

THE UNRAVELLING
of
Persephone

SIMRAN BHAGWANANI

A tale of transformation unfolds in this leather-clad collection, weaving gothic intensity with romantic allure through the myth of Persephone. Inspired by the ancient story of light and darkness, the collection explores the contrast between innocence and power, captivity and sovereignty. Rich black leathers symbolize the underworld's shadows, while deep red hues evoke passion, defiance, and transformation. Gilded accents represent Persephone's divine regality, embracing her role as queen. Through structured tailoring, layered textures, and sculpted draping, this collection reimagines mythology as modern rebellion, celebrating the beauty of duality and self-discovery.

INSPIRATIONS



Perpetual motion, the idea of a machine that can operate indefinitely without an external energy source, captivates the imagination as it challenges the laws of physics. This concept parallels the notion of metamorphosis, where transformation is inherent in nature, seen in the life cycles of butterflies or the changing seasons.

Both perpetual motion and metamorphosis symbolize continuous change and evolution, suggesting that while physical systems may be bound by limitations, the essence of life is marked by dynamic transitions. Together, they inspire a deeper exploration of energy, existence, and the beauty of transformation within our world. Persephone's story is a profound reflection of themes of metamorphosis and perpetual motion, illustrating her transformation from Demeter's innocent daughter to the formidable queen of the Underworld.



Pinax of Persephone and Hades from Epizephyrian Locri.

In ancient Greek mythology and religion, Persephone is the daughter of Demeter, who became the queen of the underworld after her abduction and marriage to Hades, the king of the underworld. The myth of her abduction, her sojourn in the underworld, and her temporary return to the surface represents her functions as the embodiment of seasons.



The muse is a modern reimagination of the Greek goddess Persephone, the eponym of the collection. The modern Persephone would be the embodiment of transformation—an old soul with a modern vision, drawn to beauty in both light and shadow, balancing creativity with intellect. She is idealistic with high values, passionate, and fierce. A lover of nature and a romantic with a love for history, she is experimental with her fashion choices, opting for a romantic feel with gothic elements.

Age range: 25-30

Gender: Female

Place of living: London, UK

Occupation: Fashion Designer / Art Curator / Writer / Botanist

Relationship: Independent, possibly in a meaningful yet unconventional relationship

Education: Degree in Art History, Fashion Design, Botany, or Philosophy

Income Level: Upper-Middle Class to Upper Class

Nationality/Ethnicity: Open, but appreciates multicultural influences

Personality type: ISFJ / INFP

Entertainment: listening to alt rock, dark classical or ethereal indie music: watching gothic dramas, period pieces or arthouse cinema: reading mythology, philosophy or gothic drama.

Leisure: Visiting art galleries, museums, fashion exhibitions, botanical gardens: moonlit walks, writing poetry, meditation, journaling, tarot reading.

Magazine: Vogue, L'official, harper's bazaar, AnOther, Dazed

Shopping: Simone Rocha, Alexander McQueen, Rick Owens, Dries Van Noten, Ann Demeulemeester, Elie Saab, Marchesa, Oscar de la Renta,



#df9a00
Golden
Hour

#6f1d1e
Terraco
ta Red

#356879
Muddy
Blood

#1a0606
Maroon

#FFFFFF
Black

FORECAST A/W 2025



Black #000000

Back to Black

A/W 2025

PANTONE Black 6 XGC



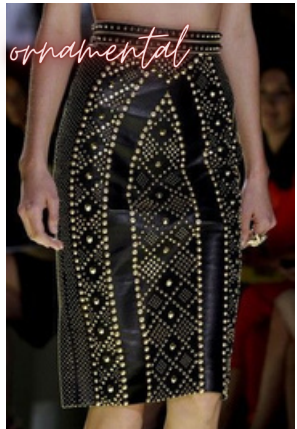
Subversive Darks

PANTONE 4062 C

A/W 2025

#a00000 Merlot #400a0d Mahogany #230404

BOTTOMS



Flaxen #bc9c5b

Gothic Gold #774f20

Hickory #2a1506

Golden Hour

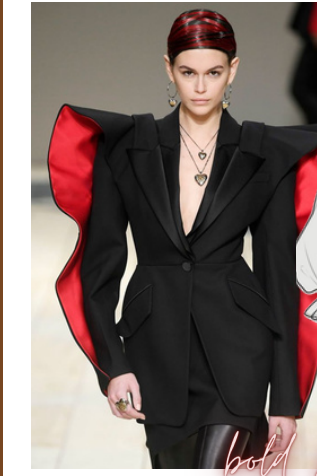
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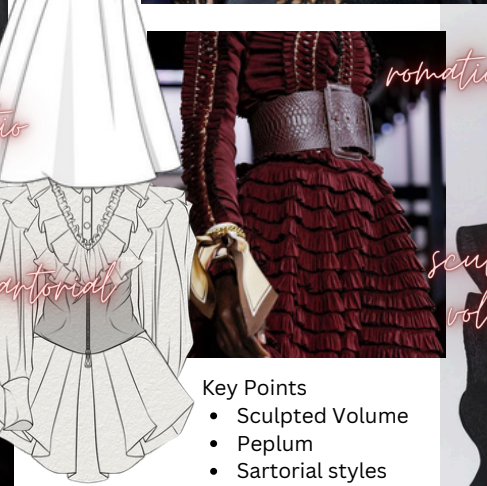
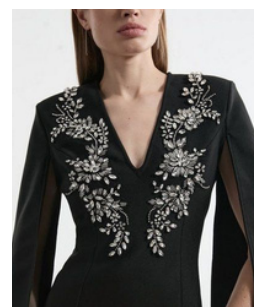
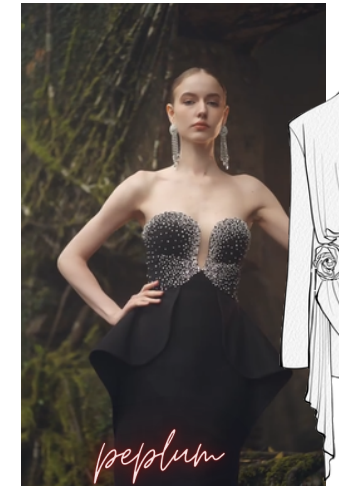
A/W 2025



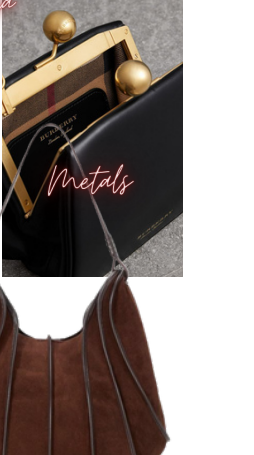
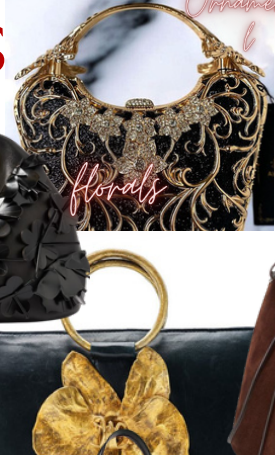
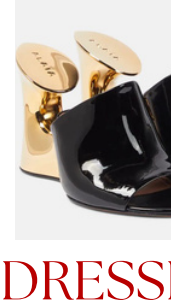
- Key Points
- Material mix and blocking
 - Layered effect
 - waist focus
 - bold sleeves
 - draped overlays
 - sartorial styles
 - tone on tone textures
 - Metal Hardware



Jackets & Outerwear

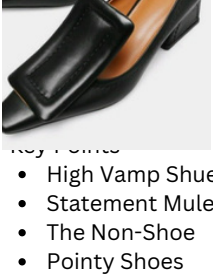
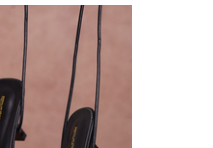
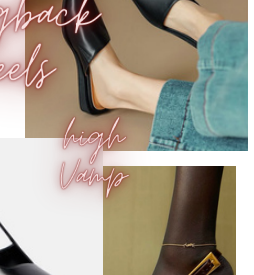


BAGS

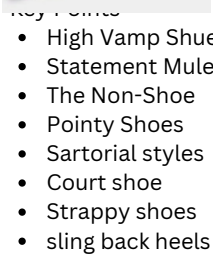


- Key Points
- Top handle Bag
 - Slouchy Shoulder Bag
 - irregular handles
 - richly opulent
 - metal flowers
 - everyday tote
 - bowler bag
 - clutch purse

FOOTWEAR



DRESSES



- Key Points
- Sculpted Volume
 - Peplum
 - Sartorial styles
 - Poetic romanticism
 - maximalism
 - ornamental openwork
 - jewellerification
 - Co-ord Sets

DESIGN BRIEF

A collection of womenswear ensembles that can be categorised under statement avant garde pieces.

SEASON - The collection is based on Autumn/ Winter, focusing on floral elements with a darker palette and innovative silhouettes and surfaces.

CORE MARKET - LONDON, UK

MATERIAL - Leather, Silks, Modal, Metal

SURFACING - Embroidery, Weaving, Knotting, Rivetting, Moulding, Cutting, Printing, Origami, Smocking

AGE RANGE - 25 to 30

INCOME - £120,000 P.A.

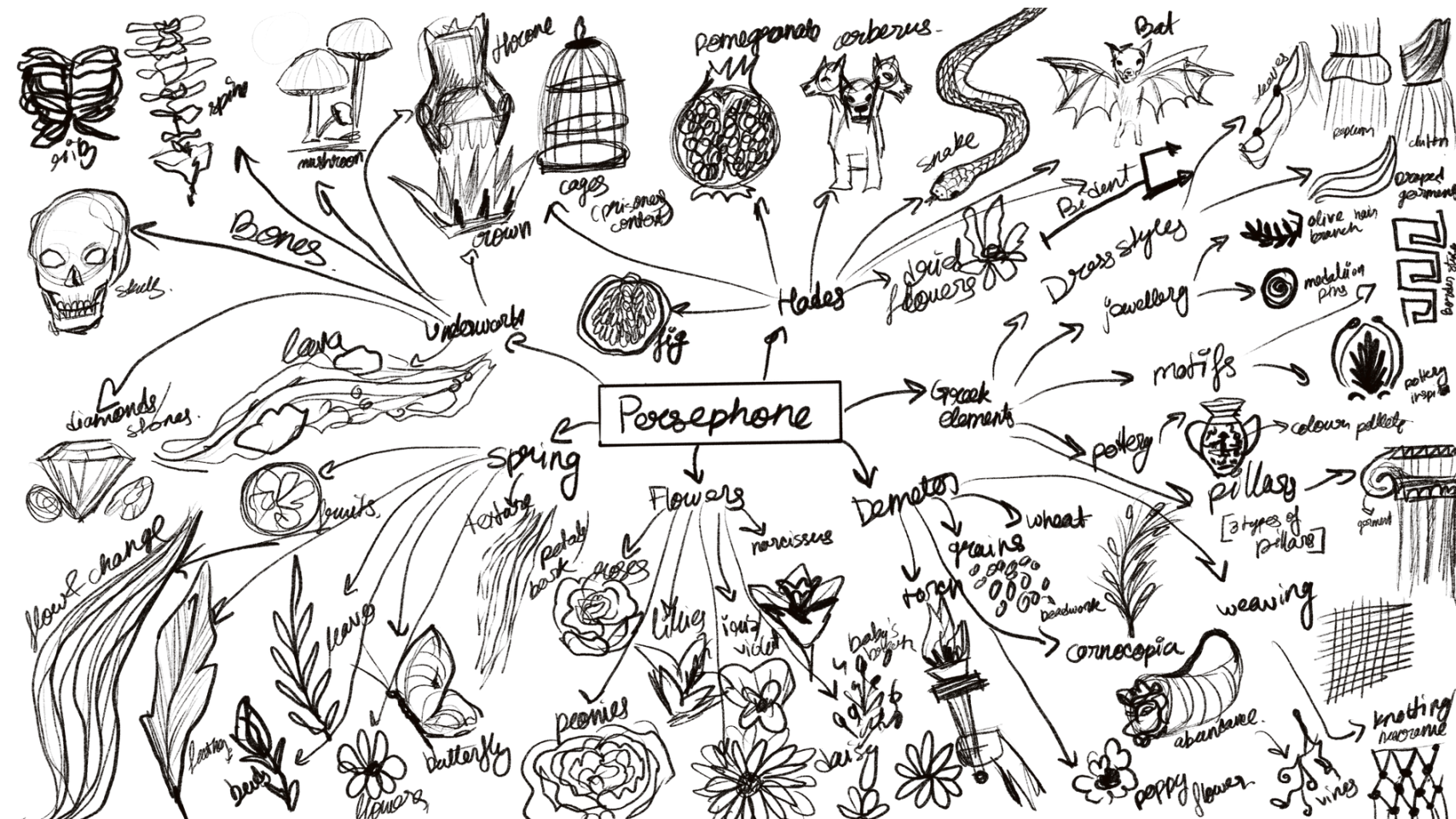
This consumer is a fashion conscious person who likes to experiment with thier clothing choices. The consumer likes a mix of romantic and gothic aesthetics—soft silhouettes juxtaposed with structured tailoring. They look for symbolism, storytelling, and timeless elegance in her fashion choices. the consumer is a woman who embraces contradictions, dances between light and shadow, and continuously reinvents herself. Their income bracket allows them to splurge on clothes, capping at max £30,000 on a garment.

Design requirements are ensembles that have interesting surfaces juxtaposed by mechanisms of perpetual motion incorporated into them that act as statement pieces. The aim of the garments is to be pieces of art that convey the concept of perpetual motion and metamorphosis. The inspiration for these pieces are from the myths of Persephone and her growth from an innocent floral maiden to the queen of the underworld. this collection signifies growth and the constant cycle of change.

Product outcome is to make wearable art pieces that are combining design with mechanics.



SURFACE DEVELOPMENT: CONCEPT AND ITERATIONS



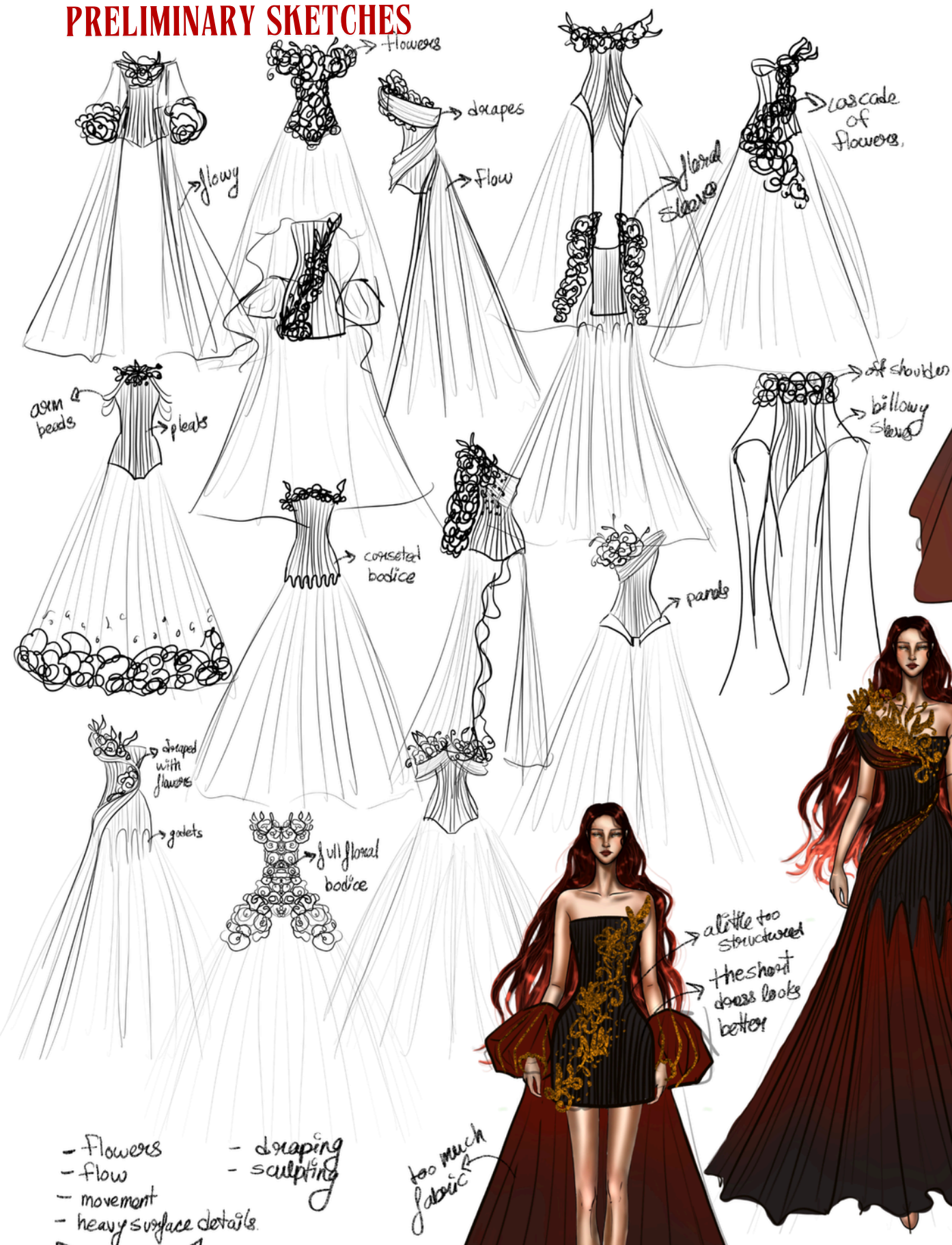
PERSEPHONE: BORN OF SPRING, BOUND TO SHADOW.



"And while you are here, you shall rule all that lives and moves and shall have the greatest rights among the deathless gods: those who defraud you and do not appease your power with offerings, reverently performing rites and paying fit gifts, shall be punished for evermore."

(*Hades to Persephone, Homeric Hymn to Demeter* 2.363).

PRELIMINARY SKETCHES



RENDERED SKETCHES



FINAL SKETCH



PATTERNMAKING AND DRAPING



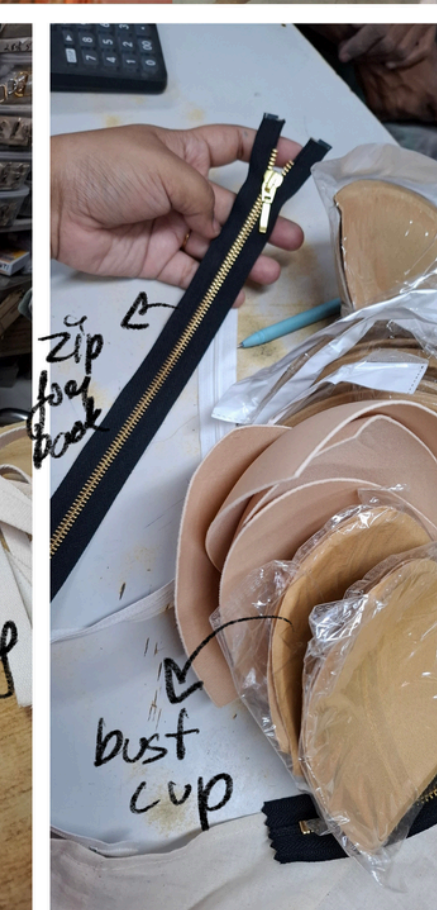
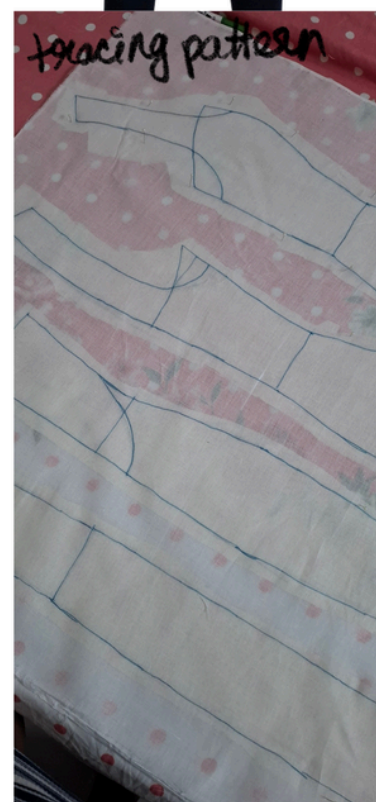
LEATHER BASE



LINING DEVELOPMENT

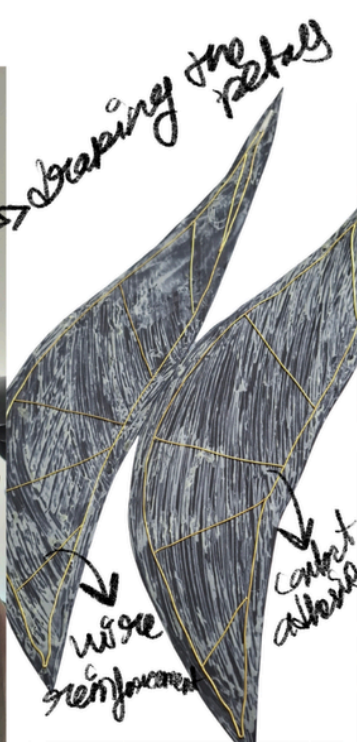


SOURCING



SURFACE EXPLORATION

PETAL MAKING



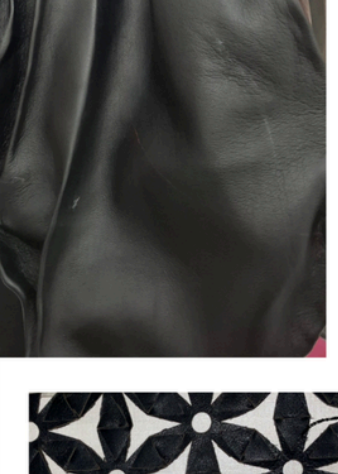
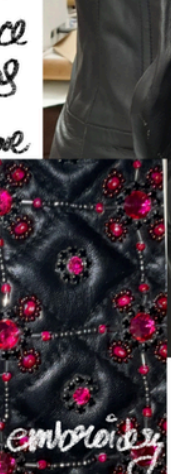
PETAL MAKING



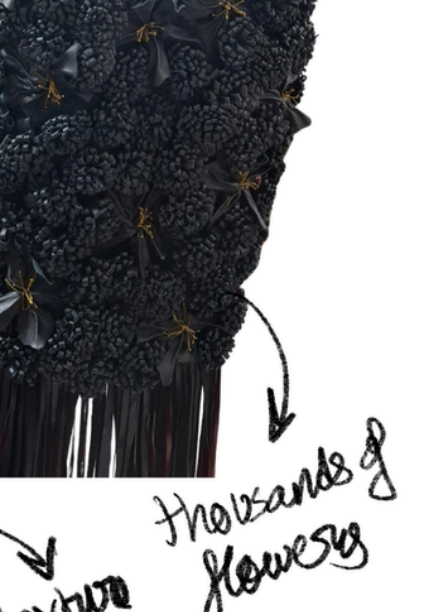
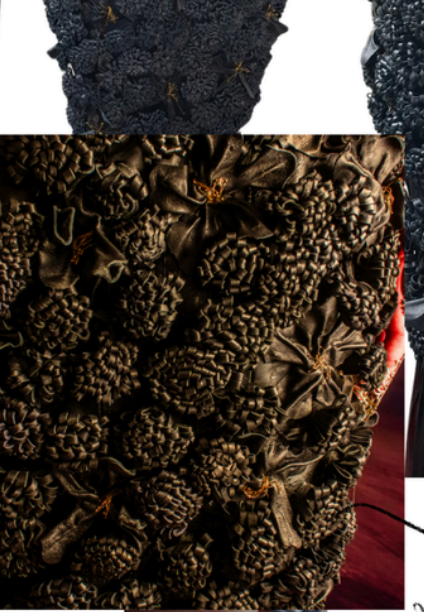
SURFACE DEVELOPMENT



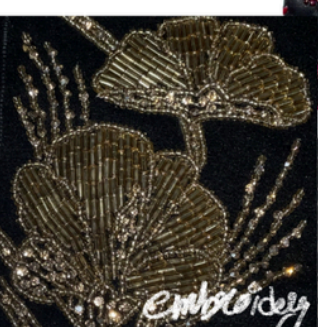
glued & hand stitched with thread



pointed ombre & liner details



Thousands of flowers



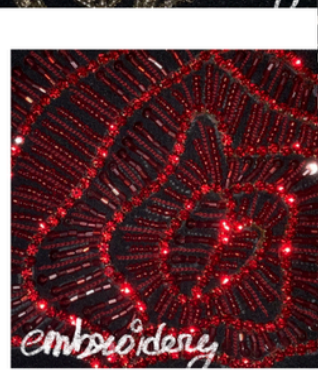
quilt embroidery



flower making



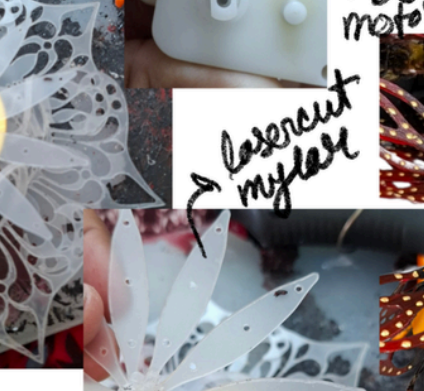
glued



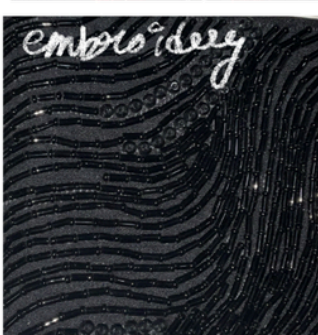
embroidery



rolled into flowers



folded & pinned leather



smocking



glue sculpted flowers



staple for 3D look

MECHANISM MAKING



DC motor



laser cut mylar

attach

paint & metal



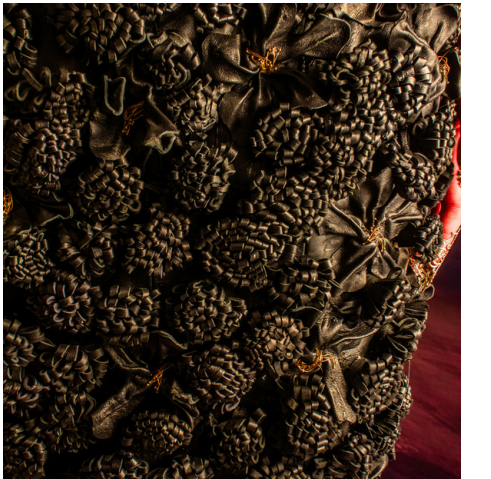
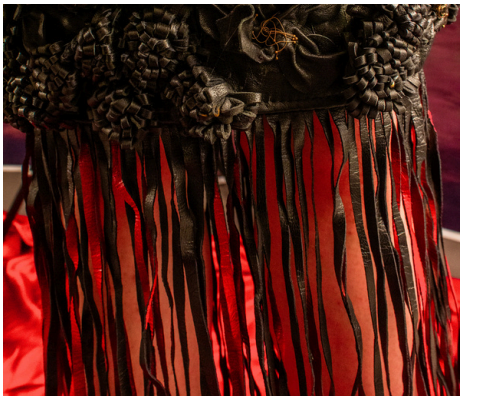


THE GODDESS OF SPRING

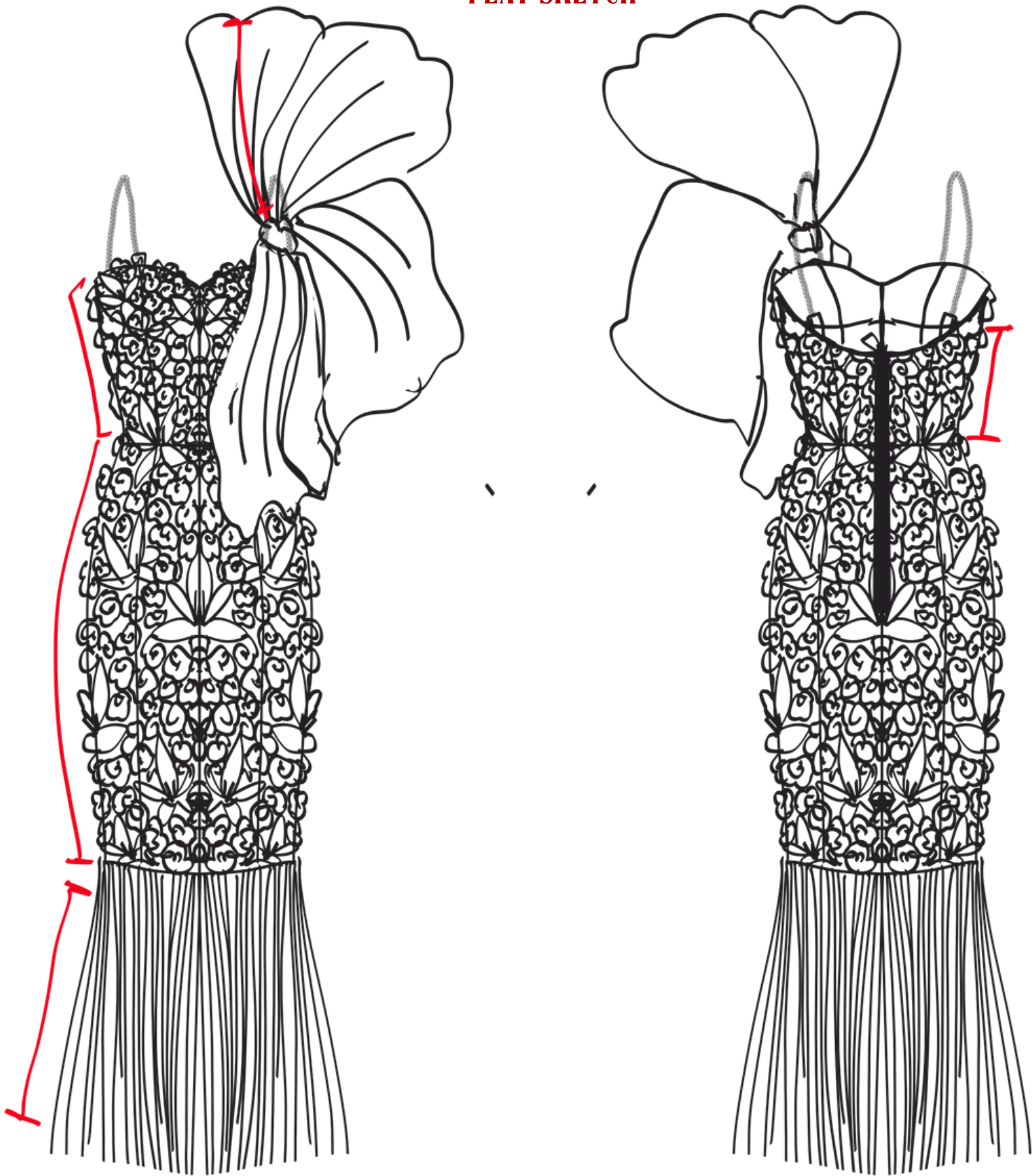


The second dress in the collection is named the Goddess of Spring. This dress features the goddess having bloomed into her powers of spring, working alongside her mother in the mortal realm to maintain vegetation and plants. This dress features a tone-on-tone texture with floral leather structures all over the dress, with a gigantic flower draped on the shoulder, reminiscent of a poisonous flower, hinting at the existence of darkness alongside her light.

Self Executed Makeup, Styling, and Photography.



FLAT SKETCH



S.N O.	PARTICULARS		NORMS		PRICE	TOTAL VALUE
			QUANTITY	UNIT	₹	₹
1	LEATHER	Black Sheep Nappa	700	dm	₹5.00/ dm	₹ 3500.00
2	FABRIC	Net (red)	50	meter	₹60.00/m	₹ 3000.00
3	LINING	Circle Greek design Baby satin	3	meter	₹500.00/m	₹ 1500.00
		White Microdot Fusing	3	meter	₹50.00/m	₹ 150.00
4	TRIMS	Eyelet (Gold)	14	piece	₹12.00/piece	₹ 168.00
		Rhinestones(preciousa red)	2000	gross	₹40.00/gross	₹ 556.00
		Zipper (ykk gold)	1	piece	₹70.00/piece	₹ 70.00
		D Ring (Gold)	4	piece	₹10.00/piece	₹ 40.00
		Rhinestone Chain (red)	20	meter	₹20.00/meter	₹ 400.00
5	Miscellaneous	Eva Foam Sheet (Black)	1	sheet	₹120.00/ sheet	₹120.00
		Wire (Brass Gold)	30	gram	₹800.00/ kg	₹24.00
		Solfix Glue	500	mL	₹200.00/ L	₹100.00
		Nylon Thread (3ply black)	40	m	₹120.00/ spool	₹32.00
		Buckram	3	meter	₹150.00/ m	₹450.00
		Bra Cup	1	pair	₹75.00/ pair	₹75.00
		Boning	2m	meter	₹30.00/ m	₹60.00
6	Labour	Embroidery	1	panel	₹4000.00	₹4000.00
		Manufacturing				₹5000.00
TOTAL					₹19,245.00	