

FMP: VALENTINO INSPIRED LOOK.



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FMP: AVANT GARDE:



Avant Garde identifies as a genre of art, an experimental work of art and specifically the artist who created that art. Avant Garde also means initially being 'ideologically unacceptable' at that time, meaning the aesthetic was ahead of its time. Because of its radical

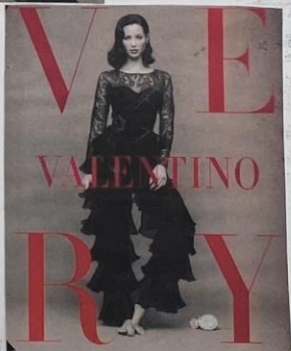
nature and the fact it challenges existing ideas, processes and forms; avant garde artists and artworks often go hand in hand with controversy. A lot of Avant Garde art,



often comes with a social or political dimension to it. Over the 20th century, it started to acquire a purely artistic meaning, the period started with Gustav

Courbet's realism artworks till the final years of the abstract expressionist era in 1960's. In between the time period from 1800's to 1960's, there has been many art movements influenced the thought of time.

Valentino Garavani



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An Example of the term 'Avant Garde' is French painter Gustave Courbet who led the realism movement in the 19th century. Committed to painting only what he could see.

He rejected academic conversation and the romanticism of the previous generation of visual artists.



(The desperate man) He was a predominantly controversial artist at the time as he turned down many opportunities for rising artists to get a foot in.

many ~~that~~ critics also accused him of narcissism and "including too much of his own ugliness" in his work. He was ahead of his time as realism was very much frowned upon years ago, whilst realism is greatly appreciated in the modern day.

HISTORY OF RUNWAYS:



In the late 1800's and nearly 1900's, business-savvy designers employed women to wear their designs around promenades surrounding racetracks, which allowed them to be noticed, emulated and photographed and picked up by the media. Around the turn of the 20th century, many high end fashion brands employed in-house models or "mannequins" to display their elite clientele. These private, informal shows typically included models walking around, casually, while small groups of customers sipped tea and nibbled on canapés. However, by 1908-1910, scheduled fashion shows or "Fashion parades" became increasingly popular events. These first salon hosted shows lasted as long as three hours and were often repeated every day of the course of several days.

MAKEUP IN THE EARLY DAYS OF RUNWAY:

When creating a makeup look that is specifically shown to an audience on a runway, it's important to research into what makeup they wore with less knowledge of knowing how to make it last under lights. Makeup in the early



2000s / 1990's was kept very classy with hints metallic either on the eyes or lips.

As the runway fashion industry was only just growing at this point, the main focus of the model's appearance was all about the outfits and not the other aspects. The skin was kept very fresh and youthful with a very fresh, relaxed, layered hairstyles.



(Naomi Campbell in the 3rd vs Runway show - 1997: kmozur/wireimage)



Makeup in the Modern days of Runway



Makeup in the modern day compared to years ago has changed drastically. The fashion runway industry years ago, was very minimum, only showcasing the outfit alone rather than including attention towards a headpiece, hair & makeup and accessories. Some very famous runways in today's world is Vogue runway, Gucci, Chanel and Diesel. Paris fashion week, Milan fashion week, New York fashion week and London fashion week are some of the most important week for fashion artists to show off their work in front of some of the largest audiences ever. Researching the difference between old and modern runways is crucial as it's important to see how they've improved and modernized



through the years. The makeup however is the most important as it really showcases the story behind the outfit. Makeup on runways has improved significantly, by including graphic liners, brighter lip shades and more fun, eye-catching techniques. Overall, the fashion industry has come

so far throughout the years and every different trend to be popular.

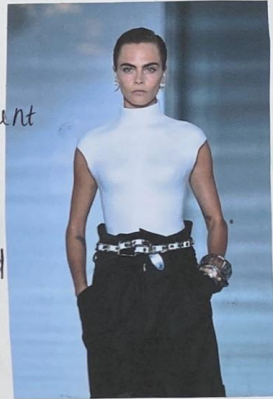




MODELS + MUA'S.

Tyra banks began her career as a model at the age of 15 and was the first African-American woman to be featured on the covers of GQ and the Sports Illustrated swimsuit issue, on which she appeared 3 times.

Cara Jocelyn Delevingne is an English model and actress. She signed with Storm Management after leaving school in 2009. Cara won Model of the Year at the British Fashion Awards in 2012 and 2014. She has walked for London Fashion Week, Burberry, Chanel and Marc Jacobs.



Dame Patricia Ann McGrath is a British makeup artist. She has been called the most influential MUA in the world by Vogue magazine. She has worked on many runways, earning her the first ever MUA to be made Dame of the British Command.

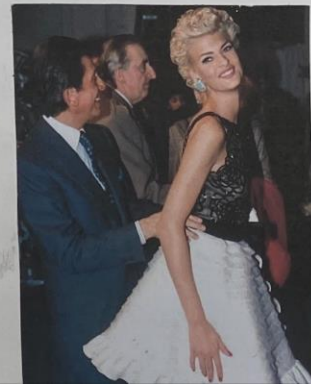
New York fashion MUA, Flowers, who assisted Pat McGrath during Fashion Week, knows the ins and the outs of runway makeup.



VALENTINO GARAVANI:



For my inspiration, I've decided to base my final major project on Valentino. I've decided to take ~~insp~~ theme my look around his work as he specialises in a lot of lace and silk and while my outfit and makeup will be more pink glam, I still want it my final design to be really feminine and elegant still. A bit of background behind Valentino is, he moved to Paris at 17 years old and studied within the very early days of the fashion industry at in 1949. He then worked his way up by becoming an apprentice and sketching his ideas in his free time. From years of working hard, he eventually went on to design Jackie Kennedy's wedding dress. Later on from that, he made an appearance in 'The Devil Wears Prada' alongside Meryl Streep.



History of Lace:



Valentino's signature style is lace, as well as his infamous 'red dress' collection he launched back in the 50's. As Valentino is Italian, his inspiration for his lace collections, comes naturally. In Italy, Venetian lace was produced inside convents and reserved for church vestments, altar clothes and other church delicacies. Venetian lace is well documented to be a prized possession passed down through Italian families. In modern day today, Venetian lace is a very costly material to make use of, it's seen in wedding dresses, lace accessories and curtains/window nets. Valentino took a lot of inspiration from family heirlooms to create very feminine lacey pieces. He's very known for the elegant, glamorous yet style he transforms his models into. While I love his style of work, I chose Valentino as I really enjoy creating feminine looks and adding an inspirational artist's feel to it while it's still my own.



Valentino's clothing range has a few lace pieces, ranging from tops

to dresses, to lacey trainers. Lace is a very dominant streak in Valentino's career while it's also a sentimental touch from his home town, Venice.



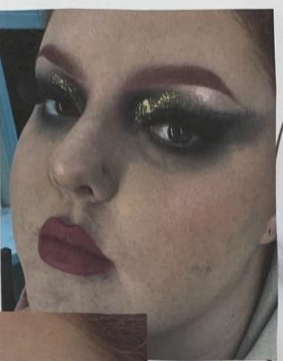
Further into Valentino's Career:

Valentino's main focus and inspiration is Hollywood glamour, Valentino's gowns are crafted of ultra feminine materials including lace, silk and chiffon, and often feature delicate embroidery. He's known for his meticulous attention to detail and the use of fabric dyed in his signature colour, red. Valentino is arguably responsible for some of the most memorable award show moments in recent history including Julia Roberts accepting her Oscar in 2001, in a vintage gown from his 1992 Couture collection, marking a very memorable point in his career.

Valentino's love for red signature pieces came from the time he saw a young lady or old lady wearing a red velvet dress at the opera in Barcelona. He said it was impossible to miss her and she stood out from the crowd in the elegant and majestic hue. He then decided to make red his red the signature hue of the label he would set up in 1959. The first original Valentino red dress was a strapless cocktail dress of draped tulle, presented at Valentino's debut show for Spring/Summer 1959. The pure, clear red dress was a hit the minute it launched.

Design Plan:

21/3/23



gold foil flakes.
bronzed skin.

blocked brows.

red/plum lip.

big lashes.

smokey inner corner.

I decided on this makeup look as its more valentino sitting and I can easily tie in aspects from my outfit in this makeup.

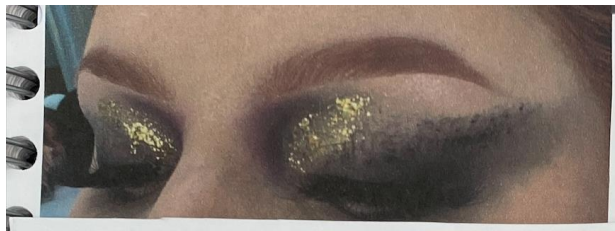
LOOK 2:



halo center eye.
graphic liner.
inner corner using brighter red lip.

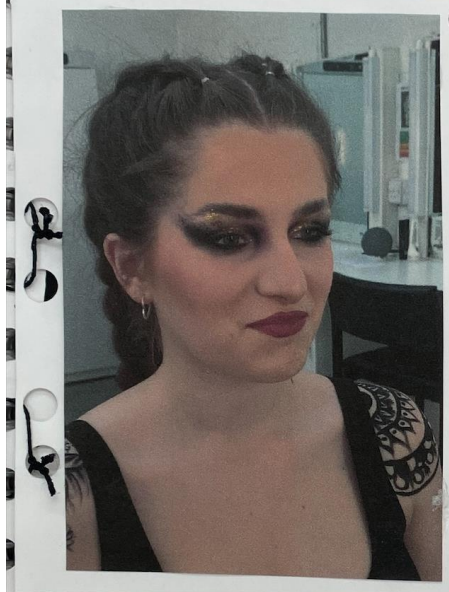
I decided to go for the first makeup design as this one isn't bold enough and wouldn't be seen by an audience.

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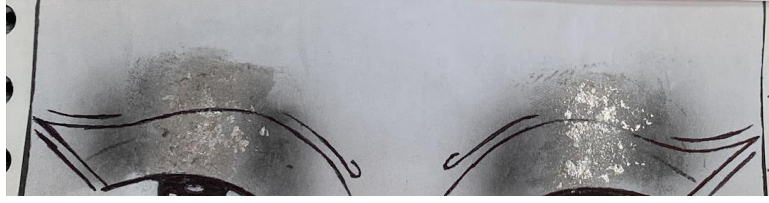
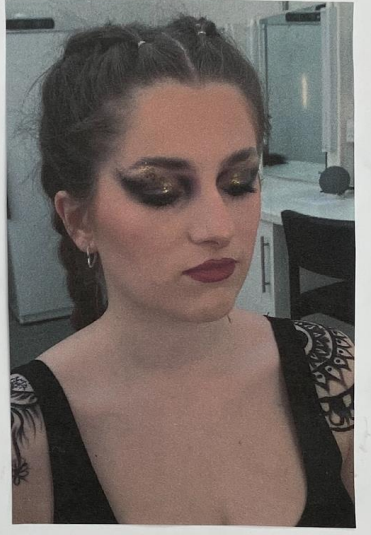


gold foil flakes.
bronzed skin.

9/5/23



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graphic liner.
inner corner.
center red

H E A D P I E C E S For the design plan and process of my headpiece, I researched where and when they can be used. Headwraps and head accessories originated from Africa and were often used as to convey modesty, spirituality and prosperity. Even men in Africa wear head garments to symbolize wealth and social status.

Different religions including ^{no} asia, Africa, Greek and French wear a range of different headpieces made from fabric, metal, jewels, cotton and so on.

Headpieces in Valentino runways involve a lot of height and cage like designs to finish off his fashion piece. I've taken inspiration from the elegant, feminine feel he's always achieved in his runway looks.



After further researching the different headpieces worn in Valentino runways, I've noticed all the models either have a feather like headpiece or just really pushed hair.



(SUMMER 2018)



Another kind of route I could've took is using faux/ acrylic hair as a headpiece, by moulding and setting it into a specific shape.



(WINTER 22/23)

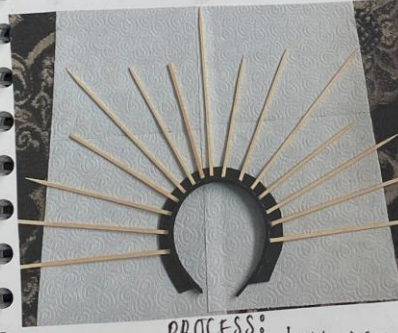
CREATING THE HEADPIECE:



Before starting on my headpiece, I looked at a few different youtube pages who have made similar designs as I wanted height and while also being sturdy and secure while it's being worn.



After watching a few videos, I realised the best way to achieve sturdiness is by attaching a strip of foam to the base and work from that. I used large skewers and did a few layers of black spray paint, then coated the ends in gold chunky glitter with PVA glue. I did the same process



with my larger flowers, then layered it up with feathers and iette glued rhinestones on as a finishing touch. I was inspired to do the foam looking roses from this Valentino dress worn by Zendaya. My overall theme was gold and dark



PROCESS:

but feminine as I have gold aspects on the eyes.



Head piece artists:



For my headpiece artist research, I mainly focused on the more abstract / avant garde themed designs.

Zoe Bradley discovered her love of paper while making experimental hand pleated showpieces for Japanese fashion designer Michiko Koshino A/W 2005 catwalk show. It was using paper material that was a pivotal moment in her career. Zoe went on to apprentice with the

late Alexander McQueen in 1977, creating many pieces for his catwalk in 1999. She has become the go-to artist for many brands including Louis Vuitton, Christian Louboutin and Selfridges. Her designs have been published in numerous books as well as featuring in exhibitions in London, Amsterdam, Hong Kong and New York.



Eric Topua, major in art and design, started working for Thai fashion brands after graduating. He uses a mix of recycled materials ranging from plastic straws, leathers and leather. His style of work is very mix match but very ahead of its time.

BODY PAINT

What is Body art?

*Body art in makeup is when the MUA utilizes the human body as their canvas on which to create anything from face paintings, illusions and fantasy creatures.



Two of my main sources of inspiration for body art within my final look are Samantha Helen and Roseanna.

Samantha Helen is a UK based body painter who specialises in illusion based makeup looks. Samantha was one of my key inspirations as her work is very detailed and high quality.



Roseanna Velin is a professional makeup artist based in London, with over 10 years of experience. She works in editorial, TV and film and commercial. She also mainly started off in the body art per side of the industry over 5 years ago and has worked on many sets/shoots for some of the



most well known companies in the world. Her body art skills and the way she utilizes her models whole body also inspired me for my final look.



HISTORY OF BODY ART:



with body painting ~~is~~ being a very successful industry to work in. The history is also very important as it's influenced many artists inspirations today.

Body paint has been shown and studied to have been around for as long as 30,000 years without even realising the term for it. It was originally used in a religious way of showing peoples beliefs and war



themes including religious sacrifices, rituals and funerals within tribes.

Body paint originates from Africa, Asia and Australia. To achieve this kind of body paint, they'd use materials such as dye from natural products, piercings and colouring from fruit and plants. The use of body art in



today's industry is very modern, used for entertainment for festivals, parties and circuses. Body art within makeup can also be used for adverts (promotional), runways and magazine purposes (editorial).

Today's body paint consists of cream paint, face paint, glitter, gems and 3D elements of flowers, ears, feathers and face/body gems.



Practises and Plan:



14/3/23

For my first practise run of my body paint element, I originally wanted to have my models chest bare to have a larger canvas and free hand this kind of design over her chest however I ended up designing a top ~~of~~ and chose a different body paint idea to go on a different part of her body.

For this, I used face paint and white eyeliner for details as well as gold chunky glitter.

To match my lace top, I wanted to create some short sleeves to give the illusion of a bodice. Using lace fabric as a stencil however the lace design wasn't too detailed therefore allowing the cream paint to leak through and just smearing. For this I tried a mix of cream paint and normal face paint. I also realised it wouldn't have lasted well under hot lights and lasting 3 different show times.



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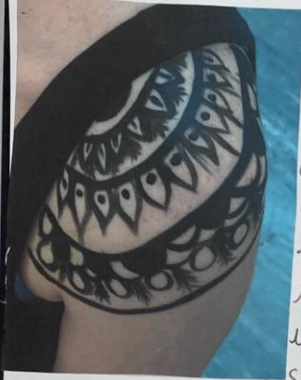
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For my final attempt, I decided to use the fabric as a guide and free hand the design instead, so it's more detailed and can be seen from the audience. From practising this design, I wanted to incorporate the first design in with this one so it's more artistic and original rather than a quick design.

Final body paint plan and practise:

9/5/23



For my final body art practise, I decided to practise a mosaic design over the shoulders to mimic the illusion of small sleeves to match the top. I used a snazaroo face paint to create this design. As much as I enjoyed the final look of this design, I feel like it wasn't fitting for my valentino theme and wasn't the feminine feel I ~~was~~ had in mind. Mosaic was originally used ~~from~~ with stones and seashells made by ancient greek artists.

9/5/23



After practising the mosaic design, I decided to combine the previous body art designs I practised and implemented the big leaves onto the smaller flowers and stems. I used a mix of black and white snazaroo paints and black chunky glitter for a texture element. I much preferred the valentino feel of this to the first design and feel like it will match the lace on the bra much better.

On the day of the fashion show, I will definitely drag the body art further down and include longer and bigger flowers so its more eye catching to the audience.

HAIR PIANNING + RESEARCH:

avant
Garde Hair
artists:



To decide what hairstyle would suit this look the best, I researched some famous Avant Garde hair stylists and the different techniques are that are used in the industry.

Joanne O'Neill is an award winning hairdresser with a prestigious salon in the heart of northern Ireland. As well as her Avant-Garde styling, she also specialises in colouring, cutting and bridal hair. Joanne has been in the hair industry for 30 years and a salon owner 22 years. She has been a finalist three times for Avant Garde hairdresser of the year at the British hairdressing magazine Awards. She is the regular face on stage, educating and exiting hairdressers across the UK and Ireland and has been featured on BBC and ITV for her stunning work.



Kris studied hair in school at London and went on to create ombre. Since starting ombre, Kris Sorbie has become a world renowned artist and educator and global artistic director for Redken. Some source of pride Kris has been featured as lead stylist on NY + LA fashion week, guest speaker on Vogue and a judge on both L'Oréal and Belgium hair stylist awards.

HAI R PRACTISE

For my first practise of hair, I experimented with heated bendys to achieve a brown out, afro textured hairstyle however the finished look wasn't what I was after. I used a mix of smaller sizes to create the most volume possible with plenty of hairspray and back combing with hair, I also thought alot about what will be best to sit my headpiece on top of securely.



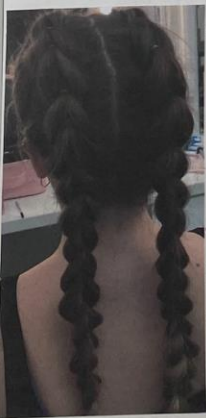
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After experimenting with the bendys, I decided to practise a hair style I practised previously for a different makeup look, but it two straight down. I decided to do a braided technique as it's something i'm confident in doing and it fit my theme perfectly.



4/10/22

After practising on real hair, I know to use either a gel or hairspray to get it as neat as possible for the day. I've also realised that once the headpiece is on, the ends of the braids looked a little bare so



for both the assessment and fashion show, I'll be adding some small rose petals ~~that~~ in each elastic band to avoid it looking too simple and out of place with everything else combined.



Outfit Plan:

Original plan idea:

For my outfit, I wanted to keep it as glamorous as possible while also keeping it similar to valentino's signature techniques. To achieve this finish, I used a lot of pearls, crystal finish rhinestones and silk. In my first design plan, I was planning on creating a shorter skirt with a painted corset however, I decided to switch it up.



For this design I ~~was~~ planned on using body painting skills to create the illusion of a structured corset however for the fashion show, it wouldn't have held up for long without a lot of touchups. Skirt wise, I had in mind to create a short skirt with layered mesh but decided it was too simple for a live audience, ~~so~~ so I ~~it~~ decided on a skirt with a train for my model to pull behind her. My idea for silk gloves with added stuff along the tops has stayed the same.

For my final layer of fabric on the dress, I decided to get black pearls so it isn't too blacked out and has element of sparkle. Overall, my design hasn't changed dramatically, however my final design accomodates better to an audience and fits the valentino elegant theme.

Final design.

For my final outfit design, I decided to work around a bra rather than draw a corset on. I purchased a ~~bra~~ bra and created a tassel effect across the underneath with white pearls and rhinestones. I finished this off with a glitter spray ~~over~~ on the bra cups. I did also want to cover the straps by attaching either feathers or fluff, however the material of the straps didn't allow me to stick



- price list:
- structured bra - £11
 - pearls - £8 total
 - rhinestones - £7 total
 - glitter spray - £5.
 - silk gloves - £4.
 - gluey boa - £5.
 - shorts - £6.
 - 2m mesh - £7.
 - pearl mesh - £10.
 - plain black heels - £13.

anything securely on without falling off, which is something I'll keep in mind for future outfit plans.

For my skirt, I purchased a skirt and attached shorts underneath for structure and proceeded to start filling it out with 3 layers of mesh including a pearl sheet of mesh to finish. I also made a bow out of cut ups to be attached to the back of the waist to match the front.

For accessories, I opted for bodypaint on the shoulders to create the illusion of a bodice with sleeves rather than making them. To finish, I stuck black fluff around the top of a pair of silk gloves.

DESIGNING MY OUTFIT:



+ progress:



creating my bra, I started off by making different length pearl tassels ranging from small to long back to short. I was inspired to add pearls as Valentino took a lot of inspiration from 'bold glamour' and the expensive feel it adds to both the model and whole finished look.



Following on from creating a 'bold glamour' inspired look, I wanted to fill up the empty space of my model's arms by adding silk gloves. I wanted to incorporate silk at least once to match the theme of pearls of lace. I finished this by adding fluff from a black boa and created a pearl ring and bracelet by sticking them directly onto the glove.



Valentino Garavani is well known for transposing a unique story in each of his pieces with the perfect mix of Italian spirit and the 'all French' attitude. Valentino's style has ranged from bows to polka dots to some of the most beautifully crafted silk and lace ever known. Valentino has shown the world the true meaning of elegance and beauty through fashion pieces and will continue to do so through many decades of fashion artists.