## **Aesthetics :**

# JIL SANDER

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Aesthetics can communicate self-expression through their unique likenesses. To have an aesthetic, there must be a definition of beauty in the work. What makes aesthetics versatile is that beauty can be seen in any form or aspect of the work. Although the effects of the aesthetics may derive from seeing the actual work, it is the comprehension of the work and cognitive engagement that amplifies its effect. This has been able to spark fashion trends and alter the lifestyles of many. Jil Sander for instance has brought forth a minimalist aesthetic from her work that has influenced the way people dress and their approach to life.

Jil Sander's use of minimalism in her work in addition to the color schemes she uses is what makes it most appealing. One major aspect of her work is the silhouette of the clothing. The silhouettes adhere to people who want to express themselves without relying on one article of clothing to do the talking. Jil Sanders clothing encourages color coordination, accessorizing, and oftentimes layering. The aesthetic that her work projects communicate that every piece of clothing worn should be a piece of the puzzle, rather than the whole image. This aesthetic can apply to the lives of others, who believe that micromanaging helps see the bigger picture. Layering can hide, add on to, and deplete certain aspects of an outfit and that is what makes it so powerful. Jil Sander acknowledges this and utilizes it to the point where the influence of layering garments has grown. One prime example of this would be Jil Sander's staple piece, T-Shirt from her FW21 collection.

It is no surprise the \$390 t-shirt has such a subtle name. What makes this piece a must-have is the versatility that comes with it and the neutral color. Despite the bold black "JIL SANDER" logo printed on the front, this piece is very minimalist and can be layered with other pieces. The oversized silhouette hangs off the body yet gives a boxy look. When applying this to the aesthetic of her work, it omits the idea that not everything has to be a perfect fit. As long as someone can make whatever it is they do work it is good enough. I would wear this piece two to three times out of the week because the outfits with it are endless. piece. This all contributes to how I carry myself and the moods I find myself in. resonate with the colors and silhouettes. Even though no article of clothing makes a being, the luxury collection will boost my confidence. Luxury does not have to be flashy and bold to stand out and that applies to a person's characteristics. What appeals to me about this collection is that the person becomes aesthetic. Usually., a bright pi ece or crazy design would prompt someone to say "This shirt is giving me a fun vibe". However,, with the FW21 Jil Sander collection, a person can mix and match pieces together that would prompt someone to say "You give me a fun vibe". The key difference is that the Jil Sander collection focuses more on the creativity and mood of the person wearing the item. This collection brings out a subtle mood, which I usually find myself in.

There is a calmness in the collection that not only speaks to me but invites me to add more to the collection in a sense. This collection is an extension of my aesthetic primarily because I find luxury in the most subtle things. However, although I find the collection intriguing, I would add the aesthetic of Yves Saint Laurent to add a more luxurious feel.

I would expand on the materials that Jil Sander uses in her collections. Primarily consisting of cotton and wool, I would like her to experiment more with finer materials such as silk. Yves Saint Laurent for instance has executed this without loud visuals and it speaks to me the same way Jil Sander's collection does. This would be the only tweak I would like to see as Jil Sander effectively captured the minimalist approach and aesthetic.

My line under Jil Sander will be a mixture of minimal and tactical. The end aesthetic I would want to give off from this collection is a calm yet distinct streetwear look. Adding the tactical aesthetic to the line would unlock a new door of communication. To further elaborate, the extra pockets and zippers can communicate to someone that you are resourceful and like to carry many essentials with you. Without uttering a word, this simple addition to the line curates a new experience for everyone surrounded by it. Overall the common denominator from the aesthetic this line gives is the beauty that makes it so unique.

The inner and outer beauty of a collection is the premise of its

aesthetic.



#### (FIGURE 1) WWW.JILSANDER.COM

In terms of the Jil Sander FW21 collection, the outer beauty lies within the materials and color scheme. The neutral colors and oversized silhouettes grant the opportunity to be creative and layer pieces. The inner beauty of the collection is whatever the person makes of it. Everyone holds their own opinion, especially in fashion. This is where the art factor comes into play. One person's art can hold a different conversation in each person's mind. What ties it all together is that the art piece has them thinking.