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ECCENTRICS AND DESIGNERS OF THE 20TH CENTURY

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The aim of the thesis is to present the most significant eccentrics and designers of the 20th century and focus on their huge contribution to the development of fashion.

The study object is the genius of eccentrics and designers in creating an artistic image and their influence on fashion in the future.

In the 1900s there were a lot of famous designers and artists whose names have been still decorating fashion houses. The dawn of the 20th century gave birth to the beginning of a modern fashion which is known today. These innovators and revolutionaries have dramatically changed the course of the costume history. They are Yves Saint Laurent with his female tuxedo jacket, Christian Dior with his pencil skirt which is still famous being a standard of timeless elegance, Coco Chanel and her tweed jacket, Jean-Paul Gaultier and his vest, Valentino Garavani, the last emperor of fashion, with his designs worn by some of history's most intriguing women. However, there are many talented people who once made a great contribution to the world of fashion and had been unfair forgotten.

Elsa Schiaparelli was born in Rome in 1890. She had a noble origin, and she did not receive fame in Italy, but in Paris. She couldn't sew but drew perfectly. Schiaparelli became famous for the fact that in 1928 she launched a line of sweaters with a pattern called trompe-l'oeil or a deception. One Armenian who lived on the outskirts of Paris knitted a sweater for her with a white bow, which was sizable. The customers really liked this, so they ordered a whole lot of these sweaters who went along with black skirts. After that she opened her own fashion house which was called Schiaparelli.

She became famous for her surrealistic ideas, as she collaborated with Salvador Dali, Jean Cocteau, Dadaists and other surrealists. And all these ideas were reflected in her clothes. She came up with a shocking pink colour or fuchsia. Schiaparelli was the first who invented a clasp on a dress. Usually it was used only in gripsacks. It was she who invented the most shocking dresses such as a skeleton dress and a dress with lobster for the Duchess of Windsor. Therefore, it's safe to say that she is a surrealistic designer, who has been mentioned not so often today, unfortunately [1, p. 79]. The failure of her business meant that Schiaparelli's name is not as well remembered as that of her great rival Chanel.

The next person is not at all a designer, but she was very closely connected with the world of fashion and had the upper hand in fashion. *Carmen Miranda* is one of the most amazing eccentricities because she was wearing things that nobody could dream of at that time. She was one of Hollywood's most-paid actresses. She had a very small height, so to compensate it she came up with splendid turban hats with various fruits and crystals attached. She was called Mrs. Tutti Frutti Hat. Along with this, she also came up with a large wedge heels, decorated with stones, rhinestones, embroidery and zippers. Carmen used a very large number of ornaments in her wearing. There is such an expression "less is more" and she followed the idea "more is more". All this has such a great influence on today's fashion. In the fashion magazines of Brazil or France we encounter the images inspired by Carmen Miranda [3]. Miranda's dresses and photos are exhibited at the Museum in Rio de Janeiro nowadays.

Another not less famous personality, which can be called not only a designer, but also an artist, photographer, couturier and inventor, is *Mariano Fortune* [4]. He left his mark in the history of fashion by the fact that he invented a one size dress, which was suitable for women of absolutely any size. These dresses were made of a huge piece of silk, but before that, this cut of silk was hand-crafted. Accordingly, the folds were attached on silk and then placed in a special solution and these folds were fixed. Until now, this secret has not arrived; nobody knew how Marianne Fortune fixed



silk. In normal silk these folds would be aligned but in her dresses the form has been staying stable for 90 years. These dresses were made exclusively and consisted of two parts. They were sold in boxes, the clothes were twisted and they were very light. In order to make them heavier he attached beads of Murano glass, there was also a braid that could be tightened by regulating the neck. On the belt the braid adjusted the size of the dress. It's a brilliant idea because you do not have to think about what sizes to do for a dress. He also came up with a printed cloth of gold paint on velvet that imitated a gold thread.

One of the main figures of the fashion world of 1910-1920s was a woman who still upsets the minds of designers and couturier. Today her name is undeservedly forgotten, but once her name had grown throughout Europe. *Marchesa Luisa Casati* was so rich that she never worked in her life. She rightly wore the title of the most eccentric woman of the early 20th century. The fact is that the enormous legacy that she received from her father allowed her to arrange the balls and carnivals to a level that nobody ever repeated. Marchesa was not an ordinary woman. When she went out into San Marco Square in Venice, she covered the entire area with Persian rugs and walked barefoot. She turned to such designers as Paul Poiret and Romain de Tiroff, known as Erte in the fashion world, who made sketches of costumes for her. If you look at Erte's well-known alphabet, you will find that the letter "L" has the form of a woman with a cheetah. The woman in the form of the letter was Marchesa, and that was just a little homage for her. Very often Marchesa dyed her hair in meaningless colours in black, purple, green, orange. And she was not afraid of these bright experimental hairstyles. She always walked with big smoky eyes, even when it was not yet in fashion. Very often Marchesa shocked everyone with her appearance in the public. She had two cheetahs and was very fond of walking with them. It was possible to meet in her garden gazelles, cheetahs and two pythons which she used as a scarf. She was one of a few women after which 130 portraits written by the most famous artists of that time remained. Markiza Luisa Casati was always the muse of John Galliano and his collection called Opéra was dedicated to her [2].

The American designer *Oleg Cassini* was born in an aristocratic Russian family with maternal Italian ancestry. His father was Russian, his mother was Italian. He started his work with Jean Batu, and then moved to America. He received a tremendous success due to the fact that he sewed more than 600 costumes for Jacqueline Kennedy. Her famous total look was a suit, a pillbox hat and shoes of the same colour. After Jacqueline Kennedy ceased to be the first lady, he devoted himself to creating wedding dresses that even now can be purchased [2].

Madeleine Vionnet is a designer who needs to be remembered. She was called as an architect of fashion, because she invented cut dresses across. When we cut the dress in this way, they stretch better. Her dresses were so unique that today they cannot be practically repeated, even with a pattern. For all her life she had created a huge amount of original dresses that were not alike. She photographed each dress in front of a triple mirror to see it on three sides. Most of her clients came with tears because they didn't know how to wear her dress. When it was not dressed on a woman, she represented some kind of cloth sewn with each other. With the help of instructions of Vionnet, this was a unique piece of art. Some dresses were made with one stitch. Today these dresses are extremely expensive, because they are almost not available.

Summarizing, we can say that there are quite a few well-known designers and just talented people who have contributed to the development of fashion. This is the so-called foundation by which young designers should be guided and not forget the legends that were the guideline for the present-day well-known people.

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