

# FASHION PHENOMENA

Assignment number 1 :  
**MUSEUM VISIT & INDIVIDUAL RESEARCH**

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Fashion Phenomena

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LOVE IS LOVE : WEDDING BLISS FOR ALL

by Jean Paul Gaultier,

Montreal Museum of Fine Arts  
Fashion Phenomena

Presented to Ms. Jennifer Millen

LaSalle College  
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## "LA CEREMONIE" model ("THE CEREMONY dress), Collection 61 FACONS DE SE DIRE OUI

—> Haute Couture spring-summer 2015

—> Skirt and back-buttoned cardigan embroidered with Swarovski crystals.

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**Dress style :** Two-piece suit (Tailleur) with a under-the-knee skirt.

**Physical description and Embellishments :** It is a classic tailleur design (very similar to the ones that made Coco Chanel famous) BUT the material of it is not common because it is completely covered by Swarovski crystals embroidered. The outfit is also composed of a white veil grossly put on the head and a shirt under the jacket (see Silhouette)

**Color :** old délavé pinkish dreige (light grey and light beige) BUT a little bit more pinkish than the model a.

**Silhouette :** This silhouette is a H, the waist is not marked, and the shoulders are forming a line with the bottom of the skirt.

The two only volumes in the outfit are the veil (embellishments) and a simple white transparent silk shirt baggy at the end of the leaves that come out of the vest.

## FUNCTIONS / MEANINGS:

### Communicative :

Firstly the wedding dress is a *tailleur*, we can imagine that it will be worn by a lady, between her 40 and her 60's. She may work and be inspired by a very classical but classy bureaucratic look.

However, the fact that the *tailleur* is embroidered with crystals can show that she wants people to know the extravagant side of her fashion tastes. It also indicates her wealth, because the crystals are not fake, they are Swarovski and this is for sure a very expensive *tailleur*.

This wedding *tailleur* can also be linked to the Conspicuous Consumption in the sense that the woman clearly shows off her high status by displaying all these crystals over her *tailleur*, and to the Conspicuous Leisure because dressed with the *tailleur* the woman won't be able to do any tasks such as cutting the grass in her house's garden or go to the gym.

### Psychological :

The woman that would wear this wedding *tailleur* may have a very ambiguous personality for the following reasons :

-on the one hand it represents a classic outfit worn by mid-class women working in offices, or also more classy but still very classic when worn by rich women that were able to afford some couture *tailleur* made with more noble materials like fine silk, tweed, etc...  
-on the other hand, the fact that it is covered with crystals looks like a millionaire daddy's little spoiled girl "extravaganza" it brings a very extravagant touch to the classical *tailleur* that is not classic anymore.

The woman would have a very ambiguous but strong personality to respect a sort of heritage from her mom and/or grandmother by keeping the form of a conventional *tailleur* but adding a very modern and unusual touch to it with all the crystals, and she may also like to show that she comes from an upper class.



## "OUI" model ("YES" dress), Collection 61 FACONS DE SE DIRE OUI

—> Haute Couture spring-summer 2015

—> Bodysuit with accordion-pleated tulle train.

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**Dress style:** Dress from behind but bodysuit from the front. The whole outfit is made of tulle layers that are "dégradées".

**Physical description and Embellishments :** This dress is composed of a bustier body and une "traine" that covers the back and sides of the legs, but not the front so we can see the body (piece of tissue) and the legs. The embellishment here is how the tulle is cut, it is almost like if it was a pattern on the bustier body. There is also a egg shell white waist-fitting belt and a "haut de forme" hat that matches the colour of the dress.

**Color :** old délavé pinkish greige (light grey and light beige)

**Silhouette :** Even though the tulle brings some volume on the model chest, with the hat at (and as) the top of the dress we can say that it is a triangle silhouette. The progression of this triangle silhouette is however jerky by the irregular cuts of the tulle that form some asymmetric material gradient ("dégradés") on each side of the dress.

## FUNCTIONS / MEANINGS:

### **Basic / Intrinsic :**

The notion of nudity here has a lot of interest. Indeed, the chest and buttocks are hidden by the dress, thanks respectively to a voluminous amount of tulle and the train on the back.

Also the body is ending by a sort of pantie that hides the genital parts. Therefore, the "sexual" parts of the body are hidden. However we can easily understand that the woman who would wear this dress for a wedding wants to reveal her body, especially her legs.

For sure it is not a common wedding dress, it is at the same time feminine with the belt that highlights the waist line, but also dared

### **Sociological :**

The woman who would wear this dress as a wedding dress may come from an upper class, taking in consideration the amount of tulle needed for the dress and the quality of the belt.

Also, this person has a very free lifestyle, prefers to take in consideration her activities over her culture, she could have worn a conventional white dress if she was from Europe, or a traditional sari if she was Indian, ... Here we don't know where she is from, the dress just lets us know that she might party and therefor dance a lot since the dress (which is very fluid) allows her to rise her legs, and sits in many positions.

# VOGUE.COM



Photo: Courtesy of net-a-porter.com

## Communicative :

These gloves may be totally different from the Tailleur, either by their different colors, material, aim,...

But they nonetheless have something in common : what the woman wearing them wants to communicate to the rest of the world.

First of all the gloves allows her to show that she comes from an upper class, not everyone could afford some 3000 \$ clothes so it's even less accurate to spend this price for some gloves.

Also who really wear gloves ? Workers don't, they need their hands to be able to move all the time, students are always in a rush they'll find it annoying on a long period to always put and take off some long gloves like these ones.

In the same way, gloves are seen like old school, so just like the tailleur, they would look more convenient on a mature woman.

Finally, they can also be used to illustrate the Conspicuous Consumption because of the material with what they are made, all the tiny details and the stones embroiled on them.

Moreover the Conspicuous Leisure is also illustrated here since we can clearly understand that with these gloves we wouldn't be able to do some physical task involving our arms that would be stuck and surrounded by some not-that-much-flexible- material and the stones that would slow our gestures as well.

**Dolce & Gabbana** embellished leather gloves, \$3.145, Fall-Winter 2015.

From the article "Your Essential Glove Guide for Fall, From Leather to Studded to Totally Elegant"

by LYNN YAEGER | edited by BROOKE ELY DANIELSON

OCTOBER 26, 2015 3:33 PM

Link of the article : <https://www.vogue.com/article/best-gloves-shopping-guide-fall-winter-2015>

# Metropolitan Museum of Art : Costume Institute



"Robe à la Française"  
Around 1740 front Great Britain  
Material : Silk, pigment, linen  
Accession number : 1995.235a, b  
Weblink : <https://www.metmuseum.org/art/collection/search/79893>

## Communicative :

Here it is not a tailleur but a real dress. When we look at it from the back we can imagine that it is just a formal dress to attend a bal but when you turn the dress on the front, it is a completely different story : the hips are dilated by the panniers, thanks to some very strong underwear that gives this silhouette to the dress. Even though it's a complete different style and era from the tailleur, they share common things like the desire to show-off the wealthiness of the woman wearing this dress (Conspicuous Consumption). The first formal owner of this dress must have been an important lady; she probably have never worked in her entier life (Conspicuous Leisure) and she clearly can't anyways with that dress, she can't dance nor sit and probably can't eat because of the corset.

The price of the dress must be incredibly expensive just as the tailleur, because of the time it took to do all the broderies on the gib dress and traine handmade, and all the crystal incrustations on the tailleur. We can definitely guess just by the clothes, for both cases, that the woman is very rich.

# Jean Paul Gaultier



## His iconic looks :



Each of his wedding dress is a success



The iconic marinère from Bretagne



Skirt for boys



Tutu x Perfecto



Master Piece : the cone body bra

## Important informations :

- Jean-Paul Victor Raoul Gaultier
- Born on **April the 24th, 1952** in Bagneux, France.
- Before creating his own brand, worked for Pierre Cardin, Jacques Esterel and Jean Patou.
- 1976** : Creation of his own brand
- 1991** : Creation of Jean Paul Gaultier Parfum (40% of the brand incomes)
- 1997** : First Haute Couture show
- 2004-2010** : Works for Hermes to create the prêt-à-porter

## Controversy :

Because of his unique sense of fashion, JPG dared a lot of things on the french catwalk. These things however were oftenly criticized. Here are some controversies in his work :

- 1994**, Fall/Winter : Accused of cultural appropriation against the Eskimo culture by the New York Times
- 2012**, Spring Couture : JPG wanted themed his Fashion Show after Amy Winehouse that recently died at this time. Her family strongly criticized the show and said that JPG were using Amy image to sell clothes and not to give her an homage.

# **Did I enjoy the exhibition ?**

**I really enjoyed the exhibition for two reasons :**

**-Even though it wasn't the first time I was seeing it, I had to look to all the dresses with a different eye, more professionally. I had to analyze the styles, the silhouettes, the textures of the materials etc... It was really interesting and now I know that going to a fashion exhibition is a pleasure but it can also allow me to learn a lot about a designer talent and personality.**

**-During this exhibition I had the time to talk with my classmates. I think it is important to listen to everyone's opinion, we are all in the same program and represent the future of the Fashion Industry. It is really appreciable to see how we differ in our tastes and even though we don't necessarily agree on some things we need a little bit of everything to create a world as we say in France.**

# LINKS

<https://jbcstyle.com/gaultier-his-couture-controversy/>

[www.elle.fr](http://www.elle.fr)

[www.jeanpaulgaultier.com](http://www.jeanpaulgaultier.com)

[Jean-Paul Gaultier, punk sentimental](#) by Elizabeth Gouslan