



' R O L O K E '

S / S 2 1

ied barcelona
ba (hons) fashion design
level six
major project - portfolio

sarah jayne rowlands



Deriving from a 'Baron d'Rowland' of Rolokecastel in the south of England, as well as self-identifying as a womenswear designer, I am led to question what it means to be a lady in modern society. Double standards can be found when looking at the expectations of the modern-day lady through the male gaze. It appears no matter what we women do, nothing is satisfactory, and everything is criticized, therefore we should only aim to please ourselves if we are not accepted in a misogynistic society. Evidently, this monochromatic behaviour can be found in terms of objectifying a woman's body and how she may choose to adorn it.

To dress is to layer additionally to the body's surface, to introduce a second skin if you will. This is portrayed by exposing the two surfaces of (faux) leather, one of the chosen fabrics that features within my designs, as seen in my crochet dress. Additionally, reversing the fabric back into yarn is complimentary to my yearn of returning back to my roots.

Ironically, my graduate collection reflects how some women are prepared to sacrifice their comfort, by wearing the highest heels or the shortest skirts, under the influencing factor of attraction. There seems to be a ratio between 'skin' and 'attraction'; the more skin we show, the more desirable we are. Is that perhaps why it is shocking to undress, because that's the opposite of what we are supposed to do?

'Roloke' S/S 21 challenges the vulgarity of the human naked body and defies the patriarchal commandment in how a woman should behave. Even with or without any intentions behind our dressing, us women are automatically sexualised, especially in terms of our intimate clothes. The closer to the skin the garment goes, the more erotic it is esteemed. However, what we choose to put on our bodies should not be for others, but rather for ourselves to enjoy. Therefore, the goal is to encourage women (as well as self-practice myself) to dress for themselves, find comfort in their own skin, and to open society's eyes to the problematic views on female sexuality.

Paradoxically, the metallic elements in my collection (such as chains, buckles & belts) are metaphors to represent how I am psychologically bound by own insecurity, as admittedly I have personally struggled to find comfort in myself with having a skin condition known as folliculitis. Nevertheless, whether we see beauty or ugliness in the naked human body or feel attracted to it or repulsed by it reflects our own symbolic interpretation of the body.

Playing around with the concept of concealment/revealment through transparencies of fine fabrics such as tulle, I am instantaneously both dressing and undressing the woman. I am shifting erogenous zones (especially for the modern-day female where the body's entirety has become sexualised). Through bodyline contours, and through the expression of my love for lingerie, I am able to speak more directly about the disassociations of a woman's body. The problem is not sexualisation, it's the degradation that comes with women expressing this. It should be acceptable for women to be sexual beings without it coming at the expense of our humanity and safety.

COVER UP!!



don't show so much skin



whats
wrong
with
your
skin?



leave something to the
imagination



faux leather
 faux suede
 viscose
 cotton
 polyester
 stretch tulle
 mesh
 lace
 interlining



PANTONE
 11-0601 TCX
 Bright White



PANTONE
 11-0602 TCX
 Snow White



PANTONE
 11-0606 TCX
 Pristine



PANTONE
 14-1213 TCX
 Toasted Almond



PANTONE
 14-1212 TCX
 Frappé



PANTONE
 14-1118 TCX
 Beige



PANTONE
 13-1012 TCX
 Frosted Almond



PANTONE
 19-4007 TCX
 Anthracite



PANTONE
 19-3911 TCX
 Black Beauty



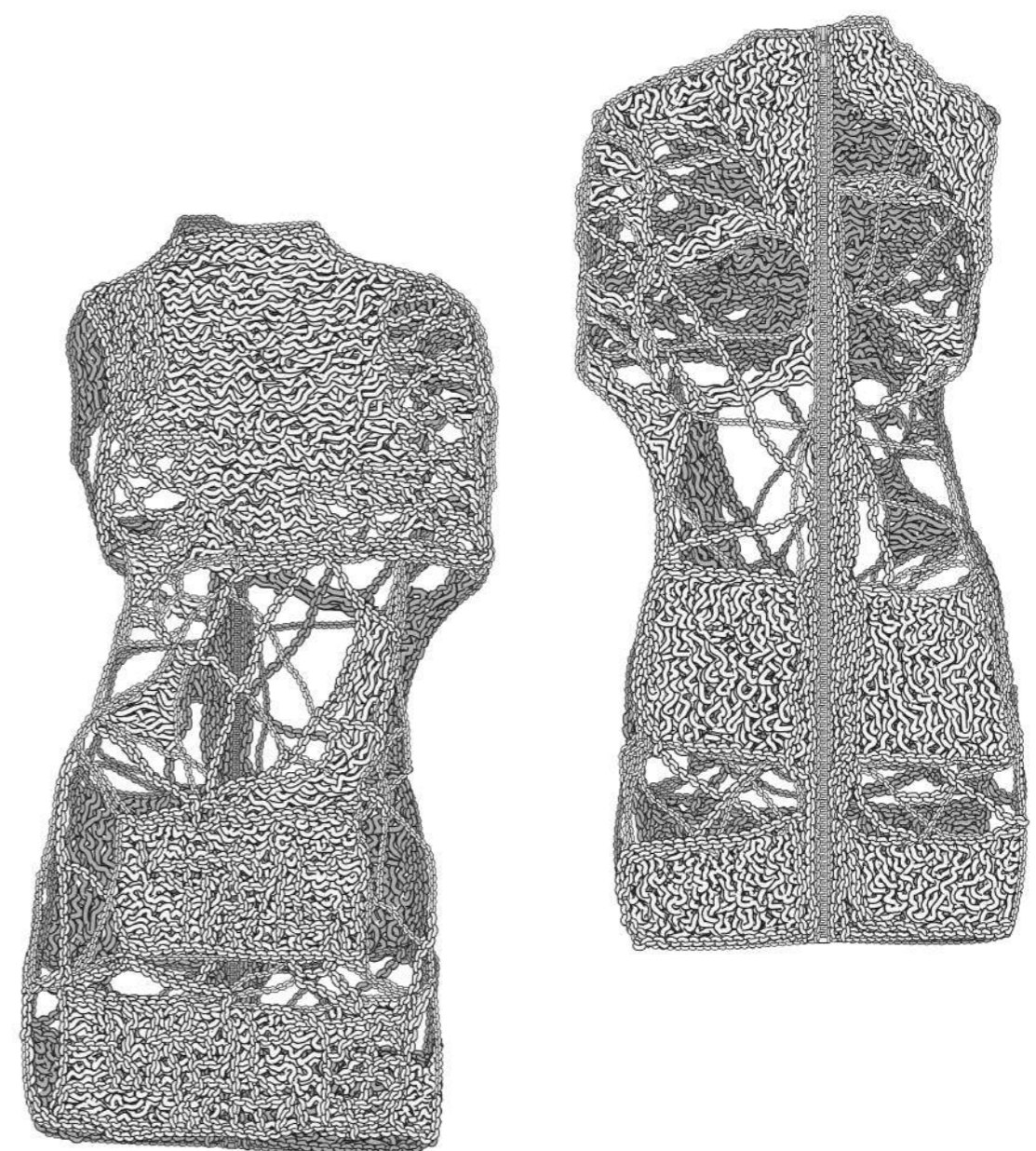
PANTONE
 19-5708 TCX
 Jet Set



attach sleeve to bodice

resolve issue with zip

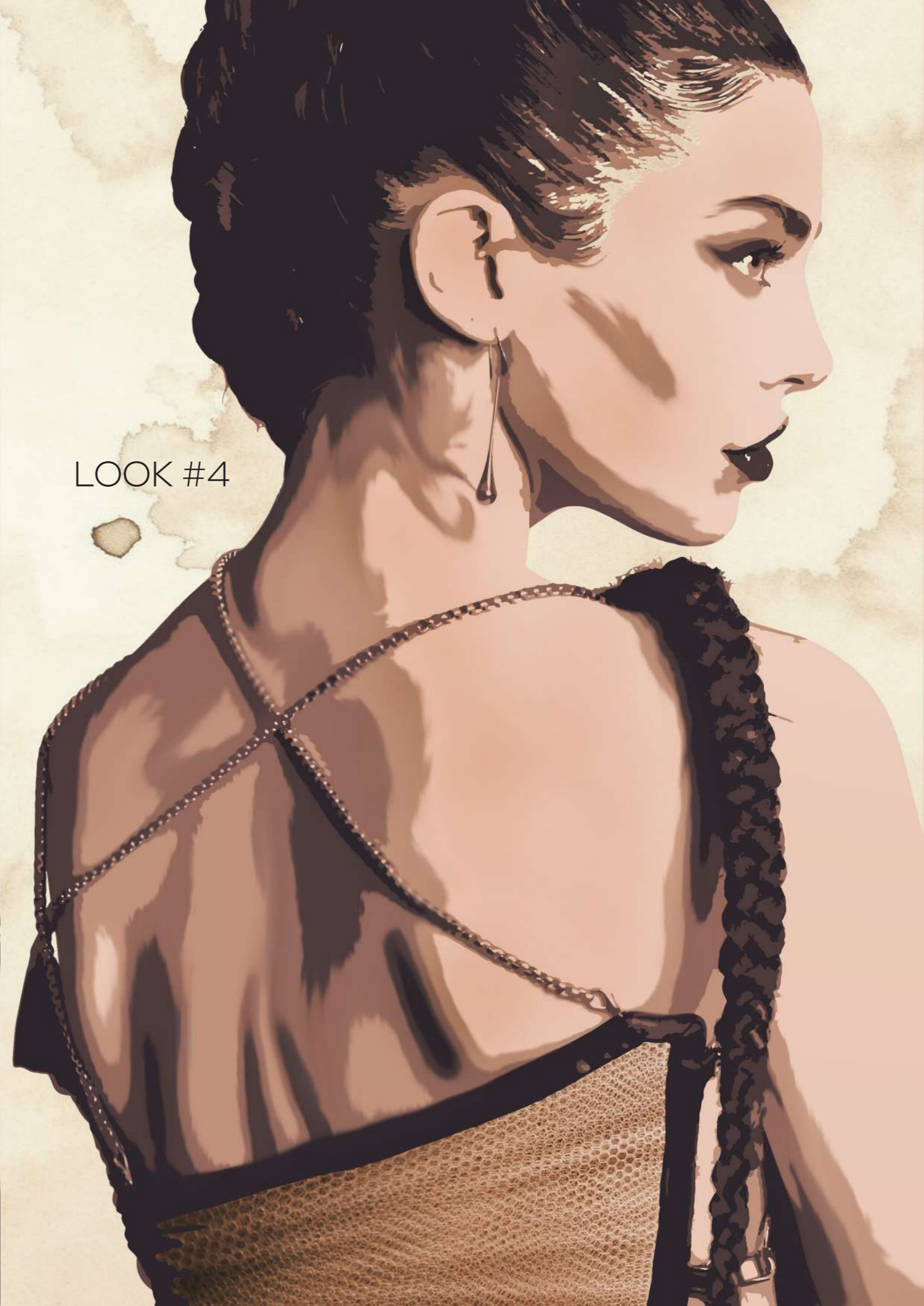




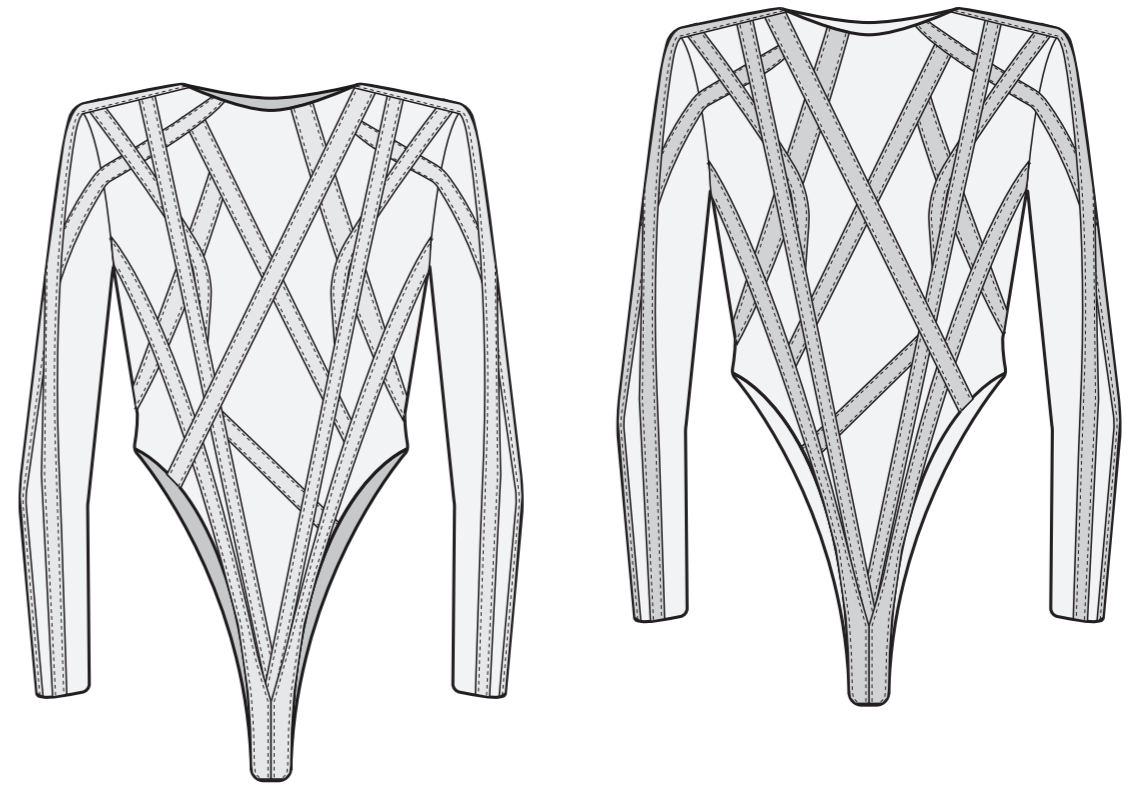
LOOK #1



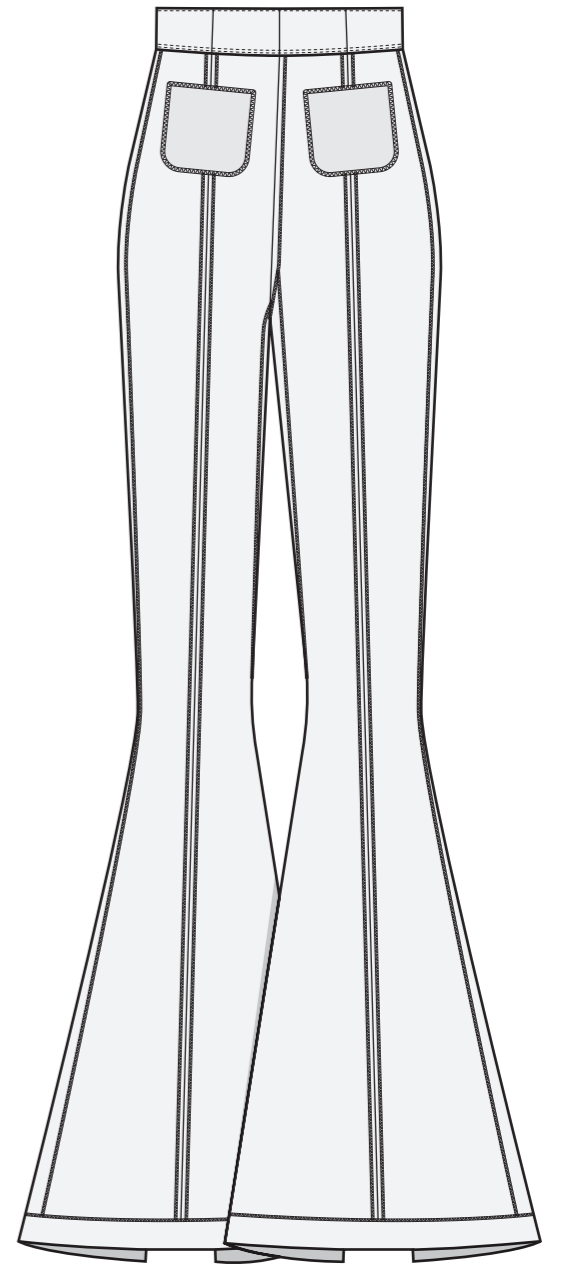
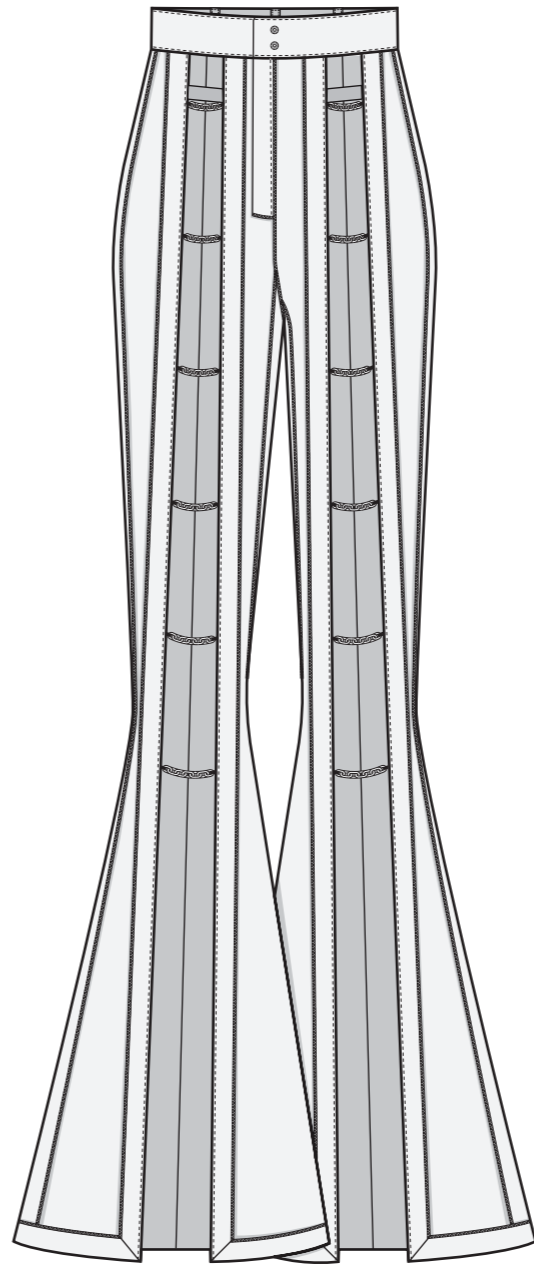
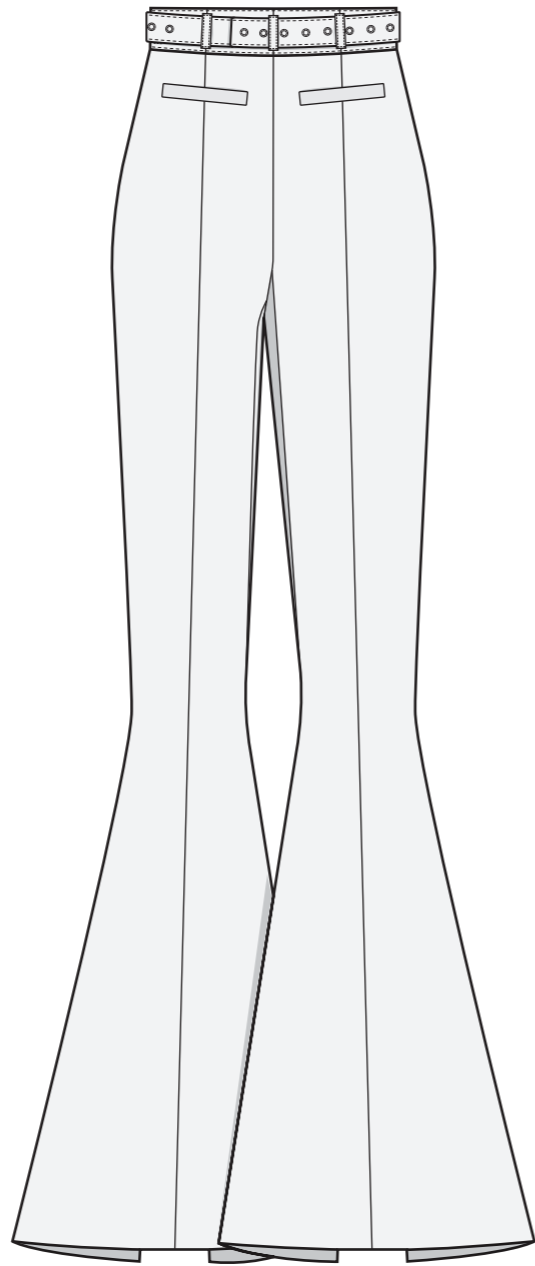
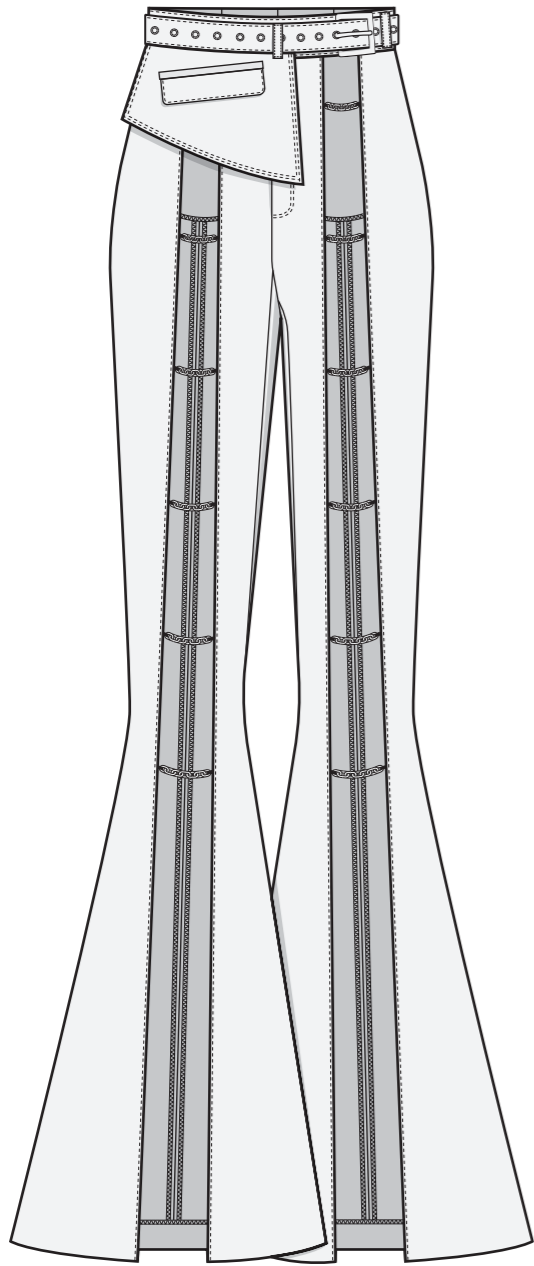
LOOK #2



LOOK #4

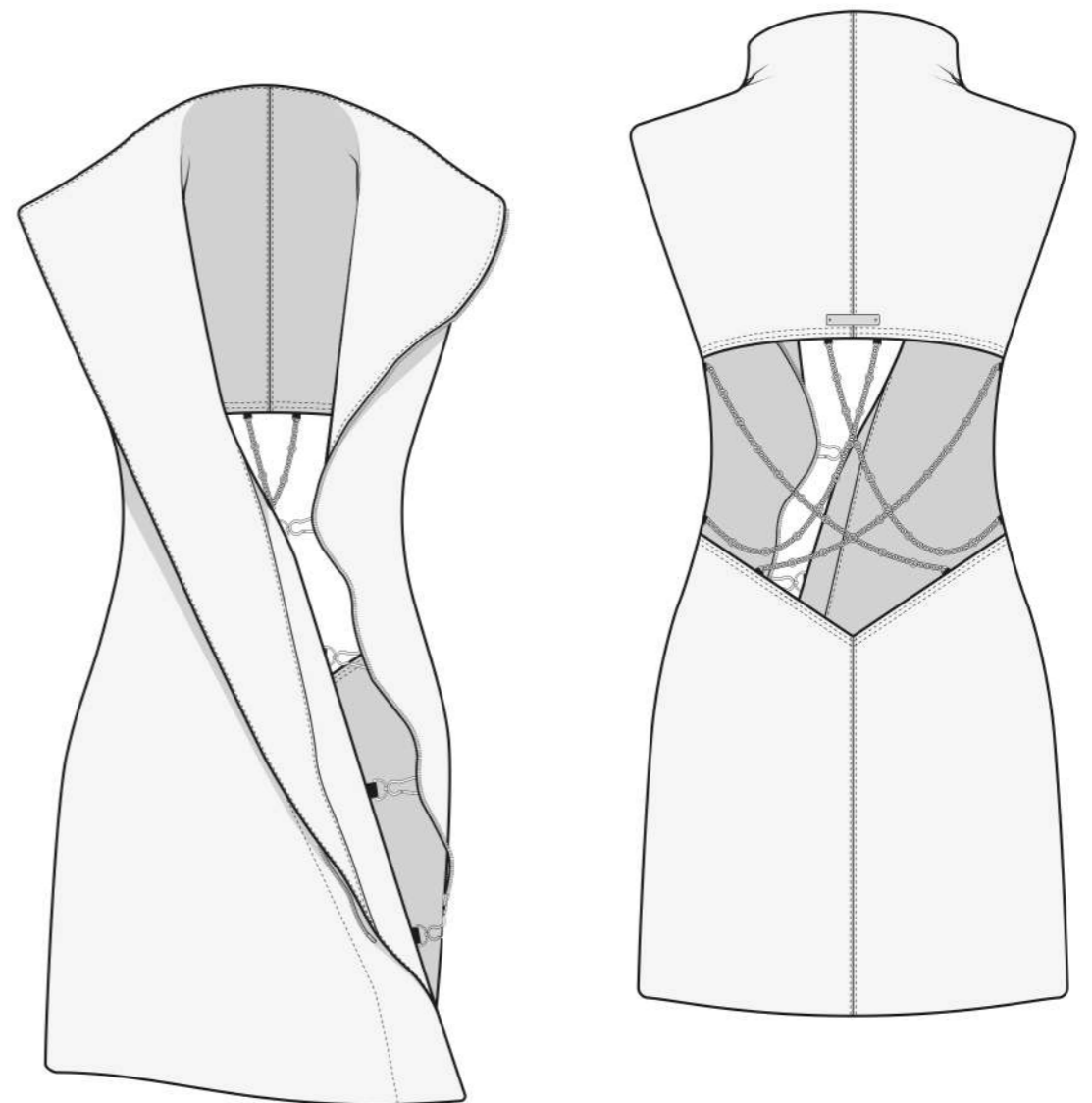


LOOK #3



OUTSIDE VIEW

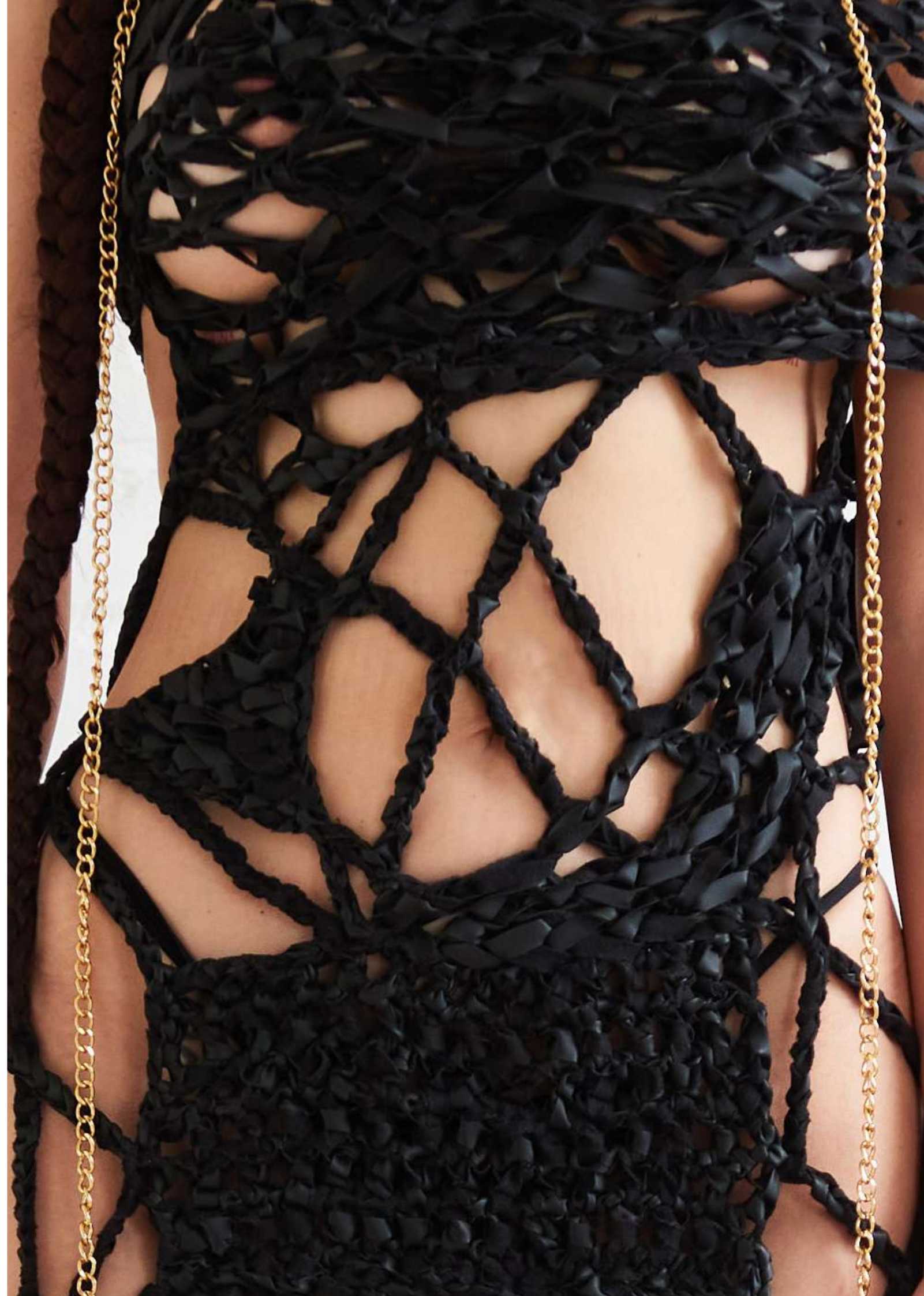
INSIDE VIEW



LOOK #5

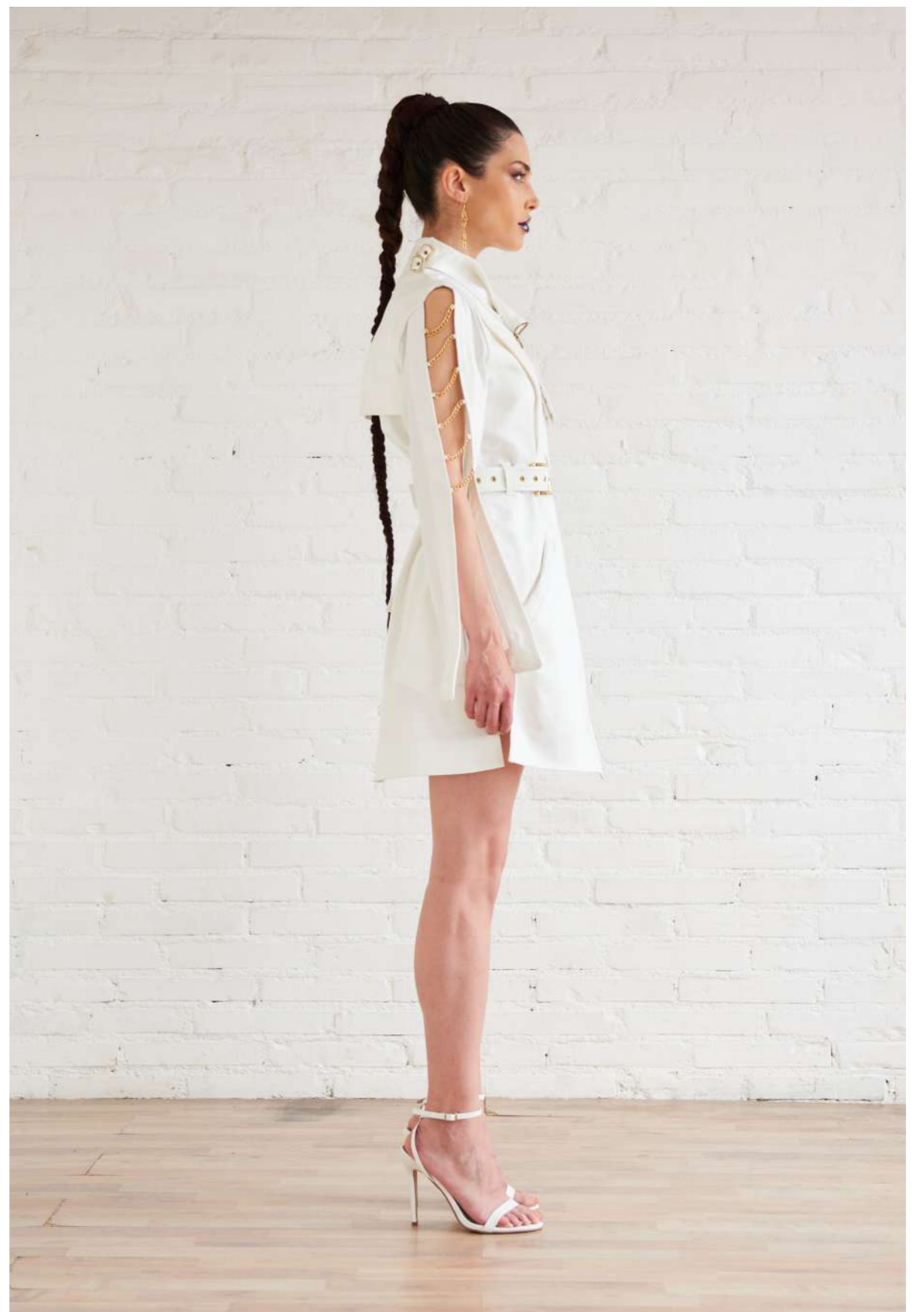
LOOKBOOK





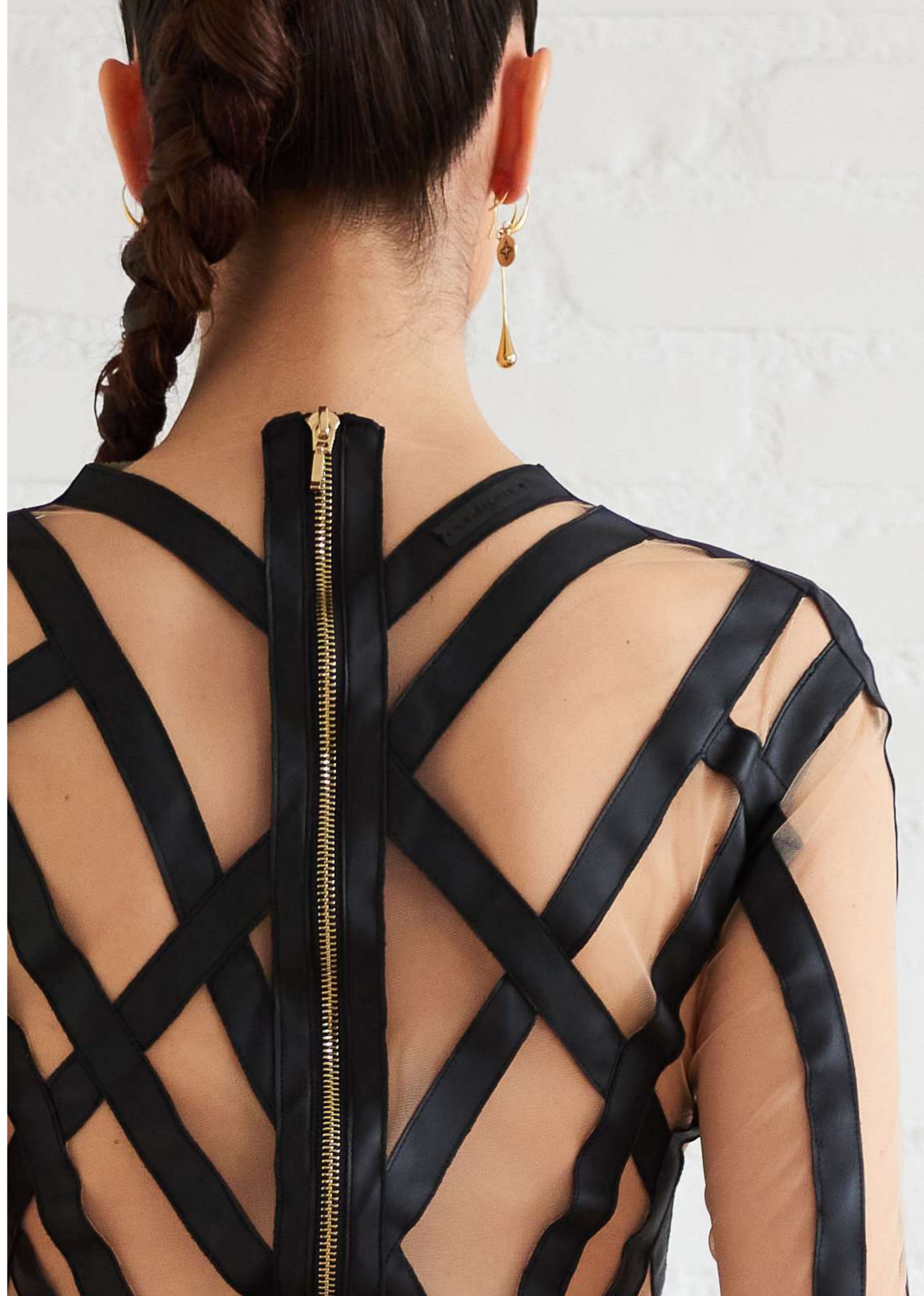
LOOK TWO





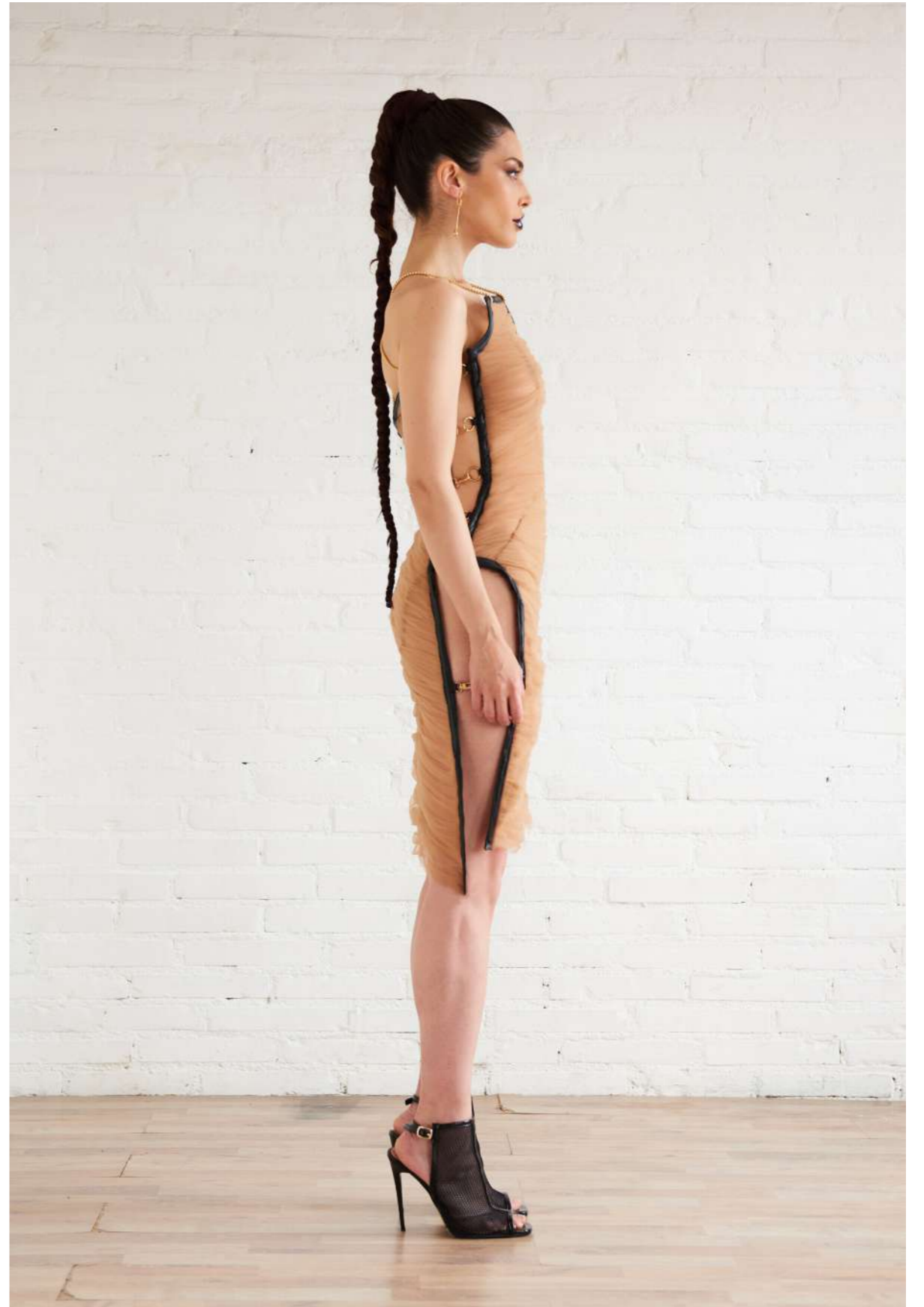
LOOKBOOK





LOOK FOR





LOOK FIVE







SHOES & ACCESSORIES





C R E D I T S :

creative director: sebastian pons

major project tutor: edward cumming

photographer: ot cuevas

venue: loft 48 barcelona & ied medialab

model: laura diviu (francina models agency)

make-up artist: anna gonzález schneider

hair stylist: doris jayakar (barcelona hair academy)





