



Johanna Ortiz Spring 2021 Critique

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Designer Johanna Ortiz showcased her Spring 2021 Ready-to-Wear runway line recently. This collection is described as a “barefoot glamour” since Ortiz described it as a collection that can be worn at home in a relaxed state but also can be dressed up. The garments in the collection use a lot of different colors, textures, and shapes to create different patterns. There is also some contrast between the colors used for the garments, harmony and emphasis in some of her dresses. With this collection Johanna Ortiz brought optimism and femininity through the vibrant prints, puffy sleeves, silhouettes and details.

The brand’s philosophy includes “trying to use the same dress in different ways, for different occasions” which emphasizes the barefoot glamour the Spring 2021 collection shows. The garments for this collection were made out of cotton, two-piece ensembles for dresses, and mola embroideries made from recycled threads. You can see the different colors and patterns throughout her garments, some of which include botanical prints, vegetal motifs and vivid colors like orange and greens. Her signature ruffles are also seen throughout the collection giving some emphasis on the solid color dresses as well as some embroidery.

This Spring 2021 look book was shot on the streets of Ortiz’ hometown which creates a contrast with the patterned dresses since the backgrounds are brighter and solid. The aesthetic of this collection is upbeat and joyful in order to bring festiveness during these hard times. The collection is made out of different textures like cotton, silk, leather, linen and irca palm fibers for bags. Her iconography embroidered cotton twill jacket is one of the garments that shows a good contrast due to the colors. It is a black cotton jacket with white embroidery at the bottom which creates a sense of emphasis on the bottom because of the placement, color, contrast and size of the white embroidery.

Ortiz's garments are perfect for the new upcoming spring season because of the patterns that are being used as well as the type of fabric. Most are made out of cotton but also silk and linen which are very breathable fabrics perfect for spring. Some of the dresses are made out of two pieces containing a shirt and skirt but the harmony is evident because of the same pattern on both garments. They can be mixed-matched with other pieces or they can be worn together as a whole to create one coherent look. You can see many other tops and skirts that are not as patterned but still attract the viewers eyes because of the emphasis on certain area of the dress whether that be an embroidery, contrasting colors or forms created by the sleeves.

Along with the many dresses and skirts included in this collection, Ortiz also created an Amazonia T-shirt which the proceeds will go to a group working for ecosystem recovery in the Amazon region called "Act 4 Amazonia". Sustainability is a priority to designer Johanna Ortiz and this Spring 2021 collection really shows that by the use of organic fabrics as well as recycled threads to create the garments. The collection also stays true to the barefoot luxury she wanted to achieve for the upcoming spring season.

Reference

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