

Dressed to Kill

Clothes psychology www.SixWise.com
Semiotics of fashion → a sign is anything that shows meaning
↳ studying the signs clothes, gestures, body language, etc

1st Feb
"Naked people have little influence on society"

Clothes have function

- disguise → conceals identity and plays with personality
- social status → clothing can indicate which part of social order
- subverting → like wearing a school uniform wrongly
- symbolic encoding → unity and coherence loaded with symbolic meaning

Masaccio 1427
Expulsion of Adam and Eve from garden of eden
↓
using 'clothes' to cover up
school, job, religion, age, military etc

- personal expression
 - ↳ identity and engagement
 - ↳ expressive qualities
 - ↳ relationships with other bodies
 - ↳ dressing as pleasure - transformation (enjoying buying clothes as an anticipation of pleasure)

Black Neutral but timeless
Kuro in Japan = authority
mourning → nothingness into which the body has passed
night and occult
rochers, goths etc
Black bad? → babies, brides, etc
Johnny Cash - the man in black
Lost in translation 2003

- Expressing Allegiance
 - ↳ eg subcultures - rock - sport - goth - dress codes
 - eg: teddyboys, mods, rockabilly - e-girl - gamer - politics

- cultural markers
 - ↳ context of fashionable trends
 - ↳ consumer culture
 - ↳ contemporary culture

Pink cat woman → shame meadows
'This is England'

corporations artistic movements global stories

Subcultures can grow from small niche places into huge global statements.
(eg: Joe Biden + Canon)

Decades of fashion are easily recognisable because of cultural markers.

↳ these markers can be taken out of context in a new era.
↳ eg: old school band merch in HBM in 2020s

Cycle of Jeans

1870s - 1930s
Functional garments for heavy duty work
American rural working class

↓
1940s + reinvented as a fashion icon
myth of the wild west
"The all American blue jean"

Jeans

Why are they so popular even across gender and class?

What do we associate denim jeans with?

- ↳ skater culture
- ↳ counter culture
- ↳ Russia banning them
- ↳ versatile equaliser
- ↳ working class
- ↳ moving into luxury

"I mine for 19th Century Jeans" Guardian weekend article

1950s - 1970s
adopted by youth subcultures
intertextually and pop cultures
anti fashion and authentic liberal lifestyle + counter culture
unisex

↓
1980s + jeans become a mark of status
Stressing brand identity over function
hiding the industrial process by outsourcing
(Naomi Klein) Lifestyle accessory

Sensory experience of Jeans

- Haptic → tactile
- Practical → mid less TLC
- Security → lack of judgement, everyone wears jeans
- Personal Narrative → they wear in to you, physically + emotionally
- Key Quality → strength and vulnerability

Clothes are never neutral

A pair of jeans is never just a pair of jeans

Blog Task

- Set up a blog + write 250-300 words on a piece of clothing from my wardrobe
- Upload notes from lecture.