

RECONSTRUCTED DENIM

MONICA NIKOLOV

PROJECT SUMMARY

FOR THIS PROJECT, I WANTED TO CREATE A BAG THAT IS VERSATILE AND CAN BE USED IN DIFFERENT WAYS. I ALSO WANTED TO MAKE USE OF THE NATURAL MATERIALS THAT I ALREADY HAD ON HAND, WHICH WERE A PAIR OF OLD LEVI'S JEANS, WHICH ARE 100% COTTON. I WAS ABOUT TO DONATE THESE JEANS WHEN I THOUGHT THAT THEY WOULD MAKE A PERFECT BAG. WHEN APPROACHING THIS PROJECT, I WANTED TO CHANGE THE WAY I THINK ABOUT DESIGN AND MATERIALS. IT IS TYPICAL THAT A DESIGNER WOULD DESIGN A PIECE INTENDED TO BE WORN ONLY ONE WAY, AND WITH FABRICS AND MATERIALS THAT THE DESIGNER HAS TO GO AND BUY. I WANTED TO SEE WHAT I COULD CREATE WITHOUT SPENDING MONEY ON FABRIC AND WITHOUT USING OTHER MATERIALS SUCH AS ZIPPERS OR SNAPS FOR CLOSURES. THIS BAG THAT I CREATED IS REVERSIBLE, WITH TWO SIDE POCKETS ON BOTH SIDES OF THE BAG. SIDE 1 CAN BE WORN WHEN THE CUSTOMER IS GOING TO A CAFE, GOING TO A PARK TO READ, MEETING UP WITH FRIENDS, ETC. SIDE 2 CAN BE TURNED INTO A SMALLER SILHOUETTE OF SIDE 1 WITH THE SAME AMOUNT OF STORAGE SPACE AS SIDE 1. SIDE 2 RESEMBLES A POUCH BAG AND CAN BE WORN FOR MORE ENERGETIC ACTIVITIES SUCH AS GOING TO THE BEACH, RIDING A BIKE, RUNNING ERRANDS, ETC. I DESIGNED THIS BAG FOR WOMEN WHO LIKE TO WEAR SMALLER BAGS ON THEIR DAYS OFF, WHILE STILL ENJOYING DAILY ACTIVITIES AND HAVING A SECURE PLACE TO HOLD THEIR BELONGINGS. AS FOR THE CLOSURE OF THE BAG, I CREATED A CHANNEL INSIDE THE BAG, WHICH MAKES IT SO THAT SIDE 1 AND SIDE 2 OF THE BAG HAVE STRING CLOSURES THAT CAN BE PULLED AND TIED TOGETHER TO CLOSE. SINCE BOTH SIDES OF THE BAG HAVE STRING CLOSURES, THE BAG CAN BE CLOSED FROM THE INSIDE AND THE OUTSIDE OF THE BAG, CREATING A CLOSURE WITHOUT OTHER MATERIALS. ANOTHER ASPECT OF THIS BAG THAT I TOOK INTO ACCOUNT WHEN DESIGNING AND CREATING IT WAS THE SUSTAINABILITY ASPECT. OFTENTIMES, A LARGE AMOUNT OF CLOTHES THAT ARE DONATED TO SECOND-HAND STORES AREN'T BEING BOUGHT, WHICH THEN END UP IN LANDFILLS. THE PAIR OF LEVI'S THAT I USED FOR THIS BAG WERE IN PERFECT CONDITION, WITH THE DENIM STILL BEING DURABLE AND WEARABLE. IT IS A WASTE TO GO TO FABRIC STORES AND ADD TO THE FABRIC POLLUTION PROBLEM BY BUYING MORE FABRIC WHEN THERE ARE PERFECTLY USABLE FABRICS IN THE CLOTHES THAT WE NO LONGER WEAR. NOT ONLY ARE THE JEANS IN PERFECT CONDITION, BUT THEY ARE ALSO 100% COTTON. THIS MEANS THAT THE NATURAL MATERIALS THAT I HAVE ON HAND ARE NOT GOING TO WASTE, AS NATURAL MATERIALS THAT ARE 100% FREE OF SYNTHETIC FIBERS ARE BECOMING INCREASINGLY DIFFICULT TO FIND, AND AT AN AFFORDABLE PRICE. OVERALL, I ENJOYED CREATING THIS BAG AND PRACTICING MY DESIGN SKILLS IN WAYS THAT CHALLENGE ME TO DESIGN DIFFERENTLY IN TERMS OF FUNCTIONALITY AND SUSTAINABILITY. THANK YOU FOR READING THIS!

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CUSTOMER PROFILE

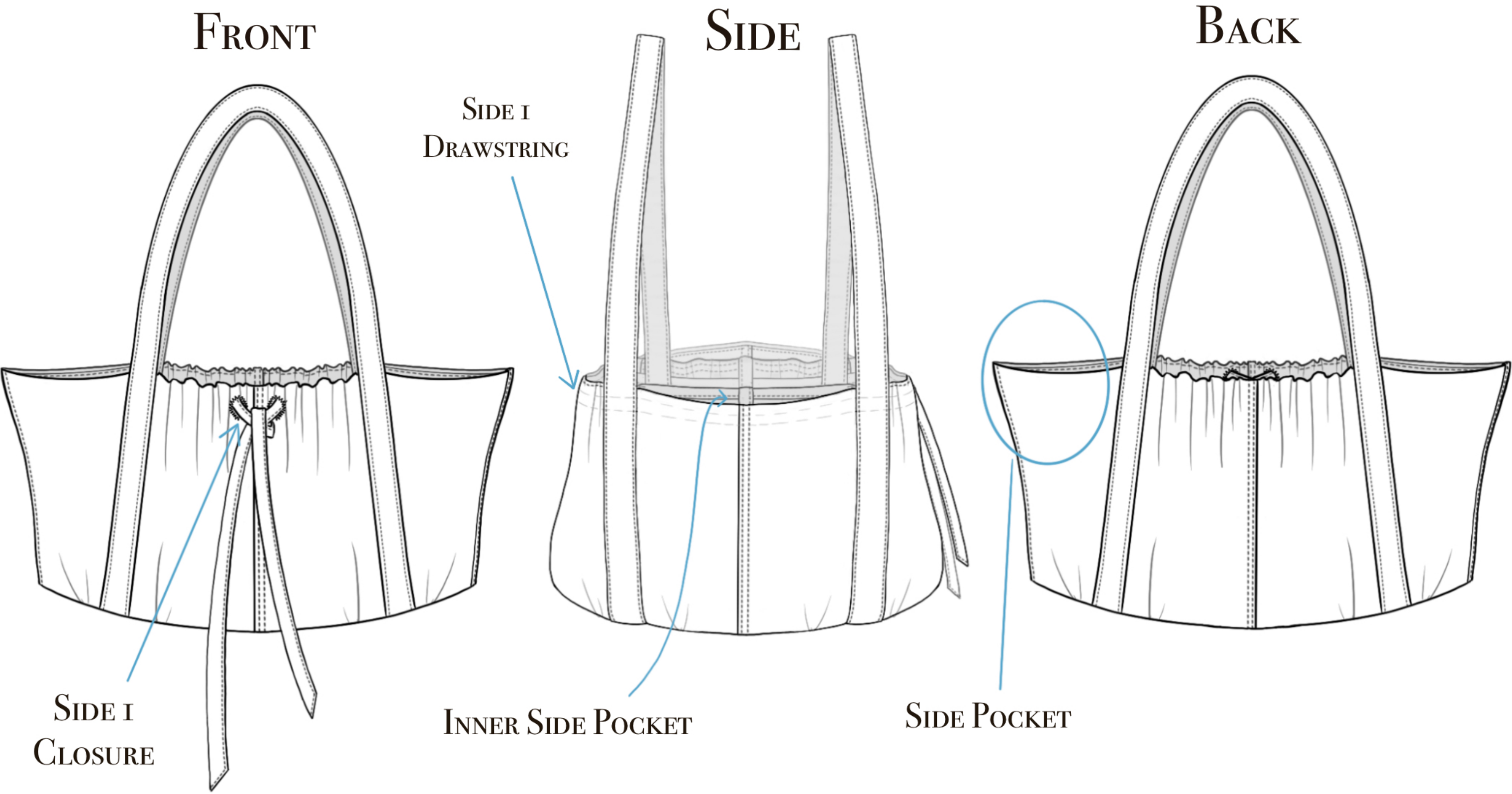


DESCRIPTION:

- CUSTOMER IS A WOMAN AGES 25 TO 32.
- SHE IS AN AUTHOR LIVING IN NEW YORK.
- ON HER DAYS OFF, SHE LIKES TO SPEND TIME IN THE PARK TO READ AND WRITE NEW IDEAS THAT COME TO MIND. SHE ALSO LIKES TO MEET UP WITH FRIENDS AT A CAFE.
- SHE LIKES TO WEAR SMALL BAGS ON HER DAYS OFF, SO THAT THERE ISN'T TOO MUCH WEIGHT ON HER SHOULDER.

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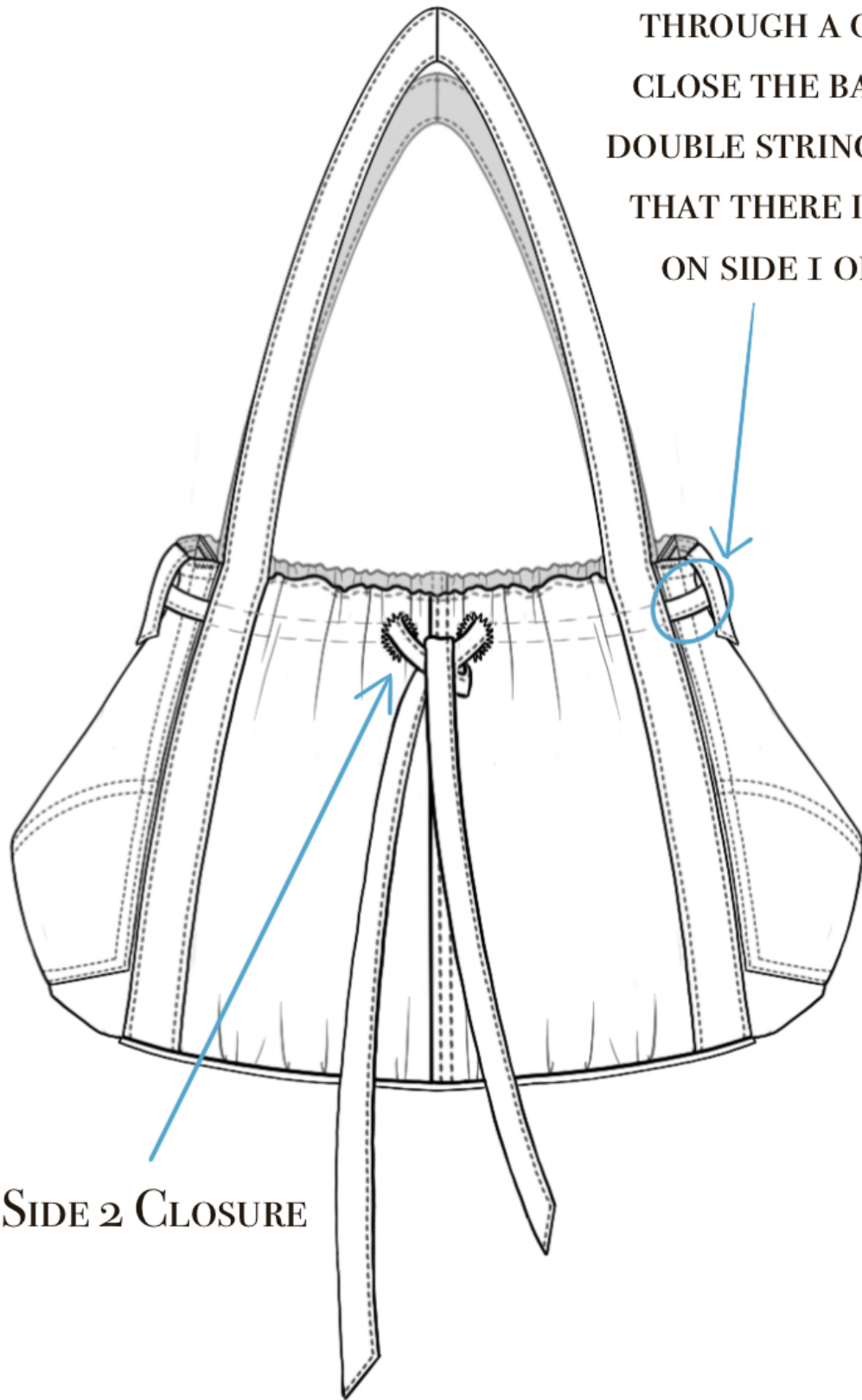
TECHNICAL SKETCHES- SIDE I



TECHNICAL SKETCHES - SIDE 2

FRONT

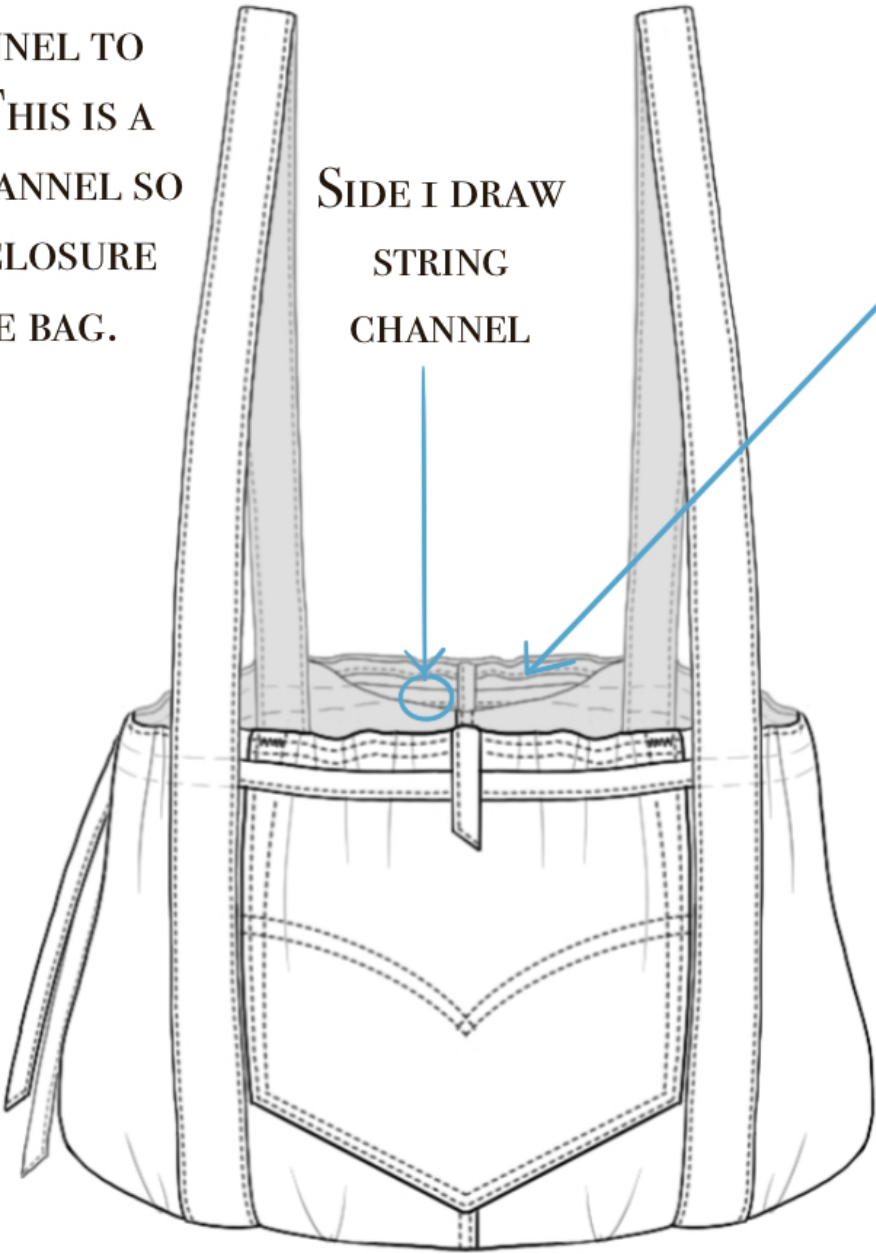
DRAWSTRING WHICH GOES THROUGH A CHANNEL TO CLOSE THE BAG. THIS IS A DOUBLE STRING CHANNEL SO THAT THERE IS A CLOSURE ON SIDE 1 OF THE BAG.



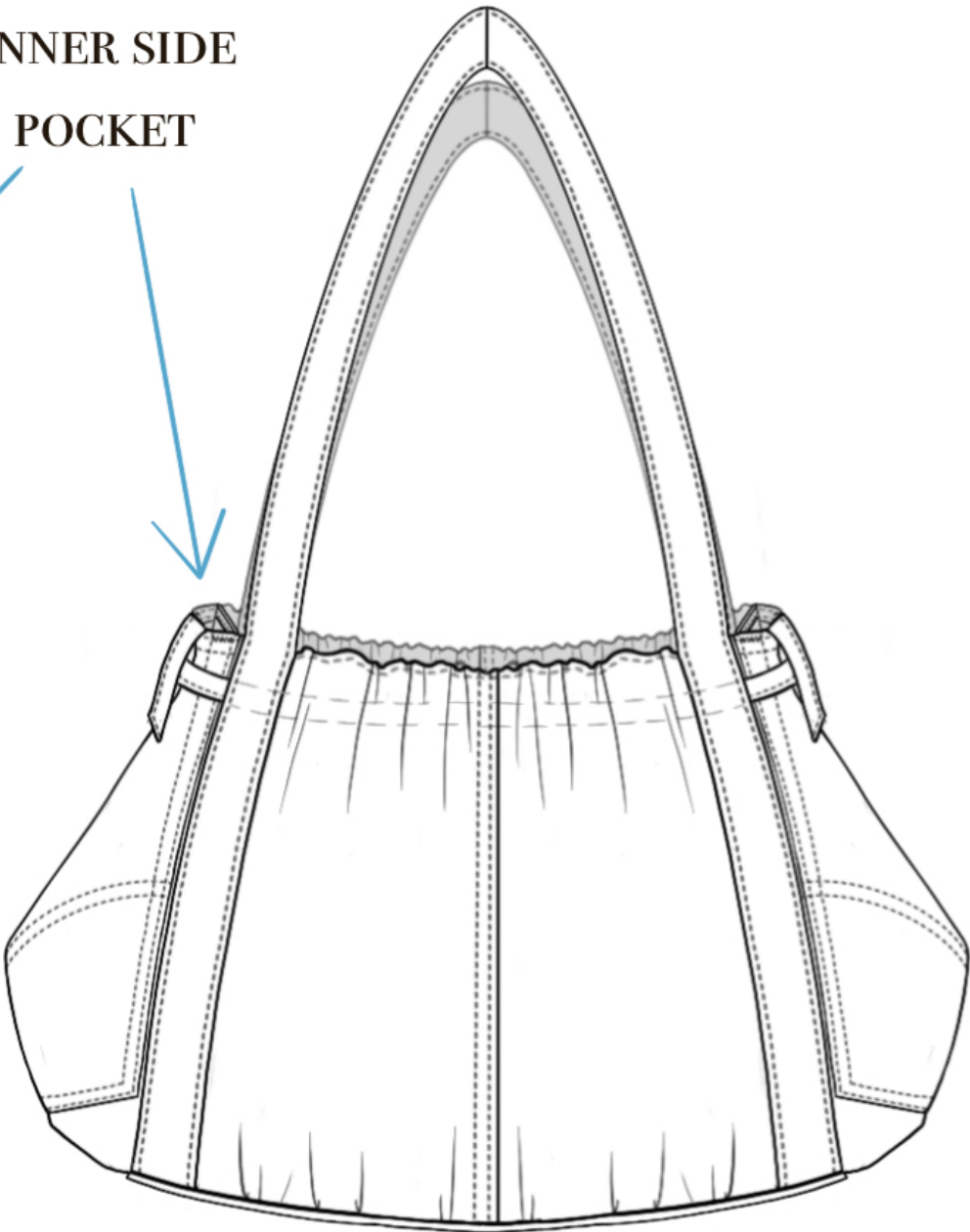
SIDE 2 CLOSURE

SIDE

SIDE 1 DRAW STRING CHANNEL



INNER SIDE POCKET



MATERIALS USED

- OLD PAIR OF LEVI'S JEANS.
- THE JEANS WERE 100% COTTON.
- COTTON THREAD.

FABRIC COMPOSITION TAG:



PANTS USED:

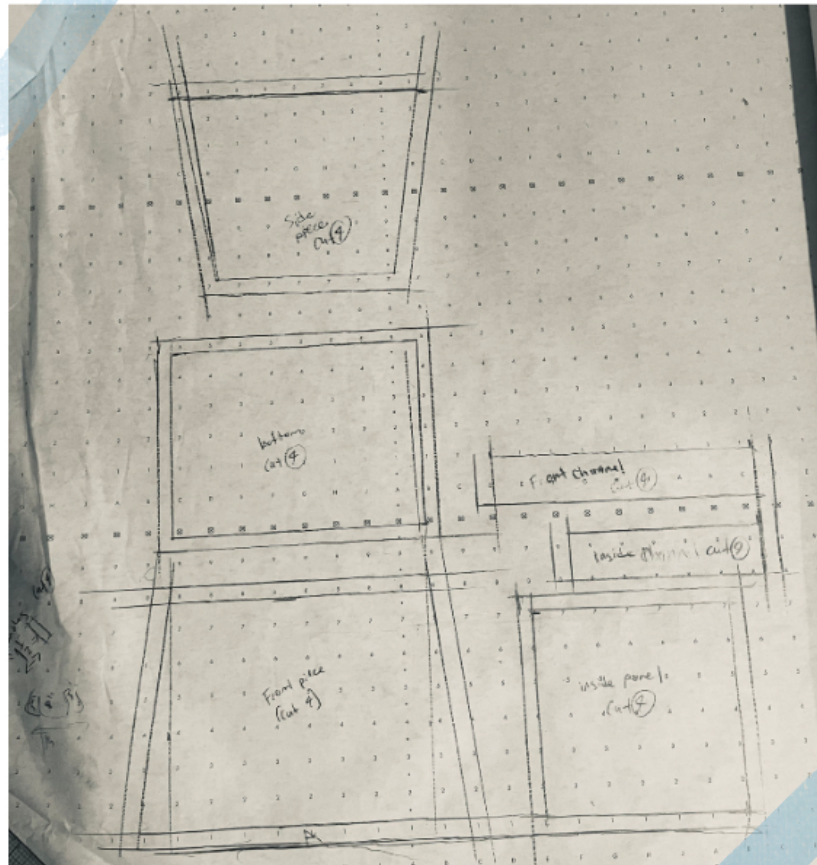


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PROCESS

SEAM RIPPING

PATTERN MAKING



CUTTING



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FINAL IMAGES- SIDE I



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FINAL IMAGES- SIDE 2



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FINAL IMAGES- INSIDE THE BAG

INSIDE SIDE 1



INSIDE SIDE 2

