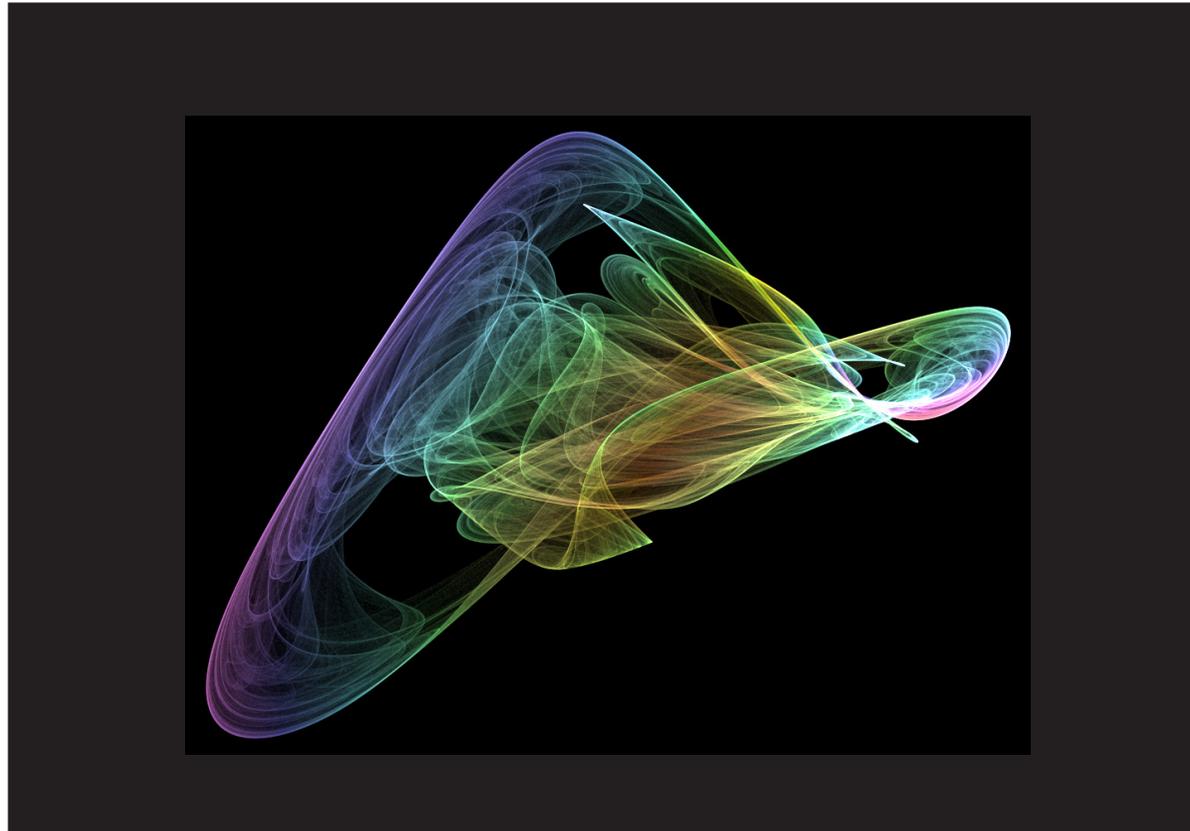
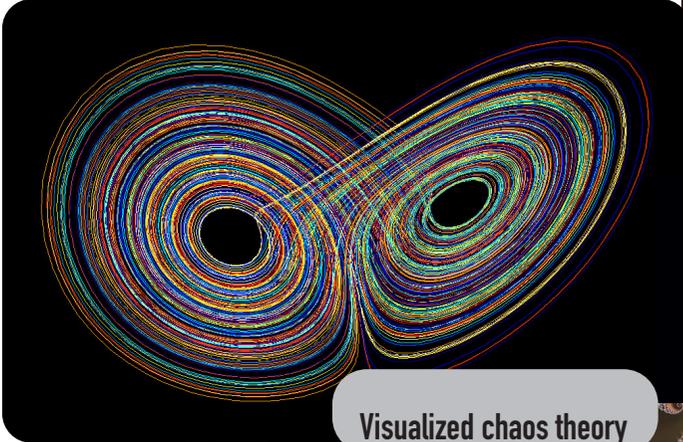


# Poise in Pandemonium | Beauty within Chaos | Zak Lawrence



**Beauty in chaos is the idea that there is a aesthetic visualization within a disordered scene; For instance the image above represents a diagram of a chaos fractal from attractors within the chaos theory. Using this I aim to create a collection of footwear styles that represents this concept using many different displays of chaos and presenting them with perceived beauty.**



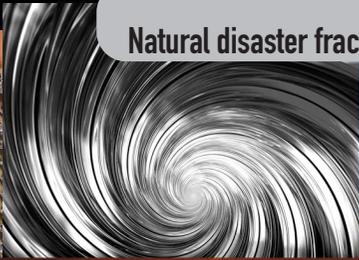
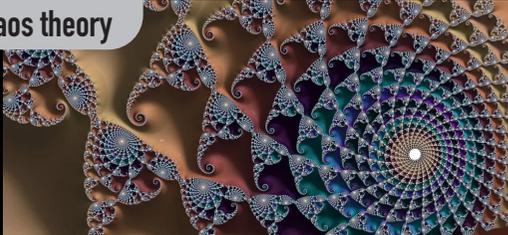
Visualized chaos theory



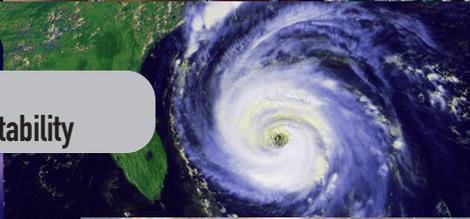
Movement of star clusters



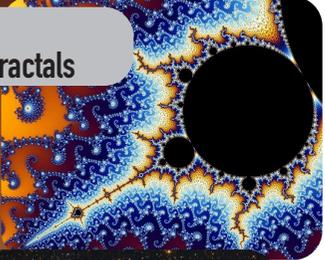
Natural disaster fractals



Unpredictability



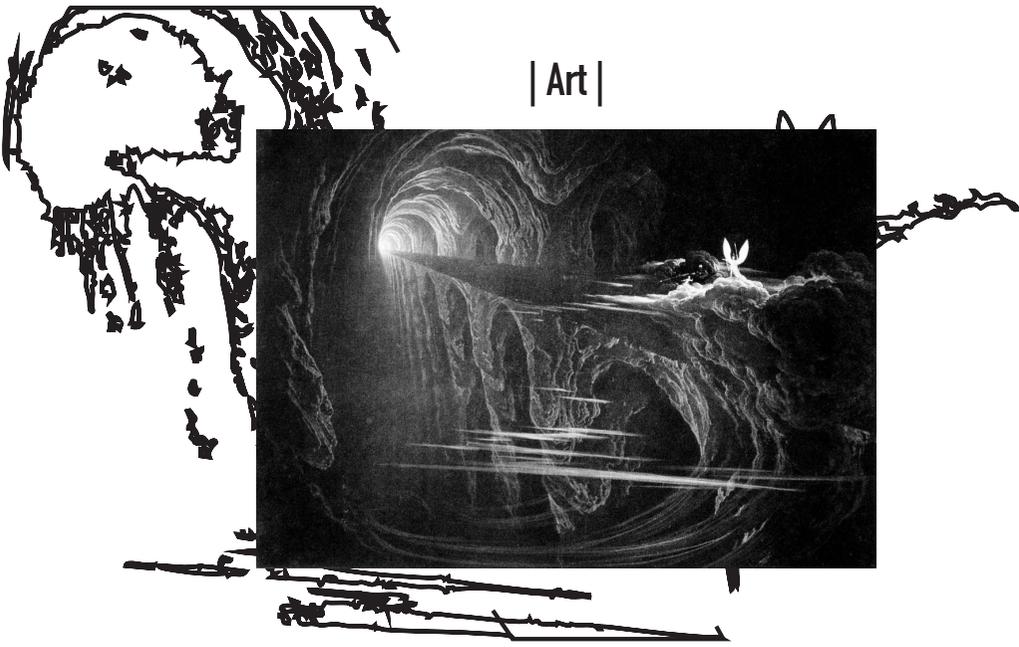
Visualized fractals



The work of John Martin



Space photography

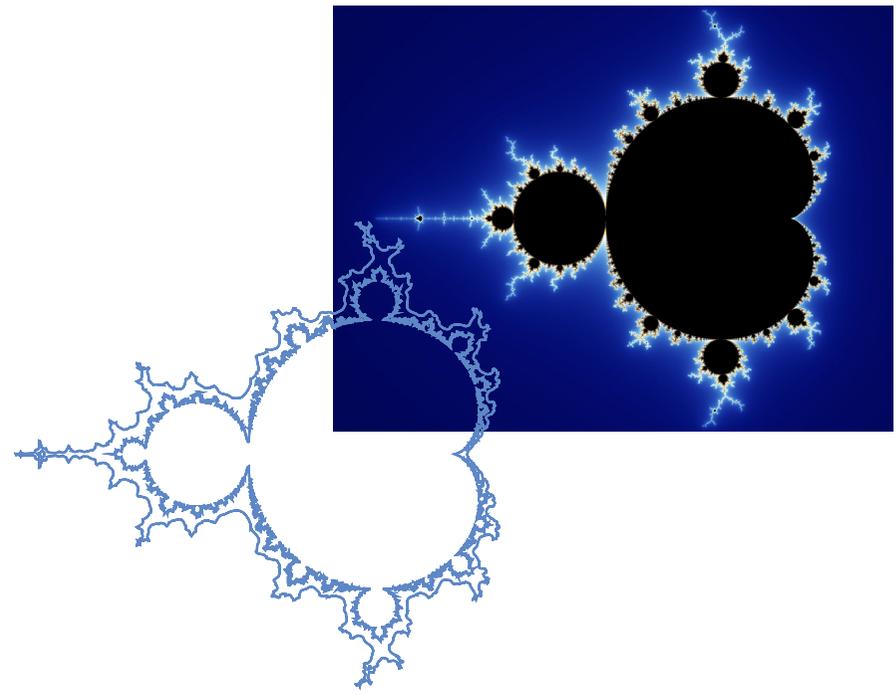


| Art |

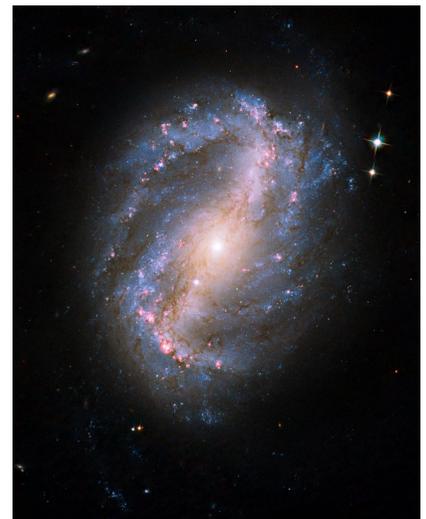


| Nature |

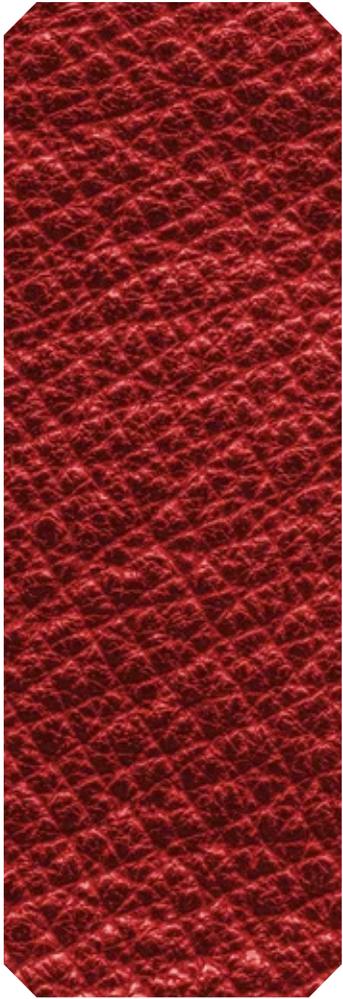
| Mandelbrot Set |



| Sculpture |



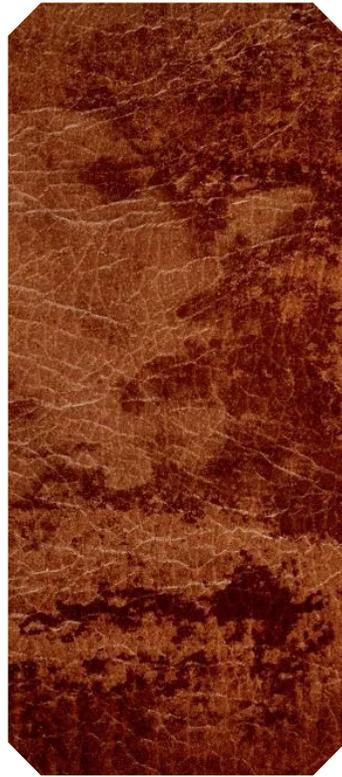
| Space |



**Textured leather**



**Premium leather**



**Distressed**



**Meshes**



**3D print filament**

# Target Customer



- The target consumer for this collection will be people looking to push out of their fashion comfort zone and expand on their own style. It will look to aim for individuals with a sense of fashion who are willing to learn more about certain styles

- Looks for trends as well as underrated pieces

- Creative mindset with interests in making and design as well as production techniques

- Age range of 18 - 20's with some styles being available to older generations with like mindsets

- Decent earning as well as money conscious

- Bold styles and extroverted personalities

- City lifestyle, travels a lot

- Looks for a good mix of style and wear ability

- Male/ Unisex targets

# Current Customer



- My collection is for people who have fashion interests that look for unique pieces to wear and collect.

- Customers from a consumerism background with higher spending on luxury and trending products.

- Experience in fashion and interests in the industry as well as artistic and creative passion

- Age range of 20 - 35

- High income, not afraid to spend

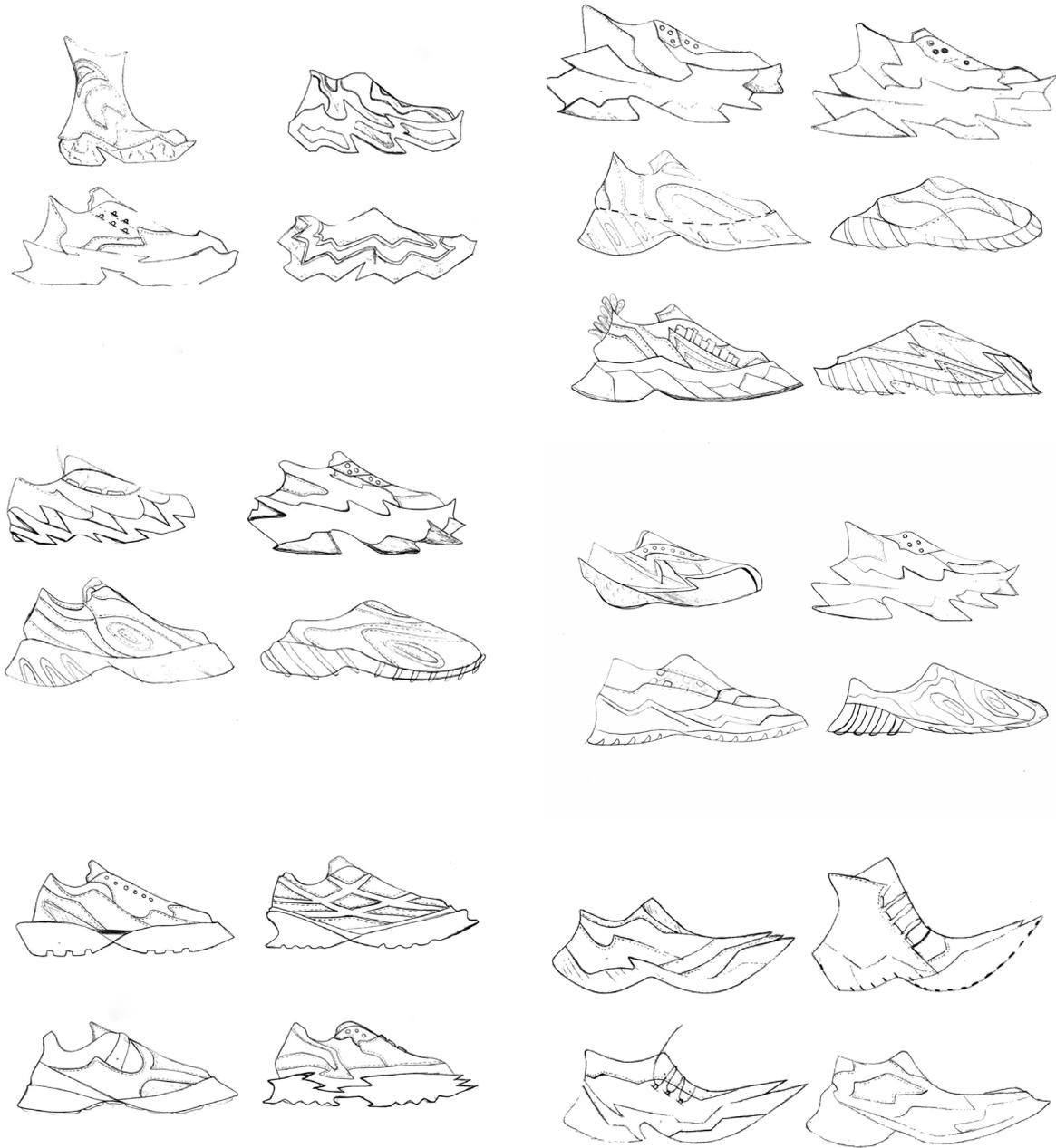
- Eccentric personality, colourful style

- City lifestyle

- Exclusive buyer

- Buys for both comfortability and style

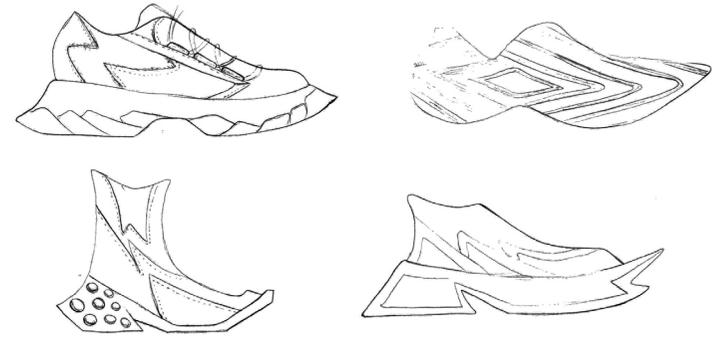
- Male/ Unisex buyers

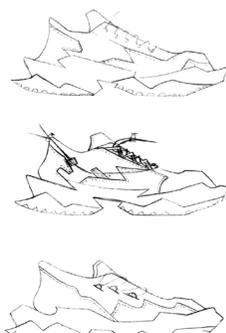
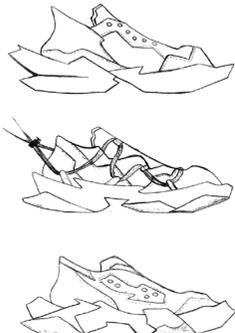
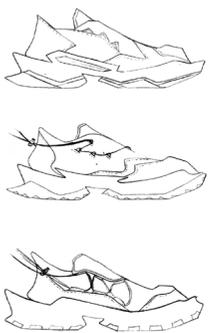
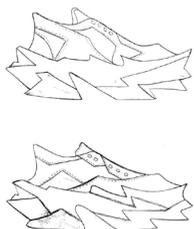
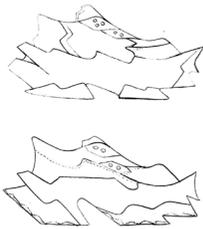
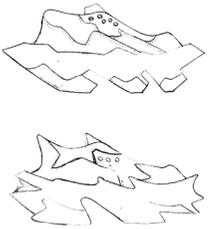
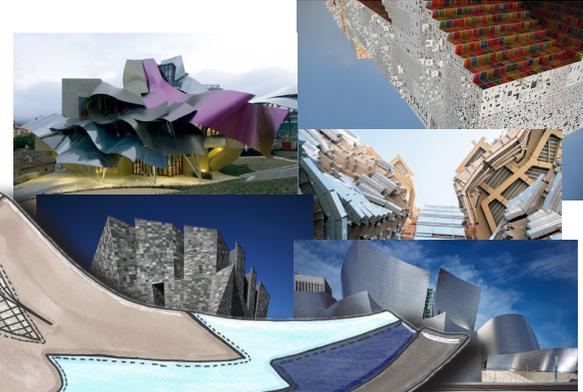
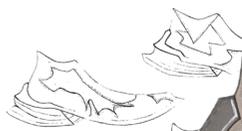
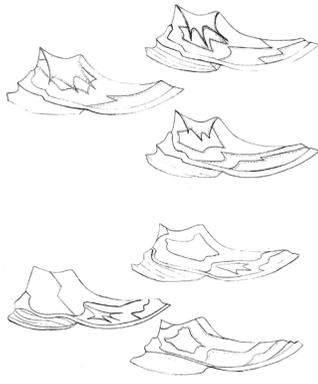
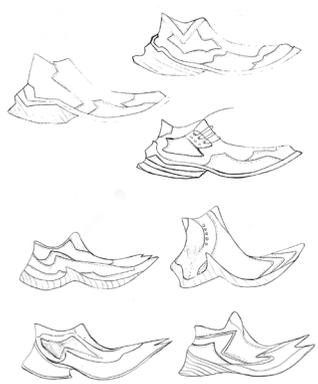


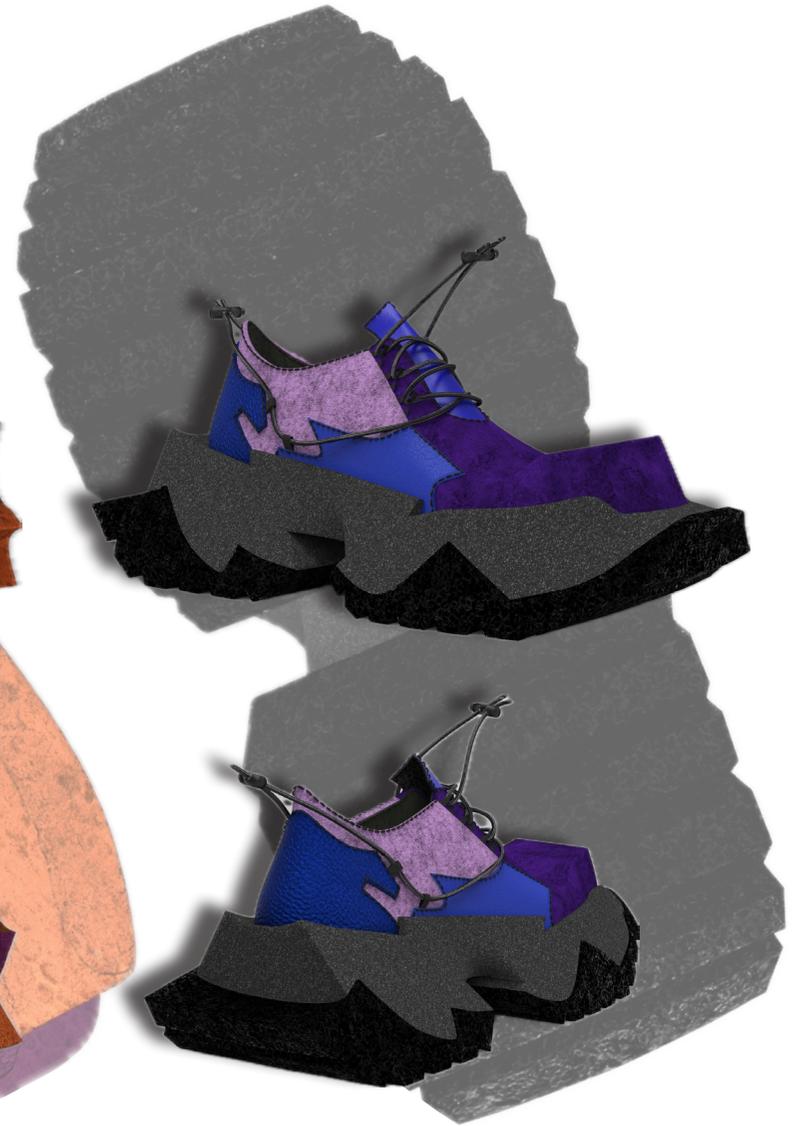
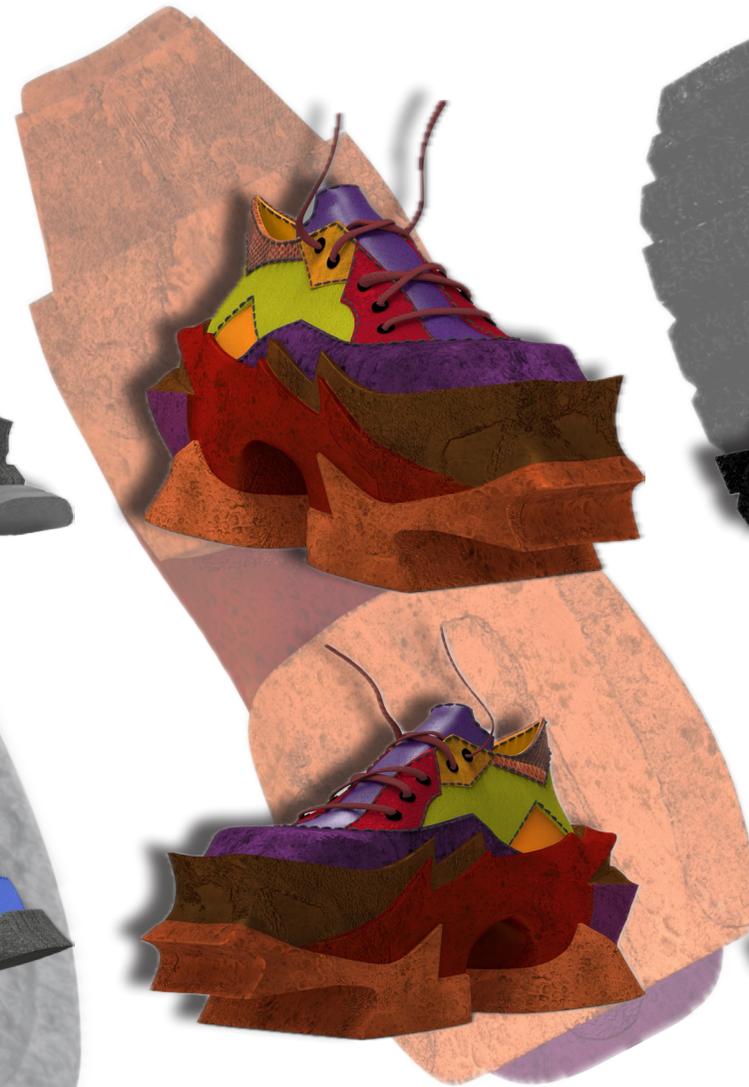
- Representation of chaos in all different shapes and style

- Development of design language

- Using fashion and exaggerated outfits

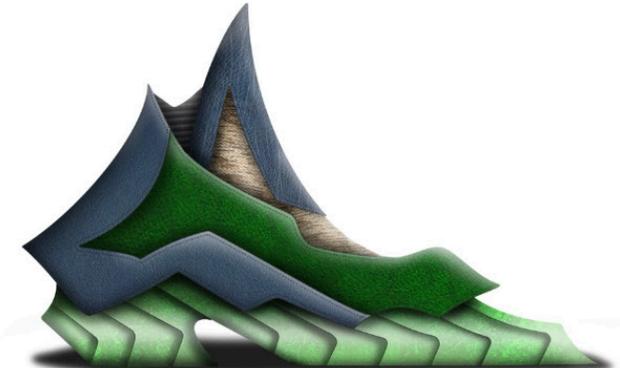








**3 prototype samples all created with individual themes of chaos. they each use high quality leathers with off cuts of material swatches paired with patterns cut from full skins. Each shoe has a sustainable profile due to their re purposed leathers and swatch use as well as full 3D printed outsoles and minimal use of non sustainable products.**



**| FMP - The Chaos Collection |**

