

**M E A T P A C K I N G
D I S T R I C T**

**M o d e r n
M a n n e r s**



**2017
10 MAY**

MEATPACKING DISTRICT



Fashion Guide

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Meatpacking District

Meatpacking District

HISTORY

The Meatpacking District started as a residential area in the 1800s, but as residents escaped to the main city to avoid the epidemics, it slowly developed into an area filled with factories and markets, producing and selling meat as well as other products, earning the district its current name. Towards the 1980s however, the meatpacking district met its decline and transformed into an area for drugs, prostitution, and criminal activity. In attempt to gentrify the area in the beginning of the 21st century, high-end retailers, museums, and galleries came, making it one of the most fashionable and artistic neighborhoods in New York City. Though no longer an unpleasant district, the area became an expensive, chaotic, and crowded tourist site where meatpacking still existed.

01 Diane von Fürstenberg

02 Alice and Olivia

03 Rag & Bone

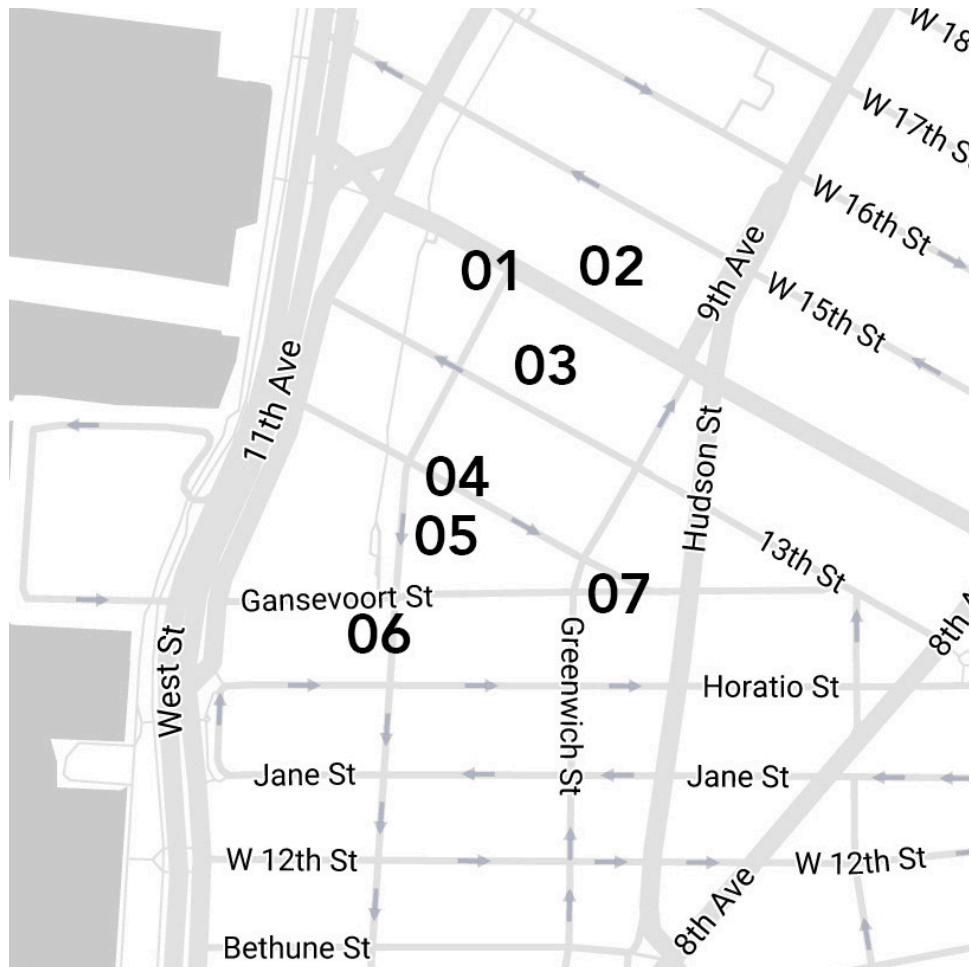
04 Vince Women

05 Zadig & Voltaire

06 Intermix

07 Theory

Fashion Guide



Meatpacking District



Diane von Fürstenberg

Diane von Fürstenberg is a Belgian-American fashion designer mostly recognized for her creation of the iconic wrap dress. DVF, her fashion company, has now become a global luxury lifestyle brand existing in over 70 countries and 45 freestanding shops worldwide. The company's headquarters and most prominent boutique are in fact, located in Manhattan's Meatpacking District.

Meatpacking District



Alice and Olivia

Alice + Olivia is a contemporary clothing brand based in New York. Stacey Bendet, an alumna of the University of Pennsylvania, is the current designer and creative director of the clothing brand. In 2002, the clothing brand first launched in Barneys in 2002 and is currently being sold in over 50 countries. Her signature pants “Staceypants” gained immediate popularity due to the sensible design. The key inspiration behind the brand was the designer’s appreciation for music, art, culture and vintage fashion. Since then, the Alice + Olivia has launched a lifestyle collection consisting of ready-to-wear, gowns, shoes, accessories and handbags.

Meatpacking District



R a g & B o n e

Rag & Bone is an all American fashion label established by Nathan Bogle and Marcus Wainwright in 2002. British designer Marcus Wainwright is currently the CEO and creative director of the brand. The brand is now sold in around 700 stores all over the globe, including Rag & Bone retail stores. They mainly focuses on launching denim wear for both men and women, along with other casual contemporary wear such as t-shirts, outerwear, handbags and shoes.

Meatpacking District



V i n c e W o m e n

Established in 2002, Vince is worldwide renowned fashion label, mostly known for making use of luxury textiles and innovative techniques creating products that combine urban utility and casual modern style. Vince offers both men and women's wear such as soft cashmere sweaters, outerwear, tailored pants and shoes. In 2016, Vince was globally distributed in almost 40 different countries, making it one of the leading contemporary fashion labels in the world.

Meatpacking District



Z a d i g & V o l t a i r e

Zadig et Voltaire is a French ready-to-wear brand, which was established in 1997 by Thierry Gillier. The name of the brand is taken from the novel Voltaire, Zadig or Destiny, where the main character Zadig was full of charisma, modernity and courage. The choice of cashmere with a unique casual rock style gives Zadig et Voltaire its signature brand image. Initially intended for women, Zadig et Voltaire launched the men's collection in 2004 and then their children's line in 2006. Today the brand developed its own line of accessories, watches, bags and shoes, making it one the edgiest brands out there.

Meatpacking District



I n t e r m i x

The definition of Intermix is: to be or become mixed together; to blend, or associate intimately. And this was the main inspiration behind the creation of the store. Intermix offers the latest and most popular styles from a very specified list of designers. They are known for the mixing of on-trend pieces in unexpected ways, delivering an individualized approach to shopping and personal style. In addition to their successful e-commerce site (<https://www.intermixonline.com>), Intermix owns around 45 boutiques across America and Canada. Each boutique has different collections as they aim to reflect the neighborhood and the lifestyle in which the boutique is present. Their mission is to create an intimate shopping environment as well as personal stylists that would be able to work one-on-one with clients in order to create compelling and individualistic looks.

Meatpacking District



Theory

Theory is a New York based contemporary fashion brand aimed providing both wear and accessories for men and women. In 1997, Andrew Rosen teamed up with Elie Tahari and launched Theory in New York City with an exceptional women's collection, focusing mainly on comfort. 1999 was the year in which the men's line was introduced. Up until recent years, the label has 221 retail sites all around the world, with global sales of \$1 billion in 2014. Both the headquarters and the store flagship are located in the Meatpacking District branch.

Meatpacking District

DOWN

- 01** What used to be the Meatpacking District's main product?
- 02** What is the name of the architect who designed the latest building of the Whitney Museum?
- 03** What restaurant was created based on a promise made at sea?
- 04** What is Diane Von Fürstenberg mostly recognized for in the fashion industry?
- 05** Where did Fig&Olive originated from?

ACROSS

- 06** What is one aspect that makes the Meatpacking District as lively and cultured as it is?
- 07** Which clothing brand was named after a French novel?
- 08** What is Rag&Bone's signature clothing?
- 09** What is the Meatpacking District most known for?
- 10** Which artist is Kyu-Hak Lee inspired by in his exhibition at the Blank Space Gallery?

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