



KYLE DE CROWN
NOTTINGHAM

SOCIAL CRITICIZE

Through **Visual Contrast** Between **Florence and Homeless**

The start of this concept was inspired by the travel to Italy in Florence during last winter vacation. I saw the most striking disparity between rich and poor in the most beautiful city. Homeless people sitting in front of luxury brands store. This view gave me critical thinking and inspiration.



COLOUR PROJECT *#Emmanuel house x Ntu*

FLORENCE FIRENZE

I traveled to Florence, birthplace of Renaissance. Here I saw Tuscan architecture and inspired by the ornaments of nobles like flowers and lace pattern. This is a beautiful side of my concept

Renaissance



Lace



Santa Maria Fiore

Flower



Tuscany

Upper Class



HOMELESS SENZA CASA

Shop Window

Lee Godie

Be Dry

Be Secure

Help

Vinyl

Guernica

YOU CAN MAKE
A DIFFERENCE

Lower Class

Criticize

Homeless in front of luxury brand stores in Florence. This contrast has brought me a social critical attitude. Guernica of Picasso with social critical message, Lee Godie Homeless artist, vinyl, and social critical message I want to convey. This is dark side of my concept



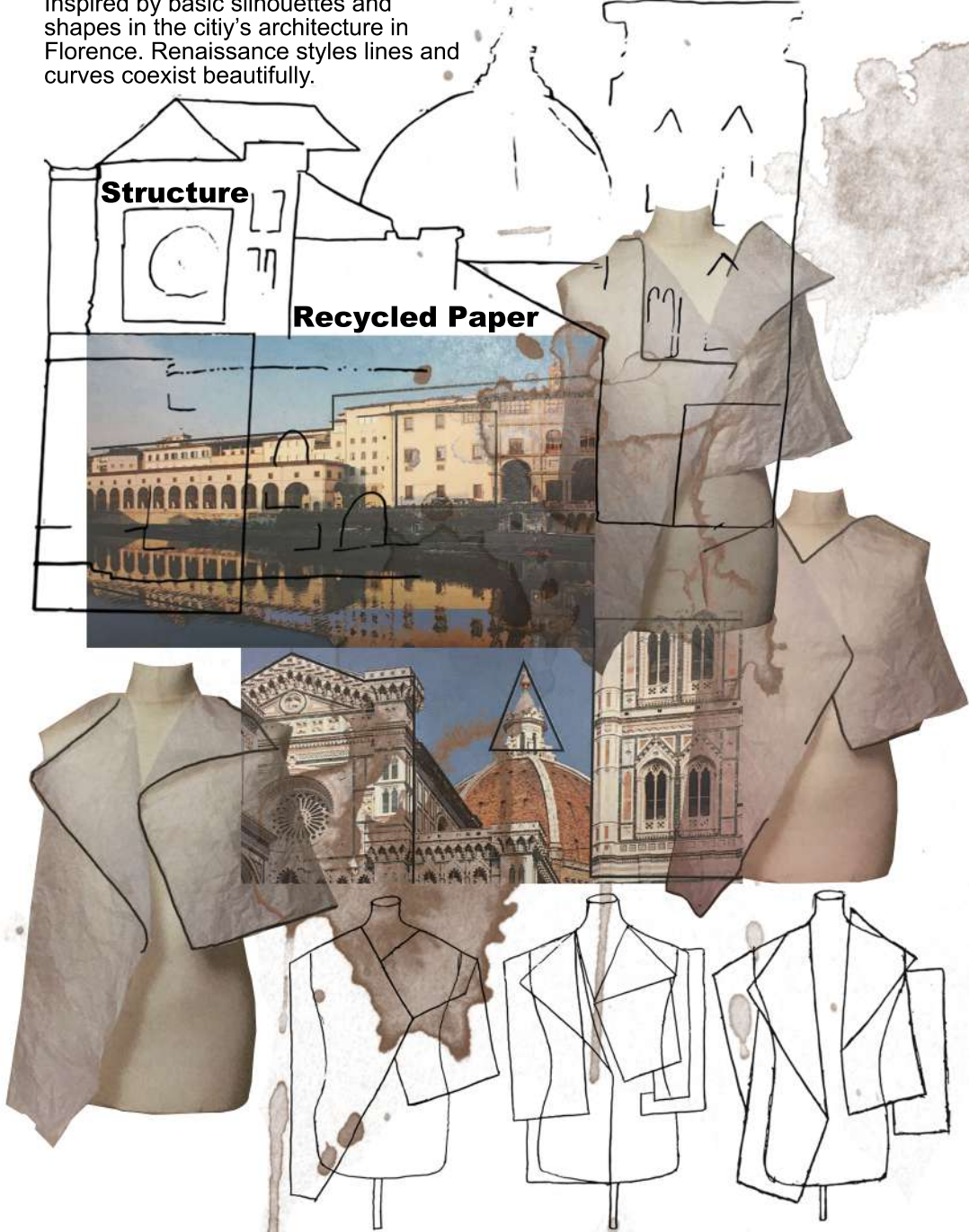
Initial Silhouette

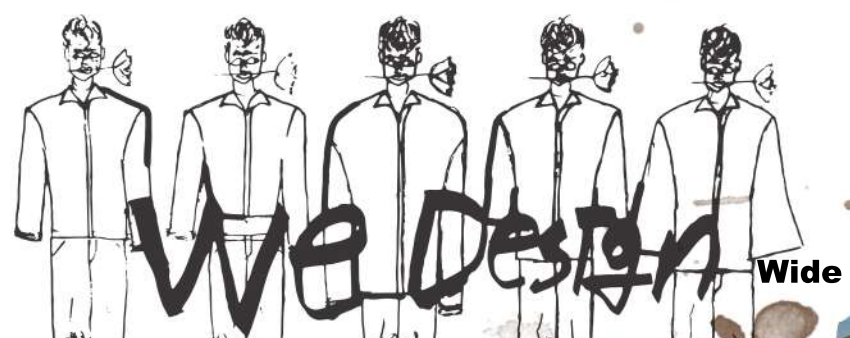
Inspired by basic silhouettes and shapes in the city's architecture in Florence. Renaissance styles lines and curves coexist beautifully.

Architecture

Structure

Recycled Paper





Wide



Collar



Length



Size

Inspiration to develop basic silhouette through various lengths, widths and sizes of jackets.



Contrast

Pocket

Tailored

Outdoor

Be Secure

Through 3D Standwork, I mixed Outdoor Jacket of Homeless and formality Jacket of Florence. Flip jacket and discover the silhouette of many pockets.



Fabric

Layer

Embroidered

Pattern

Develop Detail

Silhouette through layering of basic jacket and pattern jacket with concept colour and pattern. inspired layering of lace fabric, suede fabric, pattern fabric.

Bonington

Criticize

Patches

Flower

Detail with patchwork sampling. Flower patch, critical message and colourful patterns that harmonize this project concept.

Recycled



Be Secure
 Komplexität entsteht, wenn
 sich die Frage »Is there such a
 thing as a costume object«, a fetish
 object, an artefact, etc. in our
 relation to it that concerns us?«,
 wie wir beantworten lässt
Pocket
 Is our relation to it that concerns
 Es sind wir, doch nicht
 entwerfen, wir werden zu
 Interpretinnen und entwerfenden
 über den Stellenwert des von
 macher und Partner Geschäfte-
 ler wir produzieren die affirma-
 tive oder manchmal auch kritische
 Aufklärung seiner objektive Räume
 und Lebenswelten mit

**We design
 we help
 we criticize**

Hidden Detail

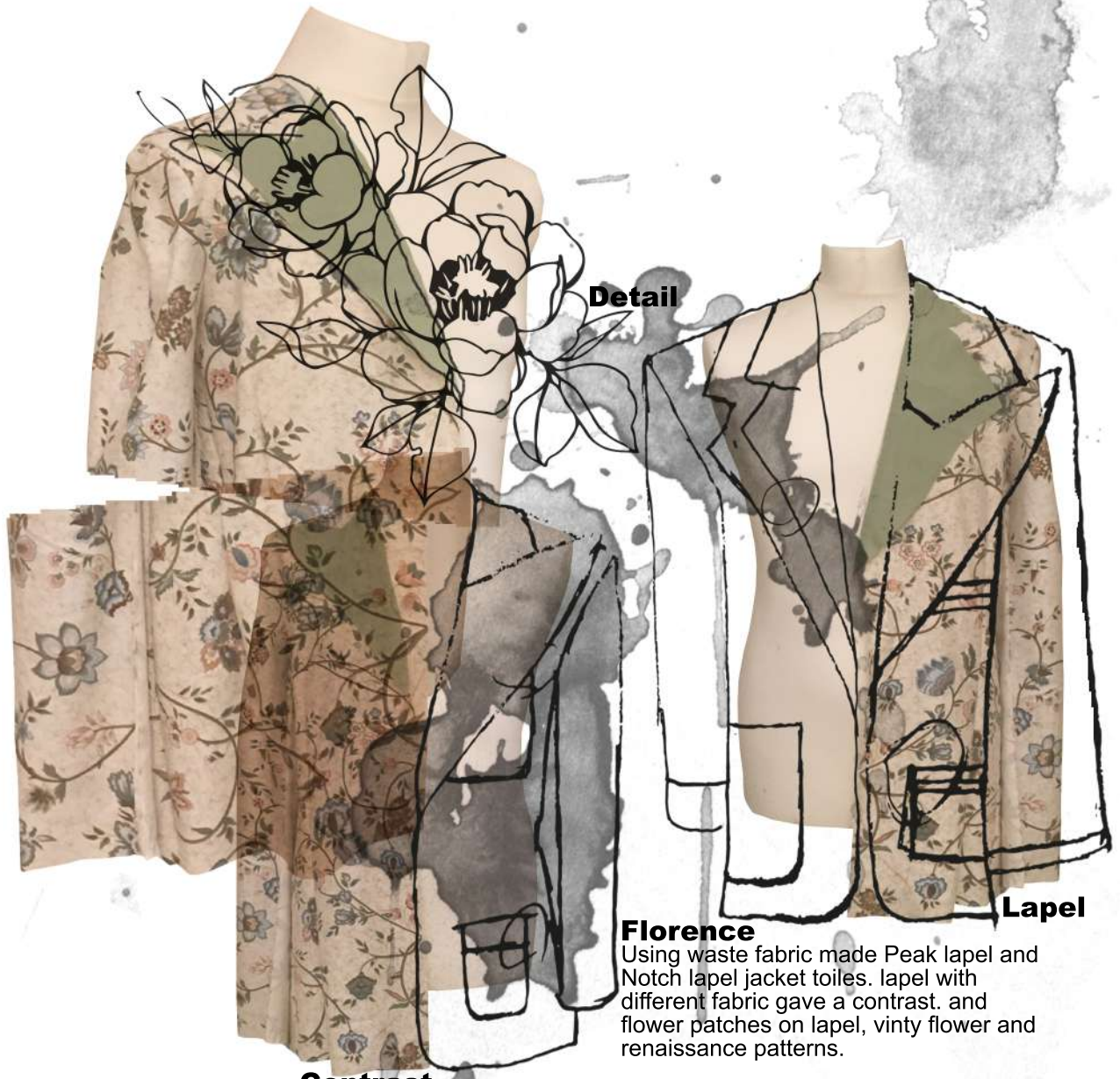


Lining



Be Dry

Hidden detail is important for men's wear. Therefore, I was inspired by the plastic bag of Homeless and used waterproof outdoor fabric as a lining to express my concept visual contrast



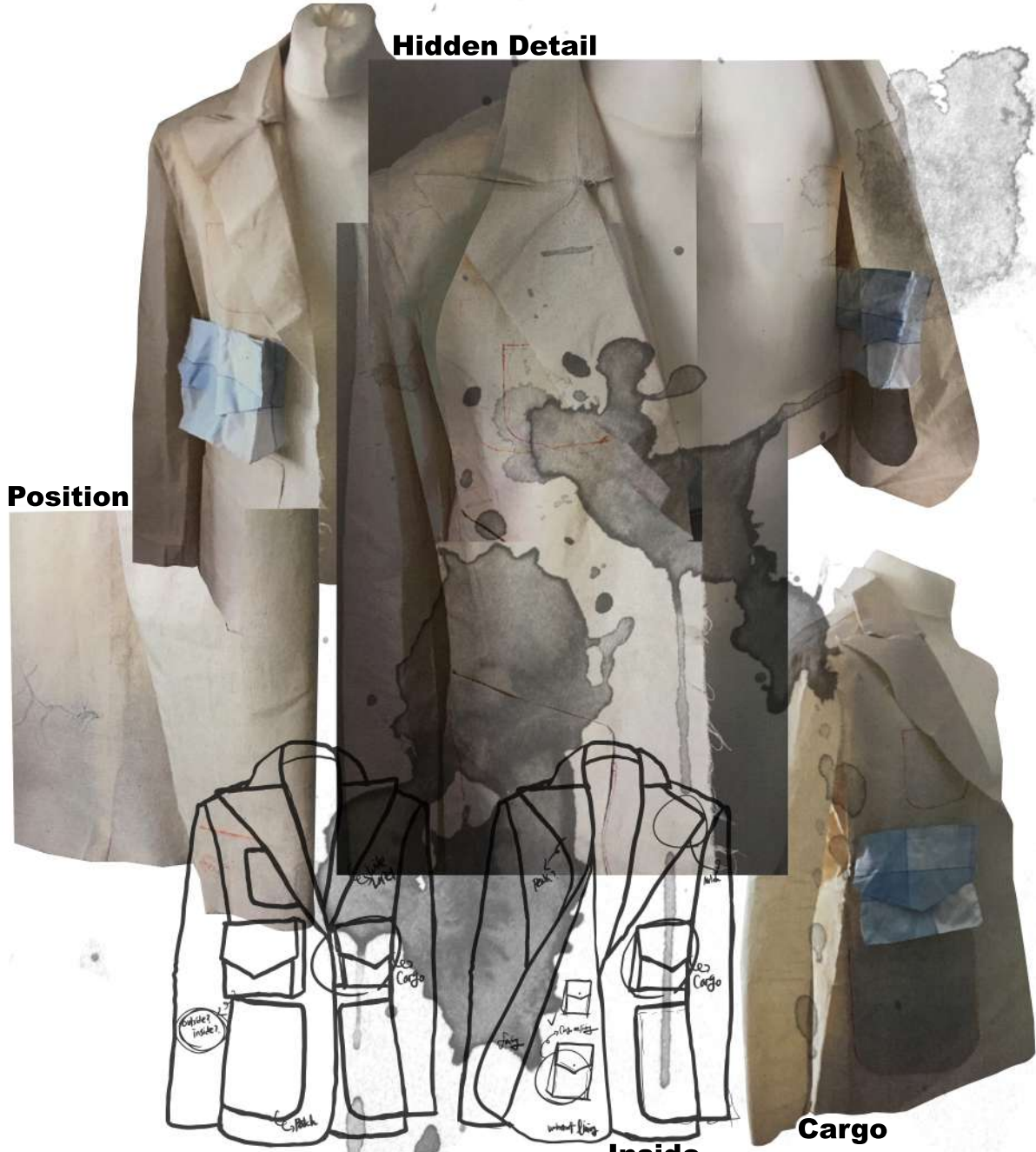
Detail

Lapel

Florence

Using waste fabric made Peak lapel and Notch lapel jacket toiles. lapel with different fabric gave a contrast. and flower patches on lapel, vinty flower and renaissance patterns.

Contrast



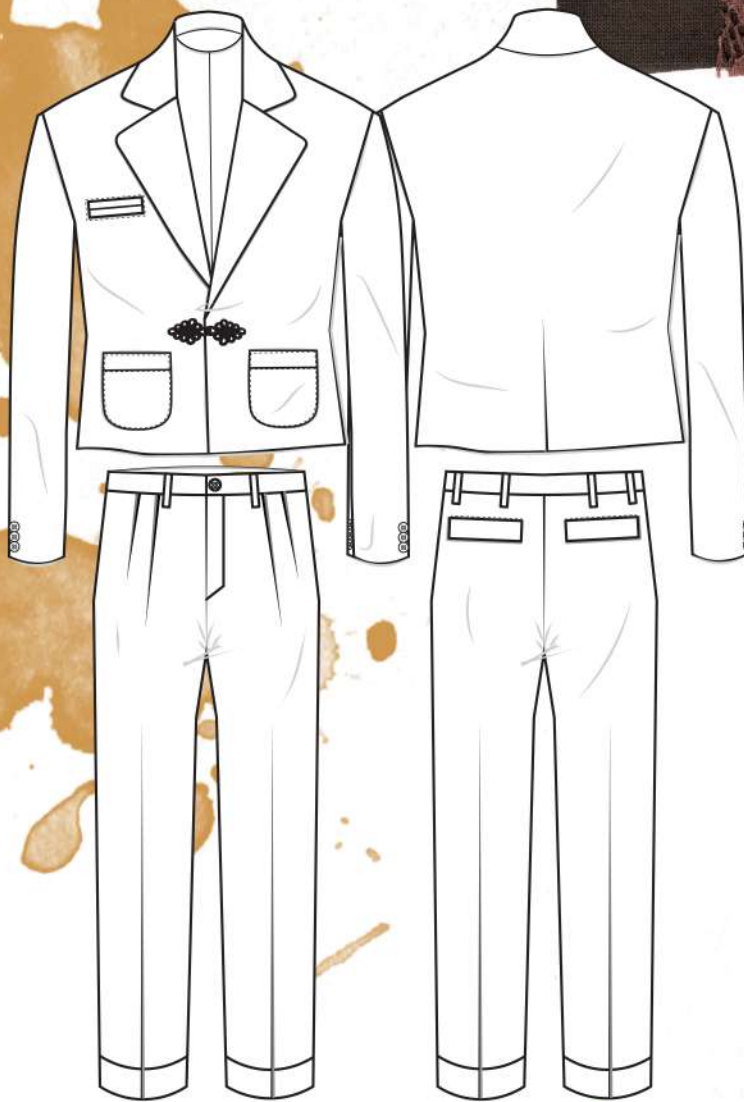
Hidden Detail

Position

Inside

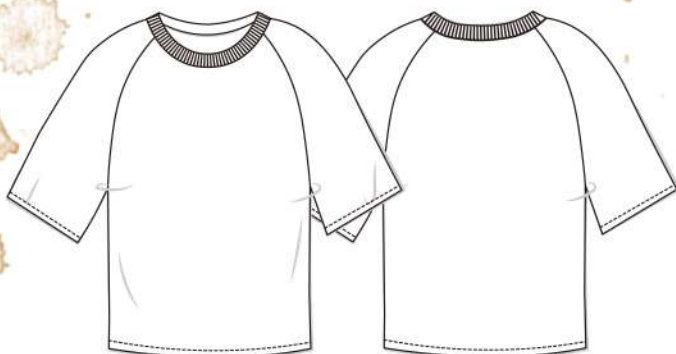
Cargo

Homeless functional cargo pocket design on the outside or inside of jackets that inspired by Florence. This represents a visual contrast between inside and outside. Give tailored jacket functionality.



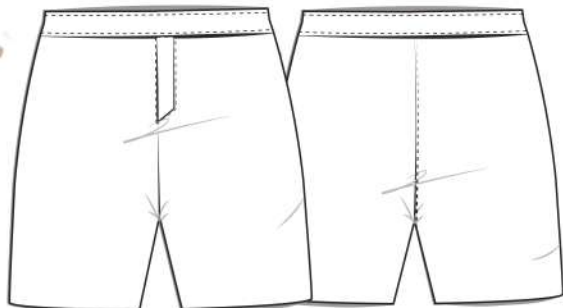
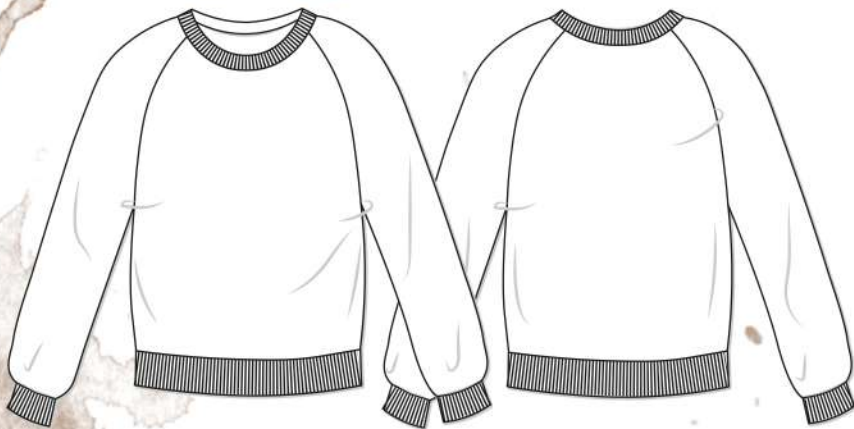
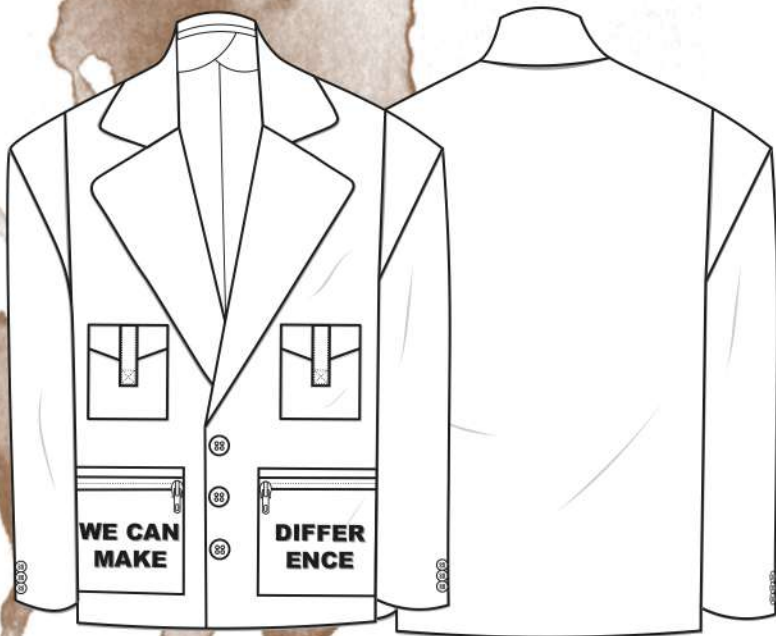
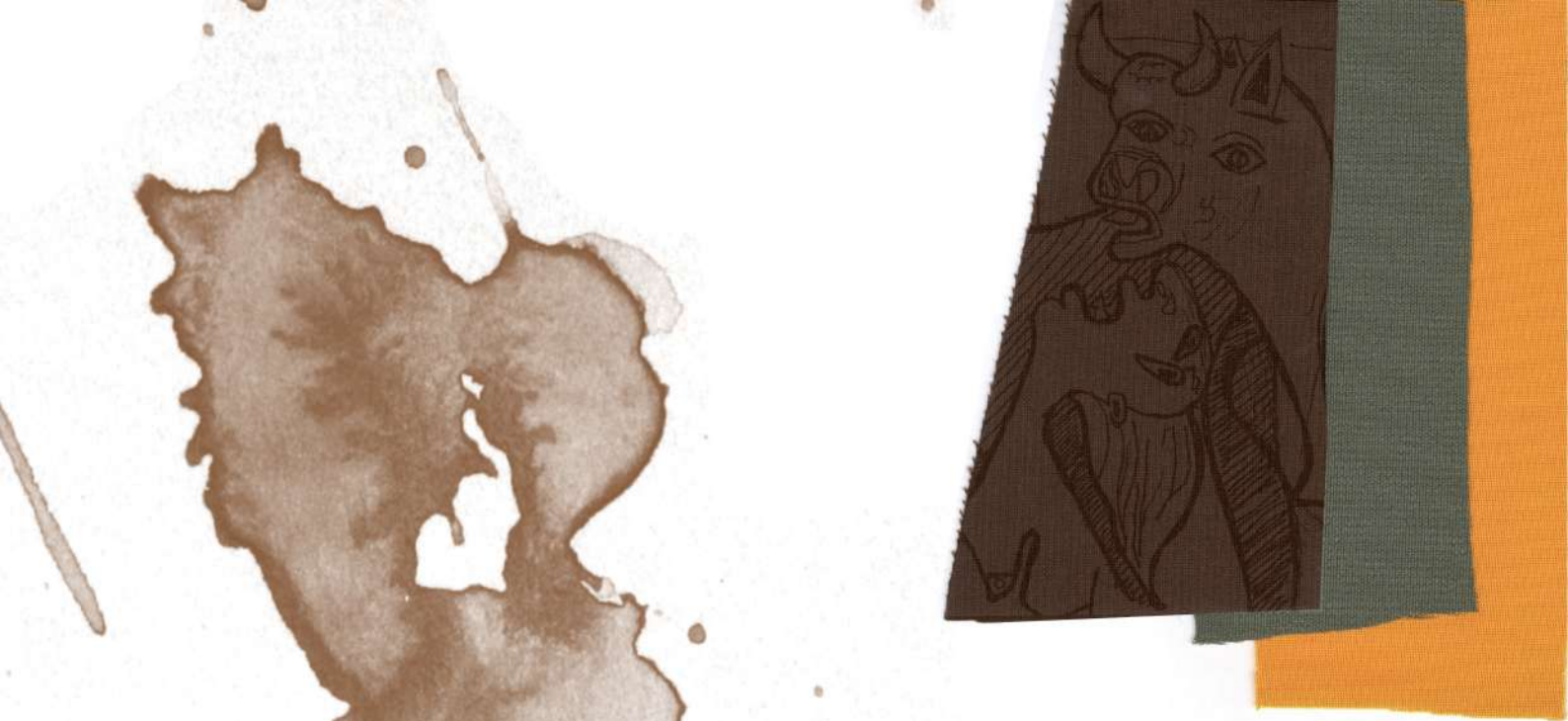
OUTFIT1





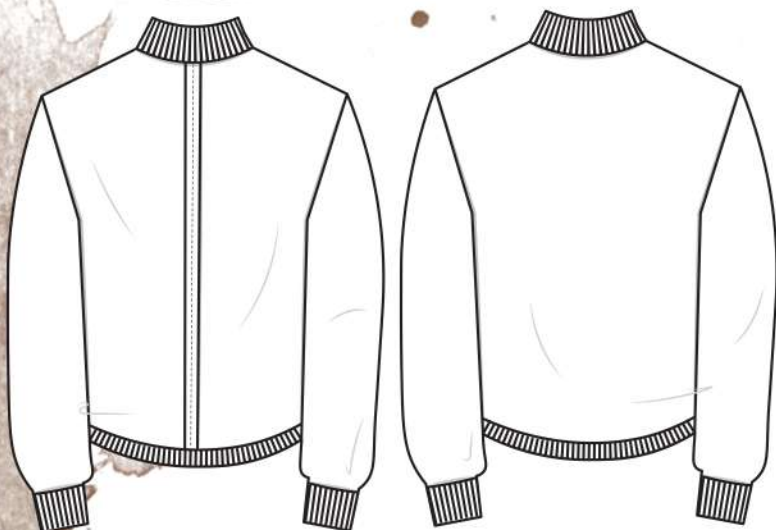
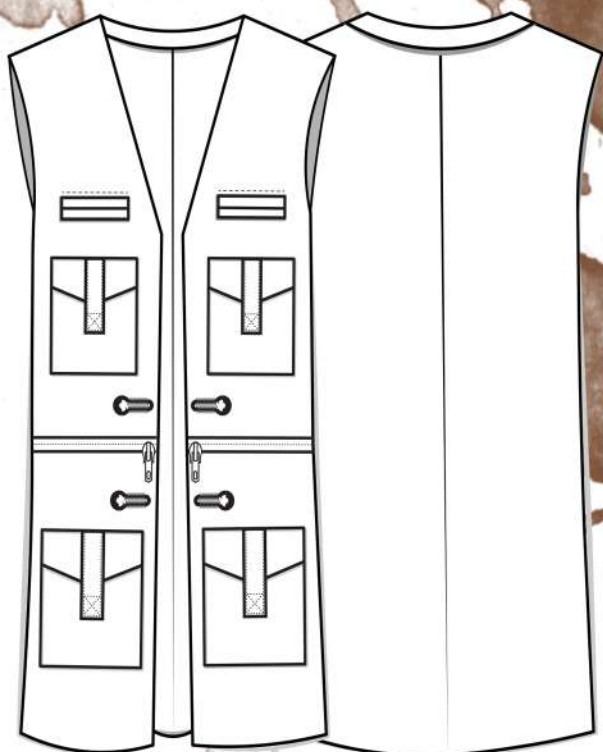
OUTFIT2

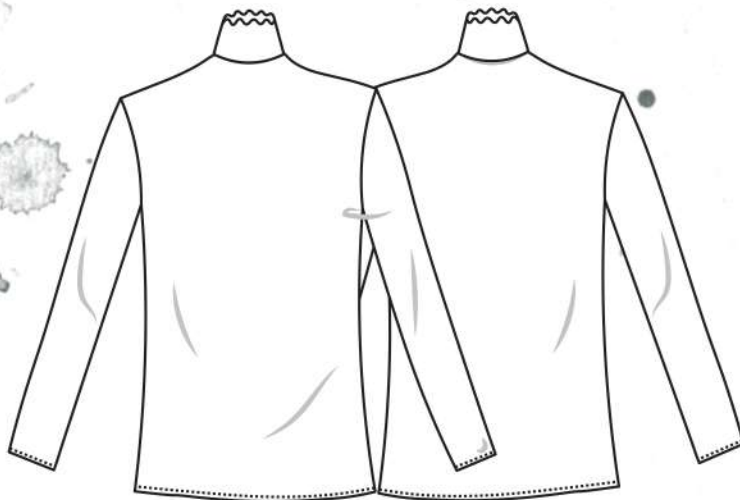
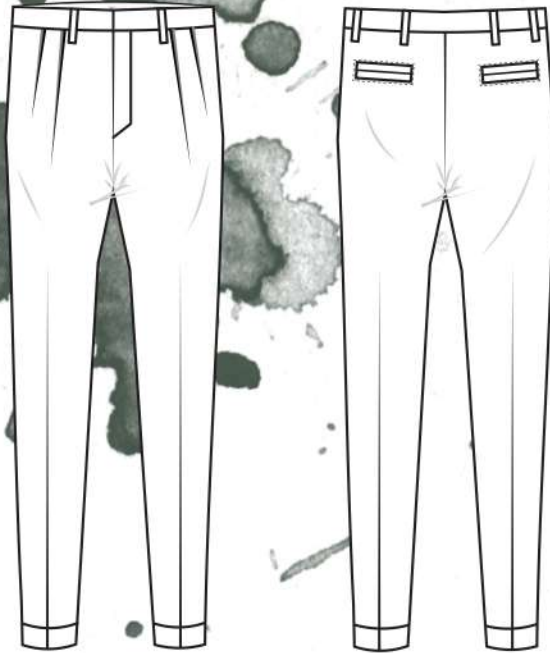




OUTFIT3





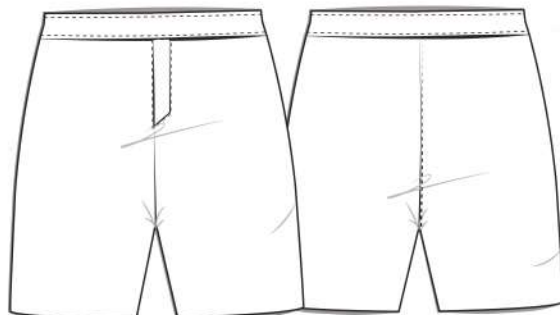
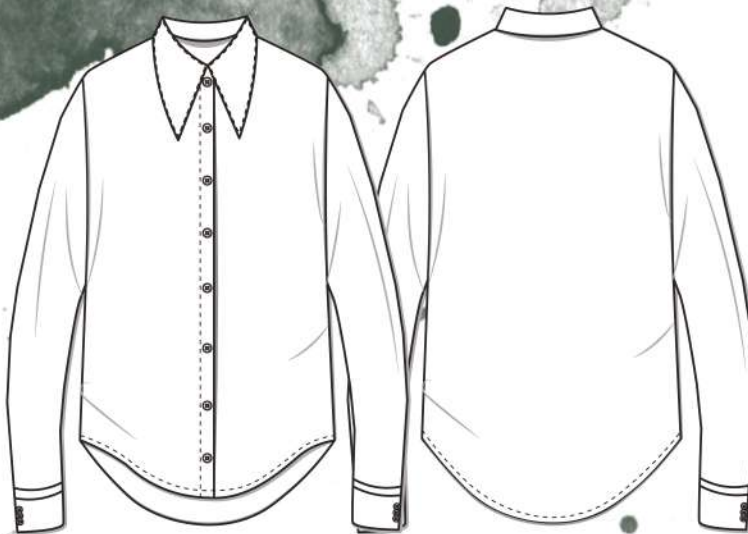


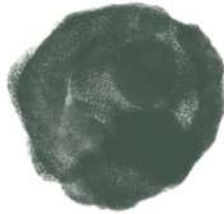
OUTFIT5





OUTFIT6
FINAL GARMENTS





KYLE DE CROWN
NOTTINGHAM



EMMANUELHOUSE

“SEND IN THE CROWN”

S/S 2019 MENS' CAMPAIGN



Send In The Crown

Design Kyle de Crown

Model Kyle Mackendrick

Photographer Trevor (Vogue Italy)

Chatsworth House in Derbyshire









WE DESIGN HELP CRITICIZE.

The Crown symbolizes equality to me. The Crown, a symbol of the upper class and the royal family, is given to all of us people and advocates social equality. "Send in The Clowns" I was inspired by this song as I was doing this project. It is a story of a person who sends a clown in pain and despair. Now this society still has social inequality. This photoshoot was gently expression of social equality in a wealthy and luxury house in England. I send a crown symbolizing equality and cry out hope in the pain and despair of unequal society. "Contrasts speak of criticism, and criticism brings hope" I will continue to help the weak and will criticize society for them, and I will design.





**WE CAN
MAKE
DIFFERENCE.**



