



Perspective Rays

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Design Statement

Fashion designers find inspiration from many different sources as well as from their everyday lives. It is very noticeable that more and more designers are inspired from art work. Using the art world for inspiration makes strong statements for products because it enhances overall quality of design, originality, and creativity (Metz, 2006). For example, the creative director Pierpaolo Piccolio worked with Artist Jamie Reid for Valentino's Fall 2017 menswear collection to create graphics and the phrase "Beauty is a Birthright; reclaim Your Heritage" that appears in many of Valentino's different products, including sweaters, outerwear, and accessories (Fenner, 2017).

The purpose of design was to develop a sustainable design through the use of re-purposed and post-consumer materials inspired by an Op-art artist. The work of British painter and designer Bridget Riley was used as a source of inspiration; her work is generally known for being one of the foremost examples of Op-art. Her distinctive style of black-and-white optical art paintings uses simple geometrical shapes that include circles, squares, or stripes to establish intricate and repetitive patterns that create appearance of movement as well as other optical illusions (Biography, 2016). Several pairs of post consumers' khaki pants in two different hues with different sizes and shapes were hand-cut and sewn together to create a fabric surface for the top and the skirt.

To increase garment productivity and sustainable, several different methods were used. First, the pattern pieces for a top and skirt were developed into flat digital patterns using Adobe Illustrator and 2D patternmaking software called "OptiTex". Using such computer-aided design programs enhanced pattern accuracy and productivity by reducing the time invested in creating patterns and motifs. Prints and patterns were executed with computer-aided software to reduce the total cost of making the garment. The designers first created a small-scale paper garment to see the pattern on the garment. Top and skirt patterns were then drafted using 2D patternmaking software. The following lists explain how the different programs were used throughout the design process: 1) the general shapes of the top and the skirt were created with using OptiTex. 2) The bodice was then exported to Adobe Illustrator for drawing the Op-art pattern inside the bodice shape. 3) The Image / pattern created in Adobe Illustrator was exported back into OptiTex to trace and re-create the individual pattern pieces. After all the pieces had been traced and re-created, a 1/4" seam allowance was added to all of the pieces at one time using OptiTex software. 4) After the pattern pieces had been created using OptiTex, a marker was created to minimize the use of paper.

Re-purposed and post-consumer materials were used to make Khaki pants in different hues in this sustainable design approach that contributes to exploration of innovative ways to use post-consumer recycled garments. Moreover, designers in this project increased overall creativity, originality, and quality of the design using art, specifically that of Bridget Railey, for inspiration. Furthermore, use of technology as a design tool increased productivity by reducing both the total time and the cost invested in creating the garment.

In the future, the designers of this project will continue to explore different options for increasing productivity and efficiency as well as sustainable design practice using both technology and couture-based techniques.

Reference

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