

Online Fashion De(construction) Contest

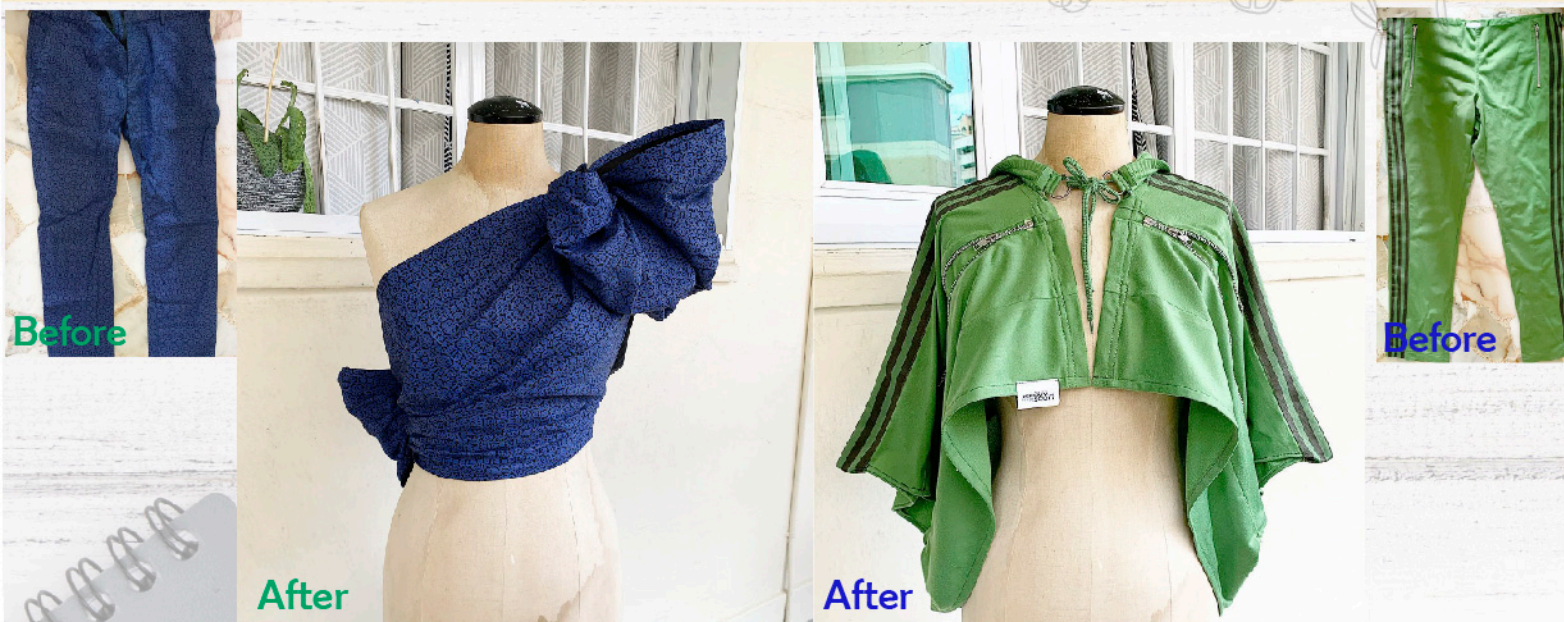
22 April 2020 - 5 May 2020

STAY HOME, GET CREATIVE!

NAFA Alumni Relations office is organising an online fashion deconstruction contest which coincides with global Earth Day celebrations today!

Inspired by NAFA Fashion alumnus Alfri Yusoff's creative deconstructed fashion items, the online contest will run from now till 5 May 2020.

Read on to find out more on our fashion alumnus who inspired it all!



Innovative Decluttering

Alfri graduated from NAFA's Diploma in Fashion Design in 2008. He has had a plethora of work experience in the local fashion industry since. His notable experiences include working for the wardrobe department for headlining musicals such as The Lion King and Wicked, visual merchandising for TANGS, window display dressing for ZARA and even freelancing for visual merchandising projects such as Joseph Schooling's skincare soft launch and NomadX's festivities campaigns under creative agency ProjectWXY.

His most recent work-from-home creations include deconstructing existing clothing items found from his home and reconstructing them into trendy new pieces. We interviewed Alfri on his upcycled creations -



1. Hi Alfri, what inspired you to upcycle your fashion wear?

I was finally able to sort out my personal items during the circuit breaker. Part of my to-do-list was to declutter my wardrobe since I can be a bit of a hoarder (aren't we all guilty as charged too)! I was pulling out old clothes that could not fit me anymore or were worn out and suddenly an idea hit me; "why not deconstruct these into something else instead of throwing them?".

Things started rolling when I used an old industrial machine bought during my NAFA student days and an old torso lying in the corner of my room to create my first deconstructed item. I also wanted to brush up on my sewing skills and just have fun being creative. I love experimenting new possibilities that can happen while deconstructing old garments.

2. For those who wish to do something similar, do you have any tips of advice to share?

I will say there are no exact rules to this. Once you start unpicking the seams, cutting the waistbands, tearing the panels and laying on the torso, you will realize that there are 101 possibilities. Do not conform or limit yourself to think that the fabric should not be placed in a certain way because it does not give that stretch you want. Make mistakes, experiment, and just keep exploring your creativity.



All apparels shown are created by alumnus Alfri Yusoff

3. What will you be looking out for in the online fashion contest as one of the judges?

Something that is unconventional, fresh, and exciting. I want the pieces submitted to make me feel engaged and intrigued as to how a certain garment can be recreated into something completely unexpected and different.

4. How did your experience at NAFA influence your current designs?

Our NAFA lecturers understand that every student is individualistic and unique in their own way. Based on that, they mould and stretch your creativity further in areas and ways which you may not be able to see from your own perspective.

5. Do you have any words of encouragement for Singaporeans during this tough climate?

Just know that we will eventually get through this as a nation. I am helping my best friend with his hawker business and it is disheartening to see stalls that are impacted. However, these stall owners are still being positive, cracking jokes with one another and entertaining themselves as they turn on their favourite music.

Most importantly, stay positive and have faith that the situation will get better. We can get there by constantly practice good hygiene habits, follow rules that the government has put in place such as staying home where possible and putting on masks if going out.

Feeling inspired?

Grab an old garment and your trusty sewing tools to join the online fashion contest! Top 3 winners win \$100 worth of Grab vouchers each!