

EMPOWERED



DRESSING SEXY, STRONG,
POWERFUL, AND CONFIDENT
WOMEN.

MURDOCH

MUSE BOARD



HELMUT NEWTON PHOTOGRAPHY

Sexy
EMPOWERED

Comfort, what is comfort?
What about confidence?

"I think Thierry gives a woman what she wants. A feeling of femininity and sexiness."
—Elizabeth Taylor

DOCONSTRUCTION
RECONSTRUCTION

Taking inspiration from nineties Mugler runway and Helmut Newton photography, this collection is inspired by the powerful juxtaposition of combining the elegance and sophistication of traditional tailoring with the delicacy and sexiness of lingerie. In particular this collection is aimed at women who are going through menopause and may have lost their self confidence and sense of self. This collection is aimed at making these women feel sexy and empowered. By offering multiple ways of wearing and styling each garment this collection offers choice and flexibility by presenting modesty and sexuality on a spectrum to give consumers the ability to choose how they wear the outfit in order to feel confident.

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CONCEPT BOARD



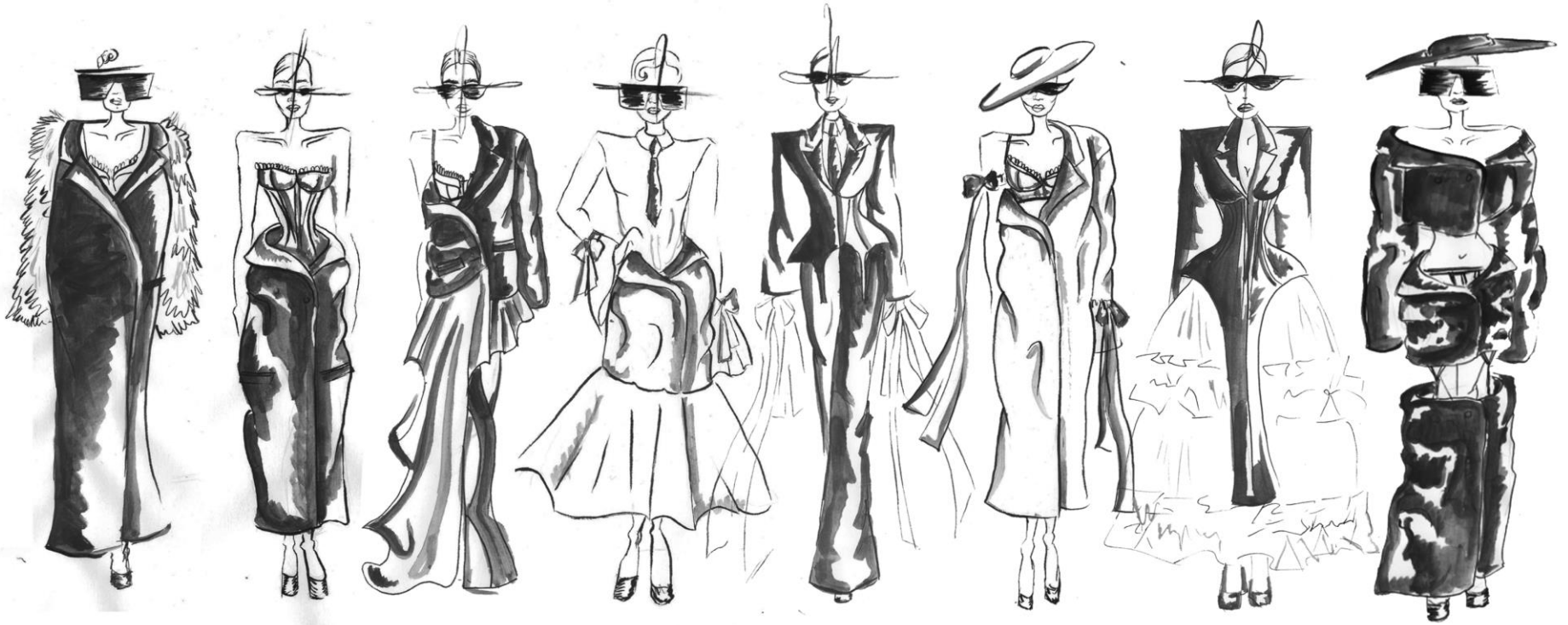
THIERRY MUGLER 1997
HELMUT NEWTON PHOTOGRAPHY



A LANDSCAPE OF PATTERN AND TEXTURE THAT BRINGS DEPTH AND ENERGY TO THE COLOUR BLACK. MAKING EACH DESIGN BOLD AND UNIQUE WHILST THE COLLECTION REMAINS EFFORTLESSLY HARMONIOUS AND ELEGANT.

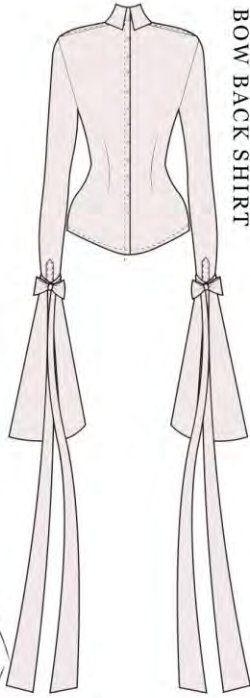
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COLOUR & FABRICATION



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FINAL LINEUP



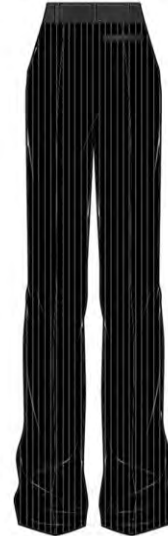
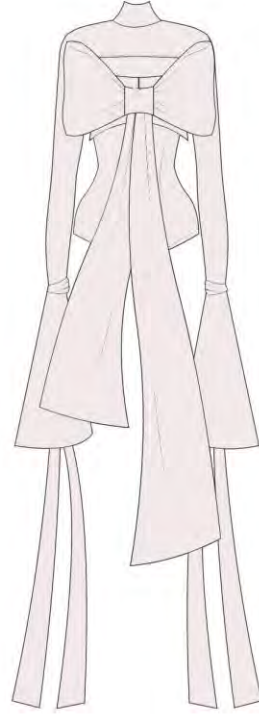
BOW BACK SHIRT



SUSPENDER BLAZER



TAILORED TROUSERS



STYLING



MURDOCH

OUTFIT 1



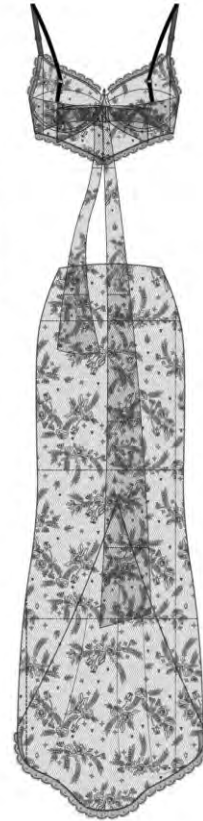
LONG WOOL COAT



THE BACK BRA



LACE MAXI SKIRT



STYLING



MURDOCH

OUTFIT 2



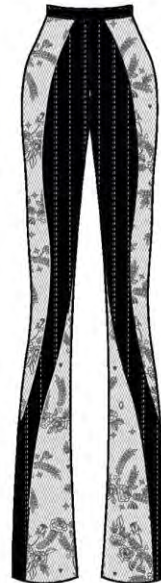
ASYMMETRICAL BLAZER



LACE BRA



PANELLED TROUSERS



STYLING

MURDOCH

OUTFIT 3



LACE BODYSUIT



DECONSTRUCTED BLAZER SKIRT



STYLING

MURDOCH

OUTFIT 4

JEAN PAUL GAULTIER 2021



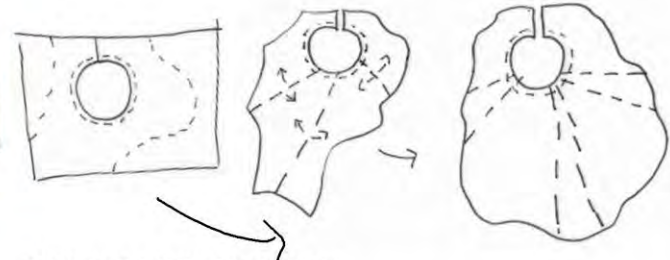
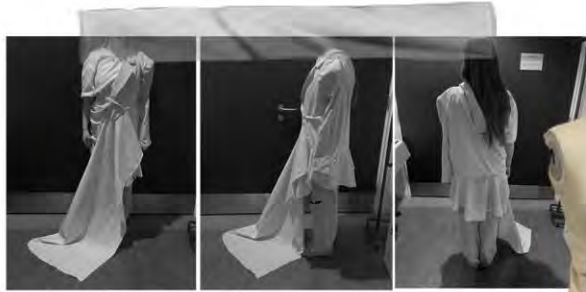
SHAPE DEVELOPMENT
STYLING
MODELLING ON THE STAND
DECONSTRUCTION/ RECONSTRUCTION



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DEVELOPMENT BOARD 1

JEAN PAUL GAULTIER
DECONSTRUCTION/ RECONSTRUCTION



PATTERN DEVELOPMENT

To achieve the flounce shape I cut a circle out of the fabric, this would be the top edge of the pattern piece and when sewn on a straight edge it gave these beautiful floaty folds. I then cut away at the bottom edge to achieve the right shape when draped.

Initially I tried to drape the fabric but was not able to achieve the waterfall-like flowing folds.

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DEVELOPMENT BOARD 2



STYLING LINGERIE UNDER GARMENTS WITH
TRADITIONAL TAILORING



LINGERIE DETAILS



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DEVELOPMENT BOARD 3

INTERIOR DETAILS



COVERED BUTTONS

TAILORING DETAILS/ FINISHES
BLIND STITCH HEM
JETTED POCKETS
WAISTCOAT BUCKLE
COLLAR & LAPEL

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DEVELOPMENT BOARD 4

OUTFIT 1



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FINAL GARMENT BOARD

OUTFIT 2



MURDOCH

FINAL GARMENT BOARD

OUTFIT 3



MURDOCH

FINAL GARMENT BOARD