

Garment 1:

Title/Home page: Swan Gown

Analysis:

The analysis is your introduction to the folio and sets the scene for your work.

- Analysis of the brief: For this assignment, I need to create and analyze a set of designs to produce a final design. I then need to consider target audiences, strengths and weaknesses, limitations and constraints. From there I can make a plan in order to get my final design produced within the time limit. I will write journals for every day/week I work on the garment to track my progress and can use that information in reflections later on too.

- Generate a list of limitations/constraints and considerations:
 1. Time limit: the time limit is a big constraint so I will need to make a time management plan and use my class time wisely.
 2. Choice of inspiration and item: this is a constraint as there is a lot of possible inspiration and can be overwhelming if you are indecisive. I need to make sure that my selected inspiration is clearly seen in my design too.
 3. Techniques: there have to be 2 minimum techniques in the final design that are noticeable.
 4. Job safety analysis: a job safety analysis has to be completed for this task before it is due.
 5. Principles and elements of design: the design has to have relevant principles and elements of design.
 6. Good design criteria: I have to keep good design criteria in mind when composing my garment.
 7. Presentation: the presentation of my design has to be thorough and appropriate.

- Identify your possible target audience: My possible target audience would be women around the age of 18 to 26. This is because my dress is targeted towards people who would rent or buy from a boutique for formals or prom-like events and might want the dress for fancy wedding occasions

- Create a design statement that clearly outlines your intent including any factors that may limit, impact or influence your design decisions:

Research: The design of this garment is inspired by swans. Black swans have primarily black feathers as their flight feathers are white. Flight feathers are typically any large primary or secondary feathers that help to support a bird in flight. On black swans, these feathers are concealed underneath the wing. Black swans have a rounded bright red bill, with a small bar or tip that is usually pale in color. Their legs and feet range between gray and black hues. Male swans are known as cobs and are generally larger than their female counterparts known as pens. Cobs will have a longer and straighter bill. Cygnets are classified as babies or immature swans and have a grayish-brown coloration with paler-edged feathers.

Although swans are seen as elegant and dainty, black swans hold some aggression. This is not only created by their dark coloration but it is also true to their nature. Black swans are more aggressive to humans and pose threats to other swans alike. They face little predation.

In the ballet Swan Lake, the black-cloaked magician von Rothbart and his daughter Odile, are the main antagonists. Odile is seen as a seductive and relentless figure as she plays the role of the black swan. She is a scary character and I feel that this garment created by Alexander McQueen from "The Horn of Plenty" collection embodies this perfectly.

****Principles in this garment****

This dress is composed of black duck feathers but embodies black swans so perfectly. McQueen uses symmetrical balance in his design to create a sense of dignity and high status. The garment features big and bold shoulders and hips which is comparable to how swans have big and puffy feathers on their backs and wings. The main body and neck of the garment are slender much like swans.

This puffiness in contrast to the slender components of the garment helps to define the shape and exaggerate the shoulders and hips. This gives the shoulders broadness and ferocity, alluding to the fact that black swans are typically more aggressive than white and consequently are thought to be more composed (within their posture) and tougher. The exaggeration of the hips has a slight sexual connotation, it contrasts the waist and plays on modern beauty standards where wide and rounded hips are desired, paired with this ferocity it makes a powerful sexual narrative and coincides with the seductive and relentless qualities that Odile possesses.

This garment has such a beautiful principle of movement. The feathers are lustrous and the grey tones produced by this lustre guide the viewer's eyes around the garment. It provokes a sense of uncertainty as to where the eye will be guided and creates an element of mysteriousness and fear.

Hierarchy can be shown in two different ways: through the garment itself, or through the overall look. The shoulders and hips are the first aspects of the garment to be noticed as they are overly exaggerated but the colour and intensity of the makeup creates a unique focal point in the whole look. The bright, shiny red lipstick much like the bright red bill of a swan, contrasts the black tones of the garment and is noticed first overall. The latex-like boots are noticed last but provide a new texture to the look.

There isn't white space in this design as it is all feathers. This doesn't mean that the design is boring or too much, however, it makes a direct connection to how swans look and refers to how the swan is all feathers. It also allows for unity in the design as the aspects do not have to fight for the main focus.

****Elements in this garment****

The silhouette of this garment creates gorgeous curves and lines that direct the eye out and around. The curvature of the shoulders and hips gives off a unique sense of freedom whereas the waist, arms, and legs have a very elegant and sleek look.

The construction of the dress is what gives it this unique silhouette and provides such a strong and sensual feeling throughout the garment. The space in the waist helps to separate the shoulders and hips

The form of the dress is created through the layering of the feathers in order to create a 3D shape for the shoulders and hips through accentuation. The feathers on the waist, legs, and arms give the illusion to having dimension and make the model look thinner as the waist, arms, and legs, are not full.

The feathers provide a special and soft texture. They have an almost shiny quality that produces grey tones which helps break up the black in the garment. It also is shiny like the latex-type texture in the heeled boots and segways into the new texture nicely. The latex texture is also very form-fitting and is true to a swan as they don't have feathers on their legs.

The dress has a monochromatic colour scheme, mainly composed of black. It has both positive and negative connotations, the meaning depends on how the colour is applied and the context of the garment. In this context, it is both sleek and mysterious. The fashion show that this garment comes from is about the juxtaposition between trash and glamour. The runway features a centrepiece which is a collated pile of scrap metal and junk as shown. The whole collection has themes of monochromatic styles and features three main colours: black, white, and red. McQueen has made references to brands like Chanel and Dior through the layering of his own personal fashion history and more timeless classic couture like the Dior houndstooth and Chanel tweed, well known in the fashion world. Nearly all the models wore a sculpted trash headpiece, some including umbrellas, plastic wrap, cans, and laundry basket lids. When taking this into consideration, you get to see the darker side of the swan which has sexual, fearful, and evil connotations; the more "trashy" side, but you get to also see the extreme glamour and power that the swan has through the sheer boldness of the feathers. The "trashy" side encapsulates the mystery, seduction, and violence in the colour black, and the glamorous side shows off the chic, powerful, and elegant side of the colour black.

detail the horn of plenty and how swans fit into it etc etc

<https://www.thefreedictionary.com/horn+of+plenty>

Analysis of construction techniques

- your choice of any 2 techniques. Explain why you have chosen them

Embroidery and beading (especially tambourine): Britannica defines embroidery as "the art of decorating material, primarily textile fabric, by means of a needle and thread" (Britannica, <https://www.britannica.com/art/embroidery>).

<https://craftatlas.co/crafts/technique/embroidery>

<https://www.sewingmachinesplus.com/sewblog/an-embroidery-analysis/>

Pleating and draping:

Zips:

<https://australian.museum/learn/animals/birds/black-swan/>

https://www.google.com/search?q=why+is+the+black+swan+bad+in+swan+lake&rlz=1CATAVM_enAU1051&oq=why+is+the+black+swan+bad+in+swan+lake&aqs=chrome..69i57j0i15i22i30j0i22i30i5j0i390i650i3.7098j0j7&sourceid=chrome&ie=UTF-8&safe=active&ssui=on

<http://youstrikemyfancy.com/tag/alexander-mcqueen/>

<https://adorngirl.com/-blog/alexander-mcqueen-savage-beauty-exhibition>

<https://www.vogue.co.uk/gallery/alexander-mcqueen-va-savage-beauty-preview-pictures-inside>

<https://blog.metmuseum.org/alexandermcqueen/dress-horn-of-plenty/>

<https://www.encyclopedia.com/arts/culture-magazines/performing-arts-and-gothic>

<https://www.sensationalcolor.com/meaning-of-black/>

Designer Statement:

In my garment, the viewer can see a black outer layer made of satin. It has intentional pleats in it in order to hide where the feathers are added and add some depth and texture to the garment. The pleats help to make the dress look more form-fitting and leads the eye down the garment. Underneath the outer layer, there are two layers of lining. The first layer seen is loose at the bottom and flowy, and the second layer of lining is concealed. The flowy layer of lining features embroidery and beading.

The most important parts of this garment are the feathers and embroideries as they give it an added meaning and connection to swans. They are also most likely to be noticed first.

The process of how I created the dress is noted in my weekly journals below. I did a lot of planning for this dress including these sketches, and research on my inspiration.

I interpreted my theme according to my research. I liked how black swans have white underfeathers and wanted to replicate that through the flowy lining. The reason why I used a lining fabric and not a satin fabric for this is that the white underfeathers are different to the main black feathers on a swan. The white feathers can be seen but are composed differently from the outer feathers, and I thought the lining would replicate that difference and have the same effect as it does on a real swan. I wanted to add feathers to my garment but I didn't want to overwhelm the garment with them. I wanted the feathers to refer to swans but also contrast the embroidery, beading, and use of bows in my garment. The reason why I wanted to add embroidery, beading, and bows, is to make the garment look more classy and refer to the elegance and high status of the black swan as it is typically known to be more fierce than other swans and waterbirds, giving it that status.

My garment might be seen in boutiques and be bought/rented out for formal events like proms. I think it is crafted for this audience as it is a long gown-like dress.

I think my garment is visually engaging and would provide the wearer with a fitted and unique look. It communicates my key theme of swans and nature well but the bows and embroidery may be confusing without much explanation. The specified audience would be engaged by my garment.

