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Issey Miyake's Fashion in 80s

Introduction

Issey Miyake is one of the most famous fashion designers in the world. He is usually recognized for his technology-driven fashion designs, fragrances, and exhibitions. Therefore, Issey Miyake is regarded as a fabric magician for his ability to develop goods and services based on his technical abilities rather than a proven demand. Miyake introduced a fabric revolution in the 1980s, and, in his approach, he believed that the human body is the main determinant in the cut of the dress. In addition, he designed clothes which were made of a single piece of fabric despite the fact that the Western trends had dominated the market around the globe. The goal of this paper is to discuss how Issey Miyake's design in the 80s has influenced the growth and development of the Japanese culture.

History of the Japanese fashion trend in 80s

In the early 1970s, the Japanese youths developed the concept of communal solidarity and opposed the moral and ethics of the older generation to advocate for the new fashion styles. Consequently, this decade was characterized by the change of street fashions in most parts of Japan. Later in the 1980s inventions of new customary designs such as *nyutora* (new traditional), *hamatora* (Yokahama traditional), and preppy styles was evident. Moreover, this highlighted the introduction of magazines such as JJ and POPEYE that mostly focused on writing about the American culture, traditions, and their living standards (McNeil 550).

Japanese cultural and social background in 80s

Meanwhile, Japanese first designer brand labeled DC (“designer” and “character”) was invented. During the middle 1980s, female fashions which included *bodikon* (body-conscious) and *Shibukaji* (Shibuya casual) emerged. Bodikon style majorly emphasized the natural lines of the body while Shibukaji was derived from students who went regularly to the Tokyo boutiques. In addition, the development of the shibukaji style was based on simplicity and durability. During this decade, there was a very high economic growth which averaged at 4% whereby the domestic demand boosted the Japanese financial system (Yun 132).



Mid 80s Models: Issey Miyake. <https://mds.isseymiyake.com/im/en/work/>

About Issey Miyake

Issey Miyake, born in 1938 in Hiroshima, is a very important icon in the economy of Japan as far as clothing design is concerned. First, it all began at Tama Art University where Miyake was studying graphic designs. At this point, he sent a letter to the World Design

Conference regarding the omission of clothing design in the event. He argued that clothing was a form of design strongly attached to our lives rather than just a fashion which changes with time (Ha and Lee 63). Secondly, after moving to France, The May Revolution in 1968 inspired him to develop the knowledge of making ready-to-wear clothing. Later in 1970, Miyake launched the Miyake Design Studio to make clothes which were easy to wash and wear, and were meant for everyone.

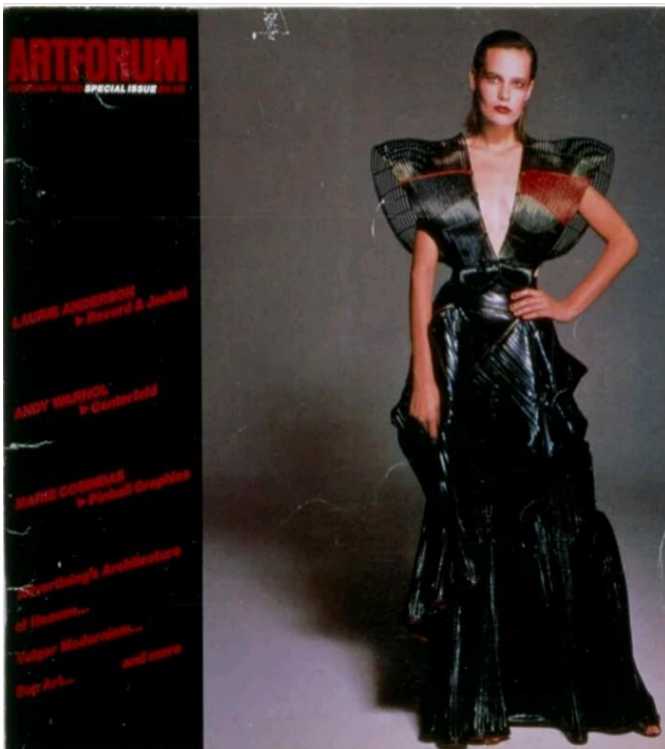
Furthermore, Miyake developed his collection such as Pleats Please which was discovered during the experimental research on using pleats in designing clothing (Ha and Lee 63). This label highlighted the relationship between the human body and cloth. That is, developing the cloth first, and then let the human body to consider the shape of the clothes. Thereafter, the emergence of A Piece of Cloth (A-POC) was described as revolutionary. In this case, A-POC began with a single thread and generated fabric that enhanced the concept of engineering design. Thus, this led to the invention of a new methodology of clothing design known as The Museum of Modern Art (MoMA).



Pleats Please Model. Issey Miyake. <https://mds.isseymiyake.com/im/en/work/>

The connection between Miyake's trend to Japanese culture and society in the 80s

Miyake's design of the 80s has presented huge impacts that art and design have on the cultural background of Japan. In the 1980s, he started experimenting with garment designs using other material such as wire, paper, and plastics. Mostly, the cloth was the only material used in designing according to the culture and tradition of Japan. For this reason, his efforts were recognized worldwide and featured on the American magazine. Besides, it was the first time clothing appeared on the cover of an art magazine (Bartlett 225).



Artforum Magazine, New York. <https://mds.isseymiyake.com/im/en/work/>

Furthermore, Miyake staged a show which focused on his exploration with new types of cloths. In fact, he then furthered his exploration by pursuing textile research to make cloth that accommodated people's needs in daily routine. Subsequently, this would make the people adapt

to the new culture by embracing new fashions and design, therefore, having a great impact on society and the people (Seo, Yoon and Lee 868).

Additionally, Miyake always focuses on developing clothing that addresses the demands of time by merging traditional methods from Japan and other parts of the world using technologies. This ensured the development of Japanese culture as it attracted different people who enjoy diversity and different traditions hence contributing to the growth of the economy of Japan (Bartlett 225). Most importantly, the work is very collaborative hence encouraging teaming up with fashion elites in developing fabrics and procedures.

In order to promote arts and culture, Miyake has helped in the establishment of museums which have boosted exhibitions held at these art centers. In this regard, he aimed at instilling knowledge about the new traditions and their impacts on society. Moreover, art centers have changed the cultural setting of Japan.

The connection between 80s Miyake's trend to present a sustainable fashion trend

In today's world, Miyake's trend can be used to present a sustainable fashion trend, therefore introducing environmental friendly clothes. First, Miyake favored natural fabrics and used Japan traditional dyeing that incorporated the latest techniques for naturality. Secondly, he applied the least cutting and sewing in geometric panels when developing his fashions. In addition, he produced clothes that people could wear regardless of the body shape, trend or age, therefore, ensuring sustainability. Finally, the development of the A-POC model transformed the clothing cuttings and sewing to using belts, zippers, and belts. This technology should also be used to make shoes using PVC in terms of lowering waste thereby reducing environmental degradation (Ha and Lee 63).

Conclusion

In terms of the contribution to the fashion industry, Miyake has played a major role in pioneering the concepts of clothing. He was fascinated by the space between clothes and body all the time and put the human body into first consideration when he designed a cloth. The “body-conscious” clothing brought a remarkable fashion trend throughout the world. The introduction of different fashion designs and the establishment of art centers show that culture and art are very important to the people in the whole world.

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