

#WORKING





## AGOTA PFENING

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## CONCEPT "#COCOON YOURSELF"

How will 'work' look like in 20 years? Is the human race able to keep up with the development of machine learning, robotics and artificial intelligence? Will work be just a virtual reality at the end? These were the questions that inspired me when I read your theme #working the first time. Coming from a world based on digital transformation, machine learning and artificial intelligence, I must say human contribution will be less required for mechanical works and will be needed for complex problems where subjective judgement is necessary besides objective decisions. Our work will be evolved in an omni-channel world with multi-office environment. In the world where virtual reality is present, physical locations will not matter anymore. We will be able to work from home or any place we feel comfortable and safe just like in a cocoon. The idea of cocoon inspired my garment where the shape is designed to give comfort. The fabric is soft but protective which keeps us warm, prevents our body from physical damages and keeps out unnecessary noise. I am using acoustic foam, neoprene and icewool to create texturized circle skirt and draped cowl-neck crop top for a high-tech formal outfit. My color palette, I will keep close to the businesslike grayscale shades with the tricolor combination of jasmine white, night sky and silver sparkle giving glow and feminine touch for the visionary garment.

## **COVER LETTER**

Fashion is the best game I have ever played, playing with uniformity or eccentrics, playing for love & opinions and pretty much playing with anything. Being skilled in fashion makes me realize nothing is impossible. I can be different person everyday like waking up in alternate universes every morning. Fashion can hide, highlight, pretend, and this flexibility gives constant drive for me to find something new in trends, fabrics and cuts. These never-seen-before ideas are why I admire designers. Creating line-ups levels up fashion to art, an art which gives the biggest freedom for any creator. I am committed to contribute with my ideas to this, being proud of the fact that I can design and create a garment which will be the first of its way. My name is Ágota. I come from Hungary and work in digital marketing at Google in Dublin. Digital transformation surrounds me on a daily basis. I found my true escape from this world with fashion pursuing the for-long-wished design course. Here I am! \*finalist of the waiting list

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