

NORDMENN ER





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CONTRADICTION

My contradiction is inspired by my roots and upbringing in Norway. I want to focus on the contradiction between the country's immense prosperity and wealth vs, the exclusionary attitudes of the people.

Norway is considered to be one of the happiest and wealthiest countries in the world. Yet our immigration system and overall attitude is very hostile and excluding.

I've always wondered why a nation with so much would hesitate to share it's happiness and opportunities with those in need.

The question comes from a personal point of view as well as my mother is fully Norwegian and my father is half. His other half is Dutch Indonesian, but he is not in touch with these roots.

So, I would describe my 'culture' growing up as fully Norwegian, however my darker features and people's attitudes made me feel like I wasn't Norwegian enough. I find myself contradicting in being very proud of my Norwegian heritage, yet ashamed of the attitude of the people.

The contradiction will be shown through contemporary spinoffs on different traditional norwegian clothing.

Titled 'norwegians are' the collection questions who has the right to wear our tradition and represents a push towards a more including future.



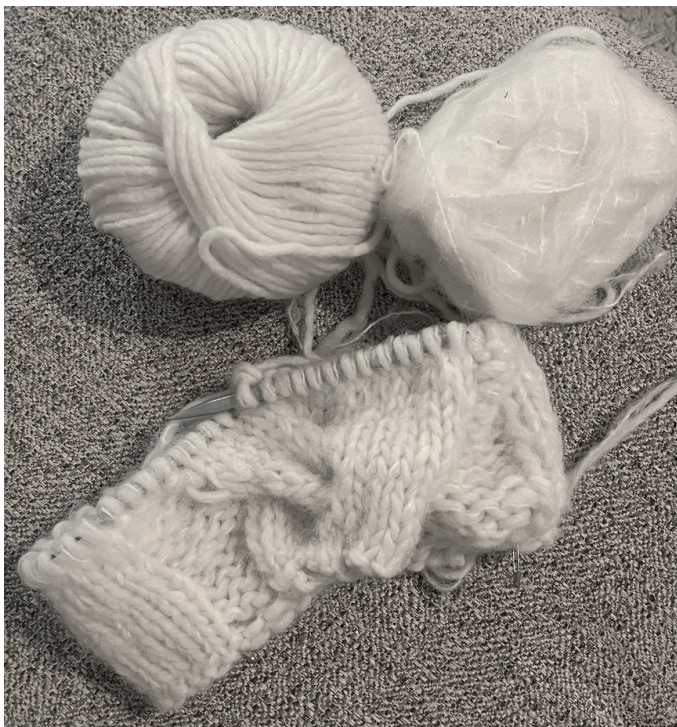
SUSTAINABILITY STRATEGY

With this collection I want to preserve Norway's cultural heritage by re-imagining traditional and meaningful garments, like the 'bunad', knitwear and winter garments like the anorak and the ski suit.

I also want to address the country's contemporary issues of identity and belonging, and aggressive attitude towards immigration.

I want to delve into the art of handknitting alongside my Norwegian friends and family while also using it as an opportunity to discuss these issues, making the project social and culturally sustainable.

My project will engage with different people to give me a broader and more personal perspective on the issue. While also celebrating the tradition and craftsmanship that goes into the knit.





DESIGN METHOD

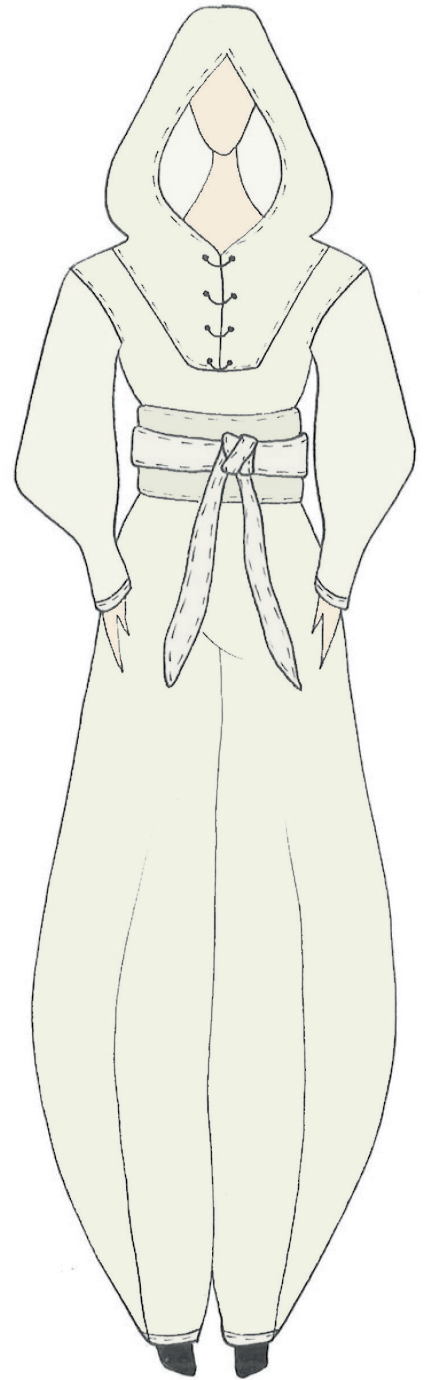
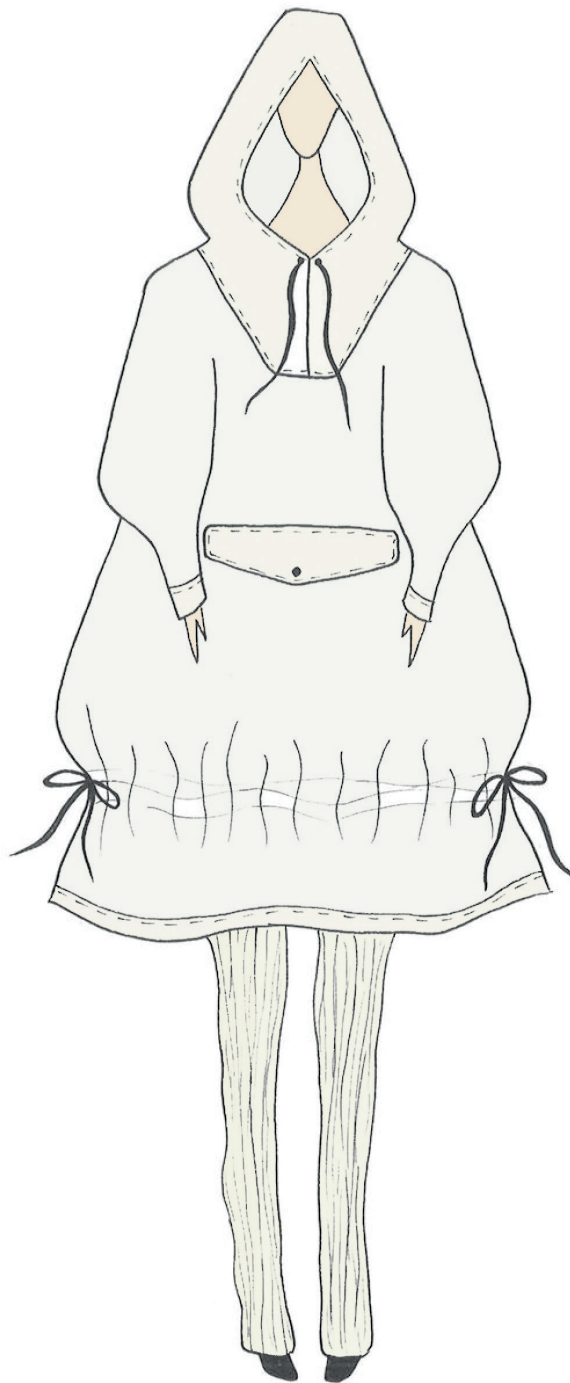
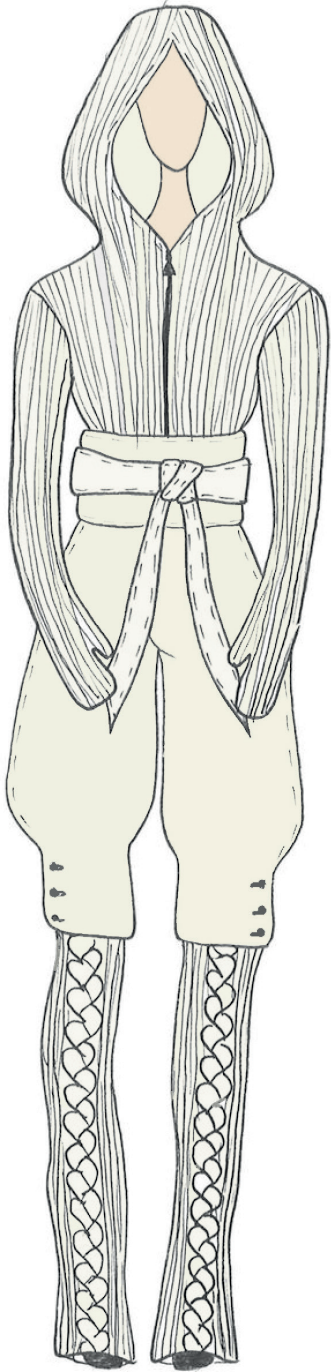
I've designed this collection through collaging three archetypes from the norwegian wardrobe.

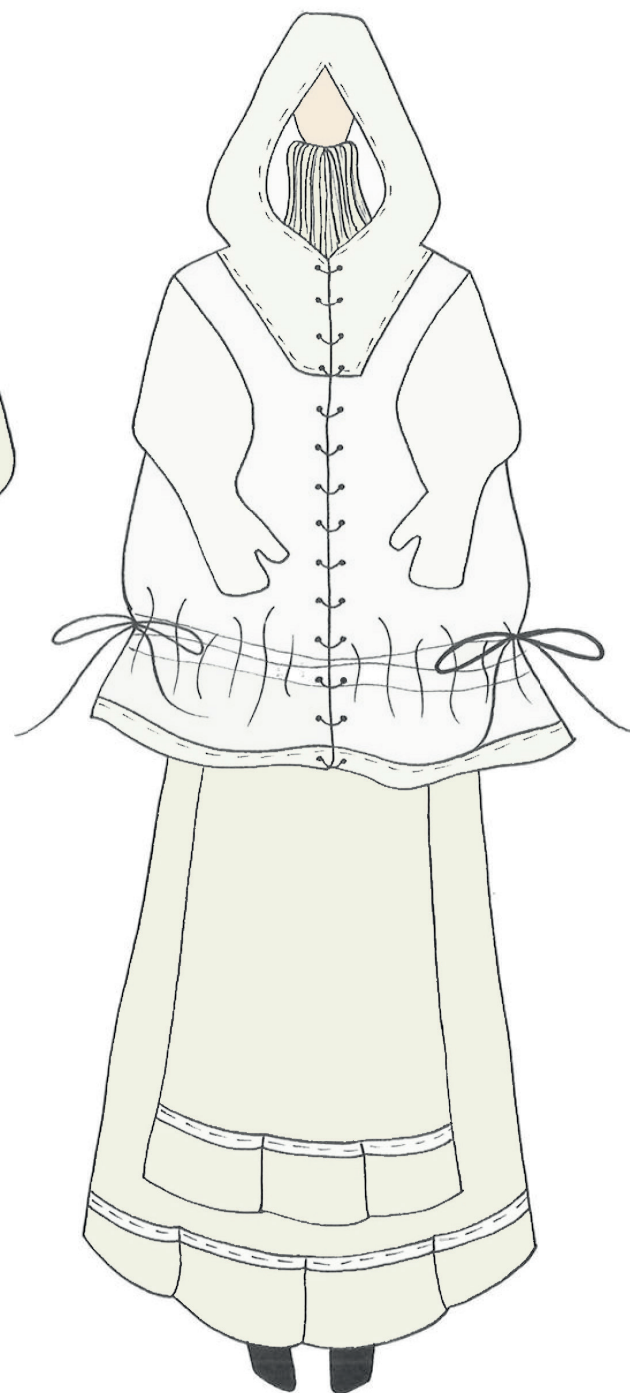
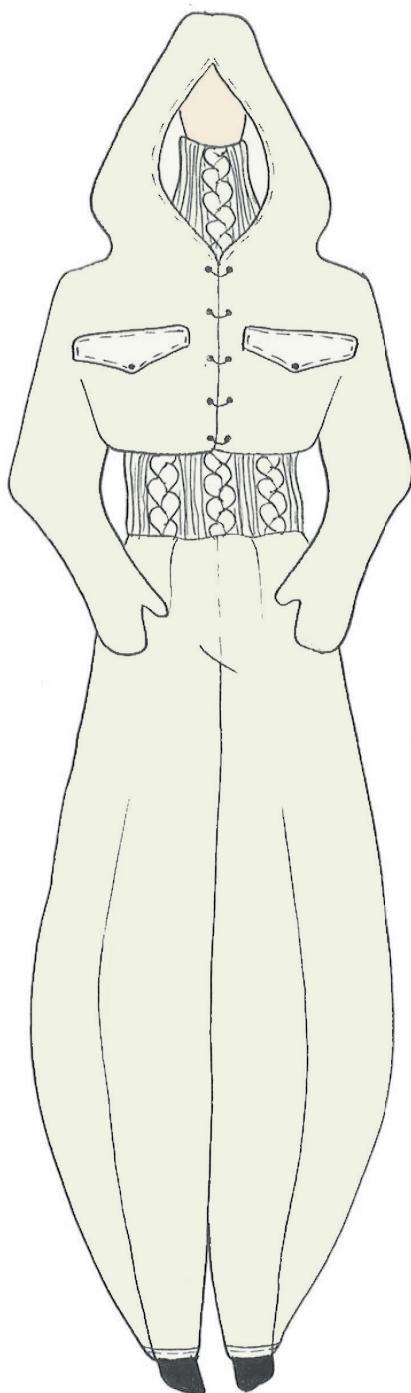
The anorak and skisuit, to represent the winter and cold environment.

The bunad, our traditional suit. There has always been a debate on who can and cannot wear this suit. So I want to re-imagine it from a new perspective.

Knitwear, to represent warmth, and the nations long tradition in the handcraft.

LINE UP





FABRICS

01 : Wool

- wool
- polyester

02 : Cotton

- cotton

03 : Jersey

- cotton
- spandex

04 : Knit

- wool
- spandex

05 : Fleece

- polyester

06 : Jersey

- cotton
- spandex

07 : Padding

- polyester

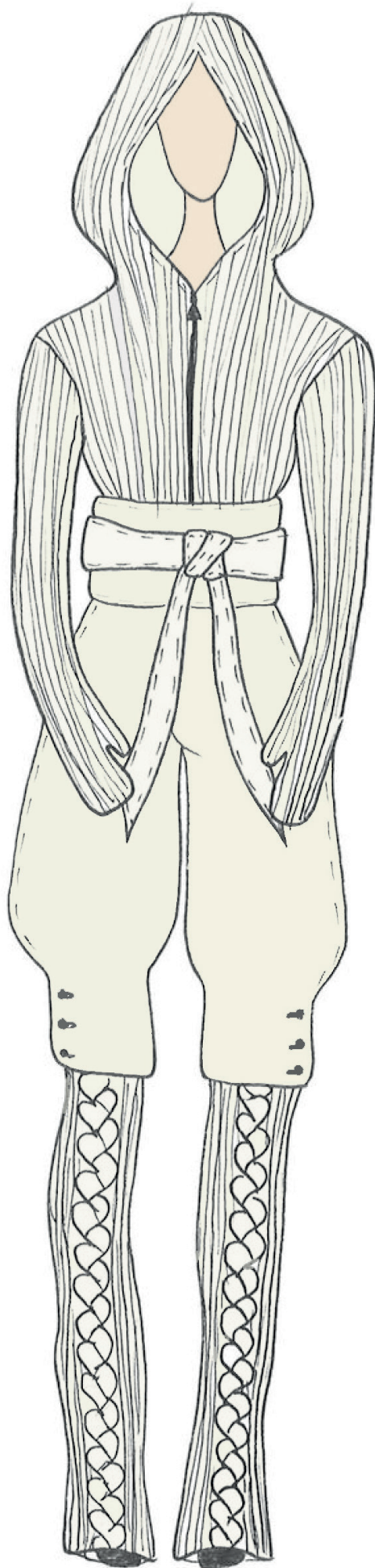
08 : Yarn

- wool



DESIGN SKETCHES

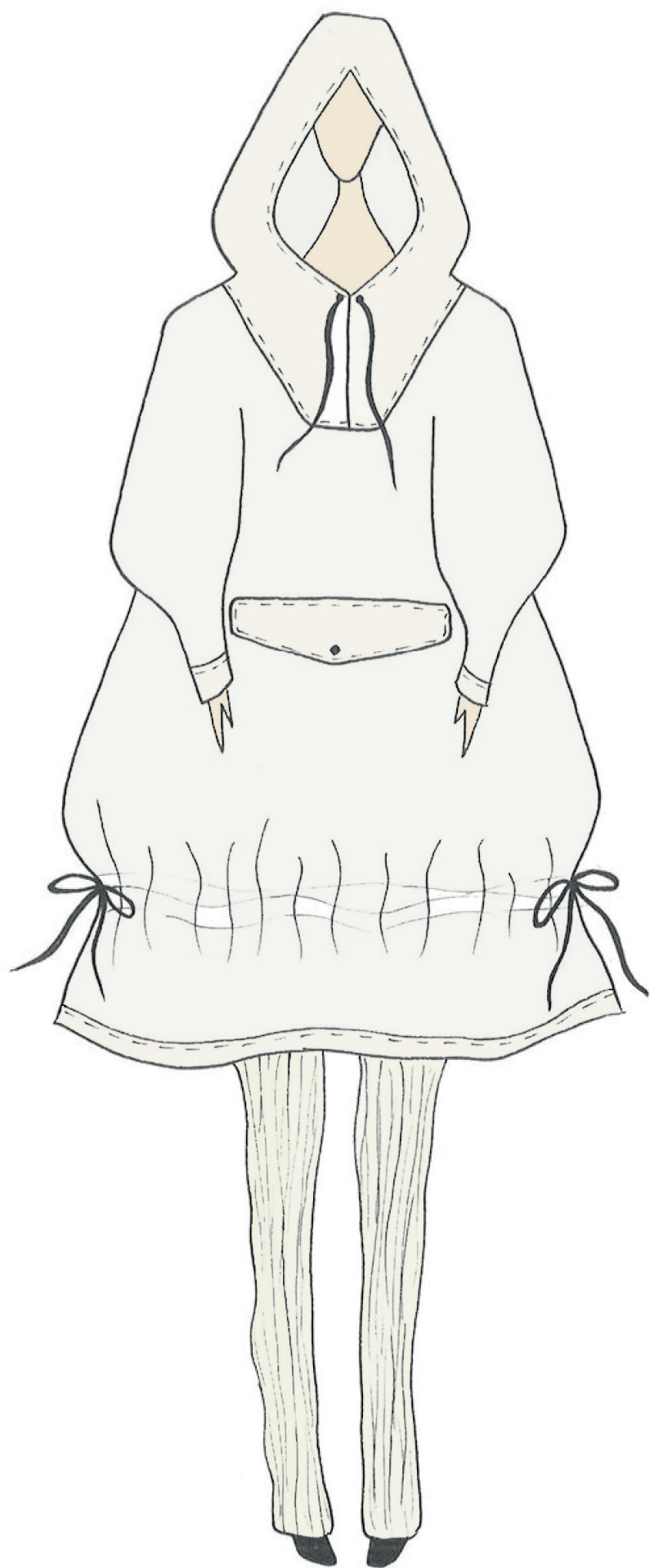




Top : # 03, # 06

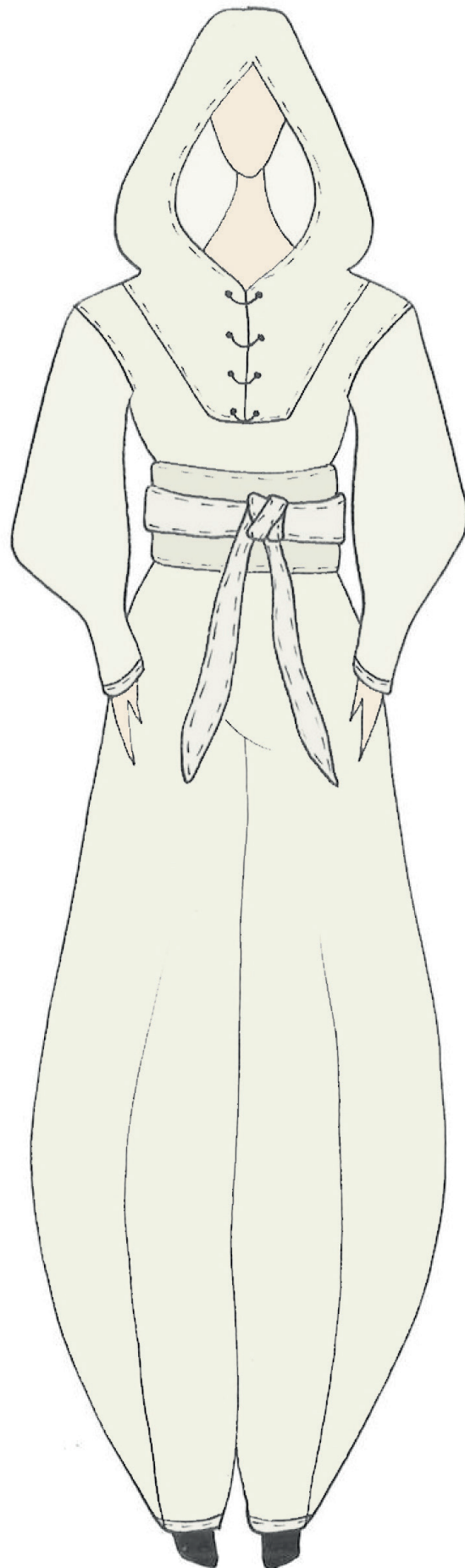
Shorts : # 01, # 07

Legging : # 03, # 06



Top : # 02, # 05

Legging : # 04



Suit : # 01, # 07

Belt : # 01, # 02

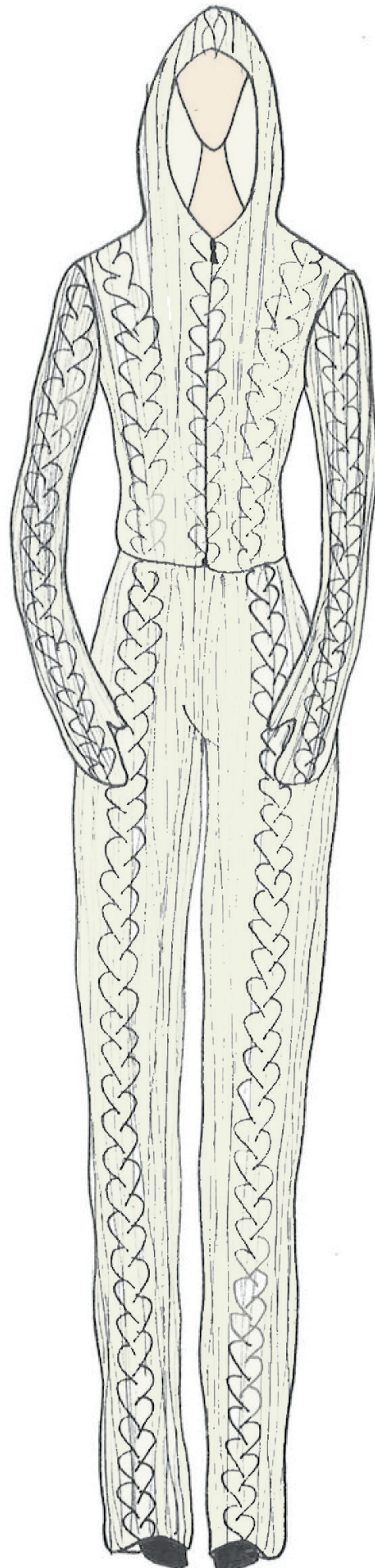


Top : # 02, # 01, # 05

Shorts : # 01, # 07

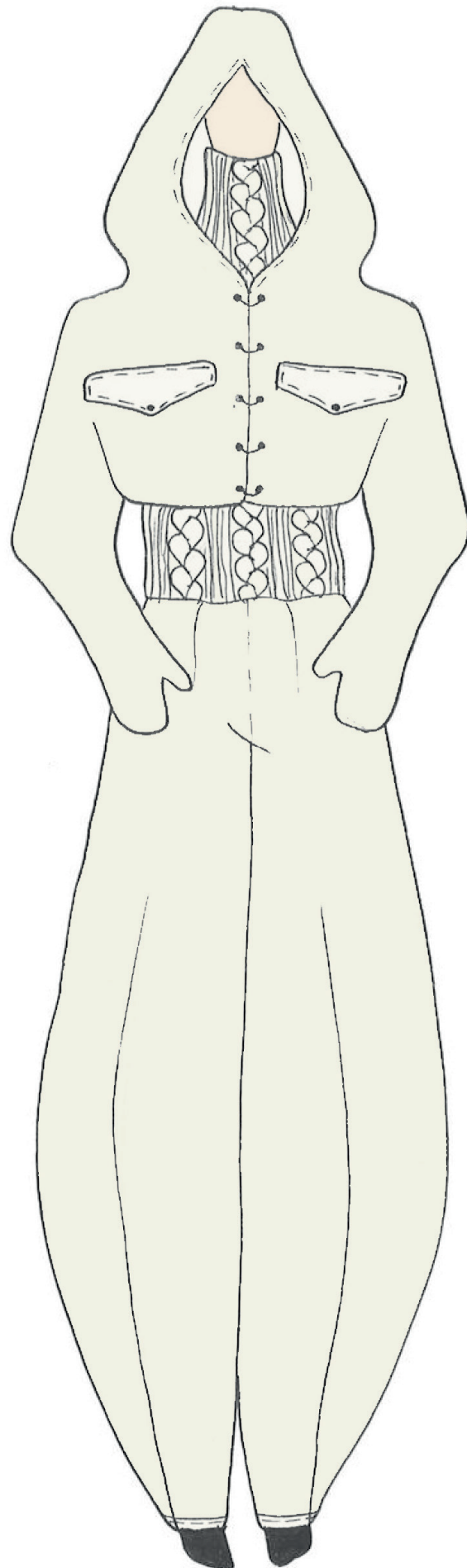
Legging : # 08

Neckwarmer : # 08



Top : # 03, # 06

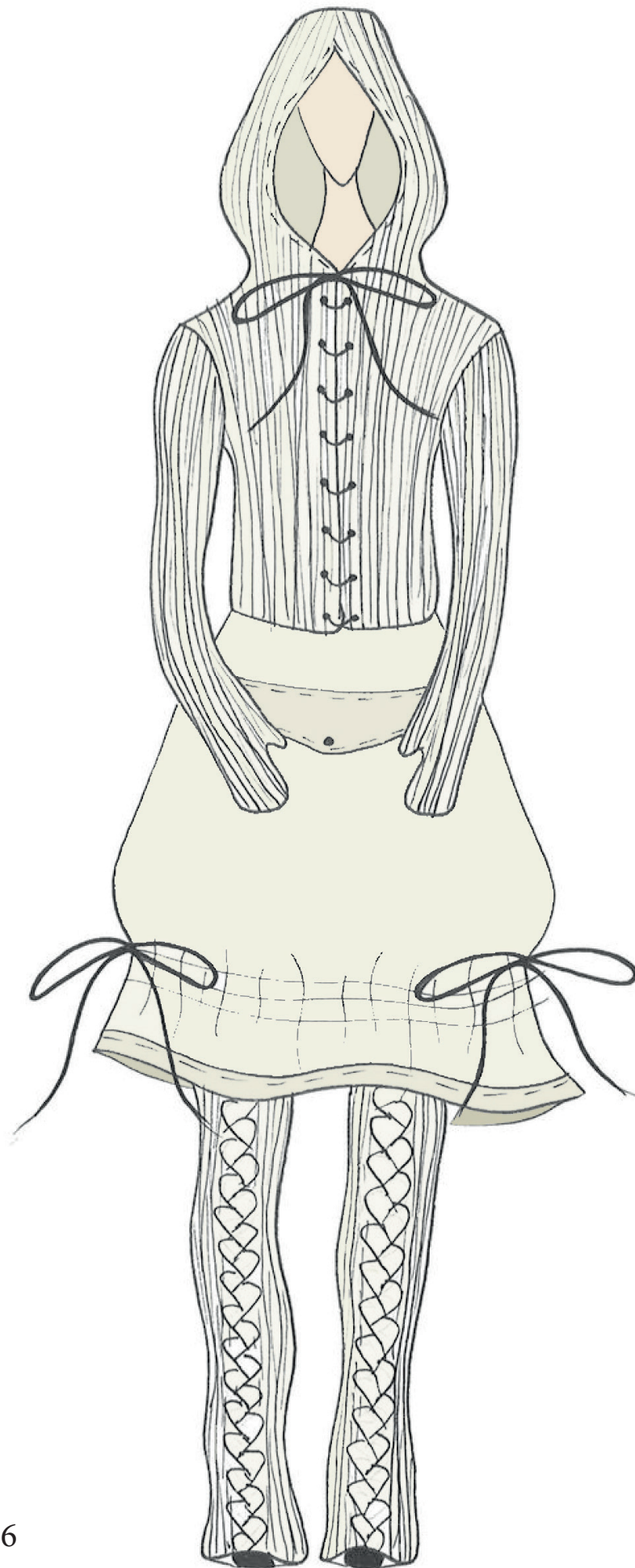
Legging : # 03, # 06



Jacket : # 01, # 07

Pant : # 01, # 07

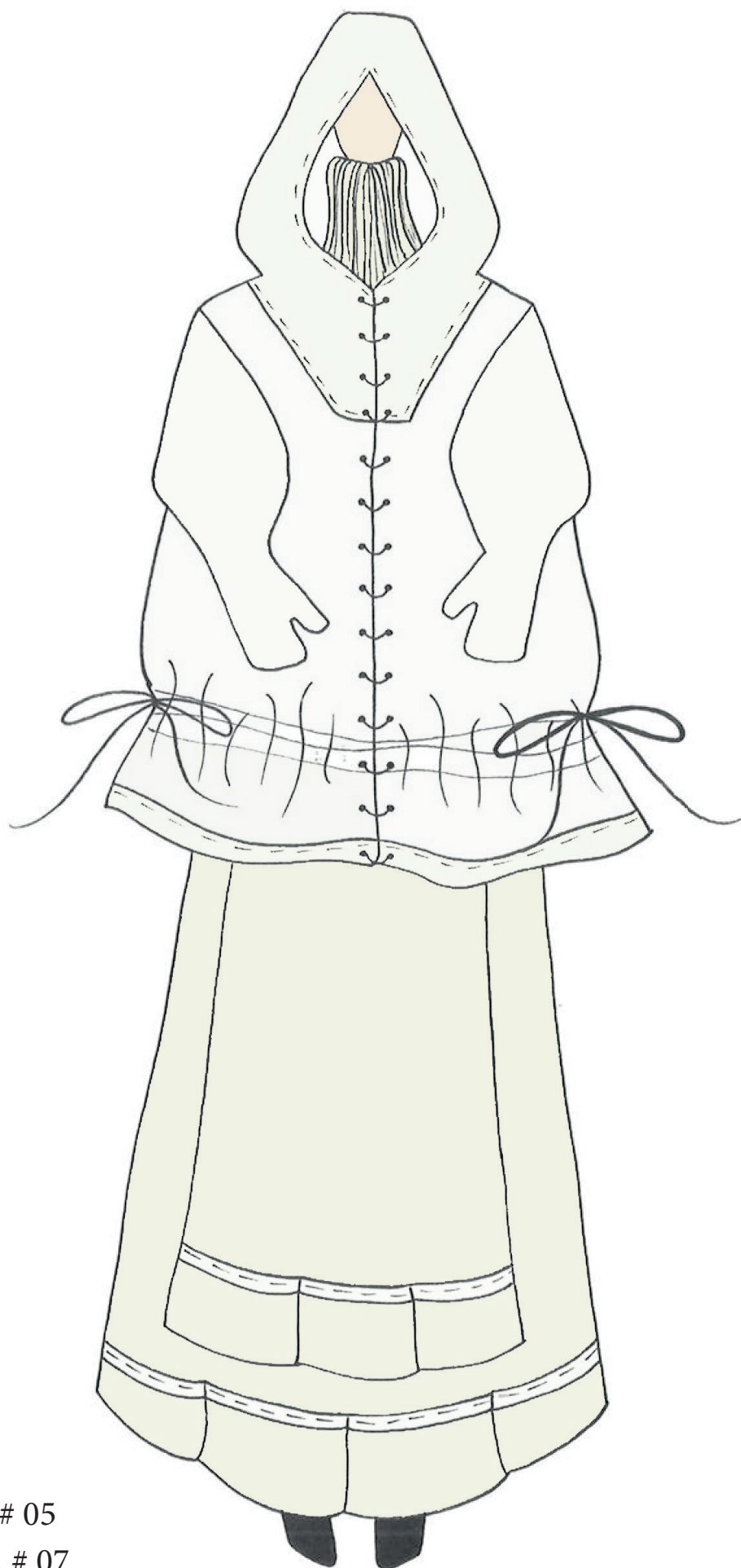
Top : # 08



Top : # 03, # 06

Skirt : # 02, # 05

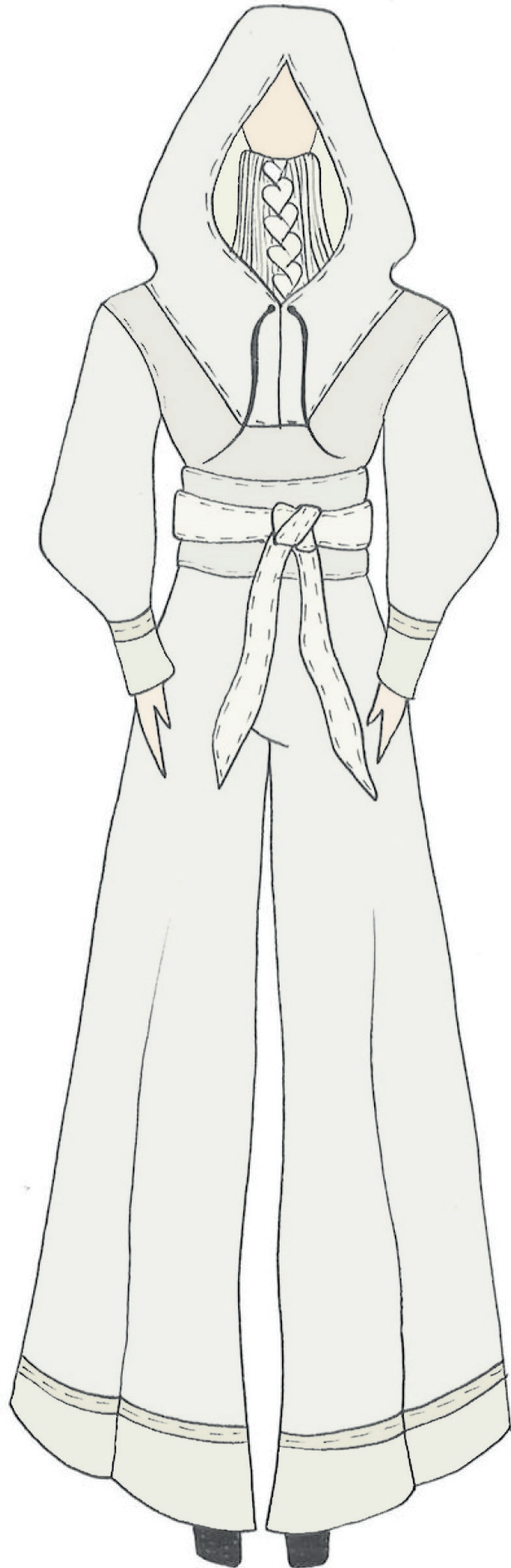
Legging : # 03, # 06



Top : # 02, # 05

Skirt : # 01, # 07

Neckwarmer : # 08



Suit : # 01, # 07

Belt : # 01, # 02

Neckwarmer: # 08

TECHNICAL DRAWINGS



