

## Joao Santos Henriques

### Down & Dirty // SS 2022

Inspired by the industrial 90's grunge scene, the "down and dirty" collection explores freedom and emotion as self-expression through music and dystopian view of the future. Influenced by workwear, this collection features industrial inspired materials with oversized utilitarian pockets in peaceful blues contrasting with uplifting bright orange tones that offer protection whilst rediscovering denim as a comfortable material.



### Tell me about your project?

The collaborative project with Heavy Jeans was a great opportunity to research the brand's history and explore their influences from the 1990's grunge scene. "Down and Dirty" organically emerged from the grunge influences to the worn-out garments from lower class industrial workers. Adding contemporary references from recent trend reports enabled me to develop a contemporary range of commercial products for the Heavy Jeans consumer.

### What have you enjoyed most with your collaboration with Heavy Jeans?

The opportunity to receive regular feedback from the design team enabled me to confidently explore and develop a commercial range of products for Heavy Jeans. The brand was open to new sustainable ideas and provided us with the freedom to explore our designs based on our individual aesthetics. The Heavy Jeans aesthetic and 90's inspiration, along with the creative and technical support provided the platform to develop an excellent collaboration.

### How has this work informed your practice as a designer?

The support provided by the design team provided a rich experience that gave an excellent insight in to the design process and the denim industry. The regular feedback from Manuela enabled me to develop sustainable practices and adjust my design to suit the Heavy Jeans consumer.

### Why is sustainability important in the fashion industry?

Fashion industry is one of the most polluting in the world and it is ruining the planet. From waste of old garments to deforestation, pollution (air, water, soils...), climate change, human rights, consumer education, there are so many things that NEED to change quickly in the fashion industry. With the advance of technology there are news and more ecological ways of sourcing fabrics, making new fibres, dyes and reuse worn garments. Heavy Jeans is focused on sustainable design and production practices, and it was a joy to contribute to making a positive change.

