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7 November 2018

Intro to Fashion Industry: Extra Credit assignment

Pink: The History of a Punk, Pretty, Powerful Color Exhibit

As I went to visit the “Pink: The History of a Punk, Pretty, Powerful Color” exhibit at the college Fashion Institute of Technology, I learned so much on how the color pink represented an individual throughout certain time periods. But first, I will describe the exhibit in general. As you first walk into this exhibit, you are surrounded by many mannequins dressed in different shades of pink. One of the looks that really caught my eye was the mannequin that showed a dress that portrayed the way a mother matched with her younger daughter during “The Feminine Mystique” era. The reason the mothers dressed up the daughters in pink was to represent the child’s femininity. This goes back to a class discussion for Chapter 11 on Children’s apparel. The class spoke about the mini-me colonial era and how little children would be dressed as miniature adults, which was also used during the 50’s. Something else that I found interesting as I was walking around in the exhibit was the area that had a bunch of pink children toys. As I was looking at this part of the exhibit, I noticed that I had at least some of the toys. The toys shown were toys that were popular throughout



the 90s and early 2000's. There were pink princess dresses, barbies dressed in pink, pink tea sets, etc. Looking at this section gave me a nostalgic feeling from when I was younger. Furthermore, there were two rooms for the pink exhibition. As I wandered around the second room of the exhibit, I noticed that there was a lot of current and classic clothing. For example, there was a Puma x Fenty by Rihanna, Spring 2017, section that showed a collaborated outfit that included a polyester jacket and synthetic satin and rubber sneakers. This represents more modern clothing that many teenagers and young adults, or target market, wear on a daily basis. Seeing unusual styles of clothing in the color pink was also something surprising to me. There was this one footwear, pointe shoes, that are extreme towering shoes that's made of leather and is very tall. Being exposed to these types of pink garments shows me how different people around the world view fashion. Many people think that pink is a feminine color, when in reality pink is a unisex color. Many high class people with the highest social classes, wore the color pink to represent their wealth. For example in the west, during the 1780s, men wore things like pink felted wool jackets and breeches to show how pink became very fashionable during the 18th century. The exhibition gives the audience a more broader look on how fashion for centuries ago has had a huge change to our society today. We see how women changed from wearing only dresses to transitioning into wearing pants and suits. But we mostly see how music played an enormous



role in fashion. For example, Madonna's Blond Ambition Tour, in the 1990s, she wore a soft pink cone-cupped bustier for one of her wardrobe changed throughout the concerts. Additionally, one of Nicki Minaj's 2017 AMAs looks included a latex halter top and latex pants, shows how celebrities play a big role on fashion. We see how the dresses in the exhibit all have different silhouettes depending on the time period. We see more of a bell and bouffant silhouette during the early centuries and we then see a shift to a more bodycon kind of look during the present time. Also, many of the styles from the past wouldn't really be worn regularly by an individual. Most of these things went out in style or were replaced by more advanced type of clothing. All, in all, the color pink is both a feminine and masculine color. We see how pink represents "punk, pretty, and powerful". Many cultures and places around the world helped make the color pink into a more popular trend especially since they have their own ways of styling clothing. We see how there's changes in the clothing due to politics, economics, age and success. Likewise, with group acceptance. "There is no transcultural truth to color perception... It is society that 'makes' color, defines it, gives it meaning" Michael Pastoreau.

