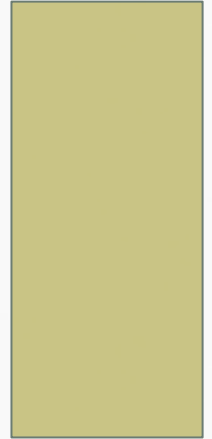




DRESS CODES

KATE FOX: "WATCHING THE ENGLISH"



DRESS UNIVERSALS

- The way we dress can serve:

Sex differentiation



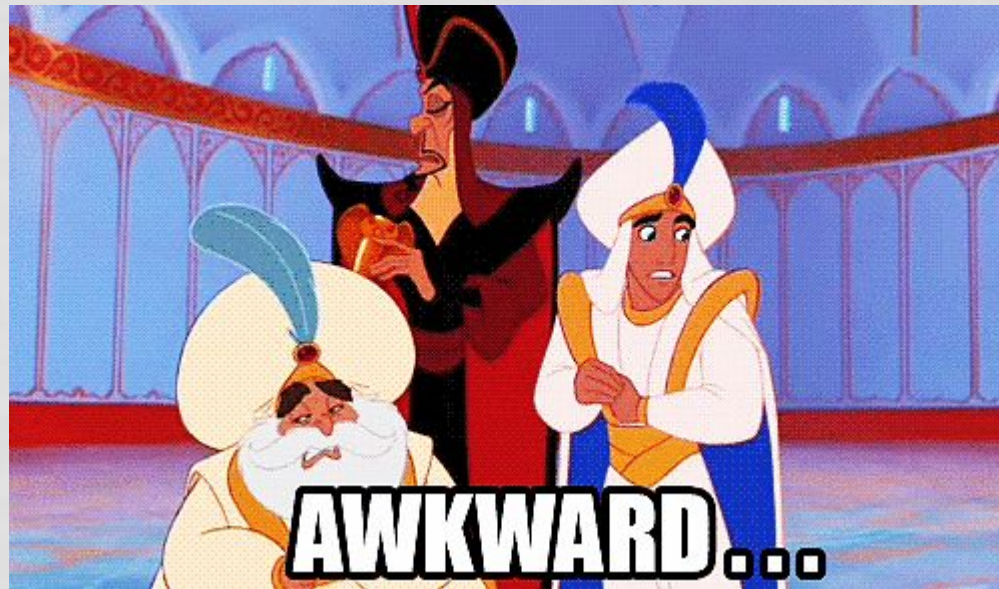
Status signals



Affiliation signals



NATIONAL COSTUME



WHY?

Weather? Country style?

“There are no longer any rules”

National identity of English is about rules.

There ARE rules but

Hidden

A RULE ABOUT RULES

- Generally the English dress BADLY
- **But**
 - High-class gentlemen suits
 - Sport
 - Country
 - Ceremonial
 - Innovative street-fashion

BONUS:
An American
tradition "Casual
Friday" failed in
Britain miserably.

Good at uniform

“ECCENTRIC” RULE



How
eccentric!

Outstanding In EXACTLY the same way.

The only eccentric person
in the UK is the Queen.
She dresses like nobody.

Classic!

Timeless!



THE AFFECTED INDIFFERENCE RULE

Related to The **Importance Of Not Being Ernest Rule** (Humour).

Rules of the game is not to be SEEN interested in your clothes.

PRETEND not to care of how do you look.

Especially males.



EXCEPTION



EMBARRASSMENT RULE



- English (as many others) want to **fit in** and look **appropriate**.
- Have no natural taste



MAINSTREAM AND TRIBAL UNIFORMS



COLLECTIVE DISTINCTIVENESS RULE

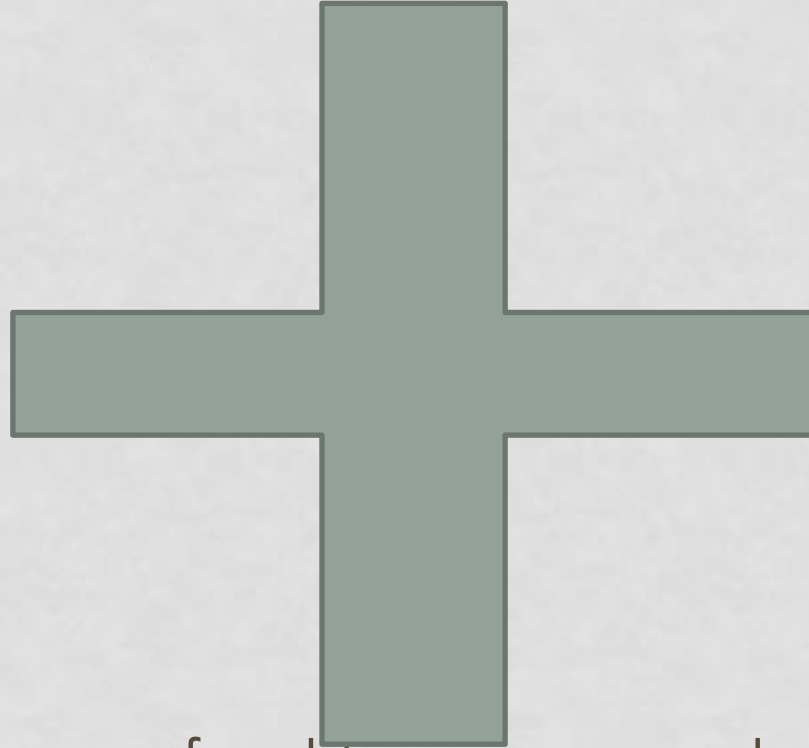
Subculture dress code:

- Code
- Chipher (special language)
- Strict (uniform)
- What and how you wear
- No variety

Embarrassment



HUMOUR RULES



- The importance of not being earnest rule

CLASS RULES: YOUTH AND YOOF

Lower-class Tracey

- Has piercing in her ears
- Ring in her belly-button
- Pierced eyebrow

Middle-class Saskia

- Has piercing in her ears also but
- No ring in her belly-button and no pierced eyebrow
- Because it may seem “common”

Upper-class Zara, Princess Ann’s daughter

- Pierced her tongue
- That was “daring” and “eccentric”.

A SHORT DENIM TOPSHOP JACKET

Tracey

- Tight slightly shiny black lycra/nylon trousers
- Clumpy lack high-heeled platform shoes

Sasika

- A pair of cords
- Boots
- Big soft scarf wrapped several times round her neck

HAIR

Tracey

- Artificial
- Gel, dye, spray



Saskia

- Straight
- Clean
- Floppy
- Playing with hair



CONCLUSION

- _____

- _____

- _____

- _____

- _____