

the lookbook



unisex



Fakultät
CREATIVE BUSINESS

b.a.r.e.

b.a.r.e 8th

fw23

unisex

“the blazer“

modemarketing ws21

emma xander

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the collection

unisex

b.a.r.e. stands for borderless, authentic, rebellious and equal. this student founded and driven label has existed for eight years now. we have created eight collections with over one hundred creative young minds in total.

we strive to embody the borderless nature of berlin's culture, embrace the rebellion of our generation z and stand for equality, while authentically conveying this through our designs.

being surrounded by the multi-cultural and vibrant city of berlin in the context of studying at university inspired our new and eighth collection "unisex".

uni is short for university but also means being "one" and "together", while sex stands for gender and sexuality. together "unisex" stands for being one, being equal and also represents the wild and sexy side of berlin. this is reflected in the collection's chains, metal accessories, androgynous designs, leather-like fabrics and diverse sizing as well as models.

the color scheme for "unisex" is black, black, black, shocking pink, flaming red, biting yellow and space gray.





the blazer

the blazer is made up of chintz- a cotton fabric, which durable and breathable. It is polished and has a glossy look which makes it appear leather-like. this plays into the collection theme "unisex", as these materials are typically associated with berlin club culture.

the design has very unique characteristics: the blazer is wearable in two different styles. it can be styled as a cropped blazer, with the hemline ending below the chest area, or it can be worn as a full length blazer, with a chain attached to the upper part. this adds distinctiveness to the design and it again alludes to the trends of the berlin club scene, whose values we are representing in the "unisex" collection". the lining of the blazer is flaming red- the color of love, sex and fire.





one blazer



two styles



credits

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photographer
florian kolmer

models
caroline roy
raphael zöller

professor / supervisor
claudine brignot

design
emma xander

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