

Samira Awudu

Final major Project proposal

3004AAD WINDOW THERAPY CONCEPT

The aim for my final major project is to create a unisex catwalk collection. I will include layers that represents different emotions, which reflects back to the feelings presented when looking through a window view from the comfort of your own home. Unisex garments are a growing part of the market. Historically fashion is an industry that challenges the rules whilst inviting customers to think outside the box especially in terms of shape and silhouette. Brands are now opening stores and launching collections to celebrate the diversity and to link their brand image to genderfluidity (Armando Falcao 2020).



Figure 1 - Waiting by the Window painting by Carl Vilhelm Holsooe, Danish (1863-1935)

“Statistics show 38 percent of Gen Z-ers ‘strongly agreed’ that gender no longer defines a person as much as it used to, and 27 percent of millennials felt the same way,” (Tamim Alnuweiri 2018)



Figure 2 - This is what the Amish wear by Seth Garben (2018)

My project concept is inspired by a painter called Carl Vilhelm Holsooe who created pieces that are peaceful and serene yet full of life and takes unconventional approaches to his paintings which instantly makes his work somewhat enigmatic and therefore intriguing (Macconnal Mason Gallery, 2020).

Holsooe has a few paintings named “Waiting by the window”, “Woman by the window” (figure 1), “Lost in thought”, “Daydream at the window” and “Sewing at the window”. These paintings allowed me to reflect back to my own personal feeling during lockdown when glancing from my window at home was a recurring thing, it also made me question what I see when im presented with the outside world in good times and hard times and how this affects me.

This topic interests me because of how much my mood was affected during the UK national lockdown and its aftermath. Having my freedom and job taken away from me was a hard thing to adjust to and the unknown was frightening.

I know the effect this has had on so many individuals lives and I will like to take the time to record my own experiences and feelings at home during lockdown, I intend to gather primary photographs from my own window views and question how looking at these views made me feel pre and post lockdown.

The Amish community has cultivated an entire culture and lifestyle surrounding the value of gratitude. Their way of living will be incorporated and reflected through my design developments as I believe their lifestyles has multiple similarities with my concept such as always being at home with their families (figure 2).

This concept is important to me and benefits myself and others because it gives us the reassurance of not feeling alone with the moods that we faced.

I will constantly be inspired by different experiences that comes my way, each view will be different due to the constantly changing climate and my window positionings. This concept will allow me to capture and respond creatively to this unique moment in time. Creating a collection which will reflect emotions will encourage me to continuously include this feature in future on coming projects. Promoting myself as well as I can is important to me and this collection is the first step in doing so to achieve my goal of creating my own fashion brand.



My collection will be achieved through constant toiling with the help of my technician this year Eva and practical experimentations and prototyping which will allow to keep track of what I am doing correctly and what needs improvement with my designs. I will also be keeping on track through critical feedbacks that I will be gaining from my fashion tutors which will be key to developing my ideas further

I believe in the importance of gathering your own primary Images, so this will be a must for me during this project. As I plan to reflect on my personal window views, I will be collecting images based on what I am presented with and will capture the vision according to night and day and different whether conditions (figure 3, figure 4, figure 5).

Figure 3 - Personal window image by Samira Awudu (2020)



Figure 4 - Personal window image by Samira Awudu (2020)



Figure 5 - Personal window image by Samira Awudu (2020)



Figure 6 - Craig Green autumn/winter 2017 menswear collection (2017)

I will like to achieve techniques such as panelling over garments seen in Craig Green's A/W 2017 menswear (figure 6) with the possibility of using laser cutting to help achieve this which will reflect the frames of windows and also create layers to reflect moods.

My laser cutting skills is one I intend to perfect. I don't often use this machine for projects and will need to create various samples to develop and perfect myself. However, I am aware that due to the current situation the facilities to use a laser cutter might not be available to use therefore an alternative option will be to create panelling using the sewing machine.

I will like to use materials such as leather, cotton drill, tweed nylon and linen. I believe these different materials and textures will help me to create and represent the layers of mood I spoke about. Having access to WGSN is very helpful and will be a great source to look at when looking at my fabric choices

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