



## **5.** **COSTUMES IN THE FILM INDUSTRY**

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# THE BEGINNING

- Early Years (1890s-1920s): In the early days of cinema, costumes were often simple and practical, as many films were adaptations of stage plays. The Actors were the ones who had to make sure they dress the role.



- However, as the medium evolved, costume design became more elaborate. Producer Adolf Zucker introduced the idea of costume being a separate department, together with director D.W Griffin. They were inspired by Paul Poiret's costume design for Sarah Bernhard



- However, a wonderful example of the connection between costume and character can be seen in Charlie Chaplin's Little Tramp, who first appeared in the 1914 film Kid Auto Races at Venice. His signature outfit, which Chaplin purportedly scavenged from a communal studio dressing room, was recognized by audiences as the embodiment of humour and pathos.



# STARS EMERGING FROM THE SILVER

## SCREEN

Theda Bara

Rudolph Valentino

Gloria Swanson

Clara Bow

Greta Garbo

Douglas Fairbanks

Buster Keaton

Mary Pickford

Pola Negri



- In the 1920's Hollywood studios started to recognise the importance of costume design in movies and started giving them credits. Most of the costumes still came from theaters or rental companies but some actresses were dressed by fashion houses from New York. After realizing the importance of a costume department, Hollywood studios started importing talent.



# BRINGING IN COUTURE!

It seemed like a logical idea to marry the booming film industry with the finest of Parisian couture. However that was not a success story.



# THE GOLDEN AGE

- Golden Age (1930s-1940s): The 1930s and 1940s are often referred to as the Golden Age of Hollywood. This period saw the rise of the big studios and the creation of glamorous, larger-than-life films. Costume designers played a crucial role in crafting the images of Hollywood stars. The name that ushered in this era was Gilbert Adrian.





# CREATING THE HOLLYWOOD ESTHETIC

Adrian was able to create the unique aesthetic that reflected the times and suited the needs of the film industry.

He was also able to adapt to actors and complete a great variety of projects assigned to him by the studios

The main task was to create glamour and Adrian delivered!









# THE “LETTY LYNTON” DRESS

- “The single most important influence on fashion in film history” Edith Head





# The Wizard of Oz



# THE DREAM FACTORY





- 1950s-1960s: The 1950s and 1960s saw a shift towards more realistic and contemporary costume design, reflecting changing societal norms and fashions. Designers like Orry-Kelly and Edith Head continued to dominate the industry, but new talents such as Jean Louis and Irene Sharaff also emerged, bringing fresh perspectives to costume design.



# EDITH HEAD- THE DRESS DOCTOR

A career that started with a little lie, Edith Head became the most prominent and most awarded costume designer of the golden age of Hollywood.

She did not only understand the importance of storytelling but she was also able to make each actor look their best with her tricks, which gave her the name “the dress doctor”





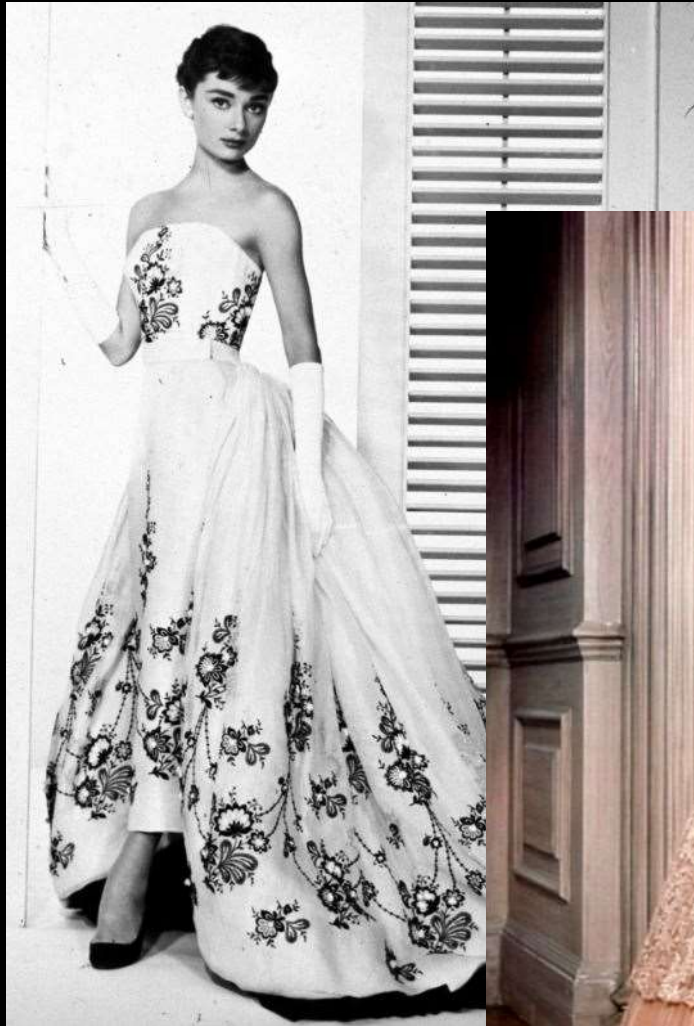
- She was able to adapt to the intrusive Hays code and still create memorable and fashionable clothes







# COUTURE NEVER LEFT




# COSTUMES THAT BECOME ICONIC





# EUROPEAN NEOREALISM MOVEMENT

- In Italy, film director Luchino Visconti starts working with costume designer Piero Tosi. While movies made in that genre focused on the smaller-scale problems of the common people, the short-lived movement's insistence on showing hyper-accurate locations, lighting, and how people looked carried over into the grand historical films Visconti began to make with Tosi as costume designer. The director and costumer were like-minded in dressing actors in garments as close to historically true costumes from the skin out. Tosi soon enlisted the tailoring house run by Umberto Tirelli to accomplish these goals, beginning a lifelong collaboration between Piero Tosi and Tirelli Costumi.
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- Tosi became one of the best costume designers in the world. Nominated five times for an Academy award.
- He had an unsurpassed sense for realism and even when he created costumes that went more into the creative side, he still based his idea on his knowledge









- New Hollywood (1970s-1980s): The 1970s and 1980s marked a period of experimentation and innovation in Hollywood, both in terms of storytelling and costume design.



Designers like Theadora Van Runkle and Bob Mackie became known for their bold and imaginative designs, creating iconic looks for films like "Bonnie and Clyde" and "Cabaret."

- The Studio system was over. Costume design was no longer an in house position but more a freelance profession



- The Idea of thrifted clothes started to dominate the movie industry and deminished costume budgets.



- On the other hand, a new genre of film would bring back the expertise of the costume designer and require lots of creativity and innovation. It was Science fiction.





# SUPERHEROES



# USING ALL THE TOOLS

- Contemporary Era (1990s-Present): In recent decades, costume design has continued to evolve, with designers like Sandy Powell and Colleen Atwood pushing the boundaries of creativity and craftsmanship. Films like "The Lord of the Rings" trilogy and "Black Panther" have showcased the power of costume design to transport audiences to fantastical worlds while also grounding characters in reality.



# HISTORICAL REALISM MEETS FASHION AND FANTASY

- Sandy Powell





# COLLEEN ATWOOD



# EIKO ISHIOKA



# MILENA CANONERO



# HISTORICAL ACCURACY FOR THE MODERN E





# THE FASHION INDUSTRY COMING BACK TO THE BIG SCREEN



# THE ULTIMATE FASHION FANTASY



# WORKING IN FILM

One needs a  
Variety of skills to  
work in costume  
design for movies:

- Creativity
- Attention to  
Detail
- Collaboration
- Research Skills
- Budgeting and  
Time  
Management:



# CHALLENGES

- ❖ Long Hours
- ❖ Budget Constraints
- ❖ Collaborative Nature



*THANK YOU FOR YOU ATTENTION*

