



Sony Ericsson

## Q&A with Winner Georgie Davies

Winner of the Sony Ericsson design project British, 20, BA Fashion Design and Development, Second Year

### **About Georgie's design**

Georgie wanted to find a way to alert a person when their mobile phone rings in a noisy bar, club or venue. She created a subtle way to alert users of incoming calls by creating a chiffon over-dress, made up of interactive scales that use Bluetooth™; so when the phone rings, the dress subtly lights up, alerting you of a call. The dress scale details and colour palette were inspired by butterfly wings.

### **Q: How does it feel to have your design presented in the windows of Liberty with Maria Sharapova?**

*A: It is really exciting; I was not expecting it at all! This has given me much more confidence in my work.*

### **Q: What was the main inspiration for your design?**

*A: I looked at butterfly wings for the main design and the idea of missing a call on your phone. The idea behind my design is that if you're in a club or bar, you may not hear your phone, so I wanted to create a subtle way for the phone to alert you to an incoming call. The interactive scales on the dress I designed would move when your phone is ringing. I think the scales on butterfly wings that inspired the interactive scales on the design give the garment a really feminine touch, which was important to me.*

### **Q: How does your design investigate the relationship between style and technology?**

*A: I did some research into the current technological garments on the market and noticed that they were all quite masculine, so I wanted to produce something that would appeal to women. It was also important to me to really integrate technology in my design. I wanted to create something in which technology and fashion work cohesively, rather than a fashion product with technology added on at the end of the design process, or vice versa.*

### **Q: What are the key elements of your design?**

*A: The use of scales is the most striking aspect of my design. The way that they move to show the wearer that their phone is ringing makes the whole process feel organic.*

**Q: What kind of person do you think would want to use your design and where?**

A: *This design is aimed at someone with a busy social life. Someone who is always out and never wants to miss a call in case it is an invitation to the next cool party. Someone who is interested in new technology and new places to go.*

**Q: Is there anything that you've learnt from this course that will affect the way you approach your future design projects?**

A: *The use of new technology in design is something that hadn't really occurred to me before. It was also really liberating to design something that was purely conceptual, not something that had to be suitable to go to market.*

**Q: How has this course changed your view on the boundaries of fashion?**

A: *It has been really interesting to combine technology and fashion in a way that means that they are integrated, not just alongside one another.*

**Q: What do you think the future holds for technology within fashion, and vice versa?**

A: *I think that they will always be important to each other especially as they both allow a great deal of self-expression. "Expressing yourself by integrating technology into your clothing is a really new and innovative idea"*

**Q: Why do you think fashion is increasingly important in the modern world?**

A: *Currently, we all have similar technological appliances like mobile phones and computers and fashion can help to customise these and make it easier to express yourself through them. You can put more of your personality into these through fashion.*

**Q: What inspiration did you draw from the work that Sony Ericsson carries out in the fields of fashion and technology?**

A: *I looked into the ecological projects that they are involved in and this led me into the idea of using nature and the butterfly wings. I also looked at the colours that Sony Ericsson uses like the turquoises and the idea of having one base colour with a brighter strike through particularly inspired me – which you can see in the dress.*

**Q: Where do you see your future career lies?**

A: *I'd like to have my own business creating bespoke clothing for people. I like designing things that are individual.*

**Q: How has London impacted on your style and why do you think it has become such a huge style hub?**

*A: I think that London attracts so many people from all over the world that the variety of styles is really inspiring. Also the fast pace of life here means that people make quick, brave decisions and fashion is really spontaneous.*

## Q&A with Runner-up Lova Moller

Runner-up in the Sony Ericsson design project, Swedish, 25, BA (Hons) Fashion Design and Technology (Womenswear), Final Year (3rd year)

### **About Lova's design**

Lova has taken the concept of online 'status' updates used by popular networking sites Facebook™ and Twitter™ and taken it one step further. She has developed a garment that incorporates video, mobile technology, with cameras concealed in the shoulder, front and back panels of the garment. The cameras then record short video sequences communicating the status of the wearer. The video clips are transmitted wirelessly to the mobile phone, which can then be edited and uploaded from handset to internet.

### **Q: How does it feel to have your design presented in the windows of Liberty with Maria Sharapova?**

*A: It is really exciting and such a great opportunity to show what I can do. Liberty is one of the top stores in London. It's great to have my design showcased in their window. Also Sony Ericsson are such a household name in Sweden where I come from, it's just an amazing experience to work with them.*

### **Q: What was the main inspiration for your design?**

*A: I started by looking at James Bond movies, which Sony Ericsson phones have appeared in. I was interested in the gadgets of secret agents and their functionality. I also looked at how we communicate today through sites like Twitter and Facebook and thought about how this might develop in the future. By incorporating the cameras into the jacket, the wearer can record where they are and who they are with and update their status at any given moment through video.*

### **Q: How does your design investigate the relationship between style and technology?**

*A: It looks at this relationship through the technological function of the jacket in filming and the fashion design elements of the garment.*

### **Q: What are the key elements of your design?**

*A: I looked at aesthetics: clean lines, graphics and an overall sophisticated look. I created cubes with the pleats that were inspired by a keypad on a mobile phone. I also amalgamated a shirt and a blazer to blur the divide between male and female.*

**Q: What kind of person do you think would want to use your design and where?**

A: *It's quite a futuristic design so the equivalent in a couple of decades of someone who blogs today, probably someone aged between 18 and 30.*

**Q: Is there anything that you've learnt from this course that will affect the way you approach your future design projects?**

A: *This project has given me a different perspective on design. I used my design skills to express my ideas on the future of communications and I found it really interesting to approach a design brief in that way.*

**Q: How has this course changed your view on the boundaries of fashion?**

A: *It has encouraged me to ignore boundaries and be more open-minded to different areas and merging different disciplines, such as fashion & technology.*

**Q: What do you think the future holds for technology within fashion, and vice versa?**

A: *I think both will be more conceptual. I think that textiles will include more new technologies and technology will look at more of the key selling points of textiles.*

**Q: Why do you think fashion is increasingly important in the modern world?**

A: *It is becoming increasingly important to present ourselves well and express our individuality at the same time.*

**Q: What inspiration did you draw from the work that Sony Ericsson carries out in the fields of fashion and technology?**

A: *I like that Sony Ericsson phones have a clean slick appearance and are easy to use. I incorporated similar straight lines and an elegant unfussy look into my design.*

**Q: Where do you see your future career lies?**

A: *I'd like to gain experience in a large company and develop my technical skills, then in the future I would ideally like to launch my own brand.*

**Q: How has London impacted on your style and why do you think it has become such a huge style hub?**

A: *Here in London people concentrate more on their own style rather than conforming to wider trends and I find the freedom with which they do this really inspiring.*

**Q: What influence has your country of birth had on your overall design aesthetic?**

A: *Sweden has had a big influence on my design, particularly the simplicity which is common in Swedish fashions.*



Sony Ericsson

## Q & A with Runner-up Cecilia Ku

Runner-up in the Sony Ericsson design project, Chinese, 22, BA (Hons) Fashion Design and Technology (Womenswear), Final Year (3rd year)

### **About Cecilia's design**

Cecilia created a design to replicate a metal bag that can be used as a power source to charge items, such as a mobile phone, on the move. The detachable bag comes with solar mirrors to generate power for the phone inside. The metal frame could be used to charge something larger - for example a laptop. Sony Ericsson phone designs and Cecilia's love of clean lines and aesthetics all interact well together to create a simple, stylish accessory.

### **Q: How does it feel to have your design presented in the windows of Liberty with Maria Sharapova?**

*A: I am really happy as I like Sony Ericsson and feel that my design ethos is often similar to theirs. I hope the people who see my design in the window display of such a prestigious department store can imagine themselves using such products in the near future. I also hope that this exhibition can convince people that fashion technology products can be both stylish and chic.*

### **Q: What was the main inspiration for your design?**

*A: When beginning to design I played around with geometric shapes, very basic simple clean and linear shapes. And from these lines I saw a possibility of incorporating solar panel technology into my bag design as a power source.*

### **Q: How does your design investigate the relationship between style and technology?**

*A: In the geometric graphics of solar panels' surfaces I saw a link between power sources and my love of clean lines. The idea of a technological & environmental power source, the essence and style of Sony Ericsson phones, and my puritan aesthetics are all intertwined in the design of this simple but stylish accessory.*

### **Q: What are the key elements of your design?**

*A: The idea is a metal bag with a detachable solar panel that can either be used with the bag or as a power source in its own right. So the solar panel can be used on the bag in order to charge electronic gadgets in it, like your mobile phone, or the solar panel and bag can be separated and the solar panel can be used to generate power separately. The slim line design makes it a chic and versatile product - when travelling the bag can slide between small spaces.*

**Q: What kind of person do you think would want to use your design and where?**

*A: People that appreciate puritan design aesthetics and are keen to try out new fashion technology products.*

**Q: Is there anything that you've learnt from this course that will affect the way you approach your future design projects?**

*A: I believe I would be more inclined to look at functionality aspects of fashion and how it could be incorporated with my aesthetics.*

**Q: How has this course changed your view on the boundaries of fashion?**

*A: This course allowed me to think about how fashion has a dual purpose of covering the body and providing additional functions. Without new technology I feel fashion would not develop and evolve to meet our modern needs.*

**Q: What do you think the future holds for technology within fashion, and vice versa?**

*A: Fashion and technology will become more and more connected in pushing aside boundaries when creating fashion products. We can expect to see more 'smart clothing', where technology is incorporated in clothes design, also known as 'wearable technology'. In a culture that exists in a constant fear of boredom, this would be a way of bringing new possibilities to the market.*

**Q: Why do you think fashion is increasingly important in the modern world?**

*A: Fashion changes our appearance and allows us to present a particular image of ourselves to the world.. There is an increasing need to stand out from the crowd in the modern world, so fashion has become a statement of individuality.*

**Q: What inspiration did you draw from the work that Sony Ericsson carries out in the fields of fashion and technology?**

*A: I was inspired by the sleek and minimalist image Sony Ericsson stands for, everything is clean and simple yet fashionable.*

**Q: Where do you see your future career lies?**

*A: I would like to work within various fields of fashion in established design houses.*

**Q: How has London impacted on your style and why do you think it has become such a huge style hub?**

*A: I am inspired by the creativity of new London designers and graduates as well as the power of the high street and sub cultural trends. In particular, people in the street are so fashion-conscious and what they wear shows their personality and their individuality. I always love to look at street-style blogs on the internet to get inspirations from the way people mix and match their clothes.*

*I think the huge amount of fashion and design students and all these stylish people on the street have contributed to make London such a huge style hub.*

**Q: What influence has your country of birth had on your overall design aesthetic?**

*A: Being in a small city with a limited creative pool, the fashion community in Hong Kong is always catching up with new fashion trends from international designers. This has helped to increase my awareness of fashion from a young age. Having good exposure to fashion from around the world has helped me to create my own style by selecting the parts I like best. I have grown to like a very sleek, pure and minimalist aesthetic.*