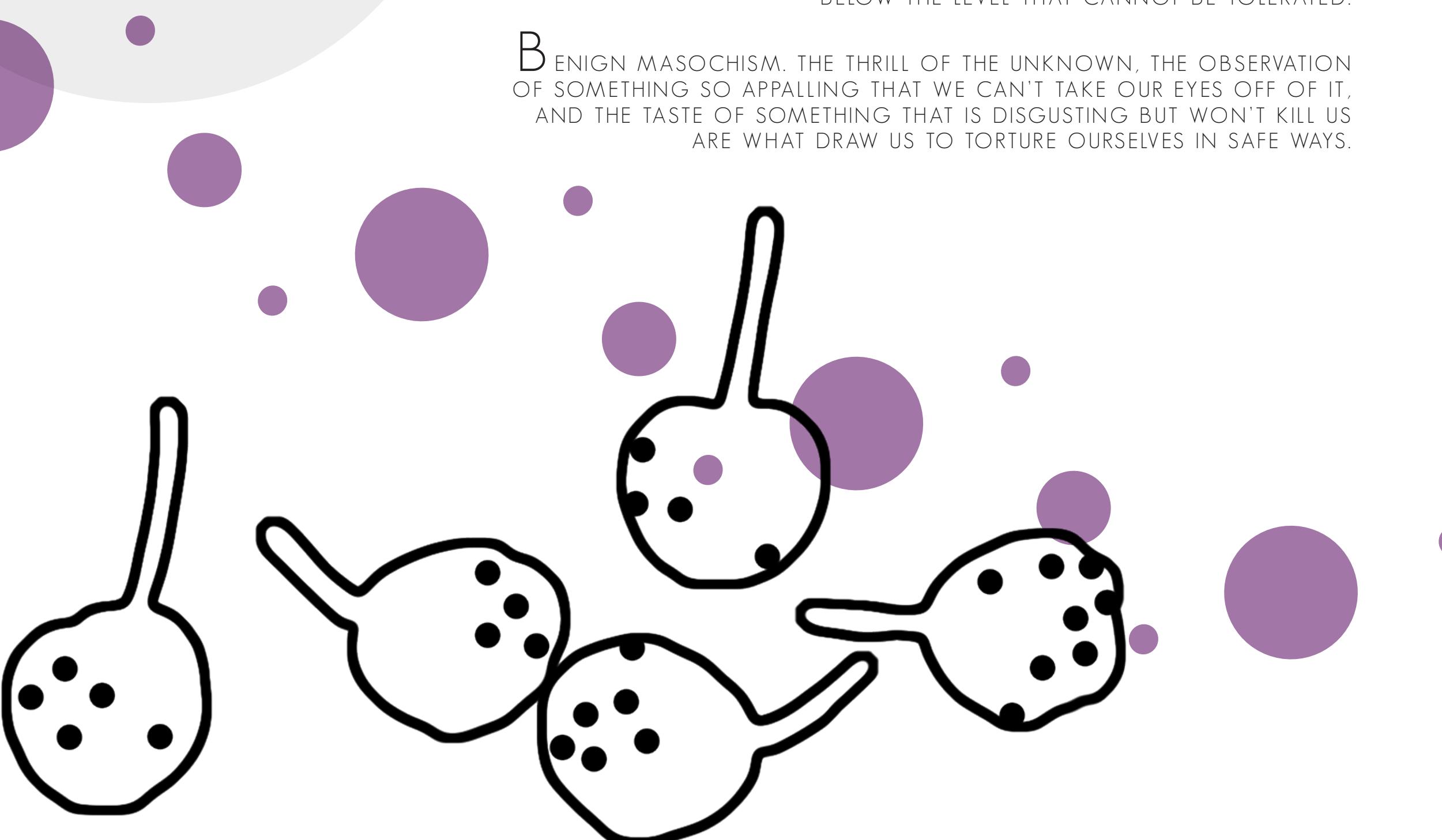


LAUREN LEE

MADE IN NEW YORK

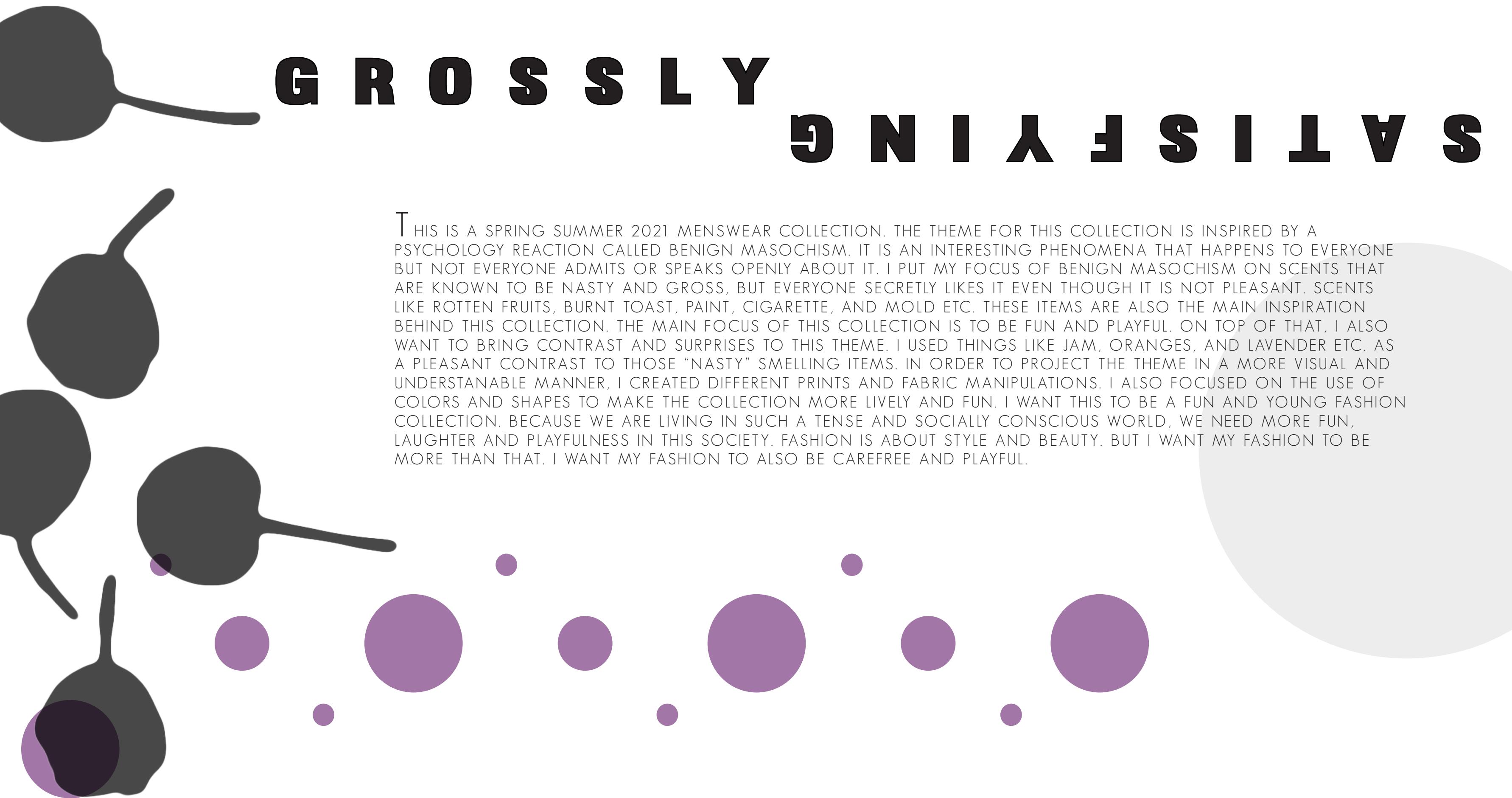
MADE IN NEW YORK

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



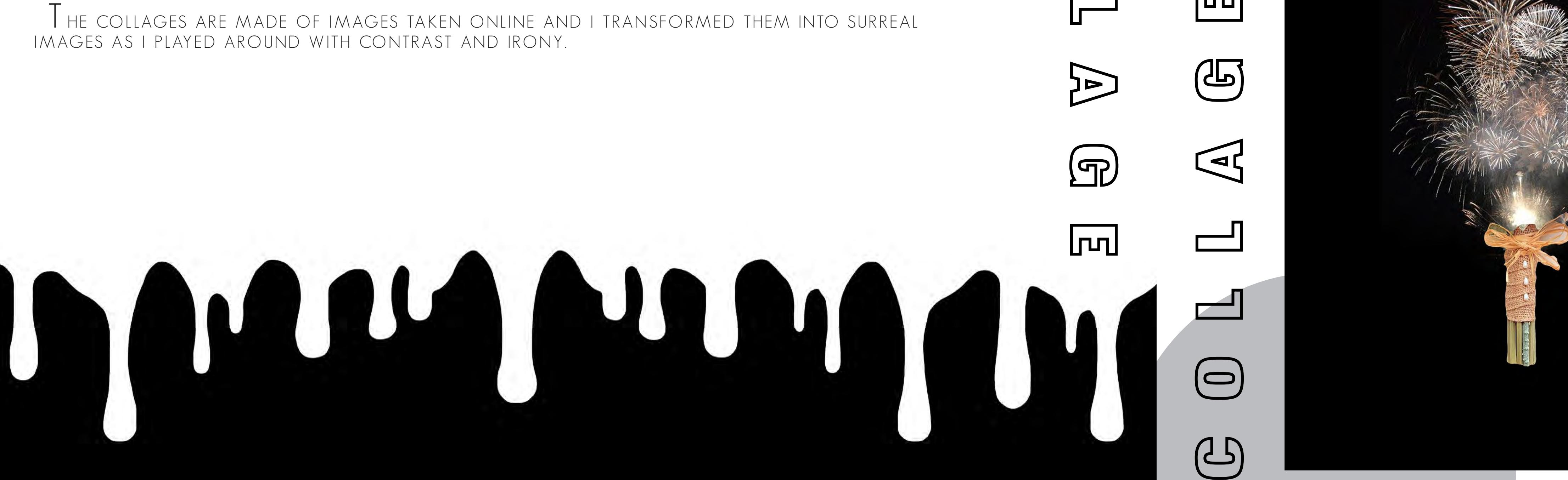
BENIGN MASOCHISM, ENJOYMENT OF NEGATIVE BODILY REACTIONS AND FEELINGS IN THE CONTEXT OF FEELING SAFE, OR PLEASURE AT "MIND OVER BODY". IN ACCORDANCE WITH BENIGN MASOCHISM, FOR MANY PEOPLE, THE FAVERED LEVEL OF INITIALLY NEGATIVE EXPERIENCES IS JUST BELOW THE LEVEL THAT CANNOT BE TOLERATED.

BENIGN MASOCHISM. THE THRILL OF THE UNKNOWN, THE OBSERVATION OF SOMETHING SO APPALING 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.



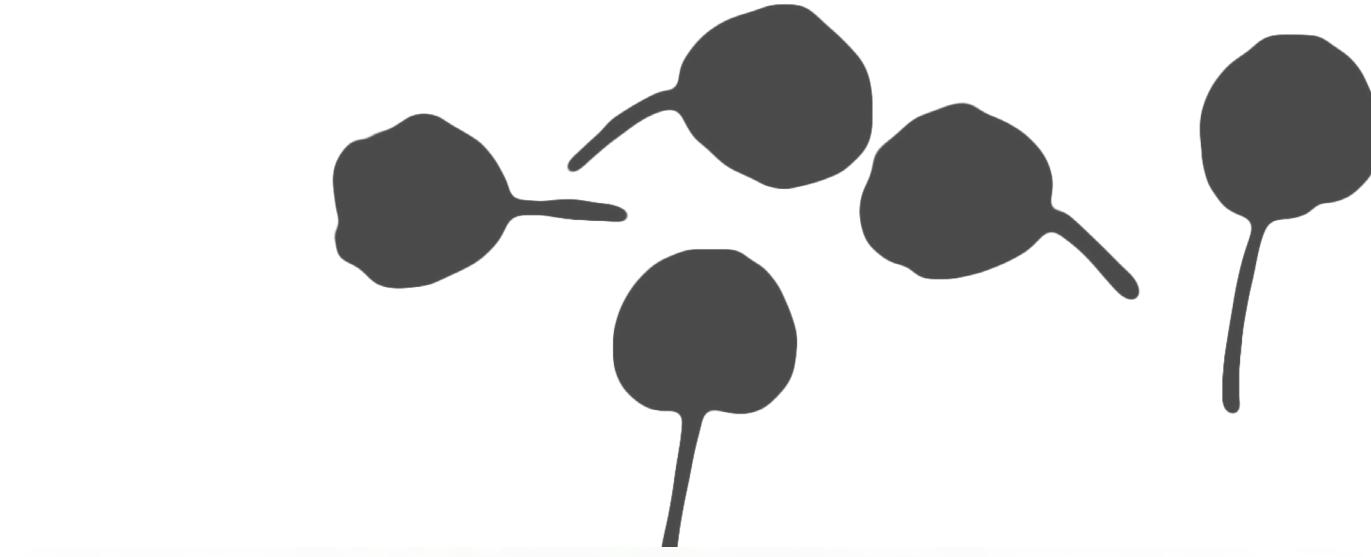
THIS IS A SPRING SUMMER 2021 MENSWEAR COLLECTION. THE THEME FOR THIS COLLECTION IS INSPIRED BY A PSYCHOLOGY REACTION CALLED BENIGN MASOCHISM. IT IS AN INTERESTING PHENOMENA THAT HAPPENS TO EVERYONE BUT NOT EVERYONE ADMITS OR SPEAKS OPENLY ABOUT IT. I PUT MY FOCUS OF BENIGN MASOCHISM ON SCENTS THAT ARE 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.

G R O S S L Y
G R O S S L Y
G R O S S L Y
S A T I S F Y I N G
S A T I S F Y I N G
S A T I S F Y I N G



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.

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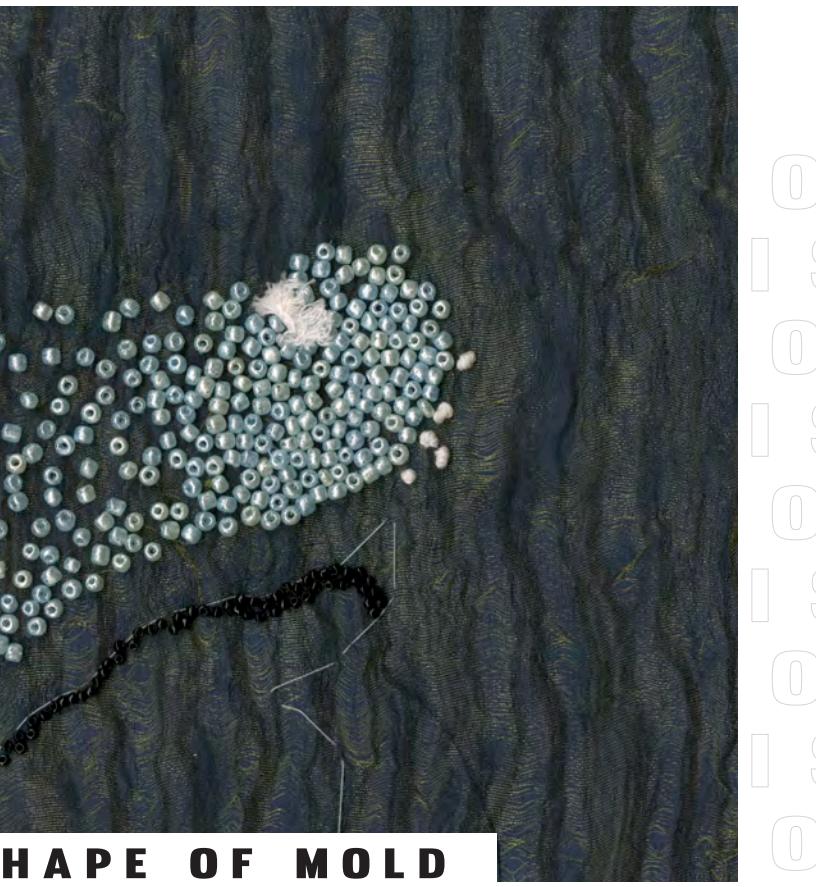
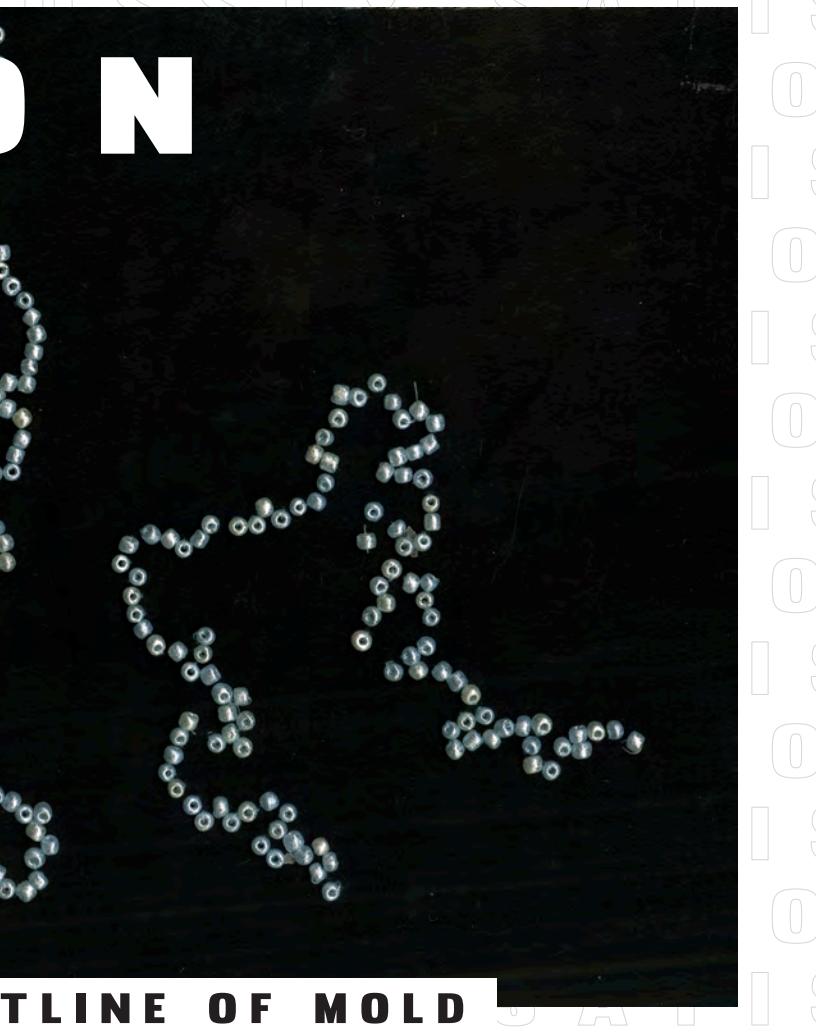


COLLAGE

**C
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The image consists of a vertical composition. On the left, there is a light-colored background with a repeating pattern of the words "IS F YIN" in a white, sans-serif font. Overlaid on this pattern are large, bold, black letters: "ULAT" on the left side and "TI" on the right side. To the right of the text is a dark, textured vertical bar. Within this bar, the word "BEADED" is printed in a bold, black, sans-serif font at the top. Below the word, there is a decorative pattern made of small, light-colored beads arranged in curved, flowing lines.



SHAPE OF MOLD



S F Y H A N D E M B R O I D



ERY DETAIL



M D E T A I L



WATCH WORD

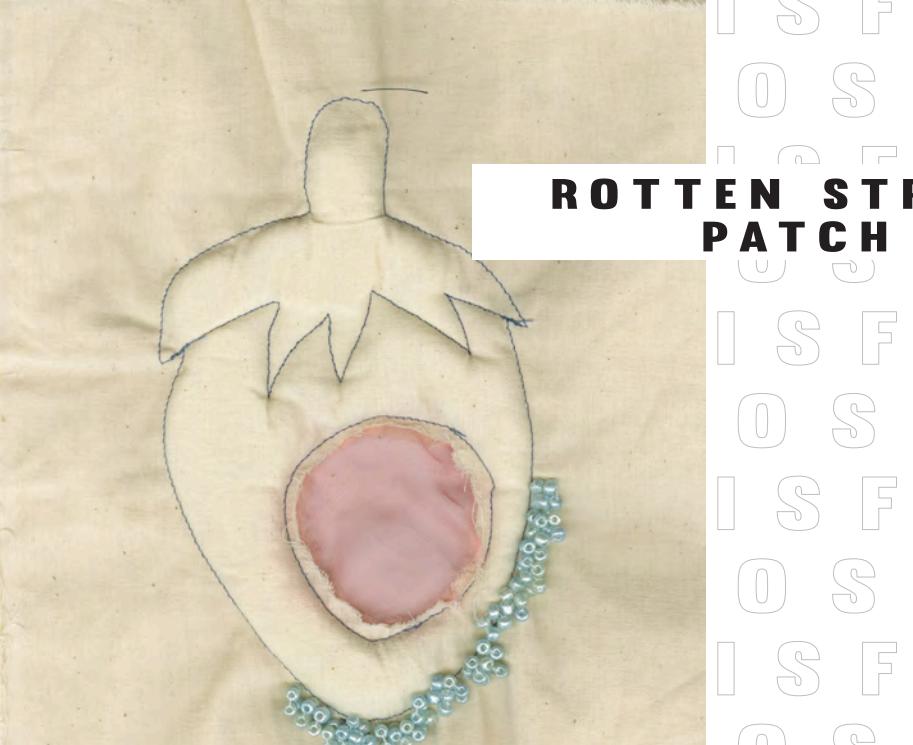


R K A N D F



ELTING PATCH WORK DETAIL

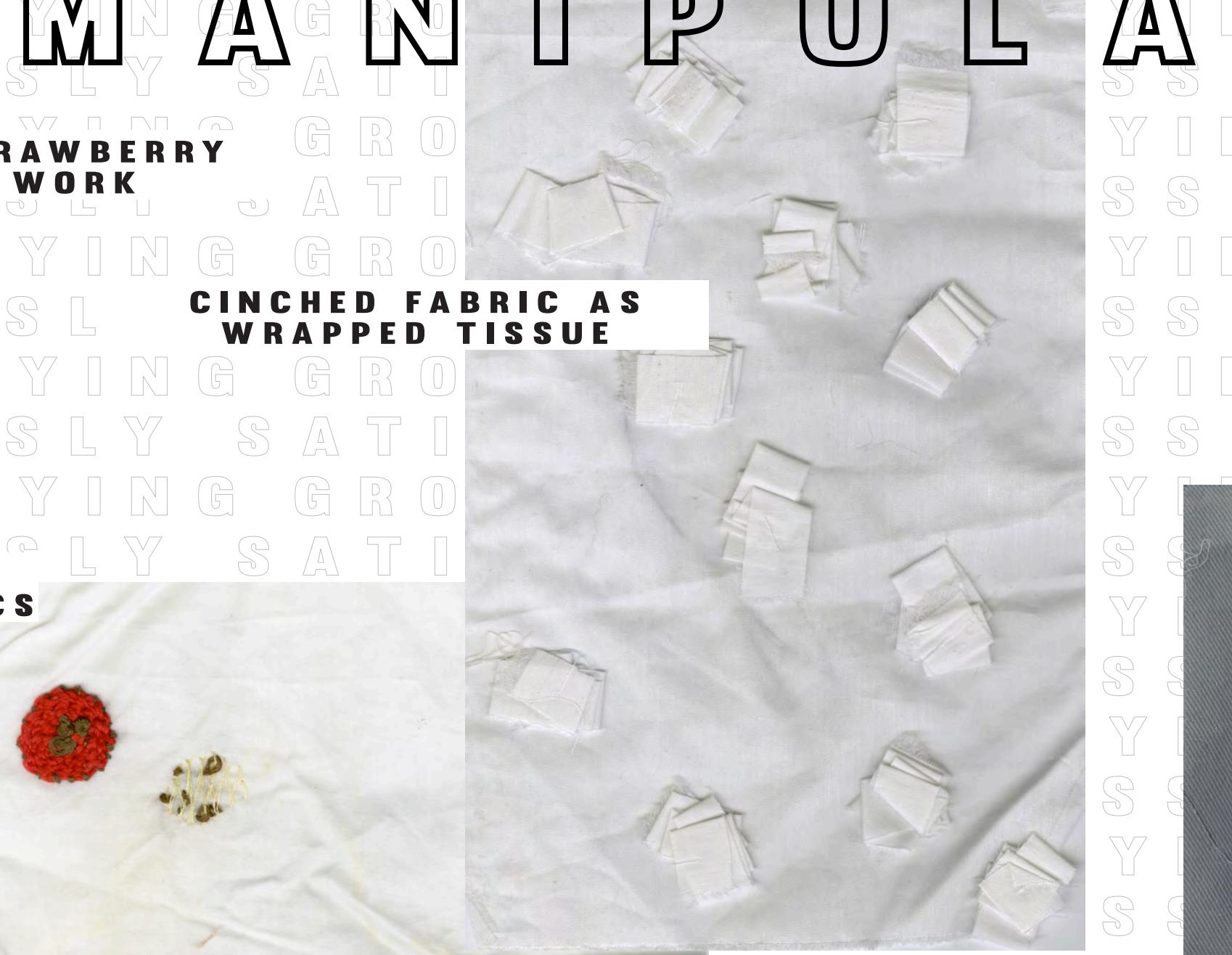
MANIPULATION



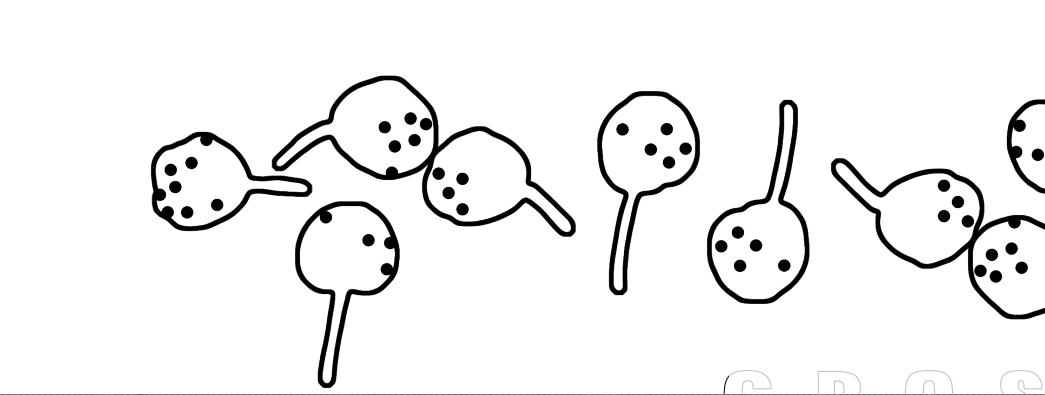
ROTTEN STRAWBERRY
PATCH WORK



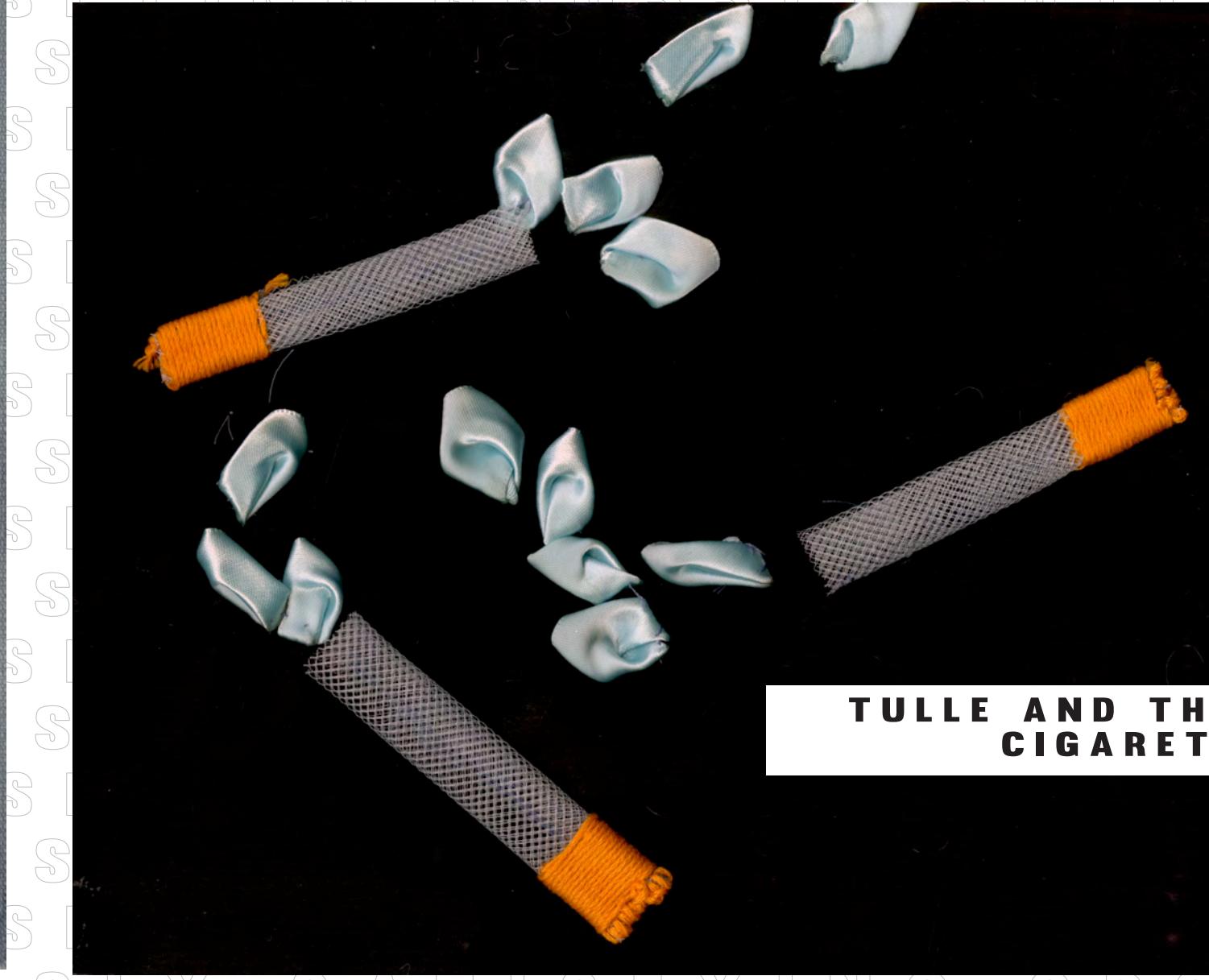
ROTTEN STRAWBERRY
CROCHET AND EMBROIDERY



CINCHED FABRIC AS
WRAPPED TISSUE



STRAWS AS CIGARETTE



TULLE AND THREAD AS
CIGARETTE

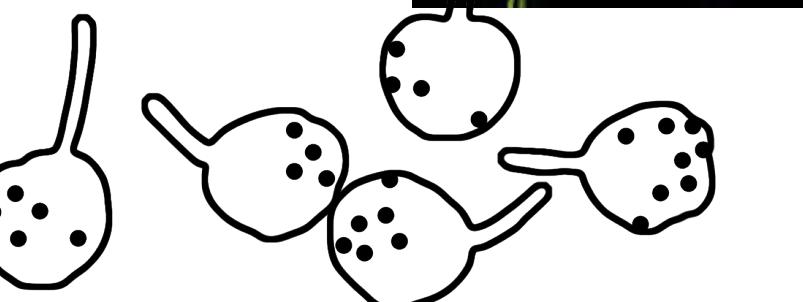


M O O D B O A R D

SPRING / SUMMER 2021



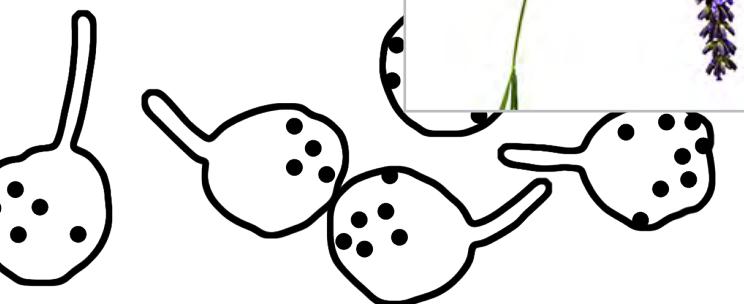
P R I N T S



MEN'S SPRING 2021
CIGARETTES & LAVENDER

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





PRINTS

MEN'S SPRING 2021
CIGARETTES & LAVENDER WHITE

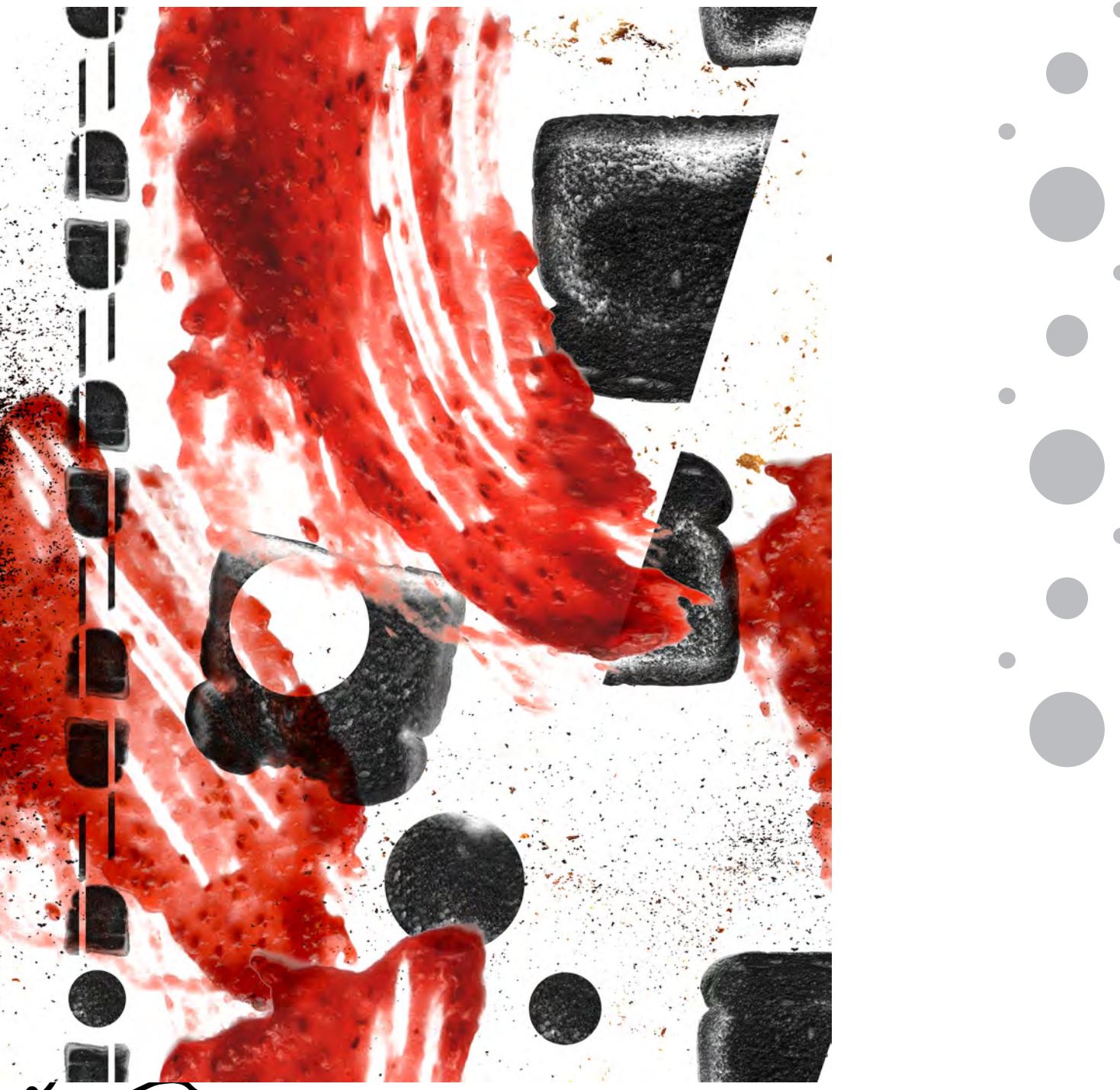
REPEAT SIZE:
W: 8.0" X H: 8.0"



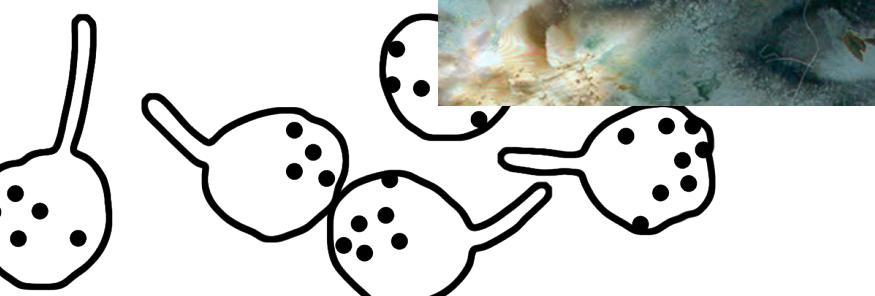
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MEN'S SPRING 2021
TOASTY

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

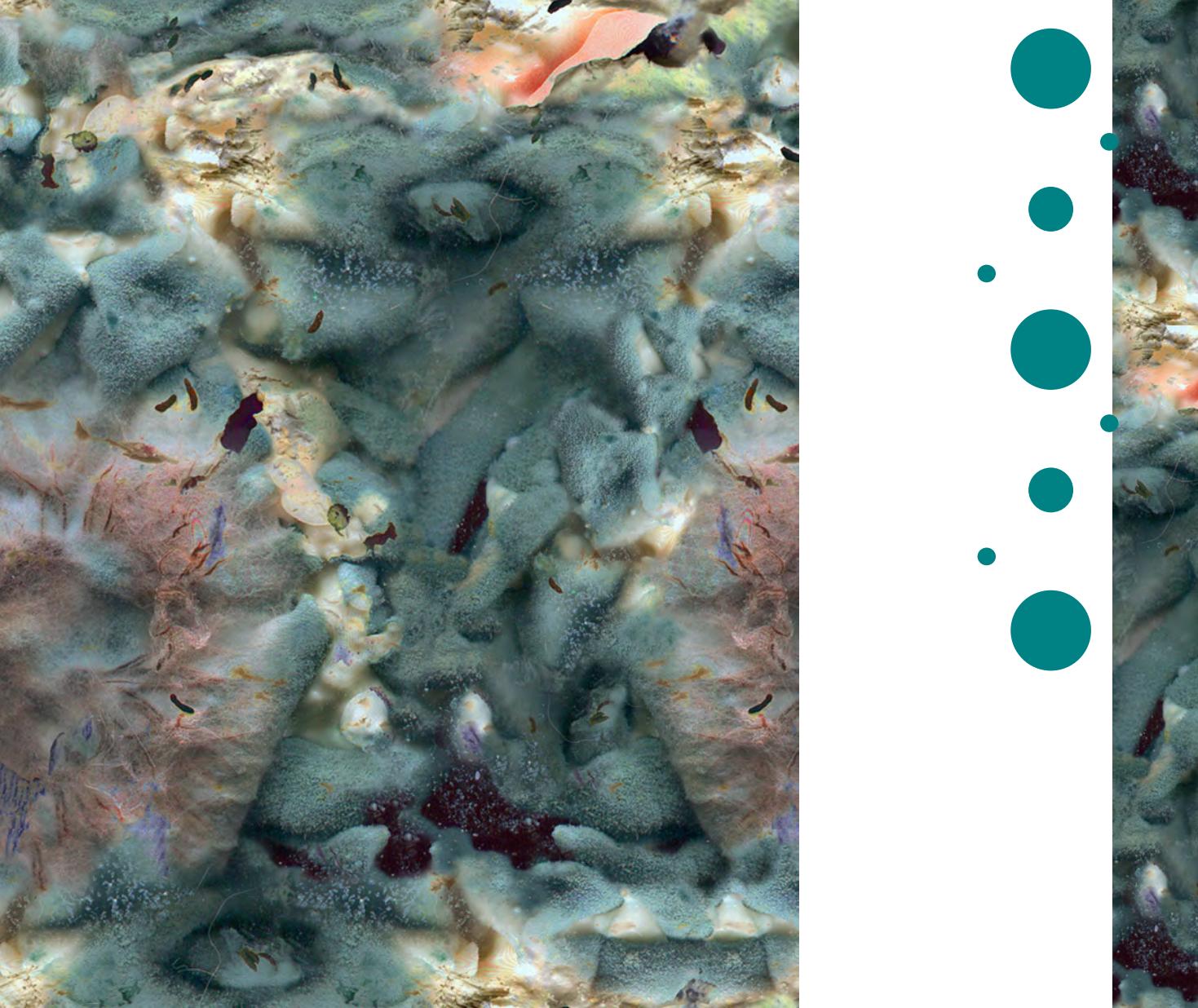


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MEN'S SPRING 2021
MOLD

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



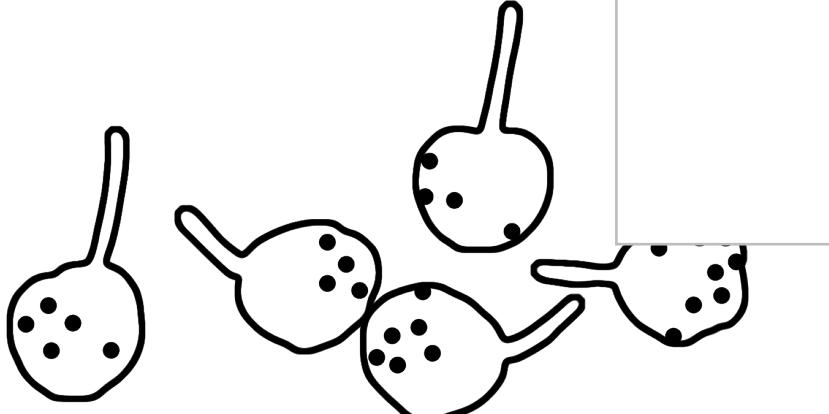
PRINTS

MEN'S SPRING 2021
PAINT THE FIELD

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



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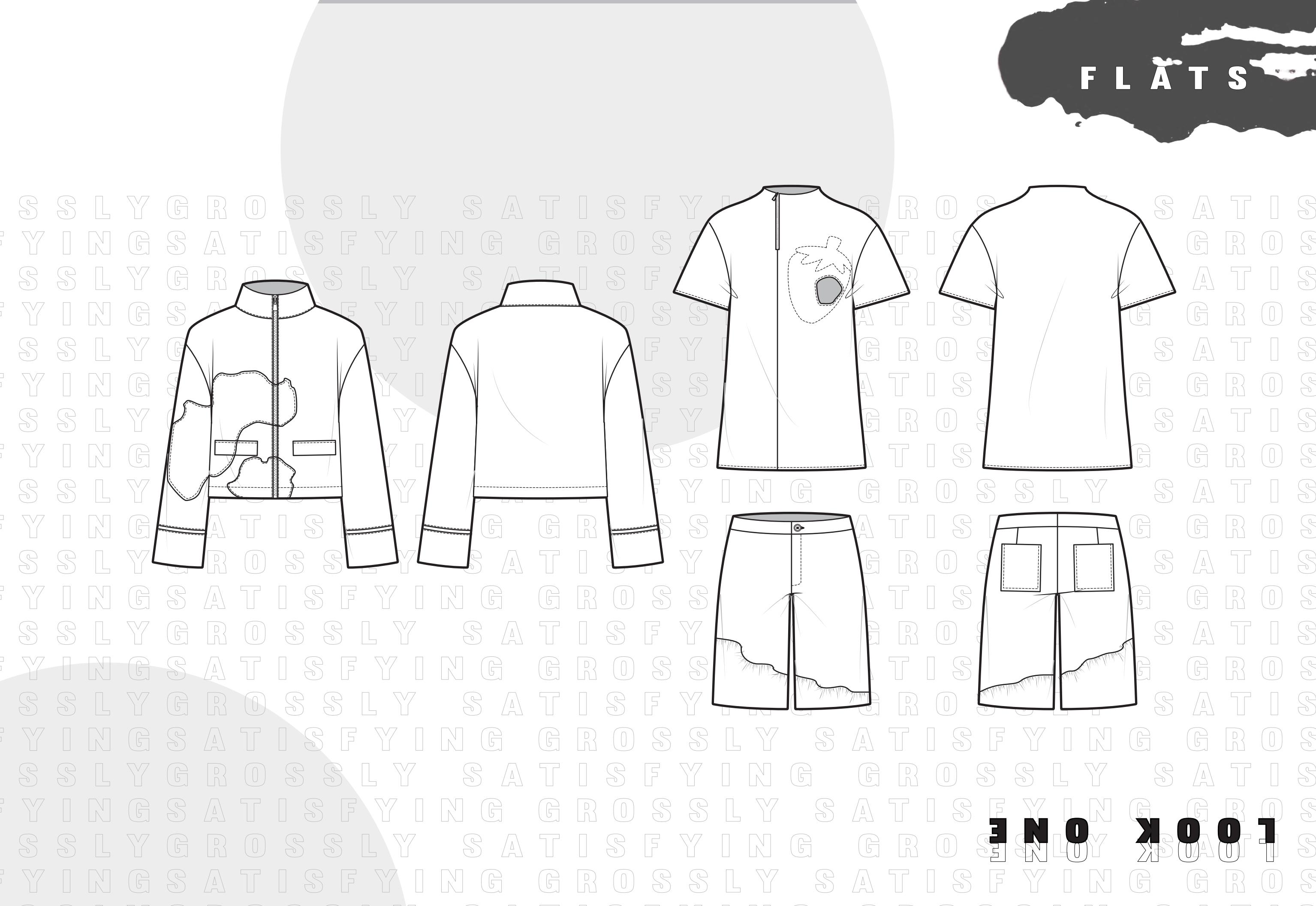
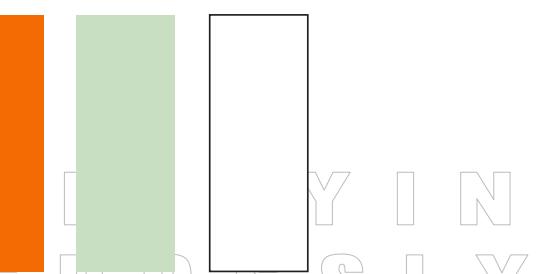
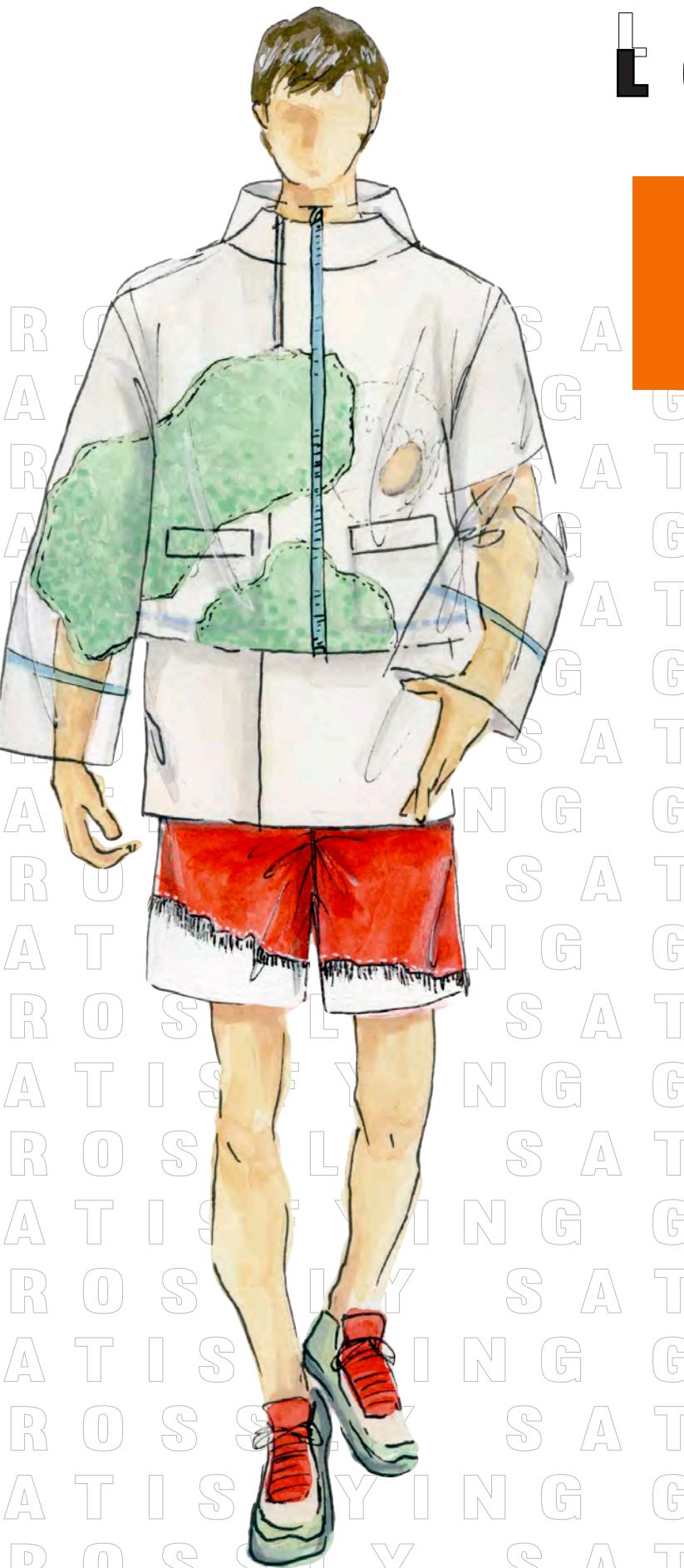


MEN'S SPRING 2021
JAM IN MY CRUMBS

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



LOOK ONE



FLÄTS

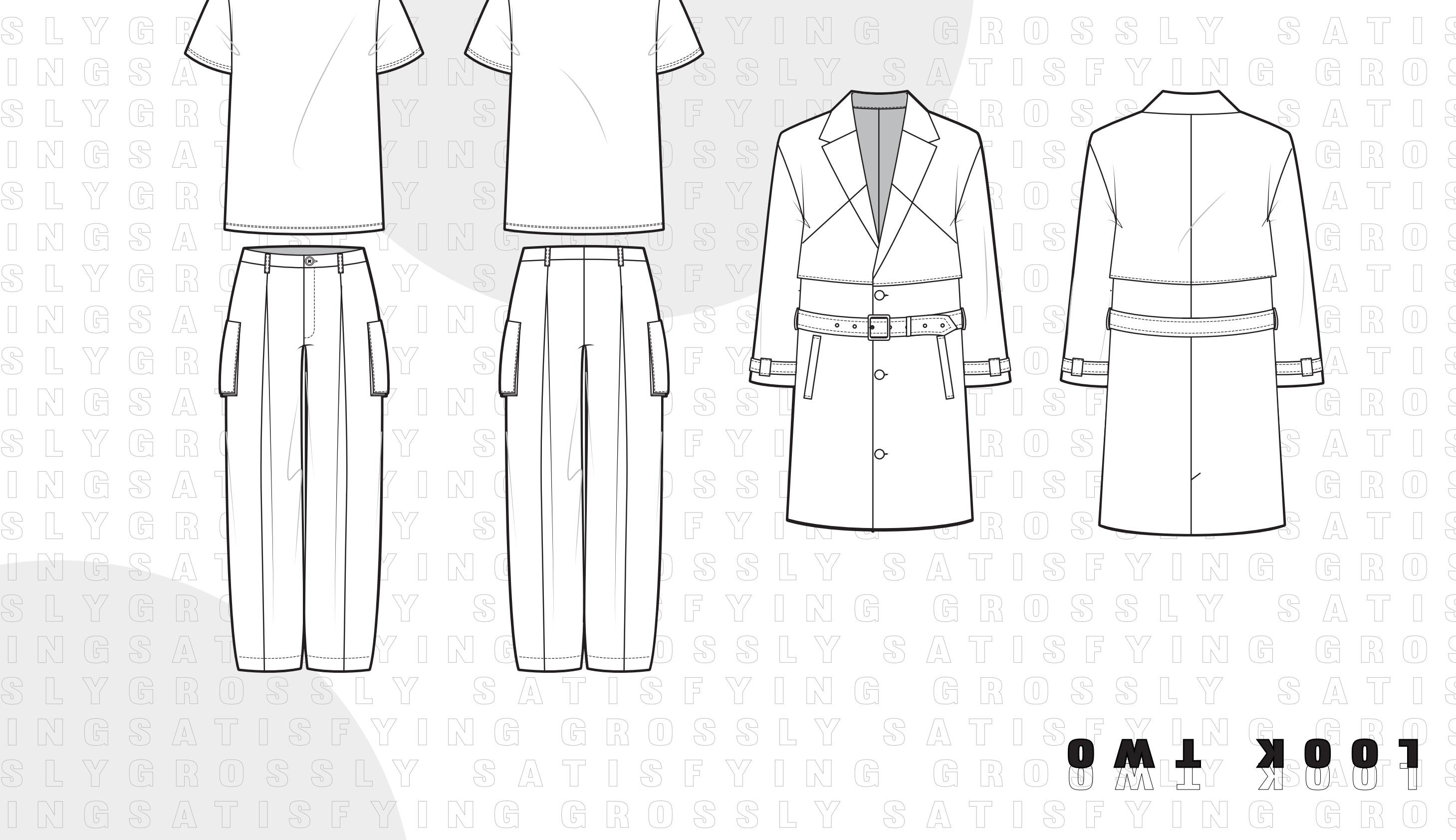
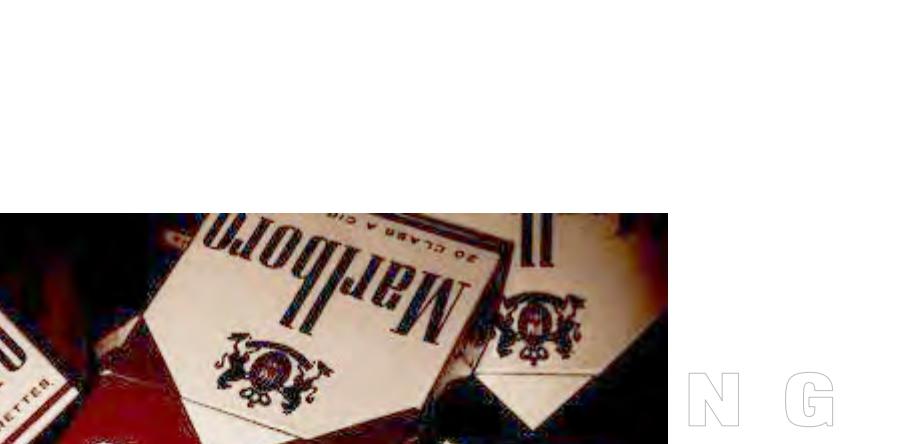
END ONE

LOOK ONE



ONE LOOK

LOOK TWO



FLÄTS

OMTOK 001

LOOK TWO



LOOK ONE

LOOK THREE



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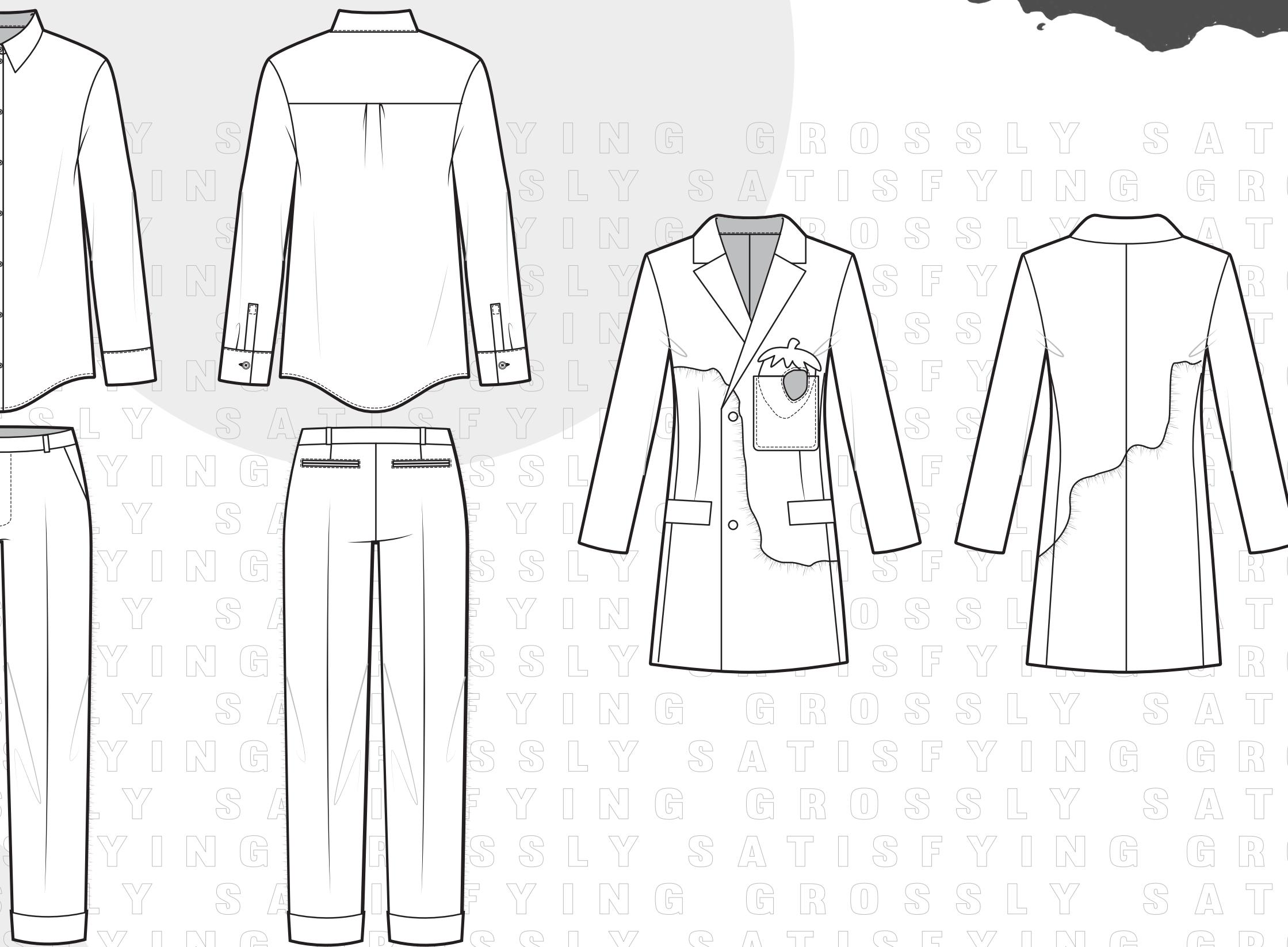
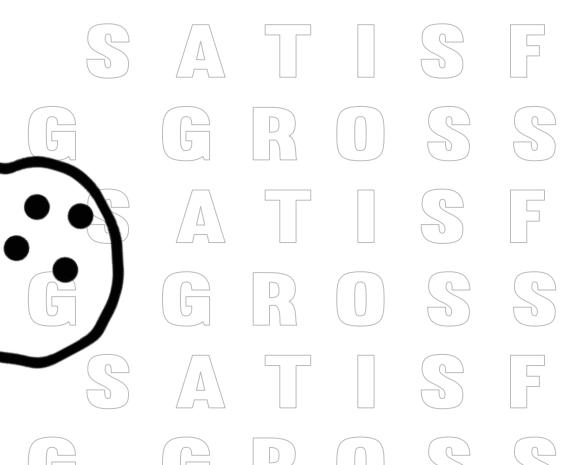
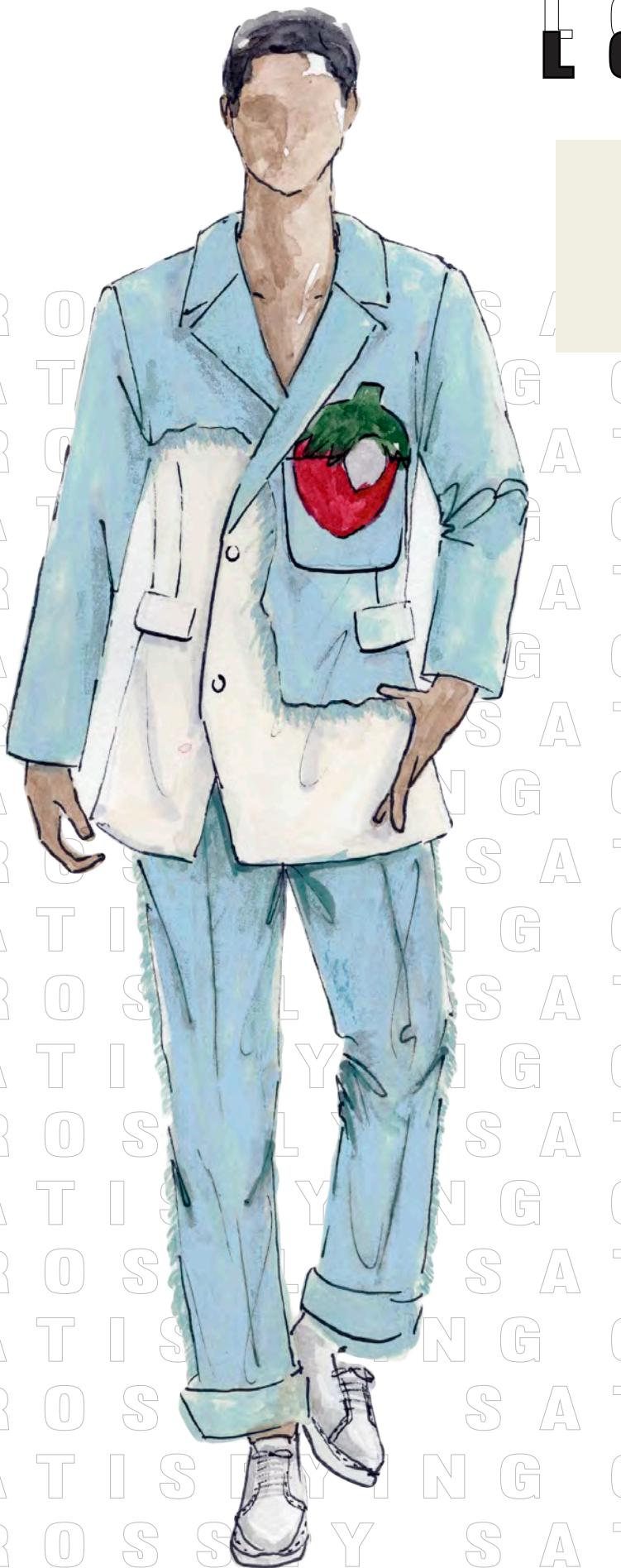
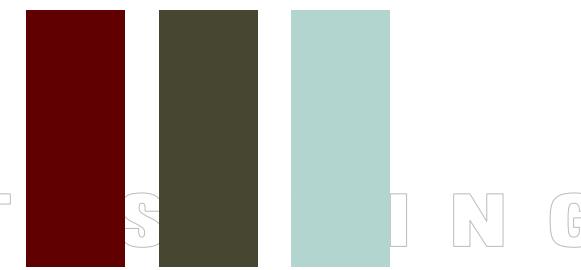
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LOOK THREE



LOOK THREE

LOOK FOUR



LOOK FOUR

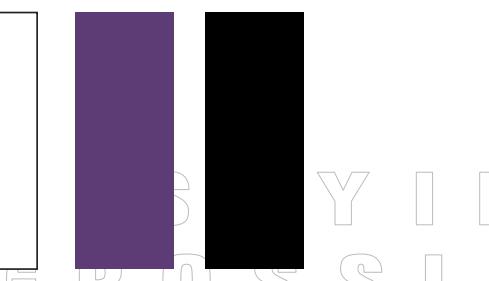
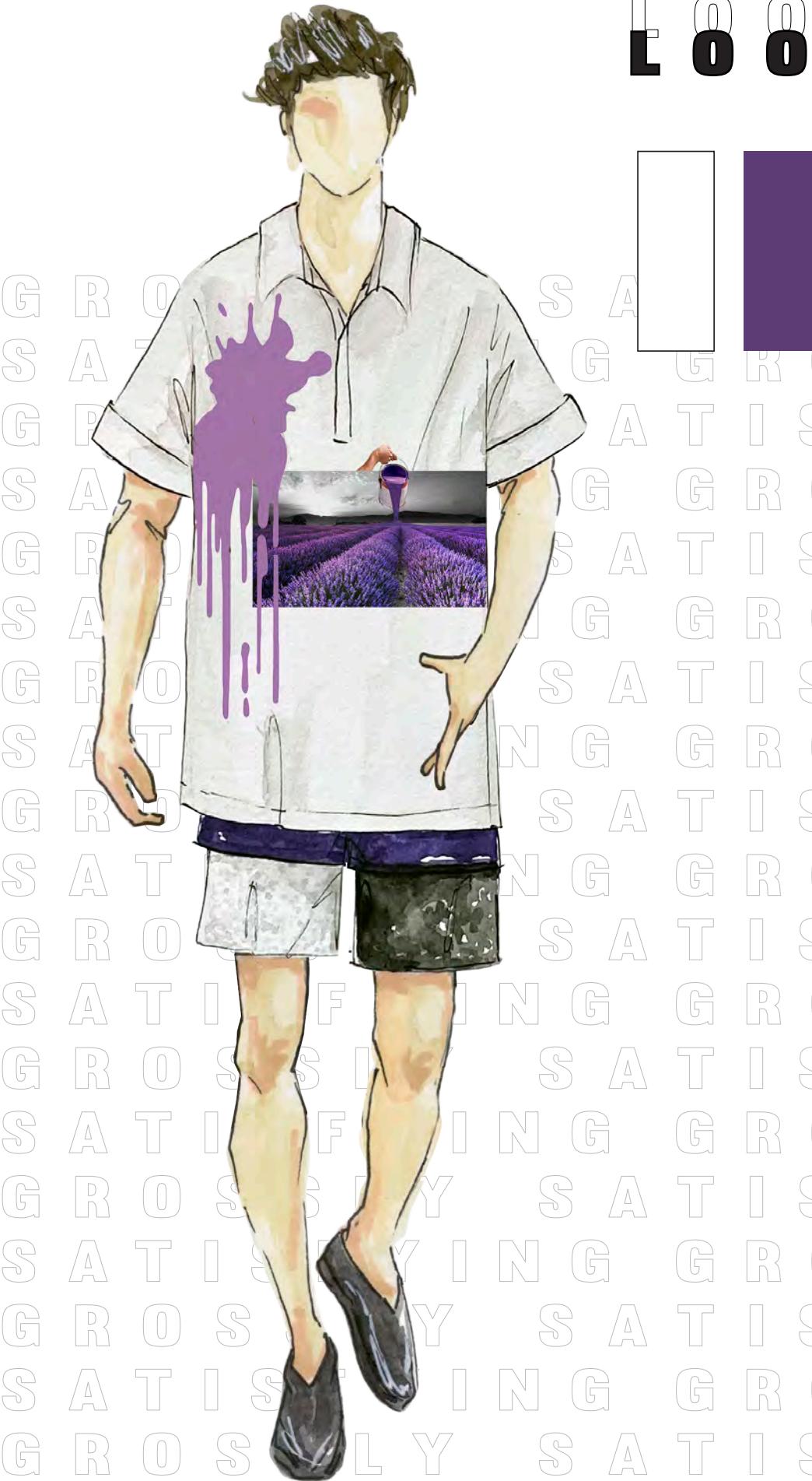
FLÄTS

LOOK FOUR

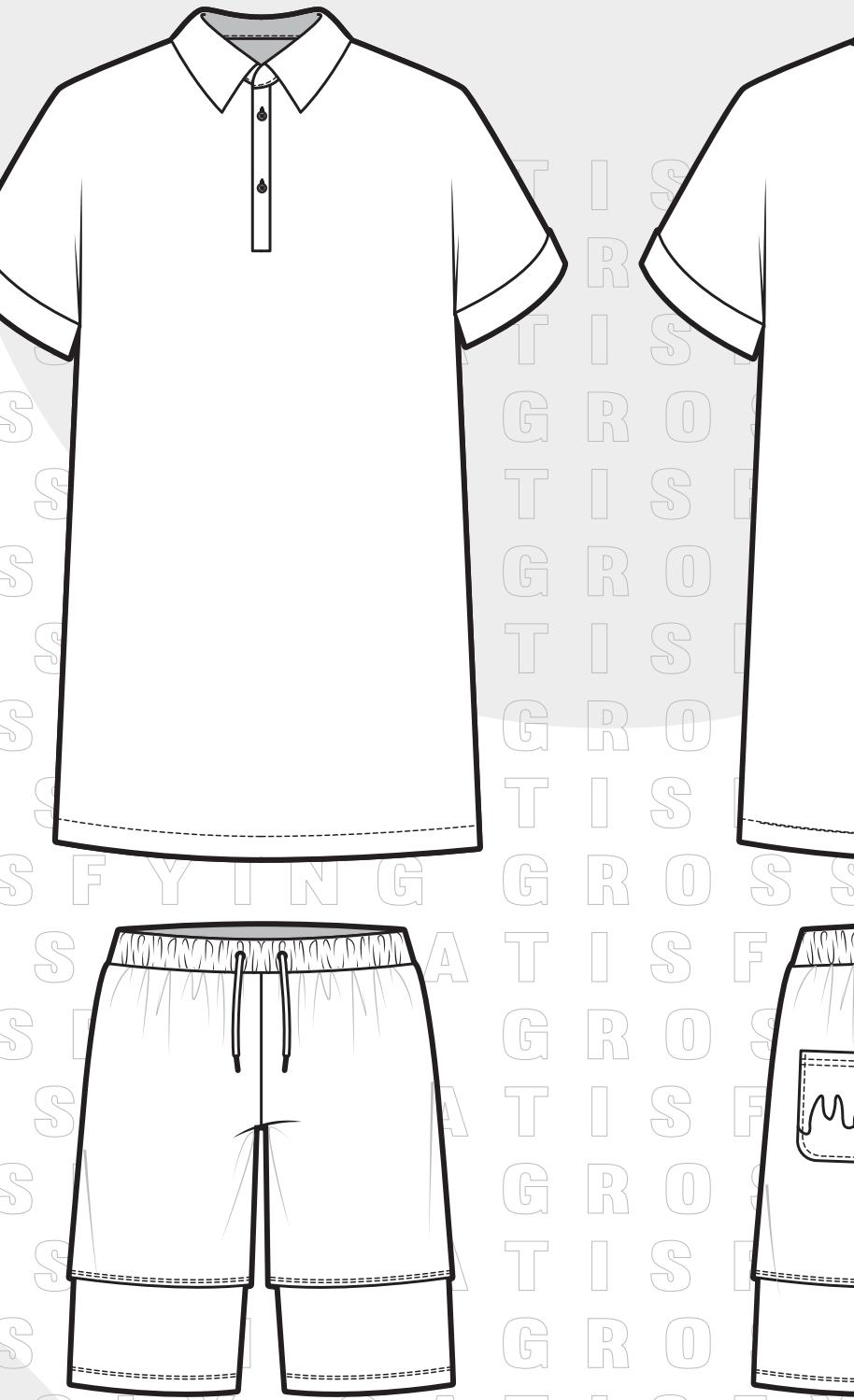
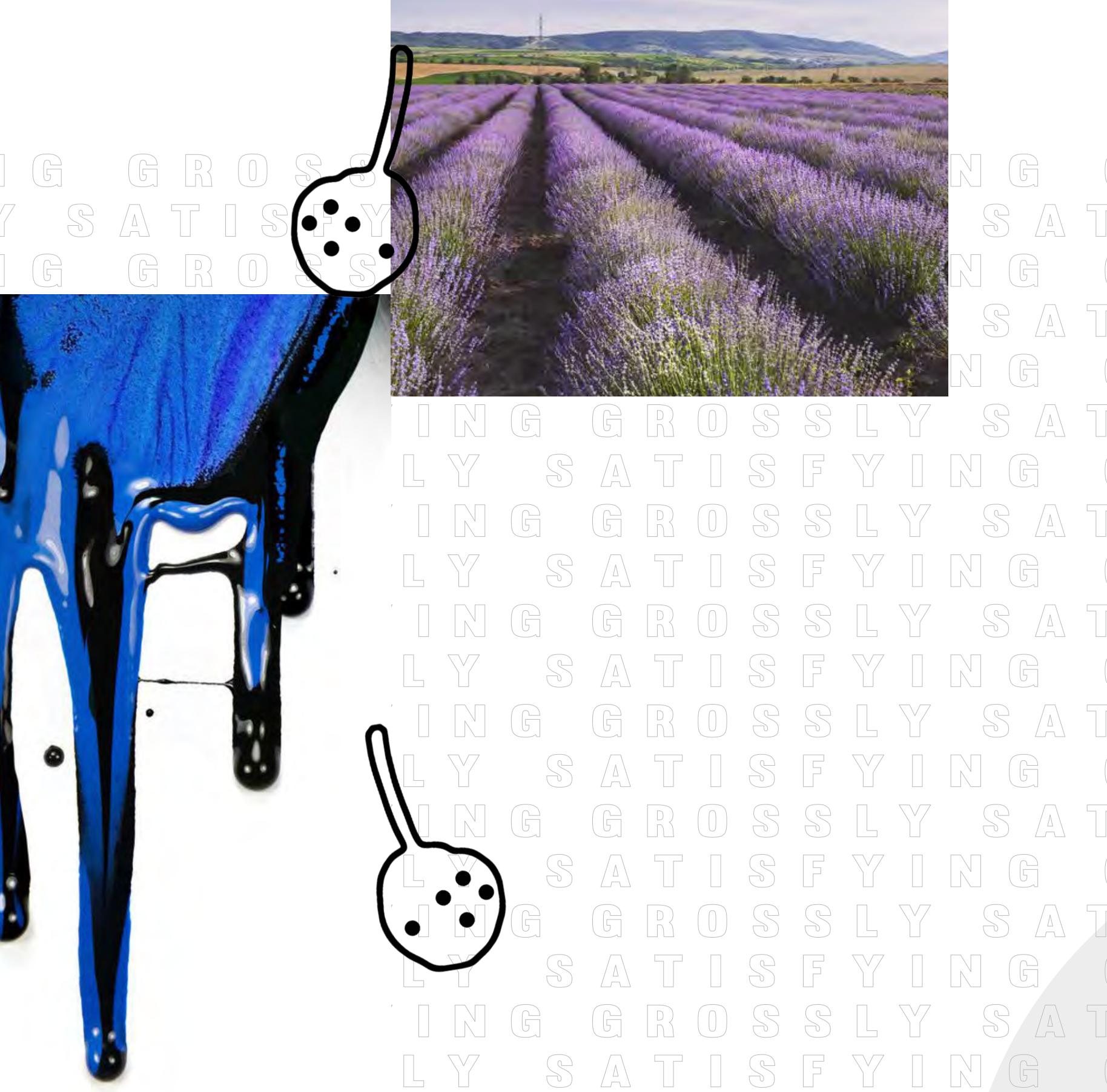


LOOK FOUR

O O K F I V E



A fashion illustration of a man from the waist down, wearing a light gray short-sleeved shirt and dark shorts. He is standing in a lavender field, holding a paintbrush that is dipping into a container of purple paint. A large, dramatic purple paint splatter is on his shirt, with paint dripping down his arm. The background is a grid of repeating text.



A G R O S E A L F E R K O O T L

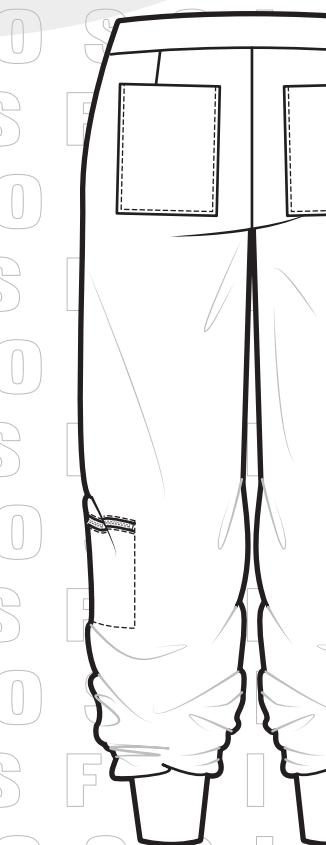
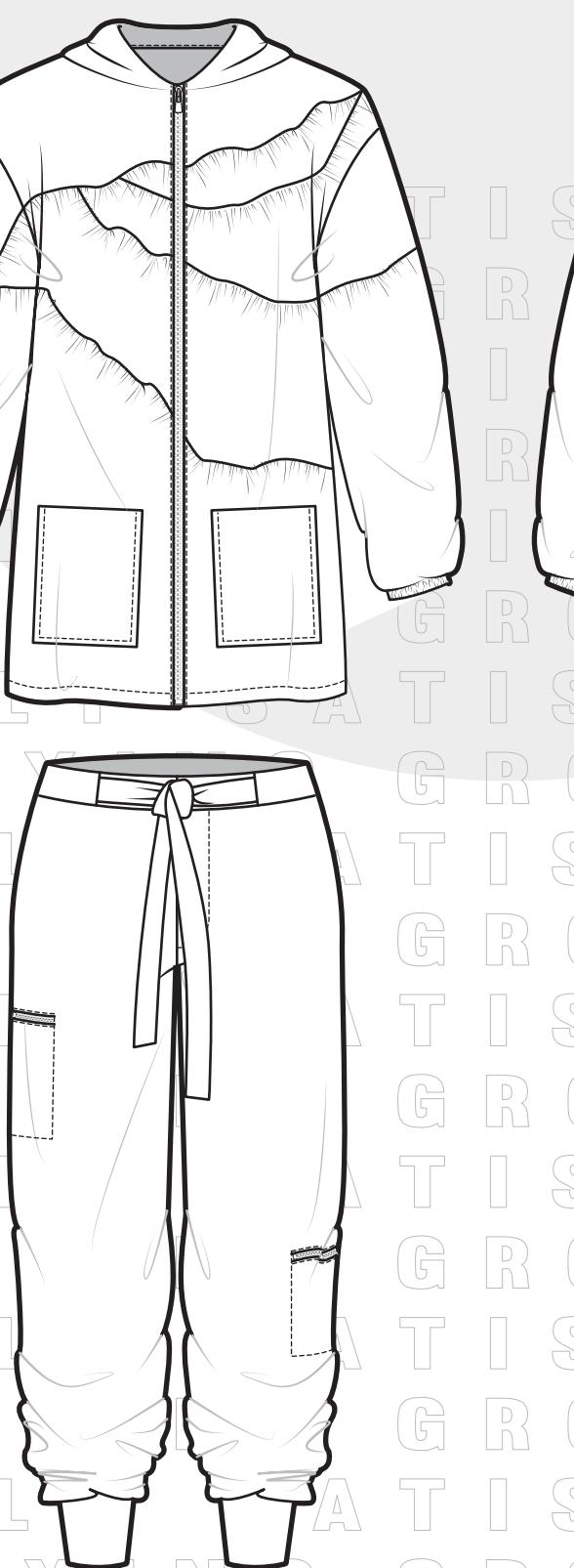
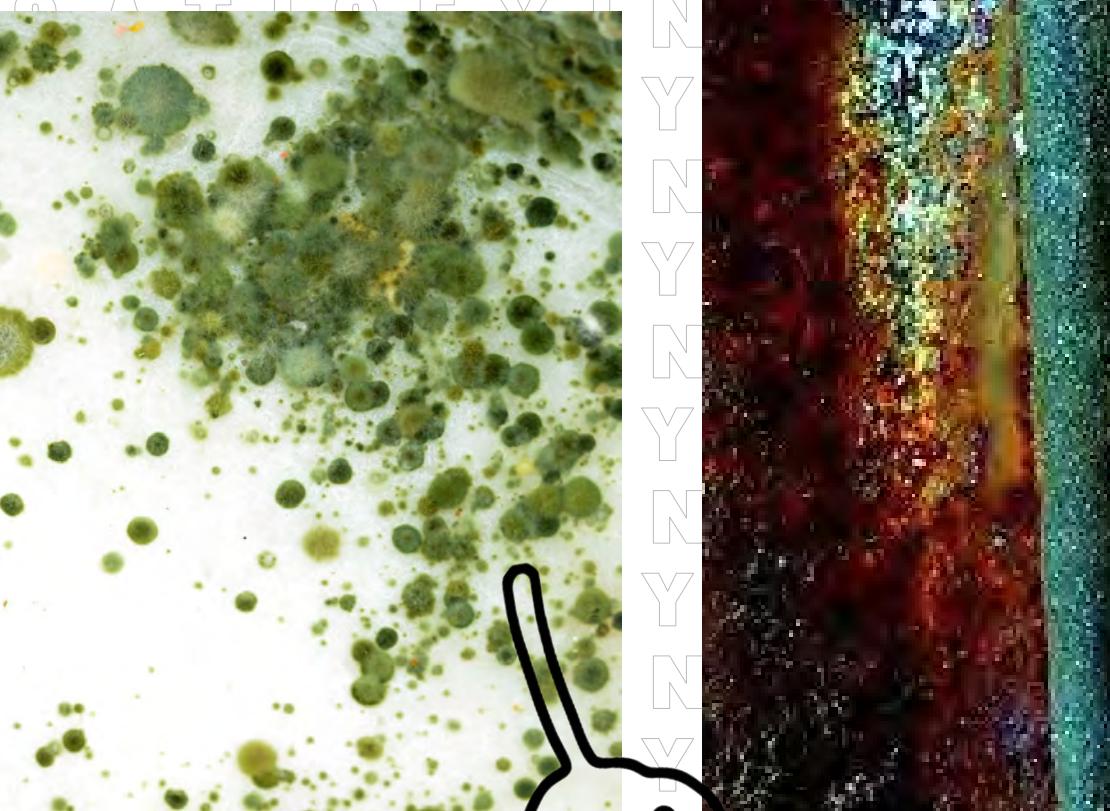
FLATS

LOOK FIVE



LOOK FIVE

LOOK SIX



XIS X001

FLÄTS

Look Six

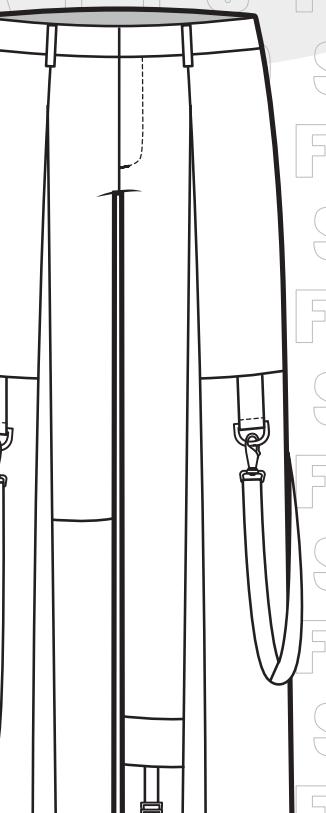
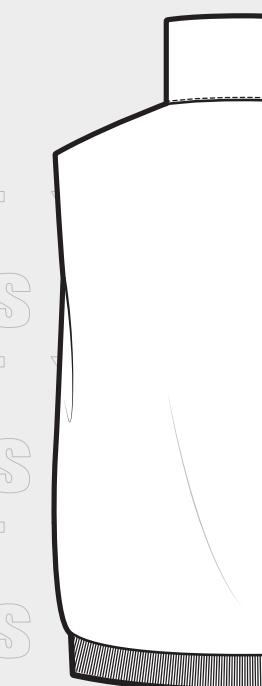
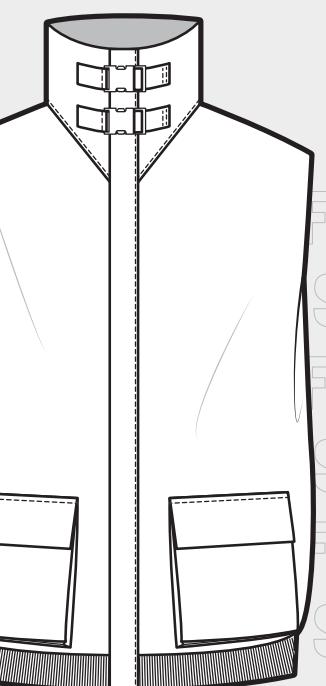


XIS X001

00K SEVEN



A black and white line drawing of a person from the waist down. The person is wearing a dark, sleeveless vest over a light-colored, button-down shirt. They are also wearing light-colored trousers with a belt and straps. The background features a repeating grid pattern of the words "GROSSLY SATISFYING". In the bottom right corner, there is a small, bold, black text block that reads "NEVER KOKO".



NEALE SOKOLOFF

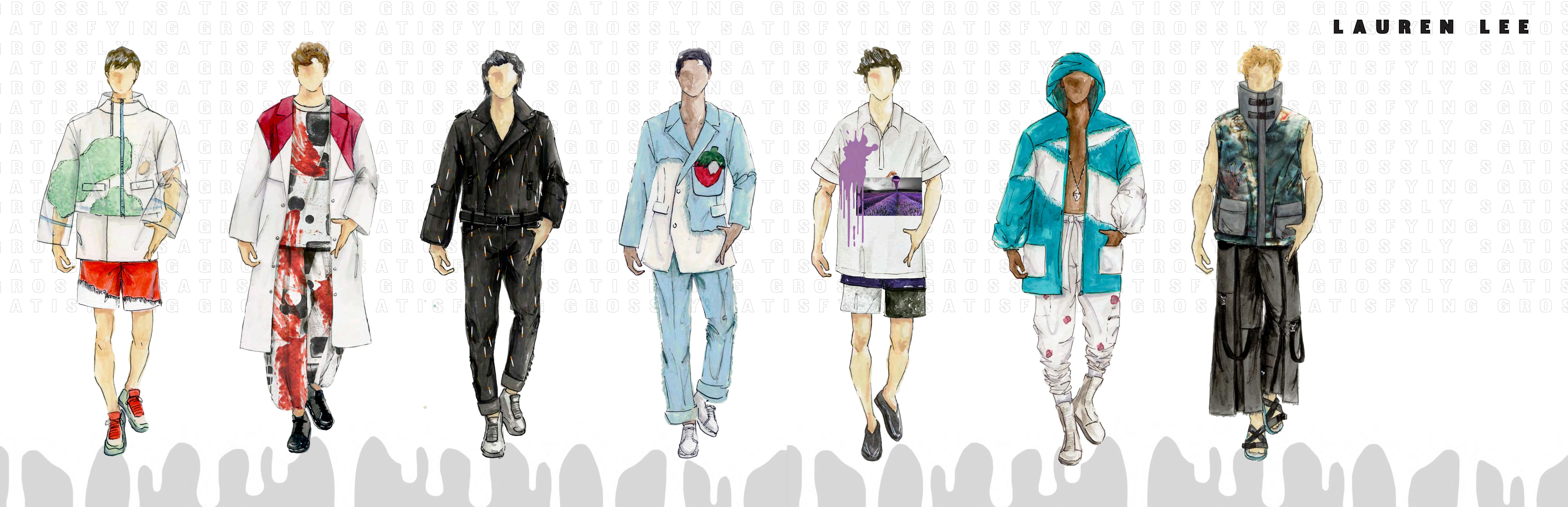
F L Ä T S

LOOK SEVEN



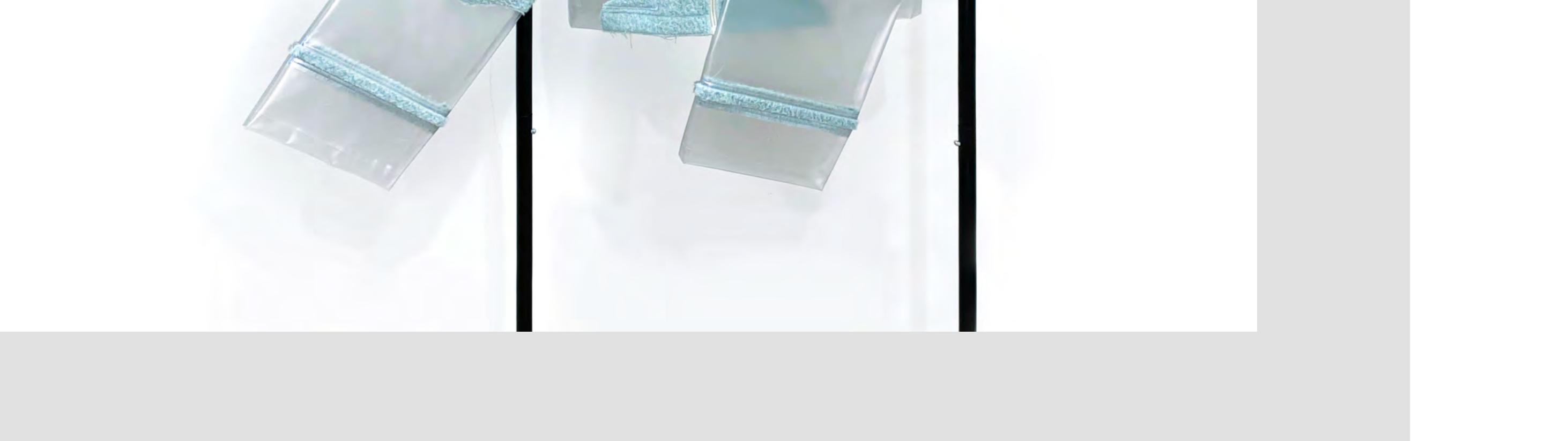
LOOK SEVEN

LIAUREN GLE

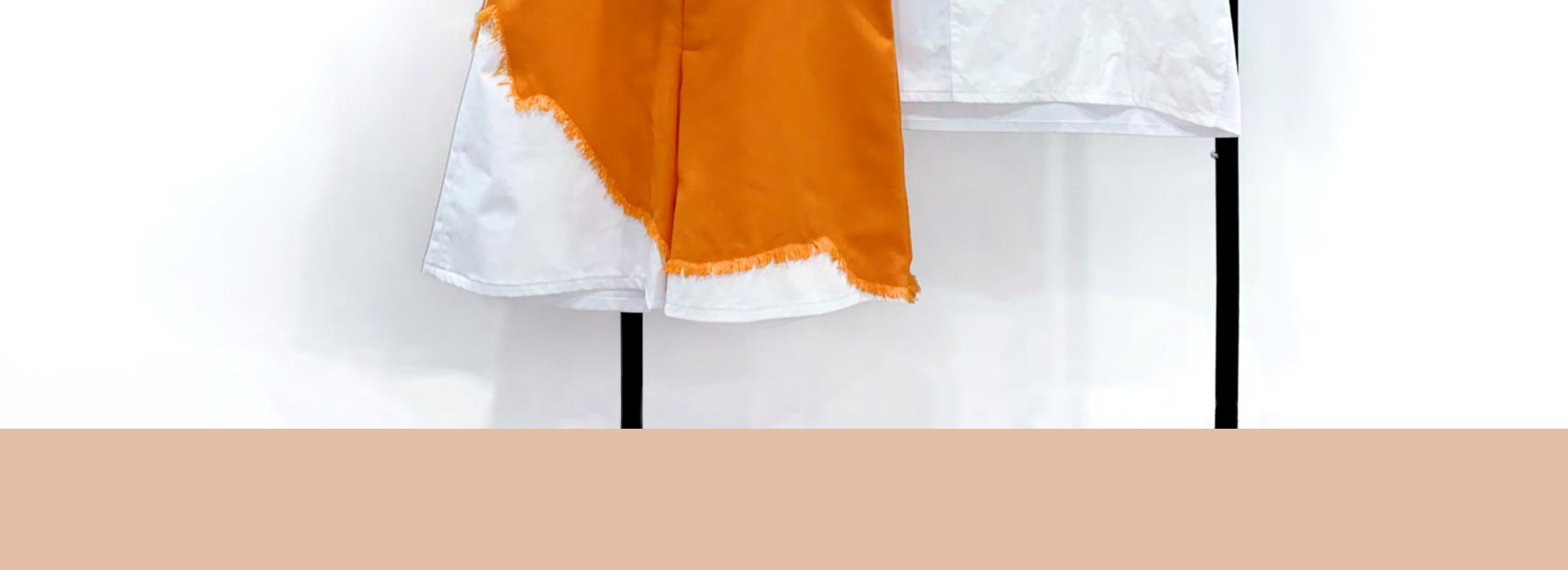




LOOK ONE

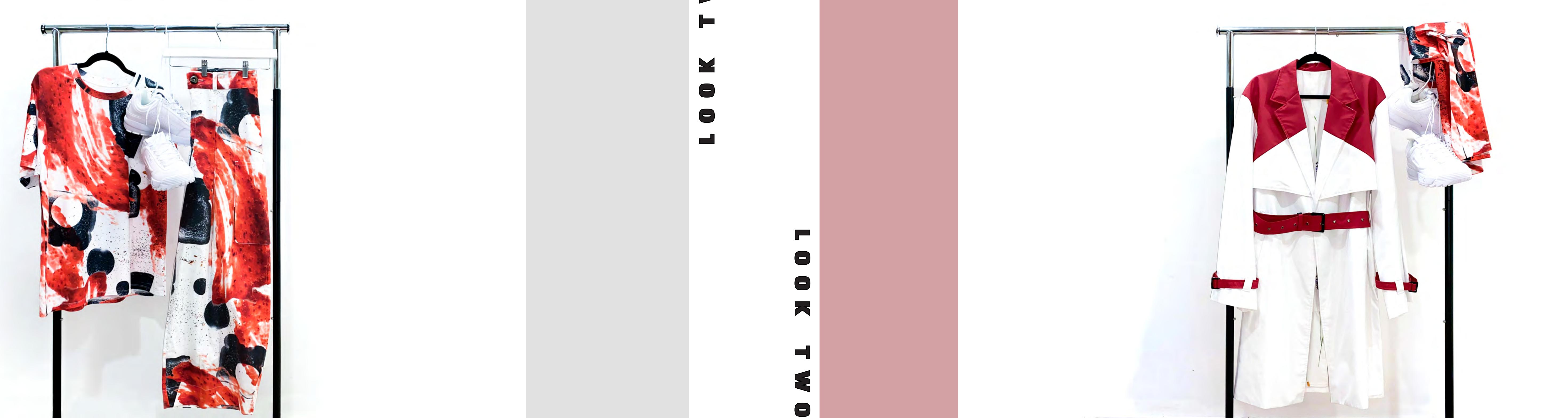


LOOK ONE





LOOK TWO



LOOK TWO

LOOK THREE



LOOK THREE

L O O K F O U R





L O O K F I V E
L O O K E



L O O K F O U R
L O O K R

LOOK SIX



LOOK SEVEN

