

Tom Ford's S2021 Elements of Design in Fashion Show Critique

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Abstract

This paper will explore the designer Tom Ford's Spring 2021 collection. The said collection has 29 looks that will be described and critiqued. The critique will be made based on the Elements of Design and the Principle of Design.

Keywords: Line, Shape, Form, Color, Texture, Space, Value, Pattern, Contrast, Emphasis, Balance, Proportion, Scale, Harmony, Rhythm, Movement

Tom Ford Spring 2021

With this collection Tom Ford expects to spread hope and cheer. He stated "I know what's going on in our world right now doesn't make us want to smile. So that's what I've done: hopeful clothes that make you smile."

Movement

Ford uses moving very gracefully in his collection specifically in looks 1,19,27,28 and 29. In look one he displays two dresses the one on the left appears to be made of silk they both appear to have a *flowing movement* as if they were flowing with the wind. On the dress to the left specifically in the necktie and in the dress to the right the flared sleeves also show the same flowing movement. I observed that this *movement* is *emphasized* throughout his collection by repetition. Looks 19,20,21,22,27,28 and 29 are all coverups and all display this principle of design; *movement*.

Color

Different *Colors* are used in a *monochromatic color pallet* throughout this collection; especially noticed in looks 6,10,14, and 19. A *monochromatic color pallet* uses one reference color then multiple variations of its shade. In look 6 the model is wearing a flower printed blazer; I observed that the blazer doesn't have a continuous color on the print, but the flowers printed on it are following different shades of violet and colors along that scale. In look 10 Ford follows the Violet color scheme and disperses it on silk trousers, jacket, paired with a velour blouse. This *monochromatic theory* is continuously seen in looks 14 and 19 in blue also in look 14 there is a *monochromatic* Pink look. Ford did a great job in using the color; The Element of Design to portray the emotion of happiness and bring vividness to the consumer.

Emphasis.

I observed that Ford uses emphasis to pay special attention to certain pieces in the collection; most evidently displaying emphasis in looks 6,13,20,21,27. Look 6 and 13 are very similar ensembles all white trousers and blouse with a colorful flower printed blazer. He uses color to emphasize the blazer and bring balance to the look. In look 6 the blazer is different shades of violet and in look 16 the flower printed blazer is different shades of red. In looks 20 and 21 he uses a similar tactic they are both ensembles of all white two-piece swimwear, but the piece of special attention would be the colorful cover up. 27 is where Ford uses scale and color to emphasize the garment, the model is displaying the cover up with her arms open causing the garment to take up 90 percent of the frame leaving the consumer no choice but to pay attention to the cover up. .

In conclusion I observed that Tom Ford uses the elements and Principles of design very gracefully in his Spring 2021 collection; It is filled with patterns that almost effortlessly balance with his chosen outfits. He properly uses *proportion* and *color* to *emphasize* the garment and uses movement to direct the consumers eye. He uses the White shades perfectly with the intent to *balance* the outfit and *emphasize* other pieces such as the Flower printed blazers. I believe Mr. Ford did reach his goal in making a cheery collection, his digital display of this collection did give off this energy and his choice of patterns colors and *movement* filled *silhouettes*.

References

Phelps, N. (2020, October 20). Tom Ford Spring 2021 Ready-to-Wear Fashion Show. Retrieved November 26, 2020, from <https://www.vogue.com/fashion-shows/spring-2021-ready-to-wear/tom-ford/slideshow/collection>