DEAR MORALITY,

SPRING / SUMMER
2017
Magic of the Modern Child

Observing the world in its current stage, change seems to be the essence of the century. The age of consequences is lying ahead and society is preparing for radical change within several fields. Mentally, people are reaching a point where their highly rationalised mind-set experiences a tendency towards therapeutic simplicity. Social wise, new generations are positioning themselves to create a shift in the way they look and judge one another. The downfall of nature has finally led to active action taking with developments such as the “Humanifesto” as a result. And within the field of technology, robotic and space-travel evolutions are leading to a change of perspective on human life.

Change has often been hold down by the overpowering of fear, rules and ratio. In order to circumvent these barriers and to approach this trend with a positive vision, this forecast predicts a future where change is analysed through the essence of children’s fantasy. This ‘essence’ is ruled by a variation of motives, which are individually imprinted on different subs of this forecast.

Using these motives as a starting point, four various sub-trends derive which all give attention to a different field of change. Play Theory is liked to “Please Play More” and indicates a future where society approaches life with fun, joy and simplicity, rather than with ratio. Solvation is imprinted on “I am the Woods” and showcases new acceptance, adaptation and application of nature in order to solve the damage that has been done. The motive for the Suppressed Ego matches up with “Dear Morality” and pinpoints the new sense towards a genderless society. The motive Believe in a Dream is imprinted on “The Destination” and portraits the effect of the second technological revolution on women.
Please Play More
Play Therapy: Creating the future with a compulsive approach and a joyful mindset.

Dear Morality,
Suppressed Ego: The equalization of the individual within a unity.

The Destination
Believe in a Dream: A forceful portrait of women’s emancipation towards robots.

I am the Woods
Solvation: A tale about the reinvention of nature through the eyes of a curious explorer.
"IN MY FAMILY THEY STICK TOGETHER"
Jesper Waldersten, 2011
DEAR MORALITY,

Suppressed Ego The equalization of the individual within a unity

The current world is in a weird condition where the future seems to have a huge question mark upon it. War and authority have led society to where it is now, a point where decision taking will be essential. It will decide whether we’ll be living in separation or together, whether we discriminate or embrace, whether it’s war or peace.

As a response several anarchistic movements are trying to concur the current situation. They step away from its history to create new social rules and acceptance for those who are among and around us. They are focusing on the equalization of individuals within a unity. In order to achieve this, a question has been raised about how one’s identity can be redefined and appreciated. As a result, humanity seems to start speaking a language in which boundaries between men and women are slowly disappearing and where judgments are slowly vanishing.

The idea of being a unity will be voiced through the essence of neutrals with a paper like appeal. They emphasize the idea of being equal but are at the same time useful to mold or edit. To underpin the idea of acceptance of any kind, this forecast puts a focus on tailoring. A reconstruction of its essence ‘concealing the body’ is translated in a varied way. To illustrate the importance of the individual, patching, molding, and showcasing craft create divergent silhouettes. Sharp cut patches are emphasizing the necessity of attention with regard to the individual. This protruding element continues in materials and graphics with notable patterns. The significant idea of a peaceful unity of varied individuals is visualized in multiple types of patches where the idea of a mark is used as a sign of recognition.

The color range consists out of multiple tones of white. Fresh shirting whites are introduced through the tailoring element of the forecast while paper-like whites draw back from the equality aspect. A compilation of off tone raw beiges and greyish greens are illustrating a gathering of the various. Traditional navy blues are mixed through whimsical patterned weaves. Bright red serves as an alerting color. Blacks and whites act upon this and are mixed in multiple stubborn prints and materials. Grey runs through the forecast in order to unite all aspects.

Statement: Tailored clothing with a conceptual but wearables approach
Market: **********
MOLDABLE NEUTRALS
The new appreciation of shape evolves into paper-like materials with a moldable stiff quality. Rendering the idea of ‘molding’ into the craft of clothing, darts will get replaced by fixed folds and create sharp edged silhouettes.
VISIBILITY OF CRAFT
A refocus on the craft of tailoring is a consequence of the allowance of any kind of being. Garments have to be reconstructed in order to trail all types of bodies. Displaying this craft and therefore showing off construction and finishing emphasize the idea of individual uniqueness.
UNITY

The importance of the unity is translated into rows of gathered, connected and layered fabric pieces. Together they create an ensemble and illustrate a collection of multiples.
WHYMSICAL WEAVES

Familiar weaves such as pinstripes and old lady-like flower prints are crossing over their traditional gender borders and get taken into a new direction. They evoke a whimsical interpretation of the traditional.
STUBBORN PATTERNS

Expressive messaging in a non-verbally way is translated through the use of layers of graphics. Combining linear prints with open worked materials such as an enlarged mesh visualizes a silent scream for attention.
The appreciation of any kind of being creates an interest in rethinking the traditional vision on tailoring “concealing one’s body”. Fragmentizing pattern pieces and thinking of the acceptance of any type of body makes way for a change of composition in silhouette as well as in material and creates a puzzle of tailoring.
RELEASE OF LACE
The release of gender boundaries restrains lace from its feminine specter. Merging its flower aspects with traditional shirting fabrics such as cotton twill gives the traditional a fresh and contemporary image.
PATCH OF PEACE
The idea of appreciation of anyone creates a feeling towards a unity, which is expressed through the appearance of patches. To illustrate the importance of a united society in today’s circumstances, these patches elaborate a hint towards peace through the white element.