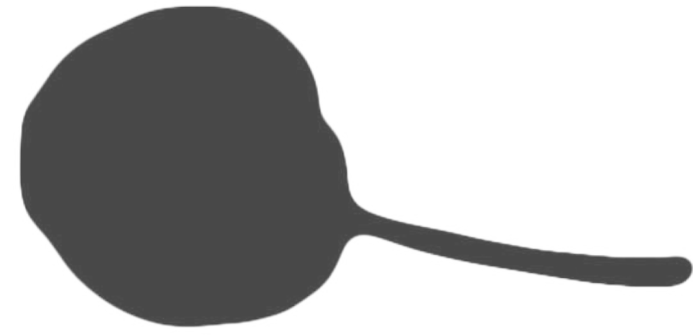
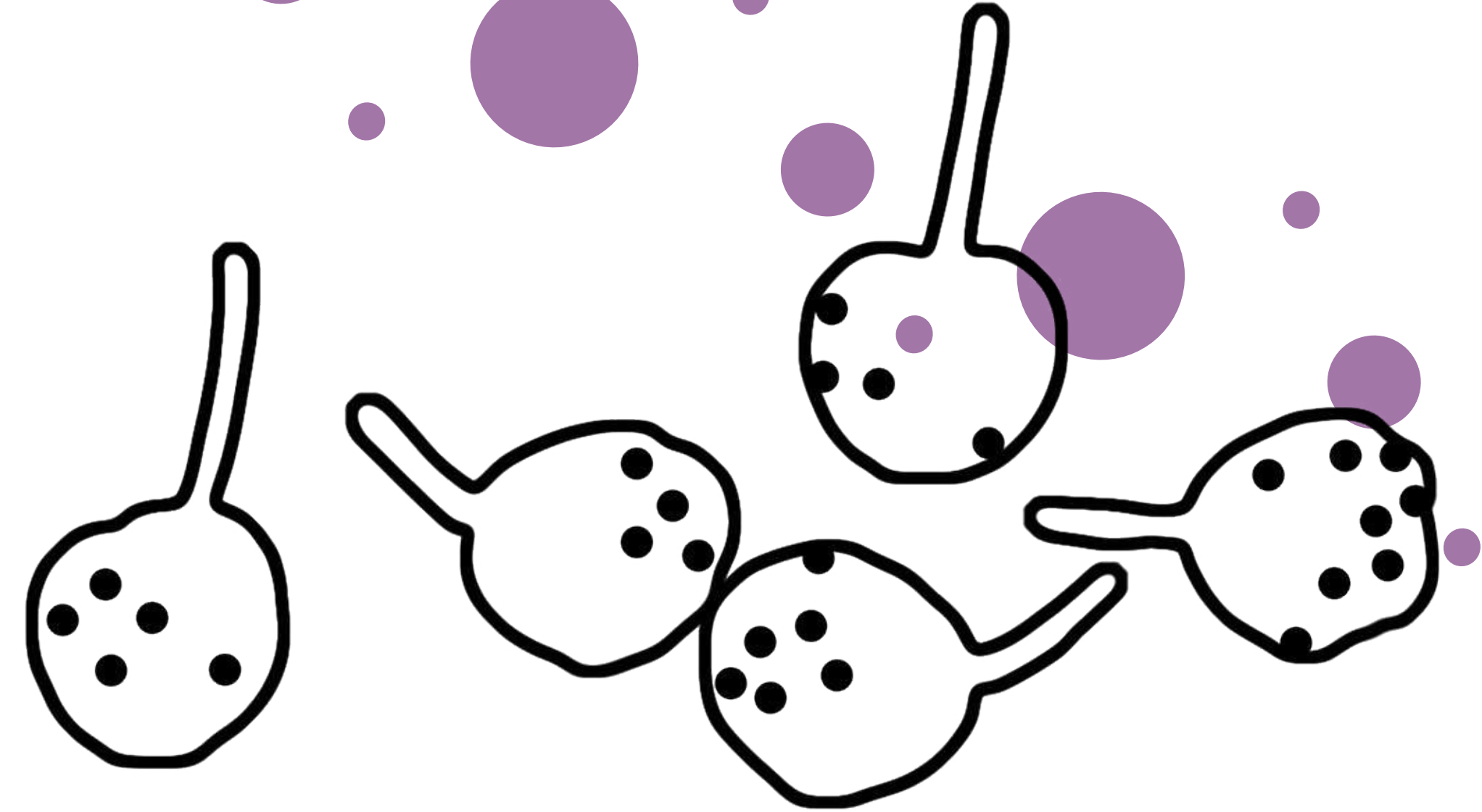


THIS A THESIS PROJECT THAT PLAYS WITH THE IRONIC NATURE AND HUMOR BEHIND "BENIGN MASOCHISM".

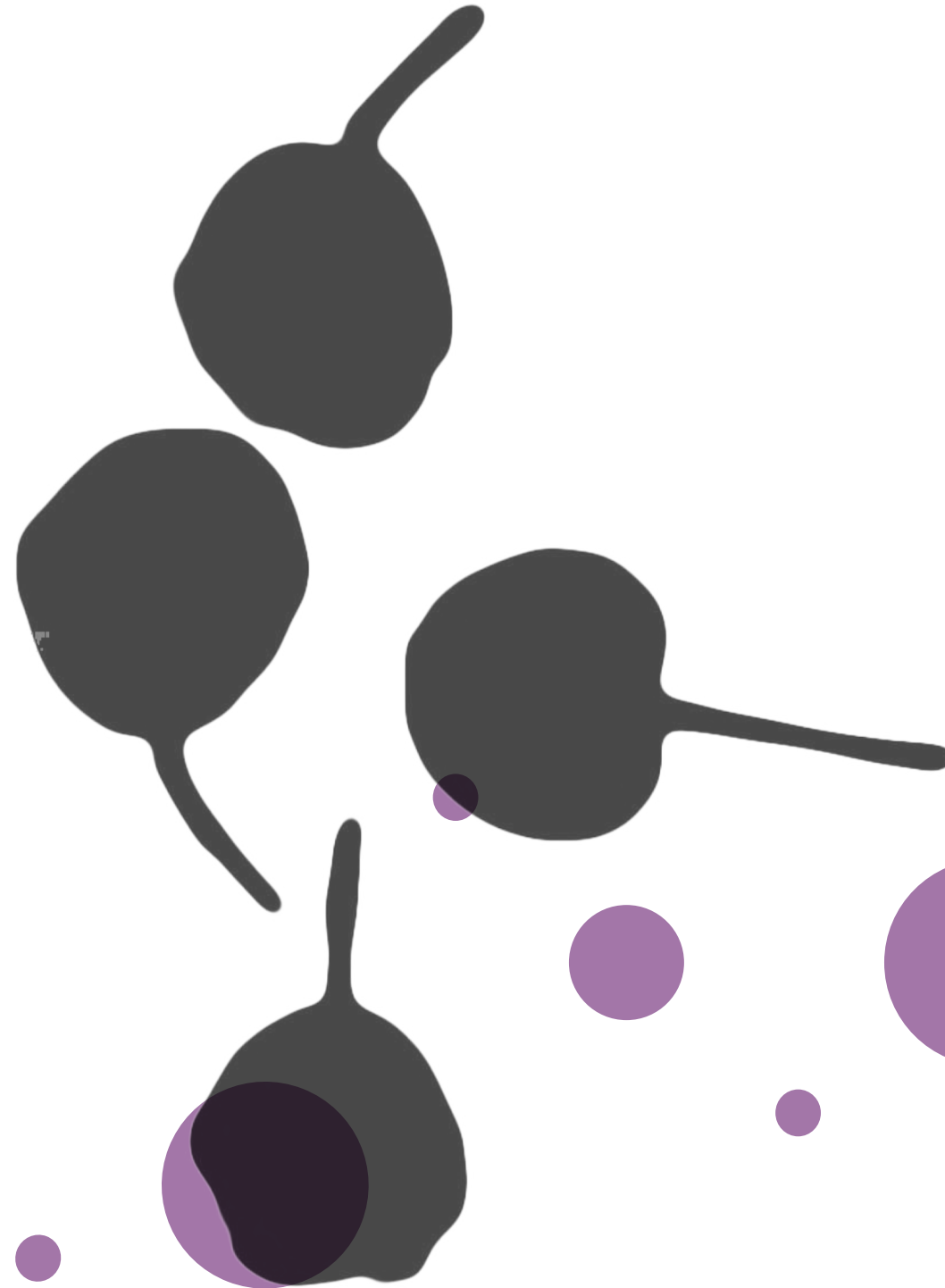
BENIGN MASOCHISM, ENJOYMENT OF NEGATIVE BODILY REACTIONS AND FEELINGS IN THE CONTEXT OF FEELING SAFE, OR PLEASURE AT "MIND OVER BODY". IN ACCORDANCE WITH BENIGN MASOCHISM, FOR MANY PEOPLE, THE FAVORED LEVEL OF INITIALLY NEGATIVE EXPERIENCES IS JUST BELOW THE LEVEL THAT CANNOT BE TOLERATED.

BENIGN MASOCHISM. THE THRILL OF THE UNKNOWN, THE OBSERVATION OF SOMETHING SO APPALLING THAT WE CAN'T TAKE OUR EYES OFF OF IT, AND THE TASTE OF SOMETHING THAT IS DISGUSTING BUT WON'T KILL US ARE WHAT DRAW US TO TORTURE OURSELVES IN SAFE WAYS.



GROSSLY

SATISFYING



THIS IS A SPRING SUMMER 2021 MENSWEAR COLLECTION. THE THEME FOR THIS COLLECTION IS INSPIRED BY A PSYCHOLOGY REACTION CALLED BENIGN MASOCHISM. IT IS AN INTERESTING PHENOMENA THAT HAPPENS TO EVERYONE BUT NOT EVERYONE ADMITS OR SPEAKS OPENLY ABOUT IT. I PUT MY FOCUS OF BENIGN MASOCHISM ON SCENTS THAT ARE KNOWN TO BE NASTY AND GROSS, BUT EVERYONE SECRETLY LIKES IT EVEN THOUGH IT IS NOT PLEASANT. SCENTS LIKE ROTTEN FRUITS, BURNT TOAST, PAINT, CIGARETTE, AND MOLD ETC. THESE ITEMS ARE ALSO THE MAIN INSPIRATION BEHIND THIS COLLECTION. THE MAIN FOCUS OF THIS COLLECTION IS TO BE FUN AND PLAYFUL. ON TOP OF THAT, I ALSO WANT TO BRING CONTRAST AND SURPRISES TO THIS THEME. I USED THINGS LIKE JAM, ORANGES, AND LAVENDER ETC. AS A PLEASANT CONTRAST TO THOSE "NASTY" SMELLING ITEMS. IN ORDER TO PROJECT THE THEME IN A MORE VISUAL AND UNDERSTANABLE MANNER, I CREATED DIFFERENT PRINTS AND FABRIC MANIPULATIONS. I ALSO FOCUSED ON THE USE OF COLORS AND SHAPES TO MAKE THE COLLECTION MORE LIVELY AND FUN. I WANT THIS TO BE A FUN AND YOUNG FASHION COLLECTION. BECAUSE WE ARE LIVING IN SUCH A TENSE AND SOCIALLY CONSCIOUS WORLD, WE NEED MORE FUN, LAUGHTER AND PLAYFULNESS IN THIS SOCIETY. FASHION IS ABOUT STYLE AND BEAUTY. BUT I WANT MY FASHION TO BE MORE THAN THAT. I WANT MY FASHION TO ALSO BE CAREFREE AND PLAYFUL.

IN ORDER TO HELP ME VISUALIZE MY RESEARCH, I HAVE MADE SOME COLLAGES TO HELP ME DEVELOP MY IDEAS INTO IMAGES. THESE COLLAGES BECOME THE MAIN INSPIRATION AND IDEA SOURCE FOR THIS COLLECTION.

THE COLLAGES ARE MADE OF IMAGES TAKEN ONLINE AND I TRANSFORMED THEM INTO SURREAL IMAGES AS I PLAYED AROUND WITH CONTRAST AND IRONY.

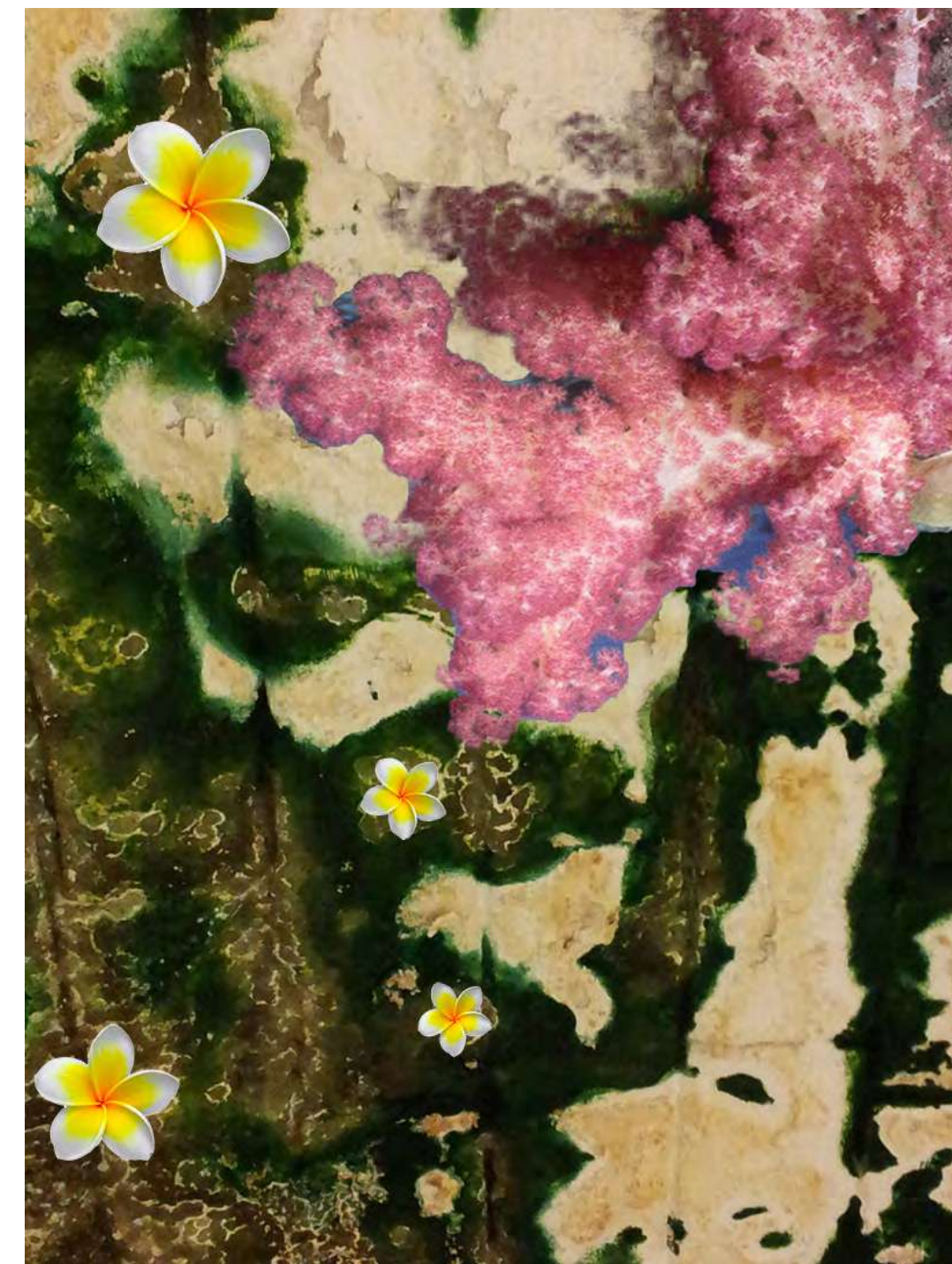
C
O
L
L
A
G
E

C
O
L
L
A
G
E

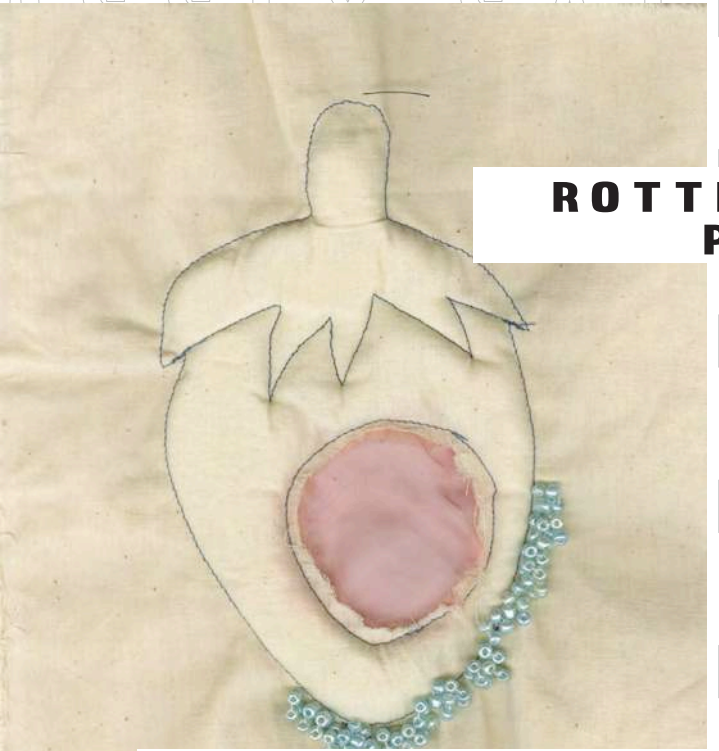




GO L L A G E



MANIPULATION



ROTTEN STRAWBERRY PATCH WORK



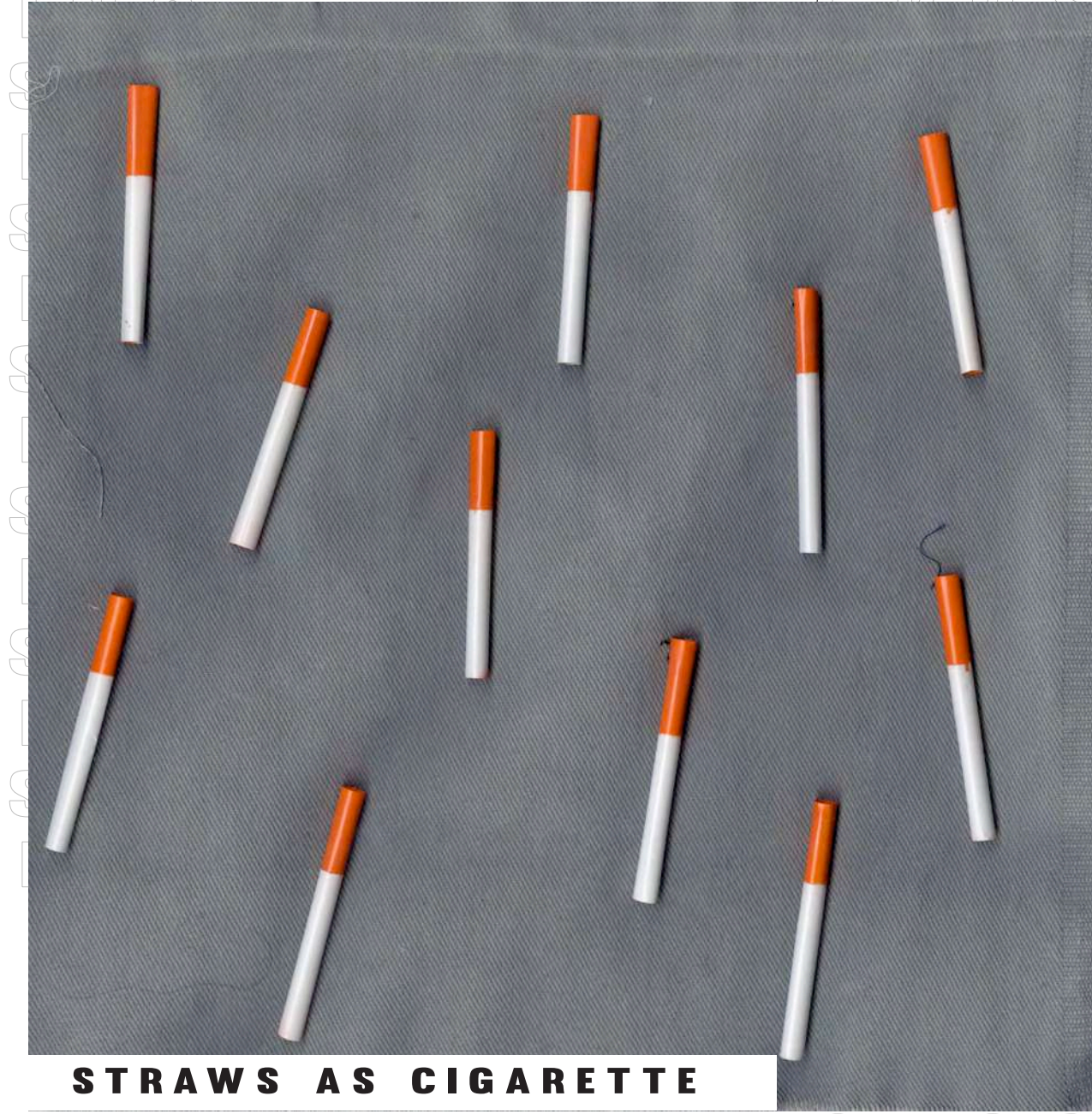
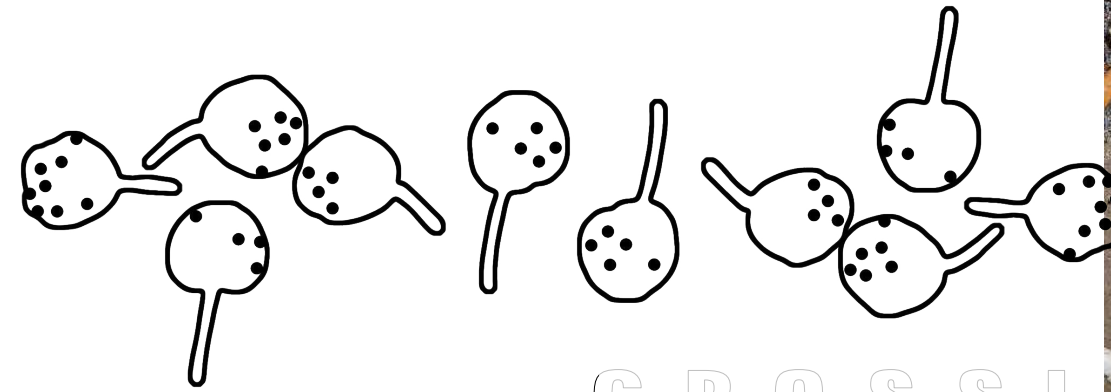
ROTTEN STRAWBERRY PATCH WORK IN FABRICS



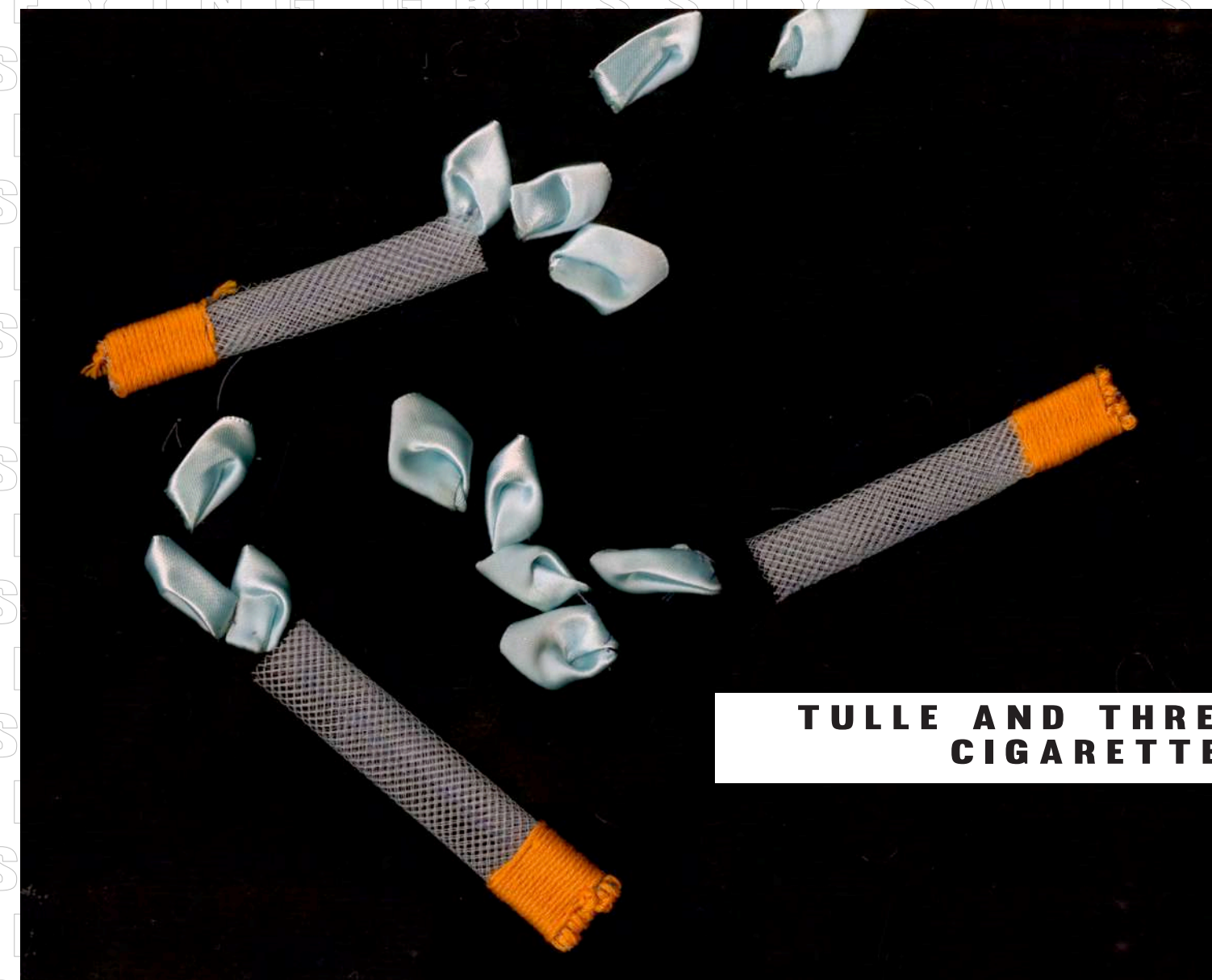
ROTTEN STRAWBERRY CROCHET AND EMBROIDERY



CINCHED FABRIC AS WRAPPED TISSUE

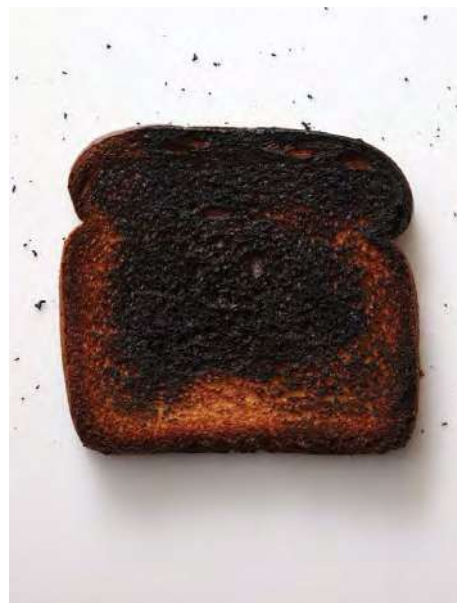


STRAWS AS CIGARETTE



TULLE AND THREAD AS CIGARETTE

M O O D B O A R D



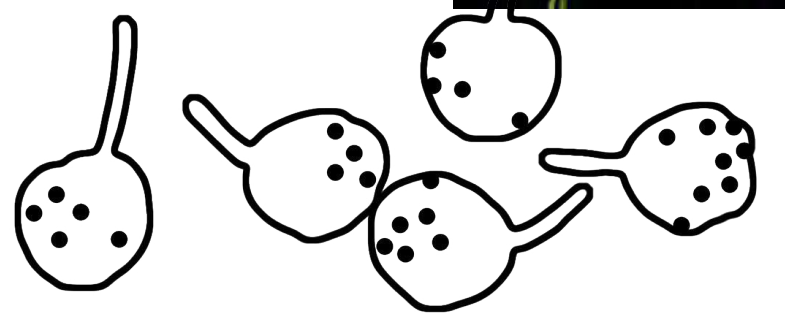
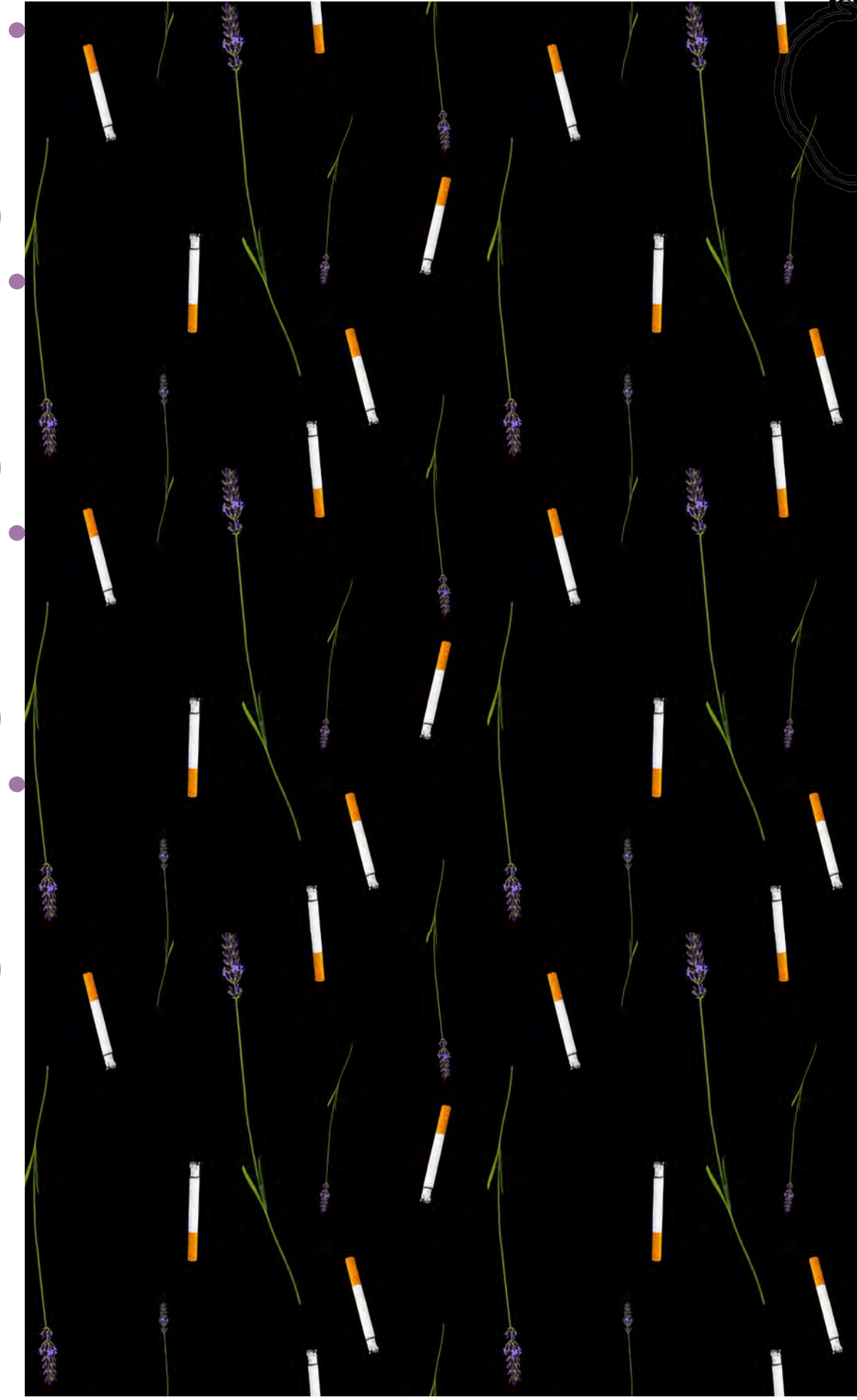
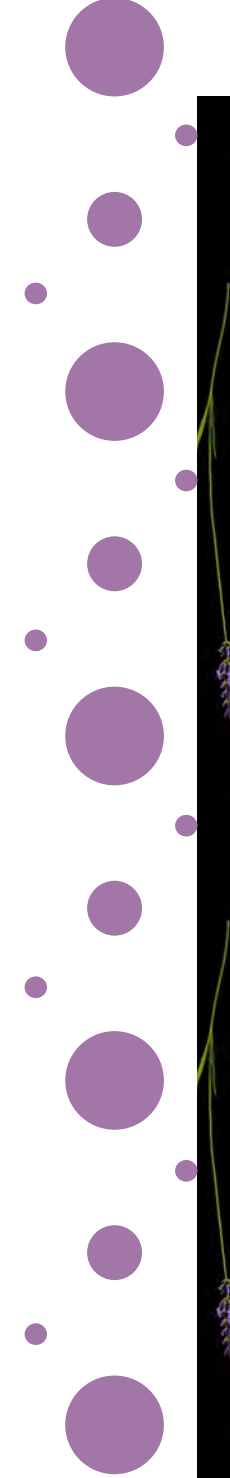
SPRING / SUMMER 2021



PRINTS

MEN'S SPRING 2021
CIGARETTES & LAVENDER

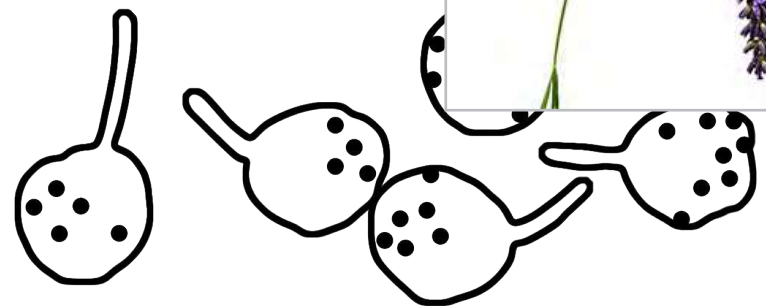
REPEAT SIZE:
W: 8.0" X H: 8.0"



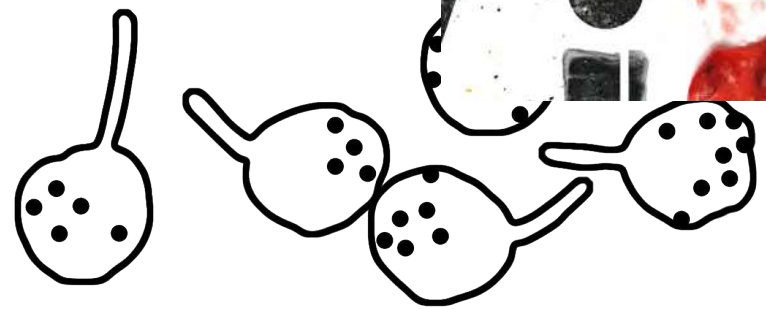
PRINTS PRINTS

MEN'S SRPING 2021
CIGARETTES & LAVENDER WHITE

REPEAT SIZE:
W: 8.0" X H: 8.0"

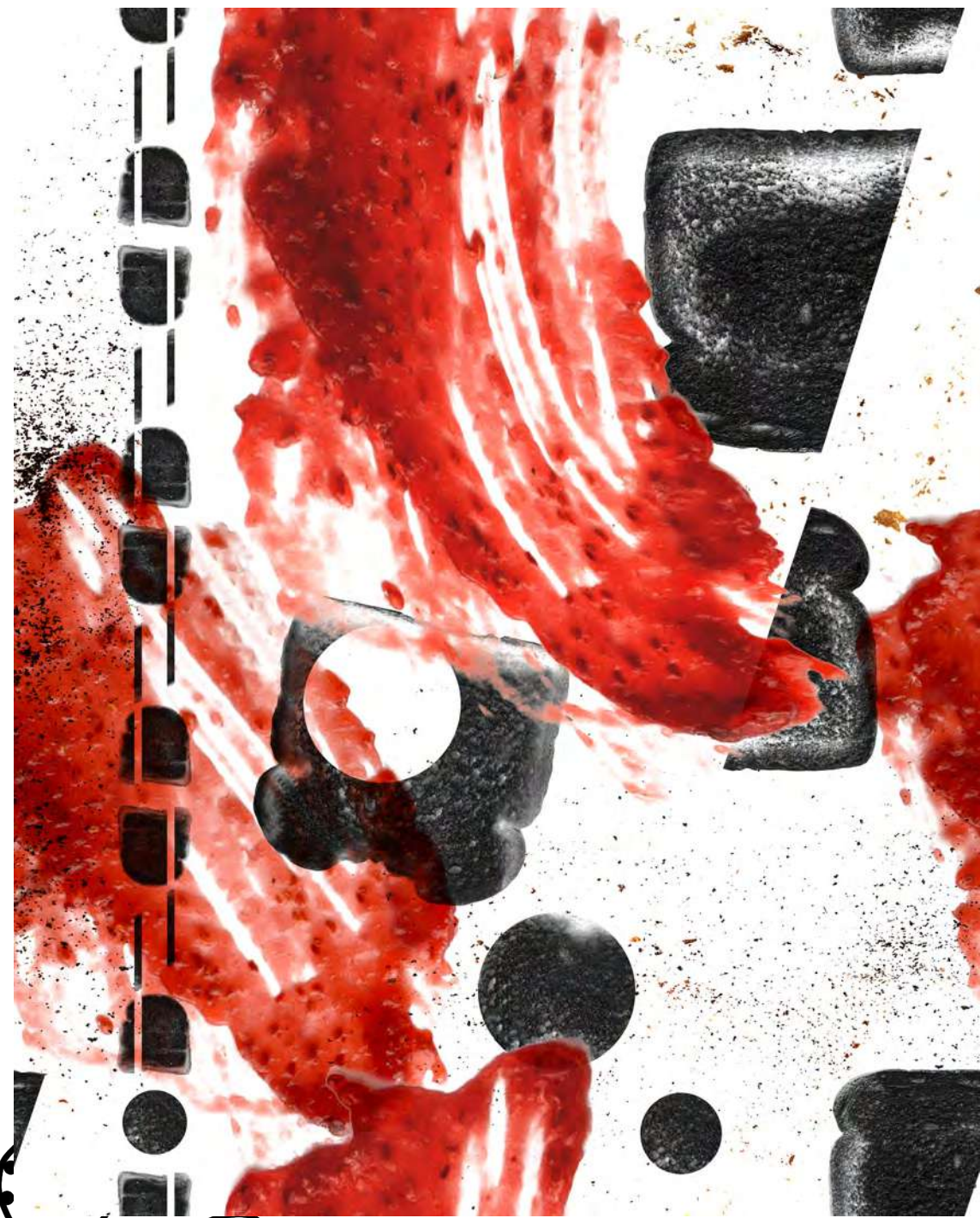


PRINTS PRINTS

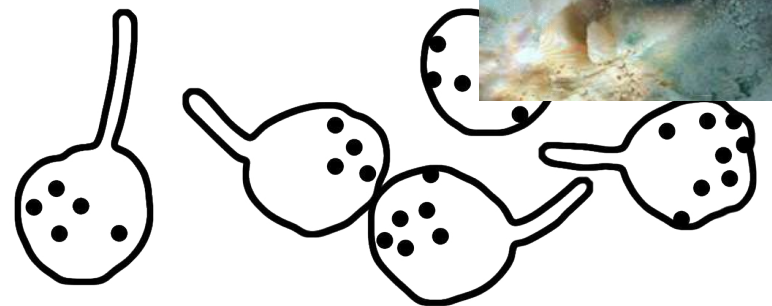


MEN'S SRPING 2021
TOASTY

REPEAT SIZE:
W: 24.0" X H: 30.0"

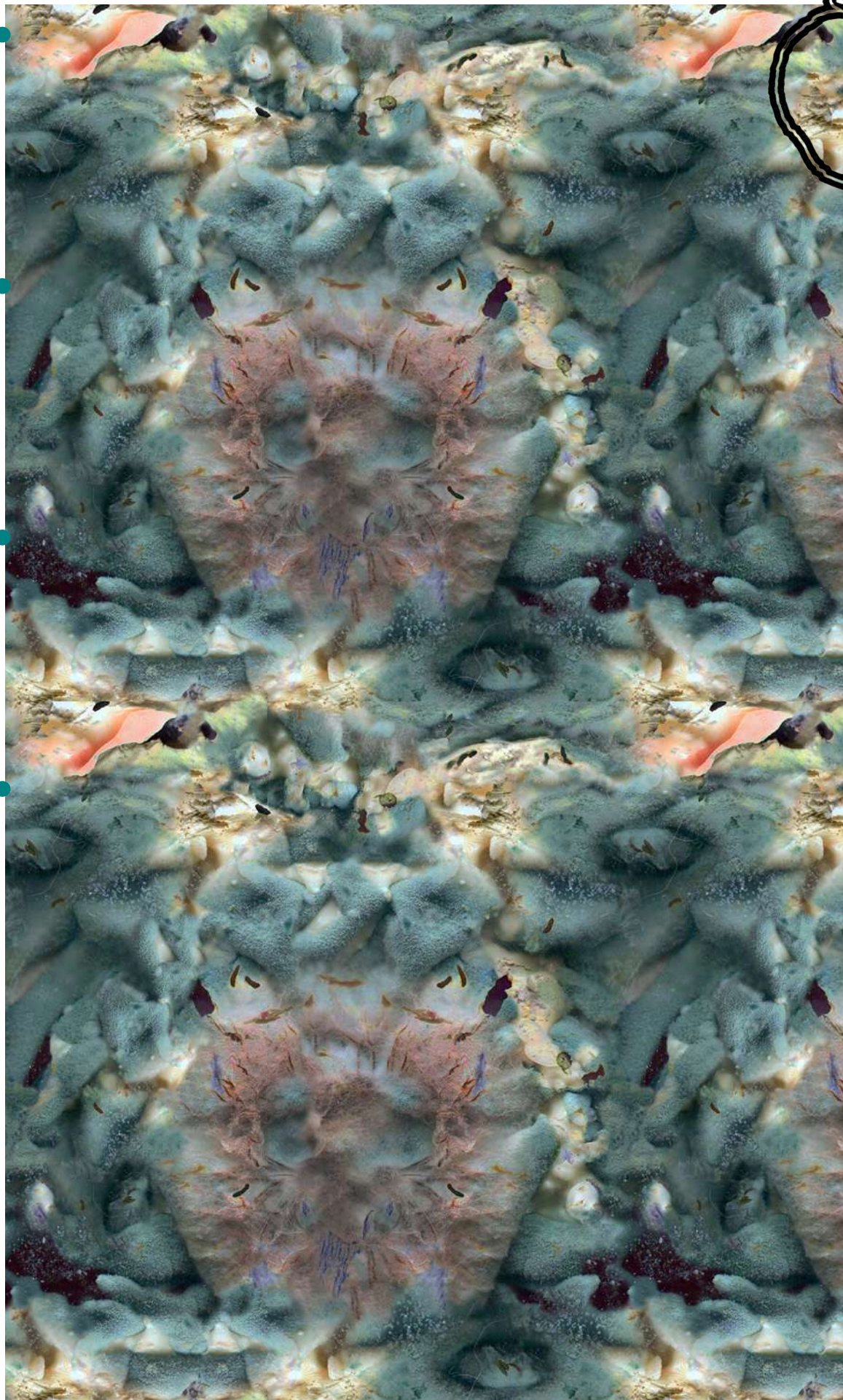
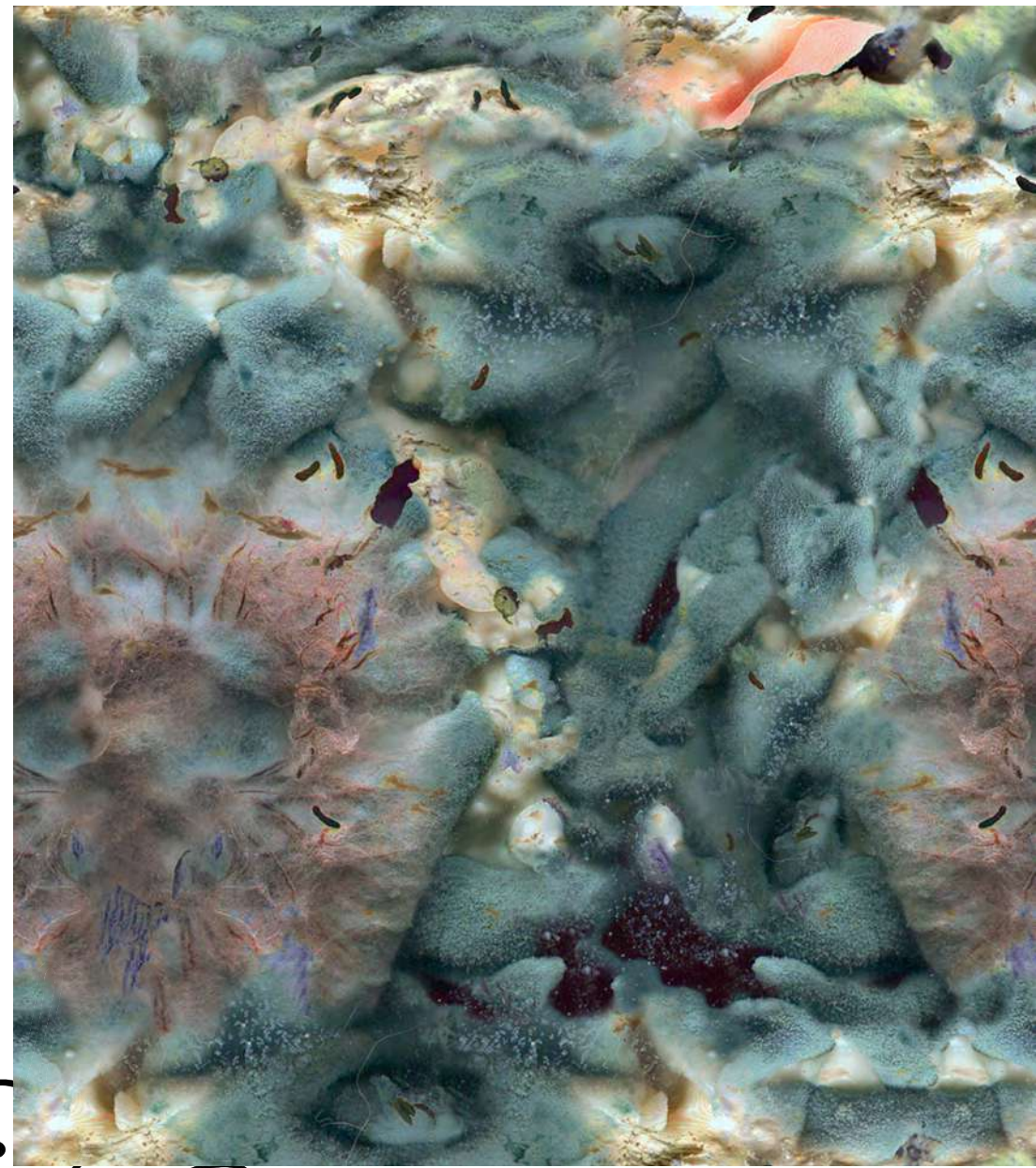


PRINTS PRINTS



MEN'S SRPING 2021
MOLD

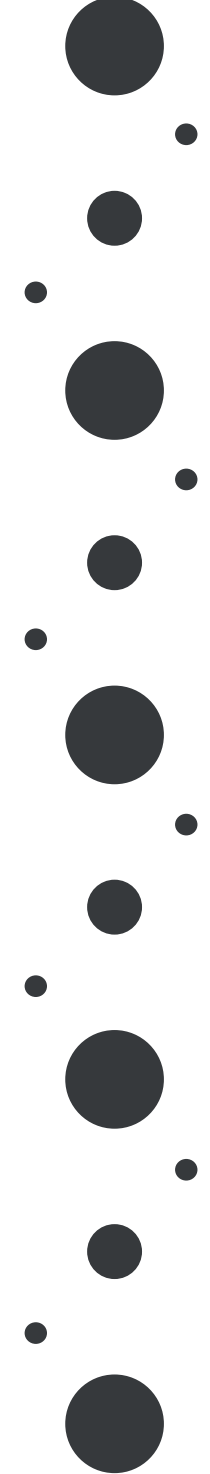
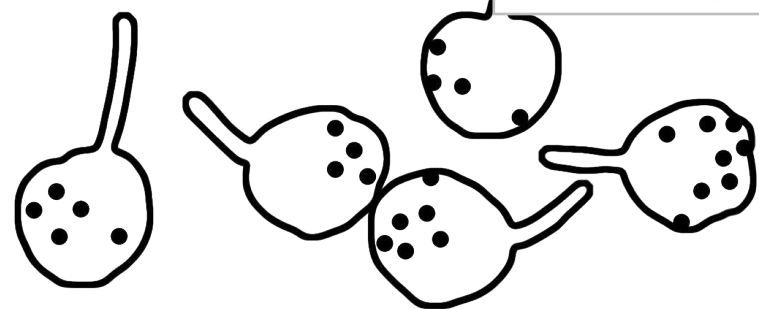
REPEAT SIZE:
W: 29.0" X H: 33.0"



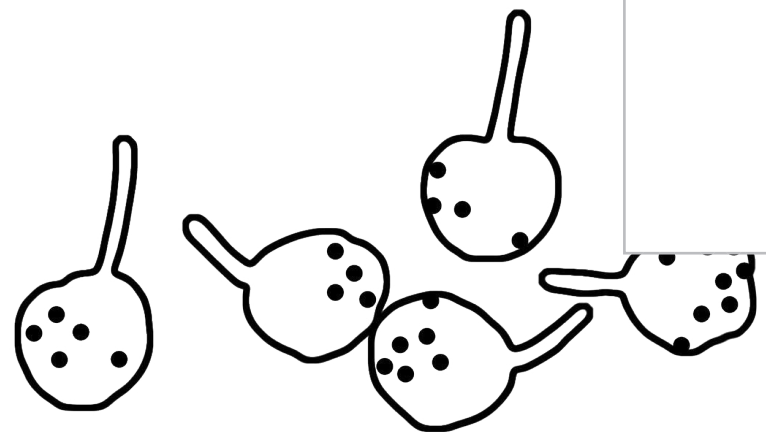
P R I N T S

MEN'S SRPING 2021
PAINT THE FIELD

PLACEMENT PRINT SIZE:
W: 28.0" X H: 35.0"

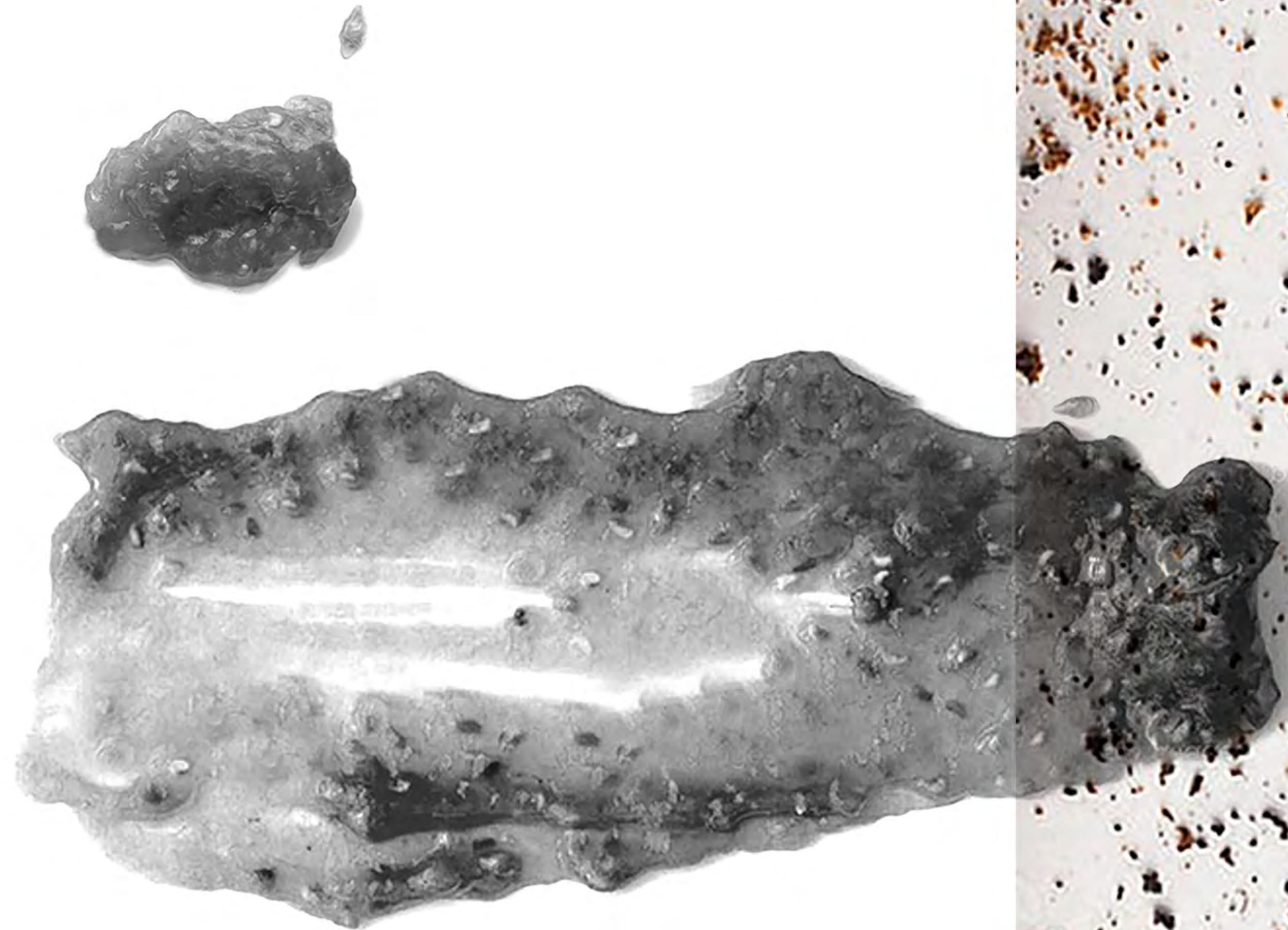
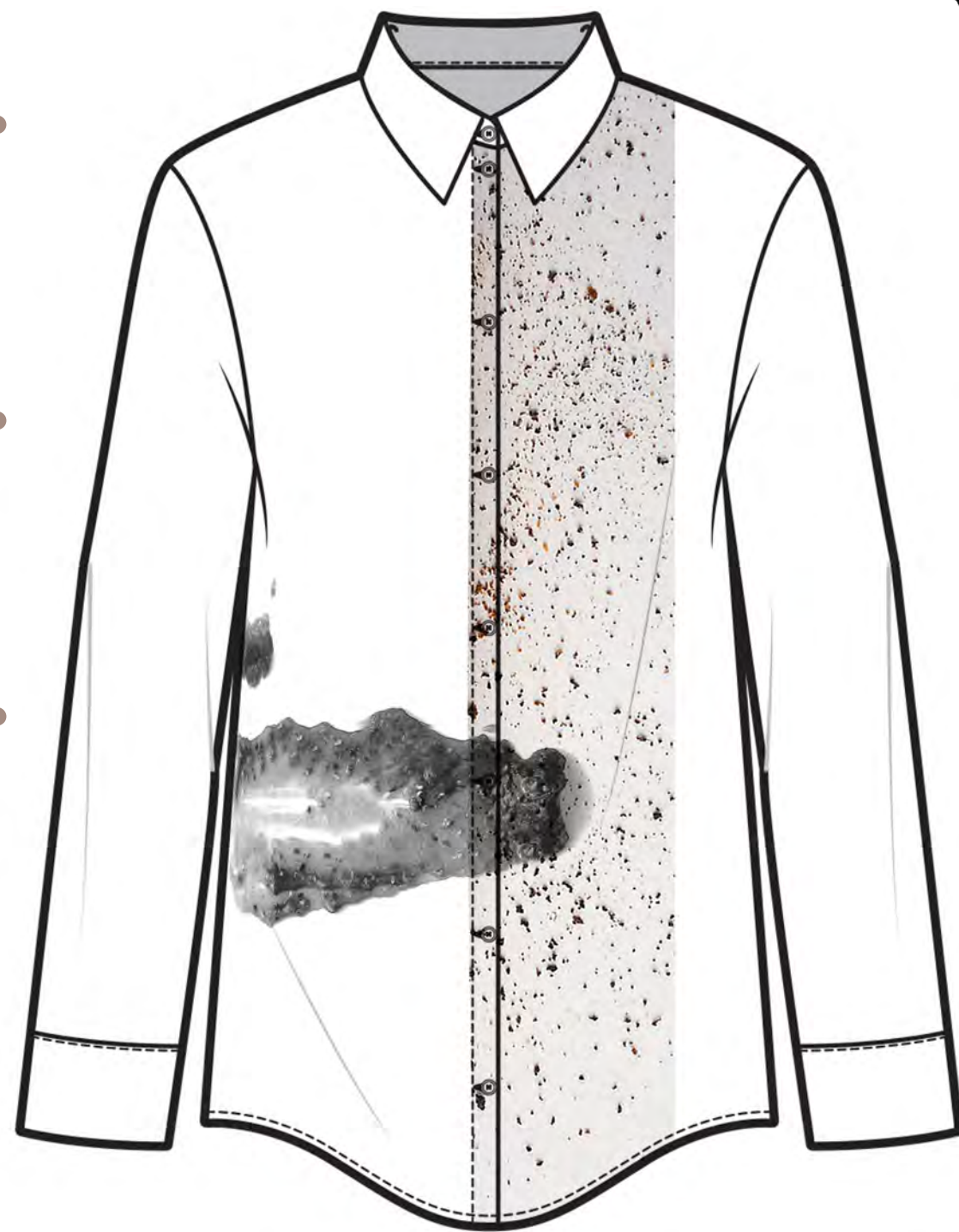
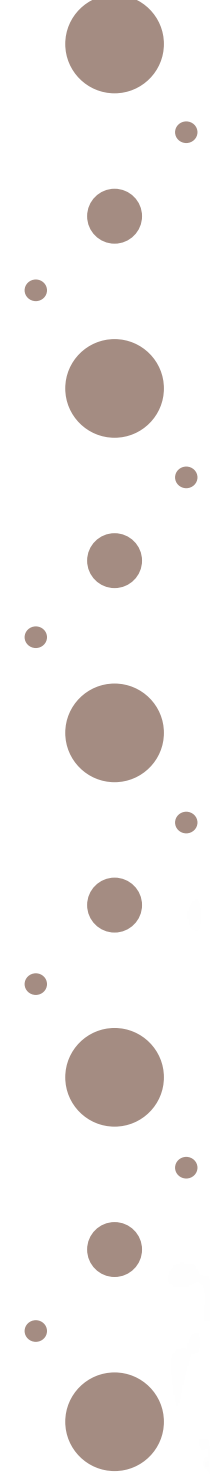
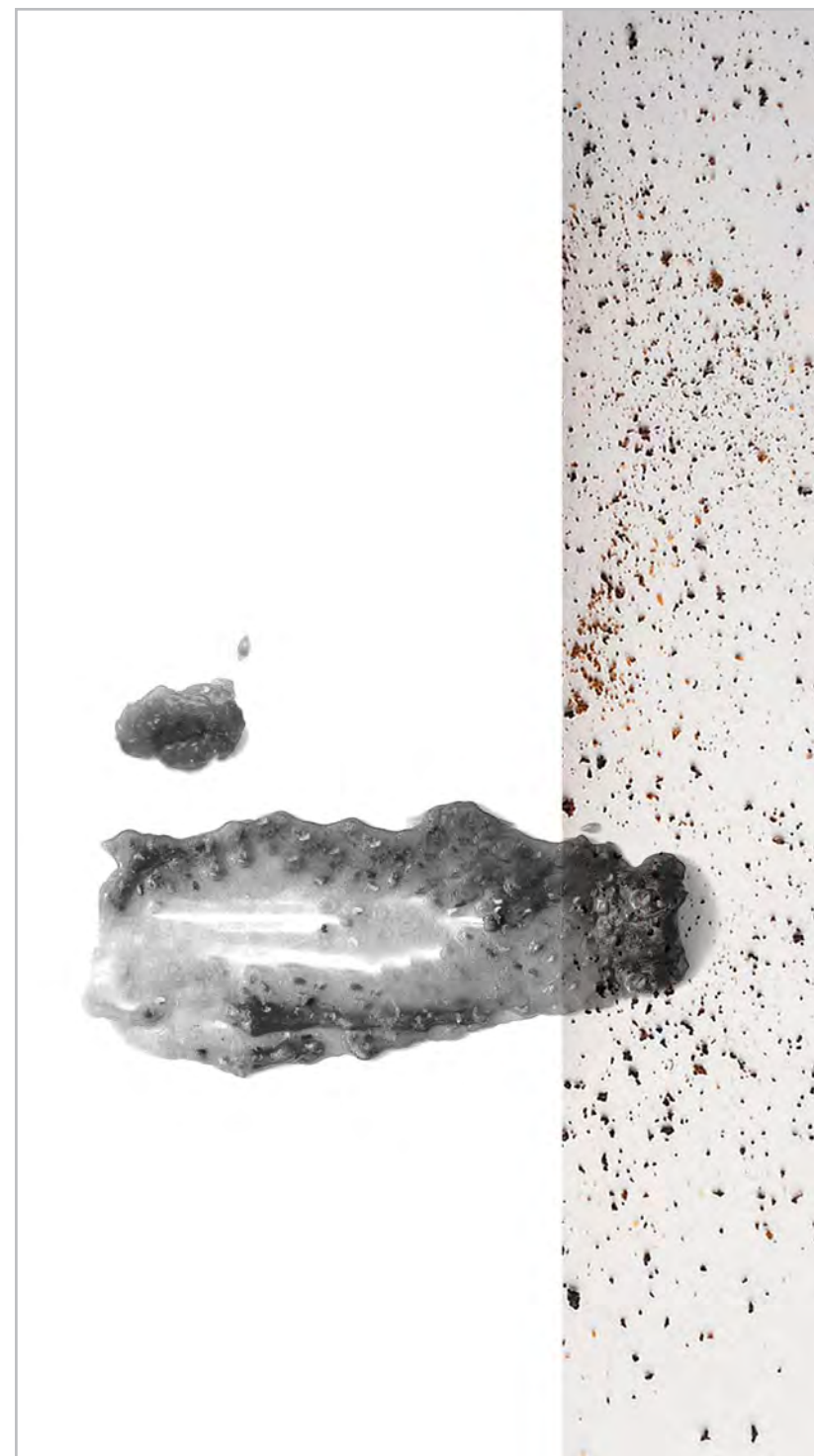


P R I N T S

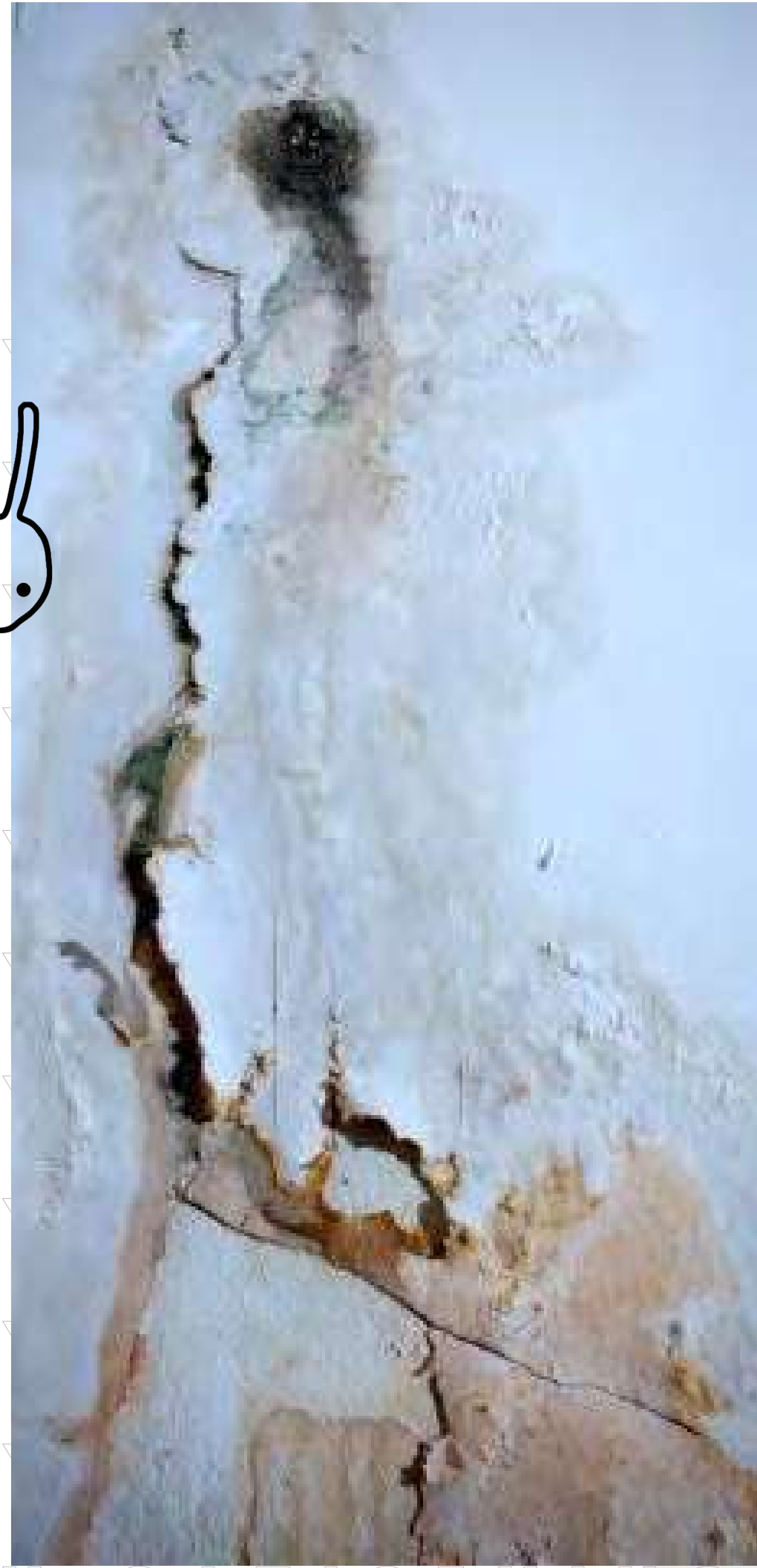
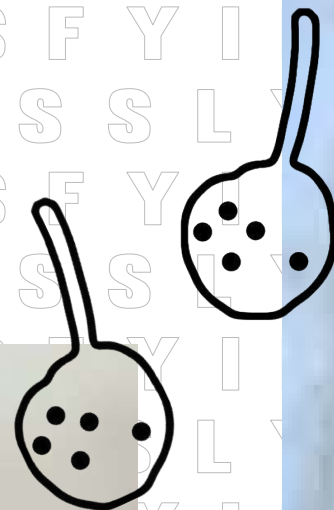


MEN'S SPRING 2021
JAM IN MY CRUMBS

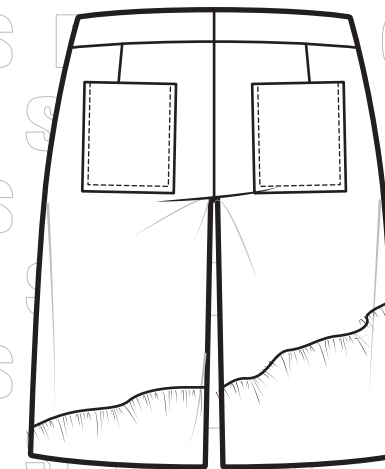
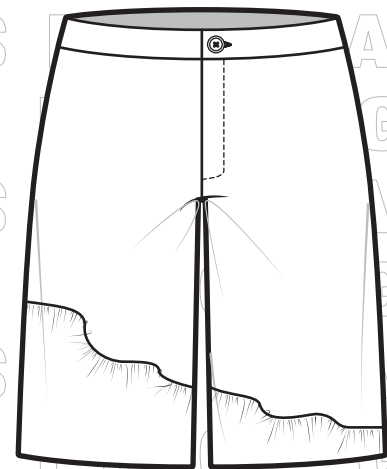
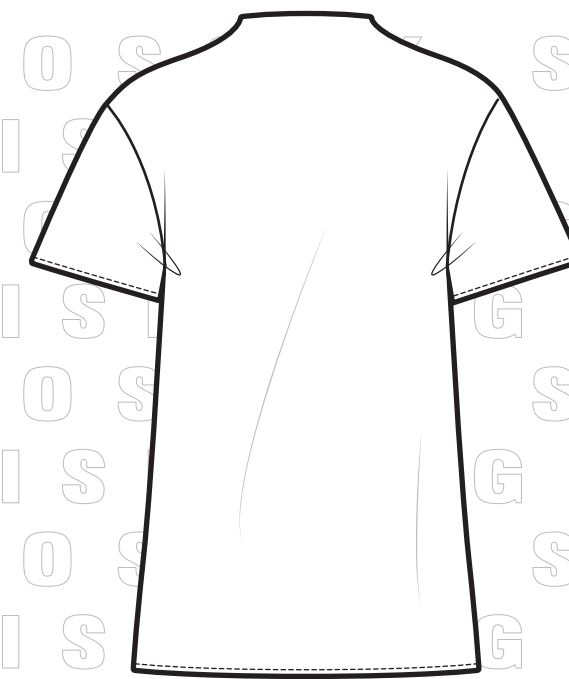
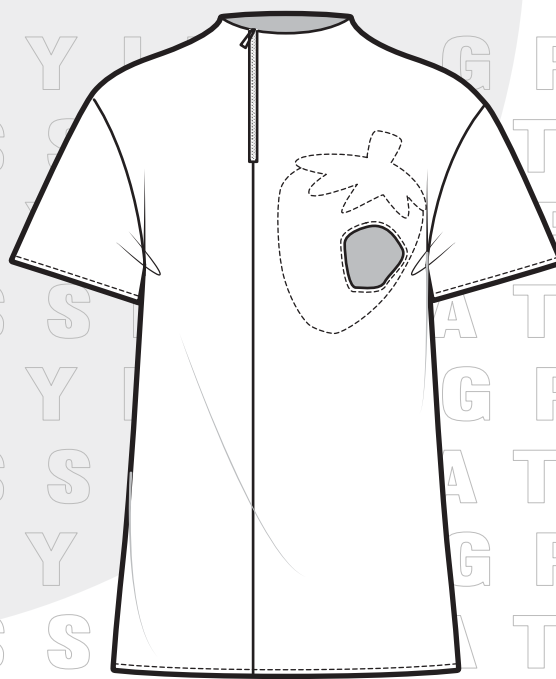
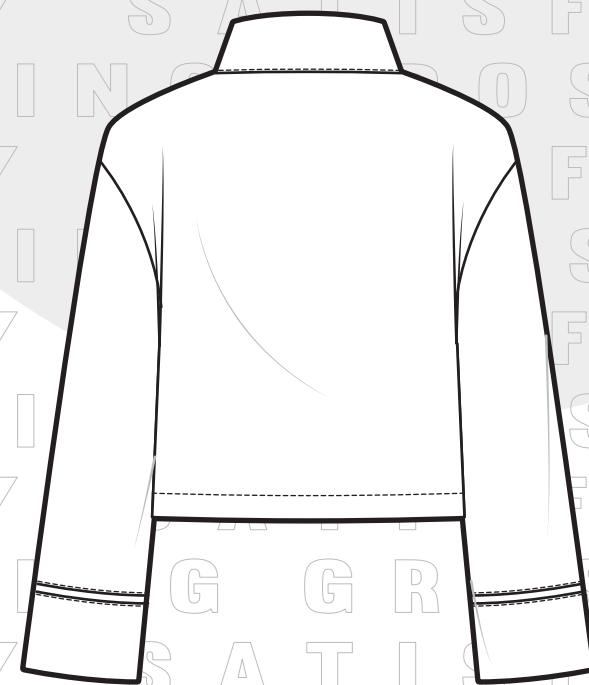
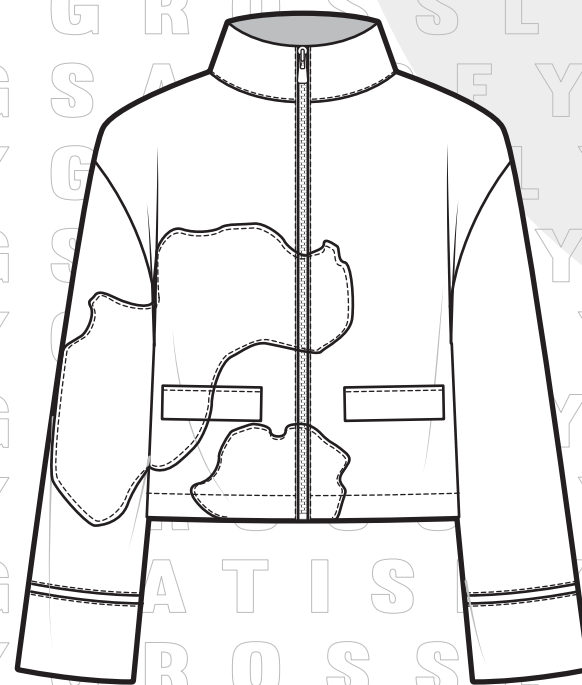
PLACEMENT PRINT SIZE:
W: 17.0" X H: 31.0"



LOOK ONE



FLATS



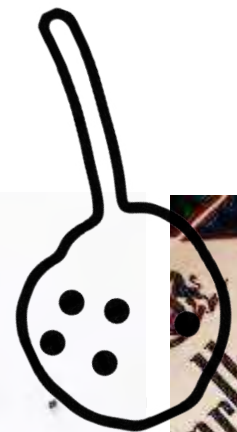
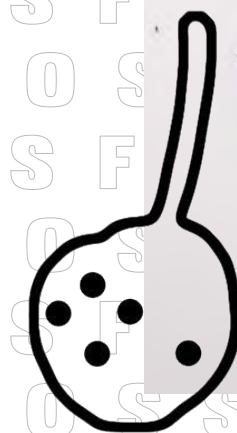
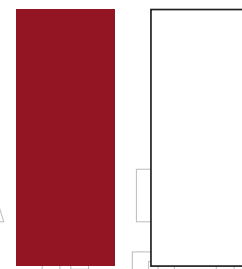
LOOK ONE

LOOK ONE

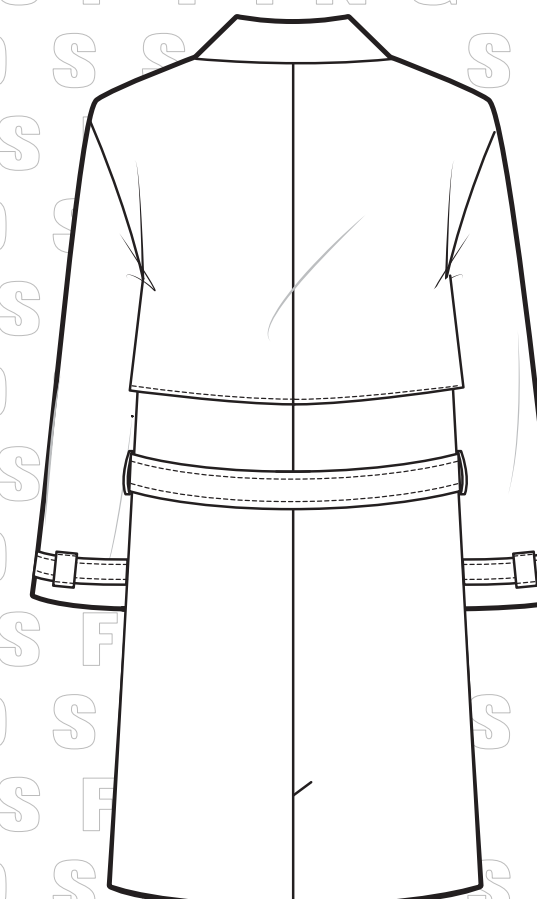
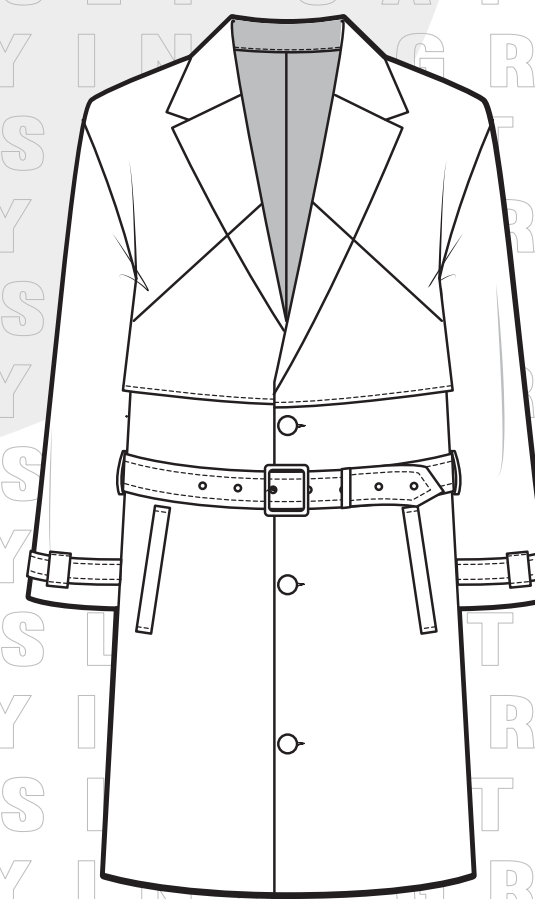
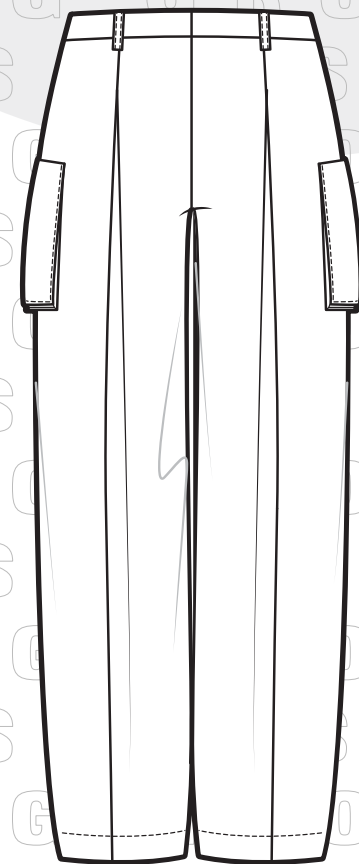
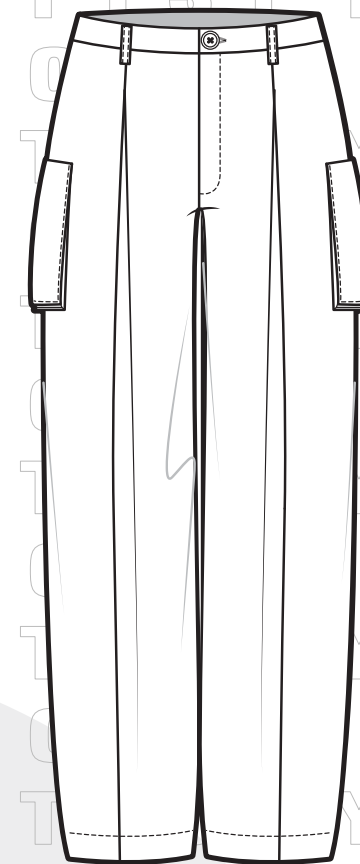
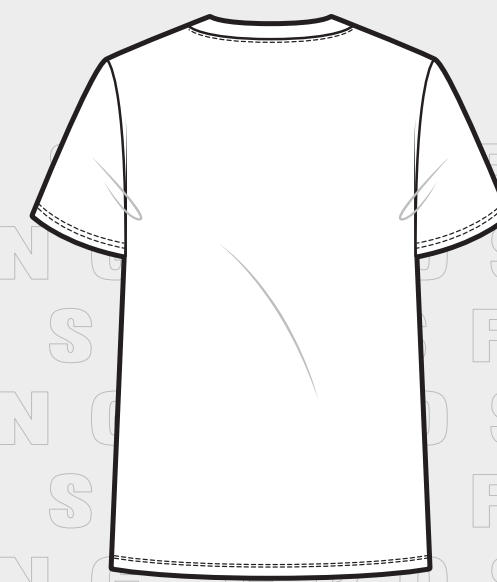
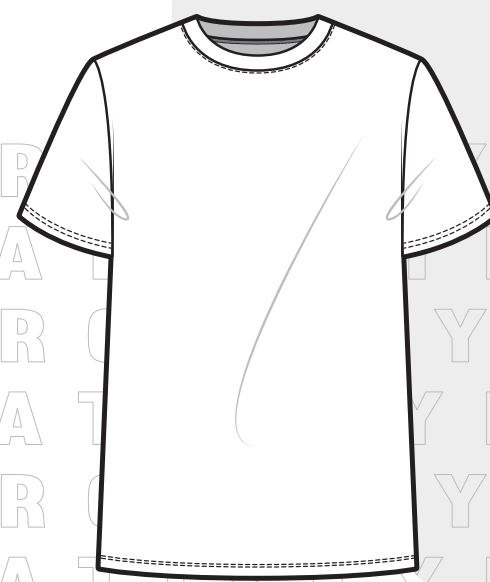


LOOK ONE

LOOK TWO



FLATS



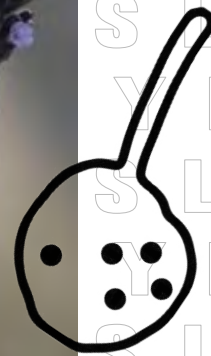
LOOK TWO

LOOK TWO

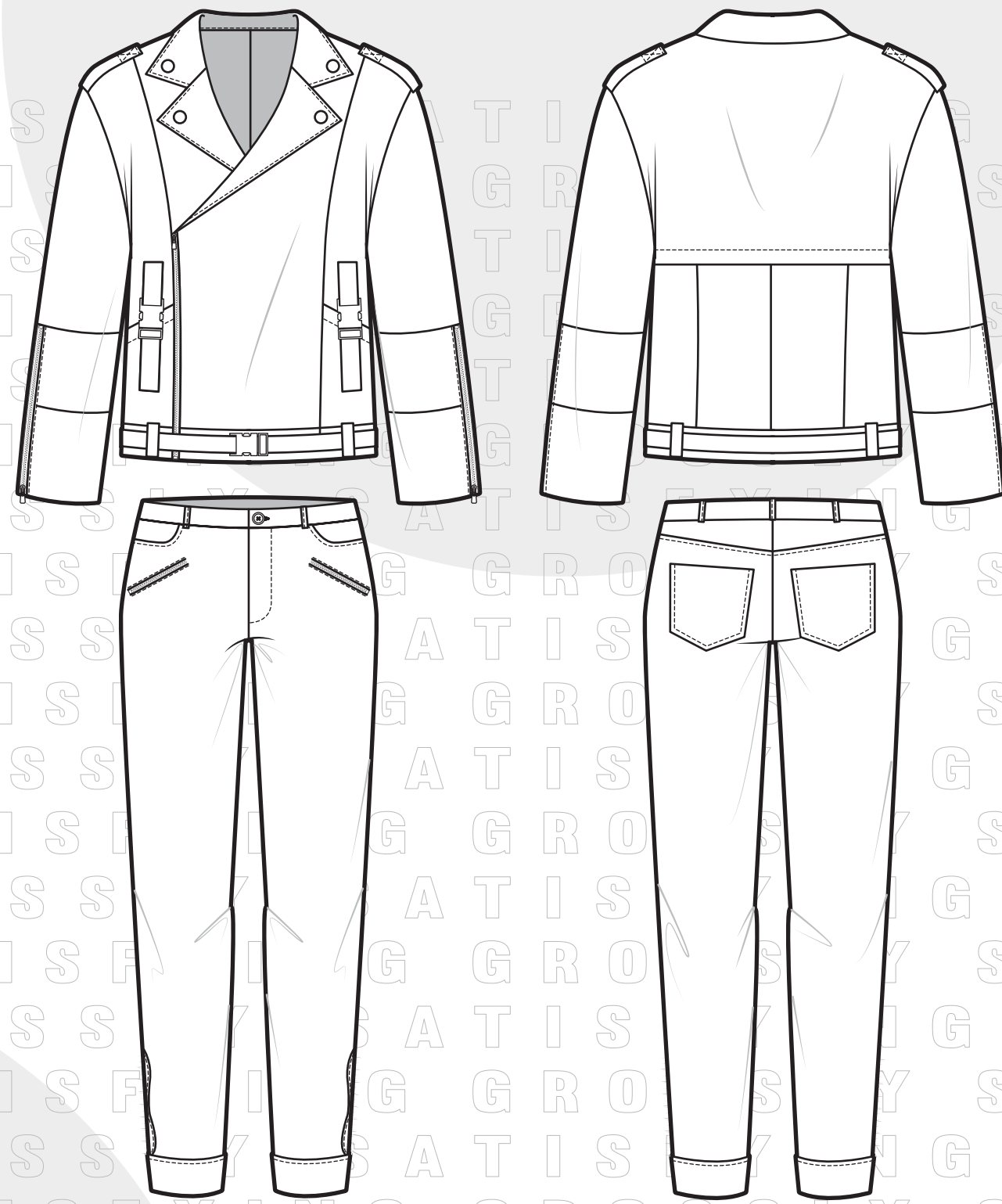


LOOK TWO

LOOK THREE



FLATS



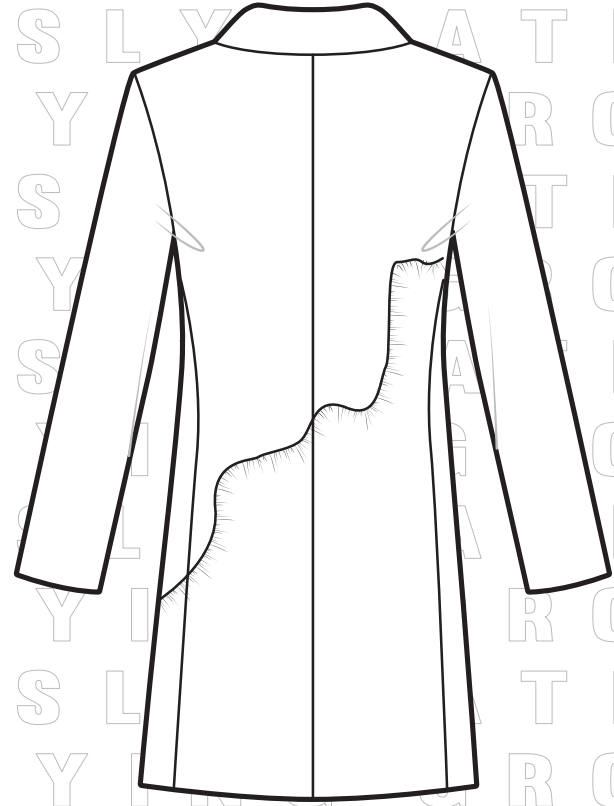
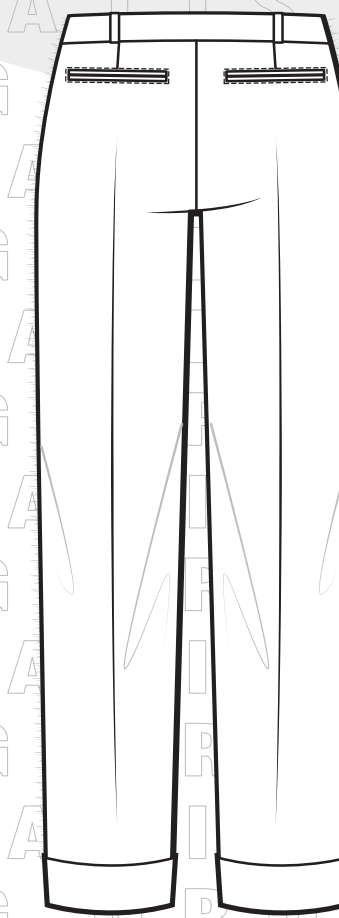
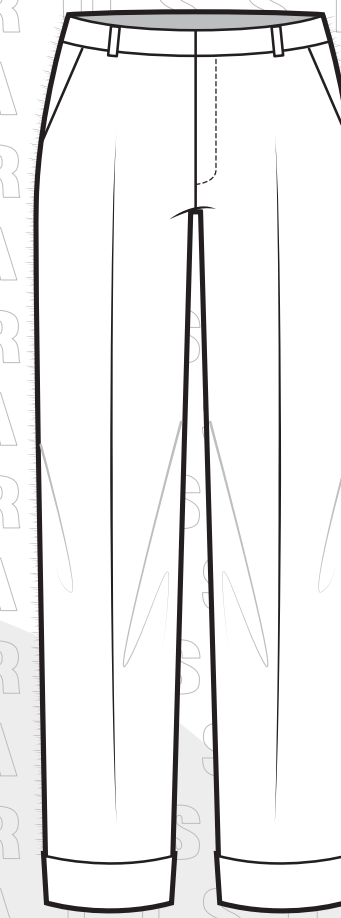
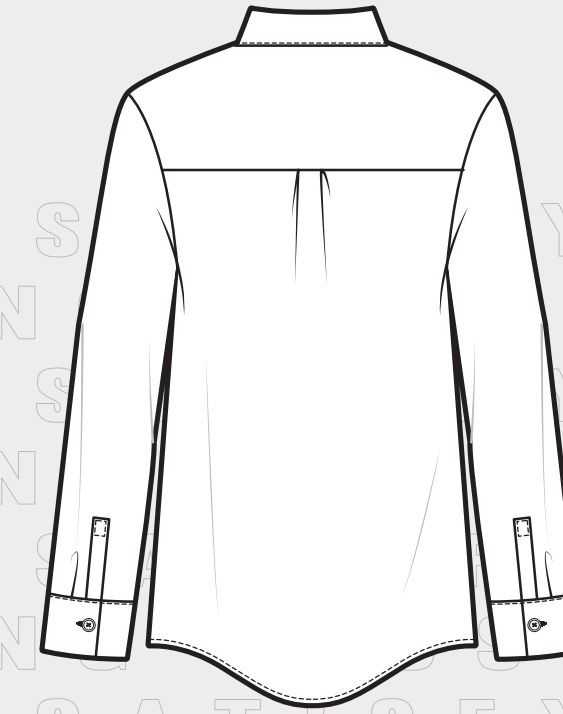
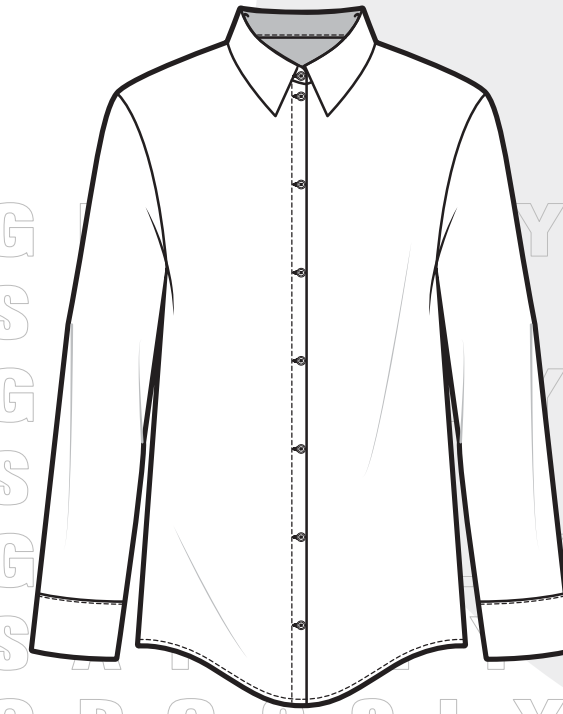
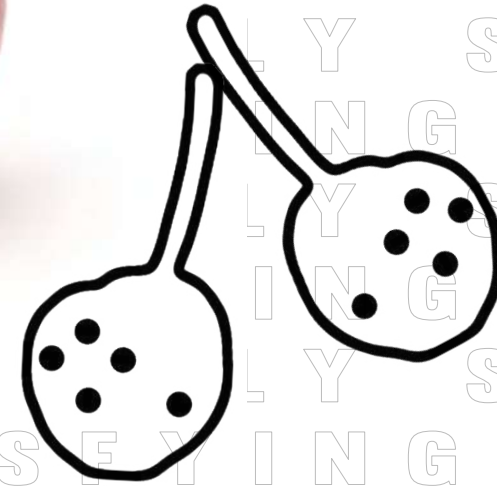
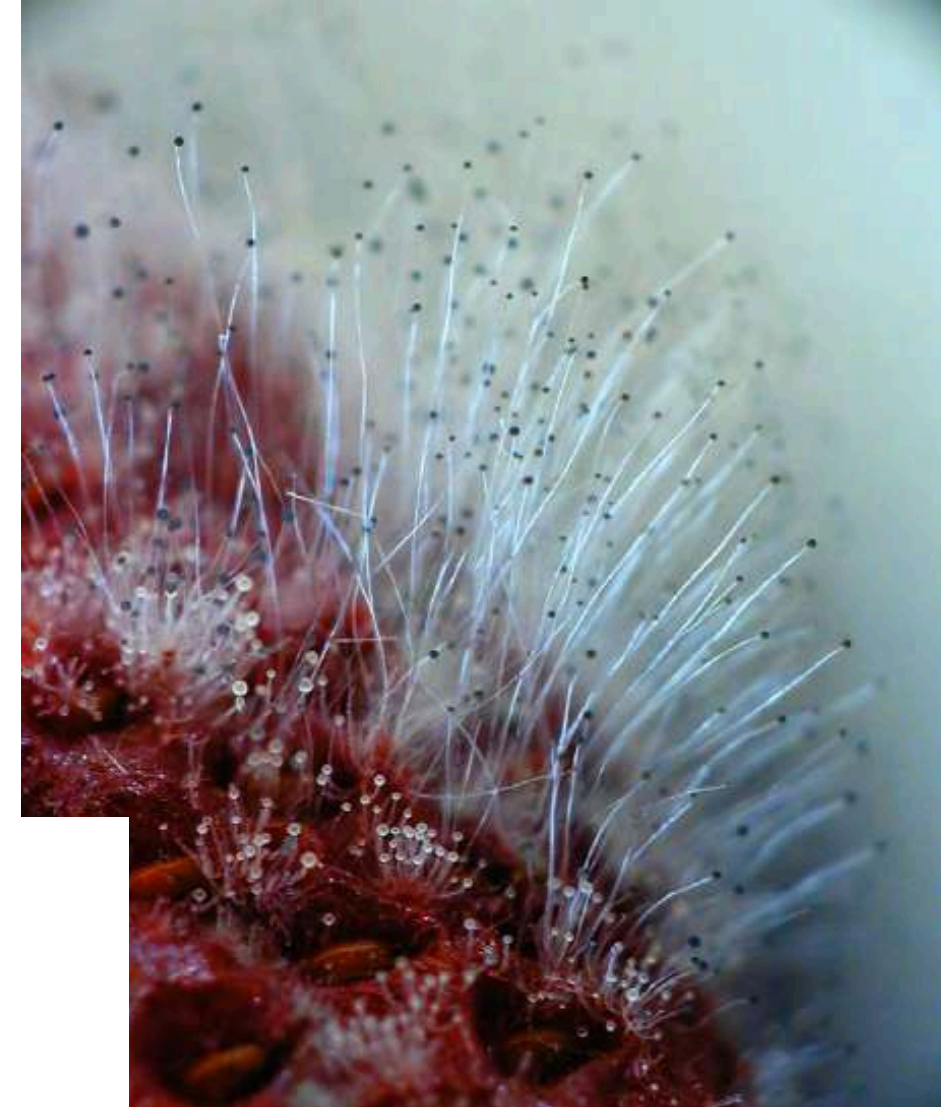
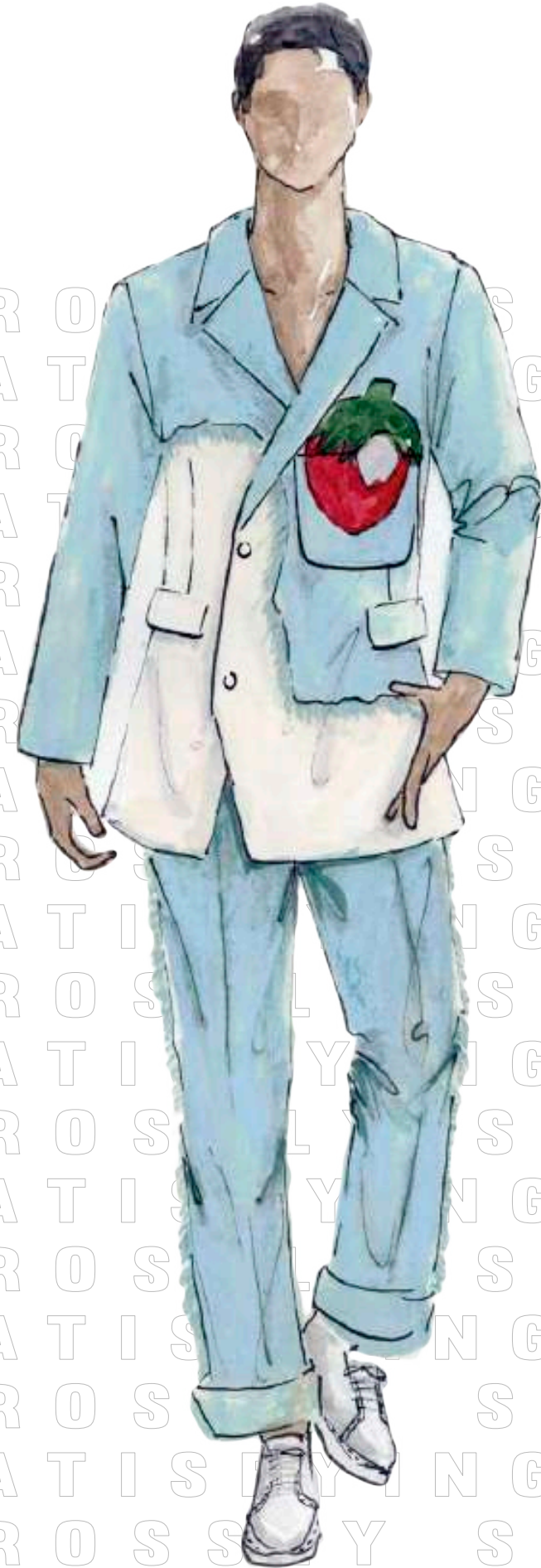
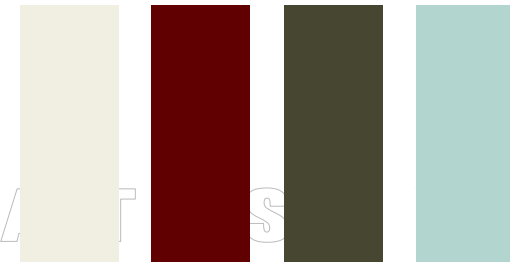
LOOK THREE

LOOK THREE



LOOK THREE

LOOK FOUR



FLATS

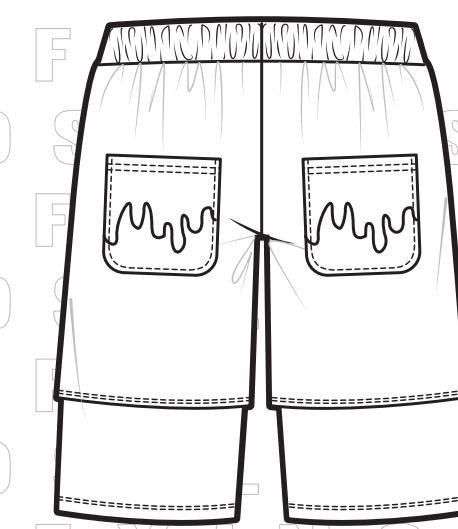
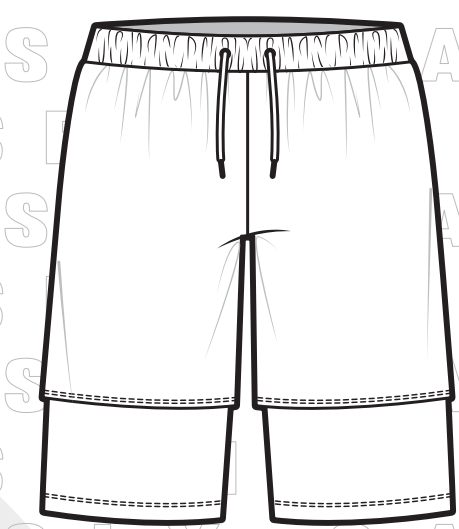
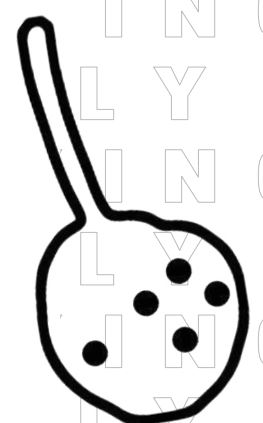
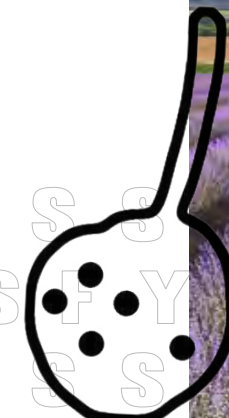
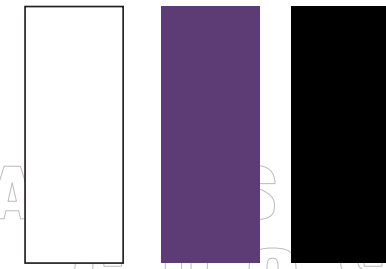
LOOK FOUR

LOOK FOUR



LOOK FOUR

LOOK FIVE



FLATS

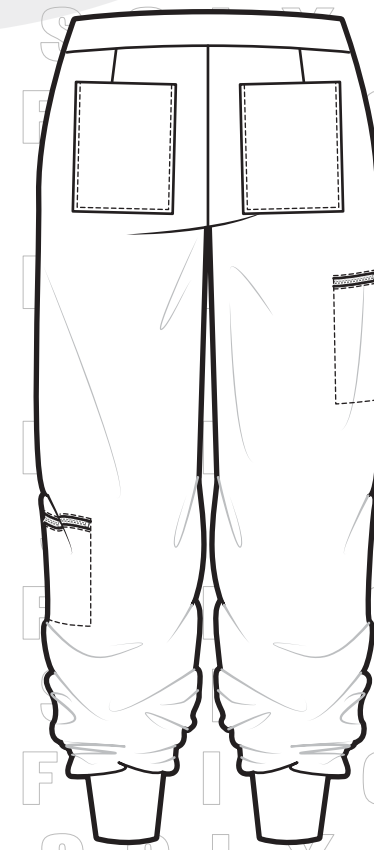
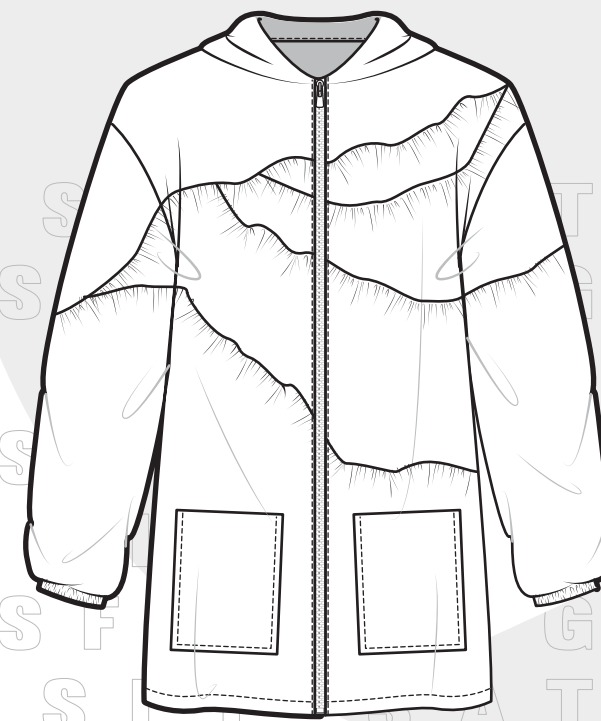
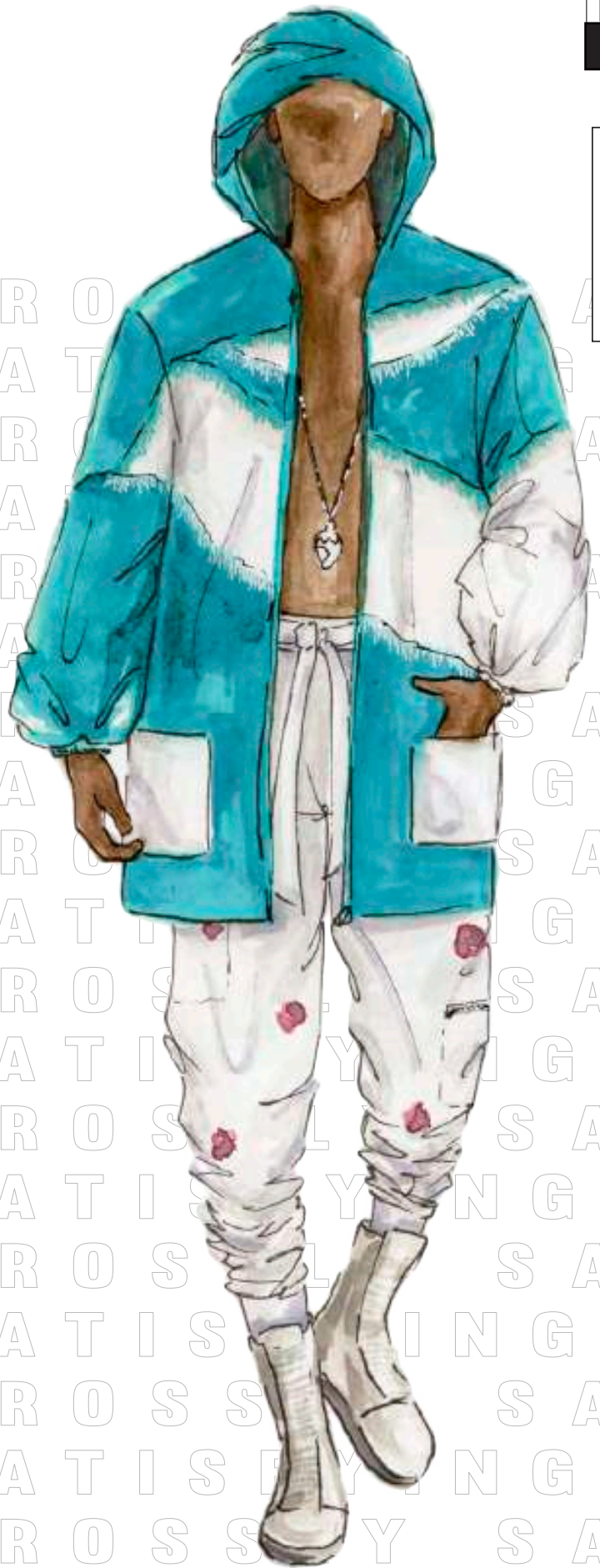
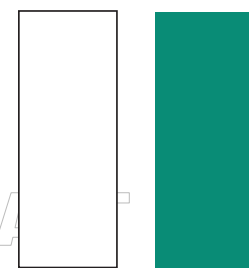
LOOK FIVE

LOOK FIVE



LOOK FIVE

LOOK SIX



FLATS

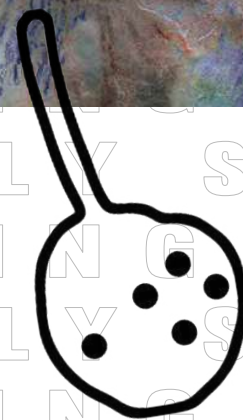
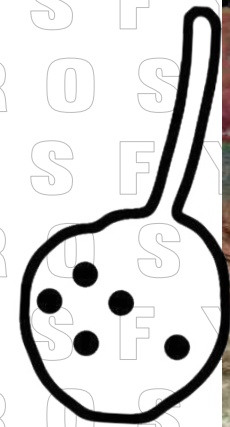
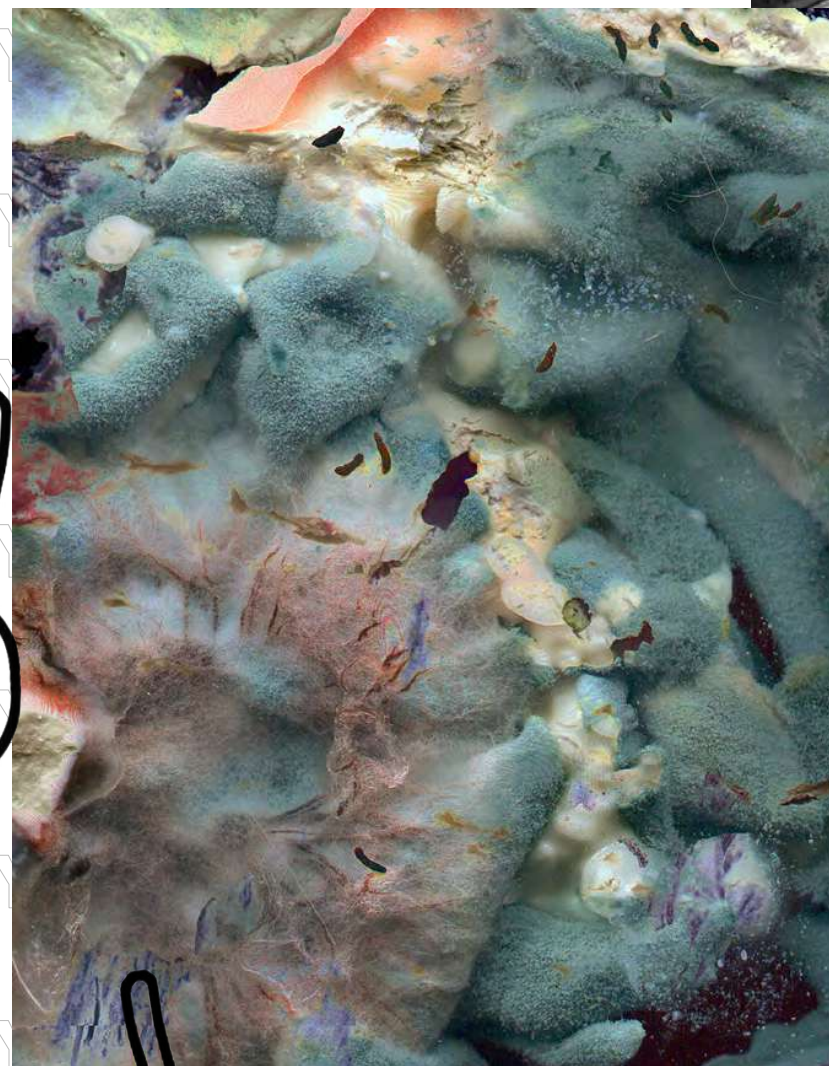
LOOK SIX

LOOK SIX

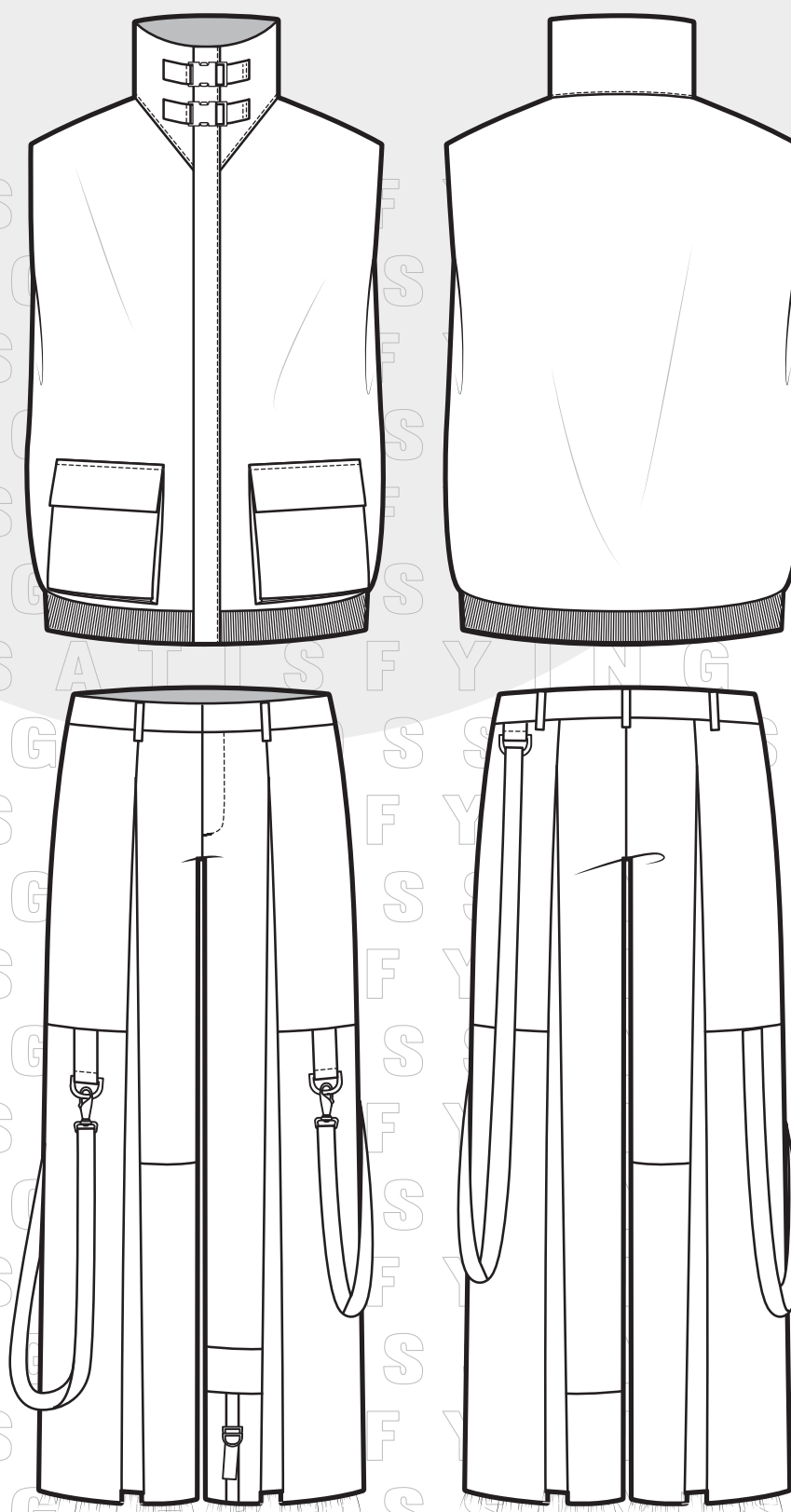


XIS KOOL

LOOK SEVEN



FLATS



LOOK SEVEN

LOOK SEVEN



LOOK SEVEN



LOOK ONE

LOOK ONE





LOOK TWO

LOOK TWO



LOOK THREE



LOOK THREE



LOOK FOUR





LOOK FIVE

LOOK FIVE



LOOK FOUR

LOOK FOUR

LOOK SIX



LOOK SEVEN

