



Fashion Diversity 2010

Presented by Mahogany Model Management & Untold Design CIC

Project Brief

“More than a Roof”

London’s hidden homeless.

‘Homelessness is about more than having a roof over your head. A home is not just a physical space, it also has a legal and social dimension. A home provides roots, identity, a sense of belonging and a place of emotional wellbeing. Homelessness is about the loss of these.’

Extract from www.crisis.org.uk

Hussein Chalayan explored the idea of displacement and exclusion in his A/W 2000 collection ‘Afterwords’ which was inspired by memories from his childhood where members of his family were forced to leave their home with only the things they could carry and the clothes on their back. Chalayan, cleverly translated this experience into a story illustrated through fashion.

He quotes his work as reflecting “a relationship between rural and urban culture, movements of people and the idea of migration, anthropology, history, cultural prejudice, a relationship with the earth.” He states, “My work is a conversation, a constant state of discourse.”

Extract from: <http://designmuseum.org/design/hussein-chalayan>

Today homelessness affects tens of thousands of adults in Great Britain, although it is more prevalent in urban centres, especially in London. Clothing is often used as a form of self expression with Fashion adopted as a medium through which to emulate life. Explore the themes of homelessness, including the physical, social and psychological impact it can have on those affected as well as those who observe it.



Hussein Chalayan
Afterwords, A/W 2000, Photographer Chris Moore
<http://designmuseum.org/design/hussein-chalayan>



This years project brief takes inspiration from the work of Crisis the national charity for single homeless people. Their work is dedicated to ending homelessness by delivering life-changing services and campaigning for change.

Their innovative education, employment, housing and well-being services address individual needs and help homeless people to transform their lives.

Using the above extracts as your starting point, select 2-3 themes on which to base your collection. The themes you select must include research into an aspect of homelessness and the theme of a home being more than a roof. You will need to clearly reference e.g. a particular cause/ consequence of homelessness, a translation of similar themes into a fashion story, a particular emotion attached to a home, topics you may want to base your research on include:

Homelessness

Displacement

Re fashioning garments from old to new

Make do and mend

Functionality

Designers: Hussein Chalayan, Martin Margeila

Other useful research sources:

The Victoria & Albert Museum, *Kensington, London*

The Fashion & Textiles Museum, *London Bridge*

Museum of London, *London Wall*

The British Library, *Kings Cross, London*

The Design Museum, *London*

The Internet

Local libraries



House of Martin Margeila

1. <http://fashiontography.blogspot.com/2008/12/martin-margiela-interview-craig-mcdean.html>

2. <http://fashiontography.blogspot.com/2008/12/martin-margiela-interview-craig-mcdean.html>

3. <http://dailydiy.com/2006/11/08/page/2/>