

enduring



Archivism



eclectic



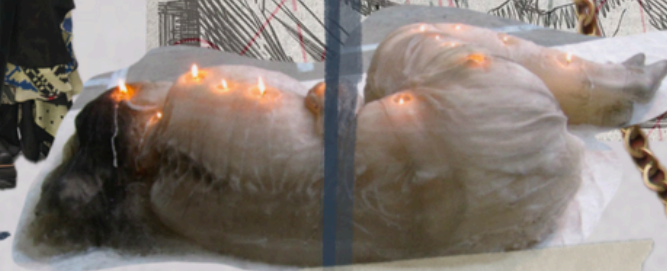
the sublime and the tragic



Romantic



elegiac



memorabilia



"i am just a museum of every thing i've ever loved"

Inspired by the phrase "bury me in this," often used to describe cherished clothing, "The Historian" collection chronicles culture and the human experience through garments that endure beyond death. This collection uses repurposed fabrics, cultural influences, and curated remnants to encapsulate the rich tapestry of life.

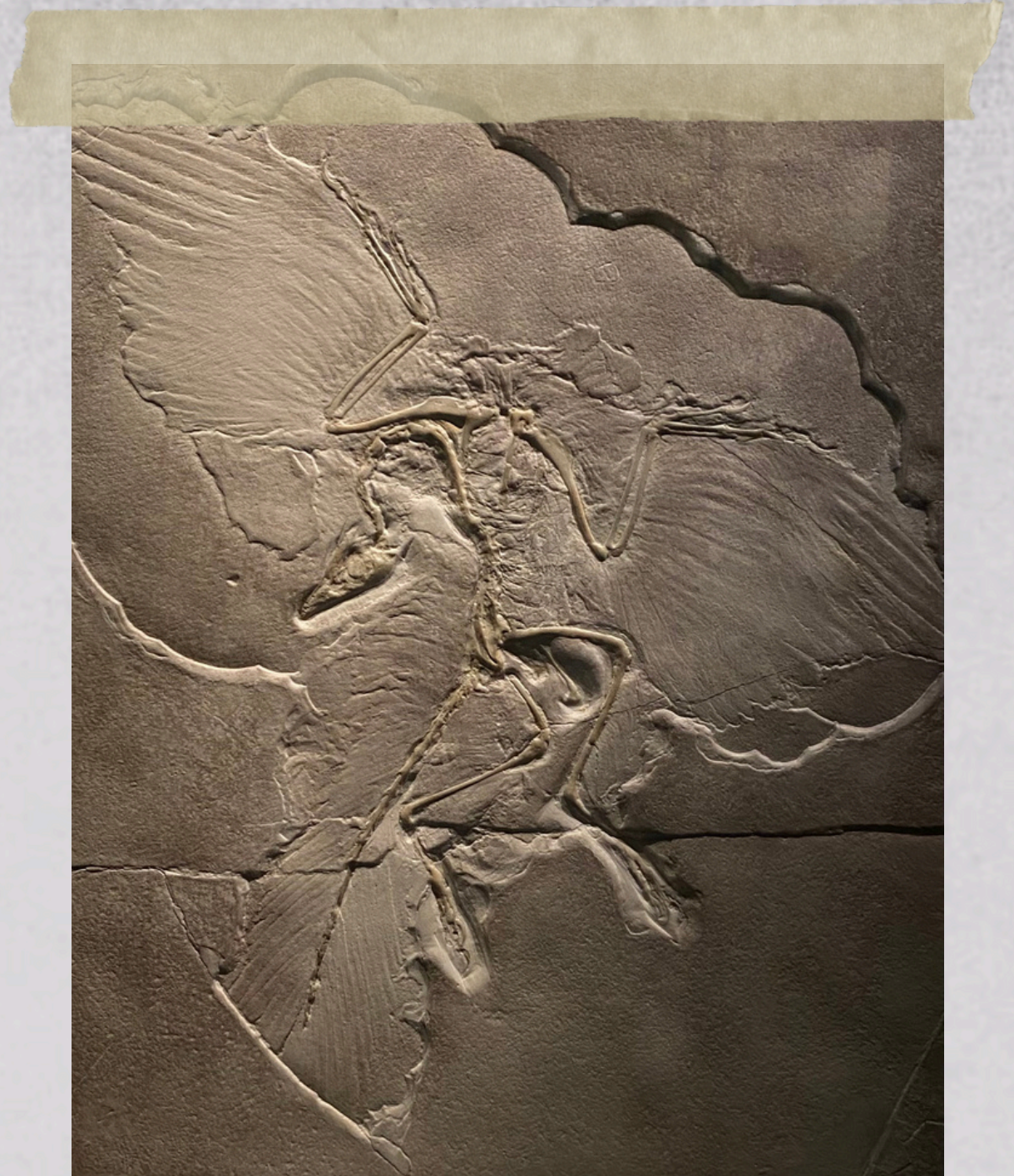
At its core, "The Historian" collection explores the human tendency to attach profound significance to material possessions. Each piece aims to become a future archival treasure, preserving memories, traditions, and personal narratives.

Sustainability and resourcefulness are central to the collection. All leather components in the collection are off-cuts sourced from various leathers and garment manufacturer across England. "The Historian" aims to utilize small leather scraps that would have otherwise been discarded by the leathers industry. Charms, jewelers, and trims used throughout the collection are also scavenged from second-hand sources to minimize waste. These materials, rich with history and character, serve as canvases for storytelling, adding authenticity and depth to every garment.

Celebrating the diversity of human experience, "The Historian" draws from various cultural influences. Embroideries, motifs, and embellishments reflect a mosaic of traditions, evoking wanderlust and cultural exchange. The collection aspires to be a future archive, chronicling human existence and preserving heritage with physical durability and cultural endurance.

Embracing the ceremonial aspect of clothing as a form of ritual and remembrance, "The Historian" exudes reverence and solemnity. Each garment carries symbolic significance, serving as a vessel for catharsis and commemoration. Whether for funeral processions or wedding ceremonies, clothing marks life's milestones, and this collection honors that tradition.

"The Historian" is a testament to the enduring power of clothing as a means of self-expression, storytelling, and cultural preservation. It stands as a melancholic yet celebratory ode to life's diverse tapestry, inviting wearers to reflect on their journey, cherish defining moments, and find solace in remembrance. Through somber yet vibrant designs, the collection engages in the timeless dialogue of human experience, culture, and memory.



COLLECTION RATIONALE

ESTHRNGN
The Historian
A/W 2024 MENSWEAR



MARKET LEVEL



Demographic Profile:

Age: 25-55

Gender: All genders

Income Level: Middle (£60,000 to £100,000) to high income

Occupation: Creative professionals (writers, artists, historians, educators, designers)

Education: College-educated, often in humanities or arts

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The Historian
A/W 2024 MENSWEAR

CONSUMER PROFILE



Behavioral Profile:

Shopping Habits:

Prefers quality, timeless, well-crafted pieces

Seeks unique, culturally significant items

Supports sustainable and ethical brands

Purchase Motivation:

Attracted to garments with emotional and historical narratives

Desires pieces that can be cherished and passed down

Looks for clothing that reflects personal and cultural identity

Values:

Appreciation for history, culture, and heritage

Commitment to sustainability and ethical consumption

Sentimental attachment to personal and cultural artifacts

Lifestyle:

Attends cultural events and museums

Appreciate cultural media and products

Engages in hobbies like collecting vintage items and reading historical literature

Personality:

Reflective, thoughtful, detail-oriented

Values craftsmanship and storytelling in products

Product Preferences:

Style: Classic, timeless designs with contemporary twists, both austere and intricate details

Materials: Natural, sustainable, and repurposed fabrics with historical character

Craftsmanship: Meticulous, showcasing hand-stitched details and cultural significance

Communication and Engagement:

Preferred Media: Storytelling-focused platforms, blogs, social media, documentaries

Brand Interaction: Participates in brand events, workshops, and exhibitions celebrating heritage and craftsmanship; values transparency in sourcing and production

Competitive Landscape:

Direct Competitors:

Other premium and luxury brands focusing on sustainability and cultural heritage (e.g., Uma Wang, Ziggy Chen, Archivio J.M. Ribot, etc.)

Indirect Competitors:

Brands at a higher market level and larger consumer base, with greater ability to produce RTW pieces.

Bespoke fashion services for the made-to-order segment

Pricing Strategy:

RTW Line:

Priced at £250-£750

Accessible luxury targeting professionals seeking everyday wear with cultural significance

Collectible Made-to-Order Line:

Priced at £750-£3000

High-end, bespoke garments for special occasions and collectors, emphasizing unique craftsmanship and cultural storytelling

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The Historian
A/W 2024 MENSWEAR

"The Historian" appeals to consumers seeking depth and meaning in fashion, connecting them to their roots and personal narratives through garments that blend historical reverence, cultural richness, and sustainable practices.

MATERIALS:

full grain cowhide

top grain cowhide

100% NAPA LEATHER, FULL-GRAIN, & TOP-GRAIN LEATHER OFF-CUTS

(cowhide)

vintage/reworked jeweleries

antique button

sheep skin napa leather

FABRICATION

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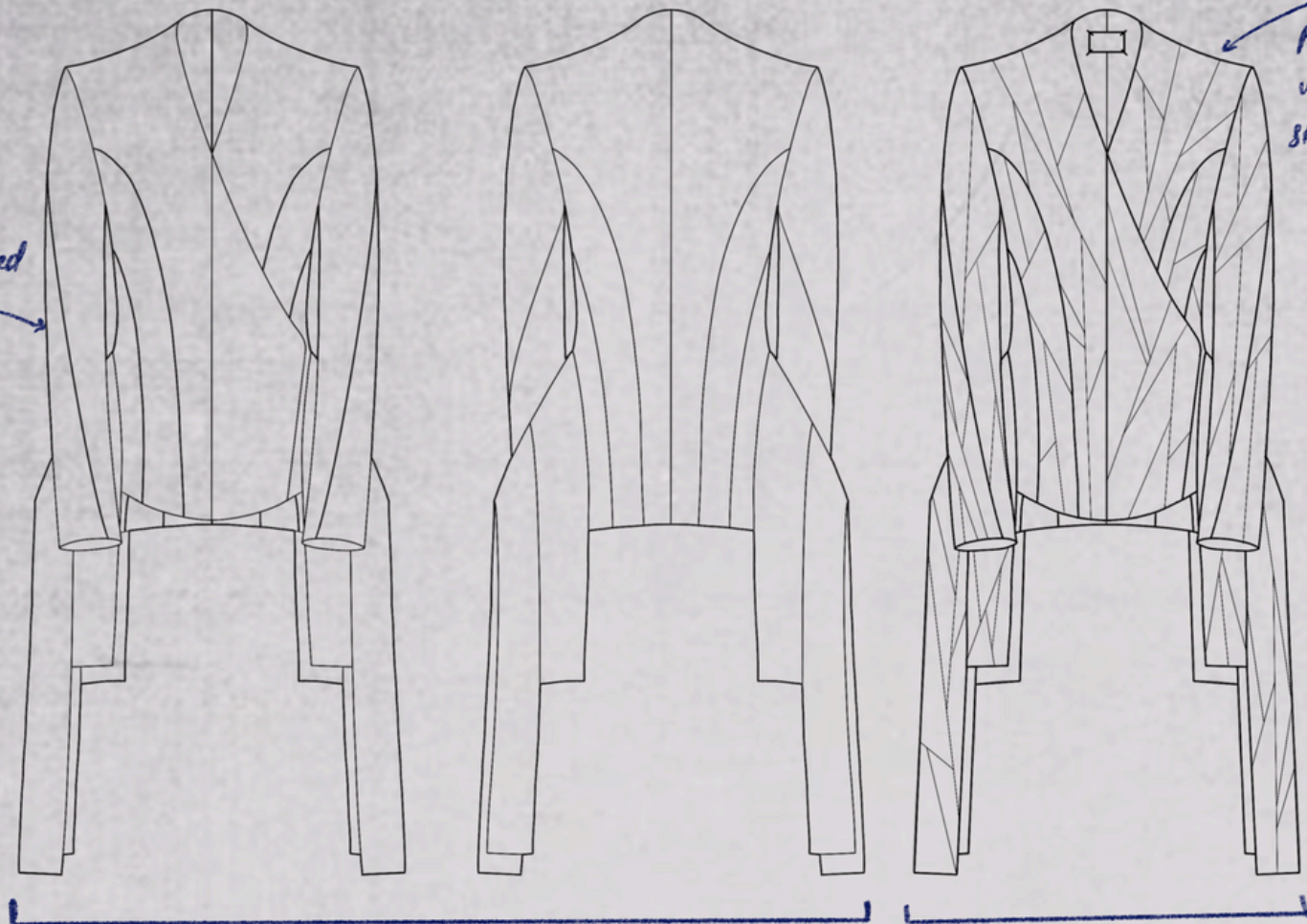
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**TECHNICAL
DRAWING**

PATCHWORK LEATHER JACKET

TECHNICAL BREAK DOWN

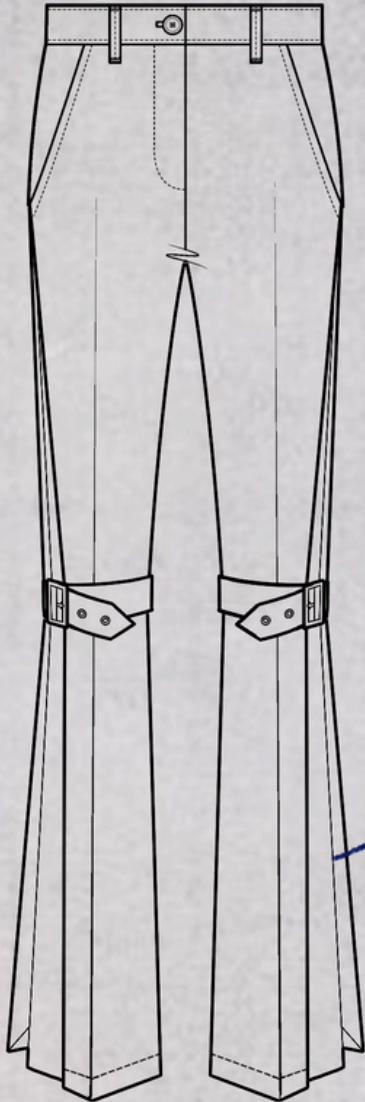
panels joined
with running
stitch



secondary
panels joined
with zigzag
stitch

PRIMARY PANELS
- for shape and structure

SECONDARY PANELS
- to accommodate small
off-cuts pieces



SILK LINING

CALF SKIN - FIRST GRAIN LEATHER

JACKET SAMPLE



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DESIGN DEVELOPMENT

draping inspiration

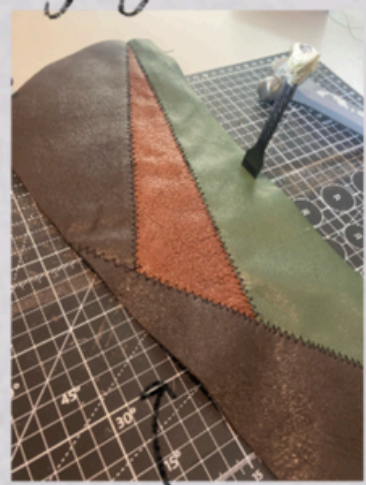


paneling

TOILE



zigzag stitch seam



seams joined by zigzag stitch & grosgrain ribbon underneath.



corset

eyelets and buttons

range

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LEATHER JACKET
TOILE DEVELOPMENT

kidskin jacket

+
pants

more defined shoulder

side panels
less exaggerated

bigger collar

LEATHER JACKET
VILHOLETTE

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The Historian
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JACKET SAMPLE DEVELOPMENT

First jacket sample - to be developed

full pattern piece

cut into smaller pieces to fit with leather scraps



join pieces with glue & grosgrain ribbon backing

wrong side with ribbon backing

zigzag top stitch to secure pieces together

join pattern pieces with strong industrial machine

complete with antique jeweleries charms - removable & customizable

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Leather Details

On layering pieces

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- Utilise leather off-cuts
- Application in a wide range of apparel



Annemoutmeester
- mix leather w/ soft textiles

