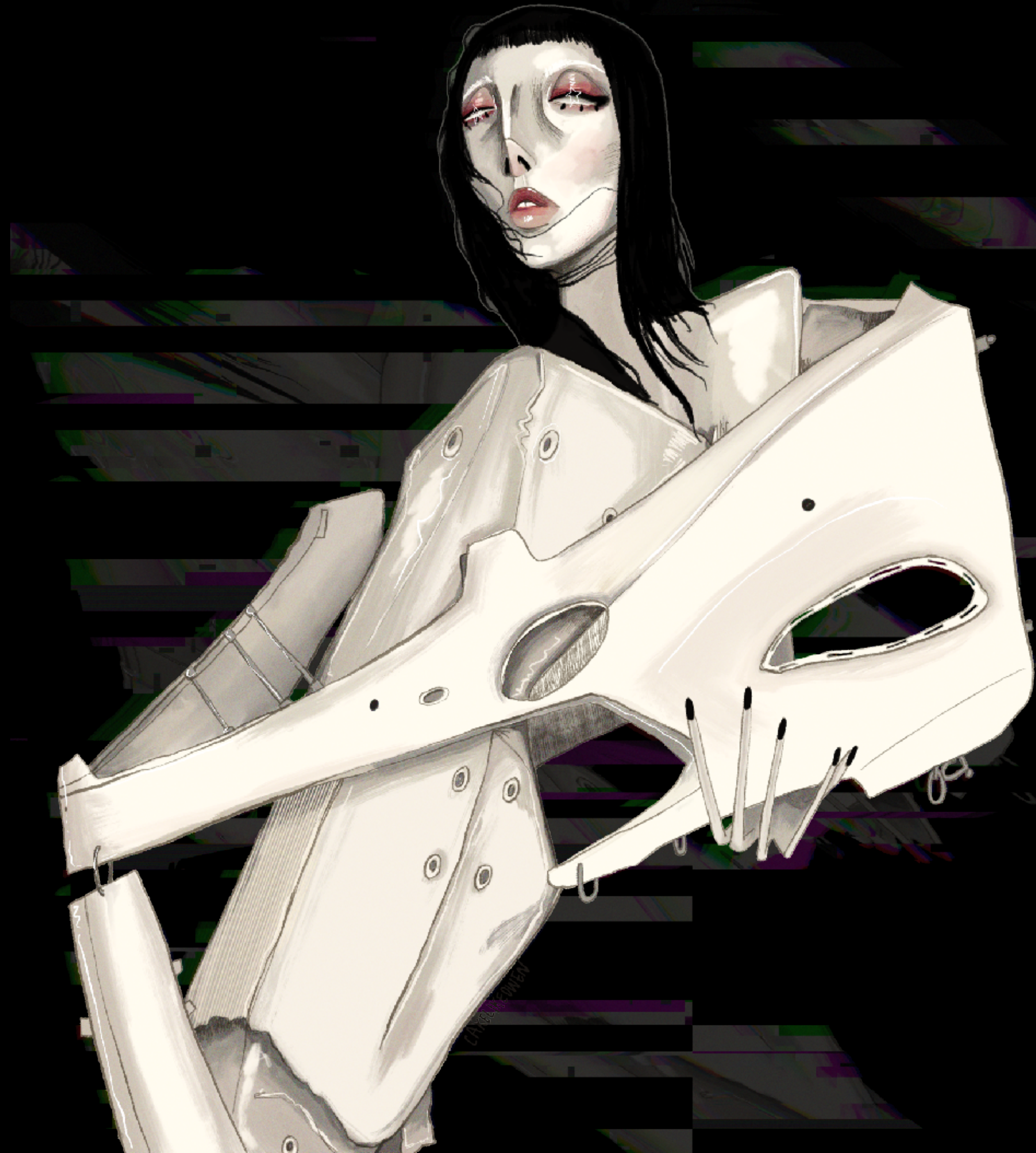


Fashion as Communication

Owen Harry



Aims

- To gain a clearer understanding of what is meant by ‘fashion as communication’
- To introduce potential research pathways in areas outside of your practices

Objectives

- Effectively analyse the use of fashion as a means of communication
- Apply transferrable analytical skills gained to own practice

What does it mean?

Fashion, dress and clothing are the artefacts, practices and institutions that constitute a society's beliefs, values, ideas and experiences. According to this view, fashion, dress and clothing are ways in which people communicate, not only things like feeling and mood, but also the values, hopes and beliefs of the social groups of which they are members.

(Bernard, 1992)

What else can it communicate?

Sex

Gender

Age

Cultural
identity

Religious
identity

Profession

Group
affiliation

Wealth

What are its
applications?





Judith Butler

‘Originally intended to dispute the biology-is-destiny formulation, the distinction between sex and gender serves the argument that whatever biological intractability sex appears to have, gender is culturally constructed: hence, gender is neither the causal result of sex nor as seemingly fixed as sex.’

(Butler, 1990)





‘Taken to its logical limit, the sex/gender distinction suggests a radical discontinuity between sexed bodies and culturally constructed genders. Assuming for the moment the stability of binary sex, it does not follow that the construction of ‘men’ will accrue exclusively to bodies of males or that ‘women’ will interpret only female bodies.’

(Butler, 1990)

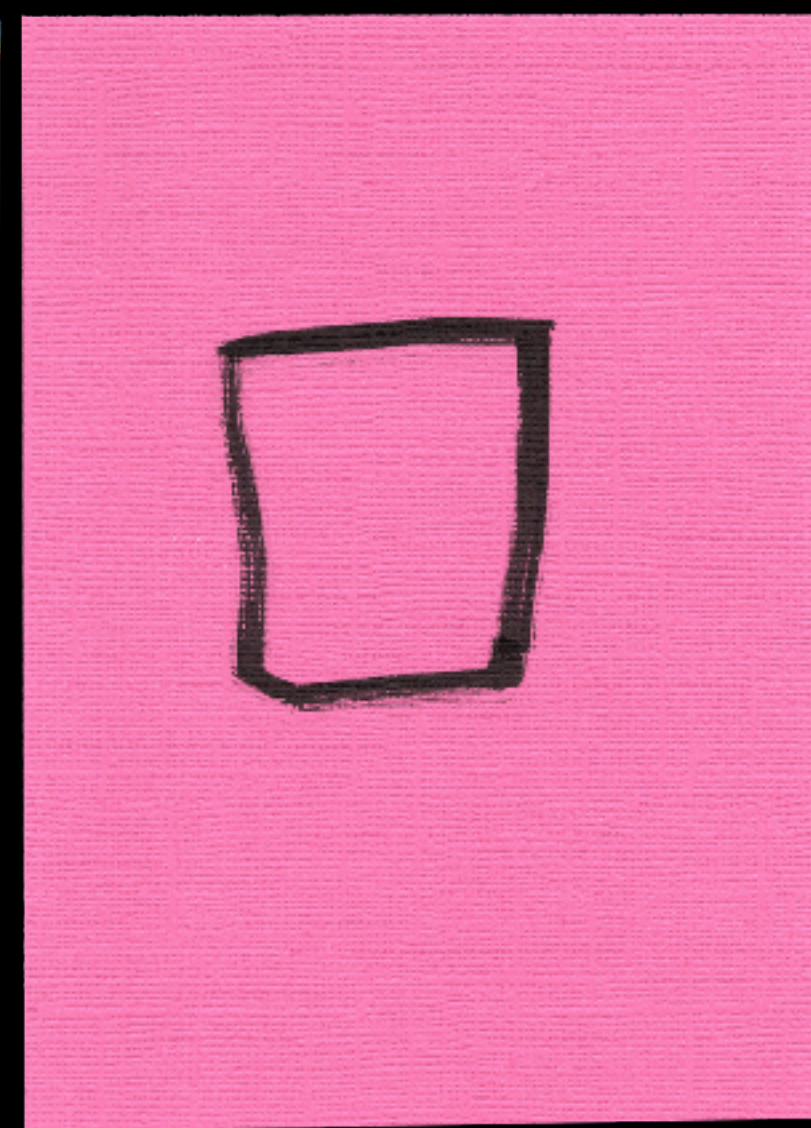
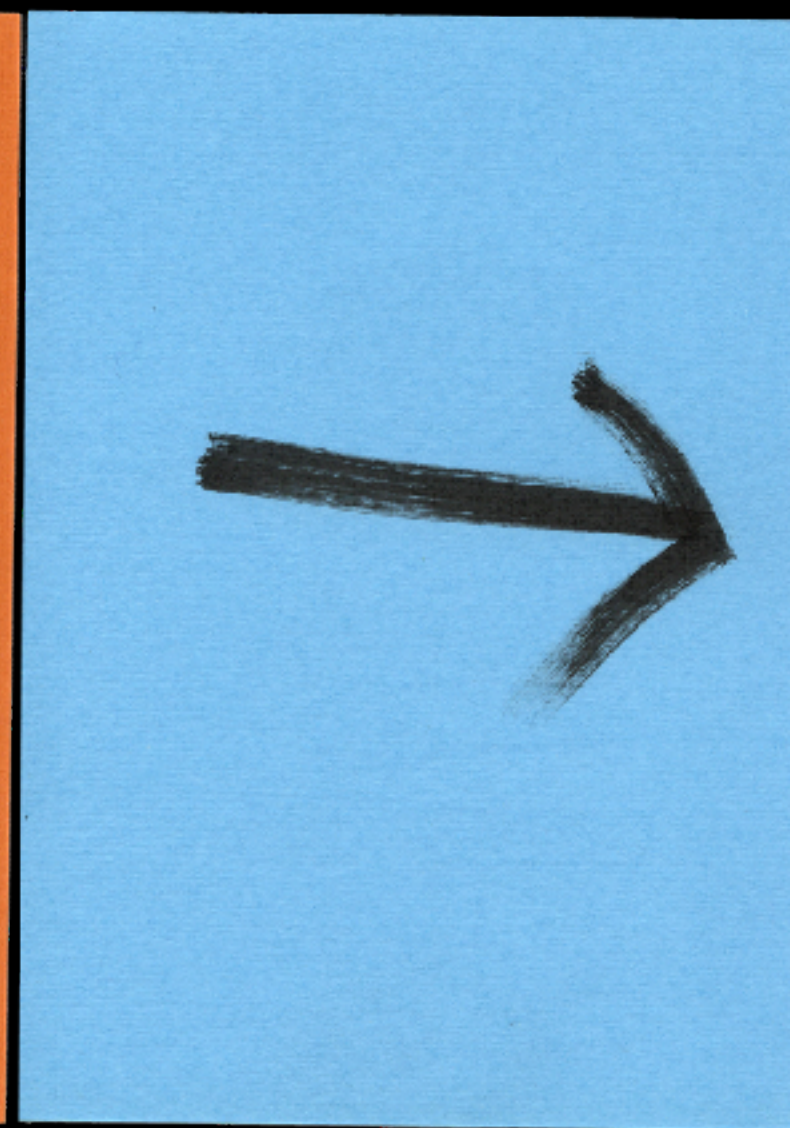
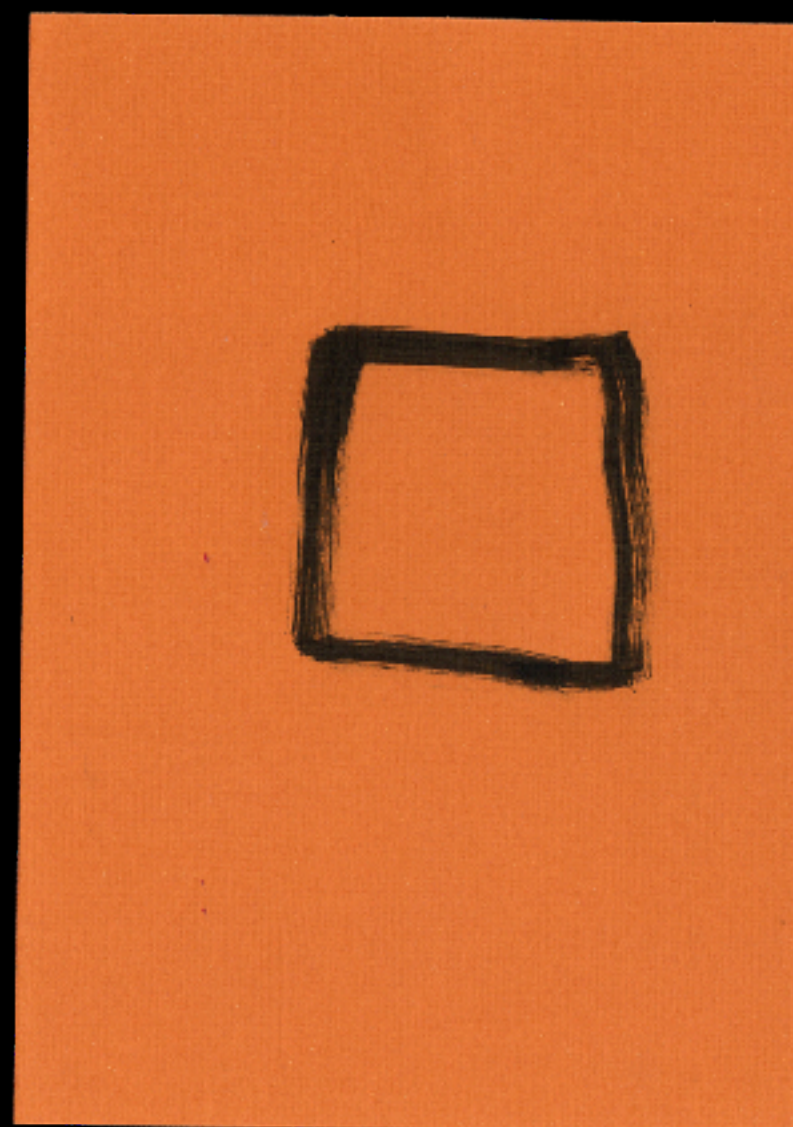
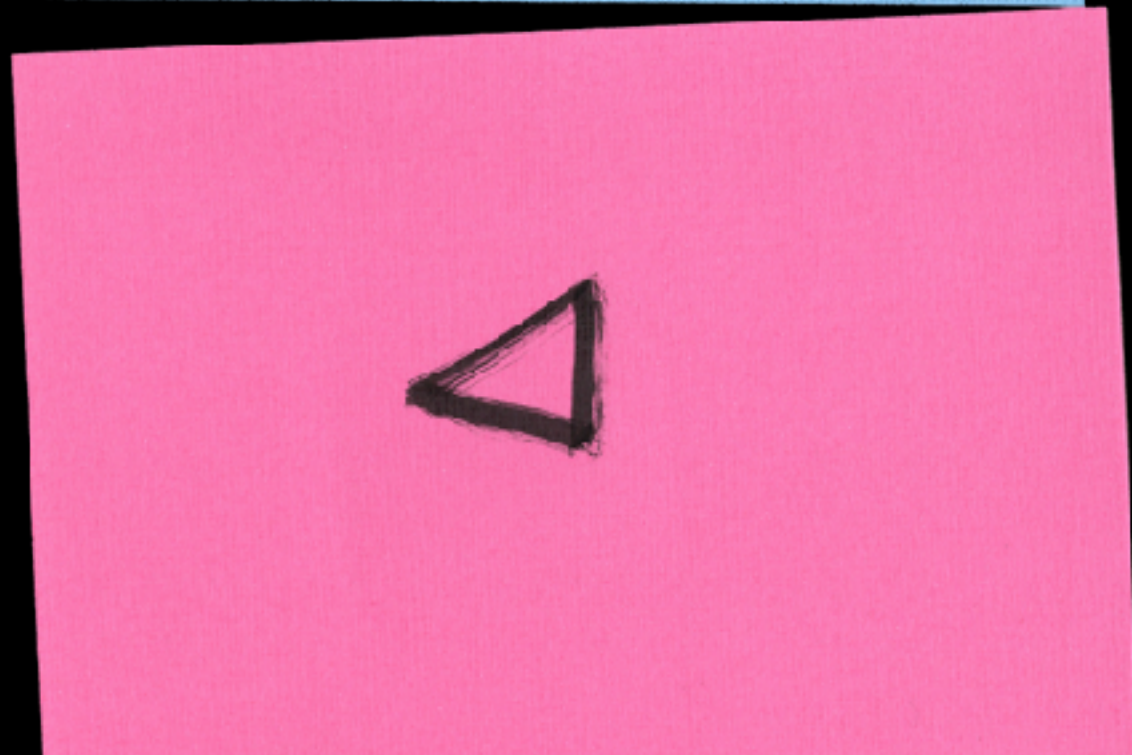
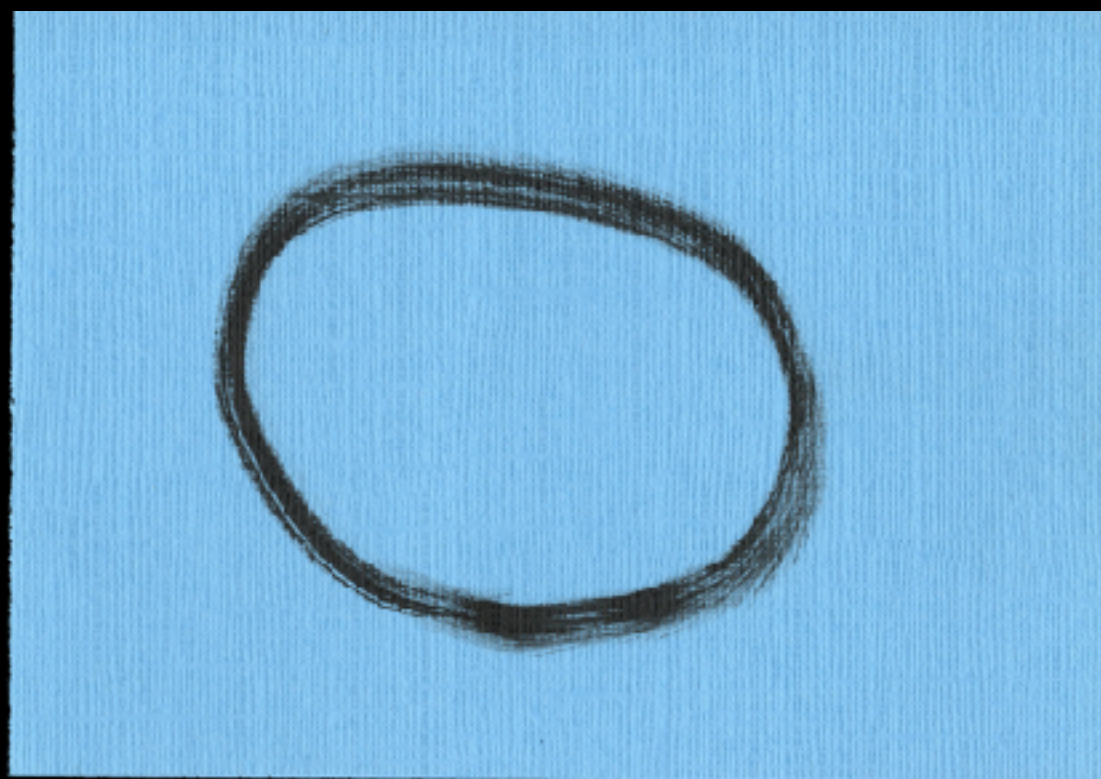
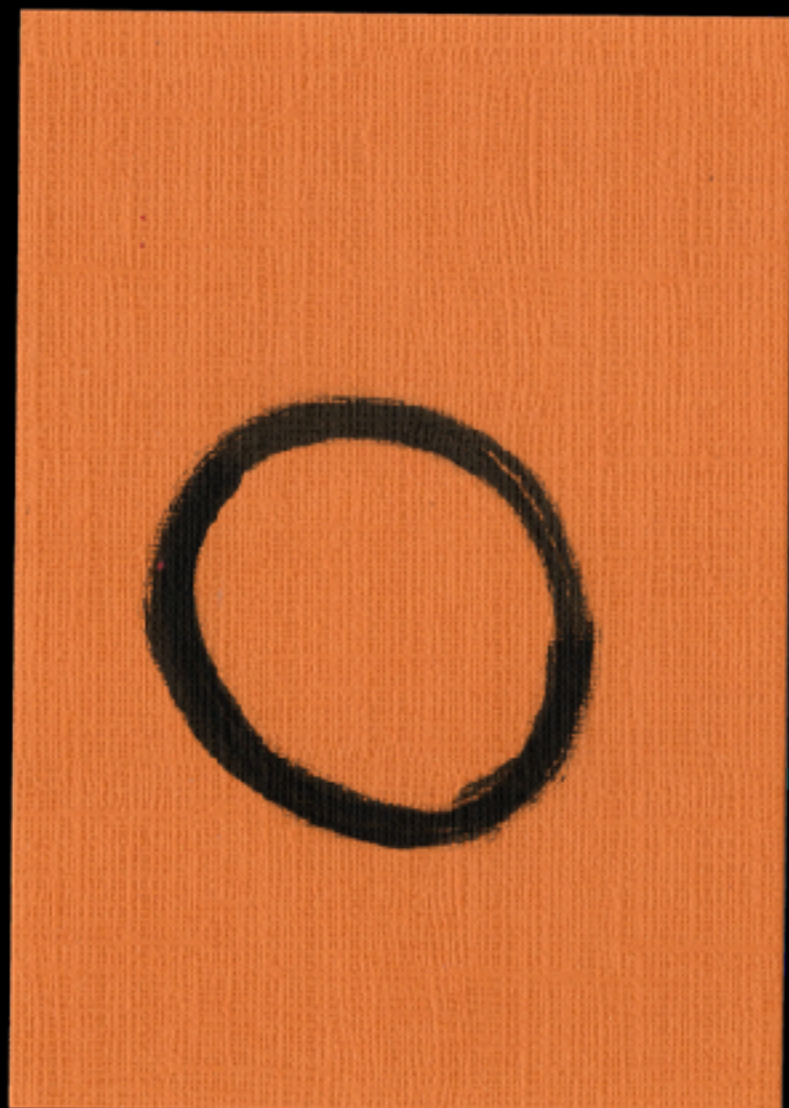
Claude Cahun



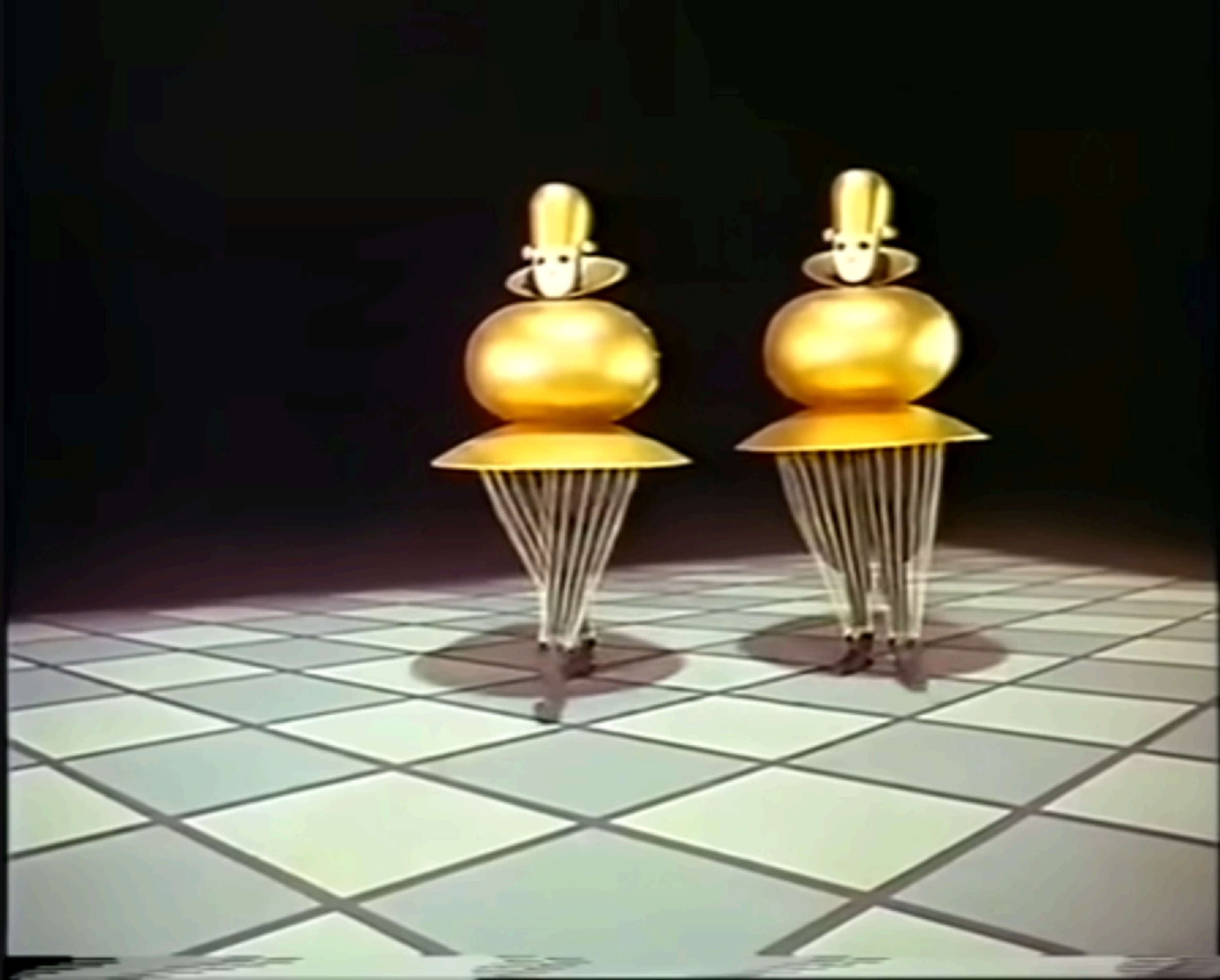


‘One is not born, but rather becomes, a woman’

(De Beauvoir, 1949)











CAKELIK EDWEN

Androgyny

the quality or state of being neither specifically feminine or
masculine : the combination of feminine and masculine
characteristics : the quality or state of being androgynous



Viktor & Rolf

Fall 2003 Ready-to-Wear



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(Bernard, 1992)







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VIDEOS USED

Michael Alig NYC Club Kids on Geraldo

April 17, 1990

https://youtu.be/jhTpRKA_qvY?si=NwkqjIUoE9d2FJyd

Triadischws Ballett von Oskar Schlemmer

<https://youtu.be/mHQmnumnNgo?si=1rxjRZ1aqmGH424F>