

Jasu Hu

Critical Seminar

MFA Illustration Practice

TUESDAY
APRIL 29th



RETRO EXPLORE

BEFORE
AND DURING THE
GOLDEN AGE OF
FASHION ILLUSTRATION

Introduction



- Anna Wintour once said, “The best cover is always the next one, the one you haven’t seen yet.” But now we couldn’t help to take a look back at the covers 100 years ago of those fashion magazines.
- Different than what we saw today which the magazine cover was invaded by tons of photographs and beautiful models, in the last century, behind the fashion magazine, there are a number of marvelous artists who show the fashion design creativity and inspiration through their own hand drawings. Especially in the time photography technology has not been developed, it's not only a fashion illustrator to show creativity and inspiration, but also a witness, a record and a chronicle of evolving culture and evolving style.

Introduction

- The years during **the early 20th century** were the **golden age of fashion illustrations** which developed the major visual manifestations.
- Because of the continuous **new art style** and **fashion magazine**, many great and talented fashion illustrators start to show their works to public. The main fashion illustrators include **J.C Leyendecker, Erte, Benito, George Lepape, etc.,**.

Introduction

- After the early age of 20th century start with the **WWII**, which blocked the development of fashion illustration. **The whole fashion industry began to shrink** during the year of 1945-1946 because of the disappearance of fashion illustrators. With the development of **photography**, photos and models began to be the mainstream in fashion magazine. The traditional hand-drawn illustrations severely invaded by photography, television and other emerging media, and their status suffered extremely serious threat, once had difficult development.

Introduction

- In the 21st century, people are tired of the blitz of various noisy media, a return to the original appearance of the re-quest of art - fashion illustrator ushered in its second spring.
- In this show, we organized three parts by the order of time. Those stunning and provocative images not only transformed the fashion design but also lead the fashion trends and changes at that time.
- We are not only showing those beautiful illustrations at that time, but also give a sight to see the times before and the reason to build the golden age of fashion illustration. As a human in 21th century, what can we learn from those old masterpieces? How can we apply them into the creations today? That would be the questions we have to think.

Exhibition Section

- Before the century
- The beginning of the 20th century
- The Golden Age

Before the century

- The earliest history of fashion drawing can be traced back to the cave paintings and religious temple murals, relief and sculptures in the period of ancient civilization. Since ancient times, human clothes has been become the important part of human art and social life. In the 17th century, along with the increase of trade between Europe and the world, art painting shows many new development, along with the modern fashion illustration begin to produce.
- In the **late 18th century**, with the development of **textile industry**, many **fashion magazines** has been published. Fashion illustration was in the continuous development. In the **late 19th century**, **the form and technique of illustration became distinctive**, which laid a good foundation for the develepment of fashion illustration in 20th century.



Wenceslaous Hollar
Lady with ruff and muff
Etching on Paper

- In the mid-17th century, **Wenceslaous Hollar**, who was a Bohemian **etcher** works in London, published series of **engravings** depicting the costume of women in England, which became the first modern fashion illustrator. **He published over two thousand drawings, record the culture of costume of women in the 17th century.**
- **His drawings were done in lifestyles.** At that time, there are few resources available for the fashion design. They provide valuable references for the designers when women's magazines and pattern books began to feature fashion drawings and illustrations.
- <http://womenshistory.about.com/od/fashionancmed/ig/Women-s-Fashions-17th-Century/>



Richard Gaywood
Winter 1654
Etching on Paper

- This print, made in 1654, is a copy by the English printmaker **Richard Gaywood** of an etching of 1643 by **Wenceslaus Hollar** (1607-77). It is one of a set of four etchings depicting the Seasons, each with a full-length figure of a woman dressed appropriately for the time of year, set on high ground above a recognisable location.
- The modern fashion illustration begins in the mid-17th century. Artist like Wenceslaous Hollar and Richard Gaywood use etching created many fashion drawings. With the increase of the engraving and etching technique, the form of fashion illustrations start to become delicate.

<http://collections.vam.ac.uk/item/O77526/winter-the-four-seasons-print-gaywood-richard/>



Charles Dana Gibson
The Gibson Girl
Pen and Ink

- Curved hair, relaxed emotion, tall and slender, **the Gibson Girl** is a **feminine ideal of beauty** portrayed by the satirical pen-and-ink illustrator **Charles Dana Gibson** appearing in the 1890s. During the time in the early 20th century, fashion illustrations were very stiffly posed with busy backgrounds and ornate arrangements. Charles Driver's "Gibson Girl" is an **exception**. "Gibson Girl" was the personification of during a 20-year period that spanned the late nineteenth and early twentieth century in the United States and a fashion icon for many young women .

- <http://fashionillustrationtoday.blogspot.com/2011/10/1900-1924.html>
- http://en.wikipedia.org/wiki/Gibson_Girl

The beginning of the 20th century

- In 1905, **Fauvism** painters held the Ormond salon held the exhibition in Paris. In 1907, **Picasso's** painting The Brothel of Avignon (1907) proclaimed the advent of the era of **Cubism**. At the same time, the **German Expressionism, Italian Futurism, Russia Constructivism artists, etc.**, through their work of art and style bring brand-new ideology and concept to this new century.
- 20th century is a brand-new century. There are different in art style with the fashion illustration in 19th century. **In 1912, Lucien Vogel collaborated with the French magazine Vogue, published a book called La Gazette du Bon Ton, which is the earliest modern fashion magazine as we know.**



Paul Poiret
Evening Dress 1911

- **Paul Poiret** was an extremely popular **fashion designer** of the pre-war years. He elevated fashion and art and made them significant during this time. The relationship between fashion art and design has been more enhanced in the beginning of the 20th century.

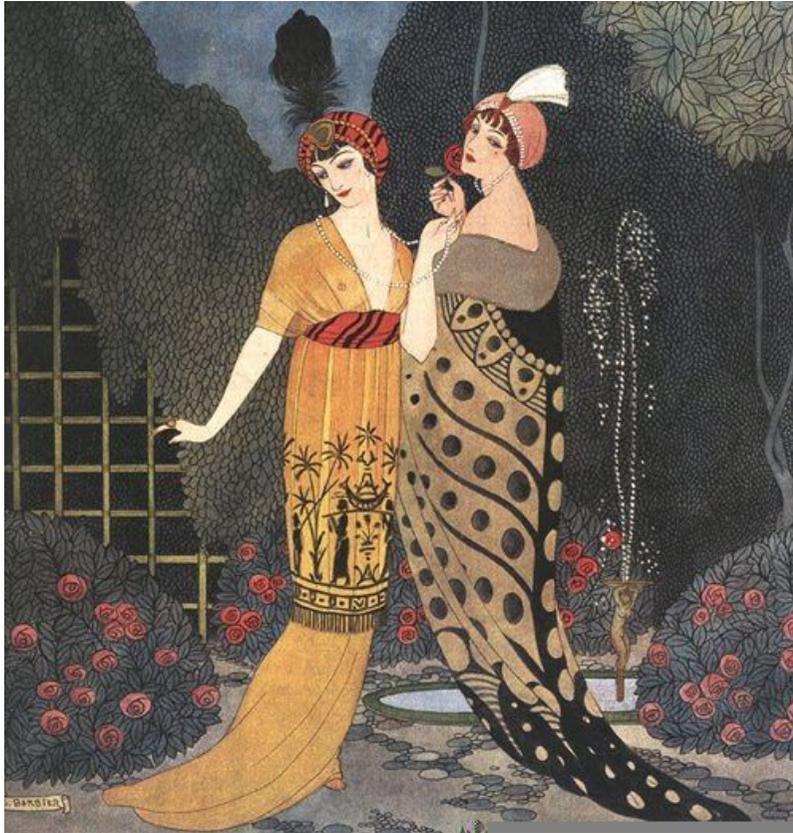


Paul Iribe

Three Parisian Women observing a figure 1908

Illustration for *Les Robes de Paul Poiret*

- Paul Poiret established his own design house in 1903 and brought in many fresh artists into his house seeking new ways to link fashion and art. He hired **Paul Iribe** to illustrate a promotional publication for him called, "**Les Robes de Paul Poiret.**" Iribe illustrated some figures that were half profile or back view, which was new and innovative for the times.
- **Paul Iribe** did series of illustrations for Paul Poiret's publication. The color of these women showed up with the monochromatic background. The dress form strengthened the figure shape, showed a Greek style of classic beauty.



Paul Iribe

Unknown 1908

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Georges Lepape

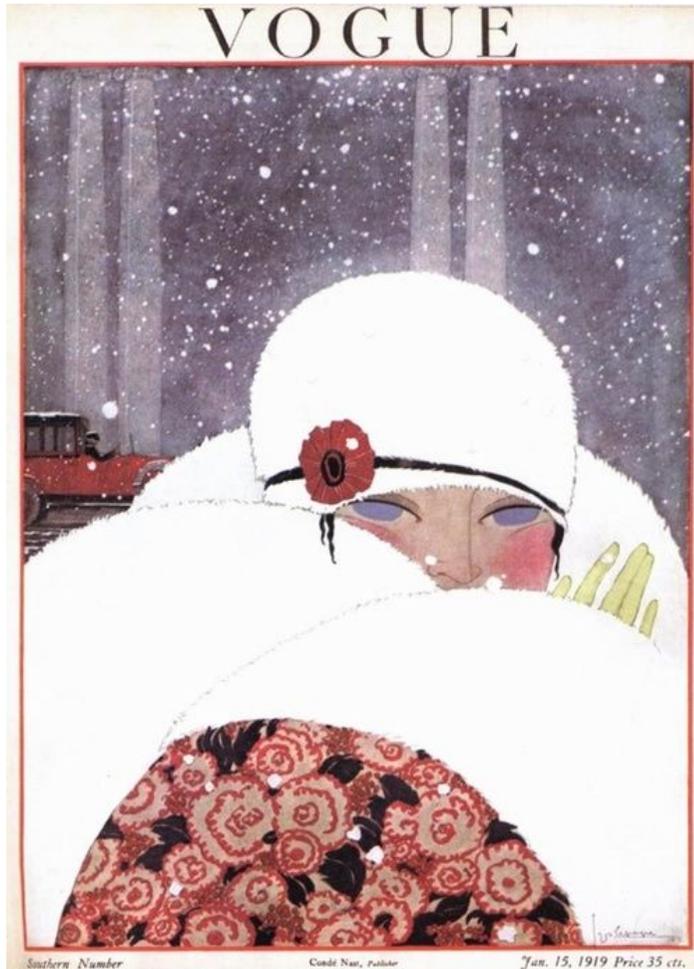
Fashion Plate 1911

Illustration for *Les Robes de Paul Poiret*

Collotype, letterpress, line block and stencil

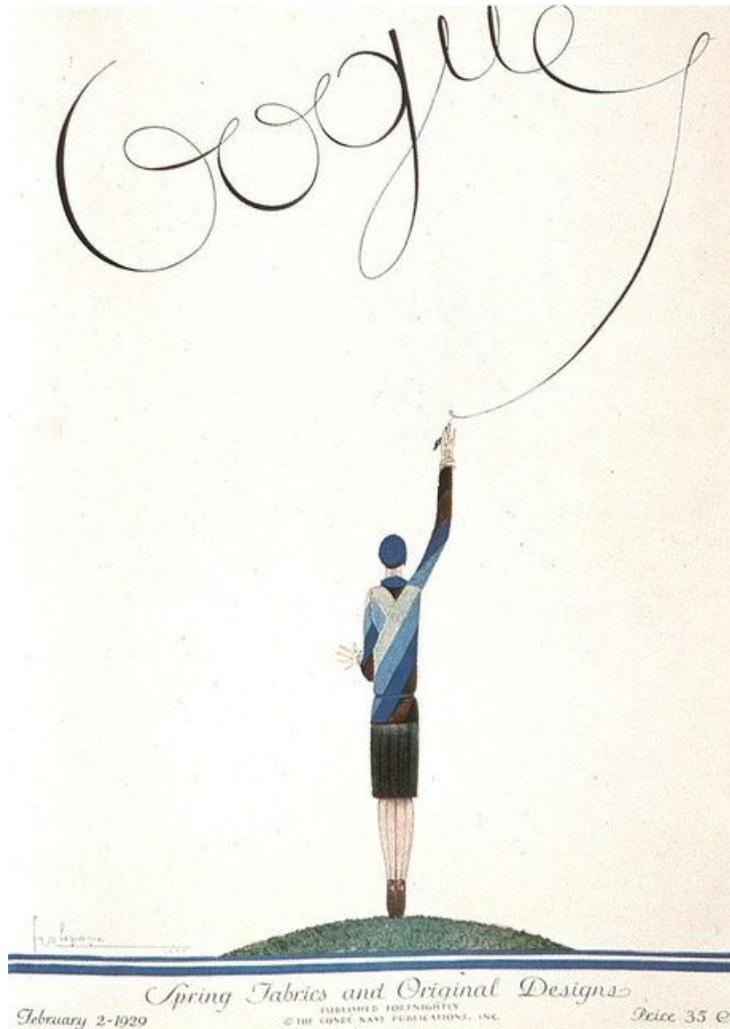
- In 1911, **Paul Poiret** commissioned **Georges Lepape** to illustrate his second publication, "**Les Choses de Paul Iribe.**"
- These illustrations were printed on high quality paper and used the "**pochoir**" method for printing. The process is Japanese-based and refers to the technique that requires creating a stencil for each layer of color; sometimes 30 stages were needed to achieve the freshness of the original illustration.

- <http://collections.vam.ac.uk/item/O175863/fashion-plate-lepape-georges/>
- <http://www.art-deco-prints-and-posters.com/lepape.asp>
- <http://fashionillustrationtoday.blogspot.com/2011/10/1900-1924.html>



Georges Lepape
Unknown 1919
Vogue U.S cover

- **Georges Lepape** did more than 100 illustrations for *Vogue* over the course of his life. He studied at the Ecole des Arts Décoratifs, Paris, and the ateliers of Humbert and Cormon.
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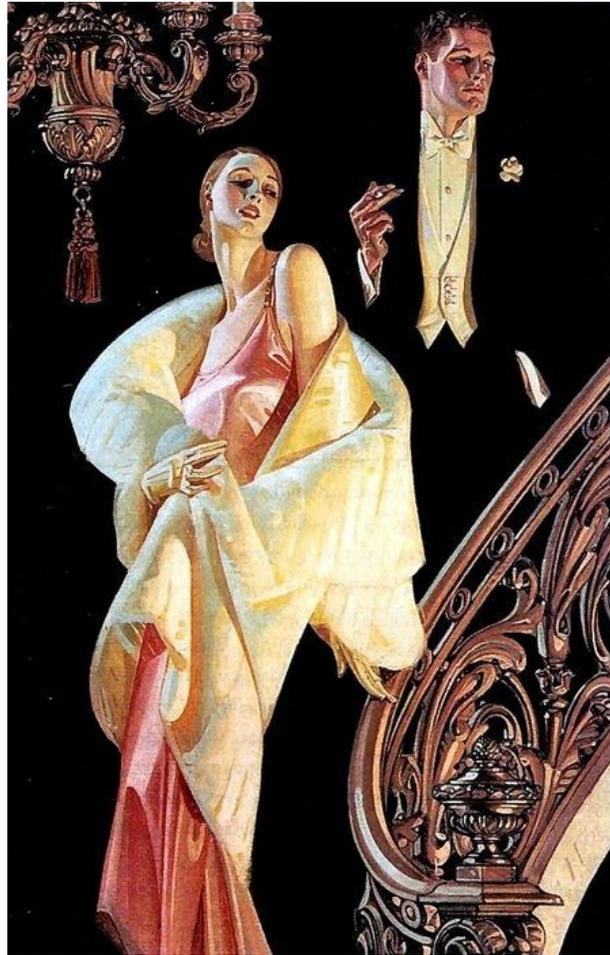


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The Golden Age

- During the year of **1920-1930s**, is the heyday of fashion illustration. Because of the **continuous new art style** and **fashion magazine**, many great and talented fashion illustrators start to show their works to public. The main fashion illustrators include **J.C Leyendecker**, **Pierre Brissand**, **Erte**, **Benito**, **Marty**, **Lepape**, **Eric** and **Wilau Mez**, etc,.



J.C Leyendecker
Dinner Reservation, Apr.12, 1930
Kuppenheimer Clothing Ad, Saturday Evening
Post
Oil

- The Arrow Collar poster that J.C Leyendecker created in 1920s shows the stiff tie and starched shirts were the mainstream of man's fashion.
- Joseph Christian Leyendecker (March 23, 1874 – July 25, 1951) was one of the preeminent American illustrators of the early 20th century. He is best known for his poster, book and advertising illustrations, the trade character known as The Arrow Collar Man, and his numerous covers for The Saturday Evening Post. Between 1896 and 1950, Leyendecker painted more than 400 magazine covers.
- http://en.wikipedia.org/wiki/J._C._Leyendecker



J.C Leyendecker

Unknown, Apr.12, 1930

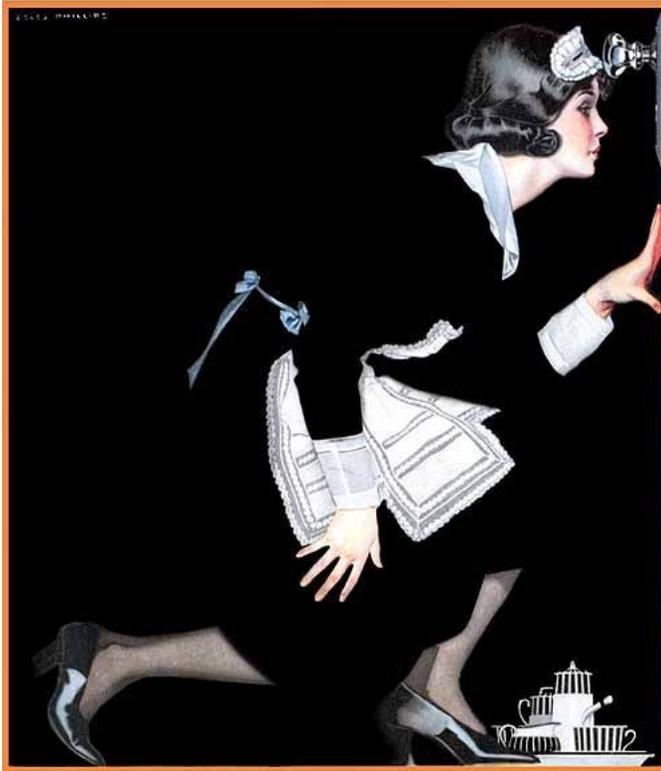
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- http://en.wikipedia.org/wiki/J._C._Leyendecker

APRIL 7, 1921
VOL. 77

Life

PRICE 15 CENTS
NO. 2005



In a Position to Know

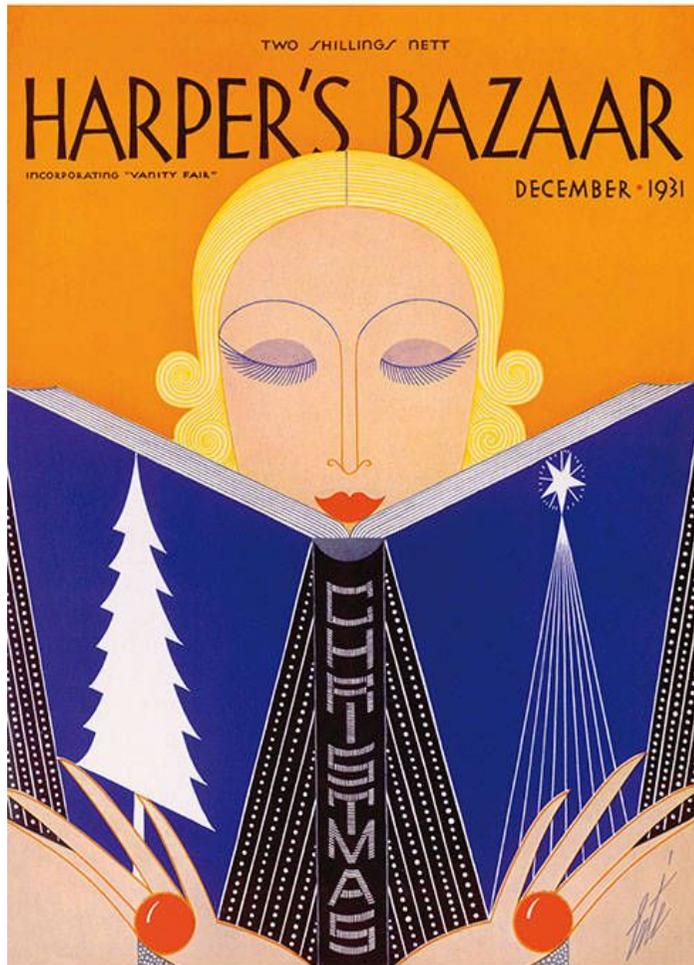
Coles Phillips
"In A Position To Know" Fadeaway Girl,
April 7, 1921
Life Magazine cover
Oil

- **Clarence Coles Phillips** (October 1880 – June 13, 1927) was an American artist and illustrator. He is known for his stylish images of women and a signature **use of negative space** in the paintings he created for advertisements and the covers of popular magazines.
- He created these images called **fade-away girls** where the background and clothing fade into each other.
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Coles Phillips
Unknow, 1919
Advertisement for Luxite Hosiery
Oil

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- The embroidered shawls with eastern style is popular to European and American ladies at that time.
- http://en.wikipedia.org/wiki/Coles_Phillips



Erte
Unknown, Dec, 1931
Painting for Harper's Bazaar cover
Gouaches on Paper

- For urban men and women, Christmas is an important day in a year. As a fashion magazine emphasize on the city life, the Christmas special cover of Harper's Bazaar is vivid and seasonal. Erte drew the Christmas cover in 1931-1933. In this cover, the color is high contrast but not conflict. The shape of character and books are very harmonious, with a vivid graphic sense.
- **Erte's** works is influenced by the "Art Deco" style in the 20th century. Those well-dressed men and women he drew, have a blend of bold and rich imagination and fascinating amorous feelings. In 1915 to 1937, Erte drew more than 200 covers for Harper's Bazaar, as well as the Cosmopolitan and Vogue magazine.



Eduardo Garcia Benito
Unknown, Mar, 1927
Illustration for Vanity Fair
Gouaches on Paper

- **Eduardo Garcia Benito** (1891 - 1981), a master of illustration during the Art Deco period, went to Paris at the age of 19, where he established himself as a fashion artist.
- His style is reminiscent of the Cubist paintings of Picasso & the sculptures of Brancusi & Modigliani.
- Benito's signature style – what Condé Nast referred to as the “**Big Head**” – captures the **look & spirit of art deco**. Art movements of the day such as **Cubism & Constructivism** inspired his iconic & stylized geometric forms.

Conclusion

- The fashion illustrators mostly based on the culture at that time. With the combination of artistic quality and popularity, the way of lifestyle that those artists present shows the dream of citizens. That's the reason fashion illustrations can be loved and appreciated by publics.
- In the contemporary world, fashion illustration still exist but not too much has been published in fashion magazine. Lifestyle illustration is still be loved by people. A fashion illustrator should think about their culture background and environment, use their artistic voice to make the world better.



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thank you!