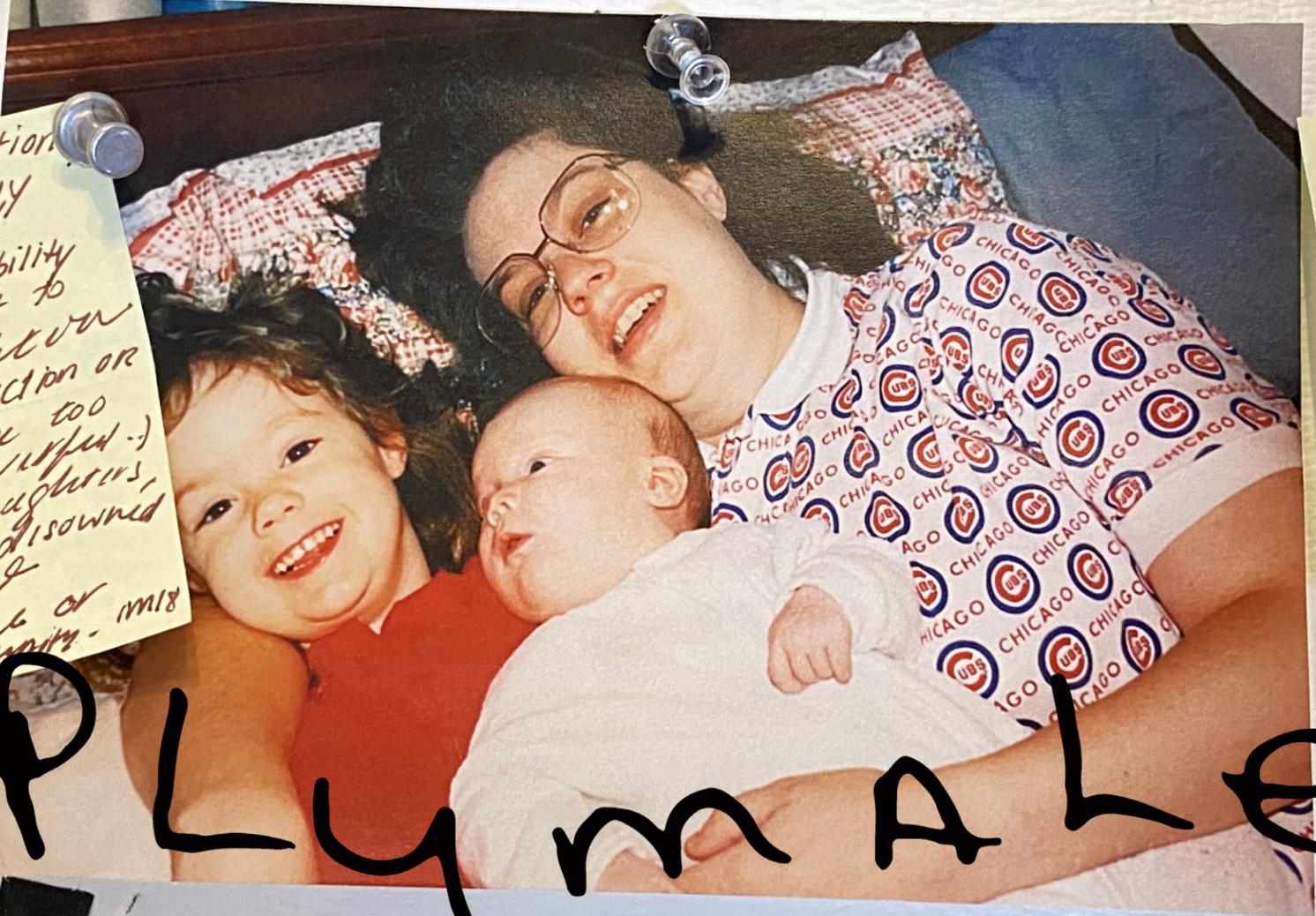


In the best of situation
mothers unintentionally
project feelings of
inferiority & vulnerability
in an innocent effort to
protect their daughter
from potential rejection or
shaming ("Don't be too
big, visible, powerful...")
"Scrap" at their daughters,
projecting their disowned
pain onto them &
unleashing abuse or mis-
directed anger.



Motherwound ^{that women should be seen}
Cultural Patriarchy - better than past
Trying to protect child but
ultimately push insecurities
of past onto them &
rely on them for mental
support & assurance.
Protecting disowned pain
onto them

PLYM ALE

definition
while
that it means
women/gener.
family - church.



3 PHASES

Why did I chose a career that
 Self relation to work → perspective
 dissect beauty to the pt. →
 bring clothing to original state / structure / function
 ↳ purpose of futuristic luxury streetwear
 modern woman can feel sexy & relaxed in her own body
 ↳ can't see ugly / beauty in it, even more simplistic
 than "modern" trend of losing individual fashion in
 fast fashion → basic wardrobe
 sustainable, slow, durable
 quality

3 looks
 Past
 3 id
 pages
 turned in
 deconstruct
 social
 sustainabil
 ↳ imposed

Present
 take aspects
 w/ info pattern
 + use collage
 + print design



bill dresses
 form
 tion are
 long uniform & functional
 through
 tile / touch

function -
 pockets
 where
 hands
 should
 be
 fun-
 ctions

pieces sep. / layer
 many function
 site of peasant.
 foundation
 of garment
 are
 being
 ic w/ food

garment altered
 throughout the
 day
 pins to drape
 moves around

Wed

Take
 away
 color
 Rayden

↳ bansky shred
 + station land wont

What is fashion
 if it doesn't stand for
 - reflect on world / universe
 through what you see / feel now
 alter / recontextualize

beads
 how the new effects her

fabrics you think of
 dye them bi
 deconstruction
 uses it
 texture, touch, feeling
 of emotion

satin / cham.
 ↳ class elegance

What am i missing
 layers, adjustable

ETHOS

From a young age my mother projected her tainted idea of beauty and insecurities onto my sister and I, in an effort to protect us from the patriarchy lies of what women should be. During this process my sister and I become too aware of these lies. Inevitably we felt subjected to the male gaze, sexualized, and grew an unrealistic expectation of daily dressing.

Through my thesis I want to dissect my mother, our relationship, and the insecurities of dress and body that were formed. Breaking the cycle of generational shame with me.



Deconstructing the construction of women in domestic society and norms.



Deconstruct myself.
Studying mother and daughter dynamics.
Reading the psychology of this relationship,
The Mother Wound Theory.
Generational history and its effects in fashion.

significant bodies of
work ask us to reinterpret
traditions & conventions
of the past

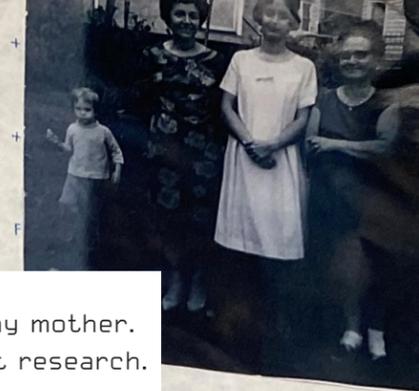
perspective has begun
to shift, & the radical
aesthetic challenge
represented by the
generation of the 1960s
is now binding a place

to both...
not be assigned

We have to deconstruct the
patriarchal hier, distortions,
& faulty structures w/in
us before we can truly
build a new foundation
w/in ourselves to hold
their energy 11/12



Abb. Fig. 9 VALIE EXPORT, Cutting, Part IV: A Silent Movie, Aktion action 1967/68, Abzug photographisch print 1972



Discovering my mother as a person, not just as my mother. Going through over 30,000 family photos, garment research.



What is The Mother Wound?
Mother's unintentionally project feelings of insecurities in an innocent effort to protect their daughters from potential rejection or shame (don't be too big, don't show your body...), when in reality it brings disowned pain onto them. Surfacing this insecurity to the daughters attention, making her too self-aware.

Wear the Black.
-more version
-slimming

Sunday Drive
-Shows w/ ruffled
-your best dress
-white on Easter



As you get older you realize your mother as a woman like you. A separate person. Outside of being your mom. She had a life, a beginning like you.

Mother → maternalistic
→ used for emotional comfort
Shopper experience.
interest in fashion
new food this
looked @ labels
→ reject capitalism
order consumerism

COMMON THREAD, SOUTHERN' SUNDAYS.



MY 1ST IDENTITY TO DRESS.



MATCHING MY GRANDMOTHER, MOTHER, AND SISTER.



Adinah Dancyger
[child relation to work,
twirling, just walking with
voice over]



Eckhaus Latta AW14 GUEST
[1:07 same outfit, different age
models, aging] Sign language
Models for this shot - my mom
and Sam



ECKHAUS Latta SS16 - SMILE

different phases of collection by facial
expression/emotion connection of person and
camera, the discomfort of being looked at



Ann Demeulemeester , F/W 2021/2022

nature shot, model holding camera and
walking, models walking around each other and
not speaking/ noticing each other...
then noticing, angles



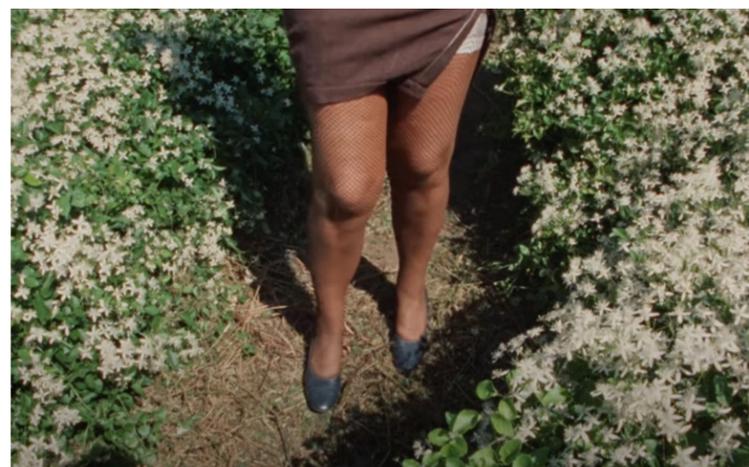
Givenchy, S/S 2022

angles mixed with nature, close ups, three
girl look



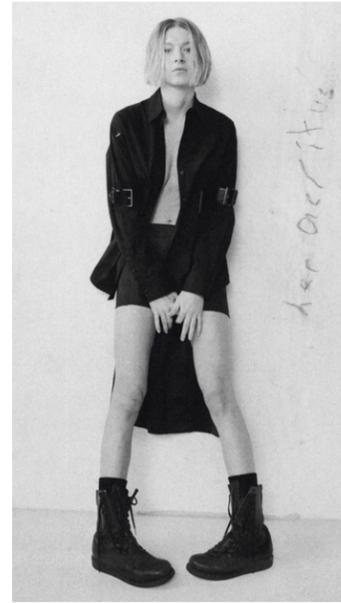
Inspiration:
Grey Gardens
Old Kennedy films
Childhood home movies
Shaky camera
Unsettling
Quick transition from color to BW

My mom's hands
Aged legs in stockings
My grandmother on the phone with
her eyes closed



Voice, music:
Sound of nature/waves
My mom's voice, women in my life (sister,
grandmothers)
My own voice from home videos (childhood)
My mom's peach song, playing the piano
Things that change my mood
 Comfort, soothe me
 Make me anxious, stressed
 Uncomfortable, vulgar
Church hymns
People saying, I love you, voiced over top of
each other
Noises of getting ready, dolled up
Poetry, my only sunshine

LOOK BOOK



EDITORIAL



MOOD





COTTAGE, AIRBNB (LEFT)

STUDIO (BELOW CIRCLE)

<https://www.fphotostudio.com/studio-rent/brooklyn-4/>



Montauk, beach is the primary location.
Brooklyn Studio (possibly video some during the look book shoot for additional footage)

The scene is of the beach and manmade architecture.
The contrast of nature and manmade, representing the conflict of who I am and what I want to be. The beach is symbolizing where I am from and the connection, I make of it into my work.

In addition, cottage shots for transition of the storyline.



LOCATION: MONTAUK, NY

Scouting specific location with videographer,
Sunday the 10th.

DATE: May 8th 2022, Sunday

TIME: 9am - 6pm

LOOKS: 8 , HAIR LOOKS: 4 , MODELS: 2

MOOD: <https://www.pinterest.com/PlymaleDesigns/photoshoot/>

REJECTING →

Phase 1

What my mom projected onto me.
Sunday Dress.
Southern beauty norms.



REPEATED ELEMENTS →

Phase 2

DECONSTRUCTION
Organza Fabric
Gathered Organza
Volume
Sunday Dress Sleeve



REFLECTING →

Phase 3

Protecting my client.
Hidden folds & seams.
To be seen but not too seen.



Phase 1 Past, Rejecting - 2 Looks
Showing what I reject.

Phase 2 Present, Reducing - 3 Looks
The time of liberation and reflection.

Phase 3 Future, Repurpose - 3 Looks
The time of self-reinvention and the "new uniform".

Conflict of self

Vs. Who I want to be.

HAIR



MAKEUP/PAIN
SHOES



Hair and Makeup: Keita
Hair Inspiration images below
(in order)

- o Hair 1: Look 1 & 2
- o Hair 2: Looks 3 & 4
- o Hair 3: Look 5 & 6
- o Hair 4: Looks 7 & 8

HATS
STOCKINGS
RUFFLE SOCKS



Inspiration is the transition
of daughter aging to look like
her mother.

The phases of transition:

1. Doll Like, a child
2. Mother in curlers,
1st identity to beauty
3. French twist
4. Moving into modern look,
who the daughter wants to be

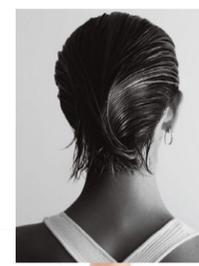
HAIR AND ACCESSORY ASSIGNMENT



SHOE WITH RUFFLE SOCK.



CUT EXTRA BOOTS TO A SHOE. SHAPE THEM. ADD FISHNET STOCKINGS OVER THEM.



Editorial and Video OUTLINE

DATE: May 6th - May 8th, 2022

TIME: Friday - Travel end of look book photoshoot day (May 6th)

Saturday - Scout location picked based on crowds walking around, do prep work for next day/last minute errands (May 7th)

Sunday - Editorial shoot begins 9am-7pm, travel back to Manhattan (May 8th)

Two days to edit video. Videographer is aware, we will be working together side by side.

LOCATION: Montauk

TEAM: Myself, My Assistant, Photographer (Sen/Woo), Videographer (Sen Floyd), Photographer's Assistant, additional hand for me/videographer, Hair/Makeup (Keita), Two or three models [(Aged: My Mom/Angela) (Younger: photographers model choices)], Stylist potentially (Molly)

SOURCING MATERIALS:

- Props: cigarettes, etc tbd
- Video Equipment: provided by videographer
- Photography Equipment: provided by photographer, bring my own film camera
- Lighting: provided by photographer
- Hair/Makeup: Keita, Jen, or Alysa (\$200)

SHOOT TESTS: 9am - 10 am while models are in hair & makeup?

TOTAL NUMBER OF SHOTS: tbd

TRAVEL ARRANGEMENTS:

- Van: Avis, pick up 6pm on Friday
- Hotel: Airbnb Cottage (sleeps 7, \$1,712)
- Food:

Friday - pizza on the road for dinner, all other meals included in Look Book Shoot

Saturday - Meals on your own to explore, snacks at cottage (popcorn, fruit, protein bars, water)

Sunday - Breakfast (fruit, bagels, coffee), Lunch (Montauk catering co.)

COST: listed in budget

BUDGET

Photographer & Videographer - \$1,200

Models - 0

Hair & Makeup - \$200

Keita for Editorial/Video

Mom for Lookbook

Food/Beverages - \$520 total

Friday - 250 (breakfast, water, and coffee 80, lunch 120, dinner/pizza 50)

Saturday - 50 (water and snacks)

Sunday - 220 (breakfast, water, and coffee 80, lunch 120)

Hotel/Airbnb - \$1,712

Travel -

- Train

o \$60 (\$30 each way) x 11 people

o Uber to and from locations

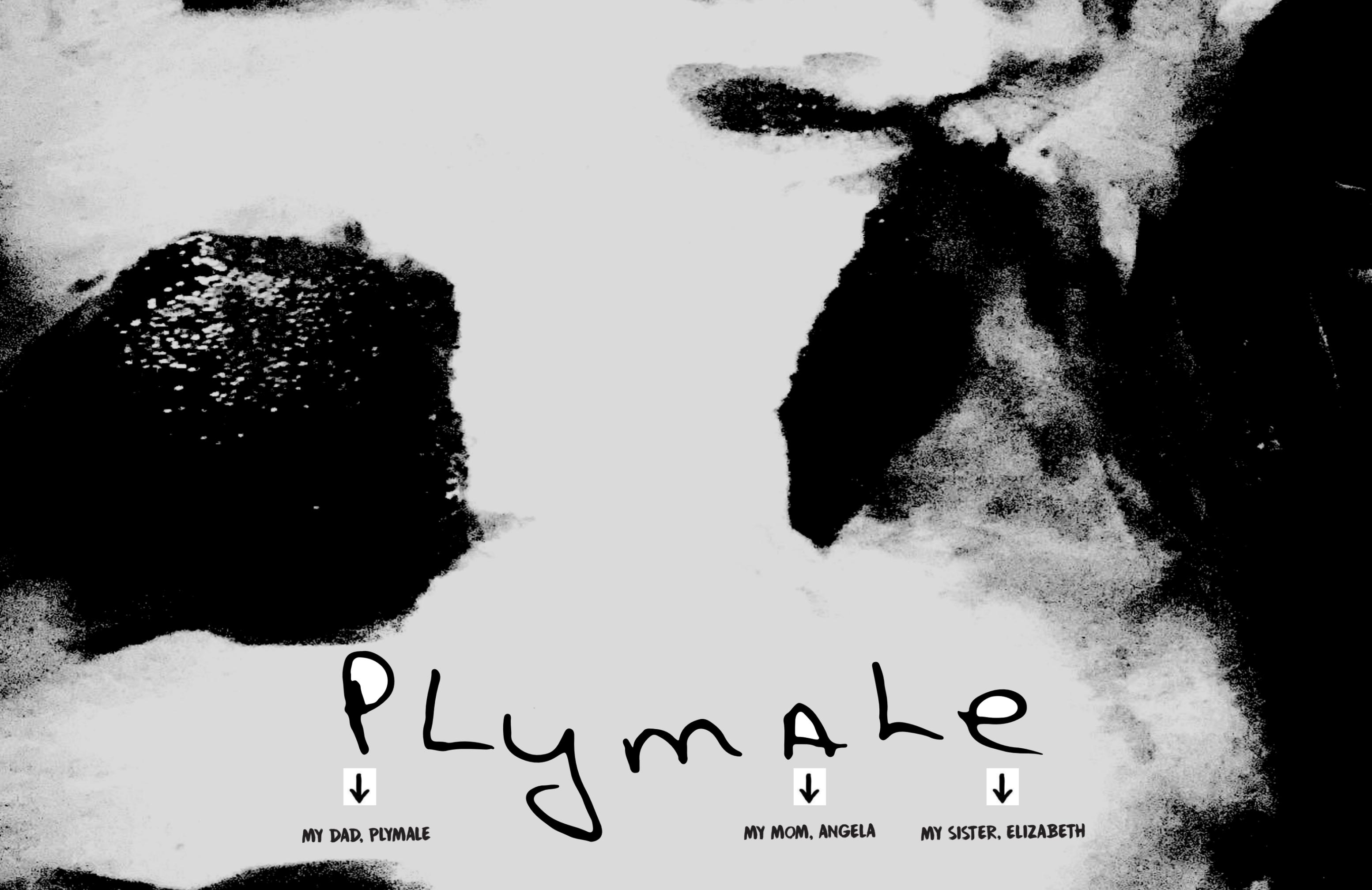
- Van

o \$456.27

<https://www.avis.com/en/reservation#/vehicles>

TOTAL - \$4,088

- Minus \$1,000 Bob Fisch



PLYMALE



MY DAD, PLYMALE



MY MOM, ANGELA



MY SISTER, ELIZABETH