

David Bautista

Professor Devon Jackson

Visual Merchandising BUF 2203 OL20

Elements of Design in Fashion Show Critique

Recently the recognizable ready-to-wear brand, Lacoste, displayed their Spring 2021 Ready-to-Wear collection through a slideshow due to the pandemic. The collection was designed by Louise Trotter. The collection consists of hats, polos, crewnecks, jackets, coats, shorts, trackpants, and footwear. Trotter explains how this year and everything we've gone and going through, influenced the collection. The brand decided to do a photoshoot in the streets of Paris to display the collection.

Lacoste's clothes are known for being athleisure, especially since the brand's roots come from playing tennis (Yotka, 2020). This collection is filled with tennis inspired garments, with that being said, the collection is also combined with a vintage look. Even the photographs have a vintage look. They have some sort of orange tint or filter added to it to make it look vintage. The colors of the collection are bright and dark, a lot of the pieces in the collection have white and a forest green color, other colors the collection consists of is different shades of blue, red, green and yellow. The colors used in the collection contrast with each other and are balanced well with each other. Also, the photographs go well balanced with the collection. The setting in the photographs also go along with the collection, it gives off some sort of vintage vibe.

Now to talk about the apparel in the collection. There's a lot of variety within the collection, there's a lot of garments and colors to choose from. As mentioned before, the

collection offers garments from headwear to footwear. The fabrics used in the collection are kind of as expected since Lacoste comes tennis culture. It ranges from cotton, knit, and nylon. Most of the fabrics used in the collection influence the shape and cuts of the garments in the collection. Based on the photos from Vogue apart of the collection, the garments fit loosely on the models which allows to have room to move and it doesn't look slim or tight. Now, we all know Lacoste from their crocodile logo. And in this collection, the logo is given some touches. For the knitted polos, vests, and crewnecks the crocodile logo is embroidered but there is loose stitching exposed or going down from the logo. This touch or finish gives the garments a nice finish, it gives the garments an unfinished look. Another way the crocodile logo is done in this collection is an origami collage with previous Lacoste crocodile logo tags. This is a nice touch to their logo because it shows how the brand has changed. A couple other garments in the collection like on the pants and jackets have a spell out logo, which goes well with the garment. Overall, this collection looks great and it goes along with garments popularized today.

Citation

Yotka, S. (2020, October 30). Lacoste Spring 2021 Ready-to-Wear Collection. Retrieved November 25, 2020, from <https://www.vogue.com/fashion-shows/spring-2021-ready-to-wear/lacoste>