

# *Fashion in Film*

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# *Think Pink*

- In the opening scene, we are introduced to Ms. Maggie Prescott, editor-in-chief of Quality magazine.





# *Think Pink*

- We finally end the scene with Ms. Prescott still in her same outfit, as the other women of the office are in all pink outfits, synchronized



# *Library Scene*

- This is the first time we meet Jo Stockton
- The previous women appear
  - The latest trends in pink
  - Elegant attire
  - Newest designs
- She's shown as different
  - Matching her surroundings
  - Plain comfort clothes





# Library Scene



- She is the exact opposite of the other women.
- That's why they don't consider her a model in the beginning.
- However, the cameraman gets intrigued by her
- She is sought out for her intelligence, helping the fashion industry find the freshness they were looking for.



# *Black Suit*

- This is the first time we see Jo Stockton wearing what she likes to wear in an informal setting.
- Compared to what she wore before you notice the darker colors and tighter fit to match her figure more.
- Despite it being tighter it is also very easy to move and dance in shown in the movie meaning the fabric is very elastic no matter the size



# *Black Suit*

- The black suit lets the viewers into the mind of Jo Stockton and how she wants to present herself to the public
- Wearing the slim clothing with darker colors to blend in with the crowd instead of standing out like she does when she is taking her pictures
- Fun fact: this is the first time that outfit was worn in a movie, and it influenced the outfits choice of future movie designers. The outfit was so different it was the most talked about outfit of the year.
- Fun fact 2: The actress who played Jo Stockton, Audrey Hepburn loved the outfit so much, as well as a few others, that she made its creator Hubert de Givenchy her personal designer and the two of them became great friends



# Red Dress



- A red silk tube evening gown with a long train and a matching silk wrap.
- Her shoes are low-heel “kitten pumps” which also match the dress.
- The short necklace also compliments the neckline of the dress
- The necklace with the matching earrings, and the white gloves give contrast to the look.



# *Red Dress*

- Evening gowns would typically be floor-length, and their colors were both subtle and bold.
- By adding the accessories to the outfit, she makes herself look very elegant and sophisticated.
- The color red becomes significant in this scene.



# Wedding Dress



- In this romantic scene we see a different but new emotion with Jo.
- Compared to the many dresses she's worn in other scenes this white ballerina wedding gown brought a more sympathetic Jo out.
- The wedding gown is a full skirt, a dropped waist, and a tight bodice with layers of tulle underneath the skirt making it flounce and creating an accentuate shape. The neckline shape of the gown was a bateau neckline, this design came from styles for sailors, but it moved into the fashion eye in the 1920's. Around the 1950's Beatniks picked up in fashion right after Coco Chanel brought the wide neck to the runways.



# Wedding Dress

- The white ballerina wedding gown with a bateau neckline went for more fashion-forward look than a traditional wedding look in this scene. Giving it an iconic 50s-60s trend for tea-length and short wedding gowns, aside from age. It's feminine, classic and fun. Wouldn't lose its touch being caught on a runway walk in 2023.
- We end this scene with Jo and Dick Avery dancing around the pond singing a love song. Matching the dress so perfectly too Jo's sympathetic self.





*That's all Folks!*