

# Concepts:

*Designs,*

**text.....***Portfolio*

## Cloudia Vardon.



# Kofi Broke Man

This design combines groundnuts and plantain print, tells the narrative of a Ghanaian street food found on every other street in the central capital of Accra, Ghana!

As cultures are most accessed through food, music, and clothing styles, Claudia researched the fabrics as she looked at culture, tradition and behaviour, settling on food a universal language, and trendy street foods of Accra, into communicate these in Fashion garment.

	<b>Kofi Broke Man = John is Skint</b>		
Visual Colours and Flavours are represented, complemented with digital print denim texture prints			
	<b>S/S 2015 Mens T-Shirt Collection</b>		This Lumbersexual denim fanatic loves food and culture. His not afraid to experiment with his facial hair, intelligent conversation, and mingles urban and country.

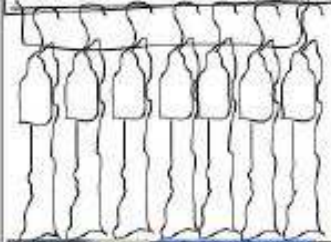
Design - Claudia Vardon



**Kofi Broke Man = John is Skint**

**CEIBA PENTANDRA (SILK COTTON TREE)**  
 The tree was planted on 25<sup>th</sup> May 1924 by SIR GORDON GUESBORNE GOVERNOR of the Gold Coast.

Peanut Print in: Blue/ Navy. Orange/ Navy/Yellow. Red/Black/ Cream.  
 Platain Stalk print in: Black/Cream and Orange/ Navy.  
 Demin texture print.



Dutch Wax Block Print, Peanuts and Plantain Leaf.



**S/S 2015 Mens T-Shirt Collection**



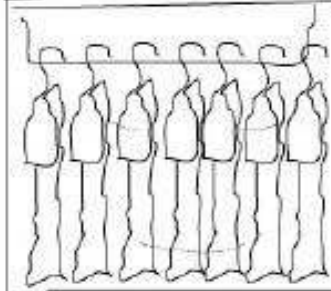
Design - Cloudfia Vardon



**Kofi Broke Man = John is Skint**

**CEIBA PENTANDRA (SILK COTTON TREE)**  
 The tree was planted on 25<sup>th</sup> May 1924 by SIR GORDON GUESBORNE GOVERNOR of the Gold Coast.

Visual Colours and Flavour combinations are represented with digital all over prints on cotton, combined with denim texture prints.



His bathroom is full of interesting body conscious products and he can be found in the organic food isle, artisan shops or farmers markets.



**AW/2015 Mens T-Shirt Collection**



Design - Cloudfia Vardon



# Kofi Broke Man = John is Skint

**CEIBA PENTANDRA**  
(SILK COTTON TREE)  
This tree was planted on 25<sup>th</sup> May  
1924 By SIR GORDON GIESSENBERG  
GOVERNOR of the Gold Coast.

Visual Colours and Flavours are represented Contrasting textures tures, soft Vs crunchy, salt V sweet.....



Dutch Wax Block Prints: Peanuts, Plantain Leaf. Textured typeface: 'Times New Roman'.



## S/S 2015 Mens T-Shirt Collection



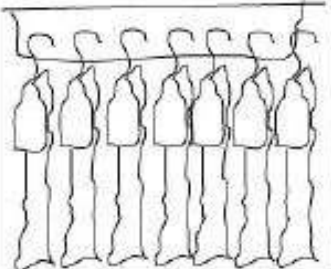
Design - Cloudia Vardon



# Kofi Broke Man = John is Skint

**CEIBA PENTANDRA**  
(SILK COTTON TREE)  
This tree was planted on 25<sup>th</sup> May  
1924 By SIR GORDON GIESSENBERG  
GOVERNOR of the Gold Coast.

Visual Colours and Flavours are represented, with the stretch cotton prints and all over digital print denim.



## S/S 2015 Mens T-Shirt Collection



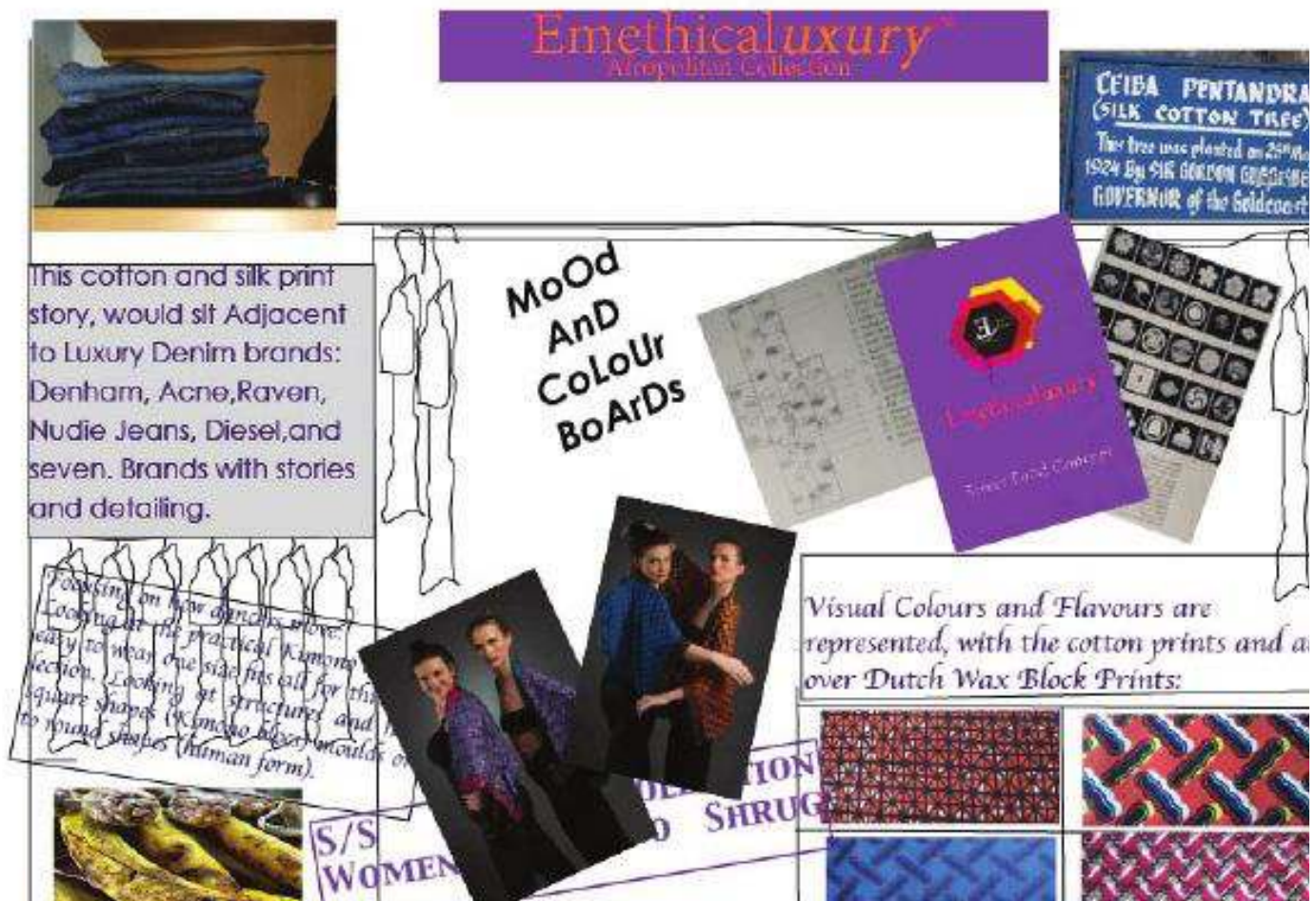
This cotton t-shirt print story, would sit next to Bellerose, WoodWood, Mudie Jeans, Diesel, Scotch and Soda, Levi's, Selected Homme and Edun. Brands with stories and detailing.

Design - Cloudia Vardon

## Silhouette and Form: Afrocentric Kimono

Focusing on how dancers move, Cludia looked to the practical Kimono and its easy to wear one size fits all for this collection. Looking at structures and how square shapes (Kimono blocs) moulds on to round shapes (human form).

Again looking at culture and traditions of Kimono prints Cludia researched West African wax block prints and found that allot of them had names and meanings.



# Emethicaluxury<sup>®</sup>

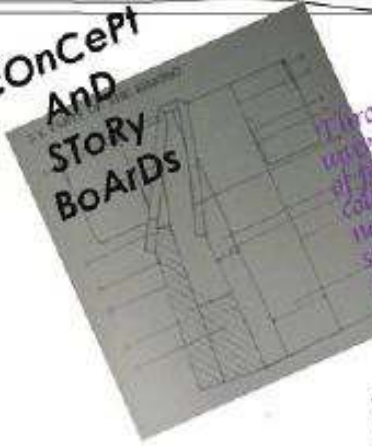
Ancipolitan Collection

Wearing a kimono is not simply a matter of putting it on, for it is the wearer who makes the kimono elegant or fastidious. The truth of this can be seen by imagining the same kimono being worn by two different women. One woman may appear a dazzling princess, the other like a recent arrival from the country. This is because the kimono reveals, rather than disguises, the wearer's inner qualities. There is no other garment which does so uncompromisingly.

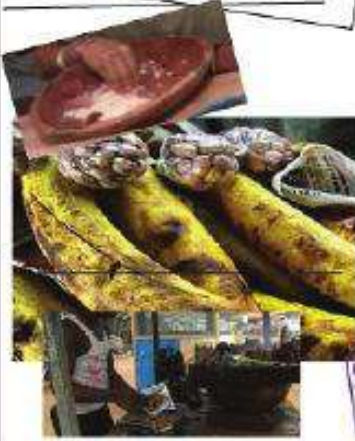


Focusing on how dancers move: Looking at the practical kimono and its easy to wear one size fits all for this collection. Looking at structures and how square shapes (kimono blocs) moulds on to round shapes (human form).

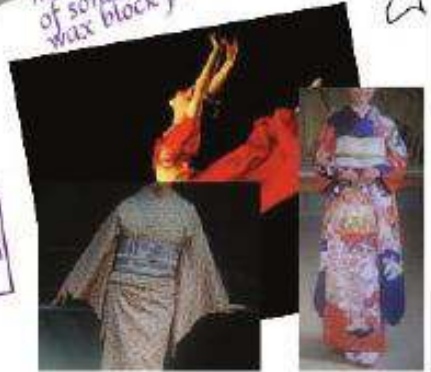
## CONCEPT AND STORY BOARDS



Through the universal language of food, this collection tastes the narratives of street food and Chop Bar culture. Combining names and meanings of some heritage wax block prints



## S/S 2015 COLLECTION WOMEN'S KIMONO SHRUG

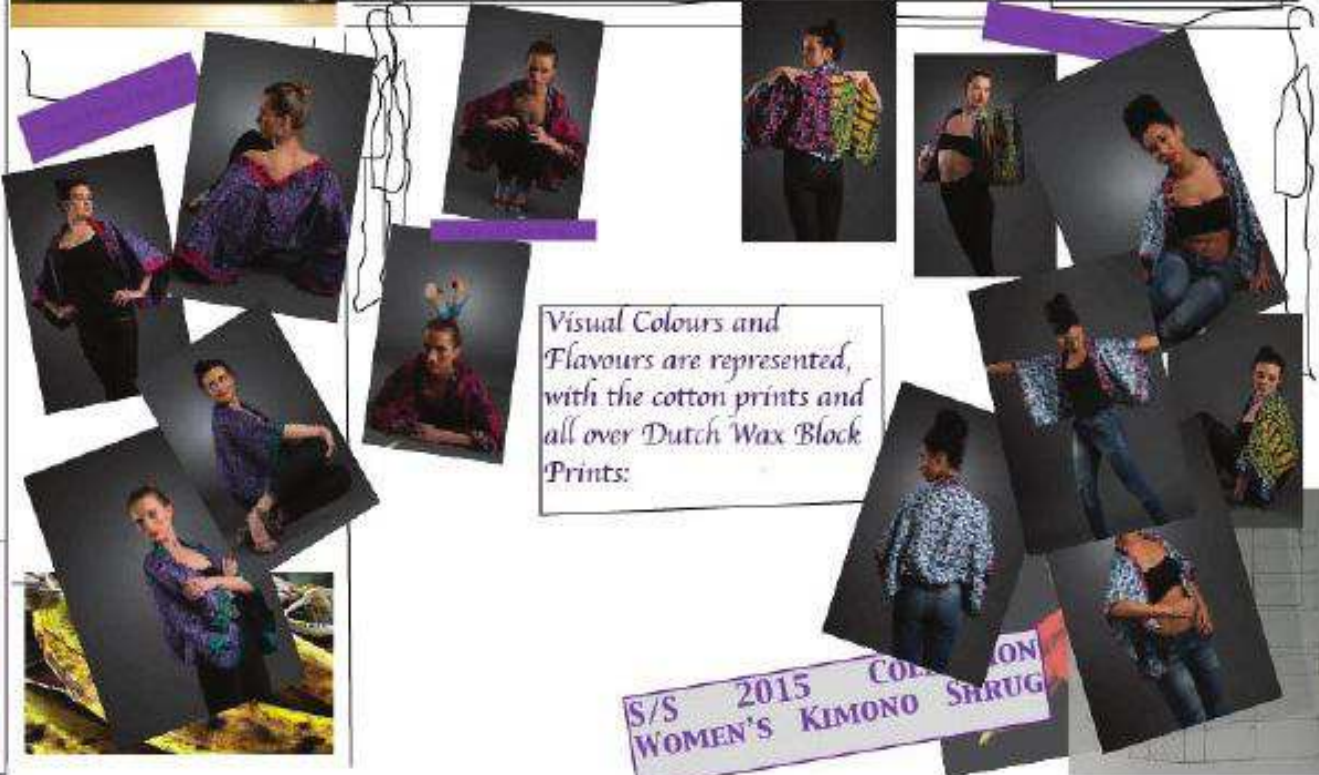


Design - Claudia Vardon

# Emethicaluxury<sup>®</sup>

Ancipolitan Collection

**CEIBA PENTANDRA (SILK COTTON TREE)**  
This tree was planted on 25<sup>th</sup> May 1924 by SIR DONALD GUNDELBERG GOVERNOR of the Gold Coast.



Visual Colours and Flavours are represented, with the cotton prints and all over Dutch Wax Block Prints:

## S/S 2015 COLLECTION WOMEN'S KIMONO SHRUG

Design - Claudia Vardon



# Emethicaluxury<sup>®</sup> Atropolitan Collection

**CEIBA PENTANDRA  
(SILK COTTON TREE)**  
This tree was planted on 25<sup>th</sup> May  
1924 By SIR GORDON GOSSETT  
GOVERNOR of the Gold Coast.

**1. Emethicaluxury**  
The first step in the design process was to create a visual identity for the brand. This was achieved through the use of a color palette and typography that reflected the brand's values and aesthetic.

**2. Emethicaluxury**  
The second step was to create a collection of garments that embodied the brand's vision. This was done by selecting fabrics and patterns that were both functional and stylish.

**3. Emethicaluxury**  
The third step was to create a marketing strategy that would effectively communicate the brand's message to its target audience. This was achieved through a combination of social media, print advertising, and public relations.

**4. Emethicaluxury**  
The final step was to launch the brand and monitor its performance. This was done through a combination of sales data, customer feedback, and market research.

Visual Colours and Flavours are represented, with the cotton prints and all over Dutch Wax Block Prints:



Design - Claudia Vardon

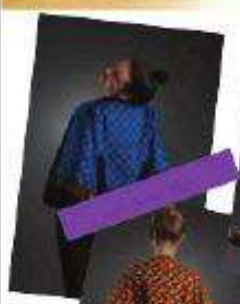
**5. Emethicaluxury**  
The fifth step was to create a collection of garments that embodied the brand's vision. This was done by selecting fabrics and patterns that were both functional and stylish.

S/S 2015 COLLECTION  
WOMEN'S KIMONO SHRUG



# Emethicaluxury<sup>®</sup> Atropolitan Collection

**CEIBA PENTANDRA  
(SILK COTTON TREE)**  
This tree was planted on 25<sup>th</sup> May  
1924 By SIR GORDON GOSSETT  
GOVERNOR of the Gold Coast.



Visual Colours and Flavours are represented, with the cotton prints and all over Dutch Wax Block Prints:

S/S 2015 COLLECTION  
WOMEN'S KIMONO SHRUG



875-2014 **Moonstone**  
 (Silk and Jute)  
 A/W Prints by Cotton  
 and Grey Wool.



This collection focuses on **Ethical Fashion, and production values** and emphasises on the consumer to be less consumptive.

To buy things of quality which last, to challenge people, to be uncomfortable and visually feel this whilst experiencing some of the prints.

To move beyond the inertia of daily consumerism, fast Fashion, and disposable income.

We have long been using up our natural resources to create our luxurious, decadent, and disposable fashion, sometimes to the detriment of unseen hands and eyes.

**'Live: buy: consume: die!'**

This is no longer an option in our inevitable future. Global warming, and the depletion of resources through deforestation and industrialisation, place us at a juncture of change.



they are, **frustrating**  
**and** **dislike**.

got the tube to work,

recycled

and **black** **and** **white**.

instead of **multiple**.

but **simile**'s **Fixed**

the **gender** **division** **lines** **like** **to**

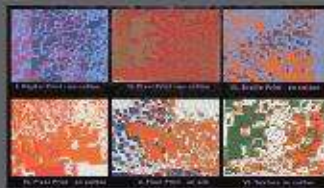
we **re** **not** **fair** **to** **the** **Fashion** **that** **was** **strong**, **sexy**, **comfortable**, **decent** **and** **edgy** **or** **if** **they** **are** **what** **they** **already** **wore**,

we **will** **with** **their** **individuality**

**Lynn**, **Katherine** **Wood** **and** **the** **other** **girls**. **But** **for** **her**, **Shelly** **and**, **now** **could** **their** **Fashion** **be** **so** **frustrating!!**

Clouidia Vardon Design





Ebo  
at 11:34pm  
Reply  
hi barney, i don't know how often you use facebook but i hope you're checking it. my cousin cloudia, is doing a research project on colour blindness and would like to ask you some questions. is that ok?

1. what colours do you get mixed up? (i.e i know you see red as a brownish colour)
2. what colours can you see?
3. are there any colours you can't see?

thank you very much.

Barney  
Add as Friend  
at 10:52am

- Reply
1. Pink/Blue/Purple, Brown/Green, Brown/Red, Yellow/Green, Green/Orange
  2. All of them - it's more of a not-knowing what they are type thing





The collection consisted both menswear and dress designs based on their previous design solutions, of the



Wolff, Jahn, and Hermann designs.



They are showing solutions that differ in the form, shape and the fabric used.



The design process has led to the design of the dress, which is a combination of the elements, which have been used, and presented in various colors.



The focus is fabric choice, the final fit, and the construction of the dress.



The design process and the use of fabric are the most important factors in the design of the dress, which is a combination of the elements, which have been used, and presented in various colors.



8/8-2014 Womenwear Collection and Fall A/W Piece in Cotton and Grey Wool.



Cloudia Vardon Design



**Ethical Luxury** are also business models of our world dreams.

The current collection contains both structural and draped shapes, based on a design evolution which takes kaftan, Hanbok, and Burlesca as a basis. The collection evolves shapes, studies colours and textures, and combines the seasonal and avant-garde.



Clodia Vardon Design

The concept of Ethical luxury is both a fusion and a misalignment of ideas often found at opposite scales of economic norms.

It aims to challenge people, to be uncomfortable, and to move beyond the inertia of daily consumerism and disposable income.

Colour and Texture: Based on some research with some colourblind and vision impaired people.

These prints and textures are derived on this basis, reflecting how the vision impaired may view the world like a pixelated TV Monitor.

From the textured cottons to the diaphanous blur-like print on chiffon, this digital derived print design.

The colour plays on cotton are clashing, such as may be experienced by the colourblind.

With combinations of red and brown, orange and green, and pink, blue and purple colour schemes.

Prints and textures are derived from these particular combinations, to allow the wearer and the observer to be both uncomfortable.....

challenged and find pleasure in the organic fabrics, textures and print distortions.





**Texture:** Based on research on how vision impaired people see the world like a pixilated TV monitor, from the textured diaphanous blue like print on cotton to the digital derived print design on silk.

The concept of Ethical luxury is both a fusion and a misalignment of ideas often found at opposite ends of economic norms. It aims to challenge people, to be uncomfortable, and to move beyond the inertia of daily consumerism and disposable income.

**Colour and Texture:** Based on some research with some colourblind and vision impaired people, combinations of red and brown, red and pink, blue and green, blue and purple.

These prints and textures are derived on this basis, reflecting how the vision impaired may view the world like a pixilated TV Monitor.

From the textured cottons to the diaphanous blue like print on chiffon, the digital derived print design.

The colour plays on cotton are washing, such as may be experienced by the colourblind.

with combinations of red and brown, orange and green, and pink, blue and purple colour schemes.

Prints and textures are derived from these particular combinations, to allow the wearer and the observer to be both uncomfortable.

challenged and blind people as well in the the world like a pixilated TV monitor.

**2010 Ethical Luxury in Cotton and Green Wool.**

Clouadia Vardon Design



texture: Based on research  
d vision impaired people.

The concept of Ethical luxury is based on a misalignment of ideas often found at opposite ends of economic norms.

It aims to challenge people, to be uncomfortable, and to move beyond the inertia of daily consumerism and disposable income.

Colour and Texture: Based on some research with some colourblind and vision impaired people.

These prints and textures are derived in this way, reflecting how the vision impaired may view the world like a pixilated TV Monitor.

From the textured cottons to the diaphanous blue like print on chiffon, this digital derived print design.

The colour plays on cotton are clashing, such as may be experienced by the colourblind.

With combinations of red and brown, orange and green, and pink, blue and purple colour schemes.

Prints and textures are derived from these particular combinations, to allow the wearer and the observer to be both uncomfortable.

challenged and find pleasure in the textures and combinations.

**A/W Pieces in Cotton and Grey Wool**



### Texture: Based on research

and vision impaired people. The concept of Ethical luxury is both a fusion and a misalignment of ideas often found at opposite scales of economic norms.

It aims to challenge people, to be uncomfortable, and to move beyond the inertia of daily consumerism and disposable income.

Colour and Texture: Based on some research with some colourblind and vision impaired people.

These prints and textures are derived on this basis, reflecting how the vision impaired may view the world like a pixilated TV Monitor.

From the texture: cottons to the diaphanous silk-like print on chiffon, this digital derived print design.

The colour plays on cotton are clashing, such as may be experienced by the colour blind.

With combinations of red and brown, bronze and green, and pink, blue and purple colour schemes.

Prints and textures are derived from these particular combinations, to allow the wearer and the observer to be both uncomfortable.

challenged and to face. Some are also in the the iconic fabrics textures and print distortions.

© Clodia Vardon 2015  
All Rights Reserved  
www.clodia.com

www.clodia.com



Texture: Based on research and vision impaired people.

The concept of Ethical luxury is built on a fusion and a misalignment of ideas often found at opposite scales of economic norms.

It aims to challenge people, to be uncomfortable, and to move beyond the inertia of daily consumerism and disposable income.

Colour and Texture: Based on some research with some colourblind and vision impaired people.

These prints and textures are derived on this basis, reflecting how the vision impaired may view the world like a pixelated TV Monitor.

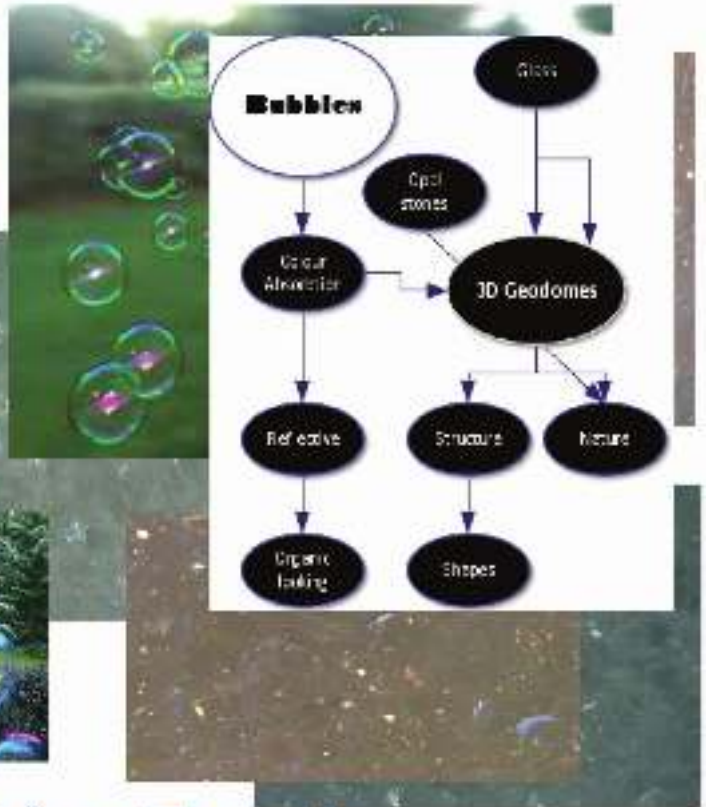
From the textured cottons to the diaphanous blur-like print on chiffon, this digital derived print design.

The colour plays on cotton are clashing, such as may be experienced by the colourblind.

With combinations of red and brown, orange and green, and pink, blue and purple colour schemes.

Prints and textures are derived from these particular combinations, to allow the wearer and the observer to be both uncomfortable.

challenged and to find pleasure in the fabric, the organic fabrics, textures and print distortions.

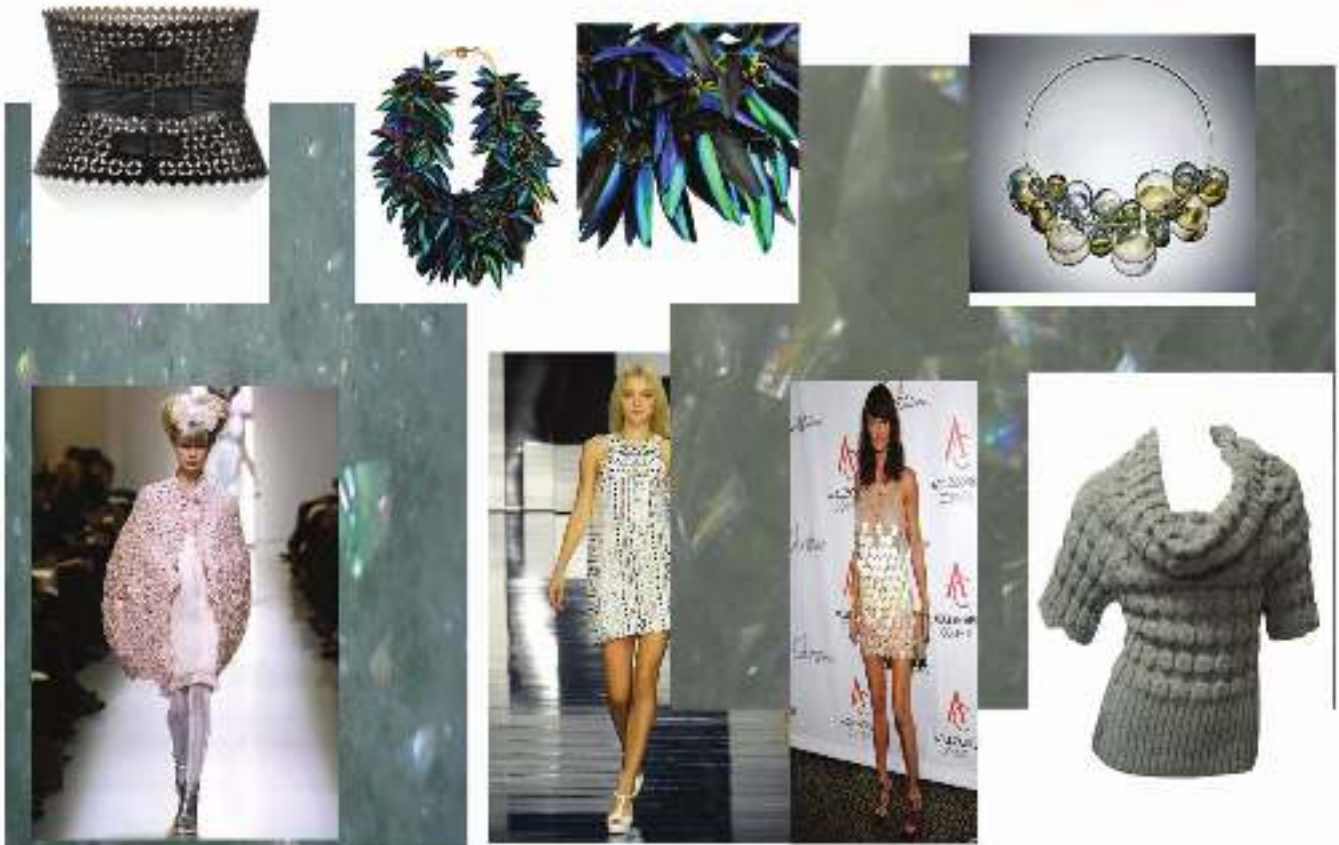


## Bubbles Fashion Trends

# Clemency

By Allison Clemency-Euclidshagen

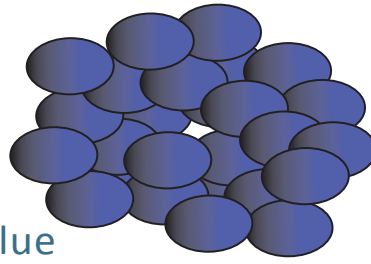
The bubble detail can be translated in ways seen here in Lazer cut leather waist cincher by Alaia, and Stella McCartney. In knits, creating 3D effects, as a cut out relief texture on Helena Christiansen, the iridescent colours and shape can be seen on one the necklaces.



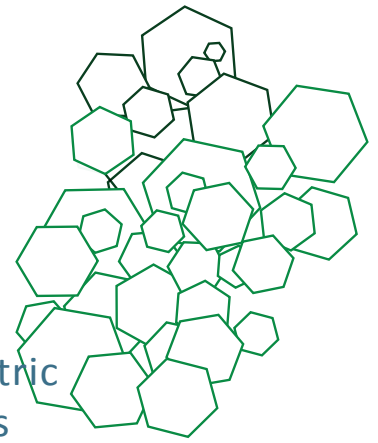




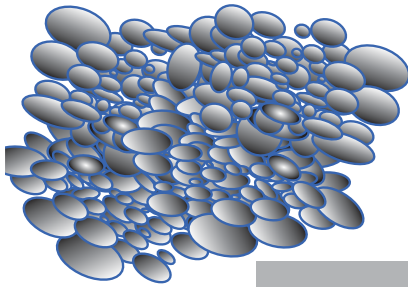
Multi colored  
line print Bubbles



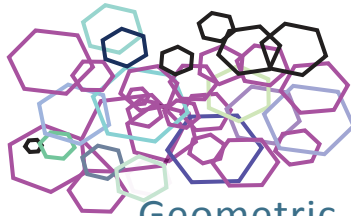
Smokey Blue  
Opaque Bubbles



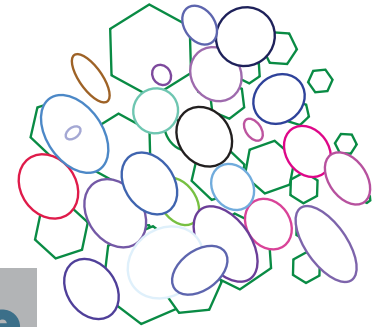
Geometric  
Bubbles



Grey scale  
Opaque  
Bubbles



Geometric  
Bubbles



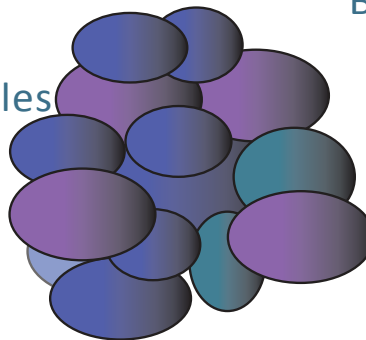
Geometric and  
circular line

## Bubbles Print n Texture

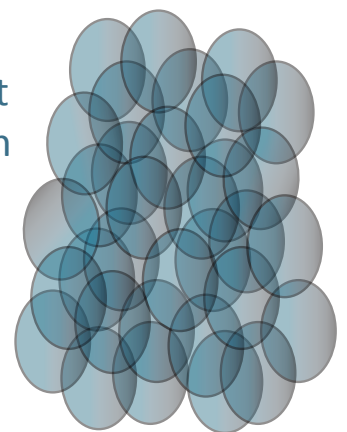


Based on the bubbles observing their structure, weight, colours and reaction to light. The prints and textures, can be translated as knits (i.e. Blackberry stitch), Pompoms, Using Lurex and multi translucent yarns. Digital printing can create the 3d effect on French Silk Chiffons, Duchess Silk, and screen-printing can create a relief texture, on Lamb Leather, or Stretch Silk.

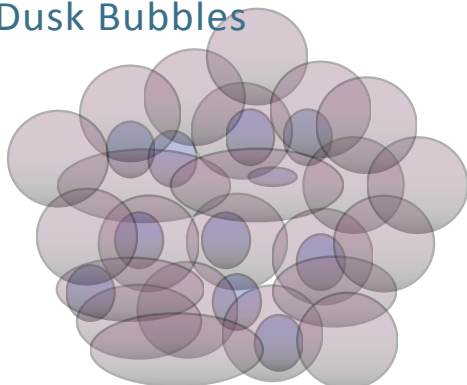
Smokey multi  
coloured  
Opaque Bubbles



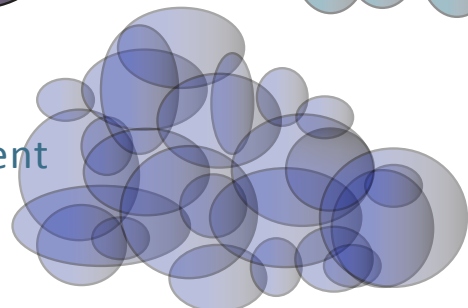
Translucent  
Blue- Green



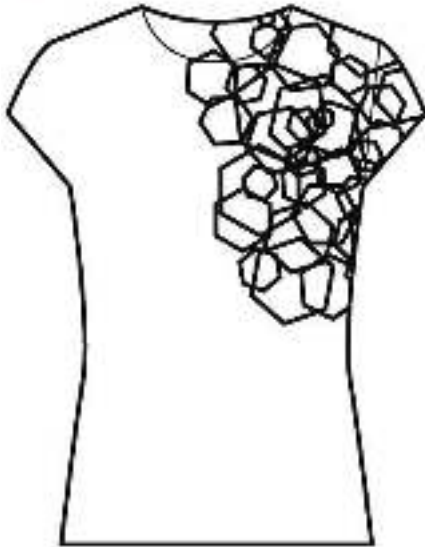
Translucent  
Dusk Bubbles



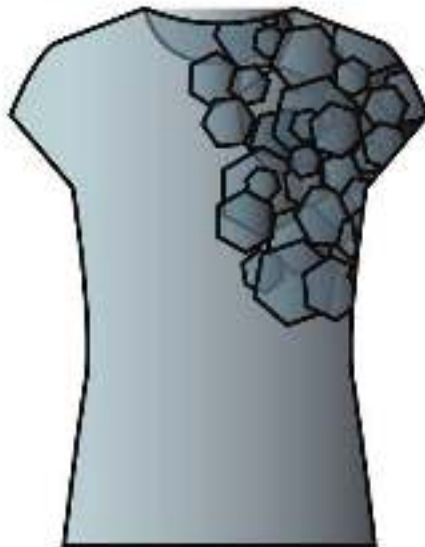
Translucent  
Dawn  
Bubbles



**Black Geo print  
on white leather  
T**



**Black-Green  
Gradient print on  
Chiffon**



**Multi bubble print  
on Cotton Silk  
stretch**



Based on the Clemency Architectural 3D details inspired by 1960's Californian geodesic domes, below are some ideas derived from that.

I began thinking about the domes and looking their structure, and other things that resembled them.....and I created these prints.

**Clemency**  
By Alison Clemency for Buzdornhagen

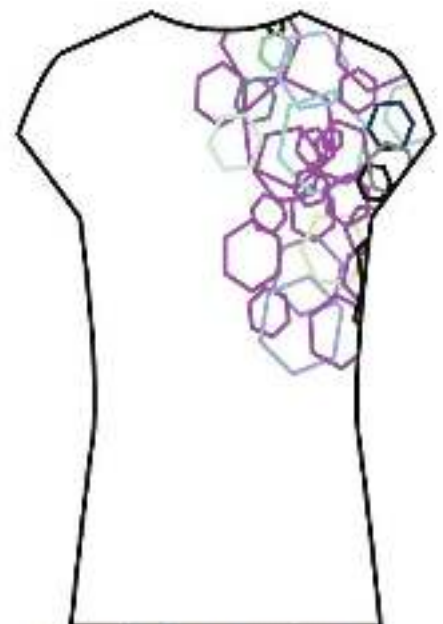
## **Bubbles Print Concepts**



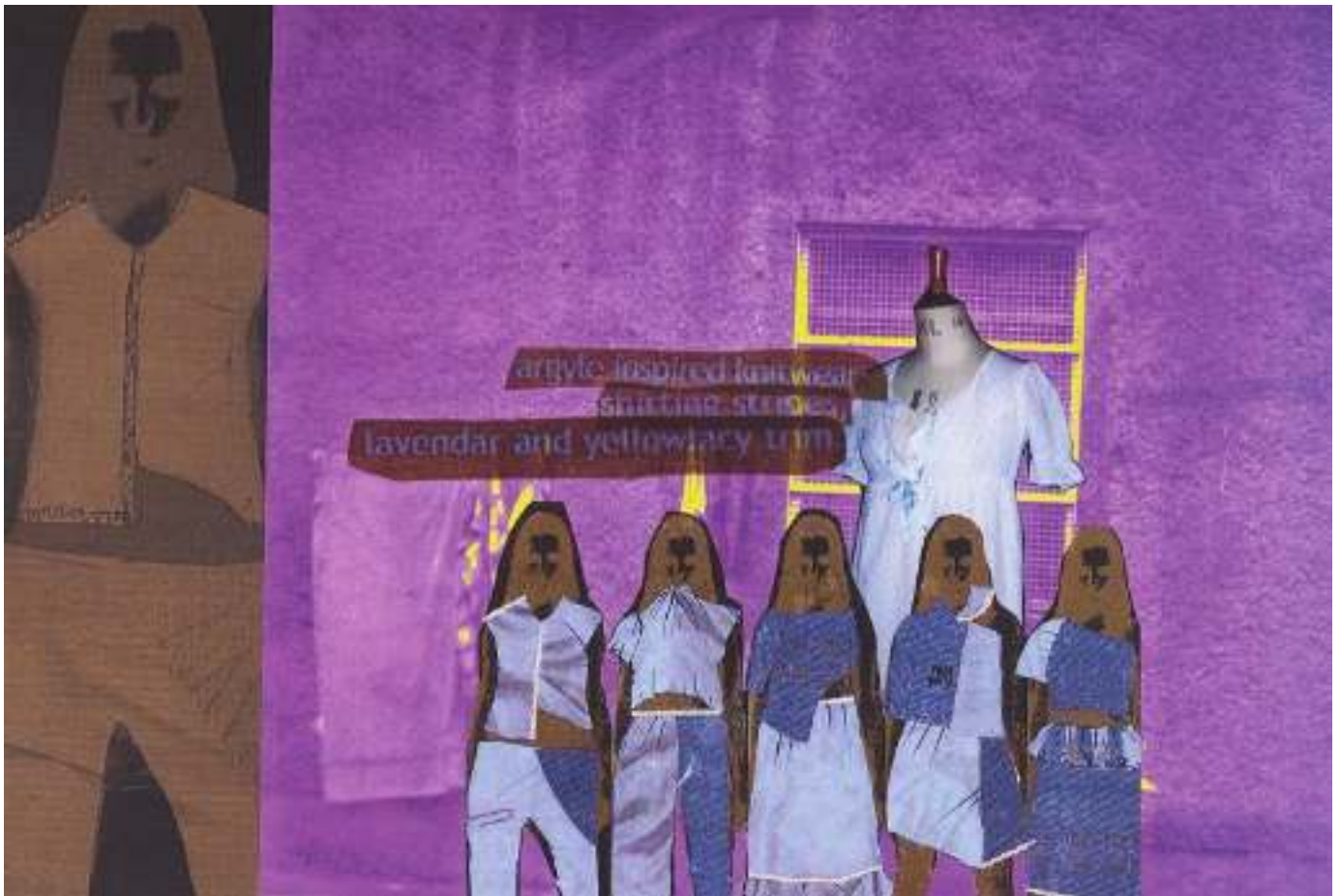
**Black Geo print on  
white leather T**

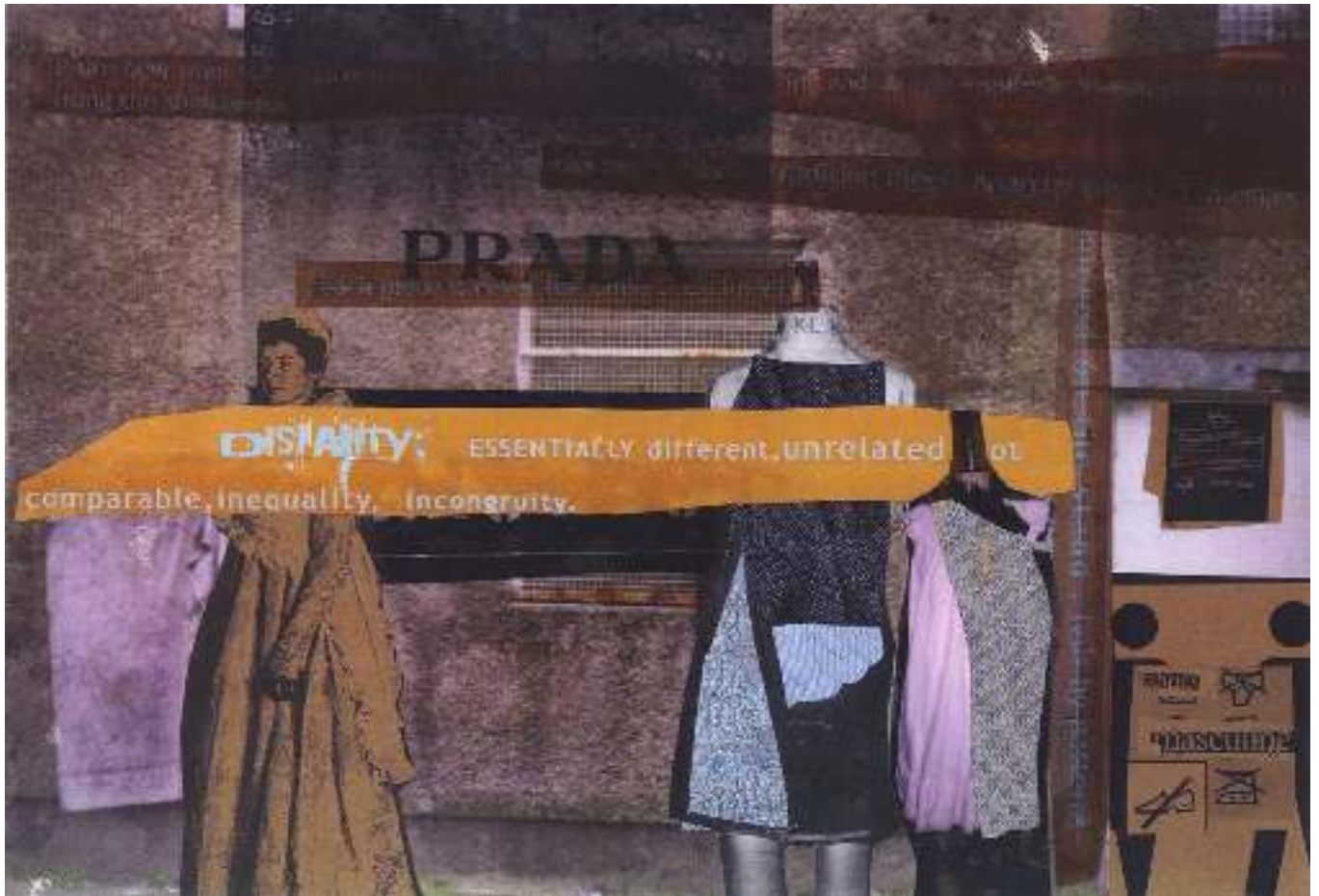


**Black Geo print on  
white leather T**



**Black Geo print on  
white leather T**







multiple identity

felt tefloncoatedcottons BAZAN embroidered organza silk



**ILLFITTING**  
**DETAILING**  
**ScALé**  
**TORAL**  
**SHAPE**  
**ADJU-STABLE**



