

Influence of German Designers on The World Fashion Industry

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Abstract

In the article, the authors talk about the leading fashion designers of Germany, analyze their life and work and compare them with each other. It explores the reasons why each fashion designer is unique and inimitable. The authors also analyze the influence of German fashion designers on other European countries and world fashion design in general. The article describes the success of German fashion designers not only due to sketches, but also about the quality of fabrics, the support of famous people, especially stars, and healthy competition. In the article, the authors talk about the support of one fashion designer to another, the exchange of experience and the positive effect of healthy criticism on creativity. Each fashion designer mentioned in the article wrote their names in the history of art with golden letters due to their hard work and talents. Their creativity and life experience can be a great example for every young designer.

Keywords: German fashion, Karl Lagerfeld, Hugo Boss, Wolfgang Joop, Damir Doma.

1. Introduction

The authors conducted a study of famous German designers of the 20th and 21st centuries, who had a direct impact on the world of clothing design. Famous German designers such as Karl Lagerfeld, Hugo Boss, Wolfgang Joop, Demir Doma and others have opened up a new and exciting world for designers all over the world. They created a school and a new direction in the art of fashion design. In conclusion, the authors invite you to use the experience and work of German designers in teaching art.

Research methods and materials: Research methods and materials embraced historical facts exhausted from books and magazines, as well as from Internet resources. The authors themselves are artists and therefore this topic is closer to them, they are well versed in the materials and various sketches of German artists, which formed the basis of the object under study.

By the mentioning German fashion designers, the name of the glorious fashion designer Karl Lagerfeld surely first of all comes to the mind. He stood at the origins of modern fashion design in Europa and brought his own style and way of the life to the world of modern design. Karl Lagerfeld was not only a fashion designer but also a photographer, a famous collector and publisher. Born in Germany in the city Hamburg on September 10, 1933, in the family of a large entrepreneur, the owner of a factory for the production of condensed milk, Otto Lagerfeld, the boy was able to grow up to be a great fashion designer of our time.

His influence on world fashion is unparalleled. He considered, and perhaps forever will be, a household name and iconic figure in the fashion world, instantly recognizable for his sunglasses, gray ponytail, and fondness for fingerless gloves, Karl Lagerfeld has designed countless clothes, bags, shoes over his sixty-year career and accessories. With his inexorable diligence, thanks to which his abilities and energy were enough for both Chanel and Fendi, as well as for his eponymous line, he could wipe the nose of many young designers. Plus, don't forget his work as a photographer and illustrator, or his many high-profile collaborations with brands, products, and celebrities including H&M, Adidas, Maison Michel, Pharrell Williams, and Apple.

In 1953, he moved with his mother to Paris, where he studied at the school of the "Haute Couture Syndicate".

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According to him, at first he was able to sell the gloves he made, but not the dresses. So, his first step was to design the gloves. Thousands of gloves sold in a couple of hours. It was his first triumph.

In 1954, he received an award for coat design in a fashion design competition organized by the International Wool Secretariat - Balmain and Givenchy were among the jury members, Yves Saint Laurent was nominated the winner. After the competition, Pierre Balmain invited him to become his assistant - Lagerfeld worked in his fashion house until 1962. Also, his first fashion house was "Pierre Balmain" in Paris. In 1958, Lagerfeld was invited as a fashion designer to Jean "Patou's" fashion house, where his first collection was the "line K"

with a simple front, contoured back and high waist. In 1965, Lagerfeld headed the Italian fashion house "Fendi", where he created leather and fur collections. Since 1966, he has been a fashion designer for the Parisian ready-to-wear fashion house "Chloé".



The main style of Lagerfeld, which greatly distinguishes his style from other famous fashion designers, is that he drew lines from a rosary. There is no place for emancipation in his style. Using clear contours of clothing, especially black and white or gray tones, he also skillfully added fur as a material of elegance, making the strict style softer and more delicate.

He also skillfully used sexuality to emphasize the forms and lines of the model in clothes without taking it to the extreme, to the vulgarity to the absurd, which is so annoying in street style today. In his own words: "Absurdity and anti-absurdity are the two poles of creative energy." Even in his own style, black and whitetones and a strict disposition are traced.



He kept saying, that fashion cannot be controlled, it changes every day. If you don't innovate, someone else will. The own style of Lagerfeld all the time balanced between restraint and audacity without overdoing either, skillfully keeping the golden mean, which could withstand any European and world criticism. In 2015, the increasingly open-hearted Karl, approaching his 90th birthday, received the Distinguished Service Award from the British Fashion Awards (one of his many impressive awards), and seemed not to slow down at all. And then he disappeared. In honor of the release of Lagerfeld's latest collection for Chanel, we present a small guide to one of the latest true geniuses of the fashion world.

In 1923, Hugo Boss founded a firm in a small German town of Metzingen. In the 1920s, he designed overalls, protective clothing, raincoats

and uniforms for soldiers and workers, sometimes without even giving his name, and the suits that made the brand famous were not produced until 1953, a few years after the death of Hugo himself. (It is also said that Hugo Boss, struggling with poverty during the Second World War, made uniforms for the German army, but this is only so they say.)



In the decades that followed, the company experienced ups and downs, and it wasn't until the 1970s that Uwe and Johan Holy, now Hugo's grandsons, were able to put the business on a solid footing. They approved the name of their grandfather as the name of the company - it exuded solidity, it was well readable and easy to pronounce in almost all languages - and began step by step to assert the authority of the company in the international arena and increase sales. Today, the German company Hugo Boss is one of the most influential in the fashion world and has an annual turnover of about one and a half billion dollars a year. The HUGO BOSS brand is present in more than 100 countries within the extensive sales network of HUGO BOSS, including 250 BOSS brand stores. Thanks to the active work of HUGO BOSS in various fields, this name has become a symbol of well-being, a modern perception of life, a lifestyle. Each year, the firm provides about 200 tuxedos to the Oscars. Hollywood stars from around the world prefer HUGO BOSS to other brands of men's clothing. Boss Hugo Boss brand's regular customers are the most famous men in the world, such as Antonio Banderas, John Travolta and Brad Pitt. The man Hugo Boss is active, focused and focused on success, in addition to this, he is also self-confident, impeccable in taste, and keeps up with the times.

The other artist we would like to mention is Wolfgang Joop. He was noticed with his special talent. An artist and designer Joop was born in Potsdam in the family of the editor and writer Gerhard Joop. He grew up on his grandparents' farm in Bornstedt until 1954, when his family moved to Brunswick, where his father was hired as chief editor of the cultural magazine "Westermanns Monatshefte".

Joop began his career in 1970 when he entered a contest in the German women's magazine "Constanze" with his then wife Karin Benacki and they were awarded all three first prizes. This success earned him a job as a fashion editor for the Hamburg women's magazine "Neue Mode" (New

Fashion) in 1970, from which he resigned in 1971 to continue working independently, including as a freelance journalist and designer.

As he says, it is necessary to identify today how women think in order to create clothes for them. But he became known to the world in the 80s of the last century by creating perfume. He is a founder of the fashion and cosmetics company "JOOP!" Joop began his career as a fashion designer in 1970 when he and his wife Karin entered a fashion competition run by the German magazine Constance and won three top awards. After this success, Joop became the fashion editor for the women's magazine New Fashion. He left this job in 1971 to work independently as a freelance journalist and designer, among other things. In 1978, Joop gained international recognition after showing his first fur collection.

As we can see, like Lagerfeld, Joop also used fur as a material for fashion shows.

In early 1982, Joop showed his first women's collection, followed by his first men's collection in 1985. Two



years later, with the show of his first perfume collection, he founded his trademark, the name of which - his last name in capital letters, followed by an exclamation point (JOOP!) - symbolized energy. Under this brand, clothing, shoes, jewelry, glasses and perfumes are immediately produced. In 1983, Joop was awarded the main design award "Phil DeE Or".

How is his style different from others? Basically, it is visible, that the selected colors by him are supported in cold shades. He does not use bright, warm, flashy colors. He only uses cool colors. Also, thin models demonstrating his clothes are usually dressed with transparent capes on top, or in cases of short skirts or shorts they wear transparent tights or stockings. Dresses that are narrow at the top and puffy at the bottom give the dress a figure and airiness.

The other German designer is originally from Croatia. He is very young and ambitious. His name is DamirDoma. Damir Doma was born in Virovitica in Croatia but grew up in the town of Traunstein in Germany where his mother had an atelier. He studied fashion at the ESMOD School of Art and Fashion Technology in Munich for three years, and then went to Belgium to work with his favorite designers: Dirk Schonberger, Ann Demelmeister and Raf Simons.

In 2006, Damir Doma met Stefan Wembacher, the head of the Swiss clothing manufacturer Paper Rain, and they agreed to launch a joint brand. The debut of the Damir Doma brand at the men's fashion week in Paris took place in June 2007. He describes the style of his brand as "clean, elegant, natural", and among his favorite designers he names Issey Miyake and Giorgio Armani.

The first Damir Doma boutique opened two years later in the trendy Marais district of Paris. In June 2012, he moved to the more prestigious rue Faubourg-Saint-Honore and settled next door to the Comme des Garçons boutique. In 2010, Damir Doma launched the second SILENT menswear line and a womenswear line - the debut took place at Paris Fashion Week.

Now Damir Doma is working on the development of his brand. In 2013, Concetta Lancio, a respected LVMH contributor and adviser to conglomerate CEO Bernard Arnault, called Damir Doma the modern Armani, and the editors of the American newspaper Women's Wear Daily included him in the list of "the new elite of fashion designers" along with Alexander Wang, Christopher Kane and the duo Proenza Schouler.

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He often uses embroidery or embroidered materials in his work, especially woolen embroidery. In his collections, he uses contrasting colors, especially black and white materials. It can be seen that his work was strongly influenced by the work of Lagerfeld. Woolen scarves in navy blue or black are a frequent fixture in his collections. With all his heart he wants to show a new line, a new style that could fully reflect the thoughts and dreams of a new generation. His models are more relaxed, free, there is no place for classics here. The works of the Doma with all their strength show the love of freedom of the young generation. His clothes with long sleeves, large sizes hanging on models are amazing. He also makes frequent use of leather, especially black or dark gray leather in his robes. Damir Doma experiments with the proportions and texture of the fabric, creating, in his own words, "new timeless classics". A collection of sunglasses at the shows is the result of a collaboration with the German brand "Mykita". In the shows of Damir Doma you feel in another dimension, as if you have landed on another planet.

As a result, it can be concluded that the influence of German fashion designers on European and world fashion style was great. German precision, strict style, unity of white and black tones, hats, gloves, leather jackets and serious style have contributed to world fashion. The influence of French fashion from the beginning of the 20th century was slightly modified by German fashion, and Paul Poiret's oriental style, Coco Chanel's relaxed style mixed with German rigor and precision gave world fashion many shades.

The sketches, drawings, fabric choices, sense of color, extensive experience and deep knowledge, volumes written and more created by these famous designers can serve as a great example for the younger generations and for students studying today all over the world.

2. Conclusion

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European and world fashion style was great.

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