

A fashion show runway scene with several models walking. The central model is wearing a black, long-sleeved, high-cut dress with a long train. To her right, a model is wearing a blue and black patterned, strapless, floor-length gown. Other models in red and black dresses are visible in the background. The runway is white and reflective, and the audience is seated on either side.

# History of fashion

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# The importance of fashion in life



We are all used to clothing as our own body. We are so used to it that we are often not interested in its origin and age. The style of clothing reflects your mood and attitude to life.



# The first mention of *fashion* in **history**

The first prototype of the dress appeared in **Ancient Greece**: two pieces of fabric were fastened with pins on the shoulders and a belt at the waist. **The Byzantines first sewed sleeves to the vestments.**



# Baroque epoch!

By the end of the XVI century, pathos and theatricality came into fashion. At that time, in France, the "Sun King" Louis XIV ascended to the throne, who appreciated the beauty of clothing. Thanks to him, France began to dictate fashion throughout Europe. In accordance with the canons of Baroque clothing sewn from heavy colored fabrics and had a complicated cut.



# ***Fashion*** is often repeated

Often the fashion goes back. The first time this happened was at the turn of the XVIII and XIX centuries. Natural shapes and antique silhouettes of dresses are back in fashion.

Women began to wear 'shmiz' – a kind of white dress similar to a long shirt with a deep neckline, high waist and short sleeves.



# *Coco Chanel* contribution to fashion

It is impossible to overestimate the contribution of this fashion designer to fashion.

Her inventions changed fashion forever:

- > Short haircuts
- > Accessories and pearls
- > Two-tone shoes
- > Tweed suit
- > Bag 2.55
- > Little black dress
- > Perfume Chanel No. 5



# Goodbye corsets

At the beginning of the twentieth century, the first dresses without a corset appeared. This was a challenge to established traditions – dresses without a corset did not immediately become popular, but **by the middle of the twentieth century they were in great demand.**



## 1950 - 1960 years

For a whole decade, elegance and femininity have not gone out of fashion.

For a long time, dresses with full petticoats, a wide belt and a stand-up collar were considered relevant. In the 50s, cocktails became a special culture, which led to the creation of different styles of cocktail dresses. They were sewn in both narrow and lush versions.





# Mini-dress

In the 60s, the first mini-dresses appeared.

They were distinguished by bright colors and a simple straight cut. In this decade, artificial non-woven fabrics came into fashion: polyester, lycra, nylon, crimplen, etc. They were characterized by low cost, easy maintenance and durability.



# 1980-2000 years

The 90s are characterized by a mixture of many styles: women could wear dresses in the style of retro, grunge, neo-punk, American minimalism, as well as in classic and ecological styles. In this decade, the fashion for cocktail dresses returned.



# Our time

Twenty-first century. We can say that in the second decade of the new century, dresses began to represent a kind of reinterpretation of the outfits of past years and even centuries. In fashion, there may be models in the style of the 20s or 70s, as well as cut details typical of dresses of the XVII or XIX centuries. The main features of the new century dress can be called a reinterpretation, interpretation and new combinations of colors and textures.



**THANKS FOR  
WATCHING**