

**Designer Report**

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**Intro to the Fashion Industry | BUF 1101 - OL04**

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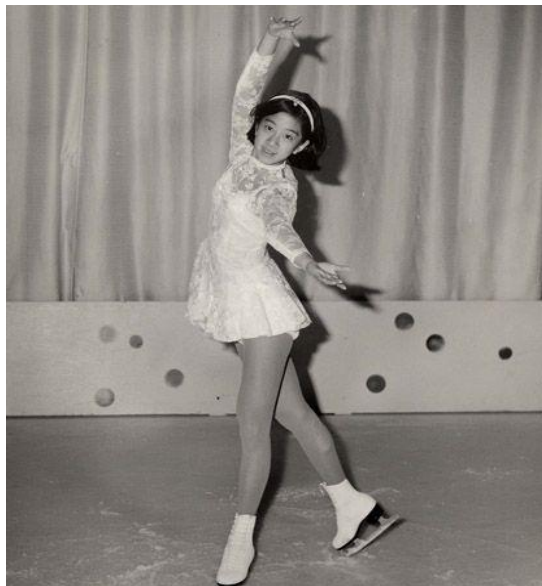
**Introduction:**

Fashion design is the connected craftsmanship given to the planning of clothing and way of life embellishments. This craftsmanship is affected by social and social demeanors and has advanced over time and put. Design planning has come a long way from the originator dress worn by the eminence of the old world to the haute couture items of the show. Fashion design planning is one of the foremost profitable, engaging, exciting and energizing career choices in today's world. The fashion industry fulfills both the inventive fancies and the materialistic needs of the individuals. On the other hand, it guarantees allure, popularity, success and a tall pay bundle to the talented people. It is additionally a requesting career, as design architects have to combine their inventiveness with administrative abilities to maintain in this industry. There are a lot of unique Fashion Designers with different ideas and concepts for the fashion industry and Vera Ellen Wang is one of the Fashion Designers. Vera Ellen Wang has an interesting background like many others. The designs that Vera Wang has created got recognized in the Fashion Industry and to the people as a whole. Vera's design also impacted contemporary fashion. Life and work of the designer is interesting.

In the following paragraphs we will see who Vera Ellen Wang is. Where was Vera born and grew up in? What is Vera ethnicity? Where did she work at or where did she used to work at? Why is her design unique? Did she make her own brand or label? What was her dominant clothing piece? What school did she attend that helped her to get to where she is today? What designs that sparked her to be known to the public? How her work impacted contemporary fashion? What I found most interesting about Vera Ellen Wang about her life and work? What we can learn about contemporary/historic costume through biographies of historic designers.

**Body:**

Who is Vera Ellen Wang? Vera is a American Fashion Designer and she is currently 71 years old. Vera Ellen Wang was born on June 27, 1949 and raised in New York City on Manhattan's Upper East Side. Vera's parents, Father Cheng Ching Wang and mother Florence Wu were born in Shanghai, China, fled their homeland just after World War II to escape the Chinese Communist revolution, a violent civil war and immigrated to the United States. Vera may have lived richly and a posh lifestyle but she has to work to get what she wants. Vera



and her figure skater partner, James Stuart, fell short and got 5th place in juniors pairs competition at the 1968 U.S. National Championships. Vera attended The Chapin and graduated in 1967. Vera attended the School of American Ballet. Vera also attended the University of Paris and she got her art history degree from Sarah Lawrence College and graduated in 1971. Vera's mother Florence introduced Vera to fashion in the 1950s and 1960s. Vera's father was not

a fan of Vera wanting to pursue fashion design and Vera's father did not pay for her school. Vera

got an entry level job as an editor and worked for Vogue magazine. Vera also worked with Condé Nast. At the age of 23, Vera held the title, “Senior fashion editor,” for 15 years. In 1987, Vera changed her job at Ralph thinking she would not get the job but she did, she changed her job to become a costume design director for accessories and left Vogue. As 2 years has past, Vera created her own clothing brand, Vera Wang. Vera’s father was the reason behind Vera ideas on making the brand. At



the age of 39, Vera did not have many options to choose her wedding dress and she was beyond



the age of getting married. No wedding dress in the market satisfied Vera when she was about to marry Arthur Becker so she made her own wedding dress. Having a father who is a businessman, helped encourage Vera to make a brand because even though Vera was at the age of 40 she was

unsure what to do to debut her own line.

Many designers have their own unique styles for the fashion industry and for the people, Vera Wang is one of them. In 1994, Vera Wang's first design was a hand-beaded figure skater, Nancy Kerrigan. That creation made Vera wang known internationally. Vera presented a similarly prevalent line of rich evening wear, as well as Vera Wang Made to Order. In 2001, Vera Wang introduced her own fragrance. Vera wang business expanded so she made lingerie, jewelry, home products and even desserts. In 2006, a chain department store, Kohl’s partnered up with Vera to launch ready to wear clothing called Simply Vera, making it an affordable product for the people. She has moreover come to authorizing ascension with Zales, David's Bridal and Men's

Warehouse. By adjusting present day plans with conventional class, Vera has obtained a huge following, especially in Hollywood. Her styles are as often as possible worn to film debuts and award ceremonies by a number of high-profile performing artists, counting Halle Berry, Goldie Hawn, Charlize Theron, Anjelica Huston and Meg



Ryan. Celebrating 30 years within the trade, Vera arranged a commemorative appearance amid New York Fashion Week in September 2019. The following month, she debuted her 60th bridal collection.

With new designers and different creations, Vera Wang designs impacted contemporary fashion. Vera creates wedding dresses that changed the world of fashion. Vera not only created wedding dresses but also red carpet dresses and evening dresses that are popular and within the trend. Vera Wang mostly impacted the wedding industry by stepping away from the traditional way and adding her own ideas to make a change to the non traditional designs. Even if Vera designs have not existed there are many other creative designers who can impact and change the



traditional ways but Vera Wang style and design is so different that her art changed for the whole world. Vera designs are important for today fashion because it balances the modern designs but also with a touch of traditional elegance. Vera's plan reasoning is certainly quirky. In her collections, she favors weakened silhouette wispy layers emphasized by organized fitting roosted on exceptionally tall heels for a climate of sentimental delicacy.

Vera Wang is one of the foremost conspicuous bridal wear originators in America and that is why she interests me. What also interested me about Vera Wang was even though she may have come from a rich family she has to work to get what she wants and she does not live like other rich kids who are spoiled. Figure skating is like a metaphor for Vera's work ethic because figure skating teaches Vera to be disciplined, teaches her to express herself, and even if she falls when she skates she picks herself up. Vera can also use this in her work and she can use this for her everyday life situation.

### **Conclusion:**

Period ensembles will stand to characterize particular codes of a time and environment. Modern outfits are a combination of intuitive points of

**Contemporary** apparel is **clothing** that is accessible, in price and in terms of the way people wear it. The **contemporary** category often contains more modern-style clothes compared to the higher end luxury market. The voice of the **contemporary** industry is a bit more modern and a tad younger (not always, but often). Feb 20, 2014

interest that will characterize something around the character or the story. Period outfits are more regularly made from scratch. Modern ensembles are sourced in stores, charity shops or our claim closets. Period ensembles for the most part shape actor's bodies as they are gathered to reproduce the outline of a time and the body's dialect of a social status. Modern outfits are being molded by an actor's behavior and body. Period outfits request long investigation through books and records from the past to completely get it the codes of a time. Modern ensembles are approximately inquiring about components in our ordinary lives. Separated from managing with enlist ensemble companies as it were. Outfit Creators working on a period piece would have a better chance to be able to make lead ensembles from scratch. Larger parts of modern ensembles are sourced from what's as of now existing.

In 1989, there were many wedding dresses for young fiancée but at the time Vera Wang was in her late 30s and the wedding dress did not impress Vera at all. The traditional dresses are fussy and are designed for younger brides. Vera Wang did not want to look like a girl on top of a cake so she decided to create her own dress. Vera Wang wanted a more modern and sophisticated dress. When Vera Wang made her very first wedding dress she knew and wanted to create more modern and sophisticated for other brides. Vera created her own brand and design salon full of bridal gowns in New York City.

What the study of historic/contemporary fashion designers tells us about the fashion industry in general is that there are clothes and designs out there that may not fit you, you can create your own. You can bring a change or evolve the fashion industry but you also can bring back the traditional and bring your own ideas to create your product. Anyone can do this if you are disciplined and hardworking. We are all creative in our own way. Do not fall and give up, pick yourself up and keep going.

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