

# **RAVE YOUR PAIN AWAY**

**Zuzana Kodajova // Sustainable fashion collection inspired by techno/rave community // 2023**

The "Rave Your Pain Away" collection draws its inspiration from the vibrant and exhilarating techno scene that thrives within the heart of my hometown. This collection serves as a testament to the transformative power of the music and the strong sense of community it fosters. In addition, it is inspired by the Club Kids of the 1980s era in New York. The Club Kids were renowned for their courage to express themselves uniquely and boldly through fashion.

The collection's theme is centered around techno as both a musical genre and a community of individuals. It aims to highlight the sentiment that techno is a space where individuals can revel in their freedom of expression and be whoever they desire to be, embracing the present moment to the fullest. As the music takes them through a trance-like state, individuals experience the release of endorphins and euphoria, fostering a sense of connection and togetherness. During this period, they momentarily forget about their problems, allowing their soul to be healed. It is, indeed, a state of mindfulness, living in the NOW.

In a commitment to sustainability, the collection incorporates recycled materials to breathe new life into old garments. Repurposed jeans, transformed old duvet, fabric scraps collected from various sources contribute to the unique and eco-conscious designs. Delicate details, including collected can tops as chains, further exemplify the collection's commitment to sustainability and creative repurposing.

Additionally, the collection employs ecological pattern cutting techniques, notably showcased in the innovative design of a 4-way wearable top. This method optimizes fabric usage, minimizing waste and maximizing the garment's versatility. Through careful pattern manipulation, the top can be worn in multiple ways, offering a dynamic and adaptable fashion statement.

PASSION

RICHARD RENALDI (RAVE PHOTOGRAPHER) AUG 16

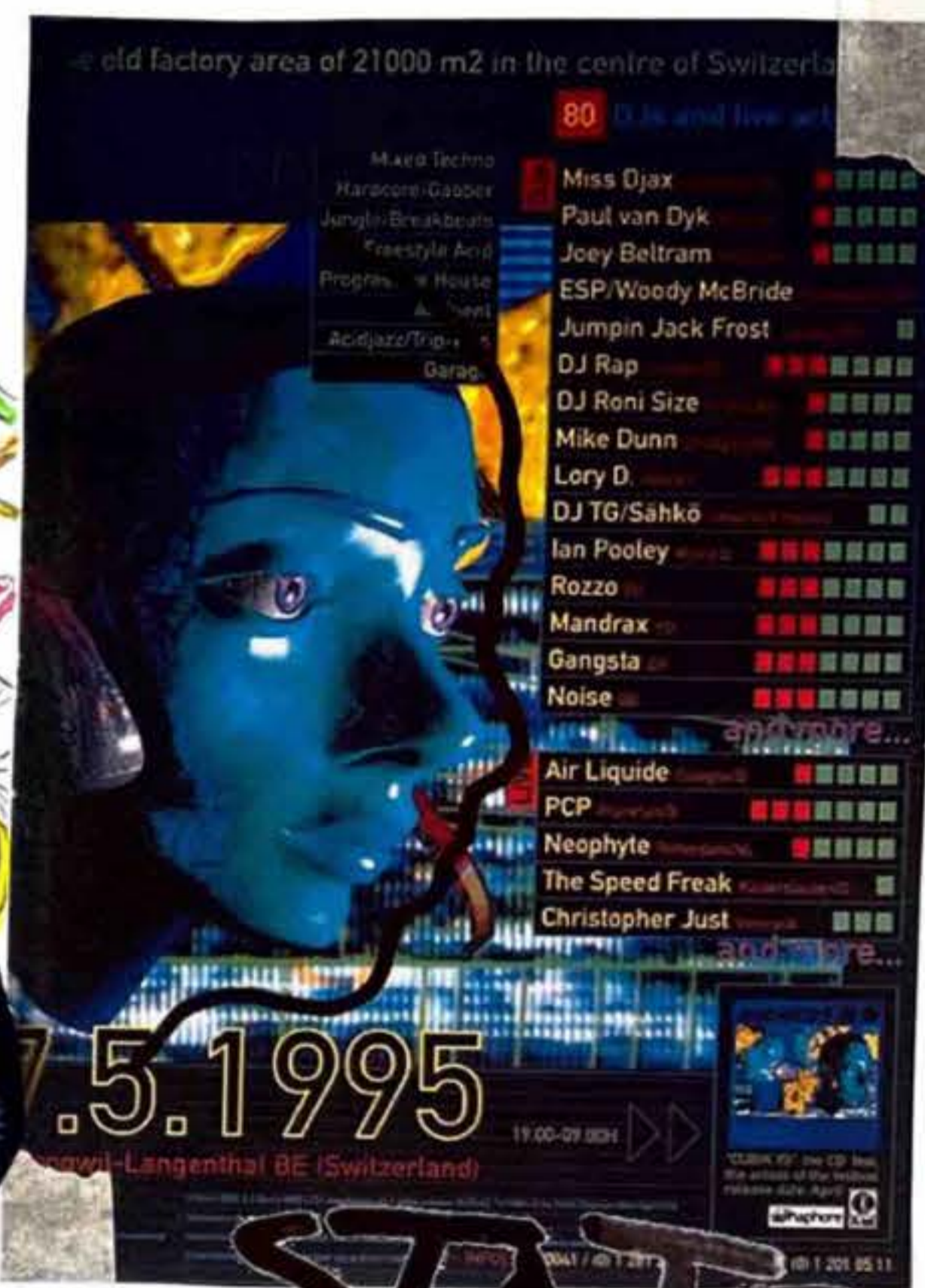
RAVE YOUR PAIN AWAY

THE 90s TECHNO MAGAZINE

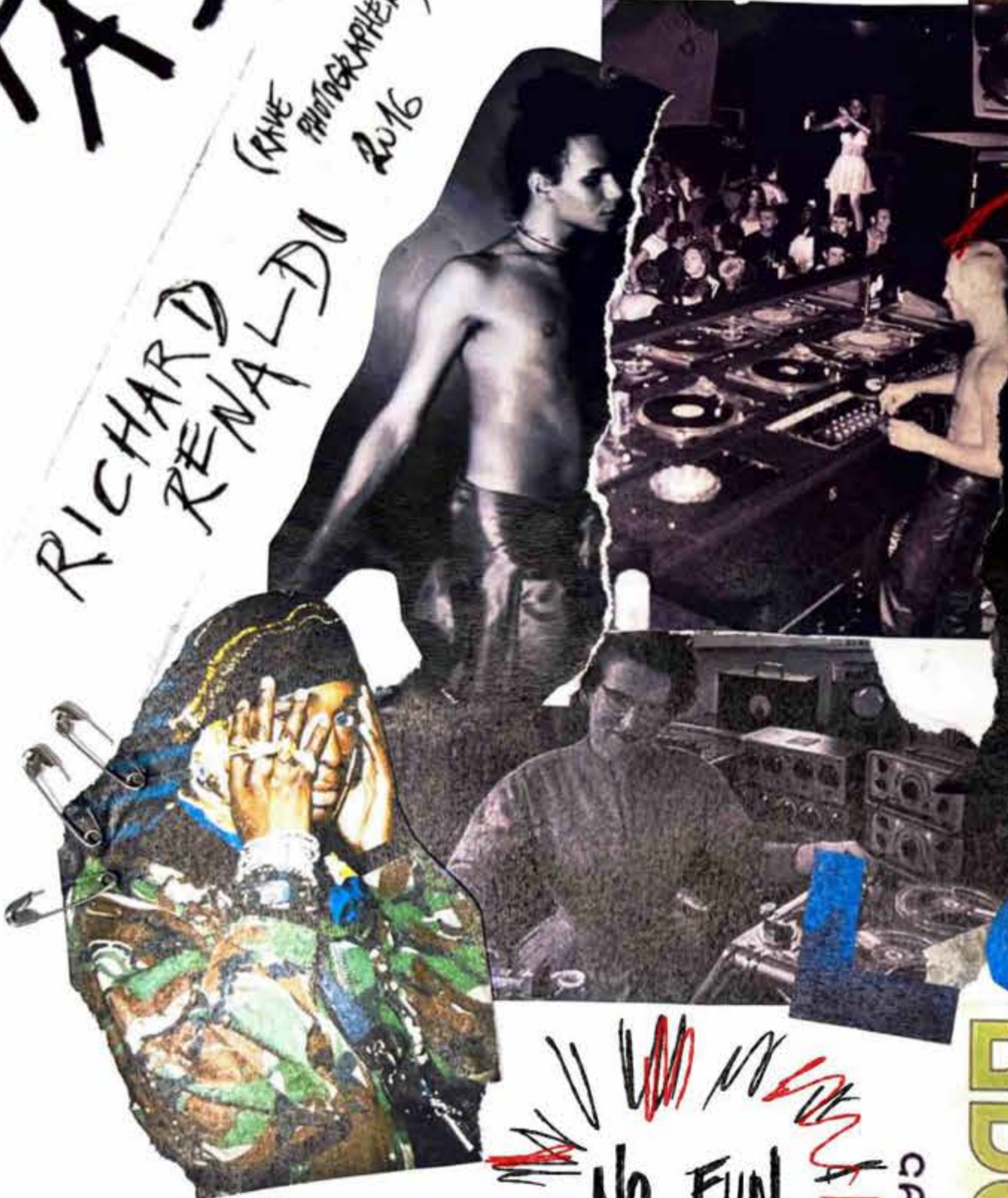
LONDON

THAT SHAPED GERMAN RAVE CULTURE

NO FUN PATCHES



STATE OF "NOW"



ALEXIS DIBIASO PHOTOGRAPH OF RAVE CULTURE



THE BERLIN WALL'S FALL SAW  
THE RISE OF TECHNO TOURISM

1989

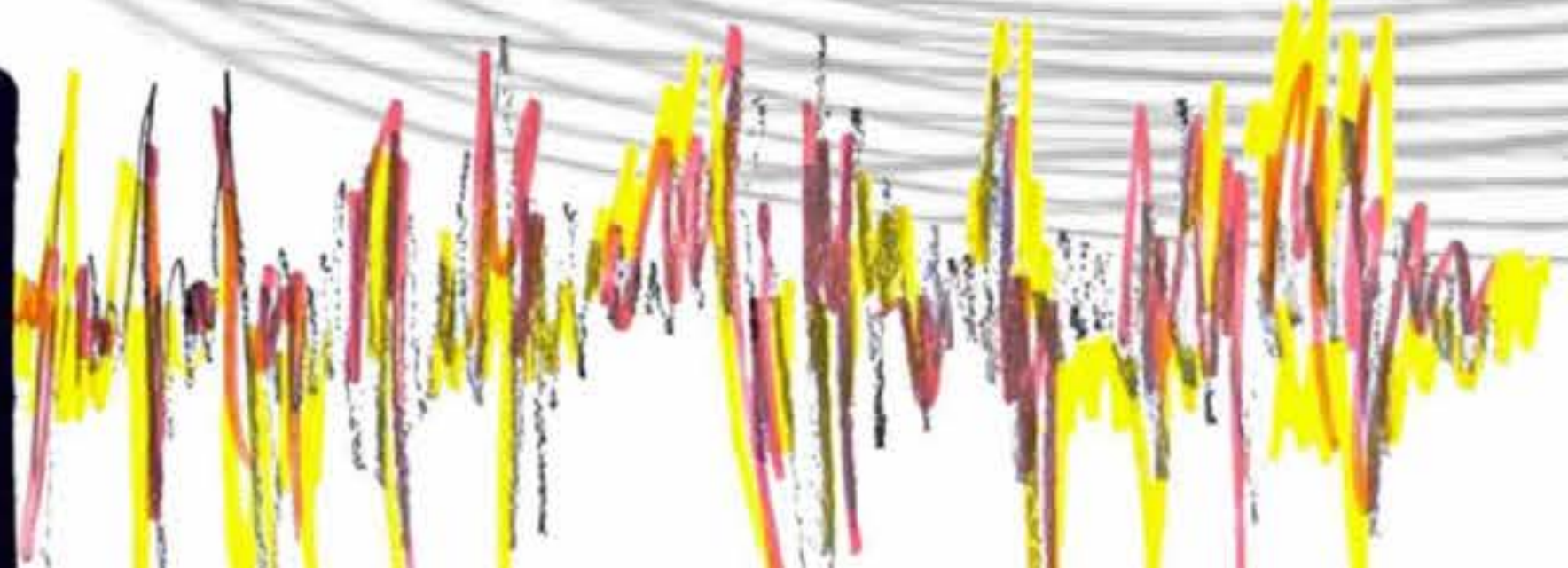
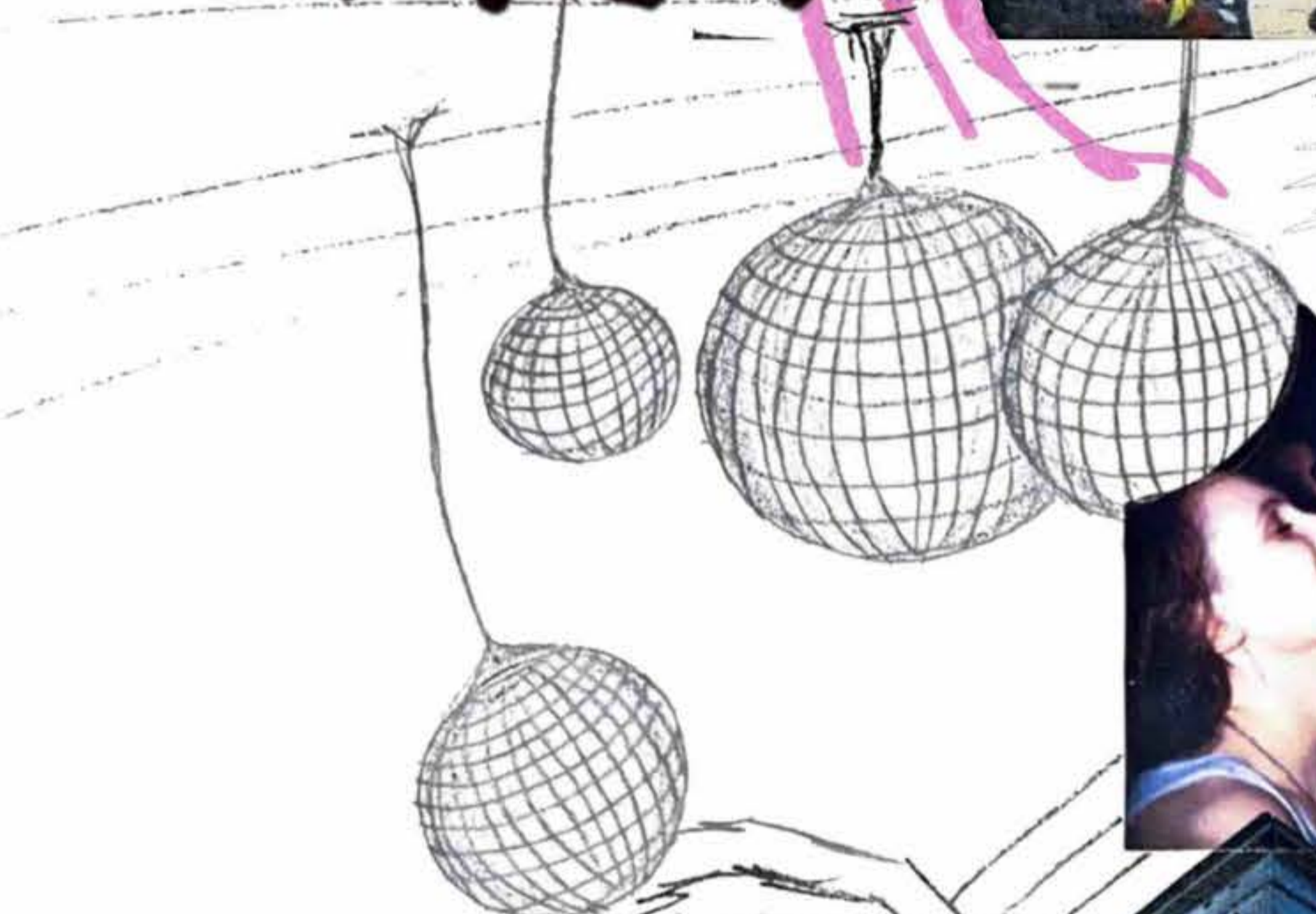
love, peace & xtc

GET HIGH

ON

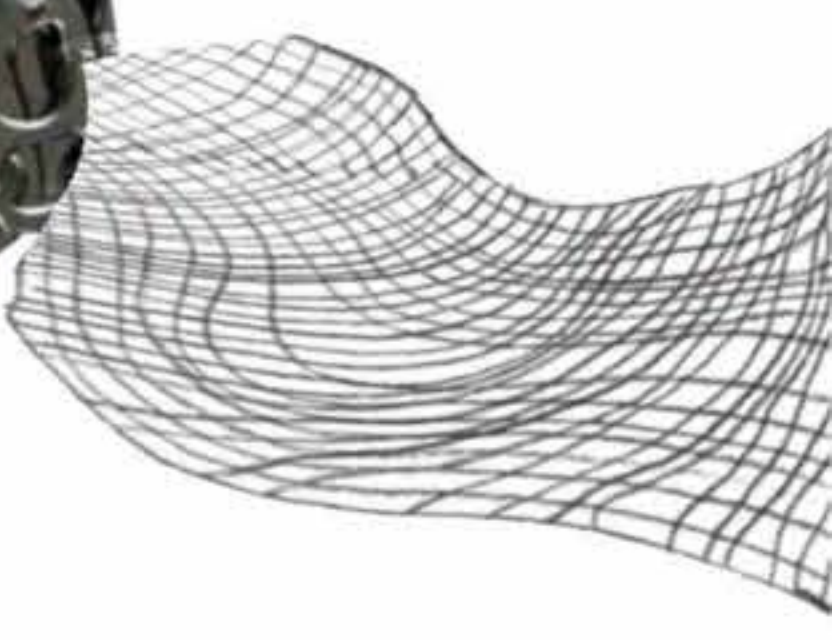
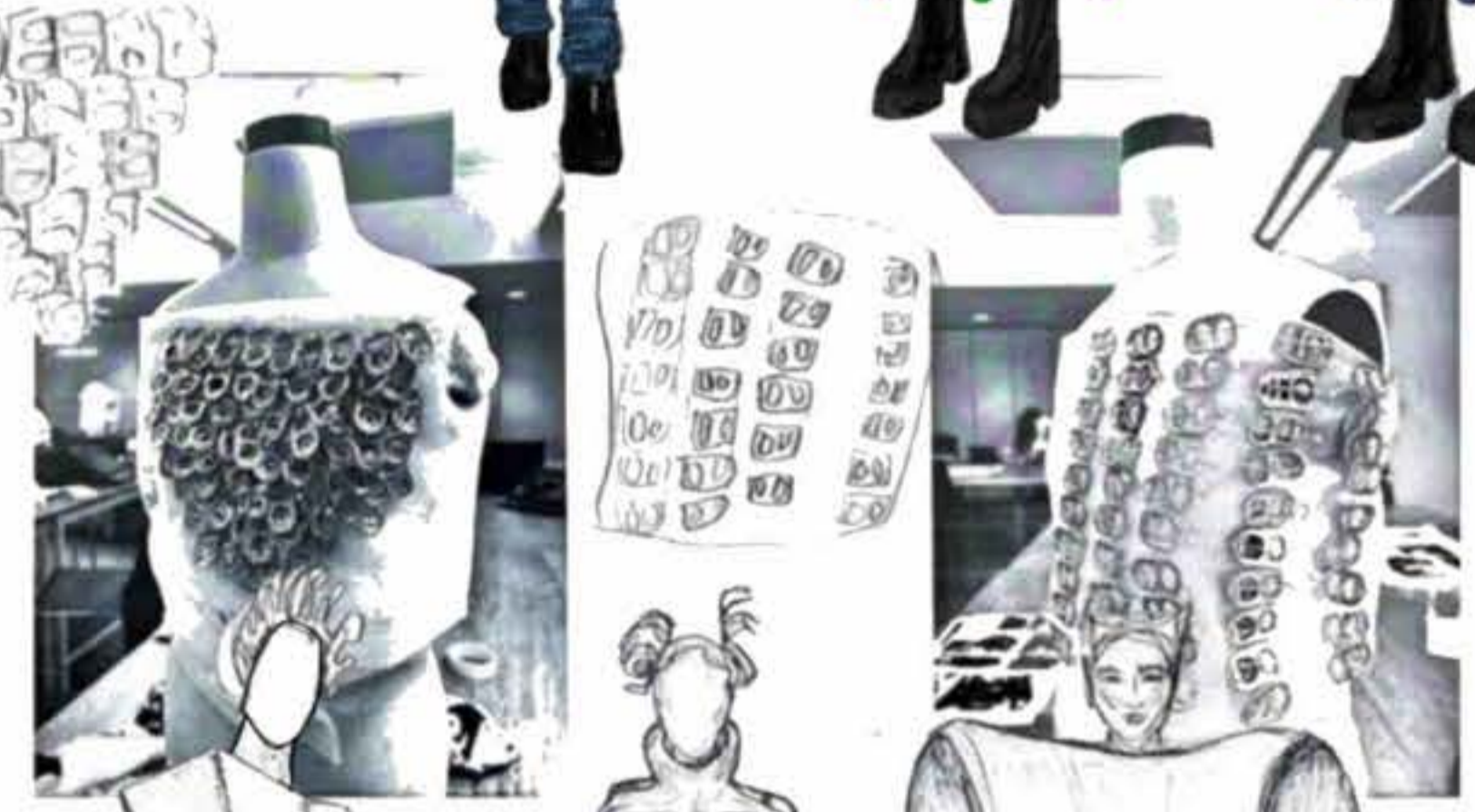
DANCING

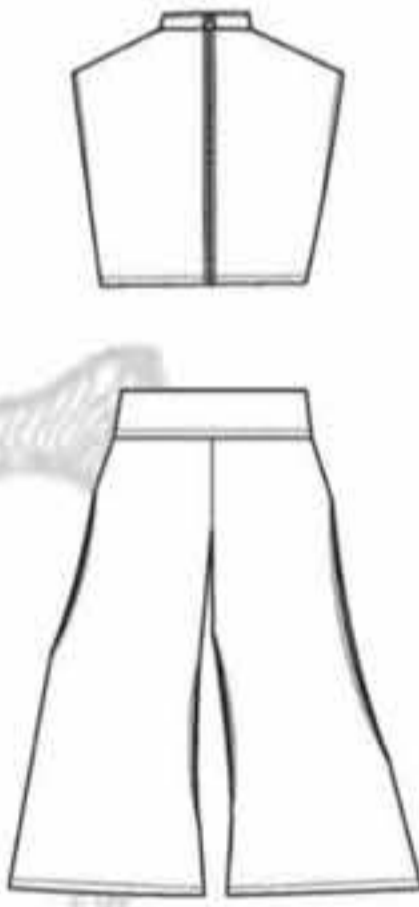
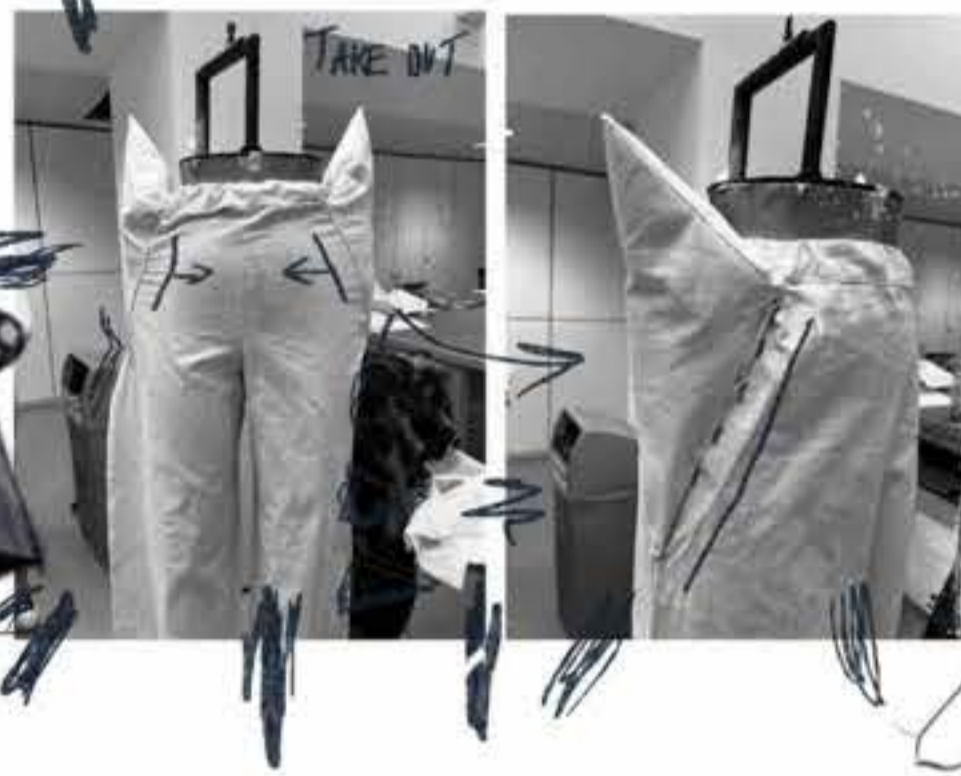
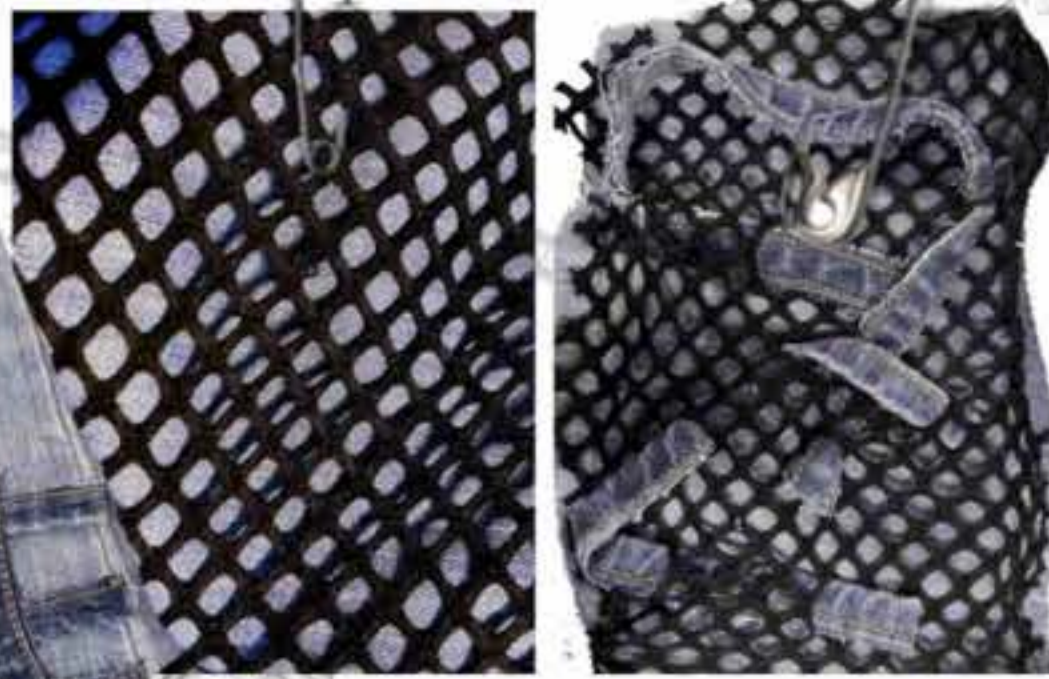
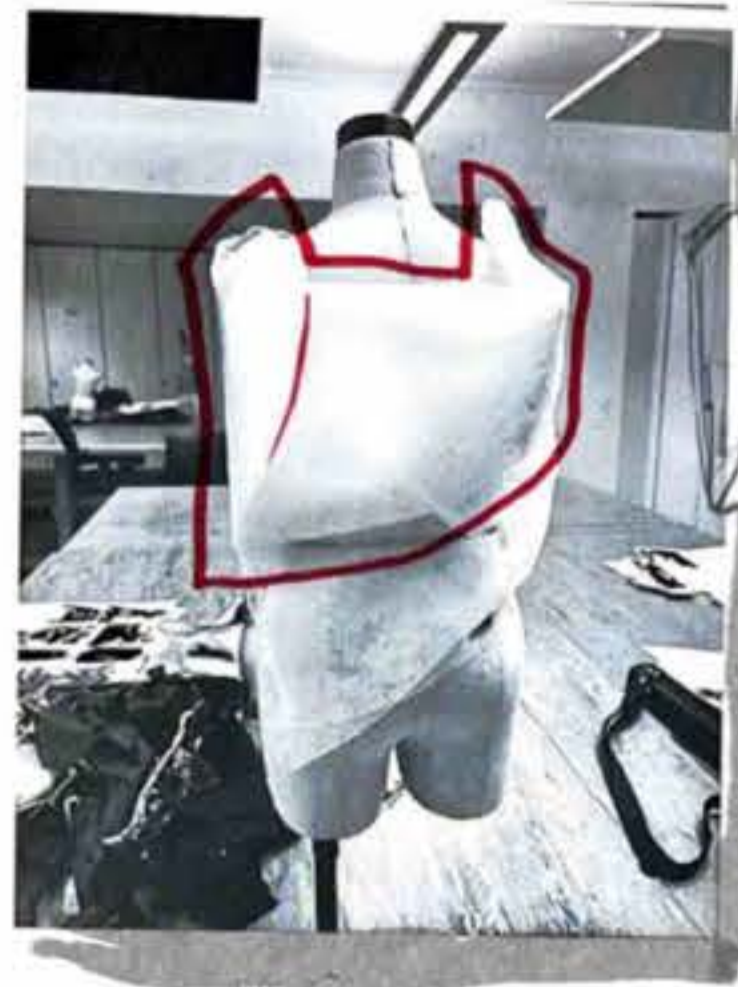
ADDICTION





5.00 11.95





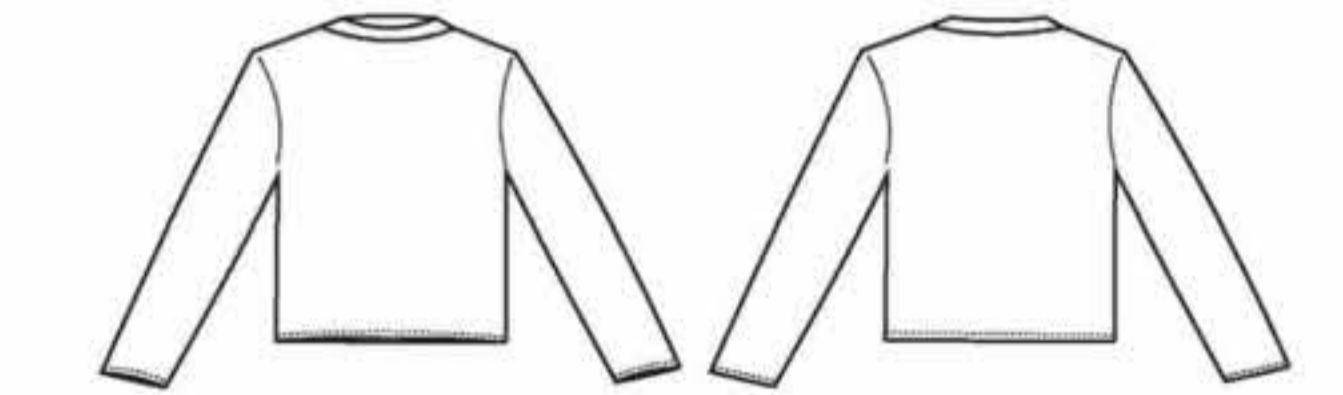
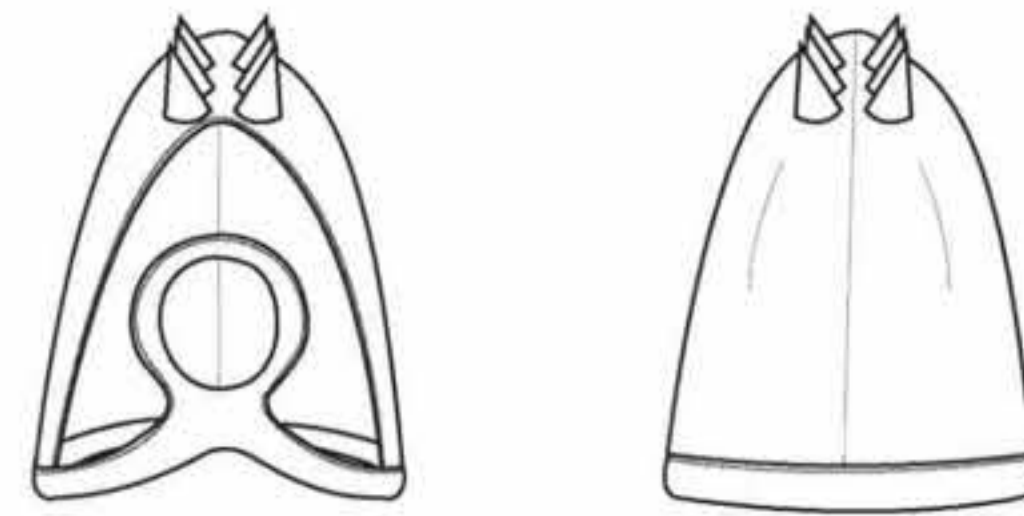
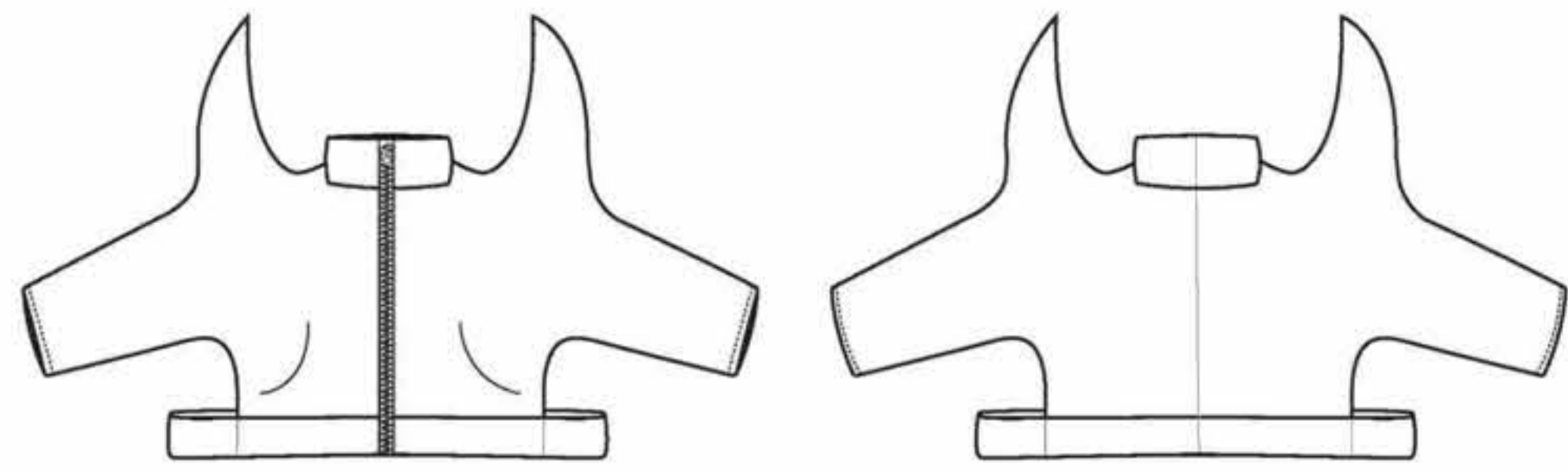
B



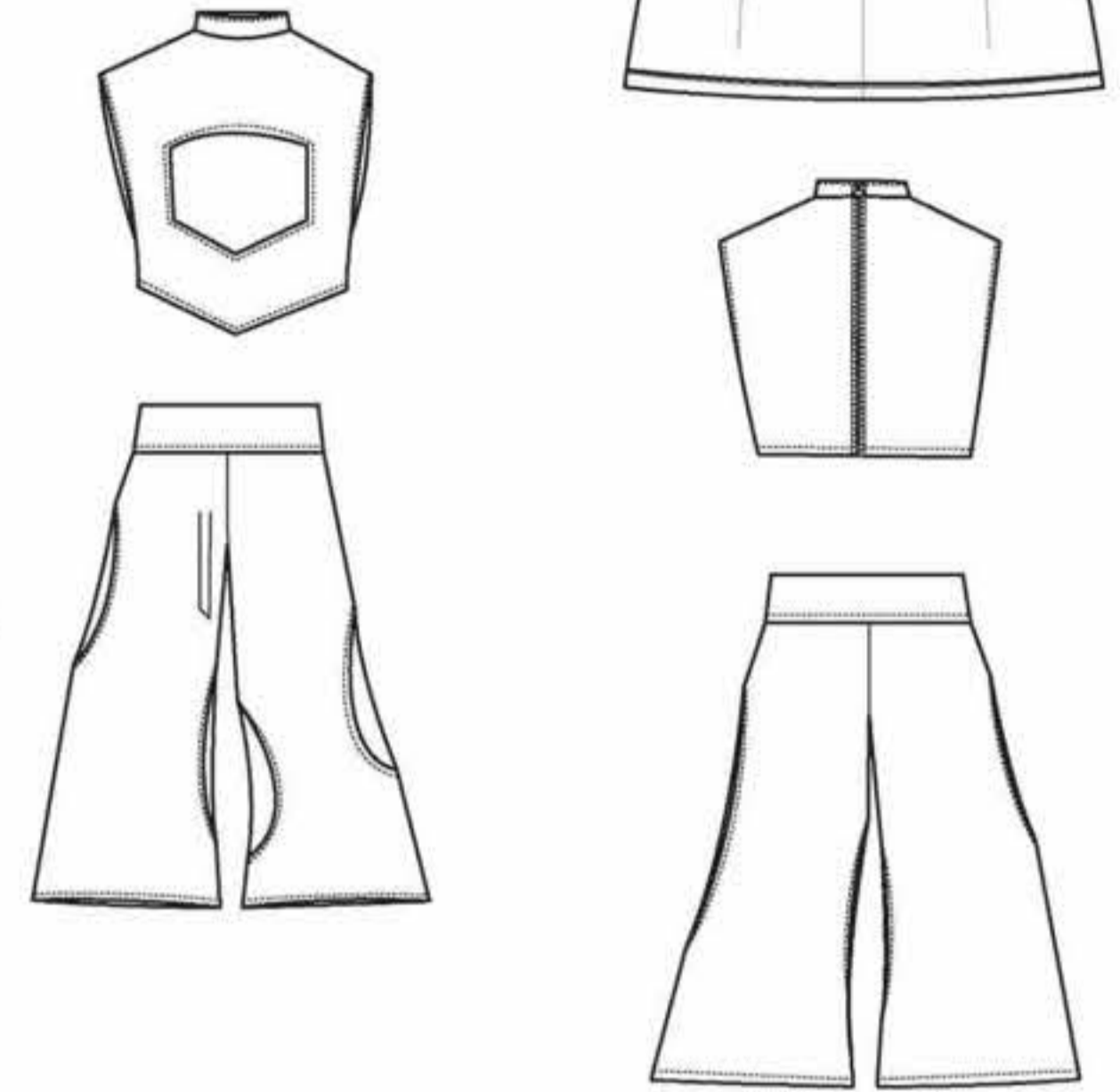
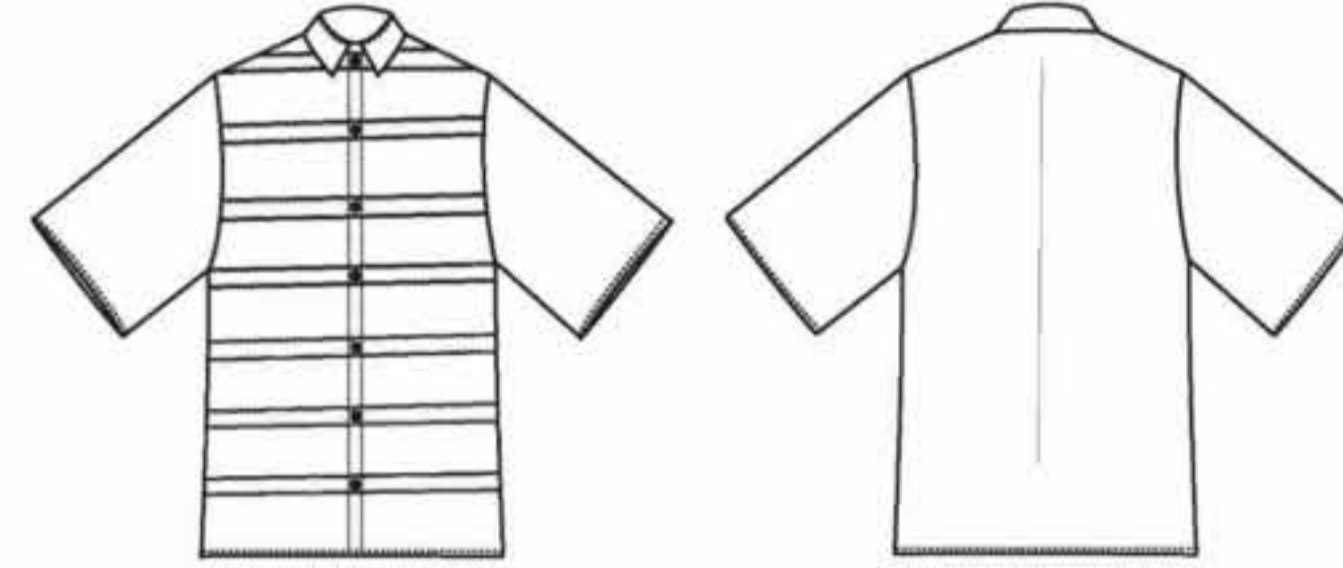
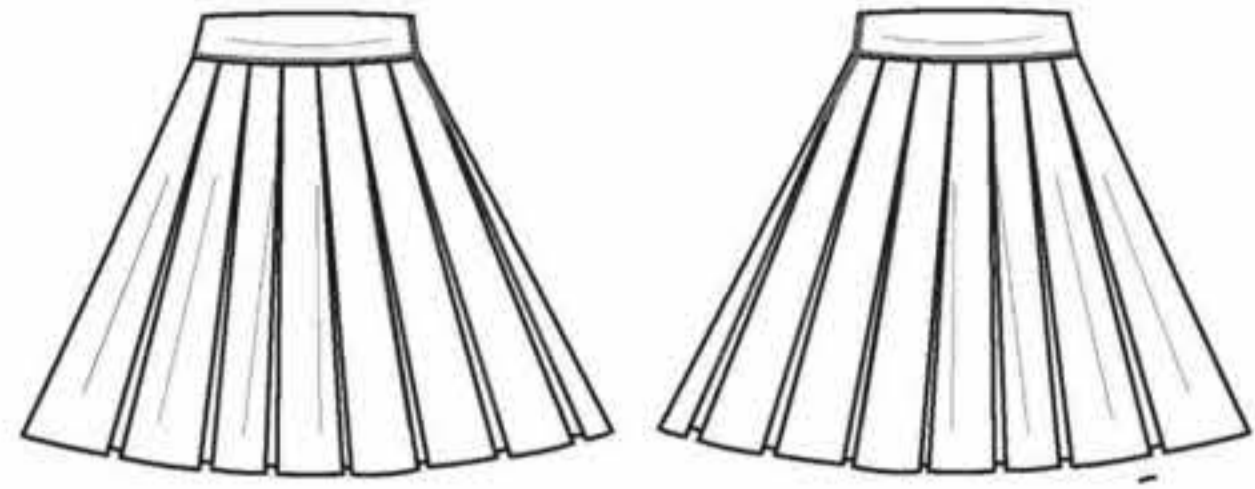
FALL COLLECTION  
2022

# RAVE YOUR PAIN AWAY



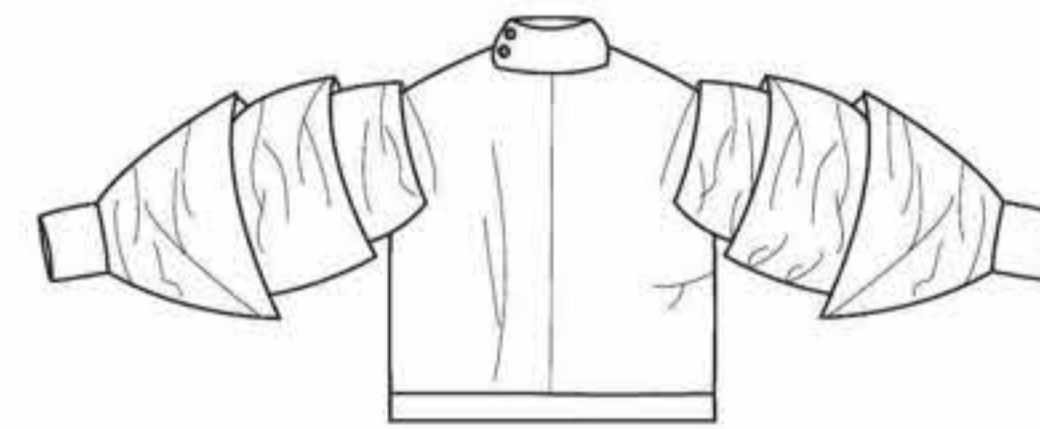
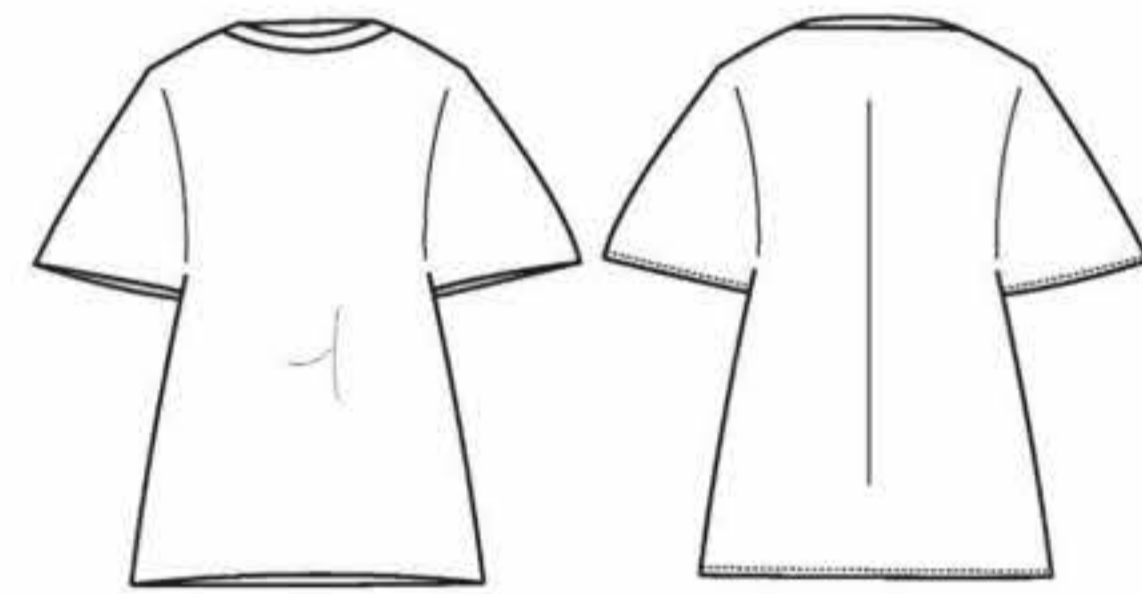
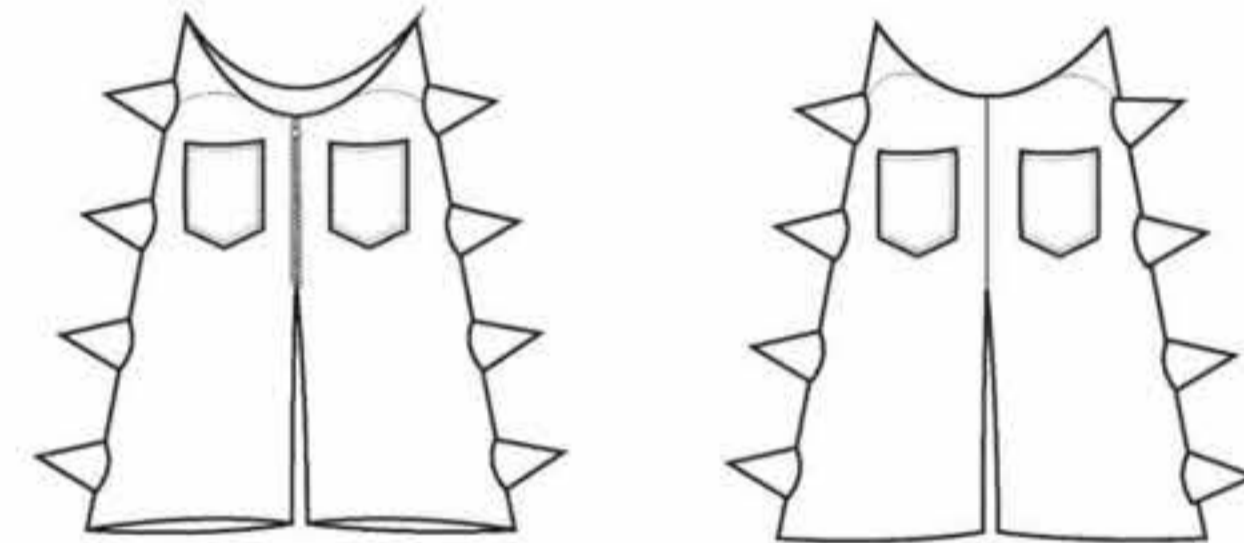
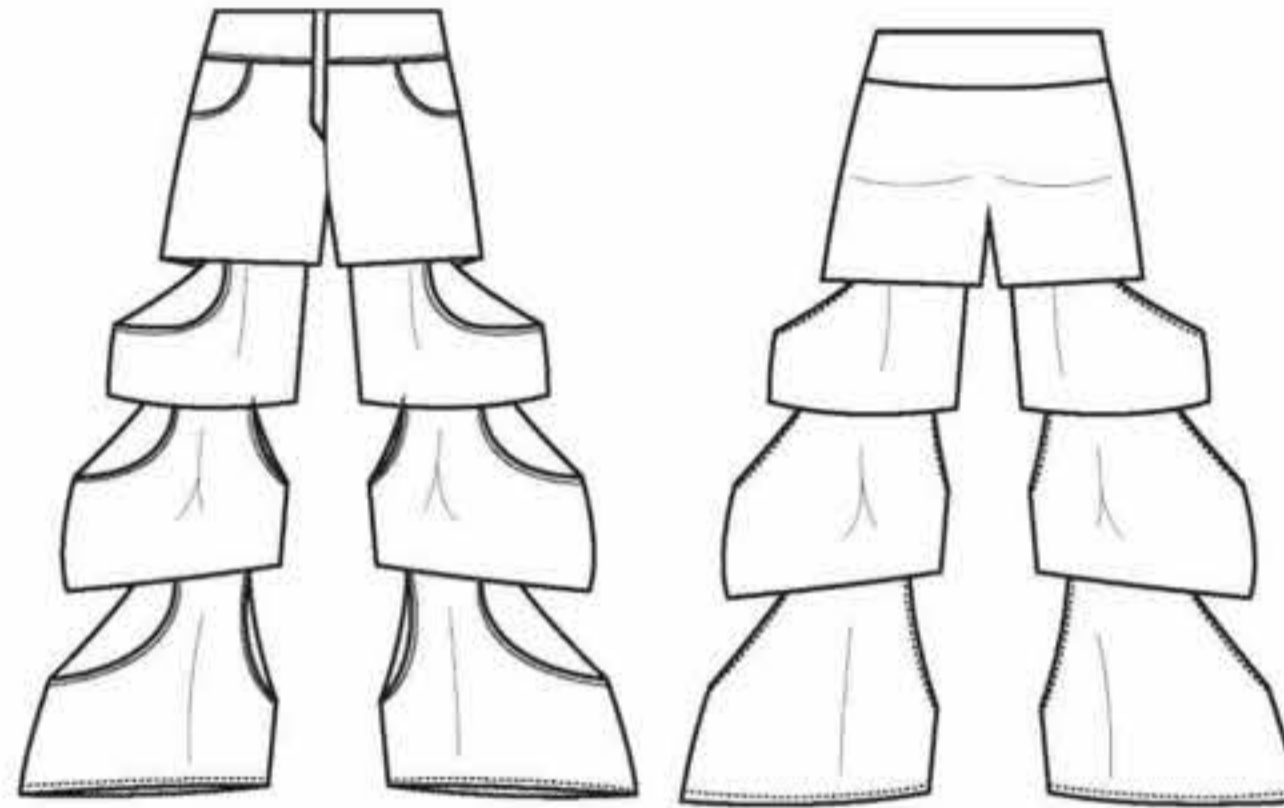


**LOOK 3**



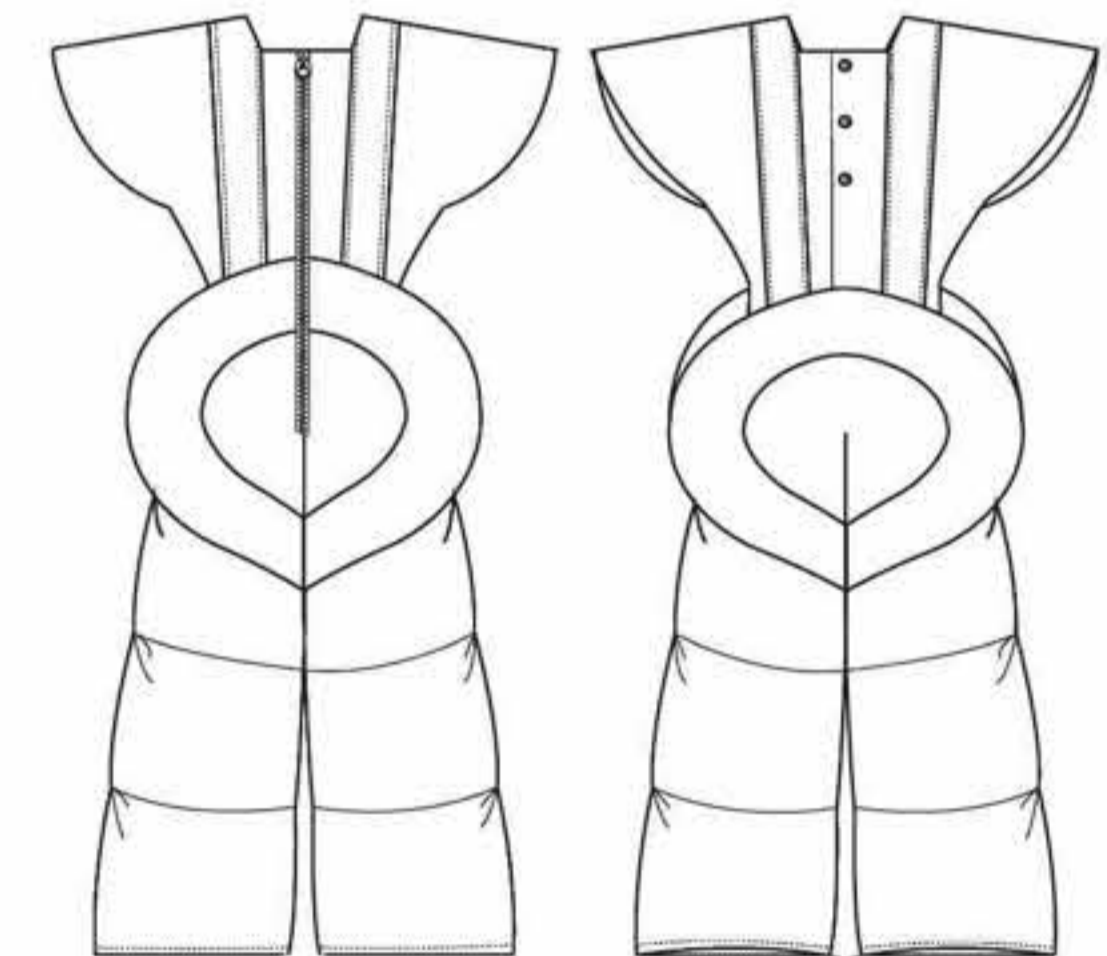
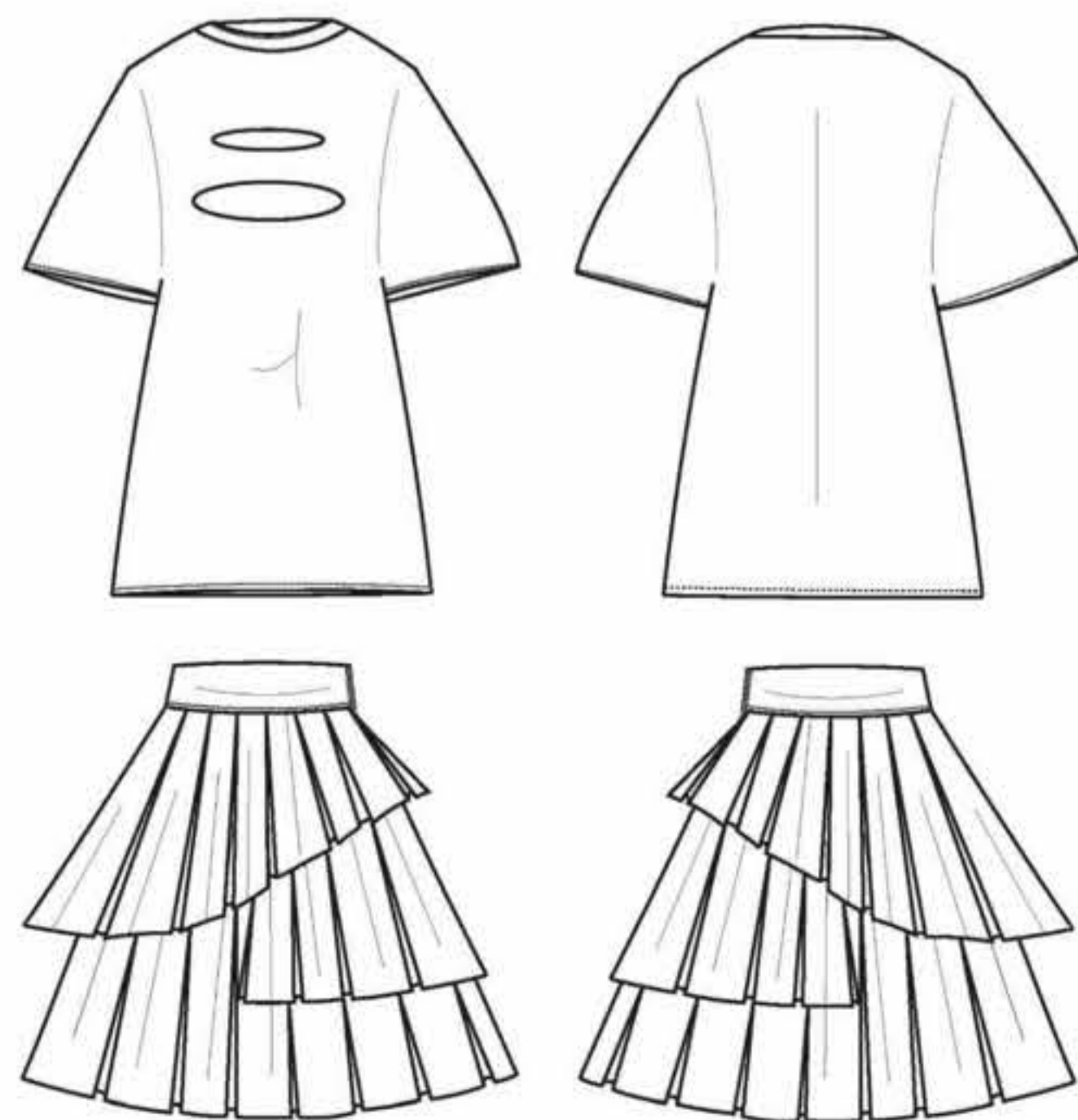
**LOOK 4**

**LOOK 2**

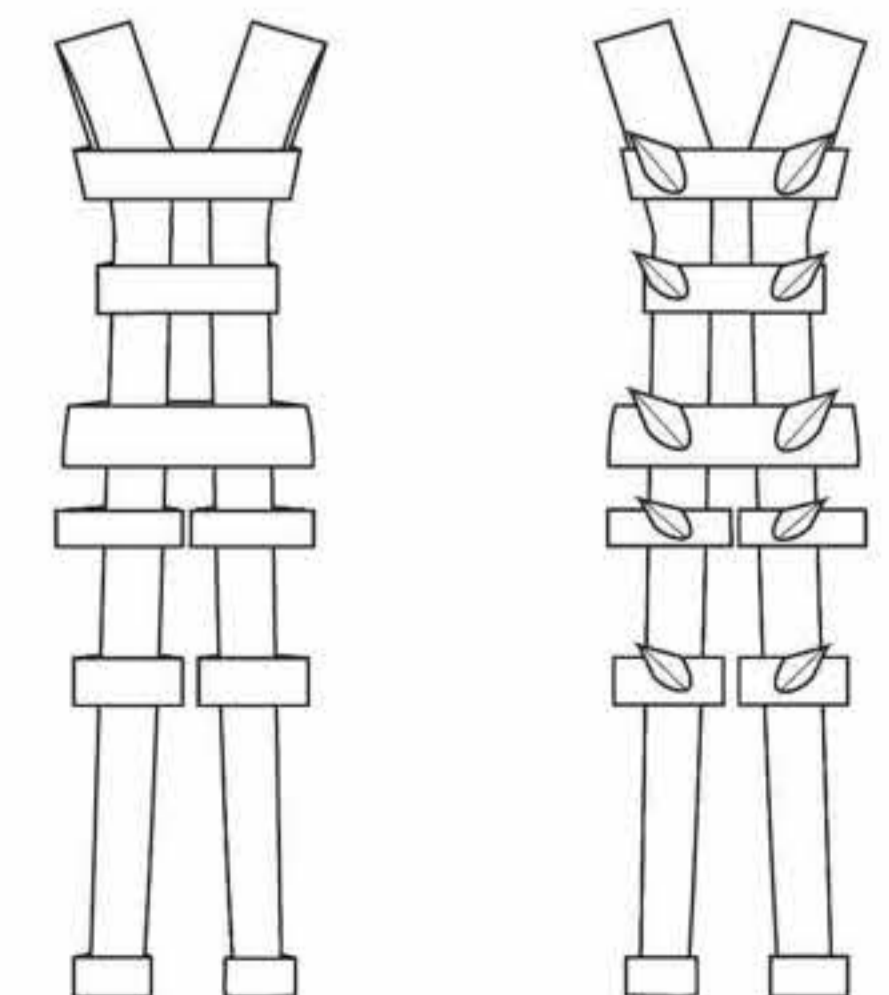
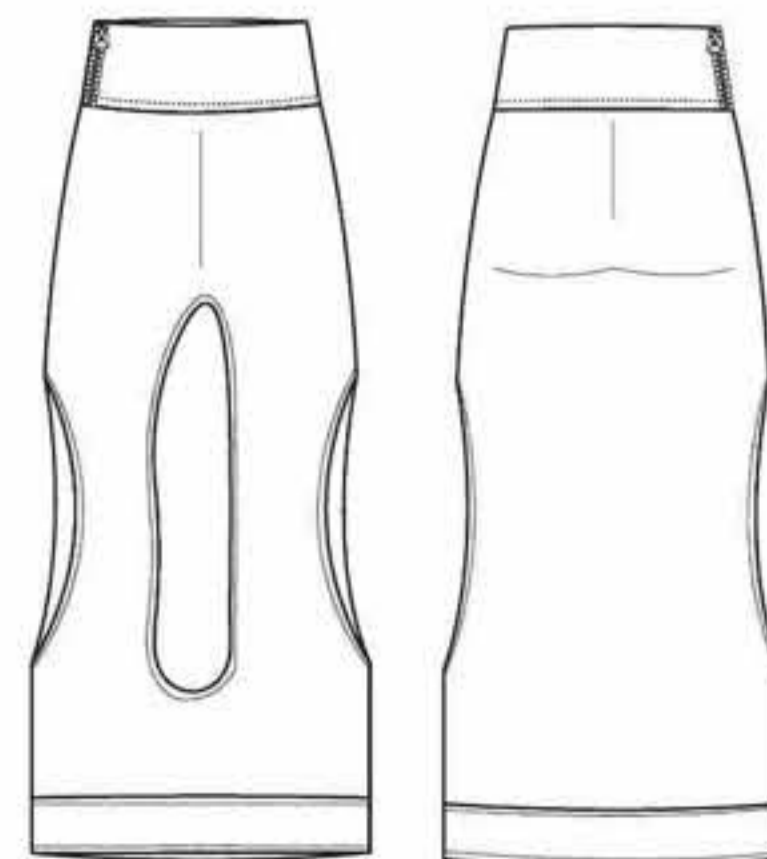
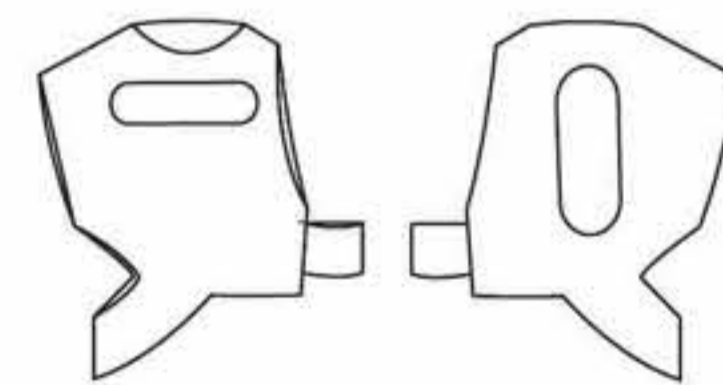


**LOOK 1**

**LOOK 5**



**LOOK 6**



# RAVE YOUR PAIN AWAY



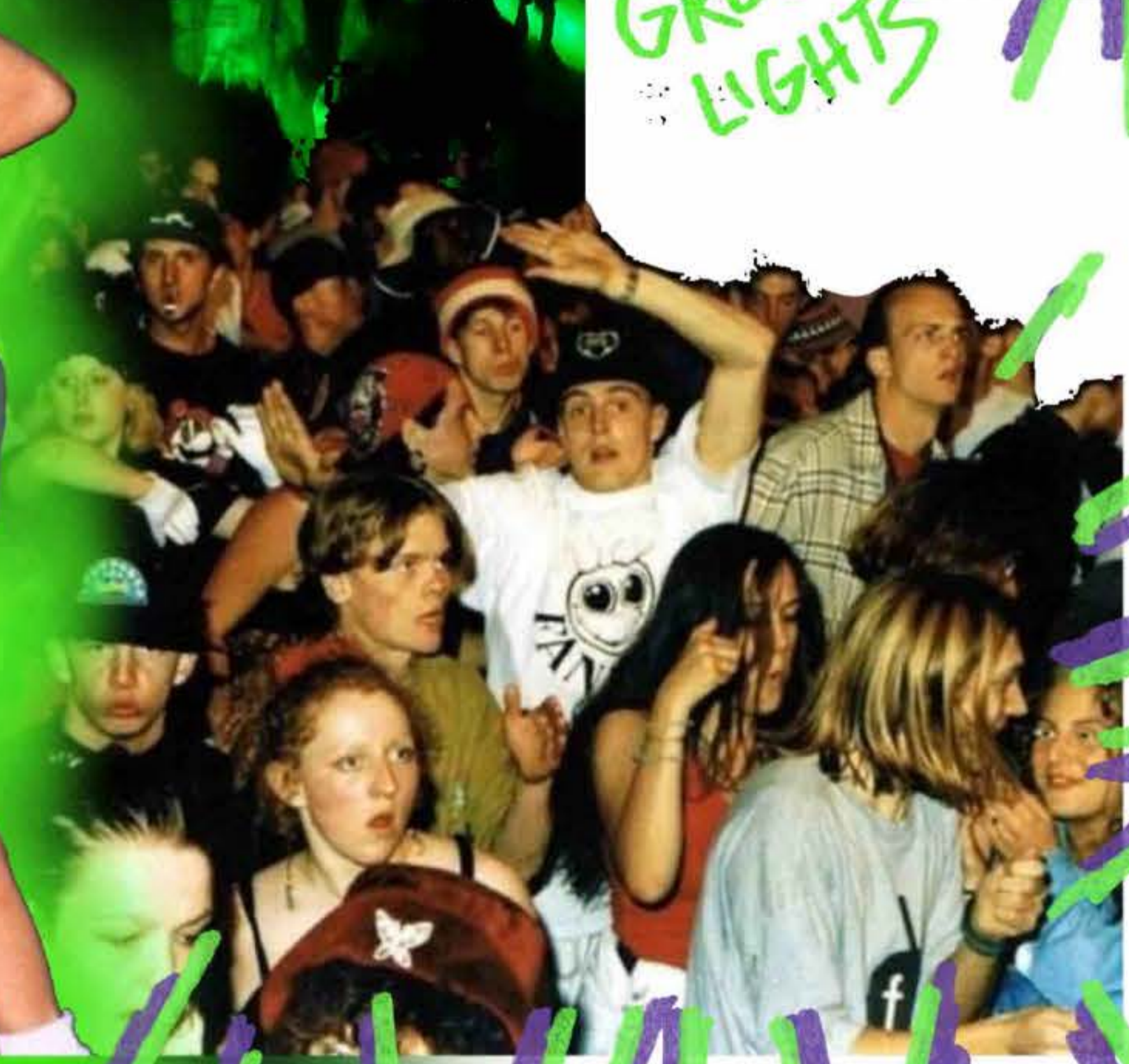
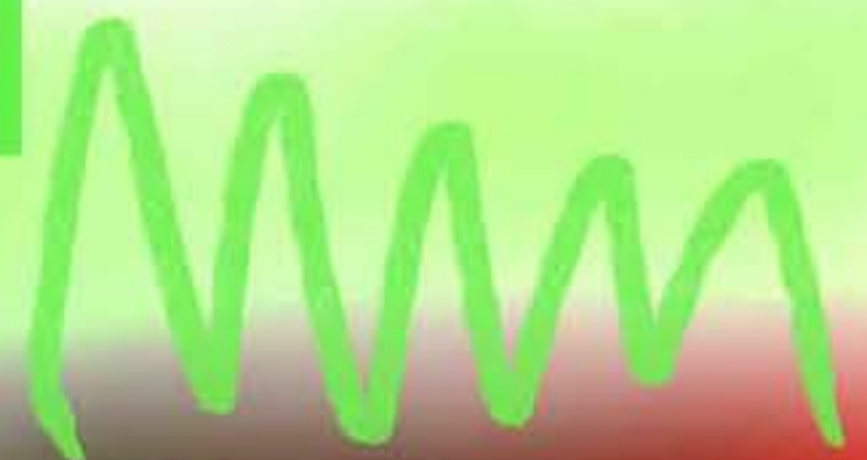


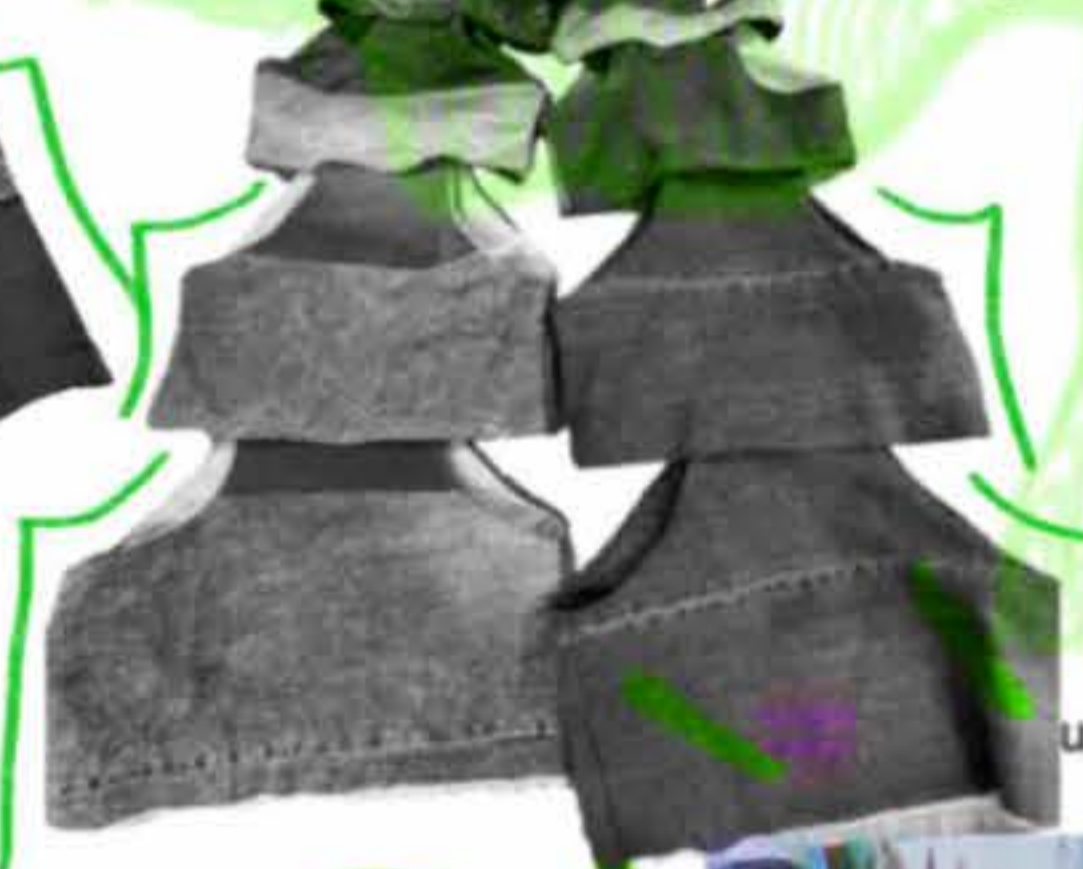
# RAVE THE LIGHTS ON

The diffusion collection draws inspiration not only from the previous "Rave Your Pain Away" theme but also incorporates additional elements. The designs are further influenced by the captivating allure of neon green lights, adding an electrifying aesthetic to the collection. This infusion of vibrant hues aims to capture the essence of the everyday casual raver, someone who seeks to express their individuality and passion for techno in their daily lives.

By combining the energy of techno with the versatility of everyday wear, the diffusion collection caters to the needs of those who embrace the raver lifestyle beyond the boundaries of dedicated events. It acknowledges that being a raver is not confined to specific occasions but is instead an integral part of one's identity and self-expression. The collection's designs strike a balance between comfort and style, allowing individuals to effortlessly embody their love for techno while navigating their daily routines.

# GET HIGH ON DANCING





ure\_vampire

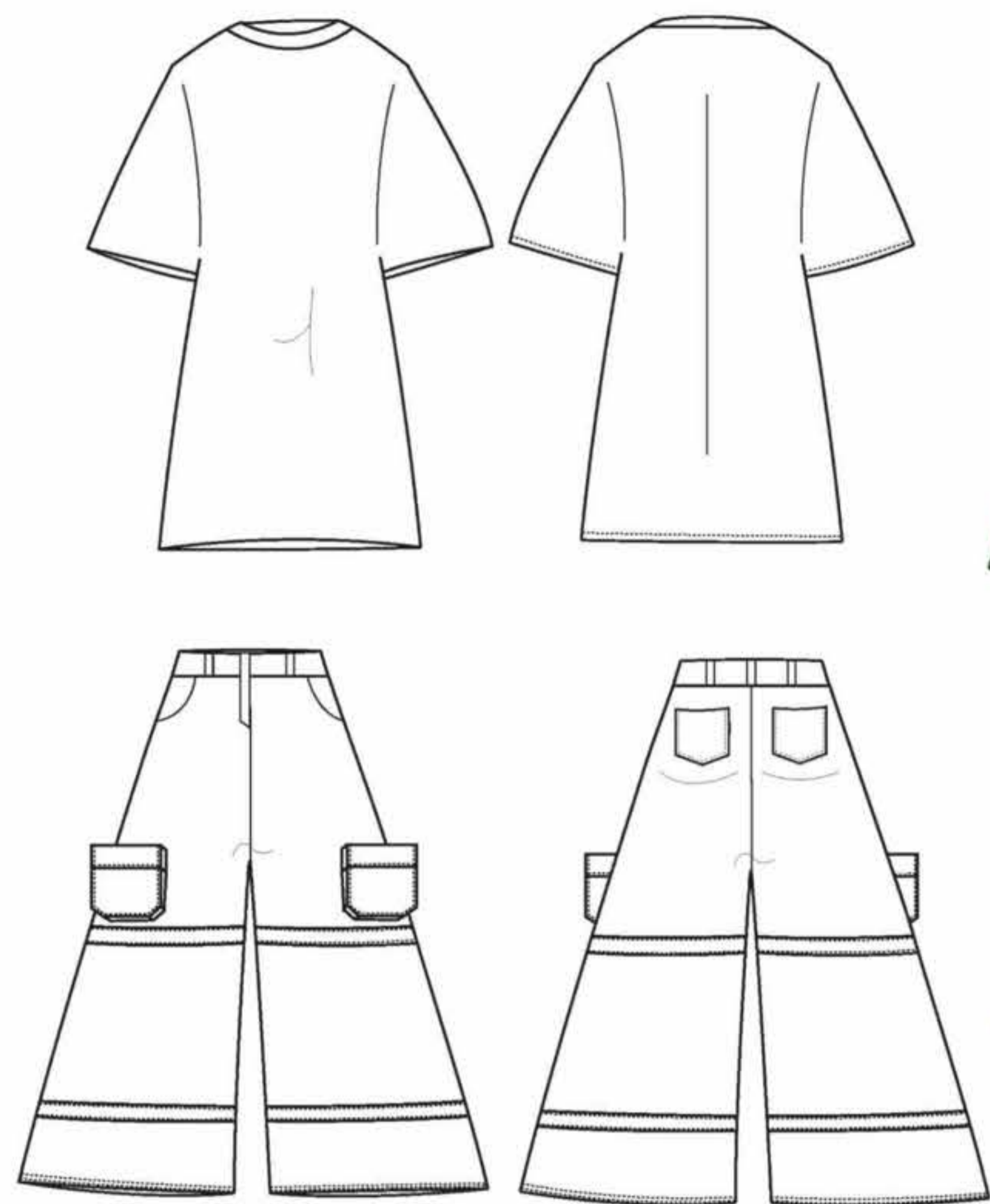


# RAVE THE LIGHTS ON

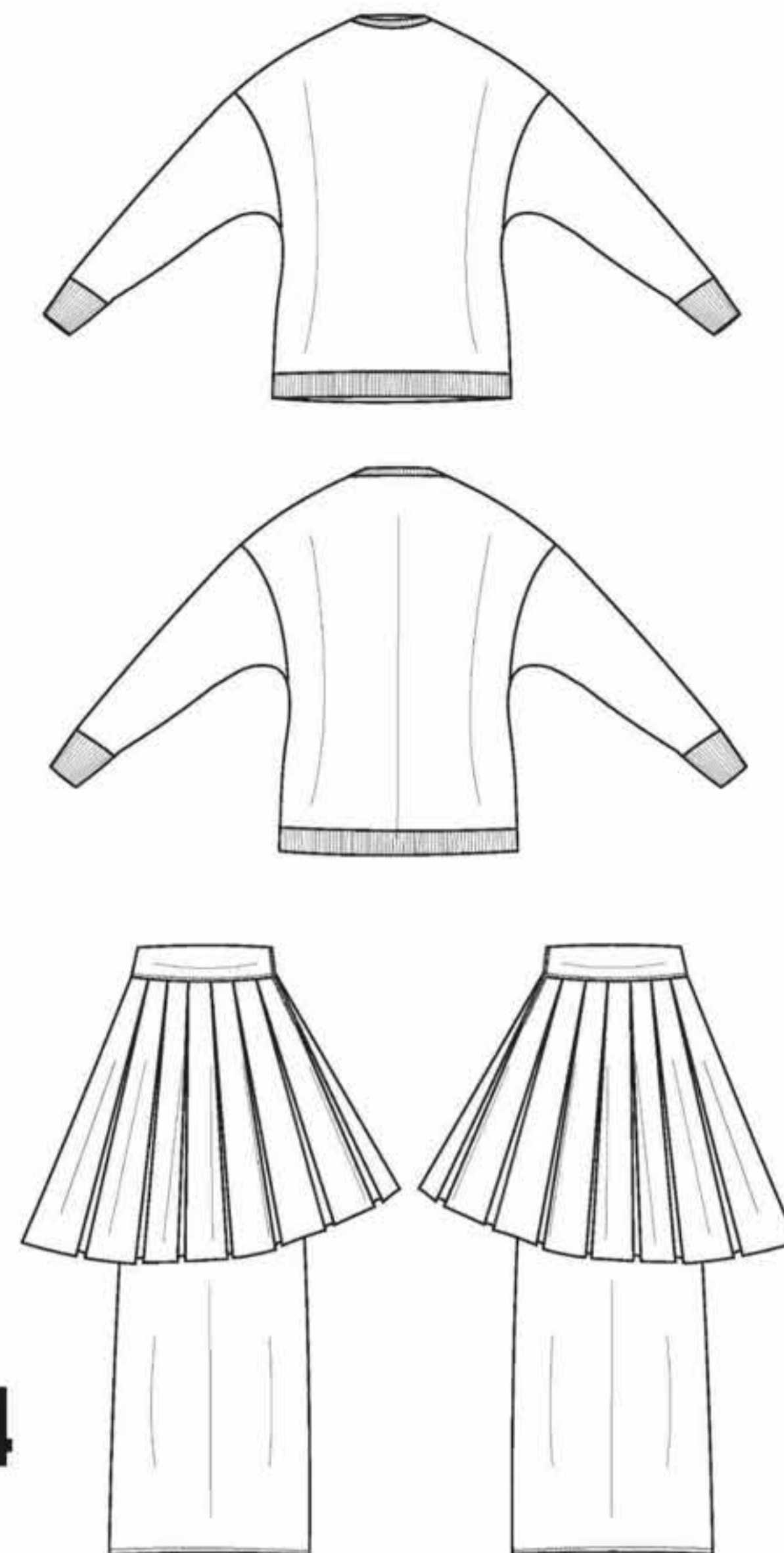
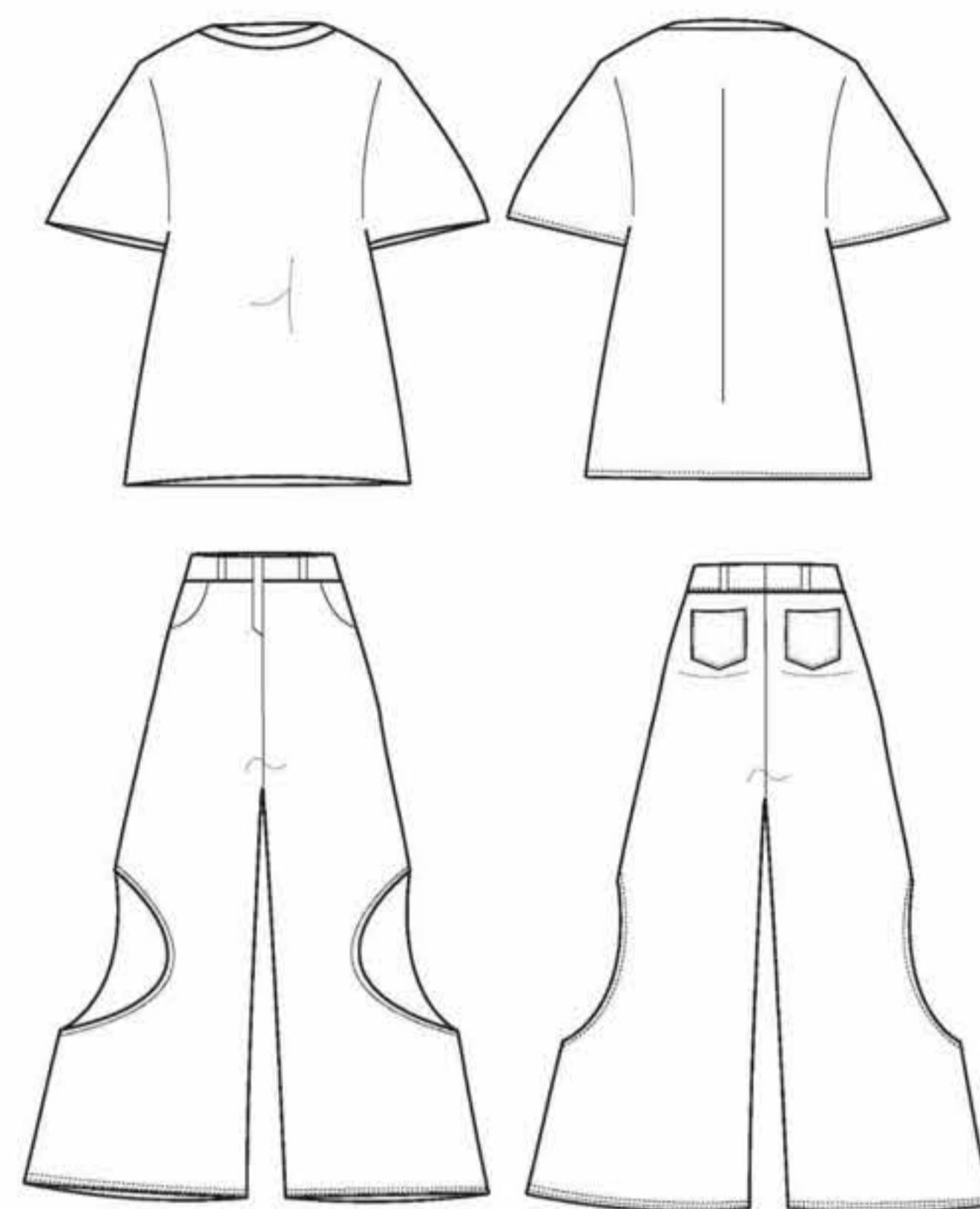


**SPRING RAVE  
COLLECTION 2023**

# LOOK 1



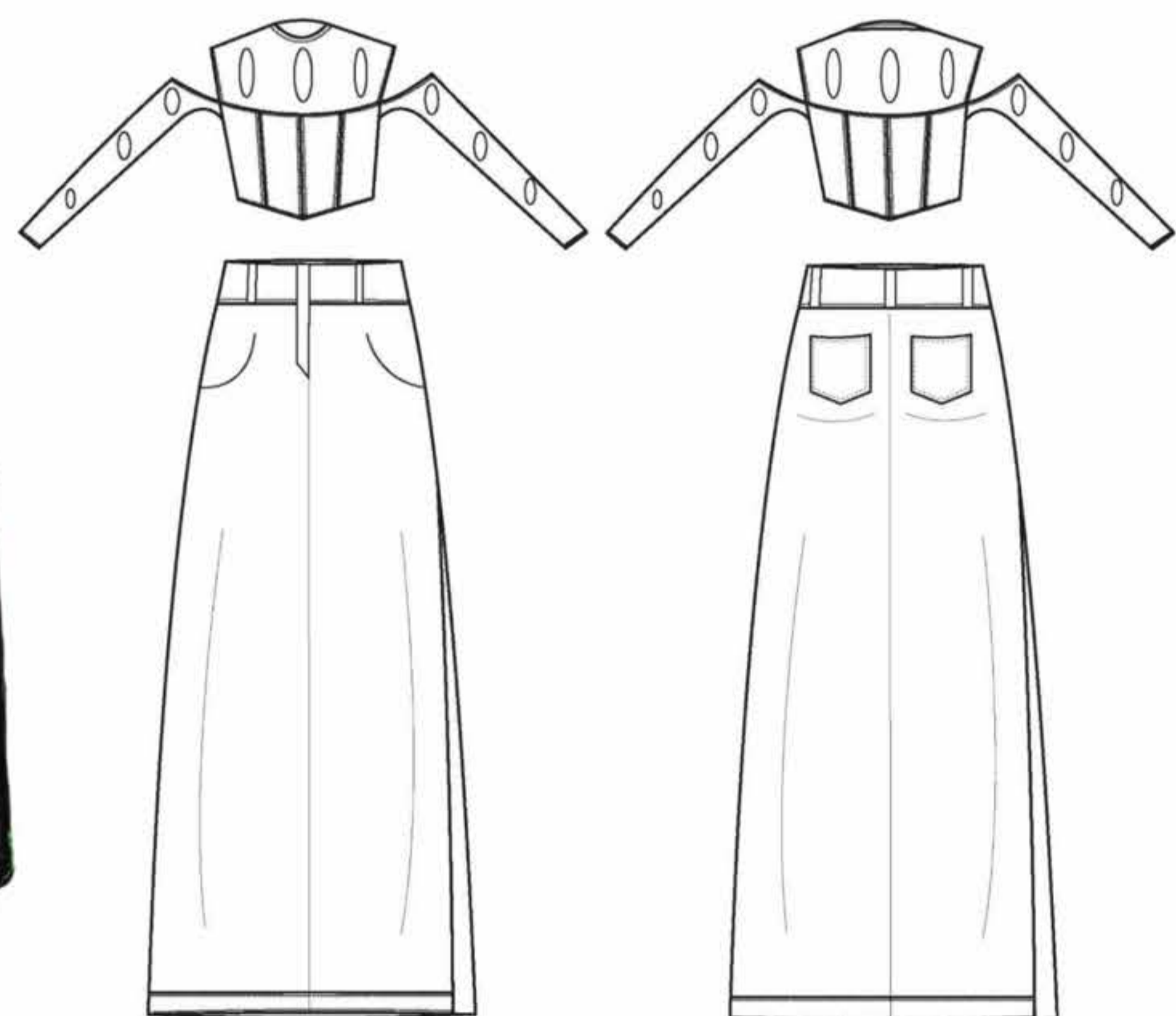
# LOOK 3



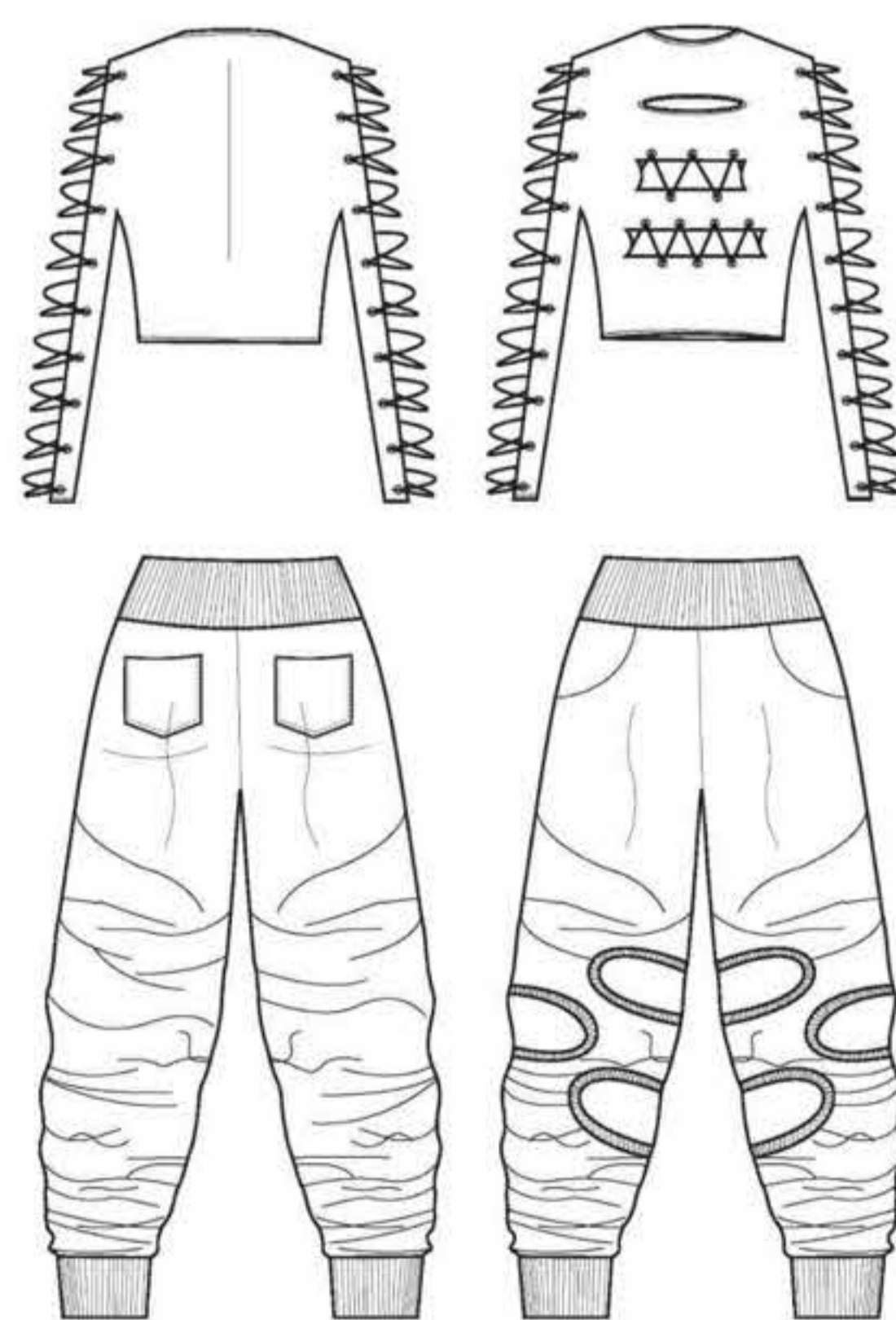
# LOOK 4



# LOOK 2



# LOOK 5



# LOOK 6



# RAVE RANGE PLAN



# RAVE RANGE PLAN

