

# LIBERTY

## A QUEER FASHION HOUSE



### WHY WE NEED LIBERTY?

The UK queer community faces **unprecedented crisis**. The Supreme Court's April 2025 ruling **restricted legal definition of "woman"** to biological sex, while **hate crimes** on sexual identity rose **112%** in 2023.

The **UK has plummeted** to 45th out of 49 nations for **LGBTQ+ rights** in Western Europe.

As transgender scepticism grows and **exclusionary** policies spread, queer people are being systematically pushed to society's margins. Traditional gay districts **confine our visibility** to **limited zones**, reinforcing the message that queer identity belongs only in **designated spaces**.

**Liberty** - true **freedom** of **expression** and economic agency - becomes essential when legal recognition erodes and social **hostility increases**. Mainstream representation becomes survival. Safe creative spaces beyond marginalised districts become **vital sanctuaries** where queer voices can claim liberty through economic **empowerment** and cultural **visibility**.

In this moment of regression, liberty isn't just an ideal - it's **defiance** against systematic marginalisation, reclaiming our **right to exist** and thrive anywhere.

### A system for liberation. A home for queer design futures.

**Liberty** is a **conceptual** queer fashion house that **reimagines** how fashion can function - not as an institution of exclusivity, but as an evolving ecosystem rooted in **expression**, **resistance**, and **community**. Built to support and celebrate **emerging** queer designers, Liberty offers a full architecture of care and creativity across five interconnected spaces: retail, runway, studio, office, and network.

Each space holds purpose. The retail is a **reflection of identity**; the runway a stage for **storytelling**; the studio a **crucible of creation**; the office a space for **strategy and growth**; and the network hub the **culmination** - where designers **connect**, are **seen**, and step into their next chapter.

Set within a bold, historically resonant building, Liberty draws on **brutalist** architecture, **mid-century** modernism, and protest-era **queer symbolism**. It reclaims forms, materials, and meanings to create a design language that is as **unapologetic** as the community it serves. From the **reclaimed triangle** to the motif of **circling the square**, every element of Liberty **resists rigidity** and **celebrates queer fluidity**.

Guided by the statement "**Break the Mold, Break the Norm**," Liberty is not just a brand or a space - it's a **radical** model for how fashion can **hold**, **uplift**, and **amplify** queer voices. It is protest turned practice. Memory turned movement. **A future built now.**



1:50 SCALE MODEL



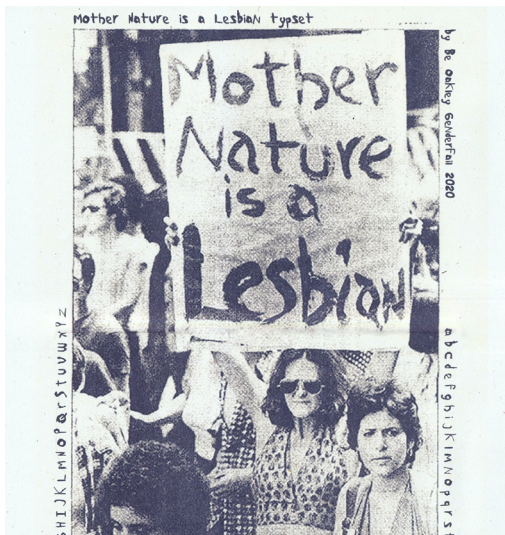
PRECEDENTS



**HISTORY**  
In a queer design context, I could repurpose the Pink Triangle as a gender-neutral toilet marker, paying homage to its history while creating a modern symbol of inclusivity and safe spaces for all genders.



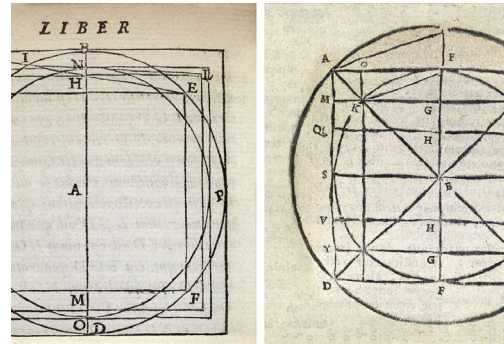
**STONEWALL RIOTS**  
Shield inspired elements by the Stonewall Riots create a safe, empowering space. Symbolising resilience while balancing privacy + openness. Encouraging queer interaction, inviting customers to engage with its history and activism.



**GRAPHIC DESIGN**  
Graphic design conveys values through bold typography, symbolism, and colour, communicating defiance and inclusivity while crafting narratives that challenge norms and amplify marginalized voices.



**NOT BEING ACCREDITED**  
This design eco system creates a protective space for emerging queer designers, offering integrated areas that prevent exploitation and theft while empowering identity building and collaboration.



**CIRCLING THE SQUARE**  
I contrasted the rigid rectangular facade with fluid circular elements to represent queer fluidity. The metaphor of transforming squares into circles reflects how the queer community gradually breaks boundaries and reshapes norms.

THE MAKING

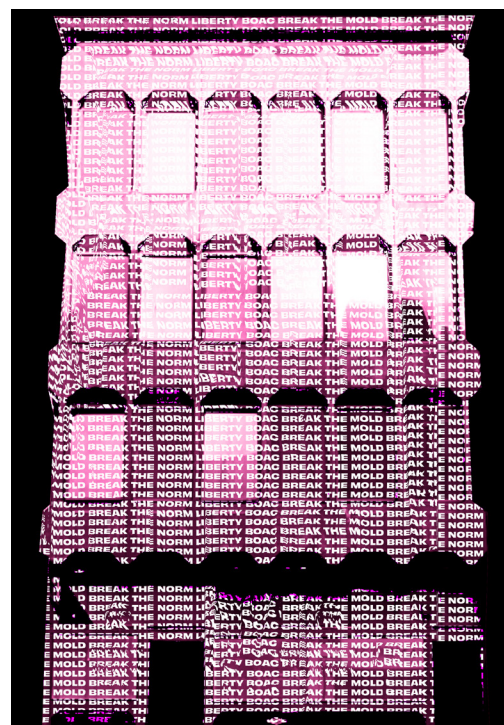
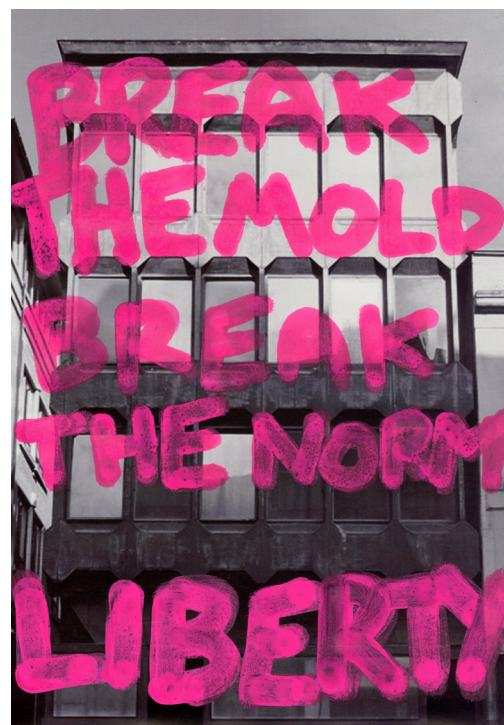
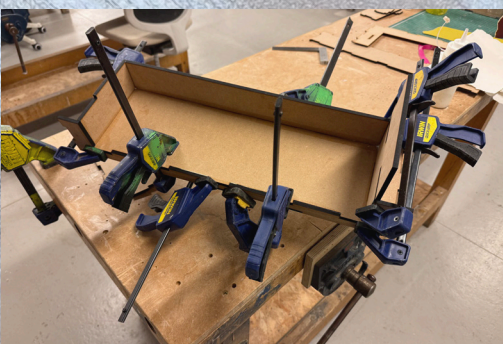
I chose to showcase my proposal through a physical model, incorporating a range of fabrication techniques including 3D printing, laser cutting, spray painting, and woodworking.

Each segment of the facade was 3D-printed and meticulously assembled, then coated with layers of spray paint in different tones to recreate the patina effect of aged copper.

A variety of techniques were employed to achieve distinct finishes for the different materials represented within the model's interior.

The base of the model was laser-cut using finger joints to ensure precise and secure connections. A filler was then applied to the surface to create a rough texture that mimics concrete, offering a more sustainable alternative to using an actual concrete block.

While experimenting with acetate staining, I discovered that laser-cutting over a scrap piece of wood would transfer a burn mark onto the acetate, resulting in a textured finish that resembled aged window glass.



INTERIOR VIEWS



RETAIL



NETWORK



RUNWAY

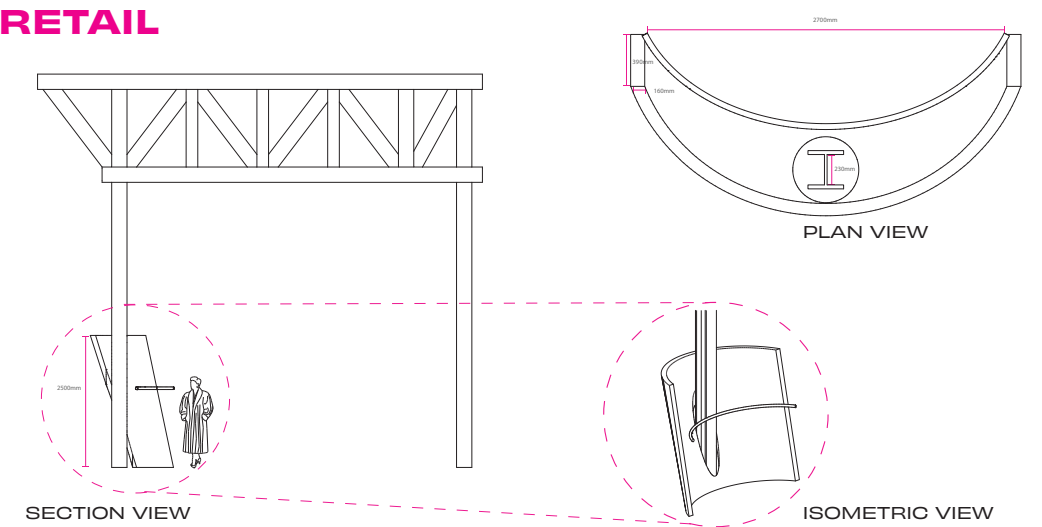


STUDIO

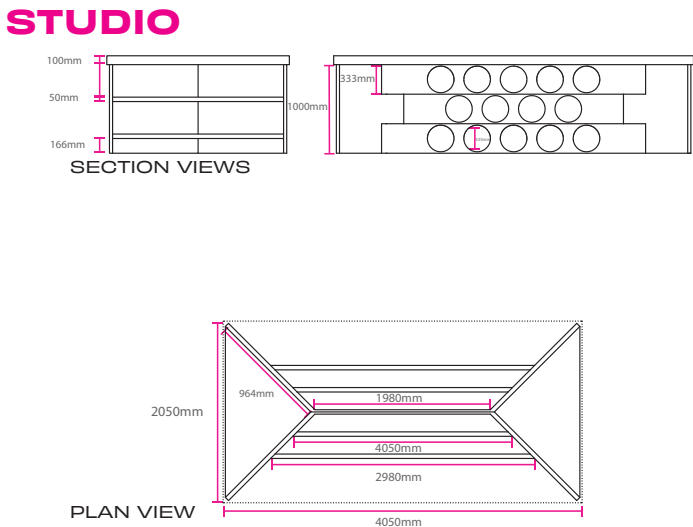


OFFICE

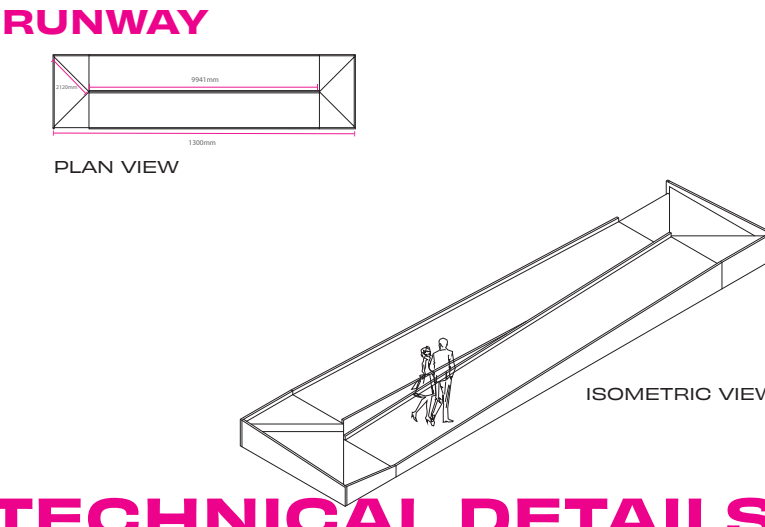
RETAIL



STUDIO



RUNWAY



TECHNICAL DETAILS



DEVELOPMENT SKETCHES