



 **REGENT'S**
UNIVERSITY LONDON
London's Independent University

In association with

BLOOMSBURY 

Regent's International Fashion Competition 2019-20

WEARABLE ARCHITECTURE



Introduction

Parallel practices: the blurring of two disciplines

Architecture and fashion have a great deal in common. This may surprise people, given the obvious differences between the two disciplines. Fashion is thought of as ephemeral and superficial, using soft, sometimes fragile, materials, whereas architecture is considered monumental and permanent, using rigid, highly durable materials. The scales of production too, are wildly different: fashion designers create garments for the human body, while architects create buildings large enough for many bodies to inhabit

simultaneously. Regardless of scale, the point of origin for both practices is the body. Both protect and shelter, while providing a means to express identity. While the fashion designer and architect create objects that differ in size and materials, their creative processes are strikingly similar. Both begin with a flat, two-dimensional medium, transforming it to create complex three-dimensional forms. The same prevailing aesthetic tendencies, ideological and theoretical foundations, and technological innovations have influenced each, resulting in garments and buildings that share stylistic or structural qualities or derive from common creative impulses. Over time, designers in both fields have drawn from each other for inspiration as well as certain technical strategies.

The brief

You are asked to research the topic of 'Wearable Architecture' and design an outfit that you will then construct.

An outfit can be a single item of clothing, possibly a dress, or it could be separate garments that work together in order to create a 'look' based on the theme.

The colour and texture palette that you must use will take its inspiration from building materials - wood, metal, glass and stone. You are asked to stay within the confines of the colour palette because the fashion show must work as a themed, rather than random, collection of outfits. This will ensure an aesthetically pleasing fashion show.

You are designing clothes for people to wear in today's modern society. You are being asked to create clothes that are creative, contemporary, modern, inspirational, beautiful, cool, original and (at least somewhat) wearable.

You are catering for a customer who is generally considered as 'cool' and lives the lifestyle of someone interested in all that is new and that challenges mainstream ideas; including music, art, film, and so on.

This is an important part of the brief. If you do not carefully consider this aspect, or have an understanding of this, then you must research carefully and learn from doing so.

You will need to look at clothes in the shops and research what is current and what is about to appear by looking at www.style.com and other fashion sites. Keeping up to date with what is happening in fashion by viewing relevant fashion magazines is very important. For fashion designers this is an important part of the learning process. You must be aware of all types of designers, their various markets and the clothes that they design.

You may think that you are limited by your technical knowledge and skills. Don't let that hinder your inventiveness. It is always better to let your creative juices flow and to design with imagination. Afterwards if you need to make your design feasible, then take away elements bit by bit or simplify parts until you are able to construct your designs.

Thinking big and simplifying afterwards is a lot easier than thinking small and expanding your ideas.

Once you are ready to cut and construct your designs, you must make sure they are of the highest possible technical standard. Remember that good technical skills support great designs.

How to submit your work

1. You will produce an outfit and photograph it, fully styled, as a high-resolution image
2. You will also submit a moodboard that shows the inspiration behind the design
3. Email your entry to competition@regents.ac.uk

DEADLINE: 17:00 GMT on 28 February 2020

NOTE

Please ensure that your name, and the name of your school or college are clearly labelled on all work.

Some examples of work from Regent's fashion design students



The competition is open to both UK and international pre-degree students (including A/S, A level, foundation and equivalent pre-degree programmes). For more information on guidelines and prizes, visit [regents.ac.uk/competitions](https://www.regents.ac.uk/competitions)