



TRUST ERA

By
Esrat Jahan Era

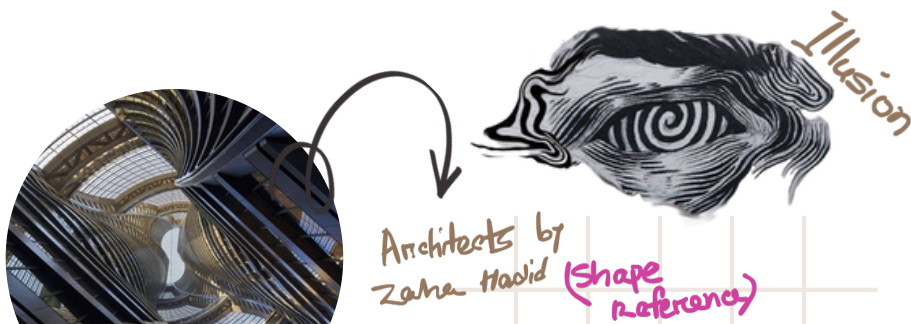
Quite Luxury A/W 25/26



COLLECTION INSPIRATION

THE HOLLOW INTRO :

THE PRIVILEGE OF BEING A DESIGNER IS ADAPTING INSPIRATION FROM THE UNEXPECTED. AFTER EXTENSIVE RESEARCH AND STUDY, I GRAVITATED TOWARDS MUNCH'S CONCEPT OF "THE SCREAM". THIS MASTERPIECE REPRESENTS PROFOUND EMOTIONAL PAIN AND TRAUMA CAUSED BY MENTAL ILLNESS. THE DEEP TRENCHES OF HUMAN EXISTENCE AND SPIRITUALITY. I BELIEVE WE CAN ALL EMPATHIZE WITH EXPERIENCING AN EXISTENTIAL CRISIS AT LEAST ONCE IN OUR LIVES . DESPITE ADVANCEMENTS IN MENTAL HEALTH AWARENESS AND TECHNOLOGY, MANY INDIVIDUALS CONTINUE TO GRAPPLE WITH THESE CHALLENGES. IN MY UPCOMING COLLECTION, I ENDEAVOR TO ILLUSTRATE THE TRAUMATIC EXPERIENCES WE MAY ENCOUNTER, WITH A FOCUS ON EXPRESSING THESE DISTRESSING EMOTIONS. THE COLLECTION AIMS TO ENCOURAGE AND REFLECT ON THE INTRINSIC HUMAN NEED FOR ACKNOWLEDGMENT AND UNDERSTANDING OF OUR STRUGGLES THAT WE TEND TO HIDE FROM THE WORLD.



Architects by
Zaha Hadid (Shape
Reference)

Symbolizes the darkly troubled times

Red as
Blood



Symbol of
Eternity &
The Tree of life

Concept
Inspiration

→ Symbolizes the
darkly troubled times
→ fragile
→ Modern Humanity



"I was walking down the road with two friends when the sun set; suddenly, the sky turned as red as blood. I stopped and leaned against the fence, feeling unspeakably tired. Tongues of fire and blood stretched over the bluish black fjord. My friends went on walking, while I lagged behind, shivering with fear. Then I heard the enormous infinite scream of nature."

EDVARD MUNCH



WHY IS EDVARD MUNCH'S WORKS A MAJOR SOURCE OF INSPIRATION FOR TRUST ERA COLLECTION A/W 25/26?

The artistic creations of Edvard Munch delve into themes of personal liberation, compelling inner struggles, and fervent yearning. Despite his own enduring personal challenges, Munch championed the cause of humanity. He effectively conveyed emotions through vibrant colors, abstract forms, and symbolic content. People often conceal their vulnerabilities and difficulties due to the fear of judgment and the uncertainty of receiving support. This is why individuals of all generations, from young people to millennials, grapple with periods of depression and anxiety. While there is a growing societal awareness of mental health in educational institutions and workplaces, each person has their own unique way of expressing themselves. Edvard Munch's courageous decision to express his inner turmoil through painting serves as a visual representation of his life experiences. It not only serves as a form of self-expression but also as a portrayal of his sorrow and emptiness. I believe that this kind of artistic expression requires immense strength and the courage to break through societal constraints. Munch's works serve as an inspiration for my current project, aiming to convey the significance of expressing emotions, even during challenging times.



The Scream
(1893)



Evening Melancholy I, 1896. Woodcut

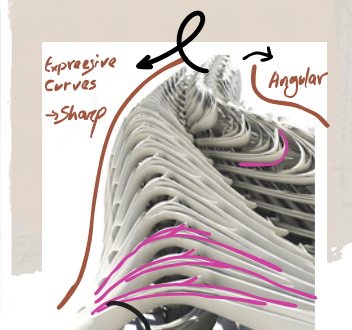
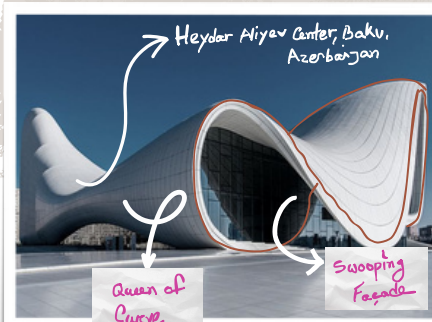


The Dance of Life
(1899-1900)

Why Zaha Hadid's works are the influence of shapes & silhouettes for the collection?

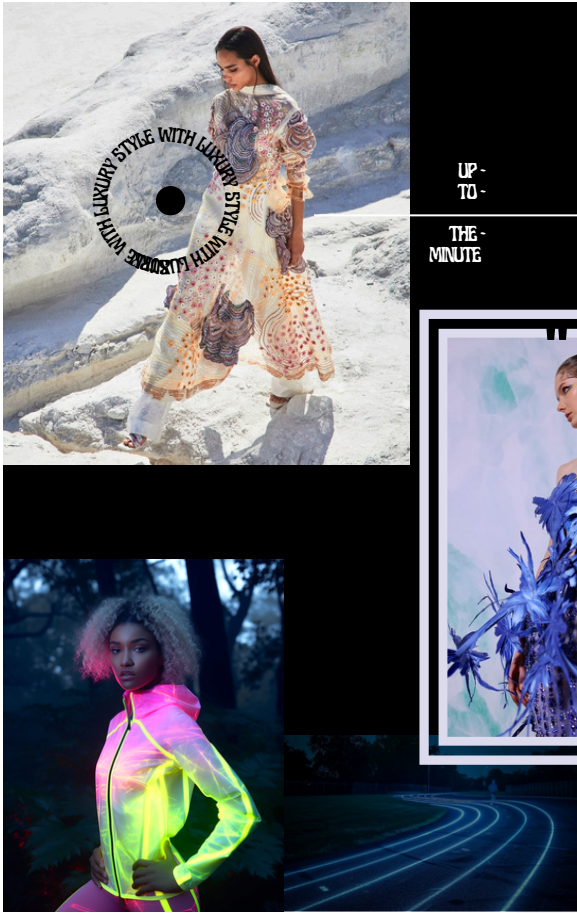
Zaha Hadid, an Iraqi-British architect, was known for her unique and futuristic design style in the field of architecture. Over the last two decades, she reached the pinnacle of her profession, earning numerous accolades. Ms. Hadid was a deliberate and challenging individual, transforming the hardest materials into soft and sturdy shapes, and building exceptional curving and sharp structures. Her work was truly remarkable and a testament to her dedication and skill in the field of architecture..

Fashion and architecture are two distinct disciplines that share a profound connection. The interplay between these two fields has resulted in the development of new ideas and concepts that have influenced the way we dress and construct clothing. The work of renowned architect Zaha Hadid has been a source of inspiration for me. Her designs, characterized by their bold and innovative use of shapes and lines, have been instrumental in shaping my approach to building credibility in my work.



striking lines

Minimal Skeleton
Roxy Shape Studio



Location

City : London

Social Position

Profession : Artists, Designers, Social Activists,
Students, Clergywomen, etc.

Occupational accomplished, Art lover, Fashion Conscious, Educated with a great sense of aesthetics, Discriminating buyer.

Concern about the environment & sustainability, thriving into a healthy life, Shopping habits middle to high-profile retail establishments, look over quality products.

Characteristics

Millennials are a wide array of people at different stages of life, but there are common trends that unite them as one demographic. Paradoxically, this generation is the first in the UK to earn less than previous generations. Because they hold fewer assets and have less accumulated wealth than previous generations, they are conscious of where they spend their money. This generation typically prioritizes health, wellness, convenience and ethics, with 73% willing to pay more for products or services that are sustainable or promote a positive impact on the world.

In comparison to impulsive buying, this type of consumption requires a more patient approach. According to Charm, the younger generation, Gen Z, tends to postpone their purchases until they genuinely need them. Additionally, they wait until they can find the most suitable deals and have high expectations for the products they purchase.

Generation Z

This group has experienced the onset of climate catastrophe, political turmoil, and a worldwide pandemic during the formative years of their lives. 52% of Gen Z worry about their financial security and stability, more than double the percentage in older generations.

Apart from all this, GenZ often changes their preference so drastically as a result of the influence of environment & social media. Hence, it is difficult even for the brands to cope.



This collection serves as a heartfelt exploration of the silent battles many face—a journey through trauma, panic disorder, and the unsettling experience of feeling disconnected. Drawing inspiration from the haunting intensity of *The Scream* and the flowing, imaginative structures of Zaha Hadid, these designs encapsulate the delicate balance between chaos and control, fragility and strength. It reflects the internal struggle between fear and the yearning for safety. The use of metallic mineral gold and black beautifully represents the contrast between light and darkness, moments of clarity intertwined with the crushing weight of panic. The structured silhouettes portrait waves of emotion, embodying the deep need to be seen, heard, and understood. It is a reminder that in the midst of disconnection, there is undeniable beauty. Even amidst chaos, expression thrives—and through that expression, we can find healing and connection.



Core Colour & Fabric BOARD A/W 25/26



Luminous AI brights

Why are they key?

Clean, light-filled brights, which include WGSN's key colour Neon Flare, have the effect of nightlights within darks.

How to use them:

vivid and neon accents glow from dark grounds, creating high-contrast colour combinations. Apply to going-out lingerie and incorporate sheers, fluidity, intricate patterning and shine.



Source : WGSN

Metallic mineral

Liquid shine reflects light-catching surfaces, mirrored in the show's Bright Silver metallics story. Digital-friendly and #Futuristic, metallics bring high shine and light-reflecting characteristics that combine the best of the digital and physical worlds.

Crepe Silk bring low-impact, it doesn't wrinkle easily, giving luxury to fabrics along with comfort and easy-care properties, making them widely popular, known for its unique texture and draping ability.

Silk Habotai, Known as China silk, this lightweight material from Japan was originally used for kimono linings. Its breathability and softness make it popular for fine linings, layered garments, and scarves, as it works well for painting or dyeing.

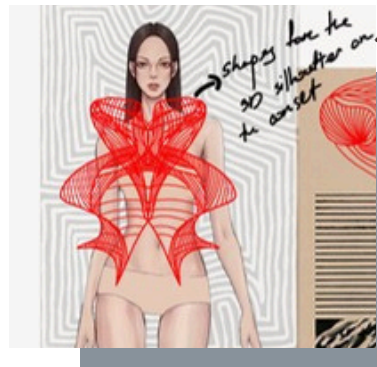
Tulle fabric provides volume for skirts. I prefer natural stiffness for my ball gown silhouette, and using net fabric decreases the garment's weight while nylon or polyester net adds a fluffy look.

Organza is a lightweight, thin, and stiff fabric made from fine threads, giving it a smooth, lustrous appearance. Its structure makes it suitable for projects involving servo motors and copper, as its lightweight nature allows for smooth movement without technical difficulties.

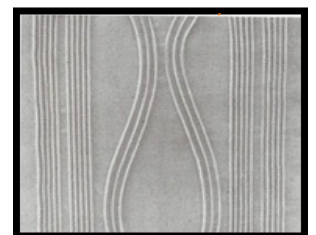
Design Details



Corded Shirring Ruffles using elastic

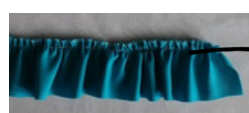


Material for the 3D shape is copper wire.

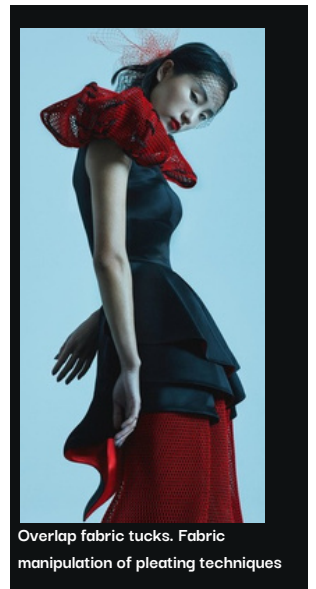


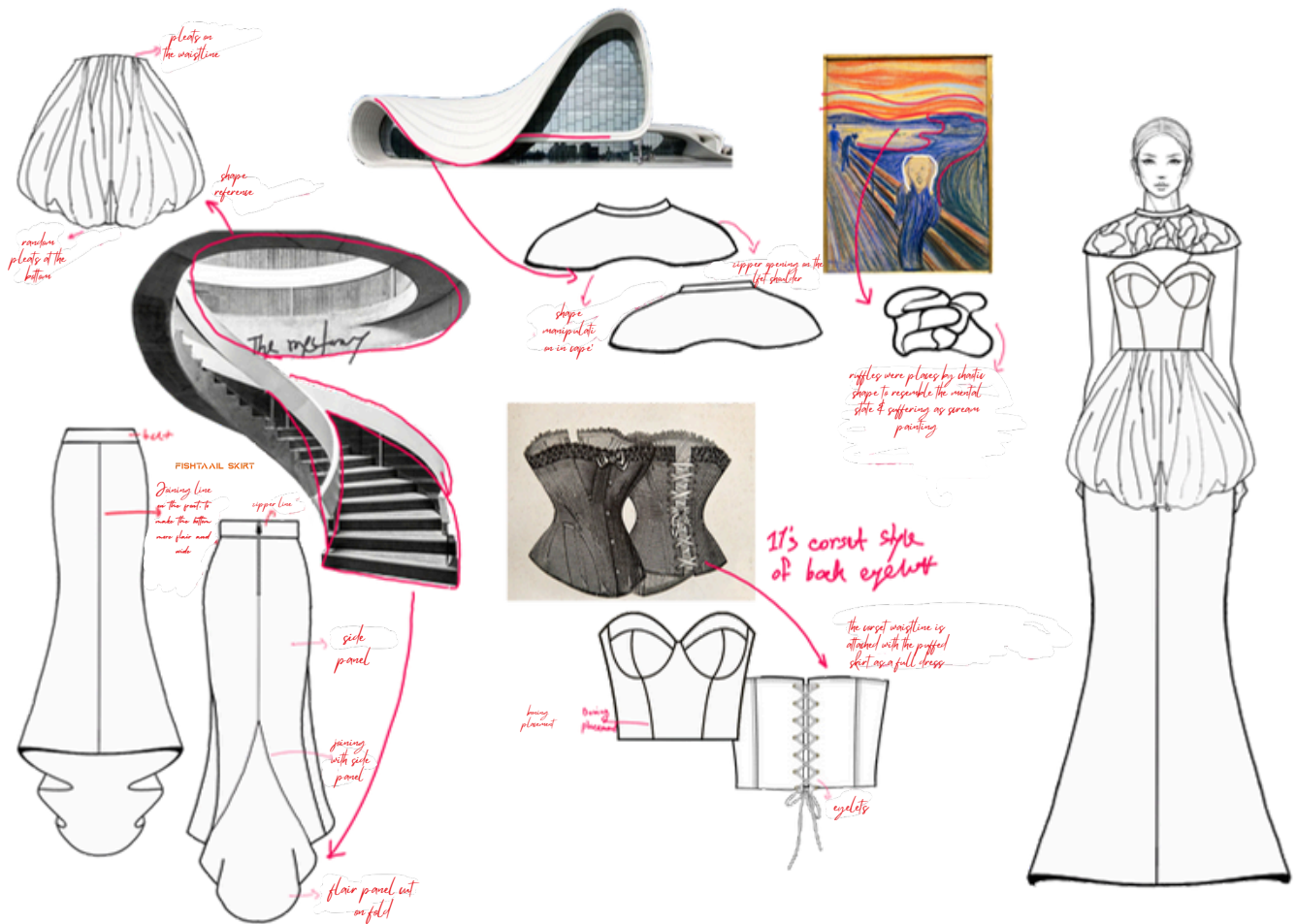
Mock pin tucking stitched with a twin needle and a grooved pin-tuck foot.

Embrace royalty with unique silhouette style



Single edge stitching method ruffles. Long stitch for less fullness, shorter stitch for more fullness



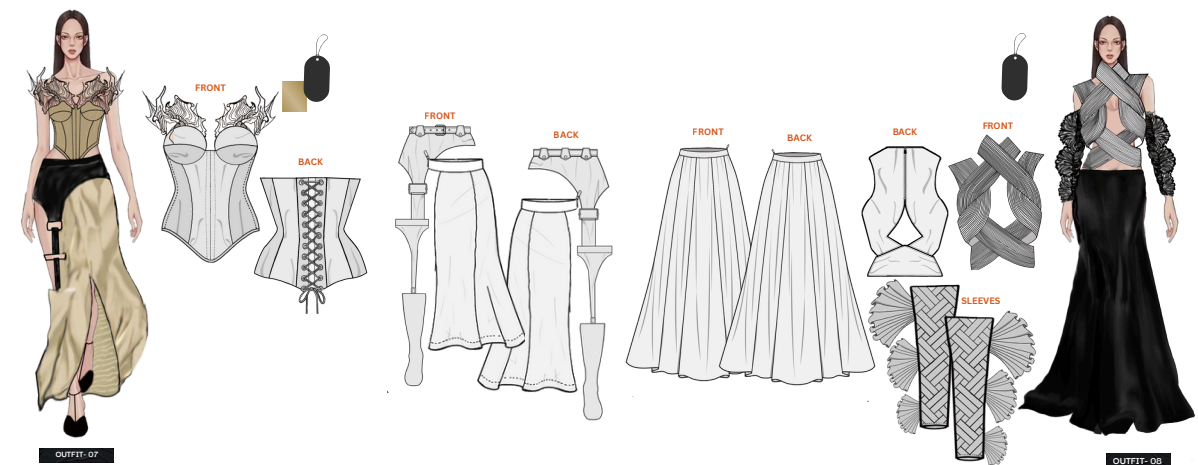
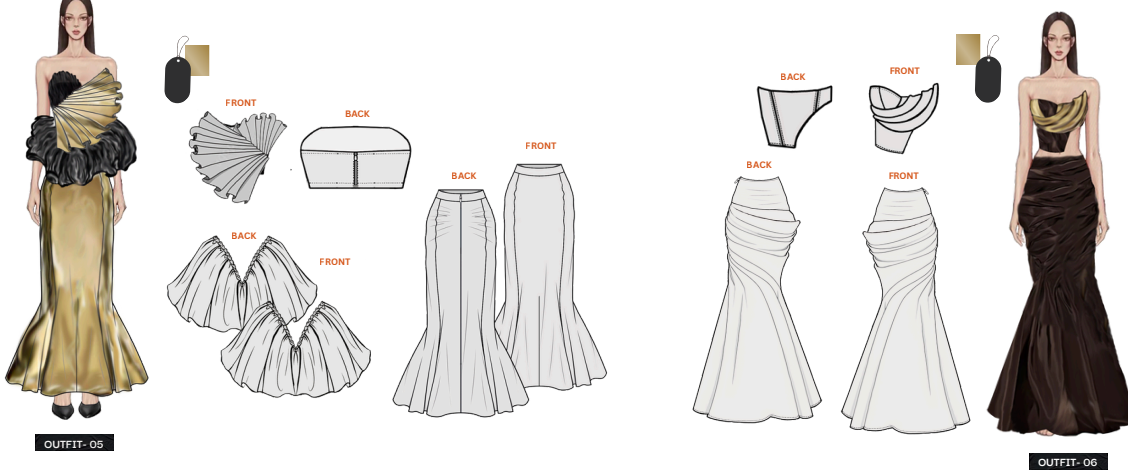
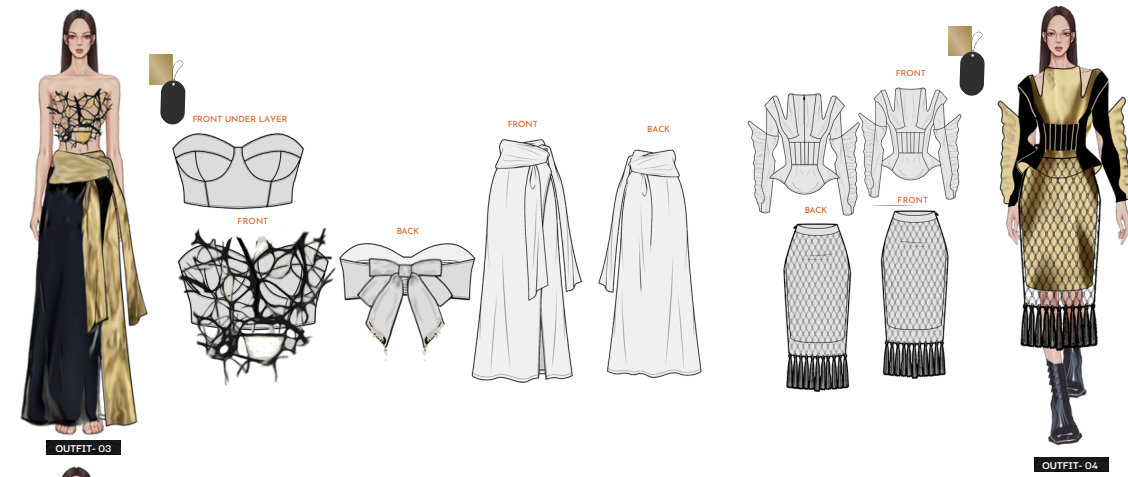
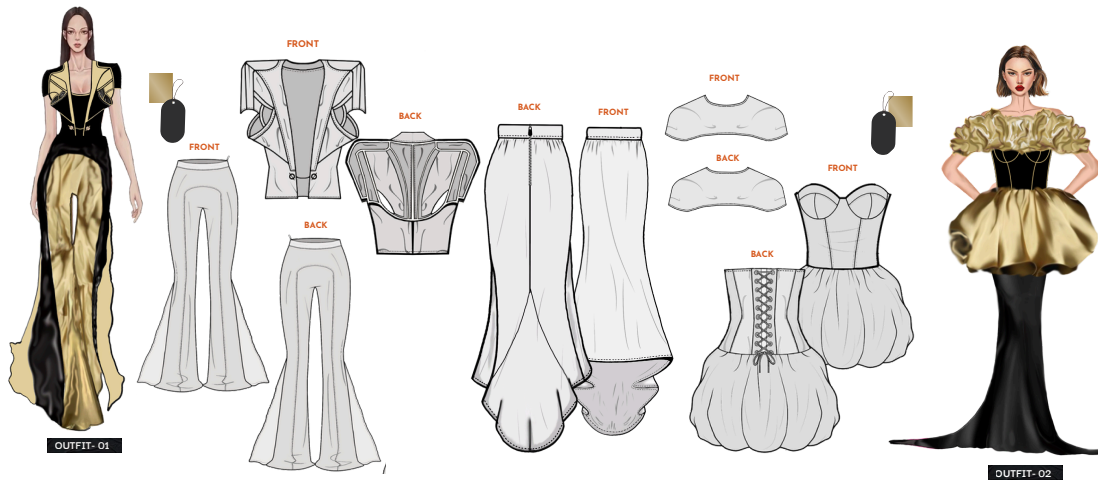


Line Up



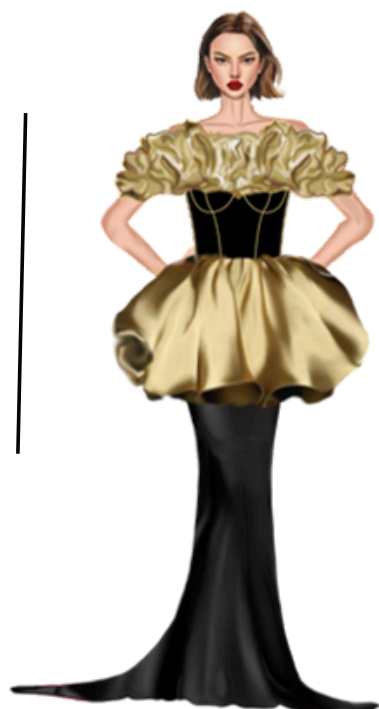


RANGE PLAN





FINAL OUTFIT



• Cape Front



• Cape Back



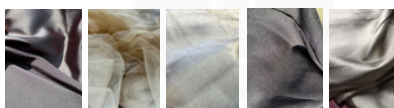
• Dress Front



• Dress Back

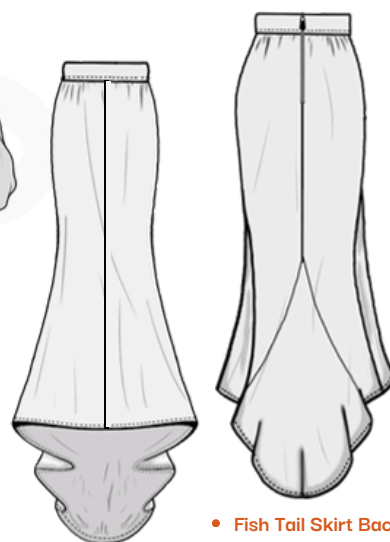


FABRIC SWATCHES



Crepe Silk Tulle Organza Habotai Metallic Mineral

COLOUR PALETTE



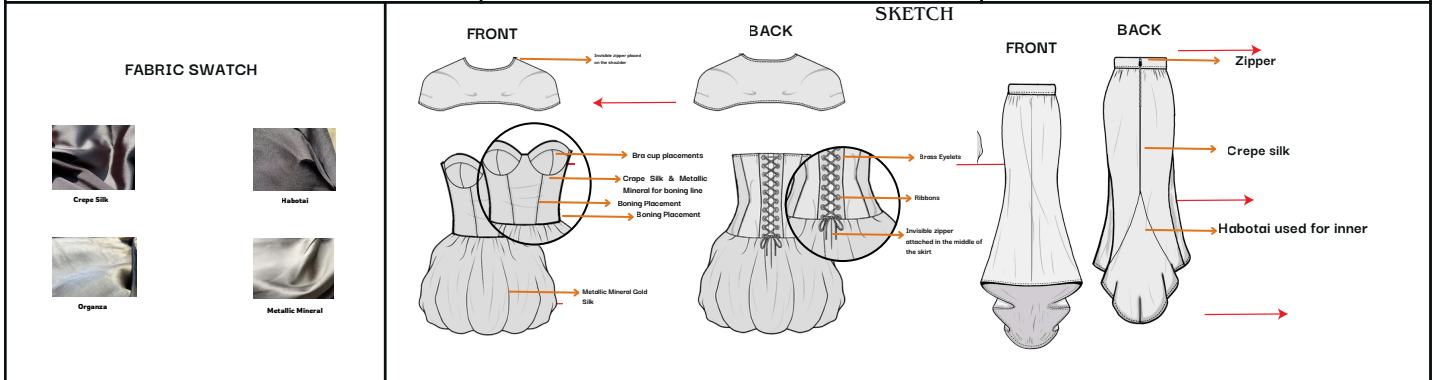
• Fish Tail Skirt Back

• Fish Tail Skirt Front

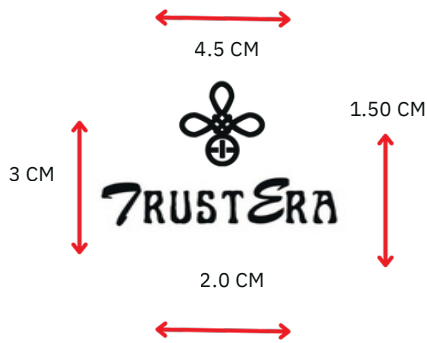
CLO 3D



COVER + BOM		
BRAND: TRUST ERA	BRAND: DRAPED DRESS	FABRIC CODE XX SPECKLED SILK Satin,
DESIGNER: ESRAT JAHAN ERA	DATE: SEPTEMBER 2024	MAIN FABRIC: Crepe Silk, Metallic Mineral Silk Satin
SEASON: AW 25	PATTERN PIECES: 14	LINING: Habotai
STYLE NO: EJES01	SIZE RANGE: XX	PAGE NO.



BILL OF MATERIALS						
PLACEMENT SELF	ITEM DESCRIPTION	COLOUR	CODE	QTY	WIDTH	SUPPLIER
COLOUR	Fishcutting Corset & Skirt; Speckled Silk - Woven	BLACK,	2BK 002BK		150 CM	TI,UK TI,UK
SECONDARY FABRIC	Hopsack worsted - Woven	BLACK	002GO		158 CM	TI,UK
RUFFLES	Organza	GOLDEN	SLK001		70 CM	TI,UK
SELF LINING	Pure Silk - 100% Silk	BLACK	SYN001		138 CM	TI,UK
WAIST BINDING	Synthetic Ball gown(Net for volume) - 100% Synthetic		K8808		110 CM	
THREAD	Coats Moon Thread - (1000 yards)	BLACK,GOLDEN	GO05- 13cm	1		BUTTON CORNER, TI
BUST PADS	Bust Pads Round Shape	BLACK	BS12MM-	1 PAIR		BUTTON CORNER, TI
BONING HOOKS	Polyester Boning Metal	BLACK			5 CM	BUTTON CORNER, TI
BRAND LABEL	Hook	SILVER	BBH1 Silver20			BUTTON CORNER, TI
CARE LABEL				1		TRUST ERA to supply
SIZE CHIP				1		#TRUST ERA to supply
SWING TAG				1		TRUST ERA to supply
				1		TRUST ERA to supply



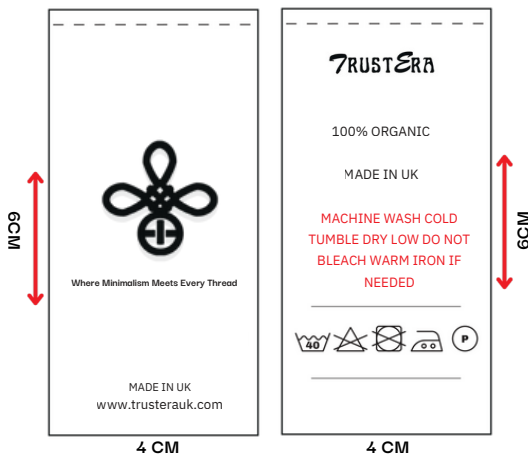
BRAND LABEL

- * BRAND LABEL 3CM ABOVE HEM IN LEFT SIDE SEAM & SIZE LABEL STITCHED ON LEFT SIDE IN THE CENTRE OF BRAND LABEL.
- * MADE IN UK LABEL.
- * 0.5CM BELOW BRAND LABEL IN SIDE SEAM SECURE LOOSE SIDE OF LABELS ON FACING/ LINING WITH HAND STITCHES



BRAND LABEL PLACEMENT

CARE LABEL



CARE LABEL IS PLACED 3CM ON SIDE SEAM OF BLOUSE ON RIGHT SIDE.

Hang Tag



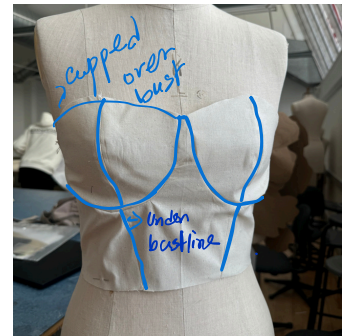
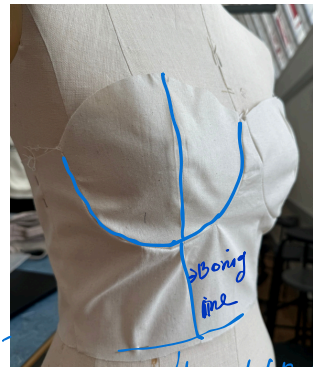
HANG TAG PLACEMENT



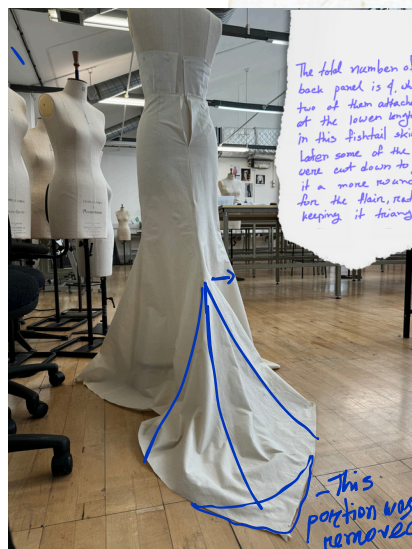
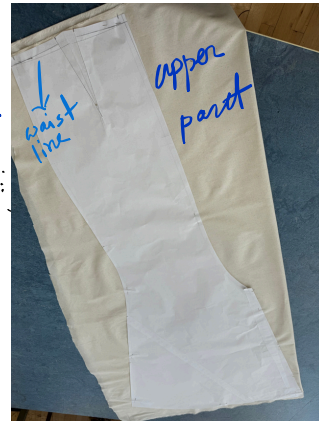
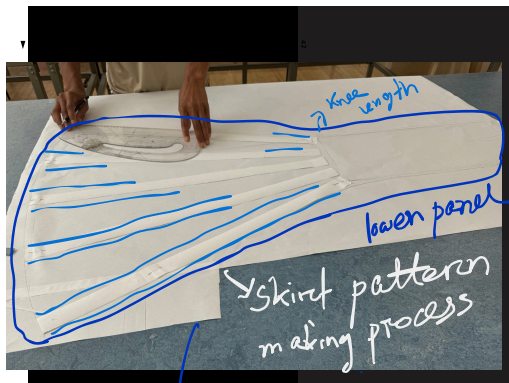
TOILE DEVELOPMENT



After creating the initial calico sample of the corset, it became apparent that some changes needed to be made to improve the shape and patterns. There were also issues with the overbust cup measurement. Despite the corset appearing to be a simple garment to make, I soon realized that it requires a great deal of precision throughout the entire process. Even a small mistake could ruin the final outcome.



straight Bottom
High waistline



The process of creating the fishtail skirt pattern involved adapting a basic body pattern. The upper layer of the skirt starts from the high waist, while the lower panel is meticulously constructed by dividing the bodice patterns into five separate pieces, resulting in the distinctive fishtail shape.



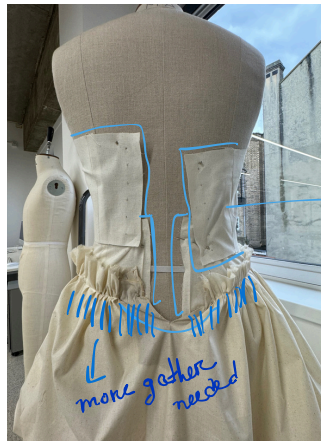
→ Ball gown process

Took two rectangle pieces of calico. Joined one line, then gathered both pieces.



The corset bottom line will be on lower belly. same the ballgown waist line is.

→ The corset length will be increase on the main garment



more gather needed

→ The marked points are the issues needs to be fixed. Even though the previous mannequin size was 12. But because of the small cup size, had the

Final Toile

The corset features a full finish stitch, with the boning stitch line on the inner side.

The ball length is adjustable

A line skirt joined as the lining of the ball gown



Boning placement













TRUST ERA

GET CONNECTED

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