

Made By Sage 1 pager

My thesis project is about developing a platform or an umbrella system for wellness. On that platform I want to have other people's projects, websites and collaborations who are also taking this journey of healing. This project is a lot about connecting people. The first event that I did in connection with my thesis was renting a salt cave and inviting an aromatherapist to guide a group through making their own individual essential oil perfume, and teaching everyone about the properties of each oil, and a little bit about each herb.

Another component of the project is 1-on-1 design, where I design clothes and products for each individual person and cater to their specific health and wellness needs. My research involves talking to individual people and talking about what they want or need, and this can take the form of a workshop or podcast - these conversations are about meeting people and interviewing them, then designing something specifically for them. Talking about their experiences with different products, with health issues and with relationships is a way to connect and build a relationship with the person you are designing for so each product is truly customized.

A lot of my materials are also repurposed vintage materials. I have a collector's personality, so I've been collecting and preparing for this thesis for a couple of years. I've been collecting deadstock, great quality fabrics, and accessories to use for this purpose. It's really important to me that I use what is already in existence on this planet instead of creating more materials that will go to waste. Also, using a high-quality version of every material is important because it lasts longer and creates less waste; the same goes for using natural fibres, because those eventually biodegrade unlike synthetic fibres.

In addition to this, I've been collecting vintage clothes that I curate and sell. This idea of old and new coming together is the foundation of my whole entire thesis, not just in materials but in ancient ways of crafting and connecting, and bringing those old ideas and combining them with our modern, open-minded society where anything is possible. My creative process also stems from my own reflections from healing my own self, and so creating for others is a way to also heal myself.

(Oils and perfumes) I want to work with the different senses of the body, and smell is one of the ones I decided to focus on for my thesis because it's super nostalgic and connected to memory, and it's a sense that you can't see - so this is in a way the opposite to the tactile and visual elements of the rest of my thesis. The oils and perfumes also have properties that are extremely healing. I think it's important to work with herbs and teach people about oils,

because it's nature and if I bring attention to how healing and helpful nature can be, it will bring awareness to the importance of sustainability, which is again one of the most fundamental things about my project. The act of designing for an individual is a way to combat mass production, and also viewing objects and products as disposable - these objects are carefully created to serve the wearer for as long as possible. This is similar to the idea of getting to know someone, getting to know what they want, and crafting something for them that they're more likely to keep and use for years and years.

My brand isn't about overselling, it's about selling the right product for the right person.