

[1] Final Brief

Conceptual Statement: To design, develop and create a one-off dress that I can wear to a family xmas in Burlington, Ontario, Canada. This dress also needs to enter the fundraiser Alice and Wonderland fashion show on 2 September at The Opera House.

Specifications:

- under \$100 to make
- high quality (evaluated through the snag, crease and stain tests)
- fit me (size 10) perfectly
- inspired by Alexander McQueen
- suitable for a family occasion
- respect the key stakeholders ethics and values
- black & silver
- some embroidery detail on the bodice, with a Maori influence

Fashion Show		
Positive	Negative	Interesting
Good opportunity	Needs to be around a theme	Shown at the Hawke's Bay Opera House
To show off my fashion skills	Has to be of a high quality	
Learn new skills		

[2]

"I understand that this context has two angles to it. The given context is the fashion parade and therefore I need to consider the appearance and the quality of the garment I develop as this is a professional show.

The second angle is the constraints, like the TV programme 'Project Runway' the constraints we are working to is that the garment will be for a named person to wear in a specified place and reflects the influence of a particular designer."

"This issue provides me with the opportunity to show my design and fashion knowledge skills in a school fund raising event"



This is the view of the stage from the audience's point of view. As you can see in the picture the stage and the theatre are used for music shows, dance recitals, plays, and other theatrical performances and of course fashion shows. The models in the fashion will walk from the back of the stage to the front little pontoon and then across to either side of the stage and then back to the beginning. The rest of the stage will be blocked off so then the audience won't be able to see the models getting ready for the show.

[3]

Family Function		
Positive	Negative	Interesting
Shows your family what you can do	Needs to be age appropriate	You can dress in a tutu and fluro colours and your family will still love it.
Be yourself	Could become offensive	

[4] Concept Screening

Name: Emily ~~Jensen~~

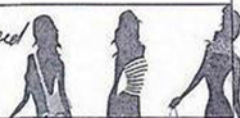
Which is your favourite concept? Why?
 Concept 1. It is gorgeous! I love how you have taken the simplicity of the design (classic, A-line) and enhanced it in a detailed way with the bodice embroidery. The edgy hem line gives it an avant garde appeal and sets it aside from the usual 'little black dress'!

Which is your least favourite concept? Why?
 Concept 2. It's not a bad concept, it just dulls in comparison to the rest and its simplicity does not really suit your avant garde themed influence.

Which concept best suits my personal style? Why?
 Concept 1. It is original and cute, and has a slight edginess yet still in sync with its otherwise feminine elegance!

Which concept is best suited for the fashion show? Why?
 I like elements from both concepts 1 and 2. They are both quite high fashion and suit the showy style of runways avant garde.

Anything else?
 I love concept 1, but I'd like to see it developed into more of a showy, runway piece.



[5] I contacted my relatives in Ontario, Canada. We are having xmas with them. I was concerned about whether my garment that I was going to be making for the spring fashion show would be warm enough for winter in Canada. They told me the semi formal xmas dinner would be indoors and the house was well heated and insulated.