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BY MACHARIA GATAMA

UNAPOLOGETIC

CREATIVE

BOLD

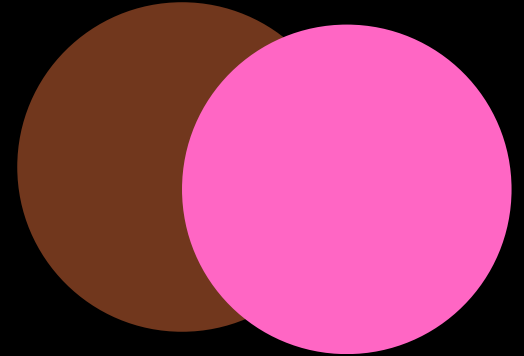
GATAMA

MACHARIA

I am a designer drawn to storytelling through fashion. My work is influenced by culture, memory, and the expressive power of clothing. I see fashion not only as something to wear, but as a language that communicates identity, emotion, and confidence. I am particularly inspired by moments of bold self-expression — the colours, drama, and personalities found in film, music, and everyday life. Through my designs, I aim to create pieces that carry narrative and presence, allowing the wearer to feel seen, powerful, and unapologetically themselves.



fashion moodboard



MIND MAP

OPEN SHOES



BOLD COLOURS



VINTAGE NOLLYWOOD

AFRO Y2K

UNAPOLOGETIC

AVANT GARDE

AS child, I often sat beside my sister watching classic Nollywood films which use to come on during PRIME TIME. I remember being captivated by the characters on screen – women and men dressed in vibrant colours, wearing bold makeup, speak and expressing themselves without apology. Their presence was dramatic, confident, and full of life.

Those characters were never king loudly, laughing freely, afraid to be seen or heard. Through their clothing, makeup, and personality, they carried a sense of fearless self-expression. They argued, celebrated, and stood firmly in what they believed in, creating moments that were powerful, humorous, and unforgettable.

Today, the world can sometimes feel quieter and more restrained, where voices are often softened or silenced. This project is a reflection on that contrast and a desire to bring back the spirit of confidence and joyful expression that I remember from those early Nollywood moments.

Inspired by the theatricality and bold presence of classic Nollywood characters, these leather shoes are designed to evoke drama, confidence, and individuality. Through strong structure, rich leather textures, and expressive design details, the piece reflects the unapologetic spirit of those characters who embraced visibility and spoke their minds.

This hybrid sandal-boot explores Nollywood Y2K glamour as symbol of African ambition and visibility, merging ventilation and structure to create a shoe designed for expressive urban identity

1.INTENDED USERS

- fashion-forward young adults
- creatives ,performers,stylists
- people who enjoy statement footwear
- urban African fashion lovers

personality[Bold,expressive ,nostalgic and confident]

2.WHERE WORN

- Fashion events
- Parties and nightlife
- Creative industry space
- Runway
- Art openings
- Social media styling

NOT for sports or long walking -it is a statement lifestyle shoe

3.EXISTING PROBLEMS(CURRENT)

- Heels are uncomfortable
 - .Thin heels=instability
- Boots are hot in warm climate
 - .Fully enclosed design trap heat
- Sandals lack structure
 - .They don't give power or presence
- African-inspired fashion often become costumes
 - .not integrated into modern silhouettes
- Y2K nostalgia lacks cultural reinterpretation

.Mostly Y2K is viewed through the lens of the west

4.SOLUTION SOLVED BY SHOES

-SOLUTION 1(climate comfort)

.open sandal sections allows airflow,reduced heat, wearability in warm cities

-SOLUTION2 (stability and confidence)

.wooden heels wider base for balance ,natural shock absorber ,sculptural presence

-SOLUTION 3(cultural modernization)

.This shoe translates Nollywood asthetic into contemporary fashion language,wearable art instead of costume

-SOLUTION 4(identify expression)

.Hybrid design mirrors identity: Traditional-Modern ,Soft-Powerful ,Exposure- protection

5.FUNCTIONAL IDEA OF SHOE

.BOOT ELEMENT

-ANKLE structure for support

-Strong silhouette

-Authority

.SANDAL ELEMENT

-cut-out

-Breathability

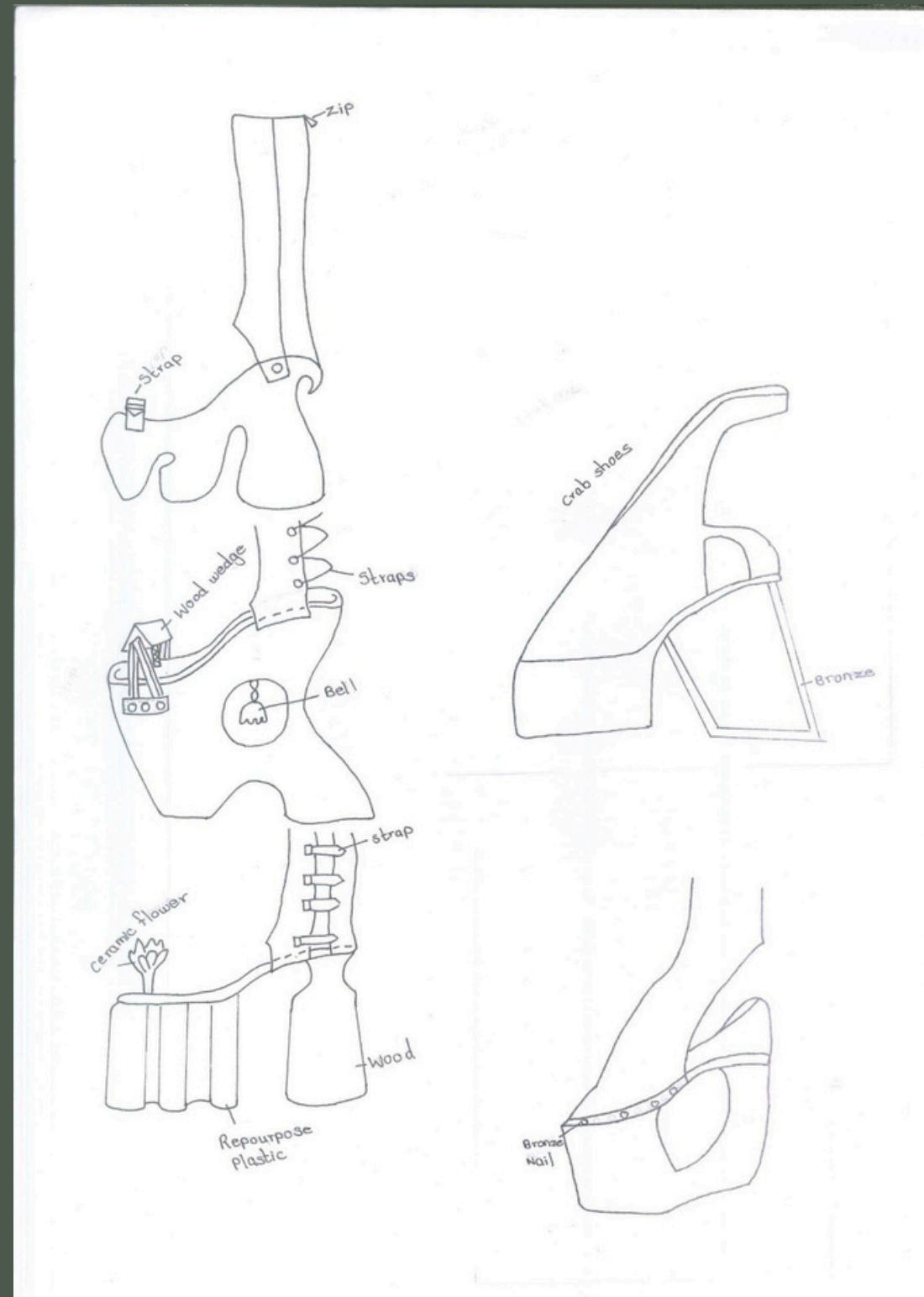
-Movement freedom

.WOOD HEEL

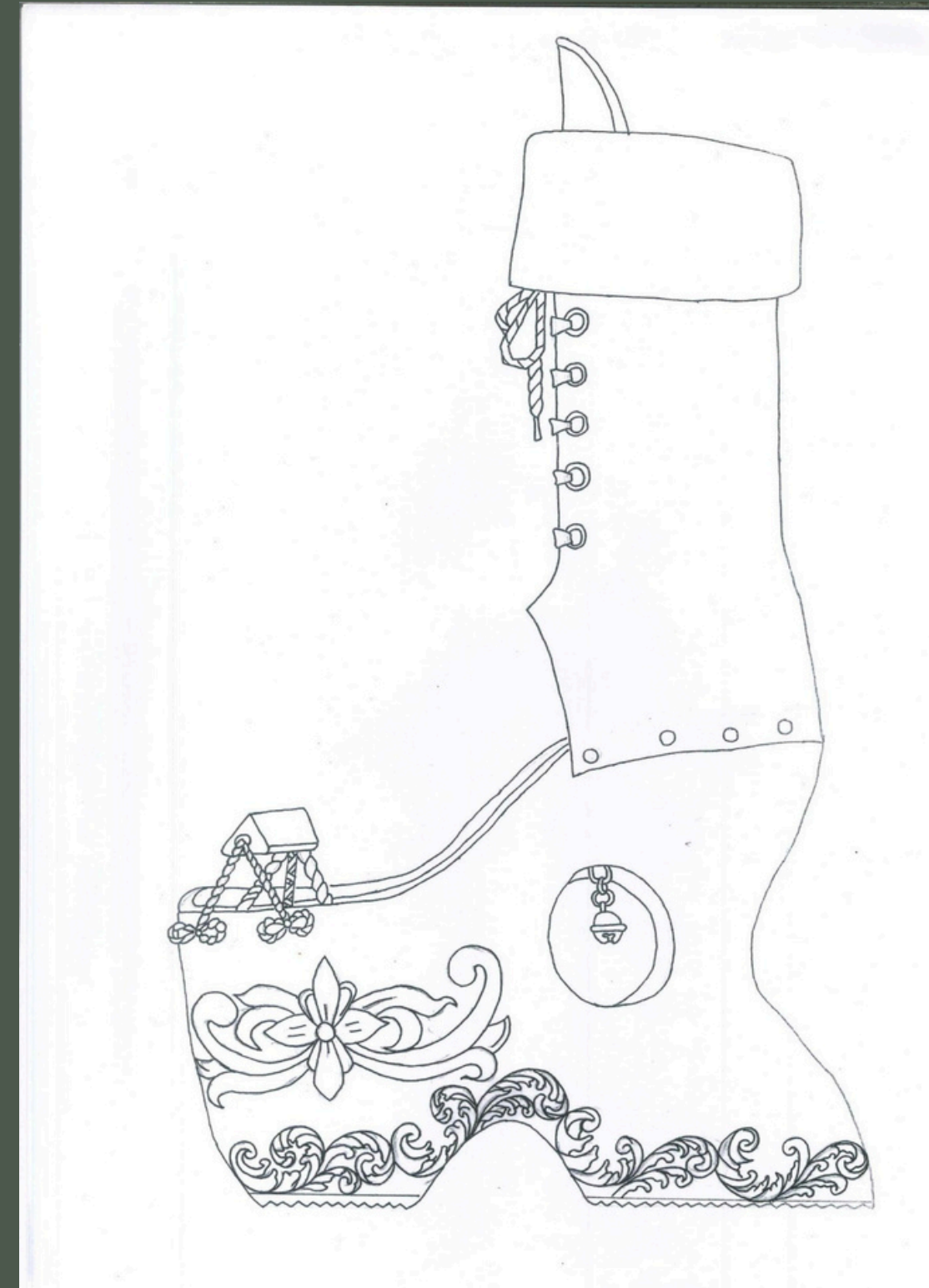
-Symbol of heritage craftsmanship

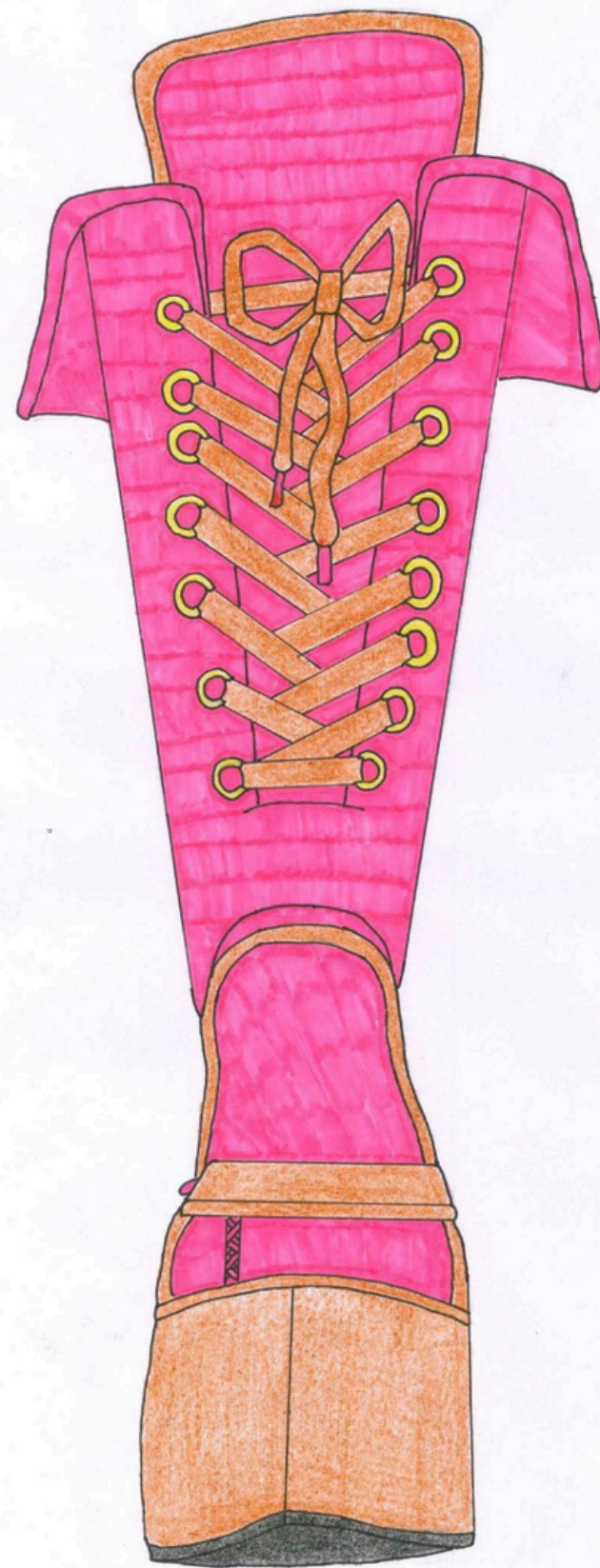
-Architectural fashion statement

rough sketches

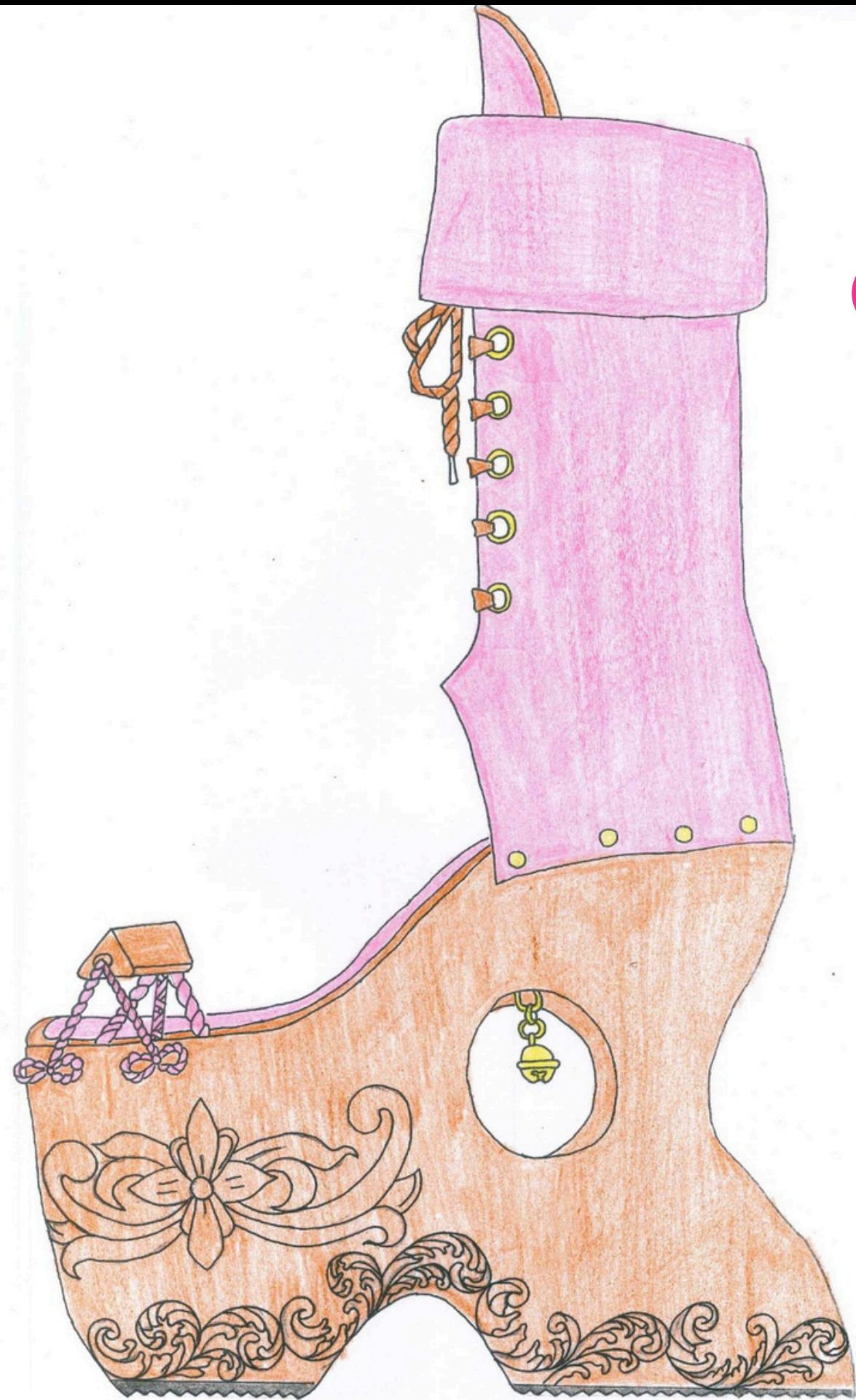


first sketch



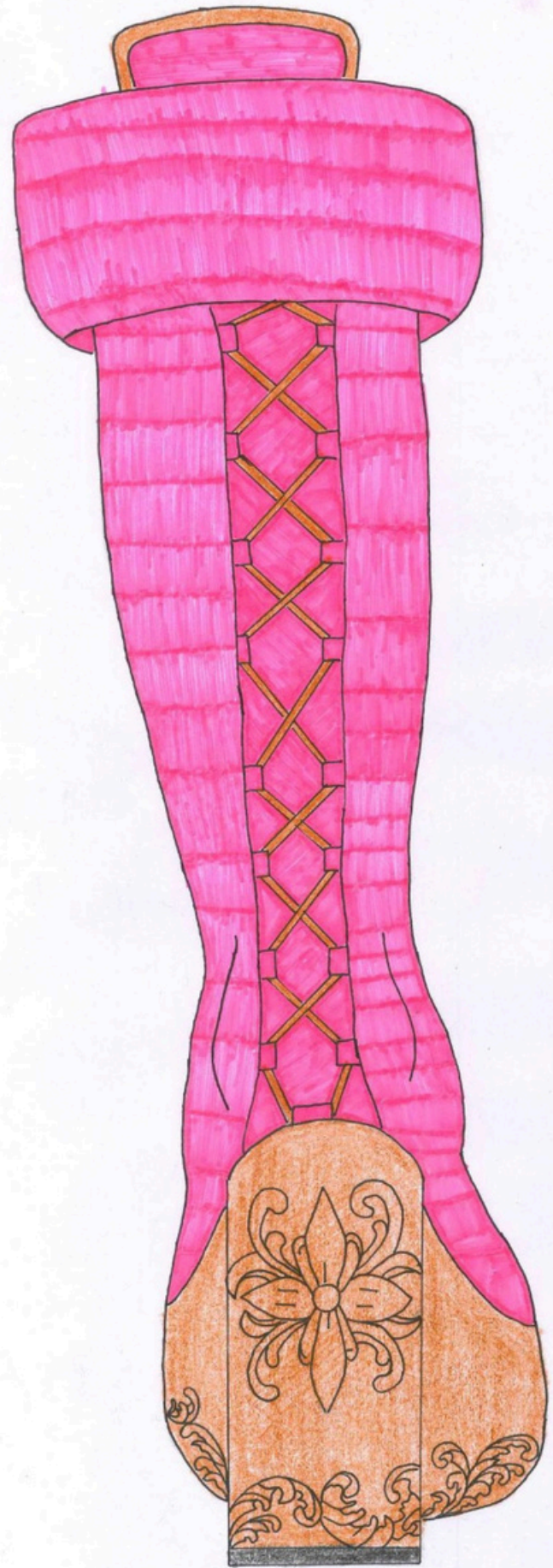


front
view

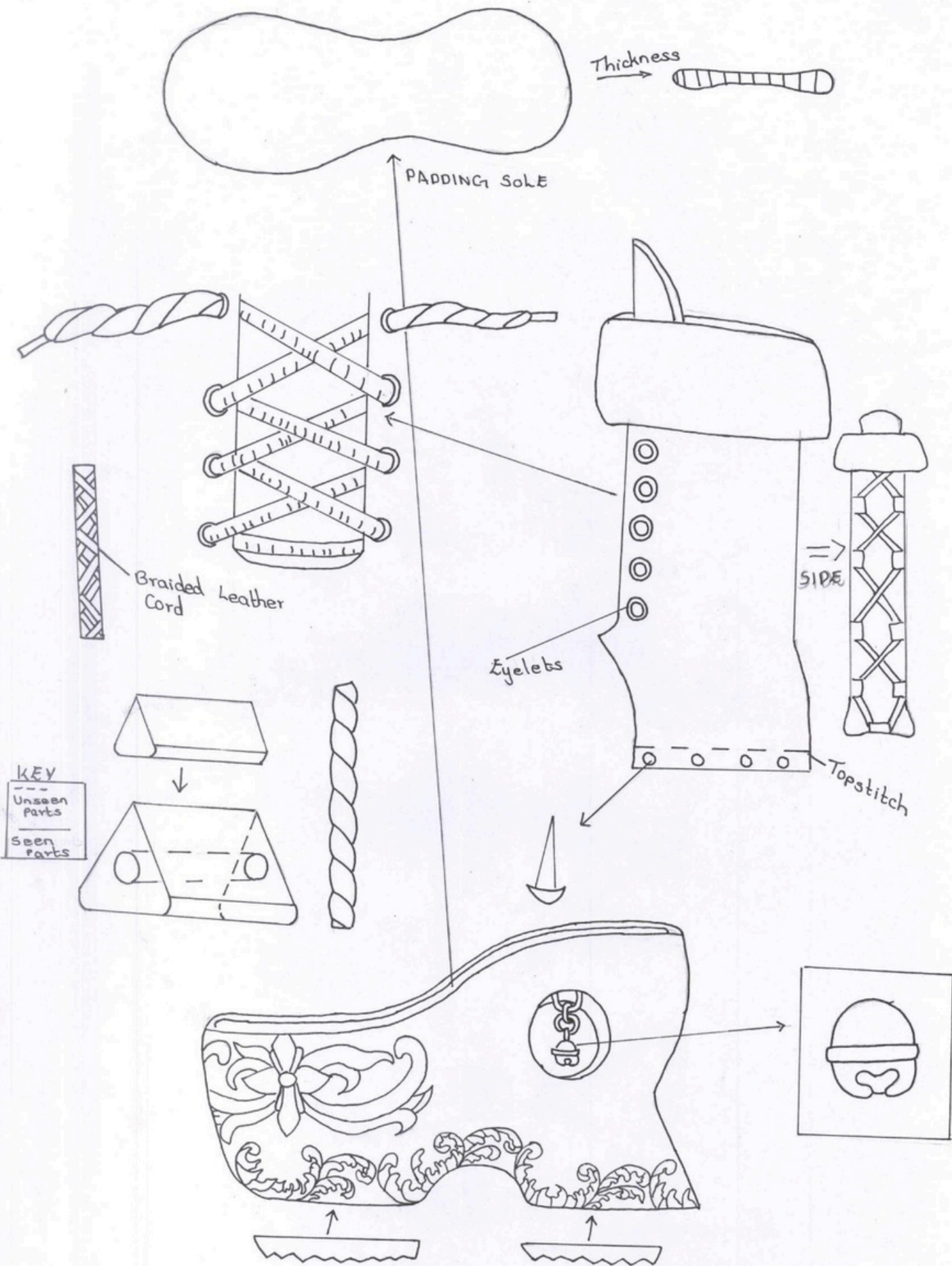


side
view





back
view



Technical sketches