Guess: 35 Years & Still Dreaming opens at the FIDM Museum

By Obi Anyanwu - 8 June 2017

The Fashion Institute of Design & Merchandising Museum in Los Angeles opened on Tuesday Guess: 35 Years & Still Dreaming, a retrospective dedicated to the American clothing brand.

Founded in 1981 by the Marciano brothers—Paul, Armand, Maurice and Georges—Guess redefined denim by making the workwear staple a sexy and chic statement piece. The company rose to popularity in the 80s, and managed to compete with American brands such as Calvin Klein, Tommy Hilfiger, and Gap in the early 90s with the help of “it” women Claudia Schiffer, Naomi Campbell, Anna Nicole Smith, and Cindy Crawford, who took turns at fronting the brand's campaigns.

Guess: 35 Years & Still Dreaming explores the billion dollar company’s evolution over 36 years, namely Guess’ signature denim wash process and iconic heritage that has even been a source of inspiration for the brand’s collaboration with rapper A$AP Rocky. Exhibition attendees are greeted with mannequins sporting ensembles from past collections, as well as imagery that appeared in magazines, on billboards and in television.

The retrospective exhibit will be on view at the FIDM Museum through July 8, 2017.

The FIDM Museum is non-profit entity of the Fashion Institute of Design & Merchandising. Established in 1969, FIDM has four campuses throughout California in Los Angeles, San Francisco, San Diego and Orange County, and offers close to 40 degree programs, including bachelor’s degree programs in Film & TV Costume Design, Footwear Design and Menswear.

Past graduates of FIDM include Lubov Azria, Juicy Couture co-founder Pamela Skaist-Levy, Monique Lhuillier and Lauren Conrad.