

DAYDREAMS OF

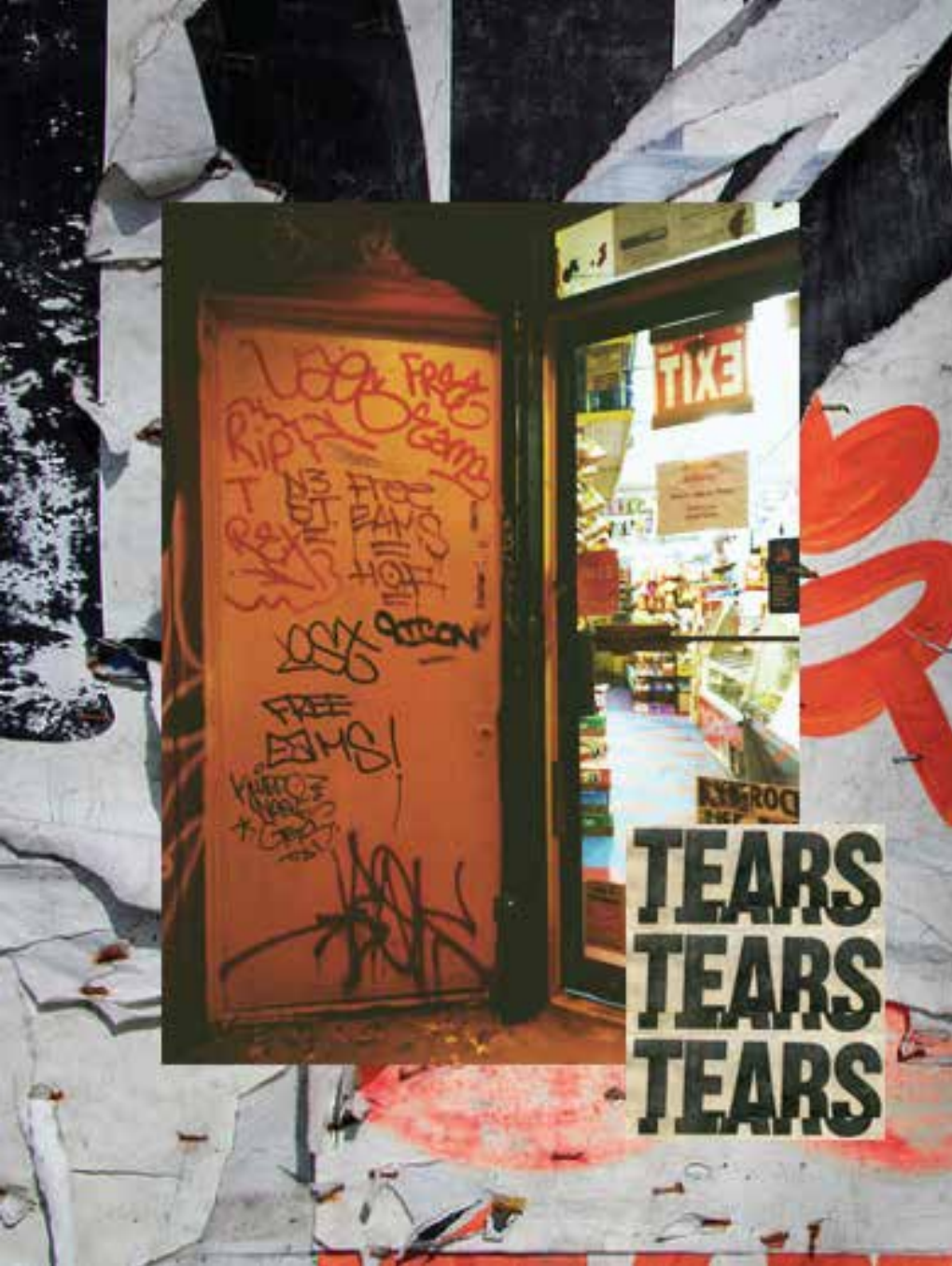
A

FUTILE LOITERER



Fall / Winter 2017

1. Run Down Bodega (exterior)



INTRODUCTION

The main idea behind this collection entitled “Daydreams of a Futile Loiterer” is to focus in on the everlasting crisis happening within American Youth Culture. The term “loitering” is often perceived in a negative light by society where individuals associated with this culture is criticized and dubbed as lowly degenerates. This terminology relates to individuals of all genders and ethnicities; regardless of upbringing, these degenerates all share similar aspects within this cultural phenomenon. The objective behind this idea is to pinpoint and find the beauty and authenticity of what the term “loitering” can convey. The idea of lucid dreaming and blind hope will pay a crucial part in this. Essentially, this collection will tell a narrative through fabricated individuals that will ultimately exhibit a truthful spirit behind this culture and to hopefully bring a new perspective behind it all. In entirety, subconscious unison and unconventional beauty will be the foundation behind this concept. This concept is to serve as a reinterpretation through fragments of my own personal experience.



DIRECTION

1. Looks

- The objective of this collection is to essentially tell a narrative through each look. The look should be able to stand alone and show their distinct qualities and features but should also be cohesive enough for it to correspond with their contrastive counterparts.

- Some key points to consider in order to find similarity between each of these looks is to research into objects or products often found at corner stores or bodegas (areas where these loiterers can be found).

2. Prints

- Prints should satirize or mock objects that are well recognized.

- Examples may include:

- Newspapers
- Cigarette Advertisements
- Beer Cans
- Textural References (Concrete, building exteriors, etc.)
- Thank You Bag

3. Colors

- Color references are derived from building exteriors.

- Color references are derived from the garments worn by these loiterers.

- Colors should clash but also have a sense of consistency and relation.

4. Silhouette

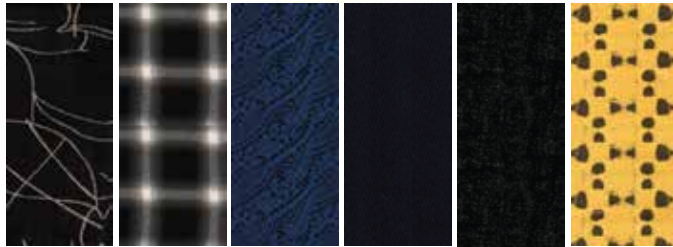
- Garments will mostly be oversized.

- Incorporate smart layering (Mixing solids and prints)

- Garments should be expressive

- Incorporating the use of expressive text prints, patches, etc.

LUCID





When you're young, not much matters.



When you find something that you care about,



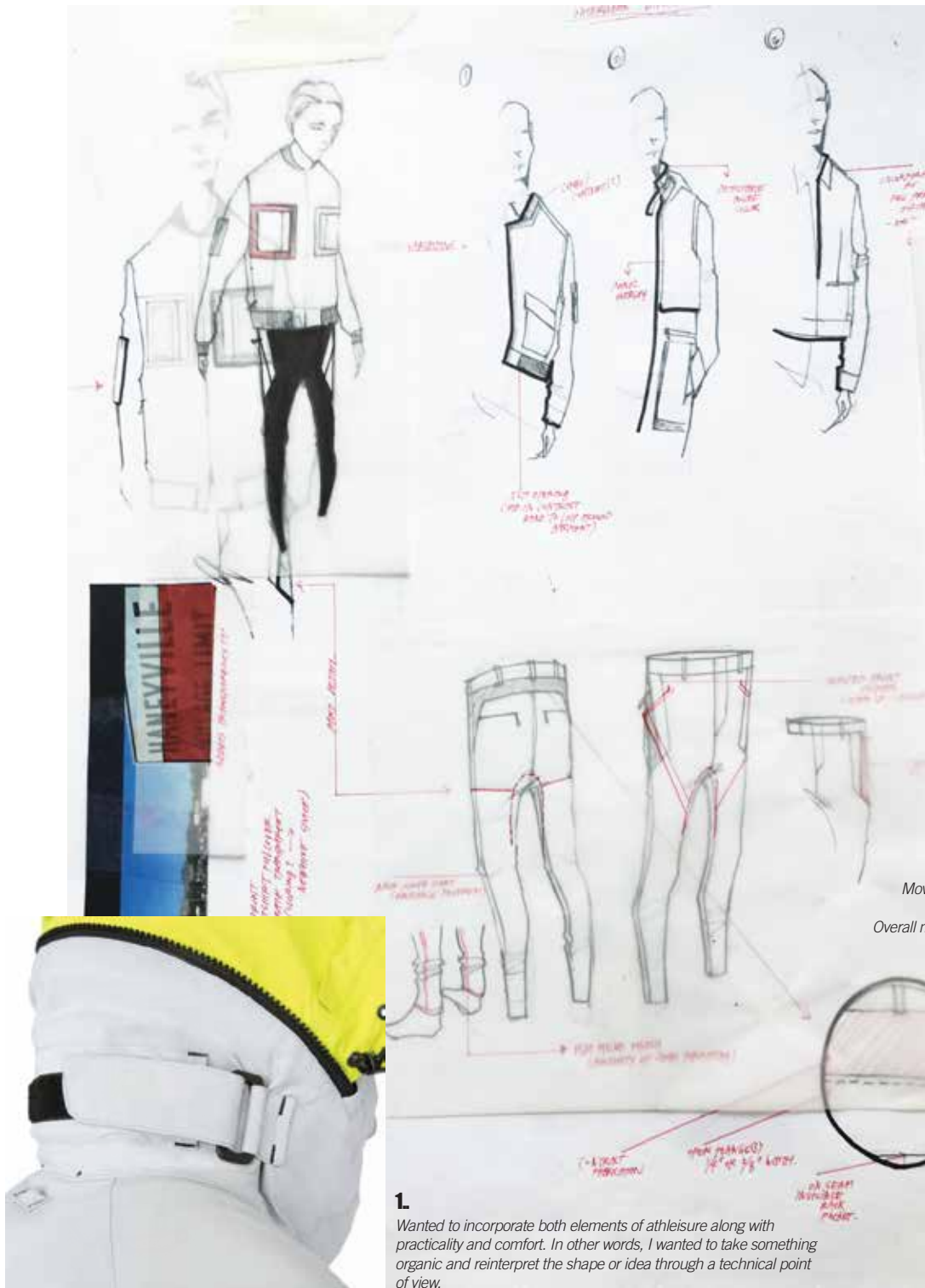
*When you wake up it's the same thing,
then that's all you've got.*



It's there in your face and you can't escape it.

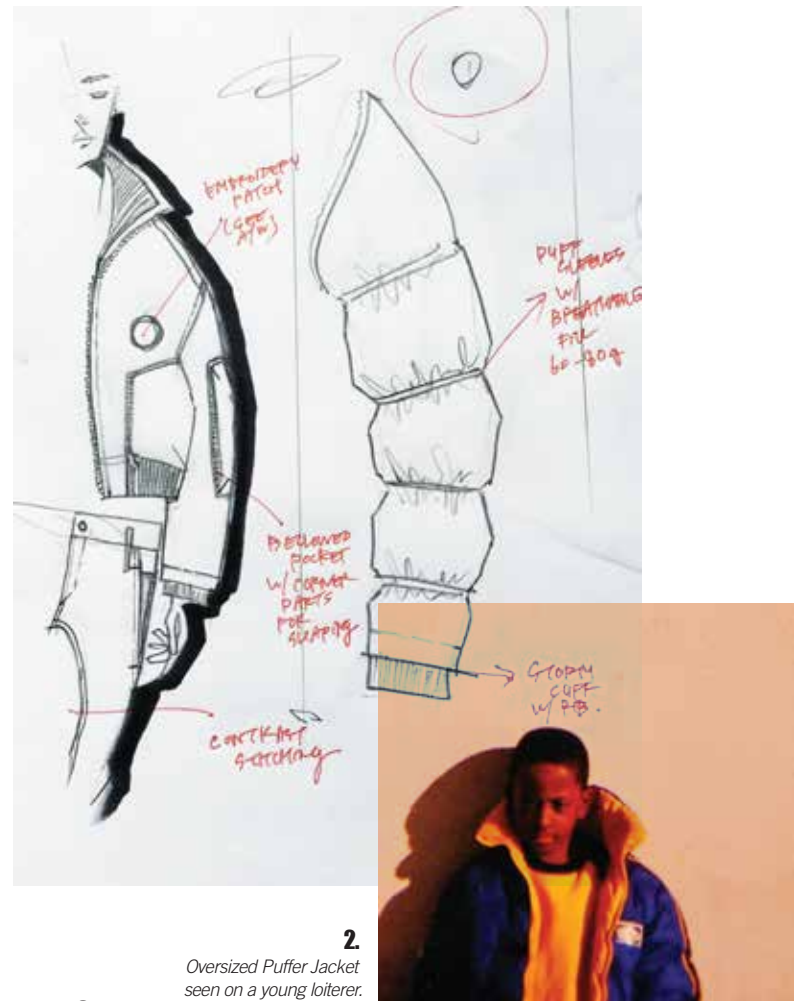


Sometimes when you're young, the only place to go is inside.



1.

Wanted to incorporate both elements of athleisure along with practicality and comfort. In other words, I wanted to take something organic and reinterpret the shape or idea through a technical point of view.



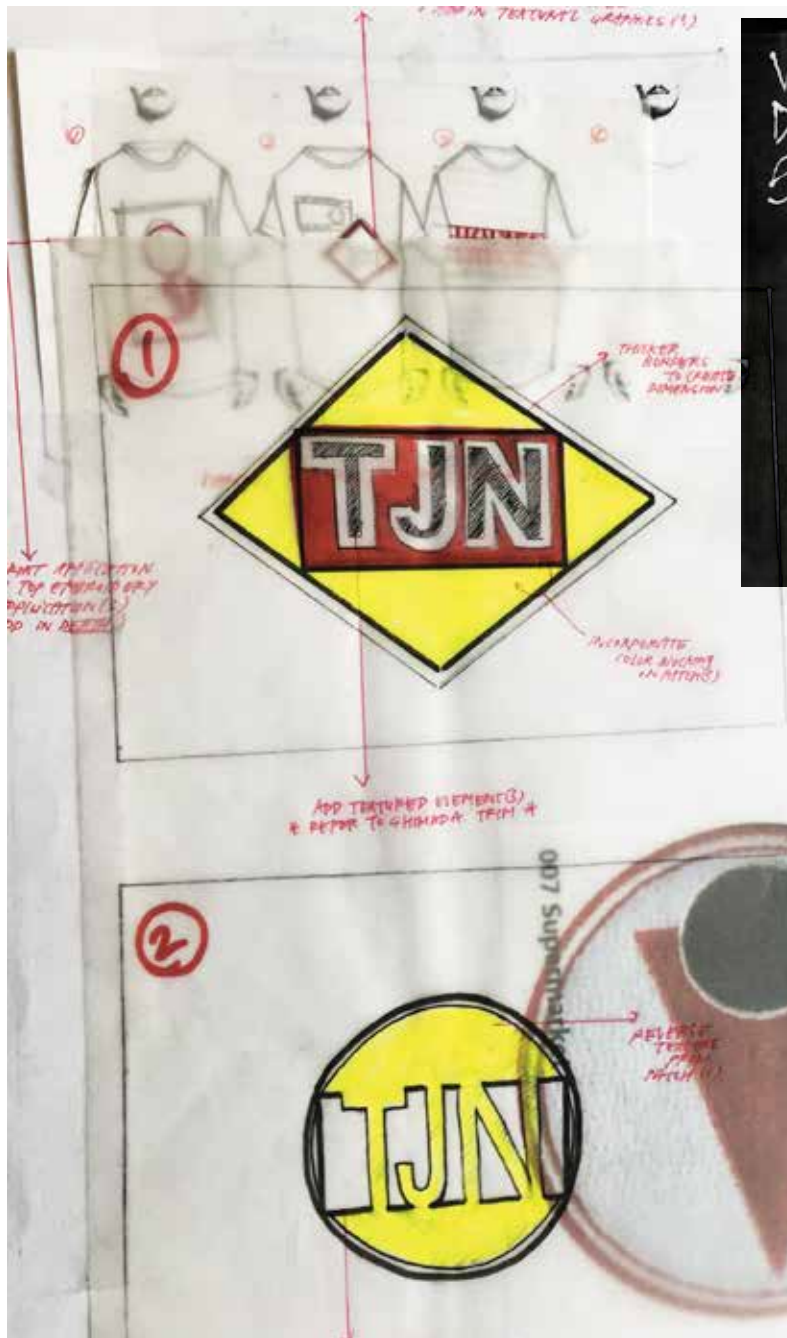
2.

Oversized Puffer Jacket seen on a young loiterer.

3.

Movie still/image from "Kids" (1995). Overall mood/direction of clothing execution.



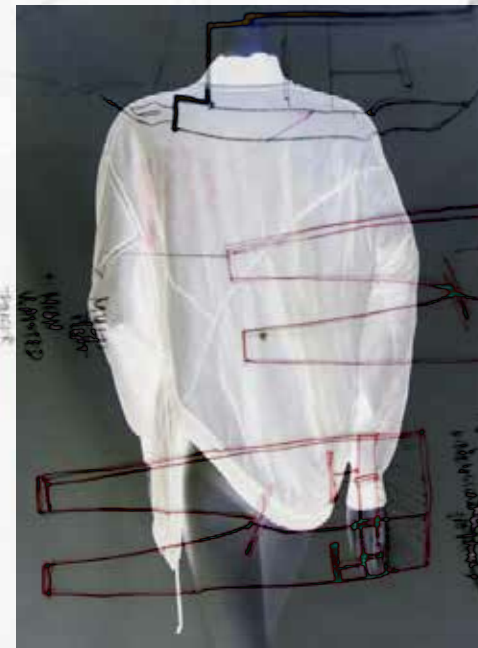


4.

Took silhouette references from various subcultures. Within each subculture one can easily spot out certain aspects or unique characteristics which makes their culture their own. In this case, it would have to be through the form of dress or uniform.

5.

Patch Reference -- Hardened gum that has been turned into works of art.



6.

Took a reference image of a fully deconstructed bomber jacket and reversed the image to see whether or not an interesting idea would come about. (possible prints?)



BY COLOR REFERENCES
 PRINT REFERS
 COLORING ANATOMY/SILOHETTE

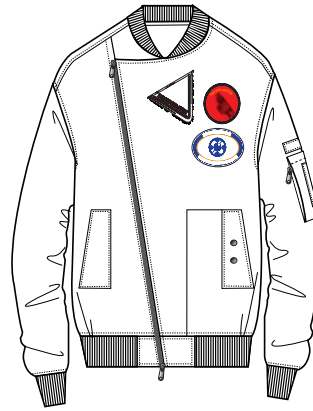
- COLORWAY: (DARKER
 PRINT WITHIN THAT
 ACQUIRE TONE)
- BIRD AFTER PRINT'S
 PRINT WITH COLOR
 DURING TO CAPTURE
 DIMENSIONALITY.

8. 9.

Color inversions for print and color references. Silhouette reference. Going for an oversized aesthetic, in essence of capturing a 90's mood.

7.
 Silhouette / color references.

GRAPHICS PRINTS LOGOS

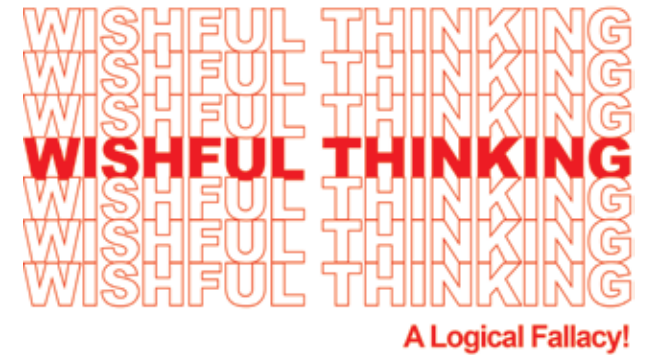
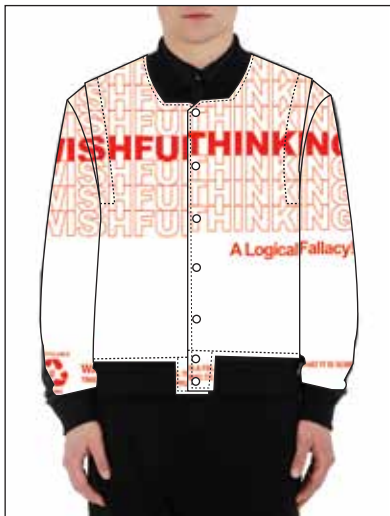


An example of how the patches will be applied onto the garment. (Will be grouped together - all patches to correspond with one another)

1. VARIOUS PATCH LOGO DESIGNS

This print is an imitation of the iconic "Thank You" bag that is an easily relatable object to any individual (subconsciously present). The term wishful thinking is a characteristic derived from the effects of lucid daydreaming. An individual is lost in their deepest desires under this effect where they long or wish for a fantasy rather than facing the reality before them. Just like a trash bag, these wishful thoughts or daydreams are easily disposable.

An example of how the patches will be applied onto the garment. (Will be grouped together - all patches to correspond with one another)

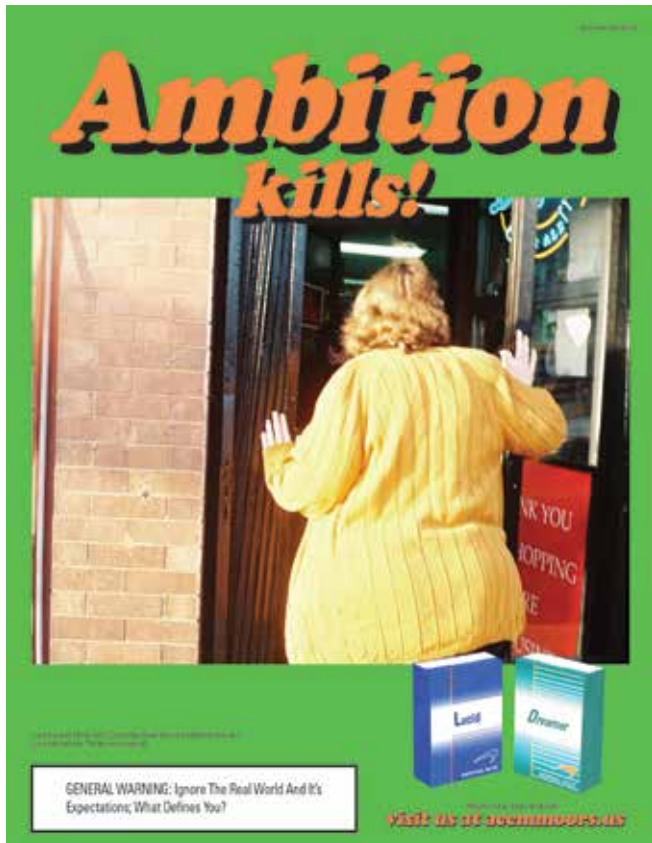


2. WISHFUL THINKING PRINT

This print is an imitation of the iconic "Thank You" bag that is an easily relatable object to any individual (subconsciously present). The term wishful thinking is a characteristic derived from the effects of lucid daydreaming. An individual is lost in their deepest desires under this effect where they long or wish for a fantasy rather than facing the reality before them. Just like a trash bag, these wishful thoughts or daydreams are easily disposable.



WARNING: WISHFUL THINKING IS A FALLACY, EVEN IF WE ACCEPT THAT IT IS SOMETIMES THE VIRTUOUS OR PRUDENT THING TO DO.



1. Ambition Kills Placement Print

This print is an imitation of the iconic Newport Cigarette ads one has probably come across. By taking a vintage advertisement from the 90's, I reinterpreted this as my own using context that is related to the overall theme of this collection.

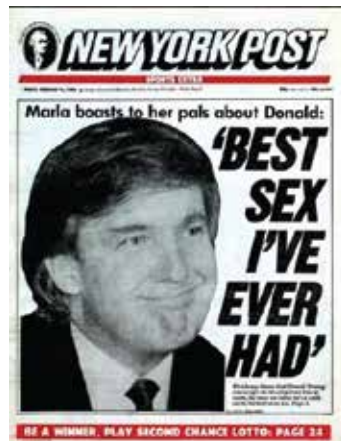


"Newport Cigarettes" Advertisement from the early 90's.
 - Notable color reference along with other elements.
 - Visual reference to relatable objects or things.



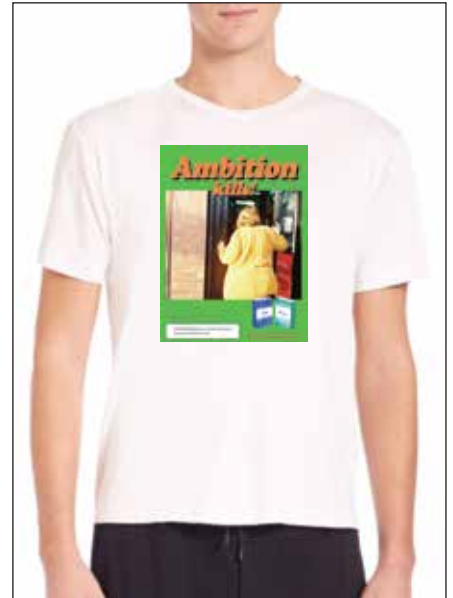
2. Barren Fantasies Placement Print

This placement print is an imitation of the iconic New York Post. In this version, it consists of content that is rather expressive than suggestive. Statements of a struggling loiterer. A newspaper is an everyday object that is subconsciously present in our lives and also serves as the best medium for social commentary.



"New York Post" sample cover from the 90's.
 - Reference of juxtaposition of text, color and imageny.

1. Ambition Kills Placement Print - T-Shirt Body



1. Barren Fantasies Placement Print - Hoodie Body