

Receive the Healing

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This spring, designers scattered to find a place to create and present their art to the world with so much change. Charles Jeffrey founder of Loverboy clothing brand uses his spring 2021 collection to show the effects of the pandemic has had on him and his brand. Jeffrey wanted to use this in a way of coping with the lockdown, his views are expressed in the prints he uses in this collection. “The Healing” collection captures the foundation of the brand, the playful and joyful theme that his designs. “It kind of represents my brain as I was thinking on long walks to the studio during lockdown. Taking up space, that is what we do in a Loverboy show. But now that has gone, stopped. I was thinking: What does it look like when we’re all keeping away from each other?” With this idea in mind Charles Jeffrey created a collection that celebrates a wild version of sexiness, inclusion, and crafty life forces with a underline exposing the reality of poisonous elements we face.

The collection is a combination of separation and unity, in the time of the pandemic people are force to be apart but as part of our human behavior we find ways to stay in touch “virtually”. The collection display elements through multicolored knits, tartans, and psychedelic prints to show the idea of hostility, poisonous markings and chromotherapy and keep the identity and physic freedom of the brand. Chromotherapy is the science of using colors to adjust body vibrations to frequencies, benefits include physical, emotional, mental, and spiritual healing.

In this collection a lot of elements and principles of art and designs apply, Charles Jeffrey uses a variety of shapes from geometric and organic shapes in one print. A lot of the pieces from the collection that was photograph are position in ways to create movement and tricking the model’s proportion. In one piece photographed by Tim Walker the prints in the jackets have geometric shapes like rounds and hearts shapes, the color is playful as it relates to its value from a bright yellow then intensify with a bight orange highlighting the shape edges. The image also

uses proportion elements as it makes the model head small but exaggerate the bottoms of the model.

Another photographed piece is the low contrast shaped printed suit, this suit has a lot of elements to it with pattern, round shape and oval shape connecting in different sizes. A similar piece in this collection was to connect two dimension and three dimensions with the model face. The image creates an emphasis on the model appearance which makes it interesting. The two similar garments use unity of colors, shapes because the print uses similarity or repetitive elements that is constant.

Charles Jeffrey uses bright vibrant colors in the Healing collection to connect the ideas of poisonous animals being bright colors to indicate more attraction but awareness. He also wanted to use the bright colors in chromotherapy, this creates an attraction to customers to feel safe and a healing feeling from this collection. In chromotherapy certain colors are believed to affect different mental or physical stimulus. Red is believed to increase the pulse, raise blood pressure and applied to support circulatory and nervous functions. Pink is believed to activates and eliminate impurities in the blood stream. Yellow is believed to purify the skin, when thinking about why the sun is important to human development such as vitamin D. and Green is a color that can bring harmony and a calming effect.

When analyzing a vibrant overcoat piece in Loverboy collection most the chromotherapy hues are used in different elements. Designer Charles Jeffrey uses a variety of shapes, high contrasts with mixing different shades of blues, greens, reds, black and white to create a healing piece. In the photographed garment the model is seen holding chains, it can be representation of the lockdown. In some ways we can make the connection with visual texture, its something you

can see but cannot feel. The idea of heavy steal metal used in a garment presentation to capture the theme of the collection.

Citation Page

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