

Summary of research

[1] ...

- Key stakeholder is 16, therefore the teenage influence that is desired is to be fashionable (N)
- Wider stakeholders have a good opinion of the key stakeholders style, with input of improvement also
- ...

[2] Considerations of the key stakeholder

- 16 years old
- size 10/12
- Female
- Olive skin & light brown hair
- Personal preferences are to make sure it is comfy (breathable, flowing fabric so non huggy & easy to move in), to be fashionable 'avant garde' but somewhat different, and to be formal so it fits the issue. I would like it to be above the knee, include something (eg a bow) that draws the eye to it
- Favourite colours are black & purple
- Love lace, bows and buttons
- Being a teenager, I will be judged on what I wear
- Don't have endless money available. The school bobbins, machines, scissors and needles can be used. Fabric, thread, zips etc are my expense.
- Will need to reflect national and international design trends when the garment is worn on the runway at the opera house

[3]

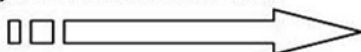
3. **Feats:**



This concept consists of:

- Straight, normal thin straps.
- A light, heart-shaped neckline.
- A thin band around the waistline.
- The bodice is tight up until the band, and then the dress flows out from the band.
- On the bodice, there are some panels for decoration, which wrap tight around the bodice.
- There is a light 'tutu' effect with a puffy skirt for the bottom half, could be gathered.
- The final cut is just above the knee.
- The complete dress could have light colours on the top half with dark colours on the bottom half to give contrast.

Inspiration from: Existing Solutions  
Twenty-seven Names (10 & 16)  
Magazine Resources 8 & 9



[4] Wider stakeholder: opinion.

Suitable question.	Concept draft number.					
	1	2	3	4	5	6
Which garment/s is going to suit the key stakeholder (Erin) most, while considering her preferences and body shape?	✓	✓	✓	✓	✓	✓
Which garment/s is the most suited for Adam's 21 <sup>st</sup> birthday party? (A party in spring (September), something that will let me fit in with the suited age group, while being unique to let me stand out).	✓	✓	✓	✓	✓	
Which garment/s is the most suited for the runway show at HB Opera House? (Has the appearance and quality of being produced at a professional level).		✓	✓		✓	
Which garment/s has the most influence from the chosen designer 'Twenty-seven Names'?	✓		✓		✓	✓
Which garment/s has a bit of an 'Alice in wonderland' look, as this is the theme (if chosen) for the runway show?			✓	✓		
<b>Total number of ticks.</b>	<b>three</b>	<b>three</b>	<b>five</b>	<b>three</b>	<b>four</b>	<b>two</b>

**[5] Physical and Social Environmental Considerations**

...For the fashion show, I should be showcasing a garment that is up with the trends of national and international designs. The competition constraints include the garment needing to be influenced by a known designer. I'll need to do some research...Twenty-seven names are nationwide, produce their garments at NZ Fashion Week, have been around since 2006, cite contemporary art and have music references as their inspirational basis for their collections. ...

...The garment will need to be way out there and exciting to be competitive

...Both events are in September. It could be quite warm then—our area is known for its sunshine . The runway will get pretty hot, I imagine. A garment that is flowing and made of light fabric will give air flow. ...

...The fashion show has an audience of 500+ people, has a theme of Alice in Wonderland, is open to men and women's wear, our garments will be professionally modelled...

**[7]**

**How the fabrics performs:**

Satin rayon – This is a natural, durable fibre cloth that is soft and 'silk-like'. It is an absorbent material with a natural flow. It well sew well, and comes in a range of colours. This fabric has a natural draping ability and is often hand washed to keep its softness. Polyester satin – This is a type of fabric that is synthetic. It has features, which it is to be crease resistance, ability to dry quickly and has high strength. There is minimum care that is required too. Polyester organza – This fabric is sheer, lightweight and is woven with synthetic 'filament' fibres such as polyester. It is crease resistant and is slightly stretchy by both directions. There is also minimum care involved.

**My choice fully justified in relation to the key factors:**

I chose the satin rayon fabric for the bodice of my garment as it's soft and breathable as specified in the 'stakeholder' of my key factors. This has a slight shiny side and more of a dull side for me to choose from with a vein through it as extra detail. As this has the main detail of the garment, I then wanted a plain fabric to complement this, for the band and the underlay of the skirt, I chose black polyester satin. This also has that shine that lets the garment be formal, as specified in the 'knowledge' of my key factors. To contrast with the bodice and to blend with the black, I then chose a polyester organza to flow (by being gathered) as an overlay and have that 'tutu' effect for spring, as specified in the 'knowledge' of my key factors. These chosen fabrics then accounted for both the 'stakeholder' and 'knowledge' of my key factors because they are comfy, breathable, different, include black and a tinge of purple (more blue), is non-heavy, suitable for spring and formal. All three of the fabrics are reasonably cheap too, as specified in the 'broader' of my key factors.

**[8]**

**Confirmed Brief**

I have the opportunity to profile my design work at a local fashion show at the same time I have a need to have a new garment for my brothers party. To design and develop a dress for the key stakeholder Erin to wear to her brothers 21<sup>st</sup> birthday party on the 11<sup>th</sup> September. To be held at my home in ~~Howland North~~, The dress code is semi formal as this is a special family occasion. The dress must also be suitable for the runway, that is, suitable to represent my school and to show my profile as a designer. The garment needs to be comfortable so it can be modelled with ease and also so I can enjoy the party. It needs to flatter my body shape so needs to have a tailored top and a flowing skirt to create balance. It needs to be suitable for spring temperatures (15C-22C) The garment must be completed by the 2<sup>nd</sup> September for the fashion show and needs to be completed to a high quality standard as it will be onstage with commercially produced designer garments. In order to do this I must manage my time and resources efficiently including the use of school equipment and work within my budget.

**Specifications**

- size 12 (to fit the key stakeholder)
- fashionable (judged as contemporary when modelled with other designers work)
- comfortable (bodice fits well and does not slip, skirt allows movement)
- includes subtle surface design lines appliquéd on the bodice for a slimming effect
- neutral colours (taupe bodice and black skirt) to enhance my olive skin
- polyester satin bodice (so the bodice is smooth and has a sheen)
- organza overskirt (giving a crisp, flowing effect)
- fully lined (so garment is not see through on stage)
- fastened with a side invisible zip (to hold the bodice firm in an inconspicuous way)
- within budget (less than \$100)
- a high quality finish (finished according to acceptable codes of practice)
- completed by the 2<sup>nd</sup> September

**[6]**



*This item of clothing that I have researched from a magazine, shows the quality that I love, the best. How it merges inwards, creating an illusion to be smaller. I chose this dress (after found it while shopping in Sydney) because it was simple and easy to purchase it even I, with the play of fabrics - smooth and soft to touch and I would usually pick...*