


heliophilia





THE SUN, WHICH IS ESSENTIAL TO LIFE ON EARTH, IS A SYMBOL OF WARMTH AND CREATION. TO FLOURISH, PLANTS REQUIRE SUNSHINE. HUMANS AND OTHER ANIMALS DEPEND ON PLANTS FOR BOTH FOOD AND THE OXYGEN THEY EMIT. FEELING IS ALSO GREATLY INFLUENCED BY THE SUN.

THE SUN HAS THE POWER TO CHANGE ONE'S MOOD AND STATE OF MIND. SEROTONIN IS A HORMONE THAT THE BRAIN RELEASES MORE WHEN EXPOSED TO SUNLIGHT. THIS COLLECTION WORKS TO BE THE SUNLIGHT IN ALL PEOPLE, AS A FORM OF SEROTONIN AND FLOURISHING. AS A RESULT, THE SUN, AND THIS COLLECTION, IS A POWERHOUSE OF LIFE.

helioph

F/W

APOLLO, A GOD IN GREEK MYTHOLOGY, WAS RESPONSIBLE FOR DELIVERING THE SUN TO EARTH EVERY DAY ALONG WITH HELIOS. AS A DESIGNER FOR THIS COLLECTION, I WORK TO DELIVER SUNLIGHT AND HAPPINESS TO THOSE WHO WEAR THIS COLLECTION. APOLLO SYMBOLIZED THE ATTRIBUTES OF THE SUN. HE WAS FREQUENTLY REFERRED TO AS "PHOEBUS" AS A RESULT, WHICH MEANS BRIGHT AND PURE. THIS HAS TO DO WITH HOW THE SUN MAKES YOU FEEL. PURE. AS LONG AS THE SUN SHINES, EVEN A SINGLE DAY CAN BE WONDERFUL.

THE SUN IS THE ULTIMATE POWER OVER ALL FACETS OF LIFE AND IS A POWERHOUSE OF EXISTENCE. OVERALL, WARM HUES, SHEER, PLEATS, AND DRAPED FEATURES WILL BE USED IN THIS COLLECTION OF PURITY TO PAY TRIBUTE TO THE SUN AND ITS IMPACT ON SOCIETY.

ilia F/W

(N.) DESIRE TO STAY IN THE SUN;
LOVE OF SUNLIGHT



visual research

OUR LANDMASSES, SEAS, AND ATMOSPHERE ARE ALL HEATED BY THE SUN. IT CAUSES EVAPORATION OF WATER TO FORM CLOUDS. SMALL WATER DROPLETS FORM INSIDE THE CLOUDS WHEN THE WATER VAPOR COOLS; THESE DROPLETS WILL EVENTUALLY FALL AS RAIN, GIVING PEOPLE, ANIMALS, AND PLANTS ACCESS TO WATER. CARBON DIOXIDE (CO₂) AND WATER ARE BEING CONVERTED TO CARBS BY THE PLANTS BY THE USE OF SUNSHINE. THEY ALSO RELEASE OXYGEN, WHICH IS NECESSARY FOR HUMAN BREATHING. SIMILAR TO HUMANS AND OTHER ANIMALS, PLANTS REQUIRE CARBOHYDRATES FOR GROWTH, A PROCESS KNOWN AS PHOTOSYNTHESIS.



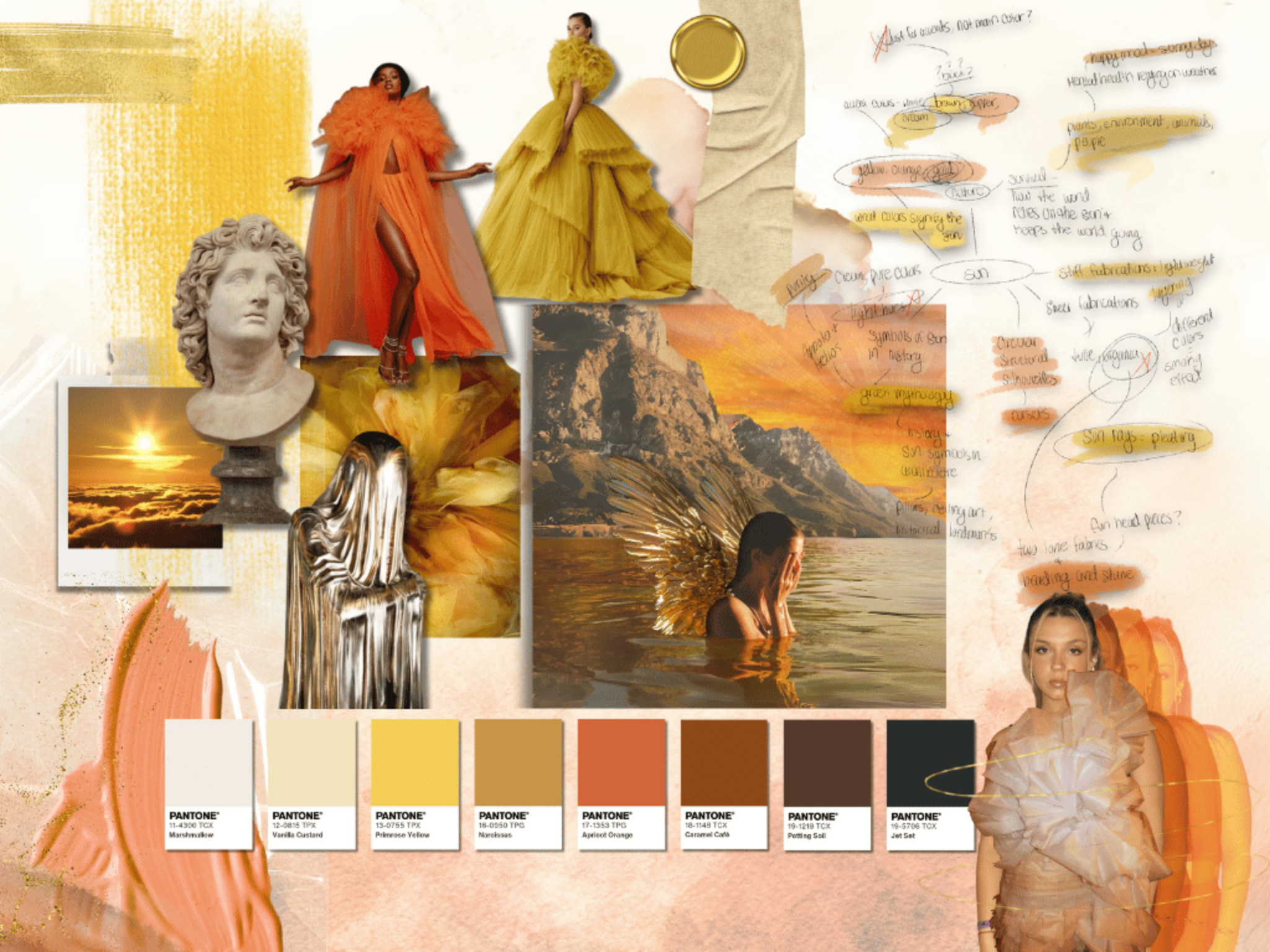
THE SUN IN GREECE WAS FREQUENTLY CONNECTED TO REBIRTH, GROWTH, AND LIFE. THE SUN WAS PERSONIFIED IN GREEK MYTHOLOGY AS THE GOD HELIOS, WHO CARRIED LIGHT ACROSS THE SKY ON A CHARIOT EVERY DAY. THE SUN EMBLEM WAS WIDELY UTILIZED IN GREEK ART AND ARCHITECTURE. SOLAR ARCHITECTURE WAS HIGHLY DEVELOPED THROUGHOUT ANCIENT GREECE, AS EVIDENCED BY THE EXCAVATIONS OF NUMEROUS CLASSICAL GREEK SITES. ALL CITIES WERE DESIGNED TO GIVE THEIR RESIDENTS EQUAL ACCESS TO THE WINTER SUN, WITH INDIVIDUAL RESIDENCES FACING THE SOUTHERN HORIZON (THE NORTHERN HORIZON IN THE SOUTHERN HEMISPHERE), WHICH INSPIRED SILHOUETTES AND TEXTURES OF THIS COLLECTION.



visual research

SUNLIGHT HAS MANY POSITIVE EFFECTS ON THE BODY AND CAN BE QUITE BENEFICIAL, WHICH IS THE GOAL OF THIS COLLECTION. IT CAN IMPROVE YOUR BONES, MIND, AND VISION, AMONG OTHER THINGS. THERE ARE SEVERAL VITAL ROLES THAT VITAMIN D PLAYS IN THE BODY. IT INFLUENCES CELL GROWTH AND ENCOURAGES LESS INFLAMMATION. SEASONS WITH LESS SUN EXPOSURE WERE ASSOCIATED WITH HIGHER RATES OF MENTAL HEALTH DISORDERS, ACCORDING TO BYU RESEARCHERS. CONVERSELY, DAYS WITH LOTS OF SUNSHINE WERE LINKED TO GREATER MENTAL HEALTH; IN FACT, SUNSHINE AVAILABILITY AFFECTS MOOD MORE THAN TEMPERATURE, PRECIPITATION, OR ANY OTHER ENVIRONMENTAL ELEMENT.

THERE ARE ALSO BENEFITS FROM THE SEROTONIN PRODUCED BY THE SUN'S RAYS IN REGARDS TO GETTING BETTER SLEEP. MELATONIN, IS A HORMONE THAT CAUSES PEOPLE TO SLEEP, WORKS IN UNISON WITH SEROTONIN IN EVERY HUMAN'S BRAIN. IT IS ADVISED TO CONSUME 4,000 INTERNATIONAL UNITS OF LIGHT EVERY DAY. GETTING ENOUGH SUN EXPOSURE AIDS IN THE BODY'S ABSORPTION OF CALCIUM, EVEN IF CALCIUM CONSUMPTION IS EQUALLY ESSENTIAL FOR STRONG BONES. BODIES RELEASE NITRIC OXIDE INTO BLOODSTREAMS WHEN SUNSHINE STRIKES SKIN. THIS SUBSTANCE LOWERS BLOOD PRESSURE AND STRENGTHENS THE HEART. THE PATTERN OF HIGH LEVELS OF SEROTONIN AND PROCESS OF THE SUNS IMPACT ON THE BRAIN INFLUENCED SILHOUETTES IN THIS COLLECTION, AS WILL BE REFERENCED FURTHER.



~~Not for awards, not main color?~~

happy mood - sunny days
mental health relying on weather

plants, environment, animals, people

yellow, orange, gold

what colors signify the sun

sun

stiff fabrics, lightweight

sheer fabrics

different colors among cultures

will, religion

Sun rays - pleating

sun head pieces?

two tone fabrics
braiding and shine

circle, structural, silhouettes, curves

history + sun symbols in architecture

pillars, ceiling art, historical landmarks

greek, pure colors

light hues

greek + helios

symbols of sun in history

green mythology

PANTONE® 11-4300 TCX Marshmallow	PANTONE® 12-0815 TPX Vanilla Custard	PANTONE® 13-0755 TPX Peaches Yellow	PANTONE® 16-0550 TPG Narcissus	PANTONE® 17-1353 TPG Apricot Orange	PANTONE® 18-1148 TCX Caramel Cofé	PANTONE® 19-1218 TCX Potting Soil	PANTONE® 19-5706 TCX Jet Set

the heat of the pleat





SUCCESS
A HARD WORKING JOB IS AN
ESSENTIAL IN THEIR EVERYDAY
LIFE & CONTRIBUTES TO THEIR
SUCCESS



SOCIAL LIFE
NIGHTLIFE & BEING SOCIAL WITH
FRIENDS AFTER WORK & ON THE
WEEKENDS IS ROUTINE FOR THEM

NATURE LOVER
SPENDING TIME IN NATURE
PROVIDES THEM WITH PEACE AND
COMFORTABILITY



ADVENTUROUS
TRAVELING OFTEN AND GOING
BEYOND THEIR COMFORT ZONE



HEALTH & WELLBEING IS KEY
MAINTAINING A HEALTHY LIFESTYLE IS
THEIR KEY TO PHYSICAL, MENTAL,
AND EMOTIONAL SUCCESS

GEOGRAPHICS
LIVES IN A HIGH CLASS
SUBURBAN AREA
SURROUNDED BY
FASHION, BUSINESS, AND
NIGHTLIFE



the golden muse

the sun to be in the sun
is purity. purity is the
sunlight. sunlight is the
heart to all life



wings look like pleats



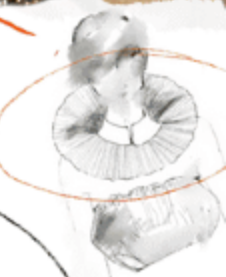
playing with the different fabrics



the fitted / stiff corsetry to contrast the light and airy fabrications



common theme of rounded / cylindrical motifs, great contrast to the straight pleating factors in the collection



repetition of vertical lines mirrors the structure of pleating - always very prominent in greek architecture



symbolising folds of a curtain when open to let sunlight in



trying to combine pleating with circular silhouettes



pleat variations:
sunlight appears
to the human eye
in many different
ways, shapes and
sizes

Sunlight helps boost serotonin,
which is a chemical in the human
brain.



= the sun

Step 2

Sunlight enters
our brains through
our eyes when they
come in contact with
sun rays

Step 1



through the
hypothalamus,
Sunlight helps
regulate circadian
rhythm (for example,
melatonin, serotonin, and
body temperature.)

Serotonin gives the human body
more energy, and keeps us
calm, positive, and focused.

more energy

Improved mood

better sleep

Wave-like
drape to
represent
boosted waves of
serotonin

pleats to
represent
sun rays



Sunrays
gathered
drape



the pleated influence of Roberto Capucci



he has a lot of intricate construction and pleating

these pieces are among his many dress sculptures

he was discovered in 1961 when he debuted his collection in Florence



these garments are referred to as "studies in form"

he was inspired by architecture, nature and art



he uses a lot of raffia, wire and stones

Roberto Capucci was known for his innovative silhouettes and master of color



determining fabrications

Stick to light and airy fabrications with heavy fabrics for outerwear
drapy, pleated pants



looking for
tailor effect



full, bulky
sleeves
could be
achieved
with
wool
and
leather



transparent
pleats provide
a sophisticated
effect

maybe
beaded fabric?

When, pleated,
stiff fabrications
could represent sun rays



sustainability practices

BEING AS SUSTAINABLE AS POSSIBLE WAS THE TOP PRIORITY WHEN DESIGNING THIS CLOTHING COLLECTION. THE TEXTILES ARE THE FIRST STAGE IN MAKING THIS LINE OF SUSTAINABLE FASHION. I MADE A CONSCIOUS DECISION TO TRY MY BEST TO STAY AWAY FROM SYNTHETIC MATERIALS LIKE POLYESTER, NYLON, AND ACRYLIC WHEN SELECTING FABRICS BECAUSE THEY ARE MADE FROM FOSSIL FUELS. MICROPLASTICS ARE RELEASED INTO THE ENVIRONMENT BY THESE FABRICS, WHICH ARE NOT BIODEGRADABLE. RATHER, I WENT WITH ORGANIC, FAIR TRADE, OR ECO-LABEL CERTIFIED NATURAL OR RECYCLED MATERIALS.

ONE OF MY NOVELTIES, FOR INSTANCE, WAS NATURAL RAFFIA, A SUSTAINABLE MATERIAL DERIVED FROM RAFFIA PALM TREES THAT GROW QUICKLY AND ARE COLLECTED SEVERAL TIMES A YEAR. 100% OF RAFFIA IS BIODEGRADABLE. HERBICIDES OR INSECTICIDES ARE NOT NEEDED FOR RAFFIA TO FLOURISH.

LEATHER MADE FROM LAMB SKIN IS ANOTHER ONE OF MY TEXTILES. UNLIKE FAUX LEATHERS PRODUCED OF SYNTHETIC MATERIALS, REAL LAMBSKINS DECOMPOSE COMPLETELY AND DO NOT END UP IN A LANDFILL FOR HUNDREDS OF YEARS AFTER BEING ABANDONED. DURING THIS TECHNIQUE, THE LAMBS ARE ESSENTIALLY RAISED FOR THEIR MEAT RATHER THAN THEIR SKINS, THUS THERE IS NO WASTE.

SECONDLY, A WIDE VARIETY OF SILKS ALSO SERVES AS THE PRINCIPAL COUNTERBALANCE IN MY COLLECTION. IT IS THOUGHT THAT SILK IS A MORE SUSTAINABLE MATERIAL. COMPARED TO MANY OTHER FIBERS, IT REQUIRES LESS ENERGY, WATER, AND CHEMICALS AND IS A RENEWABLE RESOURCE THAT CAN BIODEGRADE. SILK WAS EITHER THE ONLY INGREDIENT OR A MIX IN SOME OF THE FABRICS. THE RECYCLED POLYESTER USED IN THIS COLLECTION IS ANOTHER ELEMENT. EVEN THOUGH IT'S NOT THE IDEAL FABRIC CONTENT, THERE ARE SITUATIONS WHEN IT'S DIFFICULT TO AVOID. IT IS ALSO REFERRED TO AS RPET, OR RECYCLED POLYETHYLENE TEREPHTHALATE. COMPARED TO ITS PRISTINE EQUIVALENT, IT HAS A LOWER CARBON FOOTPRINT. RECLAIMING PLASTIC WASTE ALSO PREVENTS IT FROM ENDING UP IN THE TRASH OR AS FOOD FOR WHALES AND OTHER MARINE LIFE.

LAST BUT NOT LEAST, MY SELECTION OF BOILED WOOL IS ANOTHER KEY ASPECT IN THIS COLLECTION. BOILING WOOL IS RENOWNED FOR ITS ABILITY TO RESIST PILLING AND STRETCHING, WHICH HELPS GARMENTS KEEP THEIR QUALITY AND SHAPE OVER TIME. BOILING WOOL TEXTILES ARE A SUSTAINABLE OPTION BECAUSE OF THEIR LONGEVITY, WHICH CAN TOLERATE HEAVY USE AND PERSIST FOR MANY YEARS BEFORE NEEDING TO BE REPLACED.

sustainability practices

I WOULD ALSO TRY TO MAKE THIS COLLECTION SUSTAINABLE BY CAREFULLY SELECTING THE MATERIALS TO OFFER DURABILITY AND VERSATILITY. BECAUSE OF THE BROAD AREAS OF SILHOUETTES AND PLEATING MOTIFS, EVERY PIECE IN THE COLLECTION CAN BE COMBINED OR COUPLED WITH OTHER PIECES. THIS LINE AIMS TO PROVIDE PIECES OF CLOTHING THAT ARE VERSATILE FOR ANY CUSTOMER AS WELL AS BEING LONG-LASTING. THIS WILL CONSERVE RESOURCES AND ENERGY BY LOWERING THE FREQUENCY OF WASHING, REPAIRING, OR REPLACING. REGARDING LONGEVITY, NUMEROUS ROBUST STITCHING TECHNIQUES EXIST TO STRENGTHEN THE CLOTHING, LIKE FRENCH AND BOUND SEAMS, WHICH PROVIDE SOLIDITY. ADDITIONALLY, THERE ARE TIES, SNAPS, ZIPPERS, AND BUTTONS THAT ENABLE MODIFICATIONS OR CHANGES SO THE GARMENT CAN BE WORN IN MANY WAYS.

WASTE AND EMISSIONS WOULD BE KEPT TO A MINIMUM DURING THIS COLLECTION PROCESS. FOR THIS REASON, I WOULD LIKE TO LOOK INTO EFFECTIVE TECHNIQUES AND EQUIPMENT FOR CUTTING, SEWING, AND FINISHING THE CLOTHES. ONE IMPORTANT STEP WOULD BE TO USE TECHNIQUES LIKE ZERO-WASTE PATTERN MAKING, WHICH USES ALL OF THE FABRIC WITHOUT LEAVING ANY SCRAPS, AND ANY EXTRA STRIPS OR SCRAPS THAT WOULD BE FOUND COULD BE USED TO REINFORCE SEAMS, EVERYTHING MUST BE USED UP. DIGITAL TOOLS WOULD ALSO BE USED BY ME. IN ADDITION, I WOULD CHOOSE NON-TOXIC, BIODEGRADABLE NATURAL OR LOW-IMPACT DYES AND FINISHES.



fabricating in the light



1.



2.



3.



4.





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10.



11.



12.



13.



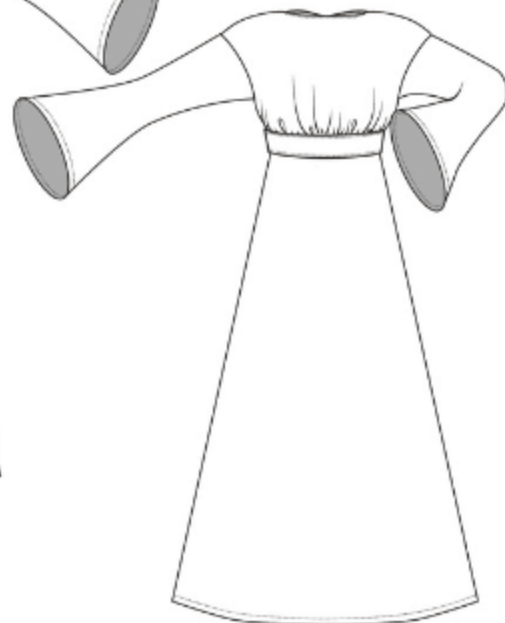
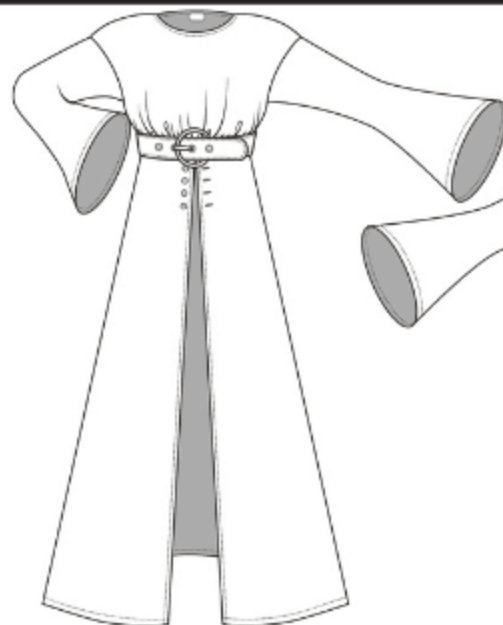
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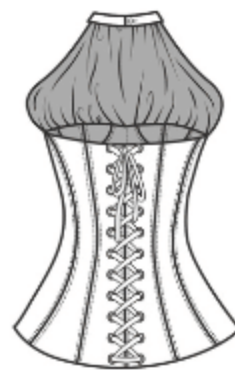




02

LOOK



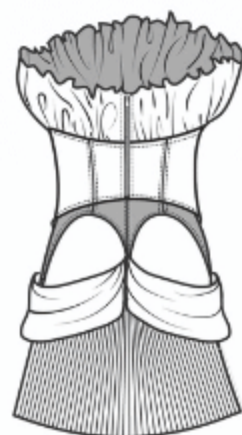
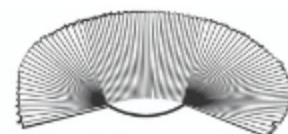
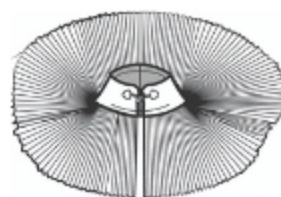


LOOK

03

05

LOOK



06 LOOK



10

LOOK



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