

Cross season 2022



Wilma Harrysson

HARRIS REED

Concept

Just a poet

Meet the poets:



A
m
a
n
d
a
G
o
r
m
a
n

T
a
y
l
o
r
S
w
i
f
t

R
u
p
i
K
a
u
r

P
h
o
e
b
e
B
r
i
d
g
e
r
s

A
i
j
a
M
a
y
r
o
c
k



I think the poets might disagree.



Well, I'm not a poet. I'm just a woman.

Greta Gerwig's 'Little Women' + Tiktok sound

HARRIS REED



Lyrics and poems:

- For as we have our eyes on the future, history has its eyes on us. - A.G
- I once believed love would be burning red but it is golden, like daylight. - T.S
- What is stronger than the human heart. Which shatters over and over, and still lives. - R.K
- I have emotional motion sickness. - P.B
- You were not born an ember. You were born the flame. -A.M

I read an article in ELLE Sweden: Female poets are our new pop stars, written by Louise Astrom who confirmed my reconnaissance. Young female poets enter stages around the world to spread their wise and bold words.

Amanda Gorman spoke at the inauguration of President Joe Biden and Vice President Kamala Harris, Rupi Kaur got her own Netflix special and Phoebe Bridgers went on tour through the United States.

Social media is popular channels through which poetry gets a new impetus. On YouTube you can find Aija Mayrock s viral spoken word poetry and endless reaction videos of Taylor Swift s songs and lyrics.

On TikTok, a trend was created with a sound from Greta Gerwig s Little Women.

Quote: I think the poets might disagree. Well. I m not a poet. I m just a woman.

I find it quite poetic and you can interpret it in multiple different ways. For instance, I m not a poet, I m just a woman, but the poets are women and the women are poets.

In other comment sections on the app, followers are encouraged to write one-sentence poetry based on a specified plot and I can state that many who use TikTok are unknowing everyday poets.

A kind of community is created on these platforms, which in the time of the pandemic has been extra significant and a longing to experience beautiful things has been more present than ever before.

The inspiration was also drawn from Romanticism, The time for poets. As well as current trend forecasts. Re-group, Re-ground. Second hand. Y2k. And pop stars performance wear during the latest pandemic year .

The upcoming outfits are costume made to fit each of the poets. Both in style and symbolism of the colors.

Just a poet

Just a poet HARRIS REED



poetic tailoring mixed with flowy art delicate proud celebratory chaotic equality sustainable fluid de-gendering



By Harris Reed, liberation of uniqueness is cherished. The idea that clothes possess a transformative power, fashion correlates with identity and freedom. Garments should be worn to celebrate our truest selves.

The brand focuses on current social and political issues, the vision Harris Reed strives for is gender fluidity to de-gender fabric we put on our bodies, inclusivity and sustainability. The work stems from the realization that fashion needs to spark thought processes and conversations around important topics. Clothes that solely look beautiful just is not enough in today's society.

Harris Reed fights to detach fashion from its faulty assigned role of telling viewers about the wearer's gender identity or sexuality.

Personal identity of the brand can be described as Romanticism Gone Nonbinary. With a mixture of harsh tailored pieces, drapes and shredded-like flowy fabrics. Harris Reed works with textures, to blend different types of communication to renew our way of viewing what is called fashion. Symbolism through shapes and shades is also prominent in every collection. There is something poetic consuming Reed's work.

Harris Reed, like the main characters of this collection, can be called a true artist with creativity flowing in more than one field.

The brand is high price, demi couture. Sought after by celebrities, magazines and well known stylists.

Just a poet

High price

HARRIS REED

GUCCI

Simone Rocha

s.s.DALEY

Ready to wear

MISCREANTS

Couture

Low price

Target groups

HARRIS REED

Just a poet

Poets

Viewers



creating their art

performing their art

deep

visually pleasing

appreciative

doers

real

supportive

Just a poet

Fashion

Pop-culture



re-group, re-ground
falling tulle
lingerie, layering
upcycling
satin, slit



romanticism

y2k

realness

tiktok

feather boa



Just a poet

Base

Accent

Combination



Lingerie



Youth



Muslin



Bliss



Powder



Love



Mud



Depth



Ink



Growth



HARRIS REED

Just a poet

HARRIS REED



Undergarments

1790-1850

Satin

High slit

Marked hips



High gloves

Signature cuts

Y2k

Sweeping feathers

Layering



Filled slits

Low-rise high crop

Falling tulle



Just a poet



Satin
100% Silk



Muslin
100% Cotton



Tulle
100% Silk



Jersey
70% Cotton
30% Polyester



Chiffon
100% Silk



Faux Feathers
100% Polyester



Faux Leather
100% PU



Denim
100% Cotton

The concept has two distinct TARGET GROUPS: The poets and the viewers. These have different desires who want to be met. Today's poets spend half their time writing and creating the art, and the rest of their time performing it. On big stages, with lavish outfits that correlates with their messages.

The viewers search for realness. A deeper meaning. Yet, they want to experience these words of wisdom while gazing at extraordinary outfits that speak volumes. The viewers support the poets on their journeys, to then ultimately follow their lead, on simple platforms like TikTok. To quote Taylor Swift "She'll know the way and then she'll say she got the map from me, I'll say I'm happy for her then I'll cry myself to sleep."

THE TRENDS for this concept have emerged from a mix of fashion trends such as the willingness to upcycle materials, the need to ground thyself, layering lingerie, slits in silky fabrics and pop culture medias current fixations and subcultures.

THE accent COLORS are based on a quote from each individual poet, which captures the feeling I experience they express in general and to which I also named the colors; Youth, Bliss, Love, Depth, Growth. Meanwhile, the mild base is drawn from trends such as romanticism and re-group, re-ground .

THE DETAILS consists of techniques used especially during the Romantic period, enhanced hips, Y2k styles, faux feathers in plenty and significant details for Harris Reed such as the dramatic boot cut, crinoline and circular head pieces.

THE MATERIALS are retrieved from deadstock and second-hand textiles. This, because of a sustainability point of view and to reconnect to the trend of upcycling. To work like this is also something that is familiar to Harris Reed as a brand.

Just a poet

Just a poet

HARRIS REED

Youth

Bliss

Love

Depth

Growth



Materials: Faux leather

Color ways: Lingerie (bone white), Depth (blue), Ink (black)

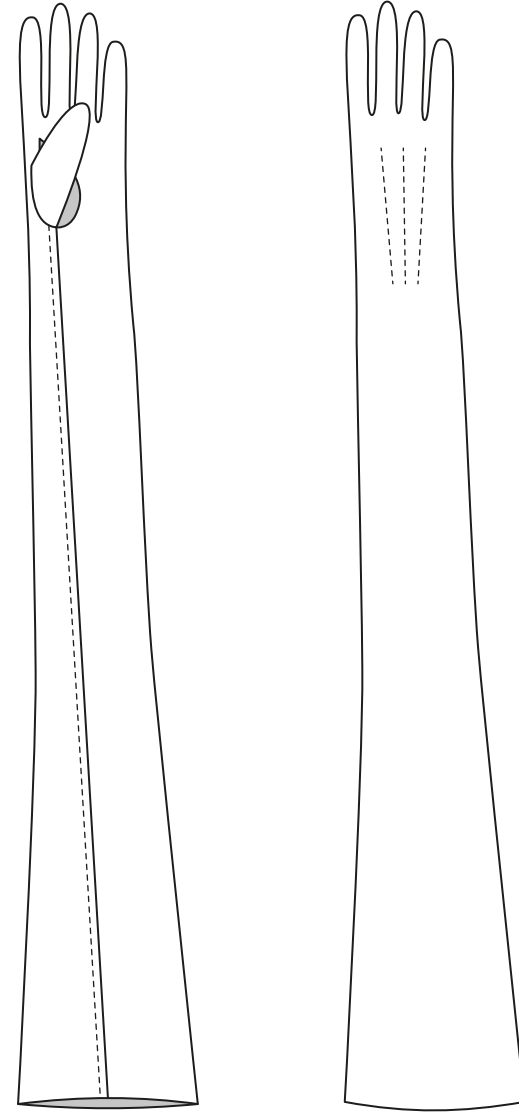
Details: Three top stitches on the back of the hand and one at the inner part of the sleeve

Description: Long sleeved glove in faux leather, available in three different color ways

HARRIS REED



Long sleeved glove



Just a poet

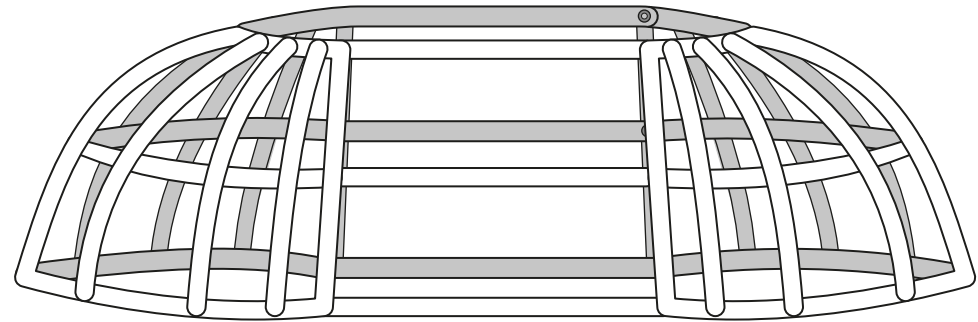
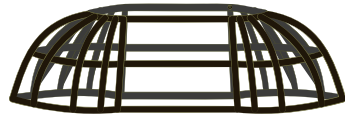
Materials: Muslin and boning

Color ways: Love (red), Ink (black), Muslin (light yellow)

Details: Two buttons on the left side at the back for opening

Description: Crinoline, which widens laterally to emphasize the hip

Hip crinoline



HARRIS REED

Just a poet

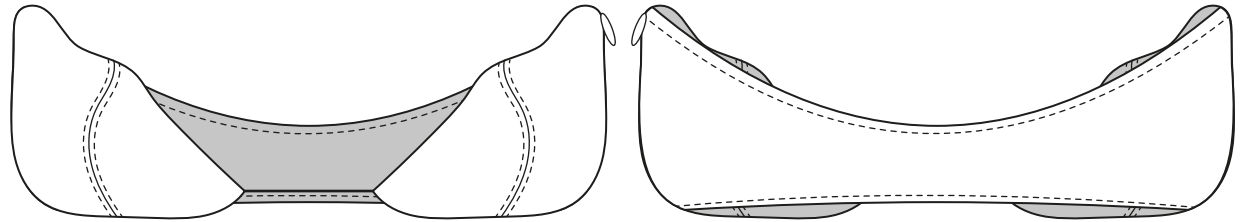
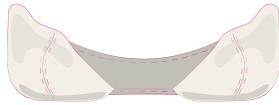
Materials: Jersey, Denim

Color ways: Lingerie (bone white), Bliss (yellow), Depth (blue)

Details: Top stitches over the bust

Description: Jersey bralette with no straps, put on over the head. The denim bralette has a hidden zipper on the left side

Strapless bralette



HARRIS REED

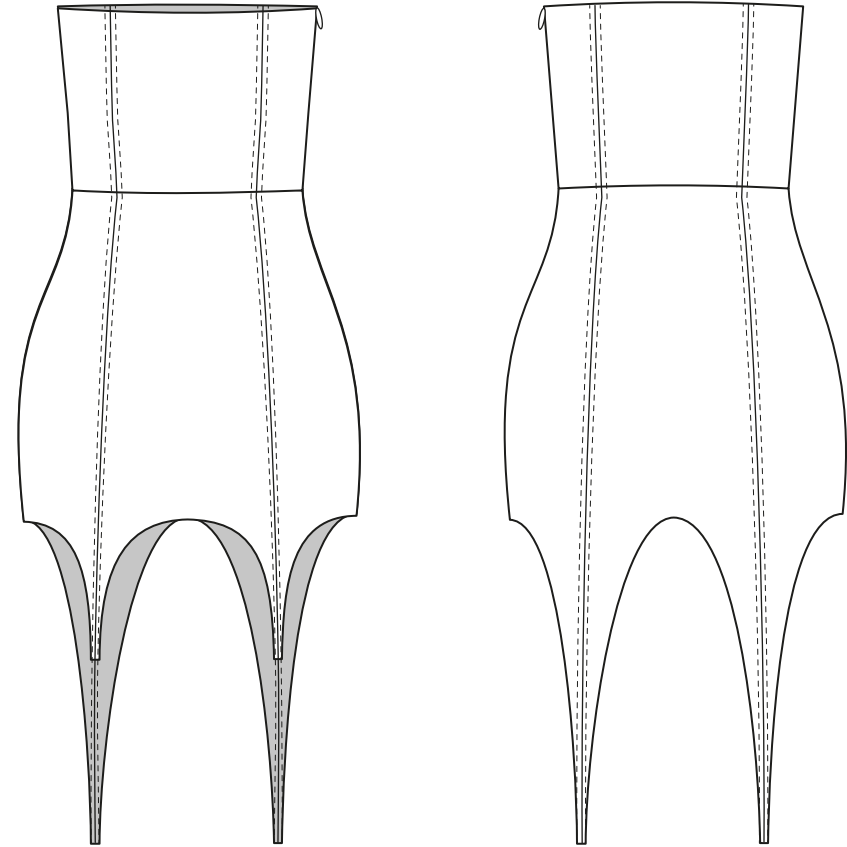
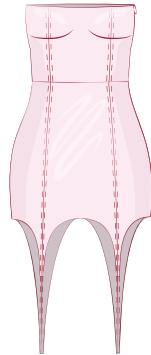
Just a poet

Materials: Satin

Color ways: Powder (light pink), Depth (blue),
Love (red)

Details: Strapless bodice, hidden zipper at the
left side and top stitches front and back, from
neckline down to the garter holder detailing

Description: Mini dress in silk, with details
resembling garter holders



Just a poet

Materials: Satin, faux feathers and muslin

Color ways: Youth (pink) and lingerie (bone white), Muslin (light yellow) and bliss (yellow)

Details: Ends in deviating color/material, feather boa string to tie by the neckline and corset in the back, top stitches and darts by the bust

Description: Silk crop top with dramatic feather boa tie and cuts reminiscent of y2k as well as the romantic era

Boa tie crop top



Just a poet

HARRIS REED

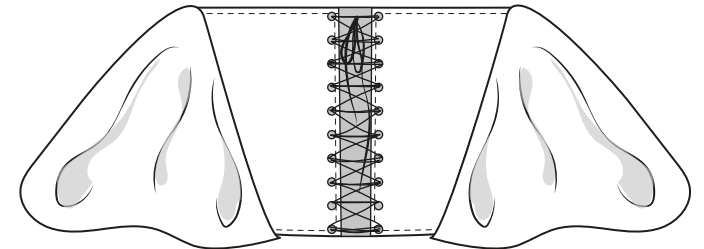
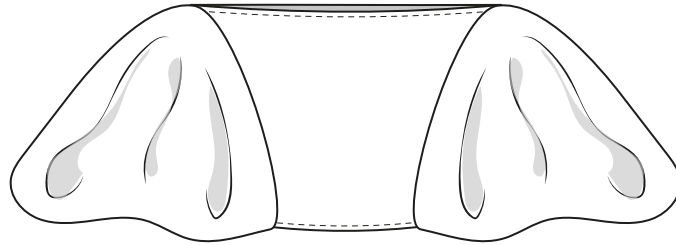
Materials: Satin and muslin

Color ways: Youth (pink) and lingerie (bone white), Growth (green) and ink (black)

Details: Poofy drape outwards on the sides to enhance the hips and corset in back

Description: Mini skirt with voluminous hip drapes and corset fastening

Enhanced hip mini skirt



HARRIS REED

Just a poet

Materials: Denim

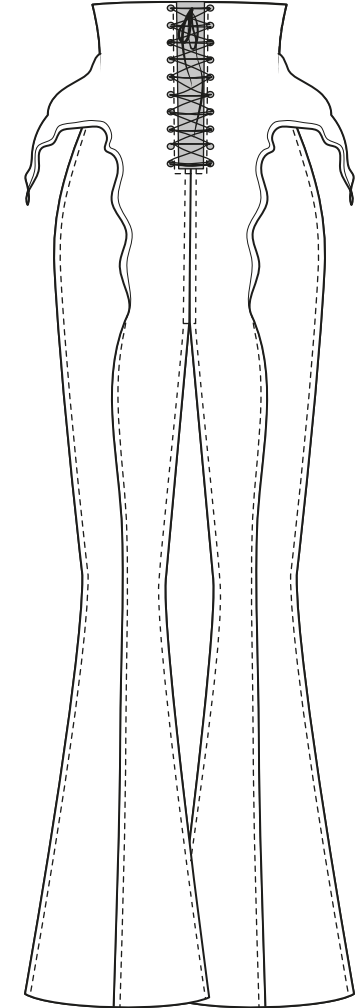
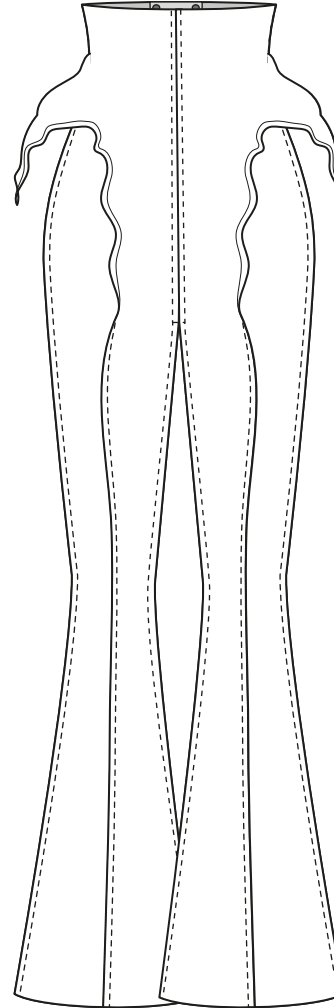
Color ways: Mud (brown), Lingerie (bone white), Depth (blue)

Details: Corset in the back, top stitches, super high rise, signature boot cut, billowy hip enhancers which interlocks with the reinforced press folds

Description: Twisted take on the H.R. signature boot cut, with high waist and intriguing hip flares



Higher waist boot cut



Just a poet

Materials: Satin, faux feathers and chiffon

Color ways: Ink (brown) and growth (green),
Powder (light pink) and love (red)

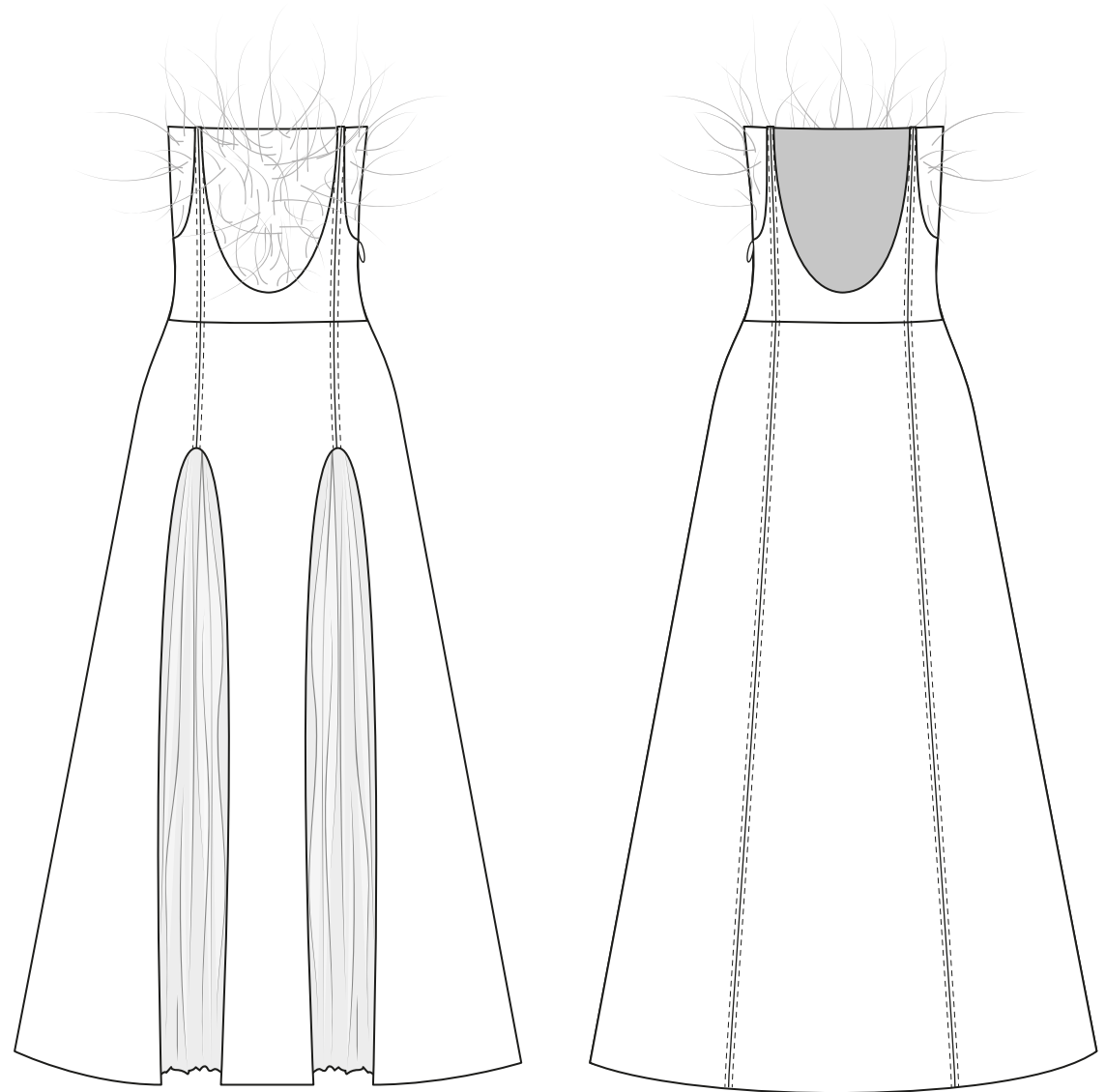
Details: Slits with chiffon inside, top stitches,
upside down garter holders over the bust, deep
plunge back, hidden zipper at the left side and
faux feathers spilling over the strapless bodice

Description: Unique ankle long dress with
feathers in focus. Chiffon-filled, u-shaped slits
beginning at the thigh. Elements that connect to
other pieces in the collection; strapless bodice
and garter holder details



Just a poet

Filled slits boa dress

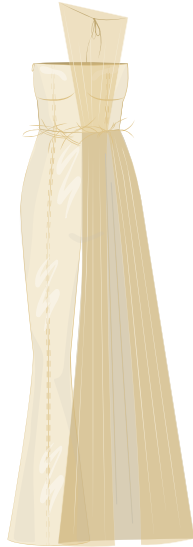


Materials: Satin, chiffon and faux feathers

Color ways: Muslin (light yellow) and bliss (yellow), Love (red)

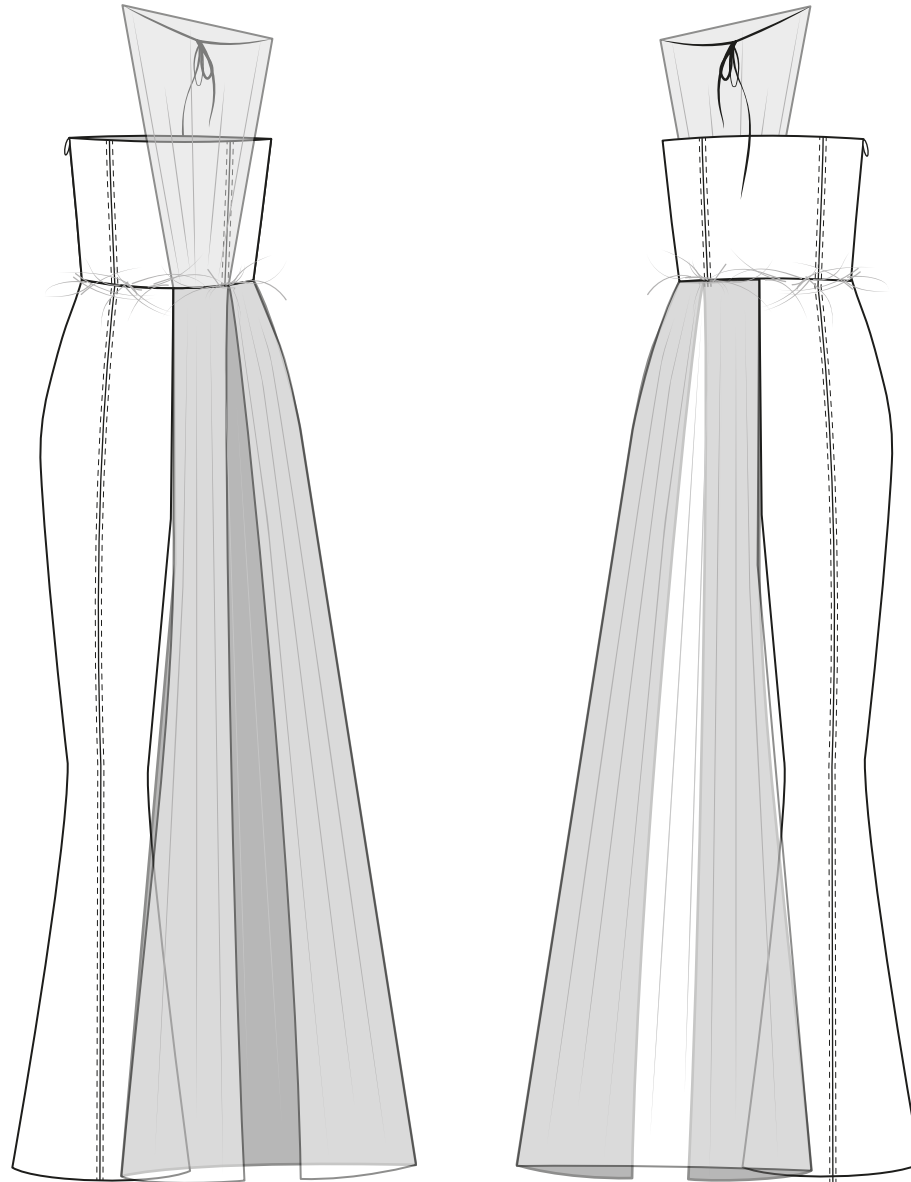
Details: Top stitches, reinforced press folds hidden zipper on the right side, one H.R. signature boot cut leg, one chiffon leg with high slit, strapless bodice, feathers by the waist and asymmetric chiffon panel over left bust which ties in the back

Description: Pant suit with two different styles of legs



Just a poet

Odd legs pant suit



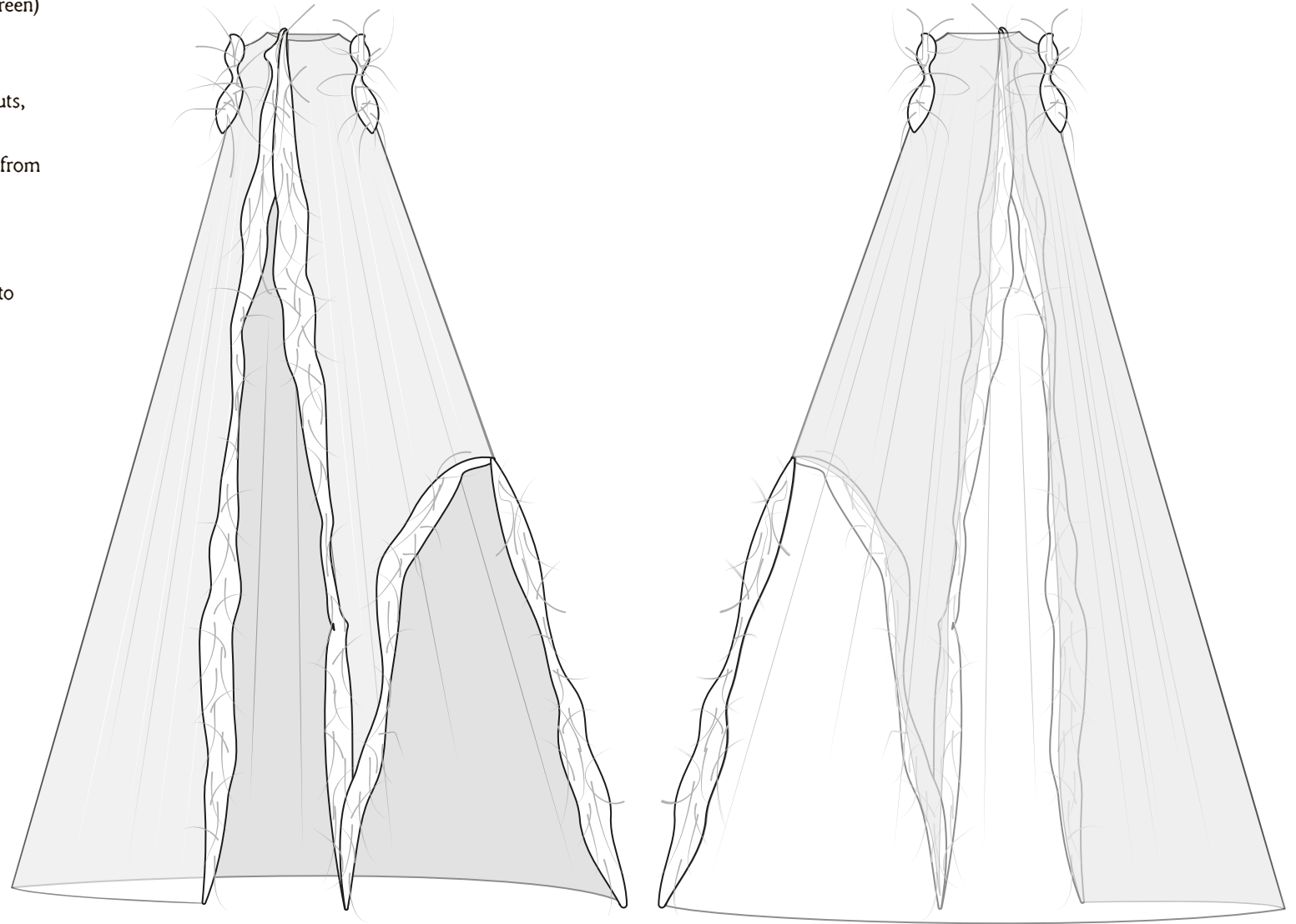
Boa & tulle dressing gown

Materials: Tulle and faux feathers

Color ways: Powder (light pink) and love (red),
Mud (brown) and depth (blue), Growth (green)

Details: Hidden button by the collar, faux feather boa provided edges, asymmetric cuts, high neck, high slit, narrow armholes to resemble the y2k cut seen in the crop top from the collection

Description: Tulle dressing gown without sleeves, faux feather boas lining the edges to dramatize and romanticize



Just a poet

Just a poet

HARRIS REED



Lineup

Just a poet HARRIS REED

