

The Neon Demon

Synopsis:

Jesse (Elle Fanning) moves to Los Angeles just after her 16th birthday to launch a career as a model. The head of her agency tells the innocent teen that she has the qualities to become a top star. Jesse soon faces the wrath of ruthless vixens who despise her fresh-faced beauty. On top of that, she must contend with a seedy motel manager and a creepy photographer. As Jesse starts to take the fashion world by storm, her personality changes in ways that could help her against her cutthroat rivals.

The Costume Designer:

Erin Benach started on Indie film darlings such as *Ryan*, *Flex*, *Half-Nelson*. Erin has weaved her way through a multifaceted career, including projects like *“A Star is Born*, *Drive*, *Place Beyond the Pines*, *Harlequins* *Birds of Prey*, and *The Neon Demon*. Erin went to university for Graphic Design, but later decided that she did not want to constantly stare at a computer. Fashion design was the perfect stimulating choice since it is something she was always interested in.

Erin seems to be a bit private so there’s limited information.

Sweet 16:

Jesse comes to the city alone, and she does not address her past or parents. She has the youth, the aura—that thing that is like a magnet and pulls people in. She starts to fall in love with

herself even more and realizes that power. Jesse is not the dull and simple girl, but the it girl in the model industry.

Jesse's Black Dress//



The embellished Giles gown Jesse wears for her runway debut midway through the film, which was chosen partly because “it had shine and sparkle that we knew would be great for the lighting in that scene,” according to Benach. “It reflected all these points of light beautifully. And it did not show her skin, which is what we wanted. We wanted her to be fully covered, to be enveloped by that dress.”

Dawnn Karen, a brand consultant, and fashion psychologist who teaches at the Fashion Institute of Technology, explains the concept behind the obsession of glitter in fashion: "For some, wearing sequins offers a celebratory moment; a sense of finding the silver lining. In that sense, sparkle evokes some sense of optimism and hope that good things are about to come." For others, wearing a shiny object can mean prestige; a sparkling diamond ring, for example, imparts a sense of power and luxury." We can say this is a celebratory moment for Jesse because this is her first runway, or we could say it's her getting her first big break in the industry.

According to Nancy Deihl, a fashion and textile historian who teaches at NYU, "glitter is all about [evoking] jewels and metal"—and, thus, wealth and power. In Western society, people

were sewing sparkle onto clothing as early as the Tudor period, when the rich would use silver and the less-rich would use alloys like pewter to adorn their tunics and bodices. "I know we have this idea of the past that they weren't sparkly," Deihl says, "but they loved to put little bits of metal on things."

In the 18th and 19th centuries, sparkle made its way into clothing through metallic threads, even in wools; the first tailored suits for women included metallic details, Deihl says, "so that they would look more 'feminine'" and not "dull like men." Designers like Chanel returned to this technique in the 80s to make their suits look "more jazzed up." The high point, though, was the 1920s; women sewed beads and sequins onto their dresses to the extent that the clothes were weighed down by them.

Moving on from the glitter, Jesse's dress is completely modest--which I believe compliments her innocence and the dress is her cocoon. Long dresses that tend to be long with long ware sleeves are considered modest. Jesse is unaware that she's being put into a lion's den and this dress is foreshadowing Jesse innocence being wiped away.

Jesse's Glitter Top//



This outfit is a contrast to the black runway dress, she's showing more skin. She's wearing a sexy, glittery halter top that gives a feel of the 1970s. She's slowly drifting from her innocence and owning her newfound power.