Worn by Emma Watson at the 2016 Met Gala, Calvin Klein’s sustainable gown made from recycled plastic bottles and organic fabrics gained enormous amounts of social media attention following the event. The body of the gown was crafted from three different fabrics, all woven from yarns made from recycled plastic bottles. The zippers on the gown are made from recycled materials and the inner bustier has been crafted from organic cotton. The organic silk used in the lining of the gown is certified to a standard that guarantees the highest environmental and social standards throughout production.

<table>
<thead>
<tr>
<th>Design 1:</th>
<th>Plus</th>
<th>Minus</th>
<th>Interesting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Aesthetically pleasing</td>
<td>- Although it is sustainable, not</td>
<td>- All aspects of the dress are made with a sustainable</td>
</tr>
<tr>
<td></td>
<td>- Uses sustainable materials</td>
<td>all components have been made</td>
<td>mind</td>
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<tr>
<td></td>
<td>- It is worn at a red-carpet event where</td>
<td>from recycled elements</td>
<td>- Merging of fashion and technology</td>
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<td></td>
<td>it will gain a lot of attention</td>
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<tr>
<td></td>
<td>- Recycles a world pollutant, giving it a</td>
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<tr>
<td></td>
<td>new use</td>
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<td></td>
<td>- Is creative in the use of technology in</td>
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<td></td>
<td>fashion</td>
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<thead>
<tr>
<th>Design 2:</th>
<th>Plus</th>
<th>Minus</th>
<th>Interesting</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>- Aesthetically pleasing</td>
<td>- This design could experiment with more</td>
<td>- Although the dress has simple yet high aesthetics,</td>
</tr>
<tr>
<td></td>
<td>- It is worn at a red-carpet event where</td>
<td>sustainable elements and the use of more</td>
<td>this isn’t impacted by the use of sustainable elements</td>
</tr>
<tr>
<td></td>
<td>it will gain a lot of attention</td>
<td>recycled materials</td>
<td></td>
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<tr>
<td></td>
<td>- Uses some sustainable practices</td>
<td>- Could be more innovative in the use of</td>
<td></td>
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<tr>
<td></td>
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<td>technology in fashion</td>
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<thead>
<tr>
<th>Design 3:</th>
<th>Plus</th>
<th>Minus</th>
<th>Interesting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Knitted using thin plastic bags</td>
<td>- Not aesthetically pleasing</td>
<td>- The thickness of the plastic bags has given the design</td>
</tr>
<tr>
<td></td>
<td>- Recycles a world pollutant, giving it a</td>
<td>- Worn on a cat walk, however, due to not</td>
<td>a chunky texture</td>
</tr>
<tr>
<td></td>
<td>new use</td>
<td>being aesthetically pleasing, when</td>
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<td></td>
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<td>seen, it won’t make people want to use</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>plastic for clothing</td>
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</table>
Design 4:

<table>
<thead>
<tr>
<th>Plus</th>
<th>Minus</th>
<th>Interesting</th>
</tr>
</thead>
</table>
| - Recycles a world pollutant, giving it a new use | - Not aesthetically pleasing  
- Sealed nature of the plastic bags would create a sweaty environment 
- Thick plastic bags which would be irritating when in contact with skin | - The multi-colours in the plastic bag have been used to create two sections of colour 
- Plastic bags have been crinkled in the bodice to create an additional interest point |

Design 5:

<table>
<thead>
<tr>
<th>Plus</th>
<th>Minus</th>
<th>Interesting</th>
</tr>
</thead>
</table>
| - Recycles a world pollutant, giving it a new use | - Not aesthetically pleasing  
- Sealed nature of the plastic bags would create a sweaty environment 
- Bland – not interesting (it looks like a plastic bag) | - The designer has used the in-built elements of the plastic bag (draw string) to create shape |

Design 6:

<table>
<thead>
<tr>
<th>Plus</th>
<th>Minus</th>
<th>Interesting</th>
</tr>
</thead>
</table>
| - Recycles a world pollutant, giving it a new use  
- Promotes a positive use of plastic bags in clothing  
- Interesting and unique design | - Sealed and layered nature of the plastic bags would create a sweaty environment | - The layering of the plastic bags gives the base of the dress its volume |

After researching existing designs, I can see that apart from Emma Watson’s Calvin Klein gown, dresses made majority from plastic waste are NOT aesthetically pleasing. These dresses made from plastic bags have major design flaws surrounding breathability, aesthetics and functionality. I would like my dress to be as aesthetically pleasing and functional as Emma Watson’s Calvin Klein gown was. From this research, I need to ensure that my design is highly aesthetically pleasing, incorporating plastic waste in an interesting way, in order to capture the attention of a worldwide audience. I also need to ensure that my design addresses concerns of breathability, and functions appropriately for the haute couture standard of design.
Design 1:

**Plus**
- Uses multiple elements of plastic waste
- Incorporates the use of new technology
- Applies the plastic waste in varied ways (crochet and laser cut sequins)
- Innovative

**Minus**
- There would have to be an under-dress, as by just having the plastic bags it could create irritation for the wearer

**Interesting**
- The layered plastic bottle sequins will give a shimmery and layered effect
- Holes in crochet rounds at the base of the skirt will allow for breathability

Design 2:

**Plus**
- Applies the plastic bags in varied ways (woven and crochet)
- Varied use of plastic bag shows how plastic bags can be manipulated in multiple ways
- Loose nature of the weaving and the holes in the crochet allow for breathability

**Minus**
- There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer

**Interesting**
- Weaving of the plastic bags gives the impression of linen
- Perhaps the p-linen (woven plastic bags) could be used as the outer layer of a corset, with silk or a similar fabric as the inner layer
### Design 3:

**Plus**
- Applies the plastic bags in varied ways (woven and crochet)
- Varied use of plastic bag shows how plastic bags can be manipulated in multiple ways
- Loose nature of the weaving and the holes in the crochet allow for breathability

**Minus**
- There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer
- Possibly not enough interest points on the p-linen. Perhaps i could do some embroidery

**Interesting**
- Weaving of the plastic bags gives the impression of linen
- Asymmetrical nature of the base of the dress creates multiple viewpoint layers

### Design 4:

**Plus**
- Applies the plastic bags in varied ways (woven and crochet)
- Varied use of plastic bag shows how plastic bags can be manipulated in multiple ways
- Loose nature of the weaving and the holes in the crochet allow for breathability

**Minus**
- No interesting points of innovation structurally
- Simplistic and not a design that you would expect to be of a haute couture standard
- There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer

**Interesting**
- Weaving of the plastic bags gives the impression of linen
### Design 5:

- **Plus**
  - Applies the plastic bags in varied ways (woven and crochet)
  - Varied use of plastic bag shows how plastic bags can be manipulated in multiple ways
  - Loose nature of the weaving and the holes in the crochet allow for breathability
  - Simple but elegant design
  - Feminine and delicate

- **Minus**
  - Whole strapless dress made from the woven plastic bags could possibly be too simple and may need to have additional design elements, possibly embroidery
  - There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer

- **Interesting**
  - The weight of the crochet plastic bags allows for the drape effect of the tulle

### Design 6:

- **Plus**
  - Applies plastic bags in an innovative way (woven)
  - Loose nature of weaving would allow for breathability

- **Minus**
  - There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer
  - Tight, fitted and long nature of the dress may make it uncomfortable for the wearer

- **Interesting**
  - The design incorporates biomimicry (mimics the wings of a bird)
Design 7:

**Plus**

1. Applies plastic bags in an innovative way (crochet)
2. Shape of the sleeves gives the impression of a couture dress
3. Applies the plastic bags in varied ways (woven and crochet)

**Minus**

1. Tight waist and loose base is typical of a couture dress
   - Not innovative (typical style of dress)
2. Shape of the sleeves gives the impression of a couture dress
3. Not a design that is highly memorable and impactful

**Interesting**

1. Sleeves are a focal point for the dress
2. Sleeves are a focal point and distinguishing feature of the dress
3. The Centre woven plastic bag is almost like a corset and is a main feature of the dresses design

Throughout the development of these initial sketches I was largely stuck designing preconceived, detailed ideas. The designs that I was producing were similar in many ways and weren’t pushing the boundaries of design and weren’t making a much needed statement. In order to raise awareness surrounding plastic waste, my design needs to stand out from those couture dress designs that it is surrounded by. It needs to have a ‘wow’ factor that will force people who view it to remember it and what it stands for. In order to help myself break away from designing similar designs to the ones I have already produced, I will research into current couture trends and simplify my designing, to initially produce a shape, later determining plastic waste elements incorporated into the design.
After researching about current trends in couture fashion, I am able to see design elements that will appeal to my target market. By incorporating some of these design trends that will appeal to my haute couture market, as well as building my own innovative ideas, I am hoping to create a design that will STAND OUT among other haute couture dresses, while additionally RAISING AWARENESS for plastic waste, its impacts on the environment and other uses for it. From this research I have been opened up to new design possibilities that will assist in the development of my final design.
FURTHER DEVELOPMENT OF SKETCHES

Design 1:

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<tr>
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<td>- Not a design that would be appropriate for a haute couture audience</td>
<td>- The design incorporates biomimicry (mimics the feathers of a bird)</td>
</tr>
<tr>
<td>- If so the loose nature of weaving would allow for breathability</td>
<td>- There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer</td>
<td></td>
</tr>
<tr>
<td>- The design incorporates aspects of the trend revealing shoulders and skin</td>
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Design 2:

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<tr>
<td>- If so the loose nature of weaving would allow for breathability</td>
<td>- Not unique</td>
<td></td>
</tr>
<tr>
<td>- There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer</td>
<td></td>
<td></td>
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</table>
Design 3:

- The design incorporates aspects of the trend revealing shoulders and skin
- Has potential apply plastic bags in an innovative way (woven)
- If so the loose nature of weaving would allow for breathability

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<td>- The design incorporates aspects of the trend revealing shoulders and skin</td>
<td>- There would have to be an under-dress/ fabric layer, as by just having the plastic bags it could create irritation for the wearer</td>
<td>- The design incorporates biomimicry (mimics the pentagonal shapes found in a beehive)</td>
</tr>
<tr>
<td>- Has potential apply plastic bags in an innovative way (woven?)</td>
<td>- Possibly to simple, not making enough of a statement that will be remembered</td>
<td>- The pentagonal shapes are repeated throughout the dress</td>
</tr>
<tr>
<td>- If so the loose nature of weaving would allow for breathability</td>
<td>- Not a unique and innovative design</td>
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</table>

Design 4:

- Has potential apply plastic bags in an innovative way (woven?)
- If so the loose nature of weaving would allow for breathability

<table>
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<tr>
<td>- If so the loose nature of weaving would allow for breathability</td>
<td>- Not a unique and innovative design</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Not a design that would be appropriate for a haute couture audience</td>
<td></td>
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</table>
### Design 5:

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<th>Interesting</th>
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</table>
| - The sleeves and base of the dress are focal points  
- Has potential apply plastic bags in an innovative way (woven)  
- If so the loose nature of weaving would allow for breathability | - There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer  
- Possibly to simple, not making enough of a statement that will be remembered - may need to incorporate more applications of plastic bags (crochet, embroidery etc.) | - The design incorporates biomimicry (mimics the shape of leaves) in the sleeves and the base of the dress |

### Design 6:

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<tr>
<th>Plus</th>
<th>Minus</th>
<th>Interesting</th>
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</thead>
</table>
| - The design incorporates aspects of the trend revealing shoulders and skin  
- Has potential apply plastic bags in an innovative way (woven)  
- If so the loose nature of weaving would allow for breathability  
- Top half of the dress is innovative and could create a statement that would be remembered | - There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer  
- Base of the dress is to simple and isn't innovative, taking away the ‘wow’ factor from the top section | - The base diagonal line mirrors the line made from crossing over the fabric |
### Design 7:

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<th>Interesting</th>
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</thead>
<tbody>
<tr>
<td>- The use of the fitted waist enhances the illusion of volume in the skirt</td>
<td>- Doesn’t incorporate any elements of fashion trends</td>
<td>- The base of the dress is layered to create volume and interest</td>
</tr>
<tr>
<td>- Has potential apply plastic bags in innovative ways (woven and crochet)</td>
<td>- There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer</td>
<td></td>
</tr>
<tr>
<td>- If so, the loose nature of weaving and the holes in the crochet would allow for breathability</td>
<td>- Possibly too simple and generic</td>
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### Design 8:

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<tr>
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<th>Interesting</th>
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</thead>
<tbody>
<tr>
<td>- Has potential apply plastic bags in innovative ways (woven and crochet)</td>
<td>- There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer</td>
<td>- The base of the dress uses elements that would create interest for the viewer (layered)</td>
</tr>
<tr>
<td>- If so, the loose nature of weaving and the holes in the crochet would allow for breathability</td>
<td>- Not overly innovative and possibly too simple, not making enough of a statement that will be remembered</td>
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</tbody>
</table>
Design 9:

- Has potential apply plastic bags in an innovative way (woven)
- If so the loose nature of weaving would allow for breathability
- The plunging neckline plays on the trend of revealing shoulders and naked dressing
- There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer
- Perhaps not allowing for the inclusion of multiple plastic waste applications
- The base of the dress is a simple tight dress so that the focal point is the cape
- The asymmetrical base of the cape is used to guide the eye around the entire circumference of the dress

Design 10:

- Has potential apply plastic bags in an innovative way (woven)
- If so the loose nature of weaving would allow for breathability
- Includes elements of the trends; revealing shoulders, artistically inspired designs and easy elegance
- Unique, innovative and interesting design
- The angular shapes is repeated throughout the entire dress
- The flared sleeves is mimicked in the flared base
Design 11:

**Plus** | **Minus** | **Interesting**
---|---|---
- Has potential apply plastic bags in multiple innovative ways (woven, crochet and embroidery)  
- If so, the loose nature of weaving and the holes in the crochet would allow for breathability  
- Includes elements of the trends; revealing shoulders, artistically inspired designs, easy elegance, ruffles and florals (crochet)  
- Unique, innovative and interesting design  
- The design has a ‘wow’ factor that would make viewers remember the dress and what it stands for | - There would have to be an under-dress/fabric layer, as by just having the plastic bags it could create irritation for the wearer | - The flared sleeves is mimicked in the flared base

After breaking away from pre-concieved ideas and incorporating current fashion trends, i have been able to produce a variety of unique and interesting designs that will appeal to my haute couture target market. Although some designs weren’t appropriate as a haute couture design, i was able to incorporate some shapes and design elements into other, more appropriate designs. In order for me to finalise my design i need to undertake some testing and experimentation. This will allow me to decipher between which designs will be able to completed accurately and to a high standard.

At the moment i believe that the following are the most appropriate designs for my target market:

**Initial sketches**
- Design 1  
- Design 2  
- Design 5

**Further Developed sketches**
- Design 10  
- Design 11