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GOOD CLOTHING = GOOD FILM

Film and fashion, after all, once enjoyed a relationship so intertwined as to border on incestuous. Designers are often inspired by vintage films, and directors are looking for authors to reveal the character of their characters with the help of clothing. In the first part of the series "Fashion in the cinema" Vogue.ua already talked about the duets of Christian Dior and Alfred Hitchcock, Coco Chanel and Alain Rene. Period pieces define themselves by paying close attention to the details of the fashion of the times as well, painstakingly recreating the outfits that central characters would have worn. But the reverse trend is also true; films often introduce ideas, either directly or indirectly, that lead to major changes in fashion. So why is this the case, and what can we learn about it? Here are key examples, now we'll examine some... [1]

Let's start by looking at some key ways that movies have influenced (and continue to influence) fashion. Firstly, there are accessories and adornments worn by central characters in film. For example, Audrey Hepburn was one of the first prominent actresses to use a cigarette holder as a fashion accessory in the film *Breakfast at Tiffany's*, and since then, it's become so popular it's almost a cliché. Other people have been drawn to things like the distinctive watch worn by the latest iteration of James Bond, or by gold grillz that were on display in the latest action flick. Jaws the James Bond villain was the originator of this trend and the metal tooth villain can lay claim to starting a new fashion trend in dental architecture.

Fashion can also be influenced more subtly, playing a role in spawning an entire movement or revival. For example, in 2013, *The Great Gatsby* helped to motivate an already-simmering trend of early-20th Century fashion being revived. It was directed by Baz Lurman, who trusted to create dresses for the main characters of the designer

Miucci Prada. Italian did not try to achieve realism and freely interpreted the fashion of the 1920s, and the source of her inspiration was her own archives of Prada and Miu Miu.

If you knew about the love of Domenico Dolce and Stefano Gabbana to the magnificent style, one would have guessed that they would create outfits for some costume drama, but one of the brightest apparitions of Dolce & Gabbana on the screen was "Romeo + Juliet" in the interpretation of the Luhrmann Base. Having filmed the film director of 1996, he moved the medieval Verona to modern New York and put on Juliet a sample of the mid-1990s in the dress of the Italian brand.

It was Jean-Paul Gauthier who invented the same bandage band of the main character of the "Fifth Element" of Lilo, played by actress Mila Jovovich. The designer likes to work with the big screen, but it is his costumes for the fantastic film of Luc Besson have become very recognizable, if not legendary. What only worth the orange vest of Bruce Willis, sexy girls suits from the crowd and the thief armor of Gary Oldman.

These films took an existing fashion trend and made it even more popular by putting it in the national spotlight.

Let's look at the problem from psychological point of view. [2] So why, exactly, are films such a powerful medium for spawning or reinforcing fashion trends?

Celebrity idolization. People idolize celebrities. That one we see in big-budget movies tend to be worth looking. In most cases, they're visual attractive. They're talented, in ways most of us couldn't hope to be. And if they're starring in major motion pictures, they're also wealthy which is considered a virtue in the USA. When some people see a worldwide known person they look up to this way, they can't help but want to copy them at least a little bit. If celebs are wearing a fashion accessory that makes them look more distinctive or more attractive, probably we'll try it on. Outfits worn in movies are quickly copied by retailers. A person who found a jacket or hat worn in a movie appealing could purchase a low-priced copy. Magazines published clothing patterns based on film costumes, allowing to sew their own

Hollywood-style outfit. The era's most favored pattern reportedly was a dress worn by Vivien Leigh in a picnic scene in *Gone with the Wind* (1939), one of the era's most popular and publicized movies. [3]

Zeitgeist reinforcement. Trends that are already starting to emerge can be reinforced by the power of films. This can happen in a few ways. For example, a new fashion trend might start to emerge in fashionable circles, at which point a director gets inspired and makes a pitch for a movie that exemplifies that style. Once the film comes out, millions of people are exposed to the style. Those already partaking in the style then wear it more confidently, and millions of new people start following suit.

Success and copycat waves. Similar types of movies being released around the same time and it is not a coincidence, because movie studios want to capitalize on what already seems to be popular. A new film that offers a distinctive style has a completely unique voice. Once it becomes successful, other films and elements of pop culture that are alike with that one or will attempt to capture the same spirit over time can spawn a new fashion trend by themselves.

Obviously, cinema and fashion influence on each other, it will always be like this, because they are interlinked. There is no need to watch every newest film to follow the fashion, nor do you have to take cues from celebs. But understanding how pop culture affect society is both interesting and informative.

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