

Fashion In Film

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Hollywood Before Glamour
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The Fundamentals of Fashion
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Fashion & Film
Dressing Dangerously
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Fashioning Film Stars
Conditioned by Dress
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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

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

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

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 un awareness 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

on fashion and film

since its beginning and during periods of great transformations movie going for both men and women was akin to going to a fashion parade before the explosion of digital technology and its enchanted world access to fashion was only accessible on the big screen fashion and style became reachable for the masses through cinema and with the genre of the fashion film this continues today focusing on a number of crucial films and directors from the silent era to the present this study will offer for the first time an in depth exploration of the interaction between fashion and italian cinema the study however will privilege the golden age of italian cinema especially the crucial decades of the 1950s and 1960s during which through the marriage of fashion and film italian fashion and style were launched globally through the lens of fashion the study will revisit the films of some of italy's most important film makers such as antonioni fellini visconti and others and films as old as mario oxilia's silent rapsodia satanica 1917 to luca guadagnino's i am love 2009

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 uninvestigated ideas and ideals about fashionable dress

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 goode 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 and well illustrated fashion film will appeal to students and scholars of fashion film media photography celebrity sociology and cultural studies

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

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

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

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

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

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

fashioning film stars brings together work by established and emerging scholars in the field of film costume and star studies to address the significance of the relationships between fashion dress and star image while studies of individual stars have often commented on the importance of style to the construction of their persona such work has until now remained largely focused upon the female hollywood or occasionally european star this scholarly and readable volume redresses that balance offering close analyses of the detail and significance of male and female star style in hollywood european asian and latin american contexts it brings together a range of theoretical and methodological frameworks from textual analysis archival research and audience study to offer for the first time a detailed consideration of the importance of the fashioning of film stars fashioning film stars asks how does dress operate in relation to stardom to articulate particular identities gendered national classed ethnic sexual how precisely does film costume operate and how is it understood semiotically socially culturally does star dress disappear against the body as clothes or speak out performatively as costume or spectacle it answers them in an engaging and accessible volume which will be of interest to film scholars and film fans alike

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