**Bridging the GCSE to A Level Gap**

**Subject:** Design and Technology: Fashion and Textiles

**Exam board:** AQA

In preparation for the start of the course in September, we would like you do complete an investigation into Vivienne Westwood and Punk Fashion.

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| **Recommended reading** |
| [AQA AS/A-Level Design and Technology: Fashion and Textiles (978-1510413498)](https://www.amazon.co.uk/AQA-AS-Level-Design-Technology/dp/1510413499) |

**Task**

To investigate the work of Vivienne Westwood and her contribution to the Punk fashion movement. To do this you should investigate and answer the following questions:

1. Read the passage below about Westwood’s design style and values.
2. How would you describe Vivienne Westwood’s style and approach to fashion design?
3. What was Vivienne Westwood inspired by?
4. What ethical factors influenced Westwood’s work?

Vivienne Westwood, the renowned British fashion designer, has been influential in shaping the world of fashion since the 1970s. Her design ethos can be characterized by several key principles:

Punk and Rebellion: Westwood is often credited as one of the pioneers of punk fashion. In the 1970s, she embraced the punk movement's rebellious spirit and incorporated it into her designs. She challenged traditional fashion norms, using unconventional materials, distressed fabrics, and provocative imagery to create a sense of rebellion and anti-establishment.

Historical and Cultural References: Westwood draws inspiration from various historical periods and cultural references, infusing them into her designs. She has referenced elements from 17th-century corsets, 18th-century aristocratic fashion, traditional Scottish tartans, and other cultural symbols. By incorporating these influences, she creates garments that are both contemporary and deeply rooted in history.

Eco-Friendly and Sustainable Practices: Vivienne Westwood has been a vocal advocate for environmental sustainability and ethical fashion. She has expressed concerns about the environmental impact of the fashion industry and promotes the use of eco-friendly materials, recycling, and reducing waste. Westwood emphasizes the importance of buying less and investing in high-quality, long-lasting pieces.

Gender fluidity and Gender stereotypes: Westwood has challenged gender norms in fashion by embracing gender fluidity and challenging gender stereotypes. She has often blurred the lines between traditionally masculine and feminine clothing, advocating for self-expression beyond the constraints of gender stereotypes. Her designs often feature androgynous elements, oversized silhouettes, and unisex pieces.

Political and Social Commentary: Westwood has used her platform as a fashion designer to express her political and social views. Throughout her career, she has addressed various social issues, including climate change, consumerism, and human rights. She often incorporates political slogans, graphics, and imagery into her collections, aiming to raise awareness and provoke discussions.

Overall, Vivienne Westwood's design ethos is characterized by a rebellious spirit, a fusion of historical and cultural references, a commitment to sustainability, a challenge to traditional gender norms, and a strong voice for political and social commentary. Her designs continue to push boundaries and inspire both the fashion industry and the wider world.

1. Watch Westwood discuss her *“No Mans Land”* collection in the video below.



<https://www.youtube.com/watch?v=HoSh-ExhINE&t=60s>

1. Now that you have watched the video, look at the outfit modelled in the next photo. Using what you now know about Westwood’s design styles and values, annotate the image highlighting key features and explain how they represent her design principles.

Please bring your finished work to your first Fashion and Textiles lesson in September.

* Miss Witham & Mrs Langridge

 