Cutting Edge

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Design Statement:

During this project, our group collaborated with merchandising student's business plan and created a collection that is cotton rich. The collection utilizes technologies in ways that everyday people can wear all of the time. Going into this project we looked at our target customer and thought of the best way to integrate our customer into technology options and giving her something that she would be comfortable with which was laser cutting. A sustainable factor implemented was being able to create a wool coat that cotton rich. Though proved a more difficult task than realized at first it was possible. The designers focus was to not forget about a customer whom people are familiar with and a woman who can still take advantage of the new technologies that life has the offer but also stay true to who she is.

The inspiration from this group’s project came from the infamous movie the Devils Wear Prada. The main character Miranda Presley was the muse while scaling back the customer to a bit younger demographic yet still have a professional and work friendly environment. The pieces can be worn with other pieces in the line as well. Thus the focus was definitely placed on making the designs market friendly. Designers didn’t want to steer the project completely into a performance based line with the different elements but they decided to create a spin off of something that may be worn a bit more often. The theme was somley inspired by the Ice Queen from many tales told to children. The triangular shapes and laser cutting details gives way to the icicles. The reason why these two inspirations were chosen was as a way to invoke the attitude of a woman’s power and confidence. In such a male dominated society, they wanted to ensure that this woman was familiar with the items in her closet but the designers wanted her to make sure that she still felt like the same strong and confident mother of life that she is. Another reason why this customer was chosen was because she can sometimes be overlooked or given the exact same pencil skirt but maybe with an exposed zipper instead of an invisible zipper. We wanted to give the client some sort of dimension into her clothes but some more staple pieces for what may not be the most glamorous day job that she’s working,

There are many advantages to designers using laser cutting technologies in order to achieve their very intricate looks. Designers are able to can produce high volumes of the same complicated cut” and still save money when it comes to production as well (2018). Chau-har-lee, a london based designers has been able to work laser cutting into intricate and interesting shoes detailing (Kimani, 2016). Crystal McFarlane is another designer who has been able to work with laser cutting and even show case it on very soft and delicate fabrics that also alters her silhouettes as well. (Kimani, 2016). Laser cutting is something that is seen a lot of many handbags of unconventional materials but it is not always given a thought into regular day to day to clothing that people can wear that isn’t performance wear. The designers wanted to show that laser cutting could be implemented into a fall/winter collection and show the customer a uniqueness in clothing that can be worn from day to night as well.

Something that was learn during this process is that laser cutting is many of a trial and era. Laser cutting isn’t perfect when you don’t fully understand what you’re doing. You have to realized that certain fabrics might burn because of the laser impacting or that weight of the fabrics being laser cut may form a completely different silhouette than intended. But we also learned that there is a white space for fabrics that are cotton rich and can be worn during the winter time as well. We were only really left with one option when it came to look for fabric for the wool coat for our customer.

Our team collaborated and grew a greater understanding for the design process as well as the mass market industry as well. It will greatly equipt us on our future endeavours.

Kimani, N. (2016, November 02). CUTTING EDGE: LASER CUTTING TECH FOR FASHION AND DESIGN. Retrieved from <http://tdsblog.com/cutting-edge-laser-cutting-tech-fashion-design/>

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