

# FORWARD

MAGAZINE

APRIL

Breaking all the  
rules with

# CHER

Jackie Kennedy  
Bianca Jagger  
Kate Moss  
& more

“Modeling  
never  
defined me”

Naomi  
Campbell

Reforming  
women’s  
fashion

Exclusive interview  
with Yves Saint  
Laurent

# FASHION ICONS OF THE DECADES

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# Editorial

For April 2019's issue of FORWARD MAGAZINE, we decided to analyse style icon's throughout the 1960's till the 1990's. You will also find key events that happened during those times and find out how they affected the fashion industry. Finally, we had exclusive interviews with a legendary designer and a supermodel who shaped the attitudes of their decades. We find that celebrities influenced society and fashion throughout each decade. Celebrities not only influenced the people from their era, they find a way to still influence us to this day. They found a way to touch us in many different ways, we wanted to share how each decade had influencers and what they did. What inspired us to write about this is how influential each celebrity was and still is. We wanted to share the icons that to this day are still talked about. Their influence inspired us to share their stories.

By *Sabrina Cahill*  
& *Mathias Huard*

## COLLABORATORS:

Sabrina Cahill - Column on Studio 54  
Articles on the 1960s & 1970s  
Interview with Yves Saint Laurent

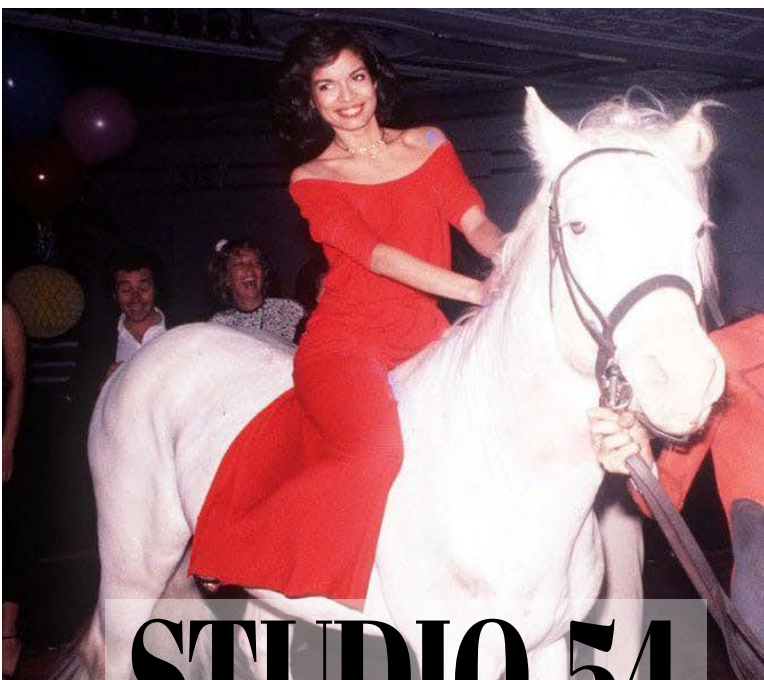
Mathias Huard - Column on Gianni Versace  
Articles on the 1980s and 1990s  
Interview with Naomi Campbell





Once she was the only woman in the world allowed to wear this perfume.  
L'Interdit. Created by Givenchy for Audrey Hepburn.





# STUDIO 54

## The oasis of the elite hosting the legendary disco mania of the seventys

Studio 54 is now a shadow of its former self but used to be the global hotbed of the disco craze receiving the world's most renowned celebrities, supermodels, and style icons. The famous nightclub opened its doors to A-list stars like Diana Ross, Elton John, Cher, Andy Warhol, and many more. Steve Rubell and Ian Schrager were the masterminds behind the fad. The club opened on April 26th, 1977 and quickly became the showstopper of New York City's nightlife and shaped the fashion industry of the 70s by showcasing sex, drugs and disco. Unfortunately, the club's reign came crashing down by greed which ended the party forever. In the four decades since Studio 54 first opened its gates to fame, tales of what went on behind those closed doors have become modern myths. On May 2nd, Bianca Jagger celebrated her birthday in grand style debuting the hysterical furor of Studio 54. Her guest list consisted of some of the times most elite. It was a night to remember as soon as she trotted in astride a white stallion. The stunt was one of the most effective in the history of publicity.



## Gianni Versace

On July 15th 1997, fashion designer Gianni Versace was shot and killed on the front steps of his Miami Beach mansion at only 50 years. The police caught his killer only two weeks after his death. Andrew Cunanan, age 27, had taken his own life not long after committing the crime. Versace's partner of 15 years, Antonio D'Amico was devastated after hearing the news, "My life was torn in two when Gianni was shot." Gianni was close friends with Naomi Campbell, Kate Moss, Princess Diana, Madonna, Cher and many more. The news not only came as a shock to his close friends but also the public. Gianni had not only influenced fashion by transforming what it meant, but also society, he created a relationship between fashion and celebrities. He was the first to place A-listers celebrities in the front row of his fashion shows. His fashion house was then given in to his sister's hands, Donatella Versace. Back in September 2018 it was announced that Michael Kors had bought Versace for 2.1 billion dollars.

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—Cheryl Ladd

I love the outdoors. But wind, sun and water can really damage my hair. So I take extra-special care of it with Wella Balsam Conditioner, the original balsam conditioner.

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Do something beautiful for your hair today. Try Wella Balsam Conditioner. It's the original and, as far as I'm concerned, still the greatest. You'll love your hair.



\*Trademark The Wella Corp. © 1977



# 1960's

A decade of fashion innovation for women where casual dress became more unisex

Various style icons emerged from those years and continue to inspire fashion today. A crucial member of that elite club is Jackie Kennedy; the original fashionable First Lady. One doesn't become a style icon without a trademark look. Jackie's skirt suits, pillbox hats, low heels, and over-sized dark sunglasses quickly became a recognizable style that inspired women everywhere. Though her style changed throughout the years, her icon status only flourished. She had a special skill of balancing menswear while still being able to emphasize her femininity. In her outfit pictured here, she did just that by offsetting the masculinity of her suit by adding a large bow at the collar of her shirt which also evoked an artsy intellectual vibe. She was known to have mastered multiple statement looks from her signature office style to her off-duty streetwear. Her various monochromatic styles were simply another design she grasped as a style icon.



Then Audrey Hepburn shifted the world first in 1961 in "Breakfast at Tiffany's" with the LBD, teamed with movie star shades and top-handle bag. Then came the off-duty style game with crew-necks, tailored cropped trousers and ballet flats. It's the comfy uniform of any woman with an ounce of style. This fashion icon made classic black and navy pieces

an easy trend. The various roles she played inspired countless fads and made fashion effortless for the average women. Hepburn bent the belt rules of trench coats and created a chic new look. Adjust the knot tightly around the waist and add cat-eye shades with a head scarf for a simple "Charade" elegance. Her classic sense of style is still as relevant now as it was in her Hollywood heyday.



This list wouldn't be complete without Mary Quant. Not only was she a style icon in her own right, she brought this decade's greatest trends to the wardrobes of the masses. Inventor of various new garments, owner of one of the world's most famous hairstyles and all round fashion legend Mary Quant was a staple from the sixties. She is credited with inventing one of the era's most iconic new pieces that took hemlines to an entire new height. The mini-skirt revolutionized fashion by pushing new boundaries. Extremely short skirts became Quant's trademark, by influencing women to break the rules. This legendary designer also created the 'skinny rib' sweater and hot pants. She loved using new materials and evidently was the first designer to use PVC, creating 'wet look' clothes,



and added to Quant's footwear line, different styles of weatherproof boots. Her inventions based on her personal style continue to influence fashion today and are key pieces to every woman's closet.

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# 1970's

**"There are no rules in the fashion game now"**

**-VOGUE**



The seventies were a crazy decade for fashion with lots of glitter, sparkle, and disco designs. Bianca Jagger secured her spot in the 70s-fashion hall of fame when she emerged as royalty from Studio 54 in sultry outfits that continue to inspire women today. Jagger's glam went from sleek menswear suits to disco ball fits. As one of Yves Saint Laurent elite supporters and muses, she popularized Le Smoking tux by famously wearing his designs as her signature personal style. Her white suit worn at her 1971 wedding to Mick Jagger designed by no one other than YSL became one of her most iconic looks still getting copied today by Emily Ratakovsky at her 2018 wedding. This style icon loved white and cream garments, she made wide-lapel suits a massive trend, broke the rules with low cut unbuttoned blouses, and monopolized furs and sequins crowning her the queen of the 70's.



The queen of disco glamour Diana Ross defined seventies fashion in silk gowns and sequin mini-dresses in metallic hues, accessorized with decadent jewelry, platform heels and fur coats. The American soul singer and style icon, influenced millions with her lavish performances accompanied by brilliant stage outfits designed by the great designer Bob Mackie. She would be characterized as a disco ball

on stage wearing sequined jumpsuits, sparkling bodysuits, or luxurious dresses covered in feathers. This diva has a style file filled with inspirational looks creating the best trends of the disco age. Whether she was styling her iconic shoulder-length bob with monochromatic evening wear with The Supremes or embodying retro glamour in her off-duty style, her best looks were never any less than elegant.

Who better defines the 70s obsession with blow-dried hair and high-waisted flares than the original "Charlie's Angel", Farrah Fawcett. She will forever be remembered as one of the most fearless sex symbols of all time and the hearth behind that eras Californian style. Her checkered shirts, skinny ribbed sweaters, and her statement high-rise flared jeans determined the working woman's wardrobe of that decade making it a uniform. Everyone fell in love with not only her girl-next-door style but with her poise as well. Fawcett's mass of big blond hair, feathered and layered with curls resulted in a cultural phenomenon. Women would line up for hours asking for the "Farrah Flick". Today, her household name is a definite must for any designer dabbling in 1970's retro. The pin-up of this "Charlie's Angel" wearing a red bathing suit has been purchased more than 12 million times, making it the best-selling poster of all time and making her a style icon for the ages.



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**What becomes a Legend most?**



**Blackglama**

# YVES SAINT LAURENT

Legendary designer reveals all his secrets behind his most iconic pieces.

YSL via Seattle Art Museum



Yves Saint Laurent was an innovation with a brilliant mind. He played a major role in the liberation of women by celebrating their bodies and empowering them through their clothes. Good designers are meant to manifest the demeanor of their time, but Yves created the demeanor of his time. During the entirety of his career, women throughout the world, regardless of age and class, rich or poor, have been moved by Saint Laurent. As we are approaching the 11th anniversary of his death, we look back at our interview that we had with him a few weeks before he died and managed to get a glimpse of the genius behind his work.

His Rive Gauche collection first debuting in 1966 was a revolution of the times. We wanted to know what his philosophy was behind the creation. "Couture until then was inaccessible to younger women. I wanted to change that. I loved my mother and found women's bodies beautiful. I revered them and thrived to express that in my work. It was all part of my idea to make fashion accessible. This lower-price interpretation of my couture pieces was sold at my Parisian Left Bank store allowing women of all ages and all backgrounds to feel confident in their clothes".

Saint Laurent was the first designer to send trousers for women down the runway for the first time. What inspired you to do so in 1962 and again in 1968? "I always designed practical and timeless clothes, knowing that women would not want to overhaul their wardrobes from season to season. Trousers suits are practical so I wanted to create the female version of the tuxedo. This was a radical change for professional women, who could wear a practical suit which also looked elegant".

Bianca Jagger's wedding ensemble was one of the most iconic designs throughout history. What was the creative process behind her iconic wedding suit from 1971? She had a very clear idea of what she wanted as a wedding dress. Contrary to popular belief, it wasn't a trouser suit. It was a long, narrow skirt and a jacket. I made the wide-brimmed hat with a veil to accentuate her blazer and we decided that instead of carrying a bouquet she should wear a flower corsage on her wrist to go with the suit. It was always a pleasure to work with Bianca. I wanted all women of color to not only feel accepted but be proud of their ethnicity and their looks.

To see his influence, you just need to look at the women today who still wear trouser suits, influenced by his classic designs. Women in high power from French justice minister Rachida Dati to Hillary Clinton. It was part of women's liberation to be able to wear trouser suits by making life so much easier. These suits are only elegant when they are well cut, and his were very well cut. Yves Saint Laurent was a phenomenal designer but also a great architect.

**SAINT LAURENT**

*rive gauche*



# 1980'S

## PRINCESSES AND DANCING QUEENS

**Princess Diana** was not only a princess but also an icon. The princess has been influencing fashion for as long as she lived. She tragically passed away at only 36 years in a car crash, back in 1997. We could often see Princess Diana wearing very fashionable clothing and accessories. She would always be matching her accessories to her outfits, even her **bold jewelry**. We could also see her wearing colorful down to earth clothing, because even a princess does regular things. Princess Diana often wore shoulder pads, pant suits, dresses, and gowns. Diana continues to be a **symbol of love** and a **fashion icon** to this day.



Princess Diana in Hachi, 1989 via Hello Magazine

With her first number one hit **Like A Virgin**, Madonna not only dominated the music industry but also the fashion industry. Often wearing colorful clothing and rubber bracelets, her red carpet looks stunned the world. In the early 80's **Jean Paul Gauthier**, fashion designer, dressed Madonna in a bustier, which has been auctioned for 72,000\$.



Madonna by Herb Ritts, 1985 via Deviantart

Singer and actress, **Cher**, also known as the goddess of pop, has been a talked about icon ever since her debut. From concerts to red carpet looks, her fashion style has been talked-about all over the news and media. We could see Cher wearing very revealing clothing, always showing her skin to the point she almost looked naked. The singer would not only be talked about her style for her clothing but also for her hair. One moment which will never be forgotten is her outrageous **mohawk** worn in 1986 at 58th Annual Academy Awards designed by **Bob Mackie**.



Cher in Bob Mackie, 1982 via Getty Images



# COCO

LE NOUVEAU PARFUM DE CHANEL

# 1990's

## From Silk dresses to Martinis

Supermodel Kate Moss was one of the “It” girls from 90’s. She’s best known for being a model and for also being a party girl, being seen at the latest and greatest parties. Kate’s style is very simple, she would often wear **black outfits**, she could be seen wearing **cropped clothing** and of course the famous **slip dress**. Kate’s career got a huge boost in popularity ever since she dated **Johnny Depp**, the relationship only lasted for 4 years. Stella McCartney and Gianni Versace were some designers who dressed the influencer for events and red carpets.



Kate Moss at Elite Model Agency Party, 1993 via DailyMail

**Sarah Jessica Parker** is a well-known actress, for playing Carrie in the hit TV series **Sex & The City**.

Sarah’s character Carrie would be seen wearing everything designer which followed her even off the set. She would wear well known fashion brands and very stylish clothing. While walking red carpets Sarah would usually be seen wearing Versace. From fur coats and sling backs, we could also see her wearing **slip dresses**, blazers and even bras. Sarah Jessica Parker remains an **icon** to this day, so does her character Carrie.



Sarah Jessica Parker in 1998 via Getty Images



Jennifer Aniston in 1997 via Vanity Fair

From **Friends** to **Picture Perfect**, actress **Jennifer Aniston** has stunned the world with her looks and of course with her acting career. Jennifer’s career started as she played a character called

Rachel on the hit comedy show **Friends**. Soon after the show started, Jennifer’s hairstyle became very popular and known as the “**Rachel haircut**”. Her career kept boosting with the help of her ex-boyfriend **Brad Pitt**. To this day, she is still known for her role in **Friends**, but not so much for her style, which was very popular back in the day.

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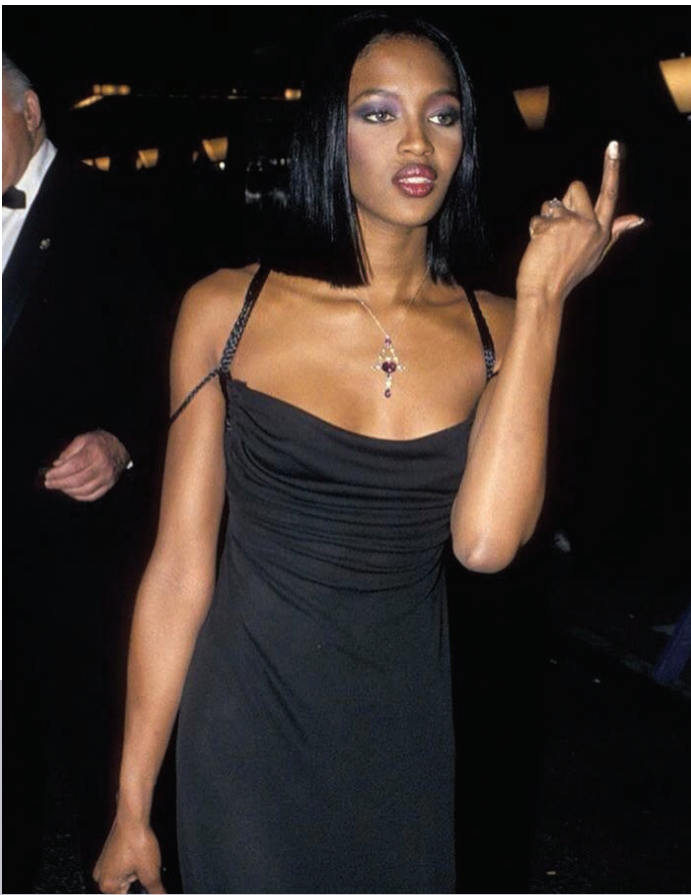
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# Catching up with



## FORWARD *exclusive*

### **Q** What made you decide to join the modeling industry?

As a kid, I've always wanted to become a model. Seeing fierce women walk the runway truly inspired me. What also made me want to join the modeling industry was the lack of colored women out there.

### **Q** What was your first magazine cover and how old were you at the time?

My first magazine cover was for *Taxi*. That was back in 1987 so I would say I was about 17 years old.

### **Q** What are the first things you do when you wake up?

Probably drinking my green juice, getting some work done, and if I'm not feeling too lazy, I'll try to make myself some breakfast.

## Naomi Campbell

### **Q** If you could pick to only wear one designer, who would it be?

This is a hard one, too hard for me to choose. I would tell you Versace and Chanel, both fashion houses are very close to my heart.

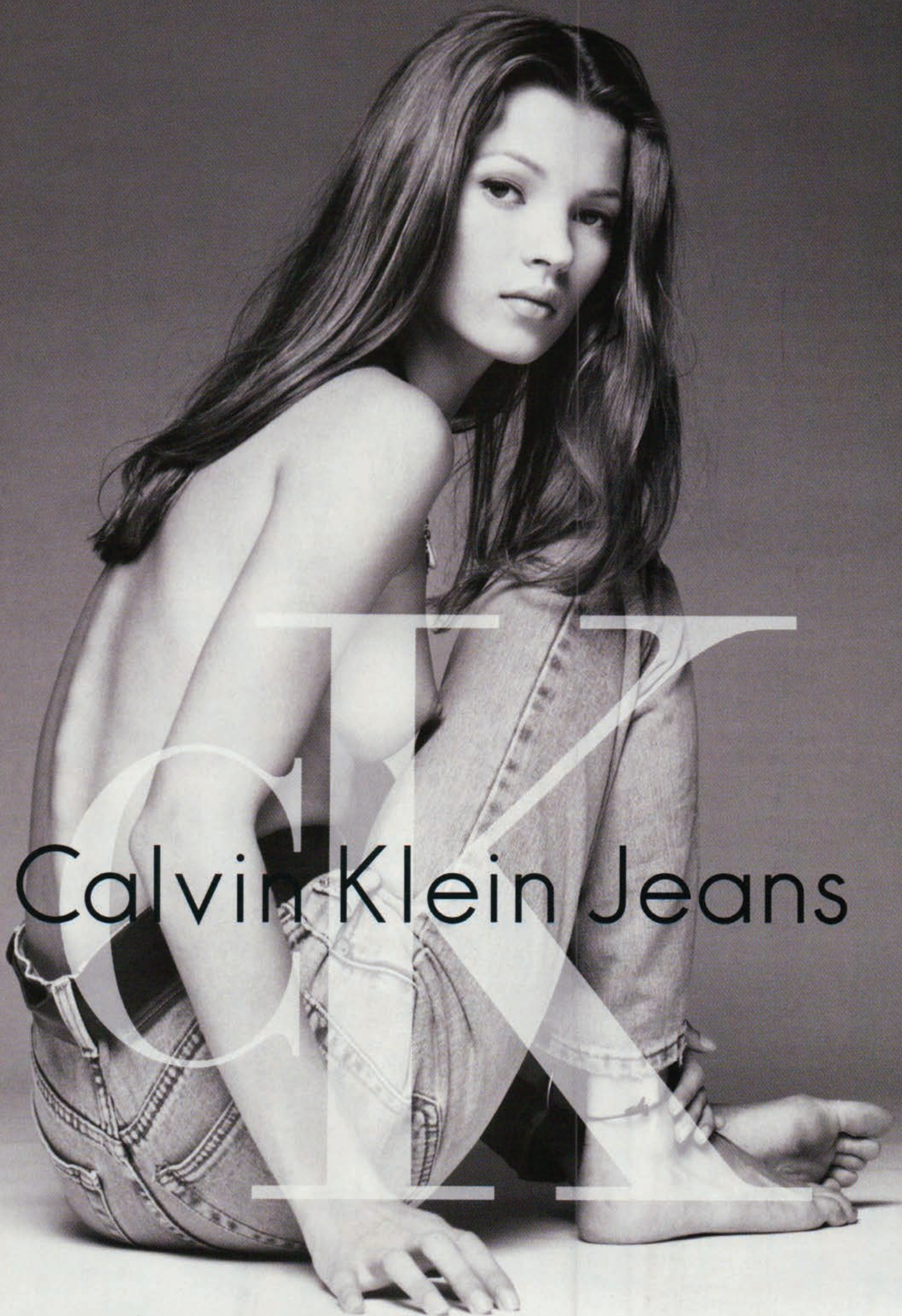
### **Q** Any tips for modeling you would like to share with us?

If this is something you really want to do, then go for it, but this is not an easy job. I never let this industry define me. You can't expect to become a supermodel overnight, work hard so you can play hard!

### **Q** What's your favorite lip color for a night out?

Definitely a dark or bright red, you might disagree, but trust me it'll make you the star of the night.





# Calvin Klein Jeans



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**GROUP EVALUATION FOR MAGAZINE PROJECT**

/ 25 pts

(Sections A, B, Overall Presentation)

**Date due: March 18 / Week 10**

**Students:** \_\_\_\_\_

**Magazine topic:** \_\_\_\_\_

**EVALUATION BREAKDOWN: (Group mark 25 pts) + (Individual mark 75 pts) = 100 pts total**

Competency: To analyze fashion phenomena in relation to various contextual factors – 00TA  
 Elements of the competency: 00TA-1: To relate fashion trends to socio-economic factors  
 00TA-2: To relate fashion trends to cultural factors  
 00TA-3: To establish links between actual fashion trends and the important movements of contemporary fashion  
 00TA-4: To establish links between the evolution of technology and fashion

<b>A: COVER 5 pts</b>	<b>Highly satisfactory</b>	<b>Very satisfactory</b>	<b>Satisfactory (60%)</b>	<b>Unsatisfactory</b>	<b>Very unsatisfactory</b>
Magazine name and visual(s) are relevant to topic; Information about contents is summarized	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1 - 0</b>

<b>B: EDITORIAL 10 pts</b>	<b>Highly satisfactory</b>	<b>Very satisfactory</b>	<b>Satisfactory (60%)</b>	<b>Unsatisfactory</b>	<b>Very unsatisfactory</b>
Contemporary inspiration is discussed; small format visuals of topic and/or contributors,	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1 - 0</b>
Brief account of magazine contents; contributors	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1 - 0</b>

<b>PRESENTATION 10 pts</b>	<b>Highly satisfactory</b>	<b>Very satisfactory</b>	<b>Satisfactory (60%)</b>	<b>Unsatisfactory</b>	<b>Very unsatisfactory</b>
Title page; Professional presentation (overall coherence and clarity of work, respecting criteria)	<b>10 – 9</b>	<b>8.5 – 7.5</b>	<b>7 – 6</b>	<b>5.5 - 3</b>	<b>2.5 - 0</b>
<b>TOTAL</b>					

**COMMENTS:**



**INDIVIDUAL EVALUATION FOR MAGAZINE PROJECT**  
(Preliminary research, Sections C, D, E, F, G)

/ 100 pts

/ 75 pts

Student: \_\_\_\_\_

Decades covered: \_\_\_\_\_

**PRELIMINARY RESEARCH** (handed in February 22) / 10

<b>C: COLUMN 15 pts</b>	<b>Highly satisfactory</b>	<b>Very satisfactory</b>	<b>Satisfactory (60%)</b>	<b>Unsatisfactory</b>	<b>Very unsatisfactory</b>
Information about socio-economic / cultural / technological context is accurate, appropriate, clear and coherent.	10 – 9	8.5 – 7.5	7 – 6	5.5 - 3	2.5 - 0
Images are relevant, authentic to the era, properly identified.	5	4	3	2	1 - 0
<b>TOTAL</b>					

<b>D: FEATURE ARTICLE 30 pts</b>	<b>Highly satisfactory</b>	<b>Very satisfactory</b>	<b>Satisfactory (60%)</b>	<b>Unsatisfactory</b>	<b>Very unsatisfactory</b>
1 <sup>st</sup> decade: topic information is condensed, accurate, clear and coherent.	10 – 9	8.5 – 7.5	7 - 6	5.5 - 3	2.5 - 0
2 <sup>nd</sup> decade: topic information is condensed, accurate, clear and coherent.	10 – 9	8.5 – 7.5	7 - 6	5.5 - 3	2.5 - 0
Images for both decades are relevant, authentic to the era, properly identified.	10 – 9	8.5 – 7.5	7 – 6	5.5 - 3	2.5 - 0
<b>TOTAL</b>					

<b>E: INTERVIEW 15 pts</b>	<b>Highly satisfactory</b>	<b>Very satisfactory</b>	<b>Satisfactory (60%)</b>	<b>Unsatisfactory</b>	<b>Very unsatisfactory</b>
Personality is well-chosen and appropriate to topic. Questions and answers are reflective and informative.	10 – 9	8.5 – 7.5	7 – 6	5.5 - 3	2.5 - 0
Images are relevant and authentic to the era.	5	4	3	2	1 - 0
<b>TOTAL</b>					

## INDIVIDUAL EVALUATION FOR MAGAZINE PROJECT (cont'd)

<b>F: ADVERTISING 10 pts</b>	<b>Highly satisfactory</b>	<b>Very satisfactory</b>	<b>Satisfactory (60%)</b>	<b>Unsatisfactory</b>	<b>Very unsatisfactory</b>
Ads are well-chosen, appropriate and authentic to the era; respecting presentation criteria (color; size; free of distortion)	<b>10 – 9</b>	<b>8.5 – 7.5</b>	<b>7 – 6</b>	<b>5.5 - 3</b>	<b>2.5 - 0</b>
<b>TOTAL</b>					

<b>G: CRITERIA TO RESPECT 20 pts</b>	<b>Highly satisfactory</b>	<b>Very satisfactory</b>	<b>Satisfactory (60%)</b>	<b>Unsatisfactory</b>	<b>Very unsatisfactory</b>
Proper terminology is used throughout.	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1 - 0</b>
Information and ideas that are not original are quoted or paraphrased respecting the proper format. <b>Plagiarism = zero grade</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1 - 0</b>
Sources of information are included, reputable, varied (books and online), presented in proper format.	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1 - 0</b>
Sources of images are included, reputable, varied, presented in proper format.	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1 - 0</b>
<b>TOTAL</b>					

### QUALITY OF WRITTEN LANGUAGE: Respecting IPEL Article 5.7 (Up to 10% deducted from final mark)

<b>10% PENALTY</b>	<b>COMPETENCY IS VERY SATISFACTORY</b>	<b>COMPETENCY IS CLEARLY SATISFACTORY</b>	<b>COMPETENCY IS SATISFACTORY</b>	<b>COMPETENCY IS ACCEPTABLE</b>	<b>COMPETENCY IS UNSATISFACTORY</b>
GRAMMAR & SPELLING (agreement; punctuation; misspelling; typos)	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
VOCABULARY (word choice; terminology; word form)	<b>0</b>	<b>1</b>	<b>2</b>		<b>3</b>
SYNTAX (sentence structure)	<b>0</b>	<b>1</b>	<b>2</b>		<b>3</b>
<b>TOTAL PENALTY</b>	<b>/ 10</b>				

**TEACHER COMMENTS:**