



Andreas  
Kronthaler  
Vivienne  
Westwood

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COMD3504

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This fashion advertisement for Vivienne Westwood, found in the Spring/Summer 2017 issue of Pop Magazine displays an image of a woman posing. It's in a portrait orientation with a full body shot that has a thick white border surrounding the image, and text that overlaps the image and border. The photo looks like it was taken outdoors at night; the ground the model stands on and the pole behind her are visible. There is a strong cold light on the foreground; earth tones are prominent which contrast strongly against the black background and the models pale skin tone. The model is elderly; and her features don't seem to be altered in order to seem younger, the creases on her face clear and her hair is grey. Her hair is slicked back, she has burgundy colored makeup on her lips, eyebrows, and lined above her eyes. She's wearing a large green earring, a beige dress and brown boots. The dress has breasts and a V drawn above the chest and crotch area, they are drawn in simple thick blue streaks. Her face isn't relaxed but does not appear to be too tense. She's posing with her feet parted; one leg bent with her weight placed on the other, one arm is slack at one side the other bent at a right angle with her thumb pointing to herself.

Roland Barthes's essay "Rhetoric of the Image" asks how images can deliver a message or meaning, and states that if analyzed, we can find three types of messages. We as viewers can find several meanings on images and the text that comes with it, but I believe we have to look at the image this brand has so we can have an idea of their intentions. This advert is a part of a collaboration between Vivienne Westwood, creative director Andreas Kronthaler and

photographer Juergen Teller. Vivienne Westwood has an image of rebellion; the fashion line was influenced by punk, and was influential on showing and forming the look for punk. Juergen Teller is a photographer that doesn't idealize his subjects, wanting to show imperfection by using harsh lighting and not retouching his photos.

With this in mind we can see the message behind the photo and the choices behind it from the setting to the model. The linguistic message is clear, being the name of the fashion collaborators Andreas Kronthaler and Vivienne Westwood as the denoted message. Taking the text at a connotative view we start to associate things with who these people are and what font was used, which is bold and artistic. The font seems close to classical, perhaps calling out to the history of the fashion line and how influential it is, like royalty, it could also be referencing to the designer being British. This style of font can also be found in Art Nouveau works, a movement that wanted to abandon historical practices in art and design which can be connected to the rebellious image of the brand, as well as how the punk movement was associated with the working class youth that were rebelling. The two names are overlapped and in different colors, the denoted message can be how the two are long time collaborators. The connoted meaning can be how Andreas's name is over Vivienne's and in a darker color to bring attention to his contributions to the brand; Vivienne's name is known and in gold so her influence is already clear, Andreas worked behind the scenes until Vivienne thought it was time for his creative direction to get recognition.

The non-coded iconic message of the image is clear; a woman is posing for the fashion advert. The coded iconic message and anchorage, when taking the text in mind, can be found in the decisions made for the model and setting, the elderly woman is wearing a clothing brand that is rebellious, her stance is firm and she is motioning towards herself, showing her confidence and

how the brand has a wide audience as well as a long history. The photographer is also known to relay un-idealized imagery, this model isn't within the usual age range we see and she isn't being edited to look any younger, showing rebellion against typical practices in the fashion industry while being welcoming to audiences.

## Bibliography

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Image from *Pop Magazine* Issue 36 Spring/Summer 2017.

“Juergen Teller” *Lehmann Maupin*, [www.lehmannmaupin.com/artists/juergen-teller/biography](http://www.lehmannmaupin.com/artists/juergen-teller/biography).