

0:00 - I'm Damini Singh. (upbeat music)
0:01 I am a senior at Suffolk University
0:03 majoring in graphic design
0:05 with a minor in marketing.
0:09 "85 East," it's a culmination
0:11 of bonding fashion with branding.
0:15 And the name itself derives from the fashion show
0:19 being held in New York, because from New York,
0:22 India is 85 degrees east,
0:24 and the red dot on the logo kind of symbolizes a bindi,
0:28 which is a staple in Indian culture, especially for women.
0:31 The sign that I made that's hanging
0:33 is actually made from plexiglass,
0:36 and I went downstairs to the fabrication lab,
0:38 edited my file and got my logo laser cut,
0:42 and then I glued it down
0:43 to a white translucent plexiglass sheet,
0:47 giving it a little bit of light to shine
0:49 through in the gallery space.
0:51 This is the spring 2024 collection.
0:53 The look I was going for was something mixing retro
0:56 and vintage vibes along with modernism
1:00 'cause I feel like
1:01 that's a constantly evolving concept in fashion.
1:09 Last semester, I took a graphic design elective
1:12 that's only offered for graphic design students.
1:14 It was a publication design class,
1:16 and that really opened up my eyes to what I could do
1:20 with design in the professional world,
1:22 and I got to make a bunch of zines on a variety of topics
1:25 that speak to things I'm interested in.
1:32 I ended up choosing Suffolk
1:33 because I was really inspired
1:36 by the location of where the campus is.
1:39 It really is in the heart of the city.
1:41 It made me feel very independent,
1:43 which is something I felt like I needed,
1:45 but design-wise,
1:46 I feel like there's just so much around me
1:50 and I'm constantly inspired by just walking to class.
1:53 I definitely think Suffolk University is the place

1:56 if you're considering graphic design.

1:58 I think the faculty are amazing,

2:00 and so they have a lot of professional experience.

2:02 They give you the proper guidance

2:04 and support that you need when it comes to graphic design.

2:06 (upbeat music)