

IT'S NOT UGLY,
IT'S JUST FASHION!



Trousers - Light Before Dark
Shirt - ASOS
Socks - Nike
Shoes - Vintage



Trousers - Vintage
Hat & Scarf - Models Own
Jumper - BDC
Socks - Nike
Shoes - Doc Martins



art students, shopping in second-hand stores seeking the new ideal of paying £50 for a ghastly bin bag belonging jacket. What about a 1980s neon pink fluorescent shell suit paired with sunflower yellow crocs and Kermit the frog coloured green t-shirt? Brill. A pair of stained leopard print hot pants teamed with 70s glam platform boots? Yes please! Why not? The Ritz may have a dress code but you will fit in well in McDonald's, throw on that hair

Diane, 10:13 am, February 2nd.

The term 'ugly fashion' was thrown around quite a bit last year. From Justin Bieber and his Hawaiian shirts and long dusty surfer hair to socks and sandals on the runway with Maison Margiela for SS19, good taste has become a peculiarity and as a result fashion has become ever-more hostile. With 'beauty is in the eye of the beholder' fantasies, are we moving away from a sugar-coated society of no opinions to a twitter fuelled battle? Or, is it a drive away from the typical high fashion exclusiveness? Rather than having to pay upwards of £300 for a designer t-shirt that has been ironically deemed 'ugly' by a piss-taking Chanel wearing journalist all you have to do is go down to the grubby charity shop and pay less than a tenner for a purposefully hideous old threads, Bargain!

In the mood for trashy chic? Get yourself down to London's ahead of the curve East London, Brick Lane. Currently full of the same brim-stiff Central St Martins wannabe fashion 'trend setting'

so. Jeremy Scott is well known for his pop art enthused collections, SpongeBob on the runway, and McDonald's uniforms, but are they wearable? No. Saying that, is fashion meant to be wearable?

While Christopher Kane's ironically 'un-cool' SS18 crocs retailing for £475.00 may well be Instagram-able, with The Met Gala just a few months away something tells me that Glenn Close may

prefer a classic stiletto instead. As Kane confessed, "There is no getting around it, Crocs are ugly.", one may ask, why make clothes unless they are beautiful? According to, Dawnn Karen, a psychologist, "we're going to look because they're defying a norm." Yes, the so-called 'norm' of wearing a suit to work or, perhaps it is just another

“If people are laughing at me, that’s fine. I invented the joke”

er fashion trend, who knows?

Where can we see this trend landing? It is less about multiple ugly items worn together as we saw last summer, it is about one

individual item that trashes out from the crowd. Rather than find every trashy clothing item possible, take one shabby jacket and

simply, make it stylish. Take a knitted argyle tank top, wear it with pink velvet joggers, socks and sandals and that is certainly naff fashion. However, pair it with a slick pair of black straight leg trousers and you'll look like the cool grandad who escaped from the retirement home!

Tasteless fashion is very much in the heart of London, similar to the mid-80s of Leigh Bowery, performance artist and club promoter of Taboo. With his eccentric, over-the-top, tacky style that included makeup which could be considered an art piece, paint dripping from his head, white foundation, and big black clown shaped lips. The idea of not caring what others think and as Bowery himself said, "If people are laughing at me, that's fine. I invented the joke". The 1970s saw the same type of rebellion, against life's conservative system of hierarchy paving the way for punks. The simplicity of a safety pin in place of an earring held darted through your nose, pink hair, tartan bondage trousers held up so much more than just being a piece of jewellery. Symbolising a makeshift family who wanted much more than what was paved out for them. Can the modern mismatch of patterns hold up the same need for change in society? Perhaps so, however, you will need to do more than looking like you don't care to actually care.

Perhaps this trend can be considered a rebellion. A rebellion against conformity and having to look in society's image of beauty, if you can accept yourself for being able to go out looking worse for wear than who really cares? You may wear your grandad slippers and terrible red velvet jogging bottoms, but for God of fashion's sake don't wear socks and sandals!

End.

Enough ranting on the love of this amazing 'new' trend... We have in fact moved from the awful Hype beast streetwear desires and Balenciaga dad shoe obsessiveness of recent seasons to a dirty pair of Gucci trainers retailing at £615 (just in-case you were interested). Designers such as Christopher Kane, Jeremy Scott, Alessandro Michele, who have adopted the 'vile style' have reminded us of the joys included in bad taste, the unimaginable joys of raiding your grandmothers' awful closet that is unchanging on the runway. While Gucci have creatively managed to pull off the 'tacky' 1980s fashion into a modern vision full of Elton John influences others, less



Vest - Fred Perry
Trousers - Vintage
Shoes - Doc Martins





T-shirt - Fred Perry
Shorts - ASOS
Hat - Vivienne Westwood
Jewellery - Vivienne Westwood
Socks - Nike
Shoes - Nike Dunks



Photography - Olivia Kellerman
Model - James Sharp