

DESIGN INFLUENCES

Designers and
their work



CREATE A REFERENCE SOURCE

You will be creating a reference source outlining designers and design movements from 1890 to 2000

Suggested format would be to present your work in decades.

A timeline and a combination of presentation techniques, including samples and examples, reference material, your own interpretation, referenced video clips with your own opinions and interpretations can all be included.

YOU WILL NEED TO KNOW KEY HISTORICAL DESIGN STYLES, DESIGN MOVEMENTS AND HOW INFLUENTIAL DESIGNERS HELPED TO SHAPE FASHION AND TEXTILE DESIGN AND MANUFACTURE

Design movements you should include are Art Nouveau, Art Deco, Pop Art, Minimalism, and Punk design styles and movements.

The work of **Chanel, Dior, Vivienne Westwood and Alexander McQueen**, who were all influential designers and represented the principles of different design movements.

You should also include the work of Paul Poiret, Mary Quant, Yves St Laurent and Pierre Cardin.

HOW TECHNOLOGY AND CULTURAL CHANGES CAN IMPACT THE WORK OF DESIGNERS

Include in your research the socio-economic effects of the era.

- How can changes in society affect fashions in clothing and interiors?
 - How women's changing role in society has had a major impact on the clothing styles worn today.
 - How worldwide events can change the direction of fashion.
 - How developments in manufacturing technology can affect fashions.
 - Consider the product life cycle assessment.
 - How do social, moral and ethical issues shape the future of textiles.
 - Link your research to other cultural influences such as music, interior design, architecture and expanding communications.
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SOCIO ECONOMIC INFLUENCES IN FASHION AND TEXTILES

Influences that have helped determine fashions and trends include and should be linked into your research –

- Trends
 - Street culture
 - World events such as WW1 and WW2
 - The rise of youth culture and anti authoritarian attitudes
 - The influence of workwear on fashion
 - The role of women
 - Sport and leisure
 - Technological developments
 - Music, film, royalty and celebrities
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RESEARCH

Links you could make:

Use the internet to find top design fashion collections.

Read the fashion reports to find out what inspires top designers.


Look out for design influences such as how historical art movements and design styles, such as those on slide 3 influence current designers. Collect images of the designs and link back.

Vogue and Harpers Bazaar websites could be useful source of information.



DESIGN/CREATE

Create your own designs – linked into the fashions and eras as you develop your research.

- Using elements from the design styles or movements researched.
 - Using the fashion silhouettes seen in the work of the influential fashion designers.
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- ▶ Late Victorian – ART NOUVEAU
- ▶ Consider how the shapes of late Victorian/Edwardian fashion evolved from previous shapes through the 1800's.
- ▶ Look at corset shapes.
- ▶ World events, such as wars and royalty also influenced fashion.
- ▶ Richer people tended to travel and brought back influences from other countries. This became more widespread with advances in modes of transport.
- ▶ Consider the influences of Charles Rennie Mackintosh, William Morris, Liberty prints, Aubrey Beardsley, Alphonse Mucha, Gustav Klimt, Antoni Gaudi,

1890-1900

- ▶ Edwardian – La Belle Epoque/The Age of Opulence
- ▶ The advancements of technology – telephones, flight etc
- ▶ The changing role of women – move towards more practical garments.
- ▶ The class system, influences of royalty and upper classes and the changes within
- ▶ Consider the influence of Paul Poiret, Art Nouveau

1900 - 1910

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- ▶ Socio economic changes – emancipation of women, WW1. Suffragettes.
- ▶ Freedom of movement in styling influences of Poiret. Consider the changes to men's and children's clothing. Also the effect of uniforms on the levelling of social classes. Trench coats. Loss of the corset. Hobble skirt. Change of silhouette.
- ▶ Influence of music, such as jazz and the rise of music halls and dancing.

1910-1920

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue background.

- ▶ Roaring Twenties
- ▶ Socio economic changes – the effect of WW1, the move away from domestic service to factory work, insurance and banking. Losing men in the war, women's roles in supporting families. Sporting activities. Charleston. Introduction of department stores. Wall Street Crash. Garçonne, loss of the corset
- ▶ Flappers – styling and the reason for change.
- ▶ Designers – Chanel – LBD, perfume, twin sets, perfume, tweed, boucle, jewellery, cloche hats

- ▶ Art Deco, Russian ballet and Egyptian influences, orientalism, jazz, Hollywood, travel. Sonia Delaunay, Technology – cinema, travel – ocean liners, flight,

1920-1930

- ▶ Era of elegance – films, evening wear. Influence of films and film stars.
- ▶ Socio economic – Great Depression, build up and start of WW2, Fashions - recycling, home made, knitting, rise of chain stores and American mass market clothing,. Subdued and dull and sombre colours reflecting the economic situation. Practicality. Rise in sportswear.

1930-1940



- ▶ WW2 – rationing and make do and mend. Changing roles of women, masculine/functional clothing, two piece suits, pencil skirts, siren suit, military influence. Trousers for women.
- ▶ Design influences – Parisian influences. Dior – New Look 1947 following the removal of rationing on clothes, bar dress, opulent, Zemire, femine, elegance. Schiaparelli – trompe d’oeil, lobster tear dress, surrealism.

1940-1950



- ▶ Rock and Roll – influence from the US, music and films.
- ▶ Re-emergence after the war with the end of rationing and rebuilding.
- ▶ The rising influence of teenagers with independence and buying power of their own.
- ▶ Influential people such as Marilyn Monroe, Elvis and Priscilla Presley, The Kennedys, Brigitte Bardot, Audrey Hepburn
- ▶ Re-emergence of Chanel.

1950-1960

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue background.

- ▶ Social influences and the influence of young people with buying power and independence. Liberation with the pill. Space race. Plastics. New fabrics. Futuristic designs. Andy Warhol and Roy Lichtenstein – Campbell's soup can, posters, comic strip. Minimalism. Flower power.
- ▶ Design influences –
- ▶ Mary Quant - the mini skirt, Bazaar, block colours, hessian, hot pants, pvc,
- ▶ Twiggy
- ▶ Pierre Cardin – monochrome, A line, geometric, avant garde.
- ▶ YSL – Mondrian dress, primary colours, eclectic ranges, safari suit.
- ▶ Music influences – Beatles, Rolling Stones, Vidal Sassoon, Carnaby Street Woodstock.
- ▶ Context – space race,

1960-1970

- ▶ Hippies - Flower power, Glam Rock – flares/platform shoes, Punk
- ▶ Music – glam rock, punk, Malcolm McClaren.
- ▶ Design influences – Ozzie Clarke – maxi dress, Vivienne Westwood – bondage trousers and ripped t.shirts. Gender neutral clothing, anarchy, rebellion, new youth, biker influence, Mohican hairstyles, safety pins, studs, slogans, controversy.

1970 - 1980

- ▶ New Romantic, pirates collection, softer pop influences, Power dressing for women – big hair, shoulder pads. Japanese
- ▶ Music – Madonna,
- ▶ Designers – Jean Paul Gaultier, Armani – masculine shapes for women, monochrome, Calvin Klein – jeans, soft cut suits, perfume, advertising. Yamamoto – innovation, tailoring, Y collection, Adidas

1980-1990

- ▶ Minimalism – reaction to excesses of 80's.

1990-2000

