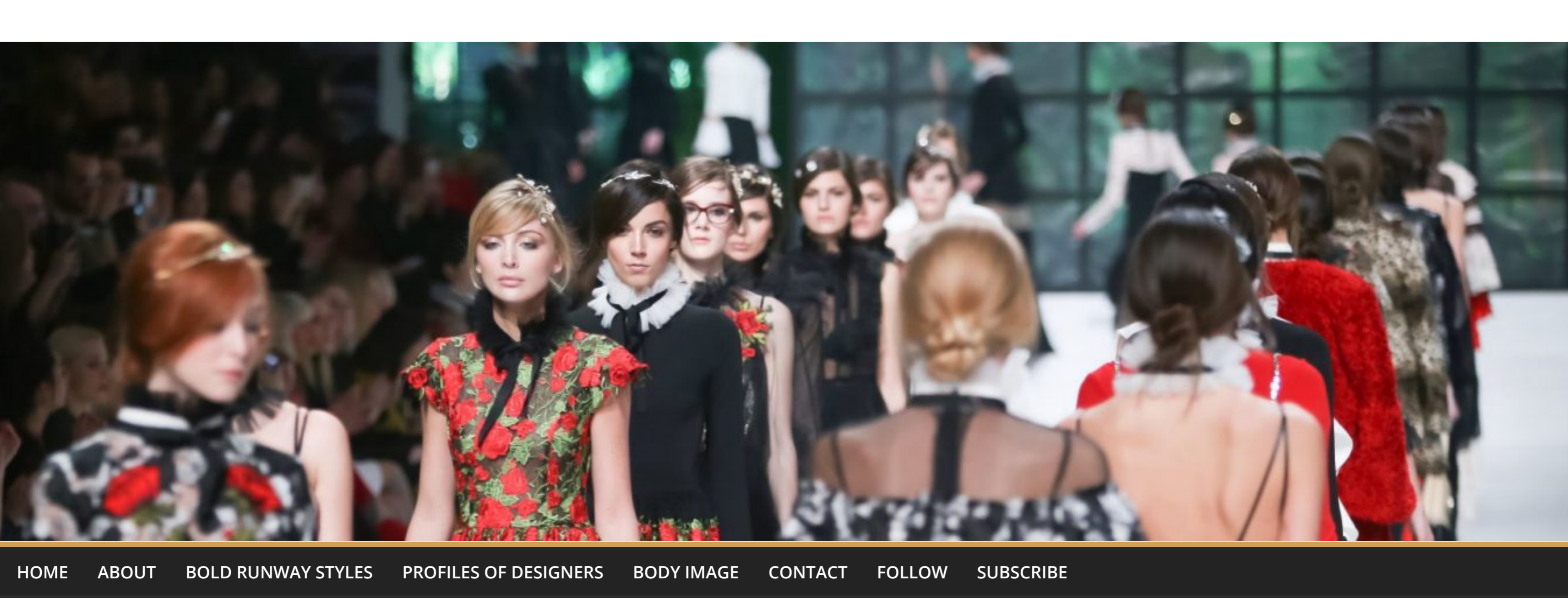
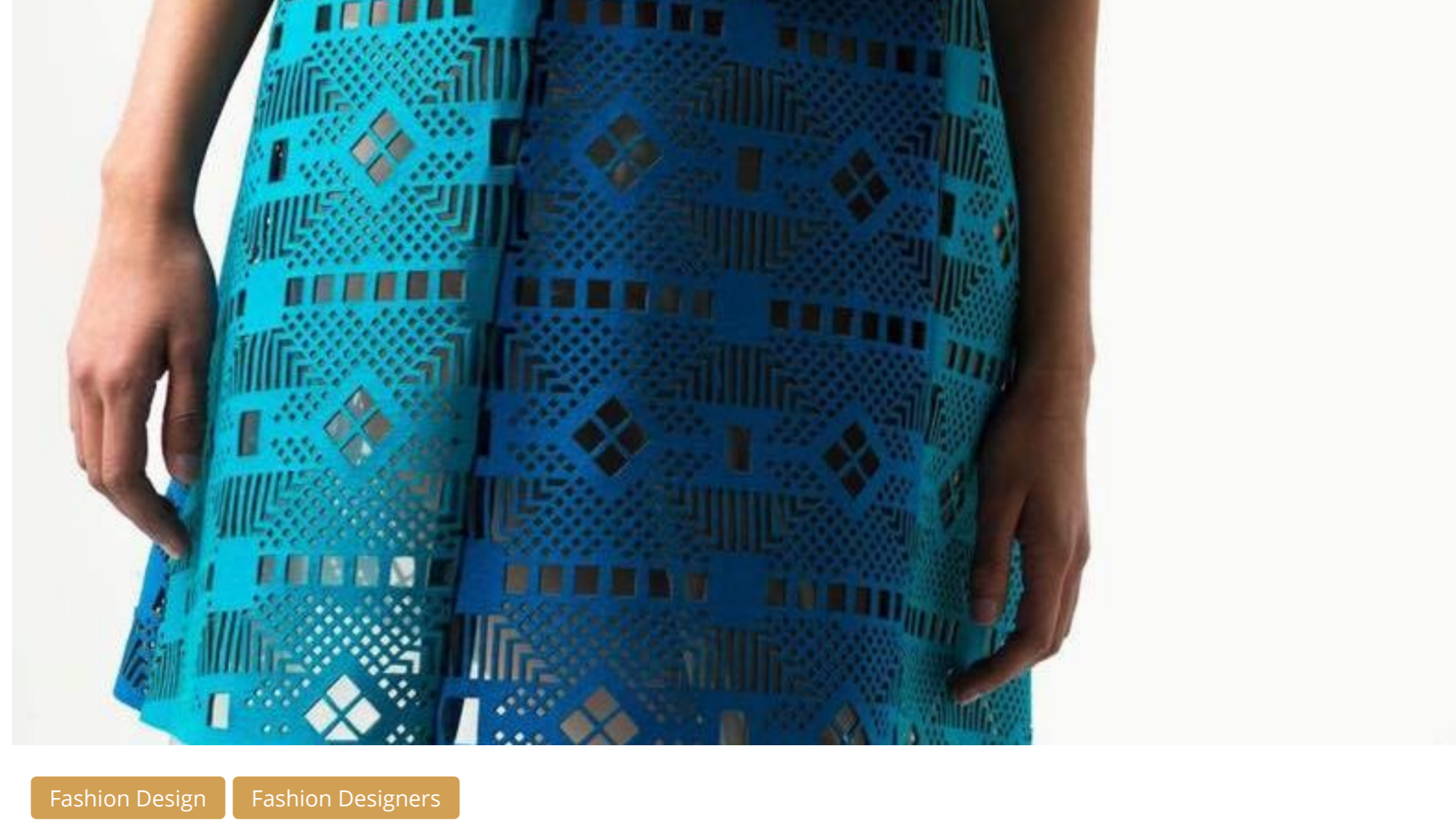


Fresh Fashion

The voice of new design



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Fashion Design Fashion Designers

Next Generation of Sydney Fashion Designers

November 3, 2016 | melanie0 | 0 Comment | creative, design, fashion, young, youth

Next Generation of Fresh Fashion from Sydney and Beyond



Laser cut felt clothing from the Rayan Ardati SS 2016 Collection. Image: Supplied.

A new generation of fashion designers are trying something different. Anything goes in the experimental styles of 2016 fashion. Rayan knew she was interested in textiles, since her days of design and technology in high school. That dream is now a reality, as her styles are appearing on the catwalk. Clothes are changing. And consumers have choice of diverse looks.

Rayan Ardati was one of the fashion design students to showcase collections in a runway show, at the University of Technology Sydney, on Tuesday 25th October 2016. Fashion alumni from this college include Rebecca Cooper and Bridget Yorston, creators of the now famous designer label Bec & Bridge label. And now it is Rayan's turn to showcase her first collection at the UTS runway.

This designer has been creating clothes since her teen years. "I realised that I was a really hands on and creative person." Textiles were her focus early on. "I really like working with fabrics and creating things."

Having specialised in fashion, she now collaborates with people from other professions for photography sessions and runways. Rayan then learned from graphic designers, photographers, and other creative individuals who helped in showcasing her products. "It showed me how differently I can approach different things. Some people learn more through experience than just through someone teaching you."



h an amazing night 🍷 thank you to everyone who came out to support me and my peers and thank you to all my mentors for constantly pushing and supporting me throughout the year 🍷 I am truly overwhelmed with joy at the moment

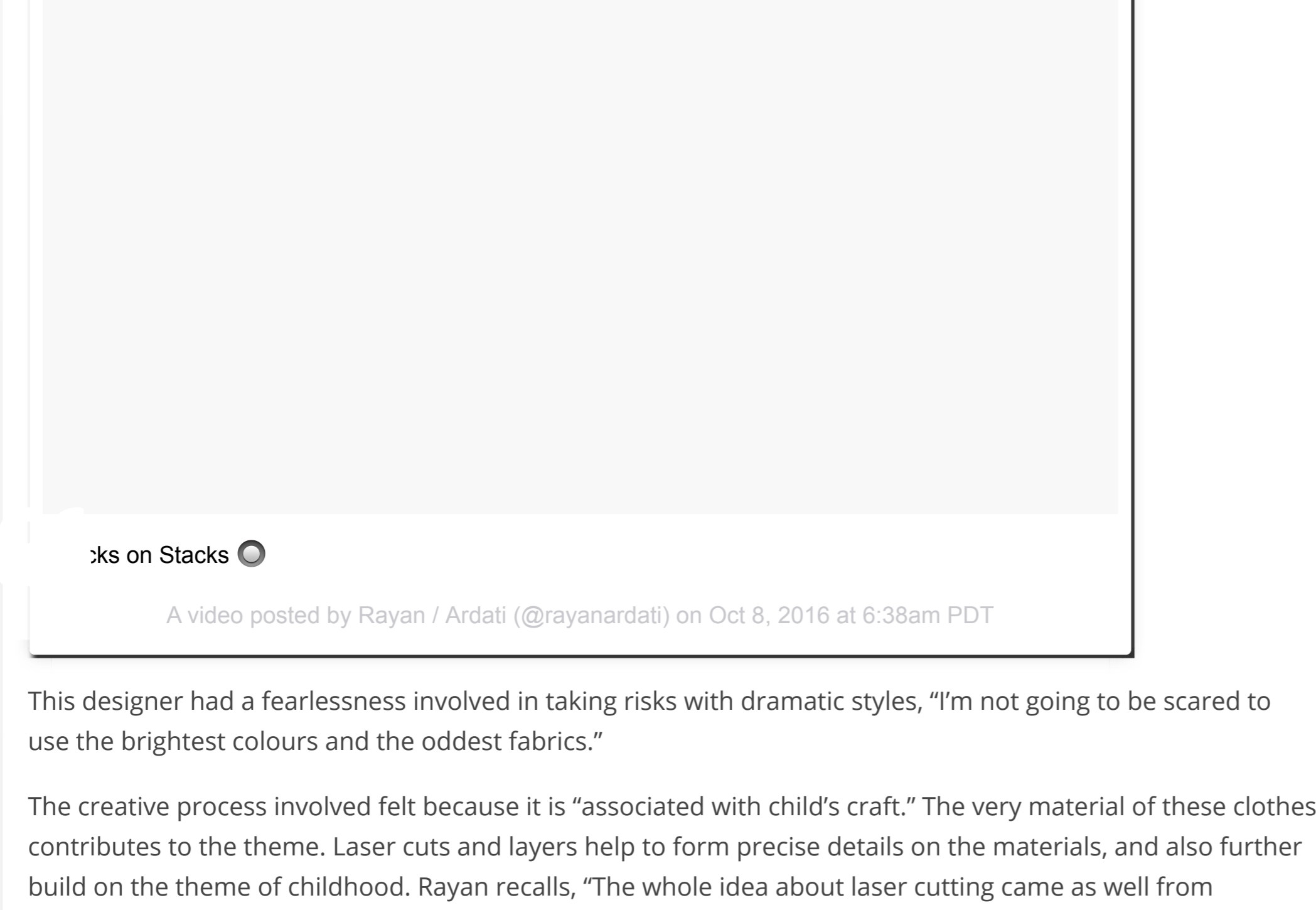
A photo posted by Rayan / Ardati (@rayanardati) on Oct 26, 2016 at 5:56am PDT

Rayan appeared at the end of her Spring/Summer 2016 runway show, which was full of colour. Her collection was inspired by children's wear and childhood. "I wanted to add that whole element of fun into my fashion."

Beyond the youthful influences, confectionary was then an inspiration for the collection. Rayan remembers, "And someone did tell me that when they looked at my collection, they just wanted to eat. I think that's another thing that inspired the whole hundreds and thousands thing." What's more kid friendly than sprinkles and candy?

The finished products were colourful summery styles. "And my stuff is so bright and colourful and it's kind of anything goes." Pieces were inspired from toys such as building blocks and Lego.

Why such a youthful style? "The whole idea came from looking at children's wear and how it is inspired by adult clothes today." So that trend was flipped upside down, as children's wear was based on children's imagery instead. Perhaps these clothes are for the young at heart? There is adaptation for an older audience. "It's still adult fashion but it's very playful."



ks on Stacks 🍷

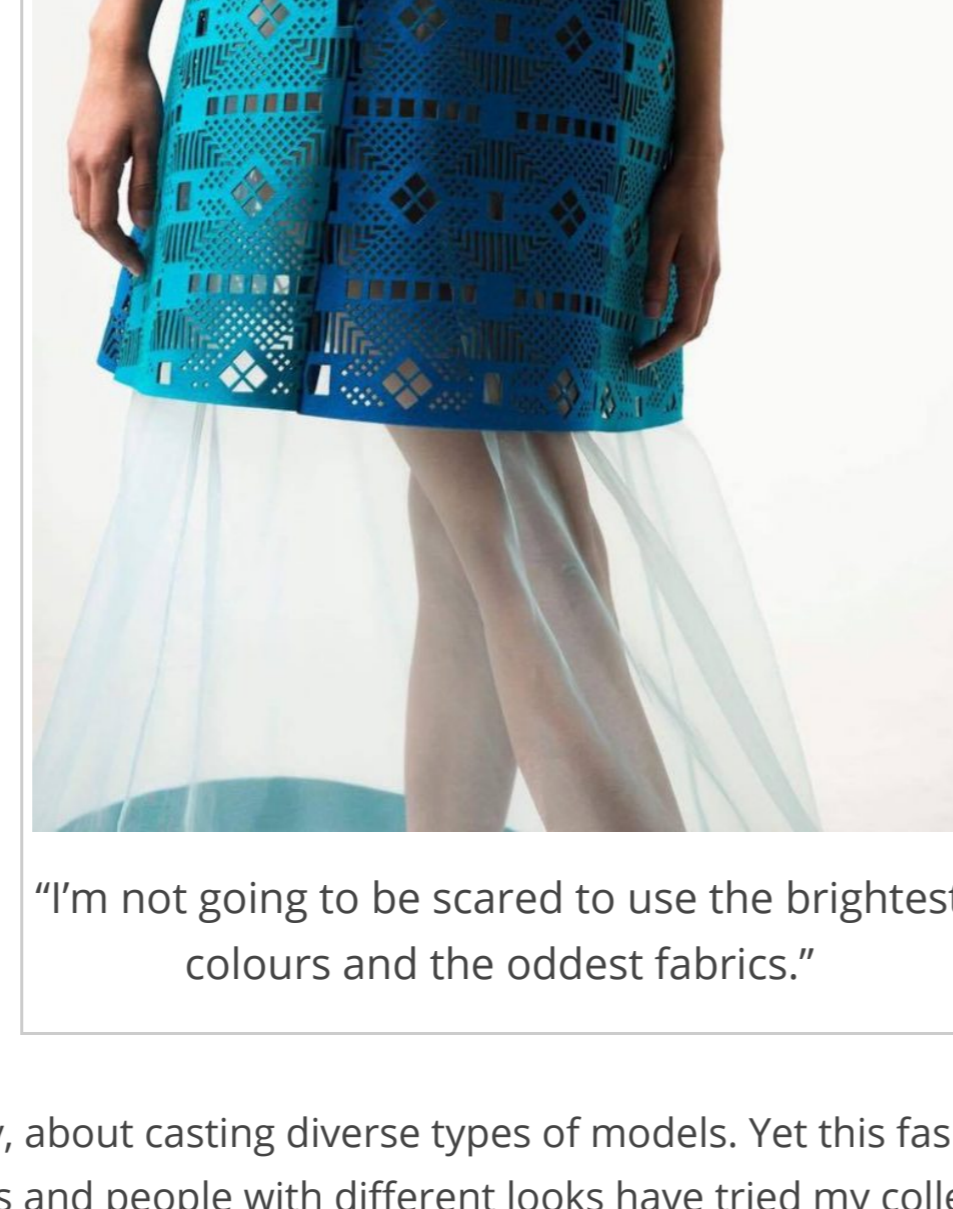
A video posted by Rayan / Ardati (@rayanardati) on Oct 8, 2016 at 6:38am PDT

This designer had a fearlessness involved in taking risks with dramatic styles, "I'm not going to be scared to use the brightest colours and the oddest fabrics."

The creative process involved felt because it is "associated with child's craft." The very material of these clothes contributes to the theme. Laser cuts and layers help to form precise details on the materials, and also further build on the theme of childhood. Rayan recalls, "The whole idea about laser cutting came as well from children's craft. I was looking at paper art that a child might do and that's where my textiles really came from."

That same method, which formed youthful shapes, also simultaneously offered precision. "This idea of laser cutting gave everything such a clean edge." Such attention to detail was perfect for offering the products for older markets. "That helped it suit a mature audience." These designs are not simply clothes. They communicate ideas through techniques and materials. Everything has meaning.

Rayan took a creative approach of, "anything goes." She adds, "It creates something that's really different because you weren't so scared at the beginning [of the design process]. So I really wanted to experiment and have a lot of fun with it... As long as it's fun and interesting, I don't think there's anything wrong with that."

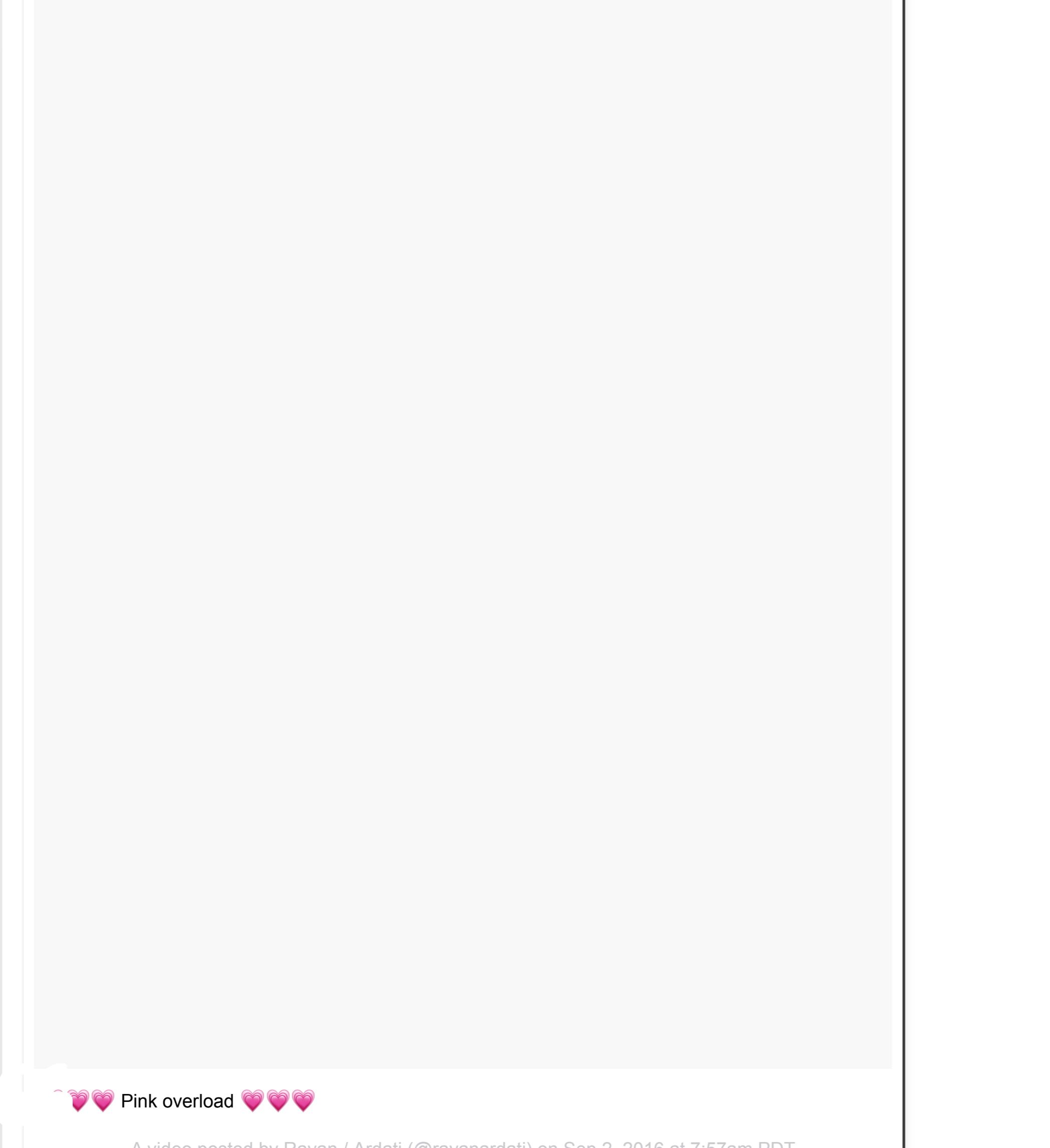


"I'm not going to be scared to use the brightest colours and the oddest fabrics."

Debate exists in the industry, about casting diverse types of models. Yet this fashion designer values diversity. "I think different nationalities and people with different looks have tried my collection on. It feel like it looks good on almost everyone. I didn't want to have one specific look because my collection is about this freedom and playfulness and I think anyone can wear it."

Rayan knows exactly who could wear her bright clothes: it's Miley Cyrus. She believes the original runway pieces are best suited for, "Maybe like celebrities wearing them or someone a bit more pop."

As for the targeted market, this collection is inclusively targeted towards the general public. "If I were to go forward with making new things, then I'd make it more accessible and every day wear but still have the same fun and playful elements." Wearability is a priority. "Maybe if you pull them apart and mix them together, I think you can create something a bit more wearable." The outfits are made of layers. Rayan says, "Once you take them apart they're actually really beautiful garments on their own."

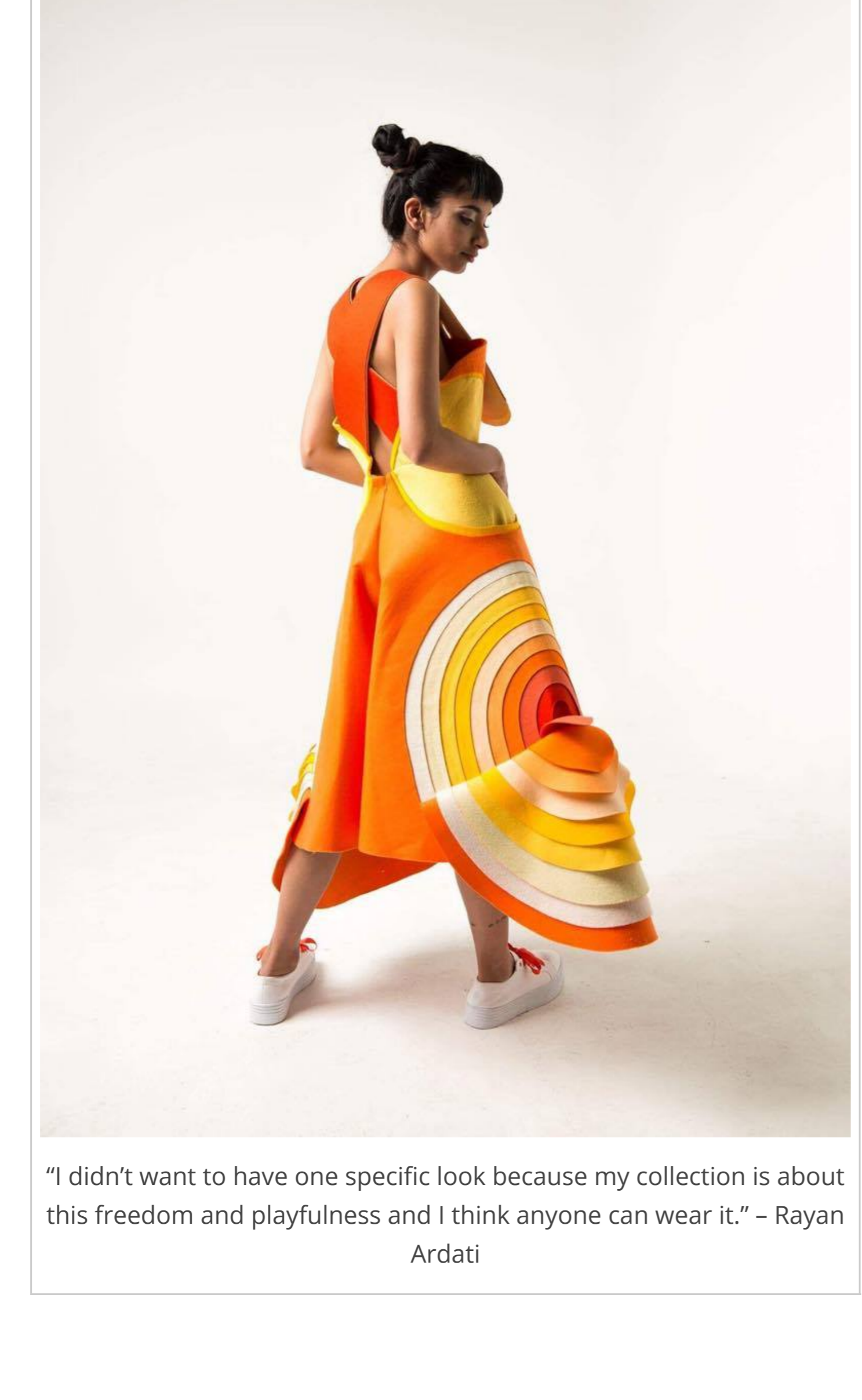


♥♥♥ Pink overload ♥♥♥

A video posted by Rayan / Ardati (@rayanardati) on Sep 2, 2016 at 7:57am PDT

Categorisation of sizing is not of a high concern for this designer, "With my garments, a lots of them are kind of like not fitted to the body... I do like the look of oversize." And many types of people can have fun with these styles, "Everyone should have the opportunity to wear stacked shorts... made out of felt and confetti textiles."

After the seriousness seen elsewhere in fashion, this designer is taking a lighter approach. "The main message I was trying to say is people shouldn't worry too much about what they're wearing. Your fashion should make you happy and I think that's really what it's about."

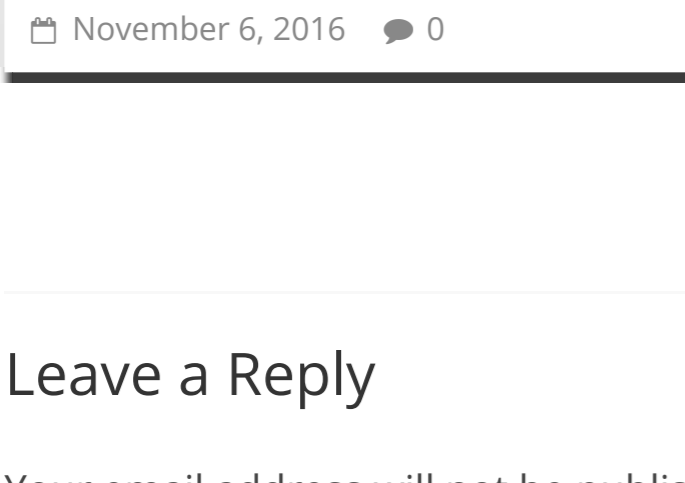
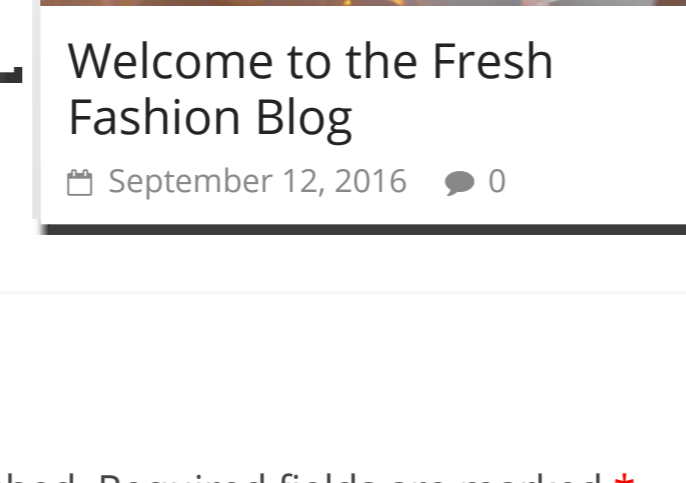



"I didn't want to have one specific look because my collection is about this freedom and playfulness and I think anyone can wear it." - Rayan Ardati

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