

Fashion and Design

Student's Name

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Fashion has got some parts which undergoes for its impact to be felt by people. The following are the five parts to which a design undergoes for any wear to be recognized for its uniqueness. There is an introduction part and this is where the innovator designs a fashion and takes it to retailers. From that part the leaders of the fashion start to purchase them in their better departments from their traditional retailers. Then it is followed by acceleration part in which the fashion has already spread and now the so called followers of the design start to purchase them at a relatively cheaper price. At this part there is high demand as everyone is striving to have the wear. The other part is mass acceptance, late adopters purchases fashion from mass merchants at lower prices. The last part is decline and obsolescence, fashion followers purchase from the people who offer discounts. At this point only a few items are bought. The design fades away until a point where it is no longer valuable neither is it bought from any of the boutique.

Hedi Slimane was a man's designer and a photographer. From his own made clothes he emerged to be the best designer for men's clothes. The reason that made her design more unique it's because he used black and white as the main colour in his design. This was when he initiated the black tie for autumn in the year 2000-2001. the uniqueness in his fashion was that, it was unisex. It was worn by both men and women.

One of the most reason men everything was rendered in black and white that is from the suiting all the way to a new era shades. Exemptions were a skinny yellow tie a red, blue a leopard print coat and a sequinned bomber which men's do like most. Another unique design that inspired men was the silhouette during his tenure which was an impactful innovation in menswear.

Establishment of an authenticity in blog will require truth and quality product especially when it comes to fashion. Display of the fashion wear should be good-looking and also giving out the direction where one can get the product. A good description of the fabric used to make the wear will be an added advantage because this will help potential customer to choose from the variety that he/she likes most. Giving a good description of a certain product with a clear publications of the photographs of the wear.

The reason as to why they should adhere with the above argument is that from the blog that I read it had an issue to do with type of the fabric used. Blogger most of the time they don't give a reasonable description of the material used to make such wear. The other

problem is giving wrong information without displaying a good photograph of the wear. This denies the potential customers the opportunity to verify the kind colour that is pleasing.

Reference

Rees-Roberts, N. (2013). Boys keep swinging: The fashion iconography of Hedi Slimane. *Fashion Theory*, 17(1), 7-26.

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