

WhOMAN

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Diplomová práce
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Univerzita Tomáše Bati ve Zlíně
Fakulta multimediálních komunikací

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Seznam odborné literatury:


1. DAVID ARMSTRONG: 615 JEFFERSON AVENUE. ISBN: 978-88-6208-178-8
2. HYWEL DAVIES: MODERN MENSWEAR. ISBN: 978-1-85669-540-4
3. MÁČHALOVÁ, J.: Móda 20. století. ISBN: 80-7106-587-0
4. MÁČHALOVÁ, J.: Módou posedlí. ISBN: 80-86181-47-1
5. JAN BRAND, JOS ARTS: FASHION AND IMAGINATION. ABOUT CLOTHES AND ART. ISBN: 978-90891014002
6. SIMON TRAVERS-SPENCER and ZARIDA ZAMAN: The FASHION DESIGNERS. ISBN: 978-07136-8796-5
7. ANNE-CELINE JAEGER: FASHION MAKERS FASHION SHAPERS, ISBN: 978-0-500-28824-5
8. PRESTEL: Icons of fashion. ISBN 978-3-7913-3312-0

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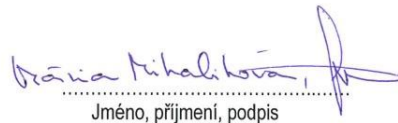

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ABSTRAKT

Kolekcia "WhOMAN" je o rozdieloch a spojitostiach, o hľadaní identity, o skrývaní a odhaľovaní. Inšpirujem sa miestom, ktoré sa napriek predsudkom spoločnosti dokázalo vymaniť zo svojho osudu a vytvorilo unikátny svet.

Vzostupmi a pádmi sa vyformoval v strede Atlantiku jedinečný svet. Svet bez hraníc, bez predsudkov. Miesto, kde ľudia z celého sveta prichádzajú žiť vysnívaný život, ale i zomrieť. Nenávidené a odsudzované americké mestečko Provincetown sa paradoxne stalo symbolom osobnej slobody, umeleckej hodnoty a tradície v extravagantnom spôsobe života.

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Kto som a kde patrí? Čo je správne? A prečo svet odsudzuje, čo nepozná?

Je to strach z nepoznaného alebo strach z toho, že nepoznané a odmietané môže byť lepšie ako to, čo je všeobecne uznané za správne.

Provincetown má rôznorodé a jedinečné body v histórii. Od prvého vylodenia v novom svete v roku 1602, vznikla tu najstaršia umelecká kolónia v krajine, vystriedali sa tu generácie dizajnérov, módných návrhárov, maliarov, sochárov, režisérov a spisovateľov. Zároveň rodisko moderného amerického divadla - toto sú tri z udalostí, ktoré vyformovali históriu mesta a aj tak bolo odmietané a nazývané pekelným mestom.

„Hell-town“ dostalo prezývku po skupine obyvateľov, ktorý sa tu zoskupovali. Odrezaný od sveta a zákonov. Pašeráci, piráti, utečenci, pijani, gayovia a ďalší „sortiment“ stratených existencií odporujúcich autoritám a odmietaný spoločnosťou. Výstrednosť, aká tu vládla, lákala ľudí z celého sveta. Slobodný duch vládol mestu, všetci boli akceptovaní.

Špeciálna aura okolo tohto miesta je ťažko popísateľná. Vzduch je nabitý neobyčajnou sexuálnou energiou. Mesto priťahuje pekných mužov a ženy, ktorý sa chcú predvádzať. Niektorí sem chodia iba pre sexuálne uspokojenie. Ak ste dostatočne divoký, máte guráž a nemáte zábrany, skúsenosti, ktoré sa tu dajú nabráť, sú neopísateľné. V tejto časti sveta „žiť a nechaj žiť“ nieje iba fráza.

Oáza tolerancie je akceptácia rozmanitosti. Táto chuť života vo svete v dúhových farbách je mimoriadne nezabudnuteľná. Vo svete "bez hraníc" sa človek zamyslí nad personálnymi hranicami, otázkami samotného bytia a prejavu vlastnej identity. Tento proces zachytávam v kolekcii, ktorá je taktiež experimentom s hranicami krásy.

Kolekcia a jednotlivé súčasti sú založené na tomto mieste. Provincetown je inšpirácia, ktorá zobrazuje podstatu mesta a dlho skrývaného životného štýlu s dôrazom na určité problémy. Z módného sveta sa inšpirujem najmä návrhármi, ktorí posúvali hranice v zobrazovaní módy, ľudského tela a konceptu osobnosti ako unisex móda.

Kľúčové slová: WhOMAN, Provincetown, móda, AIDS, identita, individualita, androgyn, unisex, pohlavie, medveď, odmietnutie, spoločnosť, umenie, gesamtkunstwerk

ABSTRACT

The "WhOMAN" collection is both about differences and connections. It is also about searching for your own identity, and about hiding and revealing. My inspiration is a town that in spite of social prejudice managed to escape its fate and became a unique world. Often hated and unfairly judged, Provincetown has become a symbol of personal freedom, artistic value and traditions of extravagant lifestyle.

In a world ,without borders‘ everybody must think about personal boundaries, about one’s own identity and self expression. I aimed to capture these processes in my collection.

Additionally, my collection explores the boundaries of beauty.

Keywords: WhOMAN, Provincetown, fashion, hell-town, AIDS, identity, individuality, gender, androgyny, unisex, bear, rejected, society, art, gesamtkunstwerk

„Moje poďakovanie patrí pani Mgr. Art Márii Štranekovej ArtD., za odborné rady, konzultácie pri práci a vedenie počas celého štúdia.

Ďakujem svojej rodine, svojim priateľom z Provincetownu a Londýna najmä Sarah, Chris, Dhurga&Marian. Taktiež by som sa chcela poďakovať svojim priateľom zo školy a blízkeho okolia, ktorý mi pomáhali a podporovali ma.“

„Clothes may reveal our way of life and our unconscious selves: they may communicate social position, aspirations and desires, needs and emerging aspects, vision of the world.“

Lucy Orta

Prehlasujem, že odovzdaná verzia diplomovej práce a verzia elektronická nahraná do IS/STAG sú totožné.

CONTENTS

INTRODUCTION	10
I THE THEORETICAL PART	12
1 PROVINCETOWN	13
1.1 HELL-TOWN	13
1.2 OVER THE RAINBOW	14
1.2.1 Bear week.....	15
1.3 PROVINCETOWN HISTORY	16
1.4 PROVINCETOWN ART HISTORY	17
1.4.1 Local Designers.....	19
1.5 LOVE YOU UNTIL I DIE.....	22
2 BEYOND CLOTHES.....	24
2.1 IDENTITY VS INDIVIDUALITY	24
2.1.1 Between Fashion and Art.....	25
2.1.2 Gesamtkunstwerk.....	26
2.2 BERNHARD WILLHELM.....	27
2.3 WALTER VAN BIERENDONCK.....	28
2.4 ANDROGYNY	30
2.4.1 Unisex Fashion.....	31
3 SOCIAL PROBLEMS AND FASHION	32
3.1 FASHION AGAINST AIDS	32
3.2 SOCIETAL ISSUES THROUGH FASHION	35
II THE PRACTICAL PART	37
4 WHOMAN	38
4.1 COLOURS	38
4.2 FABRICS.....	39
4.2 COLLECTION DESCRIPTION.....	39
III THE PROJECT PART	46
5 ILLUSTRATIONS	47
6 PHOTOS	50
CONCLUSION	58
BIBLIOGRAPHY	59
ABBERRATIONS	61
PICTURE CREDITS.....	62

INTRODUCTION

One day I came to the beautiful town that I gradually began to uncover its secrets. What makes this small town so special? Why has it attracted artists for centuries, and served as a home for generations of artists, fashion designers, painters, sculptors, writers and directors. Why the art scene loves this place and puritanical society hate it?

In the middle of the Atlantic formed a unique world. A world without borders, without prejudice. A place where people from all over the world came to live their dream life.

There is no place like Provincetown. In here, being different is not shameful, it can make you feel better and even more natural. After the initial cultural shock you realize that something is happening to you. The town's atmosphere changes everything you knew and thought before. You can feel peace, tolerance, you can feel freedom as you never thought possible. You want to live, enjoying life and never die.

Provincetown was long time hated and separated from the outside world, so that later brought a unique and extravagant lifestyle into puritan America. It is home of artists, old sailors, gays, leather subculture, tourists who come for a one week vacation and during hot summer, hundreds of bears.

Provincetown had a significant influence on me and my experience there was so strong that I have decided to combine this experience with my fashion design and create this unique fashion project. Fashion should communicate, be able to tell a story. Capture life and history and be part of reflection of our society and its personality. This collection, and elements of it, are based on this remarkable place. Provincetown is an inspiration, I want to create a collection inspired by its spirit and highlight some of its problems. My clothing is inspired by my life experiences and travel adventures. This thesis explores notions of identity, self, body boundaries, gender and style. I am inspired by fashion designers who changed the perception of human body, concept of personality and unisex fashion. I focus also on social and societal problems which could be addressed through fashion.

P-town, as Provincetown is familiarly called, is town of art and gay culture. This community is so strong and different from another cities that it can lure you in, and make you see things in a different perspective. It inspires you to live life to the fullest. You sense something awesome in the air, however unnatural it seems like. Also, you can feel confusion, love and desire all at the same time. Living there requires absolute tolerance,

but it will make you more aware of your surroundings and you will find yourself pondering over your identity.

Who am I and where do I belong? What is correct? And why does the world condemn the unknown? Is it the fear of the unknown, or fear that the rejected and hidden unknown could be better than the familiar?

This place changed me and this experience was so strong that I can not get this place out of my mind. Provincetown is not for everyone. There are many ways what you can feel about it. This town's magic can be witch you, as you become part of its extraordinary world. Alternatively, you can just watch, try to understand or remain confused.

You can either love a man or a woman, you can be a man or a woman, or you can be both. It doesn't matter what you look like or what you are, its all about your feelings and decisions.

Imagine place without prejudices.

You have all the freedom to be whoever or whatever you want to be.

No boundaries to express yourself.

Where freedom is as abundant as air.

Love is purely just love and you can love just about anyone or anything you want.

Whoever you are.

Whoever you love.

Who you are?

Who man or woman or as i call it, a 'Whoman'.

It's all about borderlessness and keeping an open mind.

Nothing is more satisfying than understanding the secret to a happy life. In the beginning you ask questions which only generate new questions, for which the answers are often unreachable. Along the journey to find the answers, you gain many valuable experiences. Eventually, you understand the meaning of being human. This entire process is captured in my collection. All my inspiration is drawn from this world and the collection embodies my feelings towards it. All elements in my collection symbolise some special taste of this extraordinary life.

I. THE THEORETICAL PART

1 PROVINCETOWN

1.1 Hell-town



1. Provincetown collage

It can be said that everything that has been created and everything that we know is a reaction to something else, something that came before. My fashion collection is a reaction to this life. Like many Europeans, I am often conflicted with a philosophy of space and I try to understand and accept it as something new and useful.

The unique and magical town of Provincetown is difficult to understand without having personally experienced its atmosphere. Provincetown is a New England, Massachusetts, United States. Locals call it simply "P-town".

Provincetown is a land of extremes. Its location at the terminus of Cape Cod makes it truly one of the ends of the Earth, and as such it tends to attract those who wish to live on the fringe. Originally settled by the Puritan Pilgrims, it is now home to an extremely wide variety of people from artists to fishermen; scientists to sunbathers; designers to drag queens, a bearded lady and a host of 'bears'. A very sleepy community during the winter months, Provincetown comes alive in the summer when it receives a massive influx of vacationers and summer residents. Suddenly the streets are filled with musicians plying their trade, plein air artists with their easels, families with their ice cream cones, and

flamboyant cross-dressers hawking tickets to their stage shows. Provincetown is magical because it greets all of these people with the open arms of acceptance.

Provincetown has a diverse history marked by the Pilgrims' first landing in the New World in 1620, the creation of the country's oldest continuous arts colony, and also the birthplace of modern American theater – three events which shaped the history and people of Provincetown.

For a time in the town's history, there was an outlying neighborhood referred to as "Hell-town." "Hell-town" was inhabited by smugglers, outlaws, pirates, escaped indentured servants, raucous mariners, heavy drinkers and an assortment of other misfits who openly had a reputation for flaunting authority.

Extravagance reigned throughout Provincetown and attracted people from all over the world. A free spirit continues to reign in P-Town, welcoming all comers representing many faces. Today there is even an art gallery named „Hell-town“ in homage to this area.

1.2 Over the rainbow



2. 2. Provincetown

There is a special aura about Provincetown that is hard to put into words. The air is charged with energy, especially an unmistakable sexual energy. P-town attracts men and woman from all over the world who come to see and be seen.

Provincetown's streets are full of all sexualities people; gay, straight, lesbian, androgynous, transsexual, transgender, and the subcultures of bears, leathers, tall ships, etc. All peacefully co-exist, full of love, life, peace and freedom.

People meet and socialize on beaches, in the streets, in cafes, bars and hotels. Deeply absorbing this atmosphere, after first being confused by the experience, generates such incredible feelings in those who come to experience it. Visitors to this town may come to question the significance of the relatively puritan lives in which they grew up and experiencing the power of openly exhibited freedoms can be transformative. Some people visit just for sexual satisfaction. If you are attractive and young, curious and courageous you can experience wild freedom. This is the part of the world where „live and let live“ is a way of life and part of the attractiveness and local color of the area.

RayzRealm in his memories about Provincetown said: „P-Town was every place the nuns in Catechism told us to stay out of, lest we suffer the torments of hell. Hey! What can I say; in my youth I had a taste for weirdness and the avant garde. If this was Hell, then I was in Heaven.“¹

Provincetown's acceptance of diversity makes it an oasis of tolerance. Visualize it wrapped up in rainbow colors.

This pulsing energy of life in Provincetown peaks during the summer season. After Labor Day weekend the crowds recede and the town winds down. Then you can see a different face of Provincetown, stripped of its makeup and sequins. Many find this off-season face even more attractive.

1.2.1 Bear Week

A special week during the summer season is Bear Week, a multicultural meeting of large hairy gay men from around the world. In the town there are suddenly hundreds of big hairy men roaming the streets and clubs, mostly naked, celebrating, and enthusiastically loving everyone around, especially other large furry men.

The most common definition of a „bear“ is a hairy man who is bearded and has a cuddly body. The word "Bear" means many things, even within the bear movement. Many men who do not have one or all of these characteristics define themselves as bears and making this term a very loose one. "Bear" is often defined as more of an attitude than anything else

¹ RayzRealm. [online] <http://users.rcn.com/rayzrealm/doclib/edptown.html>

- a sense of comfort with natural masculinity and that is so common in gay circles and the culture at large.

A 'polar bear' is an old gray man. A 'koala bear' is blond, a 'little bear cub' is young, and a 'wolf' chases the bears. Provincetown always looks forward to the arrival of bears. This community is made up of very nice and extremely friendly people and this spirit is felt throughout town.

1.3 Provincetown History

The rich history of Provincetown is at least partly responsible for it being so unique. The first European who visited was Bartholomew Gosnold who named Cape Cod in 1602. The Pilgrims signed the Mayflower Compact when they arrived in Provincetown in 1620 before sailing on to Plymouth to start a permanent colony.

After harboring ships for more than a century it was incorporated by English settlers in 1727. The population of Provincetown remained very small through most of the 18th century. Provincetown then experienced a sudden boom as a whaling and fishing center. The population grew with many Portuguese sailors who came to live in Provincetown after being hired to work on American ships.

Long voyages at sea, among purely masculine company, provided incentive for men to experiment with their own sexuality. To this day, a sailor suit is an indirect symbol of gay men. Following text by American author Paul Baker: „When gays had to be closeted, ships were the only places where homosexual men could not only be out but also camp. And on some liners to the sun and the New World, queens and butches had a ball. They sashayed and minced their way across the world's oceans. “²

US³ Navy Slang: "It's only queer if you're tied to the pier." ⁴, ,

² BAKER. Paul and Jo STANLEY. *Hello Sailor! The Hidden History of Gay Life at Sea*, Pearson Education 2003, 71pg. ISBN-13: 978-0582772144.

³ US- United States

⁴ Urban Dictionary. [online]

<http://www.urbandictionary.com/define.php?term=it%27s%20only%20queer%20if%20you%27re%20tied%20to%20the%20pier>

Despite being physically connected to the mainland, Provincetown was largely isolated from the outside world through the late 19th century. The inaccessibility of the town allowed Provincetown to develop its own hidden and sinful world, far from the moral rules of the age. By the time the railroad connected the town with the outside world, Provincetown's extravagant lifestyle was too deeply ingrained in its population to change.

By the 1890s Provincetown was booming, and developed a resident population of artists and writers, as well as a summer tourist industry. After the 1898 Portland Gale severely damaged the fishing industry, members of the town's art community bought many of the abandoned buildings. By the early decades of the 20th century, the town had acquired an international reputation for its artistic output.

In the mid-1960s the town's population grew once again. The town's village character appealed to the hippies. Commercial Street became populated with various cafes, restaurants, and small shops. By the mid-1970s a growing number of gays were drawn to Provincetown. However, homosexuality was a strong part of the town's character since its early days as an artist colony. In 1978 Provincetown Business Guild (PBG) officially promoted the town as a gay tourism destination. Today the town is perhaps the best-known gay summer resort on the East Coast.

Since the 1990s, property prices have risen significantly. Provincetown's tourist season has expanded to the point where the town has created festivals and weeklong events throughout the year. The most established are during the summer and include The Portuguese Festival, Carnival Week, and Bear Week.

Today, Provincetown retains many elements of its past, rich heritage while remaining a haven for the arts and alternative lifestyles. The diversity of its population lends itself to an extraordinary blend of small town charm and big city sophistication.

1.4 Provincetown Art History

Provincetown celebrates its reputation as the nation's oldest continuous art colony. This began when painter Charles Webster Hawthorne arrived in Provincetown in 1899. He founded the Cape Cod Art School and taught painting there for the next 30 years.

Provincetown soon became one of the most significant art colonies in the world. Hans Hofmann, Franz Kline, Mark Rothko, Willem de Kooning, Jackson Pollock, George Morrison, and Edward Hopper, Selina Trieff, Andy Warhol are just a few of the artist with ties to Provincetown. Famous writers who worked in Provincetown include Tennessee Williams, Eugene O'Neill, and Jack Kerouac. The Tennessee Williams Festival is held annually.

During World War II the town slowed down as artists and town's people joined the military. Art activity was very limited although the Surrealists Roberto Matta, Arshile Gorky, and Max Ernst arrived around this time.

From the '40s to the '50s, Provincetown was a summer center of Abstract Expressionism represented by such painters as Franz Kline, Jackson Pollock, Lee Krasner, Robert Motherwell, Helen Frankenthaler, and Fritz Bultman.

All artist who are part of town art history are registered in Provincetown's Artist Registry. It is a directory of artists who have come to this town. Some of them have lived here for years, some only passed through, some came back again and again. The purpose of this Registry is to list artists for collectors, gallery goers, art lovers, visitors and to promote the Provincetown art community to the world.

This oldest continuous art colony in America is vibrant, diverse and exciting art community with almost sixty galleries today. Every Friday evening during the spring, summer and fall, Provincetown holds its 'Gallery Night' during which most galleries in town have openings. People walk from gallery to gallery to socialize, view the art on exhibit, meet the artists and curators, drink wine, and discuss art.

An annual magazine „Provincetown ARTS“ has been devoted to art, writing and theater since 1985. Provincetown Arts is an award-winning magazine distributed regionally and throughout the United States and Canada. Following Provincetown Art page: „Published annually in midsummer since 1985, Provincetown Arts focuses broadly on artists, performers, and writers who inhabit or visit the tip of Cape Cod, and seeks to stimulate creative activity and enhance public awareness of the cultural life of the nation's oldest continuous art colony. Drawing upon a century-long tradition rich in art, theater, and writing, Provincetown Arts publishes essays, fiction, interviews, journals, performance pieces, poetry, profiles, reporting, reviews, and visual features, with a view toward

demonstrating that a community of artists, functioning outside the urban centers, is a utopian dream with an ongoing vitality.⁵

In this artistic place, it is difficult to understand its philosophy. Everyone gets a chance to show and sell their work. On the one hand, high art, on the other hand, there is a lot of kitsch, which is sometimes paradoxical and presented simultaneously.

In Provincetown, America's oldest art colony, you will find art almost everywhere you go, from folk art on restaurant menus and signs to fine art in museums and galleries. P-Town has a uniquely artistic soul which makes it such a special and desirable place.



3. Fashion collage

1.4.1 Local Designers

Scott Coffey

Popular beachfront located clothing shop, Coffey Men, is widely known for its unique and hip swimsuits and mostly summer resort wear. All the clothes are made in shop by Scott Coffey. He describes his views in his own words: „The friendliness with which the shop is operated transfers to the feel and look of the clothes. And it is the openness and warmth to the community and regular customers that actually plays a big role in what items will be made and sold in the shop.“⁶

⁵ *PROVINCETOWN ART*. [online] http://provincetownarts.org/beta/?page_id=182

⁶ *Coffey, Scott*. [online]

Coffey took classic beachwear designs add a sophisticated sex appeal and a fun attitude to give them an updated look. He makes not just clothes, but a look and a style. His shop has fashion heart, art soul and vintage taste. His clothes are utility oriented and an original piece of P-town.

Victor Powell

In the middle of 1970s on the top of “sandal-making boom”, more than twenty leather crafters plied their trade in town. Today, Victor Powell is the only one remaining. His studio is full of an eclectic mix of leathers, shelves full of tools and journals, rows of finished sandals and belts, and collections of hand-stitched briefcases, bags, organizers, and portfolios. Powell has been creating and designing his high quality leather goods since 1967. Legions of notable buyers from around the world have traveled to his workshop in town to buy his famous leather sandals fashioned, fitted, and signed as unique, wearable art pieces.

Fashion designer Michael Kors commissioned Powell to make all of the footwear for his spring menswear 2006 Collection, which was exhibited at a runway show during New York Fashion Week.

Marc Jacobs

Only one high-end couture company is in town and its Marc by Marc Jacobs. Robert Duffy, president of Marc Jacobs, Inc., the fashion design house lives in Provincetown and he and his family has a long history with Provincetown. Marc Jacobs and Robert Duffy support the town, art scene and institutions there. Robert Duffy said about Provincetown: „This town has been my heart and soul. I have a cemetery plot here. I’m just so proud of the heritage this town has.”⁷

http://www.provincetown.com/shopping_cape_holiday/shopping_ptown/?listing_id=16476

⁷ Duffy, Robert. [online] *http://www.provincetownbanner.com/article/news_article/_/48157/News/5/17/200*



4. Provincetown collage

1.5 Love you until I die



5. AIDS collage

Following Frontline: „Before we knew what it was, it was already with us. Before we knew how to halt it, it was with the world.“⁸

One of sad, but important aspects of Provincetown's history is the AIDS epidemic. Provincetown has lots of memories of the beginning of this dark time. This death experience undoubtedly helped make this town so full of humanity and empathy.

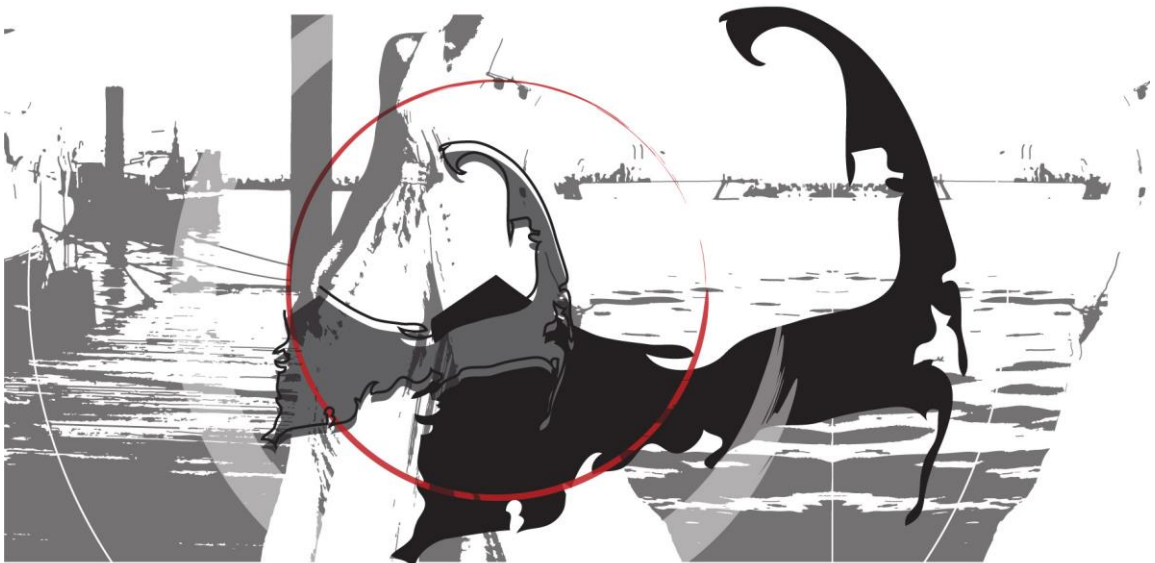
AIDS arrived in Provincetown in the early 80s, people were scared of this mysterious disease but they were brave. In 1989 after Carnival, 10% of the town's population died of AIDS. Everyone had friends dying of AIDS. The town's face was changing. It began to feel like a town with ghosts everywhere. Lots of gay people with AIDS went die to

⁸ FRONTLINE. "The Age of AIDS" [online] <http://www.pbs.org/wgbh/pages/frontline/aids/>

Provincetown, because they felt at home and safe. Lots of important Provincetown artists died from this deadly disease, but they are not forgotten because their ideas remain in the Provincetown art registry.

There still is a large population of AIDS and HIV positive people in town. Provincetown has a few AIDS communities, most importantly the AIDS Support Group of Cape Cod. The Provincetown AIDS Art Archives was established in 1994 by the Provincetown Community Compact for the purpose of documenting the lives and work of Lower Cape Cod visual artist, performing artists, writers, and composers who have died of AIDS related causes.

Each year, Provincetown organizes special events to support the fight against AIDS, one of them is the “Artist against AIDS“ auction which brings people together to help those who need it the most.



6. Provincetown collage

2 BEYOND CLOTHES

2.1 Identity vs Individuality

At present clothes are more frequently becoming grounds for confrontation and conflict because clothing symbolically communicates a person's chosen social identity as a member of a particular sexual, social, ethnic and political group.

In Provincetown, differences are not perceived as weaknesses but rather as a natural expression of an individual's uniqueness.

Fashion is perceived not just as a clothes but also the production behind the finished product. The general opinion is that the function of the 'sign of fashion' is to produce a differentiation amongst individuals in the community using visible and recognizable elements such as colour, cut and fabrics as a social dictionary.

Luca Marchetti and Emanuele Quinz writes: „A substantial portion of the fashion system has demonstrated the impossibility of identifying fashion with a 'sign' whose only function is the generation of a difference. For many players in the fashion field, fashion is identified with effects of sense that escape both the material aspects of collections and the visual language of 'style'.“⁹

Fashion is constantly expanding through experimentation. For example Raf Simons chose to express this perspective in his exhibition titles "The Fourth Sex" which was centred around adolescence as the means of expressing the self: „One's identity is no longer the 'social' one as defined by a system of codes and behaviours that identify the universe as male, female or homosexual. Rather it becomes an individual identity seeking self-definition outside a given vernacular, a no-man's-land that owes its existence to a systematic procedure of deleting shared codes.“¹⁰

⁹ BRAND, Jan. *Fashion and Imagination, About Clothes and Art*, ArtEZ Press, 2009, 117pg. ISBN: 978-90891014002.

¹⁰ BRAND, Jan. *Fashion and Imagination, About Clothes and Art*, ArtEZ Press, 2009, 117pg. ISBN: 978-90891014002.

Fashion refers to the rapidly changing meaning and style that characterize the innovations in clothing. For both sexes there is a clear division of items of clothing that indicates the social construction of differentiation between gender identities that transcends the biological sex.

Fashion, as a product of culture, reflects the predictions and concerns of society. Fashion can present the hidden desires and fears, with colour, fabrics and shapes. Fashion can be provocative in its extreme forms of sub-cultural style, examples of which are the leather and street costume movements, or provoke through the breaking of taboos, such as a man wearing a woman's skirt. Also, dressing in a particular way can protect the wearer from the outsiders of group or class who are usually unable to understand the composite meanings that cover his body. This is seen particularly in the encoded dressing by the various self-created categories of homosexual males.

Clothing illustrates the conscious and unconscious perceptions of morality, the ideology of the designer and of the wearer's and also the culture itself.

2.1.1 Between fashion and Art

Inspiration of Provincetown is a mixture of feelings and facts. Fashion standing on the border with art. Clothing does not do only commonly function, but receive a higher value. Where is different between fashion and art?

Fashion is consumed, and as consumption thing it has residue of utility value. On the other hand, works of art circulate on the art market like pure objects of exchange. But because of the way they are received they are not in commerce. Fashion consumption has to do with a economy of waste. Since the value of this seasons clothing diminishes by the day, the value of art works increases with the years.

Fashion is 'identity good' it helps preserve our personal identity. It helps the individual human being to become a part of social reality.

Although the fashion is consumer goods, for the last 30 years in global view of fashion world, Japanese and Antwerp conceptual fashion designer, give it a different dimension and value and the way of understanding, presenting and wearing fashion.

2.1.2 Gesamtkunstwerk

A Gesamtkunstwerk is generally translated as total work of art, or synthesis of the arts. It is a work of art that combines several media to create a singular product. Examples of this concept at work in fashion could be one of the Delphos dresses by Fortuny or Bernhard Willhelm's shirts with prints of dinosaurs.

Karin Schacknat writes: „Let us assume that a totality of a higher order is a prior condition for creations of any significance. When the brilliant and obsessive representation of such a subjective universe is lacking, the value of every creation remains limited to decoration, commercial fast food. Yet there is no clear border to be drawn between a gesamtkunstwerk and ordinary creations. The difference between the two runs along different gradations as far as the complexity and originality of a hypothetical universe are concerned, also with respect to the motivation and intensity with which it is postulated by the artist.“¹¹

Just as autonomous art, fashion design is also concerned with a conceptual universe. This is not in reference to mass-produced clothing which aims only to generate high sales and profit but rather to the work of visionary designers. Examples of Gesamtkunstwerk designers include Rei Kawakubo and Maison Martin Margiela. Both criticize conventional fashion mechanisms and avoid media attention. Rei Kawakubo said: „I couldn't explain my creative process to you. And even if I could, why would I want to? Are there people who really wish to explain themselves?“¹²

Rei Kawakubo emphasizes time and time again that her clothes never become unfashionable because they were never fashionable to start with.

¹¹ BRAND, Jan. *Fashion and Imagination, About Clothes and Art*, ArtEZ Press, 2009, 320pg. ISBN: 978-90891014002.

¹² Kawakubo. Rei, *Cover from the catalog of exposition 'ReFUSING FASHION'* [online]

<http://www.shinya.fr/index.php/2010/12/i-couldnt-explain-my-creative-process-to-you-and-even-if-i-could-why-would-i-want-to-are-there-people-who-really-wish-to-explain-themselves-rei-kawakubo/>

2.2 Bernhard Willhelm



7. Bernhard Willhelm

Bernhard Willhelm said about his creation and fashion: „I just accept the chaos in my life. It really is a question of character. It’s your decision to accept who you are.“¹³

Bernhard Willhelm was one of Van Beirendonck's interns and he too has created a postmodern universe. His fashion shows are conceptual art installations with a hilarious sense of humor. Analysis of his work is utterly impossible because creative anarchy is impossible to classify. The avant-garde himself blazes trails that only he dares to follow. He is an artist who expresses himself in his collections by combining deconstructed fragments of fashion to create what is unique. As a designer he unwittingly creates trends and stimulates minds with his humor, irrelevance and genius. Bernhard Willhelm describes his views in his own words: "Who am I to decide whether something is beautiful or not? I haven't the slightest idea what is beautiful or ugly. For me impartiality is more important than beauty. A woman can wear a dress from the garbage and still look fantastic. It all depend on the circumstances.“¹⁴

¹³ LITTLEWOOD, Tom. VICE BETA. [online] http://www.vice.com/en_uk/read/bernhard-wilhelm-726-v16n3

¹⁴ BRAND, Jan. *Fashion and Imagination, About Clothes and Art*, ArtEZ Press, 2009, pg. 325. ISBN: 978-90891014002.

2.3 Walter Van Beirendonck



8., 9. Walter Van Beirendonck *FairyTales, Bears*

Walter Van Beirendonck's fashion is inspired by art, music, sex and other cultural expressions. Colourful, humorous and theatrical, Van Beirendonck sees fashion as a means of communication, which is why he thinks it is important that his avant-garde collections for men provide a message. Walter was born in Belgium in 1957. Part of the legendary Antwerp Six¹⁵ who brought Belgian fashion to world along with Dirk Van Saene, Dries Van Noten, Dirk Bikkembergs, Marina Yee and Ann Demeulemeester. W.&L.T.¹⁶ was his breakthrough label. His shows become famous in Paris for styling and progressive concepts. Over the last decades he has built an impressive international career. He is famed for his completely unique perception of beauty, his spectacular fashion shows, the integration of high-tech materials and his handling of socially sensitive themes. In his work he tests the limits of beauty, giving his own interpretation of concepts that society imposes on us, such as gender and sexuality. His fashion looks so playful and fun, but he doesn't shy away from subjecting his audience with a matters of conscience. He said about his fashion: „ My goal is to change the boundaries of fashion.“¹⁷

¹⁵ *Antwerp Six - group of influential avant garde fashion designers who graduated from Antwerp's Royal Academy of Fine Arts*

¹⁶ *W.&L.T. - Wild and Lethal Trash*

¹⁷ *JONES, Terry and Susie RUSTON, Fashion Now2, Taschen, 2008, pg. 512. ISBN: 978-3-83650336-5.*

Some of the social themes he has worked with include ecology, capitalism, the burqa, HIV and mass consumerism. Collection Killer 4D-Hi-D reacted on tragic apex in the 90s and inflicted devastating wounds on the gay world. For the Killer 4D-Hi-D fashion show the models wore masks covering their faces with statements including "Terror Time", "Synthetic Hell", "Get Off My Dick", and "Blow Job".

In his Wonderland collection he used imitation red fur scarves inspired by the AIDS ribbon. T-shirt with the words 'Walt Cares' were sold for the benefit of HIV research. For the fashion show was presented by 'bear' models.

Walter Van Beirendonck is known for working with with very diverse body shapes, from muscular bodybuilders to robust 'bears' to tender androgynous boys.

Van Beirendonck explains: „ I introduced in later collections woman's silhouettes, but designing for men always stayed a priority. I believe boundaries of men's fashion are more 'fragile' than in womenswear. They are not that easy to change a stretch.“¹⁸

For his collection Stop Terrorizing our World he confronted the role of gender identity in fashion by introducing items found traditionally in womenswear into a men's collection and used androgynous boys as his models. At the other end of the spectrum, he used all bearded "bear" models on the catwalk to present his collection of colorful sportswear and rave gear entitled "Wonderfur." Walter said about collection: „This is clothing for me and my people, who are bears.“¹⁹

¹⁸ DAVIES, Hywel. *Modern Menswear*, Laurence King Publishing, London, 2008, pg. 184, ISBN: 978-1-85669-540-4

¹⁹ DOSSIER. [online] <http://dossierjournal.com/style/fashion/walter-van-beirendonck-paris-mens-fashion-week/>

2.4 Androgyny

Following text by American author Robert Greene: "In a society where the roles everyone plays are obvious, the refusal to conform to any standard will excite interest. Be both masculine and feminine, impudent and charming, subtle and outrageous. Let other people worry about being socially acceptable; those types are a dime a dozen, and you are after a power greater than they can imagine."²⁰

Androgyny referring to the combination of masculine and female characteristics in fashion, gender and sexual identity and lifestyle.

In mythology Androgyny was a polygender creature with four legs. This creature was so great and strong that Zeus decided to split them in two. From that time every person looking for his lost half until the re-unit again.

Androgyny have changed from time where they were source of interest and intrigue to a evolution trend in present. From ambiguous sexual and physical attributes evolving to a stance on gender blurring fashion.

The history are examples of androgynes who captivated society with their gender-bending confusion. Historical figures who rebelled against society's norms were Beau Brummel, David Bowie, the Gabrielle Coco Chanel or Marlene Dietrich. Now with the outliers become mainstream.

One of the biggest influences on fashion in the first decade of the 21st century was Hedi Slimane, who created a new line of menswear for Dior Homme, which introduced a whole new prototype of contemporary man with a thin, androgynous figure.

Marc Jacobs is another designer who experiments with genderless style in some of his collections. He is an outspoken, fearless and innovative fashion designer who always presents his clothing with eccentric fashion campaigns.

This significant American fashion designer is a revolutionary innovator with a boundless view of fashion.

²⁰ Fashionising.[online] <http://www.fashionising.com/trends/b--androgyny-androgynous-fashion-22284.html>



10. Marc Jacobs

2.4.1 Unisex Fashion

Unisex apparel that does not differentiate between genders has long history in various cultures, but the term 'unisex' was first used in 1960's to describe a new style of fashion to be worn by both genders.

From one decade to the other, the 90's feminine evolved to become almost genderless. The unisex style became popular in fashion and female models were often muscular, while the males were fragile.

Canadian avant-garde fashion designer Rad Hourani is creating his collection with a purely unisex vision, putting no limits on gender. Hourani debuted his first unisex haute couture collection in Spring 2013. This made him the first Canadian in history to present a haute couture collection in Paris, and also the first fashion designer to present an entirely unisex haute couture collection.

He describes his views in his own words; "I don't believe in making differences between women and men. I think we're born just, like, a human on the planet and it's just the way we're conditioned that we create desire."²¹

²¹ THE CUT. [online] http://nymag.com/thecut/2010/02/rad_hourani.html

3 SOCIAL PROBLEMS AND FASHION

3.1 Fashion againts AIDS



11. AIDS collage

Provincetown was influenced by AIDS era. I am from a country where the disease is overlooked for small percentage 0.1% of infected. People are indifferent to this issue, but globalisation brings consequences and number of infected people are rapidly growing. Since this problem is still current and the world yet not found a medicine, it is important to attention to this issue. Fashion world and AIDS are very close.

AIDS has touched the lives of almost everyone in the fashion industry. Beyond designers such as Perry Ellis who have died from AIDS, there were many unseen people working in fashion world who also succumbed to the disease.

Virginia Estrada, the sister of Angel Estrada, a New York designer who died of AIDS said: „Health has become the most important thing in fashion, more important than the cut of the clothes." ²²

²² NEW YORK TIMES. [online] <http://www.nytimes.com/1990/02/11/us/aids-and-the-fashion-world-industry-fears-for-its-health.html?pagewanted=all&src=pm>

In the 90's there were a large number of people dying of AIDS, especially men. The fashion industry was particularly hard hit by this epidemic. Fashion companies started taking measures against the disease including testing employees for HIV. In this era, female designers were suddenly less risky than men.

Now the global problem of AIDS is so widespread that individuals, organizations, groups, states, and artists all connect in the fight against this disease. The collective goal is assist those already infected and to prevent future infections through education.

One of the worldwide projects against AIDS is DAA – Designers Against AIDS. This project was created in 2004 in Belgium and its main objective of DAA is to raise awareness and to get the subject of HIV/AIDS back into the media all over the world, as lately it has become a forgotten disease, especially in the western world.. DAA's campaign specifically targets young people in industrialized countries through the use of pop culture to grab their attention and pique their curiosity. DAA's advertisements feature popular celebrities from the worlds of fashion, art and music. Fashion is combined with the message of safe sex and has been embraced by the media and the artists.



12. Designers against AIDS

Since 2008, DAA has successfully collaborated with H&M through a global campaign called Fashion Against Aids. Each year H&M designs a unique collection of outfits and accessories for the campaign. 25% of the sales profits from this collection are donated to AIDS awareness projects.

H&M designs a whole collections in the fight against AIDS. This collection consists of the outfit to the accessories. This collection is changing every year and contains special unique out-fits and elements.

Marc Jacobs has also participated in the fight against AIDS by designing a series of T-shirts for AIDS. The T-shirt series features paintings created by children with virus.

The charity AIDS T-shirt has been presented in all Maison Martin Margiela collections since 1994. Every season the T-shirt is produced in a different color with contrasting text and language.

“THERE IS MORE ACTION TO BE DONE TO FIGHT AIDS THAN TO WEAR THIS T-SHIRT BUT IT’S A GOOD START”²³



13. Designers against AIDS by Martin Margiela

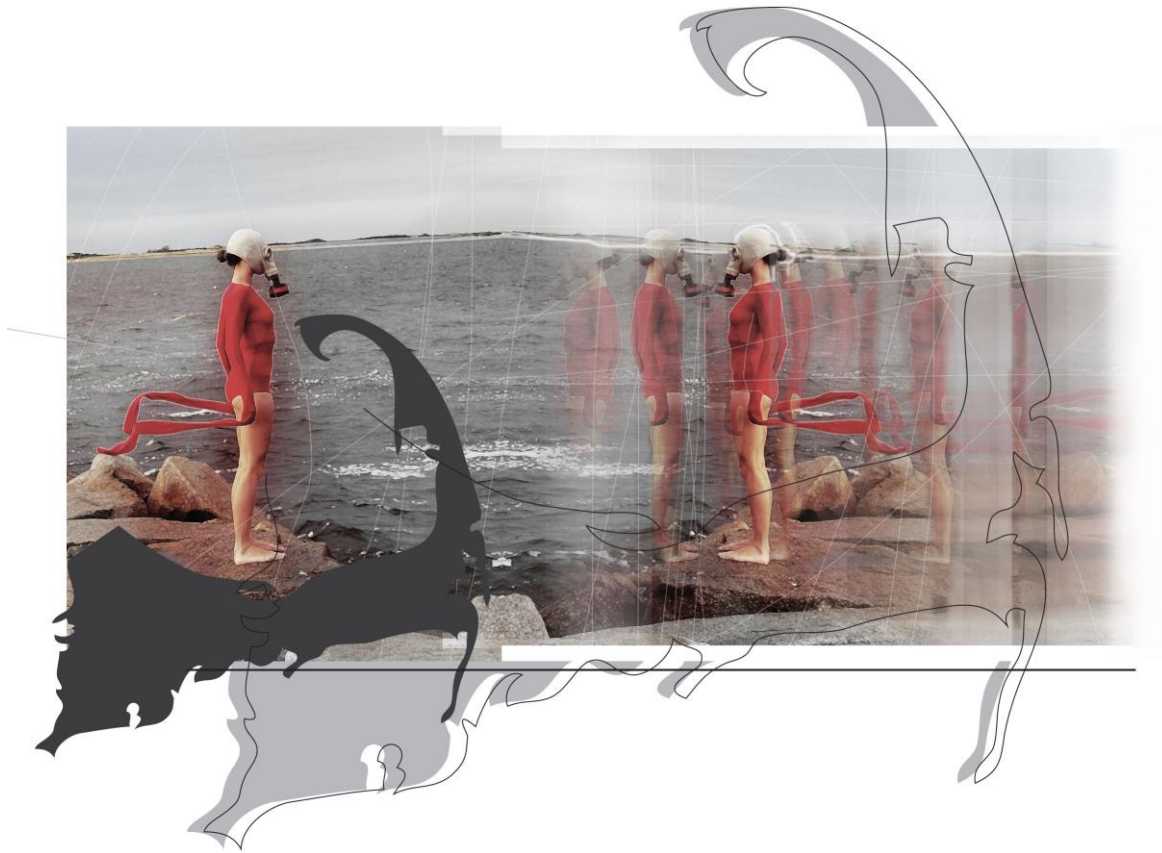
While fashion designers were making clothes against AIDS, United Colors of Benetton came in with a controversial AIDS awareness photography fashion campaign, featuring a photo entitled 'Pieta' of a dying David Kirby taken in his room by Therese Frare. Later photographs show tattoos reading HIV positive on females and males. Many reactions to the United Colors of Benetton campaign were negative, but they achieved their goal of getting people talking about the virus.

Photographer and former creative director Oliviero Toscani said about his fashion campaign: „ I am not asked by Benetton to sell clothes. The communication is a product in itself.”²⁴

²³ MAISONMARTIMARGIELA. [online] http://maisonmartinmargiela.tumblr.com/collections#/en_US/07_t-shirt_sida/2012_sida_ss13_zoom.jpg.php

²⁴ THE FASHION BOOK. Phaidon Press Limited, 1998, pg. 46, ISBN: 978-0-7148-4859-4

3.2 Societal Issues through Fashion



14. Provincetown collage

Fashion industry has a great influence all around the world. Fashion means business in global review, but it's not only that. It is one of the biggest non-verbal communication. Through fashion people can express their opinions and feelings, build their own identity, hide or uncover their body and to find their own lifestyle.

Fashion designer Risto Bimbiloski said: „Fashion is never just about business but also about believing in a dream and supporting each other.“²⁵

Because of this great power and mass production is important to spread through fashion also the ideas that actually help the world. More and more fashion designers are orienting themselves towards an artistic idea of social theme. Clothing is recycled and ECO fashion is getting more popular. Designers and companies are trying to draw attention to important

²⁵ BLACK, Sandy, *The Sustainable Fashion Handbook*, Thames and Hudson, 2012, pg. 166, ISBN: 978-0-500-29056-9

issues through clothes, accessories, campaign and photography. One of this designers is Dame Vivienne Westwood. She fights through fashion in many political causes, climate change and the civil rights. Another example is provocative campaign by Terry Richardson for Diesel 'Global Warming Ready 2007'. Models in Diesel clothing are photoshooting in world affected by climatic changes, raised water levels and temperatures. The advertisements feature New York and Rio de Janeiro submered in water, St. Mark's Square in Venice filled with tropical birds, Eiffel Tower in Paris in the middle of jungle. Diesel's campaign has an tradition of generating attention and provoking discussion of societal issues with ironic voice.



15. Diesel Campaign 2007

II. THE PRACTICAL PART

4 WHOMAN



16. Model 5

The collection is a reaction to a world without limits. The clothes capture the story of a hidden and rejected place, which broke away from the prejudices of society and created a wonderful world of its own. But, it has had many pitfalls before achieving its current glory and thus, every model in my collection also showcases the hardships P-Town went through. My collection tells stories on endurance, boundless tolerance, endless hope, hidden desires, rebellion, rejection, and the rise of ups and downs, personal identity and relationship between the garment and the wearer.

Collection

The town inspired me, but during the creation of my collection I had to figure out how to convert feelings of boundlessness, love, desire, rejection and reservation. The indefinite thoughts and feelings should take shape and form.

On one hand, freedom and boundlessness, on the other hand, rejection, passion, love, sex and possessiveness.

The collection has eleven models. The basic red and supplementary beige colour.

4.1 Colours

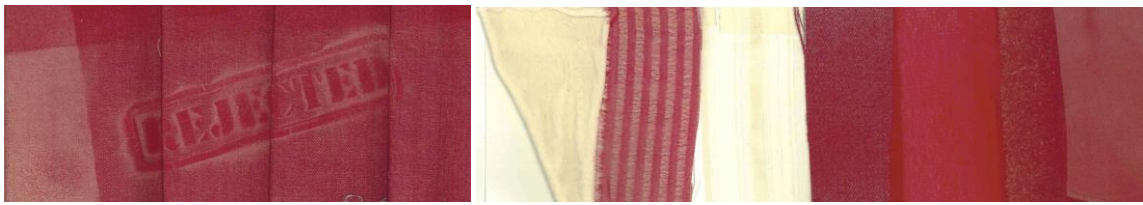
Red colour- The meaning of red is associated with strength, masculinity and power. It is the colour of blood and can shock, repulse and frighten. Red is energising and full of life and symbolises love. Passionate, sexual and aggressive, red has always been associated with sex and promotes power and courage. Red is also associated with blood and thus represents life and death.

International symbol of AIDS awareness is Red Ribbon. Red colour was chosen for connection to blood and the idea of passion and as it is bold and visible: „Red like blood, red like passion and anger, and red like love.“²⁶

Beige colour – Beige is neutral and light. It represents the boundlessness and the freedom. It is a colour that embraces and brings out any other colour that accompanies it. Hence, a great accompanying colour. It embraces the darkness and boldness of the red and brings it to life. As it uplifts its accompanying colour, its own beauty does not subside. Together, beige and red are in absolute harmony and yet distinct.

They tell two different sides of a story, one beautiful and pure, while the other dark and mysterious.

4.2 Fabrics



17. Fabrics

Fabrics are natural. Silk, jeans, cotton knit fabric and main connecting material throughout the collection is the leather. Synthetic fabrics are used in the elastic models. Leather and jeans became popular in middle of 20th century. These two materials have become a symbol of rebellion to authority, but also of wildness, freedom and extremes.

Leather

Leather is widely used today mainly due to its resistance to weathering. Leather was originally used to make clothing for workers in profession requiring maximum garment durability and minimum maintenance. The first iconic piece of clothing made of leather in modern times (which, incidentally, became a symbol of masculinity) were cowboy chaps.

²⁶ New York (CNN) [online] <http://edition.cnn.com/2011/12/01/world/aids-day-ribbon>

With the retreat of horses, leather clothing became the symbol of rebelliousness, masculinity and eminent position.

For various groups wearing leather became an identifying characteristic, e.g. bikers, rockers and mainly leather subculture. The leather subculture was established in the middle of last century: „Gay male BDSM²⁷ leather culture grew out of post-WWII²⁸ biker culture. Some men returning from WWII with no desire to return to their hometowns received surplus motor cycles, leather jackets, and other military gear before setting out to re-establish their lives. For many gay men, the military had provided camaraderie and a closeness to other men that they sought to continue once they returned. The 1953 film *The Wild One* starring Marlon Brando wearing a jeans and a T-shirt with a leather jacket and cap riding a motorcycle created an iconic image that was adopted by the first leather people.“²⁹

Leather jacket specifies community identity rebels. The most famous leather jacket was worn by Marlon Brando. The ideals of freedom and rebellion against traditional society were all represented by leather clothing, so everyone who wanted to look a bit rebellious had to have wear some leather.

The Eighties were a huge boom for clothing made of leather. Tacks and other metal decorations were added during this period.

Transparency

Half of the fabrics is transparent. Transparency reveals body shapes. What has been unacceptable to reveal a long time, no longer has to be hidden. The boundaries of morality of naked body were erased in fashion over 40 years ago, even if the broader society still finds the presentation of human body controversial.

²⁷ BDSM - an overlapping abbreviation of Bondage and Discipline (BD), Dominance and Submission (DS), Sadism and Masochism (SM)

²⁸ WWII - World War 2

²⁹ *İçimdeki Aylı*. [online] <http://www.icimdekiayi.com/leather-subculture.html>

Transparent fabrics help to promote uniqueness and originality of the person who wears them. The person complements the appearance of the model. Human individuality is expressed in the way the model looks different on each person.



18. Model 4

4.3 Collection description

Patterns

Models were created by experimenting with fabric of varying lengths and endings. Layering adds dynamism to the design. Classical form is replaced. The length of each feature is greater than usual.

Leather straps and metal accessories are inspired by leather subculture. Leather straps are the connect motif throughout the collection. Fastening clips of atypical shapes and forms provide for some variety throughout the collection.



19. Details

The collection is divided into three parts.

The first part symbolizes freedom, which is characteristic for Provincetown. Models are pleated with large balloon skirt with asymmetric ending. Models are connected with red leather straps and metal accessories that symbolize sexual and extravagant nature of the town.

Model 1. A red asymmetrical, ruffled and tiered dress with a feminine decolletage neckline. Dress has metal clips and leather straps.

Model 2. Sheer light beige striped dress with plunging neckline made from layers of silk with an asymmetrical metal hardware closure.

Model 3. Skirt and shirt: Soft and feminine balloon skirt paired with a bondage inspired sheer and short sleeve top with leather strap bra.



20. Model 1, 2, 3

The second part is characterized by oversize designs. Each model has a unique design with extreme extension of certain clothing. This design symbolizes boundlessness of human identity and uniqueness. Models are transparent, revealing the body and the unique identity of each person. Transparent models are complemented with leather accessories and clothing components such as shorts, skirts, bra and vest.

Model 4. A sheer long round neck voile top from silk with leather belt and leather zip shorts.

Model 5. A long gown with exaggerated sleeves and leather details with unisex leather vest.

Model 6. A red dress with one extra long sleeve and leather skirt.

Model 7. Man leather shorts with sheer shirt, leather straps and metal accessories.



21. Model 5, 6, 7

The last part of the collection follows the theme 'rejected'. Rejection based on the history, when the city and residents shunned the society. But unlike in the distant past, when what was forbidden was wrong, they promoted the concept of refusal and uniqueness of human personality. Originality surpassed mass appeal and prejudices of society. Models are unisex and made of jeans fabric. The specific locations has pleated parts with the sprayed-on words 'rejected' and complemented with leather accessories. In collection is an androgynous dress with metal closures. Worn with dress or pants by man or woman. Unisex pants, vest and skirts.



22. *Rejected Models*

REJECTED

“Rejection isn't failure. Failure is giving up. Everybody gets rejected. It's how you handle it that determines where you'll end up.”

— *Richard Castle*



23. Rejected Models

III. THE PROJECT PART

5 ILLUSTRATIONS





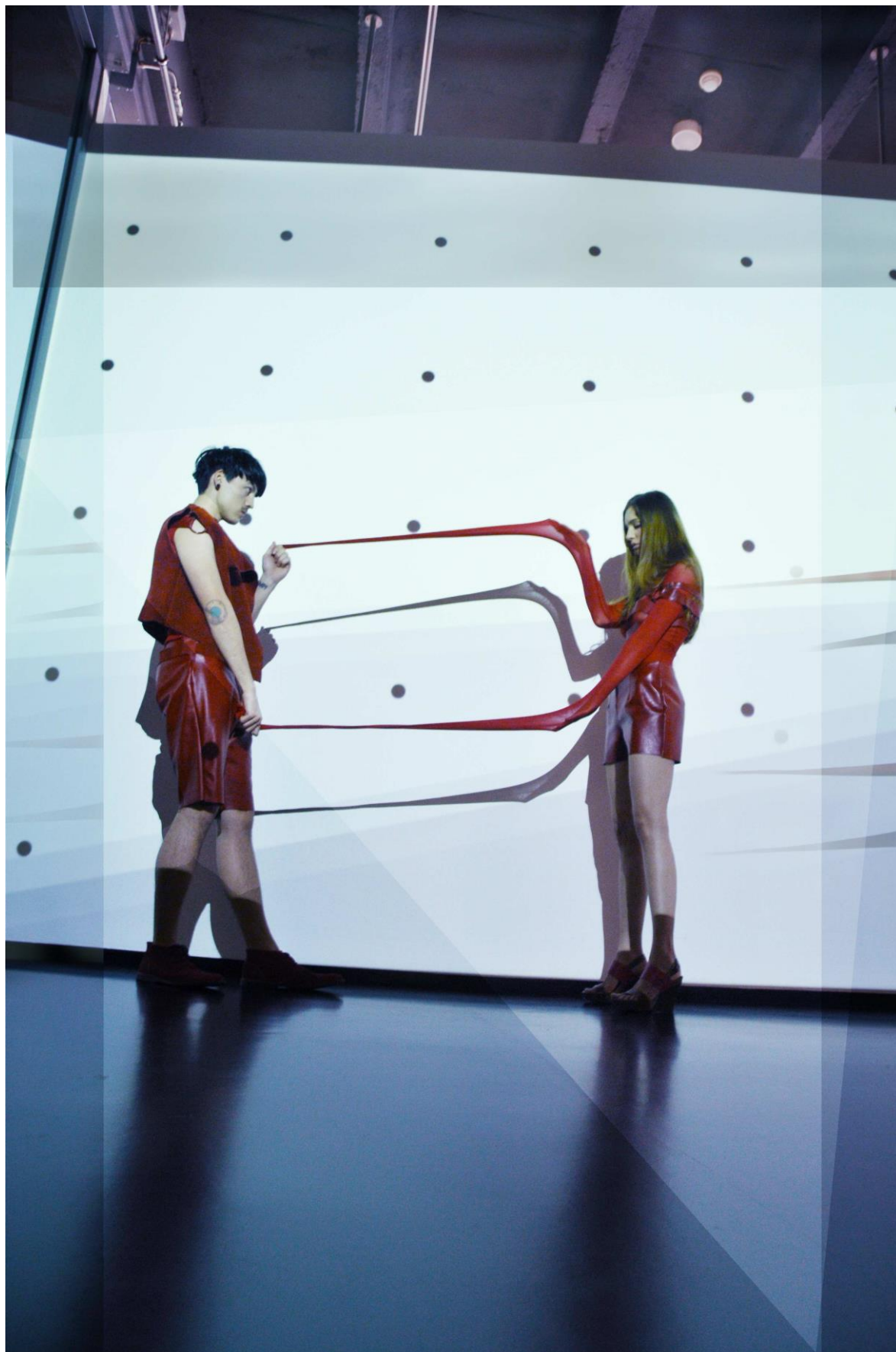


24. Picture 1.2.3

6 PHOTOS

















24. Photos /Maria Mihalikova, Laura Kovanska/

CONCLUSION

Beauty depends on one's point of view and I personally have always been fascinated by eccentricity. The fate of this town shaped the way I designed the collection. My testimony is consists of fragments of feelings behind the curtain of deep thoughts. I see life where everyone finds understanding, refuge of uneasiness and confusion of human identity.

The final school assignment and the first real life experiment.

Provincetown reveals its hidden secrets. Originality exists because everyone has something special about themselves. An entire life perhaps offers us a way to understand our identity and getting to know our way of life. Who we are is a reflection of how we are, how we live.

WhOMAN = human

While in the past the eccentricity was frowned upon, now is the time to be yourself and erase all boundaries. This work has taught me to appreciate the uniqueness of the individual and to begin to understand the influence of fashion on society.

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ABBREVIATIONS

P-town Provincetown.

US United States.

W.&L.T. Wild and Lethal Trash.

WWII World War 2.

DAA Designers Against AIDS.

VS Versus.

e. g. For example.

BDSM an overlapping abbreviation of Bondage and Discipline (BD), Dominance and Submission (DS), Sadism and Masochism (SM) Význam třetí zkratky.

PICTURE CREDITS

- [1] Provincetown collage
- [2] Provincetown
- [3] Fashion collage
- [4] Provincetown collage
- [5] AIDS collage
- [6] Provincetown collage
- [7] Bernhard Willhelm
- [8] Walter Van Beirendonck
- [9] Walter Van Beirendonck
- [10] Marc Jacobs
- [11] AIDS collage
- [12] Design against AIDS
- [13] Design against AIDS by Martin Margiela
- [14] Provincetown collage
- [15] Diesel Campaign 2007
- [16] Model 5
- [17] Fabrics
- [18] Model 4
- [19] Details
- [20] Model 1.2.3
- [21] Model 5.6.7
- [22] Rejected Models
- [23] Rejected Models
- [24] Picture 1.2.3
- [25] Photos /Maria Mihalikova, Laura Kovanska/

