

How far is it possible to relate the work of fashion designers such as Hussein Chalayan, Alexander McQueen, or Issey Miyake to Post modernism?

The work of fashion designers such as Hussein Chalayan, Alexander McQueen and Issey Miyake could be related to Post modernism because the most iconic pieces that they have done were made during the 90<sup>th</sup> and 2000<sup>th</sup> and each of their work has a unique style that could represent the main ideas (СМЫСЛ) of Post modern era such a questioning reality, creating your own vision of the world and showing your own interpretations of the world. These designers created a

Hussein Chalayan. Fashion and technology. Representing the era. 2000<sup>th</sup> show with chairs and table that can be a furniture and clothing pieces.

Alexander McQueen. McQueen's clothing collections were concentrated on topics like violence, ugliness, depicting the animal and sea world, and showing that fashion is highly connected with the world around us. 2010 Plato's Atlantis show. Lee Alexander McQueen sought not only to dress the women of the world, but to bust fashion out of its commercial confines and reinvent its role in contemporary society.

Issey Miyake. Put his graphic design skills in his fashion work. 1968 protests in Paris, the beginning of a new era (НОВАЯ ВОЛНА В ФРАНЦУЗСКОМ КИНО). After the protests, in late interview in his career Miyake said: "the world was moving beyond the needs of haute couture for the few and, toward simple, more universal elements such as jeans and t-shirts". New York. Using plastic, glass, metal and other materials that are not so commonly used. Pleating fabric technique 1988.

Firstly, all of them were creating their projects in the second half of 20<sup>th</sup> century and beginning of the 21<sup>st</sup> century. During this period of time there were many changes in culture and economics. These changes affected artist's mind. Hussein, McQueen and Miyake were one of those designers who showed how new technology, fabrics and fashion can work together.

Secondly,

In conclusion,

Questions:

Post modern

How their work is related?

Details of their main collections

## Conclusion

What is happening now

fashion and technology in their work combined.

Citation:

Issey Miyake:

<https://youtu.be/dcFvPXef7As>

<https://time.com/6204868/issey-miyake-legacy-fashion-designs/>

Hussein Chalayan:

<https://youtu.be/LiSY-DwXZ2E>

[https://youtu.be/-gMZeql\\_3Uw](https://youtu.be/-gMZeql_3Uw)

Alexander McQueen:

<https://youtu.be/BAyur3qixhs>

<https://youtu.be/IKNFr1-1H1Q>

<https://youtu.be/ZUZx1clfY2c>

<https://youtu.be/Pg0HwLAJyV0>

books and articles:

TPJ\_I1\_Aksel\_Abstract

The Catwalk as Spectacle

Tang\_Muyang\_PDF

Hussein\_Chalayan\_About\_space\_narrative\_e

Fashion

CharleneKLau\_FashionTheory-HusseinChalayan

alexander-mcqueen-genius-of-a-generation-

alexander-mcqueen-blood-beneath-the-skin

Alexander McQueen Savage Beauty Review (Postmodernism) § Helen Taylor

How far is it possible to relate the work of fashion designers such as Hussien Chalayan, Alexander McQueen, or Issey Miyake to Post modernism?

Post modernism affected all parts of art including fashion. Principles of postmodern art were shown in designer's fashion collections some of them were intentional, some not intentional and were included naturally, because most of the people, who created art projects were affected by the time period they were lived in and created their work.

One of the most outstanding representatives of fashion industry of that time were Hussien Chalayan, Alexander McQueen and Issey Miyake. All of them have a completely different background and live experience, they learned about fashion in different ways and even in different cultures, but the time tendencies were similar in the world, and despite the economic and cultural differences of the countries they lived in and made their catwalks, fashion collections of these designs have some things in common.

Firstly, at that time technological progress was huge and different types of machines started to be integrated into the human's life. Fashion collections, like Alexander McQueen's Spring 1999 show in 1998 when a model Shalom Harlow was spinning on the podium while robots painted her dress with black and yellow paint and in Hussien Chalayan's collection of 2000 (2004) year furniture became a part of the show and seat covers on the armchairs could be used as a dress or a table could become a skirt where showing how fashion can be combined and created with the use of technology. Also, Issey Miyake made a new fabric and in 2000th, (pleats please brand and new way of making pleaded clothing in 1980-1990) and made clothes out of it that could be more comfortable for wearing and traveling. As well as Chalayan's 2009 Spring ready to wear collection in which he showed dresses that were made out of molded-latex and looked as if they were frozen in aerodynamic motion. Every dress had a hand-painted print of a car crash that represented a moment of a crash as a result of a speed that modern life has.

Secondly, rethinking and recreating the past. A lot of things happened in the twentieth century: wars, technical inventions, cultural revolution and many other things that had been happening during that time. At the end of that period all of

them needed to be considered and comprehended, and that is something that we can see in different cloth pieces that were created by the end of 90th beginning of 2000th. Issey Miyake's first collection in 1970 that had a coat that was made using traditional Japanese stitching technique called "sashiko", that coat became very popular in the United States at that time. Alexander McQueen's collections that were dedicated to ugliness и violence. For example, Spring/Summer 2001 collection entitled "Voss" that was performed in London where models performed in a space that had a shape of a box made of glass, but the unusual thing about that place was that the glass was a mirror, so the models could not see the audience, they could see only themselves. During the whole show audience could see a metal brown box in the middle of the stage and models were walking around it, at the end of the show the walls of the box fell down and the audience could see a model laying on the sofa and breathing through a gas mask. Also, there were a lot of butterflies that flew around. Что-то ещё про Hussien.

In conclusion, all designers have been using postmodern elements in their work, they had analyzed the past, created new things using technology, were discovering new ways and shapes fashion can be put in. Yes, they were mostly analyzing and reacting to life experience they had, but this experience cannot be separated from the history and culture they lived in.