

NYC College of Technology/Humanities Department
20th Century Dress and Culture ARTH 1204-D434 W: 11:30 am-2 pm
Dr. Nazanin Munroe Spring 2020

COURSE READER: This class is a zero textbook cost course. In lieu of a textbook, please use these readings related to the following lecture topics. You can go over the readings following lecture to solidify your understanding of the topic, and in conjunction with homework assignments as indicated on the syllabus.

Most readings are open access, with the exception of Oxford Art Online (formerly Grove Art Online). To access this database, go through the City Tech Library at the following link:

<https://library.citytech.cuny.edu/research/articles/letter/O>

You will need the library number listed on your City Tech ID to access the articles; then you can search by designer name and article author as specified on the syllabus.

Recommended Textbook: English, Bonnie. *A Cultural History of Fashion in the 20th and 21st Centuries*, Second Edition (Bloomsbury Academic, 2013: New York and London) (ISBN: 0857851357)

ONLINE READINGS/VIDEOS and RELATED ASSIGNMENTS: Complete these following the lecture

Reading # 1: Intro to contemporary fashion: Textiles and Fashion in context up to the late 19th c.

READING: V&A Museum, “Corsets and Bustles”

<http://www.vam.ac.uk/content/articles/c/corsets-and-bustles-1880-1890-from-over-structured-opulence-to-the-healthy-corset/>

Met Museum Exhibition: Impressionism, Fashion and Modernity

<https://metmuseum.org/exhibitions/listings/2013/impressionism-fashion-modernity/images>

HW: How does your clothing feel? (2 pages) **DUE by 11.30 am on 2/5/20**, submit on Black Board

Reading # 2: Art & Fashion: Early 20th c. dress

VIDEO #2: PBS: The Case for Abstraction (~10 min.) <https://youtu.be/96hl5J47c3k>

A short introduction and summary of abstract art, including artists that inspired fashion designers

READING:

Harper’s Bazaar “The 100-year Old Art School That’s Still Influencing The Fashion World”

<https://www.harpersbazaar.com/fashion/trends/a26100544/prada-ouverture-bag-bauhaus-fashion/>

Mary Kantrantzou Combines Bauhaus Arts and Crafts graphics in fashion collection

<https://www.dezeen.com/2018/06/04/mary-katrantzou-combines-bauhaus-arts-crafts-graphics-autumn-winter-2018-fashion-collection/>

In class session 2: Complete the compare/contrast worksheet; this will be returned to you during class 3

HW: Garment Styles I, Womenswear **DUE by 11:30 am on 2/19/20**

Reading # 3: French fashion in the 1920s-30s: Chanel, Patou, Vionnet

READING: “Liberating Women’s Bodies” [Madeleine Vionnet] By Suzy Menkes, NY Times (July 13, 2009)

<https://www.nytimes.com/2009/07/14/fashion/14iht-fvion.html>

Met Museum TOAH “Coco Chanel”

https://www.metmuseum.org/toah/hd/chnl/hd_chnl.htm

“1920-29” by Karina Reddy. In *Fashion History Timeline*. New York: Fashion Institute of Technology.

<https://fashionhistory.fitnyc.edu/1920-1929/> (May 11, 2018)

Review this Patou Ensemble: <https://www.metmuseum.org/art/collection/search/80844>

In class session 3: Work on Poiret/Delaunay Narratives

HW: Garment Styles II, Menswear DUE by 11:30 am on 2/26/20

Reading # 4: Art as Fashion: Fortuny, Schiaparelli, Dior, Balenciaga

READING: Oxford Art Online: “(2) Mariano Fortuny” by Richard Jeffree and Sarah Scaturro
Google A&C “Schiaparelli and Surrealism”

<https://artsandculture.google.com/exhibit/1QLSabXbe04rJw>

In-class session 4: Create original Fashion Drawing inspired by art

Post WW II-Couture

READING: “Christian Dior” by Beth Duncuff Charleston

Metropolitan Museum, Timeline of Art History: https://www.metmuseum.org/toah/hd/dior/hd_dior.htm

Oxford Art Online: “Christobal Balenciaga” by Molly Sorokin

Google Arts & Culture: Balenciaga, The Lace Magician

<https://artsandculture.google.com/exhibit/balenciaga-the-lace-magician/OwKSj0blgYNnJQ>

VIDEO: “Shaping Fashion: Balenciaga’s Legacy” (~3min.)

<https://youtu.be/nAsPg2PdL1o>

In-class session 5: Work on fashion drawing narrative

ONLINE CLASS STARTING MARCH 19-new content added

These readings and videos replace our usual lecture, so set aside ~2-2.5 hours/weekly for these

3/19-3/25

Reading # 5: RTW in the US: American Ready-to-wear: Jeans, shirts, suits, Americana

READ: NY Times article: “Needles, Threads, and New York History” by Jean Appleton (Aug. 1, 2012)

<https://www.nytimes.com/2012/08/02/opinion/long-live-the-garment-district.html>

READ: “The History of Denim” Levi Strauss & Co.

<https://www.levistrauss.com/our-story/the-history-of-denim/>

READ: “The History of Men’s Shirt Collars is all about Social Class and Avoiding Laundry”

<https://melmagazine.com/en-us/story/the-history-of-mens-shirt-collars-is-all-about-social-class-and-avoiding-laundry>

WATCH: “Reigning Men” exhibition trailer, about the history of menswear (LACMA)

<https://player.vimeo.com/video/162776397?title=0&byline=0&portrait=0>

RTW Womenswear Designers

Claire McCardell

READ: Oxford Art Online: “Claire McCardell” by Amy Widmayer

Review: Claire McCardell’s “Popover Dress”

<https://metmuseum.org/art/collection/search/84029>

READ: “American Ingenuity in Sportswear” Met Museum TOAH https://www.metmuseum.org/toah/hd/amp/hd_amp.htm

Norman Norell

READ: Oxford Art Online: “Norman Norell” by Kirsta Willis

Review: MFIT Exhibition: “Norell, Dean of American Fashion”
<http://www.fitnyc.edu/museum/exhibitions/norell.php>

Reading # 6: Fashion in Film

READ: Oxford Art Online: “Fashion in Film” by Michelle Tolini Finamore and Ann Poulson
MFIT online exhibition: *Adrian: Hollywood and Beyond* (Introduction & Online Exhibition)

<http://www.fitnyc.edu/museum/exhibitions/adrian.php>
<https://exhibitions.fitnyc.edu/adrian-hollywood-and-beyond/>

Review: Images of 1940s movie stars and wardrobes

<https://www.marieclaire.co.uk/fashion/1940s-fashion-the-decade-captured-in-40-incredible-pictures-108160>

WATCH: These iconic scenes from the golden age of Hollywood

Letty Lynton Joan Crawford’s famous gown designed by Adrian inspired multiple knockoffs at Macy’s and other retailers (~4 min) <https://youtu.be/JSfylVpWQT4>

Gilda Rita Hayworth in a very early version of a strapless dress, singing “Put the Blame on Mame” (~3 min) <https://youtu.be/NY2IpSCV-Nk>

Rebel without a Cause Check out the red jacket & jeans worn by James Dean, as a symbol of rebellion against his conservative parents. Designed by Moss Mabry. https://youtu.be/7014C_6ABAg

An American in Paris This is a dream sequence with multiple costume changes inspired by dance and art—the film is about an American ex-GI, an artist, who falls in love with a French girl (~3 min) <https://youtu.be/RPpMa3gBuNk>

Hollywood Designer Edith Head <https://youtu.be/-H97KNGKc9E>

Optional Hitchcock: Color and Costume in Rear Window (~4 min) <https://youtu.be/sL7cwNkYCHM>

READ: Vertigo Head and director Alfred Hitchcock collaborated on several films, such as Vertigo;

intriguing due to the dual personality played by the female lead, Kim Novak (~4 min)

<https://www.oscars.org/news/classic-costumes-vertigo>

HW: Mid-term exam assignment **DUE 3/25/20 by 11.30 am** (see BB “Assignments” for details)

Week of 3/25-4/1

Reading # 7: 1960s: Counterculture and movements inspiring fashion

Introduction: READ: 1960s Fashion: Youth, Counterculture and Couture (V & A Museum)

<https://www.vam.ac.uk/articles/an-introduction-to-1960s-fashion>

Designers:

Mary Quant (Google Arts & Culture)

READ: Article <https://artsandculture.google.com/entity/mary-quant/m01cmfd?hl=en>

WATCH: Slide show <https://artsandculture.google.com/exhibit/the-fashion-history-of-dame-mary-quant-british-fashion-council/0QKSHn4SqTdrLw?hl=en>

Yves Saint Laurent

READ: Oxford Art Online: “Yves Saint Laurent” by Lourdes Font

Review: Look at the development of YSL’s fashions <https://museeyslparis.com/en/biography?theme=fashion>

Review: The Mondrian Dress (Met Museum)

<https://www.metmuseum.org/art/collection/search/83442>

Pierre Cardin

READ: Oxford Art Online: “Pierre Cardin” by Cassandra Gero

WATCH: Futurism of Pierre Cardin, 1970 (~2 min)

<https://youtu.be/AzBxs54qko>

Andre Courreges

READ: Oxford Art Online: “Andre Courrèges”

READ: André Courrèges: Space Age Couturier (WWD, Jan. 10, 2016)

<https://wwd.com/fashion-news/designer-luxury/andre-courreges-space-age-couturier-10307711/>

Laura Ashley

READ: How the Floral and Frills of Laura Ashley Came to Define an Era” by Vanessa Thorpe (The Guardian, Sep. 16, 2016) <https://www.theguardian.com/business/2018/sep/16/how-laura-ashley-florals-and-frills-define-an-era>

Hippies & street style in the 1960s

Review: <https://www.mfa.org/exhibitions/hippie-chic>

WATCH: Exhibition trailer & curator interview (~1.5 min) <https://www.mfa.org/media/video/9177>

HW: Write a short narrative on contemporary fashion that mimics 1960s trends - see Blackboard “Assignments”

Choose research project designer - sign up on Wiki on BB

Work on Compare/Contrast Fashion paper DUE 4/22/20 by 11.30 am

Weeks of 4/7-4/22

Reading # 8: 1970s: New fibers, new uses

Designers

Zandra Rhodes

WATCH: Zandra Rhodes Interview with WWD (~3 min)

<https://youtu.be/uuimVN34vKQ>

Review: Exhibition of Rhodes’ work “A Lifelong Love Affair with Textiles” (2011) Mingei Museum, San Diego CA <https://mingei.org/exhibitions/zandra-rhodes>

Vivienne Westwood

READ: “Vivienne Westwood and the Postmodern Legacy of Punk” + review all objects https://www.metmuseum.org/toah/hd/vivw/hd_vivw.htm

WATCH: 1977 Interview with Westwood about Punk Fashion (~2.5 min)

<https://youtu.be/NNo2NeYzEF0>

WATCH: “PUNK: From Chaos to Couture” Met museum Exhibition gallery views, narrated by Andrew Bolton (~10 min) <https://youtu.be/1Gv5EqSud-s>

If you’ve never heard of/seen the Sex Pistols [band] check out this video for “God Save the Queen” <https://youtu.be/02D2T3wGCYg>

Issey Miyake

READ: “Miyake, Kawakubo, and Yamamoto: Japanese Fashion in the Twentieth Century” + review all objects

https://www.metmuseum.org/toah/hd/jafa/hd_jafa.htm

Review: Issey Miyake’s Tattoo Dress

<https://artsandculture.google.com/asset/dress-tattoo/FgGSEiMiPN3DYw>

WATCH: Miyake’s later work in this Fashion show, S/S 1995 (~4 min)

<https://youtu.be/20le314zlpM>

Halston

READ: Oxford Art Online: “Halston [Frowick, Ray Halston]” by Cassandra Gero
WATCH: YSL and Halston: Fashioning the 70s (Museum at FIT) (~10 min) <https://youtu.be/FE0QmplGjZM>
Review: Halston’s coat dress in Ultrasuede
<https://www.metmuseum.org/toah/works-of-art/1993.351ab/>

FASHION IN POPULAR CULTURE

WATCH: Getty Images, Looking back at 1970s Fashion (~2.5 min)
<https://www.youtube.com/watch?v=gNN5VQWJmww>
WATCH: Check out disco fashions in this John Travolta Dance Scene from *Saturday Night Fever* (~2 min)
https://youtu.be/lMZ9_yrClqU

Reading # 9: 1980s: Dressing for power and lifestyles

Designers

Valentino Garavani

Although this Italian Couturier started his business in the late 1950s, when he created his RTW lines in the 1980s, his style was worn and copied throughout all social classes

READ: Oxford Art Online: “Valentino” by Meghan E. Grossman

Review: The Valentino Garavani Virtual Museum <http://www.valentinogaravanimuseum.com>

WATCH: “Valentino: Master of Couture” Exhibition at Somerset House, London <https://youtu.be/kh6HcYwHjs4> (~4 min, TV coverage)

Review: A “Valentino Red” Dress from the 1980s <https://www.metmuseum.org/art/collection/search/131572>

Ralph Lauren

READ: Oxford Art Online: “Lauren [Lifshitz], Ralph”

READ/Review: “Ralph Lauren Through the Years” The New York Times (Sep. 29, 2015)
<https://www.nytimes.com/interactive/2015/09/29/business/Ralph-Lauren-career.html>

Calvin Klein

READ: Oxford Art Online: “Klein, Calvin (Richard)” by Beth Dincuff Charleston

READ/Review: “Calvin Klein Through the Years” by Jessica Andrews, Vanity Fair (Sep. 4, 2014)
<https://www.vanityfair.com/style/photos/2014/09/calvin-klein-history>

WATCH: The historically scandalous TV ad for CK Jeans, starring a 15 year old Brooke Shields
https://youtu.be/YK2VZgJ4AoM?list=PLiUi1E0XiKv7DTzBOul_7wcfPrUG6PDx6

Donna Karan

READ: “Fashion: Closing the Gender Gap” by June Weir, NY Times (June 30, 1985)

<https://www.nytimes.com/1985/06/30/magazine/fashion-closing-the-gender-gap.html>

READ: “Now You Know: The Evolution of Donna Karan’s 7 Easy Pieces” In-Style Magazine (Jul 1, 2015)

<https://www.instyle.com/news/history-donna-karan-seven-easy-pieces>

POPULAR CULTURE & Hip-Hop Fashion

WATCH: Katherine Hamnett and the origin of the Graphic Tee (~2 min)

<https://youtu.be/fs3HlRn20mE>

MTV: Television was a cheap and easy way to promote certain styles, but the eccentricities of the late 70s and 80s in London and New York music scenes brought these underground fashions to the catwalk.

WATCH: 80s music videos:

- Madonna “[Holiday](#)” This dancer/singer brought urban fashion to the suburbs in 1983-4 –note the black rubber bracelets and layering of net/lace and oversized garments

- Cyndi Lauper [“Girls just want to have fun”](#) Lauper’s corset and bohemian flair influenced several 80s designers (and her half-shaved head)
- Adam Ant [“Stand and Deliver”](#) Adam is dressed in Vivienne Westwood’s “Pirate” Collection—known as the “New Romantic” look
- Culture Club [“Time \(Clock of the Heart\)”](#) Lead singer Boy George wear a beige Vivienne Westwood jacket from the “Witches” collection in one scene, and black in another
- Blondie [“Rapture”](#) Filmed in the East Village in 1981, this is the first rap video ever aired on MTV—Jean-Michel Basquiat is at the turntables as the “DJ” (1:52-2 min)—other graffiti artists are spray-painting the walls in real time

READ: “How Hip-hop fashion went from the streets to high fashion” by Max Berlinger, LA Times

<http://www.latimes.com/entertainment/la-et-ms-ig-hip-hop-fashion-streets-couture-20180125-htmstory.html>

WATCH: Excerpt about origins of NYC Hip-Hop from the documentary “’77: The coolest Year in Hell” (~4.5 min, watch to 8:55) <https://youtu.be/KFgyezfS6ik?t=249>

Optional WATCH: Run DMC hip-hop style through the 80s-90s and the relationship with Adidas (~5 min)

<https://youtu.be/AJW9EpobC5U>

Review EXHIBITION: Jean-Michel Basquiat, Brooklyn Museum

<https://www.brooklynmuseum.org/exhibitions/basquiat/>

Optional-Music: Listen to the first recorded rap song: [“Beat Bop”](#) by Rammellzee and K-Rob (Basquiat did the cover design for the 45 RPM)

HW: T-shirt ideology drawing with explanation of imagery

Reading # 10: 1990s: Grunge and the new chic; 2000s: Fashion and technology

Designers

Gianni Versace

READ: Oxford Art Online: “Versace, Gianni” by Meghan E. Grossman

WATCH: Biography (~3 min) <https://youtu.be/HZ72qwPjFM4>

Alexander McQueen

READ: Oxford Art Online: “McQueen, (Lee) Alexander

WATCH: “Savage Beauty” Exhibition review narrated by Andrew Bolton (~8.5 min) <https://youtu.be/Pg0HwLAJyV0>

READ: History of the Fashion Show

<https://www.theguardian.com/fashion/2018/feb/15/the-view-from-the-front-row-a-history-of-the-fashion-show-photo-essay>

READ: “Grunge: A Success Story” by Rick Marin, NY Times

<https://www.nytimes.com/1992/11/15/style/grunge-a-success-story.html>

READ: BBC: When Fashion and Art Collide

<http://www.bbc.com/culture/story/20170929-when-fashion-and-art-collide>

Extra Credit: Guess that Decade: How well do you know your garments styles? See BB for assignment (extra credit for final exam)

WATCH: Music video, Nirvana [“Lithium”](#) Kurt Cobain and his bandmates in Nirvana were Grunge’s poster children

HW: Prepare research presentation (5-7 image slides with notes in each slide, title and bibliography)

Final weeks

Research Presentations: 5/6/20

Research Presentations/Final Exam Review 5/13/20

Final exam 5/20/20

Check Blackboard for Extra Credit opportunities at NYC Museums