

PUFD-2220-N
FELICE DACOSTA
FALL 2017

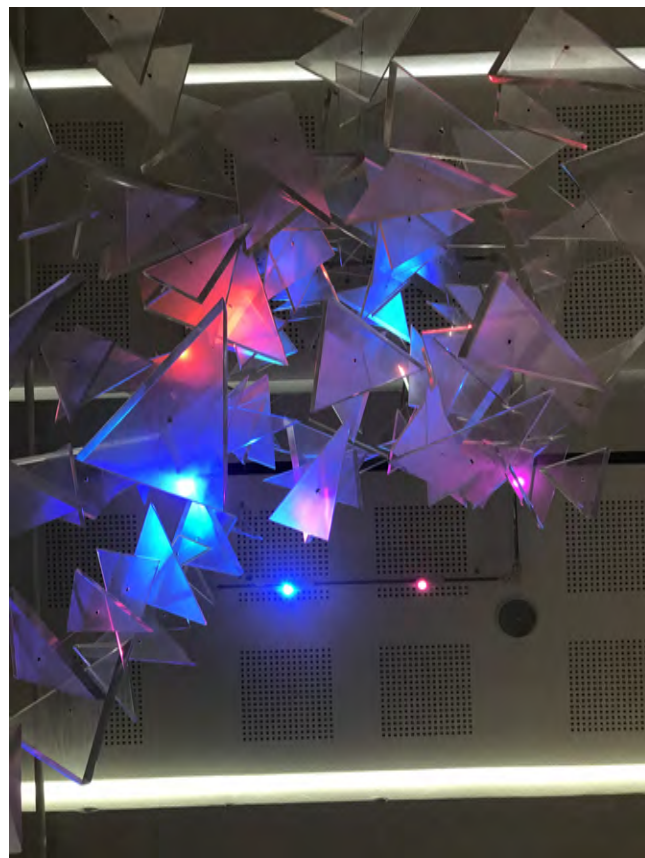
PRO
JECT
2:

MITOES

RACHEL KIM

RESEARCH:

SHOE STUDY AT STEVE MADDEN



LED LIGHT
INSTALLATION
BY PARSONS
STUDENT



STYLIZED DECORA
AT ANIME CONVENTION



SHOE STUDY AT
ZARA

ETHNOGRAPHIC INTERVIEW:



INTERVIEW WITH DANIEL, DECORA BOY
AT ANIME CONVENTION

[HTTPS://YOUTU.BE/F9E2BQFEGHM](https://youtu.be/f9e2bqfeghm)

TRIBE RESEARCH:

HOW TO WEAR Decora Fashion: (mookychick)

1. LAYER - very important. layer socks over tights? layer 3-4 different tops?
2. DON'T LOOK LIKE A WALKING BRAND - childlike, make it personal, fashion originated in Harajuku
3. EASE INTO THIS TYPE OF DRESS
4. HAVE ENOUGH ACCESSORIES - layers of accessories create a balance (or it'll be messy/incomplete).
5. HAIR - pigtails, but accessorize (headbands + lots of clips, bows?)
6. SUGGESTION: plastic toys? - adds dimension
7. BODY JEWELRY / GLITTER - stars/smiley faces under eye
8. LITTLE MAKEUP - appearance of childlike playfulness
9. SOCKS - frilly socks, ribbon socks, chains. - charms w/ bright sneakers/flats
10. PINK - decora girl's chosen color
11. VIRTUAL PETS
12. CONFIDENCE - "so smile and cheer" (smile & say cheese)

⇒ Fashion of Decora

- decora = medium for self expression
- often people decora is a way to think hide, but its the opposite. ⇒ their way to have fun & be themselves in society governed by cultural reticence
- according to Shoichi Aoki, decora girls = because it stays within their group. ⇒ in Japanese culture values, group > individual to maintain social order.
- decora can take 2-3 hrs to complete.
- concept "less is more" = UNKNOWN (they add as much as they can)
- in Harajuku, there are self-styling salons
- Claire's = favorite store

⇒ Makeup of Decora

- no makeup to minimal makeup
- emphasize childlike aura
- patterned facial masks
- band aids w/ colorful patterns (on nose)
- glitter, stickers, crystals under eyes
- hair = dyed (bright colors - orange, pink, blonde, mix combos)
- hair = pigtails, braids, curls w/ ribbons, clips, bows

⇒ decora has 4 subcategories:

- 1) casual decora
- 2) dark decora
- 3) decora-loika
- 4) pink decora

⇒ Interview (February 29):

Why?

- It's a lifestyle
- It makes life more fun
- she didn't know she could be this cute
- against mainstream (not in magazines)
- are not outcasts/loners (community w/ some celebrities)
- stays within their groups
- decora girls don't pay attention to outside fashion
- decora = outward expression of something inside asking to come out

product spoke to groups. (think about tandem bikes)

⇒ "fairly-kei" (came after decora)

⇒ "is it still alive?"

- starting to die b/c fast fashion
- b/c extreme from outside perspective
- dress code = bright colors & layers.
- mismatch colors

⇒ THIS WAY OF DECORA started in late '90s recognized when Shoichi Aoki documented it in his magazine. Tokyo street 2000s. Fruits and STREET fashion magazine. Japan. playful & child-like. inspired by cartoon characters from anime. often called "Decora" which originated in Tomoe Shimshara. wore fluffy petticoats & knee-high boots.

TOKYO = discipline & order

DECORA HAIR AND MAKEUP

- girls accessorize them with silk ribbons, bows, and lots of hair clips
- Minimalistic Makeup
- hair mostly dyed blonde, pink or auburn.
- Stickers and crystals under the eyes
- Two ponytails, braids and curls most common hair styles
- Exudes childlike innocence and playfulness

DECORA CLOTHING

- Prints inspired by eighties cartoon characters
- Bright, loud colours
- Staple Outfits: Baby doll dresses, tutus, sweatshirts
- Playful and childish head gear
- Soft toys stitched onto clothes
- Layers
- colourful stockings are a must
- Mary-Jane's, sneakers and Dr. Martens
- mishmash of colors and textures

DECORA SUBCULTURE

- Japanese Youth subculture
- Original Harajuku
- Breaking free from cultural and social reticence
- Pursuit of "Kawaii"
- Playful and childlike elements
- Tons and tons of childish accessories
- Layering and creating dimensions
- Bright, loud and "in-your-face"

DECORA ACCESSORIES

- Lots of Plastic Rings
- Colourful childish bags
- Tons of plastic and Glass bracelets
- Plastic Chains
- Less-is-More

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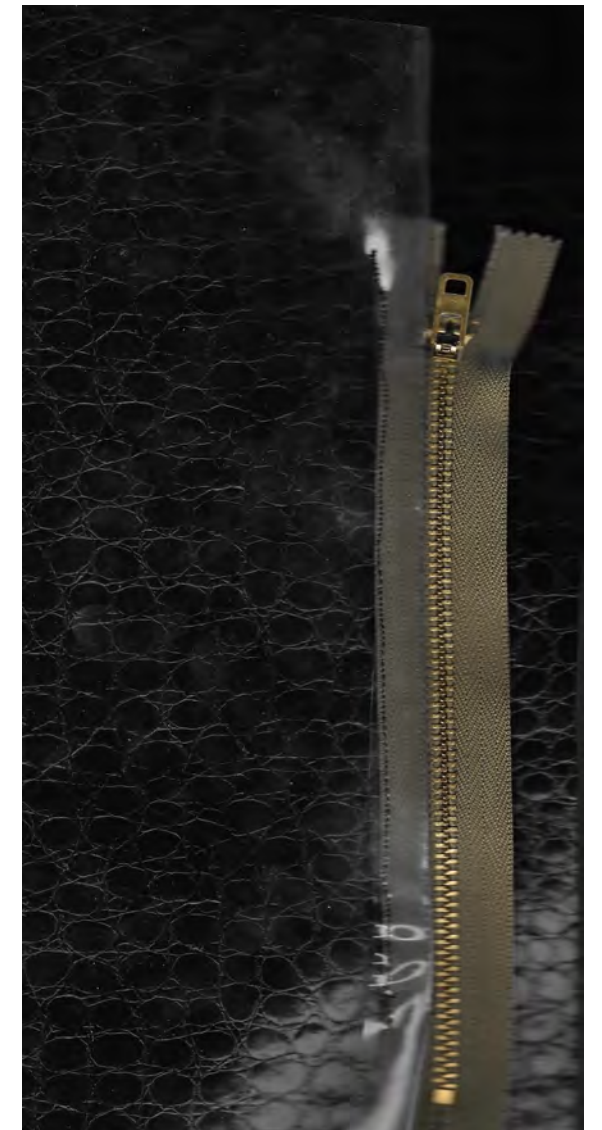
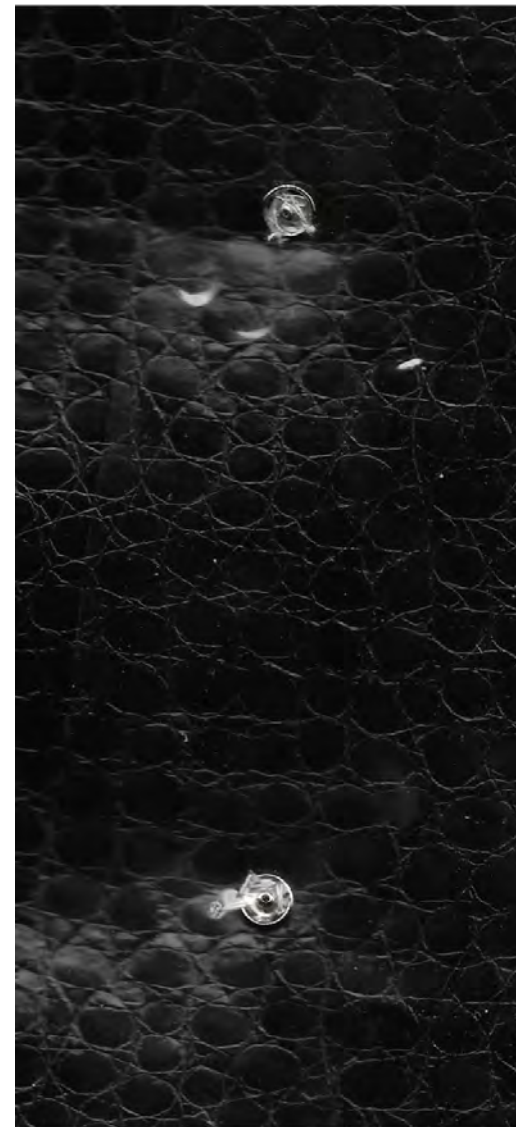
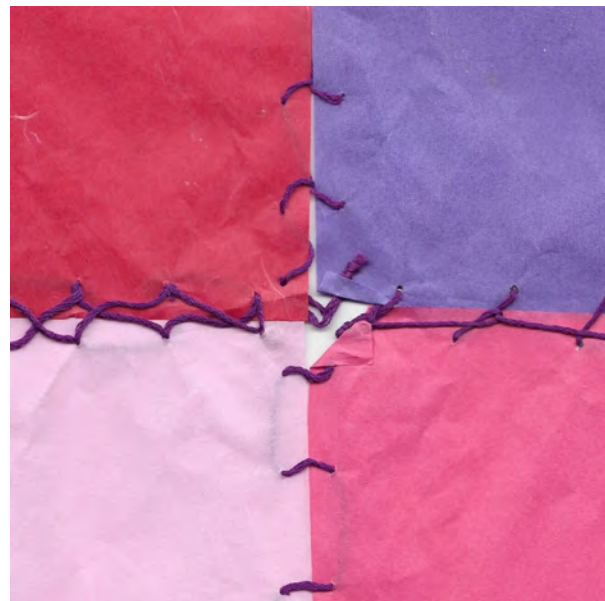
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⇒ "decora is my thing" (it is personal & custom) ... a fearless fashion ... forget about rules & enjoy fashion?

STUDY ON DECORA FASHION-STYLE TRIBE

MATERIALITY: MANIPULATIONS





ATTACHMENTS: HANDMADE PLASTIC KEY CHAINS,
PIN BACK, BUCKLE ATTACHMENT,
SNAP-ON BUTTON ATTACHMENT



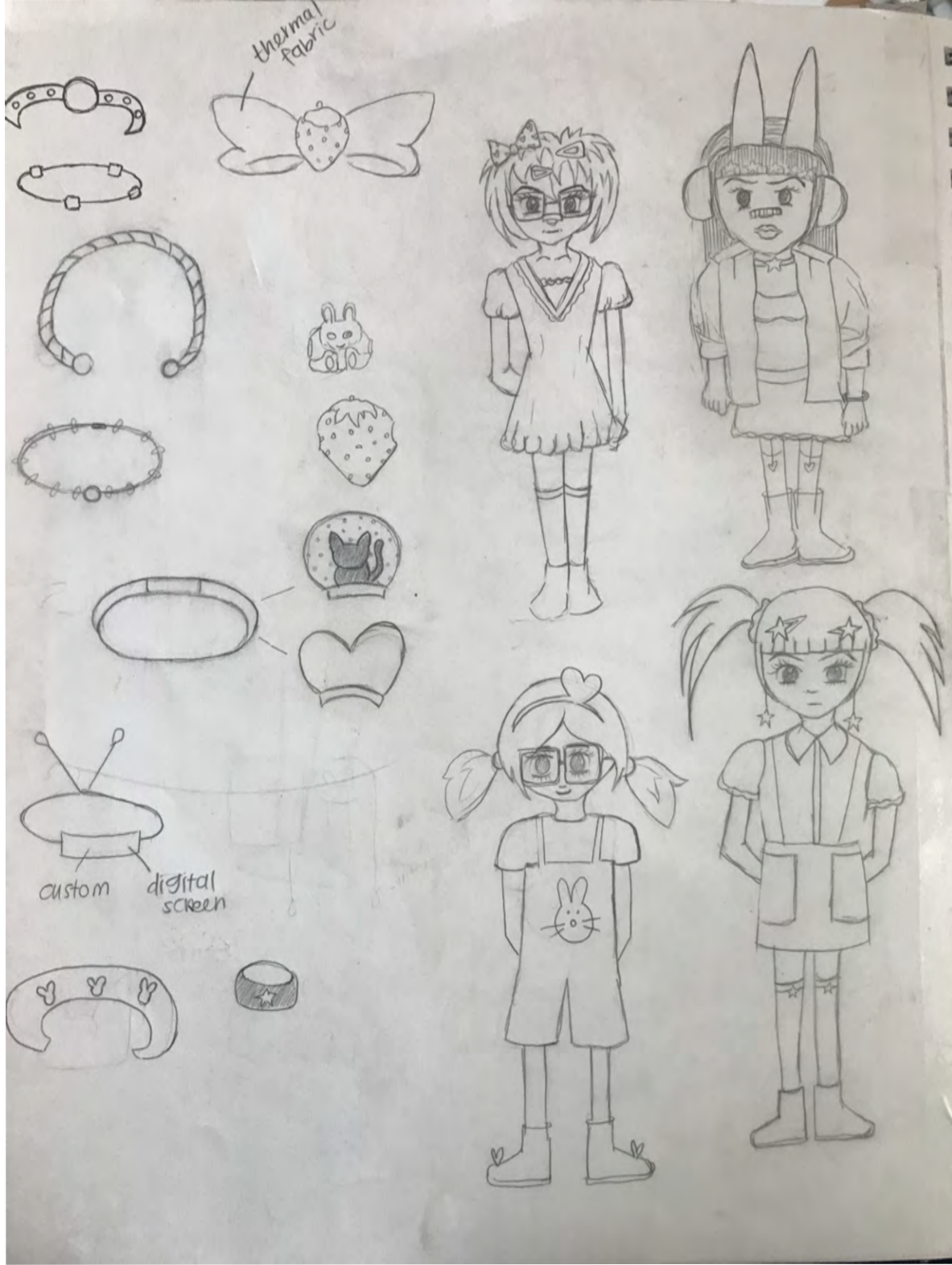
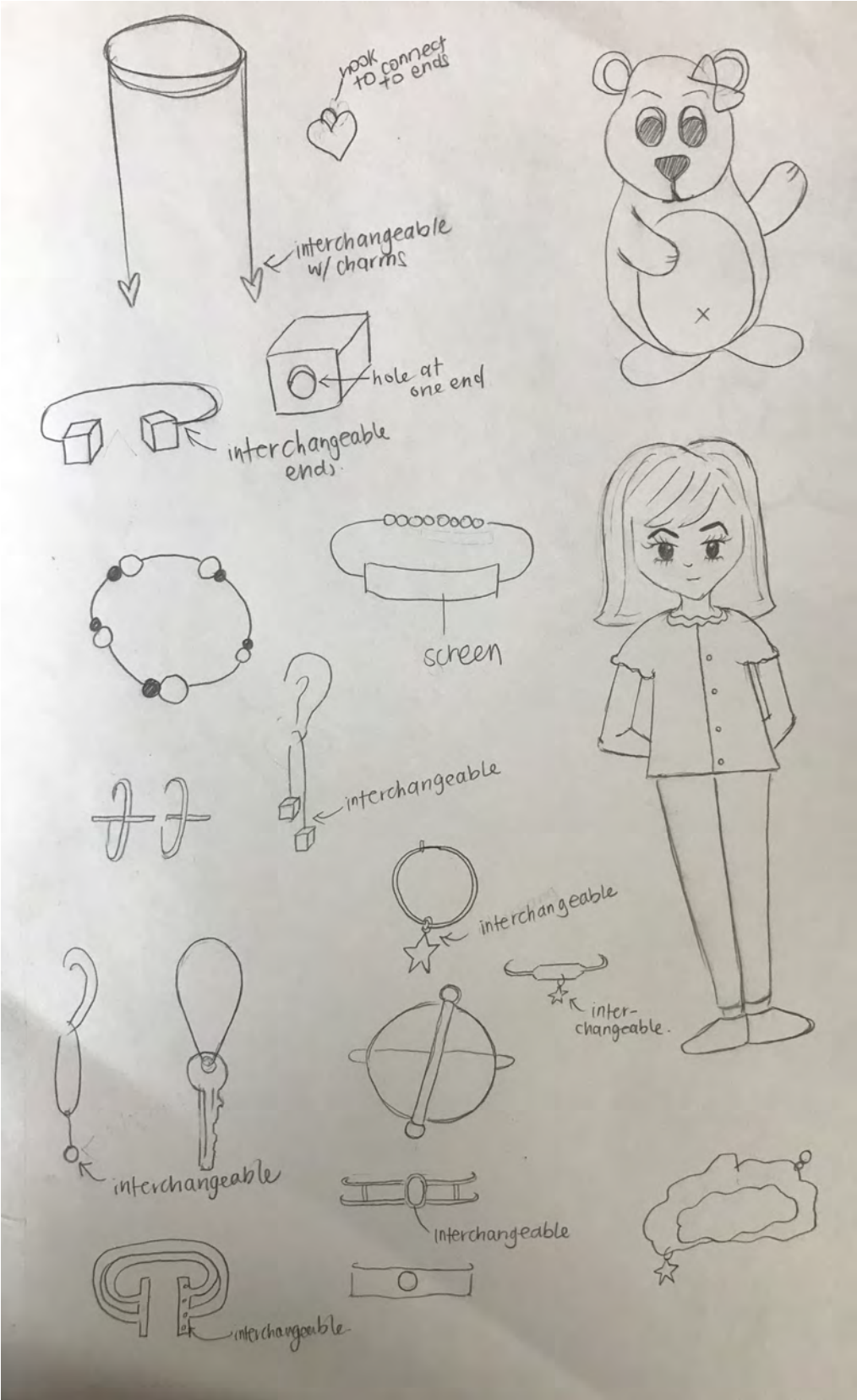
ATTACHMENTS: FELT DECORATIVE
BALLS, RAINBOW REFLECTIVE PAPER,
SNAP-ON BUTTONS, WOODEN HEART

SAMPLES



KEYCHAIN/CHARACTER
SKETCHES AND SAMPLES

SKETCHES



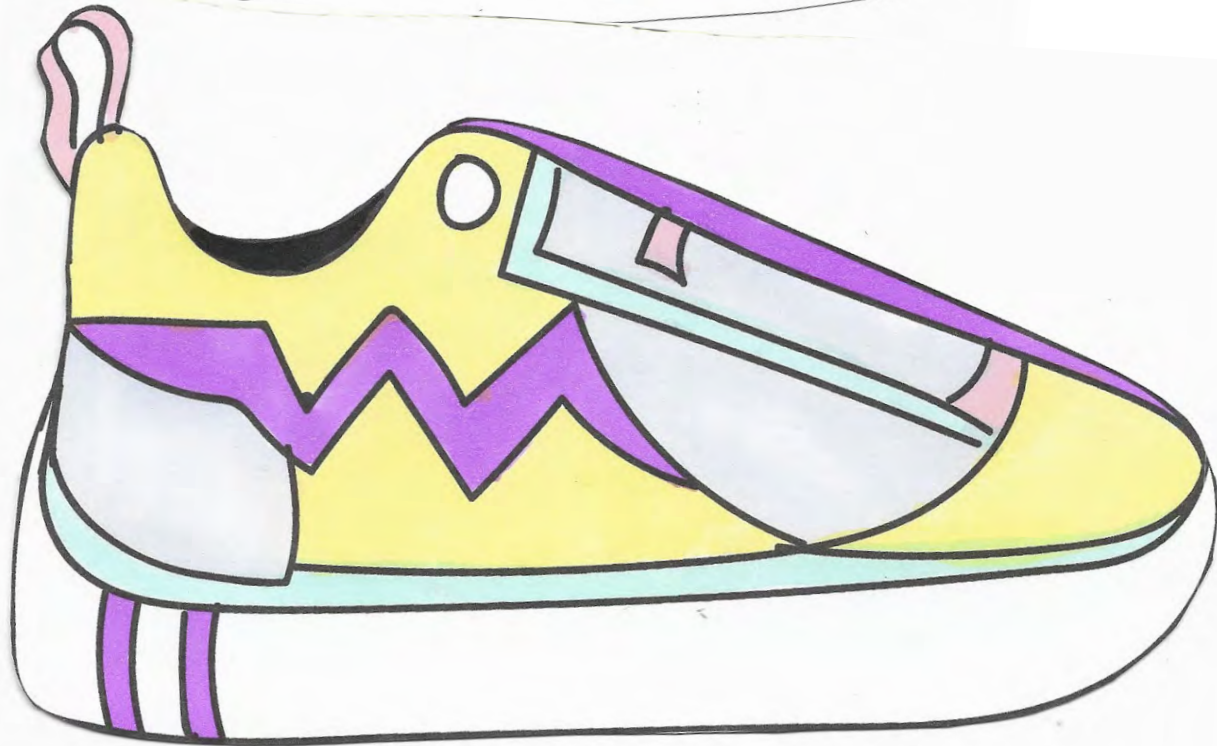
SKETCHES CONT'D



SHOE SKETCHES

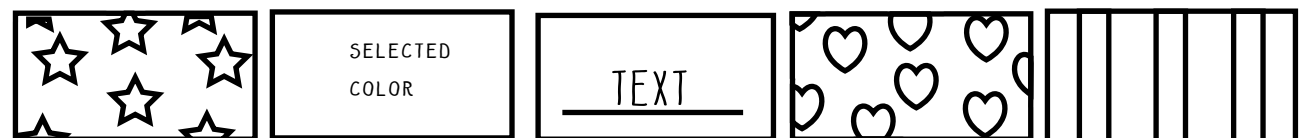
FINAL COLLECTION

MITOES



		
PANTONE® 14-4311 TPX Corydalis Blue	PANTONE® 11-4001 TCX Brilliant White	PANTONE® 11-0622 TPX Yellow Iris
		
PANTONE® 14-2710 TPX Lilac Sachet	PANTONE® 15-3412 TCX Orchid Bouquet	PANTONE® 16-4134 TCX Bonnie Blue

CUSTOMIZABLE OPTIONS



Rachel Kim
Design Studio 1
Design Statement
14 December 2017

Design Statement

In this project, we were required to express and create under a theme of a tribe. Group of two to three people were grouped together to interpret their understandings of the tribe's beliefs and cultures. My group worked under the topic of decora fashion. Decora is a style, which originated from Japanese Street Fashion, that later revealed to be much more. Having never heard of decora, this topic seemed appealing due its abundant use and focus on colors. Coming from someone with a 'black on black' aesthetic, the idea of color felt interesting and appealing.

As a group, we designed a customizable bag with different panels. We wanted to incorporate a personal story to the utility of the bag through nostalgia, while keeping it modern through technology. Through this bag, we wanted to include characters to make the bag personal.

However, our group struggled as we found out that we weren't creating a single fashion product as a group during the 5th week checkpoint. Having this project no longer be a combined group project, I decided to complement the original bag idea through shoes.

My shoe designs were heavily inspired by pastel colors, the bulk of shoes worn by decora followers, and skate sneakers. I have noticed that there is no limitation when it comes to accessorizing in decora and no rule when it comes to mix-matching colors. To evoke the personal expressive aspect of decora, I designed color-blocked shoes that have customizable panels with LED lighting. The customizable panels can be chosen and selected through an app. The panel options range from free-choice text, heart patterns, star patterns, striped patterns, and pre-selected solid color options to free the user's choice based on his or her mood of the day. Because members of the decora members often gather and move in groups, I decided to focus on sneakers for comfort-on-the-go. I incorporated my personal aesthetic into the project through the incorporation of metal detailing: O-ring zipper, zippers, snap buttons, and the comfort of skate sneakers. I feel that skate sneakers is a good choice because they are durable, protective, and contemporary with the rise of street culture today.

I originally enjoyed this project due to the idea of a group project and the idea of our selected tribe, but it gradually became very overwhelming as the instructions became misunderstood. I discovered two weeks from the due date that it was not a group project, but an individual project that was going to be presented as a group. However, through this project, I did learn that I enjoy shoe design. Shoes intrigue me because it can completely dress up or dress down an outfit, deeming it an essential element when presenting the vibe or style of the outfit. I would like to further my knowledge about shoe design and possibly pursue this.