

Franco Moschino vs. Sonia Delaunay

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Every designer has their own unique style and/or signature that allows them to stand out from one another. There are inspirations and similarities between one another because fashion is recycled; however, each designer has their own way of characterizing their work or signature style. Furthermore, designers tend to have cultural and sociopolitical context that contributed to their popularity of certain trends. From designers' active periods to the present day, a designer can be more profound due to their impact on fashion. Today, many of us can find an item of apparel from our closets that well support any designer that has had an impact on fashion. Two designers that have depicted these points that contribute to their impact on fashion are Franco Moschino and Sonia Delaunay. Each of these designers' designs stand out from one another but it shows whom had a greater impact on fashion, today.

“Fashion should be fun, and it should send a message. I like to use clothes as billboards.” This quote by Italian native designer, Franco Moschino, summarizes his mindset on how he creates his clothes. However, Franco Moschino was born on February 27th, 1950 in Abbiategrasso, Italy and died on September 18th, 1994 in Annone di Brianza, Italy. His death was due to complications of an abdominal tumor which later on was revealed that the complications was due to AIDS. To fill the void of the death of his father, Franco developed an interest in art and fashion. His art career started by sketching fashion designs and illustrations for fashion magazines/houses while attending the Accademia De Bella school in Milan in the year 1967. In 1971, after his graduation, Franco was asked to work with Gianni Versace and became his sketcher. In 1977, he started his own freelance design company and in the following years Franco worked with Versace, Max Mara, a couple of fur lines, knitwear and swimsuits etc. Franco was finally in the position to start his own fashion line, Moschino Couture, for women by 1983. According to Cristina Cennamo (2018), in 1990, Franco decided to leave the catwalk, the

following year confirms his inclusive nature with the launch of his first social awareness campaign. Franco lived a short fashion career, but his name still lives on through the current creative director of the Moschino brand, Jeremy Scott. Scott has revitalized the Moschino brand and brought it back to the Franco Moschino basics; use your clothes as a voice.

Sonia Delaunay is a well diverse Russian artist, whom also would be considered an avant-garde, that used art as a form of expression and language. Delaunay was born November 4th, 1885 in Odessa, Ukraine and died in Paris on December 5th, 1979. She has spent 60 years invested in her artwork and using it to speak a language for her, as well as others. Between the first and second World Wars, she helped bring art and life together and continued to promote the cause of abstraction as a universal visual language in post war era. Her artistry varied like her artwork; Delaunay indulged in textiles, clothes, paintings, collaborations with poets, choreographers, and manufacturers. Delaunay's artwork assisted in her designing of clothes; you will see the abstract art come to life like in *figure 2*. In 1908, Sonia Delaunay expressed her art through expressionism; refers to art in which the image of reality is distorted in order to make it expressive of the artist's inner feelings or ideas according to tate.org.uk. Through the 1910s and 1920s, Delaunay and her painter husband Robert Delaunay, advocated a theory of simultaneous color contrasts across all artforms. In 1913 is when she designed the 'Simultaneous dress' for herself for evenings at the Bal Bullier, a Parisian ballroom according to Bingham (2015). This is one of her most significant pieces of clothing to date.

Franco Moschino and Sonia Delaunay both made most of their designs out of raw materials to give signature looks. There are a couple of their designs that are similar in silhouette, pattern, color, and embellishment. In *Figure 3* and *Figure 4*, you will see the Moschino Coat and Simultaneous Dress compare to one another by using various materials to achieve the look, the

quilting/stitching of the various materials, and the multicolor aspect with a jagged silhouette.

This was her way of connecting to her audience emotionally. On the other hand, Franco Moschino was using his clothing, ad campaigns, and runway shows to raise awareness of drug abuse, climate change, racism, the AIDS crisis, pollution, etc., according to Laura Helms (2018).

In *figure 1*, embraced a dark skin black women's face on his t-shirt to depict he was against

racism. Franco Moschino had a more profound impact on fashion from his active period, 1971,

to this present day. This allows generations whom weren't here while he was alive to know about

the brand and what he represented. In *figure 5*, I am wearing a dress designed and made my

@Oyemwen. This dress is an item of apparel that demonstrates Franco's impact on fashion

because of how simple but extravagant the dress is. Franco has made all types of designs but just

added his flare to them and this dress reminds me of the basics of him before the adding his flare.

I can imagine the possibilities he could have done to make this dress a billboard.

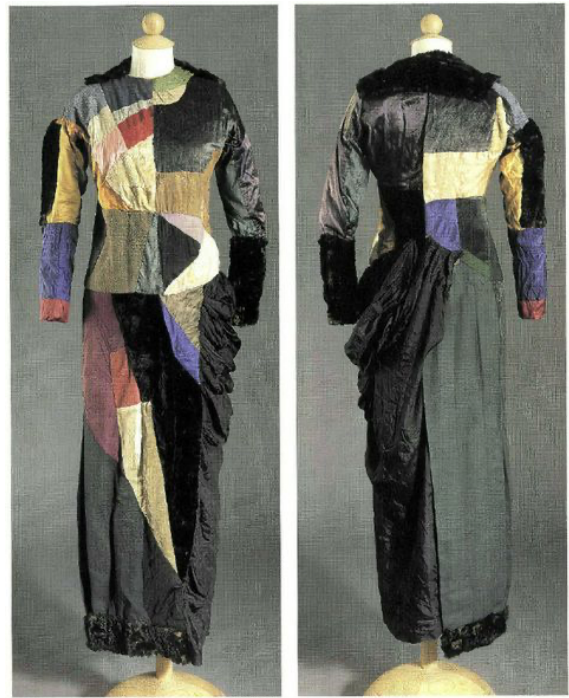
Designers such as Franco Moschino and Sonia Delaunay stands out from one another but has similarities, cultural and sociopolitical context, and how one has more of a profound impact on fashion. Delaunay has been more expressive through her artwork, but Franco has his entire brand as a billboard to address issues that are important. He has showed his customers and the world that he is not afraid to take a risk but in a fashionable way that cannot be ignored. You can find one thing in your wardrobe that one of these designers had an influence in. Each designer had their own style and shared similarities in their designs but that what fashion is;

RECYCABLE!





LEFT: Moschino Shirt 1988 (Figure 1) **RIGHT:** Delaunay Bathing Suits 1920s (Figure 2)



LEFT: Franco Moschino Coat F/W 1993-94 (Figure 3)

RIGHT: Sonia Delaunay “Simultaneous Dress” 1913 (Figure 4)





Figure 5: Arielle Gustave in @Oyemwen

Image URLs

- <https://magazine.michelefranzese moda.com/franco-moschino-the-most-irreverent-designer-of-italian-fashion/> (Figure 1)
- <https://www.theguardian.com/artanddesign/2015/mar/27/sonia-delaunay-avant-garde-queen-art-fashion-vibrant-tate-modern> (Figure 2)
- <https://www.metmuseum.org/art/collection/search/80324> (Figure 3)
- Dr. Nazanin Munroe (Figure 4)
- Arielle Gustave's Personal Camera Roll (Figure 5)

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