

LOOK BOOK

SARAH

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AW 24

BARE

The
Hood
Wedding
Collection



BARE

»THE HOOD« WEDDING COLLECTION

A/W 24

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Modemarketing WS 22



Fakultät
CREATIVE BUSINESS







BARE

b.a.r.e.

is a fashion label that was founded in 2017 and has since been used by fashion-marketing students of the 3rd semester to create and market their own collection.

Students can gain a lot of experience and insight in process of creation and the fashionworld itself.

b.a.r.e. stands for:
borderless
authentic
rebellious
equal

the label was founded in Berlin and has since been known for its sustainability and fearlessness of political statements. Every b.a.r.e. collection so far has had its very own touch from the students that were unique in their abilities and creativity.

THE HOOD-

WEDDING COLLECTION

presents the merger between what we all see when we think of our new Campus location, Wedding.

Key moods for this collection were:
urban sustainability
urban expression
kingz of kiez

These moods reflect the (in order) the green, serene side of this part of the city, as well as the trashy, paved over part and lastly the sporty/ hipster scene.

We as a team tried to fit all of our many ideas together and created a masterpiece of merging all of these together, trying to keep the core values of the brand, sustainability and freedom of expression in sight. We accomplished this by using many recycled and green fabrics as well as details like the little soda openers.

This collection was introduced on FEB 08 in connection with the Berlin Fashion-week. A Fashion show was held in a small boutique club in the heart of the city called- "the door"







The Layered Tulle Dress
is an eye-catcher

The piece is a mixture of body tight dark blue denim and a voluminous chaotic bright orange and deep purple skirt. Two worlds are colliding creating the perfect statement piece and symbolizing two drastically different worlds that collide in Wedding, Berlin.

The skirt starts below the hips, making it a trendy fashion statement instead of a ball gown.

The skirt is made from recycled tulle curtains and then sprayed with orange and purple graffiti paint giving it the ultimate trashy wedding look. When crunching down the skirt flows effortlessly.

The dress is also part of the word play as a spectator might read 'Wedding collection' and think of a white ball gown, this dress is kind of the Berlin-underground version of this kind of event.







design
layout
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