



“Where City Meets Haute Couture”

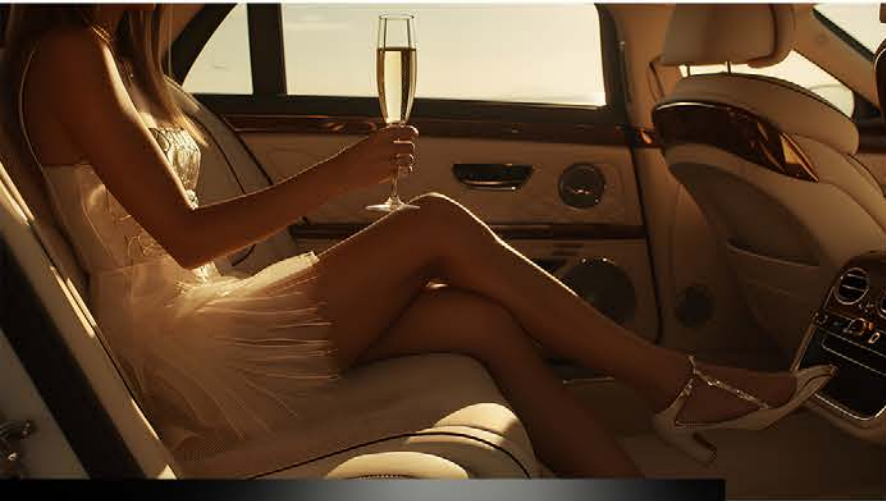
By: Blaine Berry



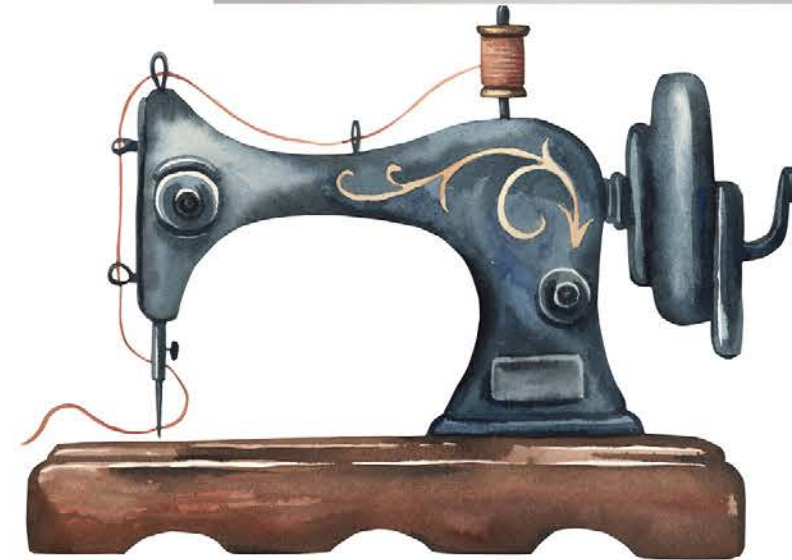
About Me

My passion for fashion design began when I reached 10th grade at North Atlanta High School. Growing up in Gardena, California, I have always wanted to be an attorney. After a few years in Cali, my family and I decided to move to Atlanta, GA, when I turned 14 years old. After this transition, my mom enrolled me in North Atlanta High School. My journey in fashion design started after my 2nd year of high school. I enrolled in Youth Entrepreneurs of Atlanta as an elective and got involved in fashion design by making handbags from 100% recycled materials. I ended up competing against other schools in Atlanta and won 1st place for Youth Entrepreneurs of Atlanta. After this, I competed with other students across all 50 states for a \$10,000 youth entrepreneur competition. I did not win but placed in the top 12 finalists. After this, I graduated high school a few years later and did not put much energy into design.

After high school, I decided to attend GA State, graduated with a BA in political science, and finished my MBA at GA State University. After this, I worked in law for seven years and decided before I turned 30 that I needed to do something with my life outside of the law because it was mentally draining. I decided to follow my passion for design at age 30 at Savannah College of Art & Design. At first, fashion design was very difficult because I switched from law to fashion, two different career genres. However, I prevailed and continued to work hard, and now I am an A student at SCAD. I want to be known as a designer for creating beautiful avant-garde pieces, draping techniques, and being environmentally conscious. I am in the process of relocating to London around January or March next year to study fashion at Central St Martins. I am very happy with where this journey has led, and fashion design brings me so much happiness and fulfillment. This competition will allow me to have new possibilities, and I will continue to pursue my passion.



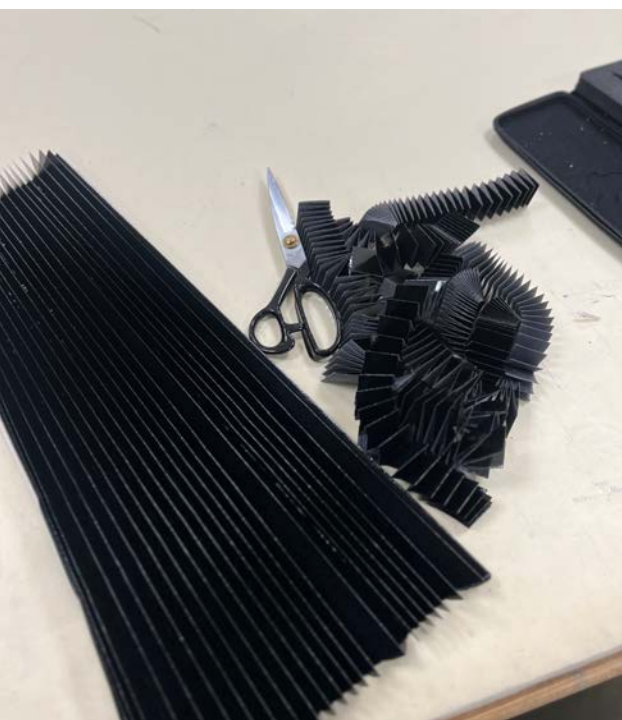
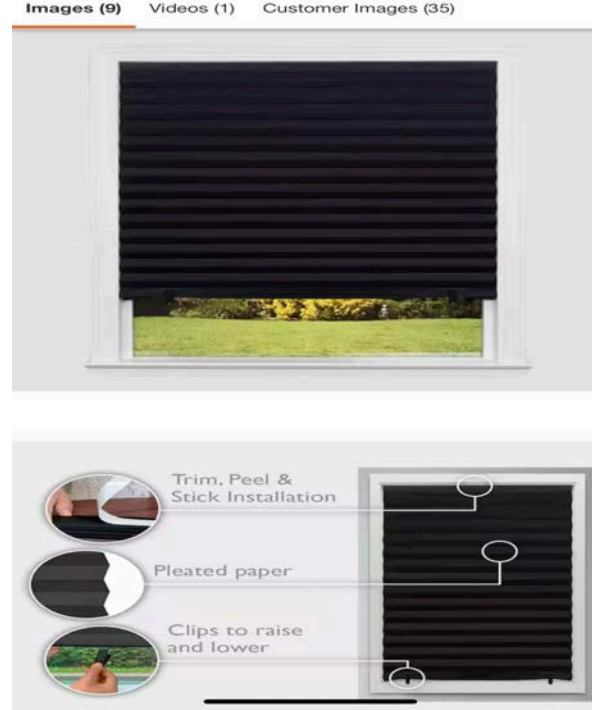
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Creative Process (Materials use for Skirt)

The process for the skirt came quite easy because I had the idea but needed to spend more time with concept ideation. I wanted to do window paper shades because my mom purchased shades for the windows and told me about using the material to make a garment. This unique inspiration from an everyday item intrigued me, and I listened and went with this idea. After purchasing (6) black-out window shades from Lowes, I decided first that I wanted the design to center around the fan design technique, a unique and intriguing approach that I found fascinating and tried to incorporate. I decided structurally it would have been too difficult, so I cut the shades into pieces and placed them on the mannequin centering this garment around the Chrysler Building in New York. Since the shades had a sticky strip on the top layer, I could easily place them on each other, giving this garment a layered effect that can create movement and volume.



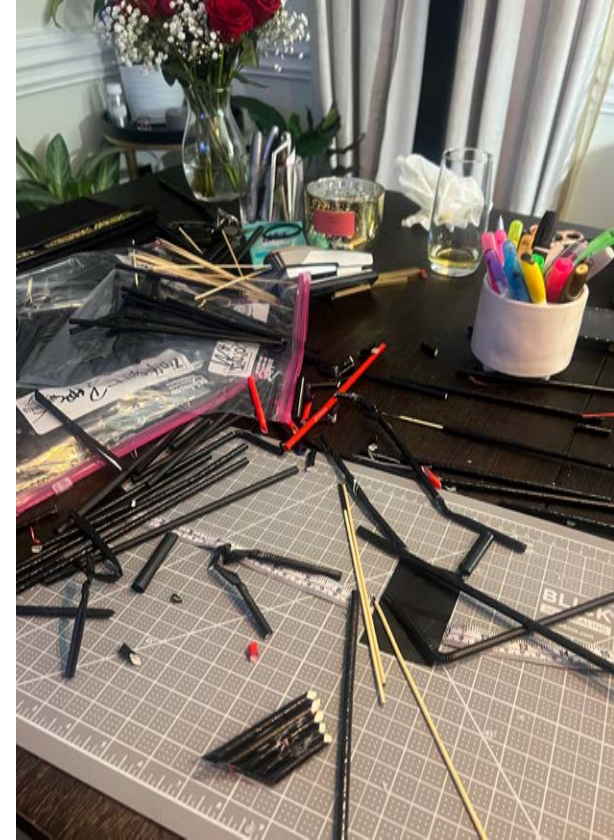
Creative Process (Concept Ideation)

The process for this unconventional challenge was creatively stimulating as I experimented with various materials to achieve the final look. Initially, I considered using chicken wire and staples for the top, but they didn't quite fit the vision. So, I pivoted to straws, a more unconventional choice that added a unique twist to the garment. The issue I had with making the top was the materials. I had already designed the skirt, but I spent hours struggling to find another idea centered around New York City and how to incorporate both looks as avant-garde and for the final design to have unity and balance.

Creative Process (Materials used for top)

I decided to make the top from paper straws. I had to spray-paint the straws to give the garment more balance. Once I decided on this plan, the straw process became very easy but required me to wear a mask, gloves, and spray outside. I had an idea to use skewers and place them through the foam cord so that the straws are upward. This would allow spray painting around the entire straw. The final design for the straws came out great. I painted them mat black, metallic black, red, and white. However, I found that the red and white didn't quite match the aesthetic I was going for, so I decided to use black and allow them to dry outside for two hours. Here are some photos of the creative process. Lol, don't mind the picture of me outside in my bonnet. A girl had to do what she had to do to finish.





Creative Process

After the skirt was designed and the straws were completed, I found myself in a creative dilemma. The journey was filled with emotions, having spent over 6 hours painting the straws, but I did not have the final design for the straws, which took time to come up with the concept. The paper straws demanded layers of paint, and applying the paint around them was time-consuming. But I was not deterred. After the painting, I began to play with the designs, cutting straws into pieces to create a geometrical shape similar to the slat wood wall design. This was a moment of pure creativity, as I was excited to see the straws transform into an avant-garde piece. After I was done with the straw design, I did not like the top because it looked flat because of the fabric. I decided to cut the tank top and only use the top as a base to hold the straws together, but in a way that prevented you from seeing the fabric underneath. This gave the design a 3D effect. At the last minute, I decided to spray paint silver metallic because the spray paint was sheer, giving this garment more of the aesthetic I aimed for.



Creative Process (Fittings)

This process is where I had to do the fittings for the model. The model's first fitting did not fit in the back because she was size 8 instead of size 6. I had to make the garment bigger and design the top around her torso. The skirt was very long, so my cousins and I cut the bottom, allowing the model to move freely.

Creative Process (Head-Piece)

After the final look, I designed a headpiece to center the garment around the New York Chrysler Building. I wanted the headpiece to look like the Chrysler Building and wanted the garment to look more avant-garde. Without a headpiece or jewelry, the garment would have looked incomplete. I decided to make the headpiece from straws and glue it to a headband. After this was created, I would use the same material I used for the skirt to make jewelry, but I felt the garment would have looked overdesigned. So I didn't risk it. I just did a headpiece and loved the final garment and photoshoot.



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Commissioned Gilded black headpiece 🌟 ...

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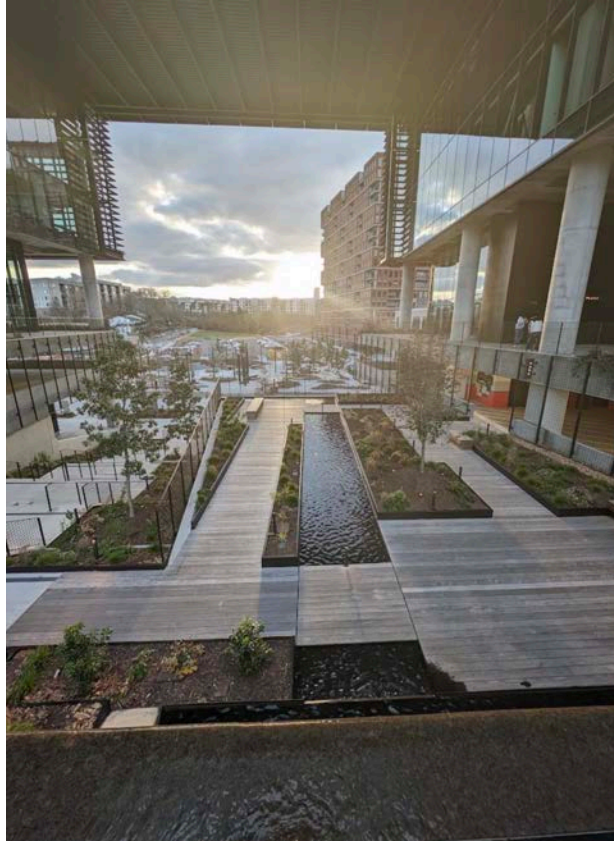
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Creative Process (Styling)

Since my garment is monochromatic, I wanted a bold red lip color, not too red but burgundy red, and I wanted black eye shadow, more of a smokey eye. I also wanted a pointy heel, not open-toe heels, because it would have made the garment look too busy, so I went to DSW and got a more pointy silhouette, which went perfectly with the garment.





Photoshoot Creative Process

The photoshoot took some thought because I wanted a location with a city view and water. At school, I asked my photographer, Ray, and he found the location. We went there and spent two hours on a photoshoot. I was thrilled with the location Ray found, and the photo shoot was a truly enjoyable experience. I loved everything about the shoot and location; however, since my theme is more New York Chrysler Building, I wish I could have done a photoshoot there, but overall, I did get a good location in Atlanta.













