



M N E M O S Y N E ' S

S C E N T

METAMORPHOSIS





PRODUCT OF

Clara Cheng

Ryan Razin



[PROMPT]

For the final product of Mnemosyne's Scent, we were to create fashion accessories based on scents chosen from our previous plastic exercise.

The 2 scents chosen were the ones that Clara brought in...



PERFUME

ENGINE / PETROL OIL



[CONCEPT]

Having the perfume as the starting point of the idea creation, we decided to look into accessories that are associated with it.

Since perfume is a high-end fashion product, the accessories that go with it are naturally higher-end as well.

This leads to handbags, wallets, coin purses and belts among many others.



Issey Miyake 'Pleats Please' Official Perfume Commercial

Now with a plethora of accessories to choose from and the idea of perfume in mind, we decided to go with the accessory that would fit with it most.



It is essentially a small strapless bag that is used for formal occasions to hold a minimal amount of items.

We felt that it would be perfect with the perfume being one of the few items that a woman brings along with her anywhere she goes, along with the lipstick, foundation powder, purse and handphone. It is also widely used by celebrities, which further reinstates its position in the fashion world.

THE CLUTCH BAG.

WHAT WE CAME UP WITH....



Having the clutch bag settled, it became daunting in the fact that since it is so small, it might not be sufficient for a fashion show. Hence, something has to accompany it for a greater sense of completeness. Thus, we started searching for another accessory to create a combination with the clutch bag, this time with the emphasis of having a concurrent theme.

Since our model (in this case, Clara) would have her hands full with a clutch bag, we decided to work with something on her head instead. A headgear accessory. Clara then pointed out that the Ladies' Hats that are worn during the Melbourne Cup racing event had a resemblance to the planar exercise we did earlier.

INSPIRATION

LADIES' HATS FROM 'THE MELBOURNE CUP'



LADIES' HATS FROM 'THE MELBOURNE CUP'

These hats are the fashion hallmark of the Melbourne Cup racing event which places an important role in enticing more women to participate in the event and later culminating into fashion competitions and a much discussed topic every time the races occur in spring.

As evident from the way these hats are structured, they follow similar principles to the planar exercises that we have done previously. The hats consist of different components that can be classified into Dominant, Sub-Dominant and Sub-Ordinates. They are also balanced with equal number of parts of the hat pointing towards different directions in a smooth, uninterrupted flow.

Thus, with the Melbourne Cup Ladies' Hat as an inspiration, we set out to recreate a hat with the same characteristics.

Having done the planar exercise previously and working to create products that have considerable amount of planes within them, we utilized the techniques carried from the planar exercise onto the new products.

We noted that the clutch bag had planes for its body, while the Melbourne Cup Ladies' hats had planes incorporated within their designs.

PROCESS

We started by using materials that we were familiar with to create similar shapes we incorporated into the designs.

BRAINSTORMING SESSION.

This is an art card which was cut up into a series of hanging loops and a portion which sprouts out vertically into the spiral.

This came out pretty well, and we planned to use them as a section of the Ladies' Hat which would probably hang down on one side, partially covering the wearer's face.

After this initial attempt, we moved to acquiring the different materials to be used for the product.



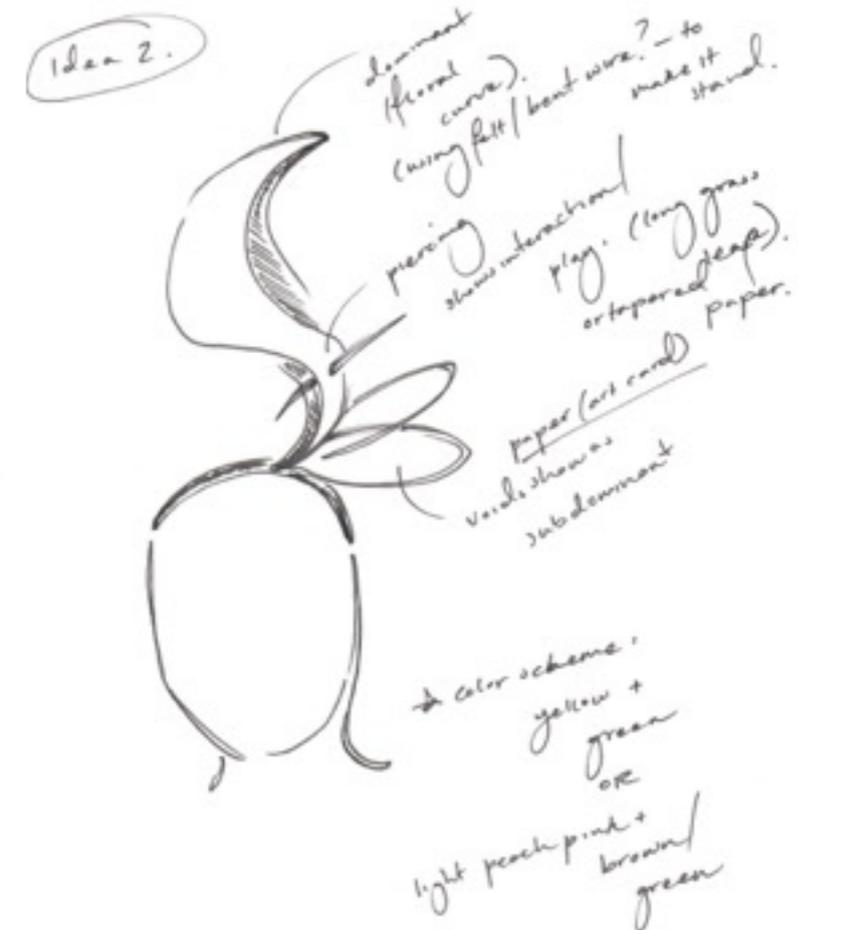
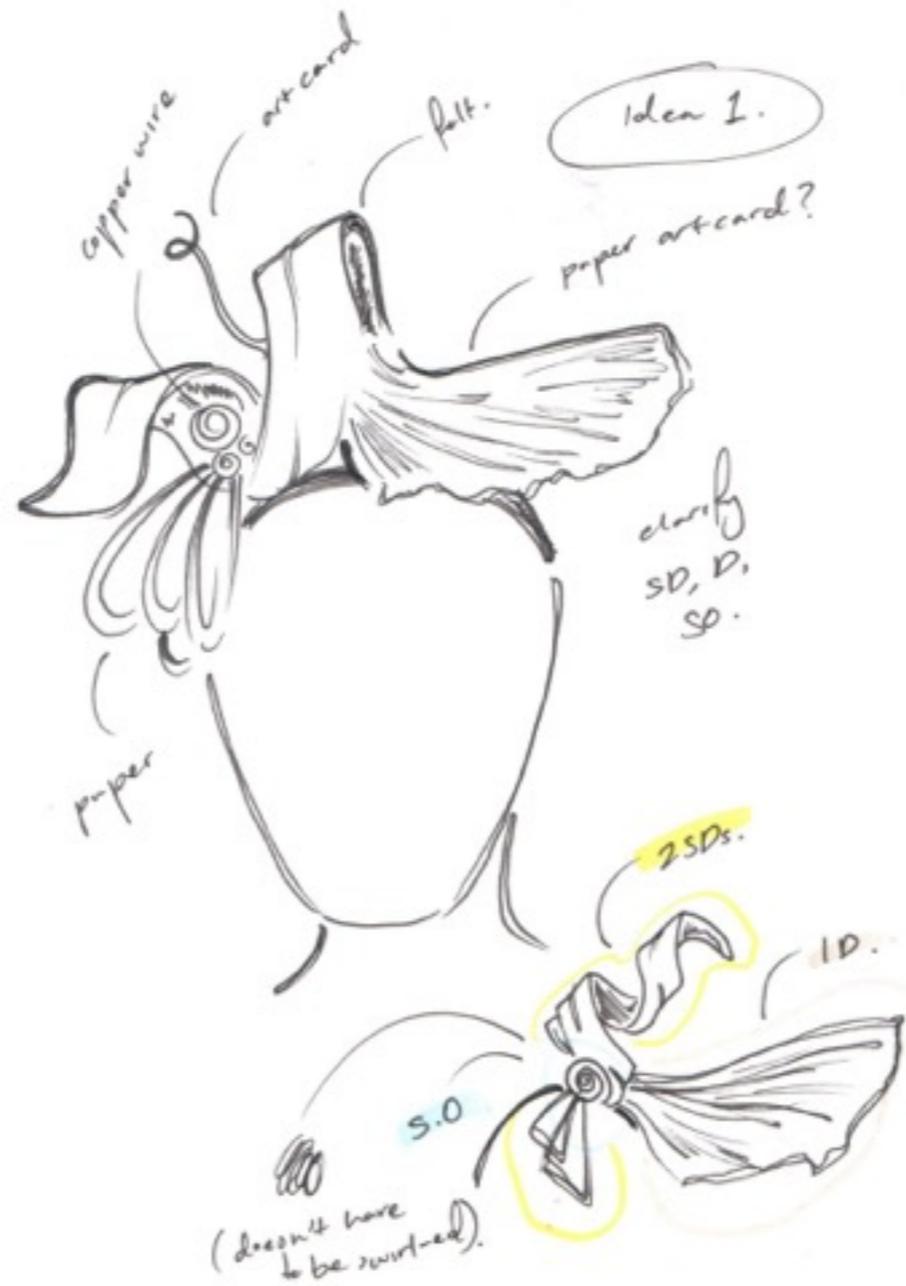
PROCESS

BRAINSTORMING SESSION: INITIAL SKETCHES

LADIES' HAT: We ultimately came down to a design that was closest to Design Sketch 2. The coloured paper that was supposed to protrude out at the side as seen in Design Sketch 1 did not turn out well.

This coloured paper was instead re-used to wrap around the spiralling cloth of Design Sketch 2, thereby creating a cocoon which will turn out to create our theme for the Ladies' Hat.

CLUTCHBAG: A simpler approach was taken as it was physically smaller. We already had a solid idea of how it would turn out.



[MATERIALS USED]

Felt cloth

Coloured art card

Decorative metal rings

Plastic head band

Metal wires

Hot glue gun

Hard magnetic straps for
base of clutch bag



FINAL PRODUCT



THE

CLUTCHBAG.



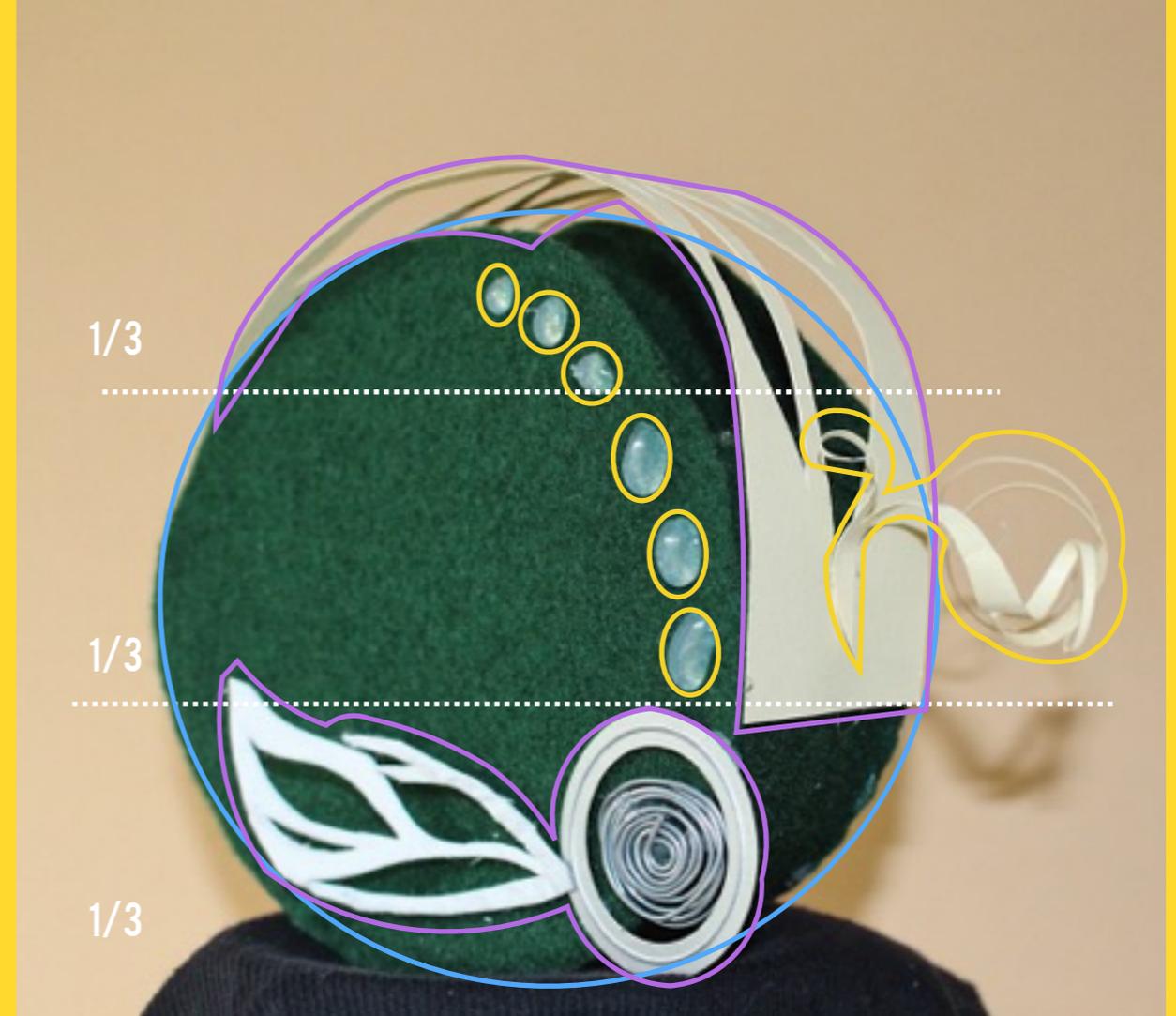
ANALYSIS

OIL: The metallic leaf decorative at the front of the bag signifies the qualities of oil.

It is a non-soluble liquid and does not mix with water. We thus portray this by having the metal juxtaposing with the other elements of the bag.

The metal, which is hard and solid, does not mix well with the rest of the materials which are softer and more flow-like. It is a component that juts out in comparison to the other elements in the composition. This echoes how oil separates itself from other liquids.

PERFUME: The Clutch Bag was created with the perfume in mind. Its size is perfect for holding small items such as a small perfume bottle.



*The bag is also functional. The coloured paper acts as a cover for the bag. This can be flipped open while the bag carries a considerable amount of weight. We tested it's strength by having it carry a smartphone.

COMPONENTS:

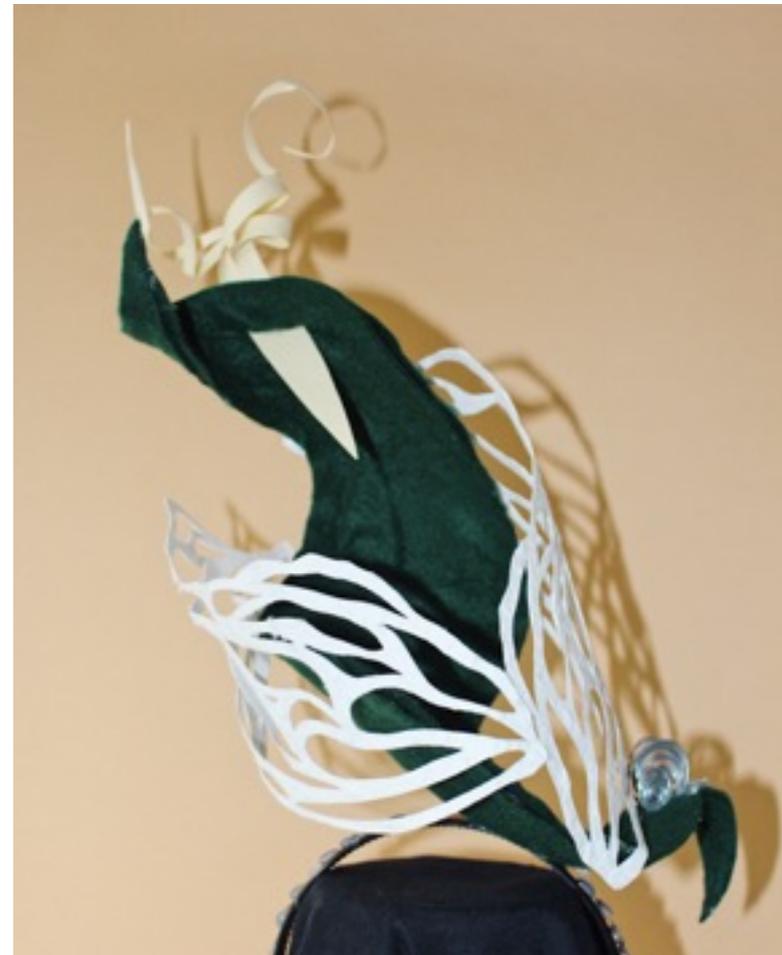
Dominant: Body of Clutch bag

Sub-Dominant: Cover and Metallic decoration

Sub-Ordinate: "Morning Dew" decorative drops & spiralling coloured paper

Rule of Thirds: The metallic decoration and the spiralling coloured paper are placed at 1/3 points of the length of the entire composition

THE LADIES' HAT.





DETAILS.



ANALYSIS

This hat was created with the same color theme as the clutch bag to serve as its pair accessory. Its size, however, has made it the primary focus of the two, which works out fine.

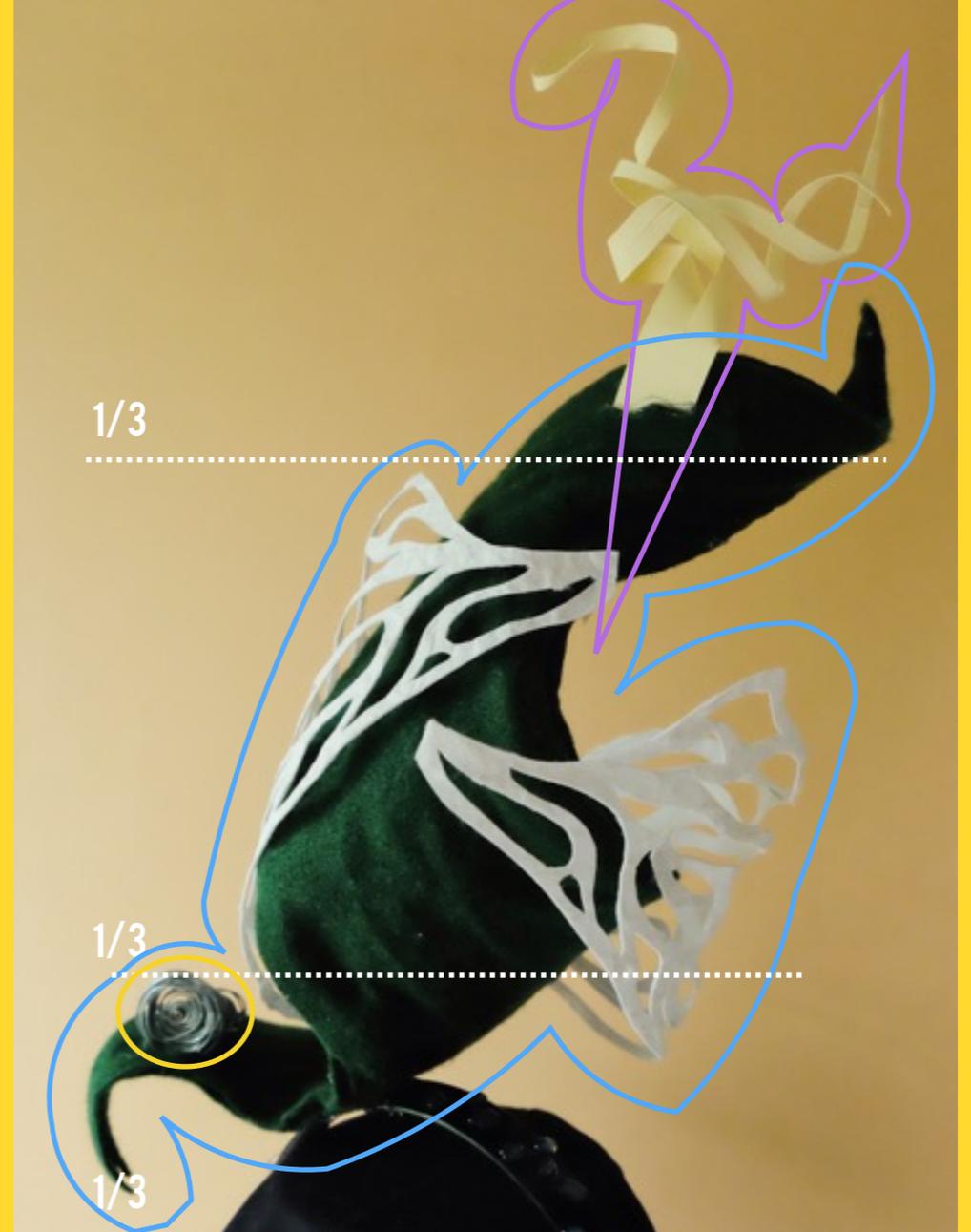
EMERGENCE OF LIFE IN A MAGICAL DARK FOREST

The coiled metal wiring (bottom right of the hat), represents an insect's egg larvae on a leaf.

The story progress leftwards, towards the 'cocoon' that is made out of the patterned coloured paper wrapping around the middle section of the composition.

At the end of the story on the left, "life" emerges from within the cocoon; as presented by a spiralling coloured paper.

The color scheme is in tune to the colors of a dark forest : Dark green and spider cobweb-like white with a trickle of yellow for a magical touch.



COMPONENTS:

Dominant: Body of Hat & cocoon coloured paper

Sub-Dominant: Piercing spiral coloured paper

Subordinate: Coiled metal wiring

Rule of Thirds: Coiled metal wiring and piercing spiral coloured paper are positioned at 1/3 positions of the entire composition. The hair band at the bottom is included.



HAT MODELLED.

Model: Clara Cheng



CLUTCH BAG MODELLED.

Hand Model:
Ryan Razin

