

Initial Warm-up: Words Wall

Words that come to mind



Part 1: Feelings and Assumptions

1. What feelings does this outfit trigger for you, and why?

2. What assumptions do you think someone might make about this person?

3. Would this outfit be read differently depending on who's wearing it? Why? Are there any elements that particularly affect the meaning of this outfit?

4. How would this outfit be understood in a non-creative environment, for instance a business meeting? Why?

Part 2: Perception and Intent Mapping

This map explores how outfits are read or decoded by others



This map explores the wearer's intent



Part 3: Comfort Spectrum

Your comfort in being around someone dressed like this



Initial Warm-up: Words Wall

Words that come to mind

Outfit 1

LGBTQ+	Pride	feminist	American
Liberal	Rebellious	Casual	Activist
Positivity	Making a statement	cool girl	Wants to be heard
Attention-grabbing			Rebel
casual	comfortable		

Outfit 2

Bold	LGBTQ+	Creative	Colourful
Attention-grabbing	Unconcerned	Pop	Neon
cold	Wild	Parade outfit	wants to be seen
Rockstar Barbie	imaginative	expressive	Loud
showcases	bold	Expresses her personality	revealing
non-conformist			

Outfit 3

Minimalist	Study hard	basic	approachable
Soft corporate	Warm	Confident	Karen
Actual Designer	Kind	washed out	busy
Sorted	blending in	Elisenda	has a job
Elegant	Earthy/grounded	combustive	I would go to her - V

Outfit 4

Fashion Design Student	Handmade	Mixing styles	
Non binary	Eclectic	Original	Wants to be remembered
CSM	Layers	gender-fluid	
eccentric	creative	DIY	fun, comfortable
confusing			
creative	colourful	showcases	and I would go to her - V
patterns	layers		



Part 1: Feelings and Assumptions

1) What feelings does this outfit trigger for you and why?

Outfit 1

Represented Represented the thoughts and feelings loudly	sexual, represents the LGBT+ community and pride and the LGBT+ community pride	political faux performance
It represents the LGBT+ community and the thoughts and feelings loudly	fun, it's very representational of the LGBT+ community	power of words representing a message about equality and a rebellious spirit



Outfit 2

Unconformist too much of a statement	imaginative for an academic setting	unique, don't know how to approach them
It's a statement about the LGBT+ community and the thoughts and feelings loudly	Body, captures individuality and thought	Wants to be seen, it's a statement about the LGBT+ community and the thoughts and feelings loudly
surprised out of the culture and how revealing it is		



Outfit 3

reliable - seems like she has her life together	kinda boring I don't know what to talk to them about	Wellcome shows the best and a creative and hard being hard
Happy: Makes me feel that we do need to be heard and to belong	It's a statement about the LGBT+ community and the thoughts and feelings loudly	Wellcome shows the best and a creative and hard being hard
makes me feel reliable		



Outfit 4

amused - lots of opportunities for interesting conversations	interested - visually and cognitively	Inspired - Makes me feel fashion can be so original
Impressed about how they've layered everything, great creativity	It's a statement about the LGBT+ community and the thoughts and feelings loudly	On wearing it and considering the way it's worn, it's a statement about the LGBT+ community and the thoughts and feelings loudly



2) What assumptions do you think someone might make about this person?

Outfit 1

liberal	too opinionated	performative, doesn't actually care about the cause
LGBTQ	they probably have a lot of friends and are very social, they probably have a lot of friends and are very social	strong opinions or political views might
they're very opinionated	assume being an activist?	



Outfit 2

free-spirited	inappropriate	raver
has a point of view	Queer	Troubled childhood
Does drugs	Traumatic experience	a loud personality
enjoys parties	They don't care about what they're wearing, they're just wearing what they want to wear and they're not really trying to make a statement	likes details



Outfit 3

likes simple things	Wealthy, comes from privilege	apolitical
has her life together	she is probably a professional and is very organized, she is probably a professional and is very organized	is juggling many things
working professional, basic taste in fashion	Employed	minimalist
They don't care about what they're wearing, they're just wearing what they want to wear and they're not really trying to make a statement	Organised, Has their life sorted.	



Outfit 4

experimental	goes to CSM	unsure of themselves
questioning gender, sexual norms of dressing	Unconformable	is doing too much
is sleeping in the studio	Un-influenced	Free thinker
Has a creative mind and likes to experiment	CSM student	A fashion student indeed.
undefinable		



3) Would this outfit be read differently depending on who's wearing it? Why? Are there any identity factors that potentially shift the meaning of this outfit?

Outfit 1

The person wearing this outfit is likely to be a young person, possibly a student, who is very opinionated and has strong views on social and political issues. They are likely to be very social and have a lot of friends.	Wearing this outfit is a statement of their identity and beliefs. They are likely to be very opinionated and have strong views on social and political issues. They are likely to be very social and have a lot of friends.
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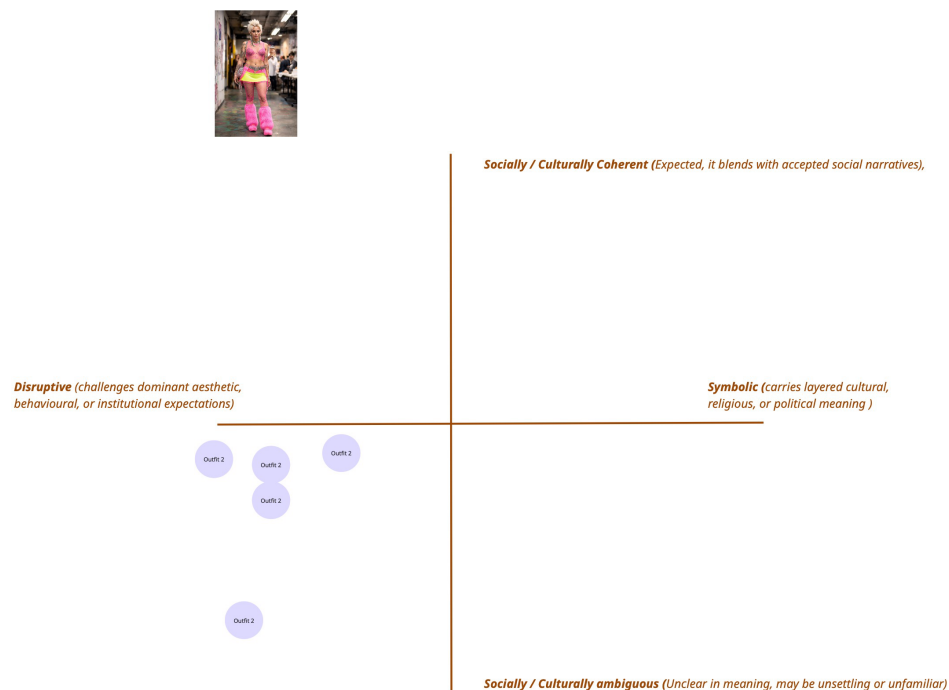
Outfit 4

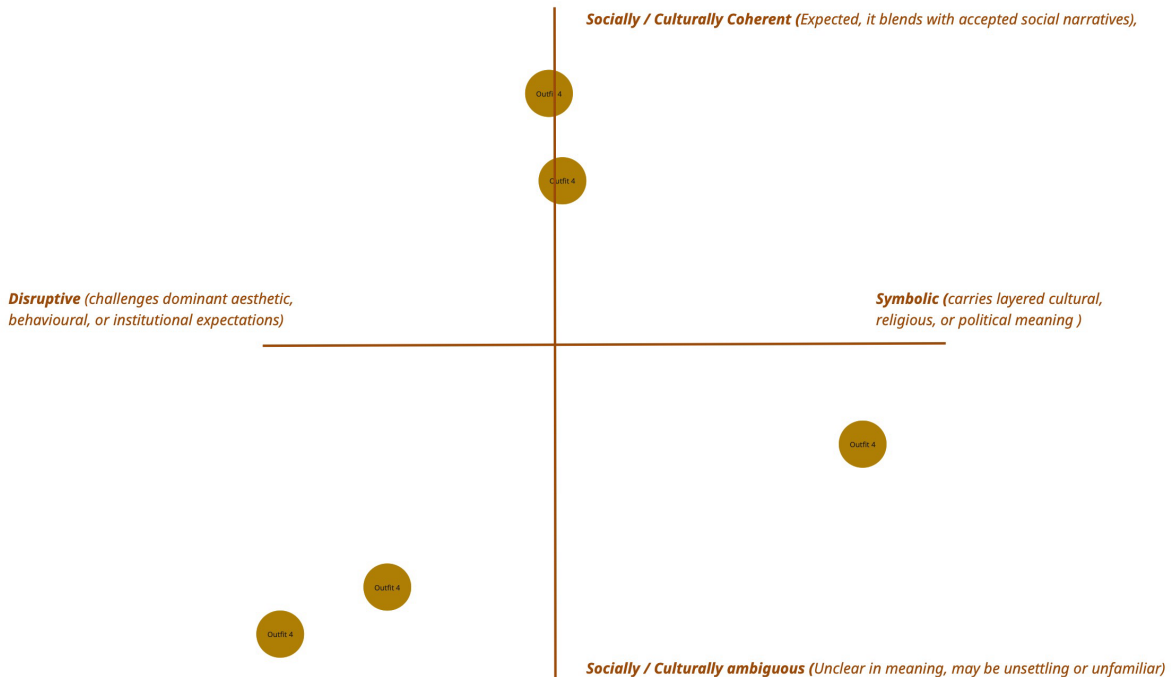
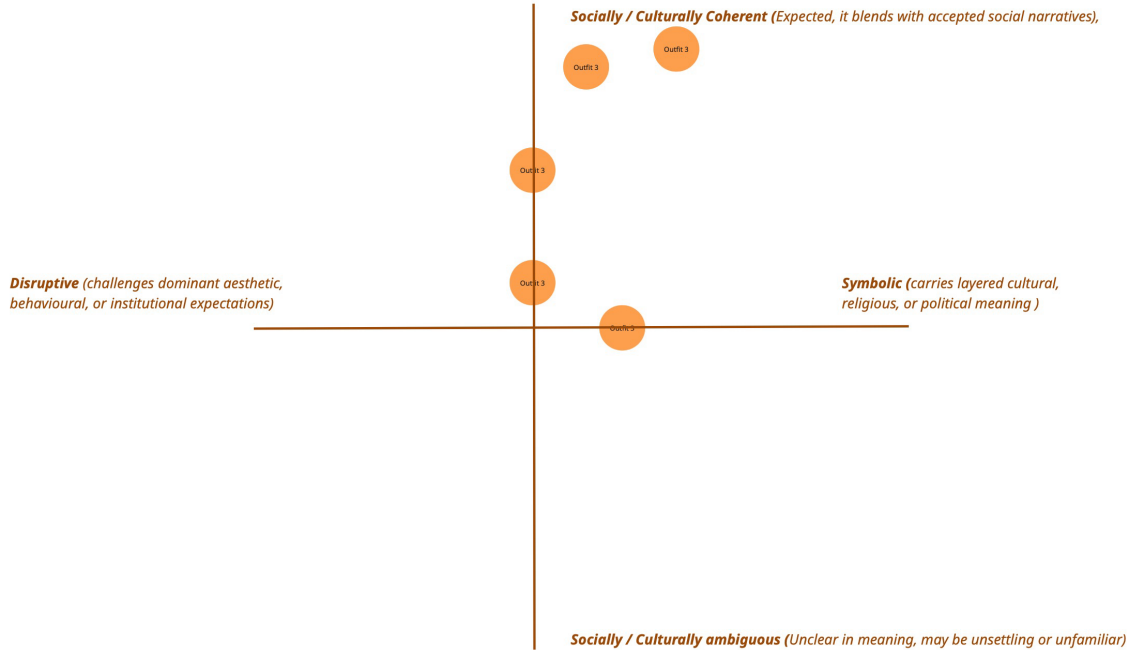
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Part 2: Perception and Intent Mapping

This map explores **how outfits are read or decoded** by others





This map **explores the wearer's intent**



Visible (shows the self, bold, exposed)

Consideration (aware of others, mindful of space, respectful in intention)

Private (conceals the self, reserved, modest)

Outfit 1



Self-Expressive (asserts belief strongly, with potential disregard for others' views)



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Part 3: Comfort Spectrum

Your comfort in being around someone dressed like this

Outfit 1



Outfit 2



Outfit 3



Outfit 4



