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Project 2 Reflection

When I talked to my partner, Sueji, I figured out that she likes comfortable and casual clothes. Rather than wearing formal suits or garments, which emphasize the silhouette, she prefers to wear pants and dress up casually. It was interesting that compared to my style, which is refined and classy, Sueji has different taste that she likes casual garments. By getting inspiration from her taste, I came up with the idea of creating my own “street style fashion”. I created a denim collection as well as branding my own street fashion brand, which is called *Denim*. Then I made a look book as my 2D work, which contains six looks in my capsule collection. Focusing on the coziness and casual aspect, my collection mainly contains denim and most of the garments are oversized.

Since the definition of street fashion can be varied, I redefined the “street style” in my own definition. Instead of having been styled by models on runways, street fashion has emerged from the streets. It has what is said to be grassroots in the youth culture of the most recent period. It is not specific to one type of dressing, but instead covers different styles, all unique that they were created and styled by the young people who favored them. For example, Hip hop fashion, which was a subcultural fashion, brought into mainstream with many designers’ influences and has now translated itself into a multibillion dollar industry. While now considered as an iconic style, it still continues to be a statement of the music culture from which it originated. Hip hop

street clothing emerged from the African American urban movement and filtered into the music industry and was worn by many well-known recognized athletes.

Street fashion is associated with youth culture, and is most often seen in major urban centers. For examples, Hippies (denim, bohemian style, long hair, flower power and psychedelic imagery), Punk (ripped clothing, safety pins, bondage, provocative T-shirt slogans, Mohican hairstyle), Preppy (argyle sweaters, chinos, madras, button down Oxford cloth shirts, and boat shoes), Hip hop fashion (ultra-baggy pants, ECKO, Tibal Gear) and Urban (colorful apparel, large accent jewelry, skinny jeans, jackets, T-shirts) were examples of street fashion. Fashion designers, such as Ralph Lauren, Tommy Hilfiger, and Calvin Klein have incorporated street fashion into their design lines. These designers have brought the style to another level by allowing it to influence dress and formal wear.

Since my collection is based on denim, I researched the history of denim. In 1969 a writer for American Fabrics magazine declared, "Denim is one of the world's oldest fabrics, yet it remains eternally young." In the 1970s, infinitely versatile blue denim was popular. Casual yet elegant separates remained central to American fashion and they were updated by designers such as Calvin Kelin, Geofferey Beene, and Halston. From the 17th century to the present, denim has been woven, used and discarded; made into upholstery, pants and awnings; worn as the fabric of hard work, and as the expression of angry rebellion; used for the sails of Columbus' ships in legend; and worn by American cowboys.

So, for my own collection, I incorporated the idea of street fashion and my own style, which is refined, yet casual. I wanted to make a statement that denim can be classy even though they are comfortable and versatile. In terms of demographic information, regardless of race and

ethnicity, the collection is for women from the youth group, age of 20s to 30s. The collection mainly contains denim and incorporates the unconstrained style with refined design. In terms of geographic information, the clothes are versatile that women can wear them to many different places. Customers are motivated to purchase the garment because of its comfort and aesthetics, especially distinctive customized denim design. The collection is high moderate and considered to be trends since trends involve altered classics and have the potential to be long-term influences on the market because of its use of popular and versatile material, denim.