

Spring Cleaning



A SELECTION OF 11 COSTUME DESIGNS BY **JÖRN FRÖHLICH**

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COSTUME DESIGN

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COSTUME DESIGN ASSISTANT

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DIGITAL PHOTO RETOUCHING & LAYOUT

JÖRN FRÖHLICH



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About Spring Cleaning

When my design space was piled up with materials, I decided to do a spring cleaning.

As an experienced theater costume designer and skilled couture tailor I transformed vintage clothes, leftover fabrics and scraps from my students, used upholstery fabrics and home textiles into dramatic new clothes. All of the above with a touch of spring symbolized by hand-dyed fabric flowers complementing each of my creations in an individual style inspired by traditional turkish costumes.

As opposed to simply upcycling vintage clothes, this project relied on varying proportions and discovering new combinations by relating the unrelated.

If three mantras could describe this collection they would be „MORE IS MORE“, „ANYTHING GOES“ and „POOR TO RICH“.

In the spirit of Arte Povera these looks out of fabric remnants hover between art and artisanal leading to a wondrous feast of conflating rags with riches.

Determined to convey more than my technical talent, a traditional turkish vibe absorbed a little throwback folksiness to take a position on the value of mindfulness and thrift, whereas the inclusion of 19th century corsetry gives a flair of the american wild west as an intentional mash-up of eastern and western culture.

This project aims not to judge a single piece of ragged fabric as „fit or unfit“, but instead finding ways to match everything to a harmonic „whole“, proving that everything has its place, if you take the time to really look for it.

The collection shows that treating even the smallest piece of ragged fabric with respect can lead to a rich look.

The pieces are being accompanied by head wear and jewelry designs by Dilek Himam and Elif Tekcan, who have successfully worked together on Jörn Fröhlich's Steampunk Couture Collection in 2013.

This catalogue shows a selection of 11 show pieces. The entire collection will be exhibited in spring 2017.





„WILL YOU COME INTO MY PARLOUR?“ *Lizzie*





„SOMETIMES I JUST WISH FOR BETTER FASHION“

Pippa





„WHATEVER HAPPENED TO RAINBOWS AND UNICORNS?“
Maxine



„NOT EVERYBODY IS BLESSED WITH NATURAL ELEGANCE“

Danyella



» HEAD OVER HEELS - THAT'S MY WAY « Candy



» WHAT ARE YOU LOOKING AT? «



Claudia





„DON'T MIND ME - JUST WAITING FOR ROMANCE...“

Minnie



» WHEN IN DOUBT - WEAR LEPARD xxx! «
Philomena





„ WALKING DOWN THE ROAD... PEOPLE PASSING BY ... LALALA“

Edina





„MY SKIRT IS SUPER FLUFFY!“

Phyllis



» SIZE REALLY DOES MATTER I GUESS «

Gruca







JÖRN FRÖHLICH (1970, HAMBURG/ GERMANY)
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Jörn Fröhlich graduated from Berlin University of Fine Arts (UdK Berlin) with a masters in stage and costume design after being trained as couturier for historical costumes at the state theater of Darmstadt, Germany. Next to numerous theatre designs in the field of opera and performing arts he expanded his artistic skills towards visual communication design and visual merchandising in fashion retail. Since 2010 he has been teaching the graduation project in fashion collection and visual merchandising at Izmir University of Economics' Department of Fashion and Textile Design.

