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FIT Food and Fashion Exhibition: CHROMAT

The FIT Food and Fashion exhibition has taken the phrase “you are what you eat” to a different meaning. This exhibition highlights famous food such as noodles, corn, and fast food places such as McDonalds. Junk food items also make an appearance like hot cheetos or diet cola; this museum takes negative connotations surrounding food and flips the narrative to inspire openness. An example of this is Becca Mccharen Chromat Fall 2018 runway which presented a two piece garment that revealed a cheetos bag on the side of the bottoms. Mccharen wanted to present the realness of being a model, like she said “the message that beauty is expansive and that every body is worthy of love, acceptance and empowering swimwear” (Mccharen, 2018). She wanted to convey that models while having ideal bodies do not sacrifice their health, just like everyone else they eat and regardless of the body type acceptance should be given to all. Mccharen used her runway as a media outlet to dispel the notion that eating is bad and encourage self love and body acceptance for all shapes, sizes and colors.

The two piece bikini top and high waisted trousers both displayed attention grabbing *color schemes*. The garment was inspired by the flaming hot cheetos bag which shows colors like yellow and red which are both *primary colors*. The bold hot sauce red represents the flames used to illustrate the spice level of the hot cheetos bag, however it is different from the bikini top red which can be considered a scarlet red; which has an orange- red *tone*. The cheetos bag red has a darker *hue* of black which takes this primary color and darkens its *tone*. While designer

Mccharen used different *monochromatic colors* of red to create a brighter *tone* of red. The orange trousers also implement different colors than the orange on the cheetos bag. The orange on the cheetos bag has a *shade* which darkens its *tint* to a *tone* down orange. The orange on the cheetos bag can be described as a sun-kissed orange since it has a darker *shade* than the high-waisted trousers. The orange trousers have an underlying *brightness* to the orange; its white *pastel tint* makes the color look like a sunrise mango color that is between yellow and orange. The *secondary color* black used to highlight the Cheetos logo is also added to the side of the pants also with the scarlet red that is used for the strings on the side of the garment (Bell, 2017).

The lines the two garments represent are uniquely different from one another. Starting with the bottom of the bikini top as it has a *horizontal line* that is used as the foundation of the top. This red *horizontal line* wraps around the front and back of the body creating a straight clean cut line that embodies an *easy going tone* (Bell, 2017). The center of the top creates an abstract lining of the chest area, as the deep v line goes to the center of the chest and the outer lining highlights the side busts. The triangle in the middle of the bust area can be also described as diagonal lines as the outlining then becomes vertical creating a halter top finish. As for the sunrise, mango trousers have a vertical line at the center of the high-waisted area to create height and a sense of boldness to the garment. The abstract criss-cross lines that hold together the cheetos bag also provide a form of strength to the pants.

The sunrise mango bell-bottom trousers created different *rhythms*, especially as the model walked down the runway as its flowy wide-open bottoms drew one's attention to the bottom of the pants. The way the bottoms narrow closer to the body as one's eye moves up creates a different flow in the moment (Fisher, 2018). The red abstract lines that are placed on the side of orange pants are *complementary colors* that add to the rhythms of the top of the pants. The red

lines also match the bikini top having each element of the garment somehow aligned with each other to match this tone of easy going yet confident aesthetics as shown in **figure one**.



Figure one - Becca McCharen 2018, Chromat Fall Runway Show Food & Fashion Exhibition, FIT Museum

When looking at the *form* of the scarlet bikini top the *length* of the cleavage area is narrow and tapered to cover only the nipple area exposing the side of the chest. Leaving a sense of risk towards the top of the garment. The *depth* of the high waisted slacks almost illustrate the *height* of the cheetos bag as it sits along the mid torso area. Its wide loose fitted bell bottoms create fun flowy pants that take away from the more promiscuous top. Creating *length* to the garment provides a more graceful style.

The gracefulness of the bell bottom trousers can be accounted for by the *asymmetrical* lining of the sunrise mango pants. The slim fit *horizontal* line at the base of the torque area is *parallel* to the red foundation line of the scarlet top creating a *symmetrical* area in the center of the body. This *symmetry* at the middle of the body creates clean finishes and draws the

consumer's eye away from the mid region of the high waisted pants instead towards the abstract line the bikini top creates. This allows *balance* between the revealing top and the lengthy bottoms. The backless top also provides open space so such colors like red and orange do not dominate one another.

As the model walked down the runway the left side of the trousers drew the consumers eyes to the cheetos bag it handled in place. The small bag handle in place by the *abstract red lines dominate* the consumers view, noticing the cheetos inspired two piece set had the real bag be part of the final look. The scarlet red top also drew *dominance* from the cheetos itself as models walked the runway eating the flaming red cheetos (Fisher, 2018), in comparison this small red chip was lost in the red top that due to its bright *tint* was a focus point.

The proportion of the garments had *balance* as the *bold* colors chosen were *complementary* to each other in the *color wheel* and didn't clash. The slim fit of the bikini top and bell bottoms gave the two piece set *balance* as the revealing backless top was leveled by the *length* of the high waisted pants. Having less *exposure* for the red top allowed a loose fitted wide leg bottom to compliment its top, the red detailing of the strings of the side of the orange pants also created a *balance* in color as the red was near the top of the pants just like the top.

In regards to the *repetition* within the two piece set it is very limited as the *color red* was the obvious repetition. From the scarlet red top to the scarlet red strings which detailed both the right and left side of the pants, red was both on items of clothing. The use of *horizontal lines* both on the top of the pants and on the bottom of the top also shown more than once. However the common idea that was iterated through the entire two piece set is the Cheetos bag *theme* from the colors to the fire of the chip the garment embodied it all.

These two pieces seem to be constructed from different fabrics. The scarlet bikini top seems to be composed of bathing suit material such as nylon and elastic (Twersky, 2018) . The chest area seems to have a *smooth* texture especially due to the placement of the cups which lay in a sensitive area of the chest. The long *horizontal* line which is used to tie the open back top stretches from the front of the body to the back, this stretch seems to create a tight hold in order to keep things in place. The *texture* of the pants seem different from the top as the yellow orange color of the pants create a light sheer *texture* due to the *brightness* of the trouser. The pants seem to reflect off the light creating this sheer look and making the bell bottoms look *smooth* and *soft*. When touching the bottom of the pants it felt light weight and fabric felt *thin* and *soft*.

While the food and fashion exhibition focused on the contribution food has had in the fashion industries the message left by the designer who have composed these fashions pieces such as the two piece cheetos inspired garment have turned connotations upside down. Combining issues like body dysmorphic, Anorexia and eating disorder Becca Mccharen Chromat Fall 2018 runway stood by those who can be silenced by food, fashion like this with a message allows for risks, comfortability and confidence to shine through the consumer.

Which is why food and fashion should be celebrated. Fashion and food has always played hand and hand which is why increasing obesity rates has grown the plus size fashion world. Covid also showed how fashion and foods are related as the increased leisure time and informal wear increase food consumption. In a case study in 2018 between food and fashion results of leisure wear and formal wear played a role in the food decisions individuals made for instance “ Formal and informal clothes are linked to different self-schema or self-traits associations. Formal clothes activate such traits as being self-controlled...., organized, informal clothes can activate

such traits as being playful, sloppy.....self-trait schema activated by formal clothes is perceived to be more congruent with the image of eating healthy foods, whereas the self-trait schema activated by informal clothes is more congruent with the image of eating unhealthy foods (Wange 2018) “. Food and fashion spark different emotions to each individual fashion isn’t just physical but psychology just like food as you are what you eat.



Reference Page

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