

Tranquility

Designers: Stephanie Laginestra, Lia Cernauskas, and Mananchaya Phisphahutharn

Fiber Science & Apparel Design, Cornell University

Mentor: Huiju Park

Fiber Science & Apparel Design, Cornell University

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Design Statement:

“Tranquility” represents the brand Serenity Activewear’s limited edition collection that was created and prototyped in Spring 2018. Inspired by the Dior Couture Fall 2008 collection, Serenity Activewear is an upscale, high-fashion, innovating, and functional athleisure brand. The line includes silhouettes, colors, and techniques inspired by this classic and innovative collection. The target market is women ages 25-32 who are fashion and trend conscious, are well established and interested in health and fitness. The activewear market is now one of the largest and most readily growing in the United States and around the world. Serenity takes advantage of the need for a more Avant Garde activewear selection. We created a line of activewear that pushes the boundaries of what can be considered functional. Serenity focuses on creating active clothing that is comfortable, functional, and unique. Through the techniques of wrapping, compression, ruching, and other silhouette manipulation, Serenity creates looks that are different from the athleisure that is readily available in the market.

This full scale look features a leggings and top set that are created from a double sided compression knit in navy blue. This specific knit was chosen for the base fabric in order to increase the functionality of the garment. Compression fabric is proven to increase blood flow to compressed areas in short term exercise. The top and leggings are connected with a wrapping of

a patterned white stretch knit that is fully wrapped over the top, adding another layer of compression to the bodice, and then continuously wraps around the hips and down the left leg for aesthetic purposes. The accompanying jacket uses a quilted stretch knit that is breathable, lightweight, and unique. It is designed with raglan sleeves and a wide sleeve and bottom hem in order to increase movement and flow over any activewear garment. It features a long hood that when folded off the head creates the effect of a cape, and when on looks like a large, oversized hood. The upward scoops of the front hem allows for aesthetic benefit as well as a peak into the undergarment.

The jacket was created with a traditional jacket sloper modification. The front patterns were modified to accommodate the raglan sleeve. The hood was created by draping from the existing jacket neckline and finding the right hem shape and length in order to have it function as a hood when placed on the head. The hood was then self lined with the quilted knit for aesthetic purposes and the jacket was faced around the zipper. The sleeve and jacket hem were finished with a cover stitch.

The base pieces for the wrap top and leggings were created with a bodysuit sloper modification to create a tight strapless bra top and basic tight fitting leggings. The collar was created by using a Wolf Form size 8 neck measurement to draft a rectangular piece with invisible snaps. The sleeves were created by draping from the bra top and collar on the form to connect the two pieces. Lastly, the wrap detailing was creating by draping over the base pieces on the form. The wrap pieces used were rectangular and even in width. The first wrap piece was secured to the top of the bra top and wrapped around the entirety of the bodice before being secured to the second and third wrap pieces at the bottom right of the bodice and continuing to wrap down the left leg. Finally, after securing the wrap pieces with pins, the wrap pieces on the bodice were bartacked to the bra top and then wrap pieces on the legging were hand tacked to each other, but staying a separate piece from the legging.

The design takes athleisure in a new direction. Not only is the clothing functional, yet stylish for everyday, it is innovative and unique to the market as it stands. The embellishment techniques that are featured throughout the collection such as wrapping and unconventional knit fabrics set this look apart from large brand athleisure. This collection provides looks for the woman who wants to feel confident, unique, and high fashion at the gym and in daily life.

Abstract:

“Tranquility” is one of Serenity Activewear’s limited edition looks that was created for the Fall 2018 season with the brand’s inception in Spring 2018. Serenity Activewear is a high end, innovative brand that focuses on athleisure inspired by Dior’s Fall 2008 couture collection.

“Tranquility” and the rest of the pieces in Serenity’s collection use unconventional and compression knit fabrics as well as techniques such as wrapping, pleating and ruching to emulate Dior’s collection and increase the functionality of the products. This collection capitalizes on the increasingly high demand for athleisure while expanding on what athleisure itself means and pushing the boundaries of functional clothing.

