



Legacy

A Fashimentary.

“ If a Ken Burns Documentary and French Vogue had a baby - it would look like this film.”

A walk through women's history in stocking feet
by Margo Weathers

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LEGACY:

A new short film series created by production house Supply&Demand and director Margo Weathers, Legacy takes us on a voyage of female discovery. The films, inspiring and charming with every frame., delve into impressive benchmarks in American history forged by remarkable women, spanning several centuries. Instances from 1640 to 1985 are explored through legwear/hosiery, highlighting the impact women have had on our collective lives while shattering stigmas.

Women and hosiery have walked through history leg and leg; when they have hit snags, they have chosen to redefine genders, cultures, and nations. Graphic and electrifying, Weathers' films showcase these women's stories in a form she calls a 'Fashimentary.' Her overarching creative philosophy is that design and humanity are great partners and her goal with these films was to make something that is simultaneously educational, connective, and contemporary.

NEW SCHOOL:

'As we head into another unprecedented School Year - we must see learning through a new lens.' says Weathers, ' Although Legacy has the surface appearance of a fashion piece, its main goal is inspiration in the form of education.' As a unique form of experimental film, it prompts out-of-the-box thought about adapting education to the changes in our world.

Many of the incredible women featured in Legacy thrived from unconventional educations. From America's first published author, Anne Bradstreet's rare access to an Earl's personal library in the 1600's to Madam C J Walker finding unprecedented knowledge in immersion. The uber-inspiring Wilma Mankiller created an entry career of writing grant applications that eventually translated to six college degrees, including 2 from ivy league schools.

Knowing Education is much more than just information, Weathers charmingly asks us to fill in the blanks. She designed Legacy as an abbreviated catalyst for inspiration - prompting young people to further explore. The presentation here is beautiful, but simple. Recalling the bedtime story, she incorporated still photography to engage the viewer more fully, rather than simply spoon-feeding easily digestible morsels. With sophisticated but spare visuals, we are prompted to imagine still images moving, to picture white blocks as a Peruvian mountain range, see a fall in a tilted camera, detect tattoos in a delft pattern projection; and even digest an animated date as a film trailer.

4 CHAPTERS

The four films that make up Legacy are:

Sheer, The Transparent: featuring the likes of America's 17th Century Poet, and the country's first Female tattoo artist.

Opaque, The Enigmas: with the first woman to enlist in the US armed forces and first female million dollar brand.

Support, The Protectors: tells us about The first female tribal chief and the inventor of the fire escape.

Thigh High, the Daring: compiles stories including the first woman to run for presidential office and the world's most record-setting pilot

A FASHIMENTARY.

"If a Ken Burns documentary and an issue of French Vogue had a baby - it would look like this film," says Weathers. "I'm convinced that we stand at a time and place for Fashion to become a full-fledged language. In our zeitgeist of identity fluidity and craving for tangible forms of self-expression, the number of people using Fashion as a language is growing exponentially. I believe Fashion has the potential to be the perfect language for both educating youth and equipping them to write their own stories."

HISTORY - WITHOUT PANTS.

The decision to go 'bare there' and tell the story with legwear was a deliberate one. The goal being to not only speak to a gender not paired with pants in their respective times, but to also further stylize an idea. Hosiery is so intimately connected to the body. Weathers felt this personal aspect could better connect us to historical women who might otherwise feel so far away. All this added to the parallel historical generalizations of femininity and hosiery being fragile and decorative seemed to make it the perfect fit for a Fashimentary.

ABOUT:

"Margo has worked with practically every major fashion brand over the course of her career," says Tim Case, Founder/EP at Supply&Demand. "She brings warmth and wit to her films and is invested in every aesthetic aspect. Margo's ability to use her logic and passion in equal parts to bring her vision to life is extraordinary to watch."

Supply&Demand is recognized for fostering a dynamic, fluid, and generous environment that inspires artistic expression, working closely with brands to encourage new and innovative ways of maximizing their engagement with an ever-evolving audience in film, TV, music video, and branded entertainment.

'I feel few things benefit our world more than effective learning.' says Weathers, 'So - here's to the fluid edges of the 2020 + Educational structure - and the unexpected and wonderful things it might bring about in young, impressionable, and very individual minds.'

For more information about Supply&Demand and Margo Weathers:

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BALENCIAGA & BARRIERS:
WEATHERS ON SET 07.20