

Designed by Tamar Jacoby

# EXPOSURE



Shenkar collage  
Mentored by Yossi Katzav





## About

Tamar Jacoby is a fashion designer whose work is driven by conceptual and emotional inquiry, exploring how experiences, feelings, and ideas can be translated into material, form, and dress. Her practice is rooted in the vulnerable and imperfect aspects of the human experience, combining textile development, material experimentation, and craftsmanship to create an aesthetic language that balances softness and strength, concealment and exposure.



## PALE GARDEN

Pallor is the starting point of this project. Ever since I can remember, whenever someone told me I looked pale, it triggered my anxiety. Through this project, I seek to place the “weakest, sickliest, faded, and most lifeless” part of myself at center stage, a transforming it from the thing I feared most into something desirable.

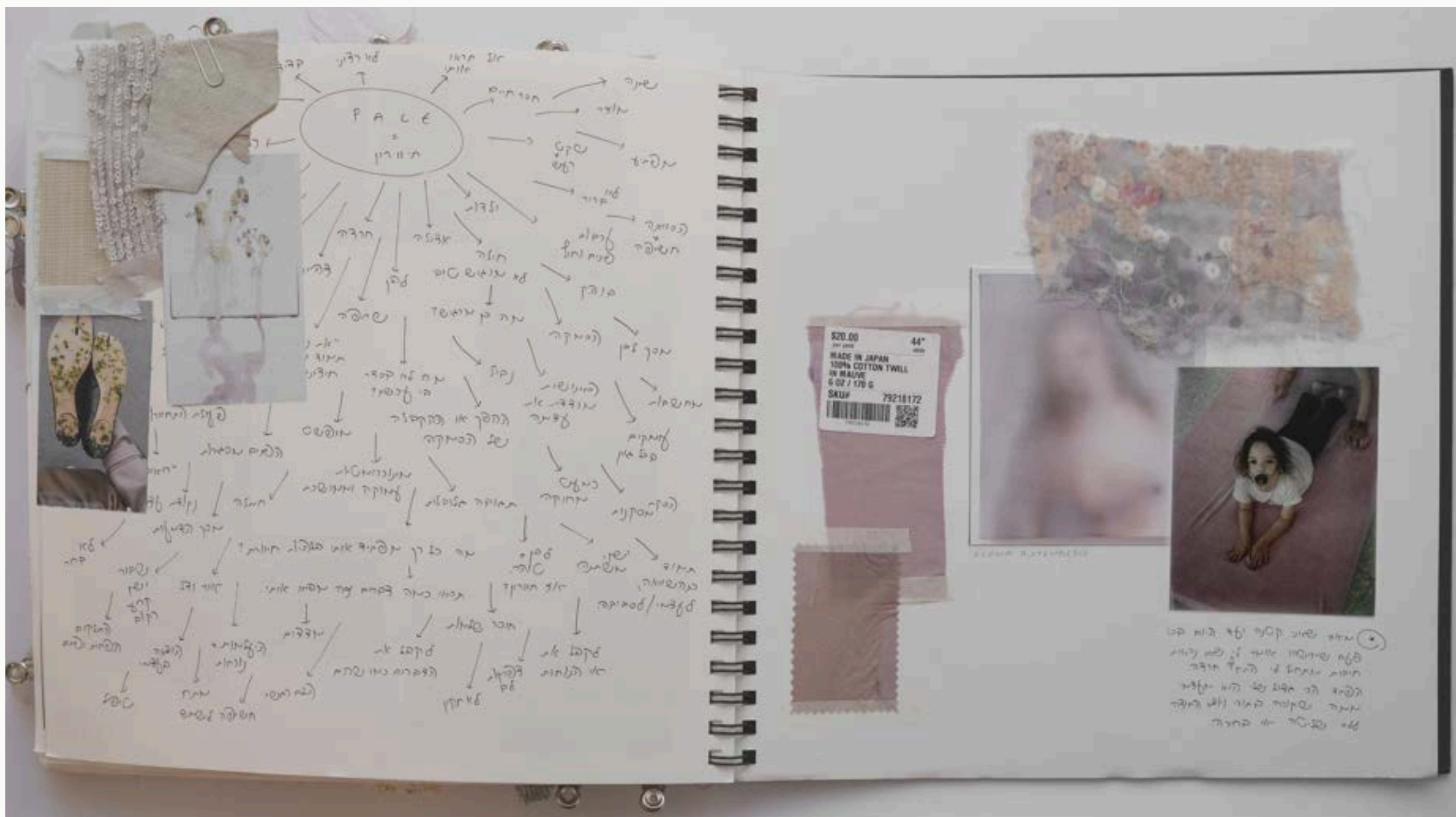
The collection draws inspiration from the world of gardening and approaches the garden as a metaphor for the human soul. Like the soul, a garden moves constantly between cycles of blooming and withering. Rather than depicting a garden at the height of its vitality, I choose to present a “Pale Garden”, one that embraces its less celebrated parts and uses them to create a new, unconventional harmony.

The collection consists of five womenswear looks that combine softness with the functional workwear of gardeners. Rich yet faded colours and silhouettes that move between growth and decay, express an ongoing tension between flourishing and decline. Through “Pale Garden”, I seek to offer a different perspective on vulnerability as an inseparable part of the human experience, challenge ideals of perfection, and find beauty in what is perceived as weak, faded, lifeless- or, in this case, withered.

(01)

# RESEARCH & INSPIRATIONS





**Pallor** is the starting point of this project. For me, it is not merely a skin tone, but a moment of involuntary exposure, when an inner emotional state becomes visible on the surface of the body.

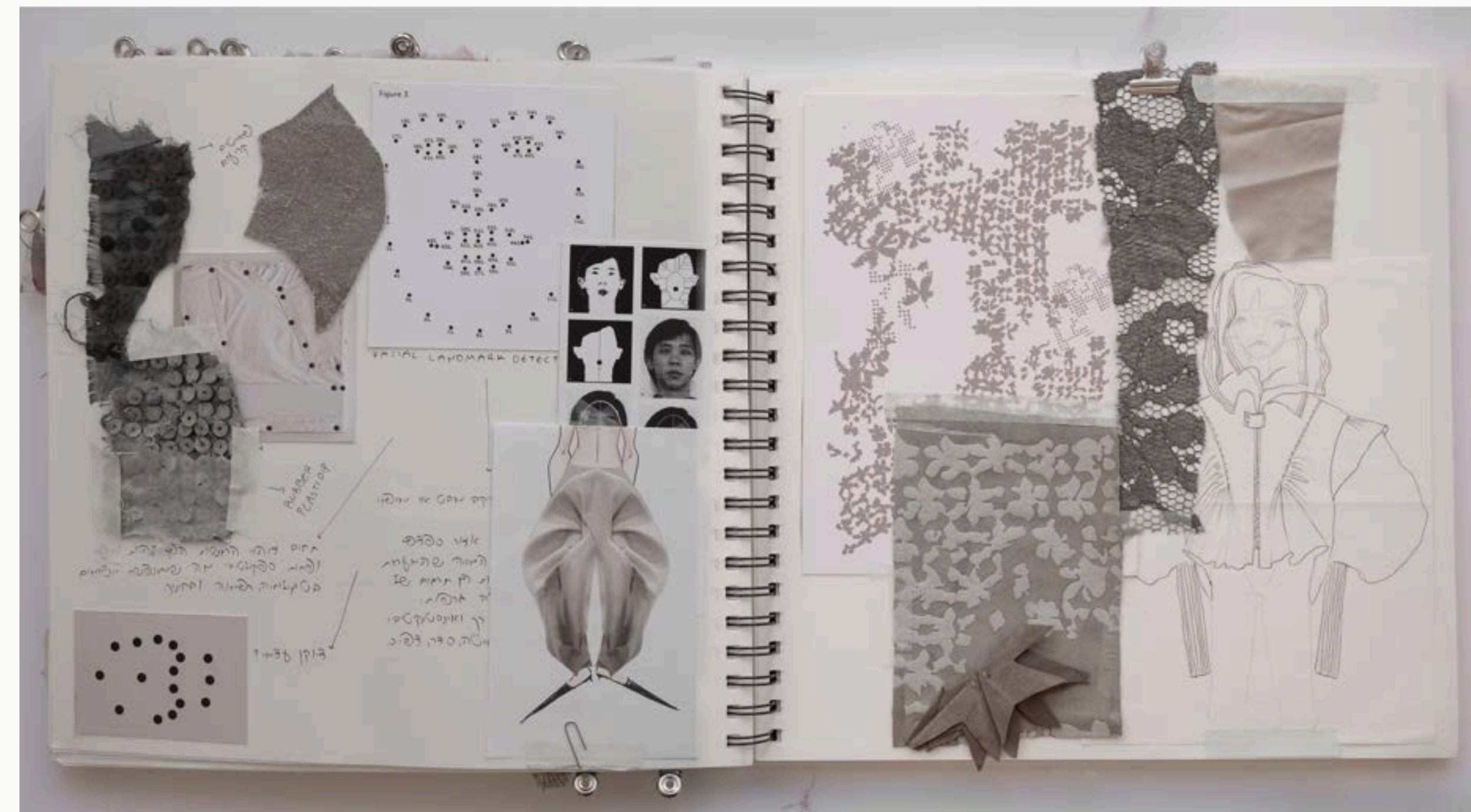
Exploring pallor led me to its opposite, **blushing**. Although they move in opposite directions, one through disappearance and the other through emergence, both reveal the same principle: the moment when the body tells what the mind cannot hide.





The idea of **exposure** found a visual parallel in photography. Exposure is what allows an image to appear, yet overexposure gradually erases it. The very light that reveals the subject also becomes the force that obscures it. This paradox became a central visual reference throughout the project.

To explore this idea, I scanned dried flowers using a handheld scanner, **intentionally overexposing** the images until the background dissolved into light. These experiments informed the collection's visual language, inspiring faded surfaces, washed colours, and materials that exist between appearance and disappearance.

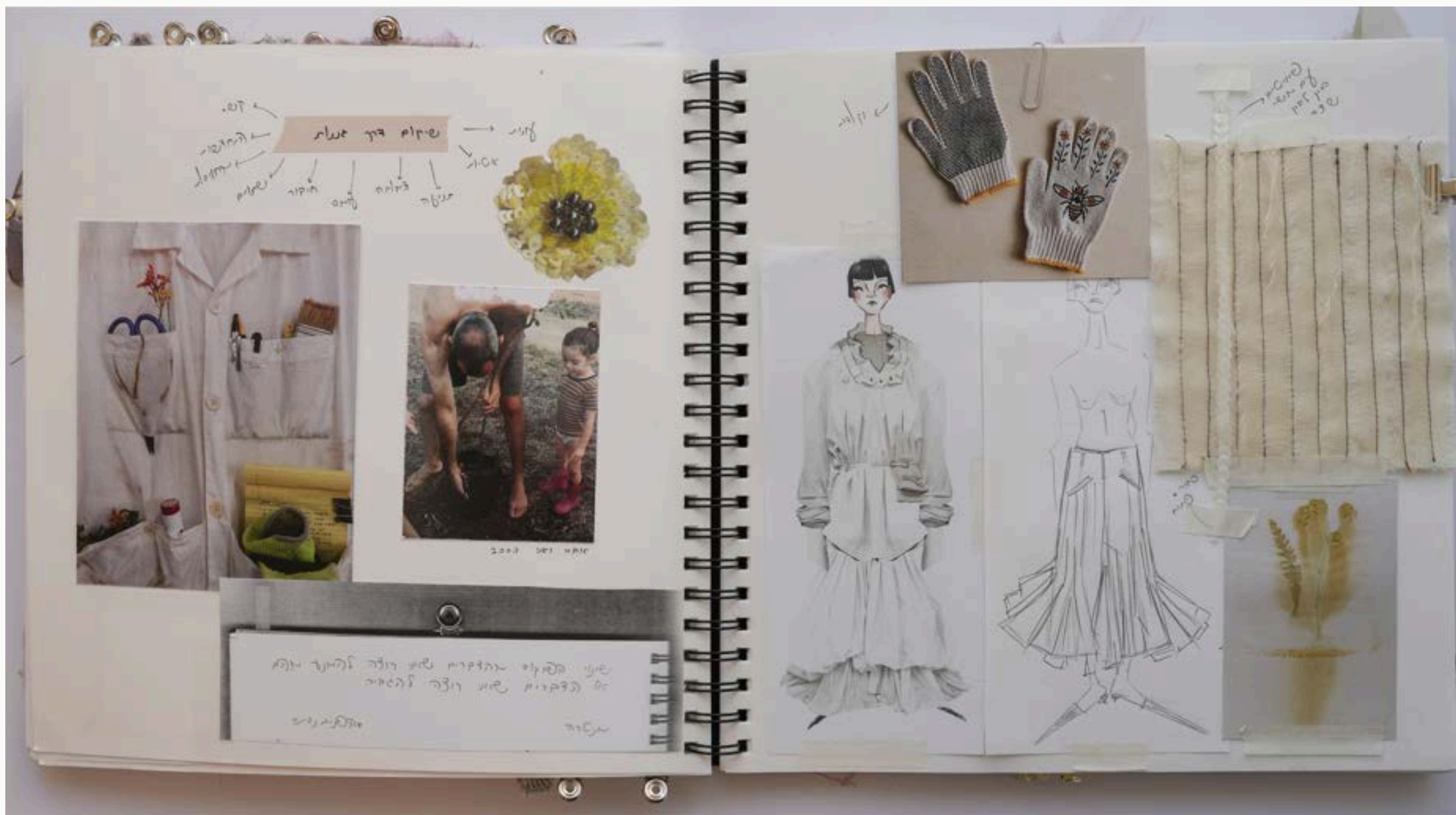




Exploring exposure naturally led me to its opposite, **camouflage**. While pallor reveals the body involuntarily, camouflage expresses the desire to blur boundaries, soften visibility, and merge with the surrounding environment as a form of protection.

In nature, camouflage does not make the body disappear, it changes the way it is perceived. I translated this principle into the collection through layered silhouettes, faded colours, and camouflage inspired prints that disrupt the readability of the garment, allowing the eye to wander rather than settle on a single, defined form.





**Gardening** became the final anchor of the project. I began to see the garden as a metaphor for the human soul, a living system that constantly moves between growth, decline, and renewal. Rather than seeking perfection, gardening embraces care as an ongoing practice.

This idea is reflected through the dialogue between functional workwear and delicate materials, creating garments that acknowledge vulnerability instead of concealing it. Like a garden, the collection does not seek a final state of perfection, but celebrates continuous care, maintenance, and growth.



Silhouette Exploration

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Shenkar College



# THE COLLECTION

(05)



(04)



(03)



(02)



(01)





## Overexposure

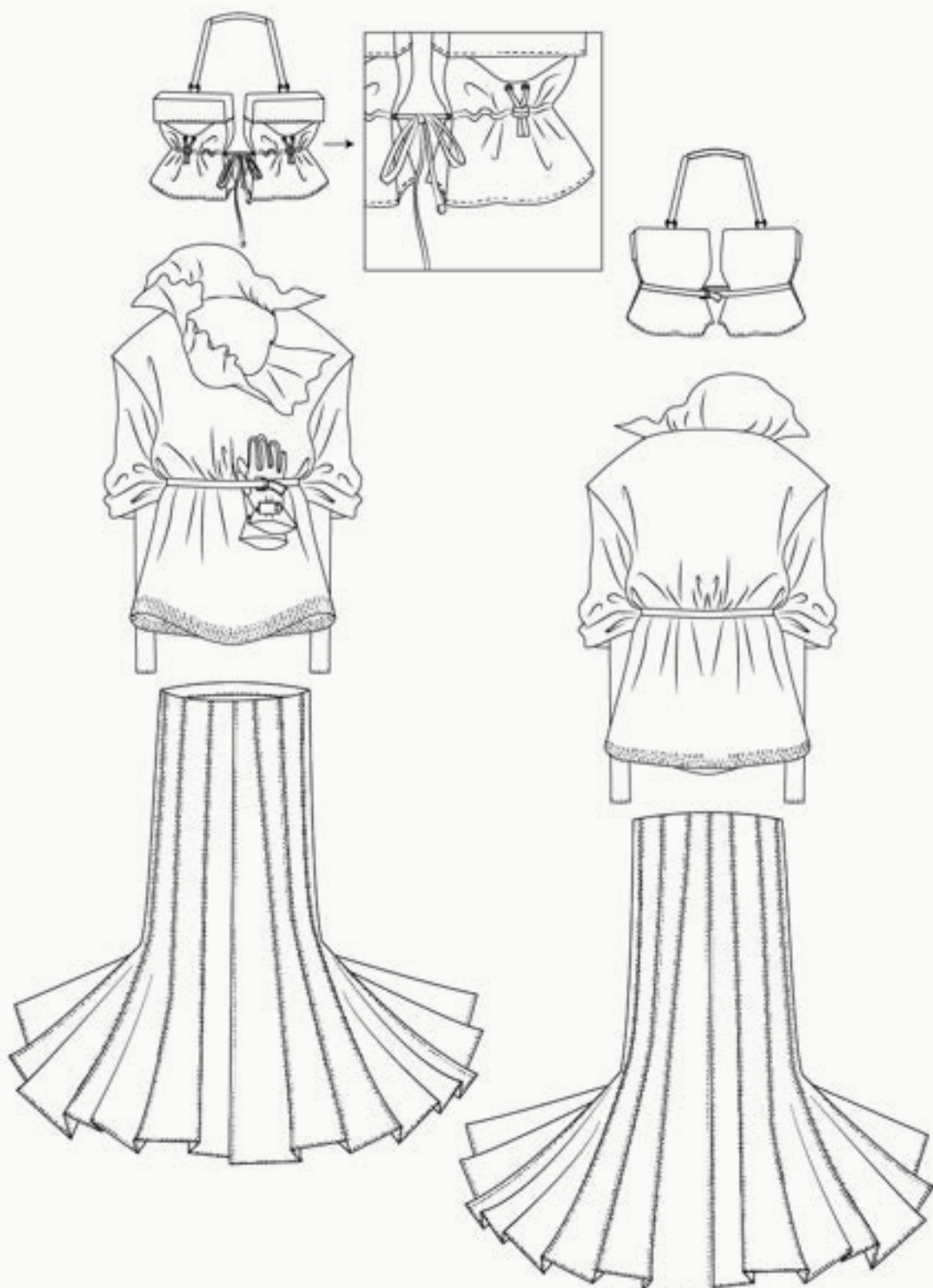
This look explores overexposure, a moment in which excess light simultaneously obscures and reveals reality. Inspired by an overexposed photograph, the garment reveals traces of a garden as a faded memory, suspended between presence and disappearance.

# Overexposure

- (1) Felt hat with a silk organza flower
- (2) Printed silk chiffon blouse with hand embroidered sequins
- (3) Suede leather bra
- (4) knitted mohair sleeves
- (5) Herringbone cotton drill skirt with silk detailing
- (6) Suede leather bag
- (7) Sterling silver earrings
- (8) Rain boots

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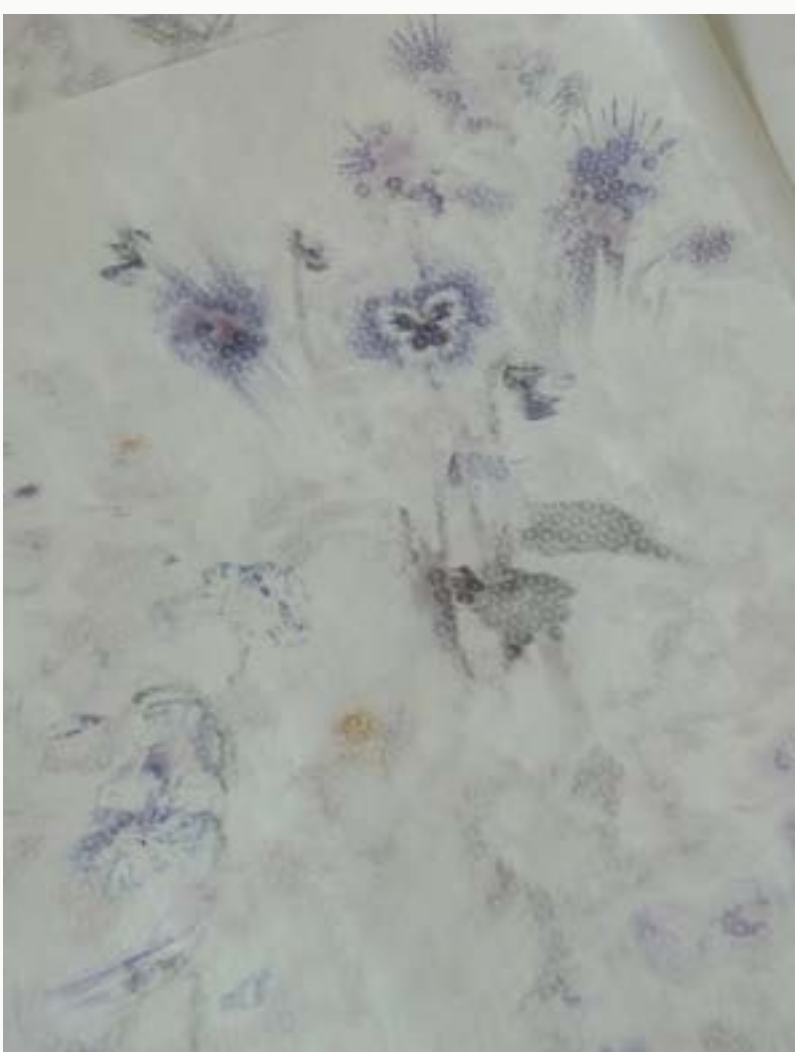


Ori Gersht, Untitled I , 2004



Herringbone cotton drill, traditionally associated with workwear, is combined with hand-dyed crinkled silk. Cut into narrow strips and layered by hand, the silk creates a textured surface inspired by the faded vegetation of an overexposed garden, where details gradually dissolve into light.





A custom floral print was digitally printed on silk and layered with pale printed sequins, creating the faded appearance of an overexposed garden.

A thorn motif was knitted in mohair on an industrial knitting machine. The soft texture gently blurs the image, softening the thorns.

## Overexposure - The Watering Can Bag

Reimagined at the scale of a real two gallon watering can, the bag transforms a familiar gardening tool into a symbol of care, cultivation, and the desire to sustain life. Reappearing throughout the collection, the watering can reflects the tension between abundance and pallor at the heart of the project.

A small mirror hangs from the bag. Engraved with the words "You Look Pale," it reclaims a phrase often associated with concern or criticism, transforming it into an invitation to accept the body as it is.

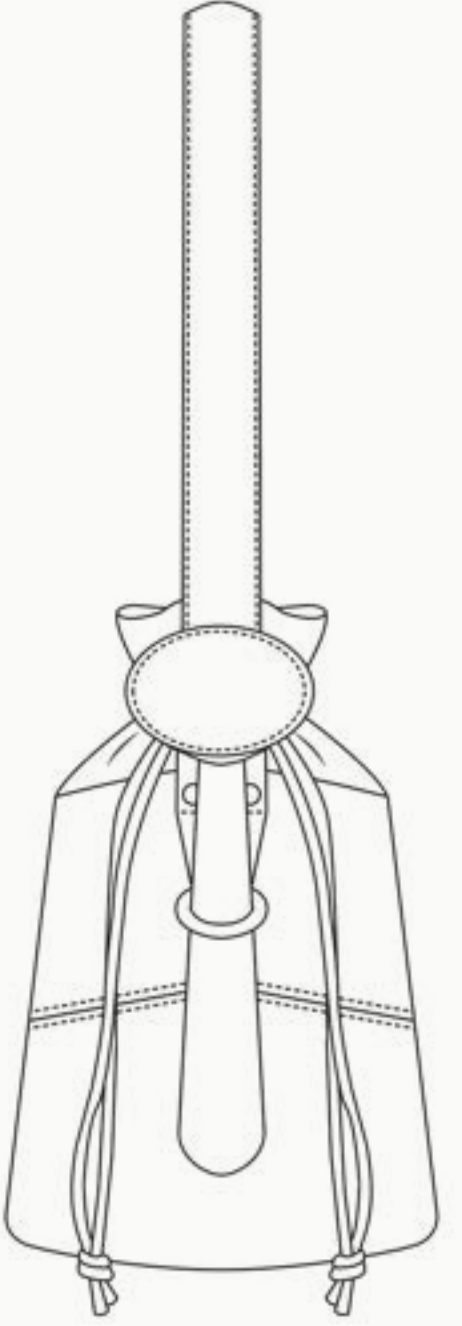
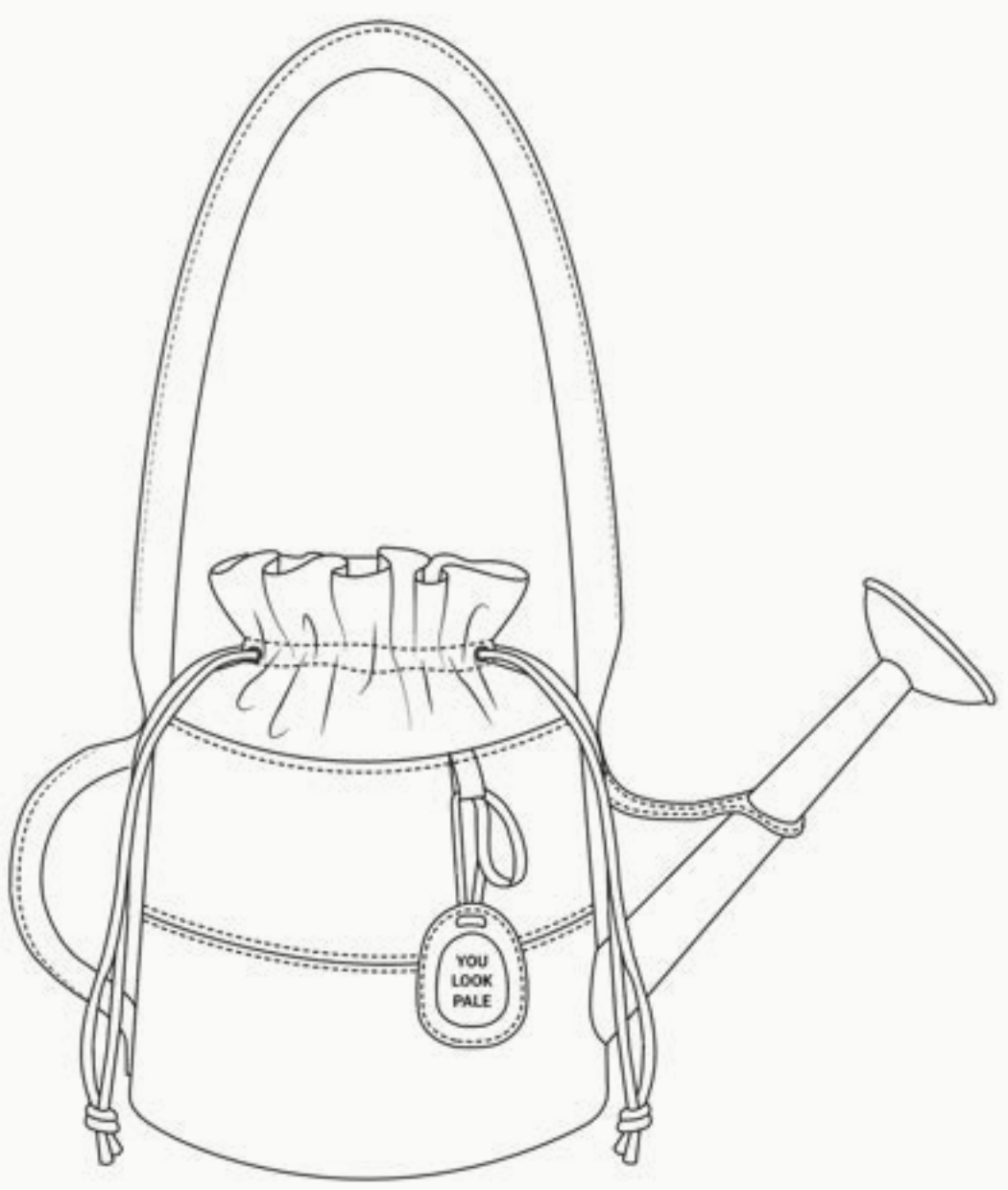
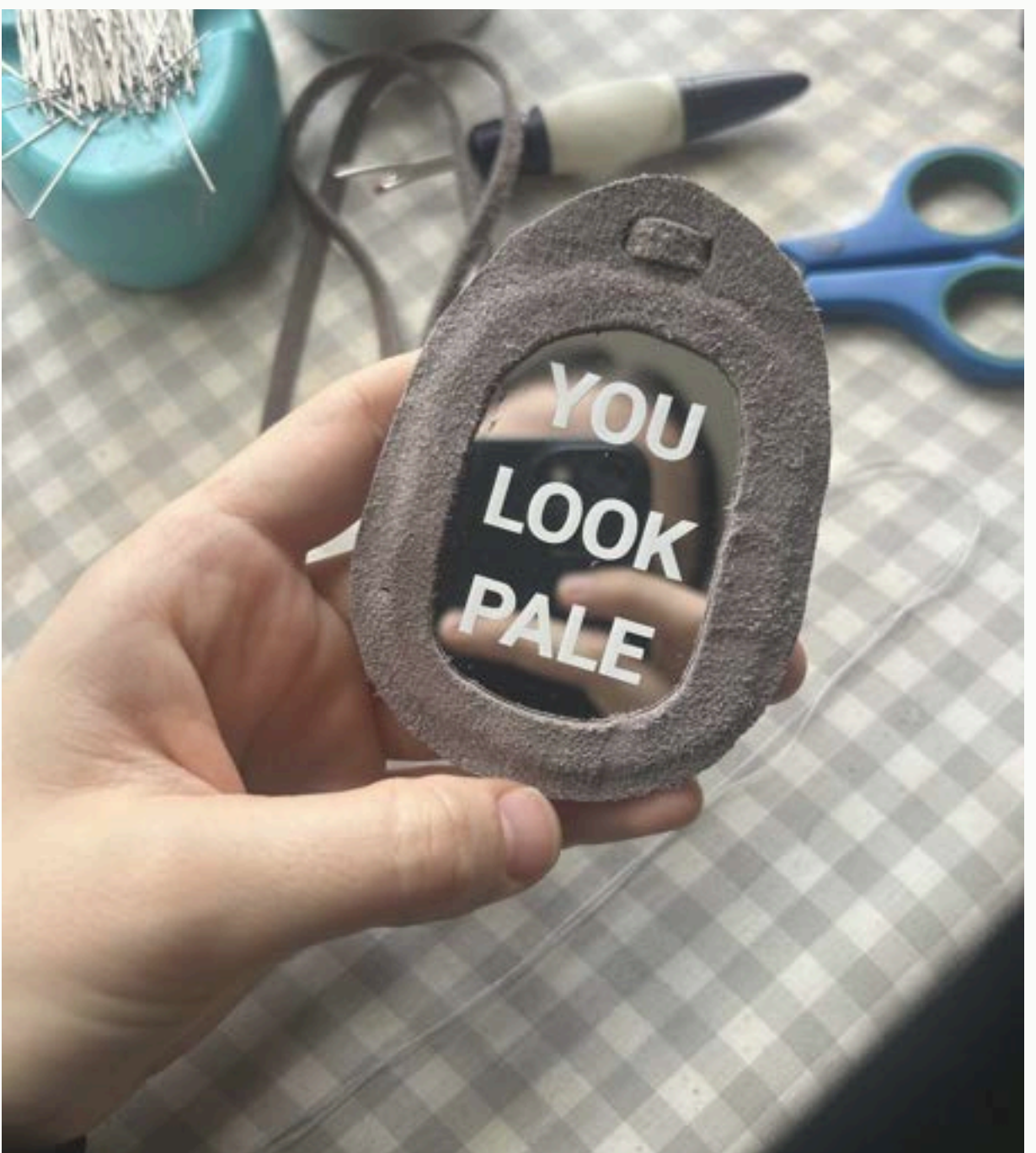
Grey cow suede, silk lining.



Overexposure - The Watering Can Bag

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Inspired by traditional gardening boots, this everyday object was reimagined with a custom embossed Pale Garden emblem, becoming part of the collection's visual identity.





Sterling silver (925)



Overexposure - Hat

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A felt hat paired with a hand-crafted silk organza flower, capturing the fragile beauty of a flower suspended between bloom and decay.







THANK YOU