



Description of Design

For this dress IvH sought to capture the appearance of splashed water. She initially wanted to 3D print the dress but technical limitations made it impossible to achieve the transparency and shapes she desired. She ultimately chose to create the work completely by hand using hot guns and metal pliers to manipulate a transparent substance. After testing over 30 different materials she settled on PET

Style / Visual Impact

Van Herpen was the first designer to send 3D-printed couture down the runway, beginning in 2010. Since then, 3D-printing has become a hot new tool in the fashion industry, with major designers creating geometric cutout gowns, stiff and shiny trims and garments that resemble skeletons or Medieval armor. These innovations are mostly for runways, though a few have filtered into ready-to-wear. The luxury brand Pringle of Scotland has woven 3D-printed elements into the patterns and cuffs of its sweaters

Iris Van Herpenn

Background Information

Iris van Herpen, Dutch born 1984 works at the nexus fashion and design craft performance , technology and sciences. Since 2007 she has created a body of work that continues to defy expectation, evolving and forging new ideas and inspirations based both in nature and in visions of the contemporary world.

From an early age, she was interested in bringing new materials and processes into fashion, and she began designing womenswear under her own name a year after graduating from fashion school. At 27, she became the youngest designer named to the official calendar of Paris Haute Couture Fashion Week

Cultural / Social / Other Influences (including inspiration)

- IvH is known for her willingness to experiment- exploring new fabrics, incorporating unexpected and non-traditional materials.
- Her cutting edge designs employ fine handwork techniques and even revive old and forgotten methods that are combined with contemporary materials and technology focuses making her in the forefront of the textiles industry.
- Her designs are often product of diverse partnership that complement her fusion of innovation and craftsmanship. Working with architects, designers, and 3D printing companies, IvP tests the boundaries of digital technology and material innovation. These collaborations and experimentations continually inform, inspire and shape her work.

Design Studies –

Target Market

Adventurous style icons such as Björk and Lady Gaga have been drawn to van Herpen’s pieces, perhaps because her work looks like wearable sculpture

Aesthetics:

The design for the new extension to Amsterdam’s Stedelijk Museum, inspired IvH. She sought to design a dress that would cascade round the wearer like splashes of water (see Crysallization pin on Pinterest for full description).
The piece appears as a lifelike imitation of a splash of water would seem to be the result of some industrial procedure but was inn fact painstakingly created by hand using a hot air gun, a pair of pliers and PET. In contrast the top with striking design that recalls the way that limestone deposits hardened form shells is the first 3D printed garment ever sent down the runway.

Materials & Techniques /Method of Construction

IvH made use of un-conventional materials and techniques foreign to fashion world. The result was an astonishing transparent piece made of a proprietary acrylic that remains transparent even after being heated with hair guns and shaped by pliers. The Splash dress became the catalyst for Van Herpen’s breakthrough Crystallization collection, in which the designer tried to capture water in its varying forms (as she had tried to harness smoke for Spring 2009).

Cost

Durability

Safety

Ergonomics

Visual Elements (Colour, Shape, Pattern, Line, Texture)