

Brand Identity
by Eleana Garcia



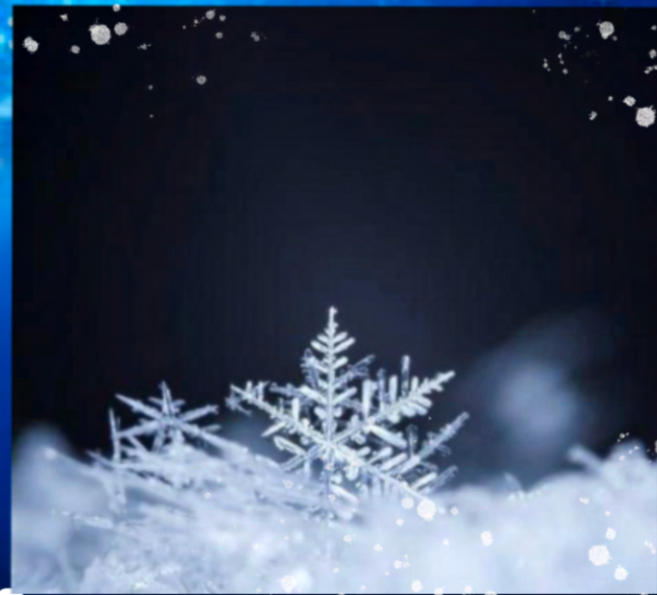
The Diagnostic and Statistical Manual of Mental Disorders (DSM V) states that social anxiety is a “marked fear or anxiety about one or more social situations in which the individual is exposed to possible scrutiny by others” - some examples include social interactions, being observed, and performing in front of others.



fight

In my own experience, social anxiety is heightened by my quiet nature. Connecting with others is challenging, and most of the time, I find it easier to just stay quiet rather than try to socialize.

Social Anxiety

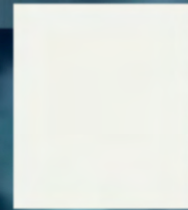


flight

freeze

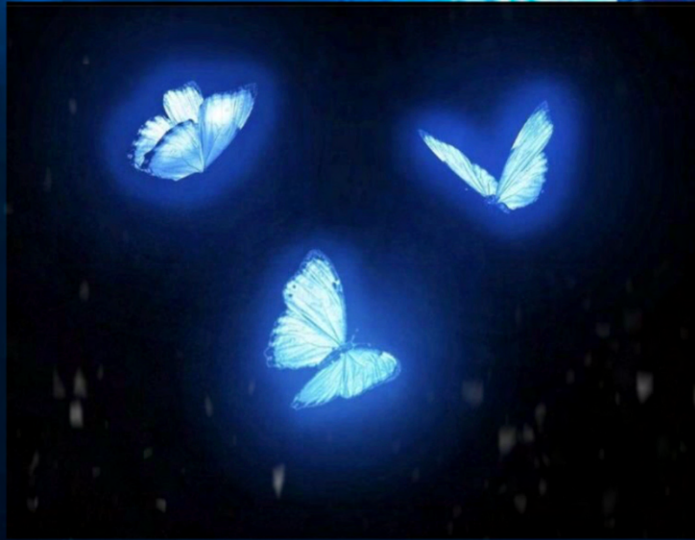


I started therapy in college, and I've been going consistently ever since. In one session, my therapist and I explored a visual that I had experienced during a hard moment. I told her that I imagined myself in a cage, and my inner me was banging on the bars, begging to be let out.

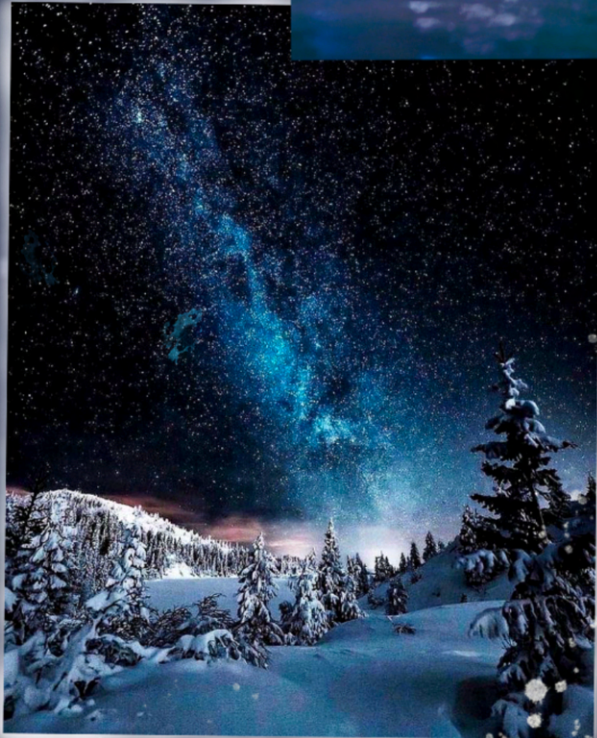
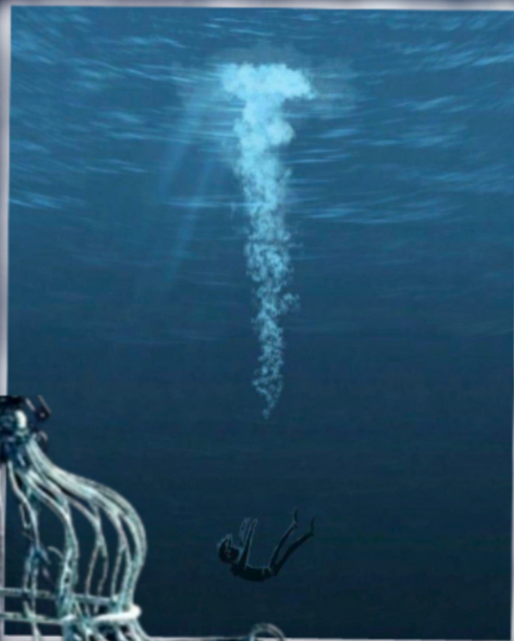


“What would it be like to open the door to that cage?”
“I’d step out and test the waters”

Social anxiety can make a person feel unseen and unheard, and it often makes people carry the belief that they are invisible, or a wallflower, amongst others. It takes great courage to face the fear on a daily basis, and navigating the unfamiliar is easier some days than others. Positive self-talk is a tool I've found helpful during anxious moments, and one affirmation I tell myself is "I deserve to take up space and form connections with others."



Despite my fears, how I "take up space" is by letting my truest self shine through everything I do. I remind myself that it's okay to show my inner world to others: a world that's deep, creative, rich, and thoughtful.

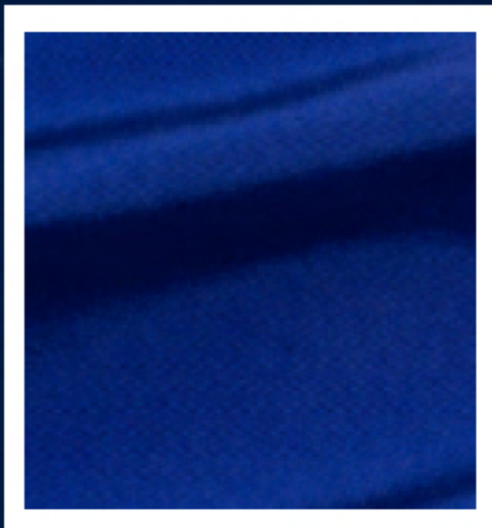


Collection Synopsis

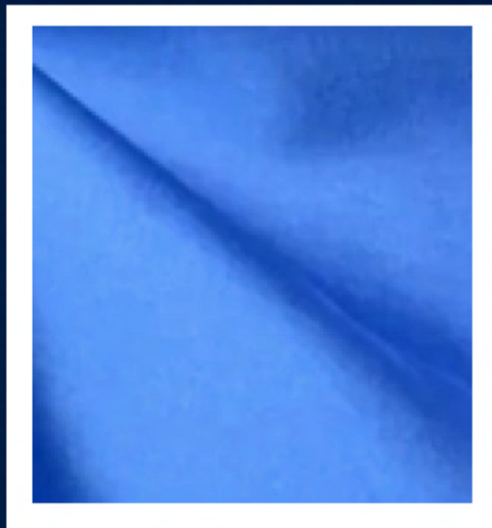
"Tranquil Waters" is a F/W women's luxury eveningwear collection inspired by the day to day challenges of managing social anxiety. Social anxiety is a "marked fear or anxiety about one or more social situations in which the individual is exposed to possible scrutiny by others" this includes scenarios such as social interactions, being observed, and performing in front of others. Having the courage to face the fear is like stepping into water for the first time, just getting a sense of the environment and determining that it is a safe space to exist freely in. The sleek, buoyant properties of water inspire the collection's silhouettes, and other nature elements, such as roses and butterflies, emphasize the distinguished, courageous nature of the wearer. Cobalt and azure fabrics with a smooth, silky hand make up the collection as well as white and silver accent fabrics and trims. The wearer is in her late twenties or early thirties, and she is a budding high level professional in her field as well as a passionate advocate for mental health awareness. Her salary ranges from \$90,000-\$115,000, and she spends \$800-\$1,500 on special occasion gowns for the galas and events that she speaks at. Some competitor brands include Marchesa and Lilly Ibrahim, but she often returns to the "Tranquil Waters" collection for its contemporary range of blues. A common belief held amongst those with social anxiety is that they are unseen and unheard; this collection encourages the wearer to not be afraid to venture the waters and let their true selves shine through everything they do. The "Tranquil Waters" customer is stronger than her fears, and she has all the tools necessary to successfully manage her anxiety as she advocates for a better world.



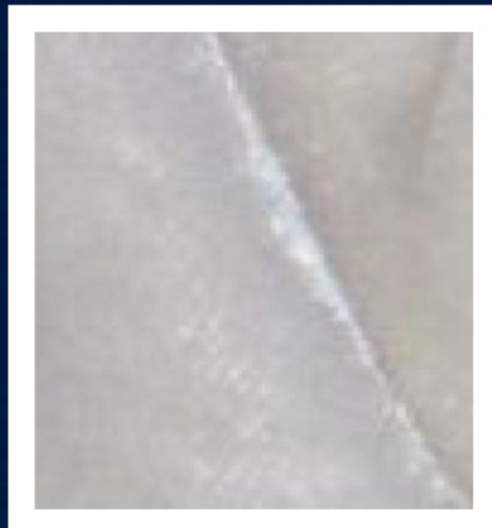
Fabric and Color Board



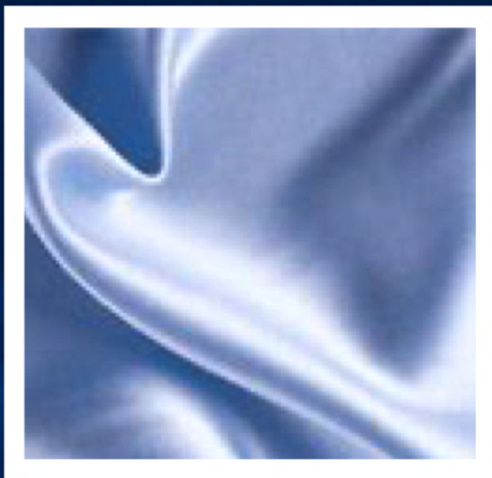
Silk Faille
100% Silk



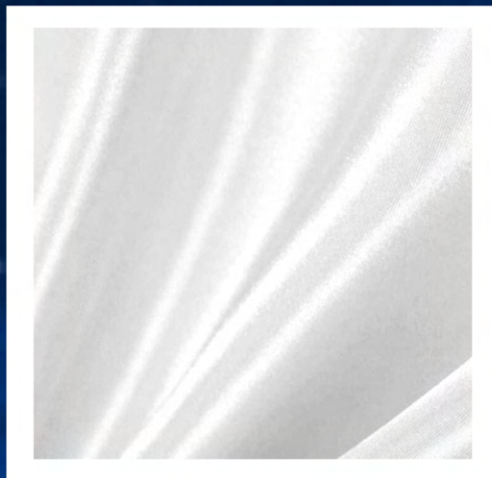
Silk Mikado
100% Silk



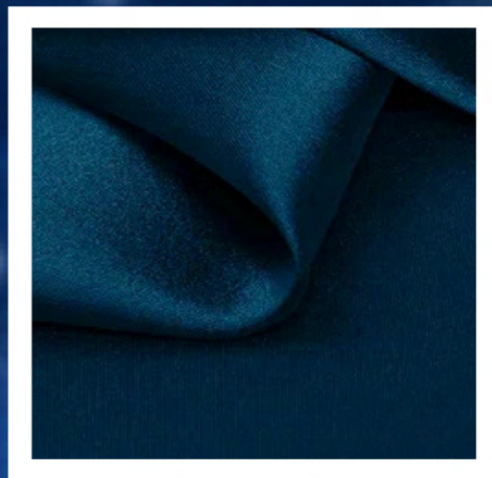
Velvet
20% Silk 80% Rayon



Polyester Satin
100% Polyester



Silk Charmeuse
100% Silk



Starlight



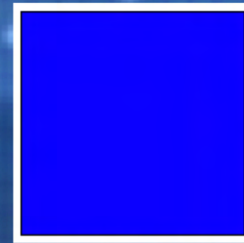
Reflections



Hope



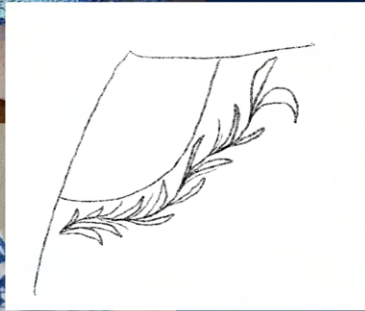
Sinking



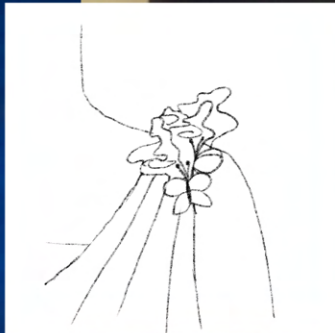
Deep End

Process Page

Sew on Embroidery



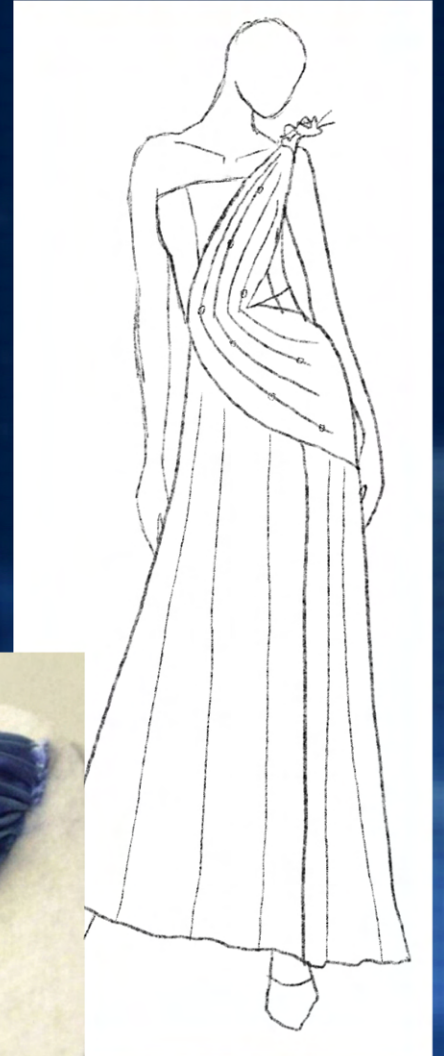
Applique Pocket
Detail



Organza Fabric Flowers



Asymmetrical Draped Silhouette



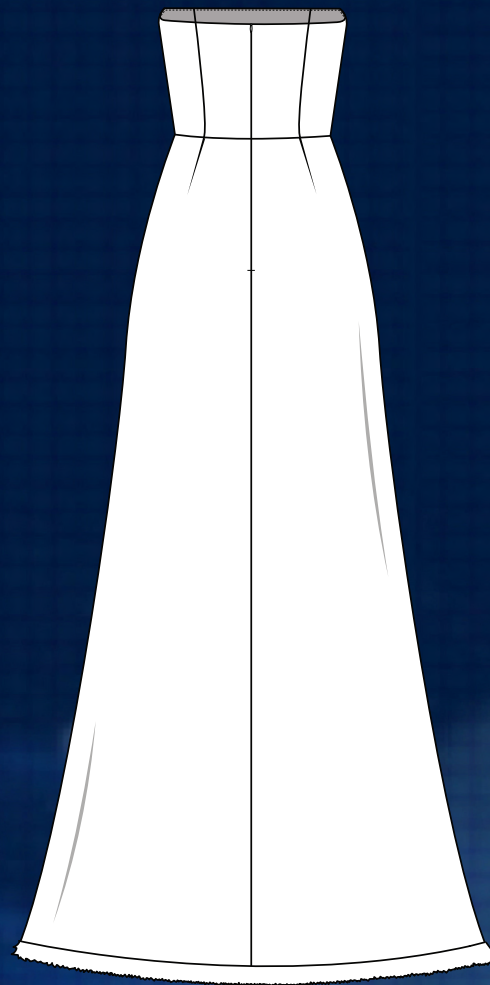
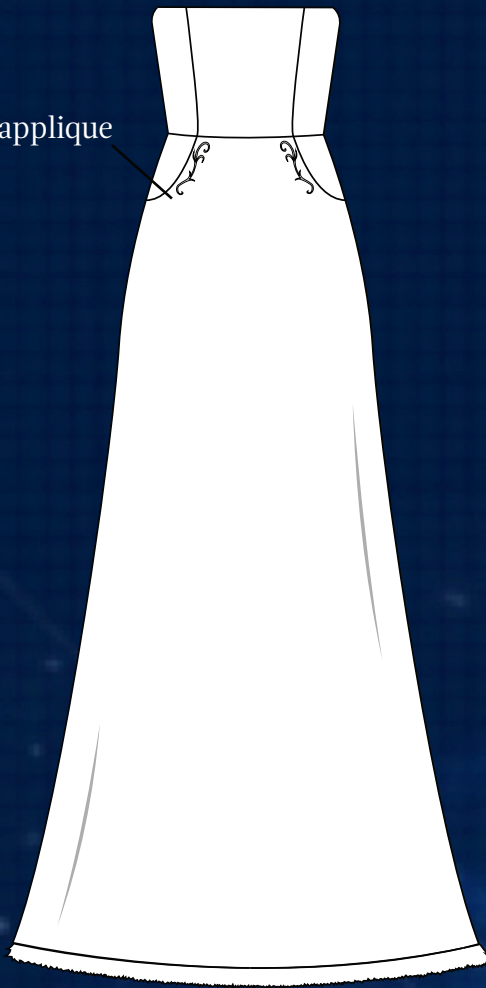
Pearl Beads and Crystals



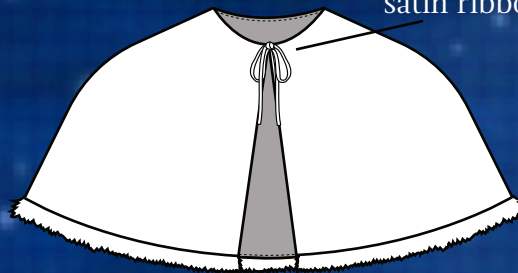




sew on applique



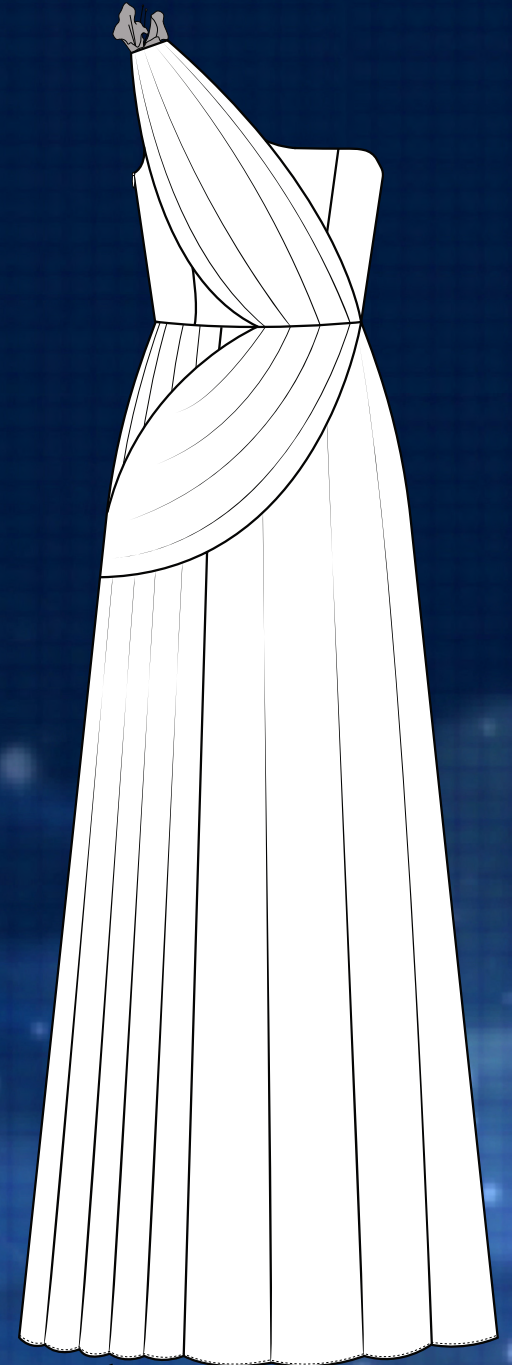
satin ribbon tie



white faux fur trim



white organza fabric flower



baby hem



satin fabric flower

