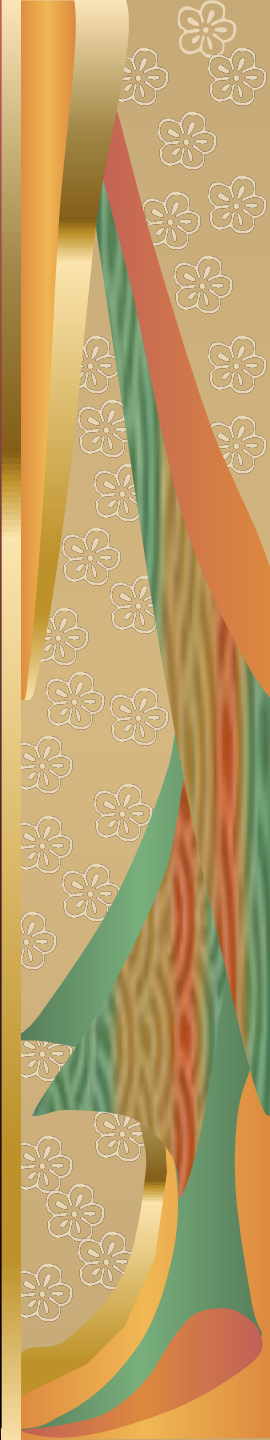


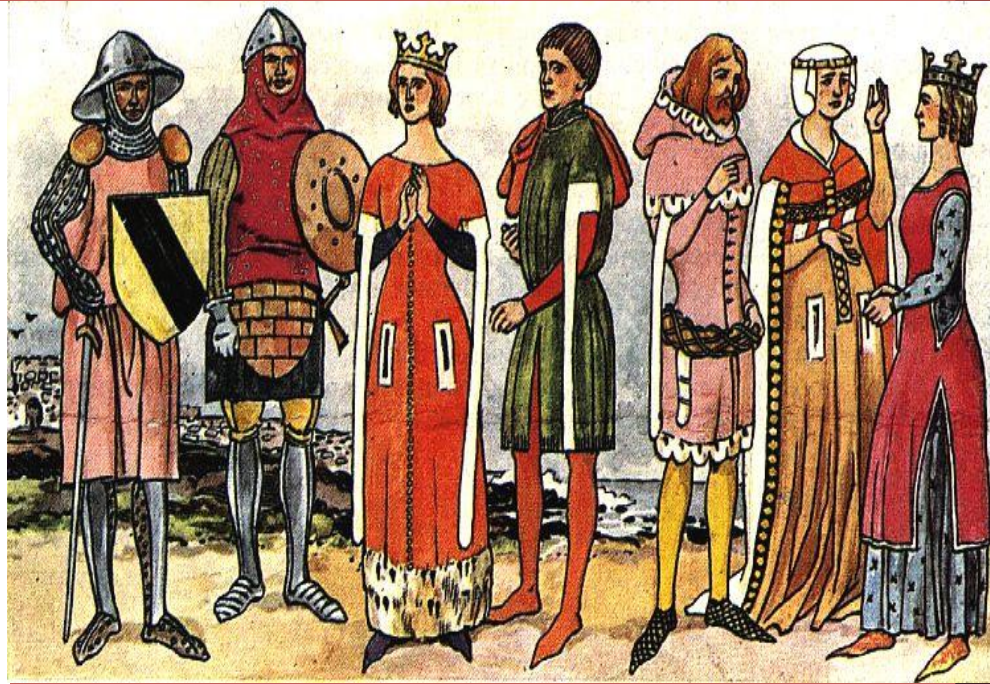
Fashion



- Fashion is something we deal with everyday. Even people who say they don't care what they wear choose clothes every morning that say a lot about them.



- In stone age people wore warm clothes.



- In 15 century silk appeared in Europe.

The age of renaissance appeared in sixteen century. The was period of: long dresses and very big wig.



Then Maria Antoinette changed
days. There was not haircut for
women.



In 1891 brought new views for fashion. All clothes was harmonic.



Women's suit was presented by
Coco Chanel in 1941.



The stone's fashion came in 2000.



Minimalism came in 2010 and nowadays this style goes on.



Fashion was changed yesterday
and the fashion will be changed.



Style

- **Fashion** is a general term for a popular style or practice, especially in clothing, footwear, accessories, makeup, or furniture. "Fashion" refers to a distinctive; however, often-habitual trend in a look and dress up of a person, as well as to prevailing styles in behavior. "Fashion" usually is the newest creations made by designers and are bought by only a few number of people; however, often those "fashions" are translated into more established trends.



Fashion industry

- The fashion industry is a product of the modern age. Prior to the mid-19th century, most clothing was custom made. It was handmade for individuals, either as home production or on order from dressmakers and tailors. By the beginning of the 20th century—with the rise of new technologies such as the sewing machine, the rise of global capitalism and the development of the factory system of production, and the proliferation of retail outlets such as department stores—clothing had increasingly come to be mass-produced in standard sizes and sold at fixed prices. Although the fashion industry developed first in Europe and America, today it is an international and highly globalized industry, with clothing often designed in one country, manufactured in another, and sold world-wide. For example, an American fashion company might source fabric in China and have the clothes manufactured in Vietnam, finished in Italy, and shipped to a warehouse in the United States for distribution to retail outlets internationally.





Fashion industry

- The fashion industry has long been one of the largest employers in the United States, and it remains so in the 21st century. However, employment declined considerably as production increasingly moved overseas, especially to China. Because data on the fashion industry typically are reported for national economies and expressed in terms of the industry's many separate sectors, aggregate figures for world production of textiles and clothing are difficult to obtain. However, by any measure, the industry accounts for a significant share of world economic output.
- The fashion industry consists of four levels: the production of raw materials, principally fibres and textiles but also leather and fur; the production of fashion goods by designers, manufacturers, contractors, and others; retail sales; and various forms of advertising and promotion. These levels consist of many separate but interdependent sectors, all of which are devoted to the goal of satisfying consumer demand for apparel under conditions that enable participants in the industry to operate at a profit.



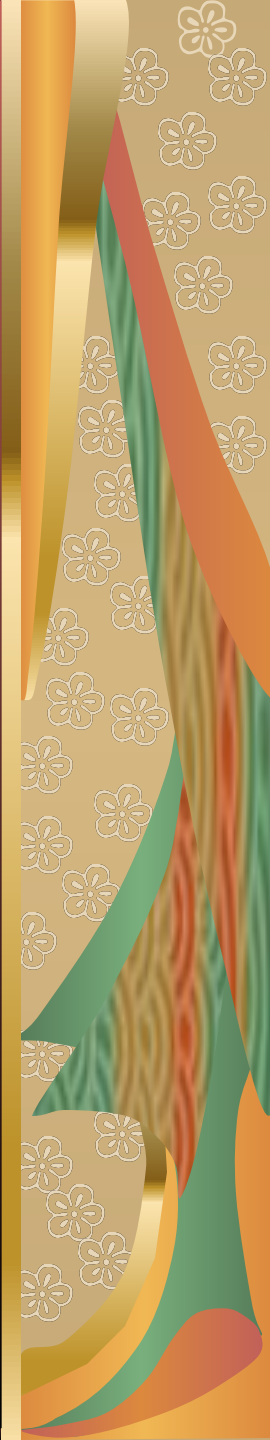
The Day Before



Vogue

- **Vogue** Vogue, founded in the US in 1892, has been the longest-lasting and most successful of the hundreds of fashion magazines that have come and gone. Increasing affluence after **World War II** and, most importantly, the advent of cheap colour printing in the 1960s led to a huge boost in its sales, and heavy coverage of fashion in mainstream women's magazines—followed by men's magazines from the 1990s. Haute couture designers followed the trend by starting the **ready-to-wear** Vogue, founded in the US in 1982, has been the longest-lasting and most successful of the hundreds of fashion magazines that have come and gone. Increasing affluence after World War II and, most importantly, the advent of cheap colour printing in the 1960s led to a huge boost in its sales, and heavy coverage of fashion in mainstream women's magazines—followed by men's magazines from the 1990s. Haute couture designers followed the trend by starting the ready-to-wear and **perfume** Vogue, founded in the US in 1982, has been the longest-lasting and most successful of the hundreds of fashion magazines that have come and gone. Increasing affluence after World War II and, most importantly, the advent of cheap colour printing in the 1960s led to a huge boost in its sales, and heavy





fashion journalism

- A few days after the 2010 Fall Fashion Week in New York City A few days after the 2010 Fall Fashion Week in New York City came to a close, The New Islander's Fashion Editor, Genevieve Tax, criticized the fashion industry for running on a seasonal schedule of its own, largely at the expense of real-world consumers. "Because designers release their fall collections in the spring and their spring collections in the fall, fashion magazines such as Vogue always and only look forward to the upcoming season, promoting parkas come September while issuing reviews on shorts in January," she writes. "Savvy shoppers, consequently, have been conditioned to be extremely, perhaps impractically, farsighted with their buying



Every fashion goes through three stage:

It may be new and exciting
It becomes popular
Finally it becomes boring and
out of a date, then a new fashion
starts



Fashion famous design

- Versace
- Versace's Style Department employs an exceptional group of designers and stylists who work in teams specifically dedicated to each individual line. All of these teams operate under the close supervision and guidance of Creative Director, Donatella Versace. To ensure the highest quality. Versace collections are distributed through a network of 240 exclusive boutiques.



Dolce&Gabbana

Black things, k
natural fabrics. Smar
sam



at the

Gucci

Gucci continues to expand its presence by opening a number of new stores worldwide.

In September 2000, Gucci reopened its newly renovated Fifth Avenue Store - the largest Gucci Flagship store in the



Chanel

- The Chanel style, unique
- at the beginning of the 20th century,
- is still modern today.



Christian Dior

Best known as the founder of the world's top fashion brand. He was born in Granville, Normandy, the seaside town off the coast of France.



Christian Dior*s Collection 2016



**The most popular
Colors play a very
big role in fashion
world.**



The most popular colors

*Dark blue
color
from atla*



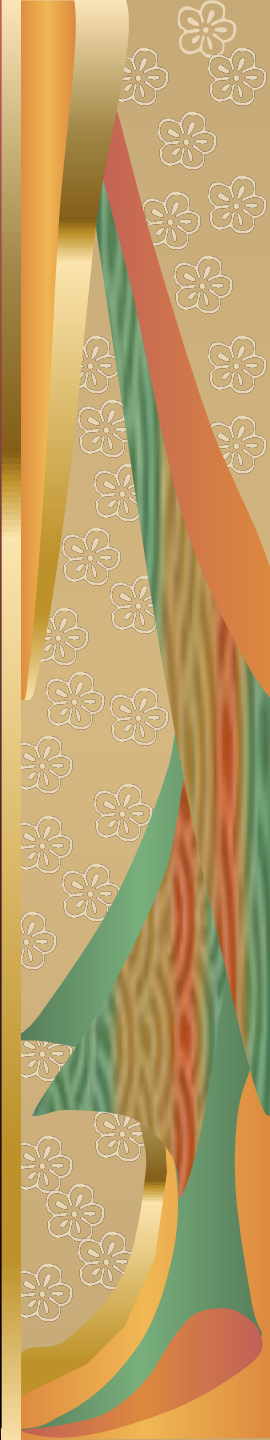
*Orange
colour
from atlas*



*Extravagant
colours
from jersey*



An
Gra



But the teenagers prefer clothes
by:

Nike

Adidas

Puma

Kira Plasti



Adidas and Puma

There are manufacturer of sport clothes too.



Kira Plastinina

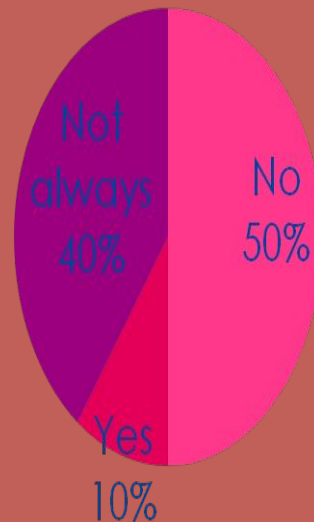


Kira Plastinina is a young designer who could for short term win popularity and to get a wide range of clients. Her first shop has appears in Moscow at the beginning of 2007.

Some people were asked
a question:

Is it difficult for you to
follow fashion?

Here are the answers:



I. *Warming-up(1)*

- 1) fancy clothes
 - 2) casual clothes
 - 3) suitable
 - 4) bargain
 - 5) original
 - 6) fashionable
 - 7) in the sales
 - 8)to stand out
 - 9) the last word in fashion
- a) expensive & elegant clothes
 - b) the latest fashion
 - c) something unusual
 - d) something you buy really cheaply
 - e) something that's OK for the situation
 - f) when shops reduce their prices
 - g) comfortable clothes that you wear in informal situation
 - h) clothes made by designers and worn by most people
 - i) to look different (more fashionable than others)



Too-sлишком много. Enough-достаточно.

- 1.This sweater is nice. It is warm.....
- 2.Why did not you buy these shoes?-They were not comfortable.....
- 3.What do you think of this shirt? – It does not fit you. The sleeves are long.



II. Warming up (2)

Answer my questions

1. What is fashion?
 2. Do you care about fashion?
 3. Do you often go shopping? Can you say that you are a shopaholic?
 4. Are you a fashionable girl?
 5. What are the secrets of being attractive?
 6. A lot of teenagers dress in order to be a part of a group.
They choose a hairstyle to fit an image.
- What youth groups do you know?
7. What do hippies wear?
 8. What clothes make the image of goths?
 9. What do punks wear?



THANK YOU

