

Brandon Coreas
Prof. Alexis Romano
20th Century Dress and Culture
City Tech
03-29-20

Midterm Exam

- 1) These garments are significant because they can tell us about the specific lifestyles of the women who had worn them. The first dress is a Day Dress from the House of Worth. The House of Worth is a French fashion house that was founded by Charles Fredrick Worth who is considered to be the father of Haute Couture. This dress was worn by women in the Victorian era. This was a very casual yet fashionable garment that would be appropriate for walking or socializing. It gave women a sense of freedom and luxury at the same time with its intrigue design. The second look is a knitted cardigan and skirt ensemble by Jean Patou. This look tells us that the women who wore it in the 1920s were living fun and active lifestyles and expressed modernism by the way it combined high fashion with sportiness.
- 2) The two garments shown here are both Ready-to-Wear items and were produced from the latest sewing technology of the 19th century. One of the garments is a shirtwaist that was worn by women at the end of the 19th century and became mass-produced. This piece became a symbol of the active working woman and sparked modern femininity. The other item is still the same Day Dress by Charles Worth which expressed a very lavish look and also produced at a much larger

scale due to the advancements of technology. It was worn by women who enjoyed being fashionable and active. These two items differ with the fact that one is a dress and one is a shirtwaist. The shirtwaist resembled a male shirt which conveyed the notion that women live active working lifestyles as well as pushing boundaries of traditional beliefs of the previous eras.

- 3) The first piece is a Bar Suit made by Christian Dior in 1947 it was known as the “New Look” but also took influence from previous aesthetics of the 19th century with the sloping shoulders and hourglass aesthetic. The next item is a Madame Gres dress which is a looser dress but also represented classical looks resembling a greek goddess gown. These two items are similar in that they are both white and haute couture pieces. Both garments also represent a sense of status and self-worthiness. Some differences include that one is a two-piece top with a skirt and the other is a full one-piece dress. Dior’s new look was revolutionary for its time because it presented an image of radical femininity. The Madame Gres dress represents a classicism approach going back to godliness from ancient Greece.
- 4) The first image is from an advertisement for “Lady Levi’s” 701 in 1934 that was marketed for women and gave off this western theme. It specifically targeted those who might have enjoyed spending time in a dude ranch and leisure activities. Lady Levis’s also represented an act of active femininity as well as nationalism focusing on the western look. The other item is a “Zoot Suit” that was popularized by men in the 1940’s specifically those of Latin American, African American, and Filipino cultures in the urban streets of Harlem and Chicago. They

became synonymous with jazz musicians of the time and showed originality in menswear. These two items are similar in that they represent specific subcultures of American fashion whilst maintaining originality. They differ when it comes to the target market.

- 5) The creative philosophy and technique of this dress is to showcase the bias cut as well as let the women's natural body become shown. The dress also features a pintuck which consists of a small folded pleat that is sewn in place to create an intricate design. The design featured no corset or dress lining and is much more flexible and it's easier for the body to move. This dress designed by Madeleine Vionnet was one that clearly represented modernism with its ability to free the body from the structure and how things "should" look by allowing the natural body to be an aesthetic.
- 6) Two ways New York Sportswear was promoted and marketed in the 1930s-40s was through advertisements in magazines and newspapers and was marketed as American and inexpensive while promoting active femininity this was an ideal time to do so since it was in the midst of economic and political turmoil such as the great depression and WWII.
- 7) Two examples of Modernism in fashion include the dress designs of Madeleine Vionnet as well as the designs of Coco Chanel. Vionnet's dress expresses modernism because of her ability to push fashion forward and break out of traditional norms. By allowing the women's body to become the focus of the design she made the dress free-flowing and comfortable. Coco Chanel's designs

displayed modernism through her functionalism within her sportswear pieces and her ability to apply realistic lifestyle adaptations throughout her work. Her work included versatility which transformed the landscape of how fashion can be viewed from a more practical and active lense.

- 8) Two examples of fashion that has a dialogue with fine art include the La Rose d'Irbe dress by Paul Poiret and Elsa Schiaparelli's "Tear Dress". Poiret's dress exemplifies Poiret's many collaborations with artists. La Rose d'Irbe was a motif designed by the artist Paul Iribe and used as a logo for Poiret on his label as well as various other creations. In terms of Elsa Schiaparelli's "Tear Dress" which also incorporated fashion and art. The print features rips and tears and has a significant connection to the violence surrounding WWII and it also speaks to surrealism and the ability to express yourself through various forms.