

FASHION STATEMENTS

Shoes on Shenkin Street, t-shirts in Shuk HaCarmel, high fashion in Mamila Mall—it all spells “shopping spree in Israel.”

Contemporary Israeli fashion came a long way since the image of the quintessential *Sabra* of yore, in khaki shorts, sandals and a *kova tembel* (dunce hat). Today, Israeli fashion is innovative, exciting, and striving to be more environmentally and body image minded. It is sought after internationally, and is featured on major runways across the globe. At its best, Israeli fashion is a metaphor for the fabric of society, and a mirror of the historic, political, and social changes.

Here are a few highlights, past, present, and future.

1. PAST—MASKIT

The fashion industry in Israel owes its kickstart to Ruth Dayan, who passed away in February 2021 at age 103. Ruth established the Maskit Fashion brand in 1954, using traditional crafts, providing work for many new immigrants, combining it with modern fashion, and creating a new Israeli style that still endures today.

- Ruth Dayan obituary, *New York Times*
<https://www.jpost.com/israel-news/ruth-dayan-fashion-icon-and-wife-of-moshe-dayan-passes-at-103-657969>
- Maskit website
<https://maskit.com/about/>
- **Fashion Statements: Decoding Israeli Dress**
Exhibit, Israel Museum, 2018. The Exhibition surveys a century of dress in Israel.
<https://www.imj.org.il/en/exhibitions/fashion-statements>
- Audio tour (in Hebrew)
<https://museum.imj.org.il/he/audioguides/fashion/>



Fashion Statements: Decoding Israeli Dress
Israel Museum, 2018



Victor Bellaish, Fashion Week Tel Aviv 2021

Fashion Statements (continued)

2. PRESENT—FASHION WEEK TEL AVIV 2021

Tel Aviv, an international fashion center, hosts an annual Fashion Week. In March 2021, during the week of Passover, it highlighted a sustainable vision in the fashion industry.

“For the first time ever, Israeli Fashion Week will spotlight designers who focus on sustainable manufacturing and production processes. Forty of the top designers who have on-demand production cycles, use recycled textiles, and have a sustainable vision, will take the stage...to uplift an innovative future for fashion.”

- <http://fashionweektelaviv.com/>
- <https://israelbetweenthelines.com/2021/02/18/israeli-fashion-week-gets-sustainable/>

3. FUTURE—FASHION REBOOT

Recent graduates of the prestigious Department of Fashion at Shenkar College, created an exhibition and a fashion show, “Fashion Reboot,” that highlights sustainability.

All the designs in the project were created from textile surplus from manufacturers of hotel supplies. Because of the Coronavirus, they were left with stocks of kitchen and bathroom towels, blankets, sheets, pillowcases, and other products.

Weaving used and unused products back into our lives is a goal for Israel’s fashion industry. Let’s hope this noble goal is sustained by future generations of fashion designers.

- Video of Shenkar Class of 2020
<https://www.youtube.com/watch?v=yAWJAGwHzC0&t=97s>



Alon Livne, Fashion Week Tel Aviv 2021



Shenkar Class of 2020