



Inspiration Artist: Jawara Alleyne, Isy B, Bendel Hydes

Age Range: Upper High School (Years 10-12)

Subject Areas: Design & Technology (Fashion Design)

FASHION DESIGN



**NATIONAL
GALLERY** | CAYMAN
ISLANDS

DART



In This Packet

In this lesson, students will learn about fashion design, from its ability to reflect contemporary culture and personal identity, to its use of innovative modern technology.

Students will learn about international and Caymanian designers before engaging in a fashion design art activity.



What is Fashion?

Fashion, as it relates to physical dress, can be loosely defined as the prevailing style of a current moment; shapes, silhouettes, fabrics, prints or garment pairings that are popular at any given time. However, fashion also refers to the way in which garments are crafted - the intellectual process of the designer and the technical aspects of creation. Fashion is not solely about the way clothes look, it is also about how they function for specific purposes, and how they tell a story.

While fashion can represent an individual's personal style or identity (from the designer to the wearer), it is also evocative of wider culture and is defined by change - communal shifts in thinking and aesthetics.

Shifts in fashion have often coincided with major shifts in thinking across history. For example, after the French (1789-1799) and American (1765-1783) Revolutions, Western fashion moved away from the outlandish and ornate designs of the previous Rococo period, which was characterised by pastel shades, bows, frills and grand shows of wealth. Instead, fashion moved toward natural waistlines, simpler silhouettes and fabrics that offered more freedom.

Sources: <https://study.com/academy/lesson/rococo-fashion-history-period-terms.html>
<https://fashion-history.lovetoknow.com/alphabetical-index-fashion-clothing-history/definitionn-fashion>
<https://www.manrepeller.com/2018/02/meaning-of-fashion.html>
<https://www.scadfash.org/sites/all/themes/scadfash/images/Threads-of-History-lesson-plan.pdf>

What is Fashion Design?

Fashion design fuses art, design and technology. Designers create concepts for clothing and accessories, drawing from a wide range of cultural and personal influences. As we learned above, this includes not only how appealing the garment will look, but also *how* it will be made and how it will function.

Designers must consider how the fabrics will move when worn, how they will fit their intended purpose, and what technology they will use to bring their designs to life. For example, sportswear designers must consider how moisture and heat are absorbed by fabric, while Dutch haute couture designer Iris Van Herpen uses 3D printing in her work!



Sources: <https://study.com/academy/lesson/principles-of-fashion-design.html>

The History of Fashion Design: Charles Frederick Worth

Fashion design as it is known today was championed in the mid-19th century by Charles Frederick Worth. Before Worth opened his own fashion design house in Paris, garments were largely created by seamstresses and tailors who worked alongside their customers to create individual items inspired by popular dress. Tailors typically visited a client's home to take requests and measurements.

Worth revolutionised the Western fashion industry by determining clothing trends, creating ready-made garments for sale, and having clients visit him instead, essentially creating the first fashion "house". Worth was also the first known designer to use living women as models.

By selling his designs to other dressmakers, clothing manufacturers, and department stores, Worth was able to make high fashion more readily available than by selling solely to individual customers, as was typical of the time.

Local Designers: Isy B

Isy Obi is the founder of Isy B., the award-winning fashion brand from the Cayman Islands. Her aesthetic is rooted in design that tells a story through a considered exploration of harmony, simplicity and balance of form. In 2018, her work was shown in the exhibition *Art of Fashion* at the National Gallery of the Cayman Islands.



Isy B, *In One Basket*, 2018.

In One Basket was inspired by Caymanian plaiting traditions and it depicts the creativity and elegance of early Caymanian art forms. The low wide-brimmed hat is a modern take on Cayman's traditional thatch that and provides anonymity to the wearer underneath. The designer worked with local artisan Miss Eileen to construct this piece. Thatch weaving is a skill that has been passed down through the artisan's family for generations. The dress uses a decorative style of open weaving called "Snake Belly" by the older generation of Caymanians.



A selection of gowns by Isy B; *Art of Fashion*, National Gallery of the Cayman Islands, 2018.

Local Designers: Isy B

On designing her collection for the National Gallery of the Cayman Islands' Art of Fashion exhibition, 2018, inspired by artwork in the National Collection:

“At the start of a design project, I ask myself: “What am I trying to say or achieve? What is the feeling?” This keeps the core of the project focused and I can allow myself to just flow with confidence. My creative process is a combination of intuition and intellect. From the initial idea, which will often come to me in a dream or as a flash of inspiration, the intellect kicks in to work out how to translate the idea into form.

Many of the techniques that I have used in this collection I have tried for the first time.

Experimenting in this way was an opportunity for me to blend the conventional and unconventional when it came to construction methods, materials usage, colours and texture. The result is a multi-dimensional experience – a design story, within a story, within a story."

Learn more about Isy B in our Artist Talks video interview:

<https://www.nationalgallery.org.ky/artist-talks-isy-b/>



A selection of gowns by Isy B; *Art of Fashion*, National Gallery of the Cayman Islands, 2018.

Local Designers: Jawara Alleyne

Jawara Alleyne is a Caymanian artist and fashion designer whose work deals with questions of cultural identity from a Caribbean perspective. He received his BA in Fashion Design and Marketing at The London College of Fashion in 2016.

Alleyne completed a master's degree in Fashion Design at Central Saint Martin's, London, and his work was featured at NGCI in the exhibitions Art of Fashion in 2018 and Cross Currents – 1st Cayman Islands Biennial in 2019.



Jawara Alleyne, *Sons of Sons 13*

Alleyne's work is an inspection of his Caribbean culture and an exploration of the attitudes and values that underpin it. By incorporating personal touches and materials removed from their usual context, he challenges the established norms of fashion in general and Caribbean style in particular, and thereby invites his audience to think about authenticity in the representation of oneself. This study involved an earnest exploration of gender and masculinity and led the artist to revisit the prescribed formulas for viewing and dressing the male form. This work was one of thirteen original designs that the artist featured in NGCI's Art of Fashion exhibition (2018).

Local Designers: Jawara Alleyne

On designing his collection for the National Gallery of the Cayman Islands' *Art of Fashion* exhibition, 2018, inspired by artwork in the National Collection:

“My practice looks at creating links and bridging gaps between things often thought of as unrelated. When I was looking for an underlying theme within the National Collection, I was immediately struck by an overarching sense of freedom of expression. In every piece the idea of freedom came through, whether in the subject of the work or the way the work had been created.

Land and space as a metaphor of freedom; color as a metaphor of freedom; painting on doors, windows and walls as a metaphor of freedom; political statements and social commentary as metaphors of freedom; the act of creating as a metaphor of freedom; creating to invite change is a metaphor of freedom and the debt that we owe to those who came before us. It seeks to capture how each artist has articulated this concept while blending and reimagining their stories.”

Learn more about Jawara Alleyne in our Artist Talks video:

<https://www.nationalgallery.org.ky/artist-talks-jawara-alleyne/>



International Spotlight Activity

You may know some of these famous international fashion designers and fashion houses. Research them online.

- How are their processes, inspirations or method of crafting similar or different to our local designers?
- What does each designer chooses to emphasize in their work?
- Do they use any interesting technology to create their garments?
- Are there any colours or shapes that are particular to this designer?
- Can you notice any connections between two or more collections by the same designers?

Giorgio Armani

Coco Chanel

Ralph Lauren

Tom Ford

Christan Dior

Diane Von Furstenberg

Calvin Klein

Carolina Herrera

Yves Saint Laurent

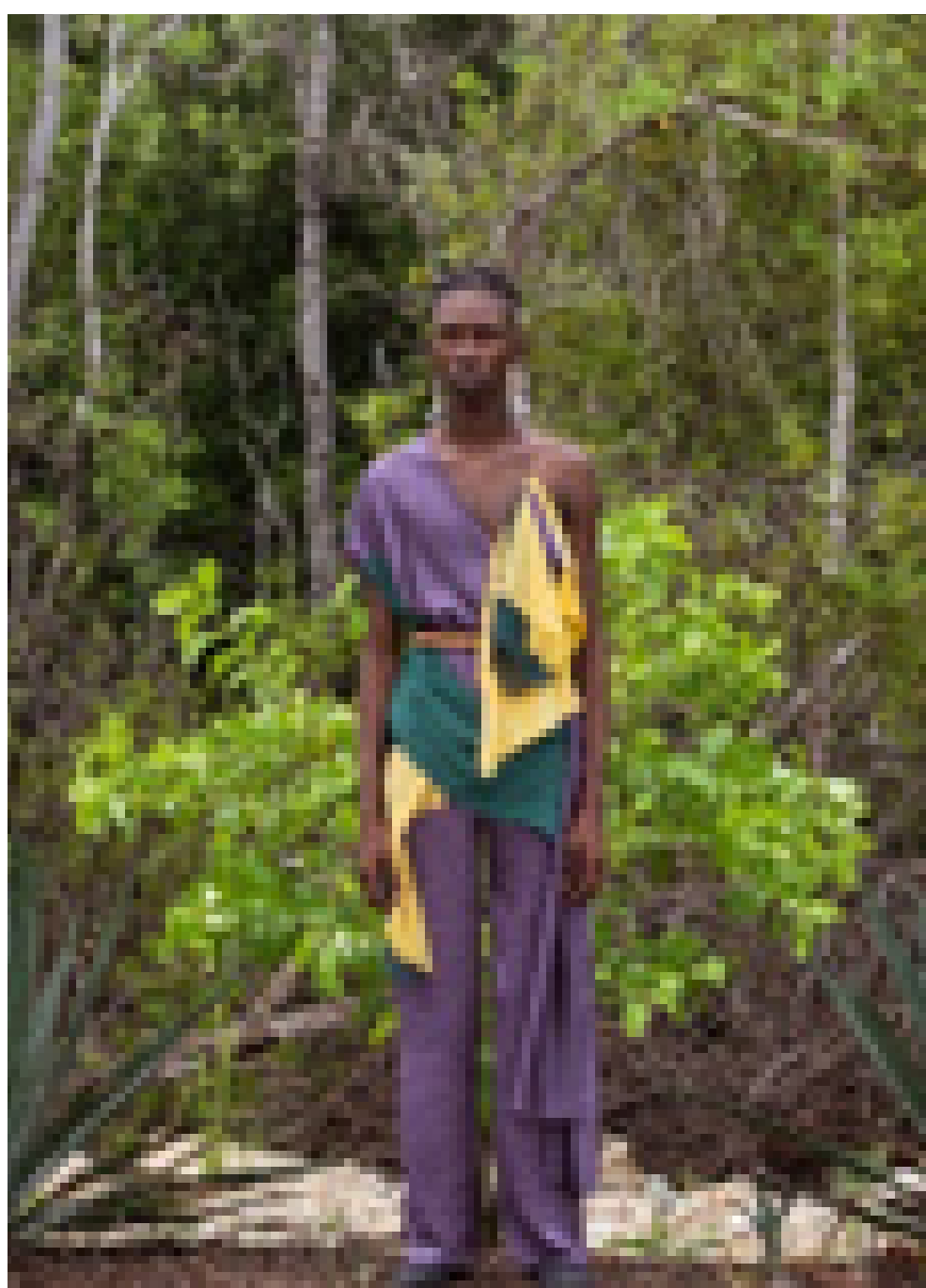
Art Activity: Inspired by the National Collection

Materials:

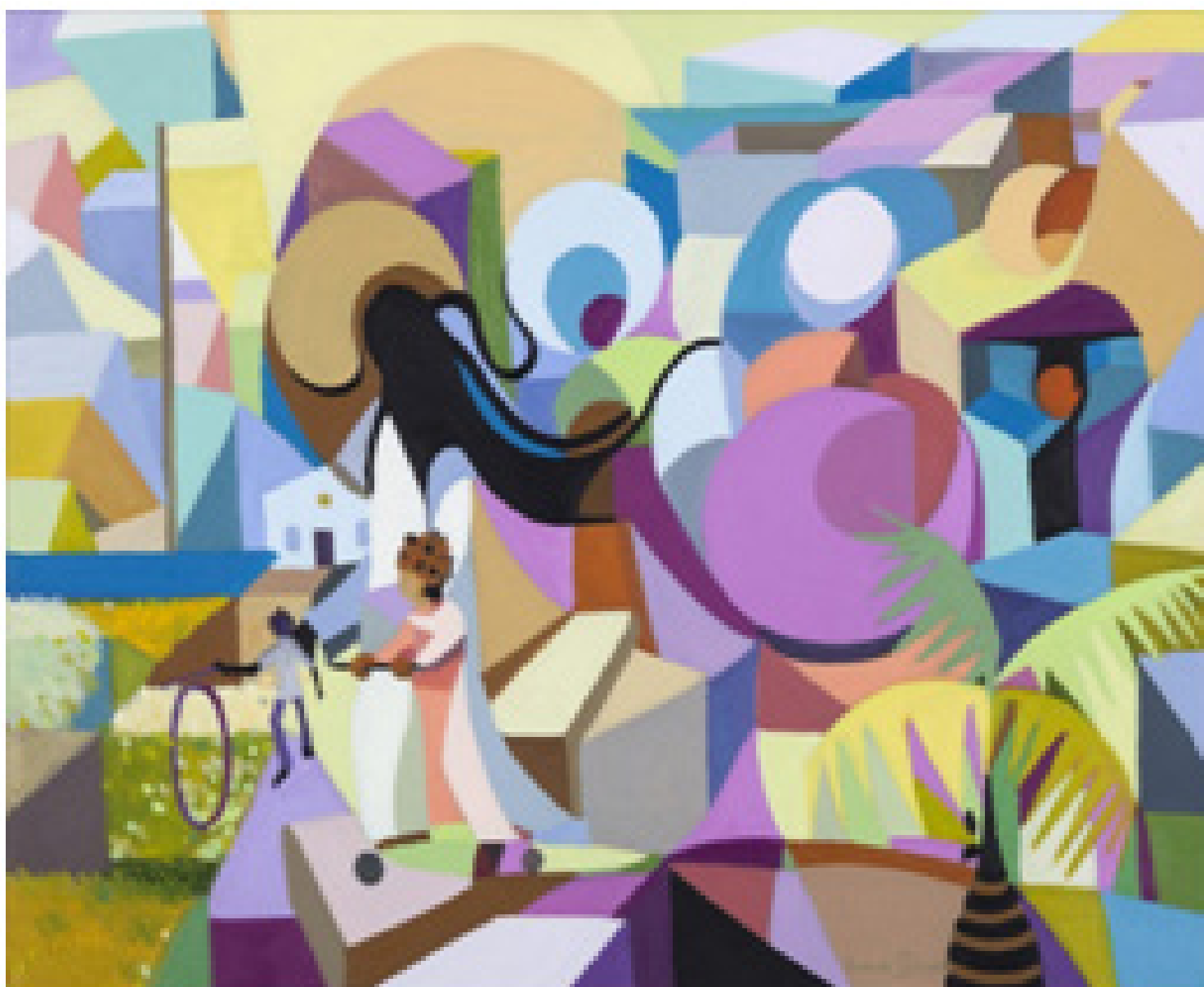
- Pen
- Paper for drawing, and for notes
- Pencil
- Eraser
- Watercolour paints, crayons or coloured pencils

As you have seen above, local designers Isy B and Jawara Alleyne created fashion designs inspired by the work of other artists for the *Art of Fashion* exhibition in 2018.

Step 1: Look at the piece Jawara Alleyne created inspired by Gordon Solomon's artwork. Compare the two pieces and describe how you think he was inspired by this piece. Can you identify specific colours or shapes he may have drawn from?



Jawara Alleyne, *Sons of Sons II*



Gordon Solomon, *Harold's Picky Head Boy*, 2010.

*Note: In this semi-autobiographical piece, Solomon claims the title of "Picky-Head" and in so doing overturns the derogatory nature of the term through positive and confident visuals.

Time for you to try this too!

Step two: Look closely at this painting by the forefather of Caymanian contemporary art, Bendel Hydes. Write down some notes about the painting. You might consider:

- What colours does Hydes use?
- What shapes does he use?
- Do those shapes and colours remind you of anything in your own life?
- What images do you see in the shapes?
- What do think the title refers to?
- What emotions does the painting make you feel?
- What emotions do you think Hydes felt as he was painting this?
- Do you think Hydes was depicting the culture of Cayman in 1984 when he painted this? How?



Bendel Hydes, *Birch Tree Hill*, 1984.

Step three: Go back over your notes and determine if there are any themes, colours or storylines that stand out. Circle these and use them as the basis for your own fashion design. Write a few notes or a short paragraph describing what your Hydes-inspired garment will look like. Include:

- What colours will you use? How will they complement each other?
- What fabrics will you use? Will they be soft or thick, warm or breezy?
- What will your garment be used for? Is it a suit for work, a gym set for physical exercise, a ballgown for fancy occasions?
- What lines will it have? Will it be structured with harsher lines, or curvier and flowy?
- What story do you want your garment to tell? Will it be similar to different to the one Hydes is telling in his painting?

Step four: Begin to sketch your garment(s), lightly at first so you can easily erase anything you would like to re-imagine. You can find helpful tips on drawing clothing at the following links:

<https://www.idrawfashion.com/clothes/basics-clothes/>
<https://thevirtualinstructor.com/how-to-draw-clothing.html>
<https://www.arts.ac.uk/study-at-ual/short-courses/stories/how-to-make-fashion-drawing-and-illustration-templates>

Step five: Add colour to your drawing, using watercolour paints, coloured pencils or crayons.