



MM
MATT M'CLOUGHLIN

BFA THESIS

My thesis collection explores a fetish of sensuality. Incorporating a wide variety of fabrics and textures, my designs evoke a more intimate and stimulating experience, going beyond the visual and exploring the wearer's sense of touch. The high neck silhouettes clinging tight to the body connected through the cold metal chains culminate these intimate sensations bringing to the surface inner taboos about closeness, constriction, agency, and control. The animal prints and textures intertwine a feral animalistic savage quality of human nature that is often held below the surface. My designs create outwardly sophisticated wearable silhouettes which physically and psychologically elicit a deeper intimate sensual stimulation.

Due to the outbreak of COVID-19 the senior thesis collection show at my university was cancelled. The working progress of this collection was then modified into my SS21 collection which was selected to show at Omaha Fashion Week in August 2020.



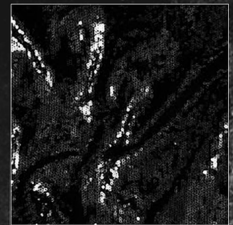
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BLACK SCUBA DOUBLE KNIT



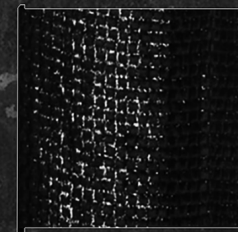
BLACK STRETCH VELVET



BLACK SEQUIN MESH



BLACK WOOL BLEND TWILL SUITING



BLACK CROCODILE VELVET



BLACK CROCODILE VINYL



TECHNICAL DESIGN

LOOK 1

Pointed Shoulder Crocodile Jacket
Black Crocodile Vinyl
Style No. FW101

Crocodile Pant with Elastic Waistband
Black Wool Twill Suiting & Crocodile Vinyl
Style No. FW102

LOOK 2

Asymmetrical Off-Shoulder Top
Black Velvet & Sequin Mesh
Style No. FW201

Mini Skirt
Black Scuba Double Knit
Style No. FW202

LOOK 3

High Neck Bustier
Black Wool Twill Suiting
Style No. FW301

Pointed Shoulder Crocodile Knee Length Dress
Black Scuba Double Knit & Crocodile Velvet
Style No. FW302

LOOK 4

Pointed Shoulder Crocodile Coat
Black Scuba Double Knit & Crocodile Vinyl
Style No. FW401

Knit Bandeau
Black Velvet
Style No. FW402

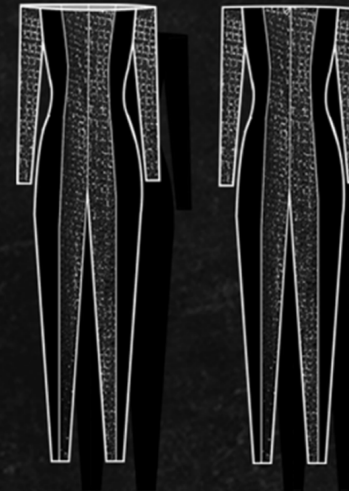
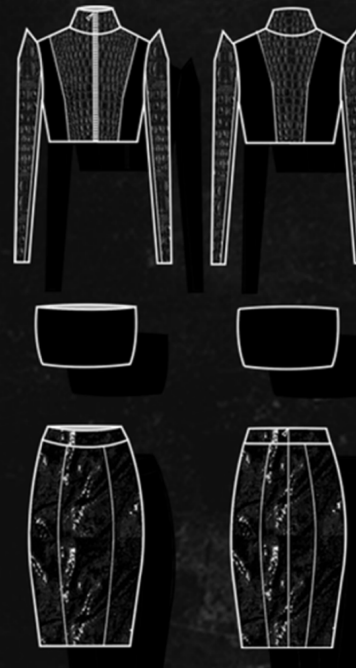
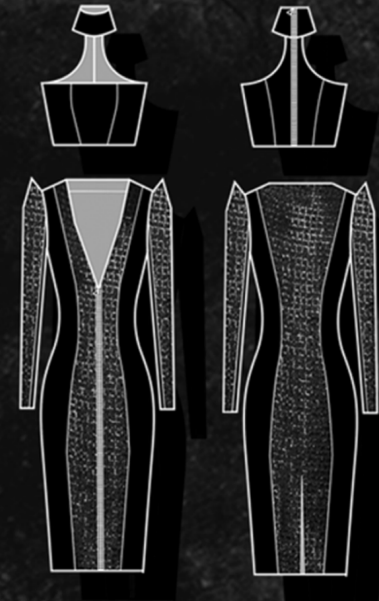
Knee Length Sequin Skirt
Black Sequin Mesh
Style No. FW403

LOOK 5

Velvet Catsuit
Black Velvet & Crocodile Vinyl
Style No. FW501

LOOK 6

Pointed Shoulder Bodysuit
Black Scuba Double Knit & Crocodile Vinyl
Style No. FW601





ACCESSORY DESIGN

ACCESSORY 1

STRAIGHT HARNESS
1 YD ALUMINUM CHAIN
LOBSTER CLAW CLOSURE
1.5" DIAMETER O-RING

ACCESSORY 2

CURVED HARNESS
1.5 YD ALUMINUM CHAIN
LOBSTER CLAW CLOSURE
2" DIAMETER O-RING

ACCESSORY 3

MM LOGO BELT
LASERCUT ALUMINUM BELT BECKLE (1.5" X 3")
1.5 YD ALUMINUM CHAIN (ADJUSTABLE)
LOBSTER CLAW CLOSURE

ACCESSORY 4

MEDIUM CROCODILE SHOULDER BAG
14"L X 7"W X 11"H
HANDHLE HEIGHT 15"

ACCESSORY 5

CROCODILE WEEKENDER
22"L X 12"W X 12"H
HANDHLE HEIGHT 12"



Lobster Claw O-Ring Closure



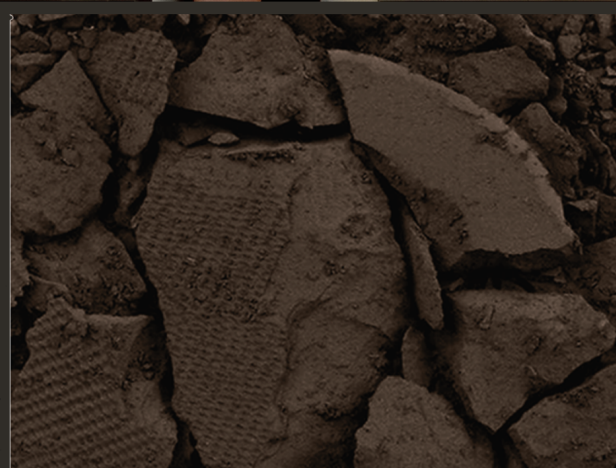
Logo Buckle Detail





URBAN ZEN

Urban Zen offers a return to nature amidst the chaos of our life. This capsule collection uses comfortable fabrics and simple silhouettes to create chic effortless looks for anyone looking to incorporate a little more zen and comfort into their wardrobe.





SANDSHELL
WOOL DOUBLE KNIT

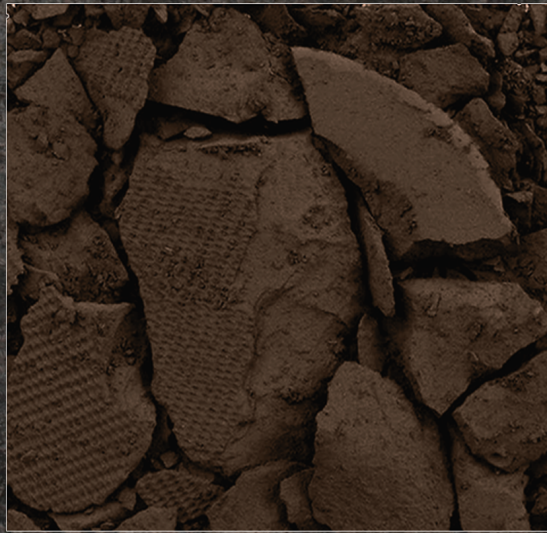
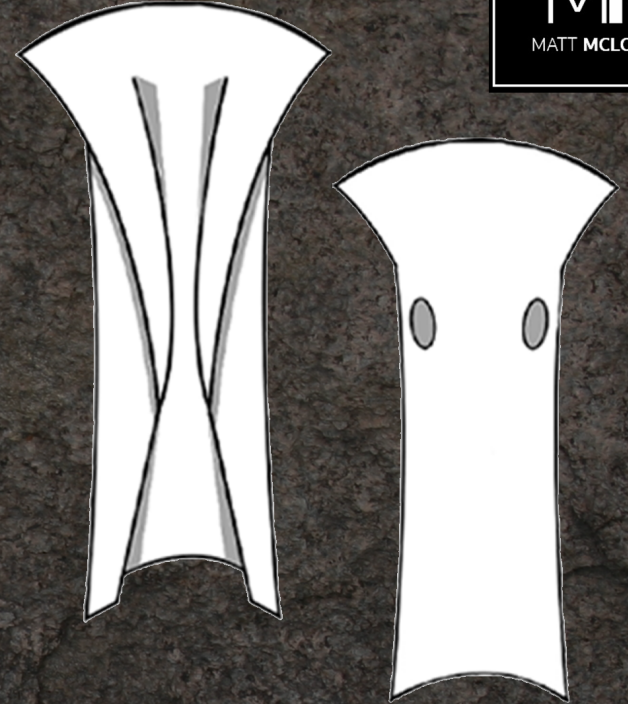
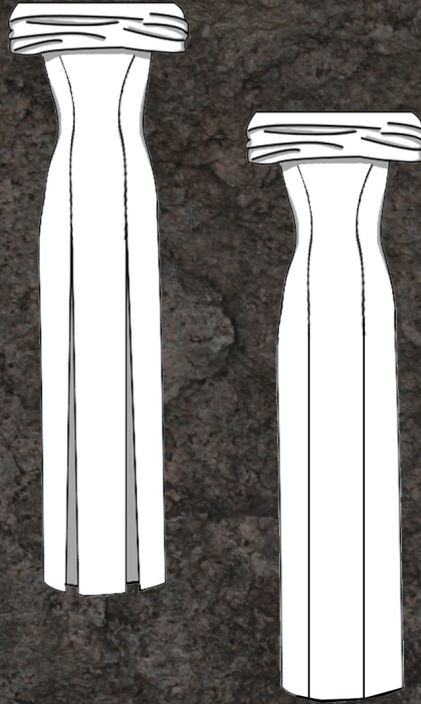
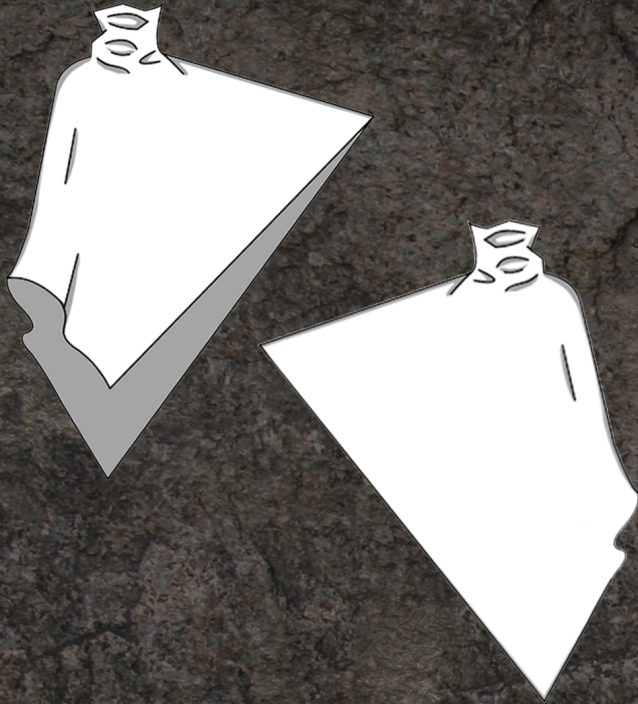


BROWN & BEIGE
FAUX FUR



BROWN COW
LEATHER HIDE







Project: Research and develop a plan for the design of a creative collaboration between a fashion accessories retailer and a collaborator that is not currently in the fashion business.

A collaboration between Star Wars and Maison Margiela will effectively promote both companies, introduce new customers to each party respectively, and allow for substantial financial growth.

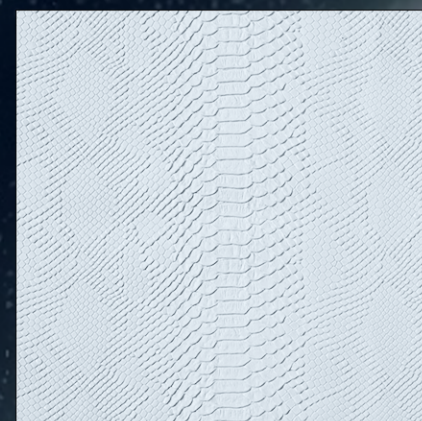
In 2002, Maison Margiela went public with OTB, Only the Brave, an international fashion group led buy Renzo Russo overseeing Diesel, Viktor & Rolf, Marni, Paula Cademartori, Staff International, and Brave Kid. In 2009, Martin Margiela resigned as creative designer and John Galliano was subsequently named as his successor in 2014.

Sales at Margiela have risen 20% since Galliano's appointment however the OTB net profit dropped 21% last year. The objective for Maison Margiela in my proposed collaboration is to have another win for Galliano, bringing new customers to Margiela and getting in on the Star Wars money machine, raising overall profits for the OTB Group.

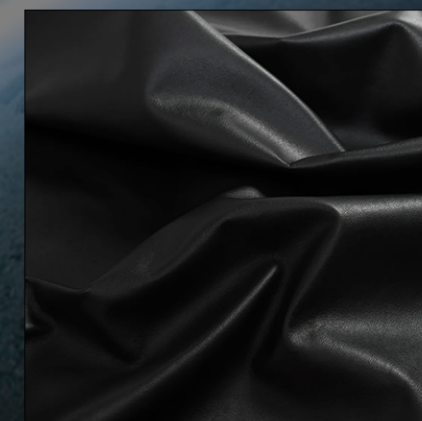
The Star Wars franchise has grown into a massive enterprise with a huge fan base since its debut film in 1977. George Lucas, creator of Lucasfilm and director of the movies, retired in 2012 and sold the franchise to Disney for \$4.05 billion, half in cash and half in shares of Disney stock. The relaunch under Disney has seen tremendous success with the latest trilogy of films, the first of which opened in 2015 and is now the highest domestic grossing movie of all-time, bringing in \$936 million, and the third highest worldwide, grossing \$2.07 billion. Despite these astounding figures, the major value of the franchise is in Star Wars merchandise, which has brought in over \$37 billion since the debut in 1977. In 2015 Disney launched a massive promotional campaign to support the relaunch with the opening of the first film in the new trilogy.

Teaming up with Covergirl, Duracell, FCA US, General Mills, HP, Subway and Verizon, Lucasfilm stated in their press release "The seven best-in-class global partners were chosen for their creative excellence within their fields as well as their collective diverse global reach." Despite their historical success in merchandising, specifically in toy sales, the recent campaign saw a decrease in toy sales and instead saw growth with the Covergirl line. Using this model to project increased sales in the fashion & beauty industry as opposed to the toy industry, the objective for the Star Wars franchise in my proposed collection is to launch another successful campaign using fashion collaborators to promote the final film in the trilogy, mutually benefitting both parties.

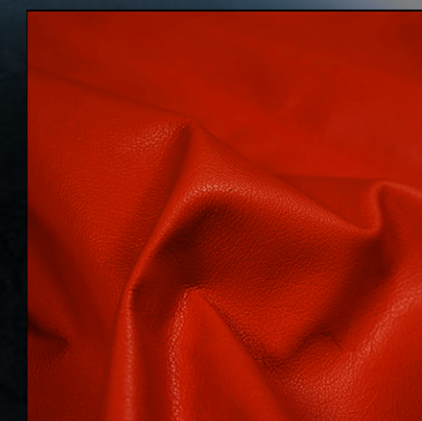
This proposed collaboration nearly ensures success for both parties. Margiela sales have been rising since the appointment of Galliano in a publicly traded company whose net profit is decreasing. Thus investing in the Margiela brand with the Star Wars launch would be a logical step toward financial growth for the OTB group as a whole. Star Wars is the best-in-class market franchise because of its tremendous recent success under Disney with the latest trilogy. Due to this success, the Star Wars franchise will have the resources to launch a major promotional campaign for the upcoming film, specifically targeting the fashion and beauty industry. Considering the \$37 billion sold in Star Wars merchandise, averaged over the 10 films released, we could predict that the upcoming release would generate \$3.7 billion in merchandise. The collaboration between Margiela and Star Wars would bring in a considerable predicted revenue for both parties particularly by introducing new customer bases to each respectively, allowing for tremendous growth and expansion in the future.



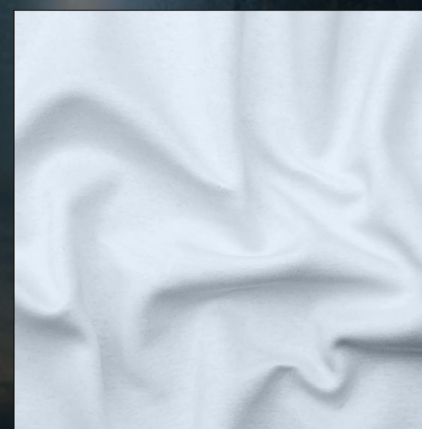
WHITE & IVORY
VINYL SNAKESKIN



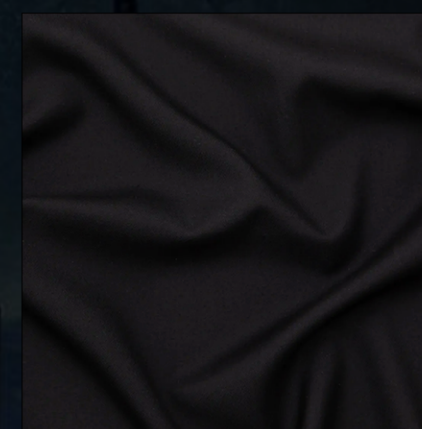
BLACK
COW LEATHER HIDE



BURNT ORANGE
COW LEATHER HIDE



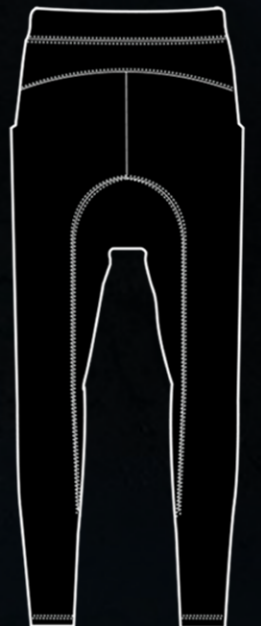
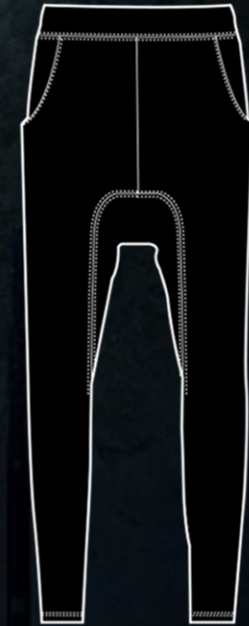
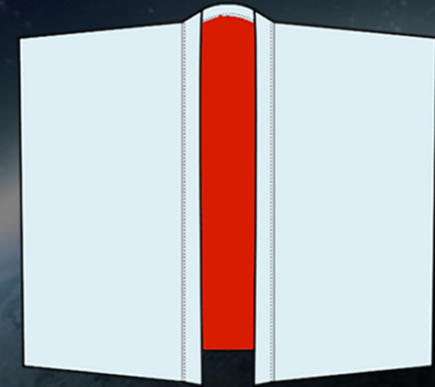
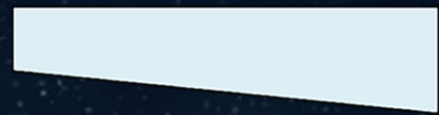
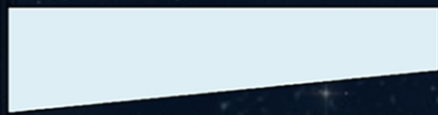
WHITE COTTON
DOUBLE KNIT



BLACK GABARDINE
WOOL SUITING



RED SATIN
POLYESTER



Maison Margiela
PARIS

STAR
WARS

ORIGINAL SKETCHES



Maison Margiela
PARIS

STAR
WARS