Chapter 1: The Fundamentals of Fashion

Fashion is a reflection of

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ forces
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ forces
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ forces
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ forces

Paris, France

* Before the Industrial Revolution
  + Wealthy \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Poor \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Court of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_
  + The importance of dress to the wealthy
    - Clothing was \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ made
  + Rose \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – Official Court Minister of Fashion
  + Surrounding industries-development of the \_\_\_\_\_\_\_\_\_\_\_\_\_ industry here
  + The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Revolution (1789)
    - Clothing became \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

French Fashion Terms

* Custom-made-made to fit \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ measurements
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-The art of dressmaking
* Couturier- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ designer
* Couturiere- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ counterpart

Key Designers

* Charles Worth: the father of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Paquin-
* Cheruit-
* Doucet-
* Redfern-
* Callot sisters-
* Jeanne Lanvin-

Folk costume

* Arises from the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with country and within the country
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ where you live/come from

Industrial Revolution Inventions

* The Textile Industry
* 1733 John Kay
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 1764 James Hargreaves
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 1769 Richard Arkwright
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 1785 Edmund Cartwright
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 1789 Samuel Slater
  + Immigrates from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with memorized plans
* 1814 Francis Cabot Lowell
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, integrated factory

Why the importance of the middle class?

* Extra \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to spend
* Desire to demonstrate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Desire to be perceived as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ leads to development of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_

The Sewing Machine

* 1829 Thimmonier
  + Chain stitch \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Models were \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 1846 Elias Howe
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (patented)
  + Run by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 1859 Isaac Singer
  + Foot \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; \_\_\_\_\_\_\_\_\_\_\_\_\_ production

Mass Production of Clothing

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_- body measurement data collection leads to ‘standardization’ of garments
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_- from *serge de Nimes (A tough cotton)*
  + *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-1873 manufactures in his dry goods store*
* For women - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, corsets, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, muffs, some shirtwaists
  + Clothing was \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ like their lifestyles
  + Women only allowed to own wardrobes
  + Appearance of separate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (1880s)
* Charles Dana Gibson
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ sketches
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ young middle class woman

19th Century Retailing

* Traveling \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Go to fairs and bazaars
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ stores
  + Seen as people settled in towns
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ stores
  + What used to be the general store
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ stores
* Merchandise is not marked
  + Buyer and seller \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The First Department stores

* Samuel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and George Washington \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (NYC)
* R.H. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (NY)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Chicago)
  + “The customer is always right”

Early Mail Order Merchandising

* Popularity based on
  + West Coast \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Rural Free \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Aaron \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: 1872
  + \_\_\_\_\_\_\_\_\_\_\_\_\_
  + “satisfaction guaranteed or your money back”
* Richard \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: 1886
  + Started with watches
  + “dream book” “wish book”

Communications, Leisure, and Industry

* Communications:
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Harpers Bazaar -1867
    - Vogue - 1894
  + What is the effect?
    - Women become aware of new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to wear new styles increase
    - Rate of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ change increases
    - The demand for more \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ increases

Leisure

* Sports participation
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ specific apparel is needed
    - Bicycling
    - Swimming
    - Horse-riding
  + Swimwear becomes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for women- sports only

Garment Industry Conditions

* New York City
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with skills, need job
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: hours, conditions, wages
  + 1914 Amalgamated Clothing Workers of American
    - \_\_\_\_\_\_\_\_ hour week
  + 1911 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Factory Fire
    - 146 deaths
    - Public indignation
    - Better working conditions

World War I

* Women start to enter \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, need appropriate clothing
* WWI factory work leads to increased \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in clothing
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ discarded
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ rise
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ widen

Designers of the Era

* Paul Poiret
  + Removes \_\_\_\_\_\_\_\_\_\_\_\_
* Gabrielle Chanel
  + The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ look
* Jean Patou
  + The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ look

Retailing at the time

* 1900’s
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ enters retailing as an owner
* 1920’s
  + Chain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is popular
  + The beginning of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shopping
* 1930’s
  + First women as presidents of retail firms
  + Dorothy Shaver (Lord & Taylor) mentions American designers in ads

The Depression

* First, a look at what is happening
  + 12.8 million are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + 50% of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ fail
  + 30% of garment \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ fail
* An escape from reality: Hollywood
  + Americans attend \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 1-2 times a week
  + See \_\_\_\_\_\_\_-\_\_\_\_\_\_\_\_\_\_\_\_ fashions
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ leading film designer

Important designers

* Elsa Schiaparelli
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ interest
  + James Mainbocher
  + Wedding dress for Wallis Simpson

World War II

* Closure of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ design houses
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ designers come to forefront
* Wartime restrictions
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ clothing became a necessity
* Fashion is stable
* Claire McCardell: The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_
  + Sportswear
  + A casual lifestyle

Postwar Fashion

* Population \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Emphasis on home and casual clothes
* Retailers move to suburbs: the \_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Finding fashion faster
* Christian \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: *New Look*
* Christobal Balenciaga: the master of tailors
* Influential:
  + Jacqueline \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hepburn

Youthful 1960’s

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Influences
  + Mary Quant
  + Zandra Rhodes
* The “ \_\_\_\_\_\_\_\_\_\_” look
* Reverse adoption theory-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Increased interest in \_\_\_\_\_\_\_\_\_\_\_\_\_ fashion
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ had negative effect on couture
* Men’s fashion is revitalized
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_shopping influential

1970’s

* Ethnic and Folk looks predominate
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Yves Saint Laurent- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ looks into high fashion
* Physical \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ fashion
* Women go to \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and *Dress for Success* begins
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Look and designer jeans
* Calvin Klein, Halston, Geoffrey Beene, Ralph Lauren, Mary Mc Fadden

1980’s

* Consolidation among \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Still dressing for success: the ‘\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_’
* Influential designers
  + Armani (Milan)
  + Takada (Japan)
  + Miyake (Japan)
* Lady \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Spenser

1980’s Industry Trends

* Use of \_\_\_\_\_\_\_\_\_\_\_\_\_-electronic data interchange
* Growth of designer and brand names through licensing
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or a percentage paid for the use of a designer or brand name
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (too many stores) America
* Growth of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ order/catalogs

1990’s

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ orientation of consumers
  + Price/quality
* Retailers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, enter into bankruptcy
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ affects imports
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Look is an anti-fashion statement
* Menswear market seeks tremendous growth

Key People of the 1990’s

* Karl Lagerfeld
  + Chanel
  + Lagerfeld
  + Fendi
  + Chloe
* Giorgio Armani
* Tommy Hilfiger

The 21st Century

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is tougher more than ever
  + Many stores close
* Fashion can be the same all over the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the fashion leaders
* American consumers are buying \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ pieces of clothing
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are increasing (China)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ mergers continue