


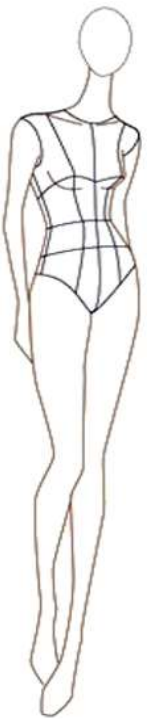
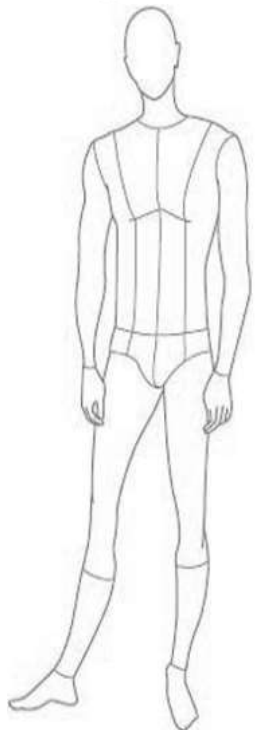


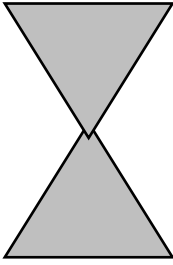

# Unit 3

## Fashion History





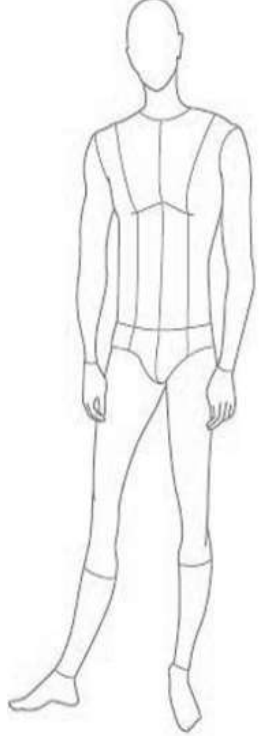


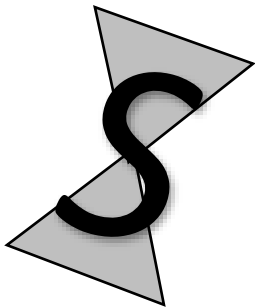



# The Victorian Era

<ul style="list-style-type: none"> <li>● _____</li> <li>▪ Ideal of feminine beauty.</li> <li>▪ Illustrations by artist Charles Dana Gibson.</li> <li>▪ Women would model their clothes, gestures, hair and features after the Gibson Girl.</li> </ul>		<p><b>Quick Sketch a Design From the Era</b> (Choose One)</p>  
<ul style="list-style-type: none"> <li>● _____</li> <li>▪ Device to flatten stomach and shrink the waist.</li> <li>▪ Laced up in the back.</li> <li>▪ Very restrictive and could cause disfigurement.</li> </ul>		
<ul style="list-style-type: none"> <li>● _____</li> <li>▪ Device worn under women's skirts to make the backside look bigger.</li> </ul>		
<ul style="list-style-type: none"> <li>● <b>Silhouette</b></li> <li>▪ _____</li> </ul>		
<ul style="list-style-type: none"> <li>● <b>Men's Fashion</b></li> <li>▪ Matching coat and vest.</li> <li>▪ Contrasting trousers.</li> <li>▪ Winged shirt collars.</li> </ul>		


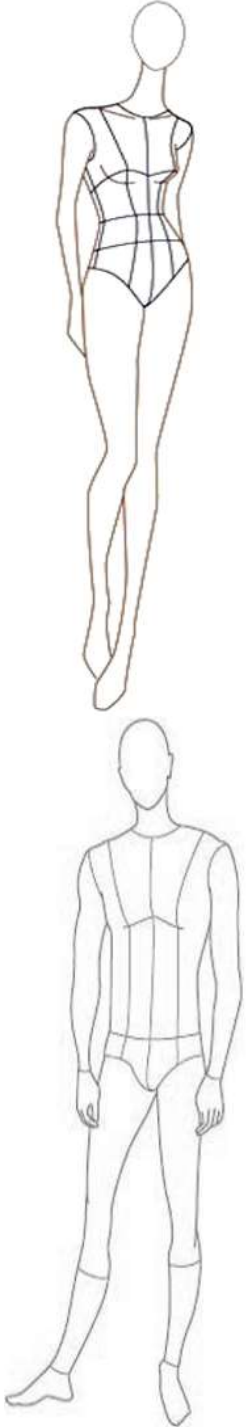


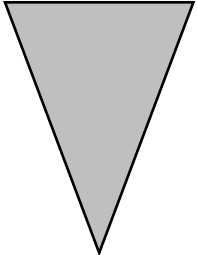



# The Industrial Revolution Era

<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Full length coat worn by both men and women to protect their clothing when riding in open motor cars on dirt roads of the day.</li> </ul> </li> </ul>		<p><b>Quick Sketch a Design From the Era (Choose One)</b></p>  
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>A blouse with buttons down the front that was separate from the skirt.</li> <li>Allowed more freedom of movement.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Sleeves that are very full at the shoulder, taper in and become tighter at the elbow to the wrist.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li><b>Silhouette</b> <ul style="list-style-type: none"> <li></li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li><b>Men's Fashion</b> <ul style="list-style-type: none"> <li>3 Piece "Lounge" Suits</li> <li>Bowler Hats</li> <li>Formal Morning Dress with Top Hats</li> </ul> </li> </ul>		


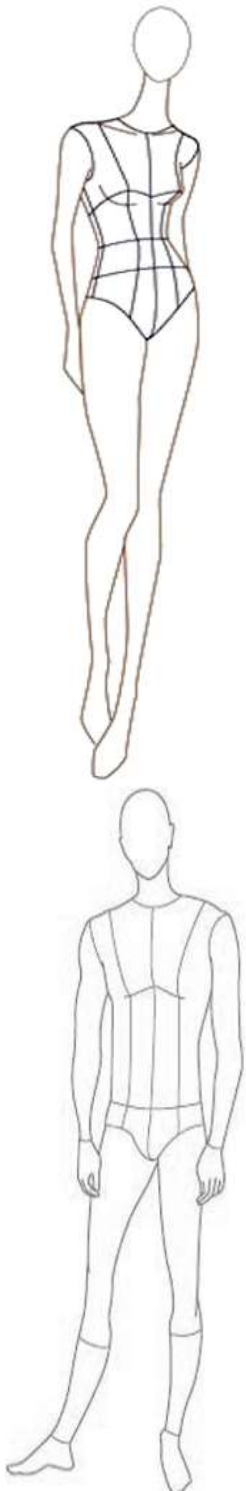








# The W W I Era

<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>The hemline was large enough to allow only small steps.</li> <li>Was not popular for very long as women were becoming more active.</li> </ul> </li> </ul>		<p><b>Quick Sketch a Design From the Era</b> (Choose One)</p> 
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Early swimsuits completely concealed a woman's body with flowing layers and were made from heavy fabrics for modesty.</li> <li>As women became more active suits became tighter and more functional.</li> <li><u>Annette Kellerman</u> shocked the world with her one piece swimsuit.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Cycling was becoming very popular for both men and women.</li> <li><u>Amelia Bloomer</u> designed a practical outfit consisting of a tunic dress worn over loose trousers gathered at the ankle. The trousers came to be known as "Bloomers."</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li><b>Silhouette</b> <ul style="list-style-type: none"> <li></li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li><b><u>Men's Fashion</u></b> <ul style="list-style-type: none"> <li>Military Influence</li> <li>Trench Coats</li> </ul> </li> </ul>		



# The Roaring 20's Era

<ul style="list-style-type: none"> <li>● _____</li> <li>▪ Young women who displayed a new energetic freedom and attitude.</li> <li>▪ Drastic changes to hair, clothing and make-up.</li> <li>▪ A favorite past-time for flappers was dancing.</li> </ul>		<p>Quick Sketch a Design From the Era (Choose One)</p> 
<ul style="list-style-type: none"> <li>● _____</li> <li>▪ Women began to wear “fake” or costume jewelry.</li> <li>▪ Long pearl and beaded necklaces.</li> <li>▪ Drop earrings, bracelets and rings.</li> </ul>		
<ul style="list-style-type: none"> <li>● _____</li> <li>▪ Fitted bell-shaped hat for women.</li> <li>▪ Cloche comes from the French word for “bell”.</li> <li>▪ Shorter hairstyles (The Bob) made them easy to wear.</li> </ul>		
<ul style="list-style-type: none"> <li>● _____</li> <li>▪ Low waistline that fell near the lower hip.</li> <li>▪ Adds the impression of height.</li> <li>▪ Hemline rose 4-6 inches.</li> <li>▪ Loose and non-form fitting shift dresses.</li> </ul>		
<ul style="list-style-type: none"> <li>● _____</li> <li>▪ In 1926, French fashion designer Gabrielle “Coco” Chanel published a sketch of a short, simple black dress in <i>American Vogue</i>.</li> <li>▪ It has become an iconic classic piece that is considered essential in every woman’s wardrobe.</li> </ul>		
<ul style="list-style-type: none"> <li>● <b>Silhouette</b></li> <li>▪ _____</li> </ul>		
<ul style="list-style-type: none"> <li>● <b>Men’s Fashion</b></li> <li>▪ Trousers creased with wider hemlines.</li> <li>▪ Intro of the modern two-piece suit.</li> <li>▪ Wingtip Shoes</li> </ul>		





# The Depression Era

- 

- Became popular for evening wear. Very feminine.
- Cutting Fabric on the bias allowed the fabric to drape easily with more flow.
- Because it required several more yards of fabric, not many could afford these gowns because of the Great Depression.



Quick Sketch a Design  
From the Era  
(Choose One)



- 

- Waistlines in clothing went back to the natural waist.
- Hemlines dropped back to lower calf/ankle length.



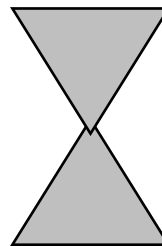
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- Because of The Great Depression, clothes were "recycled" and reused as children made do with hand-me-downs.
- Women used flour or feed sacks as material to sew new clothing.



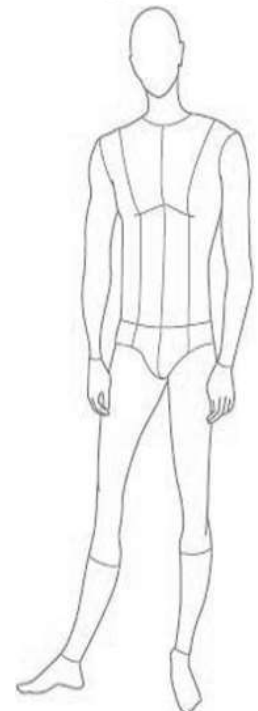
- **Silhouette**

- 





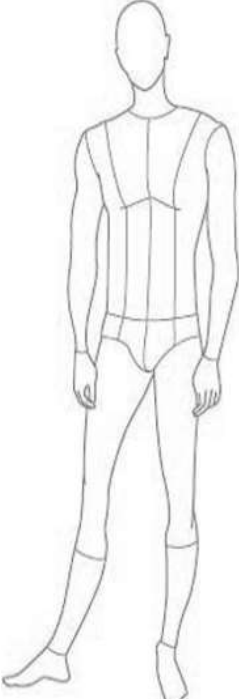


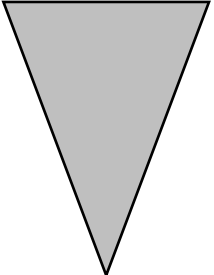

- **Men's Fashion**

- Double Breasted Suit
- Padded Shoulders
- Glen Plaid Fabric





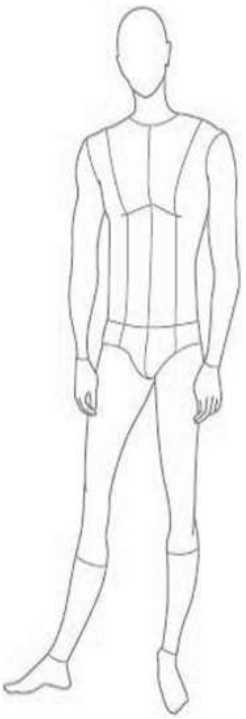




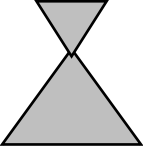



# The W W II Era

<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Women were able to mix-and-match pieces.</li> <li>Popular for day wear, office wear or even evening wear when dressed up.</li> <li>Many women would even wear a suit as their wedding attire.</li> </ul> </li> </ul>		<p>Quick Sketch a Design From the Era (Choose One)</p>  
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>When women began working in factories during WWII, wearing pants for safety became a necessity.</li> <li>Soon, they became acceptable when at home for activities like gardening and yard work.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Before the war, stockings were a necessary part of every woman's wardrobe.</li> <li>Because of the war, silk and nylon became very expensive or were commandeered for the war effort.</li> <li>Women would use make-up to paint their legs and draw lines down the back to simulate stocking seams.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li><b>Silhouette</b> <ul style="list-style-type: none"> <li></li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li><b>Men's Fashion</b> <ul style="list-style-type: none"> <li>Military Influence</li> <li>Bomber Jackets</li> <li>"Victory Suits with No Vest, Cuff or Pocket Flaps. Government put strict limits on materials used for clothing.</li> </ul> </li> </ul>		



# The Rock n' Roll Era

<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Cinched waist and full skirt.</li> <li>Sewn or applique designs on a felt circle skirt.</li> <li>Original designer got the idea for the poodle applique while watching people walk their dogs.</li> </ul> </li> </ul>		<p><b>Quick Sketch a Design From the Era</b> (Choose One)</p>  
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Low-heeled shoe with a plain toe and saddle-shaped panel placed mid-foot.</li> <li>Usually worn with white socks folded at the ankle known as "Bobby Socks".</li> <li>Black and white were most popular.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Hem that usually fell at mid-calf.</li> <li>Name derived from the Italian isle of Capri.</li> <li>More feminine alternative to trousers.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Christian Dior, a French fashion designer, is credited for beginning "The New Look" which revolutionized women's fashion.</li> <li>Signaled major shift in post-war fashion. (Opposite of war time restrictions.)</li> <li>Signature style of full skirts, cinched waists and soft shoulders.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Teens become their own class and had their own money to spend.</li> <li>They started creating their own style and pushing boundaries.</li> <li>Variety of influences: film, TV, magazines, rock music.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li><b>Silhouette</b> <ul style="list-style-type: none"> <li>(Exaggerated Lower Half)</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li><b>Men's Fashion</b> <ul style="list-style-type: none"> <li>Dark Flannel Suits</li> <li>The "Ivy League" Look <ul style="list-style-type: none"> <li>Khaki Slacks</li> <li>Button Down Shirt</li> <li>Sweater</li> </ul> </li> </ul> </li> </ul>		





# The Civil Rights Era

- 

- Skirt with a hemline well above the knees.
- London based defining fashion in the 60's.
- Often worn with colored tights.



Quick Sketch a Design  
From the Era  
(Choose One)



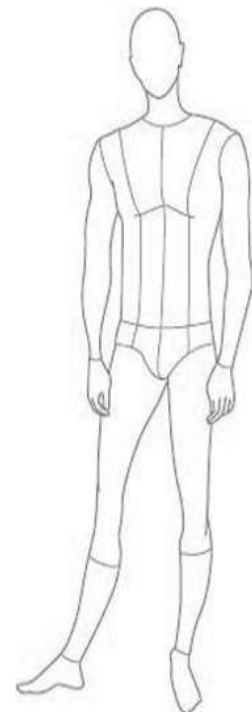
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- Before the late 1960's, women only wore pants while working in the garden or in "female-approved" sports like bowling.
- As the Civil Rights movement continued and women increased in the workplace, designers responded with the "liberating" pantsuit.
- Considered controversial and progressive at the time.



- 

- Small hat with a flat crown, straight sides and no brim.
- It is named after its similarity to the small cases that pills used to be sold in.
- Became Jacqueline Kennedy's signature style and an iconic fashion accessory throughout the 1960's.



- **Silhouette**

- 




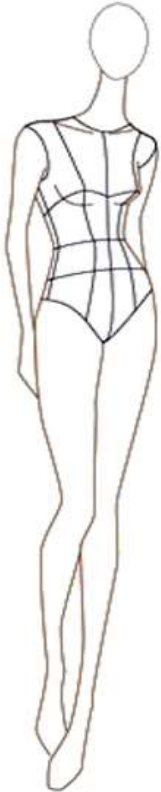
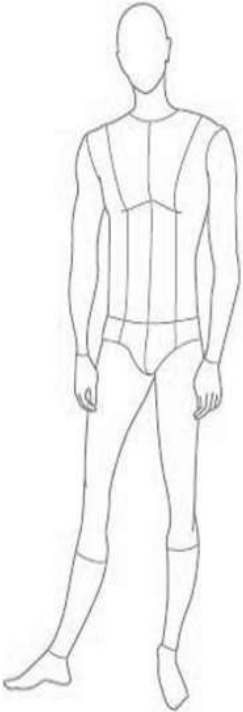


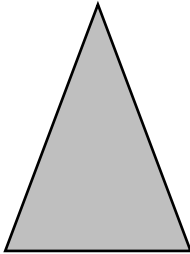

- **Men's Fashion**

- Tailored Suits
- The "Mod" Look
- Turtlenecks
- Colors





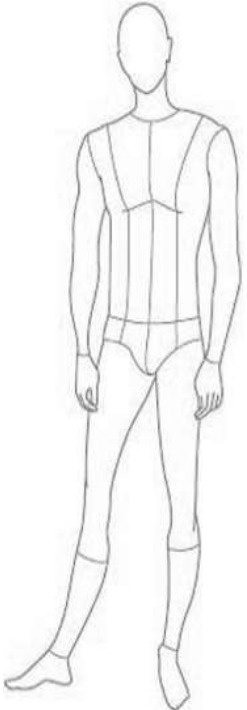



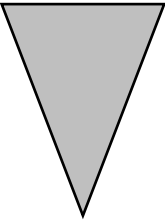



# The Hippy to Disco Era

<ul style="list-style-type: none"> <li>Men and women started dressing similarly.</li> <li>Pushed against traditional gender stereotypes.</li> </ul>		<p><b>Quick Sketch a Design From the Era (Choose One)</b></p>  
<ul style="list-style-type: none"> <li>Bright contrasting colors with bold floral prints.</li> </ul>		
<ul style="list-style-type: none"> <li>Shoes with a VERY thick, high sole.</li> <li>Considered the “party shoe” worn to parties and discos.</li> <li>Worn mostly to attract attention.</li> </ul>		
<p><b>Silhouette</b></p>		
<p><b>Men’s Fashion</b></p> <ul style="list-style-type: none"> <li>Bell Bottoms</li> <li>Bold, Wide Ties and Colors</li> </ul>		



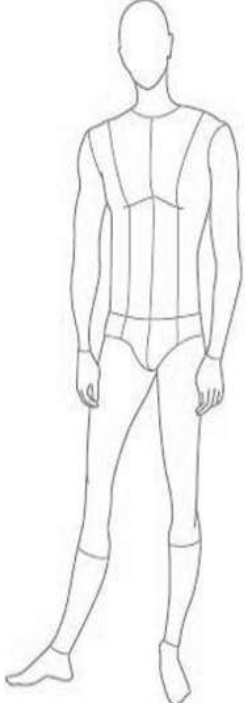

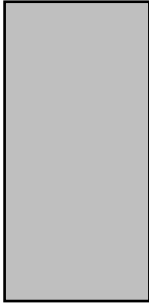



# The Yuppie Era

<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>“Power Dressing” is a fashion style that enables women to establish their authority in a professional and political environment traditionally dominated by men.</li> <li>Shoulder pads made shoulders more broad.</li> </ul> </li> </ul>		<p><b>Quick Sketch a Design From the Era (Choose One)</b></p>  
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Logos and brands became much more visible on clothing.</li> <li>The logo/brand was usually more important than the item itself for both men and women.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Denim jeans were now a staple in both men's and women's everyday wardrobes.</li> <li>Designer name brand jeans became very popular thanks to strong advertising and changes to fit to make them more formfitting.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>A “Fitness Boom” had a tremendous impact on everyday wear.</li> <li>People began incorporating exercise wear into their everyday wardrobe due to its comfortableness.</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li> <b>Silhouette</b> <ul style="list-style-type: none"> <li></li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>Business Suits with Narrow Detailing</li> <li>Suspenders</li> <li>Pastels</li> </ul> </li> </ul>		





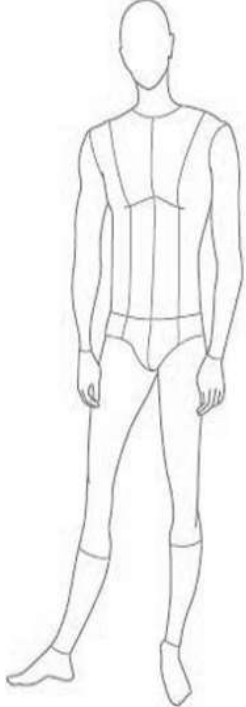




# The Dot Com Era

<ul style="list-style-type: none"> <li>• _____</li> <li>▪ Shirts are cut short leaving skin to be seen.</li> </ul>		<p><b>Quick Sketch a Design</b> From the Era (Choose One)</p>  
<ul style="list-style-type: none"> <li>• _____</li> <li>▪ Flannel Shirts</li> <li>▪ Jeans with Holes</li> <li>▪ Loose T-Shirts</li> <li>▪ Long Hair</li> </ul>		
<ul style="list-style-type: none"> <li>• <b>Silhouette</b></li> <li>▪ _____</li> </ul>		
<ul style="list-style-type: none"> <li>• <b>Men's Fashion</b></li> <li>▪ Baggy Pants / Clothing</li> <li>▪ Big Sneakers</li> </ul>		





# The War on Terror Era

<ul style="list-style-type: none"> <li>Cell phones become inexpensive and everyone starts to buy in. They become an accessory and even have their own accessories!</li> <li>Clothing, bags and purses are created to carry this new technology.</li> <li>iPod and Ear Buds are introduced in 2001.</li> </ul>		<p><b>Quick Sketch a Design From the Era (Choose One)</b></p>  
<ul style="list-style-type: none"> <li>In the early 2000's (Y2K) there was a futuristic approach to fashion with metallic, shiny blacks, heavy use of gray.</li> <li>Fashion was made as shiny, reflective and "technological" as possible.</li> </ul>		
<ul style="list-style-type: none"> <li>Tight formfitting jeans worn low on the hip, ending at the ankle with very narrow legs.</li> <li>Worn by both men and women.</li> <li>Many were made with spandex/denim blend so the wearer could get into them and be comfortable.</li> </ul>		
<ul style="list-style-type: none"> <li>Lots of "Bling"</li> <li>Jewels / Rhinestones</li> <li>Accessories</li> </ul>		
<ul style="list-style-type: none"> <li>Hip-Hop music artists had a significant influence on fashion.</li> <li>Many even started their own fashion labels and clothing lines.</li> <li>Baggy tops and bottoms, "Bling", sports/athletic influence, sunglasses.</li> </ul>		



# The Social Media Era



- 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.



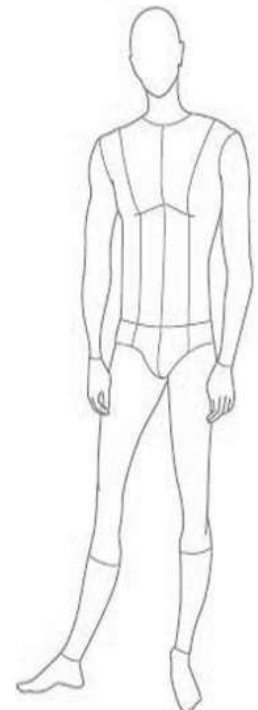
**Quick Sketch a Design**  
**From the Era**  
(Choose One)



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



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



## Fashion Capitals

Fashion Capital	<u>Known for Fashion That Is:</u>	<u>Designers From Capital:</u>
	<ul style="list-style-type: none"> <li>• Chic</li> <li>• <b><u>Stylish</u></b></li> <li>• Sophisticated</li> <li>• <b><u>Tailored</u></b> Cut Clothing</li> <li>• Smart Accessories</li> </ul>	<ul style="list-style-type: none"> <li>• <b><u>Coco Chanel</u></b></li> <li>• <b><u>Christian Dior</u></b></li> <li>• Hermes</li> <li>• Louis Vuitton</li> <li>• Yves Saint-Laurent</li> </ul>
	<ul style="list-style-type: none"> <li>• Casual <b><u>Elegance</u></b></li> <li>• Luxurious Fabrics Like <b><u>Merino Wool</u></b></li> </ul>	<ul style="list-style-type: none"> <li>• Armani</li> <li>• Versace</li> <li>• Prada</li> <li>• Valentino</li> </ul>
	<ul style="list-style-type: none"> <li>• Asian Influence</li> <li>• <b><u>Loose</u></b> and Unstructured</li> <li>• Somber and Subtle</li> <li>• Richly <b><u>Textured</u></b></li> <li>• Pattern Added Through Complicated Cutting/ Sewing and Applique</li> <li>• Young Japanese Harajuku Look Inspired by <b><u>Anime</u></b></li> </ul>	<ul style="list-style-type: none"> <li>• Issey Miyoke</li> <li>• Rei Kawakubo</li> <li>• Yohji Yamamoto</li> <li>• Hanae Mori</li> </ul>
	<p><b><u>#1</u></b></p> <ul style="list-style-type: none"> <li>• <b><u>Conservative</u></b> Cuts</li> <li>• <b><u>Traditional</u></b> Styles</li> <li>• Favored by the Upper Class</li> <li>• Stores Based in the Mayfield Area / Savile Row</li> </ul> <p><b><u>#2</u></b></p> <ul style="list-style-type: none"> <li>• “Rebel” <b><u>Street Look</u></b></li> <li>• Youth Embrace Individualistic Style</li> <li>• Impact on Modern Fashion</li> <li>• Home of the “<b><u>Punk</u></b>” Movement</li> </ul>	<ul style="list-style-type: none"> <li>• Armani</li> <li>• Versace</li> <li>• Prada</li> <li>• Valentino</li> </ul>
	<ul style="list-style-type: none"> <li>• <b><u>Clean</u></b> Cut</li> <li>• <b><u>Casual</u></b> Style</li> <li>• Use of Separates</li> <li>• Sportswear</li> <li>• Natural Fibers</li> </ul>	<ul style="list-style-type: none"> <li>• Calvin Klein</li> <li>• Ralph Lauren</li> <li>• Donna Karan</li> </ul>

# **Fashion Designers Report**

Create a Google Presentation of a Fashion Designer using the following criteria:

## **SLIDESHOW BACKGROUND MUST BE WHITE!**

**\*Information must be in your own words. Do not copy and paste from other sources.**

### **Slide 1: Cover Slide (5 Points)**

- Your Name
- Class Period
- Name of Chosen Fashion Designer
- 1 Picture of Fashion Designer
- Correct spelling, punctuation, capitalization and grammar.

### **Slide 2: Intro (5 Points)**

- What is the designer's name?
- What is the designer's birthday?
- Is the designer still alive? If not, what is their death date?
- Include at least 3 pictures.
- Correct spelling, punctuation, capitalization and grammar.

### **Slide 3: Personal Background (5 Points)**

- Where is the designer from?
- What information do you know about the designer's childhood?
- What do you know about the designer's family life? Married, single, children, etc.
- If still alive, where does the designer live now?
- Include at least 3 pictures.
- Correct spelling, punctuation, capitalization and grammar.

### **Slide 4: Fashion Background (5 Points)**

- How/when did the designer get started in the fashion business?
- What kind of clothes does the designer make?
- For what style is the designer most well-known?
- Include at least 3 pictures.
- Correct spelling, punctuation, capitalization and grammar.

### **Slide 5: Other Interesting Info (5 Points)**

- What else do you know about the designer?
- Interesting quotes?
- Fashion awards? Professional achievements?
- Include at least 3 pictures.
- Correct spelling, punctuation, capitalization and grammar.

### **Slide 6: Fashion (5 Points)**

- At least 5 pictures of the designers fashion not already used in previous slides.
- Pictures can be of apparel, accessories, perfume/cologne, etc.

**When you are finished, be sure to upload your presentation to Canvas!**