

TOOLS OF THE TRADE

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EXTRA DIMENSION.**

FASHION

MY TOOL

CONCEPT

FASHION

Fashion is everywhere around us. Even people who say they don't care about fashion and what they are wearing, choosing clothes every single morning. The way you dress tells something about you and how you feel that day. Fashion is always changing, slightly elusive and extremely seductive. It has the power to transform an image and make a social statement.

There are so many influences in our environment and the trends are going really quick. That's why the fashion industry is constantly changing. We are constantly being bombarded with new fashion ideas from music, videos, celebrities and television. The media and news around are telling us the new trends. It all starts with the fashion designers. Designers can greatly influence what direction fashion will go in. Miuccia Prada of Prada and Miu Miu, Marc Jacobs of Marc by Marc Jacobs and Louis Vuitton, Karl Lagerfeld of Chanel etc. are considered directional designers (Prada for remixing classics, Jacobs for vintage-inspired styles).

Working six months ahead of the season, the press attends fashion shows presenting designer collections, the media will then give editorial coverage to trends they think their target readers is interested in. The clothes that are presented at the fashion shows are often exaggerations of a theme. Some designers such as John Galiano (creative director of Maison Martin Margiela) go to great lengths to present extravagant looks that no one in their right mind would wear on the street.

These collections are part marketing. The collections are made to attract attention to media and consumer interest in a designer line. Collections are also made as an artistic expression.

By the time the collection reaches the stores, most looks are edited by buyers to be saleable. For example, hemlines dropped an inch or two, elements of the original look are put onto more understandable pieces, they will leave out some extra supplies to make it affordable etc.

A fashion trend generally remains popular for a period of time ranging from one year to three years and then new fashion trends come in to replace the older trends. The commercial fashion industry copy all the trends and want to produce it as fast as possible. That we, the costumers, can be up-to-date with the trends of the time. But what makes it so important for us to follow the trends and why do we need all this clothes when our old clothes are still good in quality?

Different people have different views regarding the importance of fashion. Besides the answers to "why is fashion important" would vary across all ages as teenagers have different perspective from the older people to define the fashion value. But despite all these differences, one thing which would be common in almost all the answers would be that fashion is important because it makes us look good and who doesn't like to look and feel good.

The significance of fashion is primarily attributed to the fact that everybody wants to look good and best for his or her love, friends or simply the person he or she likes and want to be. There are many people who love to look good for their own selves and feel proud to be considered as fashionable or fashion conscious. People who really cares about what they are wearing and what they are communicating to the world wear often "high fashion". High fashion is the style of a small group of men and women with a certain taste and authority in the fashion world. People of wealth and position, buyers for major department stores, editors and writers for fashion magazines are all part of Haute Couture, the High fashion world.

It is also true that the importance of high fashion has been strengthened by various other factors such as it is believed that being fashionable helps you to achieve success by opening so many doors for an individual.

Fashion has been seen as the basis of success, fame and fortune.

For examples there are so many fashion designers and fashion models who showcase fashion creation at fashion runways and make huge sums of money. They get work because they are seen as fashionable and trendy individuals. In today's life even small kids going to play classes have become fashion conscious and decide what they want to wear and what they don't. All these factors really contribute towards increasing the importance of fashion.

The commercial fashion world, where the fast fashion belongs to, is intended for the largest group of people. For this people is fashion revealing. Clothes reveal what groups people are in. In high school, groups have names: "goths, skaters, preps, herbs." Styles show who you are, but they also create stereotypes and distance between groups.

For instance, a businessman might look at a boy with green hair and multiple piercings as a freak and outsider. But to another person, the boy is a strict conformist. He dresses a certain way to deliver the message of rebellion and separation, but within that group, the look is uniform. Acceptance or rejection of a style is a reaction to the society we live in.

Fashion is a state of mind. A spirit, an extension of one's self. Fashion talks, it can be an understated whisper, a high-energy scream or an all knowing wink and a smile. Most of all fashion is about being comfortable with yourself, translating self-esteem into a personal style.

The clothes that you wear is a means of self-expression that allows people to try on many roles in life.

Whether you prefer hip-hop or Chanel-chic, fashion accommodates the chameleon in all of us. It's a way of celebrating the diversity and variety of the world in which we live. Fashion is about change that is necessary to keep life interesting. But I ask myself all the time how diverse is our fashion these days? We have different shapes, forms, colors, prints, sizes and material. Brands are coping al the styles of other brands. We use fabric to get clothes that fits around our bodies. We create with a 2D surface a 3D object. How can I as a designer make clothes more interesting and different then the clothes we already know? And what do I really miss in fashion. The fist moment when I realized that we don't have so much changes in fashion started after the première vision. I visit the fabric event in 2014 and I was super exited and thrilled to go there and explore all the new fabrics and the innovations that where made. When I left I was a little disappointed because is

missed the innovation in textiles. I expected to see a lot of new things but there wasn't. When I started to think what it was that I was hoping to see I realized that fabric is so 2d, it's super flat. I missed that extra dimension what I was hoping to find.

In my opinion we can create a new effect to add more 3D elements in the fabric. We use already lots of prints and colors, but this is only applied in a 2D way. When I add 3D elements in a fabric you get a whole extra dimension. I want to create this effect because I found it extremely interesting to see what an extra dimension can do with a flat surface. We have lots and lots of clothes with graphic prints, with a lot of colours and sometimes an optical illusion that creates an extra dimension. But why don't we use that extra layer. Adding an extra dimension in order to create more volume, movement and shadow. The print will not be only a print that stays the same, shadows change with the light, so your print will change, it will live. Visual experience and tactile experience are the mean argumentations why this is important.

For me it's important that we don't forget our old crafts. Our old crafts are a part of our culture and history. Our hat making for example, they created a round shape in the fabric to make hats. They used wooden molds and with steam and a lot of rubbing on the fabric it created a hat. We can learn from these techniques. I think we should use them and form them in a way that is possible this time. We have now more access to technology and each person have more knowledge about more disciplines. Which is extremely useful. In the old days your profession was a coupeuse or an electrician, now you can use your skills as an electrician and combining them with creating garments.

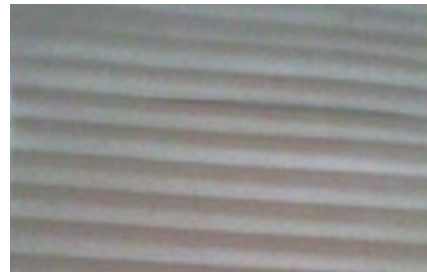
MY TOOL

My goal and plan was to create a tool that presses a 3 dimensional print in fabric.

First I needed to try and see what kind of fabric will work with my idea. The option for using synthetic fabric was the most obvious. Synthetic means that there is a plastic substance weaved in the fabric. A plastic substance can melt, formed into a shape and then the plastic becomes hard again so it will stay in the shape. I did some other material experiments with felt, woven wool, knitting wool. With these experiments is develop myself within the knowledge of material. I was quite sure that a synthetic fabric and felt will work, I wasn't to sure about woven wool and knitting wool. The fibers of the wool can stretch out so when I steam and press it I think it should stay in that specific shape. I wanted to try knitting wool as well because it is a very flexible and the stretch is really good, so I was guessing some parts would shrink and stretch out in the shape that I want and then with steam and heat it maybe would stay in that form.

To make a simple sample I put a piece of wool in the grill to see if heating and pressing will work. It did work and it is also staying in the

shape of the grill. That was for me a good starting point. For my second test I made a mold that consists of two parts. A bottom part with forms on it. And a second part that fits like a puzzle on top of it. You can put fabric in between the two parts. The whole mold fit in a normal heat press. I tried it with the different kinds of fabric to see what will work and what doesn't work.



fabric in the grill



2 part mold



2 part mold

With the results I was reasonably happy. I put all my results next to each other and look at them and think about what is good, what is not so good and what can I do to make it better. The things that I liked was, there had developed a 3d effect, the corners are sharp and it stays in the form how I pressed it (some fabric). What I don't like about it is that I create an extra dimension but the extra dimension is again flat. I want it organic and round. Now I only create a sort of extra layer on top of the fabric. This is also something we know already in fashion, there is nothing new about it. What I also find out is a good learn moment for the mold that I made, the shapes are to close to each other. There is no room for stretching in between. Also the puzzle pieces fit exactly in each other it needs some space in the puzzle pieces that the fabric fits in between too. Otherwise the fabric don't fit and it will tear apart.



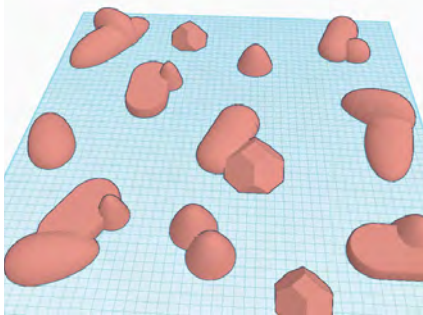
The material was also working a little different then I expected. The synthetic fabric worked well but it was not strong enough, the form collapses again. The knitting wool didn't work at all. When the shape was pressed, it did stretched to the form, but when the fabric was laying down for a while it stretched back and took his own form again. I tried a fiber filling to and this was working perfect! Only fiberfill is a filling it's not a fabric

where you exactly can work with, but it's work very good because the fibers of the fiberfill are very loose. What is also had in my mind when I went buying wool, some wools are very tight woven, some wools are a little loose woven so that was working better.

My next step was to figure out how to design a mold with organic 3D shapes. I choose only simple forms because it's easier to test with simple shapes. And I can make it later complex and more into a design. But I have to start with the easiest. The idea and the results of my last test was quite good, it worked with the heat press. The only thing what was a problem if I design a 3D mold that it is to big. It's probably too thick to fit in between the heat press. So my plan was to make a mold what is a heat press itself. I designed a two-part mold again. There are 3D shapes cut out in the bottom part and I made the top part that is a heater and presser and will fit exactly in the bottom part.

The next plan was an idea how to get 3D forms out of a material. I was thinking that as a material I could use wood again. But maybe gypsum, rigid foam or something like this could also work. I have two options to get shapes out of my material, getting shapes out by hand or by machine. The machine will be more detailed and more planned. So I choose to work with a machine and look what the possibilities were. The CNC machine can cut out 3d shapes. The machine works like a Robot, which has to be fed with the program and it follows all instructions. The entire cutting processes that are to be carried out and all the final dimensions are fed into the computer via a 3d program. The computer knows what exactly is to be done and carries out all the cutting processes. I

needed to draw a file in a 3D program and then convert it to a file that the CNC can read. I had no experience in drawing files in 3d, so I needed to figure out this a bit. The program thinkercad is software online that you can use for free and it is very easy to understand. So I tried that, looked up a lot of tutorials and find out quickly how the software was working.



I finished the preparation for using the CNC and after 3 hours it was done. I was extremely exited about the result and saw directly more and more options what the possibilities were with the CNC.



For the upper part it was necessary to find a way that it is able to conduct a lot of heat. I know that tinfoil can have some heat and that it is a good conductive material. I fill the shapes that are created in the bottom part with clay and cover the clay objects with tinfoil. For the first tests I used the iron. An iron heats up quickly and has a flat surface that can put on top of the tinfoil. The tinfoil will conduct, and heat up the object. I wasn't to sure if it will heat up enough to press. But I tried. When the fabric was over the bottom part I needed to steam it and then press the upper part in the bottom part with the fabric in between. The shape will stay in de fabric how I press it. It was not strong enough to hold so I stiffened it with latex. I choose latex because latex will stay forever and it is water-resistant.





the mold



put the fabric over it, and steam it.



make sure your upperpart is already 180 degrees, Put the upperpart on top of it.



press with the iron on the upperpart and hold it for a minute



Now it's like this. the shape is in there. it is not strong enough so now I put the latex over it.



end result

CONCEPT

When I tell people that I study fashion at the art academy, they often respond with the answer: “That’s what I find so amazing, that you can think of all those ideas! Are the ideas never finished?” Whereupon I amazed and my answer back is: “No, it is never finished, I have too many ideas to work out! “.

As a small child everybody had too crazy unrealistic ideas; to fly to the moon, to go on a trip with your teddy bear in your homemade car of anything you could find. Playing with Lego or Barbie dolls and attributes and creating whole new life situations on your own way in your own world. The kids mind has no borders and that makes it so much fun for playing. Of course there are already major creative differences between children, someone on the beach makes a castle of water and sand and try to find everything of the beach to make the castle bigger, the child will play around if she of he is the king or queen of the castle. A child like this has a wider fantasy than someone who makes a sand angel with his body. But the brain of both children will anyway have more imagination than people who are adults.

Our Dutch sobriety put us sometimes with both feet on the ground, but it is shown that fantasizing is not so bad. Yet fantasizing is long considered as negative and bad. Meanwhile, there are many scientists who see fantasizing as an added value. If you like as an adult to step out of reality by using fantasy, it really doesn't have to be a bad thing. Of course there doesn't change a thing in the real world if you step out of reality for a moment.

The mind can try to “save” the body for reality. Fantasize in general can help according to some scientists from India to clean the body. This is done by means of the power of visualizing that you can look in your own body, and the mind set flows one by one and detects possible blockages and dissolves in

the body (according to a certain method). This is accompanied by a specialist and now used regularly as a medical form in the western culture, when the scientific results have no solution for a problem. It is not the only way, as seen from the oriental medicine, to try to resolve the physical problems in this way.

You don't need to be an expert in fantasizing, but it helps to apply some imagination to make things clear in your mind.

Your own imagination can even help you make more dreams come true. The book by Barbara Tammes "Building your Castle in the Clouds" is in my opinion a perfect book as an example. She believes that you can create a new reality by means of fantasy. If you want to change something, you need to see it the first in your brain. You need to visualize it first totally clear in your head. "If you don't have any ideas to visualize your future dreams in your mind, how do you think it can ever be true?" When you looking into the direction that you want to follow, then the chance will grow that it will happen. If you have a goal to reach and you totally go for it, then that goal often succeed. Things to wish are simply important. There are more wishes that are failing because of giving up than that wishes do not come true. Some people will think to themselves, "I can't imagine, I don't have a creative imagination". That doesn't really make sense anyone can fantasize.

"When it's about materialistic things everyone can visualize." Said Barbara Tammes. "When you see a catalog full of clothes for sale, you want automatically have something from the book. In my book I offer therefore in each new choices. It is a mail order catalog of desire. If you are handed a choice, you start to imagine what you want. The setting of an air castle, I chose it because it is so far removed from reality. People find it difficult real changes in the world to see for yourself, but because the air castle is far from reality, do you agree that anything is possible. "

Barbara Tammes thinks that everyone need to have their own air castle because it's a comfortable place to think about yourself. When you accept your own evil side, you will be less scared of it when other people show it. And vice versa: if you can accept something where you can be proud of, you can also do that for others. And so you can change the world for yourself.

I completely agree what Barbara writes in her book, if you don't have the imagination to create your plan in your mind, how will it ever succeed in real life. Beside her idea of fantasy has in my opinion not so much to do with to real life. The best relaxation and get yourself in a happy mood can really be achieved by letting the imagination run wild. Find relaxation by a good fantasy moment, many people can get the stress out of the body. Adults today are static and serious. In our Western culture it's not accepted as an adults to think "weird" and its not allowed to experience "childish" adventures in your head. Why can't we and why are we not allowed to do that anymore, it is wonderful to you to get out of the serious world located and to imagine yourself in a landscape with colorful large mountains. Children are looking carefree at the world, they have nothing to worry about. Adults have concerns, fixed expenses, career, children and so on. When adults sometimes imagining them in their own perfect (perhaps unrealistic) world it

could only develop in a positive way. You relax and for a little while there is nothing to worry about.

My final collection is going to be based on the concept of our rich fantasy memories and positive escapism. The stories that we believed as children and fantasy stories that we created in our head are my starting point. For tools of the trade I will use my own imagination and my own fantasy's. I'm a huge daydreamer. I place myself in a landscape full of coloured mountains where I can fly through. I see all this weird shapes with colour-blocking images everywhere.

I travelled a lot and the best times when I was extremely happy was in a place where we had mountains everywhere. Mountains are so big, they are so overwhelming great and so powerful. Mountains has a healing power. When you climb a mountain you rise in altitude, oxygen levels in the

air lower. your body compensate by boosting our hematocrit levels (quantity of red blood cells.) It is the same effect which is created artificially when athletes use performance-enhancing drugs. In this way, the mountain air give your body a natural "boost," without any risks to our health. Just the opposite, in fact: when you rediscover the natural beauty of the mountains, sensations dating back to our childhoods are reawakened. The mountain air is a fountain of youth, perpetually renewed through the rediscovery of the wonders of the natural world, the flora and fauna. Going to the mountains means conforming to the rhythms of mother nature, and to the rules she imposes. It means taking a break, skis or snowshoes on our feet, and acknowledging our smallness in relation to an infinite landscape. A trip to the mountains allows us to put things into perspective. It is a healing and regenerating experience, too rarely accessible during the rest of the year.



I decided that I will make two molds, the one with different shapes and a new one with mountains. I can visualize abstract mountains with the shapes mold and more concrete mountains with a new mold. I draw again in the program tinkercad. And went to to CNC machine. I choose this time to use foam instead of a wooden mold. Woodcutting takes much longer than foam. Afterwards I learned that I have to use wood next time again because it absorbs water so the process of pressing will be faster. When I did pressed the mountains

in the textile I started to think about how to color the mountains. I tried many things out. To sew extra textile on top of it, to color the fabric itself, to color the latex that the textile will absorb the latex and you see it trough, embroidery ect. I didn't get the look that I was hoping for. It was to abstract and in the mountains I wanted to create a more concrete image of mountains. Then I decided to use digital print because it will give a strong image of real colorful mountains.





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