

PORTFOLIO 2021

BETHANY PLYMALE

Fall Collection 2019
Sculptural Fashion & Hiding from Sexualization
The Little Black Dress 2018
Draping Technique
Fashion Photography
Film Photography and Screenprinting
Additional Photography
Logo Design & About



Beth Plymale
Hiding from Sexualization Series, 2019
Medium Format Film and Fashion Design, 16x16 inches
Rebecca Randall Byran Art Gallery, SC



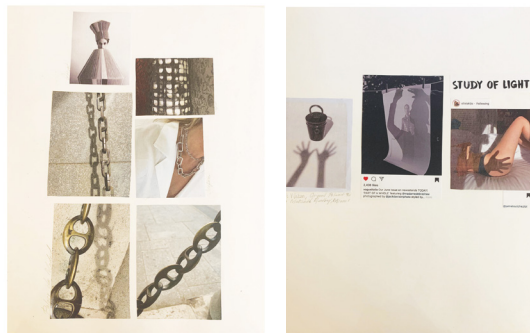
FASHION FALL 2019



MOOD BOARD

First is gathering imagery research through my own exploration of architectural photography, shot using a 35mm film camera, this stems from my father's background in engineering and my want to understand his analytical/structured mind. Using my translator, the camera lens helps me employ this. And my mother's passion for photography, escaping both of our realities.

DESIGNING THE LOOKS

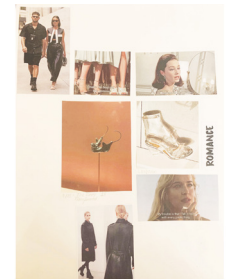
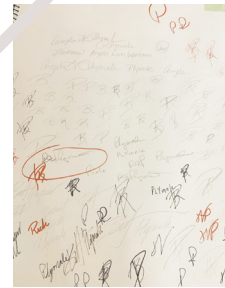




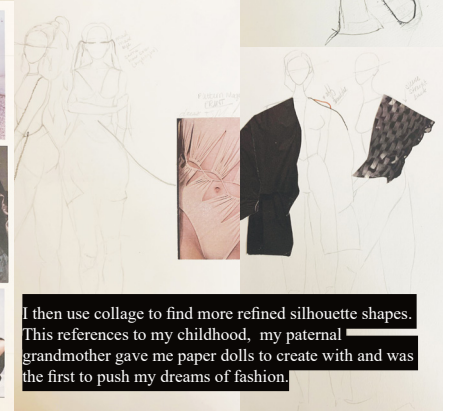
The most reliable way to predict the future is to create it.

I appreciate contemporary fashion photography, taking this form of being whatever it wants without further explanation. Changing from controlled still life shoots, to more about the "it girl's" lifestyle. Forced to adapt with the global crisis and facing the issues that have been present in fashion for years.

But being a woman that has grown up being constantly sexualized, I believe fashion can break that barrier of realism even more. Going away from the woman's figure and morphing into something unparallel.







I then use collage to find more refined silhouette shapes. This references to my childhood, my paternal grandmother gave me paper dolls to create with and was the first to push my dreams of fashion.

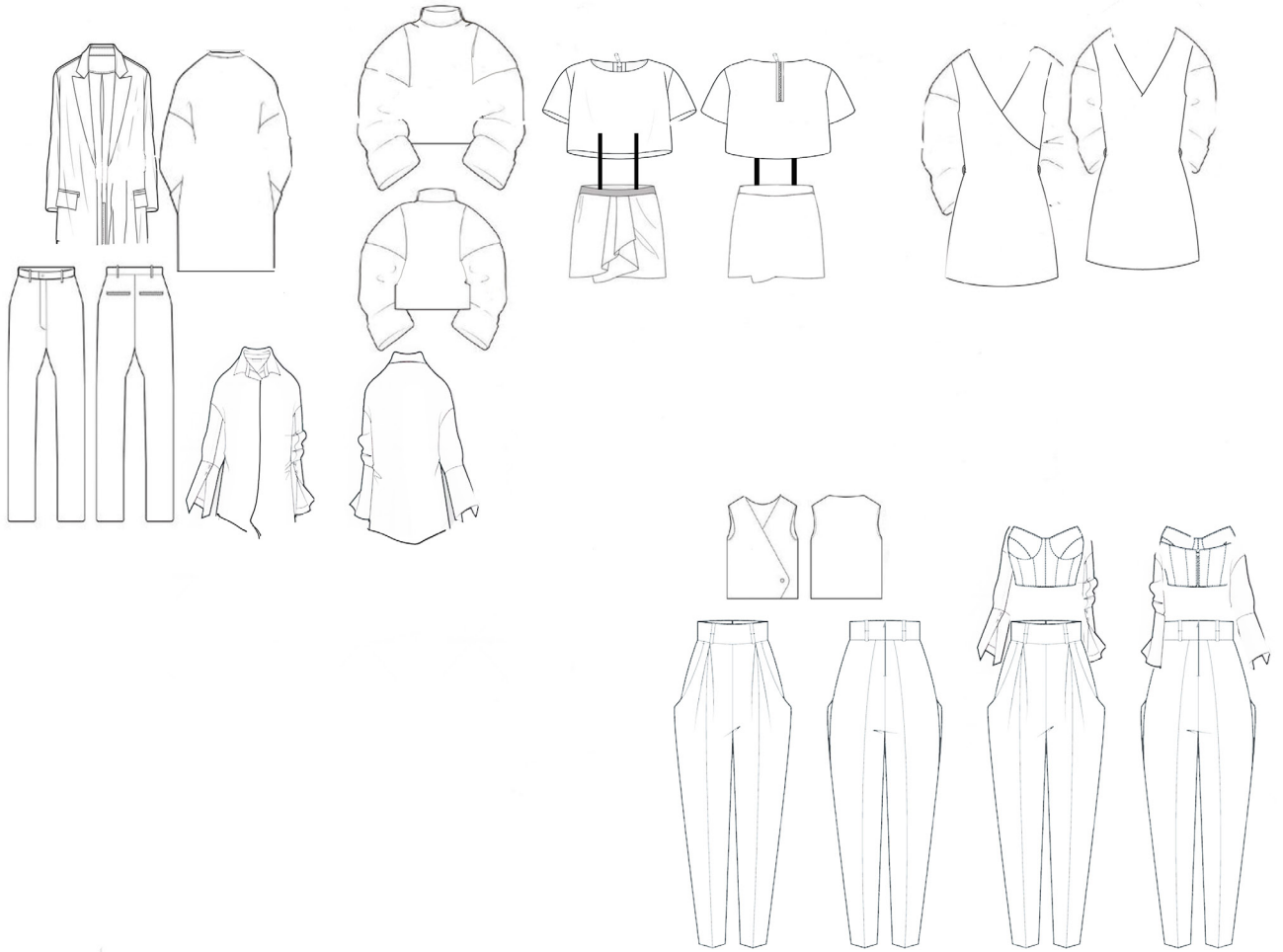


SCULPTURAL PATTERN MAKING






FINAL LINEUP





The poses for this phootshoot were designed to show discomfort and distaste. Expressing the emotion I feel as a woman, being looked up and down, judged at first glance by my looks.



Deconstructing these photographs by focusing on the subject of fashion garments alone and not what is acceptable in beauty within the figure, pushes the point of breaking norms of what society dictates as beauty and makes a specific focal point for the viewers eye to gravitate towards the fashion.





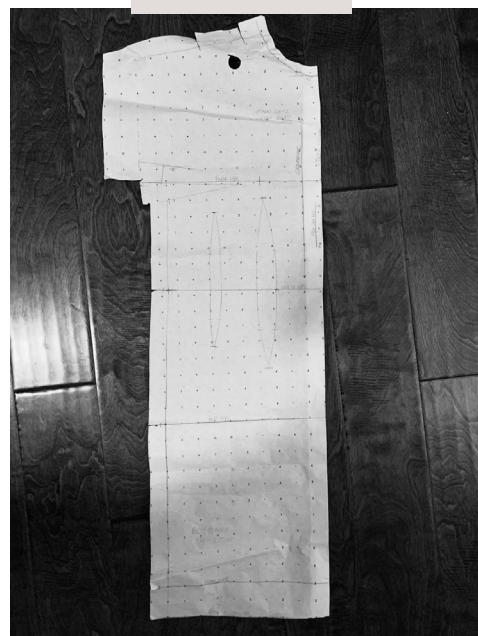
Installing the work in medium format film, a photography process of the past, contradicts this need to change and adapt in the way that the subject matter, fashion design must execute.



Collaged Image, Fashion Croquis are not my own.



CONSTRUCTING THE LITTLE BLACK DRESS



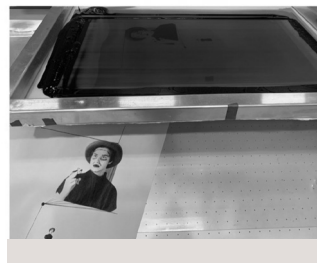


Fantasy
vs. Controlled Reality

Beth Plymale
Fantasy vs. Controlled Reality Series, 2018
35mm Format Film and Fashion Design, 8x10 inches
Artist Collection



OTHER WORKS



SCREENPRINT

MA MÈRE. MON AMOUR. MA MUSE.



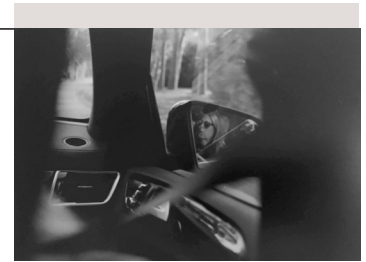
My mother, my love, my muse. My mother is a large part of why I picked up the additional medium of photography. She herself is a photographer and is unfortunately looking through life as if it were meant to only be a photograph.

Collecting artificial memories and storing them away, escaping her reality.

The reason I photograph her is to express our torn relationship.

Unfortunately, her mental health has been a weight I have had to help carry. The parts of my childhood where she was stable are embedded in my mind like reels, with her holding a cigarette in one hand and fixing hair curlers with the other. Those symbols appear frequently in my work, expressing the control she lacks and addiction that takes her over. Like a puppet with strings (Screenprint adjacent).

PORTRAITURE



Beth Plymale
MA MÈRE., MON AMOUR., MA MUSE., Series, 2018
35mm Format Film, 8x10 inches
Artist Collection

ADDITIONAL PHOTOGRAPHY

These photographs were an experiment with the appearance of color using black and white film. This idea formed from watching a cartoon with a room filled with one singular color. I was curious to see two identical colors together, the black licorice and black gloves. Next I tested artificial red blood.



CITY CULTIVATION SERIES



Beth Plymale
City Cultivation Series, 2018
35mm Format Film, 8x10 inches
Artist Collection



Nevada is a vast dry dessert except for the small piece of city that is Las Vegas, showing the cultivation of human cities. The natural light photographs are of Red Rock and the artificial light photographs are of the Neon Museum, a graveyard of lights that are in need of being restored in the heart of the city. This body of work was taken to help show how we liter the Earth with skyscrapers, signs, and cigarettes within cities and the vast change in climate that is rising at a rapid rate because of it.





DETACHMENT SERIES



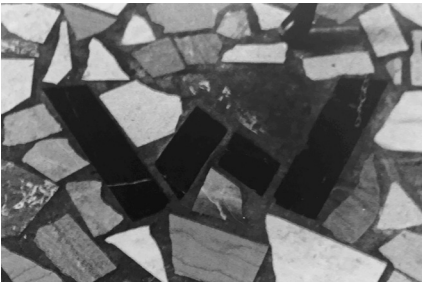
Beth Plymale
Detachment Series, 2018
35mm Format Film, 11x14 & 8x10 inches
Artist Collection



Consist of two separate settings; an empty childhood home and the streets of New York City. These photographs relate reality (home) to that of a dream state (New York), much like the idea of reaching into the subconscious. The free-flowing airy settings of New York are eerie and alluring, seducing the viewer into the state of dreaming. The composition of the New York images are formatted to look through a window, further pushing the point of daydreaming. Whereas the photographs of an empty bare childhood home bring them back to reality and the sense of moving away. This plays with the idea of what an artist must detach themselves from to evolve.



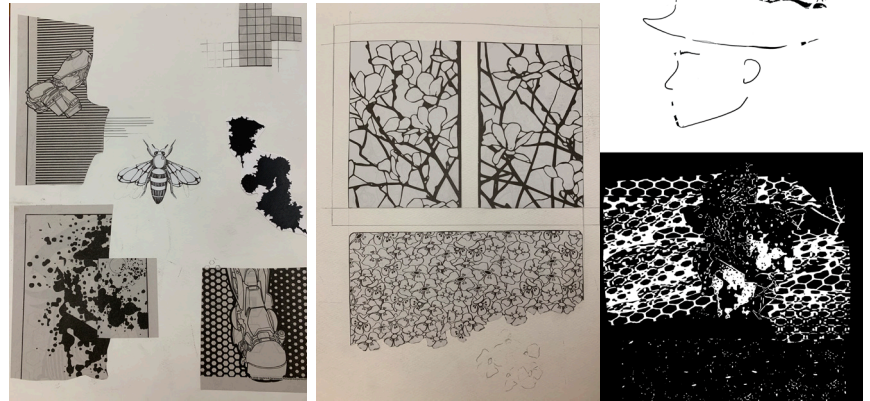






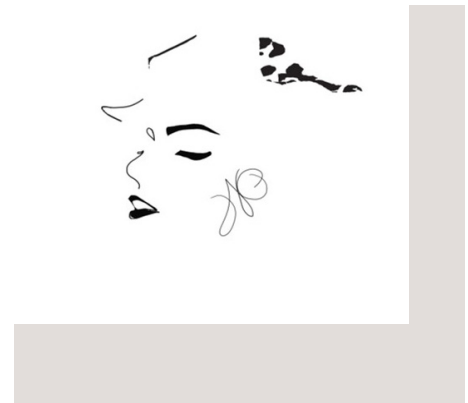
The hidden **WP** in my works, stands for my Mother's maiden name, **Workman**, & my Father's last name, **Plymale**.

LOGO



This idea was inspired by Surrealism and the dream state that occurs when we don't focus on our conscious. My process started with gathering imagery research from coloring books. I am drawn to pages that have more textural backgrounds and less fluidity in figures and forms. Once the image research was done, I overlaid the images in photoshop to produce a more original and abstract print design.

"The girl's" persona embodies the lifestyle of the label and is considered the target costumer. The graphic texture of structural lines and influence from black and white film, stem from inspiration drawn throughout various iterations of my work. The illustration depicts textural drawings from a Transformer's coloring book overlaid into an abstract print for streetwear.



ABOUT

Bethany Plymale attended Savannah College of Art and Design, majoring in Fashion Design, before moving to South Carolina in 2018 to further her education in the digital arts and marketing at Coastal Carolina University. Plymale graduated top of her class with a 4.0 in 2019. Additionally, Plymale has received mentoring from Alvaro Moliner in Valencia, Spain, learning the international textiles market and enhancing fashion marketing skills. Plymale will graduate in 2022 with her MFA in Fashion Design from The Fashion Institute of Technology.

Plymale is known for New York Street-Wear and utilizing black as the predominant color in all collections. Plymale's fashion designs are an exploration of convertible street-wear apparel that she employs through using her own body as a 5D sketchbook. These designs deconstruct the construction of women in domestic society and norms of beauty imposed onto women at a young age. Allowing the wearer to alter her look throughout the day depending on what changes around her. Showing her curiosity in the relationship of body, form, and cultural norms.

