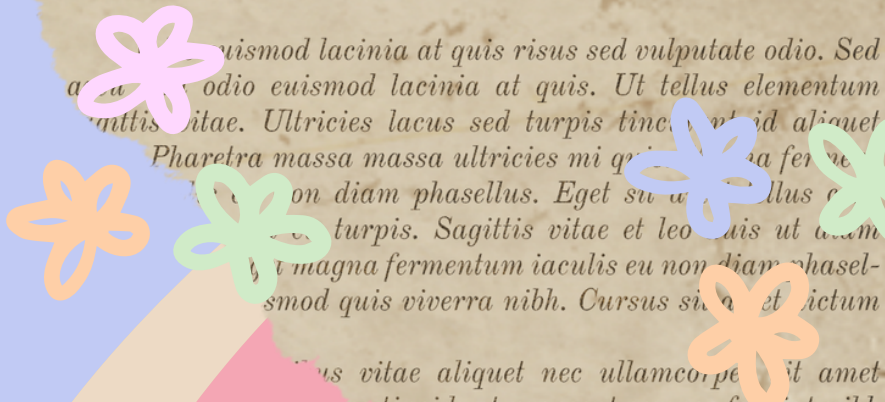


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Flower Power

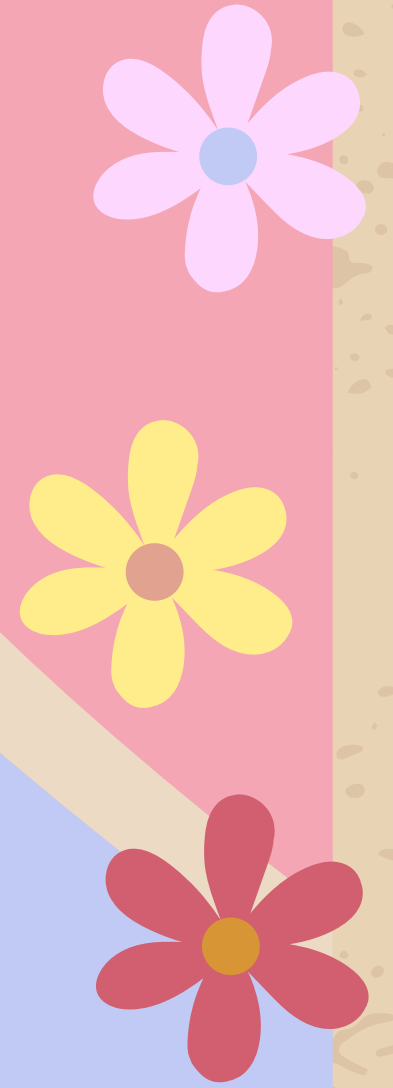
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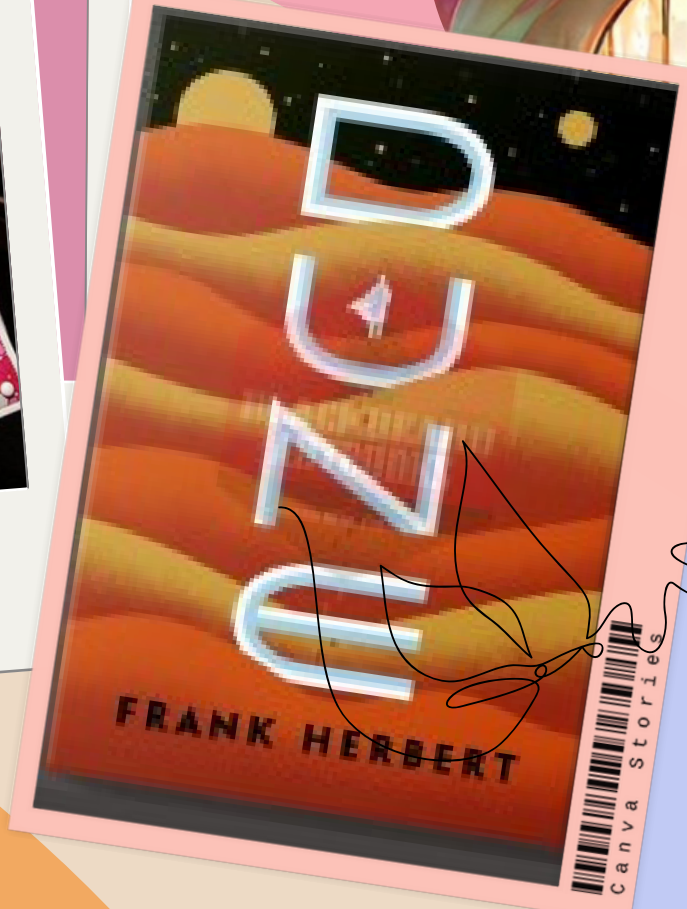
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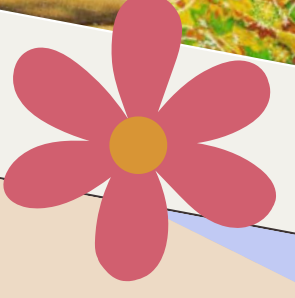
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MOOD BOARD



In Power Femininity



CUSTOMER BOARD

Women's age 20-35



A very modern
Colorful Vintage
kitchen



Paris



Creative



Dreamy &
Romantic



Reader





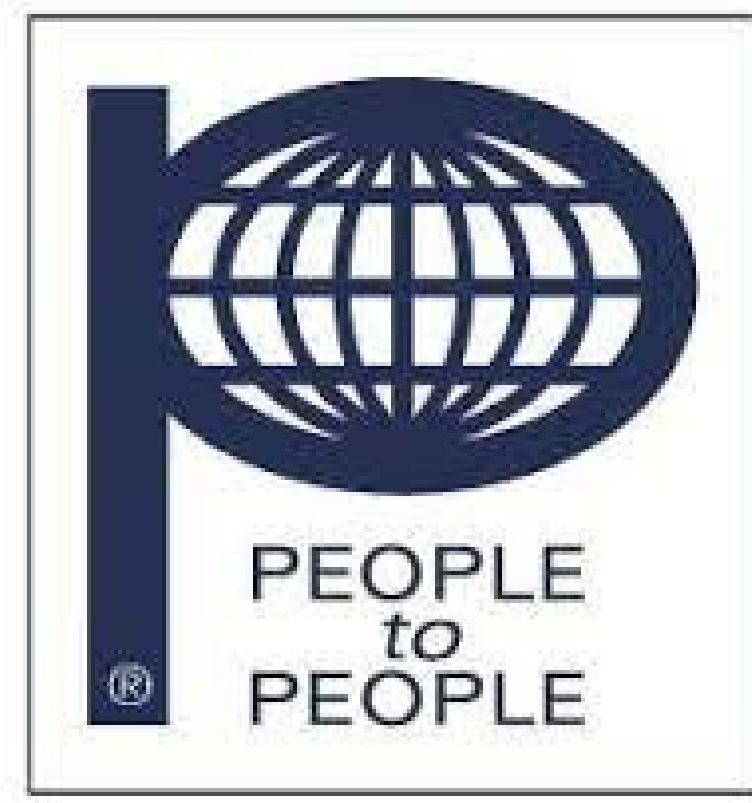
SOCIAL RESPONSIBILITY

Social Responsibility:

Working with the nonprofit People to People International, every pair of shoes would provide an in need community with educational materials so that every child has a story to read, and the ability to do so.

This is a Non profit that I volunteered for in highschool, which helped to provide underdeveloped villages in Togo, Africa with basic and educational necessities

TOGO, AFRICA



International



Power In Femininity

My name is Grace Moulthrop, and I am an incoming junior Fashion Design major at Marist College. This project is based around my "Audre" petal bag which is part of a handbag collection I created this spring called, Flower Power. This project was inspired by my love for fantasy genre novels, and mixing it with a 60/70s flower power aesthetic. There is currently a narrative in society about how women can only be successful if they are a "girl boss, or take on a more professional, masculine persona. But there is such a beauty in feminine styles or aesthetics that women should not feel like they have to give up in order to be viewed as successful or powerful. There is nothing weak about being "girly".

Each handbag in my collection was meant to be statement piece, regardless of the style, yet still be a lifestyle collection. I was very inspired by 60s object shaped style silhouettes, as well as finding covers from 1960s fantasy novels to inspire silhouettes and details. Each handbag from this collection is named after a 160/70s female activist, who was a real-life heroine, rather than a fantasy one.

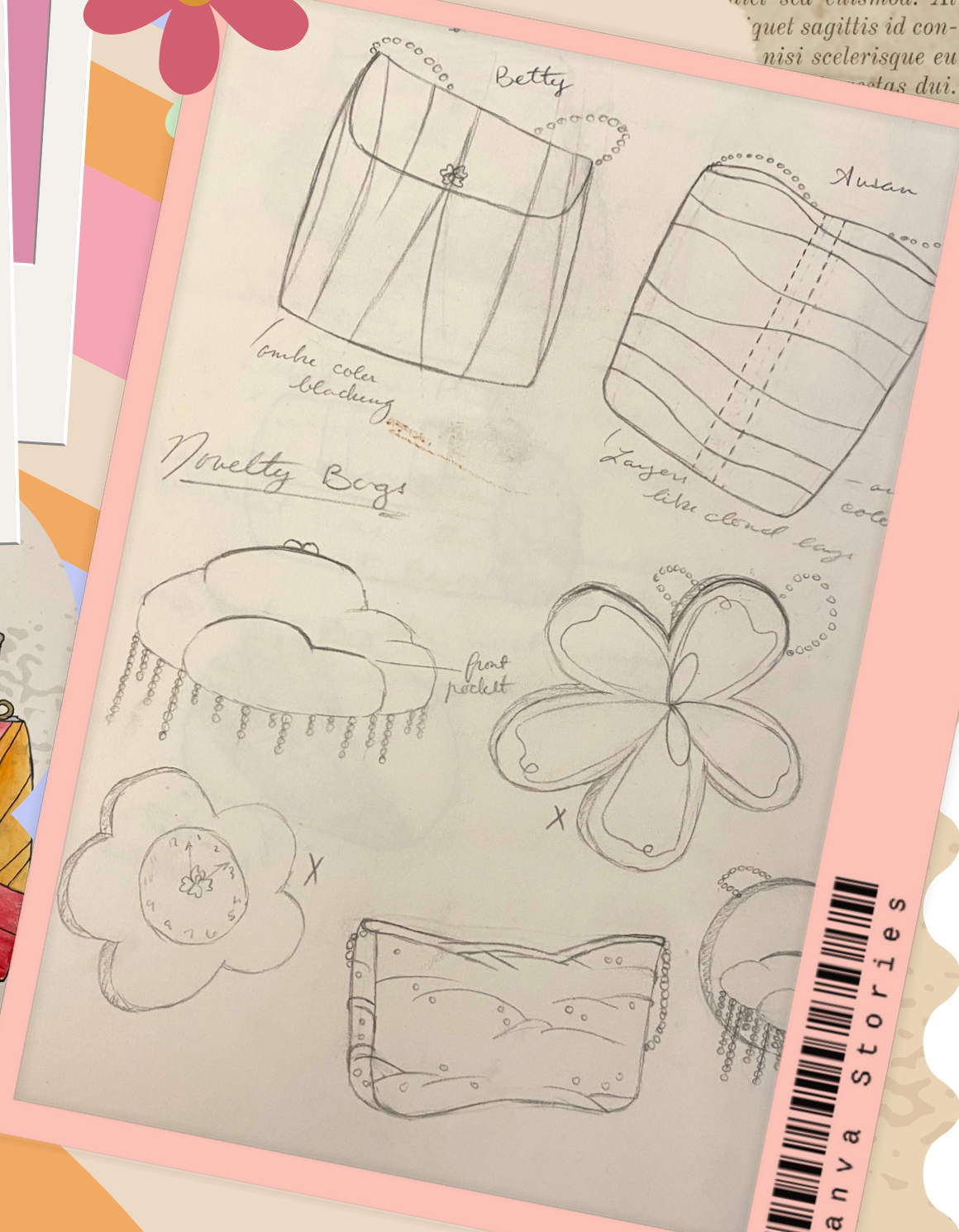
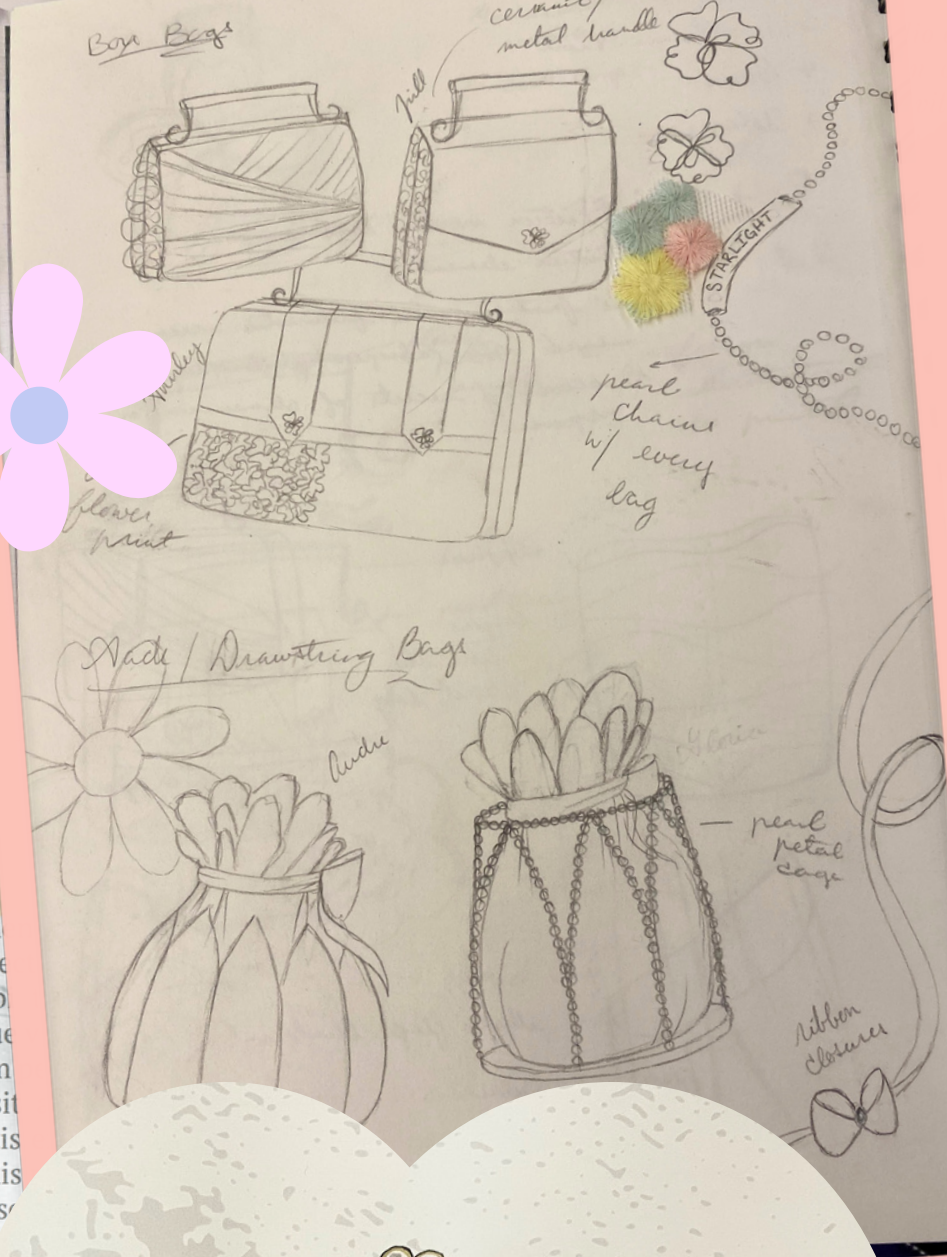
The "Audre" petal bag was first inspired by 60/70s bags that were literally shaped . I took inspiration from bags from the 60s, as well as handbags made by Moschino that had similar literal shapes. I used the flower petal shape as a way of layering leather pieces to create a handbag that had a more organic feel, yet still played into the literal silhouette inspiration. The pattern is made to have the bag appear as a flower laid flat, with the petals folding upward to create the silhouette. The bag could be two-toned by layering petals of different colors, or be made as one color with the petal lines creating a texture detail. The recycled satin ribbons act as the drawstring and add a contrasting texture to the bag. Each bag in the collection would come with a detachable pearl chain.

PROCESS PAGE

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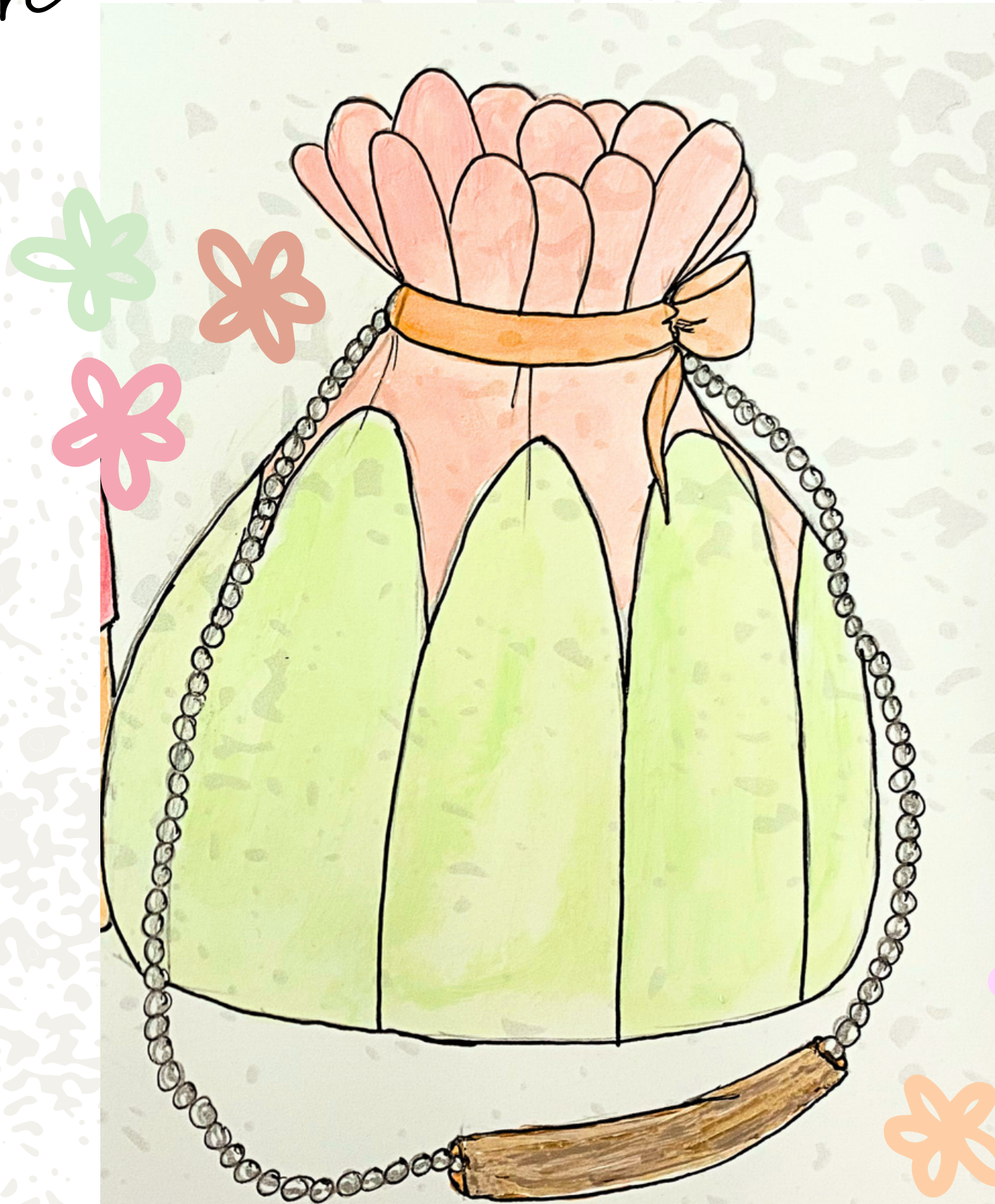
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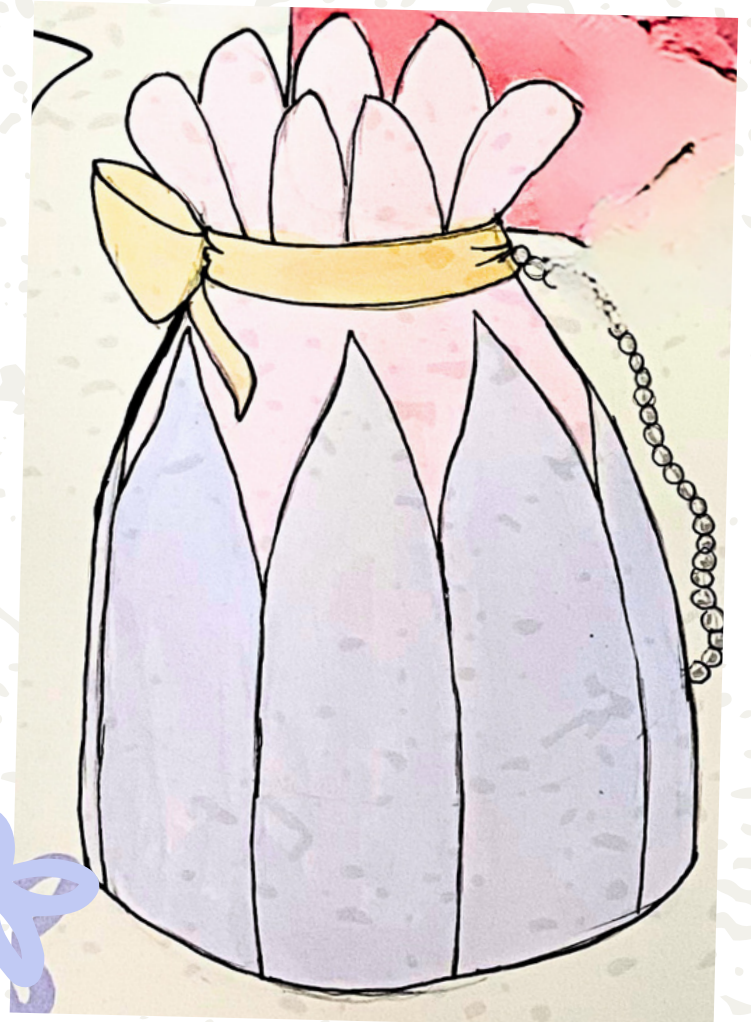
The "Audre"

During this time, Audre Lorde was a poet who also focused on bringing more inclusion to the larger women's movement.

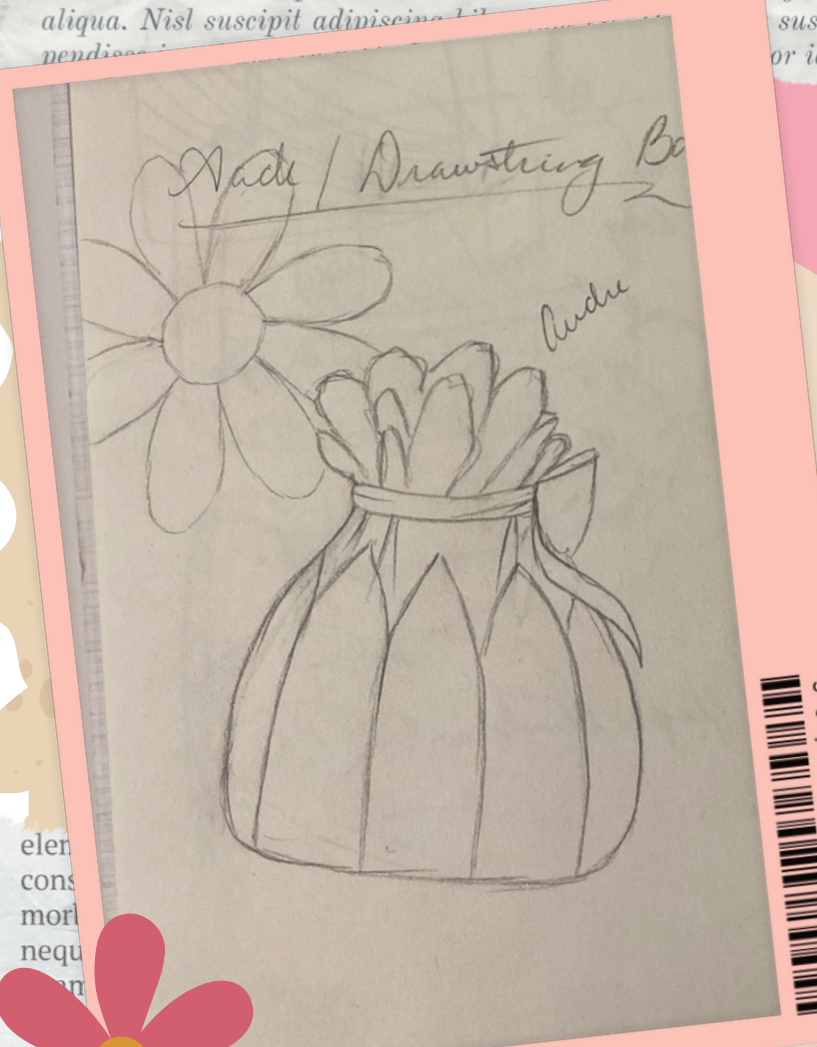
Petal Drawstring bag
Materials: Recycled Cattle-Hide leather, printed satin lining, recycled satin ribbons, pearl chain



Alternate colorway



BAG MOCKUP/ PATTERN



This is an original mock-up of the Audre petal bag. I made the mock-up in felt in order to test the pattern and create the desired structure. However the bag is intended to be made in leather, but with the design of the pattern, it could be made in any fabric desired.

