

*Candles, Crosses, and Covens, Oh My! The Influence of American Horror Story on Nu Goth Fashion of the mid-2010s*

Presenter Michaela Wright, Mass Communications major

Mentored by Dr. Michael Hester

The Goth subculture dates back to at least the mid-1970's, undergoing multiple iterations in the ensuing decades. In more recent years FX's American Horror Story's third season, Coven seems to have popularized a new style of Goth fashion, based on the characters, in particular big hats, round glasses, and Puritan/Victorian inspired dresses. This influence has also trickled into other styles and fashion over the past decade and is something many people found as inspiration or influence on their own personal style, me included. For my research, re-watch this particular season of American Horror Story and do research on the inspirational and the clothing items in the show, along with looking into Goth fashion brands like Killstar, Dolls Kill, Disturbia, Deandri and Punk Wave as a cross reference. I expect to see a number of clothing references and even visual aesthetic associations between the clothing from Coven and the Nu Goth fashion brands. This research will help those understand the aesthetic of Nu Goth fashion and end the stigma of individuals who identify as Goth as being Satan worshippers, instead of people who feel empowered embracing a dark aesthetic.