

Wearing Your Art on Your Sleeve

The Marriage of Art and Fashion

Madeleine Vionnet (1876 – 1975)



Madeleine Vionnet was a French fashion designer. Vionnet trained in London before returning to France to establish her first fashion house in Paris in 1912.

Designer Madeleine Vionnet was one of Europe's greatest couturiers, famous for **pioneering the revolutionary 'bias-cut' dress, draped expertly over the body**, which changed the shape of women's fashion.

With her skills refined, Vionnet founded her own fashion house Vionnet, in 1912. However, before Vionnet could develop her business, she was forced to close two years later due to the outbreak of the First World War. Vionnet carried on designing and became enormously successful **in the twenties**.

<https://www.youtube.com/watch?v=UGmtW6LIRck&list=PLF0DE7EB91EB324C3&t=88s>

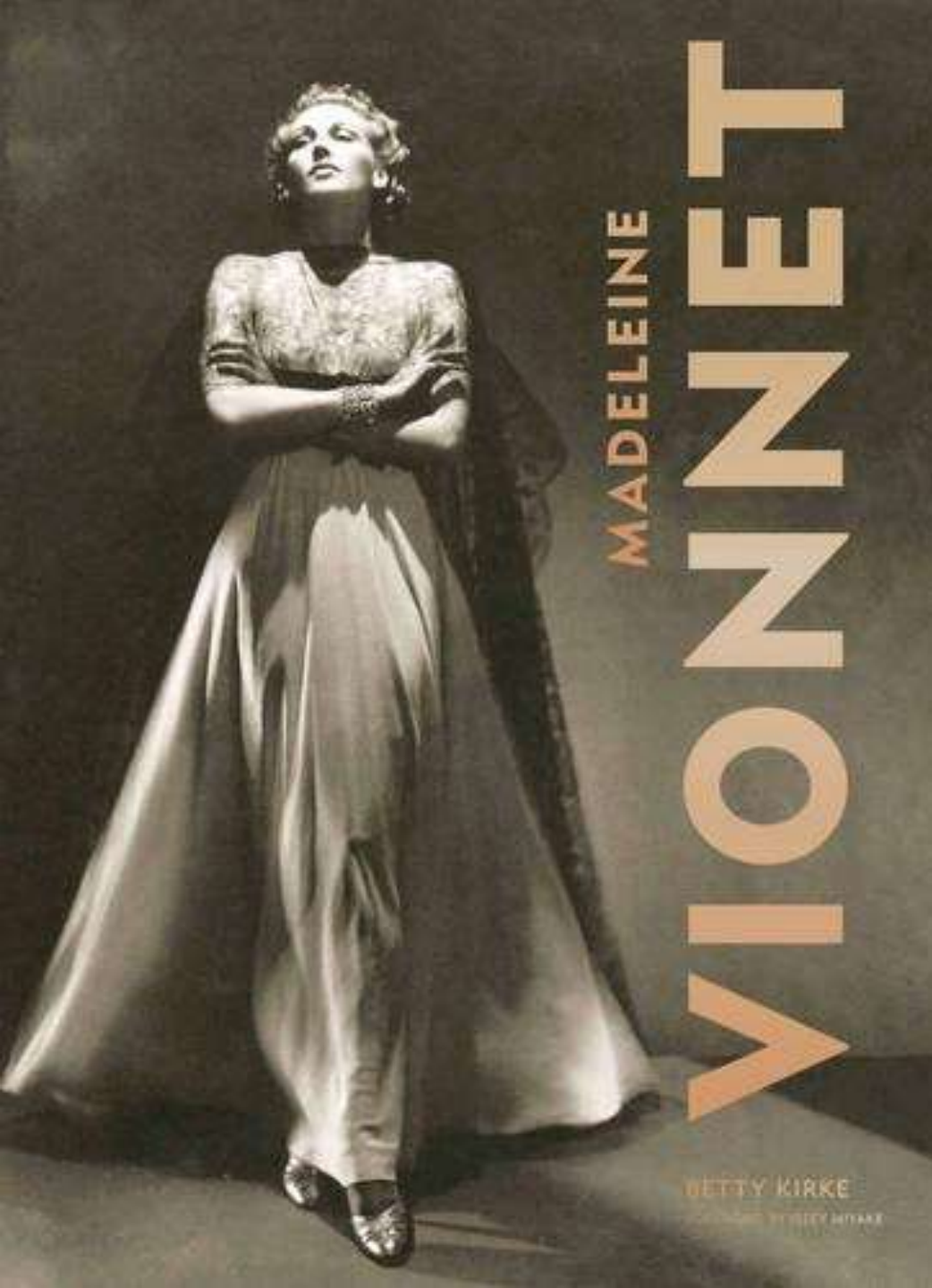
<https://www.youtube.com/watch?v=c08wiEyVuak&t=29s> (Ginger Rogers)

Hellenistic Influence

Born in north-central France in 1876, [Madame Vionnet](#) was known as "the architect of dressmakers." During her stay in Rome, she was fascinated by the art and culture of the Greek and Roman civilizations and inspired by ancient goddesses and statues. Based on these artworks, she shaped her style aesthetic and combined elements of Greek sculpture and architecture to give a new dimension to the female body. With her master skill of [draping and bias cutting dresses](#), she revolutionized modern fashion. Vionnet often turned to art pieces like *the Winged Victory of Samothrace* for her creative collections.

The resemblance between the masterpiece of Hellenistic art and Vionnet's muse is striking. The deep drape of the fabric in the style of the Greek chiton creates vertical bands of light flowing down the figure. The sculpture was created as an homage to Nike, [the Greek goddess](#) of victory, and is admired for its realistic depiction of movement. The flowing drapery of Vionnet's design resembles the movement of the billowing fabric that clings to Nike's body. Dresses can be like living beings with a soul, just like the body. Like the [Winged Victory of Samothrace](#), Vionnet created dresses that awaken human beings. Classicism, both as an aesthetic and design philosophy, provided Vionnet with the ability to convey her vision in geometrical harmony.







Elsa Schiaparelli (1890-1973)

Elsa Schiaparelli was an Italian fashion designer. Along with Coco Chanel, her greatest rival, she is regarded as one of the most prominent figures in fashion between the two World Wars.

Starting with knitwear, Schiaparelli's designs were heavily influenced by [Surrealists](#) like her collaborators [Salvador Dalí](#) and [Jean Cocteau](#). Her clients included the heiress [Daisy Fellowes](#) and actress [Mae West](#). Schiaparelli did not adapt to the changes in fashion following [World War II](#) and her couture house, [Maison Schiaparelli](#) closed in 1954. The house was subsequently revived in 2014.

<https://www.youtube.com/watch?v=Chnd04WsPfk>

<https://www.youtube.com/watch?v=43pNk3J9B2g> (skeleton dress)













Mariano Fortuny (1906-1946)

Mariano Fortuny y Madrazo was a Spanish fashion designer who opened his couture house in 1906 and continued until 1946. He was the son of the painter Mariano Fortuny y Marsal.

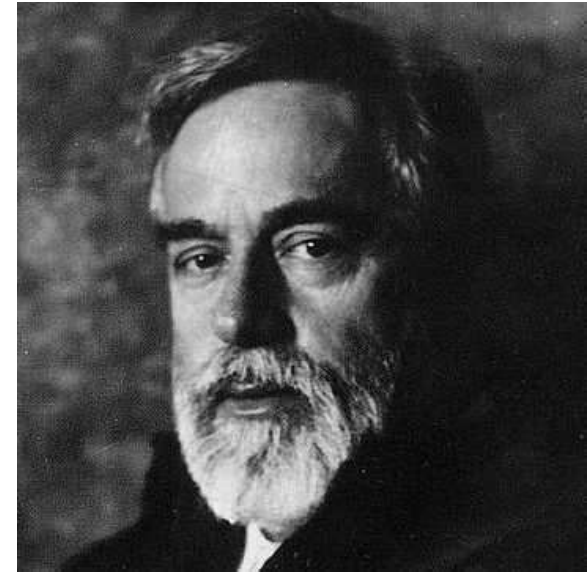
Through his experiences with Wagner and the theatre, Fortuny became a [lighting engineer](#), [architect](#), [inventor](#), director, and [set designer](#). As a set designer, he wanted to create a more seamless way of transitioning from one scene to another other than flying out a [backdrop](#) and bringing in a new one. He began experimenting with light and different ways to do this in the attic of his [palazzo](#) in Italy. With his experimentation, he found that reflecting light off different surfaces could change the color, intensity and other properties of light.

From the same concept of the dome, Fortuny created a lamp that could be used to recreate indoor lighting onstage, the Fortuny Moda Lamp. Although originally intended for use as a stage lamp and patented in 1903, this lighting fixture remains popular as a floor lamp.

<https://www.youtube.com/watch?v=ppbQzvlT98A&t=58s> (4 mins good)

<https://www.youtube.com/watch?v=5TcEELq1Ako> (3 mins)

https://www.youtube.com/watch?v=n9KIPLhCG_o (25 mins)



Fortuny Fashion

His wife [Henriette Negrin](#) was an experienced dressmaker who helped to construct many of his designs. From 1902 they lived in the [Palazzo Pesaro Orfei](#) in Venice, [\[6\]](#):⁴⁹ which Fortuny filled with the artwork of his [father](#), art that his father collected, and other art and artefacts that inspired him. He called the palazzo his "think tank" where he had many rooms set up for experiments and inventions as well as rooms for inspiration. Fortuny drew from styles of the past for his fashion design as well, inspired by the light, airy clothing of [Greek](#) women that clung to the body and accentuated the natural curves and shape of a woman's body. [\[citation needed\]](#)

Fortuny rebelled against the style lines that were popular during his time period, and he and Henriette created the [Delphos gown](#), a shift dress made of finely pleated silk weighed down by glass beads that held its shape and flowed on the body. The [pleating](#) that he used was all done by hand and no one has been able to recreate pleating that is as fine as his [\[citation needed\]](#) or has held its shape like his dresses have for many years. He also manufactured his own dyes and pigments for his fabrics using ancient methods. With these dyes he began printing on velvets and silks and dyed them using a press that he invented with wooden blocks onto which he engraved the pattern. His dresses are seen as fine works of art today and many survive, still pleated, in museums and personal collection









Isadora Duncan, illustrated by Georges Barbier (French, 1882–1932) in a dress resembling the Fortuny Delphos she often wore, 1917

<http://patrickhumphreys.tumblr.com/image/54719512475>



<https://www.youtube.com/watch?v=WysLJGaci1Q>



Coco Chanel (1883-1971)

Gabrielle Bonheur "Coco" Chanel was a French fashion designer and businesswoman. The founder and namesake of the Chanel brand, she was credited in the post-World War I era with popularizing a sporty, casual chic as the feminine standard of style, replacing the "corseted silhouette" that was dominant beforehand

- <https://www.youtube.com/watch?v=AKZ6lu37jik>
- <https://www.youtube.com/watch?v=7liBP0taXe8>
(Nazi ties)











Dali and Coco Chanel

By the time Salvador Dalí first visited Paris in 1926, [Coco Chanel](#) had already established herself as the premiere designer of French luxury fashion. Amidst the various creative circles that proliferated in Paris during the 1920s and '30s, the Surrealist artist and fashion designer met and forged a valuable relationship. Chanel's impression on Dalí—who already had a fascination with fashion and famously collaborated with Elsa Schiaparelli—manifested in his artwork and lead him to design theatrical costumes, clothes, and other works that merged art and fashion.

While Chanel and Dalí were both majorly successful in their respective creative fields, the pair were quite different in their approaches. Dalí was known for his eccentricities, which fueled his artwork and seeped into his social life. Chanel, on the other hand, had built her fashion empire on a liberated yet refined sensibility; she was the epitome of French elegance. Their differences, however, made for a dynamic friendship and [reportedly](#) a romantic relationship, too, despite Dalí's marriage to [his wife Gala](#).



Chanel, who admired the theater and designed costumes for the ballet, opera, plays, and film, further connected Dalí to the theater world. The artist had already created costumes for the Ballet Russe de Monte Carlo's 1937 production of *Tristan Fou*, collaborating with Elsa Schiaparelli. In 1939, Dalí fashioned the set and clothing for the *Bacchanale* ballet. Chanel assisted him with creating the memorable costumes, featuring outlandish elements such as a hoop skirt covered in teeth and a men's ensemble that included red lobsters, which was an overt sexual symbol that Dalí would use in later fashion designs.



Christian Dior (1905-1957)

Christian Dior was a French fashion designer, best known as the founder of one of the world's top fashion houses Christian Dior SE, which is now owned by parent company LVMH. His fashion houses are now all around the world.

Christian Dior's reputation as one of the most important couturiers of the twentieth century was launched in 1947 with his very first collection, in which he introduced the "New Look." Featuring rounded shoulders, a cinched waist, and very full skirt, the New Look celebrated ultra-femininity and opulence in women's fashion. After years of military and civilian uniforms, sartorial restrictions and shortages, Dior offered not merely a new look but a new outlook.

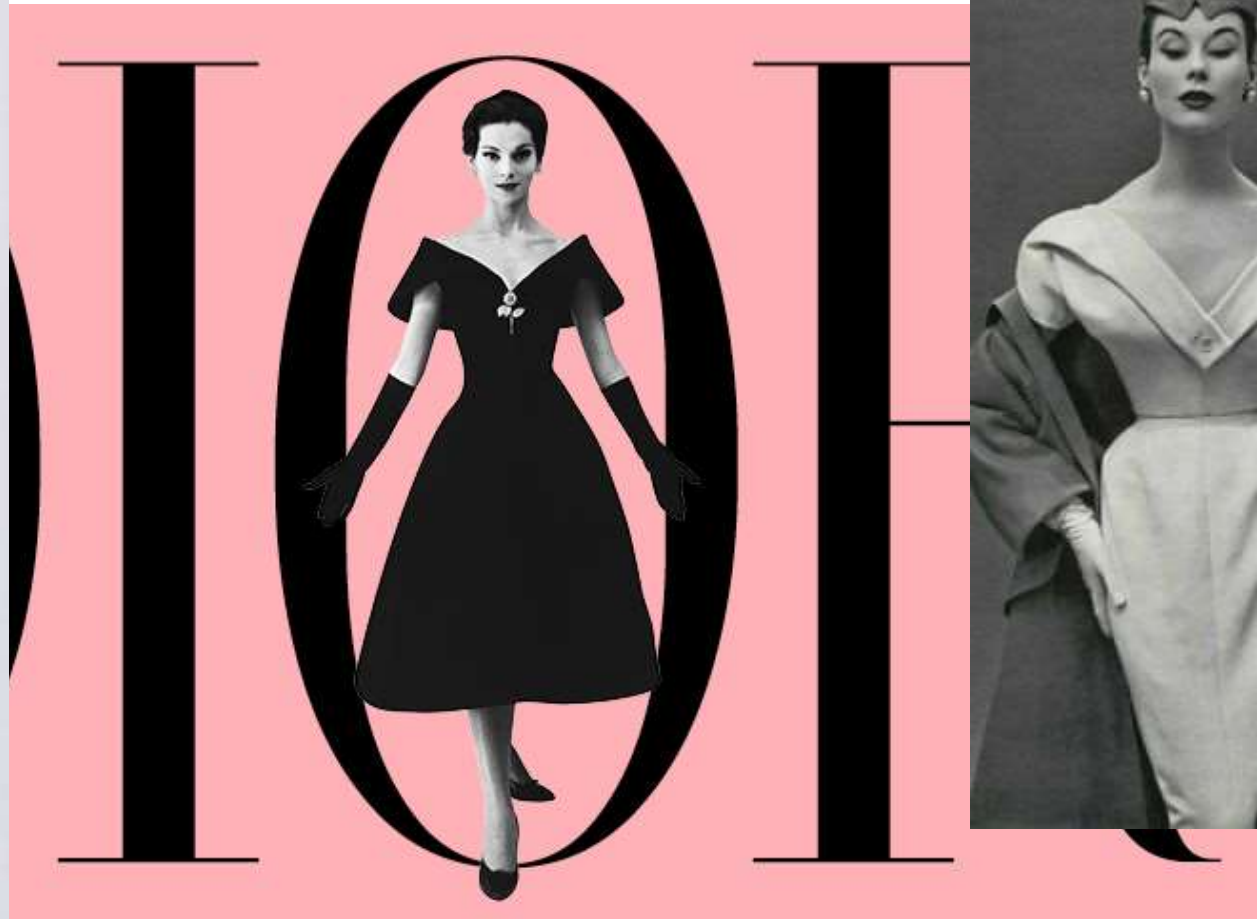
<https://www.youtube.com/watch?v=c08wiEyVuak&t=29s> (as art dealer)

<https://www.youtube.com/watch?v=Sj2L55xaI3k>

<https://www.youtube.com/watch?v=rmVmrhafMb0> (8 mins)









Yves Saint Laurent (1936-2008)

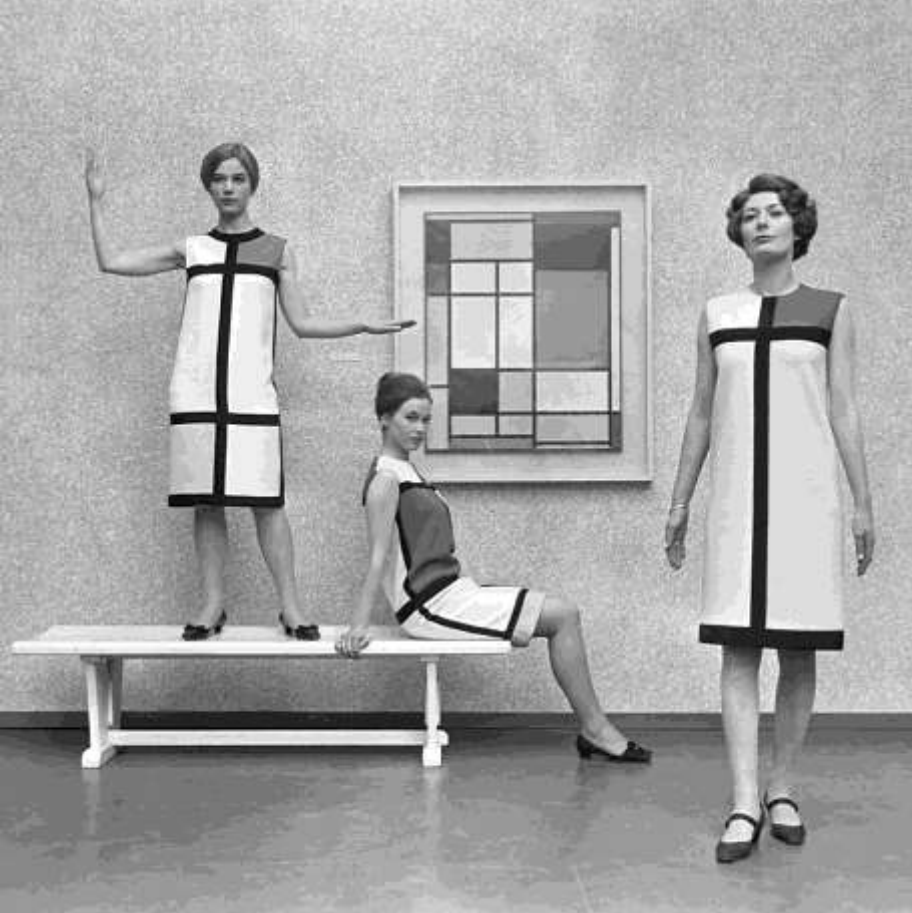
The Mondrian Collection was designed by French fashion designer [Yves Saint Laurent](#) in 1965. This collection was a homage to the work of several modernistic artists. Part of this collection were six cocktail dresses that were inspired by the paintings of [Piet Mondrian](#) (1872–1944). Because these six dresses played a major role in this collection the collection is called the Mondrian Collection. In academic literature it has been questioned whether this name fully covers the aim of the collection, since there are other artists who inspired Saint Laurent such as [Poliakoff](#) and [Malevich](#). As a lover of art, the French fashion designer Yves Saint Laurent incorporated Mondrian's paintings into his haute couture creations. He was first inspired by Mondrian when reading a book on the artist's life that his mother gave him for Christmas.

<https://www.youtube.com/watch?v=LEeDg92vBqk> (19 mins)

<https://www.youtube.com/watch?v=JzSE9nld-f8&t=11s> (1 min)

https://www.youtube.com/watch?v=-ec-DQ_7EUM (movie trailer)







Gianni Versace And Andy Warhol

The [Pop Art](#) era was probably the most influential period for fashion designers and artists in the history of art. [Andy Warhol](#) pioneered a combination of pop culture and high fashion that made him an iconic [symbol of the Pop Art movement](#). In the sixties, Warhol started to practice his signature technique known as silk screen printing.

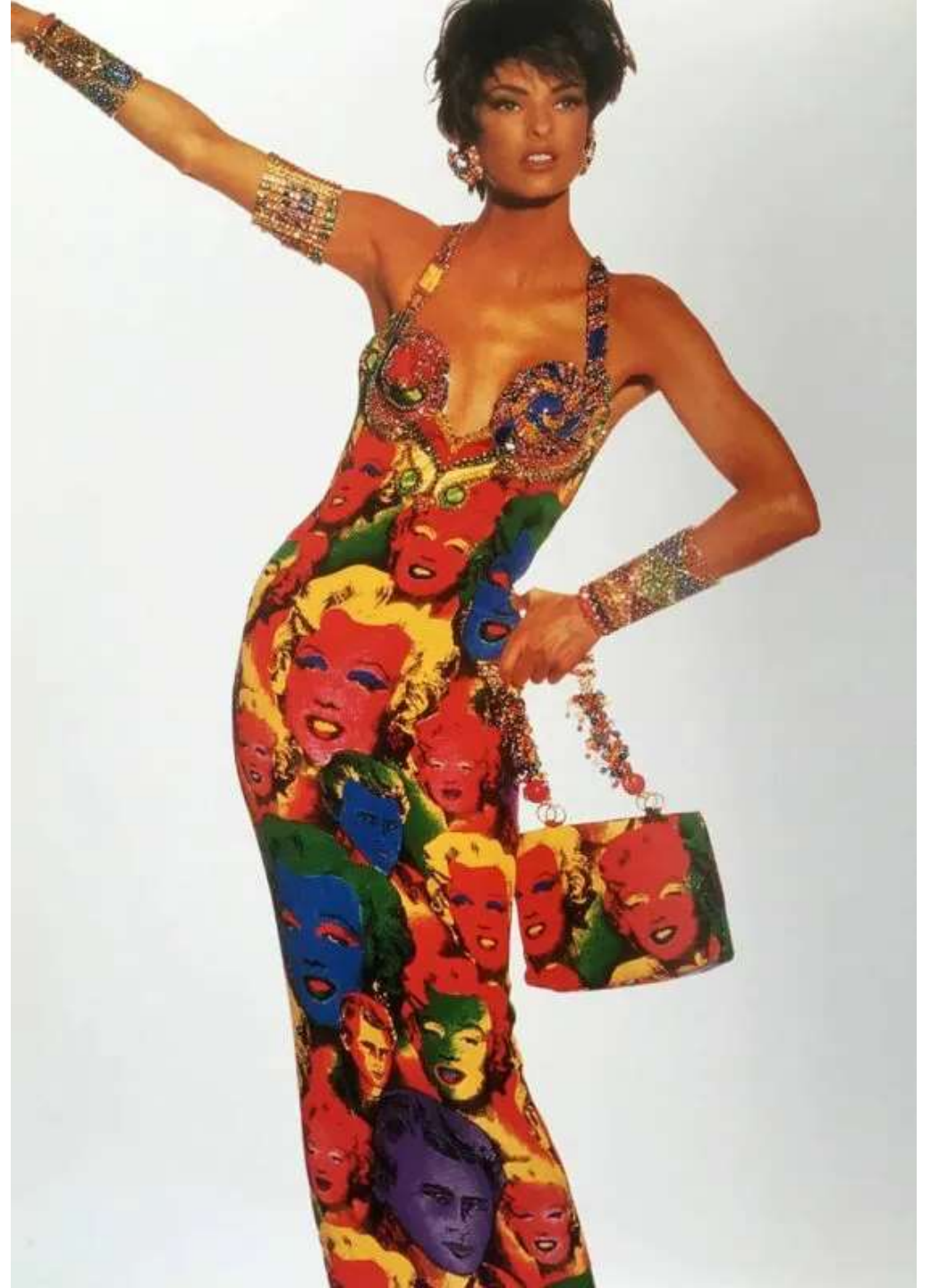
One of his earliest and undoubtedly most famous works was *The Marilyn Diptych*. For this artwork, he took inspiration not only from pop culture but also from the history of art and painters of abstract expressionism. Warhol [captured the two worlds](#) of Marilyn Monroe, the public life of the Hollywood star, and the tragic reality of Norma Jeane, the woman who struggled with depression and addiction. The diptych reinforces vibrancy on the left, while on the right it fades into darkness and obscurity. In an attempt to [present a society of consumerism and materialism](#), he depicted individuals as products rather than human beings.

The Italian designer Gianni Versace had a [long-lasting friendship](#) with Andy Warhol. Both men were charmed by popular culture. In order to commemorate Warhol, Versace dedicated his 1991 Spring/Summer Collection to him. One of the dresses featured Warhol's Marilyn Monroe prints. He incorporated brightly colored, silk-screened portraits of Marilyn and James Dean that originated from the 1960s onto skirts and maxi dresses.

<https://www.youtube.com/watch?v=HZ72qwPjFM4>

https://www.youtube.com/watch?v=r_EGcnR6FIU (Andy—fashion)







Alexander McQueen (1979-2010)

Lee Alexander McQueen, CBE was an English fashion designer and couturier. He founded his own Alexander McQueen label in 1992, and was chief designer at Givenchy from 1996 to 2001

- https://www.youtube.com/watch?v=tPe_aWCcfn
[s savage beauty](#)
- <https://vimeo.com/83131348> (1 min--Damien Hirst collaboration)















Remedios Varo (1908-1963)

Remedios Varo Uranga was a Spanish-born Mexican surrealist artist working in Spain, France, and Mexico.

Born in Anglès (north of Catalonia), Spain in 1908, she studied at the Real Academia de Bellas Artes de San Fernando, Madrid. Varo spent her formative years between France and Barcelona and was greatly influenced by the surrealist movement. While still married to her first husband Gerardo Lizarraga, Varo met her second partner, the French surrealist poet Benjamin Péret, in Barcelona. During the Spanish Civil War she fled to Paris with Péret leaving Lizarraga behind (1937). She was forced into exile from Paris during the German occupation of France and moved to Mexico City at the end of 1941 when the Mexican president, Lázaro Cardenas, made it a policy to welcome Spanish and European refugees. She died in 1963, at the height of her career, from a heart attack, in Mexico City. As a young woman Varo had no doubts that she was meant to be an artist. After spending a year in Paris, Varo moved to Barcelona and formed her first artistic circle of friends, which included Josep-Lluís Florit, Óscar Domínguez, and Esteban Francés. Varo soon separated from her husband and shared a studio with Francés in a neighborhood filled with young avant-garde artists. The summer of 1935 marked Varo's formal invitation into Surrealism when French surrealist Marcel Jean (fr) arrived in Barcelona. That same year, along with Jean and his artist friends, Domínguez and Francés, Varo took part in various surrealist games such as cadavres exquis that was meant to explore the subconscious association of participants by pairing different images at random. These cadavres exquis, meaning exquisite corpses, perfectly illustrated the principle André Breton wrote in his Surrealist manifestos. Varo soon joined a collective of artists and writers, called the Grupo Logicofobista, who had an interest in Surrealism and wanted to unite art together with metaphysics, while resisting logic and reason. Varo exhibited with this group in 1936 at the Galería Catalonia although she recognized they were not pure Surrealists.

<https://www.youtube.com/watch?v=EVmmP9t-3Mk> (subtitles)

<https://www.youtube.com/watch?v=hT4aHxl-s5k> (English-4 minutes)













Miss Aniela

Miss Aniela aka *Natalie Aniela Dybisz* was born in Leeds, 1986, and studied BA English & Media at University of Sussex. Her career as an artist began whilst still at University, and shortly following, was sought to speak in the US for Microsoft and offered solo shows in London and Madrid.

As a fine-art [fashion](#) photographer based in England, who propelled herself into the photography world with self-portraiture under her alter-ego. Together with her partner Matt Lennard they are now a business and brand, Miss Aniela Ltd, and the team behind the Fashion Shoot Experience.

Stumbling across a great location in London one day in 2011, they wanted to make an event that would make it worth hiring the whole venue, and transcend the typical workshop, a well-organized hive of creativity with multiple models. Thus, the idea of the Fashion Shoot Experience was born, and is now an international and ever-evolving production.

- <https://www.dn-mag.com/fashion-glossary/miss-aniela/>
- <https://www.youtube.com/watch?v=uBjat6FFUwU>













eL Seed

eL Seed is a French-Tunisian street artist whose works incorporate traditional Arabic calligraphy, a style he calls calligraffiti. Since the 2011 Tunisian revolution, eL Seed has consciously used his art as a tool of political expression, much like Egypt's Mohamed Mahmoud graffiti.

[https://www.ted.com/talks/el seed street art with a message of hope and peace?language=en](https://www.ted.com/talks/el_seed_street_art_with_a_message_of_hope_and_peace?language=en)

[https://www.ted.com/talks/el seed a project of peace painted across 50 buildings?language=en](https://www.ted.com/talks/el_seed_a_project_of_peace_painted_across_50_buildings?language=en) (longer)









Louis Vuitton

For the third year in a row, Louis Vuitton has invited six internationally acclaimed artists to use the Capucines as their blank canvas. Attesting to the classic bag's ability to inspire unbridled creativity, Gregor Hildebrandt, Donna Huanca, Huang Yuxing, Vik Muniz, Paola Pivi, and Zeng Fanzhi have transformed the timeless icon into six striking limited-edition designs. Take a closer look at the Artycapucines collection at

<http://on.louisvuitton.com/6058y4EvM> ABOUT LOUIS VUITTON Since 1854, Louis Vuitton has placed fashion in the context of culture bringing unique designs to the world, combining innovation with style and uncompromising quality. Today, the Maison remains faithful to the spirit of its founder, Louis Vuitton, who invented a genuine “Art of Travel” through luggage, bags and accessories which were as creative as they were elegant and practical.

<https://www.youtube.com/watch?v=9M0CDOvdn2Y> (biography)

<https://www.youtube.com/watch?v=SAuvA6SGWs> (artist collaboration)





Rahel Guiragossian

Rahel Guiragossian is a Ready to Wear brand based between Lebanon and Switzerland. As a sustainable designer, Rahel works with her heritage. She comes from a family of painters and uses the paintings of her grandfather (Paul Guiragossian) father (Emmanuel Guiragossian) and brother (Marc Guiragossian).

Her label fuses art and fashion using environmentally conscious methods to create sustainable eco friendly garments.

https://www.youtube.com/watch?v=cP_h17xMLtg







Luke Edward Hall

- <https://www.youtube.com/watch?v=DccvNNGdFe4>
- https://www.youtube.com/watch?v=KXsz9_b5tGE

Assignment Suggestions...

- Create an artwork inspired by fashion design
- Create a collage of haute couture and contemporary art
- Create gestural drawings in the manner of fashion illustrations
- Design clothing or accessories based on your favorite artist
- Use clothes to tell a story
- Create a painting of the clothes in your laundry basket.