

BOHEMIAN RHAPSODY

SPLASH BACK - 70's PRINT MANIA

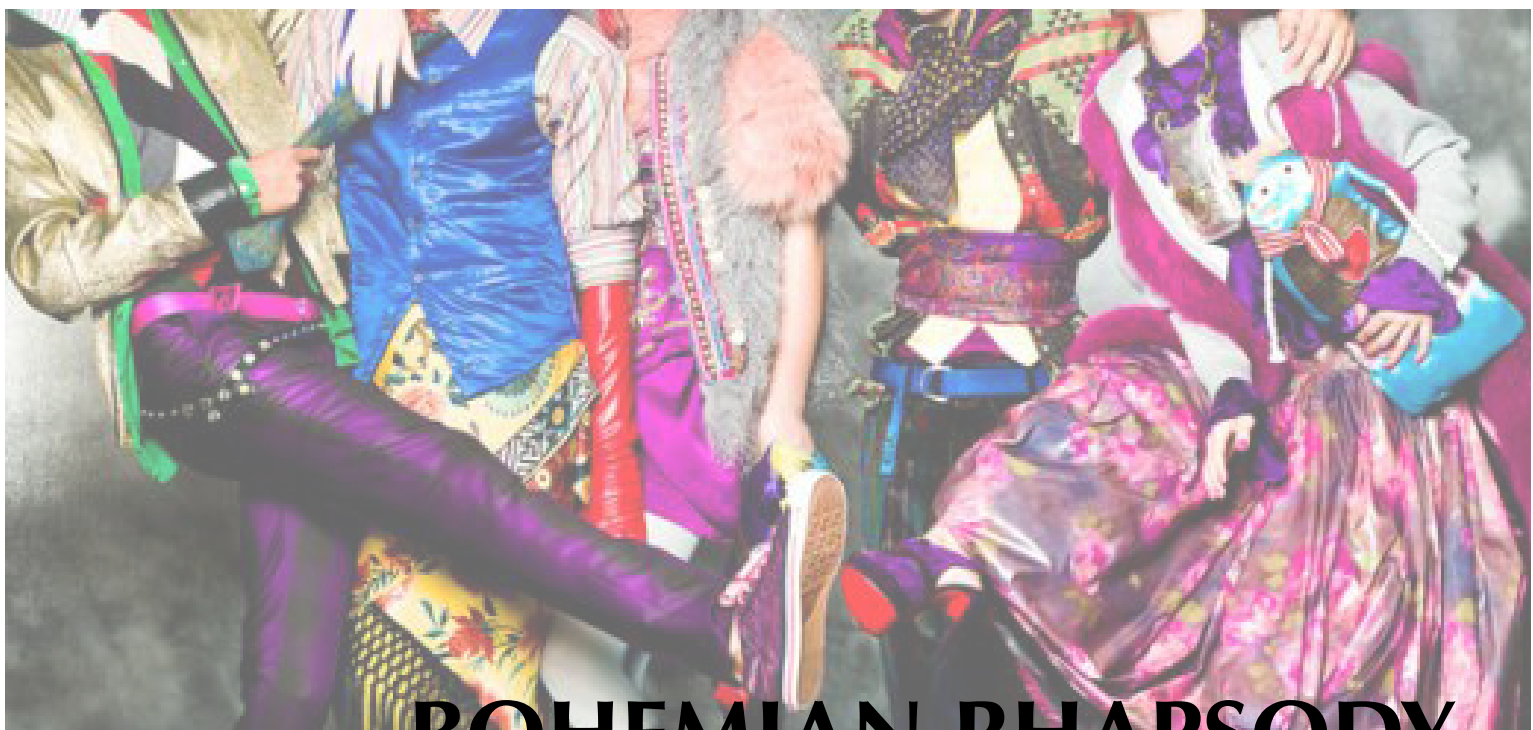


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Master Fashion Styling and Portfolio 2011-12







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Peace, love, flower power and freedom!

Bohemianism is the practice of an unconventional lifestyle, often in the company of like-minded people, with few permanent ties, involving musical, artistic or literary pursuits. In this context, Bohemians can be wanderers, adventurers, or vagabonds.

From fringe and feathers to peacock prints and crochet tops, the bohemian look that makes us feel nostalgic for the '70s has returned. This spring, we're seeing the foxy, laid-back look popularized in the '70s through a sexy new kaleidoscope. Designers have pumped up tribal prints, been frivolous with frills, and put skin on display. We call it boho with a touch of bombshell.

In the late 1960's, as hippies influenced fashion with their use of antique, folkloric, and ethnic clothing, mainstream designers began to incorporate these styles into their runway fashions.

As journalist Bob Stanley has put it, "the late 1960s are never entirely out of fashion, they just need a fresh angle to make them de jour". (The Times Knowledge, 24 June 2006)

Woodstock festival, Janis Joplin, floral patterns, flared jeans, colorful maxi dresses, platform shoes and lots of unique jewelry pieces..these are the things that first came to our minds when we think of the 70's. It seems that the Hippie Era will never cease to inspire and the 70's fashion will continue on as a number one trend for the following season.

The Bohemian look is now reinterpreted into more sophisticated variant, but we can still enjoy the free spirited vibe that comes with it.

The best choices suggested by the designers for this fall 2011, are garments ranging from wide-leg flares, printed jumpsuits, long, maxi dresses to a pair of hot pants for those more daring.



The 70s is one of the most influential fashion eras, so it's no wonder that many designers have decided to incorporate countless trends from this era into their latest collections.

The impact of boho illustrated certain broader trends in what Shane Watson referred to as *"the way we dress now"* that fashion was increasingly being dictated, not by the main houses, but what Watson called *"the triple-F crowd"* (the F referring to the f's in "famous and fashion-forward"), of which Kate Moss, Lindsay Lohan and Sienna Miller were exemplars.

In the early 21st century *"boho-chic"* was associated initially with supermodel Kate Moss and then, as a highly popular style in 2004-5, with actress Sienna Miller. In America similar styles were sometimes referred to as *"bobo"* or *"ashcan chic"*, or *"luxe grunge"*, their leading proponents including actresses Mary-Kate Olsen and Zooey Deschanel. As if to illustrate the cyclical nature of fashion, by the end of the noughties strong pre-Raphaelite traits were notable in, among others, singer Florence Welch and model Karen Elson.



The Pointer Sisters Cat Party

THE HISTORICAL KALEIDOSCOPE

Even though different but there were many similarities between the lifestyles of bohemians and hippies.

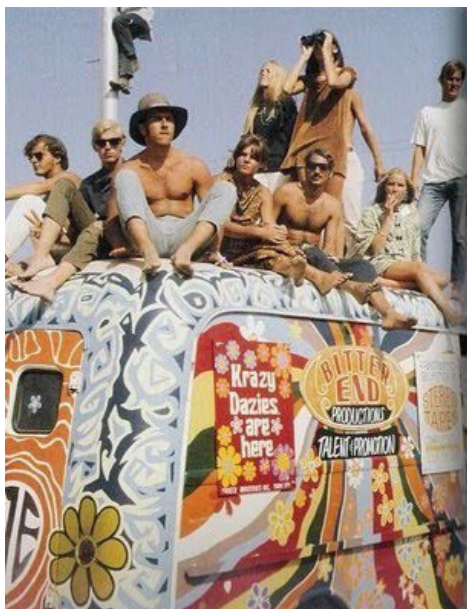


Bohemian and Hippie Lifestyles

The families of bohemians and hippies lived in bourgeois comfort, with money enough for food, nice clothing, and a few luxuries. However, bohemians and hippies often gave up this comfortable lifestyle to live in poverty, exploring themselves and the world around them. Bohemians in the Latin Quarter of Paris, and hippies in the Haight-Ashbury neighborhood of San Francisco all lived together, sharing ideas and cultivating distinct counter-cultures.

The Need to Rebel

Most generations have a need to rebel against authority. The bohemian and hippie rebellions left permanent marks on the world. Bohemians and hippies alike did not agree with most of the ideas of mainstream society, and through their writing, music, and clothes, expressed their new ideas.



Unique Fashions

Both hippies and bohemians wore clothing that mocked mainstream culture.

Bohemians often wore clothes of different styles with bright colors in order to stand out and mock the bourgeoisie.

Hippies borrowed many of their fashion ideas from the bohemians, wearing brightly colored clothes and styles that originated not only from the Parisian bohemians, but also with the gypsies of the Czech Republic.

THE FASHION ICONS

JIMI HENDRIX & OTHERS

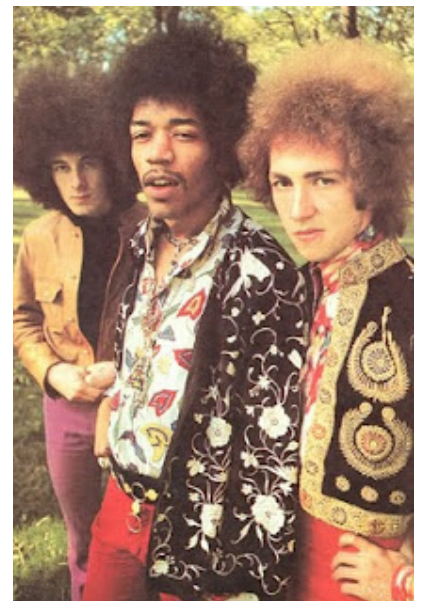
Jimi Was a Rockstar

It's hard to say when and how rock stars came to be such; one could argue a plethora of theories 'til they are blue in the face, but there will always be someone who adamantly disagrees.

However, as soon as psychedelic rock made its debut, Jimi Hendrix was King. True to American culture, not only has Hendrix's music been remixed, but his bohemian style has been reincarnated as well.

Hendrix could have stepped on stage in a potato sack and still stunned the audience, but instead he chose to rock in paisley prints mixed with florals; neck scarves and drummer boy jackets were not uncommon for the sex symbol, nor were mixing all of his prints together to further appeal to a psyched out crowd.

But it's not about cutesy florals or dapper, tailored pairings; there's an element of sloppiness that gave Hendrix that oozing sex appeal and bohemian flair. His hair was wild, you'd find feathers in unconventional places, and a misplaced button or shriveling head scarf was not uncommon. Maybe we can blame that on the drugs, but the look stuck, and designers this season had this exact look in mind.





Janis Lyn Joplin

Janis Joplin was an icon of the hippy era and in many ways remains a unique cult-singer.

As a youth Joplin was ridiculed by her fellow students due to her unconventional appearance and personal beliefs.

Joplin first rose to prominence in the late 1960s as the lead singer of the psychedelic-acid rock band *Big Brother and the Holding Company*, and later as a solo artist with her more soulful and bluesy backing groups, *The Kozmic Blues Band* and *The Full Tilt Boogie Band*.

She was one of the more popular acts at the *Monterey Pop Festival* and later became one of the major attractions to the *Woodstock festival* and the *Festival Express train tour*.

Joplin added a "fashion sense" to compliment her music. "She lopes about," writes Roxon, "dressed like a dockside tart, funny little feathered hats, ankle bracelets, sleazy satins. Her hooker clothes, she calls them, with a hooker laugh."



John Winston Ono Lennon

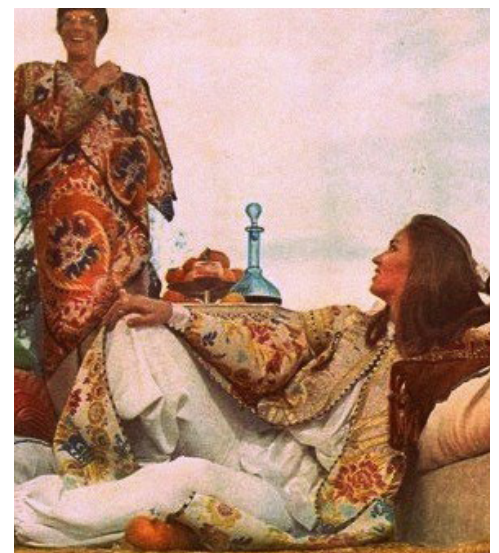
Born and raised in Liverpool, Lennon became involved as a teenager in the skiffle craze; his first band, The Quarrymen, evolved into The Beatles in 1960. As the group disintegrated towards the end of the decade, Lennon embarked on a solo career that produced the critically acclaimed albums John Lennon/Plastic Ono Band and *Imagine*, and iconic songs such as "Give Peace a Chance" and "Imagine".

Talitha Getty

Talitha was an actress of Dutch extraction, born in the former Dutch East Indies, who was regarded as a style icon of the late 1960s.

She was a pivotal figure in the world of "Bohemian" culture and fashion. She was the step-granddaughter of both Augustus John and his muse and second wife, Dorothy "Dorelia" McNeil (1881–1969), who was a fashion icon in the early years of the 20th century.

The look seemed stylishly to typify the hippie fashion of the time and became a model over the years for what, more recently, has been referred to variously as "hippie chic", "boho-chic" and even "Talitha Getty chic"



SPLASHING THE RUNWAYS

No matter how weird a piece of clothing may look at first, fashion can make it seem trendy and beautiful in the long run.



Global domination of the Spring runways resulted in the most covetable of summer staples: ethnic-print everything.

These fashion threads have now been modernized and are accepted by the fashion world. Bell-bottom pants are now a worldwide hit. What used to be trendy back in the past, and went out of the trend for a long time, is now the “it” pair of jeans nowadays. The long, full skirts of the hippie women are now an option for any woman who wants to go feminine. The skirts are now designed in new and creative ways, using different fabrics, and come in various designs and colors. The peasant blouses are also a worldwide success. The blouses are even extended to become peasant dresses by maintaining its basic design. The blouses now come in many different varieties, colors, designs, just as long as it does not lose the basic peasant look.

The tie dye trend is also now used in a variety of garments. T-shirts, tank tops, skirts, dresses, sundresses, hats, and even underwear are now tie-dyed. The mix of bright colors has made tie-dyed garments popular especially during the summer season.





Proenza Schouler

Matthew Williamson

Mara Hoffman

L.A.M.B.

Tory Burch

Anna Sui

Jill Stuart

The Bohemian trend comes in and out of fashion frequently, but each time that it does there is a new spin on it.

From batik- and ikat-print dresses to candy-colored paisley harem pants, designers looked worldwide for inspiration.



Dolce and Gabbana



Karen Walker



Pucci



Roberto Cavalli

Etro gave us warm paisley prints in sexy silhouettes, Karen Walker (notorious for her kitschy pattern pairs) also showcased a lineup of pajama-like silks with paisley prints, Roberto Cavalli didn't hold back on sex appeal with fringe crop tops and psychedelic animal print separates.

When the hippie movement appeared during the mid-'60s, it soon managed to strongly influence people's mentality but also the way they used to see fashion.

Breezy, flowing dresses, flared jeans, t-shirts, lots of flowers, fringes, bells, feathers, paisley prints, maxi skirts were some of the key elements of the hippies.



Anna Sui



Roberto Cavalli



Custo Barcelona

SPREADING THE JOY OF PRINTS

Advertising Campaigns & Editorials

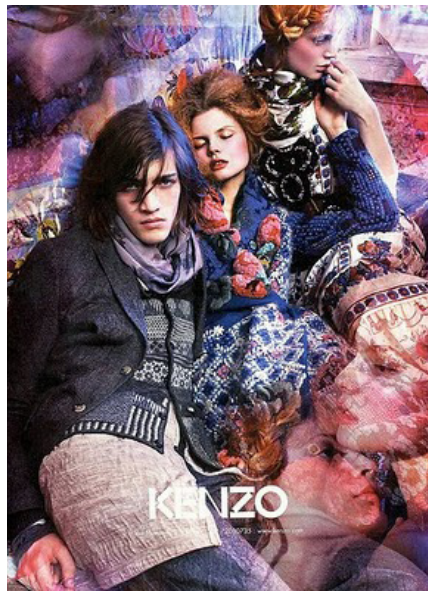


D&G (the second line of Dolce&Gabbana) Spring 2012 campaign. Close to a hip marina and wearing vibrantly colorful prints with a 70's flair, the group shows a group of young and intimate friends enjoying the marvels of summer.





Vogue Paris



Kenzo



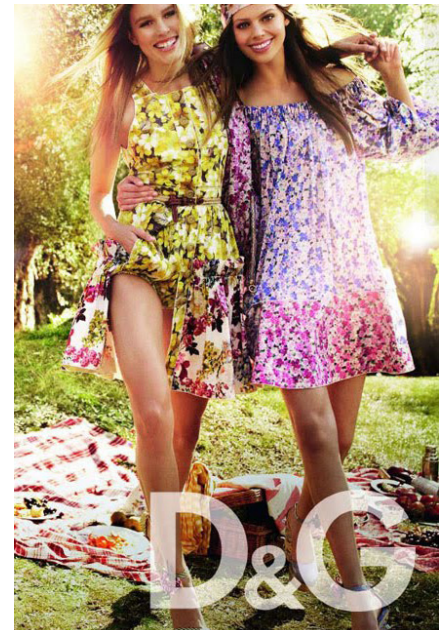
Etro SS 2012



Frackowiak Knoepfel



Kate Moss Bohemian editorial



Dolce and Gabbana SS 2012



Anna Sui F/W 08-09



Vogue Australia





Bohemian elegance is what Etro is already well known for fronting their campaign is supermodel Carmen Kass joined by a slew of promising up and comers for a beautiful new shoot by legendary Mario Testino for SS 2012.



For Fall 08/09 collection, Gucci Creative Director Frida Giannini explored the glamorous world of Bohemia. The collection is a combination of luxury with a bit of rock n' roll.



Juicy Couture SS 2011

Melissa - Power of love ad campaign





