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CM523
Project Proposal

For my interactive project, I would like to build a webpage on the history of haute couture fashion and the influences world politics had and continues to have on the state of high fashion. I have always wanted to work in fashion PR, journalism, project management, and education, so being able to base my project around educating people on the history of the creative soul of the fashion industry feels incredibly fulfilling. Fashion as an industry and an art practice is often mystified due to a variety of factors throughout history. Haute couture is the pinnacle of the inaccessibility of fashion, despite the lengths digital campaigns, aspiration content, and fashion-industry programs have gone to educate. While clothing is often easily tied with expression, people often see haute couture collections to a variable standard of artistic expression vs. everyday practicality. Throughout my website project, I want to guide readers on an interactive exploration of fashion history from the heart of haute couture and its implications on the clothing racks of Macys. I want my website to blend digital editorial layouts with contemporary interactive design that show visual snapshots of how haute couture fashion has defined its own controlled evolution over the years. I would organize the sections with first breaking down haute couture as a concept, the origins of it, how its definition has changed over the years, and the presence it has on fashion to this day with biyearly haute couture shows in January and July. Additionally, I want to feature case study pages looking deeper into haute couture fashion houses today and how they have gotten to where they are today, as many struggled to have the resources and workers to maintain production during World War 2 most notably. Some fashion houses at the top of my mind to have case study-like features on are Schiaparelli,

Valentino, and Dior. I want to feature these 3 as Schiaparelli was recently invited in haute couture recognition and has gotten a lot of mainstream attention since 2021 with their “The New Schiaparelli” campaign. Valentino is an interesting choice as it is one of the few haute couture fashion houses that operates largely outside of Paris. Lastly, Dior has a large American audience due to their prevalence in ready-to-wear street wear, helping connect American audiences to how haute couture touches the high fashion they may be used to seeing. Much of haute couture recognition is based around the quality of the garments, as they must all be primarily hand-sewn, so I would love to provide resources for upcoming fashion designers to notable programs and schooling that has developed strong fashion designers in the industry.