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Camelot

Introduction

My senior collection showcases the designer I have become during my four years at the University of Delaware as an Apparel Design and Fashion Merchandising double major. My collection is a one stop shop, offering day and evening looks for my target customer. It provides an haute nautical fashion mood in a new, high class, fearless style for the high society women. The inspiration for my collection arises from Long Island beaches, a famous woman I have admired, and sailboats.

Inspiration

My overall inspiration for my collection stems from where and how I was raised as well as my idolization of Jackie Kennedy. I grew up on Long Island and was fortunate enough to spend many summers out on the eastern forks of Long Island and their beautiful beaches. Both forks have many beautiful towns but the two towns I remember best are Greenport on the north fork and South Hampton on the south fork.

Greenport is a small beach town known for its boutiques, restaurants on the water, and the constant docking of yachts, speed boats, and fishing boats. I spent countless summer nights with friends and family at multiple different restaurants on the water. I have gone to Greenport in the day for shopping, eating at small cafes, and ending the day at one of the many old ice-cream parlors. When I was a little girl my grandpa taught me about the many boats that were docked, as well as the water and how to read the currents, the wakes, and the depth.

The Hamptons are an upscale group of beach towns on the south fork of LI and are famous for their night life, their big luxurious houses and most of all their beautiful beaches on the Atlantic

Ocean. I have had the pleasure to visit the Hamptons multiple times and always think about their beautiful beaches.

The beach is and has always been a big part of my life. I love all beaches, whether on the ocean, the bay, or the sound. I've always been intrigued by the nature of the different bodies of water, as well as beach towns and how people live in them during the Summer and year-round. The beach has served as a safe haven to me throughout my life. The beach is also my biggest inspiration when it comes to my fashion designs.



Appendix A:



Appendix B:



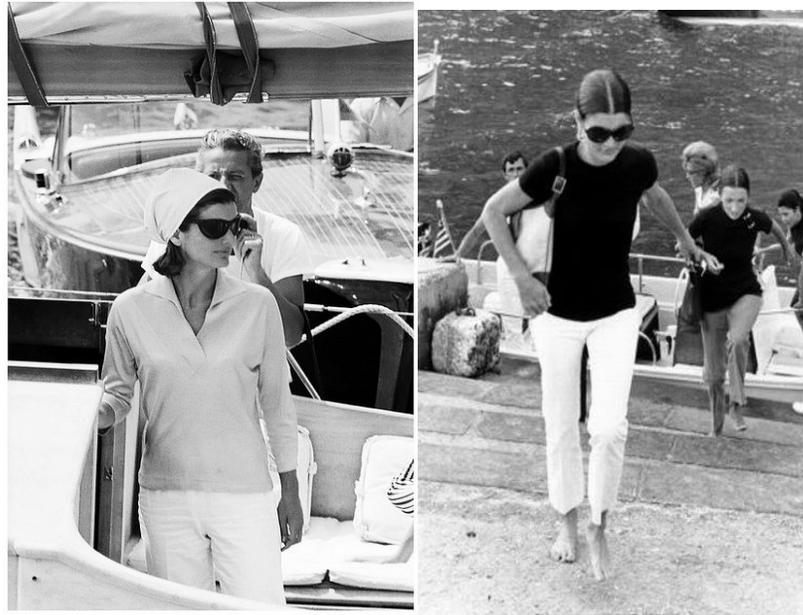
Appendix C:

My dad influenced me with his love for the beach as well as his fascination with the Kennedys. I learned much about the Kennedys very early in life and developed my own fascination with them, especially with Jackie Kennedy.

Jackie Kennedy's high society lifestyle influenced my senior collection. Jackie was not just a woman who was born into high society life, but rather an incredibly smart, successful, fearless woman who overcame great tragedy, enjoyed great success and earned tremendous admiration from many. When she became first lady, she influenced all Americans by being a young first lady that took the world by storm with her brains and her fashion. Jackie captured the ears and eyes of many women and men throughout her lifetime and was able to influence the world with style, class, education and resiliency.

I took inspiration mainly from how Jackie Kennedy dressed when she was on vacation in places like Capri, Italy. She dressed effortlessly chic and nautical and more casually than when in

the white house. Jackie Kennedy is known for making Jack Rogers shoes famous while on her trip to Capri, Italy. I think this is a true presentation of an effortlessly chic nautical fashion piece. Jackie's more casual everyday lifestyle inspired me more than her White House looks. I'm more captivated by what people wear every day to live their lives than what they wear to dress up for a red-carpet event or attend a gala.



Appendix D:

I relate with the Kennedy's need for an "escape" in their lives. While in the White House, they were constantly seeking for an "escape" from the public eye and most of the time this "escape" was by some body of water. Jack and Jackie Kennedy sailed, water skied, and dined on yachts. I relate to this escape, not in the sense that I am in the public eye, but rather in needing a place to be yourself, to be home, and to gather yourself in order to return back to life. I want to showcase the escape of people's lives in my collection as I think everyone is seeking an escape to live freely, especially in today's world. The beach is my happy place and my escape, as it was the Kennedys' escape.

Developing Collection

The development of my collection, from inspiration to garments, included many steps and tasks to be accomplished. It involved research, processes, and problem solving. I used different mediums and completed many different style tasks in order to fully develop the concept for my collection. I started designing knowing my goal was to design a collection that provides an haute nautical fashion mood in a new, high class, high society, fearless style. I first started out with more traditional silhouettes and typical nautical pieces you would expect to see. Doing traditional pieces allowed me to get those out of my system and transition into the more fearless style I wanted to design. I used style repetition throughout the looks to accomplish multiple sketches for multiple design options during my sketching process. We did an exercise in class of only changing one element from one design to the next and I enjoyed this task because I was able to create many unique designs very easily. I then went to my sketchbook and wrote down the words to best describe my collection and my customer. Writing down the words and visualizing them helped me in the design process. I then revisited the sketching exercise with a clear vision enabling me to design different style garments and successfully narrow down the looks for my collection.



Appendix E:



Strength **Mission** **Powerful**
Fearless **Sunshine** **Respected**
Positive **Sweet** **Solo**
Upper Class **High Society** **Sophistication**
Happy **Rhythmic** **Energy**
Edge **Elegance** **Sassy**
Dreamer **Admired**
Empowerment **Success**
Lively

Customer Profile One
 Setting: Hampton
 Story: Wakes up to her coffee with her dog as she reads the paper & see what's new and if she made any news. Works out

Integral, everyone is waiting to see where the day will take her & where she ends up at night. Goes to multiple parties in hope of her showing up

When she walks into the room everyone stares men + women. Men wishing they could have her & women wishing they could be her.

The women will eye her up + down + know that whatever she's wearing she will rock with confidence & it is most certainly very expensive & oh so "in" before its even in stores

shining moment that was Camelot”. JFK was strongly attracted to the Camelot legend because he was an idealist who saw history as something made by heroes like King Arthur. Jackie ended her interview in saying “there will be great presidents again, but there will never be another Camelot”.

I chose to name my collection Camelot mainly for the last two meanings. Camelot era for JFK’s presidential era as a tribute to my fascination of and my inspiration from Jackie Kennedy. Camelot being an idyllic place or period, especially one of great happiness is how I want my collection to feel to my customer. I want my customer to be in a state of great happiness wherever they go, while wearing my collection. As stated previously, I want to show the escape of people’s lives and I think anyone escaping is in seeking of a Camelot state of mind or place. I also believe Camelot is an intriguing title because people may only be familiar with one of the three meanings. It will make people curious about what they’re about to see on the runway. Lastly, this title matches well with my collection as it is sophisticated and goes with the haute nautical fearless mood of the collection.

Target Market

My target consumer is a woman who ranges between the ages of twenty-three and thirty-three. She is a single woman with no children who is still in search of that special partner in her life. She is a highly driven businesswoman with high disposable income. She is a creator, a philanthropist, and an entrepreneur. She grew up in a small Connecticut town. She attended Yale University and was highly recognized for her achievement in and out of the classroom throughout her college years. Throughout college and after college she developed close relationships with alumnae who mentor her and helped her in her career. After college she moved to NY and purchased a house in the Hamptons and rents an apartment in NYC. She chose the Hamptons for the high society and quiet escape and chose New York City for business. She is a Roman Catholic; her faith has helped her in her philanthropic services. She enjoys traveling and Europe is her

favorite destination. She has been to England, France, Germany, Belgium, Russia, Ireland, Poland, Hungary, and Italy. She has a list of multiple places she plans to travel to throughout her lifetime. She loves to see new Broadway shows, experience different cultures, and watch how other people in other countries live their day to day lives. She prefers to shop in stores rather than online because she likes to try on clothes to get the perfect fit and she appreciates the luxury treatment she receives when shopping in fancy stores. She shops at a range of designers and retail stores such as Ralph Lauren, Tory Burch, Tommy Hilfiger, Vineyard Vines, Kate Spade, Lily Pulitzer, J. Crew, Ann Taylor, and Loft. She doesn't need anyone to tell her what looks good on her or what she should wear, not even Vogue. She knows what looks good and feels good. When she wakes up in the morning, she puts on an outfit that makes her feel and look confident and enables her to be her fearless self. She searches for high quality and is willing to pay for it. She likes to show off her style and multiple designers. She is well known in high society and is often featured in the press. When she walks into the room she walks in with grace, with her head held high, and confident people will admire her outfit. When she smiles, she lights up the room and never goes unnoticed. She is fearless in her outfit choices and in life and she showcases these two traits each and every day. She knows exactly what she wants and will do whatever is required to get it. She will be thrilled with this collection because it consists of four of her favorite looks. She can go to the beach, have brunch with the girls, have lunch out on the town, go to a fancy dinner, and head to evening parties. She will be able to showcase her love for the sea without screaming it, and when she walks in the room or down the beach everyone will know that she has arrived. I would like to think of my customer as a modern sophisticated single Jackie Kennedy.

Story

To relate to my customer more and think about her life I developed a story and journal entries from her to imagine what she would be thinking and how she would live her life.

The breeze rolls through the bedroom balcony glass doors as she's fast asleep on an early morning. She begins to feel a chill and pulls up the covers. She begins to hear the sounds of birds chirping and realizes the sun will be coming up soon. She listens to the waves slowly crashing on the shore. She feels her dog, at the bottom of her feet, begin to move knowing she's going to get up soon. She opens her eyes with a smile happy to start another day of life as her dog begins to climb up the bed to say good morning.

Her name is Belle and she is exactly how she is defined, a beautiful woman. Belle lives alone with her poodle, Chloe, in the Hamptons on Long Island and commutes into New York City. Belle created a philanthropy for providing young women around the world an education called SSW standing for Successful Strong Woman. She started her philanthropy after college and was able to rapidly grow it with the support of many Yale alumnae, celebrities, and people high in society. Making connections with these people is what got her into the high society life as a young woman. Belle is a Kennedy descent and while the last name has provided some strength it has given her some bumps in the road with the press and society thinking about who she was and how she "earned" her spot. The vast knowledge she attained from attending an Ivy League college as well as her continual travel abroad allows her to respond to questions with ease and poise. She is constantly in the press in a positive way for her fashion and in a negative way for rumors being spread about her social, love, and even business life. Although much is said about her, she continues to stand strong in front of the press at events and escapes in the Hamptons as much as possible.

She likes to spend her mornings at the beach, with her dog and her coffee. She lives an active and healthy lifestyle to keep her life and body as sane as it possibly can be with the constant buzzing press.

Journal Entry: A Typical Day:

This morning I awoke with Chloe at my feet begging for me to take her for a walk. I am extremely lucky to have her as my dog in this big house but waking up before my alarm is not how I intend to live. Although today got off to an earlier start than usual it was a productive day in the office and setting new travel plans to Paris in three months. Hopefully the press will not follow me on this adventure. If they do, I will have to find some type of escape. I finally understand her for escaping so much when she did.

Journal Entry: Her

Some days like today I wish I got to know her. With people telling me I am like her I wish I got to connect with her. Maybe I would understand more about how to live in a world with the press. With her, there were cameras and publicists but there wasn't all this social media updating the universe on your every move. The only thing I love to see is the comments and posts about my outfits and my fashion. My style is the one thing to my name I must keep in the news.

TED Ten

The future of fashion requires much thought be put into sustainability. New designers must and fortunately have come into the fashion industry with new takes, care, and focus on sustainability aspects for their designs and / or companies. Select current designers and brands are reviewing their supply chain, their materials, and their cultural and social sustainability responsibilities in order to be a more conscious designer or brand. Consumers are becoming more aware and demanding of sustainable aspects with designers and brands. Consumers are demanding more transparent conversation between the designer or brand and the consumer on the production

of their products. Consumers not only want sustainable and ethical products, they want to see how it was sourced and made as well

In response to the TED Ten, I focused on number two of the TED Ten, design for cyclability. Design for cyclability as described by the TED Ten is using textiles in design for recycling, upcycling, mono materiality, for disassembly for the closed-loop systems of the future, think re-usable, non-invasive installation or renewal¹. Design for recyclability is an environmental sustainability component. Rather than throwing textiles into a landfill, you reuse them and repurpose them in a new and different way than their original purpose. With this Ten TED concept in mind, I decided to use a sail boat sail and recycle the textile in my collection. I chose to recycle a sailboat sail because of my inspiration and collection theme. I discovered a company called Sea Bags in Greenport, NY. Sea Bags uses old sails from sailboats and makes handbags out of them². This concept intrigued me because I never thought about reusing other textiles that are not normally used in the fashion industry. By using an old sail from a sailboat as material for my collection I recycled the sail rather than having it go to the landfill. I also used the sail in a new way than what it was originally made for.

I retrieved a large light aqua blue sail from the University of Delaware's Club Sailing Team. I tried to dye the sail navy blue to match my collection multiple times with different sources of dye but unfortunately this task failed. The sail could not absorb the dye because of the finish already on the sail for it to withstand the wind and the salt water. I had to think of a new way to make the sail navy blue. I decided to use acrylic paint and used different shades of blue to achieve the desired navy-blue color The good news is I was able to obtain the desired color; the bad news is the textile became stiffer and harder to use as a garment after painting the sail with acrylic paint. I thought of using the sail as a cape or a skirt to create a fourth look for my senior collection or

possibly as an accessory such as a bag. I chose to make bags with the navy-blue sail. Overall the challenge with the sail was a learning experience with different materials, colors, and designs.



Appendix F:

Collection

After choosing three looks for my collection, I then thought about the fabrics I was going to need in order to accomplish my looks. I needed loose, flowy, and sheer fabrics for my coverup, shirt, pants, and top. I also needed fabric for swimwear. I originally thought about using embroidery on some pieces of my design but decided instead to use a fringe trim on my first look. My original color story was blue, white, and tan. I changed my color story after visiting Mood Fabrics. A geometric stripe silk georgette classic multi fabric, which included the colors of white, navy, light blue, and coral really caught my eye. I decided to change the color palette of my collection to the color palette of this fabric and searched for other fabrics that would complement this fabric's colors. My experience at Mood Fabrics went from frustration to success. It began with much running around, and searching for different fabrics, attempting to piece together the best selection of fabrics for my collection. It ended with me having a range of fabrics that included: a

polyester woven stripe, a silk georgette classic multi, silk gazaar classical multi, and a fashion polyester brocade classical multi. I was pleased with my selection of fabrics because I felt they not only supported my inspiration and mood for my collection but would also challenge me to combine a range of fabrics into a cohesive collection. I later purchased swimwear fabric in navy and ivory, as well as a sheer ivory china silk.

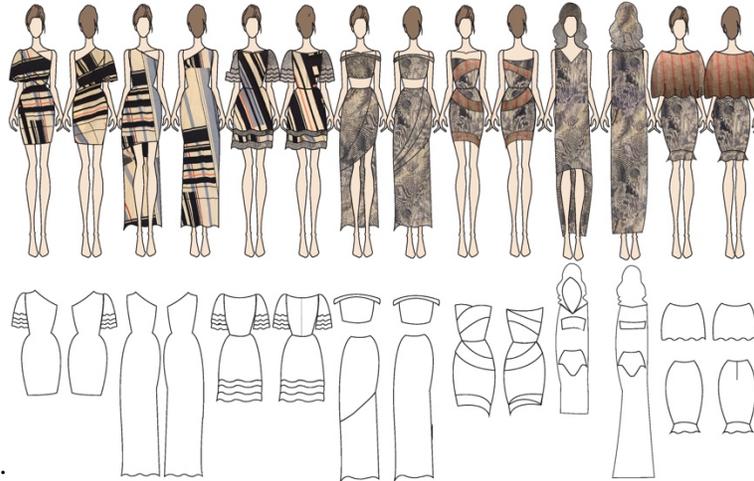
My three looks allow my customer to live her life from the beach to an event. Look one is a high low hooded cover-up in a linear floral stripe print with a bandeau bikini top and high waisted bikini bottom in navy blue. The cover-up features a navy fringe on the side seams and hem. The inside hood of the cover-up is bound with navy blue bias tape. The cover-up was sewn with $\frac{1}{2}$ seam allowance, double rolled hems, and French seams. The bandeau bikini top and high waisted bikini bottom both have elastic in them for the proper fit. This overall look was inspired by Long Island beaches and beach towns.

Look two includes a sheer ivory short sleeve top with a coral and an ivory striped trim collar, a coral and ivory stripe sheer wide leg pant, and a bandeau bikini top and high waisted bikini bottom in ivory. The top was originally a one shoulder top with no sleeves, but I redesigned this top after creating it because I didn't like the fit. I decided to make the new top fit across and have sleeves to meet the collection requirement of sleeves. The top was constructed using French seams. I added the coral and ivory stripe fabric on the collar of the top to have a more cohesive look with the pants. The pants are a high waisted wide leg fit and dropped crotch with inseam pockets and an invisible zipper on the back center. The bandeau bikini top and high waisted bikini bottoms include elastic in them for a proper fit on the body. The overall look is inspired by the outfits Jackie Kennedy's wore during her trip to Capri, Italy.

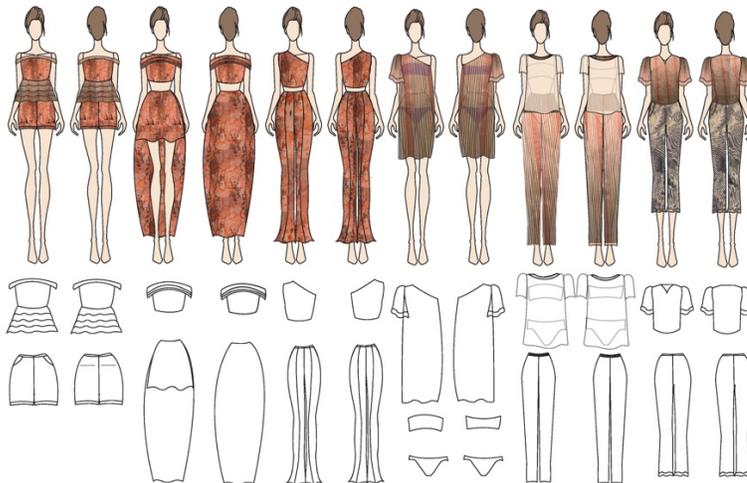
Look 3 is a one shoulder asymmetrical high low dress. This dress was constructed with double rolled hems and a loose fit lining to add a flowy elegance to the dress. The asymmetrical

silhouette works well with the geometric stripe print to showcase the inspiration of a sail. Look 3 also includes two tote bags made from a recycled sail. The bag and straps are made from an aqua color sail that was painted with navy blue acrylic paint to match the collection. The bags can be used for the beach, shopping in town, and for travel.

While creating each look, I went back to my previous looks to ensure I was designing a cohesive collection. Design is an iterative process. I paid close attention to the elements and principles of design such as proportion, scale, and repetition when transitioning between the designs of each look. I incorporated sheer fabric and a bikini in looks 1 and 2. I kept the high low silhouette in looks 1 and 3. Line is used throughout all three looks with my choice of fabrics. Color was used to make the three looks cohesive with navy blue and coral. The third look pulls all three looks together by incorporating all the colors in the first two looks. I will add a fourth look to this collection and make it coral focused to make the color palette of the collection even more cohesive.



AppendixG:



Conclusion

My Camelot collection offers day and evening looks that present an haute nautical fashion mood in a new, high class, fearless style for the high society women. The inspiration for my Camelot collection is the beaches of Long Island, Jackie Kennedy, and sailboats. My collection is a unique and elegant design of nautical fashion and includes the reuse and repurposing of a sail into tote bags.

I have accomplished all of the course goals and requirements in designing and completing my Camelot collection. I met my goal for my collection to offer day and evening looks that present

an haute nautical fashion mood in a new, high class, fearless style for the high society women. I expressed my inspiration through my designs and was able to use a piece of my inspiration as an actual textile in my collection. I completed much research, developed a process for designing my collection and stayed on task until completion.

Works Cited

- 1 About Us. (n.d.). Retrieved from <https://seabgas.com/info/about-us.html>
- 2 Camelot. (n.d.). Retrieved from <https://www.dictionary.com/browse/camelot>
- 3 Fitzpatrick, E. (2016, August 16). Reese Witherspoon Wore the Sandals Jackie Kennedy Made Famous. Retrieved from <https://www.whowhatwear.com/reese-witherspoon-jack-rogers-sandals-jacqueline-kennedy>
- 4 TED's Ten:2 - Design for Cyclability. (n.d.). Retrieved from <http://www.tedresearch.net/2-design-recycling-upcycling/>

Books I Read over the Summer Related to Collection

- Love by the Sea - Oscar Woodbury
- Present over Perfect - Shauna Niequist
- Grace not Perfection -Emily Ley
- Mrs. Kennedy and Me - Clint Hill
- Jackie Kennedy - Chris Matthews

Inspiration not on Board

https://docs.google.com/document/d/1-vMr9Jp-1AW0AC6PyVo0s5Lil3-zdTWSlGT-r_8wQrI/edit?usp=sharing

<https://www.thedailybeast.com/how-jackie-kennedy-invented-the-camelot-legend-after-jfks-death>

