

# **THE NEW MILLENNIUM ERA: THE FUTURE OF TEXTILES**

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Going back to the 1960s (and 1967 to be precise) British fashion designer Mary Quant said:

“Some day we will blow clothes the way we blow glass. It’s ridiculous that fabric should be cut up to make a flat thing go round a round person.”

At the very end of the 1990s there were many predictions for what the clothing of the new millennium would look like -

The French fashion designer Thierry Mugler said:

“The future of fashion? It has none. The trend is no fashion. We are getting nakeder and nakeder.”

Continuing with that theme the French philosopher Jean Baudrillard said: “In this new erotic world every illusionistic element is missing (...) the body is present, even over-exposed, but only as part of the technical equipment.”

And British designer John Galliano thought that:

“The only way to get forward in fashion is to return to construction.”

While Karl Lagerfeld believes the future of fashion is in the textiles used...

## **Slide List**

### **OPENING**

1. Lifestyle & Sport – We Can Make the World Stop by The Glitch Mob – 2011 used by GoPro to show extreme sports of many types, all around the world. The decade of 2000s saw a huge rise in adventure holidays and adrenalin-fuelled extreme sports and this music sums the decade up.

Video – 05:12:

<http://www.youtube.com/watch?v=gOLY7bjCTE>

## UK

2. Dress of the Year at the Fashion Museum, Bath (started in 1963) – with images and a description of each winner in 2000s from 2000 to 2009:

<http://www.fashionmuseum.co.uk/galleries/dress-year>

## BOUDICCA

3. Cerebral thinking and sculptural cutting are trademarks of this London-based duo – British designers Zowie Broach and Brian Kirkby who established their label Boudicca in 1997.

4. Boudicca's website to look at some of the collections and shows:

<http://www.platform13.com/#!/2>

## HUSSEIN CHALAYAN

5 - 9. Spring/Summer 2000 – Before Minus Now collection that included a dress that changed shape by remote control.

10 - 13. Autumn/Winter 2000/2001 – After Words collection that referenced the idea of nomads and refugees. Video – 09:56:

<http://www.youtube.com/watch?v=qsNLsnnAY8Q>

14. In October 2008 Hussein Chalayan presented his Inertia collection for Spring/Summer 2009 that featured moulded latex garments.

15. He showed the fibreglass moulds for these dresses in an exhibition called b side at spring projects, London in September 2010.

## PUMA BY HUSSEIN CHALAYAN

16. In February 2008 Hussein Chalayan was invited to be Creative Director for German sports company PUMA.

17. For Spring/Summer 2010 in their first collaborative venture - PUMA X HUSSEIN CHALAYAN.

## ALEXANDER MCQUEEN

Alexander McQueen was Creative Director at the Parisian House of Givenchy from 1996 to 2001 where he had to create two haute couture and two ready-to-wear collections a year. He also created his own line.

18. Alexander McQueen said:

“Working in the atelier (at Givenchy) was fundamental to my career...Because I was a tailor, I didn't totally understand softness, or lightness. I learned lightness at Givenchy. I was a tailor at Savile Row. At Givenchy I learned to soften. For me, it was an education.”

19. The Spring/Summer 2001 Voss collection featured a dress made of red and black ostrich feathers and glass medical slides that were painted red.

20. For images and a voiceover about the collection by curator of Alexander McQueen: Savage Beauty – Andrew Bolton:

<http://blog.metmuseum.org/alexandermcqueen/tag/voss>

21. For his Autumn/Winter 2007/08 ready-to-wear collection titled In Memory of Elizabeth Howe, Salem, 1692.

22 – 24. In Autumn/Winter 2009/10 he presented the collection titled The Horn of Plenty for his McQueen label.

## **JOHN GALLIANO FOR CHRISTIAN DIOR HAUTE COUTURE**

25 - 27. For the Spring/Summer 2002 haute couture show for Christian Dior, John Galliano referenced a wild and exotic Russia.

<http://www.style.com/fashionshows/review/S2002CTR-CDIOR>

## **JOHN GALLIANO**

28 & 29. For his own John Galliano line he let fantasy reign, again inspired by Russian folklore for his Autumn/Winter 2009/10 collection.

## **BURBERRY**

Burberry relaunched itself in 2000s to offer contemporary dressing that fused aesthetics and function.

30. Link to the website to see the company history (dating back to 1856 with Thomas Burberry):

[http://www.burberryplc.com/about\\_burberry/company\\_history](http://www.burberryplc.com/about_burberry/company_history)

## **PRINGLE OF SCOTLAND**

31. Pringle of Scotland was founded in 1815 and makes luxury knitwear and has relaunched itself. Video – 07:59:

<http://brand.pringleScotland.com/projects/brand-films/ryan-mcginley-filda-swinton/>

## **JOHN SMEDLEY**

32. Established in 1784 John Smedley is known for its luxury fine gauge knitwear. Look at the John Smedley timeline for technology breakthroughs:

<http://www.johnsmedley.com/uk/>

## **PETER SAVILLE FOR UMBRO**

33. British graphic designer Peter Saville was commissioned by Umbro to create a new England football shirt home kit. Video – 02:18:

[http://www.youtube.com/watch?v=UU3wrq51\\_ZA](http://www.youtube.com/watch?v=UU3wrq51_ZA)

## **STELLA MCCARTNEY FOR ADIDAS**

34. The official launch of the Team GB Olympic kit designed by Stella McCartney for German sportswear brand adidas. Video 02:41:

<http://www.dailymail.co.uk/femail/article-2121030/London-2012-Olympics-Stella-McCartney-pressures-designing-kit.html>

## **USA**

Sport has had a huge influence on fashion and America is generally considered home of practical, functional relaxed sportswear/fashion fusions.

## **US VOGUE**

American Vogue was the first fashion magazine launched on 17<sup>th</sup> December 1892.

35. For the March 2009 front cover of US Vogue Michelle Obama wearing Jason Wu.

## **HARPER'S BAZAAR**

Harper's Bazaar is America's longest running fashion magazine and was founded in 1867 with the 2<sup>nd</sup> November issue, before Vogue.

36. The first issue with Glenda Bailey as Editor in Chief was launched in November 2001.

37 – 39. In March 2007 Harper's Bazaar celebrated a 140<sup>th</sup> birthday party.

40. Images from the exhibition Harper's Bazaar: A Decade of Style:  
<http://www.harpersbazaar.com/fashion/fashion-photography/alber-elbaz-march-2007#slide-1>

## **TOMMY HILFIGER**

Tommy Hilfiger is called a 'lifestyle designer' – he creates a preppy sportswear look.

41. The video of Making of Tommy Hilfiger/Denim on Mustique Island, Summer 2003. Video – 01:56:  
<http://www.youtube.com/watch?v=HEClwSAOiUA>

42. Tommy Hilfiger has created many memorable advertising campaigns. The official Meet the Hilfigers video – 02:06:  
<http://www.youtube.com/watch?v=s1FhQcUhxyU>

## **JUICY COUTURE**

Juicy Couture is a contemporary casual wear and dress clothing seller based in Arleta, Los Angeles, California founded in 1994 by Pamela Skaist-Levy and Gela Nash-Taylor (wife of John Taylor of Duran Duran).

43. In 2001 Juicy Couture launched their hooded tracksuits that became extremely popular.

## **PROENZA SCHOULER**

44. Jack McCollough and Lazaro Hernandez of Proenza Schouler presented their Spring/Summer 2004 collection:  
<http://www.style.com/fashionshows/review/S2004RTW-PSCHOULER>

## **CYNTHIA ROWLEY FOR ROXY**

45 & 46. In 2009 one of America's well-known designers Cynthia Rowley teamed up with the Los Angeles-based surf label Roxy.

47. A link to Cynthia Rowley's website – Surf & Swim:  
<http://www.cynthiarowley.com/surf-swim.html>

## **RODARTE**

The Los Angeles fashion house Rodarte is the label of sisters Kate and Laura Mulleavy who founded Rodarte in 2005.

48. The exhibition Rodarte: Fra Angelico Collection staged at the Los Angeles County Museum of Art (2011-2012).

49. Lime-coloured silk georgette and crinkle silk chiffon pleated dress with hand moulded Easter lilies, feather, and SWAROVSKI ELEMENTS.

<http://www.lacma.org/art/installation/rodarte-fra-angelico-collection>

Kate Mulleavy studied art history while Laura Mulleavy studied literature.

50. A link to their website:

<http://www.rodarte.net/>

## **SCOTT SCHUMAN**

51. The American blogger and fashion photographer launched the blog The Sartorialist in 2005.

## **EU**

### **ETRO**

An Italian luxury fashion house that was founded in 1968 by Gimmo Etro, it remains a family business today.

52 & 53. The Autumn/Winter 2005/06 advertising campaign was photographed by the French photographer Stéphane Sednaoui.

### **LANVIN BY ALBER ELBAZ**

54. Israeli fashion designer Alber Elbaz has worked at the Paris fashion house Lanvin since 2001.

55 & 56. A-line styles were very popular during the 2000s and for Spring/Summer 2007 Alber Elbaz for Lanvin showed satin A-line dresses at Paris Fashion Week. Alber Elbaz said:

"When you're stuck, you go romantic," is how the designer put it. "With freedom of spirit, you can go further. I wanted to touch technology, engineering, silicone, nylon, metal, and plastic. And a new place for the pragmatic."

## **PRADA**

58 – 60. Miuccia Prada is very interested in materials and her Autumn/Winter 2002/03 collection featured a plastic, transparent coat.

61. For this same collection Miuccia Prada designed a chain-mail skirt, exploring further non-traditional materials for clothing.

62. For Autumn/Winter 2007/08 Miuccia Prada was particularly interested in surface texture.

63. Spring/Summer 2008 showed some brightly-coloured and sculptural footwear.

64 & 65. For Autumn/Winter 2009/10 Miuccia Prada based the collection on the idea of sportswear and in particular the English countryside.

## **BOTTEGA VENETA BY TOMAS MAIER**

This Italian company (founded 1966) offers 'stealth luxury'.

66 & 67. Documentary photographer Nan Goldin photographed the Spring/Summer 2010 advertising campaign.

## **BALENCIAGA BY NICOLAS GHESQUIÈRE**

Nicolas Ghesquière is generally considered one of the great talents of the 21<sup>st</sup> Century.

68 – 71. The Spring/Summer 2007 collection featured gold-plated leggings - borrowing from science-fiction.

## **VIKTOR & ROLF**

72 & 73. For their first menswear collection in January 2003, the duo Viktor Horsting and Rolf Snoeren modelled the designs themselves.

<http://www.viktor-rolf.com/heritage/first-menswear-collection/detail/>

74. Drawing on the Dutch tradition of silver plating a baby's first shoe as a keepsake, the climax of Viktor & Rolf's Autumn/Winter collection of 2006/07, was a wedding dress with a silver-plated skirt.

75. In the Summer of 2008 there was an exhibition at the Barbican Art Gallery, London – The House of Viktor & Rolf:

<https://www.barbican.org.uk/artgallery/event-detail.asp?ID=7272>

## **MONCLER**

Moncler is a French/Italian clothing sportswear company founded in 1952 by René Ramillon.

76. The New York Times features some Bruce Weber for Moncler advertising campaigns:

[http://runway.blogs.nytimes.com/2009/06/17/bruce-the-great-woof/?\\_php=true&\\_type=blogs&r=0](http://runway.blogs.nytimes.com/2009/06/17/bruce-the-great-woof/?_php=true&_type=blogs&r=0)

## **JAPAN**

### **ISSEY MIKAKE**

77. 132.5 is a range of clothing launched by Issey Miyake in October 2010.

78. In 2007 Issey Miyake opened 21-21 Design Sight with the first exhibition being about chocolate.

79. The website provides information about current and past exhibitions:

<http://www.2121designsight.jp/en/program/2007.html>

### **REI KAWAKUBO – COMME DES GARÇONS**

In 2004 Rei Kawakubo launched 'guerilla' pop-up shops in out of the way locations. For Autumn/Winter 2008/09 Rei Kawakubo teamed up with the huge High-Street retailer H&M.

80. Comme des Garçons By H&M Fall Winter 2008/09 TV Ads Video 01:18:

<http://www.youtube.com/watch?v=6vwU7AIQEaw>

81. Dover Street Market first opened in London (17-18 Dover Street, Mayfair) but now has branches in Ginza, Tokyo and 160 Lexington Avenue, New York:

<http://www.doverstreetmarket.com/>

### **COMME DES GARÇONS & SPEEDO**

82 – 85. Comme des Garçons has been in partnership with Speedo since its launch in Spring 2006.

### **YOHJI YAMAMOTO / ADIDAS – Y-3**

Since 2003 Yohji Yamamoto has successfully collaborated with German sportswear giant adidas to create Y-3.

86. Website link to Dazed's Y-3 selection of the best ad campaigns:  
<http://www.dazeddigital.com/fashion/article/16759/1/the-y-3-anthology>

87. Yohji Yamamoto said:

"Ten years ago, together with adidas, we created something that did not exist before, and we completely projected the future. My desire was and is to make sportswear elegant and chic."

88. A limited edition book is available to view online. It is not for sale but given to ambassadors and collaborators in the Summer of 2013.

<http://www.y-3.com/us/#/book/>

## **JUNYA WATANABE COMME DES GARÇONS**

89 & 90. Junya Watanabe for Junya Watanabe Comme des Garçons Spring/Summer 2000 collection Function and Practicality was sponsored by the Japanese textile giant Toray.

91. Autumn/Winter 2000/01 collection included a dramatic red polyester jacket teamed with a yellow polyester skirt.

92. Spring/Summer 2001 Digital Modern Lighting for the Future collection used glow-in-the-dark minerals pressed into the textiles.

93. The Spring/Summer 2002 collection featured a torrent of denim that swirled and surrounded the body.

## **JUN TAKAHASHI FOR UNDERCOVER**

94. Autumn/Winter 2000/01 showed a plaid all-in-one look that comprised of a sweater, skirt, trousers and scarf in wool/mohair.

## **YOSHIKI HISHINUMA**

95 & 96. The work of Japanese designer Yoshiki Hishinuma focuses very much on the materials used.

97. He has five items in the permanent collection of the Museum of the Fashion Institute of Technology (MFIT) in New York City:

[http://fashionmuseum.fitnyc.edu/view/objects/asitem/People\\$00404133/0/dynasty-desc?t:state:flow=5426a1b2-78c9-498a-87a9-686d418e2010](http://fashionmuseum.fitnyc.edu/view/objects/asitem/People$00404133/0/dynasty-desc?t:state:flow=5426a1b2-78c9-498a-87a9-686d418e2010)

## SHOICHI AOKI

98. The Japanese photographer Shoichi Aoki established a fashion magazine called FRUiTS in 1997.

99. An exhibition of Shoichi Aoki's photography was staged at the Powerhouse Museum, Sydney in 2002-2003 called FRUiTS: Tokyo Street Style – Photographs by Shoichi Aoki:

<http://www.powerhousemuseum.com/exhibitions/fruits.php>

100. And a video – 0.35:

<http://www.youtube.com/watch?v=KIW9SfjIKs4>

## CLOSING

### ALEXANDER MCQUEEN

101 – 103. The collection Plato's Atlantis was Alexander McQueen's final completed collection. The show was streamed live over the Internet to a global audience and Alexander McQueen said:

"There is no way back for me now. I am going to take you on journeys you've never dreamed were possible."

### HUSSEIN CHALAYAN

105. Spring/Summer 2007 – One Hundred and Eleven collection saw Hussein Chalayan's Transformer dresses that in the words of Sarah Mower for Style.com:

"The girl walked in and stood stock-still, dressed in a long, high-necked corseted Victorian gown. Then her clothes began to twitch, move, and reconfigure of their own accord. The mono-bosom top opened, the jacket retreated, the hemline started to rise, and—finally, amazingly—there she was, wearing a crystal-beaded flapper dress: a woman propelled through fashion history from 1895 to the twenties in the space of a minute. This was one of six incredible feats of technology and conceptual commentary at the heart of Hussein Chalayan's show. The others also moved through decades—one from the hourglass Dior New Look to the Paco Rabanne metal-link shift."

106 & 107. This collection had a glass clock that symbolized that this was a journey through time.

108. Video – 09:08:

<http://www.youtube.com/watch?v=Ae81Fcczsl8>