[1] Final Brief

Conceptual Statement: To design, develop and create a one-off dress that I can wear to a family xmas in Burlington, Ontario, Canada. This dress also needs to enter the fundraiser Alice and Wonderland fashion show on 2 September at The Opera House. Specifications:
- under $100 to make
- high quality (evaluated through the snag, crease and stain tests)
- fit me (size 10) perfectly
- inspired by Alexander McQueen
- suitable for a family occasion
- respect the key stakeholders ethics and values
- black & silver
- some embroidery detail on the bodice, with a Maori influence


<table>
<thead>
<tr>
<th>Positive</th>
<th>Negative</th>
<th>Interesting</th>
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<tbody>
<tr>
<td>Good opportunity</td>
<td>Needs to be around a theme</td>
<td>Shown at the model's run on The Opera House</td>
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<tr>
<td>To show off my fashion skills</td>
<td>Has to be of a high quality</td>
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<td>Learn new skills</td>
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[3] "I understand that this context has two angles to it. The given context is the fashion parade and therefore I need to consider the appearance and the quality of the garment I develop as this is a professional show. The second angle is the constraints, like the TV programme 'Project Runway' the constraints we are working to is that the garment will be for a named person to wear in a specified place and reflects the influence of a particular designer."

"This issue provides me with the opportunity to show my design and fashion knowledge skills in a school fund raising event"

[4] Concept Screening

Name: Emily

Which is your favourite concept? Why?
Concept 1: It is gorgeous and how you have taken the simplicity of the design, (scaling down) and enhanced it in a detailed way with the specific embroidery. The silver linen gives it an elegant appeal and the black hood is from the House of Black Hood!

Which is your least favourite concept? Why?
Concept 1: It is not a bad concept, it just looks in comparison to the other concepts. It is more simplistic and not really suit your avant-garde theme in the fashion show.

Which concept best suits my personal style? Why?
Concept 1: It is original and cute and has a slight glitzy look, in sync with it's otherwise feminine elegance.

Which concept best suited for the fashion show? Why?
I like elements of both Concepts 1 and 2, they are both quite high fashion and suit the strong style of runway wear so at home.

Anything else?
I love Concept 1, but I'd like to see it developed into a more of a showy, runway piece.

[5] I contacted my relatives in Ontario, Canada. We are having xmas with them. I was concerned about whether my garment that I was going to be making for the spring fashion show would be warm enough for winter in Canada. They told me the semi formal xmas dinner would be indoors and the house was well heated and insulated.