

The idea behind my Design is a combination of the bike, isiXhosa & Art Painting culture. I had to include the bike cult as it is the origin of leather in pop culture.

The kick start to my Design was research on the history of leather. The purpose of this research was to create a foundation for my design. I watched a 47min video on YouTube taking me through the journey of leather.

After creating a foundation for my design, I initially had the idea of the kind of style I was gonna tap into but I first decided to do some research on current leather trends & I came across the corset leather jacket trend which caught my attention, with this discovery I now created a silhouette for my design.

Using the corset jacket silhouette was me basically applying the virgil Abloh "90% product 10%percent design" philosophy. This philosophy was my guideline to creating a design that balances slow fashion & everyday wear consumers.

Due to the RLSD brief, ofcourse we stuck with the cowhide leather vision for fabric choice. The color palettes were influenced by umbaco which is a popular traditional attire in the Xhosa nation, cream white, with a touch of black & mustard yellow too. The yellow was included because color has been some that's been included in umbaco lately as it has been known to just strive in black & white in the past.

The jacket is designed of curvy panel lines in the front torso, front pocket & zip as work detail. I also applied the curvy panel lines on the sleeves. I adopted the disco or 70s bootleg jeans silhouette & applied it on the sleeves of the jacket.

On the back design of the jacket, my highlight is the zip that goes right across the upper back & under the sleeves for decorative purposes & work detail at the same time.

This design unites slow fashion & everyday wear consumers. My main priority was to maintain the slow fashion culture while trying to bring in & accommodate daily wear consumers.