

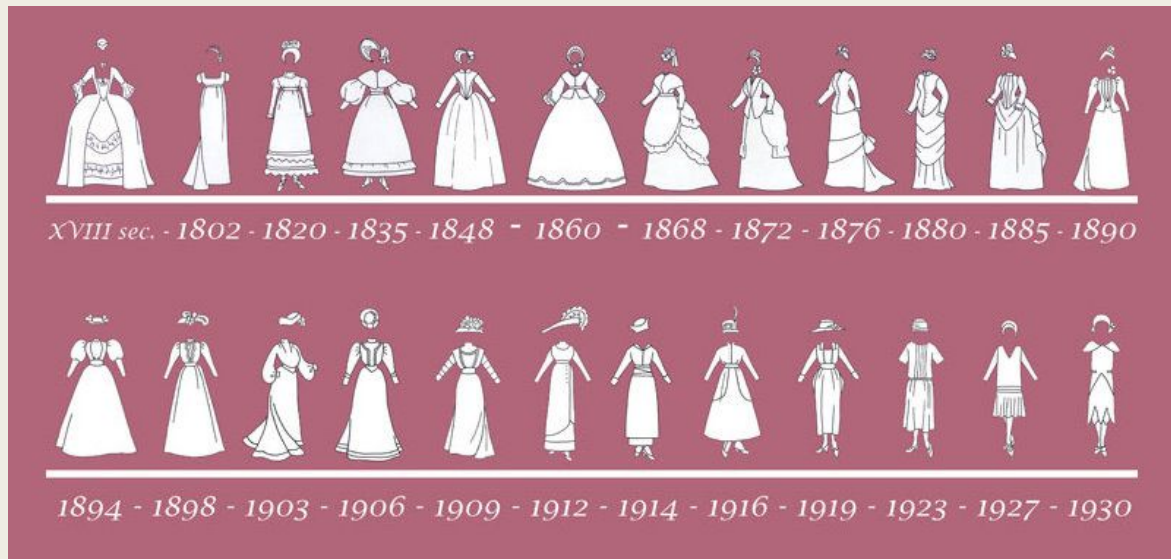


HISTORY OF FASHION

A Basic Introduction to Fashion History

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.



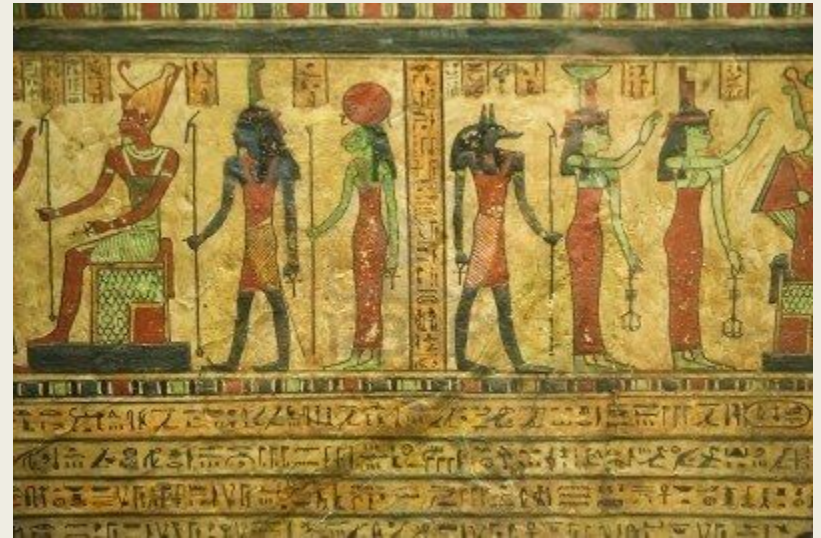
Earliest Clothing

- The earliest clothing dates from about 20,000 B.C.
- The earliest clothes were developed primarily for protection from the weather and environment.
- The earliest clothes were made of fur, animal skin, leaves, and grass.



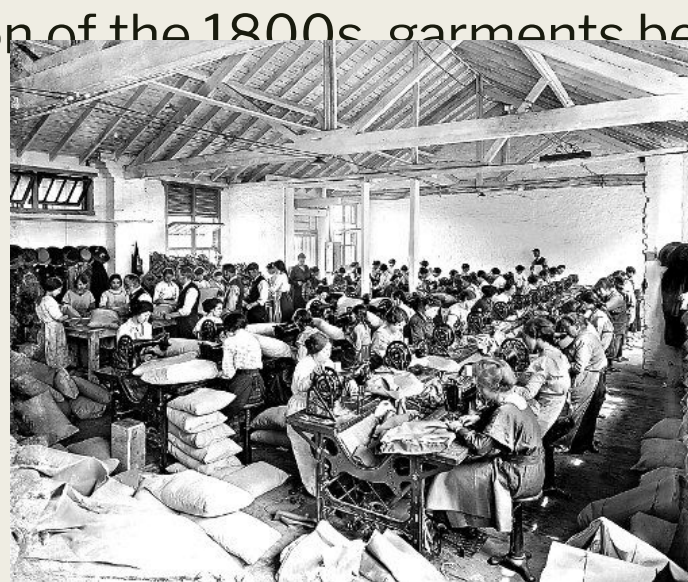
Sources of Clothing History

- The evolution of dress can represent a visual history of a culture.
- Sources of clothing history include:
 - *Actual clothing items*
 - *Paintings/Mosaics*
 - *Writings/Carvings*
 - *Printed Materials*



Fashion Through The Ages

- Centuries ago, people dressed according to what society allowed for the social classes.
- The wealthy class dictated fashion.
- Many cultures had laws about how different classes should dress.
- During the 18th 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.



Historical Trendsetters

- Elizabeth I
- Louis XIV
- Marie Antoinette
- George Bryan “Beau” Brummell
- Jacqueline Kennedy Onassis
- The Beatles

Queen Elizabeth 1

Queen of England

- Introduced clothing as indicator of social status.
- Her look consisted of:
 - *Ruffs – large, round collar*
 - *Epaulets – shoulder adornments*
 - *Jeweled wigs*
 - *Plucked her head and brows*
 - *Rib-crushing corsets*
 - *Hoop Skirt*
 - *Her pale skin was copied by many*



Louis XIV

King of France

- He sent life-sized fashion dolls to every European court, so that all of Europe would know about Paris fashions.
- The dolls were dressed in the latest styles.
- Tailors copied the clothes, footwear, hats, and accessories on the dolls for nobility in other countries.



Marie Antoinette Queen of France

- She was a trendsetter for ornate styles of the late 18th century.
- She would use paste to whiten and stiffen her hair to extreme heights.
- Her excessive fashion included high headdresses, plumes, and voluminous dresses.



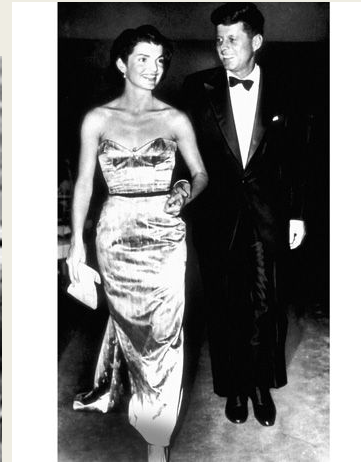
George Bryan “Beau” Brummel

- Led the trends for men in early 1800s
- He claimed to take 5 hours to get dressed.
- His style is known as “Dandyism” which was a style of dress for men and a lifestyle that celebrated elegance and refinement.



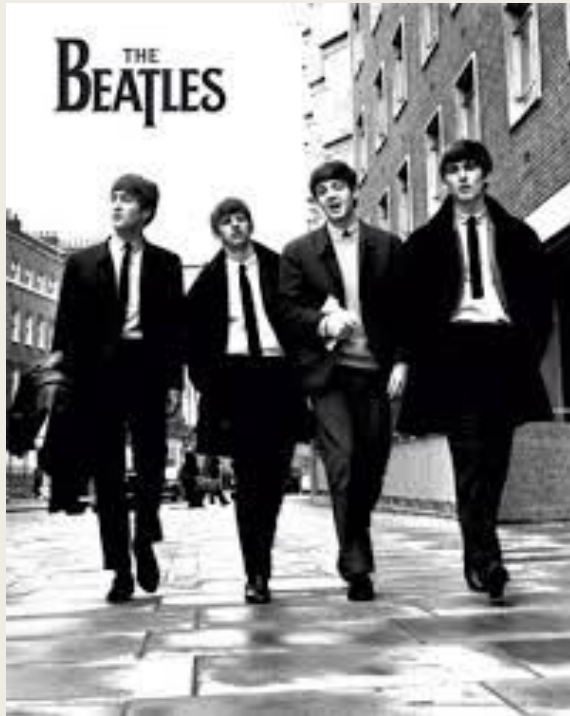
Jacqueline Kennedy Onassis

- Known for her understated elegance.
- 1960s First Lady of the United States.
- Trademark pillbox hat
- Trademark suits with three-quarter sleeves



The Beatles

- Came to America in 1964 as the famous trendsetting British band.
- “Mop-top” hairstyles
- This fashion challenged the shorthaired, conservative look of the crew cut.
- They wore suits with Nehru collars



The Last 100 Years +

Late 1800's to early 2000's

The Late 1800's

- By the end of the Victorian era of the 1800s, women were wearing corsets to shape their bodies into an unnatural “S-bend” to create a more feminine silhouette.
- They wore slim-fitting skirts, long sleeves, and high collars for a look that was feminine but stiff.
- The death of England's Queen Victoria in 1901 marked a fashion milestone and the beginning of economic, social, and technological changes.



The Early 1900's

- In 1909, *Vogue* features new loose-fitting clothing for women.
- Women stop wearing corsets.



The 1910's

- Skirts get shorter
- Women start having different types of clothing for different activities, including sports like tennis, bike riding, swimming



The 1920's

- Skirts become short, showing legs for the first time.
- “Flappers” are young women who want to look like “boys” with bobbed hair, flat chests, and no waistline.
- Foreheads are covered with cloche hats, bangs, or headbands.
- Chanel introduces the “Little Black Dress.”



The 1930's

- The Great Depression causes fashion to slow down.
- People “Make Due and Mend” their clothing.
- Glamorous Hollywood movies are meant to cheer people up.
- The silhouette is long and lean.



The 1940's

- Fabric and other supplies were rationed during WWII, which resulted in shorter hemlines and more simple clothes.
- Military inspired fashions.
- Women working in factories wore pants.



1947: The Dior New

- Christian Dior caused a “revolution” by changing the silhouette for women to a curvy, hourglass shape with long, full skirts. **Look**



The 1950's

- The New Look continued to influence fashions for women, which were very feminine.
- Teens wear full wool skirts with decorations like poodles.



The 1960's

- Social changes, world events, and music affect fashion.
- New synthetic fibers are invented.
- Space travel influences fashion.
- Jackie Kennedy influences fashions of women.
- Hippie style appears (Woodstock 1969) and carries into the 1970s.



The 1970's

- **Disco Style** : Clothing that sparkled under the lights at the “disco” were popular. “Saturday Night Fever” influenced disco fashion.



- **Punk Fashion** started in London, with contributions from Vivienne Westwood.



- **Feminist Movement** as women demanded “equal pay for equal work” they began to dress similar to their male counterparts.



- **Hippie Fashion** continued with home made clothes and “granny” styles.



The 1980's

- Professional women adopt “the power look” with padded shoulders.
- Business-casual attire appears.
- High-quality products become available at moderate prices.
- Brand names are popular.
- Stretchy, synthetic athletic wear becomes popular.
- Music and MTV influence youth fashions, including men wearing makeup.
- “Preppy” styles are popular.
- Big hair.



The 1990's

- Americans begin dressing less formally.
- Grunge style appears, led by Kurt Cobain and his band, Nirvana.
- Hip Hop fashions are influenced by the street.



The 2000's

- Mixing color, texture and pattern.
- Short layers over long.
- Influence of athletic styles.

