

Vittoria Greenbank

The Gamer Grunge Collection // SS 2022

Gamer meets grunge comfort in this industrially nostalgic collection that fuses 90's gaming and goes back to brand roots. Featuring moody print, applique, and androgynous silhouettes with a flash of colour, this collection encourages you to rediscover yourself with Heavy Jeans and feel the true denim

Tell me about your project?

The Gamer Grunge Collection combines aspects of the nineties gaming scene, such as Pacman, with the skateboard aesthetic from the grunge scene. It reimagines the historical industrial aesthetic into contemporary silhouettes, with modern playful print and applique to form a moody androgynous collection, fit for both work and play.



What have enjoyed most about the collaboration with Heavy Jeans?

Heavy Jeans have provided me with the incredible opportunity to explore their brand history and design a range of commercial products. We had a lot of freedom to explore our ideas, I focused on the brand's heritage from the 1990's grunge scene as a foundation of my collection, whereby I develop a collection of gamer grunge inspired products, prints and logos.

How has this experience informed your practice as a designer?

The experience of collaborating with Heavy Jeans has developed my knowledge and skills of designing a collection of commercial products, and how every little detail is crucial to a create a successful outcome. The opportunity to respond to a live project and engage in regular feedback from the design team has enabled me to gain an insight into how the industry works and has ultimately informed my practice as a designer.

Why is sustainability important in the fashion industry?

The fashion industry contributes to 10% of global carbon emissions, and as designers we have a responsibility to develop sustainable design practices in order to reduce these emissions. Sustainability is hugely important in the fashion industry and plays a part in many areas from reducing waste to fabric innovation, and together it is vital in order to lower the industry's carbon footprints.