

# VIVIENNE WESTWOOD

**By: Siara Brown**

# BACKGROUND

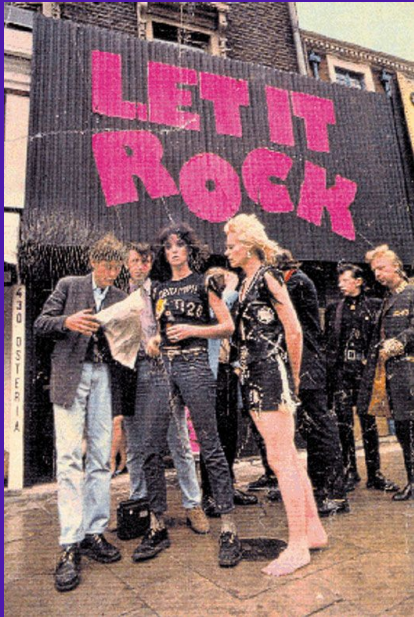
- Born on April 8th 1941 in Glossop, Derbyshire England
- She is 77 years old
- Her full name is Vivienne Isabel Swire
- Is known for introducing “underwear as outerwear”,  
reviving the corset and her punk looks
- Has always been inspired by art

# BACKGROUND CONT.

- She went to Glossop Grammar School and graduated in 1958
- Her family moved to London in the same year and she went to the Harrow School of Art at Westminster University and studied fashion and silversmithing and ended up dropping out
- Worked in a pea-canning factory and sold costume jewelry across markets

# HOW SHE STARTED

- In 1965 she met and moved in with Malcolm McLaren
- They opened a boutique together in 1971 and it went through several different names because they wanted to enhance their current collection ideas



- McLaren was the manager of the band The Sex Pistols and they designed clothes specifically so they can wear.



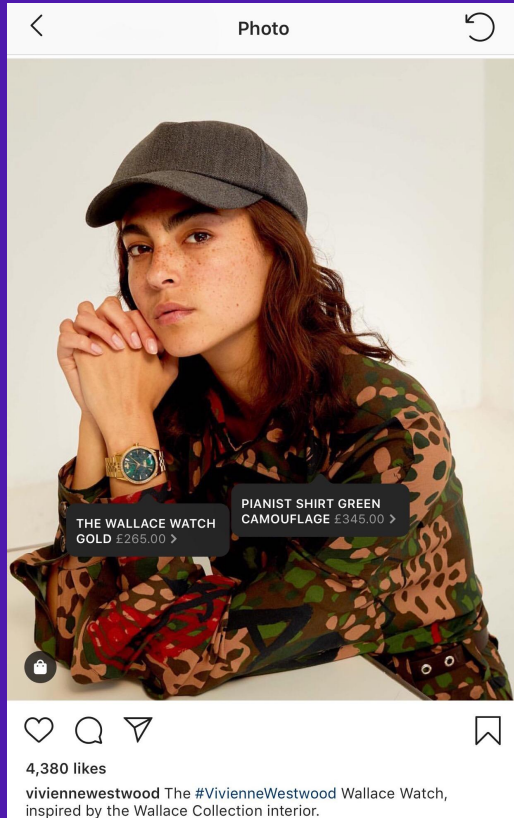
# TARGET MARKET

- In 1993, she had a collection divided into two parts, the Red Label and the Gold Label.
- Red label = inexpensive
- Gold label = consisted a small collection of high fashion items
- In 97, created the line Anglomania which was aimed to a younger audience.
- Today, she targets to people who are wealthy and between the ages 25-60

# FABRICS

- Wool
- Leather
- Cotton
- Silk
- Her First line was made out of rubber negligees that she purchased from a pornographic catalogue

# HOW SHE PROMOTES



- social media (instagram & twitter)
- website: <https://www.vivienne westwood.com/en/>





# COLLECTIONS

- Still has a line called Anglomania till this day.
- “The theme comes through in the use of military and practical/workwear silhouettes and details in the fabrication and prints.”





# COLLECTIONS CONT.

- Andreas Kronthaler (AK) for Vivienne Westwood 2018-2019
- This line was influenced by the skate girls of Kabul



# AUTUMN WINTER 2018/19

- Name of collection is “Don’t Get Killed”
- “I use fashion as a vehicle for activism to stop climate change and mass extinction of life on earth.”



# SPRING SUMMER 2019 COLLECTION





1976



2019



# WHY SHE'S IMPORTANT

- Always had original pieces
- Never afraid of change
- She doesn't care who wears the clothes but how they wore and felt in it
- Her clothing always had a message behind it whether people liked it or not

