

Fashion Merchandising NOTES

Standard 4: Components of the Fashion Industry

DEVELOPMENT OF THE APPAREL INDUSTRY

History

Industrial Revolution

- Development of factory system of production-assembly line
- Mechanized Textile Mills-made better fabrics in less time

Apparel switched from hand made to ready-to-wear

*

Politics

Civil War-introduction of standardized sizes due to _____

Global Capitalism

More open interaction between governments allows free trade to occur worldwide

Entrepreneur-person who _____ his or her own business and who assumes the _____ and management of the enterprise

Clothes were made faster, which dropped prices so all were competitive in sales.

Economics

Techniques in mass _____, _____ and retail selling developed and refined

Creation of retail _____ (department stores)-19th century. Began in Europe. Permanently reshaped shopping habits

Textile and apparel _____ is the largest industry in many nations, especially the developing countries. One of the largest employers in the U.S.

Media

Advertising and _____ of all types of apparel, from haute couture to every day low-priced garments. Items shown in ads, _____ and on social media develop a need to purchase.

Introduction of movies, then _____, then _____ constantly sped up introduction of new fashion to the public

FASHION CENTERS OF THE WORLD

United States

New York City:

- Center of U.S. fashion
- Fashion Weeks (February for FALL and September for SPRING)
- Over 5,000 showrooms
- Seventh Ave.- Fashion Walk of Fame
- Separates, sportswear and natural fibers



New York City

Fashion District is the largest in the _____. It ranges from 5th Avenue to 9th Avenue and from 34th to 42nd Street

It is estimated that there are _____ fashion companies headquartered in NYC.

_____ are employed in the industry, which generates over \$2 billion in tax revenues a year



Los Angeles

Largest _____ of fashion related businesses in the western US- consisting of _____ city blocks

California Market Center- _____ showrooms

Known for laid-back _____ styles and life style and bloggers.

Miami

Known for _____ boutiques, designer stores galore, and its international center of commerce.

Miami holds _____ fashion weeks: Fashion Week Swim, Miami Beach Internationals and _____ Fashion Week. They showcase _____, international design, and resort wear.



Chicago

Known for the _____ Mile (Michigan Ave) Great shopping!

Chicago does it's own fashion show and has showcases for many major fashion events

International Market Centers

Paris, France

First _____ capital

Home to many premier designers: Chanel, Dior, Hermes, Vuitton, and St. Laurent

Paris Fashion Week is the grand finale of the Big _____ (New York, London, Milan are the others)

Biggest names in the industry are in Paris.

Best shopping streets in the world.



_____ was born in Paris

Only the French Chambre Syndicale de la Haute Couture can bestow upon a designer the title of _____.

The French dress to impress!

Milan, Italy

Home to many famous designers: Armani, Versace, Prada, Valentino

Milan Fashion Week is held _____ a year.

Italian designers are known for _____ goods (shoes) and luxury _____



London, England

Home of famous designers: Vivienne Westwood, Alexander McQueen, Stella McCartney, Jimmy Choo, and Manolo Blahnik

Major fashion districts are: Knightsbridge District, South Kensington, _____, and Chelsea
London Fashion Week and The Clothes Show London are the prominent fashion events.

London Fashion Week is known for its new, fresh and creative designers

London is known for 2 conflicting fashion styles: uptight and “_____” and _____

Tokyo, Japan

Famous designers are: Issey Miyake, Rei Kawakubo, Yohji Yamamoto, Hanae Mori

Known for street style: Lolita, Gyarū, Ganguro, Kogal, Dolly Kei, Fairy Kei, Mori Girl, etc

Known for significant consumption of _____ goods

Known for clothing that doesn't follow the body _____



FASHION PUBLICATIONS

Trade Publications

Definition: magazines, newspapers, and books that deal with a specific _____.

Women's Wear Daily: Major US trade publication for _____. It reports all new apparel trends with photos, fashion illustrations, and stories.



Fashion Magazines

Consumer magazines sold commercially, featuring articles, illustrations and advertisements all dealing with fashion.

Editorial pages: The pages created by the _____, _____ of the magazine

Internet Sites/Social Media

Internet sites: Easily accessible information, _____ updates on the latest designs, access to designers

Social Media: Including Fashion Blogs

Connect with brands and designers on a different level

FASHION DESIGNERS

French Designers

Coco Chanel: Famous French couturier known for introducing the _____, died in 1971, still remains a top French fashion house

Karl Lagerfeld: German born French designer, creates for _____, Fendi as well as himself
Known for quality tailoring and bold ready-to-wear pieces

Pierre Cardin: Italian born, French designer, worked for _____, famous for licensing his name on products and the space look in the _____

Christian Dior: French designer who introduced the “_____” (fitted blouses and long full skirts) in 1947, died in 1957

Yves St. Laurent: paved the way for _____ and female power dressing, died in 200

Louis Vuitton: (1821-1892) Famous for bags and _____. 2006-2012: World's most luxurious goods.

American Designers

Ralph Lauren: Popular American designer famous for his _____ men's and women's lines influenced by the American _____, also sells home furnishings etc.

Levi Strauss: American business man who popularized the _____ craze (including inventing _____ that only continues to rush forward, died in 1902

Calvin Klein: Became famous with his designer _____ and _____, continues to design simple, sophisticated sportswear

Tom Ford: American designer who has worked behind the Gucci and YSL labels. Known for classic _____

Marc Jacobs: American designer who's designs include _____ -hobo chic meets sophistication

Donna Karan: American designer who designs simple, _____ women's clothes that stretch and move well

Diane von Furstenberg: Belgian- born designer and former princess who's jersey _____ dress became her brand's iconic look, works in NYC

Michael Kors: Famous for _____ and accessories. Became a household name after being a judge on Project Runway.

Italian Designers

Giorgio Armani: Italian designer known for _____, mostly finely tailored _____ and upscale ready-to wear. Neutral colors

Dolce and Gabbana: Italian design team known for modern, _____ styles and high-end casual for men and women

Gianni Versace: Italian designer who used _____ color, _____ cuts, innovative materials and sex appeal. His sister Donatella took over in 1997 after his tragic death.

Japanese Designers

Issey Miyake: Known for _____, _____, _____ clothing including a line called "Pleats Please".

British Designers

Alexander McQueen: Creative designer known for being the _____ at Givenchy in Paris as well as his own brand in London. British Designer of the Year _____ times.

Vivienne Westwood : Known as the creator of "_____". Uses lots of traditional tartan.

CAREERS IN RELATED FASHION FIELDS

Fashion Designer

Fashion Blogger

Fashion Journalist

ALEXANDER MCQUEEN

Born Lee Alexander McQueen

March 17, 1969 in London

Grew up in Stratford

Attended Carpenters Road Primary School and Rokeby School

Dropped out at age 16

Worked on Saville Row (famous street in London for fine tailoring)

Tailor at Anderson and Sheppard

Later at Gieves and Hawkes

Clients included:

Mikhail Gorbachev

Prince Charles

Worked for Romeo Gigli in Italy

Went to Central St Martins School of Art and Design

Master's Degree in 1992

Fashion Editor, Isabella Blow bought his entire collection of this final project

Known for:

Head designer at Givenchy 1996-2001

Skull Scarf

Bumster Pants

Religious and Political Statements

British "Bad Boy" of Fashion

Designed a line for Target in 2005

Extravagant Fashion shows (Rain, wind, snow, chess match, etc)

"Savage Beauty" exhibit at the Met (most popular exhibit ever)

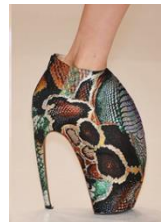
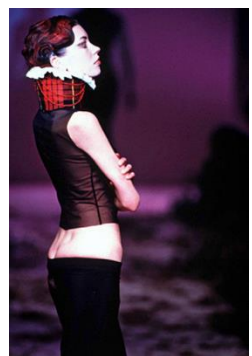
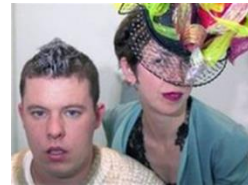
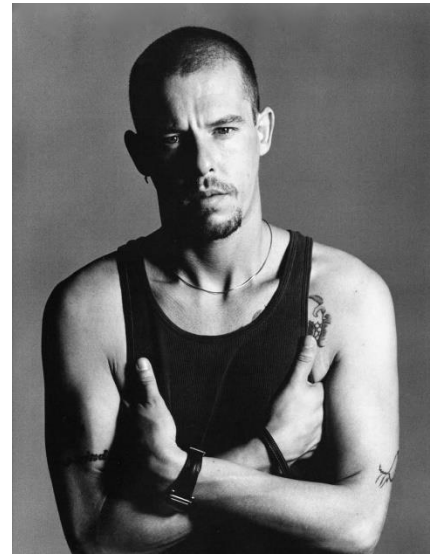
Last collection he designed: Spring 2010 Plato's Atlantis

Fall 2010 was almost completed when he died

Passed by suicide on Feb 11, 2010 (9 days after his mom died of cancer)

May 2010 Sarah Burton (long time assistant to Alexander) was named head of his house

Designed the wedding dress of Kate Middleton to Prince William





Name_____Per._____

Designer of the Day: Designer Fact Sheet

Designer Name:

Birthdate:

Birthplace:

Country where their business is located:

List any training this designer had in fashion. This could include working for another designer or taking classes.

Name some things this designer is famous for.

What are some of the lines (groups of clothing or products) that this designer has?

Write this designer's "Fashion Philosophy", or maybe a quote from this designer.

Designer of the Day Grade:

Notebook Page: _____ (20)

Oral Report: _____(20)

Fact Sheet _____ (20)

Notes for class: _____(20)

Extra Credit (powerpoint)_____

TOTAL_____ (80)

CHANEL

- August 19, 1883: Gabrielle Chanel was born in Saumur, France
- 1895: Chanel's Mother died, she is an orphan
- Went to school at the orphanage from 1895-1900
- Went to convent school, 1900-1902
- 1902-1904: Clerk in a hosiery shop in Moulins
- 1905-1908: Café-concert singer, used the nickname "Coco"
- 1913: Opened millinery and women's fashion house with the help of Arthur "Boy" Capel
- 1913: Opened a shop in Deauville
- 1916: Makes suits out of jersey fabric. Never done before.
- 1919: Capel killed in a car wreck
- 1920: Meets Grad Duke Dimitri: Russian influence in her clothes
- 1922: Marketed the famous "Chanel No. 5" perfume
- 1924: Introduced "drop waist dresses"
- 1926: Introduced the "Little Black Dress"
- 1931: Paid \$1 million to go to Hollywood to "dress the stars". Designed clothes for the movie "Tonight or Never"
- 1933: Met Paul Iribe. Only man engaged to. He had a heart attack and died.
- 1940: Statement "This is no time for fashion." Closed her fashion house.
- 1954: Comeback Collection at the age of 71. Americans loved it!!
- 1957: Neiman Marcus Award
- 1963: International Fashion Award
- 1963: Jackie Kennedy was wearing a Chanel suit when husband, JFK was shot.
- January 10, 1971 Chanel died
- 1983: Karl Lagerfeld takes over the House of Chanel



"Chanel" Symbols:

Chanel Jacket (cardigan style jacket, usually with braid trim and gold buttons) A chain in the hem of the jacket holds it down.

Chanel Purse (quilted leather purse with chain handles)

Black Bow with White Gardenia

Jewelry (mostly pearls), real and fake mixed together

Spectator Shoes

Suntans

Bobbed Hair (1920's)

Pants for Women

Little Black Dress

"Sportswear" for women



Philosophy: (Said it when she was in her 50's): "Nature gives you the face you have at twenty, life gives you the face you have at thirty, but at 50, you get the face you deserve."

DESIGNER OF THE DAY

TERM PROJECT: FASHION MERCHANDISING

Each term, you will be responsible for presenting a fashion designer (or company) to the class. You will be assigned a designer by the teacher and you will spend the first 5-10 minutes of the assigned class period to present your designer.

80 POINTS POSSIBLE!!!!

For this presentation, you need to prepare the following:

NOTEBOOK PAGE (20 POINTS):

A notebook page (NOT a poster board-they are 13" x 20" and available in classroom), containing the following:

- A picture of the designer
- A copy of their logo/trademark/label (If available)
- A picture of at least one of their designs
- A list of the "lines" they have (ex: fragrances, jeans line, underwear, cosmetics, etc.)
- A brief summary of the following information (THIS IS 10 OF THE 20 POINTS)
 - Name
 - Date of birth (if available)
 - Training in the fashion industry
 - What they are famous for
 - Their "Fashion Philosophy" or a quote by them

DESIGNER OF THE DAY: FACT SHEET (20 POINTS)

This is a page that you got when you got this instructional sheet. You fill out the sheet and turn it in to the teacher at the time of your oral report.

ORAL PRESENTATION (20 POINTS):

YOU **MUST** do your presentation on the assigned day. If for some unforeseen reason you can't you must give the teacher notice ONE WEEK in advance of your presentation. If you get sick, you must call the teacher **BEFORE** your class period begins. Otherwise, you will be marked "late" on your presentation and given 1/2 credit. YOU CAN USE NOTES FOR YOUR ORAL PRESENTATION, IF YOU WANT.

NOTES FOR CLASSMATES (20 POINTS):

You will make a page of notes for the members of your class. This page should include:

- THIS IS A LIST OF FACTS! **DO NOT CUT AND PASTE PARAGRAPHS FROM WEBSITES!** IT'S A PAGE OF NOTES!
- Facts about the designer (date of birth, etc)
- List of places the designer has worked, or schooling they have had to prepare them as a designer
- A picture of the designer
- A copy of the designer's logo(s)

You need to make enough copies (at your own expense) for the entire class. Number in class: _____

****If you do not want to pay for the copies of your notes to hand out to the class, the teacher will make them for you IF you get the original copy to her one B-day ahead!! For example, if your report is due on Thursday, you have to get your original to her by Tues and she'll have them for you the day you do your presentation. Otherwise, you are on your own to get the copies.**

You will collect the notes all term and put them in a notebook. **You are responsible to keep track of the notes all term.** There may be periodic checks to see if you have them. You will turn the notebook in at the end of the term as an assignment. By the end of the year, you will have notes on almost 100 fashion designers.

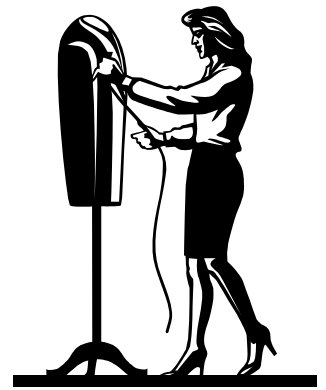
Sources of information on fashion designers:

- Several textbooks we have in class
- Numerous books and files the teacher has
- The internet (The school's webpage has links to some great sights)
- The media center

The teacher is willing to help you find information on your designer and will allow you to make copies of articles, pictures, etc. **DO NOT WAIT UNTIL THE DAY BEFORE YOUR DESIGNER IS DUE!!! THE TEACHER MAY NOT BE AVAILABLE TO HELP YOU THEN!!!** If you wait until the last minute, you may not get the help you need. Be sure to ask at least a couple of weeks ahead to get help.

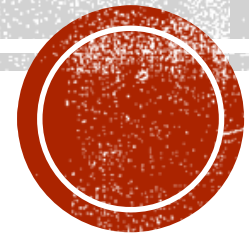
EXTRA CREDIT (UP TO 25 POINTS)

You can get extra credit by writing and presenting a Power Point Presentation as part of your presentation on your designer. It should contain similar information and pictures as your notebook page, report, and notes given to the class. You will need to bring your presentation (Power Point) on a disc with you the day of your presentation. The teacher has Power Point on her computer and has a projector to show it.



FASHION MERCHANDISING

Standard 4: Key Components of the Fashion Industry

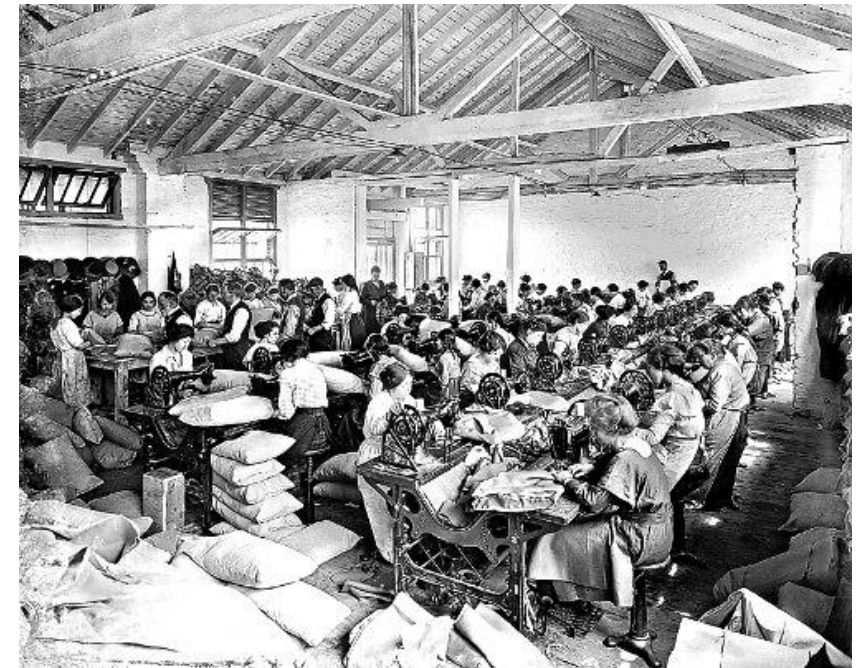


DEVELOPMENT OF THE APPAREL INDUSTRY

- History

- Industrial Revolution

- Development of factory system of production-assembly line
 - Mechanized Textile Mills-made better fabrics in less time
 - Apparel switched from hand made to ready-to-wear
 - Sewing machine was invented



DEVELOPMENT OF APPAREL INDUSTRY

- Politics
 - Civil War-introduction of standardized sizes due to military uniforms
 - Global Capitalism
 - More open interaction between governments allows free trade to occur worldwide
 - Entrepreneur-person who starts his or her own business and who assumes the risk and management of the enterprise
 - Clothes were made faster, which dropped prices so all were competitive in sales.



DEVELOPMENT OF APPAREL INDUSTRY

- Economics
 - Techniques in mass distribution, advertising and retail selling developed and refined
 - Creation of retail outlets (department stores)-19th century. Began in Europe. Permanently reshaped shopping habits
 - Textile and apparel production is the largest industry in many nations, especially the developing countries. One of the largest employers in the U.S.



DEVELOPMENT OF APPAREL INDUSTRY

- Media

- Advertising and promotion of all types of apparel, from haute couture to every day low-priced garments. Items shown in ads, magazines and on social media develop a need to purchase.
- Introduction of movies, then television, then internet constantly sped up introduction of new fashion to the public



FASHION CENTERS

- United States

- New York City:

- Center of U.S. fashion
 - Fashion Weeks (February for FALL and September for SPRING)
 - Over 5,000 showrooms
 - Seventh Ave.- Fashion Walk of Fame
 - Separates, sportswear and natural fibers



NEW YORK FASHION WEEK

- Held in the “tents” at Lincoln Center until the S/S 2016 Shows



NEW YORK

- Fashion District is the largest in the world. It ranges from 5th Avenue to 9th Avenue and from 34th to 42nd Street
- It is estimated that there are 900 fashion companies headquartered in NYC.
- 180,000 are employed in the industry, which generates over \$2 billion in tax revenues a year

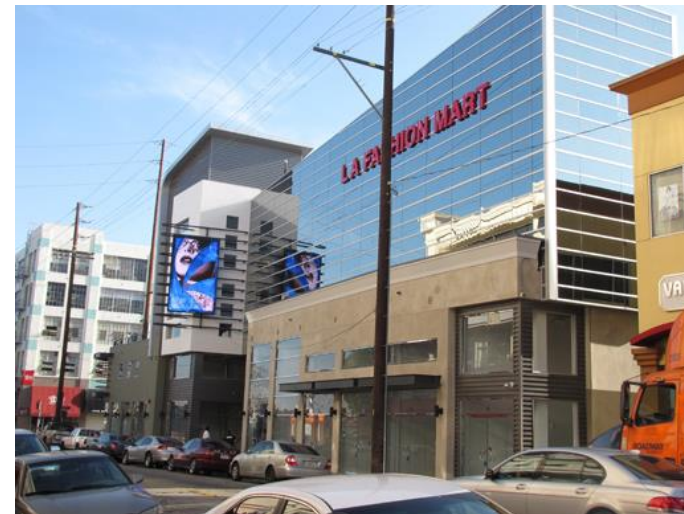


NEW YORK GARMENT CENTER



U.S. FASHION CENTERS: LOS ANGELES

- Los Angeles:
 - Largest concentration of fashion related businesses in the western US- consisting of 90 city blocks
 - California Market Center- 1,800 showrooms
 - Known for laid-back casual styles and life style and bloggers.



U.S. FASHION CENTERS: MIAMI

Known for luxurious boutiques, designer stores galore, and its international center of commerce.

Miami holds 3 fashion weeks: Fashion Week Swim, Miami Beach Internationals and Funkshion Fashion Week. They showcase swimwear, international design, and resort wear.



U.S. FASHION CENTERS: CHICAGO

- Known for the Magnificent Mile (Michigan Ave) Great shopping!
- Chicago does it's own fashion show and has showcases for many major fashion events



INTERNATIONAL FASHION CENTERS: PARIS

- First fashion capital
- Home to many premier designers: Chanel, Dior, Hermes, Vuitton, and St. Laurent
- Paris Fashion Week is the grand finale of the Big 4 (New York, London, Milan are the others)
- Biggest names in the industry are in Paris.
- Best shopping streets in the world.
- Haute Couture was born in Paris
- Only the French Chambre Syndicale de la Haute Couture can bestow upon a designer the title of couturier.
- The French dress to impress!



INTERNATIONAL FASHION CENTERS: MILAN

- Home to many famous designers: Armani, Versace, Prada, Valentino
- Milan Fashion Week is held twice a year.
- Italian designers are known for leather goods (shoes) and luxury fabrics



GIORGIO ARMANI



VERSACE



VALENTINO



INTERNATIONAL FASHION CENTERS: LONDON

- Home of famous designers: Vivienne Westwood, Alexander McQueen, Stella McCartney, Jimmy Choo, and Manolo Blahnik
- Major fashion districts are: Knightsbridge District, South Kensington, Saville Row, and Chelsea
- London Fashion Week and The Clothes Show London are the prominent fashion events.
- London Fashion Week is known for its new, fresh and creative designers
- London is known for 2 conflicting fashion styles: uptight and “proper” and punk



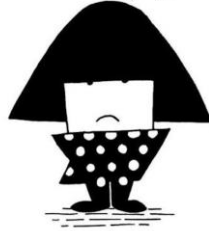
INTERNATIONAL FASHION CENTERS: TOKYO

- Famous designers are: Issey Miyake, Rei Kawakubo, Yohji Yamamoto, Hanae Mori
- Known for street style: Lolita, Gyaruu, Ganguro, Kogal, Dolly Kei, Fairy Kei, Mori Girl, etc
- Known for significant consumption of luxury goods
- Known for clothing that doesn't follow the body shape

ISSEY MIYAKE



LITTLE MISS
REI KAWAKUBO
comme des garçons



Yohji Yamamoto
YOHJI YAMAMOTO



TRADE PUBLICATIONS

- Definition: magazines, newspapers, and books that deal with a specific industry.
- **Women's Wear Daily:** Major US trade publication for women's clothing. It reports all new apparel trends with photos, fashion illustrations, and stories.



TRADE PUBLICATIONS

- **Daily News Record:**
 - Similar to WWD, but covers menswear. Ended in 2008.
- **Footwear News:**
 - Specializes in the footwear industry.



FASHION MAGAZINES

- Consumer magazines sold commercially, featuring articles, illustrations and advertisements all dealing with fashion.
- Editorial pages: The pages created by the writers, editors of the magazine



THE POWER OF MAGAZINES/EDITORS

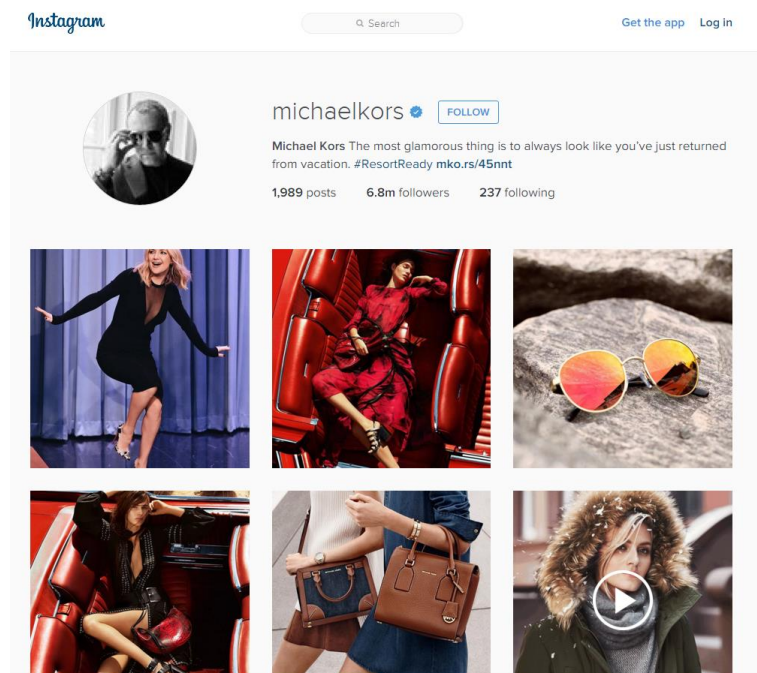
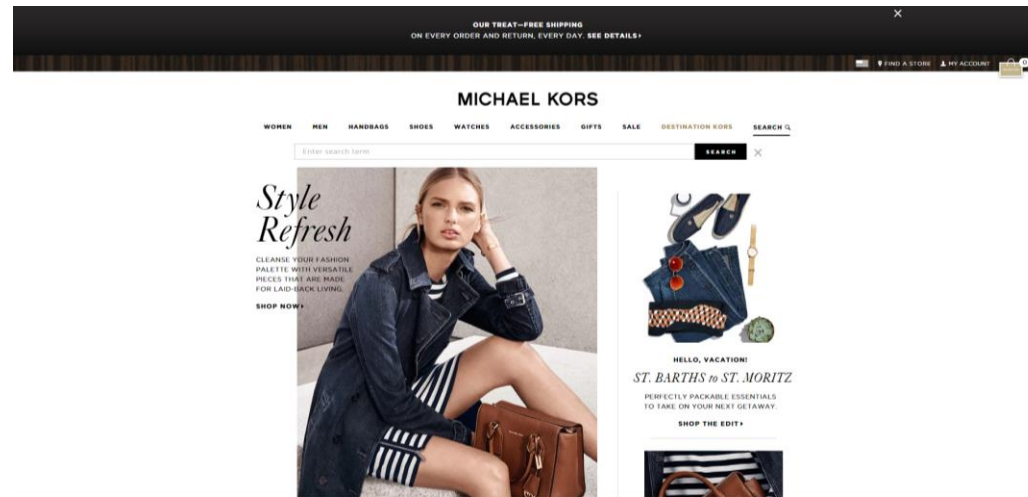


FANDANGO
MOVIECLIPS



INTERNET SITES / SOCIAL MEDIA

- Internet sites:
Easily accessible information, instant updates on the latest designs, access to designers
- Social Media:
Including Fashion Blogs
 - Connect with brands and designers on a different level



FASHION DESIGNERS: FRENCH

- Coco Chanel:

- Famous French couturier known for introducing the little black dress, died in 1971, still remains a top French fashion house

Famous for:

LBD

Jersey Knits

Hats

Costume Jewelry



FASHION DESIGNERS: FRENCH

- Karl Lagerfeld:

- German born French designer, creates for Chanel, Fendi as well as himself
- Known for quality tailoring and bold ready-to-wear pieces



- Pierre Cardin:

Italian born, French designer, worked for Dior, famous for licensing his name on products and the space look in the 60's



FASHION DESIGNERS: FRENCH

- **Christian Dior:**

- French designer who introduced the “New Look” (fitted blouses and long full skirts) in 1947, died in 1957



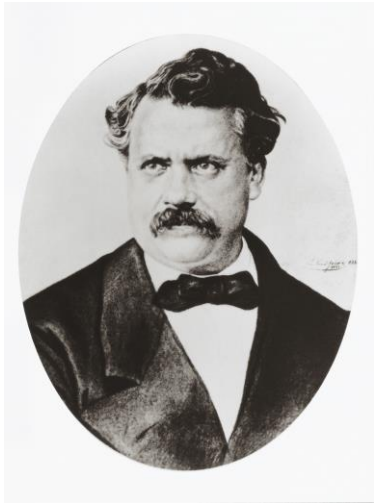
- **Yves St. Laurent:**

- French designer who paved the way for pantsuits and female power dressing, died in 2008



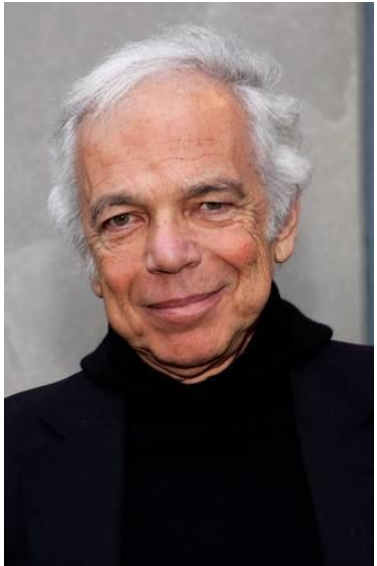
FASHION DESIGNERS: FRENCH

- Louis Vuitton: (1821-1892)
- Famous for bags and luggage.
- 2006-2012: World's most luxurious goods.



FASHION DESIGNERS: AMERICAN

- Ralph Lauren:
 - Popular American designer famous for his classic men's and women's lines influenced by the American West, also sells home furnishings etc.



FASHION DESIGNERS: AMERICAN

- Levi Strauss:

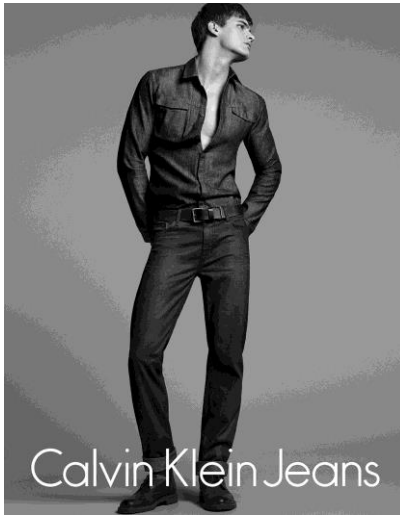
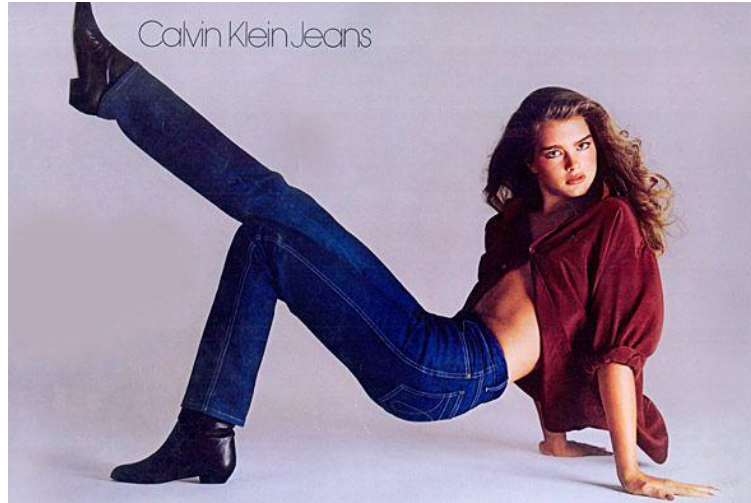
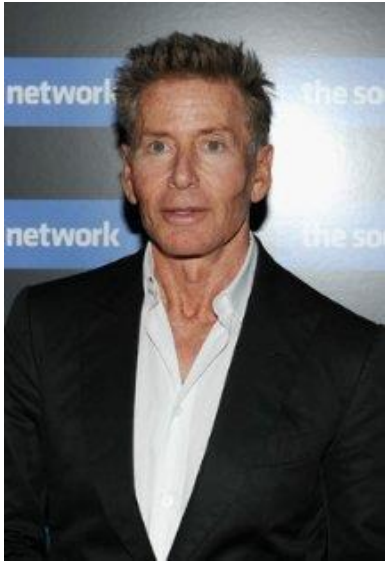
- American business man who popularized the denim craze (including inventing rivets) that only continues to rush forward, died in 1902



FASHION DESIGNERS: AMERICAN

- Calvin Klein:

- Became famous with his designer jeans and underwear, continues to design simple, sophisticated sportswear



- Tom Ford:

- American designer who has worked behind the Gucci and YSL labels
- Known for classic menswear



FASHION DESIGNERS: AMERICAN

- Marc Jacobs:

- American designer who's designs include grungy-hobo chic meets sophistication



- Donna Karan:

- American designer who designs simple, sensual women's clothes that stretch and move well



FASHION DESIGNERS: AMERICAN

- **Diane von Furstenberg:**

- Belgian- born designer and former princess who's jersey wrap dress became her brand's iconic look, works in NYC



- **Vera Wang:**

- American designer and child champion figure skater, famous for designing expensive and elegant wedding dresses



FASHION DESIGNERS: AMERICAN

- Michael Kors
 - Famous for sportswear and accessories



FASHION DESIGNERS: ITALIAN

- **Giorgio Armani:**

- Italian designer known for menswear, mostly finely tailored suits and upscale ready-to wear
- Neutral colors



- **Dolce and Gabbana:**

- Italian design team known for modern, romantic styles and high-end casual for men and women



FASHION DESIGNERS: ITALIAN



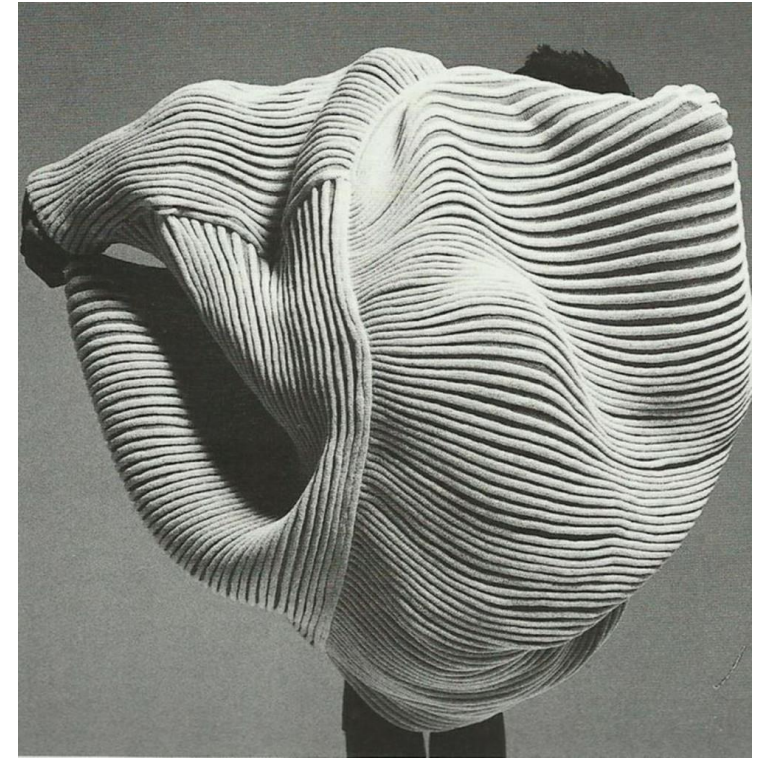
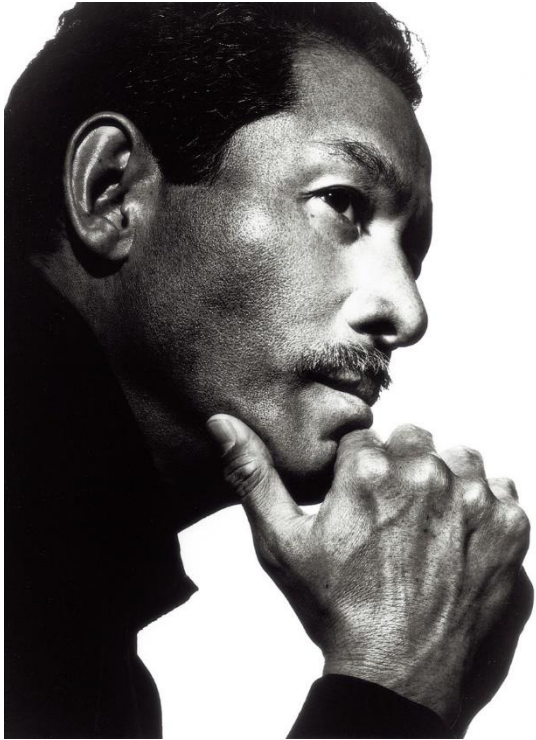
- **Gianni Versace:**

- Italian designer who used bold color, daring cuts, innovative materials and sex appeal. His sister Donatella took over in 1997 after his tragic death
Donnatella Versace



FASHION DESIGNERS: JAPAN

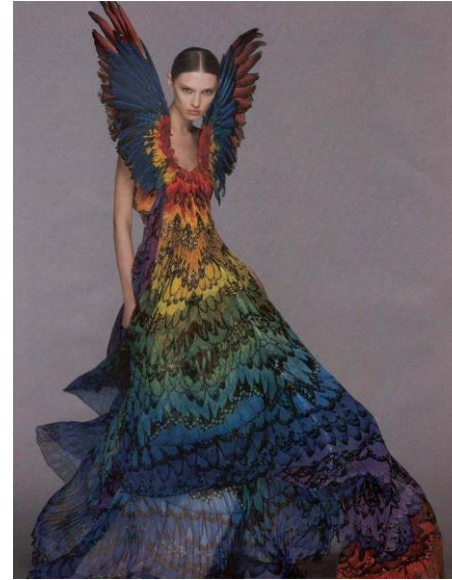
- Issey Miyake
 - Colorful, technological, asymmetrical clothing, including a line called “Pleats Please”



FASHION DESIGNERS: BRITISH

- Alexander McQueen

- Creative designer known for being the head designer at Givenchy in Paris as well as his own brand in London. British Designer of the Year 4 times.



FASHION DESIGNERS: BRITISH

- Vivienne Westwood
- - Known as the creator of “punk”. Uses lots of traditional tartan.



CAREERS IN FASHION

- Fashion Designer
- Fashion Blogger
- Fashion Journalist



A portrait of Alexander McQueen, a man with a shaved head and a goatee, looking directly at the camera. He is wearing a grey cardigan over a dark shirt. The background is a wall covered in numerous small, black and white photographs and sketches, creating a collage-like effect. The lighting is soft and focused on his face.

Alexander McQueen

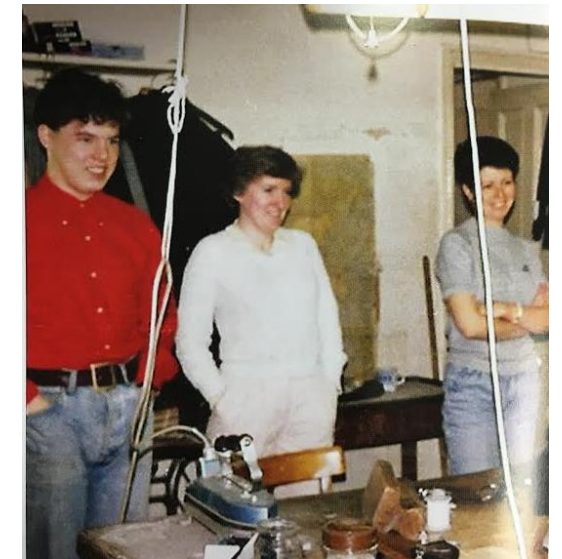
Childhood

- Born Lee Alexander McQueen
- March 17, 1969 in London
- Grew up in Stratford
- Attended Carpenters Road Primary School and
- Rokeby School
- Dropped out at age 16



Saville Row

- Tailor at Anderson and Sheppard
- Later at Gieves and Hawkes
- Clients included:
 - Mikhail Gorbachev
 - Prince Charles



Italy

- Worked for Romeo Gigli



SAMI TILLOUCHE
CARMEN ARTIGAS
LEE MCQUEEN
NORIO SURIKABE

Studio Romeo Gigli
8-II-90

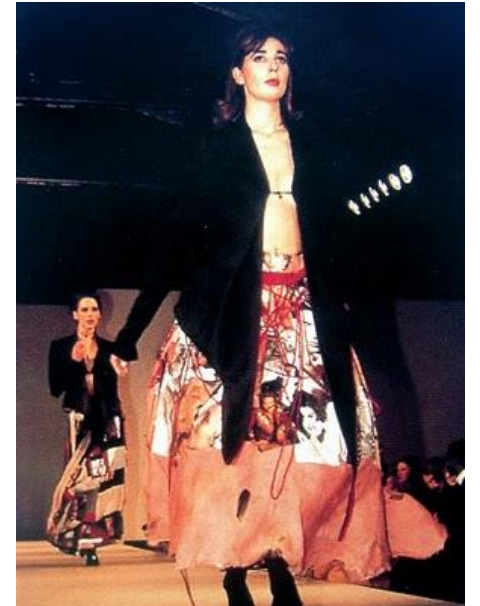
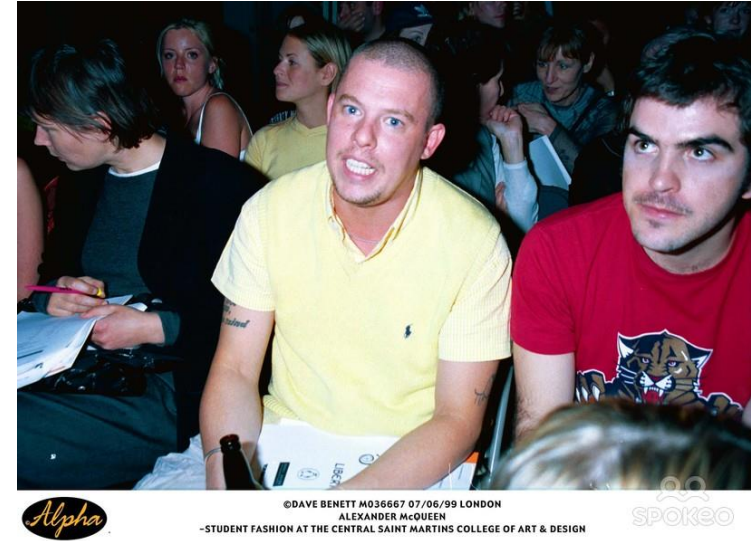


Central St Martins College of Art and Design

- Applied to be a pattern cutter tutor
- Head Master asked him to enroll as a student
- Graduated with a Masters Degree in 1992
- His entire graduating collection sold to

Isabella Blow (Fashion Editor of Tatler magazine)

She encouraged him to go by his middle name,
Alexander



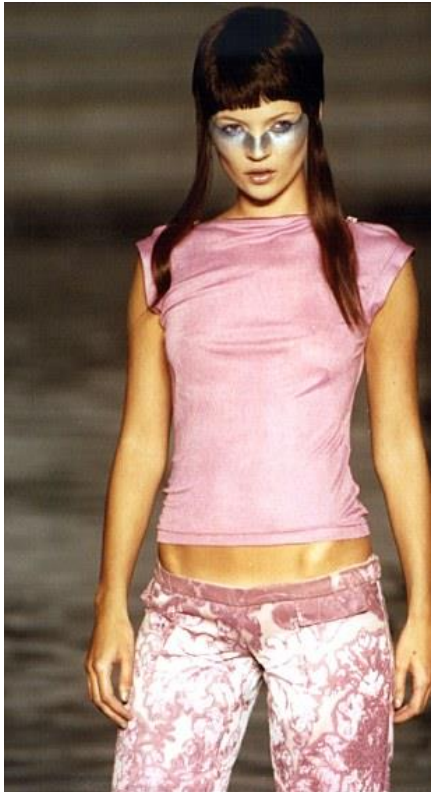
Isabella Blow: Mentor to Alexander

Passed by suicide in 2007



Second Collection: Theater of Cruelty (1993?)

- Introduced “Bumsters”



THURSDAY 21 OCTOBER 1993

THE INDEPENDENT II

FASHION 29

McQueen's theatre of cruelty

After the ritz and glitz of Paris, something shattering. **Marion Hume** was shaken but did not stir

Ye would tell there was a consensus: Alexander McQueen's debut was a horror show. In between hours of hard house music, there was an atmosphere where women were down when and shivers tick. The photographers, many of them veterans of as many war zones as fashion shows, had never to all stopped snapping.

As for the fashion folk, we felt queasy. We are used to bare bosoms, and I really have seen more breasts than I have had hot dinners during the grueling Milan-Paris-London show season. But models who look as if they have recently experienced serious traffic accidents, in short and messy clinging knickers, with what appeared to be bloody, suppurating, post-operative lesions visible through moult T-shirts, was rather a lot to take in the name of fash.

It has been said, many times, that fashion is the fastest barometer of social change. McQueen, who is 24 and from London's East End, has a view that speaks of historical wounds, of violent lives, of grinding daily existence offset by wild, drug-enhanced moments. First into clubs where the floor ends in a maelstrom. As such, his clothes probably speak with more accuracy about real life than some strands of an evening gown by Vivienne Westwood. The charge against older young London designers, that their clothes lacked conviction — one many think still holds true — is not true. McQueen's clothes are a lot more convincing than those of his contemporaries could not be levied at Alexander McQueen.

One reason I turned up to see to witness McQueen's collection of horrors was because there was someone with something new to say, in a business where designers go on each other's ideas. When Rei Kawakubo first showed her Comme des Garçons collection in Europe, half the audience walked out. Her totally original vision was declared post-apocalyptic. Vivienne Westwood's collection for her label, Mysterium, was her off now-junk for tomorrow was at her show. Dina Viarova's Warped, when she drew out and enormous phallus on girl's flesh-colored leggings, I was appalled. Now I applaud her as boldly as anyone. The second reason I stayed was because McQueen is not an eccentric. He has a perverse sense of women that is as Claude Mommus, Thierry Mugler and Gianni Versace) which I hope he will grow out of. But he has an unusual view of fashion.

McQueen can not it. He left school at 16, trained on Savile Row, at Anderson & Sheppard, where the Prince of Wales gave for his suits, then moved "down the Row" to Gieves & Hawtorn, purveyor of clothes to the royal family, past and present. McQueen, who has a great profile, and a handsome, a little ironic, but not a little ironic, look for a tailored jacket. And for me, the most traditional skills in a new way. McQueen's fabric is the cry from the streets and mountains he worked with on the Row. Then, in Milan, he worked for Romeo Gigli, although Gigli's brand was more to be seen in McQueen's work.

Fashion's international marketplace in London were looking for "The New Punk" because grunge had become the old punk, from the Sex Pistols, everywhere in the European scene. But punk was shocking at first. At McQueen's show, I felt as if I didn't remember experiencing since the first girl in my class to get her nose pierced was also seen smiling, circa 1975.

The shock of the new has to be just that: shocking. If London is to keep its creative reputation, we must embrace it. Without a tolerance of culture and ugliness, Vivienne Westwood, John Richmond, John Galiano, or at all would never have been able to grow into international designers as we can be justly proud. And if that sometimes means in fashion back to the future like the very Alan Jones Brothers, or feeling distinctly off-colour, so be it.

Frock coat as never before and 'bumster' low-slung trousers

LEFT: tasteless innovation — the high price of originality

RIGHT: McQueen's uneasy take on the wet T-shirt

McQueen's splatter jacket with traditional lapels

PHOTOGRAPHS BY HERBIE KNOTT

Third Collection: The Birds

- S/S 1995



“I want to empower women. I want people to be afraid of the women I dress.”

F/W 1995: Highland Rape

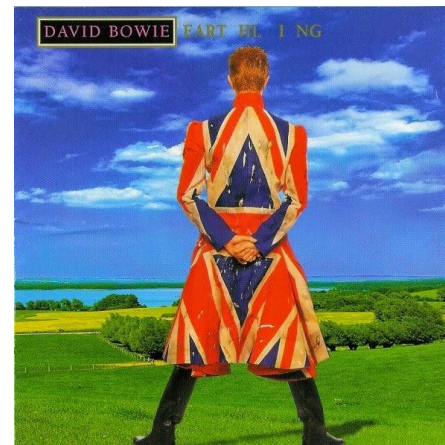
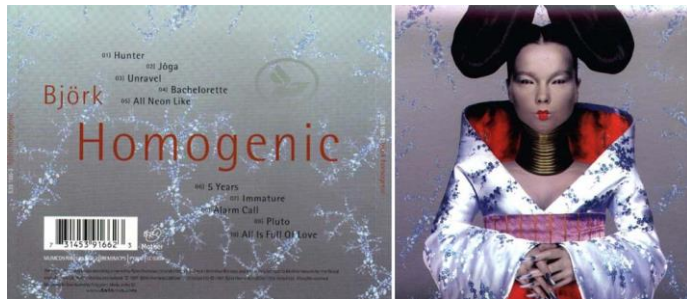
- Inspired by the “ethnic cleansing” of the British Forces in the Scottish Highlands in the 18th and 19th centuries, McQueens fourth collection revealed his strong ancestral pride as well as his strong statements on femininity that would continue to be misconstrued by critics throughout his career.

“I like things to be modern and still have a bit of tradition.”



David Bowies Tour 1996-97

- Bjork album cover outfit
- David Bowie Tour coat



Givenchy (Paris) Head Designer 1996-2001

(following John Galliano)

- First collection was unsuccessful
 - McQueen called it “crap”



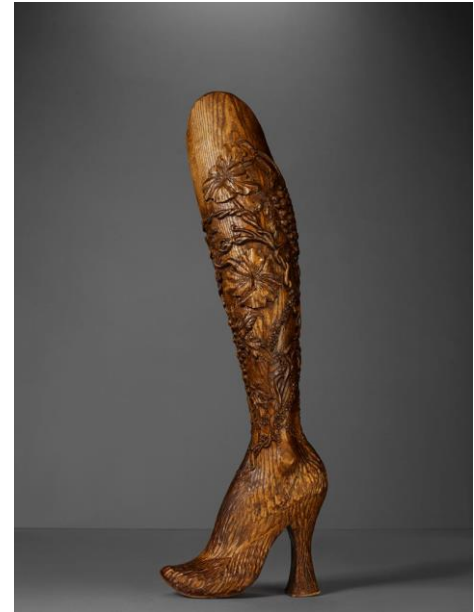
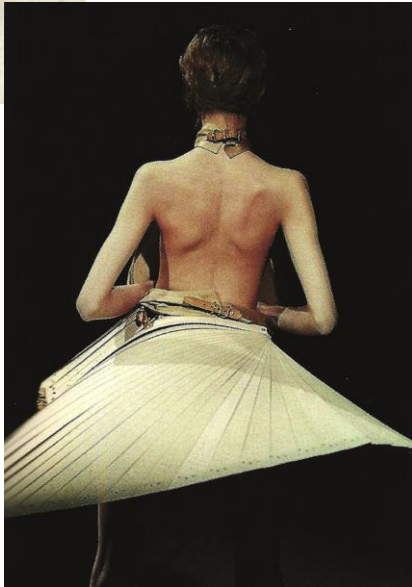
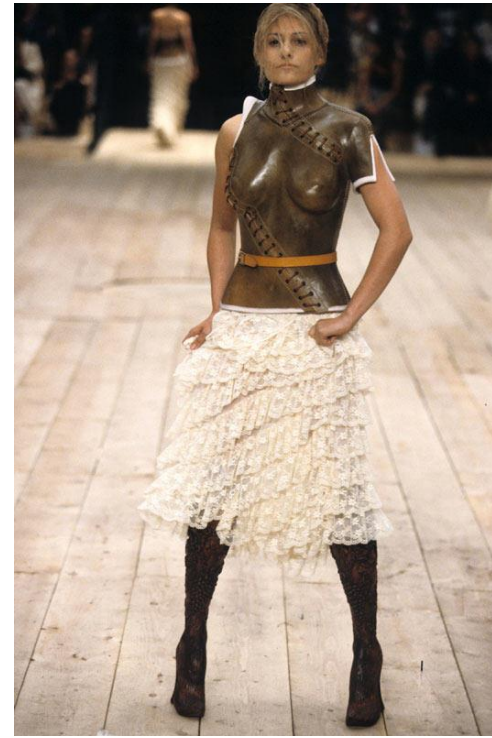
Givenchy Collections



Givenchy Collections



Spring 1999: No. 13



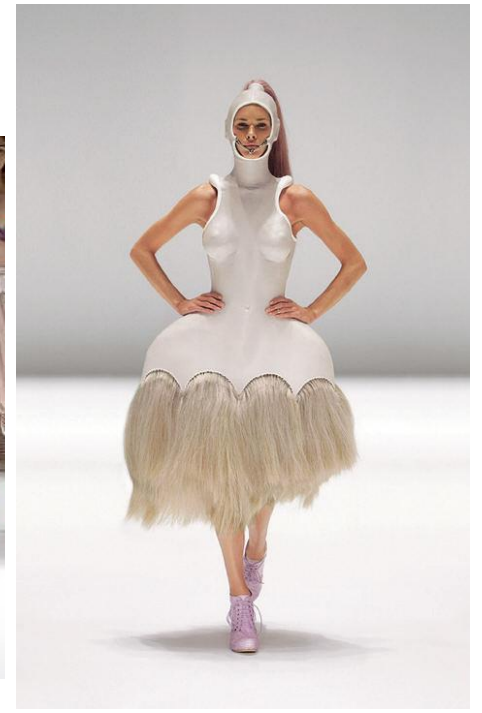
Fall/Winter 2001 “What a Merry-Go-Round”



“Beauty can come from the strangest of places, even the most disgusting of places.”



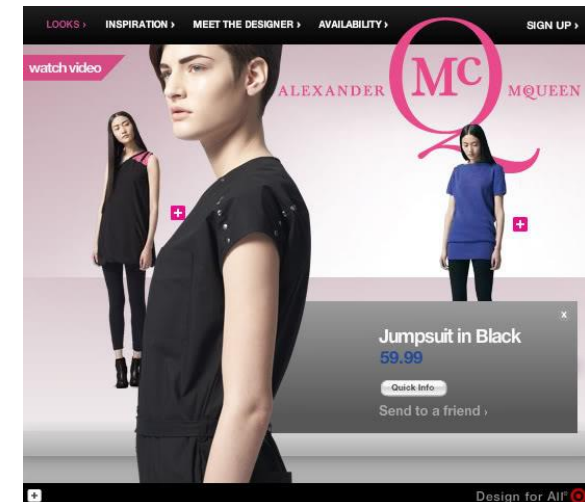
Spring 2005 “Its Only a Game”



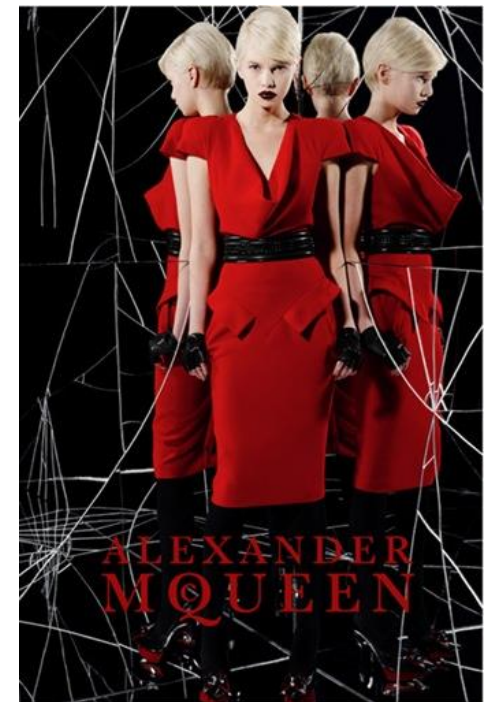
Fall 2006 “Widows of Culloden”



Alexander McQueen for Target: 2008



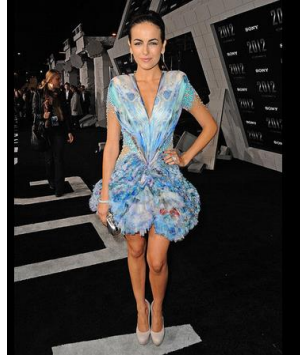
Fall 2009 “Horn of Plenty”



Copy cat??



Celebrities wearing Alexander McQueen



The Skull Scarf



Shoes



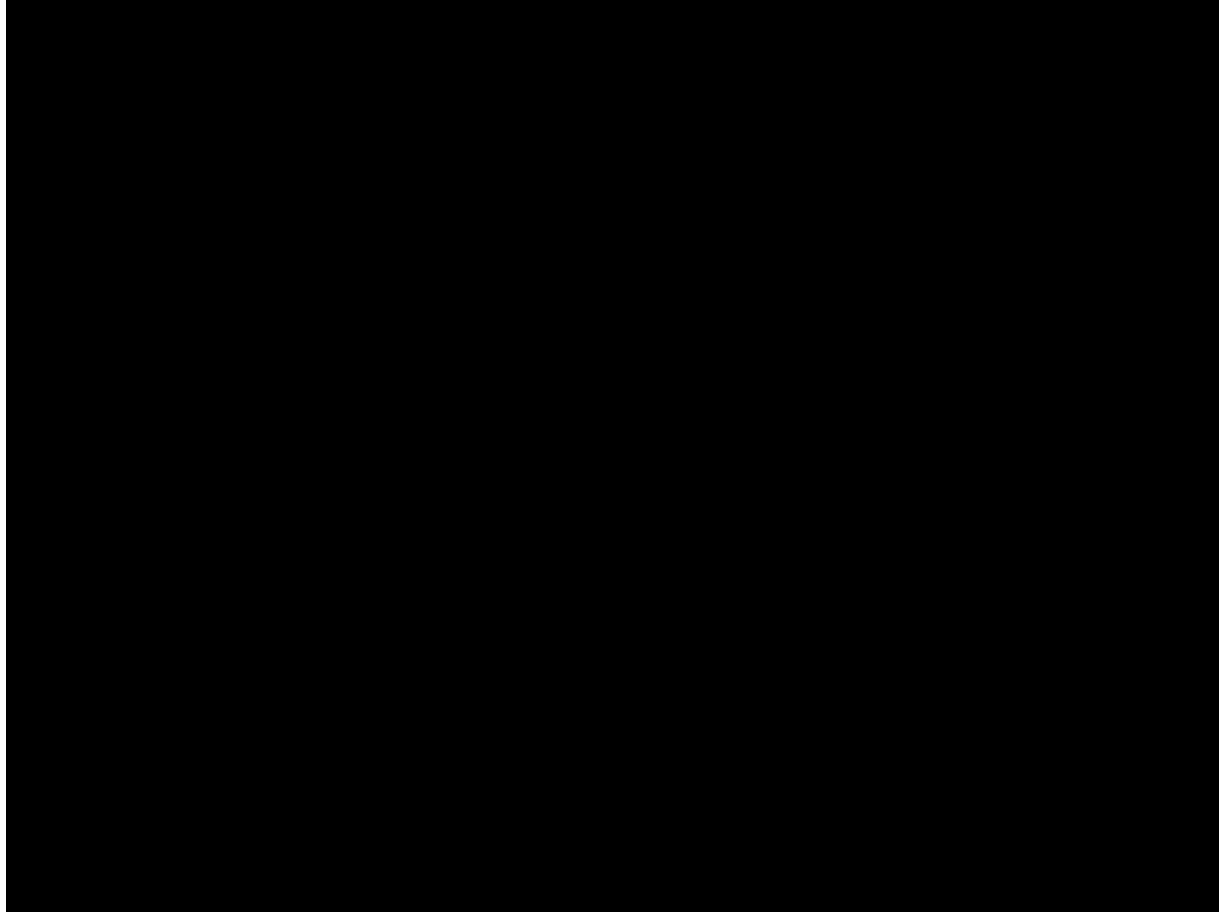
Spring 2010: “Platos Atlantis”

(Last full collection by Alexander McQueen) Shown in the Fall of 2009

Shown live on the company website. He was an avid scuba diver and used that to inspire this collection.



Platos Atlantis Show

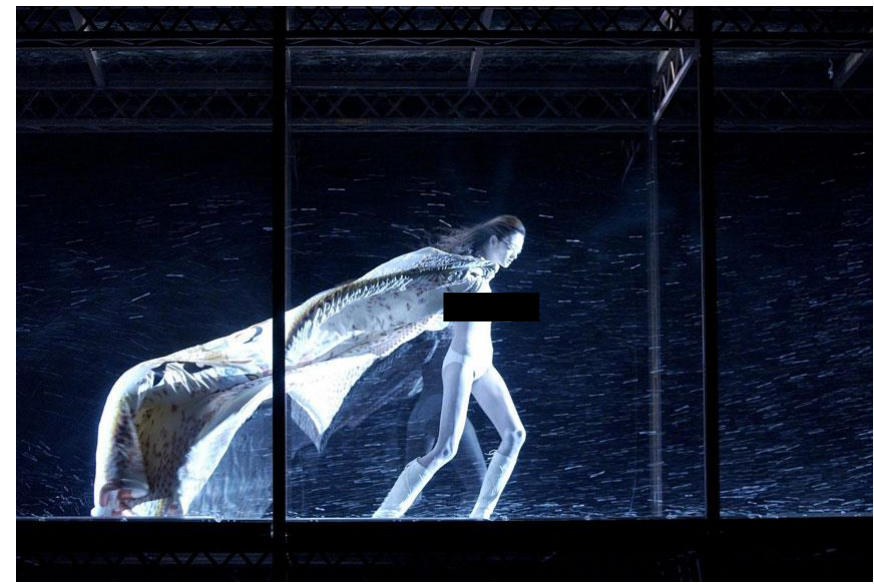


Fall 2010

This collection was almost done at the time of his death. Only 16 pieces were shown (March 8, 2010) to a select group of fashion editors. It showed how he was obsessed with the after life and the clothes were medieval and religious looking.



Fashion Shows



Interview with Alexander McQueen

Not long before he died.....



Death: Feb 11, 2010

- Passed by suicide 9 days after his mother died of cancer.
- Diagnosed with depression and anxiety and had addiction issues
- His mothers funeral was on Feb 12, 2010
- His funeral was Feb 25, 2010
- Sept 20, 2010 there was a memorial celebrating his life.
- 2500 attended including: Kate Moss, Sarah Jessica Parker, Naomi Campbell, Stella McCartney, Lady Gaga and Anna Wintour



What happens to his company?



After McQueen: Sarah Burton

- In May 2010 Gucci (owner of Alexander McQueen Company) announced that Sarah Burton-long time assistant to Alexander would take over.



The Royal Wedding: Designed by Sarah Burton for Alexander McQueen



Kate Middleton in McQueen



Alexander McQueen by Sarah Burton



2011: “Savage Beauty” at the Met

most popular exhibit EVER!



Iconic Moments



McQueen Ready-to-Wear



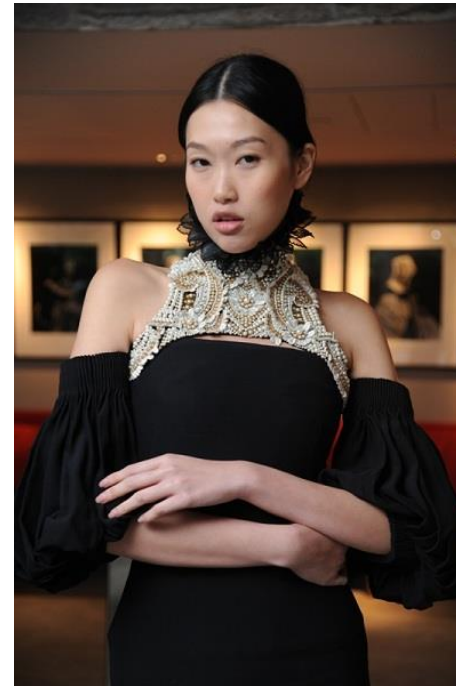
Spring 2016: \$5175



Spring 2016: \$1125



Spring 2016: \$1645





Gabrielle “Coco” Chanel
August 19, 1883-Jan 10, 1971

Inventor of:

- Little Black Dress
- Clothes made of jersey fabric
- Chanel No 5 Perfume
- “cut” hair
- Suntans
- Spectator Shoes
- Quilted handbags
- Boxy Cardigan Jackets
- Pants for women
- Costume Jewelry

“I don’t like people talking about the Chanel fashion. Chanel, above all else is a style. Fashion, you see, goes out of fashion. Style, never.”

-Coco Chanel

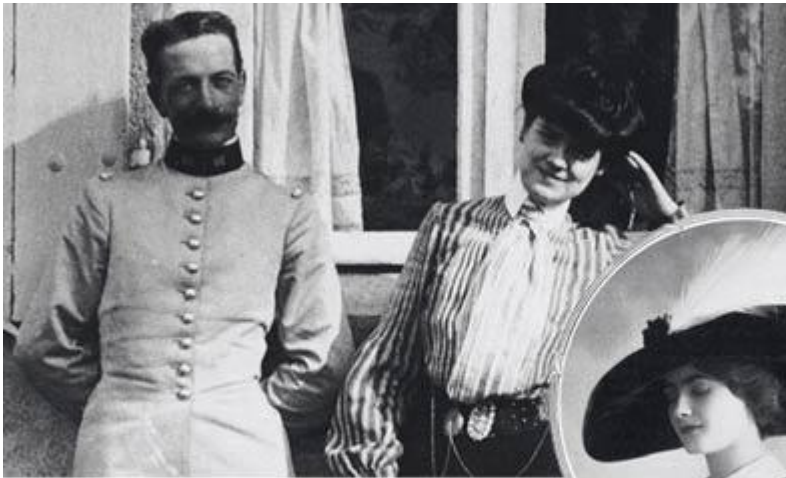
Born in Samur, France August 19, 1883
Mother died when she was 12, went
to live in an orphanage in Auberzine



It was at the Monastery (Orphanage)
that she learned to sew.

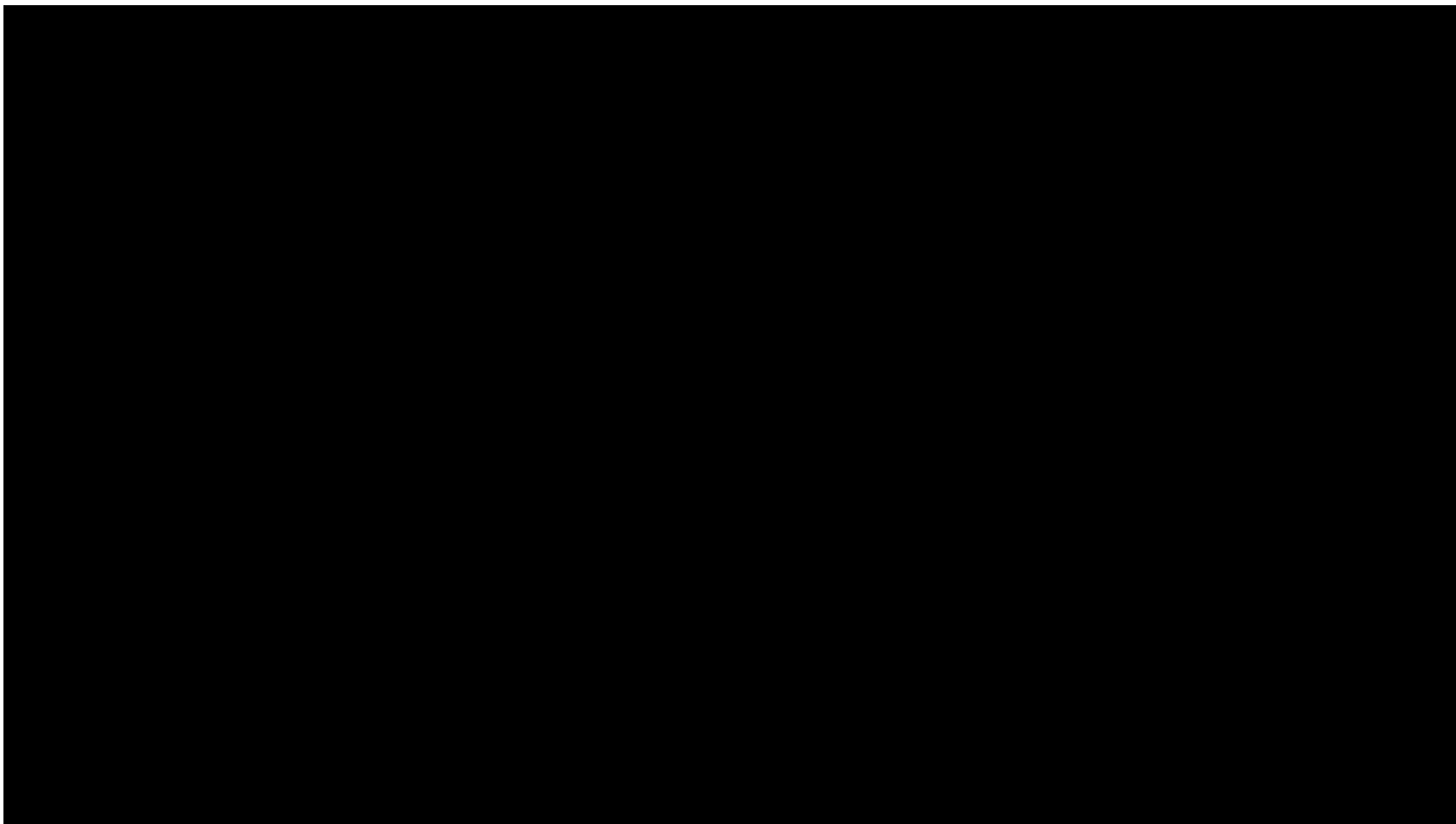
Early 1900's

- Clerk in a Hosiery Shop
- Café Singer: Got the nickname “Coco”
- Met Etienne Balsan, a rich socialite and heir
- 1910-1913?: Opened shop and sold hats with the help of Arthur “Boy” Capel (Etienne’s friend)



“It is said that women dress for other women, and out of a spirit of competition. This is true. But if there were no longer any men, women would no longer dress at all.” -Coco Chanel





First Shop: 31 Rue Cambon

Second Shop: Deauville



CHEZ LA MARCHANDE DE FRIVOLES — RUE GONTAUT-BIRON
A DEAUVILLE — RUE GONTAUT-BIRON
C'est là que, à l'époque, chez, des groupes se formaient devant
de ces boutiques à la mode, les femmes, les hommes et les enfants
s'entretenant et causant, quelques-uns, assis de la maison,
surveillant les passants, les défilés à venir chez les défilés.
A Deauville, chez la marchande, les petits chapards, les vils, les bons vils.
A Deauville, chez la marchande, les petits chapards, les vils, les bons vils.
A Deauville, chez la marchande, les petits chapards, les vils, les bons vils.

Chanel Shop in Biarritz 1915



1916: Made Suits of Jersey Fabric



“Adornment, what a science! Beauty, what a weapon! Modesty, what elegance!” -Coco Chanel



“The best color in the whole world is the one that looks good on you.” -Coco Chanel

1919-1920's

- Capel killed in a car wreck
- Chanel meets Grand Duke Dmitri (Russian)
- Dmitri introduces her to Earnest Beaux



CHANEL No 5

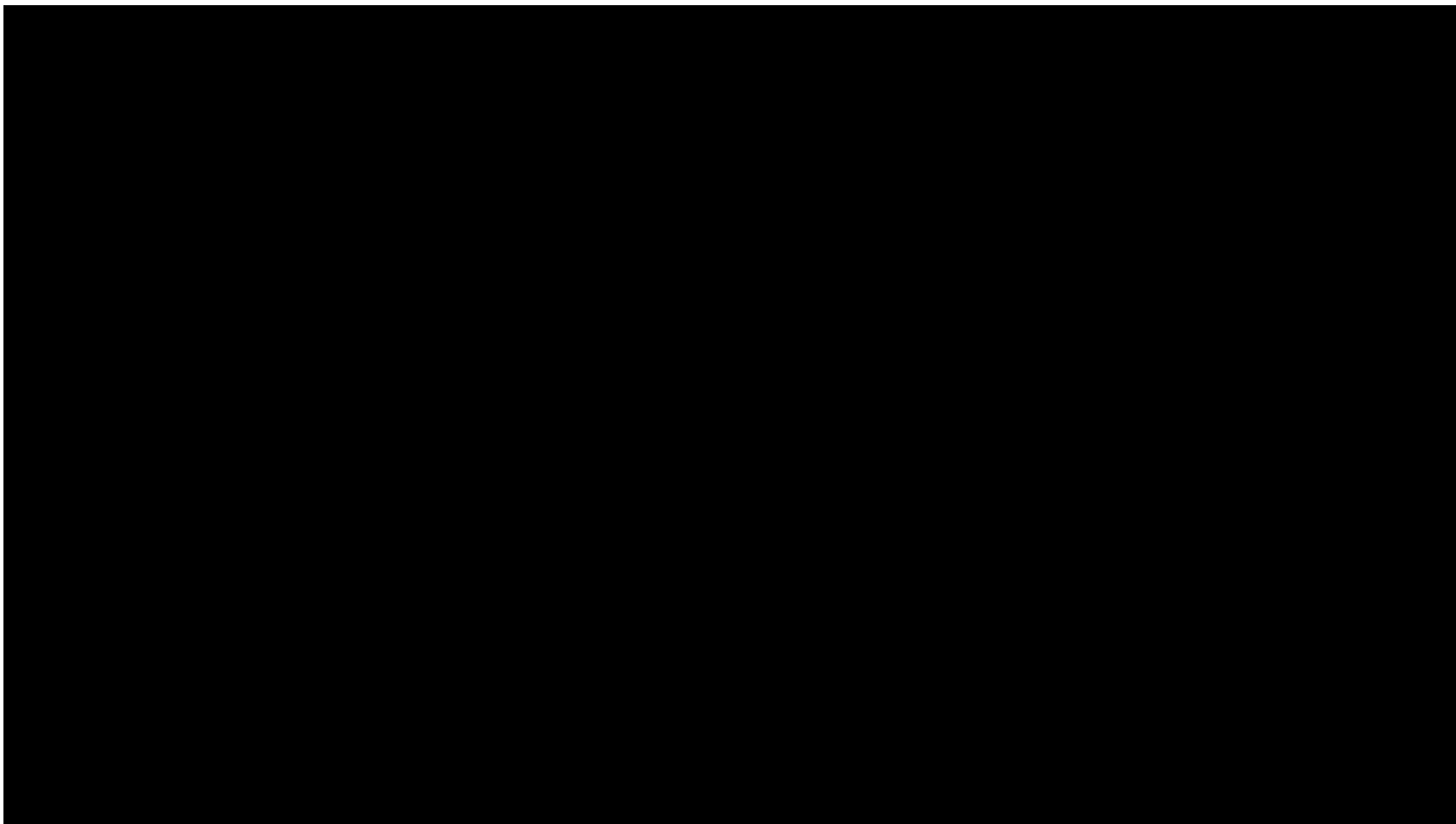
- Launched November 5, 1921 (some say 1922)
- 128 Ingredients
- Jasmine is the base
- Sprayed in dressing rooms
- Top selling perfume of all time



"It is the unseen, unforgettable, ultimate accessory of fashion...that heralds your arrival and prolongs your departure."

-CocoChanel





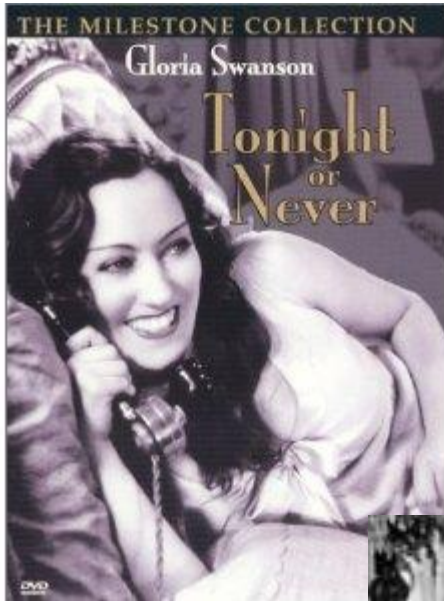
"An elegant woman should be able to do her marketing without making housewives laugh. Those who laugh are always right." - Coco Chanel

1920's: LBD



1931: Moved to Hollywood

Created clothes for “Tonight or Never”



- Was paid \$1 Million



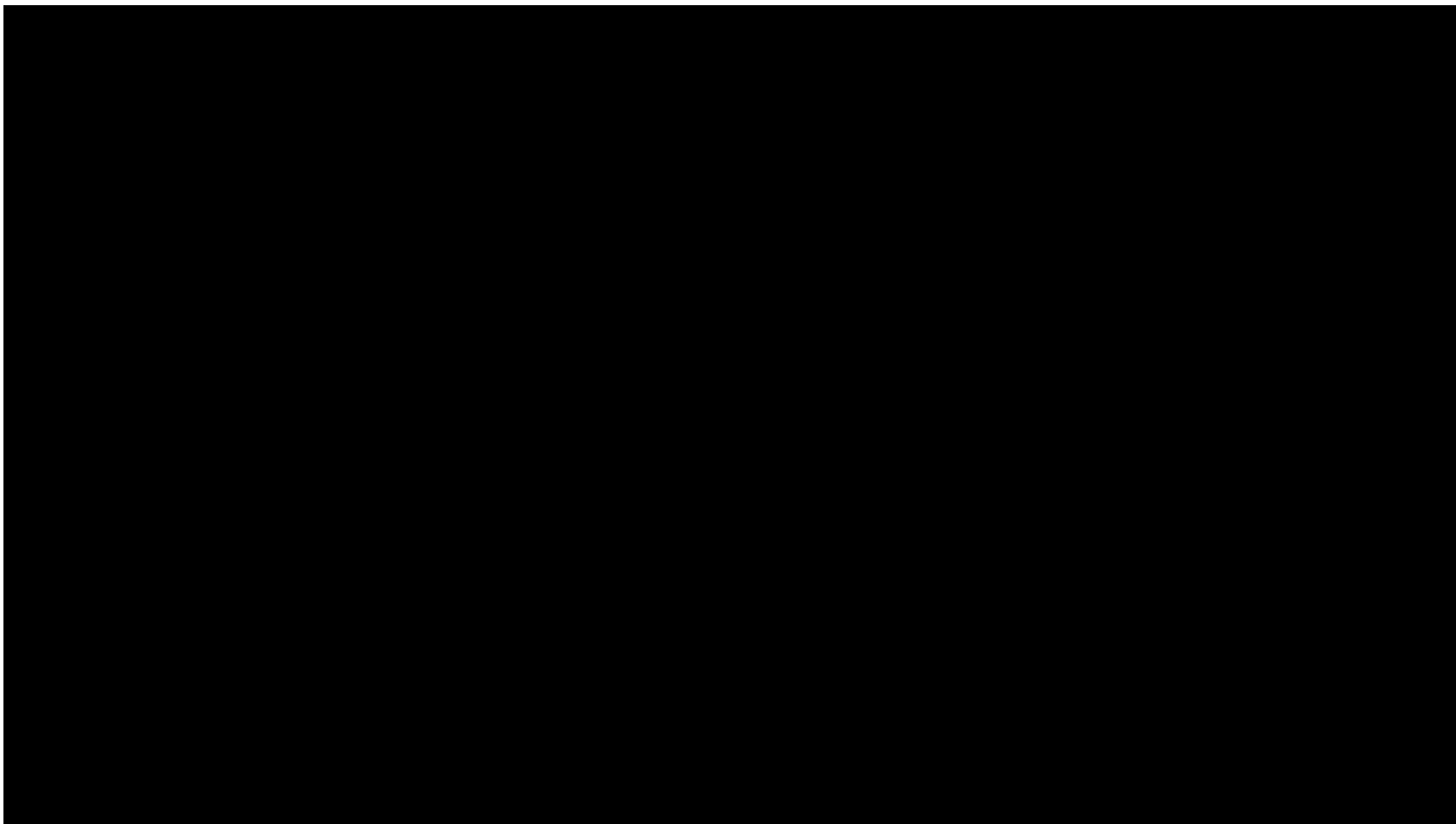
1930's



1935

- Chanel at height of fame
- 4000 workers
- 5 boutiques on Rue Cambon





World War II

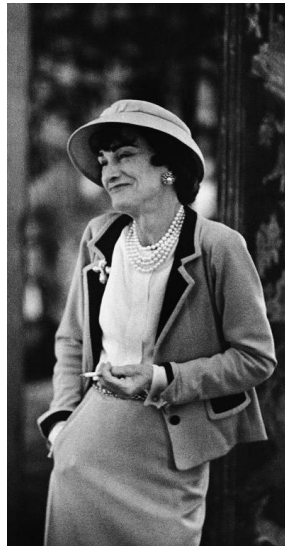
- World War II breaks out, compelling closures at the House of CHANEL. Among the five boutiques on rue Cambon, only one remains open: the store at number 31, where perfumes and accessories continue to be in high demand among Parisians and American soldiers alike.

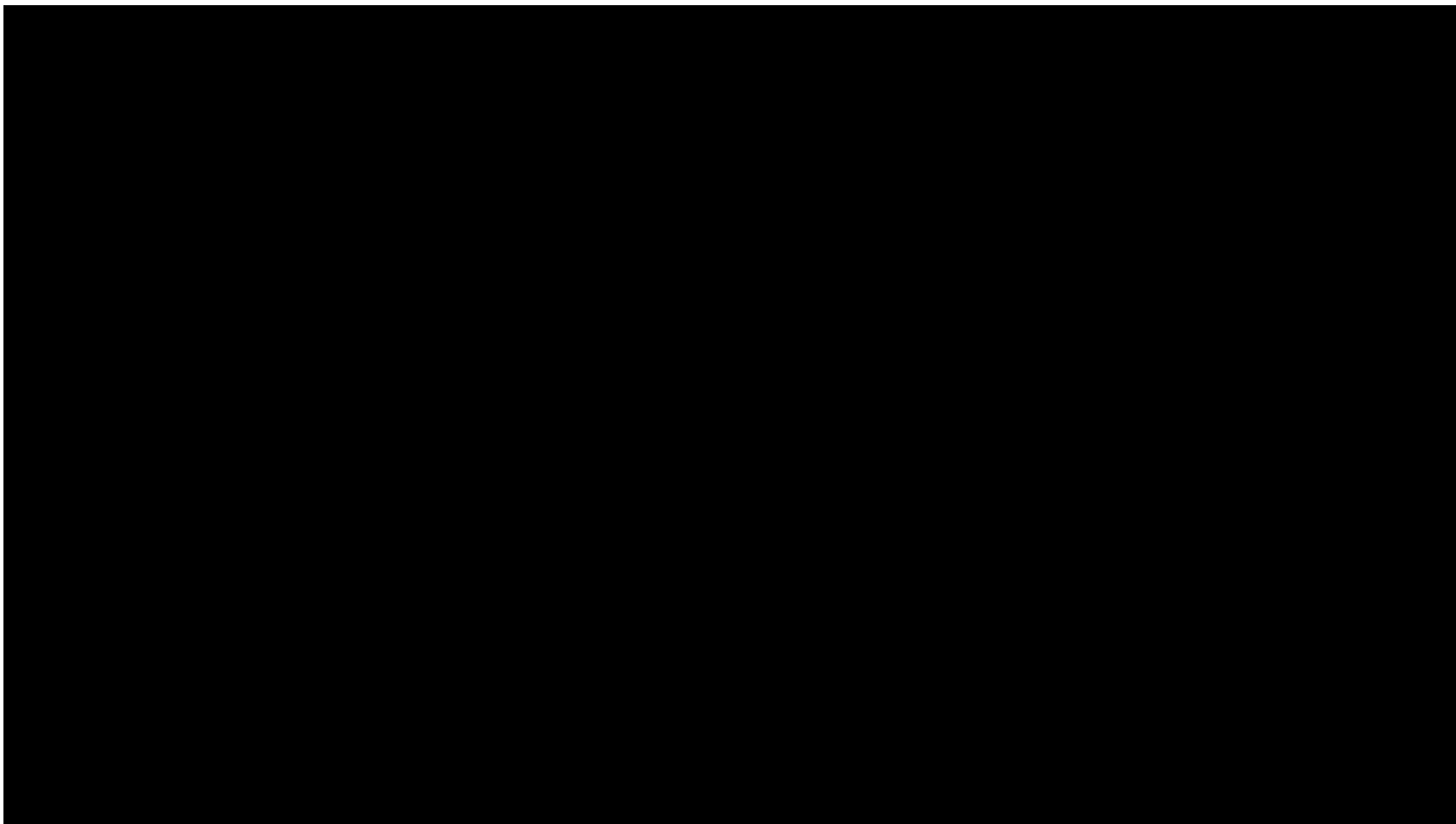


“This is no time for fashion.”

1954 Comeback

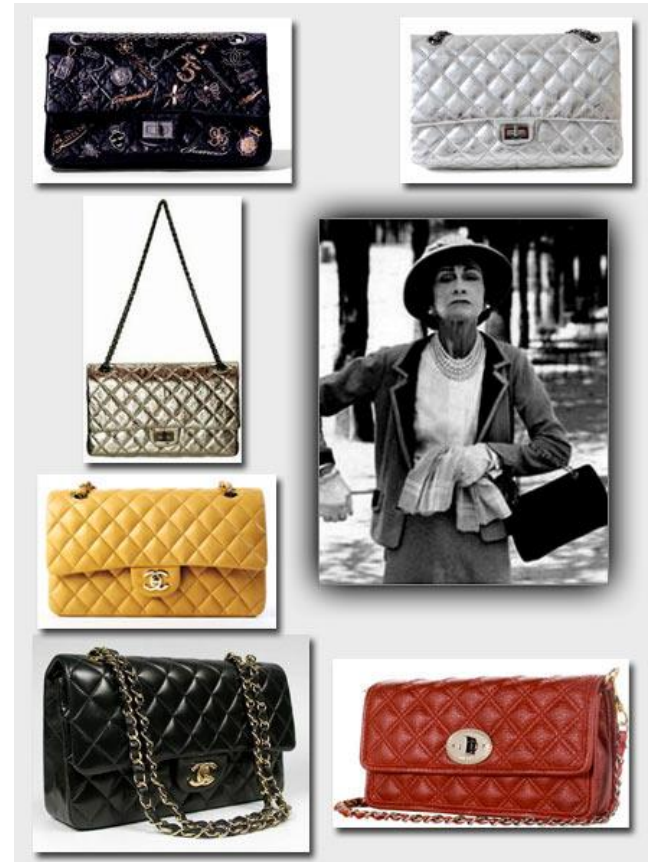
- Chanel was 70 years old
- Reopens house
- Creates fashion for the next generation
- Creates boxy cardigan suits





2.55 Bag

- In February of 1955, Gabrielle Chanel launches the iconic 2.55 quilted handbag, naming the style after the date of its creation. Combining leather and gold chain, she invents a supple new style of shoulder strap that is uniquely strong and light, and that allows a woman's hands to remain free.



1957: 2 tone shoes

- Gabrielle Chanel creates the legendary two-tone slingback shoe. Conceived in beige with a contrasting black toe cap, the novel style creates a uniquely flattering effect, at once shortening the foot and lengthening the leg.



1963: Jackie
Kennedy wore a
Chanel suit





1971

**"MAY MY LEGEND PROSPER
AND THRIVE, I WISH IT A
LONG AND HAPPY LIFE!"**

– Mademoiselle Chanel



1978

CREATION OF READY-TO-WEAR

The House of CHANEL expands with the introduction of its first Ready-to-Wear collection and the worldwide distribution of its line of iconic accessories.

The little black dress
© Jean Pierre Ledos

1983: Karl Lagerfeld

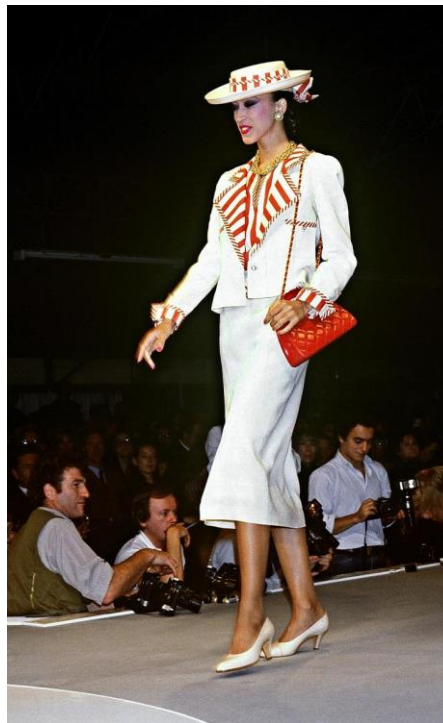


CHANEL



CHANEL
BOUTIQUE

1983

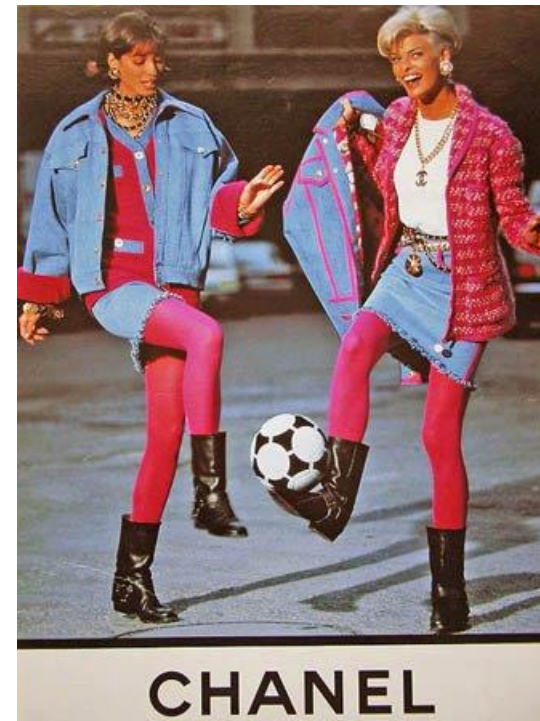


CHANEL





1990s



1997



- March 1997:
Anniversary of CHANEL
No 5
- Chanelle Caldwell was
born!

2002



Chanelle

2009: Mobile Exhibit

- Art Exhibit by 20 different artists, honoring the 2.55 bag.



2005: CHANEL at The Met



CHANEL at the Grand Palais









How Couture is Made

CHANEL

HAUTE COUTURE | PRINTEMPS - ÉTÉ 2015

“LE SAVOIR-FAIRE”

2012

