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- Discussion #1. (1 out of 5), worth 20 points each, for a total of 100points (5X20=100).
- Due Sundays at Midnight (go to Blackboard, Discussions Tab for details and weekly due date).
- No more than 50-60 words per answer.
- Please format your answer in such a way that I can connect your discussion to the topic or question.
- All discussions MUST be completed on BB. We will not accept emailed answers.
- Source Material: **The Trendmakers Text + Who's Who in Fashion**

1. In your words, define "trend," as described in the text. Do trends really exist? Or are trends just a form of art or aesthetic that has such an impact on our lives, on culture, that they take off and become popular? Or something else? In a paragraph, please - using your own words - share your thoughts and feelings about the discussion at hand. Please give an example of one specific fashion trend that supports your point of view.

A trend refers to the overall direction in which something is changing, developing, or deviating. A trend is also something that is fashionable or popular at a certain period. Trends emerge from a never-ending cycle of innovation and emulation. It's the way people communicate with one another and embrace one another. People are preoccupied with trends because they imply that they are a part of a group; they are in, and they belong.

2. What trend do you think Christian Dior was responsible for launching? Be as specific as possible. How do you think Dior's work so affected fashion?

The trend that Christian Dior launched was the New Look. Dior's designs had rounded shoulders, feminine busts, tiny waists and enormous spreading skirts. Everything was made and designed with the finest materials available. Dior launched his first New Look collection in spring 1947, and it was a huge hit. Dior's ability was constantly refined and expanded as he proceeded to create stunning clothing in collection after collection.

3. What trend do you think Raf Simons was responsible for launching? Be as specific as possible. How do you think Simon's work so affected fashion?

Raf Simons launched a men's wear business in 1997, exhibiting his first collection in Paris. In 1998, he was commissioned to design two collections for Ruff Research, an Italian leather manufacturer, alongside Veronique Branquinho. In 2000, Simons was appointed as a fashion professor at Vienna's University of Applied Arts, a post he maintained until 2005. He became the creative director of Sander that year.

4. In what way, do you think the two designers connect aesthetically, as well as in affecting the trend of their days... or even now?

Raf Simons and Christian Dior were partners. Both Dior and Raf Simons have a large following of important people who ensure that their brands never go out of vogue. Both of these designers remain committed to their brand's primary beliefs. Dior began by creating garments that made women feel attractive and elegant, and it has maintained that sense over the years.

Discussion 2:

After reading the article, please go to the WHO'S WHO in FASHION and read the following:

- **Halston - Page 169- In 1968,**

Halston established himself as a pure, all-American appearance when he founded his own company for private clientele. His outfits were stylish and well-made, with a sportswear-like casual appeal. He became one of the top designers of the 1970s because of his combination of sumptuous materials in incredibly basic, classic forms. Long cashmere dresses with a sweater pulled over the shoulders, wrap skirts with turtlenecks, evening caftans, and long, slinky, haltered jerseys were among his achievements. An unknown design team designed Halstone's spring 2009 collection. In the same year, Halston Heritage was launched, a collection of famous pieces with cheaper costs than the ready-to-wear handbag and shoe collections. Sportswear accessories and outfits were added in 2012.

- **Yves Saint Laurent:**

In 1962, Saint Laurent launched his own couture company, presenting his first collection. The YSL initials were licensed for almost 170 goods throughout the years, ranging from bed and bath

linens to eyeglasses to children's apparel, as well as a variety of scents. Saint Laurent established himself as the king of fashion in under 20 years, alternating between taking inspiration from and influencing the street. He created simple, wearable clothes in beautiful fabrics with a slightly masculine quality, as well as evening gowns of unabashed luxury and sensuality, enriched with fantasy and drama. Saint Laurent worked on the couture line until he retired, and he remained committed to it. the ideal of haute couture and the art of dressing women sensibly yet with a feeling of poetry.

- **Ralph Lauren - Page 230**

Ralph Lauren has turned his vision of a mythical American past full of athletic grace and understated beauty into a fashion empire. His women's clothing features the same mix of traditional styles, high-quality materials, and superb craftsmanship as his men's. He studied business at night while working as a stock boy in a department store during the day. He began creating neckties and convinced Beau Brummel, a men's apparel company, to create the Polo neckwear section in 1967. The ties were one-of-a-kind, extra-wide and handcrafted from sumptuous silks. Lauren debuted precisely fitted shirts for ladies in 1971, followed by a comprehensive ready-to-wear range the following year.

- **Hedi Slimane - Page 358**

Hedi Slimane, a French fashion designer, created a style of classic French and youthfulness. His primary style concern was on narrow and precisely cut silhouettes. His aesthetics grew with the sense of classicism and modernism. His heritage is a big influence in his fashion career while having a Tunisian father, Italian mother, and Brazilian grandmother. His silhouettes were narrow and precisely cut with a blend of both *modernism* and *classicism*

A designer's aesthetic that I believe influences me personally in the present and the future is definitely Sebastian Hunt and Dylan Richards. Both of these designers founded Entire Studios. The brand is well known for their oversized puffer coat and their affordable yet amazing quality products. They cater to every age, gender, and body type. They found a way to make comfortable clothing stand out with chromatic colors and silhouettes, which is usually what some people would hesitate to wear.

Class/Assignment:

ARMANI

Please read the chapter on Armani, and view this brief Bio on Armani:

<https://youtu.be/hmsUZvOBqUQ>

1. The business savvy of House of Armani has proven quite bold in relation to other designers. In your own words, how would Armani differ given the current business climate, and new approach to marketing and business.

Armani provides quality sophisticated and timeless style clothing ranging from luxury garments apparel, jewelry and aftershaves. The company describes themselves as “providing quality, sophistication and style-timeless values with global appeal. Armani’s first products were ready-to-wear clothes for men and women. The company was successful from the beginning. Armani would be credited for inventing the Italian fashion industry, partially in Milan. Giorgio Armani was one of the first designers to exploit the marketing power of media stars. He began a long relationship with Hollywood when he designed Richard Gere's wardrobe for the 1980 film American gigolo.

Armani turned down a 1989 takeover offer by the Jeanne Lanvin design house. Luxury conglomerates Gucci and LVMH would also offer to buy out Armani, while competitors Prada and Gucci expanded through expensive acquisitions of other luxury brands, Armani preferred to tighten its control on the production and marketing of its products. The company began buying shares in its manufacturers, manufactures including Antonya and ENTI.

2. What general approach to style can be attributed to Armani in its long history? Describe it as best as possible, and use any images to validate your point of view.

Giorgio Armani would be counted among the world’s leading fashion houses by the end of 1979. Part of the success was due to Armani’s bold design gambles, which developed a more casual chic by such touches as removing padding from the traditional men’s suit jacket. Women’s clothes were made more comfortable and less showy. Other designers and knock off artists would copy the look, but the original retained a dedicated following. The collection by this time, had already been expanded to include several new lines. Such as mani, armani junior and underwear and swimsuits. Armani and Emporio armani brands of jeans were launched in the early 1980s, a decade known for its designer jeans. Emporio Armani was a lower-priced version of the flagship line; boutiques were both soon opened in Milan.

The first Armani Exchange store also known as A-X opened in New York’s Soho district in 1991. And more in other locations. Despite initial projections of opening up to 150 free-standing A/X stores, the venture had begun to falter by 1994, when the chain had 41 outlets resulting in a huge loss for Simint. Alitalia hired Armani to design new outfits for its flight attendants and the interiors of its MD-11 airliners in the early 1990s.

ALEXANDER McQUEEN

Please read the chapter on McQueen, and view this brief Bio on him:

<https://youtu.be/ZUZx1cIfY2c>

1. The mind and the inspiration are not always filled with brightness and positivity. Looking at McQueen's darker visions and obsession with death and things macabre, describe how this affected his work. Was it a positive or negative influence? Does aesthetics need to have barriers for any artist/designer?

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Alexander McQueen had a very bold sense of fashion, which can be taken as rude and clearly negative, but above all it is fair to say that he completely changed fashion. During his time at Savile Row, he made a significant name for himself and adopted a sense of rebellion. His style was known for being vague and aesthetically “crazy”. I think fashion should have no barriers and designers / creators should be able to create art freely without any restrictions. I was amazed at his devotion to be different and not to stick to traditional ways of thinking. From her highly controversial show, known as the Bloody Mountain Rape Podium for her fall line in 1995, her whole look was like the costumes in a horror movie. Fashion was a form of expression for McQueen to explore his interest in topics such as life and death, horror and dark visions.

MICHAEL KORS

Please read the chapter on Kors, and view this brief Bio: <https://youtu.be/VdABEg766Rs>

1. Accessories. In viewing this video, describe the significance of accessories to design and style and how it relates to Kors. Compare Kors with another designer's work that might work best with his accessories. Detail why you think this is true.

Michael Kors is well-known for his aesthetics that are both timeless and stylish. His style and name are branded on his apparel, accessories, and other fashion things. Accessories are important when it comes to finishing a fashion look, and Michael Kors was a master of the touch. His company's "history is built in classic designs with a glamorous style that mixes fashionable elegance and a sporty attitude." His success is largely due to his choice to appeal to the middle-class working lady by offering reasonably priced clothing and accessories while maintaining the designer and haute couture appearance of other high-end fashion businesses. When I compared Kors' work to that of other designers who may work well with his accessories, I felt that his signature range of luxury bags, all extremely exquisite and sophisticated, would pair wonderfully with the styles and designs from.

I can compare the Kors with the Kate Spade, which can work well with the Kors's accessories, as Kate Spade and Michael Kors are two of the most popular design brands from America. Kate Spade is a rather conservative, classic brand that sells designer bags and luxury items for women, while Michael Kors is a modern, high-end fashion line that sells accessories and other goods. These two designer brands, Tory Burch, Coach, Marc Jacobs, Ralph Lauren and many other American brands, have taken over the global fashion industry in recent years. Front or back shovel logo. They attract more young consumers due to their classic designs and cheapness.

DISCUSSION #3:

1. Identify your designer of choice. It cannot be you or a friend, but rather someone that is already beginning to gain notice and has started selling their designs. Provide a brief paragraph with that person's background and brief bio.

One of the next up and coming fashion designers is Bach Mai. Bach, who was born and raised in Houston, Texas to Vietnamese immigrant parents, discovered an early interest in fashion, particularly haute couture. While in high school, he began studying fashion and haute couture, and his first training was as an apprentice with the Houston Ballet. He went on to study fashion design at Parsons School of Design in New York City, where he was nominated for Womenswear Designer of the Year upon graduation.

2. Describe exactly what it is about this person's work that you feel will propel it to greater heights. It doesn't have to be just the design and work, it could be the designer's drive, passion, or personality, or perhaps vision. Think carefully about this part.

Bach hopes to be an American couturier in the spirit of Charles James. Though new to the scene, the young designer has built a name for himself with asymmetric gowns with puffed petaled skirts that mix beauty and lightness. Bach believes that the heart of the couture spirit lies in the relationship between designer and client, and what drives his design is the passion to make every person who allows him the honor of dressing them feel beautiful. Bach believes that the heart of the couture spirit lies in the relationship between designer and client, and what drives his design is the passion to make every person who allows him the honor of dressing them feel beautiful.

3. Showcase an example or examples of this designer's work and describe why you think this work will take this designer's career to a whole new level.

Mia Batch's work will take to a whole new level because of the simplistic but uniqueness of his designs. Dressy items like leather bras and vests with kimono embellishments were mixed in with the big-drama ensembles for autumn. These were combined with fitted coats made of a translucent Lurex velvet that appeared to be liquid metal. This fabric was so

fragile that it made some of the designs (at least when seen on mannequins) appear flimsy, as if they may vanish at the crack of day. The pouf dresses, on the other hand, confidently took up space despite their bounce and airiness.



DISCUSSION #4

1. What "trend" do you predict will happen? Describe it in at least a paragraph no longer than 200 words, but as detailed as possible. Is this a trend in terms of design, marketing, sales, materials, or any aspect of fashion and design.

The collar of Peter Pan. The exaggerated neck detail was a staple in her wardrobe and is making a huge comeback in spring 202. Especially the lace collar peter pans have been a top trend since spring 2021. The style, named after the iconic figure, is characterized by rounded edges and is linked with a youthful appearance.

2. Why do you think this trend is coming or happening? Where did you get the idea that a trend of the type you described will occur? How did you develop this trend?

According to the old rule, **fashion trends run in 20-year cycles**. Now, thanks to media archives, it is possible to access these concepts and examine how they evolved in fashion 20 years later. Just like the collar pan which was part of women's fashion during **the 1900s** and is again a part of young women's wear as well as children's.

3. Has there been a trend in the past that resembles this trend? Or perhaps some past trend that is similar.

In the 1920s the collars became standard fare on little girls' dresses, creating an innocent association that persists to this day. Peter Pan Collar became a popular addition to fashion in the United States and the United Kingdom and quickly became a popular collar style around the world again. The collar of the same name has inspired fashion for decades and is still in vogue today.

Take a shot at this. Provide whatever substantiation you require to validate you prediction.



Discussion 5:

1. What is (or are) the major functions of a runway show, and how do they serve the designer as an a person, as well as the work that designer puts out there to the public? Isolate at least 2 areas that you feel are the most important in this process. Think in terms of the business of fashion marketing, the brand (both for the artist & the designs), and the business of fashion. Try to be detailed and specific about your opinions, findings and point of view.

A runway show's important function is to present art, aesthetics and a unique perspective. The event gives the designer the opportunity to demonstrate their skills, innovative thinking process and complex concepts. These factors determine what the designer deserves and they deserve a reputation; the work shown on the runway demonstrates to the audience the designer's ability. In this procedure, the aesthetics and the designer's perspective on their ideas are very important. Both of these emphasize the uniqueness of this designer and what sets them apart. Because of the creative process of creating an image, many of the best designers don't have work like the other.

2. If you were in any way or form a part of such a show, what would you think you would be best at doing and why. Envision yourself in that role, and talk about the personal skills you have or would need to acquire, looks at such things as hours worked, aesthetic and artistic talents you might have to bring to the show, and pretty much anything that reveals what you are most connected to in terms of this industry.

If I were to be a part of the show, I believe I would be the finest runway stylist. This function requires originality, knowledge of current trends, and the ability to select items that complement the overall aesthetic of the fashion show. Multitasking skills are required for this profession. Not only that, but the primary goal is inventiveness. Investigating the fashion designer's overall aesthetic and what will be released in terms of their clothing linenway show. Describe why you have an affinity to this designer, and what the reason is that would connect you to that designer.

3. Pick a designer who you feel you would like to work with, and perhaps be part of their ru

A designer I would love to work with is Bach Mai because he believes that the heart of the couture spirit lies in the relationship between designer and client, and what drives his design is the passion to make every person who allows him the honor of dressing them feel beautiful. Bach believes that the heart of the couture spirit lies in the relationship between designer and client, and what drives his design is the passion to make every person who allows him the honor of dressing them feel beautiful. I have an affinity to this designer because of his creativity and because of his way of thinking about art and design. I also think that the core of the couture spirit rests in the relationship between designer and client, and what motivates the design is the desire to make everyone who gives him the honor of wearing them feel beautiful.