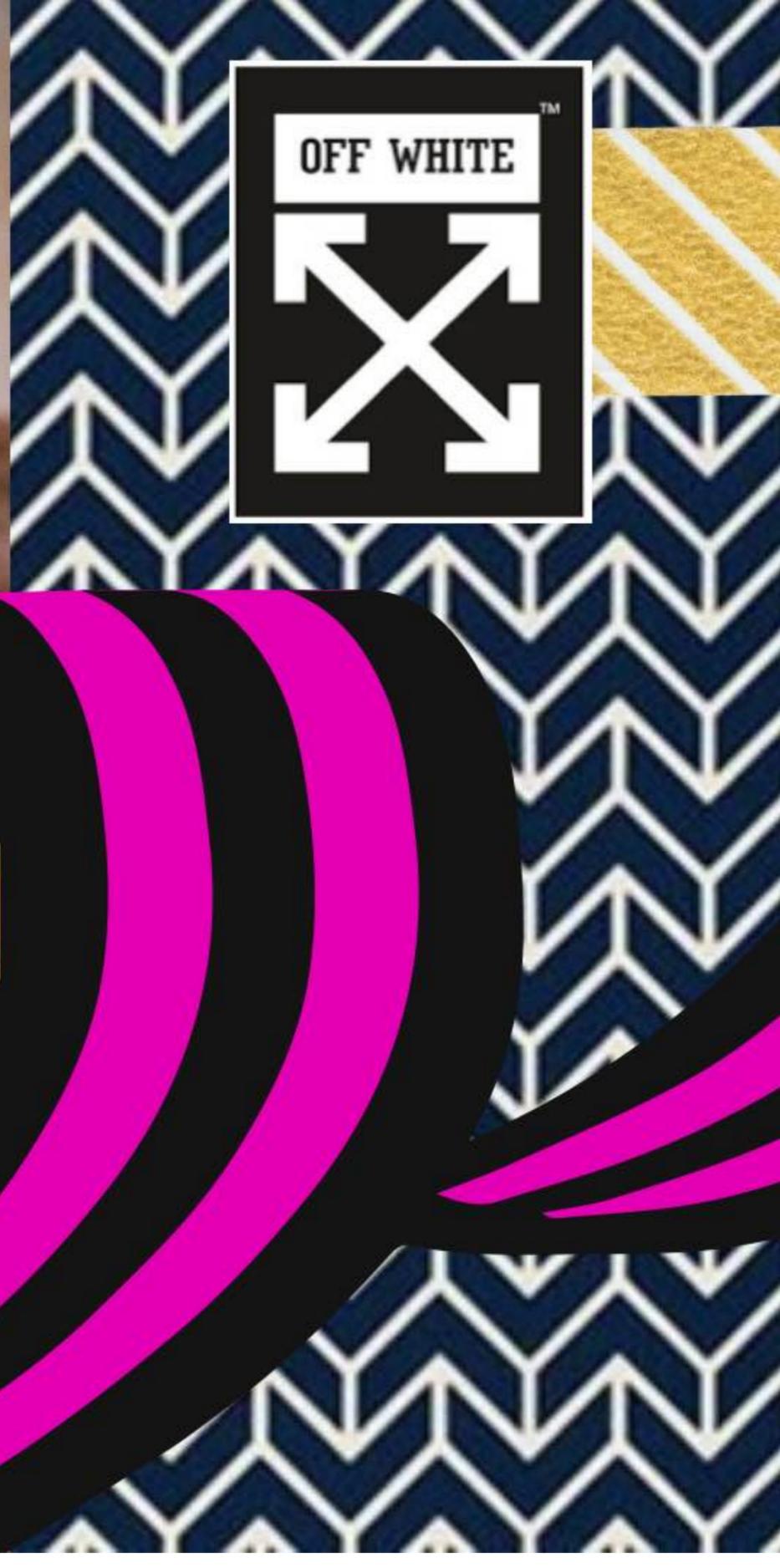


NILOOFAR SHARIATI
SUBCULTURE PROJECT





MAXIMALISM

A Brief Background

Maximalism is sometimes associated with postmodern novels by David Foster Wallace and Thomas Pynchon,

Maximalism as a term in the plastic arts is used by art historian Robert Pincus-Witten to describe a group of artists, including future Oscar nominated filmmaker Julian Schnabel and David Salle, associated in the late 1970s. The more-is-more mentality gained traction in the early 1980s with the onset of the bold, unconventional design work of Ettore Sottsass and the Memphis Group out of Milan, Italy.



“Maximalism has such an emotional quality to it because you’re drawing upon things you love.”

“maximalism” was used by art critic Robert Pincus-Witten to characterize a reaction to minimalist and post- minimalist art.

In the arts, maximalism is a direct reaction to the minimalism counter movement. It has previously been described as an 'aesthetic of excess'. The upcoming eccentric designs begin to bleed into mass consumer markets as audiences are driven towards joyful, playful and uplifting prints.





Today, maximalism can be created and enhanced by a maybe graphic design that creates visual content for consumers to resonate with the reader.

Like minimalism, maximalism has since developed into many other art forms and cultures including maximalism fashion, music and literature. Subgenres of maximalism fashion, such as grandmillennial and cottagecore, also continue to grow in popularity. Today, you can define individuals as 'maximalist' or 'minimalist' based upon their characteristics and lifestyle.



**MORE IS MORE AND
LESS IS BORE.**

Maximalism style and lifestyle isn't easy and it's definitely not messed, cluttered or stressed. It is covering your walls with a generous amount of complementary colour and filling your wardrobe with vintage accessories all in order to create a space, outfit or even a lifestyle that brings you maximum happiness.

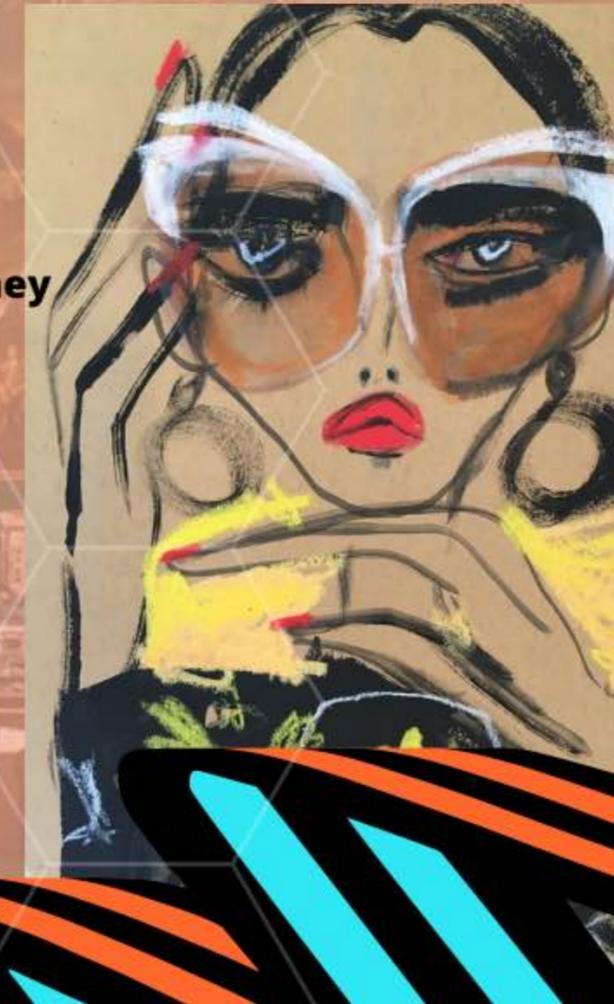




Maximalism revels in spectacle. Its beauty lies in excess and eclecticism. "I believe in Maximalism," proclaimed Lacroix. Throughout history, maximalist fashion has been associated with extravagance, artifice, and non-functional style. Eighteenth-century Rococo fashion, for example, projected an ethos of "more is best." As a journalistic term, "maximalism" is often used in reference to audacious, intricate aesthetics or exaggerated silhouettes.

Target consumer:

Maximalist design tell you about a person. costumers are not just one thing, they're complex and multi-faceted. They surrounding themselves with the things that they love. Customers are following houte couture.



Gucci

Major brands such as Comme des Garçons, Gucci, and Schiaparelli have continuously embraced the maximalist dogmas of extravagance and spectacle throughout history.

Never one to shy away from a major moment, designer Alessandro Michele brought heightened drama to the runway

For Spring 2017, Michele amped up the volume with more dramatic silhouettes and more oversized jewelry, if such things were possible. Anything he's ever been criticized for, he accentuated.

Maximalist fashion is loud prints and bright colors. It's about adding those extra embellishments and adding that extra layer and one more. Maximalism isn't a new fashion concept, it is still very much the only dish on the menu at Gucci, as evidenced by the opening look: an otherwise calm plaid jacket, pink blouse and white cropped trousers made extraordinary by a similarly bright pink turban, rhinestone sunglasses, a string of cherries collared around the model's neck.





25E



CLOSE UP BELTS

ALEXANDER
MURRAY
READY TO WEAR
EMBROIDERED
DESIGNER

ALEX



1E



CLOSE UP BRACELETS

BEATRICE

12E



EYEWEAR

FRANCESCA
FABRIZIO
WITH E.KIDS
FABRIC
RESEARCHER

FRANCESCA



MOOD BOARD



CRUISE 2017

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Thank you!