



# Leather Project

By Almog Avraham

# My inspiration for the project

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The project explores the phenomenon of coral bleaching, through which I aim to express a sense of shock in the face of nature's beauty.

This is a fascinating process of decay, manifested in shape transformations and the signaling of vivid, almost fluorescent colors in corals.

A phenomenon that has been intensifying in recent decades due to the warming of ocean waters caused by climate change.

Driven by a desire to raise awareness and highlight the fragility of nature, I created a visual response to the phenomenon through the design of five womenswear ensembles.

I chose the jacket as the central garment in each of the five outfits, with each look representing a different stage in the bleaching process. The collection was developed using techniques such as freehand draping, fabric sculpting, and handcrafted leatherwork, involving distortion, deconstruction, and reconstruction of the familiar jacket form.

Through a gradual shift from vivid colors to soft white, the collection tells a story of decline – the slow disappearance of coral reefs, which serve as a vital ecological resource in our oceans.



# About me

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My name is Almog Avraham, I am 30 years old from Israel, I live in Tel-Aviv.

I am studying in Shenkar in the department of fashion design, finishing my fourth and final year of studies. I see fashion as a way of life and self-expression. I am inspired by nature, from amorphous and geometric shapes, and it is important for me to address issues that are relevant to now. In the design, I research, learn and ask questions about the subjects that attract my attention. My design process and ultimately my clothes are the tools I use to express myself. It is important to me to be a fashion designer who presents a different side, and a different statement about what fashion is, to innovate, develop and be the best version of myself.



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# MY final project - Photoshoot

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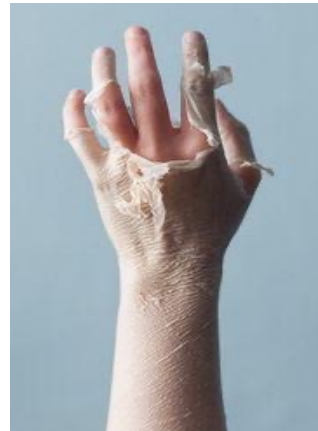






In my design I created, I placed a strong emphasis on the mindful use of raw materials. I worked with remnants of genuine white cattle leather - discarded pieces that no longer served a purpose. By doing so, I not reduced the amount of waste generated through leather processing, but also gave these materials new meaning through a unique design that reveals their beauty.

My work combines printing techniques and delicate hand embroidery on leather to add a sense of depth and dimension. I developed a gradual print that transitions from vivid colors to quiet white, illustrating both the vibrant, fragile beauty of corals and the destructive process of their decline. This project is not only an aesthetic exploration, but also a reflection on a natural phenomenon and the urgent threats coral reefs have faced in recent years. Throughout the design process, I aimed to deliver an environmental and social message - one that raises awareness of the importance of protecting our oceans and ecosystems. Each look in the collection presents a form of disruption, inviting the wearer to participate in change. I believe that through fashion design, we can inspire people to reflect on their connection to the environment and motivate them to take part in the effort to preserve coral reefs and marine life.



# What is coral bleaching?

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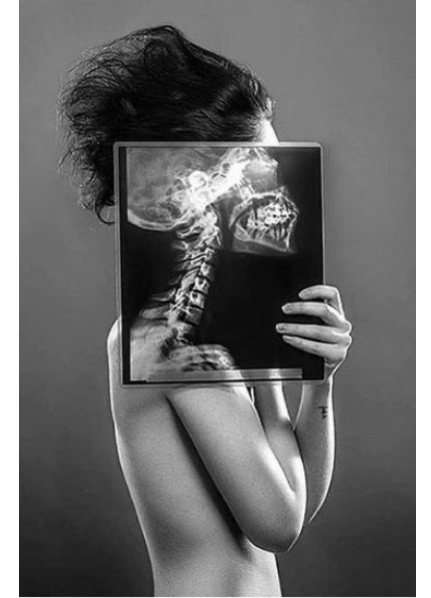
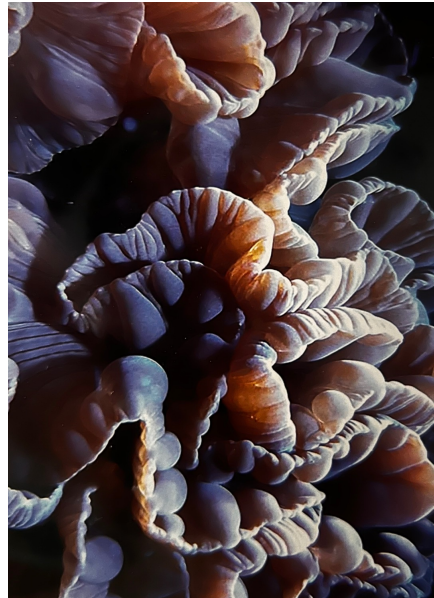
coral bleaching refer to the phenomenon in which corals die and become white due to the increased water temperature. Corals originally depend on a symbiotic relationship with algae-like unicellular flagellate protozoa, called zooxanthellae, which provide nutrients to corals via photosynthesis using the carbon dioxide produced by the corals. However, as the water temperature rises, this symbiotic relationship breaks, and corals start to die. The remains of dead corals whiten rocks under the ocean bed, as corals contain calcium carbonate. The leading cause of this coral bleaching is global warming.





The transformation and deterioration that corals undergo as a result of climate change mirror the human body's own process of withering and aging. Like coral, the human body experiences decline over time. Through the alterations I apply to the jacket form, I aim to illustrate this natural phenomenon - how a garment can reflect the fragile state of coral reefs. Each modification in the jacket's structure represents the impact of environmental forces on nature.

This is a process of exploration and dialogue about how even what seems strong and resilient can be affected and changed. My goal is for the collection to raise environmental awareness. The distortions and evolving shapes I create within the jacket highlight adaptability and resilience, even in the face of disruption. Through design, I express the power of confronting change - both on a personal and environmental level.



# My drawing collection for the project

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# Technical illustrations for my collection

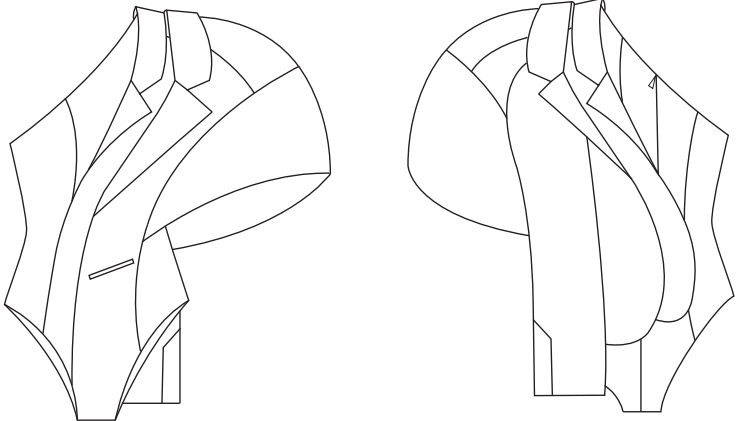
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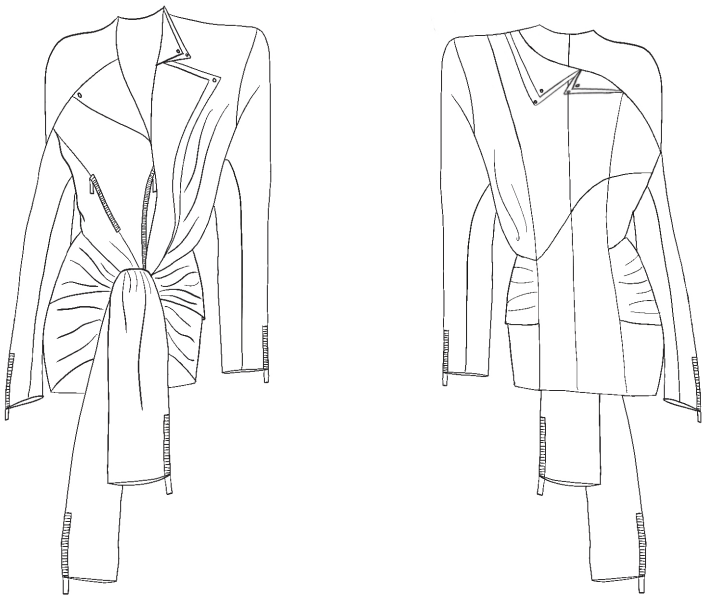
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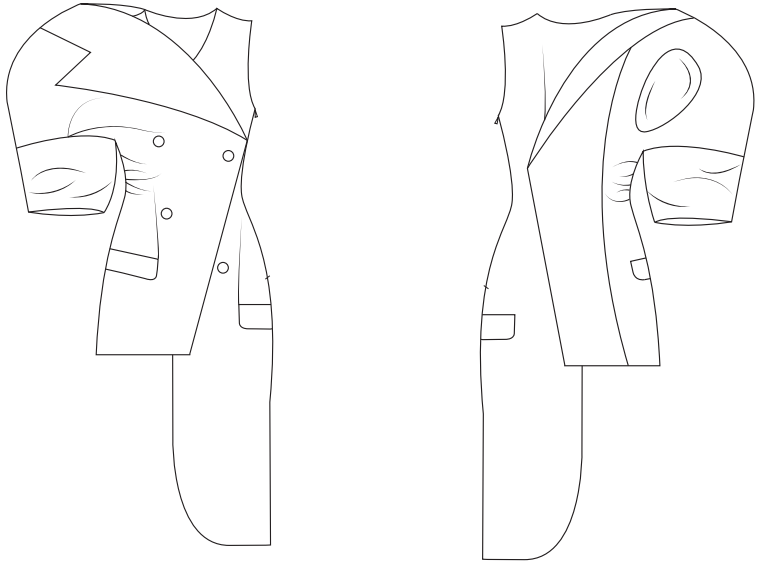
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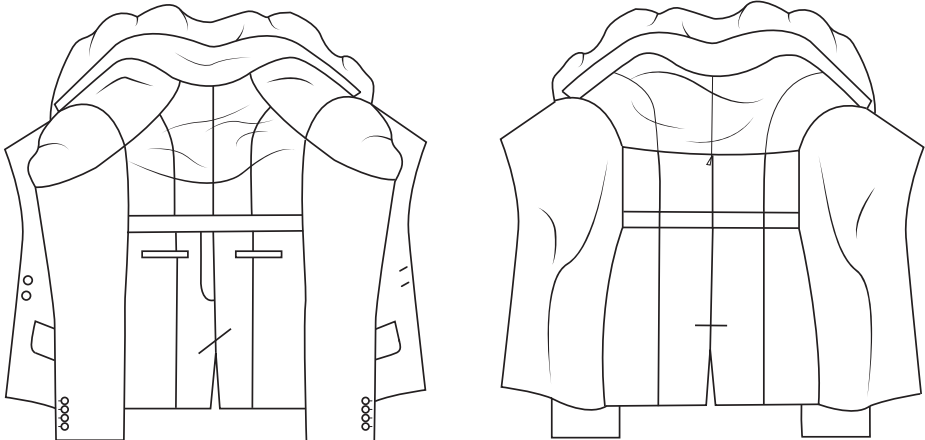
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# The coral bleaching process

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The process of coral bleaching occurs in nature during a preliminary stage in which corals emit neon colors such as yellow, green, blue, and purple. This is intended to draw humanity's attention so that we can act to save them before it is too late, and they ultimately bleach and die. It is a process of change and transformation that corals undergo.





# Draping process involving multiple tailored jackets

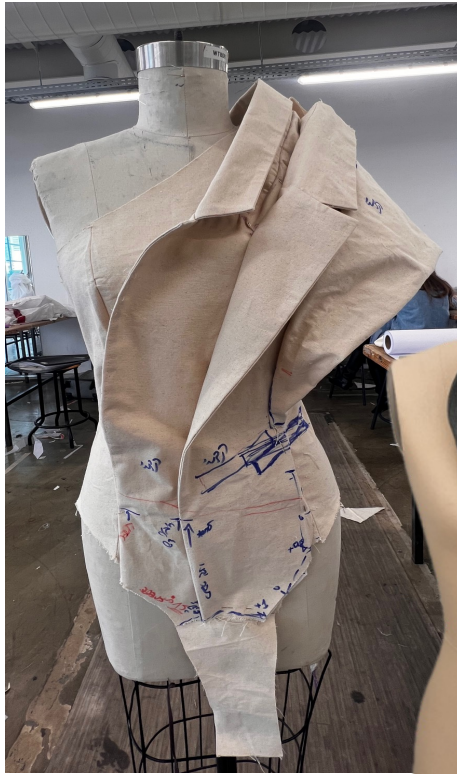
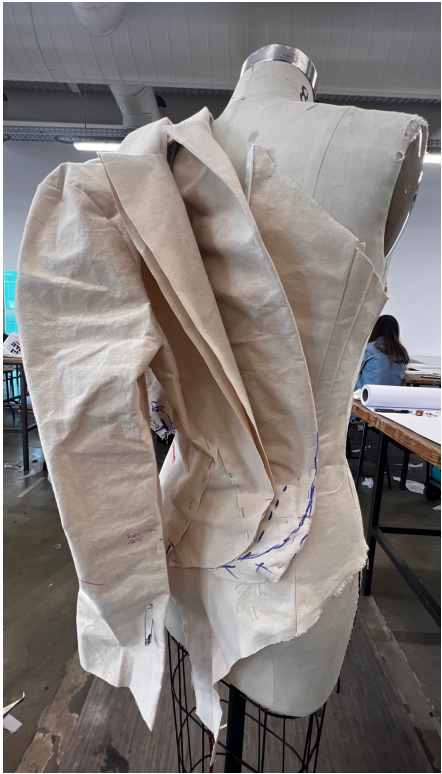
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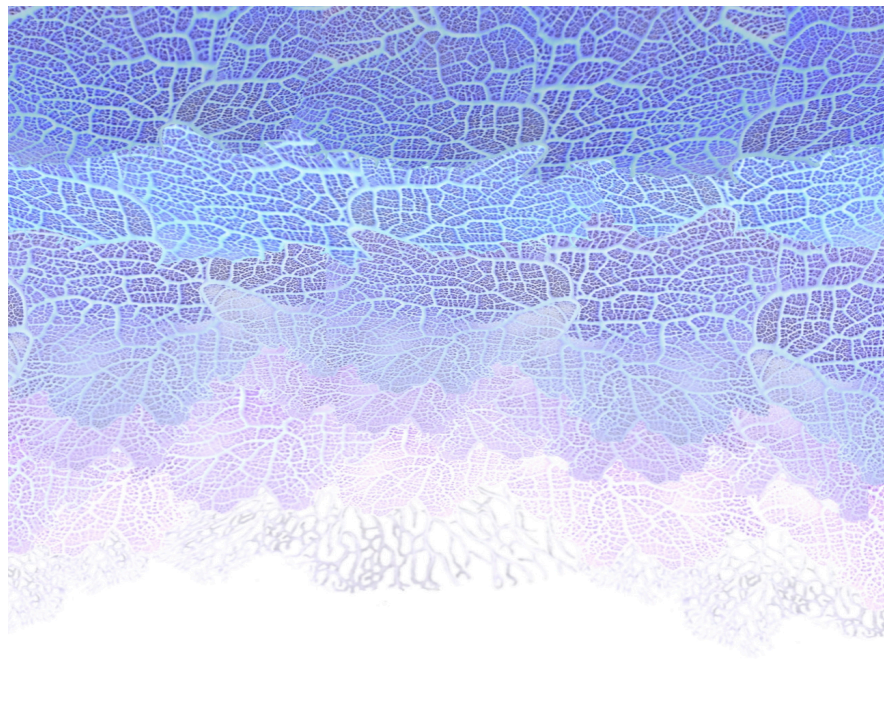
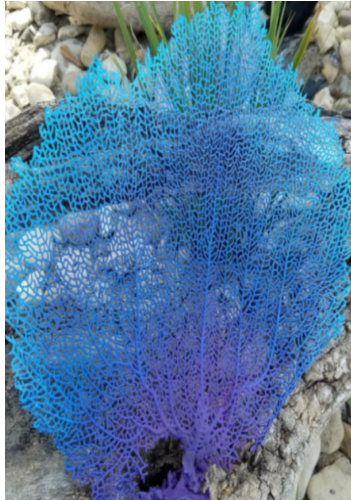


# Working progress

My design was developed based on a mannequin, involving a sculptural manipulation of two different tailored jackets. In this piece, I aimed to reflect the phenomenon of extinction by creating a garment that embodies disruption and distortion. The result is a hybrid form that prompts the viewer to question: is it a bodysuit or a tailored jacket?









# Photoshoot at Shenkar College

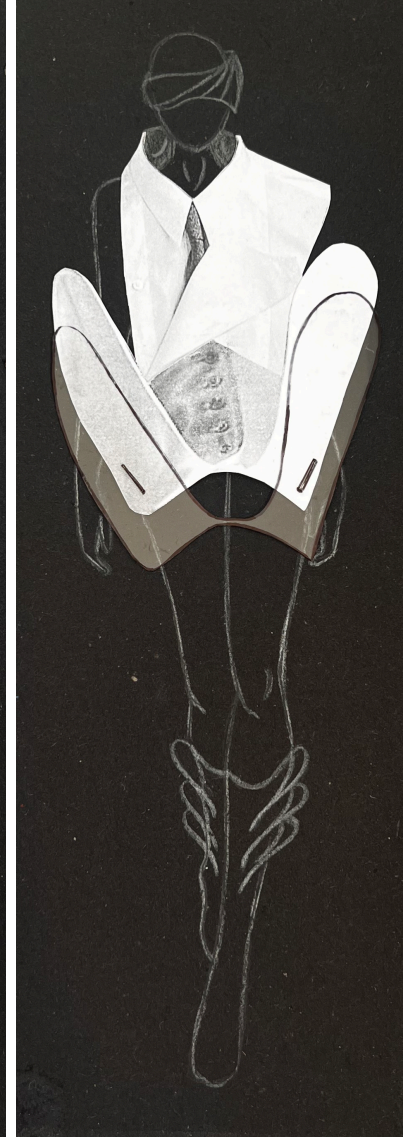
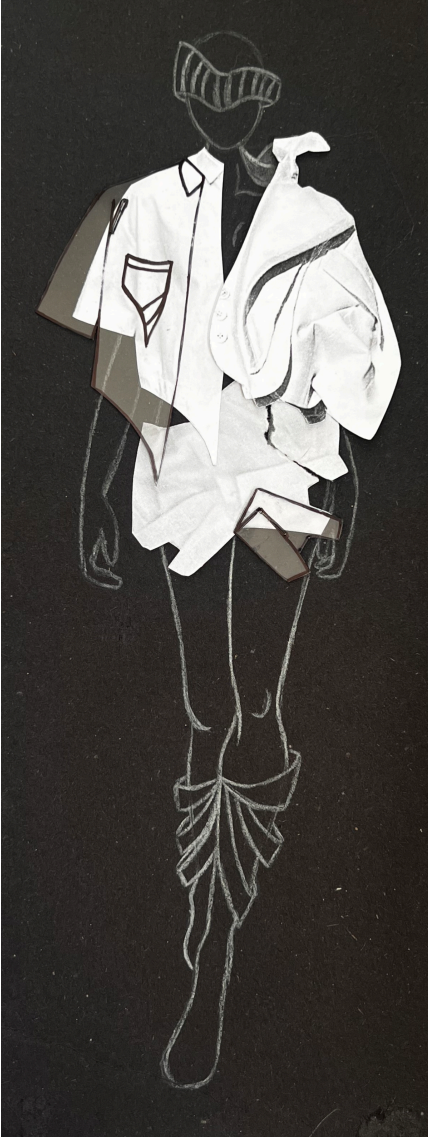
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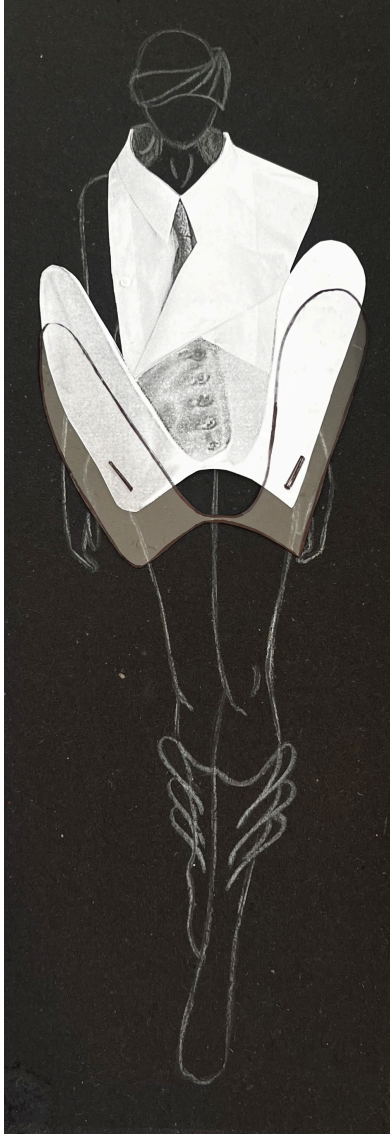


# Collages from pieces of paper of jackets

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# Collages from different jackets

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The end

Thank you!