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SURREALISM IN THE DESIGN OF CLOTHES: ELSA SCHIAPARELLI AND SALVADOR DALI

Surrealism is a trend of art, philosophy and culture, which was formed in the early 20's in France. Surrealist work is constructed on a paradoxical combination of incompatible. The subject of our research is surrealism in the design of clothing. In order to develop the technology, we have analyzed the fashion of those times and the work of Elsa Schiaparelli and Salvador Dali.

The Surrealism method was first used in high fashion in the works of Elsa Schiaparelli in the early 1930s. All the works were unusual, almost all of them were being shocked by the public. In early models, she used African motifs, then the ideas of cubist artists, then pictures of tattoos of sailors. Lobster, anchor, snake, unusual ornaments were painted on the sweater of the designer. Schiaparelli immediately realized the feelings and passions that captured her in real life.

Surrealism in the fashion of the 1930s reached its peak. Schiaparelli was already addicted to its ideas and applied surrealistic motifs in the development of clothing. Elsa also closely communicated and collaborated with well-known artists such as El Salvador Dali, Jean Cocteau, Andre Breton, Pablo Picasso. Elsa impressively applied surrealistic motifs in the design of clothing. She was not tired of fantasizing, and her fantasies were limitless.

They were created for each other - the crazy genius of Dali painting and the revolutionary of the fashion of Schiaparelli. This union is one of the first in the history of the fashion collaborations of the artist and fashion designer. And they united their one common goal - to go beyond the usual limits of perception. Further, in art, he experimented with form and matter, and Schiaparelli in her collections rethought his gaze on clothes.

Their joint work did not last long, but it was fruitful. A great artist came up with an Italian bag in the form of a phone, a jacket with pockets in the form of drawers, and the main adornment of the boutique Schiaparelli - a pink sofa in the form of lips actress May West. He further inspired Elle to create a number of unusual accessories - a handbag in the form of an apple or balloon, gloves with pockets for matches or with glued nails. In 1937, Schiaparelli creates an evening dress with a white organza with a contrasting girdle, on the skirt appears a painting of Salvador Dali in the form of a lobster. Elsa Schiaparelli was not afraid to embody bold surrealist sketches. So a dress-tear appeared on the light, specially for which Dali developed a special technique of printing on fabric.

Many influential fashion houses represent collections in which the symbols and techniques of surrealism masters are read. What's important is that along with surrealism in fashion finally came the irony and fantasy. Surrealism, with its irrationality, implies the liberation from the habitual and everyday perception of life.

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