




Alyssa Advano

Fasm 310

Spring 2018

Donald Levy





“The Maje style sketches a subtle difference between modernity and quirkiness, with authentic pieces and sharp details.”

- Maje.com

“The Maje spirit is resolutely feminine, understated, glamorous and bold.”

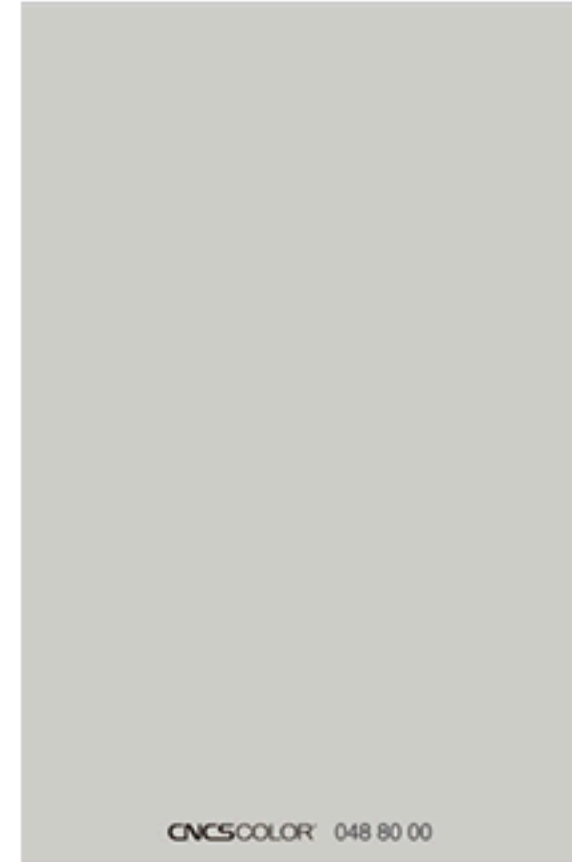
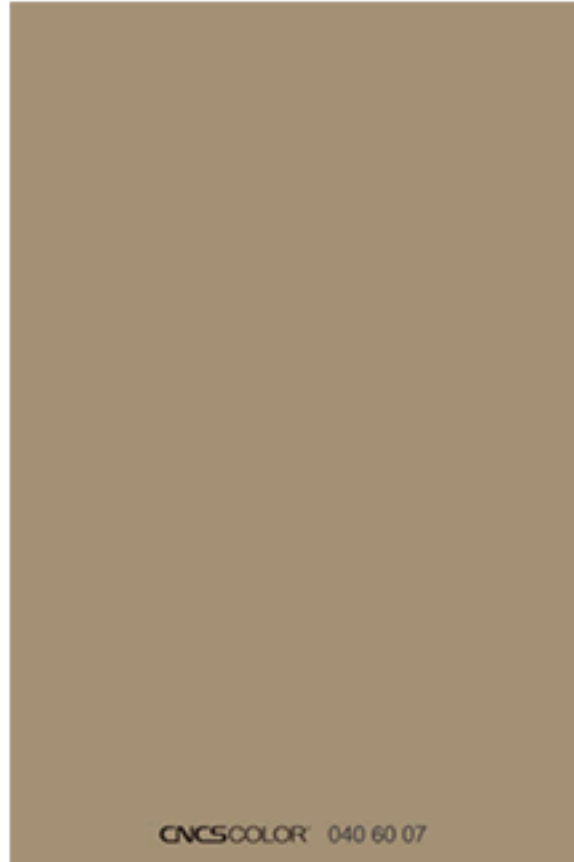
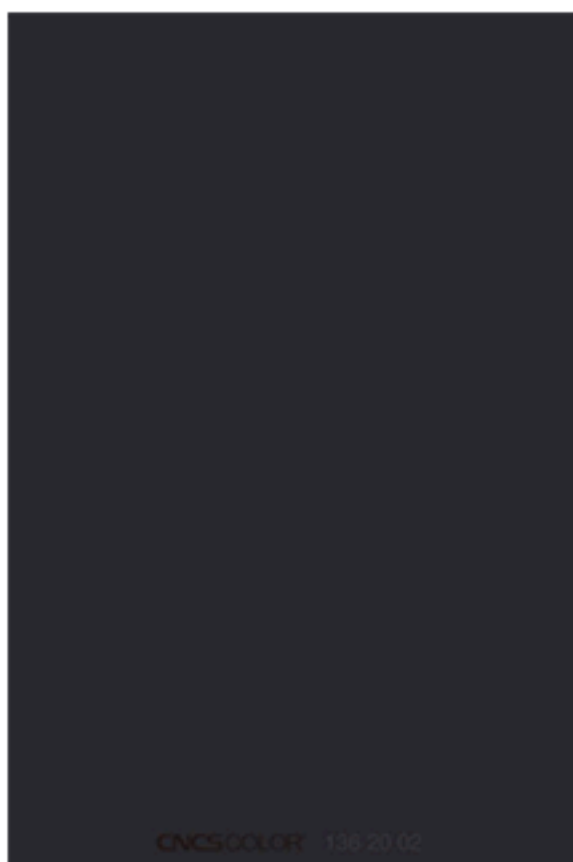
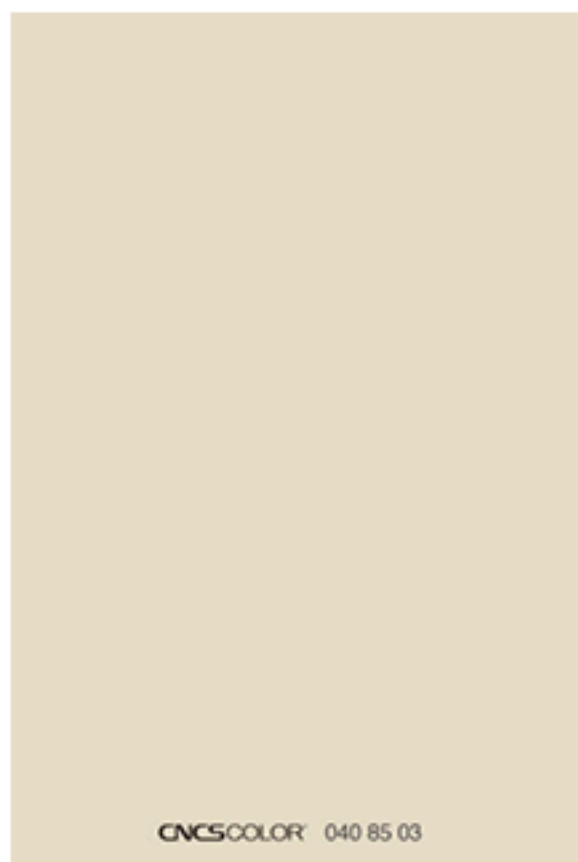
- Maje.com





Inspiration





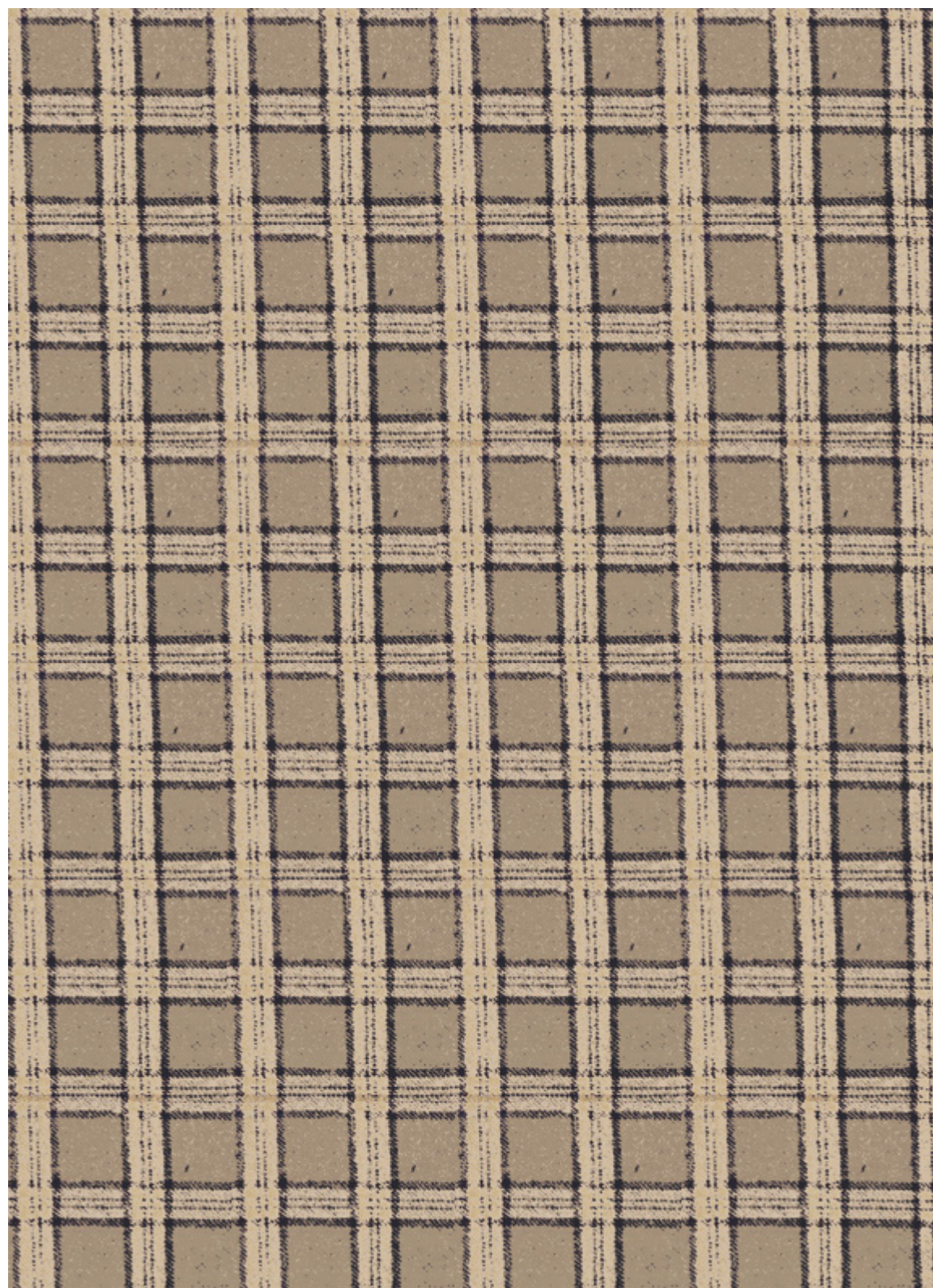
My concept surrounds the idea of having a piece of clothing that is a staple in your wardrobe and is entirely versatile as it can be worn formally, casually and even to work. Therefore I chose a colour palette that is relatively neutral yet is still on trend and relevant. This is due to the bold nature of the pop of red used as a way to break up the muted colour scheme. The focus of the concept is all about the pattern and its interaction with the colours presented as the silhouette of the garment will remain simple and feminine as to be able to worn by many people of different styles aesthetics and functions. However, the variety and excitement comes from the way in which colour is used in the patterns/ prints to draw in the consmer. Finally, I chose my print as it is simple yet femine thus suits the Maje style whilst not being overpowering. The birds on the print are also relevant to the F/W season as birds migrate during this period and thus are relevant to the season.

Overall my concept can be explained in a simple sentence  
“Bold yet simple, timeless yet relevant, and always versatile.”

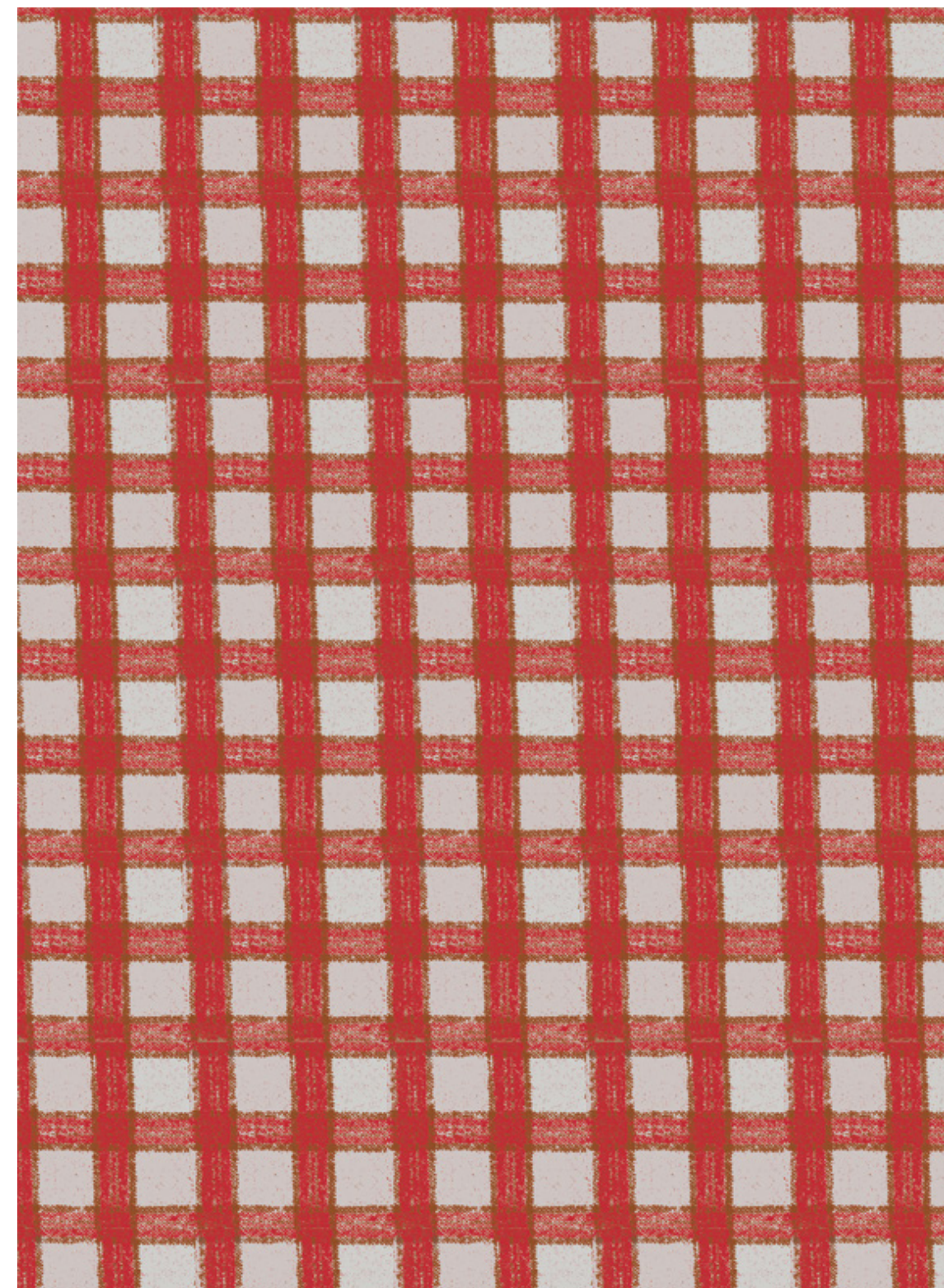




Original Fabric



Re-Colored Fabric



Re-Colored Fabric





Plaid Fabric



Plaid Fabric



Plain Fabric  
(Color Options)



Pattern Fabric



I chose a simple mid-length skirt with a slit up the thigh as the simple silhouette allows for the fabric and pattern to be the center of attention. However as the prints I have chosen are relatively bold, the aspect of the slit allows for the fabric to be broken up and thus more flattering on the figure. Moreover, the skirt not only fits the Maje product range of being feminine without being girly but is also a highly versatile piece that can work for most occasions as my concept suggests. Lastly as it is a skirt it can be layered over tights and boots or simply worn with a pair of sneakers depending on the weather thus is also a good seasonal transition piece.



