

ROY YOGEV

PLAY AND REALITY



Hi there,

my name is Roy Yogev,
im 26 years old from Tel Aviv– Israel.
im a third year fashion design student at
Shenkar college of engineering, design and
art.

I design while asking questions about the
idea of fashion and design, looking for new
forms of clothing, trying to find balance
between beauty and interest.

i like challenging fashion rules of shape,
placement, and cutting the human body in
less traditional ways.

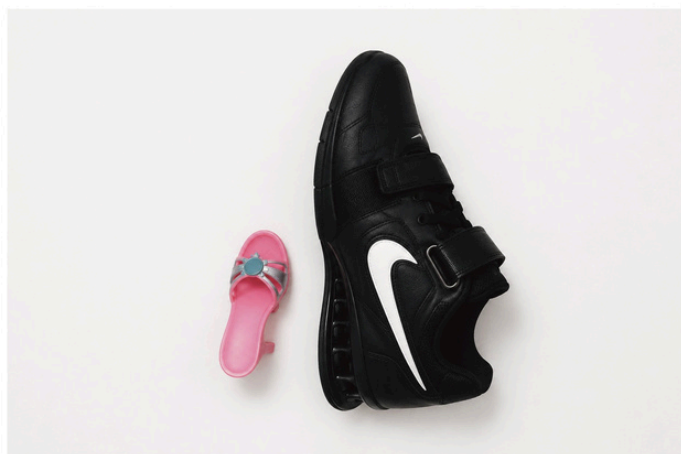
i think fashion should make the beholder look
at the garment and ask questions, not only
creating an aesthetic .

I have shown my work in a few fashion
shows, including TLV fashion week.



MOOD BOARDS

01

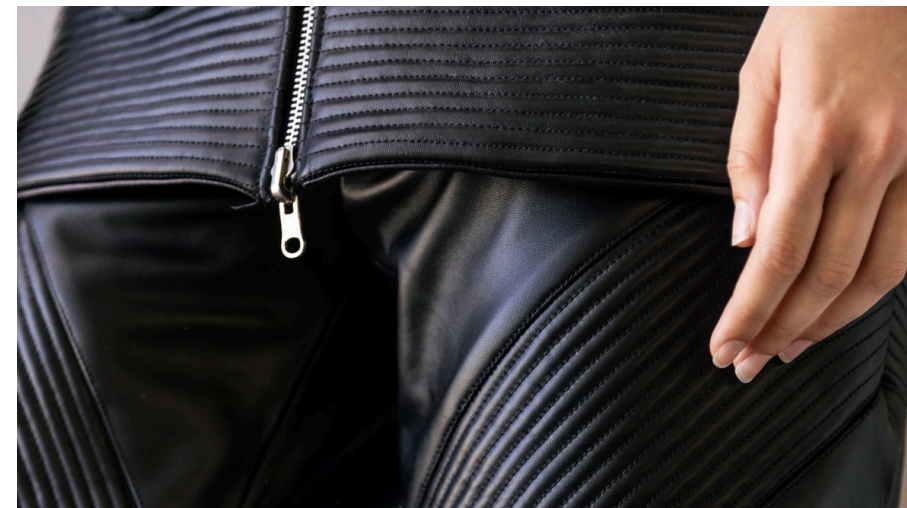


PROJECT ESSENCE

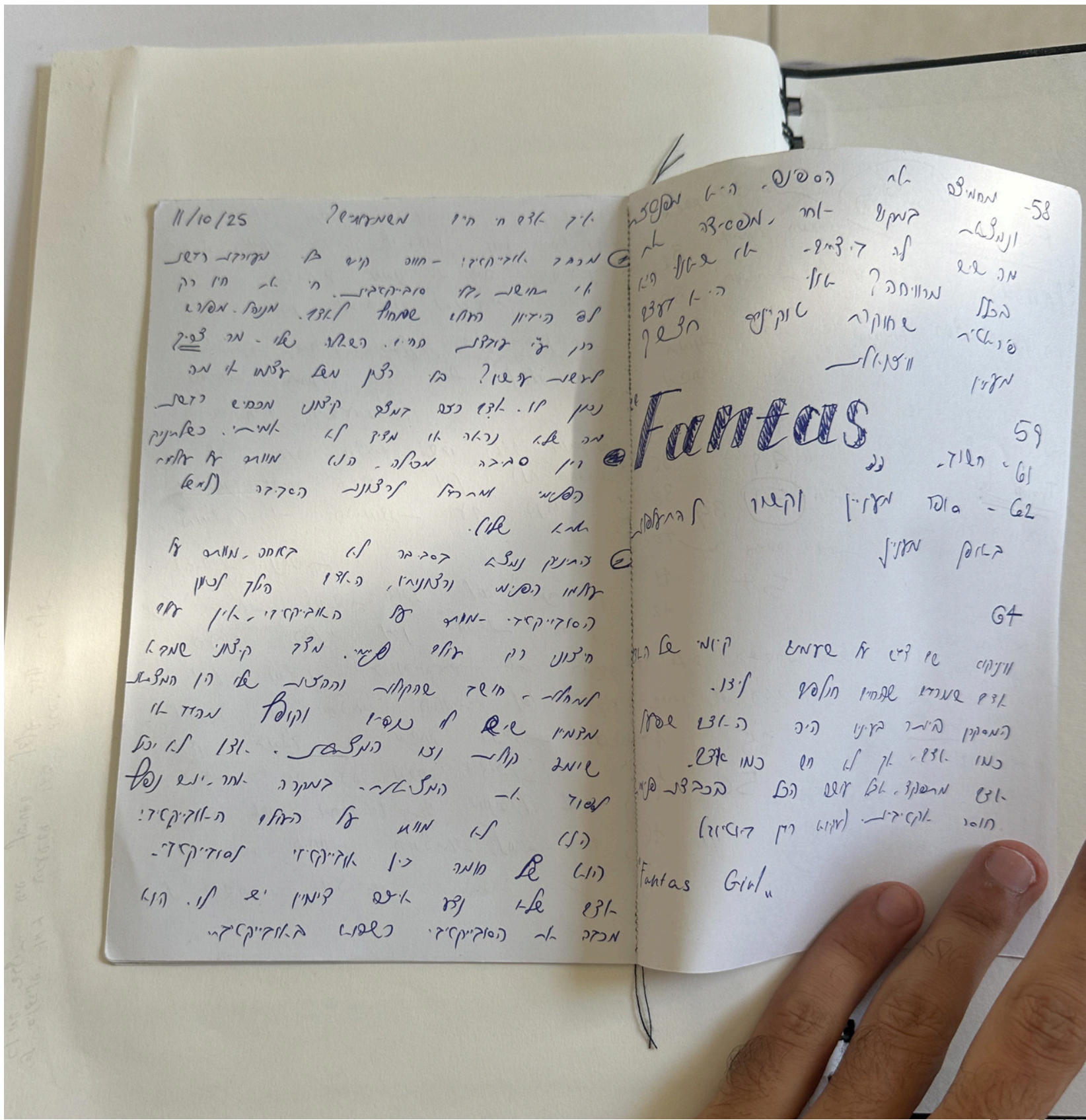
CHILDREN DON'T BEGIN WITH RULES. THEY BEGIN WITH IMAGINATION.

CHILDREN INVENT BEFORE THEY UNDERSTAND. UNCONCERNED WITH PATTERN MAKING, TECHNICAL LIMITATIONS OR CONVENTION, THEY ALLOW IDEAS TO EXIST BEFORE QUESTIONING HOW THEY MIGHT BE BUILT. MAKING COMES AFTERWARDS.

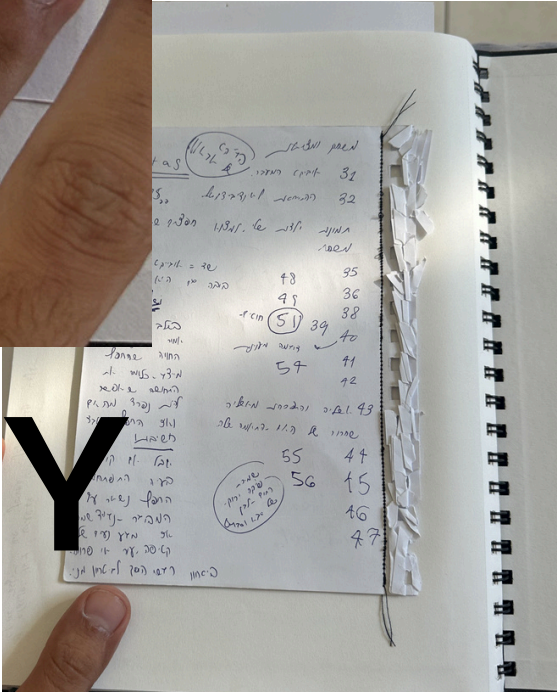
PLAY AND REALITY ADOPTS THIS SAME WAY OF THINKING. INSPIRED BY DONALD WINNICOTT'S THEORY OF TRANSITIONAL OBJECTS, THE COLLECTION EXPLORES HOW THE EMOTIONAL LOGIC DEVELOPED THROUGH PLAY CONTINUES TO SHAPE IDENTITY THROUGHOUT ADULthood. RATHER THAN TREATING CHILDHOOD AND ADULthood AS OPPOSING STAGES OF LIFE, THE COLLECTION CONSTRUCTS HYBRIDS BETWEEN THEM, MERGING EMOTIONAL OBJECTS FROM CHILDHOOD WITH THE FUNCTIONAL OBJECTS OF ADULT LIFE. PLAY IS NOT ABANDONED; IT SIMPLY EVOLVES INTO NEW MATERIALS, NEW RITUALS AND NEW FORMS OF PROTECTION.



PSYCHOANALYSIS MEETS



DURING LAST SUMMER, I READ WINNICOT'S BOOK "PLAY AND REALITY" AND WRITTEN NOTES WHILE READING WHICH HELPED MY FORM A DESIGN LANGUAGE. NOTES LEAD ME TO COMPARE BETWEEN CHILDHOOD OBJECTS AND ADULTHOOD OBJECTS IN THE FORM OF PAPER DOLLS.





DESIGN PROCESS

FINDING INTERESTING LEATHER GARMENT DETAILS, TESTING LEATHER COLORS AND TEXTURES, DIFFERENT FINISHES AND WEIGHTS.

FINDING MY UNIQUE COLOR PALETTE DRAWN FROM MY VISUAL INSPIRATION MAKING SURE ITS PLAYFUL YET MATURE, ROUGH BUT SWEET.

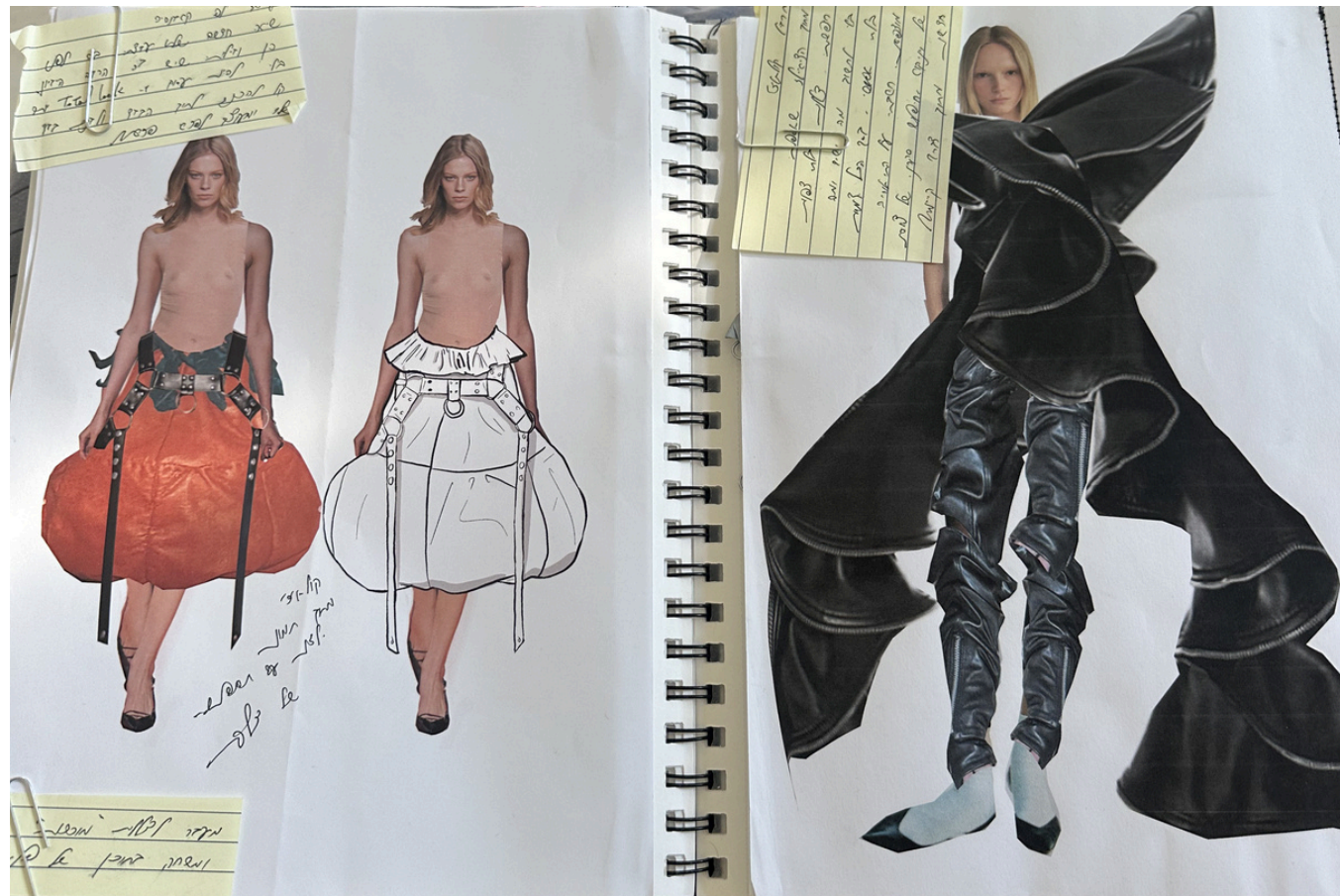
AFTER CREATING MY DESIGN LANGUAGE, I GOT INTO MAKING SKETCHES IN COLLAGE TECHNIQUES, JUST LIKE A KID PLAYING WITH SIZE, ROTATION, PAPER AND SCISSORS.

WITHOUT THINKING OF EXECUTION, ONLY IMAGINATION.

CREATING A LANGUAGE

SKETCHPLAY

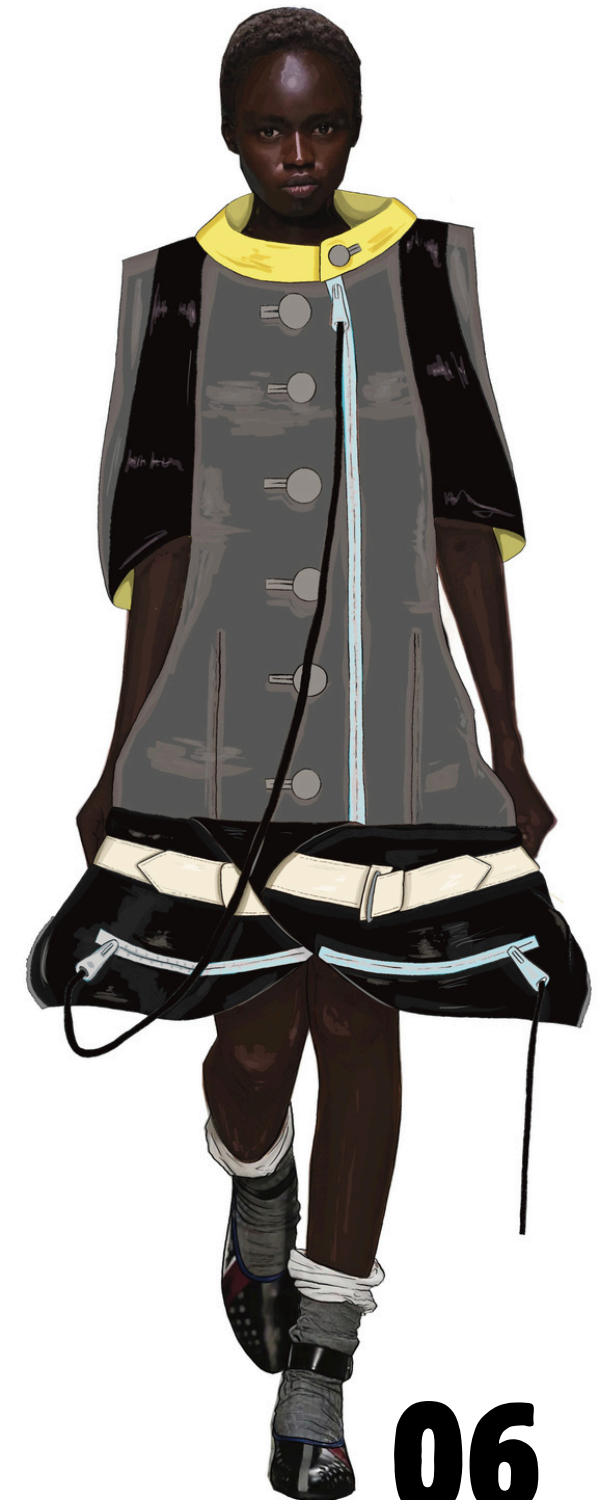
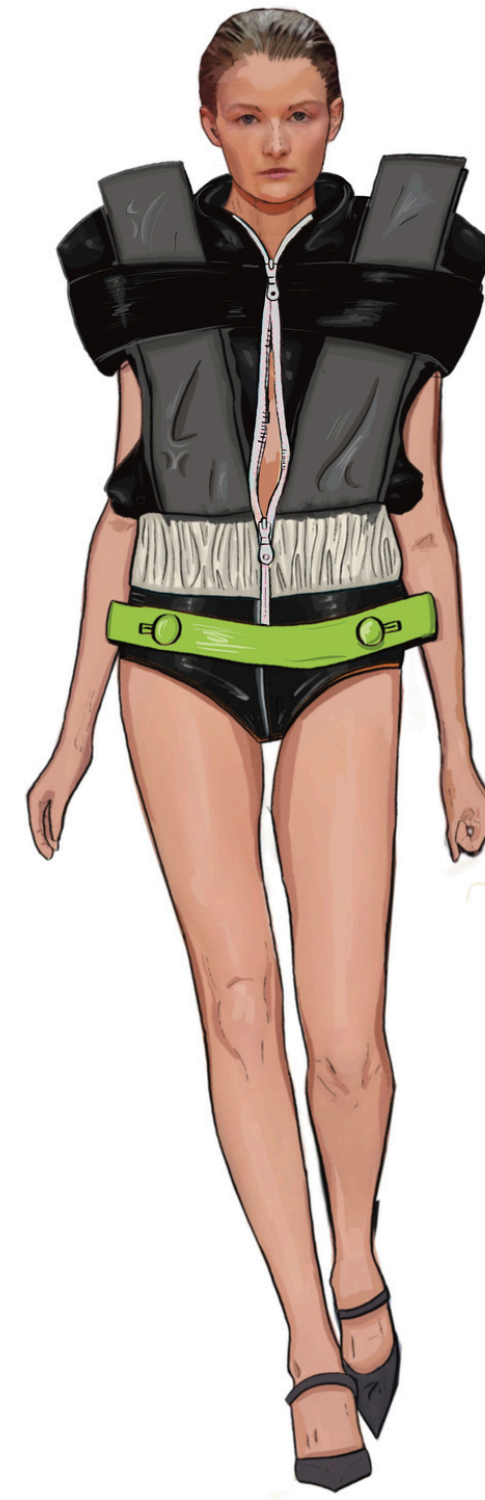
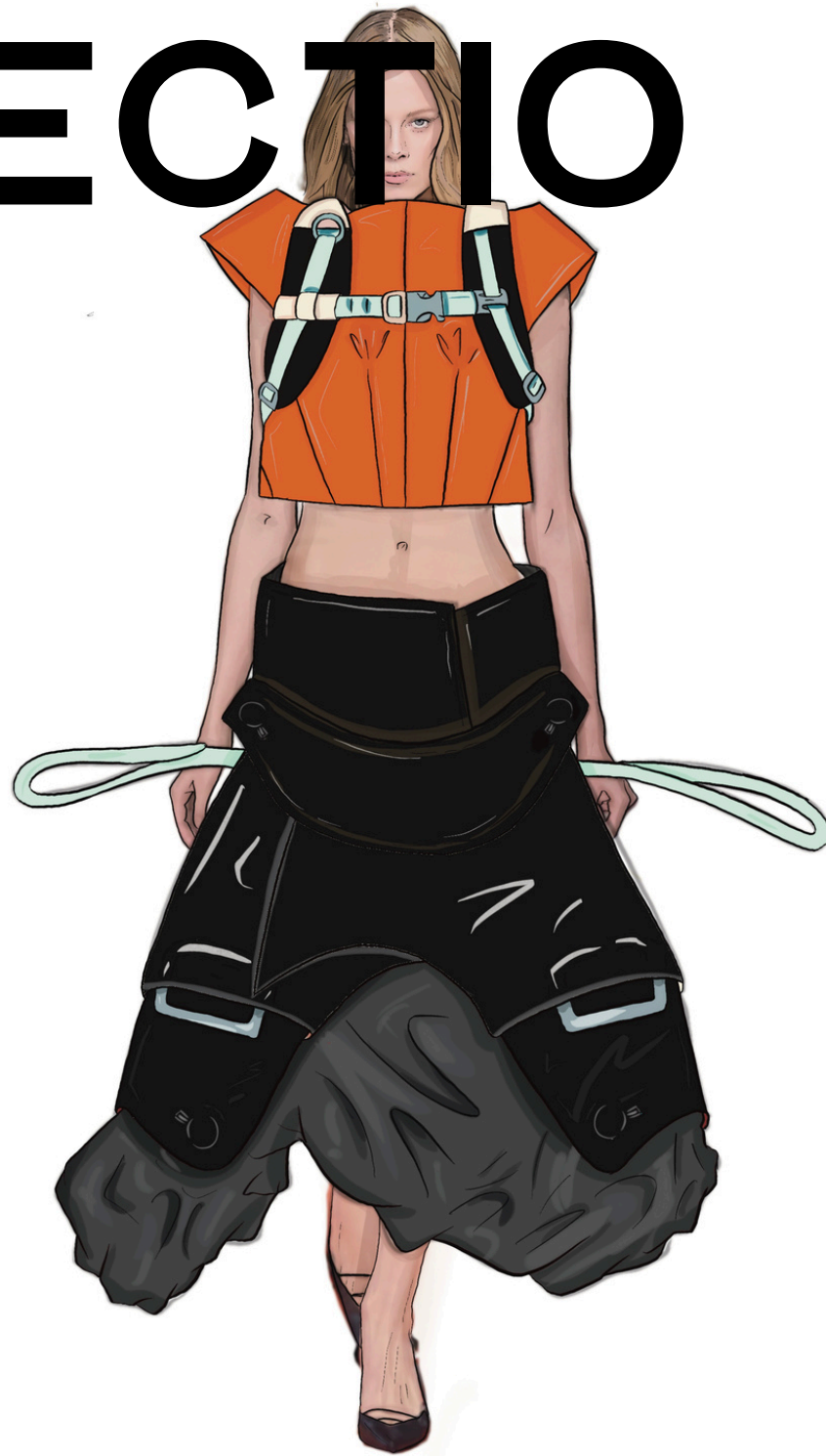
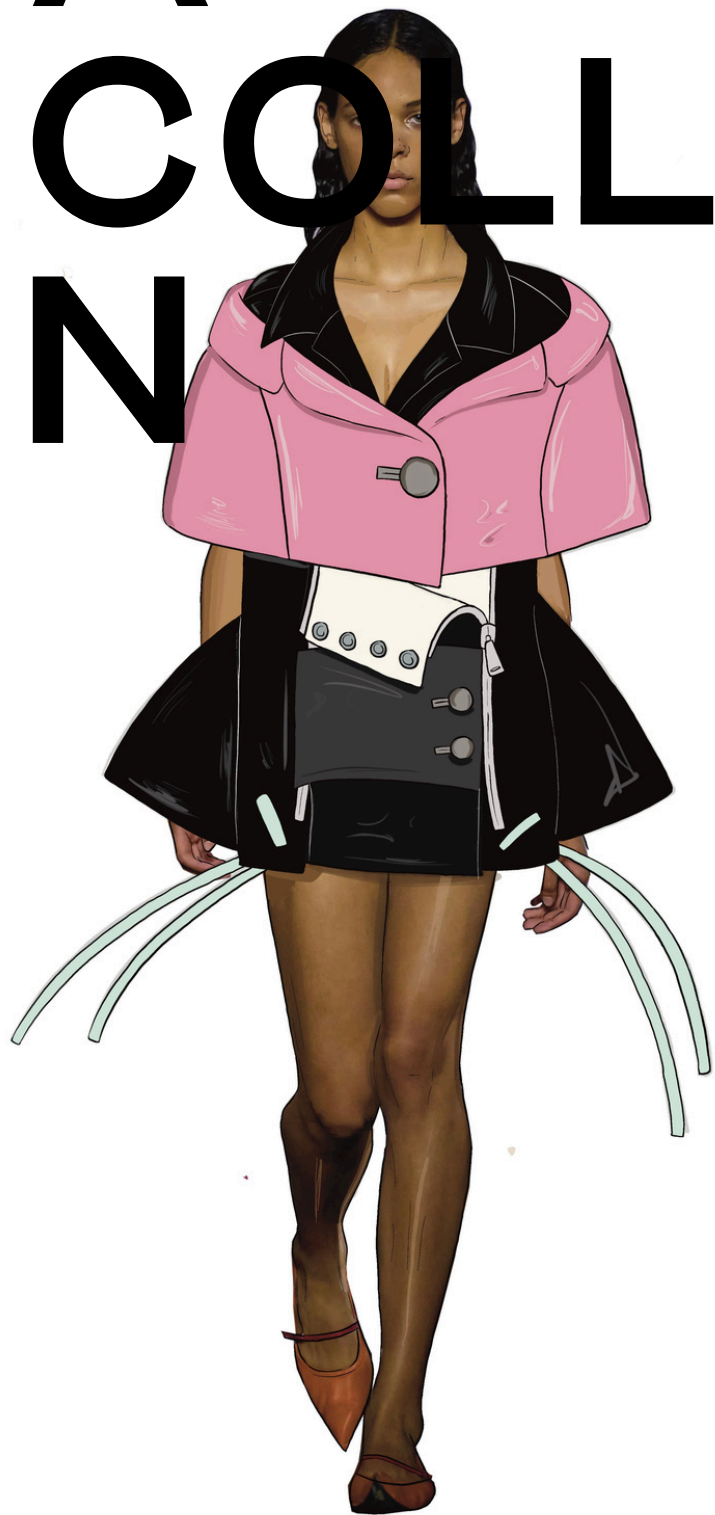
USING DIFFERENT GARMENT PIECES,
CHANGING PROPORTIONS, DIRECTIONS,
MIXING AND CHANGING THE WAYS OF THE
WORLD, TURNING FASHION ADS DESIGN
INTO A GAME WHILE KEEPING THE
RELATIONSHIP BETWEEN GARMENT AND
BODY.



CURATING

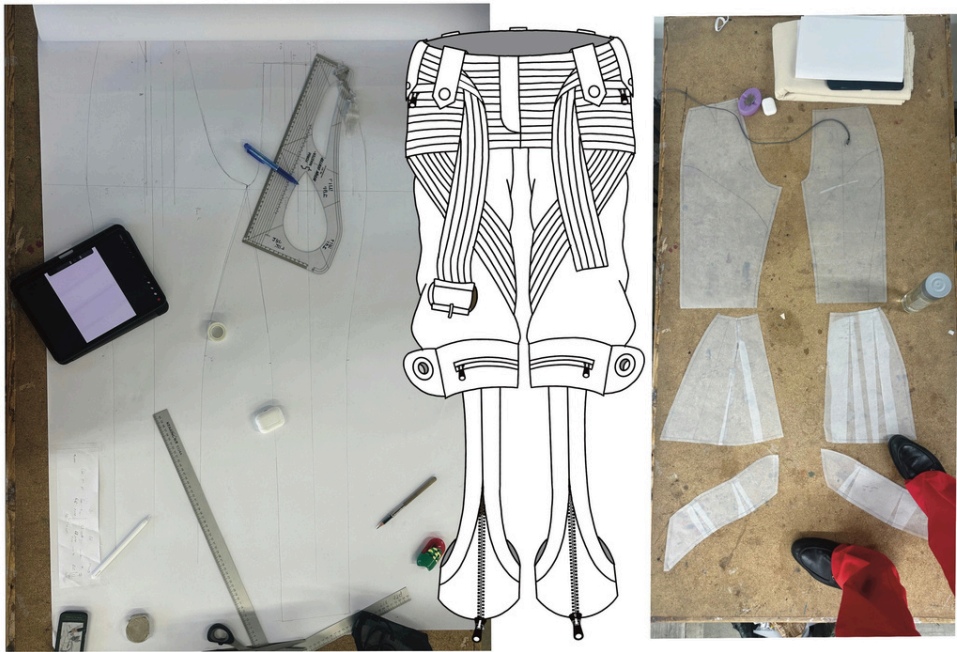
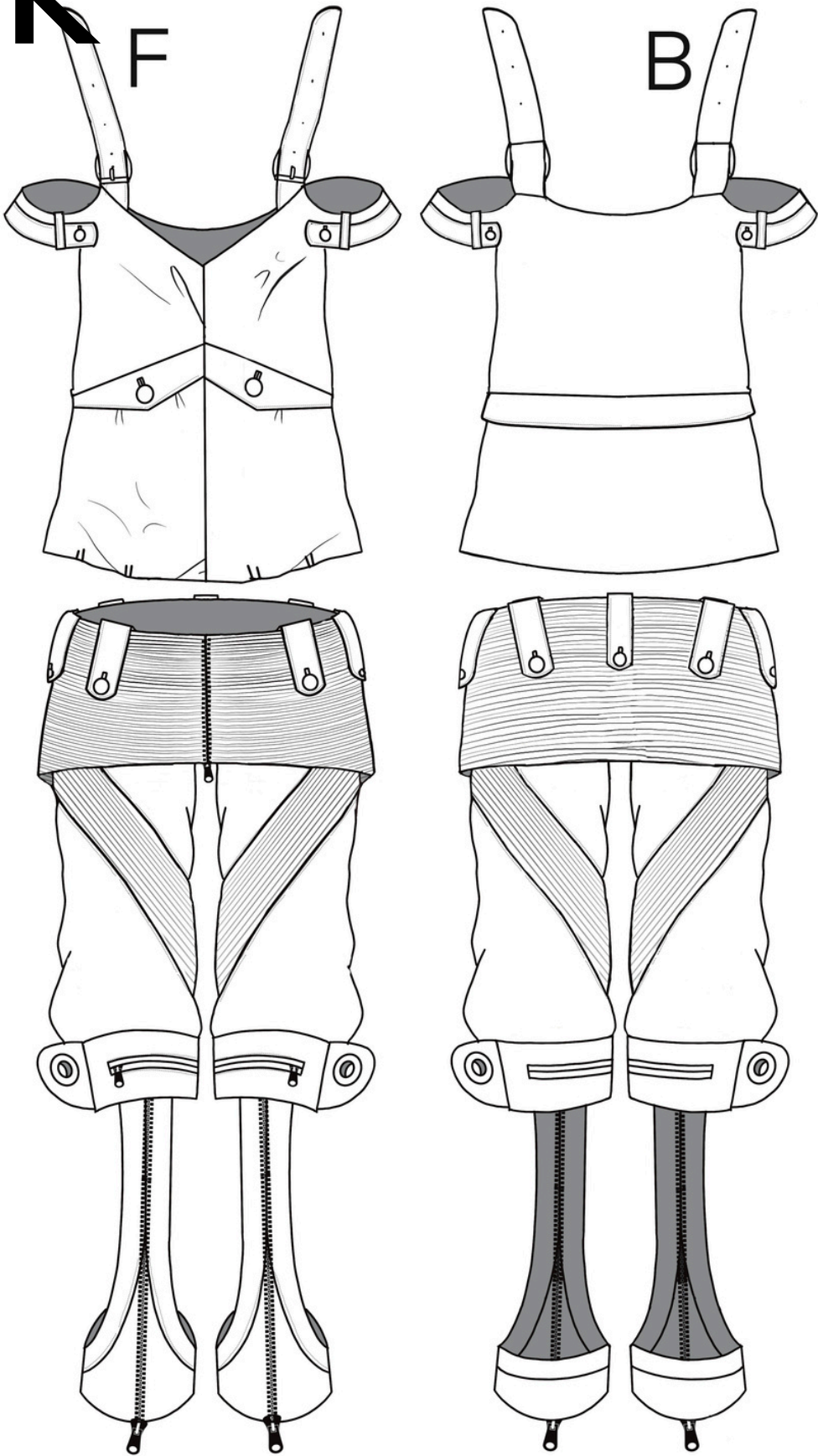
A COLLECTION

AFTER SKETCHING OVER 100 OF SKETCHES,
FIGURING PHYSICAL WAYS OF CREATION,
POCKETS, ZIPPERS AND BUTTONS I
CURATED A COLLECTION OF FIVE LOOKS.



06

CHOOSING A LOOK

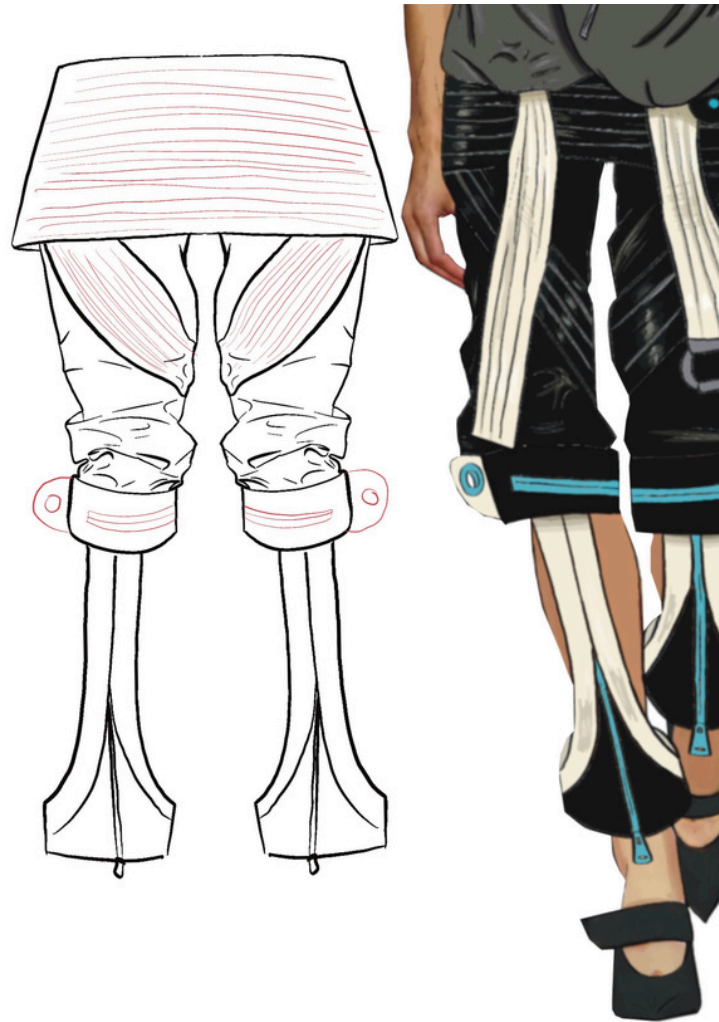


22	88	66	32
7	67	6	



PLAY MEETS REALITY. SPENDING HOURS ON POLISHING EVERY DESIGN DETAIL, AND STARTING TO PLAY WITH TOILES IN ORDER TO GET MY "PLAY" INTO REALITY. SEWING OVER 5 TOILES FOR EACH GARMENT, MAKING SURE TO GET THE PERFECT FIT.

22/12/2025



שילוב של צינור / מנעול (23/12/2025)

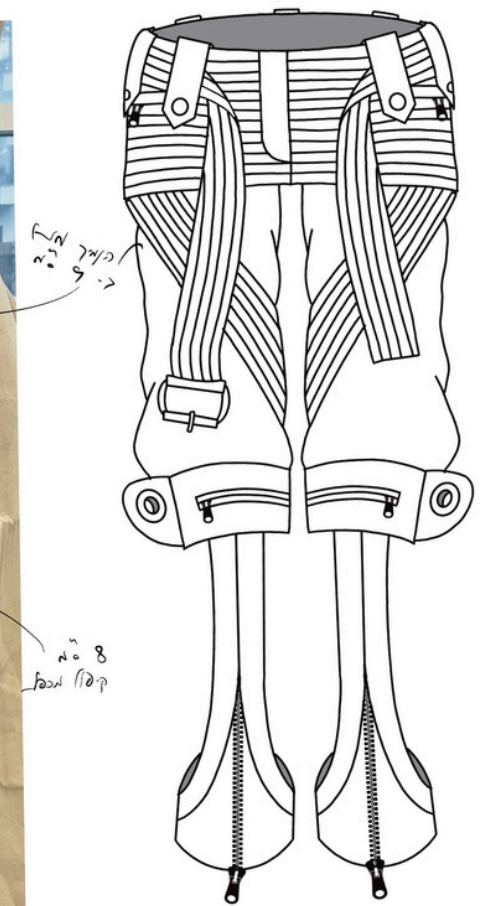
אולי - חידוש? אולי? אולי? אולי? אולי?
 זימון חלק מהן של הפזל?
 אקט כחול? משהו? חידוש מהפזל?
 אולי? חידוש?
 חידוש? חידוש? חידוש? חידוש? חידוש?
 חידוש? חידוש? חידוש? חידוש? חידוש?

שילוב של צינור / מנעול

(4/12)

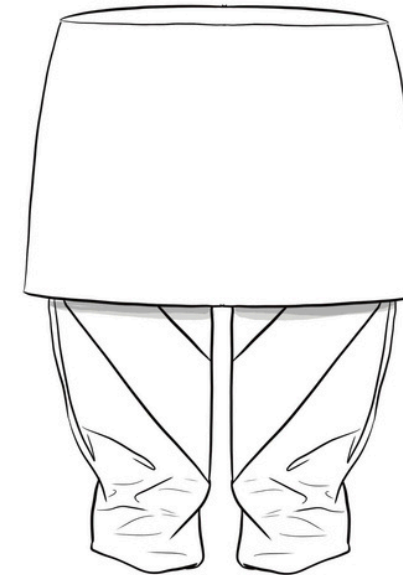


21/12/2025



חידוש? חידוש? חידוש? חידוש? חידוש?
 חידוש? חידוש? חידוש? חידוש? חידוש?
 חידוש? חידוש? חידוש? חידוש? חידוש?

חידוש? חידוש? חידוש? חידוש? חידוש?
 חידוש? חידוש? חידוש? חידוש? חידוש?
 חידוש? חידוש? חידוש? חידוש? חידוש?



LEATHER WAS THE GREATEST CHOICE FOR THIS PROJECT. MANY TIMES I WASNT SURE THE PANTS WILL HOLD SHAPE BUT THATS ONLY BECAUSE THE EARLY VERSIONS WERE FABRIC. LEATHER HAS THE ABILITY TO KEEP ITS FORM, ITS SOFT YET HOLDS SHAPE.

FITTINGS

FITTING DAY CAME, AND I WAS SUPER HAPPY WITH THE TURN OUT. PROPORTIONS WERE ALMOST RIGHT AND FITTINGS WERE MADE. I MADE A CONNECTION WITH MODEL SHIRA WHO BECAME MY ETERNAL MUSE. GOT TO MAKE A FRIEND WHILE PLAYING, JUST LIKE KIDS DO. TESTED MY LEATHER COLORS OVER FITTING PICS, THINKING A LOT WHETHER IM MAKING THE RIGHT CHOICE UNTIL I JUST SAID - LETS PLAY. NOTHING I RIGHT OR WRONG, ITS THE WHOLE ESSENCE OF PLAY AND REALITY.



MAKING

SEWING WITH LEATHER IS NO GAME.

SEWN THE WHOLE PROJECT MYSELF, LEARNING THE SECRETS OF LEATHER.

TILL THIS DAY, I LOVE WORKING WITH LEATHER LIKE NO OTHER MATERIAL.

HARD WORK PAYS OFF.



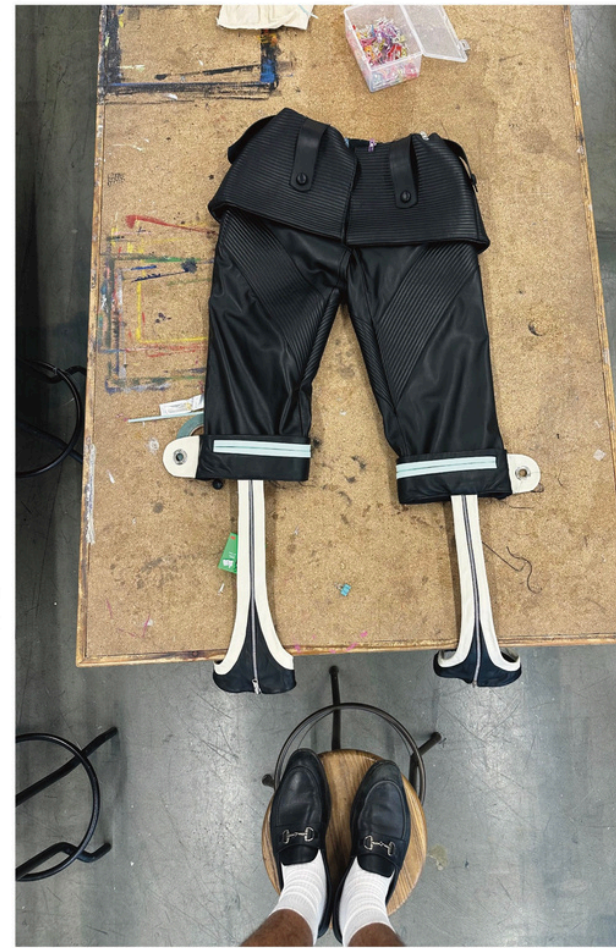
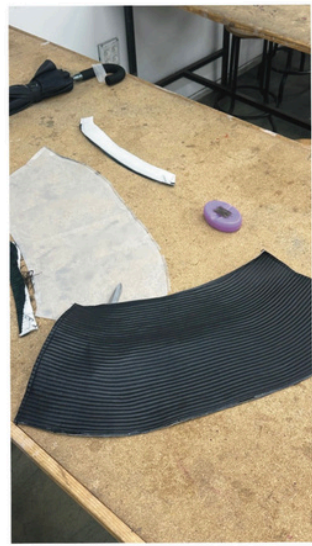
26/01/2026
לפי הקצוץ
של כל המ
15 ש
100%
ש
3780



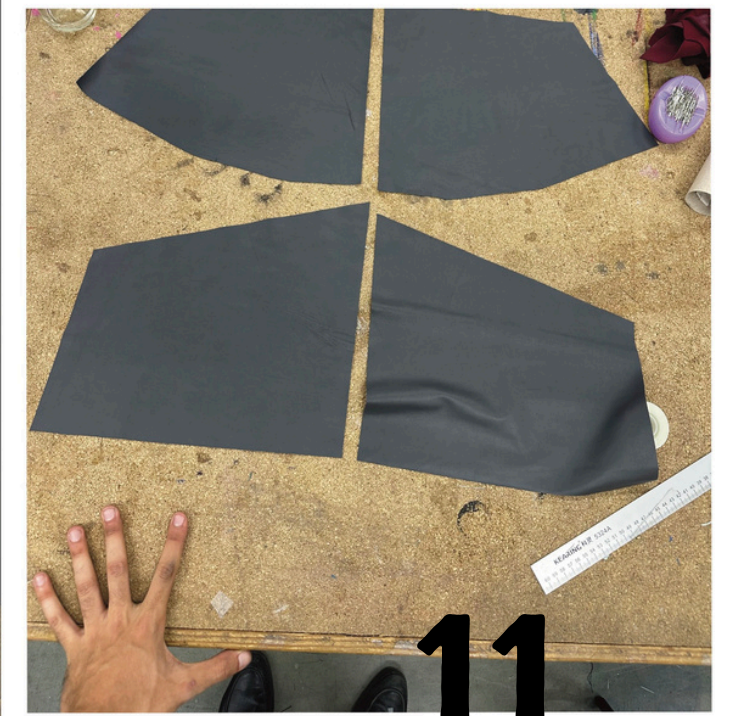
לפי הקצוץ
של כל המ
15 ש
100%
ש
3780



MAKING



MAKING



PLAY AND REALITY















SHOT BY: YARDEN ESHEL
MUSE : SHIRA ROMANO
MENTORED BY : YOSSI
KATZAV & GILAD YONA
MAKEUP BY : IDIT

THANK YOU FOR READING,
CANT WAIT TO PLAY WITH
LEATHER AGAIN,
ROY.

