

# FIT Exhibit

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Professor Alyssa Adomatis

FIT Exhibit Paper

Everybody their own definition of power , the way we dress says a lot about us as in individuals. In this paper I will be discussing the representation of Power Mode: “Status as Style” at Fit exhibition as well as the exploration of multiple roles fashion plays in manifesting, strengthening, and demanding power active within society and how symbolic and social force power is. Status and styles related to political position and economic status are also tied to military strength, sexual authority, rebellion, and protest. Power, in this sense, is part personal identity, part behavior, and part visual expression. I will also be giving more details of the PowerMode: “Status as Style.

The art section that stood out to me was “status as style” clothing has been status since the beginning of civilization. The photo I will talk about is An 18th-century robe à la française ; it demonstrates the importance of fancy, expensive textiles to courtly dress. The dress shows class and wealth you can tell by the picture that it is something the rich will wear and not for the poor. At play status dressing are issues of class, taste, and anxiety. In 1899, Thorstein Veblen laid out his theory of “conspicuous consumption” to highlight the performance in owning and displaying status goods. While status dressing was once reserved for monarchs and aristocrats, today Peter McNeil and Giorgio Reillo observe that “consumers think that luxury is something that everyone should aspire to.” This is the paradox of contemporary status dressing – accessible luxury. (FIT Dec 10-2019-May-9-2020). This shows that status has been an issue for a long period of time and now people even start to worship expensive designer clothes.

Status for one person can mean something entirely different for another. The commonality is that, if we’re being honest, the products we buy are a reflection of who we are, what we seek to become and what we’ve accomplished in life so far. And luxury products give

us a way to reward ourselves, validate our self-worth, and show off what we've achieved because, hey, we worked for it.(NAOMI HECKROTH Feb 01-2019) In today's society people are really into materialistic things whether it is cars, houses, clothes,etc... People love to have things with brand names so that people will see them as big people with money. The more expensive stuff you have the more you will be represented and respected. I have seen it a lot.The stakes are high for legacy luxury brands. People like to wear luxury brands so that they will be admirable.

Status as style is something that people take really seriously. Nobody wants to be labeled as poor or middle class. Everybody is fighting to get at the top, in order for your status to be recognized one needs to wear expensive clothes and look expensive. We can see that the materialistic mindset <sup>6</sup> didn't start today; it started a long time ago and it keeps on growing and growing.

Figure 1



<sup>2</sup> “Power Mode: The Force of Fashion.” *Power Mode: The Force of Fashion | Fashion Institute of Technology*, [www.fitnyc.edu/museum/exhibitions/power-mode.php](http://www.fitnyc.edu/museum/exhibitions/power-mode.php).

Citation

*Bbmg.com*, [bbmg.com/modern-luxury-redefining-style-status/](http://bbmg.com/modern-luxury-redefining-style-status/).

<sup>3</sup> *Power Mode: The Force of Fashion*,

<sup>2</sup> [exhibitions.fitnyc.edu/power-mode/?url=gallery-dressed-for-battle](http://exhibitions.fitnyc.edu/power-mode/?url=gallery-dressed-for-battle).

<sup>3</sup> “Power Mode: The Force of Fashion.” *ITSLIQUID*,

<sup>5</sup> [www.itслиquid.com/power-mode-the-force-of-fashion.html](http://www.itслиquid.com/power-mode-the-force-of-fashion.html).



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