



## Power Redefined

Abigail Messmer, University of Missouri-Columbia, USA

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### **Purpose:**

This design was conceptualized to integrate the contrasting ideas of power and femininity. Often the term *powerful* retains some male connotations; therefore this design was created to help women look and feel powerful while maintaining their curves and shape.

### **Process:**

The design process began by defining size as a primary visual for “power” and moved onto enhancing the size of a woman’s physical size without making her into an amorphous blob or linebacker.

Inspiration for increased size without losing shape the mutton sleeve; its use of voluminous fabric over the arm was incorporated by inserting a circular ruffle into a style line which fell just below the collarbone and curved to meet the shoulder tip causing the fabric to fall away arm, extending overall shoulder width. The sleeve also used large amounts of fabric to create volume, but a fitted inner sleeve was included to maintain shape.

Another step towards enlarging size was to heighten the collar. The jacket was designed for fall so a tall collar was functional as well as an aid for enhancing size. The collar design began with a portrait collar, after a few iterations of flat patterns combined with a little bit of draping, the collar was finalized.

The final step to create a visually large presence was a full hemline. This design element was useful because it added size while making the waist appear small.

Beyond silhouette, the front geometric pattern was oriented to create motion which followed the collar/ruffle’s circular shape while the back pattern remained linear. The design’s combination of course, smooth, and 3D textured fabric, along with the geometric pattern clashing with the organic lines of the silhouette, continues the merging of contrasting concepts.

**Materials:** Black and yellow 44% Poly/28%Cotton/28%Rayon, 100% polyester lining

