



# BUBBLING UNDER THE SKIN

BY SHAKIRA ANDERSON

'BUBBLING UNDER THE SKIN' IS A CONCEPTIONAL DESIGN PROJECT BASED ON THE ARTWORK BY ARTIST ELLEN GALLAGHER WHO IS AN AMERICAN ARTIST BASED BETWEEN ROTTERDAM, NETHERLANDS AND NEW YORK. GALLAGHER'S ARTWORK SHEDS A LIGHT ON THE SOCIETAL ISSUES SUCH AS 'ORDERING PRINCIPLE' AND RACISM AND THE FICTIONAL LAND OF 'DREXCIYA'. THIS PROJECT IS A COMBINATION OF SOME OF GALLAGHER'S ARTWORK AND IS INFLUENCED BY THE COLOURS, SHAPES AND TECHNIQUES USED TO CREATE THEM.



**WRITERS**  
 ...  
**A GORGEOUS HEAD OF HAIR**  
 ...  
 ...




**THE MAN WHO KEPT HARLEM COOL**

**G'S CELESTIAL NAVIGATOR**  
 CHART YOUR SCALP

*"If you're tired of using the same old hair cream, G'S Celestial Navigator is the answer. It's a unique blend of natural and synthetic ingredients that will help you keep your hair healthy and shiny. It's the only hair cream that's been tested by a dermatologist and found to be safe for use on all hair types. It's the only hair cream that's been tested by a dermatologist and found to be safe for use on all hair types. It's the only hair cream that's been tested by a dermatologist and found to be safe for use on all hair types."*



**Ask your favorite hair stylist for a Pig Leg Hairbrush... you will never go back to ordinary hairbrushes... meet your Pig Leg's Celestial Navigator!**

*Ask for the gents with the stars!*



Out of the Top 76  
**HAIR STYLES**  
...  
WEAVE  
...  
WILL  
...  
A GORGEOUS  
HEAD OF HAIR



MULTITUDE OF  
FACES



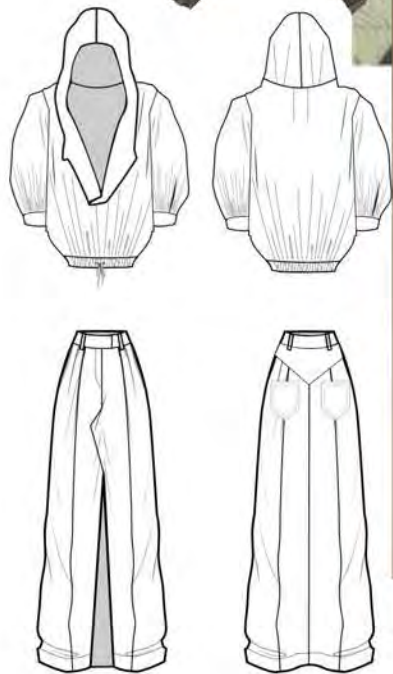
do you realize ....  
**Sulfur-8**  
PERIOD DELAYED? ... DON'T WORRY!  
...  
masterful  
miracles!  
JUST SEE WHAT  
HAPPENS ...

**Duke**  
The only  
premium quality  
hair pomade for men!  

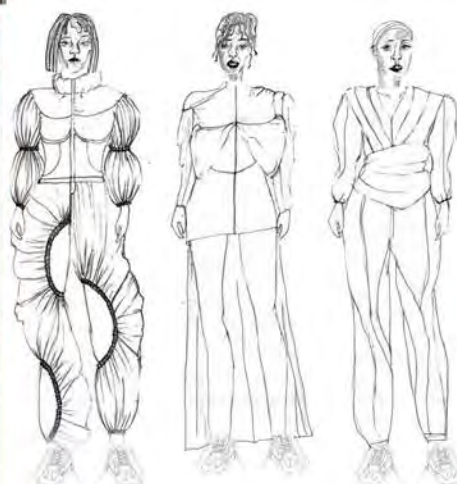
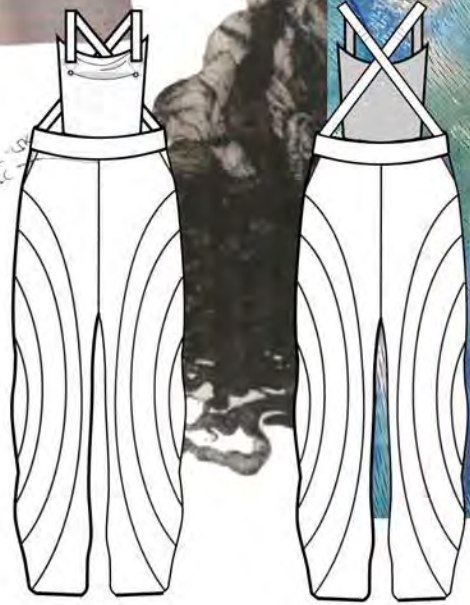



HOW FLEEING CUBAN REFUGEES TAKE JOBS FROM FLA. NEGRO

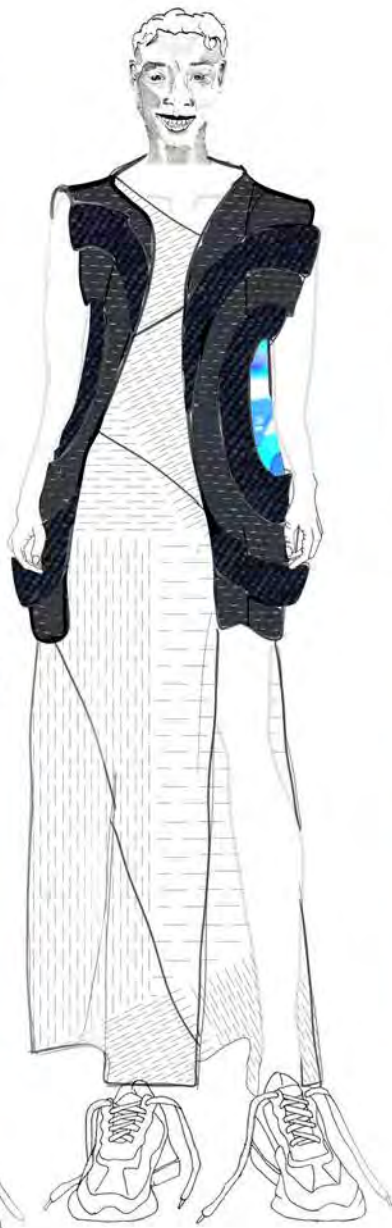
Actress About Of Being Feminine



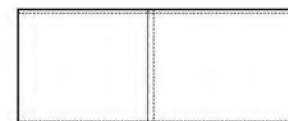
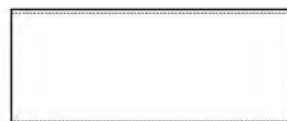
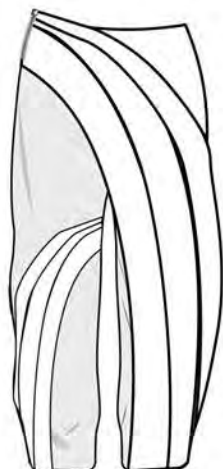
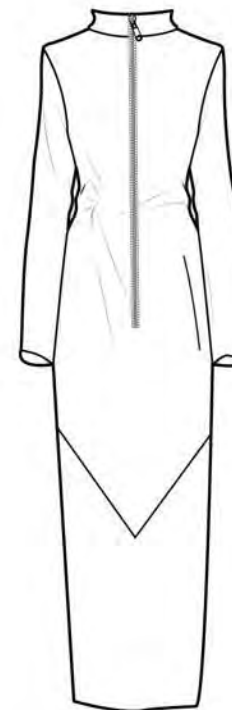
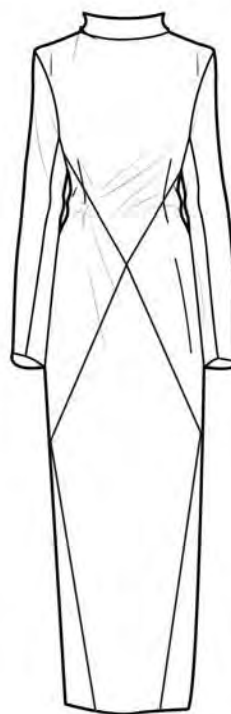
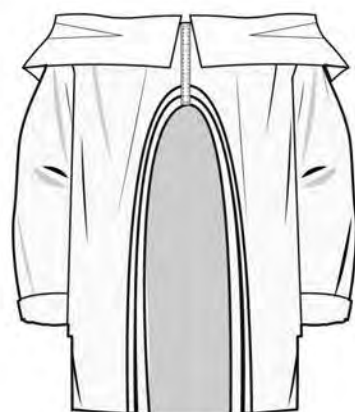
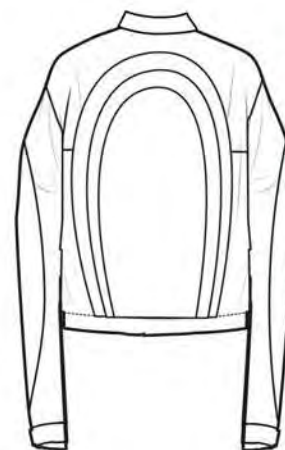
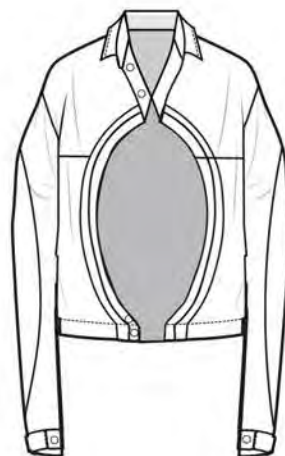
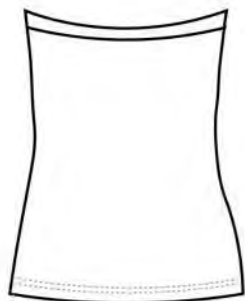
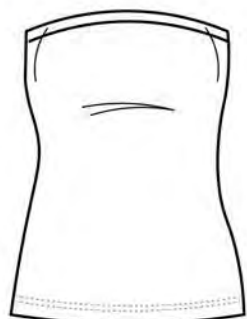


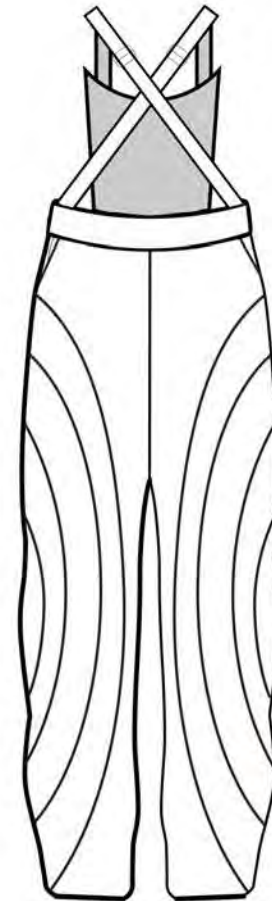
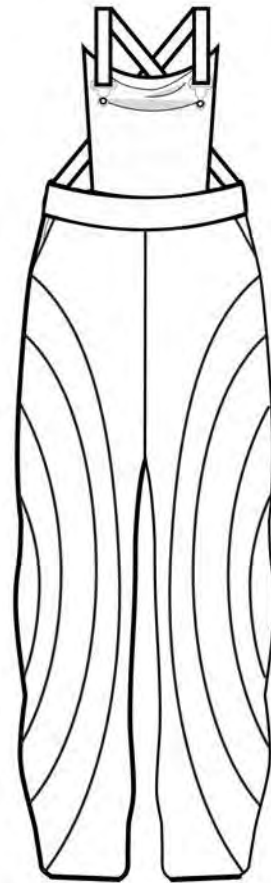
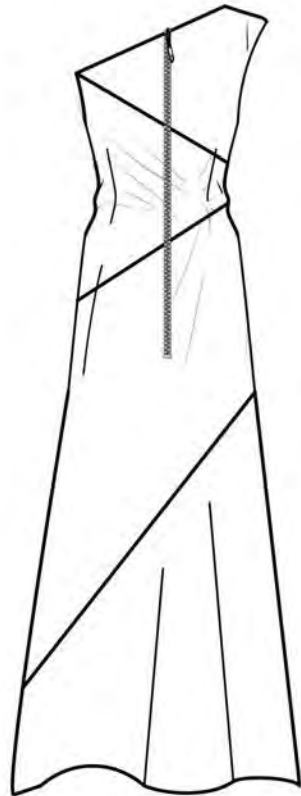
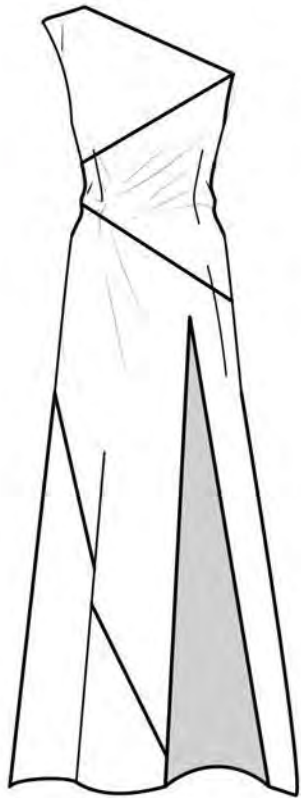
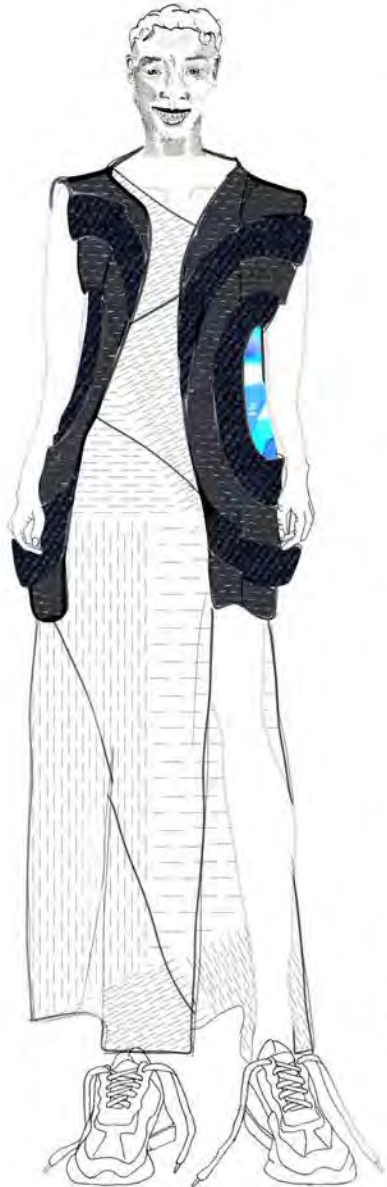
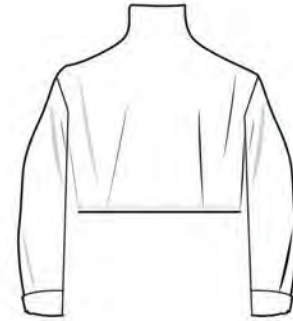
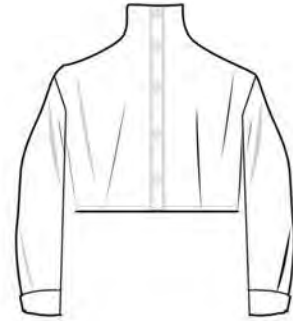
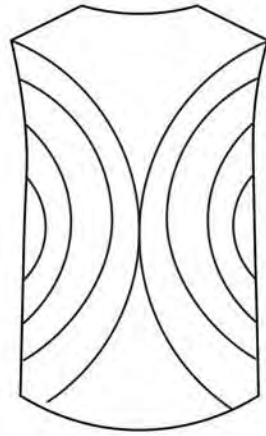
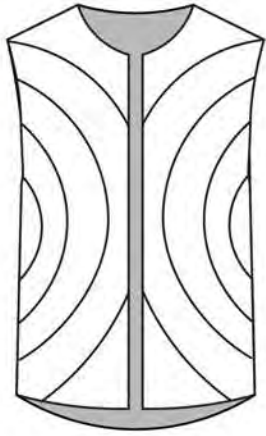


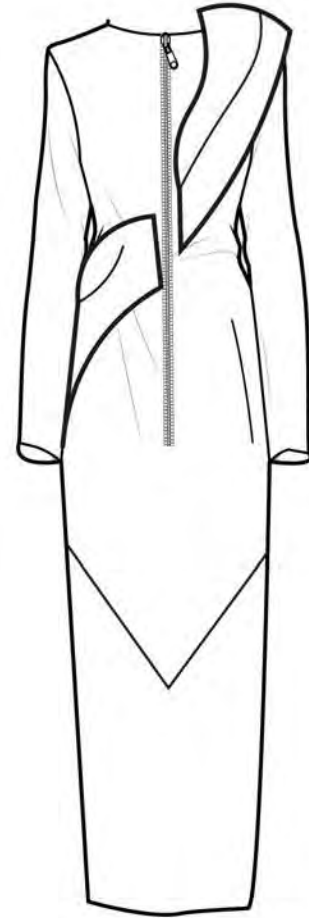
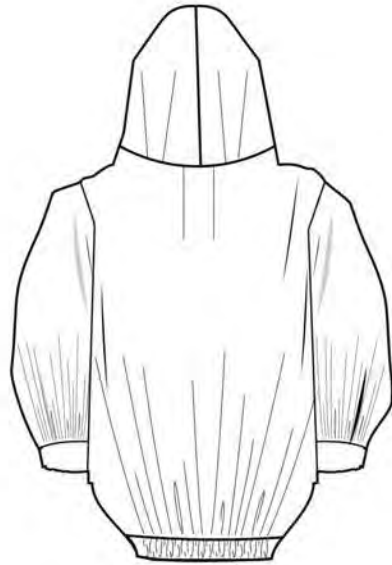
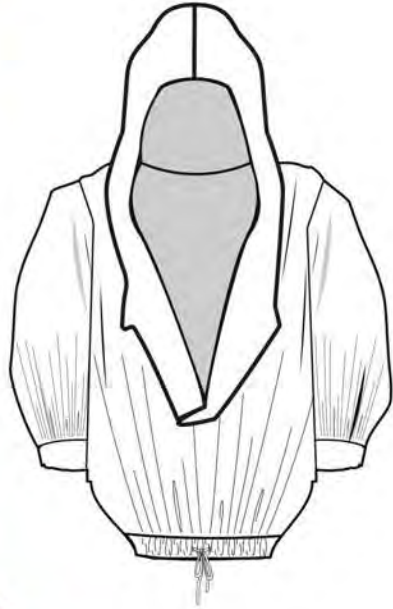


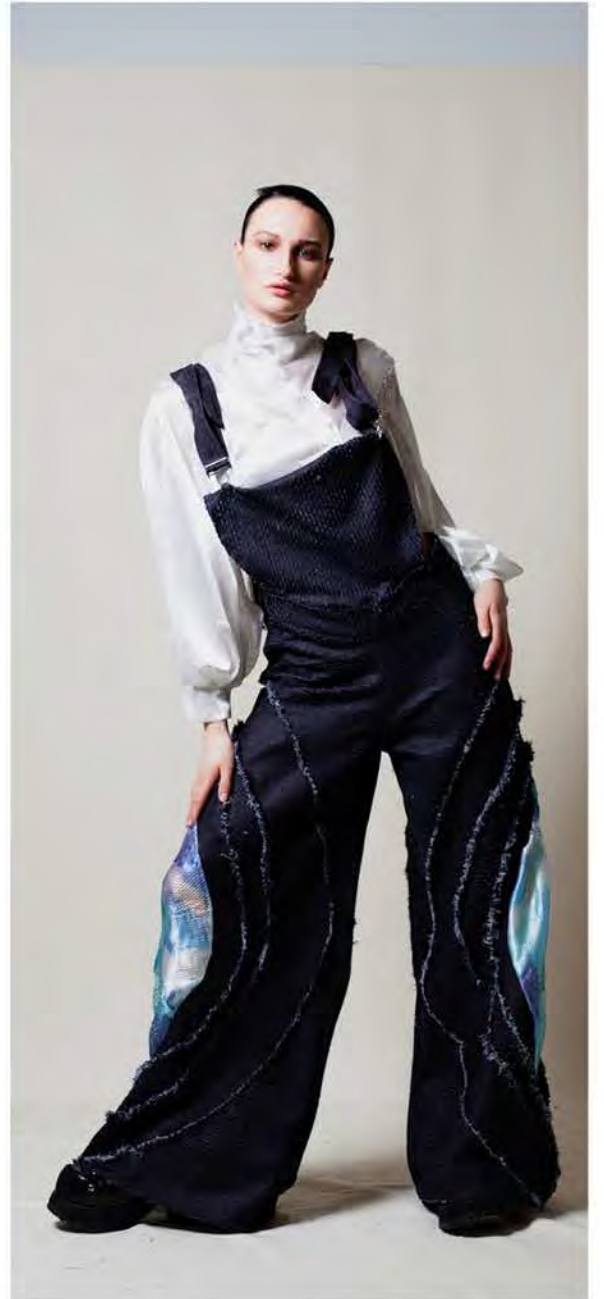




















# VIVA LA LOCKE

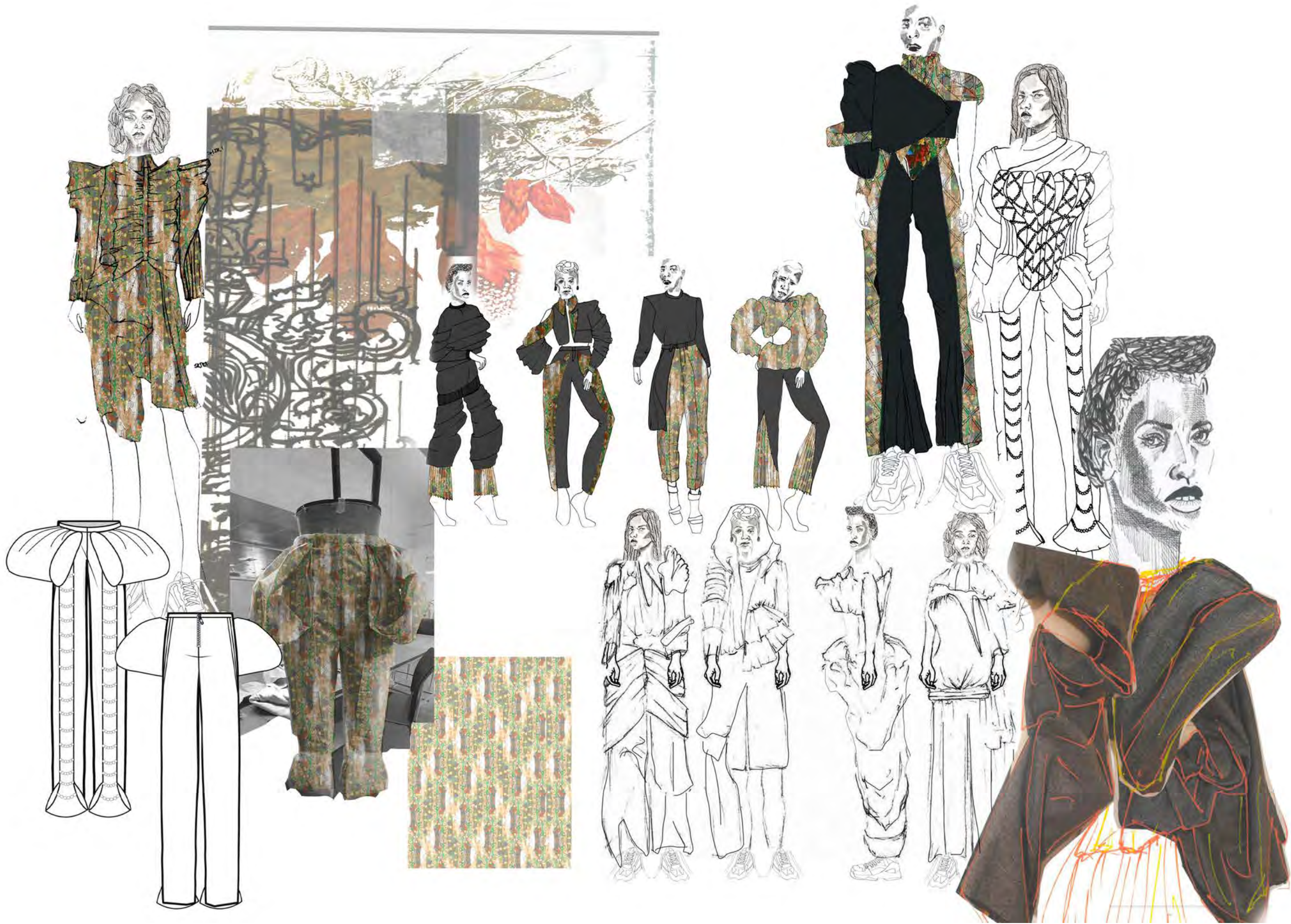
BY SHAKIRA ANDERSON

'VIVA LA LOCKE' IS A COLLECTION INSPIRED BY THE ARTIST HEW LOCKE. LOCKE IS A BRITISH VISUAL ARTIST WHOSE ARTWORK INCLUDES SCULPTURES, PAINTING AND PORTRAITS AS WELL AS OTHER FORMS. THIS COLLECTION IS INFLUENCED PARTICULARLY BY THE DRAMATIC SILHOUETTES AND UNIQUE TEXTURES THAT ARE SHOWCASED THROUGHOUT LOCKE'S SCULPTURES.







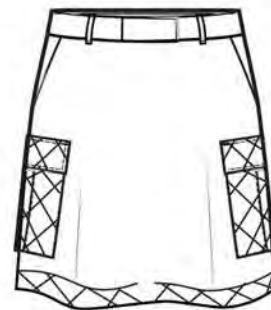
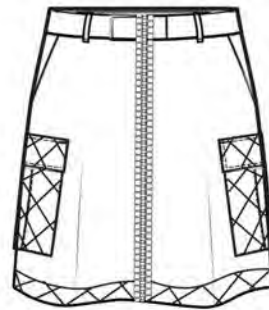
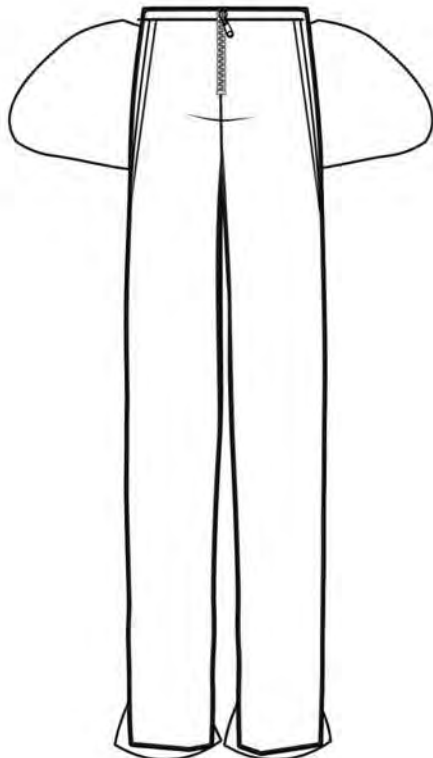
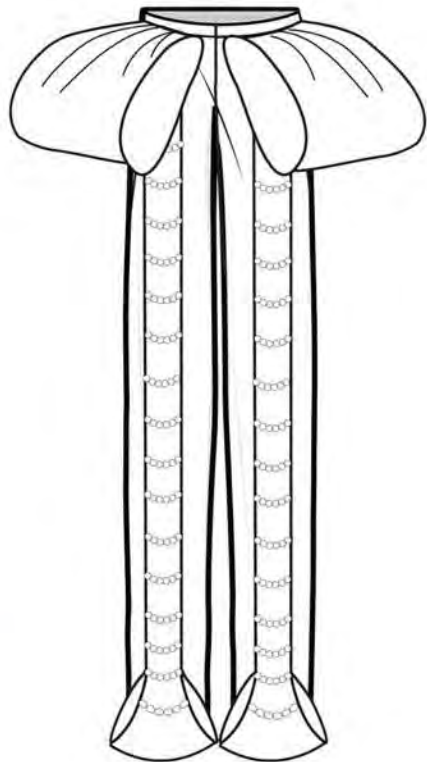
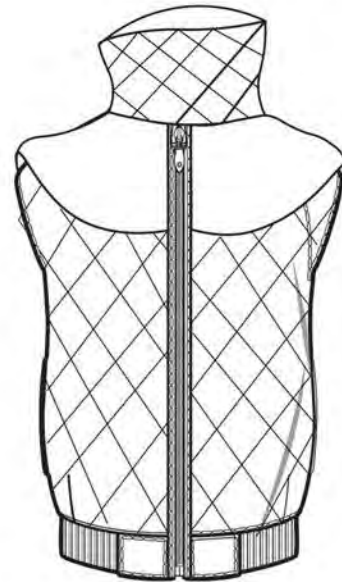
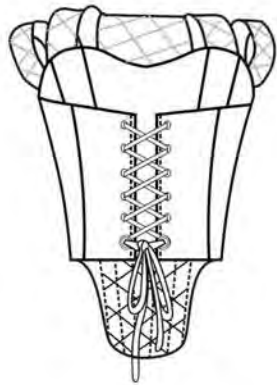
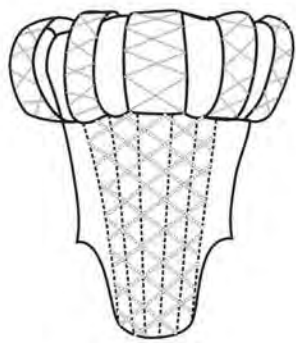




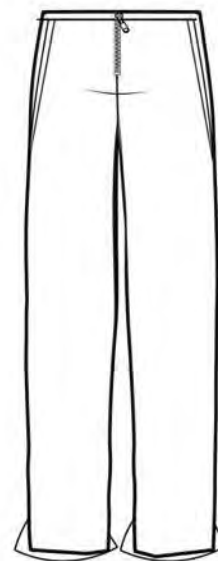
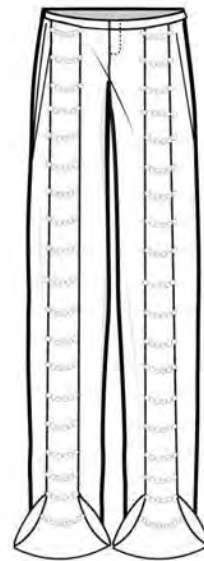
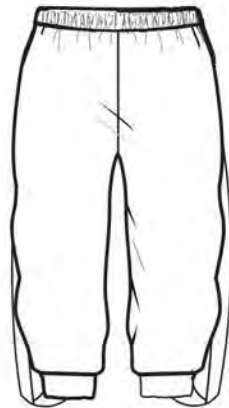
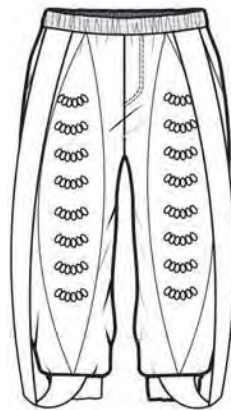
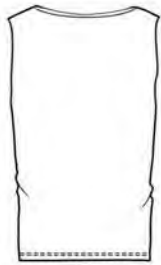
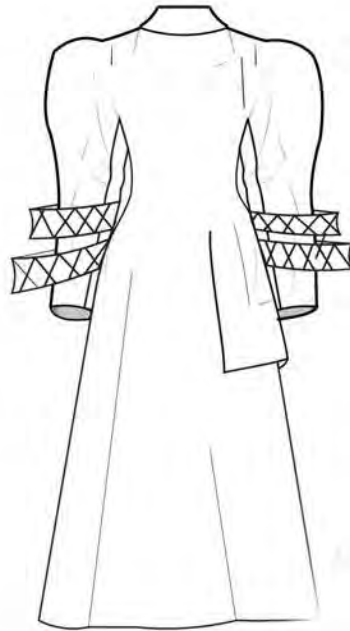


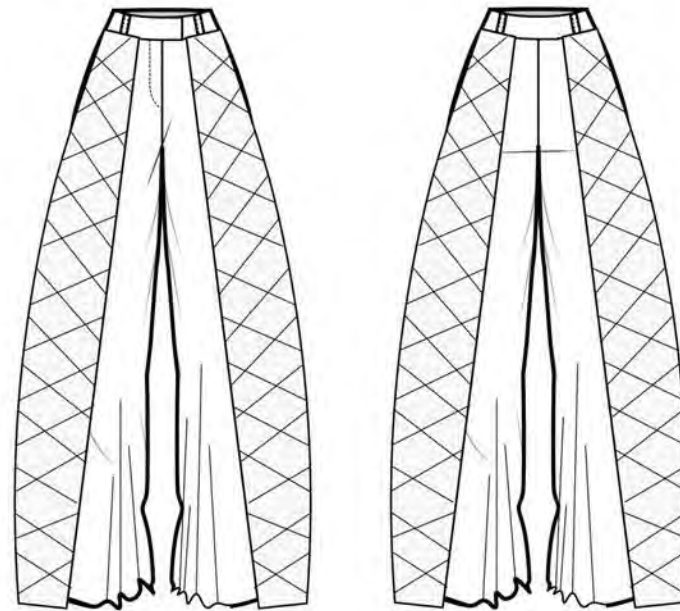
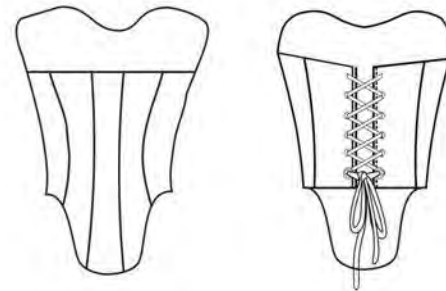
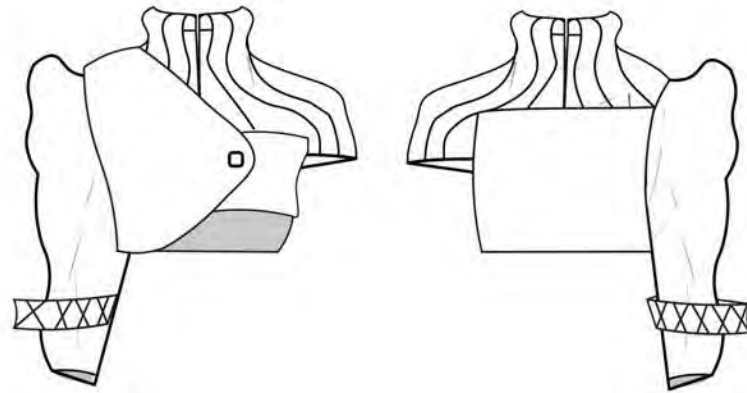
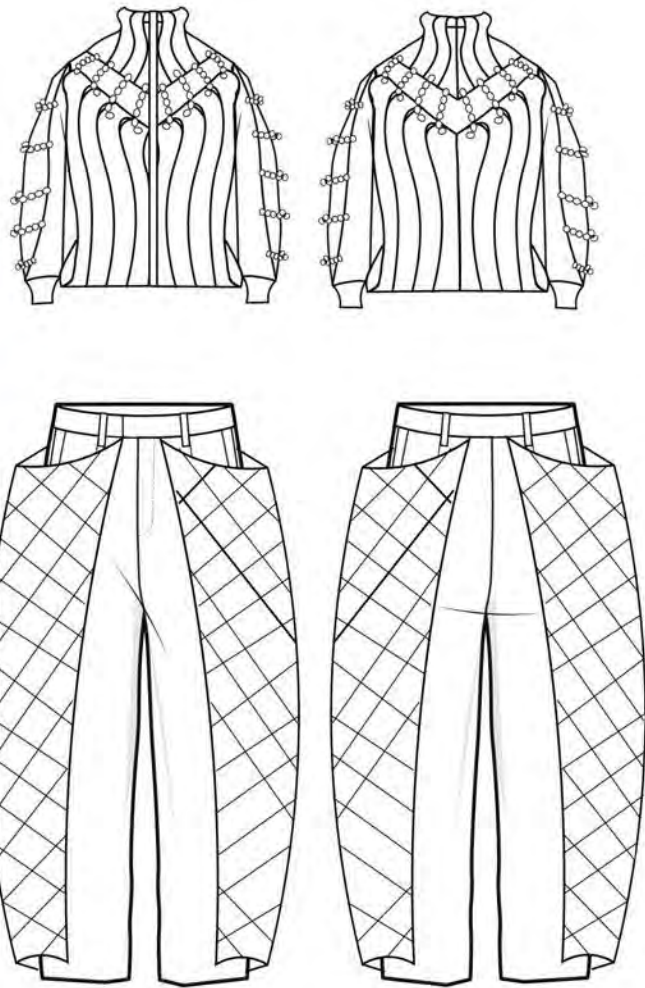








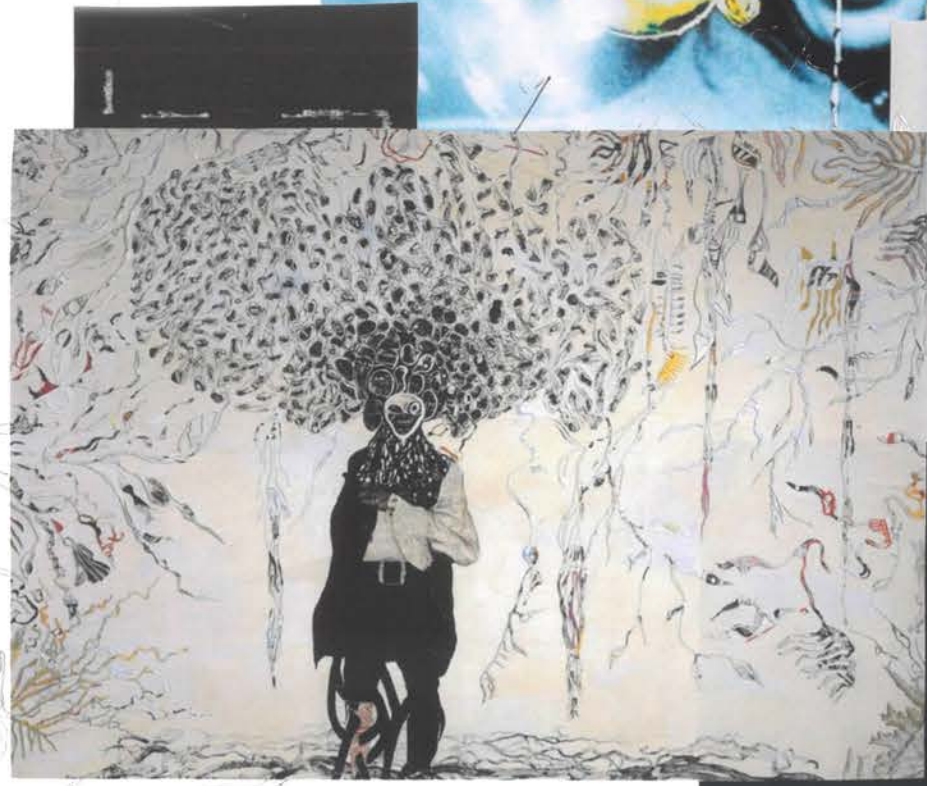
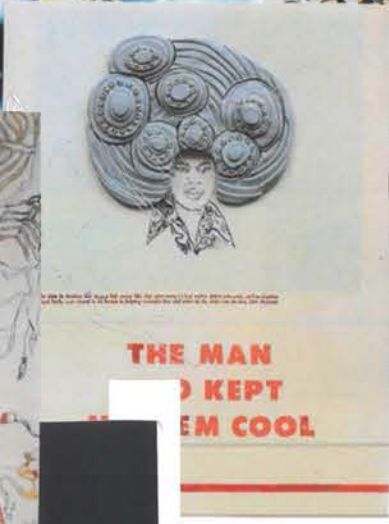
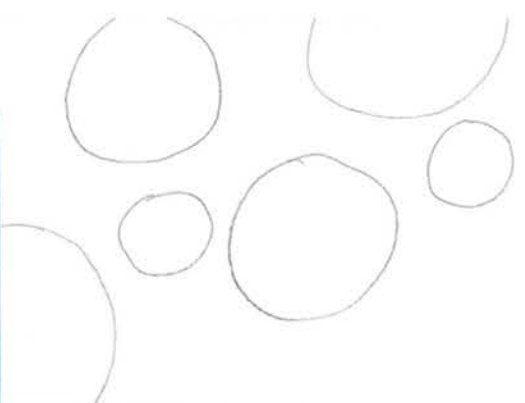
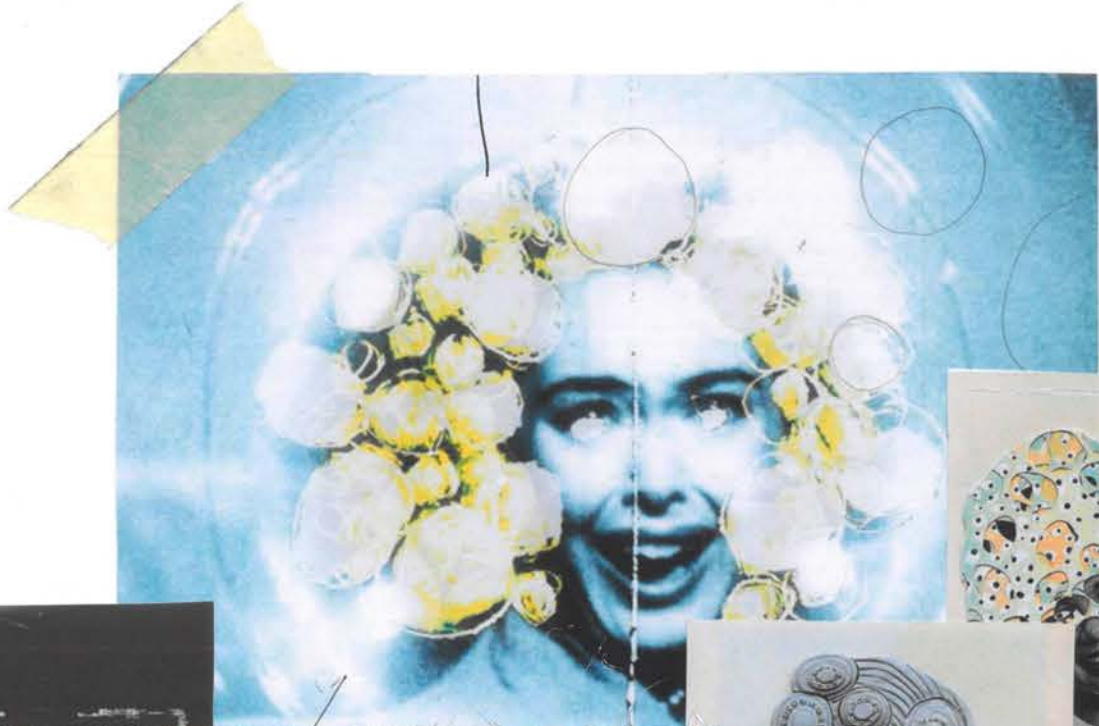






# DIFFUSION LINE

WHEN ANALYSING THE 'BUBBLING UNDER THE SKIN' COLLECTION (WHICH IS THE DEVELOPED COLLECTION FOR THIS PROJECT), THE FEATURE THAT STOOD OUT THE MOST WAS THE CIRCLE SHAPES DISCOVERED THROUGH THE RESEARCH AND CIRCULAR PANELS ON THE GARMENT. WHEN DESIGNING FOR THIS DIFFUSION LINE, IT WAS VITAL TO INCLUDE THE CIRCULAR SHAPES, WHICH RESULTED IN LOTS OF DIFFERENT PANELS. THIS COLLECTION IS DESIGNED FOR THE HIGH STREET (STORES LIKE RIVER ISLAND AND H&M) AND IS HEAVILY INFLUENCED BY STREETWEAR STYLE, WHICH IS CASUAL AND EFFORTLESS. THE MAIN FABRIC USED IN THE DIFFUSION COLLECTION WAS DENIM AND TO MATCH THE AESTHETIC OF THE MAINLINE COLLECTION, A UNIQUE PRINT WAS CREATED.



OFF-WHITE (STYLIZED AS OFF-WHITE™ OR OFF-WHITE C/O VIRGIL ABLOH) IS AN ITALIAN LUXURY FASHION LABEL FOUNDED BY AMERICAN DESIGNER VIRGIL ABLOH. THE COMPANY WAS INCORPORATED IN MILAN IN 2012.

OFF-WHITE



SEAN JOHN

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SUPREME



THE STORE STARTED OUT SELLING HOODIES AND SWEATSHIRTS AIMED TOWARDS THE BURGEONING NEW YORK SKATE SCENE. THROUGHOUT THE '90S AND EARLY 2000S, SUPREME FUNCTIONED AS A SKATE BRAND CATERING TO BOTH SKATERS AND THOSE INTERESTED IN THE EMERGING STREETWEAR STYLE.

# CUSTOMER PROFILE



NAME- LAQUISHA AGE- 29 NATIONALITY- BRITISH RELATIONSHIP STATUS- SINGLE ECONOMIC- MIDDLE CLASS DEMOGRAPHIC- BEAUTICIAN WHO IS ALSO A MANAGER OF A HEALTH SPA AND IS VERY PASSIONATE OF HER JOB. SHE IS A NEWLYWED AND IS ENJOYING SETTLING INTO MARRIED LIFE. PSYCHOGRAPHIC- LAQUISHA IS VERY ARTISTIC AND SPENDS HER DOWNTOWN ATTENDING GALLERY AND MUSEUMS, WHERE SHE SKETCHES. SHE ALSO TRAVELS TO A LOT WITH HER HUSBAND (WHO IS A PHOTOGRAPHER) AND THROUGH THIS SHE HAS DEVELOPED A LOVE FOR TRAVELING. BUYING BEHAVIOUR- LAQUISHA IS A FASHIONISTA AND LOVES SHOPPING WITH HER FRIENDS AND BUYING NEW LOOKS FOR ALL THE TRIPS SHE GOES ON. WHEN SHOPPING COMFORT IS HER NUMBER ONE PRIORITY AND SHE IS ALWAYS SEEN WEARING SOME SORT OF STREETWEAR.









