



Kunjungi Toko Thrift Gap dan H&M untuk Temukan Obsesi Fashion dengan Zac Posen

Description

Zac Posen named Creative Director of Gap Inc. and Chief Creative Officer of Old Navy

On Monday, Gap Inc. announced that the former famous designer Zac Posen would serve as the new creative director of Gap Inc. and the new chief creative officer of Old Navy. Although known for his high-end fashion pieces, Posen has experience in creating collections for Target and his own diffusion lines. He is expected to bring new ideas and a sophisticated level of taste to the market.

Maurizio Donadi, a former senior vice president at Levi's and a founder of Transnomadica, mentioned that Posen's new positions could bring forward a positive shopping experience and help rejuvenate the brand. There is hope that Posen could help the Gap brand become relevant again, as it was during its glory years in the 90s. It will be interesting to see whether Posen will be able to translate his new ideas into a positive shopping experience.

'Dolling Up' in Fashion

In recent fashion shows and popular culture, there has been a fixation with doll-like aesthetics, like the one seen when Marc Jacobs sent doll-like models down his spring 2024 runway. This nostalgic and sometimes subversive aesthetic takes inspiration from doll-like makeup and outfits, expressing a brazen sendup of conventional femininity, or a willful reversion to childhood.

Fashion retailer H&M tries a new gallery-like concept in their new Soho store, emphasizing a cultural elevated aim and the trend-driven wares it offers, including secondhand clothes at a small in-store shop. Nordstrom has also introduced in-store pop-up shops featuring Black-owned businesses, showcasing both popular and emerging brands, in partnership with the 15 Percent Pledge, an organization encouraging stores to support Black-owned businesses.

With fashion weeks and new trendy storefronts shaking up the scene, it's a clear indication that the fashion industry remains open to change and innovation, embracing both new and established talents in their quest to remain relevant and captivating. The market is open for exciting possibilities and

creativity.

Ringkasan

Zac Posen baru-baru ini diumumkan menjadi direktur kreatif baru di Gap Inc. dan chief creative officer di Old Navy. Namun, peran baru Posen di perusahaan garmen besar ini menghadapi banyak pertanyaan. Apakah dia bisa membawa ide-ide baru yang terfokus pada keberlanjutan? Apakah penampilannya sebagai badut yang menghiasi pedemen busana di London mengindikasikan perubahan dalam industri mode? Bagaimana reaksi kalian dengan peran barunya? Sampaikan pendapat kalian di kolom komentar di bawah!

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