



92

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CONCEPT “THE GARDENER”

The word "working" brought me straight into two questions: "how people nowadays work?" and "why are they working?". Unlike our parents' and grandparents' era, working adults in this modern world are no longer working just to earn a living but more about identity discovery and self-realization, such as finding the purpose of living and the destined talent that has always been flowing in our veins. I find that the working cycle of a gardener is very similar to how modern society searching for the right job. The seeds represent the destined talent that are implant in our body every since we are born, the gardener represent us working hard as an individual to find the best place or job to grow the "seed" in our body everyday and the blooming of colorful flowers represent every successful or fascinating stories that one's experiencing in life. I've used a contrast silhouette of straight and simple jumpsuit that is very feminine and sensous to pair up with a pleated jacket that could transform into a long jacket which reveals colorful flowers that represent talents that bloom vividly. I've use nude or skin color to bring out the sense of identity and sensuousness in modern individuals and gradient of deep blue to nude to bring out the sense of deep thoughts and inner mind. I'm also using the contrast of soft transparent flowed organza and thick rich mate satin to celebrate modernization of the traditional phrase - working.

COVER LETTER

Being raised by my aunt who is a tailor, I grew up listening to the symphony between sewing machines, scissors, fabrics, needles and threads but I never knew that this seed of passion had been quietly and unconsciously implanted into my body. I strongly believe that the core of making every beautiful piece of the garment is within the tiniest fibres that are weaved or knitted into the fabric and I've always believe that every strong future lies within its strong and firm primary base. I discovered about FRANKfurtstyle Award through my lecturer in my college. When I search through the website, I was amazed of the avant garde silhouettes and materials used by the past winners that are very refreshing and unexpected. In my opinion, I thought that FRANKfurtstyle Award is never about commercial and business but it is organised to boost and encourage artistic senses in every designer to allow them to stretch the possibilities in Fashion Industry a little further which I find very fascinating

