

Midterm Paper:

Essay One

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Introduction

Fashion designers are inspired by trends in culture, society and art and capture them in their works. For instance, with the rising popularity of Hollywood movies and their stars during the 1920s, women's garments became loose and fun when "It" girls such as Clara Brown wore chemise dresses with fringe details, beads ornament, and straight cut to emphasize their body shape (Stone and Farnan, 2018). Many designers such as Coco Chanel, a French fashion designer, were focusing on making chemise dresses emphasizing the female body line while still being loose. Like Chanel many decades ago, are many designers still inspired by culture as well as art movements and artists today. Contemporary fashion designers using artists' works as inspiration include the Italian creators Domenico Dolce and Stefano Gabbana. Dolce and Gabbana used the ideas and spirit of Andy Warhol, the world's most famous artist of Pop art, which emerged in the United Kingdom and became popular in the United States (N.a, n.d). Many fashion designers such as Jean Charles de Castelbajac featured Warhol's art in some designs, but Dolce and Gabbana went further than borrowing his work and instead took Warhol's ideas and mindset of mundanity and simplicity and transposed it into fashion unlike anyone else before. Also Dolce and Gabbana's Spring 2018 Ready-To-Wear Collection was inspired by Pop art and the ideas of Andy Warhol. Below, I will outline how exactly the inspiration was translated into fashion designs in terms of to the 7 elements of design proportion, juxtaposition, rhythm, symmetry, balance, dominance, and repetition.

Pop Art According to Andy Warhol in Dolce & Gabbana

Juxtaposition

Juxtaposition is the presentation of two things next to each other in order to contrast them.

In Dolce and Gabbana's Outfit No. 100, an elegant, retro, yellow-golden dress is contrasted with casual and fun accessories; for the viewer's amusement, the round and oval sunglasses have



Figure 1: Dolce and Gabbana Spring 2018 Outfit No.100

leaves attached to them to make them look like fruit, whereas the dress is made by a spangle fabric evoking elegance and retro charm. In addition to the sunglasses, the huge, spherical earrings support the light-heartedness. Also, in Outfit No. 100, the yellow-golden dress clearly dominates and reminds the onlooker of Andy Warhol's Gold Marilyn Monroe that is basically a painting of Monroe's face with an unproportionally large, golden background. Yet, the dress and accessories are still in equilibrium due to their mostly yellow shade. While a juxtaposition is used to

highlight contrasts between two things, symmetry describes similarities between them. In the next paragraph, we will discuss Outfit No. 100 in terms of symmetry.

Symmetry

Symmetry describes the extent to which a design is arranged identically on the opposing areas of a certain axis. In Outfit No. 100, a horizontal line drawn at the waist and a vertical line along the belly button and tip of the nose reveal symmetries. Above the waist (from under bust) and below the waist (hip to knee) the dress is designed in an hourglass shape and so creates symmetry. With respect to the vertical axis, both sides of the axis are perfect mirror images of each other thanks to the homogeneous design of the dress and arrangement of the accessories such as bracelets,

earrings, and shoes. Overall, the symmetry in the Outfit No.100 makes it look very balanced. Obviously, symmetry and balance are fashion elements that are closely related. Therefore, the balance in Dolce and Gabbana's Spring 2018 Ready-To-Wear Collection is discussed below.

Balance



Figure 2: Dolce and Gabbana Spring 2018 Outfit No.105

Balance is the proportioning of the visual weight in the design of garments. Outfit No. 105 in Figure 2 spread out the weight of the dress to the right and left side. The thick, orange fabric used for the left strap compared to the thin, black fabric used for the right strap increases the weight and volume on the right side of the skirt. Also, because the skirt is making up the most part of the outfit, its right side might look too large and make the outfit appear unbalanced. To avoid this, the designers added a big, red ribbon to the left side of the outfit. The cabbage paintings all over the dress are influenced by the ideas of Pop art and Andy Warhol and make the skirt look very colorful and popped up. In Figure 2, the right side of the skirt is especially bright because it is pushed into the foreground and made of silk. Silk is easy to dye, difficult to deform, has shimmers, and possesses poor elastic recovery. The orange-colored background of the dress is very shiny and helps the cabbage images to look popped up. While this clearly catches the audience's eyes, a design must have dominance to make the eyes rest on it.

Dominance



*Figure 3: Dolce and Gabbana
Spring 2018 Outfit No.40*

Dominance is the emphasis on a special/ primary area in the design of a garment. While Outfit No. 40 does not seem to be explicitly inspired by one of Andy Warhol's works, it still shows influences of Pop art. Particularly the prominence of the red hearts as opposed to for example the blue circles and other shapes reminds us of the focus of Pop art on popular and feasible matters. The hearts look popped up, catch the audiences' eyes, and make the area around the hearts appear monotonous because the hearts are very strong and also the rest of the dress is adorned with flourishes. At first sight,

the flourishes look quite unorganized but together with the hearts, they actually create a rhythm that is discussed in the next section.

Rhythm

The rhythm of a design is its ordered arrangement of elements that evokes movement. When looking at Outfit No. 40 from bottom to top, one can see that the red heart, flowers, and blue circles recur several times and take turns with horizontal lines to establish a pattern in the outfit in a regular term. However, only the pattern's combination with the socks and shoes creates the feel of movement in the design because they build an ordered pattern of the primary colors red, yellow, blue, yellow, red, yellow, blue, yellow, and again red (Bell and Ternus, 2012). We see that repetition is (inter alia) used to establish a rhythm in Outfit No. 40 of Dolce and Gabbana's Spring 2018 Ready-To-Wear Collection; but repetition by itself is an element of design as well.

Repetition

Repetition is using a same object and element within a repeated rhythm in a design. Pop artists, but especially Andy Warhol, worked a lot with repeating elements such as lines, shapes, colors, or textures. For instance, the famous rhythm of Marilyn Monroe is a repetition of her headshot in different color schemes (Muzikar, 2015). The rhythm of Dolce & Gabbana's dress (Outfit No. 38) is characterized by the copying and pasting of sandwiches in a set distance; details, shapes of sandwiches, and colors used in the sandwiches are not altered. Because of the repeated rhythm of the sandwiches in the dress (Outfit No. 38), it loses its plainness and gives the audience a sense of difference in Dolce and Gabbana's Spring 2018 Ready-To-Wear collection.

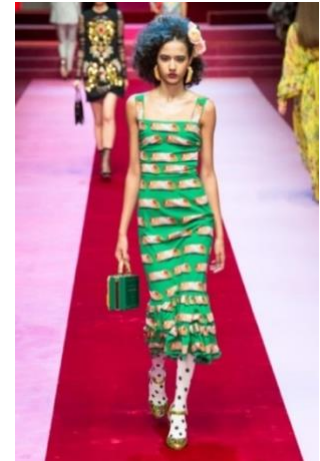


Figure 4: Dolce and Gabbana Spring 2018 Outfit No.38

Proportion

Proportion describes the size scale of a specific part of a whole garment. Outfit No. 14 plays with proportions. The pencil skirt makes up a big part of the outfit. Commonly, skirts are shorter or at least not much longer than tops; the pencil skirt in question, however, covers everything from the waist to the calves and is twice as long as the t-shirt. The proportions make the outfit look girlish but also sexy and mature and make it an eye-catcher. Breaking with conventions is very normal to Pop art and can therefore also be found in Outfit No. 14.



Figure 5: Dolce and Gabbana Spring 2018 Outfit No.14

Conclusion

Fashion designers have always shown how fashion is not just garment but connected to, and part of, history and art. Also, Domenico Dolce's and Stefano Gabbana's Spring 2018 Ready-To-Wear Collection is inspired by Pop Art and lifts it into 21st century fashion. Their designs contain elements of Pop art with respect to most seven elements of fashion. Their utilization of bold, bright colors and rhythmic arrangement of common, mass-produced fast foods (wrapped sandwiches) through repetition to create lines is typical for Pop art. In addition, the contrast effect between the elegance of the dress and fun of the accessories in Outfit No. 100 mirror techniques used in Andy Warhol's Gold Marilyn Monroe. Furthermore, Outfit No. 14, with its soup cans full of love, prominently pays a tribute to Andy Warhol and his famous work of Campbell's Soup Cans. One can continue this list but it is obvious that the idea and mindset of Andy Warhol and Pop art in general inspired Dolce & Gabbana's Spring 2018 Ready-To-Wear Collection.

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