

BA Menswear Collaborative Project 25-26

Exploring identity, performance, and the construction of self through dress.

In this project, you will work in groups to explore the art of sartorial dressing and the role of tailoring as a form of identity and storytelling. You will select a sartorial muse or a small group of muses from a curated list of historical figures whose lives, images and personal aesthetics offer rich foundations for design.

Your first task is to research your chosen muse in depth. Consider who they were, how they dressed, what they valued, how they lived and how they used clothing to communicate something about themselves. Look at portraits, photographs, writings, objects and environments connected to them. You should build a clear understanding of their identity and the visual world they inhabited.

This research will form the basis of your group's brand and design direction. You will then translate your muse's character into a coherent sartorial language. Think about silhouette, proportion, construction, fabric choice, craftsmanship, finishing, colour and attitude. Explore the expressive possibilities of menswear tailoring and design a collection that feels truthful to the spirit of your muse while also being contemporary and unified as a group.

Your group will produce a coordinated menswear collection that shows a confident approach to tailoring and design development. The project concludes with a group presentation in which you bring your brand world to life. You are encouraged to build a small set, cast models, create a soundtrack and stage your presentation with intention. Your final outcome should communicate your muse clearly and convincingly through the clothing and the atmosphere you create.

You will also produce a group lookbook and a design workbook that documents your full research and development process. The aim is to demonstrate a thoughtful understanding of identity, menswear craft and collaborative creative direction.

Key Dates:

Project start: Briefing 3rd December 2025

Review of Christmas break group task: WC 12th January 2026

Fittings: WC 23rd February 2026

Presentation day/submission: 19th March 2026

What you need to produce as a group for assessment:

1. Group Collection Presentation

A 10–15 minute group presentation that introduces the world of your muse and your brand.

This will include:

- your set or spatial concept
- soundtrack or soundscape
- styled looks presented on models
- clear explanation of research and design direction

2. Completed Group Collection (Final Garments)

A coordinated set of menswear garments developed from your muse research.

Garments must show:

- tailoring skills
- coherent silhouette and design language
- strong sartorial identity
- contemporary interpretation of your muse

(Exact number of looks depends on the size of your group, but typically 3–4 full outfits per group.)

3. Group Lookbook

A printed or well-designed digital lookbook that presents:

- final garments
- brand identity
- muse references
- styling direction
- atmosphere and world-building

This should feel like an authentic brand document.

4. Group Design Workbook

Your full design process, including:

- muse research and context
- visual studies, drawings and sketches
- fabric research and sartorial references
- pattern cutting, sampling and toile development
- fittings, adjustments and experimentation

Workbooks must clearly show your personal contribution.

5. Group Research Folder

A shared Leaver arch folder containing:

- Winter Break tasks
- muse visual archive
- playlist
- field observations
- mood grids
- additional research developed across the project

This supports your presentation and demonstrates group coordination. It can be unedited.