



# DESIRES

Men's Spring-Summer 2025 Senior Collection

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My name is Quinton Patten I am a graduate fashion design student at the University of North Texas. Growing up I never wanted to become a fashion designer it was never my dream. I've always loved to style myself to look like well-known rappers and other celebrities I was passionate about designer clothing and popular shoes from a young age. I never truly knew what to do with my life, but I wanted to create something that would leave a legacy. I wanted to become many different things growing up ultimately, I just wanted to make my parents proud. It wasn't until I got to college, I decided I wanted to follow my passion and put my all into becoming a fashion designer because I knew if I failed in this, I wouldn't know what to do with my life. I was very influenced by the black culture growing up and still is today I would normally style myself in streetwear and luxury clothing to look like rappers in music videos and other celebrities/influencers I also try to create my own lane and do something different and unique. I had a passion for fashion at a very young age. I dream to create my own brand and impact the fashion world like many other black fashion designers.



# DESIRES

*Quinton Patten*



A goal, vision, or a feeling of something to strive for, and be proud of. That's what DESIRES means to me your DESIRES can last forever because there's always something to strive for once you've reached your goal. This collection aims to elevate streetwear into being considered high-end luxury through the lens of black culture. I also want this collection to showcase what black designers are capable of. Throughout the fashion industry, there is a lack of diversity which discourages upcoming black designers from their ability and creativity compared to their peers because there's not a lot of black representation in the fashion industry. Black fashion designers have been influential in the fashion industry for example Virgil Abloh but have often been underrepresented and unrecognized.

Black designers have contributed to many notable moments in fashion, including streetwear and high couture. I want this collection to represent what black designers can do in the fashion industry but also blur the lines between streetwear and high-end fashion. Throughout the entire collection, each look represents different fashion styles from 2003 to now. I achieved this by exploring embellishments, trims, and multiple techniques. Like denim patchwork, custom denim letter cutouts spelling the words DESIRES, embroidery is used to create custom logos and designs, and a custom panel technique where there is a second layer of fabric on top of the first one connected by buttons. This menswear collection is high-end streetwear because of the fabric choices, techniques, embellishments, and trims. I did this so that the audience understands streetwear is evolving into high-end luxury and so that the audience can understand the influence and impact black designers/influencers have and will continue to have in fashion. My inspiration comes from my social, black lead and black-directed/produced movies/TV shows, hip-hop and R&B music, and fashion from 2003 to now. While also taking inspiration from other black fashion designers, I achieved a streetwear collection that not only represents black culture and the capability of black designers but also blurs the lines between streetwear and high-end fashion.

Everyone has a different definition when it comes to streetwear. Streetwear is casual clothes made to look cool while being comfortable. “Streetwear is a casual fashion style that became popular in the 1990s. It includes comfortable yet trendy clothing such as graphic tees, hoodies, sweatpants, and sneakers. Both hip-hop culture and skater style inspire streetwear brands.” (Floridia, 2023) When I think about streetwear, I think about the influence the black culture has had on it and how it changed it. Streetwear has evolved from just graphic tees, hoodies, and sweatpants. It's turning into high-end fashion. “Fashion has begun to incorporate what is typically viewed as black culture bringing it to the forefront of trends and questioning its appropriation. This transition marks the integral marketing strategies and importance of streetwear’s influence on the high-end styles.” (Levinas 2014) This collection aims to elevate streetwear into being considered high-end luxury through the lens of black culture.

I also want this collection to showcase what black designers are capable of. I feel like the fashion industry is mostly composed of white people which leads black designers to be underrepresented and unrecognized. “Black designers in American fashion during the last decades of the twentieth century are almost entirely missing.” (Way, 2023) Rappers have significantly influenced black culture, the fashion industry, and my life. You can see rappers visiting fashion shows and walking the runway, especially today. Not just the individuals in my community, but the fashion community is greatly influenced by rappers. “Rappers use fashion to show off wealth and success, flaunting designer names and labels in music videos, lyrics, and styling. In turn, high-fashion and street-style brands use rap figures as guest designers and samplings of hip-hop statements in looks, blurring the elite fashion industry and urbanized rap culture.” (Levinas, 2014)

From 2003 until the present, social movements, technological advances, cultural changes, and world events have all influenced fashion. Contemporary fashion trends have been greatly influenced by the increasing popularization of fashion through social media, the development of ethical and sustainable methods, and the growing impact of streetwear and subcultures. “Over approximately the past ten years, a new culture of luxury fashion has emerged, one that marries traditional elements of high fashion with street fashion.”(Andrea Marie, 2021) Streetwear will only continue to grow and black culture will continue redefining what fashion looks like.

The primary inspiration behind my decision to pursue a career in fashion design was Virgil Abloh. How Virgil Abloh broke down barriers between races, mentored young designers, and supported diversity in the fashion industry has significantly influenced Black designers. By fusing high fashion with streetwear aesthetics, Abloh's brands Off-White and his work at LVMH created an innovative approach that appealed to a wider range of younger consumers. Streetwear, which has strong roots in Black culture, rose to prominence in luxury fashion thanks to this mix. His unique design approach and endeavors to provide Black creatives with possibilities have left a lasting impression, motivating upcoming generations to follow their dreams of becoming successful fashion designers.

I want the audience to understand this collection is modern streetwear intertwined with high fashion. “The luxury streetwear market has significantly grown and transformed over recent years, driven by the mix of high fashion and urban culture.” (Grama, Cardillo, Ihnatenko, 2024) I chose a lot of different fabrics in this collection, like denim, mesh, wool, leather, etc. because I wanted to use traditional streetwear fabrics like denim and high-end fabrics like leather to give the garments a unique design and look. Each color palette represents something different: red symbolizes action, strength, passion, and courage. White symbolizes purity, innocence, new beginnings, and cleanliness. Grey symbolizes neutrality, conformity, boredom, and modesty. Black symbolizes power, wealth, elegance, and mystery. Ultimately, these color palettes represent a canvas, not to limit the audience, but to let them come up with ideas. “Symbolizations in streetwear emphasized inclusivity, creativity, and authenticity, pushing boundaries and blurring conventions. Overall streetwear mirrored social dynamics, fostering innovation and embracing diverse identities.” (Sardi, 2024) The visual impact of this collection starts with the silhouettes of the garments which are a little baggy and oversized dating back to the early 2000s just modified to today's era. The added embellishments are a mixture of geometric shapes, logos, and prints dating back between 2010 and 2020. The trims make the garments stand out with dramatic buttons and snaps, pants chains, hooks and eyes, etc.

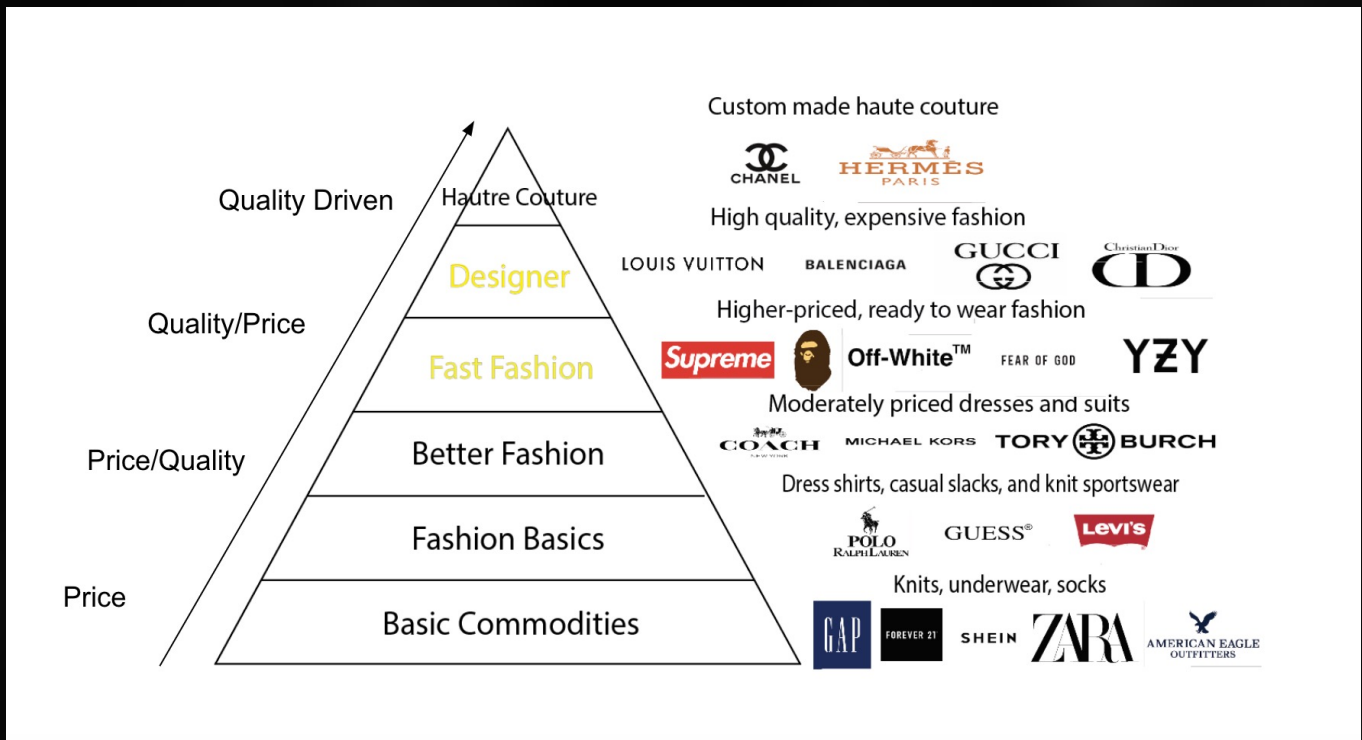
The significance of this collection not only shows my love for streetwear and high fashion but also shows what black designers are capable of and are capable of creating something that will not only influence the fashion world but ultimately leave a legacy. My work not only emulates Virgil Abloh's work but is also vastly different. Virgil mostly focused on blurring the lines between streetwear and high fashion making luxury fashion more inclusive, accessible, and reflective of contemporary culture. My collection achieves the same goal that Virgil achieved in his work but also focuses mostly on fashion from 2003 to today's era through the lens of black culture in different cities like New York, Los Angeles, Houston, and Atlanta. For example, New York is known for its unique creations in denim streetwear that's why in my collection one of the looks resembles the same New York streetwear but also resembles the black culture through trims and embellishments.

This collection shows what I am capable of as a black designer and shows new streetwear ideas, designs, and techniques that can be considered high fashion. What makes this collection unique is the techniques used. Denim patchwork with flat felled seams is used to create a custom garment, custom denim letter cutouts spelling the words DESIRES, embroidery is used to create custom logos and designs, and a custom panel technique where there is a second layer of fabric on top of the first one connected by buttons. It all relates to the different cities I've mentioned and helps represent streetwear from different cities.



## Customer:

- Men ages 18-30
- Height 5'8 – 6'4
- Lives in New York, Atlanta, Los Angeles, and Houston.
- Lives a luxurious lifestyle with an average income of \$150,000 a year.
- Listens to Hip-Hop/Rap, R&B/Soul, Pop, and Gospel.
- Lives in a high-rise apartment near downtown.
- Attends fashion shows, award ceremonies, movie premieres, sporting events, and enjoys the city life.
- Wears accessories and high-end shoes.
- An entrepreneur or a person who has a high-income job.
- Travels the world.



- A fashion pyramid ranking competitive brands from basic commodities to haute couture



- A board of competitive brands and their concept on streetwear.

## Black Designers:

### WHO DECIDES WAR

- By Ev Bravado and Tela D'Amore
- Founded in 2018. The brand is known for its unique take on traditional Americana designs, which often feature denim and are crafted with meticulous attention to detail. Who Decides War's designs also incorporate symbolic imagery and explore themes like peace, war, and human nature, with the intention of encouraging wearers to express their beliefs and identities.



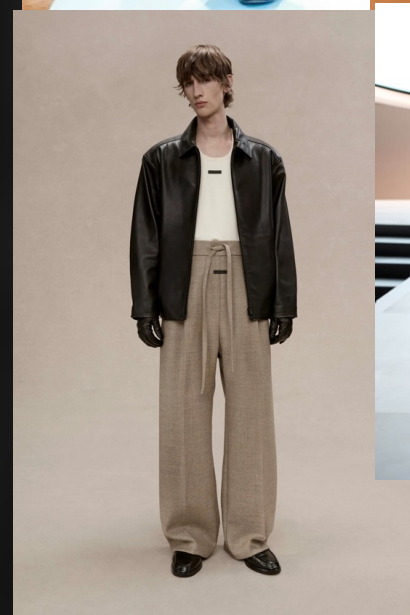
### 3. PARADIS

- By Emeric Tchatchoua
- Established in 2013, the brand was founded on a message of freedom, hope and universalism informed by the journey of life. Central to this is storytelling through the language of symbols which have come to define the brand's visual signature.



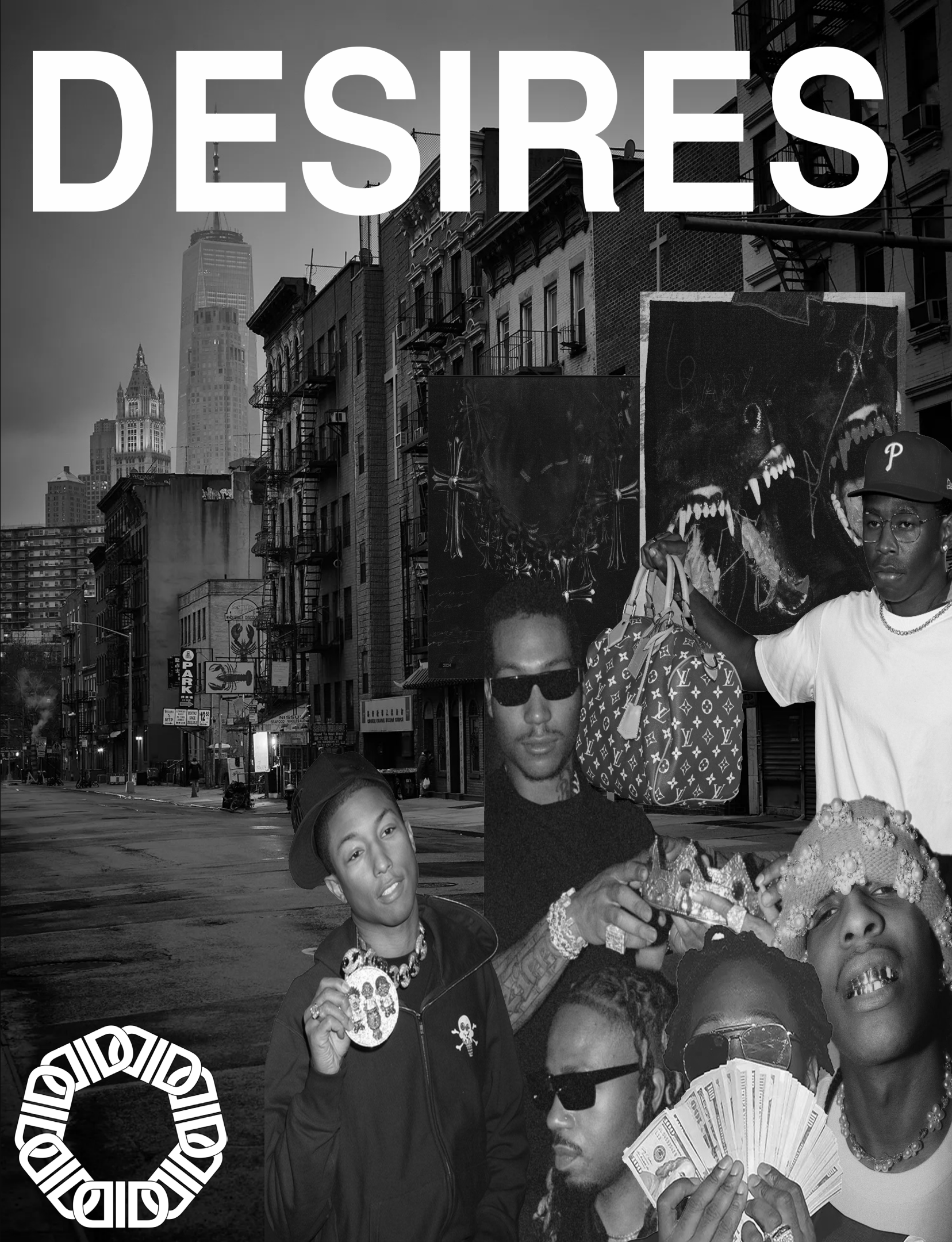
### FEAR OF GOD

- By Jerry Lorenzo
- Fear of God is an independent American luxury fashion label, founded in 2013 in Los Angeles by Jerry Lorenzo. Crafting timeless, wearable garments, the brand's distinct interpretation of the American expression has become an emblem of contemporary culture. Paying homage to the unique heritage with a contemplated and sophisticated fusion through high-grade materials and fine craftsmanship.

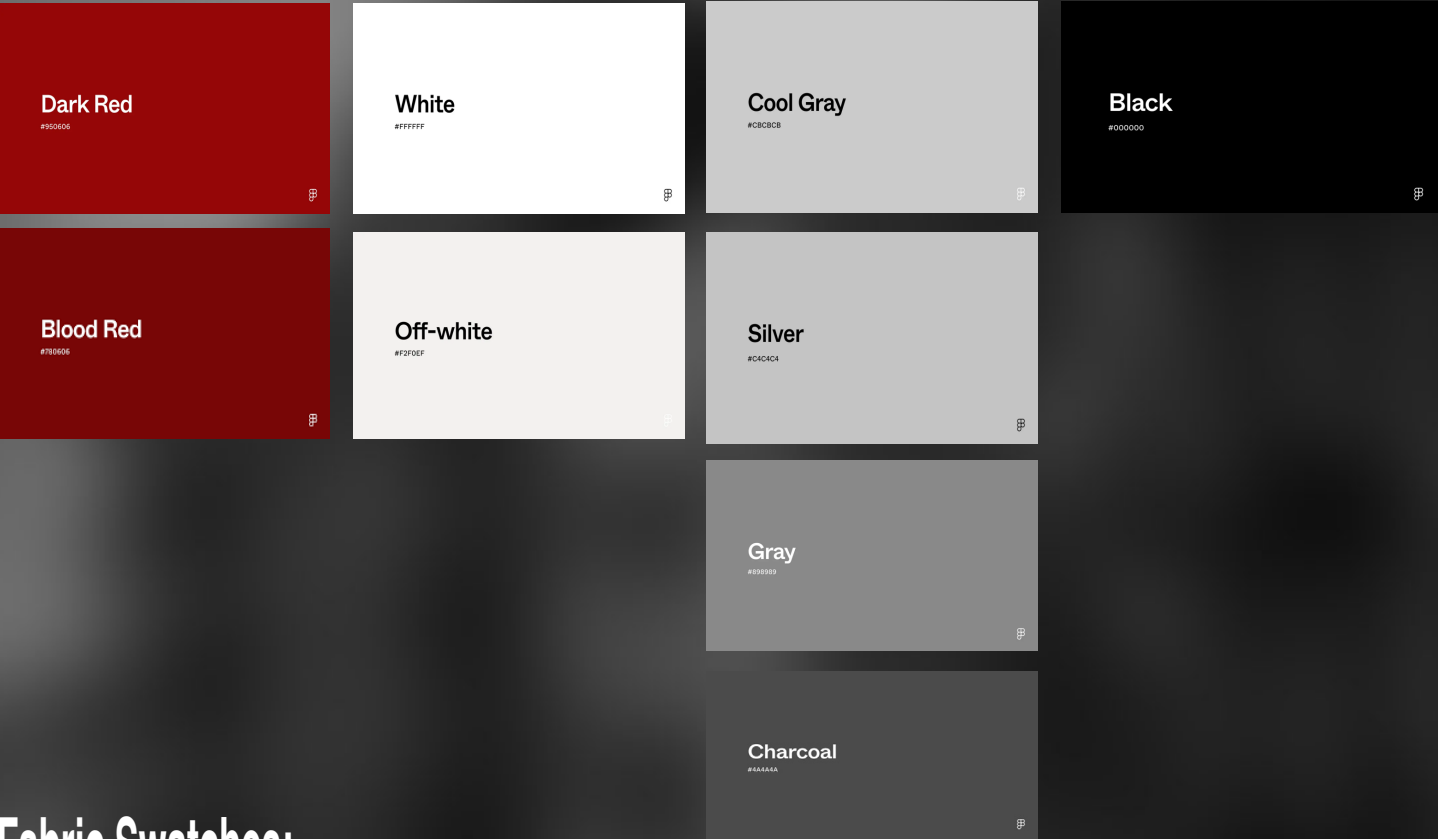


- Market reaserach on other black designers.

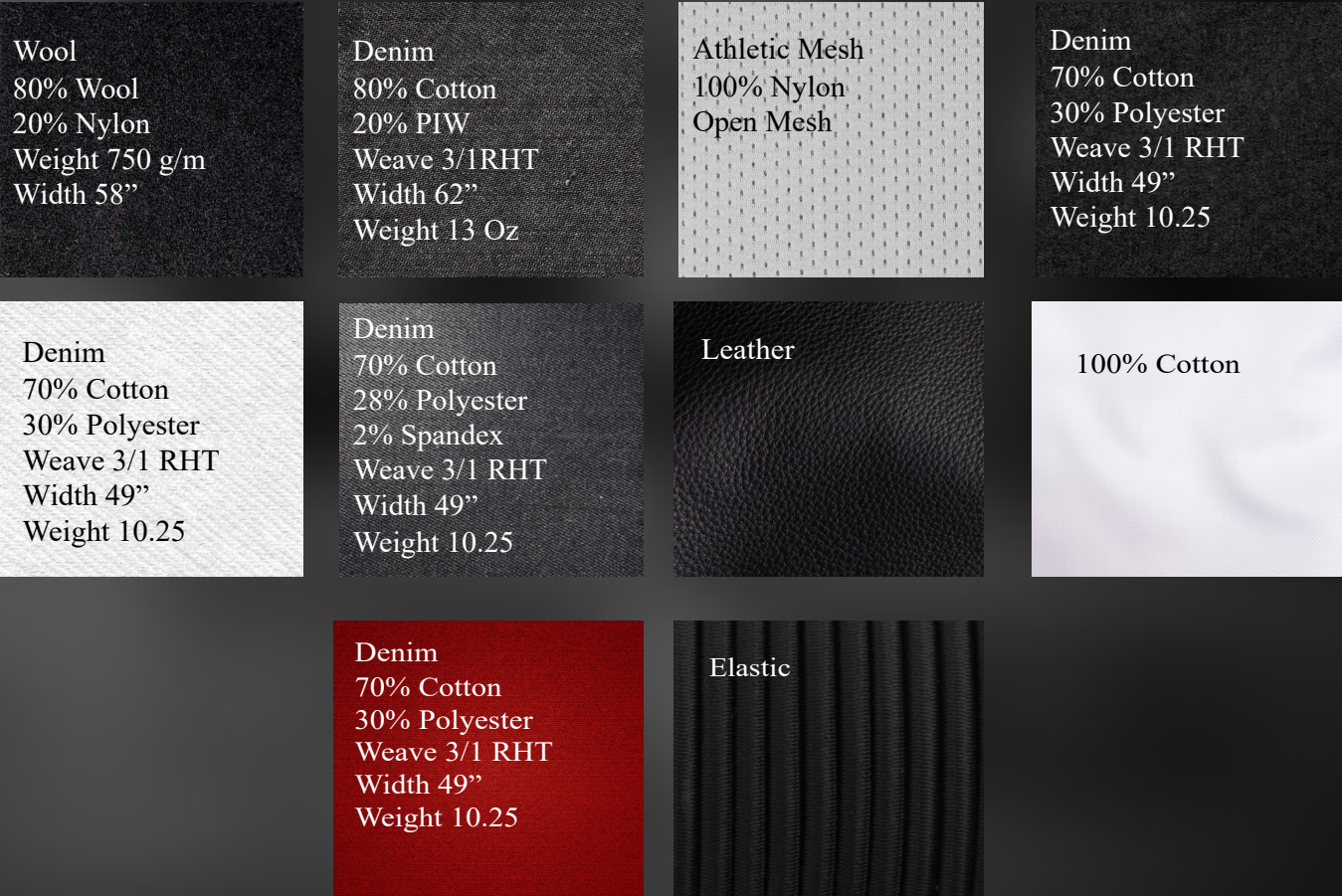
# DESIRES

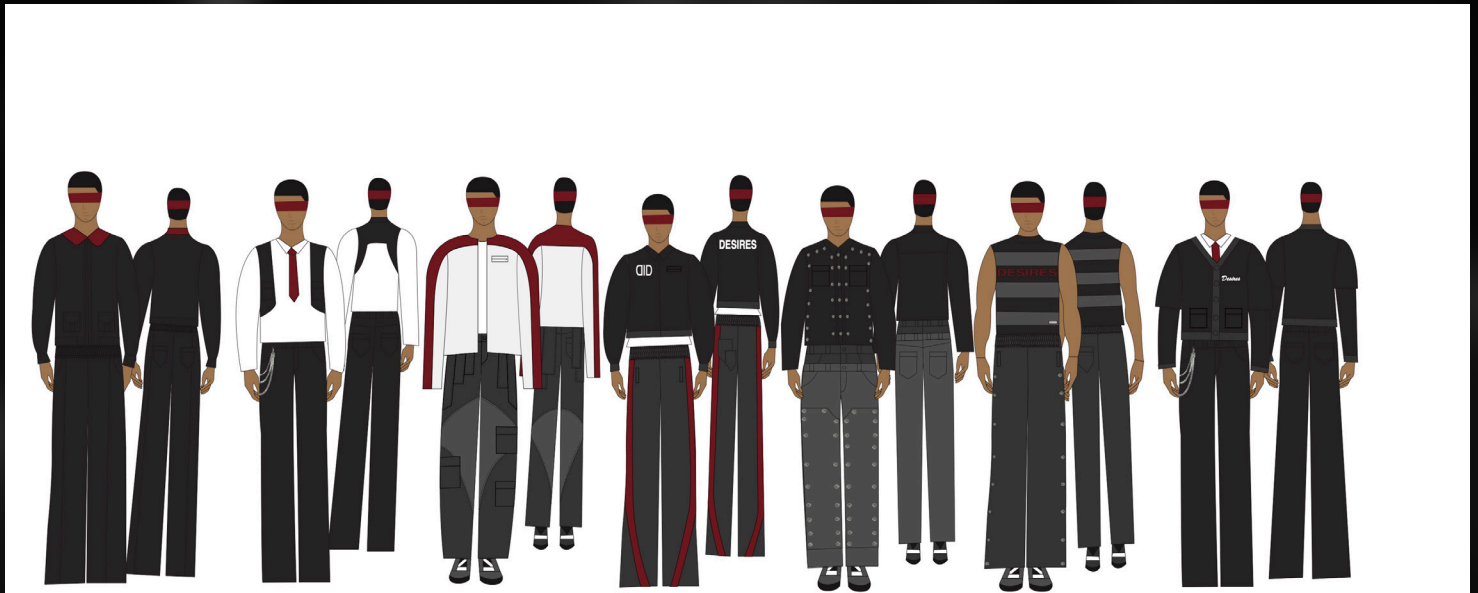


# Color Palette:



# Fabric Swatches:





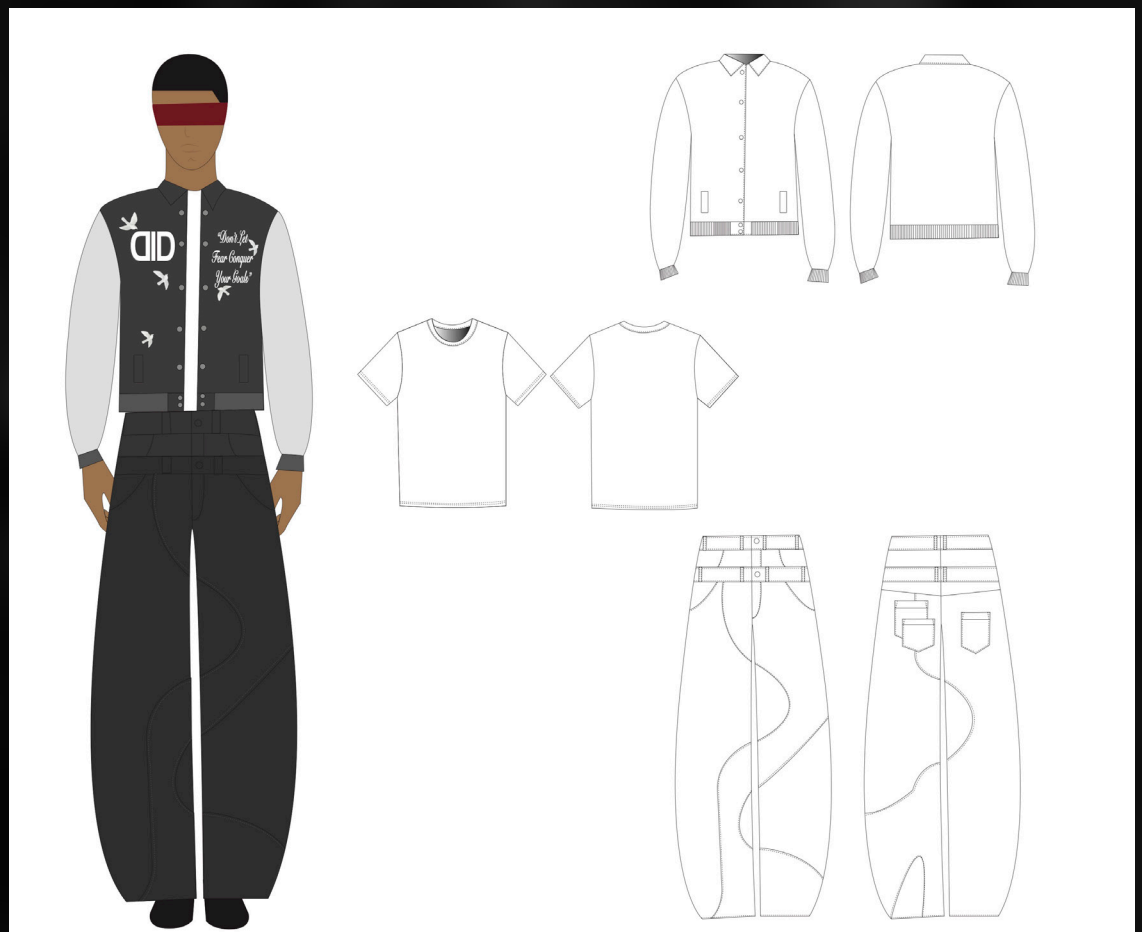
- Illustrations of intial collection ideas



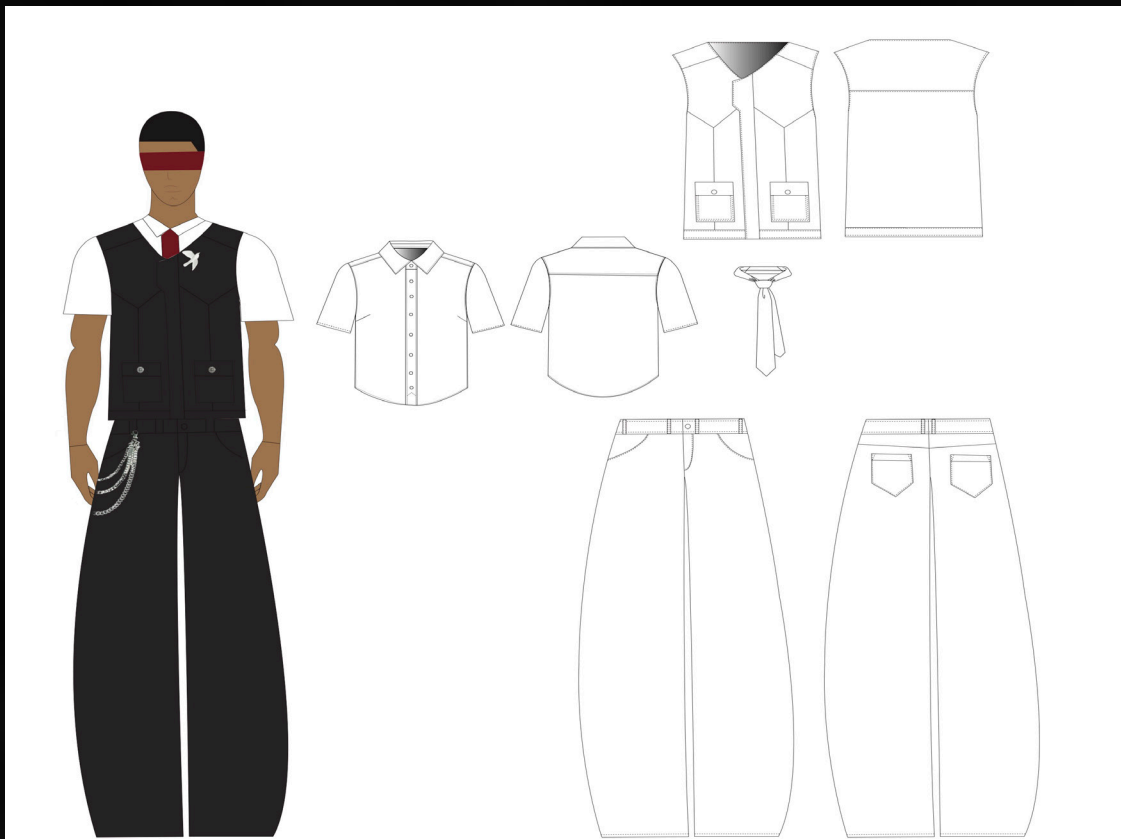
- Final Line-up of the collection.



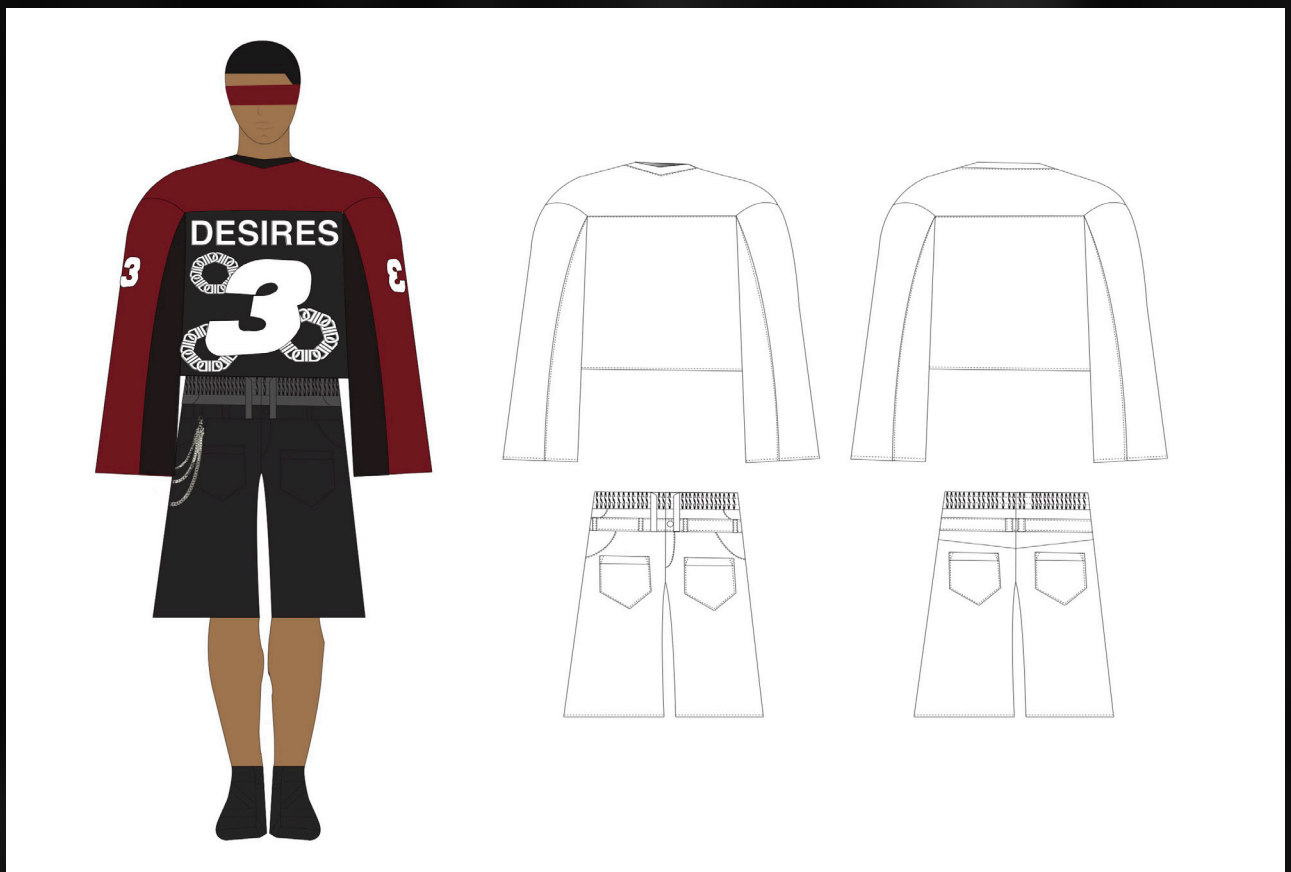
- Outfit 1 Flats



- Outfit 2 Flats

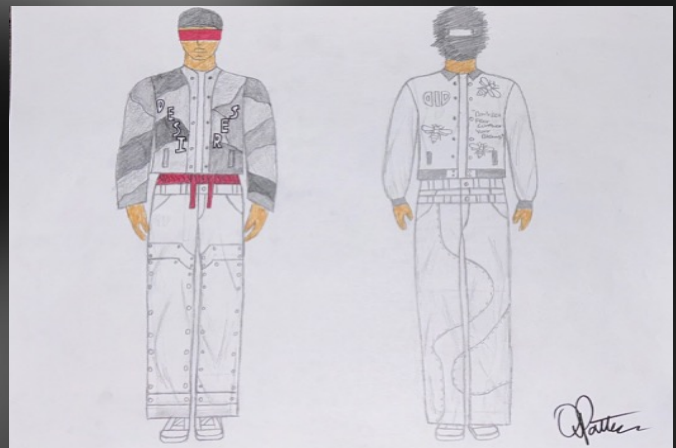


- Outfit 3 Flats



- Outfit 4 Flats

# Outfit 1 Progress



- Initial Sketch



- CLO3d Front, Side, and Back view



- 1st muslin



- 2nd muslin

# Outfit 2 Progress



- CLO3d Front, Side, and Back view



- Pictures of the embroidery

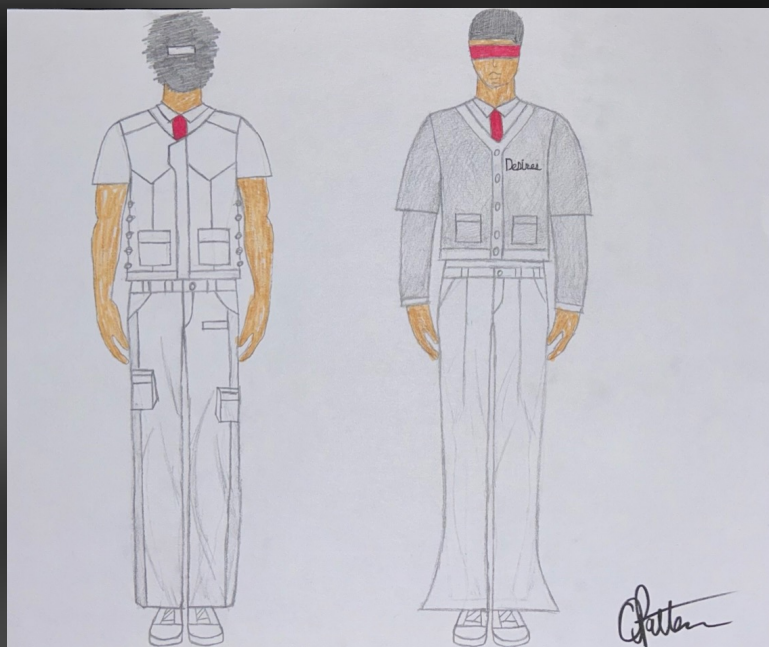


- 1st muslin



- 2nd muslin

# Outfit 3 Progress



- Initial Sketch



- CLO3d Front, Side, and Back view



- 1st muslin



- 2nd muslin

# Outfit 4 Progress



- CLO3d Front, Side, and Back view



- Initial Sketch



- Pictures of the embroidery and number placing



- 1st muslin



- 2nd muslin

The image features a repeating pattern of the word "DESIRE" in a bold, black, sans-serif font. The text is arranged in a grid, with each word slightly offset from the others, creating a sense of depth and movement. The background is a light gray, and the overall composition is minimalist and modern.

# Look 1

*"Diamonds From Sierra Leone"*





- Custom patchwork denim jacket with diamonds covering the entire jacket.
- Custom double jeans with panel work
- Custom tote bag with diamonds and pearls.

# Look 2

*"Magnolia"*





- Varsity jacket with custom embroidery and 3d printed doves sewn onto the jacket
- Custom double jeans with curve seams
- Custom duffle bag with laser printed DESIRES logo.

# Look 3

*"Man At The Garden"*





- Custom denim vest with hidden zipper, 3d printed dove sewn on, and different seams
- Custom jeans
- Custom duffle bag with lasered printed DESIRES name.

# Look 4

*"Playa Walkin"*





- Custom denim jersey with denim cutouts of the words DESIRES and the number 3. Also with Embroidery of the DESIRES logo
- Custom double shorts with athletic shorts inside the outer shorts.





**Special Thank you too**

**Models**

**Timothy Freeny  
Barry Hicks  
Kendrick Hurst  
Braylon Edwards**

**Contributors**

**Ian Brown  
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Jeremy Bernardoni**

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