

Advanced Style By Ari Seth Cohen



Advanced Style by Ari Seth Cohen is a groundbreaking project that celebrates the fashion and individuality of older adults. Through stunning photography and heartfelt narratives, Cohen has managed to turn the spotlight on a demographic often overlooked in the fashion industry. This article delves into the philosophy behind Advanced Style, its impact on social perceptions of aging, and how it has inspired many to embrace their unique style at any age.

Origins of Advanced Style

Ari Seth Cohen began his journey into the world of fashion and style through his love for photography and a desire to challenge societal norms surrounding aging. The concept of Advanced Style emerged in 2008 when Cohen started photographing stylish older individuals on the streets of New York City. His mission was clear: to showcase the vibrancy, creativity, and fashion sense of seniors, proving that style knows no age limits.

The Philosophy Behind Advanced Style

At its core, Advanced Style is about celebrating individuality and self-expression. Cohen believes that personal style is not confined to youth but is a lifelong journey. This philosophy is reflected in several key themes:

1. **Authenticity:** The individuals featured in Advanced Style are celebrated for their unique identities. Cohen encourages self-expression and authenticity, allowing each person's true character to shine through.
2. **Confidence:** The project showcases that confidence is ageless. Many of the featured individuals exude a sense of self-assuredness that comes from years of experience and self-acceptance.
3. **Creativity:** Fashion is an art form, and Advanced Style emphasizes the creative aspects of dressing. The subjects often demonstrate a remarkable ability to mix colors, patterns, and textures in a way that is both daring and beautiful.
4. **Community:** By highlighting stylish seniors, Cohen fostered a sense of community among older adults who share a passion for fashion. The project connects individuals across generations, promoting dialogues around aging, style, and self-expression.

The Impact of Advanced Style

Since its inception, Advanced Style has had a profound impact on both the fashion industry and societal perceptions of aging.

Changing Perceptions of Aging

1. **Visibility:** One of the most significant contributions of Advanced Style is the increased visibility of older adults in the fashion world. Traditionally, the industry has focused on youth, but Cohen's work has opened

doors for a more inclusive representation.

2. **Positive Representation:** The project challenges stereotypes associated with aging, presenting older individuals as stylish, dynamic, and full of life. This positive representation helps combat ageism and fosters a more nuanced understanding of what it means to age.

3. **Inspiration for All Ages:** Advanced Style encourages people of all ages to embrace their unique fashion choices. The project serves as a reminder that style is a personal journey, and everyone can find inspiration from the creativity of older adults.

Influence on the Fashion Industry

The fashion industry has started to take note of the Advanced Style phenomenon, leading to several important shifts:

- **Increased Representation:** Brands have begun to feature older models in their campaigns, recognizing the purchasing power and influence of older consumers.
- **Inclusive Fashion Lines:** Many designers are now creating clothing lines that cater specifically to older adults, focusing on both style and comfort.
- **Collaborations and Partnerships:** Cohen has partnered with various brands and organizations to promote aging in style, leading to collaborative initiatives that celebrate older adults.

The Role of Social Media in Advanced Style

Social media has played a pivotal role in the success of Advanced Style. Platforms like Instagram and Facebook have allowed Cohen to reach a broader audience and connect with individuals who resonate with his message.

Building a Community Online

1. **Engaging Content:** Cohen regularly shares photographs, stories, and quotes from the individuals he features. This content not only showcases style but also highlights the life experiences and wisdom of older adults.

2. **Hashtags and Challenges:** The use of hashtags such as `AdvancedStyle` has created an online community where people can share their own fashion stories, encouraging others to join in and celebrate their unique

styles.

3. Interactive Platforms: Social media allows for interaction between Cohen, the featured individuals, and the broader audience. Comments, shares, and likes foster a sense of community and support, encouraging more people to express themselves through fashion.

Documentary and Book Contributions

Cohen has expanded the Advanced Style project beyond photography into various media:

- Books: He has published several books that compile the stunning images and stories of those featured in Advanced Style. These books serve as an inspiration for readers and a testament to the beauty of aging.
- Documentary Film: In 2014, Cohen released a documentary titled "Advanced Style," which features several of his subjects. The film provides a deeper look into their lives, showcasing how style and self-expression have played a crucial role in their identities.
- Fashion Events: Cohen has organized fashion shows and events that highlight the work of older models, further promoting the message of Advanced Style in a celebratory atmosphere.

Advice for Embracing Advanced Style

Whether you are in your 20s or 80s, Advanced Style encourages everyone to embrace their unique fashion sense. Here are some tips to help you cultivate your own advanced style:

1. Find Your Inspiration: Look for style icons, whether they are featured in Advanced Style or in other fashion outlets. Find what resonates with you and adapt it to your personal style.
2. Experiment with Fashion: Don't be afraid to try new colors, patterns, and styles. Experimentation is key to discovering what makes you feel confident and unique.
3. Accessorize: Accessories can transform an outfit. Consider adding bold jewelry, scarves, or hats to express your personality and elevate your look.
4. Prioritize Comfort: Style should not come at the expense of comfort. Choose clothing that allows you to move freely and feel good.
5. Curate Your Wardrobe: Invest in timeless pieces that reflect your style. A well-curated wardrobe allows for versatility and personal expression.

6. Stay True to Yourself: At the heart of Advanced Style is authenticity. Wear what makes you feel good and reflects who you are, regardless of trends or societal expectations.

Conclusion

In a world that often prioritizes youth, Advanced Style by Ari Seth Cohen stands as a powerful testament to the beauty of aging and the importance of self-expression. Through his lens, Cohen has transformed the narrative around older adults, showcasing their vibrancy, creativity, and undeniable sense of style. By challenging stereotypes and promoting inclusivity, Advanced Style has inspired countless individuals to embrace their unique fashion journey, proving that style truly knows no age. Whether through photography, social media, or community engagement, Cohen continues to advocate for a world where everyone can celebrate their individuality and express themselves boldly—regardless of age.

Frequently Asked Questions

What is 'Advanced Style' by Ari Seth Cohen about?

'Advanced Style' is a photography project and book by Ari Seth Cohen that celebrates the unique and vibrant style of older women. It showcases their fashion choices, creativity, and individuality, challenging stereotypes about aging.

How did Ari Seth Cohen start the 'Advanced Style' project?

Ari Seth Cohen began 'Advanced Style' in 2008 by photographing stylish older women he encountered on the streets of New York City. His goal was to highlight their fashion sense and the idea that style has no age limit.

What impact has 'Advanced Style' had on perceptions of aging?

'Advanced Style' has significantly influenced perceptions of aging by promoting the idea that beauty and style persist into older age. It encourages society to appreciate the fashion and vibrancy of older individuals, fostering a more inclusive view of aging.

Is there a documentary related to 'Advanced Style'?

Yes, there is a documentary titled 'Advanced Style' released in 2014, directed by Lina Plipolyte. The film features several women from Cohen's project and explores their lives, styles, and the stories behind their fashion choices.

How can someone get involved with the 'Advanced Style' community?

Individuals can get involved with the 'Advanced Style' community by following the project's social media platforms, participating in events, or sharing their own stylish looks using the hashtag AdvancedStyle to connect with others who celebrate fashion at any age.

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