

IAIACHRISTIANE

**COLLECTION
SPRING SUMMER 2022**

Ghost of the Roaring 20s

ABOUT THE COLLECTION

This new collection echoes an [article in Bloomberg](#), which refers to studies by researchers who have drawn parallels between our post-pandemic 2020s and the 1920s.

This article led me to delve into the abundant history of this period and its incredible profusion of art (literature, cinema, dance, popular culture, music, radio, painting, etc.), sports (the diffusion and promotion of sports), politics, economics and society.

«Consumerism and mass culture began to take shape. It is the decade of Art Deco and jazz, of Coco Chanel and Walt Disney, of Gatsby the Magnificent and the Harlem Renaissance. It was «the first truly modern decade,» comments Gene Smiley, a former economic historian at Marquette University [Wisconsin State].»

The Roaring Twenties were also a great period of women's liberation with the image of the emancipated woman, the Garçonne, the premises of feminism. And of course on the fashion front the success of Coco Chanel.

«Coco Chanel was one of the first to launch the fashion of short hair, and resolutely opposed to the sophistication advocated by Paul Poiret (who accused Chanel of transforming women into «little undernourished telegraphers»). According to the mini-series Coco Chanel, she retorted by saying that she did not want women who looked like «slaves escaped from their harem», referring to the orientalist fashion of the time. Chanel favored a very studied simplicity, practical outfits, such as pajamas, to be worn on the beach as well as in the evening; the first pants, the short pleated skirt, the suit decorated with pockets. A fashion inspired by the sportswear of seaside locations (golf, tennis, beach, boating). It offers cardigans in jersey knit on short skirts, all topped with a cloche hat. Similarly, the low-waisted evening dresses stopping above the knee, which can be associated with the Charleston dances popular between 1925 and 1935.» - Wikipédia





















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CREDITS

Photography : Kaska Jankiewicz

Hair & Make up : Memo Schmage

Model : Clara Markfort (169cm) represented by Tfmberlin

Location : Element Neukölln