

presented by Ryan Bracken

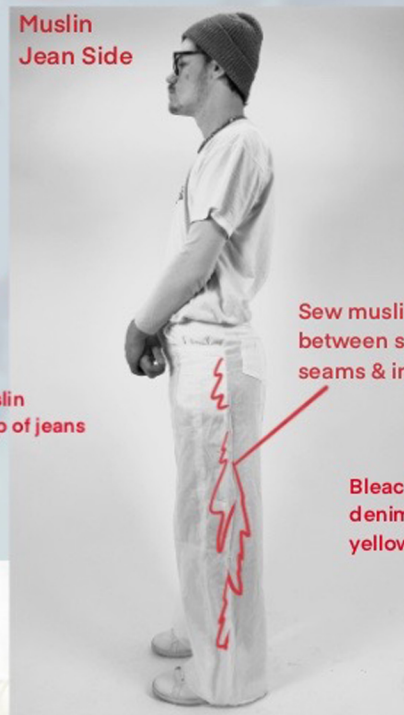
**DYSTEAVEN
FW25**

DIESEL

FOR SUCCESSFUL LIVING

**An Ironical Mix of Dystopian &
Post-Apocalyptic Garments with Perfect,
Heaven-Like Atmospheres &
Silhouettes**

**Distressed Muslin
Denim Jeans
Fully Constructed
by Ryan Bracken**



Zipper Fly

Distressed muslin
attached to top of jeans

Sew muslin in
between side
seams & inseams

Bleach & Dye
denim for dirty
yellow effect

Yoke &
Back
Pockets

Garment & Texture Process



Patternmaking
Jean Design



Bleaching &
Dyeing Denim



Final Denim
Pattern



Cut Random Sized Muslin
Pieces & Sew onto Cut
Pattern Pieces



Distress Muslin Using
Dremel Tool, Scissors, &
Hand-Ripping Technique



Final Fabric
Manipulation
Texture

Straight Jeans 2001 D-Macro 09i35

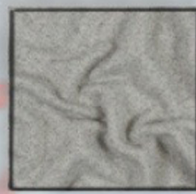




Heavy Denim
100% Cotton



Pebbled Leather
100% Lambskin



French Terry
100% Cotton



Nylon
100% Nylon

Color Story



Pattern for DYSTEAVEN FW25

Initial Draw Base
Referencing White
Clouds & Blue Skies

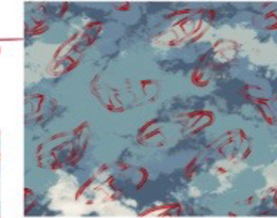


Final Pattern
after Distorting
"D" Logo



Diesel "D"
Logo Added
in a Repeat

Different
Colorway



DIESEL RESEARCH

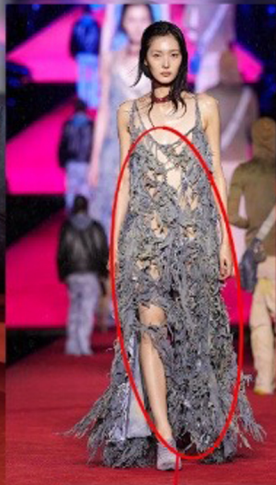
for
DYSTEAVEN
FW25



Out of Seam Fabric
Technique Seen on
Multiple Garments



Fabric Distressing
and Dirtying is very
Common



Distorted, Collaged,
& Weathered
Prints/Patterns



Factors Apply to Both Men's & Women's Garments

Devoré Burnout Effect very
Common in Garments,
Moreso Women's
may or may
not use in
this project



Runway Set Concept

All Screens Start as
Animated Blue Skies
at Beginning of Show

As the Show
Progresses, the
Screens Slowly
Become more
Red Tinted

By the End of the Show,
All Screens will have
Transformed into Deep
Red Animated Skies



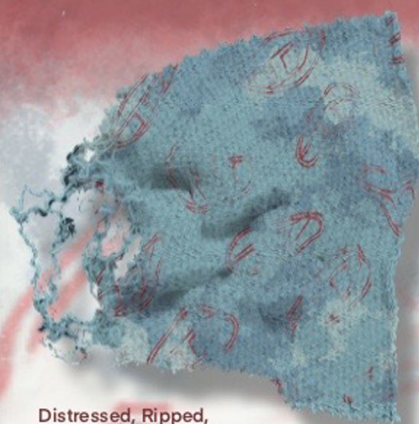
- Denim is Diesels Main Focus Fabric for Garments
- Professionals at Fabric Experimentation & Manipulation
- Incorporate Many Additional & Unique Fabrics
- Recently Started Using the Burned Out Devoré Effect on Clothes
- Amazing Eye for Layering Clothes
- Both Oversized & Slimmer Silhouettes
- Dystopian while also a Sexy Undertone Feel
- Big Diesel Branding Throughout Garments

DIESEL®

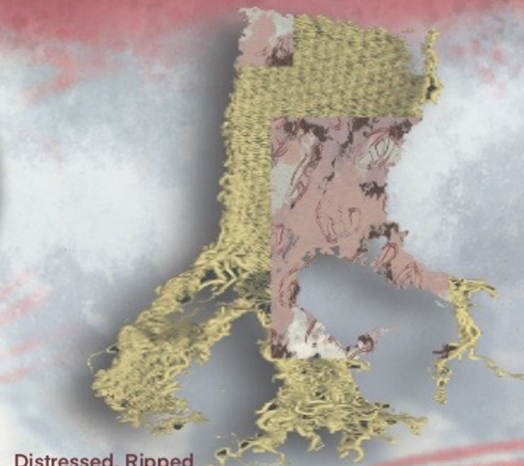
FOR SFU



Distressed



Distressed, Ripped, Winkled



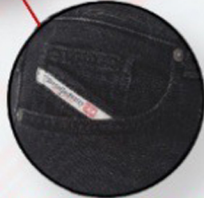
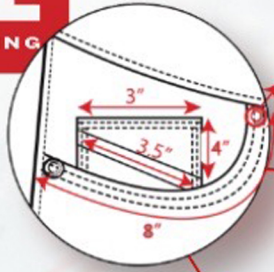
Distressed, Ripped



Distressed, Tattered, Ripped



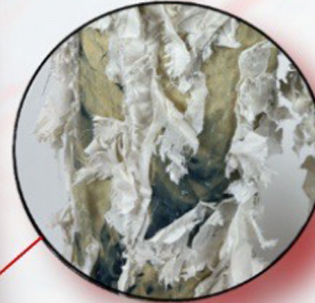
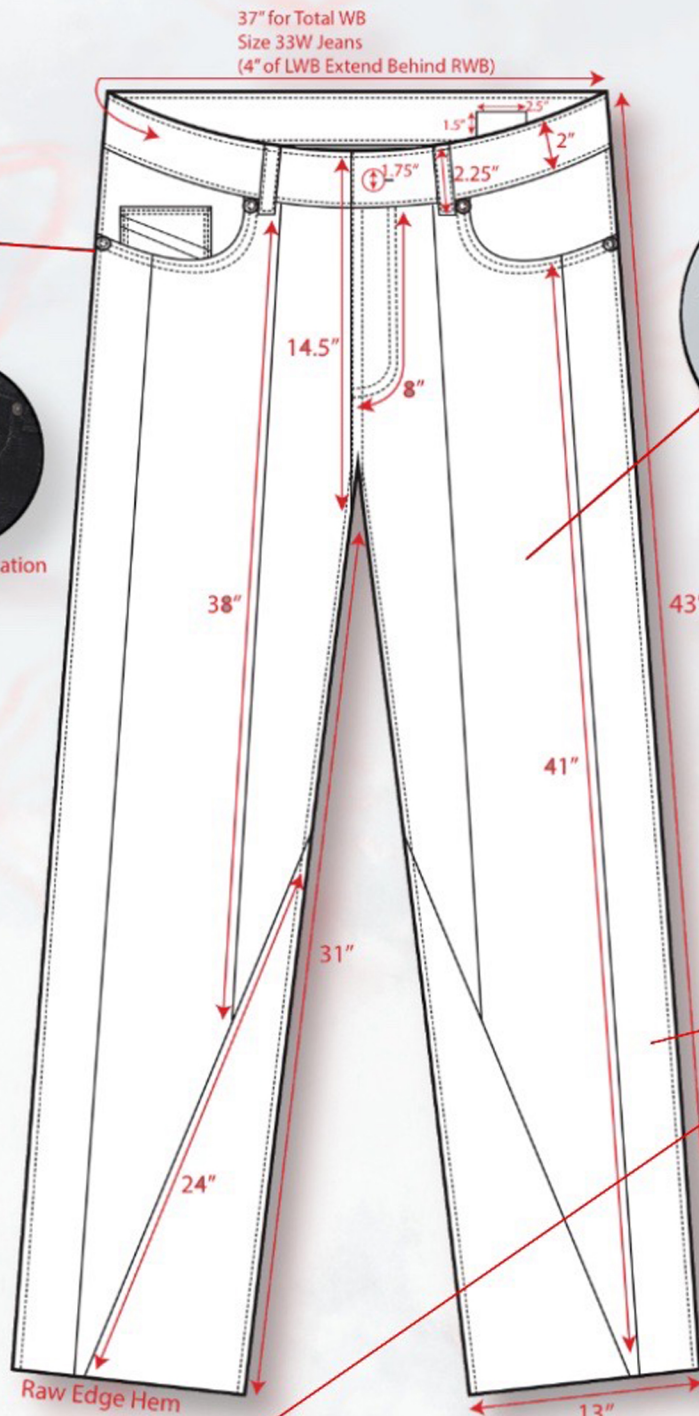
Tattered, Holes



Actual Representation



The Jeans Flat to the Right Represents for Both of these Looks. This is also for the Real Jeans Constructed at the Beginning of the Project.



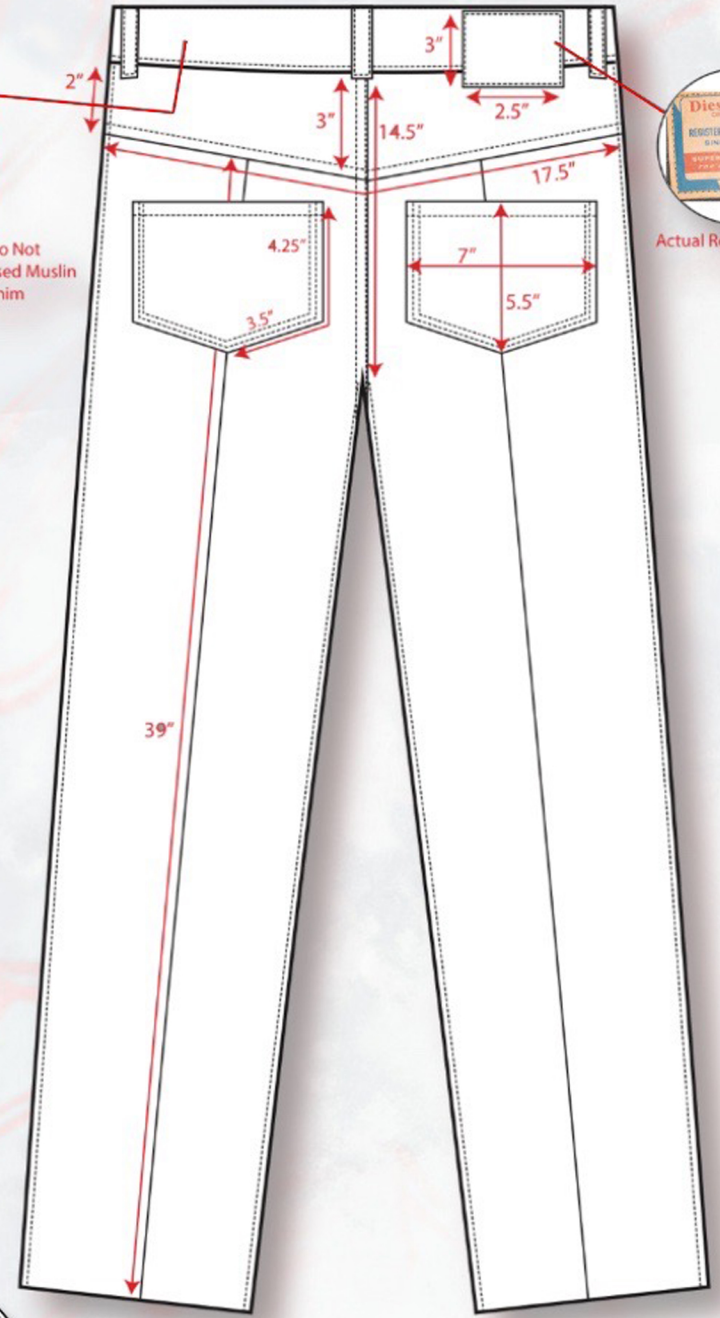
Fabric Texture (Denim w/ Distressed Muslin Layered on Top & Sewn in Between Seams)

7-8 SPI

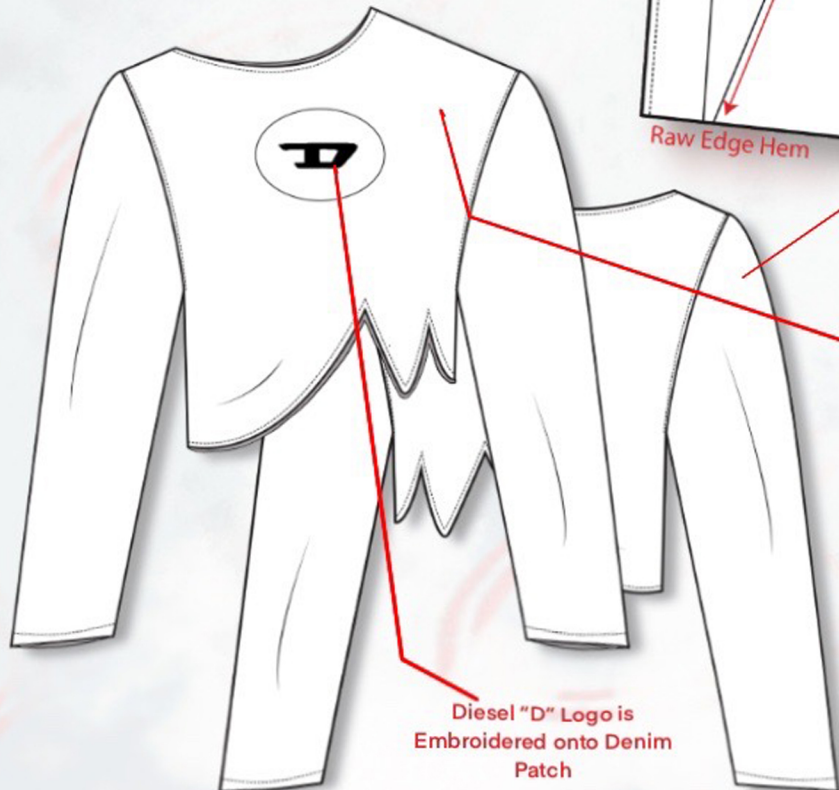


Heavy Denim 100% Cotton

WB & Yoke Do Not have Distressed Muslin Effect on Denim

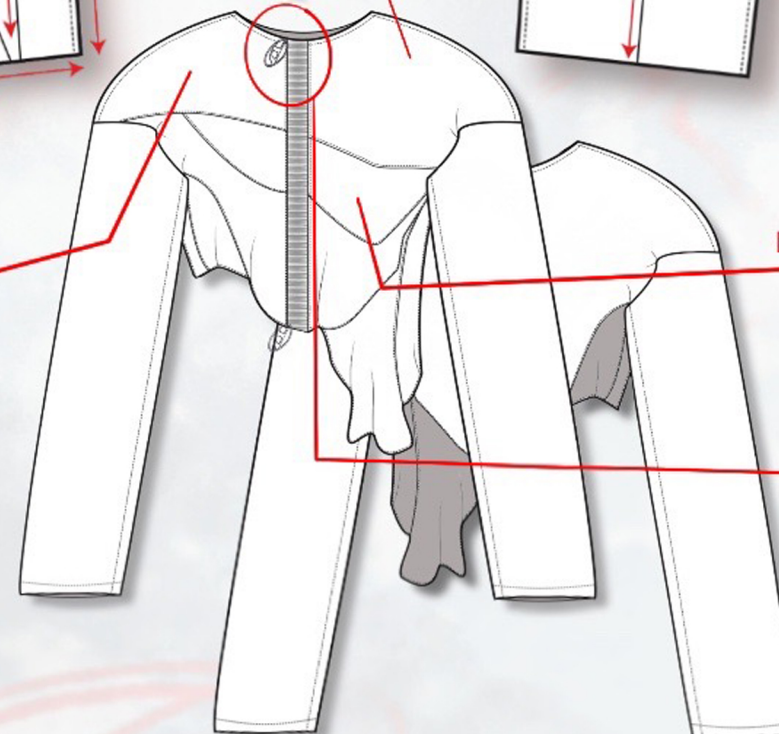


Actual Representation



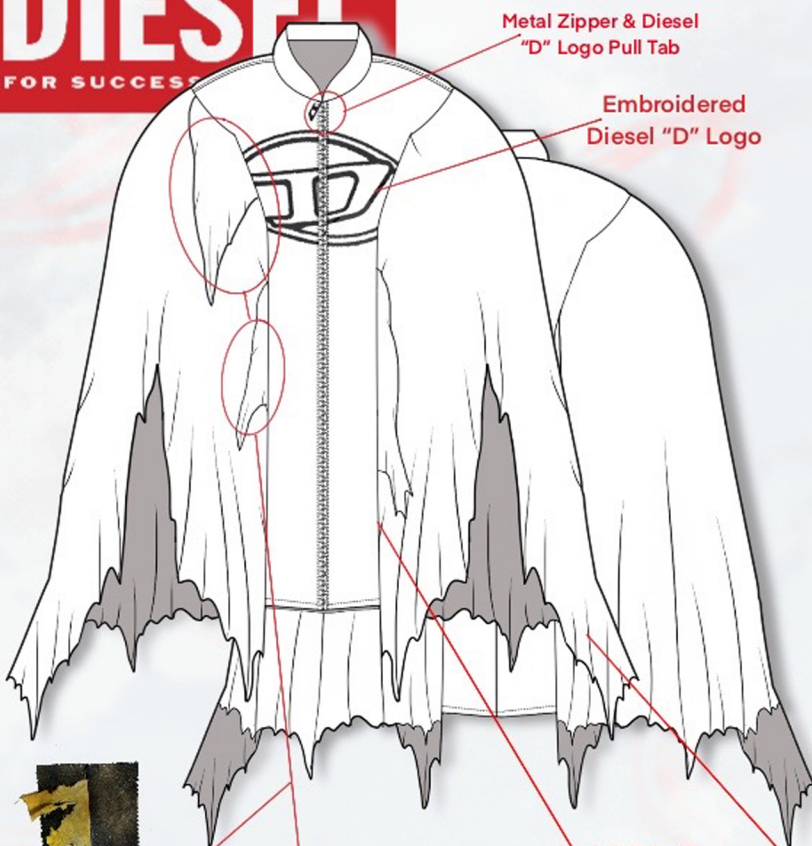
Diesel "D" Logo is Embroidered onto Denim Patch

Whole Garment Uses Same Technique as the Jeans



Denim Panels are Layered Under Eachother

Oversized Exposed Metal Zipper & Diesel "D" Logo Pull Tab



Metal Zipper & Diesel "D" Logo Pull Tab

Embroidered Diesel "D" Logo

Asymmetrical Neckline

Plastic Cutout Diesel "D" Logo Accent

Broken Angel Wing Accessory

Transparent Straps

Transparent Elastic

Nylon 100% Nylon (holes added, with dirty effect)

Ripped, Distressed Pieces of Nylon Sewn in Between Seams & at Raw Edges

DTG Printed Logo Across Front Panels & Brim

Heavy Denim 100% Cotton (with dirty effect)

Metal Fastening Buckle & Denim Strap

Ripped Muslin (attached to underside of brim by glue)

Ripped Exposed Muslin Sewn in Between Seams

Armhole is the Size of the Entire Side

Pebbled Leather 100% Lambskin (with dirty effect)

Elastic WB

Printed J Stitched Fly (not real zipper fly)

French Terry 100% Cotton (pattern printed with design showcased earlier, meant to look like denim, with dirty effect)

Elastic

Gathering at Connecting Seam

Ripped Piece of Nylon Sewn in between Seam, Wraps around to the Front

Nylon 100% Nylon (repeat "DIESEL" pattern DTG printed fabric, with dirty effect)

French Terry 100% Cotton (pattern printed with design showcased earlier, meant to look like pattern was wrongfully placed for irony, with dirty effect)

Side Pockets

Distressed, Tattered & Ripped Slits (same technique showcased on top garment)

Raw Edge Hem

Wrinkled Fabric Effect w/ Distressing (achieved by sewing fabric together in various areas close to each other to create a "wrinkled" effect, also done throughout the top garment)

Distressed, Tattered, & Ripped

Distressed, Tattered, & Ripped

Ripped, Distressed Pieces of Nylon Sewn in Between Seams & at Raw Edges

