

New

V I N T A G E

6 COSTUME DESIGNS BY **JÖRN FRÖHLICH**



JÖRN FRÖHLICH (1970 HAMBURG, GERMANY)

Originally trained as couturier for historical theatre costumes at the State Theatre of Darmstadt, Germany in 1994 Jörn Fröhlich pursued his career in theater design at the German Opera on the Rhine, Rheinoper Düsseldorf, Germany where he staged numerous operas, plays and ballets as stage and costume designer after graduating from Berlin University of Fine Arts (UdK) with a masters degree in stage and costume design in 2002.

In 2005 he expanded his artistic skills towards commercial visual communication design, visual merchandising and window display when he took over the position of visual merchandising manager at Breuninger Dept. Store in Stuttgart, Germany.

In 2007 he established his own design label JOFRO.COM where he has been creating various graphic designs from corporate ID, signage and way finding over stage and costume design to visual merchandising, exhibition and fashion retail designs.

In 2010 he joined academic design education at Izmir University of Economics where he is currently supervising the graduation projects in fashion collection and visual merchandising in the Dept. of Fashion and Textile Design.

NEW VINTAGE DESIGNS

In the early 20th century Karl Marx believed a bohemian lifestyle to be motivated by economic necessity or (crucially) romantic interpretation. This ambivalence between necessity and choice is essential to an understanding of vintage fashion. Today vintage aesthetics even reached the commercial sector.

People are getting tired of fast fashion collections with cheap and mass produced product styles. A new desire arises for something unique with lasting (emotional) value. In addition mankind is looking into the future with hesitation due to current global problems, seeking comfort in days past. Hence a retro design style consisting of do-it-yourself, vintage items and vintage look-alikes is becoming increasingly popular.

Costume designer Jörn Fröhlich addresses this trend using replicas of 1950ies print designs from the Sümerbank Archive of The Department of Fashion and Textile Design at Izmir University of Economics.

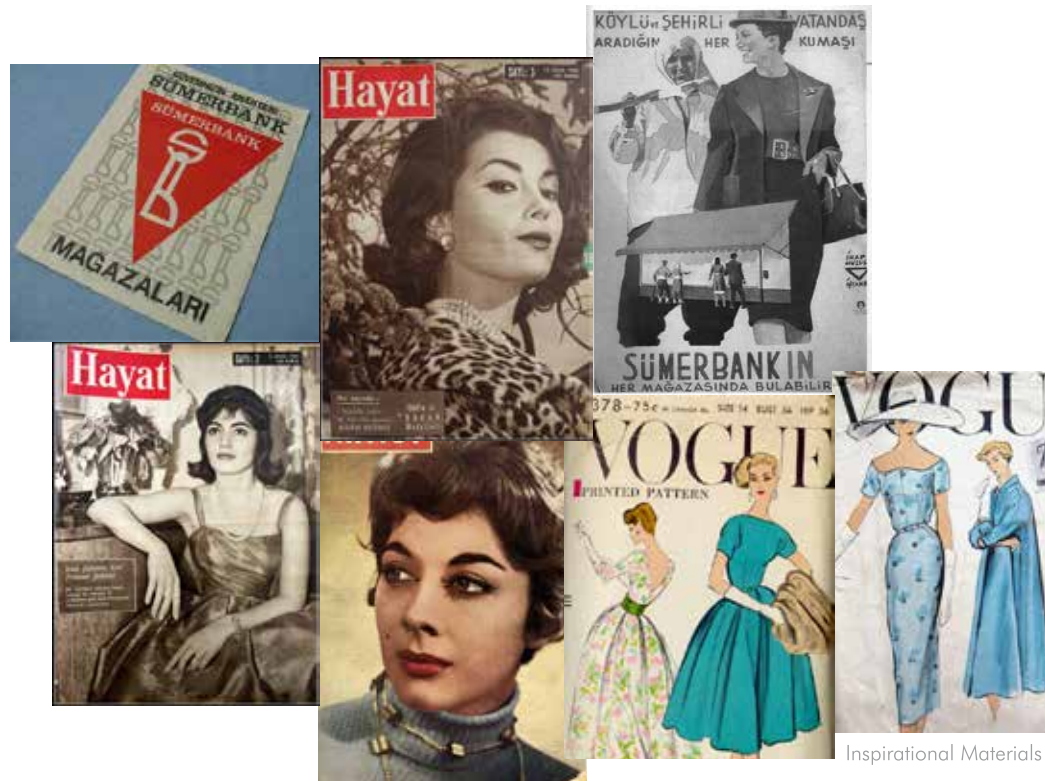
While transforming the print designs to more reduced aesthetics, the design process still follows authentic 1950ies dress silhouettes, styling and fashion photography. Thus new is transformed into vintage - gaining an artificial patina, an artificial past.

The aim is to create an awareness for contemporary vintage aesthetics by reproducing 1950ies fashion classics and honoring the turkish Sümerbank heritage at the same time.

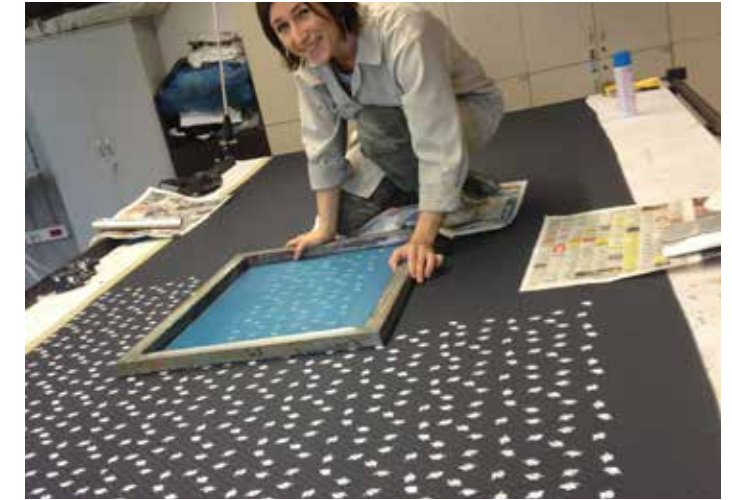
INITIAL INSPIRATION

The costume project „New Vintage Designs“ originated from the curation of „Sümerbank herkez için“ an exhibition in 2010, honoring the establishment of Turkey’s first Sümerbank Fabric Archive of print designs at the Department of Fashion and Textile Design at Izmir University of Economics.

The styles were inspired by turkish „Life - Hayat“ magazine covers and „Vogue“ patterns of the late 1950ies. The fabrics were printed with replicas of original „Sümerbank“ print designs of that era.



Example of original print from Sümerbank 1950ies



Printing - Filiz Deniz is printing the simplified print design replicas

TRANSFORMING THE PRINTS

The original print designs of Sümerbank in the 1950ies contained a of different coloured shapes (i.e.: leaves, flowers, abstract florals) in one pattern. For this project one carefully selected shape per fabric had been chosen for printing in plain white.



The studio - Work in progress

PATTERN CUTTING AND SEWING

In order to achieve an original 1950ies silhouette authentic underwear is essential. Therefore pettycoats and corsages had been sewn first. Then came the dresses which patterns had been carefully cut to match the print design.



Fitting - Jörn Fröhlich dressing Cansu İncesu

FITTING AND STYLING

The dress length is very important to highlight the thinnest part of the female leg. Hair and Make-Up are in authentic 1950ies style.



100 "Miranda"



100 "Judy"



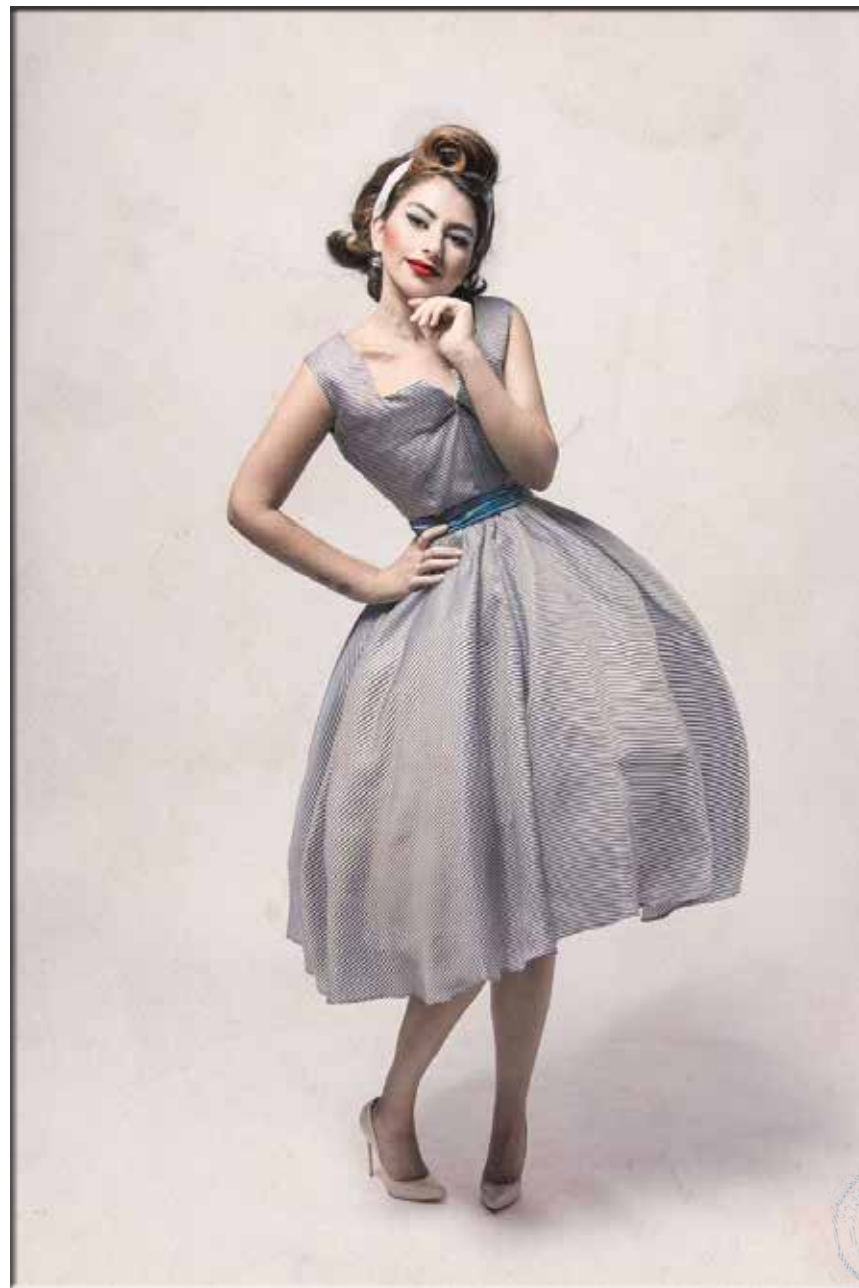
100 "Petula"



100 "Andrey"



100 "Dita"



100 "Carmen"

PHOTO SHOOTING AND PHOTOSHOP

A 1950ies studio lighting atmosphere helped to add authentic value to the dresses. All pictures have been processed with photoshop to complete the look.



COSTUME DESIGN
Jörn Fröhlich

COSTUME ASSISTANT & MODEL
Cansu İncesu

PHOTOGRAPHY
Ersan Çelikleş

FABRIC PRINTING
Filiz Deniz

LAYOUT & DIGITAL IMAGING
Jörn Fröhlich

PATTERN CUTTING ASSISTANT
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JOFRO.COM