

Louise Chard
BA (Hons) Fashion Atelier
Year 3
Professional Portfolio
RFAT6005

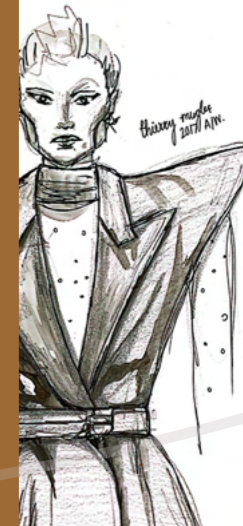
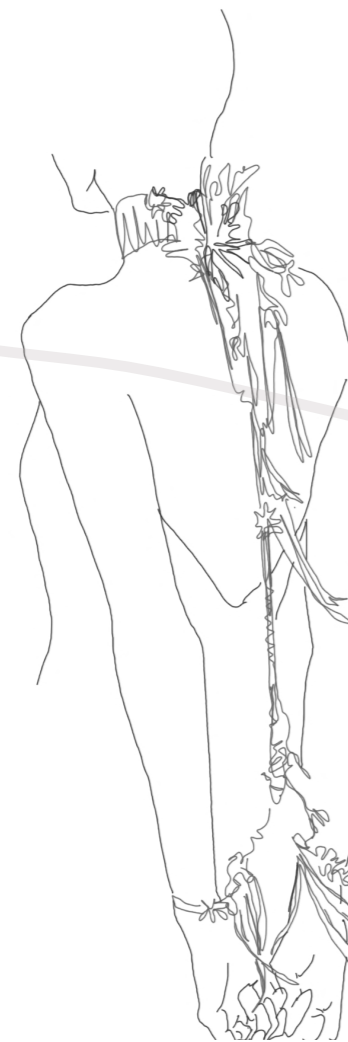
'The Modern Goddess'

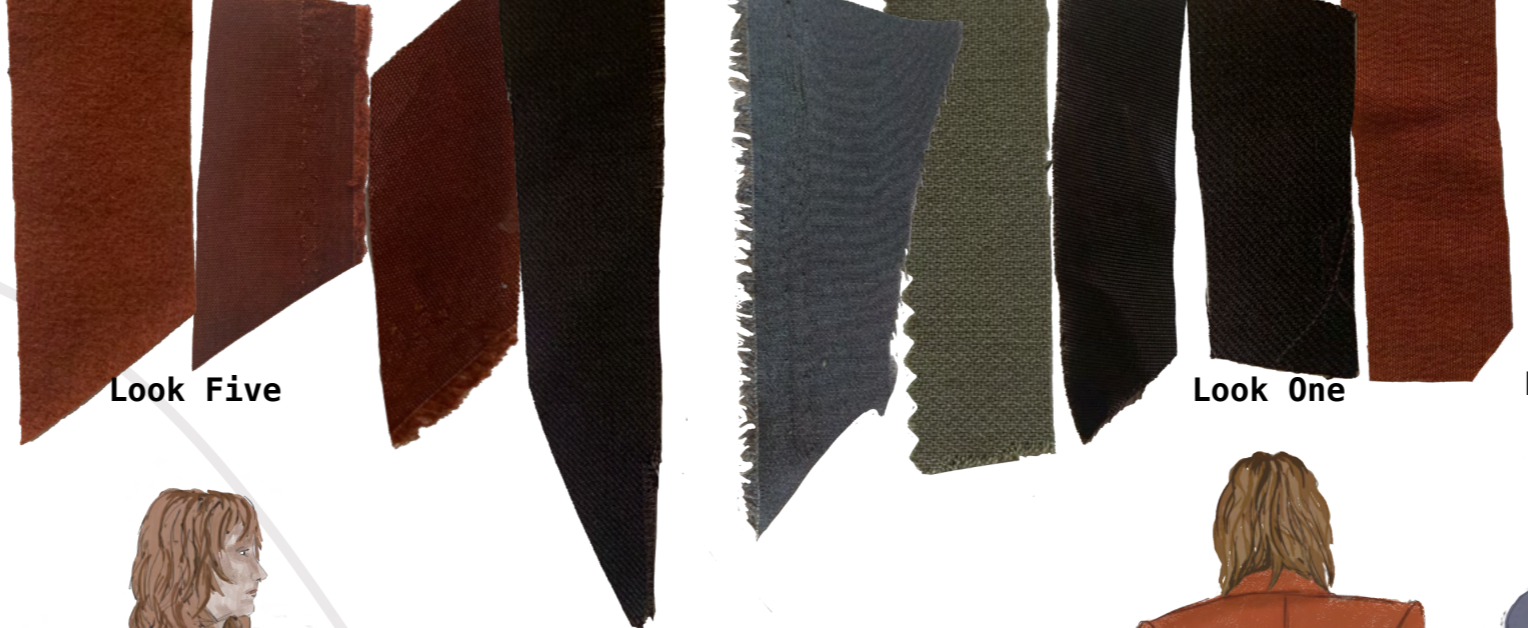
The Research and Design Journal

louise.chard1@gmail.com



'The Modern Goddess'





Look One

Look Two

Look Three

Look Four

Look Five

Look One

Look Two

Look Three

Look Four

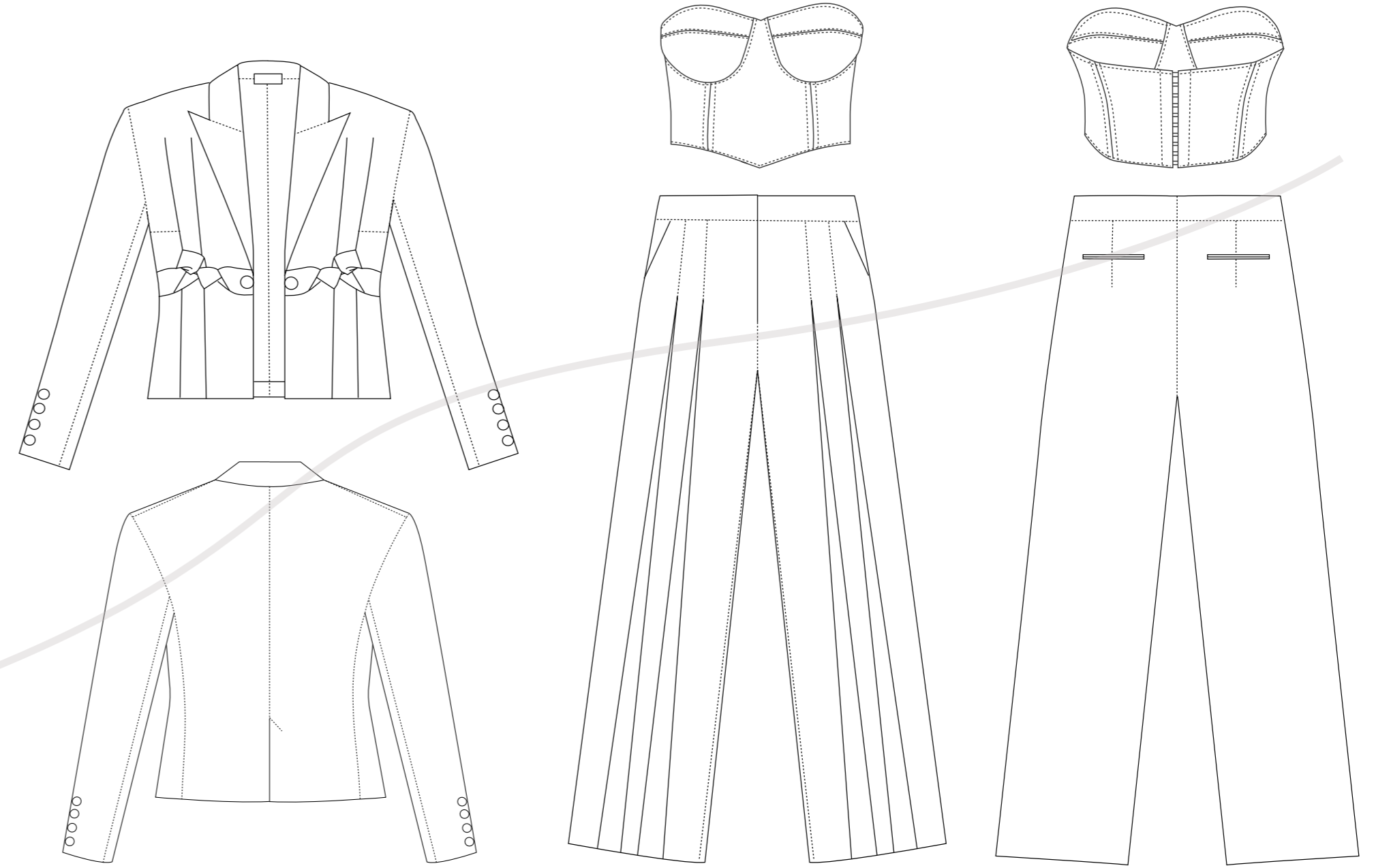
Look Five

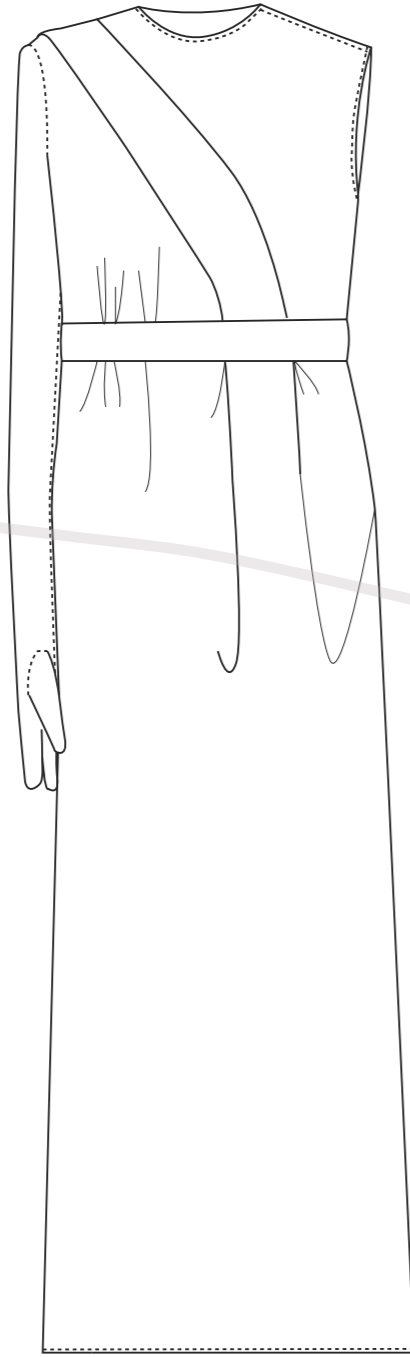


CHARD ATELIER
Technical Working Drawings



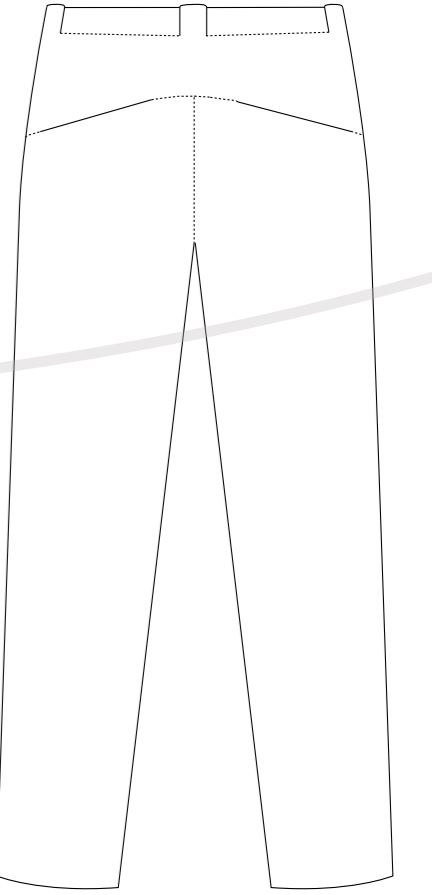
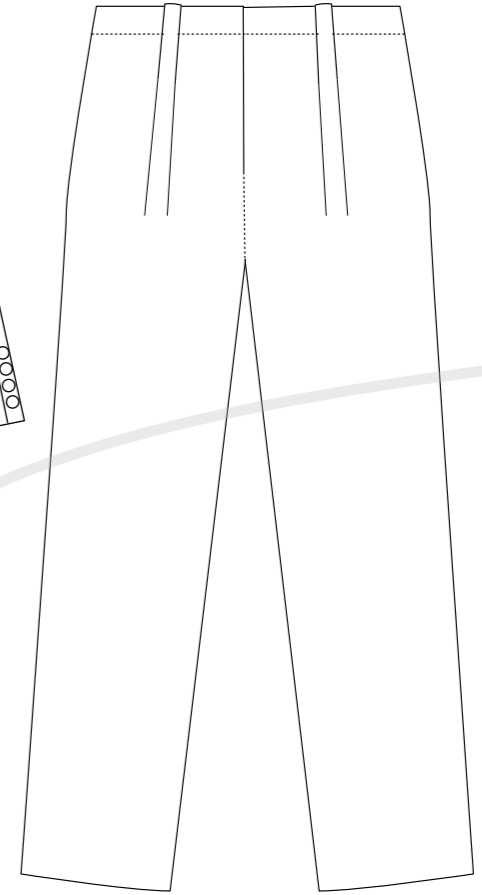
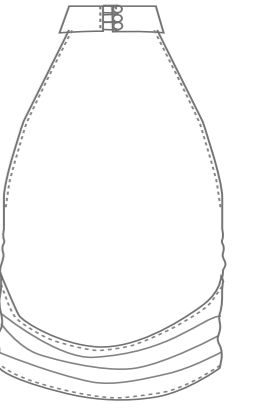
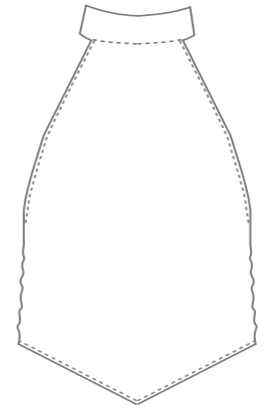
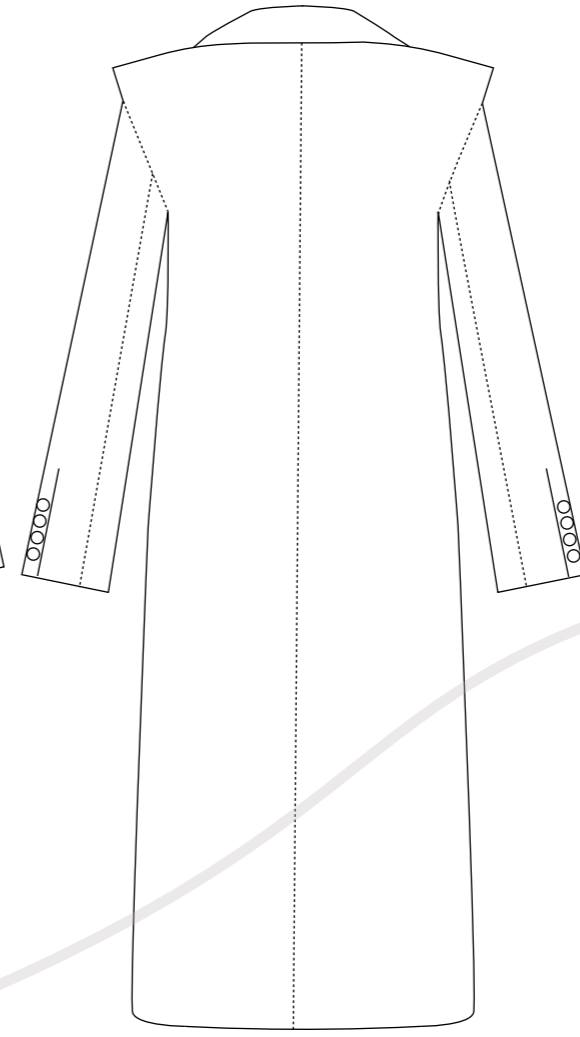
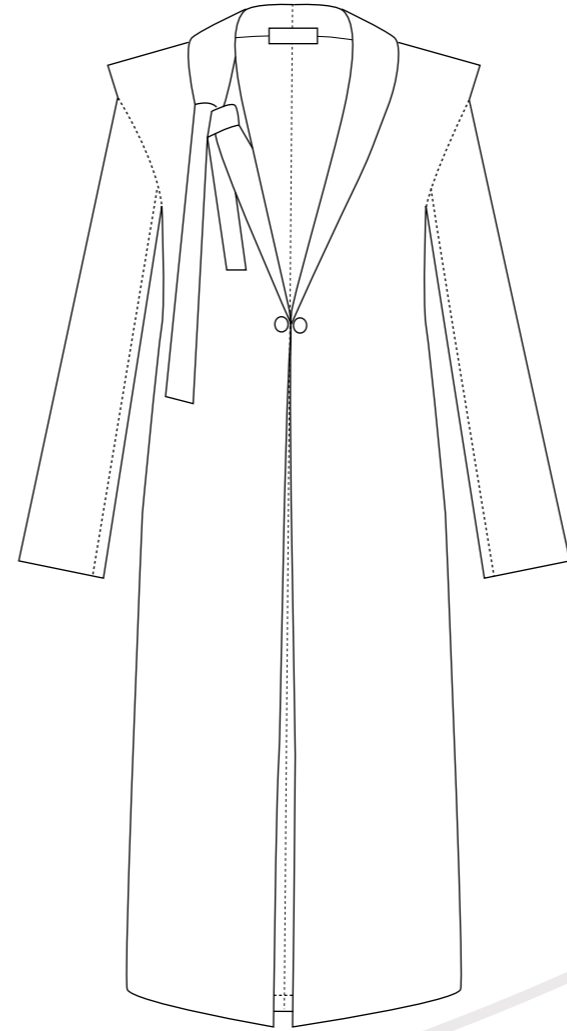
Look One

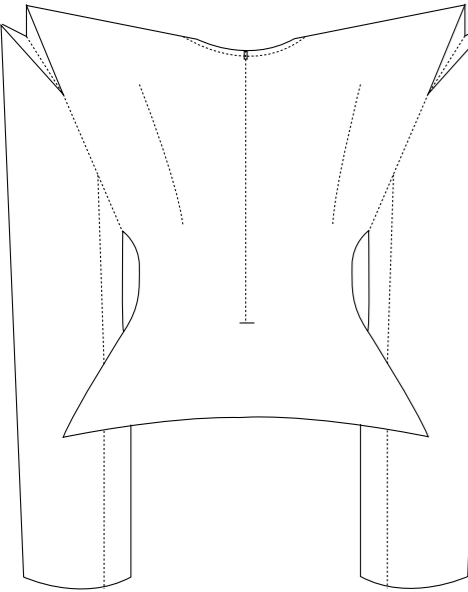
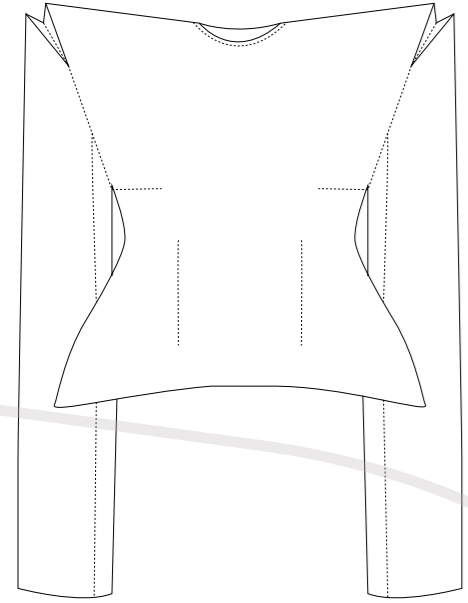




Look Two

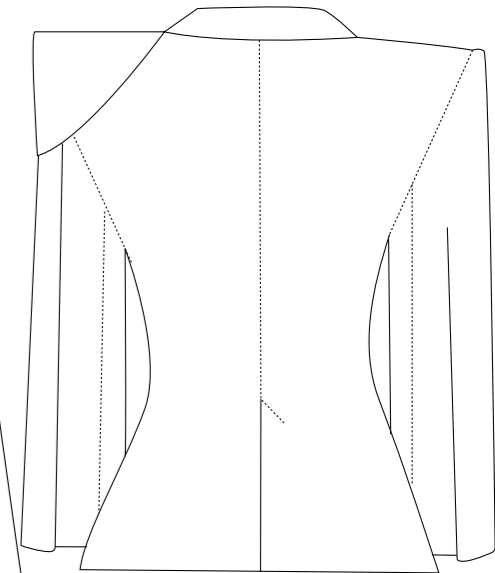
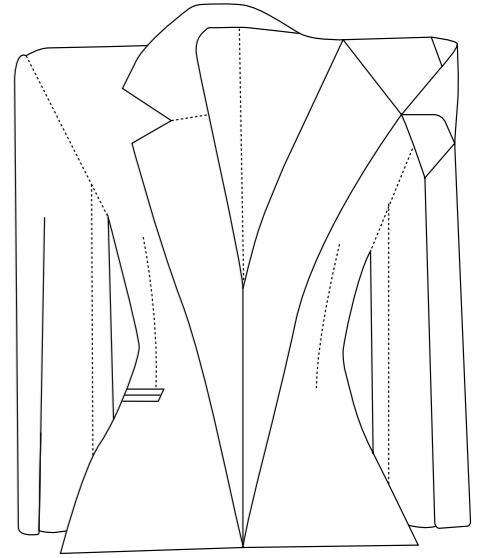
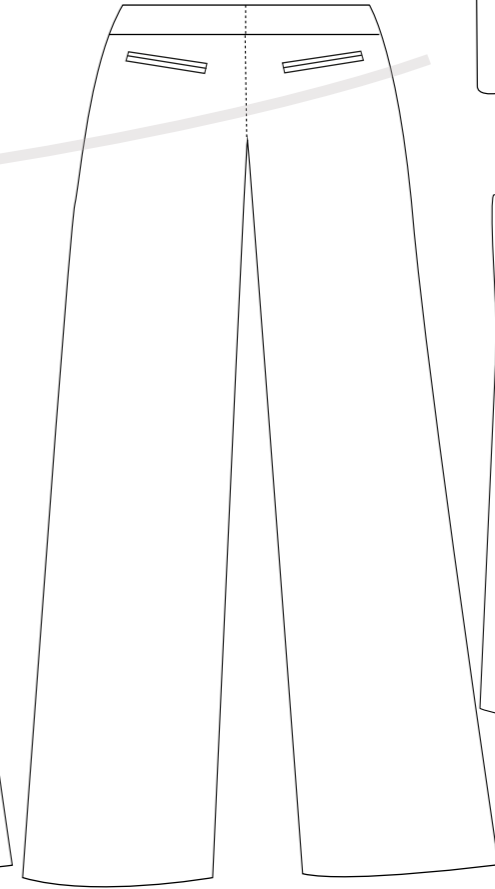
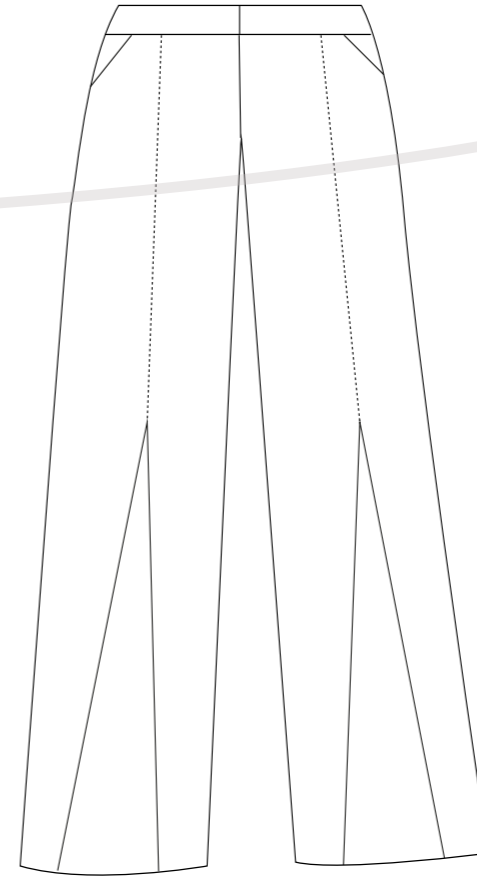
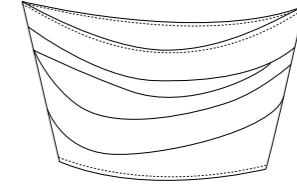
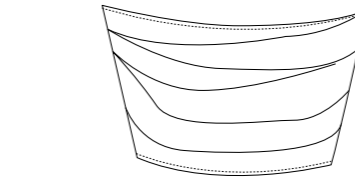
Look Three

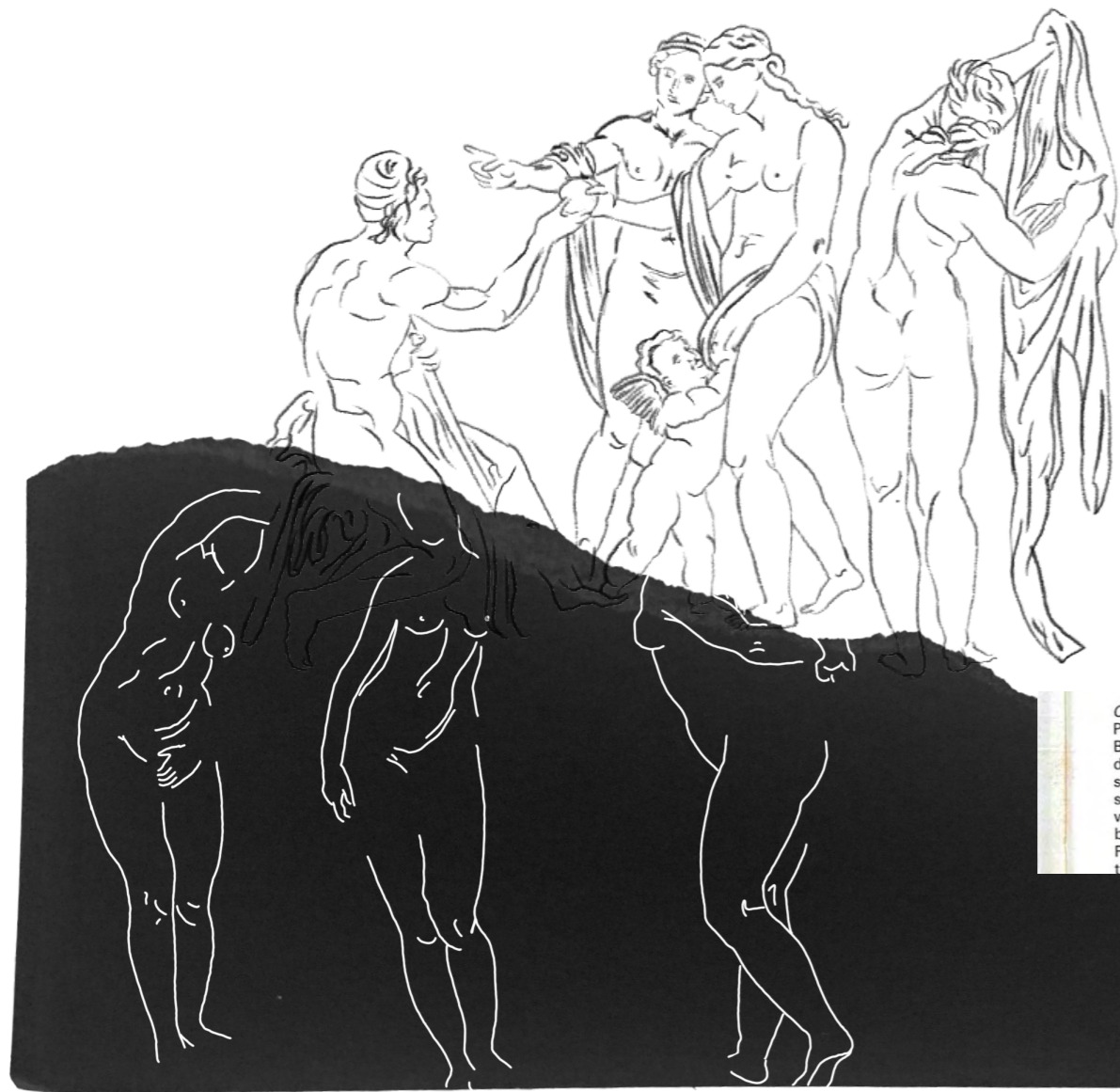




Look Four

Look Five





The Judgement of Paris



Opposite. The Judgement of Paris. The Penthesilea painter, working from 475 B.C., unlike some of his followers, could decorate a toilet box with an appropriate subject without descending into sentimentality. The Judgement of Paris, with the inscription twice repeated 'The boy is beautiful', runs right round the jar. Paris is seen sitting on a rock, wearing a travelling hat and carrying a club. Behind

promised to navigate the Greeks to Troy in return.
Even so the Greek fleet was unable to leave Aulis in Boeotia, though an omen told them that Troy would fall in the tenth year. A snake devoured eight sparrows together with their mother, representing the nine full years they would consume at the siege, and then was turned to stone. The fleet was held by contrary winds until Agamemnon's daughter Iphigenia was sacrificed to Artemis. She was brought under the pretence that she was going to be married to Achilles.

Various not very convincing reasons are given why a sacrifice was required. One version linked the sacrifice with the ritual at Brauron, another with that of the Sacred Spring, when everything born in a year was vowed to the god. In fact, in Greek mythology and especially at Athens, daughters are often sacrificed for the victory of an army, or sacrifice themselves. This is just another case, softened by the story that a deer was substituted at the last moment by the

goddess, who carried off Iphigenia to be her priestess among the Tauri of the Crimea, where human sacrifices could safely be attributed to barbarians.
The Greeks went first to Tenedos, where Achilles killed the king, a son of Apollo, thus ensuring his own early death. On Tenedos, Philoctetes was bitten by a snake and marooned on Lemnos because the Greeks could not bear the smell of the suppurating wound. The bow of Heracles, which Philoctetes had been given as a reward for igniting his pyre, was necessary to the capture of Troy, and this story conveniently gets it and him out of the way. When they finally reached

A similar consort may be seen in Anchises, a descendant of Assaracus, brother of Ilius and Ganymede. The goddess Aphrodite actually bore him a son, Aeneas, the only son of an Olympian goddess by a mortal known to Greek mythology. Aeneas was important to later genealogies. The story of his rescue of his father from Troy appears early. But in the *Hymn* to Aphrodite, Anchises knows that the consorts of goddesses do not have a flourishing life, and Aphrodite weeps because she will be supplanted by the mortal Paris, who has carried off Helen. The explanation of the stories of the rescue of Anchises. The family also took some time to persuade all the suitors to come on the expedition. He is reluctant. He is to exact the price because he wanted to marry the daughter of the king, who had been carried off to heaven. He is giving the eagle a drink from a cup, a clear reference to his task in heaven. But he sits on a rock under a tree, dressed as a shepherd in a Trojan cap, a type used



An apple "to the fairest one" Paris, a mortal Trojan, chose Aphrodite, after the bribe of the most beautiful woman in the world, Helen of Sparta.

- Athena – Goddess of War
- Aphrodite – Goddess of Beauty
- Hera – Goddess of Marriage



Peleus and Thetis. Aphrodite offered Paris lust, and he praised her, rejecting the other goddesses, Hera and



Athena

Goddess of War, Handicraft and Practical Reason

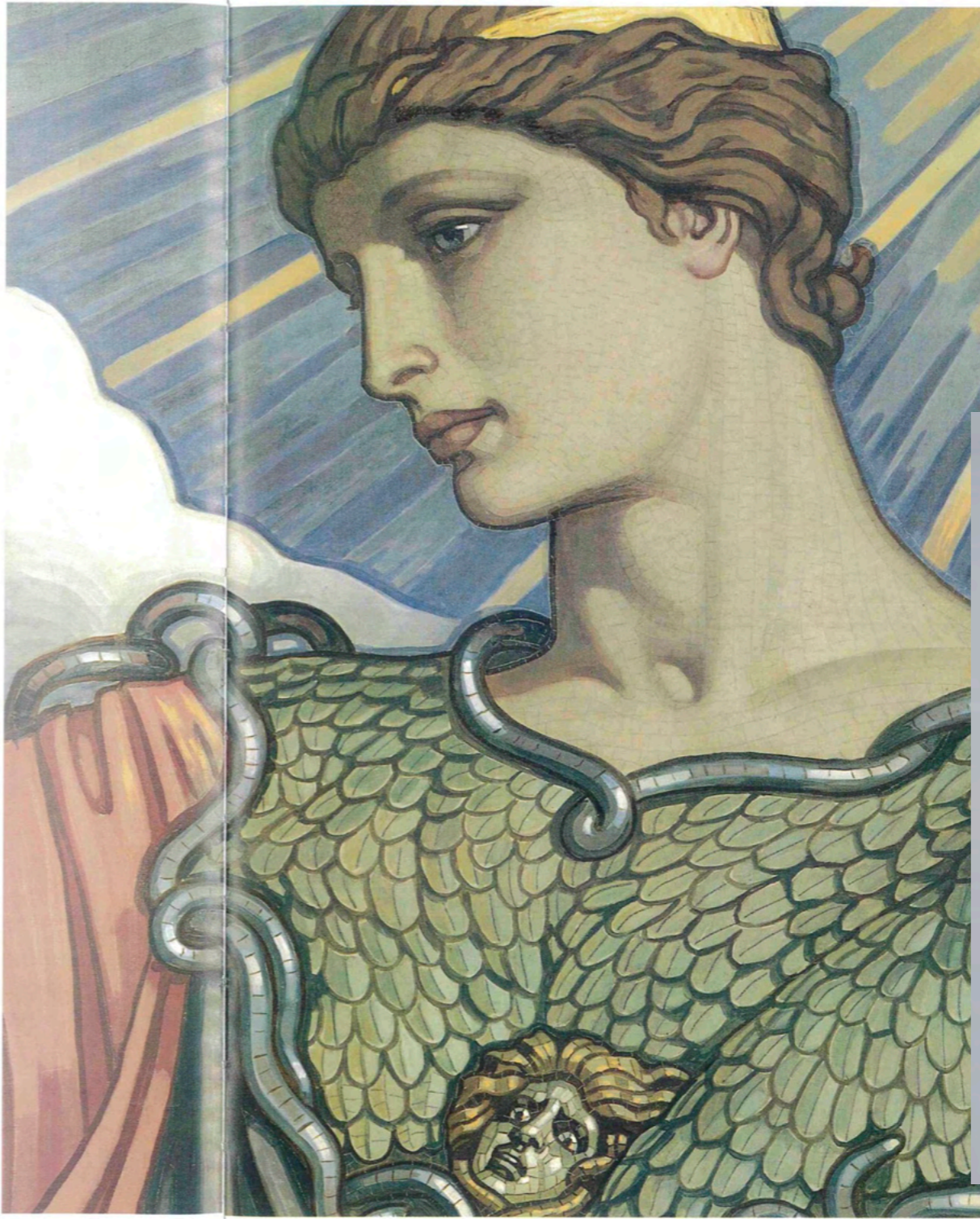
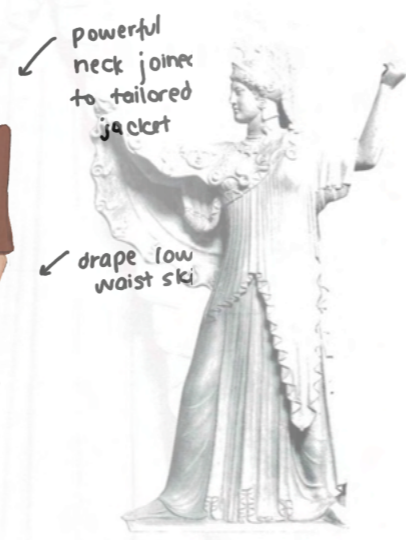


HYMN TO PALLAS ATHENA

GREEK
Homer,
translated by Jules Cashford

Alas Athens
I shall sing,
the glorious goddess
whose eyes gleam,
brilliantly inventive,
her heart relentless,
formidable maiden,
guardian of cities,
the courageous Tritogeneia.

Wise Zeus gave birth to her himself,
out of his majestic head,
Golden armor clothed her,
warlike, glistering.
All the gods who saw her
were overcome with awe.
Suddenly she was there
before Zeus who holds the aegis.
She sprang from his immortal head,
foam suddenly spouting
shaking her sharp spear.



ATHENA Jacket

HYMN TO APHRODITE



Sappho,

Leave Crete,
Aphrodite,
and come to this
sacred place
encircled by apple trees,
fragrant with offered smoke.

Here, cold springs
sing softly
amid the branches;
the ground is shady with roses;
from trembling young leaves,
a deep drowsiness pours.

In the meadow,
horses are cropping
the wildflowers of spring,
scented fennel
blows on the breeze.

In this place,
Lady of Cyprus, pour
the nectar that honors you
into our cups,
gold, and raised up for drinking.

Aphrodite Goddess of Sexual Love and Beauty



OPPOSITE: The Birth of Venus, Odilon Redon, 1912. Petit Palais, Paris.

DITTE AND ANCHISES

[1]: Venus de Milo



...athless gods,
...ake.
...arments
...Aphrodite
...ned toward Troy,
...uds.
...er of beasts,
...or the stalls.
...wolves
...d swift leopards,
...em, she was delighted
...easts,
...shady glens.
...ers
...y was divine,
...stalls.
...ssy pastures,
...y from the other
...r lyre.
...d before I am,
...be afraid
...marvel
...garment
...an gleaming fire
...ngs,
...autiful necklaces,
...the moon's
...wonder to the eye.
...ed these words:
...he blessed ones you are. . ."

fluid motion - links
to aesthetic -
feminine
with power



sheer
panel -
modesty



asymmetrical design

very
reminiscent
of
Aphrodite

drape mixed with
tailored trousers - playing
with boundaries

APHRODITE Coat



marriage and support invites
undertones of modesty and covering-up - unwanted

Straps
wrap
around -
wrapped
up -
Down
to
marriage



Powerful with straps
and tailoring

Corset-style dress
with attached skirt -
feminine.



There are indeed traces in Greek mythology of what may be called the Indo-European family of the gods: that is, of a family of gods organised upon patriarchal principles. But among Greeks it is complicated by assimilation to religious systems indigenous to Greece.

Zeus and Hera
The word *Zeus* is connected with the first part of the Latin *Jupiter* and with the word for *day*. He is the sky god of the bright sky, but also of the storm, and so is armed with the thunderbolt. He might be expected to have an exactly equivalent consort, and so he has in one myth: Dione, the



Hera
Goddess of Women,
Marriage and Childbirth

But generally in mythology Zeus' consort is Hera. Her name seems to be the feminine of 'hero' and to mean 'the lady'. This is a perfectly proper title for the wife of the chief god. But



HERA Corset



Hellenic Dress Style



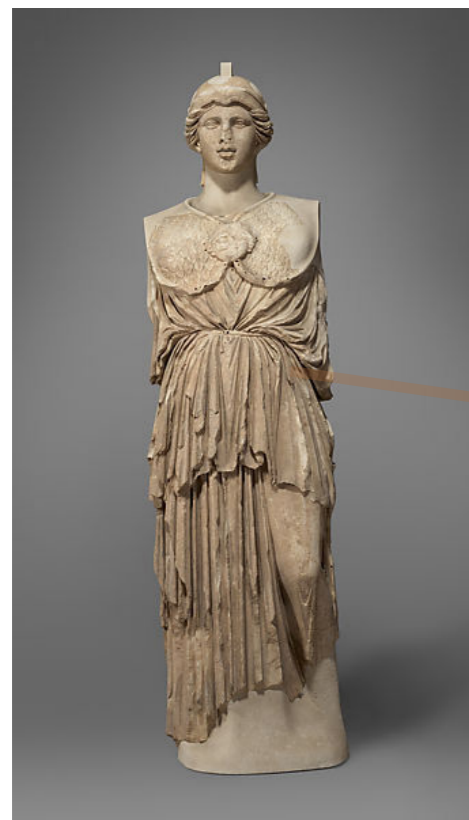
Lacking in silhouette - hides the body but mimics the contours/form using drape - ideal silhouettes

layered pleats/gathers - common link to Greek mythology

working with the movement



Dior Cruise 2022



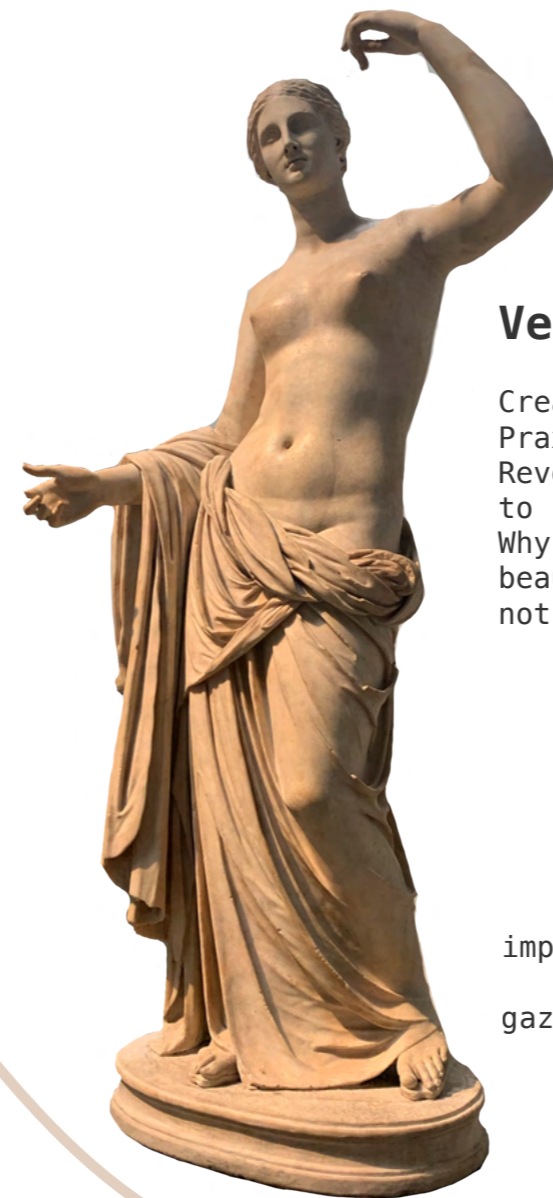
Statue of Athena Parthenos

Sculpted by Pheidias, the sculptor gave Athena with a helmet, which was originally accompanied by a spear and serpent. Athena represents power, yet the male sculptor still emphasised her waist and breasts.



Zeus and Hera at Athena Fountain

Part of Pallas-Athene-Brunnen, depicting the ideal marriage between Goddess of Marriage and God of The Sky. Yet, Hera rejected many proposals from Zeus, later tricked into wedlock, with infidelity being a common feature of this relationship. This idolised marriage was far from ideal, which represents many of the Greek myths.

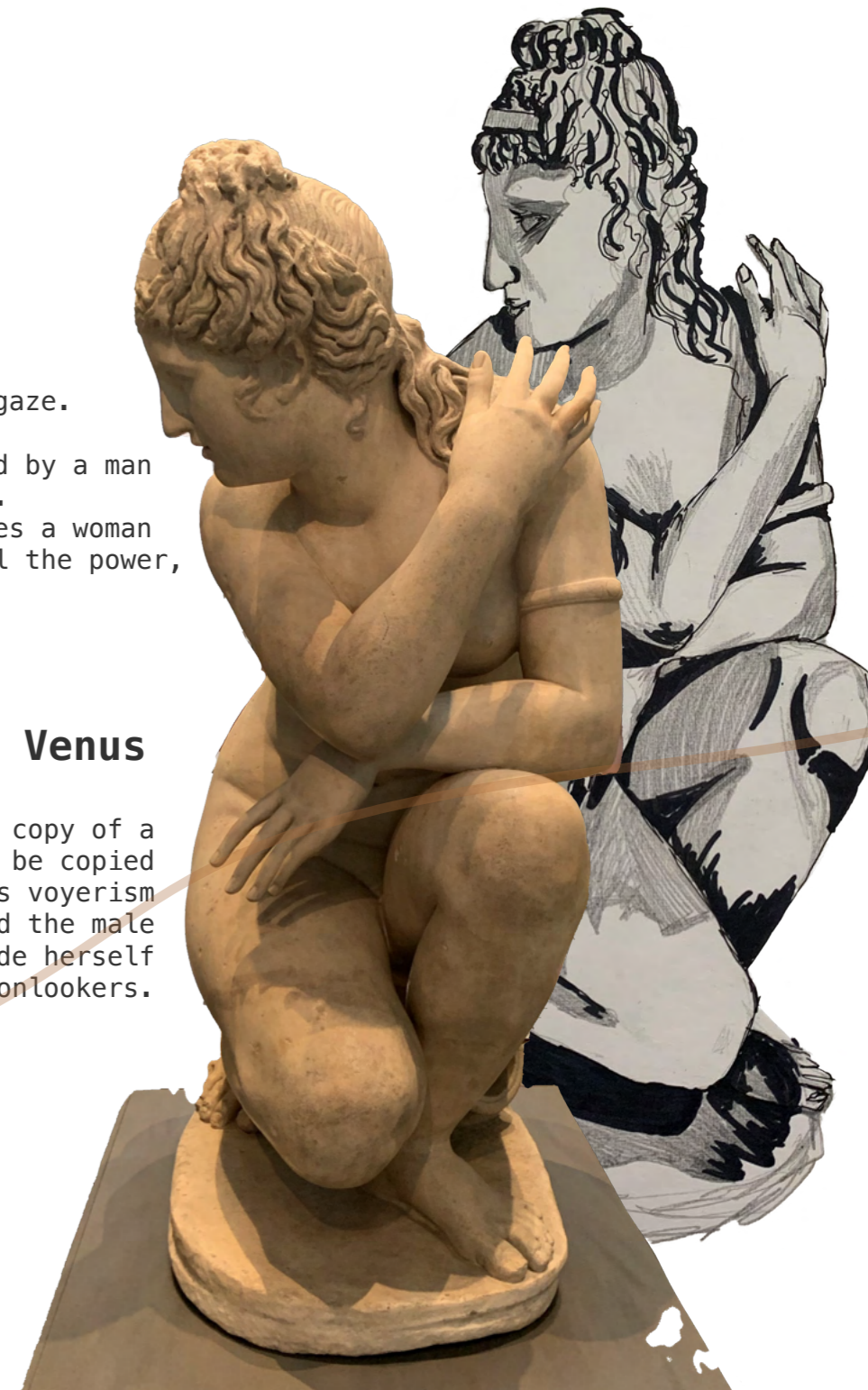


Venus

Created by a man for the male gaze. Praxiteles 4th Century. Revealing but delicate, crafted by a man to represent Goddess of Beauty. Why does a man choose what makes a woman beautiful? Men used to have all the power, not any more.

Crouching Venus

Surprised whilst bathing, a copy of a Greek original. For this to be copied implied importance. Having this voyeurism be of such importance showed the male gaze, as Aphrodite tries to hide herself from the onlookers.





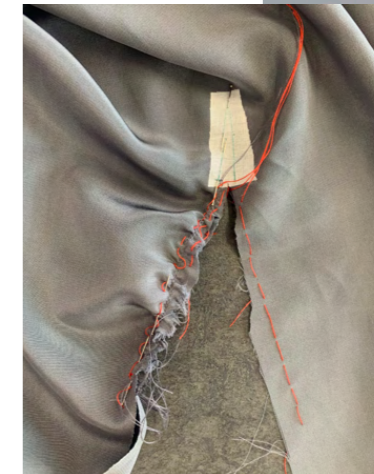
Di Petsa
Greek Designer
A/W 20 'Wetness'



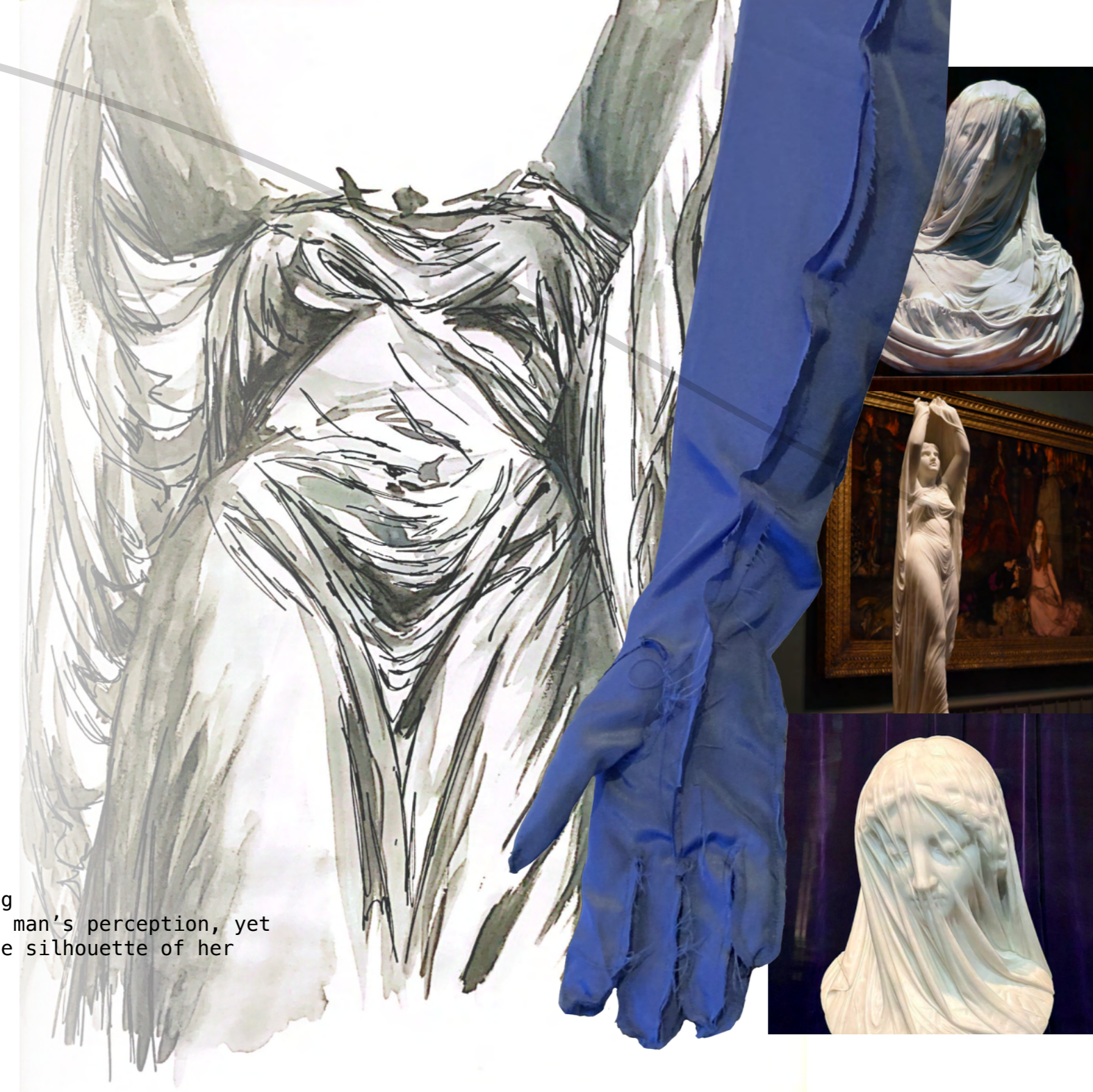
wrapped around
the contours of the
body to explore silhouette
and drape



copying these drapes into full designs -
would need more shape to exentuate silhouette



CHARD ATELIER
GAIA Gown



Veiled Virgin

Covered but Revealing
 A woman covered by a man's perception, yet fully revealed by the silhouette of her body



Balmain on Zendaya



CHARD ATELIER IRIS Top



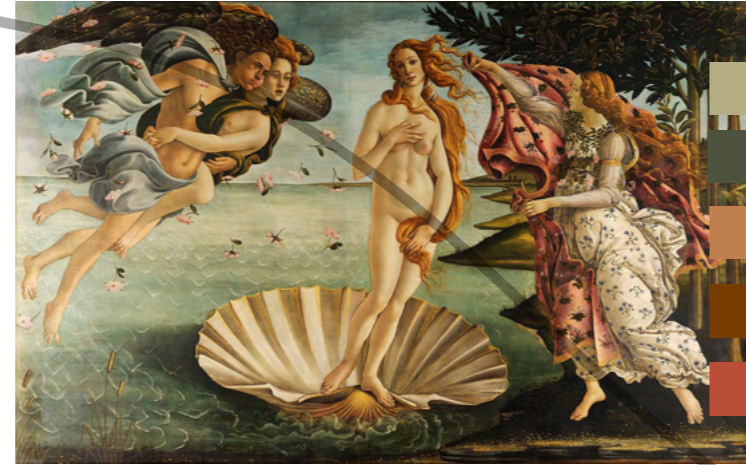
Gloves
 A popular concealing accessory, yet does not hide the silhouette.
 Grace Jones

Alexander McQueen on Taylor Russell

Botticelli (about 1445–1510)



'Primavera' (1470s–80s)
The Garden of the Hesperides – golden apples in the Judgement of Paris
Aphrodite (centre in orange) is fully clothed as expected when married
– Always about men



'The Birth of Venus' (1484–1486)
Aphrodite arriving after birth, with Zephyrus (God of Wind) blowing her to shore, and her attendant.
Contrapposto stance (leaning) whilst concealing her naked body with her hair and hand.

Rembrandt (1606–1669)



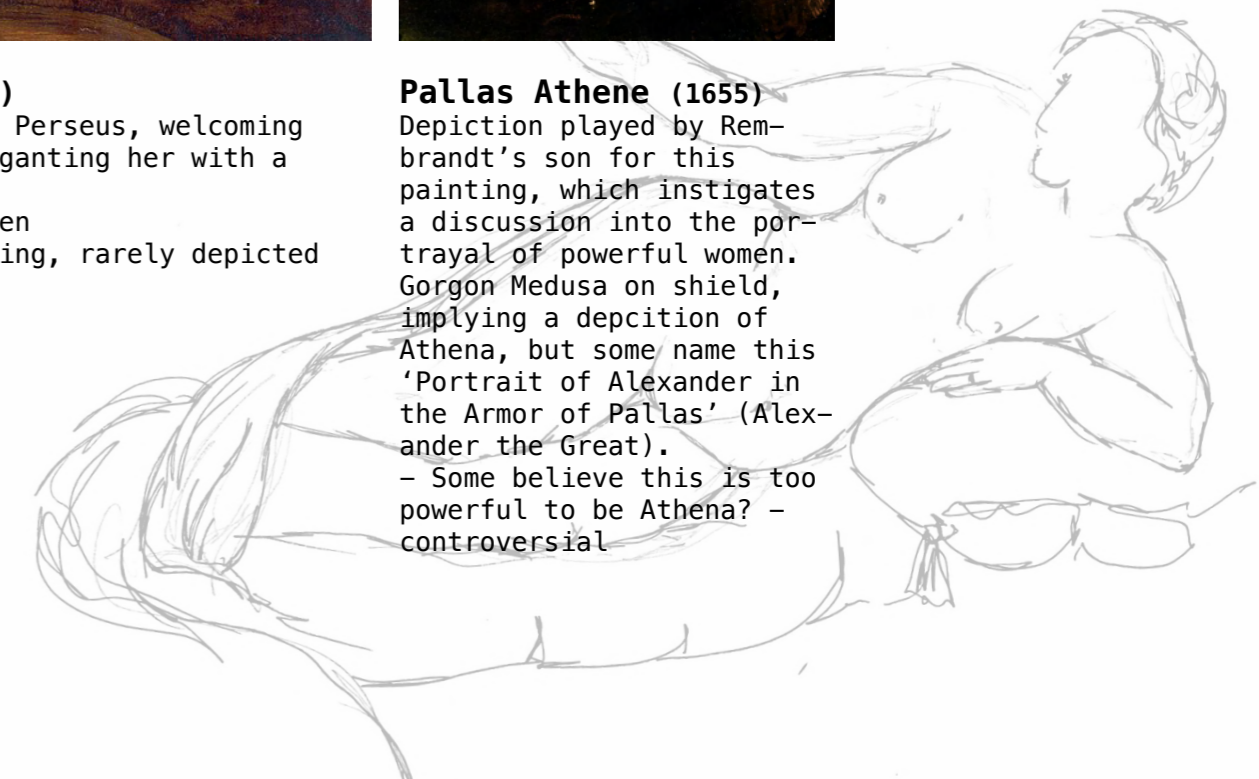
Andromeda Chained to the Rocks (1630)
Daughter to a boastful mother, Andromeda was sacrificed to Neptune, chained while waiting for him. Perseus 'saved' her and married her.
– Always about men



Danae (1636–40)
Danae, mother of Perseus, welcoming Zeus after impregnating her with a shower of gold.
– Always about men
Ample and revealing, rarely depicted women clothed.



Pallas Athene (1655)
Depiction played by Rembrandt's son for this painting, which instigates a discussion into the portrayal of powerful women. Gorgon Medusa on shield, implying a depiction of Athena, but some name this 'Portrait of Alexander in the Armor of Pallas' (Alexander the Great).
– Some believe this is too powerful to be Athena? – controversial

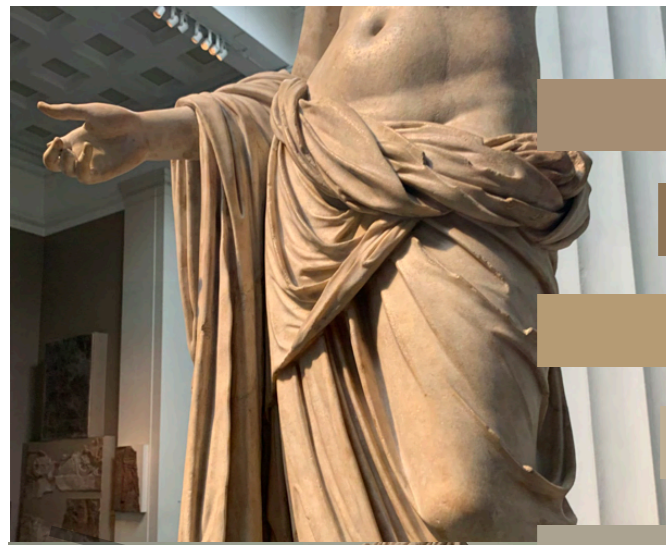


Alexander McQueen



Art depictions

In the past, beauty is always being represented in art depictions of women, not their power. Most are painted by men, which invites the question, why do men depict women as fragile and sexual? Their own pleasure? Their own power?
The women are not slender, they have ample bodies, displaying the beauty once found in a larger woman before modern male ideals.



final designs using colours found in statues



Not as appealing as intended as these colours would not look great on any skin tone, and does not portray the power in the collection.

final Designs with Considered Colours



These brighter colours portray the power within the collection more than the statue colours, however these tones are too bright and make the collection too playful.

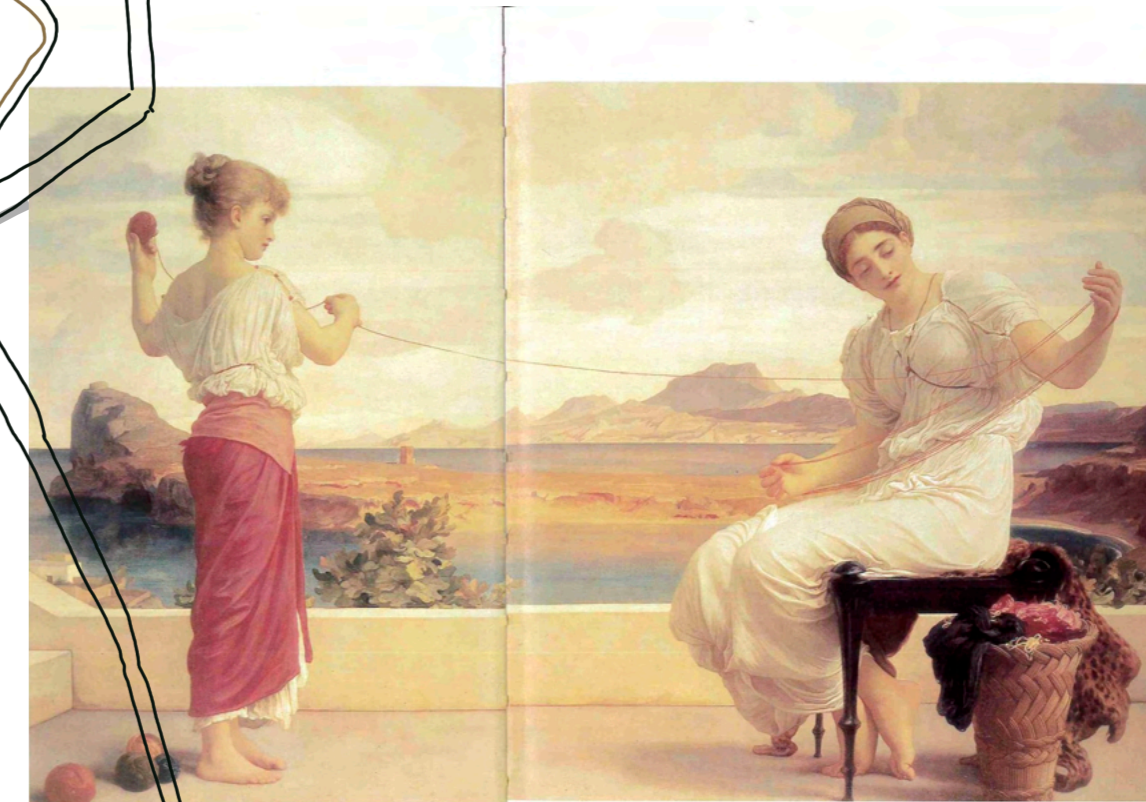
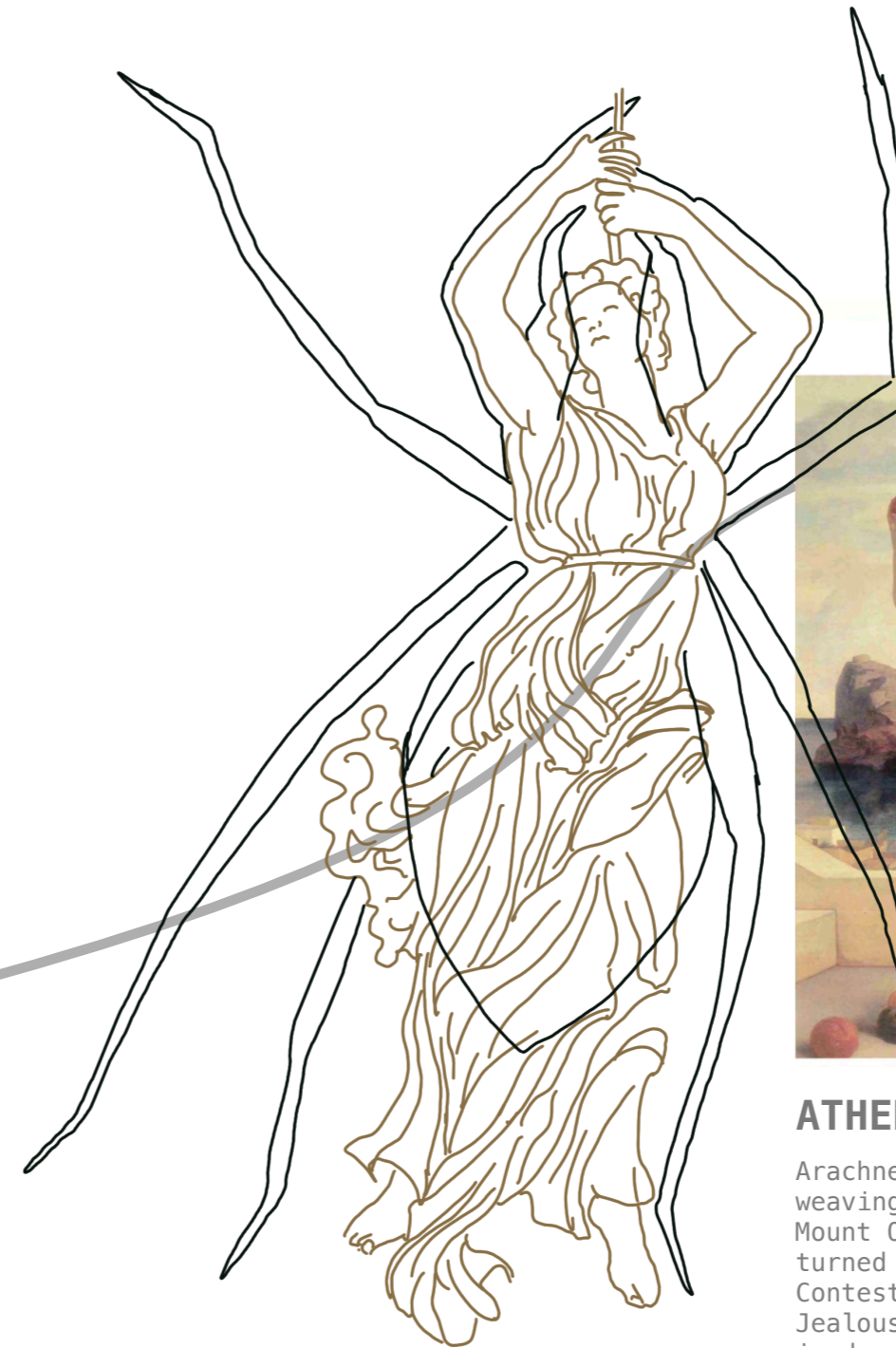




ATHENA and MEDUSA

Athena “caught” Medusa being sexually assaulted by Poseidon, but Medusa had to be a virgin to be Athena’s Priestess. Athena punished her with serpents for hair and a face that would turn people to stone.

This does not represent female power, but how much power men have over women and get no blame. Athena and Medusa should have united, but male power poisoned Athena. This also showed personal female power, and a power play within this gender.



ATHENA and ARACHNE

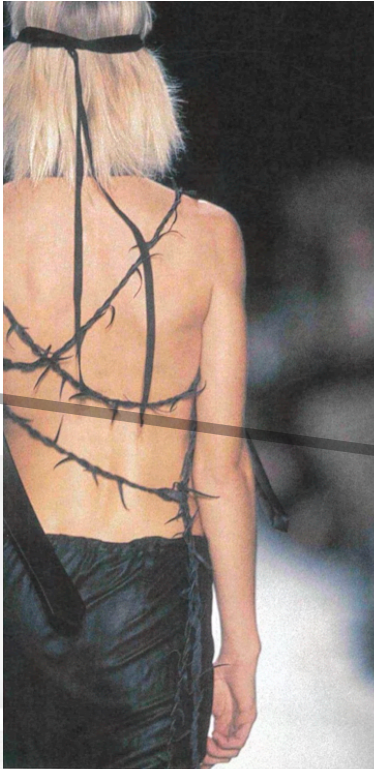
Arachne was the maiden of Lydia – a weaver and spinner. There was a weaving contest between Arachne and Athena. Athena wove with Gods on Mount Olympus, Arachne wove clothing making fun of the gods. Athena turned Arachne into a spider. Contest between women and their strength/power. Jealousy and rage, Athena has ultimate power. Power always represented in dress.

Initial Design Line-Up

This initial line-up was heavily based on the Hellenic Dress Style with hints of tailoring. However, I wanted my collection to head towards a more pattern cutting focus, so the use of tailoring practices needed to be prominent. The designs are successful as they portray the typical Ancient Greek dress and style with a contemporary feel, however they do not promote 'The Modern Goddess' in my eyes. They promote elegance and soft femininity, but I wanted this collection to promote power and boundaries men have made, as men would dress women in these garments, as shown in previous research.



drape - heavy designs - not 'The Modern Goddess', would be 'The Ancient Greek Goddess'



Vivienne Westwood 1970s



Saint Laurent 2019



Oliver Theyskens 2019



First recorded corset
Minoan Snake Goddess
Nature and Fertility

Literal Boundaries CORSETRY

"I wanted to exaggerate a woman's form, almost along the lines of a classical statue."

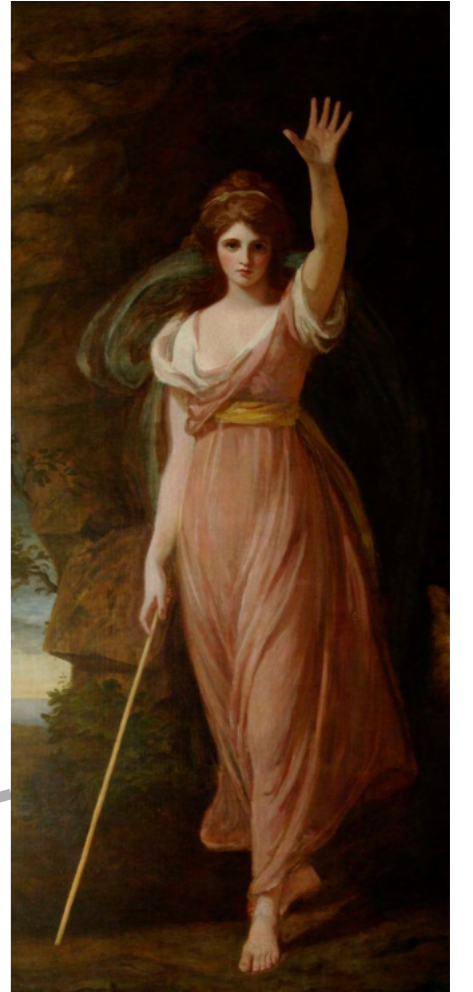
Alexander McQueen

Ancient Greece: CORSETRY

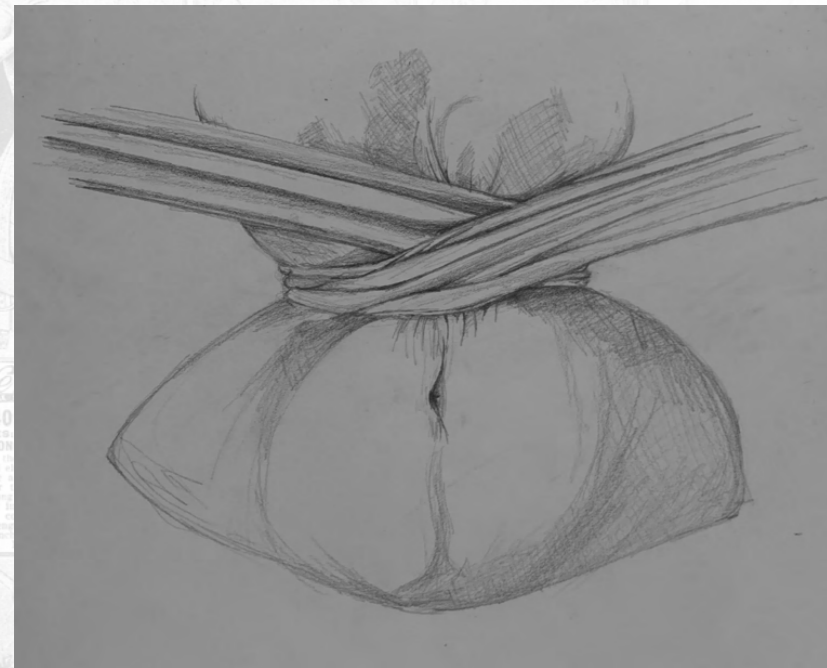
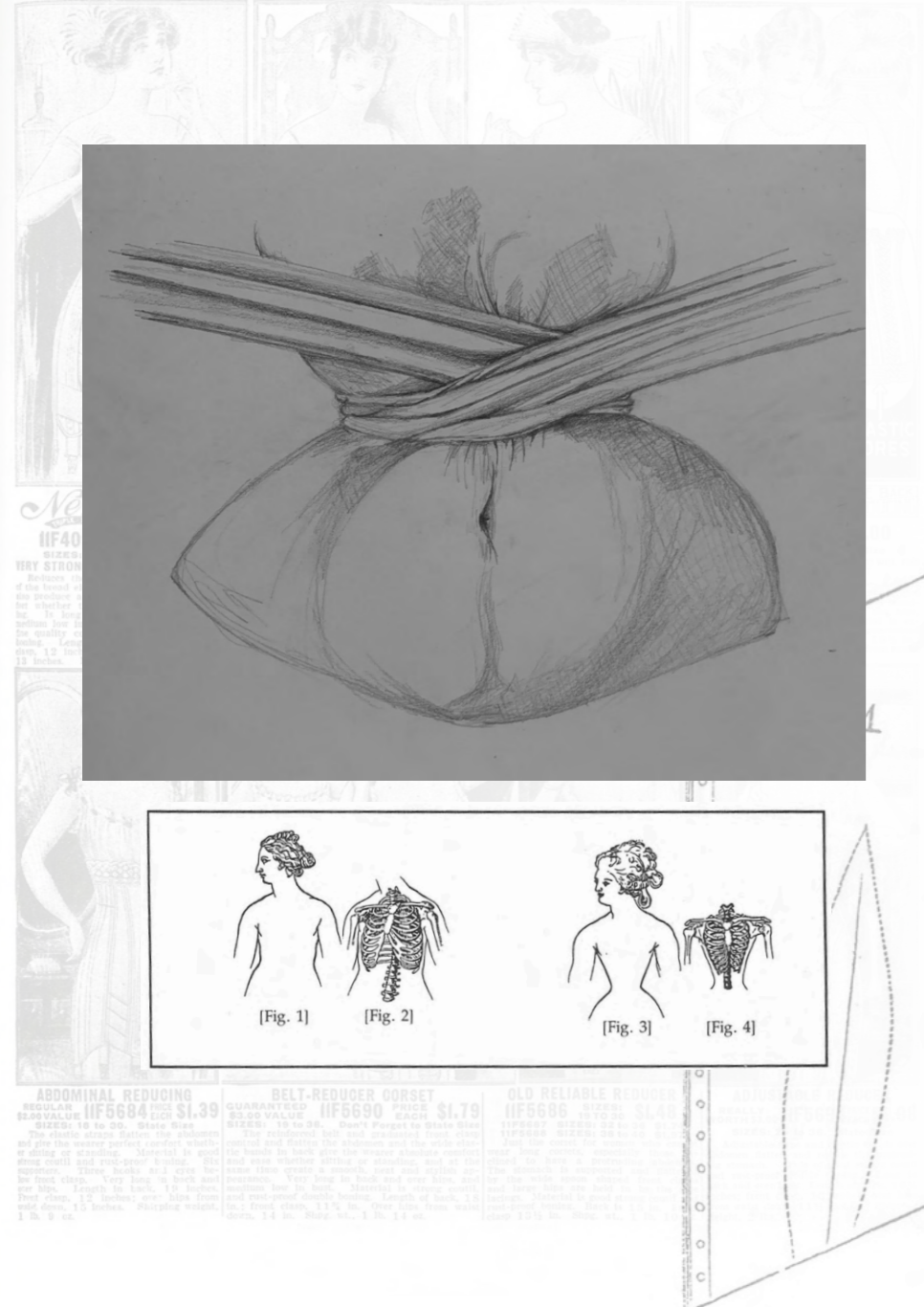
Hera wore a Zone to seduce Zeus in the Iliad



'ZONE' Belt (Ancient Greece)
Sign of sexual maturity worn by post-pubescent women to signify virginity
Tying the belt's knot is symbolic of the readiness for marriage, removed by husband



NEMO AND "STRONGSMYTH" REDUCERS THE BEST CORSETS FOR STOUT FIGURES



drape and corset combined - confined / controlled femininity

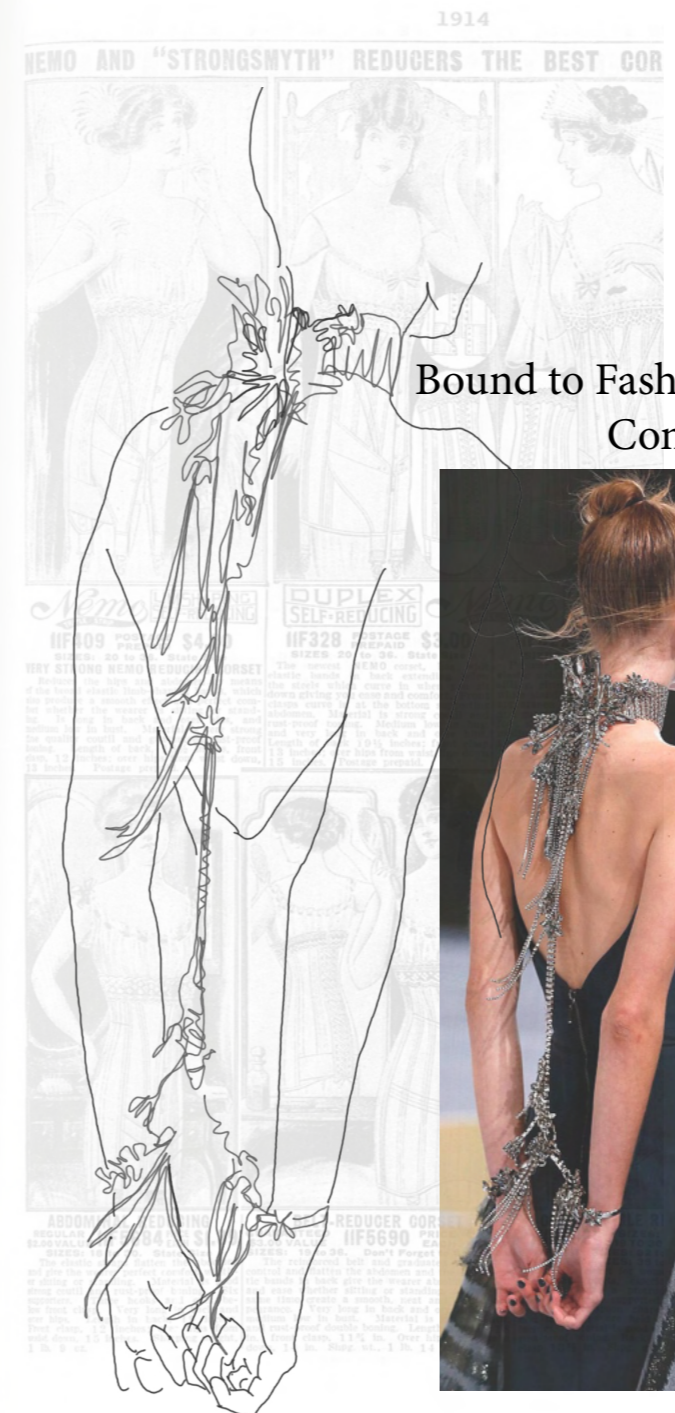
longline drape - lengthening



Drape and tailored trousers - masculine with feminine corset.

supportive / restrictive corsetry

Bound to Fashion: Confinement



Toni Maticevski

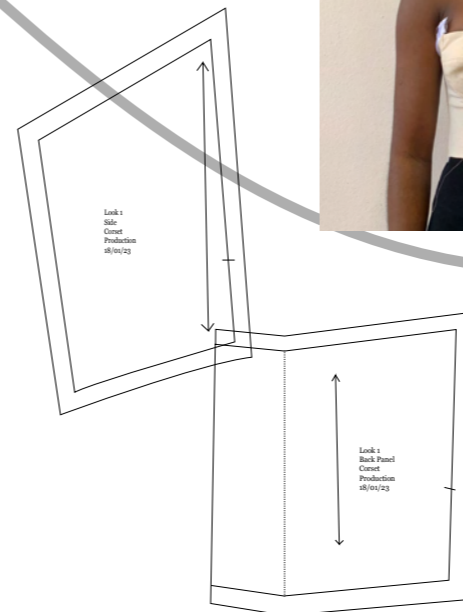
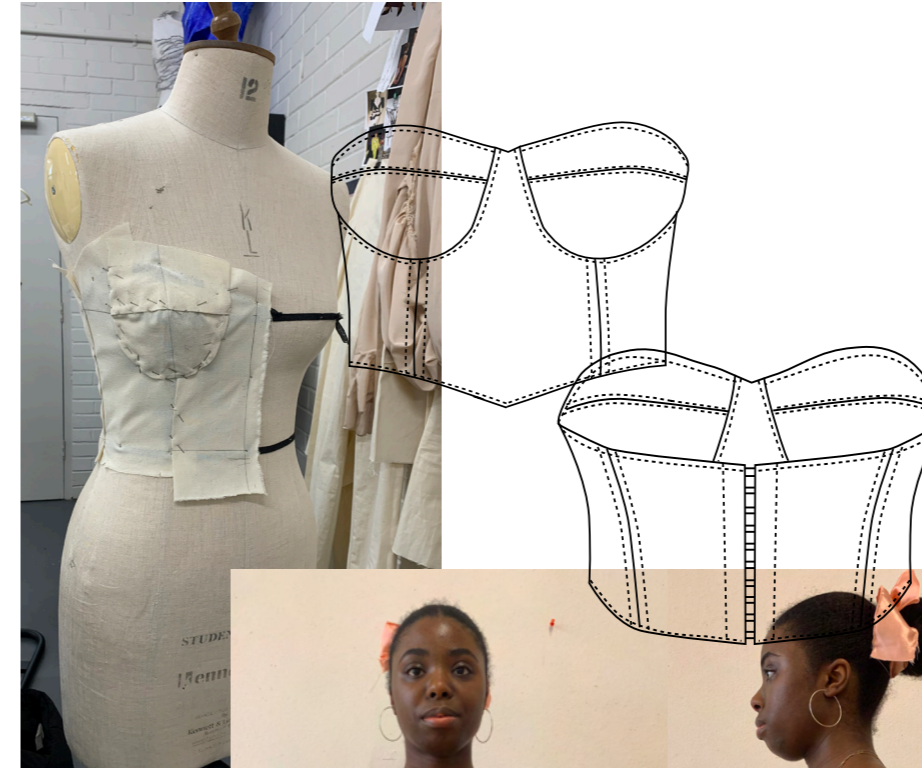


IRIS Top
IRIS: Handmaiden and Personal Messenger to Hera



Vivienne Westwood

Reinvented this garment into an outerwear piece
Historically worn underneath garments for support and manipulation, Westwood experimented with the boundaries from 1987, as an outerwear piece to be seen, not concealed, during her Harris Tweed collection unveiling.



CHARD ATELIER
From underwear to outerwear, revealing the concealed
Empowering



Vivienne Westwood A/W 2015
Androgynous

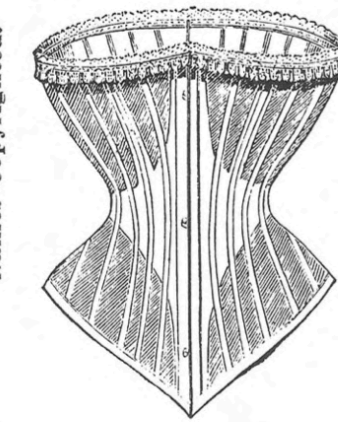
THOMSON'S NEW STYLES.

VENTILATING AND GOSSAMER

AND IMPROVED

GLOVE-FITTING

Corsets Patented. Names Copyrighted.



All Infringers of Patent, our Copyright in Names, will be Prosecuted.

The Glove-Fitting, in its IMPROVED SHAPE, TENDENCY OF BUST, and LENGTH, is pronounced *Pauline*.

The new styles are cut upon the same principle, but composed of *new materials*, eclipsing all others for warm climates and as a Summer Corset, and yet are suitable to wear all the year round.

THOMSON, LANGDON, & CO., 391 Broadway, N. Y., Sole Importers and Patentees for the United States.

1870

MADAM FLOY'S COMBINED

Corset, Skirt Supporter, and BUSTLE

Is just the article needed by every lady who consults

HEALTH, COMFORT, and STYLE.

Testimonials in its favor are constantly being received from all parts of the country.

Lady Agents wanted in every coun-



1870



'Glove-fitting' - Corsets that fit like a glove - metaphorical / literal interpretation = gloves



Corset with sleeves into gloves - Gathered low-waist skirt - Hellenic.



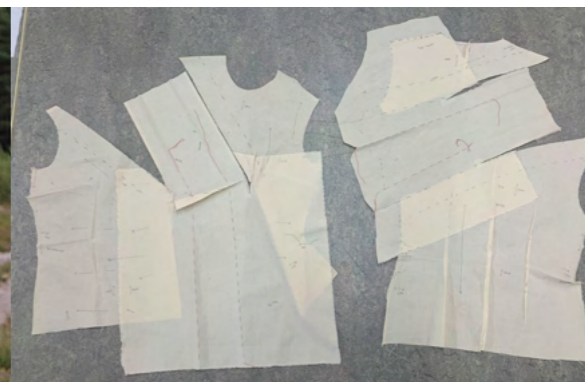
pleated trousers - combine movement with tailoring



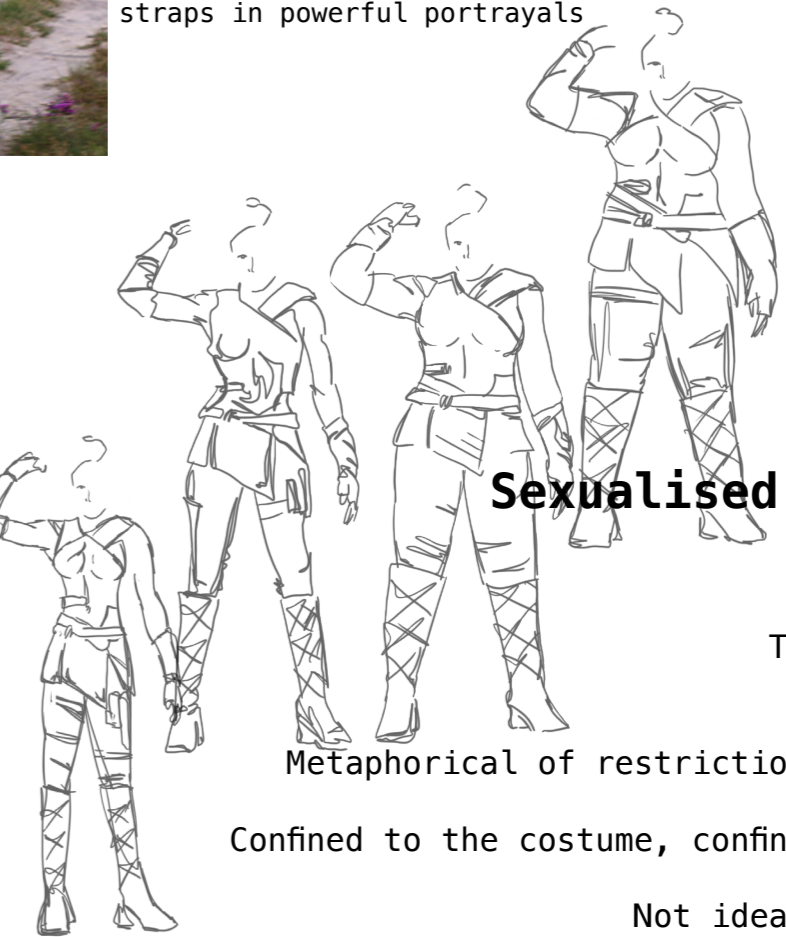
Drape into waistband



Raglan sleeves



Direct links in construction to straps in powerful portrayals



Sexualised Female Power:

Made by Men For Men

The Male Gaze in Film

Tight

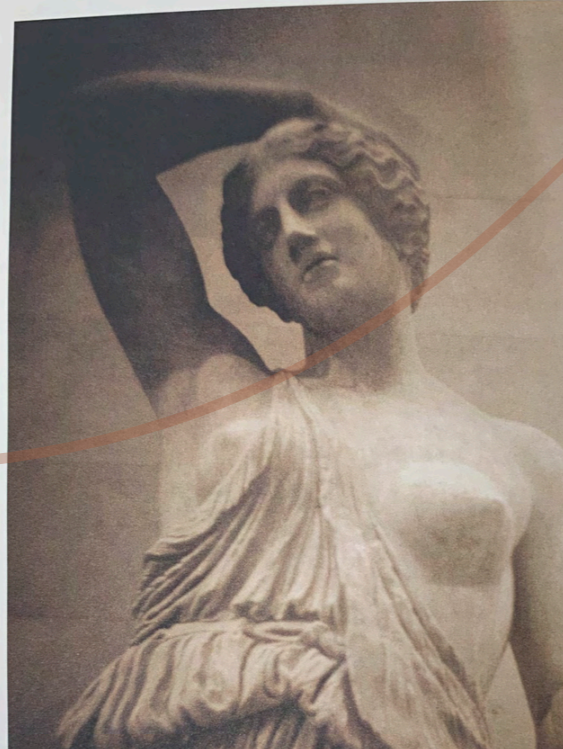
Constricted

Metaphorical of restrictions for women made by men

Confined to the costume, confined to fashion, confined to male ideal

Not ideal for fighting/action

Wounded Amazon
Wearing a chiton with exposed breast



Revealing the Breast

The breast is a revealed aspect in many Greek mythological depictions of Goddesses. This links to the expression of the female form and how it should not be covered and controlled due to sexualisation.



Plus-size designing with revealed bodies - Greek Goddess to modern



Utilised tailoring and creative pattern to reveal the body in a calculated way - revealing but in control.



Yves Saint Laurent
Brown Silk Crepe





Body Positivity

Historically the world was not accepting to a larger figure, yet most greek depictions of women have ample bodies. Why can't all bodies be loved and appreciated?

The Modern Goddess - There is no ideal body other than the one you own.



Trapped in the boundaries created by men for the ideal woman - literally - bound - integrated strap and knot
Plus Size



Not a practical design.

CHARD ATELIER
Use of internal belt in gown to adjust the size for multiple bodies.



Marina Rinaldi
Approach to sizing up a garment for accessibility to varied sizes



Christian Siriano



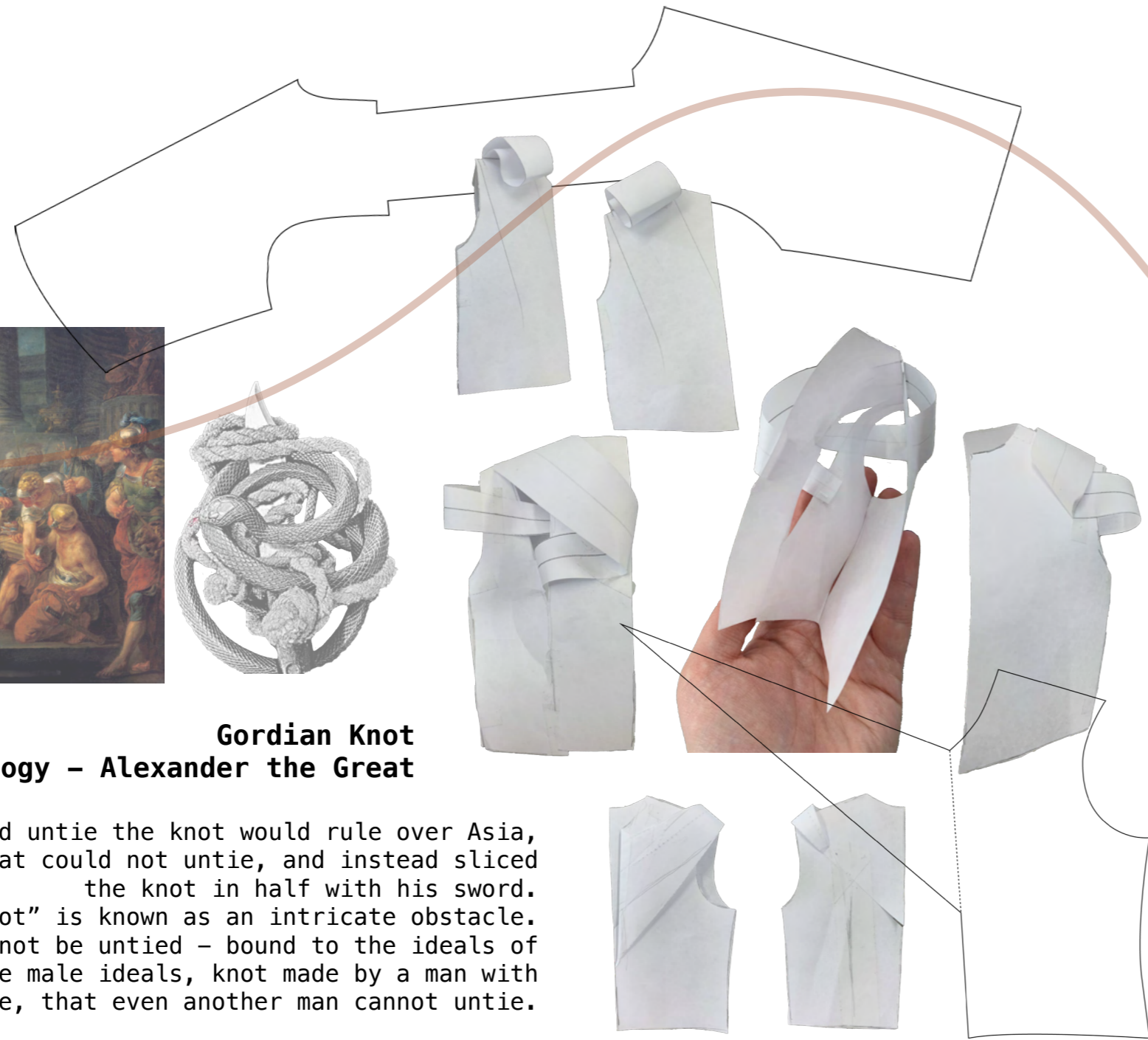


Gordian Knot

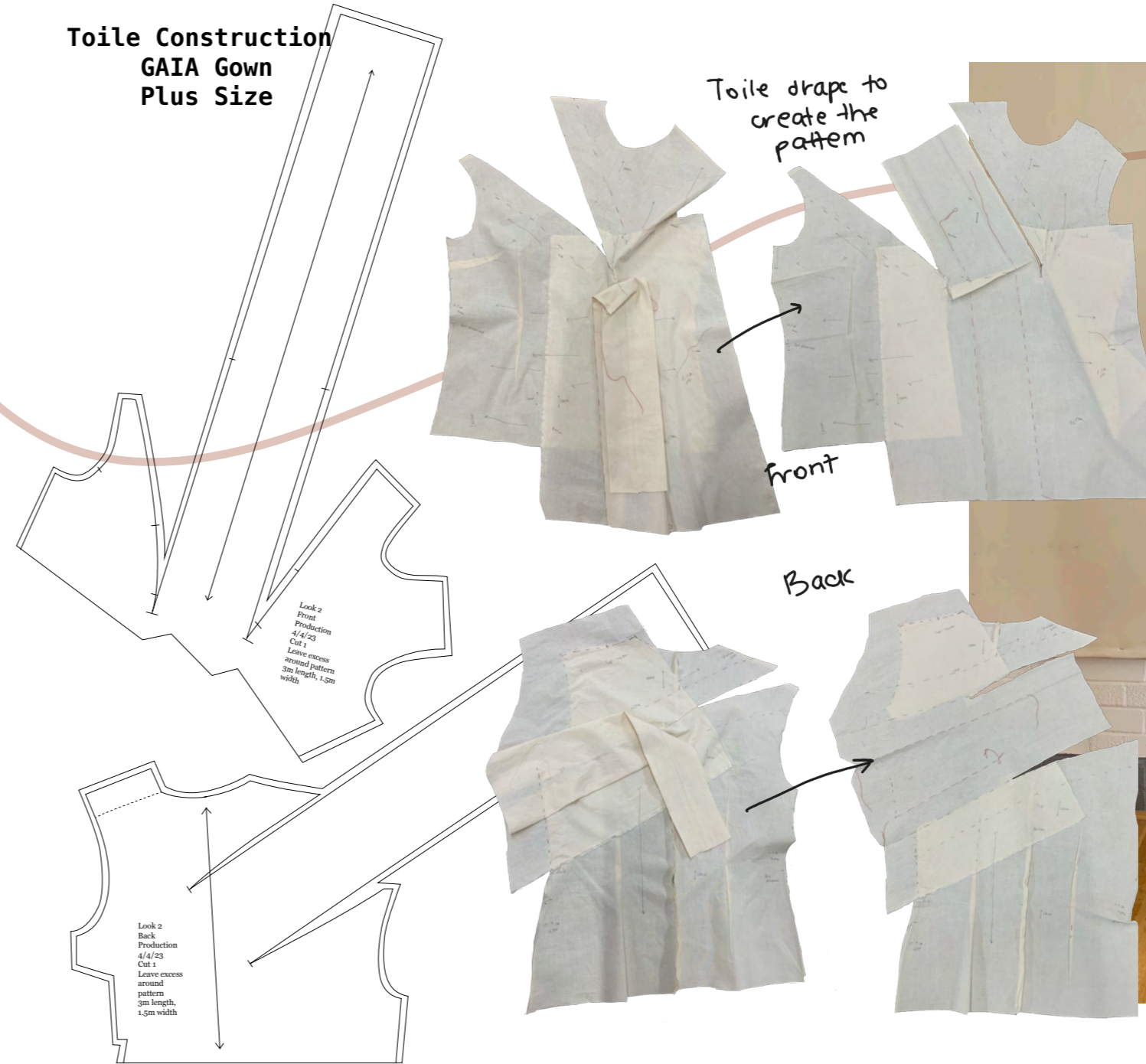
Greek Mythology – Alexander the Great

Any MAN who could untie the knot would rule over Asia, Alexander the Great could not untie, and instead sliced the knot in half with his sword.

Now “Gordian Knot” is known as an intricate obstacle. The knot that cannot be untied – bound to the ideals of fashion and the male ideals, knot made by a man with undeniable force, that even another man cannot untie.



Toile Construction GAIA Gown Plus Size



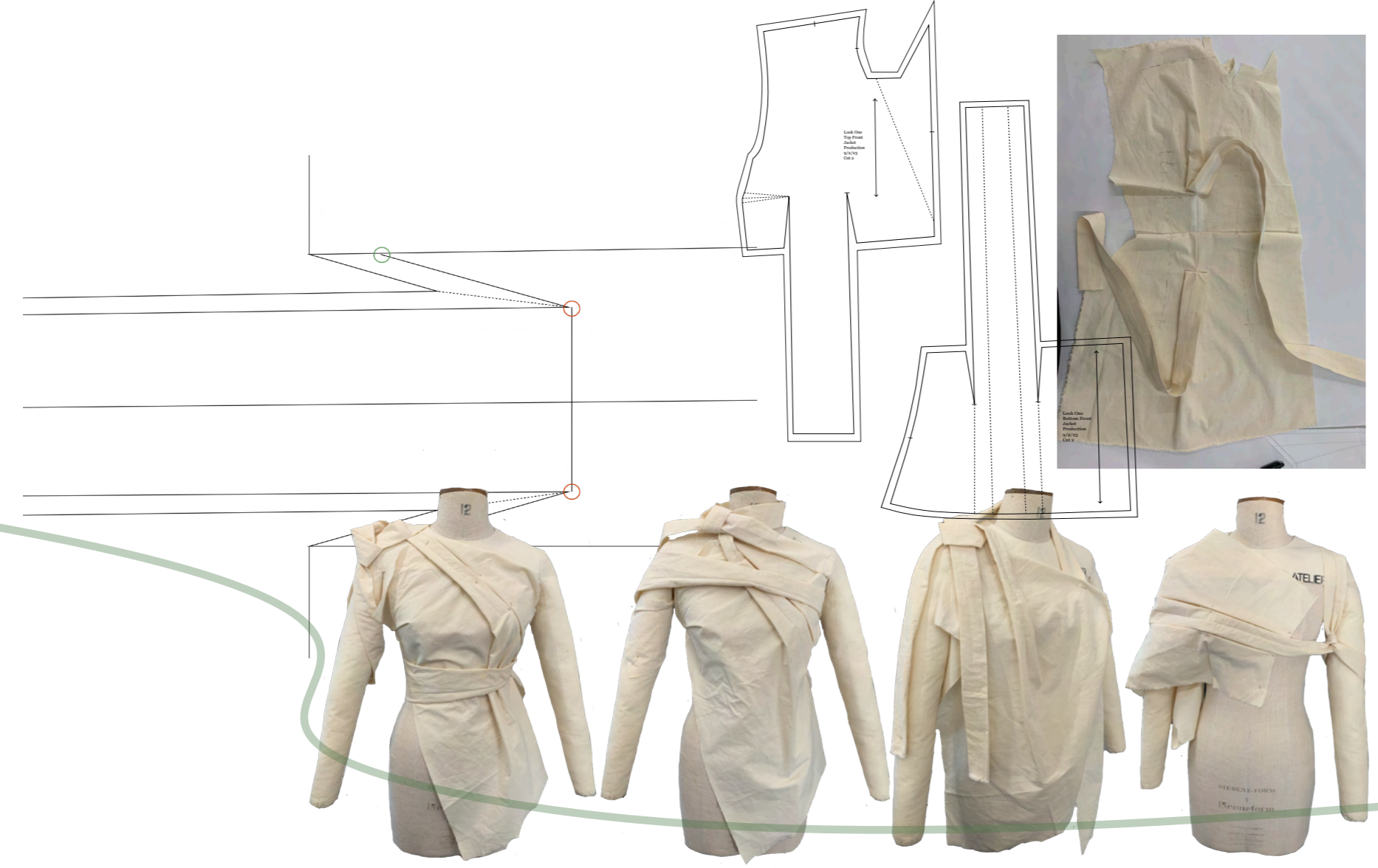
Toile drape to create the pattern

front

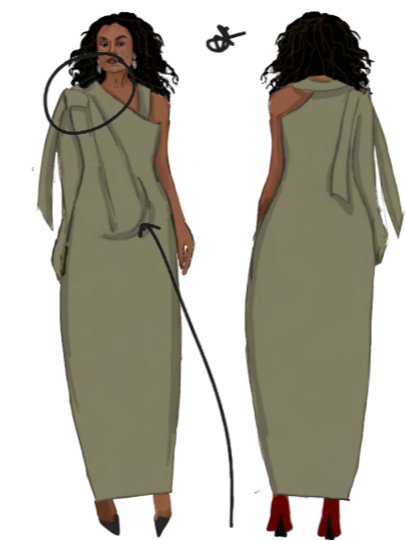
Back



Designs with the Internal Strap



Knot manipulation in a dress = creative pattern with drape



Knot internally created using strap - dart method



fastening creates cross between corsetry and tailoring, whilst knot links to internal Gordian knot



Knot wrapped around the neck - bound to the ideals - trapped in the back.



Strap running down like pleat





Power Dressing

Typically based on a masculine silhouette and adopted by women to gain power in professional environments during 1970-80s.

Tailoring

'a jacket to de-emphasize breasts, the bottom covered with a skirt that was a reminder of femininity'

- always sexualised

Neutral shades

- blue
- black
- navy
- grey

ORIGINS: CHANEL SUIT 1920s



100% Silk Crepe de Chine (Midnight)
Pongees



Poly/Wool Blend
MISAN



Shetland Twill (Dark Navy)
MOON



Poly/Wool Blend (burgundy)
MISAN

Formative Assessment Line-Up

Although colour scheme links to the concept, there is not enough depth and decision towards this. Changes made include different under-top designs, more pattern changes (slight), and not this colour-way.





Chanel 1920's



The 'New Look' - cinched waist, full skirt, full bust
Contoured silhouette - 1940's

Dior Bar Jacket



Belted Jacket - link to corsetry



Contemporary for the time, loosely-fitted tailoring on a woman

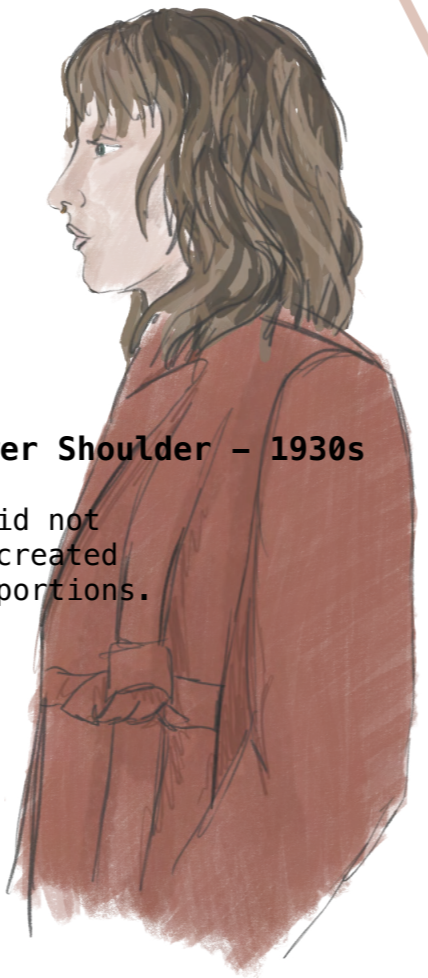
Corset intergrated into jacket -
boning to replace dart position



Intergrated knot with creative seams -
fastening at side, knot is not untied.



Heavily pleated trousers with a strong shoulder-links to chanel and 1920's fashion, but this is not a modern-enough design.



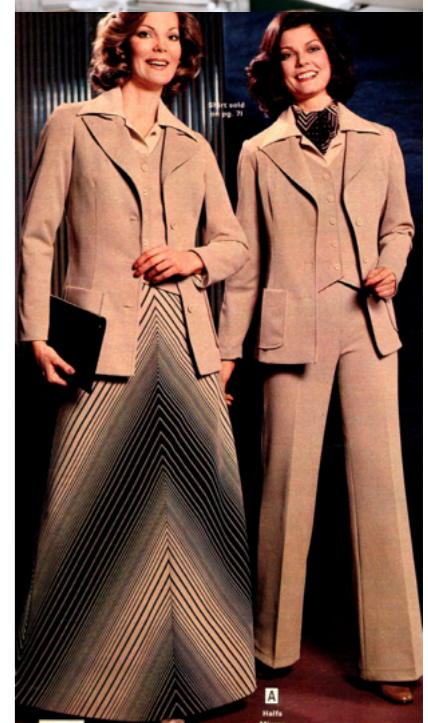
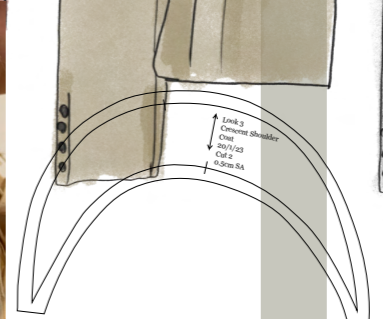
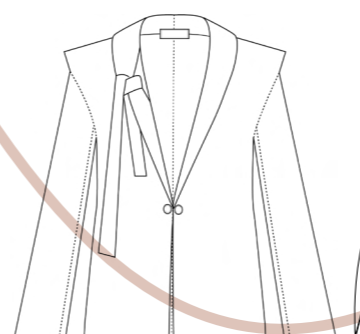
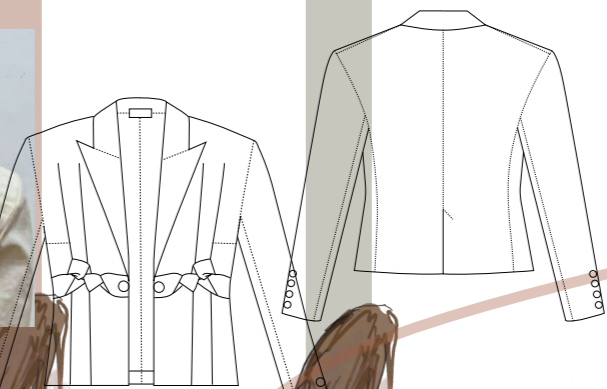
**Elsa Schiaparelli
Pioneer of The Power Shoulder – 1930s**

Chanel and Schiaparelli did not see eye-to-eye, but both created pieces with masculine proportions.
 - Shoulder Pads
 - Wide Lapels
 - Shawl Lapels

CHARD ATELIER
Creative pattern
cut shawl lapel



CHARD ATELIER
Wide shoulders – powerful women





Mugler 80s Flame Suit

peak lapel - tailored



feminine drape of skirt - Hellenic
crop = revealing

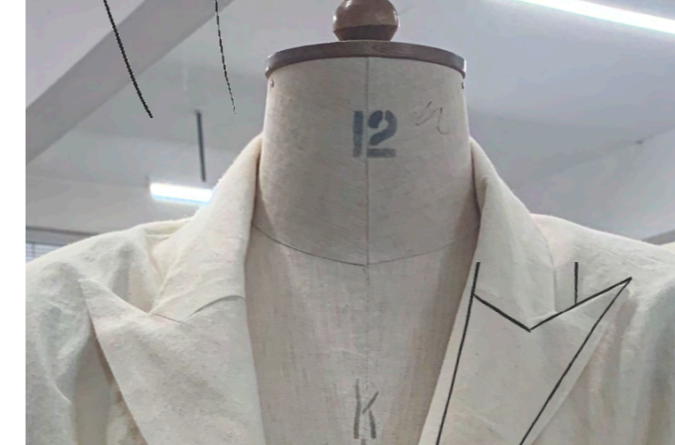
strong / power shoulders / wide lapels



very tailored silhouette - links to 80s power, with some movement.



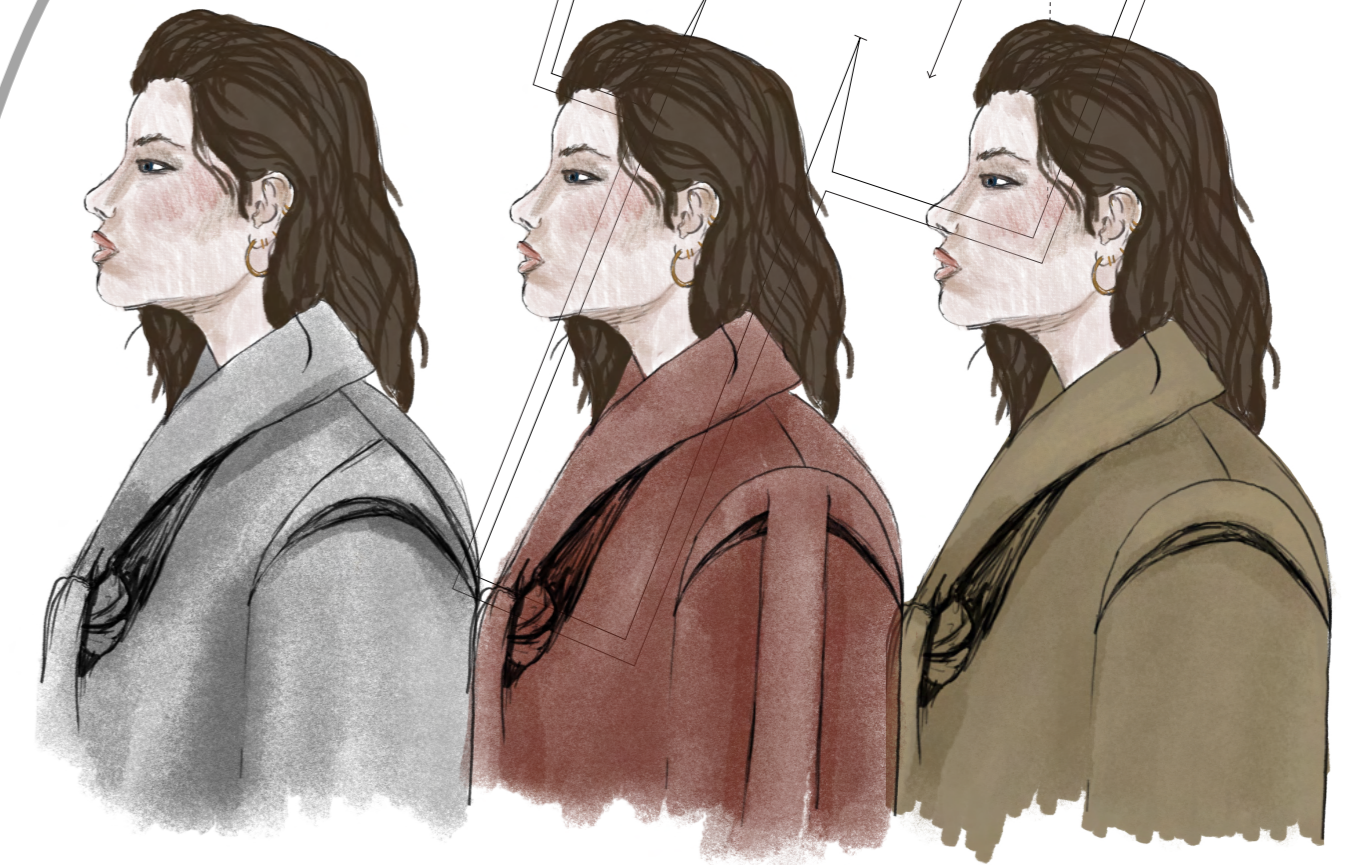
Peaked shoulder - achieve with high sleeve head and lots of sleeve head roll.
Cinched waist



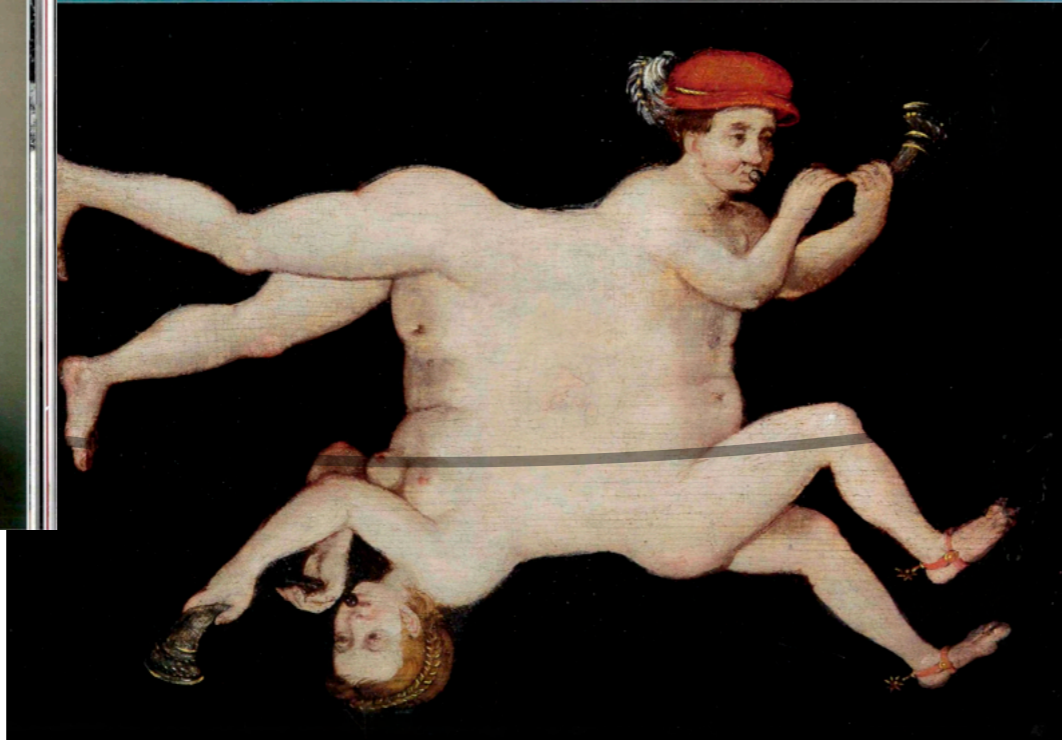
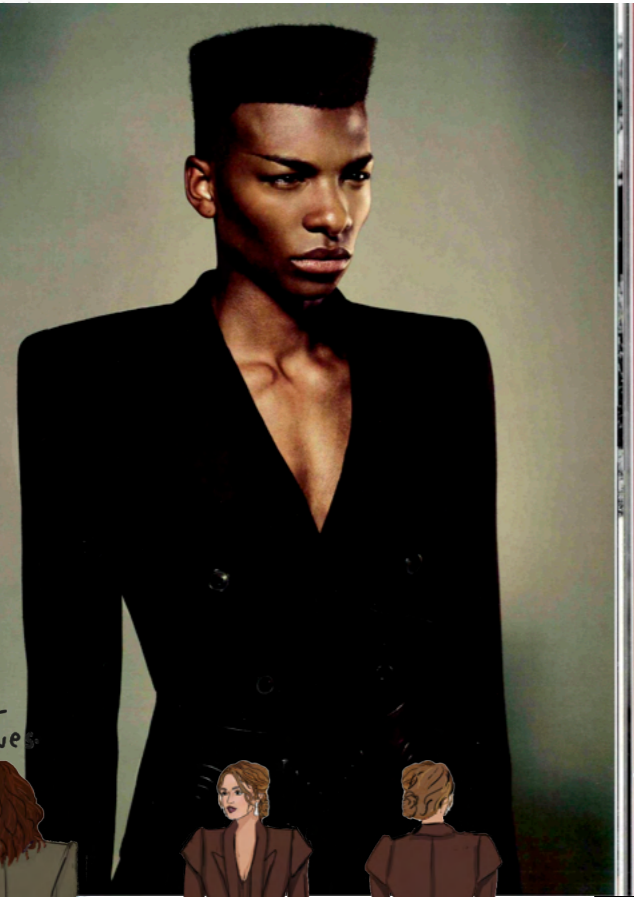
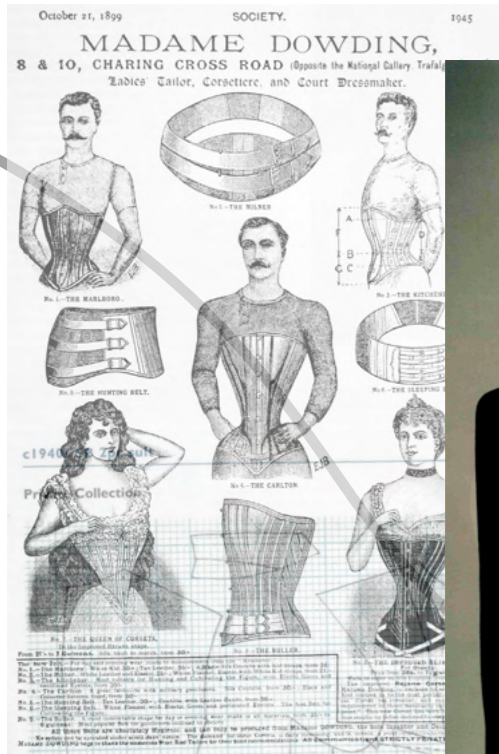
Steven Hitchcock Henry Poole

Traditional Tailoring

Peak Lapel
The peak lapel is a critical development for the collection as it links male silhouettes and strong aesthetics to the jacket. Originally I created the shape wrong, but re-assessed and changed it after doing more research. WIDE - Shiaparelli



Look One
Top Front
Jacket
Production
9/2/23
Cut 2



Androgyny

Traditional Menswear Tailoring on Women

Powerful, 80's aesthetic - not 'Modern Goddess' but very tailored.



Historical Pattern



Wooyoungmi 2023



CHARD ATELIER 2023

History of Trousers

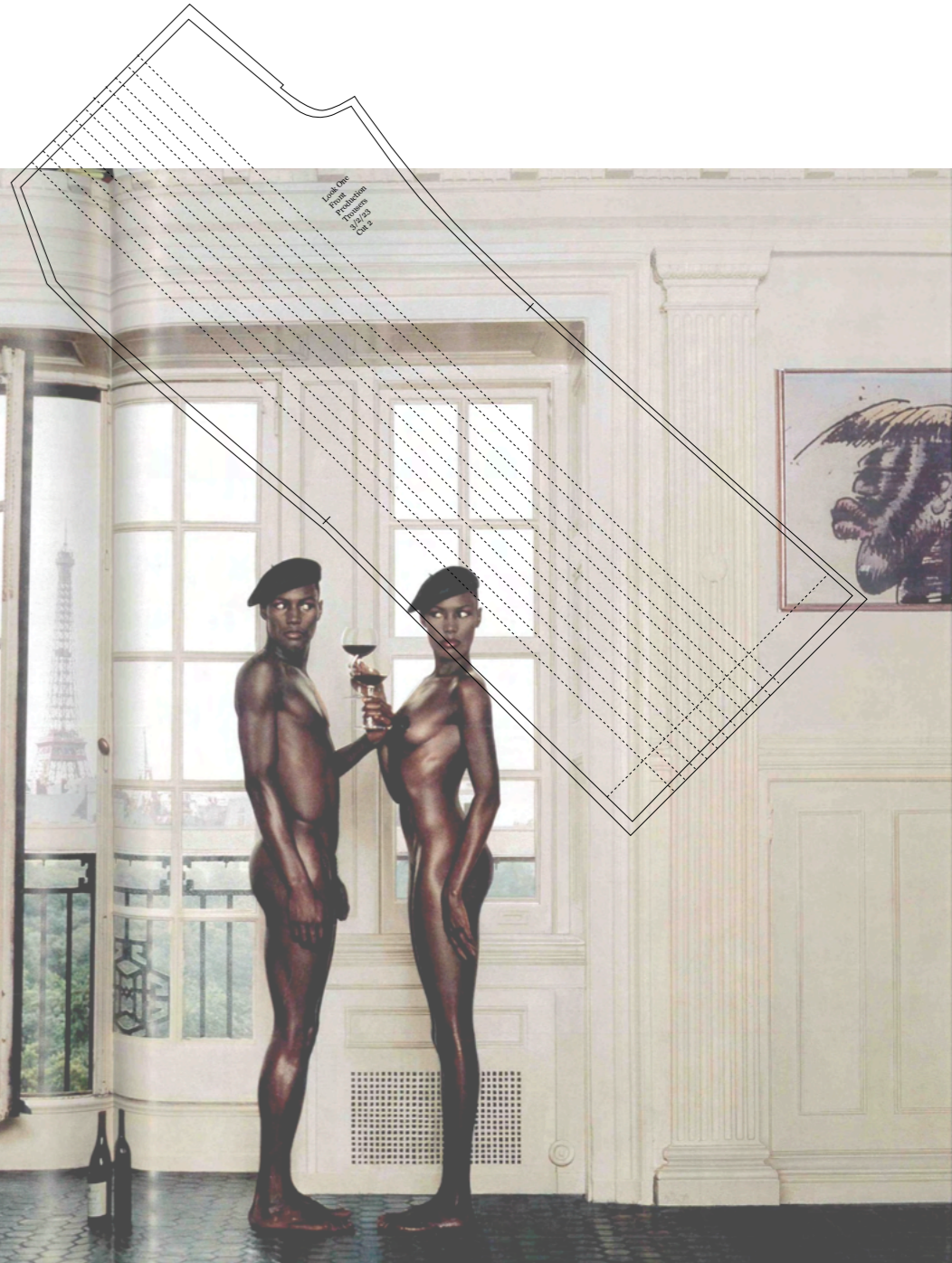
Men's smart trousers, worn by women. Women adopting the male silhouette for the androgynous look. Pleated trousers - function - sitting and movement.



Horn Buttons
Traditionally used in tailoring - quality, therefore sustainable in future



Trouser Hook and Bar and Jigger Button - Traditional



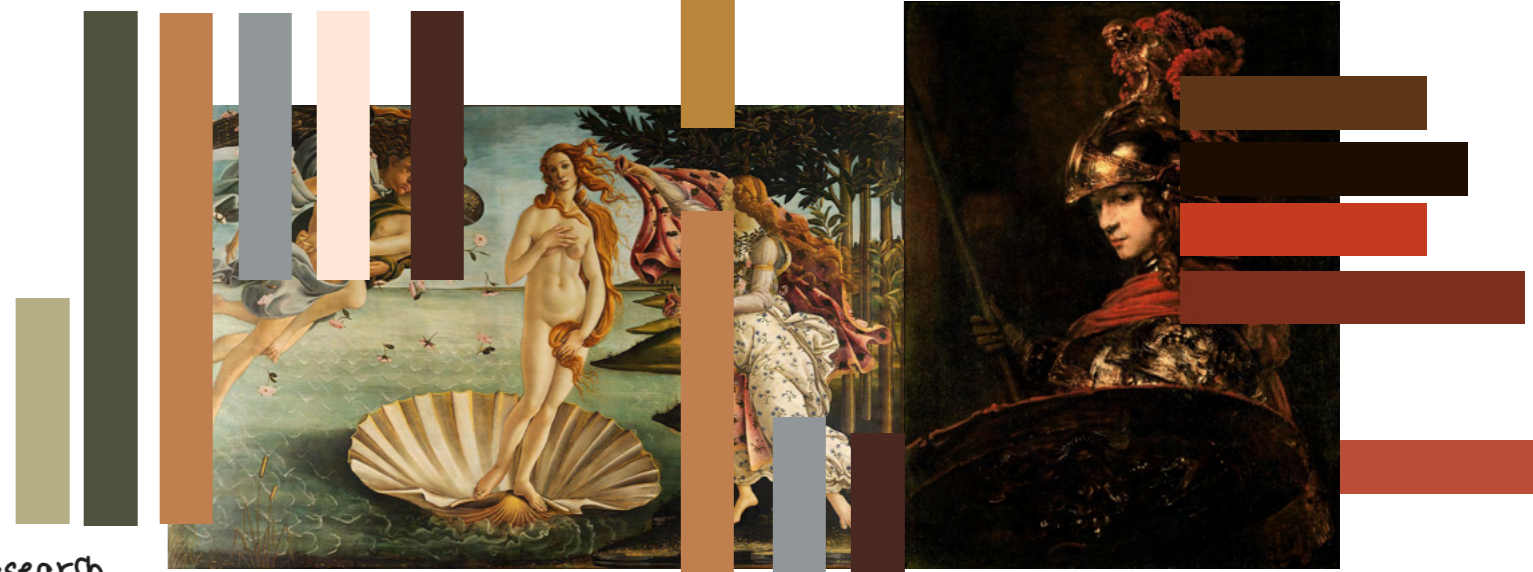
Internal knot in lapel - with integrated glove



The lapel would be detached towards the break line and knot as the coat fastening

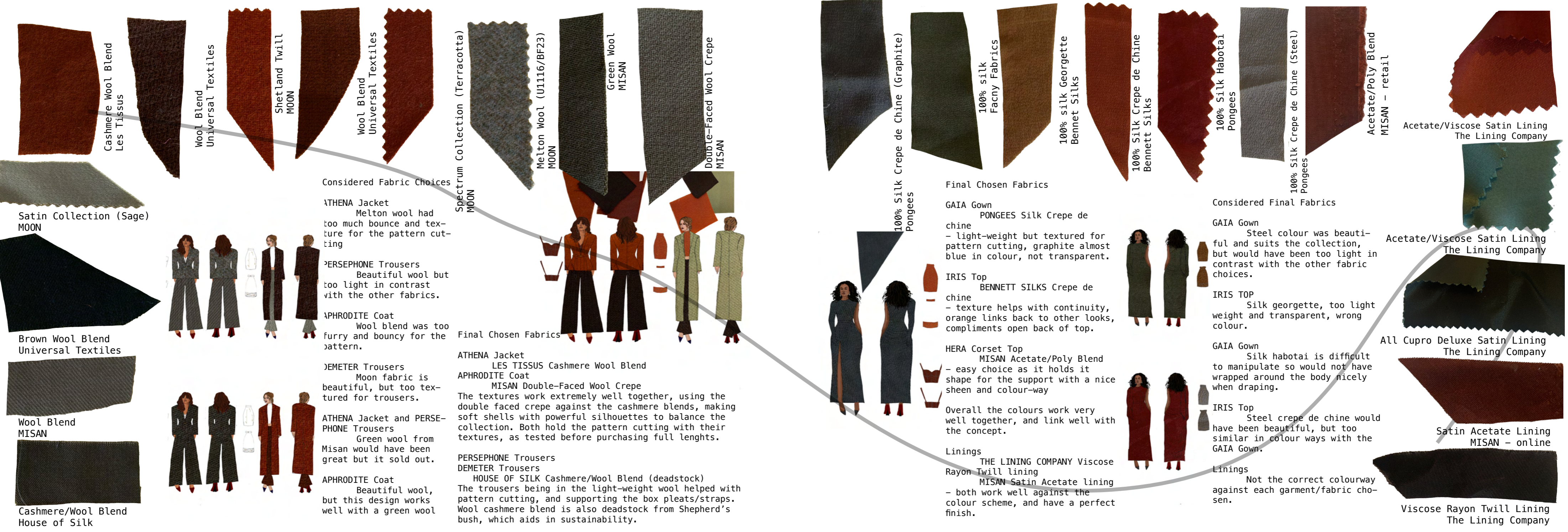


Range Development



Colour - way link better to concept research





Considered Fabric Choices

- Cashmere Wool Blend Les Tissus
- Wool Blend Universal Textiles
- Shetland Twill MOON
- Wool Blend Universal Textiles

Considered Fabric Choices

- Satin Collection (Sage) MOON
- Brown Wool Blend Universal Textiles
- Wool Blend MISAN
- Cashmere/Wool Blend House of Silk

Considered Fabric Choices

- ATHENA Jacket: Melton wool had too much bounce and texture for the pattern cutting.
- PERSEPHONE Trousers: Beautiful wool but too light in contrast with the other fabrics.
- APHRODITE Coat: Wool blend was too furry and bouncy for the pattern.
- DEMETER Trousers: Moon fabric is beautiful, but too textured for trousers.
- ATHENA Jacket and PERSEPHONE Trousers: Green wool from Misan would have been great but it sold out.
- APHRODITE Coat: Beautiful wool, but this design works well with a green wool

Final Chosen Fabrics

- Spectrum Collection (Terracotta) MOON
- Melton Wool (U11116/BF23) MOON
- Green Wool MISAN
- Double-Faced Wool Crepe MISAN

Final Chosen Fabrics

- ATHENA Jacket: LES TISSUS Cashmere Wool Blend
- APHRODITE Coat: MISAN Double-Faced Wool Crepe
- PERSEPHONE Trousers: HOUSE OF SILK Cashmere/Wool Blend (deadstock)
- DEMETER Trousers: HOUSE OF SILK Cashmere/Wool Blend (deadstock)

Final Chosen Fabrics

- The textures work extremely well together, using the double faced crepe against the cashmere blends, making soft shells with powerful silhouettes to balance the collection. Both hold the pattern cutting with their textures, as tested before purchasing full lengths.
- The trousers being in the light-weight wool helped with pattern cutting, and supporting the box pleats/straps. Wool cashmere blend is also deadstock from Shepherd's bush, which aids in sustainability.

Final Chosen Fabrics

- 100% Silk Crepe de Chine (Graphite) Pongees
- 100% silk Facny Fabrics
- 100% silk Georgette Bennet Silks
- 100% Silk Crepe de Chine Bennett Silks
- 100% Silk Habotai Pongees
- 100% Silk Crepe de Chine (Steel) Pongees
- Acetate/Poly Blend MISAN - retail

Final Chosen Fabrics

- GAIA Gown: PONGEES Silk Crepe de chine - light-weight but textured for pattern cutting, graphite almost blue in colour, not transparent.
- IRIS Top: BENNETT SILKS Crepe de chine - texture helps with continuity, orange links back to other looks, compliments open back of top.
- HERA Corset Top: MISAN Acetate/Poly Blend - easy choice as it holds its shape for the support with a nice sheen and colour-way

Final Chosen Fabrics

- Overall the colours work very well together, and link well with the concept.
- Linings:** THE LINING COMPANY Viscose Rayon Twill lining, MISAN Satin Acetate lining - both work well against the colour scheme, and have a perfect finish.

Considered Final Fabrics

- Acetate/Viscose Satin Lining The Lining Company
- Acetate/Viscose Satin Lining The Lining Company
- All Cupro Deluxe Satin Lining The Lining Company
- Satin Acetate Lining MISAN - online
- Viscose Rayon Twill Lining The Lining Company

Considered Final Fabrics

- GAIA Gown: Steel colour was beautiful and suits the collection, but would have been too light in contrast with the other fabric choices.
- IRIS TOP: Silk georgette, too light weight and transparent, wrong colour.
- GAIA Gown: Silk habotai is difficult to manipulate so would not have wrapped around the body nicely when draping.
- IRIS Top: Steel crepe de chine would have been beautiful, but too similar in colour ways with the GAIA Gown.

Considered Final Fabrics

- Not the correct colourway against each garment/fabric chosen.



THE MODERN GODDESS



- 001 ATHENA Jacket
- 002 HERA Corset Top
- 003 PERSEPHONE Trousers

004 GAIA Gown

- 005 Aphrodite Coat
- 006 Demeter Trousers
- 007 Iris Top