

BIOMORPHIC

DESIGNED, PHOTOGRAPHED & CREATED
BY SIVE MCPHEE
HERO BODY - GRAD COLLECTION









IM
FEELING
A LITTLE
BLUE.

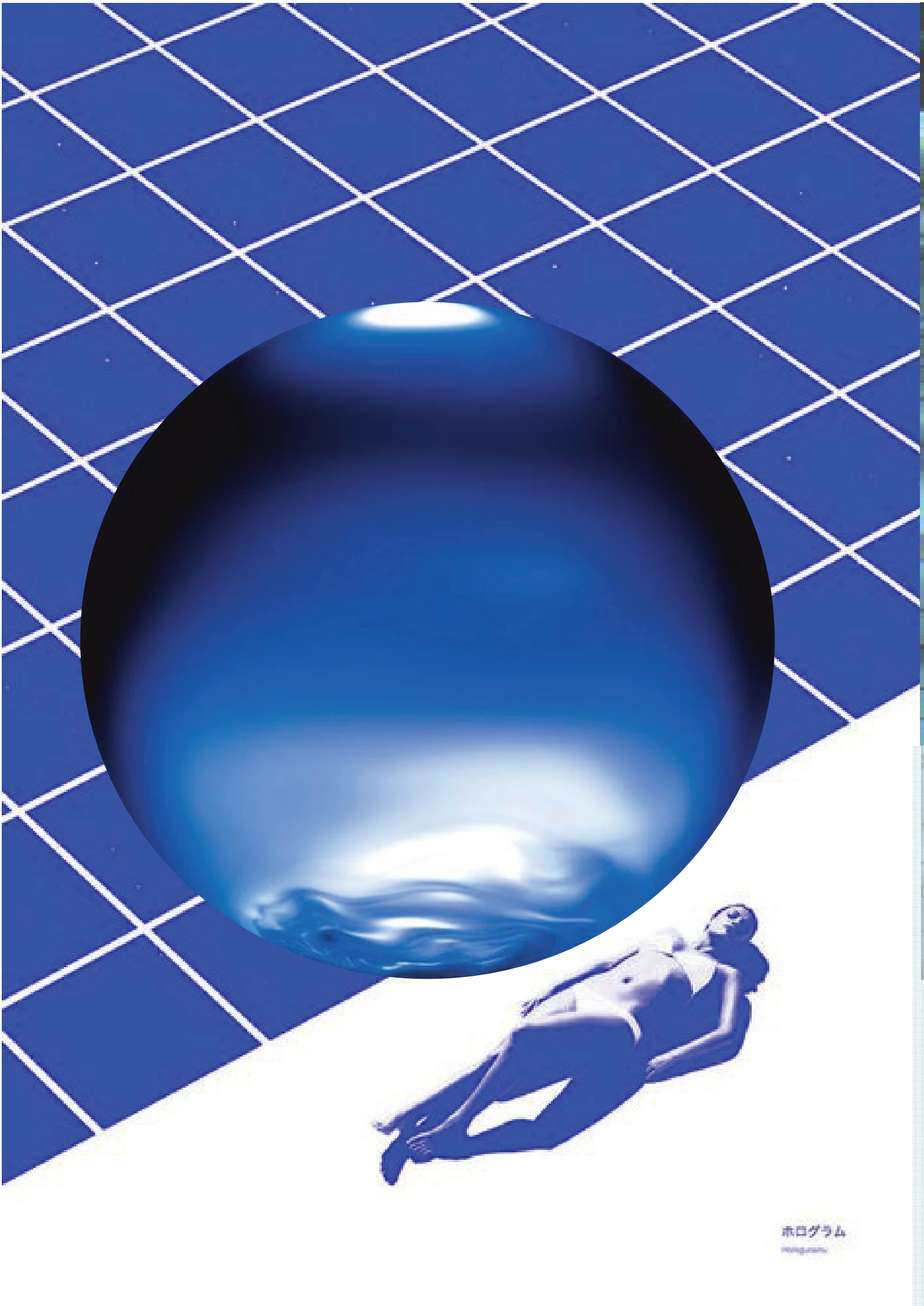


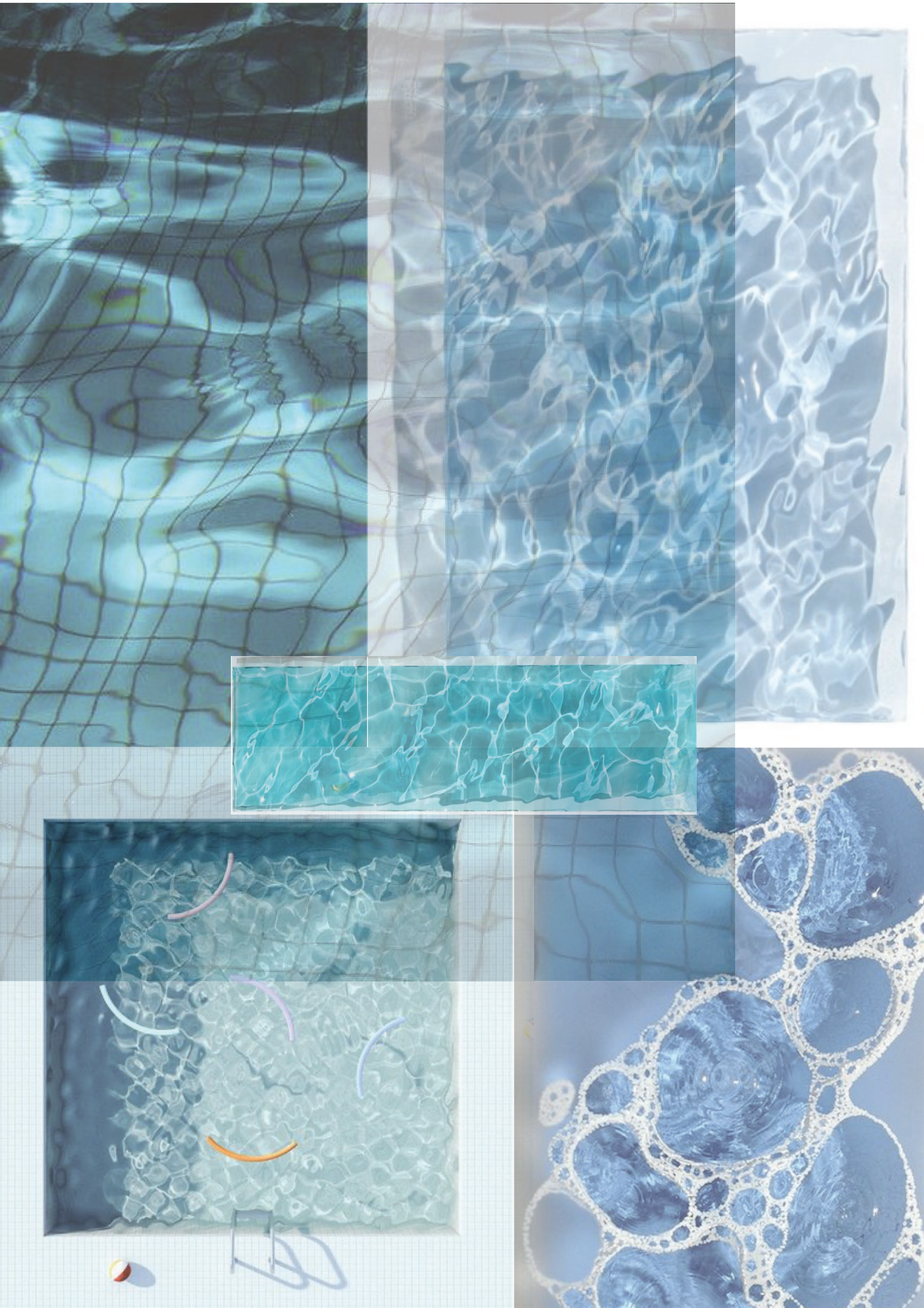
CONCEPT STATEMENT

"BIOMORPHIC" IS A WOMENSWEAR COLLECTION THAT PORTRAYS ELEMENTS OF ART & DESIGN THROUGH THE USE OF EXAGGERATED PROPORTIONS, IRIDESCENT OVERLAYS AND DIFFERENT SHADES OF BLUE. "BIOMORPHISM" IS THE IMPLEMENTATION OF NATURALLY OCCURRING SHAPES OR PATTERNS INTO PRODUCTS WITH MORE FUNCTIONAL ELEMENTS. I ATTEMPTED TO ACHIEVE THIS WITHIN MY COLLECTION WHILST MERGING IT WITH MORE STRUCTURAL INSPIRATIONS SUCH AS ARCHITECTURE. WITH ELEMENTS OF SUSTAINABILITY THIS COLLECTION CELEBRATES THE NATURAL WORLD WITH HANDMADE BIOPLASTICS THAT PORTRAY THE LOOK OF CRYSTAL CLEAR WATER AND PAY TRIBUTE TO ARTIST WILLIAM LOVELESS' "GLUE PAINTINGS". THE COLLECTION IS HEAVILY INSPIRED BY THE NATURAL AS EVIDENT IN MY BIOPLASTIC RESEARCHING AND USE OF NATURAL FIBRES SUCH AS WOOL.

"BIOMORPHIC" IS HIGHLY SCULPTURAL AS MUCH OF ITS INSPIRATION WAS BUILT FROM THE FOUNDATIONS OF ARTISTS SUCH AS JOHNSON TSANG AND VINCENT VAN GOGH. VAN GOGH'S MOST FAMOUS WORK "STARRY NIGHT" IS REPRESENTED WITHIN THE COLOUR PALETTE OF THE COLLECTION AND THE ELEMENTS OF NIGHT SKY AND DAY SKIES. THE COLLECTION AIMS TO CREATE A VISUALLY INTERESTING DISPLAY BY INCORPORATING DEEP COLOURS AND DIFFERENT GRADES OF WOOL. THE USE OF WOOLS ALSO ALLOWS FOR MORE MOLDABLE SILHOUETTES AND ALLURING SHAPES. THIS FABRIC HAS A LOT OF BODY SO TO ACHIEVE THE BIG PROPORTIONS IT WILL BE PERFECT WHILST ALSO BEING BREATHABLE AND WARM.

THE OVERALL AESTHETIC OF THE COLLECTION WILL FEATURE LARGE ASYMMETRICAL POINTED CURVED SHAPES AND UNIQUE DESIGN ELEMENTS THAT EVOKE THE FLUIDITY AND GRACE OF THE ARTWORLD I GREW UP IN. UTILISING ARCHETYPES SUCH AS THE CREATOR AND THE GODDESS TO BUILD THIS COLLECTION. THIS PORTRAYAL OF THE NATURAL WORLD ALSO REFERENCES THE CONSCIOUS DECISIONS TO BE AS SUSTAINABLE AS POSSIBLE WITHIN MY GRADUATE COLLECTION. THROUGH "BIOMORPHIC" WE AIM TO CHALLENGE TRADITIONAL NOTIONS OF FASHION BY MERGING ARTISTRY WITH WEARABLE DESIGN. BY DRAWING INSPIRATION FROM THE NATURAL WORLD AND THE ART WORLD, THIS COLLECTION SEEKS TO CAPTIVATE AUDIENCES WITH ITS BOLD COLOURS, INTRICATE DETAILS, AND AVANT-GARDE SILHOUETTES.







INSIGHTFUL

DESIGN

OCEANIC

STRUCTURAL

NATURAL

CURLED

ARTISTIC



INTERCHANGABLE

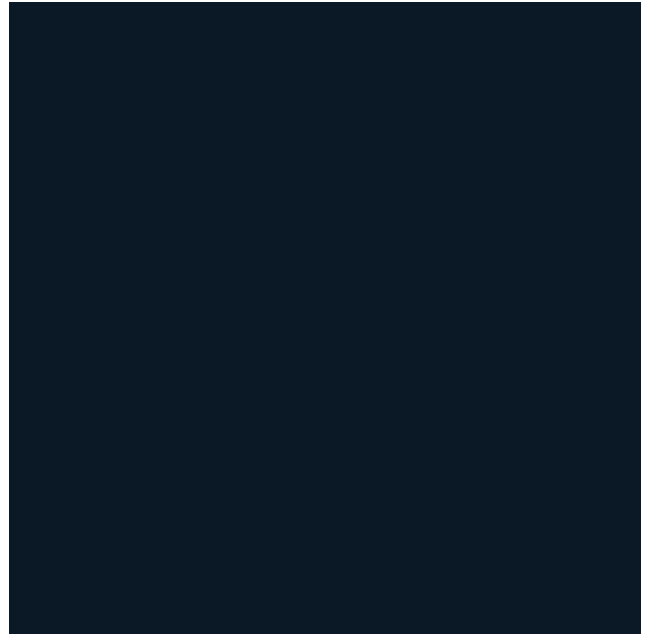
BLUE

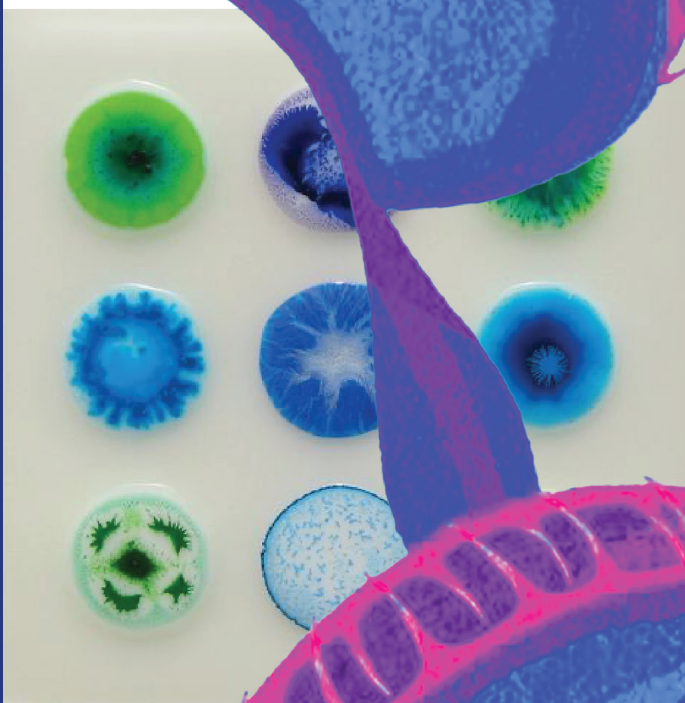
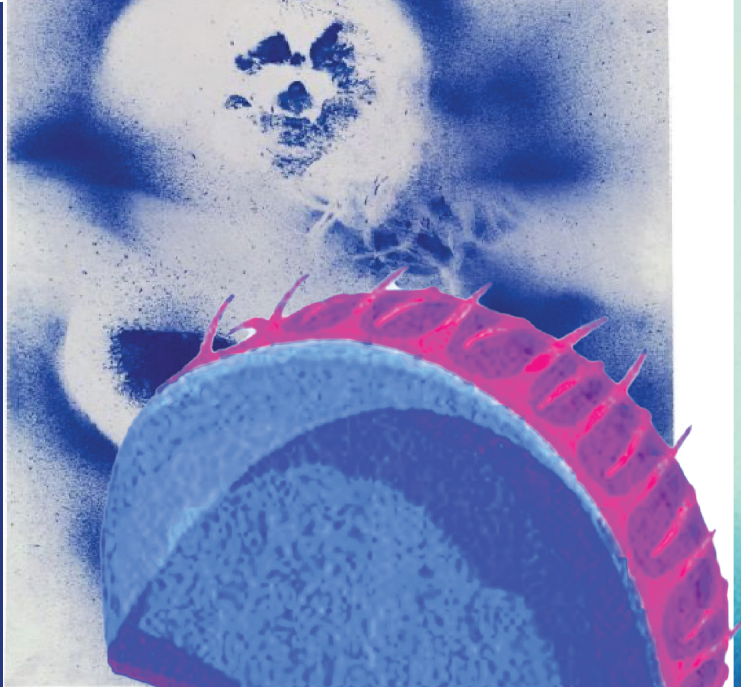
UNIQUE

CIRCULAR

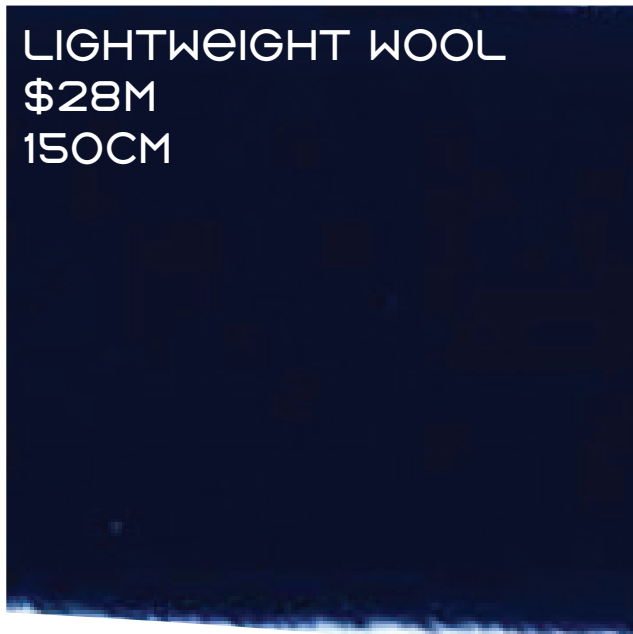


COLOURS





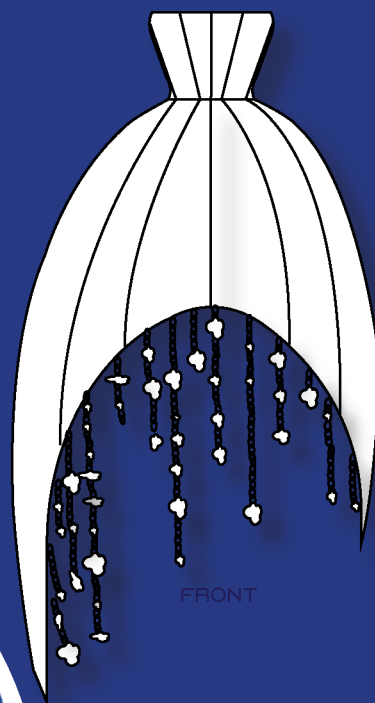
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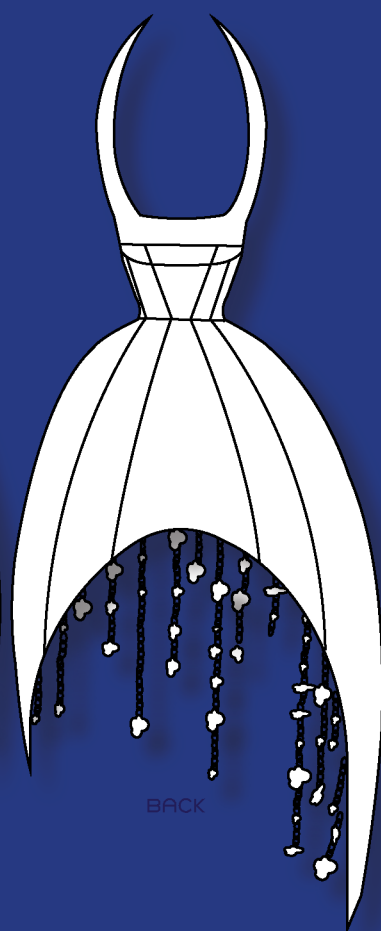






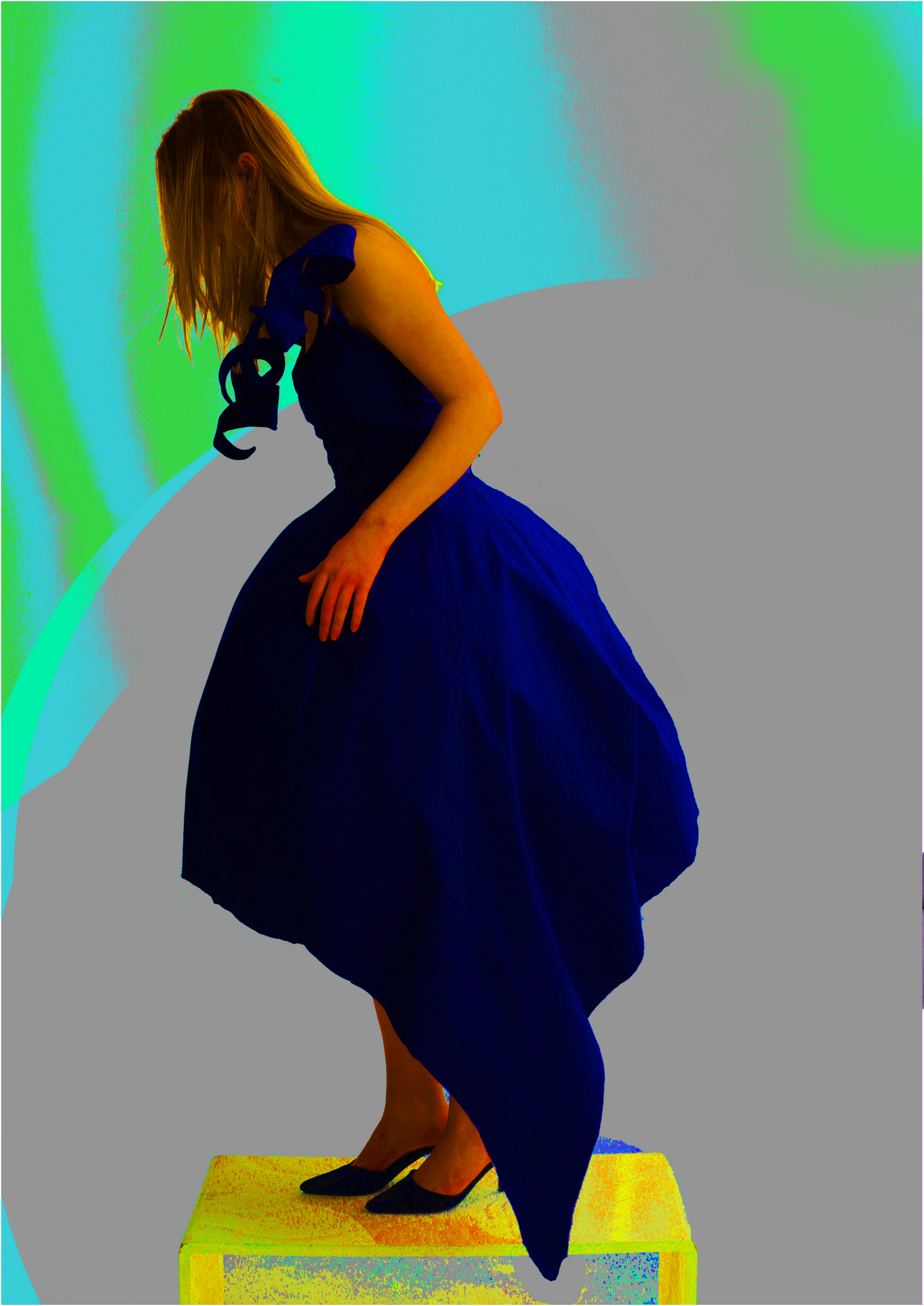


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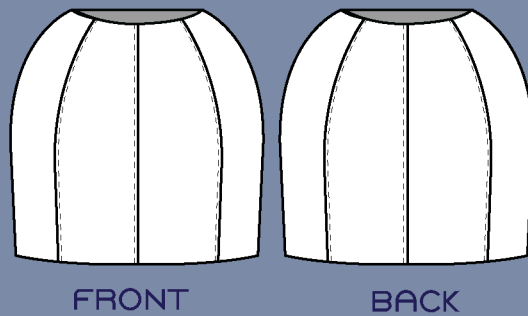
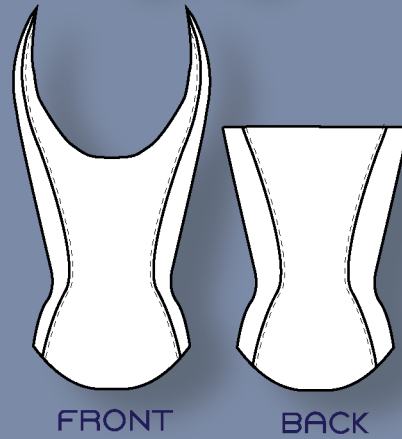
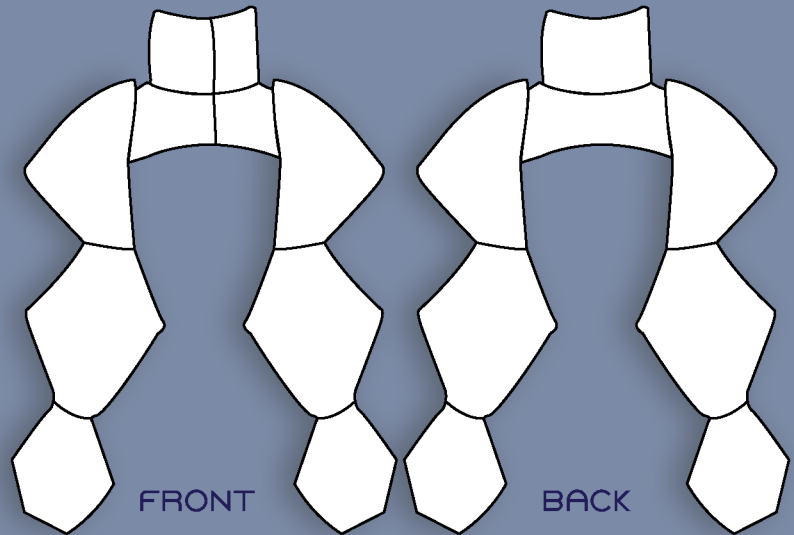
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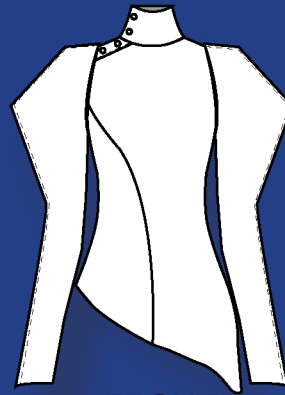
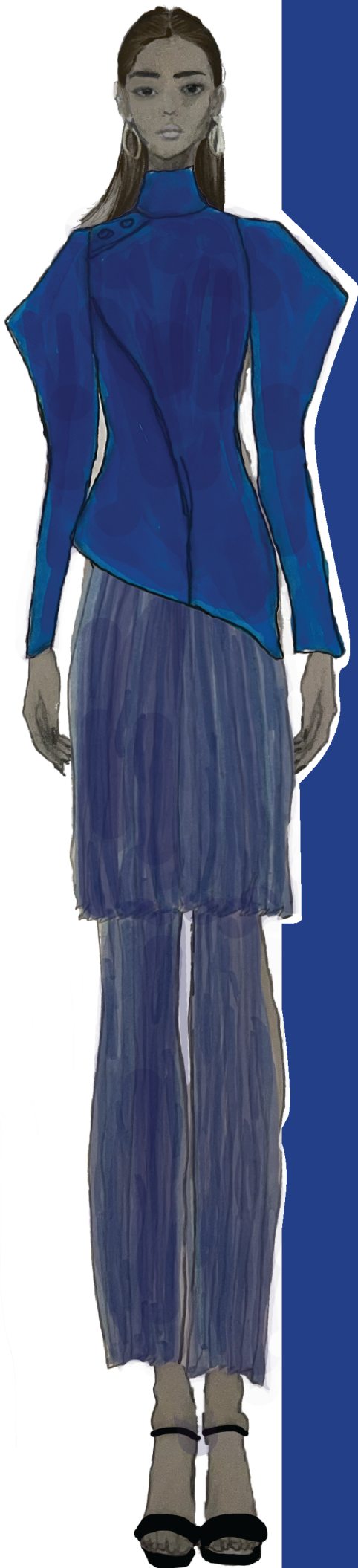




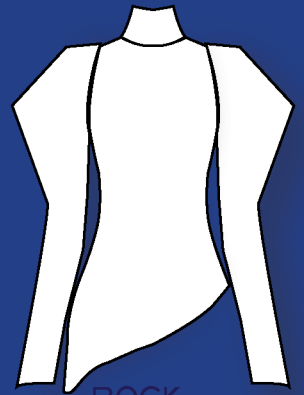
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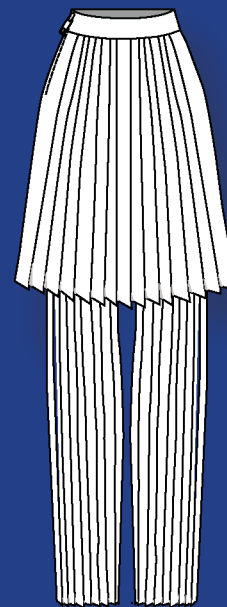
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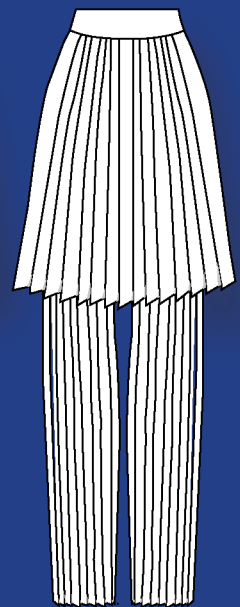
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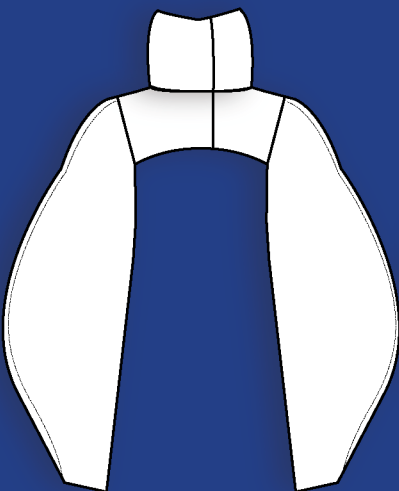


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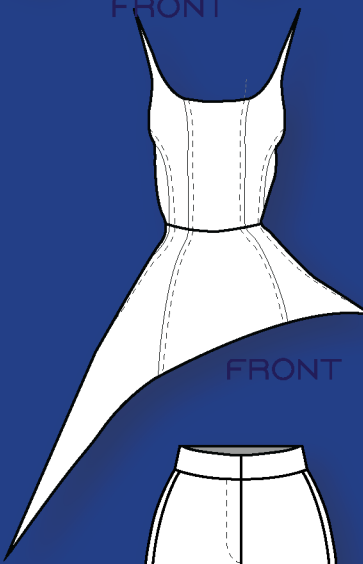
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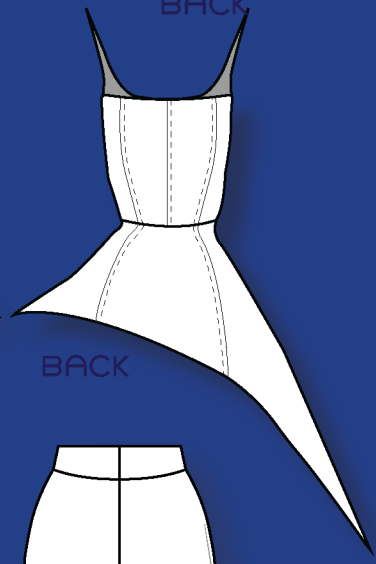
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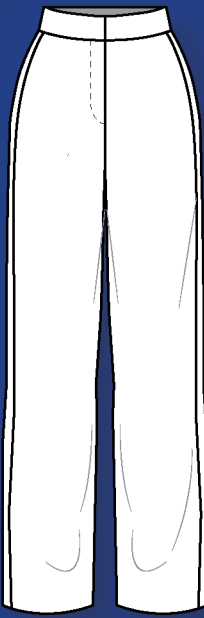
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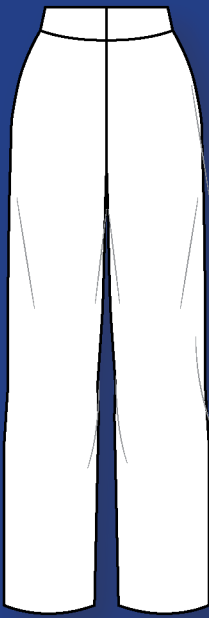
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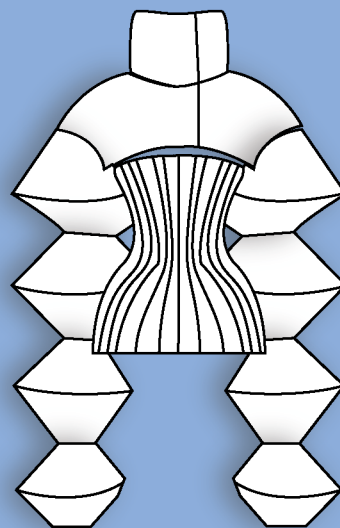


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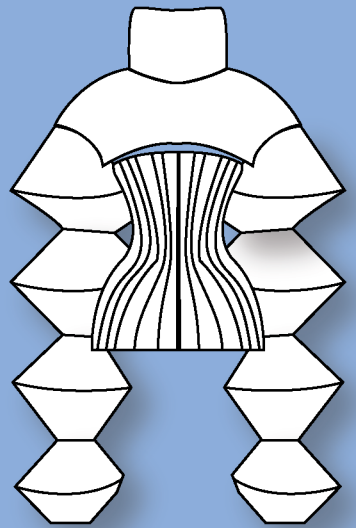


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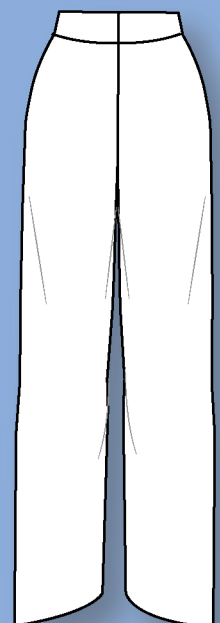
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BACK



FRONT



BACK



TRENDS TRENDS

- IRIS VAN HERPEN
- ALEXANDER MCQUEEN
- SCHIAPARELLI



TRENDS



TRENDS



STYLING
STYLING
STYLING
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Primary & Secondary Logos and Brand Elements



PRIMARY LOGO:

Recognizable symbol that associated with brand and "Skye.McPhee.Design" in capitals.

COLOURS MAY INCLUDE

White background with black text, light blue background with blue text & black background with light blue text





SECONDARY LOGO:

Recognizable symbol that is associated with brand in smaller sizing times 3. This serves as a more downsized version of the primary logo.

COLOURS MAY INCLUDE:

White background with black text, light blue background with blue text & black background with light blue text



