



Fashion History

B.C. to Present Times

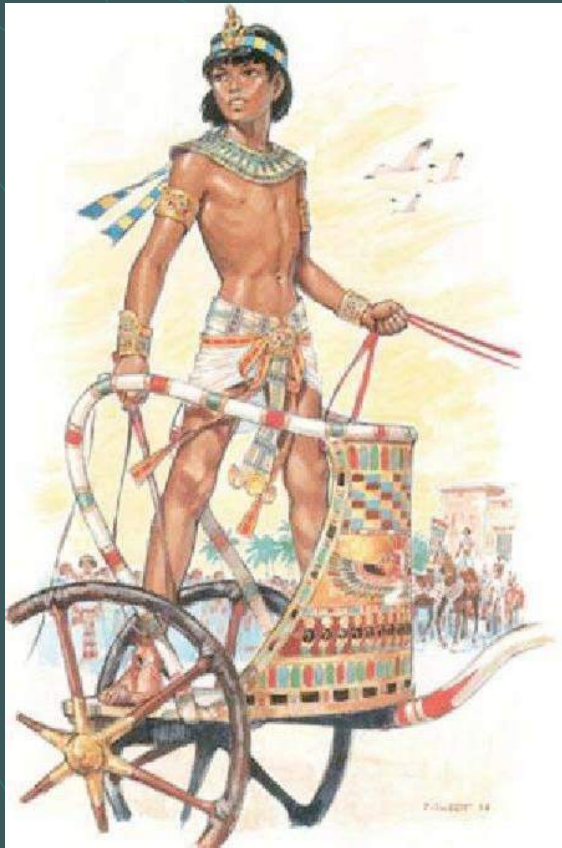
B.C.



- Fashions of this period come from several groups in existence at this time: Egyptians, Cretes, Greeks, Romans, and Byzantine.
- Most is known about Egyptian fashion due to their burial procedures. Linen was used exclusively as a textile with the Egyptians because it was all were able to grow in their area.

Egyptian Fashions

- The Shenti was the loincloth worn by Egyptian men.

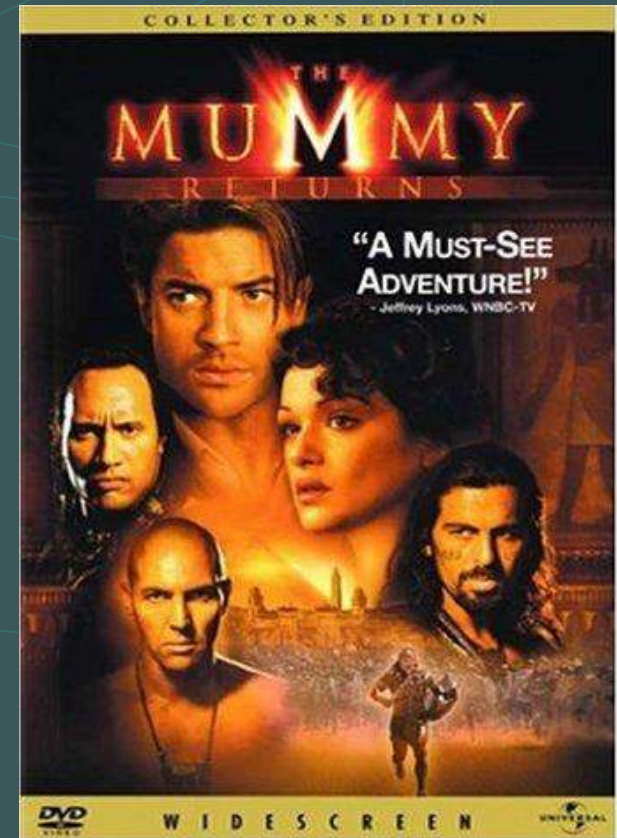
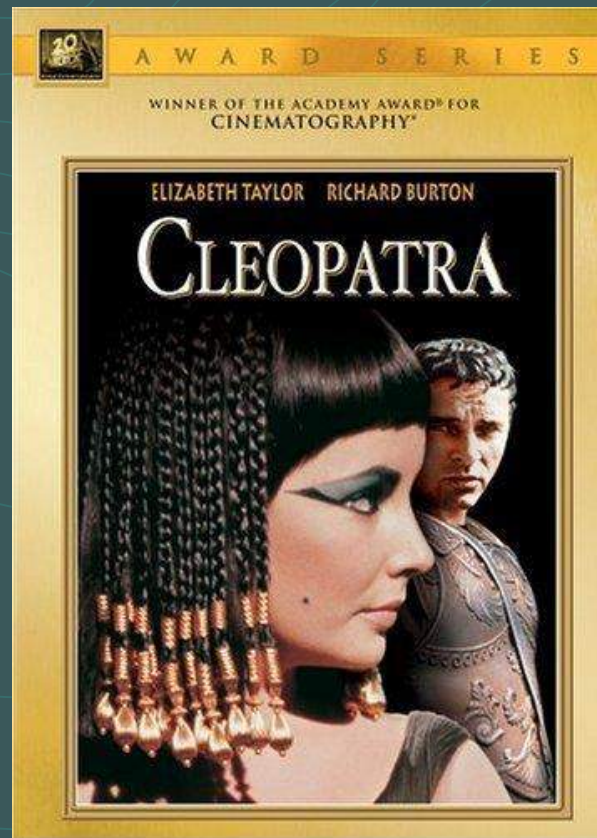


- The Kalasisiris was a linen gown worn by Egyptian women.



Movies representing the B.C. Time Period

- Cleopatra*
- The Mummy



Anglo-Saxon Fashion AD 500-1000

- Clothing measures status and economic prestige.
- Hard to keep track of the status of what is “in” and “out.”



A.D. Movies 500-1050

- The Knights of the Round Table
- Sword of Lancelot
- First Knight
- Camelot
- Monty Python and the Holy Grail (932 AD)

1200-1300's, 13th & 14th Century

- The Bliaud was a dress worn by woman or men in this time period.




1200-1300's

● The Hennin, was worn in the 14th and 15th century, was a cone-like hat resembling the spires of the cathedral spire.

● The Tunic was often one of the stylistic features of the classic businessman.





Movies Representing the 13th and 14th Centuries

- Robin Hood (1100)
- Braveheart (late 1200's)

1400-1500's the 15th & 16th Century

- Fashion in this era was greatly influenced by the high class society and the European Kings and Queens.
- The Surcoat was a popular fashion accessory for the men of this era.
- Peasants had a lot of different clothing styles because each particular style identified the woman with her hometown.



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1400-1500's

- Women of this time used Pregnancy Pillows when the maternal look was fashionable.
- Men of this time wore a Codpiece, a decorative triangular piece of fabric attached at the groin.



1500-1535

1535-1570

1570-1600

1400's-1500's

- The Farthingale was a stiff metal cone-shaped article worn under skirts, while the Ruff was a large stiff collar worn at this time.



Ruff



Farthingale

Movies Representing the 15th & 16th Centuries

- Shakespeare in Love
- Taming of the Shrew*
- Ever After*
- The Three Musketeers
- The Hunchback of Notre Dame
- Joan of Arc: A Portrait of a Legend (1428 France)
- The Princess Bride
- Snow White (Disney)
- Sleeping Beauty (Disney)
- Willow
- The Sword and the Rose (Disney; about Princess Margaret, sister to

1600's

- The French Courtiers influence for this time was a fashion which said “I don't have to work for a living.”
- The Puritan costumes were very simple. When religious values are ascendant, dress becomes austere.



1600-1635

1635-1665

1600's Fashions

- In Denmark the Short Jacket and Breeches were the style of the day.



Movies representing the 17th Century

- Much Ado About Nothing*
- Romeo and Juliet*
- Hamlet*

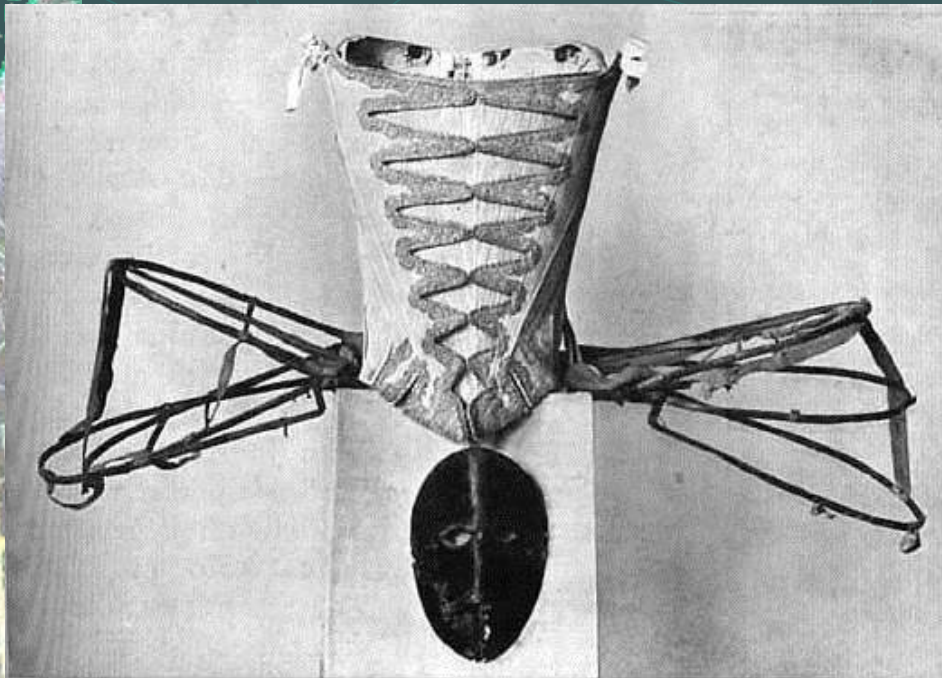
1700's

- The 1700's started with the drastic extension of both the hips and the hair for women. Women were beginning to make contributions to society by becoming writers, business women, artists and doctors. The drastic visual display of their dress was a spectacle which far outweighed the proportions of a man.

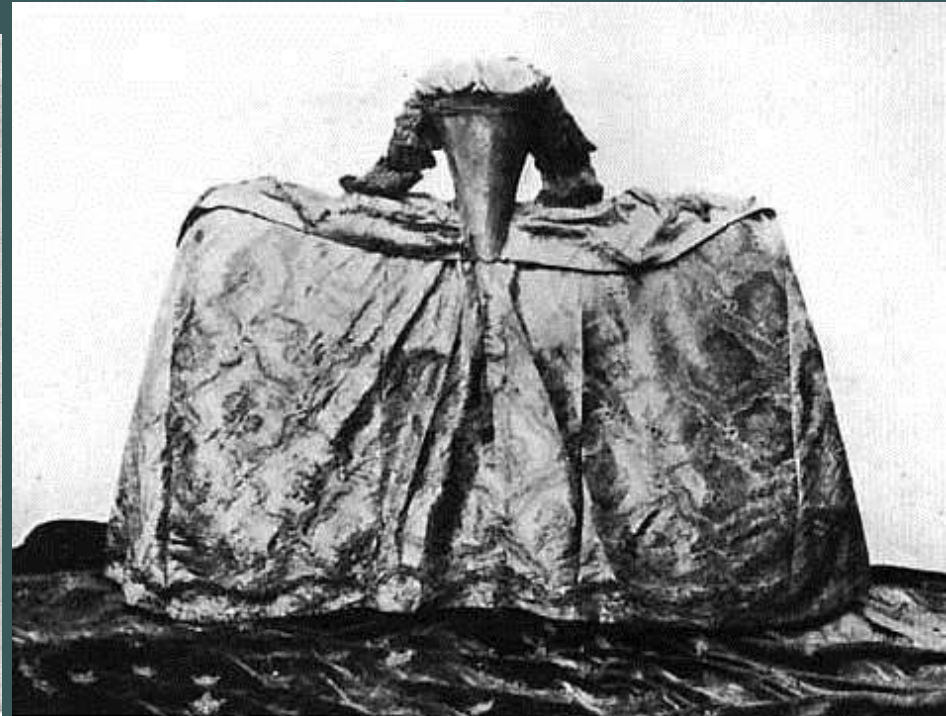


1700's

- This shows the hoop and mask used under a ladies dress to extend the hips drastically.



413. Reifrockgestell, Mieder und Maske. Mitte des 18. Jahrh.



437. Hochzeitskleid der Königin Sofia Magdalena. 1766

1770's

- Hair was piled high on the head in the Pompadour style and atop the mountain of hair (which usually included pieces of someone else's hair called a Rat) sat large hats topped with feathers, bows and ribbons.



1700's

- The Justaucorps for men was the forerunner of today's suitcoat. The Spencer was a short jacket without tails.



1700's

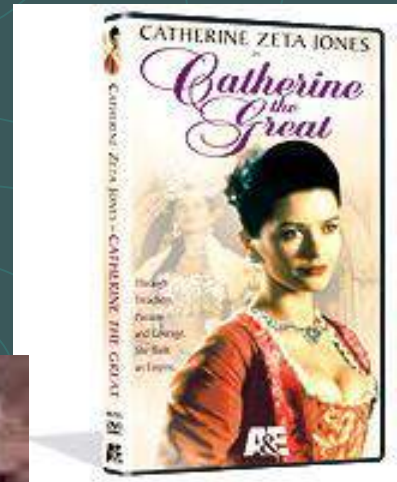
- Near the end of the 1700's women began to wear dresses that followed the simple lines of the Greek silhouette. The hair softened at this time as well. Women left behind the corset for a brief time.



1790, Napoleon's sisters

Movies representing the 18th Century

- Amadeus (1750)* (Mozart 1756 – 1791)
- Emma (1816)*
- Catherine the Great
- The Aristocrats



1800's

- Fashion at this time went through some very distinct changes. The 19th century starts with the Greek influence, then woman gradually add to the dress until the Greek is not noticeable. The corset returns!
- The high society had rich fashions, while the common people dressed simply. It was an era of romance and manners



1800's

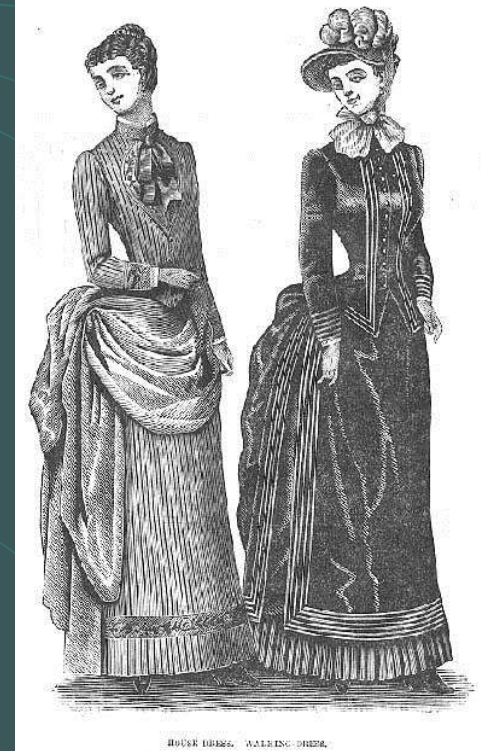
- The well-dressed man of the nineteenth century England was called a Dandy.
- The well-dressed woman wore a large bell-shaped skirt supported by crinoline. The Worth creation brought the fullness of women's skirts around to the back.



1820

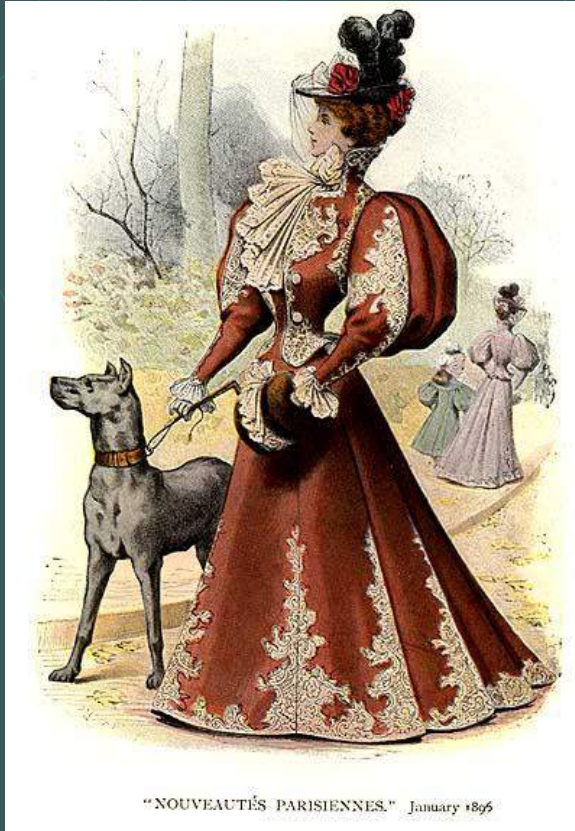


1850



1880

1890's Exaggerated Hourglass



"NOUVEAUTÉS PARISIENNES." January 1895

1895, Paris



"LA MODE ARTISTIQUE." February 1895

1895



Moments that effected Time:

- Civil War 1861 - 1865

1890's Gibson Girl

Artist's sketches of young women by Charles Dana Gibson, known as the Gibson Girls, were published in newspapers and set the standard for the all-American girl.



1890's

- The exaggerated Hourglass was the silhouette style of this decade. Shoulders were wide, waists were cinched in unmercifully by corsets and the hip was incredibly increased by the bustle.

W. B.
America's Leading
CORSET.



The
Best
Dollar
Corset
Made

No. 654. No. 937.

A Perfect Style for Every Figure.

W. B. Style 654. The New French Model Medium Length Corset, will fit more figures than any other corset made. Modelled on the lines of the New Ideal Figure, defining the waist lines with a smart, stylish effect; a most serviceable and perfect-fitting corset.

ALL W. B. CORSETS have protective pockets, covering bones and steels, preventing their pushing through the material.

W. B. Style 937. For Medium Waist full-gored, bias-cut corset sold in this country for \$1.00; unequalled at the price for its elegant and perfect-fitting qualities.

If your dealer cannot supply you, send us his name and one dollar, stating the size and color desired, and the corsets will be sent to you prepaid.

WEINGARTEN BROS., Department C, 377 Broadway, New York City. 1900

Movies Representing the 19th Century

- Gone With the Wind * (1860 – 1870)
- Little Women * (1861 – 1870)
- Far and Away* (1892)

1900's - S-Curve

- The silhouette softened into the S-shaped curve with softer shoulders, less restrictive corsets, and the bustle, never returned.
- The three-piece suit for gentlemen was introduced. The suit was relatively non constricting with a sack coat, simple vest, and pleated trousers.
- In 1906 the permanent wave was developed.



1900's



1903

1900's, Bloomers & Bicycles

- Life began to move at a faster pace with many new inventions, such as the telephone, electric light, and the automobile, that gave people more luxury and freedom. The new two-wheeled cycle, was the craze of the country. Amelia Bloomer designed a practical outfit for the avid cyclist consisting of a tunic dress worn over loose trousers gathered at the ankle. Later this was revised into a split skirt with gathers under the knee, called Bloomers.



1896

Bicycle Dress



1900's - The Bathing Suit

- The one piece bathing suit was introduced by Annette Kellerman which shocked the world.





Movies that represent 1900-1910

- Meet me in St. Louis
- Anne of Green Gables

1910's

- Men and women wore Dustcoats to protect their clothing when driving or riding in cars.





Events that effected the time:

- World War I 1914 - 1918

World War I & Fashion

- World War I saw fashion come to a standstill with patriotism at an all-time high.
- During and at the end of WWI. The barrel silhouette or tonneau look comes in. It is a baggy dress/jacket combination that made women look large and droopy in the chest.



Women's Movement

- The women's movement demanded the right to vote, wear make-up, cut their hair short for the first time in a Bobbed style, and wear skirts above the ankle.



1910's - The Hobble Skirt

- French designer Paul Poiret broke the new rule of freedom by designing the Hobble Skirt. The hemline was so narrow that women could only take very tiny steps. The Pope spoke out in defense of the women, so Poiret split the skirt to the knee, bringing a response of outrage from the public.



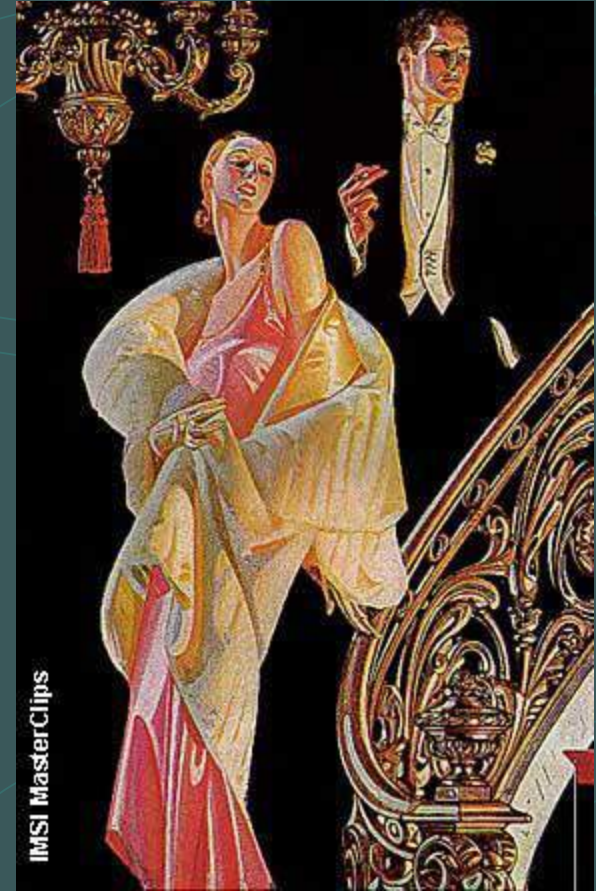
*Robe de taffetas gris à col et manchettes de linon
et gilet de satin à boutons d'écaille.*

Movies that represent 1910's

- Anne of Avonlea*
- Titanic*
- Somewhere In Time

1920's - Tubular

- Life began to move ahead and fast. The fashion silhouette at this time was straight up and down or Tubular.
- The brassiere was introduced, but it was used to flatten the figure, not uplift or enhance it.
- Safe make-up, costume jewelry, and suntans were in great demand.



Flapper vs. Thinking Woman

The Flapper wore a headband around her forehead, usually with a feather in front. Her face was powdered, her skirt was the shortest in history, and her knees were rouged. Silk stockings were the rage; they were rolled down just above the knee.



The “Thinking Woman” was college educated and considered herself to be the opposite of the flapper. Her dress was emancipated but not extreme.



Influence of England

- The Prince was the ultimate trend setter of the 1920's
- He often wore Oxford bags, extremely wide trousers, often reaching 25 inches at the knee and cuffed at the bottom.



● Edward 8th Prince of Wales the major social mediator of fashion. Shown here in a suit and overcoat, ascot at the neck.



● Cardigan sweater, plus-fours/oxford bags, argyle socks, wingtip shoes, club stripe tie.

1920's - Designers

- Paul Poiret vowed, "I will strive for omission, not addition." This he did with dresses which hung from the shoulders to the waist, with soft, silky, flowing, sheer fabrics.
- Coco Chanel made a hit in fashion using black and navy in simple frill-free designs. She said, "Each frill discarded makes one look younger."

SALE
Summer 1928 Apparel

Don't Send a Penny

Beautiful New Summer Hat
 One of the most attractive and stylish hats to be placed in this year's repertoire of accessories is the **Beautiful New Summer Hat**. It is made of a soft, flowing fabric, with a wide brim and a decorative band. It is available in a variety of colors, including **Gray, Tan or Red**.
 4K5446 \$1.95

Girl's Silk Pongee Dress
 One of the most attractive and stylish dresses to be placed in this year's repertoire of accessories is the **Girl's Silk Pongee Dress**. It is made of a soft, flowing fabric, with a wide brim and a decorative band. It is available in a variety of colors, including **Gray, Tan or Red**.
 4K7802 \$1.39

Floral Dainty Dress
 One of the most attractive and stylish dresses to be placed in this year's repertoire of accessories is the **Floral Dainty Dress**. It is made of a soft, flowing fabric, with a wide brim and a decorative band. It is available in a variety of colors, including **Gray, Tan or Red**.
 4K7901 \$1.49

All Silk Georgette
 One of the most attractive and stylish dresses to be placed in this year's repertoire of accessories is the **All Silk Georgette**. It is made of a soft, flowing fabric, with a wide brim and a decorative band. It is available in a variety of colors, including **Gray, Tan or Red**.
 4K7777 \$6.98

Bernard-Hewitt & Co.
 812-822 W. JACKSON BLVD., CHICAGO

Events that effected the Time:

- Good times ended with the crash of the stock market, which led to the Great Depression.
- Crash in 1929.

Movies that represent 1920's

- The Great Gatsby*
- Singing in the Rain*
- Thoroughly Modern Millie

1930's - Depression Era

- The Depression brought about the classic styles in suits and dresses, clothing that would last a long time and stay in style. The shirtwaist dress was one such classic.
- Hand-me-downs became fashionable not only for thrifty families, but for everyone.
- Separate skirts and blouses were a highlight, with a white blouse being a must in any wardrobe.
- Flap sacks held the powder compact for women's makeup.
- Depression babies had layettes sewn from sugar sacks while school children often wore underwear embellished with the trademarks of Pillsbury flour. combination, were the fashion in millinery wear.



1930's Hemlines

- Hemlines in the 1930's went down and down again. By the end of the 1930's fashion seemed to stand still in the shadow of impending war.



1930's on the Bias

- Bias cut gowns were popular for evening wear.



1930's and Movie Stars!

- Attention to actresses offstage clothing probably reached its fever pitch with the ensembles created for Gloria Swanson.

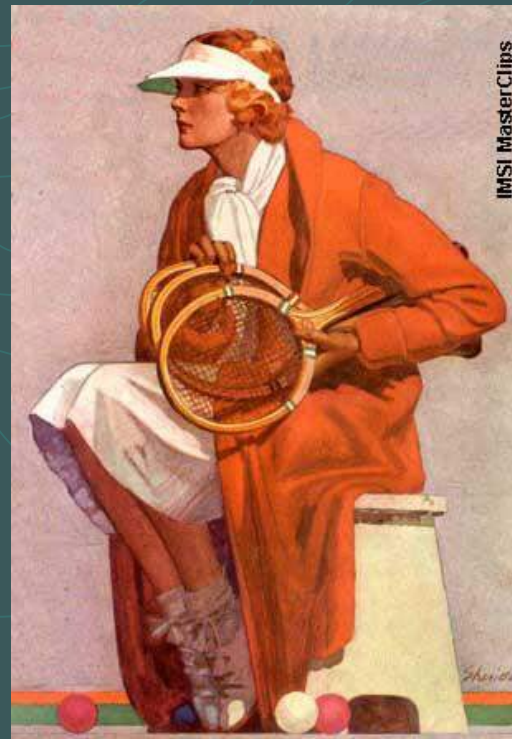


Jean Harlow



Ginger Rogers in a Cowl Neck.

1930's Sportswear



Pants for women, flared at hem, worn for extreme casual wear only. Also called beach pajamas.

Movies that represent the 30's

- Annie*
- Wild Hearts Can't Be Broken*

1940's



- World War II (1939-1945) effects fashion directly in this time period.
- L85 was a law which restricted the manufacture of clothing. Ruffles were forbidden. Only one pocket per blouse or shirt was allowed. Hems could be no deeper than 2 inches and the widest part of the hem of a dress could not exceed 72 inches. Hemlines rose and leveled off just below the knee.
- For men several things were removed: cuffs, vests, 2 pant suits, patch pockets, cloth belts, and pleats.

War Restrictions/Clothing

- Not only fashion was restricted but food was rationed. Manufacturing of clothing stopped until the end of the war



- Stockings, which were not required under pants, were expensive and usually not available. Women in this picture are shown painting their legs to appear to have nylons on.

1940's

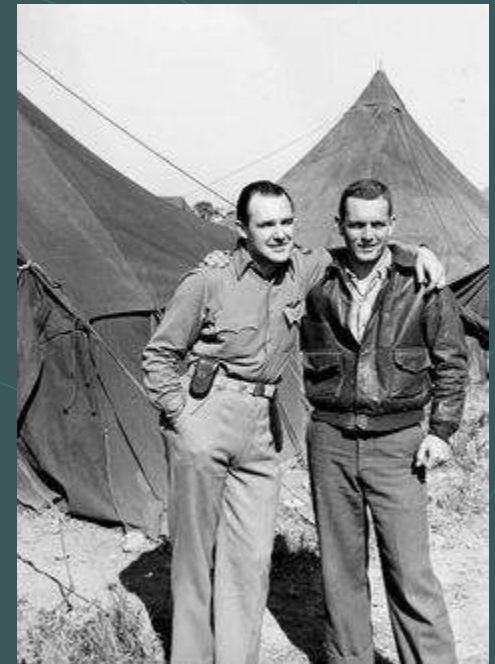
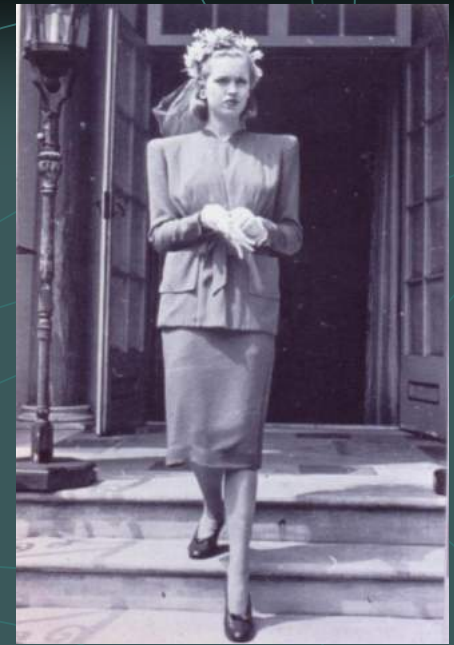
With the fashion industry closed down by the war in Europe, the U.S. was left to its own designers for fashion direction. The designers turned to the military for inspiration.

The Eisenhower jacket made fashion history as it was adopted for civilian use. Large rectangular shoulders. The shoulders were roomy and comfortable.

The “bomber jacket” was based on the Air Corps flying coat made of leather with knit wrist cuffs to keep out the wind. It was usually lined with alpaca fur.

The Montgomery beret was the inspiration for hats.

Elastic could not be used so a close fitting hat was the sensible choice.



40's Inverted Triangle, broad shoulders & Thin hips

- Women began to wear pants as he practical dress for work in industry. It was not too long before pants were popular outside the workplace as a comfortable casual fashion.

- The fashion at this time was very manly and the fabric was sensible tweed.

- The shoulder was square, wide and padded. Suit dresses were very popular.

- Saddle stitching was a favorite trim.

- Men wore colors reflecting the time: khaki and other muted colors.



The New Look

In 1947, a French designer, Christian Dior launched what he called "The New Look." The war was over, the men had returned home.

The New Look gave women a softer, more feminine look and curve. This look was stylish, elegant, and reflected the opposite of wartime restrictions.

The hemlines fell to just above the ankle and skirts were incredibly full. Yards and yards of fabric were used as well as petticoats with crinoline and flounces of lace.

The shoulder pad was dropped with a thud and the sloping, soft shoulder replaced the squared, manly look. The bust line was accented; the waistline was high and cinched in again.





Moments that changed Time:

- World War II 1939 - 1945

Movies that represent the 40's

- A League of Their Own
- Casablanca
- The Notebook



1950's

- The End of Rationing and the Beginning of Excess
- A new availability of different types of fabrics and larger quantities.
- Many societal and cultural changes influence fashion.
- Express conformity *and* individual identity.



1950's

- Women's dresses in particular exploded with excess fabric, showing off intricate gatherings, a multitude of pleats, poofy petticoats, and fabulous collars, all made of the best taffeta, nylon, rayon, wool and leather in the brightest and boldest patterns and colors.



- Consumerism of the 1950s- housewives and the baby boom. Spending money on things because they can.
- Teenage culture and clothing also became a larger part of television, movies and music.



Men's Fashion 1950's

- For men, fashions changed very little throughout the decade. Choices were suits, sport coats, slacks, sweaters, or casual wear all in similar fabrics and styles. Occasionally bolder patterns might emerge for casual wear, but business clothing remained largely unchanged during the fifties. Work clothing for laborers was usually in the style of the military, because a majority of the men at the time had served in the armed forces or were still a part of the military.



Movies/TV of 1950's

- Grease (filmed in the 1970's)
- Happy Days
- Leave it to Beaver
- Pleasantville (filmed in the 1990's)
- Lassie
- The Andy Griffith Show



1960's

- The 60's opened with the simple A-line dress. Most dresses were very simple and so accessories were both expressive and bold.
- Some fashion history writers have called this era the "Great masquerade."
- Clean lines and very bold.



1960's

- Eyes were lined with black, shadowed with frosty white, and topped off with a full set of false eyelashes. Lips were nude.

- Twiggy was the top model. She was long and lean, which was a break from the fleshed Edwardian beauty seen in some form up through the 1950's



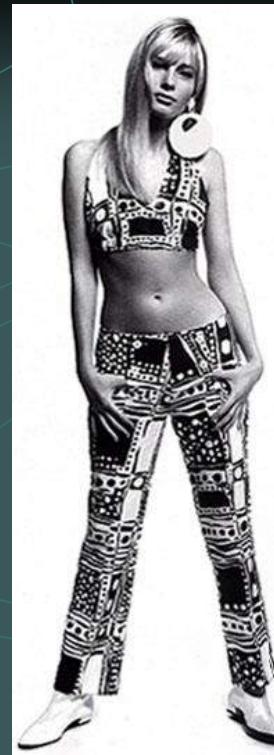
1960

- The length might be mini, micro-mini, midi, or maxi. Maxi coats and sweater coats were really practical in cold climates for the mini skirt wearer.
- The “warbabies” or Baby Boomers, infants born immediately after the war ended in 1945, were maturing.
- By 1960 teenagers were a powerful group. In the United States, fully one-half of the population was under 25. This enormous group of energetic young also had their own minds for fashion and were not dictated to by Paris or by anyone else.



1960's

- The 1960's was a time of action, violence, protest, rebellion, experimentation, and counterculture. Dramatic events took place during this decade and dramatic changes in fashion occurred.
- The 60-70's catered to the youth both in advertising and production in the clothing industry. Teenagers had money to spend (3.5 billion on apparel in 1965,) and enjoyed keeping up with the latest trends.
- During these years two sets of fashion developed side by side: fashion for the young and fashion for the rest of society.





1960

- No other landmark of the 60's was the pants suit. "Women had attempted pants since the days of Mrs. Bloomer. Chanel, in the 1930's made them acceptable as sportswear and during the war years overall and jeans were a practical necessity. But trousers for women always had decided overtones of the resort or the assembly line. They had never been totally respectable.
- A major fashion breakthrough of the late 60's was the tailored pants suit. It was seen everywhere and was chic, elegant, comfortable, and convenient, not to mention practical.

Movements of the 60's Civil Rights



- There were three major movements during the 60's that helped to shape fashion:
- First – The Civil Rights Movement sparked an impressive move to ethnic fashion. Blacks and whites alike found interest in the African colors and prints. Afro hairstyles were worn by most blacks and some whites used perms to get the Afro hairstyle. Some Afros could be measured at 3 inches above the scalp going straight up and straight out. Most were shorter and more natural looking. The expression of the day was “Black is Beautiful.”

Women's Liberation

- Second – The Women's Liberation Movement caused women to burn their bras and wear men's clothing. The "unisex" clothing, clothing worn by both sexes, is a result of this movement coupled with the sexual revolution that was taking place at the same time. Girls turned to pants because they preferred the long, clean, "liberating" line. Boys wore embroidered shirts and beads because peasant embroidery and bright colors offered a liberation from the notion of what had been masculine taste for 150 years.
- Women's underwear went from wired bras to no bras at all or stretchy elastic bras with little or no support. The tight 1950's girdles with garters and nylon stockings that ended mid-thigh, were knocked into history by the comfortable one-piece nylon pantyhose.

The Peace Movement

- Third – The Peace Movement (or anti-Vietnam War Movement.) The Vietnam War was not anywhere as popular or supported as the two world wars had been. This war had the opposite effect on the country; instead of pulling the country together to save resources, the country was pulled apart. Everyone took sides. The teenagers who revolted against the war and the “established” way of living, and working were called “hippies.”
- The hippie dress was a throw back to the beatniks of the 1950’s. It was a casual, sometimes sloppy dress. The main focus was self-expression. Whatever you wanted to wear, you wore. The hippies were not a majority of the teenagers, it should be noted, although some of the fashions spilled into the mainstream teen fashion.

60's British Invasion

Men

- The most memorable fashion details of this era would be bell bottoms, mini-skirts, and platform shoes. Others include the A-line skirt and dress, boots, and the “Mod Look” brought to the United States by the Beatles and other musical groups.
- It was called the “British invasion” but it wasn’t a reference to the military, but rather an invasion of American culture. The music, fashion, hairstyles, and make-up, to name a few were transferred across the Atlantic and took the 60’s by storm.



The Invention of the MINI skirt

- The mini was one fashion that hit early in the 60's. It was the design of Mary Quant from Wales. She is regarded as the mother of the mini and high boots; shoulder bags and the "poor boy" sweater. "Pop" and "Mod" were terms also borrowed from the British to describe fashion of this time.
- Another word used to describe the 60's is psychedelic. It was at least true for the colors and fabrics of that time. Floral patterns reflected the "flower power" theme of the hippie movement. Daisies, mums, and other flowers adorned everything from fabrics to wallpaper, from busses to vans. The colors were bright and bold.

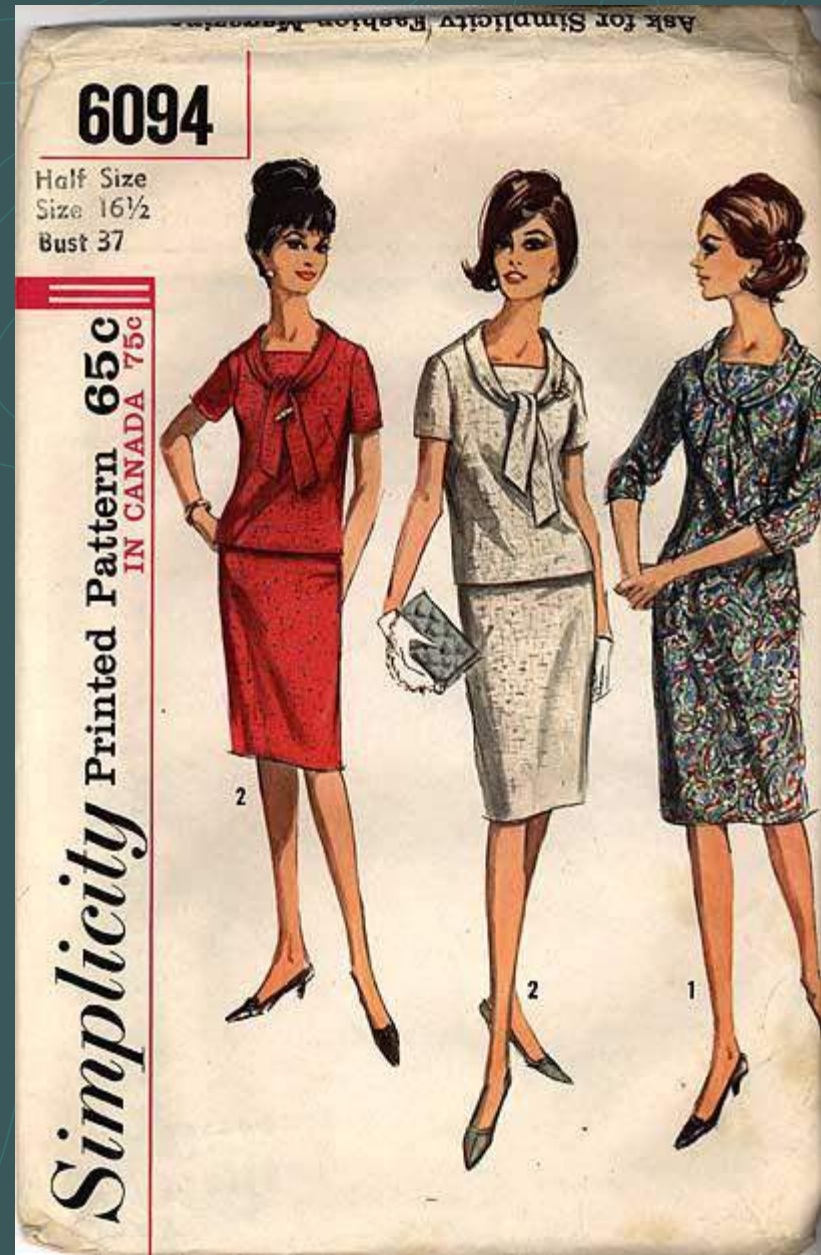
Designers



Mary Quant

The Calm of the Sixties

- Jacqueline O. Kennedy also stood out at this time to represent a more conservative fitted dress favored by many women.





Events that changed Time:

- Vietnam War (1961-1975, American Involvement)



Movies about the 60's

- Breakfast at Tiffany's*
- Forest Gump

1970's SHOES

- For women: platforms and clogs.
- For men soft leather or leather with contrasting designs.



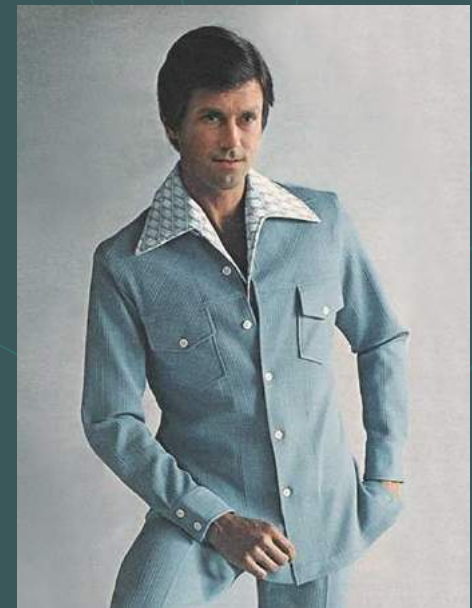
1970's -

Fashions in the 70's were extremely flexible.

Man-made fibers had progressed due to the high tech of the day. Polyester, that had been developed as early as 1939 and shelved until after the war, was a very popular fiber. It was blended with natural fibers giving the fabric the advantages of both fiber groups.

Some men's suits were fashioned in 100% polyester and marketed as the wash and wear suit.

It was called the "leisure suit" and had a brief moment in time. It was very casual with buttons down the front, patch pockets, and bell bottoms. It was comfortable and easy to care for, as well as being wrinkle-resistant.



1970's

- The hippie influence was still seen in bright beads, embroidery on shirts, Levi pants and jackets, and tie-dyed fabrics. Long hair was a hot topic; first seen as a sign of rebellion, and later accepted as fashionable, “in moderation.” Sideburns were worn long; beards and moustaches were popular for both teenagers and their parents.



Bee Gees

Disco Fever and the Bell Bottom

- ❖ Pants were worn skin tight; hip hugger pants and skirts were worn with hip belts; a wide bell bottom style was popular n pant legs and sleeves.
- ❖ In the early 70's cuffs on trouser style pants for both men and women were reintroduced.
- ❖ Pant legs got wider and wider and were worn long enough to cover the shoe and scrape the floor. Platform shoes got higher and higher with very chunky heels.



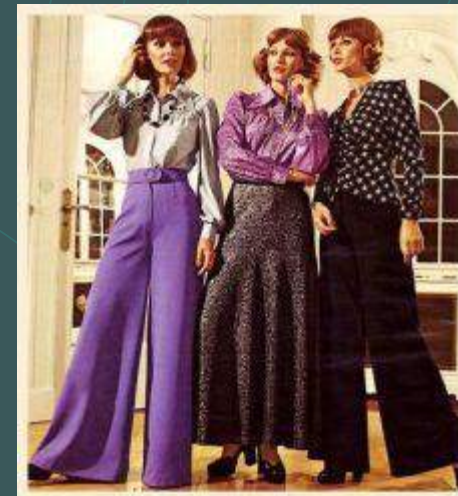
1970's Hair

- Hair for teenage girls... the longer and straighter the better. Iron their hair.
- Orange juice and soup cans were recycled into curlers to straighten out hopelessly wavy or curly hair.
- Full bangs were worn long enough to cover the eyebrows, but not long enough to merge with the false eyelashes.



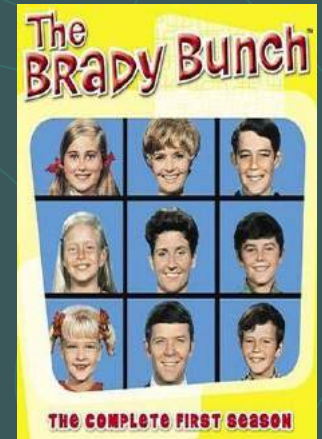
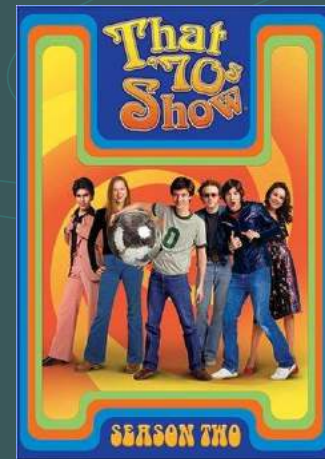
From Conservative to Dramatic

- Angel sleeves shown below are yards of fabric added on the sleeve for a dramatic look.
- In contrast, cardigans
Are also in style during
This time, especially on
Mr. Rodgers!



Movies/TV that represent the 70's

- The Brady Bunch
- Jaws
- Rocky
- That 70's show
- Charlie's Angels
- The Price is Right



1980's

- Focus on MTV, expensive clothing brands, exercise, big hair, music.
- Lots of different styles: preppy, trendy, urban, country, conservative, athletic, punk, etc.



1980's

- Fitness Craze-comfort and function were paramount. Men and women hit the gyms, spas, and athletic centers in droves creating a big market for athletic clothes that were not only functional but attractive and flattering.

- Spandex and Lycra in bright colors worn with “leggings” and thick socks pushed down to the ankles in puddles, was the preferred fabric for aerobic exercises.

- The old “gym shoe” was replaced with 100 or more different kinds of specialized sports shoes. Whatever you planned to do, there was a special shoe to do it in.



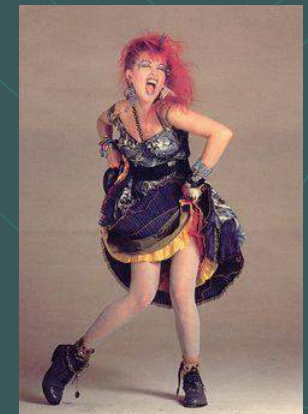
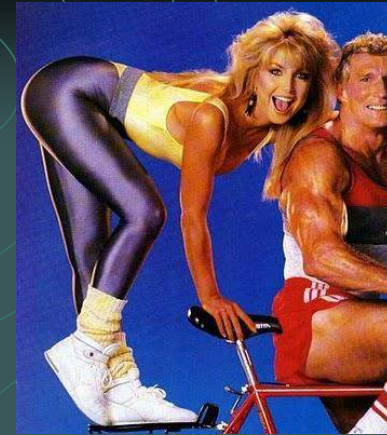
1980's Working Girl

- During the 1980's many women continued in or joined the work force.
- The "power suit" was designed. It was a broad-shouldered lapel jacket worn with a skirt. Pants were seen as too casual.
- The power color for the power suit could be navy, black, gray, burgundy, but not brown.
- Pump shoes were appropriate; not too high for the heels but not completely flat either.



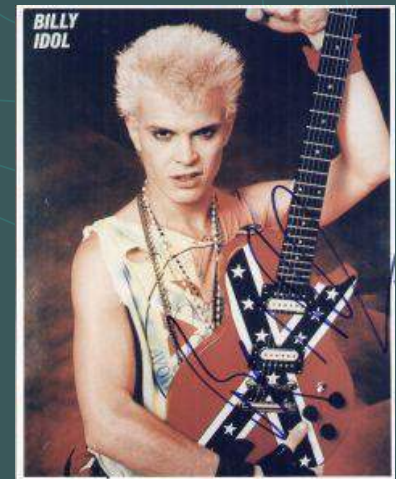
1980's Look

- Colors in women's dresses were very rich; fabrics were fluid and flowing.
- Rayon and Ramie area popular. Natural fabric added to cotton or acrylic for luster.
- The oversized shirt, sweater, and sweatshirt look was in. Some were huge through the shoulders, bustline, and waist, and narrowed to the thighs. Some tops were worn long and belted.



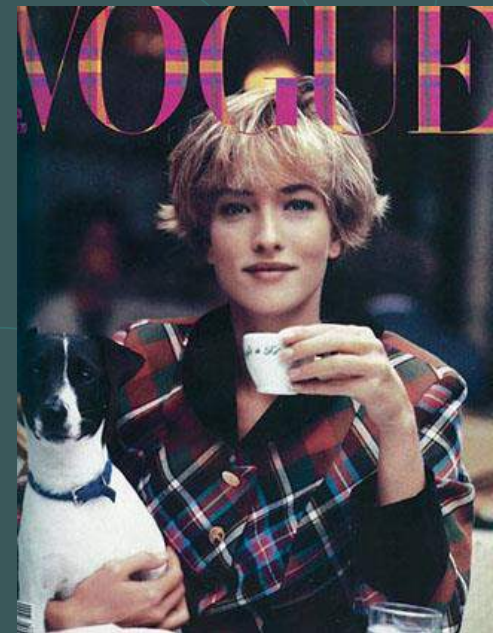
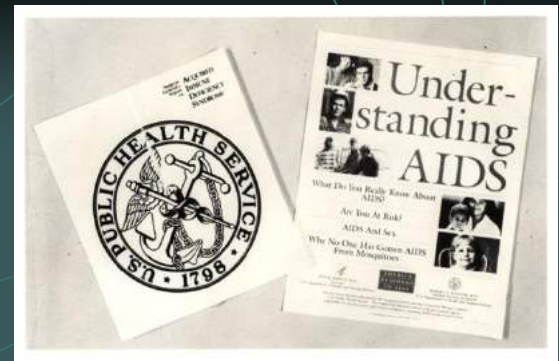
80's The Stars

- Fashions focused on many music stars styles and MTV.
- Madonna, release a video in 1985 wearing ripped jeans, lace, and lacy bustier. That launched the camisole craze worn with jeans, pants, or skirts and jackets.
- Michael Jackson was a hit with his breakdancing and one gloved hand.



80's - Couture

- The fashion industry became more international.
- Mass-market fashion and catalogs got much better.
- Couturiers decided to rip themselves off for a change and started a score of less expensive lines.
- AIDS thinned out many talented fashion designers.



80's Comfort Wear

- Day-Glo Body Glove answered women's request for walking and running wear.
- Reeboks became "public transport."
- The bodysuit made a comeback, focusing on a trim torso, wide shoulders, trim waist and hips.
- Jane Fonda creates designer sweats for her aerobic workouts.



80's - Brand Names

- Brands began to cover all clothing. The name on apparel was usually more important than the item itself.
- Guess? Jeans hit the stores in 1981.
- Swatch watches hit big in 1983.
- The first Benetton shop opens in the U.S.



UNITED COLORS
OF BENETTON.

80's

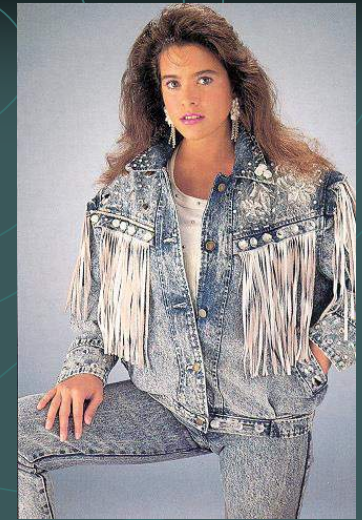
Looking towards a Princess

- The Princess of Wales, Dianna was the world's top cover girl.



80's Textiles & Prints

- The early 80's were concerned with the environment.
- Later 80's brought a desire for man-made rayon and the acetates.
- Cashmere and cotton.
- T-shirts were printed with animal prints, OP art designs, puff paints, sequins and fringe.
- Blue denim shirts and jeans, western details, jeans and blanket coats were great.
- Ethnic prints, nautical styles and country prints were big the last half of the decade.
- Shorts became a year 'round style using fabrics like denim and corduroy and are worn both by guys and girls.



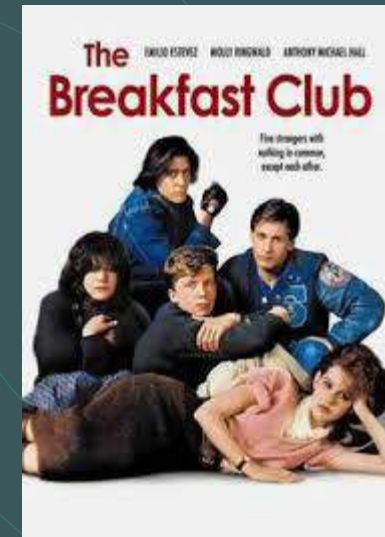
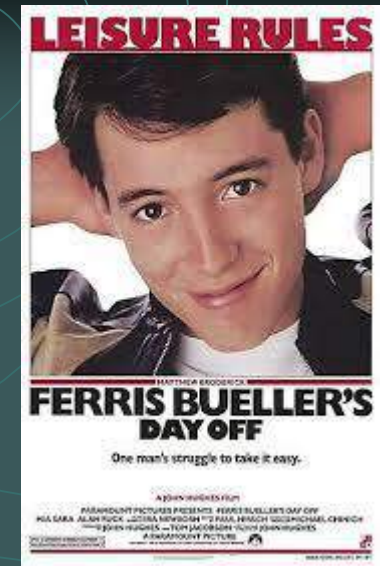
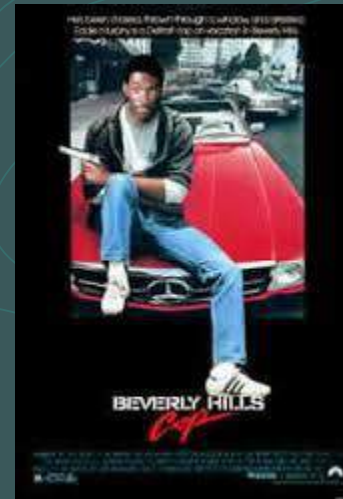
1980's - the HAIR

- The bigger the better would explain the hair of this period. Hairspray and ratting were an everyday need to obtain the height of the time. Bangs were very popular and often lifted many inches above the scalp.
- Crimping hair was very popular as well.



Movies from the 80's

- Some Kind of Wonderful
- Pretty in Pink
- The Breakfast Club
- St. Elmo's Fire
- The Goonies
- Beverly Hills Cops
- Ferris Bueller's Day Off



1990's

- Like the sixties any length of skirt was in. Long flowing a-line skirts become fashionable again.
- The 90's borrows fashions from the 60's and 70's especially.
 - Platforms return!
 - Bell-bottoms and flares are back!



The stone-washed look of the 80's turns into a worn, dirty look in the 90's.



90's - Shoe Obsession

- Shoes are bought for every purpose.
- The decade starts with a natural carefree Birkenstock
- Comfortable sport shoes such as the Air Jordan
- Platforms and Mary Janes.
- Doc Martens



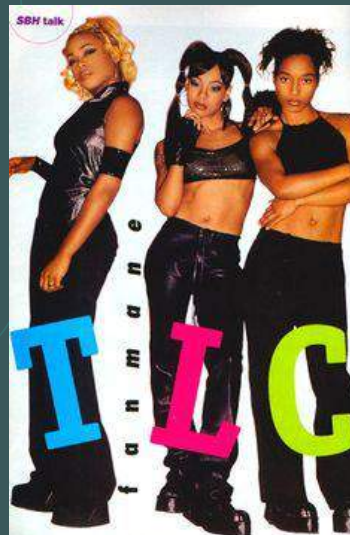
90's - Attack of the Cell Phone

- Cell phones become very inexpensive and everyone starts to buy in. They are not only for communication but become an accessory and have their own accessories! Bags and purses are created to carry the new found necessity.



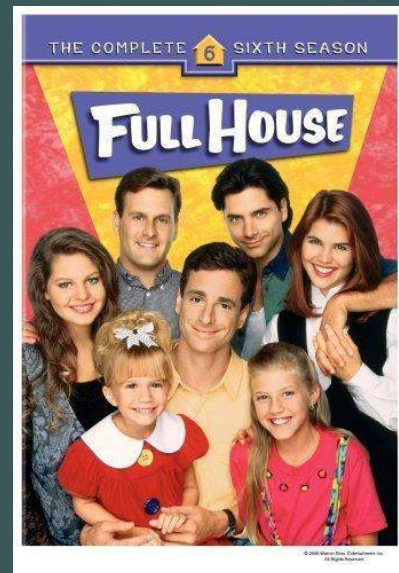
90's Clothing

- Shirts are cut short and the hip huggers of the sixties return
- Crop tops and flannel
- Grunge look.
- Capris appear on the scene



Movies/TV of the 90's

- Clueless
- She's All That
- The Pelican brief
- Fresh Prince of BelAir
- Full House
- Friends
- 90210



2000's

- A “retro” look has begun mixing hits of the past and regurgitating them in styles for today. Trends show that we will most likely borrow several fads from the 80's.
- Proof of this prediction is seen in large hoop earrings, the return of the more fitted leg, pleats, gathers and ruffles in shirts.



2000's

- With the decade just beginning it is difficult to predict exactly what will happen.
- One prediction is that black will remain to be seen!
- The years of repeating past styles.





Fashion Predictions

- What predictions can be made about the years to come?
- What trends are already beginning?