

Editorial

Daniela Calanca* Simona Segre Reinach**

University of Bologna (Italy)

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We present the latest issue of ZoneModa Journal (ZMJ), edited by Sara Martin, Roy Menarini, and Ylenia Caputo, dedicated to a subject of significant relevance and contemporary interest: “Fashioning Masculinities: The Art of Cinematic Menswear.” In an era characterized by fervent creativity and the continuous redefinition of stereotypes, this edition of ZMJ delves into the ways in which masculine fashion in film and media has emerged as a powerful tool for expression and subversion, initiating a novel dialogue between gender and identity. As highlighted in the 2022 exhibition at the Victoria & Albert Museum and the monographic ZMJ issue edited by Nicola Brajato (13, 1, 2023), men’s fashion is intrinsically performative, striking a delicate balance between conformism and rebellion. Contemporary designers are persistently challenging traditional norms, leveraging fashion as a medium to discuss and redefine concepts of gender and social identity. This stylistic revolution prompts an essential question: is this transformative movement also mirrored in the audiovisual realm?

In this issue, the curators have raised this pivotal question, which the authors have addressed through an interdisciplinary approach. Authors have investigated the interplay between fashion and audiovisual media, with a particular emphasis on male and female identities, their needs, and interactions. Historically, the ‘feminine’ has garnered substantial attention in the study of celebrity culture and film costume, while the ‘masculine’ has remained relatively obscure. Nevertheless, fashion and attire in audiovisual contexts transcend mere decorative functions; they are instrumental in redefining gender narratives. From the vantage point of costume designers and art directors, menswear serves as a fundamental means of expressing and shaping character identities, significantly influencing the film’s aesthetic and visual message. Through the prism of cinematic menswear, men’s fashion is revealed to be not only a mirror of societal norms but also a formidable instrument for change and innovation.

This issue of ZMJ aims to provide a comprehensive exploration of these themes, contributing to the broader discourse on fashion and gender in the cinematic context. We hope that our readers will find this examination both enlightening and thought-provoking.

Happy reading and have a wonderful summer.
Simona Segre-Reinach and Daniela Calanca

* ✉ daniela.calanca@unibo.it

** ✉ simona.segrereinach@unibo.it