

Princess Elizabeth and Dolce & Gabbana

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### Abstract

This paper will discuss the color of both the visual display and painting. I chose Dolce and Gabbana for the visual display and Princess Elizabeth, painted by Robert Peake. Elements of design will be used when describing both pieces. I will explore textures, line formations, rhythm within the display and other elements discussed in the text.

I will conclude the paper comparing art with visual display and how art influences life. The assignment has assisted me with the understanding of both color and texture, as well as a deeper sense of art and visual display.

*Keywords:* elements of design, color, texture, visual display

For this paper, I chose to compare Dolce and Gabbana's window display and Princess Elizabeth painted by Robert Peake. Before starting anything, I thought to myself how can I compare a store display to a painting but because of my knowledge on the elements of design, I will be able to explain how the two compare in many ways using the terms.

### **Color: Shades, Tints, Tones, and Values**

Both the painting and visual display consist of mostly neutrals such as beige, tans/browns, gray, also black. There are pops of the primary colors such as yellow, red, green, yellow, and orange.

The tone of both works are serious. The mannequins and Princess Elizabeth are standing up stern and straight.

### **Elements of Design**

The marble backdrop of the window display conveys movement with the curves and twirls of lines. The angels also give a sense of movement because the position that they're in looks like they can just fly away from the display at any moment. The angels and designs that go with them create repetition because it's just an ongoing pattern throughout the display.

Also, repetition is used on Princess Elizabeth's dress because the pattern on her dress is repeated all throughout. They both give sense of rhythm because your eye travels along the design on the marble of the display and along Princess Elizabeth's dress. The three mannequins create unity the way they are paired together as one in the middle of the display. They also create

create balance because they form equality of optical weight. No mannequin is bigger or smaller than the other.

### **Color**

According to Bell and Ternus(2017), “Colors are various qualities of light that individuals can perceive with their eyes and describe in terms of lightness, brightness, darkness, richness, purity, and so on.” (p. 47). Both the painting and visual display consist mostly of neutral colors with some pops up primary. Dolce and Gabbana’s display has a light neutral background with the black and pops up color on the mannequins jumping out at you while the painting of Princess Elizabeth has a dark background and her dress is light and inviting. The colors of Princess Elizabeth’s dress and the clothing in the Dolce & Gabbana display evoke colors of royalty, richness or importance. They also both have a religious feel.

### **Texture**

Texture is related to what material is used and how it can influence the mood of the composition. The textures are both rough, full of wools, tweeds, etc. The rough textures tend to absorb light and give a darker feel. Both textures make the outfits look expensive and give a rich feel. Not only the textures of the outfits, but the gems/embellishments and jewelry seen in both works.

### **Proportion**

According to Bell and Ternus(2017), “Proportion is the relationship between the apparent size, mass, scale, or optical weight of two or more objects.” (p. 58).

### **Direction**

Direction leads the shopper’s eye from one place to another in a store. The bedazzled door behind the mannequins caught my eye because the whole rest of the backdrop is so calm and consists of creams. The bold black on the mannequins in front of such a light backdrop directed my eyes right away.

### **Line**

Line can set a mood or guide the eye to a feature. Lines are used to outline and create shading, decorate, and show form. The lines on the backdrop for Dolce and Gabbana convey excitement and movement. It also looks three dimensional, where the designs are popping out.

### **Art’s Influence on Life**

Art is an important part of our lives, a lot of people don’t realize just how much art influences their lives. Actually, many people grow to be the people that they are based upon the art that they were exposed to as children and as young adults.

Art also fills a sense of history into individuals. Whether you’re looking at a historical painting or browsing a museum full of pieces of art from the hundreds of cultures that have been on this planet through the ages, you’re learning something new about history. This art and history can influence the way that you see and appreciate the world, as well as how you see and

appreciate past and present cultures from around the globe. When you're exposed to art and culture throughout your life, you're learning a lot about the world, both in terms of how it was and how it is today, as well as how it can be. Again, this education can help you come up with solutions, regardless of what career you end up pursuing, and it can make you a well-rounded individual who can get along with a variety of people. Artists invite us in to demonstrate, through detail, how the world can be seen and thought about differently. Daily life and art are equally influential on each other in equal ways. Art can inform how you live your life by how things are presented. Art is not a forceful influence, it is a passive one, if you choose to accept it.

### References

Bell, J., & Ternus, K. (2017). *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*. New York: Fairchild Books.