

STUDIO I

Loes Kuper
D2Fi

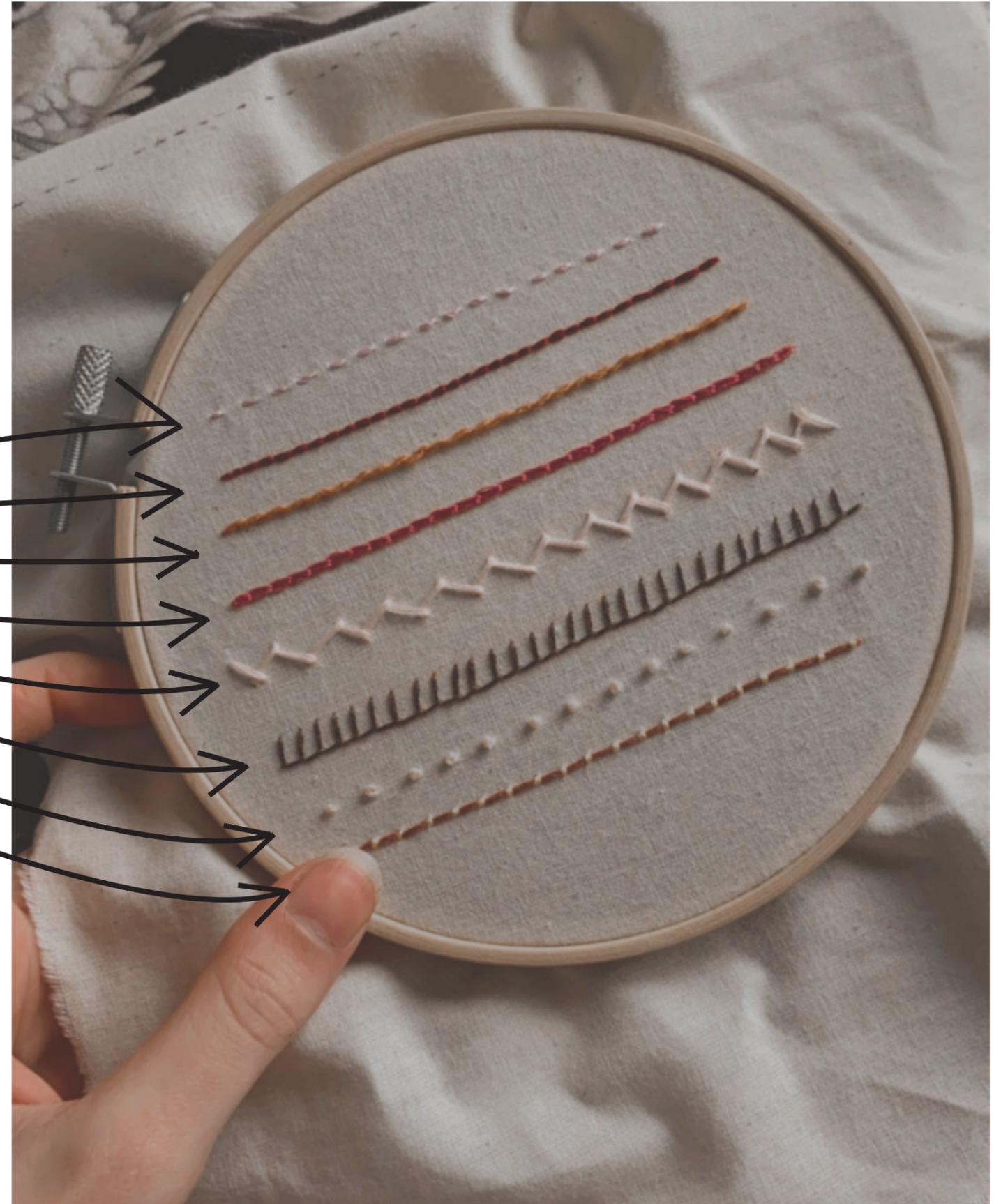
Week 1

Craft & Design

This class I wasn't able to attend due to the fact I was sick at home with COVID. Luckily, I already had my own embroidery hoop and thread laying around, so I was able to do it myself.

I already have some experience with embroidery, but most of it is self-thought. It was therefore interesting to actually dive into the different techniques and see what I can do with them.

- Running stitch
- Backstitch
- Stem stitch
- Chain stitch
- Herringbone stitch
- Buttonhole stitch
- French knot
- Couching



Reflection:

I am happy with how my try outs came out, especially the last four techniques. I am curious to see how I can use them in the upcoming crafts.

Brand & Design

.BALENCIAGA'S CORE VALUES

- .sustainability
- .social justice
- .wearability
- .originality

.BALENCIAGA'S DNA

- .strong silhouettes
- .simplicity (simple but stylish designs)
- .futuristic: unisex, materials
- .perfectionism: eye for detail
- .expressive: experimental and hypnotic
- .playfulness; irony and humor

.humour

.revolutionary/innovative

.attitude

.gender roles

.apocalyptic



"CORE MISSION

Balenciaga is known for perfectionism, tailored garments and fit. They are dedicated to creating "radical and distinctive" ready-to-wear collections for men and women that continually reach perfection in tailoring and fit."

.STRONG / FIERCE

Balenciaga has strong silhouettes that show the importance of simplicity and tailoring of a garment. The experimentation with form and silhouette aimed to establish a new relationship with body and garment.

.WEARABILITY

Wearability and quality have been very important values for Balenciaga from the start. luxury clothes can only be worn, not for storage; desirable products with no loss in integrity are something practical.

.SELF EXPRESSION

Balenciaga makes sure everyone from all ages are included in their fashion images. Balenciaga also provides a place for women to express however they are.

.IRONY

Irony / Anti fashion. Demna in fashion believes in making fashion humorous. By taking classicly affordable and unfashionable pieces and warping them into pinnacles of high fashion.

I took this class from home, due to having COVID. I helped by looking up the Core Values and DNA of Balenciaga.

At first I had a hard time figuring out what the difference was between the two. However, I learned that the DNA are the things you instantly recognise in Balenciaga's designs. The core values are the things Balenciaga stands for as a brand.

From these two, we as a group came up with four words/subjects that we wanted to focus on within our project.

I also took a look at how Balenciaga handles Sustainability and Social justice, since these subjects were part of the Core values.

Reflection:

We made some progress today on getting to know the brand more. I am interested to see what direction we will be going in. Hopefully, next class I can fully join in person!

THE TREVOR PROJECT

The Trevor Project is the world's largest suicide prevention and crisis intervention organization for LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer, and Questioning) young people. The organization works to save young lives by providing support through free and confidential suicide prevention and crisis intervention programs on platforms where young people spend their time: our 24/7 phone lifeline, chat, and text.

It also operates innovative education, research and advocacy programs, as well as TrevorSpace, the world's largest safe space social networking site, offering life-affirming friendship, human connection, and intersectional peer support online and without borders to LGBTQ youth.



SUSTAINABILITY AT BALENCIAGA

OUR APPROACH

Aware and convinced of the challenges linked to sustainability, Balenciaga has acted to reduce the environmental impact of its creativity and activity while pursuing progress within fundamentally important social issues.

We are committed to the sustainable and ethical management of our operations. The goal of reducing our environmental impact influences our decisions. At all levels and in all locales—whether at offices and stores or along the supply chain—we respect high standards for social and ecological responsibility. Balenciaga is also fur-and exotic leather-free.

WHAT WE DO

For several years, Balenciaga has committed to reducing its footprint within the design and production processes of its collections, as well as its offices, events, stores, and packaging, for example by introducing more responsible, recycled, and upcycled materials in lieu of others.

The remaining carbon emissions generated by all of our business activities in scopes 1, 2, and 3 of the GHG Protocol are carefully calculated and we commit to invest funds into projects that protect and restore natural ecosystems that fight climate change.

By implementing innovative techniques and textiles without compromising creativity, the House also educates its audience on the possibilities of sustainable practices in luxury.

OUR COMMITMENT

For over one hundred years, Balenciaga has been recognized as a major, unique, and legitimate House in fashion and luxury by offering uncompromising creativity. It is with the same high standards that the House consistently reinvents itself in order to answer the environmental and societal challenges with which we are constantly presented.

Innovation is ultimately experimentation, which is essential to Balenciaga's creative process as well as how we run our business. Experimentation also creates new unforeseen obstacles that challenge our methods and drives continual evolution. Our goal is to innovate without harming humans or our environment while respecting the welfare of animals. It is through our research and development of materials and manufacturing processes that we are proposing a renewed and responsible fashion system.

Balenciaga is committed to meeting a target of 100% metal-free tanned leather in our collections and to reach 100% alignment with our parent company Kering's Standards for Raw Materials and Manufacturing Processes by 2025. This ambitious commitment will take several steps. We will regularly update the information on this website for the sake of transparency.

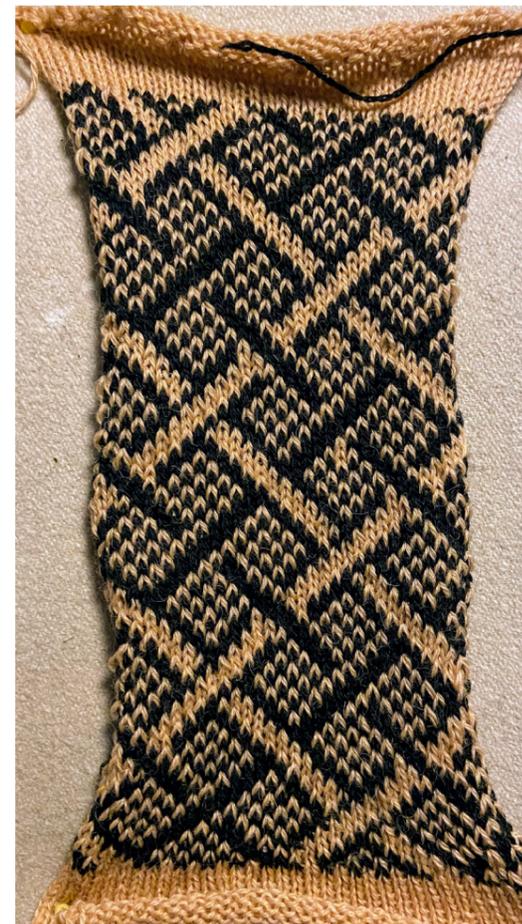
Knit & Design



In our first class of knitting, we mostly got to know the machines and learned how to put the yarn in them. After that, we tried out some different techniques using only the back of the knitting machine.

I liked working with different colours of yarn as well as playing with creating holes in the knitwork. It takes a lot of time to do this manually however, so it was nice to work with the tablet at the end of class.

The last three try-outs are made with the tablet, which makes your life a lot easier! It was interesting to see in the first example that it also has an effect on the stretch and drape of your work if you use different types of stitches.



Week 2

Craft & Design

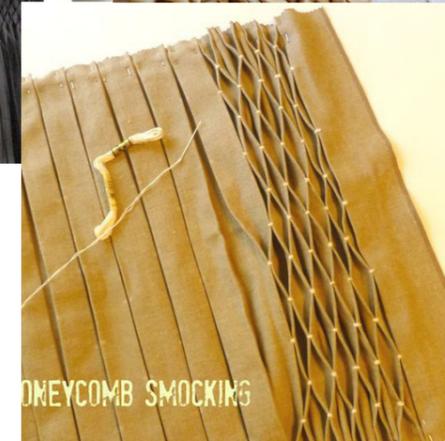
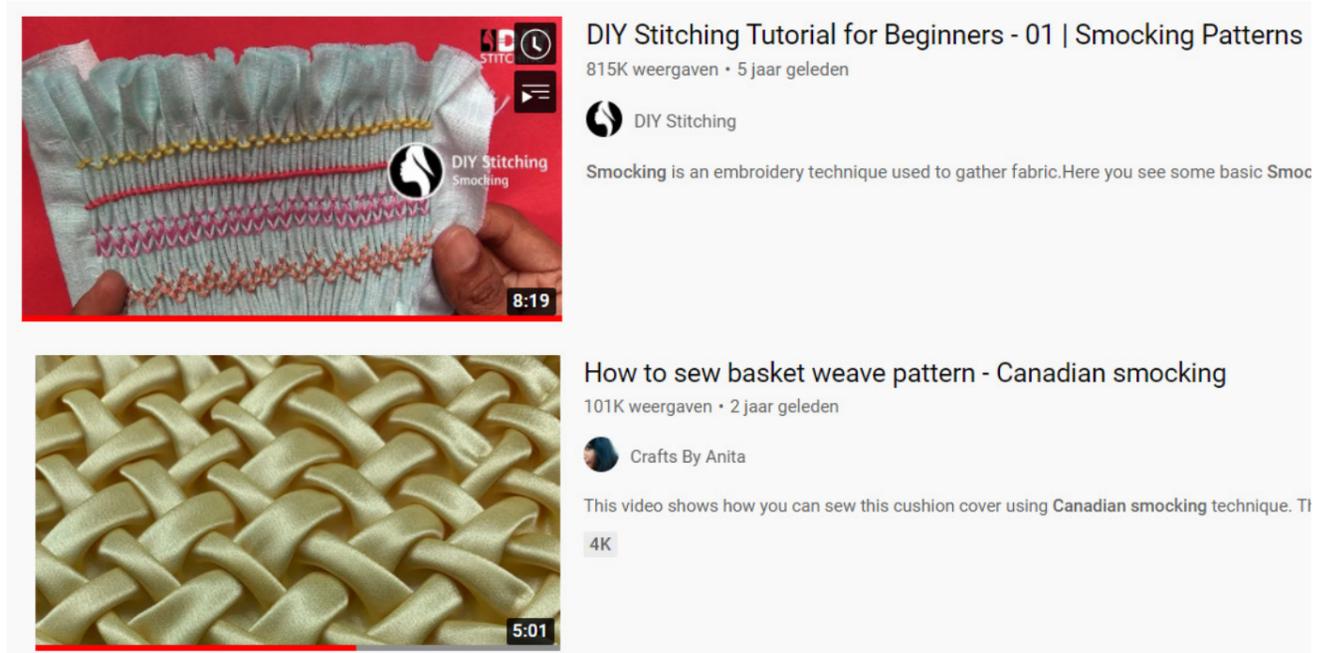


In my first try-outs of the classic methods for both English and Canadian smocking, I already made a few mistakes. In my English smocking, I made a way too long but too thin row, which was not very convenient for the embroidery later on. I want to try and make another one on the white fabric later.

For the Canadian smocking, I used a wrong technique. This is because I followed a youtube video that explained it wrong. You are not supposed to see the thread on the right side. Next time, I will try and do it right. However, I also kind of like the effect it has created. So I also want to keep experimenting with this.



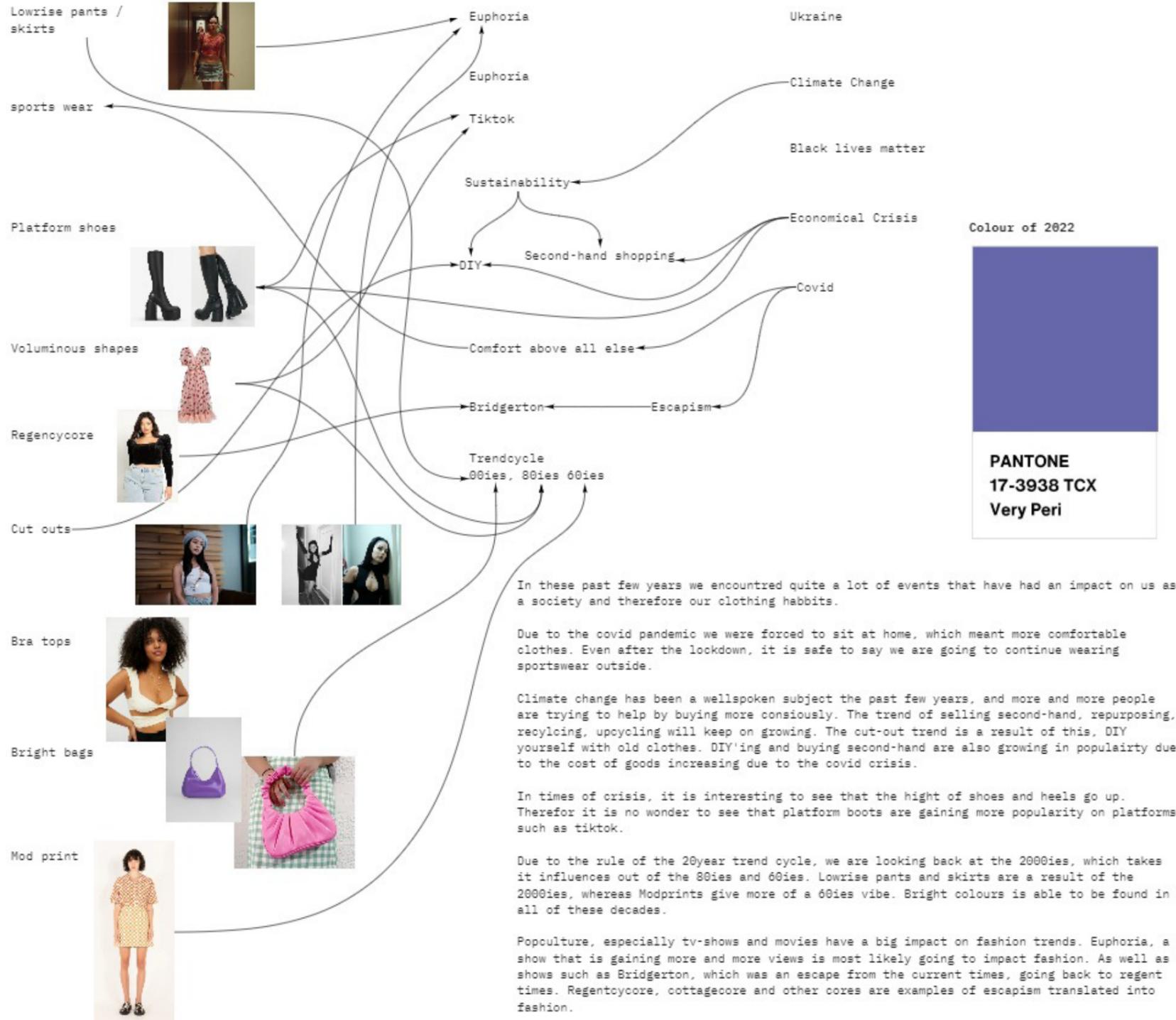
Personal research on smocking



I did some personal research on both Canadian and English smocking to understand better how it works. I also tried to gather inspiration for the upcoming classes. I hope to use some of them later on.

Zeitgeist

Predicted trends for 2022



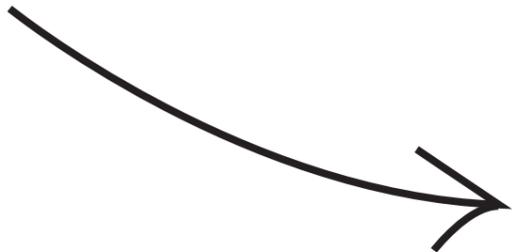
As preparation for the second Brand & Design class, I looked more into the current Zeigeist. I divided my research into three different segments: predicted fashion trends, pop culture and society. What I found is that I could link these different things to each other, how they were influencing one another.

I really thought it to be interesting to dive deeper into escapism, especially after seeing what online activity we all had during the pandemic. In pop-culture TV shows like Euphoria and Bridgerton were really popular, which resulted in trends going around on Instagram and Tiktok.

After watching the other groups' presentation, I noticed that all of us are really focused on this 'escapism'. We live in a time of great crisis and this is a quite normal response for us as humans to do. I think it is therefore really interesting to explore it more.

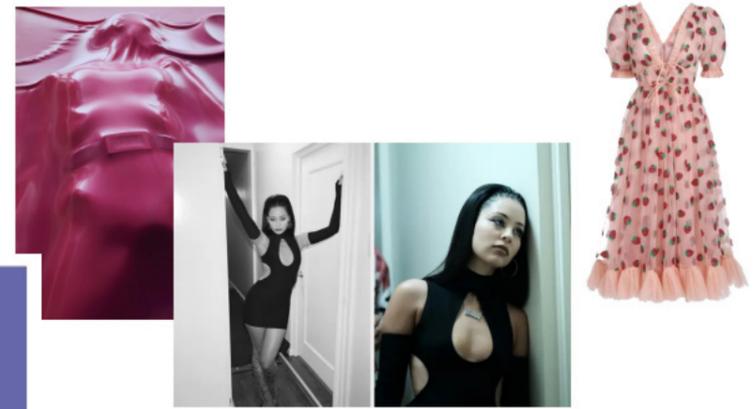
Reflection:
 After looking back at our presentation and the feedback we got, we agreed to write down our next steps and divide those. What do we want to achieve? And who is our consumer? These are questions we need to answer for next time.

Brand & Design



.CURRENT ZEITGEIST

. society & culture
 .escapism due to crisis like Covid, Climate Change, war
 .shows such as Bridgerton & Euphoria



.translates itself into
 .voluminous shapes
 .bright colours such as pink & purple
 .DIY like cut-outs
 .Regency Core

Week 3

Craft & Design



I continued with the Canadian smocking for this class, and tried to first do the classic methods right this time. It took me some trial and error but I succeeded. Combined with the pattern of the fabric, it looks really interesting.

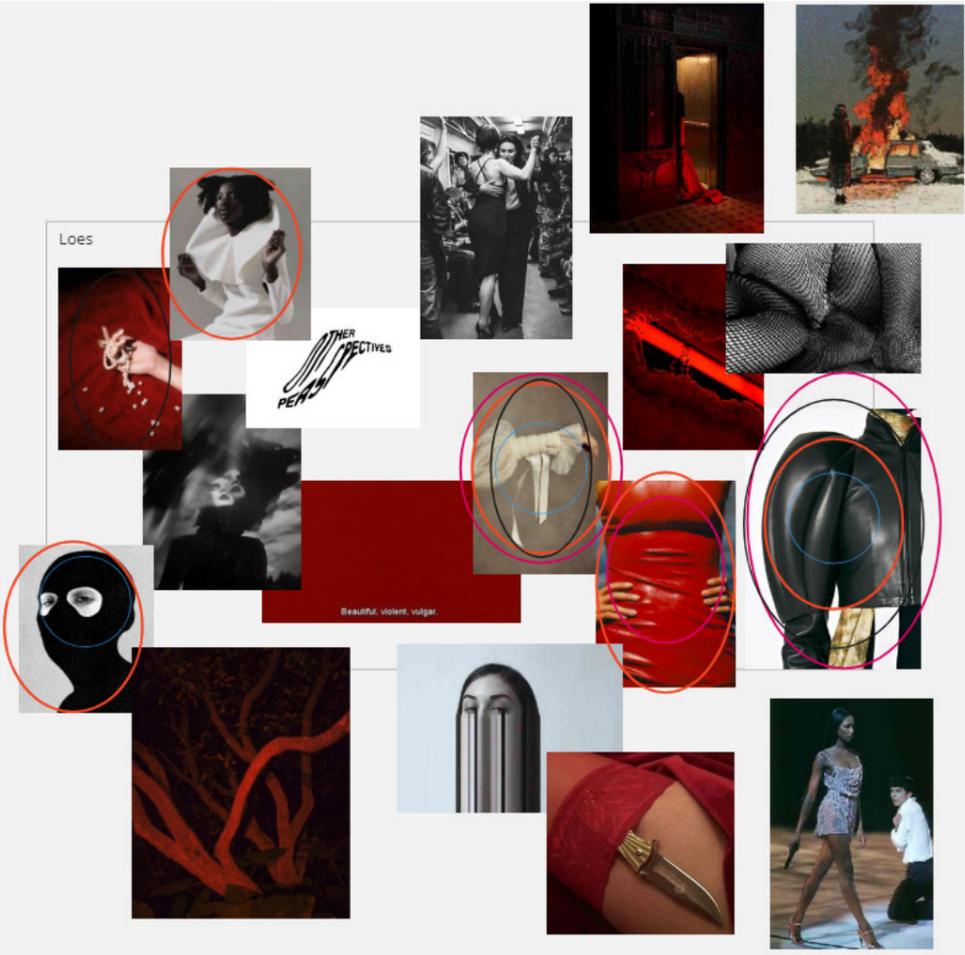
After that, I tried out some different patterns but these were very close to each other. The results therefor look more like gatherings than smocking. I would love to try them again but bigger and more apart from each other. I think that would give a different and more pleasing effect.



Since I made this smock work very long, I decided to try out as many different embroidery techniques as possible until it would be entirely full.

This week I added a few new techniques, of which my personal favorite is the 'Single wave' or 'van Dyke' stitch, I'm not sure what name it has originally. I tried it out in different lengths and widths and really like what it looks like.

When my entire piece of fabric is full, I am going to get the white yarn out and have a look at the elasticity that the different stitches give to the fabric.



- Royal like -> perceived power in a powerless situation
- Escapism
- Broad shoulders -> carry weight of the world
- Red -> colour of love and passion as well as blood
- Romanticisation of violence, (self)destruction
- Self-love gone too far -> narcissism
- Old money meets underground grunge
- Revenge, bloodlust

.the basis .the canvas .showcasing the shape and the properties of the fabric	.nature .tranquility	.stability .self expression .calmness	.romanticism .the beautiful .the hypnotic	.intensity .love .power

Reflection:
After today's meeting, we really came a long way with our concept. We worked as a team and it shows in the results.

SHAPE/SILHOUETTE BOARD

Full body coverage with open spaces

Sharp and big VS Casual, Fluid, Distorted—

Big Shoulders

Contrast

everyday, wearability

REALISM:	Romanticism:	Texture:
Leather/ Latex	Sheer organza	Knit
Denim	Poplin	Laid Work
Wool	Silk	Smocking
	Jersey	

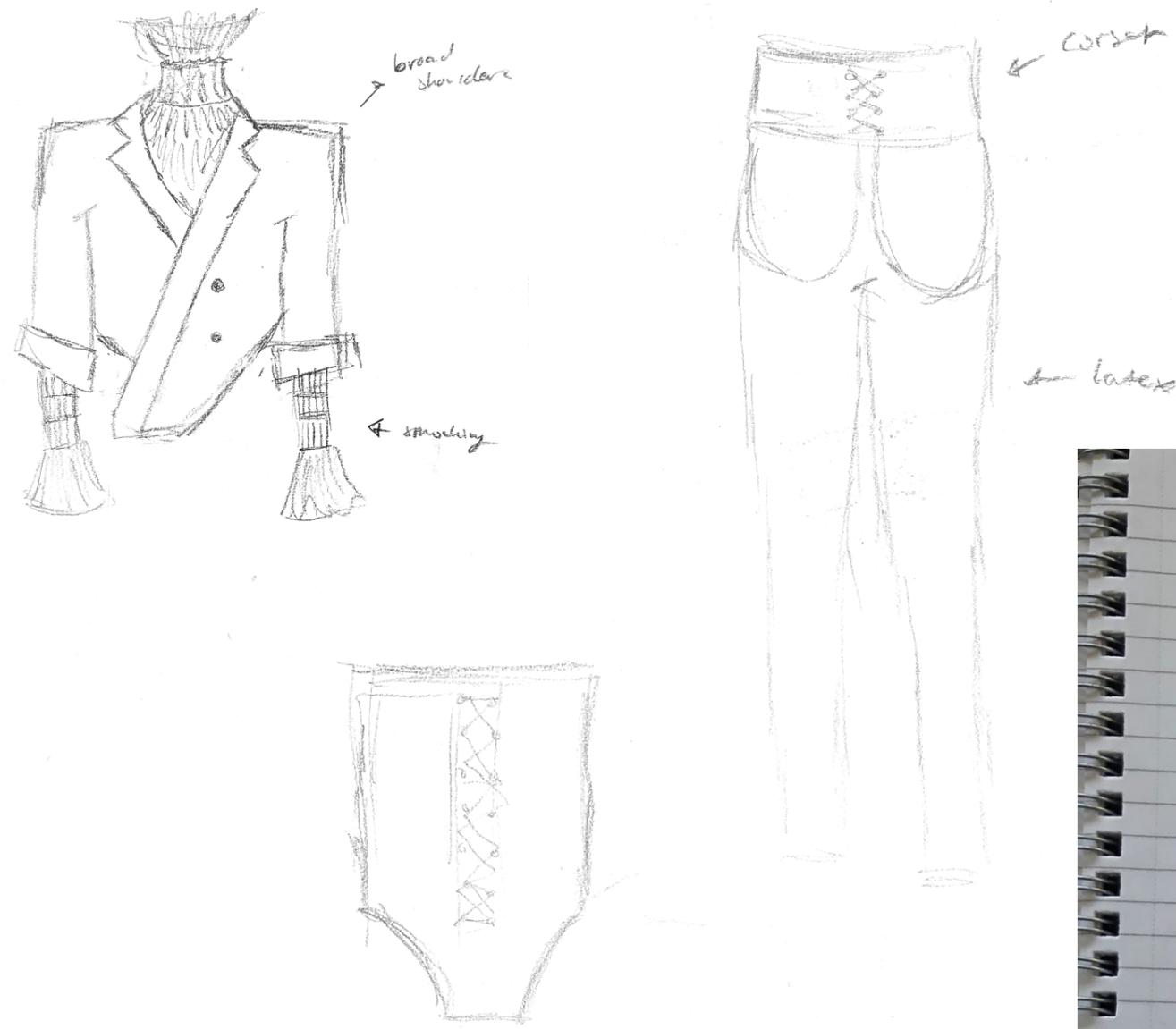
.first draft of common concept board

- .pret a porter
 - .mens collection with a feminine touch
 - .realism vs. romanticism
- OUR GUY / CONSUMER:**
Our guy is an explorer, somebody that wants to make his daily life more interesting, at a flare to it. He wants to revolutionise his daily life in an experimental way. An explorer of boundaries.
- 18 and further



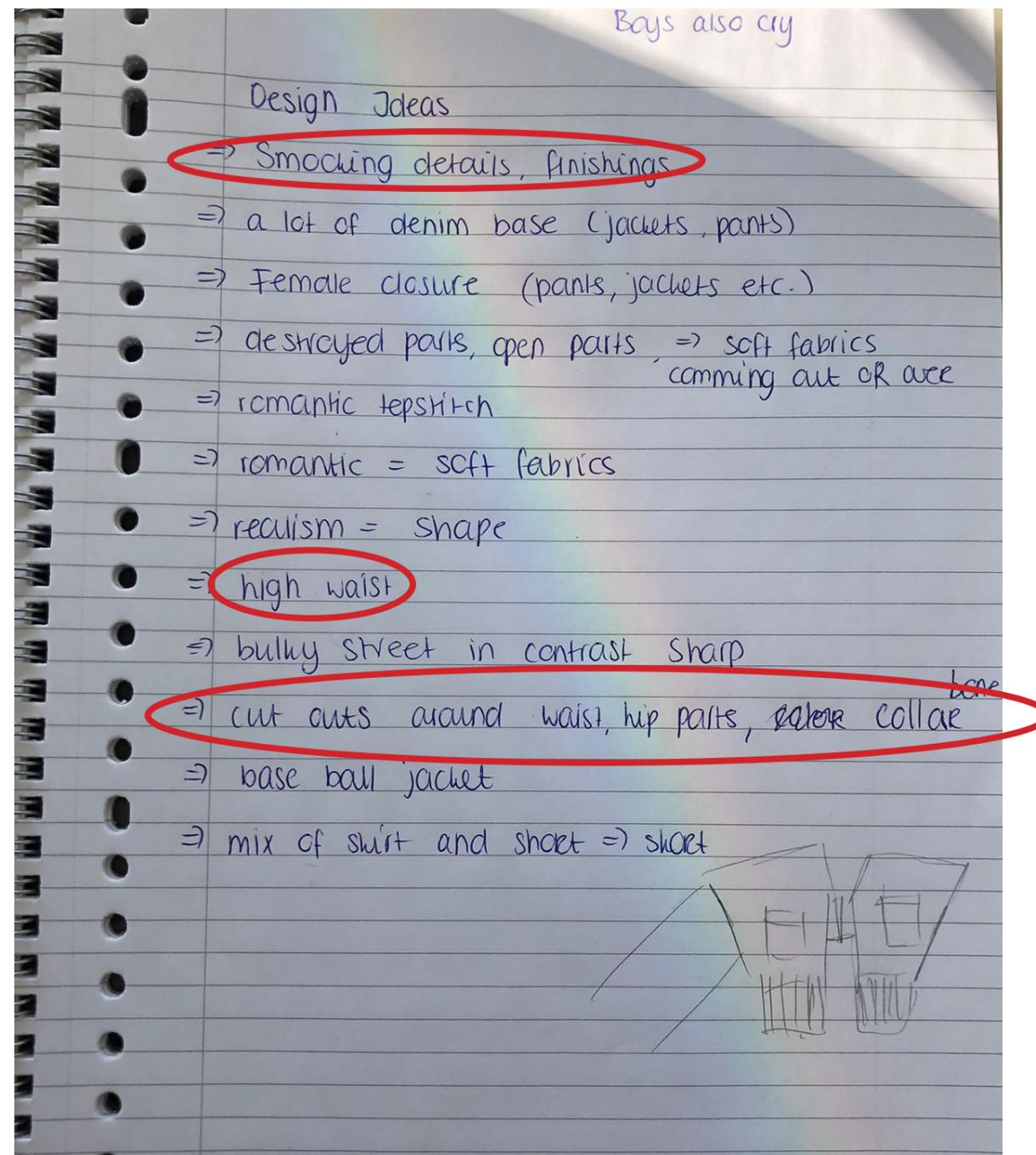
We all picked our favorite images from each other's boards and circled them. From those images we were able to start with our concept. However, after looking at our board again, we decided to look up better images and create a new one. You can still see some of my board's influences in there, like the covered black head.

We also already discussed some of the details for our toolbox, like the colour swatches and what types of materials and crafts we would like to use.



Reflection:

In my next sketches I want to focus on the open spaces regarding pants, and see what else I can come up with. I also want to experiment a little more with colour and material.



I made a few designs for this class as well, in order to compare with the group if our concept board works. I focussed on including the smockwork into the designs, as well as creating open space in 'vulnerable' places.

During our meeting in class we compared each others designs and came up with a list of characteristics that we find to be interesting for our concept. In our next designs, we will keep this alongside to make sure we all have similar designs.

Knit & Design



In this class, we learned how to work with both the back and the front of the knitting machine. I struggled a lot during this class.

My knitting machine had some broken needles, so I switched to another machine but I kept on making small mistakes. According to the teacher, these days are there, and you can't really do anything about it.

I kept on trying, to at least understand what I was doing. The results may not be the best, but I did learn a lot!

Week 4

Craft & Design

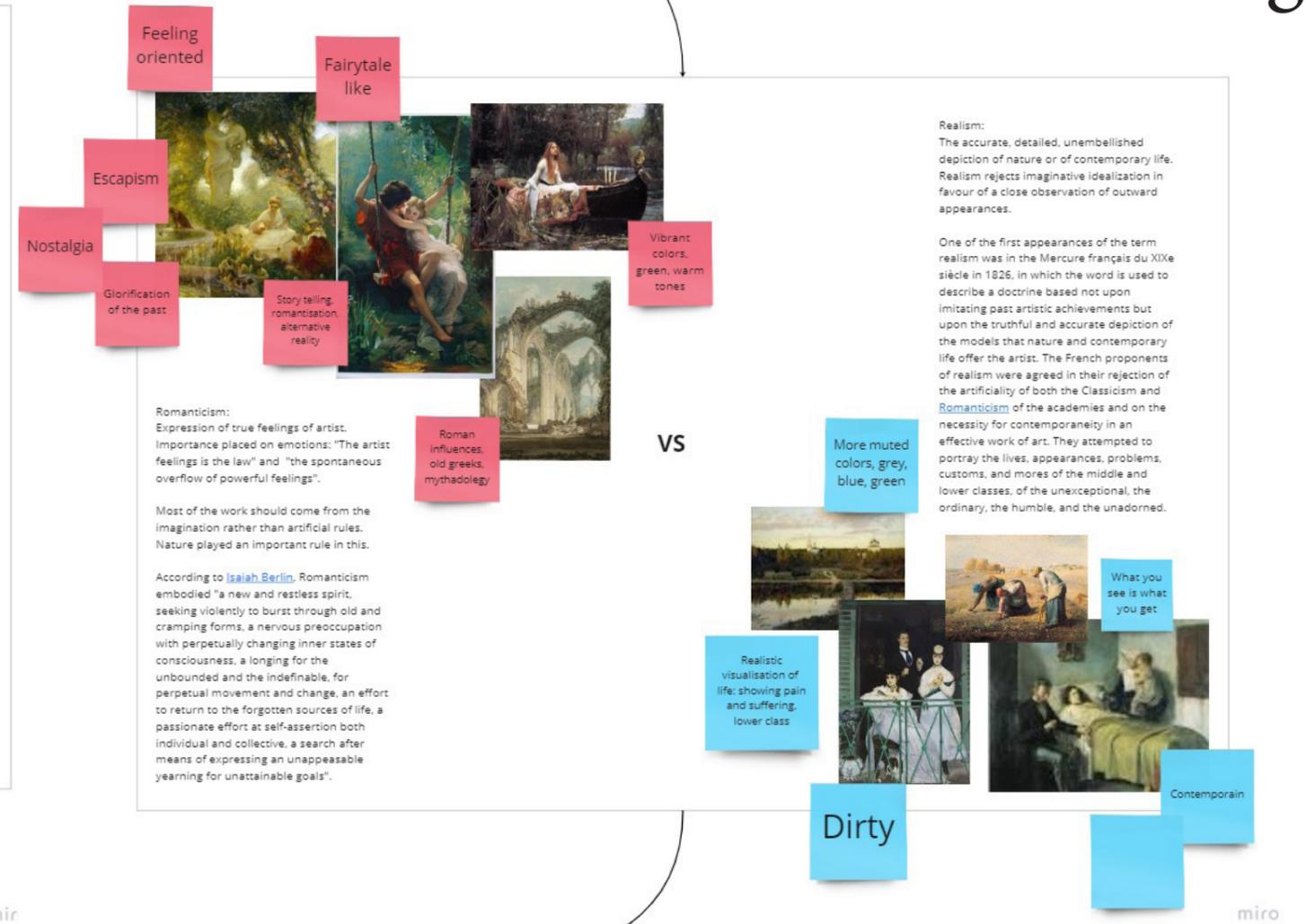


For this class, I experimented with Canadian smocking some more by adding beads to my work. I used the technique the wrong way again, in order to do this. I really like how this looks and what it may look like with different fabrics and colours of both yarn and beads. It could be interesting to see if it could work for our projects.

The English smocking I also continued with. This time I looked up different stitches online and experimented with them. I also tried to combine stitches together to create different types of patterns. Next class I hope to have finished it and be able to show the stretch and drape.



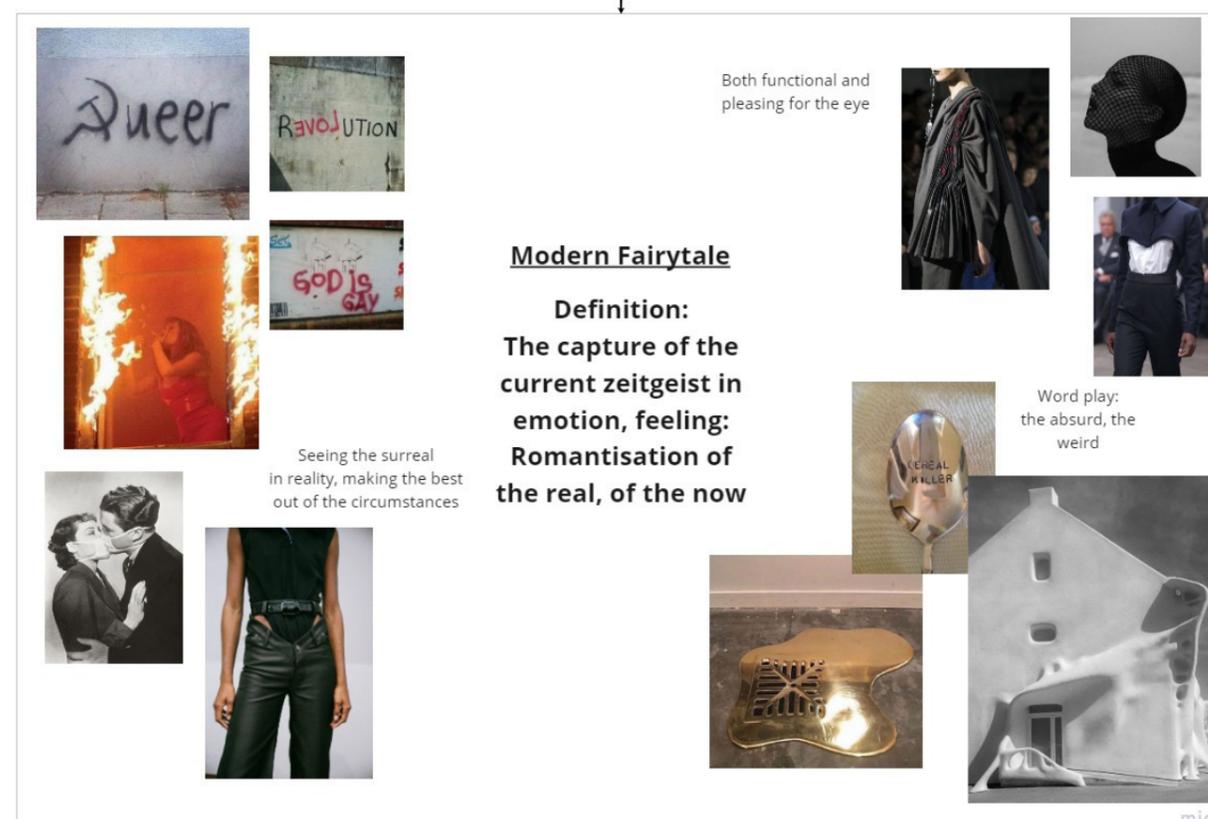
Brand & Design



On the board on the left, I gathered inspiration that I found during the week on garments, techniques, colours, shape etc. I was really inspired by the pants on the top left, and tried to use it as inspiration for my designs.

On the top right I did some more research into romanticism and realism to get clear for myself what the exact characteristics are. I wrote down in little post-it notes what came to mind to each of them.

From these two boards, I tried to create a new board together with my definition and name for the project.



Reflection:

I found it quite hard to figure out a new concept board without changing too much of our concept but also trying out some new elements. I tried to capture my definition in words and images.

I also tried to put some irony in there as well, although I found this to be hard as well. In the end, I hope my groupmembers and I can create something from our different boards to continue working on.



I initially didn't think much of this design, I liked the blazer but the dress underneath I did in a hurry. My group however really liked the dress with the split in the middle. It is a cool middle ground between a skirt and a pair of pants. Something wearable yet on the edge.

Here I tried something out with cut-outs in a pair of jeans again. I layered it with a blouse with smocking to fill up the cut-outs. I love the high-waist and really want to keep this in my designs. The group agreed with that.



This design is quite out-there. I agree with my group-members that this one is too much for our collection. We want to keep it wearable, which this design is not so much.



.CONCEPT BOARD

design ideas

amazing details, finishing e.g. cuffs, corset, hems
lots of denim but also in a more tailored way
female clothes (pants, jackets)
destroyed, deconstructed, distorted trousers
cut out & open parts -> soft fabrics coming out or on top
romantic lapel
high waist
cropped tops/jackets
cut outs around waist, hips and collar bones/shoulder
base ball jacket (feminine touch as e.g. opens towards hem,
soft fabric on sleeves
skirt transformed in a more casual way (looking like trousers)

romantic: softer, sheer, dreamier fabrics, details as e.g. craft work, topstitching

realism: shape: sharp, big "knows" silhouettes, broad shoulder, waist, big
darky streetwear in contrast to sharper silhouettes



In our next group meeting, we again discussed our different findings and moodboards. We came to the conclusion that we needed to really define Romanticism and Realism together and create an in between of them. After we did that, we could work further on our concept, our moodboard and toolbox.

I was assigned to work on the fabric toolbox. I tried to gather swatches online and combine them with images we already gathered on our miro board. This way I could visually show where we would use our fabrics for in means of application.

For example: the sheer organza would be used in details like sleeves, collars and sheer tops

Fabric Toolbox

.definition of realism, romanticism and "our ideal world"

.realism
a world, caught up in its own bubble where everything is known and explored, everything is repetitive and static. Every individual is an anonymous part of society fulfilling their supposed purpose.

.our ideal world
a world where he can revolutionise his daily life in an experimental way. He's internally motivated to explore his boundaries and to use what is already known and what he feels in order to create a world where romanticism and realism comes together

.romanticism
a world where imagination is free, you're able to explore your boundaries and rebuild your own individual ideal world. Exploring this world through your intuition and being able to show vulnerability

and how it applies in our designs



Reflection:
The defining of the words Realism, Romanticism and of our ideal world really helped shape our concept. After this, I found that we really got a strong direction to go into. I am curious to see what designs will come out of our new moodboard and toolbox.

Week 5

Brand & Design

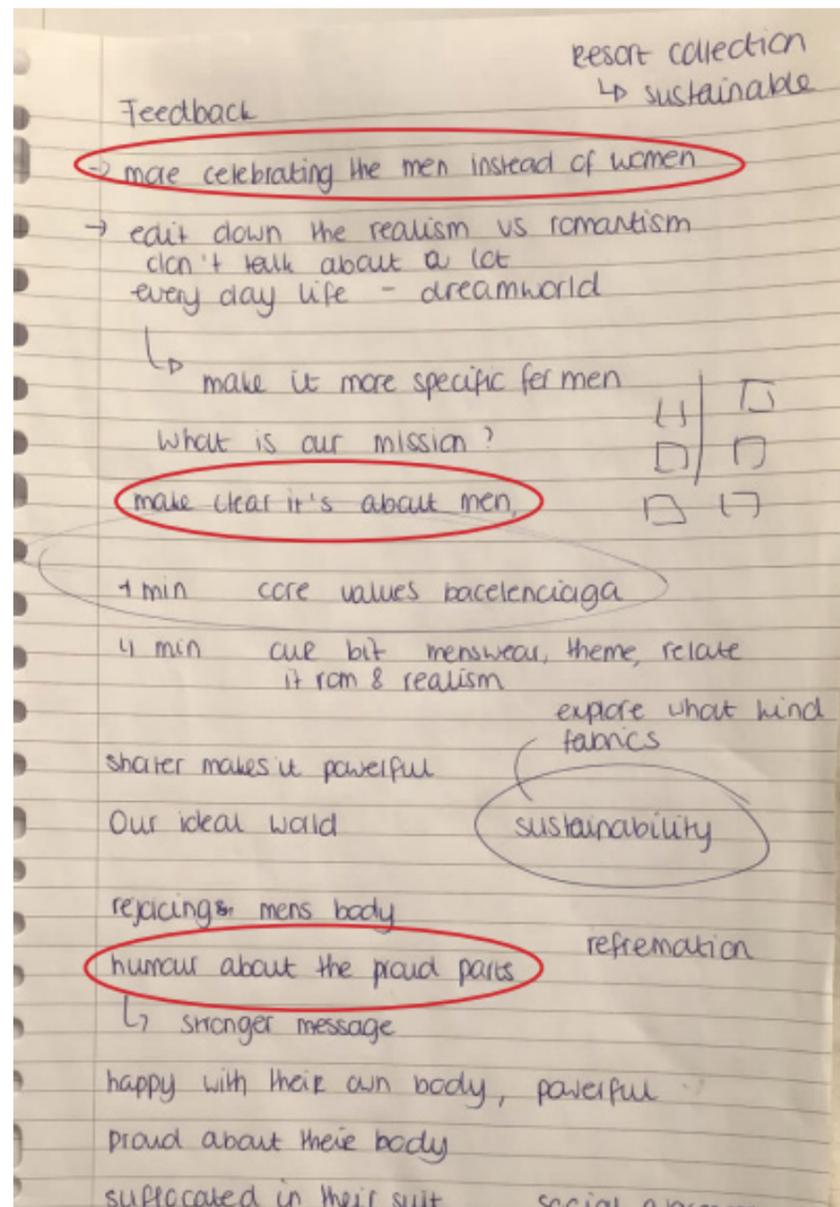
.our concept in words

With our menswear resort 2023 collection we want to give men the possibility to explore their boundaries of their vulnerability, their feminine side but also to empower men's features. We are creating our "ideal world" where men can revolutionise their daily life in an experimental way. They are internally motivated to explore their boundaries and to use what is already known and what they feel in order to create a world where romanticism and realism comes together. In our collection you will see a merge of elements of the realistic but also the romantic world we're living in. By means of specific colours, materials and craft work we're going to explore individually our perception of how realistic or romantic the designs are going to be.

This week I missed quite a lot because I unfortunately got the flu. I tried helping from home with the work, but could only do so much. My groupmembers kept me up to date via whatsapp and I made sure my part would be done in time.

I helped work on the sustainability part, doing research on Balenciaga's approach, the Kering standards and what that exactly means.

We managed to come up with our final concept in words together with a bunch of sketches that explain the design direction we want to go into with our group.



.our approach on sustainability based on Balenciaga's approach

.BALENCIAGA'S approach

.Balenciaga is trying to be more sustainable by following the Kering standards. They include some sustainable and recycled materials and complying with all applicable laws, conventions and regulations.

.they are careful with sourcing animal materials and showing high standards for animal welfare

.unclear if they still use fur-and exotic leather.

.by implementing innovative techniques and textiles without compromising creativity, the House also educates its audience on the possibilities of sustainable practices in luxury.

.they're encouraging the use of recycled content plastics and bio-plastics and avoid PVC entirely

.OUR approach

.we want to make sure we follow the same standards that Balenciaga does.

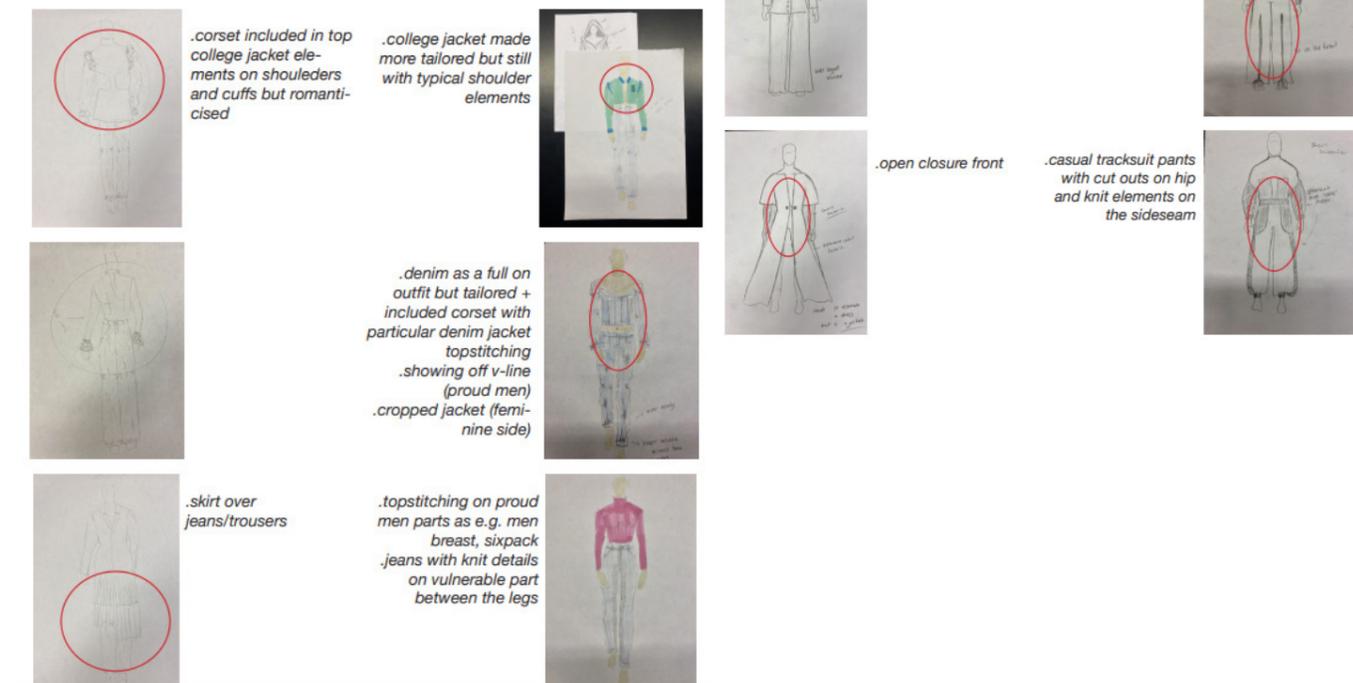
.for our collection we preferably don't want to use any synthetic fibers and only use natural fibers. And with the natural fibers we all want them to be organic.

.for our denim fabrics we are sourcing denims that are made from organic cotton. That don't use bleach or other harmful chemicals and dyes.

.in our accessoires we want to have leather shoes. And to make it sustainable, we want to buy second hand shoes.

.our collection is a Resort Collection which means the garments can be worn, mixed and matched all year round. This way our collection is more sustainable because it is seasonless. We also highly focus on wearability in our designs, so that the garment really fulfills a purpose.

Reflection:
I wish I could have helped more this week, but I am very happy with what my groupmembers were able to do! Our concept is done, so I am really eager to start working with it now.



Choice Specialization

Since I really want to dive deeper into smocking as well as other craft techniques and want to use this in my designs for Studio, it is no surprise that I want to chose Craft as my specialisation.

My goal is to be able to use this specialization to learn more about smocking and how to implement it into my designs. I also would love to explore craft even more by trying out different techniques as well. I am a big fan of embroidery and would love to work on that a little more as well.