

Aesthetics :

JIL SANDER

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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.