

Contexts for 'Fashion Statements' project.

A context – 'sets the scene'. It is like a theme. It is a springboard / a starting place - from which to develop your chosen message issue and develop your design from.

For the T-Shirt project – 'Fashion Statements' - '*Make a statement in fashion*' – students can select their own good cause organisation / theme - context.

Eg:

- NZ Fashion – It's cool to wear kiwi. (suburb prints / NZ theme prints)
- Breast Cancer Research Trust (Glasson T-shirt) fundraising campaign – Positive Life messages.

Context Background notes:

Look at wall display – comment on pictures, articles, photos.

Eg:

NZ Fashion – It's cool to wear kiwi.

- Read newspaper article – 'Babes in the Hood' Read out loud to class. Students highlight key words in the article that relate to context (suburb names...etc.)
- Read 'To a Tee' class resource handout. Students read through handout and write down x 5 key statements they come across that describe – why it is cool to wear NZ fashion.
- Each girl to read one of their 5 key statement finds out to the class. Discussion.
- NZ has gone through a cultural revolution in the past 5-10 years. It is now 'cool' to wear clothing that is distinctly NZ.
- NZ themes, images and NZ designer labels are all part of the fashion phenomenon that has seen NZ fashion become the clothing of choice by NZers of all ages.

Eg:

Breast Cancer Research Trust (Glasson T-shirt) fundraising campaign – Positive Life messages.

- Purpose of campaign is: to sell lots of T-Shirts and raise money for the Breast Cancer Research Trust to help find a cure for the disease.
- Raise awareness of the BC disease that affects thousands of NZ women.
- Original and inspiring designs / messages.
- The T-shirts are 'cool fashion' items – that are affordable and appeal to women's sense of fashion.
- Different NZ designers are invited each year to develop a new original design.
- It is an affordable way to own a NZ designer label garment. (Karen Walker, Nom D, Zambesi...)

BCA Design approach / message:

- Sharing common ground. Sisterhood of women in the fight against BCancer.
- Positive and empowering life messages.
- Pro-active.
- Focus on prevention.
- Not afraid to talk about it.
- Avoid the 'fear factor' – Not to lecture, intimidate or frighten.
- The message should sell itself – to a wide audience of women.

Why wear it?

- Feel good, look great, be healthy, improve self esteem.