

Nargiza Rahmatilloeva

Prof. Gonzales

BUF 3310

May 2, 2022

Term Project

- **What is it about that designer's "aesthetics" that personally appeals to you? Be specific, detailed, and original. Zone in on one major aspect that inspires you about that designer's work.**

Christian Dior, is one of the most popular names in fashion, the archetype of the Parisian couture house. Dior was known for running the "New Look" into fashion after world war two, and he is known today for his dramatic couture line dresses. Christian Dior has a feminine aesthetic. It emphasizes the beauty of classy and eccentric style. I say this because his designs have a mixture of elegance but yet an eccentric style fashion appeal, making them diverse and it's a good fit for my retailer Bloomingdales because Bloomingdales represents the high-class classy fashion houses and these designers would fit perfectly there. It's an upscale retail store for apparel & accessories which I will be representing from the designers. Bloomingdales and my designers both cater to the upscale trendy crowds, this will bring in more traffic with an overall great customer attraction, appeal, and perfect target market.

- **Money not being an issue, what would you wear from that designer's collection, how often, and with what purpose in mind?**

I would like to wear anything from Christian Dior's collection, because all his designs are designed unique and I find elegance in them. But mostly I would wear his Dior's Bar jacket and



the puff maxi bar jacket. Bar Jacket was the iconic jacket created originally by Christian Dior for his "Ligne Corolle" in 1947, from the show that was famously dubbed "The New Look" by Carmel Snow. The most important and enduring symbol of this renaissance remains the Bar Suit. It was so simple but so fierce, a white satin jacket with soft shoulders and a dramatically nipped in waist, a flowering expanse of black skirt radiating outward from it. I would wear this at professional job places and events. Since this silhouette seems to embody and define elegance, sensuality, and modernity purity. I would wear this with the purpose of looking elegant and modern in mind and highlighting my natural

beauty as a woman whose priority in life is achieving success in her career or profession.

Another design of Dior that I would love to wear is the Puff Maxi Bar Jacket: Puff sleeves have made a significant comeback in recent years. They were, however, never truly forgotten by the people. Puff sleeves continue to entice us because of all they represent: strength, virtue, and romanticism. The beauty of puff sleeves dresses is that they make a bold yet understated statement. I would wear it at special evening events and on a date with a special person. While wearing this I would feel confident about my look



without having an extra design to my outfit because there isn't much else to do after wearing a puff sleeved jacket or dress because those garments add elegance to the look. There's no need for extra design or accessories and natural hair benefits from sleeves that do all the job for me.

- **What “look” or “feeling” would that designer’s collection create in you as a person that appeals to you? Why? How do you think you would feel wearing that designer’s collections? Speak in terms of emotional connection, and the extension of your aesthetic.**

Dior is mostly known for elaborate techniques, high quality fabrics, detailed design, and professional craftsmanship. Therefore, wearing his garment from his collection would make me feel more confident and more creative, and physically stronger because of the high quality and unique designs of his collections. Since Dior always wanted more femininity I would also feel more elegance, more happiness. In terms of emotion I would feel empowered while wearing his iconic suits. I would be my best self in his garments.

- **Would you alter or accentuate that designer’s aesthetics with any other look or aesthetic, whether your own or another designer?**

I wouldn't alter any being that he died and the likes of Dior's work and the value of how work won't ever come back again. The value of his work while he was alive was worth much more than it is now, and I'm buying the pieces so that I can get the full vision of his designs.

- **If you were inspired to create your own modern day line of clothing based on that designer’s work, what would you add to it or take away? Why?**

If I was inspired to create my own modern day line of clothing based on Dior's work there are some things that I would add to the design. For example, for Dior's bar jacket I would change the fabric from silk shantung (which Dior used) to red velvet. Choosing the color red for each skin tone can brighten the complexion, make the female wearer look more attractive and create a visual balance for her body. When wearing red velvet, females most likely link it to love,



romance, and passion. Most women love wearing red dresses, and it indicates that they are someone who is energetic, strong-willed, passionate, a touch aggressive, and outspoken. From the 1970s onwards, velvet was a favorite among celebrities, making it highly coveted and easily accessible to popular culture. Velvet would be an especially great textile choice because velvet in

collections will be used on hipline jackets, flowing evening suits to add romance to women's look. My bar jacket will use A-line silhouettes with long sleeves on the jacket and peak lapel collar will be also used in order to add a more elegance to the suit. Thus, target customers would be able to buy the new red velvet suit to wear at special events to look more elegant, passionate and energetic.

- **Describe how this designer's collection beautifies you. Speak in terms of outer beauty and inner beauty.**

Dior leaps to the point to explore the history of fashion through its fascinating and detailed insight into the workings of a great fashion house while revealing the private man behind the high-profile establishment. Dior's collections beautified me in both inner and outer

because his designs were captivating and incredibly stunning, there was an absurd amount of attention to detail that was reflected in each garment. I could feel his passion in every stitch, and how his work was more than mere fashion creations, but true works of art. Dior's collections include one-of-a-kind pieces and the attention to detail is remarkable. I come to realize how special each piece is, knowing that only one is in existence. Dior's fashion is extraordinary and innovative, having used long-forgotten skilled techniques that make each piece so special. His small batches of couture garments make me commitment to quality and his practice of incredible patience.