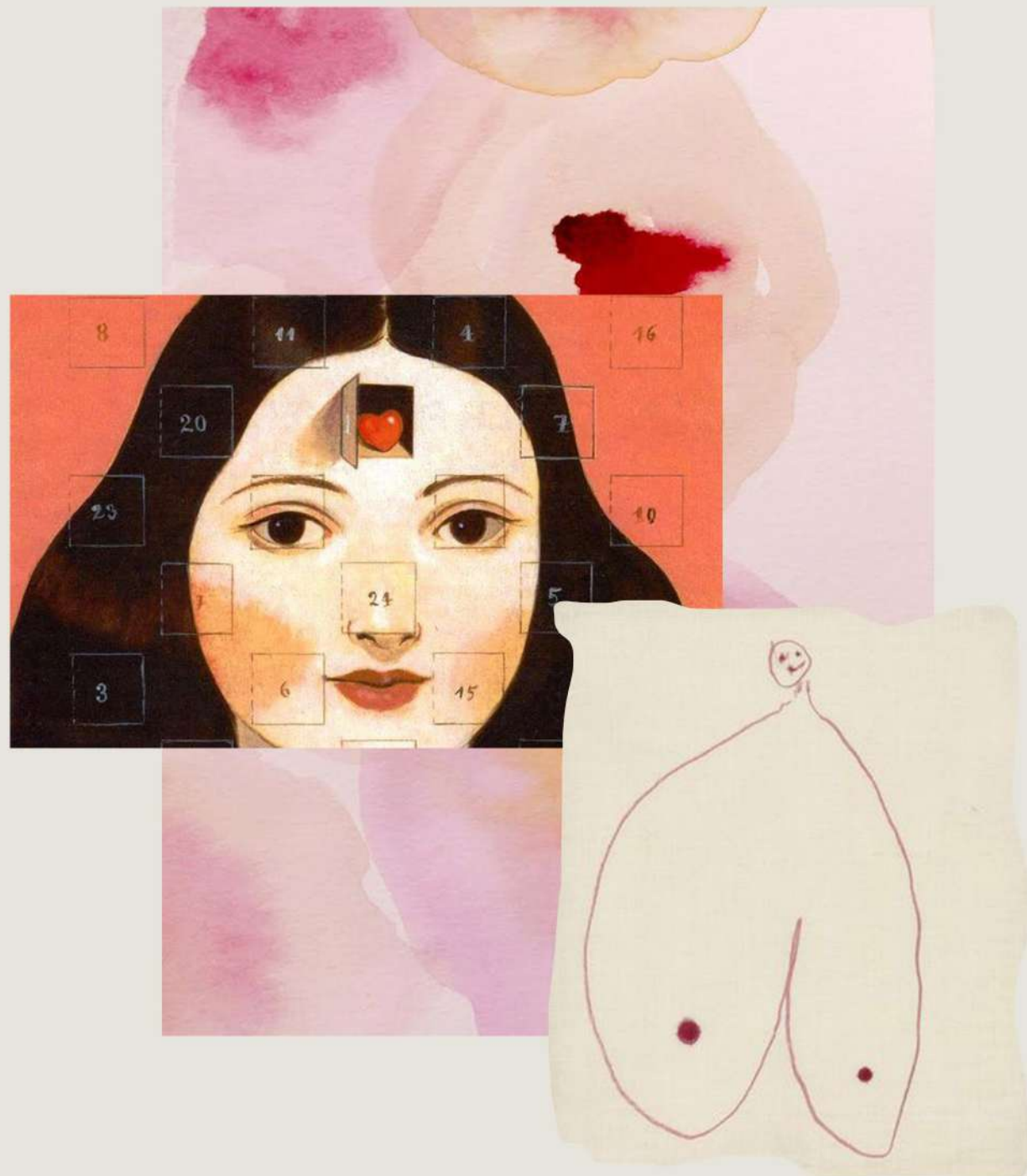


CARMEN
FERNANDEZ
DEINADO



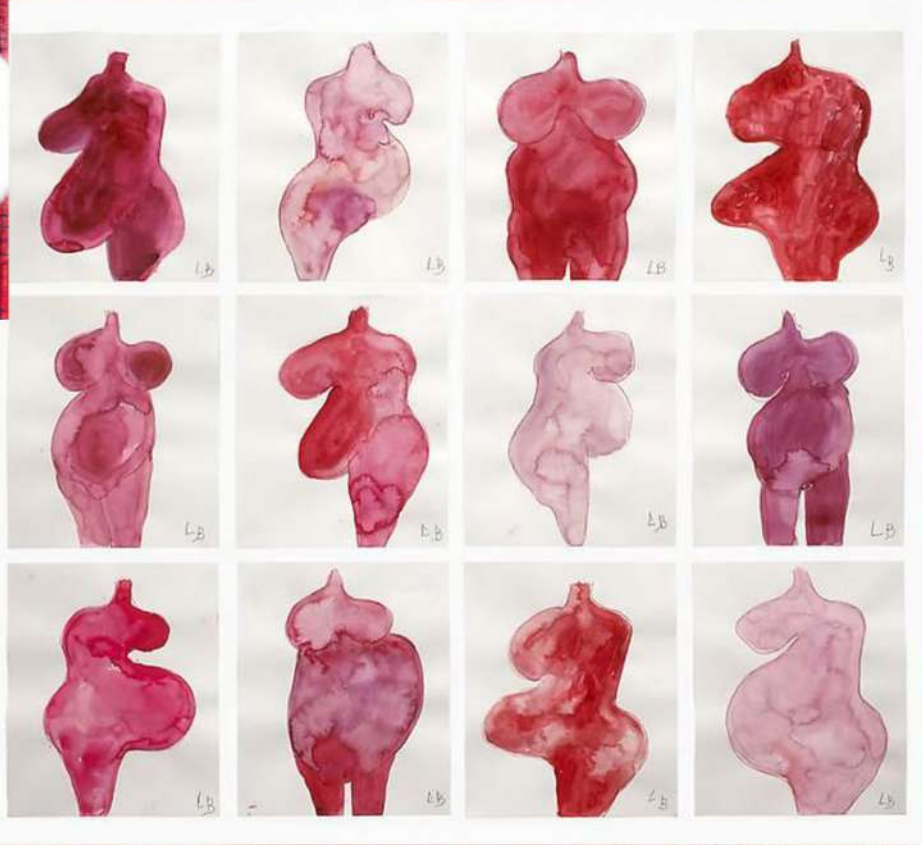
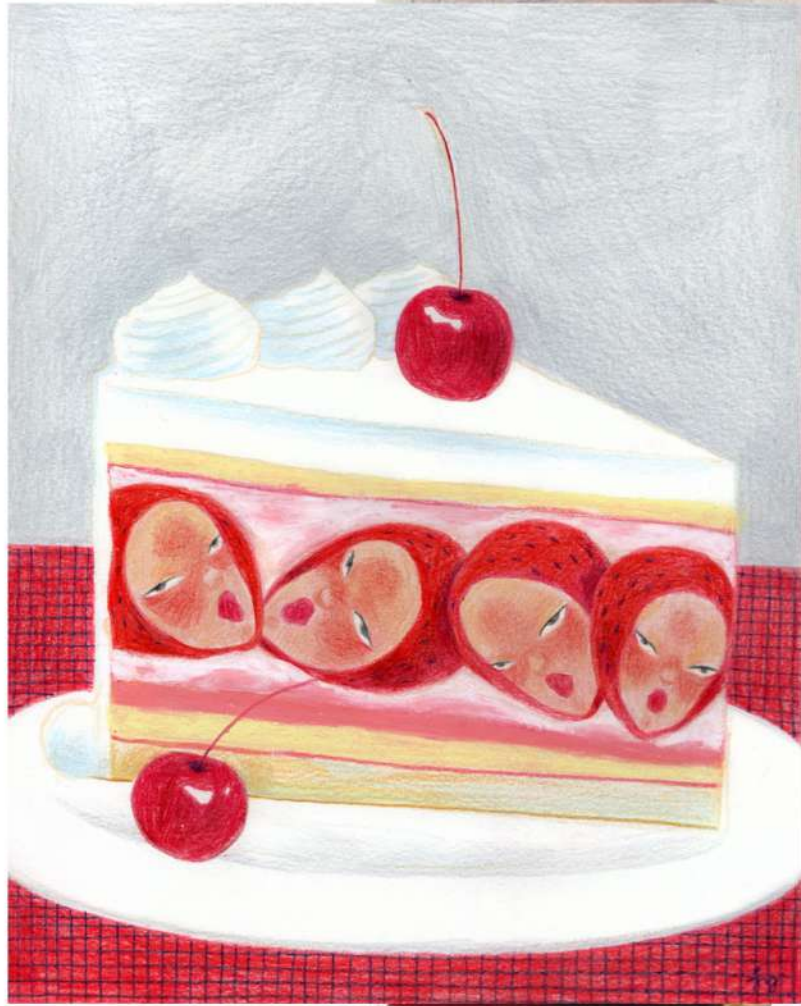


CONCEPT

THE COLLECTION IS INSPIRED BY ALICE IN WONDERLAND, BUT ESPECIALLY IN THE PATH THAT ALICE TRAVELS WHERE SHE GOES FROM BEING A GIRL TO A YOUNG WOMAN. DURING THE STORY WE SEE HOW THE PROTAGONIST FORMS HER PERSONALITY AND GROWS WITH THE HELP OF HER NEW FRIENDS, THUS ACQUIRING DETAILS OF HER CHARACTERISTICS THAT HAD CAUGHT HER ATTENTION. IN THE COLLECTION WE WILL SEE DETAILS, SHAPES AND FABRICS THAT WILL REMIND US OF THESE CHARACTERS. AT THE SAME TIME, WE HAVE TAKEN INTO ACCOUNT THE CONTEXT OF THE CLOTHING AT THE TIME THE STORY WAS WRITTEN. THE REAL ALICE WAS A YOUNG WOMAN WHO LIVED SOMEWHERE BETWEEN 1820 TO 1900. IN THIS CENTURY, GARMENTS THAT ALTERED THE NATURAL PROPORTIONS OF WOMEN WERE TRENDY, WITH THE AIM OF NOT INCITING LUST. IT IS NOTHING NEW THAT A WOMAN'S BODY IS SEXUALIZED AND THAT SHE EXPECTS A WAY OF DRESSING FROM THEM THROUGHOUT HER LIFE. THIS COLLECTION WOULD BE WHAT I WOULD LIKE THE REBELLIOUS WOMEN OF THE TIME TO WEAR. THAT IS WHY WE WILL SEE DIFFERENT SHAPES AND ELEMENTS THAT WILL REMIND US OF THIS HISTORY PERIOD, BUT ADDING ATTENTION POINTS ON THE CHEST, WAIST AND HIP AS A FORM OF PROTEST. I BELIEVE THAT THERE IS NO YOUNG WOMAN WHO IN HER GROWTH PERIOD HAS NOT HEARD HOW SHE SHOULD OR HAS TO DRESS.



ANTAGONIST
F/W 24



ANTAGONIST
F/W 24

An abstract painting with thick, textured brushstrokes. The color palette is dominated by various shades of green (from light sage to dark forest green), soft pinks, and off-whites. The strokes are layered and overlapping, creating a sense of depth and movement. The overall composition is non-representational and organic.

RESEARCH AND DESIGN DEVELOPMENT

ANTAGONIST
F/W 24

PRIMARY RESEARCH

WHAT BETTER WAY TO COMBAT A SEXIST CONTEXT THAN BY USING AN OBJECT THAT HAS THE SAME BACKGROUND? AT THAT TIME IT WAS THOUGHT THAT WOMEN BELONGED TO THE KITCHEN AND MOST OF THEM WHO BELONGED TO THE LOWER CLASSES WERE SERVANTS. THE SAD THING IS THAT TODAY THERE ARE PEOPLE WHO STILL THINK LIKE THIS. FOR THIS REASON I THOUGHT OF INCLUDING KITCHEN GLOVES IN MY COLLECTION



FIRST I DID SOME TESTS ON WHERE IT WOULD BE BEST TO PLACE THEM



ANTAGONIST
F/W 24



GLOVE
TOP



"PINK BOW"



ANTAGONIST
F/W 24

AT THIS TIME IT WAS VERY COMMON IN SPAIN TO WEAR THESE GARMENTS CALLED "TONTILLOS". THEY WERE USED TO GIVE VOLUME TO EACH SIDE OF THE HIP AND WERE COVERED WITH THE SKIRT. IN THE COLLECTION WE WILL SEE DIFFERENT ADAPTATIONS OF THEM.



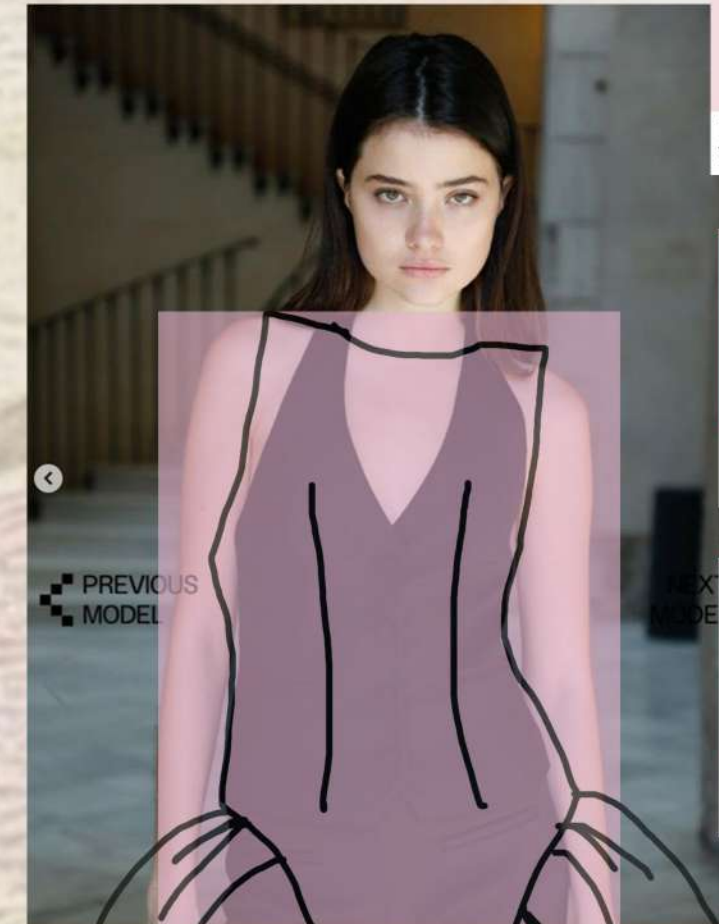
ANTAGONIST
F/W 24

RED, BABY PINK AND FUCHSIA



"GLOVE TOP"

"TONTILLO"



BABY PINK 705 C



PANTONE® 18-2436 TCX Fuchsia Purple



PANTONE® PMS 208 C #862041



"DOUBLE BOW"



"TONTILLO"



TRYING FABRIC COMBINATIONS



ANTAGONIST F/W 24

GLOVE DRESS

TRYING VOLUME ON THE CHEST



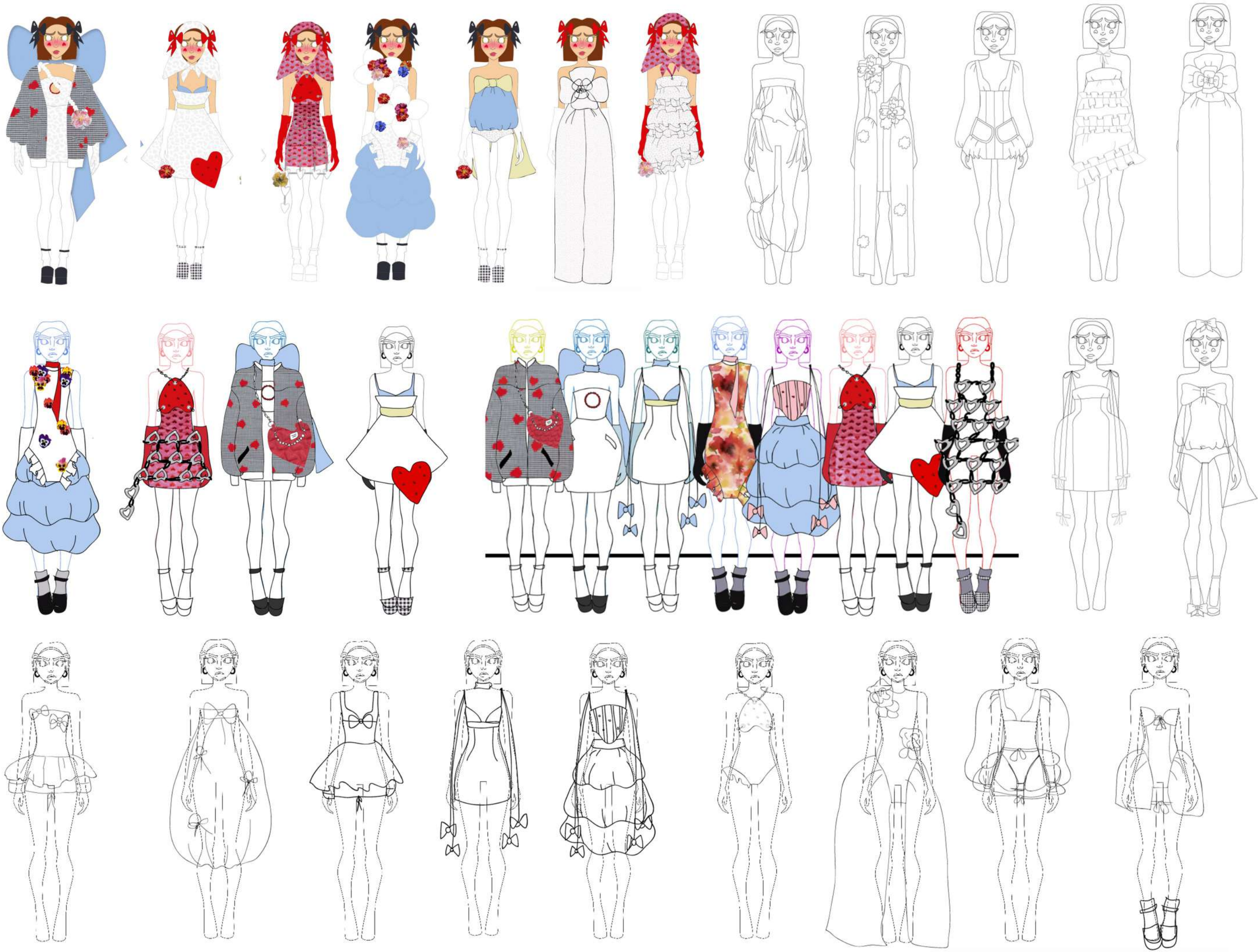
TRYING VOLUME ON THE HIPS



PEARL DETAILS

ANTAGONIST
F/W 24

iNiTiAl SKETCHES



An abstract painting with thick, textured brushstrokes. The color palette is dominated by various shades of green (from light sage to dark forest green), soft pinks, and off-whites. The strokes are layered and overlapping, creating a sense of depth and movement. The overall composition is non-representational and expressive.

SAMPLE BOOK

ANTAGONIST
F/W 24



FLOWER DETAILS



ANTAGONIST
F/W 24

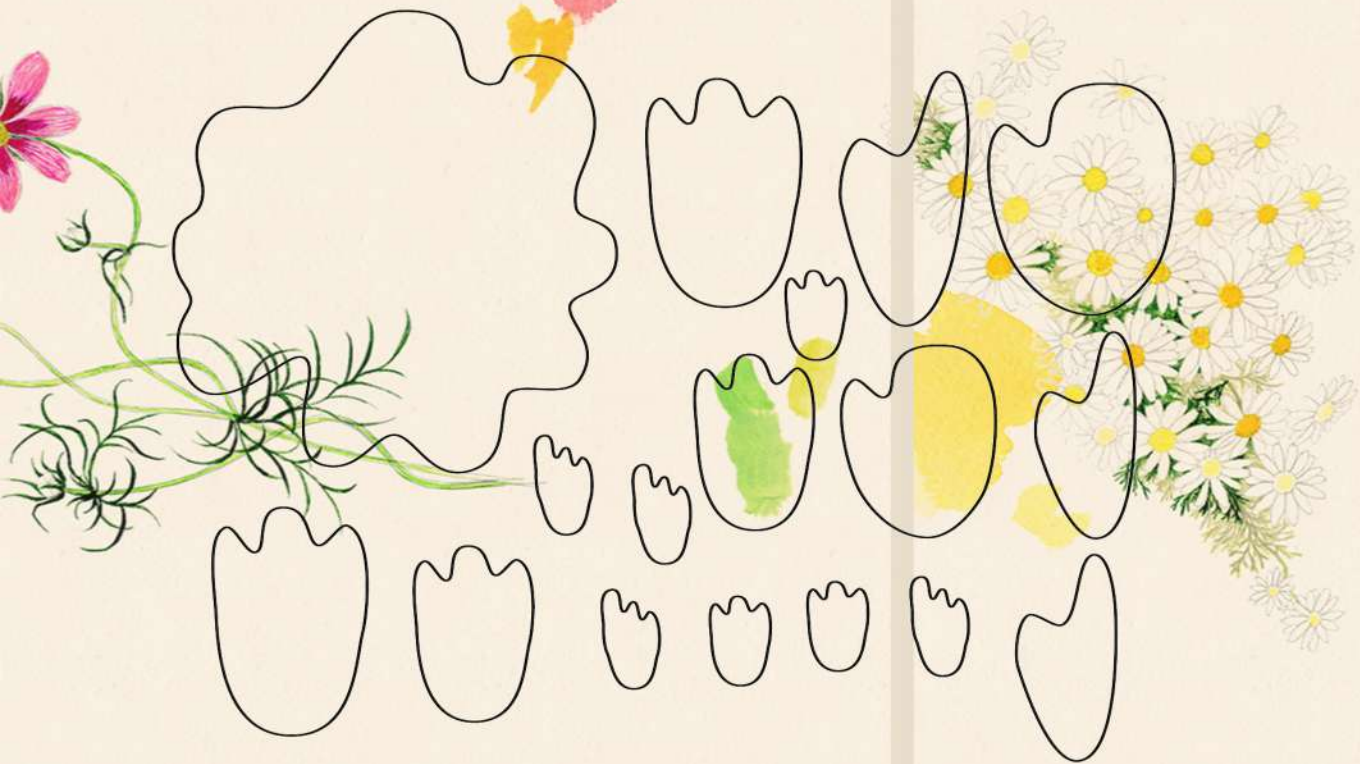


HAND EMBROIDERED
SEQUIN FLOWERS

ANTAGONIST
F/W 24

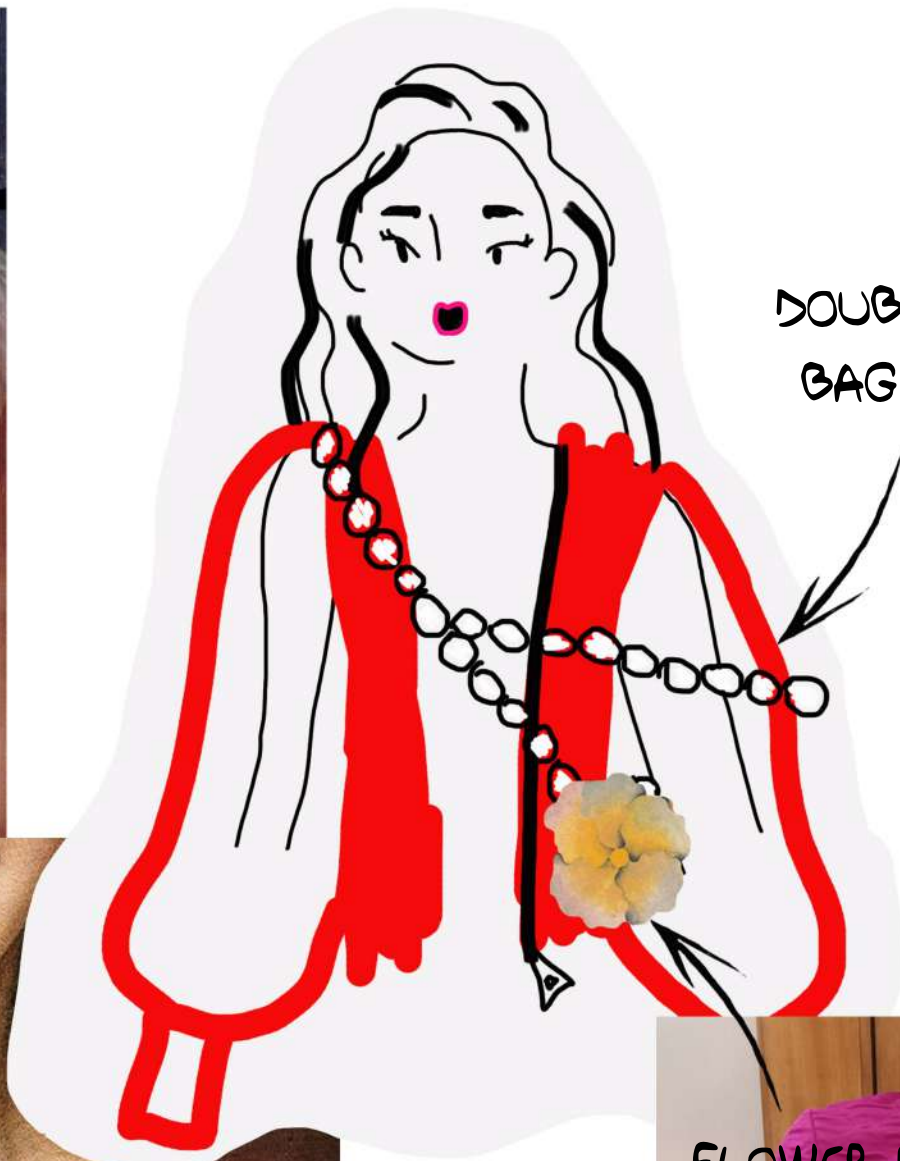
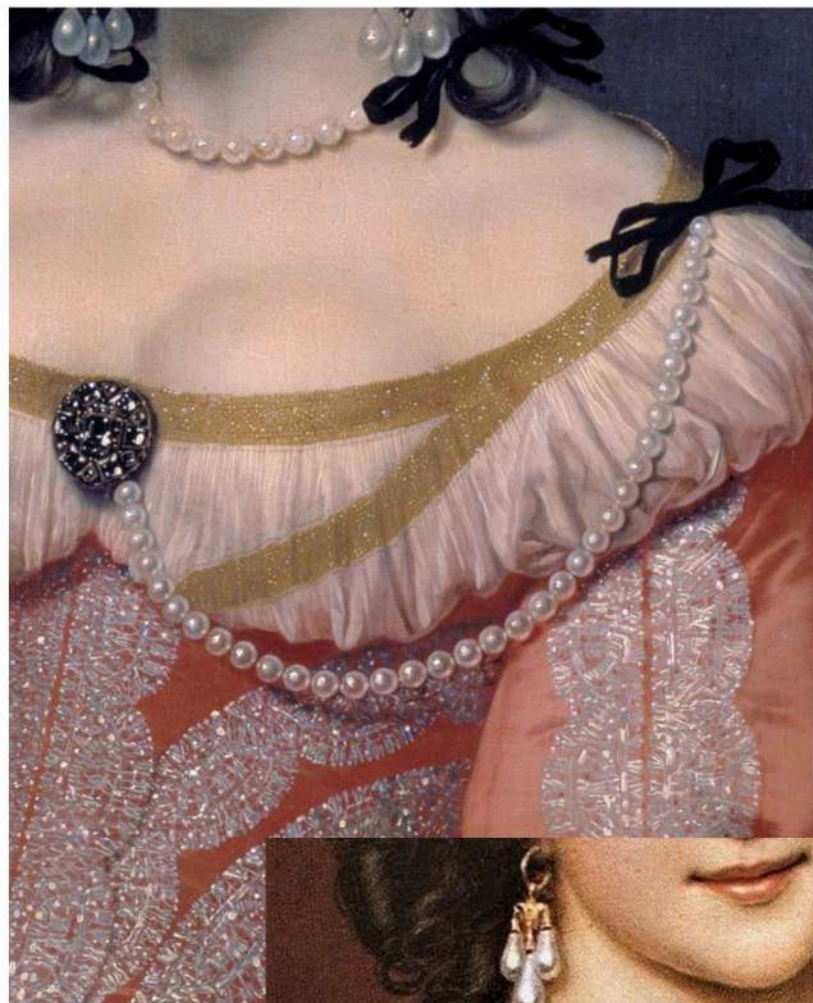
THE FLOWERS

FLOWER PIECES
MADE WITH LASER CUTTING

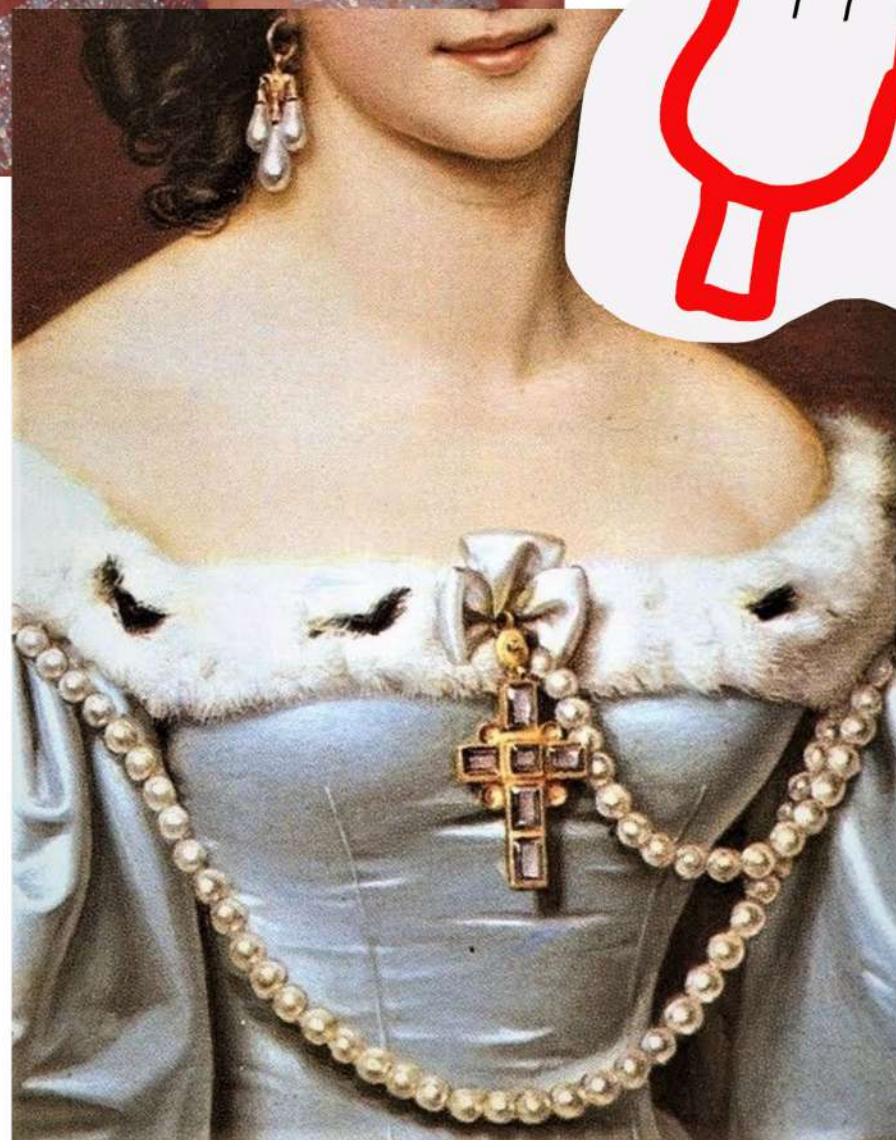
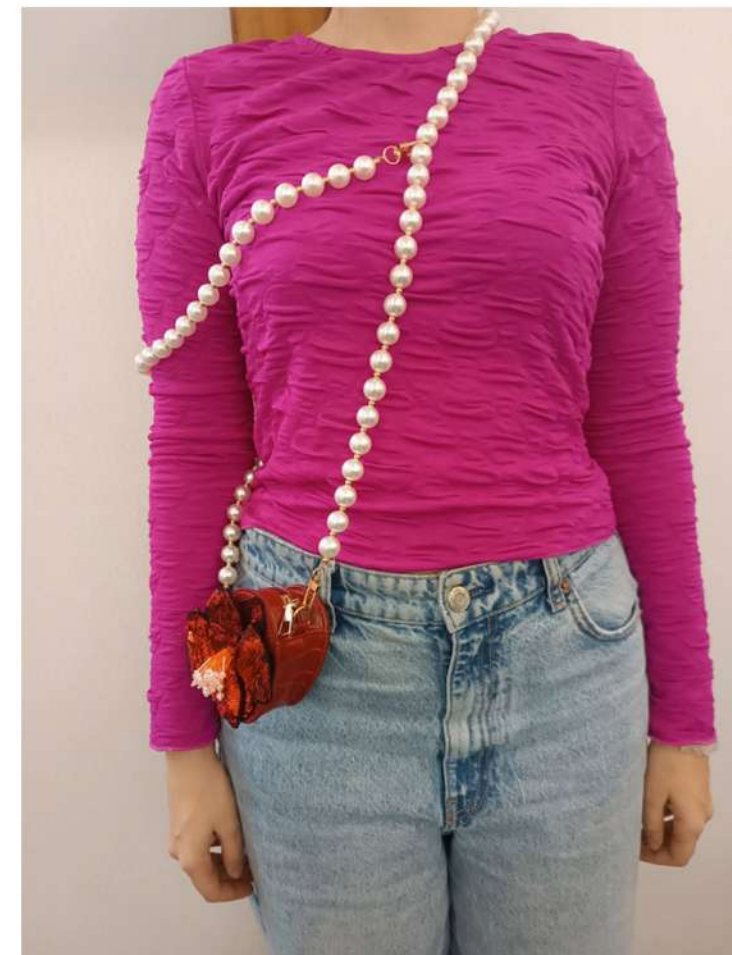


THE FLOWERS DRESS PROTOTIPE

ANTAGONIST
F/W 24



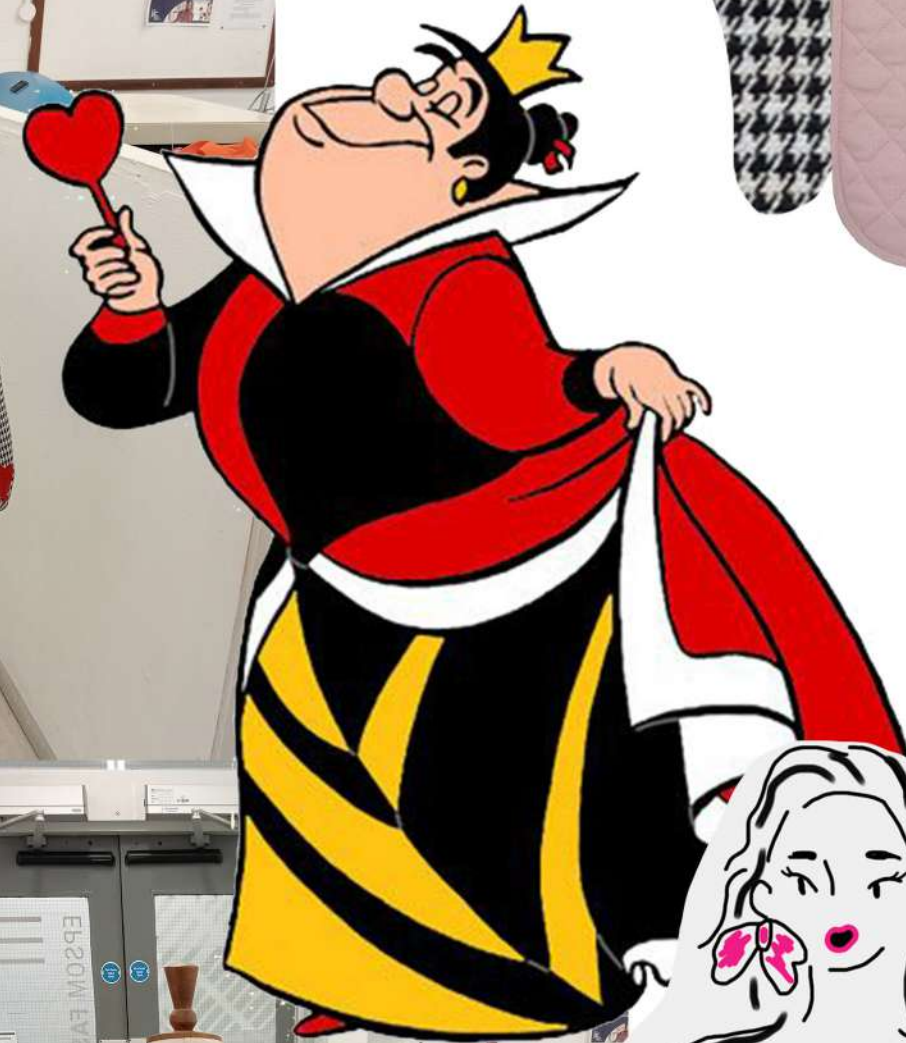
DOUBLE PEARL
BAG HANDLE



FLOWER HANDBAG



ANTAGONIST
F/W 24



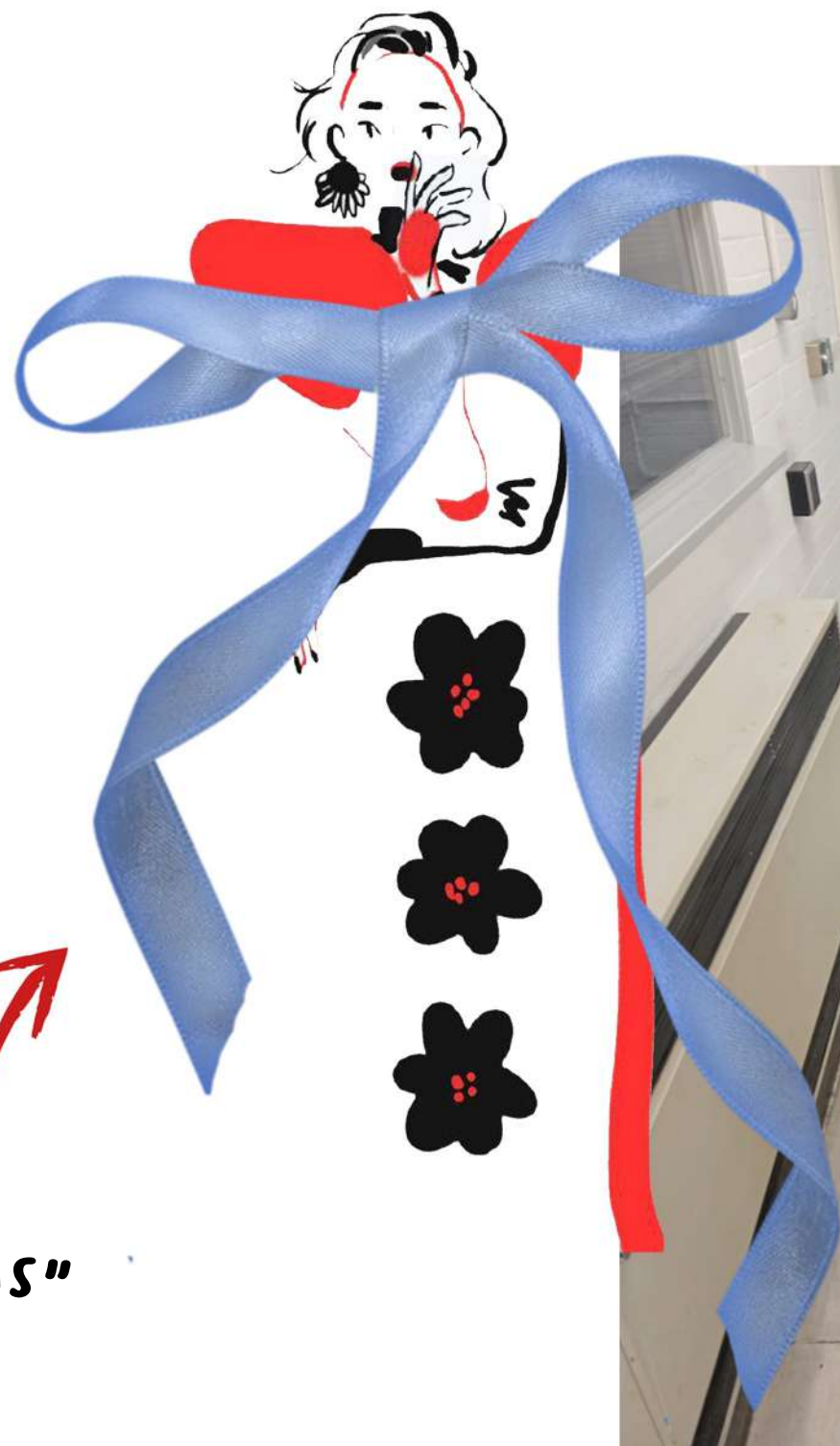
"ADD A TONTILLO OR RUFFLES ON THE SIDE TO CREATE VOLUME"

QUEEN OF HEARTS DRESS PROTOTIPE

ANTAGONIST
F/W 24

"RED ROSES/HEARTS
PATTERN"





"BOWS"



"VOLUME"

CATERPILLAR DRESS PROTOTYPE

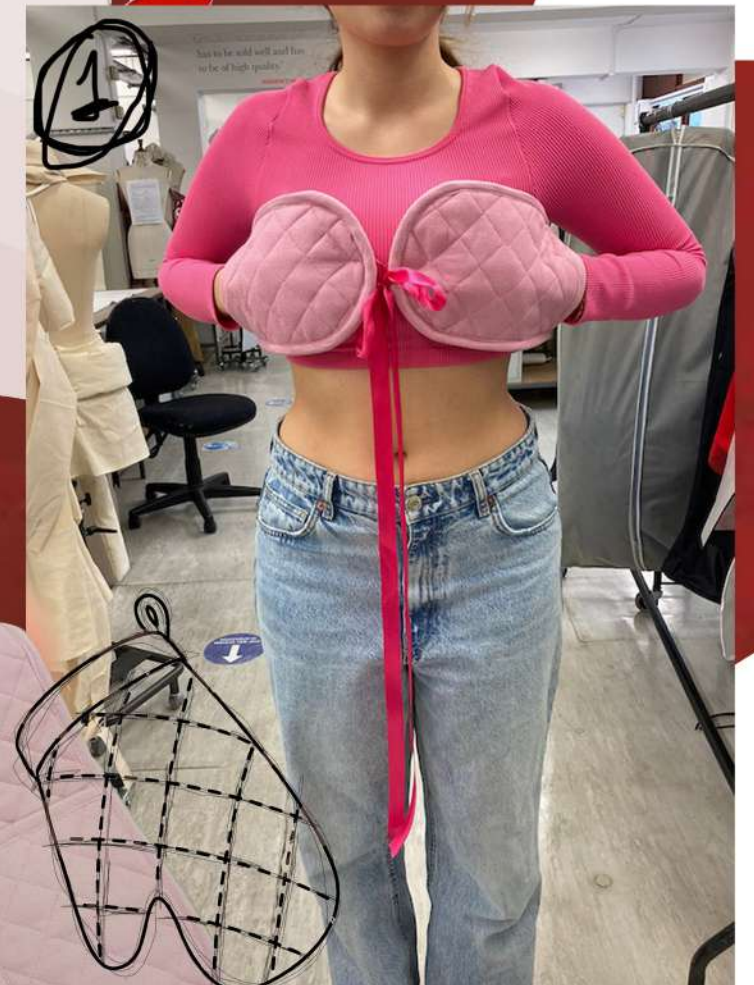
ANTAGONIST
F/W 24



"TONTILLO"

"PINK BOWS"

"6 LOVE TOP"



CARD OF HEARTS DRESS PROTOTIPE

ANTAGONIST
F/W 24

FABRICS AND MATERIALS



"ELASTIC KNIT
100%POLYESTER"

"ELASTIC KNIT
100%POLYESTER"

"ORGANZA 80%
POLYESTER 20%
COTTON"

"PLEATED 100%
POLYESTER"

"SILK 100%
POLYESTER"

"JACQUARD
100%POLYESTER"

"ELASTIC KNIT
100%POLYESTER"

"BOW 100%
POLYESTER"

"TUL 100%
POLYESTER"

"BROCADE
100% COTTON"

"TUL 100%
POLYESTER"



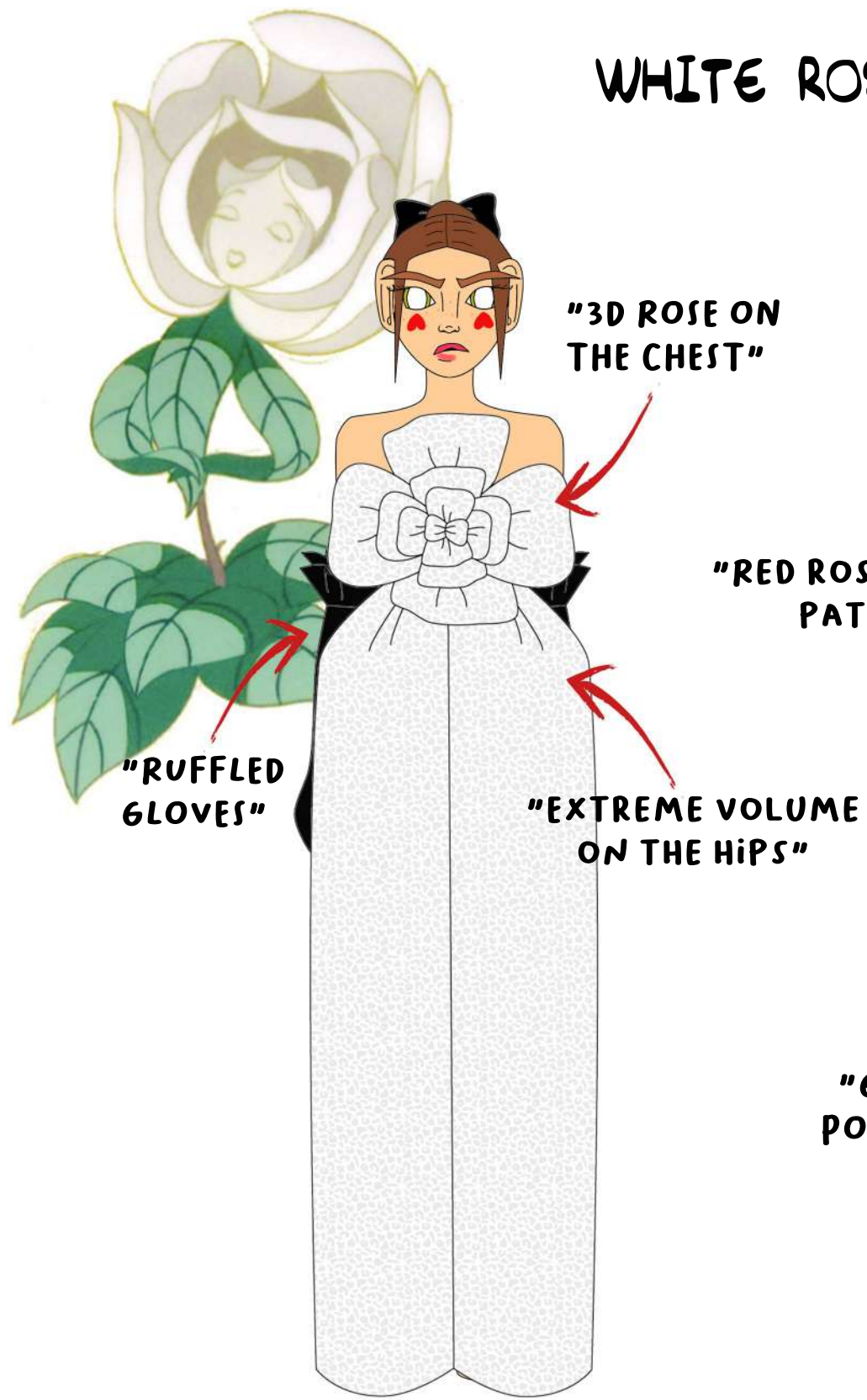
"SEQUIN
FLOWERS"



"KITCHEN
GLOVES"

ANTAGONIST
F/W 24

WHITE ROSE DRESS



"RED ROSES/HEARTS PATTERN"

"GLOVE POCKETS"

"RUFFLES"

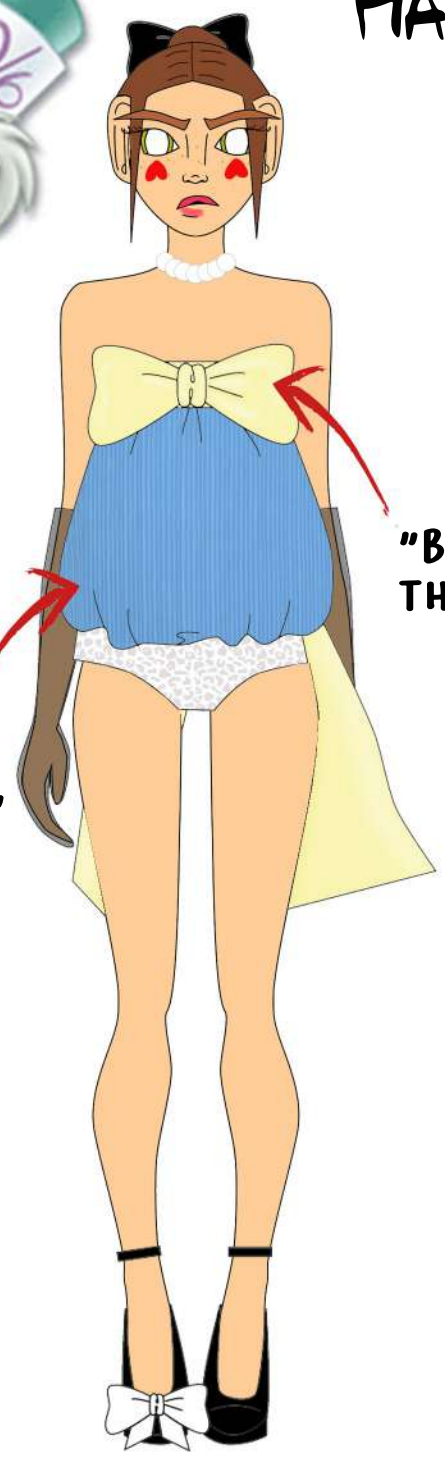
ANTAGONIST
F/W 24



QUEEN OF HEARTS DRESS



MAD HATTER BODY



"BIG BOW ON THE CHEST"

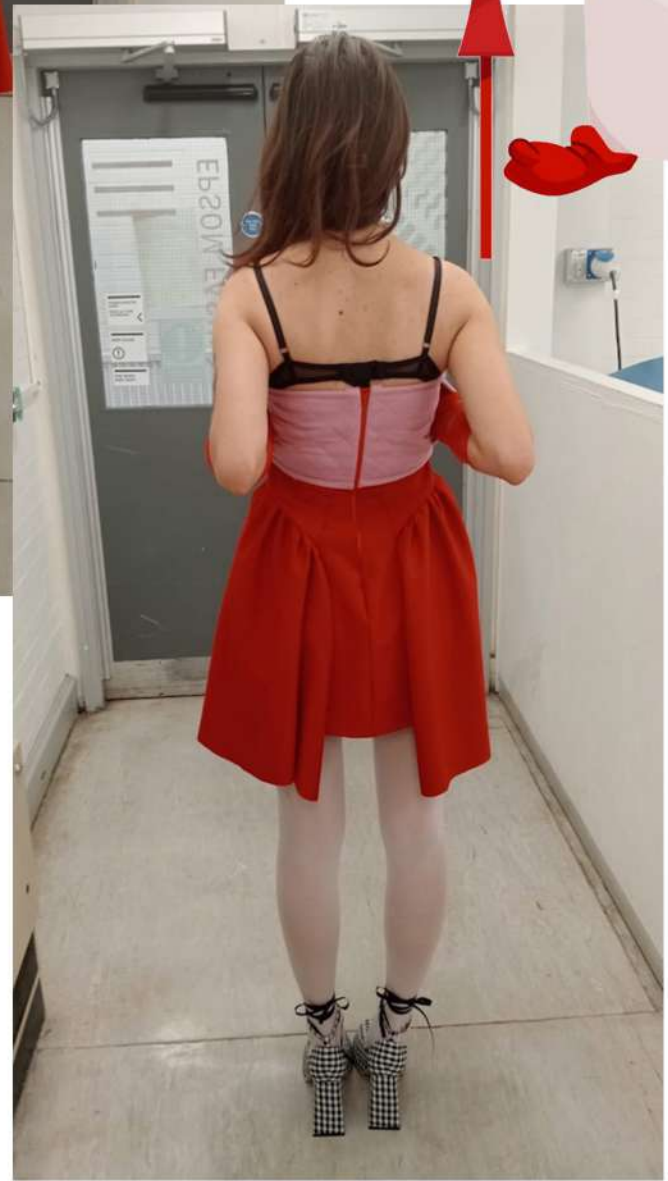
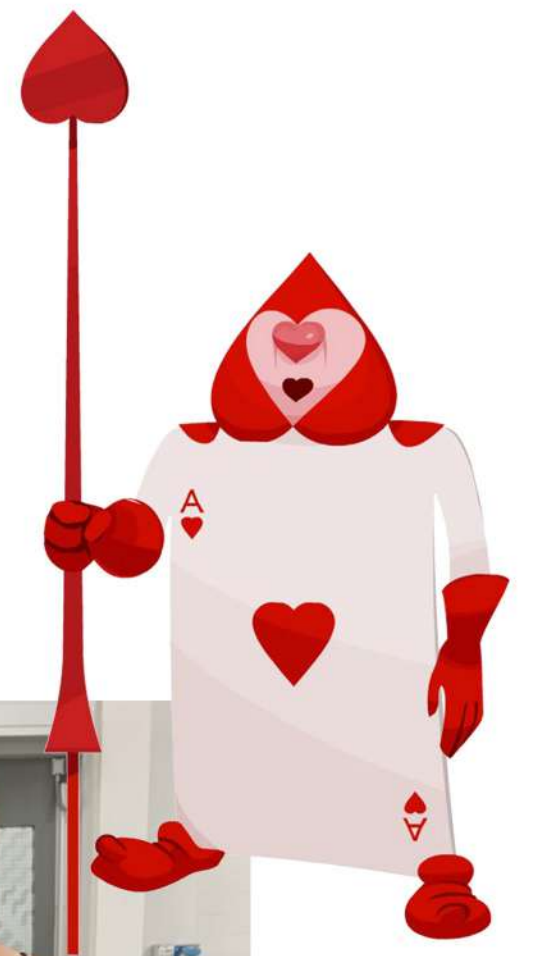
"MAD HATTER'S COLOR PALETTE"



"GLOVES ON THE CHEST"



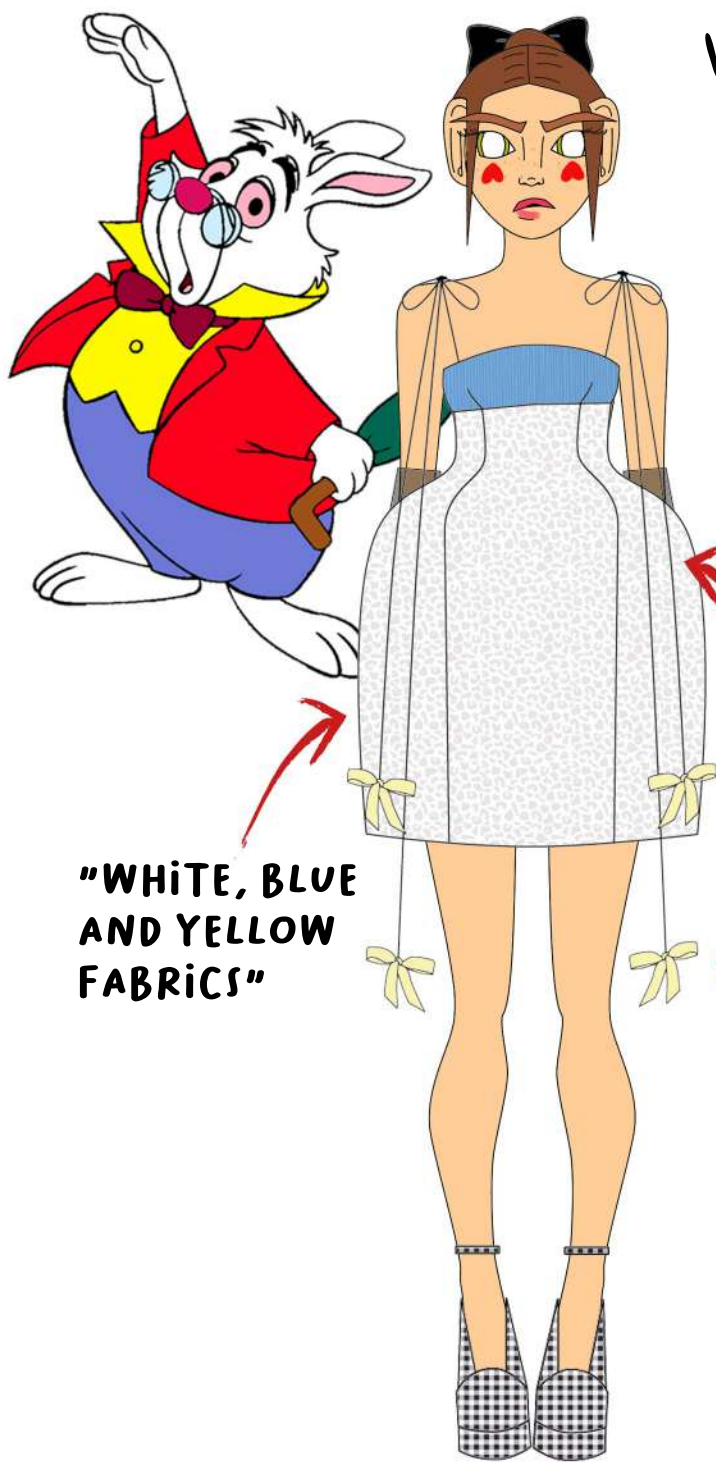
"VOLUME ON THE SIDES AS A TONTILLO"



ANTAGONIST
F/W 24

CARD OF HEARTS DRESS

WHITE RABBIT DRESS



"WHITE, BLUE AND YELLOW FABRICS"

"VOLUME ON THE LOWER PART OF THE BODY"

"BOWS LIKE BOW TIES"

ANTAGONIST
F/W 24

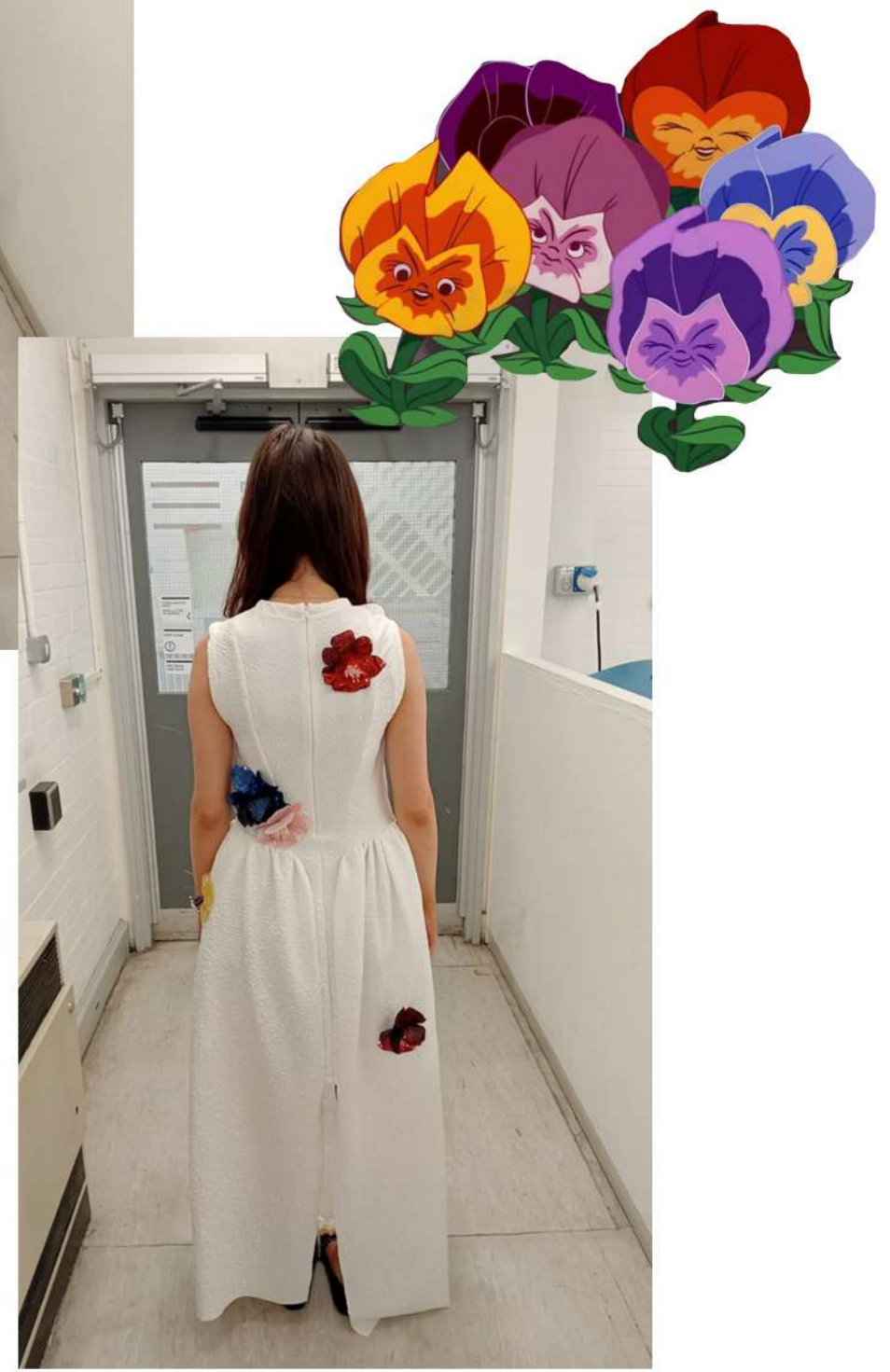


"RUFFLED GLOVES"

"LASER CUTTING FLOWERS"

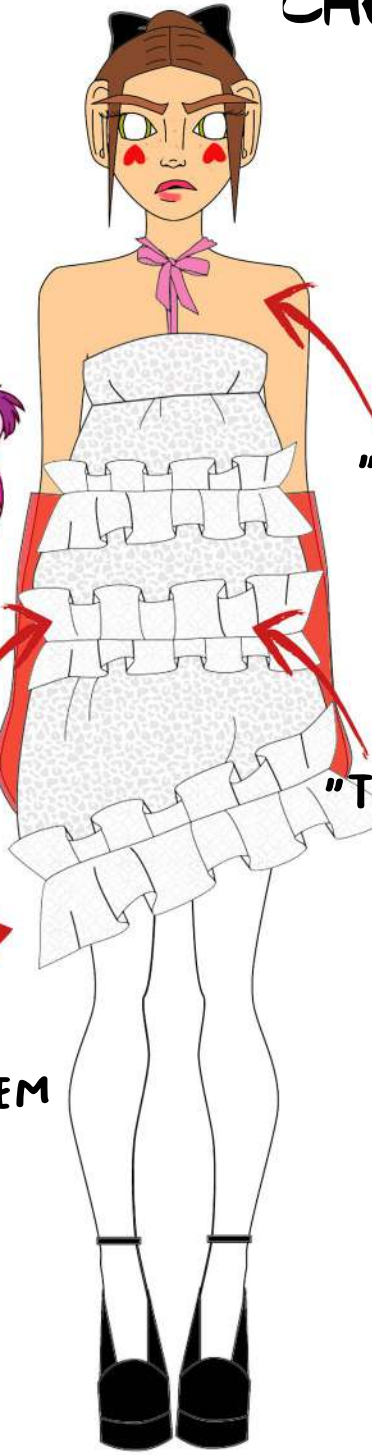
"VOLUME ON THE SIDES AS A TONTILLO"

"SEQUIN FLOWERS"



THE FLOWERS DRESS

CHESIRE CAT DRESS



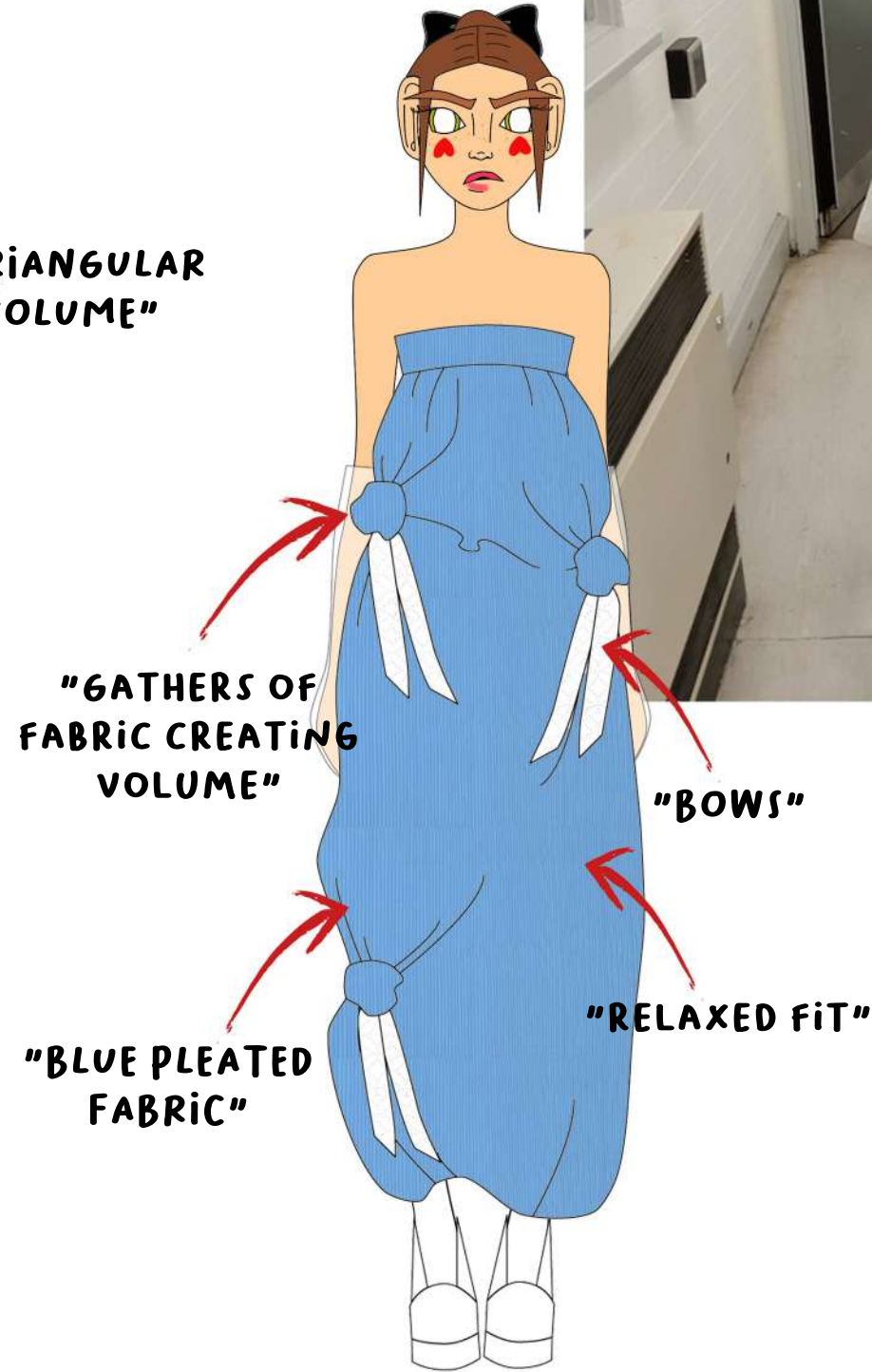
"PINK BOW"

"RUFFLES AS STRIPES"

"TRIANGULAR VOLUME"

"ASYMMETRIC HEM AS THE TAIL"

ANTAGONIST
F/W 24



"GATHERS OF FABRIC CREATING VOLUME"

"BOWS"

"BLUE PLEATED FABRIC"

"RELAXED FIT"



CATERPILLAR DRESS



ASYMMETRIC BOW
BALLERINAS



ANTAGONIST
F/W 24

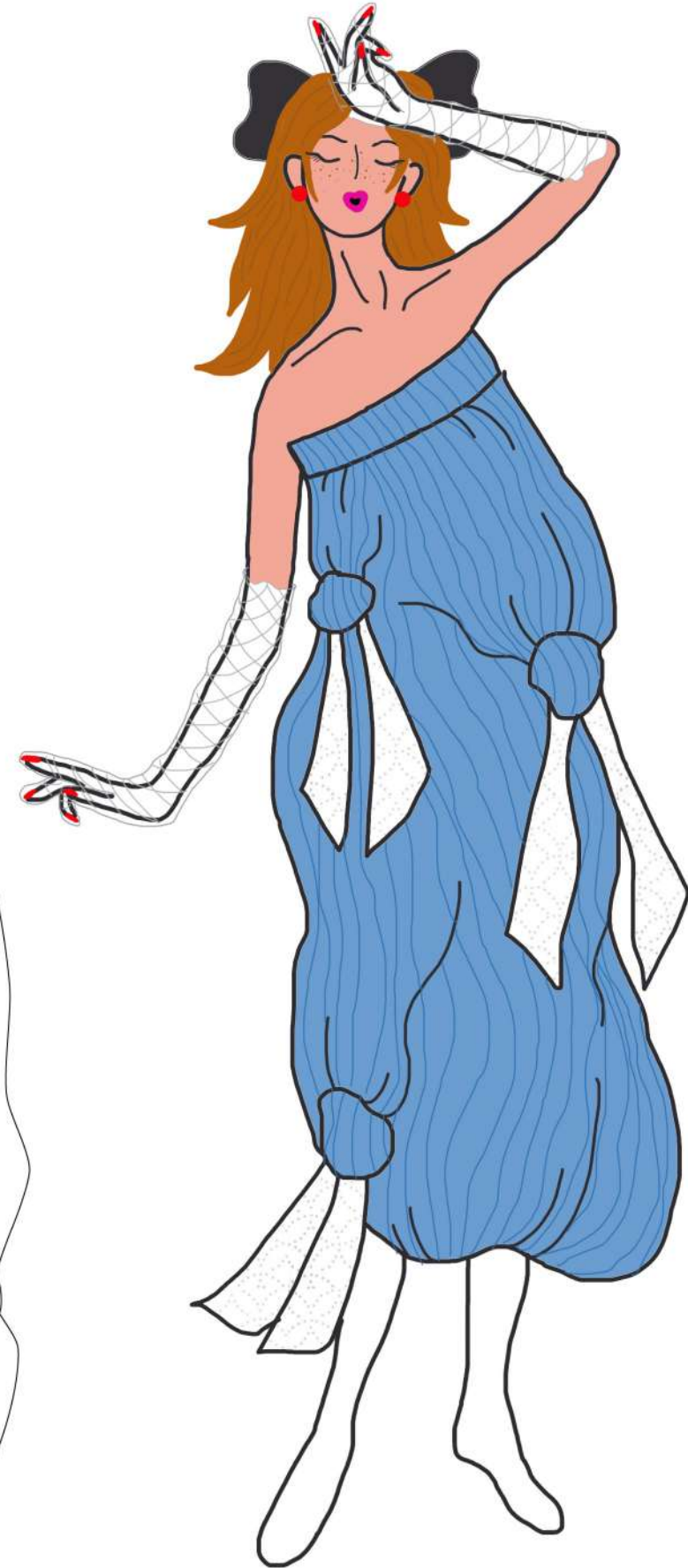
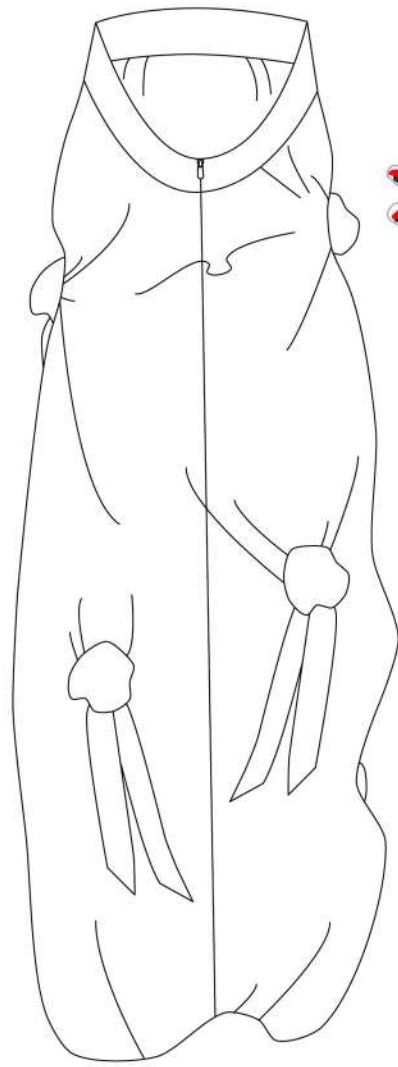
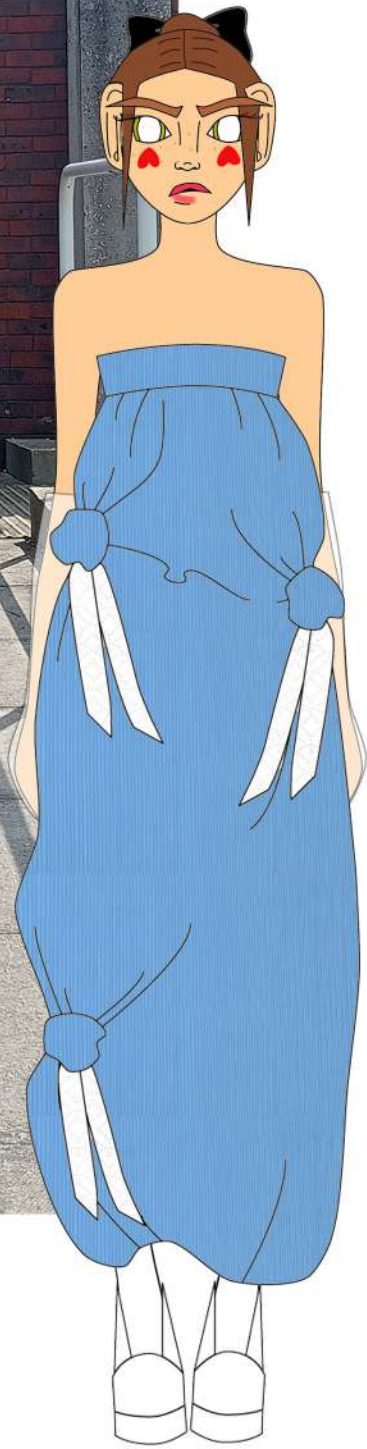
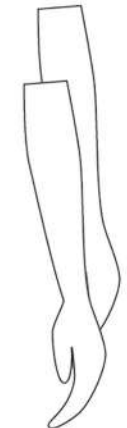
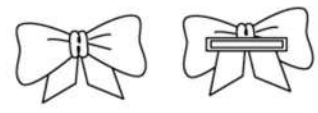
ACCESORIES INSPO



FLOWER GLOVES

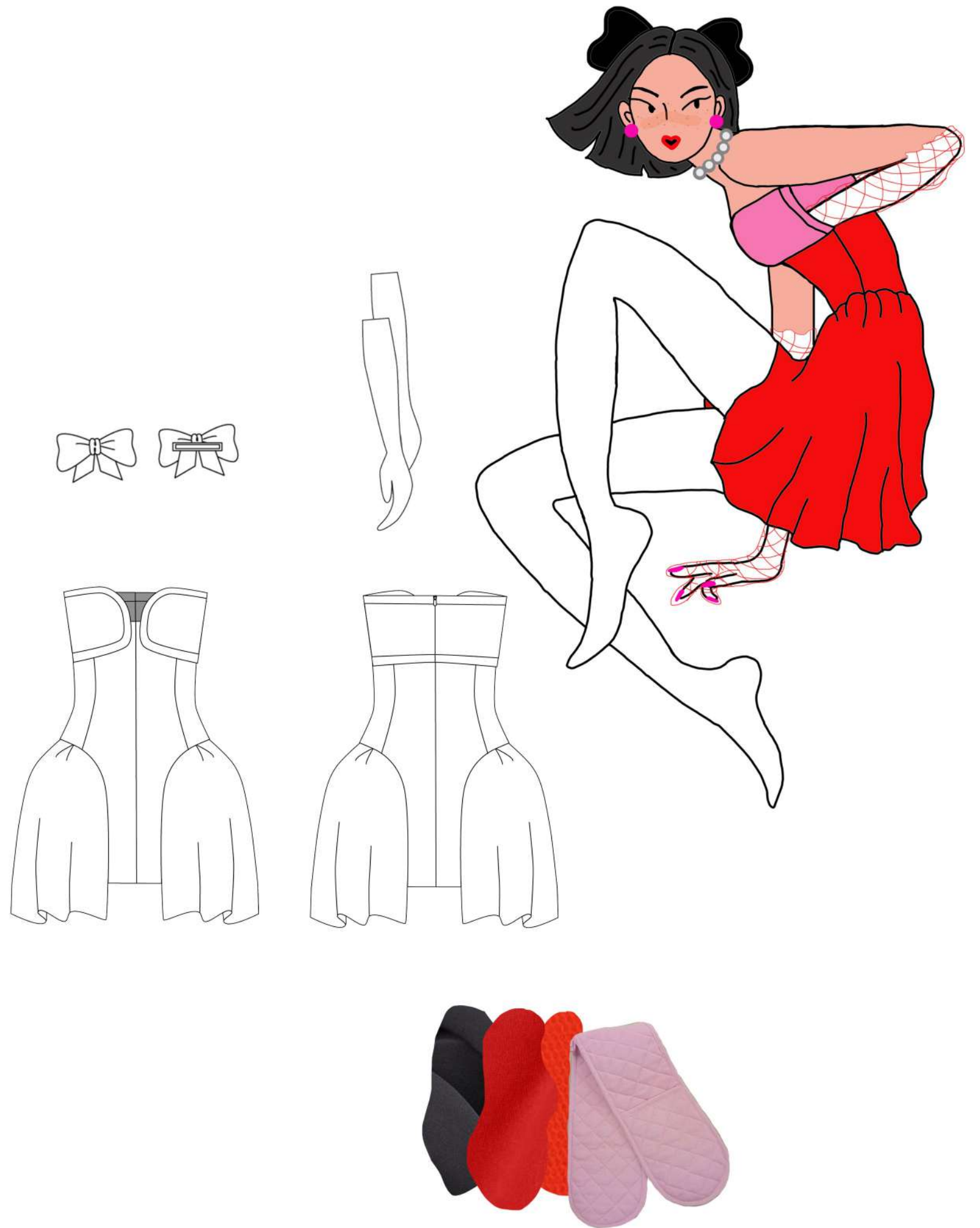


WHITE GLOVES +
BLUE DRESS +
WHITE SHOES



ANTAGONIST
F/W 24

ANTAGONIST
F/W 24



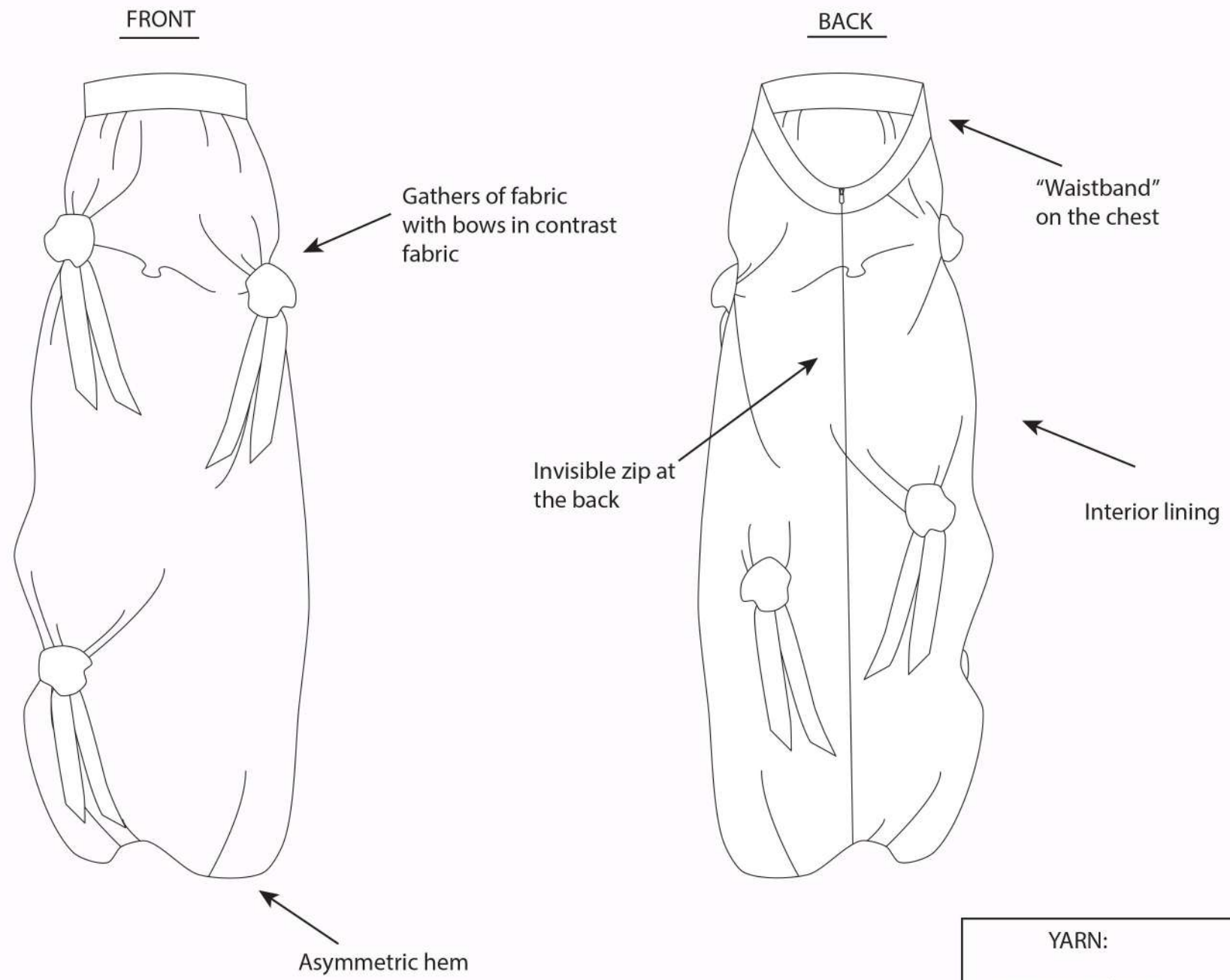
The background is a dense, abstract pattern of brushstrokes. The colors are primarily shades of green (from light sage to dark forest green), pink (from pale blush to vibrant magenta), and white/cream. The strokes are thick and layered, creating a textured, painterly effect. The overall composition is non-representational but suggests floral or organic forms.

SPECS

ANTAGONIST
F/W 24

SPECIFICATIONS

REFERENCE: A01	SEASON: F/W 24	DESIGNER: CARMEN FERNÁNDEZ PEINADO
PRODUCT: CATERPILLAR DRESS		



MATERIALS:



Main fabric: Pleated Polyester 100%



Bow fabric: Brocade Cotton 100%



Invisible zipper

YARN:
Yarn 100% polyester

STITCHING CHART:

Single stitching 0,5 cm

Overlock 0,5 cm
~~~~~

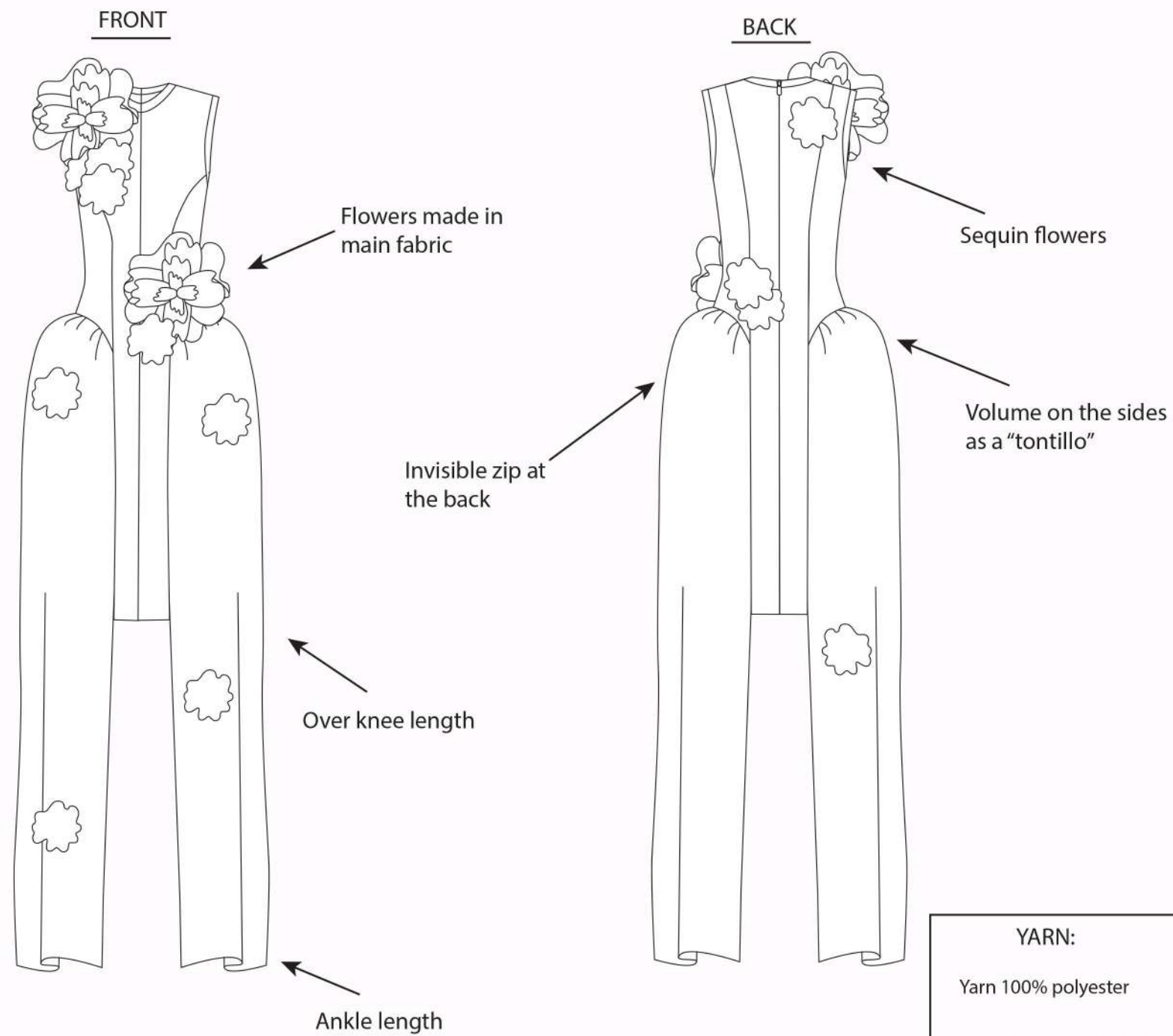
# SPECIFICATIONS

REFERENCE: A02

SEASON: F/W 24

DESIGNER: CARMEN FERNÁNDEZ PEINADO

PRODUCT: THE FLOWERS DRESS



## MATERIALS:



Main fabric: Elastic knit Polyester 100%



Sequin flowers



Invisible zipper

## YARN:

Yarn 100% polyester

## STITCHING CHART:

Single stitching 0,5 cm

Overlock 0,5 cm



# SPECIFICATIONS

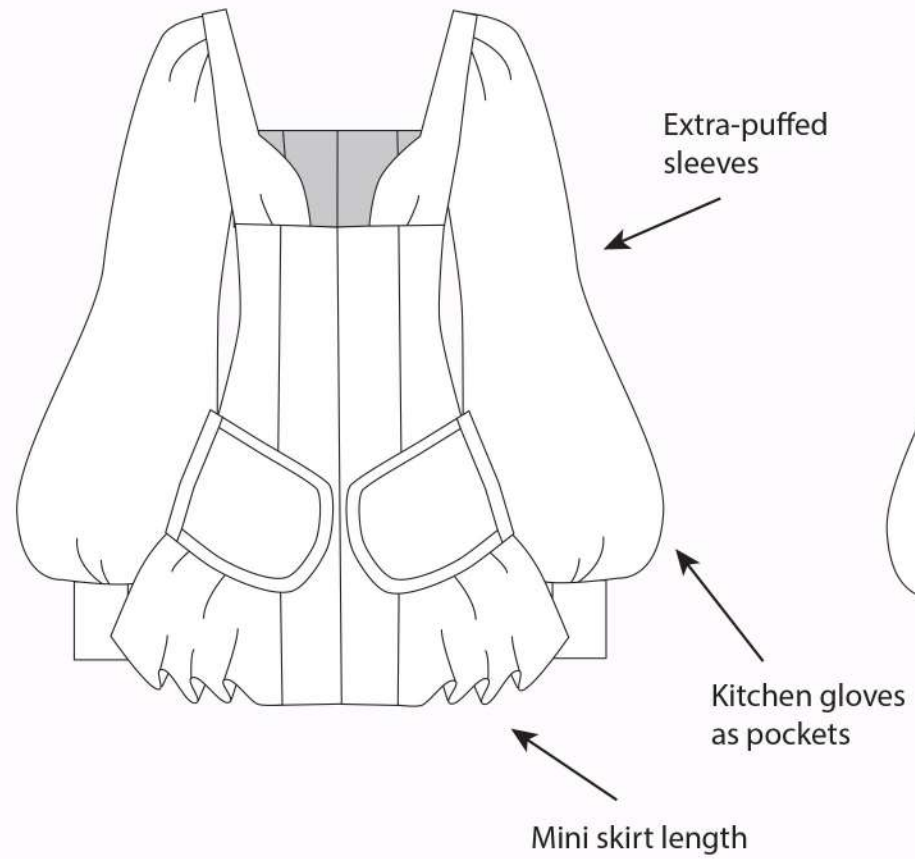
REFERENCE: A03

SEASON: F/W 24

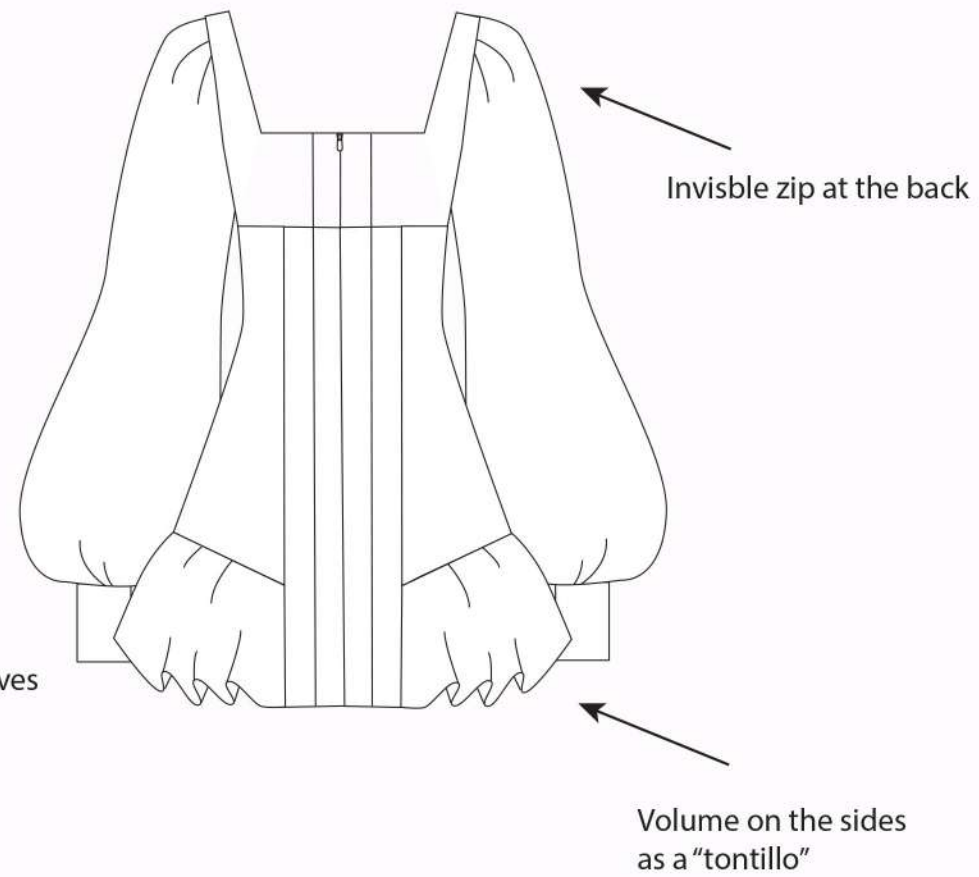
DESIGNER: CARMEN FERNÁNDEZ PEINADO

PRODUCT: QUEEN OF HEARTS DRESS

FRONT



BACK



MATERIALS:



Main fabric: Jaquard Polyester 100%



Kitchen gloves



Invisible zipper

YARN:

Yarn 100% polyester

STITCHING CHART:

Single stitching 0,5 cm

Overlock 0,5 cm



# SPECIFICATIONS

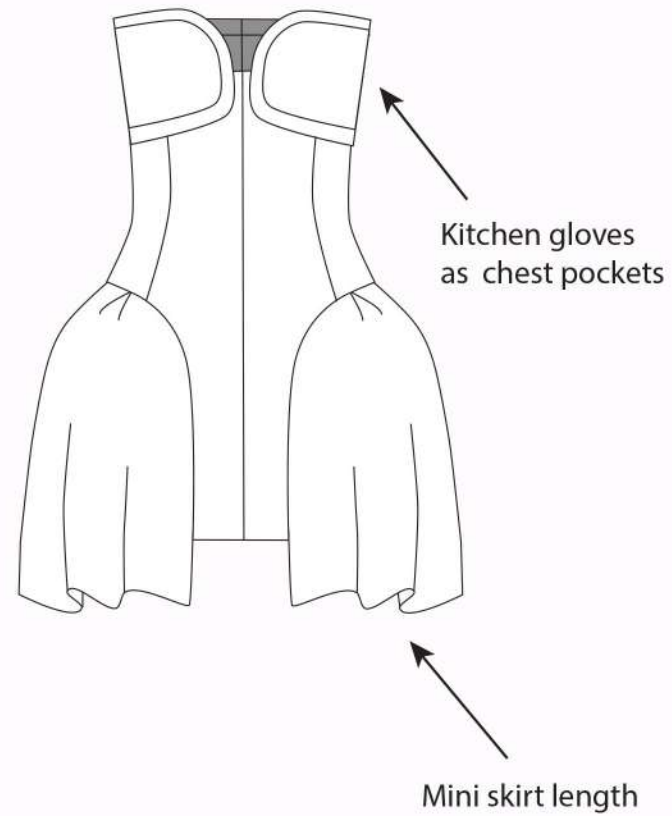
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SEASON: F/W 24

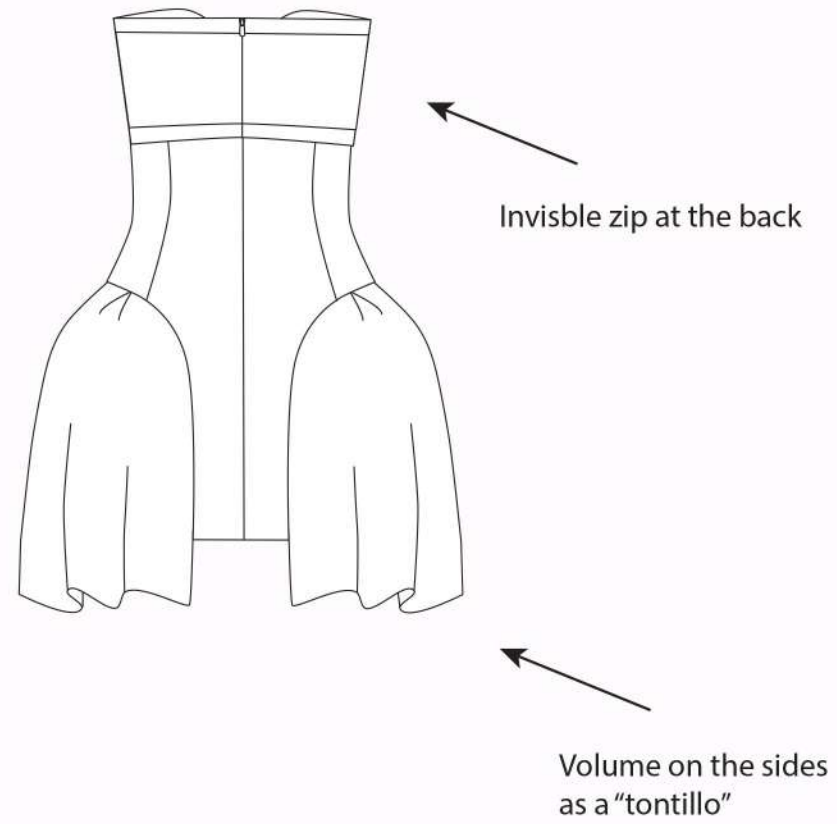
DESIGNER: CARMEN FERNÁNDEZ PEINADO

PRODUCT: CARD OF HEARTS DRESS

FRONT



BACK



MATERIALS:



Main fabric: Elastic knit  
Polyester 100%



Kitchen gloves



Invisible zipper

YARN:

Yarn 100% polyester

STITCHING CHART:

Single stitching 0,5 cm

Overlock 0,5 cm



# SPECIFICATIONS

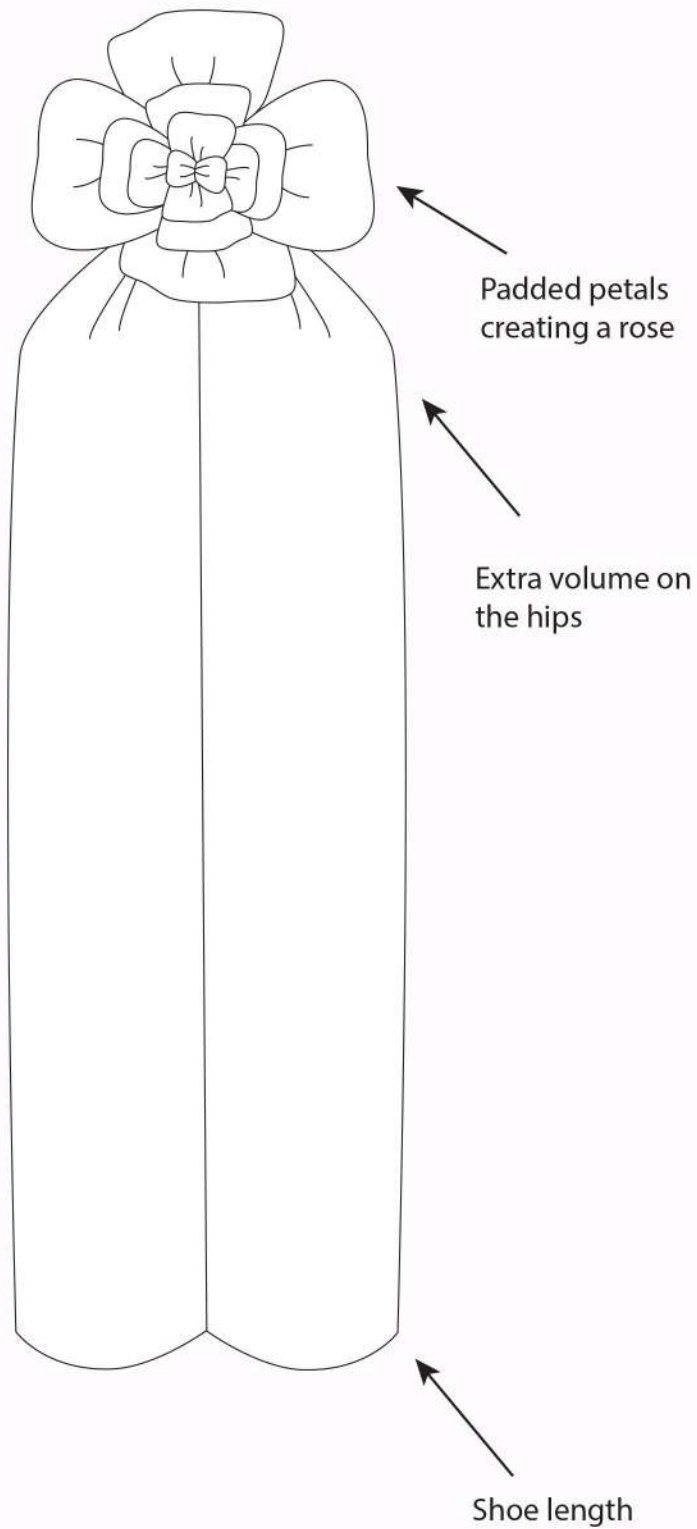
REFERENCE: A05

SEASON: F/W 24

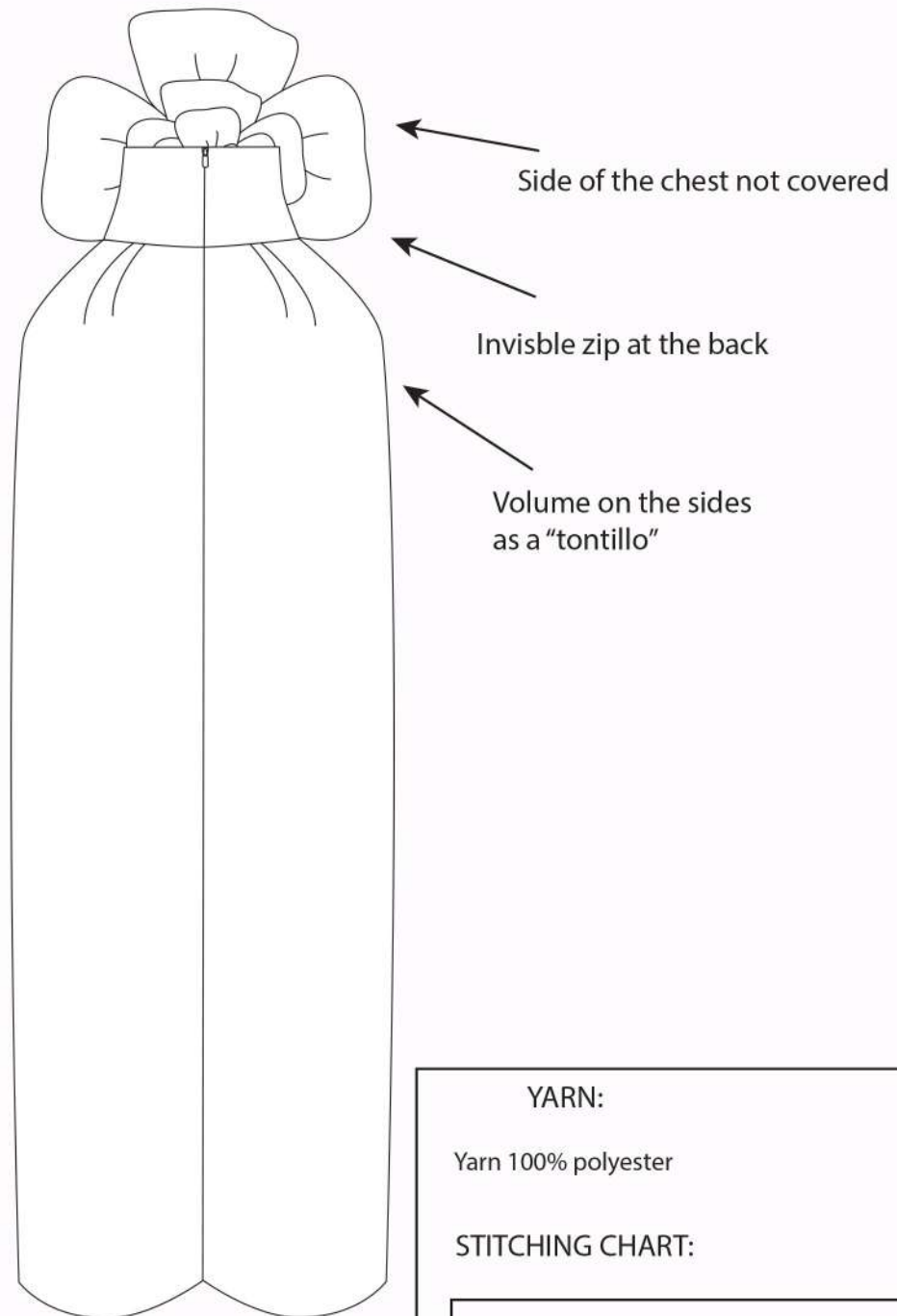
DESIGNER: CARMEN FERNÁNDEZ PEINADO

PRODUCT: WHITE ROSE DRESS

FRONT



BACK



MATERIALS:



Main fabric: Elastic knit  
Polyester 100%



Invisible zipper

YARN:

Yarn 100% polyester

STITCHING CHART:

Single stitching 0,5 cm

Overlock 0,5 cm



# SPECIFICATIONS

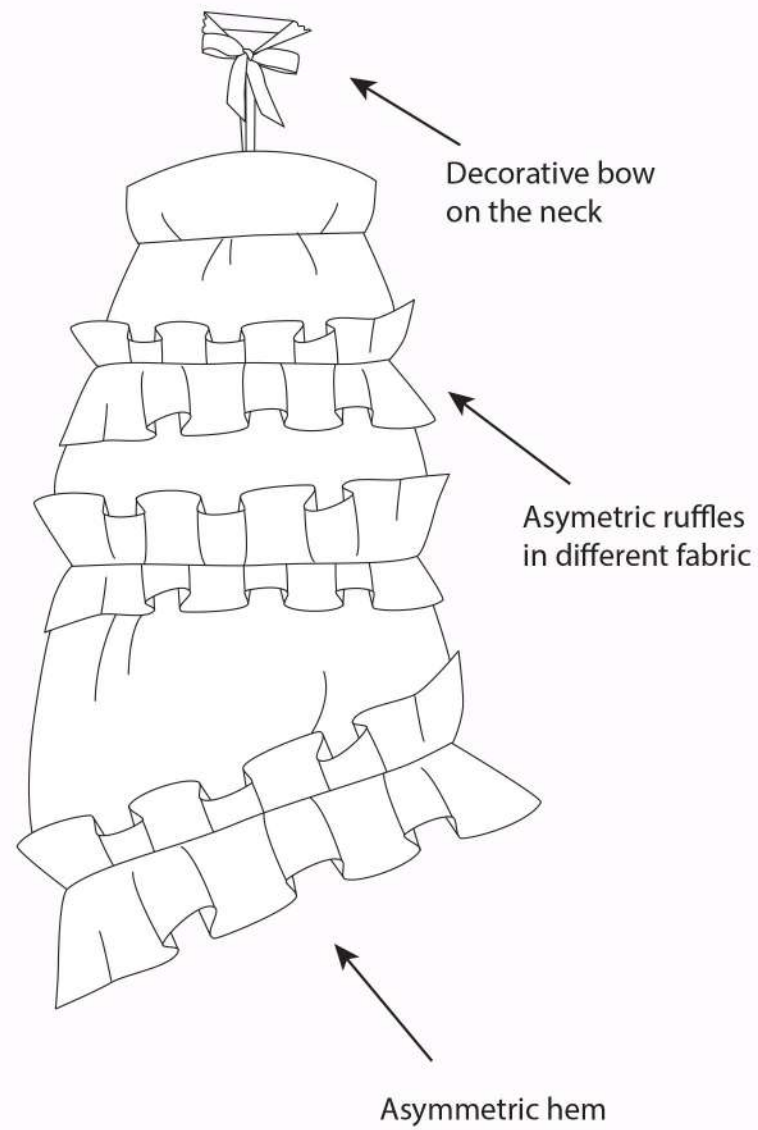
REFERENCE: A06

SEASON: F/W 24

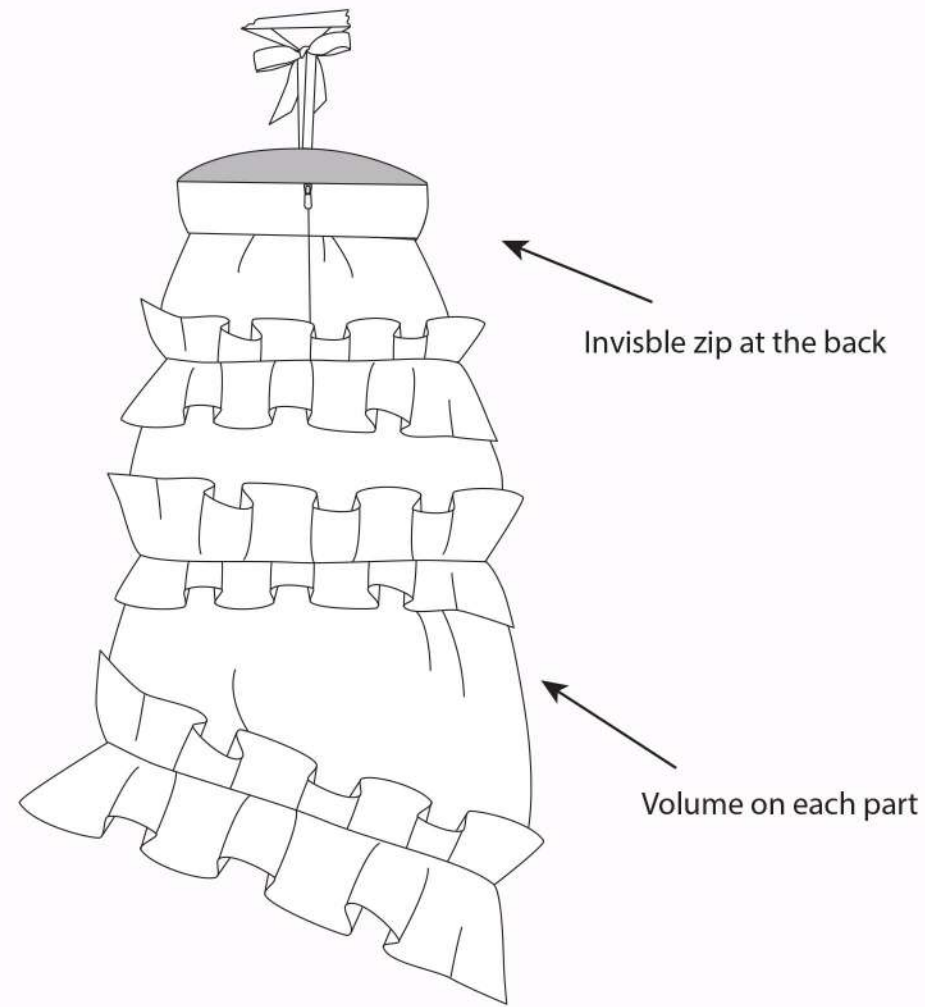
DESIGNER: CARMEN FERNÁNDEZ PEINADO

PRODUCT: CHESIRE CAT DRESS

FRONT



BACK



## MATERIALS:



Main fabric: Elastic knit  
Polyester 100%



Ruffles fabric:  
Brocade  
Cotton 100%



Invisible zipper



Decorative bow

## YARN:

Yarn 100% polyester

## STITCHING CHART:

Single stitching 0,5 cm

Overlock 0,5 cm



# SPECIFICATIONS

REFERENCE: A07

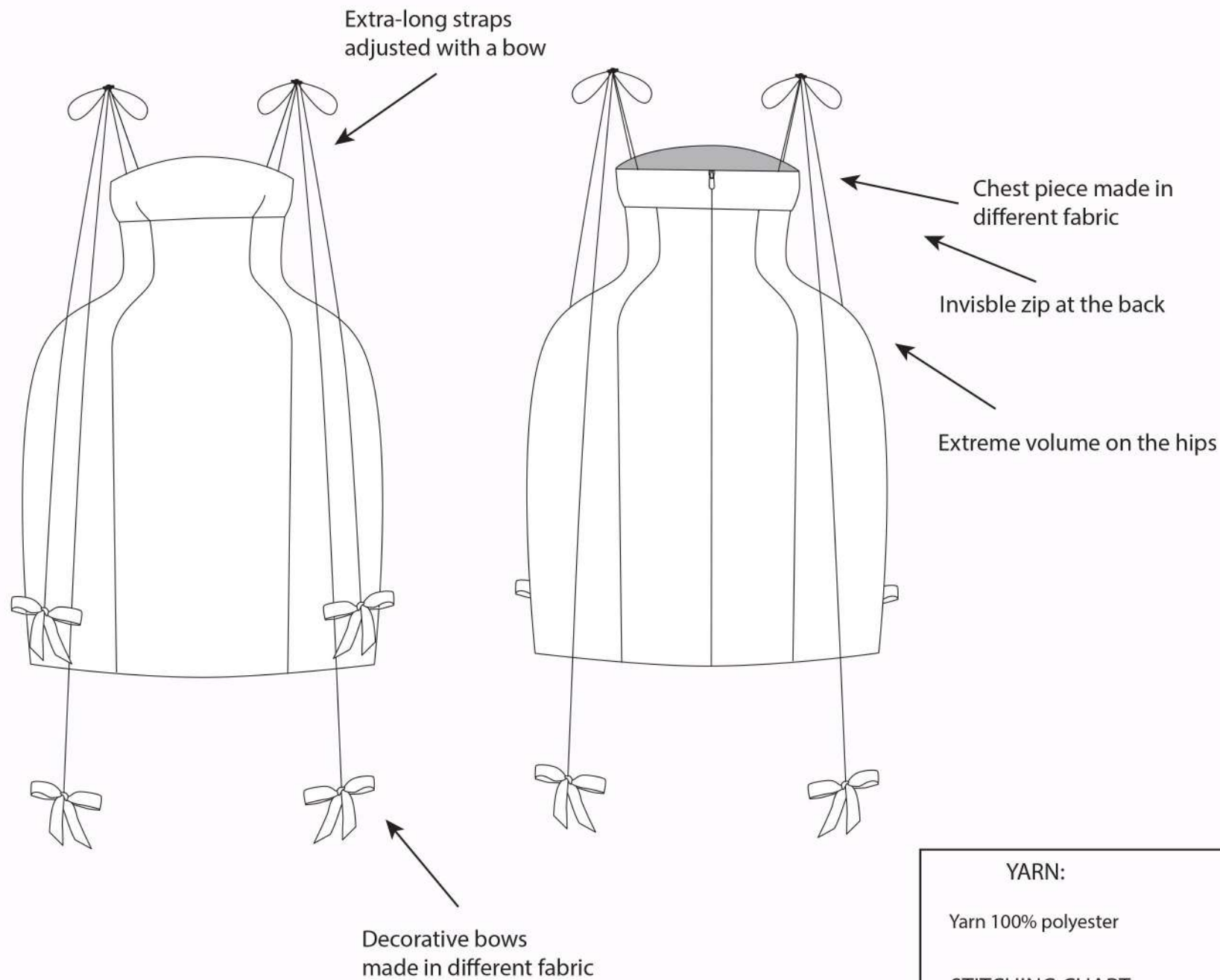
SEASON: F/W 24

DESIGNER: CARMEN FERNÁNDEZ PEINADO

PRODUCT: WHITE RABBIT DRESS

FRONT

BACK



MATERIALS:



Main fabric: Elastic knit  
Polyester 100%



Chest piece fabric: Pleated  
Polyester 100%



Invisible zipper



Bow fabric: Silk  
Polyester 100%



Straps fabric: Tul  
Polyester 100%

YARN:

Yarn 100% polyester

STITCHING CHART:

Single stitching 0,5 cm

Overlock 0,5 cm



# SPECIFICATIONS

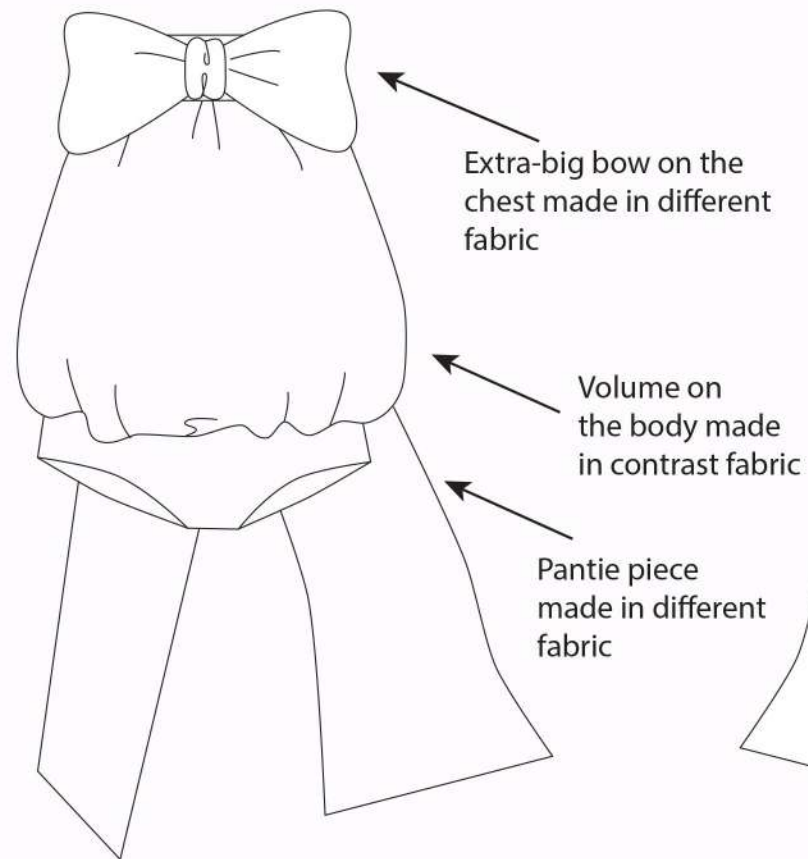
REFERENCE: A08

SEASON: F/W 24

DESIGNER: CARMEN FERNÁNDEZ PEINADO

PRODUCT: MAD HATTER BODY

FRONT



BACK



MATERIALS:



Pantie fabric: Elastic knit Polyester 100%



Body piece fabric: Pleated Polyester 100%



Invisible zipper



Bow, waistband and long pieces fabric: Silk Polyester 100%

YARN:

Yarn 100% polyester

STITCHING CHART:

Single stitching 0,5 cm

Overlock 0,5 cm



# SPECIFICATIONS

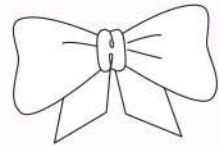
REFERENCE: AACCESORIES

SEASON: F/W 24

DESIGNER: CARMEN FERNÁNDEZ PEINADO

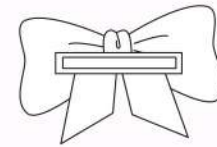
PRODUCT: FLOWER GLOVES, ALICE GLOVES, HAIR BOW

FRONT



Hair bow clip

BACK



Metallic clip



Elbow length

Tul gloves



Double ruffle gloves

Elbow length

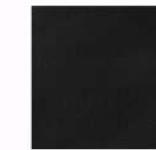
## MATERIALS:



Bow fabric: Black gauze  
Polyester 100%



Metallic clip



Tul gloves option 1 fabric:  
Tul Polyester 100%



Tul gloves option 2 fabric:  
Tul Polyester 100%



Tul gloves option 3 fabric:  
Tul Polyester 100%



Ruffled gloves main fabric:  
Elastic knit Polyester 100%



Ruffled gloves secondary fabric:  
Organza Polyester 80%  
20% Cotton

## YARN:

Yarn 100% polyester

## STITCHING CHART:

Single stitching 0,5 cm

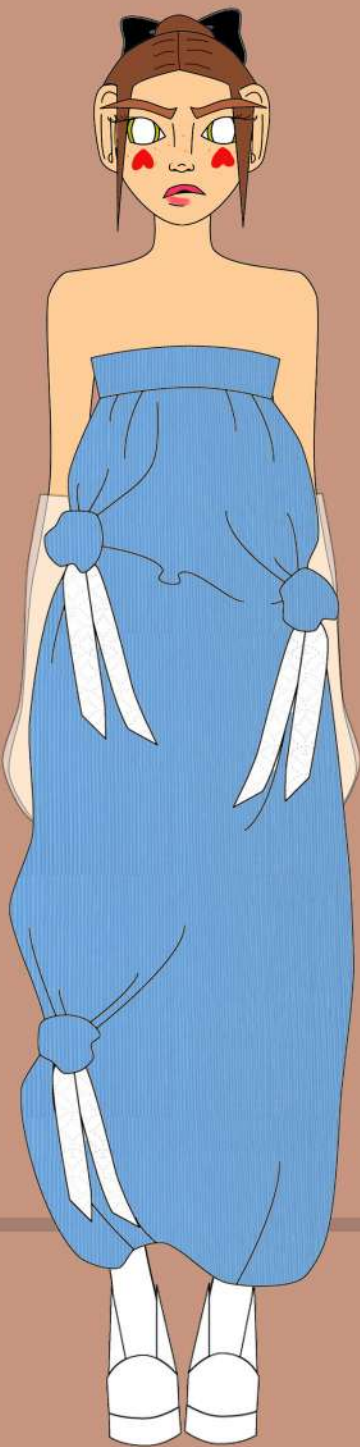
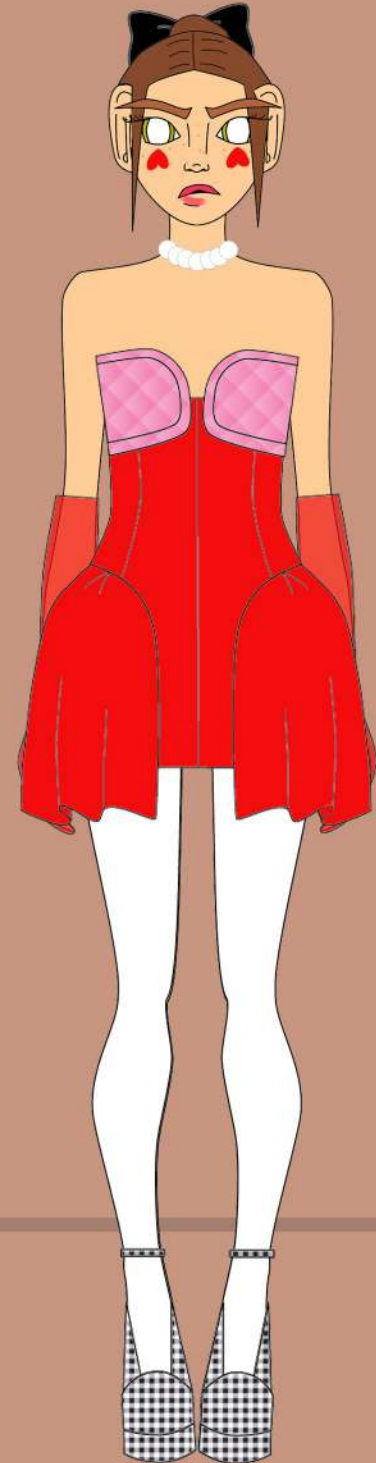
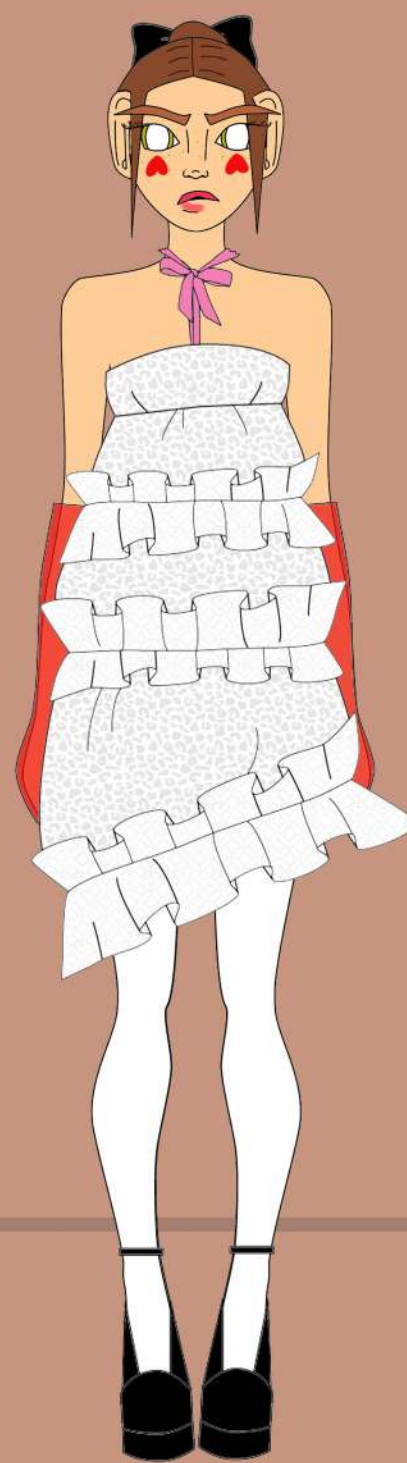
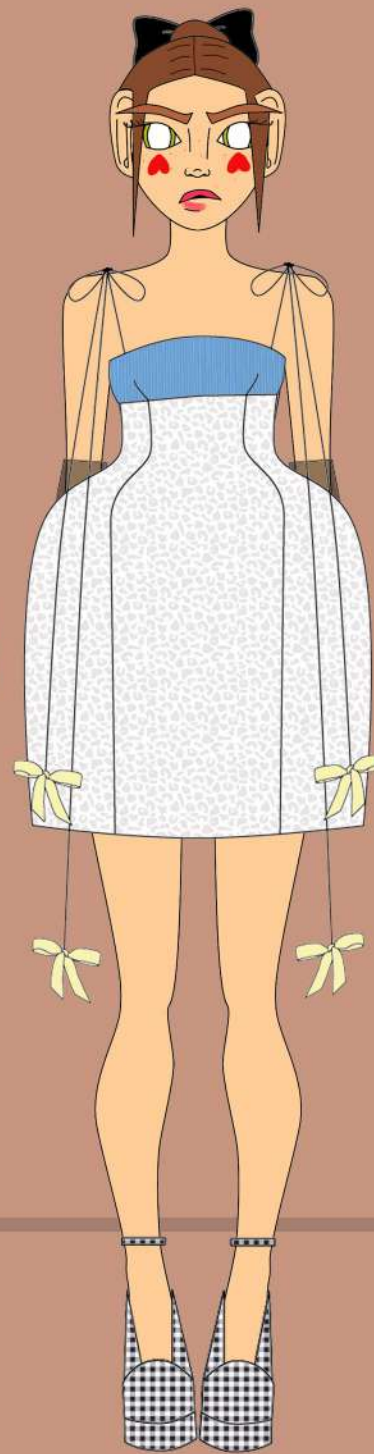
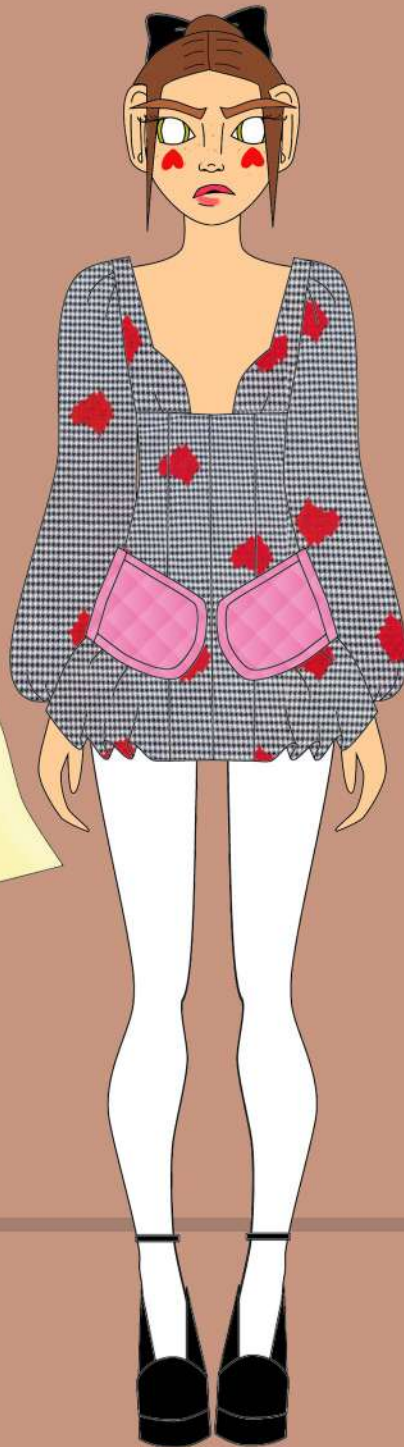
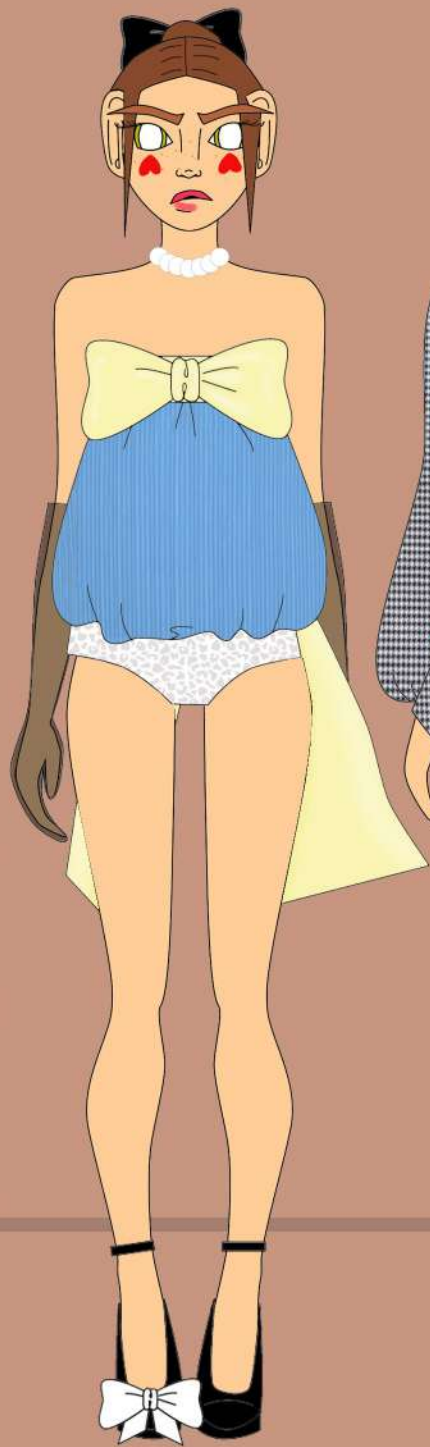
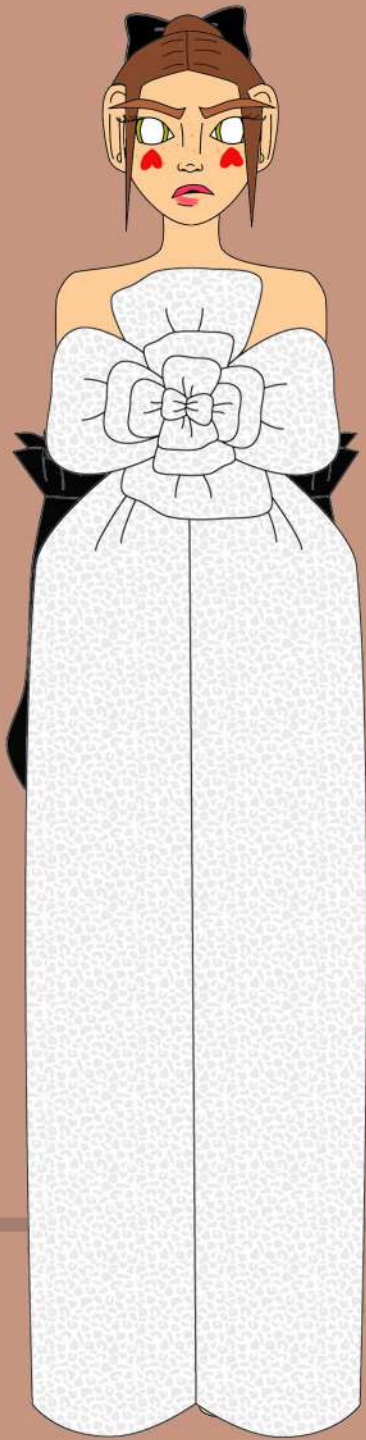
Overlock 0,5 cm





# LINE UP AND FABRICS

ANTAGONIST  
F/W 24



ANTAGONIST  
F/W 24

# ANTAGONIST

F/W 24

Fire exit  
Keep clear





### ANTAGONIST F/W 24

The collection is inspired by Alicia in Wonderland, but especially on the path that Alicia travels where she goes from being a girl to a young woman. Throughout the story we see how the protagonist form her personality with the help of her new friends, thus acquiring details of their characteristics that had caught her attention. In the collection we will see details, shapes and fabrics that will remind us of these characters.





ANTAGONIST  
F/W 24





# ANTAGONIST

## F/W 24

### CHALLENGING MACHISMO THROUGH A BOLD PHOTOSHOOT: SHINING A SPOTLIGHT ON FEMINIST PERSPECTIVES

In a society where gender equality remains an ongoing struggle, one particular photo session has caught our attention. The theme of this thought-provoking shoot tackles machismo head-on, aiming to combat it in a radical yet impactful manner. By providing visibility and offering a feminist viewpoint, it seeks to redefine societal norms.

Machismo, deeply rooted in traditional gender roles, continues to perpetuate harmful stereotypes and hinder progress towards gender equality. However, this daring photoshoot refuses to stay silent. It boldly confronts the issue, utilizing the power of visuals to spark dialogue and challenge societal expectations.

The intention behind this extraordinary shoot is to dismantle the very foundations of machismo. By spotlighting its detrimental effects, the photographers and models involved seek to raise awareness and inspire change. Through their feminist lens, they aim to redefine masculinity and promote a more inclusive, egalitarian society.

This powerful display of feminist activism reminds us that visual art can serve as a vehicle for social change. By confronting and deconstructing harmful gender norms, we can pave the way for a more equitable future. It is through initiatives like this that we can challenge the status quo, encouraging dialogue, and fostering a deeper understanding of the importance of gender equality.

In a world where gender inequality persists, it is crucial to embrace diverse perspectives and amplify voices that challenge the oppressive structures of machismo. This photoshoot stands as a testament to the power of visual storytelling in dismantling harmful stereotypes, encouraging empowerment, and pushing for a more just and inclusive society.

