

## AAD011 CASE STUDY / CONTEXTUAL RESEARCH AND UNDERSTANDING

NAME: CAOIMHE O'HARE

Theme: Innovation



### Nicole McLaughlin, Special Projects, 2019-Present

Nicole McLaughlin creates unmistakably unique designs featuring atypical materials. Her innovation and creativity allows for one-off fashion designs that blend found objects with 'normal' clothing templates. Nicole creates shoes made out of old footballs, bags of oranges or gloves made out of bread, describing her process as "unlocking a part of [her] brain where now [she] sees way too much potential in everything; [she] can't *not* see a [design] when [she] look at something. It's just letting [being] weird and exploring weird ideas." Nicole's innovative ability to recontextualise items into new designs is incredibly impressive, with each design producing a final product with something I would never have seen as having the potential to make clothing out of. Her interest in sustainability also allows her innovation to thrive, using primarily second hand or 'out of date' materials that would otherwise be thrown away.

### References

McLaughlin, N. (2023) '*Nicole McLaughlin Official Website*' NicoleMcLaughlin.com, Accessed 14<sup>th</sup> March 2023, Available at: <https://nicolemclaughlin.com>.

Beach, C. (2022) '*Upcycling Guru Nicole McLaughlin Preaches the Gospel of Doing It Yourself*' Printmag.com, Accessed 14<sup>th</sup> March 2023, Available at: <https://www.printmag.com/designer-interviews/upcycling-guru-nicole-mclaughlin-preaches-the-gospel-of-doing-it-yourself/>.

Gruebler, L. (2021) '*Deconstructing Purposes – An Interview with Viral Upcycling Artist Nicole McLaughlin*' Title-Mag.com, Accessed 14<sup>th</sup> March 2023, Available at: <https://title-mag.com/deconstructing-purposes/>.