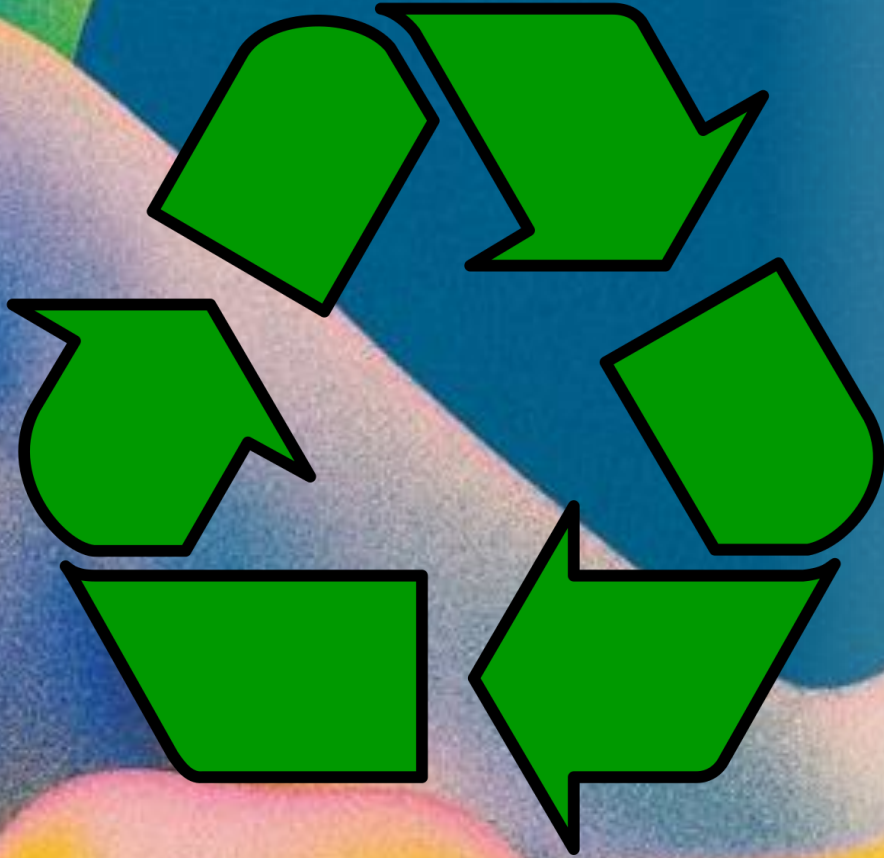




“Disassemble/Reassemble”
(Millinery)

Evan Howell (2211)



What is sustainability?

Sustainability centres around the concept of meeting the demands of our current generation without compromising the needs of future generations to come. As we aim to tackle climate change in today's modern world, the sustainable approach to living is constantly on our minds.

From paper straws to electric cars to charity shopping, sustainability is becoming more and more prevalent in our lives as we finally wake up to realise the damage being caused to our planet.

With a new, ambitious generation eager to protect their futures comes an even greater influx of new, ambitious designers who have the willing ability to create art and clothing with the initiative of protecting our planet being at the forefront.

“Bogman Beanie”



Bogman Beanie is a sustainable knitwear brand based in Donegal. The company designs beautifully handmade woollen garments and hats composed of 100% Donegal Tweed Yarn. All materials used through out their brand are raw, natural and traceable.





“Imara”

Founded in 2019, Imara is a sustainable Irish fashion brand which aims to create unisex/multifunctional articles of clothing from locally sourced materials. With a deep rooted commitment to reducing the carbon footprint, Amy (the founder of the company) plants a tree in her family farm for every garment purchased.

“Style Ignite Studio”



Style Ignite Studio is an example of another sustainable Irish knitwear brand. The company strives to produce comfortable and stylish knitwear pieces made from sustained sourced materials at an affordable price. The motto of their brand encourages us to step back from the hustle and bustle of modern life in order to appreciate the small yet exceptionally beautiful things our natural world has to offer. All garments made by the company are made from GOTS certified organic cotton which aims to support local organic cotton farmers, and €1 from every purchase made is donated to Friends of the Earth Ireland.



“Rue Studio”

Rue Studio, a sustainable Irish clothing brand, promotes itself and its products to provide versatility and longevity for people's wardrobes. It is with this concept that consumers of the Rue Studio brand are encouraged to style their items with other garments in many different ways over and over again, thus reducing waste. The versatility of their garments includes features such as 2 in 1 sweatshirts and longer garments to suit multiple functions.



Hope Macauley

Hope Macauley is a sustainable Irish knitwear brand that has now gone on to take the world by storm. Known for her vivid chunky knit pieces, Hope Macauley rose massively in popularity during the pandemic with many well known influencers wearing/promoting her garments. It was the piercingly bright colours and wacky textures that provided people with joy during the times of lockdowns and restrictions. All of Hope Macauley's pieces are made from RWS certified Marino wool in Donegal along with biodegradable nylon. Her company also only consists of an impressive 15 knitters who create all of the garments by hand meaning no electricity or fossil fuels are used up in production.

The Penneys logo is displayed in a white rectangular box. It consists of the word "PENNEYS" in a light blue, uppercase, sans-serif font. The background of the slide features a colorful, abstract pattern of overlapping circles in shades of blue, green, yellow, and pink.The Vintage logo is displayed in a white rectangular box. It features the word "Vintage" in a brown, cursive script font. The background of the slide features a colorful, abstract pattern of overlapping circles in shades of blue, green, yellow, and pink.

Fast Fashion and Slow Fashion; What's the difference?

With fast fashion, large volumes of garments are produced at a rapid rate thus being of a lower quality. These garments are made extremely quickly in order to keep up with the trends seen on runways. In today's modern world, consumers want things fast. They don't care to look beyond how their spontaneous purchases lead to tonnes upon tonnes of fast fashion ending up in landfills.

Slow fashion on the other hand goes against everything fast fashion stands for. Slow fashion uses sustainable materials to create high quality garments and carries out production ethically. This means hand sewing/hand knitting to cut down on electricity usage. Simultaneously, preventing excess clothing waste otherwise destined for landfill is always taken into consideration by slow fashion brands. Perhaps at the root of it all, before any environmental impact, slow fashion accounts for where their garments come from and does not exploit the people working for them.

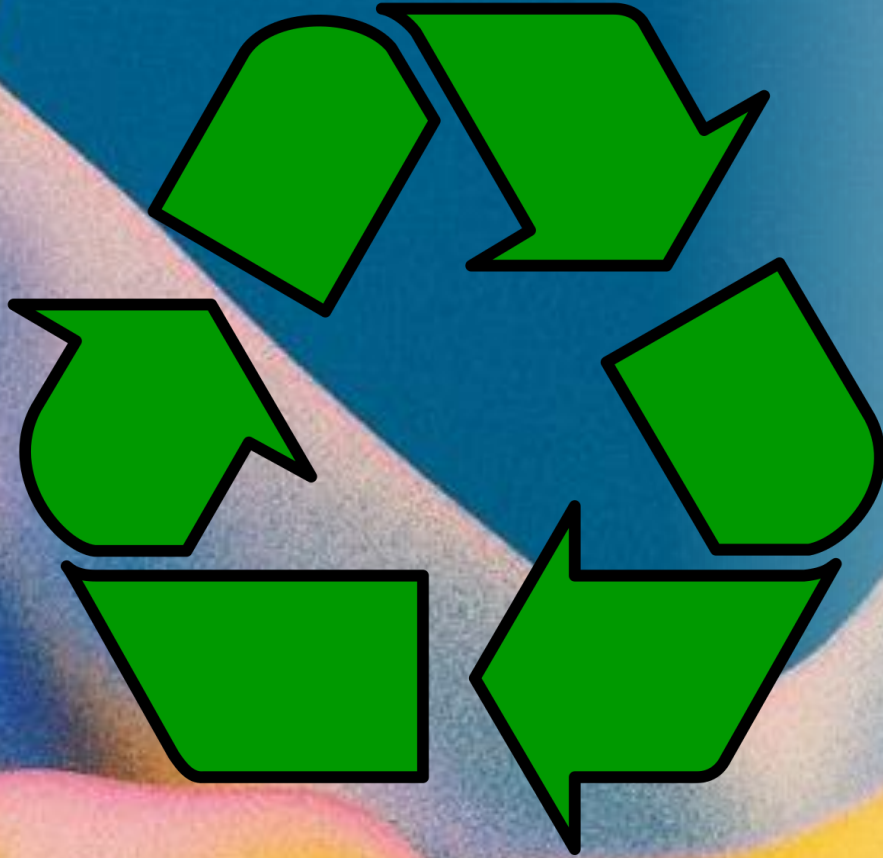
Sustainable Fashion Movements

As a result of global warming, the trends we see on runways, in shops and in the media itself have all responded accordingly in order to curb change. Perhaps the biggest change we've seen (particularly since the pandemic started) is young people buying clothes from second hand shops. This is due to the surge in popularity of past eras of fashion resurfacing into today's modern era. We've seen this with the mass popularity of Netflix's "Stranger Things" promoting the 80s and Y2K icons Paris Hilton and Lindsay Lohan reclaiming their past for themselves and others to gush about in nostalgia. This longing for the past has also motivated people to strip things back to old fashioned ways and learn how to make clothes.

Perhaps a more controversial take on sustainable fashion movements would be Kim Kardashian wearing Marilyn Monroes infamous nude Swarovski studded evening gown worn at John F Kennedy's birthday for the 2022 Met Gala. While the concept of her wearing the exact dress worn by Marilyn is wrong on so many levels, it is in a round about way setting a great example of how sustainability can be achieved in high fashion.

Other examples of sustainable fashion movements include Penneys' introduction of a clothing line made from sustainable materials along with the popularity of renting out debs suits and dresses amongst young people.





How can you be more sustainable in your own life?

In terms of becoming more sustainable and taking action against climate change, it's the small things that end up making the biggest differences. Such aspects include:

- Buying from charity shops as opposed to fast fashion retailers.
- Cutting down on methane intake by going vegan or vegetarian.
- When shopping, bring a reusable bag to carry items such as a tote bag.
- Walk or cycle to destinations where possible (or carpool).
- Mend clothes where possible and don't throw them away.
- Turn off electrical devices when not in use.

What is Millinery?



Millinery is the practice of designing and making headpieces (traditionally for women). Originally the term "milener" was used to refer to some from Milan in Italy in the early 16th century. This stemmed from the many talented Milanese merchants who sold various beautifully made hats, bonnets, gloves and jewellery etc.



Gimbel Adaptations of Paris Hats

Visiting Americans are carefully considered when the great Paris houses bring out their new styles, and their taste helps to accept or reject them. Then further, clever Gimbel milliners who know their patrons' needs, add a touch here or there to make the styles more becoming.

No. 7100. Woman's Rich and Elegant Bonnet. Glossy, black Neapolitan plateau prettily draped over a well-fitting frame; beautiful Tuscan braid in a rich cerise around the brim; two pretty and good-quality black ostrich tips at left side, with black satin ties. A bonnet in good taste, giving elegance and distinction to the most modest costume. **\$5.00.**



**7101
\$5.00**

No. 7101. Woman's Charming Hat. A graceful shape, with delightfully chic lines. Glossy and durable horse hair hat with full wreath composed of gorgeous roses resting against a mass of dark foliage, trimmed high at side. Roses can be had in gold, pink, old rose, white, tea or Jac. Like all Gimbel hats it is carefully made of fine materials, the colors chosen with discriminating care, and the value most unusual. **\$5.00.**



**7104
\$7.50**

No. 7102. Woman's Smart, Becoming Hat. A favorite, semi-tailored style becoming to almost any type of face. Fancy Italian Jap braid in natural only, a favorite for its richness and durability. Trimmed with graceful wisteria in pink and white around crown, the blooms arranged high at side to follow the outline of the brim. Rich black velvet bow in front. **\$6.50.**



**7102
\$6.50**

No. 7103. Woman's Beautiful New Hat. A charming summer model, top head in black, natural, burnt, navy or gold colors; trimmed with black satin ribbon around crown and smart bow at side back. An airy, feathery effect is produced by three full bunches of beautiful grass. **\$4.25.**



**7103
\$4.25**

No. 7104. Woman's Graceful and Pretty Hat. A carefully made shape of pretty Java braid in black, with beautiful black velvet facing, and slightly rolled all around. Trimmed with a charming full wreath of lilacs with crisp, pretty foliage; beautiful, large ribbon velvet bow at left side back. Lilacs may be had in white or natural. Models show much refinement and elegance, while the high-grade materials make it a matchless value. **\$7.50.** Can be made in various colors. **\$7.50.**



**7105
\$5.00**

No. 7105. Woman's Fancy String Bonnet. A model for elderly women. Carefully hand-made of glossy, black horse hair braid, modishly draped; trimmed with fancy bands of jet in front, giving a chic, French touch. A bunch rosette of black satin ribbon at left side and streamers to match. Correctly shaped to fit well on head. All black. Very special value. **\$5.00.**

New York

GIMBEL BROTHERS

Philadelphia

The History of Millinery

As stated previously the word "millinery" stemmed from the talented hat makers in Milan who made their pieces out of some of the finest materials. Before the mass production of materials we have today, many milliners would have gathered their materials from the environment around them such as natural wool, cotton, flowers and reeds. Much like the influence social media stars have on us today, various styles of hats became popular in certain time periods thanks to prominent individuals such as kings and queens. We've seen this with the likes of Theodore Roosevelt's popularisation of the of the large felt cock feather hat in his time period. Another example would include the birth of the top hat in France in the 1700s. Nowadays the top hat has evolved to adapt to modern day fashion trends such as the bucket hat. With more inclusivity and creativity, millinery has become an amazing outlet for self expression through clothing for all.



Different Types of Milliners: Traditional/Non Traditional

In terms of traditional milliners it is perhaps our very own Philip Tracey that takes the cake as being one of the most talented milliners of our time. His designs seem to balance extravagance with simplistic elegance as he utilises traditional shapes and silhouettes within his pieces.

Another example of a traditional milliner would be Stephen Jones OBE. Based in London, Stephen Jones OBE much like Philip Tracey takes hold of traditional shapes/silhouettes and execute them flawlessly. To quote Christian Dior, Stephen Jones OBE stated that he "did not see the hat as separate- it was part and parcel of an outfit."

As we begin to look into the future however, many different types of contemporary milliners have paved the way for a new and exciting landscape for us all to enjoy. We see this in some of Benny Andallo's work. Known as the "silly crown designer", the Filipino-British milliner creates outlandishly garish hats with a great use of lively colour and texture through out.

Perhaps another exciting glimpse into the future can be found with London based milliner Maryam Keyhan. With regards to inspiration, Maryam Keyhan states that she "likes to think of grown ups playing dress up with her hats in the same way that a child would". It is with this concept in mind that we can begin to understand the playful subject matter along with delightful shapes/textures that really showcase a bright and exciting future for us all.



Millinery Techniques/Practices



To fully master the art of millinery, there are countless techniques one must understand and learn in order to bring their vision to life. Perhaps a skill in itself would be to have a creative mindset in order to give your vision a voice. Once this voice is found, it can then be heard through various millinery techniques. For example, milliners will have to learn how to line a hat to ensure their presentation is pristine. Steaming heat pieces also allows milliners to finish off and shape their pieces into obscure silhouettes. Other materials used for shaping include worbla and thermoplastics. Be it with safety pins, a hair clip, a head band or a ribbon tie, perhaps the most fundamentally important skill in millinery is finding a way to keep the piece you have created on your head. Along with this, many milliners will test out hand dying in order to add vibrancy to their pieces. Over the years every millinery has tried and tested so many of the techniques I have mentioned above, however it was how they used them to create their own unique vision that made them stand out from the rest.

What Inspired Me The Most?



When it came to coming up with ideas for my millinery assignment, I had so many ideas running through my head and the one milliner that seemed to articulate those thoughts best was Benny Andallo. For my portfolio I chose the theme “displaced” which essentially meant combining things that don’t necessarily go together and making them work in some way. This is exactly what Benny Andallo’s work represents. His use of bright colours textures and patterns all combined together can appear quite unsettling to the eye, but when you begin to look closer beneath all the eccentrics, we can see a collection of beautifully made hats, guaranteed to flatter anyone with a bright and beaming personality.



Finished Piece Made From
An Old Knitted Jumper