

VISIONS & INSIGHTS

Daft Punk.
Not only DJs. The style – expressed with their fashion bodies – makes the French duo to true icons of pop culture.



AN EXPRESSION OF ENDLESS CREATIVITY: **THE SCULPTURED FASHION BODY**

With “Get Lucky”, the first hit of the summer 2013 still ringing in our ears, it’s the right time to look behind the music. The French duo with it’s robotic helmets and style seems to be a proof for the ongoing Retro-Trend quoting the bodystyle of the 80’s.

Often seen as a dark age of fashion, the 80’s were the starting point of a

concept of “total fashion body” - the idea of not only clothing your body but giving the body a new characteristic shape: The V-Body with it’s typically broad shoulders as an overstatement of masculinity.

Daft Punk takes things further to a new

artistic sculpturing of the human figure. Hence expressing at the same time the “astronautic and aquanautic looks” of human reality in our concrete existence and showing off like science fiction.

In fashion the realization of phantasy happens with colors, pattern cuts, structured 3D fabrics... and padding... the secrets of Bodyshaping.

Although it seems, that the extremes of bodyshaping and bodystyling

are left to Pop-Icons like Lady Gaga, Beth Dito or just Daft Punk, the idea of The Fashion Body is just really taking off.

At MUEHLMEIER, the designers are amazed and lucky to be an import-

ant part of this ongoing drive for 3-D phantasy bodies. They explore new styles and shapes around the world. As MUEHLMEIER is part of fashion history by being the prominent European Shoulder Shaper already in the 80’s and helping to create breast miracles since the beginning of the 90’s with wonder-bra, the company just follows the track with great vision.

The technologies of moulding and cutting foam components are highly developed there. That means that production-wise there are no limits of realization of the new fashion revolution.

Have a look at the padding section in the issue of Bodyshaping Magazine and do not hesitate to contact MUEHLMEIER for custom made components to follow the trend. There is surely much more to come!

**SCULPTURING THE BODY
IS THE THING...**