

Rock musicians as a tool for promoting brands in glossy magazine

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Culture and fashion closely intertwined between themselves. For example of fashion can study the changes in people's lifestyle, their hobbies. Basis for observations was chosen the most aggressive kind in fashion industry - style of rock musicians different time, influencing fashion, which we can see now.

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In fashion magazines and blogs increasingly use style of underground singers. Primarily its clothing. Rock culture interacts with mass fashion. Watch this can it printed editions. Advertising in glossy press fill with musicians: Bono with his wife Ali in Louis Vuitton's advertising, Jon Bon Jovi - face of the Avon's fragrance, Metallica in formal clothes by Brioni.

The trend was started by rock'and'roll. The appearance of people began to be formed based on the images of idols. The most famous performer of that time was Elvis Presley. His costumes they were differed by a certain theatricality and the famous hairstyle "kok" found a huge number of imitators [1]. In the 1960's formed The Beatles. Liverpool Four prefer long hairs and classical Sullivan's black suits [2].

However, these "eternal" images are not included in the concept of glossy rock. And the most popular styles used in magazines are glam and punk. Both appeared in the 1970's in the UK. An important feature of "glam" was the revolution against excessive masculine images of rockers. For musicians are characterized by bright images, exotic theatrical costumes, lots of makeup, and androgynous appearance. Alice Cooper, David Bowie, and KISS was created completely new looks using super-tight clothes, shiny fabrics, feathers, hats, rhinestones, and bright makeup. In the February 2018 by Russian Vogue devotes to glam-rock part of issue starting with the cover. Glamour for 2020 allocates several pages for shooting fatal makeup. In addition, 70's have become famous, thanks to the emergence of defiant style punk. The September 2018 issue of Russian Vogue offers to wear a total cage and dye your hair with colored jellies. American's musical magazine Alternative Press, in 2015 also use cage shirt and rough shoes Dr.Martens. The latter, in turn, are on Elle Russia in 2019. In 1976 Italian's Vogue was devoted several pages of the issue to anti-fashion. So its punk.

In XXI century singer with electric guitar, this is style icon. Even for those who are don't like heavy music. The culture described above has indeed had a significant effect on the fashion industry

Источники и литература

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