

June 17, 2013.  
Megan Chase  
The Which and The Wardrobe

They say that fashion feeds on the retro and the re-imagined. Karl Lagerfeld is one of the few select designers who do not drink out of the same water hole as everyone else. His ideas are consistently fresh and innovative, and he's never afraid to speak his mind. He is known as "the Chanel supremo", his powerful ego makes it easier to understand his eccentric personality. So why choose to write about someone like that? Because the fashion world is full of either freaks or followers, and since embracing my inner freak, I've found that Lagerfeld is actually the personality in the industry that I relate to the most. He raises questions that others are too afraid to ask, and therefore faces the brunt of the bad publicity when his feelings and/or ideas don't conform with what society believes. He is direct, honest, unabashedly blunt, and he doesn't apologize for what he believes in. I believe these to be the key ingredients to his success - aside from his undeniable talent.

"In France there are, I think, less than one per cent of people who are too skinny. There are nearly 30 per cent of young people who are too fat. So let's take care of the zillions of the too fat before we talk about the percentage that's left." Lagerfeld made this statement on a radio show, and he got torn apart in the press for displaying poor attitudes within the fashion industry. Agreeing with this statement, while believing whole-heartedly that zero is not a size, being on the opposite end of the spectrum is just as bad. Both extremes have severe impact not only on your physical health, but also on your mental well being. And why compromise that? At the end of the day, you should always be the most important thing. Who else is always going to be there for you?

His take on fur is that of most fashion lovers - in a world where eating meat is OK, the question of whether wearing fur is correct or not becomes stupid. I take the stance of "each to their own" on this view, as I find it's the same as dealing with something as sensitive as abortion.

Like most believe, sketching is key for a designer, so could one be considered a designer if others do the sketching for you? Fashion has become too much about business and not enough about creativity. It is, however, all about change. I agree that in-order to be good at what you do, you must know what is happening in the world around you - aside from fashion. Otherwise, when everything changes you won't be there and you'll miss it. And then your clothes will look old. Designers feel that they're not successful unless their

name is on everything, but if a corporation gives you the freedom to do what you want, should you not feel happy and successful with that?

Another argument Lagerfeld takes on is that couture is a highly misunderstood art form; most people call it "ugly", but couture is wearable art, there is only one original. It's like an old movie; it doesn't attempt to be real. It's all about the artifice and imagination, and the human body is your canvas. Different locations also help to put individuals in a different mind-set; your thoughts flow more freely when you're in a place that puts you in a good mood. Coincidentally, it helps one to become inspired by something we would normally deem insignificant, like the turning of the tide.

No matter what his views are, and whether or not you agree, Lagerfeld does have one thing right. America is being considered part of the Old World, as they're adopting much of the same tastes as the European demographic. Americans are starting to see Chanel differently; they're treating it more adventurously and are having more fun with it. It is said that the greater joy one takes in shopping, the more chances one will take.

*"I don't care about the past, so I don't remember it. And we have no idea what's going to happen tomorrow, so all I think about is what I am doing right now." - Karl Lagerfeld*