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Food and fashion both respectfully hold significant value to how cultural, social, and personal expressions we collectively share in our society. Food and fashion dress have such a strong relevance together because they both play a huge part in how it is so central to our lives; we need dress to keep us warm and we need food in our stomachs to be able to survive in our world. Another unique significance of how food is important is how we relate different dishes to our ethnic backgrounds, our coming together for things like special occasions, and we make food the central glue to how we bond over the holidays too. Also, the importance of food and dress expressing our individuality and cultural identities stems from the fact that each one of us is different than the other; we express our differences in the style of the clothing in which we choose to wear and the food that we consume. We choose different styles of dress to either convey a message or to simply choose a different type of food to showcase our own culture and when we combine these two topics, we see that they're more alike than they're different.

Before, a buyer decides to buy a garment off the rack and is interested in purchasing the item; the first thing that catches their eye is the color of the garment and if they're interested in the color then they'll delve deeper into the style of how the garment looks. According to Belle, it states "the color family category which is considered to be a neutral consists of white, grey, black, and brown shades which could be considered to be incorporated in the warm or even cool family" (Belle & Ternus, 2017 pg. 33). In this case, the significance of the color of the garment of both food and dress is within the color family of *neutrals* which are white, grey, black, and brown, there's also a *color scheme* taking place in how the *complementary colors* are happening between the green sweater, the pants, and the trench coat. These are present within the green elements hidden in the coat/pants in which the *color scheme* of the *neutrals* and the complementary green apple match with the sweater. According to Belle, it states "complementary colors are opposite of each other on the color wheel and usually vibrant in its color which in turn bring out the intensity of the dominant bright color between the darker and the brighter color" (Belle & Ternus, 2017 pg. 38). The food and fashion garment that I chose shows *value* which entails the balance of how the amount of the light and/ or dark that is been added to the coat and the pants on the mannequin. For instance, the pants, the coat, and the sweater all have added a white hue to turn it into a pastel color and a black hue to the food images on the fashion of the outfit. According to Belle, it states "value is when the amount of

either dark or light is either added as a pastel to the or a dark shade has been to the color to transform it” (Belle & Ternus, 2017 pg. 35). The *tones* in which my garment’s mood is showcasing are a mix of aliveness of the shade of green and how the *shade* of green on the sweater enhances the pop of the green in the pants and the trench coat. The play on color does contribute to the *color psychology* of how the shades between the brown khaki bring on warmth and want to contract on the wearer. According to Belle, it states “The play on the color psychology of warm shades evoke this sense of wanting to contract into itself and the tone of the garment determines the mood in what the wearer will feel whilst what it does to the brain” (Belle & Ternus, 2017 pg. 25 -26). As proven, color determines a big portion of how and why people choose the garments that they wear to persuade someone to adhere to a certain mood that they want to express, and, in this case, it is portrayed through food and dress.

When people see something whether it is through a window or just how a garment falls on the mannequin. As humans, our eyes are the gateway to how we perceive organized effective presentations on a window display. The way the garment that I chose from the food and fashion exhibit shows *line* is how the coat to the pants show *vertical lines* that represent the garment having direct, precise, and forceful thin *lines* that are shown on the coat as well as on the pants. Furthermore, the trench coat has detailing that shows preciseness going vertically down the coat and across which shows a sense of height and pride to the coat as well as on the pants. Ultimately, the vertical lines have a way of providing height because the wearer will experience a level of added height to their stature. According to Bell, it states “Vertical lines typically provide a level of added illusion to height, directness, thin lines, and preciseness to how the lines are directed to be more forceful and precise (Bell & Ternus, 2017 pg.52). Also, the forcefulness of the vertical lines adding to the neatness of the pattern that the coat and the pants provide do force your eyes to focus and follow the vertical and horizontal lines that the coat follows in the pants as well. According to Bell, it states “line is a direction the way that it is arranged determines the effectiveness of how the presentation is to be shown” (Bell & Ternus, 2017 pg. 50). Line is key to how the eye understands the effectiveness of how and where the *lines* are arranged if there isn’t an effective arrangement composition then the effectiveness of the *lines* will not be successful.

Visual merchandisers and designers' key is to make sure that they establish a good rhythm within their storefront windows or on their models/ mannequins by directing the viewer's eyes across from element to element then they have achieved what they wanted. The food and fashion garment that I chose demonstrates that very well with the use of this principle of design; the pants and coat follow a *rhythm* of the same *rhythm* of movement from the elements of the different vegetables moving from left to right and the dominant pattern of these vegetables are being translated throughout the pants and coat on the garment. According to Belle, it “has the viewer follow a rhythm of movement which leads the eye from element to element and leads the eye from the dominant object to the less dominant one” (Belle & Ternus, 2017 pg. 58). The dominant element on the pants and the coat is the different vegetable patterns and leads the viewer to the less loud garment the sweater on the mannequin. Understanding rhythm can help make a difference in how the garment will look and determines how the viewer establishes in their mind when they see your garment is crucial because there must be a *composition in rhythm* for an outfit to lead the viewer's eye from top to bottom of an outfit.

Oftentimes, the average person doesn't realize that in fashion there's a science behind how garments are being made and handled. When a garment is created for consumers, there is a certain fit or look that the designer wants to go for and so the form is especially important if the designer's achieved look is to be form-fitting or oversized. For example, the other element of design in the food and fashion garments that I chose pertaining to *form*, the pants and the trench coat form the wearer in a form-fitting manner, the body shape of the designer was already in mind when they created it because of how it took the *form* it'll naturally contour and adhere to this person's body type. According to Belle, it states “Form is a part of the seven elements of design because the desired shape of the wearer is made up to adhere to how the clothes are made and will take form when the person wears it” (Belle & Ternus, 2017). Form is important because this theory can make or break how the fit of the clothing could either flatter the person in the right places or it'll not flatter them in certain places. So, understanding *form* to its full extent and noting that not all bodies come in one size, it is crucial to understand what the appearance of form will do to the wearer is beneficial.

A customer who is inspecting a certain garment of any type or window must see the balance between the left and the right side of the clothing to feel complete whereas otherwise, it'll make the person who is viewing your clothing an uneasy feeling and not want to buy it. For example, the fourth *element of design* is reflected in my food/ fashion garment because even though there is a lot going on the garment has *balance* from left to right. The trench coat and the pants follow the same patterns and are *balanced* correctly because it is symmetrical, and even though it is hard on the eyes for most people because it is busy there is *balance* present for the mind to be able to focus and not get that uneasy feeling. The pattern is followed throughout the pants as well as the trench coat, but it is also *balanced* because what you see being mirrored in the pants is translated on the trench jacket. According to Belle, it states. "There is a symmetrical balance between the garment that is what would create a well-designed and balanced garment that regardless of if it's busy or not should be mirrored from left to right" (Belle & Ternus, 2017 pg. 55). Achieving this fourth *element of design* in visual merchandising is important because understanding symmetry and observing how humans psychologically react better to things that are mirrored there is a sense of peace that we get regardless of how busy a garment or a store display may portray but having a well- designed garment should have *balance* present to be considered a good one.

When something out of the ordinary like a significant difference in either jagged lines on a garment that is still placed differently than usual but adds character to the garment is also relevant because even though there is a difference there is still a unique contrast between what it is considered a regular line or note a sharp difference that isn't normal. For example, the fifth *element of design* is *contrast* which is shown in my garment in food/ fashion. The trench jacket and the pants have *contrast with* the sweater because the trench coat has a sharp difference in lines because the sweater doesn't share lines with the jacket and the pants. Whereas the *composition* of the pants and the jacket both share the same type of lines whereas the sweater just has a color and a watermelon logo. According to Belle, it states "Contrast usually is the difference in how the garments on a store display are being shown and it is noticeable how they're not shown the same exact way" (Belle & Ternus, 2017 pg. 56). The *juxtaposition* of the garment between the green sweater, the pants, and the coat is that the sweater is added to the mix to emphasize the difference between its similarities and the differences against the pants and

jacket. This other technique in the elements of design is determined to invoke the color of the watermelon which is primarily green since the middle of the sweater shows the *juxtaposition* of the similar pattern of color of food in fashion in this garment. According to Belle, it states “juxtaposition is when there is a difference and similarity of its intention to create the contrast of the garment and are emphasized with its differences and similarities to evoke a certain emotional trigger” (Belle & Ternus, 2017). These two elements are beneficial because it shows how you can invoke emotions in your garment and art exists not just in paintings but also it is possible to create articles of clothing to reflect a statement in your clothing like in the food and design exhibit.

A pop of color or a pattern is used in the world to be able to grab the viewer's attention and influence them into wearing or even wanting the product. In order, to keep the audience engaged with your garment there needs to be an engaging color or element in your garment that is going to have to be *dominant* in your garment for that engagement to stick. The element that is *dominant* in my garment is how the hot green sweater is the pop of color to be able to *dominate* the attire otherwise if the sweater followed the same exact pattern or color then the outfit would not catch the viewer's eye and they would deem it to appear muted. But, since this designer knew what dominant color to grab like the green elements of green vegetables/ fruit that are on the pants and jacket, they knew that to catch the viewer's eye they had to choose an element that would be dominant which in this case the green sweater. According to Belle, it states “When the dominant focal point element points to what the eye identifies first before anything else on the garment” (Belle & Ternus, 2017 pg. 56). Dominance is important because it is what makes the viewer want to explore the rest of what the garment may entail and gives the person who is looking at it their focal point to look at which is in this case for my garment with the food and fashion they achieved it by making the color and the pattern stand out which in this case it was successful what the designer did to be able to achieve that.

Regardless of what our eyes fixate on there's an aspect of measuring with our eyes that we determine whether something is either too big or too small in weight of size compared to another item next to that object. In this case, proportion is very well present in my garment choice. The food and the dress that I chose reflects *proportion* because of the relationship

between the length of the trench jacket to the length of the pants. Furthermore, the *proportion* between the size of the jacket is shorter in weight to the pants and it works because if everything was the same size it would have been less flattering. This way it allows for the wearer to still be able to show that if they were to wear this out, it shows that the *proportion* between the pants and jacket shows that the person is wearing long pants to show proportion and that it looks balanced in size. According to Bell, it states “proportion is when there is a relationship with the size, scale. And the weight among the elements that are being shown on either a store display or an outfit in its complete state “(Belle & Ternus, 2017 pg. 58). When there is proportion present on a garment that means that everything that is present is meant to be where it is and that there is healthy weight present in what’s being shown.

When there is a constant recycling of elements that are being translated repeatedly over again there’s a consistency throughout the piece of work. My garment on food & fashion has the final *elements of the design* of *repeating* the pattern throughout the pants and the trench jacket the pattern of veggies that are collard greens, and black-eyed peas okra then there is the fruit that is green which is the watermelon being the *repetition* pattern that is also present in a bigger scale on the green sweater In the center. According to Bell, it states “the repetition of colors, patterns, fonts, etc. throughout a piece of work which reflect a level of consistency throughout the piece of work” (Belle & Ternus, 2017 pg. 58). When you are constantly repeating something throughout an artwork or piece it could signify many things a statement, a political stance or even a reiterating idea and in this case, it was fruits and veggies that are related to green, but it ties into itself strongly. Whilst it may look like a lot regardless of it could have appeared to be or look like a pattern that comes together somehow and is cohesive in the visual art aspect of the garments coming together to tell a message on food & clothing.

When a designer has achieved the ability to be able to showcase a feeling without physically being able to feel how the garment feels then they were able to achieve that desired feeling that they wanted to portray whether it is a luxurious feeling or not but oftentimes when it was made with high-quality fabric then you wouldn’t need to physically touch it to know whether it looks expensive or not. The garment’s *texture* of the feeling of how the sweater visually appears to look *soft* and *smooth* and *reflects the light* when the light hits it *appears to be*

a lighter green. The trench coat texture appears to look *smooth* and *sheen* from the material that the designer decided to choose and looks like it is also like a *silk & satin* material that they chose to use. The pants' texture appears to be soft and silky like the material that they used for the trench coat made from soft expensive silk/ satin to achieve a luxurious look. But, together cohesively the texture looks well put together, and the fabric looks of high quality. According to Bell, it states “texture is defined as how the surface of the how the treatment is portrayed or how it simply feels (Belle & Ternus, 2017 pg. 49). This type of fabric would feel against the skin to be soft and satin-like and it'll feel cool and not cheap, I'm almost certain that this outfit was made with extensive attention to detail and made with very high-quality silk which would feel divine on the skin with the sweater and the warmth that it must extract would be ideal for fall weather since it stylish yet comfortable fabric that would have your body heat controlled to feel comfortable against the skin.

Food and fashion both have their own reasons as to why they both need to exist in our society for us as humans to be able to thrive in this world. But we've got to admit that food and fashion do play a very big part in our lives and that even this needs to become a moderated subject. There is a balance that has been lacking in our world to be able to understand the focus on changes within sustainability and change the trajectory of gluttony in the overconsumption of food and greed. This is a concern because the gluttony of needing to have more does create chaos amongst us and creates greedier people with less consideration for everyone else around them. Thankfully, there are some suggestions that could help mediate this issue like maybe thrifting and realizing that you don't need a bazillion different clothes to be able to show that you are doing better than others or consider upcycling and convince people that old clothes could be given a new life instead of ending up in landfills. We could probably change the trajectory of the world declining because of pollution to a more sustainable environment where the earth could produce cleaner air free of harmful pesticides and pollutants that are affecting us negatively.

The celebration of food and fashion coming together to be celebrated because oftentimes food on clothing could be a reason to showcase either a political stance against or for something. Fashion could represent anything from economic turmoil or connecting a distant memory of a food brand that doesn't exist for nostalgic reasons in which case we do eat what we wear, and it

is just another level of sensorial being able to experience fashion. According to the author, it states “New York Fashion Week came up with this idea of coming up with something attainable which created a connection between everyday items that have either an emotional connotation to it or nostalgic one” (Arnold, 2022). Food and fashion have more similarities than we think are alike, there’s nothing more different than a chef making food and a designer making clothing because both respectfully are good at their craft and it’s about the quality of which they produce what they make within their respective passions. According to the author, it states “There are a lot of similarities between a professional cook and a fashion designer; the quality of their ingredients, honing their craft, and as well as adapting to the ever-changing seasons throughout the year” (Marra-Alvarez, 2023). Merging fashion and food are two things that we as humans need to be able to survive and since we need it anyway might as well celebrate them during the duration of our time on earth.



Figure 1 (October 27th, 2023) (unknown artist). FIT: Food and Fashion Exhibit



Figure 2 (October 27th, 2023) (unknown artist). FIT: Food and Fashion Exhibit

References

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