

## StreetFemme Design Statement

As a designer, my artistic vision is established through the creation of a cohesive theme that encompasses each body of work. I bring emotion, strength and grace to design to conjure a story worth telling. Each collection begins with the aim to give visual context to metaphysical content such as feelings, aspirations, personal expressions and dreams. The garments become an extension of the wearer in order to make a statement about their current mood or state of mind. I seek to have my work be a celebration of the human experience and the life of a woman, wherever she goes.

The concept of StreetFemme is exciting to me because it is another exploration of the design principle I work with, juxtapositions. The all encompassing phrase I give my signature as a designer is “strength and grace”. She is delicate, yet she is powerful. My customer is always feminine, but she is nuanced- there's depth to her psyche, another layer to her aesthetic. Here, we have the juxtaposition of “Street”, or athletic sport dress, with “Femme”, uber-girly floral, lace and sheer elements. I began my concept with the creative life artist, my muse Audrey Kitching. Through her photography, modeling work, fruits, crafts, paintings and spirituality, she has created an ethereal, expressive and feminine energy that I have harnessed for my collection. I then explored icon Marylin Monroe, who's ultra-femme spirit is undeniable. For the Street vibe, I explored the surf and skate culture of the 1970s. I was intrigued by the horizontal stripe tees, classic Van sneakers- all in warm and saturated 70s colors. I also included a fun experience of going to the food store to by fruits in athletic clothes, documented by photos as to the Sport element because it's fun, youthful and in a city setting. I would envision my customer going on a similar experience in my designs. Both of these vastly different energies of Sport and Femme combine for a collection that is girly yet sporty, expressive and statement making. This promotes my personal creative aesthetic by combining strength and grace in an unexpected way.

As we look towards the future of fashion, there is movement towards seasonless collections. With designers and houses showing upwards of eight collections spread throughout the year, the boundaries of concrete season-driven design are being blurred. The focus shifts to geographically specific designs targeted towards the region the show is being shown or where the designs will be sold. Thus, the concepts I have developed for StreetFemme follow that evolving narrative. Visually, the strong floral element and bright color palette signify spring/summer. The fabric weight of light to medium also translates to spring/summer. The focus of the collection is for a consumer in a subtropical/temperate region in a city environment looking to have a transitional wardrobe. Many of these pieces could be paired with various other garments to be suited for fall/winter seasons, unexpectedly yet functionally. Thus, as the importance for season-based design fades, StreetFemme is a transitional collection that will be marketed for and released in the early spring season with intentions to be worn year round with other pieces.

The consumer I'm designer for is a woman in her 20s and 30s living in a city environment working in a creative field in a subtropical/temperate zone. She is young, free-spirited and always looking to go on an adventure, travel and have new and diverse experiences. My customer is expressive, artistic and likes her clothing to reflect her mood. A healthy mind, body and soul are important to her, thus she spends time meditating, praying, journaling, eating right and exercising to keep herself in balance. For fun, she likes to treasure hunt at thrift stores or vintage sales to find special pieces. She is not afraid to stand out from the crowd. She lives her life like it were an artistic story, each day is different yet important. Each day is an opportunity to create and be happy. She honors her fun-spirit and femininity, yet leads an active and athletic lifestyle, so she appreciates sport-lead and alternative elements to her otherwise flirty and girly aesthetic. She is confident, sunny and ready to share her love and creations with the world.

My customer's priority when buying clothes is less on consumption, and more on curation. She looks for unique, fun and expressive pieces to mix and match with her eclectic wardrobe. She wants to feel different and stand out from the crowd in her clothing.

The existing brands my collection would be competing with are on the lower end, Anthropologie and FreePeople, and on the higher end, Alice+Olivia and Rodarte. Each of these other companies seek to create unique and expressive clothing with a nod toward either vintage, or feminine style.