

# Fashion theory

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It's a Jungle Out There he based his design work on the Thomson gazelle, found in East Africa. The collection used many animal skins, and featured this brown fur Jacket with horns protruding from the shoulders. Macaque used this to symbolize the relationship between animals and humans. With this Jacket Macaque uses the horns as a signifier signifying power, freedom as well as survival Using this on female models signified power and strength thus giving them empowerment, which was one of his signifier.

With usage of the fierce makeup techniques, the female form appears formidable and mighty. The symbolism of the horns used suggests power and the ability to defend themselves Just as the Gazelle's do with predators and when courting, while the leather symbolisms resilience. Macaque strategically places the horns on the shoulders of the Jacket, creating a broader silhouette on the female forming an androgynous profile. This then links to the stereotypical social structure, in which males dominate.

The exaggerated shoulders appear to symbolize the limbs of the gazelle reinforcing the minimalist details within the design of the garment forming the beginning of the human- animal hybrid. Macaque believed that like a Gazelle, humans are doomed in life and are destined to die at the hands of their predators. Just like a gazelle will be hunted and destroyed, a human will be forgotten and lost if they do not fight for their survival in society and continue to be remarked and discerned. It is ironic that although animals are usually seen as an inferior existence in rank to humans, Macaque uses them to portray strength and power.

Here the roles are reversed and humans are relying on these beasts to represent their ennoblement signifying an exchange of power. Having said this, Macaque, with the animal symbolism, signified freedom. A freedom of expression and identity as an individual, as opposed to conforming. Suzan Hens Macaque however was not the only designer to use horns as imagery and symbols within his collection to represent society through fashion. South African born designer Suzan Haynes also used this symbolism in her newly opened store in Mellow Arch.

Suzan admits to gathering her influences from her travels and exposure to the natural. Haynes replaced the heads of her mannequin's in her Mellow Arch store with those of reindeer's. Her intention of this was to create a fantasy within her store. The signifier identified is a female form with a reindeer head thus creating the " hybrid". This signifies the fantasy that Suzan intends to create. The female form is positioned in such a manner in which to present a ladylike heir of grace to the mannequin. This demure stance is juxtaposed by the use of the reindeer head. This signifies raw animal instinct.

The animal instinct in this context (Store setting) is directly related to the carnal desire in relation to consumption. It signifies that consumers should be able to give into this desire for fashion as an animal would towards their instinct. This image emphasizes human restraint opposed to animal impulse. This correlates with Roland Barthes' semiotic theory that links to stories and myth. He argued that there is an agenda behind communication and that agenda is ideology. The idea that the myth is a misrepresentation and has to

do with covering something up and what is really going on. Inanimate and animate models and animals