represent disheveled ideas and ripped materials. I personally think this aesthetic fits the high-end market perfectly, because it's taking on the idea that disheveled clothing isn't trash but could rather be repurposed in a way that matches that aesthetic.



THE LANDING

Taking elements from other clothes for repurposing and reusing.



Elements from Astronaut suits

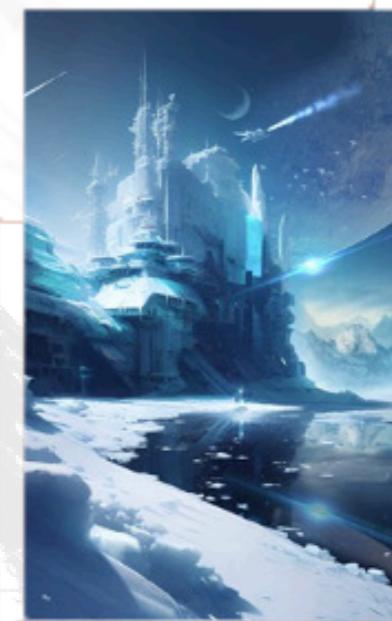
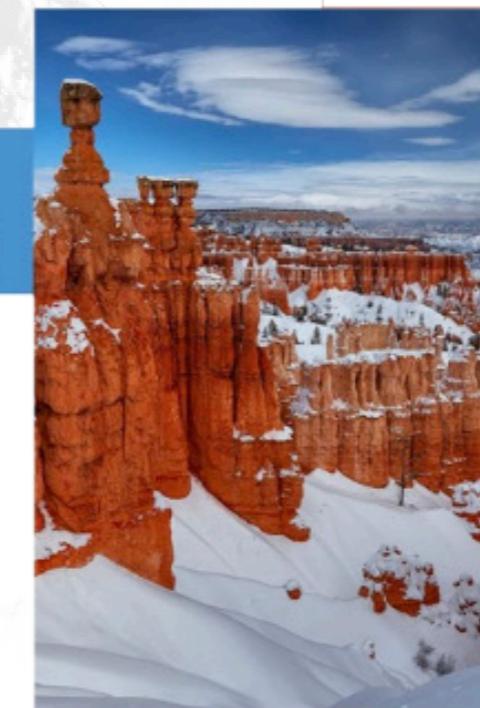
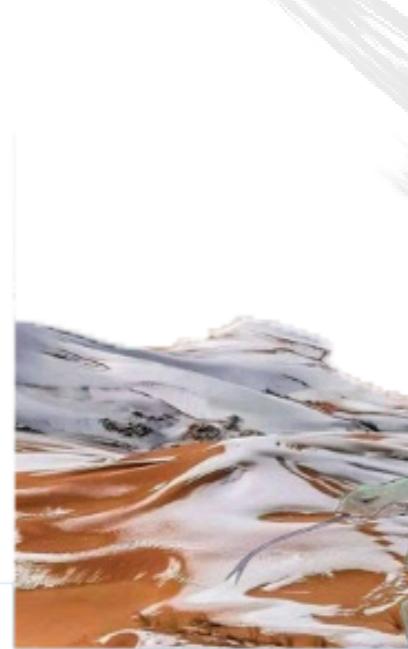


Reconstruction and complete creative freedom

THE WEATHER

AUTUMN/WINTER COLLECTION

Cold but dry



Adaptability

Snow

THE VINTAGE AESTHETIC

Unrestrictive aesthetic expression



Exploring beyond a reddish - brown canvas and mixing it will blue's and greys



I didn't want a basic astronomy/ space aesthetic collection, the vintage aesthetic represents change, and moving away from the norm that is Mars and space age

Striking contrasts

Wanting to expand beyond the basics

SPACE SUIT



Space-Age



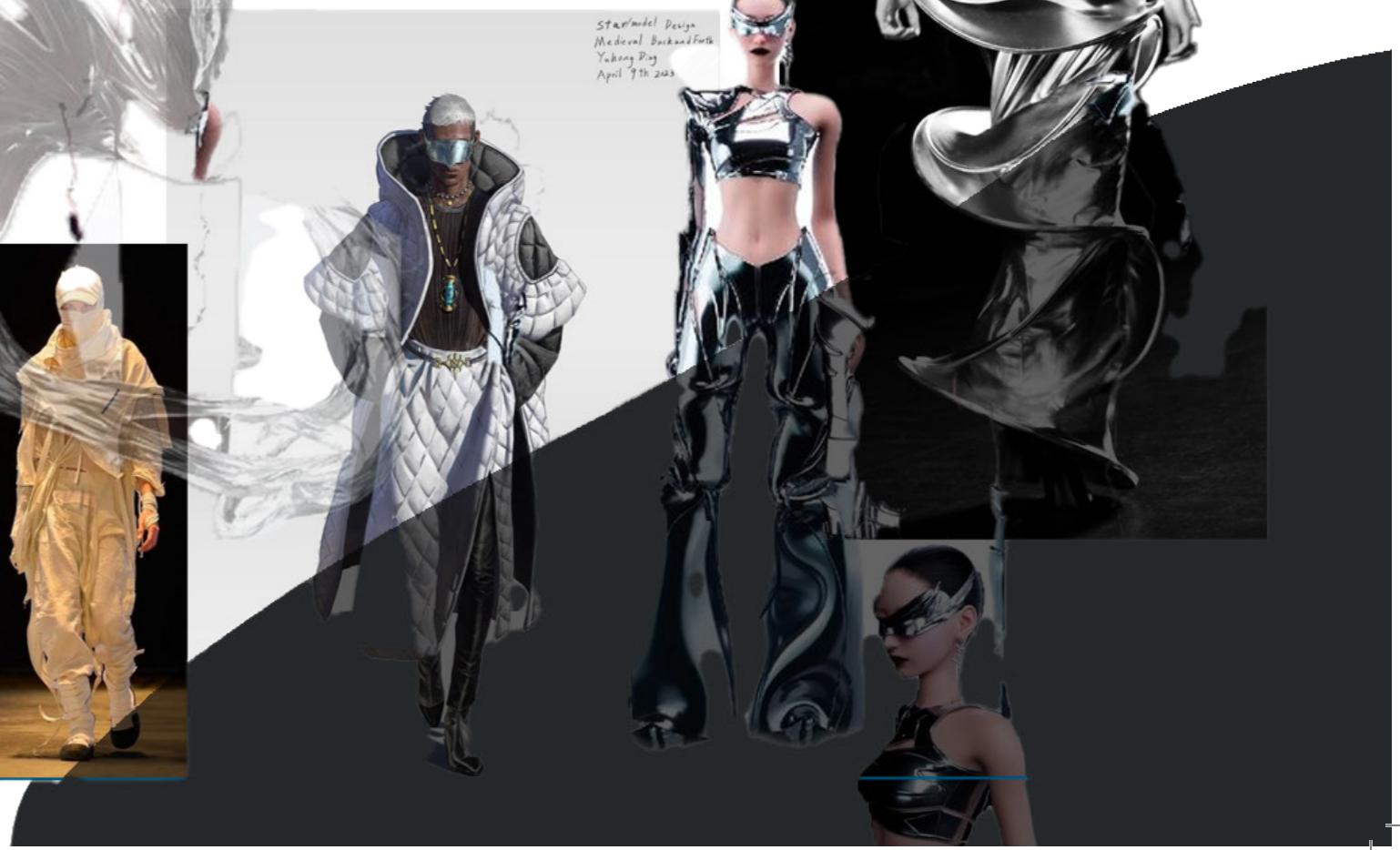
Metalics



Silver

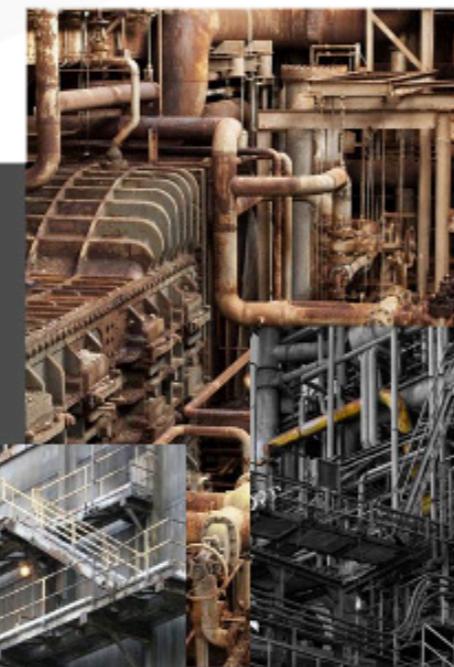
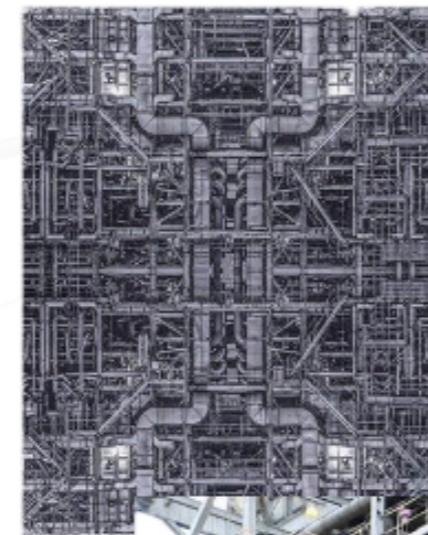


smart clothing



INTRICATE NETWORKS

Machines



Metal construction



Tools

ccc's

PLASTIC WORLD BUILDING

Broken metals



Crushed cars

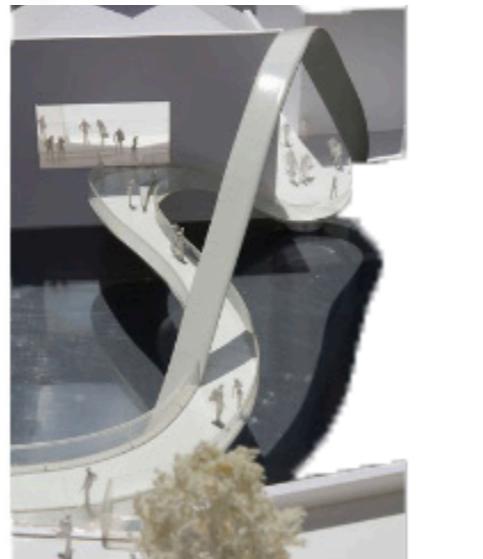


Wide fit shaped, manipulated into smaller parts

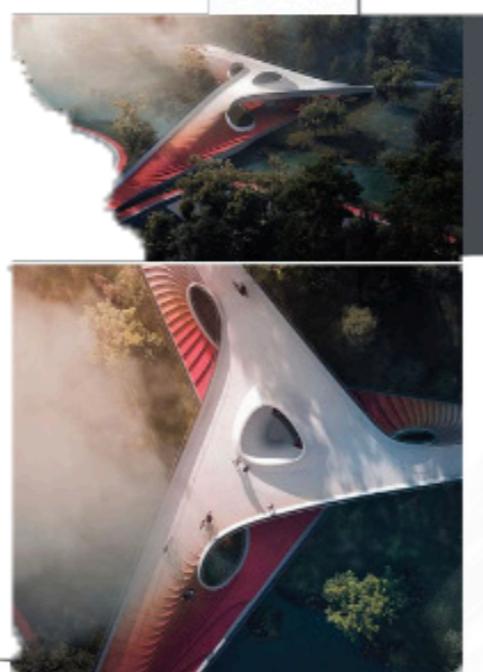
BRIDGES



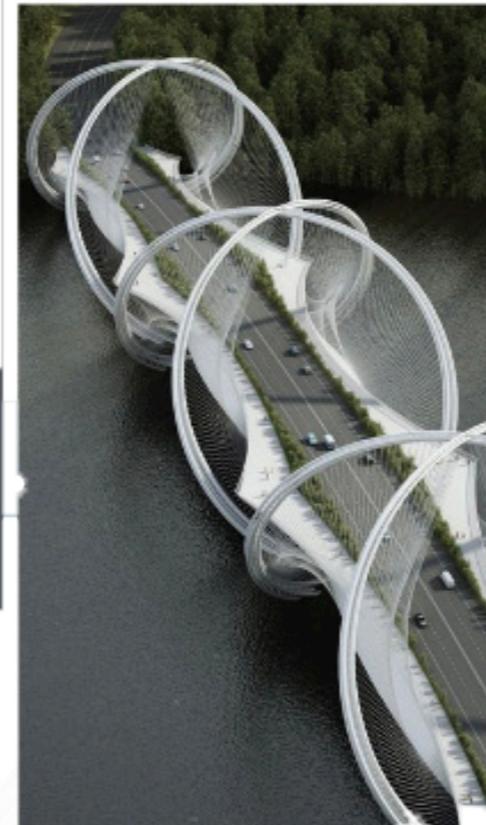
Function mixed with artistry



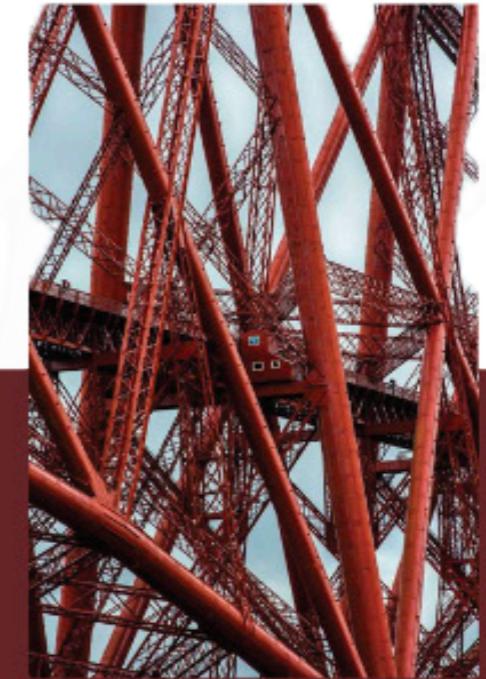
Knots

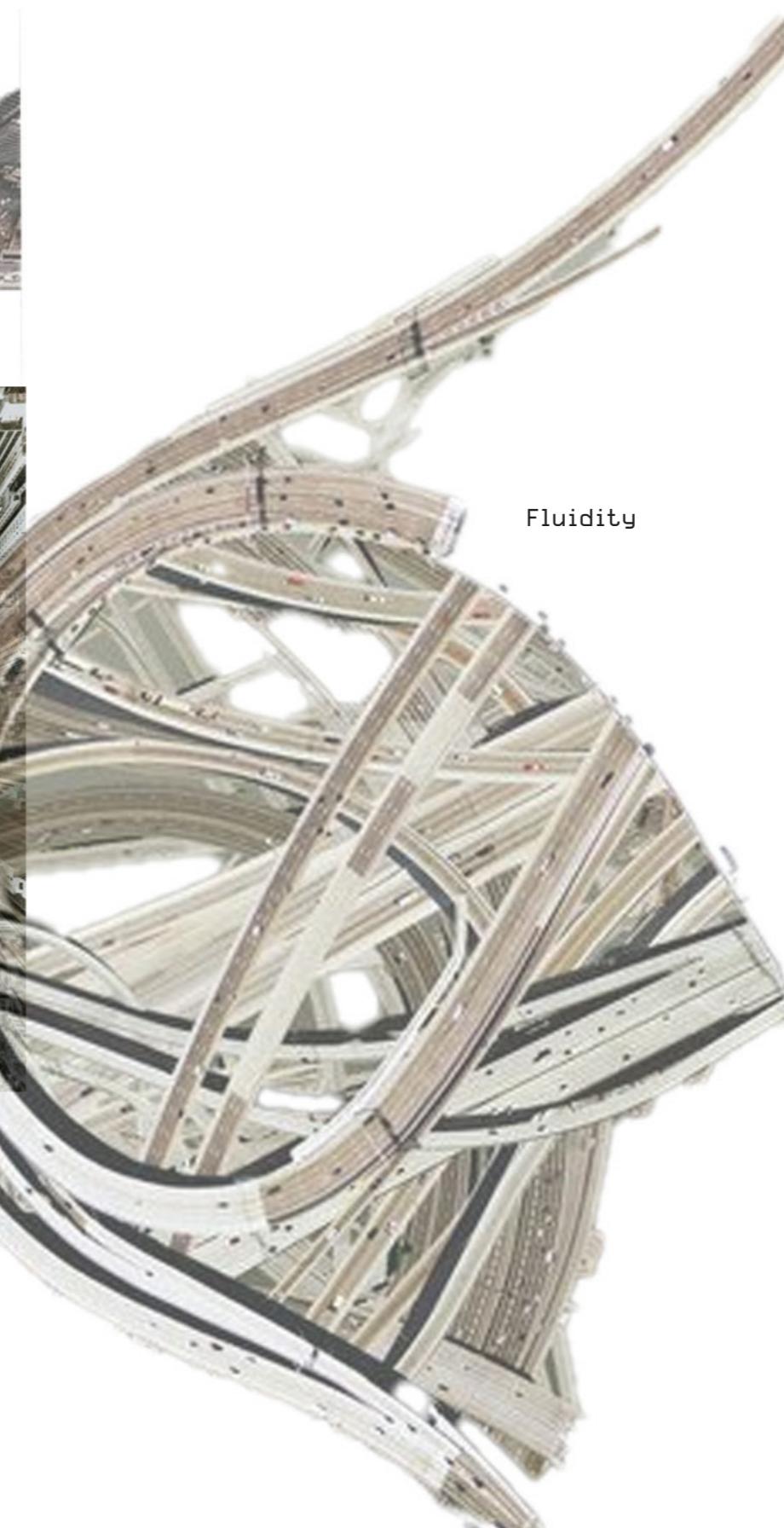
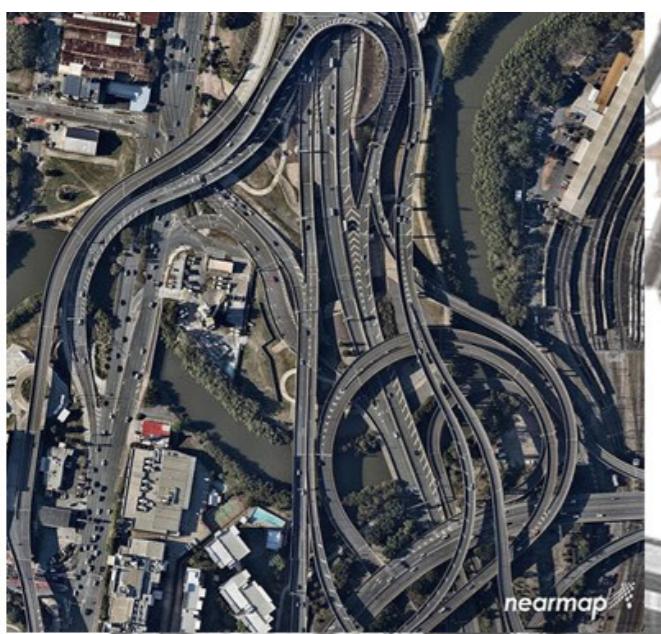


Loops



Structure





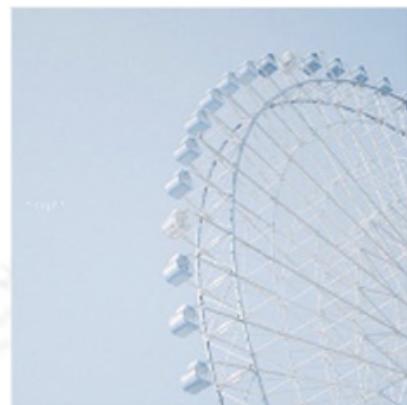
URBAN HELL

CONSUMER BOARD



- 21-26 years old,
- Vibrant and bold,
- Western beauty standards mixed with the unique Japanese aesthetic,
- Middle class City girl,
- Xenology major,
- Gyaru aesthetic contrasting her shy personality,
- Style consists of Y2k Tokyo subcultures,
- Hobbies include: avoiding delivery systems and making bad playlists,
- Shops expensive clothes, and uses her parent's money

COLOUR BOARD



GREY BLUE



ROYAL BLUE



BURNT CEDAR



ANTIQUE SILVER





FABRIC BOARD



FLUID LINES



TEXTILE WORK

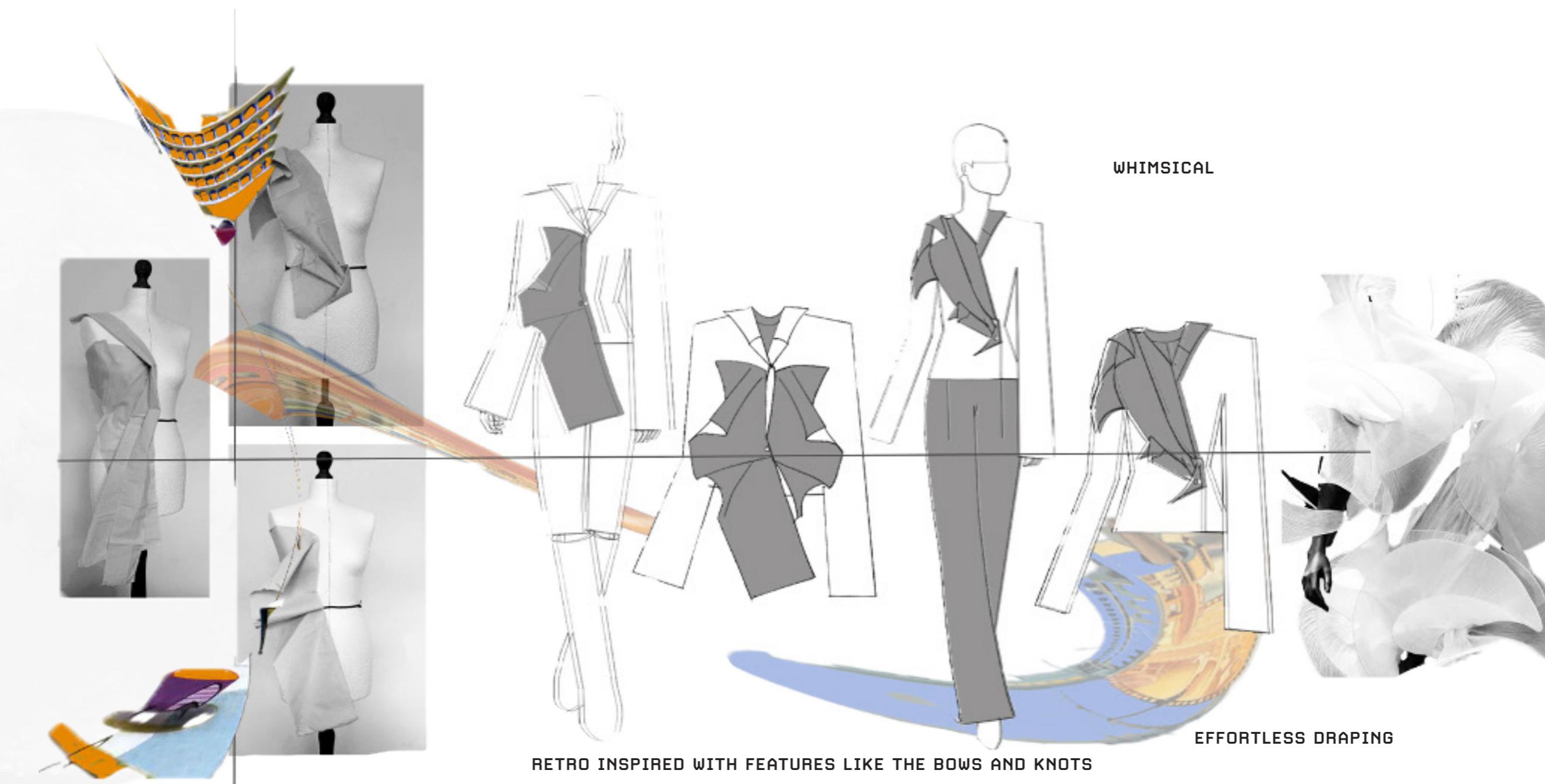


STRUCTURE VS MOVEMENT

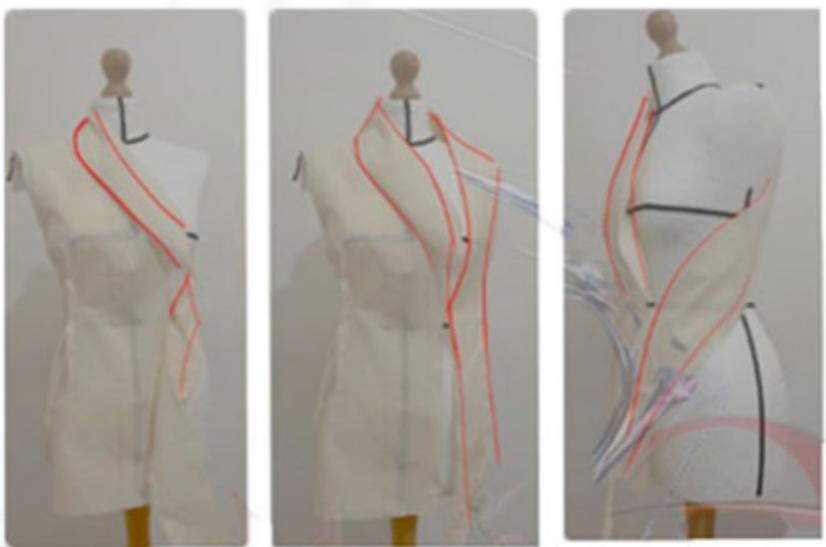


DYNAMIC TEXTURES

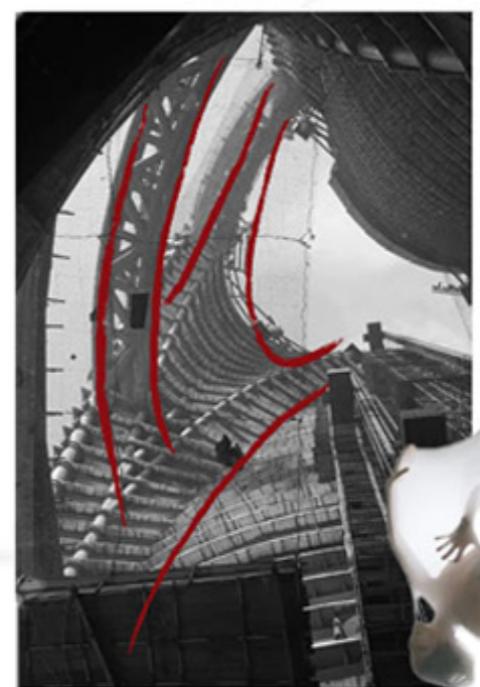




USE OF PLEATS AND GATHERS TO CREATE SHAPE



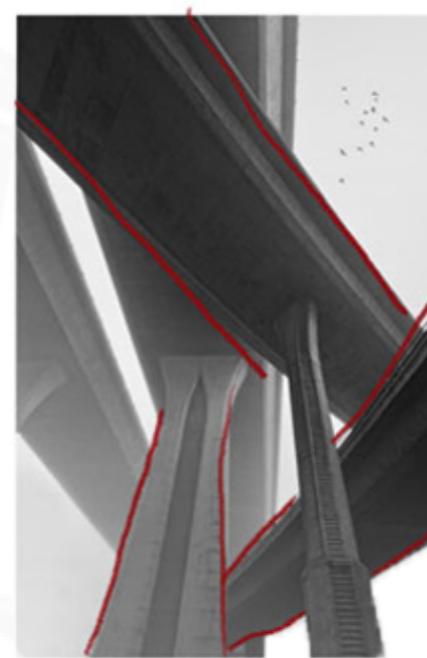
CLEAN LINES



FASHION FOR THE FUTURE



SMOOTH SURFACES



HIGH TECH MINIMALISM

ABSTRACT SHAPES

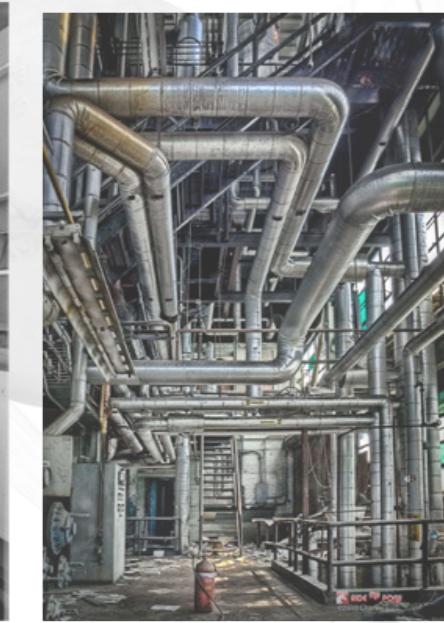
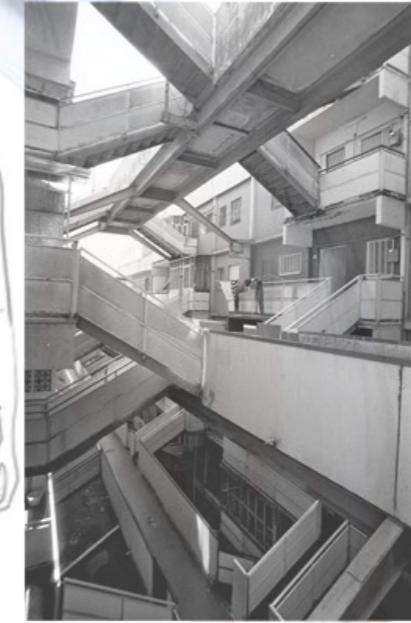


EVENING ATTIRE



FLOWING FABRICS





GATHERED SKIRTS



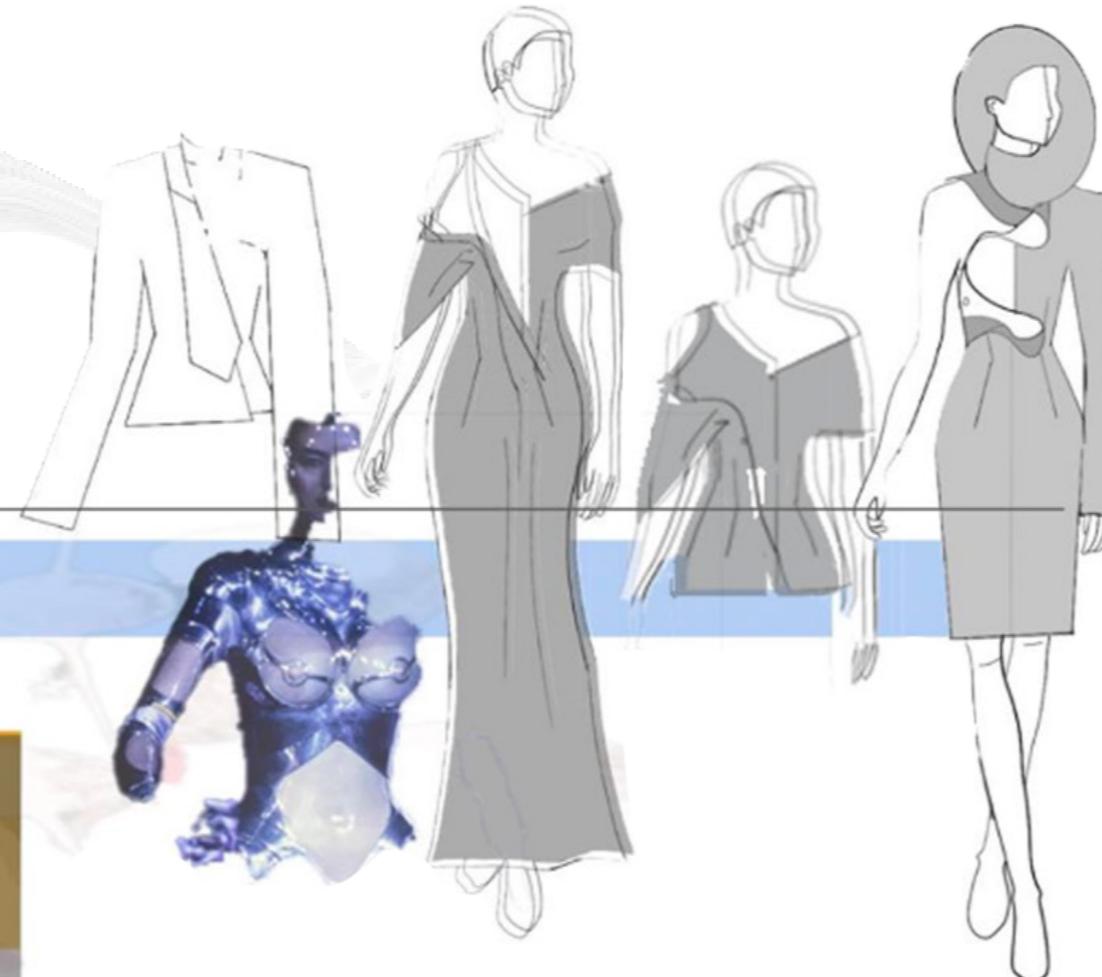
SCULPTURED AESTHETICS



SUITS WITH A TWISTED AESTHETIC ON THE COLLAR AND LAPEL



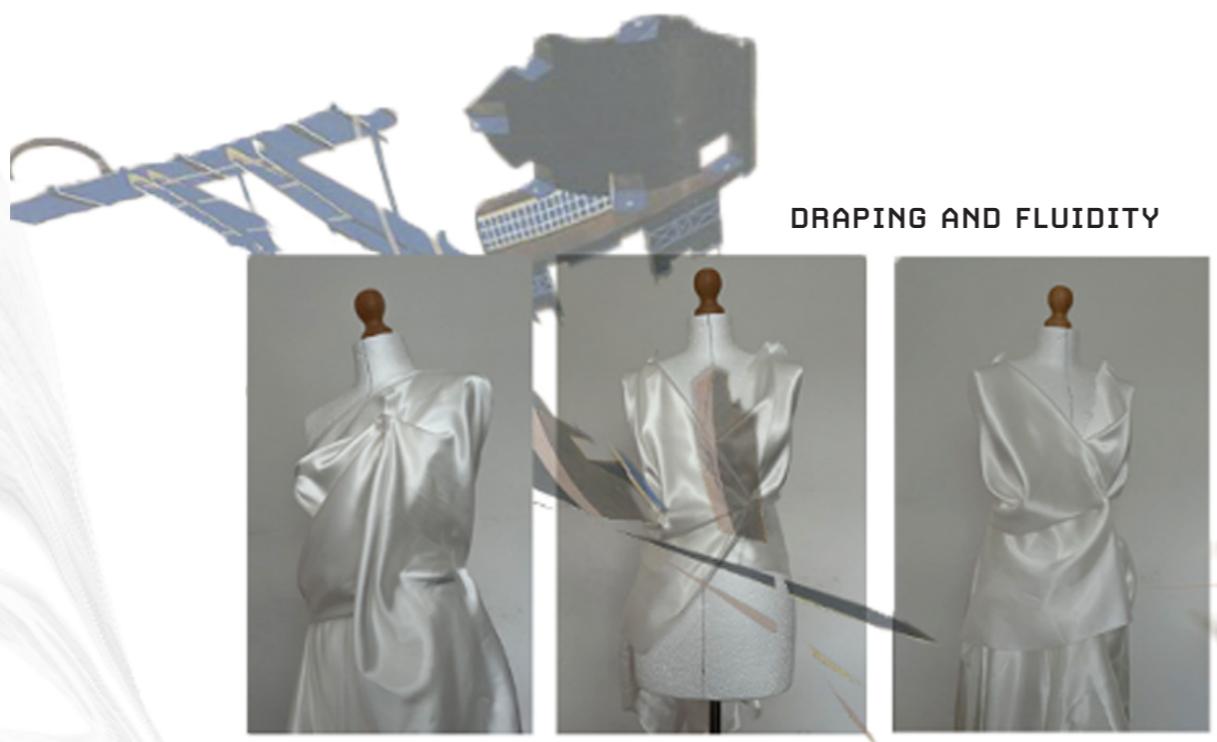
SUBTLE DRAPING



PLEATS CREATING SHADOW LIKE 2D ELEMENTS TO THE CLOTHES



TIGHT FITTED LIKE ARMOUR YET CONTRASTING LOSE FITTED ELEMNTS AROUND THE LAPEL



DRAPING AND FLUIDITY



NIGHTGOWN/ ROBE AESTHETICS

ASYMETRICAL SHAPES



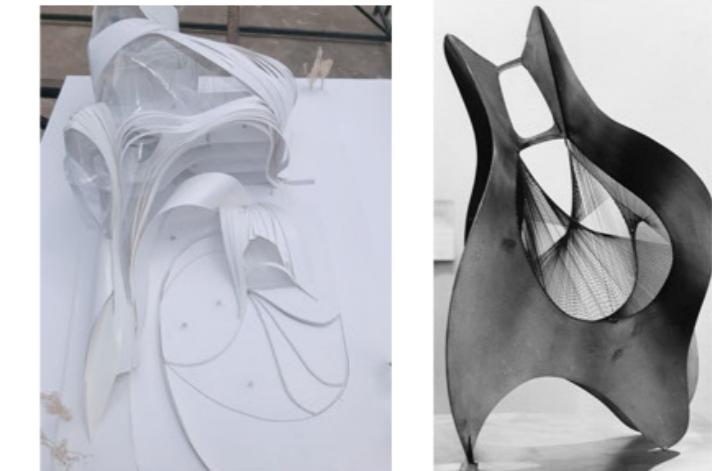
GEOMETRICAL



COMPLEX SHAPES CREATED WITH LIGHT DRAPE WORK



FLOWING AND MOVEMENT



EXAGGERATED FOLDS



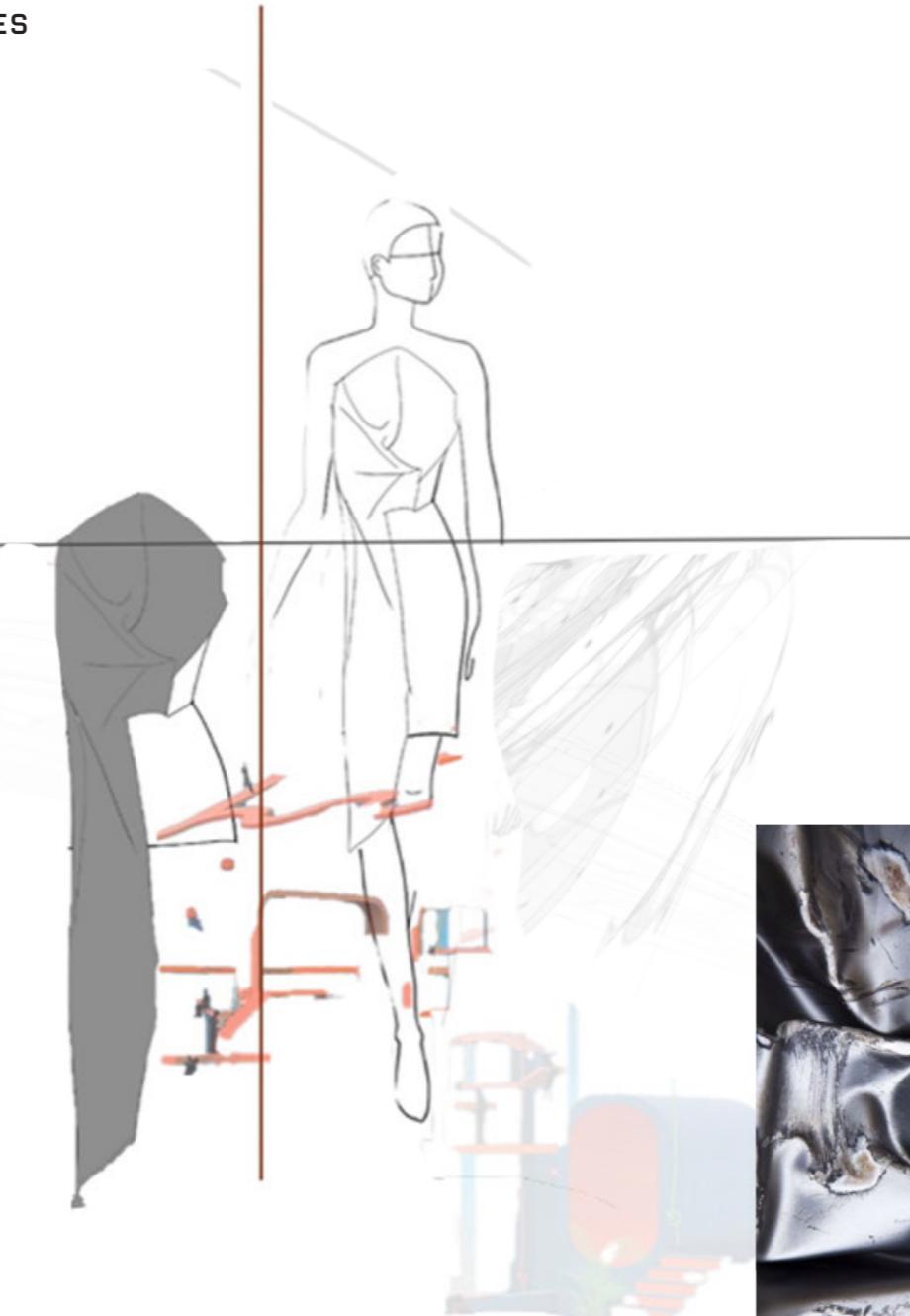
EXPERIMENTAL WITH LIGHT FABRICS



SUBTLE DRAPE CAUSING UNIQUE SHAPES



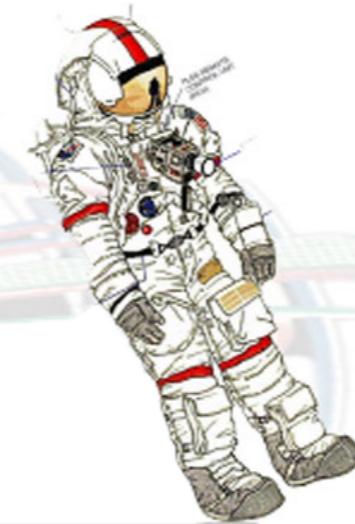
MIXTURE BETWEEN LOSE AND TIGHT FITTED CLOTHING



SCRUNCHED UP FABRIC TO REPPLICATE CRUSHED METAL - CRUSHED FABRIC



MORE BOW LIKE ELEMENTS THROUGH KNOTS



ASTRONAUT SUIT ELEMENTS ARE PRESENT THROUGH THE PANELS ON THE JACKET TO REPLICATE RAGLAN SLEEVE



BRIDGE LOOPS

LOOP BELT/ WAISTBAND



PATCHWORK PANELS FOR THE FRONT OF THIS JACKET



BRIDGES AND CRANES REPRESENTED THROUGH
PATCHWORK AND IREGULARITIES



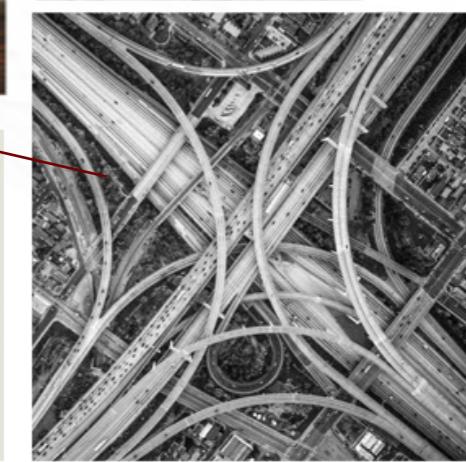
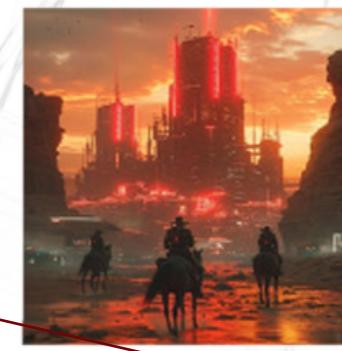
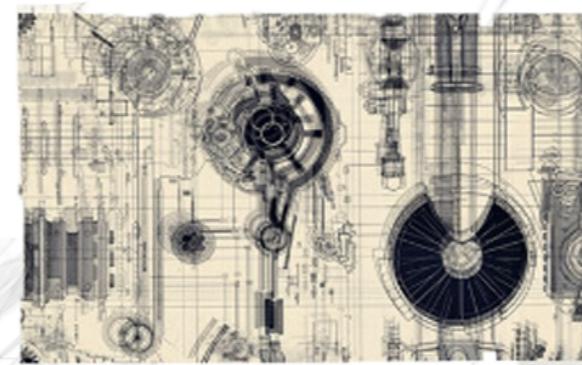


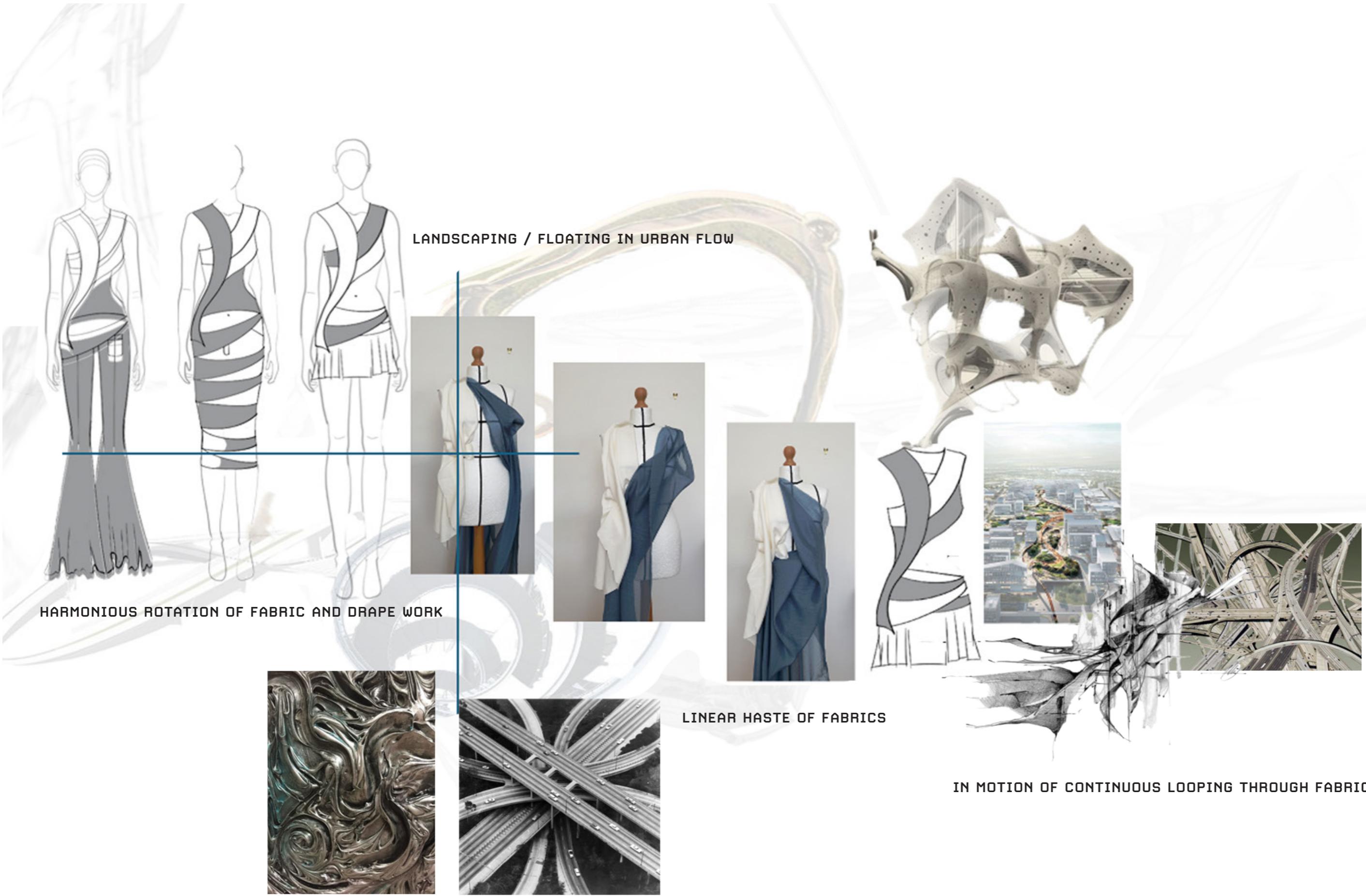
KNOT LIKE WAISTBAND



CROSS LIKE PATTERN CUTTING

MIXTURE BETWEEN SHAPES







RUCHING LIKE AESTHETICS FOR THE TROUSERS REPRESENT THE THICKNESS AND NATURAL DRAPE OF AN ASTRONAUT SUIT

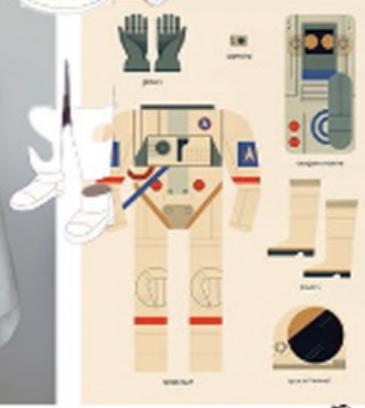
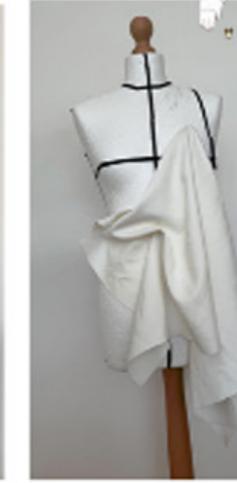


SOFTENED DRAPES HIGHLIGHT THE NATURAL ELEMENT OF URBANISM





TWISTED FABRICS REPRESENT IRREGULARITIES OF SHEETS OF METAL AND STEEL LIKE THE ONES IN CRUSHED CARS



CHAOS AND BEAUTY

WITH DRAPED FABRIC YOU TRANSFER THE ONCE SMOOTH ELEMENTS TO A FORM FITTED IDEA



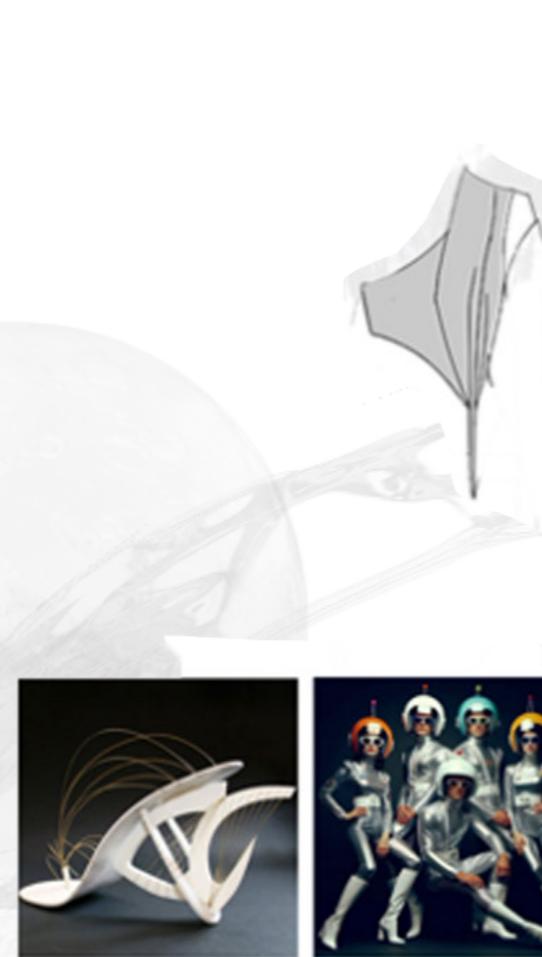
CRISS CROSS DRAPE WORK ACROSS THE FRONT OF THE DRESS



KNOTTING REWRITING THE WAY THE DRESS LAYS
ON THE MANNEQUIN

RUCHING AND GATHERS

SAME TECHNIQUE AS ON PAGE 29 WITH THE RUCHING FOR THE JEANS EXCEPT
THIS IS ON A SKIRT TO CREATE A CRUSHED FABRIC EFFECT



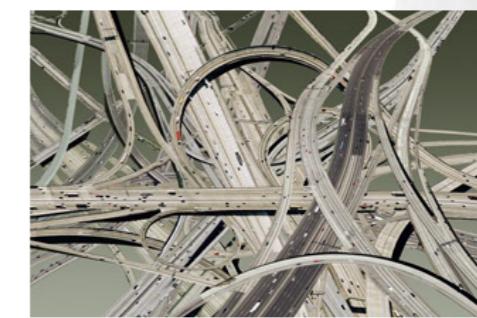
CORSET WITH A SHIRT LIKE DRAPE



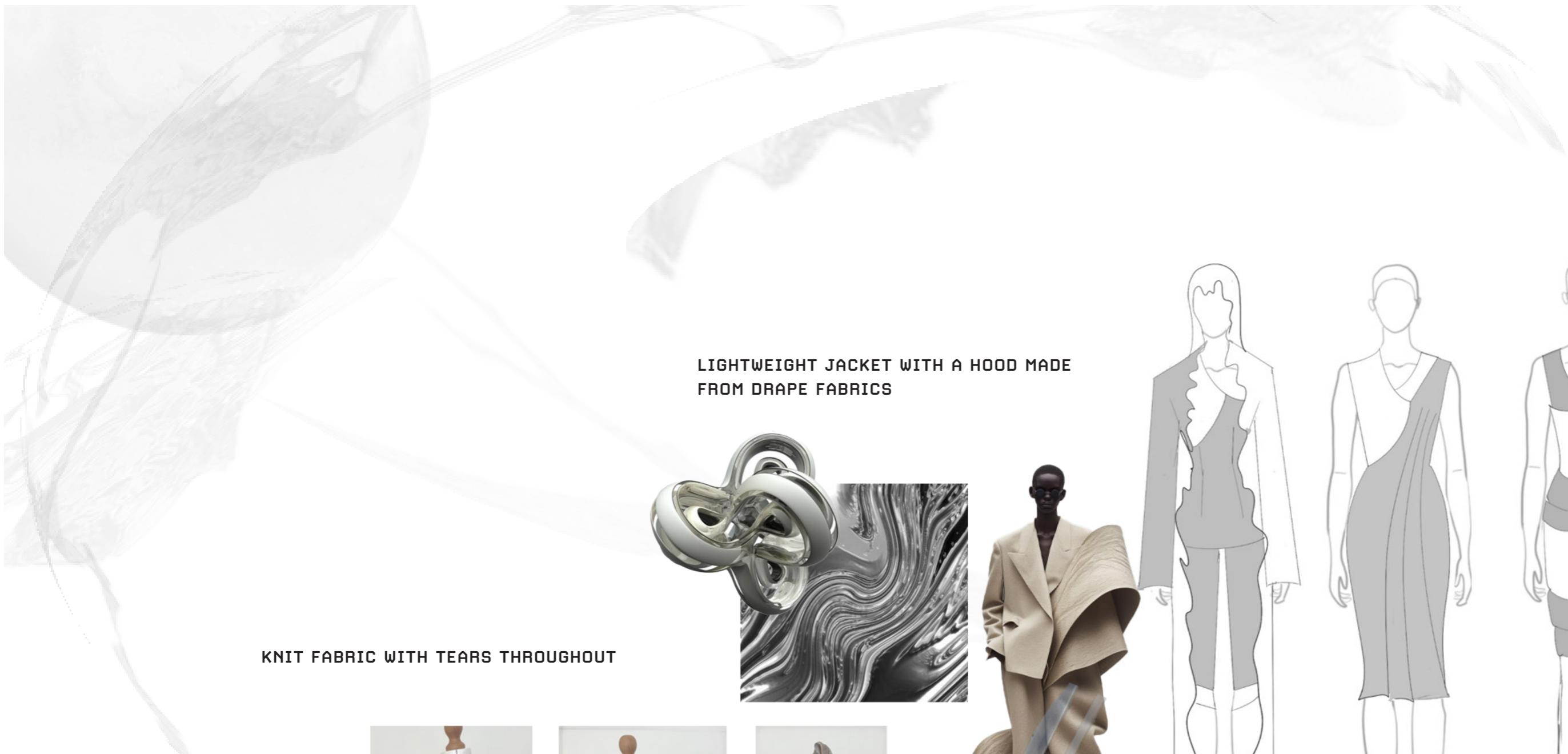
SCRUNCHED FABRIC TECHNIQUE CREATED BY TAKING A PIECE OF FABRIC AND THEN ANOTHER FABRIC OF THE SAME KIND X3 IN SIZE. I THEN PINNED ACCORDINGLY TO CREATE A RUCHING EFFECT FOR THE SKIRT.



SHIRT WITH RAGLAN SLEEVE



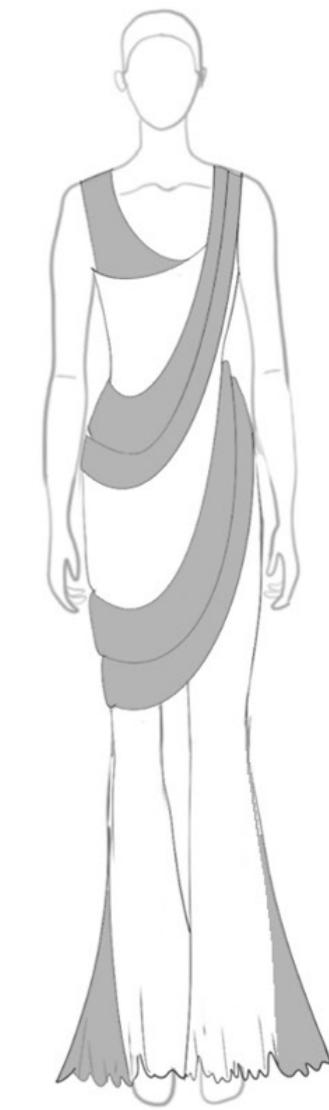
A JUXTAPOSITION OF BOTH LIGHT AND HEAVY FABRICS



KNIT FABRIC WITH TEARS THROUGHOUT



LIGHTWEIGHT JACKET WITH A HOOD MADE FROM DRAPE FABRICS



LOOPS AND TWISTS THAT GO FROM DIFFERENT POINTS ACROSS THE FRONT OF THE DRESS

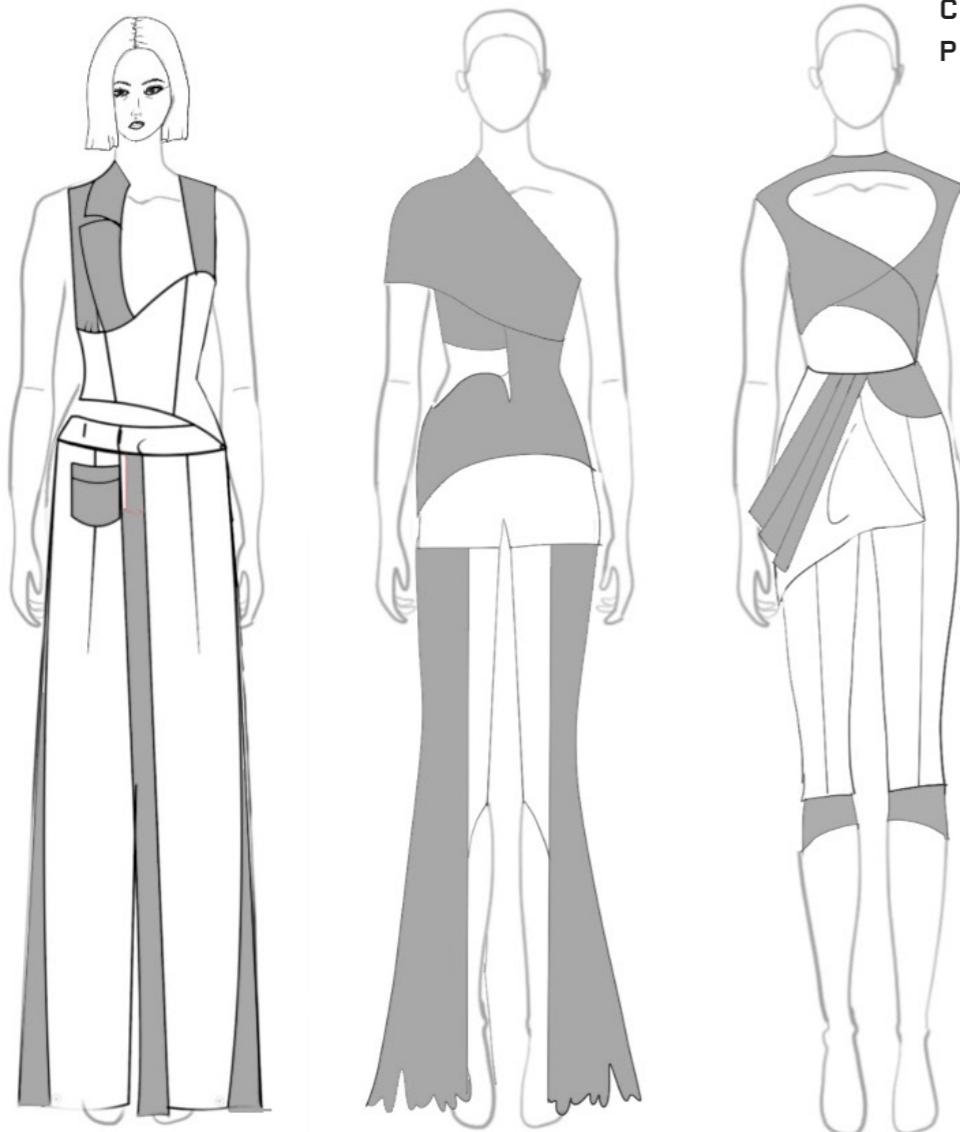


GATHERED FABRIC

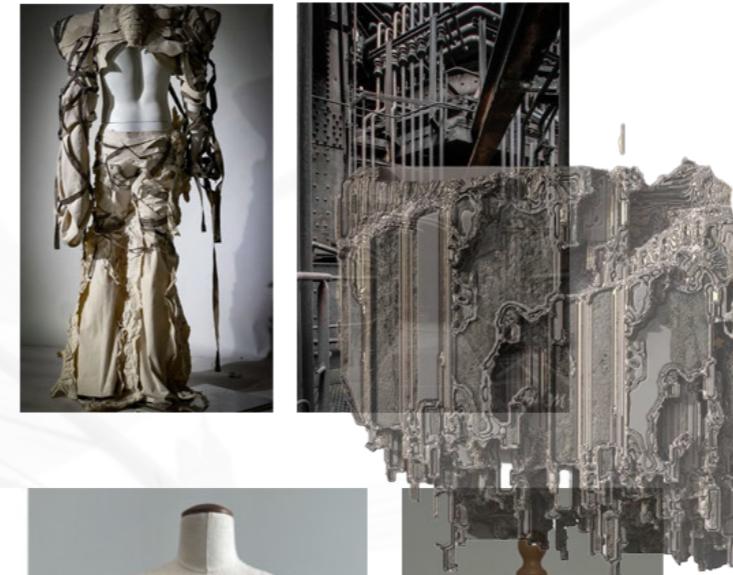


DRAPE FABRIC

NECK LOOP AND JEAN CUTOUTS



CORSETS AND LOOPS AROUND THE NECK FROM THE FRONT FROM
PIECES LIKE A LAPEL/COLLAR OR FROM A BASIC TOP



CAPRIS OR LOOSE FITTED
TROUSERS



AESTHETICS OF COLLISION AND COLLAPSE



FORM AND FUNCTION



PURPOSEFUL TANGLES SHOWING EFFORTLESS ELEGANCE

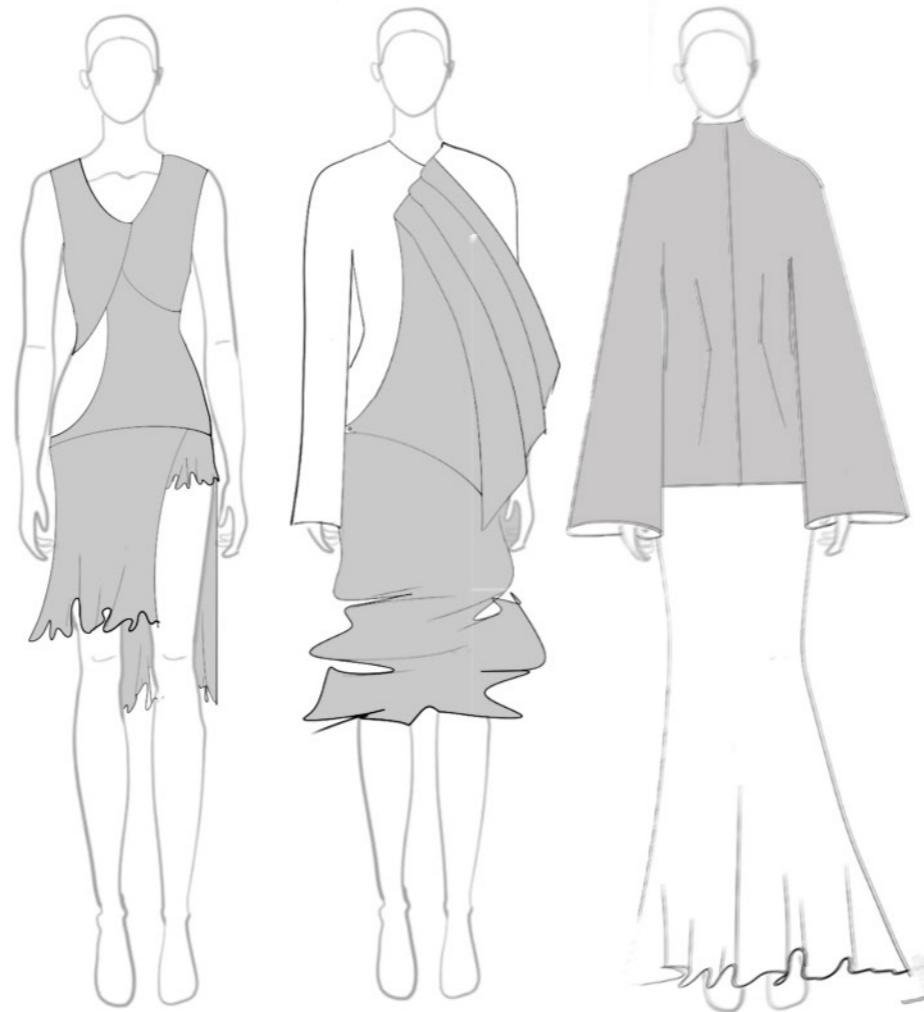


COMPLEX TWISTS HIGHLIGHTING HOW MOTION IS CAUGHT THROUGH STILLNESS.



THE JUXTAPOSITION OF THE ORGANIC CURVES OF ROUNDABOUTS WITH THE JAGGED SHARDS OF CRUSHED METAL CREATES AN AESTHETIC OF ROUGH BEAUTY





FLUIDITY IN MOVEMENT THROUGH TEXTILES AND URBAN LIFE

CRUSHED METAL BECOMES A BROCADE THROUGH ITS TEXTURE

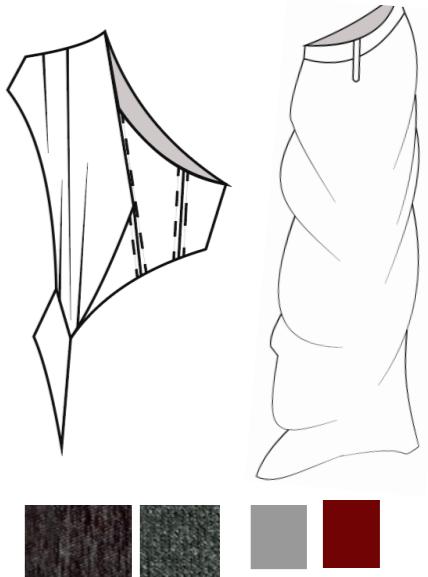
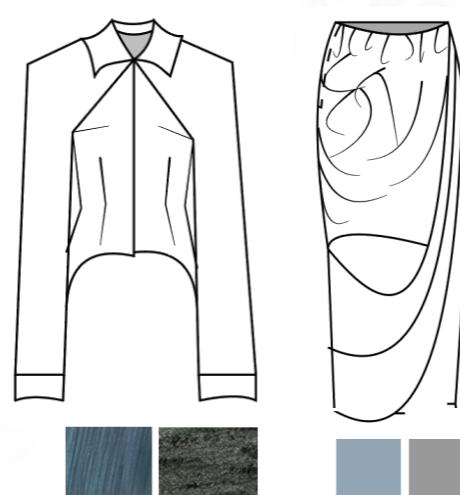
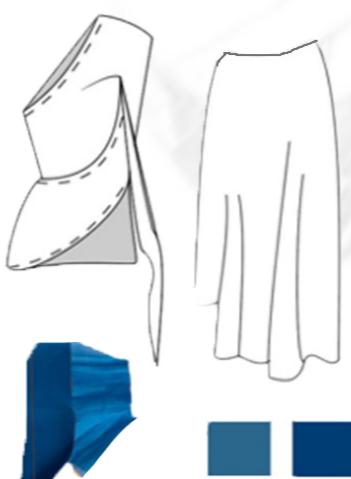
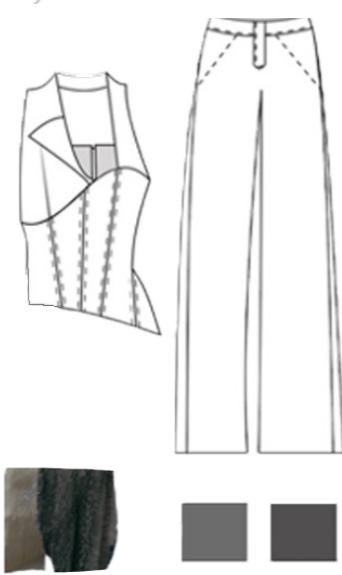
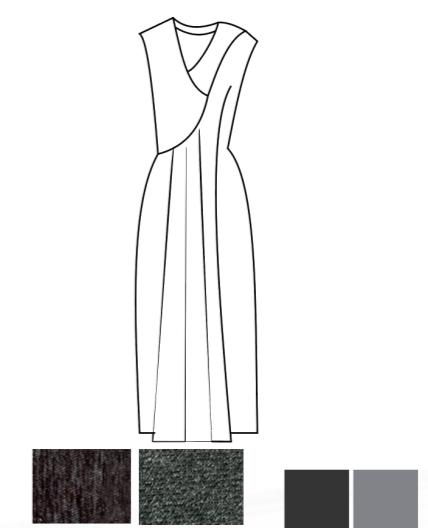


STIFF CRUSHED METAL, AND LUMINOUS SYNTHETICS



A MIXTURE IN THE COLLECTION BETWEEN NIGHTGOWN AESTHETICS AND MORE STRUCTURE LIKE FORMS

RANGE PLAN



LINEUP 1



OUTFIT 1



OUTFIT 2



OUTFIT 3



OUTFIT 4



OUTFIT 5

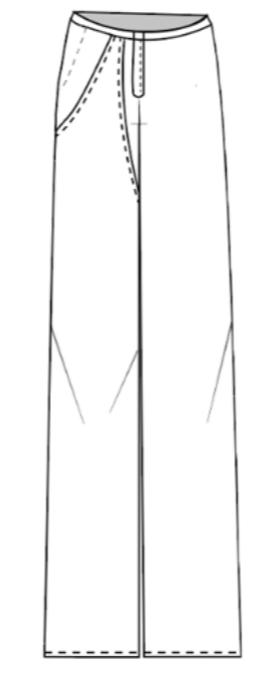
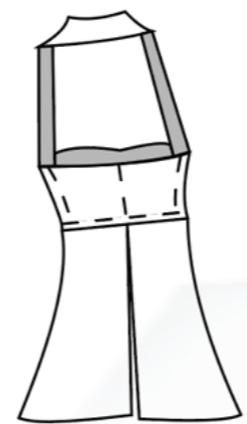
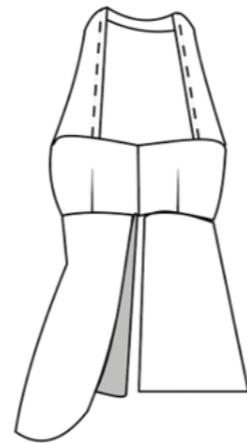
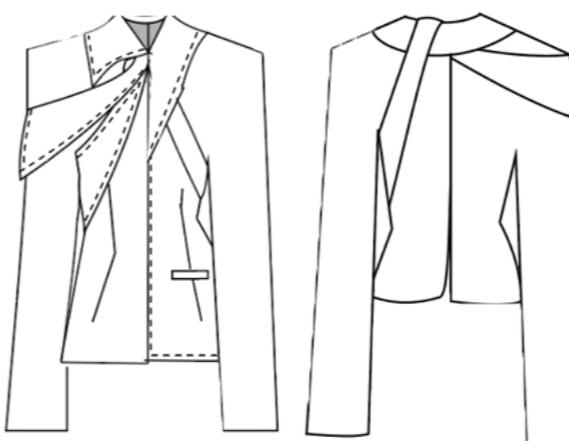


OUTFIT 6

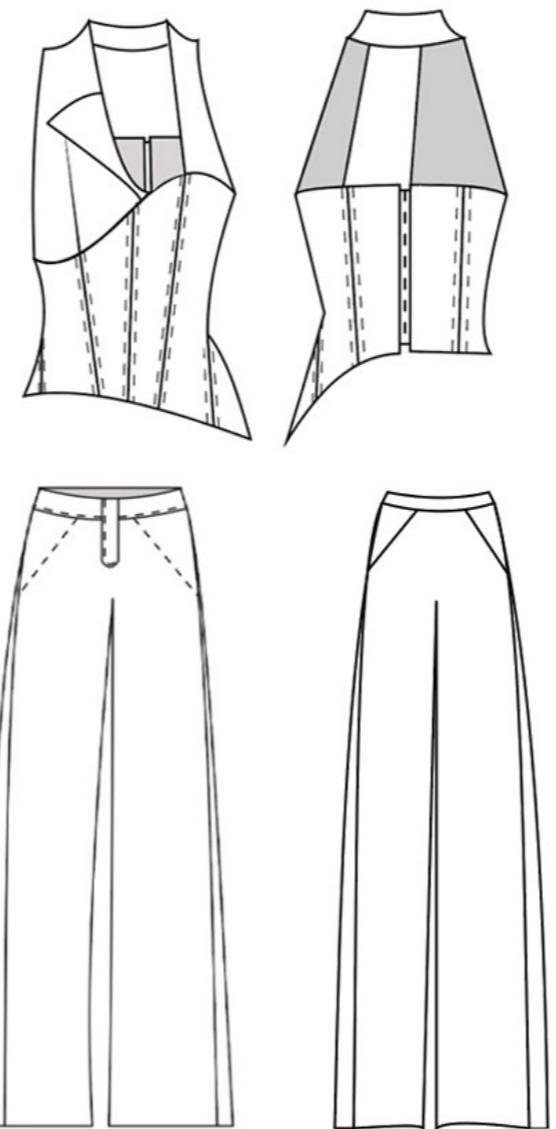
LINEUP 2



OUTFIT 1



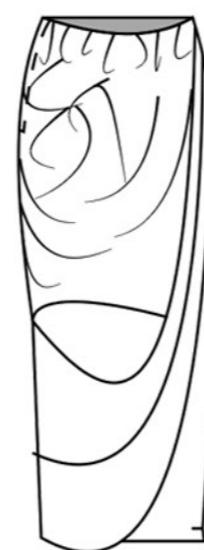
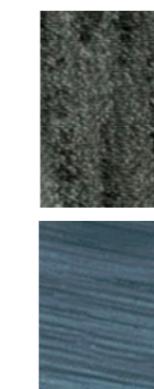
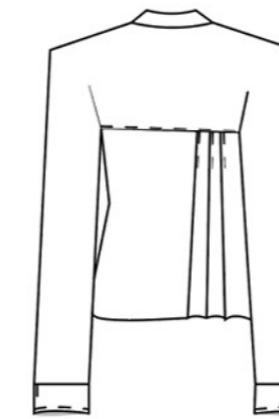
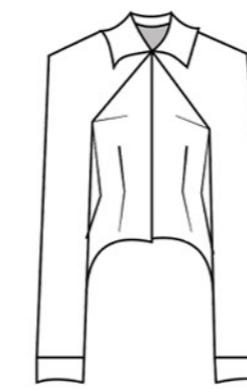
OUTFIT 2



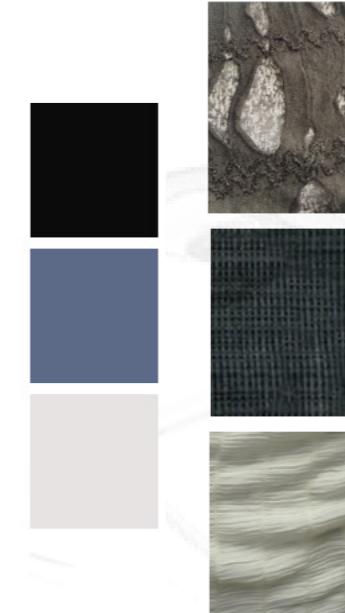
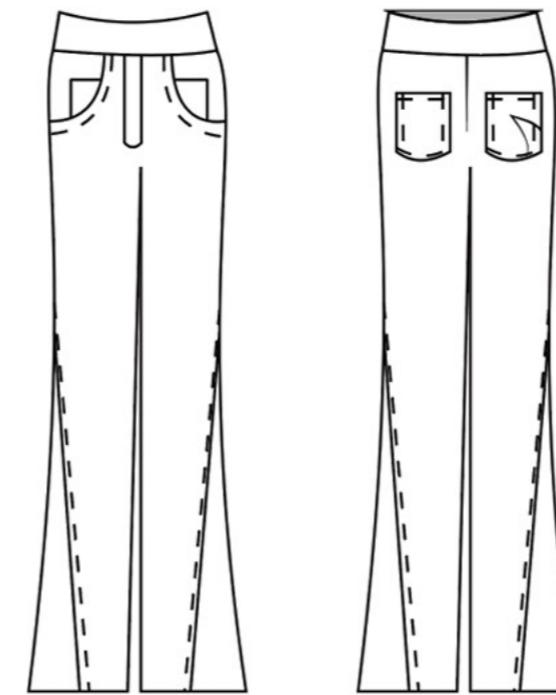
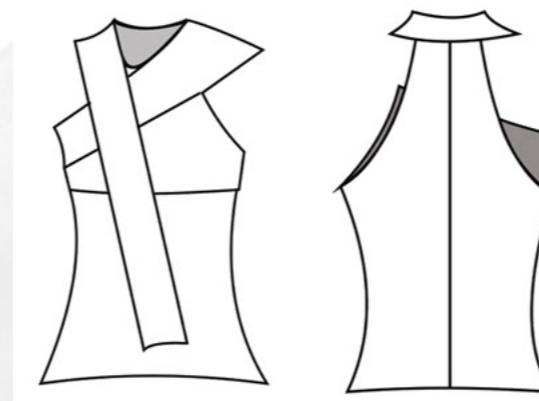
OUTFIT 3



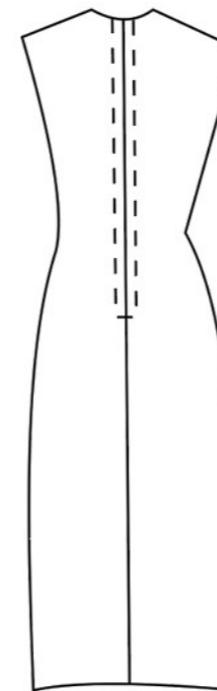
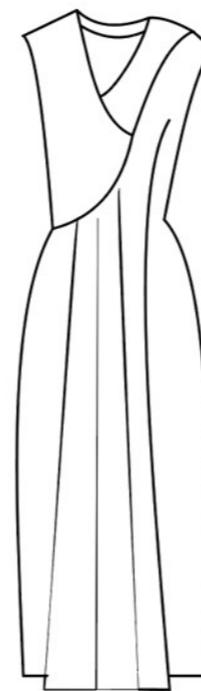
OUTFIT 4



OUTFIT 5



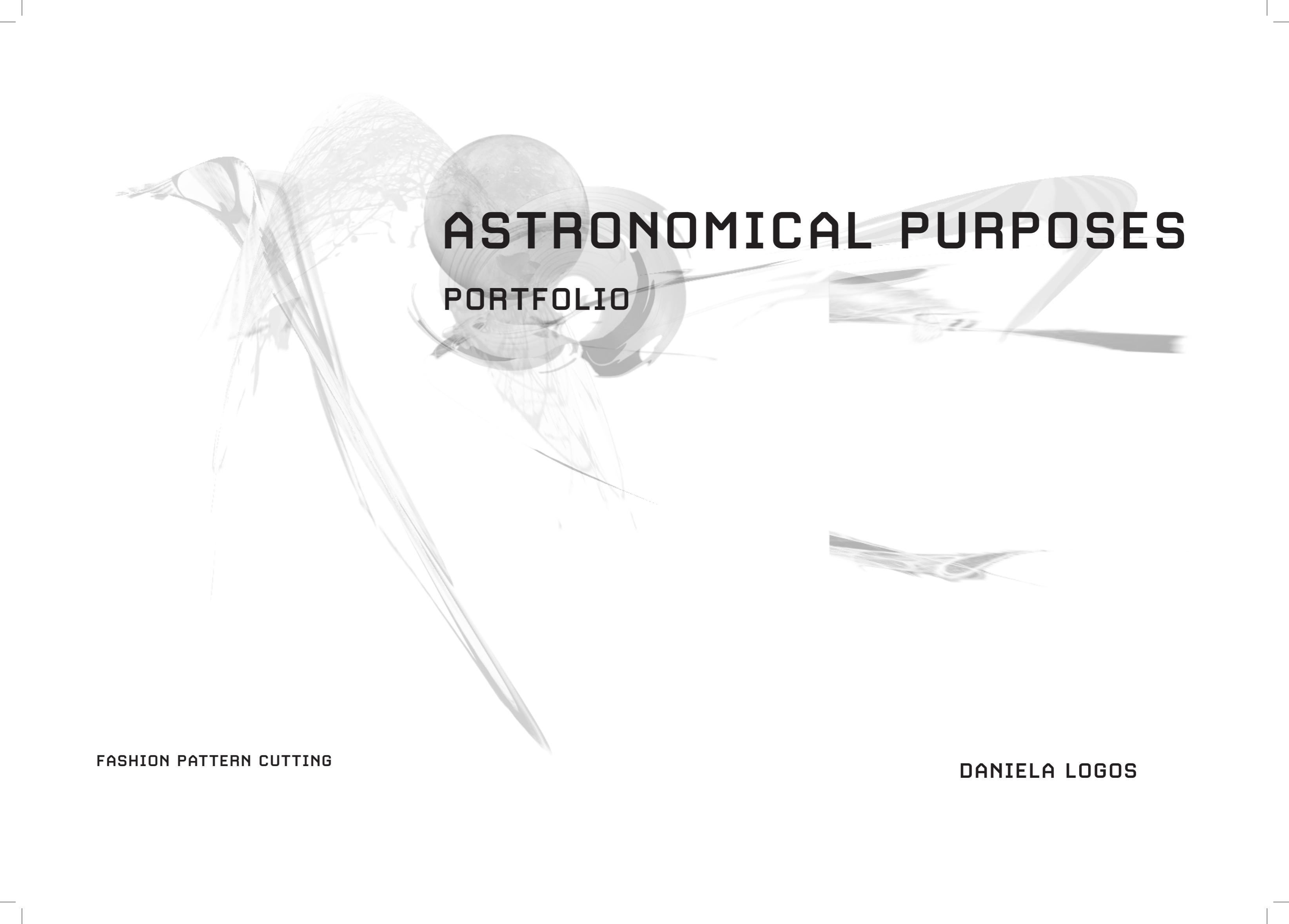
OUTFIT 6



FINAL







ASTRONOMICAL PURPOSES

PORTFOLIO

FASHION PATTERN CUTTING

DANIELA LOGOS