



THE FUNDAMENTALS OF FASHION

FASHION IS A REFLECTION OF

- ◉ Social forces
- ◉ Economic forces
- ◉ Political forces
- ◉ Artistic forces

PARIS, FRANCE

- Before the Industrial Revolution
 - Wealthy landowners
 - Poor laborers and farmers
- Court of King Louis XIV
 - The importance of dress to the wealthy
 - Clothing was handmade and custom made
 - Rose Bertin - Official Court Minister of Fashion
 - Surrounding industries-development of the silk industry here
 - The French Revolution (1789)
 - Clothing became simpler



FRENCH FASHION TERMS

- ◉ Custom-made-made to fit exact measurements
- ◉ Couture-The art of dressmaking
- ◉ Couturier-Male designer
- ◉ Couturiere-female counterpart



KEY DESIGNERS

- ◉ Charles Worth: the father of couture
- ◉ Paquin
- ◉ Cheruit
- ◉ Doucet
- ◉ Redfern
- ◉ Callot sisters
- ◉ Jeanne Lanvin



FOLK COSTUME

- Arises from the underclass
 - Varies with country and within the country
 - Distinguishes where you live/come from



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INDUSTRIAL REVOLUTION INVENTIONS

◉ The Textile Industry

◉ 1733 John Kay

- Flying Shuttle

◉ 1764 James Hargreaves

- Spinning jenny machine

◉ 1769 Richard Arkwright

- Water frame

◉ 1785 Edmund Cartwright

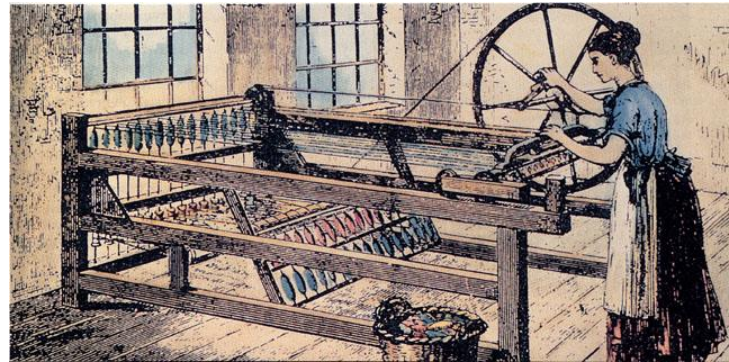
- Power loom

◉ 1789 Samuel Slater

- Immigrates from England with memorized plans

◉ 1814 Francis Cabot Lowell

- Power loom, integrated factory



WHY THE IMPORTANCE OF THE MIDDLE CLASS?

- ◉ Extra money to spend
- ◉ Desire to demonstrate wealth
- ◉ Desire to be perceived as respectable leads to development of the business suit

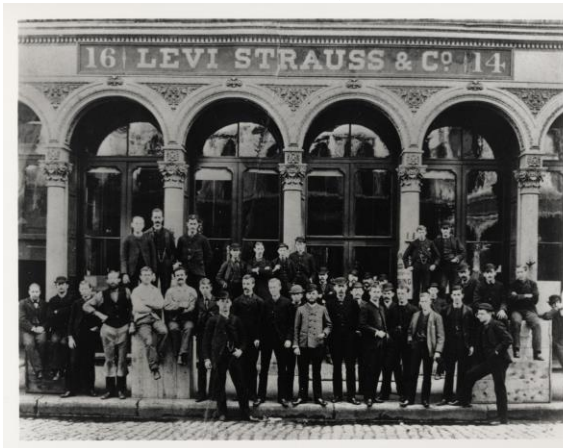
THE SEWING MACHINE



- **1829 Thimmonier**
 - Chain stitch machine
 - Models were destroyed
- **1846 Elias Howe**
 - Sewing machine (patented)
 - Run by hand
- **1859 Isaac Singer**
 - Foot treadle; mass production

MASS PRODUCTION OF CLOTHING

- ◉ Civil War- body measurement data collection leads to ‘standardization’ of garments
- ◉ Denims- from *serge de Nimes* (A tough cotton)
 - *Levi Strauss-1873 manufactures in his dry goods store*



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MASS PRODUCTION OF CLOTHING

- For women - Hoops, corsets, cloaks, muffs, some shirtwaists
 - Clothing was restrictive like their lifestyles
 - Women only allowed to own wardrobes
 - Appearance of separate blouses and skirts (1880s)
- Charles Dana Gibson
 - Gibson girl sketches
 - Ideal young middle class woman



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19TH CENTURY RETAILING

- **Traveling Peddlers**
 - Go to fairs and bazaars
- **General stores**
 - Seen as people settled in towns
- **Department stores**
 - What used to be the general store
- **Specialty stores**
- **Merchandise is not marked**
 - Buyer and seller bargained

THE FIRST DEPARTMENT STORES

- Samuel Lord and George Washington Taylor (NYC)
- R.H. Macy (NY)
- Marshall Field (Chicago)
 - “The customer is always right”



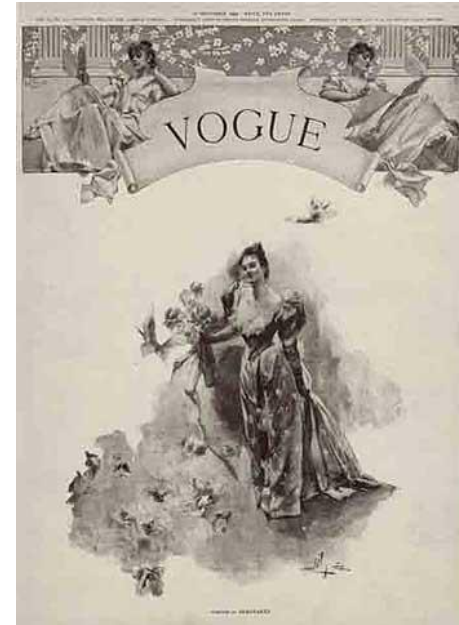
EARLY MAIL ORDER MERCHANDISING

- Popularity based on
 - West Coast Railroads
 - Rural Free Mail Delivery
- Aaron Montgomery Ward: 1872
 - COD
 - “satisfaction guaranteed or your money back”
- Richard Sears: 1886
 - Started with watches
 - “dream book” “wish book”

COMMUNICATIONS, LEISURE, AND INDUSTRY

○ Communications:

- Fashion Magazines
 - Harpers Bazaar -1867
 - Vogue - 1894
- What is the effect?
 - Women become aware of new styles
 - Desire to wear new styles increase
 - Rate of fashion change increases
 - The demand for more new looks increases



LEISURE

◉ Sports participation

- Sports specific apparel is needed
 - Bicycling
 - Swimming
 - Horse-riding
- Swimwear becomes practical
- Pants for women- sports only

GARMENT INDUSTRY CONDITIONS

○ New York City

- Immigrants with skills, need job
- Sweatshops: hours, conditions, wages
- 1914 Amalgamated Clothing Workers of American
 - 54 hour week
- 1911 Triangle Shirtwaist Factory Fire
 - 146 deaths
 - Public indignation
 - Better working conditions



WORLD WAR I

- ◉ Women start to enter workforce, need appropriate clothing
- ◉ WWI factory work leads to increased practicality in clothing
 - Corsets discarded
 - Hemlines rise
 - Skirts widen



DESIGNERS OF THE ERA



- Paul Poiret
 - Removes corset
- Gabrielle Chanel
 - The boyish look
- Jean Patou
 - The flapper look

RETAILING AT THE TIME

○ 1900's

- James Cash Penny enters retailing as an owner

○ 1920's

- Chain retailing is popular
- The beginning of suburban 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 unemployed
 - 50% of banks fail
 - 30% of garment factories fail
- An escape from reality: Hollywood
 - Americans attend films 1-2 times a week
 - See on-screen fashions
 - Gilbert Adrian leading film designer

IMPORTANT DESIGNERS

- ◉ Elsa Schiaparelli
 - Shoulder interest

- ◉ James Mainbocher
 - Wedding dress for Wallis Simpson



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WORLD WAR II

- ◉ Closure of Parisian design houses
- ◉ American designers come to forefront
- ◉ Wartime restrictions
 - Function clothing became a necessity
- ◉ Fashion is stable
- ◉ Claire McCardell: The American Look
 - Sportswear
 - A casual lifestyle

POSTWAR FASHION

- Population migration and the Baby Boom
 - Emphasis on home and casual clothes
- Retailers move to suburbs: the Mall
 - Finding fashion faster
- Christian Dior: *New Look*
- Christobal Balenciaga: the master of tailors
- Influential:
 - Jacqueline Kennedy
 - Audrey Hepburn

YOUTHFUL 1960'S



- ◉ British Influences

- Mary Quant
- Zandra Rhodes

- ◉ The “ Mod” look

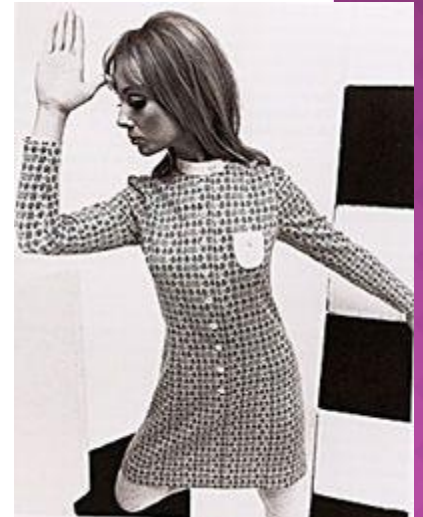
- ◉ Reverse adoption theory-Betsey Johnson

- ◉ Increased interest in men’s fashion

- ◉ Youthfulness had negative effect on couture

- ◉ Men’s fashion is revitalized

- ◉ Boutique shopping influential



1970'S

- ◉ Ethnic and Folk looks predominate
 - Hippies
 - Yves Saint Laurent- street looks into high fashion
- ◉ Physical fitness fashion
- ◉ Women go to work and *Dress for Success* begins
- ◉ Preppy Look and designer jeans
- ◉ Calvin Klein, Halston, Geoffrey Beene, Ralph Lauren, Mary Mc Fadden



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1980'S

- ◉ Consolidation among manufacturers and retailers
- ◉ Still dressing for success: the 'power suit'
- ◉ Influential designers
 - Armani (Milan)
 - Takada (Japan)
 - Miyake (Japan)
- ◉ Lady Diana Spenser



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1980'S INDUSTRY TRENDS

- Use of EDI-electronic data interchange
- Growth of designer and brand names through licensing
 - Royalty or a percentage paid for the use of a designer or brand name
- Overstored (too many stores) America
- Growth of mail order/catalogs

1990'S

- ◉ Value orientation of consumers
 - Price/quality
- ◉ Retailers consolidate, enter into bankruptcy
- ◉ NAFTA affects imports
- ◉ Grunge 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

- Competition is tougher more than ever
 - Many stores close
- Fashion can be the same all over the world
- Celebrities are the fashion leaders
- American consumers are buying fewer pieces of clothing
- Imports are increasing (China)
- Retail mergers continue