[Name of the Writer]

[Name of Instructor]

[Subject]

[Date]

Comme des Garcons Fall 2017 Collection

**Background of the designer**

Comme des Garçons is founded by Rej Kawakubo in 1969, who is among the top designer in Japan. In 1981 she introduced her first collection to Paris and till then she was unknown in the west but was ver5y popular in Japan. She started her work under Comme des Garcons, which means like some boys. It is based in Tokyo and also displayed in Paris, a place called Vendome. It was the city where she first displays her collection. The store in Japan is in the city of Aoyama that is Tokyo’s top fashion District. The company has built a market-based store in New York, Singapore and worldwide. In 2014 the company has also introduced a market base store concept with its new collection of shirts. Its main market store is in Dover Street Market, London (Skov and Lise).

Rej Kawakubo was influenced by the fashion sense of Coco Chanel and Cristobal Balenciaga. She always wanted to makes clothes that are unique and no one has ever worn such designs. The collections OF Kawakubo’s is enormously unprovoked as the fabrics she was using was like faded and turned out. The people compared the models with the homeless street people (Skov and Lise).

Comme des Garcons collection was very different from the other brands. The clothes were not like normal clothes as they were made of natural dark colors and fabrics. The garments were loose and the fabric used to move with the model without highlighting their bodies. It was because of this fact that bit was not clear how to put those clothes on. The clothes were not symmetrical as well (Thames and Hudson).

Kawakubo kept producing unique and extraordinary looks that overstepped each and every boundary of the fashion world. Her designs were not fully accepted by most of the people at the start. She gave the distinction that fashion is art. She put her work in an exhibition in the museum where the designs of Alexander McQueen were also displayed. The Museum got 661000 people to check out the display of her work. It was the most popular event in the history of the museum. The brand was not familiar to people until fall 2013, “infinity of tailoring” collection.

Kawakubo made clothes for the first time when she was working as a stylist. She was unable to find the exact design to work at so she formed her own. In her recent show, she presented designs of clothes that were like a beautiful mess (Marc Bain).

**Comme des Garcons Fall 2017 collection**

I will be conducting qualitative research to describe the collection of Kawakubo and what she is trying to tell the audience? I will also discuss that is she redefining some existing ideas? Is she making a social statement and acts as more an activist than a mere designer?

Comme des Garcons Fall 2017 collection was the last collection of Comme Des Garcons that happened in the metropolitan museum exhibition that happened in May. The exhibition started by two pair of women who came out with an armless design of bulbously sculptural curves that was made for the white weddings. They were like an extended form of any stocks studio dress. Snow women, the Venus of Willendrop, and the Venous de Milo were the second were coming out. They were like trapped in an outsize dress. Then followed them were the gray shape and were like wearing recycled waste. They were followed by some beautiful dummy shaped model with a belted skirt. Their dresses were glorifying the work of some very amazing hands. Then a mode3l came with brown paper screwed up to her body that showed that the old fashion trends are no more followed by anyone (SARAH MOWER).

The designer has explored different ways of fashion and has shaped global fashion in a very different way. Her design was diverse in look but those had similar concerns. She says that the company will design clothes that will reveal not just fashion but the content as well. Like it will be free of any design but the work will be done quietly internal.

**What is the designer’s massage?**

Maybe her garments are the prediction of the coming generation who will be filled with twisted obesity and will hide behind these clothes. Maybe she is covering the message that the future will not entertain doll-like figures anymore but big will be beautiful. She is trying to draw new perceptions regarding the taste of people in the future. The models were trapped inside the clothes that give the message that everybody is trapped inside her body what we need to do is to be more comfortable with ourselves (Jessica Iredale).

Her designs are perfectly unique and are not referring to any previous style. She is not presenting clothes that are shining and are worn by a doll shaped model but she had used fabric that is mostly dark in colors and is ripped apart. They give the feeling of a wide sack.

**Is she making a social statement and acts as more an activist than a mere designer?**

From the start Kawakubo was in search of some design that will give some new look. She used to say that clothes will be more than just hiding your body. She is always seen as making social statements and is thought to be followed by the vision of Japanese culture in her designs. She had also dedicated one of her exhibition to Yves Saint Laurent. She is a poor designer who gave a unique touch to Japanese culture.

Her designs are perfectly unique. Recognizing her work is very difficult because her dresses do not look like a dress. She has changed the definition of clothing altogether. Most of her garments highlight some body parts of the wearer by enhancing them. Those clothes are revealing the perfect beauty standard and the set some guidelines for how to wear them. For instance, the pants and shirts have certain holes and it is the wearer choice which hole to consider for head and which for arms and legs. For Kawakubo theses are the simplest designs and she says that she designs dresses for within not for revealing the out sexuality (Priscilla Frank).

**Research methodology and methods.**

I will use the echography tool of participant observation and interviewing them. I will collect data through an interview that come under fieldwork. I will take an online interview from the users of this brand. The research questions would be open-ended questions that will ask the question about the designers like,

* Is she trying to covey some massages to the public through her design?
* Is she producing some unique designs that would reveal the cultural existence of society?

The semiotic analysis may be used to interpret the sign and symbols that those dresses reveal and to get to the conclusion of our discussion.

I will use the approach of Ethnomethodology that is focusing on people as rational actors to make sense of the world around them.

Ethnomethodology is an approach within sociology that focuses on the way people, as rational actors, make sense of their everyday world by employing practical reasoning rather than formal logic. I will also take help from the internet source to find more about the brand that I am going to do a research on. I will follow the published research paper regarding the topic.

Works Cited

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