

TASK

WRITE PARAGRAPH 1 & 2 OF A DESIGN EVALUATION ESSAY ON THE DESIGNER JOHN GALLIANO.

COMMENT ON

- BIOGRAPHY
- TRAINING/EDUCATION
- SOURCES OF INSPIRATION
- NAMES OF SOME COLLECTIONS
- YOUR OPINION OF HIS WORK
- THE MATERIALS THAT HE USES

John Galliano Advanced Higher Essay
Design Analysis







John Galliano is a British designer who has been inspired by a range of themes in order to produce couture and ready to wear collections. John Galliano has produced collections for the renowned fashion label Dior. The designer is widely considered to be one of the most talented fashion designers of all time. In addition to crafting show-stopping haute couture for Dior, Givenchy, and a number of celebrity clients, he is responsible for many a "fashion moment." Galliano brings theatrical elements to the runway. Galliano solidified the idea that a designer's inspiration should be reflected in their fashion shows.

Throughout this essay I will comment on two of his designs in greater depth, considering ergonomics, aesthetic, style, sources of inspiration and target market. I will also explore some aspects of Galliano's life and consider some experiences that may have influenced his collections.

Galliano is the son of a Spanish plumber, at age six moved with his family from Gibraltar to south London, where he was educated. At age 16 he left Wilson's Grammar School for Boys, where he had been an undistinguished student, to study textile design at East London College.

Galliano's historically influenced designs are an adaptation of traditional styles into highly contemporary pieces. His shows are theatrical and his runway shows are often likened to [performance art](#). Thirties-influenced chiffon cut on the bias is among Galliano's signatures, as are imaginative hats. He is known for his end-of-show looks,

where he stuns his audience with eccentric, *avant-garde* appearances in continuance with the show's inspiration.



Photographed by Steven Meisel, *Vogue*, December 2006

Caroline Trentini and Gemma Ward in Christian Dior Haute Couture by John Galliano

In this design by John Galliano the designer shows his classic playful nature. He also showcases his taste for the theatrical, dramatic and colourful. In terms of ergonomics this design exposes the models' shoulders. This draws attention to a feminine and delicate part of the model's silhouette. Additionally, the model's top half appears even

smaller and more delicate in contrast to the large and oversized skirt which emerges outwards in a multi layered ruffles. The silhouette at the front of the model resembles 15th century dresses and French styles. The oversized skirt means that the garment is not practical for day to day wear and could obstruct tasks like sports or physical activity. The ergonomics of this garment are more designed for runway design or a fashion show.

In terms of aesthetic and inspiration it is clear that Galliano has taken inspiration from court jesters and the circus. There also appears to be a regal element in this design. The first notable aspect of this design is that it is clearly colourful and Galliano has not shied away from using contrasting colours and, even clashing colours. The skirt is a bold, lime green colour with a transparent quality like chiffon or organza. The bodice or upper part of the garment encompasses a harlequin chequer pattern. This pattern connotes the circus, jesters or performers. This communicates that the aesthetic is intended to be playful and fun. The chequer pattern is bold, geometric and features diagonal lines and this pattern clashes with the multi layered ruffles of the skirt below. The designer has not been afraid to include contrasting colours and contrasting patterns. The target market for this design is models or fashion lovers who appreciate couture or runway designs. These designs are expensive due to the selection of materials Galliano has selected and the fame of the designer and design label. The target market would have a high disposable income and be passionate about bespoke and unique fashion design. I was personally drawn to this design as I find it extravagant and uncompromising.



Photographed by Steven Meisel, *Vogue*, May 2013

Edie Campbell in a John Galliano spring 2001 newsprint sleeveless jacket and skirt, and Stephen Jones for John Galliano hat

This design ensemble clearly indicates a different source of inspiration and has a more elegant and refined aesthetic. The model appears striking in this collection and the design draws attention to the model's elongated silhouette. The headpiece seems to draw on a range of sources of inspiration, including Victorian and Japanese fans and origami paper forms. The headpiece features newsprint and lace. The right side of the headpiece overlaps in elegant folds that emerge upwards. This adds an element of drama to the look. The central origami form is coquettish and playful and looks like a 1930's fascinator that elegant well dressed women would have worn. The dress is unique and is asymmetrical in style. A central panel drapes down the centre of the model's torso, resembling an elegant scarf flung casually around the model's neck. Other folds of newsprint style fabric flow in soft layers to the left of this central panel. The newspaper print connotes gossip, information or the glamour of the print medium. The skirt panel that connects below has irregular folds in an ivory colour. It is gathered over to the left and a solid panel extends outwards and upwards to the left.

In terms of ergonomics the model's shoulders and arms are exposed, drawing attention to her long limbs. Apart from this the exposure of the body is quite minimal and is modest. The skirt is long and is quite restrictive in some ways as it is quite tight fitting. The restrictive nature of the skirt means that it may not be suitable for day to day wear. The long newsprint panel at the front creates an elegant central line that extends the model's silhouettes. The aesthetic is elegant, feminine and bold. It is also quite unique and unusual. The inspiration is clearly newspapers and the print medium as well as 1930's fashion and style. The design would be best suited to a runway model or someone who loves couture design. The target market for this design would be fashion lovers with a high disposable income who can afford couture design. This design would be a 'one off' for fashion show or runway purposes. In my opinion, this design is intriguing, interesting and elegant. It makes the model appear refined and beautiful.

Overall, Galliano is an interesting designer who pushes the boundaries of design. He is not afraid to challenge cliches of design. He uses a range of fabrics and materials and he creates playful and original collections.