



ALOHA SHIRT THE SPIRIT OF THE ISLANDS

52 MINUTES

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For 80 years, Hawaiian shirts have been the tropic's emblem and a symbol of the 20th century pop culture. Worn originally by the surfers and the beach goers, inspired by the Japanese kimonos and the Tahitian floral prints, they conquered the world.

As real pieces of art, they revisit all the main trends of the modern art, sometimes impressionistic, sometimes abstract, cubist or fauvist. For the last 10 years, Aloha Shirt has made a strong come-back, the collectors are now taking them out of the cases.

But Aloha shirt is more than a fashion. Reflecting the cultural diversity of the Pacific islands, it conveys a message of peace and joy, the spirit of islands, which was the mainspring of the revival of the Hawaiian culture, gently.



PRESENTATION

For most people the Hawaiian shirt represents a certain idea of leisure, of the American holiday lifestyle, with a tropical twist and a barbecue ...

But deep in the Hawaiian's heart, it's much more than that.

As the name suggests, Aloha shirts also carries the spirit of Aloha, meaning a spirit of compassion, sharing and openness, a typically Polynesian concept of love for the other.

What best defines the Hawaiian shirt is that, just by seeing one, you immediately know that it's a Hawaiian shirt: collar always open, short size, cropped and cool, outside pocket sewn in the respect of the printed motive, buttons in coconut or in mother-of-pearl, light texture in cotton net, silk, or on shelf for most vintages, color prints with motives representing the tropical paradise, flowers and exotic fruits, Tahitian women, coconut palms, surfers, waves, etc... With a little extra soul...

The Hawaiian shirt synthesizes the spirit of islands, the harmony which reigns on the Pacific islands. Outcome of the cultural and ethnic coeducation, where the energies of the Japanese, the Chinese, the Filipinos, the Koreans, Tahitians, the Samoans, the Americans and the Hawaiians mix, it's a whole symbol, and that's what gives it its strength.

Its golden age was between the thirties and the sixties, with several revivals until nowadays. Whether it is Elvis Presley in «Blue Hawaii», Montgomery Clift, Frank Sinatra or Burt Lancaster in « From Here to Eternity », Hollywood embraced it, and the rock of the 60s also. It became famous and conquered the world, and became in the collective imagination an absolute "must" of all the cool standards of a revisited humanity.



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