



GIRL



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CONCEPT

Y2K fashion is often remembered for its futuristic aesthetic, defined by synthetic fabrics, glossy surfaces, and the optimism of a new millennium. However, much of this visual language became inseparable from fast fashion and petroleum-based materials, reinforcing the idea that innovation and futurism must rely on synthetic production.

This project challenges that assumption.

Through a sculptural bodysuit constructed from natural cowhide, the design reimagines Y2K fashion through the lens of material responsibility and longevity. The project explores the possibility that one of humanity's oldest materials can communicate the same sense of futurism, confidence, and cultural relevance traditionally associated with synthetic textiles.

Cowhide is frequently perceived as a material of the past, connected to heritage, tradition, and historical craft. This design seeks to disrupt that perception by transforming leather into an architectural, forward-looking silhouette inspired by the bold proportions and experimental forms of Y2k fashion.



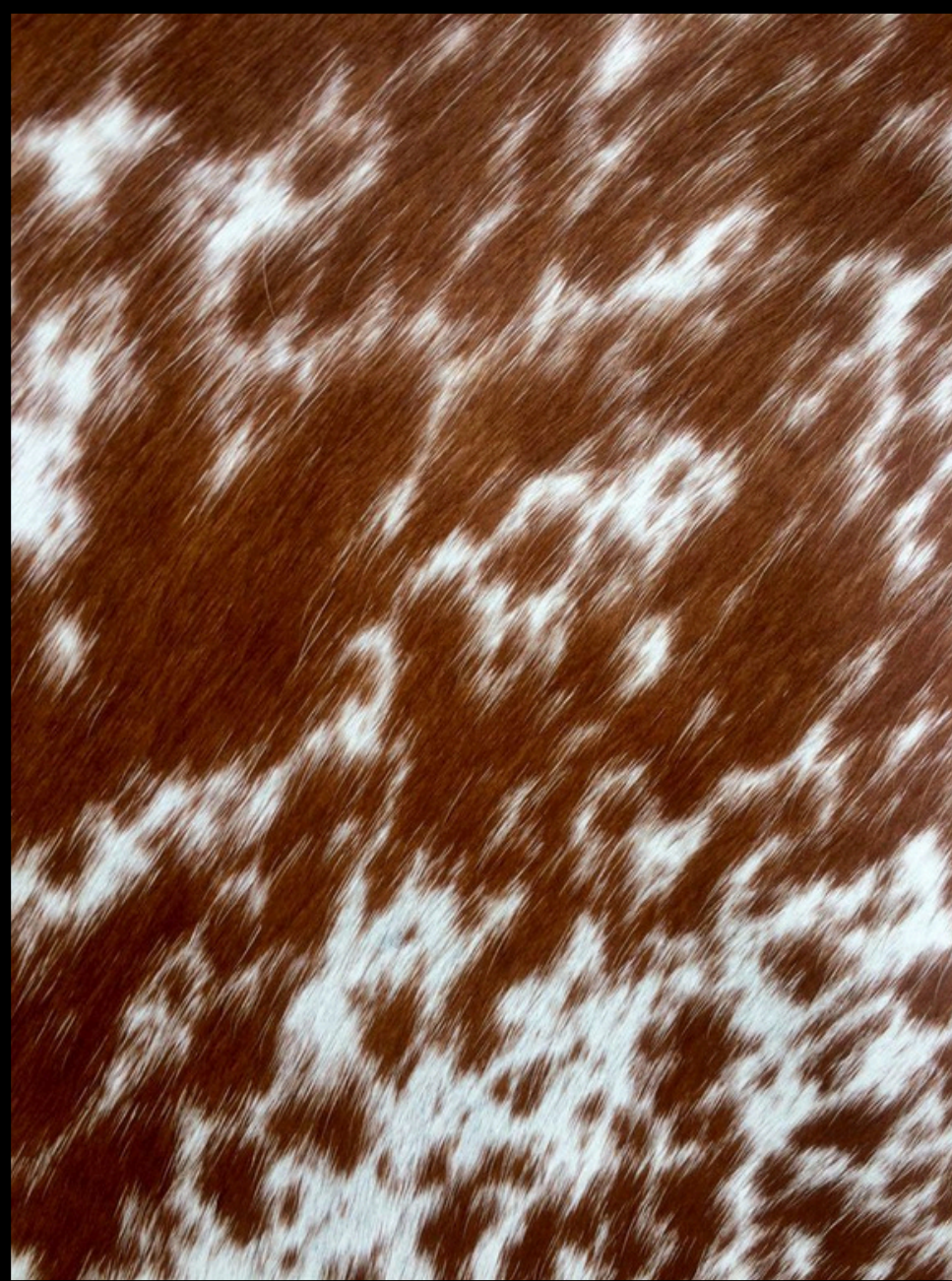
Structured volumes, exaggerated contours, and high-shine finishes create a visual language that feels futuristic while remaining rooted in natural materiality.

The garment exists between two worlds: the optimism of early millennium fashion and the growing demand for more conscious approaches to design.

By replacing synthetic interpretations of the future with a natural alternative, the project proposes a new vision of contemporary fashion, one where innovation is not defined by artificial materials but by the ability to rethink and redefine those already available to us.

IT GIRL presents cowhide not as a relic of the past, but as a material capable of participating in the future of fashion.

MOODBOARD



COLOURS



black



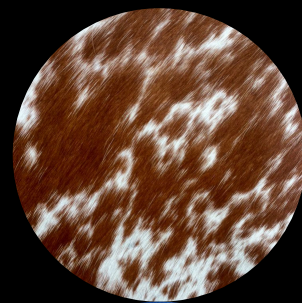
Brown



Blue



TEXTILE



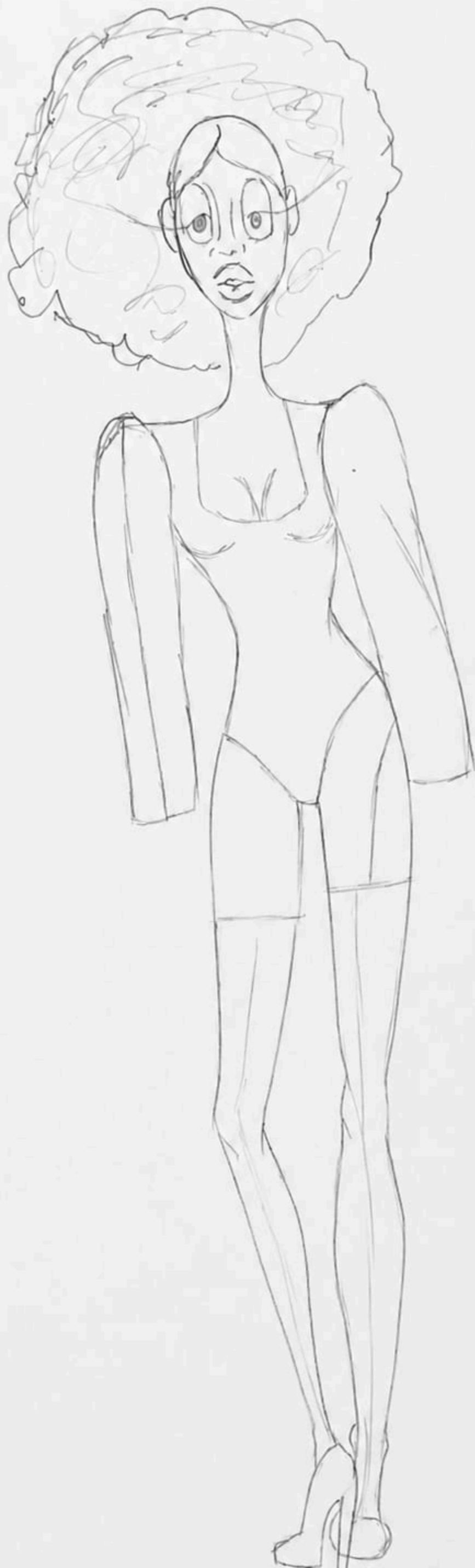
cowhide
leather



Blue
leather



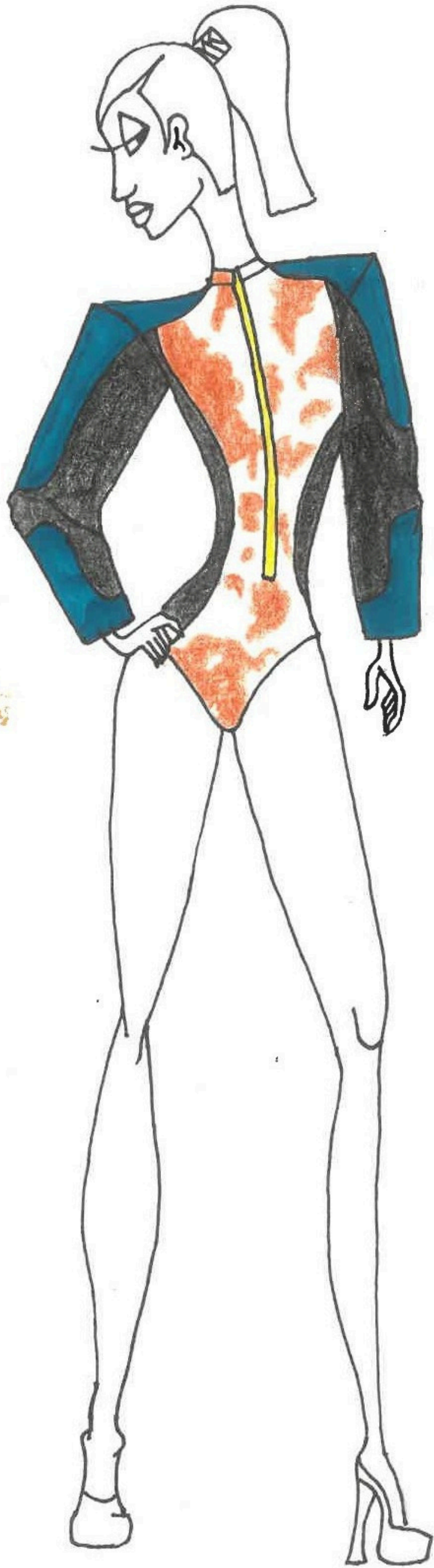
Rough Sketch







Fashion Illustration



front view



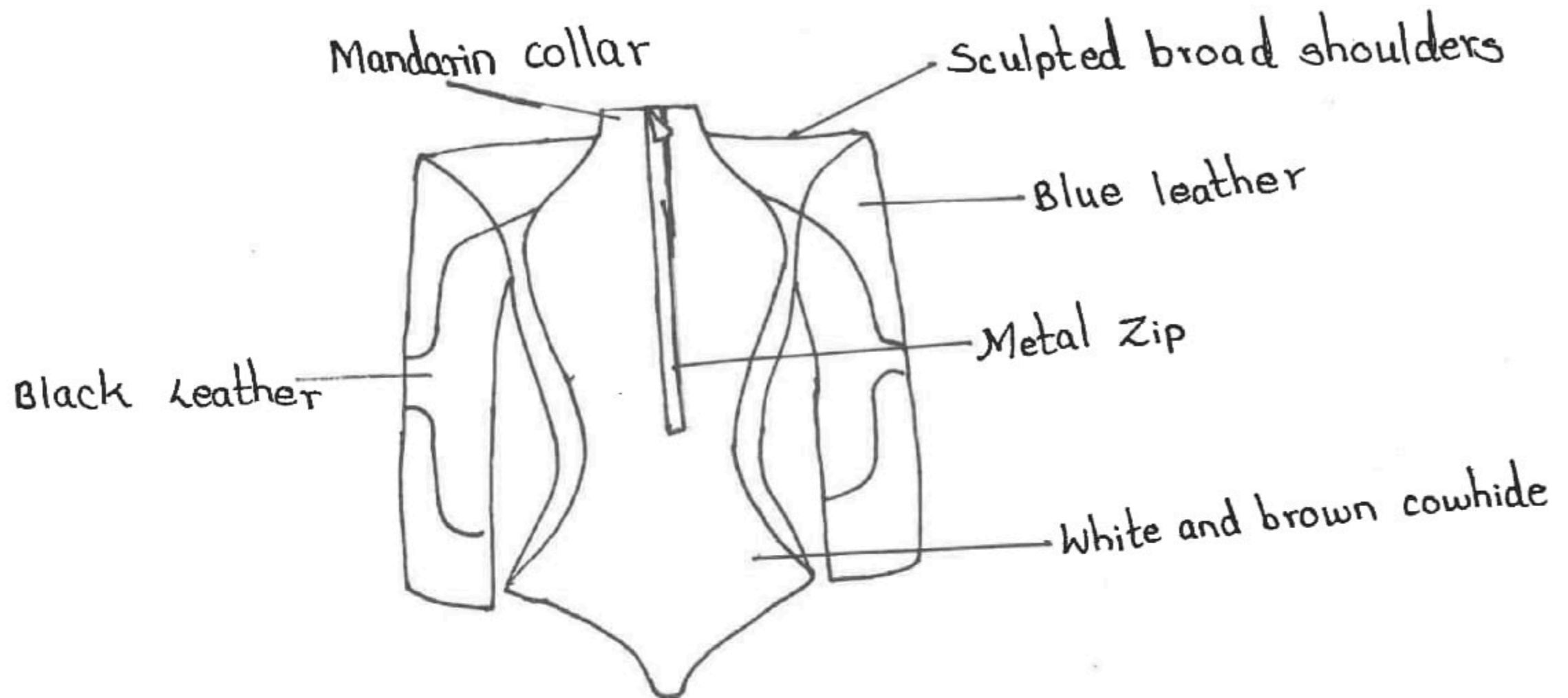
side view



back view

Technical sketch

Front



Back

