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JUERGEN TELLER

CAPSULE COLLECTION 2008

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FASHION AND CELEBRITY

The use of celebrities to promote fashion has grown apace over the last two decades, with Vogue covers now more likely to feature an actress than a model. Fashion has always used celebrities to promote, but the subversive Marc Jacobs campaigns reached a zenith recently with the choice of Victoria Beckham for the spring/summer campaign. Famous for being famous and for her appetite for fashion and publicity, Beckham allowed herself to be used ironically and with humour, representing “brand Beckham” alongside brand Marc Jacobs. The most iconic image from the campaign doesn’t even feature Beckham’s face but has her legs emerging from a giant Marc Jacobs shopping bag: the consumer finally consumed.

STAGE COSTUME

The Icelandic singer Björk has a uniquely playful presence in fashion. She presents herself as an extreme sculptural object, preferring dynamic impact over flattering form, and completely ignores trends or restrictions of style to present her persona. Björk collaborates with young, up-and-coming European designers, and her recent stage costume (2008) was designed by Bernhard Willhelm. Björk is an example of an alternative engagement with fashion that is almost entirely self-curated, unique, and anarchic.

FASHION AND THE HIGH STREET

The high street is how most people experience fashion, in diluted versions of couture or ready-to-wear that are produced within weeks of their catwalk debut. This filtering of fashion is immediate, and top designers now collaborate with mass-market companies to cover both ends of the spectrum. The mass-market company American Apparel has rejected trends to triumphantly make cheap, unpretentious sportswear sexy. It has done this with a worldwide advertising campaign of genius. Photographs taken mostly by the

owner of the company highlight the sportswear on ordinary-looking men and women in saucy poses that establish themselves and the brand as genuine and credible. American Apparel appeals to the young in particular because the clothing is produced in Los Angeles under ethical conditions rather than in the sweatshops of the Third World.

MISSING HEROES OF FASHION

Helmut Lang, along with several other key designers such as Jil Sander and Calvin Klein, sold his fashion label to a large fashion corporation. Although his name still carries a fashion brand, he and his formidable talent leave a giant hole in fashion that is impossible to fill. The clothes of Lang, a ground-breaking designer who was always progressively modern rather than retrospective, can now only be bought on eBay or in specialist vintage shops.

YSL

A huge loss this year for fashion.

ABOUT JUERGEN TELLER

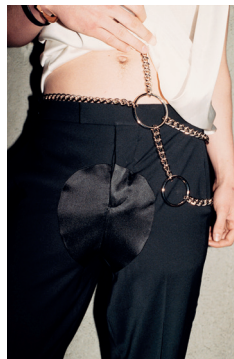
Juergen Teller (b. 1964, Erlangen, Germany) studied at the Bayerische Staatslehranstalt für Photographie in Munich, before moving to London in 1986. Considered one of the most important photographers of his generation, Teller has successfully navigated both the art world and commercial photography since beginning his career in the late 1980s, blurring the boundaries between his commissioned and personal work in his numerous publications and exhibitions. Recent exhibitions include Daelim Contemporary Art Museum, Seoul (2011), Institute of Contemporary Art, London (2013), DESTE Foundation, Athens (2014), Contemporary Fine Arts, Berlin (2015), Phillips, London (2015) and Bundeskunsthalle, Bonn (2016). Juergen Teller currently lives and works in London.



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