

Marimekko is a design house that was founded by 2 women named Viljo and Armi Ratia along with Ritta Immonen on 25 May 1951. The brand, which was founded in Helsinki, Finland, is well known internationally with its trademark being the authentic prints and bright colours. They are also speculated to have been the first brand in the world to merge home decor with fashion and accessories with the use of their unique prints. This allows the brand to expand into different forms for consumers to enjoy their vibrant fabrics and prints. As their mission is for consumers to be able to express themselves by encouraging people to be happy and live their truth, they have done so with their unique designs that would consumers would never get tired of. Marimekko then eventually expanded the company to the United States of America in the 1960s. The expansion was able to happen with the help of an architect by the name of Benjamin C. Thompson who had advertised their company in his own store which had a lifestyle concept. Their official breakthrough in the American Market was when the then president's wife, Jacqueline Kennedy, had bought eight of the dresses from Marimekko and wore it throughout her husband's 1960 presidential campaign. The company had since then employed more than 400 employees in 1965, allowing Marimekko to excel in different fortes, some of which include their usual textile prints, along with other deviating products such as toys, table cloth and even more items that includes furniture. All of which had still kept with the company's signature demeanour of refined construction. The company was the eventually sold to America which is a Finnish Sporting goods company. The brand was working out splendidly until 1990 where Marimekko was hit with a

near bankruptcy and had almost ended the company due to inadequate financial stability to keep the brand running. Fortunately, the brand was then bought over again by Kirsti Paakkanen. She has managed to keep the company alive and running again with her new business techniques that she had implemented in the company. The company was then brought back to popularity again when their clothes were featured in a well-known TV series named Sex and the city, when one of the actresses had worn a bikini and a dress from their company. The show had also featured the brand's well known patterns on their table cloth. Since then, the company had continued to increase its revenue and eventually increased its wealth by 200 times by 2005. Since, then the company was able to get back on its feet and expanded to the rest of the world, reaching a total of 84 stores across the globe by 2011. Places with this brand include New York City, Cambridge and even Singapore. Recently, Marimekko had collaborated with the brand UNIQLO, a Japanese clothing store which is known worldwide, of clothing for a limited time period. They had showcased the bright, geometric patterns of Marimekko's style whilst keeping the quality and functionality of UNIQLO clothing, making the collections reasonable priced as well. This is my favourite collection as compared to the others, mainly because of the bright patterns and the various geometric shapes that Marimekko is known for. The pattern that had stood out the most to me was the consecutive circle pattern due to the organic shapes in the shirt. Therefore, I had decided to make it the format of my profile to showcase their bright prints and patterns on their fabric.

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Designer: Marimekko

Name: Belinda Leong Kai Xyn

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Missoni had humble beginnings when it was created in 1953 by a couple named Rosita Jelmini and Ottavio “Tai” Missoni. They had decided to have a start up storin their hometown which is in Gallarate, Italy. Before Missoni, Tai had actually met Rosita at the 1948 Olympics in London. Tai was actually in the Olympics to try and represent his own country to compete in a sprinting competition. Tai was also producing knit tracksuits at the time with his teammate and had decided to make Rosita one after going on another date. Tai had even added a sip to the side of the trackpants to ensure a perfect fit with a pair of sneakers. Since then, the couple had decided to work together. The couple had then started selling

knitted clothing using a special machine named Raschel which is a machine used to specifically create knit shawl. They had also used various textiles to make lightweight and vibrant coloured clothing. However, it was not an easy feat. They had to go through many attempts and trials before being able to sell their clothing. some of the attempts include all the different textiles to use and patterns with different bold colours. The couple had eventually found their favourite textile, rayon. It was with their stripe and zigzag patterns which had caused their rise to fame. This had then became the designers’ style and how their brand is able to be recognised. They were able to do so with the help of

the well known Rinascent, which is a high end departmental store which is filled with designer clothes, along with other lifestyle products. It was only when Rinascent had bought a bulk of their dresses when they had officially named their company “Missoni”. Before that, the company was actually named Maglifico Jolly, which is Joker Knitwear in Italian. My personal favourite collection is Missoni Resort 2019. This is because the collection showcases Missoni’s signature chevron stripes and vibrant zigzag patterns in almost all their clothing. The forms of the clothing is actually the brainchild of Angela Missoni herself. Therefore, I had used the zigzags to create the format of my style.

Tsumori

Chisato is a

fashion designer from

Japan and has expanded to the rest

of the world. She was born on 12 November

1954 in the city of Saitama Japan. She had studied in the

established Bunka Fashion school located in Tokyo and was able to

collaborated as the head designer with another well known Japanese fashion

designer Issey Miyake to create the Issey Sports line in 1977. With the success of their

line, Tsumori Chisato was able to launch her first collection of clothing in 1990 with the guidance

and encouragement from Issey Miyake having known and valued her for almost 13 years. Her first collection

was so successful that it was able to be officially launched at the 1990 Japan Fashion Week in Tokyo. With the success

of her initial collection, she had began to develop her signature style, which was her lavish and contemporary fabrics, her intricate

tapestry, the much complex beading that she is now known for, the ornamentations and cutouts that is sewn onto her garments and one of

her famous trademarks, her vibrant prints filled with her own designs. This makes her garments loved by all with her beautifully delicate

designs with a playful side to them. Her garments are acknowledged by many throughout the years. A few of the many awards

that she has attained that showcases her special designs include receiving the extinguished Mainichi Newspaper Award

in the fashion category under the newcomer category in the late 90s. She had also received another Mainichi

Fashion Award in 2002, but this time in the Best Designer Category. After her many awards, she had

decided to open her first standalone shop outside Asia located in Paris in 1999. This was due to

her love for French designs, embroidery and french culture as a whole. Her standalone shop

was designed by Christian Biecher, who is a very well known architect in France. The

shop was located on rue Barbette around the Marais neighbourhood, making

the shop located at the heart of architecture and historic building.

This had made Tsumori Chisato's shop stand out when

compared with its interiors. As Christian Biecher had

also designed a few of the buildings around that

area, her exterior of her shop would be

similar. However, the interior of

her shop was definitely

up to her.

Still

whilst

keeping to

her Japanese roots,

her shop also showcases

her love for the French cultures

by showing her previous works with

other fashion designers, along with her different

collaborations with visual artists and photographers.

Over time, her artistic abilities could also be seen her

clothing and the design of her shop, which changes once in a while

through her innovative publicity. Before this, she had a large fanbase

in United States of America. As her designs are inspired from Japanese manga

and comics, many Americans had found to be fond of her style due to her hand-

painted comic inspired clothing. The bright colours of her comics was also another reasons

as to why the western side of the world enjoys her style of clothing. Through her own authentic

designs she was able to express herself through her textiles, and her love for designing could be seen

and felt by people all over the world. At the same time, she had released her very own menswear line. She has

also released her first womenswear line at the Paris Prêt-à-Porter Fashion week. In the same year, she had decided to

open more shops around the world including United States of America, Scandinavia, Italy and Russia. This excludes the pre-

existing shops in Asia, which include places such as Singapore, Taiwan, Hong Kong and various shops in different parts of Japan,

which includes Aoyama and Tokyo. Today, she has more than 40 stores around the world. There are her shops in Middle Eastern too!

something i really like in all of her designs is that it comes from her heart and her creativity. She always starts designing by

thinking of herself. This is because she makes clothes that she likes, not the consumers. So, she makes clothes with

the thought of her wearing it. Her following had happened with her loving herself and being true to what

she enjoys. One of my favourite collection that stands out to me the most is her fall 2014

ready to wear collection. This is because it is very different as compared to the rest

of her designs. As her usual designs mostly show her love of comics, this

was more avant grade as it shows her play on patterns and

triangles which give an optical illusion. Hence, this is

my favourite collection with the use of the

prints and I had therefore made

it the format of my

work.

Name: Belinda Leong Kai Xyn

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Designer: Tsumori Chisato

Name: Belinda Leong Kai Xyn
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Designer: Chiarrà Ferragni

Chiara Ferragni is a self made blogger who turned into a fashion business woman that was born on 7 May 1987 near Milan, Italy. Before being a full time fashionista, she was a law student until 2009 and studied in Bocconi University. That was when she had planned to focus on mainly a social influencer. She had blogged about how her personal life and things that she does during her day. With the success of her blog, she had been sponsored by well known brands like Pantene, which is a household hair shampoo brand to all, along with Tod's which is a luxury shoe brand. These sponsorships had happened through her blog called The Blonde Salad, which is an e-commerce site that now has more than 14 million views on her website monthly. In 2011, she had appeared in New York Magazine as "One of the biggest breakout street-style stars of the year" and Blogger of the moment in Teen Vogue Magazine. By then, The Blonde Salad had more than 12 million views per month. Her other social medias include her Instagram, where she posts pictures around six times a day about her daily life and what she does, along with her Facebook, where she constantly updates about her brand and everything that is going on with her life. Through these platforms, she had managed to attain more than 10 million followers on Instagram and 2 million likes on Facebook. After her rise to fame, she had decided to create her own brand that mostly sell shoes with her trademarked comical looking eyes on it. However, she has also branched out and started selling clothes such as knitwear and shorts, along with travel items such as suitcases. Chiara never knew that she would be able to pursue a fashion career without people saying negative things. As her parents are a dentist and a writer, she is a self made woman who was mostly independent when starting her ecommerce. With the help of her boyfriend-turned-CEO Riccardo Pozzoli, she had managed to start up her own business with the use of advertisements and modelling for various brands .

A brand that she was able to collaborate with was Steve Madden, which is a luxurious shoe brand. Throughout her successful career path, every picture she had taken had originally began being paid 1000-2000 euros for each and every picture. However, through her rise to fame, every picture she takes now gets paid an undisclosed amount, which means that it would only be much higher. 2013 was the peak of her career as she had managed to win numerous awards for her blog. She had also released an ebook in her native language wit Italian, titled after her blog The Blonde Salad. She had also done a few major sponsorships with Guess and Steve Madden in Spring 2014. Fast forward to today, she is an established fashionista who had recently got married to an Italian rapper songwriter named Federico Leonardo Lucia, who is more well known as his stage name Fedez. Her wedding dress was handmade by Dior, which had required 400 meters of fabric and needed more than 1600 hours of work to complete. Her dinner dress was also made by the same designer, Maria Grazia Chiuri who is also of a Italian descent. Her dinner dress was ballet inspired, with a tulle and silk organza. The reason why I had chosen this format of presenting my report is because I wanted to embody the female empowerment that she has. As she is a self made woman that was able to build her career up from basically nothing, I felt that a silhouette of a woman showcases how women do not require anyone to be successful, contrary to traditional beliefs where a man would always do better than a woman in any way. The silhouette also showcases the beauty of her.