



Faculty of Applied and Creative Arts

TRANSFORMER DRESS

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52140**

**Bachelor of Applied Arts with Honours
(Design Technology)
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TRANSFORMER DRESS

KHOO ER SUAN

This project is submitted in partial fulfilment of the requirements for the degree of

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Final Year Project Report

Masters

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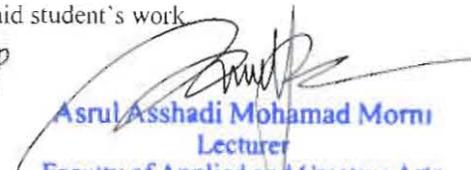
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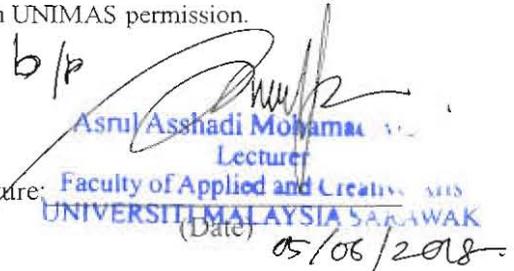
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ABSTRACT

Many women facing the problem that they always wanted to try different styles of dress, but this is costly for them. This research is essential to explore the application of 2-in-1 design concept of dress which is not popular and common among fashion industries. In this research, the exploration of 2-in-1 design concept of dress for female's fashion design will be carried out to create an innovation that can bring out the effect of two different silhouettes in one dress. This study focus in women's clothing, majority in dress, pattern cutting techniques for women's clothing and 2-in-1 design concept of dress. The researcher chose the title "Transformer Dress" for the collection of fashion design produced according to this research. The latest trend of style and silhouette of dress will be studied. Pattern cutting techniques for women's clothing will be focused in dress making as well as what and how the pattern cutting of two dresses can work in one dress. This concept of dress allows women to try different wearing styles in one dress with lower cost needed.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Fashion is a general term for a popular style or practise, not only in clothing, but also in footwear, accessories, makeup or body piercing. Basically, fashion is something that we deal with every day. The clothes we choose every day say a lot about us and what we feel on that particular day. Fashion is a statement. It is a means of self-expression (Carter, 2009). From the desire to look professional, beautiful, modest, stylish, to expressing a concept, culture, or religious beliefs, we are trying to express ourselves. Fashion is a language which can tell a person's story. "Clothes create a wordless means of communication that we all understand," according to Katherine Hamnett, a top British fashion designer (Durcanin, 1999). Fashion may vary differently in a society according to age, social status, generation, occupation and geography as well as over time. Styles show who you are, but they also create stereotypes and distance between groups.

There are many reasons why we need fashion. Traditionally we need clothes to protect our body from extreme weather, keeping us warm, cool or safe. However, nowadays we wear clothes to increase our physical attraction. Many styles are worn to inspire the chemistry between people. Besides that, some of the people dress for religious expression, for instance, Islamic women cover every part of their body except their eyes. Some people wear clothes for identification as well: judges wear robes and army personnel wear military uniforms.

Like a chameleon, fashion changes and adapts to its immediate surroundings. Fashion is about change which is necessary to keep life interesting. Fashion is modern: it is change, it

is progress; but it is also an industry. Fashion is beautiful to look at, and also a way of thinking and also a way of making (O'Neil, n.d.). Fashion is an important indicator of what it is to be modern, and how we wish to be recognised as individuals in the world.

Fashion can be appreciated both for how it looks and how it is made. Haute couture fashion houses such as Chanel, Christian Dior, and Jean Paul Gaultier have been leading the way in creating trends and classic, iconic fashion looks. When we hear the word couture we cannot stop thinking of bespoke evening dresses or completely unwearable garments (Brown, n.d.).

Couture always represented fantasy and creativity in fashion. In the past, couture wasn't about being practical, it was more about art. However, the themes of these designs are often imitated and reconstructed by fast fashion outlets into versions that are more suitable and affordable for most people (Khoshaba, 2015).

Nowadays, people tend to look more into the comfortability than the aesthetics. When it comes to couture, we are often amazed and impressed but we never actually think that we could wear the couture dress. Casual dress may be a casual yet semi-conservative dresses like wrap dresses, loose-fitting that don't show much cleavage and leg, simple pattern cutting with plain fabrics and no fancy embellishment (Laren, n.d.). There are various kinds of women's dress design for all occasions which includes short dress, dress pants, cocktail dress, ball gown and more. Many women are looking for ways to look stylish, elegant and attractive without buying many different styles of dress. Sometimes, women just cannot choose between various style of dresses.

This research will focus the pattern cutting of dresses and how to combine two different silhouette dresses in a contemporary design dress. Simple silhouettes will be used

and combined. So, basically is like a dress that can carry more than one dress code, from dressy casual, cocktail attire to white tie dress code or even black tie dress code. This transformer dress combined two different styles in a dress. For instance, a short dress can transform into a ball gown with some special features. Other than that, this research will validate the exploration of 2 in 1 fashion design concept in dress for females today.

1.2 Problem Statement

Nowadays, most of the designers put more focus on the aesthetic value in their design. Most of them tend to focus their innovation in terms of colours, textures and materials. There is rarely designer work on combination silhouette in their fashion design. Silhouette in fashion is important because it affects how someone sees a fashion. Many women facing the problem that they always wanted to try different styles of dress, but this is costly for them. This concept of dress allows women to try different wearing styles in one dress with lower cost needed.

'The silhouette (outline or style of a garment) is the most dominant visual element of the garment and it dictates a great deal of other styling features/elements that make up a design.'

- (Pundir, 2008)

A garment's unique silhouette personality takes on a life of its own, whether on a human, fashion, or a display table. Silhouette can be explored more than once in a garment design.

1.3 Research Question

The research will base on several questions:

1. What types of silhouette that are suitable for the transformer dress?
2. What pattern cutting techniques can be used to make the transformer dress?
3. How to design a fashion collection of transformer dress?

1.4 Objective

1. To identify types of silhouette that are suitable for the transformer dress.
2. To explore the pattern cutting techniques for making the transformer dress.
3. To design a fashion collection of transformer dress.
4. To validate the 2 in 1 design concept of dress.

1.5 Research Importance

This research is essential to explore the application of 2-in-1 design concept of dress which is not popular and common among fashion industries. In this research, the exploration of 2-in-1 design concept of dress for female's fashion design will be carried out to create an innovation that can bring out the effect of two different silhouettes in one dress.

1.6 Research Scope

This study focus in women's clothing, majority in dress, pattern cutting techniques for women's clothing and 2-in-1 design concept of dress. The latest trend of style and silhouette of dress will be studied. Pattern cutting techniques for women's clothing will be focused in dress making as well as what and how the pattern cutting of two dresses can work in one dress.

1.7 Research Limitation

The final products will only focus on female's clothing, one piece garment with more than one style for different occasions.

1.8 Conclusion

The exploration of 2-in-1 design concept of dress that can create the innovation transformer dress has its own potential to be applied in today's fashion. This concept is new and fresh and there is no similarity of these fashion design products in local fashion industry.

CHAPTER 2

LITERATURE REVIEW

2.1 Women's Clothing

Clothing also known as garments or attire on the body in order to protect it against the adverse climate conditions. Generally, clothing was the way of protecting the human body against extreme weather condition, ultraviolet radiation of the sun and the burns in the skin. But, nowadays, clothing represents a person's statue and class as well, so, people also wear clothing for social reasons (Hardcastle, n.d.).

Clothing always can helps us to tell our story throughout the day, whether we are heading out for a casual day or getting ready for big events. Women present themselves to the world through clothing most of the time. Clothing is the most obvious and primary mode of expressing your own personality. Clothing is not only to cover the body, but it can make you feel more attractive and to communicate with others at the same time. Clothes can give women self-confidence and express their personality. Clothing plays an important role in a women's life. "Eat to your taste; but dress to others", is the phrase always used (Balakumar, n.d.).

Women always need more than one dress in their closet in order to match the dress code. Dress code is always a little complicated for women, who can technically wear anything from casual short dress to a dressy long dress. However, there is no way one dress can work for all the dress code. For instance, when you received an invitation with dress code cocktail attire, you need an above the knee dress. A cocktail dress is appropriate yet fun and playful at the same time. Otherwise, to dress for black tie dress code, a floor-length dress or gown is the must. You can't get away with cocktail attire for this occasion (Brewer, 2017). The right fashion on the right occasion can leave a catchy first impression. In order to suit the dress

code for the occasion, women always have to get different styles of dresses. A transformer dress can transform from one style of dress to another style of dress, it can get rid of these problems, but at the same time, it also allowed women to try more different styles in one dress.

There are thousands of styles of casual dresses in existence in the market. Each of these dresses carries different characteristics.

Table 1 : Shows the categories of dresses and it’s description.

Category in term of length.

	
<p>Mini Dress</p> <p>Typically a dress which is above the knee.</p> <p>It can be loose fitted, bottom flared or tight.</p>	<p>Midi Dress</p> <p>A dress that is mid-calf length.</p> <p>This comes in different shapes and patterns too.</p>

	<p>Maxi / Long Dress</p> <p>This dress is floor length or ankle length.</p>
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Category in term of body fit

	
<p>Bodycon Dress</p> <p>Also known as body conscious dress, is a tight fitting dress.</p> <p>It usually has stretch materials like spandex blended into the fabric.</p>	<p>Fit and Flare Dress</p> <p>The dress is fit at the upper part of the dress.</p> <p>The flares of the dress starts from the waist and towards the hemline.</p>

	<p>T-Shirt Dress</p> <p>T-shirt dresses are made out of T-shirt and are a little longer.</p>
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Category in term of Upper Part Design

	
<p>Tube / Bandeau Dress</p> <p>This dress do not have sleeves or straps and fit at bust.</p>	<p>One Shoulder Dress</p>

	
<p>Spaghetti Strap Dress</p>	<p>Off-shoulder Dress</p> <p>This dress bare your collar bones and shoulders with sleeves across your arms.</p>

Category in term of Bottom Part Design

	
<p>Empire Waist Dress</p> <p>This dress has a fitted bodice that ends below the bustline, above the waist and from there till the hemline, the fabric is let down as flowy flares.</p>	<p>Asymmetric Dress</p> <p>The hemline of an asymmetric dress doesn't have a regular pattern.</p>

	<p>Peplum Dress</p> <p>A peplum dress is a piece of ruffles or frills sewn around the waist over a narrow shirt which gives the dress a tutu-like appearance.</p>
	
<p>Flounce Dress</p> <p>In flounce dress, trimmed material is gathered or pleated at the hemline.</p>	<p>High Low Dress</p> <p>The fall of one side of dress is higher than another side.</p> <p>Normally the hem of the dress is higher from the back and lower from the front.</p>

2.2 Silhouette

According to Oxford Dictionaries, n.d. , silhouette means the dark shape and outline of someone or something visible in restricted light against a brighter background. Generally, silhouettes are the image of a person, animal or object that is represented in a solid single colour shape with the outline of the subject. The interior of the silhouette is functionless and the background is typically presented in a white background or none at all.

In fashion, the word silhouette is used to describe the shape of a person's body or the shape created by the clothes a person wear. In simpler way, a dress silhouette is what you see in a dress at one glance – the outline of the dress. Silhouette is the first thing come in designers' mind when they design a dress. Then only the rest of the style elements come with it (Sarina, n.d.). In another word, the silhouette, the style of a garment is the most dominant visual element of the garment and it decides a lot of other styling elements that make up a design.

Silhouettes can be used to emphasize and alter a woman's body shape to create a flattering illusion. Different dress silhouettes are designed to flatter different body types as well as meet the dress codes for different events (Seyfried, n.d.). By adding fabric padding at various parts of the body or corseting the waist can modify or alter the silhouettes to create specific illusions.

'The shape of the silhouette usually compliments with the shape of the body, however, exaggeration can be used to create a special effect to emphasis a part of the body, that is what currently focus in fashion.' – (Pundir, 2008)

Fashion begins with a body. We wrap it in fabric, enclose it in a garment, and get instant impact. Fashion silhouette definitely plays an important role in fashion today.

Table 2 : Shows the categories of silhouettes and it's description.

 	 
<p>Sheath Dress</p> <p>This dress is designed to fit closely to your body. Sheath dress is form-fitting and shaped by darts.</p>	<p>A-Line Dress</p> <p>This dress is fitted in the bodice and flares slightly in the skirt making it look like a capital A.</p>
 	 
<p>Bell Shaped Dress</p> <p>Bell dress is fitted in the bodice till the waist then flares generously to the hem to make the bell shaped skirt.</p>	<p>Trapeze Shaped Dress</p> <p>This dress is similar to A-line dress but with more flare. It looks like a triangle and it does flares from under the armhole.</p>

	
<p>Pencil Dress</p> <p>Pencil dress is straight and narrow cut.</p>	<p>Mermaid Dress</p> <p>It is cut straight and narrow like the pencil dress to the knee, and from there the skirt flows out into a flounced hem.</p>