

Yasmin Connor

“Little Girls With Dreams Become Women With Visions” // SS 2022

The aim of this collection is to convey the strong messages created within feminist protest, the 1970's women's liberation movement. A collection to empower women of all generations, specifically the younger generations.

Tell me about your project?

This collection was inspired by the George Floyd protests, Black Lives Matter protests and #March4Women movement that have dominated the media over the past two years. 'Little girls with dreams become women with visions' provides a platform for the voices demanding to be heard. Based on the women's liberation movement, and 1970's fashion with its, sleeveless jackets, rough/frayed edges, and patchwork resemblance aspects. Sustainably focused, the construction methods apply recycled fabrics, entwined with the technique of “Boro Futonji”, a Japanese appliqué/ patchwork technique.



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

This collaboration has been a great enjoyable experience that has enabled me to expand my knowledge of the brands heritage, and its range of denim-based products as a foundation for my collection. It has also helped me develop my understanding of commercial designing methods, and the valuable experience of working with brand to create empowering designs.

How has this work informed your practice as a designer?

The experience of working on a live project has allowed me to gain an insight into the denim industry and has informed my commercial design practice. Working closely with the design team enabled me to receive regular feedback, helping to improve my design practice and industry-based knowledge.

Why is sustainability important in the fashion industry?

The fashion industry contributes a high percentage of waste. In the UK approximately 1.1million tonnes of textile products per year is discarded through harmful waste deposit practices and adds 10% more carbon emissions into the environment. The importance of less waste in design practice, as well as the need for reusability in garments of usage or, a non-harmful biodegradable lifespan for fabrics used in garments.