

Joël Chevalley

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In Workwear, There is More Than Just the Word Wear

Joël Chevalley presents "In Workwear, There is More Than Just the Word Wear," a critical exploration of class appropriation in contemporary fashion. At the start of this project, he questioned his identity, origins, and cultural heritage, leading him to examine how class plays a central role in social dynamics.

Through his creations, the designer critiques the practice of class appropriation, highlighting its effects of invisibilizing, romanticizing, and denigrating modest lifestyles and the working classes. In this project, Joël reinterprets the utilitarian codes of workwear, focusing on aesthetics and design to illustrate his critical analysis of contemporary fashion.

Material

Patchwork set made from cotton jeans and technical fabric scraps with a fleece collar; tarpaulin bag with hand airbrushed pattern; helmet with faux hair; custom glasses with plastic chains.



