

# Costume Design I

## CHAPTER 3

# เครื่องแต่งกาย กับ ชาติ



Giorgio Armani for  
Italy, 2016



Adidas x Stella McCartney for  
Great Britain, 2016



Ralph Lauren for USA,  
2016

**What is Liberian Fashion?**

**What does nationality even mean?**



27 กรกฎาคม 2564

# LIBERIA

The designer, Mr. Clemens, and the Olympian Emmanuel Matadi, wearing pieces from the uniform collection Mr. Clemens created for the Liberian Olympic team. These are a sampling of a large collection that will be revealed at the Games. Credit...Jason Nocito





- The Liberian-American designer and disrupter of the fashion system.
- Bringing his signature genetically spliced unisex designs



Telfar Clement







## THE BUSHWICK BIRKIN





LIBÉRIA

Liberia, 2016

Pedro ugarte/Agence France-Getty iMAGES





**The uniforms for  
the Liberian Olympic  
team.**

Mr. Matadi modeling the Liberian  
team Olympic warm-ups, which  
feature the star from the Liberian  
flag, and the Telfar brand logo on  
the left breast. Credit... Jason  
Nocito





**The Biggest Runways**





# the most out-of-the-box

“They said, ‘Go crazy.’ So I did.”




# "Not for you, for everyone"


Telfar Clement



Deconstructed  
Unisex basics



Subcultures  
Long rejected  
Neglected



Buliding a modern  
community



A very specific definition  
of "Performance"  
This was the perfect  
"Opportunity"



The biggest  
investment but  
it was worth.





"If you fell like you look good, you perform well"

his designs are so cute.







CLICK TO UNMUTE 

there's nothing."





that's the transition





Your athlete could be the fastest in the world.



# Phenomenal

ต้นกำเนิด  
วิเคราะห์การตีความ  
โอกาส  
กล้าทำ  
การสื่อสาร  
สร้างการรับรู้

“The perception of Liberia, it was all about the war.”