

# **MARK I**

***BA  
Bespoke  
Tailoring  
Adem Zeki***

## Mission statement

My aim is to build a collection of suits for my client, 40-year-old F1 driver Lewis Hamilton, for a fictional group of events stretched across his early 2025 F1 tour. Each outfit is inspired by a car made by a team he has raced for and aims to reflect both the car brand's design features as well as my skill in incorporating these into bespoke suits. I aim to use traditional tailoring techniques, built into my arsenal over my 3 years on the course, as well as improvise to build custom details, such as pockets, body shapes and lapels that were not taught on the course. The colours, fabrics and trimmings will be focused on to properly show my intuition as a designer as well as my ability to work with and transform different fabrics into a structure of my wish. I wish to learn my own modernised take on bespoke tailoring over this project, learning techniques to unusual shapes and cuts. My hope is to formally tailor a garment to my client, considering my client's body measurement and sculpting the suit around their shape, making their suit properly tailored and not just artistic and poorly fitted. I have taken inspiration from many different tailoring styles, including the tightness of Italian tailoring mixed with the heritage and comfortability of traditional British tailoring.

Colour trim + options



altered until perfected  
(chiselled)

Production



Car modification  
↕  
alterations



# Sampling

Mercedes AMG GT Black Series vent detail pocket flap

Bugatti Chiron detail

McLaren Speedtail headlight/egg pocket

Ferrari F40 vent pocket

Mercedes SLR McLaren door/engine detail

F8 Tribid engine cover



**Client** Lewis Hamilton  
**Age** 39  
**Occupation** Racing Driver  
**Net worth** £69 Million  
**Audience** Male 18-39  
**Hobbies** Fashion, music, skiing

**A bit of History**

At the time of creating my project, Lewis was at Mercedes' F1 team, joining Ferrari at the start of 2025 for a two year contract. This serves as a perfect opportunity to use this project as a celebration for a new stage in his career.

Hamilton first started his F1 story at McLaren's racing team in 2007, ending his first season with them at 2nd best in the world. He then joined Mercedes in 2013, helping them to become one of the strongest F1 teams with him and his racing partner Nico Rosberg winning 51 out of 59 Grand Prix.

Hamilton has a vast number of records including:  
 The most F1 world's drivers championship titles at 7 tied with the famous Michael Schumacher  
 The most wins at 105  
 The youngest champion leader at 22  
 And podium finishes at 202

There is no doubt that Hamilton is one of, if not the, best F1 drivers ever, and we are fortunate enough to have him be from our own country, with King Charles knighting him in 2021. Hamilton is also a philanthropist and human rights activist making him the most deserving client for a bespoke suit

**Where is Hamilton wearing his suits to?**

To celebrate Hamilton's move to Ferrari, I am putting together 3 invites for events by all teams he has driven for. These events each take place in cities where F1 races are held, around the times those races are held.

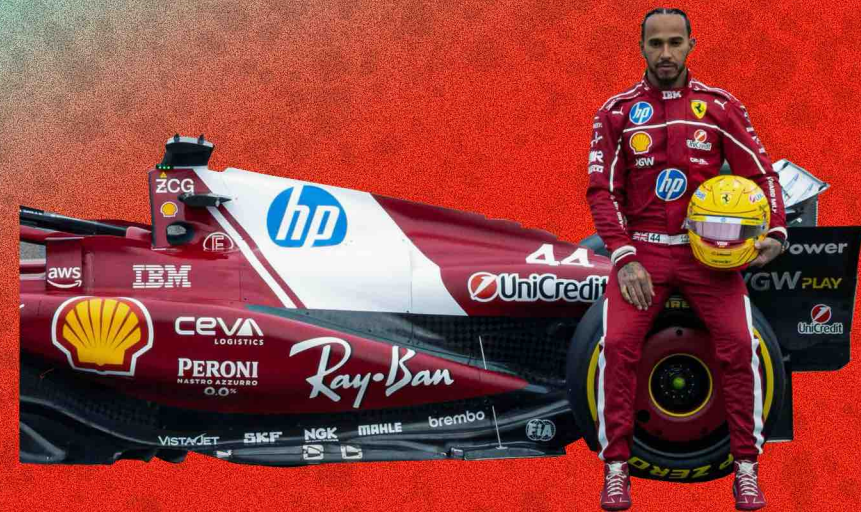
Hamilton will have a suit per event, corresponding to the racing team hosting the event in honour of him.

The First event will take place in Monaco, famous for the street tracks and rich viewers who famously drive fast cars themselves.

The second event will take place in Canada, where their track is situated on a man made island on the St. Lawrence River

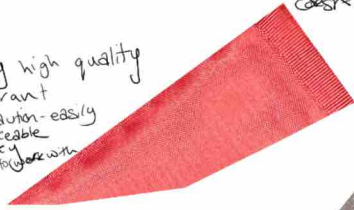
The third event will take place in England, Hamilton's home country, one of the worlds most famous tracks known for it's flat terrain





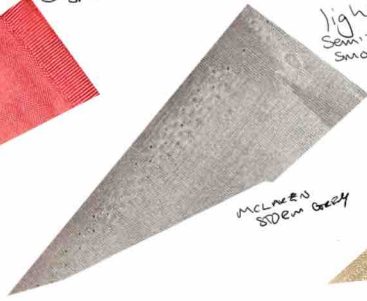
Lining

Very high quality  
vibrant  
Precaution - easily  
Pierceable  
Silky  
Hard to work with



FERRARI  
ROSSA  
COSSA

light  
Semi-transparent  
Smooth



MCLAREN  
STORM GREY

Skin like tone  
thicker  
silky



MERCEDES  
PARCHEMENT INTERIOR  
MBZ54

Best quality  
fabric of all  
shows a  
thin  
Proper Suiting



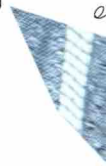
Thicker  
contrast gives a distance  
easy to work with  
easy to tear



offers variety to selection  
very heavy



extremely light  
more shirt-like fabric  
not suitable

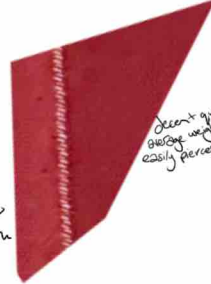


MERCEDES MANUFACTURE  
ARABIAN GREY/  
MCLAREN STORM GREY/  
LAMBORGHINI GRIGIO ESTIVALE

High quality  
easily made  
malleable  
thicker



Light weight  
Too light tone  
Hard to work with  
easily damaged



decent quality  
average weight  
easily pierceable



thicker knit  
lighter  
easy to work with  
semi-transparent



low quality  
vibrant red  
extremely easy to work with  
less likely to damage when pinned

FERRARI  
ROSSA COSSA



Hard to work with  
too light colour  
Extremely lightweight




flexible  
more accurate  
lightweight  
tight knit


MCLAREN  
PAPAYA  
ORANGE




Mesh  
lightweight  
hard to work with (keep still)  
thin & soft  
thin and silky  
easy to sew



I'm using these fabrics to fit the design's futuristic, sleek look. The smooth grey is a metallic colour that makes the design appear more minimalistic. The orange is very close to McLaren's signature papaya orange, and is a flexible and easily malleable fabric to mold into the difficultly shaped pocket. The lining supplies a light dark grey contrast tone that creates a stylish and satisfying inside.



I'm using these fabrics to fit the Ferrari brand's signature colour Rossa Corsa. The red main fabric is a lightweight wool that allows the pocket to move around the seam allowance. The satin silk lining matches the red for a complete tone on tone jacket, fitting the colour scheme of the car.



I'm using these fabrics to fit the Mercedes SLR's mature and elegant status in the supercar market. The patterned grey is a traditional British wool patterned fabric from up close but from afar is a deep grey tone, mimicking the shiny and commonly used grey colours used on Mercedes. The mesh acts as a cover for the visible canvassing copying a transparent engine cover and the lining is a deep mature brown, acting as the interior of a luxury Mercedes-Benz with real leather seats

sleeve



- Mercedes SLR  
grey-horn contrast

body



elegant. Mature. Classy.  
Luxurious. Expensive.

sleeve



- Ferrari F40  
tone on tone

body



wild. Sporty. Flash

body



- McLaren Speedtail  
tone on tone + texture (Horn)  
Smooth. Futuristic.  
Space. Overexaggerated.

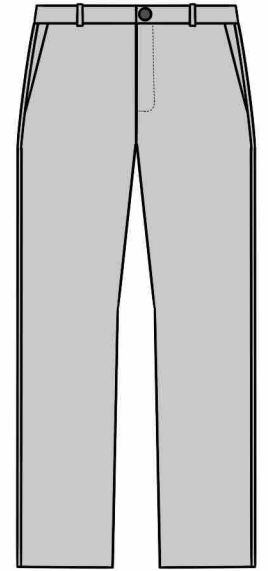
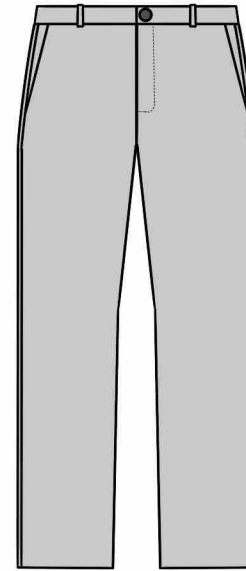
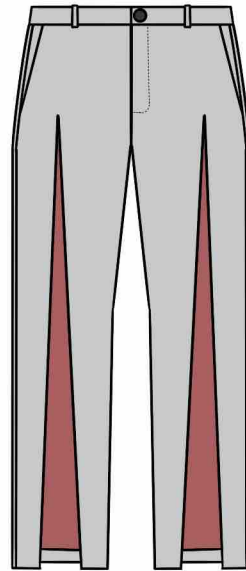
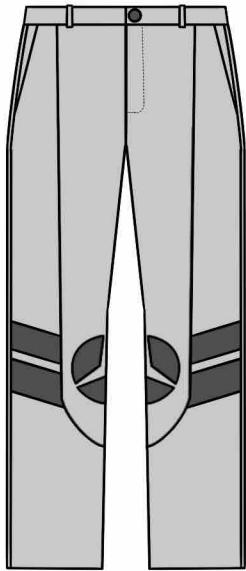
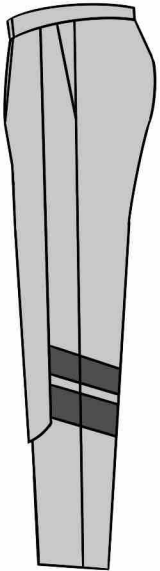
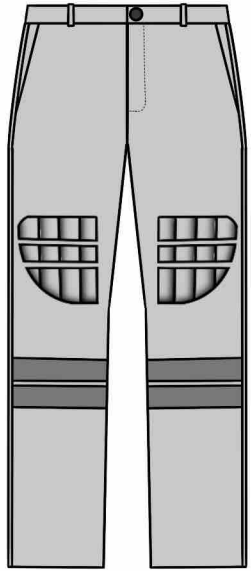
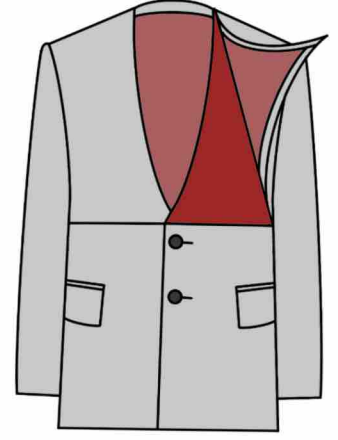
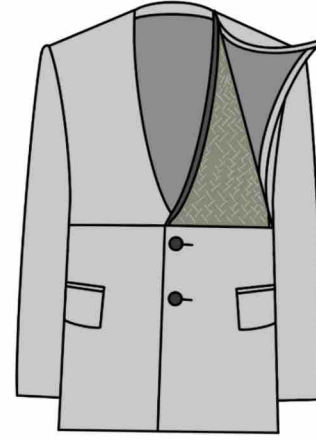
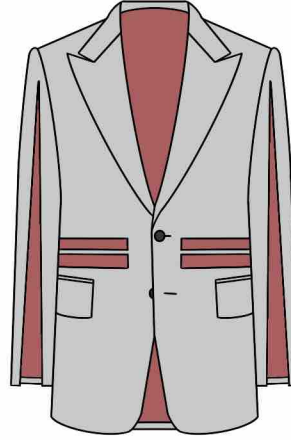
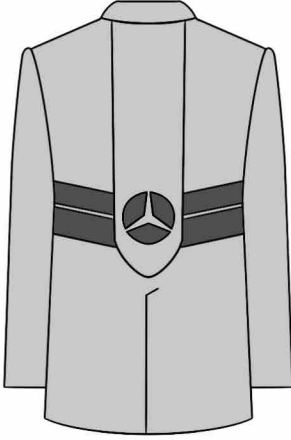
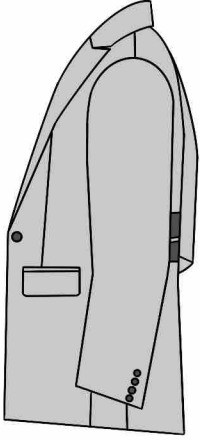
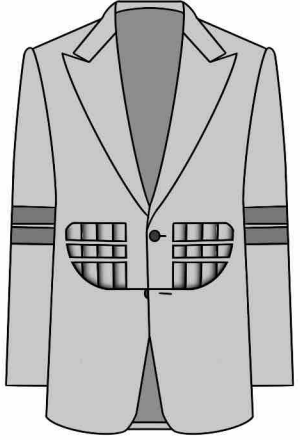


# Outfit 1

Mercedes Benz

SLR

McLaren





# Anatomy of a car

Fig. 2- anatomy

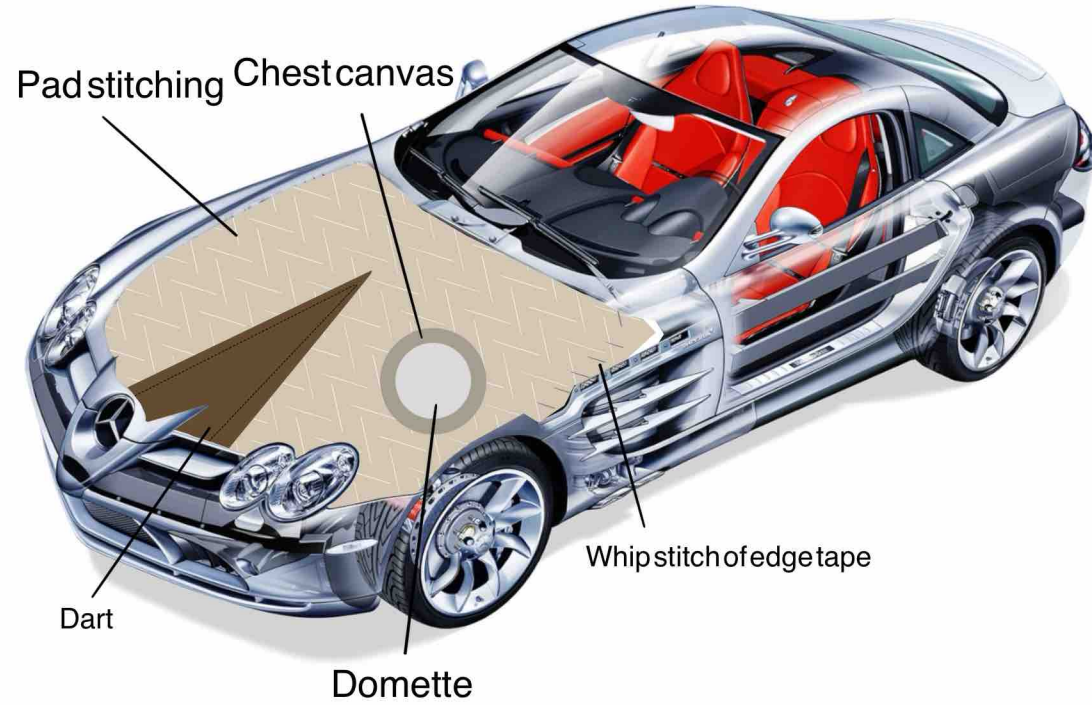


Fig. 1- Jacket

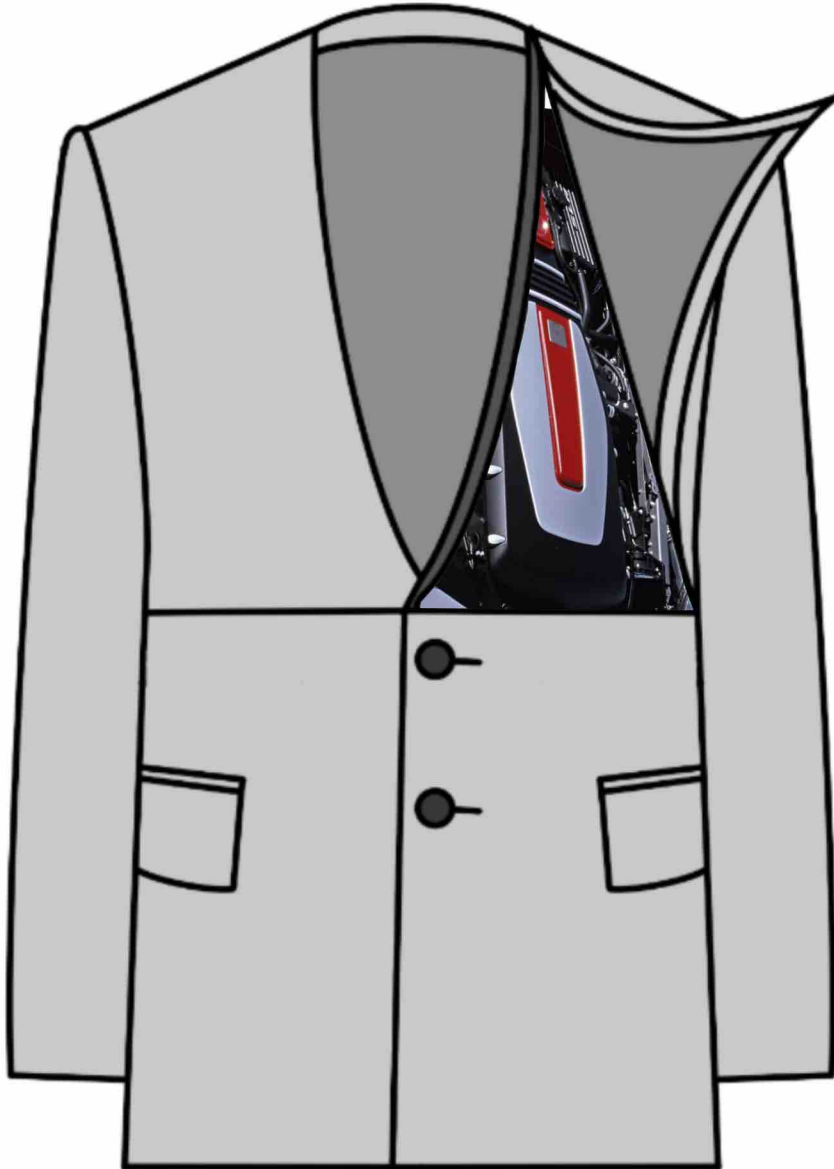


Fig. 3- Wings



Model  
**Exterior**

Colours

Interior  
Your vehicle

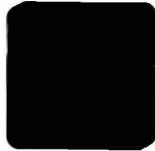


All



Best-seller

Palladium Grey



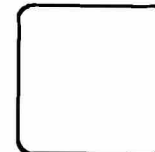
Galaxite Black



Crystal Laurite Silver



Crystal Digenite Blue  
Metallic



Pure White

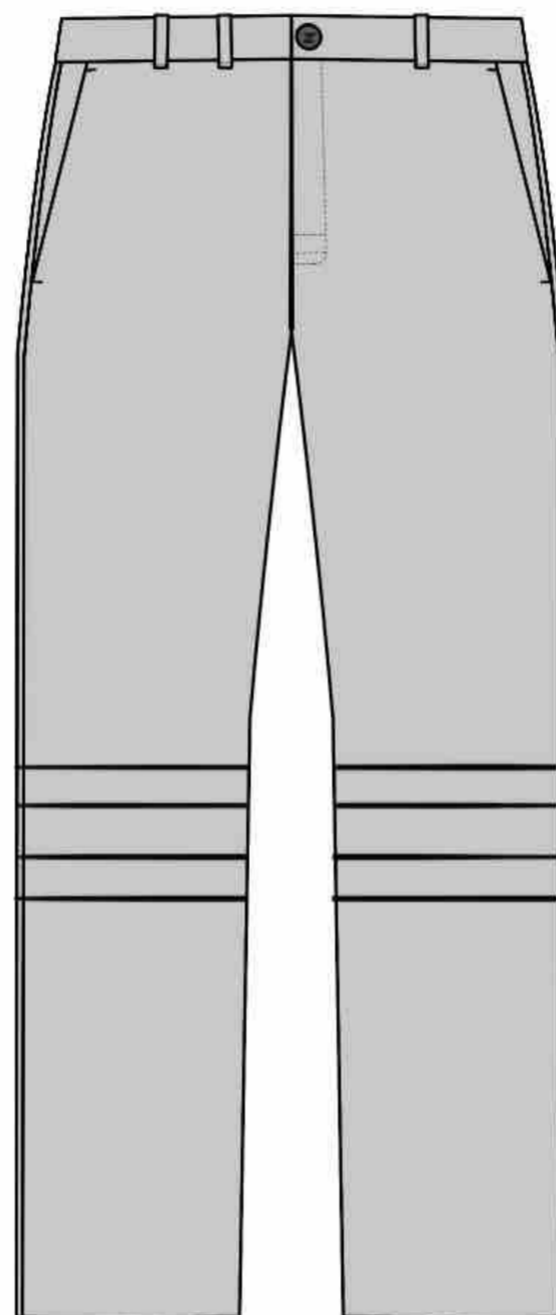
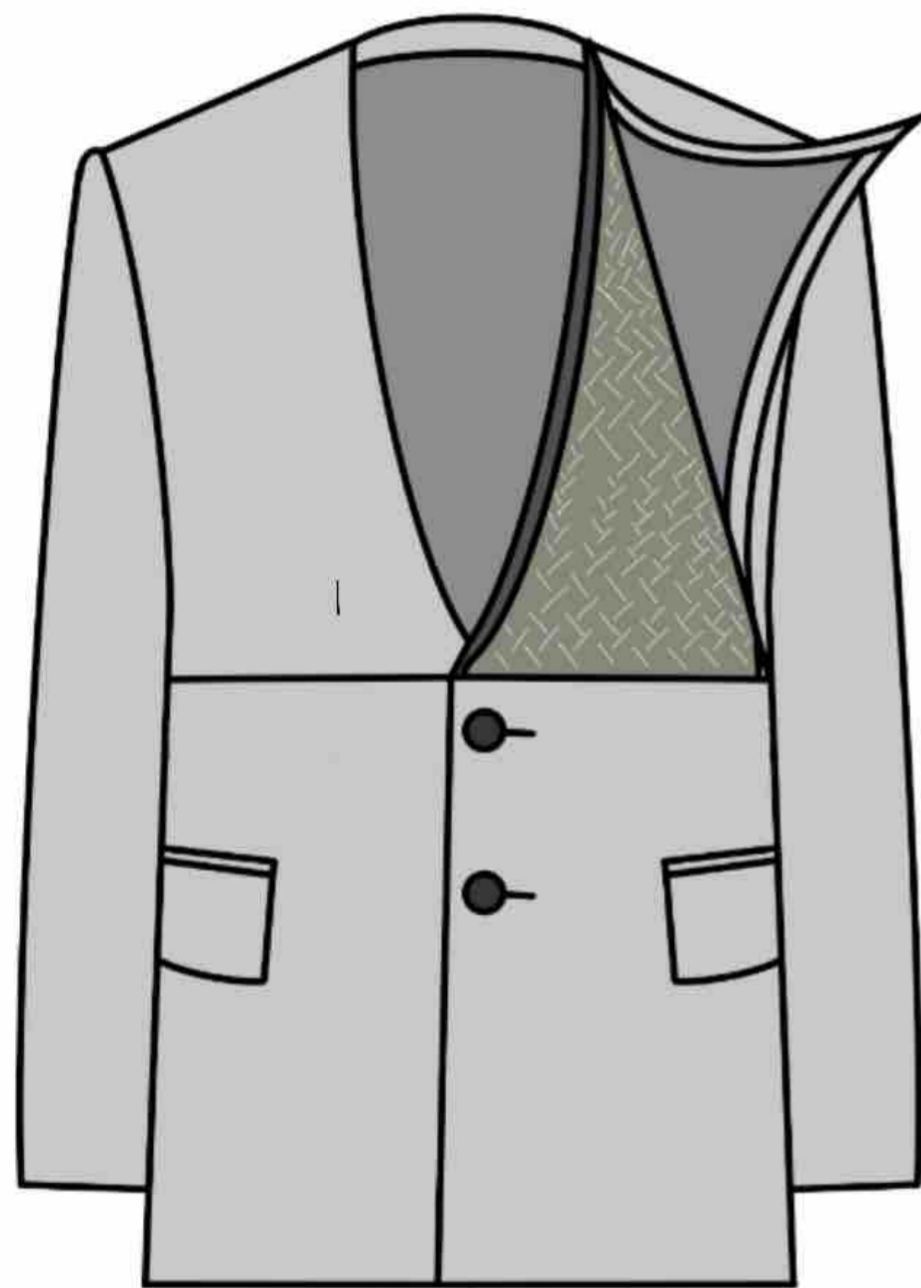


The Mercedes SLR McLaren came with a wide range of similar colors, including variations of Grey, black, silver, blue and white, however, a limited Crystal Fayalite green version was released as well as a red final edition of the Sterling Moss iteration of the SLR

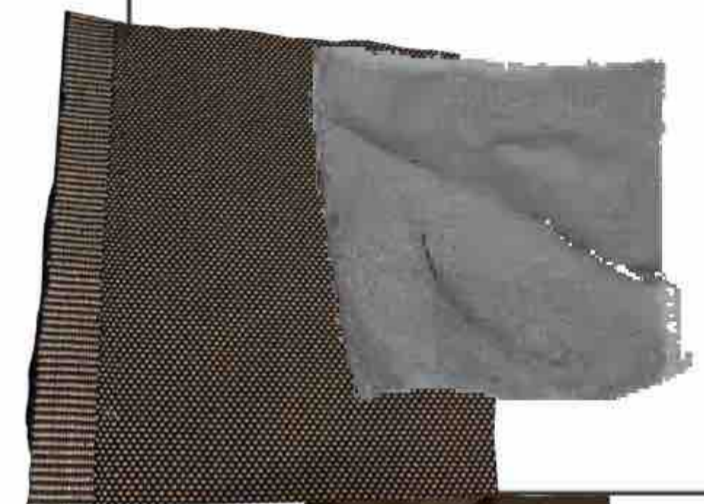
# DESIGN PROPOSAL SHEET

BA (HONS) BESPOKE TAILORING

**ual:** london college  
of fashion



CLOTH(S)



LINING(S)



STUDENT NAME:

*Adam Zeki*

STUDENT SIGNATURE:

*Adam Zeki*

TUTOR NAME:

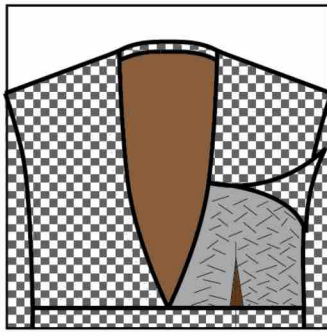
TUTOR SIGNATURE:

- BODY CANVAS
- CHEST CANVAS
- DOMET
- COLLAR CANVAS
- POCKETING
- SHOULDER PADS
- SLEEVE ROLL
- BUTTONS / FASTENINGS
- BUTTON TWIST / GIMP

Visible engine cover mod



\*Mercedes AMG GT



Visible 'engine' cover  
(Inspired by doors and typical transparent engine covers)

Fig 1.

Bonnet/  
gull-wing flapt

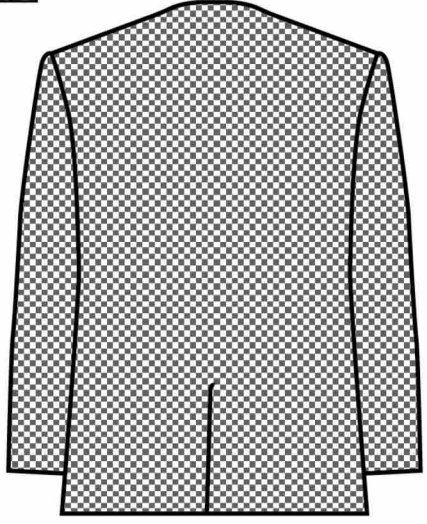
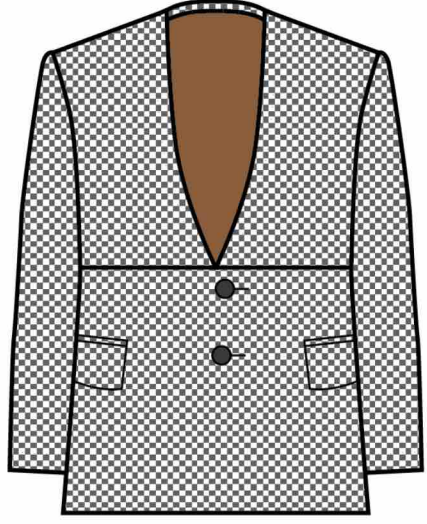


Fig 3.



Gull Wing doors



Fig 4.



Lift up bonnet to see inner components



Fig 2.

Double jetted pocket

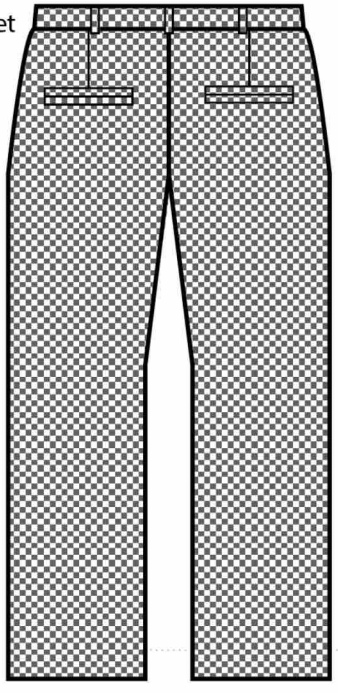
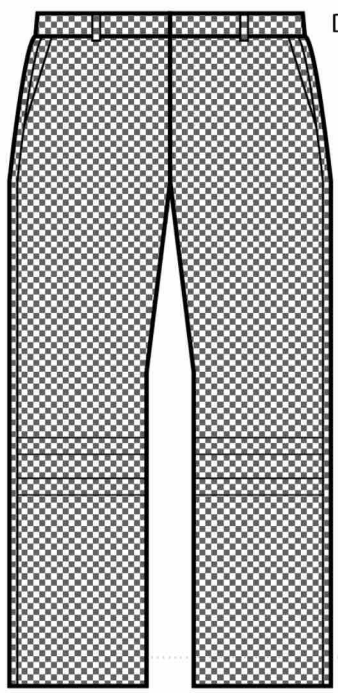


Fig 5.



Front vent stripes

Fig 6.



Fig 1.

carbon fibre composite body

vents

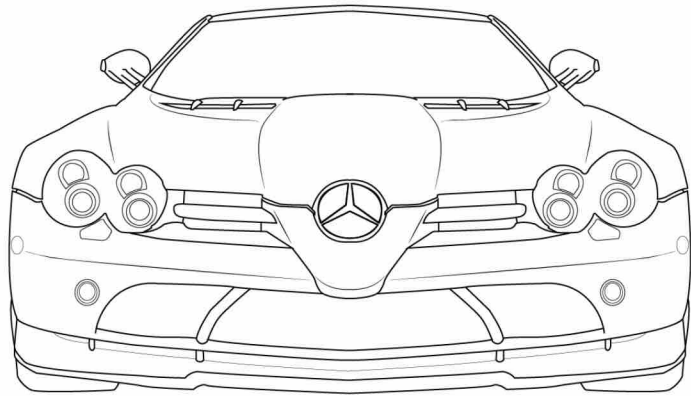
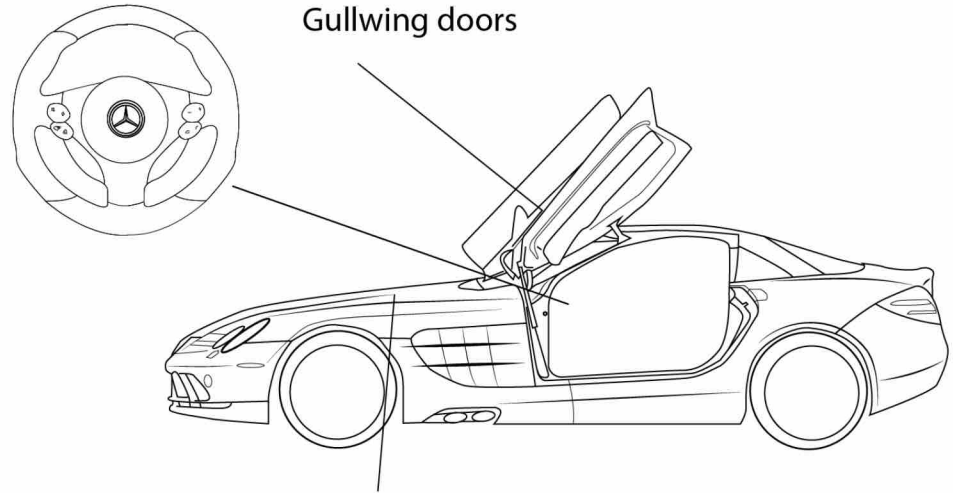


Fig 2.

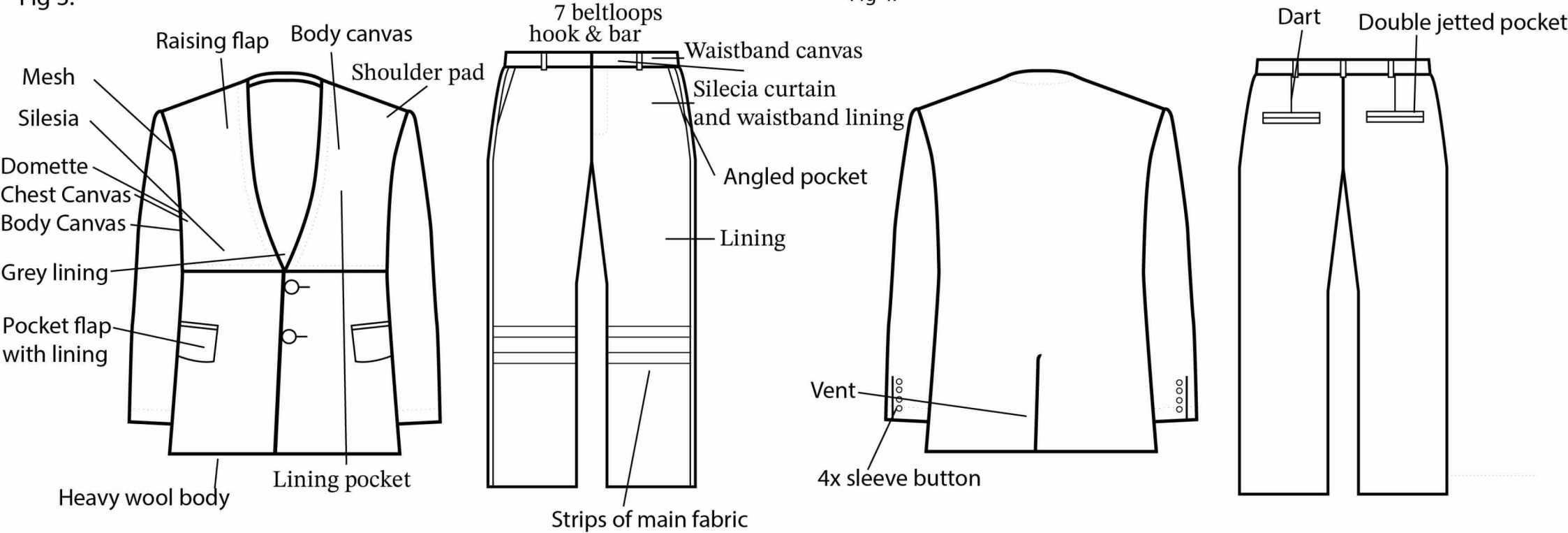
Gullwing doors



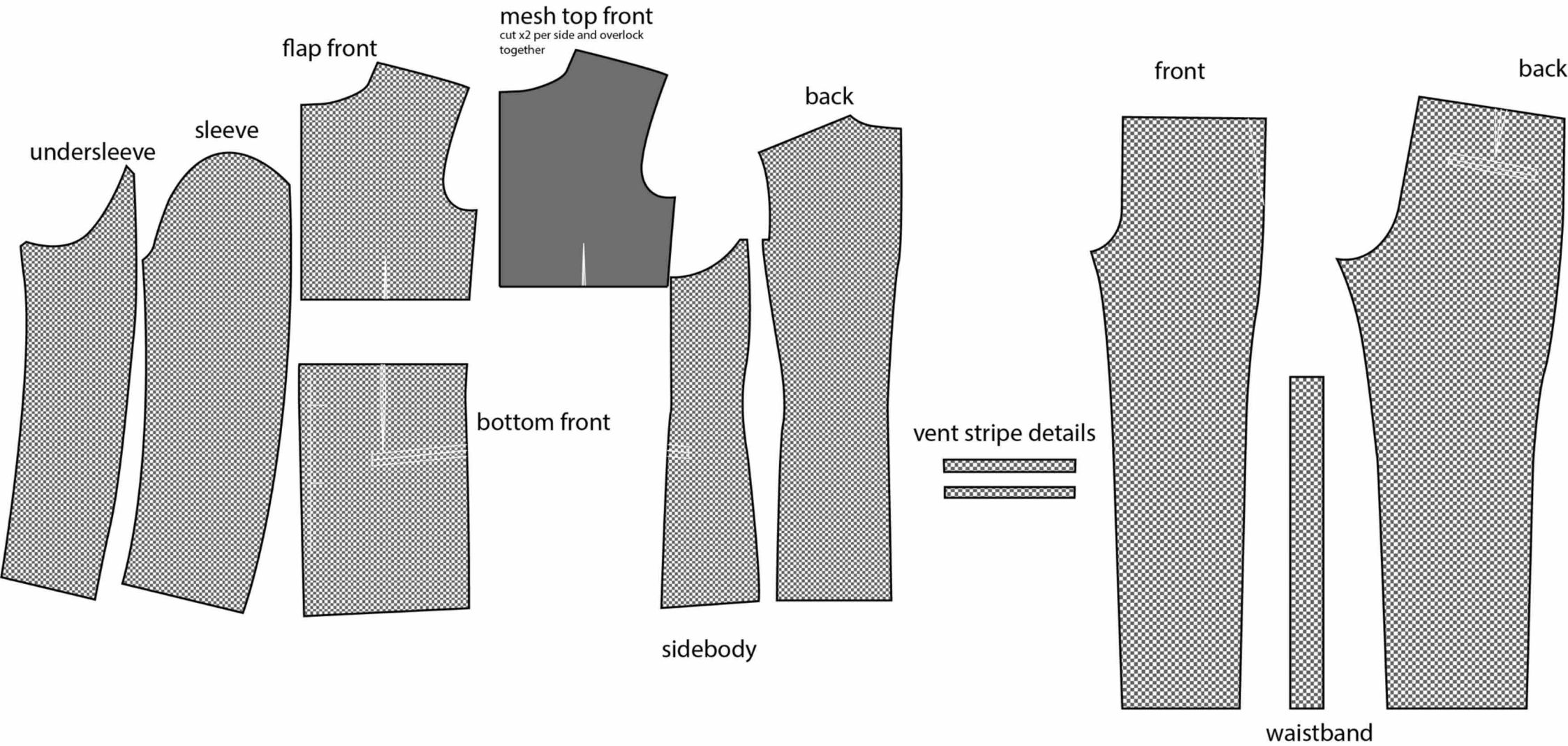
5.4L Supercharged V8

Fig 4.

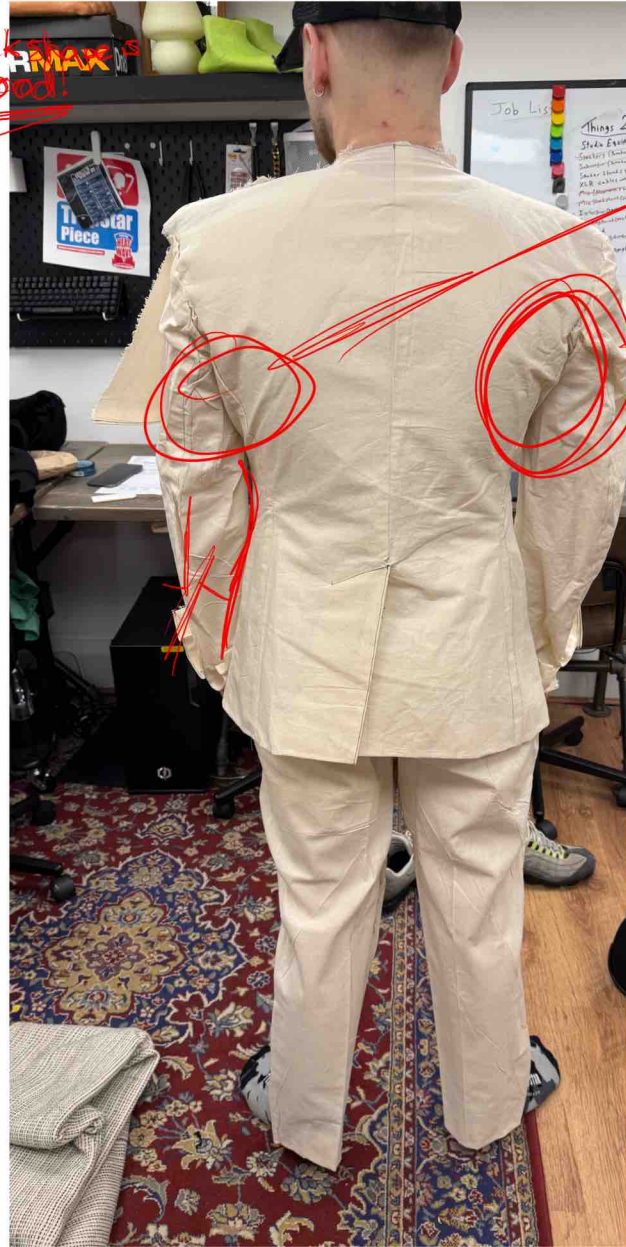
Fig 3.



# Patterns



# Mercedes SLR McLaren set fitting



Sequatchens!!



### Characteristics

Grey

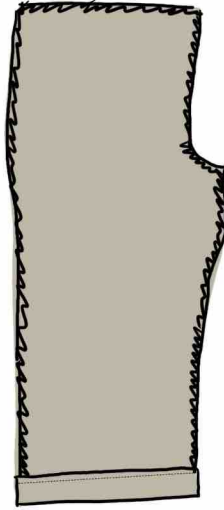
Mature

Classic

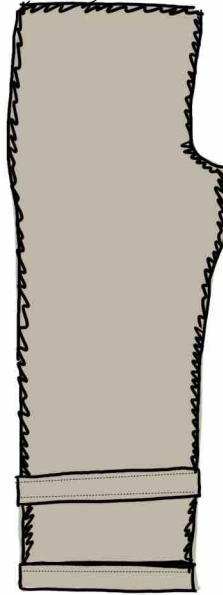
Thick

Comfortable

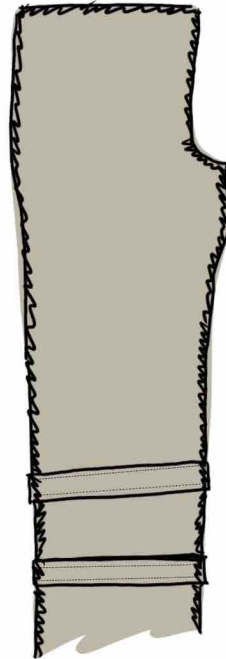
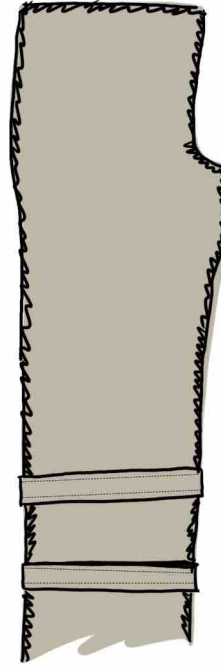
machine top to bar



machining middle to bars



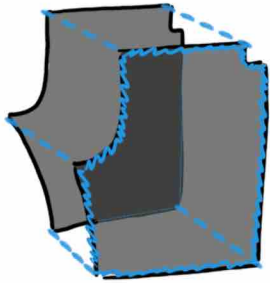
Machining bottom to bar



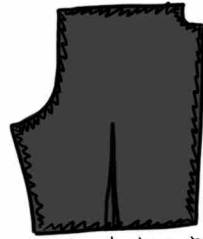
getting bars in over locker



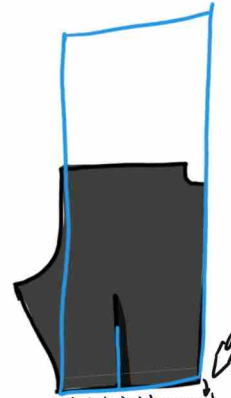




Attach 2 layers of mesh together for strength and overlock



Create dart on the Panel



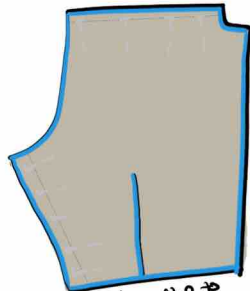
attach bottom and Press the seam allowance down



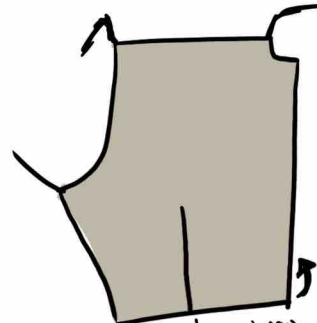
Back Canvas as usual



Unpick side seam up to panel edge

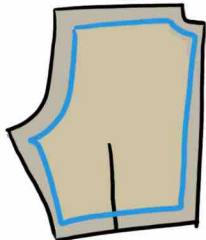


Machine flap to the side and shoulder seams.

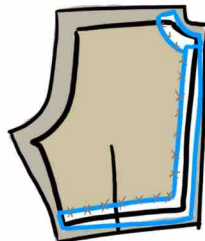


Flap and panel now act as 1

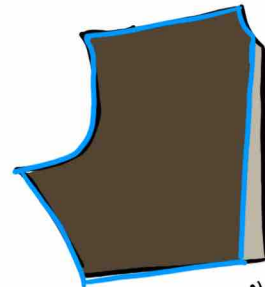
Flap



Add body canvas



add silica to strengthen flap



add lining to the flap

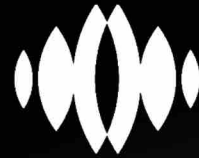
1.5  
↑  
2



# Event Invite

You have been invited to a celebratory event in honour of Lewis Hamilton's departure from the Mercedes Petronas Formula One Team. The 2025 F1 season will be the first time in 12 years without Lewis and we wish him well in his future with the HP Ferrari racing team.

Saturday 21st June 2025



858 Rue Sainte-Catherine E  
Montréal  
QC H2L 2E3

Doors open at 11pm



18+ | Invitees allowed one guest each | Free entry with ticket | Photo ID  
More info at : [info@mercedespetronas.com](mailto:info@mercedespetronas.com)



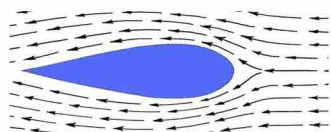
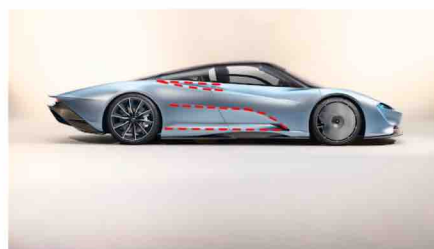
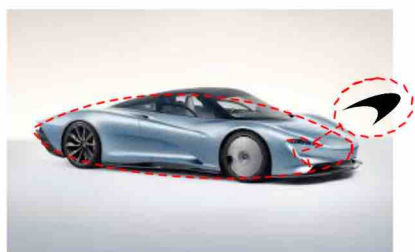
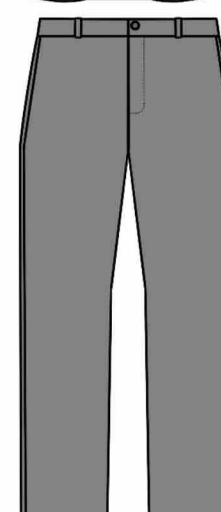
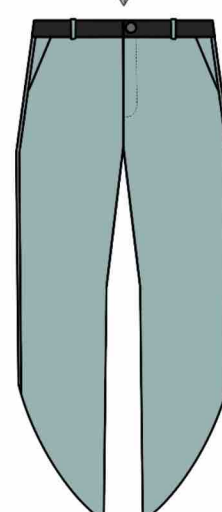
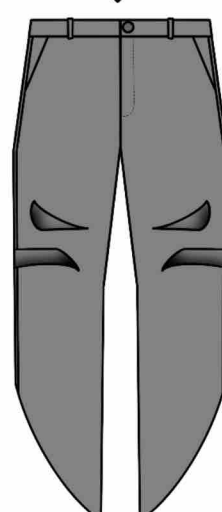
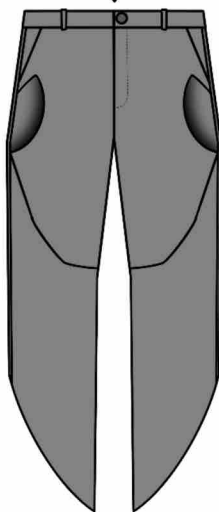
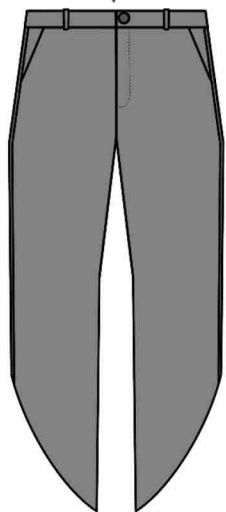
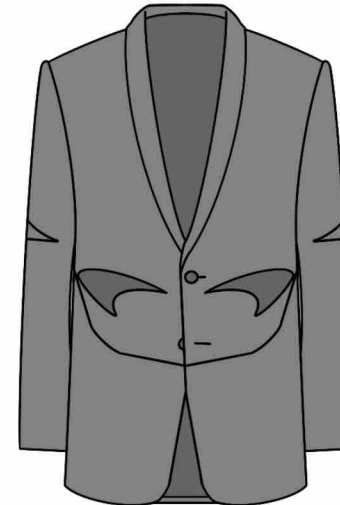
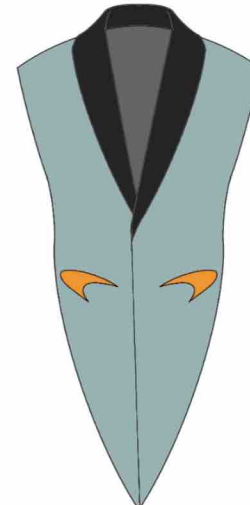
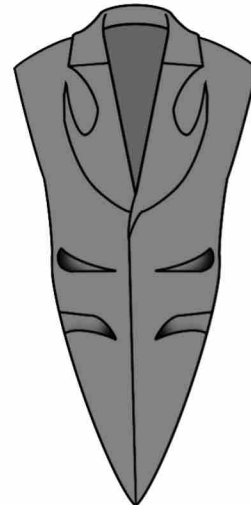
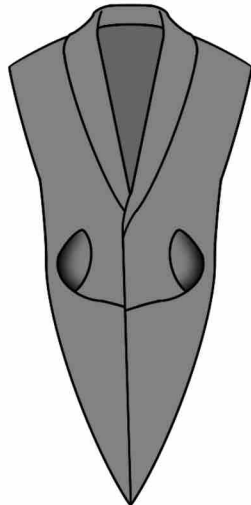
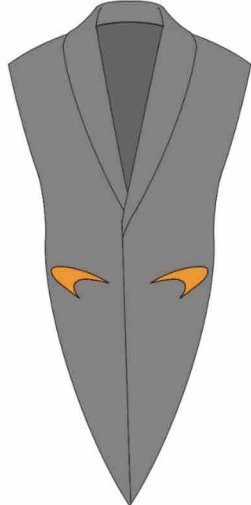
**AMG**  
**PETRONAS**  
FORMULA ONE TEAM

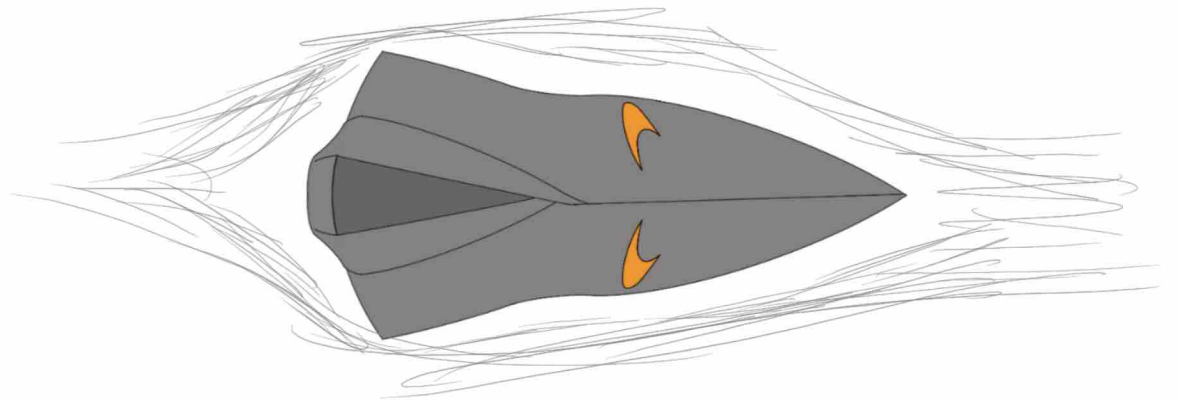
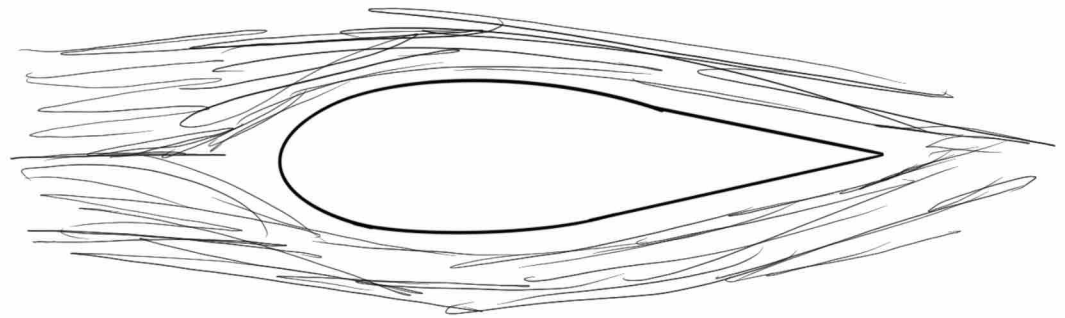


**Output**

**2**

**McLaren  
Speedtail**



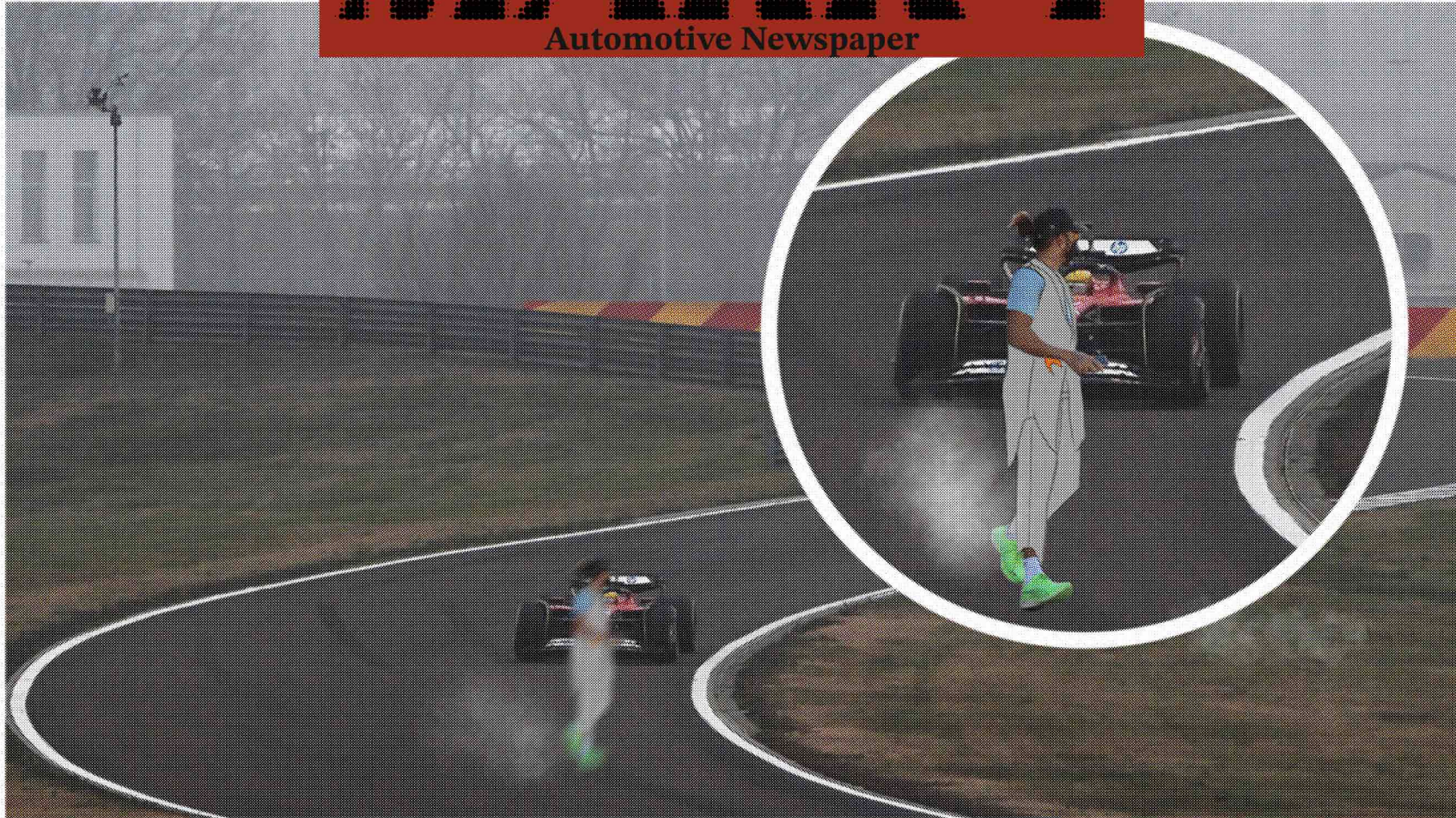


Issue: 202

# MARK I

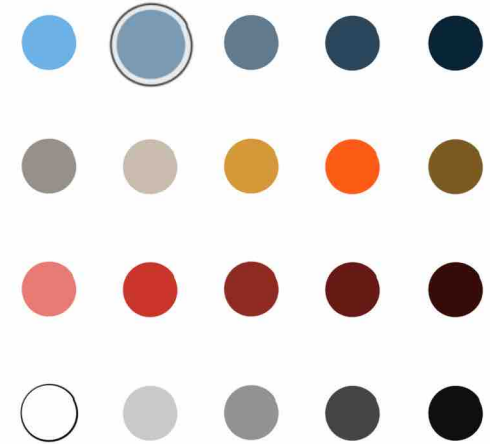
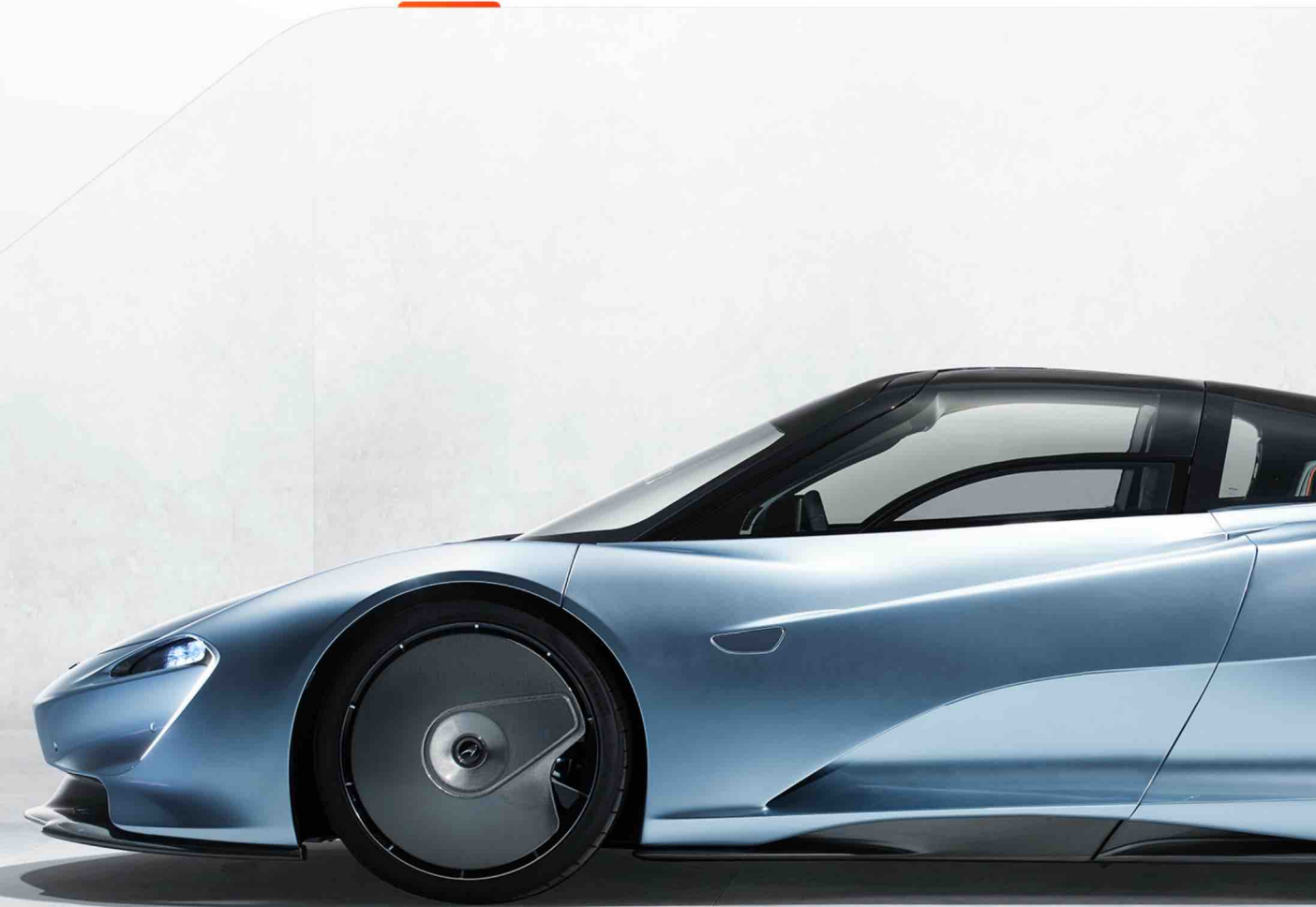
Automotive Newspaper

Jan 7



## Fastest F1 driver ever And He's not driving!

A scientific first, the most aerodynamic suit ever made!



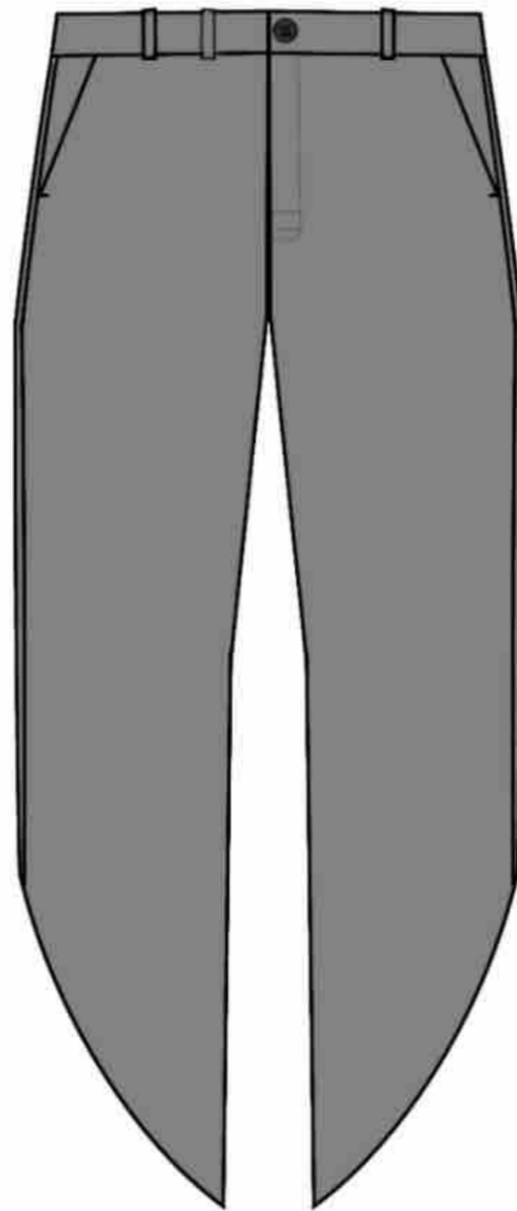
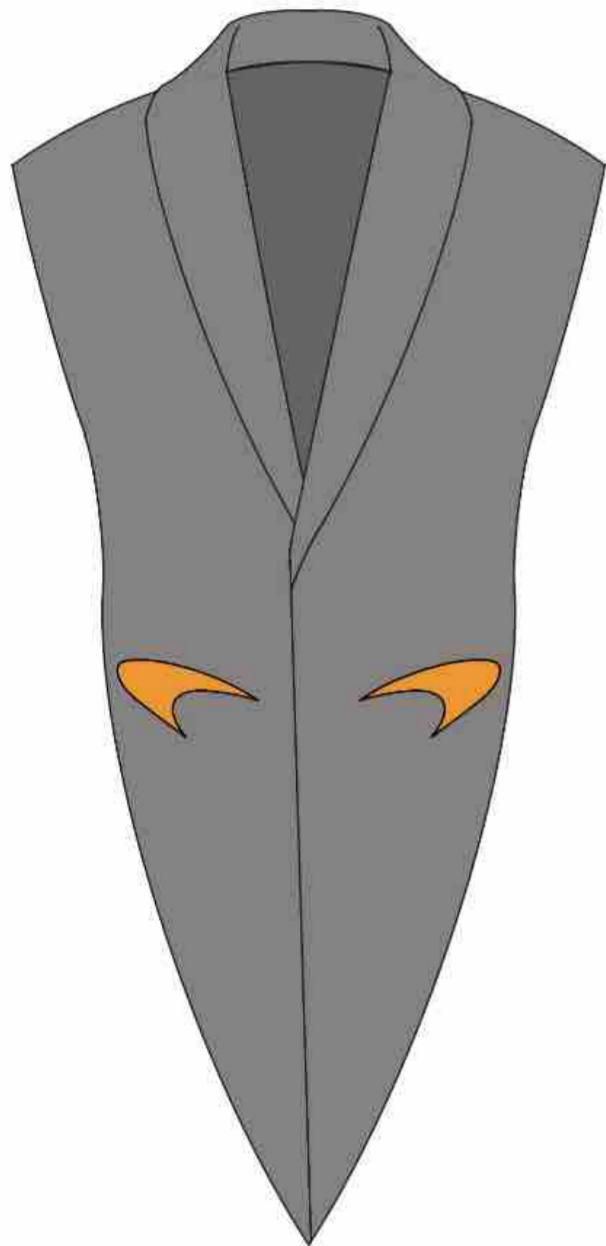
Out of all the cars I want to make my toiles of, the McLaren Speedtail offered the most colour customisation options. The most common and recognisable colour for the seedtail was the Speedtail's very own micro-metallic paint **Speedtail Silver**, however, customers could pick from the large variety of pre-picked colours offered with every other McLaren car as well as custom colours, meaning that, apart from **Speedtail Silver** or McLaren's signature **Papaya Orange**, there are no recognisable colours that McLaren has limited to the Speedtail.

[SUMMARY](#)

# DESIGN PROPOSAL SHEET

BA (HONS) BESPOKE TAILORING

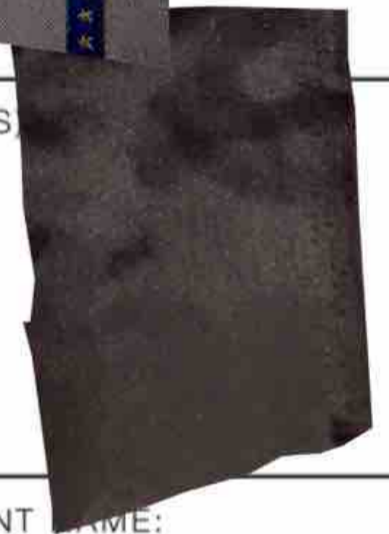
**ual:** london college  
of fashion



CLOTH(S)



LINING(S)



STUDENT NAME:

Adem Zeki

STUDENT SIGNATURE:

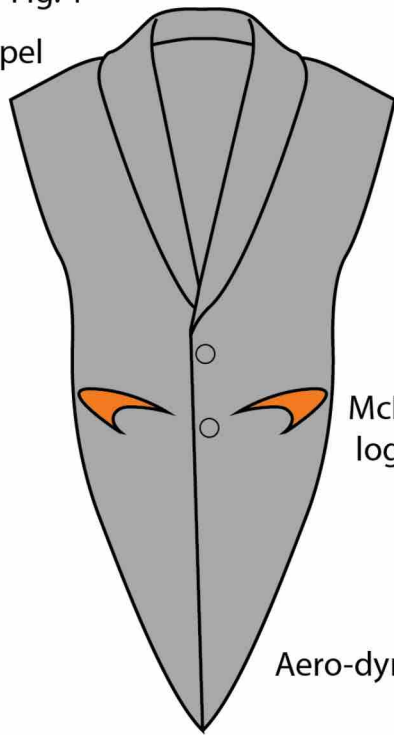
TUTOR NAME:

TUTOR SIGNATURE:

- BODY CANVAS
- CHEST CANVAS
- DOMET
- COLLAR CANVAS
- POCKETING
- SHOULDER PADS
- SLEEVE ROLL
- BUTTONS / FASTENINGS
- BUTTON TWIST / GIMP

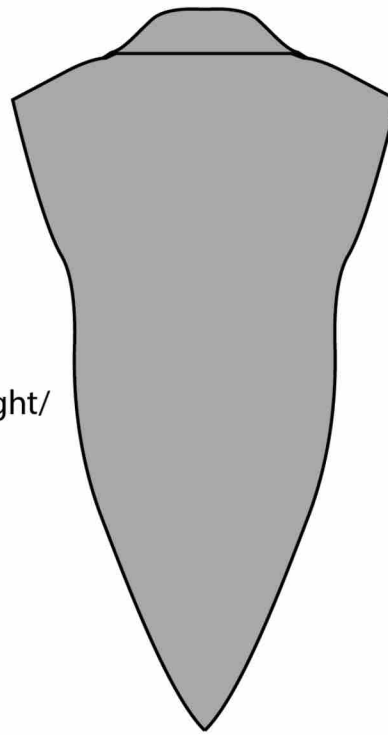
Fig. 1

'Aero-dynamic' shawl lapel



McLaren headlight/  
logo pocket

Aero-dynamic shape



Aerodynamic structure

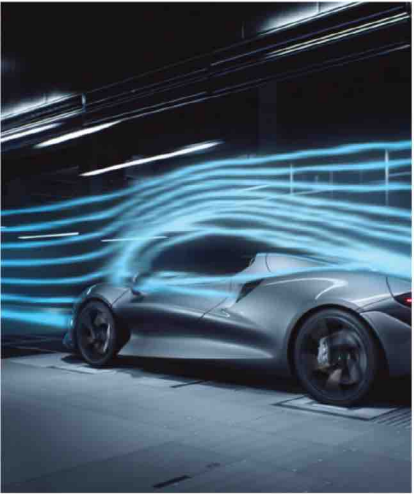
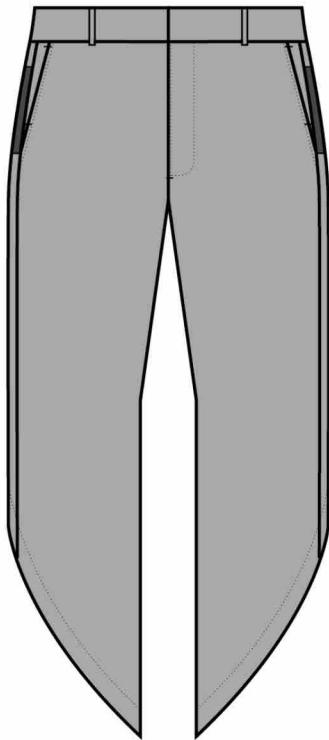


Fig. 2



Tail-light pocket

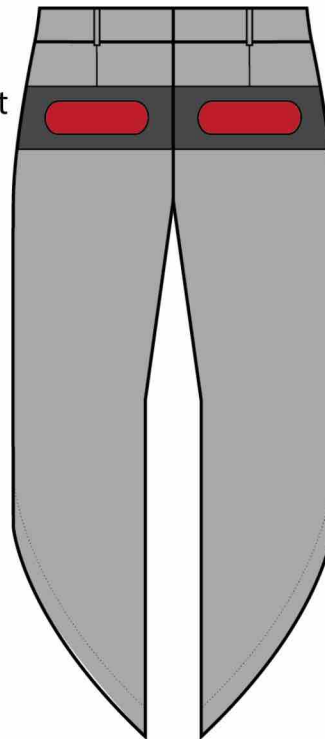


Fig. 3



Fig. 4



Fig. 5



Fig. 1

carbon fibre monocoque body

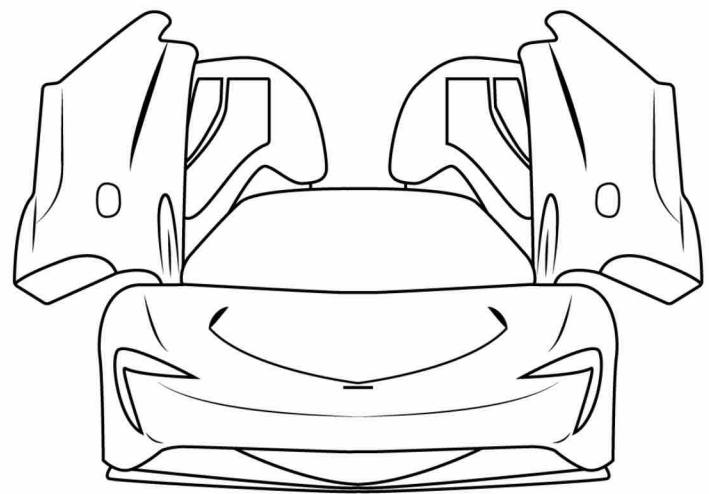


Fig. 2

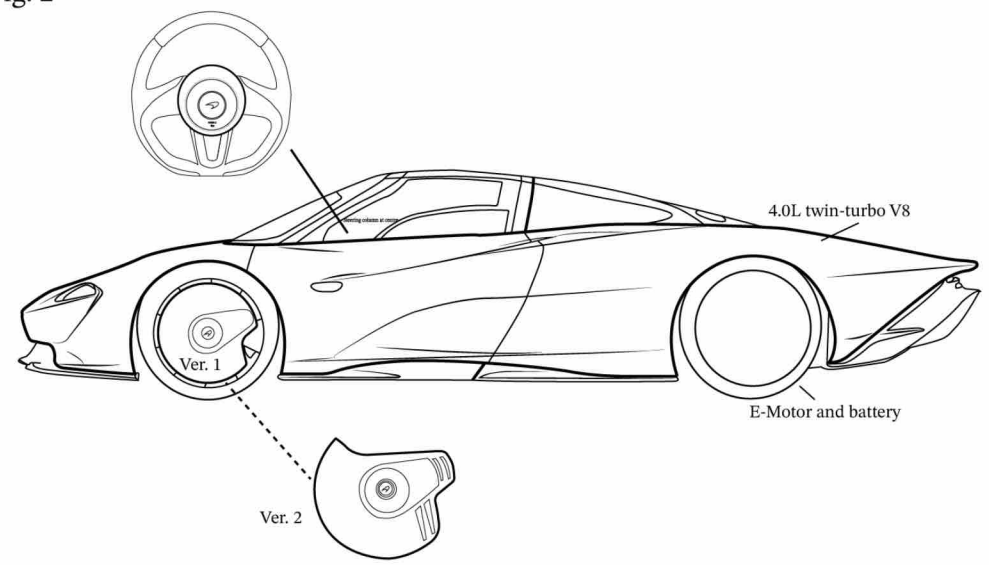


Fig. 3

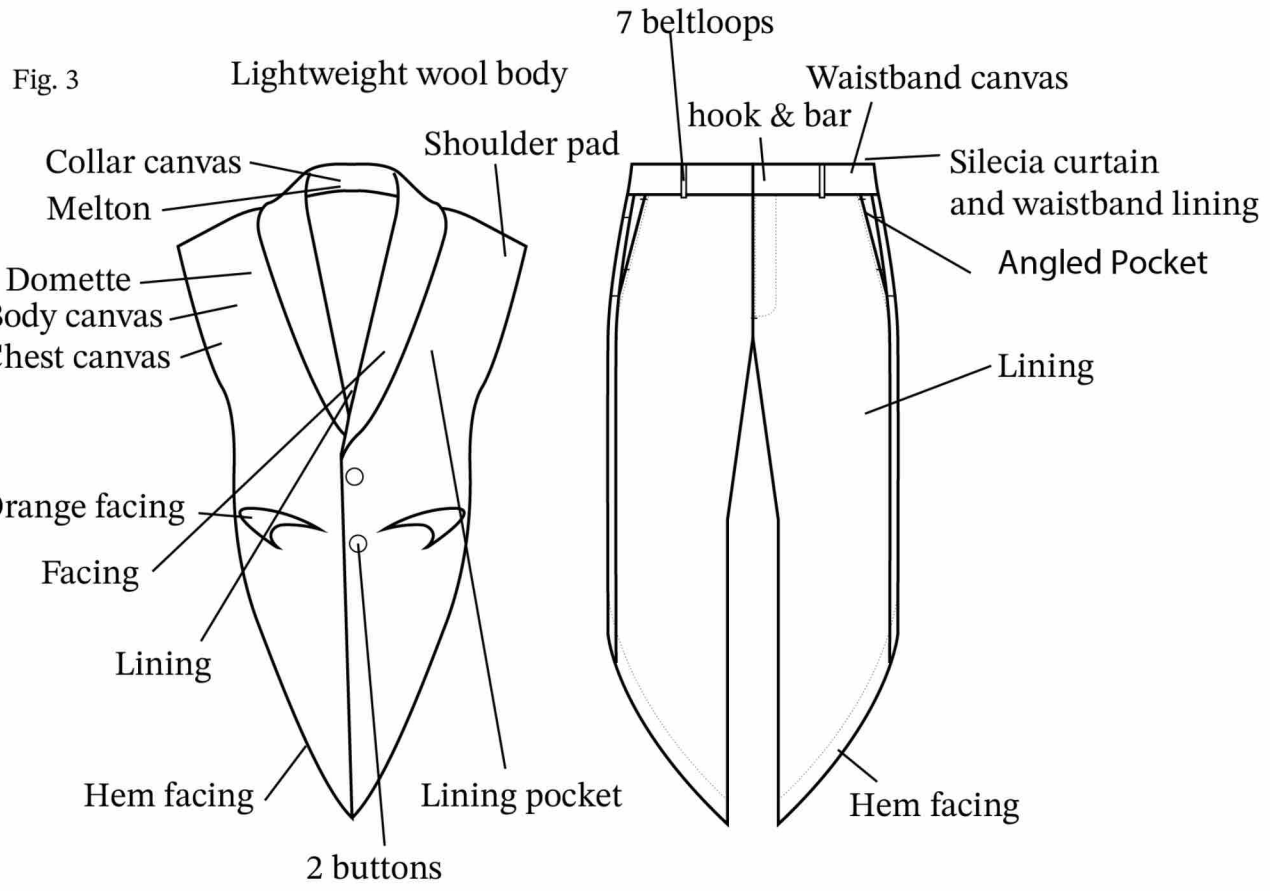
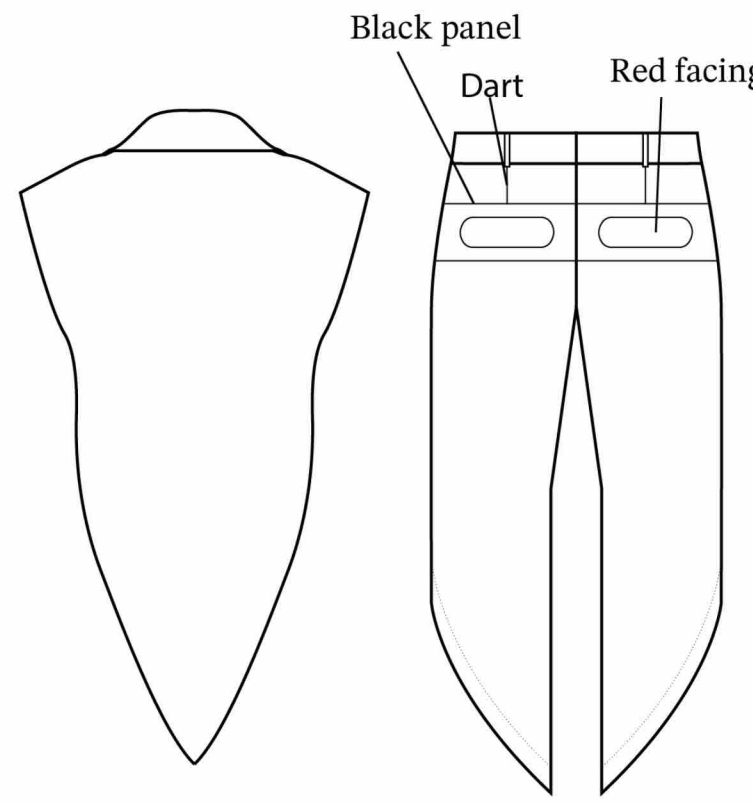
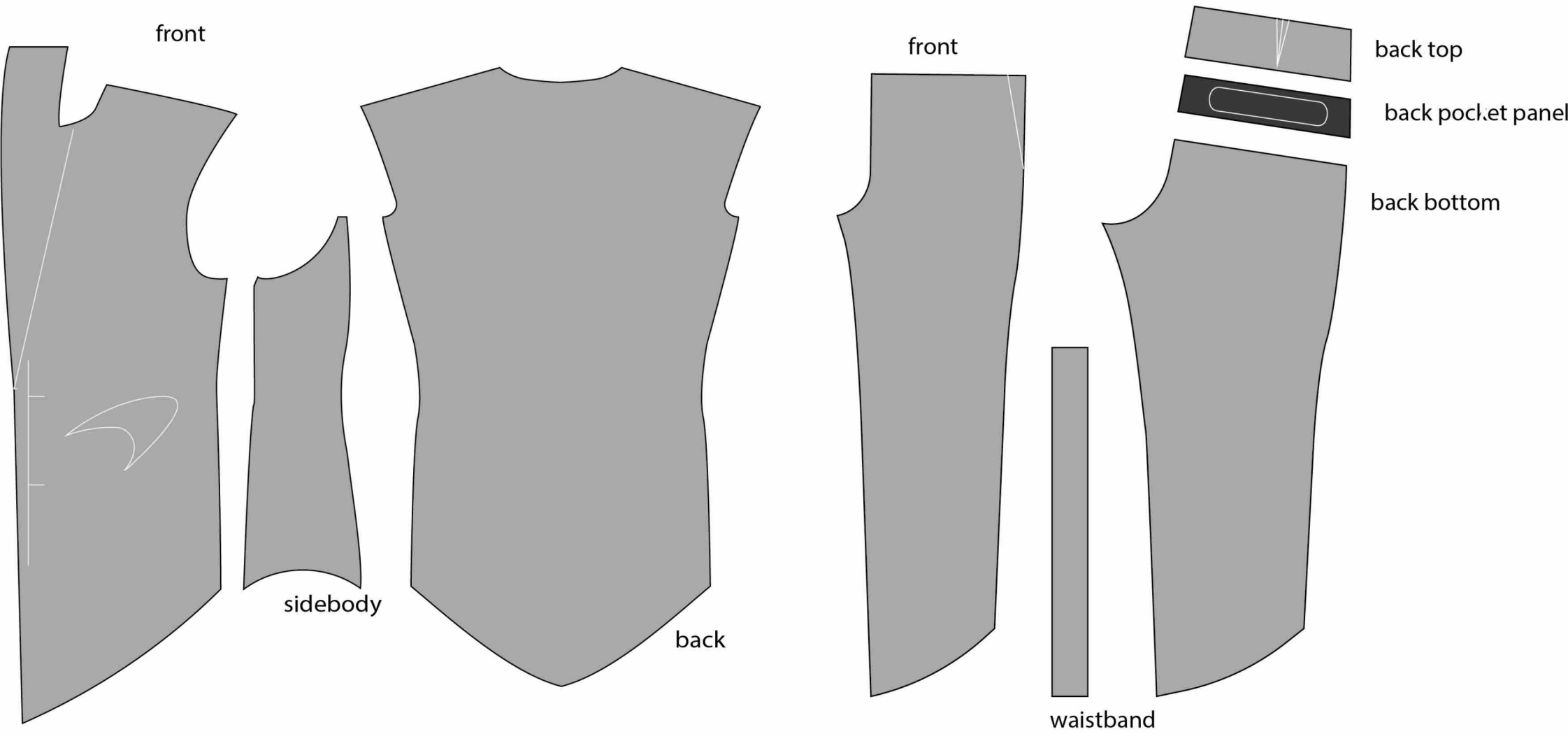


Fig. 4



# Patterns



# Mclaren Special First fit

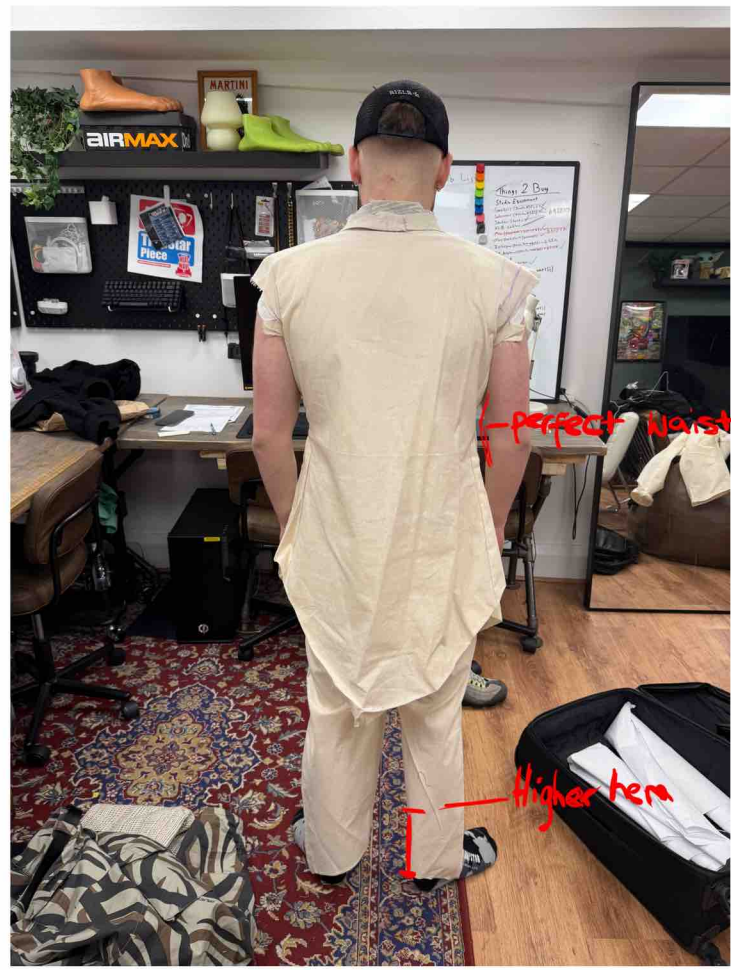


More structure  
too wide  
too tight

No visible stitching

Hem perfect

lowest point more on outside leg



perfect waist shape

higher hem



### Characteristics

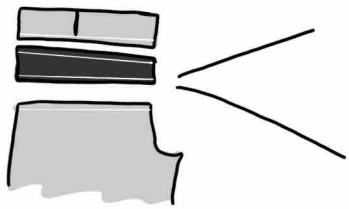
Grey

Lightweight

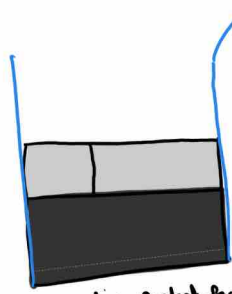
Smooth

Slick

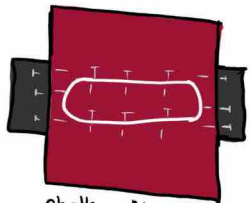
Malleable



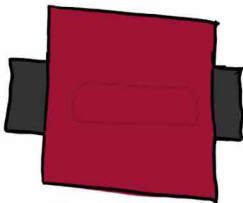
Machine top to pocket section



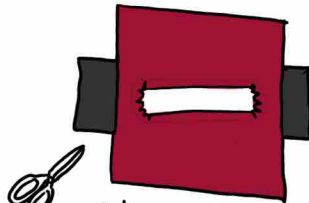
Machine pocket facing to trouser leg



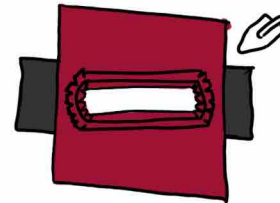
Chalk opening on facing



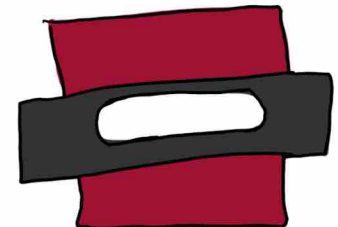
Machine facing to front on chalk



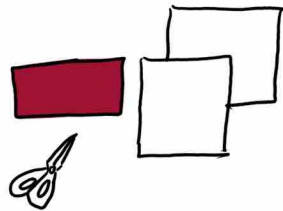
cut opening notch curved shape to release curve when pressing over



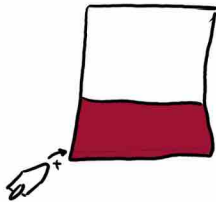
Press seam open



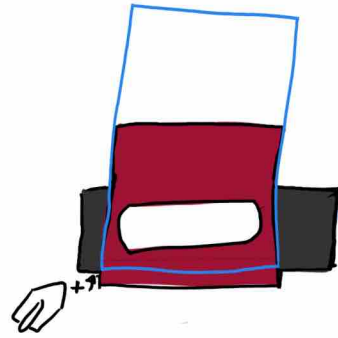
Press facing through



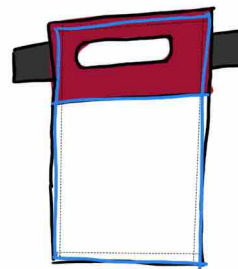
cut back facing and pocket bag



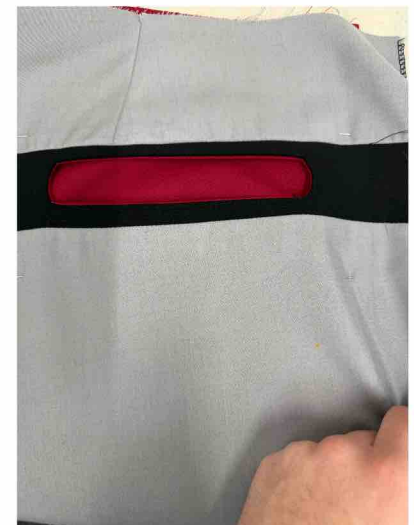
Machine pocket bag to facing



Machine pocket bag to facing

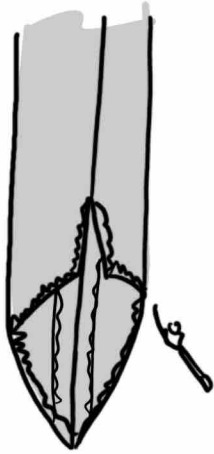


Machine pocket bag together

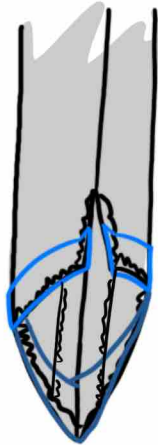




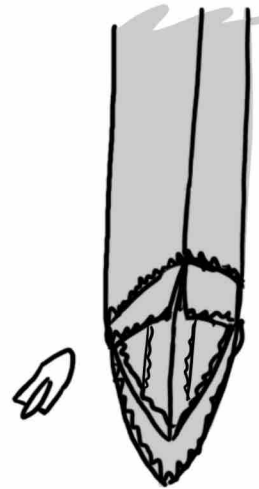
Method applied on trouser hem, jacket hem and sleeve hole



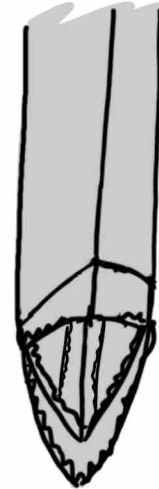
Unpick 5cm on seam



machine facing in



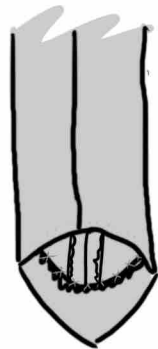
Press down



Close the open seam

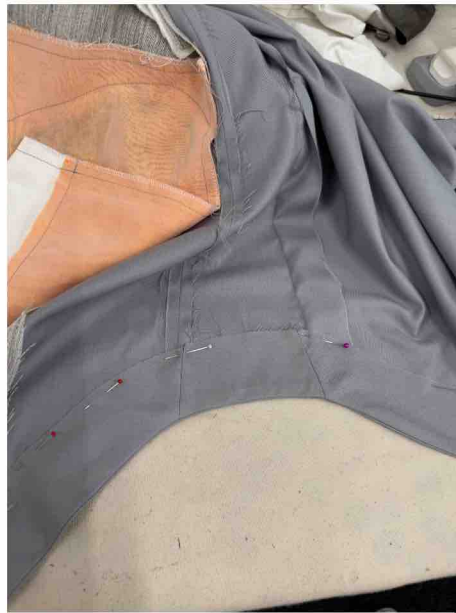


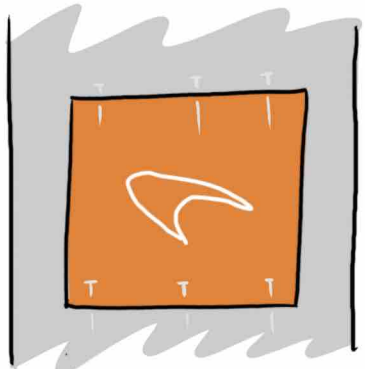
Press up



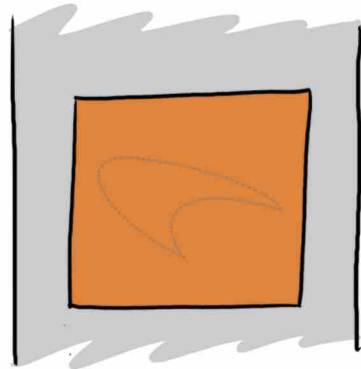
Finish hem as normal





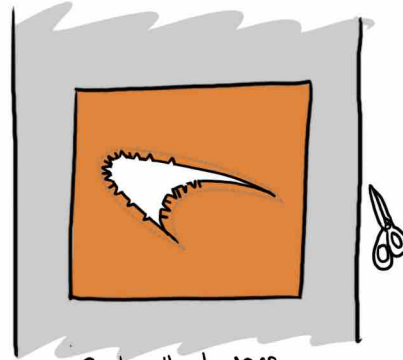


chalk pocket shape on facing



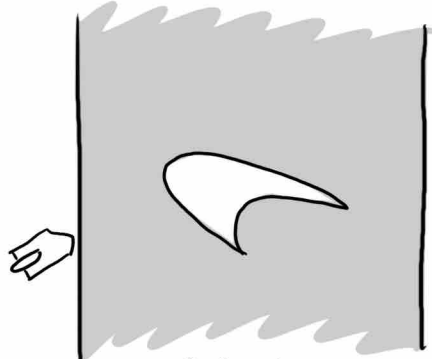
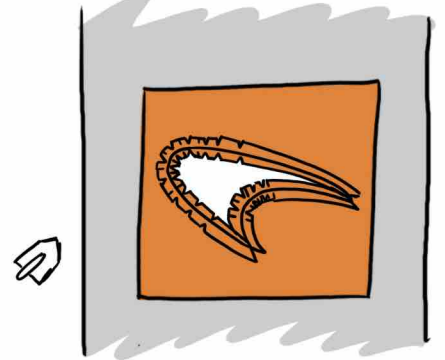
Stitch facing to main on chalk

Notch curved shape to release curve when pressing over

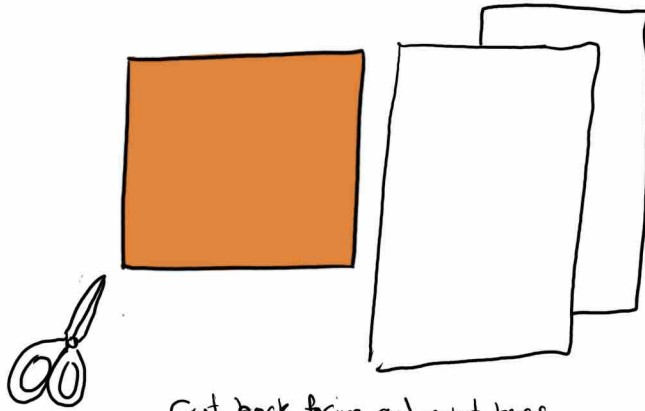


Cut all layers

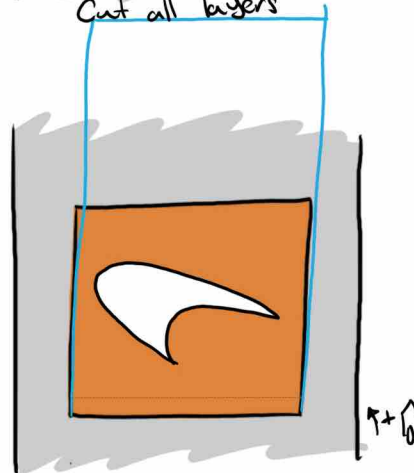
Press open seam



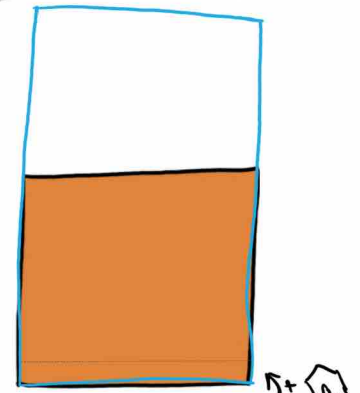
Turn facing in



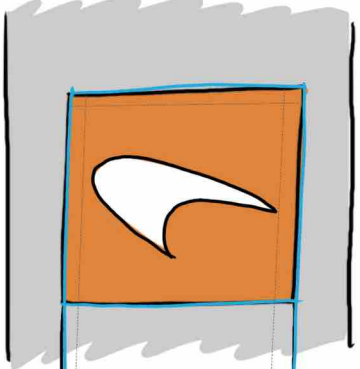
Cut back facing and pocket bags



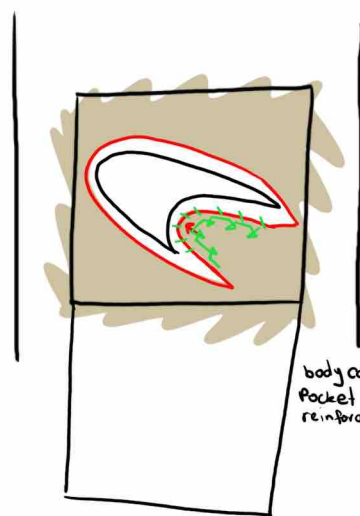
machine pocket bag to facing and press in



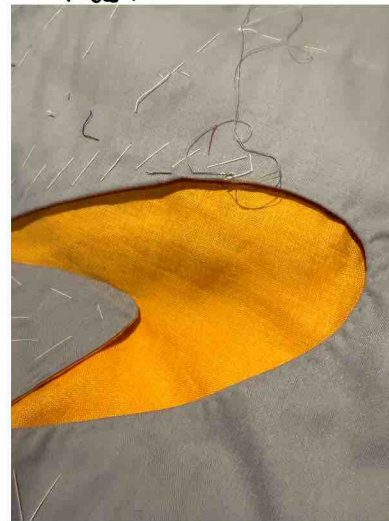
machine pocket bag to facing and press in



machine pocket bags



body canvas will go in pocket 'flap' part for reinforcement







# Invitation

To congratulate a previous McLaren F1 Team driver, Lewis Hamilton, we are hosting a club event courtesy of our Non-Alcoholic beverage sponsor Estrella Galicia 0,0



L O N D O N

17 Hanover Square

London

W1S 1HU

Saturday 12th July

Doors open at 12pm



18+ | Invitees allowed one extra guest | Free entry with ticket | Photo ID

For more info, please email: [info@estrellagalicia00.com](mailto:info@estrellagalicia00.com)



**Outfit 3**

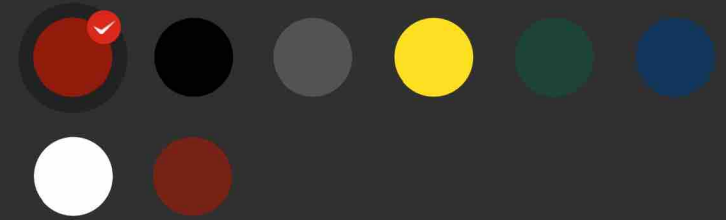
**Ferrari**

**F40**

# F40

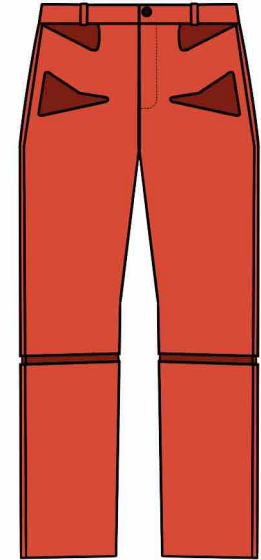
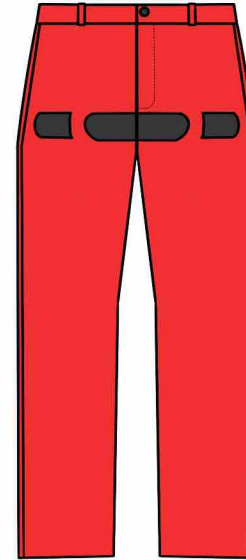
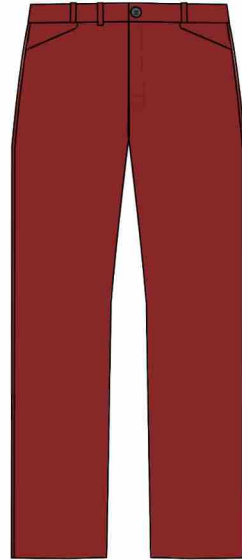
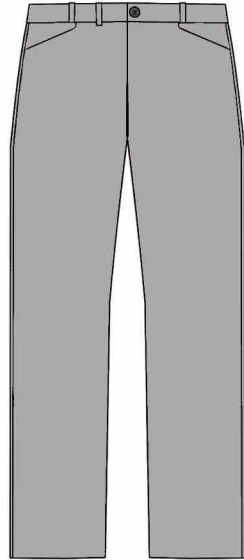
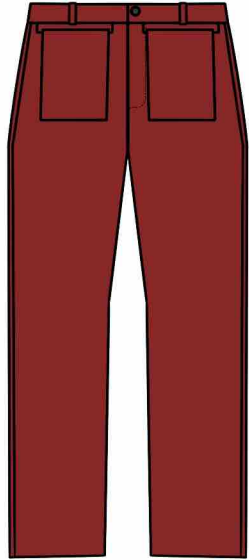
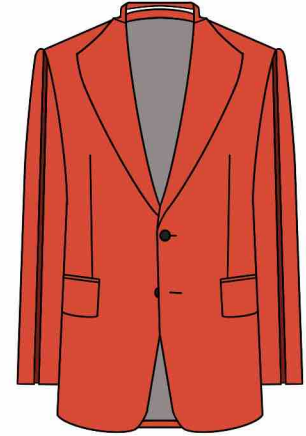
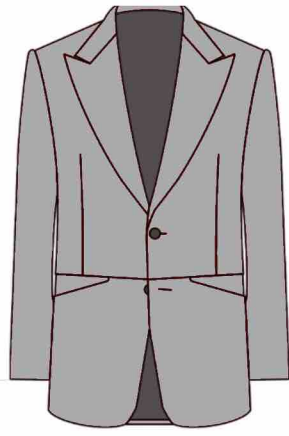
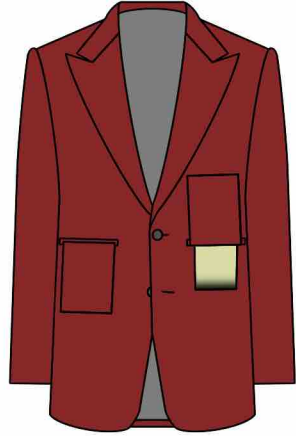


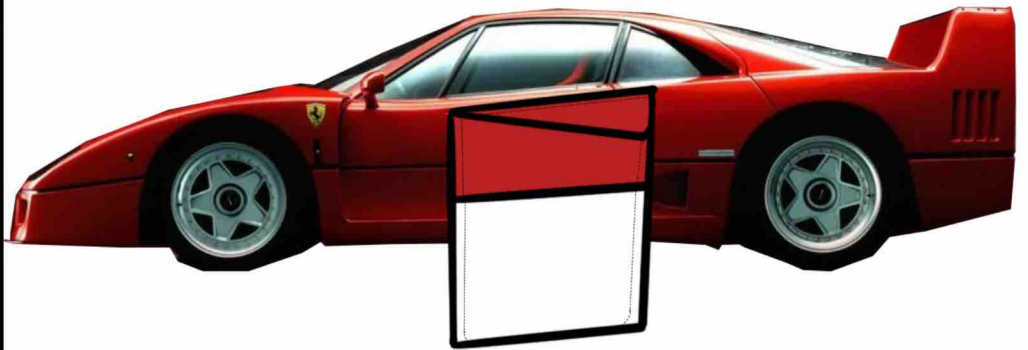
## Paintwork

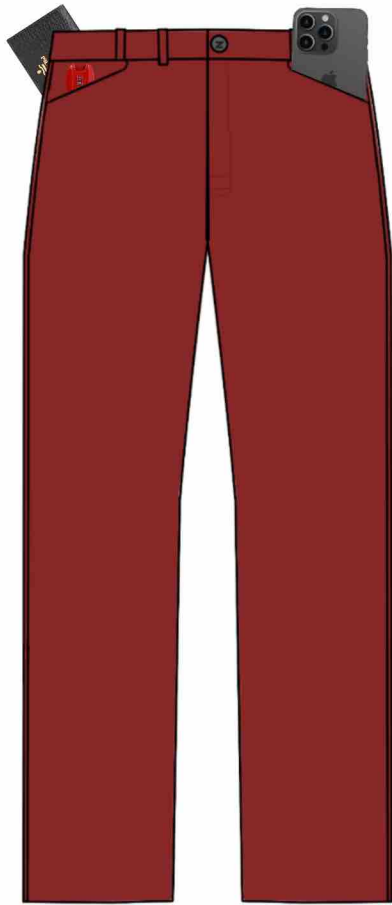


The Ferrari F40 initially only came in **Ross Corsa Red**, the most common colour out of all Ferrari models, and Black.

A few limited production cars were made in **Modena yellow**, **Blu Tour de France** and **Grigio Silverstone**, however there are some even rarer models painted in **Verde Salinas**, **Bianco Avis** and **Rossa Fiorano**.







**No more venting  
Just pockets**

**MARK I**

**BY ADEM ZEKI**



# DESIGN PROPOSAL SHEET

BA (HONS) BESPOKE TAILORING

**ual:** london college  
of fashion



CLOTH(S)



LINING(S)



STUDENT NAME:

Adam Zeki

STUDENT SIGNATURE:

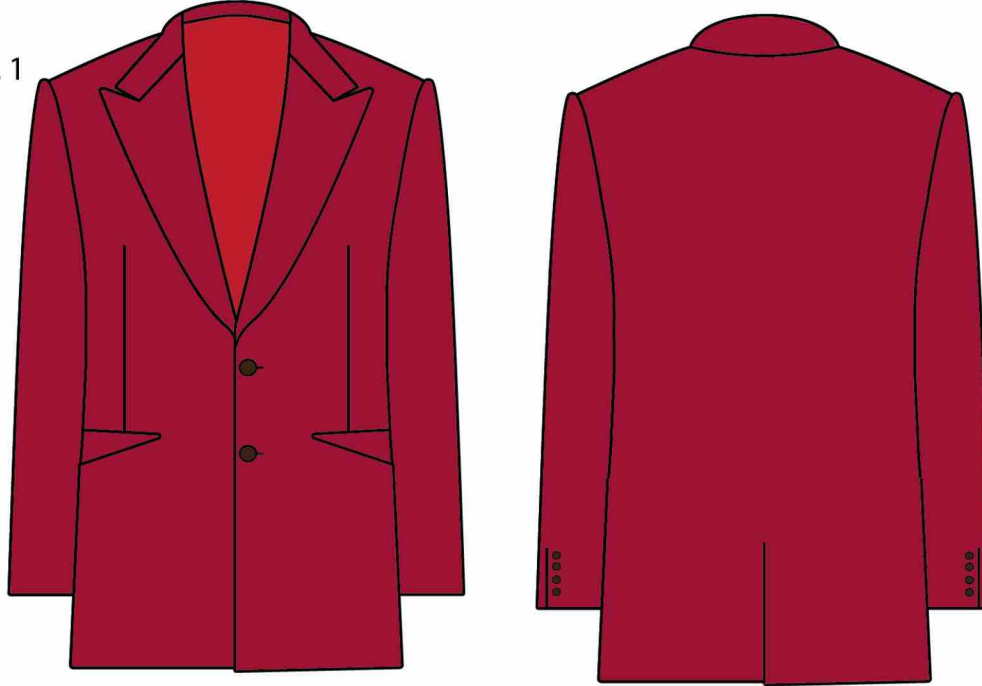
TUTOR NAME:

TUTOR SIGNATURE:

- BODY CANVAS
- CHEST CANVAS
- DOMET
- COLLAR CANVAS
- POCKETING
- SHOULDER PADS
- SLEEVE ROLL
- BUTTONS / FASTENINGS
- BUTTON TWIST / GIMP

Fig. 1

Peak lapel



Ventilation Air Ducts



Fig. 2

Vent pockets

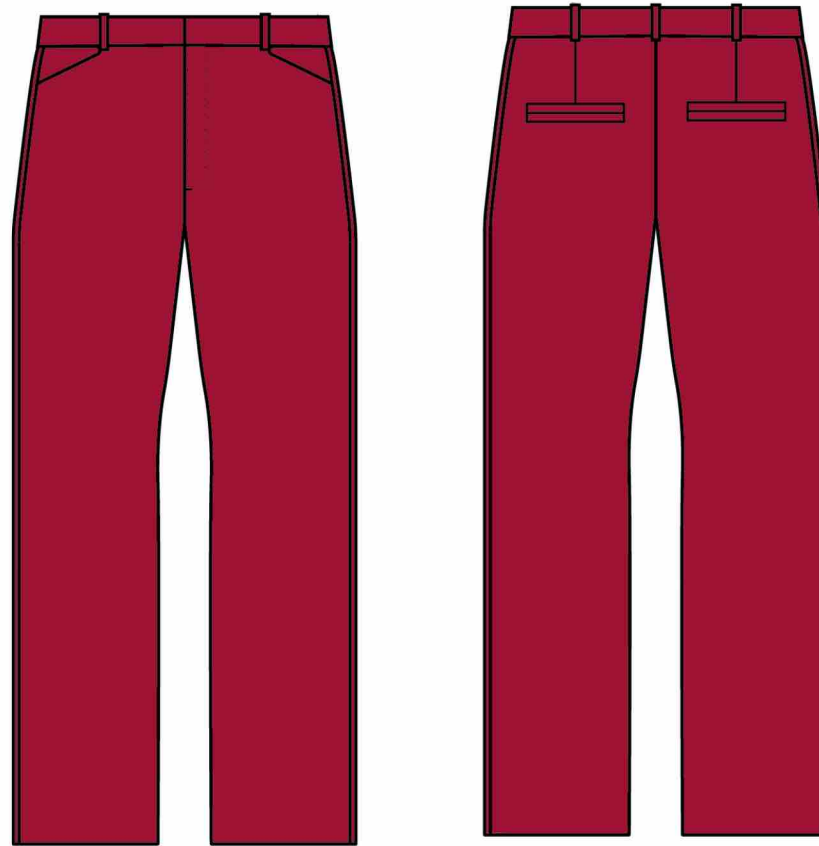


Fig. 3

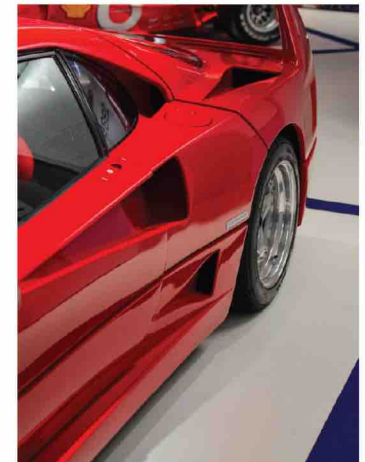


Fig. 4



Fig. 5

Double Jetted pocket



carbon fibre and kevlar composite body

Fig. 1

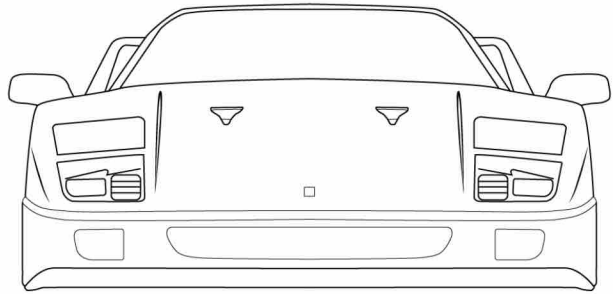


Fig. 2

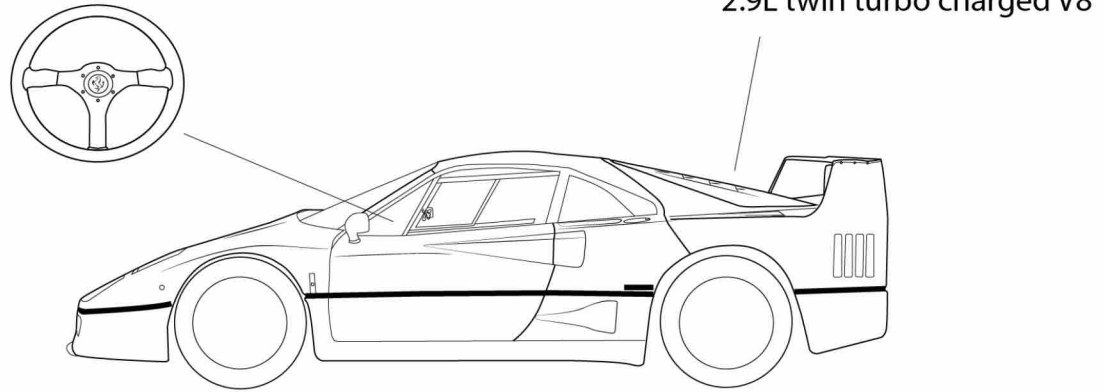
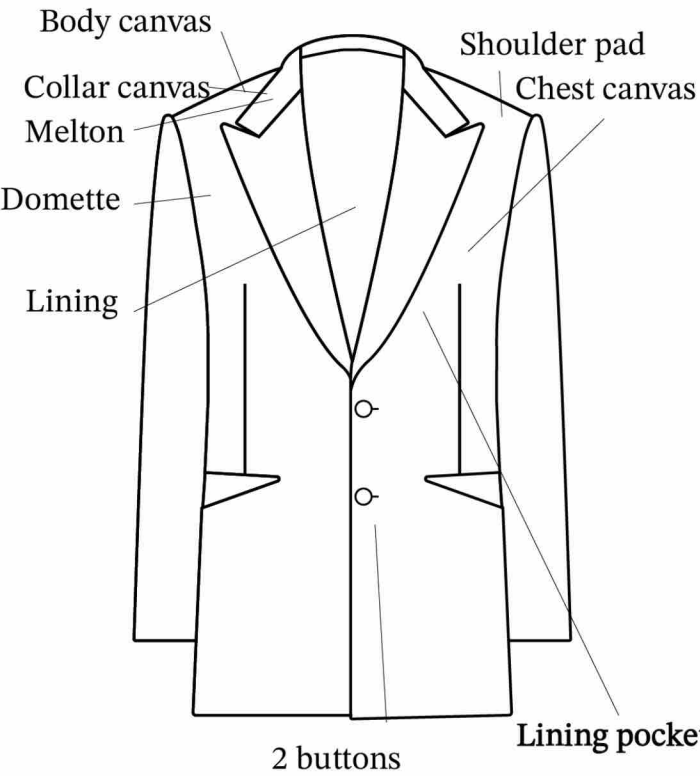


Fig. 3

Lightweight wool body



7 beltloops

Waistband canvas

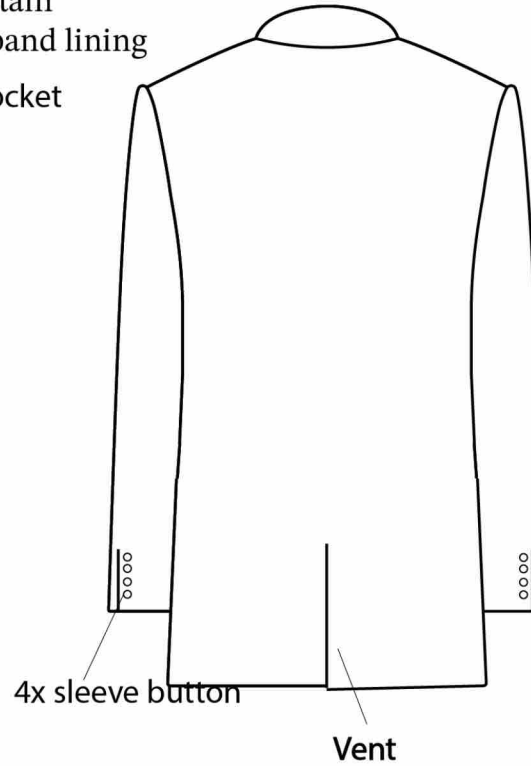
hook & bar

Silecia curtain and waistband lining

Vent Pocket

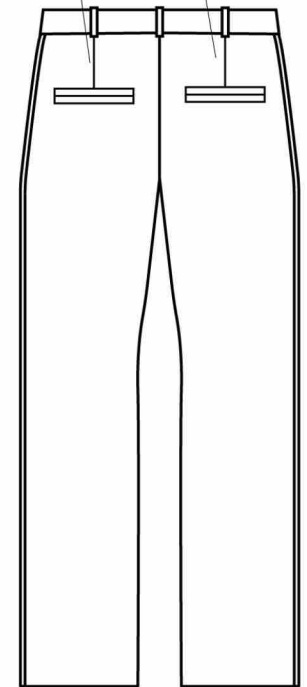
Lining

Fig. 4

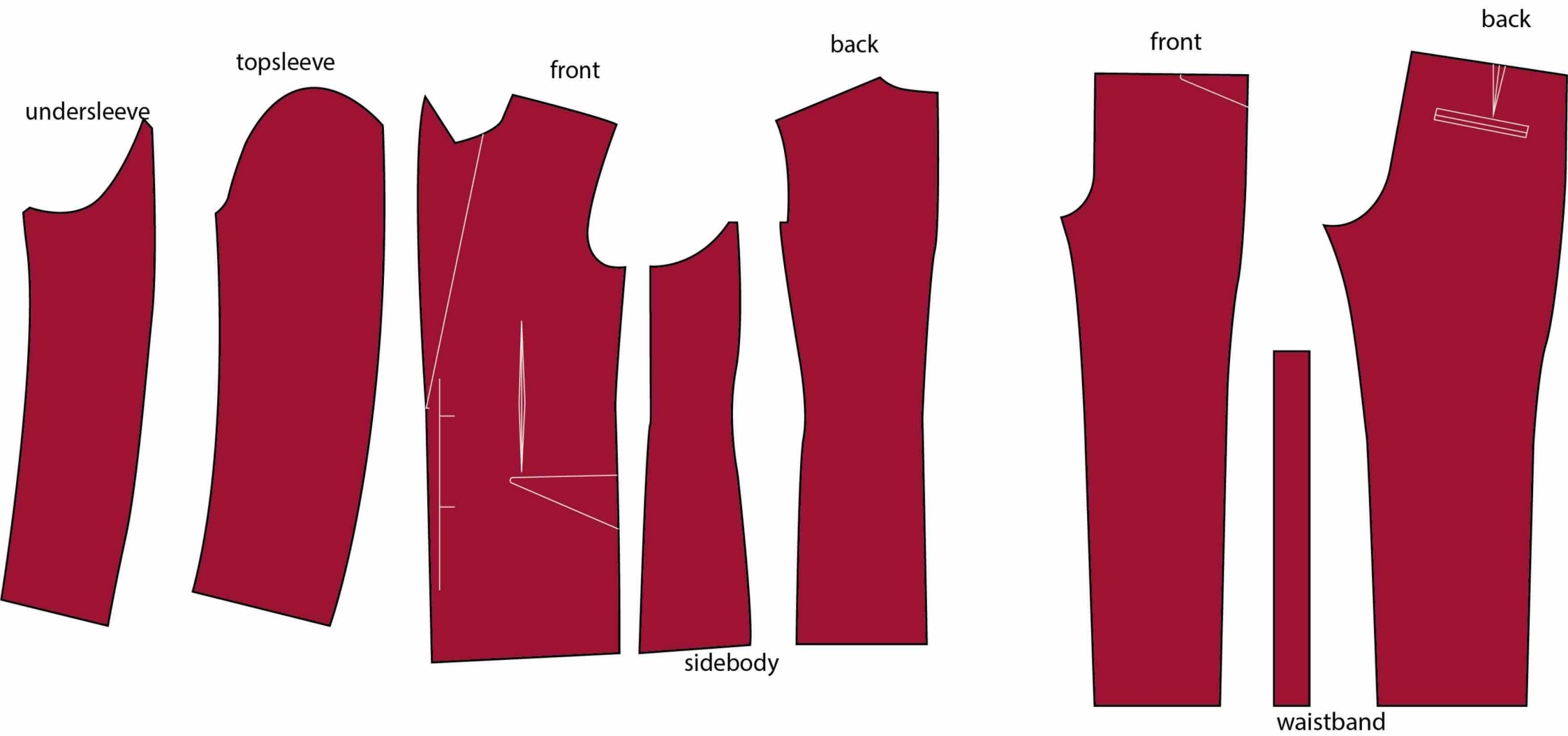


Dart

Double jetted pocket



# Patterns



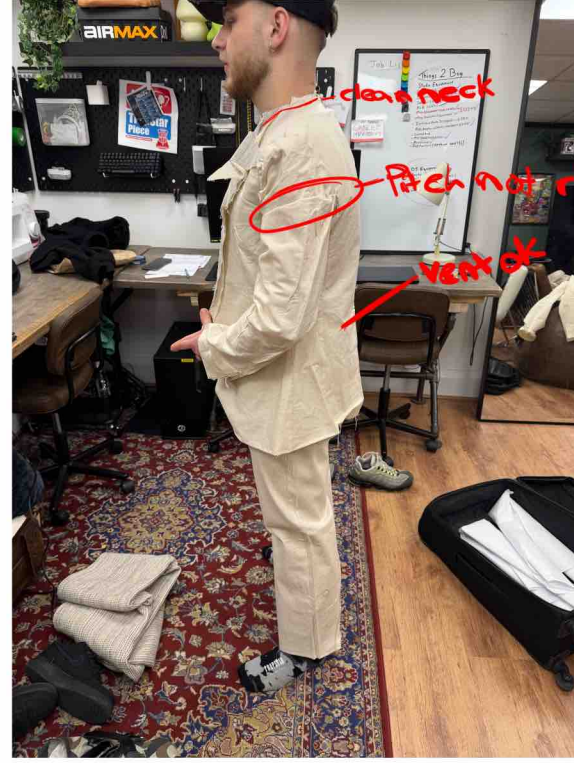
Ferrari \$40 first try



Sharp lapel

angle off  
Tight

loose  
Move up



clean neck

Pitch not right

vent ok



### Characteristics

Red

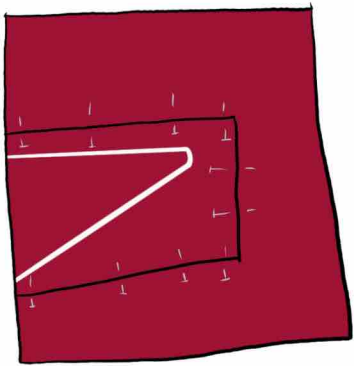
Sporty

Classic

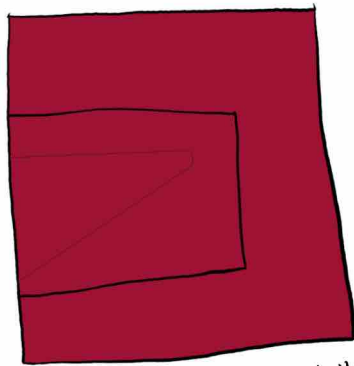
Smooth

Light

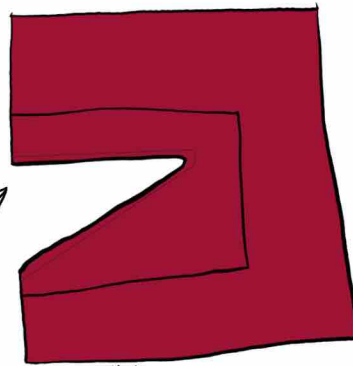
Method applied on jacket pocket and trouser pocket tacked into the waistband



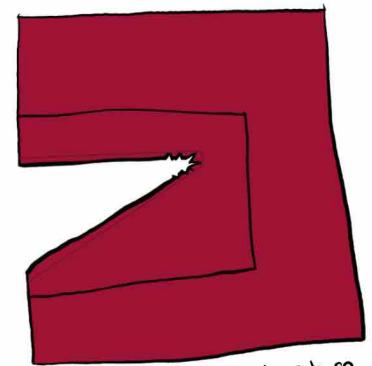
Chalk pocket shape on facing



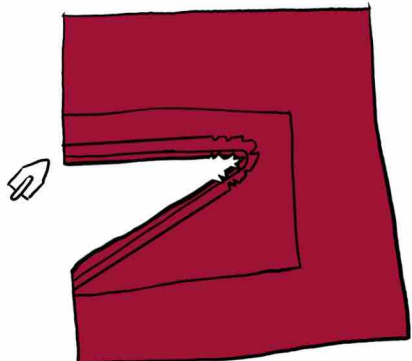
Stitch facing to main on chalk



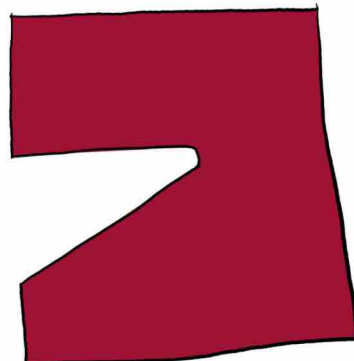
Cut all layers



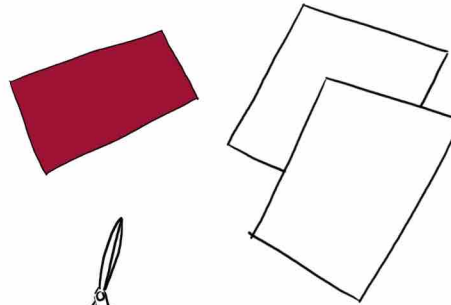
Notch curved shape to release curve when pressing over



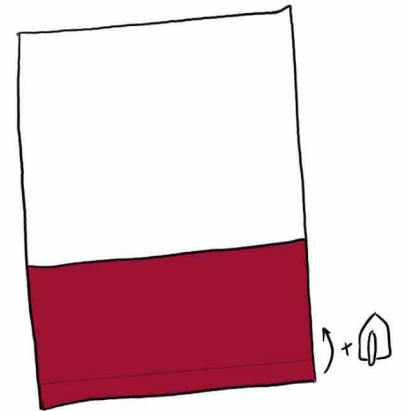
Press seam open



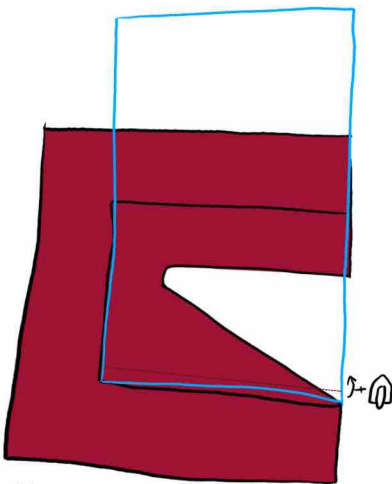
Turn facing in



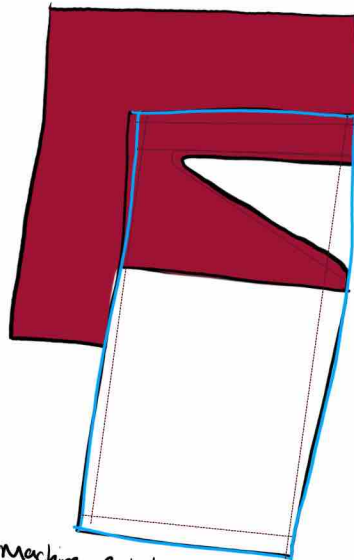
Cut back facing and pocket bags



machine pocket bag to facing and press open



Machine pocket bag to front facing and press



machine pocket bags







CHIVAS  REGAL

Sponsored by

# Benvenuto Lewis

To celebrate the next stage of Lewis' Hamilton's F1 career alongside the HP Ferrari Racing team, Chivas Regal Scotch Whiskey is hosting an invite only event. We are proudly honoured that Lewis will be sponsored by our team, and we hope you can join us.



22 Av. Princesse Grace, Monaco, 98000 MC

26th May 2025

11:00pm



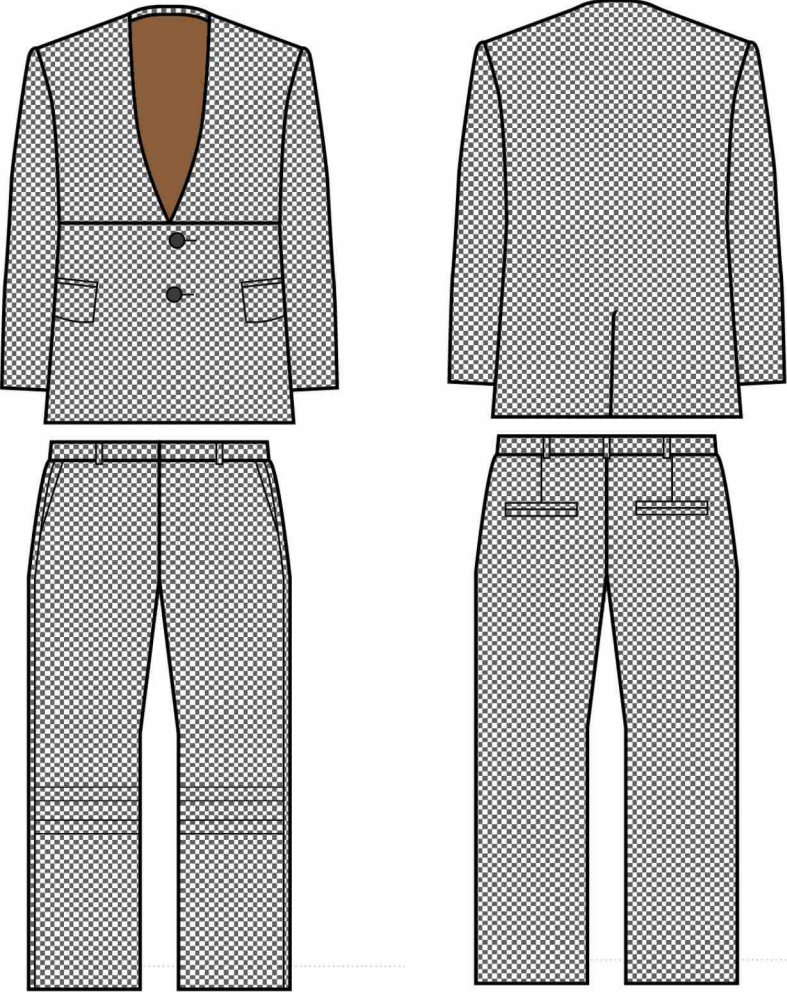
18+ only. Invitees are allowed 1 extra guest. Free entry.  
For more info email [info@chivasregal.com](mailto:info@chivasregal.com)

amberlounge™

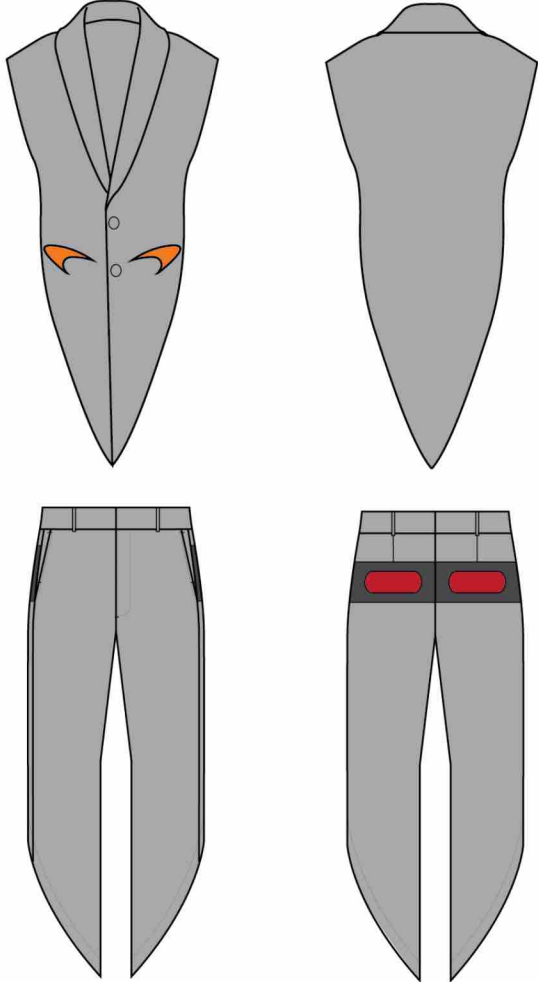


# Final Lineup

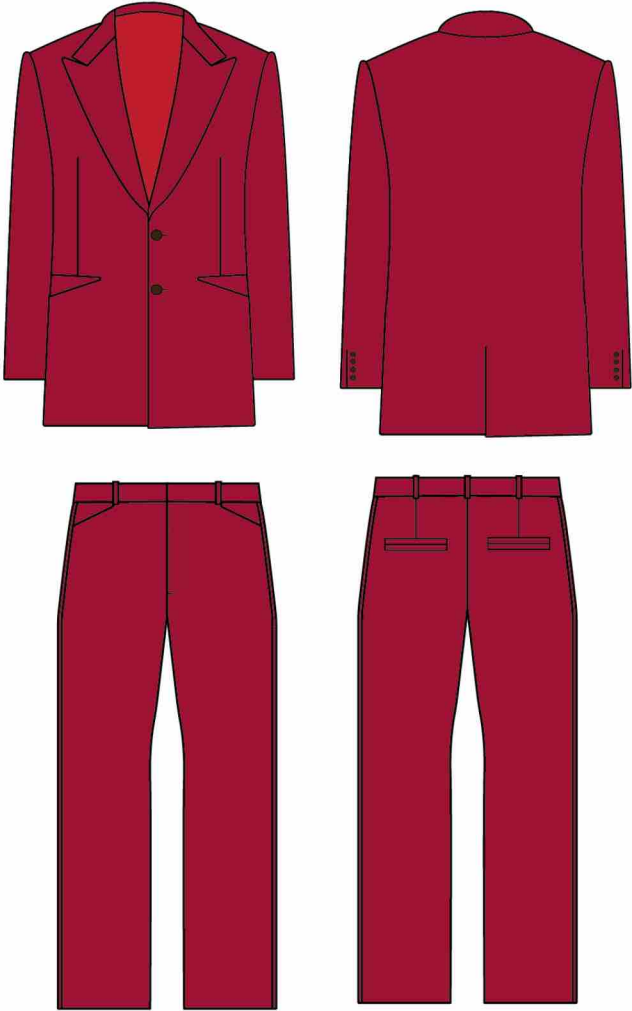
Mercedes SLR McLaren

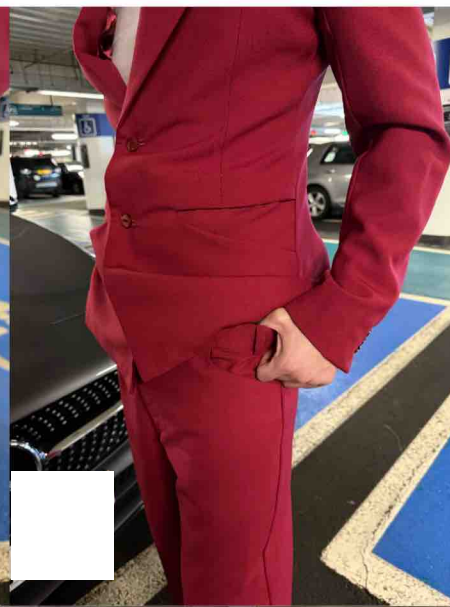


McLaren Speedtail

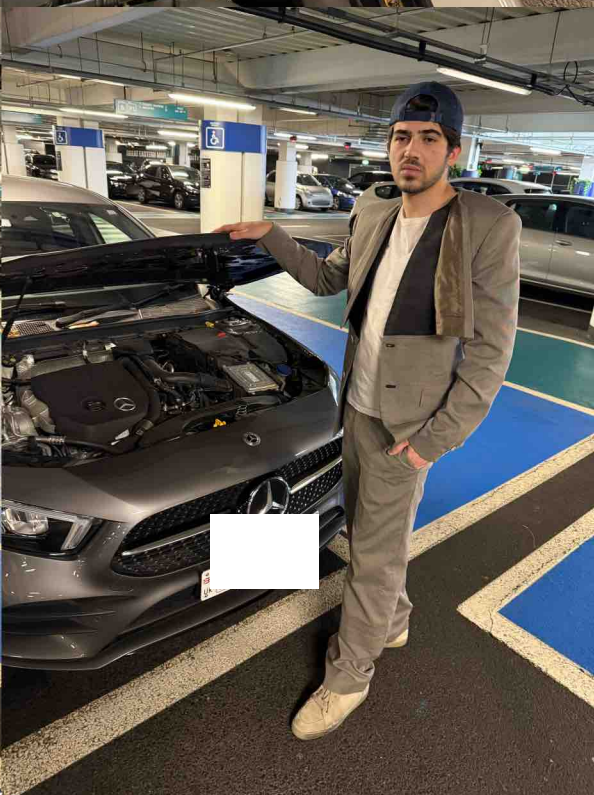


Ferrari F40









## Reflective Statement

I found this entire project enlightening. I felt my tailoring skills strengthen and a further desire to continue tailoring after graduation. I sharpened on my tailoring skills due to me making more traditional suiting shapes instead of my casual tailored garment style, allowing me to truly experience what this course has to offer. I also was able to question the techniques taught to me, as certain steps could not be applied or would not work if done using traditional techniques. I paid attention to as much as I could from fabric types, to colours and even buttons, I wanted everything to be true to the cars I referenced my designs off. I was also fortunate enough to be able to work at my father's manufacturing company, receiving verbal help along the way from fellow machinists. What helped me the most was my new joy of altering patterns, a skill I picked up when fixing the major mistakes of my toiles and applying that skill sometimes on the spot of my final garments. An unfortunate situation occurred part way through the year, but I used it to my benefit as a source of energy to power through the year. My main goal was to pay attention to traditional techniques and apply all the skills I had learnt over the years, as well as making use of all the tutorials, and I believe I did that to the best of my abilities. Overall, and this applies to the course as a whole, I was wrong about my pessimistic feelings surrounding bespoke tailoring and this project was the epiphany as well as informative due to me using my learning resources very well.