

Fashion In Film

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Undressing Cinema
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Italian Style Film, Fashion, and the 1960s
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The Fundamentals of Fashion Filmmaking
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Fashion and Celebrity Culture
Cinematic Style
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Sarah Gilligan
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from amber butchart host of bbc 4 s a stitch in time karl lagerfeld drew inspiration from the dystopian vision of metropolis the picture perfect worlds of wes anderson s films echo in miuccia prada s collections from historical epics and romantic dramas to sci fi blockbusters and arthouse cool the world s most creative fashion designers have long taken their inspiration from screen idols and continue to do so today let fashion historian amber butchart take you a journey through the last 100 years of cinema style and its influence on the catwalks and see how the fashion of film has transformed the world of fashion design sumptuously illustrated with photographs of fashion creations and the films that inspired them the fashion of film is a must have for any fan of style

the vital synergy between dress and the cinema has been in place since the advent of film

broaching topics such as vampires noir and marie antoinette looks fashion in film uncovers the way in which the alliance of these two powerhouse industries use myriad cultural influences shaping narrative national identity and all points in between contributor essays address international films from early cinema to the present drawing on the classic and the innovative this abundantly illustrated collection reveals that fashion in conjunction with film must be understood in a different way from fashion tout simple

on fashion and film

a beautiful compendium of famous fashion designers their gorgeous creations and the film stars that wore them fashion designers have been involved in movies since the early days of cinema the result is some of the most eye catching and influential costumes ever committed to film from ralph lauren s trend setting masculine style for diane keaton in annie hall to audrey hepburn s little black givenchy dress in breakfast at tiffany s fashion in film celebrates the contributions of fashion designers to cinema exploring key garments what they mean in context of the narrative and why they are so memorable illustrated with beautiful film stills fashion images and working sketches this book will appeal to lovers of both fashion history and cinema put simply it doesn t matter how many coffee table books you have on fashion or on film this one is essential and delightful and beautiful one other

this is the first in depth book length study on fashion and italian cinema from the silent film to the present italian cinema launched italian fashion to the world the book is the story of this launch the creation of an italian style and fashion as they are perceived today especially by foreigners was a product of the post world war ii years before then parisian fashion had dominated europe and the world just as fashion was part of parisian and french national identity the book explores the process of shaping and inventing an italian style and fashion that ran parallel to and at times took the lead in the creation of an italian national identity in bringing to the fore these intersections as well as emphasizing the importance of craft in cinema fashion and costume design the book aims to offer new visions of films by directors such as nino oxilia mario camerini alessandro blasetti federico fellini michelangelo antonioni luchino visconti and paolo sorrentino of film stars such as lyda borelli francesca bertini pina menichelli lucia bos monica vitti marcello mastroianni toni servillo and others and the costume archives and designers who have been central to the development of made in italy and italian style

a fascinating look at one of the most experimental volatile and influential decades film fashion and the 1960s examines the numerous ways in which film and fashion intersected and affected identity expression during the era from *a hard day's night* to *breakfast at tiffany's* from the works of ingmar bergman to blake edwards the groundbreaking cinema of the 1960s often used fashion as the ultimate expression for urbanity youth and political unawareness crumbling hierarchies brought together previously separate cultural domains and these blurred boundaries could be seen in unisex fashions and roles played out on the silver screen as this volume amply demonstrates fashion in films from italy france england sweden india and the united states helped portray the rapidly changing faces of this cultural avant gardism this blending of fashion and film ultimately created a new aesthetic that continues to influence the fashion and media of today

fashion and film explores the complex relationships between costume fashion and popular film examining the ways in which costume and fashion are used to construct narrative and identity in contemporary film this interdisciplinary study also explores how meanings flow on and off screen what is the impact of celebrity and stardom on the audience's consumption of film how does film costume interact with other media forms sarah gilligan addresses these key questions using a cross media analysis of film advertising and digital media based around case studies such as *pirates of the caribbean* *shakespeare in love* *the great gatsby* *save the last dance* *the matrix* trilogy and *the hunger games* catching fire together with stars such as daniel craig gwyneth paltrow and emma watson this book explores a broad range of film genres and fashion garments from corsets to flowing coats cosplay to mobile phones using close textual analysis complex issues of eroticism fabric fetishism and haptic pleasure and key themes of gender celebrity and sexuality are clearly mapped onto cinematic clothing and the body fashion and film is essential reading for students of fashion film and media cultural and gender studies

the cinema of sofia coppola provides the first comprehensive analysis of coppola's oeuvre that situates her work broadly in relation to contemporary artistic social and cultural currents suzanne ferriss considers the central role of fashion in its various manifestations to coppola's films exploring fashion's primacy in every cinematic dimension in film narrative production costume and sound design cinematography marketing distribution and auteur branding she also explores the theme of celebrity including coppola's own director star persona and argues that coppola's auteur status rests on an original and distinct visual style derived from the filmmaker's complex engagement with photography and painting ferriss analyzes each of

coppola's six films categorizing them in two groups: films where fashion commands attention (Marie Antoinette, The Beguiled, and The Bling Ring) and those where clothing and material goods do not stand out ostentatiously but are essential in establishing characters' identities and relationships (The Virgin Suicides, Lost in Translation, and Somewhere). Throughout, Ferriss draws on approaches from scholarship on fashion film, visual culture, art history, celebrity, and material culture to capture the complexities of Coppola's engagement with fashion culture and celebrity. The cinema of Sofia Coppola is beautifully illustrated with color images from her films as well as artworks and advertising artefacts.

This book aims to explore various aspects of the use of moving images in fashion retail and fashion apparel companies, in store or online. The use of moving images is growing in numbers and in relevance for consumers. Films can be used in various forms by fashion businesses in traditional media like cinema or TV and in modern forms like in social media or moving images in high street stores. The book provides a data-oriented analysis of the state of the art with certain future outlooks. Additional areas of covering fashion in moving images such as fashion company identity films or fashion and music videos are covered in order to get a more complete analysis from a consumer-influenced perspective.

The moving image has become a key marketing tool for luxury fashion, central in enabling brands to shape their visual codes and extend their brand awareness. Fashion film is the first detailed study of the shifting shape of fashion imagery in the digital age, investigating the role of the moving image in the promotion, communication, and spectacle of contemporary fashion. Combining interdisciplinary analysis of cinema and digital culture, this ground-breaking book traces the emergence of fashion film in the 21st century through its historical roots in pre-digital forms of photography, experimental cinema, mass media advertising, and documentary film-making right up to today's visual spread of contemporary fashion on video blogs, online magazines, and live-streamed catwalk shows. Examining collaborations between fashion designers and pioneering image makers such as Guy Bourdin, Jean Paul Gaultier, William Klein, and Nick Knight, the book highlights the critical tension between the fashion film conceived as a creative endeavour and as commercial enterprise. Fashion film also includes a parallel focus on factual representations of fashion through the recent rise of documentary fashion film that goes behind the scenes to follow the processes and personalities involved in making fashion accessible. Well-illustrated, fashion film will appeal to students and scholars of fashion film, media, photography, celebrity, sociology, and cultural studies.

this exploration of fashion in american silent film offers fresh perspectives on the era preceding the studio system and the evolution of hollywood s distinctive brand of glamour by the 1910s the moving image was an integral part of everyday life and communicated fascinating but as yet un investigated ideas and ideals about fashionable dress

over the last decade fashion film s presence has become ubiquitous from the retail environments where fashion film is projected onto windows and buildings to the online arenas of fashion brands and labels through to art gallery installations fashion communication is on the move with examples from dozens of groundbreaking international films including qr codes linking to the films online the fundamentals of fashion filmmaking places fashion film in its broader industry cultural and historical context you ll also learn about the process of making fashion film exploring how it works across multiple technologies platforms and audiences interviews with filmmakers bring together a wealth of industry expertise on everything from storyboarding to finding an audience

integrating fashion theory film analysis and literature the insightful text investigates the ways cinema influences fashion and conversely how fashion speaks to film the book also reveals how clothing imbued with its own symbolic meaning can be read much like a text when used to provocative effect for example in films such as villain leave her to heaven and casino the stars costumes as well as their actions elicit a complex set of emotional responses dressing dangerously brings together a wealth of illustrations from glossy publicity photos featuring immaculately dressed stars to film stills that capture dangerously fashionable moments publisher

the fashion of film is the perfect book for the fashion fan in it fashion historian amber butchart takes a journey through the last 100 years of cinema style and its influence on the catwalks with beautiful imagery and thoroughly researched text she looks at how our most iconic movies have transformed the world of high fashion karl lagerfeld was influenced by the dystopian vision of metropolis the picture perfect world of wes anderson s films are echoed in the collections of miuccia prada and audrey hepburn was key to hubert de givenchy s work fashion designers have long taken their inspiration from silver screen idols and continue to do so today

shows how cinematic treatments of fashion during times of crisis offer subtle reflections on the everyday lives desires careers and self perceptions of postwar german women

the interrelationship between fashion and celebrity is now a salient and pervasive feature of the media world this accessible text presents the first in depth study of the phenomenon assessing the degree to which celebrity culture has reshaped the fashion system fashion and celebrity culture critically examines the history of this relationship from its growth in the nineteenth century to its mutation during the twentieth century to the dramatic changes that have befallen it in the last two decades it addresses the fashion celebrity nexus as it plays itself out across mainstream cinema television and music and in the celebrity status of a range of designers models and artists it explores the strategies that have enabled visual culture to recast itself in the new climate of celebrity obsession popular culture and the art world to respond adaptively to its insistent pressures with its engaging analysis and case studies from lillian gish to louis vuitton to lady gaga fashion and celebrity culture is of major interest to students of fashion media studies film television studies and popular culture and anyone with an interest in this global phenomenon

from cinema s silent beginnings fashion and interior design have been vital to character development and narrative structure despite spectacular technological advancements on screen stunning silhouettes and striking spaces still have the ability to dazzle to dramatic effect this book is the first to consider the significant interplay between fashion and interiors and their combined contribution to cinematic style from early film to the digital age with examples from frank lloyd wright inspired architecture in hitchcock s north by northwest to coco chanel s costumes for gloria swanson and a great gatsby film set turned ralph lauren flagship cinematic style describes the reciprocal relationship between these cultural forms exposing the bleeding lines between fashion and interiors in cinematic and real life contexts berry presents case studies of cinematic styles adopted as brand identities and design movements promoted through filmic fantasy shedding light on consumer culture social history and gender politics as well as on fashion film and interior design theory cinematic style considers the leading roles domestic spaces quaint cafes little black dresses and sharp suits have played in 20th and 21st century film

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