

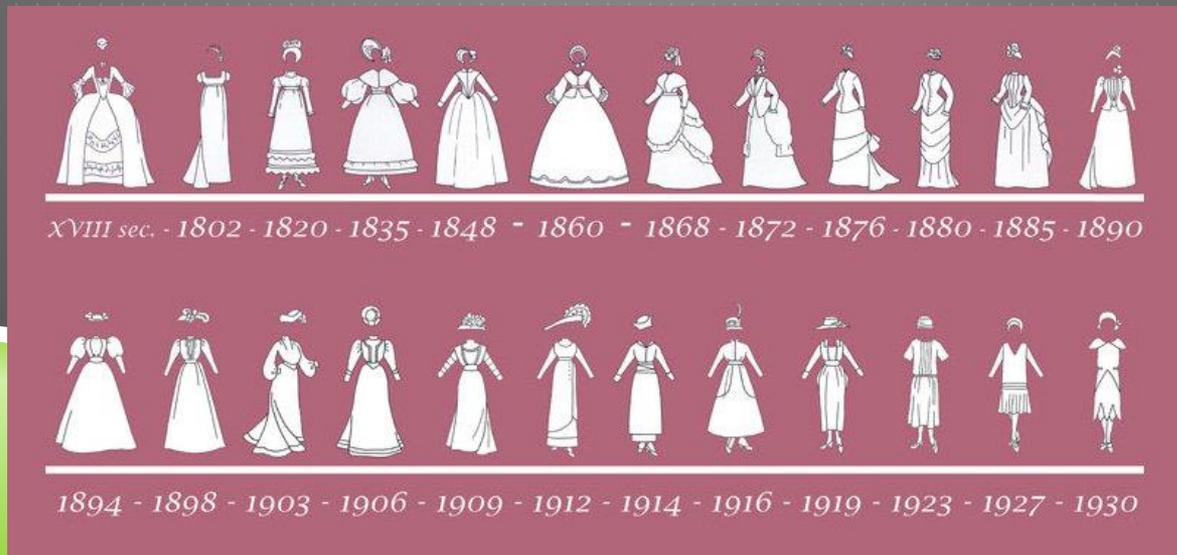
- \*HISTORY OF FASHION
- \*FASHION CAPITALS
- \*FASHION DESIGNERS
- \*FASHION CAREERS



- ▶ Standard 1: Students will explore the fundamentals of fashion
  - ▶ Objective 3: Discuss the history of fashion
  - ▶ Identify and discuss characteristics of fashion capitals and designers
  - ▶ Identify fashion related careers

# THE IMPORTANCE OF FASHION

- ▶ Economic and political trends, current events, and social issues are often reflected in fashion.
- ▶ Fashion serves as a historical record of culture and lifestyle.
- ▶ Personal appearance can identify social position and reflect a person's self-image.



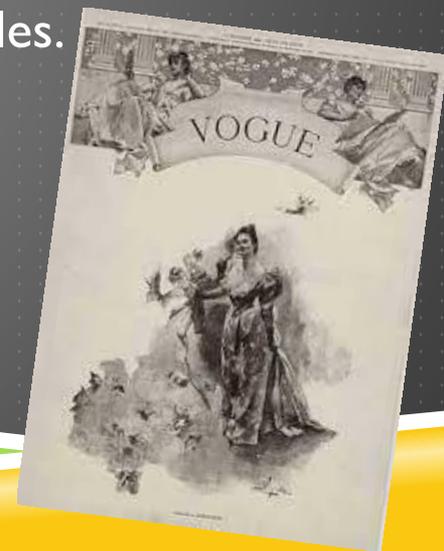
# FASHION TRENDS

- ▶ Trends repeat every 20-30 years



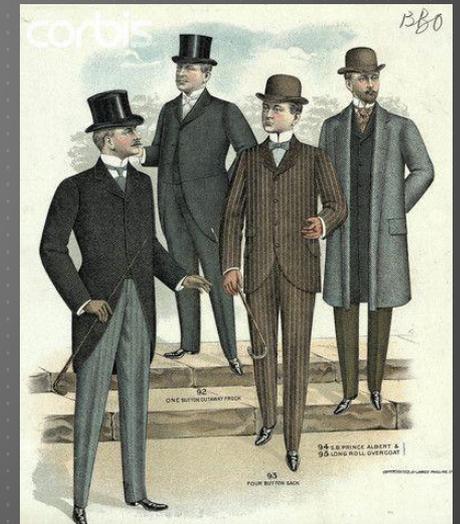
# FASHION THROUGH THE AGES

- ▶ Centuries ago, people dressed according to what society allowed for the social classes.
- ▶ The wealthy class dictated fashion.
- ▶ During the 18<sup>th</sup> century, political and social shifts contributed to the growth and influence of the middle or working class.
- ▶ During the Industrial Revolution of the 1800s, garments began being mass-produced.
- ▶ The invention of photography influenced the spread of styles.
- ▶ The fashion magazine *Vogue* was first published in 1892.



# THE 1890'S

- ▶ **Victorian Era**
- ▶ Trends: Corset, Bustle, Gibson Girl
- ▶ Silhouette: Hourglass
- ▶ Men: Matching coat and vest with contrasting trousers



# THE 1900'S

- ▶ Industrial Revolution Era
- ▶ Trends: Duster coat, Shirtwaist, Leg o Mutton sleeves
- ▶ Silhouette: S-curve
- ▶ Men: Formal morning dress with top hat or 3-piece “lounge” suits with bowler hats



# THE 1910'S

- ▶ **WWI Era**
- ▶ Trends: Hobble skirt, Bathing suit, Bloomers
- ▶ Silhouette: Inverted Triangle
- ▶ Men: Military influence/ Trench coats



# THE 1920'S

- ▶ Roaring 20's Era
- ▶ Trends: Flapper, Costume Jewelry, Cloche' Hat, Dropped Waistline
- ▶ Silhouette: Rectangle
- ▶ Men: Trousers creased with wider hemlines, Introduction of modern two-piece suit, Wingtips



# THE 1930'S

- ▶ **Depression Era**
- ▶ Trends: Bias cut dresses, waistline restored, hemlines dropped, hand me downs, flour sack clothing
- ▶ Silhouette: Hourglass
- ▶ Men: Introduction of the double breasted suit, padded shoulders, glen plaid fabric



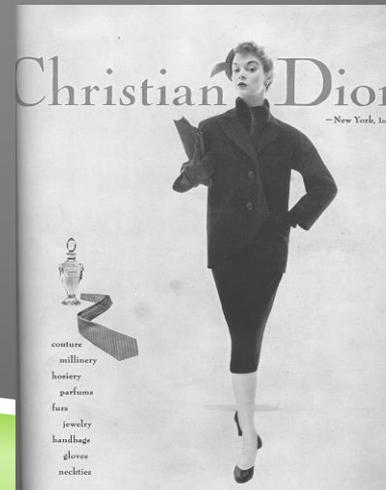
# THE 1940'S

- ▶ **WW II Era**
- ▶ Trends: Convertible suit (mix & match pieces), slacks, no silk or nylon stockings
- ▶ Silhouette: Inverted Triangle
- ▶ Men: Military influence/bomber jacket, austere “Victory” suits with no vest, cuff or pocket flaps



# THE 1950'S

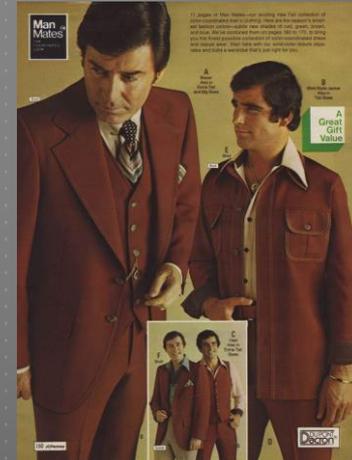
- ▶ **Rock n' Roll Era**
- ▶ Trends: Poodle skirts, saddle shoes, Capri pants, the “New Look” (Christian Dior)
- ▶ Silhouette: Hourglass
- ▶ Men: dark flannel suits, the “Ivy League” look= khaki pants, button down shirt, sweater





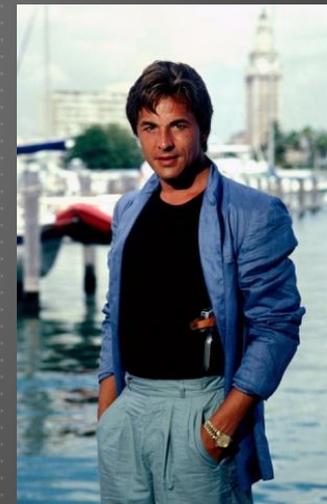
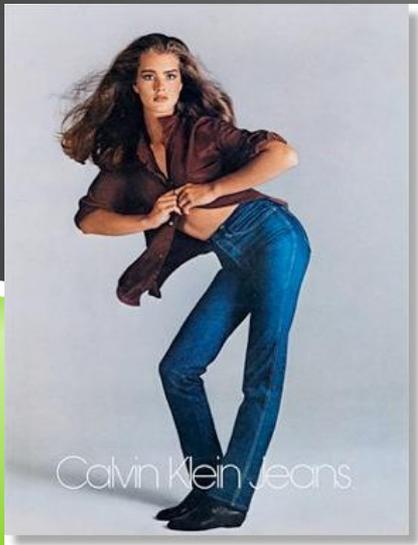
# THE 1970'S

- ▶ Hippy to Disco Era
- ▶ Trends: Unisex, bold flower prints, platform shoes
- ▶ Silhouette: Triangle
- ▶ Men: bell bottoms, wide ties and collars



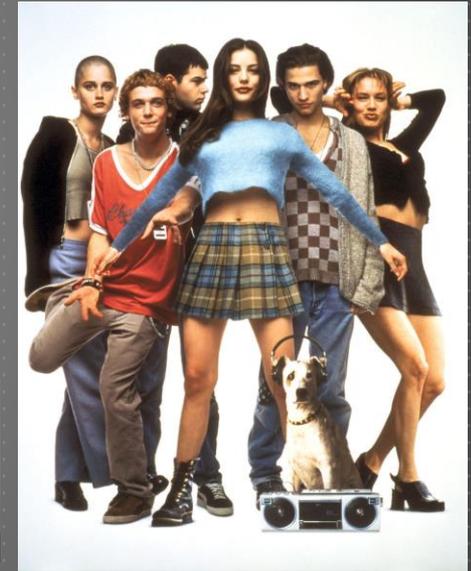
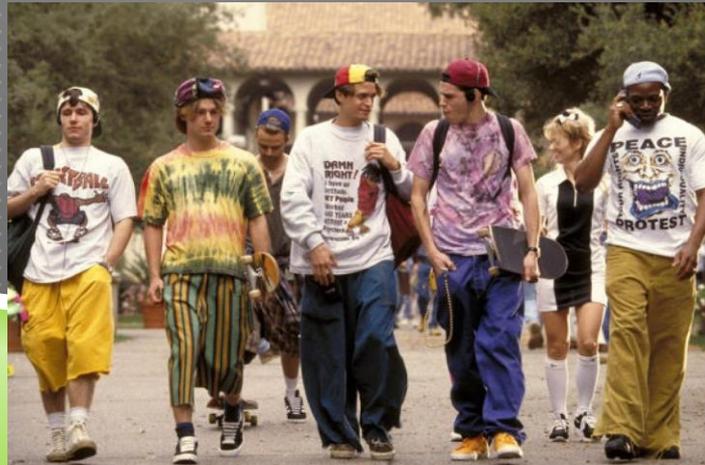
# THE 1980'S

- ▶ **Yuppie Era**
- ▶ Trends: Logo wear, designer jeans, exercise wear
- ▶ Silhouette: inverted triangle
- ▶ Men: business suits with narrow detailing



# THE 1990'S

- ▶ **The Dot Come Era**
- ▶ Trends: Bare midriff, rejection of fashion, grunge
- ▶ Silhouette: rectangle
- ▶ Men: baggy pants, big sneakers



# THE 2000'S

- ▶ War on terrorism and increase in technology
- ▶ Trends: skinny jeans, embellishments, hip-hop style



# THE 2010'S

- ▶ Social Media
- ▶ Trends: leggings, jeggings, cutouts, hipster style
- ▶ Look at what you are wearing today, what will people remember?



# FASHION CAPITALS



# PARIS, FRANCE

- ▶ First fashion capital
- ▶ Chic and stylish
- ▶ Defined by: Sophistication, tailored cut and smart accessories
- ▶ Most designers based in other capitals have boutiques here



# MILAN, ITALY

- ▶ Elegance and Luxurious fabrics
- ▶ Casual elegance
- ▶ Luxurious fabrics = Merino wool



# TOKYO, JAPAN

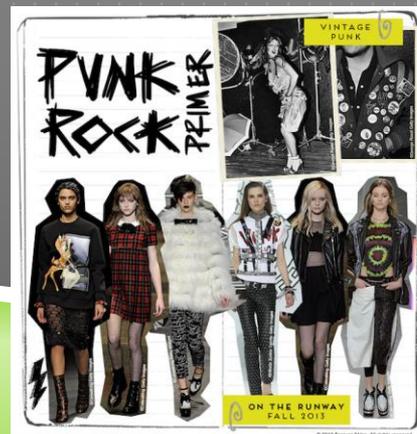
- ▶ Asian influence, loose and unstructured
- ▶ Typically consider somber, subtle and richly textured
- ▶ Pattern added through complicated cutting and sewing and applique
- ▶ The young Japanese are favoring the Harajuku look inspired by anime

## *Harajuku Girls*



# LONDON, ENGLAND

- ▶ Modern Designers tend to favor a “Rebel” street look
- ▶ Known for conservative cuts
- ▶ Traditional styles of the upper class (stores based in the Mayfield area, specifically Saville row)
- ▶ Young embrace on individualistic style
- ▶ UK is home of the punk movement



# NEW YORK CITY, NEW YORK

- ▶ Clean cut, casual style
- ▶ Use of separates, sportswear and natural fibers



# DESIGNERS OF INFLUENCE



# COCO CHANEL

- ▶ The Little Black dress
- ▶ Costume jewelry
- ▶ Unstructured



I don't do fashion.  
I am fashion.  
Coco Chanel



# CHRISTIAN DIOR

- ▶ The “New look” hourglass silhouette
- ▶ Exaggerated lower half



# FASHION RELATED CAREERS

- ▶ Costume Designer
- ▶ Museum Curator
- ▶ Designer assistant
- ▶ Fashion Designer

