

Fashion Semiology

Ishita Bajaj

Masters Accessories Design and Management





Reverse Moodboard

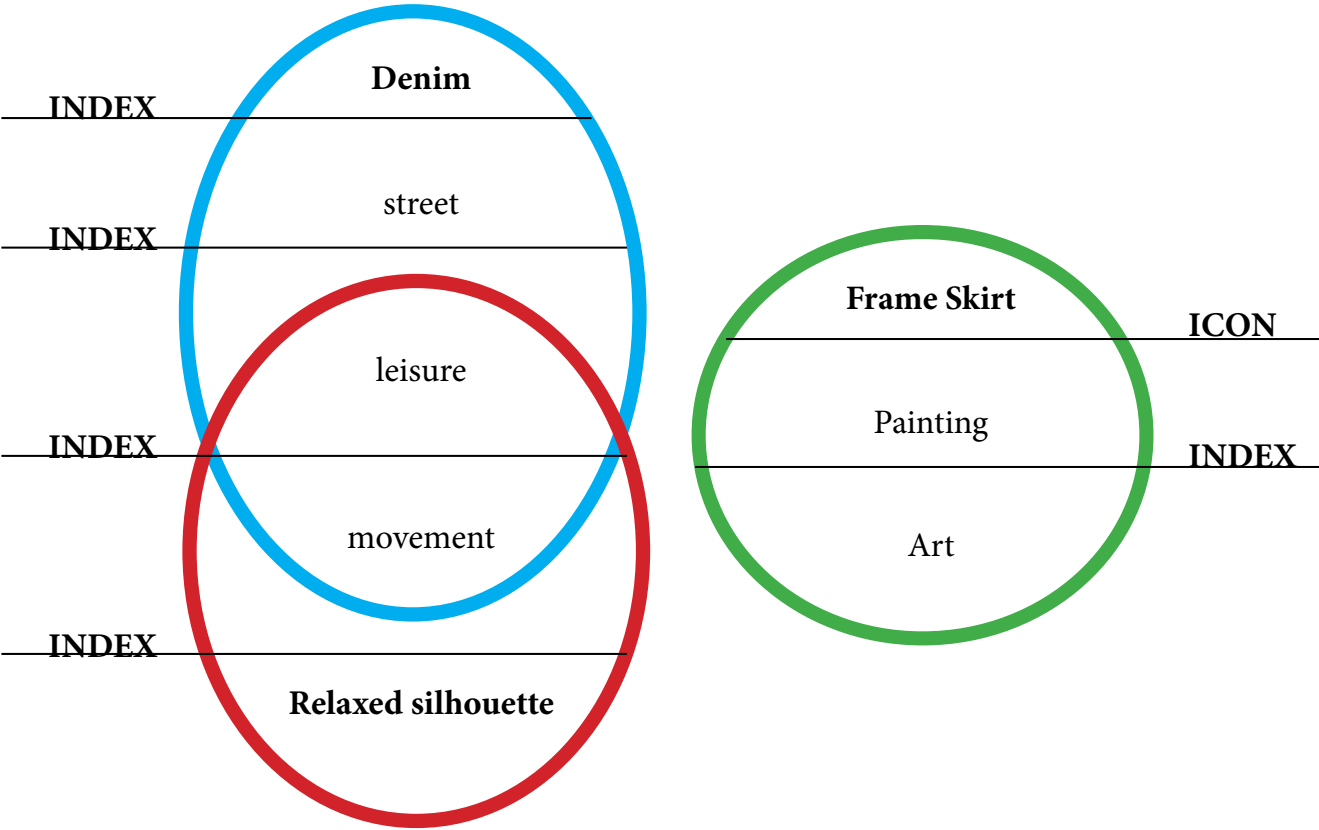
Project Brief :

To choose 2 opposing fashion clothing items
and singling out its icons, indexes, and symbols
and inturn designing respective accessories after figuring out its
moodboard backwards.



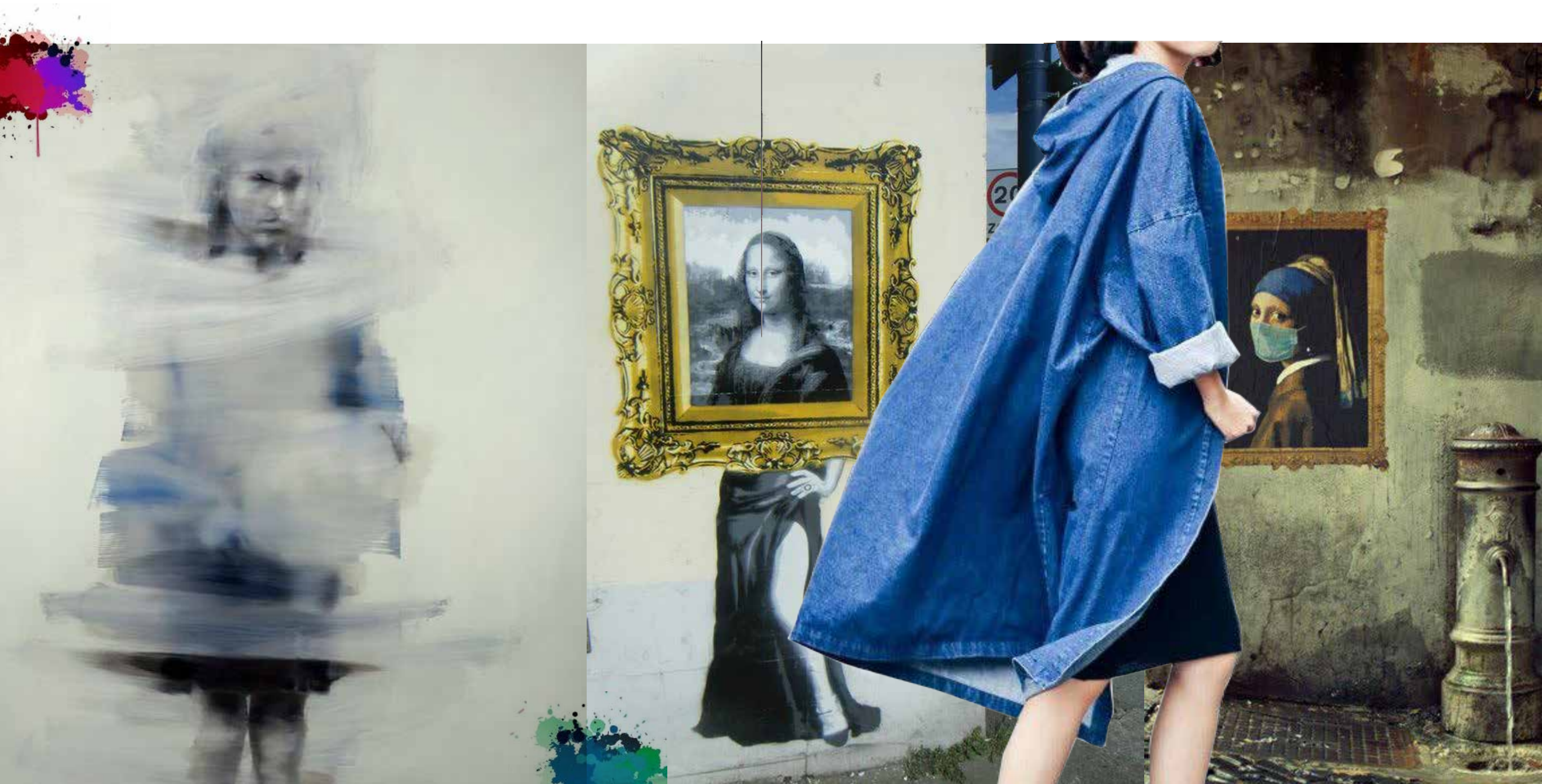
Reverse Moodboard
INSPIRED ACCESSORY

ICONS, INDEX AND SIGNS



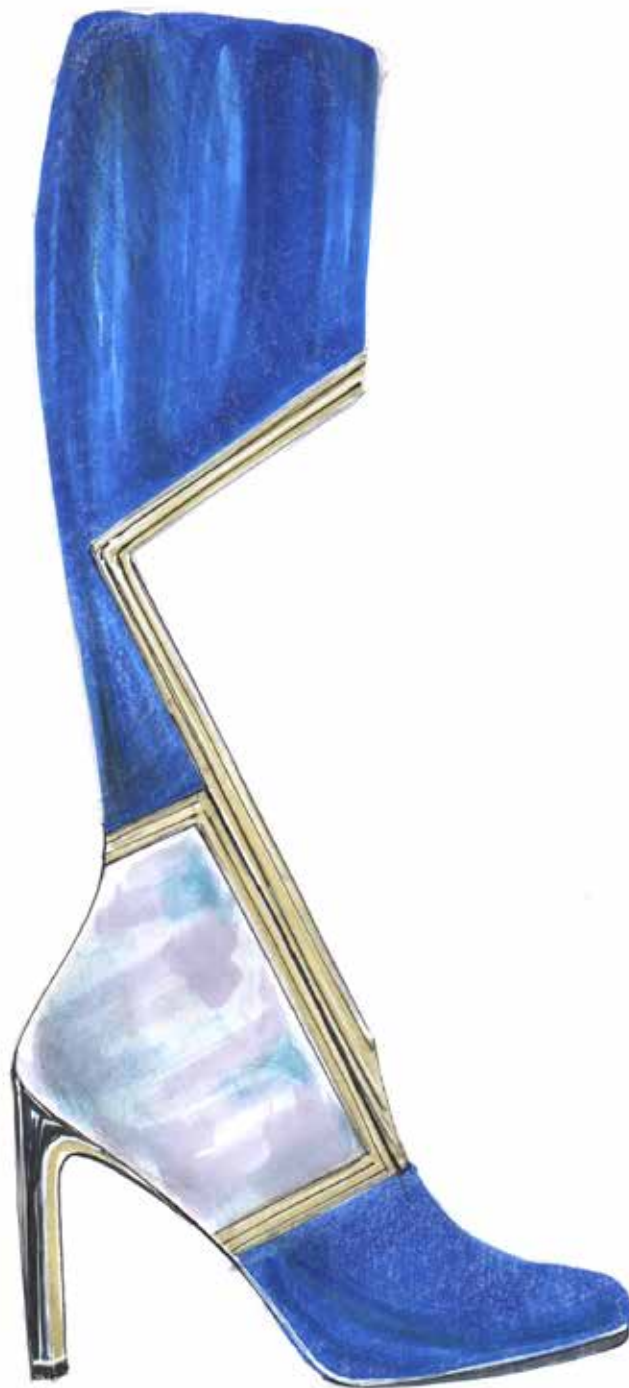


Reverse Moodboard
MOODBOARD





Reverse Moodboard
INSPIRED ACCESSORY





Reverse Moodboard
INSPIRED ACCESSORY

ICONS, INDEX AND SIGNS

ICON	Snakes	Black Net	INDEX
INDEX	Ground	Delicate	INDEX
INDEX	Earth	Elegance	INDEX
INDEX	Life	Puffed sleeves	INDEX
SYMBOL	Rebirth	Oversized	ICON
		Relaxed	INDEX
		Leisure	INDEX
		Movement	INDEX



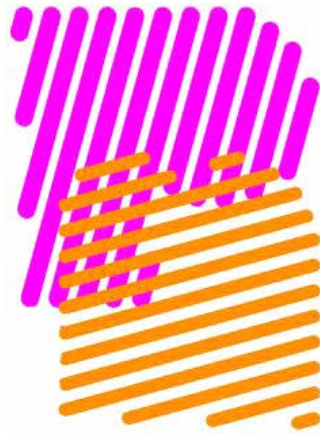
Reverse Moodboard
MOODBOARD





Reverse Moodboard
INSPIRED ACCESSORY





Semiotic Systems

Project Brief :

To pick two fashion trends and figure out the in - depth meaning attached to both the given trends individually while further clashing and fusing the purposes of the two, to a new meaningful experience and inturn designing a 3 piece accessory collection from the new experience.



Semiotic Systems

FASHION TREND

Comfort /Discomfort

What follows the Anxious Age? Is it the calm after the storm or a new discomfort that inspires creativity? For 2019, it will be both. We're becoming hyper-aware of our mental wealth; a lifestyle movement focused on our emotional wellbeing. When we're mentally fit and comfortable with ourselves, we have the strength to push back. For businesses, pushing the envelope and entering the discomfort zone will be the way forward.

Companies will need to break the rules to create new business practices. It's time to set new standards.



#TREND 1

NAME : Comfort / Discomfort
ORIGIN : WGSN
REPORT : Action/Reaction
YEAR : S/S 2019



Semiotic Systems

FASHION TREND

SPEAKING IN SYMBOLS

IN A MULTI-LINGUAL WORLD, WE WILL COMMUNICATE THROUGH THE LANGUAGES THAT UNIFY US – FOOD, SYMBOLS, and COMMUNITY

From childhood meals to emojis, the languages that bring us together will become driving forces for design and creativity.

Grandmas Project uses the universal language of food to share recipes and meaning. In this video series, filmmakers interview their grandmothers, using the meals they cook as a springboard to tell a story. In Mehchi (pictured right), immigrant grandma Rosa Maluf Milan cooks Lebanese vine leaves – a meal that her grandson Mathias associates with his home city of São Paulo.

The Iconspeak T-shirt tackles language barriers in a simple but ingenious way. Printed with 40 essential icons that run

the gamut of phrases and needs – wi-fi, love, beer – travellers can use the tee to say in pictures what they cannot say through words.

Typography also holds the power to unite. **Google's new font, Noto, is suitable for use with more than 800 languages, and could make the internet truly universal.** Designed to eliminate 'tofu' – the squares that replace symbols and special characters when they can't be read by web browsers – Noto is free and can be used to say anything, whether you're typing in Russian, Armenian, Icelandic or even Runic.

M.O.T.S., by designer Juliette Pépin, aims to introduce cultural diversity to pre-school kids, so that they can learn about other languages "before prejudices can take hold". With stamps, memory games, dominoes and sewing cards, kids can explore 26 languages, including Korean, Punjabi and Greek.

This is symbol-ism, and it's only going to grow.



CREATIVE

1. Iconspeak 2. M.O.T.S. 3. Grandma Project 4. Google

#TREND 2

NAME : Speaking In Symbols
 ORIGIN : WGSN
 REPORT : Worldhood
 YEAR : A/W 18/19



Semiotic Systems
DECODING TRENDS

Comfort
/Discomfort

A TREND To move away from the comfortable environment

ENABLES USERS TO HAVE a new idea of wellbeing in discomfort

BECAUSE The want to challenge themselves to take risks



Semiotic Systems
DECODING TRENDS

**SPEAKING IN
SYMBOLS**

A TREND To have a universal language in this multilingual world

ENABLES USERS TO HAVE A comfortable life with no efforts

BECAUSE they seek familiarity in unfamiliar situations



Semiotic Systems

THE NEW MEANINGFUL EXPERIENCE

Purpose of challenging oneself to take risks

Purpose of finding familiarity in unfamiliar situations



COMMON GROUNDS

To explore the new.

The prior by going out of the ordinary and treating familiar situations in a unusual way while the latter by altering the unfamiliar situation to something familiar with.

NEW EXPERIENCE

“The Uncanny”

Something Familiar and Something not.

This new experience focuses on the frightening concept of unfamiliarity with a purpose to mismatch with the familiar stereotypical knowledge.





Semiotic Systems
WORKING MOODBOARD



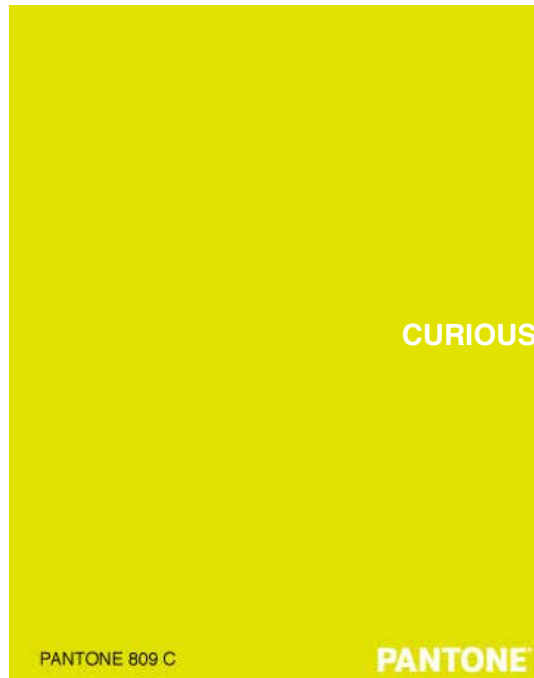


Semiotic Systems COLOR BOARD

CORE COLORS



HIDDEN BLACK



CURIOUS YELLOW

ACCENT COLORS



EERIE GREEN



ODD BLUE



GHOSTLY WHITE

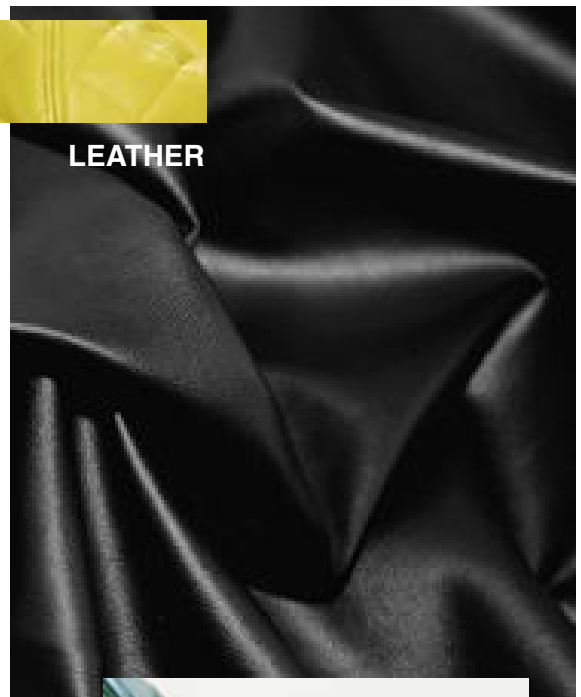


Semiotic Systems
MATERIAL BOARD

METALS



LEATHER



LIGHTWEIGHT TITANIUM



RESIN GLASS



CHROME PLASTIC



Semiotic Systems

THE ACCESSORY COLLECTION



Hello!

I am Enigma.



Semiotic Systems

THE ACCESSORY COLLECTION



CAN YOU SEE ME ?

The Concept :

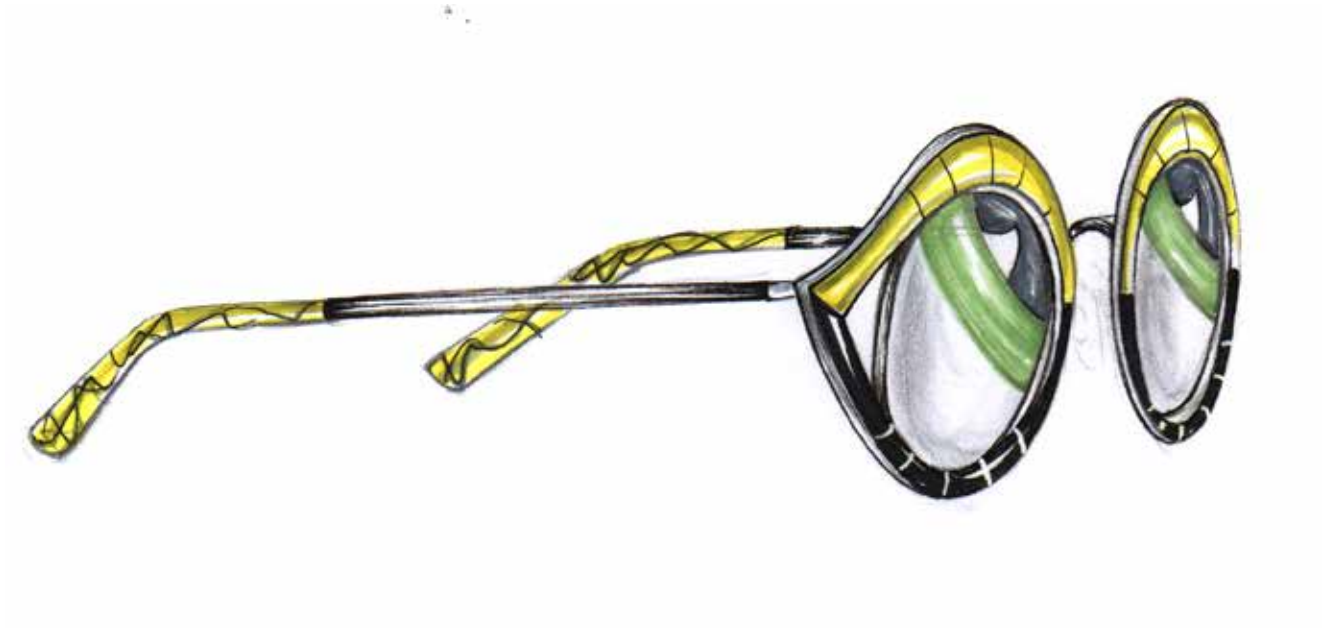
Enigma is an asymmetrical wedge shoe. It stands on a resin glass and light titanium structure.

With Enigma, it's time to reveal the Unknown !



Semiotic Systems

THE ACCESSORY COLLECTION



Hello!

I am Eerie.



Semiotic Systems

THE ACCESSORY COLLECTION



I SEE YOU !

The Concept :

Eerie is a pair of Sunglasses with his own set of eyes.
A light titanium and metal body , Eerie's glasses are made of chrome plastic.

With Eerie, Unexpress and let youeself be a Secret!



Semiotic Systems

THE ACCESSORY COLLECTION



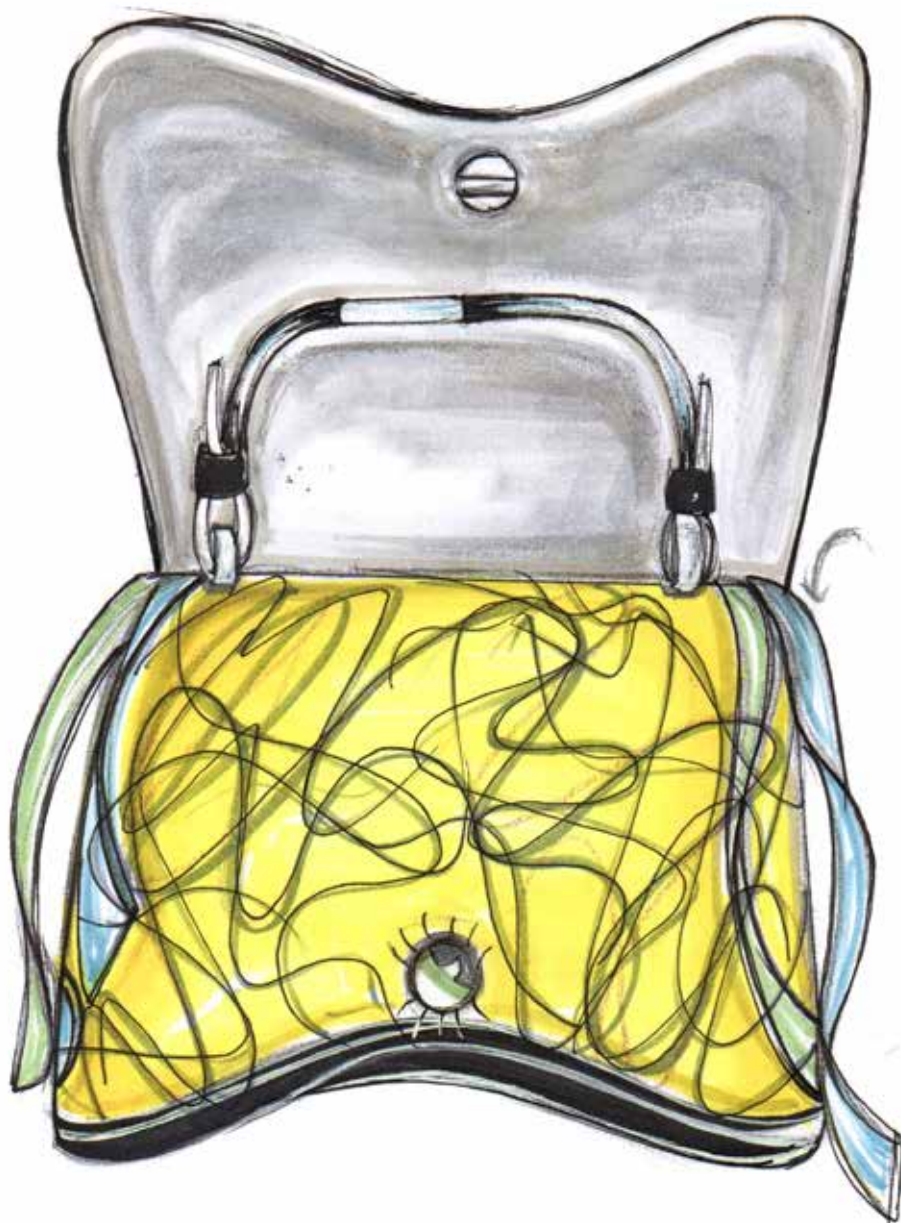
Hello!

I am Mystery!



Semiotic Systems

THE ACCESSORY COLLECTION



I SEE YOU NOW !

The Concept :

Mystery is a switch - bag, with a removable handle detail.

With mystery its easy to experience something familiar only to uncover the unique qualities of the untold.



Semiotic Systems

THE ACCESSORY COLLECTION

