





# MONDAYS

A CLOTHING BRAND FOR THOSE
WITH MANY PASSIONS









# BRAND IDENTITY

**My brand called Mondays is about designed to be comfortable and aesthetically functional for all day wear**, with the driving idea that it could be worn in an office space, on a college campus, to a restaurant, or lounging around the house. **It is for the consumer with many passions and roles to play throughout the day, and for those who want to accessorize and express their own personal style in all areas of life without sacrificing comfort.**

**Shape and fit** were things that seemed vital for the comfort of these designs. This quote from “The Alienating Garments of Kawakubo” stated, “From cocoon dresses with no waistline to sweaters full of holes to oddly shaped dresses, Kawakubo has been responsible for radical reconsiderations of the silhouette” (Granata, 2017).

While on a much smaller scale than Kawakubo, I greatly considered how silhouette would impact my designs. I landed on using **wider, less-fitted designs for increased comfort.**

# DESIGNS

White/Off white

Navy

Spring Green

Peony Pink

Brown

Butter Yellow





# DESIGNS

High neck white cotton tank top underneath



White & navy striped, single button knit sweater with gold button



Navy wide leg cropped pants with elastic waistband. knit material

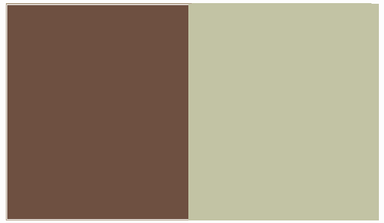




# DESIGN 2

Knit scoop neck shirt with matching shorts







Brown leather belt with gold hardware



Brown ballet flats



# DESIGN 3

Gray button-up sweater with scalloped collar



Cropped wide leg pants with scalloped hem on cuff



# MOOD BOARD

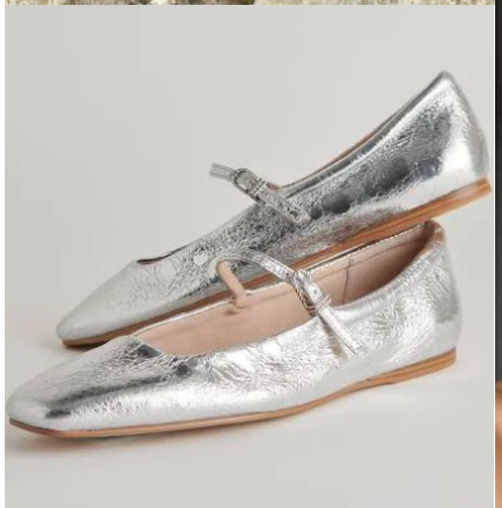
The Natural Beauty article states, “We theorize that calls to look natural maintain the value of attractiveness while adding the consumer concern that others will discount their attractiveness if overt effort is present” (Smith, 2021).

While depicting multiple natural beauty trends here, **my vision behind the line is that it would not be “taboo” to admit putting effort towards appearance or frowned upon to want to look and feel your best.**

I also wanted to emphasize **leaving room for accessories in this line.** With colorful shoes and playing with texture in hairstyles and jewelry, **I want people to feel confident in expressing themselves.**



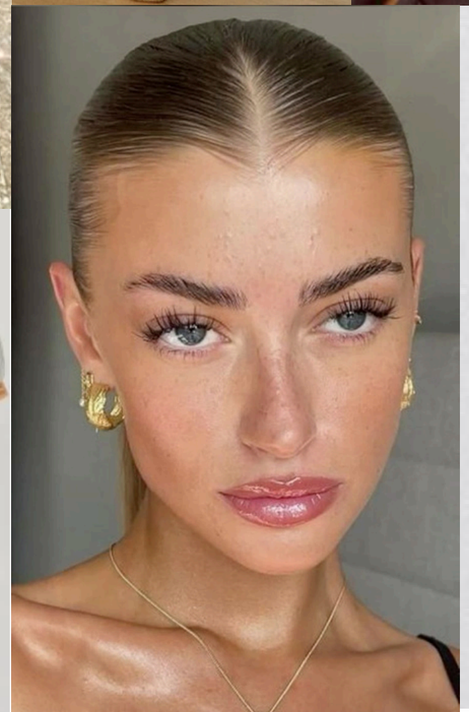














# SUMMARY

**This project specifically focused on...**

- **Aesthetic in both design and advertising**
- **Beauty standards and self-expression**
- **Functionality and occasion of dress**

**By considering fabric type, silhouette, color and aesthetics, my designs provide comfort, style, and room for self-expression in every moment of the day.** In terms of the aesthetics and vision surrounding the line, I think that the article Fashion Advertising provides insight. “The general format was the list, enumerating the items on offer and how much they cost. By contrast, more alluring pictorial representations of the latest fashions were available as engraved or etched plates, displayed for sale in print sellers’ windows” (Jobling, 2010). Today, we often sell aesthetics, which is exemplified through our heavy reliance on imagery in fashion advertising. Choices in design that I made provide functionality and comfortability to the specific on-the-go consumer and aesthetic that the line seeks to serve.

# REFERENCE LIST


**Smith, R. K., Yazdani, E., Wang, P., Soleymani, S., & Ton, L. A. (2021). The cost of looking natural: Why the no-makeup movement may fail to discourage cosmetic use.** Journal of the Academy of Marketing Science, 50(2), 324–337.

https://doi.org/10.1007/s11747-021-00801-2

**Jobling, P. (2010). Fashion Advertising. The Berg Companion to Fashion**, 276–279.

https://doi.org/10.5040/9781474264716.0006029

**Granata, F. (2017, May 8). The alienating garments of Rei Kawakubo. The Atlantic.**

https://www.theatlantic.com/entertainment/archive/2017/05/the-alienating-garments-of-rei-kawakubo/525678/