

[REDACTED]  
[REDACTED]  
[REDACTED]  
Internship: Vivienne Westwood Studio, Elcho Street 9-15, London UK

Period: 9 July 2017- 27 October 2017

During my studies at HFK Bremen I had the wonderful chance to take part in a course project in collaboration with the Vivienne Westwood's studio manager [REDACTED] and Göttingen's professor [REDACTED], focusing on the theme "PopMusik und Mode", analyzing different music social subcultures in relation with the fashion they used to identify themselves in each cultural group. This project ended up with a research and the planning of a concept and making of outfits they respond to our personal researches. After this project the class had the chance to have a round trip to London visiting some exhibitions and at Vivienne Westwood Studios. After this wonderful experience, I decided to prepare a portfolio for applying for a placement as an intern at Vivienne Westwood Studio. With all my surprise I got a positive response in the month of March 2017.

Since then I started gaining my learning process in fashion design technical skills which I missed during my previous studies with the aim of arriving in the studio with a wider knowledge in this field. I got in Vivienne Westwood studio on July the 10th, and since then I started, I would say, my most important professional experience I ever had so far. In fact, I got to know the marvellous world of a big brand company, learning how would it be working in this field, learning the process of designing a seasonal cultural collection.

A very important and motivational fact is that I was working at one of the most iconic idols I ever got, even because of my passion for music and punk-rock culture, and Vivienne Westwood is the authentic Icon of this world. After all these motivational factors I actually wasn't feeling any effort in terms of work, on the contrary, I was very excited for this huge opportunity, and I was very happy to be there, being part of this unattainable world.

As long as I could I was investing all my energies trying to get to know the more in this very short period. The tasks I had to do as the other interns were the more different ones: starting by copying patterns, learning to make alterations to them, learning how to do pattern cutting, learning to iron different kind of fabrics, learning about different kind of materials, some of them I have never seen them before. Parallel to the technical learning of the job, we were asked in

other tasks to use our creativity in the creation of minor designs as gadgets or accessories for showrooms in London, New York and Paris.

I was even luckier because I had the chance of working with other intern students which were all friendly and collaborative, whom I still keep contacts with. Approaching the fashion show we were conducting different tasks. At this point, we were helping each other in different smaller working groups trying to solve common duties. By the time I started to establish a “familiar” kind of relationship with all the other workers in the studio and this made my days pass very easily even by working. I was curiously motivated to know what are exactly doing the other workers in the company, getting to know even better the mechanism of working in such a big name studio. Everybody showed themselves very friendly and professionally valid and I never felt let out from any discussion or context. This situation made me think how social is the nature of this Studio.

After my first month of the internship, the studio manager assigned me a special assignment. As she knew about my studying history and that I did my previous studies in product and communication design, she thought that it would be fitting my competences.

In fact, [REDACTED], designer of the collection, had some ideas about how to integrate the clothes with some extra pieces that would complete some outfits with extravagant costume accessories. At first, I wasn't that sure about the task because I actually wanted to avoid product design and learning more about the making of a fashion collection. I started to do some little models after studio manager's first instructions. I made some wire design models at first on the little dummy.

After making some samples I was asked to go for an inspection of the metal sketches at the last floor of the company, it means directly in the studio of Vivienne Westwood and [REDACTED]. I was very excited and scared at the same time because I never met them personally before, and I didn't know how big were their expectations. I was brought to the elevator, the only way to go upstairs and I was in the end, alone in the elevator.

For me was a huge occasion to go upstairs, the doors opened and I saw for the first time that studio I was dreaming about. There I got to know Andreas Kronthaler personally for the first time ever and we introduced ourselves. In this occasion, he explained to me his ideas for this showpieces and I showed him the actual stand of my first models. After this meeting, I was asked to do the models with some variations and even in real scale so that we could try them on on the next fitting sessions. Again I was very lucky because at the next meeting also [REDACTED], fashion designer, was also there and I had the

chance to discuss altogether them, besides them there were also the patternmakers of the studio, two other designers and the studio manager.

I felt again very lucky to have had this opportunity having feedbacks about my works from so many professionals at the same time. Afterwards, we had few more fittings and then I had to go to welders with the patterns and the models I made for having the pieces in proper metal. It was very interesting during this process, to see even more working processes in different fields and being there in contacts with this worlds made my internship even more special and interesting.

Dealing with so many different tasks makes your experience grow and enrich with new knowledge and technical skills. Approaching the fashion show time I continued with helping designing some sneakers, crowns, doing parts of calico pieces. From the metal pieces at the end we had 3 variations and right a week before the fashion show everything had to be done perfectly so I made a last check of the metal pieces and now they were ready to be coloured.

The metal pieces had different shapes in the variations and they had to be wearable on the shoulders. For this reason, I had to do some researches in second-hand shops for having more options for designing different kinds of straps. I made then different kind of patterns and I sawed then in calico, afterwards me and one of the patternmakers we went through the patterns defining than the final one. Everything was almost ready for the show and we left London to go to Paris.

Here we started a very important part of the entire process, we had to help in the organisation itself of the Fashion Show. For the first days we had to help as dressers during the castings, here the days were longer than in the studio because it was more stressing but still interesting to see how it works.

The excitement of the moment and of the idea of being part of the fashion week in Paris made us work with such enthusiasm and we still had lovely times passed together with the other interns and workers.

Vivienne Westwood was personally almost always there and [REDACTED] was definitely in the showroom at any hour. On Saturday the 31 september, we had the fashion show and we helped even in bringing some materials at the venue place. During the show, we were still helping in the process as dressers and we had so, the experience of a fashion show backstage, looking how the organisation behind it is working.

After the fashion show, we worked for few days still at the showroom for organising the presentation of the showpieces to the buyers. We luckily had some free time as well so that we could enjoy a little bit even the city itself. As non paid internship, unfortunately, we had to finance the tickets and stay to

Paris by ourselves as well, which is a consistent effort in terms of money. I would have needed maybe more support from University or Erasmus funding. Back in the studio we started again with our duties and started to work for organising the production of some pieces from the new collection.

I think I was pretty lucky on this occasion because I really got to know nice people and a nice professional environment which was quite collaborative. The Intern Students were also very friendly and it actually made the time go faster and we were able to solve every issue in a collaborative way. I would recommend doing such an experience to other students, it is a plus in term of experience and hopefully having a nice time. Is a good way of learning many things about a company or of a job in very short time.