

KEVIN LAKE

Page 1: Introduction

Page 2-12: Personal Brand

Page 13-22: Footwear Concepts

Page 23-36: Jenny Holzer x Helmut Lang

Current Location: New York, NY

Born: Santa Maria, CA

Zodiac Sign: Pisces

Computer Skills:

Adobe Creative Suite ★★★★★☆

HTML / CSS ★★★★★☆

Technical Skills:

Printmaking ★★★★★☆

Sewing & Patternmaking ★★☆☆☆☆

Photography ★★☆☆☆☆

Page 1: Introduction

Page 2-12: Personal Brand

Page 13-22: Footwear Concepts

Page 23-36: Jenny Holzer x Helmut Lang



Personal Brand

Themes

Brief

The language of fashion has evolved rapidly over the past century, allowing us to communicate with our clothes more effectively than we realize. A hammer loop on a pair of otherwise ubiquitous denim jeans indicates the wearer works with a hammer, perhaps a carpenter. Even if they aren't a carpenter, the wearer earns the *look* of a working-class person, and potentially aligns themselves with working-class values. From a single meticulously sewn piece of fabric, layers of possibility are opened up for an otherwise simple garment. One goal with my personal work is to create in the spirit of hammer loops; to utilize the evolved language of fashion to create meticulously detailed products that demonstrate a relationship between the wearer and their world.

Distressing

Distressing is the intentional destruction of a product to indicate wear. Martin Margiela used distressing to free the wearer from the idea that luxury clothing should always maintain its brand new condition to retain its value. Although an effective way to decorate clothing, distressing can be used more intentionally to emphasize the relationship between the wearer and their environment. Not only can distressing indicate that an item had a past life, but it can be used as a tool to write a detailed biography.



Prada Fall / Winter 2025



Balenciaga "Moth-Eaten" Suit

Functionality

Functionality is often used as a buzzword in fashion to indicate that something has pockets. A goal of my work is to add a more nuanced layer of functionality to our clothes, such as the previously mentioned hammer loop. This will allow us to interact with products in new ways and create products that are more personal to the wearer.



Lockpick Earrings



Compass Button

DIY / Recontextualization

Everyday aesthetics and features are recontextualized and integrated into products, much like a zipper pull designed like a paperclip. By using mundane items against their function, we can create products that reject and question the mundane without being overtly subversive or outwordly. Similar to functionality, it can allow the wearer to have a more personal relationship with the product.



Moschino "Detergent" Bag



Margiela "\$11 Bill" Wallet

Themes (continued)

Hearts

The “heart” is undeniably the most important symbol of the modern day. Its design, meaning, and nomenclature can’t be attributed to a single person, yet if you asked the best graphic designer in the history of the world to come up with a logo for Love, I doubt they could do any better than the heart. It took centuries of art, design, language, and globalization for humanity to collectively create a symbol for love and to name it after the most vital organ in each of our bodies. The heart not only represents romantic affection, but it’s symbolic of an optimistic worldview in which people across cultures and throughout history inherently value love, unity, and connection.

In the spirit of designing clothing that emphasizes the often sentimental relationships we have with our environment and the people around us, hearts are often used as a symbol for the same.

American Popular Culture

Andy Warhol was an American artist who rose to prominence during the mid-20th century and became a leading figure in the “pop art” movement. His work often used images of everyday consumer goods and familiar icons. This, in addition to his practice of screen printing, made the work more universally relatable on the surface while simultaneously exploring our deeper relationship with mass media and celebrity culture. In the same way, my personal design work uses everyday American culture and our universal relationship with popular mass media in the modern day.



Ancient silver hemidrachm coin (500-480 BC)



Chanel Heart Vanity Bag (1994)



Vintage “Batman Forever” Crew Jacket



James Dean Tee Shirt

Handle Scarf

(2026)

Scottish lambswool with cotton ribbon and leather backing sewn throughout to support plastic handles screwed into both ends.

With handles attached to each end of the scarf, the wearer can technically be pulled by the neck, giving the impression of vulnerability and emphasizing a relationship between the wearer and their environment.

The same way a cargo pocket might represent the idea of utility and preparedness, the handles on the scarf can represent the idea of affection, submission, and safety.

Product photos



Handle Scarf

Product details



Front view



Back view

Handle Scarf

Photo campaign





“Mr. and Mrs. Smith” crew merchandise (2025)

Product photos

Embroidered twill cap

Embroidered cotton tee shirt

Mr. and Mrs. Smith (2005) was an action / romance / comedy starring Brad Pitt and Angelina Jolie that tells the story of a married couple each working undercover as highly trained assassins employed by competitor agencies. The film’s production and prophetic casting set the backdrop for the two stars to meet and fall in love, marking the beginning of a long and highly publicized relationship. Soon after Pitt’s divorce from Jennifer Aniston, the two became a couple, adopting children together and marrying in 2014. Jolie would file for divorce two years later, which was finally settled in December of 2024.

The Mr. and Mrs. Smith crew merchandise is a testament to Hollywood, romance, the alluring magic of a movie set, and the everyday people working behind the curtain to make these moments a reality.



Pushpin Brooch

(2025)

Laser-engraved Sterling silver brooch with nickel-plated copper "keepers clasp" pin lock.

Designed to give the appearance of a pushpin stuck into the wearer's clothing, the Pushpin Brooch merges everyday items with punk and DIY sensibilities. This recontextualization of mundane and office-related objects associates the wearer with these environments while simultaneously rejecting its intended use.



Product photos

Pushpin Brooch

Styled on a wool cardigan

Product photos



August Ames memorial necklace

(2024)

*Sterling silver pendant with enamel enlay
on a 20" Sterling silver ball chain necklace*

August Ames (born Mercedes Grabowski) was a Canadian pornographic actress who starred in over 200 films and was nominated for several AVN Awards. On December 5, 2017, after years of struggling with depression, Grabowski committed suicide by hanging herself from a tree in a Ventura County park. In a podcast three months before her death, she would detail her trouble finding effective therapy due to the stigmatization she often faced in the mental health care system.

This necklace is a tribute to the actress and those facing similar struggles.



Page 1: Introduction

Page 2-12: Personal Brand

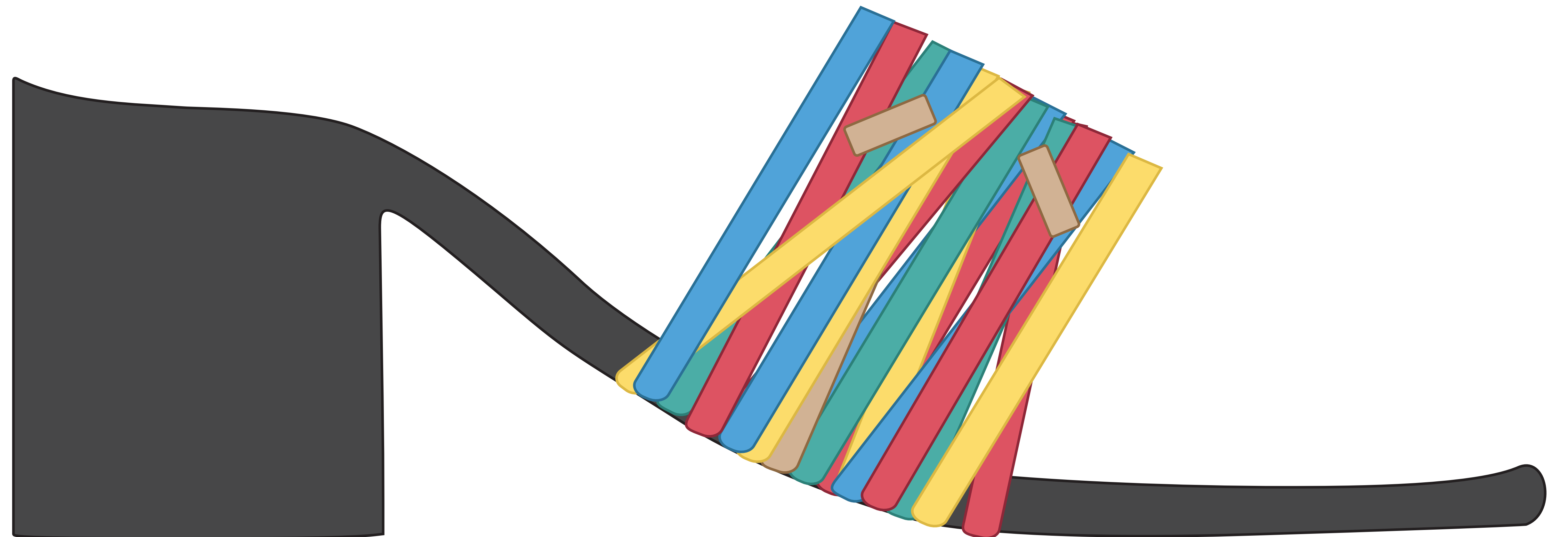
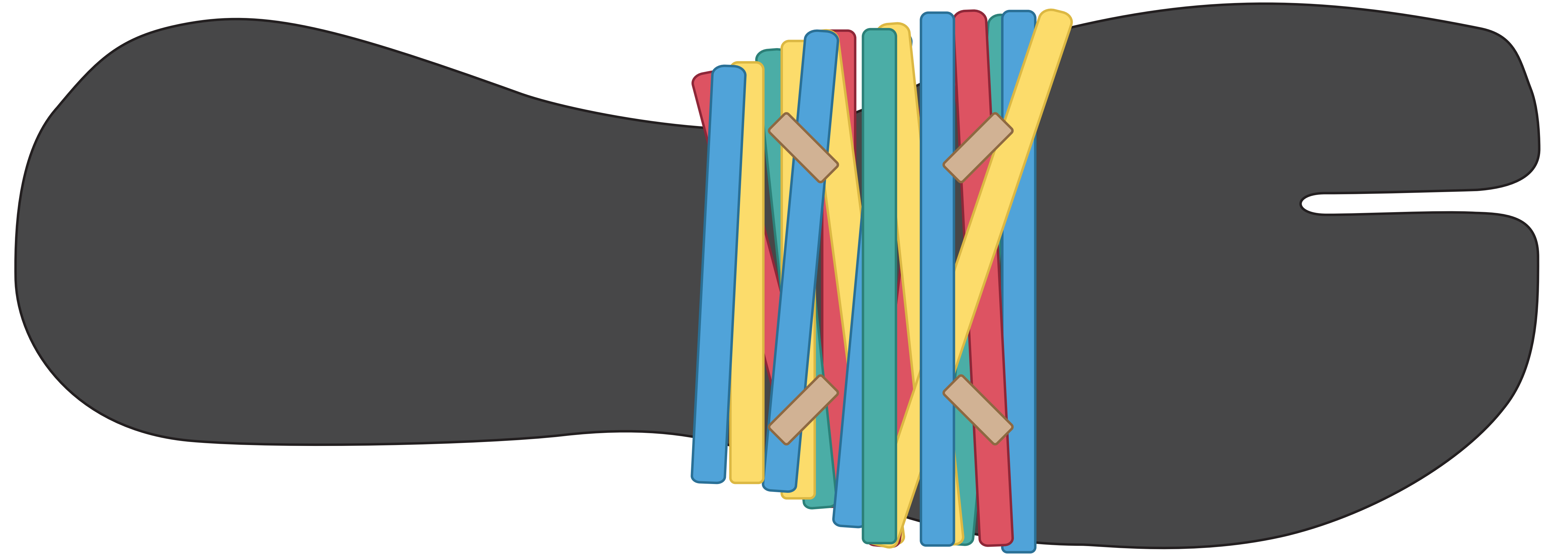
Page 13-22: Footwear Concepts

Page 23-36: Jenny Holzer x Helmut Lang

Rubber Band Tabi Heel

Digital mockup

A new take on Martin Margiela's iconic Tabi boot with trompe-l'œil rubber band upper. Inspired by the "Topless Tabi" from Margiela's Spring/Summer 1996 collection, which features a Tabi heel secured to the model's foot with clear shipping tape. The top strap is created to resemble a cluster of rubber bands, with the four stitches logo reimagined as contrasting colored rubber bands across the top.



Rubber Band Tabi Heel

Margiela Topless Tabis Spring/Summer 1996



Margiela Tabi heels



Prada Men's Spring 2009 styling



Margiela "Four Stitches" logo



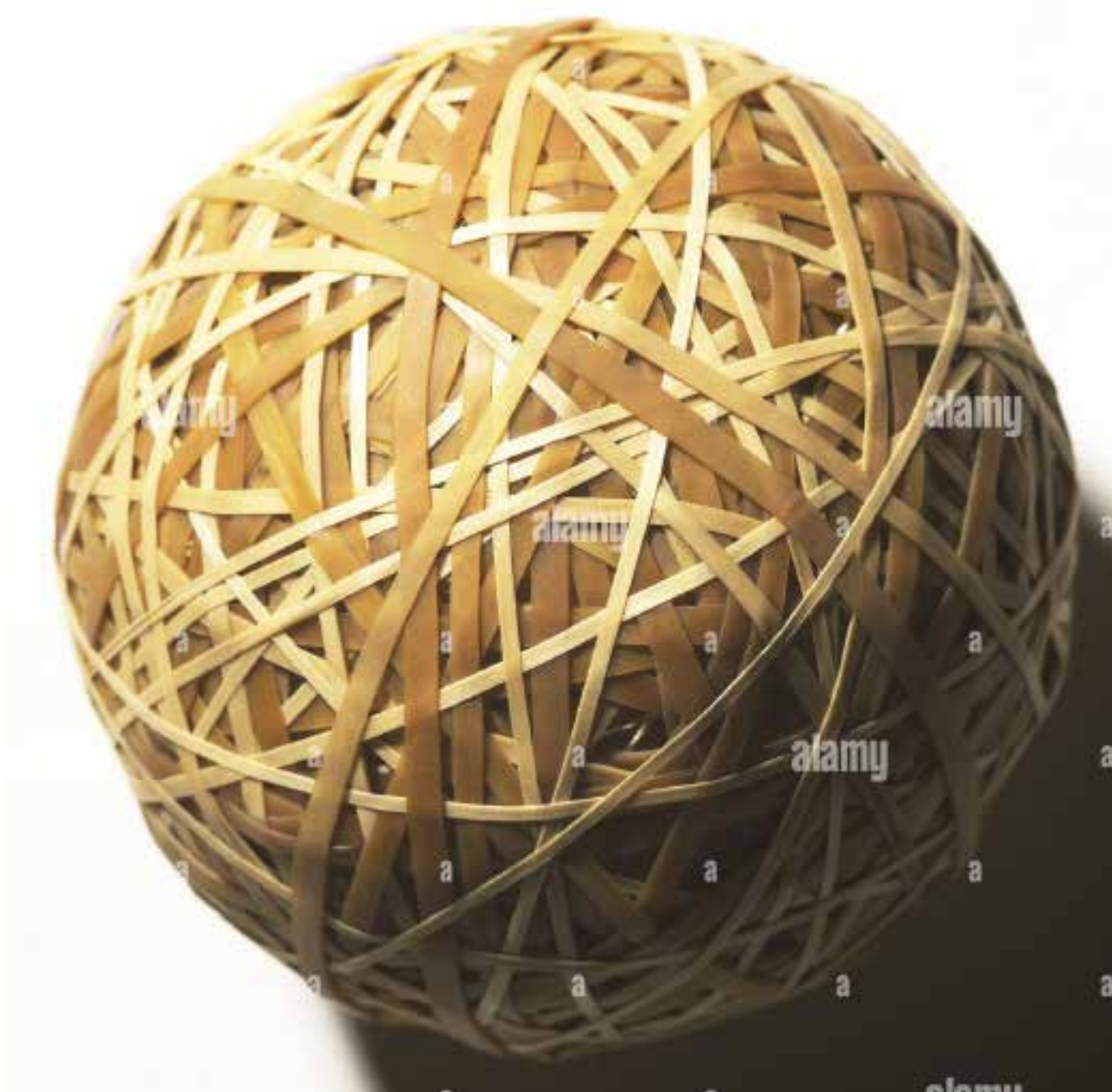
Printed rubber bands used in packaging



Rubber band balls (color references)

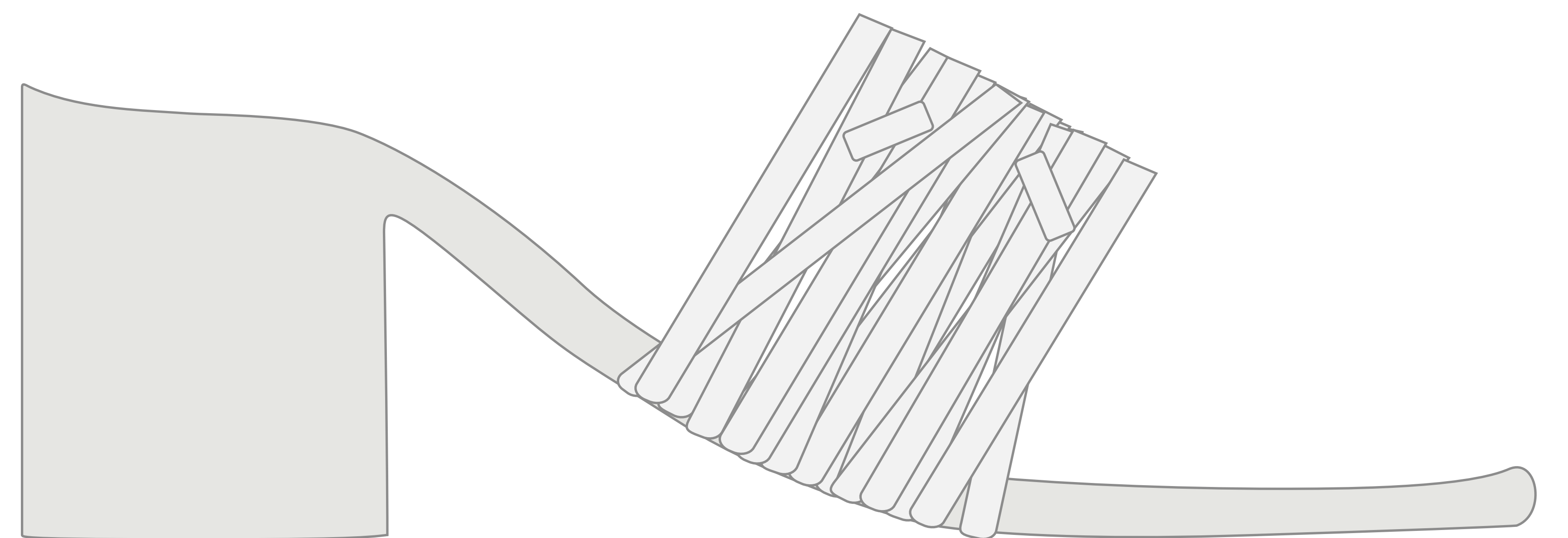
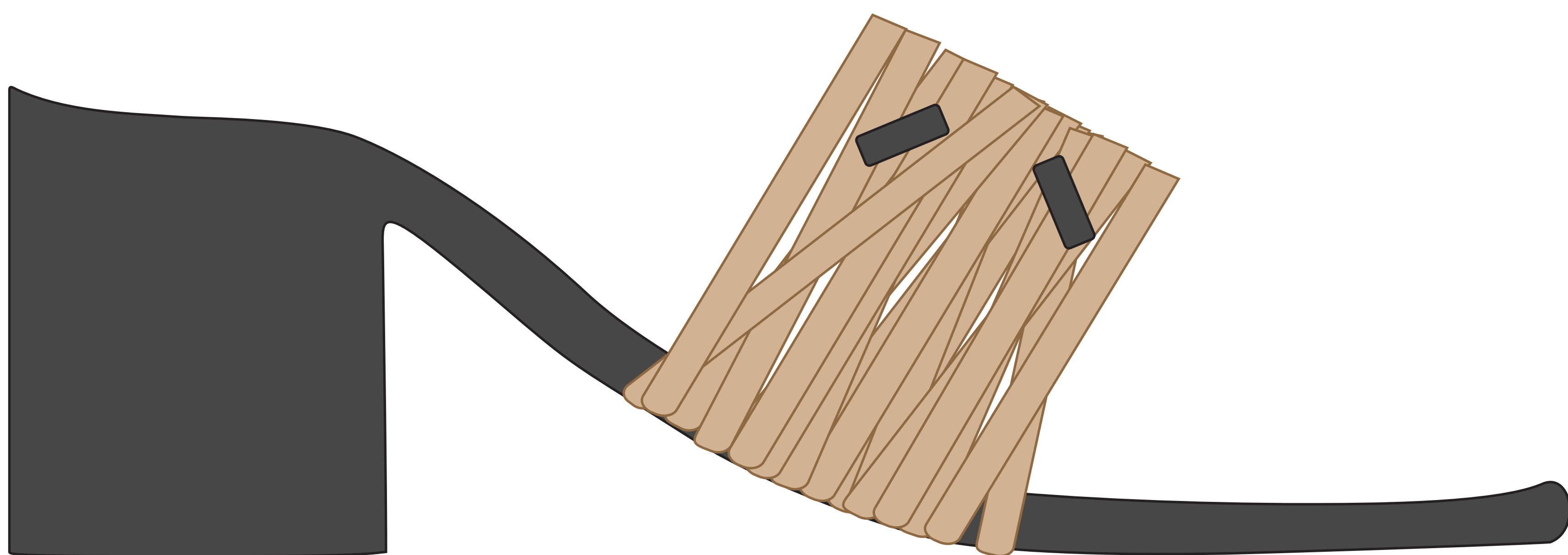
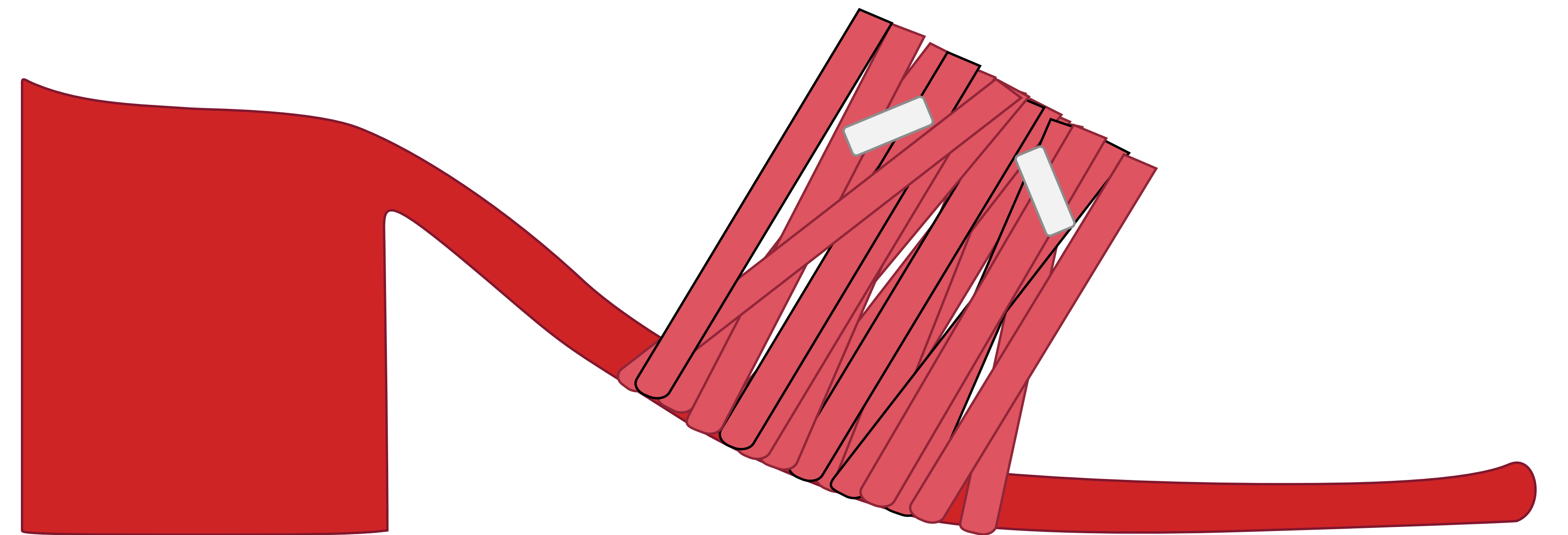
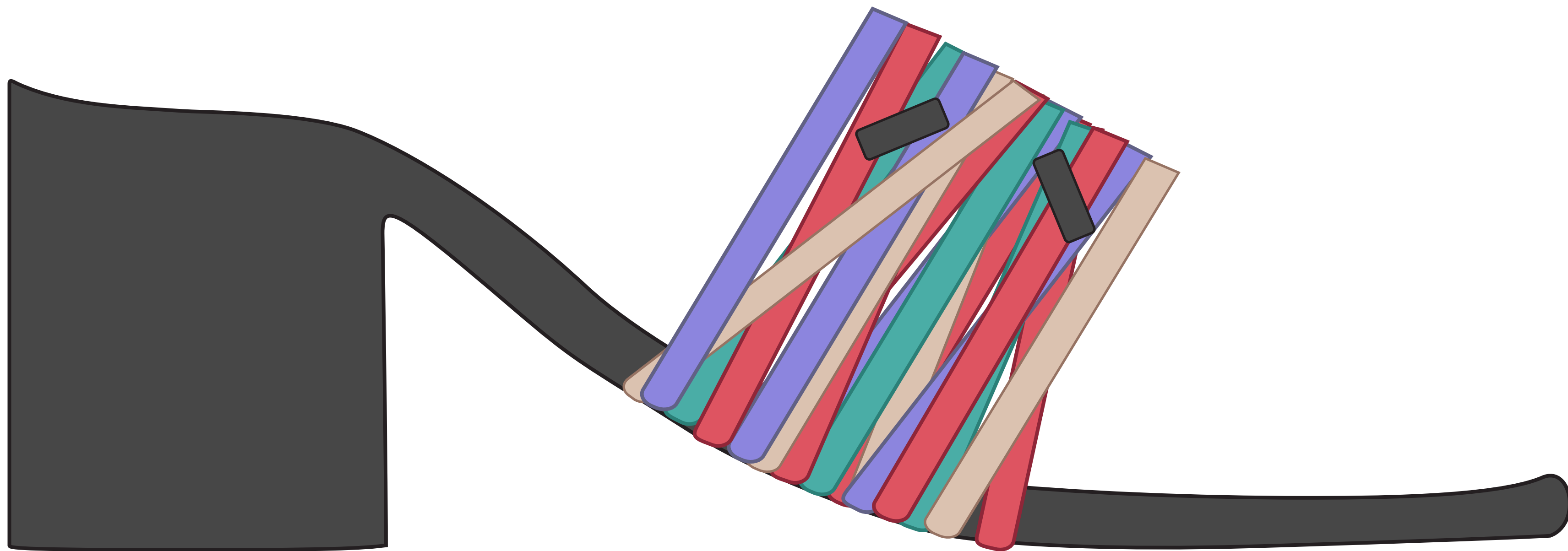
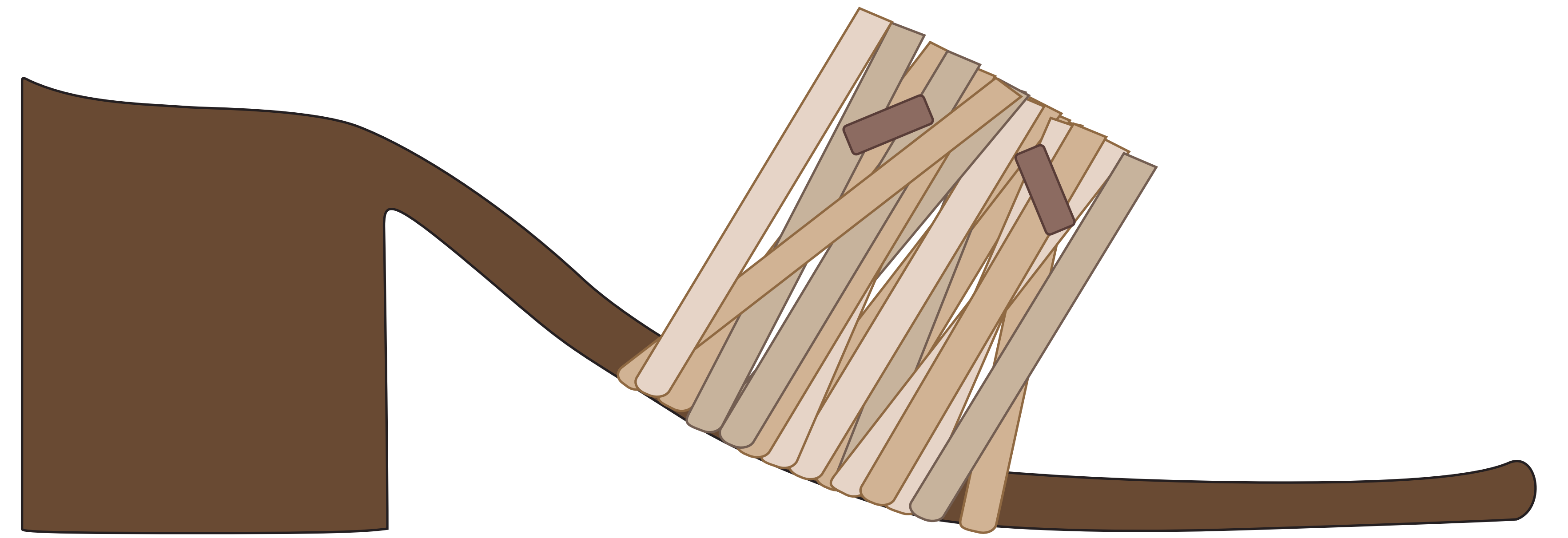
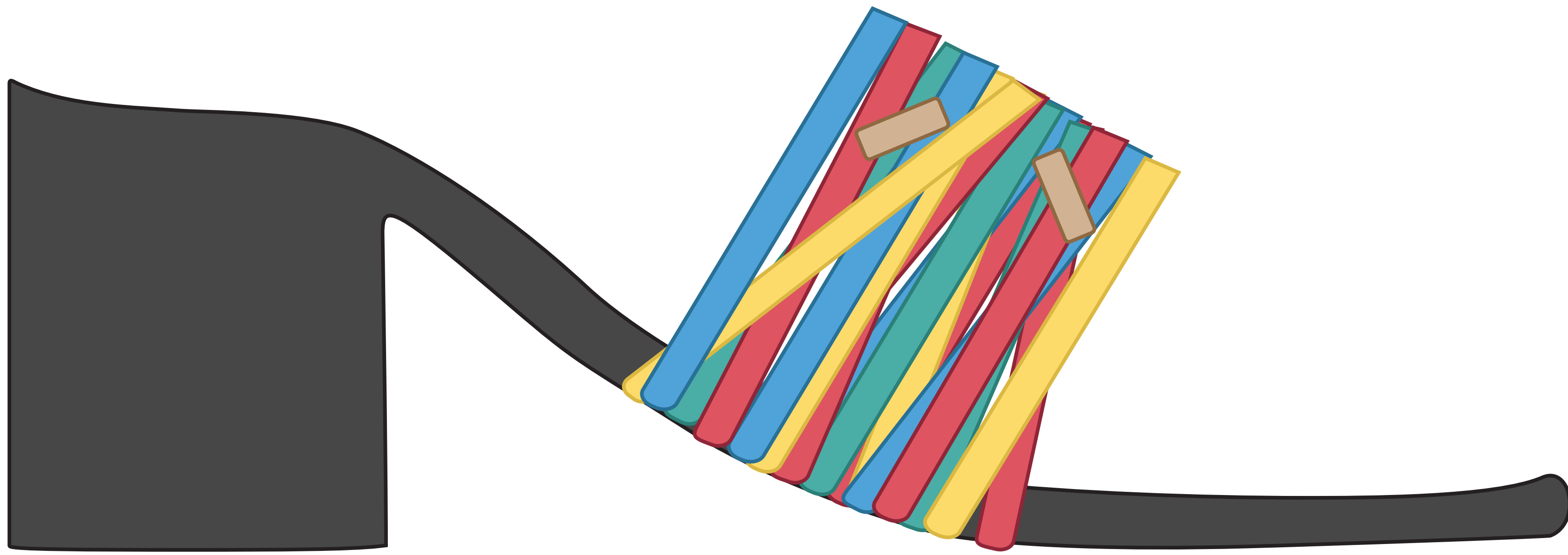


Inspiration Board



Rubber Band Tabi Heel

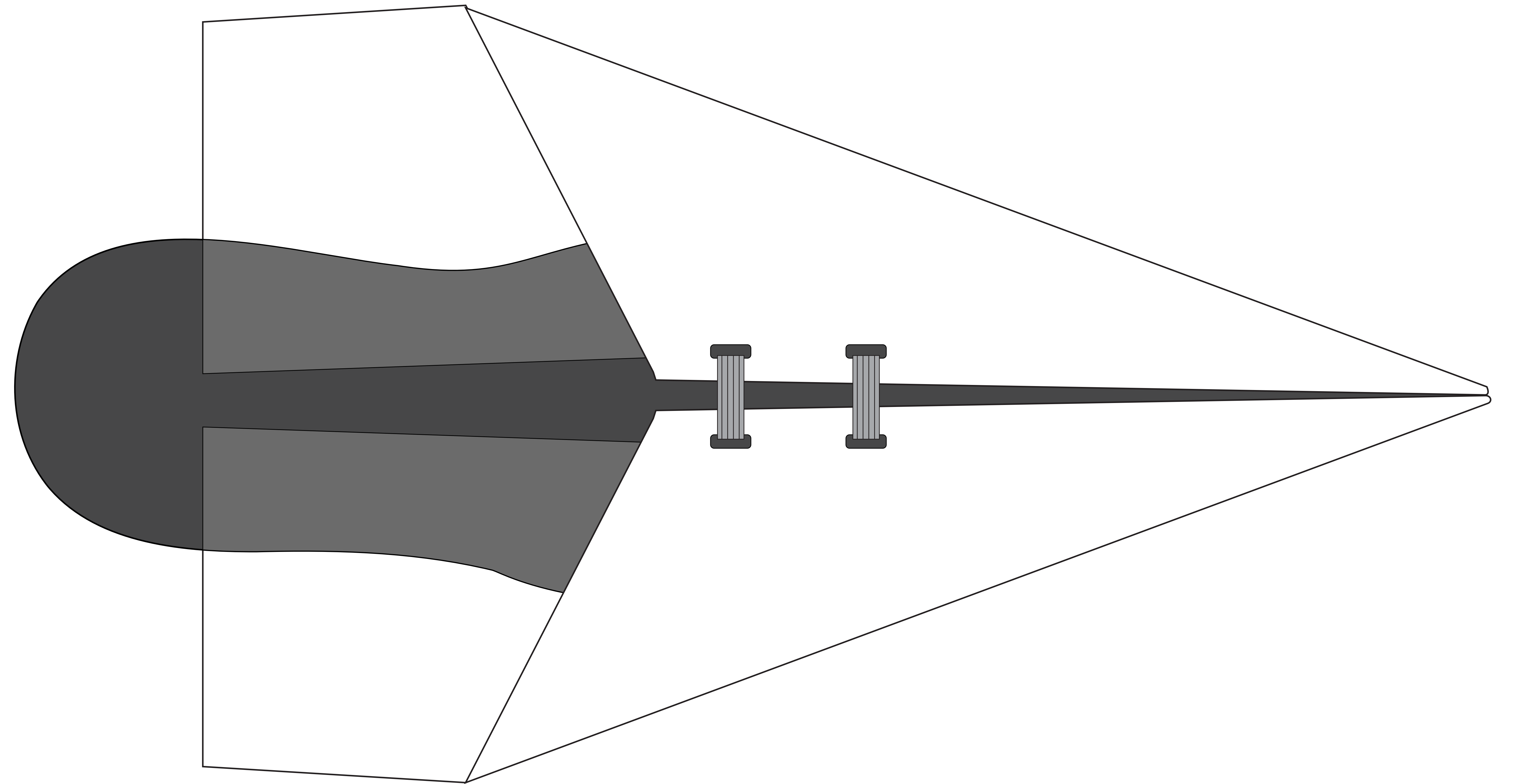
Color options



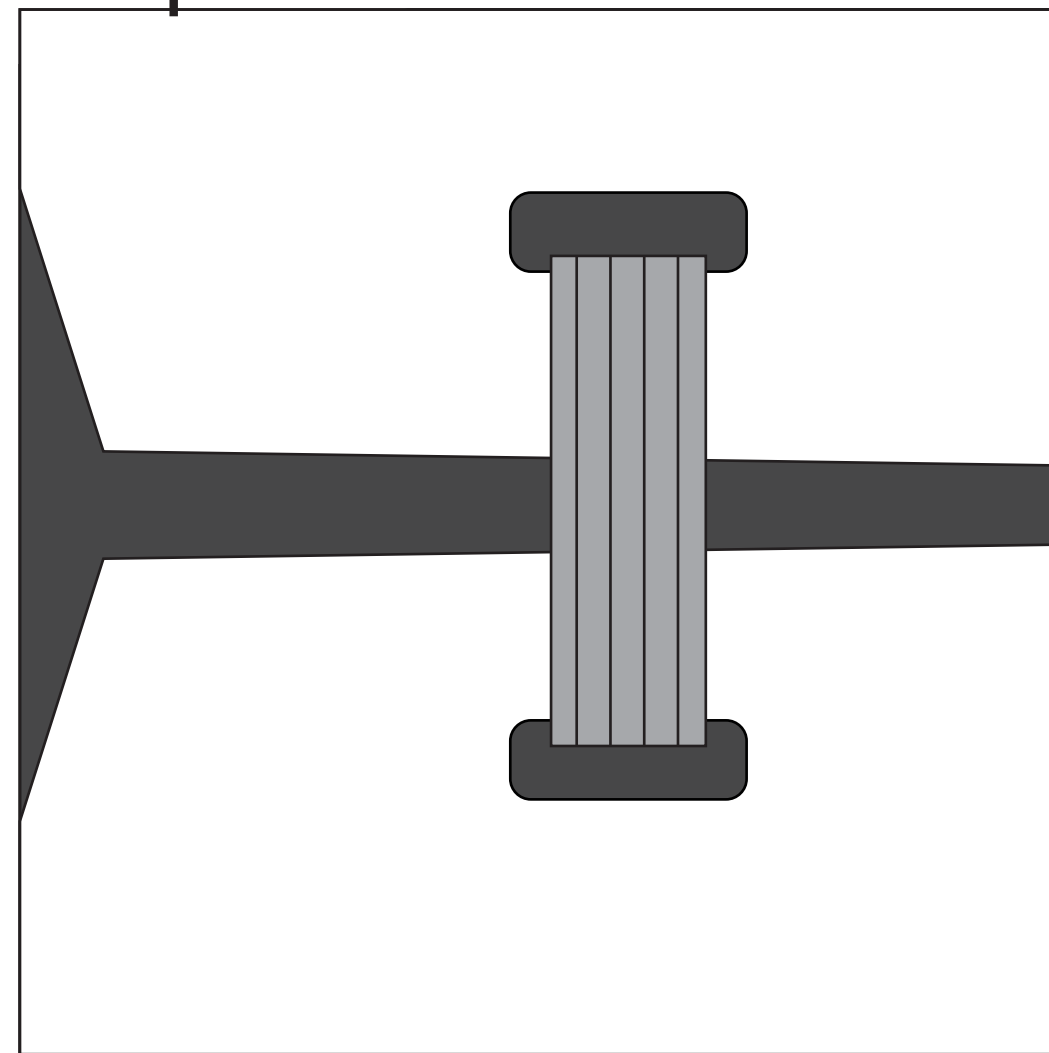
Paper Plane Mules

Digital Mockup

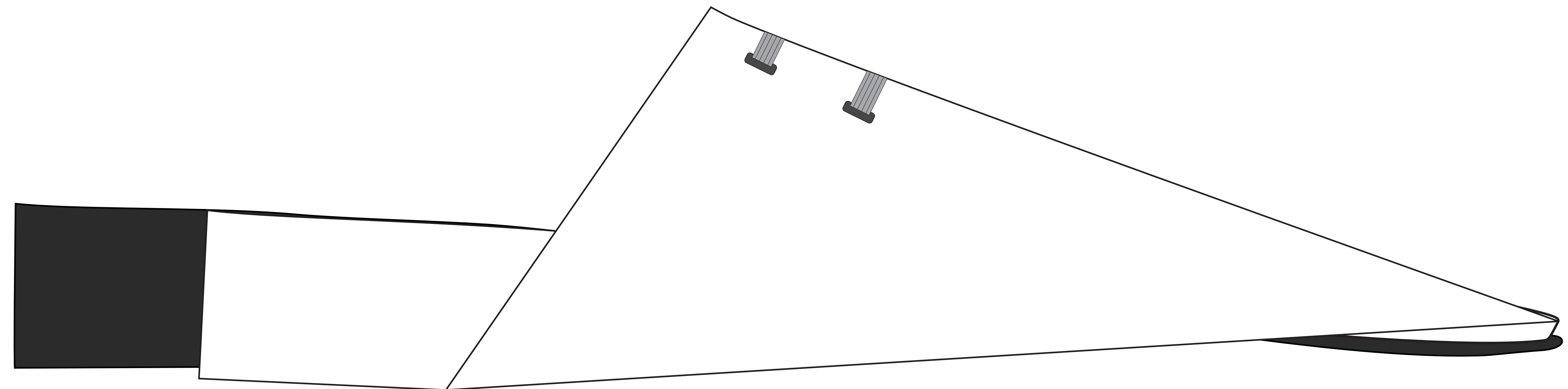
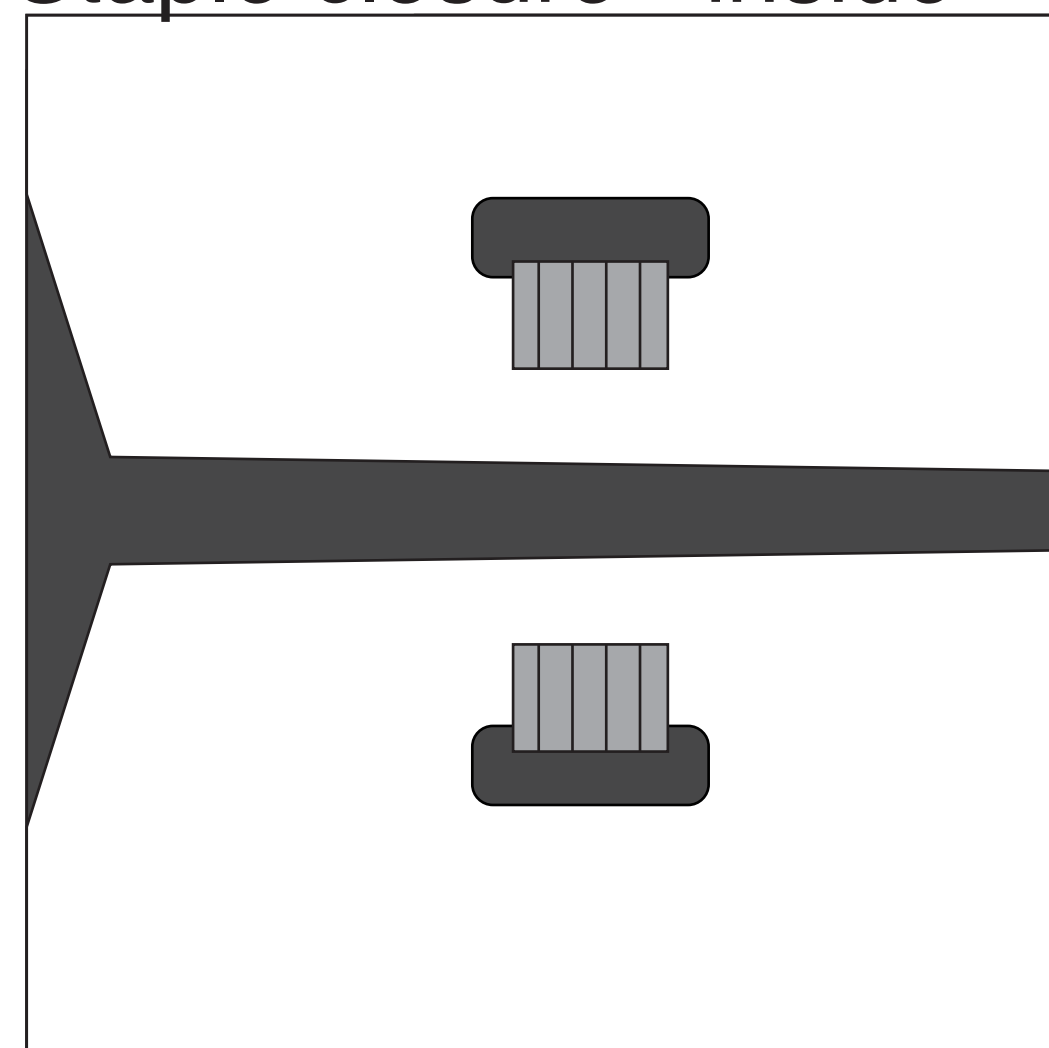
A design resembling a paper plane held together by bundles of staples, which additionally function as a closure. Constructed of matte leather or Tyvek paper for a more realistic look.



Staple closure - outside



Staple closure - inside

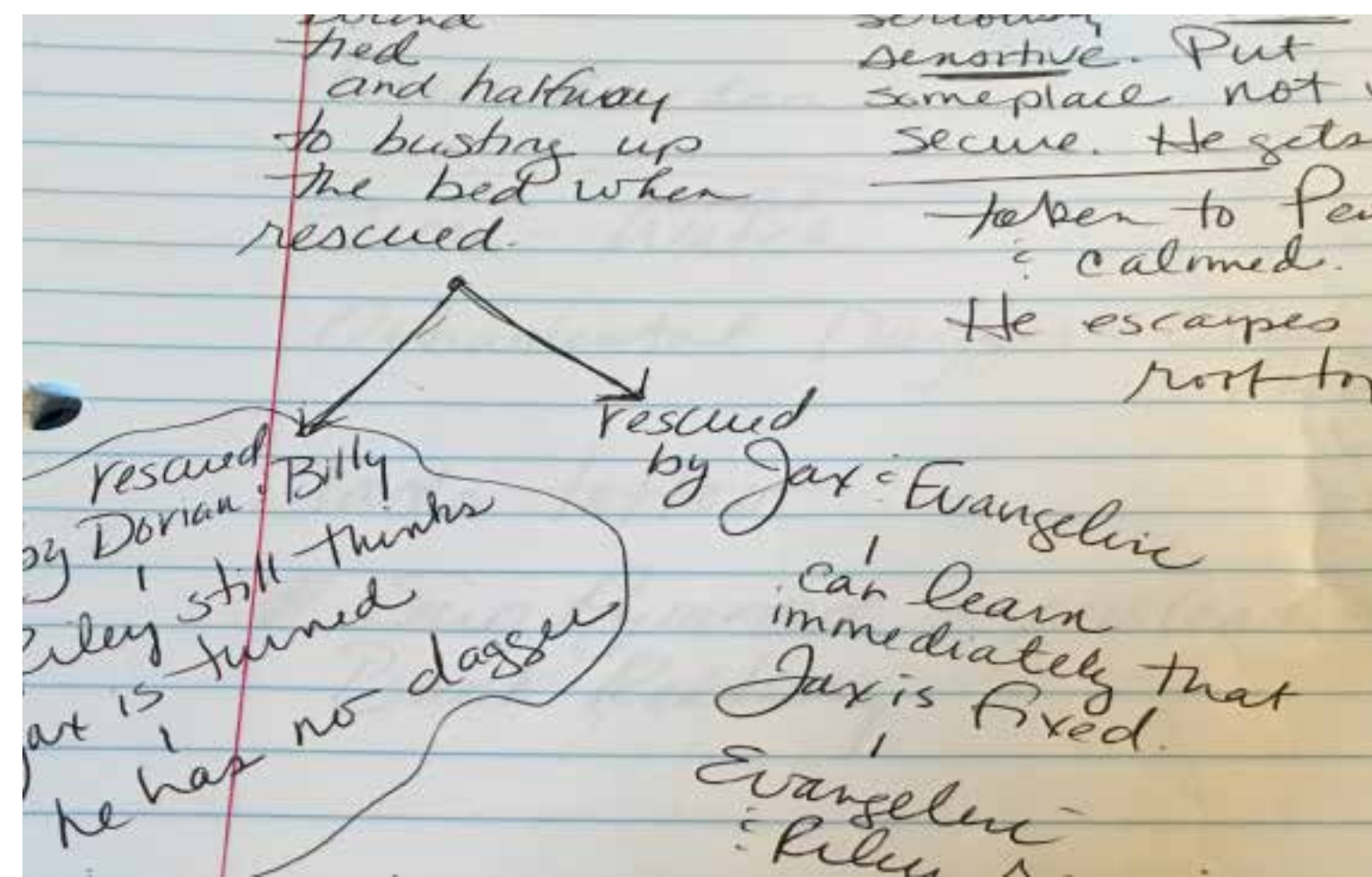


Paper Plane Mules

Basic paper airplane



Notebook scribble - ballpoint pen



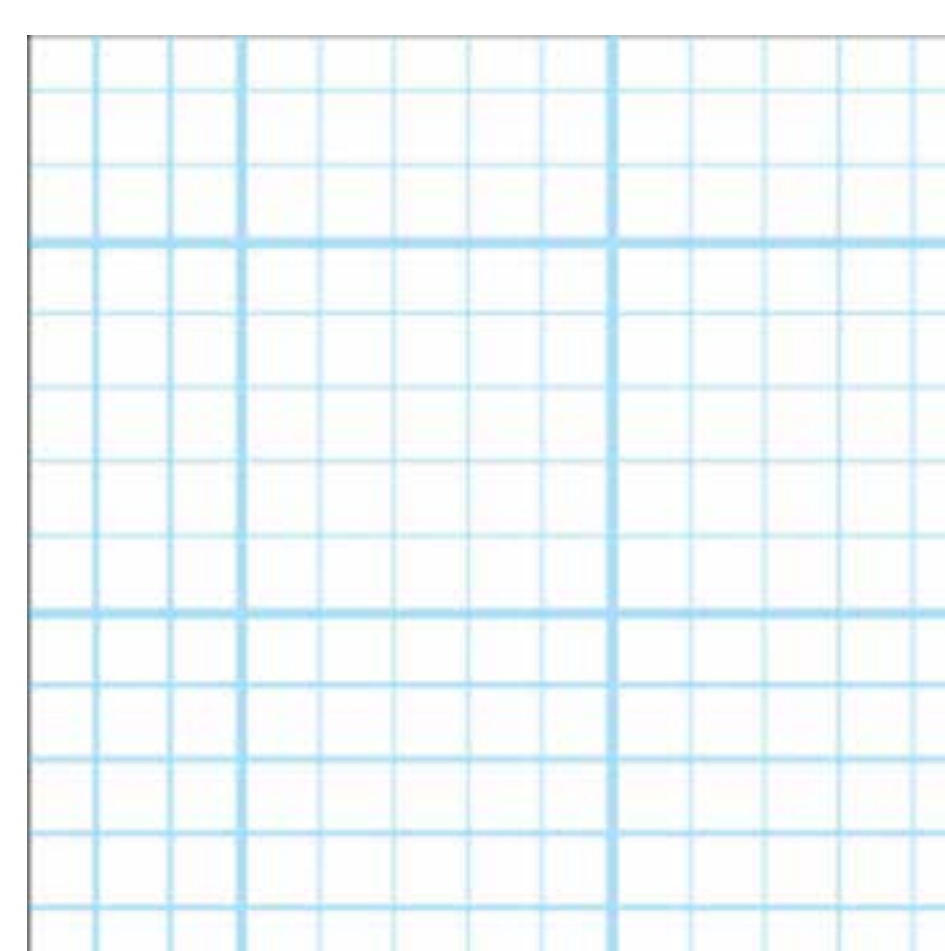
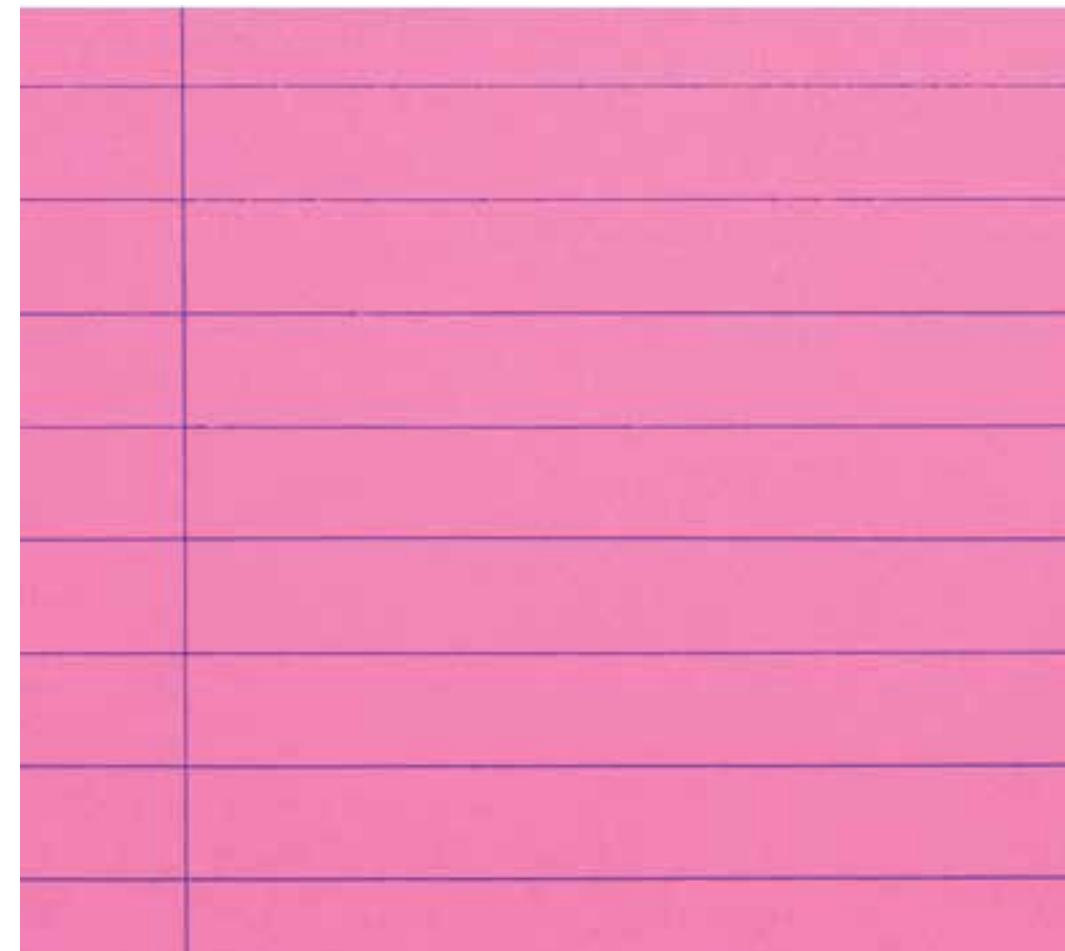
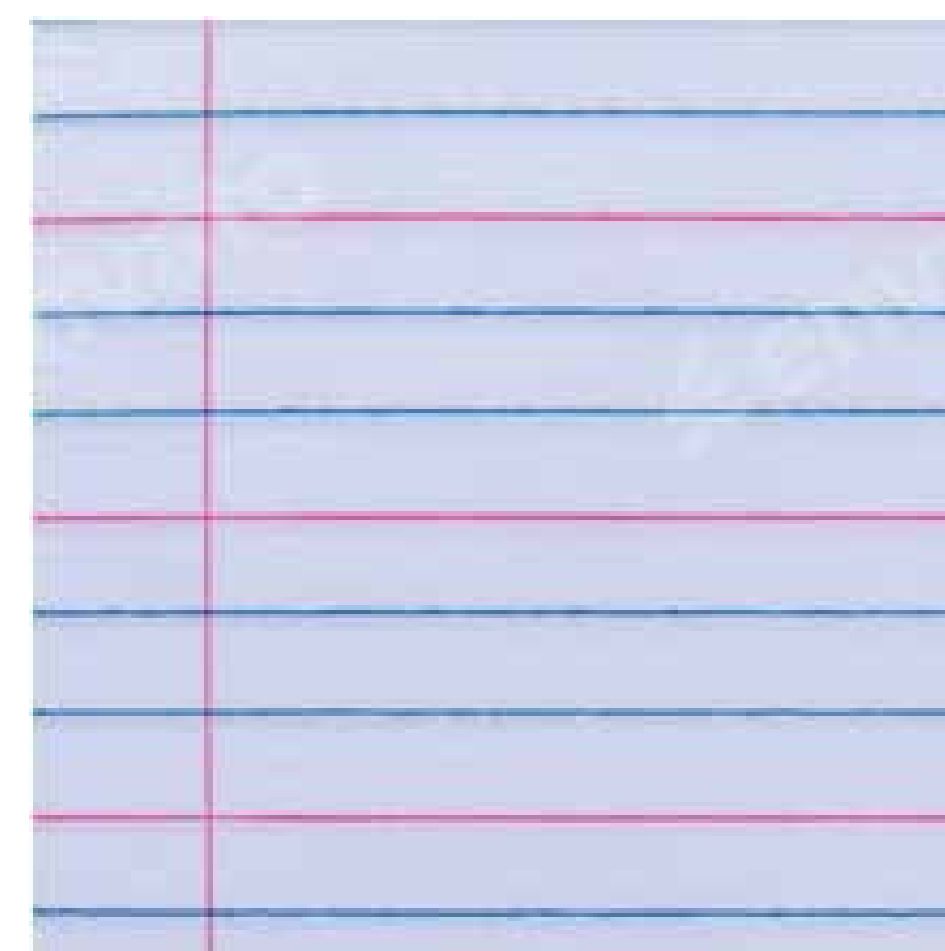
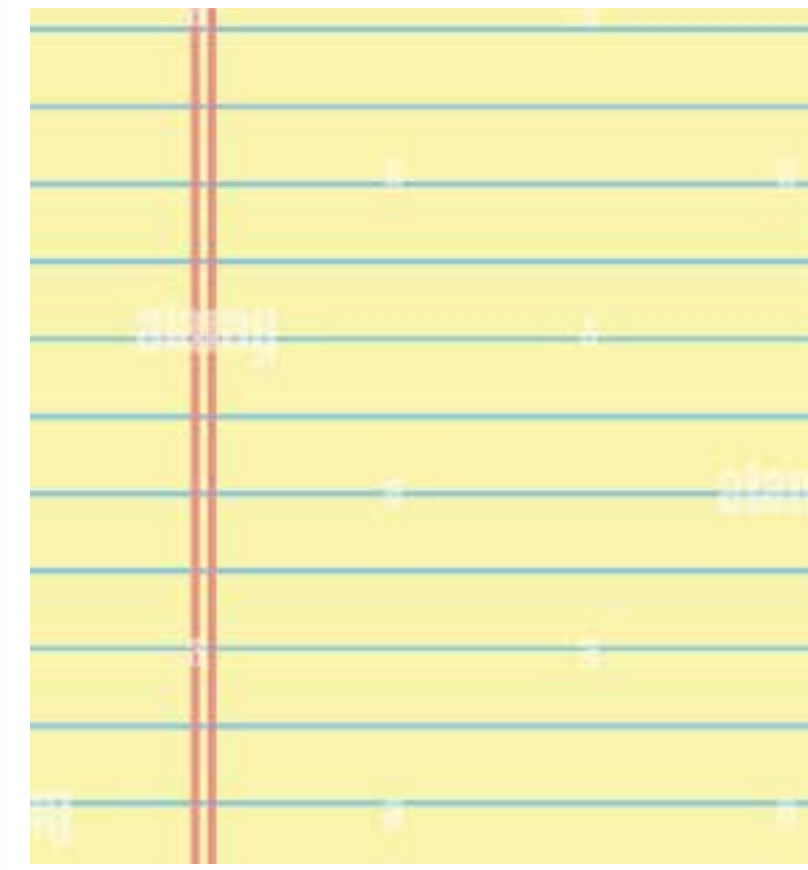
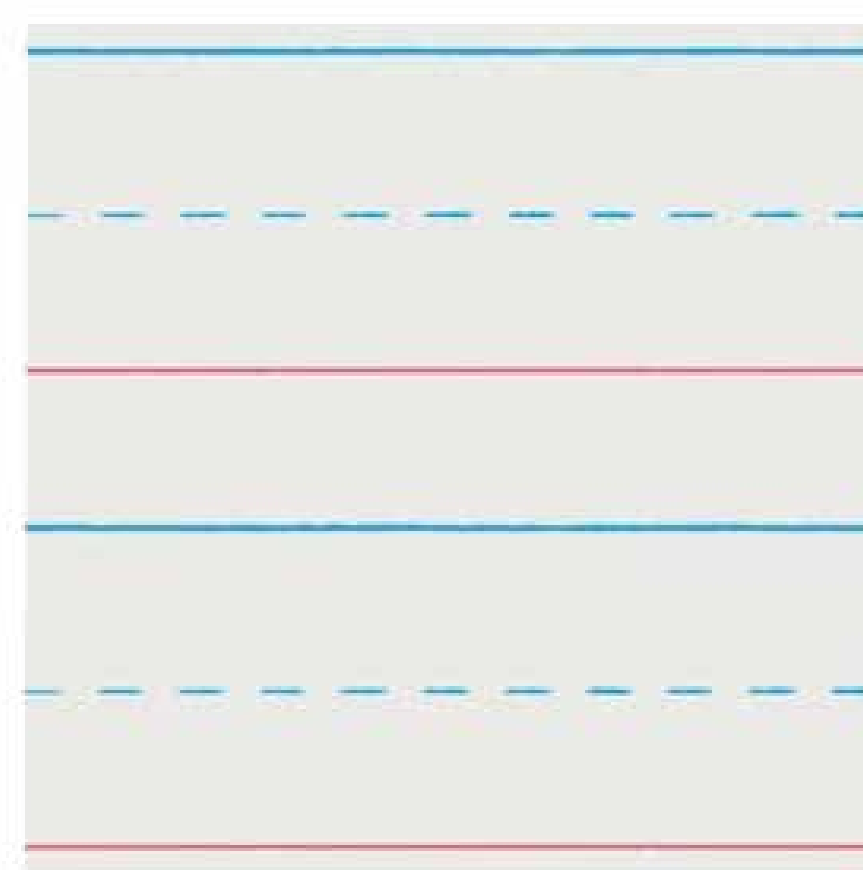
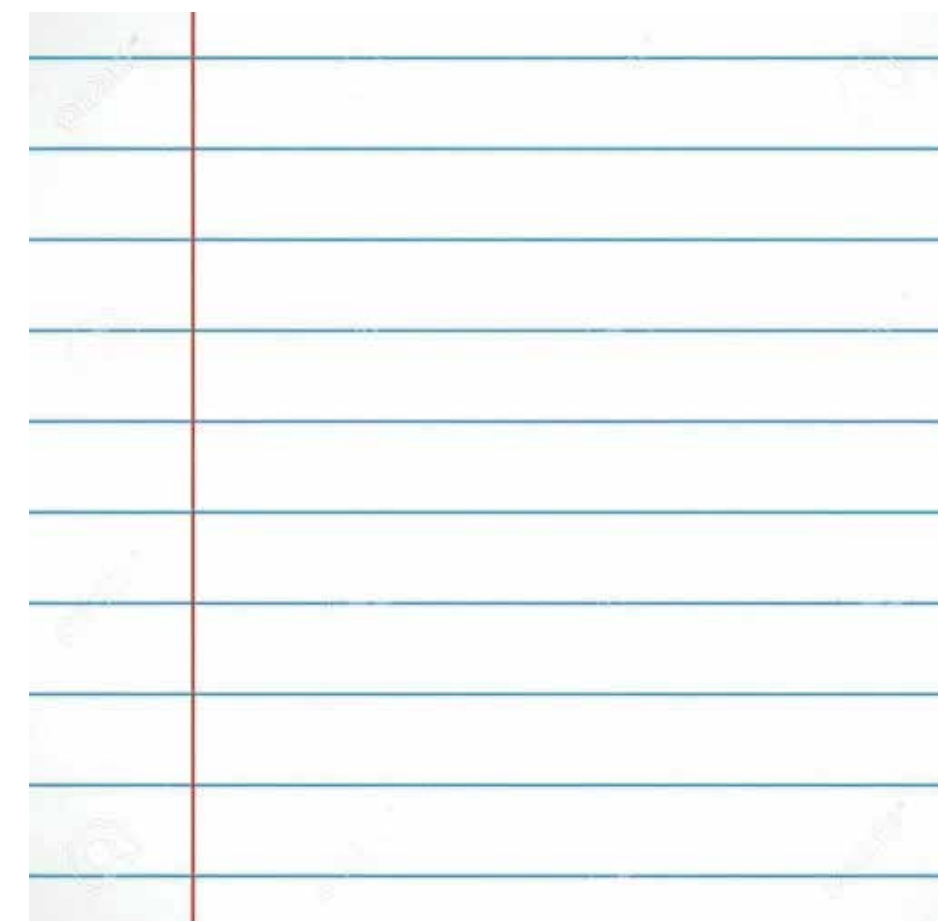
Tyvek paper



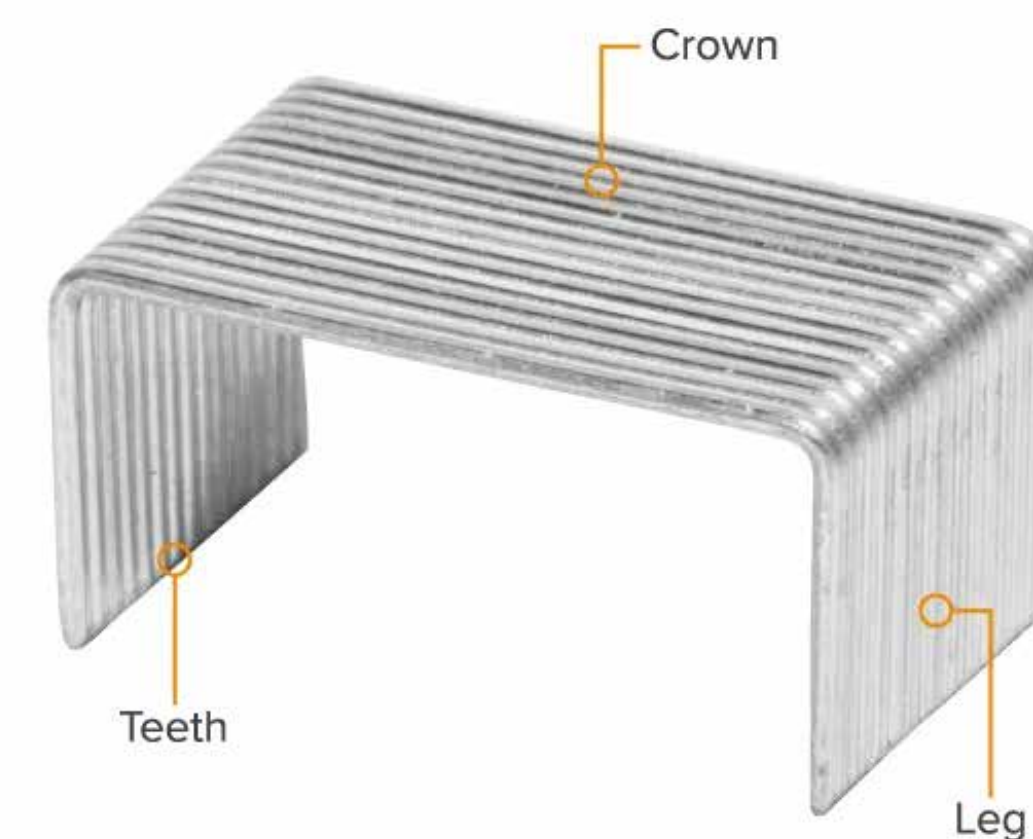
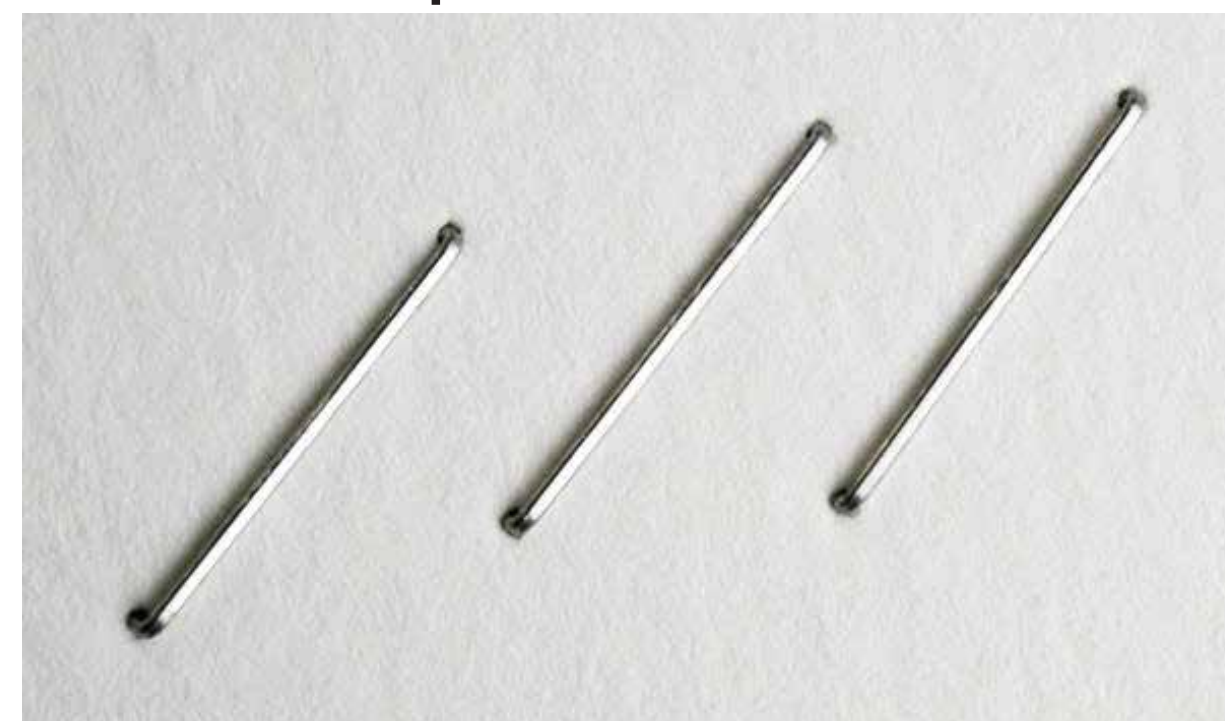
Kraft-Tex paper fabric



Lined paper



Office staples



Proenza Schouler Glove Slides



Bottega Veneta "Cha-Cha" Slipper

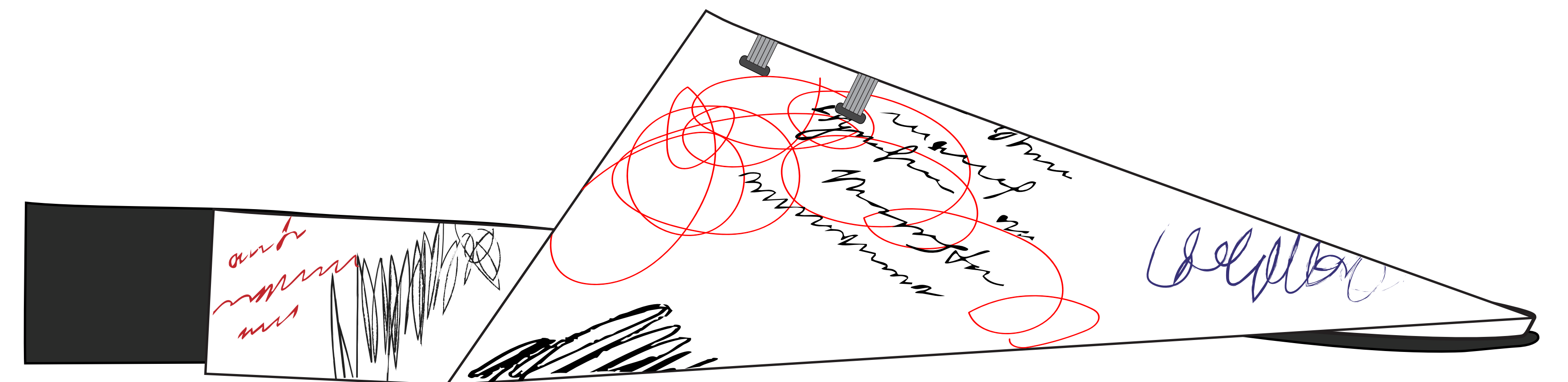
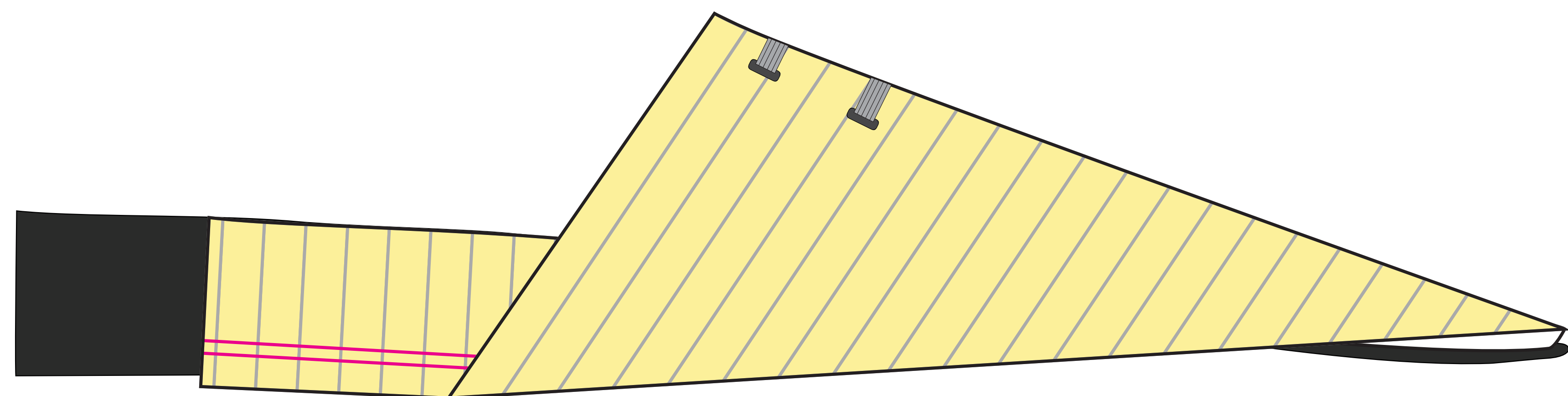
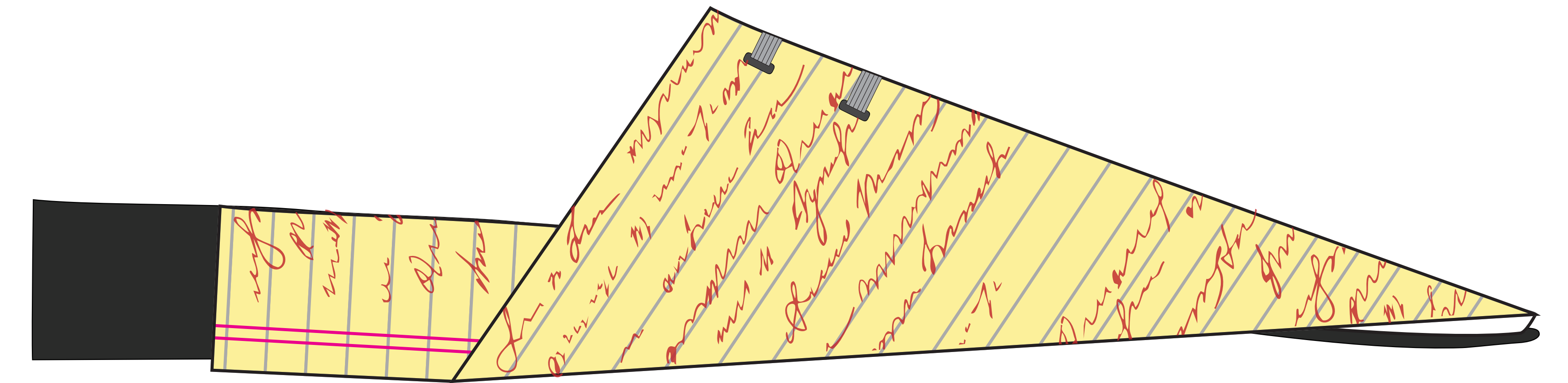
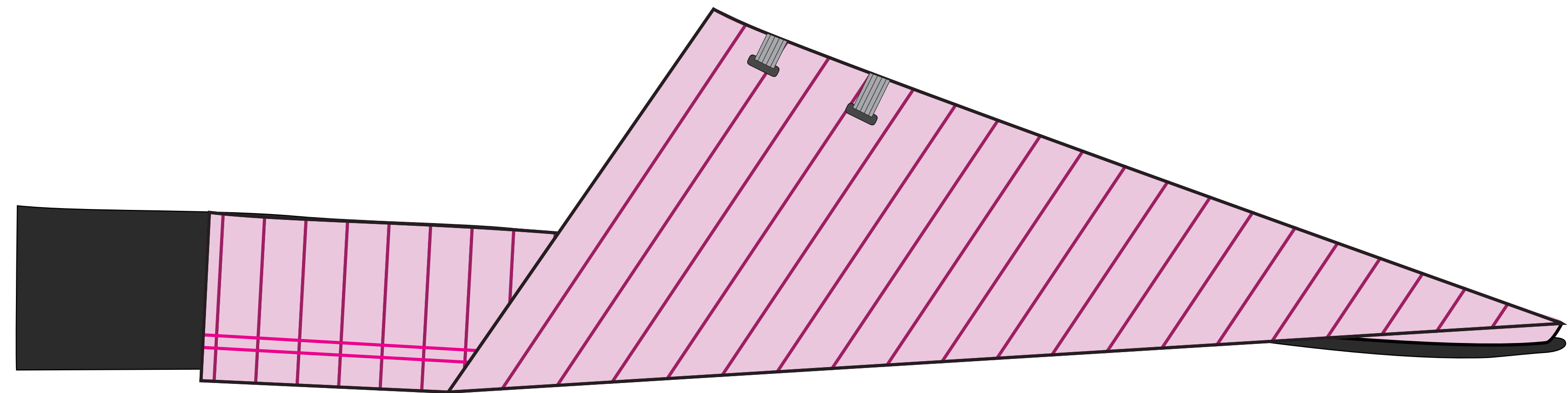
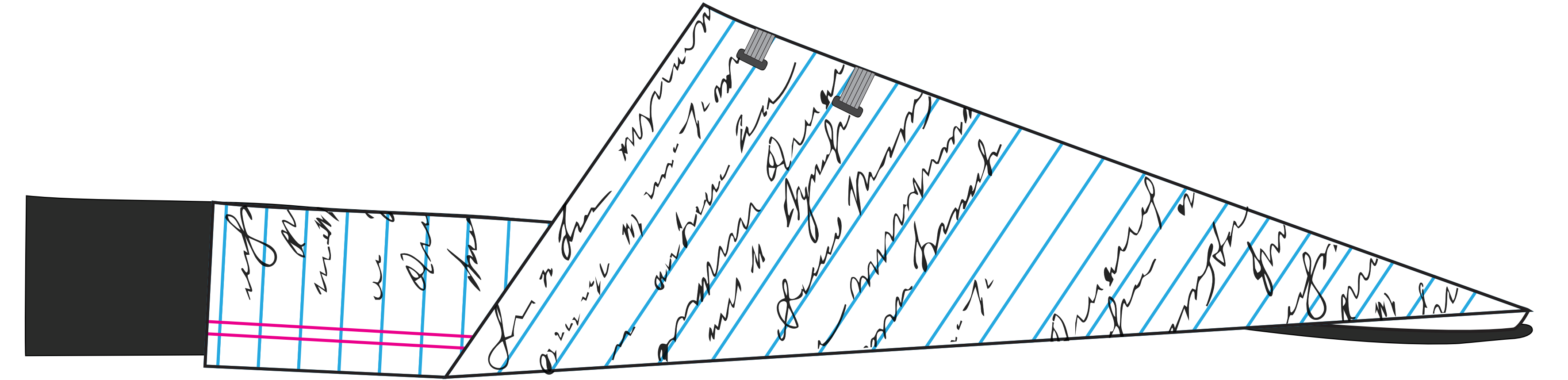
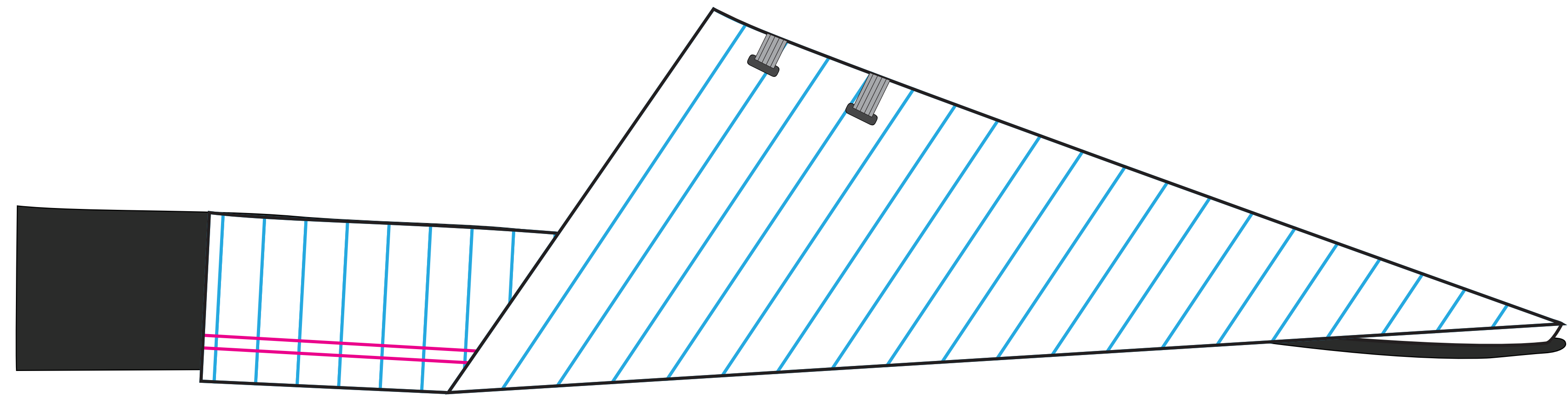
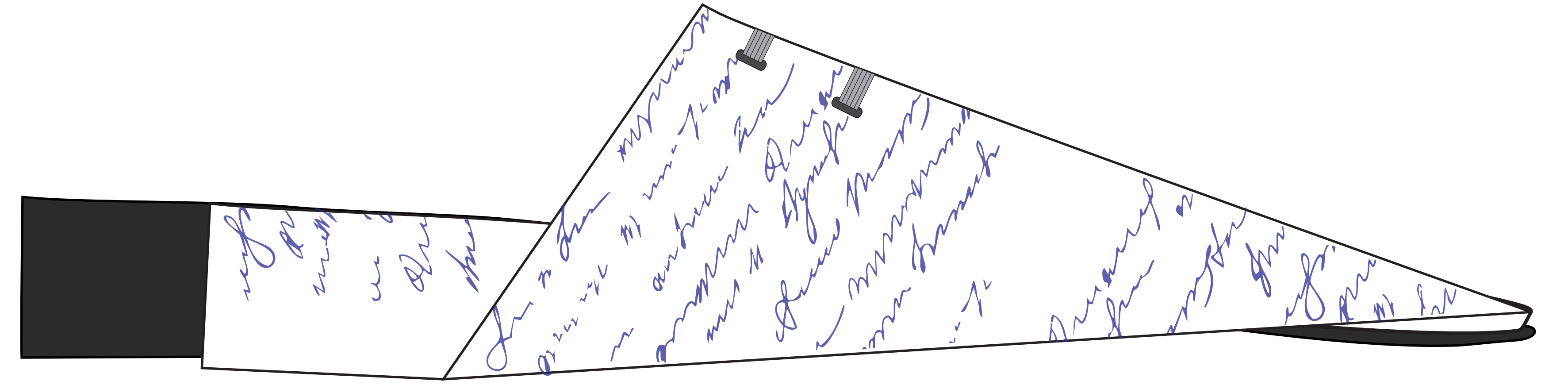
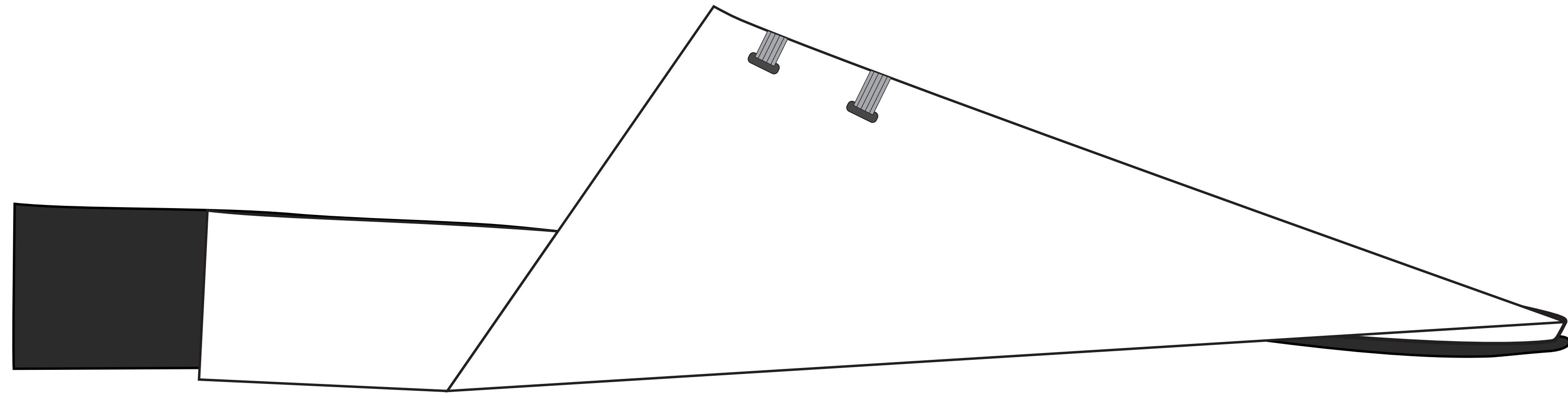


Balenciaga Pointed Denim Mules



Paper Plane Mules

Color options



Tracker Pumps

A classic pump design features an additional outsole designed to resemble that of a reversed work boot. Taking inspiration from the materials of work boots, the Tracker Pumps will be crafted from oiled full-grain leather and nubuck with a textured gum rubber heel.

Digital Mockup



Tracker Pumps

Inspiration Board

Work boot prints



Work boot sole



Nubuck leather



Oil tanned leather



Work boots (color / material references)



Timberland work boot

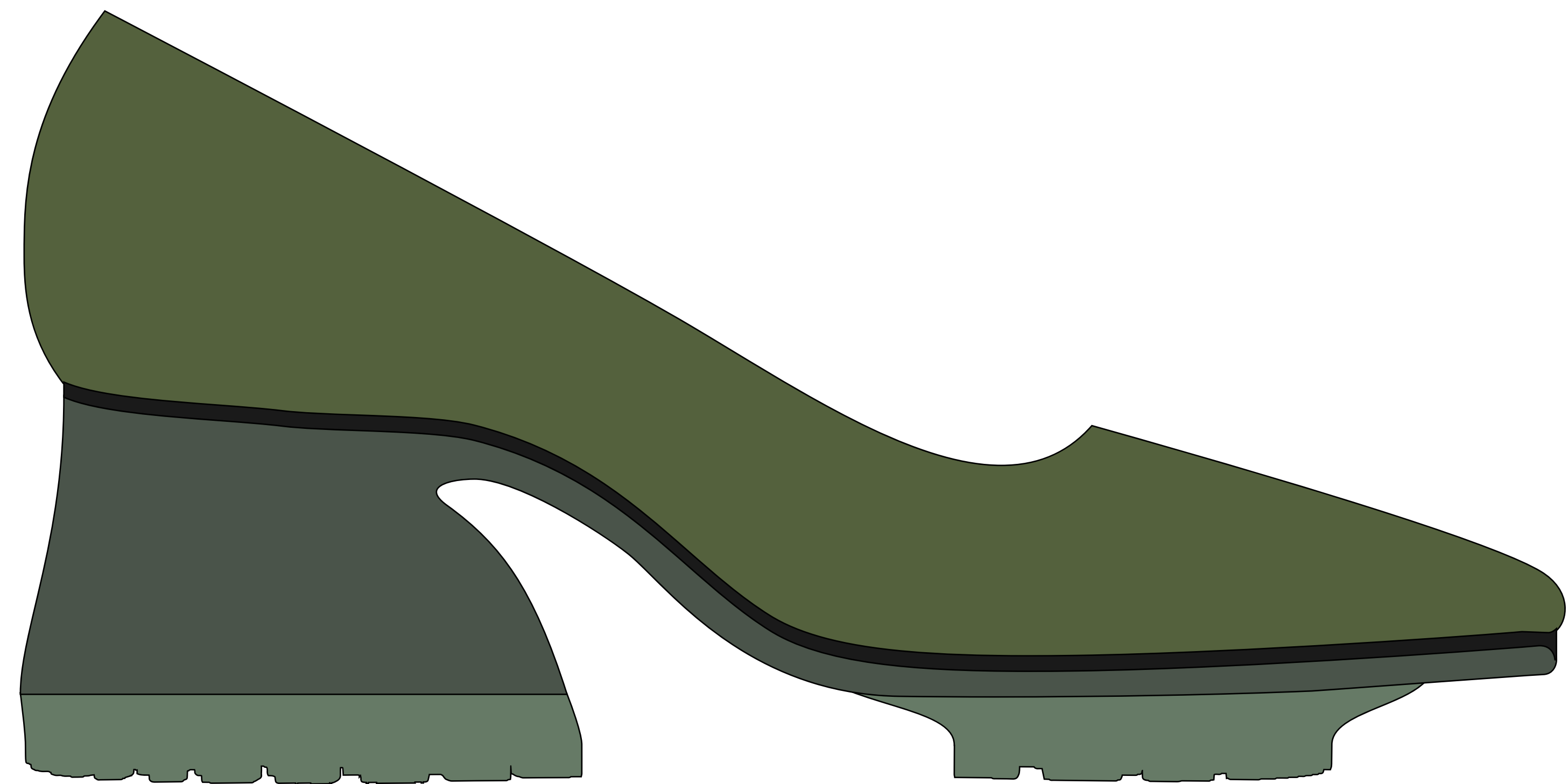


Louboutin "Miss Sab" pumps



Tracker Pumps

Color options

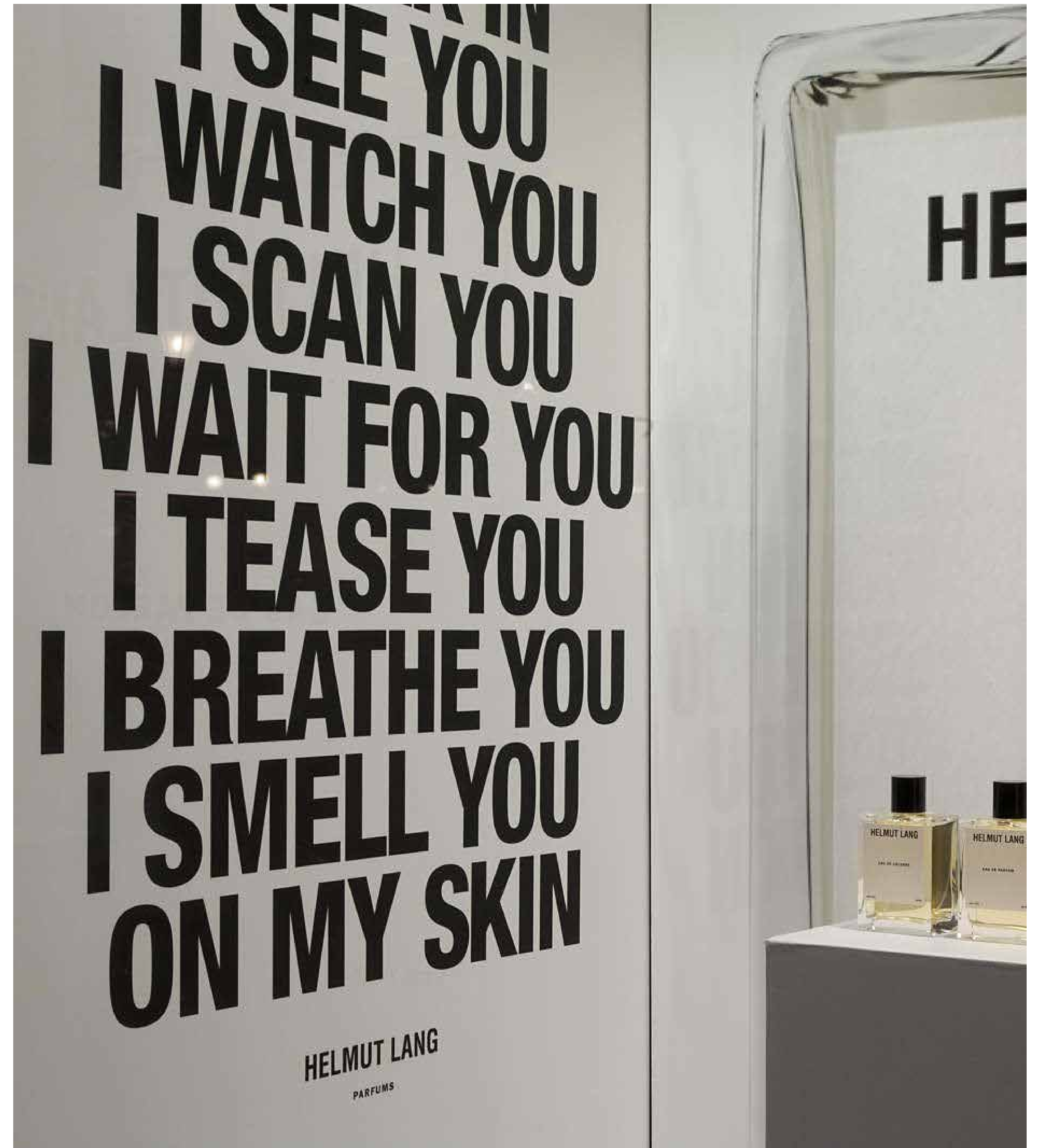


Page 1: Introduction

Page 2-12: Personal Brand

Page 13-22: Footwear Concepts

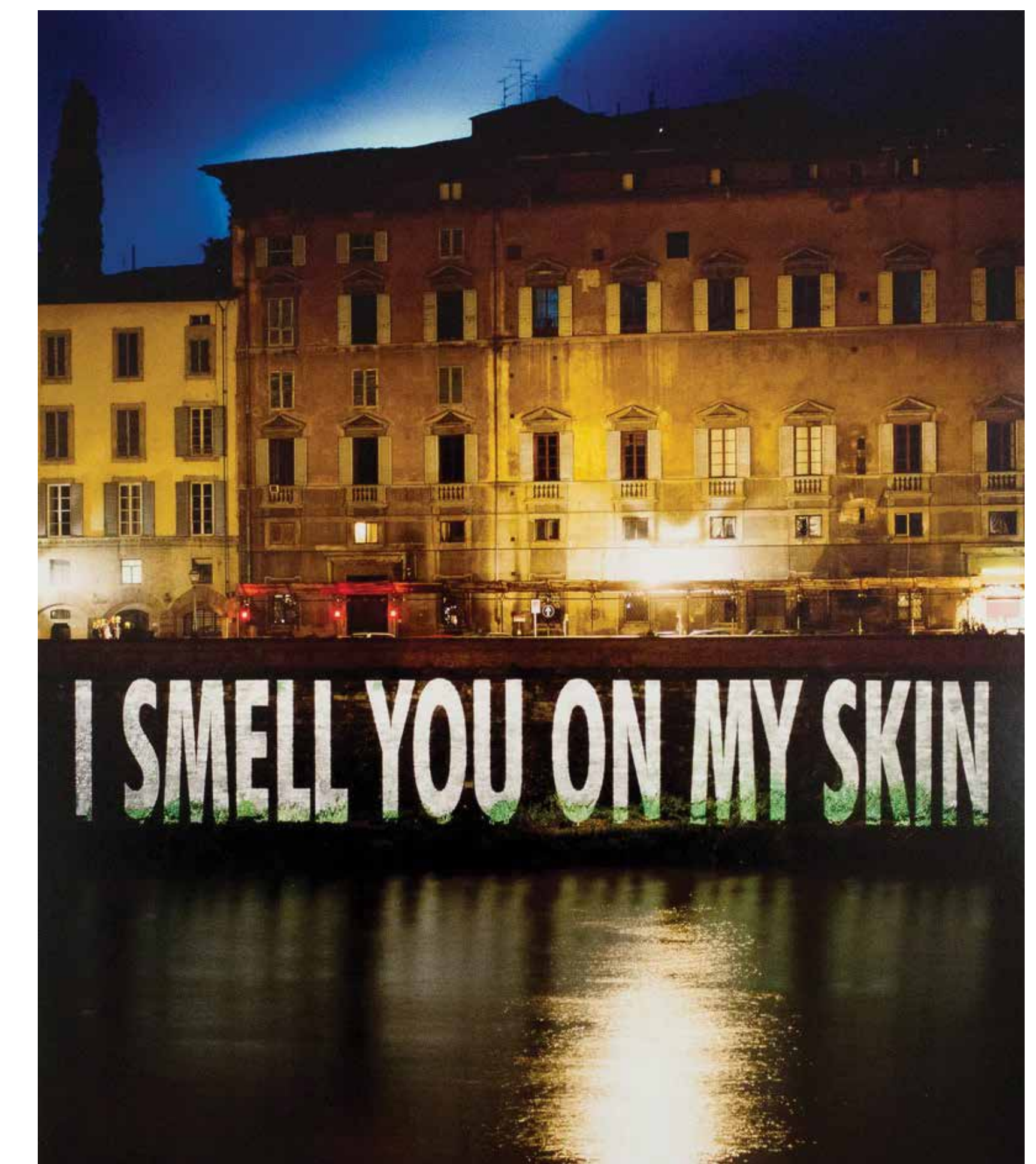
Page 23-36: Jenny Holzer x Helmut Lang



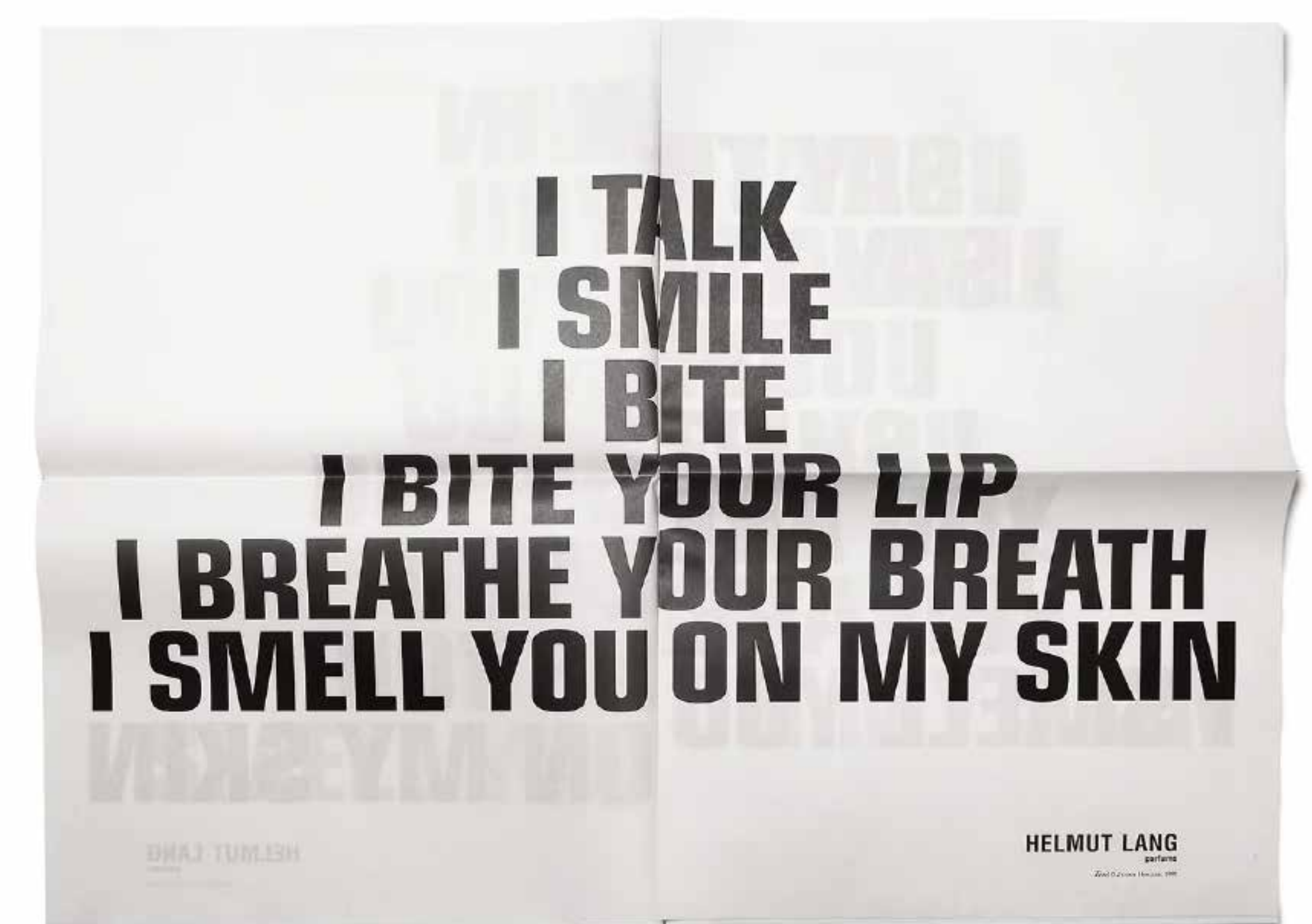
Holzer's multiple collaborations with Helmut Lang represent some of the most iconic artist/designer pairings of all time. The duo were introduced by late art and fashion critic Ingrid Sischy, who encouraged them to work together for the Florence Biennale in 1996. The installation comprised a space filled with fragrance designed by Lang and intended to conjure the lingering scent of a lover on one's bed sheets. Featured were LED signs by Holzer with proclamations such as "You are my own," and "You are the one." These were, she says, "emotionally and sensorially charged words that evoke atmospheres of smell and memory."

In 2000, they worked together again for the campaign for Helmut Lang's perfume. The ads rejected the glossy imagery of most perfume campaigns to instead use Holzer's bold black words on a white background. The now-rare newspaper ads are currently reselling online for over \$1,000.

1996 Florence Biennale



Helmut Lang 2000 Fragrance Launch



Jenny Holzer x Helmut Lang

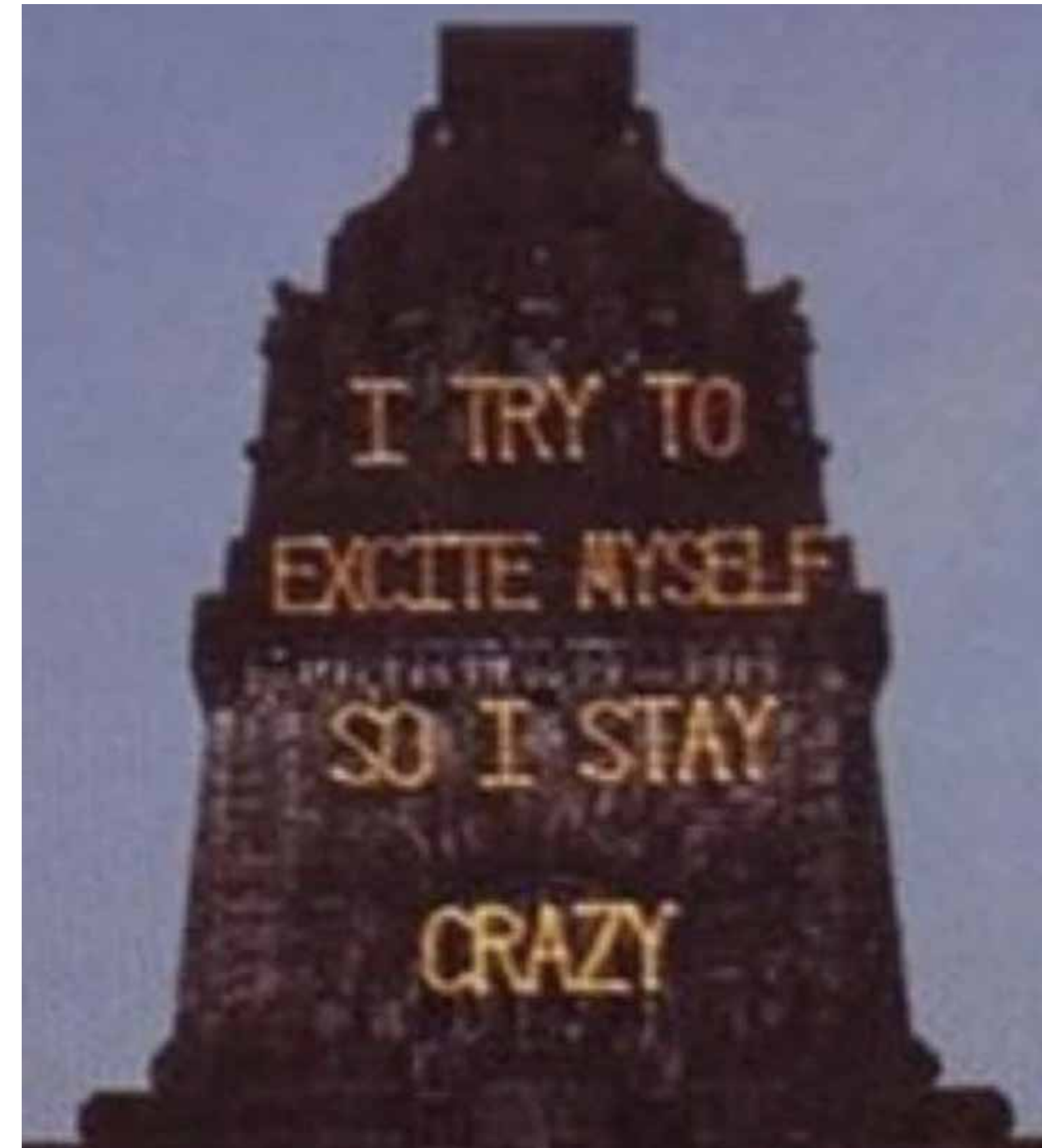
Projection Prints

Brief

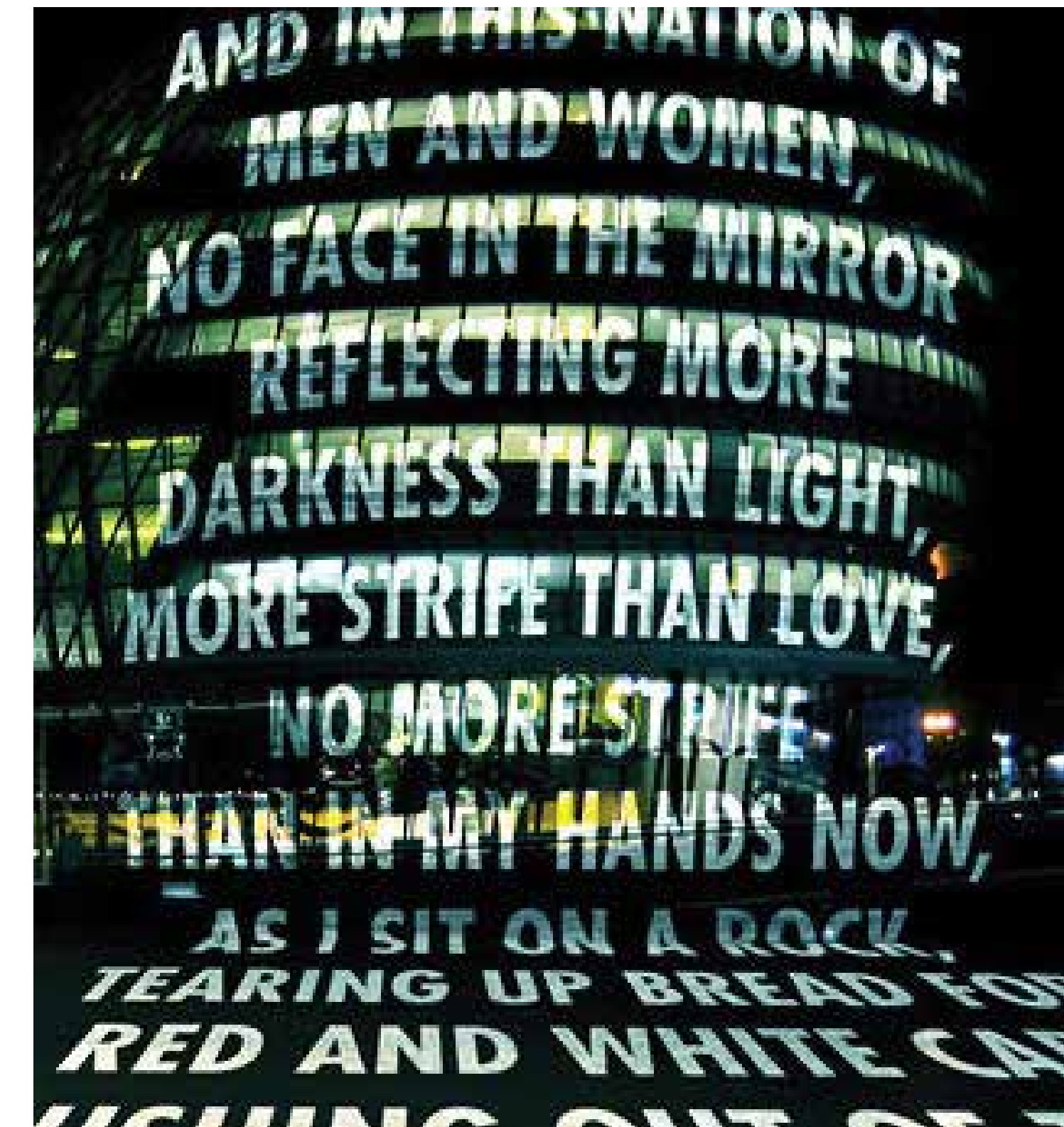
Designed to give the illusion of words being projected onto the wearer, these prints mimic the effect one experiences while interacting with Jenny Holzer's projection pieces. Apparel will often contain twists and folds to emphasize the shadow effect and distortion of the projected words upon a irregular surface.

In practice, this distorts the poems, with only fractions of the emotionally charged words visible, leaving their meanings open to interpretation.

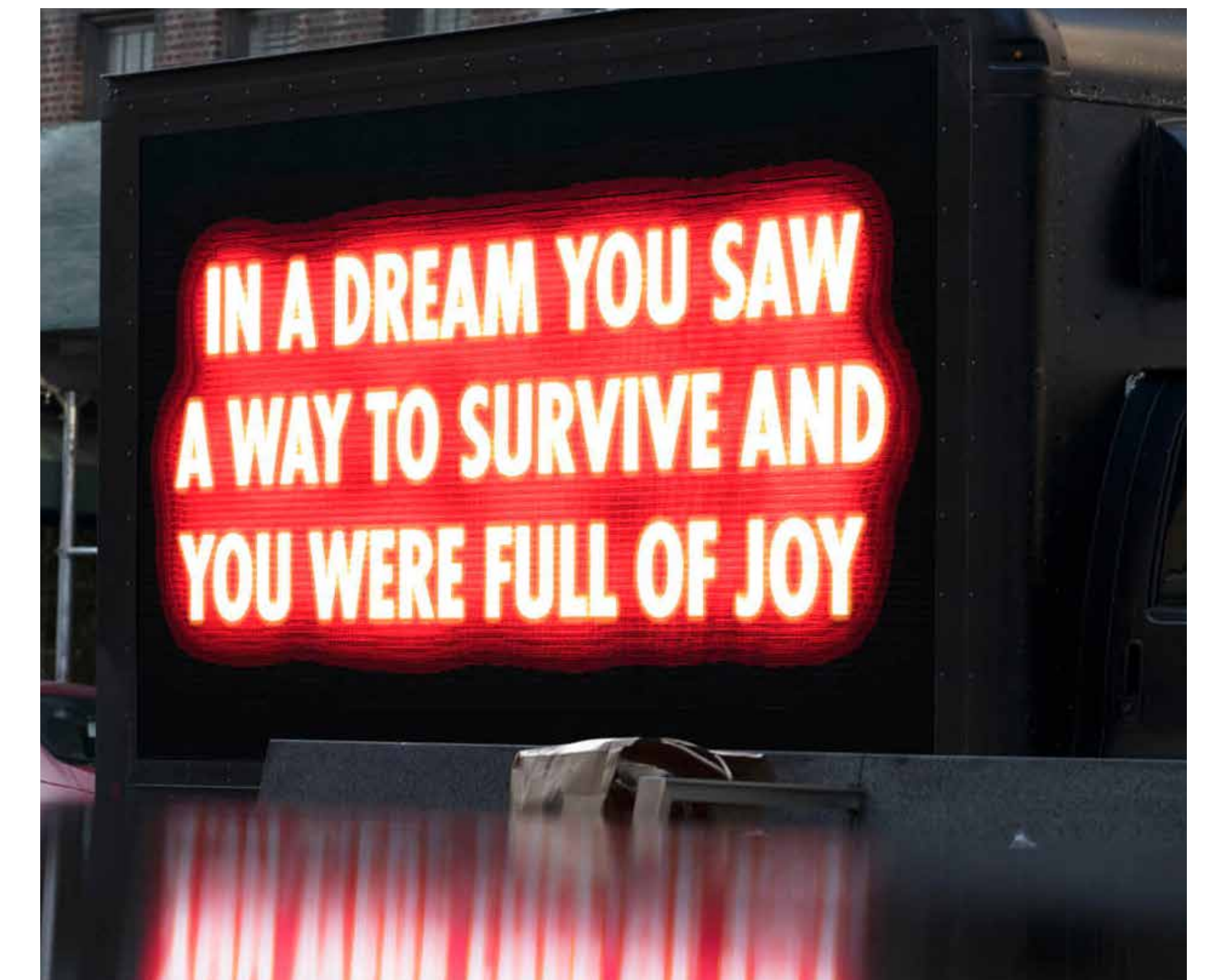
Jenny Holzer - State of War (1996)



Jenny Holzer "For London" (2006)



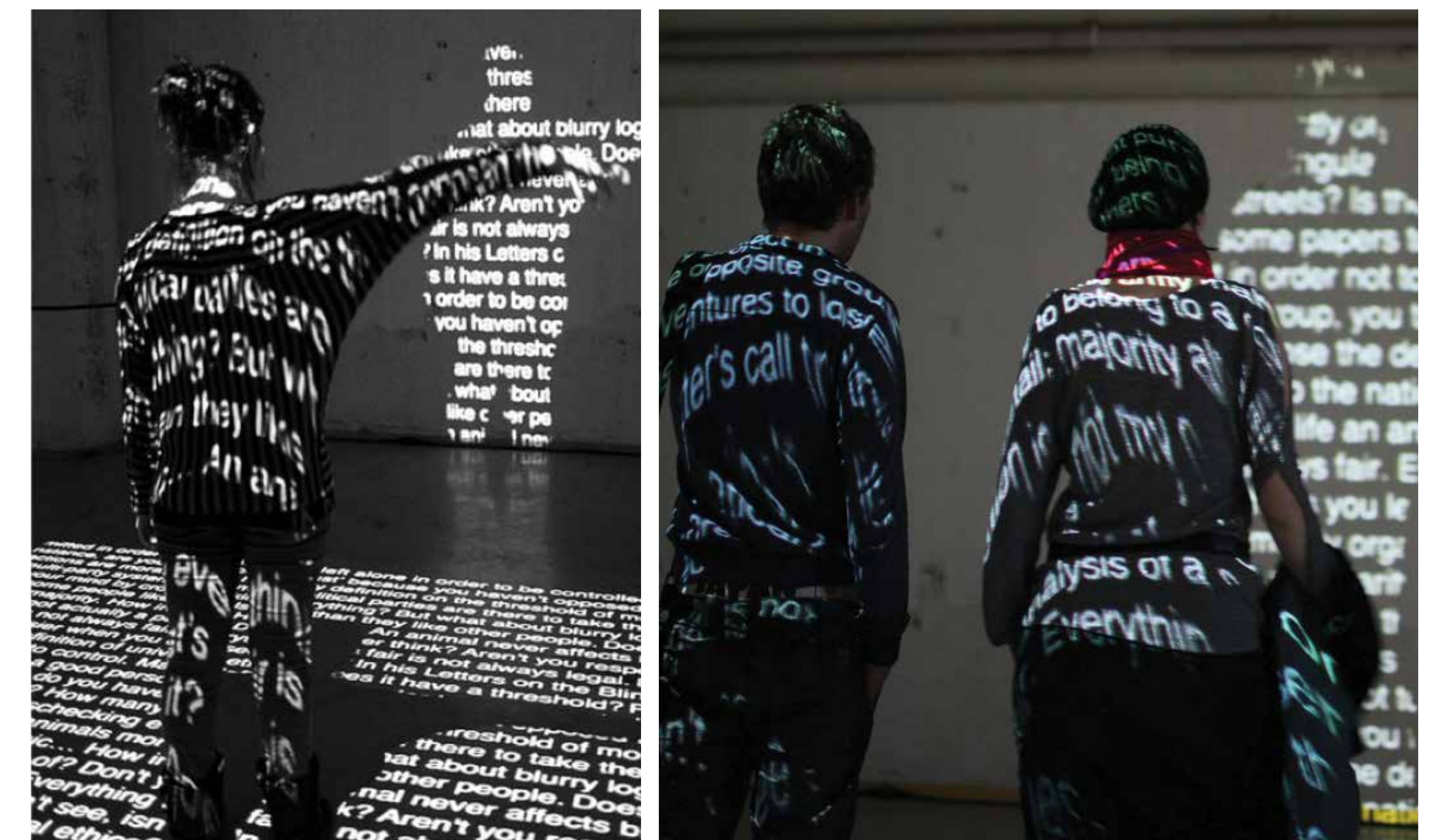
Jenny Holzer x Hauser & Wirth (2006)



Projection mapping onto clothing (developed in 2016)



NOTA BENE - "In order to control" exhibition photos



Jenny Holzer x Helmut Lang

Projection Prints
“Truism” Seamed Wind Top



Jenny Holzer x Helmut Lang

Projection Prints
“State of War” Polo Shirt



Jenny Holzer x Helmut Lang

Projection Prints
“Survival” Drape Dress



Jenny Holzer x Helmut Lang

Knitwear Brief

Needlework and crochet transform the pixels of Holzer's LED work into individual stitches, retaining the simplicity and technical restrictions of each medium.

UNEX Sign #1 (from the "Survival" series)



from "Truisms" in Washington, DC (1986)



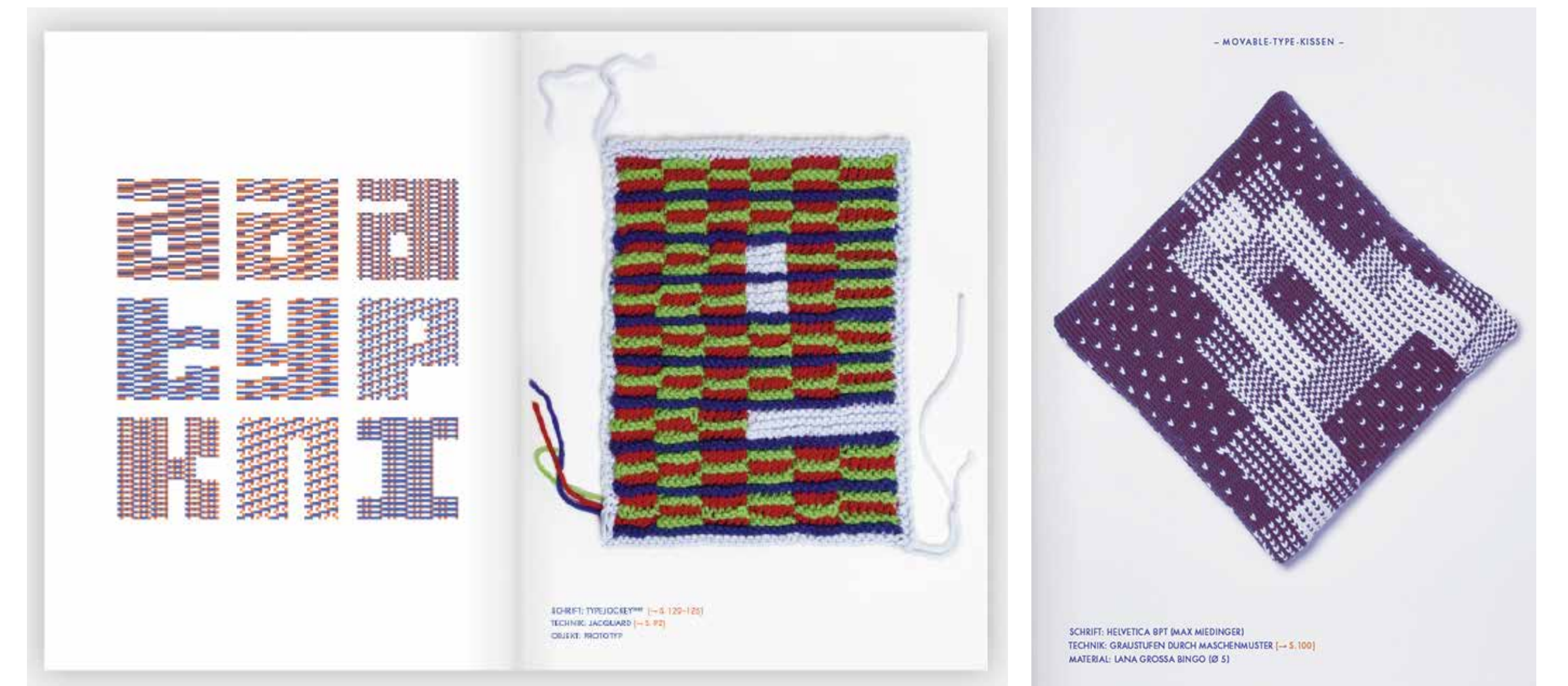
The Child Room (1990-2025)



Knit lettering



"Pixel, Patch, and Pattern - Typeknitting"

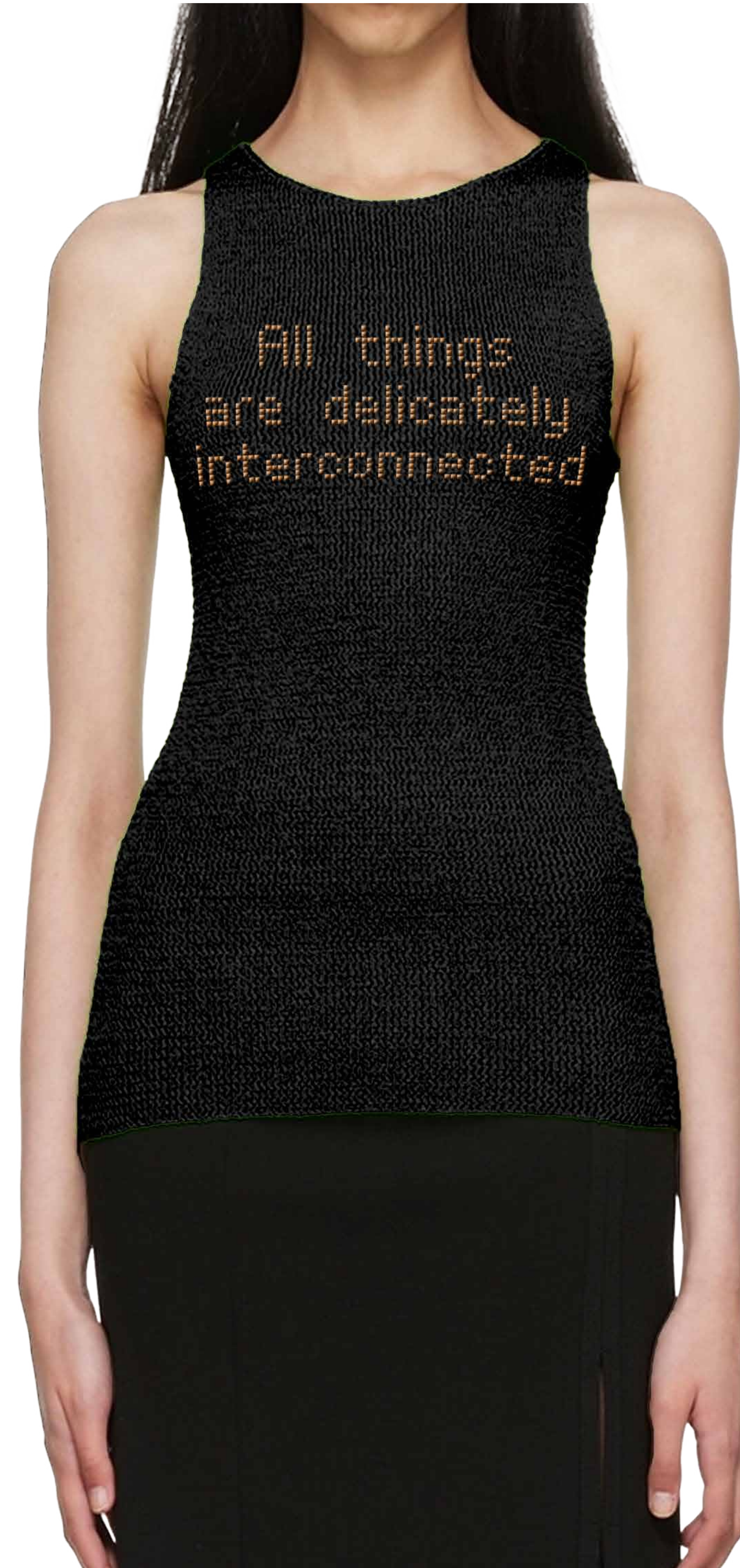


Tonal knits



Cross-stitch lettering





Jenny Holzer x Helmut Lang

Jenny Holzer began presenting her text series *Living* from 1980 to 1982, and *Survival* from 1983 to 1985, on plaques of cast bronze and aluminum, and enamel on metal.

Holzer's plaques mimic the permanent labels that appear on historic buildings and take advantage of the authority of the familiar format to surprise readers with warnings, directions, and quiet observations.

These plaques are recreated as patches on leather that resembles the texture of the cast aluminum originals. Similar to the building labels that inspired the initial series, the patches will mimic the look of a name and rank labels on military uniforms.

Leather + metallic patches



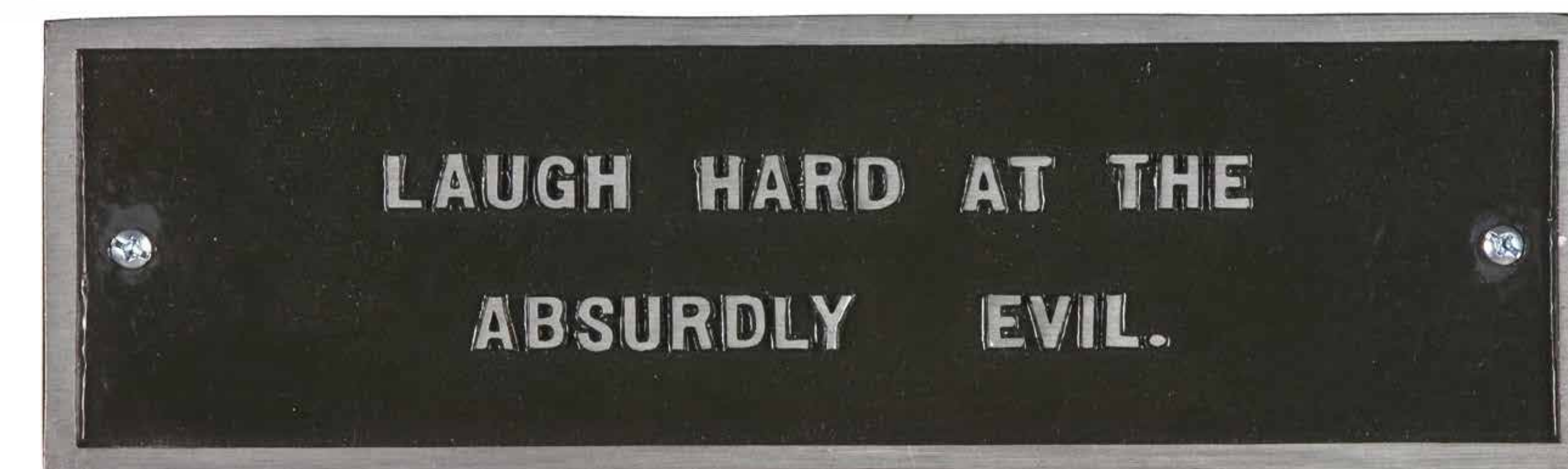
Vintage military flight jacket



Plaque Patches

Brief

Plaques by Jenny Holzer

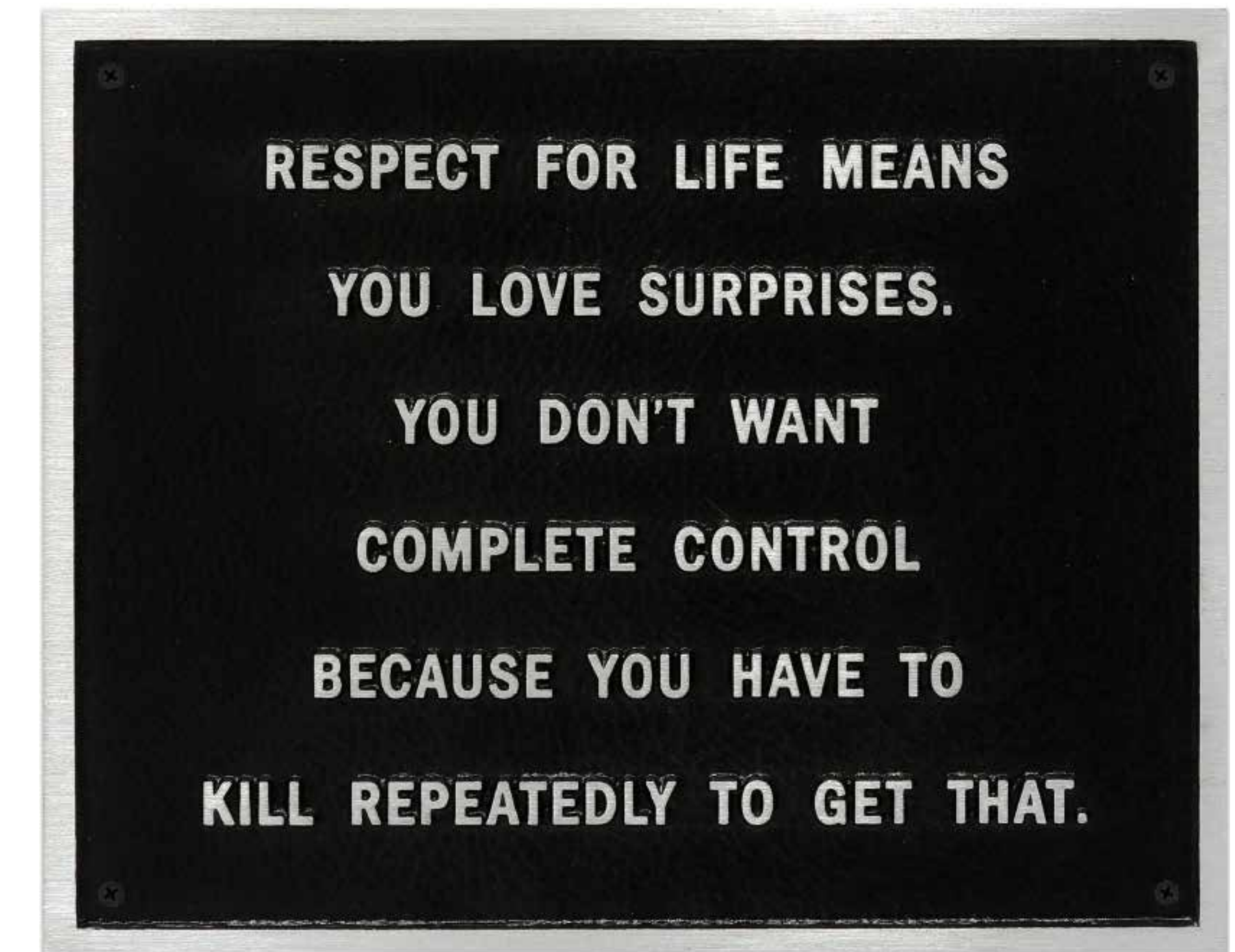


"Survival" trucker hats (1983-1985)



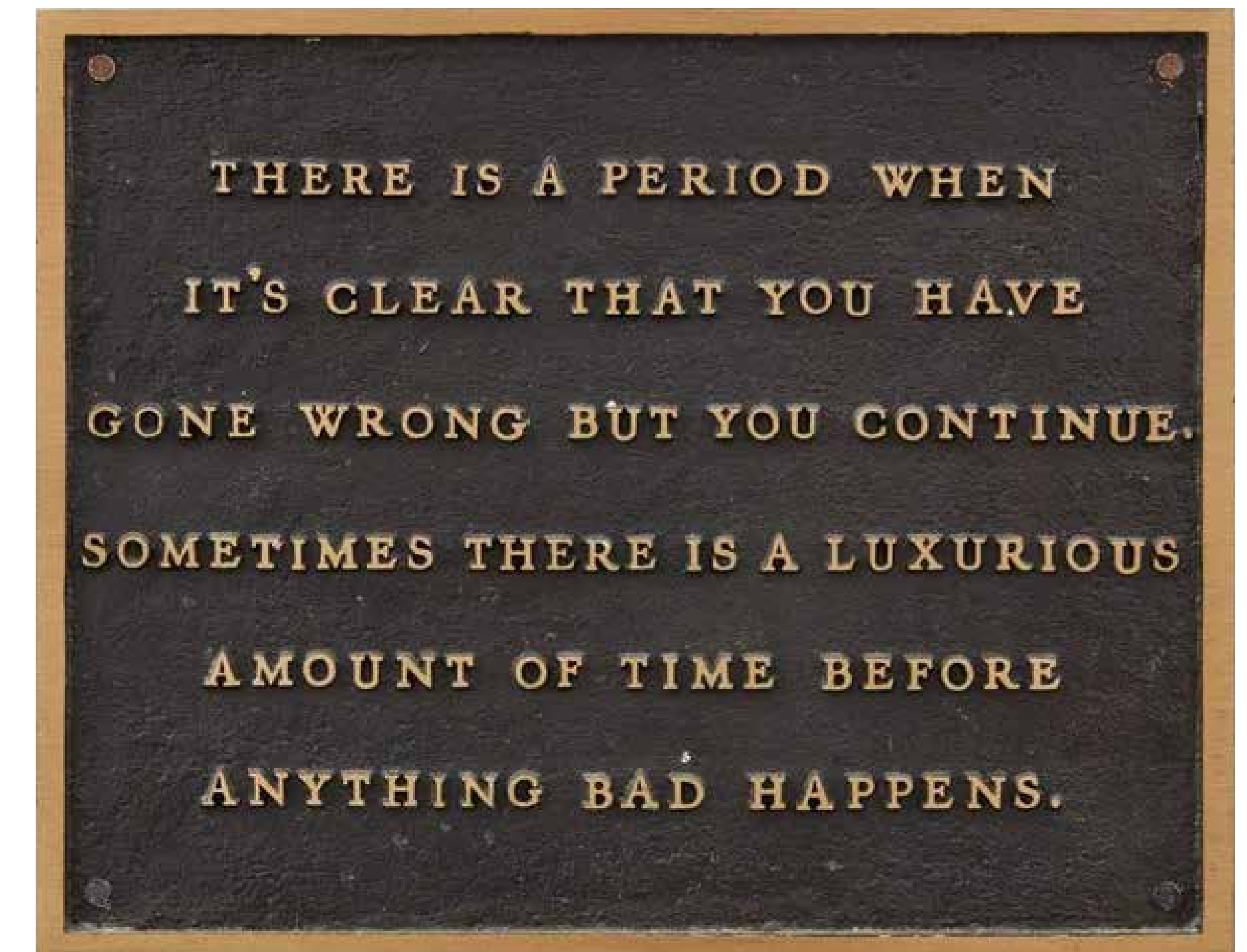
Jenny Holzer x Helmut Lang

Plaque Patches
Leather Biker Jacket



Jenny Holzer x Helmut Lang

Plaque Patches
Leather & Shearling Flight Jacket

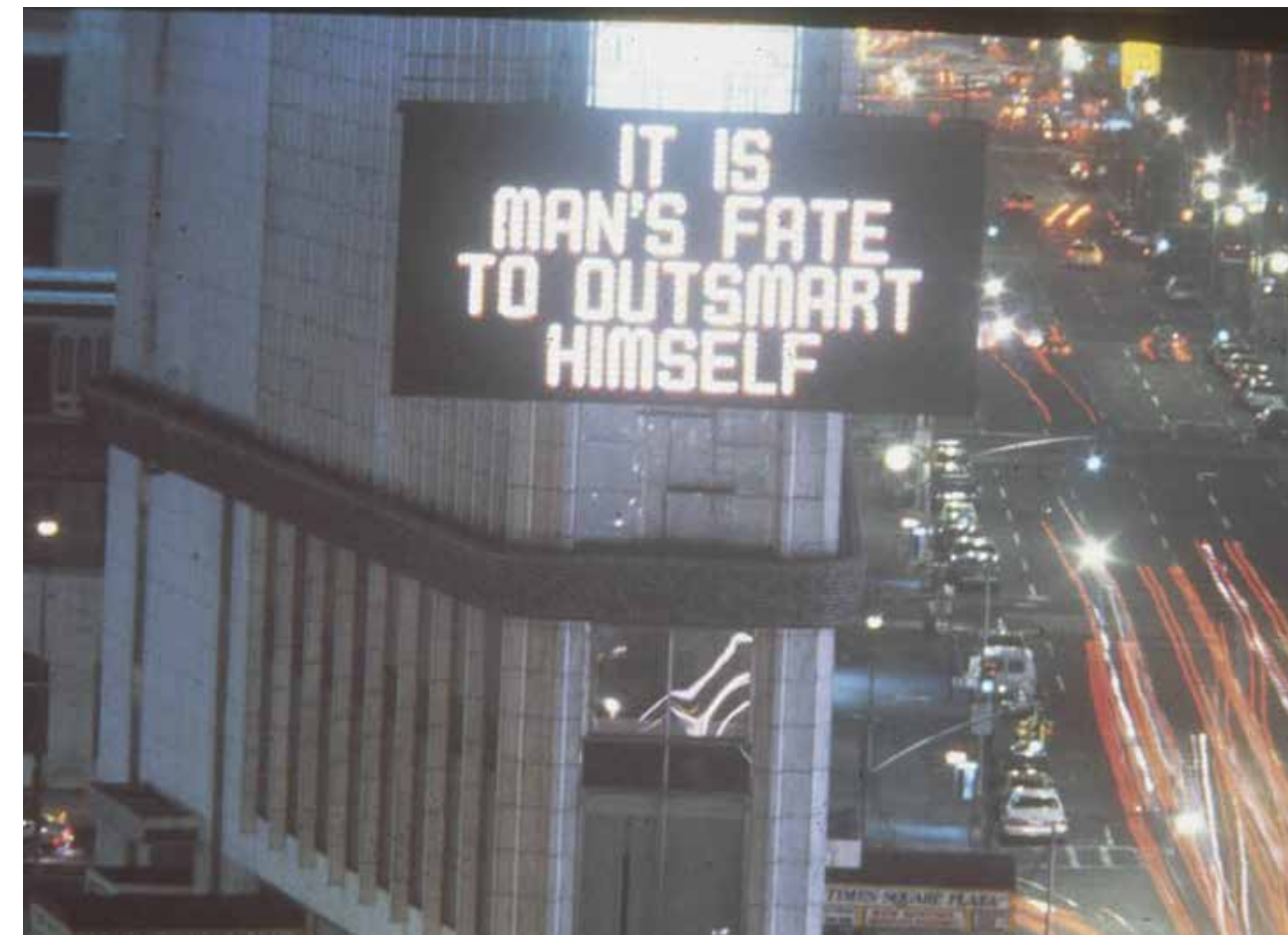


Jenny Holzer x Helmut Lang

In 1998, Helmut Lang made history as the first fashion designer to advertise on top of taxi cabs, running minimal rooftop panels that just carried the brand's name or URL across the city instead of classic print campaigns. Combining the Helmut Lang historic taxi campaign with Holzer's unique LED work, the promotion will additionally call back to Holzer's 1983 Times Square "UNEX" sign and deepen the creative relationship between the city, the designer, and the artist.

Taxi Cab Ad Campaign Brief

Jenny Holzer "Truisms" in Times Square, 1983



Jenny Holzer UNEX Sign #1 (1983)



Helmut Lang 1998 Taxi Campaign



Helmut Lang taxi seen in "Sex and the City"



DRIVEWAY
NO PARKING
AT ANY TIME

IF YOU HAVE MANY
DESIRES YOUR LIFE
WILL BE INTERESTING

N.Y.C. TAXI

TAXI FARE
\$200

THANK YOU

