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The bridge
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Fashion design

MA 2-spring 2020

Modes of Design!

My project is about bringing something traditional to the daily style of Iranians who migrated to Scandinavian countries and changed themselves to blend in with the society. But at the same time, their personal life and true tastes were unchanged (home decorations, culinary choices, music or fashion). As a student of fashion, I saw it something important to add as we have really rich colors motives and folklore styles that we should put aside in order to be accepted in the new place that we try to call our home.



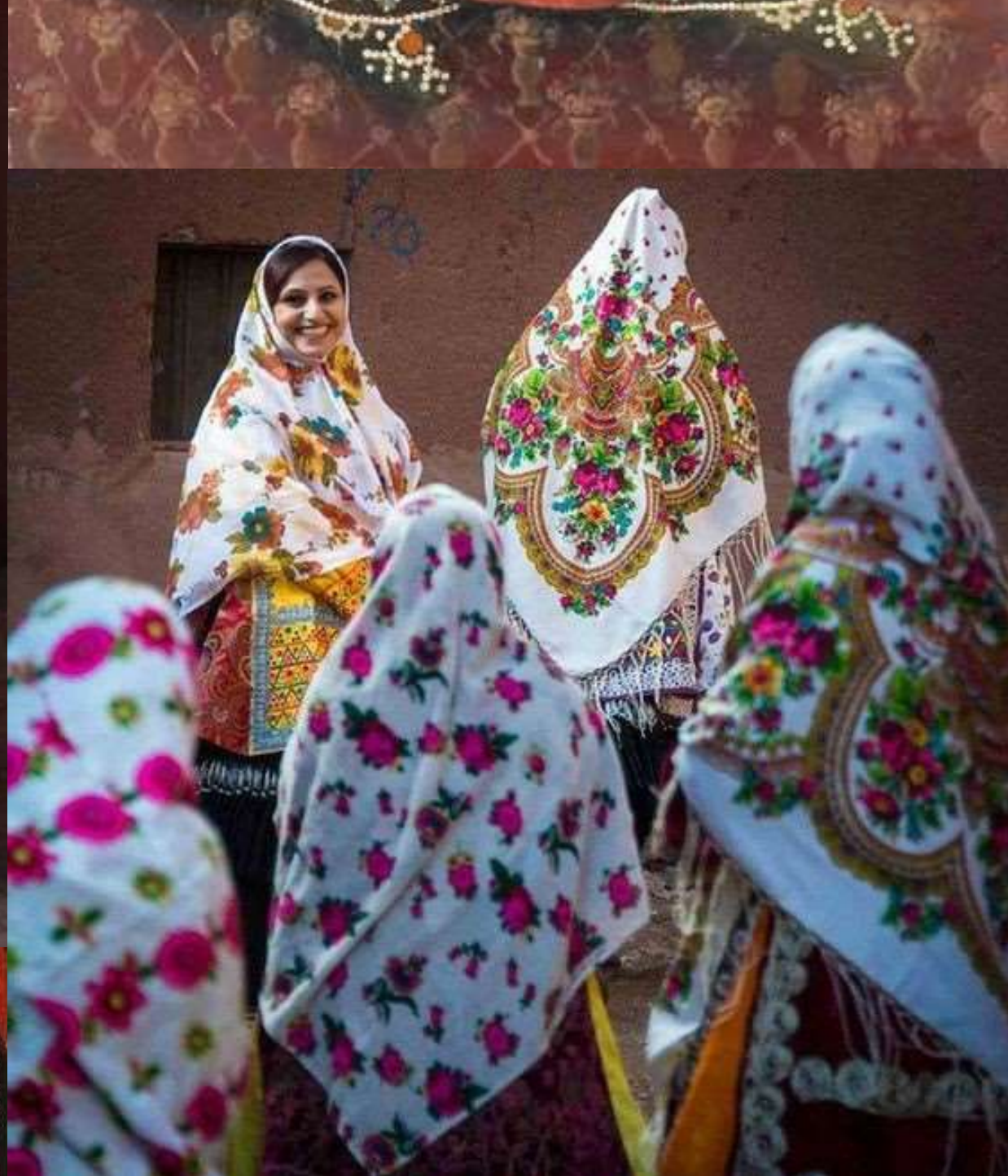
Immigrants, my target group, are all feeling divided between two worlds, two places, two cultures. They don't want to feel like outcasts and at the same time, they don't want to abandon their true nature and taste in things like fashion. How can we connect the two platforms that are drifting apart when a person is standing right on them, one foot on each? I want to give them something that will do just that – I want to give them a fashion bridge. I have found a subtle way of infusing rich cultural heritage into a small item such as a piece of fashion accessory. This way, the aforementioned immigrants can wear their past on them at any time, uniting their past selves with their present selves into just themselves. My intention and aim are to bring something that reminds us of our rich culture to our daily style. Something small that will not change the way we blend in but shows our taste at the same time.





Then







Now





SPRING/SUMMER 2017
by
POOSH-e-MA



F/W 2016
by



F/W 2016
by
POOSH-e-MA



SPRING/SUMMER 2017
by
POOSH-e-MA



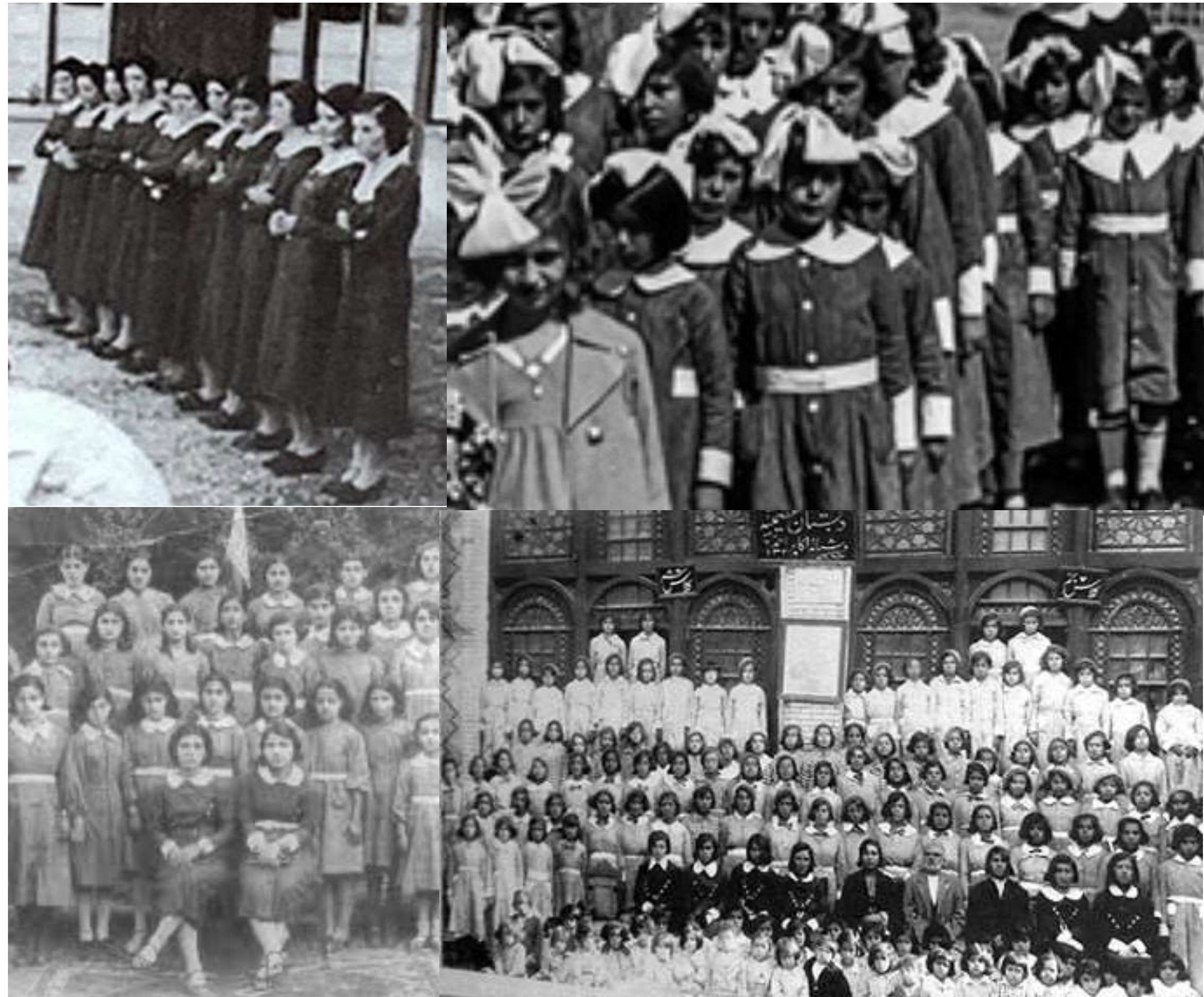
**Scandinavian
style!**







I wanted to make an accessory item for the immigrant girls that are hiding their traditions and things they love. Yet you still can see in their private life, even in small things such as pieces of accessory, how much they care for their culture – but they only show that to other Iranians. As an immigrant myself who is also a fashion student, it moved me to learn those things about the people I have the most things in common with and who I have feelings for. I decided to create something precious that could make them feel like they stayed themselves while still being part of the new world.



I started this project when I was trying to blend in myself!
Learning the Norwegian language, wearing clothes like Scandinavian folks, imitating their behavior in society and so many other things.
Observing my fellow Iranians, it was interesting to see they were all, without an exception, acting the same! Like we were on a factory line and we were getting different things from everywhere and we were accepting them all until we got out of that tunnel, then started a new life as a plain person without anything to show for our own taste.
An item to help us share our own taste with others and to express our own personality. But we still kept all of that in our houses. After those observations I did interviews, wardrobe studies and scenario sessions.



After getting the scenarios, I chose the one that was closest to the core of my project which was designing an accessory that shows itself as fast and impactful as it can. So I chose the collar as it is around the neck and head area. That is the part of the body with the most attention and it is a small piece that u can even call a jewelry. It will not interfere with the whole Scandinavian look but at the same time you have your own taste in fashion and you are not hiding it. I designed the collars, I chose the motives and I did a lot of tests on what materials are the most suitable. So many of them failed and now I finally have my hands on the right technique and a material, and that fits the timing of the exam.



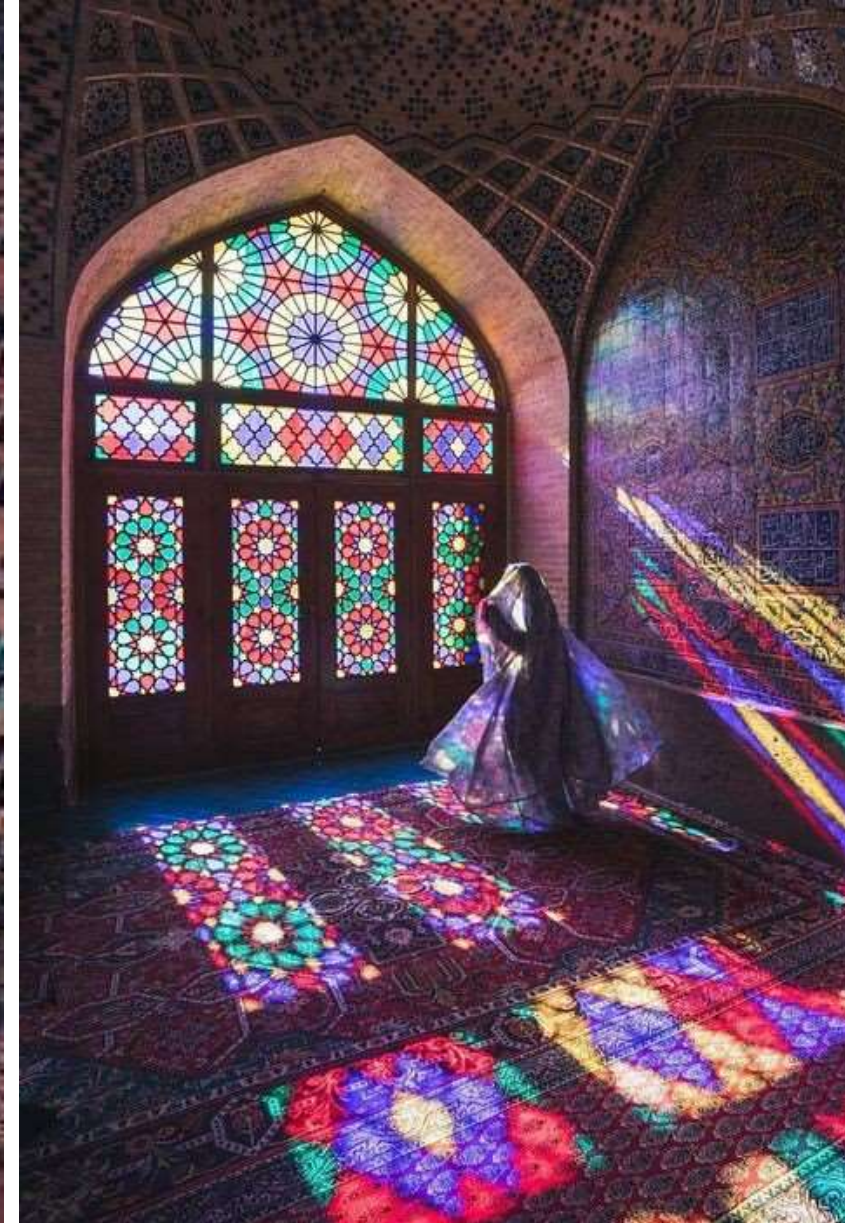
Patterns and Motives

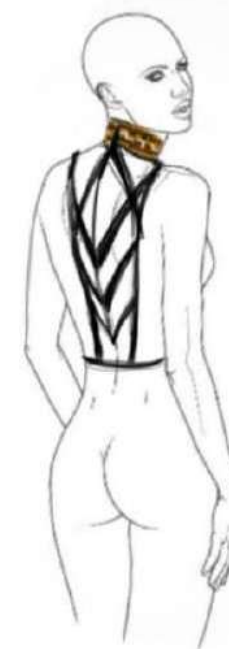
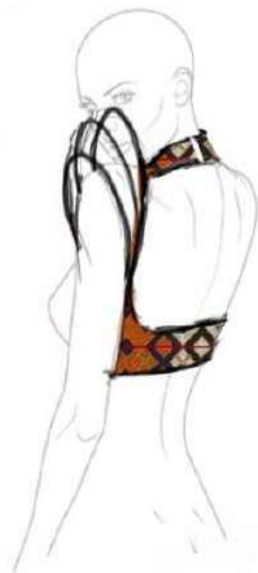




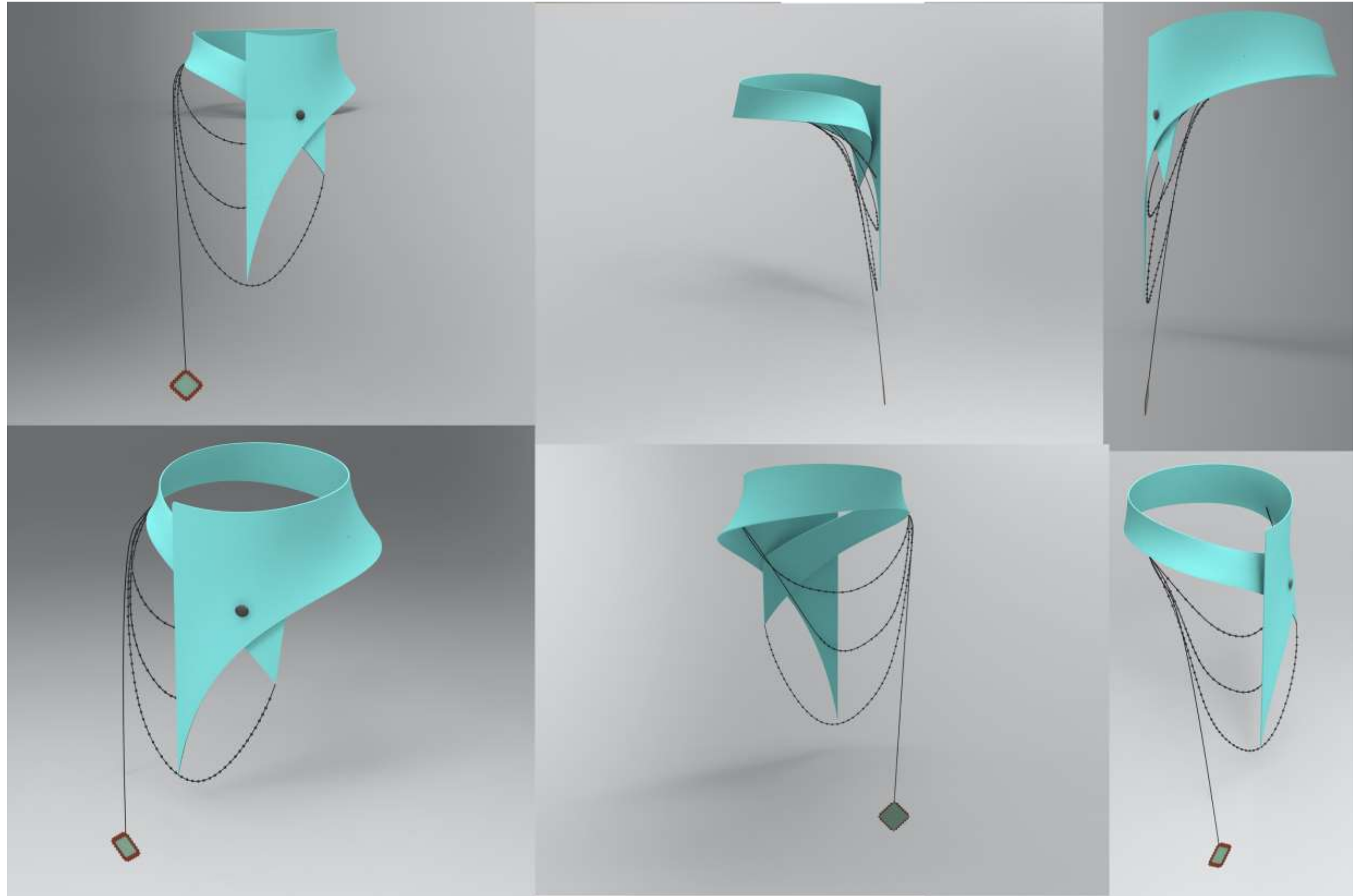
Inspiration



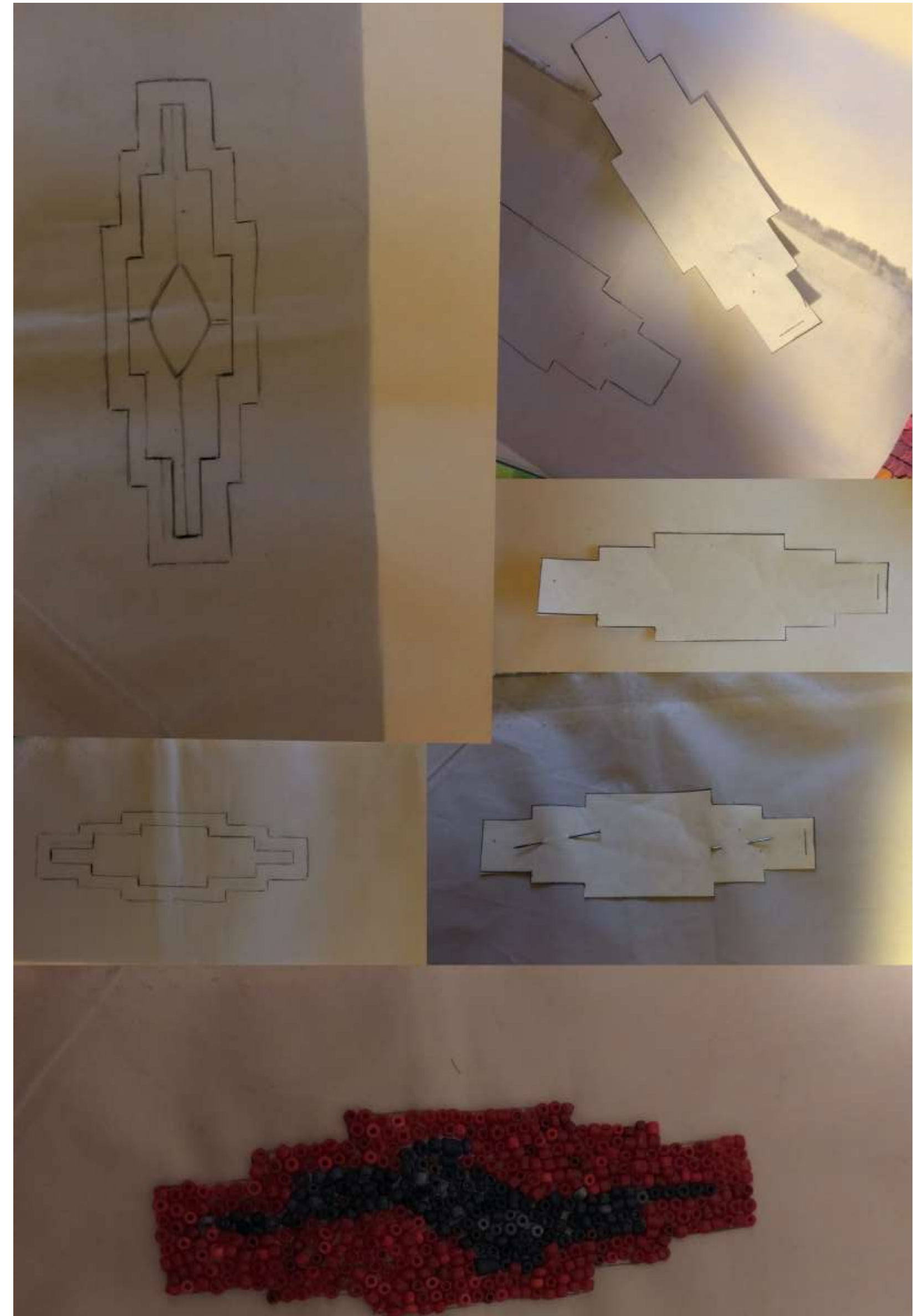




Sketches & 3D Rhinoceros



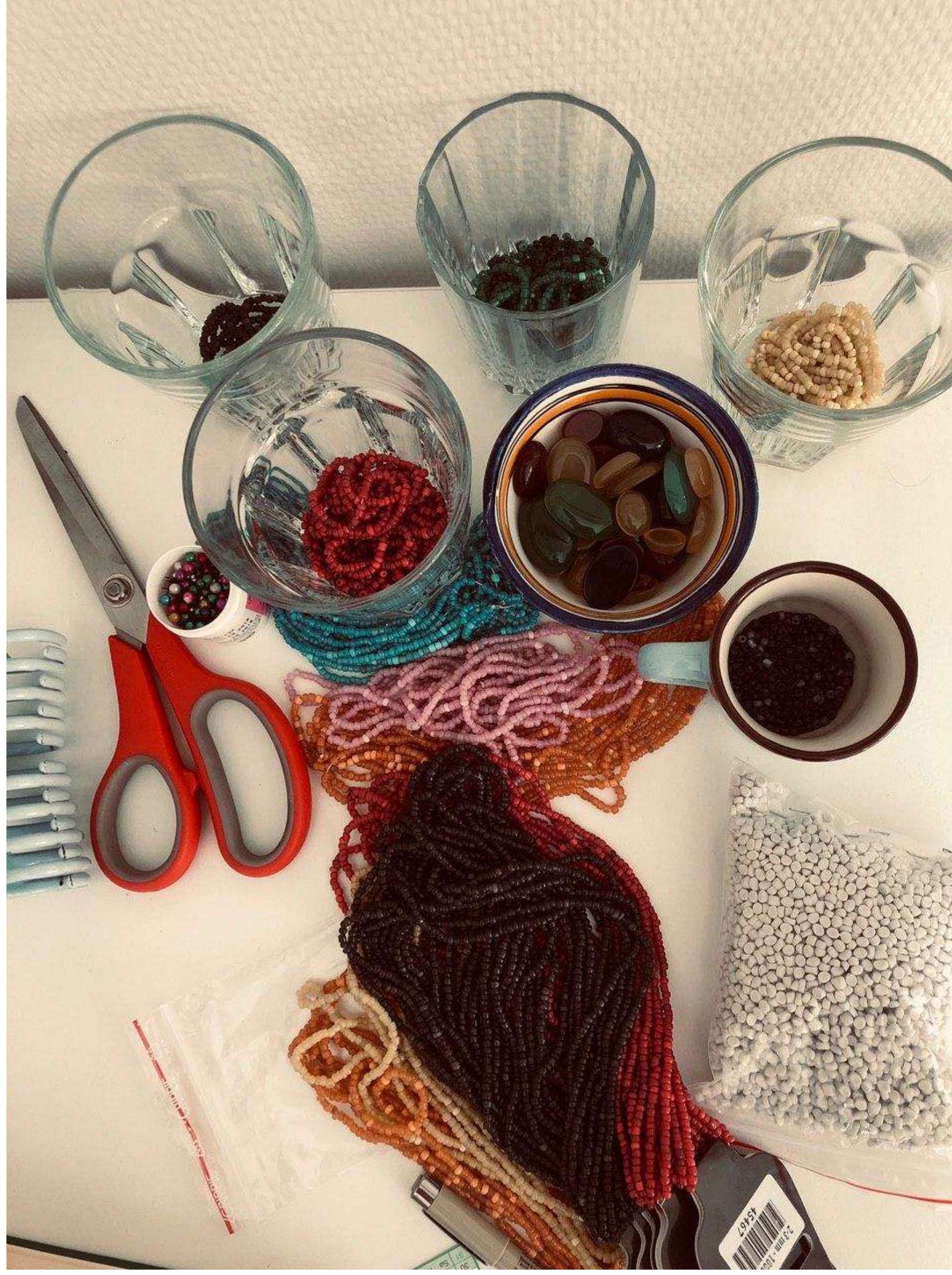
Making the patterns & Prototypes

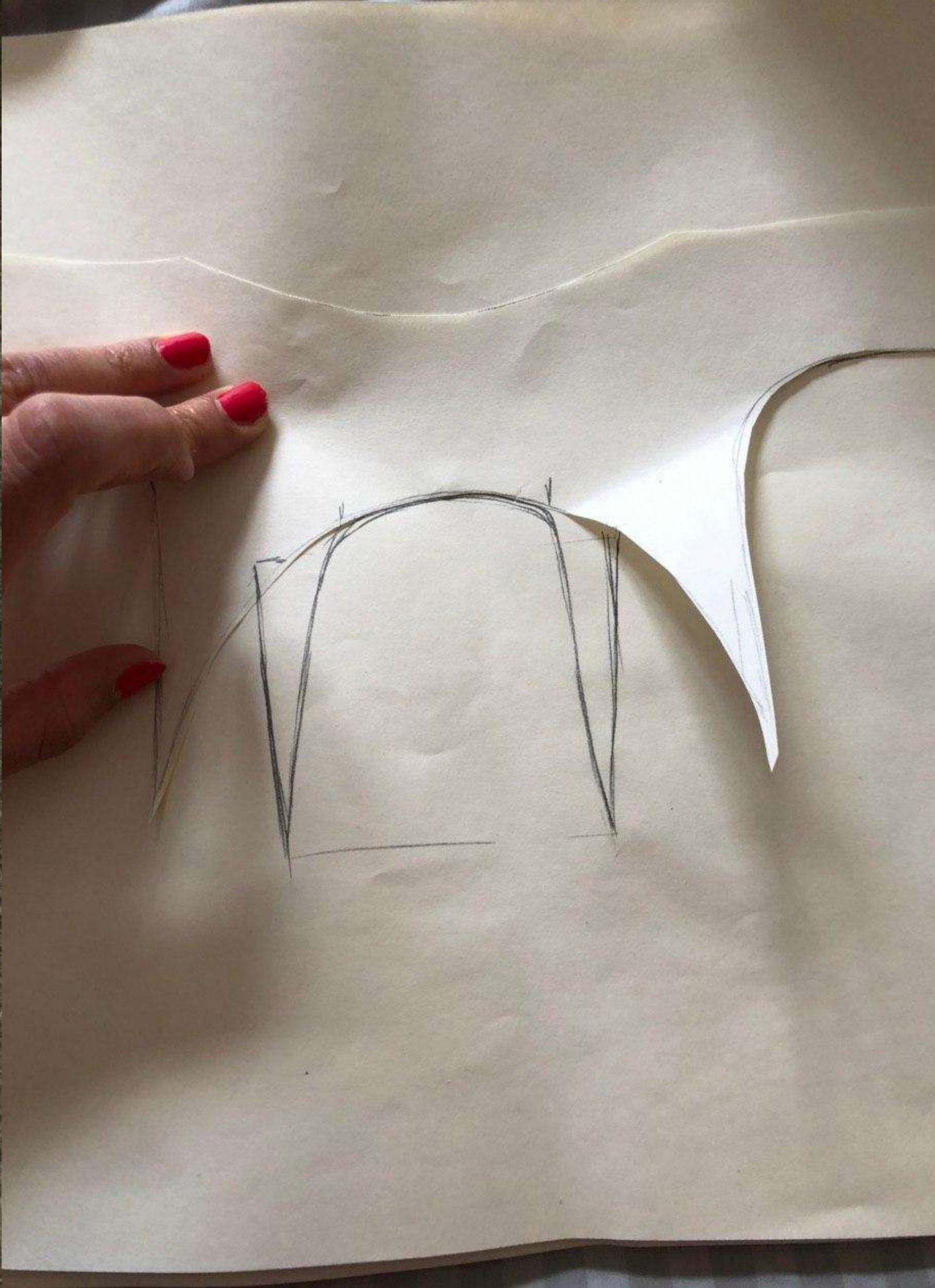












**self-assessment
learning outcome**

Aiming

My understanding of being an insider-outsider... In my project I explain the feeling of being an insider-outsider. I understand this expression's meaning as being physically inside a group, while not being as part of the whole. It is a state of feeling excluded while having to be included, of being a grain of sand blown by winds miles and miles away, yet still landing on a beach.

My understanding of cultural identity... I talk about cultural identity as an important part of a personality that can never be fully quenched. Suppressing one's identity is not healthy. We are influenced by all aspects of our cultural environment when we are being raised. It roots deeply into all layers of our personality and ultimately affects how we behave, what kind of music we like, what tastes we enjoy, how we think and how we dress.

What did I learn about experiencing those things myself... As an immigrant, I have experienced the clash of two cultures in my personality. I had to change some habits and behavioral patterns to feel more included, but I was never able, nor did I want to forget my cultural identity. As time passed, I became more comfortable with adapting my fashion choices to Scandinavian style. But I always feel like I need to have some part of my cultural identity on me. If it didn't come with the feeling of being excluded, I would always go for colorful Iranian choices.

My experience of conducting a survey... When I realized my personal experience is not enough to come to conclusions, I decided I need to do a survey. I have selected a field of people who came to Norway and a field of people who are living in Iran, both fields having various characteristics amongst the respondents (to prevent getting biased results). I have also gotten and collaborated on some fashion scenarios to help further shape my project. I got familiar with the basics of selecting samples of respondents, formulating questions and analyzing answers.

What I learned with wardrobe studies... I have studied multiple wardrobes of people with different backgrounds. I learned how different people combine the pieces of their wardrobes into an outfit and how they dress for different occasions. How much they care about fashion and how they choose accessories. It was crucial to understand individual points of view on one thing.

How can I use the gathered findings... With all the different answers, opinions and findings I was able to decide how to continue with the project. I have learned about relations between people and their cultural heritages and pasts, and between people and fashion. I have learned to recognize the reasons behind preferring a piece of accessory over another one, what can make an item precious in the eyes of its owner and in what way it can make them feel more like themselves. Together with fashion scenarios it helped me decide to focus on accessories as the item of my interest.

How important it is to research the history and forms of fashion items... After I decided to design collars for the purpose of this project (for the reasons mentioned in the modes of design), I spent a lot of time researching all information on collars I could have found. It showed me how important it is to get really familiar with an item, understand what it was originally meant for and what is its role now, before attempting to design or even construct it.

Executing

How did I formulate the goal of my project... The goal of my project was clear to me from the beginning and it stems in the problem of being an insider-outsider and cultural identity suppression. The clear goal is to find a way of connecting the two very divergent cultures in a subtle way with fashion. However, the actual formulating of the goal took some time for me as it is not so easy to transfer all thoughts to other people in a way that makes everyone understand the original thought.

How did I move between various stages of the project... With the big help of my teachers I was able to come up with a good structure of my project. I decided what parts should be done first, what parts should be done last and what parts need more time than others. After that, I constructed a schedule that helped me follow the plan. Thanks to all of that, I got stuck only on a few short occasions.

What were the most challenging parts of my work... Because of obvious reasons that we all have experienced in the past weeks, the biggest issue and challenge was losing my technical hours. That way I missed on techniques that I wanted to implement in designing and crafting my final products. Sewing the collars was difficult and I had to search for suitable alternatives in order to have some prototypes.

Reflecting

What I learned about expressing my ideas and presenting the results... There are many ways to express an idea and only few of them are usually right. Doing the thinking inside your own head is one thing but getting it out in words is a whole another thing. Thanks to this project and individual consultations I got much better in it and I am now more confident explaining my ideas and showing my results to people while still being very open to constructive criticism.

What means of presentations I came across... We all had to adapt in this situation and experience new ways of presenting. In the past, I was heavily focused on actual prototypes and a specific materialization of an idea. Now I have learned that even abstract sketches are a great way to present your vision. And the very best concept is the combination of more means of presentation. I am using a 3D model together with my sketches and digital documentation of my crafting process.

What I learned about experimenting with techniques... The best way to tell if a technique suits you is to try it out. This is related to the previously mentioned idea that the best way of presenting something is to present it from more angles. With more takes and various techniques in the crafting process I was able to experience first-hand how and where different materials can be used (I was working with felt, metal, beads, paper, cotton, plastic, synthetic leather). Experimenting and evaluating the results is a great way of learning.

Reflecting on the process as a whole, I have learned... It is important to have a clear vision as soon as possible in the process. If you stay committed to it and only make minor operational changes, you are more likely to meet your goal. It is crucial to have feedback and to listen to various opinions. All parts of the process were equally important and each of them required time and effort to be done in a good way. Another vital part of the whole process for me was inspiration. Finding various sources of inspiration, in this case mostly Iranian culture, history and architecture, influenced me greatly. The patterns on Persian carpets or on tiles in mosques, the shapes of Iranian architecture, the colours of my homeland's nature and the richness of its history were the best springs of inspiration I could have ever asked for. I have embraced the best parts of my cultural heritage and together with it my own cultural identity.