



The Australian Wool Fashion Awards

Portfolio for Entry 0412

Entry Names: Kash and Clare O'Hara

Entry Number: 0412

Entry Section: Section Four- Woven. An outfit for any occasion using woven wool rich fabric, i.e. race wear, day wear, suits.

Judging Criteria

Technical skills - garment assembly and construction- 50%

Design Skills - creativity, visual impact - 45%

Portfolio - inspiration, presentation suggestions - 5%

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Chapter 1: Inspiration

Inspiration

My Design Brief: To create a woman's race wear outfit made from woven wool fit to win the Myer Fashions in the Field at the Sydney Autumn.

Whenever I sit down to start designing a particular garment or an outfit, I always look at the design brief or I create my own so that it gives me something to work towards. In this case, since it is a competition, the design brief was very broad "Section Four-Woven. An outfit for any occasion using woven wool rich fabric, i.e. race wear, day wear, suits." This is great because it allows me to get really creative and set my own brief within that.

Brief

My Design Brief: To create a race wear outfit, made from woven wool, fit to win the Myer Fashions in the Field at the Sydney Autumn Carnival.

After reviewing the criteria for the Australian Wool Awards as well as the criteria for the Fashions in the Field at the Golden Slipper Festival 2010, I wanted to create an outfit that epitomises style, sophistication, originality and elegance. I wanted to design a fashionable cutting edge dress with a jacket so it is appropriate for autumn racing as well as a wool or felt hat (straw hats are not appropriate for autumn racing), gloves and stockings that all tie in with the theme of the design.

Before looking for inspiration I need to be specific in a theme and colours so it gives me a direction to where I am going.





Theme

I have decided on a nautical inspired autumn/ winter look for my race wear design. I chose an autumn/ winter carnival look because it's most appropriate when designing an outfit from wool.

I chose a nautical look because it has a classic and timeless appeal. Moving the style into a sophisticated direction broadens the allure of the nautical trend, working for youth as well as a more mature market which is what race wear is about.

The nautical trend is a trans-seasonal and extremely wearable look. It's one of those rare trends that transcends ages and markets, looking great when dressed up into a classic race wear look. It has been prevalent in a lot of recent runway shows for both Spring/ Summer and Autumn/ Winter, and I want to take this trend and create my own designs.



Colours

I decided on a black and white colour scheme.

One of the key Autumn/ winter 2010 colour palettes taken from Fashion forecasting website WGSN is black, grey and white. Black and white always looks stylish, sophisticated, and classy and is often seen in nautical inspired looks. These colours are often worn by the winners of the Fashions on the Field too.

Outer: White with black trimmings

Inner: Black and white stripes and a black and white patterned fabric.

Black/Greys/White

Archetypal monochromatic tones range from flawless black, and warm or cool greys to purest white.



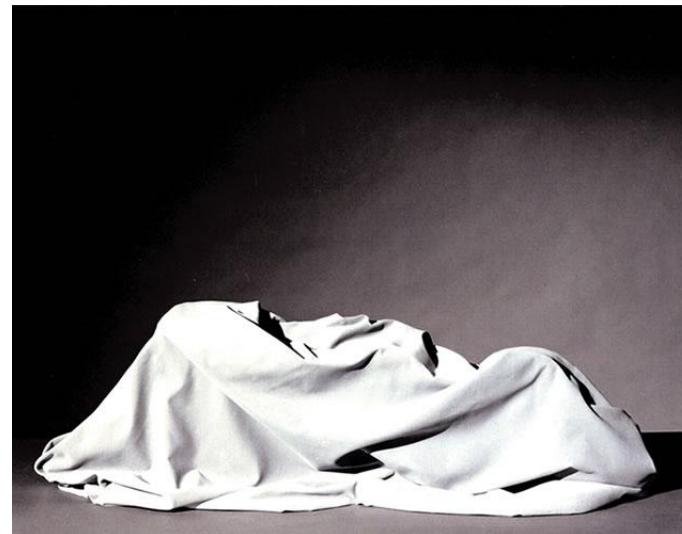
PANTONE Black C



PANTONE Black 4C



PANTONE Black 6C



Race wear Inspiration

To truly understand race wear looks, it is important to look at the history of women's fashion at the races and to look at the traditions that have stayed in these looks over the years. One clearly evident tradition is a woman has always worn a hat to the races. In recent times this has extended to fascinators and headwear but in my design I wanted to go back to the early tradition of a hat.

Other traditions for dressing for an Autumn/ winter carnival have been women have always covered their shoulders by either wearing a dress with a sleeve or a jacket over the top of their dress or skirt and top. Women have always worn gloves and stockings with closed toed shoes too.

To create a perfect race wear look I must also look at what's appropriate and what's not and after reviewing the fashions on the field criteria, looking at the AJC dress regulations, looking at past winners of fashions on the field, looking at racing style icons, and using my own tuition, I have created my own list of do's and don'ts for designing a race wear look.



Race Wear Fashion do's for designing....

- Design a dress or a skirt and top (covered shoulders for Autumn/ winter). Pants, shorts or jeans are definite NO.
- Design an outfit that will be flattering on a woman's body but still sophisticated. Opt for a knee-length style, or an empire-line. You can get away with a shorter dress if you're covered up top i.e. showing your boobs and legs is too much!
- A Hat is a must. Wool or felt is a must for autumn/ winter, not straw.
- Gloves are a must.
- Stockings and closed toes shoes are best for autumn/ winter looks at the races.

And don'ts....

- No lycra or sequins!! (The Australian Wool Awards have set the criteria to make the garment at least 60% wool so this helps with deciding on materials)
- No micro-minis.
- Don't use your everyday bag or any big handbags- opt for a stylish clutch or a little purse.



Australian Racing Style icons in Black and White

To gain further inspiration for my design, I looked at some of the famous Australian women racing style icons. The following photos are pictures of these women in black and white outfits.



**Kate
Waterhouse**



Megan Gale





Jennifer Hawkins



Jennifer Hawkins

Megan Gale



Gai and Kate Waterhouse



Miranda Kerr



Emma Freedman and Zoe Foster

Fashions on the Field Entrants

To gain further inspiration for my design, I looked at some of the fashions on the field entrants and winners.



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