

Proposal Pitch

Schiaparelli

For this project I am expected to create a high-end runway look that will feature in the end of year Fashion Show, seen by a paying audience. This is to celebrate my two years of studying of the media makeup course. The brief for the look is 'House of Schiaparelli' which was the name of Schiaparelli's first designer shop in 1927. The look needs to be Avant Garde which is unseen designs that are unique and creative with elaborate concepts. I am inspired by Schiaparelli as she created such unique designs that fit a women's body as her style of design was 'inscribed socially significant meaning onto the female form'. This shows how she wanted to change the social expectations for women wanted to show their natural beauty. Avant Garde inspires me the most in this project as it is unseen, bold designs, meaning I can be as creative as I want to be when creating my concept. Avant Garde fashion is powerful as it can spread political, social, and religious messages through the creations seen on runways, magazines, and streetwear.

I am influenced by the artist Sadie Lauder. The elements of her work that inspire me are how she creates unique textures through many different products, creating eye capturing pieces of work. Her work incorporated special effects with editorial makeup showing how the unusual can create beauty. I am taking inspiration from this artist as I love to work with unusual textures breaking down a product and evolving it into a concept for a look. This style of work has also been produced by an artist called Terry Barber, he is an influence in my next project as he looks at an image for example, a cigarette, then created an eye makeup look that is inspired by this product through the colours and textures.

Other than makeup artists I am also inspired by different textures created in artists' work. For this project I am inspired by the artist Louise Pentz who creates sculptures through the form of the female figure. She uses clay to create the dry, decaying texture in her sculptures, she says 'clay symbolizes the human experience, its fragility and vulnerability, and also its strength and enduring nature'. This stimulates me to challenge myself to be able to show these human emotions through the work I create.

I enjoy mixing special effects and editorial makeup as you can create an unnerving feeling through the texture you create, from been inspired by an image of a product to the creation through experimentation of materials. I want to challenge myself and create a makeup and body art look incorporating

my unique style of art. I feel this style of makeup stands me out from the crowd as I focus on the textures, I create through examination of my inspiration trying to replicate the feelings you would get when looking at the product, whether this is discomfort, inspiration, or joy. I am determined to produce a high-quality final year look as; I am so passionate meaning I can see the growth I have made knowing the work I have produced has been made with dedication.

The concept of my look is inspired by a sculpture decaying, rotting away to new life growing through in bold washed of colour. This look will be a high fashion, editorial runway look, inspired by Schiaparelli. I have been influenced by the artist Louise Pentz sculptures as she shows the body moulding and decaying into itself, but still creating the silhouette of a woman's body. This artist is inspired by the woman's figure showing the natural shape, emphasising the shape. To do this I will use materials that create a structure of the natural body shape of my model allowing the materials I use to flow and define the physique. For the body art and face makeup I will look into special effects materials utilising my special effects skills and airbrushing. This is a strength within my skill set as throughout the two years of study I have challenge myself to have a versatile skill set, especially within the special effects genre, further adapting my skills to create the texture of skin twisting, getting washed away with washes of colour coming through the face to create an editorial effect as I want to incorporate special effects and editorial skills together.

For the headpiece I am going to create a netting veil going across half of the face then twisting up at the top of the head. The veil is to represent the dying concept of my look through the colours I will show the lifelessness of the leaves, through the textures I will create a crumbling and decaying feeling with netting twisting upwards but in a firm form to show the crunch of the leaves. The outfit I want to create will contrast from the headpiece and makeup as through the outfit I want to show the life starting to grow through the decaying of the body. To do this I will use bright, bold colours such as red as this creates an emotion of love exposing the brightness coming through from the previous decaying of the body. I will use a netting material that will be hugging on the body as Schiaparelli wanted to embrace the women's body through shapes. The netting will flow in different shapes out of the body going up one arm, as material will have been crunched up then stretched out forming a wrinkly texture. This fits the brief very well as Schiaparelli is known for her unique striking Avant grade looks. With picking a makeup design I am confident in, I am hoping it allows for my hair skills and outfit creations to be challenged and expanded on, so I have opted for a slightly more complex head piece and outfit to manufacture.

To gain feedback on my project throughout the creative process I will get feedback from my peers as they will have their own ideas on my concept, allowing me to develop my look further into a more elaborate design. Gaining feedback from my peers is also useful as, they will be looking at the most up to date fashion and trends so if they have seen something similar or been done before I know that my look is not original, or I can take inspiration from where they have seen it and expand the concept into my own style. I will also gain feedback from my tutors and one to one session, as they will provide support and professional opinions on what products to use and what I can research into to get the highest level of understanding to progress my look. I can also, create feedback sheets with a few questions then hand these out on the day of the fashion show then take on the feedback I have received and be able to reflection on what the audience liked to see and what they feel could have been done better, enabling me to improve my future looks.