

My Atelier Signature collection looks at the Japanese expression of Kimochi which means to have a great or intense feeling. Kimochi consists of two words, 'ki'- mind, heart, spirit or feeling and 'mochi'- meaning to have or to get. This expression represents my collection because of the strong emotions I had to put forth in order to start researching aesthetics and visuals that represented them.

Growing up I realised there was a stigma against women who knew they were beautiful and had strong personalities, especially if they expressed these qualities without the shame we are taught to carry. I couldn't express this feeling as a young woman but now having lived it I wanted to bring those feelings to life in my collection through defiance.

Women are expected to be humble beings who wait for others, namely men, to tell them they are attractive or worthy of anything, even then, accepting the compliments is frowned upon as it isn't fulfilling the mans need to give you validation. When women don't comply to these social ques people feel the need to 'take them down a peg' and humble them because a woman is not supposed to know her own worth, unless it has been given to her.

