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HOW FASHION TURNED INTO AN ENTERTAINMENT INDUSTRY

With new innovations and gimmicks, are we losing sight of the core of fashion?

It used to be all about the clothes. We used to look to fashion, and the charismatic supermodels of its time, excited about clothes that showcased the pure dedication of the designer and hardworking seamstresses.

But now it's all about 33ft holographic models and robots doing tricks on the runways. Hugo Boss recently created a 3D holographic projection of Gisele Bündchen wearing the SS24 collection with South Korean actor Lee Min Ho. The brand thinks this is the way to go. It had a refresh in 2021 to become Hugo and Boss separately.

Boss has indicated a strong desire to be newer and more exciting, hoping to recruit more Gen Z consumers in the process. "With the branding refresh, we are ushering in an entirely new era," says Daniel Grieder, CEO. "It is our aim to excite new and younger target groups and turn them into fans of our brands".

The Boss event for the AW23 collection was titled "BOSS Techtopia", a runway show clad with futuristic elements, glass installations with human acting as robots. They even brought on Sophia the Robot, who is powered by AI, engineered by Hong Kong brand Hanson Robotics.

Coperni is also renowned for its immersion with technology. In its AW23 collection, they incorporated robotic dogs into their runway show. One moment involved Lila Moss giving a dog her bag to hold, whilst another showed a clearly rehearsed interaction of a dog undressing a model to reveal a mini dress.

Thanks to our God-forsaken technology, the slow and painful death of fundamental core parts of fashion is upon us. Excessive emphasis on AI, the transformation tricks being performed at fashion shows, and of course social media trends and memes has made it, so fashion is slowly but surely becoming a means of entertainment. The fashion industry no longer stands alone but has rather been usurped by the entertainment industry.

The importance of entertainment and exciting events is also being taught in fashion schools. A new module in Central Saint Martins is quite literally titled "Bring a party to a party" and is focused on curating events for fashion. Students are encouraged to go beyond the norms, challenge boundaries. "We all know what is in a standard fashion event but that's not always what we need," says Louise Gray, tutor of the new module. "A lot of things in fashion and theatre are about how audiences interact."

Social media amplifies entertainment – and also drives the fashion industry. From television and music to YouTube or TikTok, many stars are involved with fashion industry, majorly. Nearly half of the 40 models on the cover of the British Vogue March issue – Edward

Enniful's last ever edition- were entertainment stars, it's clear that the two industries have a clear hold on each other.

To some extent, this has always been a thing. Brenda Polan, fashion editor in the Guardian in the 1980s, describes the onset of office dramas in the 80s had correlated in the ways in which Donna Karan created her collections. In question about what an ambitious working women wears; television programs was inevitable bought up too. "Look at office dramas set in the workplace; [the] idea of an executive tart developed [to] which feminists like me found quite upsetting".

The entertainment industry has become a source for the trends that run the fashion industry. It influences peoples shopping habits, and interactions with fashion. Trends arise from television, music and also sport events. The most recent trend to take over is the 'Mob Wives' aesthetic, based off of 'The Sopranos' after its 25th year anniversary.

The world is changing – and fashion must change with it. But strip away the gimmicks and extravagant tricks and fashion remains what it's always been – about the clothes.