



About the theme and the process

Malady In My Mind is a garment collection that is based on the burning issue of a range of mental illnesses that are increasingly growing in number with each passing day. This collection is a direct approach to bring this issue that is a taboo, into the main talking point. It sheds light upon all the mental as well as physical conditions that a person experiences as result of keeping mental health untreated.

This collection is completely self engendered where all the tasks were done manually like developing the different boards, fabric sourcing, manual hand printing, pattern making, cutting and sewing were started from the very scratch. The photoshoot was executed with the help of some of my peers and a photographer.

Justice was done to the concern of sustainability in a number of ways. The two main fabrics- canvas and spun cotton that were chosen are generated from natural sources, canvas being a sustainable fabric as it is made from cotton or hemp sources and spun cotton being inherently natural. A very little amount of fabric waste was generated in the entire process. The cut pieces of some of the fabrics were used to make some swatches.



Project brief

Subject	Design Studio 6
Qualification	BSc in Sustainable Fashion Design & Management
Tutor/Assessor	Aloke Kumar Singh/Samreen Azizi

Project Aim	<i>Integrating any inspiration of your own, research and design a capsule collection from conception to completion.</i>
-------------	---

Purpose of the project:

To create a capsule collection with an innovative design idea (both tangible and intangible) incorporating sustainable materials and practices. Tracing the full life cycle of a product/garment development process-from ideation to research and development to conceptualization to design development to raw materials to final product and showcase, students will look at fusing traditional and contemporary modern techniques with their design ideations and conceptual imaginations.

Scenario: Your final collection should show a journey of thematic expressions from the past towards the future incorporating design elements and stories based on Sustainability to present a cohesive design collection. Integrating sustainability through design practices in your final collection with relevant thematic inspirations to respond to the increasing challenges in our environment in the 21st century is a must

Task 1 (LO AC) Research and Investigation

Research and collect a range of visual and written research containing inspiring visuals in reference to your theme – in **1 A3 Design Research Sheet**. Also Source and collect Contextual Research of the relevant inspiration. You can also do relevant primary research to take inspiration for lines, colours, forms, shapes, style, materials, look and other elements of design.

Task 2 (LO AC) Generation of Ideas for prints and surface development

Create **3 Visual Boards for Mood Board, Colour Board, and Client Board in A3** to communicate your individual collection story, colour, mood, client and materials to be used in your collection. Create **1 Design sheets with pattern designs in A3** for print and surface development through your visual inspiration. You can get inspired from visuals, as abstract and innovative as possible.

Task 3 (LO AC) Exploration of Materials & Techniques

Develop **1 A3 print tactile design patterns Swatches** (3-Dimensional) using mixed media like Fabric Samples, Collage, Thread work, Colour and Ink etc. for the surface development, to be used in your final piece and also to be presented alongside with your design collection.

Task 4 (LO AC) Development of Ideas for styles and silhouettes

Create at least **2 Design Development (DD) sheets in A3** with relevant design development for the silhouettes and styles to create your unique contemporary and individualistic design collection. The silhouettes have to be cohesively designed to present a sustainable Design collection.

Task 5 (LO AC) Final Outcome

Create **1 Final Line Up sheet in A3** along with the **5 technical sheets – Spec Sheet (in A3)** for your design collection. These will be then used to realise a creative fashion shoot (If Needed).

Design Projects: Task Completion and Approval Matrix					
Project Number:	Tutor Feedback for the Tasks (Approved/Not Approved)	Tutor Marks (10)	Student Signature & Date	Tutor Signature & Date	Final Marks (50)
Project Title:					
Project Specialisation:	Womenswear/Menswear/Both				
Task 1	Research Sheet (1 sheet)				
Task 2	Mood Board (1 sheet)				
	Colour Board (1 sheet)				
	Client Board (1 sheet)				
Task 3	Design patterns Swatches 2D & 3D (1 sheet)				
Task 4	Design Development (DD) sheets (2 sheets)				
Task 5	Final Line Up sheet(1 sheet)				
	Technical sheet (5 sheet)				
Learner declaration:					
I certify that the work submitted for this project is my own and research sources are fully acknowledged.					
Student signature:			Date:		

Research



They get forced to let their struggle become their identity until their mind becomes a DARK place to be in.

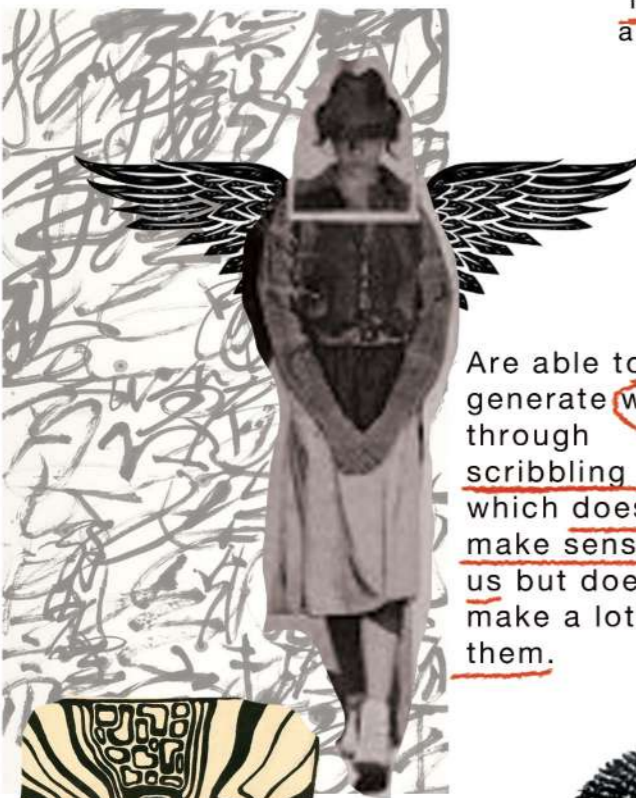
DEPRESSION is a mental illness that is associated with a constant feeling of deep sorrow and loss of interest, interfering in your daily chores. It negatively affects how you feel about yourself and your surroundings and lose hope in everything.

BIPOLAR DISORDER is a Mental illness that causes the extremes of mood alterations that include emotional highs (mania and hypomania) and lows. In this condition, the energy and ability to function can vary greatly and cannot be figured out when the highs or the lows would occur.

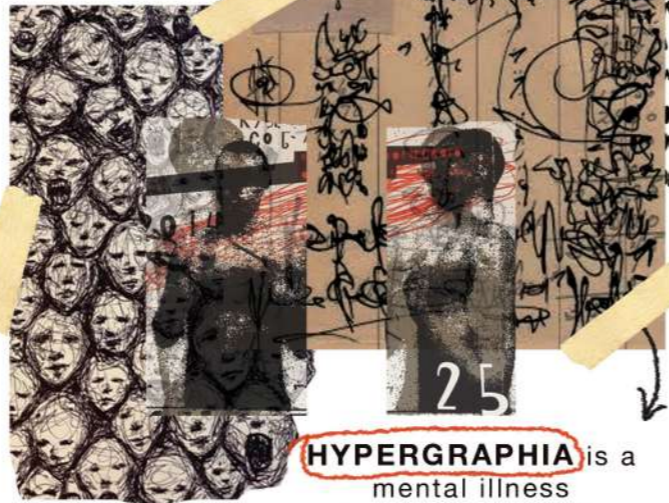
SCHIZOPHRENIA is a serious mental condition involving breakdowns of thoughts, emotions and behaviour resulting in faulty perception, inappropriate actions and feelings, withdrawal from reality and personal relationships into a realm of fantasy and delusion.

Conditions where individuals no longer possess the sense of right and wrong, are whimsical and behave in queer ways, hallucinates, often found to scribble visually 'odd' things, and is able to find art in the ugly.

The constant feeling of being ostracized wear away individuals.



Are able to generate wings through scribbling which doesn't make sense to us but does make a lot to them.



HYPERGRAPHIA is a mental illness characterized by the intense, continuous desire to write and draw incongruously related things.

Slowly start to lose themselves and forget who they really are and enter into the realm of becoming anybody.

They are found to hallucinate.



They get dealt away with medicines but never get to talk to someone.



Trapped in their own minds, compelled by the society until they become else.

There is nothing called NORMAL.



Their freedom of expression gets taken away with time. Eventually they become tired and accept their situation as the new normal.

They are often forced to smile a dead smile.



Living deeper and deeper into one's thoughts, almost on the verge of being oneself.



Mood

I wonder
the what I look
like in your
eyes

Lonliness is
haunting me

DO I LOOK
NORMAL?

CAN YOU
HEAR MY
SILENT SCREAM?

FEELING
TRAPPED,
almost rotting in
darkness

TO LIVE WITHOUT
BEING LOVED

Some days,
I experience everything at once

Other days,
I feel nothing at all.

WHO AM I
WHEN
NOBODY'S
WATCHING?

WE ALL
HAVE A
STORY
TO TELL

never again traverse the space
I cried again today

art
is how i think in my mind

its been a
long time
I don't
feel like
myself.

Existing
is
exhausting

WHERE IS
MY MIND?

my head is a very dark place



Colour Story



PANTONE 663
hex: e6e2e7

PANTONE 7536 C
hex: 99947f

PANTONE NEUTRAL BLACK C
hex: 222222

PANTONE 409 C
hex: 87797a

PANTONE 7528 C
hex: cabca9

PANTONE 7506 C
hex: ece1c1



Muse Board

GENDER: Female

AGE: 32 years

PROFESSION: Psychologist, Fine Art Artist, Fashion enthusiast, Art Director, Writer in journals Editor of magazines, Dramatist, Socialite, Influencer, Orator

INCOME: Rs. 20,00,000/annum

LOCATION: New York City

LIFESTYLE: Fitness enthusiast, Minimal lifestyle, Vegan Organic products lover, Invest on quality rather than quantity, Hardworking

STYLE: Minimal, Oversized, Carefree, Avant Garde

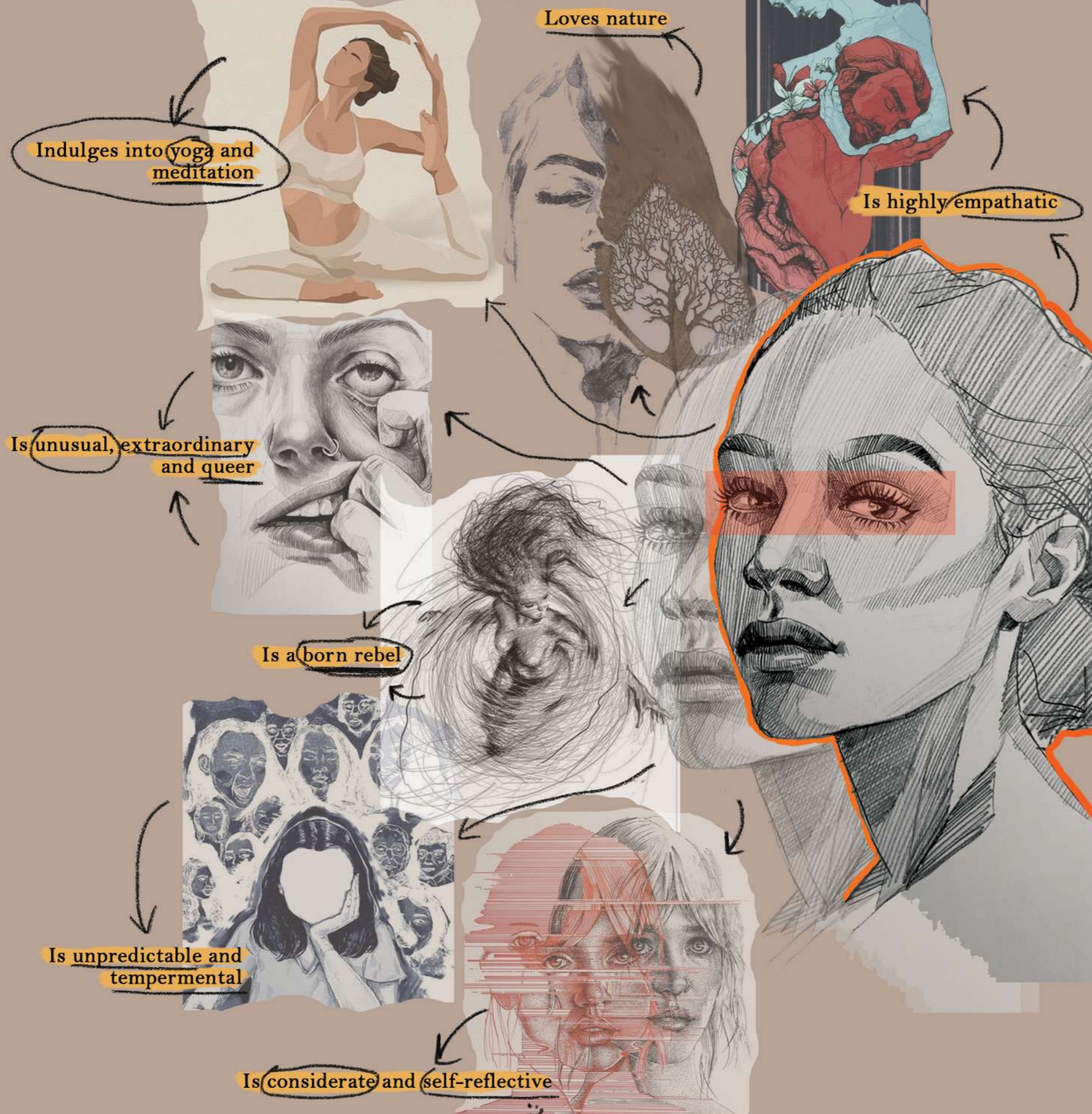
PERSONALITY: Humble, Fun loving, Confident, Promoting self-love and Mental Health Care, Independent, Aesthetic

HOBBIES: Sketching, Painting, Diary writing, Photography, Layouting in softwares, Travelling, Meeting new people, Reading, Meditation

SPONTANEITY: Fashion Enthusiast, Consious consumer not indulging into fast fashion, Promotes fashion as a form of art, Believes in repurposing her wardrobe, Renting wardrobes, Shops once in every two months from sustainable middle to high profile fashion establishments, Believes in custom making and slow fashion

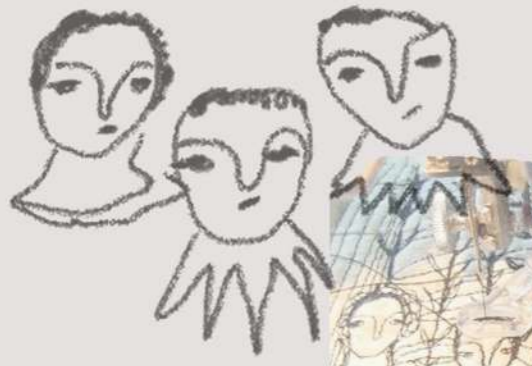
She has spoken to several publications about depression, anxiety, her childhood trauma, the effect of suicidal thoughts, drug addictions and just about every other things that the others would not dare to talk about. She is fearless in showing who she really is and speaking about issues that shaped her to who she is now with the hope of helping others who are in need.

She uses social media and every other sphere that she can to talk about the pressing issues of the society. She is often seen to use her image to bring about a change in the world.



2D Surface Development

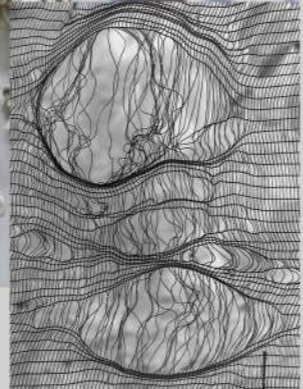
ugly faces done with thread



Cage-like structure



distorted



Torn apart

distorted surface with sack / fute



Prints of eyes



Scribbling and effects of hypergraphia

3D Swatch Board



jute used to make a distorted texture



Unmindful scribbles of things that come in one's 'lost' mind.



Scribbles of terrified facial expression



Eyes with trippy vision depicting hallucinations



Unmindful or having identity crisis



Point depicting anxiety, fear or depression



Faces depicting identity crisis, or losing oneself among others.



Scribbles that does not make sense to you



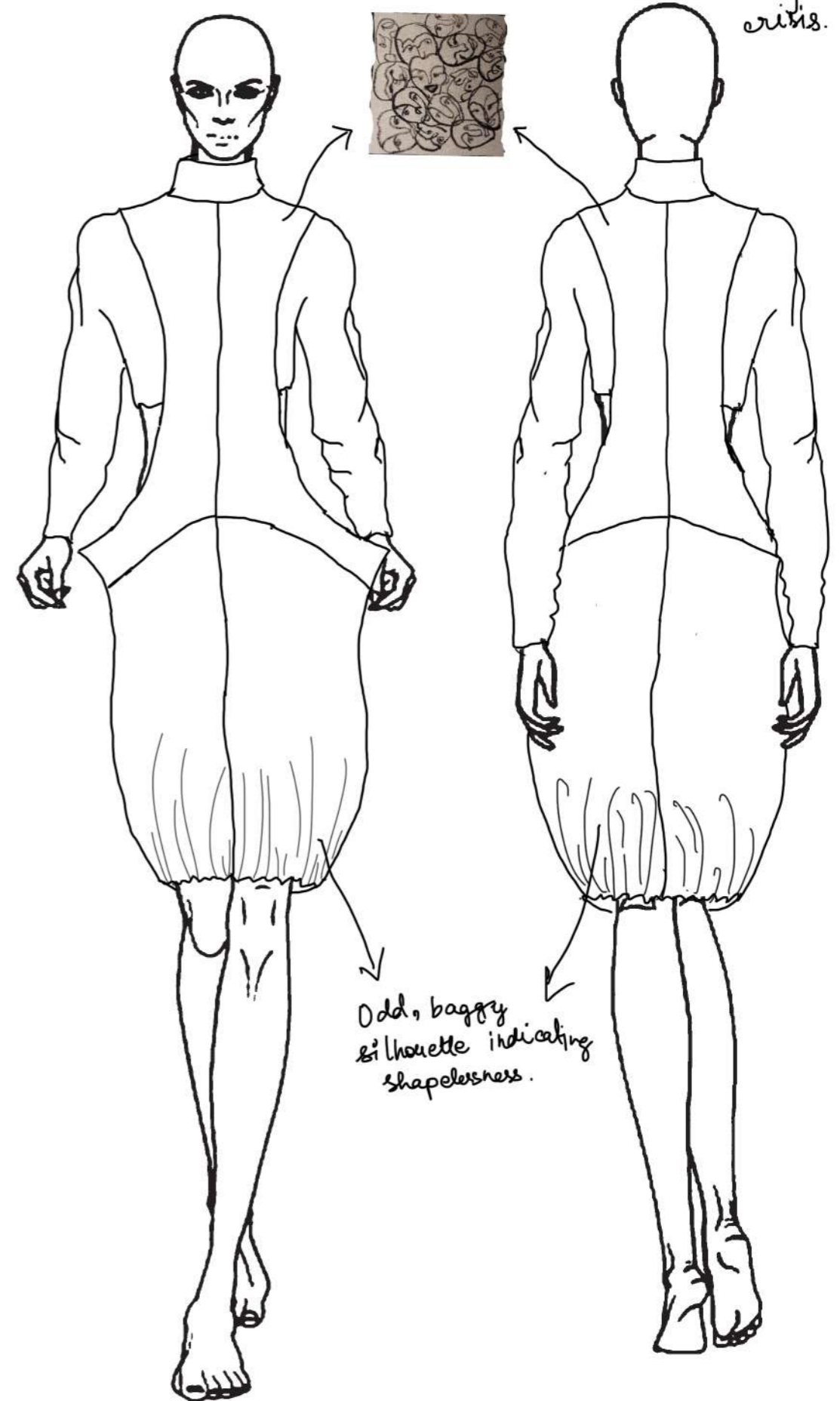
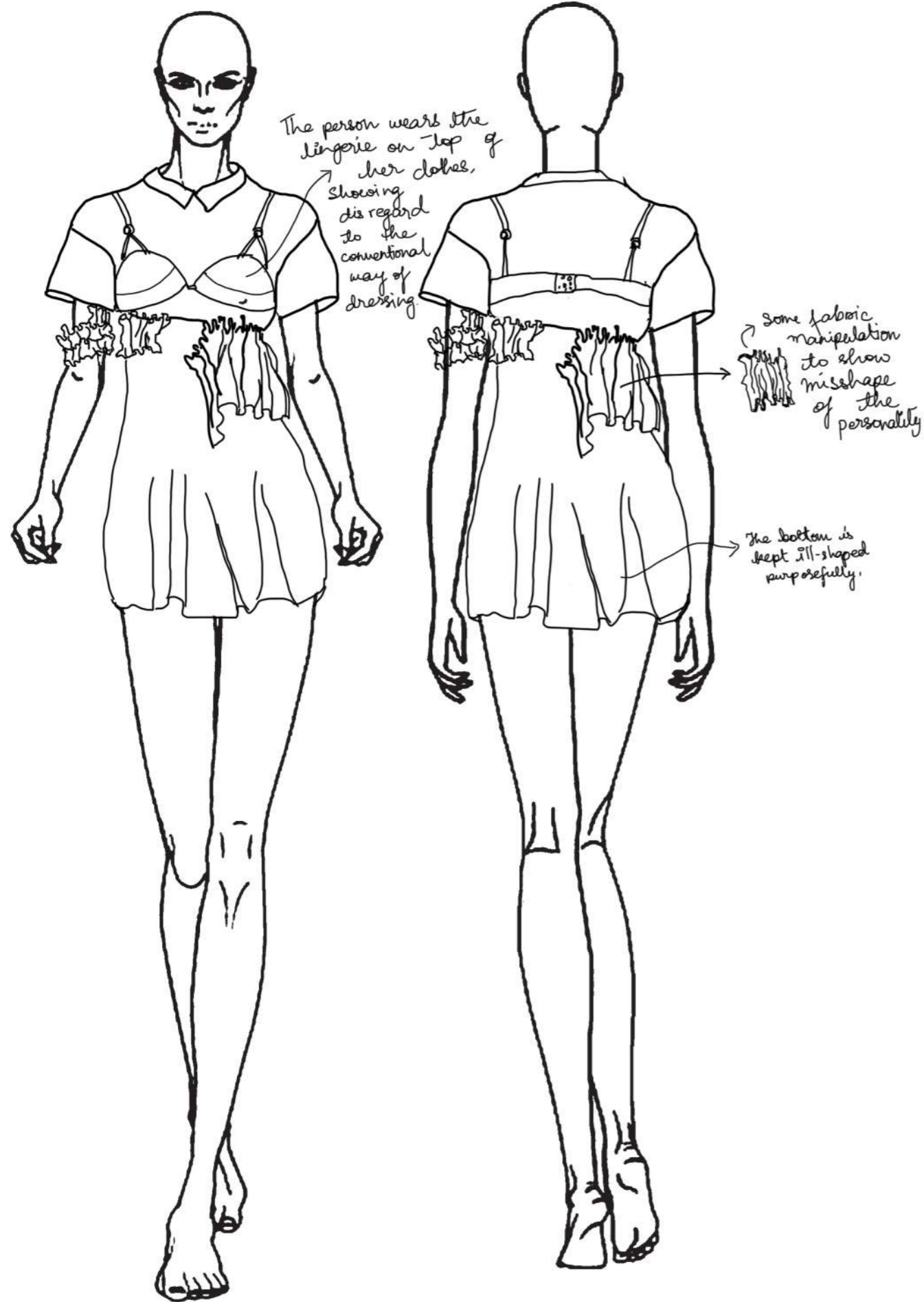
Condition of brain cells, personality after going through anxiety and depression



Fading lines of one's true personality, embroidery work.

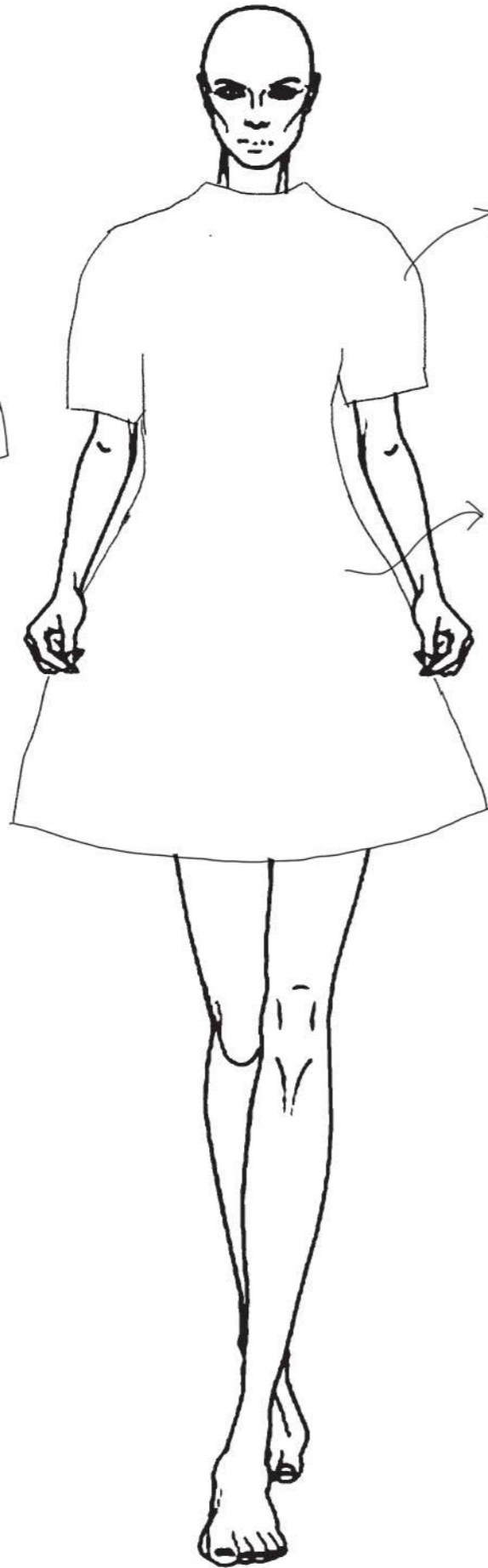
Design Developments

This part shall have prints that depict identity crisis.



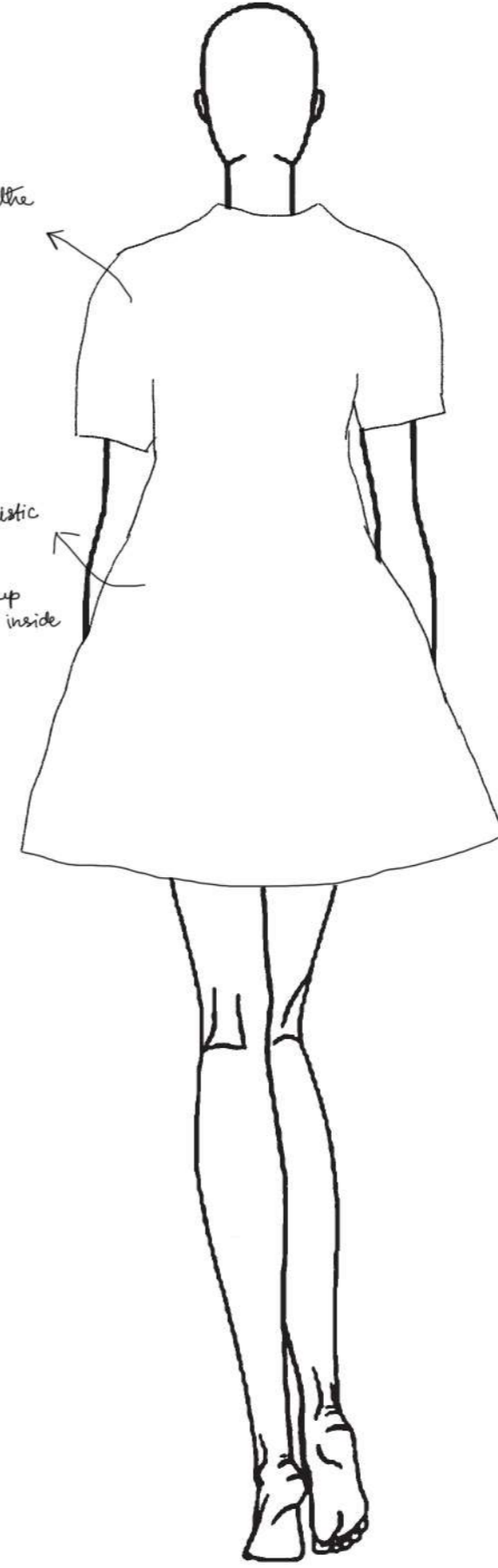


print depicting a person's mental condition where she scribbles, a medical condition called "Hypergraphia"



structured silhouette that sticks out of the body.

The silhouette is kept simple and minimalistic. It sort of resembles a child's frock, depicting the innocence of childhood of an adult who has grown up badly; in size but the child inside is still there.



print depicting the fury and terror of anxiety and paranoia, experienced by a person who is almost on the verge of losing or has lost her sanity.





→ A distorted silhouette where any shape is coming out of anywhere. This depicts the instability and uncertainty of all mental condition.

→ The sleeves to be done in black

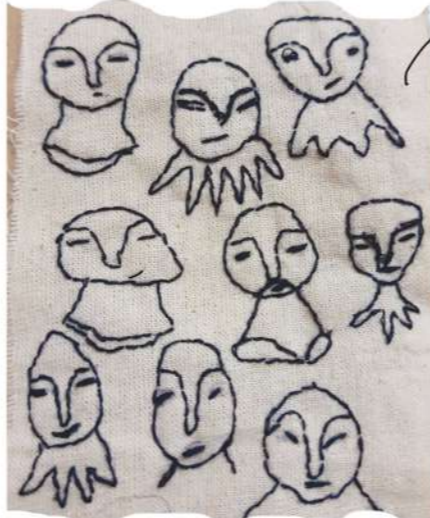


→ The portions will have prints

→ The sleeves don't really have a proper shape or form.



This is another print that can be used. This depicts helplessness, terror and fury.

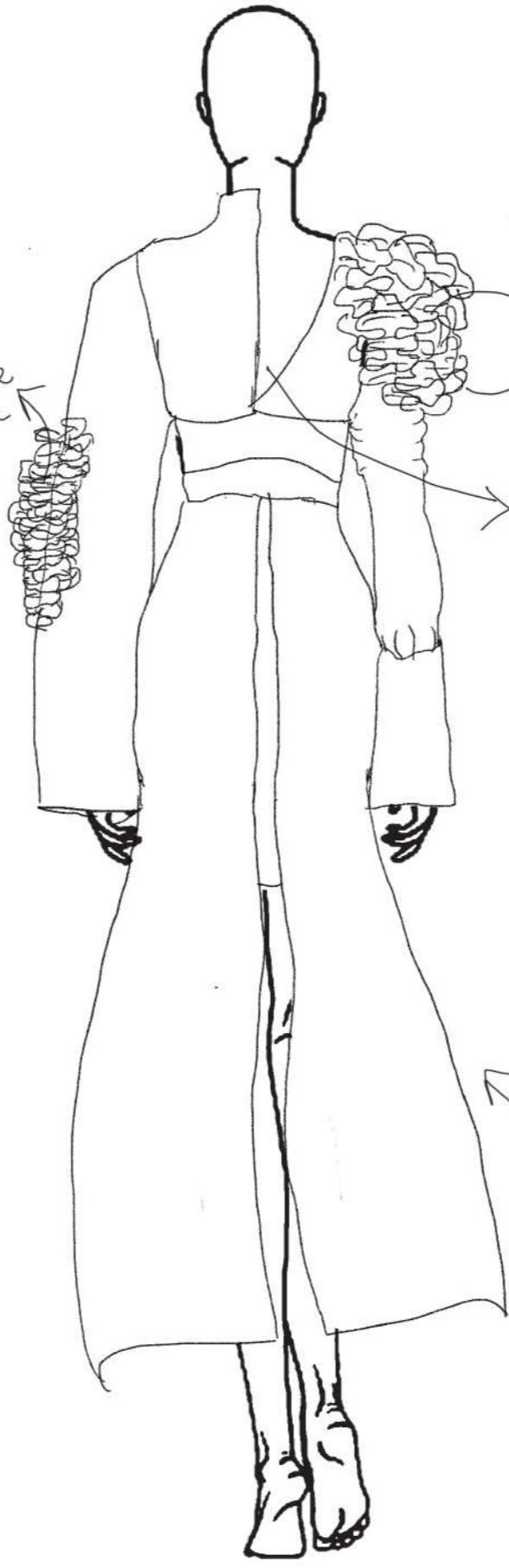


These are some prints that can be used. This particular one depicts identity crisis and schizophrenia.



Surface Textures depicting the
worn, rotten
mental state
and
personality

Surface Textures
depicting the
worn, rotten
mental state
and
personality



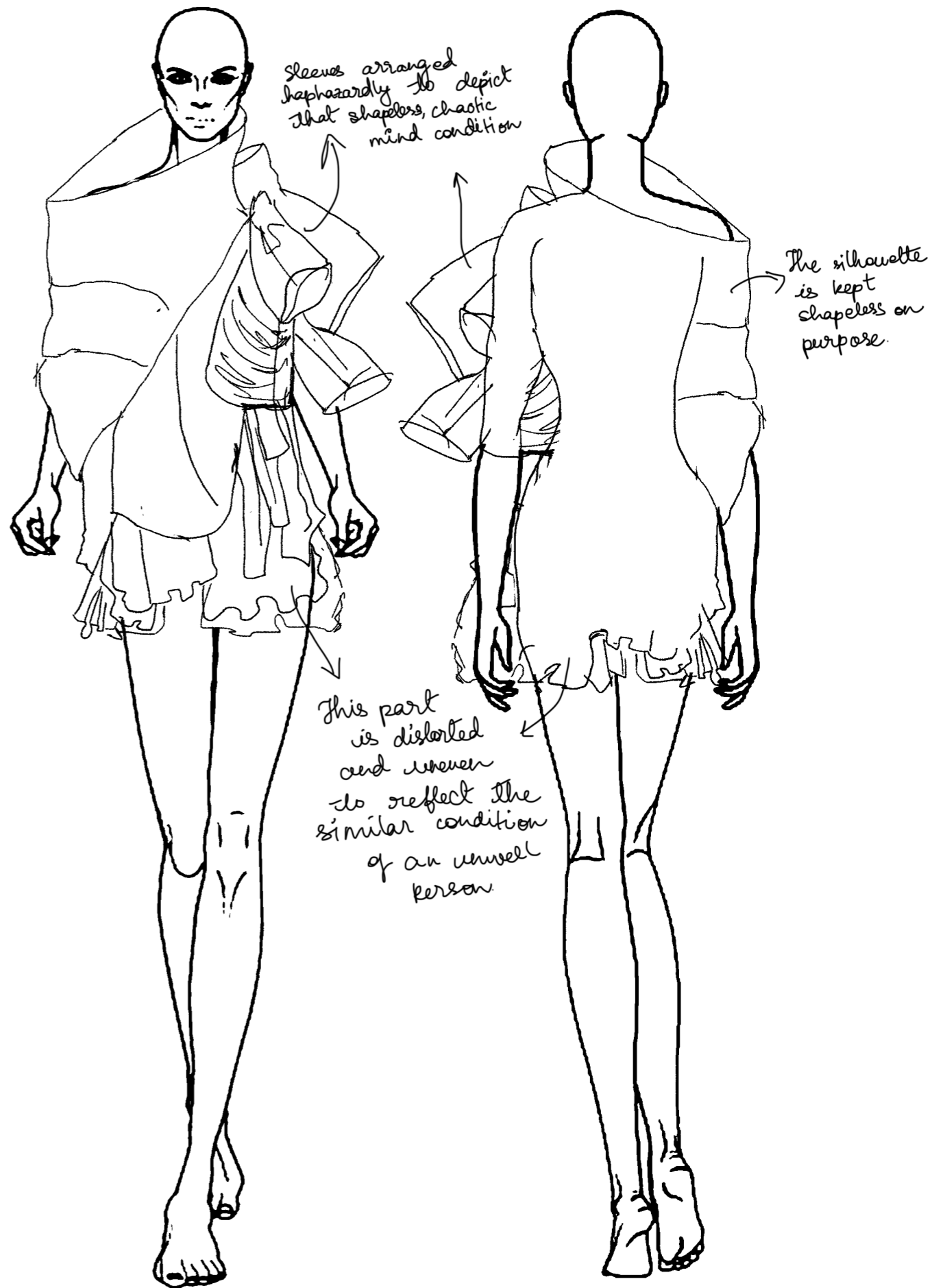
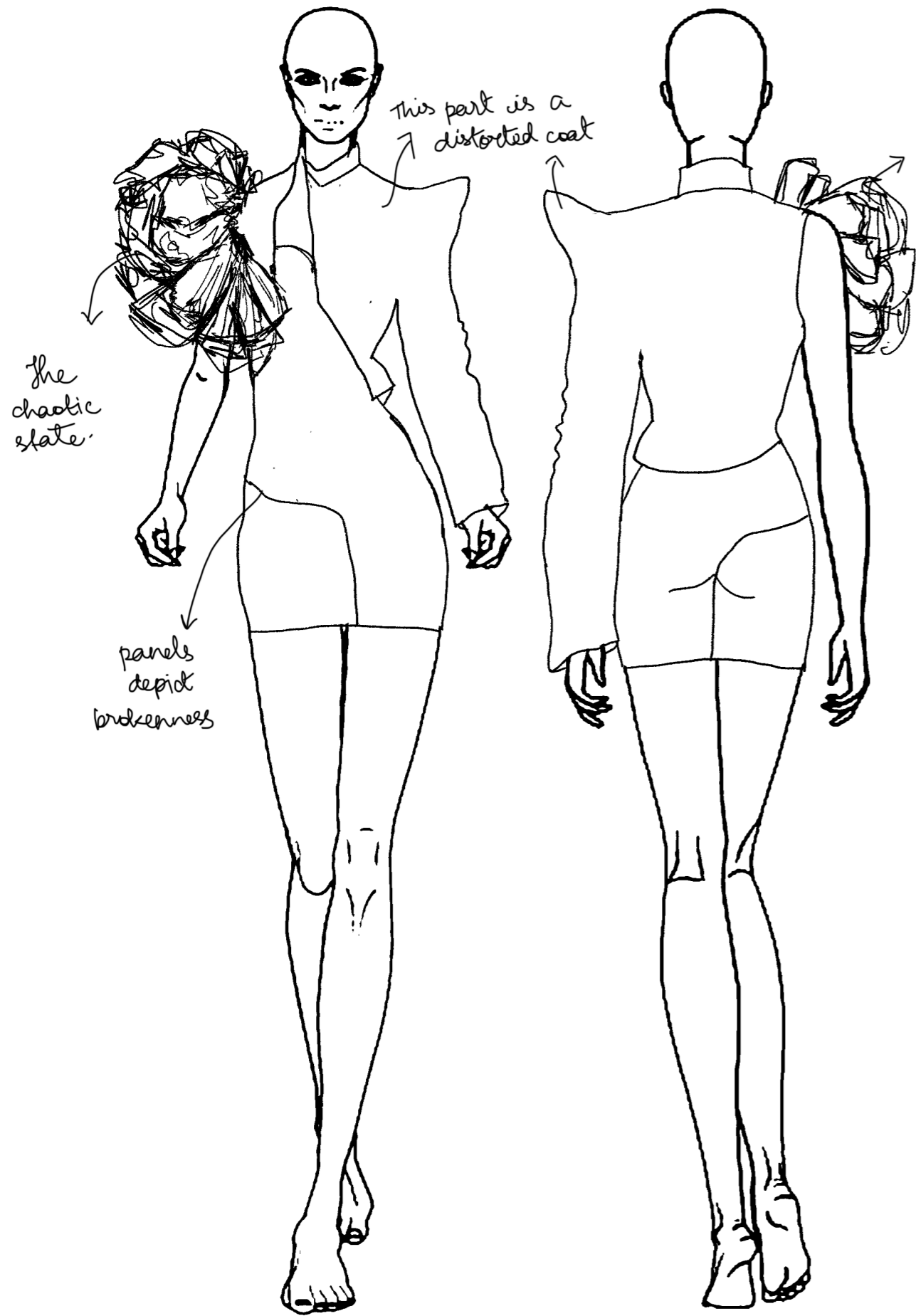
Surface Textures
depicting the
worn, rotten
mental state
and
personality

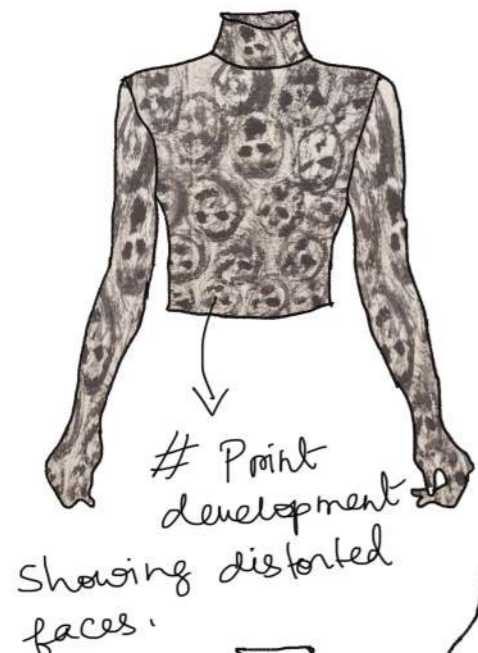
Asymmetric
silhouette



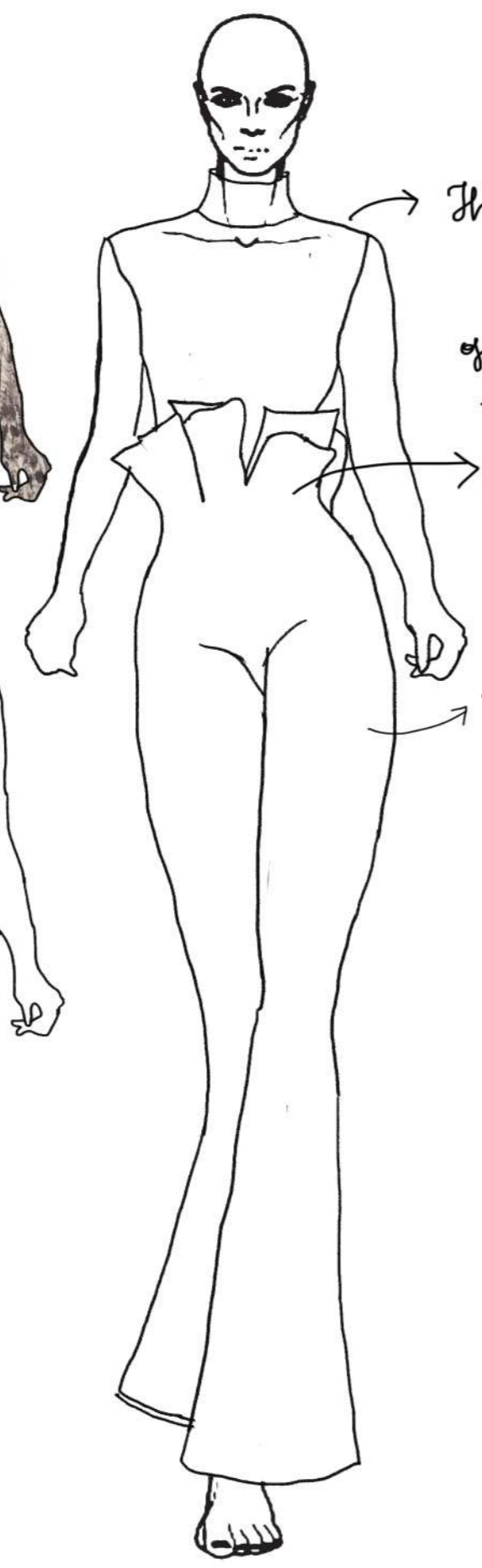
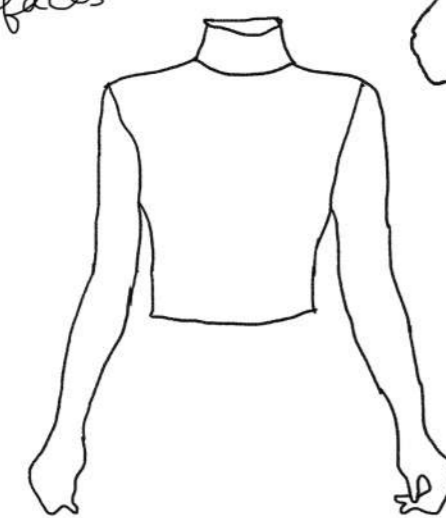
This print
can be
used here.







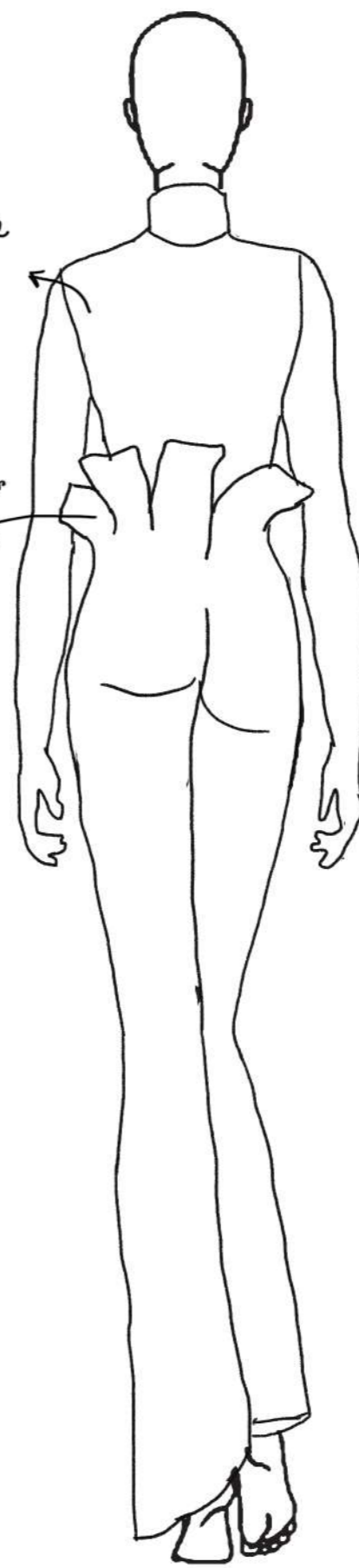
Print development
Showing distorted faces.



This part is shown as the inner self, which will have prints depicting faces of anxiety and terror, due to bad mental health condition.

This structure shows the action of unfasting, or decontaminating one's upper layer often used to conceal the inner self.

This will be in black





This part will have prints because a lot of emphasis is meant to be given upon the garment.

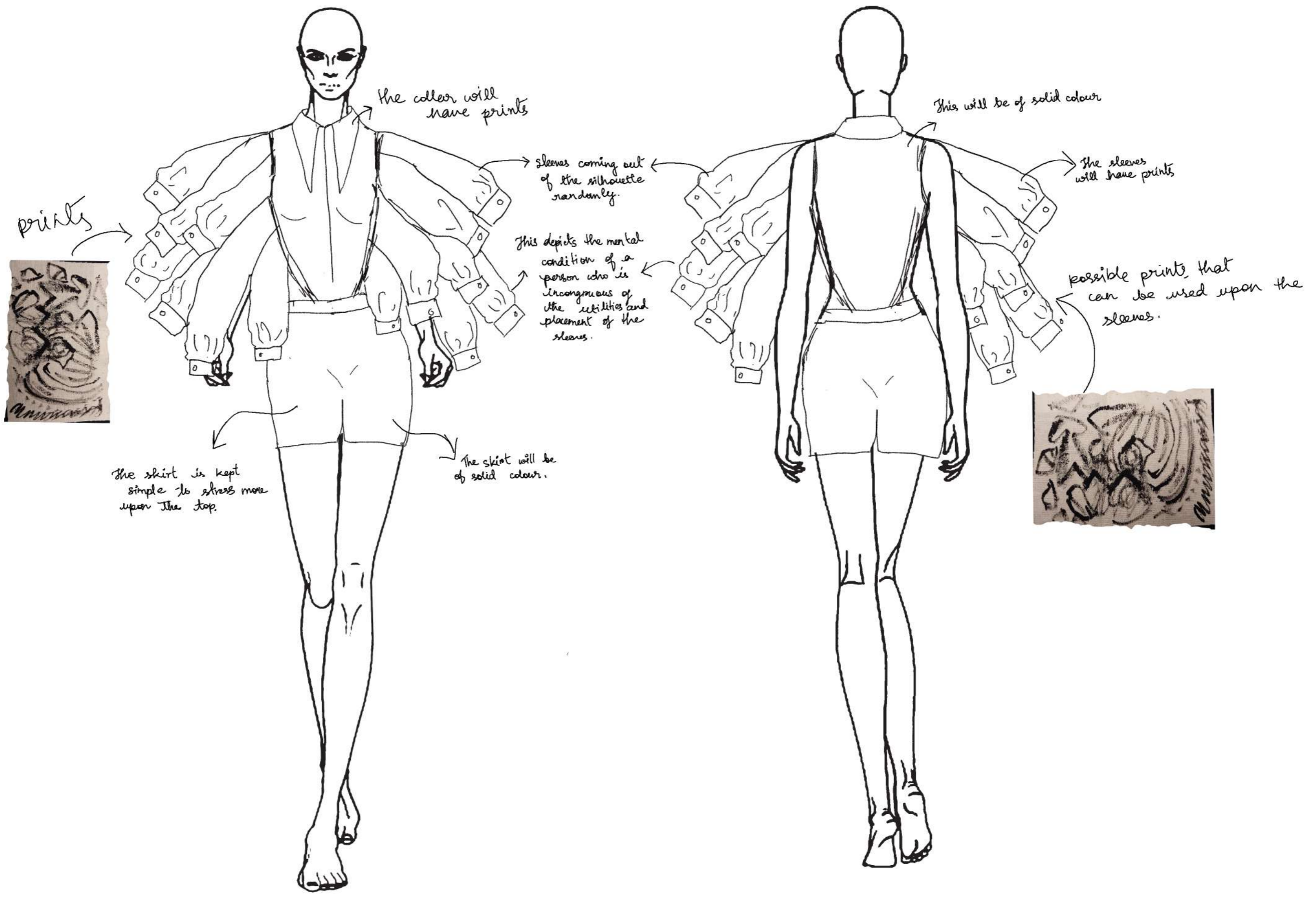
Sleeves will be kept solid black, simple. Since a lot of emphasis is meant to be given on the dress.

The loose sleeves depict the insecure, unsteady state of mind.



This is the print that can be used as the print upon the dress.





the collar will have prints

This will be of solid colour

prints

sleeves coming out of the silhouette randomly.

The sleeves will have prints

This depicts the mental condition of a person who is incongruous of the activities and placement of the sleeves.

possible prints that can be used upon the sleeves.

The shirt is kept simple to stress more upon the top.

The skirt will be of solid colour.





This part is going to have the prints.

The sleeves will be draped using black solid coloured fabric



Print Exploration
prints showing
scribbles of
facial
features
with distortion.
Big eyes
showing
effect of
hallucinations

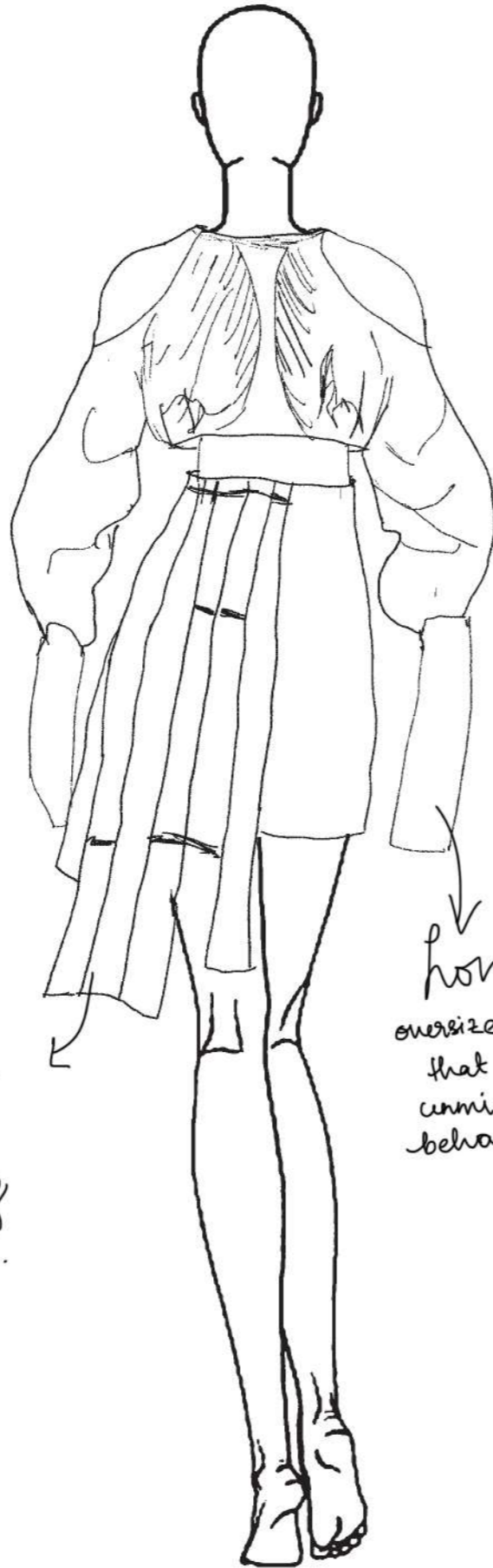


Print Exploration
Faces of people
turned black.
depicting dark,
fearful thoughts.

Big hanging sleeves depicting
the fragile, insecure condition
of one's personality.



Fabric straps hanging loosely.



long, oversized sleeves that depict un mindful behaviour.

The torn pieces will have both prints and solid colours.



A distorted coat

Torn pieces of fabric assembled together to reflect the distorted mind condition.

The voids created by gaps left inbetween the garment



This part will be solid black

sleeves coming out randomly depicting the incongruousness of the person's mental health. She is unaware of the utility and placement of the sleeves.



Point Exploration
This print depicts the illness where someone loses the ability to identify oneself and others.



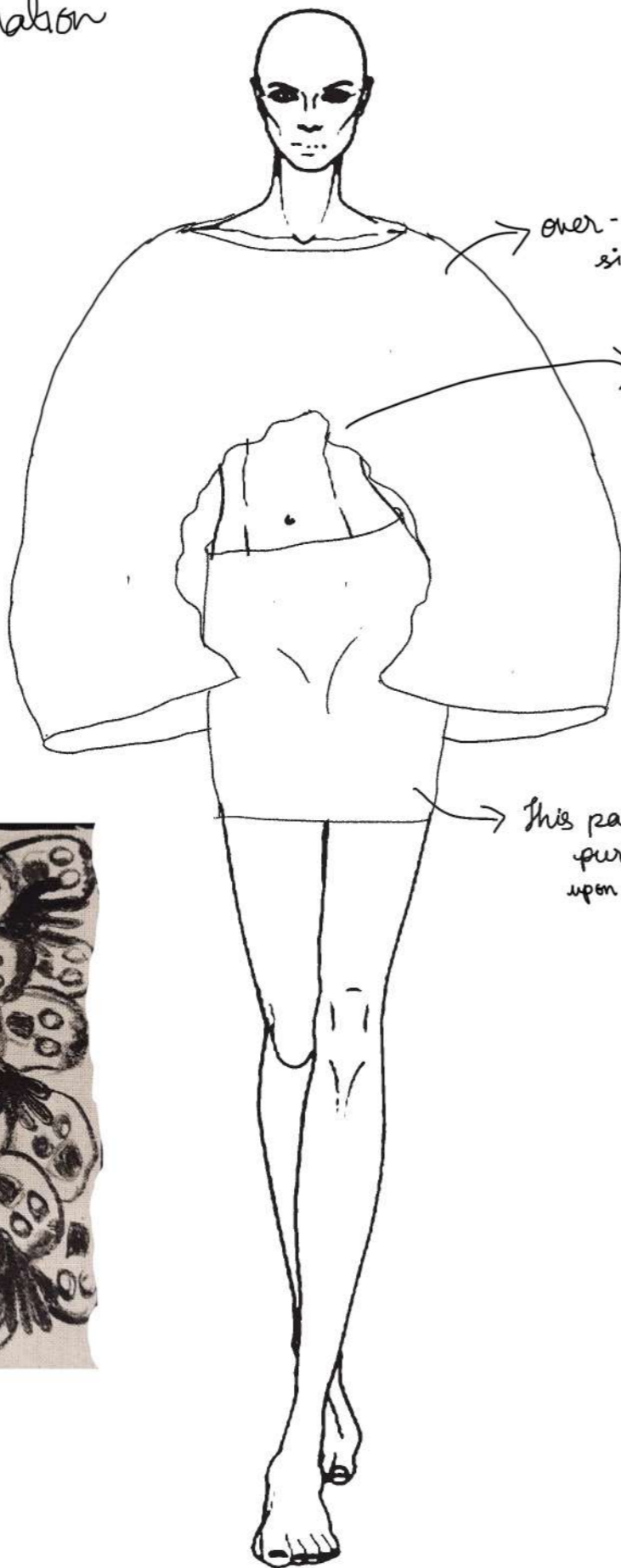
This part will be structured, will have prints

This part though flowy, will have prints.

#Print Exploration



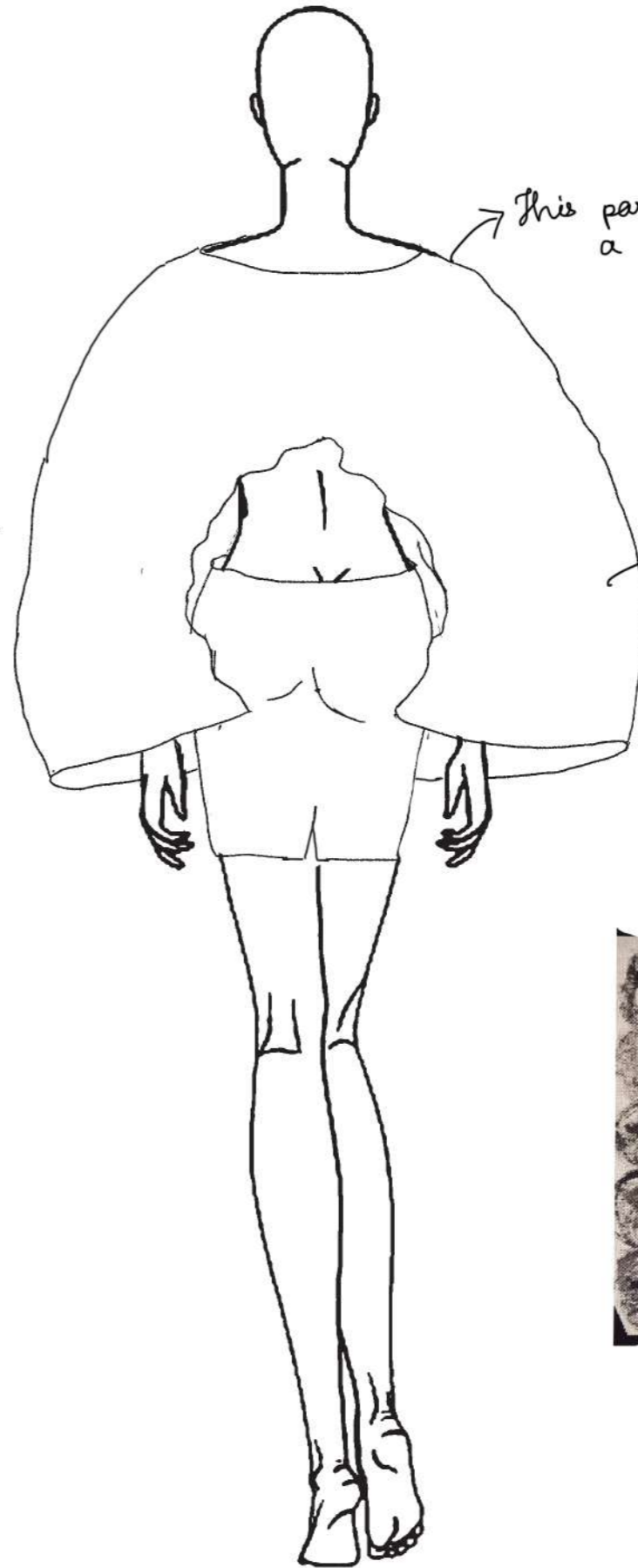
This print depicts the mental condition of a mentally unwell personality. Faces of people crying out for help, trapped, trying to let everything out, fighting inner demons, voices inside their head is portrayed.



over-sized silhouette

The crooked structure depicts the action of being wearied away by one's own thoughts.

This part is kept simple purposefully to shed light upon the top.



This part is structured showing a contrast to the part at the bottom which is hanging loose.

prints that have been developed are explored here.

Print Exploration



Face depicting distorted faces, making terrified expressions.

First Final Garment

A Formless Lunacy



TECHNICAL SHEET- SPECIFICATION SHEET

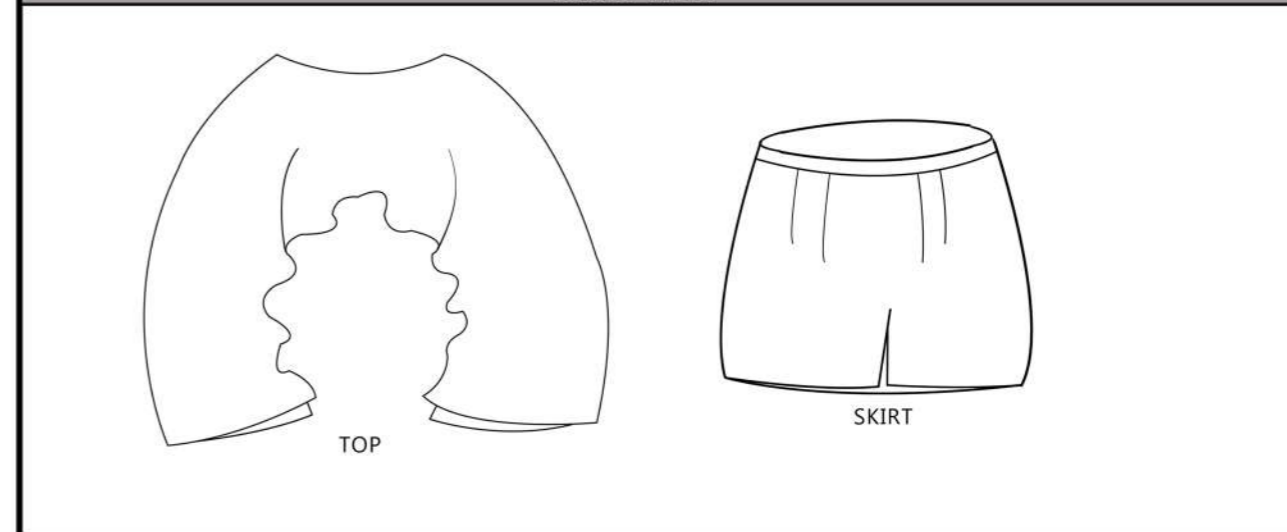
Name of garment	A Formless Lunacy
Theme	Malady in my Mind
Style	Avant Garde
Size	10 (Mid-size)
Number of piece	One piece (Dress)
Target market	Women aging from 30-40 years
Surface work	Hand painting with acrylic colour

POINT OF MEASUREMENT	MEASUREMENT IN INCH	FRONT VIEW	
Top		<p>TOP</p>	
1. Top Center Length	9		
2. Round Neck	33		
3. Sleeve length	35.25		
Bottom wear			
1. Round waist	27.5		<p>SKIRT</p>
2. Full length	15.5		
3. Hip	38		
4. Side length	16		
5. Width of belt	1.25		
6. Dart intake	0.5 each		
7. Seam allowance range	0.5		

FABRICS	MEASUREMENT (IN METRE)	TOTAL COST (IN RUPEES)
Canvas fabric (main)	1	160
Cotton Muslin (lining)	2	130
Spun cotton	1	145
Cambric fabric (lining)	1	45
TOTAL		480

TRIMMINGS	MEASUREMENT	TOTAL COST (IN RUPEES)
Zipper, hook	2 pieces, 1 piece	40, 6 and 5
Boning	2 metre	40
Black thread rill	1	10
White thread rill	1	10
Acrylic paint	1 bottle	120
TOTAL		231

BACK VIEW



First Final Look



Mirror reflection shot was taken to depict the inner conflict of every day life with oneself, trying to face oneself in the mirror.



Unplucked eyebrows showing not being taken care of.
Eye do done in a very abrupt manner to portray the carelessness and being neglected.
Lipstick smudged showing unwell mental condition.



The shape of the top is kept queer on purpose, to show the unusual, not so okay aspect of their lives.



The crooked, uneven design is given to show the inconsistency of mentally ill people.



skirt kept simple on purpose to highlight the print of the top.



The print depicts the condition of all who are screaming for help, are stopped, letting go of all the negative emotions and fighting their inner demons.

Second Final Garment

Tears that didn't dry



TECHNICAL SHEET- SPECIFICATION SHEET	
Name of garment	Tears that didn't dry
Theme	Malady in my Mind
Style	Avant Garde
Size	10 (Mid-size)
Number of piece	One piece (Dress)
Target market	Women aging from 30-40 years
Surface work	Hand painting with acrylic colour, wool work

POINT OF MEASUREMENT	MEASUREMENT IN INCH	FRONT VIEW
Dress		
1. Center Length	34.5	
2. Side Length	25.25	
3. Round Neck	16	
4. Sleeve length	13	
5. Round waist	34.5	
6. Full length	36	
7. Hip	39	
8. Seam allowance range	0.5	

FABRICS	MEASUREMENT (IN METRE)	TOTAL COST (IN RUPEES)
Canvas fabric (main)	1	160
Cambrick fabric (lining)	2	100
TOTAL		260
TRIMMINGS	MEASUREMENT	TOTAL COST (IN RUPEES)
Zipper, hook	1 piece, 1 piece	40 and 1
Boning	0.5 metre	25
Black thread rill	1	10
White thread rill	1	10
Acrylic paint	1 bottle	120
TOTAL		210

BACK VIEW

Second Final Look



Eye makeup and lips are smudged to render a neglected, tortured look that a person undergoes.

Hair is kept untied to show the exhausted mental state



Prints showing distorted facial expressions.



Tired look in the eyes



Mirror reflection showing the encounter of facing oneself in front of the mirror



A simple silhouette depicting the lost innocence of childhood.

Third Final Garment

Unfurling Insanity



TECHNICAL SHEET- SPECIFICATION SHEET			
Name of garment	Unfurling Insanity		
Theme	Malady in my Mind		
Style	Avant Garde		
Size	10 (Mid-size)		
Number of piece	One piece (Dress)		
Target market	Women aging from 30-40 years		
Surface work	Hand painting with acrylic colour		
POINT OF MEASUREMENT	MEASUREMENT (IN INCH)	POINT OF MEASUREMENT	MEASUREMENT (IN INCH)
Top		Bottom wear	
1. Center Length	15.5	1. Full length	40
2. Full Length	18	2. Waist	29
3. Neck (F and B)	7.5, 6.5	3. Hip	39
4. Sleeve length	20	4. Crotch	29
5. Round wrist	15	5. Thigh	24
6. Armhole	16.5	6. Ankle	26
7. Round Bust	40	7. Knee	17
8. Round waist	34		
9. Dart intake	3 (F), 0.75(B)		
10. Round bicep	13.5		
FABRICS		MEASUREMENT (IN METRE)	TOTAL COST (IN RUPEES)
Canvas fabric (main)		1	150
Cambrick fabric (lining)		1	65
Spun Cotton		3	435
Cambrick fabric (lining)		3	165
TOTAL			815
TRIMMINGS		MEASUREMENT	TOTAL COST (IN RUPEES)
Zipper, hook		2 pieces, 7pieces	80 and 7
Boning		2 metre	92
Black thread rill		1	10
White thread rill		1	10
Acrylic paint		1 bottle	120
TOTAL			319
FRONT VIEW			
BACK VIEW			

Third Final Look

The model's expression depicts the epitome of terror and anxiety.

This portion is designed with the thought of uncurling action of the true inner self.

→ Fear and the heavy feeling of paranoia

→ Make up is kept dull and subdued to show exhaustion and tiredness

The print depicts the facial expressions of letting go off of all the suppressed feelings and rage of being trapped.

→ Facing one's own emotions in the mirror

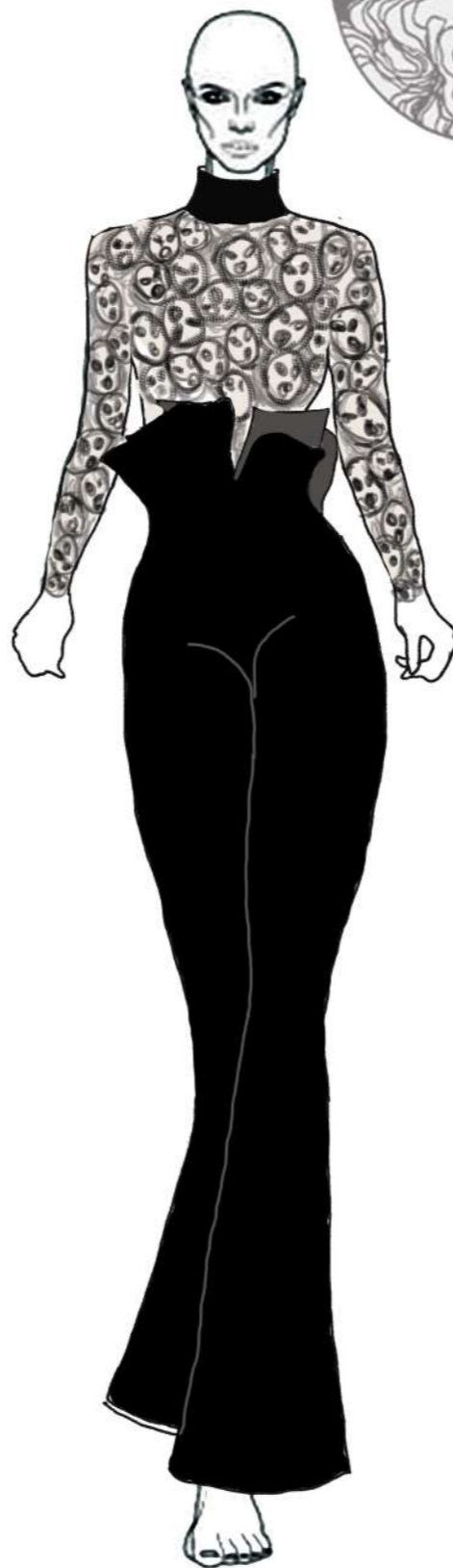
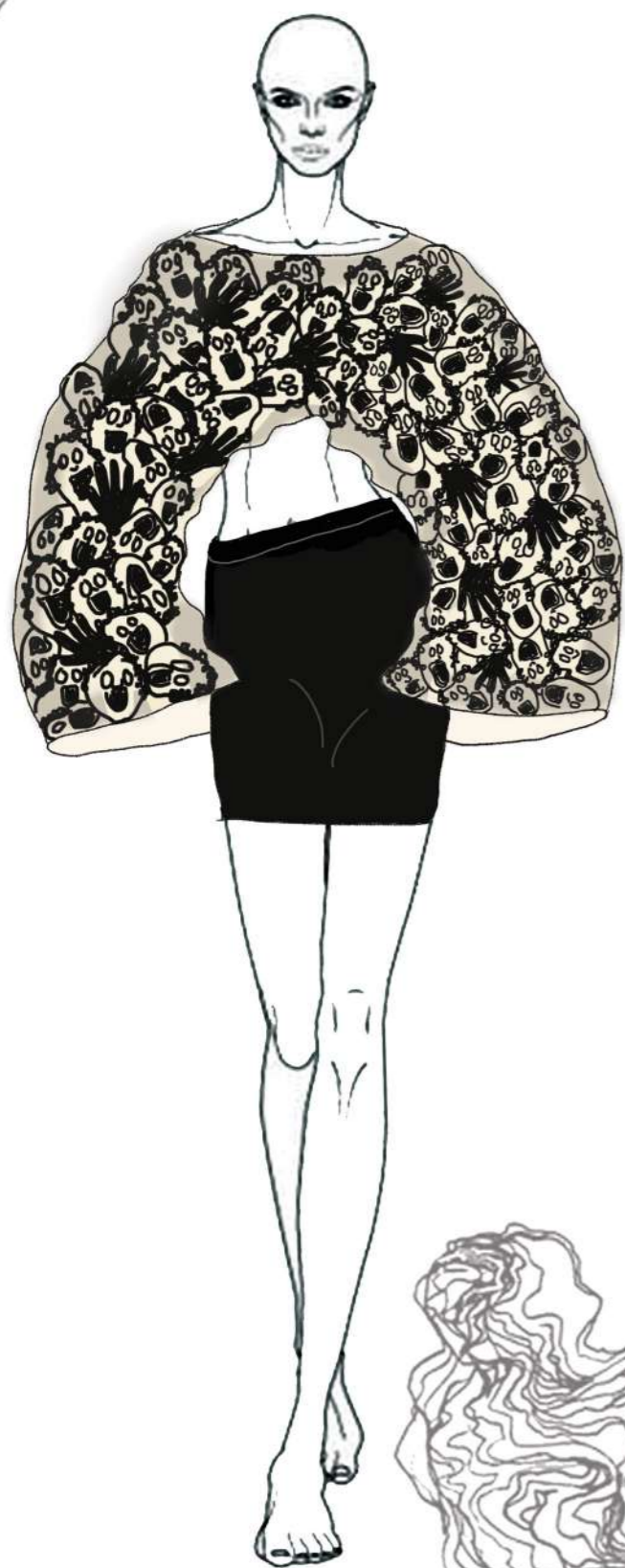
→ The red hair-dye is a sign of chronic ill mental health.



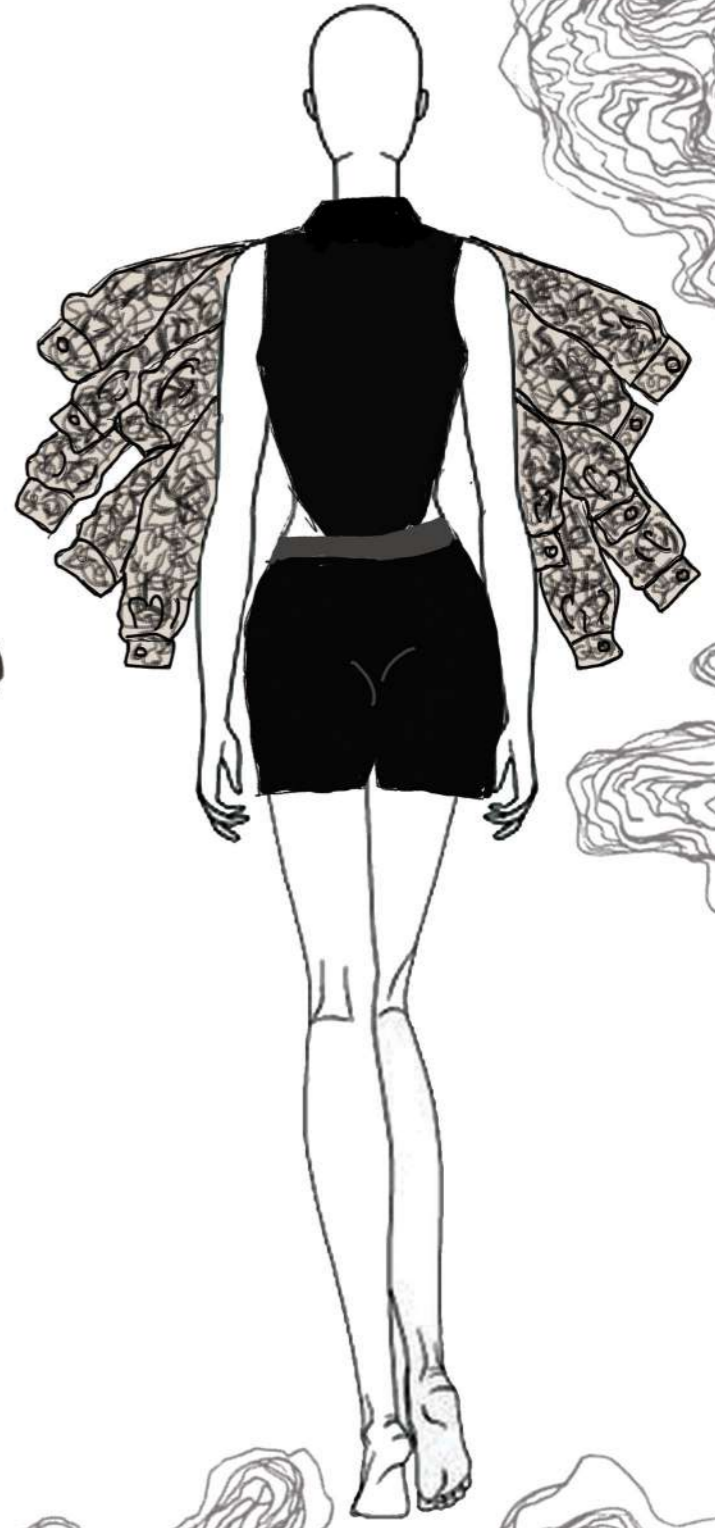
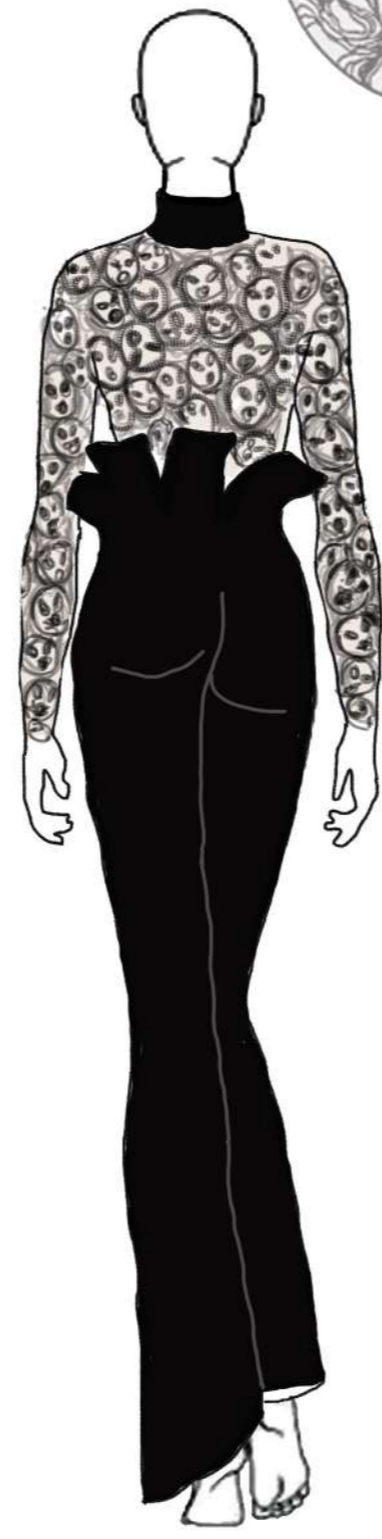
Fourth and Fifth Garment



Line Up
(Front)



Line Up (Back)





BEHIND

THE

SCENES

