

## Peacocking

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Trickle-up theory offers an explanation of the influence of style bloggers turned tastemakers in the latest development of street style fashion. The impact of style bloggers continues to grow, as does that of the industry insiders and celebrities who are repeatedly photographed at various events and introduced to the world online. Street style magnets attract photographers and tweeters, and eager to please their audience they preen and pose like peacocks. Influenced by the showmanship associated with style bloggers and celebrities, this printed allover pantsuit with wool felt epaulets offers an outfit fit for style bloggers' peacocking instincts.

With an increase in wealth distribution and modern, rapid manufacturing techniques, style differentiation across social classes is essentially non-existent. It has also been claimed that the popular press, fashion magazines, the internet, and blogs have led to a situation in which fashions are seen and adopted simultaneously by all levels of society. This new model of fashion diffusion might be more accurately described as “trickle

across (Barnard, 2002; McCracken, 1985). As Barnard says:

“Consumers are in a more active role – if they may still be called to consumers and not as producers in some sense, as actively using fashion and clothing to construct and articulate identities....Active consumers exercise and resist the trickle down circumstances and conditions by means of fashion and clothing (Barnard, 2002).”

Fashion bloggers captured the media's attention as noted by Women's Wear Daily, who reported on their presence in Fashion Week. In 2006, the group of bloggers was identified as a 'small but growing presence' at the shows (Corcoran, 2006). Constance White, style director of eBay and a former fashion journalist commented: “Fashion used to be very dictatorial. The impact [blogs are] having is the idea that the whole population is taking control and ownership of fashion.

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Perhaps in five or 10 years, blogs will have the power to make unknown fashion designers into stars (Corcoran, 2006).” New style bloggers are constantly transcending style class stratum, and today’s blogger is more savvy than ever. Equipped with Instagram, Twitter, and Pinterest accounts, these bloggers are proving they can make a career out of their Internet escapades. Social media accounts provide a behind the scenes vantage point into an action-packed, jet-set world of outfit changes, diner parties, and events.

The design theme of ‘peacocking’ was explored as an expression of this trend of fashion bloggers preening for the media,. Exotic bird feathers were used as a metaphor in the surface design, representing the colorful lifestyles of style bloggers. A cropped jacket and cigarette style pants form the silhouette for the ensemble. The removable epaulets were created to emphasize the highly visible, funky and flamboyant blog style. In a setting in which the wider the belt, the puffier the skirt, and the more outré the shoes the better, this outfit seeks as optimum recognition for the peacocking tastemakers’ style.

*Adobe Photoshop* was used for textile design and *Lectra Modaris* for digital pattern manipulation. The design was digitally printed using a *Mimaki* printer on lightweight linen and set using a hot-pressure steamer. Garment patterns were drafted by hand and the finished garment was assembled using industrial sewing techniques. Repurposed industrial wool felt remnants were acid dyed and used for the epaulets.

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Corcoran, C. T. (2006). The blogs that took over the tents. *Womens Wear Daily*. Retrieved from <http://www.wwd.com/fashion-news/fashion-features/the-blogs-that-took-over-the-tents-547153?full=true>

