

MAD
magazine
2 multimedia·art·design



SURREALISM IN FASHION



Kontakt:

Rr: "Bylis" Nr. 12, Autostrada Tirane - Durres,
Km.5, Kashar.
Kodi Postar 1051, KP 2995, Tirana Albania
Tel: +355.(0)4.24074 - 20/21,
Fax: +355.(0)4.2407422,
Cel: +355.(0)69.20 - 34126 / 81881,
E-mail: madmagazine@universitetipolis.edu.al
Web: www.universitetipolis.edu.al
Issuu: www.issuu.com/madmagazineonline
Vimeo: www.vimeo.com/madcenteronline

Photography on this issue by Eranda Janku

Illustrations on the cover and on the right by Kerti Pahk (<http://kertiil.blogspot.com>)



Instituti Kërkimor Shkencor IKSH_POLIS
Njësia e botimeve POLIS_press

Botues: Besnik Aliaj, Sotir Dhamo,
Dritan Shutina

Drejtor: Besnik Aliaj
Kryeredaktor: Sotir Dhamo

Këshilltarë: Gëzim Qëndro
Elvan Dajko

Këshilli Redaksional: Alket Frashëri (Tiranë)
Agron Mesi (Tiranë)
Eno Barjami (Tiranë)
Romeo Kodra (Tiranë)
Sonia Jojic (USA)
Eranda Janku (Tiranë)
Saimir Kristo (Tiranë)

Redaktor Letrar: Kleitia Vaso

**Art Design/
Layout:** Eranda Janku

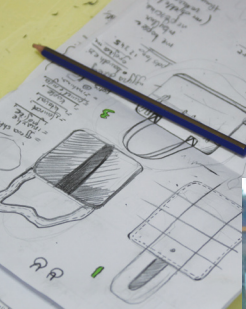
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MAD Magazine, 2nd issue

After the No.9 issue of Forum A+P Journal, which was devoted totally to the field of design, here comes the second issue of MAD Magazine series, which is a production of MAD (Multimedia Art Design) Center & Gallery at POLIS University, International School of Architecture and Urban Development Policies. As you have already seen the first one was covering the subject of "photography", while the second one covers "fashion". This is another example of POLIS University's toward the scientific establishment of the profession of "Applied Art & Design" in Albania and wider in the region. MAD Magazine is a printed and online medium with international ISSN standards.

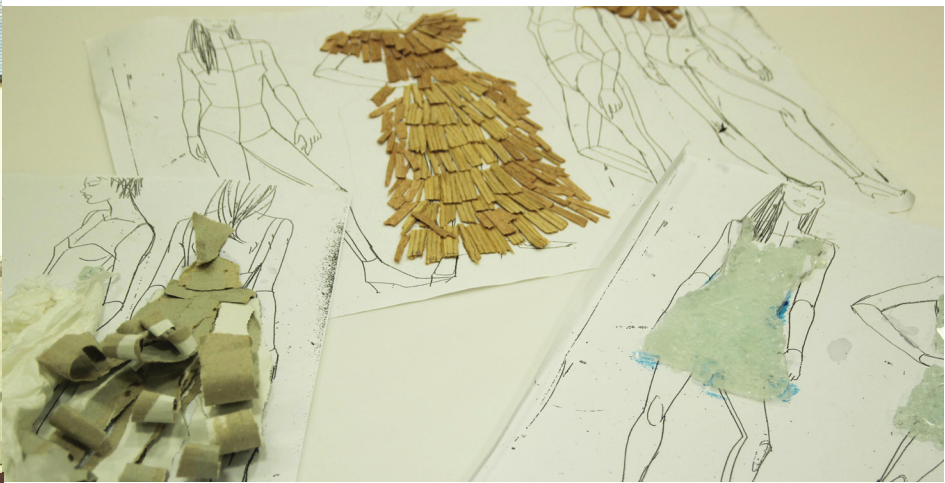
Besnik Aliaj



**SURREALISM
IN FASHION**



EVERYTHING IS NEUTRAL !



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TAW

Tirana Architecture Week

www.tiranaarchitectureweek.com

The aim of Tirana Architecture Week is to promote international knowledge exchange among professionals and enhance public interest in architecture, art and design, as disciplines deeply concerned with the contemporary city development.

Balkan cities have passed through radical social and economic changes, resulting in a diverse and often uncontrollable development. With great respect to their history, and also recognizing needs for future development, TAW aims to provide a platform, where several local and international participants can disclose useful and vanguard know-how, while the Balkan`s experience can radiate a unique and inspiring food for thought.

Tirana Architecture Week is comprised of various Workshops and also Architectural, Art & Design and Public Events.

TDW

Tirana Design Week

Tirana Design Week, the first event dedicated entirely to design in Albania, is created in order to tackle the manifestations of creativity with a specific focus on the contemporary context. During the last 5 years, some very interesting phenomena are emerging in the artistic debate. The global financial crisis and the geopolitical situation created a prolific ground for nationalistic rhetoric and totalitarian visions in Europe. The creative industry and especially design can not remain indifferent to changes in the general mindset, where the richness and diversity of the contemporary society is continually being questioned. Tirana Design Week intends to investigate the latest expressions of design with the aim to explore new conceptual and practical tools for the coming generation of designers in the region. TDW 2012 came as part of the TAW 2012 through a series of workshops and events, among which was also the "Surrealism in Fashion" workshop.

Another view on FASHION

Besnik Aliaj

MAD Magazine 2 focuses on the issues of fashion design, specifically on the products of the “Fashion Design & Art Direction” Course of POLIS University curricula. The no.2 issue of MAD Magazine is composed of two main parts: i) the annual Fashion Design & Art Direction Workshops; ii) and the second issue of the online magazine “Loveu-baby”.

The Fashion Design & Art Direction Course is implemented under the leadership of Simina Turcu (Romania) and assisted by Sonja Jojic / Eranda Janku, involving mainly students of the second and third year of the Art-Design School of POLIS University. This annual course is finalized with a Fashion Show Event, as part of TDW Tirana Design Week, which is one of the four main components of the TAW Tira-



Poster Illustration by Xhesika Berisha

na Architecture Week (www.tiranaarchitectureweek.com). Such an event has the opportunity of becoming a tradition, as it is exposed to the public thanks to the organizations at POLIS University, at Tirana city center, and via the Internet. The initiative is still under consolidation, but it draws attention for its enthusiasm, creativity and professionalism in a country, where there is little of that.

Loveubaby is a new online fashion, lifestyle and art magazine designed by an international alternative team of artists and performers that work mostly online, including several staff of POLIS University, School of Applied Art-Design: Simina Turcu and Eranda Janku. The online magazine with its fresh and alternative atmosphere, creates a space for young artists and students to express themselves, especially on issues of fashion and art directing! Its conceptualization, design

and formulation create a very interesting and almost surrealist approach in dealing with art and fashion issues. A special characteristic of the magazine is that it is open to the public and other contributors. One can receive its issues free online on: <http://loveubabymag.com>.

In this issue of MAD Magazine we have selected some of the works, moments and methodologies applied to show part of their work, the philosophy behind, and above all to show the process because at POLIS we really care for it! The process is often more important than the product in itself. By that we hope we will be able soon to generate art and products, which are unique, adorable and useful to people. More specifically, we believe we can offer a rather view on Fashion! So, enjoy it!

SURREALISM in fashion

Simina Turcu / Art Director

The desire for absolute freedom is one of the constants of intellectual life. Surrealism developed as an international movement of intellectuals in Paris, between the First and Second World War. It was a product of the middle classes, concerned with the question “How can I be free?”

Today many works of art are metaphors of freedom, but surrealism aspires to become the instrument meant to liberate people and to save them in the way, that the revolution failed to do . Surrealism had something in common with religion: it had a dogma, a ritual and a priest. His name was André Breton. He thought that both art and life can be reinvented exploring different areas of the mind: the unconscious. How? One’s perception of the world may be renewed

by removing the surface of a vast network of hidden relationships, opportunities, memories, desires, coincidences, a new reality, a sur-reality (world borrowed from Apollinaire) and so the dream is its instrument. When dreaming, the ID speaks, while the mind draws the non-binding truth; as well as the neurosis, the involuntary permanent form of a dream, as it was defined by Freud. A founder of surrealism who is not mentioned as much as Breton today, is Giorgio de Chirico, an Italian painter of Greek origin. He was among the first to transpose his artworks into fashion. The mannequin image has become his favorite, a combination of man and sculpture, and his first design was the Russian Ballet costumes designed as a decorative form of Surrealism.

The revived interest in surrealist artists lies in the work of Isidore Ducasse, known as the earl of Lautremont, author of a long, indecipherable prose which contained the phrase 'beautiful as the chance encountered on an operating table between a sewing machine and an umbrella' - a summation of the surrealist idea of beauty.

Man Ray, an American artist, a Dada and Surrealism contributor, dedicates one of his works to Isidore Ducasse. "Isidore Ducasse's Enigma" is a mystical sculpture, which invites us to draw our own interpretations and assumptions.

A special interest in the feminine is shown - the feminine seen as a musical instrument and this synesthetic process involving both music and natural beauty is perfectly realized through the portrait of "Kiki of Montparnasse", which inspired contemporary designers such

as Agatha Ruiz de Prada or the Dutch duo Viktor and Rolf.

The surrealist genius, Salvador Dali, probably contributed the most to the transposition of art into fashion, two good examples being the work 'Persistence of Memory' (source of inspiration for Prada and others) and the famous brooch and a sofa, which imitate the shape of actress Mae West's lips and which, in turn, has inspired a Victoria's Secret collection.

In 1923, the architect Le Corbusier included in one of his architecture books a picture of a pipe to serve as an example of simple, rational design. Five years later, artist Rene Magritte contradicted him with his 'This is not a pipe' painting, which subsequently became the most famous phrase of modern art, a manifestation of language, a way to transform meaning into a symbol. Indeed it is not a pipe, it is a paint-

ing, a work of art. Rene Magritte is also the author of "Son of Man", another source of inspiration for the surrealist collection of Victoria's Secret in 2007 and not only.

The marriage of surrealism and fashion started at the beginning of the 20th century when the movement broke away from the written form and became oriented towards objects. The fascination of the fashion industry with the surrealism is noticeable in its use of everyday objects and unusual landscapes. They are easily transposed to printing textiles, jewelry, hats, etc. giving designers the freedom to create 'art'. This fascination has worked the other way around, because what covered the body was always important for the surrealist philosophy, specifically the aspect, which entices one's mind to wonder what is underneath the cover which then easily translates into clothing creations.



Viktor & Rolf's Surrealist Gown



1
Week 1: The Set Design
"Into a Surrealist World"



2
Week 2: The Collection
"From raw-materials, to
art pieces"

3
Week 2 Finale
The Fashion Show



SURREALISM IN FASHION

the story...
Eranda Janku

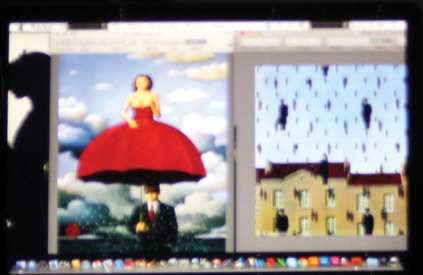
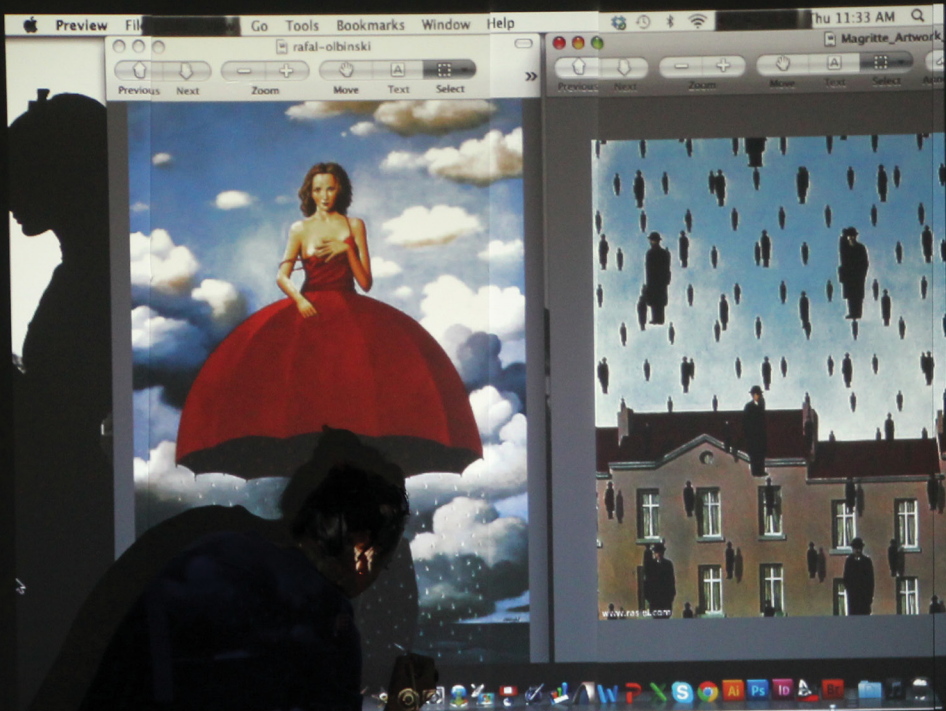
A full description of the two weeks workshop "Surrealism in Fashion", organised on the frame -work of TAW (www.tiranaarchitectureweek.com). Curators: Simina Turcu, Eranda Janku, Sonia Jojic



WEEK 1 set design

“ Into a surrealist world”

The concept for the set design was created by the students during the first week of the workshop. Since we were dealing with “Surrealism in Fashion”, it had to be something representative and atmospheric at the same time. Both, the set and the clothing collection had to be related together, and this relation had to happen as natural as possible. And in this case, what would be more natural than creating a surrealist world ?...The students came with the idea of creating a set, made out of a series of panels, where each of them would represent a part of this surrealist world. They were inspired by two paintings, “The floating men” of Rene Magritte, and “Tangerin Doll” of Rafal Olbiński. Finally, the Mae West Lips Sofa, of Salvador Dali, was another inspirational element that joined the set design concept.





WEEK 2 the collection

“From raw-materials, to art pieces”

During the first day of the second week, all the students chose a material of their choice, to later start working on their personal designs. We had a variety of materials in class, starting from plain wood to plastic bottles, leaves, cartoon, kitchen paper, glass, fabric, metal, ribbon and balloons. Everyone had to first make a drawing or a sketch of each creation, so we could choose 13 designs to create a collection with. After these first two phases, they were allowed to start building up their design models. Meanwhile, the students had already started to work on finding their own models. The research included contacting modeling agencies and inviting friends or students of the school to an open casting. At the end, we managed to have 10 models for our show.



DESIGN NO.1

IRIDA GURI

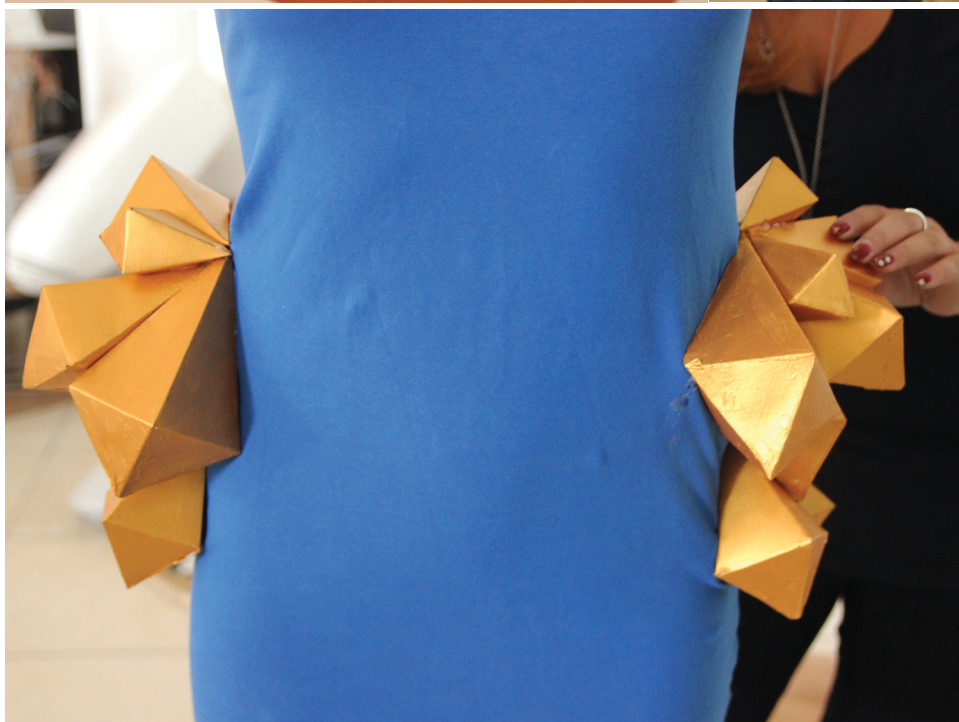
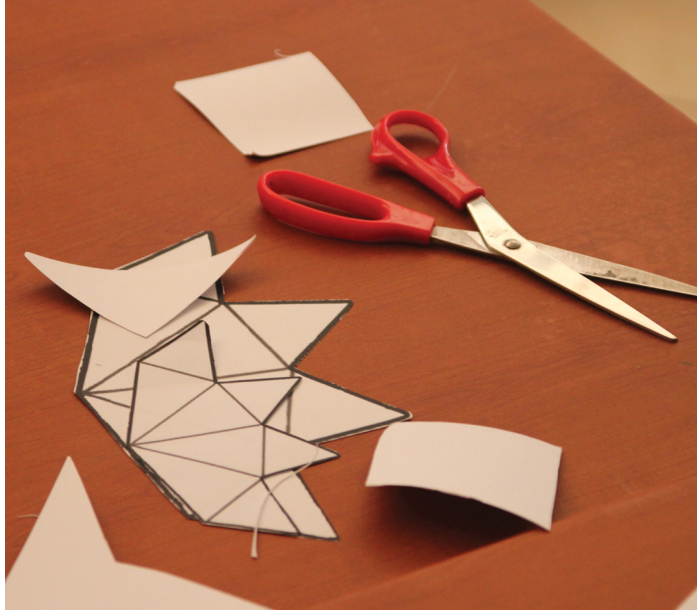
This dress was created with pieces of wood, which were cut in almost the same size pieces and burnt on their lower part. The wood pieces were glued to a base created with simple fabric. The upper part of the outfit was created by a plain black fabric, decorated with bits of wood. The dress had a ball gown shape on a baroque style. The creating process was quite challenging but the result was worth it.



DESIGN NO.2

KIARA HYSA

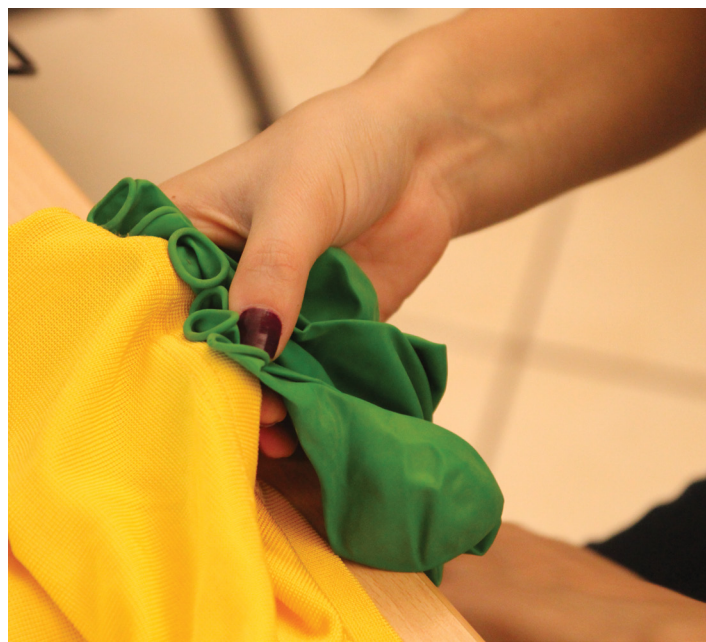
This design was created by adding geometrical structures to a blue dress. Having these structures in gold, made them be the most attractive part of the whole outfit and they were placed just below the waist, so they could bring back a kind of 19th century style, but surely updated. The geometrical pieces were created with paper and that made the dress even lighter.



DESIGN NO.3

FJONA DOCI

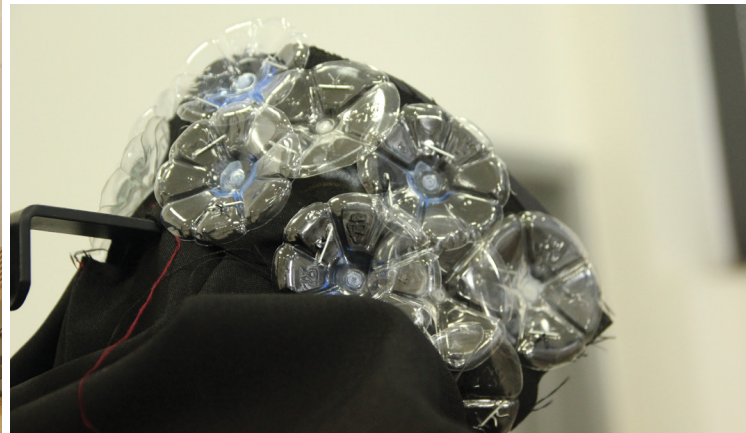
This dress was created with rubber material, specifically balloons. They were sewed over a dress in straight lines, giving the impression of fringe, which moves playfully when the person wearing the dress walks. Over 300 balloons were used to create this piece.



DESIGN NO.4

JULIA JANKU

The dress is created by using pieces from plastic bottles, applied on a ready to wear dress with a stapler. The initial idea came from an Alexander McQueen piece, a corset made by shells. Instead of shells, the designer used plastic, as a way of recycling, also because of the obtained result; shining pieces under the projectors lights. The whole piece was a result of the initial inspiration and experimenting during the working process.



DESIGN NO.5

ILVA QEJVANAJ

A bust and a skirt were created to bring together this design. The bust was made of metallic, square shaped paper glued upon a ready to wear bust. The skirt was made of flower wrapper paper and it had an untidy shape. The papers were fixed with a stapler. The designer was inspired by a similar piece, belonging to the Surrealist period.



DESIGN NO.6

HEKURAN DYLAZEKA

The dress was made using two main materials, cardboard and a ready-to-wear fabric dress. The cardboard on this case, comes as a way of utilization of cardboards, which are produced for toilet paper. With just a little distortion and paint, they can be transformed into a piece of art, or fashion. The prepared forms were glued upon the dress and were painted in black, thus creating a contrast with the white dress. These forms also create a 3D pattern on the dress.



DESIGN NO.7

KIBELA NASUFI

The dress is made by using paper napkins, applied over a long skirt. The designer was inspired by a wedding gown from McQueen, created with white fabric. She first glued white napkins along the whole skirt's surface, giving each one of them a rose shape, thus making the dress look more voluminous and round. The upper part of the dress was created by cutting a man's shirt. The use of recycled materials, such as paper napkins, was added to the initial idea inspired by McQueen.



DESIGN NO.8

MONIKA PORECI

Due to the freedom each one of the students had in this fashion project, Monika decided to use one of the Piet Mondrian's paintings, as an inspiration for the dress. She used a white dress and glued coloured cardboard stripes, creating the shapes represented in the painting but this time these shapes were put together against the "law" of 90 degree angles. They were cut and round-shaped on the corners, to make place for pockets. A hat also made from cardboard, was added to the dress.



DESIGN NO.9

MARIA TASHO

Maria worked on two different design pieces.

The first one was created by using a plain white dress and painting over it. The work aimed to convey the feeling of wearing a piece of art, a painting in this case, which ironically meant wearing again the painting of a dress. So the repetition is the basic idea of it.

The second one was created by using a plastic cape and glass. The glass pieces were glued on the plastic base. This piece was quite a challenge, as the glass was too heavy and was hard to glue it on the plastic cape.



DESIGN NO.10

SONIA JOJIC

The dress is created by gluing leaves on a black dress. The leaves have different colors, varying from green to yellow, so that creates a nice contrast with the black base. The leaves are fixed in the chest and waist so that emphasizes those parts of the body, making the cleavage even more obvious. The creating process was quite fast and pleasant.



DESIGN NO.11

SIMINA TURCU

This piece is created by sewing ribbons on a little white dress. The ribbons are placed on the area of the chest and shoulder. The bright color made a nice contrast with the white base. The creation was then used as a top part of the outfit, combined with a white skirt and a lot of accessories. The idea was simple, so many details were added on the way.





Ju lutemi që gjatë procesit
mësimor të mos hyni në sallën e
Auto Cad-it.

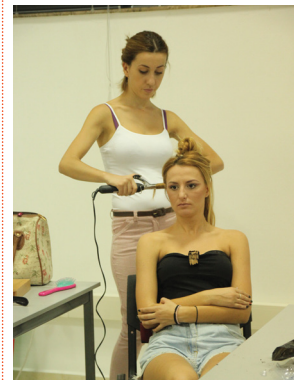




WEEK 2 FINALE

the fashion show

"So many Alices in Surrealism-Land"

















1
Fabric Bag Design



2
Art Installations

THE CREATIVITY PROCESS

concept ideas...

A documentation of two workshops organized with the students of Art Design Faculty at Polis University, a 'journey' through the creativity process. Curators: Simina Turcu, Eranda Janku

THROUGH the creativity process

Simina Turcu / Art Director

The purpose of the workshops is to expose the students to visual imagery: art, fashion, and the creative process. Every workshop will give the students the chance to browse into specialized sites and work on different creative materials. Also the idea of the workshops is to analyze the trends, fashion and current lifestyle in order to create an image or object that can be interesting, by putting colors and objects together and creating a unique image that can be inspirational for others. The workshops will include the art of creating a unique, individual image, choosing the right objects for the composition, learning about the colors, learning how to collaborate and how to work with a professional production team. The students will be the ones who will create the aspirational lifestyle shoots hoping to at-

tract a specifically targeted section of followers/readers. They will learn how to work together and learn how to make trend forecasting for particular styles, colors, textiles, fabrics and objects. To achieve these goals, these workshops will use a combination of lectures, assignments and individual guidance. The purpose of the lectures was to introduce the students to the sources and techniques of creating concepts and images by using their own unique creativity. Through the combination of student/lecturer interaction, workshops and personal research, the student will be sufficiently confident to apply the information obtained to enable them to better understand and appreciate the creative process.

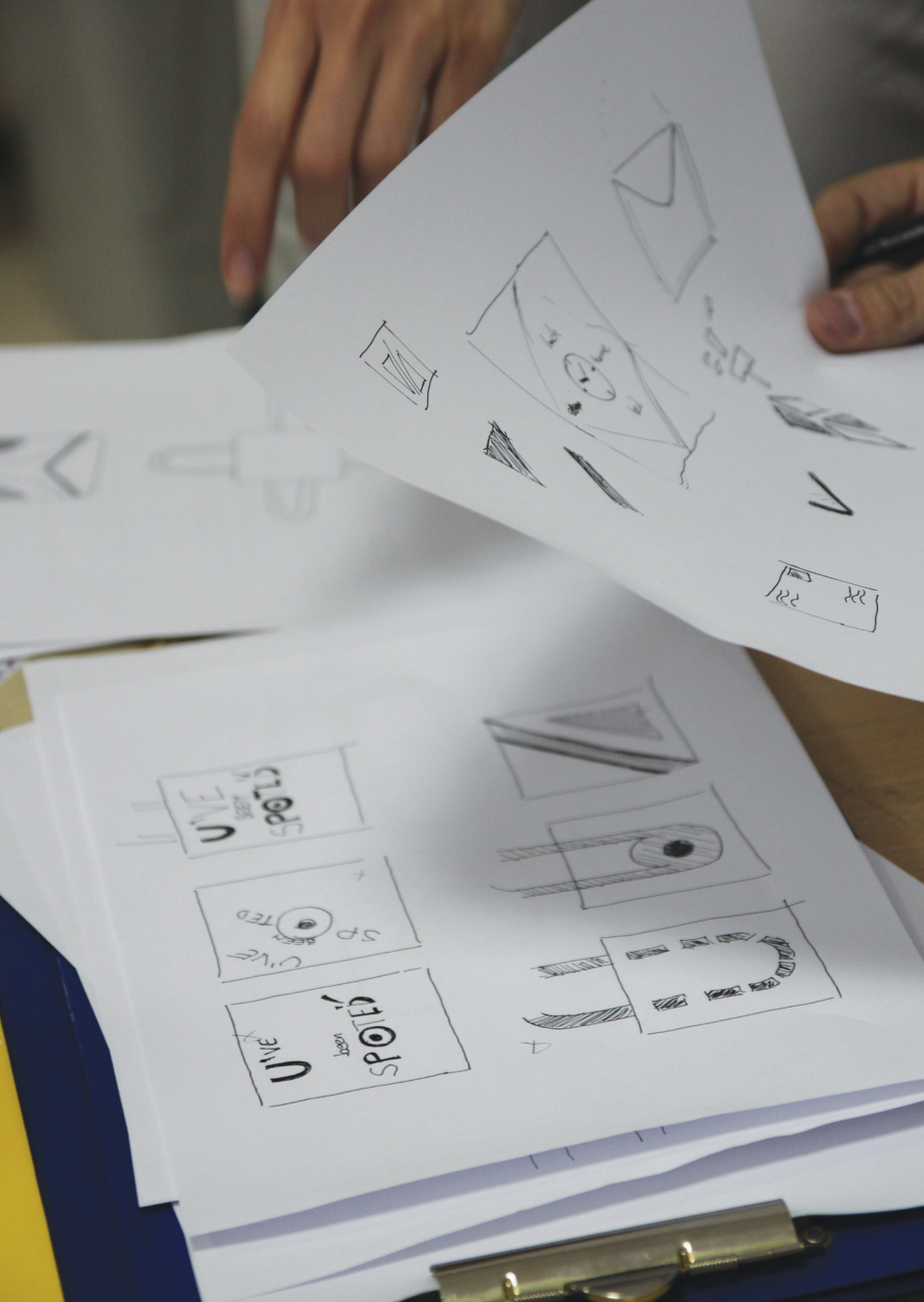
FABRIC BAG design

Eranda Janku / Fashion Blogger

This workshop aimed to inspire the students to design a fabric bag. It is not only trendy nowadays to use one, but it's also very eco-friendly to use simple fabric bags to carry things, instead of plastic, paper or even expensive leather bags.

These kind of bags are usually used to carry books or working materials, so all the students were guided to design a bag that would be used mainly by students. After framing their own ideas and concepts, they were given plain fabric bags, so they could apply their concepts, by using papers, cardboards, colors and pins. At the end some of the results were quite successful.





LEFT: Eno Goxha / Xhoi Musliaka, RIGHT: Eno Goxha



LEFT: Ana Hoxha

RIGHT, TOP: Xhesika Berisha

RIGHT, BOTTOM LEFT / RIGHT: Klaudia Sorra / Bledian Shehu



ART installations

Eranda Janku / Fashion Blogger

This workshop consisted of Art Installations. We wanted to prove, that even on a limited budget, with imagination and drive, it is possible to create beautiful and relevant work. This, of course, demands a great deal of research on all aspects of the industry, from design, color fashion trends, to art direction and photography. We learned how to create a single object of design that combined all at once, creativity, research, function, and market needs; We learned how to seek out and define new styles, symbols and identities that offer an original point of view to fashion and art; how to define style and the perception of new trends; and how to recognize new symbols, new atmospheres, and new sensations and apply them to all aspects of visual communication. To reveal our findings, in a period of two months we collected different kind of books and cardboard boxes, which were used to perform our creations and give, through them, a message.









BOTA
htohen vendet
punës në SHBA

Shqiptarët Malli i Zi, bashkëpunim për produktet bujqësore

Miami vuan
muntesat

Ranieri përfiton në fitoren 2-0 të Interit



Korçarët i fituan 4-2 në
Pegin me Shkumbinin

Shpirti rock
përtej maleve

Svicra:
ipirti rock
rtej maleve

Drejtimi dhe ndëshkim për fajtorët
e dhunës ndaj shqiptarëve

Ati Pasha dhe
kostumet shqiptare në
Metropolitan Museum



Kony 2017: regjistrat u
përgjegjës për vdekjet

Drejtesia dhe ndëshkim për tabanin
e dhunës ndaj shqiptarëve



Svicra:
Shpirti rock
përtej maleve

Guardiola: Mourinho
vetëm vështirë për
fitore, asgjë tjetër

Svicra:
Shpirti rock
përtej maleve

Sozia Cara:
"upi do pranojë
narin e kryesë"



"E bëj t'atë Inzaghi të Sicra"

Katolicët shpesh
villaznia lu...

25

Martina gjatë 1 benderit
të Kosovës në vitin...

Martina gjatë 1 benderit
të Kosovës në vitin...

Kukësi:
Kukësi vjetër...

Federata konfirmoi
FSHF sk...

Kukësi:
Kukësi vjetër...

Braçkallë dhe detjës

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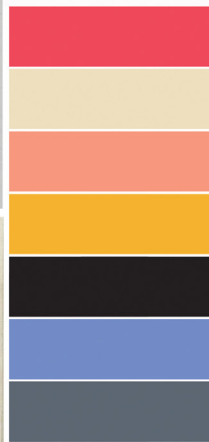
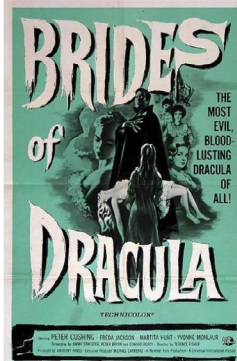


LOVEUBABY MAGAZINE

2nd issue

*LOVEUBABY is a new online fashion, lifestyle and art magazine designed by an international alternative team of artists and performers.
Visit online: <http://loveubabymag.com/>*

MAGIC IS SOMETHING YOU MAKE



LOVE BIRD



The team

LOVE  U BABY

Project Manager & Art Director

Simina Turcu

Designer & Creative Direction

Anna Katerine Olesen

Graphic Designer

Denitza Uzunova

Claudia Chanori (cover)



**YOU INVADE
ALL ASPECTS OF MY MIND
CONSTANTLY,
YOUR LOVE IS SUPERNATURAL**

CONCEPT, STYLING, PHOTOGRAPHY BY SIMINA TURCU



THE DAY WE RAN AWAY

Down to the river to play...

Art direction and post production
/ Anna-katrine Olesen
Photography / Katie Hodgson
styling / Maria Cooper
models / Amy and George Dickson











*And
I think about
the secrets we shared as
children..*















IS A PATTERN I DON'T WANT TO BREAK

THE MAKE UP ARTIST DAMIAN GAROZZO

interviewed by Simina Turcu



You have such an impressive CV, working with some of the best of the best magazines. Who did you enjoy working for the most?

It'd be unfair for me to single out one client/or magazine, so i'd have to say currently I enjoy working most with my mentors. I'm still fortunate enough to work alongside some of the industries biggest names in makeup, on huge editorials (Vogue/Num ro) and campaigns (Chanel etc.) Nothing compares to being able to witness the masters in their element, its awe inspiring.



What looks have you loved this season?

Raf Simons last show for Jil Sander this season was breathtaking. The makeup was impeccable, matte "rose-petal" lips paired with minimal porcelain skin- it embodied all that's great about makeup artist Peter Philips work.

Do you have any 'go-to' signature looks that work every time?

I generally lean towards more beautifying makeup. "Ugly/arty" works for the avant-garde catwalk, but when it comes to the street nothing beats a classic smokey eye and nude lip, or simply a few coats of mascara paired with a bright lipstick/ or stain. - these types of looks can be tailored to flatter any face.

What are your favorite 2012 trends?

At the moment, i'm loving bold brows, and bright lips in matte textures.

What made you become the person that you are?

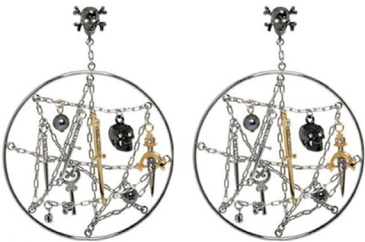
My parents: Its not everyday that a boy tells his parents he wants to be a makeup artist, and its a miracle they actually encouraged me to chase my dreams half way across the world!

What do you dream of for the future?

The usual I guess, health/ wealth and travel! Living in Paris is a fairytale (when you're not trying to hail a cab, or order a coffee, or post a letter internationally!), but I also love the progressive energy of cities like New York and London, so working regularly between these cities is something I aspire to in the future.



LOVE U BABY LOVES
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www.noirjewelry.com
www.net-a-porter.com

A DAY IN HER SHOES

KINGA MALISZ

JOB: womenswear designer Nina Ricci

AGE: 28

FROM: Poland/London in my heart

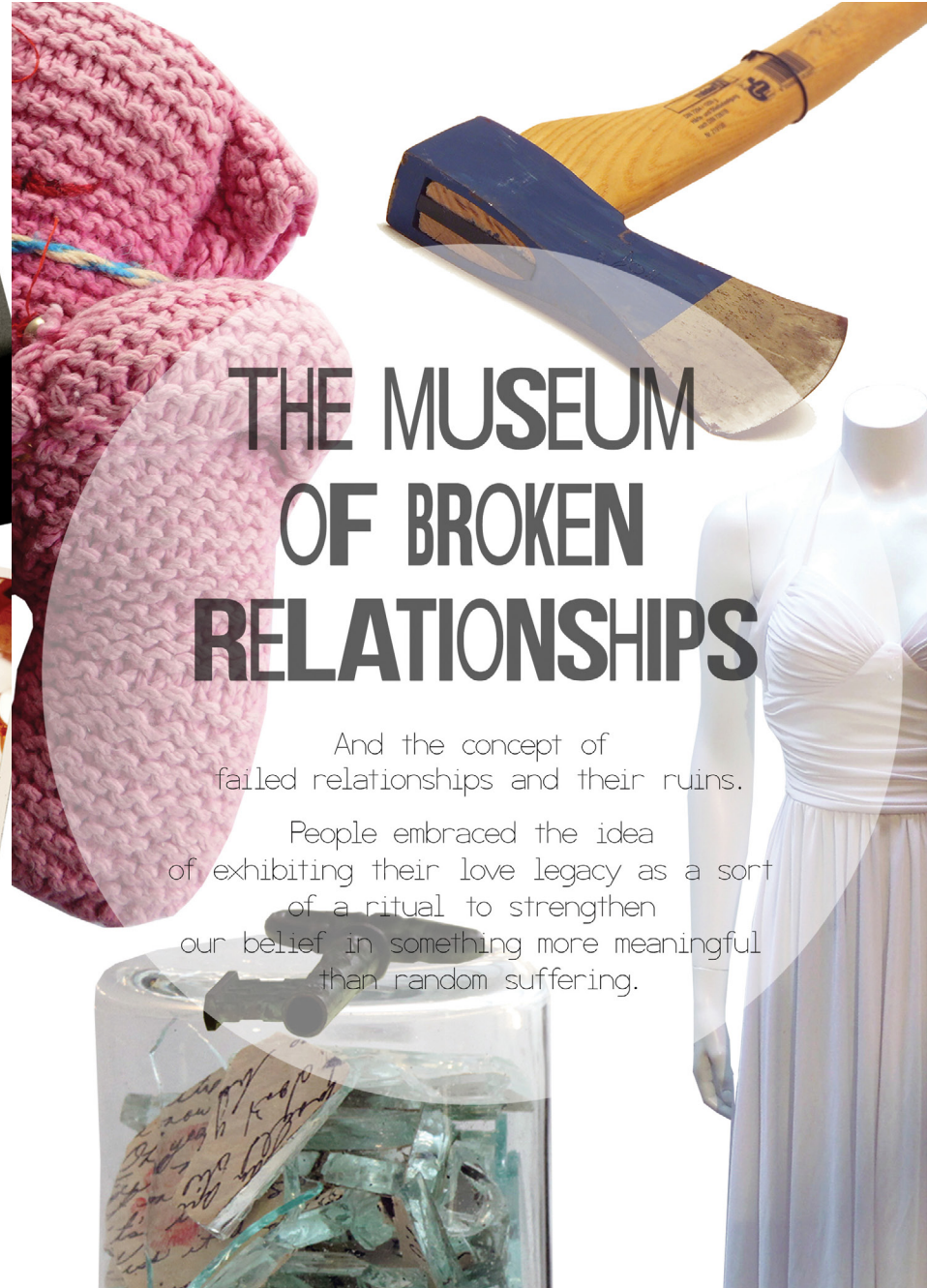
Now in Paris



THE MUSEUM OF BROKEN RELATIONSHIPS

And the concept of failed relationships and their ruins.

People embraced the idea of exhibiting their love legacy as a sort of a ritual to strengthen our belief in something more meaningful than random suffering.



An Ex-Axe



A Wedding Dress



Broken Glass



An Ex Key



A Teddy Bear



OVERCOMING AN EMOTIONAL COLLAPSE THROUGH CREATION

Stockholm, Feb 2012

Getting bitter when love ends is easy. Especially if it wasn't you who saw the end coming. Even easier if you realize this after everyone else. That your love story involved three people when you thought it was just two. Feeling bitter and cynical was my reaction when, all of a sudden, I found myself in the biggest of clichés of love stories.

And being very bitter I moved countries to distract myself. I started a new job, I learned a new language and I met new friends. And all that is great, and a lot of fun and mind blowing and it makes you much happier than you had been in a long while. And you don't feel bitter anymore and not as cynical any longer.

Until you have a moment of rest to start thinking. And I started thinking about everything that had happened and what I had gone through and had moved away from, and suddenly she was there again, the sadness, the hopelessness and it hurt me. Very much in the need of a "hug".

It must have been around then when I started missing, not my ex, but a gift I got from him. When we were freshly in love he gave me a little bear that he had knitted himself when he was in third grade. I instantly fell in love with the teddy because he was bright pink, crooked, but very detailed for a little boy - and the teacher of my ex thought he was ugly and gave him a bad grade. Having left most of my belongings behind, I shipped the little teddy from storage to my new home and felt better instantly. From then on he was there to hold my hand in the nights. He looked at me with his one eye and gave me a smile when I needed one.

Today, four years later, he is still with me. Not in my bed but in a corner on a shelf high up in my apartment. When I sometimes meet him by coincidence I have to smile. He is a bit run down from life but still pink and his smile is big and very red, always will be. He will stay with me because he takes the bitterness out of me and reminds me that there are more categories to life than good and bad, black and white, right and wrong. There is pink. If you look closely there is actually a lot of it and it is you who can go out in the world and find it."



QUESTIONING THE DARK IN FASHION

There are always two sides to everything - good against bad, love against hate and black against white. Two different sides to every story.

Two sides of a coin. The world around us seems to rotate around **OPPOSITES**. What would the meaning be of one without the other in the end? Could you imagine the good without the bad, would the dark side of a soul exist without the good side? Not at all.

This applies to fashion as well. Would be Dolce be Dolce without Gabbana? Victor without Rolf? Probably the combination of opposites is what creates the amazing, the unique and the spectacular in fashion.

One of the latest trends that some savvy designers have explored is the duality of the spirit, that dark side that we kind of wish to forget, but that so inevitably attracts us.

Like Betsey Johnson, with her 2011-2012 A/W collection, those models were looking at you like old Gothic witches, with their pale skin and dark hair but still the touch of red flowers and colour made them somehow softer, like if they were making fun of their dark side.

Chanel on the other hand, fantastically replicates that sense of loneliness typical of those **CREATURES OF THE NIGHT**.

Craig Lawrence explored a modern Gothic Jane Eyre. And then again Gareth Pugh sent us directly to the next level with the **GOTHIC QUEEN** that seems to be coming from the moon.

After all, what would we be without the black days, the summer blues, the grey, cosy Sunday afternoons that lead to those interesting conversations with your inner self?

I cannot imagine the world of fashion without the expression of the dark side of things, because it is what makes us appreciate the flowery summer clothes and the odd pinkish outfit, and most of all, it makes us look forward to the summer collection after a dark toned winter, or what makes us **DESIRE** so much a new leather jacket and rocky boots.

We all want to at least once express our dark hidden side, even if just for a short intense moment. Fashion lets us do that with no **REGRETS**, and let's not forget, with any consequences!

ALESSIA GOTTI <http://iwantoworkforfranca.blogspot.com/>

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Kontakt:

Rr. "Bylis " Nr. 12, Autostrada Tirane - Durres, Km.5, Kashar. Kodi Postar 1051, KP 2995,
Tirana Albania

Tel: +355.(0)4.24074 - 20/21, Fax: +355.(0)4.2407422,

Cel: +355.(0)69.20 - 34126 / 81881,

E-mail: forum_ap@universitetipolis.edu.al Web: www.universitetipolis.edu.al

ISSN: 2304 - 3822