

FASHION SUMMIT

10 - 12 SEP

Fashion Summit (HK) Design Pavilion

Global Designers' Sustainable Fashion Showcase

Stevie Crowne

Biography

Born in Canada, designer Stevie Crowne began up-cycling thrifted and vintage pieces at the age of 16. Inspired initially by punk-glam-rock aesthetics and forms of high fashion expression, his passion for this sustainable niche grew into a micro-business which would bring his career to Vancouver, Toronto, and Montreal over the next ten years. In these cities, his collections were shown in fashion shows, pop-ups, and distributed via limited edition collections in local stores across the country.

In 2020, Stevie Crowne Limited was incorporated in London, UK, where he began conceptualizing and designing his debut international collection, Genesis Cultura. This move was worked towards since the beginning of Stevie's inception of his self eponymous brand in 2011.

About STEVIE CROWNE

Stevie Crowne produces collections by reimagining, reinventing, and repurposing top quality vintage and thrift styles. Primarily focusing on sustainable practices, he creates 2+ collections per year since 2011 and upcycles his findings into fresh, bespoke, and contemporary fashion garments. Each Spring-Summer & Fall-Winter, collections are manifested that are both socially driven and equally individualistic. He prides his brand in being inclusive to his buyers, who have the option to place custom orders on or off season. Private personalization on set budgets is a main priority because he believes that sustainability, inclusivity, and accessibility should never be left out of the same sentence. During the draft concept phase, clients are encouraged to come forward with their own concepts and specifications if they wish to do so.

His latest offering will be Genesis Cultura, which will debut in London in September 2021. The Genesis Cultura collection is inspired by modern technology and how humans interact with it. Its commentary and thesis delves into questioning the long lasting effects of digital overconsumption and if it is becoming more and more toxic and lethal to the core values of humanity. We live in a culture now more than ever that depends on social media, internet, technology to survive- is this sustainable, does it have a bias? Our dependency on these mediums is what will bring the collection aesthetic in a cyber-punk, cybercore, and futuristic direction.

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Outfit 1

DIGITAL RAIN CYBER-REBEL DENIM SET

The first thing that was done to this little black denim dress was separating it to create a trendy two piece set beforehand cut patches were strategically placed all over the bustier + skirt to give a digital rain inspired effect which is inspired by The Matrix. Thereafter, a custom bra pattern was sewn into the bodice to colour block. In order to compliment the colour, a barbed wire top stitch in metallic green was sewn in and green zippers sewn into the seams and bra cup to add symmetry and foundational design. Eye applique designs were created to finish off the look, embellished with silver spikes to match the hardware on the bustier straps.



Outfit 2

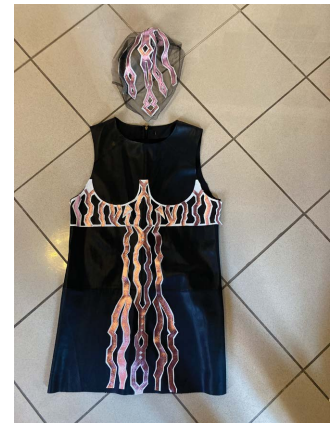
CIRCUIT BOARD DISPOSAL SET

This outfit was inspired by circuit boards in computers and dated technology, which are thrown away in excessive amounts to make room for new technology in mainstream capitalist society. The Nylon jacket and trousers were base pieces found in separate London thrift shops. Geometric cut out shapes were defined and placed with custom printed denim patterns, accented by metallic blue barbed wire stitching and zipper trimmings.

Outfit 3

DATA STREAM MOD DRESS + MASK

Inspired by the way information is processed in computers, I hand cut white and pink leather fabrics to produce a data stream inspired print that would pop on the black vegan leather dress which was originally bought from a charity shop in London. After the sleeves were removed, I wanted to create a trompe l'oeil bustier affect that would compliment the centre front design. Using sheer fabric, I created the same effect to design a full face mask which signifies the brain of human and the brain of technology becoming one.



Outfit 4

BIONIC A.I DENIM SET

A concept in the Genesis Cultura collection is where human and technology slowly become integrated as one(transhumanism), which is what this outfit concept is inspired by. Mirror chrome trimmings were custom embroidered with greek-cross stitching and placed in a cage pattern to exemplify the restrictions we face as humans through technology. The bustier was originally a blue Y2K style which was tailored and dyed black, and finished with bondage style straps. The skirt was hemmed and upcycled in the same technique. The handmade mask is the fullest manifestation of the concept, where the face is caged and styled in concordance with the denim set, and is meant as a nod to bionic aesthetics.

