

J Alexander McQueen dress 2010 silk with applied decoration

Inspiration

Tropical environments

Animal and particularly reptile skins

Butterflies

Exotic

Nature

Symmetry

Form

Exaggerated

Puffed then tapering

Has volume away from body contour

Drawn in at the waist

Symmetrical

Complicated dress pattern made up of many panels

Must be supported underneath with strong materials to create skirt volume

Target market

Quirky character looking to make a statement

High end

Confident wanting to or unafraid to stand out in a crowd

Probably young due to length of skirt

Visual impact

eye catching

Outrageous

Extreme

Dramatic

Intricate patterns

Multi coloured with high impact shocking yellow against emerald greens and terracotta

