

First Draft

Sample Feature

MINDFULNESS MATTERS, THE FUTURE OF READY TO WEAR FASHION FROM A PERSPECTIVE OF A GEN Z DESIGNER

" Whenever I purchase something, not just clothes, I always ask myself if I'll actually be able to use this in the long run. It's always important to be mindful of what you consume," said Gen Z Filipino Fashion Designer, Louvane De Jesus.

Sultry, Sensual, and Confident is how twenty two year old Louvane De Jesus best describes her style. As a Generation Z fashion designer from the Philippines, who draws a lot of inspiration from the country's tropical climate, she reminisces the days of when she and her colleagues would intern for fashion houses and spend weeks planning which outfits to wear during fashion week.

" I love fashion week because I get to see designers at work. At the same time, I get to be immersed in this culture of collaboration and creativity. There's nothing quite like it for me," said De Jesus in an interview.

Recently, the global pandemic and economic recession has forced her to rethink some of her choices including her design process. " As a designer, I like being able to own a lot of things as this is where I get to channel my creativity when it comes to designing clothes. But these past few years especially because of the pandemic, I have become more conscious. Whenever I purchase something, not just clothes, I always ask myself if I'll actually be able to use this in the long run. It's always important to be mindful of what you consume," said De Jesus.

Although there is now a shift in the mindset of many Generation Z consumers as of late, De Jesus emphasized that creativity when it comes to fashion and dressing up will not falter. Mentioning current trends on leading social media platforms such as Tiktok, and Instagram, De Jesus adds that what's driving waves of creativity are the Gen Z consumers who have become resilient when it comes to styling their clothes. " There's so much creativity going on right now and it has definitely been highlighted because everyone has more time to just sit, relax, and have fun. Now I see so many crazy talented outfits by influencers on Tiktok and its amazing," said De Jesus.

For De Jesus, no matter the circumstances, the future of fashion is bright. Currently, her day-to-day tasks are mostly focused on sketching and making dress patterns as she is finalizing plans for her ready to wear conscious clothing line which she targets to launch this year. " Fashion does not stop, it will continue to evolve and cope up with the changes in our society," said De Jesus.