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**RUNAWAY REVIEW:
TOM FORD
S/S 2020**

**TREND REPORTS:
FASHION IN
COVID-19 ERA!**

**SUSTAINABILITY
CHALLENGES**



MY PERSONAL STYLE STORY:

My Jeans

by Tadija Jurisic

I love jeans. As far as my memory goes, I remember jeans. As a 6-year old boy playing in a sand or 24-year old young man on a casual night out, I remember wearing a pair. One of many reasons why I love good pair of jeans is because of its versatility. Can wear them in any kind of situation, and once I found a perfect fit, I love to play with different textures of denim and cuts of jeans.

Comfort is another good reason why I chose jeans as my favorite fashion item. Very few garments can match the comfort of quality pair of jeans. They are also very durable and quite stain-resistant because they are made of thick cotton denim. Because it was so easy to incorporate jeans in everyday life and successfully complement any casual or any elevated, official 'look' made jeans my essential fashion item.

My favorite pair of jeans are bootleg cut jeans by Mustang – German fashion company established in 1932. It fits me absolutely perfect, like it is carved specially for my body. Since living in North America, I could not find my favorite brand. But after long, extensive search and research I was able to find my second favorite, and that is – AG jeans.

What are jeans? Jeans are the type of pants usually made of denim. What



is denim? Denim is a sturdy cotton warp-faced textile in which the weft passes under two or more warp threads. Often the term “jeans” refers to particular style of trousers called “blue jeans”, which were invented by Jacob W. Davis in partnership with Levi Strauss & Co. in 1871.

The term jeans first appeared in 1795, when a Swiss banker Jean-Gabriel Eynard and his brother Jacques went to Genoa and both were soon heading a flourishing commercial concern. In 1800 Massena's troops entered the town and Jean Gabriel was entrusted with their supply. In particular he furnished them with uniforms cut from blue cloth called “bleu de Genes” whence later derives worldly popular fashion item – “blue jeans”.

Originally designed for miners, modern jeans were popularized as casual wear by Marlon Brando and James Dean in their films – ‘Wild One’ and “Rebel Without Cause” leading jeans to become a symbol of rebellion among teenage population. From the 60's onwards, jeans became common among different subcultures.

Through time jeans have undergone a lot of changes. From mid 1800s' until 1930s' jeans are known for being durable and practical. Not particularly stylish. Style became a relevant factor when jeans became more mainstream as a part of Hollywood scene in popular Westerns. Regardless the big entrance as a fashion trend happens in 1950s' because of huge help from aforementioned movies starred by Marlon Brand and James Dean. Jeans



were popular item just for men. It was not until 1952 when Marilyn Monroe wore a pair in her film “River of No Return” that they became a “must-have” item.

Throughout most of the 1950s, jeans had quite boxy look to them – they never looked baggy, was not fitted and were very stiff. During last couple of years of the 1950s, pairing jeans with white T-shirt became a trend. Started by famous Brigitte Bardot, when she was photographed in cropped less boxy jeans with a white T-shirt in 1957. Still a classic look today.

By mid 1960s jeans were tight to waist and flared at the bottom. Celebrities like Sonny and Cher, Mick Jagger, Twiggy made the style even more popular. Alongside flared, bootcut jeans had its defining moment too in 1966 when Brigitte Bardot was photographed wearing them.

1970s brought unfinished hems, elephant bells became new bell bottoms and slim straight leg punk inspired jeans. Overall a tighter look.

While 1980s were much baggier with a rise of hip-hop at a same time became more sexier due to notorious Calvin Klein ad with 14-year old Brook Shields. Denim was high-waisted. Stonewashed jeans still held one of the biggest trends in the



1980s as much as acid-washed jeans. Overalls took over 1990s with a “Fresh Prince from Bell Air” giving them major boost in popularity. Alongside overalls, simple and straight-leg jeans were all the rage.

By the end of millennium “low-rise” took over, but nevertheless the frequent change in style, jeans have stayed one of the most important clothing items to this day.

I love jeans. Love its numerous iterations reimagined with bottomless creativity. It never seems to bore me. Each new pair I am purchasing with a same amount of excitement. It definitely upgrades and improves my overall look into something much more attractive.

Jeans have been part of my life – my whole life.

With excitement and curiosity, I am gazing into the horizons of the future to see what more surprises jeans can bring my way.

RUNAWAY REVIEW:

Tom Ford Spring/Summer 2020

By Tadija Jurisic

If you want New York City grit, Tom Ford is going to give it to you on the subway where he presented his version of luxurious streetwear. Ford decided to host his Spring/Summer 2020 fashion show on an abandoned train platform at the Bowery stop. Invitees were first served with appetizers and drinks before being led down a dark staircase towards the train platform.

Ford completely transformed the forgotten place into a glamorous runway by using stage lights, loud music and even portable air conditioners. The entire staging was bathed in purple light. Front row seats were occupied with celebrities like Miley Cyrus, Ansel Elgort, Amber Valletta all wearing, of course, Tom Ford.



This season Ford showed a minimalistic approach to clothing. There were ball skirts paired with satin tops cut to look as relaxed as white tees, gym shorts cut in black silk and topped with oversized blazers. Models with spiked hair and smokey eye make-up wore YSL-inspired breastplates, made from glossy plastic in black, blue, pink, green and brown.

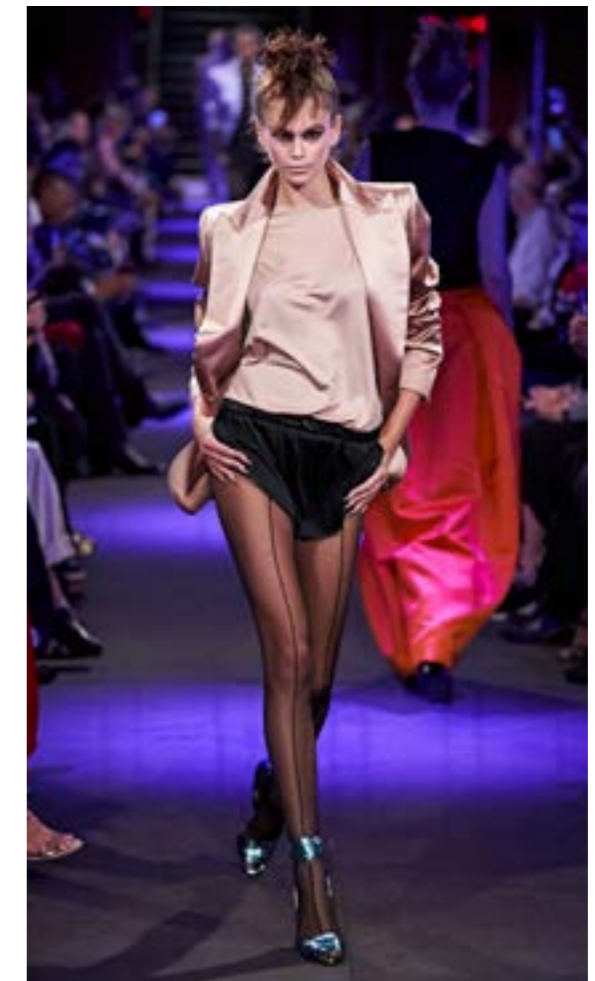
One of my favorite looks was nude satin blazer with hot pants, vintage-looking hosiery and metallic ankle-wrap sandals. Looked very polished and perfectly tailored. Long black ball skirts, roomy cotton and satin pants were mesmerizing to watch. It was an example of elegance at its best. The pieces were very

polished and tailored, but the hair, make up setting and attitude all contributed to late night downtown vibe. Footwear was amazing too. It consisted of black leather boots and metallic ankle-wrap high heels in many colors.

With Spring/Summer 2020 show Tom Ford decided to show his own take on athleisure – the new fashion mainstream created by Lululemon. Although Ford presented a more relaxed approach this season, the collection still has a touch of sexiness and class so specific to his collections. No ground-breaking design was featured in this collection, but presentation was very thoughtful and clever. Smart and beautiful at the same time.

Tom Ford always let the fashion show speak for itself. He is an introvert and rarely, almost never speaks what inspires him. He does not surprise but definitely always delivers beautiful clothes. He does not invent but definitely upgrades stale design to something magical. So, let me finish this review with Ford's quote that perfectly summarizes how his creative engine works.

"I am usually reluctant to talk about the images that inspire me, as I believe that it was Coco Chanel that said - 'creativity is the art of concealing one's source.' I have always loved that quote. What I believe that she meant by that was that one should be inspired by things but change them in a way that makes them one's own."



TREND REPORTS:

Fashion in COVID era

By Tadija Jurisic



New normal brought masks with dual purpose - to protect and make you stand out.

Latex gloves became an unavoidable part of our lives. Almost as important as shoes.



Athleisure continues to run mainstream fashion in era of social distancing. Yoga pants, sweatpants and sweatshirt are so comfortable for quarantine.



GREEN EFFORTS OF FASHION BUSINESS

by Tadija Jurisic

FAST FASHION RECYCLES FASTER

H&M has created a product line called 'Conscious' which consumers can purchase only in UK, Sweden and Norway – for now. It is a great start of something very special. Garments containing more sustainable materials can be found at designated stores all year around.

So, what do folks at H&M count as Conscious?

In order to qualify for a green hang tag, product must contain at least 50% sustainable materials, like organic cotton and recycled polyester. The only exception is recycled cotton, which can comprise only 20% of a product due to quality restraints. But with every new day, experts in industry are increasing their share of innovations to help all fashion lovers to shop completely guilt free.

Regardless of the H&M's sustainability



efforts, the company was accused of greenwashing to distance itself from its role in damaging the environment. Critiques are saying that H&M's marketing makes it seem as though the company is more environmentally friendly than it actually is.

An example of this is their clothes recycling bins. H&M makes it sound like the clothes dropped off into their recycling bins are made into new garments. But according to environmentalist Elizabeth Cline, that's likely to happen with less than 1% of the clothes collected. The company has not commented in the accusations yet.

To end it on a lighter note – I truly believe any effort is a good effort as long as it is positive.



STELLA MCCARTNEY – PIONEER OF SUSTAINABILITY

Stella McCartney has been a pioneer of sustainable fashion since 2001 when she opened her own brand in a joint venture with Gucci Group (now Kering Group). McCartney promoted a cruelty-free and ethical philosophy and stood against the use of leather, fur, skins and feathers in her catwalks and collections. That was a bold decision to make almost 20 years ago but the brand kept its philosophy and managed to move forward with each year.

The brand adopted a conscious approach of using faux materials that are non-biodegradable, made from either acrylic, polyester, wool, and mohair. McCartney encourages their customers to care for their items as long as possible.

Using the environmental profit and loss tool introduced by Kering in 2012, McCartney's brand was able to measure greenhouse gas emissions, water pollution, land use, air pollution and waste across the entire global supply chain. These insights pushed company's innovations forward and help make even better sustainable options.



Without Stella McCartney the fashion world would not be as developed in a sustainable way as it is now. She created the path and motivated other fashion brands to adapt to her philosophy and beliefs. She continues to fight for animal rights and for humane treatment of animals in fashion industry.

Stella McCartney brand is the first fashion brand that belongs to 21st. It has the attitude that belongs in the future where it will expand and influence the fashion world in a best possible way. Long live Stella! May your cruelty-free fashion live forever!

NIKE CONTINUES TO GRIND THE GREEN MOVEMENT

Nike, Inc., known by many as just Nike, is a major sportswear and sports equipment supplier that is based in the United States. It holds up to 33% of sportswear market and is the one of the first companies that started installing environmental sustainability initiatives.

One of those are the Nike Grind program created by the company in 1993. The main objective of the program is to collect used shoes and to repurpose their parts to create items like flooring for weight rooms and baseball fields, and so on. This program is only available in United States, Canada, Australia and Japan.

Aside from Nike Grind, the company has created numerous other programs which help to keep the brand sustainable. For instance, Nike's Women's Board Shorts are made from 100 percent recycled polyester which saves three plastic bottles from going into landfill. Another example worth of mentioning is Nike Zoom and Flywire technology that use 100 percent green rubber along the outsole to eliminate a large number of toxic compounds.

Nike is even rethinking how to reduce the environmentally harmful impact of its shoeboxes too. Therefore, to decrease waste associated with packaging, Nike found a way to redesign shoeboxes using 30% less materials. The boxes first showed up in stores in 2011 and aided in saving around 200,000 trees. Nike continues to make positive changes by adapting to 21st century needs and is here to stay for many more years or perhaps even centuries.



THE LATEST SUSTAINABILITY INNOVATION IN FASHION INDUSTRY

3D PRINTED SUSTAINABLE LUXURY COLLECTION

Designer Julia Daviy presented the world's first 3D printed fashion collection, called Liberation, during New York Fashion Week in 2018. It featured 3D print leather alternatives and has achieved zero-waste during the manufacturing process.

After the great success of her collection, she expanded into 3D printed handbags that were presented in 2019 at a NYFW. Each bag is highly customized, at both material and design levels, which translate into perfectly unique products that aims to achieve the lowest degrees of wastefulness and carbon production.

To paint a clearer picture of what that means, Daviy managed to reduce the carbon footprint of her 2019 handbag collection by 92 percent and has radically decreased the use of water, waste and pollution, when compared with the traditional product manufacturing of leather bags. The entire process is traceable and fully transparent.



Daviy is a Miami based designer who that is determined to have a positive impact on fashion. She is one of the pioneers in using 3D and 4D printing technologies to create sustainable fashion. Aside from her education in digital manufacturing, Julia has a very rich background in environmental science and clean technologies. She is the co-founder of the New Age Lab – a place of research in the field of using groundbreaking technologies to improve fashion industry.

3D printed fashion collections are an unavoidable part of the future of the fashion business. They will become the staple of mass production in fashion industry.



The Spirit of Travel

LOUIS VUITTON