



AVANT GARDE:

Avant-garde is a French term that translates directly to advance "guard", as in the first people to encounter/experience something new. In the arts and in literature, the term avant-garde identifies a genre of art, an experimental work of art, and the experimental artist who created the work of art

which usually is aesthetically innovative, whilst initially being ideologically unacceptable to the artistic Establishment of the time.

HOW AVANT GARDE STARTED / CAME KNOWLEDGABLE:

Painter Gustave Courbet's rebellious Realism was the case par excellence of new avant-gardism that threw off the centuries-old debate between classicism and radicalism. In 1855 two of his paintings - the now famous Burial at Ornans (1849) and The Artist's Studio (1855) were rejected by the jury of the international Exhibition

in Paris. Courbet responded by building his own exhibition space where he displayed 43 works, declaring their style "le Réalisme"

In 1845 the Fourierist Gabriel-Desire Laverdant declared that "the artist (who) is truly avant-garde" must be socially aware - "must know where humanity is going" Courbet, who was a social activist, clearly seemed to know.



<https://www.britannica.com/art/art-criticism/The-avant-garde-problem>



HISTORY OF RUNWAYS:

The history of fashion really begins in the 19th century (1860). Creator Charles-Frédéric Worth, a pioneer of Haute Couture, scrolls, first his models

on real mannequins in prestigious salons where a rich female clientele gather and admire work around them, the first fashion shows in history.

Charles Frederick Worth industrializes fashion. Though born and raised in England Charles Frederick Worth (1825-1895) became the first world famous French fashion designer. He was

also the first to create and employ the principles of design and fashion that would be called "haute couture," or "high fashion"

In the late 1800's and early 1900's, business-savvy designers employed women to wear their designs around promenades surrounding racetracks, which allowed them to be noticed, emulated, photographed and reported on by media, which gave a lot of publicity for the designer.

All information found on:

<https://runwaysmagazines.com/19th-century-the-first-fashion-show/>

"OLD" RUNWAY

For the runways, makeup was very minimal as they didn't have many products to use in the 1900's, the main goal was to make the skin pale to show youth and a higher class, this is because if you had a tan it meant you were lower class and spent time working outside and not inside so for the more pale look they would achieve this by consuming lemon juice or applying it to the face. They would also spend time applying creams to make the face appear soft and supple. For cosmetics they would apply rouge to the cheeks, lips and eyes and also blotting powders. So for the runway makeup it was pretty ordinary as they didn't have much to work with and stuck to what was popular, which was youth. The brands they would use were Rimmel, boyois, max factor and Elizabeth Arden.

As for hair they tended to keep it tied back and stuck to what was trending at the time. But they did keep it back so it showed off the designers outfits.



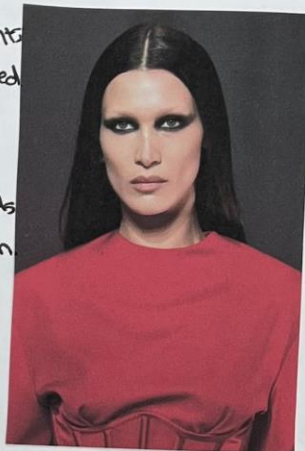
"MODERN" RUNWAY

BLEACHED-OUT BROWS:

Grigi Hadid bleached not just her waist-grazing lengths, but also her brows for the ultimate high-impact statement and transformation. Speaking of bleach brows Hadid wasn't the only one to do this as The look was an integral part of the almost alien beauty at Richard Quinn.

VIVID EYE STATEMENTS:

This season there's a wide range of colour statements to choose from. Paris was all about super saturated jewel tones, like the fuchsia winged eyes at Valentino and the shocks of Violet and Yves Klein blue at Saint Laurent. This one is one of my favourite trends as it is so simple yet looks very effective, in fashion.



DAMP AND DRENCHED HAIR

There's nothing that feels more runway than slicked back hair. Across lengths and textures, there's been many takes on damp lengths, beginning with the just-emerged-from-the-pool sweeps at Peter Dinklage and then Altuzarra, where at the designer's request for a "coming out of the ocean effect." This hair technique I think is great for runway as it keeps the hair back and allows more focus on makeup and outfit.

RADICAL HAIR TRANSFORMATIONS

It began at New York Fashion Week when Brazilian supermodel Isabeli Fontana traded in her long waves for an edgy '90s crop in a nod to the great Linda Evangelista for Michael Kors. Then at Prada, Kendall Jenner made her redhead debut done by Matt Rez and Jenna Perry.



VAL GARLAND

Val Garland is a London based makeup artist. After growing up in Bristol, Garland later moved to Sydney, Australia where she trained as a hair colourist. Her interest in colour led her from hair to makeup. Now she is a well known artist in the industry as she is still going and now does a TV show called glow up which is a makeup competition.

RULE BREAKER: At a Vivienne Westwood show she once covered the models faces with clear gloss and had them shove their faces into a box of glitter. "Who knew something so simple could be so impactful".

SHE'S FEARISS: For British designer Mary Katrantzou's first runway show, Garland changed the look the day of the show. Backstage. Without telling Katrantzou. "I just felt what we had done wasn't working so I went around each makeup artist and created individual eyeliner looks for each model.

SHE'S RESOURCEFUL: Garland had used a potato and pieces of cotton wool to apply blush. And at the demonstration she glued down a model's brows with Palmer's Glue. Hand her anything at all and she'll find a way to apply makeup with it "find a tool that works for you she said.

<https://www.allure.com/gallery/makeup-artist-val-garland-best-makeup-looks>.



Paris fashion week 2018 - fall/winter



Vivienne Westwood 2014 spring fashion show

PAT MCGRATH

Pat McGrath is the most influential and sought-after makeup artist in the world. For more than 20 years, Pat McGrath has been conceptualizing and launching, developing luxury cosmetic brands countless runway shows, breakthrough advertising campaigns and editorial spreads. Her shows that she's part of she always makes them daring and gorgeous and perfectly suit the concept of each designers outfits. I love most looks she's done and the two below are my favourites that she has done. I think they're stunning and influence me today to be more resourceful and experimental this will make my work stand out from others.



Christian Dior Spring 2004 Couture Pat has dreamed up some of her most extreme looks for Christian Dior runways, like the extravagantly gilded creations she has masterminded for this couture show. She called it "marathon makeup" - 18 straight hours in the making.

← Givenchy Spring/Summer 2014 McGrath has always

experimented with makeup - as - jewelry, decorating the eyes and lips in crystals, lace and sequins. But givenchy spring 2014 show truly took this concept to next level when McGrath and her team covered eight of the models' faces in intricate masks of Swarovski crystals and tulle.

<https://www.allure.com/story/pat-mcgrath-cover-interview-february-2021>



INSPIRATION

On digital space say why I am doing it how it will help in future.

My main inspiration and focus for my final major project is Alexander McQueen. I have chosen his work for inspiration for avante garde because his looks are very out there and abstract so hopefully I can adapt his work and make it even more unique with makeup. I have chosen three of his looks that I think would pair well together and most of all I like the look of so I will enjoy using his work in mine.

My goal is to have the red dress the focusing point as that is my favourite design he has done, and it's inspired me to do a bunch of flowers

look with vens and butterflies.

PLAN

My initial plan for this look is to first recreate the white and green dress but in a top and skirt form. This will allow me to involve more body art as I will have

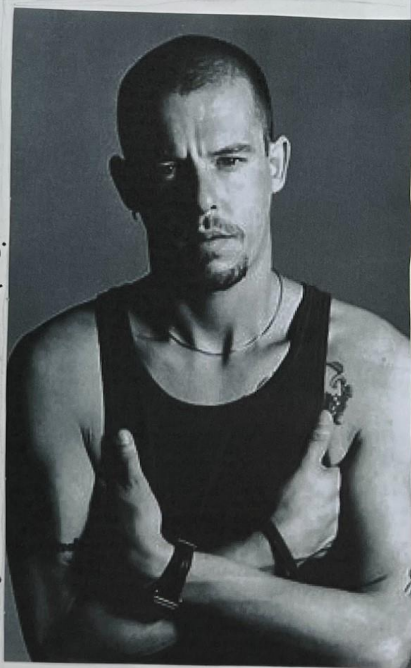


the stomach to work on too. Then for my body art I will paint black and red flowers all over certain parts of the body in the same kind of shapes of the red dress. Then for the hair, I will make it appear wet like the models in the green dress as it is also very trendy at the moment for wavy wet hair. As headpieces go I think I'm going to do butterflies and they line with flowers but will also add more dimension and shape.

Another reason why I am doing this look is because I love doing body art and it is one of the things that I want to focus on in the future and I think this look will challenge me and see if I can manage a full body paint look. Also there are so many elements going into it so I hope it will work out how I want. I think challenging myself for my fmp is a risk but I believe it will be worth it in the end since in the industry it is all about taking risks.

ABOUT ALEXANDER MCQUEEN

- Alexander McQueen is a British fashion designer known for his precise tailoring and shocking fashion shows.
- He began by working in a tailors in London when he was 16 after dropping out of school, he tailored suits for people like Prince Charles and Mikhail Gorbachev.
- After about ten years McQueen went to fashion College where he did his first fashion show and a London stylist bought his whole collection. That same year he debut a pair of trousers that wasn't a traditional cut but got him recognition since they showed the backside these were called "bumster".
- In 1996 he was named British fashion designer of the year and later that year he took over the head designer at Givenchy.
- At 28 McQueen had produced work under his own label and started doing his own shows.
- He dressed people like Madonna, Courtney love, David Bowie and more.
- He has done many amazing things and had even done a limited edition collection with mac and now he has his own designer brand that is very popular today.



When I think of Alexander McQueen I instantly think of nature and natural things you could see in your day to day life. I believe he was a visual artist and he would see something like a bird and take that

into his own interpretation and design things off of it. From what I know he has been inspired by birds, butterflies, flowers and many other things and they all seem to be in the same bracket. This is why his looks are so unique since they're so out there and no one else has done them.

ALEXANDER MCQUEEN'S INSPIRATION