

Valentina Anea

Mr. Speice

Independent Study And Mentorship

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Original Work Proposal

My original work is going to be sketching a mini-collection inspired by contemporary streetwear and creating a marketing plan for a fashion show to display the collection. The purpose of this original work is to compose trends prevalent in streetwear today, design a mini collection with these trends in a completely new way, and create a marketing plan for a fashion show. The objective of this original work is to design a mini collection of about two to three looks and then plan and market a fashion show for the pieces. By designing these clothes I will be incorporating these trends in a way that they have never been seen before. The trends I will be looking into incorporating in the designs are clear, color vinyl and structured uniform silhouettes. In the end there will be two to three cohesive looks sketched out ready to create and a marketing plan for a fashion show.

To design this collection and plan a fashion show extensive research will have to happen. The first step will be to find inspiration in magazines and online and possibly make a mood board with all the elements I want to encompass in the collection. The second step will be to sketch the designs for the collection and figure out whether it is even possible to create three looks with the amount of time given. The third step will be to research marketing plans and look up local fashion shows as examples for the fashion show I have to plan. After finalizing the designs a final sketch will be created with sample fabric swatches to accompany it. A good place

to look at potential fabric is Joann Fabric and Craft Store or a store like Fabrique. Right now I know I want to create a collection incorporating clear vinyl fabric but the kind of fabric I need will not be known until the looks are actually designed. It is going to be important to research fabrics and their durability in order to make sure that the fabric will work for the clothes I want to create. It is also going to be important to look at other examples of fashion shows and marketing plans to ensure that everything will go smoothly. Through the creation of this collection it will be important for me to conceptualize and analyze my ideas to design a collection and plan a successful fashion show.. Throughout this process it is important for me to be able to evaluate and analyze my progress to be able to improve my work.

Through the completion of this original work I hope to gain more insight in several aspects of the fashion industry from designing, styling, and marketing. Hopefully this collection will allow me to gain more knowledge on the fashion industry and in turn become more well versed. A collection and a fashion show such as this will be a wonderful addition to my portfolio because it will demonstrate my ability to encompass a lot of different concepts of the fashion industry and showcase my ability to successfully market. This piece satisfies all of the requirements for the original work because extensive research will have to be conducted regarding trends, fabrics, sewing techniques, venue costs and sponsors. This collection also demonstrates creativity because it will be a clothing collection with designs that no one has ever seen before. This project will utilize the difficult critical thinking skills throughout the creation of the collection and planning of the fashion show. It will be neat and concise demonstrated by the sketches, fabric swatches, and the completed marketing plan.. This original work will serve

as a foundation for future learning in the fashion industry not only for designing but for marketing, business, branding and conceptualizing.