



'WHEN POWERFUL WOMEN START USING GLAMOUR AND STYLE THINGS USUALLY END IN TEARS'

- Simon Doonan, Creative director of Barneys New York, in Power Dressing: First Ladies, Women Politicians & Fashion.

A collection centered around power-dressing, an outdated and sexist concept- dressing in masculine garments in order to be considered powerful.

Instead my collection emphasizes the power of femininity and redefines power-dressing through adapting the suit and pairing tailoring with unconventional aspects like lingerie.

Hand-embroidery features throughout my collection as I aim to celebrate and reintroduce this traditional craft.

Power Dressing

noun

the practice of dressing in a style intended to show that one holds an important position in business, politics, etc.

A SEXIST GENDER-BASED CONCEPT

According to the McKinsey report there is still massive amounts of sexism within the workplace

'work places and the financial system were designed by men- for men' -Forbes, 2019

It's a Man's World

The standard 9-5 work day perfectly suits the mans 24 hour cycle, with their testosterone levels being highest in the morning and lowest at night. Womens bodies are not so compatible with how society has been constructed as they have a 28-day hormone cycle.

before nwi women were expected to stay at home, taking care of domestic responsibilities

'The housewife'

nwi allowing women to enter the workforce

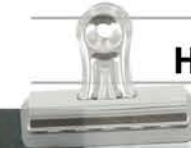
HAND-EMBROIDERY one such craft that all good house-wives were expected to do

Women and Work



dark and restricted colour palette

History of The Suit



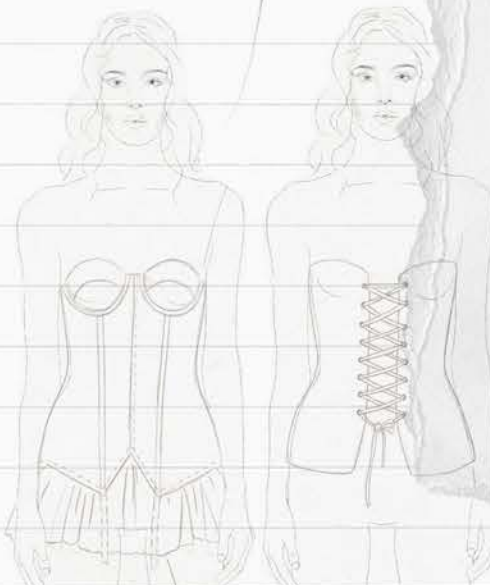
The 'classic' suit and tie are considered the ultimate authority. It seems to have become the badge of healthy, respectable masculinity.

Concept of the suit began to inform the working woman's wardrobe



'Men have been able to rely on an easily recognizable uniform the suit and tie'
-Young 2011, Power Dressing

Initial corset designs developed using research imagery



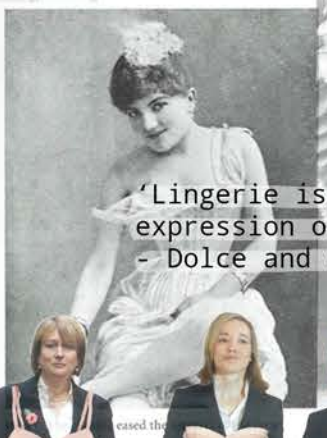
1900 A complicated exercise



1912 The Amnicis-sant, the Serpentin, or the advanced stretch fabrics



1910 Corset for a crinoline



1911 eased the

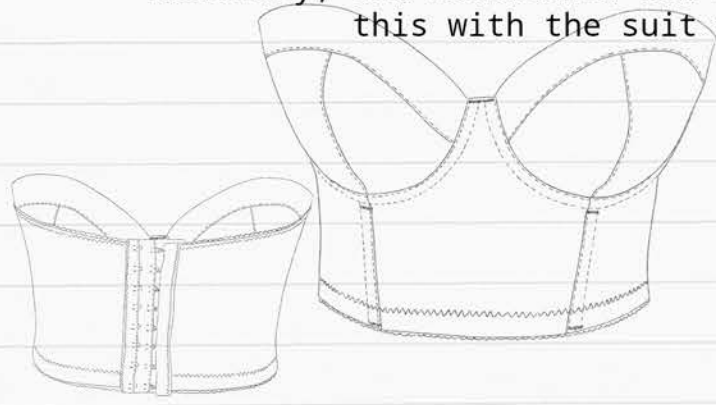
'Lingerie is the maximum expression of a woman's femininity' - Dolce and Gabbana

ruffel sampling from research imagery



Lingerie and the Suit

Here I researched into lingerie, the epitome of femininity, and considered how I could combine this with the suit to reinvent it.



Juxtaposing

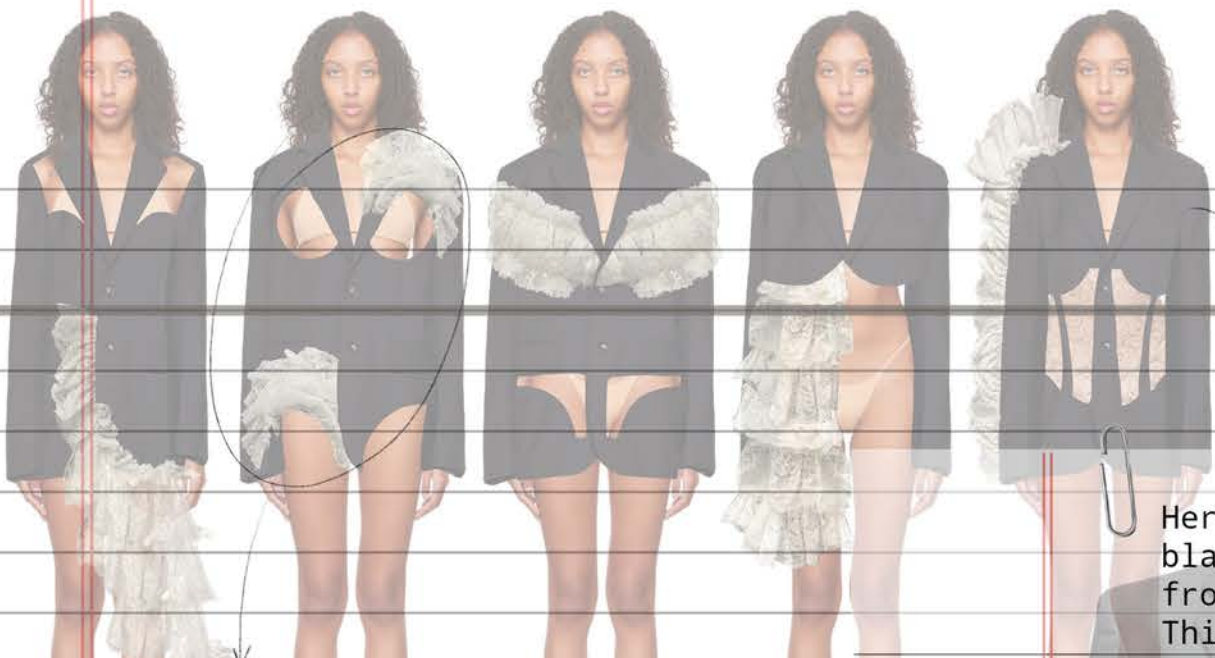


Point cut out, what might go underneath?



lace up sampling





Collaging my draping work to further develop it - combining it with cut outs

Here I experimented with draping and pinning on the classic blazer, cutting it up and collaging it onto the body - drawing from all of this to develop designs. This was the first step in reinventing 'power-dressing'.



creating designs based off my collages



IMG_1633.JPG

IMG_1640.JPG



well pocket sampling inspired by the blazer



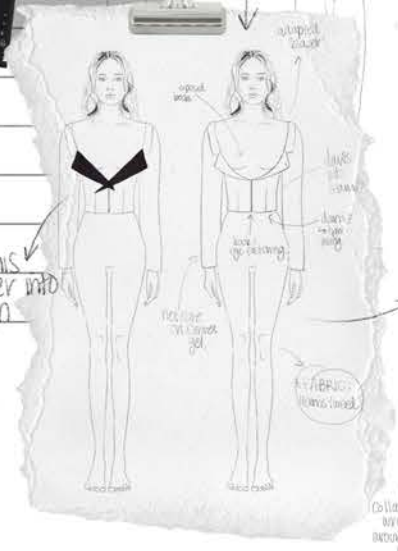
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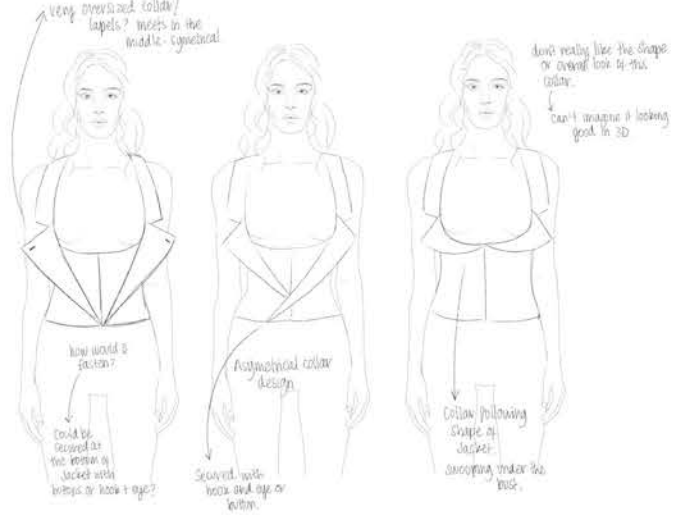
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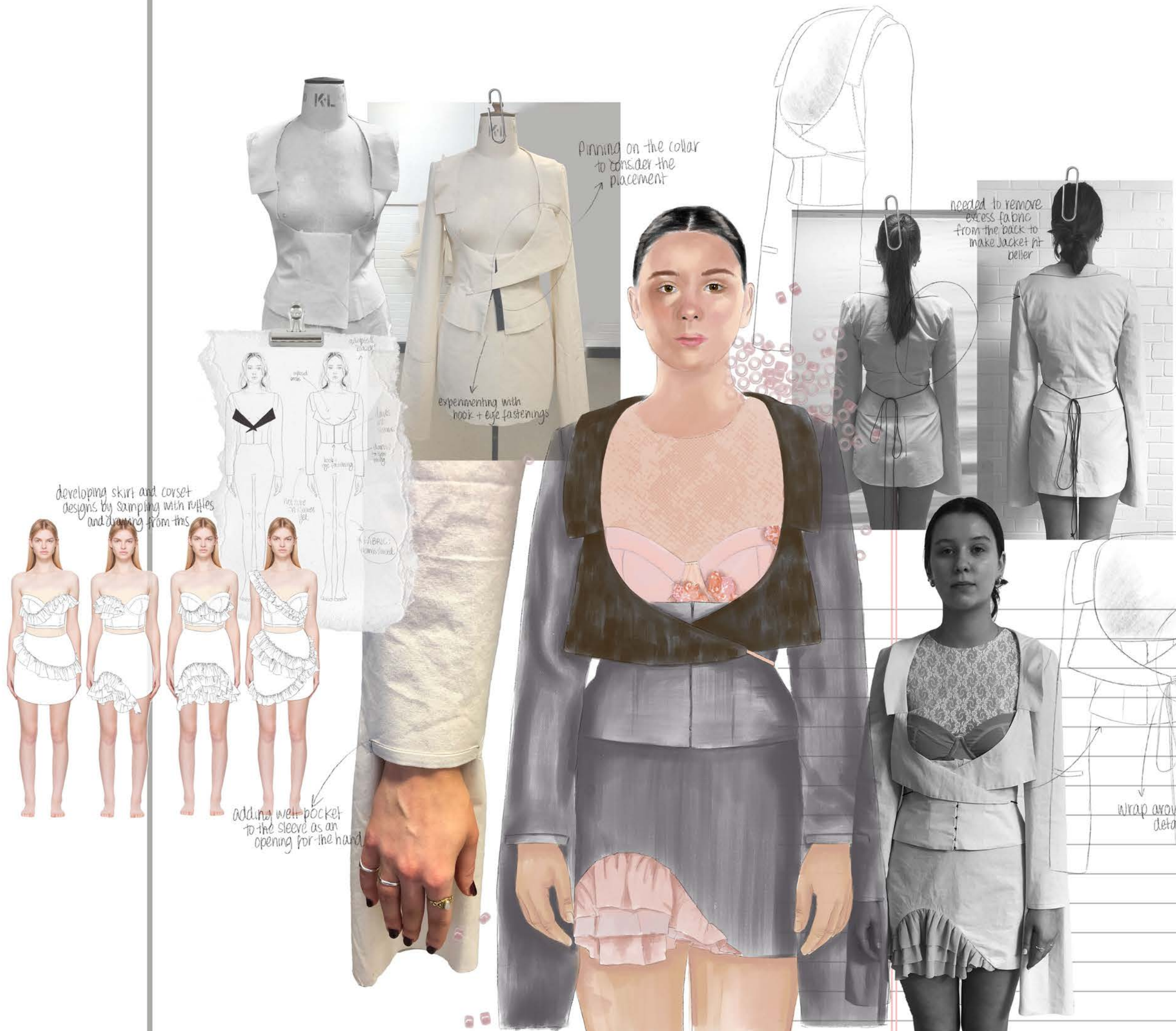


developing this collaging further into a design



developing collar designs





pinning on the collar to consider the placement

needed to remove excess fabric from the back to make jacket fit better

experimenting with hook + eye fastenings

developing skirt and corset designs by sampling with ruffles and drawing from this

adding welt pocket to the sleeve as an opening for the hand

oversized collar

wrap around waist detail

LEAHMARIE



godet sampling
inspired by
research into lingerie
+ nightwear



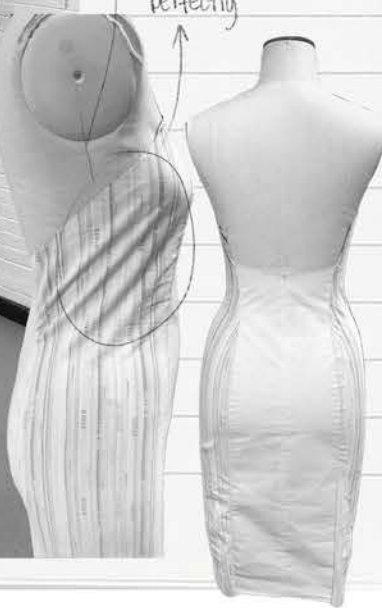
frills looping
over arms +
travelling around
the body

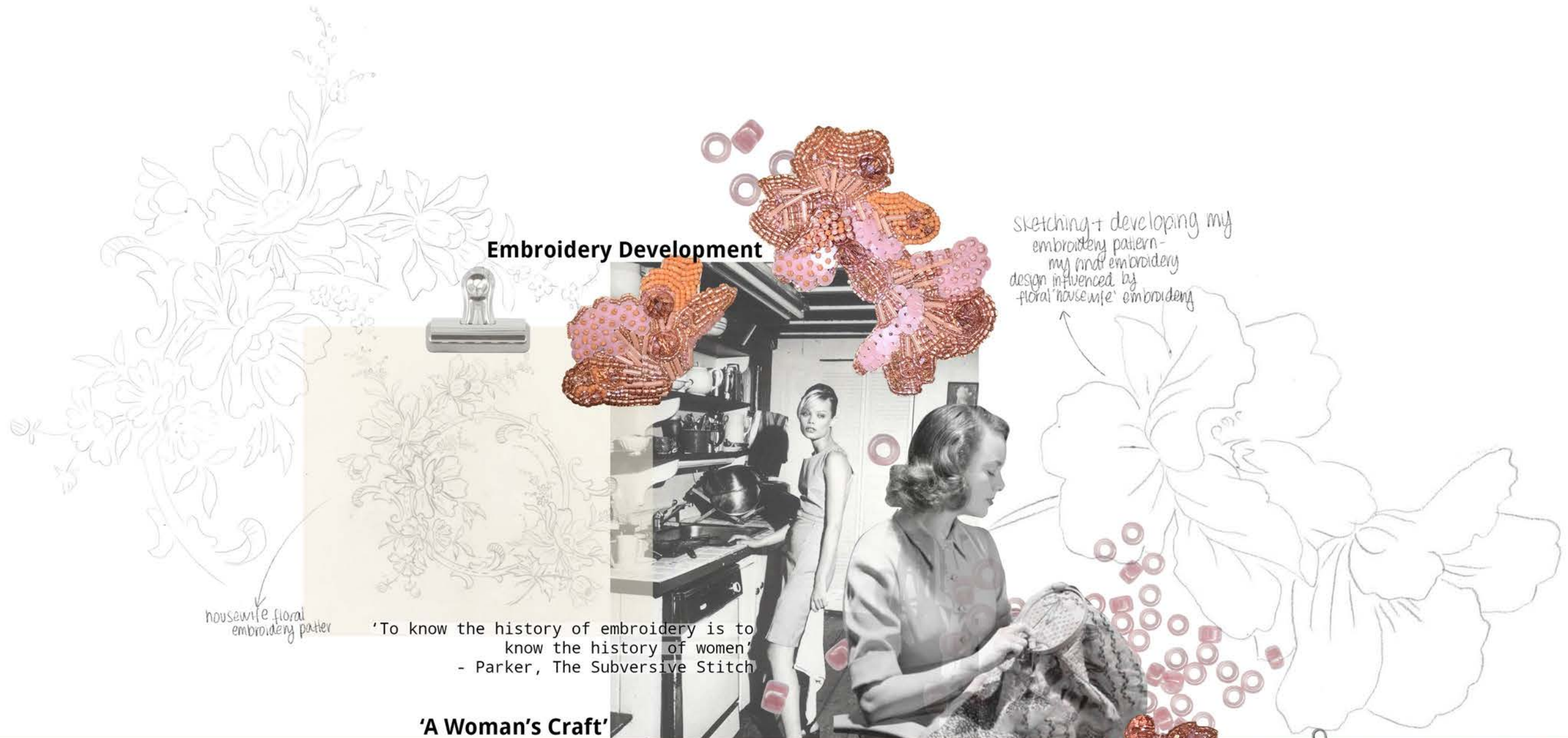


needed to add
a feature / something
more interesting
onto the back of
the dress



removing excess fabric
to ensure dress fits
perfectly





Embroidery Development

housewife floral embroidery pattern

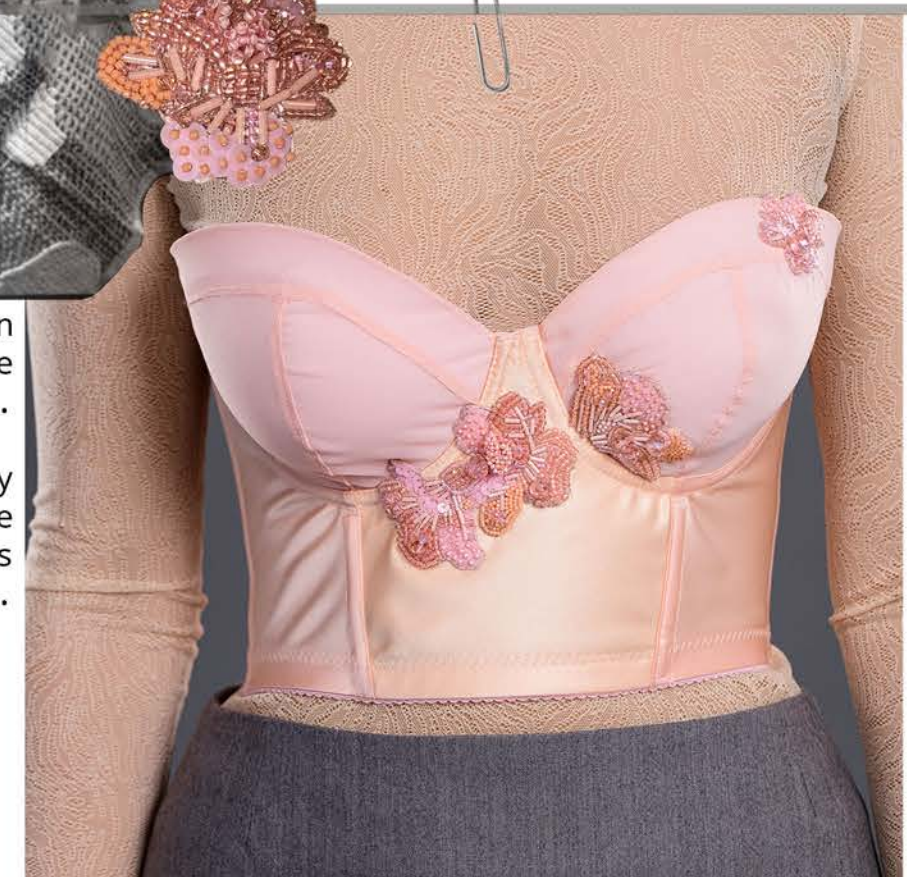
sketching + developing my embroidery pattern - my final embroidery design influenced by floral housewife embroidery

'To know the history of embroidery is to know the history of women'
- Parker, The Subversive Stitch

'A Woman's Craft'

Before the First World War, when life for Britain's women was guided by domestic responsibilities, needlework was one such craft that all good housewives were expected to do.

Here I developed and created my own beaded embroidery designs influenced by the hand-embroidery of the 'housewife', aiming to celebrate and reintroduce this feminine craft.





Pantone
16-3850 TCX
Silver Sconce

Pantone
16-0205 TCX
Vintage Khaki

Pantone
17-1508 TCX
Silent Storm

Pantone
19-0712 TCX
Demitasse

Pantone
12-0912 TCX
Tender Peach

Pantone
13-1031 TCX
Apricot Sherbet

Pantone
13-1318 TCX
Tropical Peach

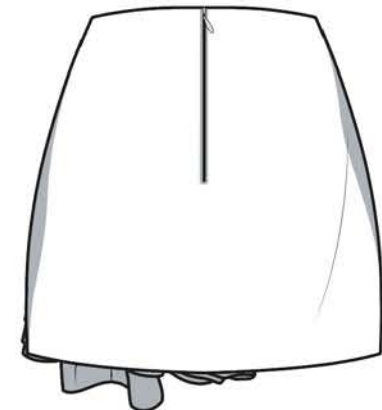
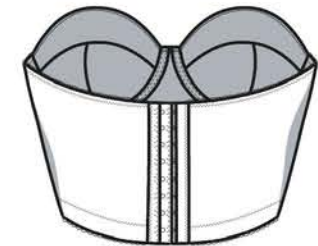
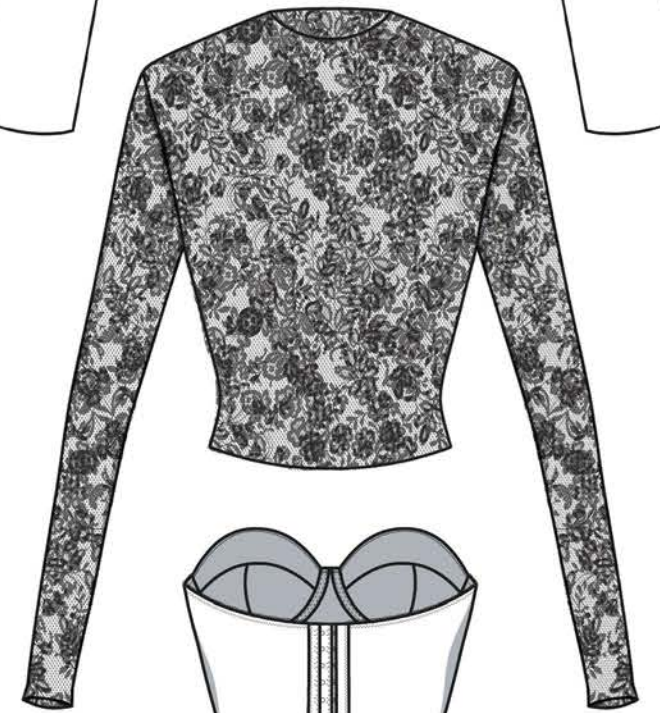
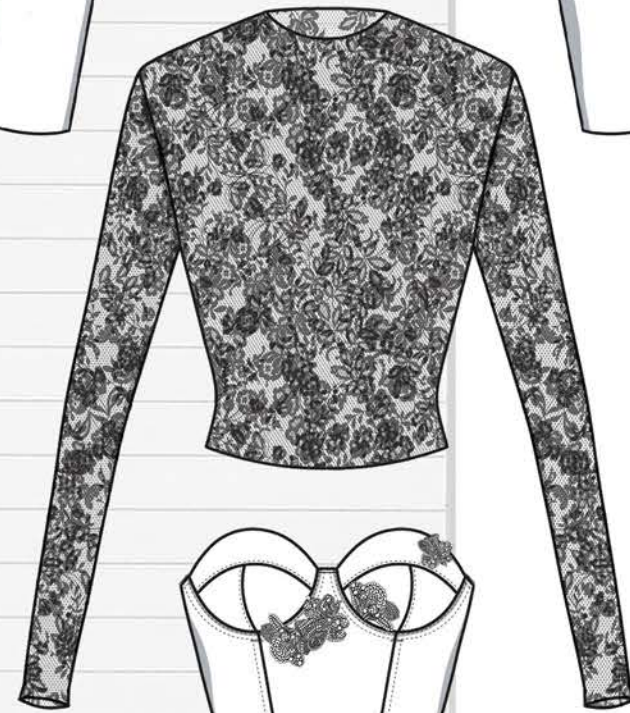
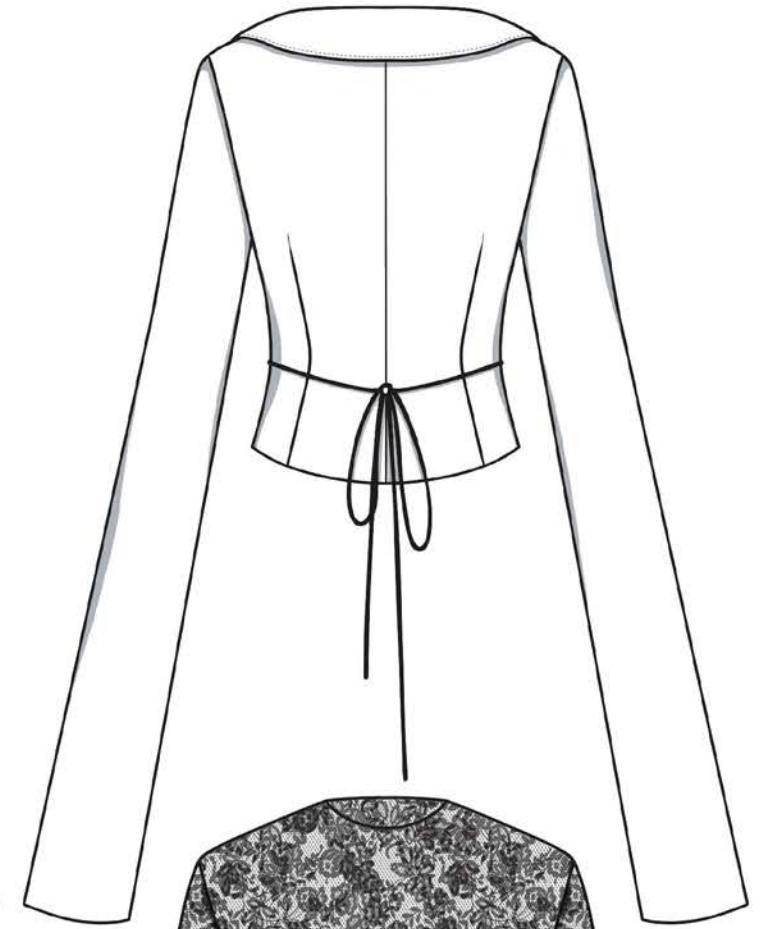
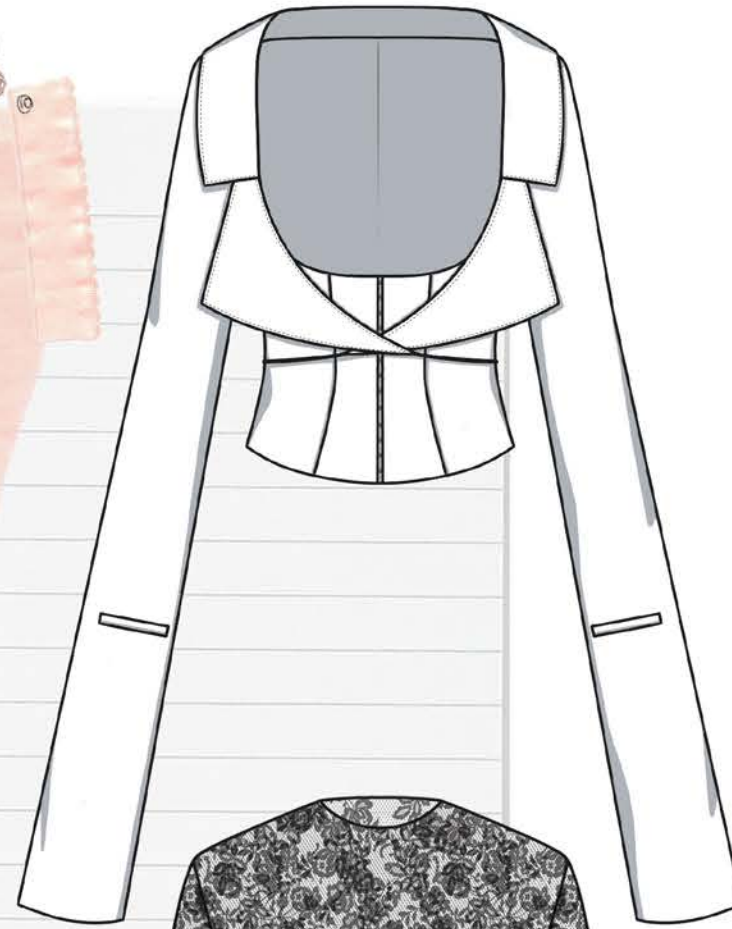
Pantone
12-1010 TCX
Scallop Shell

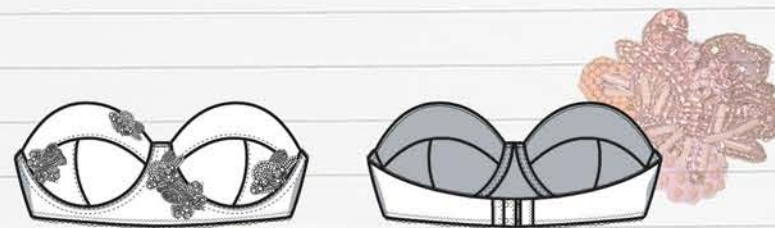
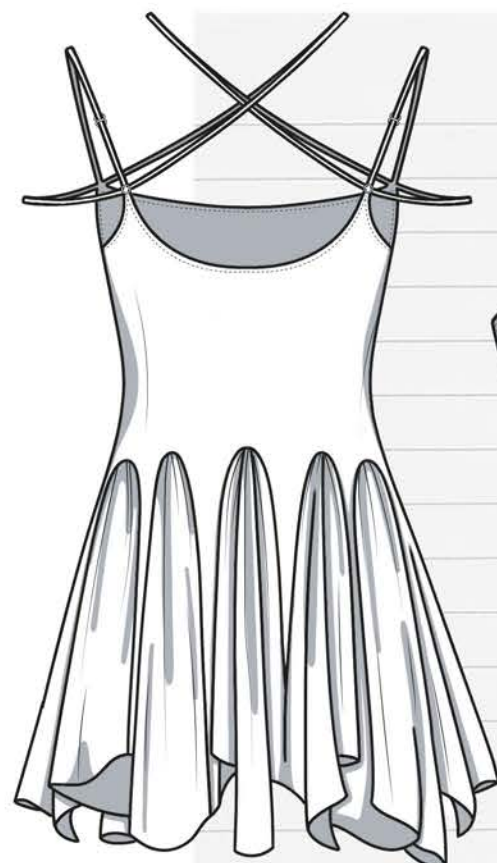
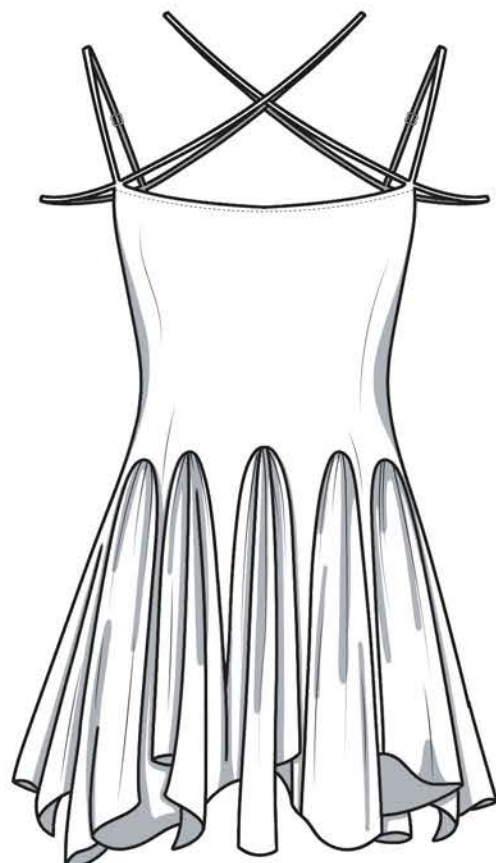


Outfit 1

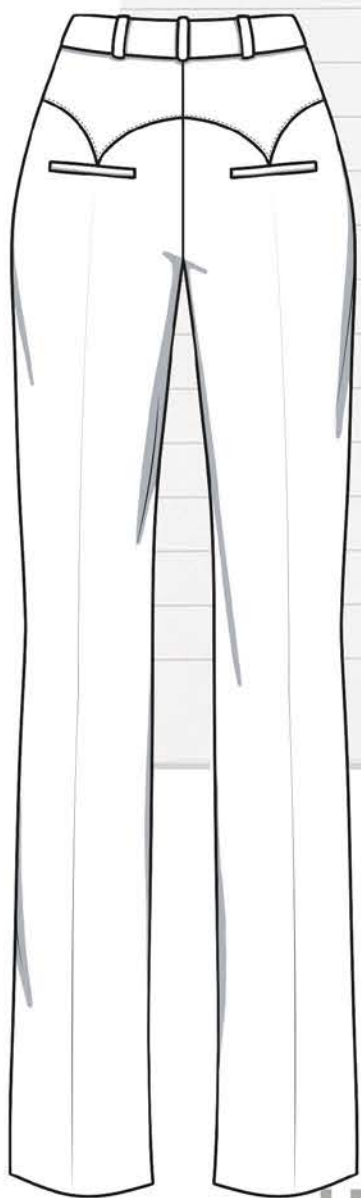
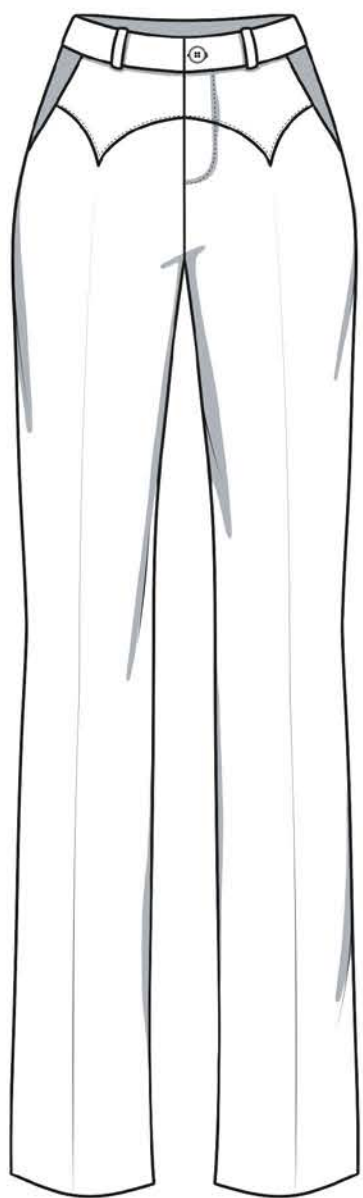


1. Harris Tweed grey+ blue herringbone fabric
2. 1cm wide hand dyed peach picot elastic
3. Hand dyed peach plush boning tape
4. Grey wool suiting fabric
5. Poly chiffon Georgette very pale peach fabric
6. Poly chiffon Georgette pale peach fabric
7. Duchess satin pale peach fabric
8. Duchess satin classique Apricot fabric
9. Heavy weight hand dyed pink power net mesh fabric
10. Hand dyed peach picot waistband elastic
11. Peach sheer lace fabric
12. Hand knitted dark peach fabric





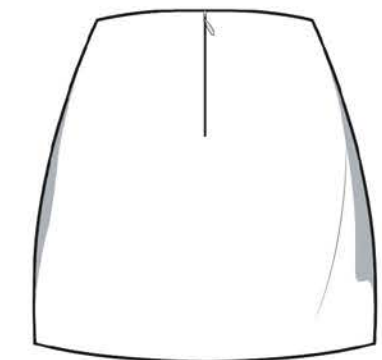
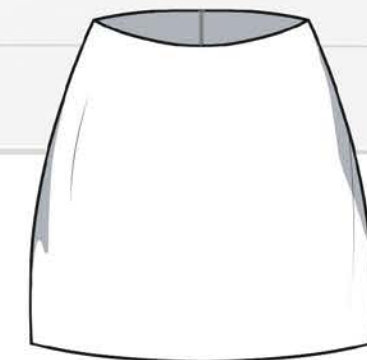
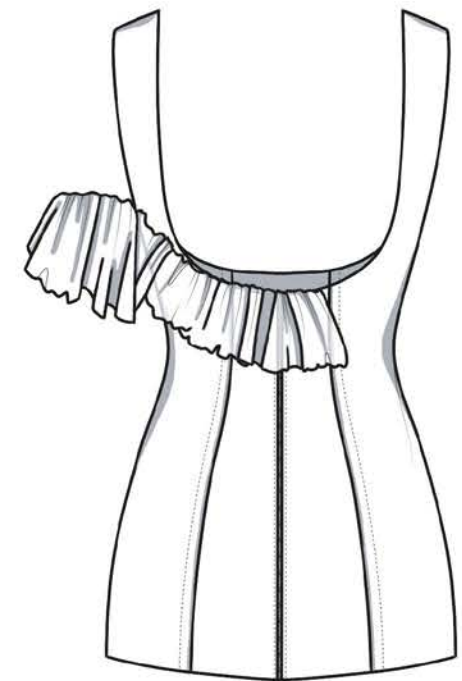
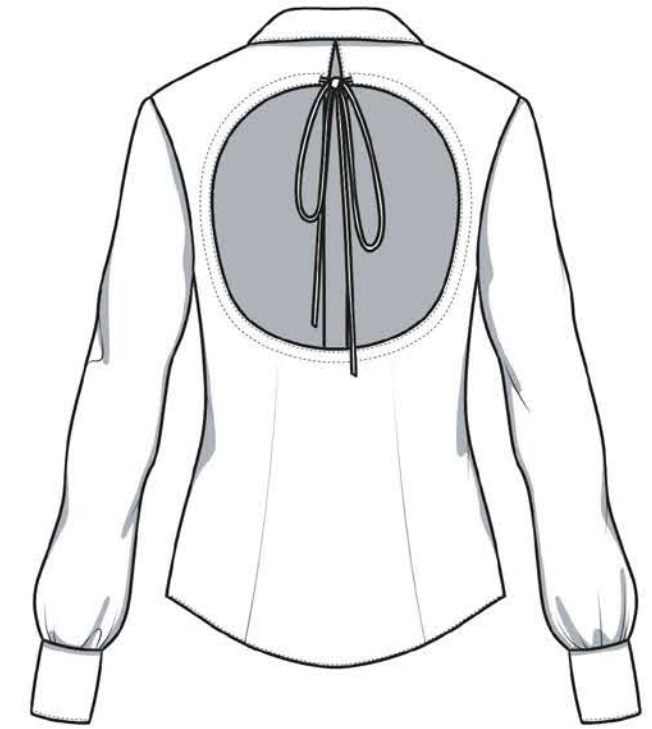
- 1. Chocolate brown goat leather - used for accessory.
- 2. Poly chiffon georgette pale peach fabric
- 3. Grey wool suit fabric
- 4. 1cm wide hand dyed peach picot elastic
- 5. Hand dyed peach plush boning tape
- 6. Duchess satin classique Apricot fabric
- 7. Hand dyed peach picot waistband elastic

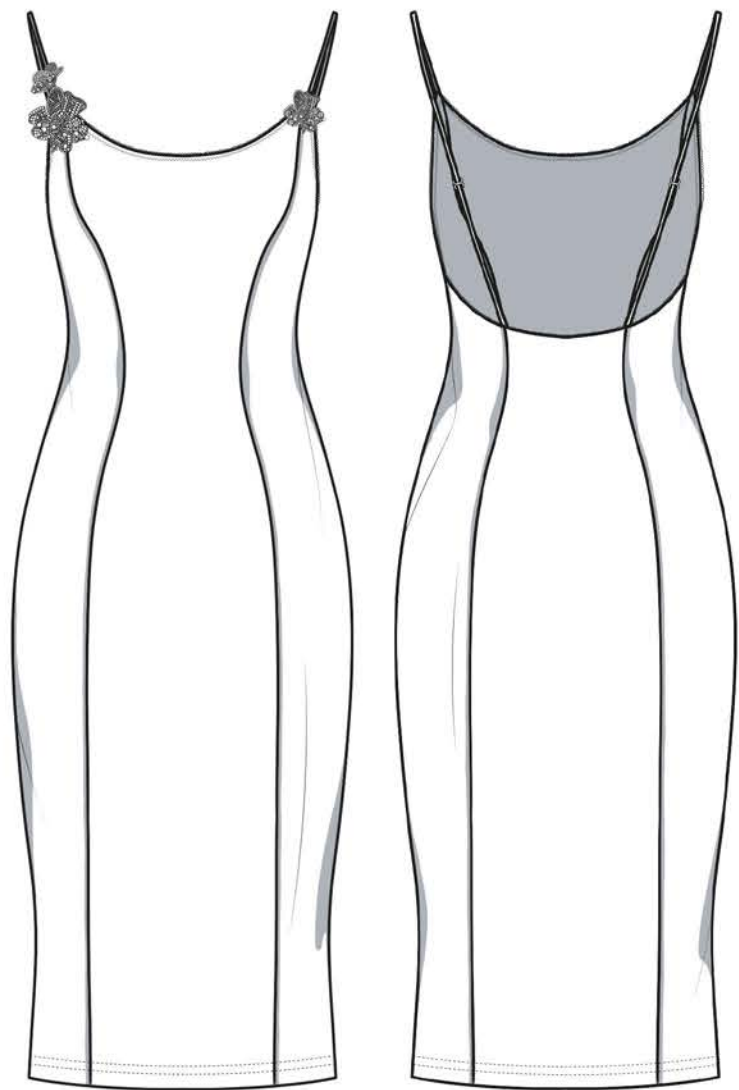


Outfit 3

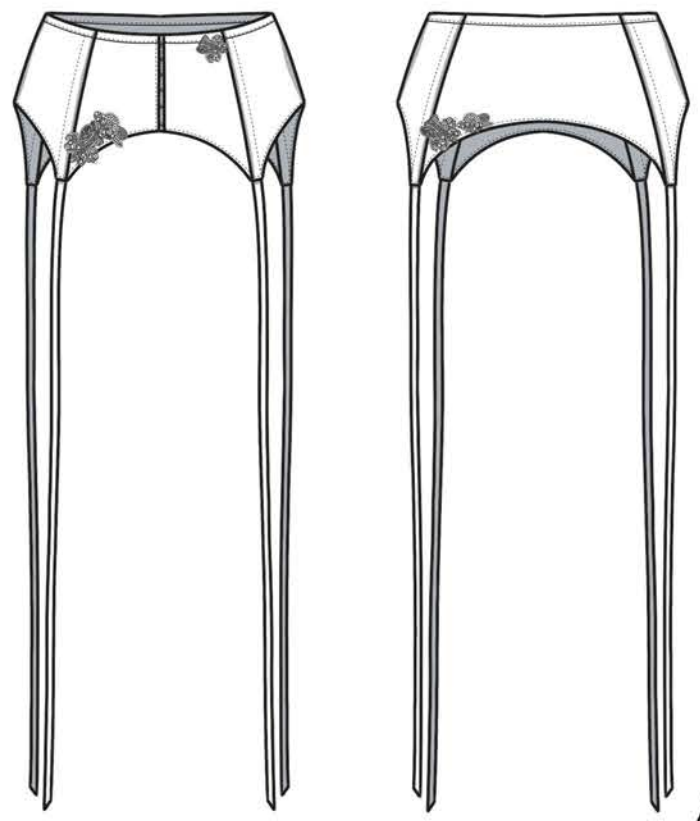


1. Harris Tweed grey + blue herringbone fabric
2. Dark grey melange suiting fabric
3. Plain organza sheer peach fabric
4. Hand knitted dark peach fabric
5. Poly Chiffon georgette pale peach fabric

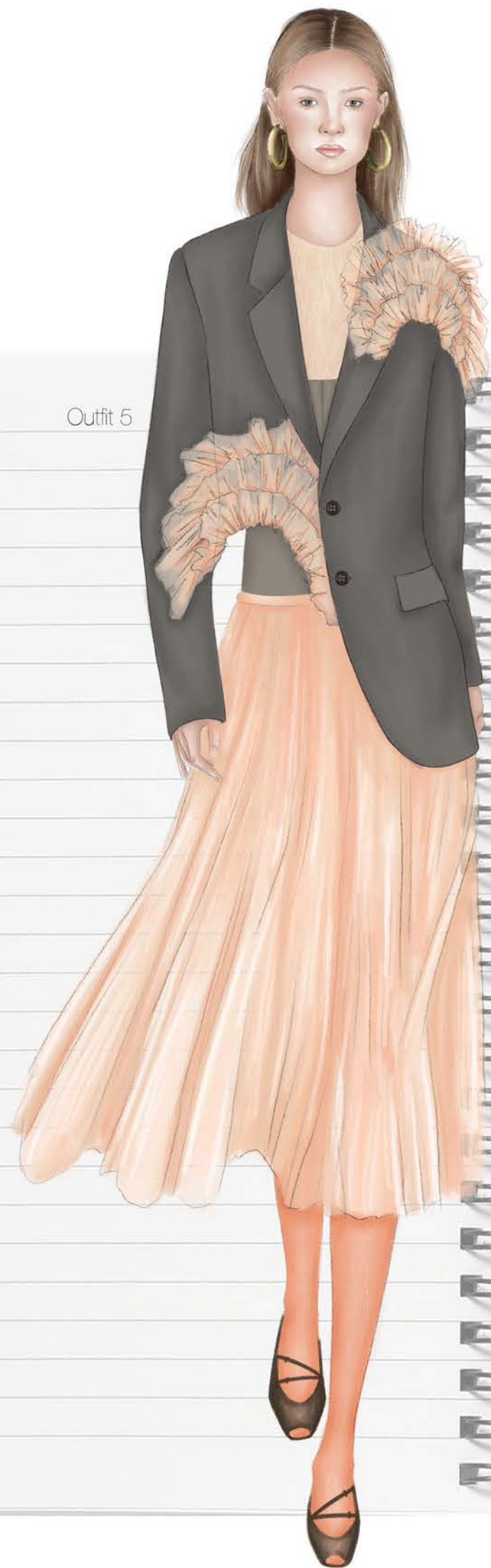




- 1. 1cm wide hand dyed peach picot elastic
- 2. 1cm wide hand dyed peach elastic strap
- 3. Poly chiffon georgette pale peach fabric
- 4. Poly chiffon georgette very pale peach fabric
- 5. Harris Tweed grey + blue herringbone fabric
- 6. Pale peach stretch jersey fabric
- 7. Duchess satin classique apricot fabric



Outfit 5



1. Peach sheer lace fabric
2. Dark grey melange suiting fabric
3. Grey wool suit fabric
4. Poly chiffon Georgette pale peach fabric
5. Supreme sheer dark peach chiffon fabric

