

FASHION IN CULTURE

UWAS-C0028

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FASHION IN CULTURE (3–5 cr.)

- Teaching time: 9.1.–20.3.2019
- Lectures, visit to Kiasma
- Some important aspects of fashion and culture with visiting scholars and experts
- Fashion as representation of culture and its values

PASSING THE COURSE

- 3 credits: Attend lectures and read texts pertaining to lectures
- 5 credits: Attend lectures, read texts and write a learning diary
- **Deadline for returning the learning diary: March 31 2019. Late admissions are not accepted!**
- Program, texts and instructions for writing the learning diary are on the MyCourses website:
<https://mycourses.aalto.fi/course/view.php?id=22557>

GRADING

- You are expected to attend at least 80 % of the total number of lectures
- Assessment: pass/fail

Some statistics

- Enrolled students: 65
- Students from Aalto ARTS: 42
- Students from Aalto BIZ: 12
- Students from Aalto SCI & ENG: 8
- Exchange students: 2
- JOO-students: 1

INTRO TO THE COURSE

CLOTHING?
TRENDS?
BUSINESS?
CHANGE?
CULTURE?

Karl Lagerfeld / Chanel with models staging a demonstration at the end of his Spring/Summer 2015 collection, Paris Fashion Week, September 30, 2014

Givenchy, New York Fashion Week
September 11, 2015, Spring/Summer 16 collection



Chanel and Givenchy – Celebrity audience



Fashion: A system

- Fashion is more than just clothes
- Fashion is an *economic system*
- Fashion is a *cultural* and *symbolic system*

- Fashion belongs to the realm of sociality and culture
- As an *economic system* and as an *industry* fashion covers fashionable clothes, accessories, beauty
- As a *cultural system* fashion covers issues such as class, gender, sexuality, religion, morality, ethnicity, consumer behaviour and business – themes that will be addressed on this course
- *Fashion studies* is a multidisciplinary field

16.1. Fashion and luxury

Charles Frederick Worth, Paris 1864



Christian Dior, The Corolle Line 'New Look', 1947



House of Christian Dior, Spring 2011 collection



https://www.youtube.com/watch?v=u_RC9Cxjqig

France – Haute Couture – Gabrielle ‘Coco’ Chanel, 1920s, “new woman”



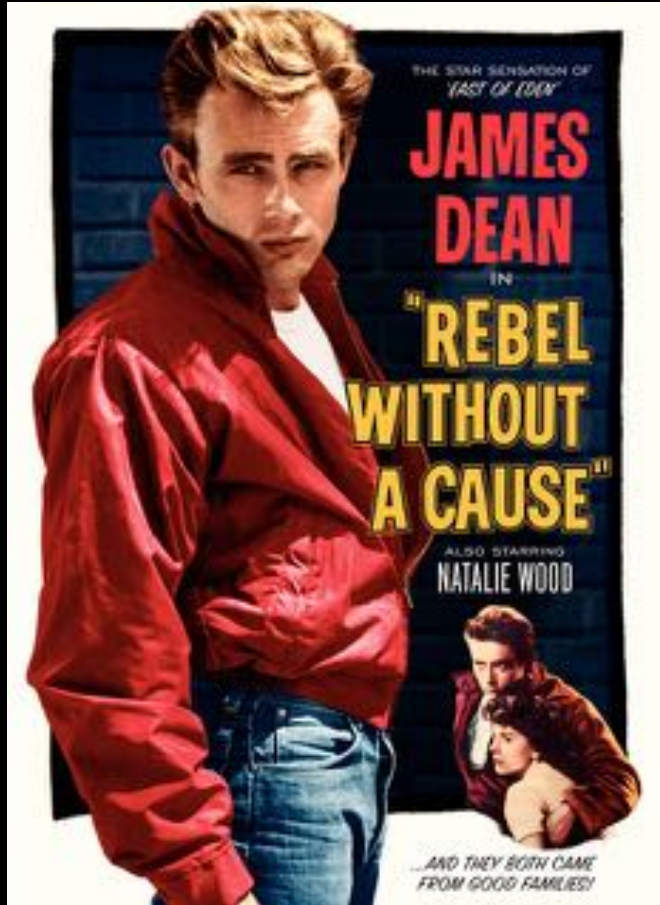
Cristobal Balenciaga, 1950s – influence of art in fashion design



Portrait of Philip IV by Diego Velázquez (1624)

23.1. Fashion and subcultures

Youth cultures, countercultures, subcultures – film and popular music



James Dean in *Rebel Without a Cause*. Director: Nicholas Ray, 1955.



Marlon Brando in *A Streetcar Named Desire*. Director: Elia Kazan, 1951. Costume design: Lucinda Ballard.



Audrey Hepburn in *Sabrina*. Director: Billy Wilder, 1954.

Costuming: Hubert de Givenchy.

Film fashion no longer had to remain subservient to narrative and character – film becomes important means to mediate fashion.





Lady Blue Shanghai

Dior: Lady Blue Shanghai (2010), an internet commercial directed and edited by David Lynch, starring e.g. Marion Cotillard.

<http://www.youtube.com/watch?v=oepfkpkxjmA>



Jenginuoria, 1959. Kuvaaja: Pertti Jenytin. Museoviraston kuvakokoelmat.

Helsingiläisnuorisoa Haka-kerhossa, 1950-l loppu. Kuvaaja: J. Poutanen. Heinolan kaupunginmuseon kuva-arkisto ja Haka-kerho.

Popular culture, young designers, 1960s-1970s



Mary Quant, Dress, 1966-67; David Bowie wearing striped bodysuit designed by Kansai Yamamoto for Aladdin Sane tour in 1973; Vivienne Westwood and Malcolm McLaren, Ensemble, 1976-80.



"Laundrette" from 1985 effectively used the 1950s James Dean "rebel style" in promoting Levi's 501; Punk/Grunge fashions anno 2013

Art Director: John Hegarty, Director: Roger Lyons

<http://www.youtube.com/watch?v=Q56M5OZS1A8>

30.1. Fashion and cultural appropriation

British Burberry trench coat – changes through history



New York – Ralph Lauren, Donna Karan, Calvin Klein



Milan, Italy – 1990s – Giorgio Armani



Japanese designers – 1980s – Yohji Yamamoto, Rei Kawakubo / Comme des Garçons and Issey Miyake



European brands to China – Gucci, Louis Vuitton...



Shanghai Tang, Hong Kong, 1990s





JNBY
江南布衣



<https://www.jnby.us>

茶缸

chá gāng



WANG
YIYANG

ZUCZUG/



<http://www.zuczug.com>

6.2. Fashion, morality and religion



Stereotype of the “true refugee”.

Muslims and fashion

Hijab couture

Designers are profiting from Muslim women's desire to look good

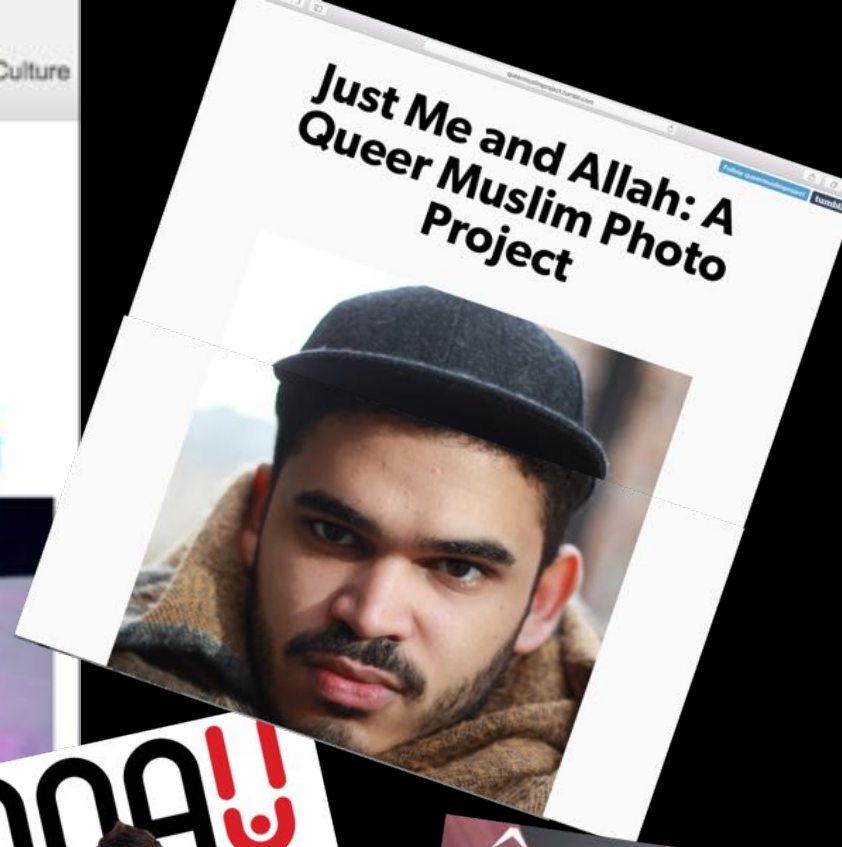
Apr 26th 2014 | CAIRO, JEDDAH AND RIYADH | From the print edition



747



FEW sartorial choices are scrutinised as closely as those of Muslim women. Their clothing is regulated both in countries where Islam is a minority religion, and in those where it is professed by the majority. France bans face coverings, thus outlawing the niqab, which leaves just a slit for the eyes. In Iran, a theocracy, and Saudi Arabia, a monarchy reliant on clerical support, women must wear a hijab (head covering) and abaya (long cloak) respectively. Only last year did Turkey partially ease a ban, dating from Ataturk's founding of the modern secular state, on female civil servants wearing



An age-old discussion

- Relationship between fashion and morality is not new
- One of the most enduring topics of discussions in fashion
- Covering and revealing the body
- What is decent/indecent; moral/immoral; appropriate/inappropriate
- Classical world: dress and *reason*
- Judeo-Christian culture: dress and *morality*
- Islamic culture: dress and *modesty*



Lucas Cranach the Elder, *Adam and Eve*, 1533.

13.2. Fashion and technology

Country Overshoot Days 2018

When would Earth Overshoot Day land if the world's population lived like...



EARTH
OVERSHOOT
DAY

Source: Global Footprint Network National Footprint Accounts 2018



Global Footprint Network
Advancing the Science of Sustainability

Finland overshoot day in 2018: April 11th.



The collapse of Rana Plaza clothing factory 24.4. 2013. Over 3000 people killed or injured. Photograph: Abir Abdullah / EPA.



Kustaava Lokka mending, Helsinki, 1960s. Photograph: Pekka Kyytinen. The Picture Collections of the Finnish Heritage Agency.



Women working at dressmaker's shop, man watching over them, 1939.

Photograph: Aarne Pietinen Oy. The Picture Collections of the Finnish Heritage Agency.

”Fashion belongs to everybody” – Democratisation of fashion

Geel
Lasten hupparitakki
Koot 92–128 cm.

9⁹⁵

Muoti kuuluu kaikille.

 **PRISMA**
HYVÄ MUTTA HALPA.



AUTUMN/WINTER 2011

Chalayan's "Kaikoku" collection for Autumn/Winter 2011 culminated with a 'Floating Dress' featuring fifty 'pollens' created by juxtaposing Swarovski crystal with pearled paper. The dress featured rear doors which open and close by motorized hinges, allowing the wearer to step in or out, complete with a radio controlled digital hand set.

Hussein Chalayan, The Floating Dress (AW 2011)

<https://www.youtube.com/watch?v=TiFlx4ZkRDM>

27.2. Fashionable second-hand



6.3. Fashion and racism



Supermodel Naomi Campbell, the first black model to appear on the cover of the *Vogue*. *British Vogue*, December 1987.



Printed hooded top
£7.99

Green



Select size



Size Guide

Next Day Delivery, Next Business Day Delivery, Pick-up in store and Standard Delivery in 2-3 days

ADD TO SHOPPING BAG

FIND IN STORE

DESCRIPTION	DETAILS	PRICE	DELIVERY AND PAYMENT
	<ul style="list-style-type: none">Cotton 80% Polyester 20%		
	CARE INSTRUCTIONS <ul style="list-style-type: none">Machine wash at 40°		
	ITEM NR. <ul style="list-style-type: none">2019030001		

H&M was taken to task over a children's hoodie emblazoned with the phrase "coolest monkey in the jungle" and modeled in marketing materials by a young black boy. H&M, via Associated Press

Still, distasteful designs will probably continue sneaking onto store shelves. Industry experts said cultural-awareness training and virtual sampling techniques that run spot checks on products can only go so far in a business marked by fast-shifting trends and high employee turnover.

To Avoid More Racist Hoodies, Retailers Seek Diversity

By TIFFANY HSU MARCH 29, 2018



Annie Wu was hired as H&M's diversity manager after the company was taken to task for a hoodie that raised

4

ARTICLES REMAINING >

. Karsten Moran for The New York Times

H&M racist hoodie, January 2018.

13.3. Fashion and sexuality



Queer history of Fashion, FIT gallery, New York 2013.

20.3. Fashion, art, museums

Fashion– art collaboration
Louis Vuitton x Yayoi Kusama, Selfridges, 2012



Fashion from boutiques to galleries – Acne Studios Berlin



Fashion to galleries and museums –
Jean-Paul Gautier and Rei Kawakubo / Comme des Garçons





Shoplifter, Nervescape V, November 2016, Queensland Art Gallery, Brisbane, Australia

THE END 😊