

Diana Vreeland: The Eye To Travel

Diana Vreeland made such a huge impact on fashion. She knew what she wanted and she knew that she was going to get it. Her innovative and unconventional approach to fashion is the reason why she is so well-known and honored. Vreeland created beautiful pieces and each one was unique to itself. She reshaped beauty and fashion during this time because she showcased people's "flaws" instead of discouraging them. While at Vogue, she created a whole new era of fashion. Vreeland's influence on women's fashion during this time was the reason fashion was changing so much, she was responsible for fashion and she created this need to be unique and different. She knew that she was not the most beautiful woman in the world, but that didn't affect her. Vreeland created beauty within herself because she was just so unapologetically her. In the film, they discussed how she popularized the blue jean, created the bikini, and even became the very first blogger.

Vreeland's colleagues described her as very creative and demanding, she didn't think like other people, and she had a taste for the extraordinary and the extreme. Throughout the film, you can see all of these characteristics in her fashion and in her personality. Vreeland knew that she had the reputation of not being easy to work with and would give her assistants a very hard time, but she was okay with that. She had a vision and although it may come off as threatening, she would do anything to reach it. Vreeland reshaped beauty while at Vogue because she didn't think like others and she understood fashion in a completely different way that no one else has seen before. When Diana got fired from her position at Vogue, it was the end of a fashion era and nothing has been the same since.

Information is so easily accessible in our day and age that most traditional outlets are suffering because of all the digital information that can be accessed within seconds. Most businesses have a hard time keeping up with the use of technology because things are changing constantly. I personally hear news about fashion trends through social media, specifically TikTok and Instagram. It is so easy to just look up something on one of these apps and get loads of information right at my fingertips. These constant changes are the reason why we are not seeing high demand for magazines and newspapers anymore.

For Vogue to continue to stay popular and distinguish itself, I believe the best thing for them to do is get active on social media and be on as many different platforms as possible. By doing this, Vogue can reach a lot of different demographics and they will be able to broaden their audience. While using these new platforms, I think Vogue should continue to keep their traditions and values but just in a different light. Technology isn't bad or wrong for these high-end fashion brands, in my opinion, I believe they become more relatable when they take part in trends but also find ways to stick to their traditions. I think this would be the best way for Vogue to continue to distinguish itself in fashion media.

Reference

Vreeland, L.I., (Director), (2012), Diana Vreeland: The Eye Has to Travel (Film).