



GENERATION NOW

L'Oréal Melbourne Fashion Festival: Metamorphosis

TULLIA JACK, WGSN 31.03.10

Showcasing leading Australian fashion graduates, the annual Metamorphosis catwalk show was held on March 17 in Melbourne's luminous Docklands precinct. WGSN reports on the graduate parade from the L'Oréal Melbourne Fashion Festival.

The event gives graduates from throughout the continent a platform to promote their designs to a global audience, including some of America, Europe and Oceania's leading fashion reporters.



Alyssa Choat, University of Technology, Sydney

Describing her collection as an interruption of conventional perceptions of femininity, the body and dress, University of Technology, Sydney graduate Alyssa Choat brought her interpretation of contemporary dress to the catwalk. The burgeoning designer used both hair and fabric in her collection, exploiting the mixed reaction of this material to full effect.

During her studies Choat completed an internship with Australian designer Therese Rawsthorne. She plans to travel and pursue her MA in 2010, including study in Belgium and London.



Christiana Livaditis, RMIT University, Melbourne

Christiana Livaditis is inspired by iconic romances throughout history. The Royal Melbourne Institute of Technology graduate cites psychological observation of the masculine and feminine egos as defining elements within her garments. Her design practice aims to recreate the illusory romantic relationship, using hand embellishment and unique constructions methods for the human body.

In 2008 Livaditis was selected to show her collection at Athens Fashion Week and her graduating collection, A Language of Romance, was shown at Melbourne Fashion Week spring 2009.

Livaditis is currently working as a freelance stylist, designing a commissioned window display for Sportsgirl and working on her signature collection. She plans to continue designing and hopes to intern in Paris or New York in 2010.



Daniella Caputi, Curtin University, Perth

Daniella Caputi brings an innate sense of sophistication, elegance and sharp cutting edge tailoring. Caputi has experimented with a myriad of mediums including balsa, laser cutting, cotton and silks across both garments and accessories. She personally creates each garment, from inception to completion.

In 2009 Caputi graduated with BA in Fashion and Textiles from Curtin University where she was awarded for Fashion Technology. In the same year Caputi ran as a finalist in the Australians in New York Fashion Foundation competition.



Danielle van Camp, University of Technology, Sydney

If I Were You, Danielle van Camp's graduating collection, showed her fluency in fabrics and drape. The University of Technology, Sydney graduate also displayed her literacy with colour using a surprising yet cohesive palette. This collection was conceived during van Camp's study year in Paris where the fledgling designer was impressed by the hybrid of imported identities within French fashion houses.

Van Camp uses layered and printed fabrications whilst loose threads and raw edges add texture the ever changing nature of the collection. The fluidity of the fabric is juxtaposed with her use of structured tailoring to striking effect. The designer cites surface manipulation and texture as important elements in her work.

Currently the burgeoning designer is a finalist in the Instyle women of style scholarship and the object gallery DesignNow! competition.



Ellie Meyer, Curtin University, Perth

Ellie Meyer, a graduate of Curtin University, Perth, draws on entomological inspiration for her collection, Pinned and Wriggling. Meyer references TS Eliot poem The Love Song of J Alfred Prufrock, playing with the notion of the human specimen, pinned down and examined according to pervasive social standards. The garments explore the distortion of the ideal form, dissecting, reorienting and layering the basic block in unconventional ways.

Her list of design achievements to date includes winning the 2009 Perth Fashion Festival (PFF) Student

Headspace Award, winning the PFF Student Runway in the contemporary eveningwear category and running-up of the womenswear category. In 2010 Meyer aims to develop her design practice from her Perth-based studio.



Georgia Lazzaro, RMIT University, Melbourne

Royal Melbourne Institute of technology graduate Georgia Lazzaro uses sculptural detailing to remove her models necks and giving the illusion of drapes falling directly from under the chin. Her basic palette of golds and black, highlighted with brilliant orange combine with her use of draping gave the collection strong cohesion.

The designer finds inspiration from a sequence of gestures, framed as compositions, as she forges forward into a brave new silhouette. Her interpretation of the fashion figure disconnects elements of the body and questions the tensions between the body and its relationship to the garments that adorn it.

Lazzaro is the inaugural recipient of the Australians in New York Fashion Foundation award and in 2010 is travelling to New York to intern with Narciso Rodriguez and Calvin Klein.



Robyn Taggart, Queensland University of Technology, Brisbane

Cleverly invoking the spirit of Yves Saint Laurent's Mondrian concept, Queensland University of Technology graduate Robyn Taggart illustrates inspiration leading to innovation. Taggart used tubed knitwear in block colours on the arms and legs, also using knit to create geometric patterns. The designer fused stiff fabrics to give her designs form and lend an intrinsic drama to the collection.

Taggart's graduate collection, *Logic*, is inherently sculptural, showing geometric variety and repetition. While designing, Taggart drew on gravity, physical form and algorithms occurring in nature, all created by draping specific shapes around the body. She used heavy wool, leather, silk satin, chiffon and hand-dyed the wool jersey for her unique colour palette. In 2009 the collection won the QUT Professional Excellence Award, presented by the Design Institute of Australia.

In 2010 Taggart's capsule collection has been picked up by independent boutique The Tribune. The designer is also in discussion with elite Australian yarn manufacturers to produce hand-knitted versions of her eponymous knitwear range.

Links

Photography by Vikk Wong
www.vikkwong.com

L'Oréal Melbourne Fashion Festival
www.lmff.com.au

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