



PORTFOLIO 2020

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

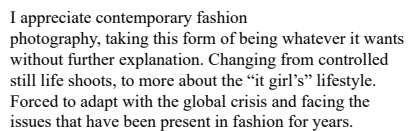


FASHION FALL 2019



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.



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.



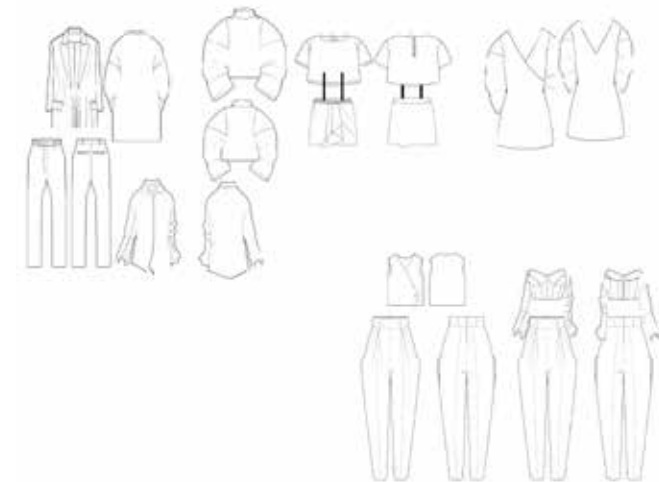






Collaged Image, Fashion Croquis are not my own.

FINAL LINEUP



SCULPTURAL PATTERN MAKING





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.





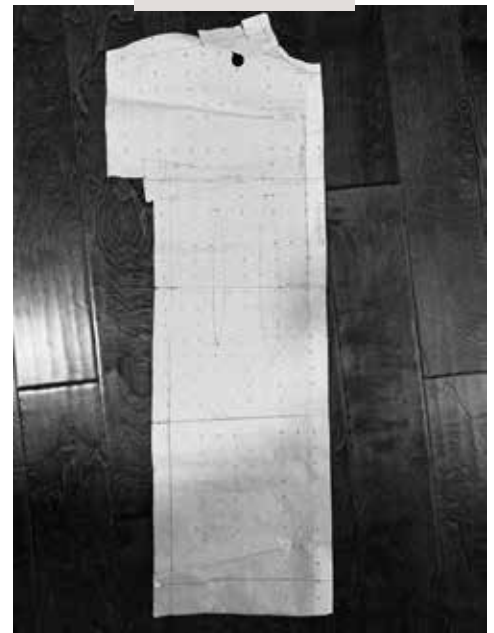
Installing the work in medium format film, a photography process of the past, contradicts this need to change and adapt in the way that the subject matter, fashion design must execute.

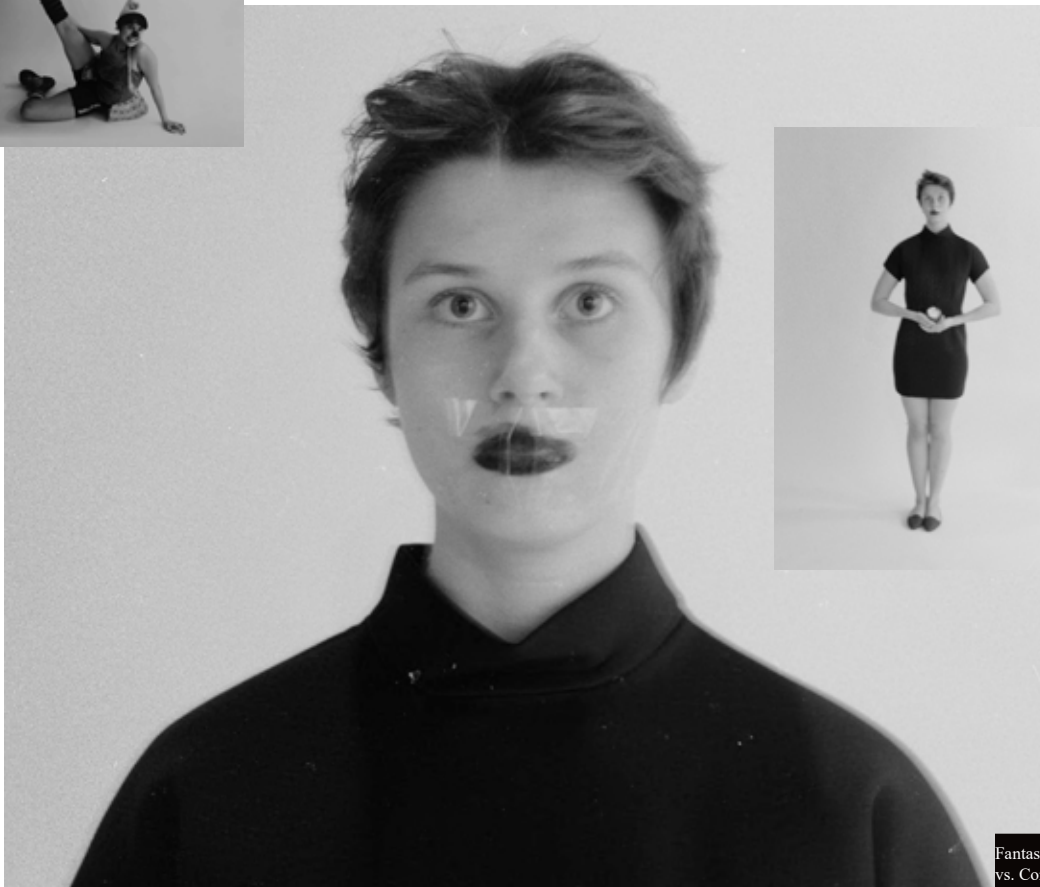


Collaged Image, Fashion Croquis are not my own.



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



I am also trained in printmaking from my undergraduate studies. I wanted to learn other ways to document and display fashion, utilizing a technique that wasn't typically associated within my industry. This medium allowed me to connect my fashion photography and designs into a cohesive piece.

Additionally, this work is inspired by my mother who is controlled by her mental illness and addiction.



SCREENPRINT

MA MÈRE. MON AMOUR. MA MUSE.



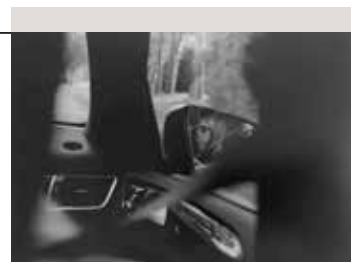
My mother, my love, my muse. My mother is a large part of why I picked up the additional medium of photography. She herself is a photographer and is unfortunately looking through life as if it were meant to only be a photograph.

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



These photographs were taken in Las Vegas, Nevada and relate nature/natural light with free-flowing forms that are amorphous. And structured/artificial light with forms that have sharp lines and defined shapes. This plays with the idea of cultivation for big cities and pollution. This collective group of photographs coincides with one another by relating light on two different subject fields; nature and architecture/signs.

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, which is a thirty-minute drive outside of Vegas, 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



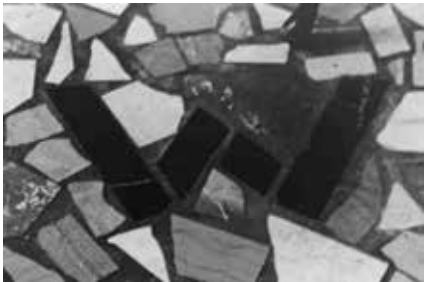
Beth Plymale
Detachment Series, 2018
35mm Format Film, 11x14 & 8x10 inches
Artist Collection

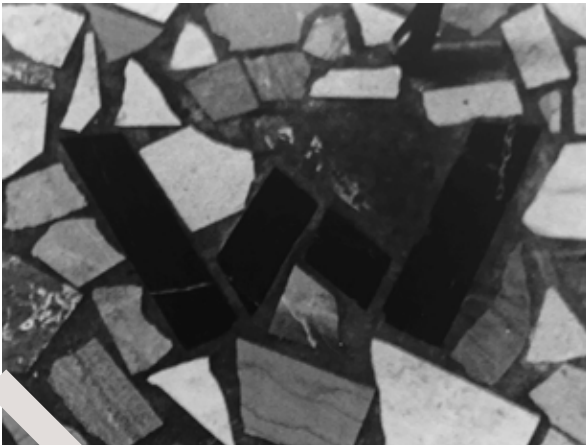


This collection of black and white photographs shown is 35mm format with twelve prints that consist of two separate settings; an empty childhood home and the streets of New York City. These photographs relate reality (home) to that of a dream state (New York), much like the idea of reaching into the subconscious expressed through surrealist works. 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 and forcing the audience to interact with the work in a certain manner. 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**.

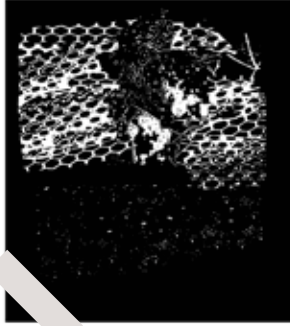
LOGO

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.



PROCESS



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, gaining cultural intelligence, and enhancing fashion marketing skills.

Plymale is known for New York Streetwear and utilizing black as the predominant color in all collections. Plymale's fashion designs are an exploration of sculptural streetwear apparel that she employs through neoprene textiles. These designs create volume and form off the body and show her curiosity in what fabric can do.





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BETHANY PLYMALE

bethany.plymale@bethanyplymale.com

EDUCATION

BS

Coastal Carolina, Art Studio
Graduated 4.0
Minored in Business Marketing

Savannah College of Art and Design
Fashion Design and Fibers

Graduated 2019



VOLUNTEER EXPERIENCE

Omega Phi Alpha President and Service Advisor	2014-2016
Operation Christmas Child Project Leader	2014-2016
Relay for Life Team Leader & Fundraiser	2014-2016
Serve SCAD, Member Savannah College of Art and Design	2014
Special Olympics Volunteer	2014

SOFTWARE

KNOWLEDGE

Applications: Adobe Creative
Cloud,
Microsoft Office, iMovie

Platforms: Illustrator, Photoshop,
InDesign, Lightroom, PowerPoint,
Word, Excel, Hootsuite

JOB EXPERIENCE & Training

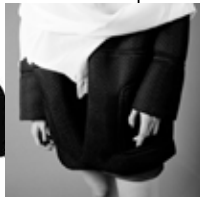
Precious Paws Boutique Social Media Specialist, Marketing	July 2019
Social Media Marketing Certification Hootsuite	August 2019
Kate Spade New York, Retail • Internal team relationship growth to deepen sales strategy • Strong understanding of visual branding	2018-2019
Alvaro Moliner, Sales & Marketing, Valencia, Spain • International experience in sales and marketing • Managing creative direction for visual marketing • Shopper experience	Summer 2019
Franklin G. Burroughs-Simeon B. Chapin Art Museum • Children's Education • Collaborative environment	2018-2019
WVU Theater, Costume Shop • Working in a fast pace work environment • Managed multiple projects at once • Alterations and mix media sewing	2015-2016
Mead & Hunt, Clerical Assistant, Engineering • Excellent organizational, presentation, and communication skills	2015-2016

EXPERTISE

Conceptual Design
Graphic Design
Fashion Design, Textiles
Film Photography
*35mm & 55mm
Photo Editing

INTERESTS

Conceptual Processes
Film Photography
Sculptural Fashion
Patternmaking
Art History



HONORS AND AWARDS

Dean's List at Coastal Carolina University

Omega Phi Alpha President and Advisor

PUBLICATIONS 2019

Rebecca Randall Bryan Art Gallery
Art Exhibition, Fashion Design & Photography

No Exit
Interview, Coastal Carolina University

Looking into the Textile Industry
University of Valencia, Film Department

Pop In Pop Out
Art Exhibition, Ceramics

2018-2019

2014-2016



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