

MILES GEORGE DANIEL

AUTUMN / WINTER 2021 COLLECTION

'COMMON SENSE' / 'NO(N)SENSE'

After completing a degree in Knitwear design at Middlesex University during a global pandemic, Miles George Daniel showcases his deconstructed approach to fashion.

Daniel's work aims to tell a visual story, seeking the place where art meets fashion. His choice of design stretches across sculptural, illustrative and experimental work. Taking inspiration from punk, graffiti, illustrations and motifs, Daniel is drawn to the work of German Artist Franz Walther and his exploration of the interaction between the viewer and his artwork

The AW21 collection took inspiration from Daniel's own emotions and interactions with the materials. Rather than limiting himself to traditional design methods such as sketching and research, Daniel took a new approach, working off the emotion he felt with each fabric.

"Deciding to put the traditional method aside allowed me to tap into a new, freer way of working. For me, this has captured the true elements of my studio practise".

-Miles George Daniel

Drawn to the versatility of knitwear through the process and materials, Daniel experiments with embroidery and fabric manipulation, looking at the way in which fabric reacts to the body. Daniel's design process sees him drape fabrics to create shapes and build the garment structure piece by piece.

Daniel creates a visual world in which art and fashion come together in unison, breaking down the parameters of both concepts being considered separate from one another. Daniel's work is an amalgamation of sculpture, art, punk, environmental politics and everyday life.

"There's one quote that I live by, which helped fuel this collection: *'We wasn't born with clothes! How do we know how clothes 'R' meant to fit?'* Granny G, 2019."

BIOGRAPHY

My practice pushes the parameters of how fashion can be viewed as art by creating wearable sculpture, following a sustainable approach to making by using only found, scrap, and donated fabric, which has provided an opportunity to have zero spend on my final collection.

This conscious decision allows me to play a part in shifting the pollutive nature of the industry while demonstrating how imperfect material can be revitalised.

I'm excited by playing with the physical opportunity of materials, rather than focusing on technicalities, making my approach to creating intuitive and hands-on, with all garments being hand-stitched, this leads to experimentation with bold silhouettes, voluminous layering, and working directly on the body while extending the possibility for elements of the garments to continue being re-used. The work is loaded with motifs, graffiti, and illustrations, as a means to draw directly from the canvas in this continual exploration of where fashion meets art.