

THE CREATION OF A MUSIC AND
ART MAGAZINE: ANEMOIA

by

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THE CREATION OF A MUSIC AND
ART MAGAZINE: ANEMOIA

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ABSTRACT:

As a young girl, I was always fascinated with the fashion my parents grew up with, the music they heard on the radio for the first time, and the culture surrounding their adolescence. I was so drawn to decades of the past that I always wished I had been born into a different generation. This overwhelming feeling led me to a lifetime of reminiscing on a period in history that I never got to experience, ultimately leading me to this project's creation. Julie Andrews famously said: “Feed the body food and drink, it will survive today. Feed the soul art and music, it will live forever” (AZ Quotes). This quote provides a glimpse into music and art's influence on the individual and communal human experience. Music and art challenge every waking individual's mind as they encourage them to think differently and open their mind to new ideas, feelings, or ways of expressing themselves. The 1970s, 1980s, and 1990s were three decades that made history for their ground-breaking music, new ways of artistic expression, the rise of photography, and ever-evolving fashion trends. By creating a creative magazine, all art will be appreciated as the string that binds us together.

This project involves the marketing and branding of *Anemoia*, - a subscription-based magazine that digs into the different elements of music, art, photography, and fashion of the 1970s, 1980s, and 1990s. The word “Anemoia” is a brand new term that is defined as “nostalgia for a time or place one has never known” (Dictionary of Obscure Sorrows). The creation of the magazine was accomplished through extensive research of Whalebone, a subscription-based magazine focusing on spreading positivity, as well as researching the different eras and what made them each unique and powerful. Through the use of online historical databases and books, substantial research was crafted and combined. The final deliverables include a logo design,

advertising, product design, business collateral (business cards, letterhead, and envelope), and digital collateral (social media and website).

This senior thesis research paper uses two types of research: descriptive and secondary. The first method is explanatory research, which “ aims to accurately and systematically describe a population, situation or phenomenon. It can answer *what*, *where*, *when* and *how* questions, but not *why* ” (Scribbr). Descriptive research provides a good understanding of the problem and sheds light on different examples. To provide real-world examples, the case study method was used, which is defined as describing “the characteristics of a specific subject (such as a person, group, event or organization)” (Scribbr). The first case study conducted in the thesis was an overview of Whalebone magazine's business model, social media, advertising, and brand identity. Whalebone is a modern-day subscription-based magazine that spreads positivity through creative design, photography, illustration, and writing. They have achieved great success since their company launched in 2010 and have continued to grow and become a well-established brand. Secondly, three case studies were conducted on the 1970s, 1980s, and 1990s. Within these broad case studies are more specified case studies, which include breaking down the cultural ways of the time, the music and album art, photography, and fashion trends. Throughout these studies of these generations of great art, inspiration is taken and applied to the magazine *Anemoia*. Lastly, the second type of research conducted in this thesis is secondary. Secondary research is described as “research that analyzes or describes prior research” instead of gathering new data and analyzing that (Illinois Tech). This was completed using books featuring famous photographs or record covers of the era studies. Additionally, the physical magazine of Whalebone has been used to understand the layouts and better understand the brand identity.

Whalebone Magazine



Who is Whalebone?

The story of Whalebone is fascinating and inspiring. The business started in 2010 by making hand-printed T-shirts in Montauk, New York. The owner, Jesse Joeckel, opened the shop when he was just 23, wanting to try something new and creative. Before this decision, he had been working blue-collar jobs his entire life, which is the story for many people living year-round in Montauk, New York. He claims that because of his background in blue-collar work, he “has a work ethic unlike most,” which greatly benefited him when it came to being an entrepreneur for Whalebone (Whalebone). Having a background in blue-collar work is a big reason he could ever start his business, as he saved \$10,000 to buy a hand screen printing press to make the first batch of t-shirts (Whalebone).

In the opening weeks, the shop did well but still struggled, as Montauk, New York, is a seasonal town that typically shuts down after Labor Day weekend. Whalebone needed another way to earn income during the year's colder months. With all that being said, the prints they originally made were loved by many, so they knew they had something special. Joeckel says, “It all started with an idea and a men’s graphic tee in 2010. Since then, we have evolved in more ways than one, but our men’s tee will always have a soft spot in our hearts as the cornerstone of our business. With special attention to achieving a flattering fit and an incredibly comfortable feel, we are proud to see how far our original tee shirt has come.” Acknowledging their gratitude for the building blocks of their business, Joeckel was ready to take the next step towards expansion.

In 2015, Joeckel's friends helped him expand the brand into physical and digital elements. They began putting effort and creativity into their Instagram in hopes of reaching the eyes of people across the country, not just in the nearby areas. Joeckel and his friends put their heads together and created the most successful and memorable component of Whalebone: The Whalebone Magazine. The magazine was initially intended to be a limited-edition summer project, but it was a huge success and ultimately became a year-round subscription-based magazine (Whalebone About).

Business Model

Whalebone runs on a new-wave business model, as they are challenging the traditional ways of marketing and choose to incorporate more modern techniques. They find inspiration from fresh businesses like BuzzFeed and Vice, which target a similar audience. However, Whalebone still takes a slightly different approach, striving to always “maintain a constant positive tone” (Whalebone Marketing). Their business model is based on making people happy, providing customers with fantastic ideas and products, and spreading good vibes. They know that newer generations care more about authenticity and the experience something gives you than physicality, which is what Whalebone strives to do for its customers. According to Forbes, the younger generations seriously impact the customer experience through these desire shifts. Given they are the first generation to grow up with technology fully, “Gen Z has distinct expectations, having always experienced the conveniences that other generations have grown to enjoy” (Forbes). In other words, Generation Z cares about aesthetics, convenience, uniqueness, and functionality, whereas older generations focus more on products' physicality (Forbes).

Financials

At the magazine's launch in 2015, Whalebone's numbers grew drastically. The business sought an investment of \$500,000 from a supporter of Whalebone, which would primarily "be dedicated to the talent and infrastructure" (Whalebone Exec). With the help of this small investment, the sales of Whalebone were projected to double by 2016, completely break even, and begin making a profit in Quarter 4 of 2016 (Whalebone Exec). Additionally, by 2017, Whalebone projected they would be able to "meet 5x our current sales and expand the lifestyle brand nationally" (Whalebone Exec). The founders of Whalebone believe they are "on the cusp of being the go-to positive voice of a generation that is seeking an impactful brand that understands not only how they want to be reached, but how brands can better reach this highly influential audience" (Whalebone Exec). With their clear target audience, aesthetic, and message, they are curating a magazine that stands out while remaining trendy and attractive.

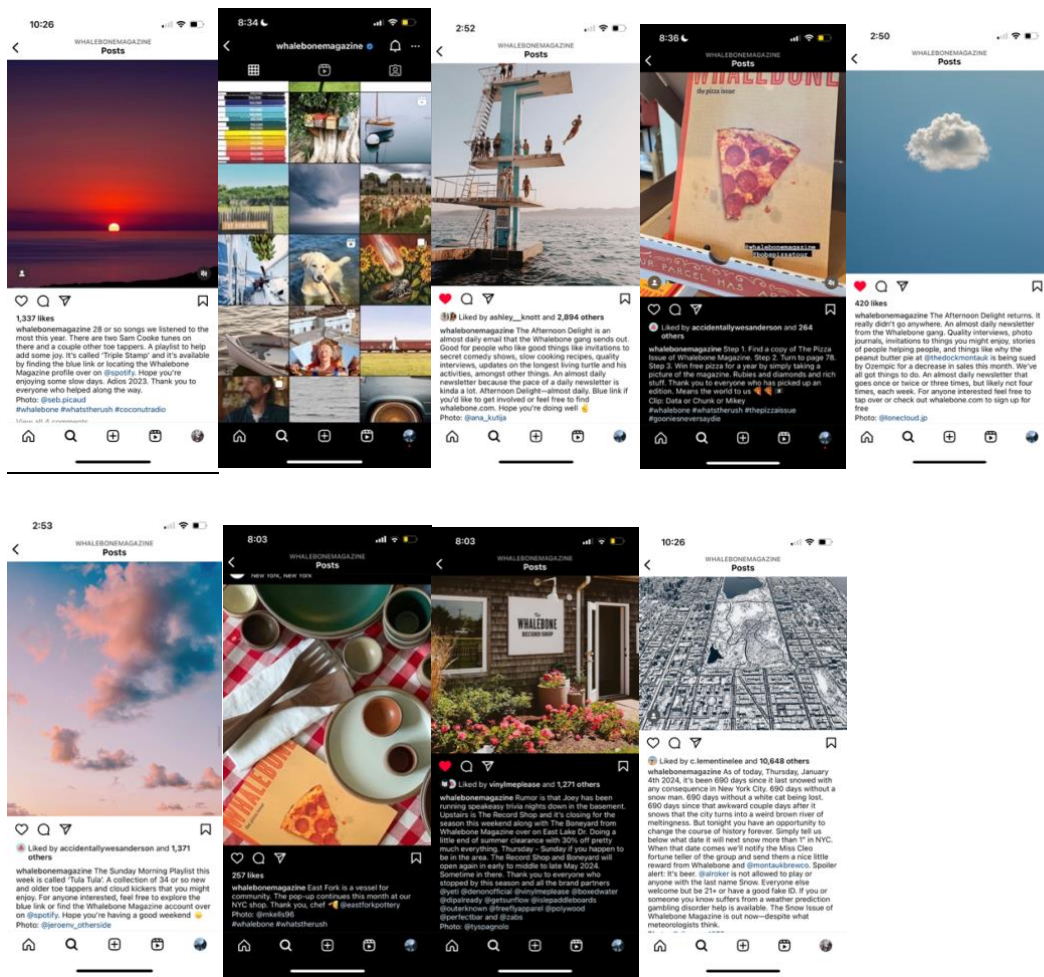
Marketing & Advertising

It is common knowledge that advertising and marketing are two of the most crucial parts of founding a successful business. In other words, you can only achieve success if people know you exist. Furthermore, your advertising needs to be unique, eye-catching, and a good representation of who you are as a brand. Whalebone explained, "People hate bad advertising, poor quality design, and cheesy brands with no authenticity or soul. They love it when they can be part of something fun, cool, and magical. They love to feel an authentic story come to life. They will spend extra on quality and are willing to share with their friends an awesome experience over anything else" (Whalebone Exec). From pop-up stores to social media marketing, Whalebone creates an exciting, fun, and connected community to market its products and what it stands for as a brand. Using a solid social media presence and print ads, they slowly

gained more value through loyal customers, word of mouth, and their trendy and aesthetically pleasing social media platform.

In 2016, they developed their lifestyle brand, which Joeckel described as “6 encompassing events, apparel, and a media arm through which to funnel everything, so consumers can immerse themselves into the experience of a brand as a whole, not just its individual products (whalebone marketing).” Additionally, being located outside New York, the company has many opportunities for partnerships and pop-ups, which proved to be a great success in gaining a larger following in the city.

Instagram Feed & Contest Post



Whalebone's social media is an exciting place to explore. It is aesthetically pleasing, playful, informative, relatable, and funny, which are all brand characteristics. They post content three to four times a week, reshare customer's posts, collaborate with other brands and popular Instagram accounts, and interact with people in the comment section. All these components combined make Whalebone a friendly and easy-going brand. Their openness makes them feel like they are a true friend and a safe place to be, which is huge for their positive brand identity. They have a following of around 174,000, continuing to grow every month. Their Instagram portrays them as more than a brand, as they share their Spotify and themed playlists, allowing their customers to feel like they are "on the inside." Additionally, going back to the concept that millennials and Gen Z prefer experiences, they promote events they are putting together and market themselves as an experience-forward brand.

Brand

The word "WHALEBONE" is displayed in a large, bold, yellow outline font. The letters are spaced out and have a slight shadow effect, giving them a three-dimensional appearance. The background is a light gray with a subtle, repeating pattern of small white dots.The word "WHALEBONE" is displayed in a large, bold, dark gray outline font. The letters are spaced out and have a slight shadow effect, giving them a three-dimensional appearance. The background is a light gray with a subtle, repeating pattern of small white dots.

"Whalebone is a lifestyle brand encompassing a clothing line, a magazine, social, digital, eNewsletter, events, and custom content" (Whalebone Brand Breakdown). Whalebone strives to stand out, be trendy but not typical, to create a brand identity that is uniquely Whalebone. When

you hear the word “whalebone,” you will typically associate it with its literal meaning, which is “bone or ivory of a whale or walrus” (Oxford Dictionary). So, what is the significance of Whalebone using this term to name its brand? The location of Whalebone is in Montauk, New York, which is known as a seasonal beach town, with a slow pace and lots of whale watching. The Whalebone logo is simple but effective, with the inline connecting to the concept of a “whalebone” with several linear elements. Additionally, the custom typeface is bold but legible and striking to the eye with its tall x-height and thick inline.

Additionally, the tail of a whale is typically a universally known concept, meaning the magazine's logo is something everyone can easily recognize as a bone without the name. Whalebone offers a simple square logo that replaces the word “whale” with an image of a whale tail, simplifying the significance of their logo with imagery. The brand makes a statement with a black-and-white option and a bright yellow mustard. The choice of yellow is powerful, as it sets the tone for their colorful, playful, and happy brand aesthetic and community. The overall concept of their branding is highly effective in representing the brand's backstory and who they aspire to be and attract.

Brand Apparel Design



The use of line is highly prominent throughout all of their apparel, connecting back to their brand identity. Pictured above are just a handful of the options on their apparel site. The shop also includes many basic tees, beach towels, windbreakers, and more.

Type, Color, and Imagery

The typography of Whalebone is a rectangular San serif font with high vertical elements to it. It is used as the brand's primary logo and stands by itself. The color for Whalebone varies significantly as they do not shy away from using colorful throughout their designs, but their

consistent brand colors are bright mustard yellow, black, and white. The imagery throughout the brand also varies greatly as they feature photography throughout their magazine issues. Still, a consistent image for Whalebone is their simple whale illustration, sometimes used as a logo. The Interaction Design Foundation stated that “good design involves as little design as possible,” which Whalebone ideally does through its simple but unforgettable brand.

Whalebone Magazine Design & Packaging



The cover design of Whalebone's magazine is exceptionally unique and eye-catching with its colorful simplicity. Throughout each of their covers, they feature a photographed object with a solid color background, where they then pick a color for the logo that is appropriate for the specified cover. The photo always relates to the theme of the specific magazine edition and includes a subheading that briefly encapsulates what the magazine will discuss. The magazine is mailed to the subscriber with no extra packaging, just the ready-to-read copy, which again emphasizes the brand's quirkiness.

Whalebone's magazine spreads are beautiful and unique, furthering the brand's identity and showcasing its strong design team. Whatever color the logo is featured in on the front will continue to be displayed and used as splash colors or highlights throughout the spreads. What makes Whalebone so powerful is its ability to push expectations and constantly keep its consumers on their toes with what it will do next in content and style. Because they collaborate with other artists in everything they do, every magazine is uniquely itself, never knowing exactly how something will look or make you feel.

1970s Overview & Music

The 1970s were very similar to the 1960s in many cultural ways, as people continued to rebel against the government, and marginalized people continued the fight for equality. The general community started to care about the environment, leading to a rise in activism and the beginning of a green movement, which played a part in the design of many musicians' album artwork and the composition of lyrics (History). The 70s, however, entered a new stage of music, with the primary goal being to make people dance and to let people have fun. It was a truly epic decade for music; with artists like Led Zeppelin, Fleetwood Mac, Rolling Stones, Grateful Dead,

and Pink Floyd, the world was blessed with music that would go down in history as forever iconic.

Having just experienced perhaps the most famous music festival of all time, Woodstock 1969, the “hippie” way of living continued to grow throughout the decade. A political movement called “New Right” emerged and moved mountains by “celebrating the free market and lamenting the decline of “traditional” social values and roles” (History). This way of thinking spread throughout the music community, enabling individuals to scream “screw the system” to anyone who cared to listen or anyone simply walking by. The historically talked about term “Dead Heads” represents the community the Grateful Dead created through their music. “Dead Heads” were mainly concerned with the next moment when they could watch the Grateful Dead perform as they smoked marijuana and partook in the use of psychedelic drugs. But they did not care! Despite their rule-breaking nature, they had nothing but peace and love within them. They banded together to famously create a generation of “make peace, not war” individuals. They stood up for themselves and their friends as they fought day-to-night for gay and women’s rights and many other controversial human rights matters (History).

Additionally, the psychedelic art style grew in popularity during the 1970s. In the 1960s, the movement remarkably took off, where “various poster artists of San Francisco were responsible for launching the Psychedelic Art movement during the 1960s, such as Rick Griffin, Wes Wilson, and Victor Moscoso” (Art History). The movement is generally thought of as being influenced by the increasing use of hallucinogenic drugs, as the artwork “depicted a strong color palette—usually of contrasting colors—along with ornate lettering, and kaleidoscopic swirls” (Figure 1) (Art History). The style was used for album art, concert posters, merchandise, and much more, becoming a staple art style of the 1970s.



Figure 1 | Grateful Dead Concert Invite

The 1970s was an iconic era; from music to art, everything created was nothing short of incredible. We see many of these “iconic” designs take off during this time, and they have only gained popularity over the years, showing the impact they made on society as a whole. For example, Pink Floyd’s *Dark Side of the Moon* is debatably one of the most recognized albums ever. But why? This album’s simple yet powerful design perfectly reflected what the album discussed: introspection and exploration (Yellowbrick). Another reason for its great success was that nothing similar had been done before, allowing people to remember Pink Floyd in a new artistic way. The ‘70s were a time of grand creativity, and the more outside-of-the-box you thought, the more love you would receive.

Similarly, the David Bowie *Aladdin Sane* album cover is considered one of the most influential and iconic covers of the 1970s. The photograph “captures David Bowie’s alter ego with a lightning bolt across his face, a vivid representation of his innovative and boundary-pushing music” (Indie Ground). Pushing creative thinking, “juxtaposing a calm expression with the dramatic, electric imagery encapsulates the album’s energetic eclecticism” (Indie Ground). The overall image is a magnificent visualization of Bowie’s extreme creativity, and as a result, it

perfectly reflects the “era’s exploration of identity and extravagant self-expression” (Indie Ground).



Rolling Stones:
Sticky Fingers 1971



Pink Floyd:
Dark Side of the Moon 1973



Enoch Light and the Light
Brigade: Permissive
Polyphonics 1970



The Eagles:
Hotel California 1976



Fleetwood Mac:
Rumours 1977



David Bowie:
Aladdin Sane 1973



Electric Light Orchestra:
Out of the Blue 1977



Led Zeppelin:
House of the Holy 1973



Rolling Stones:
Some Girls 1978



Hall & Oats:
Abandoned Luncheonette 1973



Billy Joel:
The Stranger 1971



Paul Simon:
Paul Simon 1971

Colors of the Decade

Earth tones dominated the 1970s, representing the down-to-earth mindset of many individuals at this time. The three primary colors of this era were browns, oranges, and purples, commonly seen in playful patterns in homes or clothing (Farrow & Ball). Moreover, these colors are scientifically proven to “promote a feeling of stability and security,” as their natural components can ground and calm individuals down (Farrow & Ball). Given the hippie and “freedom of mind” outlook of the decade, it is valuable that the colors with which individuals surrounded themselves were directly related to the trends, music, and art. These colors were prominent throughout advertisements of the ‘70s, as they are applied to illustrations and

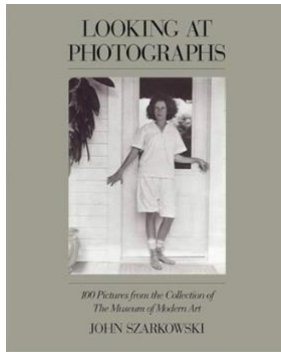
photographs representing the style of the time (Taschen). The advertisements typically were cheerful, playful, colorful, and comical, marketing products in highly unique ways.



70s Photography

Overview

For many decades, since the creation of photography in 1839, it struggled to gain recognition as a proper art form compared to other mediums, such as painting or sculpture (Blind Magazine). However, this stigma drastically changed in the decade of the 1970s, when it was “catapulted into the realm of fine art,” or in other words, finally seen as actual art in the eye of the general population (Blind Magazine). Debatably, the most significant influence on the acceptance of photography was curator and photographer John Szarkowski, the director of photography at the Museum of Modern Art in the 1960s and 70s (Blind Magazine). Szarkowski published his famous book *Looking At Photography: 100 Pictures from the Collection of the Museum of Modern Art* in 1973, where he educated individuals on how to read and interpret photography correctly. The purpose of this book was to make it known that, like other art forms, photography was not invented to serve a single purpose but that, instead, it is made to make the viewer question, feel, and learn (Blind Magazine).



In addition to the newfound appreciation for photography as fine art, this decade was the first to have color photography as a common practice, which was perfect timing for the colorful 1970s. Adding color to photography made the practice more artful, shifting from a “photojournalism” side of photography to “I am a photographer, and I am an artist.” With the introduction of color and affordable cameras, the 1970s became an era of experimentation and innovation for photography through the emergence of new styles and techniques. Additionally, it was in the ’70s “that prints started to become valuable, an unexpected source of revenue for photographers and another factor in the tilt—steeper now than it’s ever been—away from journalism or documentary and toward art” (Aperture).

Another critical development in 1970s photography was the rise of feminist and queer perspectives. Female photographers like Cindy Sherman used their work to challenge traditional gender roles and stereotypes, while LGBTQ+ photographers like Robert Mapplethorpe explored themes of identity and desire (Aperture). Sherman’s famous “Untitled Film Stills” series was grandly popular, as she creates self-portrait images that “rely on female characters (and caricatures) such as the jaded seductress, the unhappy housewife, the jilted lover, and the vulnerable naïf” to bring awareness to the stereotypical gender roles and expectations of the time (MoMa) (Figure 2). Similarly, Mapplethorpe experimented with self-portrait photography that pushed the boundaries of sexuality and self-expression. Mapplethorpe was with both men

and women and became famous for his dominant position in front of the camera, where he would take on different identities (Tate). After being diagnosed with AIDs during the 1970s, he created a foundation that funded the research of finding a cure for the disease, which he ultimately died (Tate). Despite this tragic ending, his impact on the LGBTQ+ community was grand as he put his insecurities, sexuality, and identity on the table for all to see (Tate) (Figure 3).



Figure 2 | Untitled Film Still #39



Figure 3 | Self-Portrait 'Unique'

The “Snapshot Aesthetic” started gaining popularity in the 1960s but became a common practice in the 70s. Due to the greater accessibility to photography and the societal rise in hippie ideals, photographers began capturing the aesthetic of day-to-day life (Aperture). However, this aesthetic was not just for professional photographers but for everyday people as well. Families, friends, and lovers began using cameras to capture special moments, creating the “snapshot aesthetic.” This photography style has continued to become a common practice, as people constantly pull out their phone or camera to capture a quick moment they wish to remember.



Figure 3 Hugh Holland



Figure 4 Susan Meiselas

70s Fashion

1970s fashion trends continued individual expression and a reaction to societal and cultural occurrences. People's clothing began to represent their beliefs, sexuality, and interests. There were several different styles of the 1970s, but the most versed were casual, hippie and disco, and androgynous (History). The Hippie and Disco style continued from the 1960s and lived strong throughout the 1970s.

Models Jane Birkin and Jerry Hall “epitomized” the 1970s style, as the two supermodels showcased their style and beauty in front of the camera (History). Birkin, however, has gone down as one of the most influential fashion icons in the history of women’s fashion, specifically casual fashion during the 1970s (History). Jane was known for her influence and inspiration on the famous “Birkin Bag” in the early 2000s, but during the 1970s, she was known for rocking her signature look, which was a “perfect-fitting white tee, well-loved jeans, and a wicker basket in hand” (Buck Mason) (Figure 4). The outfit's simplicity and causality inspired so many women globally, as they felt it was now acceptable to dress in casual wear, which was revolutionary for women’s fashion then (Buck Mason). Typically expected to wear long dresses, tight clothing,

and many layers, the introduction of this laid-back style was ground-breaking for the comfort of women's fashion. Not only did this trend-setting done by Birkin break down the female slim-fitting, feminine fashion expectations for women, but she also opened the door for women wearing men's clothing (Buck Mason). She confidently wore oversized, worn-down men's clothing items, kicking down the stereotype that men's and women's fashion fit into a tight box (Buck Mason). By crossing enemy lines and simply choosing to dress as she pleased, Birkin created a movement of comfort for women of the 1970s.



Figure 5 | Jane Birkin

Similarly, Diane Von Furstenberg debuted her famous “wrap dress” in 1972, changing women's fashion forever (History). The wrap dress is “easy to wear, versatile, and timeless,” so timeless that it is “still as iconic as it was 40-some years ago” (Refinery29) (Figure 5). The dress allowed women to be comfortable yet professional in work settings, which was very new to women's fashion, given they previously were expected to wear tight and uncomfortable clothing. The dress is still available for purchase today and is commonly worn by women in the modern workplace.



Figure 6 | Wrap Dress

The fashion of the 1970s disco era reflected the upbeat and energetic music of the time and a departure from the more conservative styles of the previous decades. According to Trend Spotter, disco fashion was characterized by loud, flamboyant styles that featured glitter, sequins, and metallic fabrics, often in bold and bright colors (Trend Spotter). This disco fashion celebrated individuality, self-expression, and liberation as people broke through the stereotypes with shiny colors. The tight-fitting shirts with exaggerated collars, bell-bottom pants, and platform shoes for men, as well as the form-fitting dresses with plunging necklines, jumpsuits, and hot pants for women, were all designed to make a statement and create an impression (Trend Spotter). In many ways, the disco style was a continuation, or rather the best friend, of the hippie style. The accessories, such as oversized sunglasses, chunky jewelry, and headbands, were also essential to the disco look. The fashion of the 1970s disco era expressed a cultural shift that valued self-expression and individuality over conformity and tradition (Trend Spotter).



The androgynous style of the 1970s challenged traditional gender norms and embraced a more fluid approach to fashion. According to an article in *The Oxford Student*, this style was part of a more significant cultural shift towards individualism and self-expression, where people were encouraged to break away from societal norms and embrace their unique identities through fashion. Additionally, it is also important to note that androgyny has always existed, as there is record of both men and women experimenting with androgynous fashion as early as the 17th century when men wore wigs and stockings, which are typically characterized as feminine clothing items (*Oxford Student*). Despite this, it was not until around the late 1960s and early 1970s that individuals began to express themselves through this style commonly and openly (*Oxford Student*). Elvis Presley and James Dean are “often cited as being two of the first

androgynous figures in popular culture, due to their penchant for wearing make-up” (Oxford Student). The androgynous style allowed for more freedom of expression, as men and women could share clothing and accessories and blur the lines between the masculine and feminine fashion.

The androgynous look of the 1970s was a way for individuals to disrupt expectations and embrace the liberation of the 1970s. In addition to founders Presley and Dean, this style was popularized by icons such as David Bowie and Mick Jagger, both known for their flamboyant and gender-bending outfits (Medium). Bowie's stage persona, Ziggy Stardust, for example, wore platform boots, glittery makeup, and form-fitting jumpsuits, which challenged traditional notions of masculinity (Medium). The androgynous style of the 1970s was a powerful symbol of self-expression and individuality, which continues to inspire fashion and individuality today.



Overall, the 1970s were a decade of new-found freedoms, allowing musicians, artists, and public figures to pave the way for new forms of expression one’s self. Both men and women dressed how they desired, wore make-up if they wanted, debated controversial topics, and stood their ground. The masterpieces created within this decade have permanently impacted today's world.

80s Overview & Music

Carrying on some characteristics of the 1970s, like the “New Right” movement, the 80s introduced some changes of its own. The disco movement of the ‘70s only got bigger, bolder, and louder throughout the 1980s. The “New Right” movement, continuing from the ‘70s, embodied individuals who “had once supported more liberal policies but who no longer believed the Democratic Party represented their interests” (History). The 80s is also heavily called “the Reagan era,” as he was president for almost the entire decade. The economy saw significant increases in military spending and a terrible recession, the worst since the great depression in 1929 (History). Many people lost their jobs, homes, and land, but it eventually settled down, and “Reaganomics” became popular again (History). With all that being said, it was a hard time for many people, which made the playful and upbeat disco music so appealing to many. At the same time, some disco-loving individuals carried over their groovy attitude from the 70s; there was also a rise in “yuppie” culture. “Yuppie” culture is defined as “young, urban professional, or “yuppie,” a baby boomer with a college education, a good-paying job, and expensive taste (History). These people were more concerned with money than anything else and were often viewed as self-centered and materialistic.

One of the most, if not the most, influential moments of the 80s was the creation and rise of MTV. MTV debuted at midnight on August 1st of 1981, with the release of the music video “Video Killed the Radio Star” by Buggles (Britannica) (Figure 7). Also, at this time, the compact disc (CD) was introduced in 1982, allowing individuals to see and hear their artist on TV and then purchase their CD (Rock Music Timeline). The creation of MTV was massive for the music industry, as musicians were aired on live television for the first time, providing a brand new way of expressing their musical creativity (Britannica). Many new musicians of the time, like Duran Duran and Madonna, have MTV to thank for their success, as their videos and music reached

new audiences (Britannica). Similarly, MTV also revived many older musicians, like ZZ Top and Tina Turner, who both “scored the biggest hit of their careers thanks to the heavy rotation of their videos (Britannica). After a few years of airing music videos, MTV had changed the music industry entirely, as “looking good (or at least interesting) on MTV became as important as sounding good when it came to selling recordings” (Britannica).



Figure 7 | "Video Killed the Radio Star"

With the introduction of music videos in the 1980s, many new musicians and genres were introduced. The main genres of the time included Pop, Hip Hop and Rap, New Wave, and Hair Metal (History). The most famous artist of the '80s and one of the most famous of all time was Michael Jackson, who debuted his solo career in the early 1980s (MentalItch). His album *Thriller*, released in 1982, became the best-selling album of all time, “having sold over 65 million copies worldwide” (MentalItch). Jackson’s music videos, “notably for “Beat It,” “Billie Jean ” and “Thriller,” helped break down racial barriers and revolutionize the medium into an art form and promotional tool” (MentalItch). In a similar level of popularity, pop artists Madonna, Prince, and Whitney Houston were recognized as some of the most influential artists of this decade (MentalItch). The upbeat rhythm of pop got people to dance and sing along, leading to the creation of iconic songs like “Material Girl” by Madonna and “Beat It” by Michael Jackson.

Pop songs from this decade have remained iconic and memorable, as they are still played and danced to frequently.

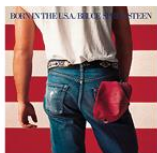
The genre of hip hop and rap attained widespread popularity during the 1980s, as it finally took on its authentic and established form. The term “hip hop” “refers to a complex culture comprising four elements: deejaying, or “turntabling”; rapping, also known as “MCing” or “rhyming”; graffiti painting, also known as “graf” or “writing”; and “B-boying,” which encompasses hip-hop dance, style, and attitude” (Explore Pop Culture). Hip Hop saw its first rise in popularity during this decade as artists began to receive sponsorships and sell-out tours. “New School” rap was founded during this decade, combining rap and hard rock (Britannica). An iconic “new school” rap group was *Run D.M.C.*, who became the first ever rap group to earn a gold album as well as the first rap act to appear on MTV, where their video gained great popularity with the majority white audience watchers of MTV (Britannica) (Figure 8). Rappers like Run D.M.C. paved the way for other hip-hop artists to break into the famous music market that pop and rock genres were already a part of.



Figure 8 | Run D.M.C. 1984 Gold Album

The introduction of New Wave music is significantly tied to the 1980s, as it was a new and definitive genre of the 1980s. The sound of New Wave has features similar to pop and punk, but ultimately, it is unique. The genre “has common characteristics with other genres such as diversity, electronic productions, making use of synthesizers, and significance of styling, among

others” (Explore Pop Culture). A significant album cover of the ‘80s is Talking Heads *Remain in Light*, one of the first album covers created digitally, as the band collaborated with MIT’s media lab (Pop Mag). New Wave music continued to gain popularity throughout the ‘80s and developed into an extremely loved genre as musicians explored new sounds and ideas.



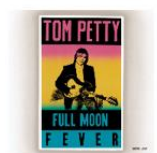
Bruce Springsteen: Born in the USA 1984



Michael Jackson: Thriller 1982



Talking Heads: Remain in Light 1980



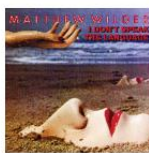
Tom Petty: Full Moon Fever 1989



The B-52's: Cosmic Thing 1989



Def Leppard: Hysteria 1987



Matthew Wilder: I Don't Speak The Language 1983



Marvin Gaye: Midnight Love 1982



David Bowie: Scary Monsters (and Super Creeps) 1980



Fleetwood Mac: Tango in the Night 1987



Tracy Trapman: Tracy Trapman 1988



Daryl Hall & John Oates: Private Eyes 1981

The fourth popular genre of the time was “Hair Metal,” debatably the most loved genre of the 1980s. Hair metal was “influenced by glam rock from the late '70s and early '80s, inspiring the over-the-top looks hair bands adopted, including big hair and makeup” (Live About). The sound of Hair Metal was pioneered on the Sunset Strip in Las Vegas in the early 1980s, where rockers would perform and gain popularity (Live About). One of the founding members of Hair Metal was Motley Crue, who became one of the most successful bands to emerge from the Sunset Strip (Live About) (Figure 9). Other hair metal bands such as Aerosmith and Metallica

paved the way for iconic rock and roll music, as they embodied the “sex, drugs, and rock and roll” lifestyle and created songs like “Walk This Way” and “Master of Puppets” that are still considered iconic today.



Figure 9 | Motley Crue at 1984 show

Colors of the Decade

The 1980s were a decade of vibrant and electric colors. Straying drastically from the natural earth tones of the 1970s, some of the most popular colors of this decade were neon, especially hot pink, lime green, bright blue, and electric yellow, pastels, and bold primary colors (Medium). These vibrant colors were often combined with black to create a striking contrast with intricate and playful patterns (Medium). Pastel colors, like baby blue, light pink, and lavender, were also popular and were often used in fashion and interior design to create a soft, romantic, and feminine look (Medium). Bold primary colors, such as red, blue, and yellow, were also commonly used, often combined with geometric patterns and graphic designs (Medium). Overall, the color palette of the 1980s was a reflection of the era's bold and adventurous spirit and continues to be an inspiration for designers and creatives today.



80s Photography

The 1980s marked a transformative period in photography, as the continuation of traditional film techniques continued slightly alongside the increasing influence of emerging digital technologies. Color photography continued to expand, with vivid and saturated hues becoming representative of the decade. Photographers played with bold contrasts and intense colors, reflecting the lively and rebellious attitude of the 1980s. Artists played with expressing “sexuality and identity, repression and power, commodities and desire” through their photography (Met). The 1980s saw the emergence of influential photographers who challenged conventions, such as Cindy Sherman, known for her provocative self-portraits exploring identity and societal expectations in the 1970s, to her 1980s work where she “confronted viewers with the strange and ugly aspects of humanity in explicit, visceral images” (Met) (Figure 10). The style of the 1980s photography was impossible to pin down to one aesthetic. However, it can be said that the entire decade expressed themselves through fashion and sexuality while also rebelling against society. Simultaneously, the 1980s experienced the increasing accessibility of compact and automatic cameras, leading to a surge in amateur photography, further increasing

the rise of the “snapshot aesthetic” (Met). The widespread use of instant photography, popularized by Polaroid, further fueled this trend. Photographer Nan Goldin is recognized as “her generation's greatest practitioner of the "snapshot aesthetic" in photography-the intimate, diaristic mode that yields images that, in the right hands, are both spontaneous and carefully seen, tossed off and irreducibly right” (W Magazine) (Figure 11).



Figure 10 | Cindy Sherman "Untitled 1987"



Figure 11 Nan Goldin

Further exploring the rebellion that was so prominent in the 1980s, many photographers began to explore this community throughout their work. The creation of John Hughes’s iconic “teenage-angst” films like *Sixteen Candles* (1984), *The Breakfast Club* (1985), and *Ferris*

Bueller's Day Off (1986), set the scene for rebellious teens (Artsy) (Figures 12-14). Through these films, the audience watched as teenagers smoked, engaged in sexual activity, partied and consumed alcohol, and disobeyed authority, which motivated real-life teenagers of the time to do the same. As a result, many photographers of the time began photographing youth as they partook in these rebellious acts publicly and confidently.



Figure 12 | *The Breakfast Club*



Figure 13 | *Ferris Bueller's Day Off*



Figure 14 | *Sixteen Candles*

With the rise of Hip-Hop and New Wave music, there was a new style surrounding the youth of the time, which many artists strived to capture in an authentic and honest light (Artsy). Photographers such as Jamel Shabazz focused primarily on capturing the New York youth in

their natural element, which included youth wearing “wide-rimmed square glasses and striped shirts” as they hung out on bikes or held “boomboxes on graffitied New York subway cars” (Artsy) (Figure 15). Youth of this decade were unapologetically themselves, dressed how they wanted, and listened to music their parents disapproved of. Capturing the rebellious youth was not limited to the streets of New York, as photographs like Nan Goldin explored photographing topics such as “AIDS, drag culture, physical abuse, and both hetero- and homosexual romantic relationships,” which are read as “testaments to love, loss, and sensual freedom, as she captures often dimly lit, voyeuristic moments that can hover between sorrow and joy” (Artsy) (Figure 16). Goldin and many other photographers photographed explicit content and images that pushed the boundaries.



Figure 15 | Jamel Shabazz 1980



Figure 16 | Nan Goldin "Rise and Monty Kissing" 1980

80s Fashion

The 1980s were debatably the boldest fashion era to have existed thus far, with courageous fashion statements and experimentation flooding the gates. Moving away from the

'70s styles, the '80s saw a massive increase in athletic wear, with leotards, tights, and tube socks becoming a classic look of the 80s (Fashion History Timeline). With the launch of MTV in 1981, the media became a primary source of fashion inspiration for individuals as they watched their favorite musicians dress in bright colors and sing their favorite songs right in their living rooms for the first time (History). Additionally, this decade was flooded with the release of many iconic dance movies like *Footloose*, *Flash Dance*, *Getting Physical*, and *Fame*, which all portrayed the “dancer aesthetic” athletic style (Fashion History Timeline) (Figure 12).



Figure 17 | *Getting Physical*

One of the defining fashion trends of the 80s was the use of bright colors, as individuals did not shy away from wearing bright-colored pants and pairing them with a bright-colored top. Given the rise in athletic wear, designers such as Donna Karan and Azzedine Alaïa began designing clothing with stretchy fabrics like Lycra and Spandex to craft better body-forming clothing (Fashion History). Contrasting to decades before, the 1980s saw a shift in how women’s clothing fit, as “women’s bodies were now shaping the clothes, rather than clothes shaping the body” (Fashion History).

Building off of the wrap dress and the idea that a woman can be powerful yet comfortable in the business industry, the 1980s experienced the start of “power dressing” (Fashion History) (Figure 13). Women began dressing in a manner that would make them be taken seriously, with padded shoulders, bold patterns, and confident accessories (Fashion History). The reasoning is

that “as more women entered traditionally male-oriented work environments, they found it advantageous to dress as though they were in command, and sure of their sexuality” (Fashion History). Women also felt that the best way to execute this was by strictly wearing designer clothing, portraying they have money just like the men do (Fashion History).



Figure 18 | Emanuel Ungaro Suit

A female fashion icon of this era who perfected “power dressing” and embodied elegance was Princess Diana (Fashion History). When Diana got married, her dress, designed by David and Elizabeth Emanuel, became one of the “most enduring fashion moments of the 1980s” (Fashion History) (Figure 19). The dress became a staple in ‘80s fashion; with its “giant puffed sleeves and a 25-foot train and ample bows and lace, the gown became the epitome of eighties wedding style” (Fashion History). Despite being royalty and required to follow certain guidelines, Diana still managed to follow the decade's fashion trends, as her style was described as “overtly glamorous” by the mid-'80s (Fashion History). Diana was passionate about appearing approachable, friendly, and diplomatic, as she took inspiration from the queen but also found her way of expressing herself fashionably (Fashion History). She did not shy away from color, as she “incorporated current fashions more readily and took more risks,” she was consistently seen in the spotlight of 1980s fashion trends (Fashion History).



Figure 19 | Princess Diana Wedding Dress

Like the female concept of “power dressing,” men of the ‘80s had their own take on this. Designers began to expand into menswear, mainly found in women’s clothing. For men, their form of “power dressing” was accomplished by the “power suit” (Fashion History). These suits “were pin-striped, double-breasted suits with wide lapels. They were worn with wide ties and complimented women’s power dressing. Hugo Boss perfected this look with patterned shirts and large overcoats to complete the style” (Fashion History) (Figure 14). Men’s power dressing complimented that of women’s, creating a powerful male and female dynamic, which was something that had not yet been seen until the 1980s (Fashion History).



Figure 20 | Power Suit

With the emergence of hip-hop artists came hip-hop fashion, a new form of New York-inspired streetwear (Fashion History). Groups such as Run D.M.C. and Beastie Boys set the scene for hip-hop style, as they dressed in “old-school, white trainers by Adidas and Puma, distressed, tapered jeans, preppy button-down and polo shirts, nylon coach jackets, hooded sweatshirts, gold chains, and baseball caps worn at an angle” (Fashion History). This style was not limited to hip-hop artists, as many kids worldwide found inspiration within the look. Further, other youth styles consisted of acid-washed jeans, denim jackets, bright-colored sweaters, and high-top Converse (Fashion History) (Figure 22). Both of these looks worn by the youth of the ‘80s became a staple for the decade's history.



Figure 21 | Jamel Shabazz Photograph 1980



Figure 22 | Espirit 1980

90s: Music & Album Art

After two decades of vibrant, saturated, and playful colors, the 1990s turned to a darker and grungier palette. This color shift reflected the music of the time, as the general population began to step away from the upbeat disco of the 80s and explore more grunge. The 1990s is often remembered as a time of “relative peace and prosperity” (History). With the fall of the Soviet Union, a weight was lifted off everyone’s shoulders as a decade-long cold war was finally over (History). Additionally, the internet opened to the public in 1991, which created drastic changes in everyday life, as a new era of “communication, business, and entertainment” was born (History). However, it was not simply a decade of peace, as many violent events occurred, such as the Los Angeles riots and the bombing of the World Trade Center (History). People of the 1990s were experiencing many different emotions, from safe to unsafe and everything in between. Similar to decades prior, people turned to music to find answers to their questions. The music industry in the 1990s continued to thrive as bands began to focus dominantly on the commercialization of their music (History of Pop Culture). The ‘90s experienced a great range of genres as the industry saw the emergence of grunge rock, teen pop, electronic dance music, and gangster rap (History of Pop Culture). 1990s musicians made more money than ever through this intense focus on commercialization. Being a famous musician at this time did not stop at music, as band members were asked to join TV shows and movies and partake in public television interviews.

In the 1990s, grunge rock became a subgenre of rock and roll and grew to be a well-loved genre for years, still maintaining a solid presence in the music industry today. Alternative rock gained such great popularity that “bands like Nirvana and Sound Garden [started] getting play time on the radio and took MTV by storm with their cutting edge music videos” (History of Pop

Culture). Similar to how Las Vegas became known as the home to Hair Metal in the 1980s, Seattle, Washington, became the apex of alternative rock in the 1990s (Masterclass). In addition to Nirvana and Soundgarden, other alt-rock bands such as Pearl Jam, Alice in Chains, Screaming Trees, and Mudhoney all were Seattle-based bands who experienced plenty of radio time and record label deals (Masterclass). Despite all these bands having great success, nothing compares to the success of Nirvana, and some critics say that nothing ever will. Nirvana's 1991 album *Nevermind* changed the world of music, as the band "undercut their grungy songs with enough pop melodicism to create a sound unlike anything average listeners had ever heard before, striking at the exact right moment to become an unprecedented success" (Spotify). Essentially, the album was a "controversy" as, at its core, it was a grunge and punk record that collaborated with a major label and greatly reaped the rewards (Far Out). Tragically, the band was short-lived, as the frontman Kurt Cobain died in 1994, which resulted in the disbanding of Nirvana (Masterclass). After Nirvana broke up, the alternative rock spotlight shifted to other bands but did not stop the thousands of times a day Nirvana was getting played.



Figure 23 | Nirvana 'Nevermind' Press

In a different realm of 1990s music, the emergence of Teen Pop entered the music industry grandly. Teen pop culture was huge for the music industry, as many artists, such as Britany Spears and Justin Timberlake, got their start from Disney and then continued into successful music careers as they got older (History of Pop Culture). Teen Pop was the first time

“boy bands” and “girl bands” formed as genres, leading to a passionate and prominent youth fanbase. The combination of Teen Pop culture and commercialization made these artists become superstars; where they set fashion trends, influenced the desires of young children, and were watched on their every move by both parents and kids. Additionally, the image of the “teenage girl” was a huge staple of the 1990s, as movies like “10 Things I Hate About You” and “Clueless” portrayed the struggles and lifestyle of a young woman during this decade (Ohio State). The angsty teenage girl accurately represented the 1990s, as the entire decade was a bit chaotic and challenging to describe in just a few words. Brittany Spears was an icon for these young girls, as she was one of them, being only sixteen years old when her hit single “...Baby One More Time” came out in 1998 (History of Pop Culture).



Figure 24 | Brittany Spears "...Baby One More Time"

Additionally, this decade saw the emergence of Electronic Dance Music (EDM), with bands like Daft Punk breaking ground with a new sound (Yellow Brick). Before this decade, there was disco, which has elements of EDM, but the 1990s saw the actual emergence of EDM styles like “techno, house, hardstyle, dub, trance, and drum and bass” (LA Film). Using synthesizers and upbeat sounds resulted in the “birth of techno and rave culture” as dance floors filled nationwide (Yellow Brick). This genre has only continued to grow since its emergence in the 1990s, as festivals and clubs fill with ravers every weekend nationwide.

Another genre that experienced significant growth during the 1990s was Hip-Hop, as the subgenre “Gangsta Rap” gained extreme popularity. In many ways, Hip-Hop experienced a “golden age” during the 1990s, with artists like Notorious B.I.G and Tupac Shakur leading the crowd as two iconic gangster rap artists of the decade (Birttanica). Another form of hip-hop called G-Funk, the “G” representing “Gangsta,” explored the combination of rap with sampling from artists like Snoop Dogg and Outkast, pushed societal boundaries and discussed social issues in a new form (Yellow Brick).



Nirvana:
Nevermind 1991



Smashing Pumpkins:
Siamese Dream 1993



Daft Punk:
Homework 1997



Mazzy Star:
So Tonight That I Might See 1993



Air:
Moon Safari 1998



A Tribe Called Quest:
Midnight Marauders 1993



Beck:
Odelay 1996



Weezer:
Weezer (Blue Album) 1994



Fiona Apple:
Criminal 1996



Nas:
Illmatic 1994



Cocteau Twins:
Heaven or Las Vegas 1990



Liz Phair:
Exile In Guyville 1993

90s Photography

The 1990s, without a doubt, were innovative, exciting, and fashionable. The rise of the “supermodel” during this decade made way for artists to explore new realms of portraiture with an emphasis on the “fabulous” lifestyle (Blind Magazine). Fashion photography was possibly the biggest aesthetic that grew throughout the decade, as artists played with expressing femininity in different lights. Famous photographer Claudia Schiffer stated: “The most memorable images are often provocative and challenge our perception of femininity” (Blind Magazine). Supermodels of this era were not only admired for their astounding beauty but also loved for their iconic personalities. Nothing short of fabulous, the “OG '80s powerhouses like Linda Evangelista, Naomi Campbell, and Cindy Crawford” welcomed “newcomers like Kate Moss, Alek Wek, and Jenny Shimizu” as these diverse beauties “superseded the close, esoteric confines, stepping off the runway and onto the global stage” (Harpers Bazaar). Linda Evangelista, one of the leading supermodels of the 90s, famously said, “We don't wake up for less than \$10,000 a day,” which provides a perfect glimpse into the glamorous lifestyle these models lived, previously only experienced in the life of a Hollywood star or rockstar (Harpers Bazaar). The internationally known supermodel Kate Moss was only 14 when she was discovered at a London airport, and she was “the poster child for the grunge style that pervaded a good part of the '90s” (Harpers Bazaar). Unlike the other supermodels, Kate Moss was only five foot seven and described as having a “waiflike” figure in comparison to the “Amazonian” women who stood beside her (Harpers Bazaar).



Figure 25 Claudia Schiffer



Figure 26 | Kate Moss Versace Runway 1990

Beyond the world of fashion photography, there was also a question about the future of photography. With the rise of digital technologies, it became apparent that film photography was becoming something of the past. The 1990s were the first-ever truly digital age; the increase of Adobe programs, like Photoshop, opened doors for photographers they had no idea existed, leading to limitless creative opportunities (Photo Consortium). The increase in digital photography was largely due to “the assets of digital photography – faster, cheaper and more flexible than its analog ancestor,” which “quickly turned it into a universal practice, to be adapted by amateur photographers all over the world as soon as the first commercially available digital camera was launched” (Photo Consortium). Due to the shift, there was an additional change in the attitude towards photography, as “the nature of digital images is non-permanent and transitory: a development that is once again revolutionizing our attitude towards photography” (Photo Consortium). Prior to the digital age, the only practice was to develop film

photographs, leading to the creation of a physical trail. Once the digital age began and the ease of digital photography took over, printing out photos became less common, as it was suddenly so easy to capture any moment in time and immediately see the result. Many prominent photographers in the film age did not know how to feel about this, as many felt a particular component of photography was being stripped away.

Similar to the 1980s and 1970s snapshot aesthetic, the 1990s saw a rise in documentary-style photography, which focused on capturing moments that showcased society's rising technological way. A particularly famous photographer of the time, Andreas Gursky, captured large-scale photos of the chaotic stock markets and industrial change that blurred the line between real and virtual (Met Museum). The photographs of Gursky were the first of their kind, as he depicted “vast landscapes, urban environments, or intricate patterns that reveal the complexity and interconnectedness of the world around us” (About Photography). Due to the high vantage point of his photographs, he poses a question for the viewer: where do you fit in this gigantic world? Gursky’s work challenges you to think about the big picture and encourages you to contemplate your existence in this fast-paced, ever-evolving, chaotic world (About Photography) (Figures 27,28). Through high-contrast color and digital manipulation, Gursky paved the way for introspective photography.

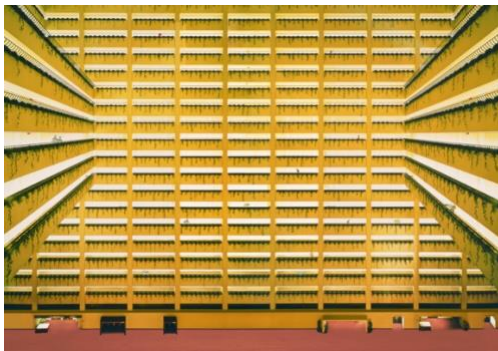


Figure 27 | Gursky 1997 Times Square



Figure 28 | Gursky 1999 99 Cent

90s Fashion

The last ten years of the 20th century saw the most significant rise in casual, minimalist, and grunge fashion, popularized by both women and men (Fashion History Timeline). A natural result of the increase of grunge alternative rock in Seattle, grunge fashion was born in the rainy streets of Seattle, Washington. A rebellious, DIY, edgy aesthetic characterized grunge fashion. Common characteristics of grunge fashion include oversized flannel shirts, ripped jeans, combat boots, and miscellaneous jewelry (Fashion History Timeline). Bands like Nirvana and Pearl Jam popularized the grunge trend, quickly becoming popularized by the youth of America (Fashion History Timeline). Grunge fashion is still popular today, with oversized flannel shirts and ripped jeans regularly appearing on runways and streetwear. The practice of shopping second-hand grew in popularity during the 1990s, providing individuals with run-down and worn clothing that perfectly fit the grunge aesthetic. Additionally, model Kate Moss embodied the “heroin chic” fashion trend of the 1990s, which was the description of a woman who appeared unhealthily thin, with dark eye circles, and having stringy hair” (Harpers Bazaar). Dressing in baggy and soiled clothes, Kate Moss became the poster girl for the heroin chic aesthetic of the 1990s.



Figure 29 | Youth Grunge



Figure 30 | Nirvana Grunge



Figure 31 | Heroin Chic

The minimalistic style was another popular fashion trend of the 1990s (Fashion History Timeline). Clean lines, neutral colors, silky materials, and monochromatic outfits popularized this look (Fashion History Timeline). It was a response to the excess of the 1980s and reflected a desire for a pared-down, timeless style. Minimalist fashion was influenced by the work of designers like Calvin Klein and Jil Sander and popularized by celebrities like Gwyneth Paltrow (Fashion History Timeline) (Figures 32, 33). This newfound style was timelessly elegant and provided a way of dressing comfortably but also beautifully, bringing back a strong feminine fashion aesthetic, differing from the grunge side of the 1990s. The sleek look of the clothing on the slim figure of female celebrities created a very healthy and clean aesthetic. Minimalist fashion remains popular today, with designers like The Row and Celine continuing to champion this aesthetic (Fashion History Timeline).



Figure 32 | Minimalist



Figure 33 | Minimalist

Lastly, the 1990s saw the emergence of vintage fashion, which brought trends like bell-bottoms, psychedelic prints, and chunky accessories back to life from the 1970s. This was a response to the darker, grungier colors of the 1990s, as people wanted to experience the colorful palette of the 1970s once more (Fashion History Timeline). Additionally, it combated the edginess of the 1990s, as the style represented the hippie generation, not the grungy generation. This idea of dressing in an aesthetic of the decades past has continued to be an occurrence throughout the fashion world. In today's world, fashion trends continue to repeat themselves every fifteen years or so, making the constantly changing fashion trends and ever-evolving mix of current aesthetics and those from the past. That said, the fashion trends of the 1990s were diverse and reflected the cultural and societal changes of the time. From grunge to minimalism to vintage, the 1990s was a decade that experienced drastically different trends in the world of fashion.

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