

# 5-18 ATTENTION

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## **OBJECTIVE OF ATTENTION**

Most clothing brands focus on one genre or style. They either stick to a traditional or a modern look. Our objective is to fuse both together, specifically Japanese streetwear and techwear

## **MAIN IDEA**

We are developing 3 fashion pieces, a top, pants, and an accessory. We initially wanted a t-shirt but eliminated the idea because we couldn't include any of the design aspects we wanted.

## JAPANESE

Japanese wear often combines the traditional look of kimonos with oversized clothing, distressing and light layering. It's capable of tying in with a lot of modern styles with its minimalism



FIGURE 1



FIGURE 2

## TECHWEAR

Techwear is a new and increasingly popular name in the avant-garde industry. It's clothing that serves a purpose besides just covering your body. It may include heat insulation, breath-ability, water resistance, or additional accessory storage.



FIGURE 3



FIGURE 4

# ARTIST REFERENCE

## RICK OWENS

Rick Owens is a fashion designer whose design aesthetic is centered on draping, texture and silhouette. We are intrigued by his designs and how he utilises distressing as a staple to his aesthetic, achieving a beautiful look even with the lack of colours

FIGURE 5



FIGURE 6



FIGURE 7

FIGURE 8



## AMOS ANANDA

Amos Ananda unisex streetwise label with a luxury and utilitarian detailing. The 30-year-old designer was originally from Singapore and we were inspired by his techwear aesthetic and the fact that local talent can reach out internationally

## TRADITIONAL JAPANESE BRANDS

We wanted to reference Japanese brands such as visvim, UNDERCOVER and NEIGHBOURHOOD because Japanese streetwear is flexible but these are the brands that direct the aesthetic and we wanted to capture it.

FIGURE 9



FIGURE 10



## Main Idea (Top)

-We noticed that the kimono is popular among Japanese fashion, and turtle necks/high collared tops are becoming more popular in techwear  
-Hence we decided to fuse both into one piece of clothing by combining kimono-styled sleeves with modern tactical collar design



FIGURE 11

FIGURE 12



## Main Idea (Pants)

- Japanese pants are usually wide legged/baggy
- Techwear bottoms are usually wide at the top and tight around the ankles, something we noticed from Amos Ananda's runway shows
- We realized we could combine them together and make pants with adjustable legs using drawstring
- The usage of drawstrings is popular in techwear



FIGURE 13

FIGURE 14



## Main Idea (Accessory)

-We took inspiration from the Louis Vuitton SS19 runway show which had a techwear aesthetic and a lot of tactical accessory pieces

-We also referenced the Saint Laurent Wyatt Harness Leather Boots and decided to design the piece after it



FIGURE 15

FIGURE 16



# Sketches

We sketched out a traditional Japanese outfit to further our understanding of the kimono and its key features

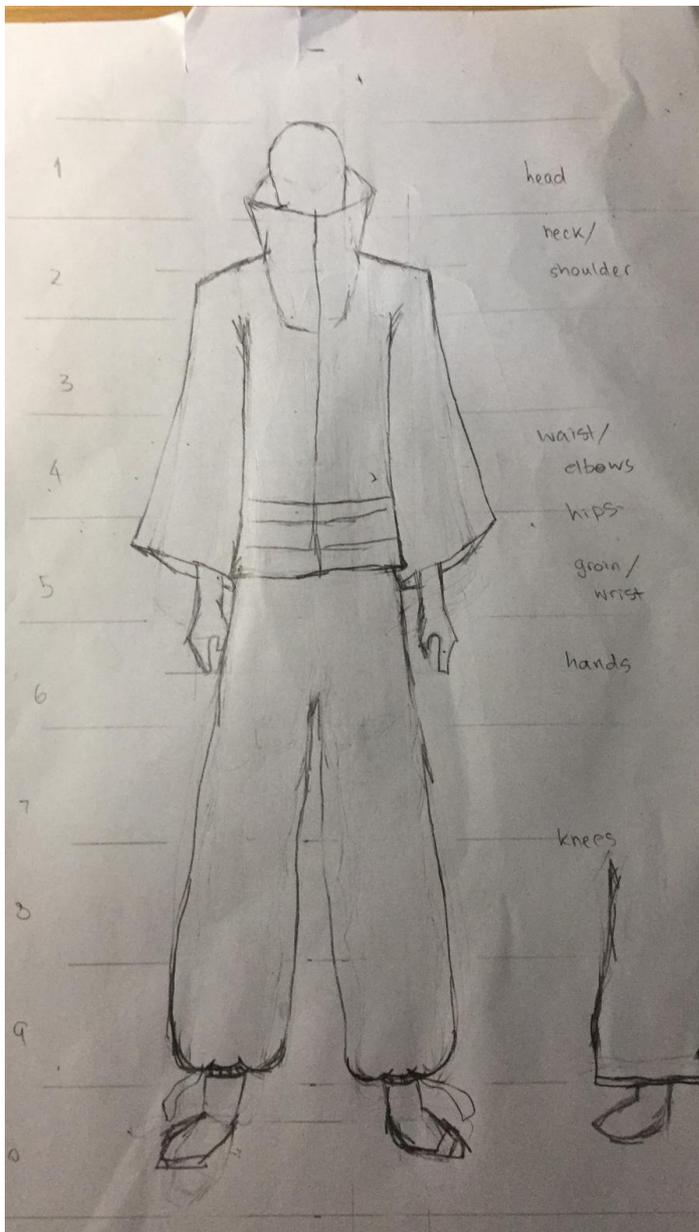


We then sketched out our first design for the kimono. At first, we wanted to have the kimono as an outer layer, and a turtle-neck-like shirt that is stitched to the kimono to have a layering effect



# IDEATION

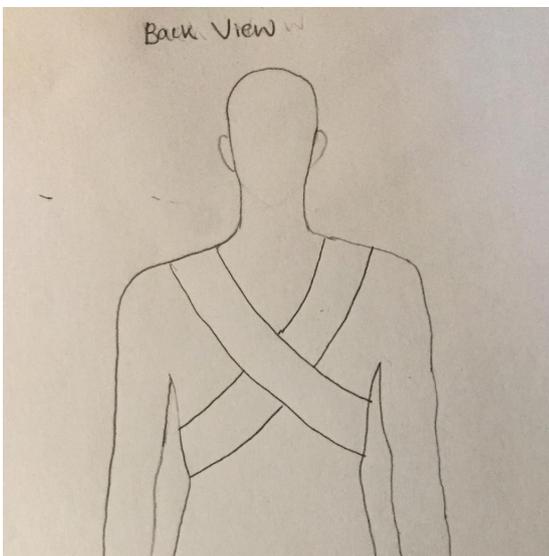
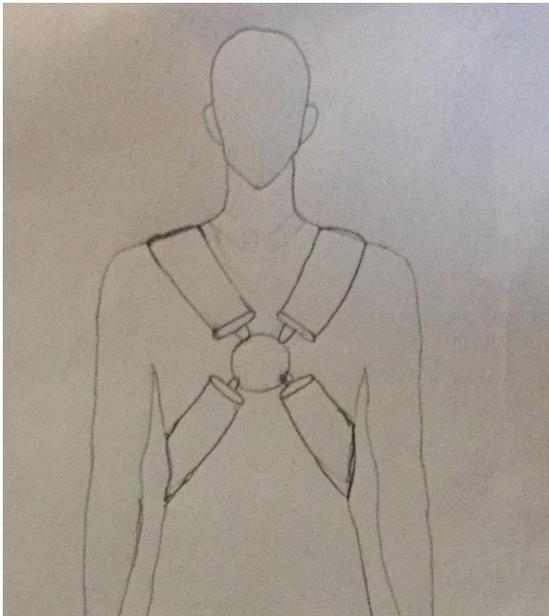
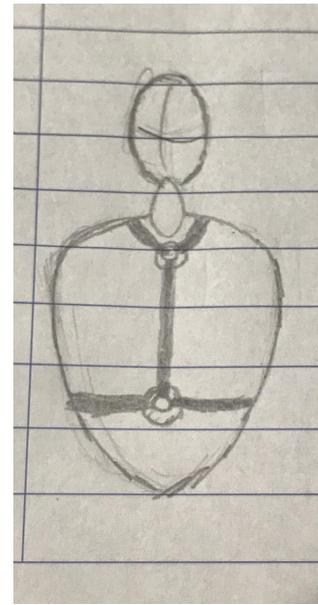
We then removed the idea of having an inner layer and focused on a kimono with an over-sized collar. At this stage, we also came up with our idea for our pants.



We improved on the sketch and added slight detailing. For the pants, we provided a sketch with the pants fully tightened and loosened.

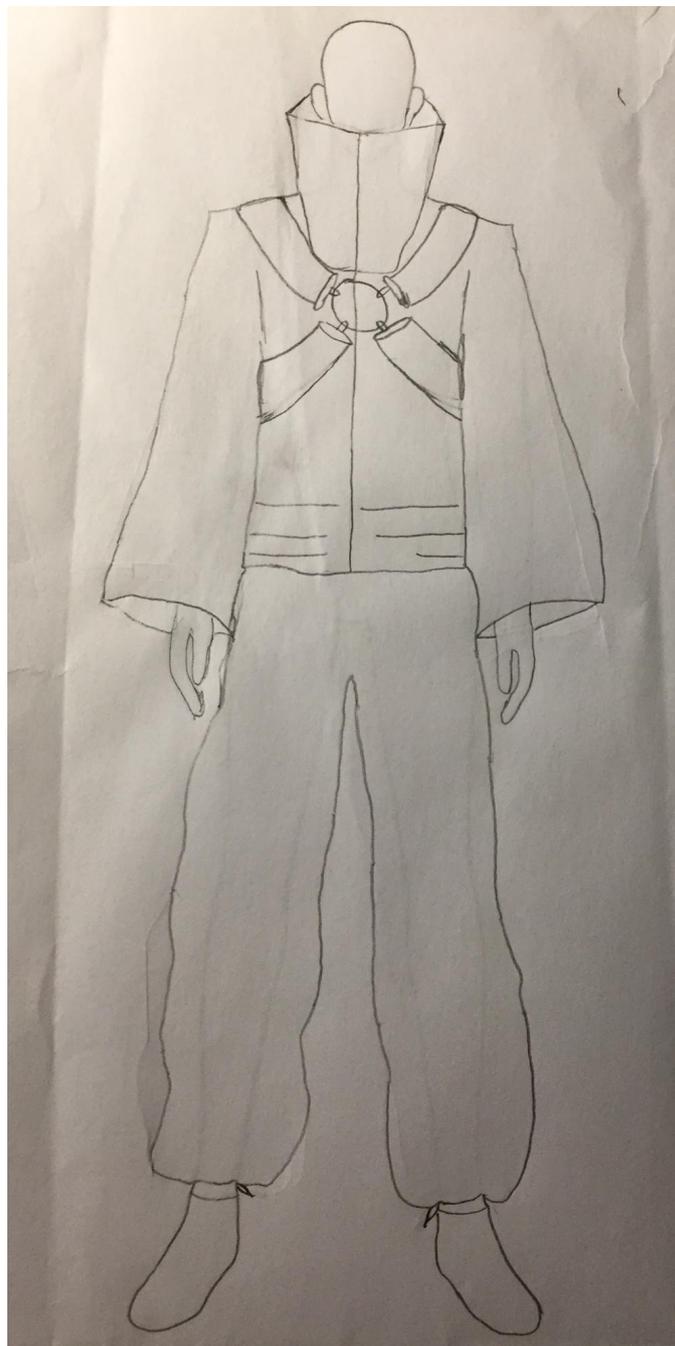
# IDEATION

During the June Holidays, we decided to eliminate the idea of a t-shirt and replaced it with an accessory piece, sketching out a design inspired by the Saint Laurent Boot



For the final design, we decided to have 4 straps attached to 1 ring.

# Overall Design



# MATERIALS RESEARCH

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## TOP

We needed a breathable material that is neither flimsy nor stiff, accessible and functional (offering protection against wind or water). We studied materials such as polyester, cotton canvas, lyocell and even material blends. We decided to use european linen for its

1. Affordability
2. Nice Visual Texture
3. Not too stiff
4. Beige (Earth Tone)
5. One of the most commonly used materials for kimonos



FIGURE 17

When researching for materials, we came across a material blend by guerilla-group consisting of 81% Cotton, 17% Nylon, 2% Polyester. One of our groupmates managed to handle and feel the material as he had a product (Guerilla Group 19S-ES-JJ04-BL) made with that specific blend

1. Durable, Water Repellent
2. Lightweight, 4-Way Stretch
3. Abrasion Resistant
4. Neither Flimsy Nor Stiff

However, it's expensive and hence we did not use it for our actual product, but it is our intended material.



FIGURE 18

# MATERIALS RESEARCH

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## PANTS

We needed a light Material that is comfortable, protects against the elements (rain, temperature) for functionality and can easily be used to exercise in. We had materials like polyester and nylon in mind but we decided to go with crepe fabric because it's

1. Not very heat/sweat sensitive
2. Has thickness and texture
3. Soft/flexible
4. Crease-free
5. Black (high versatility)



FIGURE 19

Similar to the kimono, we had an ideal material which was Gore-Tex, best known for its use in protective, yet breathable, rain-wear. It's

1. Water-proof
2. Breathable
3. Lightweight
4. Flexible

However, it's expensive and hence we didn't use it for the actual product



FIGURE 20

# Production



Before proposal evaluation, we decided to experiment by making the kimono with cheaper materials

# Production



We started on the kimono, cutting out materials and sewing it together. One problem we encountered was that the collar was too flimsy due to the material. We sewed on a second layer to fix it.

# Production



For the pants, we sewed the material together and applied the drawstrings so that the pants can be tightened. After mid-term, we added buttons so we could colour-block with the pants

# Production

For the accessory, we sewed the material and harness together so that it can be detachable from the main ring. It is versatile as it's detachable and can be even be used as a single sling utility bag (1) or an accessory for the pants (2) One mistake we made was that we forgot to make the the straps adjustable. The ideal piece would be one with adjustable straps so that everyone can wear it



(1)



(2)

# Final Product

The kimono and the pants was made to fit Kaitong, however, we made a mistake in the accessory and it was too small for Kaitong, thus all the pieces cannot be worn together.



# REFLECTIONS

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## **KAITONG**

I've always been a fashion enthusiast, dressing up is a way to express myself and I wanted to come up with something original. Making clothes is not easy, from ideation to production, it's a lot of work. Despite not having prior experience in art, I gave it a shot. The experience was tiring but enjoyable. I've learnt a lot about tailoring and sewing etc. but most importantly I realized the importance of teamwork. Working as a team really gets the job done at a faster rate and there will always be someone supporting you. Without my group members, this project would not have been possible.

## **EZEKIEL**

Throughout the project, I experimented with new forms of fashion, learnt of the design philosophies of designers and how to further appreciate fashion. At the beginning, we were confused about everything but we managed to pull through and end up with the final product.

## **DUNCAN**

Personally, I feel that this project has been an eye opener for me as I have not done this category before. I feel that this category needs a lot of creativity to do well, and of course teamwork. We had a few problems like not being able to meet up because of our difference in schedules. However, it's been a very productive journey.

## **YICHAW**

Through this project, I've acquired much knowledge about art and fashion designing I didn't have before. Being the group's artist, I had to do research and learn from scratch on how to sketch designs. I have learnt to look at art from a new perspective besides just being a recreational activity.

## **GROUP**

First of all, we would like to thank Mr Kuek for his guidance throughout these 6 months. For 1/2 of us, it is our first time in this category and were confused as to where to start and what would our final outcome look like. Our schedules were packed and we couldn't find the time to meet. However, we managed to pull through and produce 3 pieces that all of us would wear.

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Retrieved from <https://www.vogue.com/slideshow/tokyo-fashion-week-spring-2018-street-style>

## **Figure 2**

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## **Figure 3**

Techwear: Style Guide, Outfits, & Clothing Essentials

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## **Figure 4**

What is Techwear? (March 3, 2017)

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## **Figure 5**

Photographed by Danielle Levitt (February 22, 2018) 'I'm Not Good at Negotiating': Rick Owens on Why He Didn't Trust Anyone Else to Curate His First Retrospective

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## **Figure 6**

Babel SS19

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## **Figure 7**

Why this Singaporean streetwear designer wants to ditch labels like "Asian fashion" (November 22 2018)

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AMOS ANANDA (@amosananda) (April 13, 2019) Available at #TigerStreetLAB concert store #JewelChangiAirport #RAWSTRIPES Self sprayed kimono Jackets #ByAmosAnandaYeo Super Raw. Super limited. Super unique. #Tigerbeer #AMOSANANDA Shot by @jerichophotography Assisted by @clemegyx .

Elevated

#menswear#womenswear#womenstyle#followthebuyers#avantgarde #streetwear#Singapore#BornInSingapore #Tigerbeersg Retrieved from <https://www.instagram.com/p/BwMb1CgHmW6/>

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UNDERCOVER 2009 Fall/Winter Photoshoot in Men's Non-No (Jul 20, 2009)

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Visvim's Hiroki Nakamura On the Price of His Clothes and "Future Vintage" (September 5, 2013)

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## Figure 11

19S-ES-JJ04-BL

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## Figure 12

Deconstructed Turtleneck

Retrieved from <https://aesthetichomage.com/products/deconstructed-turtleneck?variant=19462644105272>

## Figure 13

ENSHADOWER multi-pocket pants

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WOMEN Cotton Feel Ankle Length Pants

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WYATT HARNESS BOOTS IN SMOOTH LEATHER

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[tp=62442&yuri=seo&targetid=pla-](https://www.ysl.com/sg/shop-product/men/shoes-boots-wyatt-harness-boots-in-smooth-leather_cod11415595tn.html?tp=62442&yuri=seo&targetid=pla-304199477881&location=9062509&gclid=Cj0KCQjwhJrqBRDZARIsALhp1WTe1z3dbGA3FwmoeX89kE6WnMwt6Mm45_tZkb_9-HLh57QokMyFBhUaAsrVEALw_wcB)

[304199477881&location=9062509&gclid=Cj0KCQjwhJrqBRDZARIsALhp1](https://www.ysl.com/sg/shop-product/men/shoes-boots-wyatt-harness-boots-in-smooth-leather_cod11415595tn.html?tp=62442&yuri=seo&targetid=pla-304199477881&location=9062509&gclid=Cj0KCQjwhJrqBRDZARIsALhp1WTe1z3dbGA3FwmoeX89kE6WnMwt6Mm45_tZkb_9-HLh57QokMyFBhUaAsrVEALw_wcB)

[WTe1z3dbGA3FwmoeX89kE6WnMwt6Mm45\\_tZkb\\_9-](https://www.ysl.com/sg/shop-product/men/shoes-boots-wyatt-harness-boots-in-smooth-leather_cod11415595tn.html?tp=62442&yuri=seo&targetid=pla-304199477881&location=9062509&gclid=Cj0KCQjwhJrqBRDZARIsALhp1WTe1z3dbGA3FwmoeX89kE6WnMwt6Mm45_tZkb_9-HLh57QokMyFBhUaAsrVEALw_wcB)

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European 100% Linen Cream Fabric

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19S-ES-JJ04-BL

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BLACK NIGHT - CREPE FABRIC

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The 7mesh Oro is the world's lightest Gore-Tex rain jacket

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