

**BUF 4900: Internship Midterm Essay Exam Spring 2022 (worth 250 points)**

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Please visit the Museum of Fashion Institute of Technology Exhibitions in person.

You will be viewing the Exhibit- *Reinvention and Restlessness: Fashion of the Nineties*.

Minimalism. Retro revivals. Deconstruction. The rejuvenation of haute couture. These are just a few of the concepts that have come to define 1990s fashion, which was not easily characterized by a handful of silhouettes or the dictates of a few designers. As fashion editor Stephen Gan wrote in 1997, “To focus on one current look or to obsess over the rise and fall of hemlines is to miss out on the wonder and variety in fashion today.”

Please be sure to go the exhibition site, read all the information about exhibit and its relevance in today’s culture. Please be sure to read all COVID updates prior attending

Select an image of from this exhibit from the nineties. 1. Explain the *significance of dress to the concept of understanding Minimalism. Retro revivals. Deconstruction and the rejuvenation of haute couture. Just select one of these concepts and explain in the introduction paragraph.*



*Figure 1. A blazer and mini skirt combination designed by Moschino. Taken at FIT Museum.*

The jacket and pencil skirt combination is a representation of retro revivals. Retro revivals are when designers and fashion houses look back on preceding trends in the fashion cycle that were at their peak in order to spring life in them again. This pairing was originally designed by Coco Chanel and signature to that of Jacqueline Kennedy (1991). Adding the embroidered flowers on the collar of the jacket and the lower corner highlight a more informal touch to a more prestige style. Making a high-end design more accessible to the masses so that it may readily be available to adorn on multiple occasions or to simply style the neighborhood streets in. This piece is part of the collection by Moschino called Cheap and Chic which further adds to the idea of bringing back previously popular fashion trends. Creating more relaxed and informal touches to priorly formal creations. Blazer and mini skirts entered the fashion scene in the 1960s. As it is a revival there are bound to be some remixes made to designs as this one does with the addition of the embroidered flowers. Most likely inspired from the hippie movement that also occurred in the 60s. There is also a hint of the 80s as the blazer is a bit on the oversized side. Seen on the slighter broader shoulder width.

2019.72.10. Collections – eMuseum. (1991, December 31). Retrieved April 1, 2022, from <https://fashionmuseum.fitnyc.edu/objects/141645/20197210?ctx=ff6788e3-d479-471f-b11e-bf11da8118f5&idx=4>

2. Discuss the significance of color of the performance garment. Be sure to include tones, shading, and value. **Use all eight (8) elements of design, i.e., line, rhythm, form, balance, contrast juxtaposition, dominance, proportion and repetition for technical terms first defining the term as in the PP and then (2) applying the term within the composition image of The Nineties you have selected (I posted visual merchandising pp for all terms and definitions the week of March 24 for your consideration).**

The eight elements of design are line, rhythm, form, balance, contrast juxtaposition, dominance, proportion, and repetition for technical terms. Lines are angled in a certain direction which makes them a major part of the composition. The type of line creates varying effects. Types of lines include vertical, horizontal, curved, and diagonal. Rhythm guides the observer's eye from the more dominant object to the less apparent. Form refers to the combining of shapes which can be enhanced by color or texture. It may be organic or man made. There are two aspects of balance. One of which is symmetrical is also referred to as formal balance. Producing a mirror image. While on the other hand, it can also be informal producing asymmetrical balance resulting in equivalent weight on both sides yet not exact copies. Contrast juxtaposition is the sharp difference of varying forms or lines. Dominance is when certain elements are more dominant than others, making them stand out more. In most cases, the dominance is taken over

by the mannequins on which clothing is displayed. Proportion is the relationship between sizes. Repetition is the reuse of the same design or symbol throughout.

Adomaitis, A. D. (2022, March 31). *Visual Merchandising* [Lecture Notes, PowerPoint Slide 2].

The shades of the jacket and skirt are darker gray and maroon hues on the color wheel. Giving deep gray value to the color. Oozing an aura of sophistication. The maroon adds more life to the design which livens it up. Along with the repetition of interchanging dark red lines with white and really light yellow which almost blend right into the fabric. Resulting in the tartan pattern. There is formal balance as all sides of each piece are symmetrical with the other. While the vibrant yellow buttons add informality in balance as the buttons are stitched onto one side. The flowers are also woven into the fabric utilizing brighter shades of color symmetrically balanced on the collar and both ends of the jacket while varying in proportions creating dominance over the lined pattern. Embroidery placed front and center of the blouse-like middle creates rhythm throughout the outfit. Pulling the whole design together so the flowers do not seem randomly scattered while also creating contrast. Ensuring the outfit is not a uniform tartan pattern. The differentiation of lines used throughout the piece creates contrast juxtaposition as there are varying repetitions of horizontal and vertical lines used all over. With the addition of diagonal lines forming an X-like pattern on the collar.

3. Be sure to consider texture/ and the appearance of texture (sheen, smooth, rough). Use your textiles swatch (and cite APA) for the most dominant fabrics on the mannequin. Should be one complete par of 5-6 sentences for full credit.

The medium utilized for this piece incorporates wool and nylon blend fabrics, felt beads, and embroidery. Wool adds warmth to the outfit while the nylon blend makes it more suitable to wear throughout the seasons. As opposed to just in the winter which pure wool is mainly used for. Since the fabric traps air in it (2021). The wool creates a more rough feel but it is smoothed out by the nylon blend. Without this, the fabric would lack mobility caused by increased stiffness (2021). Nylon is a synthetic fiber that adds stretch and recovery (2021). Wool is a natural protein derived from animal skin. Combining both materials leads to a warm yet breathable fabric which has both aspects of a slightly rougher fabric that is also lightweight to the touch.

*Password protected.* The Textile Kit Eco LOGIN. (2021). Retrieved April 3, 2022, from [http://www.thetextilekit.com/online\\_kit\\_eco/commentary\\_all.php](http://www.thetextilekit.com/online_kit_eco/commentary_all.php)

4. Conclude by discussing how the **nineties zeitgeist is a reflection of dress** and mirrors/influences life or vice versa/ assignment. **Look at bigger societal issues (music, politics, celebrity, movies, war etc.... or other) in the 90's and relate it to the dress created in the 90's.** Please be sure to use an outside source such as a newspaper article that discusses the 1990's and relate it to this specific dress composition you have chosen to defend this answer with APA in-text citations and references.

The nineties zeitgeist is a reflection of the dress. Exemplified by this piece one can see how the flexibility of women's clothing transitions from solely feminine styles to more masculine through the pairing of the jacket and skirt. In the 90s and even in the present day there is greater attention on reviving retro designs. Just like in the 60s when women began to dress as they pleased showing more skin while also wearing designs inspired by male clothing. The 90s was an imitation of such times. Highlighted through the boxy more masculine blazer jacket. Contrasted with the mini skirt revealing more skin adding a more feminine and sensual touch to the mix.

During the 90s technology was on the rise which created easier access to designs worn in previous decades. This marked the boom of the technological era as people began to have computers in their homes and began using cell phones (Leadem, 2019). Along with the availability of DVDs as opposed to VHS, delivering higher quality video streaming. Which naturally causes an increased interest onto details such as the attire worn by actresses and influential figures. Furthermore, the 90s marked the birth of the notorious Google (Leadem, 2019). A search engine which enables users to locate data on just about anything. Enhancing consumers' abilities to look up fashions that existed prior to their time. In this case, looking back and being inspired by the styles of the 60s. Jacqueline Kennedy was and till date remains a fashion icon. Being able to dress like her still allows people to add extra layers of elegance to their appearance.

Leadem, R. (2019, February 26). *10 things you didn't realize were invented in the 1990s*. Entrepreneur. Retrieved April 2, 2022, from <https://www.entrepreneur.com/slideshow/295683#:~:text=Things%20started%20to%20resemble%20today's,had%20computers%20in%20their%20homes.&text=People%20were%20exposed%20to%20sleek,watching%20videos%20%2D%2D%20the%20DVD>.

**Please check Spelling/ Grammar/ Sentence Structure**

Add APA References/in-text citations from both the museum and outside source

Use Purdue Owl

**Use the Visual Merchandising PP Posted for this assignment**

Good Luck!

