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Tasks in order I received them:

Task 1- Julia Lockheart- Manifesto writing: "what do I believe in?". Word count:494

Task 2- Jon Pugh- Reflective Writing: do you know what you think. Word count:507

Task 3- Ryan Moule- observational writing: identify an image and write a semiotic analysis. Word count:494

Task 1- Julia Lockheart- Manifesto writing: "what do I believe in?".

8 statements

1. Fashion decades have influenced modern fashion.
2. Recycling clothes has changed throughout the years.
3. Surface pattern is a flexible job.
4. Embroidery is an old skill.
5. You can find inspiration everywhere.
6. 60s fashion is the most experimental era than the other decades.
7. People can express themselves through fashion.
8. Fashion can be political

3 statements I have picked

1. Recycling clothes has changed throughout the year.
2. People can express themselves through fashion.
3. Embroidery is an old skill.

1. Recycling

Recycling is a way to save on waste and help the environment.

"Not so long ago, wearing second-hand clothes was judged as a badge of poverty; however, the clever and fortuitous rebranding of the market for classic, pre-worn clothes as 'vintage' has brought about a change in public perception and attitude." (Hemingway and Hemingway, 2015, p.7). As this statement says vintage clothes are becoming more popular than ever and is not seen as rags but a fashion statement. This then changes waste of clothing and makes them last longer resulting in less waste and making something sustainable to be used until it is no longer usable. It is also cheaper to find clothes that are vintage in charity shops and other vintage shops so buying recycled clothing is also saving money. By buying vintage clothes you are also saving on cotton waste and helping the environment as too many clothes are going to waste by being put in the bin instead of being recycled. There is also a wide option for you to recycle clothes so that they will get the best use out of them. You can recycle clothing items by donating them to a charity or a charity shop and you can sell a bag of clothes to a place that buys it or you could sell them online so that you know your clothes are going to be reused and not wasted.

"This change embraces sustainability" (Hemingway and Hemingway, 2015, p.7). By people wearing and reusing clothes it paves the way for fashion items to be used and not wasted. This will then create a new generation where hopefully all clothing won't go to waste and that the fashion will live on to the next generation to the other.

2. Express

Express is a way of communicating.

"Hippie culture was perhaps the most influential of all these movements as it was the most loosely focused and encompassed most groups and issues- free love, self-expression and spirituality were woolly concepts that could incorporate pacifism, youth culture, homosexuality and even some forms

of androgynous feminism all at the same time”.(Edwards, 2011, p.104). By reading the book I have come across this statement and how similar relevant it is for our decade as people use fashion to express themselves. Fashion is also political by the way people express themselves and try spreading messages by using fashion. By using fashion to express you can also see their personality and feelings.

3. Embroidery

“It is an ancient craft which encompasses a wealth of history, and the same stitches are used by embroiderers throughout the world. They provide an international vocabulary that crosses the boundaries of land and time”. (Ganderton, 2015, p.6)

Embroidery can be a powerful skill to learn as the whole world uses the same technique to embroider which it could also be a way of communicating to other countries in the language of stitch. Embroidery has always been some sort of communication such as making embroidery for loved ones.

Bibliography

Hemingway, W. and Hemingway, G. (2015) The Vintage Fashion Bible. Newton Abbot: A David & Charles book.

Edwards, T. (2011) Fashion in focus concepts, practices and politics. New York: Routledge.

Ganderton, L. (2015) Embroidery stitches step by step. London: Dorling Kindersley.

Task 2- Jon Pugh- Reflective Writing: do you know what you think.



The list of qualities of this image

- Bright
- Colourful
- Different
- Fashionable
- Wearable
- Unusual
- Pattern
- Express

This photo has relevance to me as i am interested in vintage fashion and the movements that were popular. It also relevance to me as i am doing a project that is inspired by Mary Quant. "The sixties pushed fashion boundaries in almost every direction with fabrics and materials no exception". (Hemingway and Hemingway, 2015, p.116). The 60s were changing fashion history by introducing controversial items like the mini skirt. The 60s also influenced and inspired today's fashion. This also shows me the history of surface pattern. Quant designed mini-skirts, hipster flared trousers, gym suits and fun furs for young". (Haye, 1991, p.122). The 60s fashion was also inspired by the hippy movement. " Mary Quant said ,I wanted everyone to retain the grace of a child and not have to become stilted, confined, ugly beings, so I created clothes that worked and moved and allowed people to run, to jump, to leap, to retain their precious freedom." (Grant, 2000, p.18). Quant wanted her clothes designs to be moveable and not restricted movement but still look fashionable.

My opinion on this photo is that all fashion is daring and suitable to the movement that was happening at the time. The fashion also influenced by psychedelic music, advertisement, drugs and tv. Fashion in the 60s contained flowers for the flower power movement. Also, a variety of colours were used in the 60s clothes including orange, yellow, green and many more. Coloured tights were also popular which were created in bold, bright colours to match with a coloured mini skirt or a pinafore dress. Also, adding and mixing pattern was also popular. Though Mary quant being so successful she even designed household items, makeup and many other items using her daisy logo.

Back in the 60s it must have been such a bold move to wear these items of clothing and wearing the bold colours. But looking at it through this decade is still looks bold but some of the fashion items we wear now and see in our daily lives. Even some of the surface patterns then are still popular now like the dog tooth, check print, polka dot and stripes.

There are not many things I don't like about this image as it shows the fun, bold and bright colours of the 60s. "More than ever before the style of clothes that people chose to wear also became a means of showcasing their lifestyle choices, politics and attitudes" (Hemingway and Hemingway, 2015, p.113). By looking at this statement it tells me people were expressing themselves through fashion and creating an image to send a message through to people without using their voices.

To put together this image , books and my own understanding of the decade, it tells me why people dressed the way they did in the 1960s and what was the meaning behind it and what happened in the era for the fashion to be the way it was then and also how it has influenced today's fashion.

Bibliography

Hemingway, W. and Hemingway, G. (2015) The Vintage Fashion Bible. Newton Abbot: A David & Charles book.

Haye, A.D.L. (1991) Fashion source book- a visual reference to twentieth century fashion. London: Quarto publishing plc

Grant, R.G. (2000) A look at life in the sixties. Austin: Raintree steck-vaughn

Task 3- Ryan Moule- observational writing: identify an image and write a semiotic analysis.



This image I have chosen that is a Bazaar magazine with the celebrity Beyoncé. This shows how magazines can be heavily edit a model or celebrity and can fool the reader into thinking that this a realistic body type. Also, lighting can also trick readers. Also looking at this image of a celebrity it shows a fake representation of a pregnant body. They also lighten and soften the skin to make it look flawless. Wearing black also makes the body seem slimmer and easy to hide and edit imperfections. The mood that this front cover made me feel unrealistic, conscious and dull. "At the close of the twentieth century a new 'moral panic' seemed to be emerging in the news media which broadly claimed there was a crisis in femininity and blamed the fashion industry." (Maggie and Barrie, 2005, p.65). This statement shows how magazines like I have chosen, can have an impact on people on unrealistic body image and that everybody should look flawless. "In the 1970s a feminist critique of makeup and other beauty practices emerged from consciousness-raising groups. The American radical feminist theorist Catharine A. Mackinnon called consciousness-raising the "methodology" of feminism. In these groups, women discussed how they felt about themselves and their bodies. They identified the pressures within male dominance that caused them to feel they should diet, depilate and makeup." (Jefferys, 2005, p.1). This statement shows how unrealistic body types was also an issue in the 1970s and because of advertisements like these, men are also getting false advertisement of what a female body should look like.

"Just for a moment, think about your own body. Where do you start? With your appearance (the stop that has materialized from nowhere, the bad hair day)? With its shape and size? With its aches, pains and reminders of daily physical struggles? How do you feel about you own body? Are there parts you would like to change?" (Howson, 2013, p.1). Magazines and advertisements like this will cause you to question yourself and make you self-conscious and make you question your own body type.

If I was to look at this image without researching, I wouldn't even think twice about it but now looking at it in depth, I realise how people would look at this image and it would be planted in their head without really thinking about the image but it is there in their mind. This will then cause them to come back to the unrealistic image and then will start looking at themselves compared an unrealistic image of a woman. This will then result into plastic surgeries and dieting to get the unrealistic look. There is also lots of celebrities and influences who advertises plastic surgery causing their fan to get encouraged into having plastic surgery's. There is no real meaning to this magazine image but it just sends out all the wrong messages to young adults and can also send the wrong message to older adults.

Bibliography

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