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BOND  
AT THE  
BURJ

50 YEARS  
OF BOND GIRL  
GLAMOUR

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# 10 HOT STORIES



## *Pay attention 007! A brief history of Bond*



**AS DESIGNING 007: FIFTY YEARS OF BOND STYLE PARACHUTES INTO THE BURJ KHALIFA,** *Grazia* explores the evolution of the Bond girl with the illustrious exhibition's guest curator and fashion historian, Bronwyn Cosgrave...

*Does the Bond franchise encourage the objectification of women?*

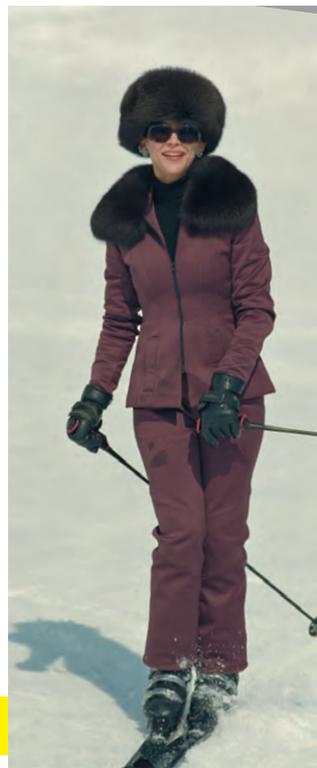
There is a common misconception that women in Bond films have been arm candy. And I would say it's absolutely the contrary. Think back to Honor Blackman as Pussy Galore in *Goldfinger*, and also Ursula Andress as Honey Ryder in *Dr. No*.

They were always tough. They would always battle Bond. He might have got the better of them in seductive situations, but they were always very strong women. Over time, women became more centrally focused. The characters were expanded. You had Judi Dench portraying M, who was based on Stella Rimington, Head of MI5. Naomie Harris's role as Moneypenny is much more extensive than the original character. I never really viewed a Bond woman as a Bond babe; this kind of passive character. They have been misconstrued in popular culture, but the big difference today is that they



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Bérénice Marlohe as Séverine in *Skyfall* © 2012 Danjaq LLC and United Artists Corporation and Columbia Pictures Industries, Inc



From left: Sophie Marceau as Elektra King in *The World Is Not Enough* © 1999 Danjaq LLC and United Artists Corporation

girl power

have more screen time than they did in the past.

*What's been your favourite iteration of Bond girl glamour?*

All the costume designers are fantastic – from Jacques Fonteray, who is a celebrated French costume designer, to Azzedine Alaïa who collaborated with Grace Jones on her costume for *A View To A Kill*, and Donatella Versace for *Die Another Day*. Tom Ford has made all of Daniel Craig's costumes since *Skyfall*, too.

*Which catwalk designers would you like to see create costumes for Bond girls in the future?*

I'd like to see some younger names. Bond is the best of British, so I'd love to see British designers such as Roksanda and Christopher Kane be involved. The women have always worn the height of international fashion – it's an international espionage story, that's what the series is about – but it would be great to see some of the new, edgy designers, say Alexander McQueen, contemporise Bond. They'd have to do it in a very Bond manner, though. I'd also really like to see Tom Ford dressing Naomi Harris as well as Daniel Craig.

*Would you like to see a female actress play Bond?*

I mean, I'm all for equality, but – Jane Bond? Sorry, I don't think so. Ian Fleming – the author who created the Bond series – created Bond as a man. I don't think it needs to be messed

with, even just for the sake of political correctness, or diversity. There is plenty of room for strong female characters in Bond, just as Judi Dench has displayed. 🗨️

• Visit *Designing 007: Fifty Years of Bond Style* from 14 November 2016, to 13 February 2017. Visit [www.burjkalifa.ae](http://www.burjkalifa.ae) or call 800 ATTHETOP (800 28843867)

Rosamund Pike as Miranda Frost in *Die Another Day* © 2002 Danjaq LLC and United Artists Corporation

Grace Jones as May Day in *A View To A Kill* (1985)



Words: Alison Tay Photos: Supplied

