

Не история моды,
но адаптация.

Как мы можем выражать десятилетия и эпохи сейчас
Не какими они были, но какими запомнились.

Мы помним не событие, а наше последнее воспоминание о нем.

Плавающие границы десятилетий
В одном может быть несколько стилей

1900 - Девушка Гибсона -

Эдвардианский стиль

Равноправие с одним «но»



Нулевые и десятые



TIMELINE OF WINTER FASHION

~ 1910-1919 ~



1910



1912



1913



1916



1919

Суфражистки и их триколор



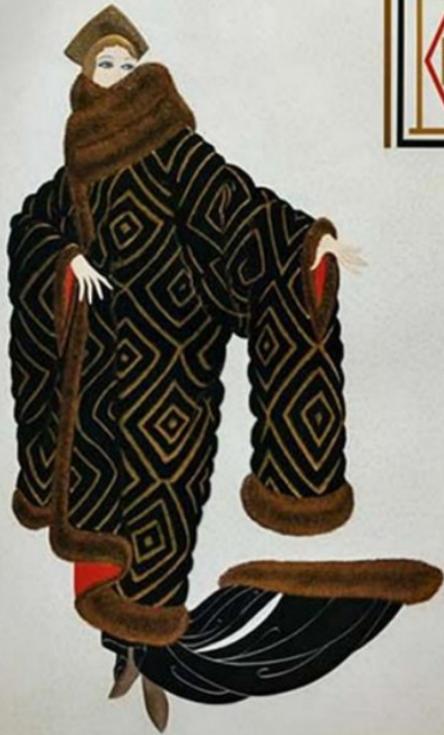
Что мода вынесла сегодня?



Ар нуво и



Ар деко



1920 сейчас – Встречаем «стереотип»



НАБОР
ДЛЯ РЕТРО ВЕЧЕРИНКИ

4в1

повязка с пером,
перчатки,
мундштук, бусы



На самом деле

Модный дом Чарльза Уорта



Эрте и Пуаре

Роман Петрович Тыртов
и его сотрудничество с Полем Пуаре



Визуализация



Детали



GATSBY 1920's makeup



49¢

98¢

8 M 306—Cord-and-Bead Necklace 38 in. Harding blue, topaz color, sapphire color, emerald color or rose color..... 98¢
Postage 1¢ extra.

8 M 302—Glass Bead Necklace. Emerald, amethyst, sapphire, ruby color or black; each with frosted white beads. 38 in.... 49¢
Postage 2¢ extra.



Непарадные 20е



Советские 20е

Ламанова и Мухина

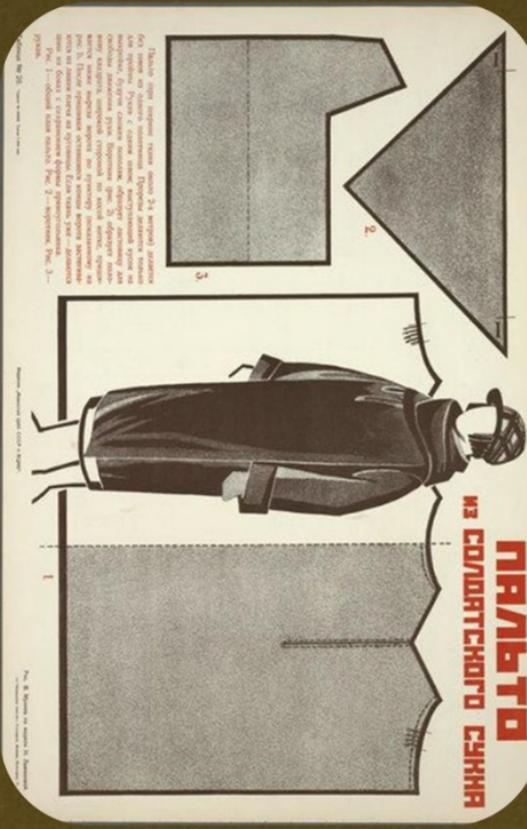
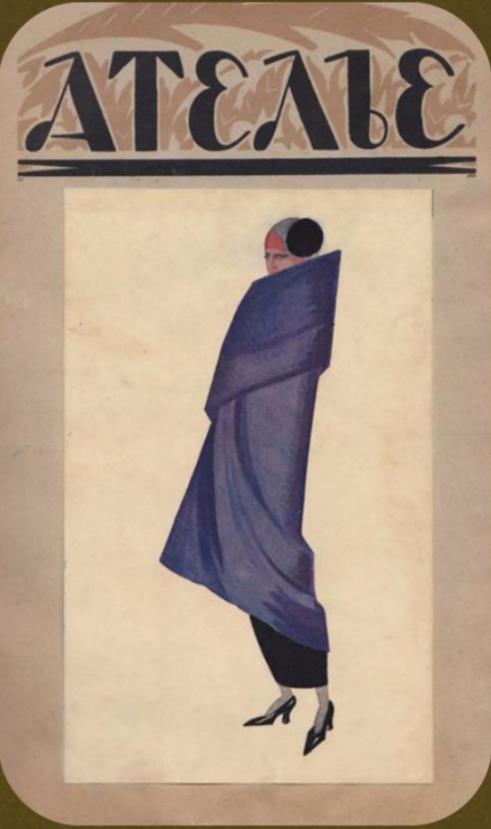


Надежда Ламанова



НАДЕЖДА ЛАМАНОВА

Nadezhda Lamanova, Russian fashion designer, whose gowns were worn by the Imperial family, re-created herself after the Revolution, designing clothing for the Communist worker.



Адаптация flapper



Винтажный Египтолог



Только худые?



30e – слепое пятно



6929

6911

6910

WHY GOING IN FOR CONTRASTING FABRIC

Small views and sketches see page 134.

No. 6929. A tailored lingerie collar is one way to get that new "wrap finish". The top is a bright idea of a bright designer.

No. 6911. A wide-wide belt ... is a short-sleeved blouse ... is a comparatively unadorned skirt ... and as becoming a track as you would ever want to wear.

No. 6910. You can't keep the Dior dress shorter if it is the more delicate. The skirt actually follows a line where you would want to wear.



Мужской костюм

Ив Сен Лоран и Марлен Дитрих



Золотая Эра Голливуда **1927 – 1949** (пришёл звук)



40e



Early 1940s



Late 1940s

Будут перекликаться с



Что так грустно?

У войны не женское лицо



Детали стилизации



Украшения 40е



Укладка



Мейк



THE 1940'S MAKE UP

EYEMAKE UP



The eye make up gradually became minimal. the eye shadow was light .dark mascara and liner were only highlighted. the eye brow started defining the nose' thicker in between and thinner on the edges.

FACE MAKE UP



The base make up had become minimal too .with strongly highlighted contouring and blush..

LIP MAKE UP



Dark lip remained from the previous era. the colour started to evolve from dark to oranges though reds still ruled.



Зыбкая граница 50е

On the blog

1950s Fashion Trends



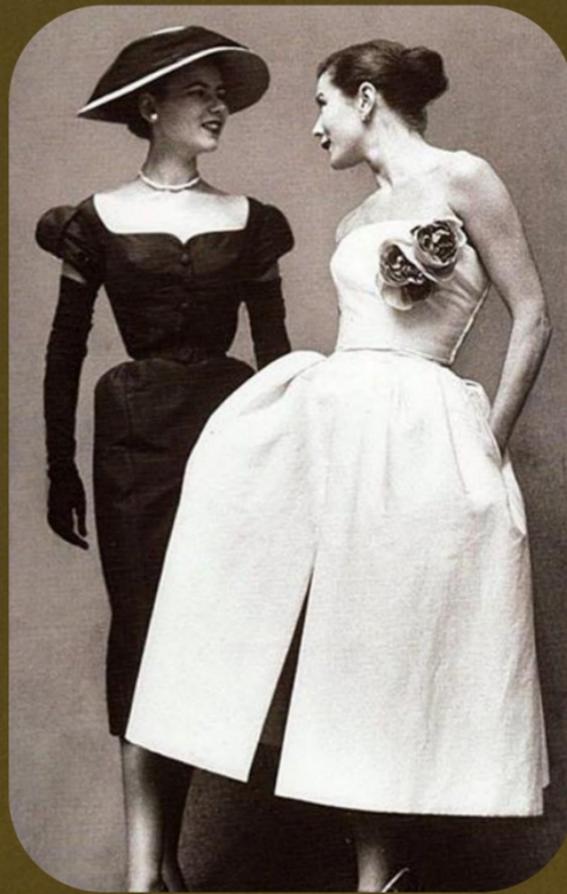
Pop over dress Claire McCardell



Талия



50e Dior aesthetic



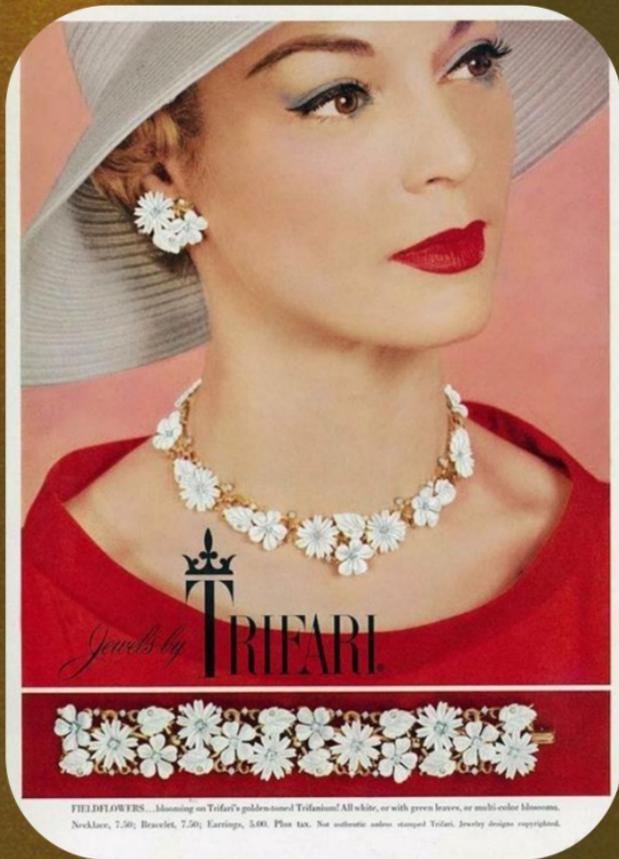
А что было на самом деле?

Ключевой аспект – больше кроя – меньше смыслов

Просто Красивое Платье



Комплектность



50e хорошо рассматривать в детализациях



Стиляги и Людмила Гурченко

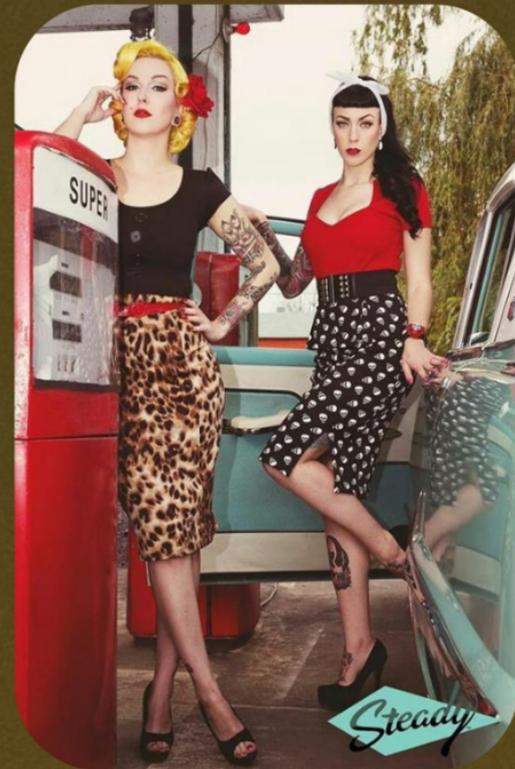


А что в этот момент делает бабушка Шанель?

Монро и номер **5**, двухцветные туфли, твидовый костюм



Однако самое интересное
Или «Мы снова помним воспоминание»



Рокабилли и пин ап



Адаптация сейчас



Дарк и альтернатива



KVD и Дита



60е неоднородность

КУПЛЕНО НА
SKLADCHIK.COM

1960's

Women's fashion

vk.com/blosh bloshka.info
facebook.com/bloshka
instagram.com/bloshka_blog

BLOSHKA



1960 1960 1961 1961 1961 1962 1962 1962 1963 1964 1964



1965 1965 1966 1966 1966 1967 1967 1968 1969 1969



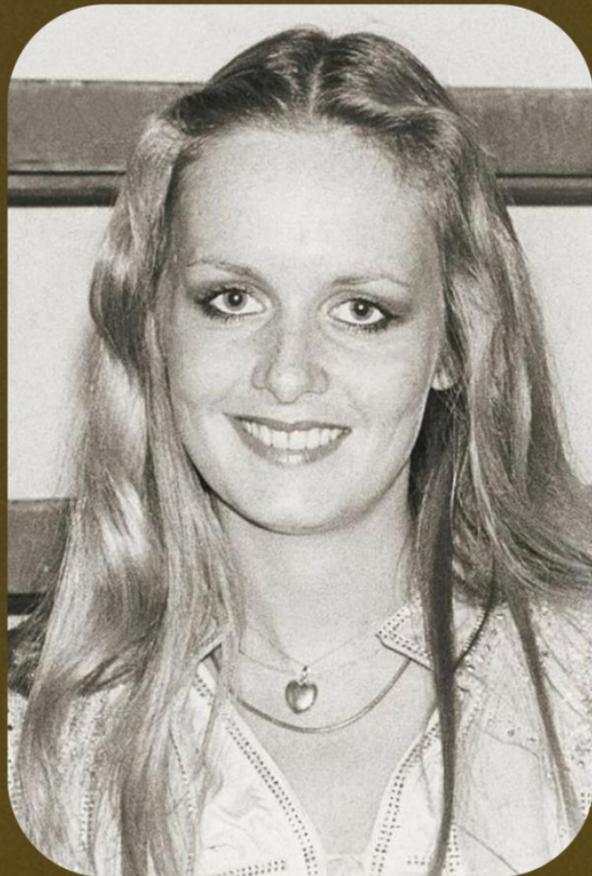
ТВИГГИ

TWIGGY

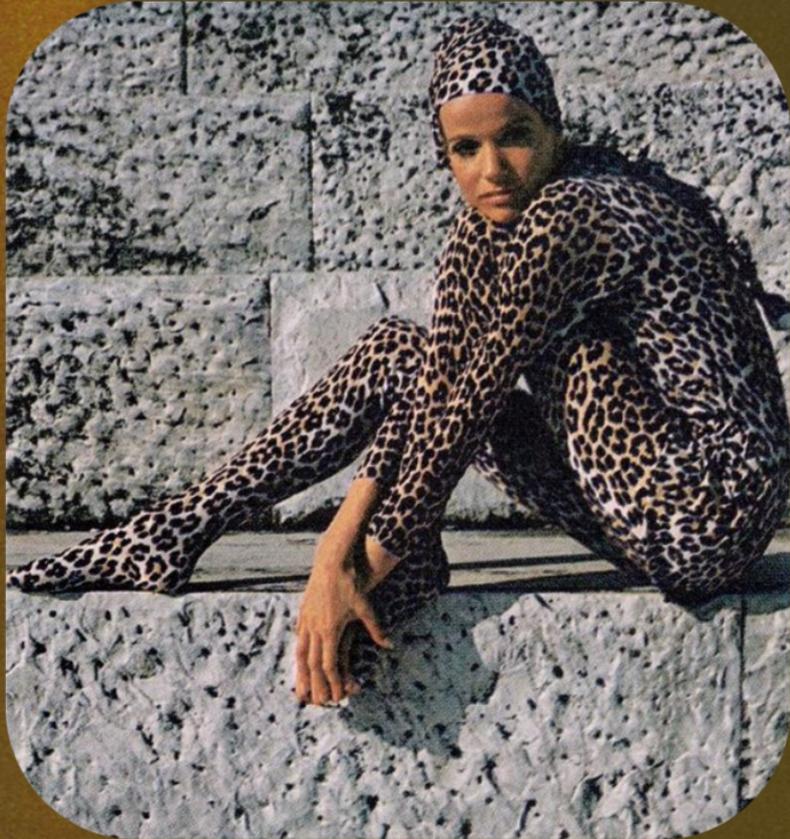
she started to model. She didn't do it to be different but because it seemed like fun and she felt it suited her own very special look. Her eye make-up starts with a white brush-on highlighter all over her lids, from lashes to brow. "I've got very deep-set eyes and if I don't powder them first with the highlighter all my eye make-up smudges." Instead of using the brush that comes with the highlighter, Twiggy uses a brush from an eye shadow compact, which is smaller and easier to control. To make her eyes look bigger (and even deeper) she accents the crease of the lids with a faint line of brown brush-on shadow. "When I've got it right, I darken it with

a dark brown powdered eyeliner, then I use a thin line of black liner as close to my lashes as possible. I use black mascara—the kind with the bits in it—on my top lashes, then put on my fake lashes. I buy different kinds, usually the double-thick hair ones. I often put on two or three at a time, then I mascara my bottom lashes and do the black lines. I sketch them in first lightly with black eyeliner, then I darken them. I usually do between nine and eleven. It varies." Twiggy's other make-up includes a light beige foundation, blusher and a lip gloss or a bit of lipstick. She puts an all-purpose cream underneath her make-up, and the same

cream at night to take her make-up off. "I like to use soap and water—I feel cleaner—but my skin is too dry to use soap more than once a day." Twiggy's hair used to be long. "And thin and awful but I wouldn't have it cut," she says. "I'd always wanted long hair, like Jean Shrimpton's. About a year ago Leonard [he's the very in hairdresser in London now] convinced me that I should have mine cut. He put a long, fantastic wig on me and said, 'This is the way long hair should look.' When I saw the difference, I said, 'Cut.' And I've never regretted it. My hair was such a mousey brown, while I was being redone I had it streaked to add highlights. I spent seven hours in the salon that day being made over! But that was the beginning of everything... that day."



Вера Готлибе



Анна фон Лендорф

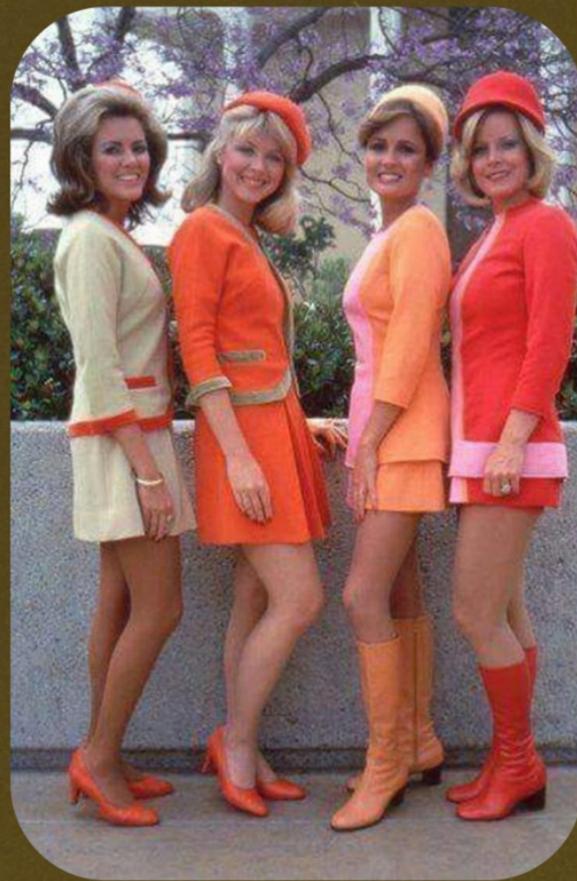


Мэри Куант

Известный факт – подол у творений Куант был такой короткий, что вскоре ей пришлось шить трусы в тон платьям и юбкам – чтобы нижнее белье не привлекало к себе внимания и казалось частью ансамбля.



Синтетика и яркость



60е Геометрия **emilio pucci pattern**



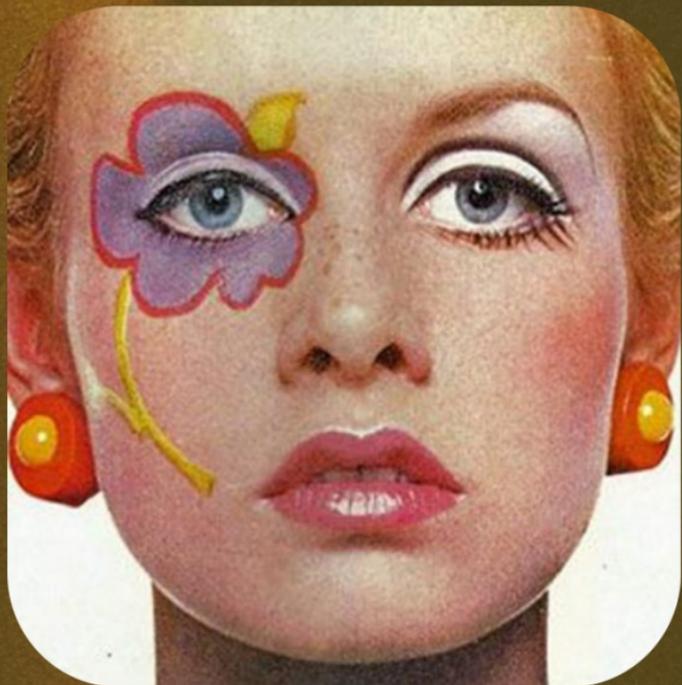
Украшения Люцит и бакелит



Пако Рабанн и футуризм



Макияж



Прически

Бриджит Бардо и Бабетта



TOUPET IN AIUTO

Parigi. Claudia Schiffer ha saputo utilizzare la sua somiglianza con E.B., sopra, anzi la sottolinea utilizzando lo stesso trucco e la stessa pettinatura, aiutandosi con cottonature e toupet, che sono tornati di gran moda e permettono di avere acconciature voluminose. Qui accanto, quattro fasi della pettinatura di Claudia. Il toupet di capelli naturali, identici a quelli di Claudia, viene fissato e poi intrecciato con quelli veri. (Foto di Grazietta Vigo).

...adagni?

R. Decido io come gratirli. I miei genitori mi aiutano molto e per gli investimenti mi servo di consulenti specializzati.

D. Se un giorno si sposerà, lo farà in chiesa?

R. Sì. Ho avuto un'educazione cattolica. Amo il mistero, il lato romantico delle nozze.

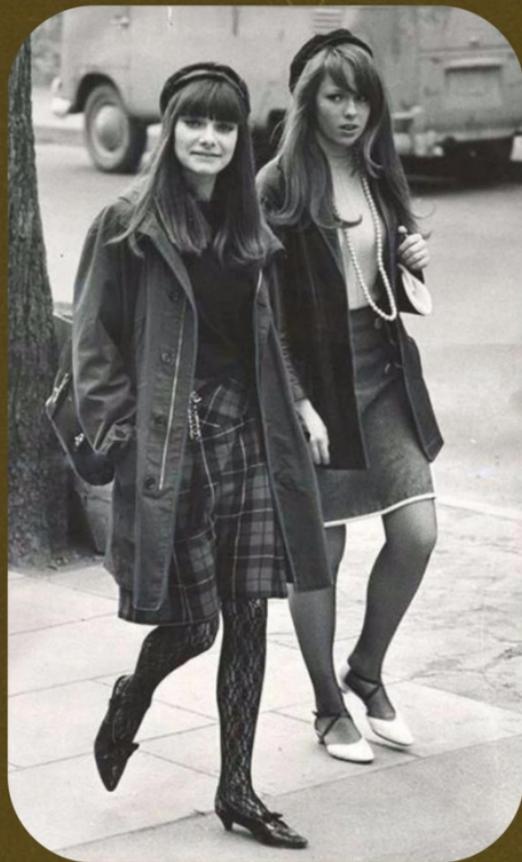
D. Quando si è scoperta bella?

R. Non mi sono mai preoccupata troppo dell'aspetto fisico. Sono 20 anni che mi vedo allo specchio, ma non trascorro le giornate davanti ad esso neppure ora che sono diventata modella. Il narcisismo non è il mio forte. Non faccio come la regina nativa di Biancaneve, che interrogava lo specchio ogni minuto. Mi passo davanti la mattina, quando mi lavo i denti. Mi

...o una ragazza come tante. ...do sono stata scoperta e ...ella ero cosciente di es- ...petta. Per un momen- ...pensavo che non



Моды



Что мода вынесла сегодня?



70e



Адаптация



Украшения



Прически

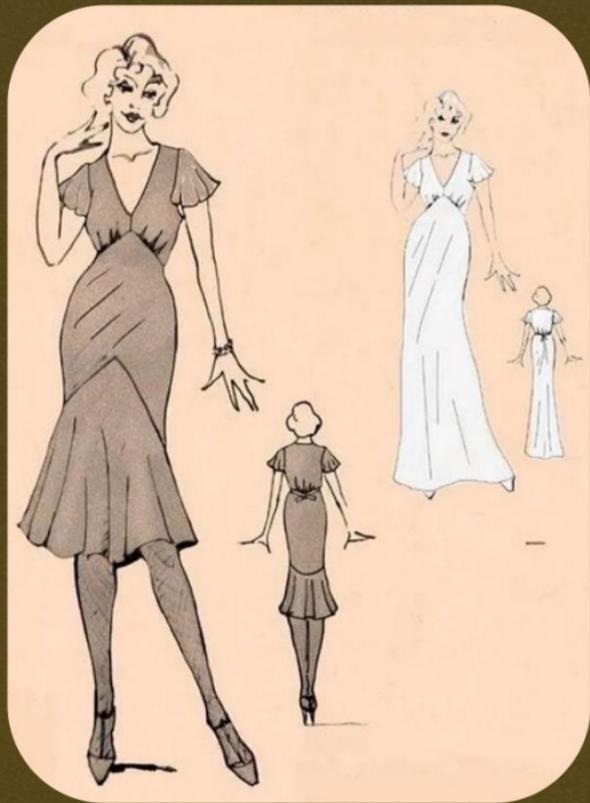


Детали

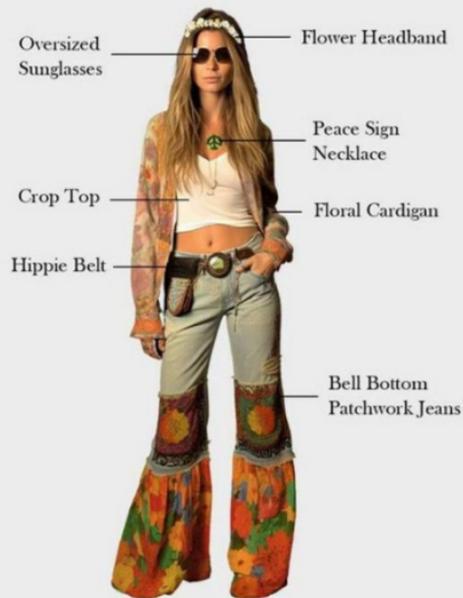


Наступает апокалипсис моды

Полистилистичность



Y2K Hippie Outfit



Смятый платок и прыгающий тигр

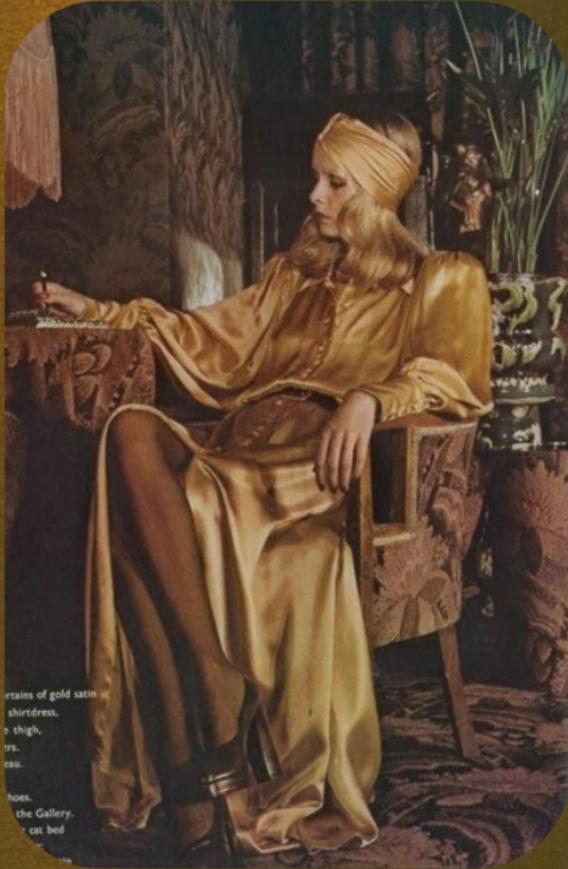
Нелинейное время



Иногда странным образом



70е Диско



Референсы для праздника



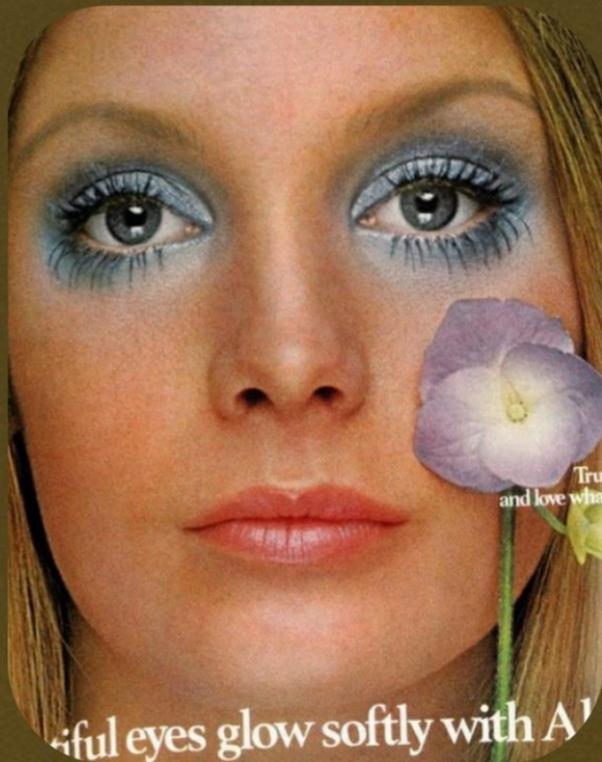
Глэм рок



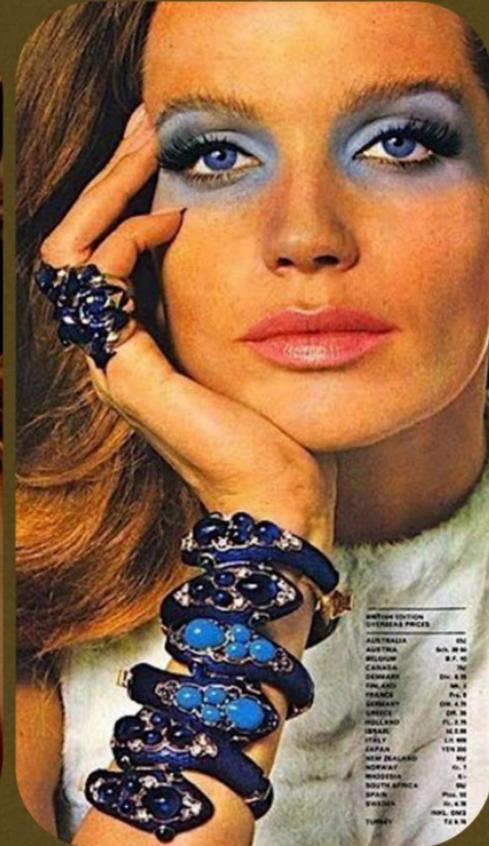
Прически



Макияж



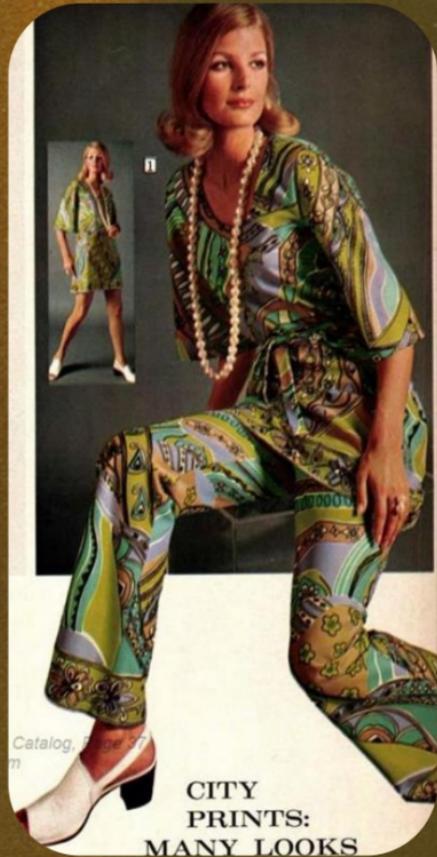
Украшения (стекло Грипуа)



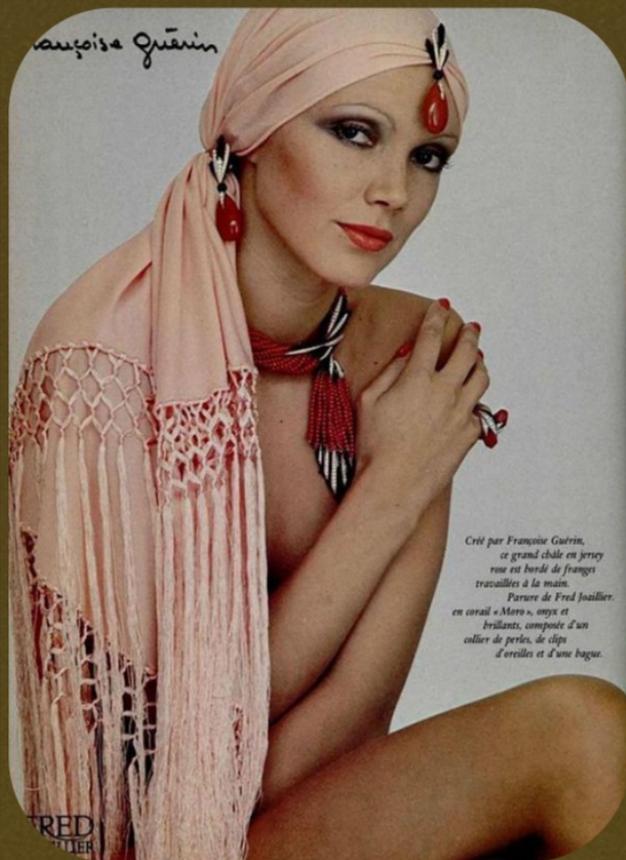
ANTHONY EDISON
OVERSEAS PRICES

AUSTRALIA	RM
AUSTRIA	DM 90
BELGIUM	Fr. 70
CANADA	US
GERMANY	DM. 4.75
HOLLAND	Fl. 3
FRANCE	Fr. 3
SWITZERLAND	Fr. 3.75
UNITED STATES	US \$ 2.00
ITALY	L. 100
JAPAN	YEN 200
NEW ZEALAND	RM
NORWAY	N. 1
ENGLAND	£ 1
SOUTH AFRICA	RM
SPAIN	Pts. 45
SWEDEN	Sw. 4.75
HONG KONG	HK \$ 10
TURKEY	TL 75

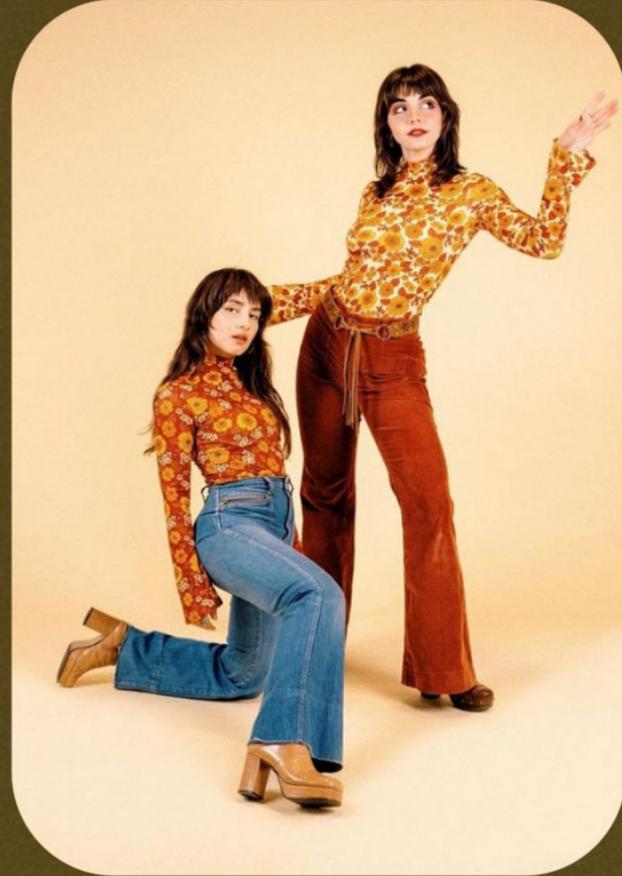
На улицу



Детали



Адаптация



80е – две полярности



Стоп, это же 90е?

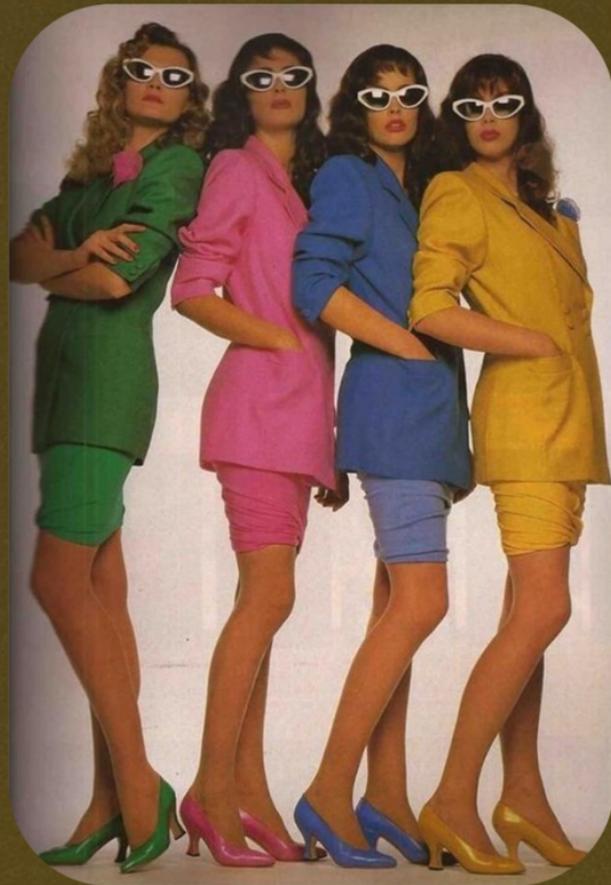
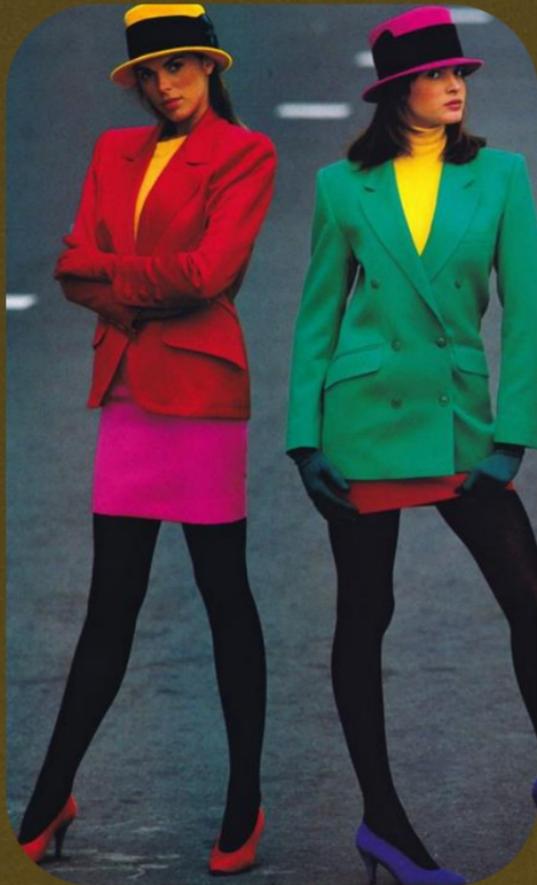
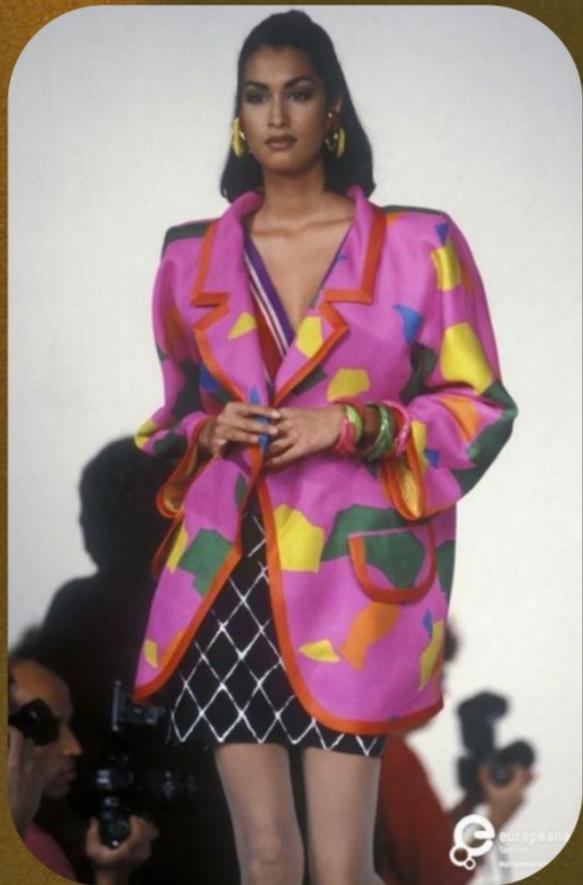
Не линейное время (и пространство) распад СССР



Цвет эпохи



Оттенки и плечи



Неон



Джинсы



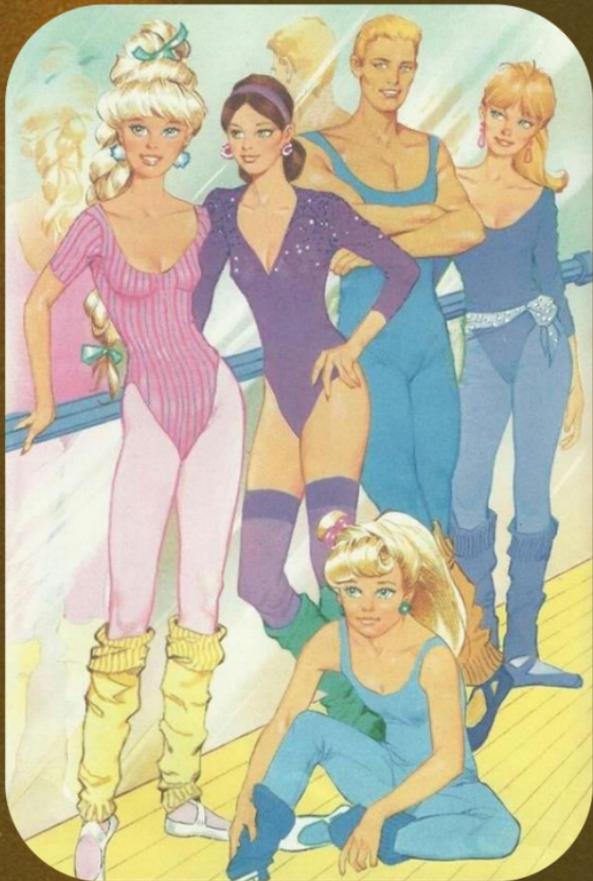
Крупные детали



Адаптация



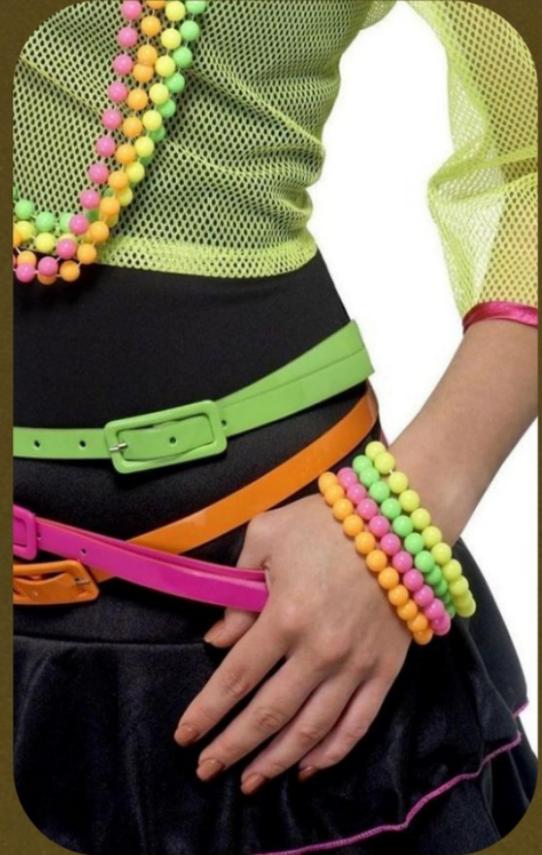
Ламбада и аэробика



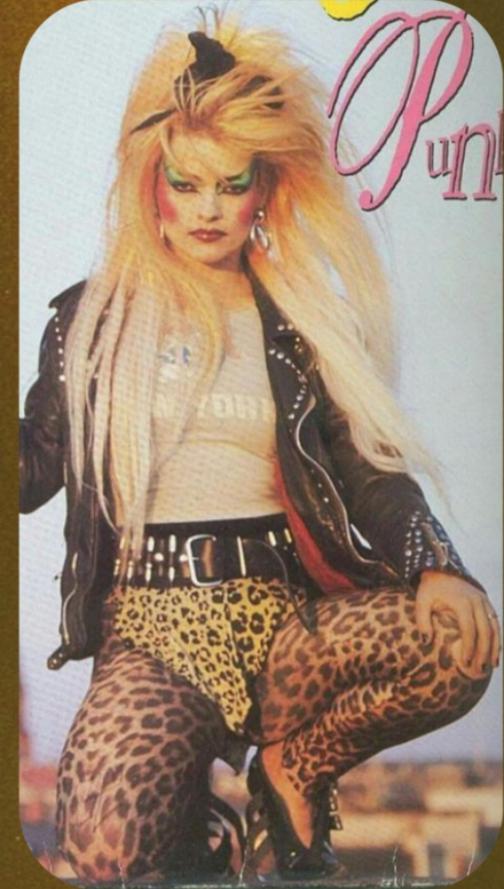
Макияж и волосы



Украшения



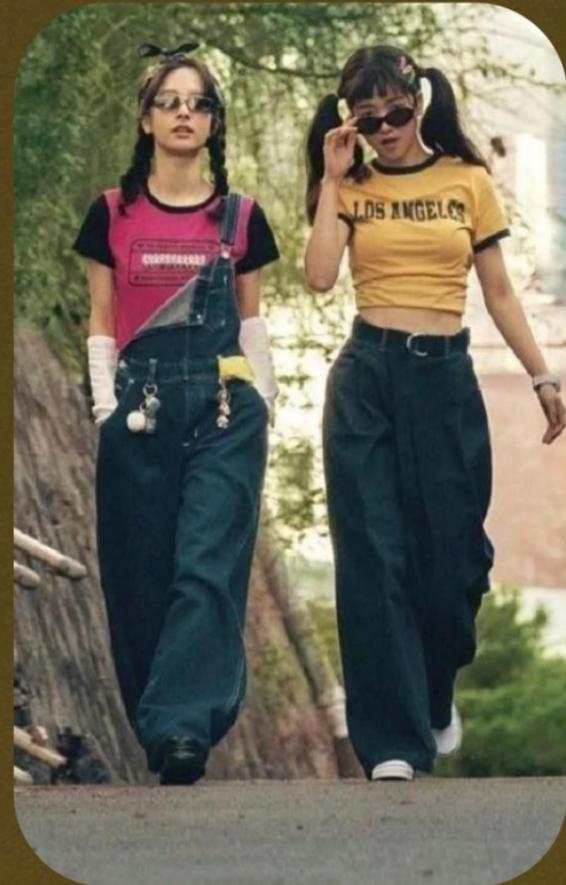
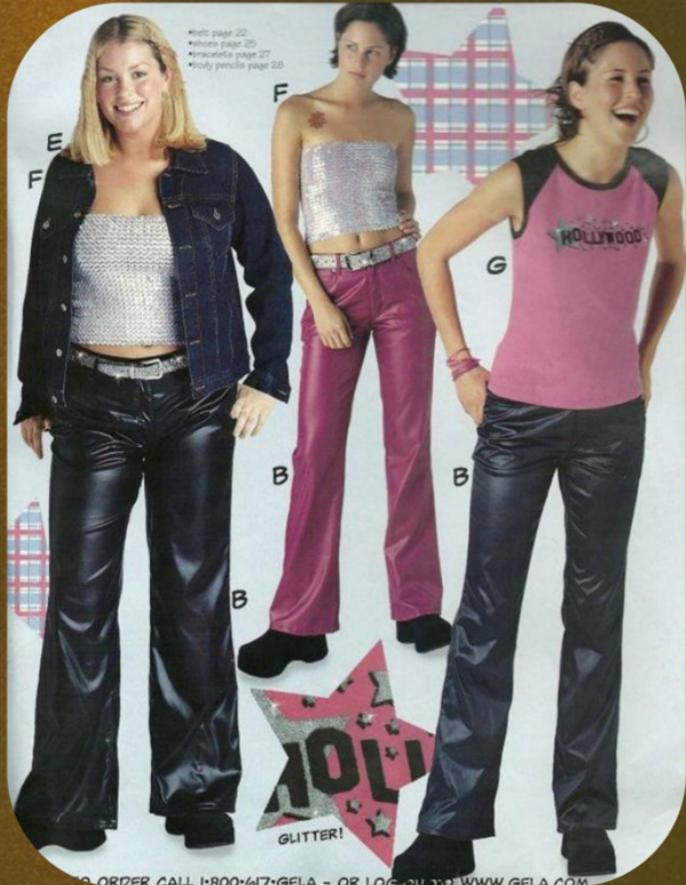
Панк



90е (или нулевые?)



Промелькнувшее десятилетие



Зато сейчас его навалом



Какими же они были?

SHARKSKIN The blueprint for the season. All...
 ...ation works. Sharkskin flannel with a merino shell, mouliné with boiled cashm...

Merino three-quarter sleeve sweater (on model)
 Soft merino wool from Italy. Jersey stitch, rib trim. Foldover turtleneck. Hits at the hip. Imported. Dry clean. In charcoal heather (shown). More merino colors see p.79. XS, S, M, L, XL. 35348G \$48. catalog only

Stretch flannel shirt (on model) Wool with poly and elastic for stretch and comfort. Slim fit with back darts, no waistband. Front belt loops with turquoise stitching and horn buttons. Hidden back zip, hook-and-eye. Available in turquoise for a flash of color.

Boiled cashmere shell
 Luxuriously soft two-ply yarn, spun in Italy by the Loro Piana mill. Boiled for extra density and lofty texture. Long and lean fit. With a mock turtleneck. Import. Hand wash. Available in sizes S, M, L. 35342G \$128. catalog only

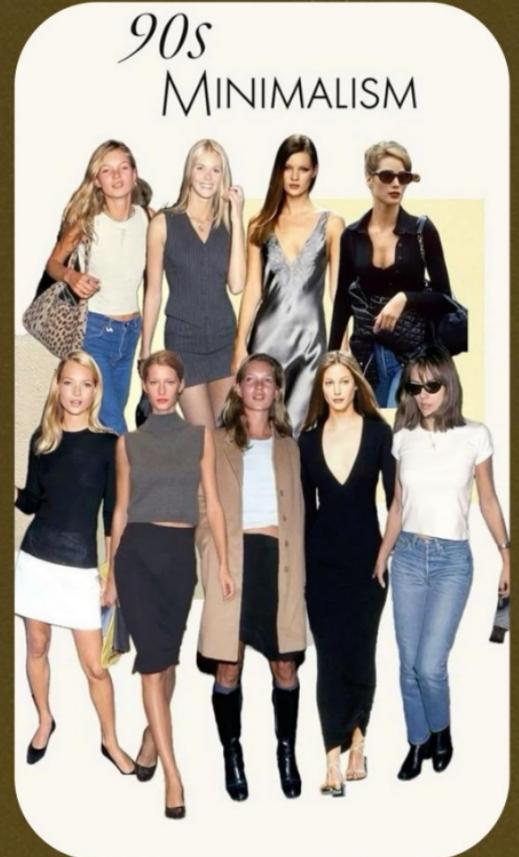
Mouliné drawstring skirt Pure wool mouliné (woven from varicolored yarn) for softened, heathered color. A-line shape, back darts. Foldover drawstring

Merino mock shell Pure merino wool from Italy in a chunky stitch. All-over rib with clean edges. Foldover neck. Imported. Dry clean. In sizes XS, S, M, L. 34142G \$38

Color swatches: Snow, Cherry, Sharkskin, Black, Olive, Charcoal



Роскошный пуризм 90х



Иконы



Из сестер вырастет **The Row**



Детали



Стилизация

☰ *The D journal* 🔍

the trends guide | NOVEMBER WINTER EDITION

Minimalist fashion.

Looking chic with simple pieces



A collage of minimalist fashion items. On the left, a black turtleneck sweater and a black skirt. In the center, a pair of black boots. On the right, a group of three women wearing black outfits and boots.



Prada Spring 1995



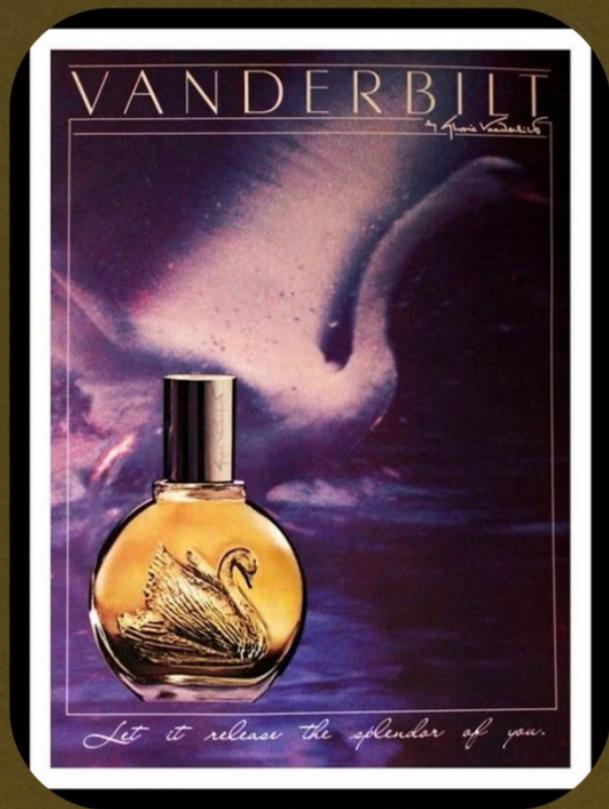
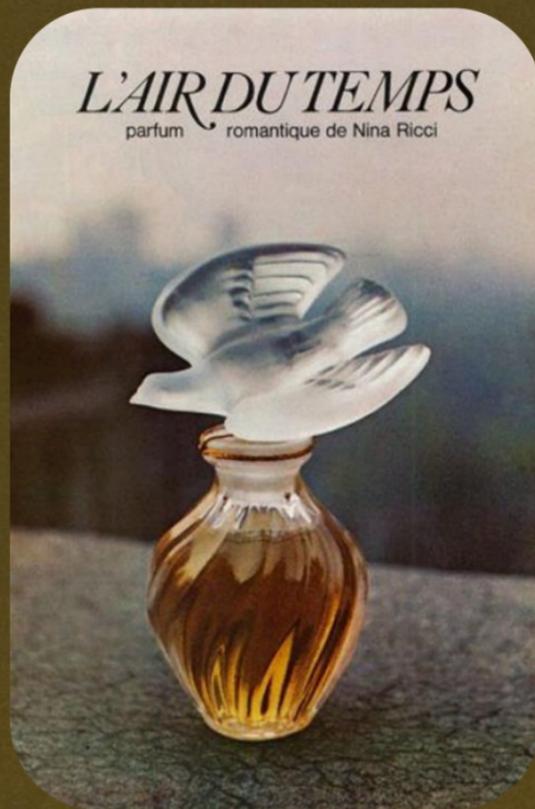
A collection of Prada Spring 1995 clothing items. On the left, a black turtleneck sweater and a black skirt. In the center, a black belt and a black hat. On the right, a woman wearing the outfit.

Кошмарные (?) нулевые

Более недавнее всегда кажется нам отвратительным
Погоня за новизной



Винтажные ароматы



Прошлое в настоящем















Ваши вопросы