

## **Two Pieces written for *The Columbus Book Project***

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### **Designing In The Present From The Past**

In 1947 Christian Dior presented his first collection - The New Look - at a show in Montaigne, France. The editor of *Harper's Bazaar* proclaimed it to be a "revolution"<sup>1</sup> and, with its goal of providing women with a new opportunity to use fashion to allow women to be uniquely female, it achieved that, and more.

Nearly 70 years later, the effects of the revolution were still being experienced by designer Jacob Maitland. His designs, part of his Columbus College of Art and Design (CCAD) senior show, emulate the desire expressed by Dior's New Look breakthrough in way that pays tribute while also maintaining a modernity.

Jacob came to Fashion Design in what you could call a moment of revelation. He was working as a hairdresser, enjoying his clients, but also harboring the feeling that he was meant to be doing something...more. A 2011 visit to the Museum of Modern Art in New York City proved to be life altering. It was there that he visited the exhibit "Savage Beauty" which celebrated the work of late fashion designer Alexander McQueen. It was the totality of the experience that struck Jacob, the actual designs themselves, the design and presentation of the exhibition (by Andrew Bolton and Harold Koda) all combined to flip a switch for Jacob. In the days following the visit, he enrolled in Fashion Design at CCAD.

When it came time to design his senior collection, Jacob returned to Dior's revolution for inspiration and quickly became taken by the underpinnings of those New Look dresses.

"A lot of what fascinates me about clothes is the illusion that is created by the underpinning and things that aren't seen on the surface."<sup>2</sup>

With that as a jumping off point, he made a visit to the garment district in New York City to search for materials. It's a trip that's well worth it he explained as, while you can buy materials online, there's nothing like the tactile experience.

With materials in hand, he started to sketch. This process proved to have its certain challenges as it was outside of his normal series of design steps but he wanted to take a different approach to this work. To challenge himself.

"Fashion design should always be about learning," he said "It's fluid. You're always learning new things. It's this constantly changing process."<sup>3</sup>

Maitland imbues his work with a purposeful fusion of present and past: "I have a persistent curiosity about how to accommodate the needs of the women I dress. I am always inspired by the history of fashion and its relationship with the modern age. I try to create designs that have elements of both history and modernity. Past-Modern Hybrids."<sup>4</sup>

Taken together, the work here represents how we hope to be seen when we're out on the town. Elegant in an old-world way. A modern sensibility. Style. Class.

1. The New Look revolution / The story of Dior / The House of Dior / Dior official website. (n.d.). Retrieved December 12, 2016, from [http://www.dior.com/couture/en\\_us/the-house-of-dior/the-story-of-dior/the-new-look-revolution](http://www.dior.com/couture/en_us/the-house-of-dior/the-story-of-dior/the-new-look-revolution)
2. @flypapermag. "CCAD Fashion Show Recap & Interview with Designer Jacob Maitland » FlyPaperMag." FlyPaperMag. 2016. Accessed November 23, 2016. <http://flypapermagazine.com/ccad-fashion-show-interview-with-jacob-maitland-headlining-designer/>.
3. Phone Call [Telephone interview]. (2016, December 11).
4. "About." Jacob Maitland. Accessed November 23, 2016. <http://www.jacobmaitland.com/about/>.

## **Artisan De Luxe Boutique**

Bongo. Gitano. Mudd. Bugle Boy. XOXO. Toughskins. When it comes to denim, we've all made choices of which we are not particularly proud. Maybe it was in the service of "looking cool," or it might have been because we shopped where our parents shopped and we didn't know any better. Those are the excuses of the past; today we are in an enlightened age.

Denim—jeans, in particular—are a staple of the American closet. Denim: the word alone paints an image of casual fashion, which is exactly what you'll find when visiting Artisan De Luxe, a self-described "independent lifestyle clothier<sup>1</sup>" in the Short North. The shop is part of the Artisan De Luxe family (with other locations in Los Angeles and New York City).

What makes the shop special, though, is not its location or its relationship with those other big, quintessential American cities. No, what makes it unique is its mantra to find everyone who walks in the door *the* pair of jeans that best fits and accents their body.

Although Artisan De Luxe carries some of the newest denim lines including AG, DL1961, Hudson, Citizens of Humanity, Free People, and Jack by BB Dakota, the vibe does not emanate from a place of exclusivity or trendiness. The employees are more like personal style experts, driven less by the push for a sale and more by the desire to have you look and feel your absolute best.

To Artisan De Luxe, it's important to see the distinction in what they provide—hand crafted, individually-focused fashion. Artisan De Luxe Co-Founder Philippe Naouri describes his perception of fashion: "To me, I find beauty in imperfections of the individual touch—something hand-crafted and unique—just like any piece of art. Fashion, to me, is just wearable art."<sup>2</sup>

While denim is the focus of the shop, it's not the only offering. Jackets, dresses, shorts, shirts, shoes, hats, and accessories of a variety of materials can also be paired with your new blues (or a different color denim, if that's to your liking) so you've got a completely new look, or even an entirely new wardrobe.

When people think of "fashion" they may get a mental image of a red carpet and million dollar dresses that translates into a feeling that "it's not for

them." Artisan De Luxe is working to dispel all of that for Columbus by helping make fashion accessible, relatable, and personal. You used to just put on "jeans" but after a visit here you'll be wearing a new you.

<sup>1</sup> Facebook. Accessed October 28, 2016.  
<https://www.facebook.com/artisandeluxecolumbus>.

<sup>2</sup> Racer, Jackie. "Artisan De Luxe: An Exclusive Denim Interview." Denim Therapy. February 3, 2011. Accessed October 20, 2016. Artisan De Luxe: An Exclusive Denim Interview.