

Fashion



Defined as a particular style that is popular at a given time. It is constantly changing.

Woman's Fall Fashion



Men's Fall Fashion



Style

- A characteristic or form of dress that exists independent of fashion
- Each person develops their own over time
- What is your style?



Design

- refers to the shape of a particular item of clothing that makes it easy to recognize.

Examples:

Sleeves – short vs. long

Pants- skinny vs. loose

Skirts- knee length vs. mini skirt

Classical

- A traditional style that stays in fashion for a very long time.

- Examples:

Jeans

Cardigan

T-Shirt

Blazer

Crisp White Shirt



Fad (trend)

- A fad is a fashion that is very popular for only short period of time.

Fads help teens express two important needs:

- Feeling of belonging to a group
- Express own individuality

1950's Fads

Poodle Skirt



Greaser Look



1960's Fad

Pill Box Hat

Short Hemlines

Beards



1970's Fads

Big Bells

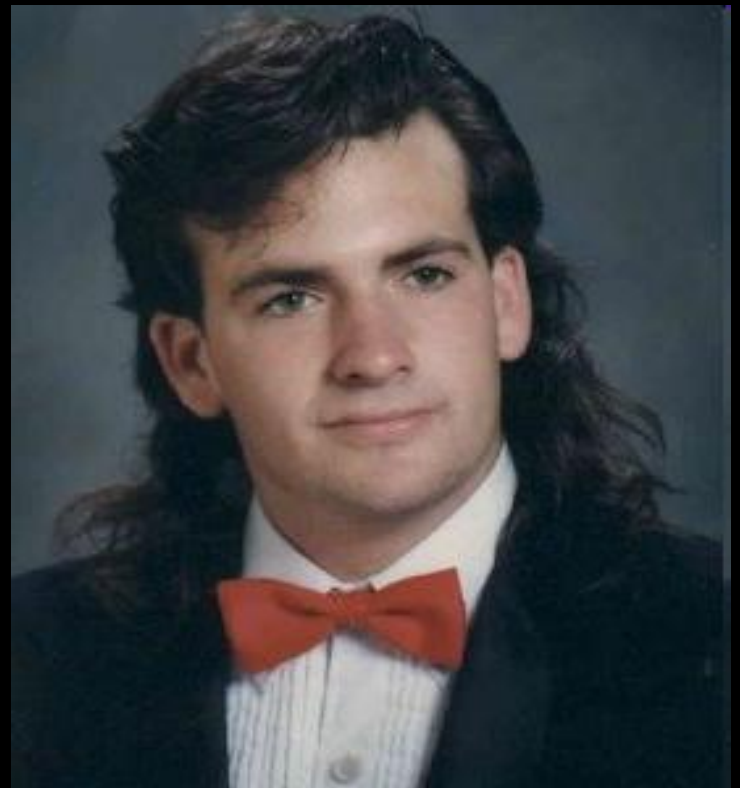


1980's Fads

Big Hair



Mullet



1990's Fad

Grunge



Recent Fads



What do you feel are the current fads?

Avant-Garde

- A French expression that in the clothing industry means being ahead of fashion.
- It is daring and unconventional
- Does NOT appeal to most people
- Considered more like pieces of art



Avant-Garde



Avant-Garde



Avant-Garde



Haute-Couture

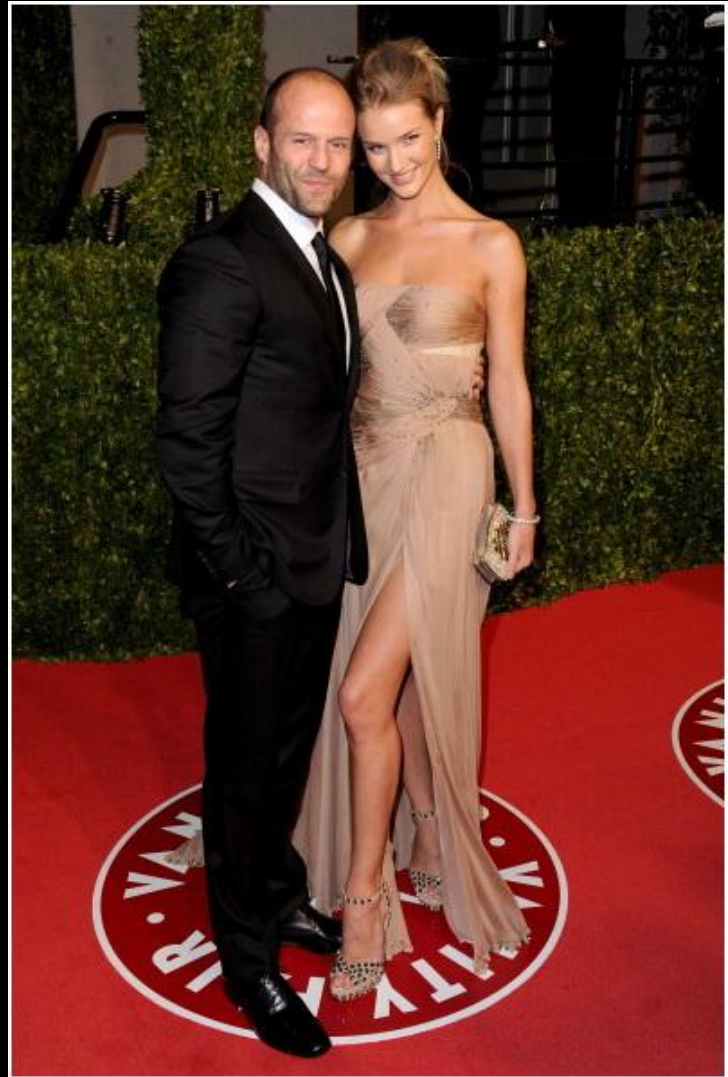
- French for “high sewing” or “high dressmaking.”
- Made to order for a specific customer
- Made from high-quality, expensive fabric and sewn with extreme attention to detail
- Range in price from \$2,000-\$40,000.



Haute Couture



Haute Couture



Haute Couture





Prêt-A-Porte

- French term for “ready to wear” or “off the rack.”
- Casual factory made clothing
- Made to a standard size that fits most people
- Many designers have two lines to meet the needs of most consumers.

Ready to Wear

Bought at stores and sized to wear immediately.



A fashion year

- Two main seasons

- Spring / Summer

- Autumn / Winter

- Both seasons require “new looks” with different fabrics.

- <http://www.youtube.com/watch?v=Jb9woNy2ZZM>

- <http://www.youtube.com/watch?v=Z2ffa1fDdW0>

The Collection

- Theme

A designer selects a theme that represents their collection. It can be a period in history, a foreign place, range of colors or a type of fabric.

Chanel Couture Slideshow

<http://nymag.com/fashion/fashionshows/>

The Designer

- Must decide what types of garments should be included in the collection.
- Usually have a 3 month period to design
- Press and buyers get their first look at collection at the runway show.



Karl Lagerfeld designs for the house of Chanel.

The Plan

Designer work a year in advance

- In the spring the studio works for the following spring/summer season.

Research

- Each collection is researched so that all the items in it are cohesive, will be in style, and reflect the designers reputation.

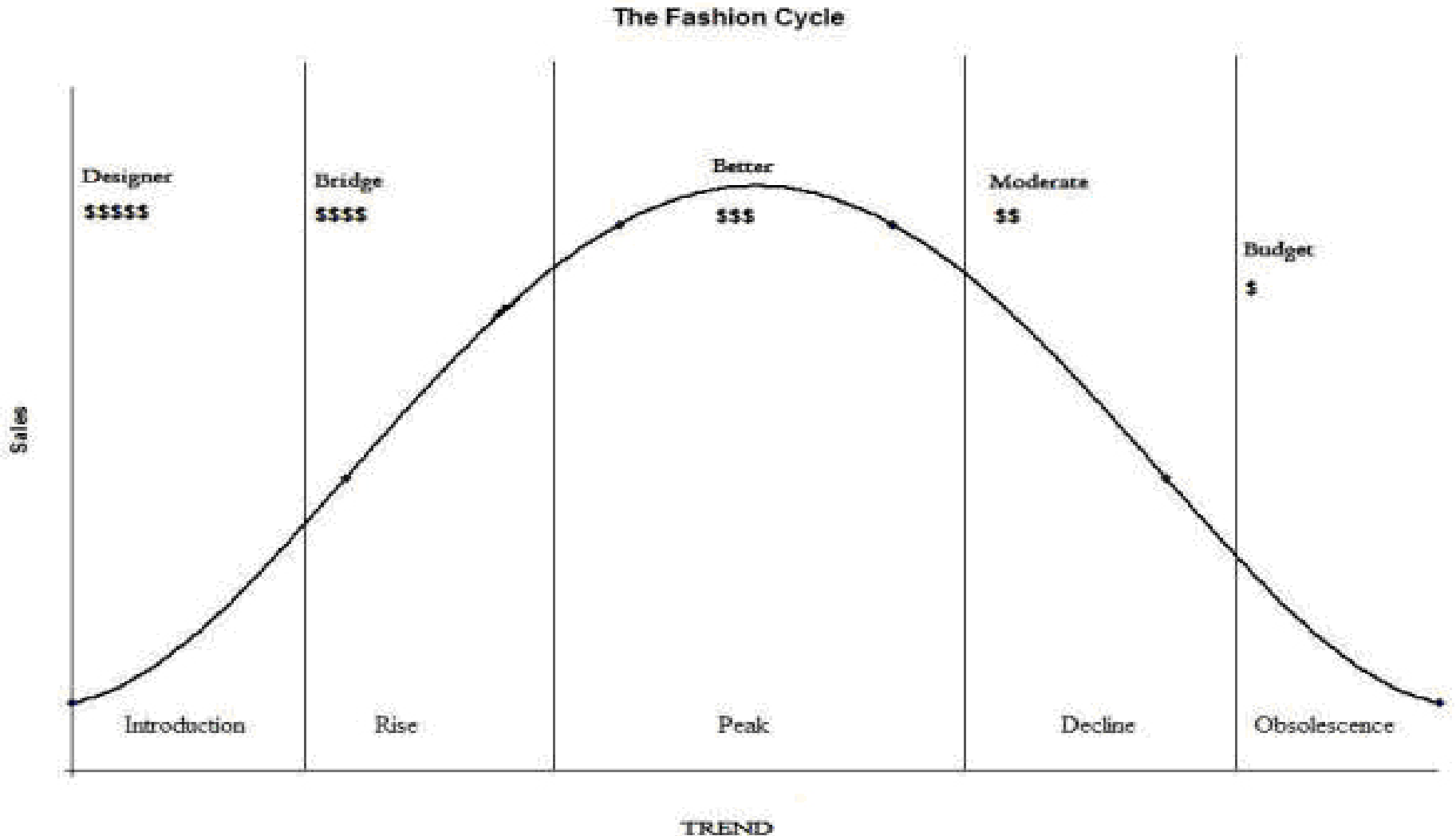
Predicting Trends

- A designer's most difficult task is forecasting what will be in style for the coming years.
- To do this:
 - They know the past trends and look at repeats.
 - They also purchase HIGH priced trend magazines.
 - They observe what succeeded with consumers in the past.

The Design

- Designers work differently to put the design together.
- Steps
 - Sketch, drape fabric on a dress stand, use patterns from previous seasons.
 - Create a paper pattern
 - Make muslin sample to try on mannequin or live model.
 - Make an accurate pattern
 - A sample is then produced in various colors
 - Fashion show reveal

Fashion Cycle



Fashion Cycle

- Intro (beginning of the curve)
- Rise (style gains momentum, Movie Stars)
- Culmination (highest amount of acceptance)
- Decline (interest begins downward move)
- Obsolescence (end of the fashion)

What are the careers involved in creating a collection

- Designer (the big time)
- Textile designer (creates or buys fabrics)
- Pattern cutter
- Fashion photographer
- Fashion Journalist (Anna Wintour)
- Public relations consultant
- Fashion Buyer (usually work for stores)
- Stylist (Rachel Zoe)
- Fashion Model
- Visual Merchandiser

Where is the easiest place to
find work in fashion?

Design Capitals

- 5 major cities are considered by most experts to be the centers of the fashion world.
- Which five cities do you think host the fashion world?

Paris, France



Paris, France

- Chic and stylish
- Home of famous couture houses Chanel and Dior
- Home of Yves Saint Laurent who is the pioneer for Ready-to-Wear.
- Jean Paul Gaultier designs unusually witty clothes that stand apart from other designers. Has done famous things for Madonna, Lady Gaga, etc.

Christian Dior



<http://www.biography.com/people/christian-dior-9275315/videos/christian-dior-mini-bio-17746765>

Chanel (Coco Chanel)



<http://www.biography.com/people/coco-chanel-9244165/videos/coco-chanel-mini-bio-17753871>

Yves Saint Laurent



Jean Paul Gaultier



<http://www.biography.com/people/jean-paul-gaultier-9307775/videos/jean-paul-gaultier-mini-bio-2157023316>

Milan, Italy



Milan, Italy

- Italian fashions have a reputation for casual elegance and luxurious fabrics.
- Italian designers show their collections at an exhibition center called the Fiera di Milano or Milan Fair.



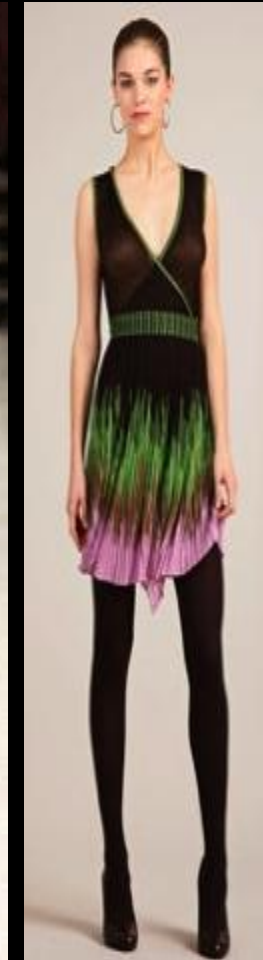
Gucci



Giorgio Armani



Missoni



London, England



London, England

- Know for unorthodox clothes, with a young market and popular appeal.
- “Street Style” is youthful and eccentric.
- Vivienne Westwood, John Galliano, Alexander McQueen and Richmond Cornejo all market this look.

Vivienne Westwood



Alexander McQueen



<http://www.biography.com/people/alexander-mcqueen-541384/videos/alexander-mcqueen-mini-bio-17740429>

\$130,000



\$400,000



John Galliano



<http://www.biography.com/people/john-galliano-20656947>

Richmond Cornejo



New York, New York



New York, New York

- American fashion design is dominated by a clean-cut style reflecting the sporty, health-conscious life styles of many Americans.



Ralph Lauren



Calvin Klein (controversial)



Donna Karan



Marc Jacobs



<http://www.biography.com/people/marc-jacobs-594096/videos/marc-jacobs-mini-bio-2157029259>

Tokyo, Japan



Tokyo, Japan

- The look is loose and unstructured.
- Many of the famous names in Japanese fashion now work in Europe and the USA, but Tokyo collections are still an international fashion event.



Hiroko Koshino



Issey Miyake

(master of draping & cutting)



Fashion Week

- A **fashion week** is a fashion industry event, lasting approximately one week, which allows fashion designers, brands or "houses" to display their latest collections in runway shows and buyers to take a look at the latest trends. Most importantly, it lets the industry know what's "in" and what's "out" for the season. The most prominent fashion weeks are held in the four fashion capitals of the world -