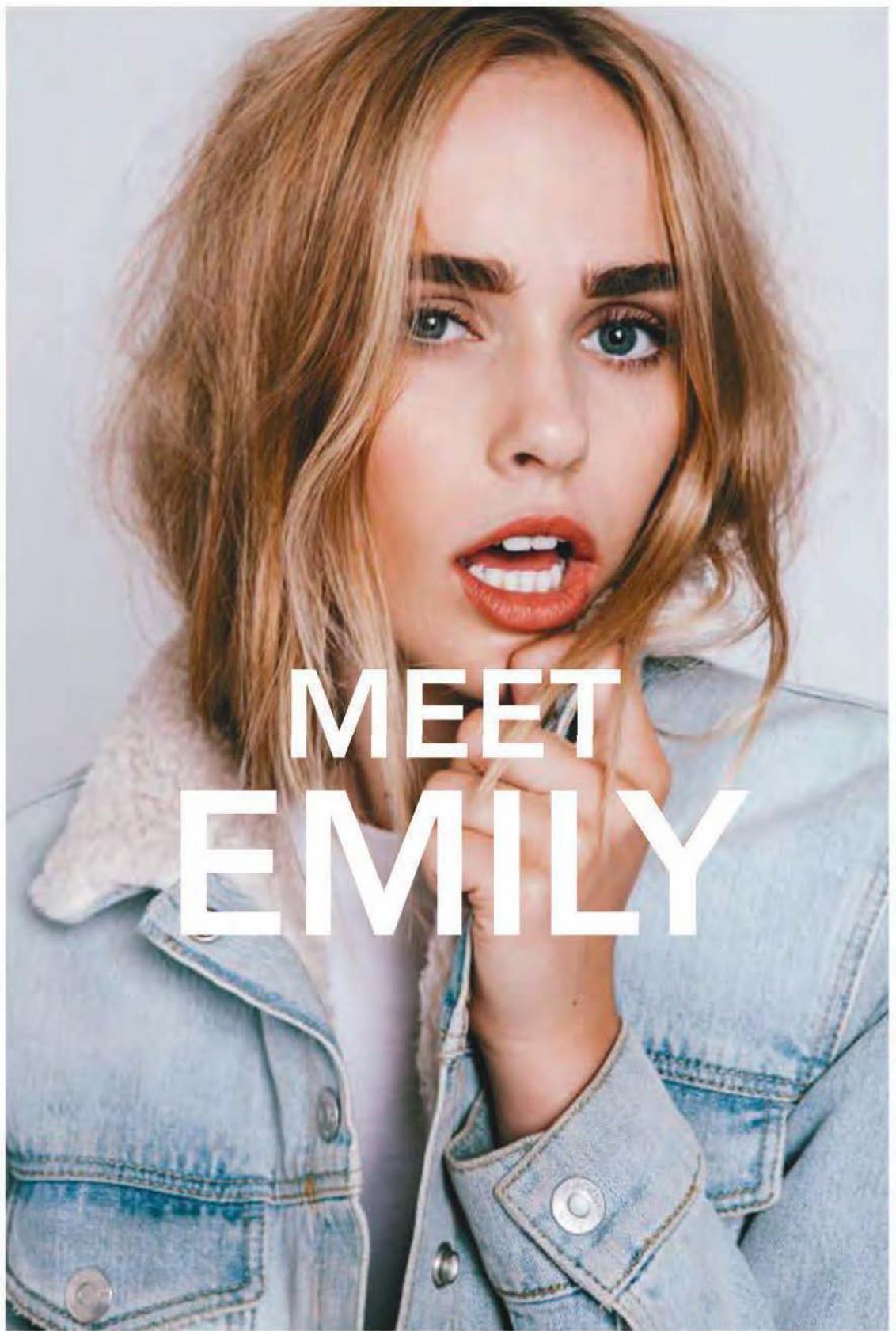


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MONICA WILCOX



A look at Gap's existing market and creating three complete looks for their Fall 2016 women's line including Gap's key drivers, Jeans and elevated basics. To uphold Gap's image of the everyday American lifestyle.



Age 27

Resides in The West Village of Manhattan.

Spends free time with friends going out to eat, at outdoor art festivals and biking through Central Park

Values comfort and quality in her clothing.

Desires a classic wardrobe for everyday adventures and an effortlessly cool look while staying on top of the current trends.

THE CUSTOMER

GAP

SLIP DRESS



BOMBERS



COATS



FRAYED HEMS & CROPPED JEANS



PATCHWORK KNITS



RUNWAY INSPIRATION

GAP



WGSN

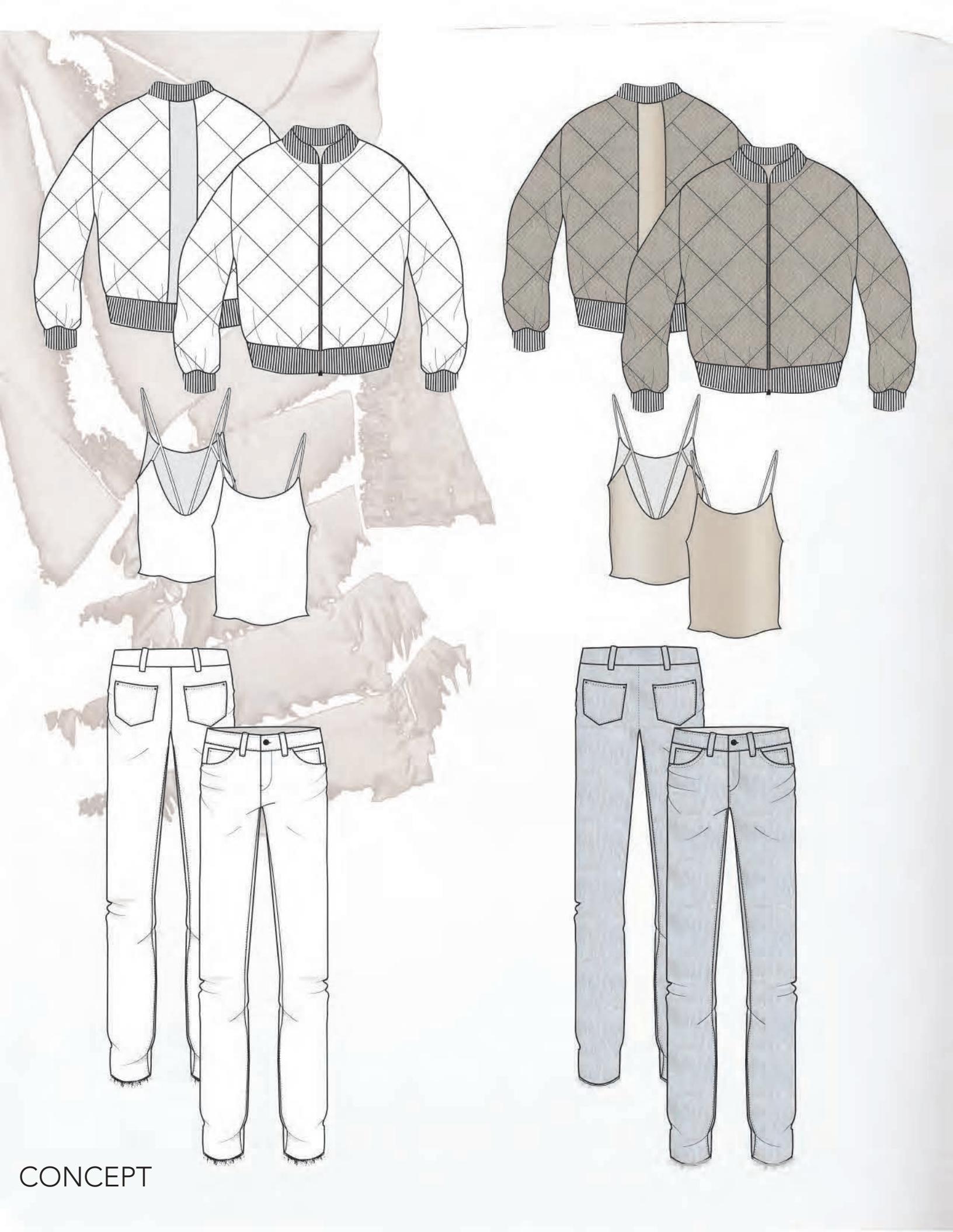


Loungewear becomes incorporated in everyday life by being paired with smart tailoring.



GAP

TREND & CONCEPT



CONCEPT



GAP



LOOK 1



GAP



LOOK 2



GAP



LOOK 3

GAP

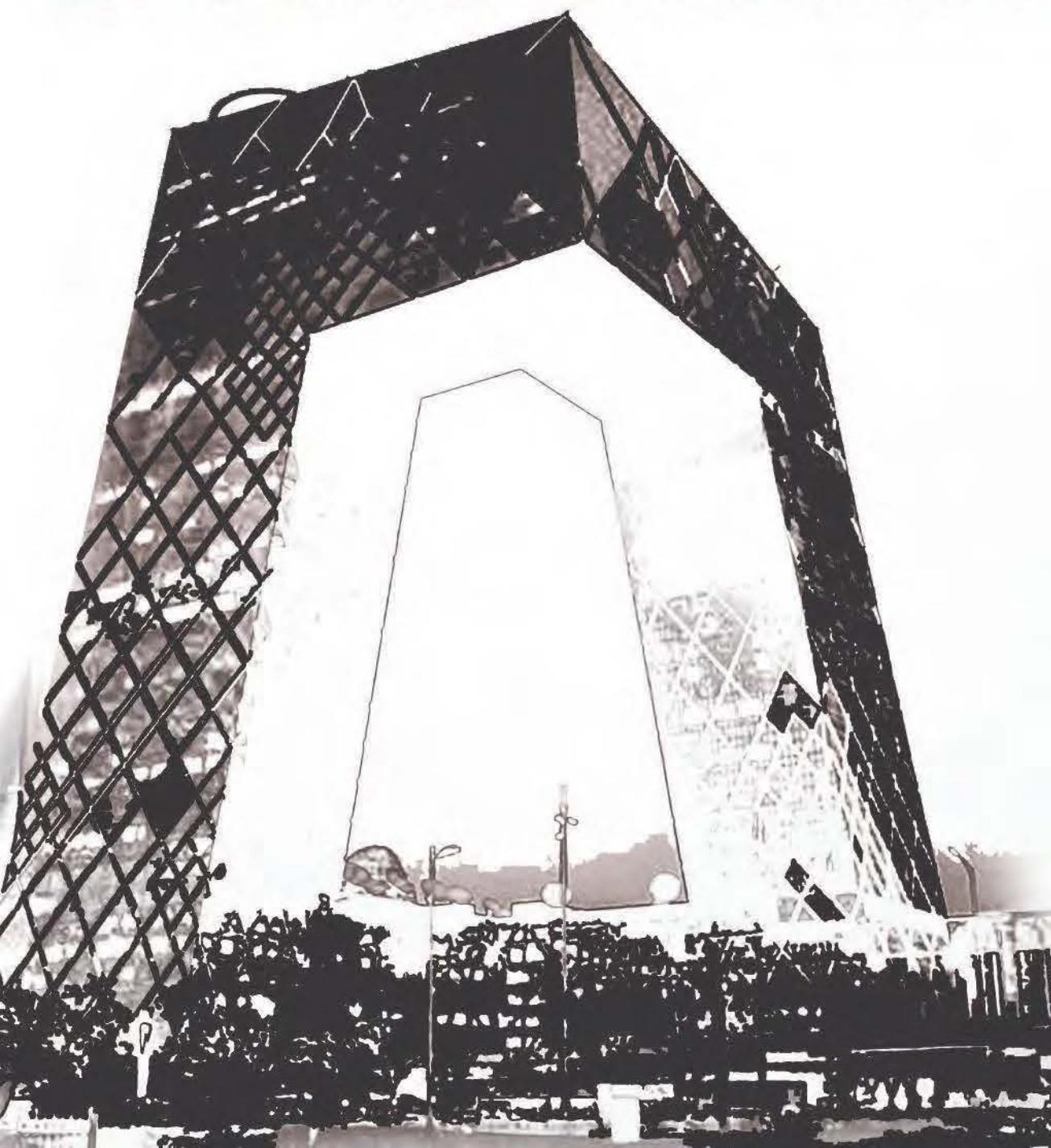
# Death of the Skyscraper

A Tribute to Rem Koolhaas

Monica Wilcox



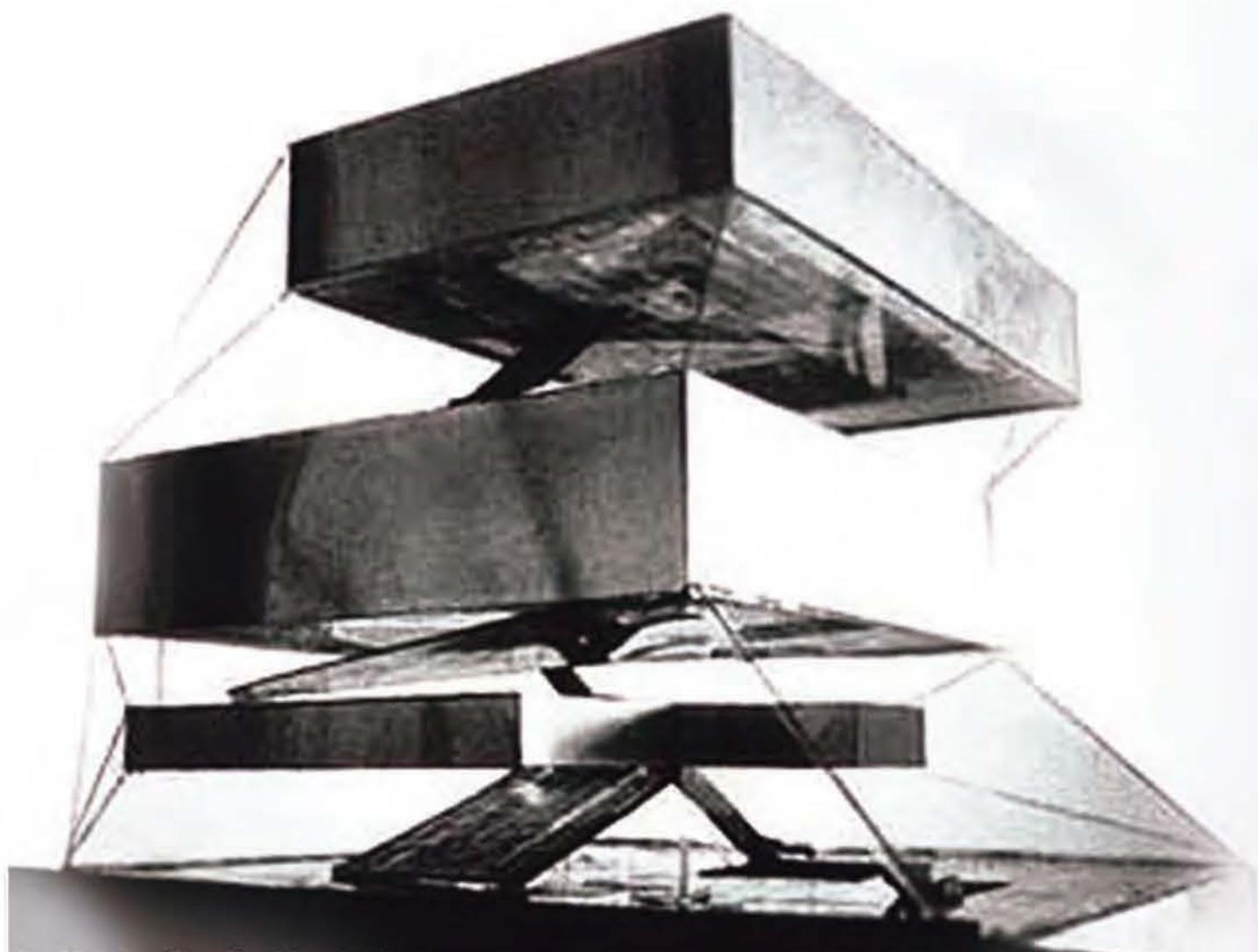
Autumn/Winter 2017 collection inspired by the work of architect, Rem Koolhaas. This collection pays tribute to Koolhaas' cutting edge construction and design. The lines of Koolhaas CCTV building in Beijing, China are mimicked in the silhouettes and quilting of the garments.



Inspiration

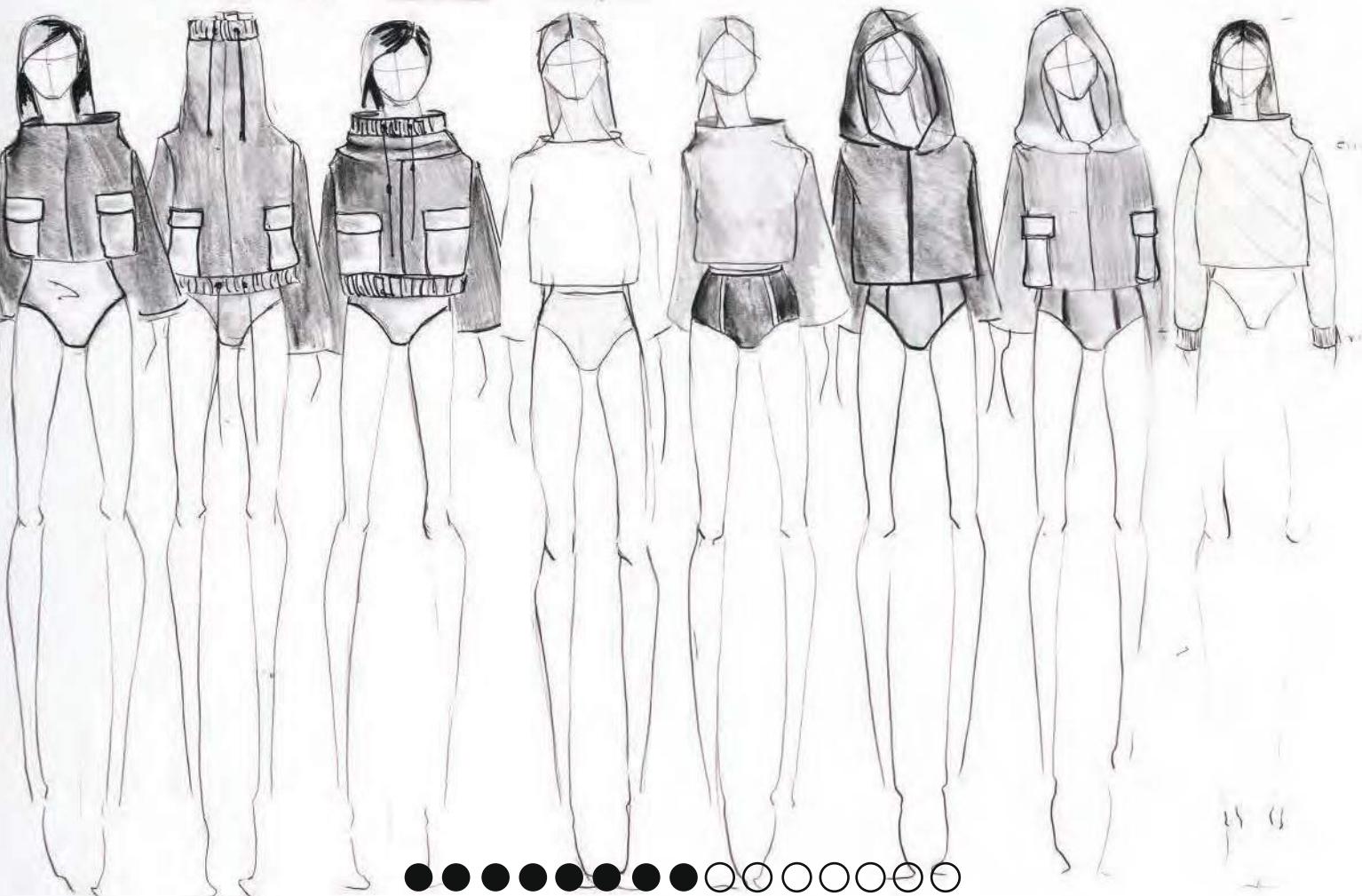
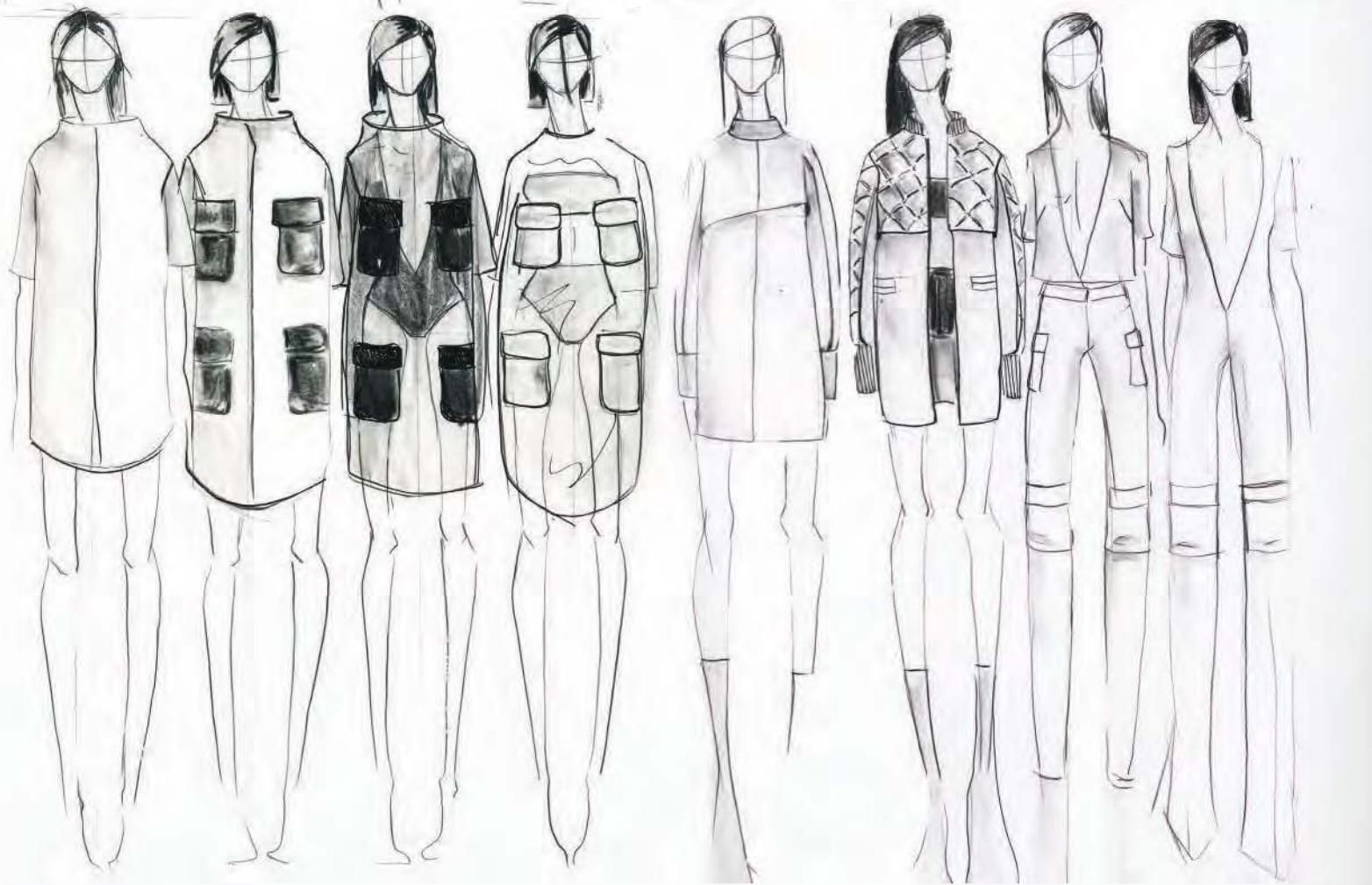


Inspiration





## Preliminary Ideation





Looks 1 & 2



Looks 3 & 4





Looks 5 & 6

Final Collection



INK BLOT





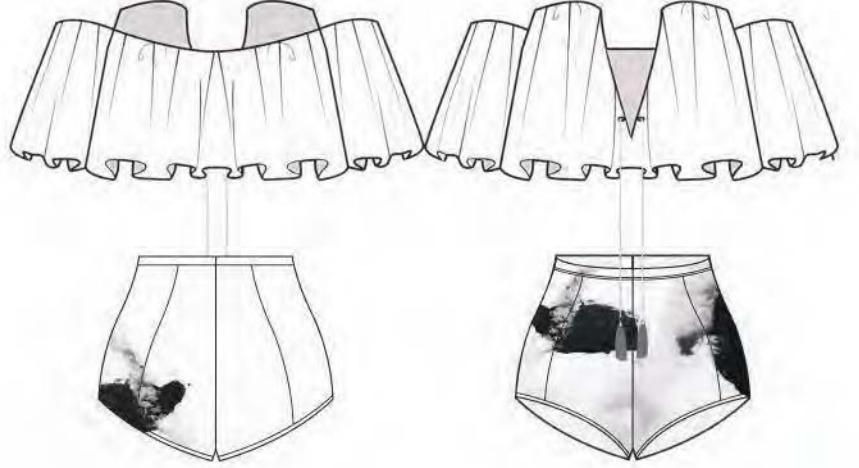
Textile donations from Ikea allowed for an exploration beyond the fabrics intended use. Ever since Leonardo da Vinci urged artists to search for inspiration in the dirt on walls or the streaked patterns in stones, they have found that the accidental blot, the chance mark, or the naturally occurring stain can be a starting point for some extraordinary art. This is a study of print, structure and trying to find that extraordinary.



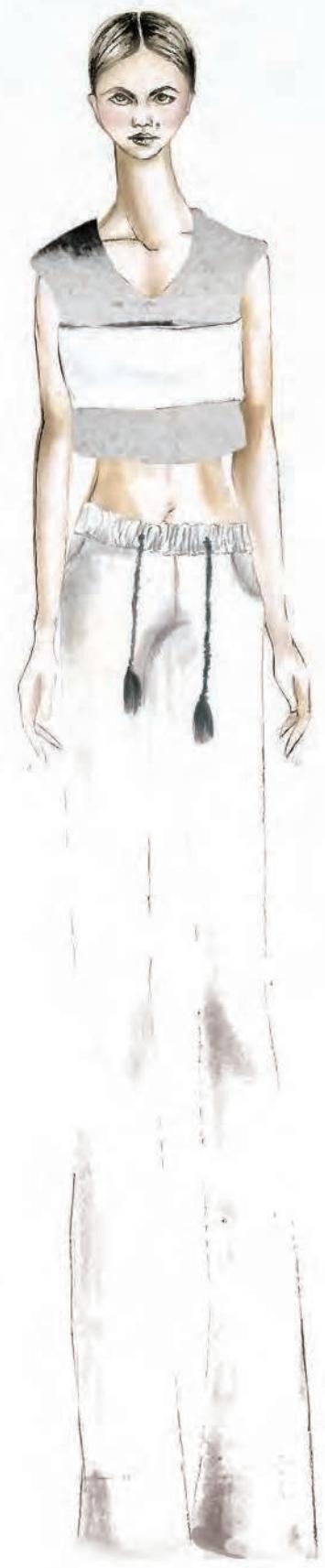
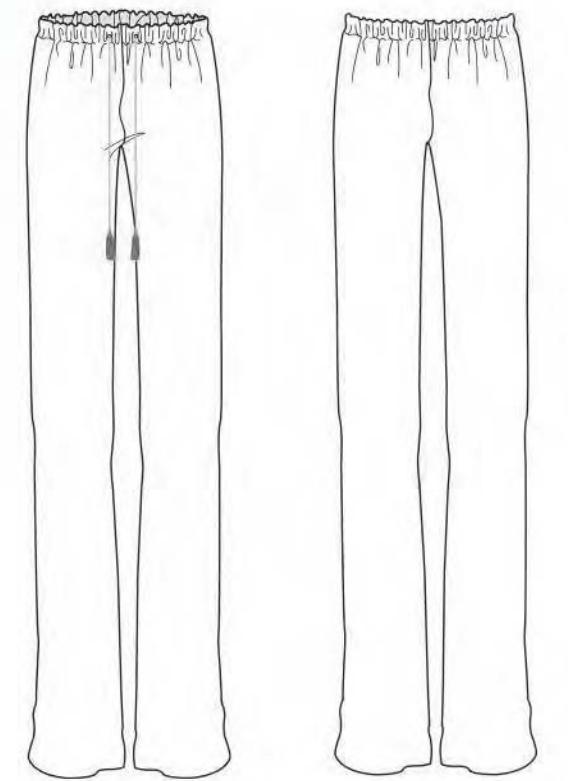
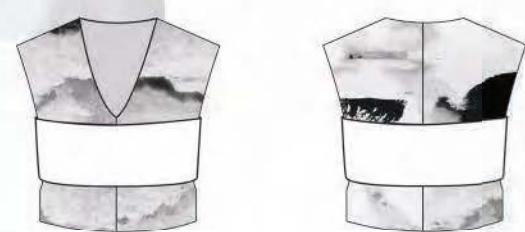
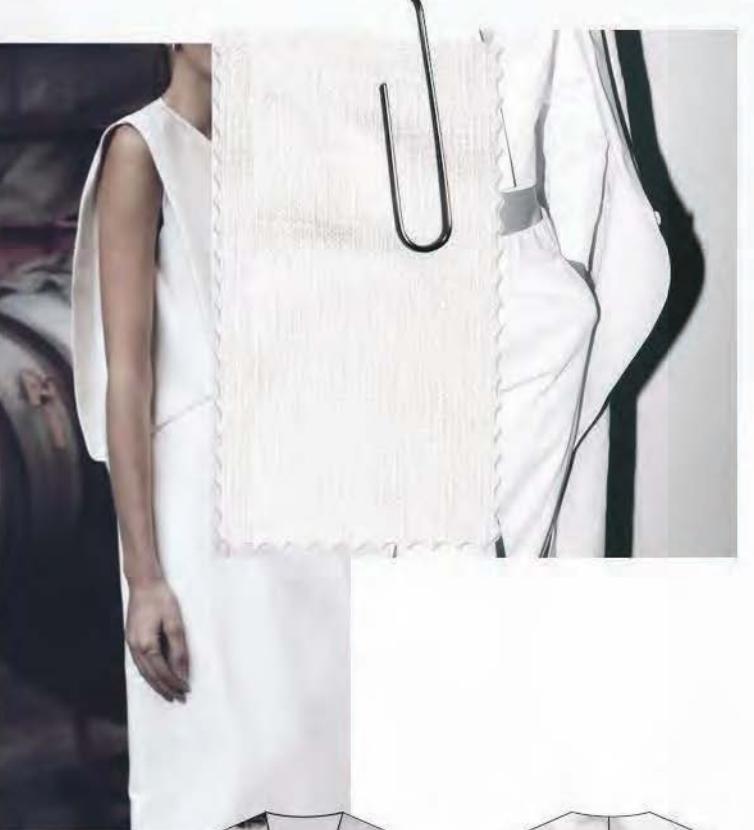
INK BLOT | INSPIRATION



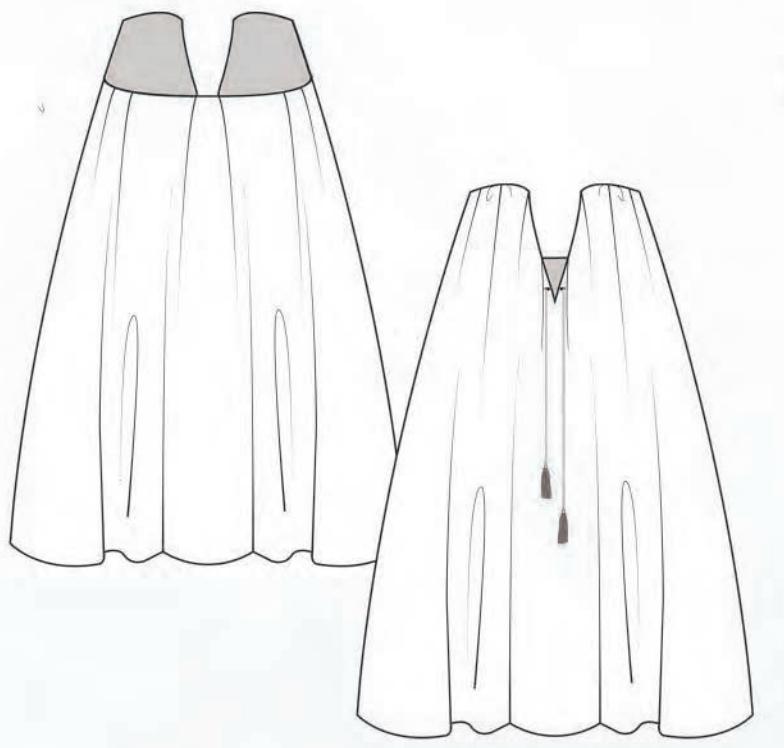
INK BLOT | INSPIRATION



INK BLOT | DESIGN



INK BLOT | DESIGN



INK BLOT | DESIGN



INK BLOT | FINAL DESIGNS

IKEA FABRICATION  
LENTA  
\$5.99/YD

### CARE INSTRUCTIONS

 Machine wash, warm

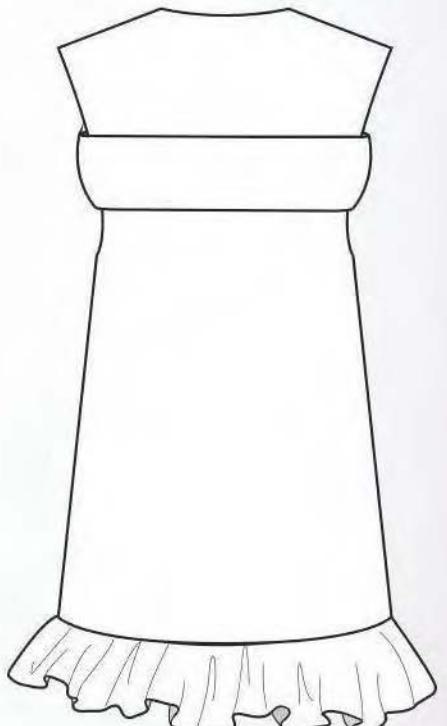
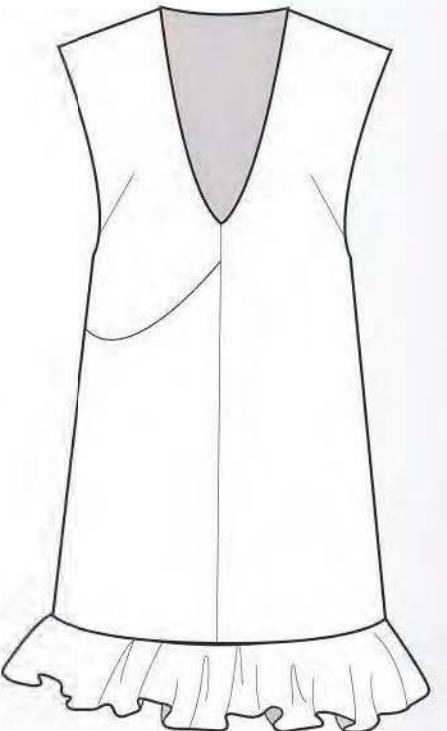
 Do not bleach

 Do not tumble dry

 Iron, high temperature

 Do not dry clean

Shrinkage 4 %



100% COTTON

INK BLOT | CONSTRUCTION







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THANKYOU.

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