

1990's

# The Dot Com Era

## • Bare Midriff

- Shirts are cut short leaving skin to be seen.





# 1990's *The Dot Com Era*

## • Rejection of Fashion / Grunge

- Flannel Shirts
- Jeans with Holes
- Loose T-Shirts
- Long Hair





1990's

# The Dot Com Era

- **Silhouette**

- **Rectangle/Tubular**

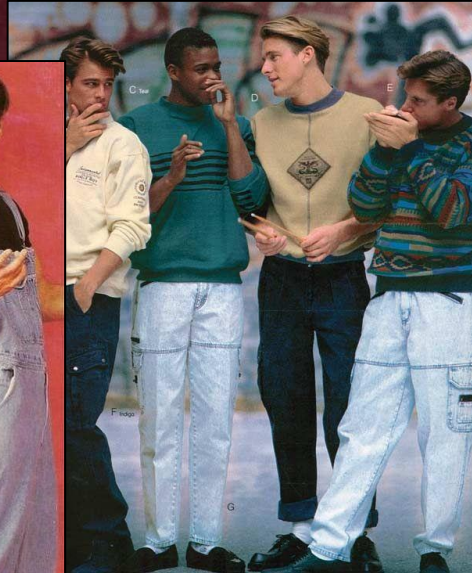
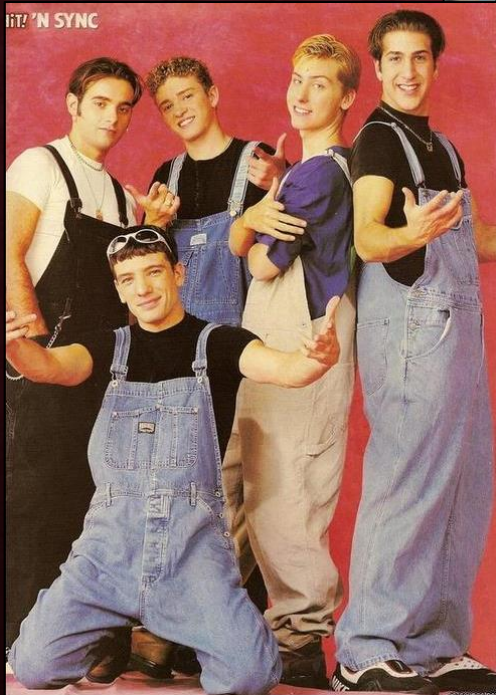




# 1990's The Dot Com Era

## • Men's Fashion

- Baggy Pants/Clothing
- Big Sneakers

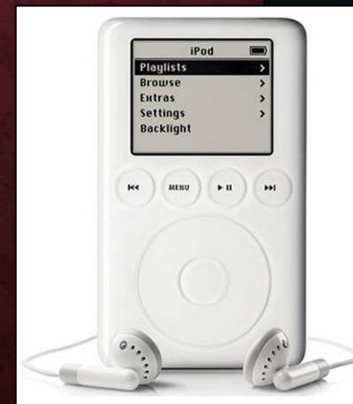




# 2000's *The War on Terror Era*

## • Increase in Tech

- Cell phones become inexpensive and everyone starts to buy in. They become an accessory and even have their own accessories!
- Clothing, bags and purses are created to carry this new technology.
- iPod and Ear Buds are introduced in 2001.

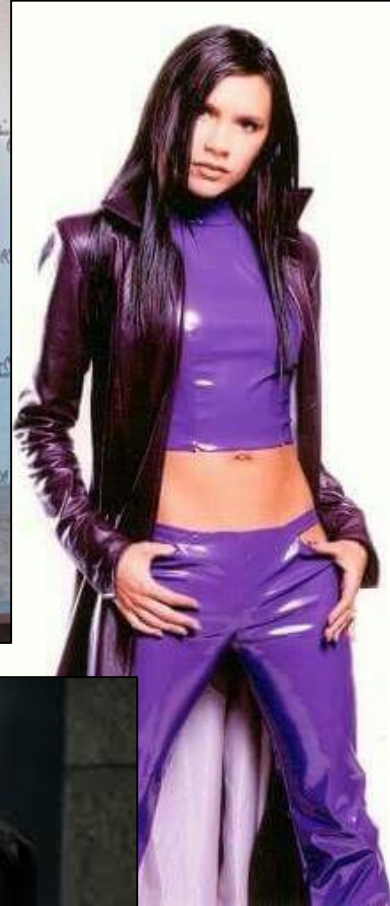




# 2000's *The War on Terror Era*

## • Tech and Fashion

- In the early 2000's (Y2K), there was a futuristic approach to fashion with metallic, shiny blacks, heavy use of gray,.
- Fashion was made as shiny, reflective and "technological" as possible.





# 2000's *The War on Terror Era*

## • **Skinny Jeans**

- **Tight formfitting jeans worn low on the hip, ending at the ankle with very narrow legs.**
- **Worn by both men and women.**
- **Many were made with spandex/denim blend so the wearer could get into them and be comfortable.**





# 2000's *The War on Terror Era*

## • Embellishments

- Lots of "Bling"
- Jewels / Rhinestones
- Accessories

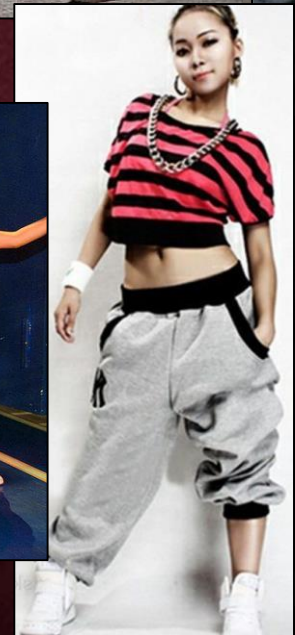
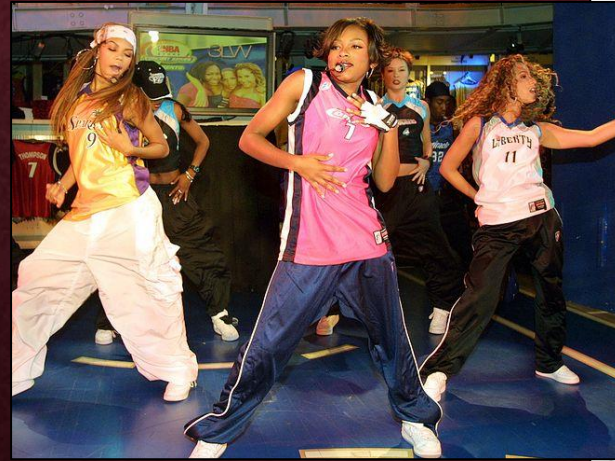




# 2000's *The War on Terror Era*

## • Hip-Hop Style

- Hip-Hop music artists had a significant influence on fashion.
- Many even started their own fashion labels and clothing lines.
- Baggy tops and bottoms, “Bling”, sports/athletic influence, sunglasses.





2010's

# The Social Media Era

## • Leggings / Jeggings

- Tight fitting stretch pants mostly worn by women.
- Traditionally worn for exercise, but are now worn as part of everyday attire.
- They have also been known as leg warmers or tights.
- Jeggings are leggings styled to resemble a pair of denim jeans.





2010's

# The Social Media Era

## • Cutouts

- Geometric shapes or cuts made to a garment for visual appeal and detail.





2010's

# The Social Media Era

## • Hipster Style

- Those who avoid anything considered too “mainstream” in fashion.
- Trends run heavily to “retro” or “vintage” style with a lot of mixing and matching.





What will people  
remember about what  
you are wearing today?