



# Advanced Fashion Development

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# What is advanced fashion development?

## **Main Content:**

- **new concept**
- **new material**



## New concept

- New life attitude:  
**life, quality, taste, identity and spirit( energy)**
- New culture trend:  
**assimilation**  
**multiform culture**
- New sculpt concept:  
**the space of body & clothing**
- New wear approach:  
**season, form and layers**



# New concept

About New life attitude

Sport & Art



# New concept

About New life attitude

**Sport & Art**



## Product information:

### Designed for movement

Whether you're running or riding, round is good. Structurally sound. Comfortable to hold. Thoroughly wearable.

### No look buttons

So you can keep your focus where you need it most. The buttons are raised and positioned for "blind operation".

### Skip Resistant Audio

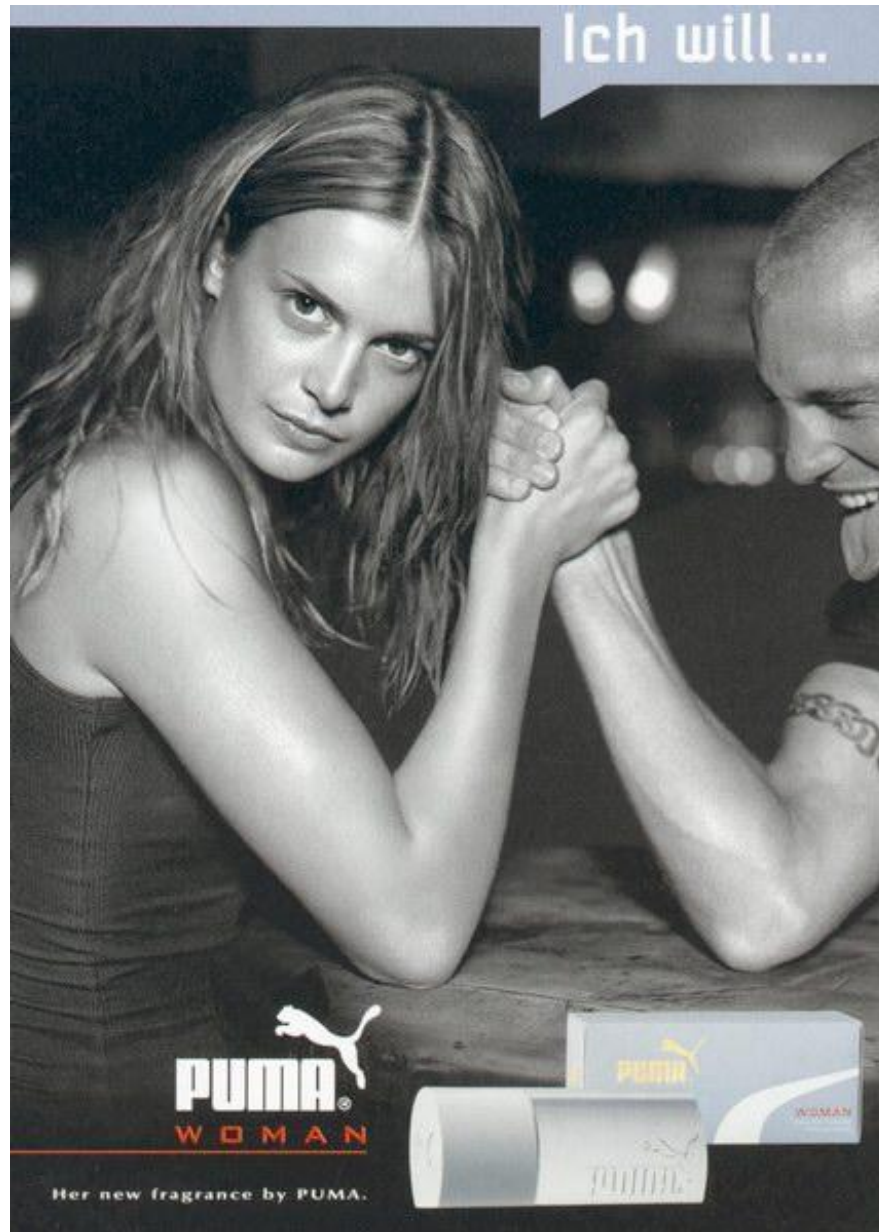
The gold standard in buffered audio means on the fly you're good to go. Hopefully you'll never need all 480 seconds of skip protection.

### Smart Wire Management

Magnetic anchors let you position the remote control for easiest access. The magnetic butterfly clip stows the slack and routes the chords where they won't be a nuisance.







## New concept

About New life attitude

Liberate of women

Isocracy



## New concept

About New culture trend

**The jeweled manacles that held a model like an exotic slave in Alexander McQueen S/S 1997 collection**



**New concept**

About New culture trend



**Histories**

**Alexander McQueen**



# New concept

About New sculpt concept  
**the space of body & clothing**



Comme Des  
Garcons 2004ss

# New concept

About New wear approach



## Lolita style



# New concept

About New wear approach



Hiphop





## New material

- New style:  
Change across 、 chemical fiber
- New function:  
machine washable, wash & wear,  
easy care, anti-eradiate 、 anti-  
static, anti-moth & add aroma,  
anti-bacterium and anti-odor etc.
- New feeling:  
smooth, light and soft
- New texture  
Unique & creativity



# New material



## WEAR ME:

An exhibition of intelligent garment, wearable technology and smart materials.

The wear me catalogue for iee eurowearable'03

# New material



## **Elroy**

Megan Galbraith / MIT Media  
Laboratory / Aesthetics + Computation  
Group

Elroy is an illuminating dress that encodes time information. The panels periodically re-arrange their illuminated pattern to express time to the wearer. It is through series of flashes and varieties of patterns that Elroy can express encoded information in a manner visible to the wearer of the garment but not to external viewers.



## New material

### **Airplane Dress**

Hussein Chalayan

An airplane dress that changes shape by remote control. The dress is made using glass fibre, a material more usually associated with the airplane industry.

# Airplane Dress

Hussein Chalayan



New material





# New material



Seelik

Hussein Chalayan

# New material



Tool

Hussein Chalayan



## New material

### 'Clothes That Make Scents'

ScentOrgan The dress takes its inspiration from the human body and scent organ in Huxley's novel 'Brave New World' "The Scent Organ was playing a delightfully refreshing Herbal Capriccio - ripping arpeggios of thyme & lavender, rosemary, basil, myrtle, tarragon a series of daring modulations through the spice keys into ambergris; and a slow return through sandalwood, camphor, cedar and new mown grass."

An external pump mimics the heart and blood vessels whilst a network of medical tubing rivals nature's own capillaries. The veins and arteries act as an interactive cabling system emitting one scent (new mown grass). The objective is for the wearer to create their own personal 'smell bubble', by delivering a spray of magic wellness molecules to key points of the body in order to activate the smell centre. The colours represent an 'aroma rainbow' of scents for different moods, to transform negative mood states into good scentsations.

# New material



## **Oricalco**

Corpo Nove / R&D Grado Zero  
Espacio

This men's shirt by Corpo Nova is woven with titanium, which allows the fabric to react to temperature shifts. The shirt holds its wrinkles when bunched up, and then instantly relaxes when exposed to a current of hot air (as from an electric hair dryer). The shirt can thus be 'ironed' while its user wears it.



# New material



## **Absolute Zero**

Corpo Nove / R&D Grado Zero  
Espa

Aerogel is one of the lightest substances on earth; it is also an excellent insulator, making it an appropriate material for expeditions- to outer space or the Arctic Circle- requiring lightweight protection from the elements. Invented in the 1930's, Aerogel was used to insulate the Mars Pathfinder in 1999. To create this hyperinsulated jacket, Corpo Nove sewed bags of powdered Aerogel between two layers of fabric, creating an extremely warm, light coat.

liquid ceramic jacket



## New material

### **Liquid ceramic coat**

Corpo Nove / R&D Grado Zero Espace

The latest generation of thermal insulators, 'Liquid Ceramic' has been taken outside of its usual sphere of use in the aerospace sector and used for coating material. Liquid ceramics are normally used to insulate extreme heat between space rocket engines and delicate instruments/astronauts. By coating liquid ceramic onto the inside of a jacket for example the same theory is applied. It is possible to insulate the wearer from extreme cold conditions and keep him/her incredibly warm inside the jacket. Any fabric can be coated with the liquid ceramic. The liquid ceramic can be coated on the inside and can be worn on the outside (reversible) giving the coat a leather look and feel. Either way the coat keeps you incredibly warm at the same time as being incredibly light and flexible.

# New material

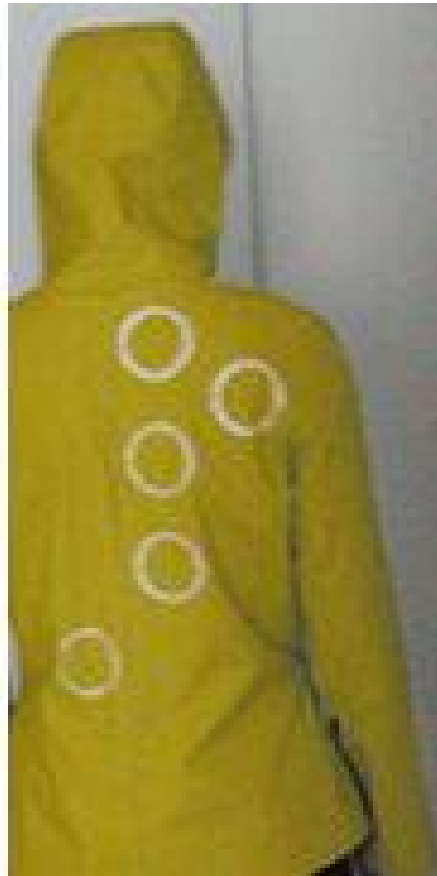
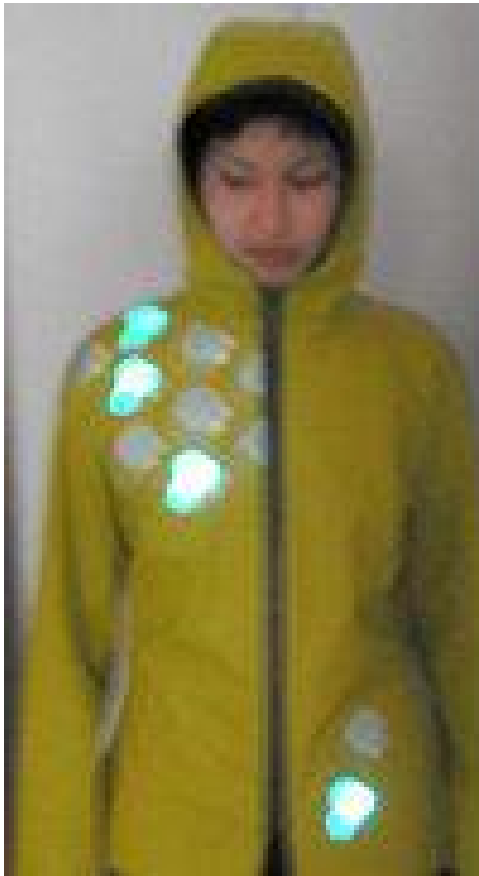
## Cooling Jacket

Corpo Nove / R&D Grado Zero  
Espa

This jacket is based on a miniaturised air-conditioning system that was commissioned by the U.S Army during the Cold War. It was designed to be fitted to the inside of combat clothing, allowing soldiers to fight and survive in conditions of extreme heat - perhaps after a nuclear blast. Fifty meters of 2-millimeter-wide plastic tubing are needed to construct the internal cooling circuit in Corpo Nove's Cooling Jacket.



# New material



## **Puddlejumper**

Elise Co / MIT Media Lab

The Puddlejumper development was funded by Wear Me.

Puddlejumper is a luminescent raincoat that glows in the rain. Hand-silkscreened electroluminescent lamps on the front of the jacket are wired to interior electronics and conductive water sensors on the back and left sleeve. When water hits one of the sensors, the corresponding lamp lights up, creating a flickering pattern of illumination that mirrors the rhythm of rainfall.



**New material**

thought

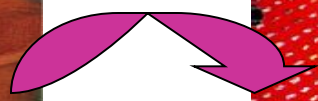
**From concept to material...**



# From concept to material

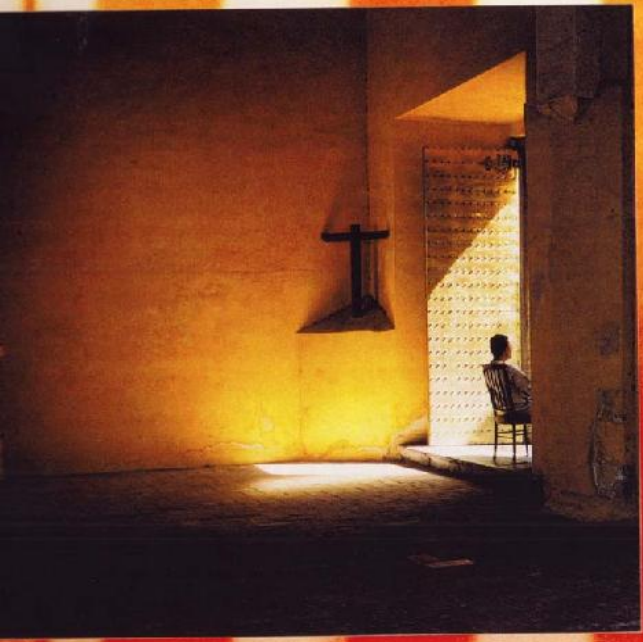


**FANTASTIC**

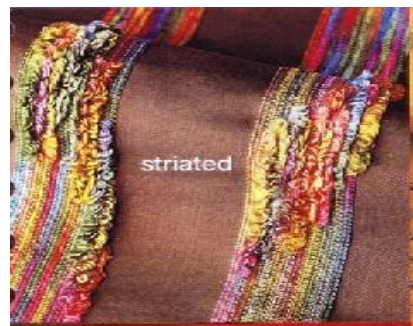
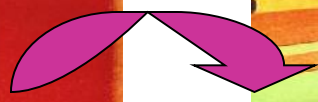




# From concept to material

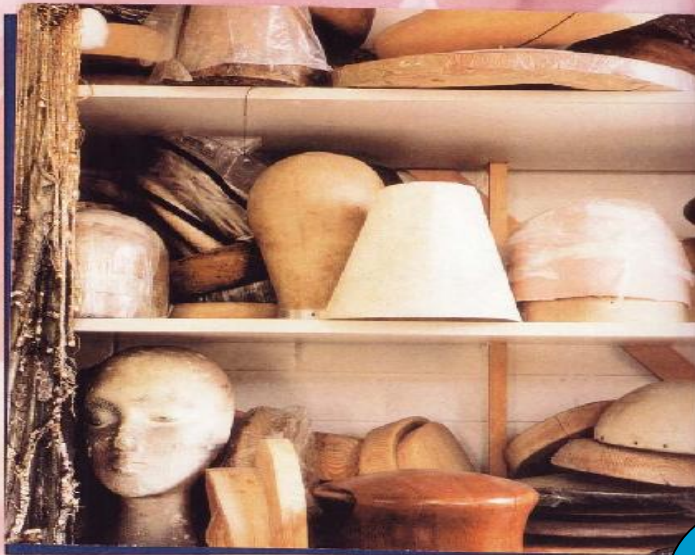


**SOLAR**

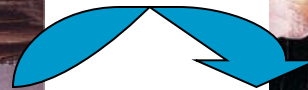




# From concept to material



**AMBIGUOUS**





# From concept to material



**REFORMED**



# BODY AND CLOTHING

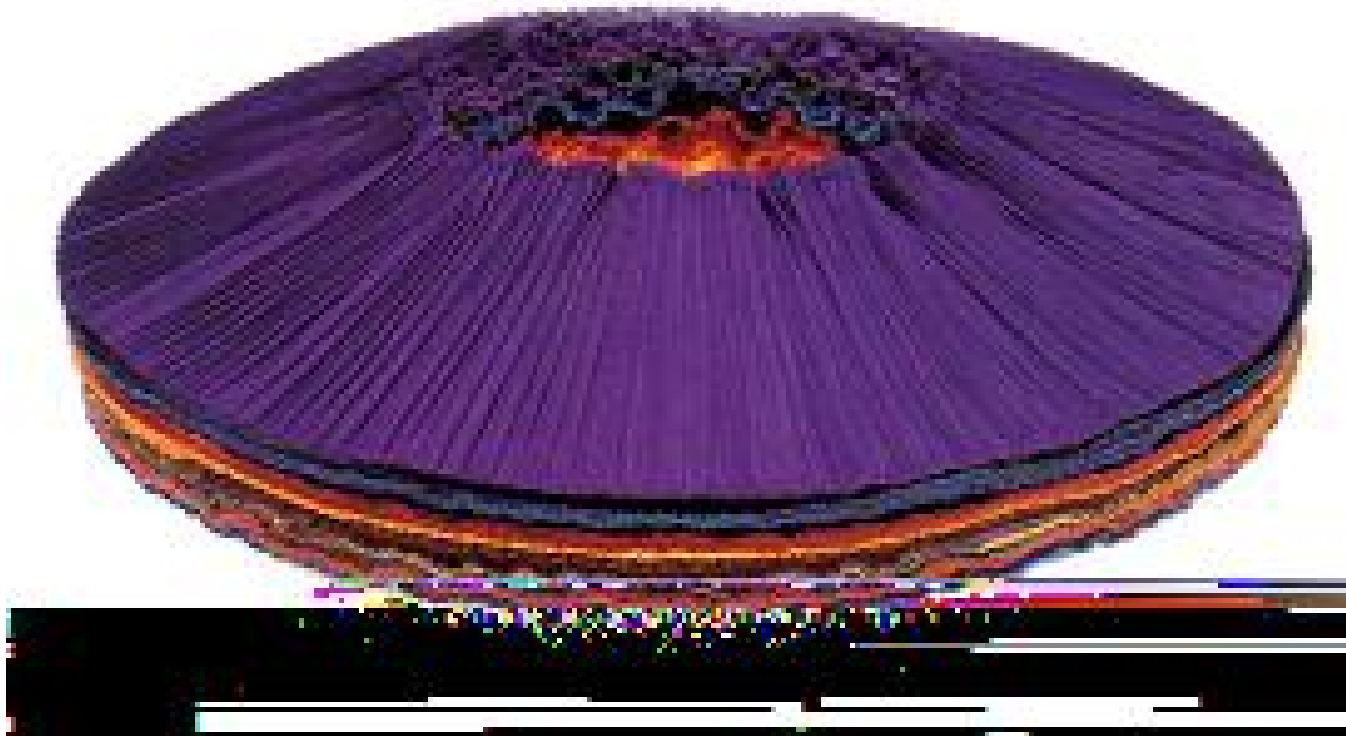


WHO IS THE MASTER?

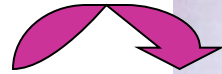
YOU, THE BODY, OR  
THE MATERIAL?



From material...



...to wearable clothing.



now, you know  
they are partners in the  
design family...



Flying saucer, Issey Miyake, 1994



You...

thoughts

need significant style and fresh ideas.



# Body...

thought

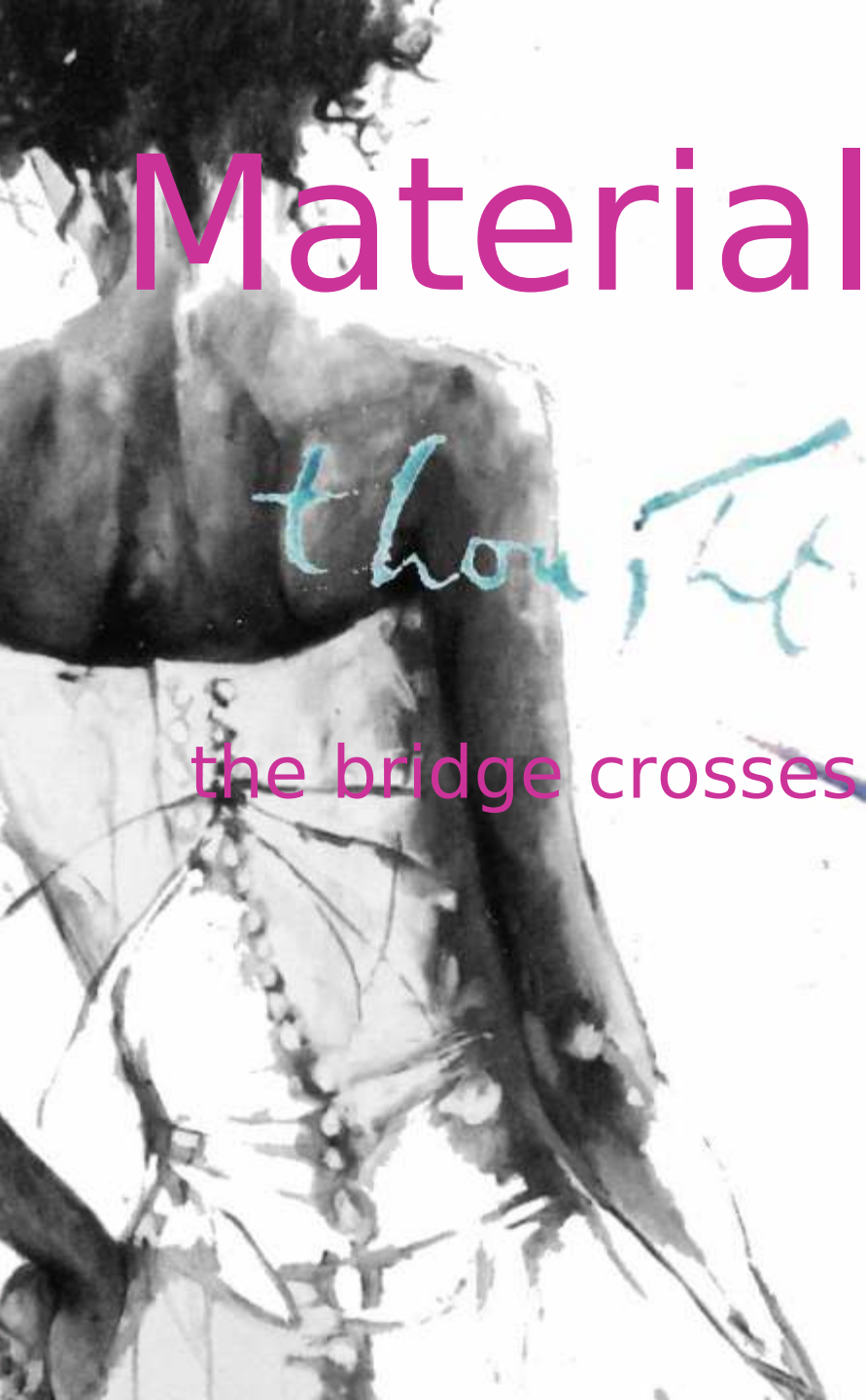
the most beautiful alive 3-D form.



# Materials...

thought

the bridge crosses the body and clothing.



their relationship...



Synthetic form back

their relationship...





# Project 2: To collect worldwide

## fashion brand's information

To collect appointed worldwide fashion brand's information.

You will be required to research on this brand name-websites, books and magazines – and should cover these areas:

- Background & history
- Designer/s
- Design philosophies & strategies
- Its place and position in the market
- Its special/unique contributions in the fashion world



# Project 2: To collect worldwide fashion brand's information

Requirement:

1. Assign to the group (3-5 people).
2. To present it in PowerPoint.
3. Each group does a presentation for 10 minutes.



# Project 2: To collect worldwide fashion brand's information

List of fashion brand names:

Burberry

Christian Dior

Prada

Jean Paul Gaultier

Gucci

Louis Vutton

Vivienne Westwood

Calvin Klein

Comme des Garcons

Donna Karan

Dolce & Gabbana

Yves St. Laurent

Chanel

Armani

thought



The end.....

