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Writing A Fashion Show Critique
Virgil Abloh- Off White Fall 2019 Women's Ready to wear

From my first recollection of Virgil Abloh, I remember Virgil from being a huge part of the creative vision behind Kanye West and his artistic successes. Being a fan and a casual wearer of streetwear clothing, I too remember the rise of his Off-White brand and the instant success it had in this niche marketplace as it grew rapidly into one of the “streets” favorite apparel brand. Virgil quickly grew into being viewed as one of the creative innovators for the future. From his collaboration with Nike, a massive achievement in itself, Nike partnered with Virgil into reimagining and redesigning 10 of their most important shoe models, starting with their signature Air Force 1, and the collaboration gained great reviews and acceptance from the streetwear fans as well as the fashion industry in general, not only in accepting Virgil and his new creative visions but as well as integrating this “streetwear” into runways and higher end fashion acceptance. Off White presents “the grey area between black and white as the color off-white” to the fashion world”. His vision of bringing streetwear & blending hip hop into high fashion, came full circle in 2018 as Louis Vuitton was named Artistic Director for Louis Vuitton menswear Ready Wear line. Off-White’s signature pattern of the checkered flag also has a great meaning behind it, with Virgil stating that “The checked pattern was “crash derby race car culture. One of the things I grew up with in suburban America that’s been on the periphery of my vision. It’s a play on the checkered flag—the goal,”

For his Fall 2019 WOMEN’S Ready to Wear Off-White fashion show on 3/1/19 for the Paris Fashion Week, the sportswear theme is installed into the viewers’ attention from first glance. The stage, along with a vast amount of the clothing for this season features this signature Off-

White checkered flag pattern. Instead of the traditional black and white colors, Abloh uses the vibrant secondary color of yellow in contrast to a brown to create and align with his racing sportswear theme to create this checkered flag- the goal, as he stated. This huge checkered stage centered around the crowd, along with the pop/hip hop music playing gives a great vibe for this streetwear/high end showcase. This signature checkered flag is repeated throughout the show within the different merchandising. His constant trend of aspiring to cater to the youth culture fits perfectly with his mix use of streetwear staples. The show features top tier runway models with the likes of Karlie Kloss, Bella and Gigi Hadid and Adut Akech showcasing their Fall 2019 line. This showcasing of the top models along with other VIP and celebrities in attendance created a great atmosphere highlighting the acceptance and support from other important influencing individuals within the fashion industry. From the presentation, to the stage, the music, atmosphere and ambience, everything aligned with the Fall 2019 merchandise to work perfectly in balance creating great harmony for this 2019 fashion show from Off-White.

Virgil's drive to not conform and follow traditional values can also be realized in many of his models and their fits. From wearing skirts, dresses and even evening gowns with sneakers, to having racing gloves being the main piece of a females fit, Virgil stuck to his norm in just being super creative and striving away from traditionalism. Each runway look brings a "pop" from either a bright vibrant color on a blacked-out outfit, or an interesting shaped bag as the emphasizing accessory for the fits. For this show I believe Abloh tried to blend his signature touches and style with the traditional fashion runway looks, fusing these two looks to further thrust this streetwear into acceptance by high fashion. The oversized fit, an essential to Off White apparel as well, was tapered down for me in this event, with Abloh deciding to conform to more traditional fits and sizing. A couple of the garments such as the very oversized checkered patterned coat fit more to

the traditional Off-White look. The event and the outfits themselves cater to this casual streetwear high end blend of fashion that springs an emphasize on creativity and being different.

Texture also was a big piece of a lot of the clothing and this fashion show. From the racing slick inspired trench coats to silver shiny puffers, from the fuzzy bright jackets to the fuzzy cloud comfy looking heels and shoes, the materials and textures on the clothing were very important. His use of colors and the contrasting pieces in each fit were just phenomenal. The balance that each outfit had was great even when using bright vibrant colors such as the lemon-yellow contrasting with a lime green color that gives a great unity within the fit. The accessories in the fashion show also gave great variety in the pieces themselves being oddly shaped or being disproportionally too big but still working together within the fit as well as implementing that signature checkered pattern on some. In regard to variety as well, Off-White and Virgil didn't forget to include their signature clothing with cut outs or atypical clothing garments. Each model and each outfit looked very unique and stood out pleasantly. From the use of colors, or atypical accessories or their creative garments, it was very thought out and carried out perfectly by the models to bring this vision of Off White into realization.

To sum up my review for this fashion show, I give this show a 10/10 as it was my first true fashion show that I've watched, and I was very entertained and intrigued by the clothing and merchandises. Virgil Abloh did great work in highlighting what's important from his vision and values as well always pushing the agenda on fashion and trying to innovate and push the culture onward.

Work Cited

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