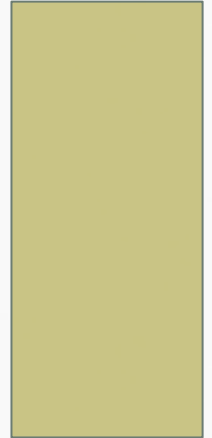




# DRESS CODES

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!

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

Street fashion in Britain is not  
the freedom of individual  
but a tribal uniform.  
Every sub-culture member is  
outstanding In EXACTLY the same way.

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

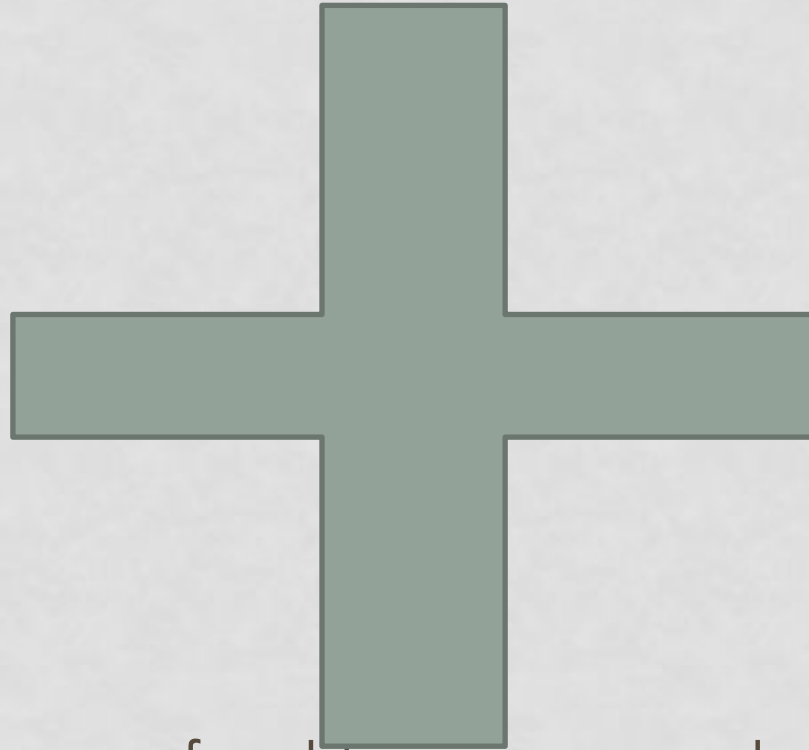
Subculture dress code:

- 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

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_