

Tanner Fletcher's Debut Runway Show: "Beauty Pageant"

Designer duo Tanner Richie and Fletcher Kasell redefine the meaning of beauty at NYFW.



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SEP 14, 2023  PAID

In this day & age, it's important to have brands that are disruptors in the fashion industry; brands that are not afraid to challenge the status quo, whether it's through design, marketing tactics, and/or social media. Tanner Fletcher has set themselves on a path to becoming one of these brands. Their latest showcase stands as a testament to their commitment to redefining conventional beauty standards, with a show that embodies inclusivity and fluidity in its pieces.

Today, I am delighted to welcome back student guest writer Itzel Sosa to the Fashion Talk stage. Itzel presents a remarkable review of Tanner Fletcher's debut runway show at NYFW. As you witness Tanner Fletcher's show and learn more about the brand, do you think they've gone above & beyond in their efforts?

Happy reading,

Amarissa

✓ **Subscribed**



Tanner Fletcher Spring Summer 2024

Let's give a round of applause to **Tanner Fletcher** as they marked their runway debut this past Tuesday with their Spring Summer 2024 collection. In this show, titled "Beauty Pageant," Tanner Fletcher embarked on a journey to redefine beauty norms and celebrate diversity and individuality in a groundbreaking fashion.



Image: WWD



Image: WWD



Image: WWD

Sustainability is now at the forefront of the fashion industry. New textiles are being created (from literally everything) using natural fibers such as bamboo, hemp, cactus, and even biomaterials made from cellulose fibers. With many designers ditching one-time-use fabrics for an alternative of deadstock or 100% natural fibers, it is no wonder

emerging brand Tanner Fletcher has caught the eye of the fashion-conscious public.

Tanner Fletcher draws significant inspiration from vintage interior design aesthetics, incorporating deadstock upholstery and various items from the '60s to the '80s into their unique clothing creations. Their commitment to eco-conscious and gender-fluid fashion earned them a coveted spot as one of the finalists in the 2023 CFDA Vogue Fashion Fund.

The brand was launched in 2020 by design duo Tanner Richie and Fletcher Kasell, hence the name "Tanner Fletcher." Known for its genderless clothing and vintage-inspired creations, the brand adopts an abstract approach to crafting its collections. They aim to seamlessly merge retro and vintage aesthetics with a contemporary twenty-first-century style while drawing inspiration from interior design using deadstock fabrics. This fusion is achieved by incorporating textiles from the '60s, '70s, and even the '80s into their meticulously curated collections.

For their Spring Summer 2022 collection, their first official one, the brand united the realms of interior design and fashion by incorporating elements from home decor, such as crystal embellishments from a home chandelier, on a pair of jeans. Fast forwarding to their Fall 2023 collection, the brand continued to push creative boundaries by incorporating deadstock upholstery fabric intricately embroidered with vintage needle-point pillow designs, thus weaving together sustainability and style.

We have now reached the brand's Spring Summer 2024 showcase, titled 'Beauty Pageant', in which they partnered with the Miss Universe Organization. Together, they have embarked on a transformative journey to reshape the traditional concept of beauty. Their collaborative efforts embrace inclusivity and celebrate diversity.

Now that you guys are well-informed on the brand, let's get into the fun part...the show!



Images: WWD

Cue the lights, hit the music, and let the show begin! If there is one phrase to describe Tanner Fletcher's runway, it would be "a show within a show." Live jazz music set the mood as the models made their entrance, followed by an emcee who introduced each model, highlighting their unique passions and personalities as they walked the runway. Tanner Fletcher's collection elegantly captured the beauty of nature, with a keen focus on florals and lace, all infused with a touch of Victorian-inspired flare.



Image: WWD



Image: WWD

The nature-infused vision of Tanner Fletcher surely came alive. Floral motifs, especially those inspired by lilacs, were a standout. Five designs featured lifelike felt lilac flowers that appeared to sprout and cascade around each model's ensemble. Complementing these were several designs that were intricately adorned with lilac flower details– a perfect celebration of the Spring Summer season in full bloom.



Images: WWD/ FashionNetwork

It wouldn't be a Tanner Fletcher collection without their signature bow suit. In a nod to the Spring Summer theme, the classic black bows were replaced with lilac ones, seamlessly blending with the rest of the collection. Their classic suit, exuding a summery vibe, graced the runway, elevated by the infusion of spring hues. Along with an effortless cream cardigan with lilac bows scattered over the cardigan itself. True to their ethos of not conforming to traditional gender norms, they showcased a female model confidently rocking an oversized suit.



Image: WWD



Image: WWD



Image: WWD

Speaking of unforgettable Tanner Fletcher moments, it's impossible to overlook their distinct approach of melding retro interior aesthetics into their designs— and this next look perfectly captures that essence. Sporting a monochromatic black and white palette, the choice of presumed deadstock fabric evokes a nostalgic feel reminiscent of vintage upholstery that one might see at their grandparent's house. While it channels a retro fashion vibe, the ensemble gets a

contemporary twist with its low-rise bottoms and a form-fitting, crop-style top.



Image: WWD

The finale featured a white ruffled white dress that, for many of the younger generations, would evoke memories of “The Princess Diaries”, which was modeled by Miss Universe herself. As the show drew to a close, a groundbreaking announcement from the Miss Universe Pageant stole the spotlight: age restrictions would be a thing of the past, ensuring that women of all ages could participate. This inclusive decision resonated with the diverse array of models who had graced the runway, each exuding their own captivating charm in their distinctive ensembles.



Image: WWD

So who was the winner of the pageant you might ask? Designers Tanner and Fletcher, of course! As they made their way down the runway in matching attire.



Designers Tanner and Fletcher. Image: [@tanner.fletcher](https://www.instagram.com/tanner.fletcher)

The show unequivocally conveyed the essence of the Tanner Fletcher brand: a world of whimsy and eccentricity, inviting everyone to embrace and express their unique selves.

Tanner Fletcher leads the charge in reshaping modern consumers' perception of sustainability, empowerment, and individuality. They break free from the confining labels and societal norms, offering a fresh

perspective on what it truly means to be beautiful and bona fide. All the while skillfully infusing a touch of nostalgia with a contemporary twist, bridging the past with the present in their uniquely whimsical fashion narrative.

Tanner Fletcher claimed they intended to reimagine the meaning of beauty by redefining beauty pageants, and they were successful in their endeavors this season.



How can we continue Tanner Fletcher's mission of creating a catalyst for positive change in the industry?

Final oversight & edits by Amarissa.

Today's writer...

Itzel is a participant in Fashion Talk's Summer 2023 Student Writing Program. Aligned with our mission to uplift young voices in the fashion industry, I'm excited to share her voice with our community.

Learn more about Itzel [here](#).

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