Fashion: Styles and Trends

Unit: Clothing & Textiles

Problem Area: Interpreting Fashion

Lesson: Fashion: Styles and Trends

■ **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

1 Recognize historic and current fashions, styles, and trends.

2 Analyze how fashion trends are set.

■ **Resources.** The following resources may be useful in teaching this lesson:

E-unit(s) corresponding to this lesson plan. CAERT, Inc. http://www.mycaert.com.

"The Brief History of Fashion Trends," *Everyday Health.* Accessed May 8, 2019. https://www.everydayhealth.com/skin-beauty/brief-history-fashion-trends/.

Ejiofor, Mmoma. "Fashion Of The Future," *Forbes.* Accessed May 8, 2019. https://www.forbes.com/2006/03/16/future-fashion-trends-cx_me_0316feat_ls.html#7097160a7b96.

"Fashion Secrets: Who Really Decides What We Wear?," *BBC*. Accessed May 8, 2019. http://www.bbc.com/guides/z3rfj6f.

"Fashions of Tomorrow–What Will We Wear In The Future?" *DW*. Accessed May 8, 2019. https://www.dw.com/en/fashion-of-the-tomorrow-what-will-we-wear-in-the-future/av-6506003.

"The History of Fashion: Most Important Style Moments of the 20th Century," *Slice*. Accessed May 8, 2019. http://www.slice.ca/fashion/photos/history-of-fashion-most-important-style-moments-20th-century/#history-of-fashion.

Jennings, Danielle. "What Did Men Wear in the 80's?" *LoveToKnow.* Accessed May 8, 2019. https://mens-fashion.lovetoknow.com/What_Did_Men_Wear_in_the_80s.

Oshri, Hadari. "How Technology Is Shaping the future of the Fashion Industry," *Forbes.* Accessed May 8, 2019. https://www.forbes.com/sites/theyec/2018/10/01/how-technology-is-shaping-the-future-of-the-fashion-industry/#42882e0e1a45.

■ Equipment, Tools, Supplies, and Facilities

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with printers and Internet access
- ✓ Classroom resource and reference materials

■ Key Terms. The following terms are presented in this lesson (shown in bold italics):

- ► bellbottoms
- ► Boho
- ► capri pants
- ► cargo pants
- ► cat-eye glasses
- ► Chuck Taylors
- ► cloche hats
- ► crop top
- ► Doc Martens
- ► fashion
- ► fashion blogger
- ► fashion forecaster
- ► fashion house
- ► fashion influencer
- ► fashion show
- ► Fashion Week
- ► fast fashion
- ► flapper
- ► go-go boots
- ► grunge style
- ► high-waist bikini
- ► knickers
- ► leggings

- ► leisure suit
- ► lookbook
- ► newsie
- ► normcore
- ► parachute pants
- ► pencil skirt
- ► platforms
- ► polo shirt
- ► poodle skirt
- ► preppy
- ► punk
- ► saddle shoes
- ► spats
- ► style
- ► trend
- ► UGG boots
- ► utility dress
- ► velour tracksuit
- ► vintage style
- ► wearable technology
- ► wrap dress
- ► zoot suit

■ **Interest Approach.** Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situations. A possible approach is included here.

> *Fashion is a connection between the current styles and what's happening in society during that decade. During the 1940's, the world was at war and more and more women went into the workforce for the first time. Dresses produced in the 1940's were more utilitarian than in the decades before, due in part to the type of work that women performed during the war. By the end of the war many women were wearing pants rather than dresses. Project VM–A to compare the fashion styles and trends of the 20s, 30s, and 40s.*

CONTENT SUMMARY AND TEACHING STRATEGIES

Objective 1: Recognize historic and current fashions, styles, and trends.

Anticipated Problem: What is fashion? What are styles? What are trends? How do historic fashions affect current fashion? What fashion statements are repeated and why? What is the benefit of learning about fashion's history?

I. Historic and current fashions, styles, and trends

   A. Fashion has always been associated with historic events and timeframes. Each decade's style represents what was happening in history. Think about the old saying, "When it comes to fashion, everything eventually comes back in style." In the past, fashion styles tended to remain constant for about a decade. However, in the past 20 years there is great debate in the fashion world whether this maxim (saying) is still true today. Fashion writers and historian are also questioning whether the 'rule of thumb,' that historic styles tend to return about every 20 years, is still true. Today's fashions are changing quickly and have so many historic influences that many feel the revolving cycle of 20 years is over.

      1. *Fashion* is a popular trend of a particular style or practice of clothing, footwear, accessories, or other forms of adornment at a given time. Change is a constant element of fashion: new styles, reinventing a classic, and styles popularized by celebrities and royalty.

      2. *Style* is an individual's artistic approach to expressing themselves through what they wear. Style line categories that influence the silhouette include: necklines, collars, seams, sleeves, cuffs, and pockets.

      3. A *trend* is a fashion style that is popular at a specific point in time that gradually changes over an extended time. Fashion trends are new and innovative ways to provoke a style. Trends may include one or more of the following:

color, fabrics, textures, materials, prints, graphics, accessories, footwear, or even a particular style (e.g., classic, grunge, punk, artsy, etc.).

B. THE 1920s: The 1920s are often referred to as the "Roaring Twenties." This was a time of the "speak easy," for a disregard of expected behavior, and for a major move from the country to the city. This decade was the end of WWI (the war to end all wars). Young people, both male and female, wanted independence and were sure the old rules were not the way to go. The country was seeing dramatic cultural and political changes. It was an economically prosperous time in the U.S. and life for many was good. And, the change in times, there was a change in fashion. Coco Chanel was a big name in fashion and her style was new and fresh.

    1. WOMENSWEAR: Women in the 1920's often wore *cloche hats* (a close fitting, bell-shaped cap with a deep crown and narrow brim). In French, cloche (pro-nounced 'klōsh) means 'bell.' Other fashions of the 20's are low-waist dresses and intricate patterns, influenced by the Art Deco era. A *flapper* (a woman in the 1920's who showed a certain disdain for society) had their own unique style of hair (the bob) and dresses. The flapper dress's waistline was at the hips and the length fell below the knee or to the floor. The Art Deco era was the prominent art style of the 1920's and 1930's, characterized by precise and boldly defined geometric shapes and strong colors.

    2. MENSWEAR: Men in the 1920s wore well-tailored pin stripe suits, black patent leather shoes, and spats. *Spats* are short cloth gaiters that cover the instep and ankle. Their purpose is to protect shoes and socks from mud or rain. Men also started wearing *knickers* (loose fitting trousers gathered at the knee or calf) for golf.

1920's Styles	
Women's Styles	**Men's Styles**
Cloche hats	Well-tailored pin stripe suits
Low-waist dresses	Black patent leather shoes
Cami vs. corset	Spats
Art Deco influence on patterns and styles	Shorter suit jackets
Bright colors	Knickers for golf
	Loose fitting trousers

C. THE 1930s: The 1930's brought the great depression that, to many fashion historians, relegated the 30s to a forgotten decade in fashion.

    1. WOMENSWEAR: Women's fashion was colorful in the 30's but not as bold as the 20's. Pastels were common and white was the base hue for many color patterns. Due to the depression, hand sewing and homemade garments were common in this decade. The 'upcycling' of old clothing was done to save a penny.

2. MENSWEAR: Men wore sweaters and sweater vests and extra broad shoulder jackets. Suit pants matched the jackets and the polo shirt came into the fashion scene. The **polo shirt** is a close-fitting casual garment with a placket neckline that typically has two or three buttons, and an optional pocket. The polo shirt was first worn by polo players in the 1920's and became a common choice for the public in the 1930's. Men moved from wearing a hat to a cap and the newsie became popular. The **newsie** is a casual-wear cap similar in style to the flat cap with the body of the newsie being sounder, fuller, and paneled with a button attaching the front to the brim. The hats are called newsies because paperboys who called out the news wore them.

1930's Styles	
Women's Styles	**Men's Styles**
Puff sleeves	Sweaters and sweater vests
Linen dresses	Extra broad shoulders, shoulder pads
Handmade dresses	Trousers with tapered legs
Upcycling of currently owned garments	Suit pants that match the jacket
	The polo shirt
	Flat caps or newsies
	Appearance of the loafer
	Patterned silk socks

D. THE 1940's. At the beginning of the 1940's, the world was once again at war. World War II lasted from 1939 to 1945 and there were few healthy young men who were not involved in the war. With men away the women's clothing adjusted to new workplace responsibilities. Following the war there was much to be celebrated and clothing took on a more casual, fun feel.

1. WOMENSWEAR: Women wore utility dresses. A **utility dress** was a good "work dress" that often did not meet general quality standards of construction; nothing fancy. Women started wearing pants to work in certain fields as they picked up the jobs often taken by men.

2. MENSWEAR: During the war the government rationed fabric and the war board placed a restriction on pockets and tabs in clothing. After the war men were ready to relax and recover from the war. The styles became more casual with casual trousers, loose fitting T-shirts, and the first synthetic fabrics came on the market. Men's pants had a straight hem or a 2-inch cuff that saved fabric. A **zoot suit** is a set of men's garments: a high-waist, wide-leg, tight-cuff, pegged trouser and a long coat with wide lapels and wide padded shoulders. This suit became extremely popular among the Latino, African American, and Italian American populations.

1940's Styles	
Women's Styles	**Men's Styles**
Utility dresses	War board restrictions on pockets and tabs
Pants for work	More casual clothes; first synthetic blends
Gloves	Loose fitting Zoot Suit; loose fitting T-shirts
Women's shoes were often red, white, or blue	Vests were considered wasteful, didn't use
Post war: colorful and feminine, more trim, more modern	Trousers: flat front and single pleat, straight hem of 2-inch cuff
	Pocket squares or handkerchief

E. THE 1950's: The 1950's brought the beginning of the civil rights movement, the Korean Conflict, and the cold war with Russia. The average cost of a new home in the 50's was $8,500 and the average annual wage was $3,200. Fashion had a new fresh look.

   1. WOMENSWEAR: Women dressed in swing skirts, dresses, and coats. Swing was a full cut that 'flew' when women walked, danced. Swing skirts often had petticoats to add extra fullness. Many teens in the 50s wore poodle skirts. A **poodle skirt** is a full felt fabric skirt in a solid color with a chenille poodle dog applique. The perfect accessory to the poodle skirt was the **saddle shoe** (a white oxford with a piece of contrasting-color leather stitched across the instep). The other dress style was the sheath or pencil skirt dress. A **pencil skirt** is a very narrow and straight skirt profile. The other big change in women's fashion was the addition of the **high-waist bikini**, a two-piece swim-suit with a single strap top and a high waist.

   2. MENSWEAR: Men dressed in slim suits and skinny ties and suede worked its way into men's shoes. For casual wear men wore jeans, white T-shirts, bowling shirts, leather and letterman jackets, and thickly framed glasses.

1950's Styles	
Women's Styles	**Men's Styles**
High-waist pants or jeans and capri pants	Slim suits, and skinny ties
High-waist bikini's	Suede footwear and saddle shoes
Poodle skirts	Chunky-framed glasses
Saddle shoes and stiletto's	White T-shirts
Swing coats, dresses, and skirts	Bowling shirts
Cardigan twin sets	Blue jeans
Slim sheath dresses and pencil skirts	Letterman and leather jackets

F. THE 1960's: The 1960's were an age of optimism for some and an age of hatred for others. Civil rights issues were at their height during this decade. Youth tired of old rules and a conservative culture and fashion changed to meet their needs. An economic boom and a feeling of hope, with the Kennedy's in the White House, were part of what drove the 60's fashions.

1. WOMENSWEAR: Jacqueline Bouvier Kennedy (later 'Jackie O') had a tremendous influence on women's fashion in the early 1960's. Her pulled-together suits and pillbox hats are fashion icons. The latter part of the 60's saw shapeless shift dresses, the shorter the better. Miniskirts were popular and the baby doll look was also popular. Lots of gingham and lace and loud pattern dresses and shirts were common. **Go-go boots** are low-heel women's boots, traditionally white vinyl and mid-calf popular in the 60s and 70s. They reappeared in the 90s as part of a general 60's retro fashion revival. **Cat-eye glasses** are eyewear with an upswing at the outer edge of the shape where the temples join the frame. These were popular in the late 50's but when Audrey Hepburn wore a pair in the movie, *Breakfast at Tiffany's*, the trend was reborn in the 1960s.

2. MENSWEAR: Men wore the MAD MEN suit. Trousers were slim or chino style and were often worn with polo shirts. Argyle socks were popular. For some the beatnik (a nod to the 'beat generation' of music) look was popular: black pants and turtleneck. At the close of the 1960's frilly shirts with velvet jackets were the rage for some men.

1960's Styles	
Women's Styles	**Men's Styles**
Mini skirts and dresses with no collar	MAD MEN suits
Gingham, lace and shapeless shift dresses	Ivy league style and polo shirts
Jackie Kennedy influence (suits, pillbox hat)	Chinos or slim trousers
Baby doll look	Argyle socks
White Go-Go boots	Beatnik (understated black pant & turtleneck)
JAX pant, updated capri pant (no waist band)	Outrageous patterns, paisley, flowers
Cat eye glasses (Audrey Hepburn)	Velvet jackets and frilly shirts

G. THE 1970's: In the 1970's fashions and life slowly shifted to a less extreme version of the 60's. However, the Vietnam War was underway and protests to the war were common. The 1970's were witness to several fashion crazes including and Boho. **Boho** is a fashion style that draws on various bohemian and hippy influences. And, both men and women wore bellbottoms. **Bellbottoms** are pants that become wider from the knees down to form a bell-shaped trouser leg.

1. WOMENSWEAR: Women wore crop tops. A **crop top** is a shirt short enough to reveal a few inches of the stomach. Crop tops went well with the bellbottoms.

A wide brim hat often finished the outfit and paisley or plaid prints were common. The wrap dress was made popular by designer Diane von Furstenberg and became a best seller in the 70s. A **wrap dress** is an A-line, V-neck, garment that wraps one side over the other and cinches it with a tie belt. The wrap dress is as fashionable today as in the 70s. Later in the 70s, elephant bells (an even wider flare from the knee to the ankle) were a popular pant style.

2. MENSWEAR: Men had lots of hair and thick moustaches. They wore leather jackets and bright colors with their bellbottoms and sandals. With new synthetic fabrics coming into the market place, the end of the decade saw silky shirts that opened at the neckline and polyester pants. A **leisure suit** is casual garments of pants with a matching jacket in the style of a shirt. Leisure suits were usually made from polyester fabrics, worn in pastel colors, and extremely popular. Bow ties were back in style just in time to set off those leisure suits.

1970's Styles	
Women's Styles	**Men's Styles**
Bellbottoms (flared trousers & elephant bells)	Bellbottoms (flared trousers)
Low-waist pants	Leisure suits (double denim suits)
Crop tops	Bright colors
Wide brim hats	Leather jackets
Plaids and paisley designs	Silky shirts, worn with open neck
Wrap dress	Sandals
Boho and Disco styles	Boho and Disco styles

H. THE 1980's: The 1980's saw the collapse of traditional communism and an end to the cold war: sometimes referred to as an age of creativity in the marketplace. Technology began to have a real impact on the day-to-day lives of all. It was also the decade of doing it big: hair, makeup, and bold colors. **Parachute pants** were tight, shiny garments, with plenty of zippers, made from a fabric similar to that used in actual parachutes. Parachute pants were a unisex trend these made popular by break-dancers who needed a fabric that withstood constant abrasion.

1. WOMENSWEAR: Women's fashion definitely fell into doing it big (big, big): hair, shoulders, and jewelry. Women's clothes had bold style, color, and oversized blazers. Cosmetics were very bold, too with lots of blue eye shadow and glossy lipstick. The movie FLASHDANCE and the Broadway play, A CHORUS LINE, made leggings popular in the 1980s as street wear. In the 80s, **leggings** were shiny nylon-lycra and worn for exercise and dance activities. Some leggings were worn under shear skirls and some leggings were accompanied by leg warmers.

2. MENSWEAR: Men's fashion was forward thinking and the appearance of hip-hop, preppy workout, and rock and styles were popular. **Preppy** is a style similar to a school uniform: a nautical and clean-cut look. **Punk** is a hardcore style recognizable by spiked hair, banded t-shirts, skinny jeans, and CONVERSE shoes. Its style gave a nod to the clothing, hairstyles, cosmetics, and jewelry of the punk subculture. The two looks–preppy and punk–couldn't be more different but both had many followers. Another menswear trend of the 80s was parachute pants.

1980's Styles	
Women's Styles	**Men's Styles**
Parachute pants	Parachute pants
Oversized sunglasses, hair, and jewelry	Loafers, no socks; white sneakers
Jackets and dresses with big shoulder pads	T-shirts under suit jackets (a la Miami Vice)
Bright shiny, colors; bright makeup	Leather jackets with big shoulder pads
Leggings and leg warmers	Preppy and punk looks
Fanny pack	Fanny pack
Brands: Izod, Gap, Guess, Converse k	Brands: *Izod*, *Gap*, *Guess*, *Converse*

I. THE 1990's: The 1990's were the age of anti-fashion. It was a quick return of some vintage styles and, for some, the beginning of a minimalist lifestyle. Fashion bloggers and young hipsters often talked about their small wardrobe. There was a rise of normcore. **Normcore** is a style comprised of a simple mix of normal and hardcore fashion: sometimes considered unstylish. Doc Martens were popular for both men and women. **Doc Martens** are heavy lace-up boots or shoes with an air-cushioned sole. **Grunge** is a style based on the music scene of Pearl Jam, Nirvana, etc.: comfortable, baggy, torn clothes and lots of flannel fabrics. Both men and women embraced the thrift store grunge style.

1. WOMENSWEAR: Hip hugger jeans made a short comeback along with crop tops and chokers. Thin was in and the slip dress showed off that figure. Punk style returned along with grunge style. Platform shoes were popular, again. **Platforms** are shoes, boots, or sandals with an obvious 1- to 4-inch thick sole. Some shoes stretched the line and had even a higher heel in a platform

2. MENSWEAR: Men returned to wearing Chuck Taylors. **Chuck Taylors** (or Chuck Taylor All-Stars) is the name of CONVERSE's high top athletic shoe: historically their basketball shoe. They were worn with jeans and T-shirts and denim jackets. Men also wore platform shoes for a short period of time.

1990's Styles	
Women's Styles	**Men's Styles**
Punk and grunge style	Punk and grunge style
Plaids, ripped jeans, oversized shirts	Plaids, ripped jeans, oversized shirts
Hip hugger jeans	Spiked hair
Slip dresses, floral dresses	Denim and bomber jackets
Skirts over pants	Doc Martens
Pleated mini skirts	Chuck Taylors
Doc Martens and platform shoes	Platform shoes

J. THE 2000's (2000 to 2009): From 2000 to 2009 the U.S. was in mourning for the loss of life on 9/11 and the war on terrorism was launched. Hurricane Katrina arrived in 2006 and Barack Obama became the first African-American President in 2008. As much as the world had a busy decade, fashion did, too. Yoga pants and tracksuits were common as casual wear. Velour tracksuits were popular for both male and females. UGG boots were everywhere. Many styles were tried and some the greatest fashion learning was 'what not to wear.'

1. WOMENSWEAR: During this decade leggings became a permanent piece of woman's wear and their use continues today. **UGG boots** are a sheepskin shoe from Austria with a decidedly female following. Other casual staples included velour tracksuits and capri pants. A **velour tracksuit** is a pair of sweat pants with full-zip sweatshirt jacket. **Capri pants** are close fitting, calf-length, tapered trousers usually worn by women and girls.

2. MENSWEAR: Men wore wearing cargo pants and white sneakers. **Cargo pants** are loose fitting slacks with large patch pockets on the thighs and seemed to monopolize the trouser scene. Some cargo pants appeared to have more pockets than pants and some even came with a Velcro strip so that the lower pant leg could be removed and become shorts. White NIKE Air Force One sneakers, a low-top show, were popular and remain so today. Men also wore distressed jeans, velour tracksuits, T-shirts, and turtlenecks. When it came to suits or formal dress a basic black suit was a must.

2000 to 2009 Styles	
Women's Styles	**Men's Styles**
Ugg boots	Cargo pants and distressed blue jeans
Velour tracksuits	White Air Force One sneakers
Leggings	Velour tracksuits

2000 to 2009 Styles	
Women's Styles	**Men's Styles**
Leggings	Soul Patch, facial hair
Puffy jackets	Turtleneck with jacket
Crop tops	T-shirts
Capri pants	Belts with rows of studs
Statement jewelry	*Livestrong* bracelets
	Basic black suits

K. NOW (2010 to present): This decade has been affected by baby boomer retirements and more millennials in the workforce. Many people report feelings of negativity in all parts of life. The cause of this 'feeling' is not clear except that individuals report being unsettled. Technology and social media are on the forefront and constantly changing and constantly influencing society. Everything is global and anything that happens is known worldwide in a matter of minutes. Technology has also influenced our fashion more than in past decades. Fashion influencers, bloggers, and celebrities have influenced clothing choices in this decade more than have designers and runways. Fast fashion is garments offered for sale in retail outlets were recently on a fashion runway and were quickly and inexpensively produced for sale to the public. Fast fashion is the type of clothing one buys, wears a few time, it wears out, and then it's tossed. The volume of fast fashion disposed of each year is growing.

1. WOMENSWEAR: Dresses find a place in fashion again. Women are wearing dresses with leggings and tights underneath. Vintage fashion is very trendy right now. **Vintage** is any clothing style worn in a previous era/decade. Today, women are mixing vintage with new garments to complete a 'look.' Currently, high-waist pants are making a comeback and puffer coat gowns are seen on the runway. Jumpsuits are also making a comeback for work and for play.

2. MENSWEAR: Men are wearing linen suits and neutral colors. Leather loafers and a good leather man bag are popular. Casual wear staples are bright bold striped or printed shirts worn over a plain T-shirt. Pastel colors and tonal beige outfits are in, and once again men are wearing pink. Today the fashion world is digital: it sees a little of everything everyday. Style is more about how one wears a garment than what they wear.

2010 to Present Styles	
Women's Styles	**Men's Styles**
Fast fashion	Fast fashion
Dresses	Linen suits
Vintage style	Bold striped or print shirts over a T-shirt
Puffer coat gowns	Anything vintage 90's
High-waist pants	Leather clutch man bag
Scarves	Woven brown leather loafers
Return of blazer jackets	Pastel palettes, tonal beige outfits
Jumpsuits	Straw boater hats

Teaching Strategy: *Many techniques can be used to help students master this objective. Use VM–B through VM–L to illustrate fashion across 10 decades. As fashion history continues to repeat itself, it's important to recognize styles when they return. Divide your class into 10 teams. Assign a decade of fashion to each team and provide them with a poster or large piece of paper. Have students complete their poster with the fashion looks of that decade: women and men, clothing, accessories, grooming, and hair. Display the posters and conduct a 'gallery walk' allowing all students time to wander and absorb each decade's distinctive styles. Lead a whole class discussion to interpret which looks/styles reappear over the decades and which looks the students would like to see return today. [NOTE: This activity helps cement students' awareness and recall of the history of fashion and how that history affects what we wear today.] Assign LS–A.*

Objective 2: Analyze how fashion trends are set.

Anticipated Problem: Who sets fashion trends? How do technology and social media affect fashion trends? How does fast fashion affect trending styles?

II. Fashion trends–popular garment pieces and styling patterns–change regularly. For years fashion trends were set from the top down by the major fashion houses; typically located in Paris, London, Milan, and New York. A **fashion house** is a company that creates high-fashion garments and often one-of-a-kind garments: Louis Vuitton, Gucci, Chanel, etc. Fashion houses and designers set the fashion with their runway collections. Collections are released at the runway and then delivered to major stores approximately six months after the collections are released. It was then, after the collections are released, that the "copy cat" designers would start production and design garments similar to those the top designers showed. Traditionally, to produce a similar design to that of the runway fashion for sale to the general public took a great deal of time; so the designer's styles slowly moved to the general public. Because the

process was slow, it became more and more important for the retail houses to get runway fashion to the consumer quickly.

A. TRADITIONAL FASHION TIMELINE: The spread of new designs typically came from the fashion houses to the designer sections of exclusive stores, to exclusive fashion magazine, and be worn by celebrities. Then, the designs would be copied and sold to the general public. This had been the path used by the fashion world for years. For example, a person who could not afford the designer fashions might go to Marshall Fields, Lord and Taylor, or Bloomingdale's, take the elevator to the designer floor to admire the new spring collection. That same person could go home and draw their own similar pattern or they could hope that very soon *McCall's* or *Simplicity Patterns* would have created a pattern with similar lines and styling. Creating a fashion runway look took time. For example, crop pants could have been all the rage in the early 80's in California and a young teen in midwestern Illinois would have no idea what they were until the garments slowly moved into retailers in the midwest two years later. Today's social media, computer, and telephone capabilities put the entire world of fashion in everyone's hand almost simultaneously.

B. FAST FASHION TIMELINE: **Fast fashion** is a term for inexpensive clothing produced rapidly in order to move the design from the catwalk to mass-market retailers quickly. It is the fashion world's biggest change to the process of setting fashion trends. Trending styles now reach the public almost as soon as the designers release their new line. When choosing to make a fashion purchase there is always the question of whether the piece will be usable in the future or is a short-term and trendy purchase. The general public greatly impacts fashion trends.

1. The focus of fast fashion is to optimize aspects of the supply chain to ensure trends can be made inexpensively and quickly available to mainstream con-sumers.

2. Examples of the quickly growing list of fast fashion retailers include:
   a. *H&M*
   b. *Zara*
   c. *Topshop*
   d. *Boohoo*
   e. *Forever 21*

C. SETTING FASHION TRENDS: Today companies like WGSN (World Global Style Network), provide data, analytics, and insights to companies seeking to stay ahead of the curve across a broad range of industries. WGSN is the most successful fashion trend forecasting group and many companies pay large sums of money to use their data.

1. A **fashion forecaster** is a person who studies social, cultural, and political changes globally in order to predict future fashion trends. Fashion forecasters set trends up to ten years in advance including predictions for: colors, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, street styles, and other runway trends. Although fashion houses still design for the runway, there is a clear daily impact from bloggers and celebrities on social

media. Fashion ideas are gleaned from current music, films, subcultures, and street styles concurrently with runway shows. Before the designers produce a new collection, the fast fashion stores are already adjusting their designs. Today a fashion cycle in the fast fashion industries only takes 13 to 22 days.

2. Social media and celebrities impact the setting of fashion trends. Because fashion relies less on the top designers and houses, and more on social media and technology, the influence exerted by DIY and pop-up designers are regularly accepted. A designer may start a new trend by designing a popular item for sale on ETSY. Celebrities may choose to wear a start-up designer's garment or accessory, be photographed in it, and within 24 hours the whole world is influenced by that designer's style. For example:

   a. When First Lady Michelle Obama chose a new designer for the 2008 inaugural ball, the whole world took note.

   b. When Kate Middleton or Meghan Markel buy and wear a dress from a fast fashion store, within days that design is sold out worldwide.

3. A **lookbook** is a set of photographs that portray the new line for buyers and for marketing purposes. Collections are released 6 months in advance for the Spring/Summer and the Fall/Winter collections. Forecasters, sample fashion data, and lookbook collections set today's biyearly collections. Fast fashion clothing collections are based on the most recent fashion trends presented at the spring and fall Fashion Weeks.

4. **Fashion Week** is a seven-day event created for designer's to introduce and promote their products through various venues including runway shows. The primary Fashion Week events are held in New York, London, Milan, and Paris. The events happen twice a year and are a way for designers to introduce their new line of clothing or accessories. The press and buyers are invited along with special guests. The trends that are introduced at the shows influence other designers and are used by companies to produce products for their stores.

5. A **fashion show** is an event hosted by a fashion designer to debut a new line of clothing and accessories. Typically, designer fashion shows are seasonal, especially Spring/Summer and Fall/Winter. They are used to promote clothing and accessories for luxury brands like *CHANEL*, fast fashion brands like *H&M*, shopping mall retailers, and high school sewing classes. Buyers who attend the fashion show decide what to stock in their boutiques, stores, and online venues. Fashion shows are no longer so private and today they are offered to everyone once the buying is done, often via live streaming. Today online influencers and bloggers, along with celebrities, have the power to make or break the new designs. At this point, fabrics are sourced and fast fashion stores get their adaptions into stores in 14 to 22 days. Top fast fashion marketers now have in-house designers on staff to accelerate the timeline for this new, quick fashion.

6. Fashion magazines and magazine websites are a way the general public stays current with fashion trends and styles. Magazine sources rely on fashion bloggers, fashion influencers, watch street style trends, and pay attention to what others are wearing online and in life. If a person wants to stay current

they should be open to trying something different, analyzing the look, and keeping age and body types in mind when choosing new trends. Shoppers can also try shopping apps that choose the styles for an individual.

7. A *fashion blogger* is a writer who covers many elements of a style or look including: specific items or clothing, accessories, beauty tips, trends in various apparel markets, celebrity fashion choices, and street fashion. Fashion bloggers were a main source of influence in the early part of this decade.

8. A *fashion influencer* is a person who uses a variety media forms–FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE, and bloggers–to share their fashion insights and recommendations. The fashion influencer, and in particular the use of INSTAGRAM, has quickly moved to the forefront of swaying fashion choices today. The people influencing the trends are changing almost as fast as the fashion changes.

9. *Wearable technology* is a blanket term for electronics that can be worn on the body, either as an accessory or as part of the clothing's fabric. Wearable technology is already in use in today's clothing and accessories. For example:
   a. Watches that text and send and receive email
   b. Hats with blue tooth
   c. Underwear that provides exact measurements to ensure the perfect pair of jeans can be made
   d. Boots and gloves installed with warmers
   e. Clothing that changes color to show moods and feelings

Teaching Strategy: *Many techniques can be used to help students master this objective. Use VM–M and VM–N to review some elements of fashion trendsetting. How fashion trends are set is an area of the industry that has changed dramatically in the last 10 to 20 years. If you ask a teen girl to name her favorite fashion blogger, most will answer quickly. Other age groups may not be as quick to name a blogger. Lead a class discussion about who/what your students (girls and boys) think sets their fashion trends: bloggers, influencers, celebrities, other peers, sports figures, etc. Assign LS–B.*

■ **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle. If a textbook is being used, questions at the ends of chapters may also be included in the Review/Summary.

■ **Application.** Use the included visual master(s) and lab sheet(s) to apply the information presented in the lesson.

■ **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

■ Answers to Sample Test:

Part One: Matching

1. g
2. j
3. i
4. b
5. e
6. d
7. c
8. f
9. q
10. h

Part Two: True/False

1. T
2. F
3. T
4. T
5. F
6. T

Part Three: Short Answer

1. A trend is a fashion style that is popular at a specific point in time that gradually changes over an extended time.
2. A fashion blogger is a writer who covers many elements of a style or look including: specific items or clothing, accessories, beauty tips, trends in various apparel markets, celebrity fashion choices, and street fashion. A fashion influencer is a person who uses a variety media forms–FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE, and bloggers–to share their fashion insights and recommendations. Those influencing the trends are changing almost as fast as the fashion changes.

Name _____

Fashion: Styles and Trends

▶ **Part One: Matching**

Instructions: **Match the term with the correct definition.**

a. Chuck Taylors
b. cloche hats
c. Doc Martens
d. fashion
e. fashion house

f. fast fashion
g. grunge style
h. lookbook
i. preppy
j. punk

_____1. A style based on the music scene of Pearl Jam, Nirvana, etc.: comfortable, baggy, torn clothes and lots of flannel fabrics.

_____2. A hardcore style recognizable by spiked hair, banded t-shirts, skinny jeans, and CONVERSE shoes

_____3. A style similar to a school uniform: a nautical and clean-cut look

_____4. A close fitting, bell-shaped cap with a deep crown and narrow brim

_____5. A company that creates high-fashion garments and often one-of-a-kind garments: Louis Vuitton, Gucci, Chanel, etc.

_____6. A popular trend of a particular style or practice of clothing, footwear, accessories, or other forms of adornment at a given time

_____7. Heavy lace-up boots or shoes with an air-cushioned sole

_____8. A term used to indicate the style of the garment offered for sale was recently on a fashion runway and was quickly and inexpensively produced for retail outlets

_____9. The name of CONVERSE's high top athletic shoe

____10. A set of photographs that portray the new line for buyers and for marketing purposes

▶ Part Two: True/False

Instructions: **Write *T* for true or *F* for false.**

_____1. Historically fashion trends were predicted from the top down: fashion house to consumer.

_____2. The flapper dress was popular in the 1950's

_____3. When it comes to fashion, everything eventually comes back in style.

_____4. Bellbottoms hit their peak trendiness in the early 1970's.

_____5. Velour tracksuits make their first appearance in the 1940's

_____6. Typically, fashion styles repeated about every 20 years.

▶ Part Three Short Answer

Instructions: **Answer the following.**
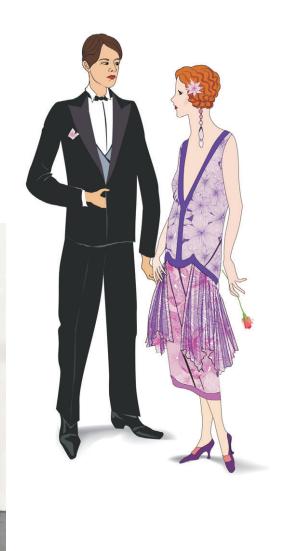
1. Describe a fashion trend.

2. How do social media bloggers and influencers affect today's fashion trends?

FASHION: 1920S, 1930S, AND 1940S

A night on the town in 1920s, 1930s, and 1940s! What distinguishes one decade from the other two?

THE 1920'S CLOCHE HAT

A cloche hat is a close fitting, bell-shaped cap with a deep crown and narrow brim. The 1920's cloche hat trend is reinterpreted today.
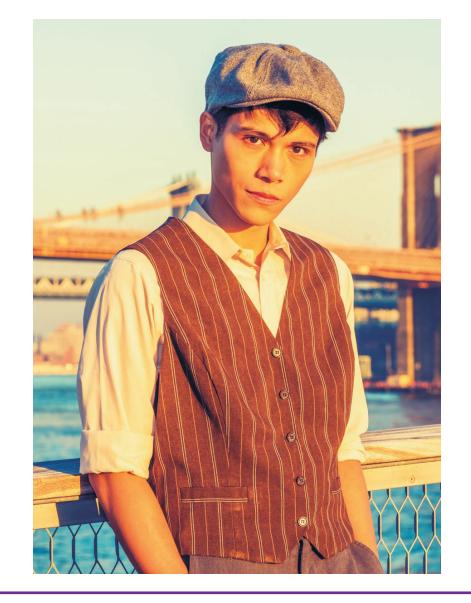
SPATS

Spats (short for spatterdashes) are spatter guards that protect the instep and ankle from splashes. This is women's sportswear fashion designer Jean Patou wearing spats. Would you wear spats if they were in style today?
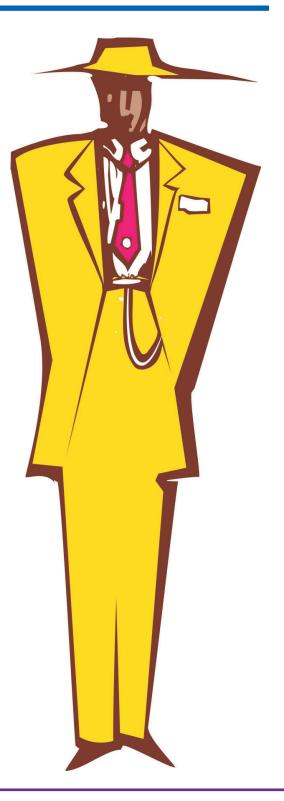
THE 1930'S NEWSIE HAT

The newsie is a casual-wear cap similar in style to the flat cap with the body of the newsie being sounder, fuller, and paneled with a button attaching the front to the brim. The hats are called newsies because paperboys who called out the news wore them.

THE 1940'S ZOOT SUIT

A zoot suit is a set of men's garments: a high-waist, wide-leg, tight-cuff, pegged trouser and a long coat with wide lapels and wide padded shoulders. This style was trendy in the 1940s.

1950'S POODLE SKIRTS AND SADDLE SHOES

Many girls in the 50s wore poodle skirts. A poodle skirt is a full felt fabric garment in a solid color with a chenille poodle dog applique. Petticoats were often added for more fullness. The perfect accessory to the poodle skirt was the saddle shoe.

(Image courtesy Wikipedia at https://commons.wikimedia.org/wiki/File:Girl_wearing_poodle_skirt.jpg)

1960'S GO-GO BOOTS

Go-go boots are low-heel women's boots, traditionally white vinyl and mid-calf popular in the 60s and 70s. Go-go boots were part of the 60's dance culture and were often paired with a boldly patterned mini dress or skirt. They reappeared in the 90s as part of a general revival of 60's fashion.

THE 1960'S BEATLE LOOK

The Beatles look was very popular in the 1960's. What 1960's styles, trends, and grooming do you spot in this image of The Beatles arriving at JFK International Airport on February 7, 1964 for their first U.S. tour?

(Image courtesy Wikipedia at https://commons.wikimedia.org/wiki/File:The_Beatles_in_America.JPG)
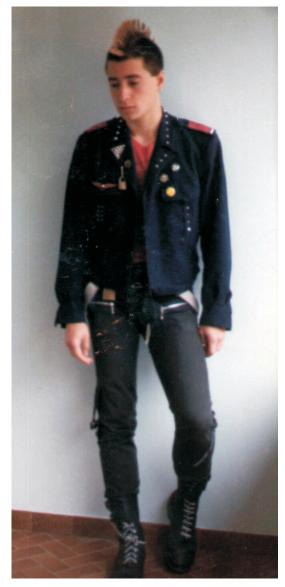
1970'S DISCO STYLE

Men's disco wear was of two types: a tailored suit with open-neck shirt or a loud shirt and contrasting bellbottom pants. Both men and women wore bellbottom pants and platform shoes. Which of these styles and trends made recent returns to today's fashion?

1980'S PUNK AND HAIR

The 1980s were an era of excesses. Men's fashion was forward thinking and the appearance of hip-hop, preppy workout, and rock and punk styles were popular. Punk is a hardcore style with spiked hair, banded t-shirts, skinny jeans, and CONVERSE shoes. Both men and women wore big hair: pictured here is Tom Bailey of the *Thompson Twins*.

(Images courtesy Wikipedia at https://commons.wikimedia.org/wiki/File:Paris-punk-luigi-1981.jpg and https://commons.wikimedia.org/wiki/File:Thompson-twins-tom2.jpg)

TODAY: STREET STYLE

The look on the street in 2019 was influenced by the Athleisure trends of leggings and windbreakers and by luxury footwear.

(Image courtesy Wikipedia at https://commons.wikimedia.org/wiki/File:Athleisure-wear.jpg)

TODAY: FAST FASHION

Fast fashion is a term used to indicate the style of the garment offered for sale was recently on a fashion runway and was quickly and inexpensively produced for retail outlets. Other than *H&M*, what is another fast fashion retailer?

(Image courtesy Wikipedia at https://commons.wikimedia.org/wiki/File:H%26MdowntownMontreal.jpg

FASHION BLOGGERS AND INFLUENCERS

A fashion blogger is a writer who covers many elements of a style or look including: specific items or clothing, accessories, beauty tips, trends in various apparel markets, celebrity fashion choices, and street fashion. A fashion influencer is a person who uses a variety media forms—FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE, and bloggers—to share their fashion insights and recommendations. Those influencing the trends are changing almost as fast as the fashion changes.

WEARABLE TECHNOLOGY

Wearable technology is a blanket term for electronics that can be worn on the body, either as an accessory or as part of the clothing's fabric. Wearable technology is already in use in today's clothing and accessories as pictured here. What other wearable technology can you name?

Name _____

Sketch a New Fashion Inspired By Decade Lines

Purpose

The purpose of this activity is to sketch a design for a new garment that incorporates lines from a fashion decade.

Objectives

1. Select a decade and style lines for a new fashion design.

2. Design a current fashion based on the style lines selected.

Materials

♦ lab sheet

♦ class notes

♦ device with Internet access

♦ fashion magazines

♦ 8½ × 11-inch drawing paper

♦ sketching supplies (pencils, erasers)

♦ coloring materials (markers, colored pencils, etc.)

Procedure

1. SELECT. Choose the fashion decade from which you will pull two shape lines for a new fashion look. Study the designs of this decade; become familiar with the lines and how they were used. List the two lines you will add to your design. (e.g., pant length, pant width, collar, sleeve, shoulder, etc.)

2. SKETCH. Sketch your new design that includes your new interpretation of the historic lines. Make several sketches until you are pleased with the new design. (NOTE: Make a few copies of your sketch to accommodate the remaining tasks in this lab.)

3. LABEL. On the sketch, draw an arrow and label each of the historic design lines you added.

4. ADD COLOR. Color your design. (Here is where you might need extra sketch copies in order to adjust or redo color combinations.)

5. DESCRIBE. Write your name on the front of the design in the lower right hand corner. Then, write a paragraph answering the following questions:

   a. What caused you to choose that decade?
   b. Why did you choose the two historic styles or lines?
   c. What do you like most about your sketched design?
   d. What makes the two style lines chose work for today's fashion.

6. Turn your completed sketch and description in to your instructor.

Name _____

How Do Fashion Apps Influence Fashion Trends?

Purpose

The purpose of this activity is to explore how fashion apps influence fashion trends.

Objectives

1. Explore the options on INSTAGRAM and BRANDI.D.
2. Identify fashion influencers, bloggers, forecasters, and trends on each app.

Materials

♦ lab sheet
♦ class notes
♦ mobile phone or device with Internet access

Procedure

1. Use your mobile phone to access INSTAGRAM and BRANDI.D. and search for:

   a. Fashion influencers
   b. Fashion bloggers
   c. Fashion trends and trims for the current year

2. Write a summary of your INSTAGRAM research, specifically:

   a. Summarize the information as if you are an individual very "in to" the latest fashion trends and trying to stay current on those latest trends. Who/what are the fashion bloggers, influencers, forecasters, and trends on the app? How do your mobile phone and the INSTAGRAM app serve as a resource to you?

b. List the steps that would make INSTAGRAM easier to use and more convenient for you. (For example: Make a list of your favorites and follow them individually. List those steps.)

c. Describe the focus of BRANDI.D. What makes it a unique site versus INSTAGRAM? Who/what are the fashion bloggers, influencers, forecasters, and trends on the app? How do your mobile phone and the INSTAGRAM app serve as a resource to you? What does it offer that you like?

d. Find other sites/apps that would be better for you and your budget. List those sites here.

3. Place your name on the paper. Share insights with your peers in a class discussion.

4. Turn in your lab sheet paper in to your instructor.