

The image features a central text composition on a light beige background. The name 'joanna difeo' is written in a lowercase, serif font with a subtle drop shadow. Overlaid on this is a large, elegant, dark brown monogram 'M'. The background is decorated with floral and fabric motifs: a brown fabric with gold sequins in the top-left, a white fabric with a pink floral sprig in the top-right, a white fabric with a dandelion seed head in the bottom-left, and a brown fabric with a white floral sprig in the bottom-right. A vertical band of gold sequins runs down the right side of the page.

joanna difeo

M



**la bellezza della
libertà
&
finalmente vive bella
e libera**

SPRING 2023 COUTURE COLLECTION, PART 1 & 2



**la bellezza della
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La Bellezza Della Libertà is the result of my intense passion for bridal design. This spring collection focuses on breaking free from prior commitment expectations and running away from something that one once believed was good for them. This collection draws extensively on the 2018 Met Gala's Heavenly Bodies theme, which links in with the themes of freedom and the ability to become powerful and heavenly after achieving it. This collection makes individuals feel more confident and highlights each customer's innate beauty, putting it into an angelic alternate world where they are embodying strength, power, and royalty.

What is this collection
aiming to highlight?

Just like Fashion's complex, controversial
relationship with Catholicism, the idea of a
runaway bride focuses on the complex,
controversial relationship with the fear of
commitment to marriage, and thus one
desiring to be a free spirit.





What will be included
in this collection?

A variety of representations of
significant religious art and artifacts
combined with avant garde cocktail
bridal dresses and full gowns.



What exactly are heavenly bodies in regards to fashion?

Heavenly Bodies represents fashion's complex and often controversial relationship with Catholicism by examining the role of spirituality and religion in contemporary culture. Thus, representing a connection of significant religious art and artifacts to their sartorial expressions.



1040s

B.C.E.



What is the origin of the wedding gown?

The idea of dressing up for marriage is said to have come from a Chinese mythology in which a princess was told that wearing a phoenix dress and crown would bring her luck and perseverance in the marriage. Today, Chinese brides still love spectacular crimson gowns with phoenix tails as a symbolic homage to that old tale.

2000s

PRESENT DAY



How did the tradition of having a white wedding dress originally come to be?

The tradition of wearing white during weddings is said to have originated from such a marriage-market custom, but it is also possible that it developed during the Victorian era, which was marked by associations with virginity and purity. White clothing had been an expensive and challenging status symbol at a number of British weddings throughout the 1400s and 1500s, but once Queen Victoria wore a white wedding gown in 1840, the idea of a white wedding dress became the norm in the western world.

wedding
potrait
by

FRANZ XAVER
WINTERHALTER

queen
victoria's
WEDDING DRESS

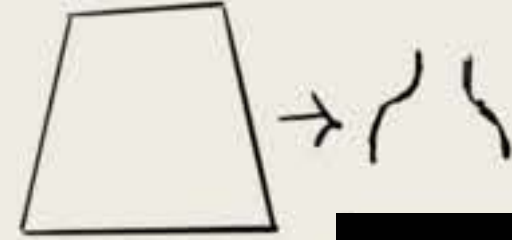


gold color palette

pearls + beads



Shape for hip structure



points aspects from triang

+
Shape
Structure
at hips

incorporate triangular
structure and points



Beading clusters placement



incorporate
pleating

→ circular
Shapes +
design elements

practice sketch



pulling design elements
from historical pieces.



More pointed aspects
looping and pleating the fabrics

diamond shapes

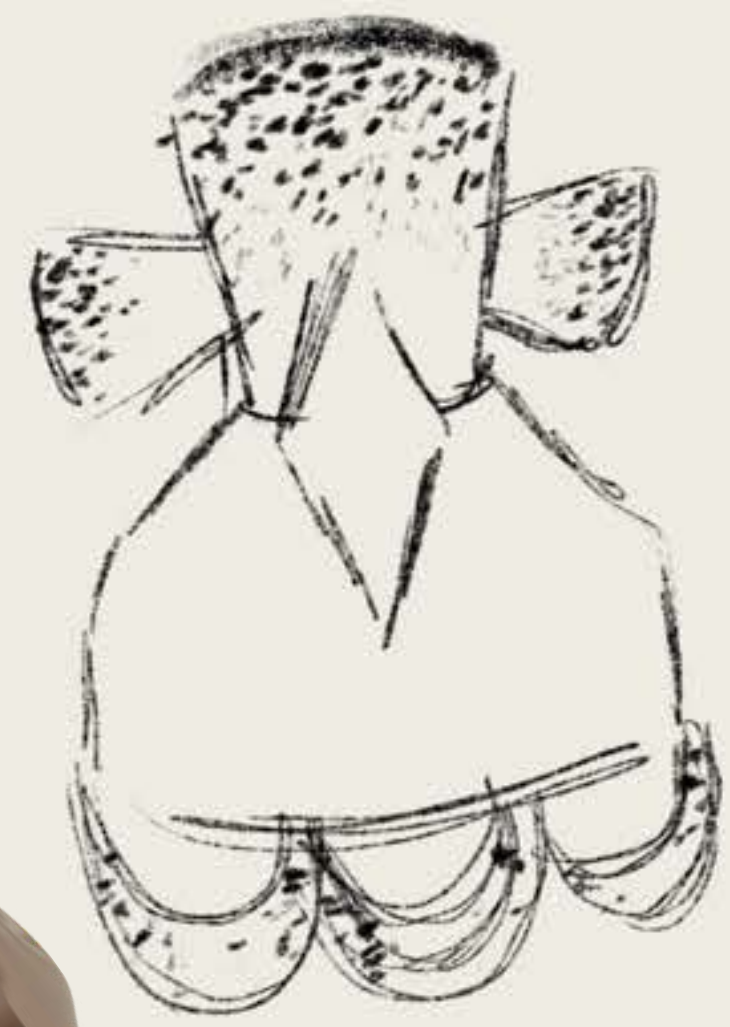


pulling design elements from historical pieces.



Keyhole like aspects
More circular aspects

repetitive patterns



teardrop

More cross elements





flower shaped into a cross



More point aspects



CREATED PRINT

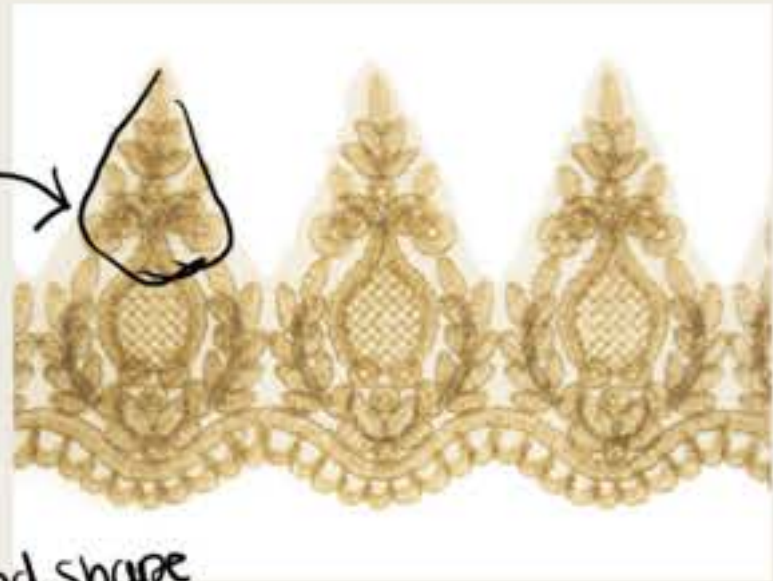
add draped elements that are similar



Pulling design elements from historical pieces.



diamond shape aspects



rounded beads + stones

Trims representative of art pieces.

repeated patterns

add wings for angelic element
repeated patterns



Pantone Color Story

part 1 & 2



gold hardware
and
accents

bright white #f4f5f0



Vanilla ice #f0eada



Star white #efefe8



turtledove
#ded7c8



Italian Straw #e7d1a1



Pantone swatches:



The Immaculate Conception by Guido Reni (1627)



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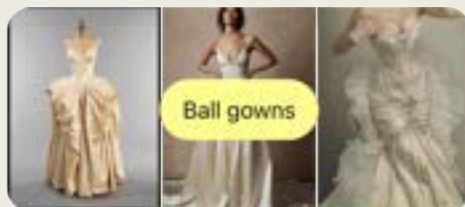
gold hardware fashion ✕

avant garde techniques ✕

avant garde technique ✕



Fashion details



Ball gowns



Wearable art



Runway fashion



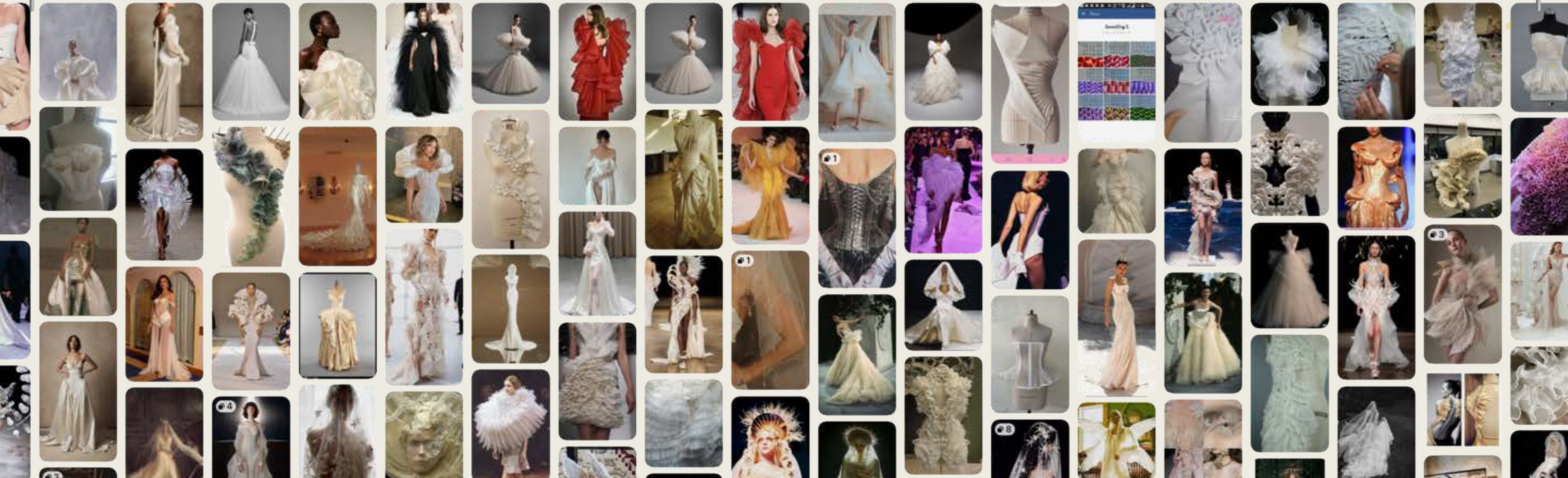
Fabric manipulation techniques



Fantasy clothing



Met gala looks





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TREND INSPIRATION FOR PART 1 & 2



la bellezza della
libertà

SPRING 2023 DAYWEAR , PROJECT PART 1

the flower girls basket

AN ASSORTMENT OF FLOWER PETALS AND FABRIC
PETALS TO DRIZZLE ALONG THE CENTER ISLE THAT THE
BRIDE WALKS ON

PART 1 FABRICS



thumbnails

PART 1: SPRING 2023 COUTURE
COCKTAIL/DAYWEAR COLLECTION



Joanna
Difoo

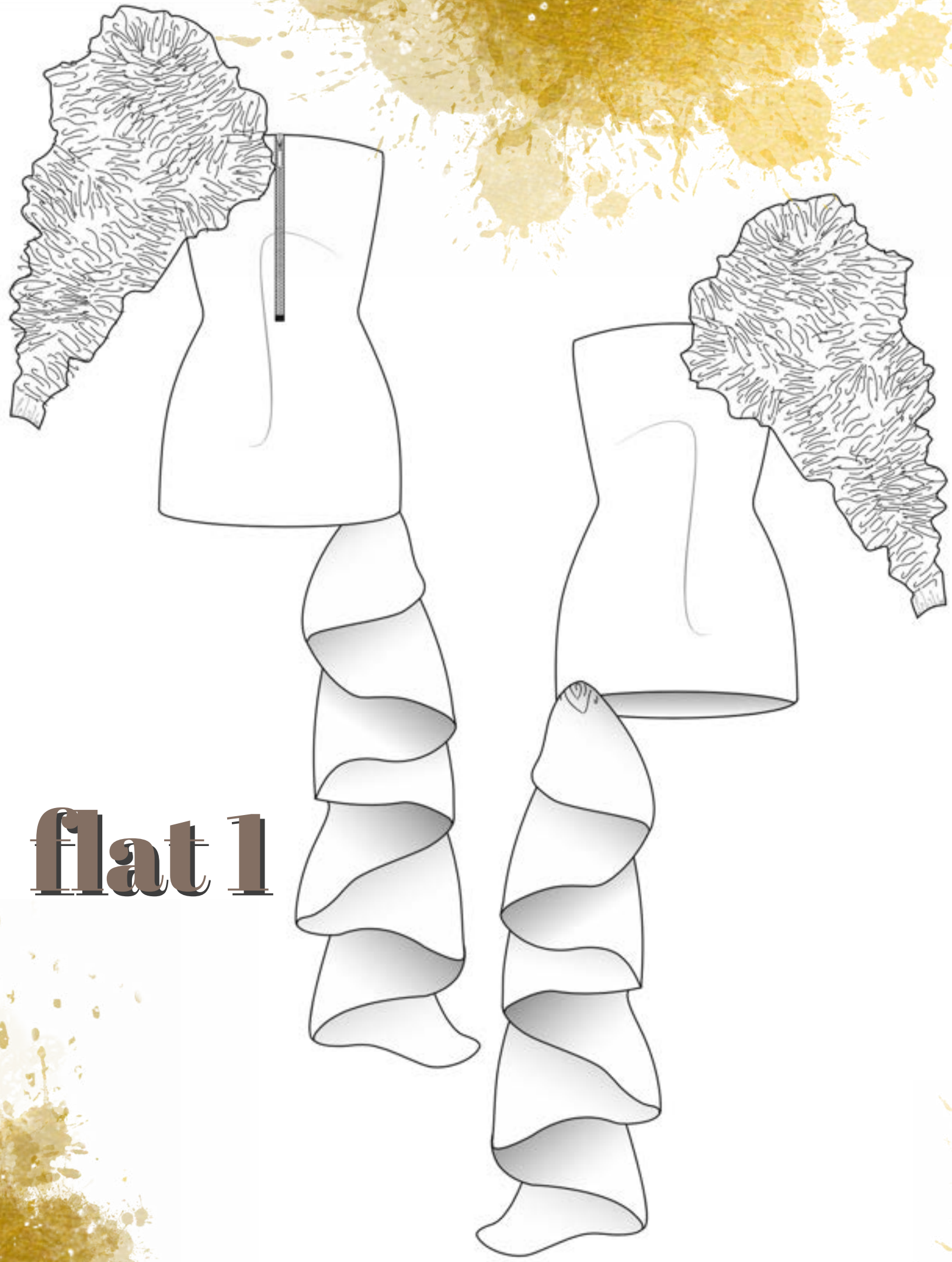


Joanna
Difeo

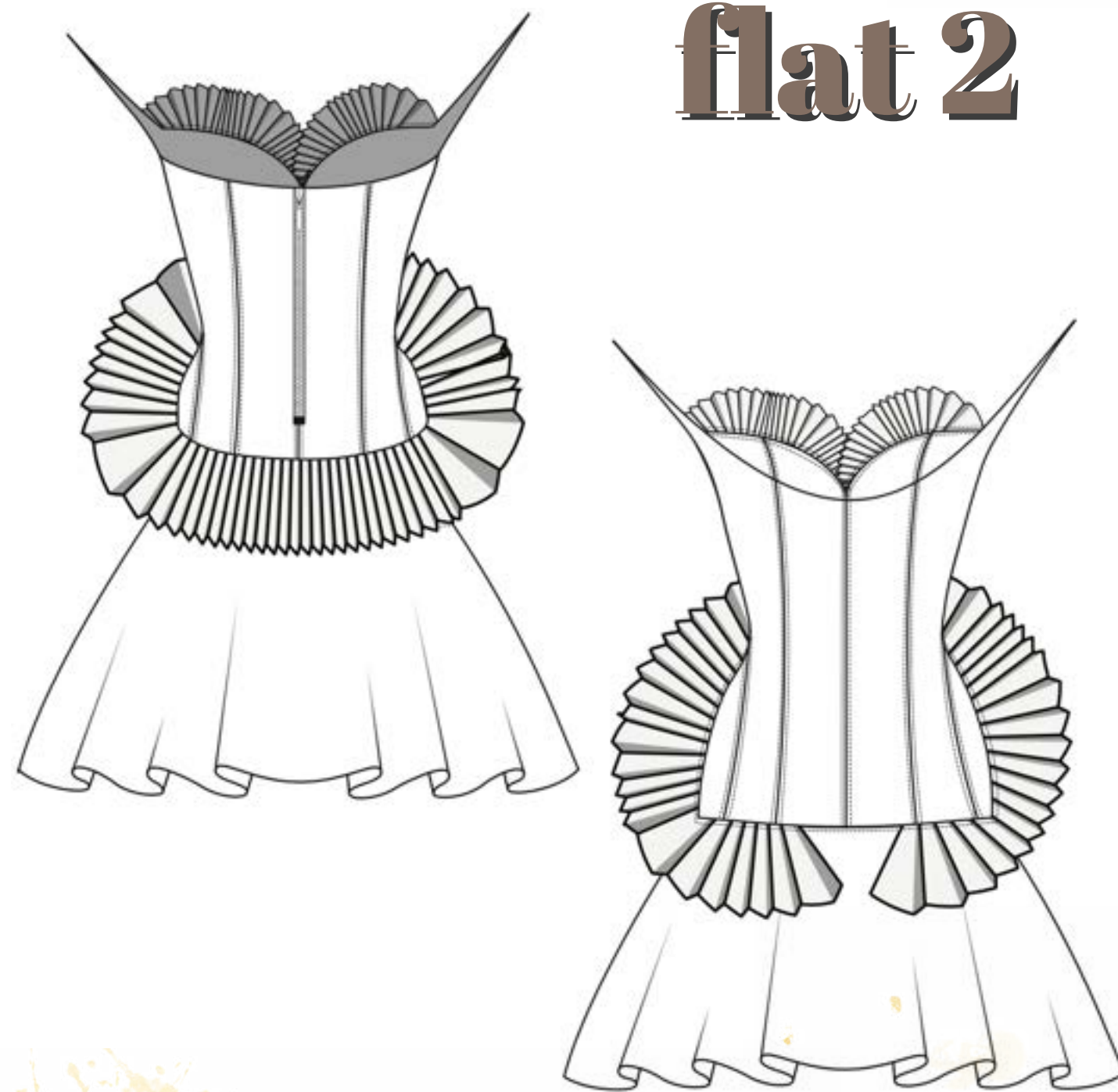


Joanna
Lefko

flat 1



flat 2





**finalmente vive bella
e libera**

FALL 2023 EVENING, PROJECT PART 2

something old

A OLD HOLY PENDANT FROM THE YEAR 1100 B.C. AS A
TAKE ON THE WEDDING TRADITION OF "SOMETHING
OLD, SOMETHING NEW, SOMETHING BORROWED,
SOMETHING BLUE."

PART 2 FABRICS





store:
bergdorf
goodman



store
window
display



thumbnails

PART 2: FALL 2023 COUTURE EVENING/AVANT GARDE COLLECTION



Joanna
DiFeo



Joanna
Lifoo



Joanna
de Fco



Joanna
difeo



Joanna
de Fou