

Name: \_\_\_\_\_

Class Period: \_\_\_\_\_

## Unit 1 Notes

The Fundamentals of Fashion, Fashion History, &  
Fashion Capitals and Designers



# Why Do We Wear Clothes?

Write the definition and 2 examples of clothing for each reason...

Protection-

- 1.
- 2.

Safety and Security-

- 1.
- 2.

Adornment-

- 1.
- 2.

Identification-

- 1.
- 2.

Modesty-

- 1.
- 2.

Status-

- 1.
- 2.

# Fashion Terminology

*Write a basic definition for each term, it does not have to be word for word.*

Accessories-

Avant Garde-

Classic-

Design-

Draped-

Garment-

Haute-Couture-

Ready to Wear-

Style-

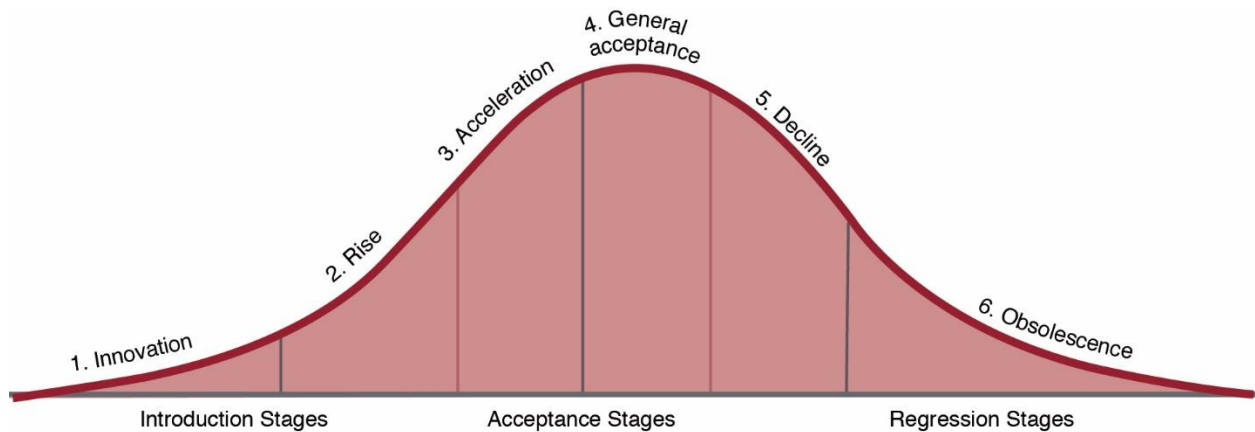
Tailored-

Wardrobe-

Fad/Craze-

Trend-

## Fashion Cycle



## The History of Fashion

1900's

The \_\_\_\_\_ symbolized the feminine ideal of physical attractiveness

The silhouette softened into the \_\_\_\_\_ curve with softer shoulders, less restrictive corsets, and the bustle, never returned.

The \_\_\_\_\_ for gentlemen was introduced. The suit was relatively non-constricting with a sack coat, simple vest, and pleated trousers.

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 \_\_\_\_\_.

## 1910's

Men and women wore \_\_\_\_\_ to protect their clothing when driving or riding in cars.

French designer Paul Poiret broke the new rule of freedom by designing the \_\_\_\_\_.

The hemline was so narrow that women could only take very tiny steps.

\_\_\_\_\_ saw fashion come to a standstill with patriotism at an all-time high.

During and at the end of WWI. The \_\_\_\_\_ silhouette look comes in.

It is a baggy dress/jacket combination that made women look \_\_\_\_\_ and \_\_\_\_\_ in the chest.

The \_\_\_\_\_ 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.

## 1920's

The \_\_\_\_\_ Era.

The \_\_\_\_\_ was introduced.

Women wore lots of \_\_\_\_\_.

The \_\_\_\_\_ hate became very popular.

The \_\_\_\_\_ silhouette was in!

## 1930's

The \_\_\_\_\_ Era.

The Depression brought about the \_\_\_\_\_ styles in suits and dresses, clothing that would last a \_\_\_\_\_ time and stay in \_\_\_\_\_.

The \_\_\_\_\_ was restored.

The \_\_\_\_\_ was a classic.

Children wore clothing made from \_\_\_\_\_ and \_\_\_\_\_.

Dresses were cut on the \_\_\_\_\_ because it created a curvy and clingy silhouette.

## 1940's

The \_\_\_\_\_ Era.

\_\_\_\_\_ Fashion stopped progressing until after the war- a reflection that most men were serving in uniforms instead of enjoying life at home.

Women's fashion echoed men's traditional clothing with man-tailored dresses, coats and hats. These new serious looks were not about an \_\_\_\_\_ life but about supporting the \_\_\_\_\_ through \_\_\_\_\_.

Women favored the "\_\_\_\_\_, " a short jacket, A-line, knee-length skirt, and blouse, which could be easily transformed into evening wear by shedding the jacket once the workday was over.

The \_\_\_\_\_ was the popular silhouette at this time.

The \_\_\_\_\_ Jacket & The \_\_\_\_\_ Jacket were influenced by the service men's uniforms.

## The New Look 1947-50's

In 1947, a French designer, \_\_\_\_\_ launched what he called "The \_\_\_\_\_."

The war was over, the men had returned home, and The New Look gave women a softer, more \_\_\_\_\_ look and curve.

This look was stylish, elegant, and reflected the opposite of wartime restrictions.

The \_\_\_\_\_ fell to just above the ankle and skirts were incredibly \_\_\_\_\_.

Yards and yards of fabric were used as well as petticoats with crinoline and flounces of lace.

The \_\_\_\_\_ 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.

## 1950's

Teenagers!

Until 1950 the term \_\_\_\_\_ had never before been coined. Children were known as girls and boys were called youths.

During the 1950s a range of influences including \_\_\_\_\_, television, magazines and the \_\_\_\_\_ music scene created a new market grouping called teenagers.

\_\_\_\_\_ Shoes and \_\_\_\_\_ were introduced and very popular!

The Era of \_\_\_\_\_.

The \_\_\_\_\_ silhouette became very popular!

## 1960's

The 60's opened with the simple A-line dress.

The \_\_\_\_\_ silhouette was very popular at this time.

Most dresses were very simple and so accessories were both expressive and bold.

A major fashion breakthrough of the late 60's was the tailored \_\_\_\_\_.

It was seen everywhere and was chic, elegant, comfortable, and convenient, not to mention practical.

The \_\_\_\_\_ 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.

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.

During these years two sets of fashion developed side by side: fashion for the \_\_\_\_\_ and fashion for the rest of \_\_\_\_\_.

The Civil Rights Movement sparked an impressive move to \_\_\_\_\_ fashion.

Blacks and whites alike found interest in the African colors and prints.

Afro hairstyles were worn by most African Americans and some whites used perms to get the Afro hairstyle.

### **Jackie Kennedy**

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

The \_\_\_\_\_ hat became a popular accessory.

### **1970's**

The \_\_\_\_\_ to \_\_\_\_\_ Era.

Fashions in the 70's were extremely flexible.

Most people dressed to identify with their particular lifestyle rather than fit into any fashion mold sent from Paris or anywhere else.

Bell bottom jeans were very popular creating the " \_\_\_\_\_ " silhouette.

\_\_\_\_\_ Shoes and \_\_\_\_\_ print were all the rage in the 70's!

### **1980's**

The \_\_\_\_\_ craze!

Spandex was in; 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.

The \_\_\_\_\_ Era!

Yuppie was a term used to describe a young professional person working in a city.



Brand Names!

Brands began to cover all clothing. The \_\_\_\_\_ on apparel was usually more important than the item itself.

Guess? Jeans hit the stores in 1981.

Swatch watches hit big in 1983.

The “\_\_\_\_\_” silhouette was very popular!

## 1990's

The \_\_\_\_\_ Era!

A period of extreme growth in the usage and adaptation of the Internet by businesses and consumers.

During this period, many Internet-based companies, commonly referred to as *dot-coms*, were founded.

The rejection of fashion- \_\_\_\_\_!

The \_\_\_\_\_!

The \_\_\_\_\_ silhouette is back!

## 2000's

The War on Terrorism

At the start of the 2000's, fashion was influenced by technology. Metallic fabrics and futuristic styles were popular. Political events such as \_\_\_\_\_ caused fashion to become more \_\_\_\_\_.

Americans returned to the \_\_\_\_\_. This style is khaki pants, polo shirts, and suits. Pastel (light and soft colors), dark blues and greens are classic colors. Brands like *The Gap* and *Ralph Lauren* specialize in the classic American style, popularized in the 1980's.

The 2000's saw a lot of embellishments in their clothing, skinny jeans, and the hip hop style became popular!

## 2010's

Social Media has a huge influence on fashion!

Leggings

Jeggings

Cutouts

Hipster styles

## Fashion Designers and Capitals

The 5 Major Fashion Capitals are...

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Designers

\_\_\_\_\_ is famous for many reasons but she is most known for her creation of the wonder dress, also known as the "\_\_\_\_\_"  
\_\_\_\_\_."

\_\_\_\_\_ is most famous for what is called The "\_\_\_\_\_"  
\_\_\_\_\_."

