



“If I cant have love, I want power” Portfolio
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Fashion Design and Development: Final Year Group C
London College of Fashion
22017807



Fashion provides a purpose larger than the fabric adorned around the body, it holds a sentimental value that protects and empowers the wearer in day to day life. We make clothes for an identity not just the physical body with the main importance being lasting a lifetime, clothes need to last and be adored in their existence, people shouldn't want to get rid of their clothes and buy new ones, I want a world where clothes are worn to their last dying breath and then transformed into new ones.

The point of my fashion is a disconnection from the world. It's an exploration of the things we cannot see, the figments of our imagination. It shows that living in your mind sometimes is not a bad thing, isolation and loneliness don't have to be sad. It can be nostalgic, it can be a memory of happiness that once was. Our designs are inspired through storytelling, we give the clothes a story for you to carry and continue as you wear the garments. Our clothes are emotionally connected to the wearer not just adorned on a body.



Every garment is a piece of a story, crafted with memories before it reaches you. Each design carries its own past story - more than just clothes they're waiting to be worn, lived and added to.

- Georgina

2.3 BRAND VALUES

RESPONSIBLE TEXTILES

I want to make garments that are long lasting using strong fabrics and seams that are timeless when it comes to trends. I want to prioritise fabric manufacturers that are transparent and ethically source their fibres. Additionally we prioritise deadstock fabrics when they can be used and sourced.

ONE OFF

Each garment is exclusively one off manufacturing, creating an emotional connection between the garment and the wearer. This creates a garment that is more than just an item of clothing it is an art piece that is cherished and passed down generations. Ideally the consumer will feel a part of an imaginative world with Disgrace and are a part of a story.

MADE IN THE UK

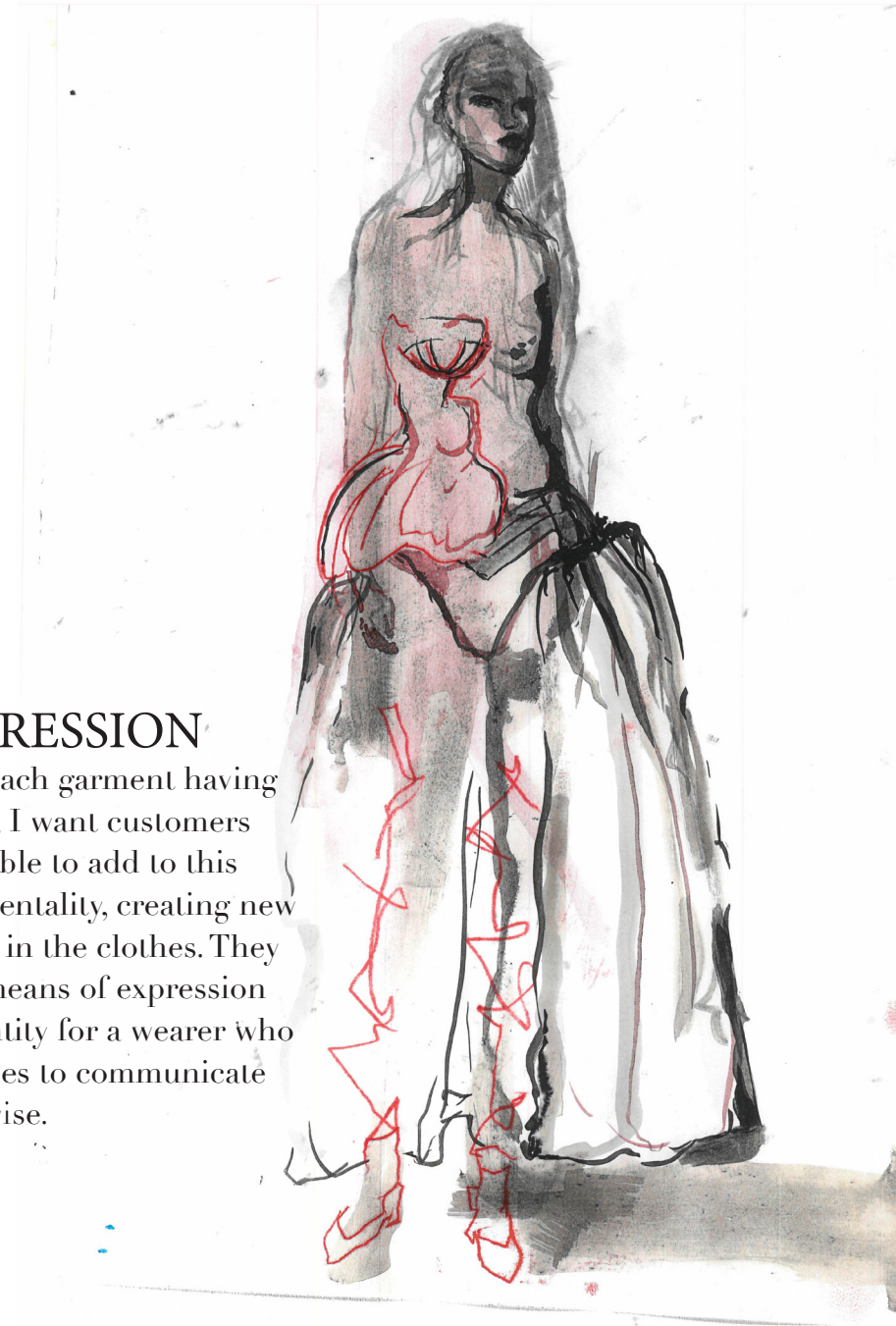
Using fabrics from mills sourced in the UK, prioritising natural fibres, that are high quality. I want to work closely with these mills and have a transparent relationship with my consumer about how and where the fabric and garments are made.

PRESERVATION OF TECHNIQUES

We use tailoring techniques such as hand dyeing, hand sewing and mending as well as applique, that are long lasting and hand work with every garment, embracing tradition and handcrafted garments.

EXPRESSION

With each garment having a story, I want customers to be able to add to this sentimentality, creating new stories in the clothes. They are a means of expression of identity for a wearer who struggles to communicate otherwise.



My Muse is complex,
My muse is contradictory,
She is too loud and too quiet
She is a juxtaposition of life.
She can be embarrassing but who cares.
She feels deeply and lives in her head,
Her mind is safe and in control
She loves deeply, she cries harshly,
She laughs dangerously.
My muse is confident, she is independent.
She is authentic and she follows her own mind.
She doesn't care about what anyone else wants,
If you're wrong she'll correct you.
She relies more on her mind than her words.
My muse is an artist, she is expressive.
My muse is obsessive and will devour you whole.
My muse cares about people and the world,
She values beauty and quality.
My muse is walking down the street,
In a dress, in the rain.
She doesn't care what you think.
My muse defies your expectations.



Let me let me
Please just let me.

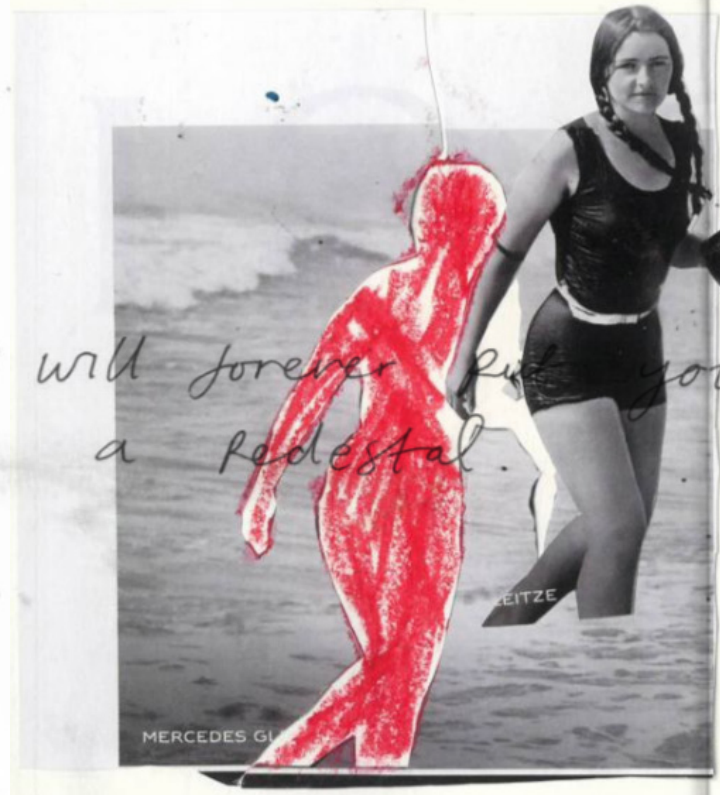


LIMERENCE —

A STATE OF MIND WHERE A PERSON IS INFATUATED WITH ANOTHER PERSON

CHARACTERISED BY: INTENSE FEELINGS OF LONGING, INTRUSIVE THOUGHTS AND A DESIRE FOR RECIPROGATION.

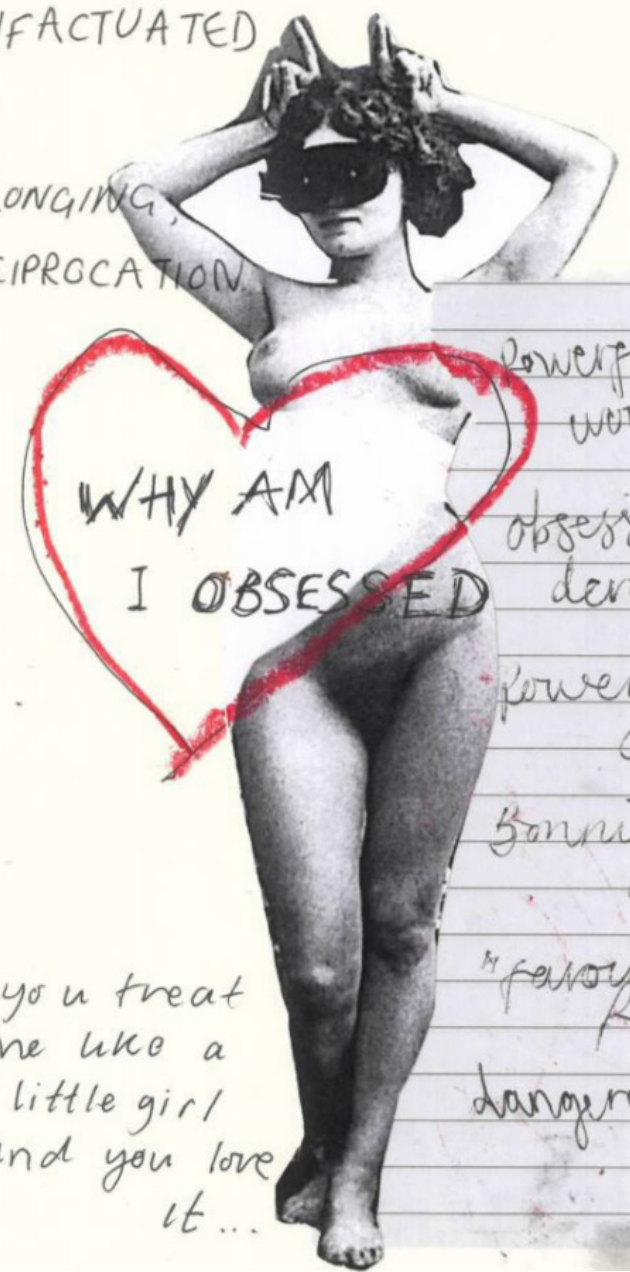
did you ever even love me?



I will forever put you on a pedestal.

Maybe I shouldn't have killed myself trying.

You are everything bigger than the whole sky



WHY AM I OBSESSED

powerful women.
obsession.
devotion.
power + control.
Bonnie + Clyde.
"favourite person"
dangerous.

you treat me like a little girl and you love it...



like a virgin



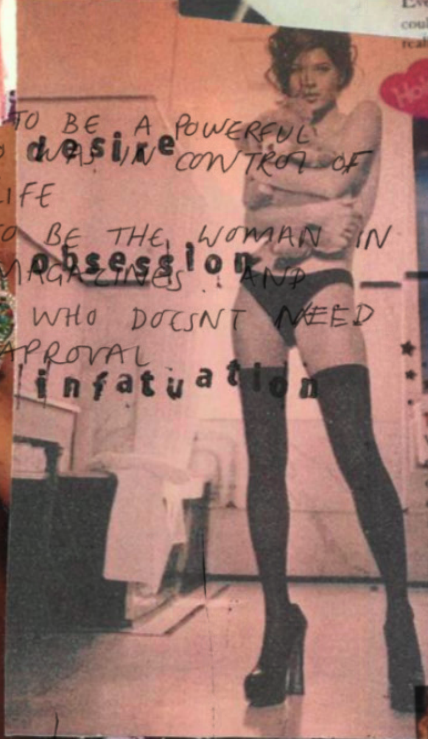
WERE SUPPOSED TO BE SEXY! YET ALSO MODEST BUT NOT TOO MUCH!



I WANTED TO BE A POWERFUL WOMAN WHO HAS CONTROL OF HER OWN LIFE
I WANTED TO BE THE WOMAN IN MOVIES AND MAGAZINES AND THE GIRL WHO DOESN'T NEED A MAN'S APPROVAL
obsession
infatuation



Ever since the rise of grunge in the early 90s, the term messy girl has been thrown around in negative terms. How could it be making a come back in positive terms. Read and find out how to rock this look and what this look really is.



The new Courtney
Who is Sly Ferreria an
musician based in New
over the years due to
outfits. Below you can see
sheer stockings. Sticking to the messy girl staples. She
invited to fashion shows during fashion week, and
appearances at party
quite the party girl. You
her style but change
she makes a perfect
Messy girl's anthem.
It's not only about the fashion
empowerment. Here's your



What is a messy girl?
Messy girls are girls who throw on whatever is left on their cheetah print carpet floor. Messy girls like to smoke cigarettes and their daily diet consists of a black coffee and occasional lollipop. Messy girls throw their hair up however way possible, while still making it look intentional. You get the gist?
How to rock it
The messy girl style consist of cheetah print jackets, lot of fur, pearls, and red lipstick. Make sure you have yo black sheer stockings and baby doll dresses. For a more modern messy girl look, bring some black smudged eye shadow and dyed hair. As miss Mary Kate (or, ashley we don't know) is rocking a half red half blonde dyed look.



KURT COBAIN
in his honor

Who started it all?
Courtney love is the head leader for the messy girl style and grunge. Courtney love is a riot girl and or grunge musician, who was previously married and now widowed to grunge musician Kurt Cobain. Courtney love has brought all the messy girl staples to view, like the baby doll dresses, bleached blonde hair, messy lipstick and stockings with school girl pumps. Courtney love took inspiration from past rockstar girlfriends, like Nancy. Sid vicious of the sex pistols previous and also scandalous lover. It begs the big question...Sid and Nancy, or Kurt and Courtney? Courtney released the album 'Live through this' in 1993, and since then has remained a vital part of all riot girl and women empowerment music. Though Courtney can a bit of a scandal sometimes, she has a killer voice.

How to be a 'Messy girl'

ETERNAL SUNSHINE OF THE SPOTLESS MIND.

After a painful breakup she goes through a procedure to erase all memories of her former boyfriend

- Intricacy of Relationships + Pain of Loss



I WANTED TO BE A POWERFUL WOMAN WHO WAS IN CONTROL OF HER OWN LIFE
I WANTED TO BE THE WOMAN IN MOVIES AND MAGAZINES, AND THE GIRL WHO DOESN'T NEED A MASS APPROVAL.



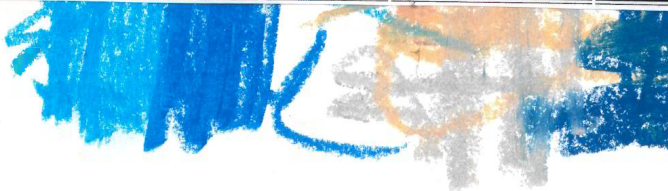
Winn-Dixie



Nan Goldin



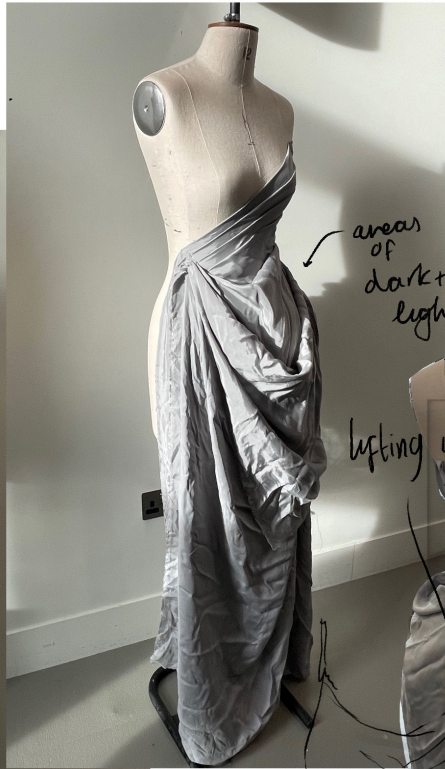
TRACEY EMIN - MY BED.



using the harsh lighting



spotlight - all eyes are on you.



areas of dark + light.

lifting up.

unpredictable sense of exposure through the light.



asymmetry unpredictable.



padding.

adding volume using fabric.

exposure

feels windswept.

rawness + imperfections

slip dress draping





See through unguarded unarmed?

exposure

vulnerability - exposure.

unravelling

oversized covered up.

Layered - child like throwing clothes on.

open exposed to the elements.

tight trapped

heavy drape

trail - something that keeps going

will get damaged and worn with more wear. shows its life.

infacturation - constriction, then an explosion - gathered volume.

Juxtaposing fabrics - conflicting each other.

using underwear as a starting point.

controlled pleating falling to an uncontrollable pool of fabric.

waves of drape nature's forms.



fabric spilling. emotions overflowing.

idea of a large jacket hiding the underneath.

beauty + pain

↑ layers



LINE UP



LINE UP

BRUISED

DISGRACE.
I LEFT, and I
didn't feel the cold
Just the freedom.
CONTROL
POWER.

DISGRACE.
I open my heart
and you devour
me whole.
I gave you all power
This pursuit of love
only ends in pain.
VULNERABILITY
EXPOSURE

DISGRACE.
OBSESSION
INFATUATION
the scent of your
perfume clung to
my clothes.
I took photos of you



add furting to collar.



I like the size of the collar. - can be folded up and down.



can be worn longer / shorter



channel across both sides to go



push weight further back.



vent is in good place.

like the opened bottom - just top buckled.

LOOK 1: OBSESSION AND INFATUATION





dark - hiding yourself.
an illusion of what
is underneath



JACKETS

throwing a
jacket onto.
- not caring.



LEATHER
FUR
WOOL.

OVERSIZED
HEAVY



different
levels of
opacity.

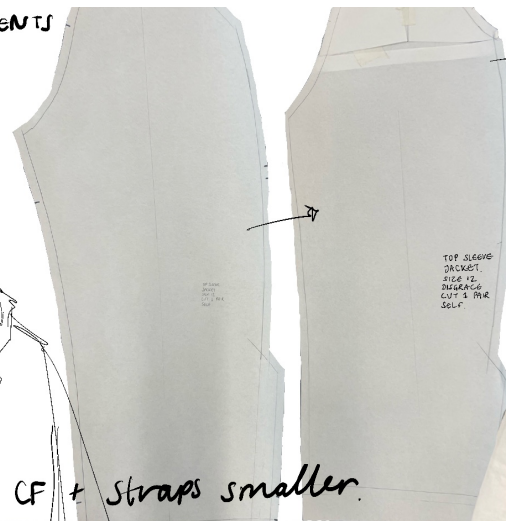
layers



vents in sleeves
and double back
vent.

wrapped around
the body.

ADJUSTMENTS



sleeve ruffle
- raising head +
width.

TOP SLEEVE
JACKET
SIZE IS
DISCREPANT
COST + OVER
SELF.



Raise CF + Straps smaller.



creating a more
boxy oversized
fit.

RIBBED
WOOL
SELF.



SATIN
CREPE
LINING

RAISE
HEM

SILK CHIFFON.

lengthen
gather

asymmetrical hem.
move side panel further forwards.

LOOK 2: VULNERABILITY AND EXPOSURE



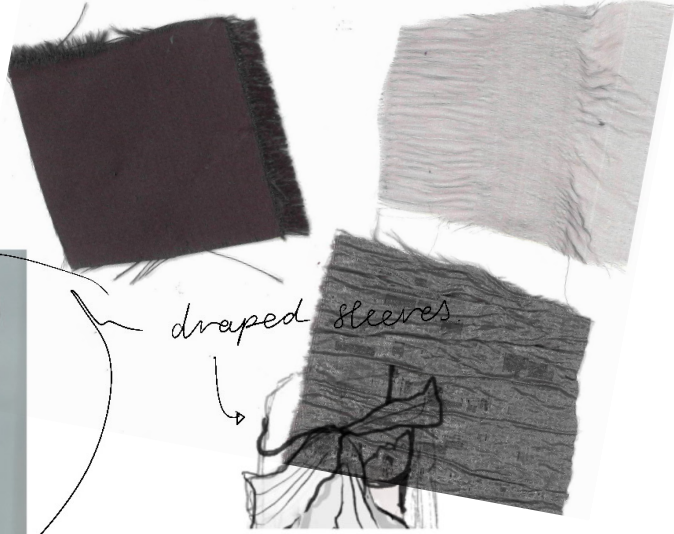




more fabric needed at front



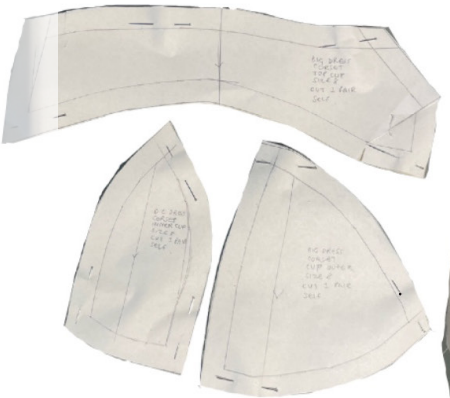
draped sleeves



ORIGINAL CUP PATTERN.

the original cup pattern was too flat and not fitted enough around the bust.

NEW CUP PATTERN.



LOOK 3: POWER AND CONTROL







Fight me Coat
SS25-CC-003



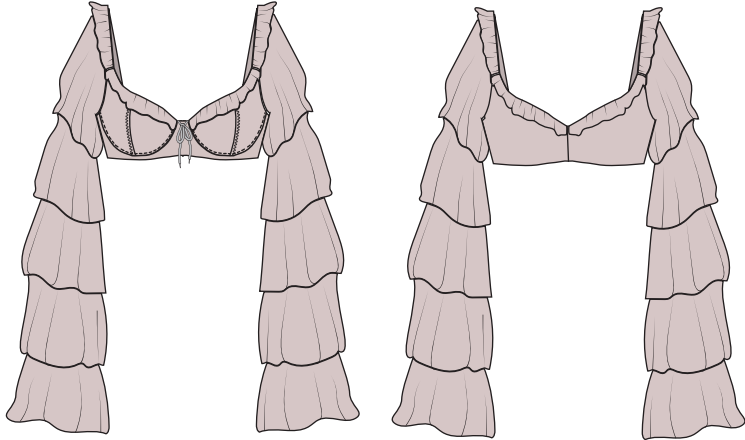
You dont see me you use me jacket
SS24-SS-002



Man Coat
SS24-GiL-002



Elizabeth Grey Coat
SS25-R+J-006



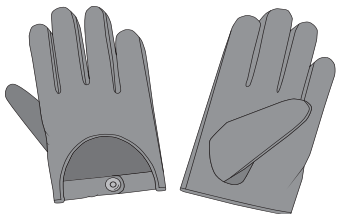
Letter to god (1999) top
SS25-BD-003



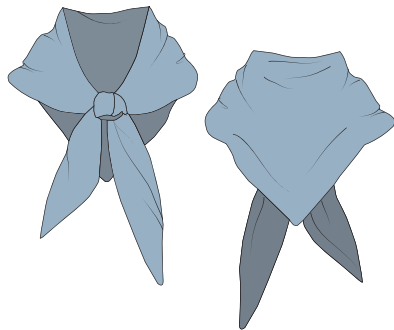
Lover shirt
SS25-ES-000



Cover Me and Suffocate me coat
SS20-BM-090



Biker Gloves
SS25-ES-000



Paris Scarf
SS25-ES-0056

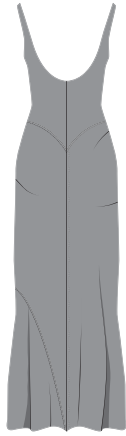
RANGE PLAN



An Eternity Dress
SS25-CC-003



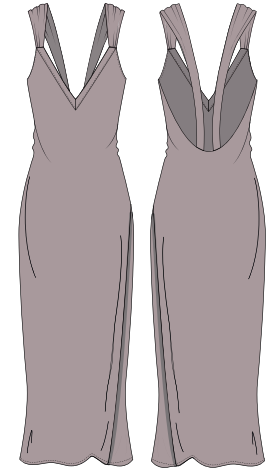
Look at Me
SS24-SS-002



God I love you Alright?
SS24-GiL-002



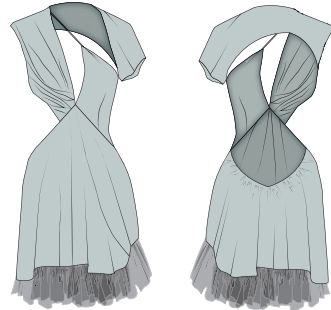
Juliet
SS25-R+J-006



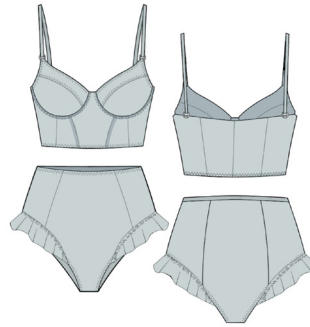
Kathryn
SS73-ily-018



I hope Im Embarrassing
SS25-BD-003



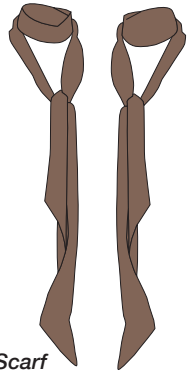
Clementine
SS25-ES-000



Black Mascara
SS20-BM-090



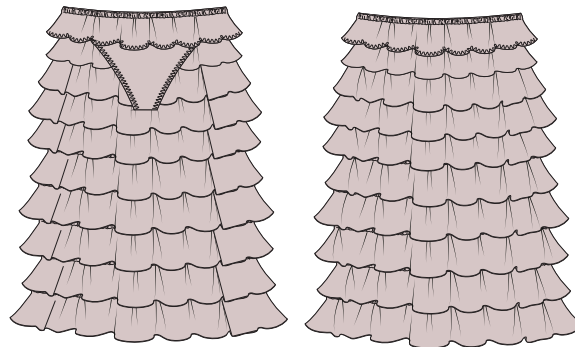
Im over it
SS25-IT-080



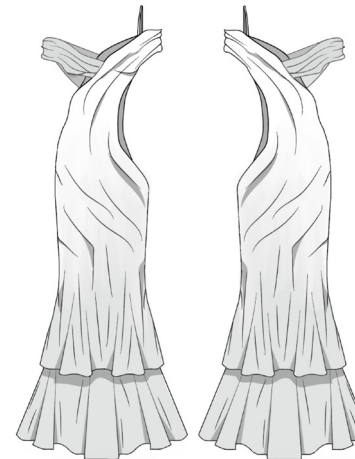
Strangled Scarf
SS21-FU-090



Bloomer
SS34-BH-0000



Forever and Ever
SS12-FE-890

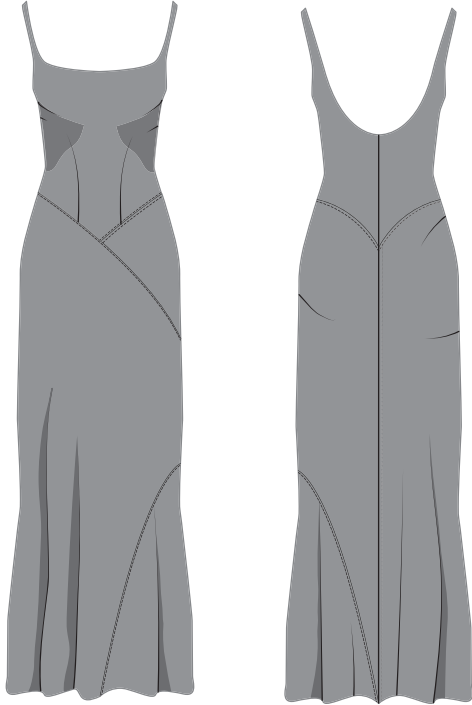

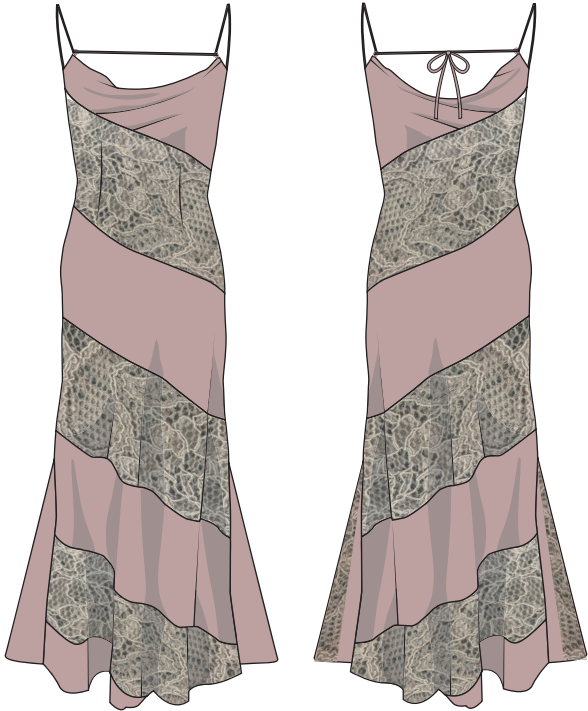









Wrap me
SS22-WM-040



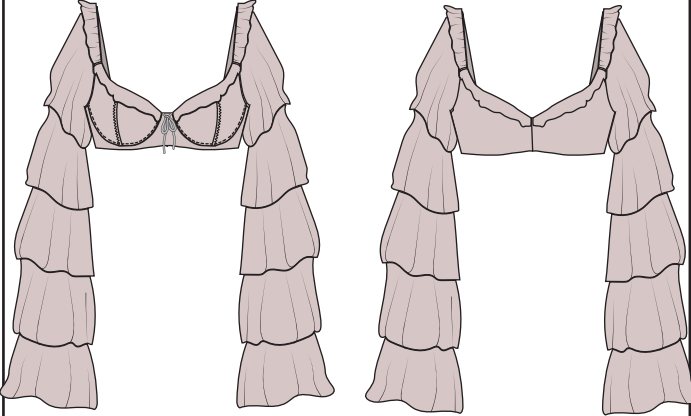






Jesse's Girl
SS25-03-027

RANGE PLAN

<i>Look At Me Dress</i>	<i>Obsessed Dress</i>	<i>An Eternity Dress</i>
		
<p>Sheer silk Chiffon slip dress with panels.</p>	<p>Corseted, dark red, mini dress with heavy metal buttons and zip</p>	<p>Bias cut lace and silk crepe slip dress with button stand and covered buttons on both sides.</p>
<p>STYLE CODE: SS24-SS-002</p>	<p>STYLE CODE: SS45-MD-004</p>	<p>STYLE CODE: SS25-CC-003</p>
<p>SIZE UK: 6-18 Custom Available (price may vary)</p>	<p>SIZE UK: 6-18 Custom Available (price may vary)</p>	<p>SIZE UK: 6-18 Custom Available (price may vary)</p>
<p>COLOURWAY -  </p>	<p>COLOURWAY -   </p>	<p>COLOURWAY -  </p>

<i>Fight Me Coat</i>	<i>You Dont See Me You Use Me Jacket</i>	<i>Cover Me and Suffocate Me Coat</i>
		
<p>Black wool coat with metal buckles and gathered bell sleeves</p>	<p>Wool Tailored double breasted Jacket with silk frill across the hem and sleeves.</p>	<p>An oversized fur jacket that consumes the wearer and covers the face.</p>
<p>STYLE CODE: SS78-BC-012</p>	<p>STYLE CODE: SS24-OW-002</p>	<p>STYLE CODE: SS25-FOF-003</p>
<p>SIZE UK: 6-18 Custom Available (price may vary)</p>	<p>SIZE UK: 6-18 Custom Available (price may vary)</p>	<p>SIZE UK: 6-18 Custom Available (price may vary)</p>
<p>COLOURWAY -  </p>	<p>COLOURWAY -   </p>	<p>COLOURWAY - </p>

<i> Lover Shirt </i>	<i> Black Mascara Underwear </i>	<i> Letter to god (1999) Top </i>
		
<p>Over sized silk shirt with front pocket</p>	<p>Corseted bra top with highwaisted paneled shorts.</p>	<p>A Bra top with gathered and layered chiffon sleeves</p>
<p>STYLE CODE: SS99-LS-082</p>	<p>STYLE CODE: SS20-BM-090</p>	<p>STYLE CODE: SS02-LTG-002</p>
<p>SIZE UK: 6-18 Custom Available (price may vary)</p>	<p>SIZE UK: 6-18 Custom Available (price may vary)</p>	<p>SIZE UK: 6-18 Custom Available (price may vary)</p>
<p>COLOURWAY - </p>	<p>COLOURWAY -  </p>	<p>COLOURWAY - </p>

