



BAG "N" THE 90'S



IT'S ALL ABOUT THE 1990'S. A DECADE FULL OF COLOUR, PATTERN AND STYLE. SINCE 1983 MOSCHINO HAS BLESSED THE FASHION WORLD WITH INNOVATIVE, COLOURFUL AND CENTRIC DESIGNS. FROM THE BEGINNING OF THE 1990'S MOSCHINO, ONE OF THE MOST REBELLIOUS FASHION DESIGNERS, HAS BEEN FAMOUS FOR HIS SOCIAL AWARENESS CAMPAIGNS AS WELL AS HIS CRITICISM OF THE FASHION INDUSTRY THAT SHINES APART FROM THE OTHER LUXURY BRANDS. SO HOW DO YOU POSSIBLY MAKE THIS PIONEERING FASHION BRAND ANY BETTER?





IN MY OPINION THE BEST WAY TO INJECT A NEW LEASE OF LIFE INTO THE MOSCHINO BRAND IS TO CREATE A NEW COLLECTION OF AFFORDABLE AND HIGH QUALITY CLOTHING IN THE STYLE OF THE 90'S STREET FASHION. THE FOREFRONT OF MY ANTI-FASHION CAMPAIGN, WHICH WILL BE CALLED BAG 'N' THE 90'S, IS THE IDEA THAT GOING BACK IN TIME IS A GREAT WAY TO REVISIT TRENDS AND MAKE THEM BETTER. BY COLLECTING THE BEST FASHION CREATIONS FROM THE 1990'S SUCH AS BAGGY, HIPHOP CLOTHING, SKATE WEAR, THE PATTERNS, VIBRANT COLOURS AND THE STYLE OF GARMENTS AND THEN REVAMPING THEM THEY CAN BE MADE INTO UPDATED VERSION TO FIT INTO TODAYS FASHION WORLD.





THE IDEA TO LAUNCH THIS NEW CAMPAIGN WILL MEAN A NEW LOOK FOR THE MOSCHINO BRAND, IT WILL APPEAL TO A DIFFERENT AUDIENCE AND WILL AIM TO INSPIRE THE FASHION WORLD AND A NEW GENERATION OF DESIGNERS. MOSCHINO WOULD STILL BE DESIGNING TRENDS, KEEPING WITH THE TRADITIONS AND CORE VALUES, BUT WOULD ALSO WORK ALONG SIDE THE MAIN READY-TO-WEAR COLLECTIONS. THIS WOULD BE A SIDE PROJECT THAT WOULD BE HIGH QUALITY AND MORE IMPORTANTLY AFFORDABLE CLOTHING THAT CAN BE AVAILABLE TO THE EVERYDAY WOMAN WHICH WILL REVOLUTIONISE THE WAY WE SEE HIGH FASHION. THIS CAMPAIGN WILL BE A HUGE CHANGE FOR SO MANY WOMEN AS THEY WILL BE ABLE TO GET THEIR HANDS ON AFFORDABLE MOSCHINO DESIGNS INFLUENCED FROM THE STYLES FROM THE 1990'S.





FROM MOM JEANS TO PATTERNED CULOTTES; WHEN IT COMES TO THESE LOOKS THEY STEAL THE SHOW INCORPORATING THE MAIN DESIGN ASPECTS INTO EACH PAGE OF THE CAMPAIGNS LOOK BOOK. THE MAIN DESIGN FEATURES INCLUDED ARE BAGGY CLOTHES THAT REPRESENT THE 1990'S HIP HOP FASHION CRAZE; THIS IS A STYLE THAT CAME AFTER THE RECESSION WHERE PEOPLE COULD AFFORD TO USE MORE FABRIC THAN NEEDED WHICH THEREFORE CHANGED THE FACE OF FASHION FOR THE REST OF THE DECADE. INCORPORATING 1990'S STREET GRAFFITI ART WORK INTO THE MOSCHINO ANTI-FASHION CAMPAIGN WOULD BE A HUGE PART OF WHAT THE BRAND WOULD BE STANDING FOR BECAUSE THE BRAND WOULD USE GRAFFITI AS THEIR WAY OF COMMUNICATING WITH THE PUBLIC; THIS IS SPECIAL TO THE 90'S STREET KIDS BECAUSE THIS WAS HOW THEY COMMUNICATED AGAINST SOCIETIES RULES. DUE TO THE FACT THAT THIS DECADE WAS FULL OF SO MUCH ATTITUDE FROM THE YOUNG PEOPLE IT SEEMED ONLY RIGHT TO PROJECT THIS THROUGHOUT THE CAMPAIGN.









