

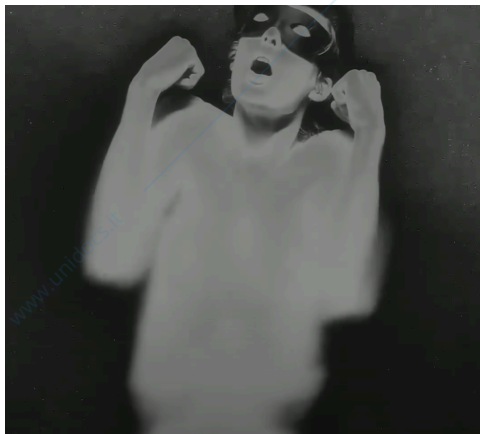
Maison Margiela Artisanal Collection 2024, more than a fashion show.

Great diversity on scene with a nod to the history of fashion, art and cinema.



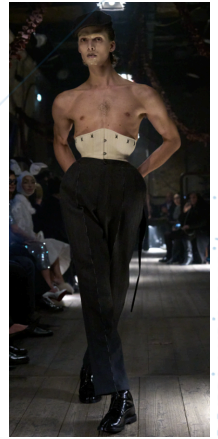
John Galliano's fashion show *Maison Margiela's Spring/Summer 2024 Artisanal* has been a hot topic in the world of fashion. In this essay we take a look at this successful show and what historical references were made to achieve this effect.

Mysterious, black, white and blurry.



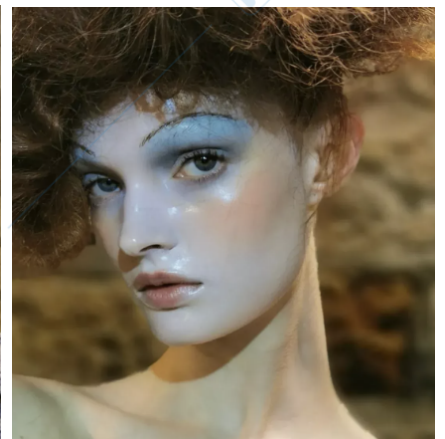
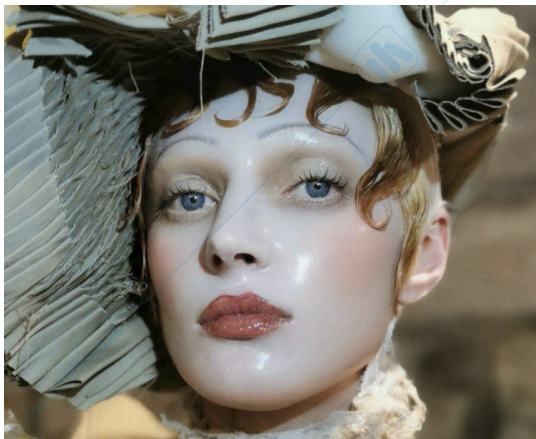
The fashion show starts with a performance of Leon Dame, the first model in the row. He undergoes several actions and ends his performance at the Pont Alexandre III in Paris, where the fashion show begins. In this first piece of the show there are several references made to cinema and photography. John Galliano based the atmosphere and some of the characters on the *Film Noir*. *Film Noir* is an American cinema style of black and white movies, they often include a mysterious character and alienating effects. Those alienating effects can also be seen in Man Ray's (1890-1976) photography, more known as his solarised photos. Brassai (1899-1984) photos of *Paris de nuit* are entirely in keeping with the style John Galliano wanted to portray in this first 'scene'.

The corset, a recurring symbol in the fashion industry.



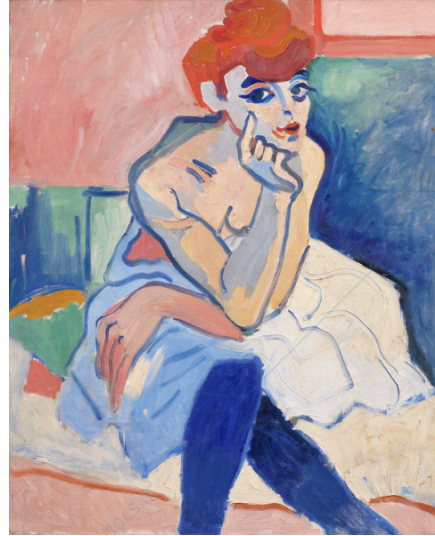
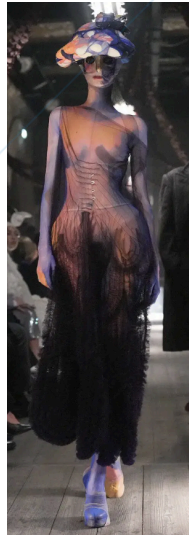
The corset has always been a garment that came up in trends, during the history of fashion. In the late 19th century it was invented to wear underneath dresses to change your shape. Here, the corset is a garment that is not hidden, but is fully displayed as a new way of styling. The use of corsets today is meant to reference the history of body reshaping. A second striking aspect is the diversity seen on the catwalk. The models are all fully embraced in their body figure.

Doll-like movements and makeup.



From the moment the models appear on the scene, as a viewer you notice that the models are moving very theatrical, as if they were broken dolls. This effect is enhanced by Path McGrath's fantastic makeup. She painted the models' faces in light pastel shades and then had a glossy layer applied to them, making them look like polished porcelain. This is a very new technique, which on top of that gave a mysterious, inhuman effect to the models.

Smudgy colors and pale skin.



The last topic discussed here is this one of the links to art, more specifically Fauvism. Fauvism, painting of the early 20th century, is characterized by its bright, unmixed and sometimes unusual color combinations. You can see clear examples of this in Maison Margiela's show. The transparent fabric of the left model is completely painted with shades of purple and orange. The model on the right is marked by the bright orange hair color and bare shoulders. Both models are reminiscent of the art of Kees Van Dongen and André Derain. Not only the colors, but also the textures of the fabrics and hats are very carefully chosen.

With this show Maison Margiela opens up new ways of dealing with fashion nowadays. It pushes the boundaries from a one-sided view of fashion to art in its general term. John Galliano not only explores the field of fashion, but also refers to other media in his work. It is not only an innovative show, but also a beautiful reflection of the history of the arts.

- Cosette Dutry