

Faculti Summary

<https://faculti.net/covid-couture-and-the-1/>

This video is a transcript of a conversation focusing on the concept of "Couture," particularly in the context of the COVID-19 pandemic and its implications for high fashion. The speaker introduces Couture as a form of high-end fashion characterized by custom-made garments crafted by recognized designers, rooted in a tradition dating back to the 19th century. The discussion touches on how the pandemic led to a significant shift in the fashion industry, with many designers moving their operations online and a surge in public interest in creating clothing rather than just consuming it.

The speaker expresses skepticism about claims of democratization in Couture, arguing that despite the rise of online fashion shows and promotional videos, the industry has largely retained its exclusivity and elitism, catering primarily to the ultra-wealthy. Interestingly, some Couture houses reported increased sales during the pandemic, as their affluent clientele continued to demand exclusive garments.

Further, the conversation explores the historical evolution of Couture since its inception, noting a decline in the number of clients but suggesting that the primary function of Couture remains to signify social distinction. The speaker draws parallels between contemporary fashion presentations and 19th-century literary representations of class disparities and economic inequality.

Finally, the text critiques the notion that fashion has undergone substantial transformative changes post-pandemic, suggesting that the industry has returned to its pre-pandemic models while still fulfilling its role in delineating social hierarchies. The speaker implies that the world of Couture may appear outdated but continues to attract a select audience accustomed to exclusivity and fashion's traditional values.