

THE MATERIAL JOURNAL

August, 2020

STORY OF THE MONTH

Back To Life, Back To Reality



As the days shorten and the temperatures cool down, summer is drawing to a close with flurries of rain showers as the people trickle back into their hometowns. We are preparing for la rentrée, the period that marks the end of the official summer holidays: back to school, back to work and essentially, back to reality...



FASHION

On July 16th 2018 The Palais Galliera fashion museum in Paris closed for major refurbishment. October 1st will see the first retrospective exhibition dedicated to Gabrielle Chanel herself ...

Featured Materials



AIR NOODLES

Proces Family : Relief / Effet 3D
Composition : TPE
Format : Plaque
Size : Variable
Thickness : Variable
Colour : White

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BOUCLETTE

Process Family : Woven / Braided
Composition : 80% PL 20% PA on PP
Format : Roll
Size : 200 cm width
Thickness : 3 mm (approx.)
Colour : Gold & Copper

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After a uniquely distanced holiday season with the added unreality of masks; we are ready to dive into the 'new normal' and embrace reality. Here at American Supply we are focussing our material research into eco-innovative materials: materials that are both innovative and eco-friendly, and better for the world. Last month we talked of the benefits of Cork and explained why it was one of the greenest materials around, from conception to farming through to final production.



Air Noodles are used in the bedding industry due to their durability, resilience, elasticity, and form memory, though we imagine them in all manner of set-design, window backdrops, and POS applications due to their fantastically unusual form and qualities. The hand is soft and non-sticky making them also ideal for packaging or innovative, luxury soft furnishings.

Contact us to make an appointment to see our labyrinthine Air Noodles in all their noodly glory!

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FASHION

Fashion Manifesto!



On July 16th 2018 The Palais Galliera fashion museum in Paris closed for major refurbishment, including the renovation of its previously inaccessible vaulted basement, which once opened will double the size of the exhibition space possible. The work was generously supported by an exclusive sponsorship from the House of Chanel, so it is fitting that the grand re-opening this October 1st will see the first retrospective exhibition dedicated to Gabrielle Chanel herself, titled Gabrielle Chanel: Fashion Manifesto!



When Gabrielle 'Coco' Chanel opened her first boutique in Deauville in 1912, she set out to revolutionize the fashion world with her own vision, which was truly radical marking the beginning of her manifesto. Her first womenswear, incorporated the famous marinière (sailor's top), using a mix of affordable jersey and tricot, which had only been used for men's underwear. It was to become a recurring theme in her work, with a desire to liberate the female body from constriction and voyeurism. Aside from reappropriating menswear into her collections, she deconstructed her skirt suits by removing the shoulder pads and strictness, with darts for the bust, and worked with her couture clients to enable them to manoeuvre in their jackets with ease and without exposing their bodies. The Chanel Skirt Suit became, and still is, an iconic staple for the brand.



FASHION
Gabrielle Chanel: Fashion Manifesto!
Henry Clarke, Vogue US, March 1958
© Henry Clarke, Musée Galliera / Adage, Paris 2020

FASHION
Gabrielle Chanel: Fashion Manifesto!
CHANEL, Skirt Suits
(L-R) Summer 1961 & Summer 1964

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FASHION
Gabrielle Chanel: Fashion Manifesto!
CHANEL 2.55 bag
(L-R) Gabrielle Chanel with 2.55 1960 & Modern 2.55 2020

Two of her most famous creations, the 2.55 shoulder bag, and Chanel No.5 perfume, will be represented in the show, with No.5 given a whole room. The 2.55 is a must-have item for women the world over which when released revolutionised the way that women carried bags. By taking inspiration from army bags, Gabrielle introduced the shoulder strap to high society, giving women back their arms and hands!



FASHION
Gabrielle Chanel: Fashion Manifesto!
CHANEL No.5
(L-R) Bottle 1921 & Window 2019

She was a force to be reckoned with, and before inventing the LBD – the Little Black Dress – in 1920, Chanel vowed, while observing an audience at the opera, that she would dress all women in black. The LBD is now a staple in all wardrobes, and we couldn't imagine life without it!

With such a rich legacy and an impact on the fashion industry that continues to this day, Gabrielle Chanel: Fashion Manifesto promises to be an exhibition not to be missed!



FASHION
Gabrielle Chanel: Fashion Manifesto!
Gabrielle Chanel dans sa maison à Roquebrune en 1930
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