## JCCC 2019

## FASHION SHOW

MEIDA KIT

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#### THE LITTLE BLACK DRESS

# HISTORICAL COLLECTION SCENE

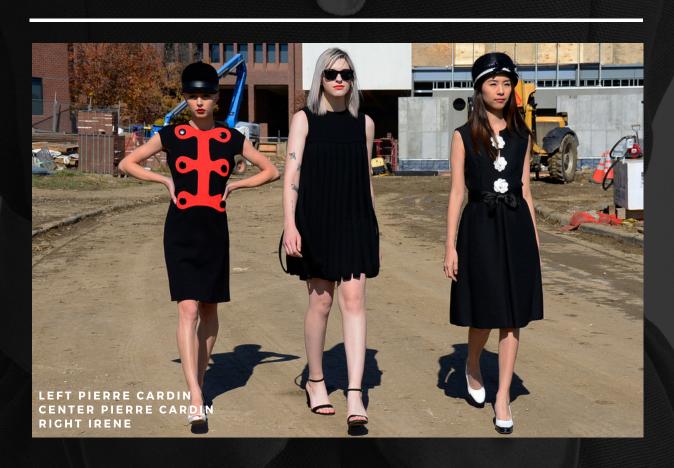
Coco Chanel is often credited with making the little black dress an ever-present style in women's wardrobes. Chanel was in tune with the times; and in the times of the great depression, functionality was the key. The LBD, or little black dress, is the most talked about dress in history and a statement piece that is accessible to women of all socioeconomic backgrounds.

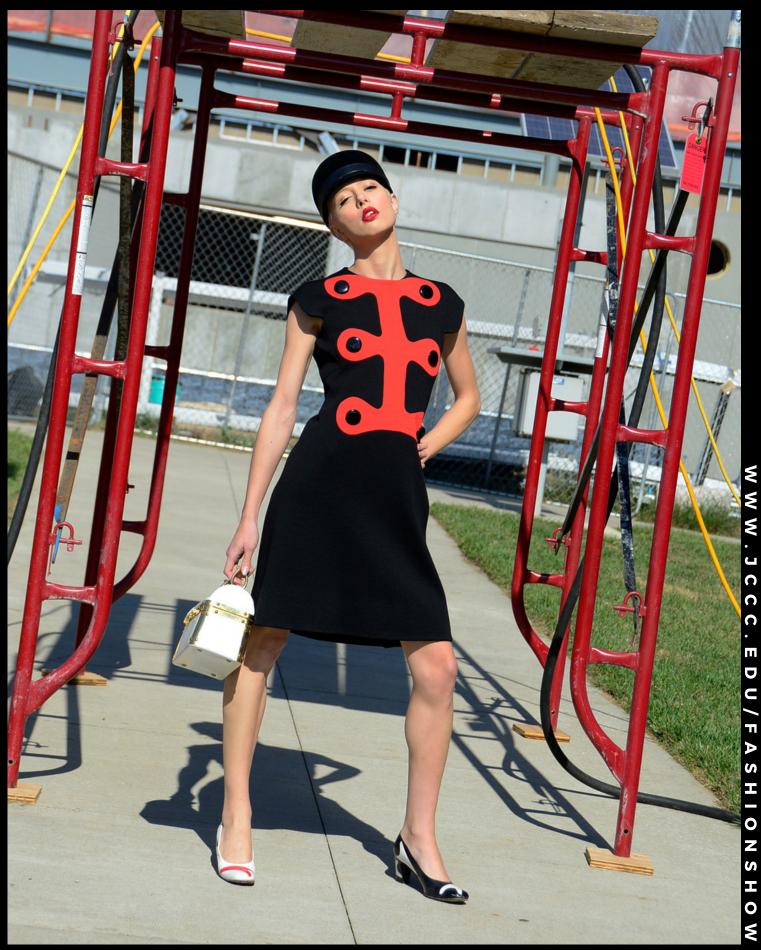
Of course other designers recognized the importance of the garment and used the LBD to carve their own niche. In the 1950s and 1960s designers made it elegant, mod, simple and in some cases extreme. In the 1970s and 1980s incarnations were slinky then structured with accentuated shoulders and volume. In the upcoming JCCC Spring Fashion Show a scene will be dedicated to Chanel's vision of the little black dress.

The Fashion Show will showcase the evolution of the LBD from famous designers such as Pierre Cardin, Yves Saint Laurent, James Galanos, Norman Norell, Pauline Trigere, and Chanel. Chanel understood that fashion is art and commerce; the location of the fashion shoot highlights this understanding. The construction site of JCCCs new art department building and the Nerman Contemporary Museum as a backdrop, references that evolution of fashion, architecture and expansion.



### THE LITTLE BLACK DRESS













PIERRE CARDIN







"I IMPOSED BLACK; IT'S
STILL GOING STRONG
TODAY, FOR BLACK WIPES
OUT EVERYTHING ELSE
AROUND." - CHANEL



# "ONE IS NEVER OVER-DRESSED OR UNDERDRESSED WITH A LITTLE BLACK DRESS."

— KARL LAGERFELD



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