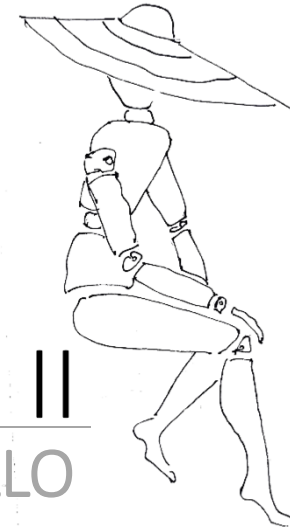


THE SCIENCE OF DRAWING II

GIULIA PETTOELLO

LESSON V

FASHION ILLUSTRATION AND WATERCOLOR

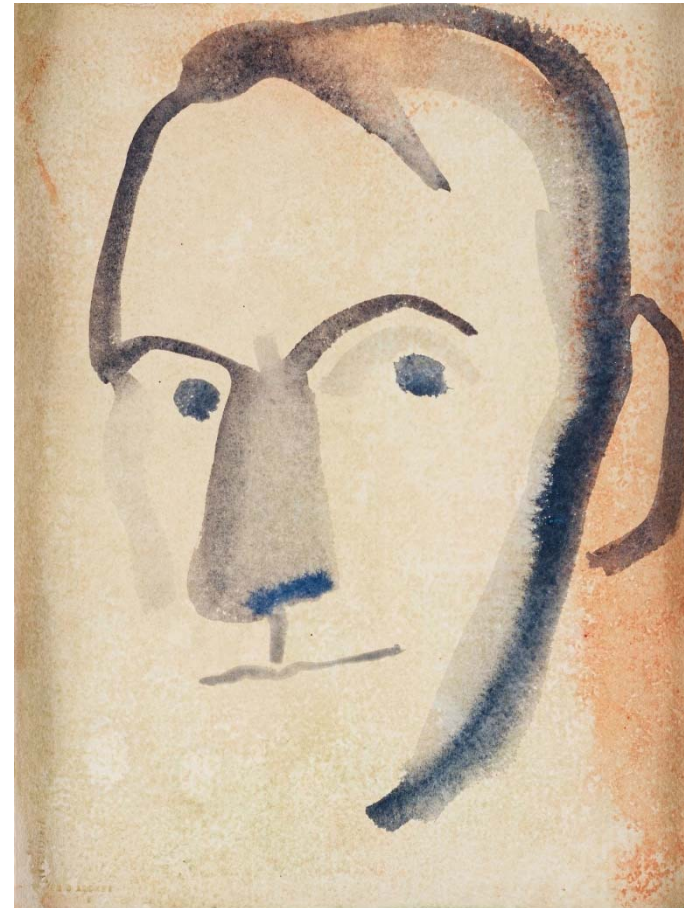


The Maison “DIOR” always had strong **RELATIONS** with fashion illustrators. Since the first collections, Christian Dior has collaborated with René Gruau, illustrator of the various advertising campaigns for Dior.

Today this tradition continues with **Mats Gustafson**.

The Swedish artist, born in **1951** and living in New York, worked in the 80s for the magazine Vogue US; then, in 1990, for Vogue Italia or again for Harper’s Bazaar (fashion magazine). From the first issue of Dior Magazine, the illustrator provides his interpretation, season after season, of the Dior-Woman. **Minimalist and colorful**, his watercolors and collages show the motifs and cuts of the DIOR creations. The objective in his drawings is focused in the fabrics shapes and fabrics movements. Characterized by a graphic and essential style. A great opportunity to discover the Maison’s collections from a different point of view.

Dior by Mats Gustafson, Rizzoli Editore



Auto Potrait

MATS GUSTAFSON

She swedish artist He was born in **1951**



DIOR

*by
Mats
Gustafson*



SAPIENZA
UNIVERSITÀ DI ROMA

DOCENTE: GIULIA PETTOELLO ANNO 2018/2019

GUSTAFSON WORK

- **Minimalist and colorful**, his watercolors and collages show the motifs and cuts of the creations.
- Our attention is drawn to the shapes, prints or movements of fabrics
- **Graphic and essential style**

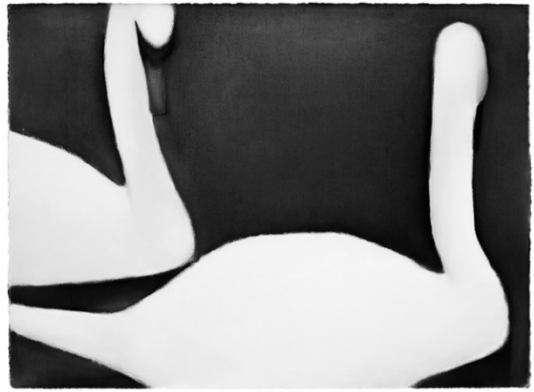
Dior by Mats Gustafson,
Rizzoli Editore



MONOCHROME



MATS GUSTAFSON WATERCOLOR: MONOCHROMATIC TECHNIQUE



INTEGRATION OF TECHNIQUES: Traditional and digital

MATS GUSTAFSON

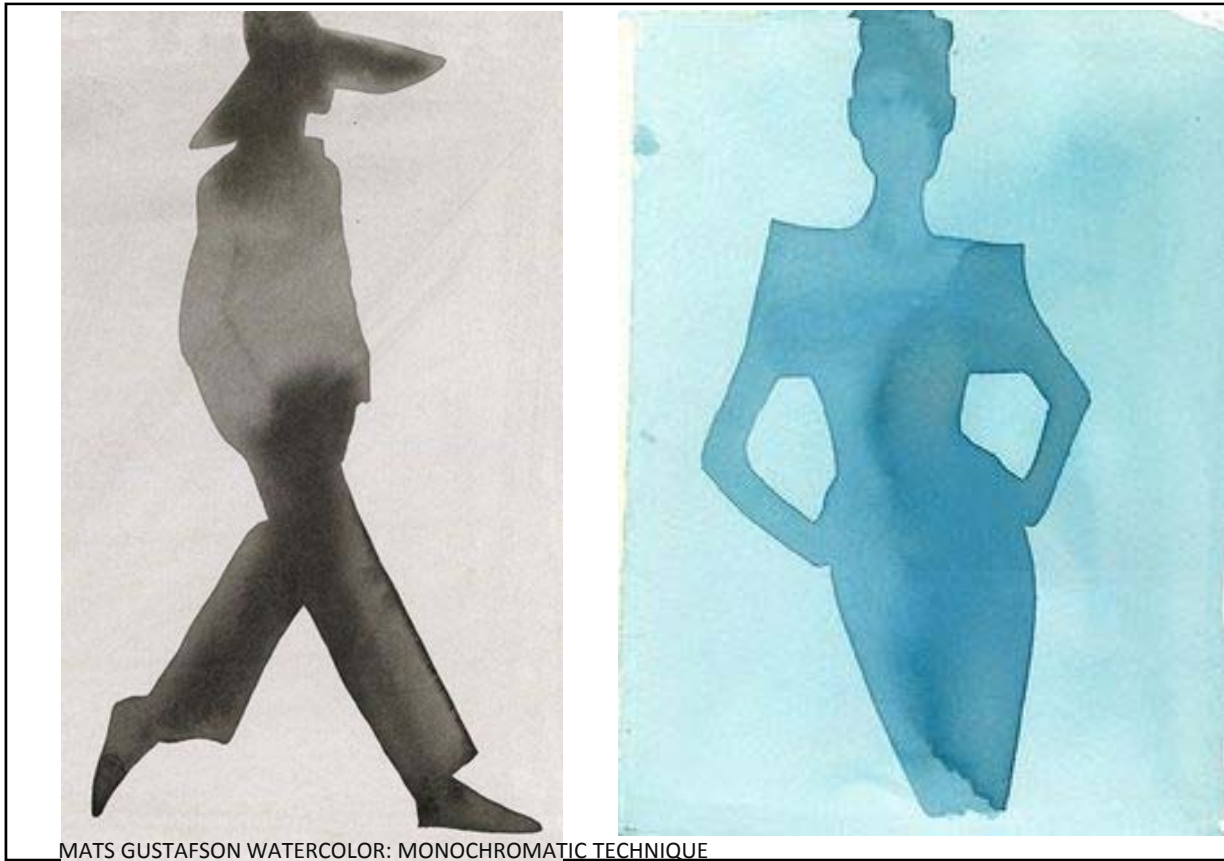
(considered by many to be the HEIR of the famous fashion illustrator RENE 'GRUAU) began his career in 1976 as a **costume designer** for Swedish television, immediately after the Stockholm Academy of Fine Arts and the Scandinavian Institute Theater . Two years later he began to publish his first fashion **ILLUSTRATIONS with watercolor** for British Vogue and later for the New York Times and the New Yorker.



His **TALENT** was imposed definitively at the end of 1970: during a period in which the **ILLUSTRATION** for fashion was basically replaced from photography and the watercolor was not considered but Mats Gustafson **reinvented this ancient technique**.

An **ESSENTIAL AESTHETICS**, with almost always **monochrome tones**, **liquid light effects** and overlapping delicate **LAYERS** of color make the illustrations by Mats Gustafson particularly suitable to express the **atmosphere of LUXURY** by fashion brands.

His **ILLUSTRATIONS** are in fact elegant, refined and **timeless** and are particularly required for **ADVERTISING CAMPAIGNS** for department stores such as Lafayette, Hermès, Christin Dior ..)



MATS GUSTAFSON WATERCOLOR: MONOCHROMATIC TECHNIQUE



HOMEWORK: MONOCHROMATIC AND SYNTHETIC ILLUSTRATIONS (1 page sketchbook) technique: watercolor.