



ONE-PATTERN-PIECE

This collection has taken specific inspiration from form, utilising creative pattern cutting as a design tool. Garments have been engineered to be cut from one-pattern-piece resulting in unconventional seams and a unique fit due to not being cut traditionally and with consideration of grain lines. Twisting, pulling, pressing creases, and other physical fabric manipulations applied to the garments, post-construction, gives them a more desirable shape and texture layers.

Some garments are digitally printed on flax using a Trompe l'oeil effect to distort the humble fabrication's texture, drape, finishes and details. This illusion is achieved via a curated placement print placed on each pattern piece. The prints consist of a collection of found objects and archival garment details, extracted through photographs and edited digitally.

Research inspiration on shapes that ignite a sense of motion. Demonstrating how form can be utilised to create pattern pieces which are equally beautiful alone and once constructed.

Wool and other linen garments feature a Trompe l'oeil effect achieved through hand-stitching garment details on the blank fabric. This is complemented by jewellery, chains, and other details pins to the fabric.

A use of traditional hand-finishing methods are used for construction alongside fray edges, resulting in the archival and antique feel to the garment's aesthetics, with safety and kilt pins additionally used to hold the garments together. This project has a key theme and aesthetic of deconstruction and fragility, subtly reflecting design process and philosophy.

Defined Consumer

Market Analysis:



Demographic:

- Millennial + (27-42)
- Unisex consumer
- Occupations: Fashion-led creatives, artists, editors, professionals, stylists, students, micro-influencer
- Metropolis citizen with moderate disposable income
- hyper-informed consumer
- e-commerce expert, Tech-in-nate



Psychographic:

- Avant garde, edgy, grunge
- Trend leader, early adopter
- Curated Collector
- Fashion knowledge
- Sustainable advocate
- Influenced by arts
- Micro-Influencer, sensitive about fashion
- Minimalist, yet, conceptually-driven with a busy lifestyle

Behavioural:

- Follower of Cult fashion brands and fashion movements but not trend-led.
- Pride and prestige buying motive value the limited edition, rare or collectible.
- Takes care for their garments and appreciates the fragility of handicraft.
- Purchase garments to complement image or lifestyle, but for personal reasons only.
- Appreciate the experience of purchasing luxury crafted goods and only shops considerately.

Brand Mission Statement:

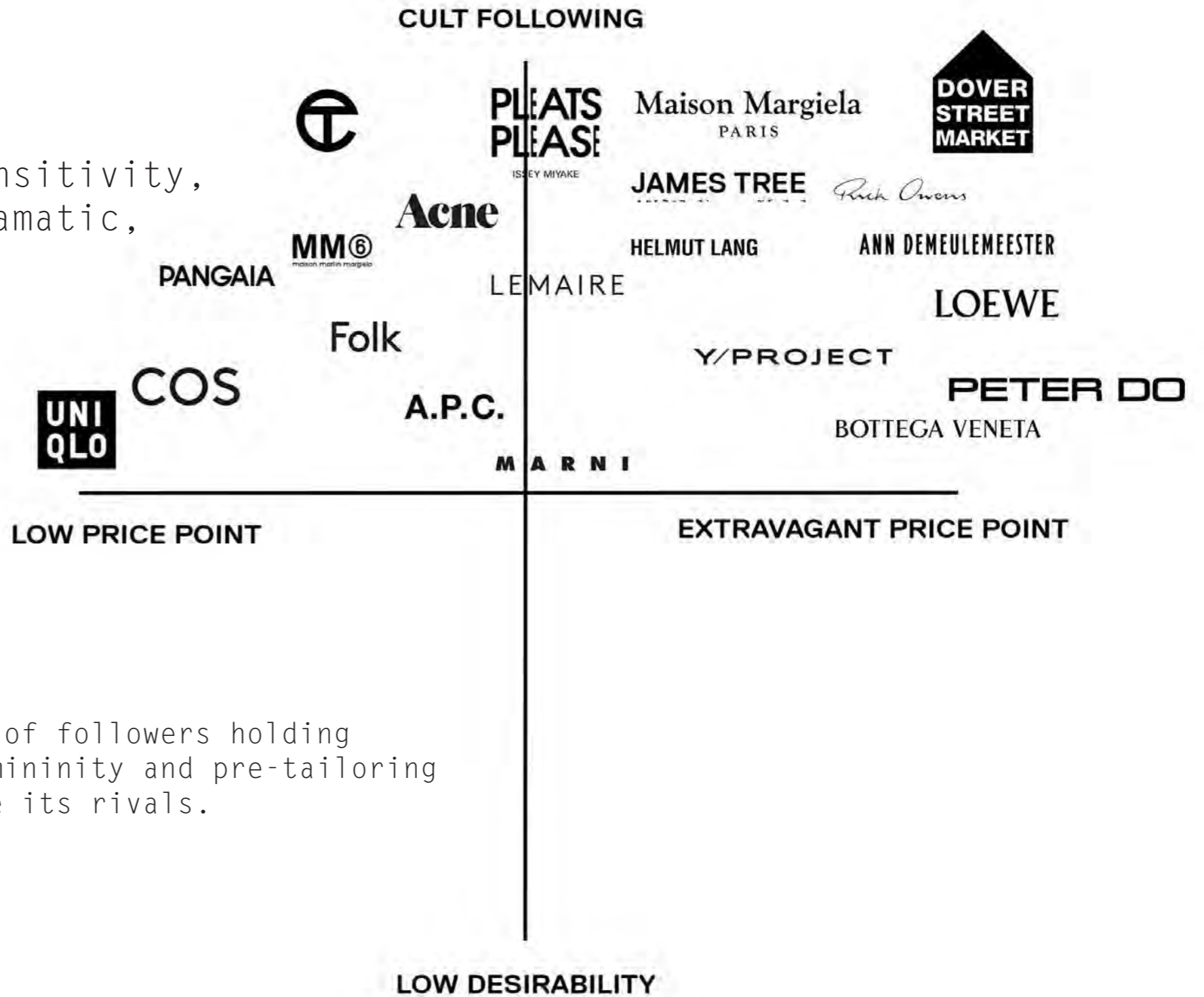
Fragility, Anonymity, Deconstruction, Sensitivity, Craftsmanship, Ethical Consideration, Dramatic, Black Essence.

Brand Stockists:

A Range of curated fashion and art Marketplaces and boutiques including; Apoc Store, 50 M, Dover Street Market - LDN + NYC + Ginza, Distal Phalanx, Ssense, AKYN, Paradise Garage,

Brand Positioning:

Anti-fashion CULT Brand - With a distinctive group of followers holding unique loyalty and devotion. With streetwear, femininity and pre-tailoring influences this brand sits uniquely, yet, alongside its rivals.



This look has taken specific inspiration from the body, motion and form, utilising creative pattern cutting as a design tool. 'coupe en un seul morceau', 'kinetic garment construction' theories have been influential in the creation of this range.

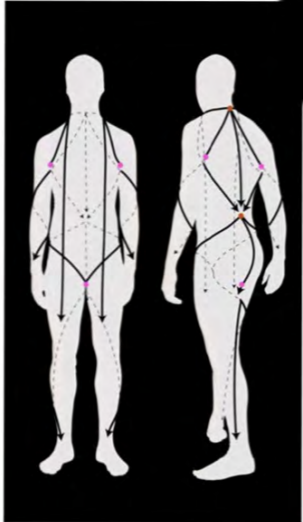
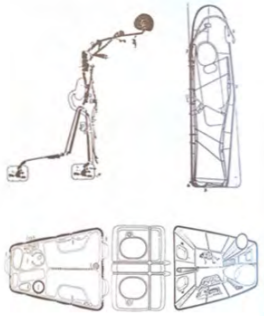
With his fragile frame inside the egg, it is as if the house became his surrogate body.



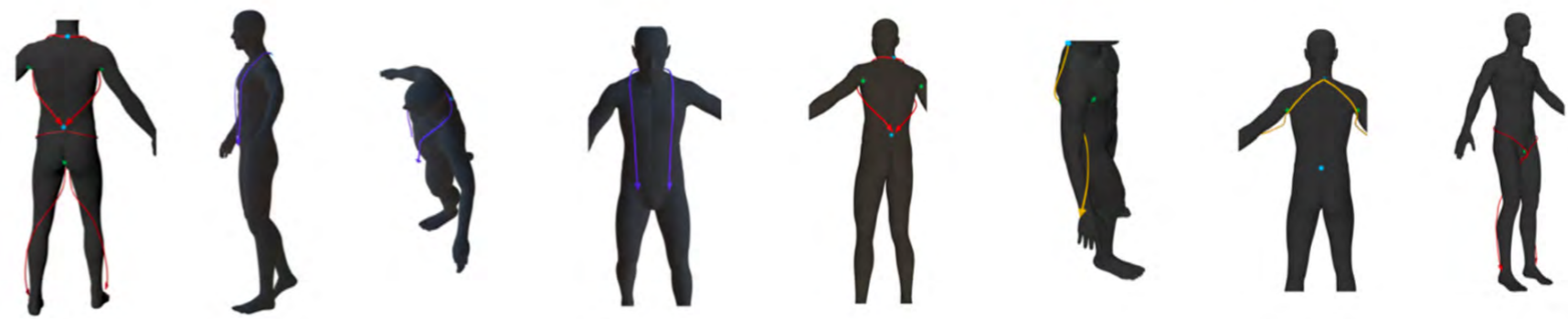
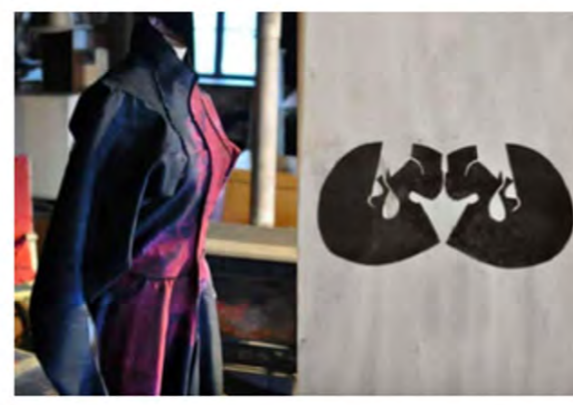
... identifies with modern architecture: "All in all, I'm down at the bottom and have practically nothing left: these expenses are the bone structure, and there is no hope for either skin or flesh with which to cover the skeleton."¹⁶

Just as Le Corbusier's idea about health and architecture started with his obsessions about his own body, Kiesler's physical condition organized his theories and designs. He could not separate himself from his architecture.

Kiesler certainly thought of the body as a kind of house. In *Inside the Endless House* he refers to "the house of the human body."

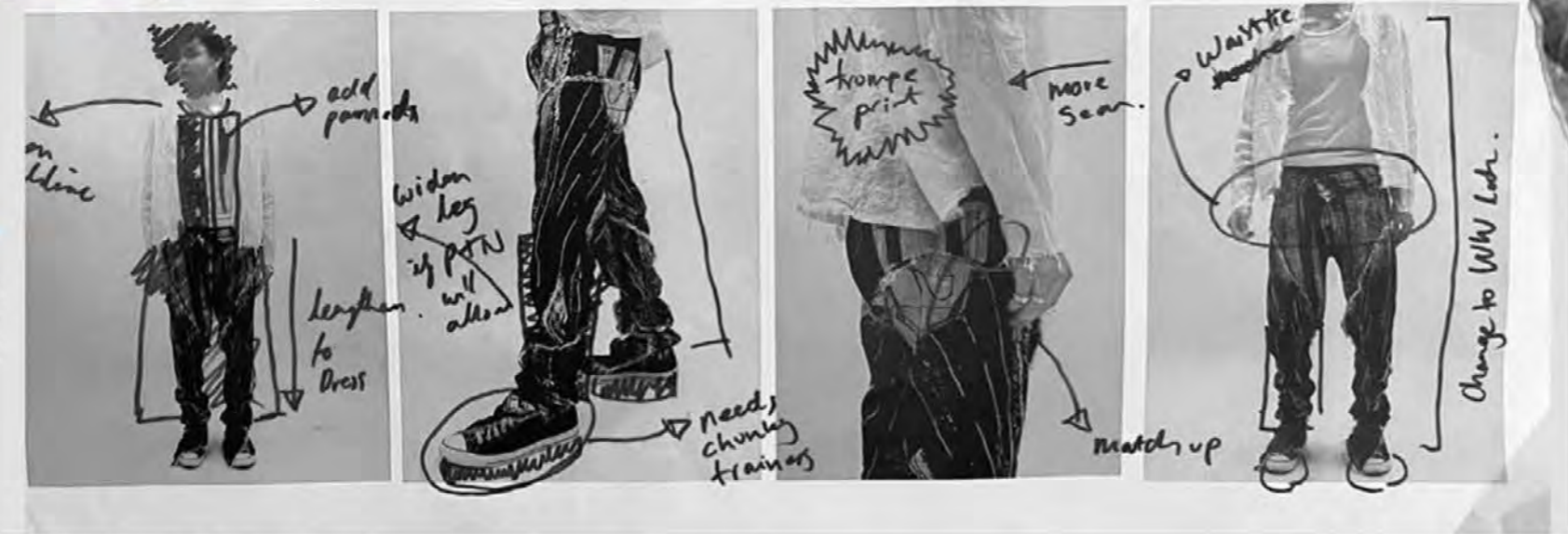
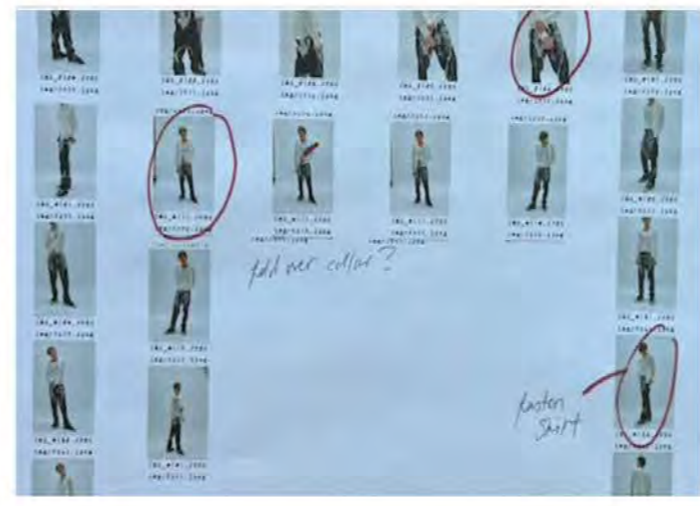
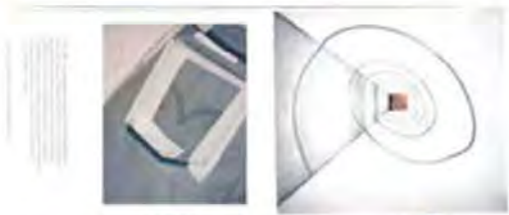


Further exploring garment construction to allow motion and structure

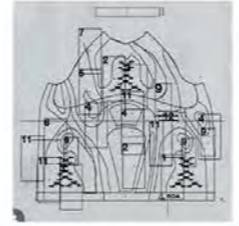


JAMES TREE SS '24

Spiral flax denim trompe jeans - adjustments to print and shape to fulfil garment's spiral denim concept. (Checking trompe details like pockets match-up on pattern and all lines will be correct when garment is constructed.)



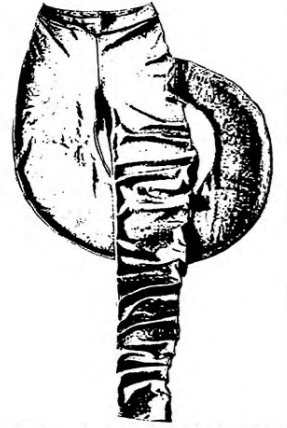
Inspired by Mugler denim like in a graphic print using rear pre-treated to show off, light garment inspired by Mugler construction process and see printing to additionally print silhouette in a tree



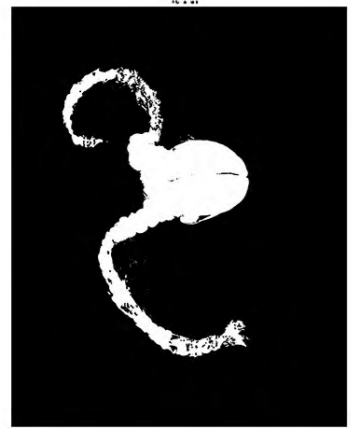
JAMES TREE SS '24



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Form Realisation



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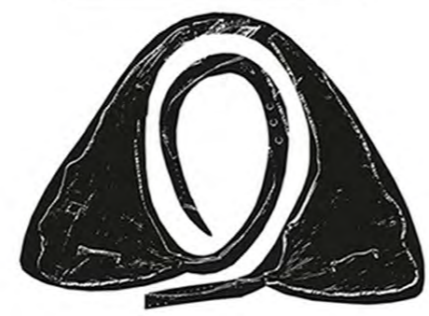


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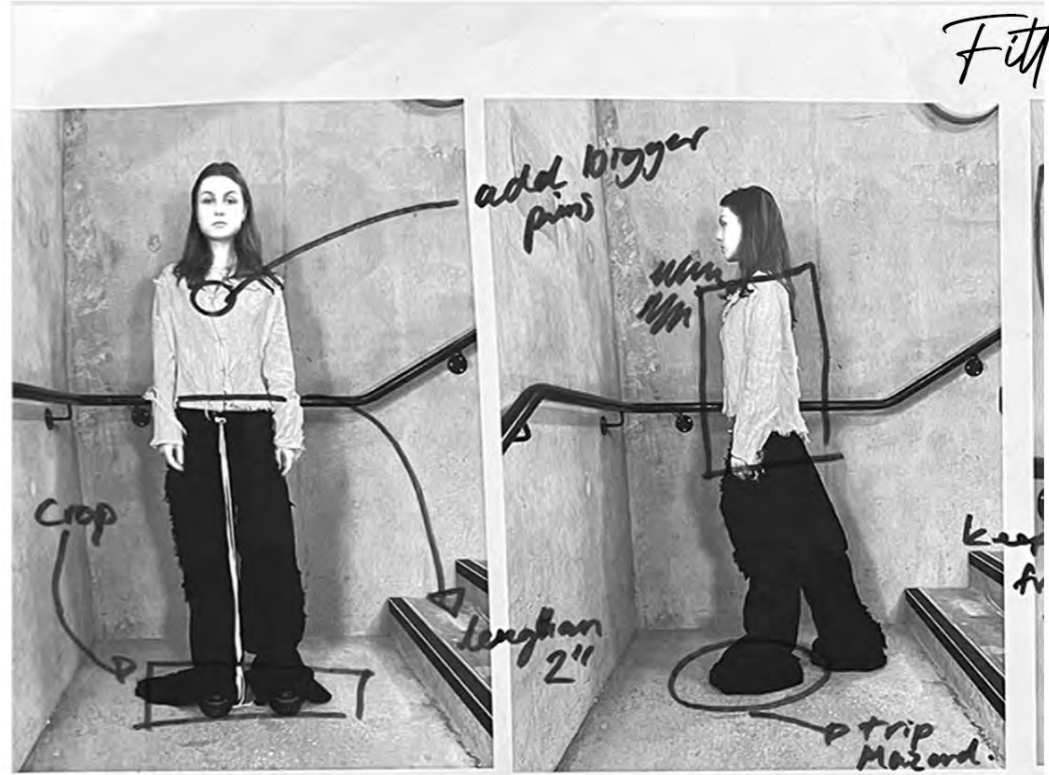
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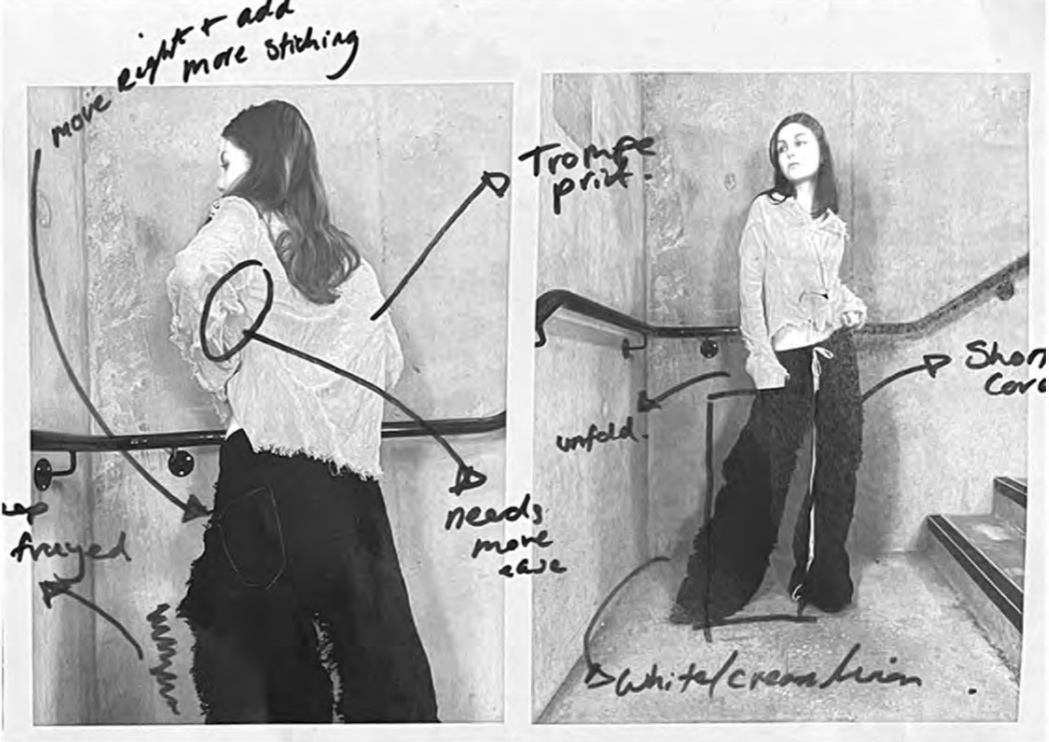
Flax Waistcoat

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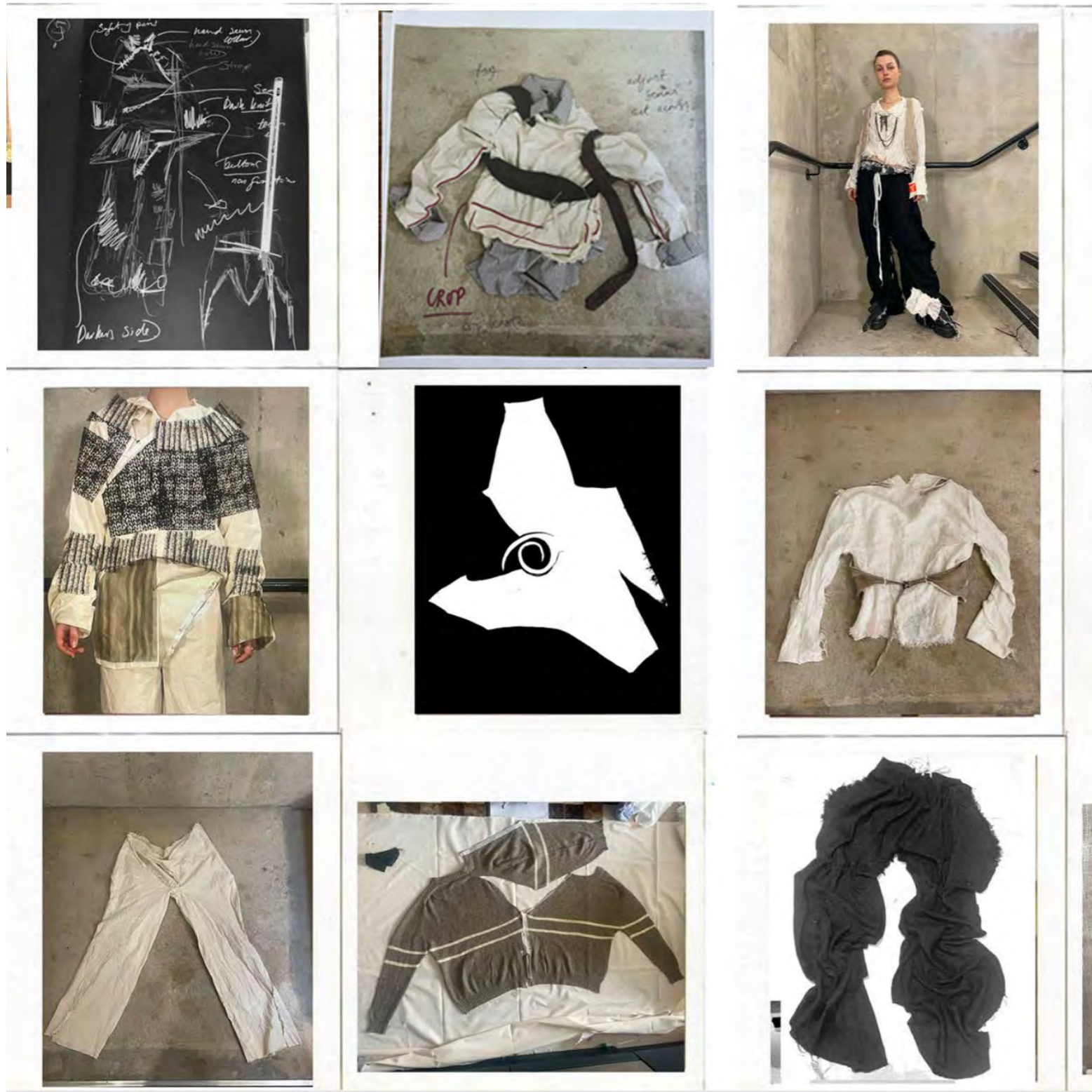
Pattern cutting from form. Research inspiration on shapes that ignite a sense of motion. Demonstrating how form can be utilised to create pattern pieces which are equally beautiful alone and once constructed.



Fitting 1



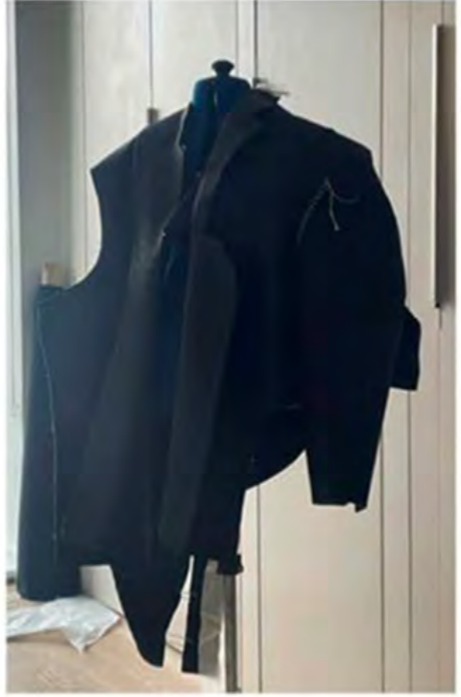
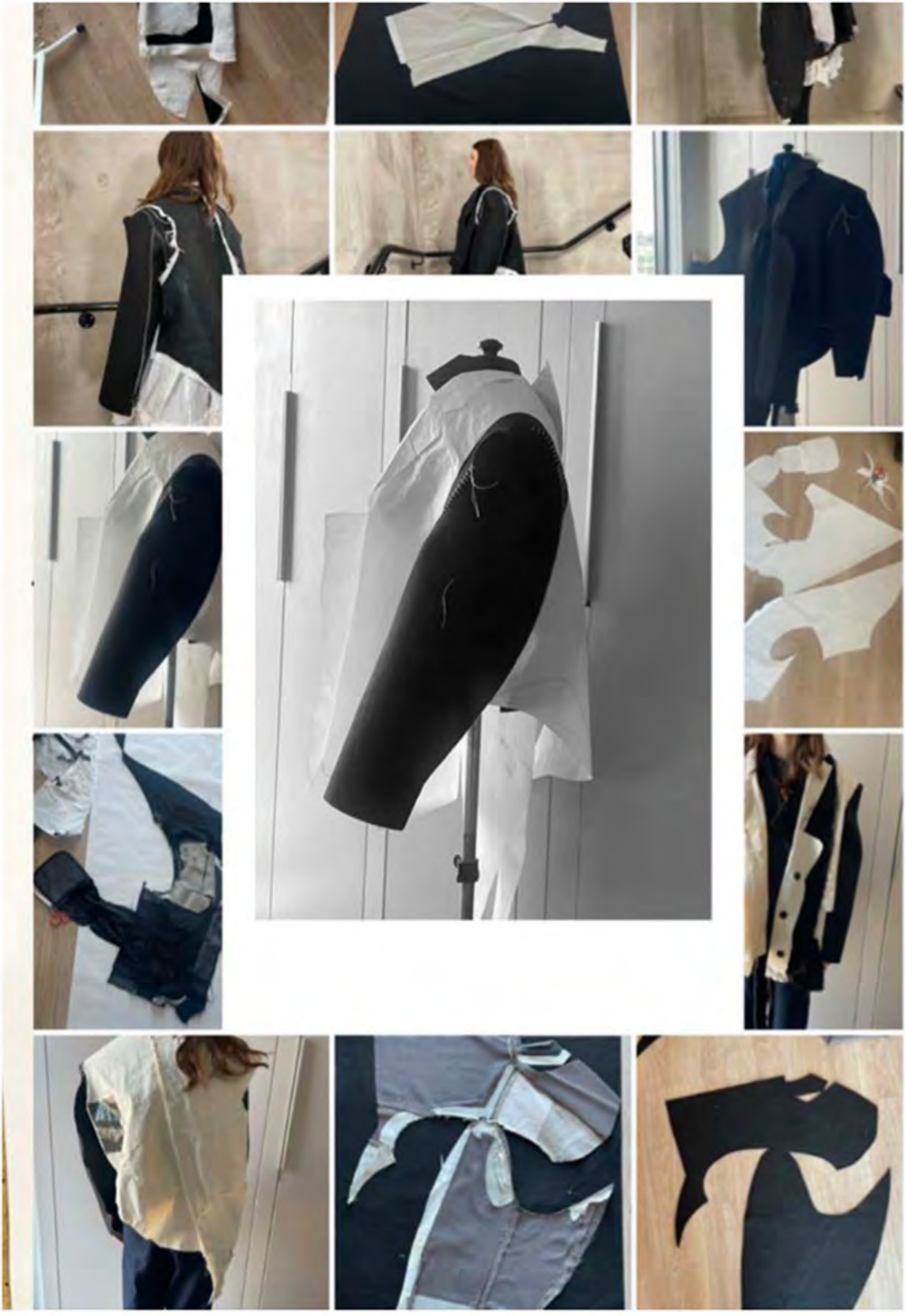
Inspiration from form within my research translated into pattern piece shapes that result in unique garments that subtly resemble traditional forms of dress.



DESIGN DEVELOPMENT - KNIT



FELT WOOL SLEEVES DD & JACKET SHAPING

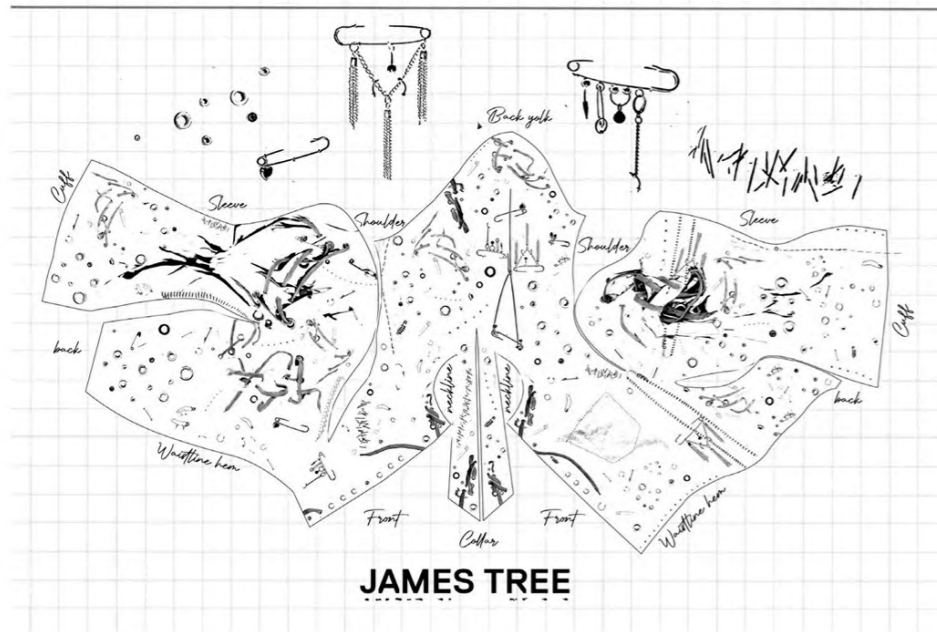


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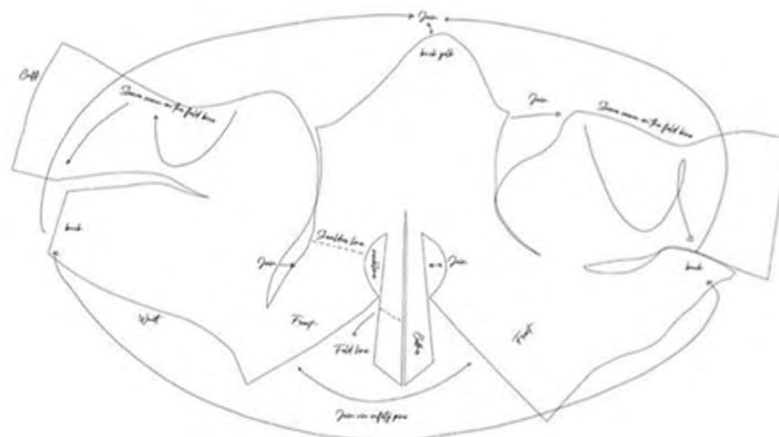
JAMES TREE



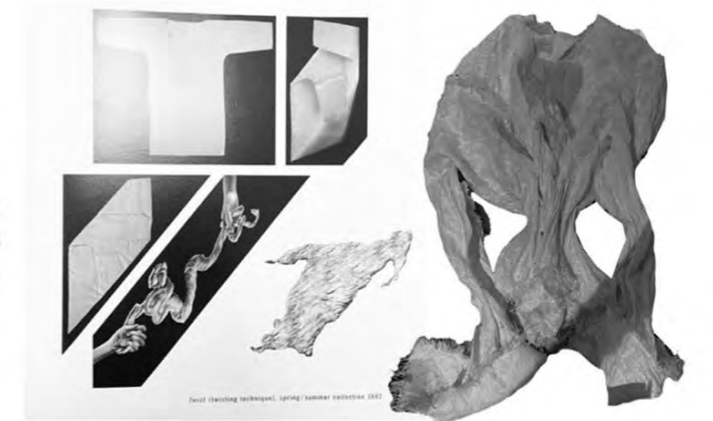
Flax Waistcoat

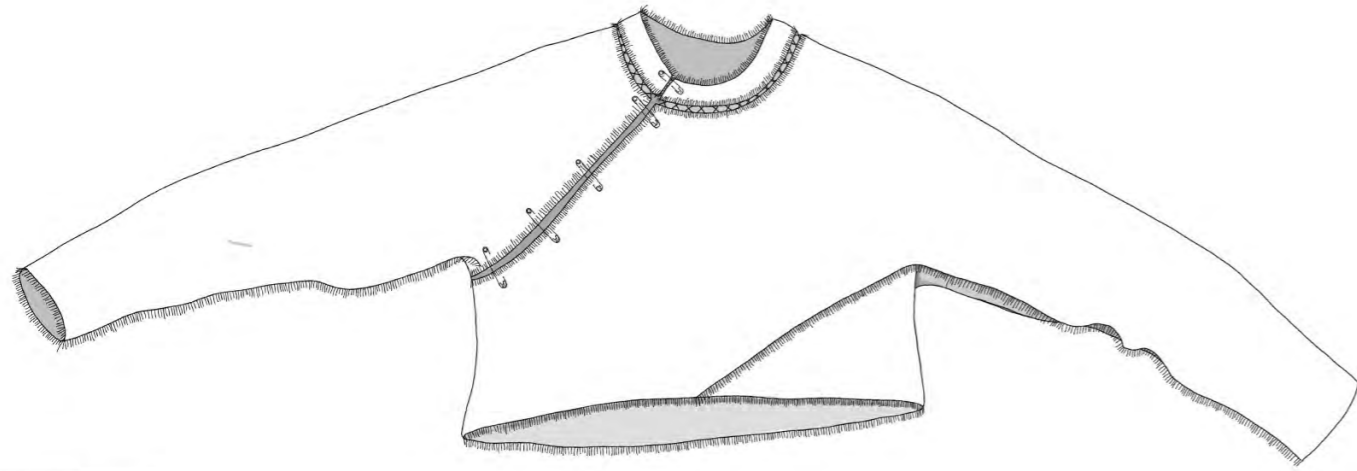


Flax Shirt



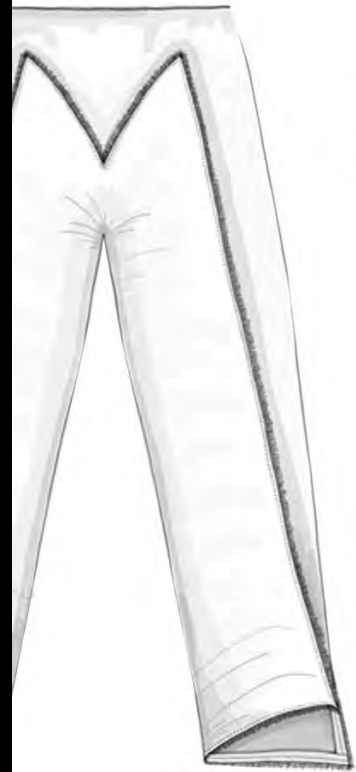
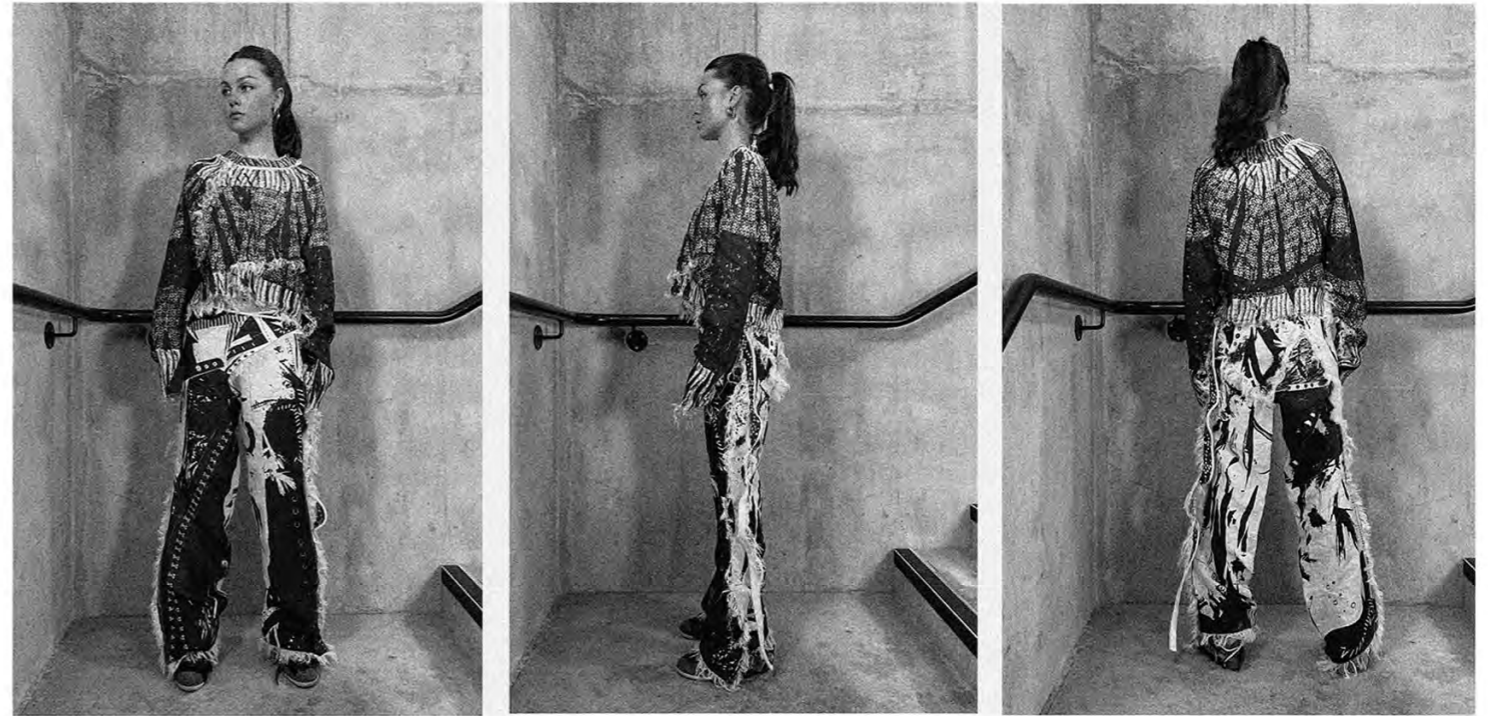
Flax Drawstrings





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look 2.



Flax knit

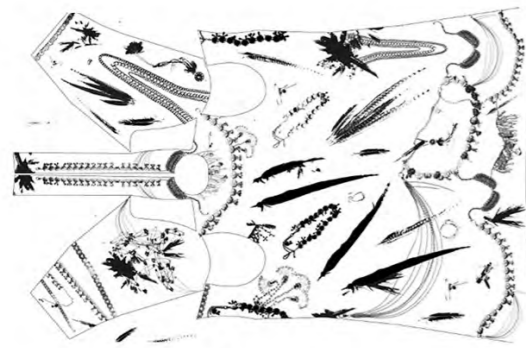


Flax Trousers

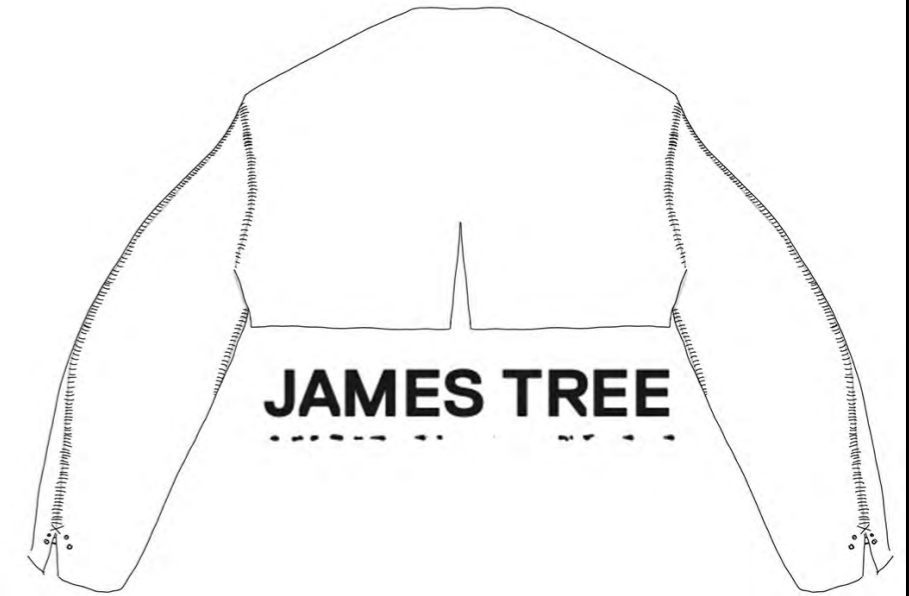


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look 3.



Flax Dress



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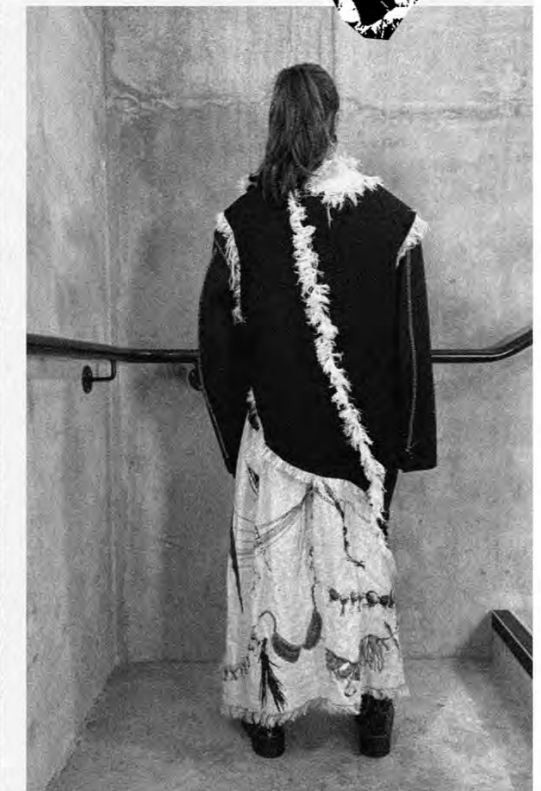
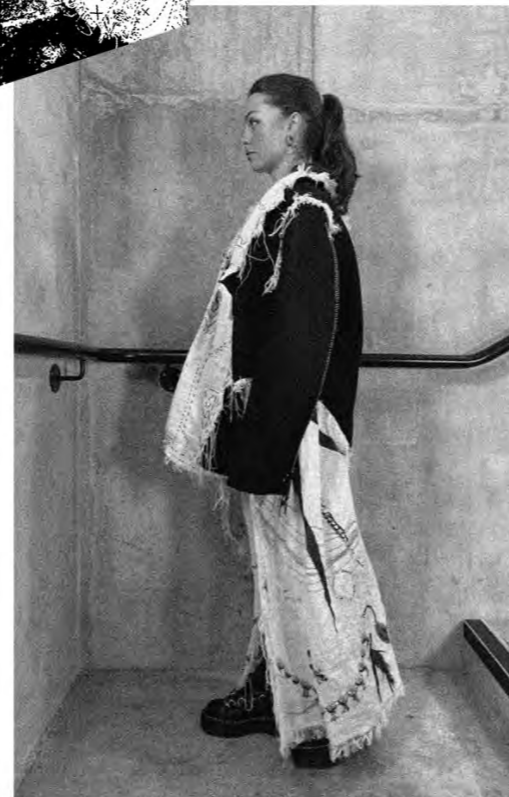
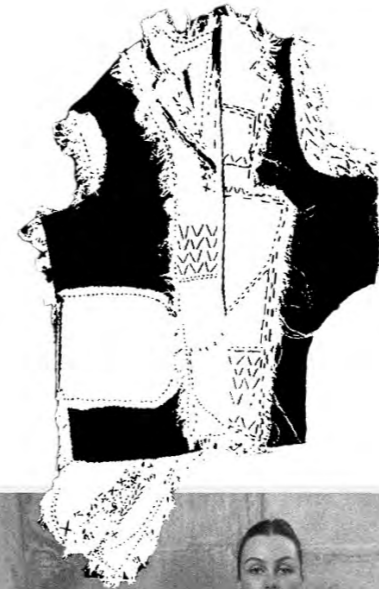
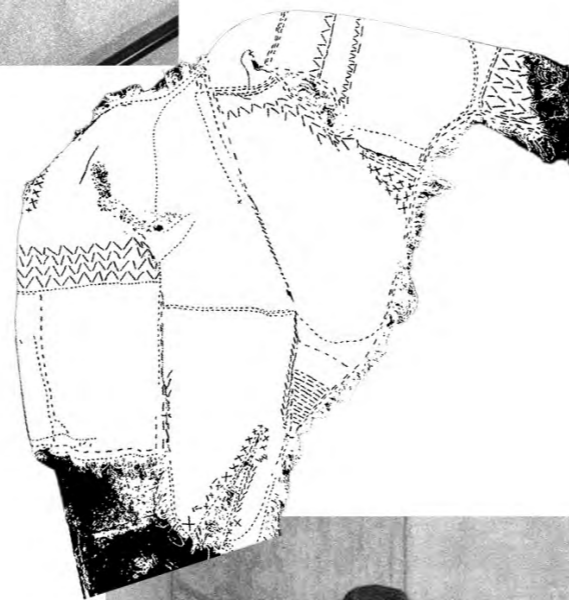
Felt Wool Cropped Sleeves



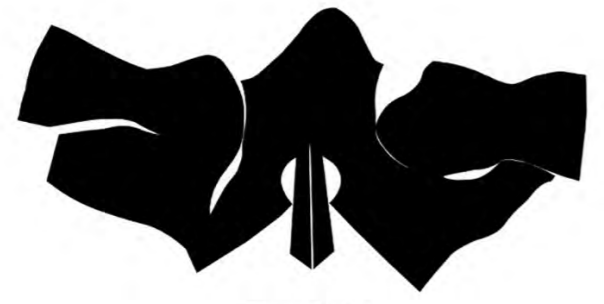
Wool vest Jacket



Flax vest Jacket Lining



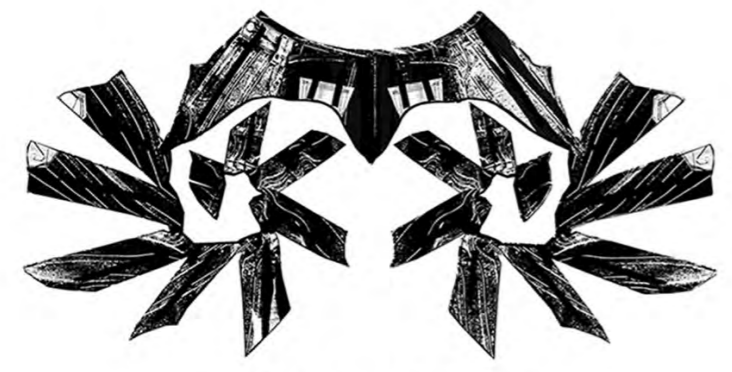
look 4.



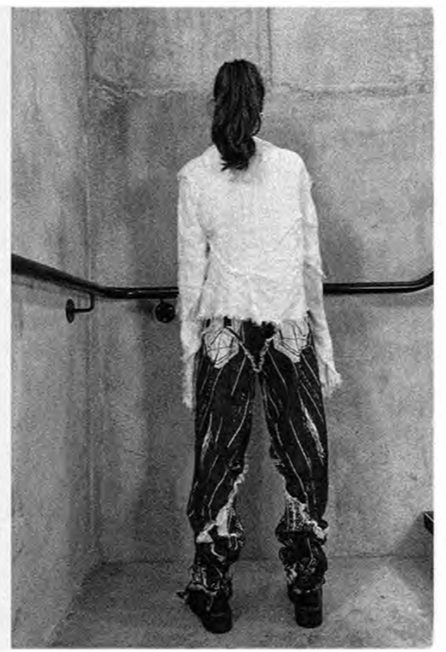
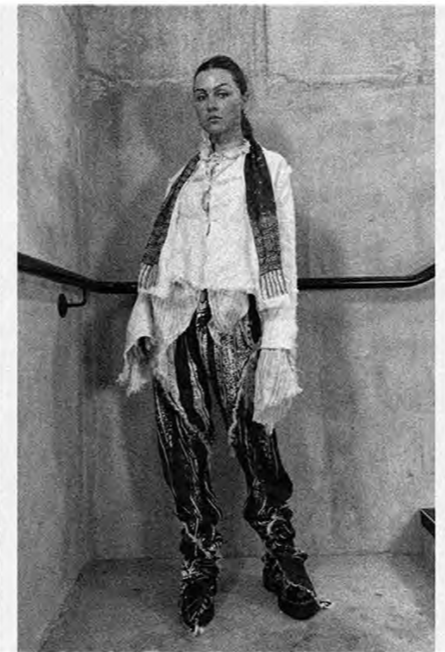
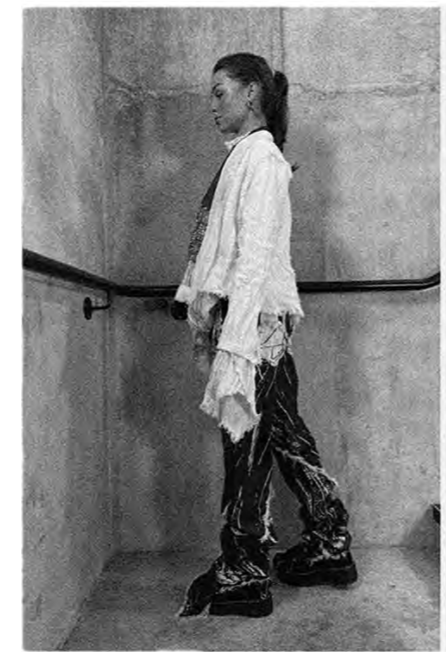
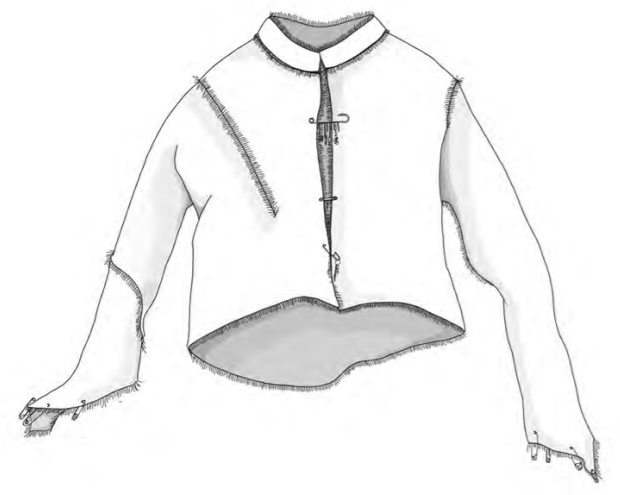
Flax Shirt



Flax Stripe Shirt



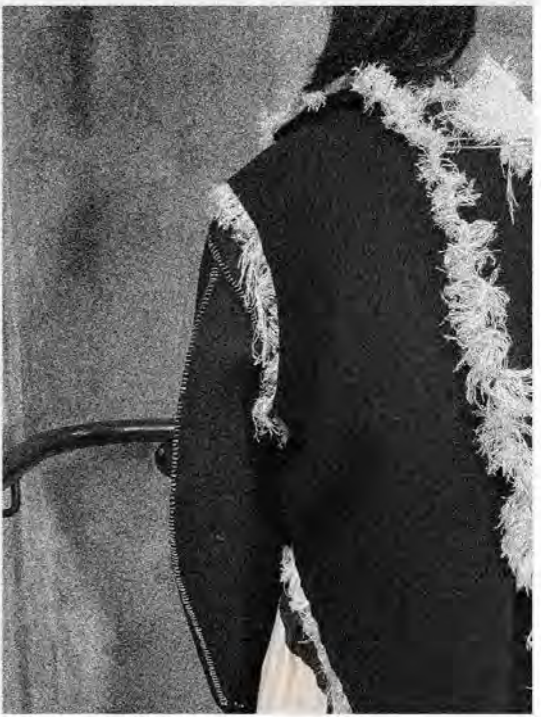
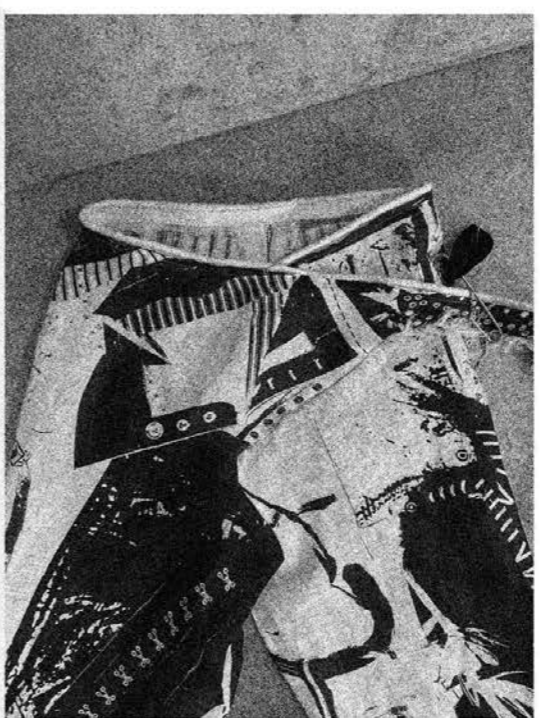
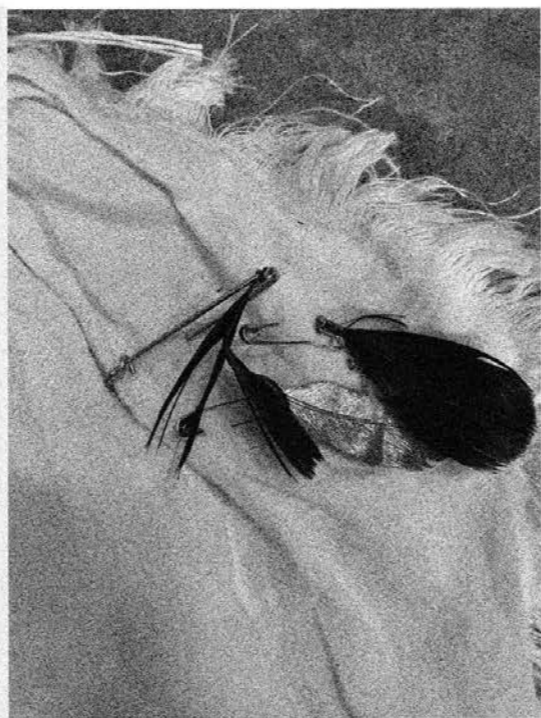
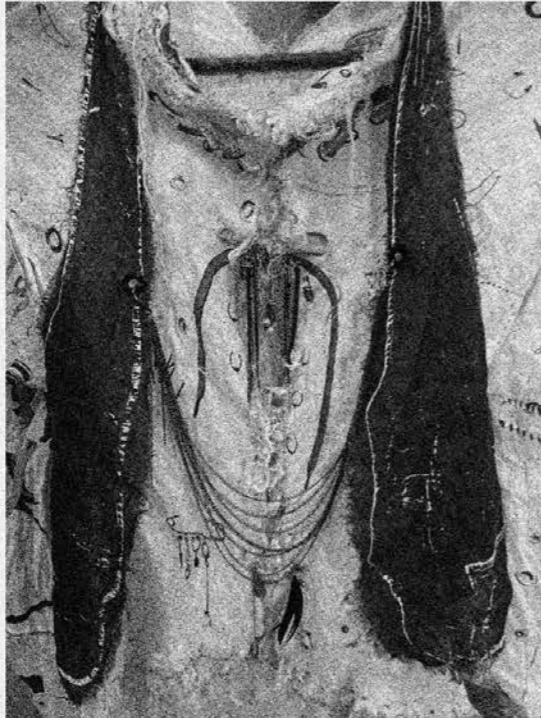
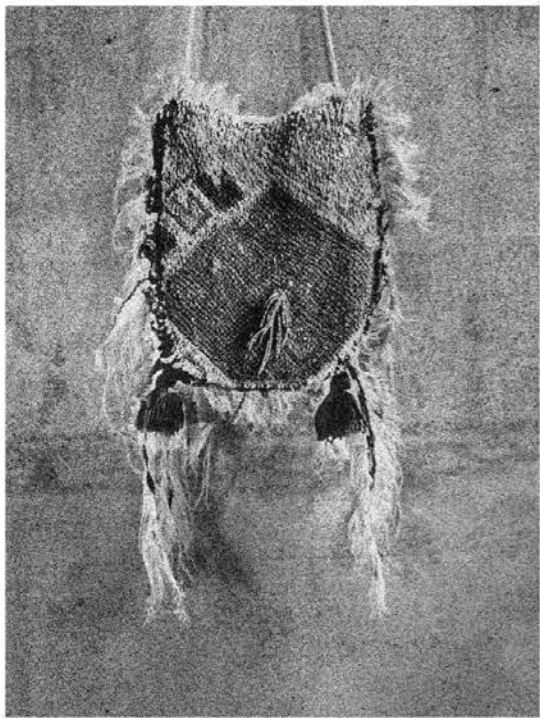
Flax Sprial Pants



JAMES TREE



FINAL COLLECTION - DETAILS



FINAL LINE UP - 8 LOOK COLLECTION



Look 1



Look 2



Look 3



Look 4



Look 5



Look 6



Look 7



Look 8