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