



BRING FUN BACK TO FALL

LA DOUBLEJ

PRE-FALL 2021

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ABOUT LA DOUBLEJ

La DoubleJ is a multi-tasking Milanese brand founded by J.J Martin in 2015. As a brand, La DoubleJ is heavily inspired by vintage clothing and jewelry. Martin has a joyful take on life and that shows throughout her designs.

J.J Martin is a Los Angeles-born, Milan-based journalist and vintage collector. For the past 16 years, Martin has kept a close eye on the best of Italian fashion and design due to her job as an editor at Harper's Bazaar USA, WSJ, and Wallpaper magazines.

La DoubleJ started as a shoppable magazine selling vintage clothing and jewelry. Today, the brand has turned into a full lifestyle label that includes new fashion and rare vintage items. La DoubleJ is located in the heart of Italy bringing vintage-inspired fashion to the world.



FIVE DESIGNS



ABOUT THE COLLECTION

J.J Martin described her Pre-Fall collection as "vibration-rising," according to Vogue. This collection was to bring a mood boost because of the present circumstances we are living in due to COVID-19.

Throughout this entire collection, Martin was able to translate her optimistic joy into clothing. Expanding her vintage-inspired world with designs that included billowing silhouettes and floral prints.

Accessories helped complete the designs that included silk-wrapped headbands layered with bejeweled ones and giga-scrunchies in technicolor prints to complete the finished look.



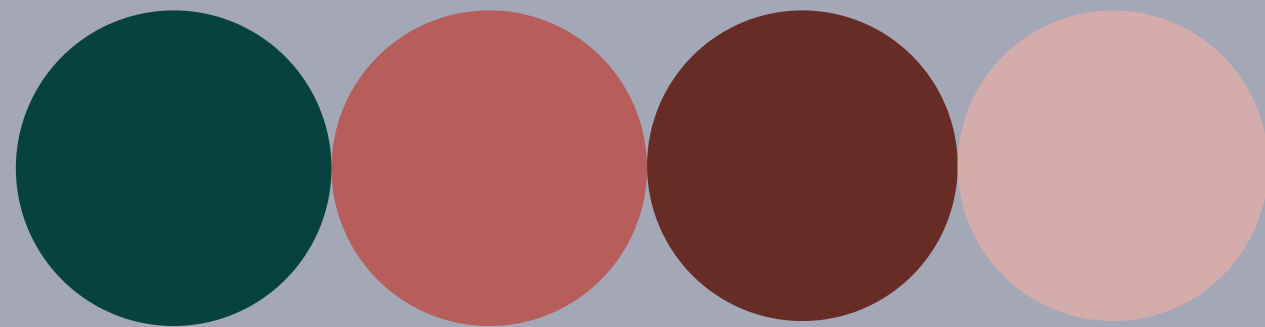
THEME IMAGES



THEME INSPIRATION

The five designs reminded me of retro times. The circular and floral patterns, with the use of fun colors, made me think of dancing in a living room with lots of plants, and a record playing a groovy tune.

Personally, I thought the collection felt fun, inviting, and spontaneous. The influence of vintage-style clothing was evident and made me want to grab a piece of clothing with the brightest pattern on it!



ELEMENTS OF DESIGN

Martin uses a vibrant and fun color story throughout the five designs such as shades of green, blue, and red. Many of J.J Martin's designs show examples of surface design which is the texture of printed designs. Martin also displays a variety of silhouettes such as hourglass, tubular, and an a-line silhouette. Throughout the collection you will also notice Martin used organic shapes, creating an irregular, curved structure to her designs.

When it came to putting the presentation together, I wanted to incorporate floral accents and circles to emphasize her use of "vibration-rising" creativeness. The floral accents and circles are both organic shapes that tied to Martin's designs.

I also wanted to make sure I used the colors from Martin's collection throughout the presentation to make the slides feel cohesive with the designs, similar to an accessory to the collection.

PRINCIPLES OF DESIGN

Throughout the collection, Martin uses proportion, emphasis, and harmony. Looking at the designs, there are also examples of symmetrical balance in the surface designs where prints are the same on both sides of the axis, creating a mirrored image. This also shows the harmony in all of the designs that are created by the use of principles and elements of design working together.

When looking at some of the designs, I see contrast emphasis, such as the picture to the right. The surface design on the top is complemented by the surface design on the skirt creating emphasis. Proportion is also being shown by the cut of the sleeves and pants in the third picture of the five designs, creating a division between the body and the garment.

In this presentation, I used alternating rhythm for the color in the slides. I also created asymmetrical balance by having different forms of content on both sides of the slide.



COVID-19 IMPACT

Due to COVID-19, La DoubleJ was inspired to bring happiness and fun to their collection. J.J Martin had stated to WWD - "The world is upside down but La DoubleJ is good. Our brand, which stands for raising your vibrations energetically and spreading joy, is more relevant than ever." I think that La DoubleJ did an incredible job at making the designs visually uplifting and bring on fun colors to the Pre-Fall collection.



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