

S.B.K

Susanna Belinda Kõgel



**Estonian Academy of Arts
Tallinn 2022**

Tallinn, Estonia
2022



Susanna Belinda Kõgel



FORE- WORD

I believe design should not be meaningless

In high-school I found a way to express my thoughts through sketchbooks and after coming to the Estonian Academy of Arts to study fashion design, it gave me a possibility to evolve, tell stories and speak out about subjects that I once before was too afraid to talk about, whether it was about politics, personal emotions and thoughts or something else.

I found out that I'm obsessed with little details, creating everything by hand and doing projects that take more time than I have (like applying more than 6000 little pieces on a headpiece, one by one, or covering an Estonian traditional hat inspired piece with bead embroidery).

I am inspired to create wearable art-pieces that will stay with the person for a long time. More and more I am trying to find ways to make my design process more sustainable as it is something that should become a normality in fashion world, instead of just a trend.

EKA

PORTFOLIO
SUSANNA BELINDA KÕGEL
ESTONIAN ACADEMY OF
ARTS
FACULTY OF DESIGN
FASHION DESIGN
BM018

PORTFOLIO CONTENTS

-----THE MYTH OF THREE SISTERS: homewoods

-----Orchid in the Darkness

-----Deception

-----BAD HABIT

-----PORTREE



THE MYTH OF

An ethnographical collection
by Susanna Belinda Kõgel

"THE MYTH OF THREE
SISTERS: homewoods" is an
ethnology course collection
project which started with
gathering inspiration from my
home parish, Tori. During our
ethnology practice in a
museum in Viljandi, I heard an
old folk tale, a legend about
three sisters.

editorial photos by Mara
Gunja
model: Kaarel Kallas



THREE SISTERS

homewoods

(2019)

What makes Estonian history so interesting are the beliefs, the connection between humans and nature and the way it has been honoured through craft and clothing. It is important to know where you are from and to know the history of your family. With this I want to pay homage to my family and ancestors.

An estonian myth which tells a story about three sisters, whose parent sent them to the woods to pick some berries. While in the woods, the two elder sisters played around and only ate berries, but didn't gather any to the baskets that were given to them. The youngest of the sisters, however, only picked the berries. When the evening came and the sisters had to start their way home, the elder sisters realized that their baskets were empty, while the youngest sisters basket was full. In fear of going home with empty baskets, the sisters made a plan, to murder the youngest and take her berries. They carried out the plan and buried the youngest sister's body beside the road, where later a birch tree grew. The sisters went home and told the parents how the youngest sister had been lost in woods and they couldn't find her. The parents were devastated and mourned the loss of their youngest. Years later a group of merchants were travelling in there and one of them noticed a beautiful birch tree beside the road. He decided to cut town the tree and make an instrument out of it, but it the instrument sang only one song. A song about how two sisters had murdered the youngest and buried her beside the road.

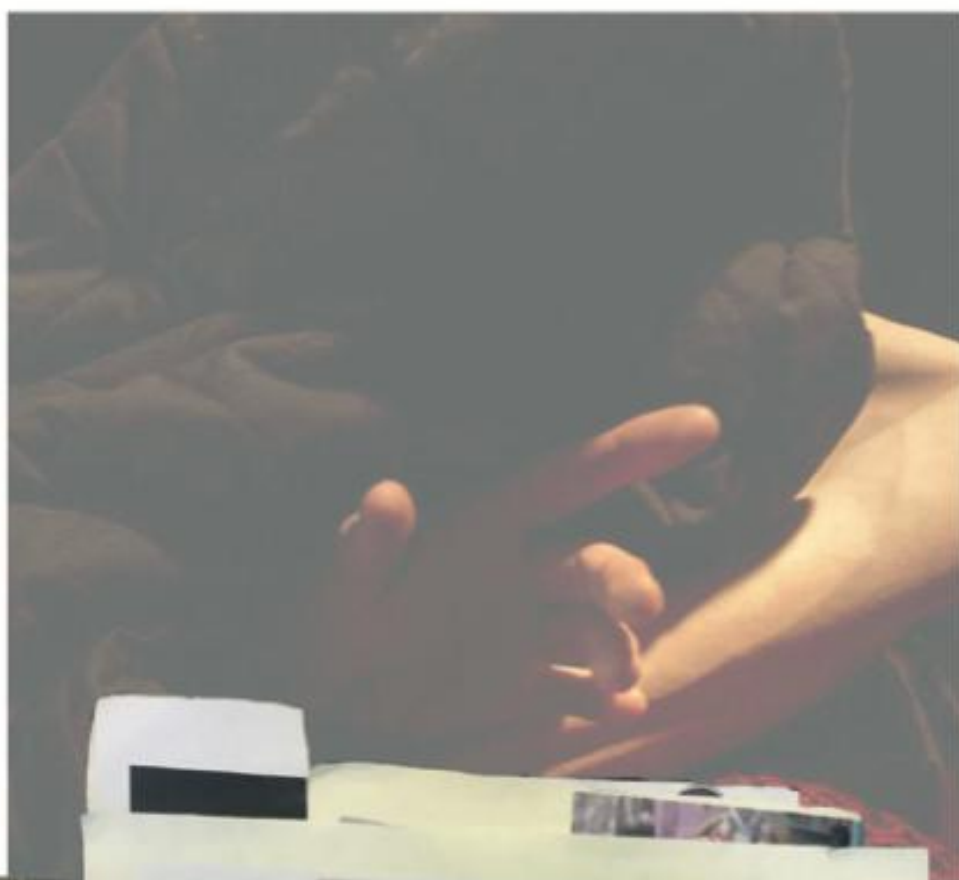
Being the youngest of three sisters in my own family, the haunting estonian folktale, inspired a collection full of my home parish symbolistics, like a horse, as Tori is known for its own horse breed and also the meanings of different colors, like red being the color of protection. The collection is inspired by Estonias a bit lurid but truly interesting folk tales and the ethnology that inspired it. A huge part of the collection was bead embroidery, which was an artform of its own a century ago in Estonia, when women used to make beautiful works of embroidery on different part of their clothing. I wanted to pay respect to the art of embroidery, the patience and countless hours, days it took to finish a piece of clothing.

What makes Estonian interesting are the connection mans and nature and honoured through craft It is important to are from and to know your family. With this homage to my family



**history so
the beliefs ,
between hu-
the way it has been
and clothing.
know where you
the history of
I want to pay
and ancestors.**





Who Am I?



TORI BANHAEJHAD



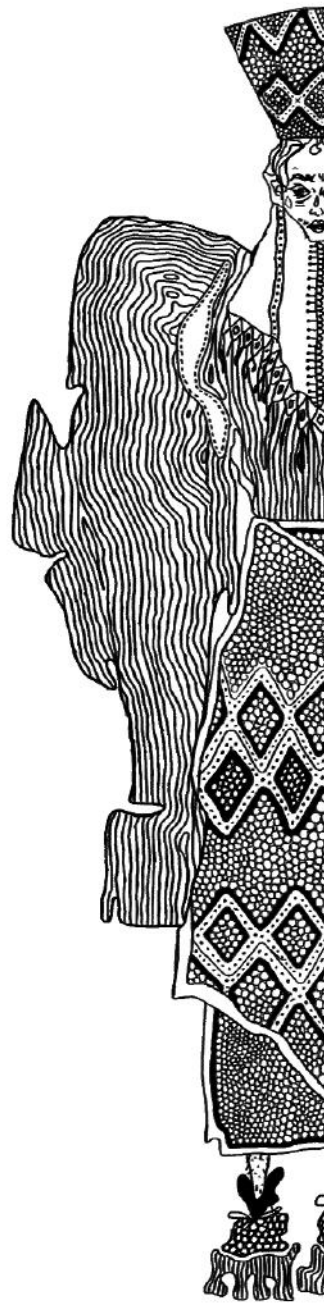
MEIERI ENTROUVE CORRENTAS TORIS. (completo)
(KORU WADU)

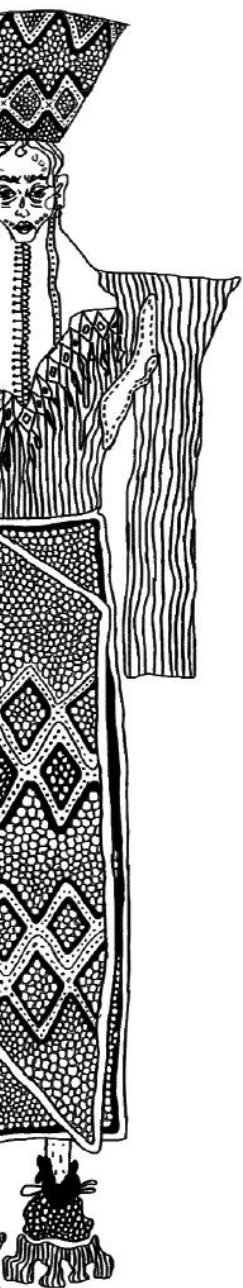


photos

Progress











Illustrations from the series

"Summer in Oore:
pictures of the family dinners"



illustration No.4



Illustration No.3

ORCHID IN THE DARK- NESS



w/ exhibition "Illumination"

ORCHID IN THE DARKNESS

is an experimental headpiece made from previous projects fabric leftovers and Estonias reflector factory's waste pieces.

This utopic piece that comes to life in the dark, when there is light directed on it, is inspired by my grandmothers garden and the orchids that grow there, as well as my spirit animal deer. (deer caught in headlights) Made from more than 6000 little reflective pieces that were applied one by one.

EXHIBITION "ILLUMINATION"

The Estonian Academy of Arts' fashion design department exhibition "Illumination" is inspired by the unearthly: light and will-o'-the-wisps shed light into the world of shadows. The Latin word illuminatio can be interpreted in many ways, but in every possible connotation, the word translates to the shedding of light, bringing out the unseen, and introducing new perceptions and sensations.

The students' assignment in the masterclass of Experimental Form, supervised by Liisi Eesmaa, was to create one-of-a-kind, outstanding, mystical fashion forms using only leftover scraps of reflex reflectors. The otherworldly masks and accessories made during the course reveal holy mirages, orbiting futuristic nuns, and illuminated aborigines.

In collaboration with Estonia's Road Administration, the Experimental Form students are taking part in a social campaign, which advocates the importance of wearing a reflector during the seasons when it is dark outside most hours of the day. The aim is to have people illuminated, stand out, make themselves visible, and get home safely!

Orchid in Darkness inspiration board





Headpiece idea collage sketch



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Orch

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Orch

[https](https://)

Jun 1

name

establi



orchid

orchid/ 

in

a plant with complex flowers that are often so
bizarrely shaped, having a large specialized



OLEN SILMAPAISTEV

KLASSIKALISELT VÕI LOOVALT. ISE VALIN.



MAANTEELAMET



POLIISI JA PÄRIMUSLAMET

EKA



Estonian Road Administration's
campaign for safety

<https://www.ftd.com> › blog › share › or

h 1, 2016 · Orchid Meanings. Due to their

mesage, orchids are associated with fertility,

ility and sexuality.

In Ancient Greece, it was

p r o c e s s

Experimental head piece
director: Liisi Eesmaa
Producer: Piret Pupart
Photographed by Riina Varol
Model : Äli Enrietta
MUAH: Gerda Miller





SUSANNA BELINDA KÖGEL

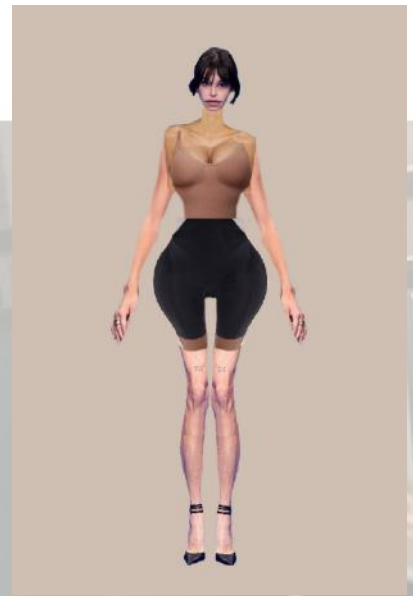
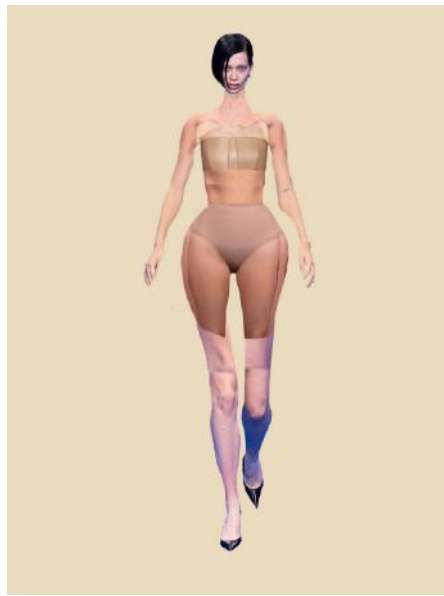
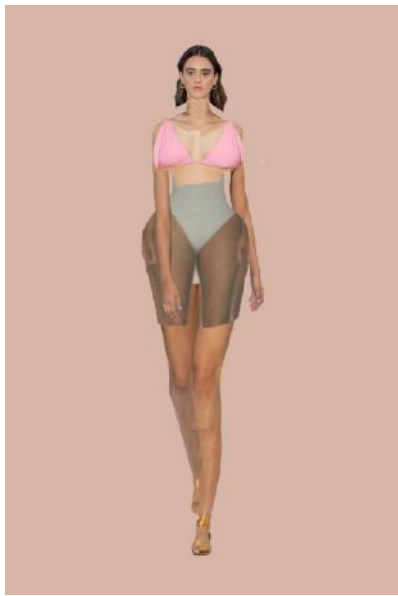


DEEC

EPT

ION

ALTERNATIVE TITLE "PLASTIC CENTURY"
(2019)



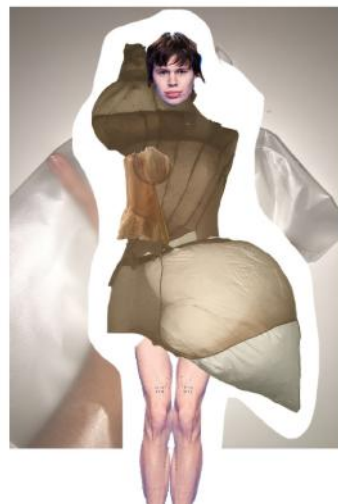
idea research collages

**CAN YOU REMEMBER WHO YOU WERE
BEFORE THE WORLD TOLD YOU WHO YOU
SHOULD BE?**

-Charles Bukowski

This project talks about the body-image as it is portrayed on social media. How people edit and filter their bodies and faces to achieve this "perfect" look. Questioning what is considered as beautiful today? How it has gone to such extremes that it isn't really beauty anymore; it's morphed, transformed, exaggerated to the point of looking unnatural. All those actions that are then portrayed on social media, to get acceptance, are in reality just making people feel less like themselves, less natural, less truly beautiful, it brings self-esteem issues to the person making those pictures. And also to the ones that look at them, wishing they had that body and hating themselves for not achieving it.

There is nothing wrong with getting plastic surgery and changing something about one's self that they might not like, but it is another extreme length to create a social ideal of beauty for young girls to follow, that only creates a generation of kids with body dysmorphia and disillusion of achieving an "ideal" of a body that is no way realistic.



**UNNATURAL
AND
EXAGGERATED**

NON NATUREL

EXAGÉRÉ

UNIFORM

MASK

UNIFORME - MASQUE

PROSTHETICS

UNREAL

FAKE -

PLASTIC IRRÉEL

FAUX - MATIÈRE

PLASTIQUE

ADDITIONS

(BODY) -

AJOUTS (CORPS)

UPCYCLING

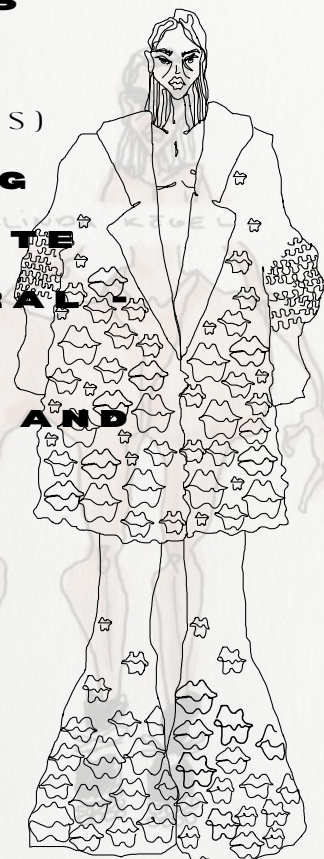
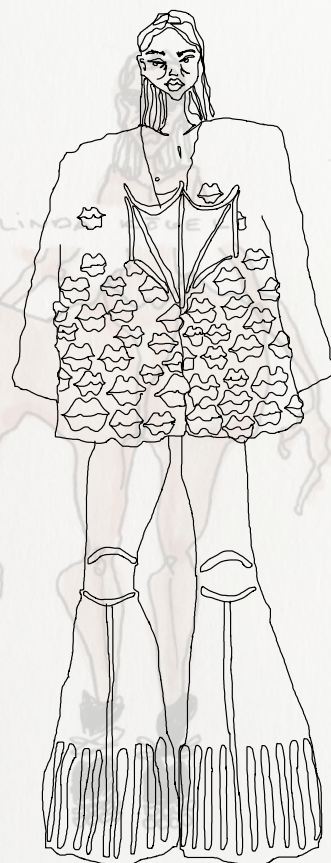
ZERO WASTE

SCULPTURAL -

FREAKY

CORSETS AND

MASKS





MOST PEOPLE ARE OTHER PEOPLE. THEIR THOUGHTS ARE SOMEONE ELSE'S OPINIONS, THEIR LIVES A MIMICRY. THEIR PASSIONS A QUOTATION. - OSCAR WILDE

BAD HABIT

BAD HABIT is a collection about the everyday different feelings of fear that stop us from reaching for our dreams. it is about wanting so much more, but fearing the backlash of others and therefore staying in your comfort zone to protect yourself. these fears that slowly eat you from inside and bury you. Yet disguising those feelings with fake smiles and colourful perception.

**Life begins at the end of your
com- fort zone, but i'm afraid to
leave it.**

(2020)





Silhouette 1

The want to expose your true self but being held back by the fear of judgment - the fear which eventually will consume you .







Silhouette 2

The tired eyes of anxiety -
I dream of a good nights
sleep, no restlessness, no
nightmares, just
nothingless sleep.



Silhouette 3



Silhouette 4



Silhouette 5





Although this was my original sketch, as the creative process goes, the design just changed and evolved for me - I created this knit piece that just blended better with the concept of the collection.

Silhouette 6



Silhouette 7



Silhouette 3

Don not look in the mirror - the fear that the society has instilled in me to not show my skin unless I am skinny enough. I feel the most beautiful wearing oversized clothing, because then I know that they cannot judge me for my weight.

Silhouette 4

"Plastic surgery seems fun?" - I tried out those instagram beauty filters...every . single . one was identical with small nose, big lips and a textureless skin. Is this the only standard of beauty? I understand the appeal of plastic surgery.

Silhouette 6

An armour for me - sometimes I imagine I would be brave and confident enough to actually wear this. But then comes the tears.

Silhouette 7

Fake it till you make it - there is beauty in destruction. You might fall apart, reach the bottom, but that just means the next stage of life is to blossom again.



"BAD HABIT" at ERKI fashion show

2020

Photos by Arnaud Lafeuillade



POR



TREE

GRADUATE COLLECTION

2021

Editorial photos by Sandra Luks
Model: Karl Joonas Alamaa
Set assistant : Karl Christoph Rebane

This collection “Portree” got its original inspiration from Oscar Wilde’s “The Picture of Dorian Gray”. It explores the idea of morality/immorality and the ideas of beauty. How a person’s attractive physical appearance does not immediately mean that one’s soul is pure and beautiful. I find it fascinating how like in the novel, even in today’s world, some tend to look up to and adore people because they are physically attractive and forget the horrid things they’ve done. With this collection I research the society’s superficial idea of beauty. I’m trying to understand the overall stereotypical standard of beauty and how people tend to equalize the concept of physical attractiveness with goodness; to explore beauty and destruction, and how what is beautiful to the eye, might be destructive to the soul. Beauty is an ever changing concept and it is often that people put beauty above morality. Collections visual inspiration comes from the connections between Victorian and today’s era. It reflects the ideas of superficial beauty and the rotten soul. The silhouettes are drawn from Victorian era mens and women’s clothing and especially undergarments, mixed with modern techniques and materials. The designer focuses on handmade materials, like hand knit/crochet and bead embroidery. The handcraft materials are mixed with silicone and bioplastics.

The collection lineup tells the story of my ideas and philosophy on the subject of morality and beauty as well as reflecting the story of the novel. The first pieces representing youthfulness and innocence in its silhouettes, colours and materials. As it progresses, the silhouettes and colours reflect the contamination and deterioration of the soul, and how what appears beautiful on the surface might be rotten underneath.

For example, using the tank-top in my collection, this piece that is also referred to as a “wife-beater” got its name from how in 1947 James Hartford Jr. was arrested for beating his wife to death. Across the country, readers gaped at a reprinted photo of Hartford in a baked-beans-stained undershirt with the caption “the wife-beater”, an everyday piece with a horrid name. The idea of the collection was not to create a costume design for the novel, but to make a collection inspired by the philosophy and ideas of it.

“The reason I will not exhibit



this picture is that I am afraid that I have shown in it the secret of my own soul."

- "The Picture Of Dorian Gray" by Oscar Wilde

behind the silhouettes

Silhouette 1

Silhouette which was inspired by Philipp Otto Runge painting "Hülsenbeck kids", portrays one's innocence and youthfulness, naivety. At the opening of the novel Dorian Gray exists as something of an ideal: he is the archetype of male youth and beauty. As such, he captures the imagination of Basil Hallward, a painter, and Lord Henry Wotton, a nobleman who imagines fashioning the impressionable Dorian into an unrelenting pleasure-seeker.

Silhouette 2

Dorian is exceptionally vain and becomes convinced, in the course of brief conversation with Lord Henry, that his most salient characteristics - his youth and physical attractiveness - are ever waning. The thought of waking up one morning without these attributes sends Dorian into a tailspin: he curses his fate and pledges his soul if only he could live without bearing the physical burdens of aging and sinning. He longs to be as youthful and lovely as the masterpiece that Basil has painted of him, and he wishes that the portrait could age in his stead. His vulnerability and insecurity in these moments make him excellent clay for Lord Henry's willing hands.

Silhouette 3

Dorian soon leaves Basil's studio for Lord Henry's parlor, where he adopts the tenets of "the new hedonism" and resolves to live his life as a pleasure seeker with no regards for conventional morality.

Silhouette 7

Yes, there is terrible moral in "Dorian Gray" - a moral which the prurient will not be able to find in it, but it will be revealed to all whose minds are healthy. Is this an artistic error? I fear it is. It is the only error in the book. - Oscar Wilde on the novel.

Silhouette 8

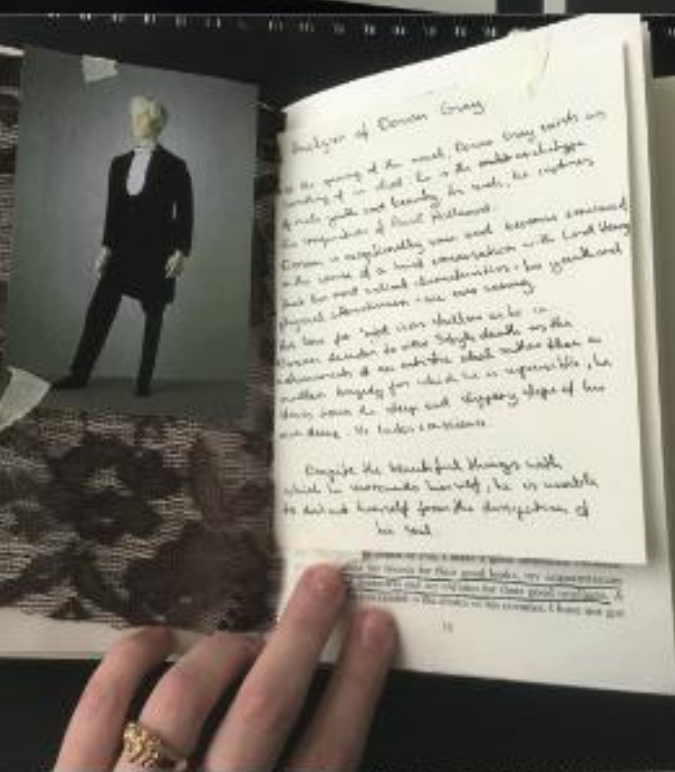
Despite the beautiful things with which he surrounds himself, he is unable to distract himself from the dissipation of his soul.

Silhouette 9

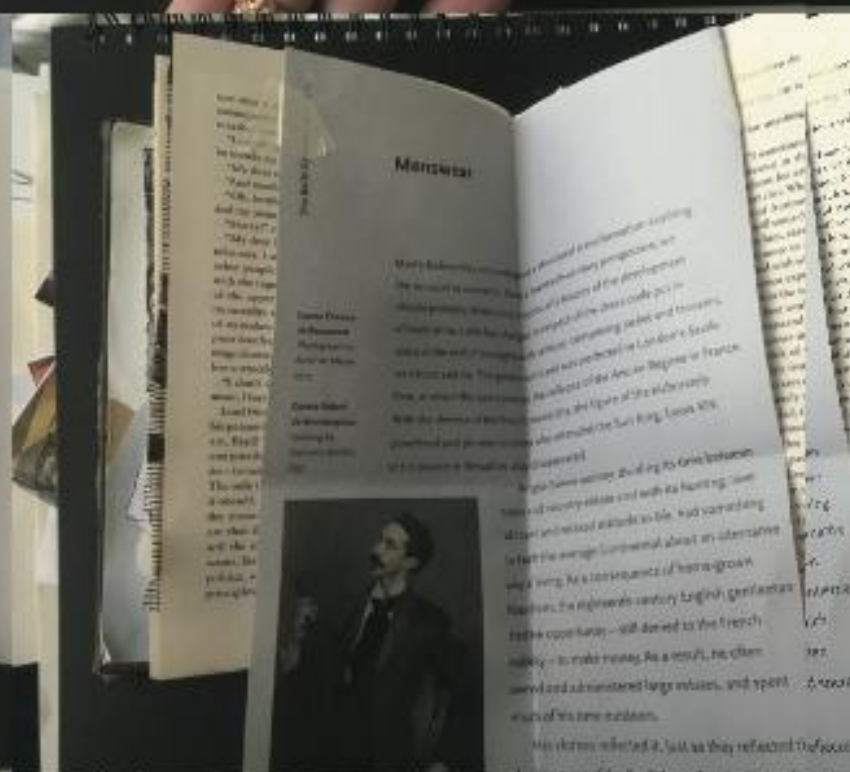
In the end, Dorian seems punished by his ability to be influenced: if the new social order celebrates individualism, as Lord Henry claims, Dorian falters because he fails to establish and live by his own moral code.



luxury, and all forms of
OPULENCE
for its own sake !!!
LONG LIVE BAD TASTE !!!



Analysis of Dorian Gray
In the spring of the month Dorian Gray works on
something of a sketch. He is the middle-aged
of middle age and beauty. He is the
the independence of Paul Verlaine.
Dorian is exceptionally young and becomes involved
in the course of a brief conversation in the last thing
that he most valued characteristic - his youthful
physical attractiveness - his own reality.
But here for "high" over shallow as to be in
Dorian's desire to see his death on the
achievement of an artistic ideal rather than in
another tragedy for which he is responsible, he
shows how he deep and slippery stage of his
own being. He takes confidence.
Despite the beautiful things with
which he surrounds himself, he is unable
to detach himself from the corruption of
his soul.



Marceline

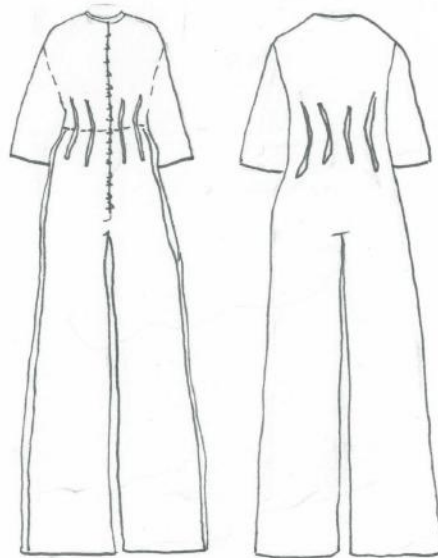
Marceline is a young woman who is very beautiful and very intelligent. She is the daughter of a wealthy family and has been educated in the best schools. She is very kind and generous and has many friends. She is also very talented and has a great sense of humor. She is a very popular person and is always the center of attention. She is a very good person and is always there for her friends. She is a very kind and generous person and has many friends. She is also very talented and has a great sense of humor. She is a very popular person and is always the center of attention. She is a very good person and is always there for her friends.



a collection
"PORTREE"
size 36



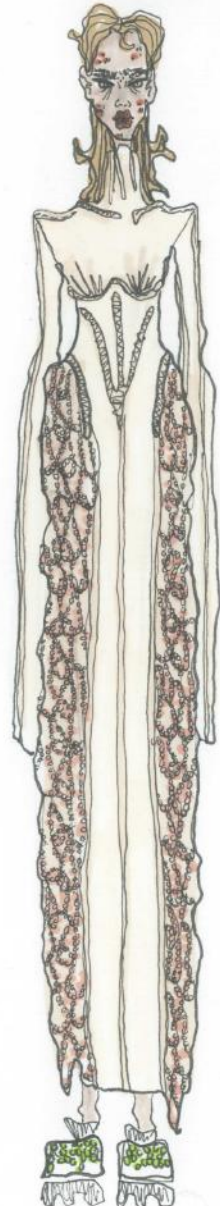
a knitted mixed yarn
vest



pinked and corrected
jumpsuit

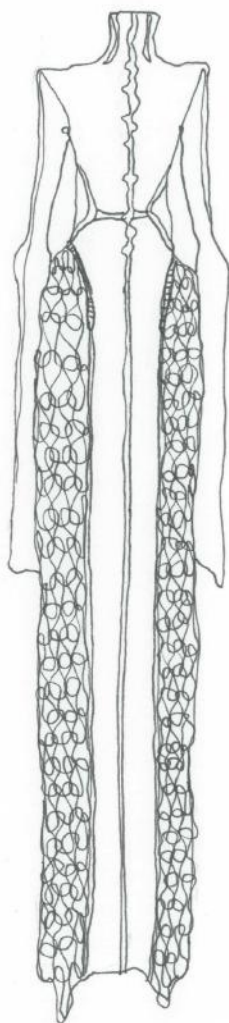
Silhouette 1

a col
"POR
size



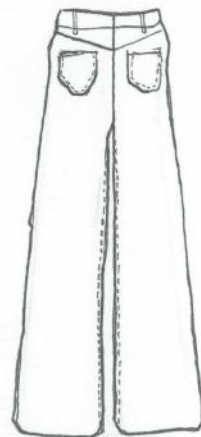
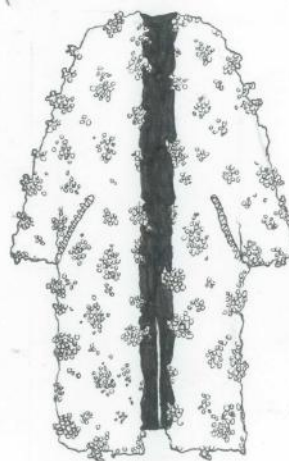
Silhouette 2

Delecta
REE
34



structured
and corseted
cotton
and pearl-knit
dresses

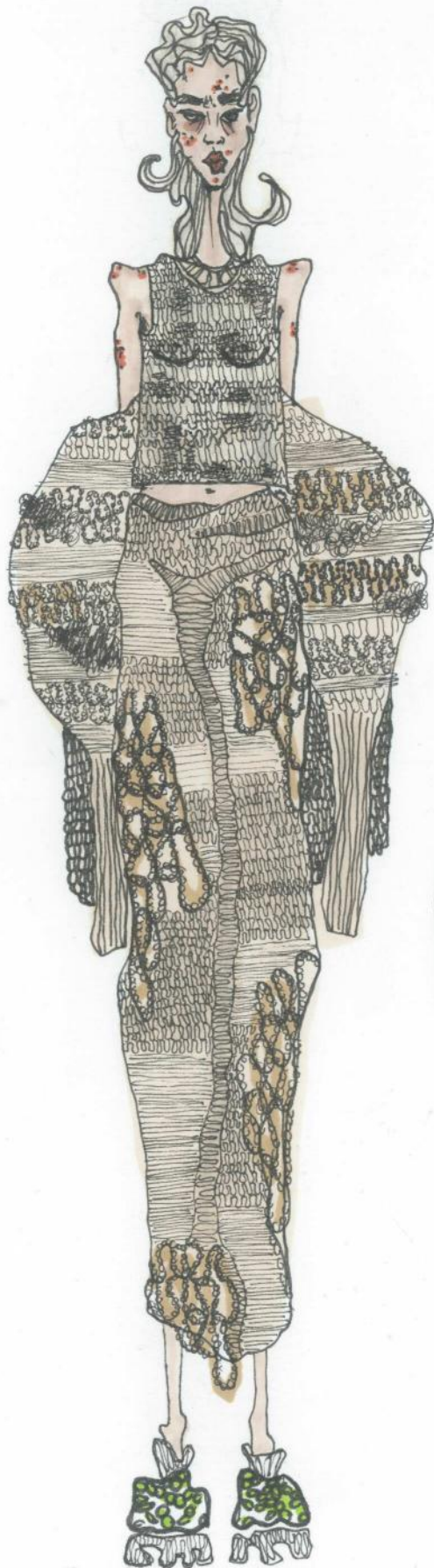
Voluminous



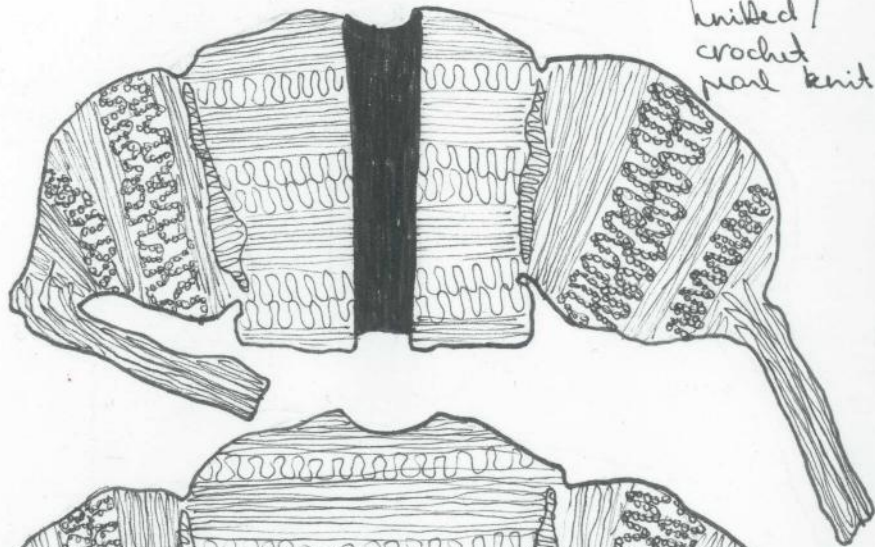
mini heels

Silhouette 3

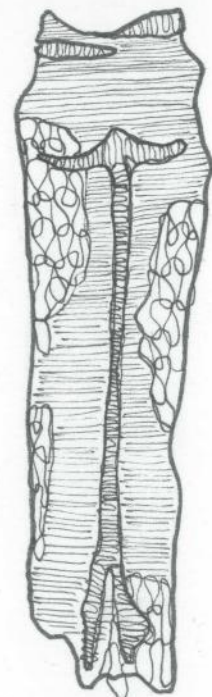
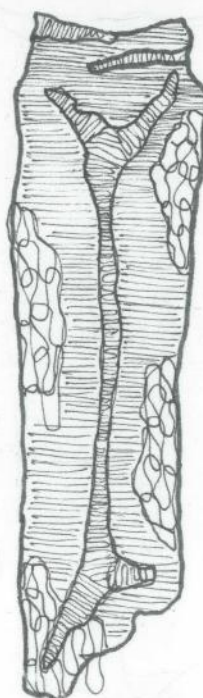
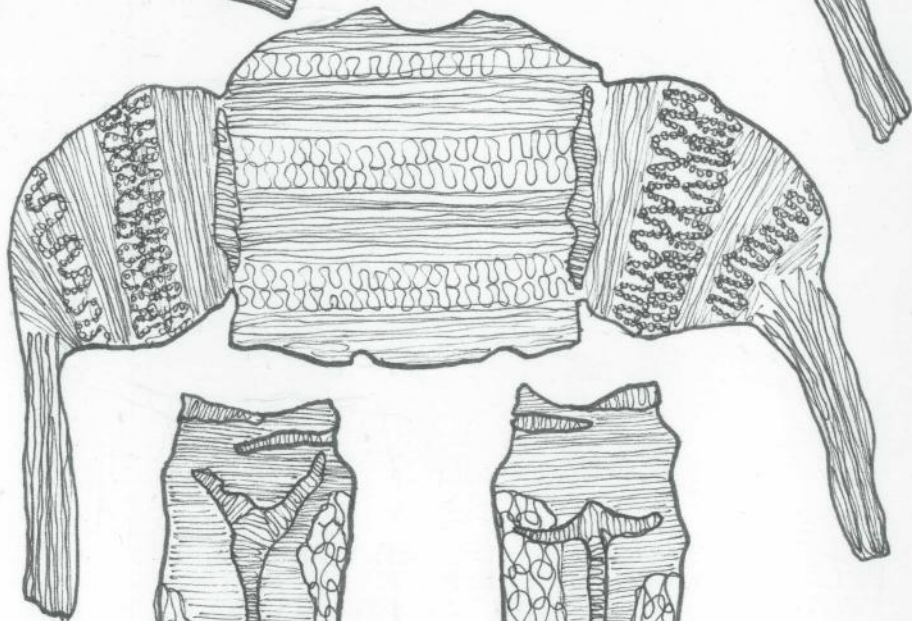
a collection
'PORTREE'
size 36/38



a crochet
tank



knitted /
crochet
pearl knit



knitted
pearl shirt

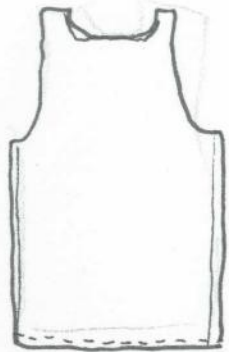


Silhouette 4

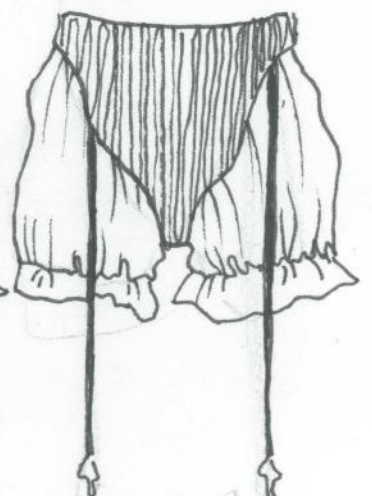
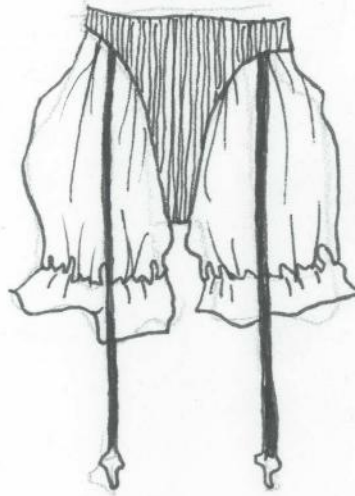
"People are afraid of themselves, nowadays. They have forgotten the highest of all duties, the duty that one owes to one's self. Of course they feed the hungry, and clothe the beggar. But their own souls starve, and are naked." - quote from the novel

a collection
"PORTREE"

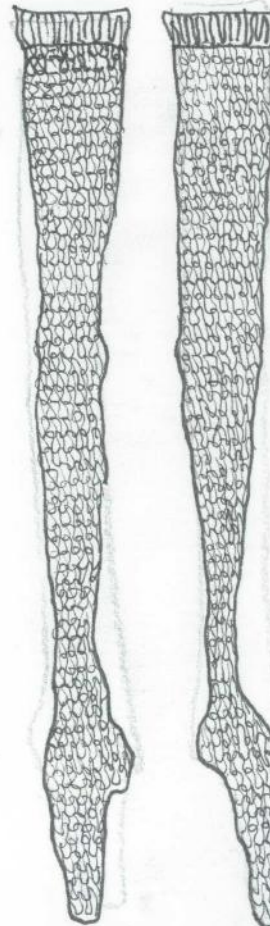
size 36



pearl-embroidery
tank



knit-detailed
undergarment



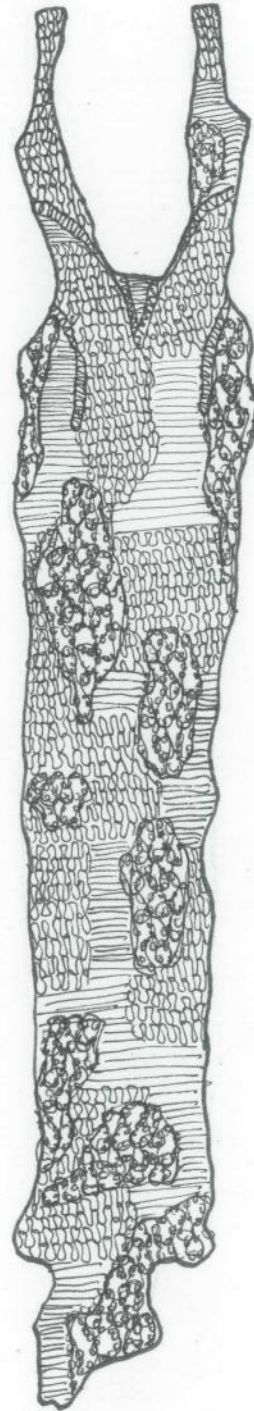
knitted stockings



Silhouette 5

His relationship with Sibyl Vane tests his commitment to his philosophy: his love of the young actress nearly leads him to dispense with Lord Henry's teachings, but his love proves to be as shallow as he is. When he breaks Sybil's heart and drives her to suicide, Dorian notices the first change in his portrait.

a collection
"PORTREE"
size 38/40



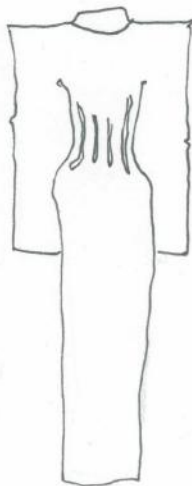
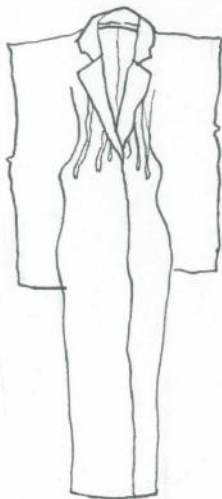
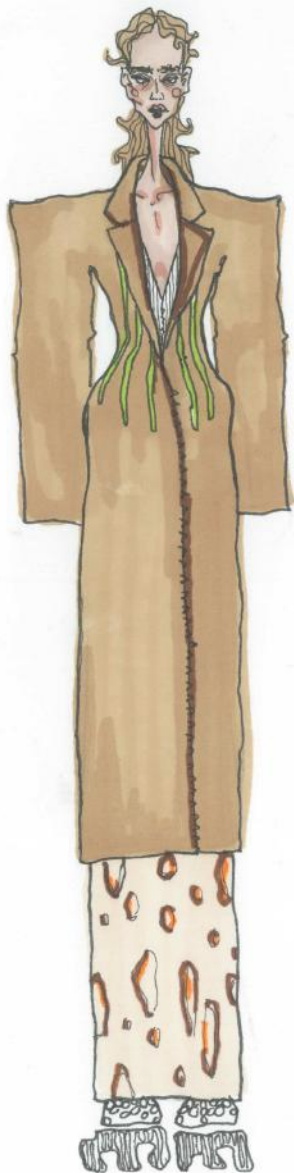
pearl-knit/
crochet dress



Silhouette 6

As Dorian's sins grow worse over the years, his likeness in Basil's portrait grows more hideous. Dorian seems to lack a conscience, but the desire to repent that he eventually feels illustrates that he is indeed human. Despite the beautiful things with which he surrounds himself, he is unable to distract himself from the dissipation of his soul. His murder of Basil marks the beginning of his end.

a collection
"PORTREE"
size 36/38



a collection
"PORTREE"
size 36



lection
"TREE"
36

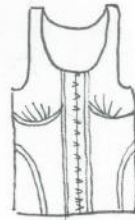


silicone jacket



knit cocoon

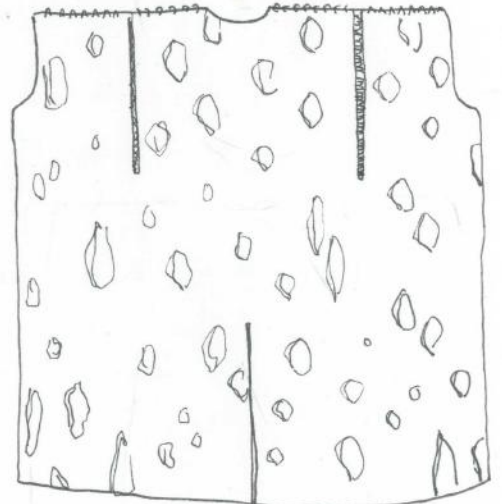
a collection
"PORTEE"
size 36



acrylic silk



knitted
undergarments



silicone frame coat















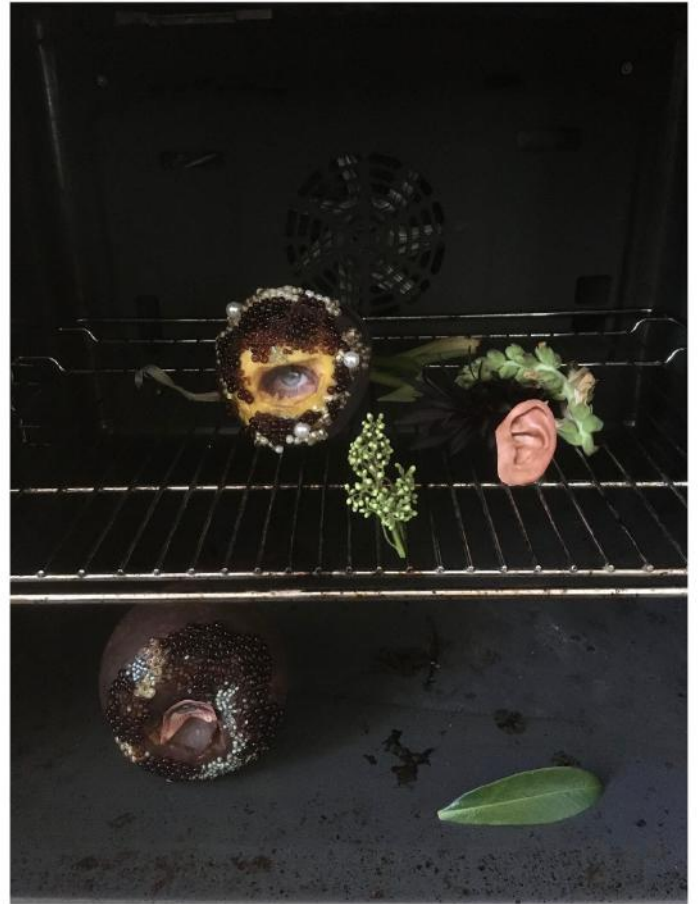


"PORTREE" at ERKI fashion show

2021

Photos by Arnaud Lafeuillade





ROT

STILL LIFE PHOTOGRAPHY EDITORIAL inspired by the collection
BY SUSANNA BELINDA KÖGEL

The only truth that we know is what we see with our own eyes, yet there's always more to it than what we see on the surface; this still life photography editorial is reflecting the idea of finding the truth beneath the superficial. I wanted to explore how people subconsciously tend to think that the physical appearance and attractiveness is what makes a person, when in reality the true beauty of a person is what is under the skin. I found it fascinating how people praise others simply because they find them physically beautiful yet seem to forget that underneath it is one's soul that might just be rotten.

I wanted to reflect the culture, e.g. celebrity culture, of praising gorgeous people who are rotten inside.



Susanna Belinda Kõgel

**Tallinn, Estonia
2022**

Susanna Belinda Kõgel

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+372 55626066

Location:

Tallinn, Estonia

Education:

2014-2017 Pärnu Sütevaka Humanitaargümnaasium

2017-2022 Estonian Academy of Arts. Fashion Design. BA

2019-2020 School Duperré Paris, Fashion Design, BA (Erasmus programm)

Experience:

2018 Making of group exhibition "Illumination" at Telliskivi Creative City

2018 volunteer at fashion show ENNE

Group fashion illustration exhibition "UUS JOON" at Nautica

2019 Volunteer assistant for a pop-up designer store in Telliskivi

Set assistant for designers on numerous photoshoots / assignments included styling, set design, photoshoots visual design

2020- freelance translator (Estonian-English)

2021 Fabric Making - at Julia Heuer

2019- Independent fashion designer (creating the full collection, as well as creating the full visual look (set design, makeup and hair) for the collection for the show; styling; managing

Finalist at ERKI fashion show 2019

Finalist at ERKI fashion show 2020

Finalist at EFF (Estonian Fashion Festival) 2020

Finalist at ERKI fashion show 2021

Sales consultant at Mango store

Skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Languages:

Estonian (native)

English (fluent)

French (beginner)