



# 52 Hertz

CATEGORY 5

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Mentored by:  
Ms Denise Chung

## Objective

The aim of our project is to establish a fashion brand through which we will be our very own interpretation of both high-end and street fashion for Singaporeans.

### MAIN IDEA

We are producing one set of unique handmade fashion design and one set of streetwear design. Our designs would be centered around the colour “black”. It is because black represents a lack of color and emptiness, its richness implies weight and evokes strong emotions. It is also extremely popular in fashion designs.

## Research

### EVENTS

#### ART STAGE SINGAPORE 2018

The idea of making garment for an art project struck at us when we paid a visit to Art Stage earlier this year where we were able to pick up fragmented ideas from different artists. We came across Zenchi, a fashion brand which adopted an unfinished and edgy look that can be worn in different ways. We were enlightened and inspired.



## REFERENCE ARTISTS

### Yohji Yamamoto

Yohji is considered as a master tailor of the era. When he began designing, his ideal was for women to wear men's clothes. To him – it is about the idea of using clothes to hide a woman's body. Therefore, there's this sense of stealth and conservative mindset rooted in his works. This style is reinforced with his usage of black in his garments, a colour which he has described as “modest and arrogant at the same time. We are fascinated by the elegance of black and decided to set our path to explore the colour in further details.



(images: YOHJI YAMAMOTO FALL WINTER 2017-18 MEN'S COLLECTION – PARIS FASHION WEEK. Retrieved February 05, 2018)

## Takashi Murakami

Takashi developed a new form of Pop art, Neo-Pop, in which the line between pop culture and high art was entirely obliterated. We are captivated by this “superflat” art movement. The name refers the merging of high art and commerce.

Furthermore It also creates a youthful and cheerful vibe for the audience. His works inspired us to develop our own superflat designs and incorporate it into our own garments.

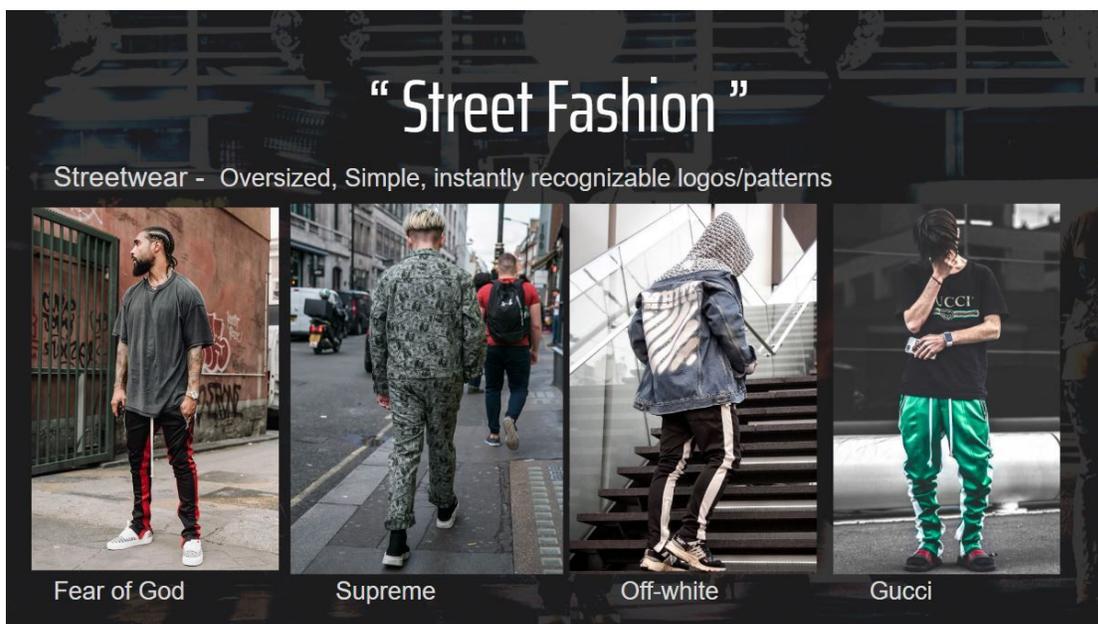


(images: “What Are The Most Expensive Takashi Murakami Art Pieces?” Retrieved February 23, 2018)

## RESEARCH COMPILATION

Our group finds it convenient to collate our research digitally.

Hence, here is an analysis of both streetwear and runway fashion in today's fashion industry.



## Magazine cut-outs

Our group also referenced magazine cut-outs (from ELLEMEN) to examine the silhouettes of several fashion designs. It helps us to understand the form and texture of clothings more. It also showed us the multiple unique uses of black.



## Sketches

We also did a series of first-hand streetwear designs in order to further our understanding streetwear of culture. We paid close attention to the silhouettes, colour and styles.



# Process documentation

## THE FIRST IDEA

We started off with the idea of making a suit for man, but a normal suit would be seen too common and formal. Therefore, after some discussion we set our direction to an easy-going but also an overall modest outlook.

## SKETCHES

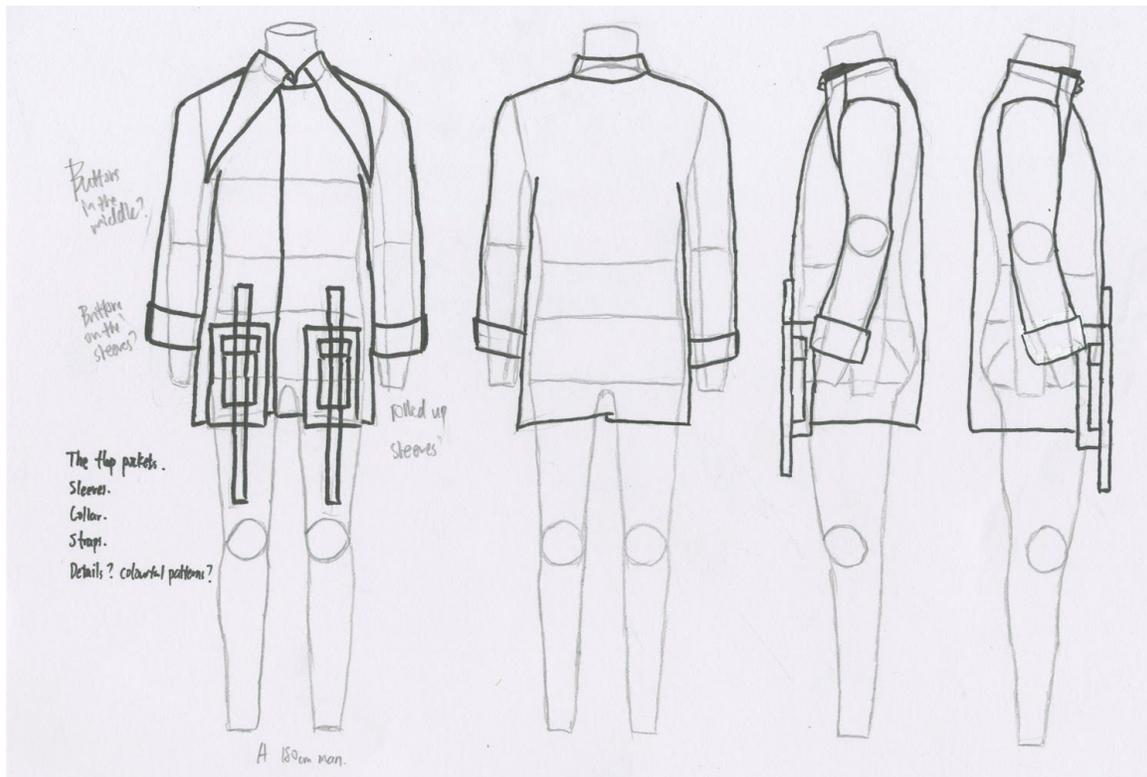


These are some looks that were designed by us but eventually eliminated because it is rather common and assembled traces of looks from existing designer brands.

## “BLACK AFFLATUS”

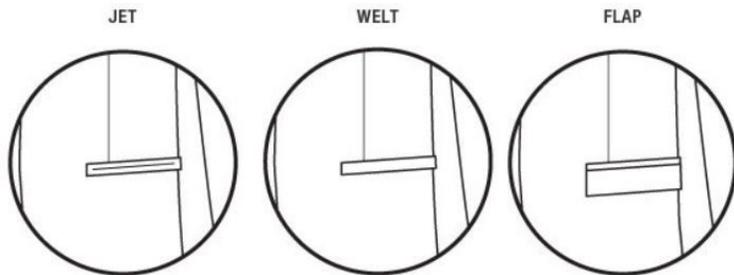
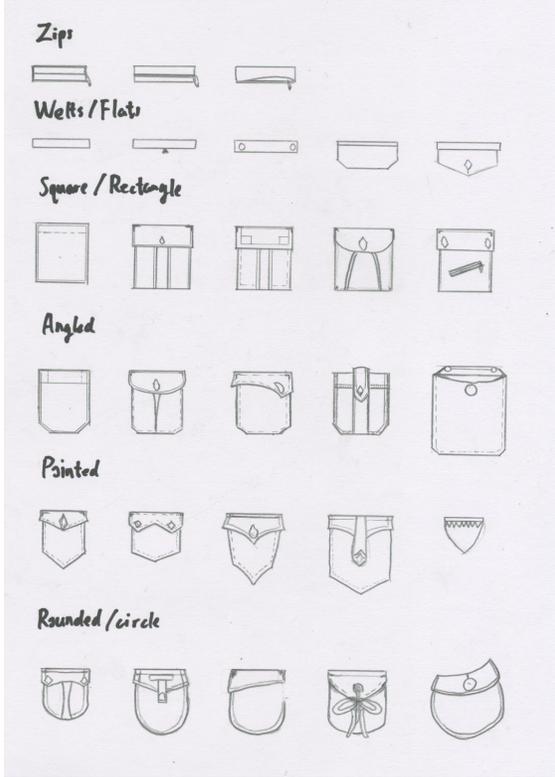
### Overall design

The theme suggest “divine communication of knowledge.” We hope to evoke emotions and thoughts through this piece. We are also greatly inspired by the elegance of black and the works of the Japanese artist, Yohj. Hence we decided on a minimalistic look that is both modest and easy-going. After all we have researched and experimented, we decide to place heavy emphasis on the pockets, sleeves and collar. This is the garment flat for the finalised version of the shirt.



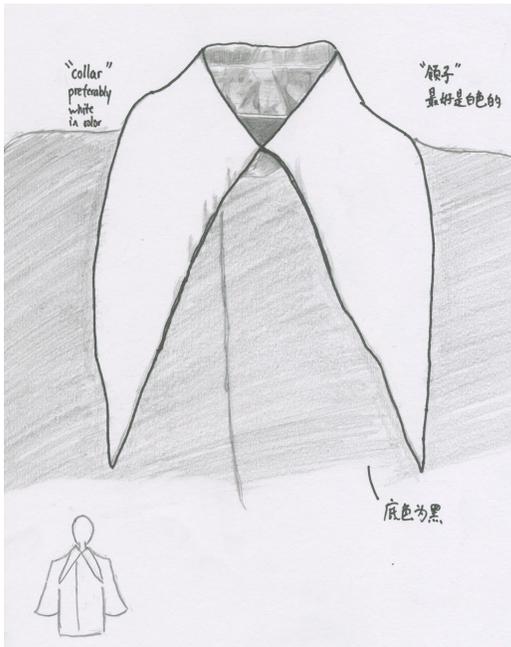
## Pocket design

After examining many styles of pockets, we have decided to go classy with a flap pocket and added a black strip to emphasize details.



## Collar design

We have also decided to go wild and put this exceptionally long collars on the piece. This is because men usually looks good with collar. The emphasis on the collar makes the person appears smarter and more modest over all.

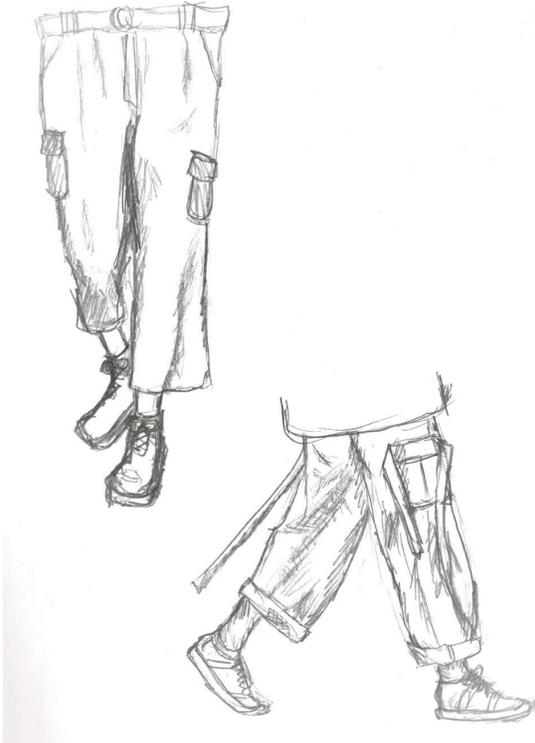


## Sleeves design

We adopted “大a袖”, a combination of bell sleeves and flare sleeves, the little essence of the bell sleeves makes the flare sleeves a little bit thinner and less exaggerated, which highlights our theme of modest.



## Pants design



In order to draw attention to our main garment, the shirt, we decided to go with a simple and plain design for our pants.

## Materials research

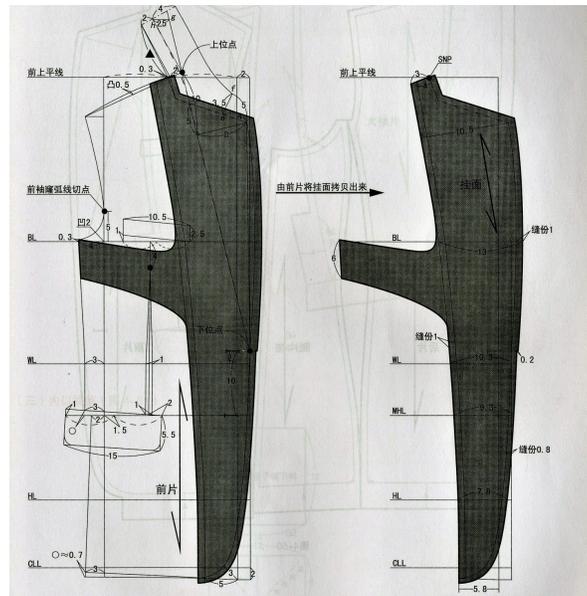
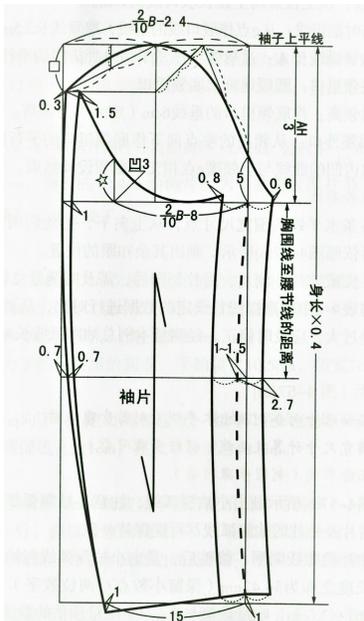
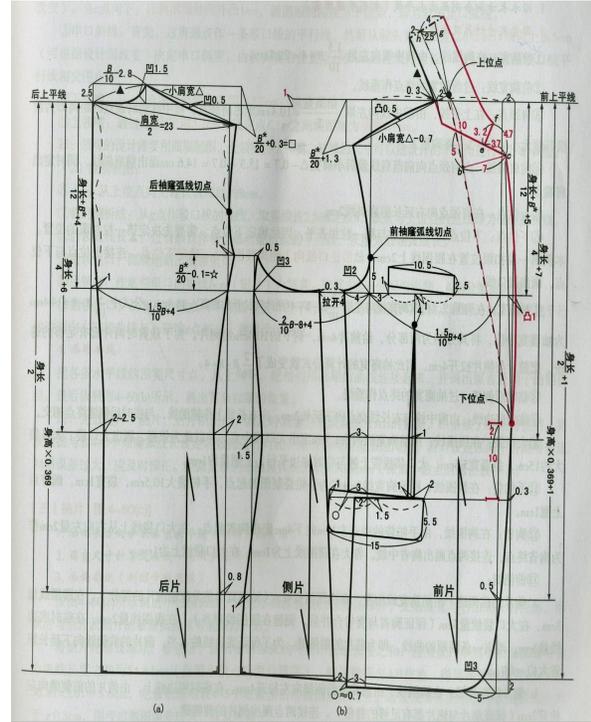
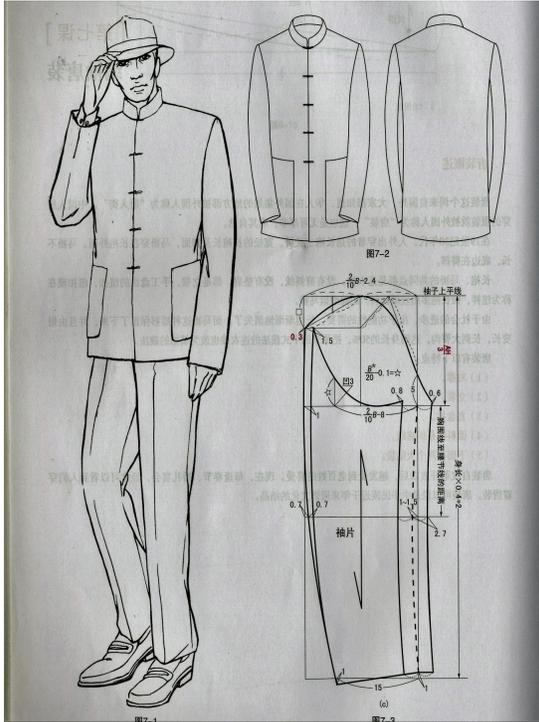


The fabric in the current market can be separated into two large categories. Natural and Synthetic. Our design would use 40% mohair and 60% wool, resulting in a completely natural fabric. The choice of Mohair is based on its

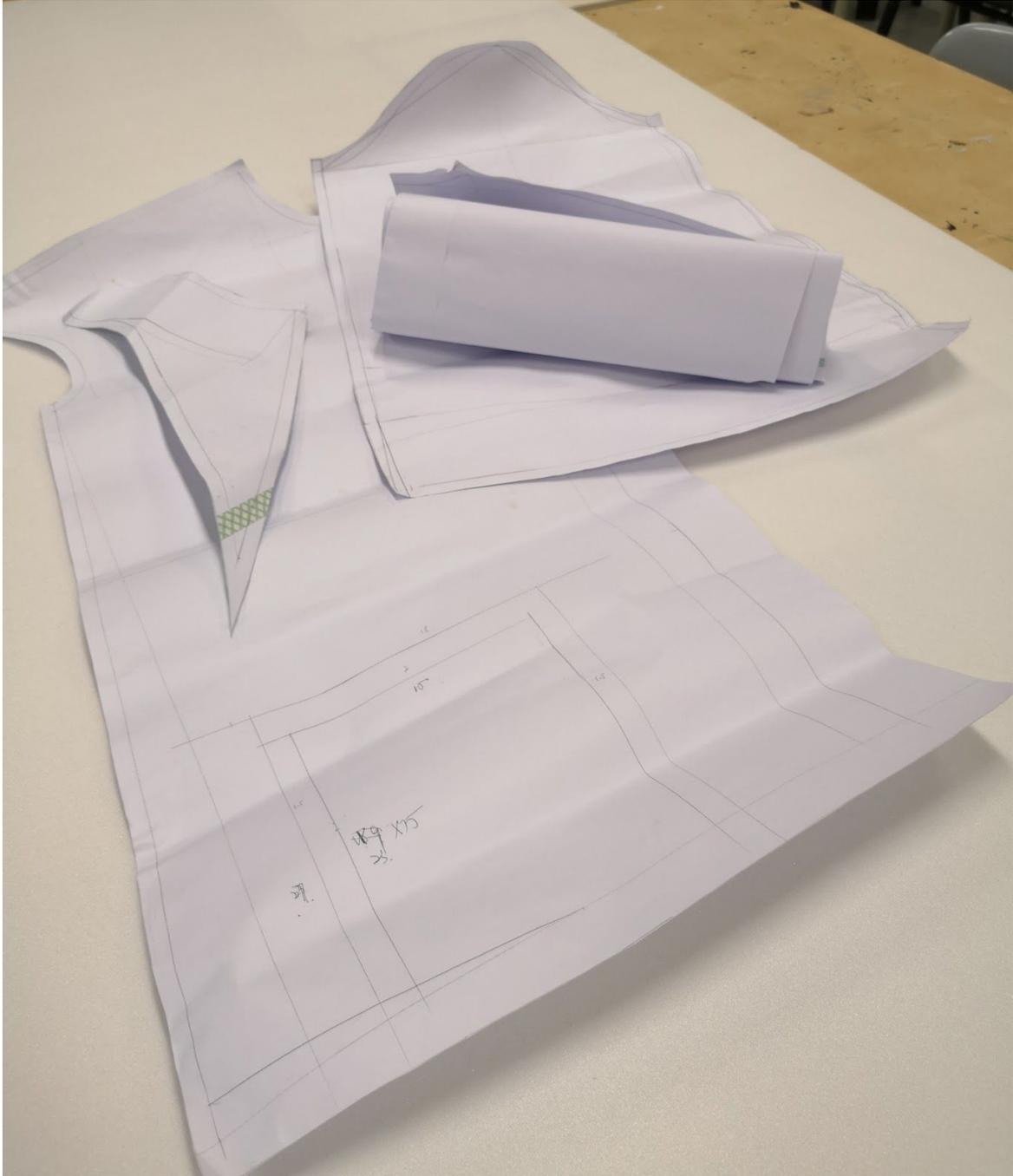
1. Durability
2. Resistance to dirt and creasing
3. Lustre

In order to get the sparkly lustre and wrinkle resistance of the mohair with a softer feel, Mohair is often blended with wool and that was what we planned to do. Unfortunately, it is a very expensive fabric and hence we did not use it in our actual products, but this is our **intended material**.

# Tailor



After finalising the designs, we went on to make the actual product from scratch. We referenced the book of 《男装实用制板技术》 by Zhu Zhenya and Feng Li and learnt about the basic of 制板 and tailoring.



(These are the 板子 we used before making the shirt and it includes very precise measurements.)

## Progress at 80%

With some assistance from a special friend of ours in Shanghai, we were able to bring our ideation to reality. However, during the last phase of the process, we found that something was amiss from the clothes, something was just not right. So we revisit our theme of Black Afflatus and realise that the garments are too plain.



## Pattern design

Hence, we came up with our own pattern designs. The colours are carefully selected based on the colour wheel. This is our final design. The colours should guide your eyes and create an illusion of movement.



(made with Adobe Photoshop)

## Final design

This is a watercolour illustration of the final design and some photos of the actual product.



## “52 Hertz” streetwear

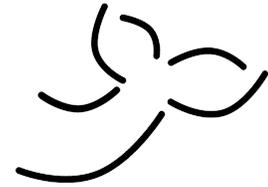
### Pattern Design

One of recent street fashion trend is repetition of logos. And we also chose to adopt this in our streetwear design. This is because repetition can create rhythm, harmony and emphasis. It’s visually relaxing and doesn’t take up much mental space, since it is in a pattern that is easy to discern. It also makes it more impactful.



Hence, we have come up with our iconic pattern design and some other logo designs. All of them are made with Adobe Photoshop. We have tried out many different other design before finalising on these which we infuse into our streetwear clothings.

**Fifty-two Hertz**



係愛呀

ひょうばん

**Fifty-two Hertz**

水性隨邪

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Shirts and hoodie



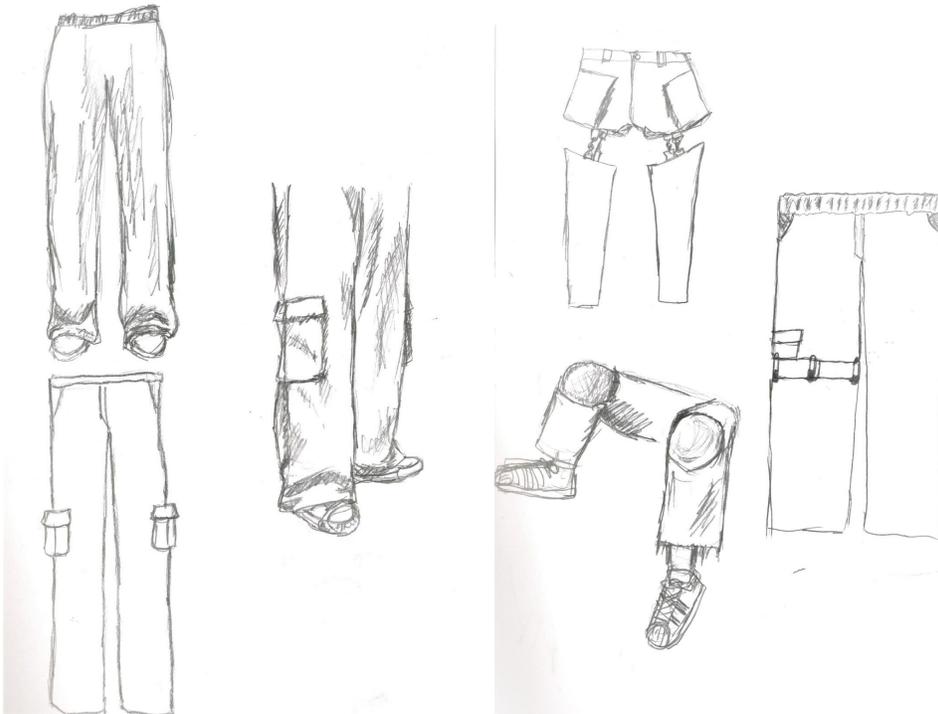
## Pants

Birthered at the close of the 18th century, cargo pants were created as a cover-up for working men, first mass-produced by Levi Strauss a century later in 1873. In the nearly 150 years since, the garment has retained its functional cachet as actual workwear while being appropriated in pop culture and fashion as an item for women and children. Rarely have famous men or famous designers advocated for a bib-front onesie for dudes—until now. Hence we decide to adopt this style.



(images: Overalls for Men Are Happening, Big Time. Vogue. Retrieved March 14,

2018)





Final design



# Reflections

## Individual reflections

I was used to the idea of creating art alone, with my own thoughts and in my own way. However, this time project 52 Hertz gave me the chance to experience collaborative designing. It was vastly different from what i expected. More creative ideas, better decisions and innovative techniques were born in our processes of discussion and crafting of the product. Now, i welcome the idea of creating art together has as much originality as making art alone. - Liang Chongxi (3A2)

Throughout the span of half an year, I got to work with a new art form, fashion, which has taught me to work with new mediums such as fabrics. Putting colours on a texture that we would actually wear was different from putting paint on canvas. Through fashion, I have learnt to tailor clothing and produce clothes from scratch. It was different from what I had expected. From ideation to fabric sourcing to producing actual clothes, it involves so many layers of processes that I did not know of. More importantly, I have also learnt to organise my timetable, juggling my passion for art and my requirements from SMTP. -Chen Shuheng (3S2)

## Group reflection

First of all, we would like to thank our mentor, Ms Chung, for her unwavering support during our process of fashion making. This has not been an easy journey, especially when the both of us did not have any prior knowledge of fashion. We had to conduct extensive research before every decision is made. At the beginning, we were clueless about where to start, but as we get more used to the terms and techniques in fashion making, we eventually overcame the challenges we faced along the way and came up with actual wearable pieces. Fortunately, we were able to talk things out whenever we hold different opinions and was able to persuade each other. Commitment-wise, since we are a two members project, it was easy for work division and we never failed to meet the deadline we set together, thus we are quite proud of that. It has definitely been an eye-opening and enriching journey for the both of us.

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