

Moonlight Bay

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With a passion for fashion design, I decided to develop a personal clothing brand through the production of label graphics, promotional documents, and an original garment. As textile sustainability is an issue of personal concern, my garment design was required to be environmentally ethical through the utilisation of recycled materials.

My surf/streetwear brand was named '*Moonlight Bay*' due to the proximity of my family farm to this beach, and the personal connection I hold with the location. Research was conducted on the visual effectiveness and relevancy of existing clothing brands, aiding in the development of my graphic style and the techniques I wished to incorporate into my logo. Through exploration of the work of well-regarded graphic designer Paula Scher, I took influence from her minimalistic yet meaningful contemporary aesthetic.

Conducting ideation using a mind-map, I decided on moon and water imagery as inspiration for three main concepts. Sketching and refining my preferred concept using Adobe Illustrator, I created a design that is both minimalist and illustrative. I applied these graphics to a swing tag, box packaging, and business card. When investigating the work of Mara Hoffman, I admired the seamless relationship between ecological sustainability and refined design that her products exhibit. Not having access to her range of exclusive sustainably made fabric, I concluded denim was an adequate material for this project due to its availability, durability, and range of blue tones. Upon researching upcycled denim products, I decided on a patchwork denim jacket for my brand's signature garment.

Having never previously sewed a garment remotely resembling this, I chose a basic pattern from *Mood Designer Fabrics* which facilitated alteration of most aspects to create my design. Initiating the construction of my product, I hand-picked pre-loved denim pieces with different shades strategically composed to unify or contrast when cutting and sewing the pattern pieces. Throughout this construction process, copious design choices were made to create a jacket that sat elegantly on the frame whilst being sophisticated and unique in nature.

To unify and present my graphic and fashion designs, I decided to photograph my garment on a model. Captivated by the work of globally-renown photographer Annie Leibovitz, I researched her work and correlating fashion photography techniques. I took inspiration from Leibovitz's candid images that convey movement and life predominately through focus on lighting, posing and scene.

Conducting a photoshoot of someone wearing the jacket, I decided on three images to feature on a promotional poster. To further connect and convey the visual theme of my project, I also shot images of Moonlight Bay Beach and utilised *Adobe Photoshop* to apply a night-time filter pre-set. I then altered the exposure and opacity settings of the chosen images, before isolating the models and composing them over the background image when creating the poster that is elegant and refined subsequently conveying the quality of the apparel to hypothetical customers.

I am confident that I have accurately met my original design brief, embedding personal meaning and appeal in each part of this project. Through experimenting with a range of design processes and techniques, I have established and conveyed my design style which aided in the accurate development of my individualistic clothing brand.