

JAZZ

BOSS

STRATEGIC JOY

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BIRDLAND

J

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Z

JAZZ
MUSIC
LIFE



Strategic Joy through the Spirit of 1950s Jazz

Strategic Joy explores joy not as a random emotion, but as a conscious and powerful force that helps people connect, express themselves, and overcome challenges. In this project, I interpret Strategic Joy through the vibrant world of 1950s Jazz, a cultural movement that embodied freedom, creativity, and collective celebration.

The 1950s were a transformative era for jazz music and dance. Jazz clubs became spaces where people could escape everyday pressures and experience moments of excitement, self-expression, and community. The rhythm of jazz created an atmosphere of spontaneity and optimism, while dance translated music into movement, energy, and emotion. This unique connection between sound, movement, and social interaction reflects the essence of Strategic Joy.

My design concept draws inspiration from the elegance and dynamism of 1950s jazz culture. I explore the contrast between structured tailoring and fluid movement, mirroring the balance between discipline and improvisation that defines jazz music. Flowing silhouettes, rhythmic lines, and expressive details capture the energy of dance, while refined shapes reference the sophistication of the era.

The collection aims to communicate confidence, freedom, and emotional vitality. Through movement, texture, and form, the garments celebrate the joy that emerges when individuals express themselves authentically and connect with others. Just as jazz musicians transformed melodies through improvisation, this project transforms historical influences into a contemporary fashion narrative.

Ultimately, this collection presents joy as an intentional experience—one that is created through creativity, movement, and human connection. Inspired by the spirit of 1950s jazz, it invites the wearer to embrace freedom, celebrate individuality, and find beauty in moments of shared happiness.

"The relaxed yet confident atmosphere Songtitle of 'So What' reflects my interpretation of Strategic Joy: a state of freedom, self-expression, and effortless elegance."

LOOK 1



Royal Blue Pinstripe
Wool Twill
98% Virgin Wool,
2% Elastane

Black Patent Leather
Patent Leather (PU)
60% Polyurethane,
40% Polyester

Ivory Satin
Duchess Satin
70% Acetate,
30% Viscose

Silver Metal Ornament
Metal Alloy
(Zinc Based)

Royal Blue Cord
Cotton Cord
100% Cotton

LOOK 2



Cobalt Blue Pinstripe
Wool Suiting
97% Virgin Wool,
3% Elastane

Pink Shirt Fabric
Cotton Poplin
97% Cotton,
3% Elastane

Sand Trousers Fabric
Wool Gabardine
100% Wool

Black Satin Piping
Satin Tape
100% Polyester

Straw Texture
Panama Weave
(Natural Fiber)

Silver Chain
Brass with
Nickel Finish

LOOK 3



Ivory Pinstripe
Super 120's Wool
100% Virgin Wool

Grey Lining
Cupro Satin
100% Cupro

Black Leather
Smooth Leather
100% Leather

Pearls
Freshwater Pearls
(Natural Material)

Organza
Silk Organza
100% Silk

LOOK 5



Grey Pinstripe
Wool Crepe
95% Virgin Wool,
5% Elastane

Ivory Bustier Satin
Duchess Satin
65% Acetate,
35% Polyester

Silver Grey Satin
Satin de Luxe
100% Polyester

Pearl Trim
Glass Pearls on
Cotton Tape

Hat Material
Wool Felt
100% Wool

MENS LOOK



Light Grey Pinstripe
Tropical Wool
100% Virgin Wool

Navy Shirt Fabric
Cotton Poplin
100% Cotton

Black Leather
Shoe Leather
(Calfskin)
100% Leather

Grey Lining
Cupro
100% Cupro



Grey Hat Felt
Wool Felt
100% Wool

COLOR BOARD – PANTONE PALETTE

LOOK 1



PANTONE 19-4052 TCX Royal Blue
PANTONE 11-0304 TCX Ivory
PANTONE 19-4006 TCX Black
PANTONE 877 C Silver

LOOK 2



PANTONE 19-4055 TCX Cobalt Blue
PANTONE 12-2906 TCX Pink Pearl
PANTONE 13-1306 TCX Sand
PANTONE 19-4008 TCX Black
PANTONE Cool Gray 7 C Silver

LOOK 3



PANTONE 11-0701 TCX Ivory
PANTONE 12-0605 TCX Linen
PANTONE 11-0602 TCX Pearl
PANTONE 18-4005 TCX Grey

LOOK 5



PANTONE 18-0201 TCX Grey Pinstripe
PANTONE 17-5104 TCX Silver Grey
PANTONE 11-0105 TCX Ivory Buster
PANTONE 14-0000 TCX Pearl Grey

MENS LOOK



PANTONE 19-3920 TCX Navy



PANTONE 14-4102 TCX Light Grey Pinstripe



PANTONE 19-3922 TCX Navy Shirt



PANTONE 19-4006 TCX Black Leather



PANTONE 17-5105 TCX Grey Lining



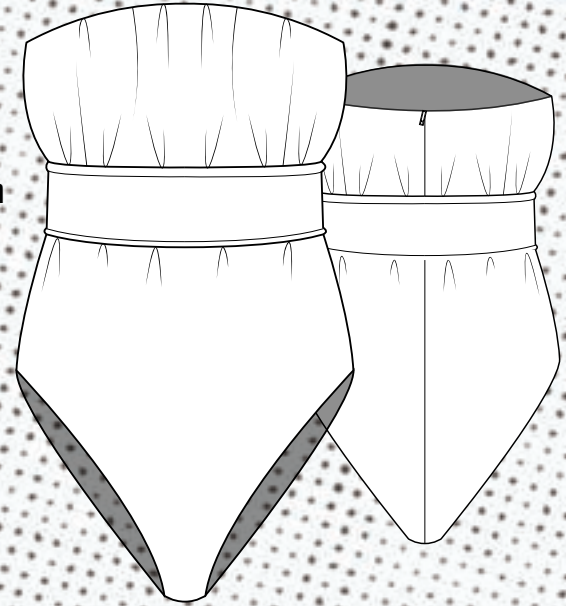
PANTONE 17-0000 TCX Grey Hat Felt

Bitte beachten: Pantone Farben können je nach Material, Druck und Bildschirmdarstellung leicht abweichen.

Look 1

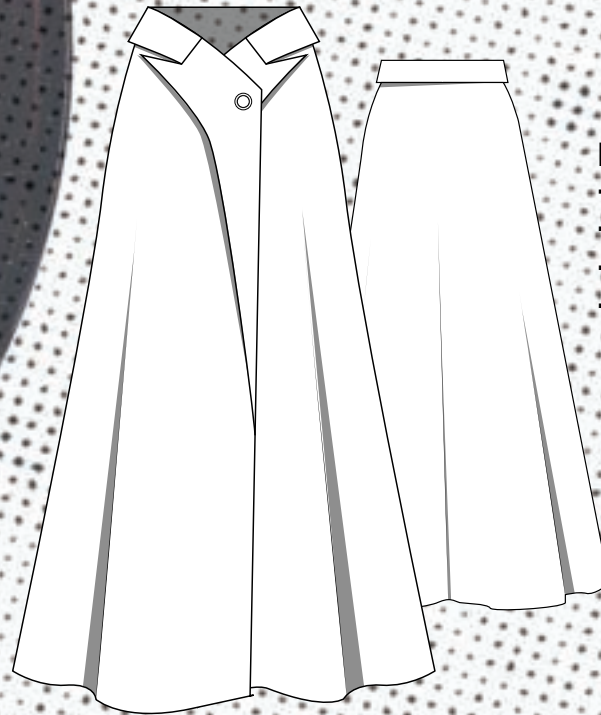
Bustier Top

- Structured strapless Bustier with gathered upper edge
- Fitted silhouette with wide waistband detail
- High-cut bodysuit construction
- elegant tailoring with vintage-inspired design



Maxi Skirt

- High-waisted floor-length skirt
- Flared A-line silhouette
- Front overlap detail with button closure
- Fluid drape for enhanced movement

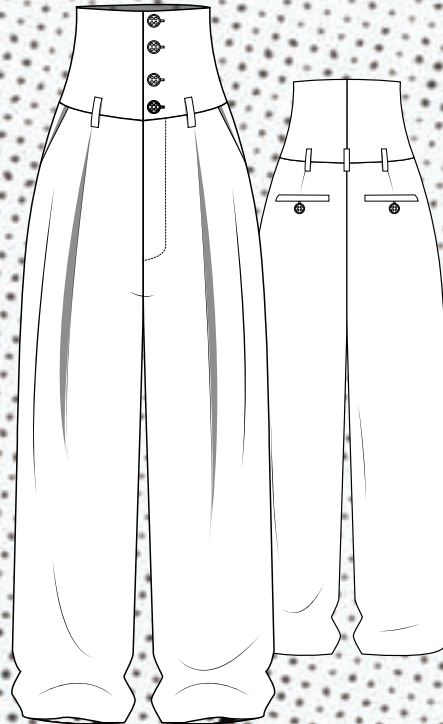


Look 2



Shirt

- **Classic button-up shirt with pointed collar**
- **relaxed fit with long sleeves**
- **single chest pocket**
- **clean tailored construction**



Trousers

- **High-waisted wide-leg trousers**
- **pleated front for added volume**
- **adjustable waistband tabs with button closure**
- **relaxed silhouette with elongated proportions**

Look 2



Long Coat

- oversized tailored coat with structured shoulders
- single-breasted front closure
- large patch pockets
- contemporary menswear-inspired silhouette





Look 3



Blazer

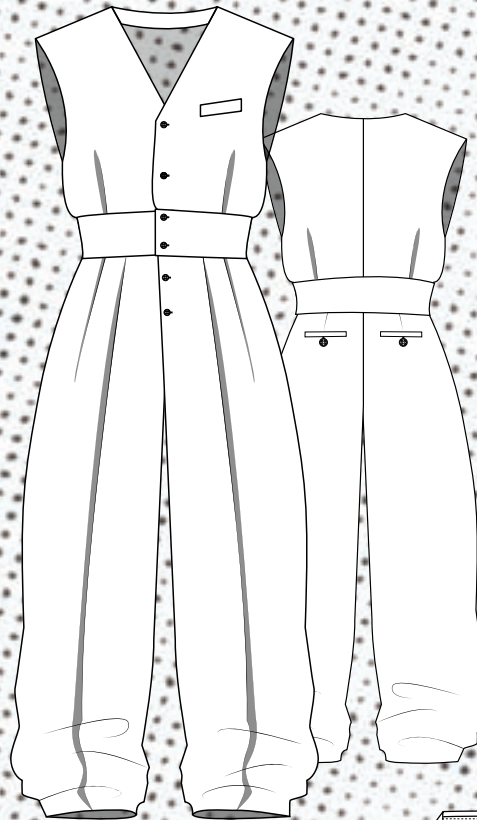
- double-breasted tailored blazer
- peak lapels with chest welt pocket
- voluminous sleeves with fitted cuffs
- feminine interpretation of classic suiting



Trousers

- High-waisted flared trousers
- slim fit through the hips and thighs
- full-length silhouette with wide hem
- elegant pinstripe tailoring

Look 4



Jumpsuit

- sleeveless tailored jumpsuit
- deep V-neckline with button front closure
- integrated waist belt detail
- relaxed wide-leg silhouette with gathered hem

Shirt

- classic button-up shirt with pointed collar
- long sleeves with cuff closure
- chest pocket detail
- versatile wardrobe staple





Look 5

Cropped Shirt

- cropped short-sleeve shirt
- classic collar with front button placket
- relaxed fit
- modern layering piece

Corset Top

- structured corset with molded cups
- adjustable shoulder straps
- draped front panel detail
- figure-enhancing silhouette

Skirt

- high-waisted midi skirt
- draped front construction
- decorative button accents
- soft flared hem for fluid movement

