

The Met Gala

HISTORY

Originally called the Costume Institute, the Met Gala was founded in 1948 to raise money for the Metropolitan Museum of Art in New York City. The Costume Institute was responsible for raising its own funds, which gave rise to the Met Gala. Over the years, the gala has come to be associated with glamour and celebrity attendance, playing a vital position in sustaining the Costume Institute and merging the worlds of artwork and fashion. In its early years, the Met Gala started as a small dinner party but eventually evolved into an exclusive event for which Diana Vreeland is accredited. In the early 1970s, her role as the consultant for the Costume Institute, allowed Vreeland to transform the Met Gala into a more glamorous event by matching the themes to the exhibitions. This change turned a small party into a luxurious event showcasing many dresses and designs from the 15th century to the present.



Cher, 1974



Christy Turlington, 1992



Cara Delevingne, 2021

Alexandria Ocasio-Cortez, 2021

THEMES

Themes for the Met Gala are chosen by Andrew Bolton, the Costume Institute's chief curator. After a theme is chosen, it is then showed to the museum's director and president for approval. This ensures that the theme matches the items in the exhibition. The chosen theme for the year, allows designers to display their creativity and spark discussion within the fashion industry.

There are many celebrities that use the Met Gala as their way to make fashion statements that embody powerful political and social messages. AOC and Cara Delevingne's are two instances of this. Attendees use the Met Gala's platform to transform the event into a space for social commentary by incorporating political messages into their clothing, echoing the New York's city long history of cultural movement.



Conan Gray, 2023



Blake Lively, 2018

Alek Wek, 2018

Designers can also display their distinctive artistic visions that set them apart in the industry at this event. The extravagant and elaborate attire serves as an example to the creativity of fashion. Designers can draw inspiration from narrative-rich history and culture. The Met Gala opens your eyes to a new way to express art.

REPRESENTATION

Since the gala is a fundraiser, it generates support for the museum enhancing its ability to display different exhibition that contribute to art in New York City. Not only that, but the Met Gala attracts the global media. Through this international celebrities are invited to the event to showcase their culture through fashion. This encourages fashion diversity, which enables others to be motivated to produce and wear similar items.



Alia Bhatt, 2023

Chadwick Boseman, 2018