



Threads Crossing the Warp

MODULE 7

FASHION

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ΧΑΡΟΚΟΠΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ
HAROKOPIO UNIVERSITY



..... Fashion



Fashion is a unique, significant trait of the HUMAN BEING... It is the ACT of GETTING DRESSED and EMBELLISH oneself *



FASHION is a true force of the human being and is always changing.

FASHION influences our daily life...How?...

The first was the coat that covered the body which later became an accessory that seduced and that finally became today's FASHION that characterizes and dominates us socially and personally

* CARAGEA 1999, 9

What is Fashion? Terminology



The GARMENT is a generic term used to define a clothing object.

We can find, in all languages, slightly different terms but with similar meanings for words that define at the same time a simple piece of cloth or one that has a special purpose, a piece of clothing, a coat to wear or used to cover, a distinctive costume used for different professions or cults, rags, or textiles in general.

CLOTHING represents all the objects used to cover the human body (except footwear) meaning attire, clothes, robes.



What is Fashion? Terminology

The term **SUIT/ COSTUME**

Represents all the clothing items, such as jackets and skirts/trousers;

A type of clothing typical to a certain period, country, region, social group or an attire worn to render the image characteristic for certain occasions, holidays, historical periods, persons or places.



People wearing an Arab suit



Women in a traditional Japanese costume



Ski
Costume



Santa Clause



Ninja costume



Halloween costume

What is Fashion? Terminology

CLOTHING

greatly evolved along history thanks to the emergence and usage of different textiles, different color schemes and accessories used but mostly due to the overlapping and display of materials tied in different manners which led to a differentiation in shapes.



Today CLOTHING is a field of creation.

What is fashion?

How/ Where/ When/ Why or What determined the human need for clothing?

... Certainly the first clothing pieces were made of leaves, raffia, skins, furs and other materials found in nature which were attached to the body in the simplest way possible by wrapping and wounding.

... The clothing objects have evolved once tools and stitching, sewing and weaving techniques appeared and were perfected.

1.



2.



3.



1. Şorţ din piele, Africa centrală, mijlocul secolului XIX. Colecţia exotică, Muzeul ASTRA, România.
2. Şorţ din rafie, Oceania de Sud, mijlocul secolului XIX. Colecţia Meliska, Muzeul ASTRA, România.
3. Brâu din papură, Indonezia, mijlocul secolului XIX. Colecţia Breckner, Muzeul ASTRA, România.



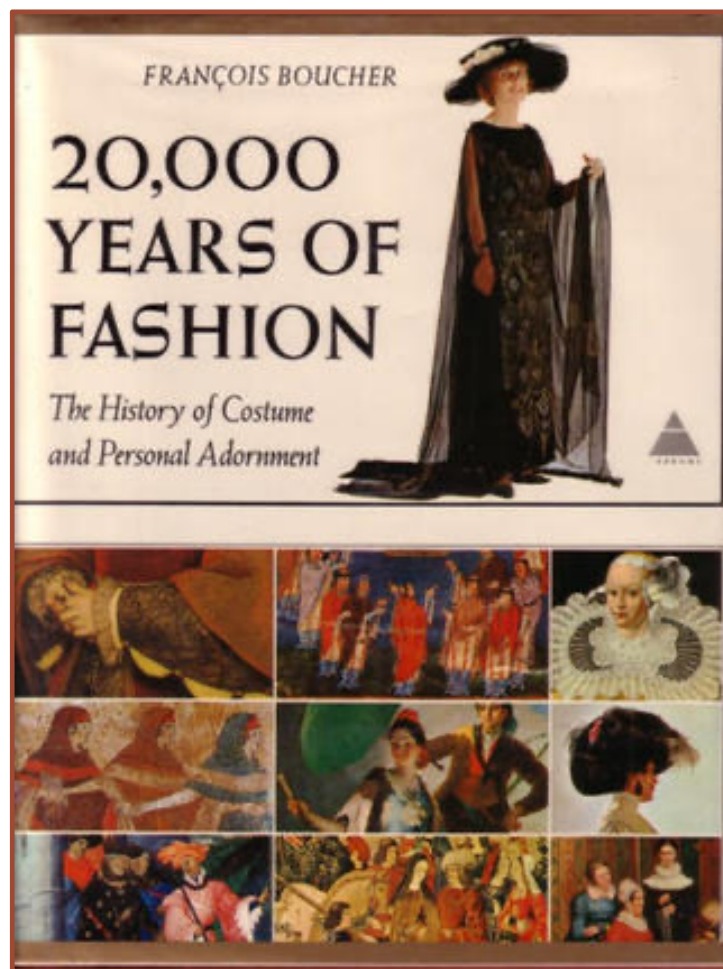
Embellishments: collars, belts, footwear, head gear, cuffs were added to the primal shapes:

triangular, rectangular and cylindrical.

Gradually, specific types of clothing for women, men and children were created in accordance with the seasonal changes or for the social events that take place in our life.

The tailored clothing, adapted to the body was the one that generated in time more and more shapes.

François BOUCHER* identifies three phases of the evolution of clothing:



The 1st Phase (Prehistory – Middle Ages) when the human being was forced to make successive alterations to its clothes to adapt to the progress that surrounded him. The national traits were not defined; it is mostly a uniform for social classes, being mostly defined by the adjectives: long, light, wide and drape

The 2nd Phase (14th – 19th century) the costume receives personal and later national traits and is dependent on the political and commercial factor. During this phase each nation creates its national costume adapted by each individual to its own personality. Now we can talk about a civilian suit.

The 3rd Phase (middle of the 19th century – today) is dominated by the impersonal and international aspect of clothing objects under the influence of the industrial mass production, European worldwide expansion, and of the emergence of new genres such as HAUTE COUTURE and READY TO WEAR.

*François Boucher, *20.000 yeas of fashion. The history of costume and personal adornment*, Harry N. Abrams, INC. Publishers, New York, 1967, p. 13-14.

Surse: <https://www.goodreads.com/book/show/2770845-20-000-years-of-fashion> (accesat 31 martie 2021)

A short history of Fashion/ PREHISTORY

- Period traits: in the beginning the human being was a gatherer and hunter, he found shelter in caves (the Paleolithic Era); later he becomes farmer and animal breeder, starts the first technical revolution and the first settlements of the newly formed communities appear, which will later evolve in the great Eastern Civilizations, the art of spinning, weaving and painting is redefined, the cloth cut for making clothing objects appears (the Neolithic); later on, the human being discovers metal and smelting; the transport and commerce will be developed (Bronze Age); new metals such as iron appear, the society becomes patriarchal and the written history appears (Iron Age).



A short history of Fashion/ PREHISTORY

- Archeological discoveries: tools made of flint, hammers without handles; skin scrapers; bone needles; accessories made of shells, bones, etc.; cave or tomb drawings; anthropomorphous statues; ceramic prints; stone/bronze statues; etc.; clothes and accessories that have travelled along the commercial routes used during the Bronze and Iron Age. The first textile fragments date since before 7500 BC.



Graphic representation of an anthropomorphic statuette discovered in Hotărani, Romania. Vădastra II Culture, cca. 5500 -4500 B.C. After Comșa 1995, fig. 78.



Tools. Surse: http://www.enciclopedia-dacica.ro/imagini-site/1_01.jpg (accesat 31 martie 2021)

A short history of Fashion/ PREHISTORY

Clothes discovered
inside a tomb in
Egtved, Denmark.
The beginning of the
Bronze Age.
The National
Museum of Denmark.



- Natural sources: leaves, bark, raffia, plants, animal skins, hair, fur, bones which were all perishable materials.
- The „clothes” at first were extremely rudimentary, consisting of textile shreds wrapped or wound around a body part, but later on, the weaved cloth was cut and adjusted to the body shape thus creating, through sewing, clothes of different structures and even designs.

A short history of Fashion/ ANTIQUITY

- source: archeological; art; written
- Clothing becomes more and more elaborate and adorned
- The great Egyptian, Greek, Roman, Byzantine, Chinese, Japanese civilizations present and develop traditional, often rich, clothes with mutual influence. Fashion becomes an art*
- Fashion used to change with great difficulty, usually people wore the same style of clothing during their life**



Funeral ceramic slate. Dating: approx. 520–510 BC., Attica, Greece.

Surse: <https://www.metmuseum.org/art/collection/search/254801>

(accesat 11 martie 2021)

* Grau, 2002, 16

**Boucher, 1976, 86

A short history of Fashion/ ANTIQUITY

For example the **Classical Greek attire** was based on the principal of draping, characterized by overlapping large rectangular or oval pieces of cloth in a folded crescent style, tied (with the help of fibulae) or fixed with a belt around the waist, according to a predefined design.

The statue of Demosthenes who is wearing a draped himation. Dating: 280 BC. Vatican Museum.



Among the basic men clothes, we can name the *Chiton* (a rectangular wool textile), a tunic (which could be tied on the left shoulder thus leaving the arm uncovered, or on both shoulders); a cloak called *Himation* (made of a single large piece of cloth wrapped around the waist, without any ties). For women we can name the *Peplos* which was a rectangular shawl pinned with a fibula or decorative brooch over one shoulder leaving one part open.



The statue of the Goddess Athena wearing a peplos with an aegis draped over the shoulders and a cloak. The Louvre Museum.

A short history of Fashion/ ANTIQUITY

Variations of Greek attire



A short history of Fashion/ ANTIQUITY

Period's trait: the draping principle



Sumerian Costume. Iddin-El, Shakkanakku's Statue (ruler). Ishtar Temple in Mari. Dating: 2090 BC. Louvre Museum.



Stela of Tarhunpiyas. Neo-Hittites period. The end of the 7th century BC. Louvre Museum.



Sculpture of Akhenaton and Nefertiti. Dating after 1345 BC. Louvre Museum.



Statue of a woman wearing a „kaunakes”, called „The Bactrian Princess”. South-West Asia. Dating: the end of 3rd - beginning of the 2nd millennium BC.

A short history of Fashion/ ANTIQUITY

Period's trait: the draping principle



Drawing: an Assyrian king wearing a fringed shawl on top of a belted tunic



Antique Persian costume



Drawing: an Elam woman wearing a Babylonian draped dress that is also reminiscent of the Indian Sari

Source: <http://www.kendallredburn.com/images>;

http://www.cbseacademic.nic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf (accesat 21 martie 2021)

A short history of Fashion/ ANTIQUITY

The Classical Roman attire visibly reflects the formal social distinctions both between the Roman citizens and between natives and foreigners in a state very well organized and with a clear system of rules.



Drawing: the Roman *Palla*

Made of wool, cotton, silk, richly adorned and decorated with fringes, stripes or inlays, the Roman attire was also characterized by draping. Along side the Greek attire, it was an inspirational source for the West during different periods.

In general the Roman civilian attire is classified in two categories: those wrapped around the body, made of a large folded lengthwise square or rectangular textile folded lengthwise and tied on the shoulders with a fibula (the *toga* for men and *palla* for women) and the clothing drawn over the head (*Pannus* for women).



Drawing: the Roman *Toga*

A short history of Fashion/ ANTIQUITY

Variations of the Roman attire



A short history of Fashion/ ANTIQUITY

Anglo-Saxon
and Celtic
costumes



Germanic
Costumes



Eastern
Europe
Costumes



A short history of Fashion/ ANTIQUITY

The history of fashion is directly dependent on the history of nations, being it social, political or religious. It was always influenced by wars, conquests and dominions, by political and social changes, by the religious activities and events, especially after the embrace of Christianity and the divide of the Roman Empire in the Western Roman Empire and the Eastern Roman Empire (the Byzantine Empire).



Christians

A short history of Fashion/ THE MIDDLE AGES

- Depending on the continent, the specialists place this period between 200-600 (for its beginning) and 1500-1700 (ending)
- The major historical events that influenced greatly the clothing habits and the emergence of fashion:
 - ✓ The fall of the major classical civilizations such as the Mongol Empire, the Western Roman Empire, the Gupta Empire and the Sassanid Empire between the 3rd and 6th centuries;
 - ✓ The great invasions of the migratory people that influenced Both Europe and Asia (Vandals, Alans, Huns, Burgundians, Visigoths, Ostrogoth, Franks etc.);



The Huns fighting with the Alans. A print made in 1870 after a drawing by Johann Nepomuk Geiger (1805-1880).

A short history of Fashion/ THE MIDDLE AGES

- ✓ The emergence and development of the Byzantine and Carolingian Empires;
- ✓ The development of the Western European civilization;
- ✓ The great crusades and the emergence of three great religions: Christianity, Islam and Buddhism;
- ✓ The development of commercial activities and mostly of transport; the Hanseatic league or the first political and economical union that gathered almost 300 market towns from the North-Western part of Europe starting with the 12th century and up until the middle of the 17th century;
- ✓ The exploration of the New World in the 16th and 17th centuries;
- ✓ The technological progress and the emergence of manufactories and industries;
- ✓ The emergence of a new spirit (humanism or the interest for the lay art and for the self) and of new developing social classes (merchants and craftspeople);



The Novgorod Market, by Apollinarij Vasnetsov,
1908-1909, Perm Art Museum.



Engraving presenting common people, after
Albrecht Dürer, 1511

The suit/Costume:

- New documentary sources: the collections of engravings, paintings, tapestries, written documents, archeological discoveries, miniatures, bas-reliefs, and dolls dressed according to the fashion of those years, etc.;
- Characterized by length (for both genres);
- A more elaborate design obtained by combining lines, colors and ornaments;
- Elegance and harmony; opulence;



Portrait of Sir Walter Raleigh and
son, unknown author, 1590

A short history of Fashion/ THE MIDDLE AGES

- The classical style is influenced by the fashion of the new migrant people and later by the new indigenous people found in the Americas – the tailored and sewn clothes of the migrants lead to the emergence of the Western suit; new materials brought from the New World;
- The evolution of fashion is strongly influenced by the political life, by the grand sovereign courts of today's Europe and by the important noble families. It was characterized by luxury, richness, fine materials, vividly colored, gold and silver embroidery, lacing etc.. This leads to a unity in European fashion modified by influences coming from: Italy, France and Burgundy, England and Spain.



French costume 1550-1600



Spanish costume 1500-1600

A short history of Fashion/ THE MIDDLE AGES



Doctor of Law, after Francisco de Zurbarán, 1635

- There is an increase in the number of clothing pieces, the costume is divided: we can see the emergence of clothes worn only by doctors, surgeons, students or master degree students
- The simplest clothing type and the one that suffers the fewest changes is the one of peasants and workers while the ones worn by the middle class is under permanent constraint
- Laws that regulate the right of certain social classes considered inferior to wear a certain clothing object/ footwear/ accessory, to use a certain color, pattern or material



A doctor during the bubonic plague, after the engraving Doctor "Doktor Schnabel von Rom", 1656

A short history of Fashion/ THE MIDDLE AGES

- The art and architectural styles specific to the Middle Ages, the Romanesque (the main piece is still the tunic) and Gothic (new clothing objects adjusted to the body shape appear) are very visible in the evolution of clothing*
- The short suit appeared in the 14th century and it changed continuously until the 16th century;
- The creation in Italy, of the open-front suit which will become one of the traits of the modern dress;
- The first artists considered by the specialized industry as the first fashion designers, start creating clothes: Pisanello, Pollainollo, Jacopo Bellini
- The specialized literature states that from the middle of the 15th century there is a clear difference between the men suit (short and body fitted) and the women suit (long, wavy)



Italian costume 1500-1600

*The Romanesque style appears in the 9th century and survives until the 13th century. It is developed only in the Catholic area and is a religious art. It appears in France and Italy and spreads towards Transylvania. The Gothic style appears in Western Europe in the 12th century and it is a civilian and religious art. https://ro.wikipedia.org/wiki/Evul_Mediu (accesat 1 aprilie 2021)

A short history of Fashion/ THE MIDDLE AGES

- The 16th century marks the development of the textile industry through the organizing of labor (craftsmen are grouped around merchants and producers);
- The 17th century sees lace as the most used adorning material;
- The 17th century attracts the attention through deeper décolletage, bigger and taller hairstyle; the wearing of masks; the disappearance of underskirt trousers;
- The tunic and cloak have become priestly clothes worn daily but which disappeared from the daily apparel. They have remained in use only for religious purpose with changes made only in shape and ornaments;
- Towards the ending of this period the universal/equal and impersonal suit tends to become typical/personal and national.



15th century tailor shop

A short history of Fashion/ THE MIDDLE AGES

- In Eastern Europe the evolution of clothing is influenced by the Byzantine Empire, later by the Ottoman Empire, by the Turkish invasions and by the Orient. The Byzantine costume reflects the most diverse influences: it had certain features of the Antiquity attire, the draping on top of which we have the oriental influences (sumptuous fabrics and luxury) and elements take from the countries conquered. To name a few: the Assyrian garnet, Persian kaftan and the turban. After the fall of the Byzantine Empire, under the Turks, the Byzantine art developed in countries like Russia, the Baltic states and Romania where it became a national trait. The clothing is defined by austerity, the appraisal of virtues and concealment of the body.



Oriental costume 1500

A short history of Fashion/ THE MIDDLE AGES



Byzantine Costume. The Mosaic of Empress Teodora, San Vitale Basilica, Rome (built in 547 A.D)



Votive portrait of Neagoe Basarab, Țara Românească, of half of the 16th century

A short history of Fashion / THE 18th CENTURY

- Historical events that influenced the social and political changes and implicitly, European fashion:
 - ✓ 1707 the Kingdom of Great Britain is formed
 - ✓ The political gravitational center shifts from Western Europe to Eastern Europe (power: Austria, Russia, the Ottoman Empire)
 - ✓ 1711-1716 the Ottoman Empire establishes the Phanariotic regime in Moldova and Wallachia (Greeks from the Phanar neighborhood, Constantinople, the old Istanbul)
 - ✓ 1765-1783 the American Revolution takes place which ends in the signing of the Declaration of Independence for the American colonies and the acknowledgment of the United States of America by the British Empire
 - ✓ 1789 the French Revolution takes place which leads to the abolishment of the French monarchy.



Representation of the extravagance of the Phanariot Nicolae Mavrogheni travelling through Bucharest in a stag drawn carriage.

A short history of Fashion / THE 18th CENTURY

- A considerable development can be seen in the field of textile industry and commerce:
 - ✓ The opening of commercial routes with the Spanish colonies;
 - ✓ Cotton trade- huge imports of Indian cotton – a side effect of the slave trade;
 - ✓ The creation and development of silk farms in Europe;
 - ✓ New technical contraptions: the flying shuttle (John Kay, 1733); the spinning loom (Arkwright, 1767); the spinning wheel (spinning Jenny) (James Hargreaves, 1765); the chain loom (Josiah Cranes`s, 1768 and Samuel Crompton, 1775); the knitting machine (1768); the steam engine (James Watt, 1774); the first cotton factory opened by Robinson in Papplewick in 1785; the first cotton gin (1793, Eli Whitney, USA), etc.
 - ✓ The development of machines leads to the decrease in textile prices;
 - ✓ As it did in the 7th century, the state supports financially the creation of certain factories and gives them certain privileges.



Creole woman from the Western Indies and her slave. Dating: around 1780.

Source:
https://ro.wikipedia.org/wiki/Comer%C8%99Bul_transatlantic_cu_sclavi
(accesat 6 aprilie 2021)

A short history of Fashion / THE 18th CENTURY

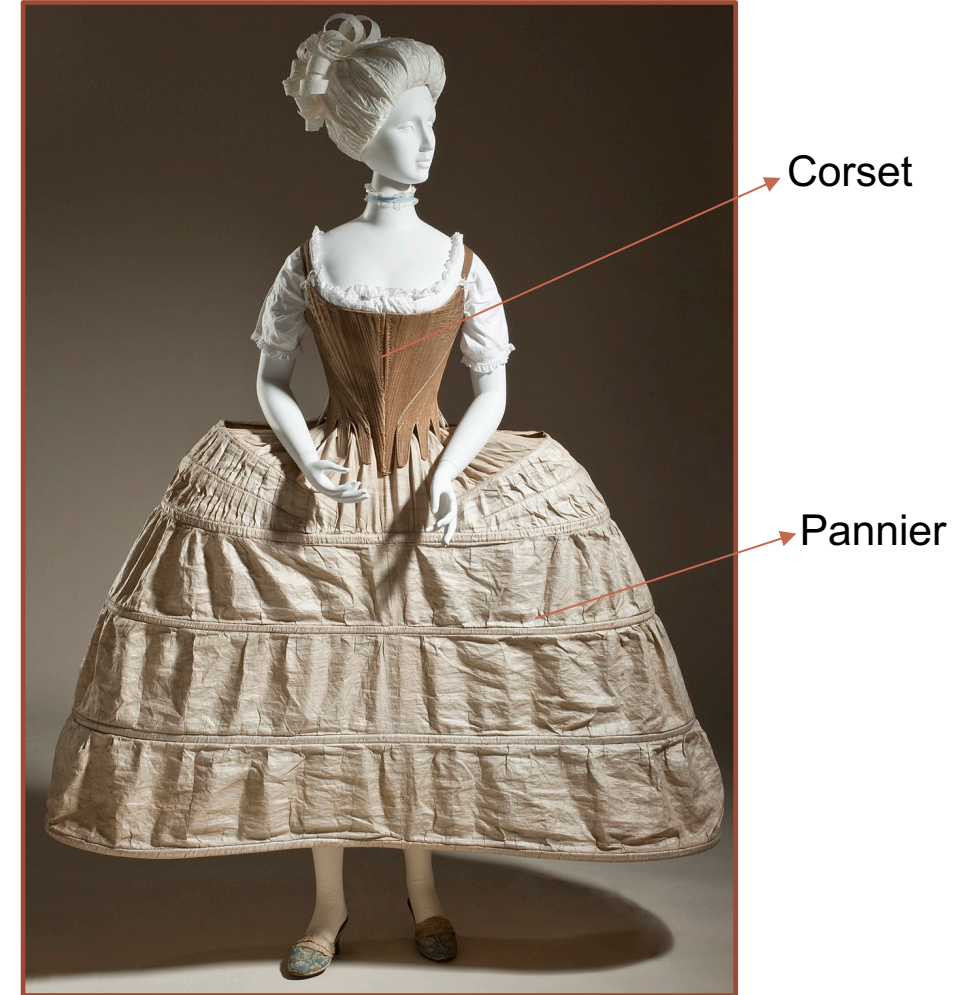
- Social and conception changes: the middle class becomes more and more powerful financially as a result of the active involvement in trade and industry, this will influence the economical life, including the textile industry;
- The role of women in society increases thus their clothes become richer than those of men;
- From a cultural point of view, France continues to be the controlling power so the fashion of the beginning of the century is still dominated by the so called „à la française” fashion;
- The styles of the Rococo and Enlightenment periods are very visible in the evolution of fashion.



Representations of the three social French statuses after an anonymous engraving from 1789.

A short history of Fashion / THE 18th CENTURY

- Fashion is still characterized by elegance and more elaborate elements (laces, strings, silks and more embroidered fabrics are used)
- The main elements of women's fashion: the pannier and the corset(including in Eastern Europe where the feminine costume is thin following the Western fashion)
- Men's suit of the West has not changed greatly, the general line was simplified; in Eastern Europe the traditional shapes are kept, thus presenting the difference between the Muslim world and the Western one.
- Starting with 1780 the English fashion, based on the simple, elegant and practical suit starts to inspire the whole continent, for example the hats used by all social classes



A short history of Fashion / THE 18th CENTURY



English and
Scots around
1700s.



French
Fashion
between
1750-1800.



A short history of Fashion / THE 18th CENTURY

Sursă: <https://q1b2i3.wordpress.com/faq/jean-etienne-liotard/> (accesat 26 martie 2021)



A woman in a Turkish dress,
by Jean-Étienne Liotard (1702-1789)



Simon Luttrell in a Turkish costume,
by Jean-Étienne Liotard (1702-1789)

Sursă: <https://www.pubhist.com/w39721>
(accesat 26 martie 2021)

A short history of Fashion / THE 18th CENTURY

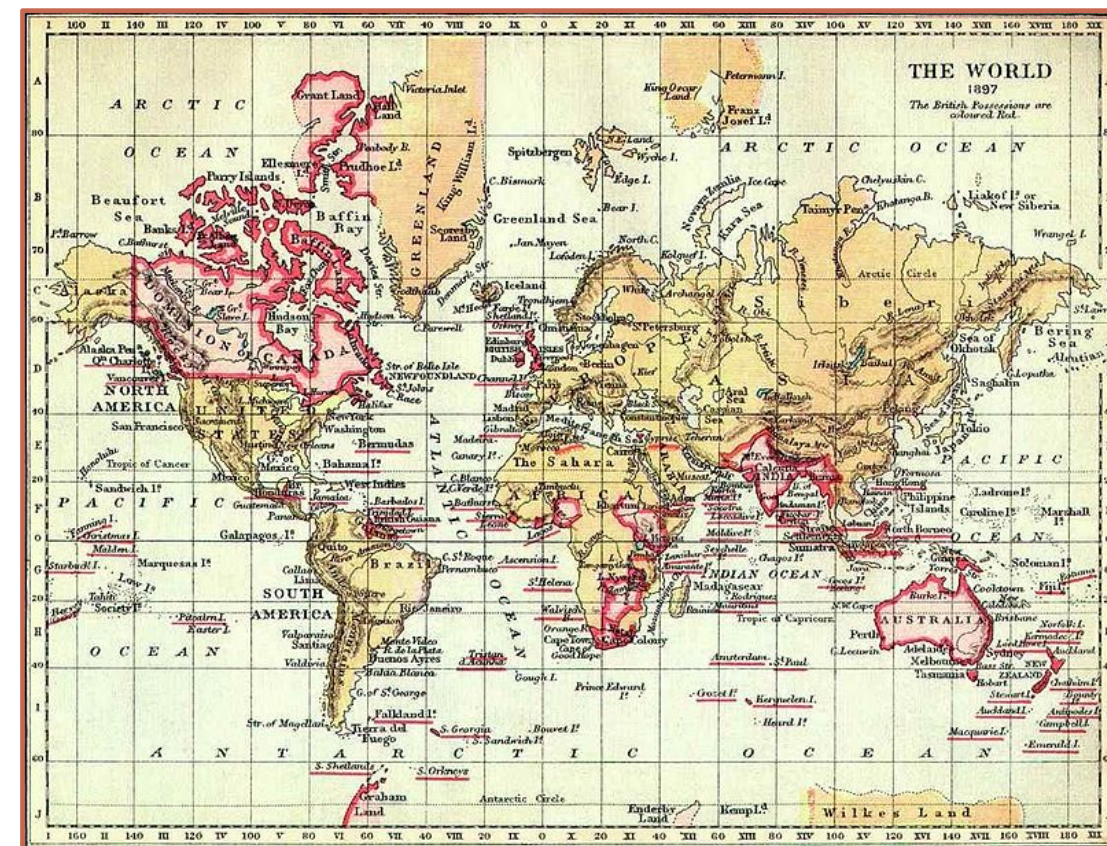
- After 1760, fashion editorials appear and spread around Europe (some of them weekly) such as: Journal du Gout (Paris, 1768), The Lady's Magazine (London, 1770) and at the same time the individual initiatives are limited by rulings and laws imposed by the corporations or regulated by the state.
- The tendency towards a universal type of clothing appears – quality makes room for quantity.



The Lady's Magazine, August 1770

A short history of Fashion / THE 19th CENTURY

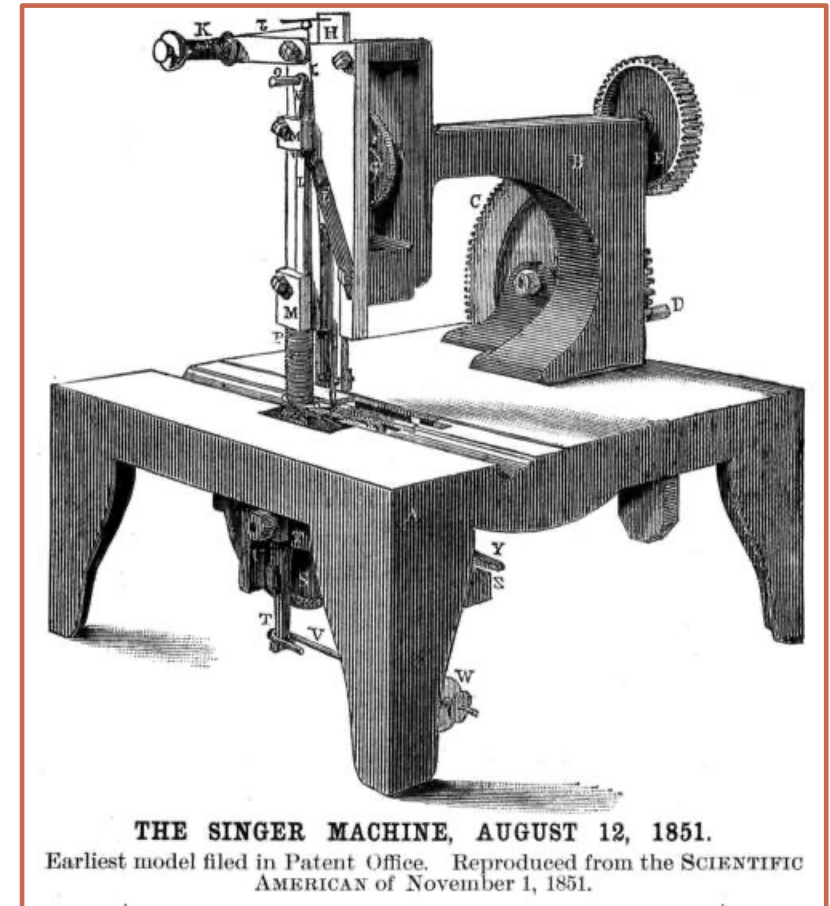
- new development conditions of societies:
- The French Revolution generated a transfer of power, economical and political, from the aristocracy to the bourgeoisie thus starting the fight of European nations for liberty, for reaching the ideal of the free citizen
- ✓ New climate for opinions;
- ✓ Industrial and commercial progress; the great system of international trading routs is created
- ✓ The concentration of capital;
- ✓ New wave of technical discoveries;
- ✓ Improvement of trading conditions;
- ✓ Democracy oriented;
- ✓ International events;
- ✓ Movement of individuals from one country to another, from one continent to another.



World map in 1897

A short history of Fashion / THE 19th CENTURY

- The Industrial Revolution started in the 18th century and continued during the 19th century rapidly changed England and Europe:
 - ✓ New mechanism that will develop the spinning and weaving industry were patented;
 - ✓ 1801 the programmable loom was invented by Joseph Marie Jacquard, France;
 - ✓ 1846 the manual embroidering machine was invented by Josue Heilmann, in France;
 - ✓ 1851 the sewing machine is perfected and patented by Elias Howe and Issac Singer in the USA – it developed the principle of an assembly line, which led to the mass production, the standardization of sizes and of the ready-to-wear clothing sold in department stores;
 - ✓ 1849 the safety pin is discovered by Walter Hunt in the USA, and in 1847 Josue Heilmann in France patents the zipper.



The Singer sewing machine, 1851

A short history of Fashion / THE 19th CENTURY

- ✓ 1856 Sir William Perkin invented the first syntetic dye – fashion gains a new liberty in creating the so called „haute couture” (the first company founded in Paris by Charles Frederick Worth in 1857 – leads to the emergence of industrial clothing and thus the expansion of fashion tendencies in the society towards what it represents today);
- ✓ Of all the fibers, cotton revolutionized European fashion through its usage for making exclusive weaves such as the lawn cloth and batiste. The request for cotton weaves, as well as that for accessories made of lawn cloth, muslin fabric and gauze grew constantly.



Cotton harvesting. Oklahoma, USA, 1890

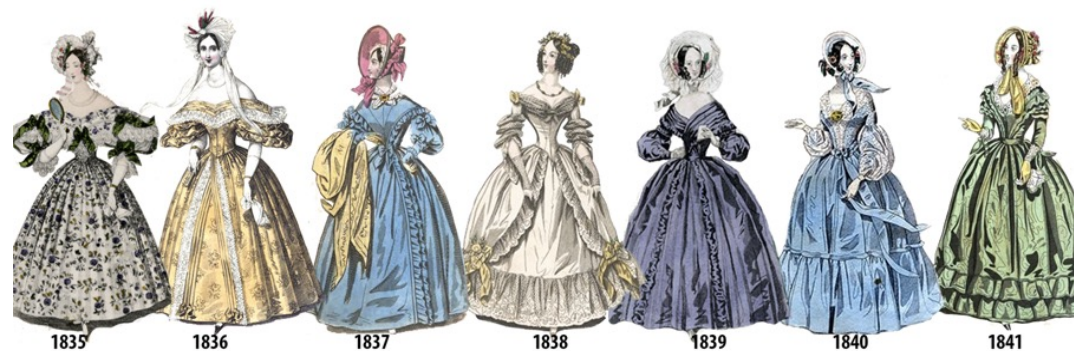
A short history of Fashion / THE 19th CENTURY

- Fashion traits:
 - ✓ Culturally speaking the dominant tendencies of the century, Realism and Romance from the beginning of the century or Impressionism from the middle of the century can be seen in the evolution of fashion;
 - ✓ There are two major tendencies in Europe: the French (for feminine fashion) and English (for masculine fashion); each country adapted the foreign tendencies to their national taste.
 - ✓ The transformation of fashion which was until now determined by the aristocracy is now influenced by the ideals of the bourgeoisie;
 - ✓ There is no longer the wish to change the natural curves of the body but rather to highlight them;
 - ✓ Between 1830 and 1850 the bourgeoisie imposes in the West new types of clothing such as the jacket, the frock and the top-hat for men; embroidered dresses with ribbons, caps and cuffs all vividly colored for women; simple shirts and skirts for the working class;
 - ✓ Skirts get shorter and trousers longer;
 - ✓ Fashion is strongly influenced by opera singers, theater actors; by the new social activities such as travels or bike riding;

The Evolution of dresses 1784 – 1898



The Evolution of dresses 1784 – 1898

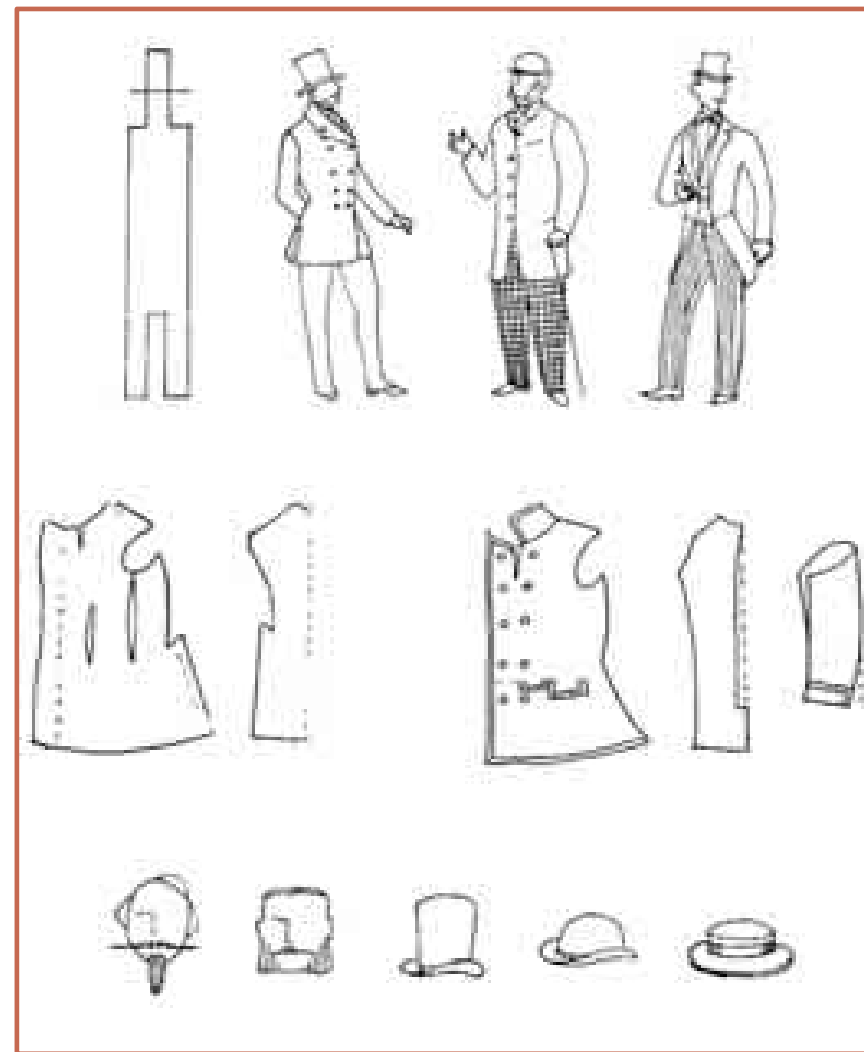


The Evolution of dresses 1784 – 1898



A short history of Fashion / THE 19th CENTURY

Man silhouette,
Paris, 1832



Man's silhouette in
the second half of
the 19th century.
After NANU 1976.

A short history of Fashion / THE 19th CENTURY

- ✓ Clothing becomes a weapon of self-expression;
- ✓ The costume continues to be adapted to different circumstances of hour/day: morning clothes, day clothes, informal visits clothes, business, formal or ceremonial clothes, used for theatre, etc.;
- ✓ The materials used are accepted according to the age of the bearer: for example cashmere shawls were allowed only to young girls in France;
- ✓ After 1871 new costumes are introduced: for tourism, walking, horse riding, sports clothes (for bike riding);
- Lighter materials and fabrics are used;
- The third quarter of the 19th century sees the first mentioning of children styles in a fashion magazine;

*Portrait
Marie
Deveria
(in horse-
riding
costume),
Eugene
Deveria,
1856*



A short history of Fashion / THE 19th CENTURY

- Opening of clothing shops: *Belle Jardinien* (1824, Paris); *Le Bouhomme Richard* (1838, London); *Galleries du Commerce et de Vindustrie* (1838, Paris);
- “designers” that influence fashion emerge: Jacques Doucet, Madeleine Vionnet, Paul Poiret, Jeanne Lanvin
- Technical clothing production texts are issued: *The improved tailor art* (J.Jackson, 1829); *The Complete science of the Art of Cutting* (W. Walter, 1839); *Practical guide for Tailor Cutting* (J. Coutts, 1848); *Enciclopedia Traite de l'Art du Tailleur* (F. Barde, 1834); *Der Praktische Unterricht* (A. Haimsdorf, 1832)
- Professional schools are created for shoemakers, tailor or for sewing.



Young ladies at the Agricultural and Technical College, Greensboro, SUA, 1899 (?).

A short history of Fashion / THE 19th CENTURY

- Fashion and industrial exhibitions are organized, the first one was called *Great Exhibition of the Works of Industry of All Nations* organized in London in 1851;
- The evolution of clothing and the continuous development of the industry/ commerce and publicity of the textile sector gradually leads to a constant development of the suit, in the first half of the century, towards mass production and standardizing of clothing in the 20th century, worldwide.



Furs displayed the London exhibition 1851. Foto: Hulton Archive/Getty Images

Surse: <https://www.historia.ro/sectiune/general/articol/prima-expozitie-universala-spectacolul-marii-britanii> (accesat 6 aprilie 2021)

A Short history of Fashion/ THE 20TH CENTURY

- The period between 1890-1939 is called by the specialized literature, *la Belle Époque**, it is the moment when the woman's silhouette changes radically in several evolution stages characterized by simplicity.



Jeanne Paquin Fashion House, 1906

*Belle Époque represents the modern period, defined by huge changes in all fields and the peace period that preceded the First World War. Conventionally it dates from the Franco-Prussian War in 1871 up until the start of the First World War in 1914.

A short history of Fashion/ THE FIRST WORLD WAR, 1914-1918

- During the War due to the absence of men women had to take on different new roles and responsibilities: medical care, working in factories and construction. These new roles led to major changes in women clothing styles.
- ✓ Women start to wear work uniforms, jumpers or trousers, caps (in the mountain factories) – which, until now, were all masculine elements;
- ✓ The skirts' length is above the ankle, the middle of the calf (due to the need for mobility and silence);
- ✓ The silk hose, a symbol of luxury, start to be worn;
- ✓ Sport shoes with a low cut take the place of tall boots;
- ✓ When the work place became more militarized, clothes start looking more like customized uniforms.



A group of working women hired at a building company in South Wales, the First World War

A short history of Fashion/ THE FIRST WORLD WAR, 1914-1918

- On the other side, the spirit of the mourning nations after the loss of so many human lives, decreased people's interest and taste for fancy clothes. This tendency also has an economical aspect due to the decrease of internal productions, of the monetary force or due to the limitations imposed by the governments.



Fashions as Usual Magazine, September 1917

A short history of Fashion/ THE FIRST WORLD WAR, 1914-1918

- The civilian man costume is strongly influenced by the military attire which is basically adapted to be a civil costume.



Unknown author. Men 's Fashion for Spring/Summer 1914

A short history of Fashion/ THE INTERWAR PERIOD, 1919 - 1939

- women's fight for emancipation continues and thus the clothing created specially for them becomes a necessity;
- Fashion's trait: relaxation and youthfulness;
- The emergence of the so called "casual" clothing for men and women;
- the sports, such as swimming, practiced intensely by both men and women; travels; music/dancing, such as Jazz change the sedentary lifestyle with an active one that tones the body. All these impose the changing of the formal clothing with more casual, sporty clothes;
- Separate pieces of clothing appear: trousers, two piece suits, such as the one used when playing tennis made of skirt and white shirt;



French tennis players Suzanne Lenglen and Julie Vlasto in Cannes in 1926

Source: https://fr.m.wikipedia.org/wiki/Fichier:Suzanne_Lenglen,_Julie_Vlasto,_1926.jpg (accesat 7 aprilie 2021)

A short history of Fashion/ THE INTERWAR PERIOD, 1919 - 1939

Surse: <https://witness2fashion.wordpress.com/category/1930s/>
(accesat 7aprilie 2021)



Hose model 1928-1929.

- In 1925 the length of skirts is above the knee (length that has not been reached before), the waist is low and it is not highlighted; lingerie items are used very often: nightgowns, underwear and hose; the straight jacket and raincoat, all manly clothes until then, are adapted to fit women as well;
- The “Lacoste” jacket for men appears in 1933;
- Men prefer wool suits, with a light cut, with thin collars and silhouettes, and with lined shoulders;



Unknown artist. Men's fashion 1920-1939.
Metropolitan Museum of Art, New York.

Surse: <https://libmma.contentdm.oclc.org/digital/collection/p15324coll1/2/id/12796> (accesat 7aprilie 2021)

A short history of Fashion/ THE INTERWAR PERIOD, 1919 - 1939

- The materials preferred are opaque or shiny satin; mixes of artificial fibers with different elasticity appear (1930s);
- hat linings, feathers, flowers, laces or complicated embroidery disappear;
- New elements and terms appear for the fashion: Romanian embroidery, Indian loafers, Texan shirts etc.
- 20th century fashion is strongly influenced by movie theatres, actors and actresses (Greta Garbo, the Dolly sisters);
- haute-couture fashion designers such as: Paul Poiret or Jean Patou, become more and more influential especially because their products become more and more accessible at first; this situation changes with the Economical crisis of 1929 when they become very expensive.



Greta Garbo

A short history of Fashion/ THE INTERWAR PERIOD, 1919 - 1939

- In Europe the period between the wars was dominated by three women designers: Gabrielle „Coco” Chanel (the creator of the „a la garçonne” style), Madeline Vionnet and Elsa Schiaparelli;
- In 1937 the Italian designer Elsa Schiaparelli launches the "*Shocking!*" perfume and with it the “shocking pink” color, known today as “neon”; it is the first product that corresponds to the extravagance of the Surrealist movement.



Shocking pink, Elsa Schiaparelli.

A short history of Fashion/ THE INTERWAR PERIOD, 1919 - 1939

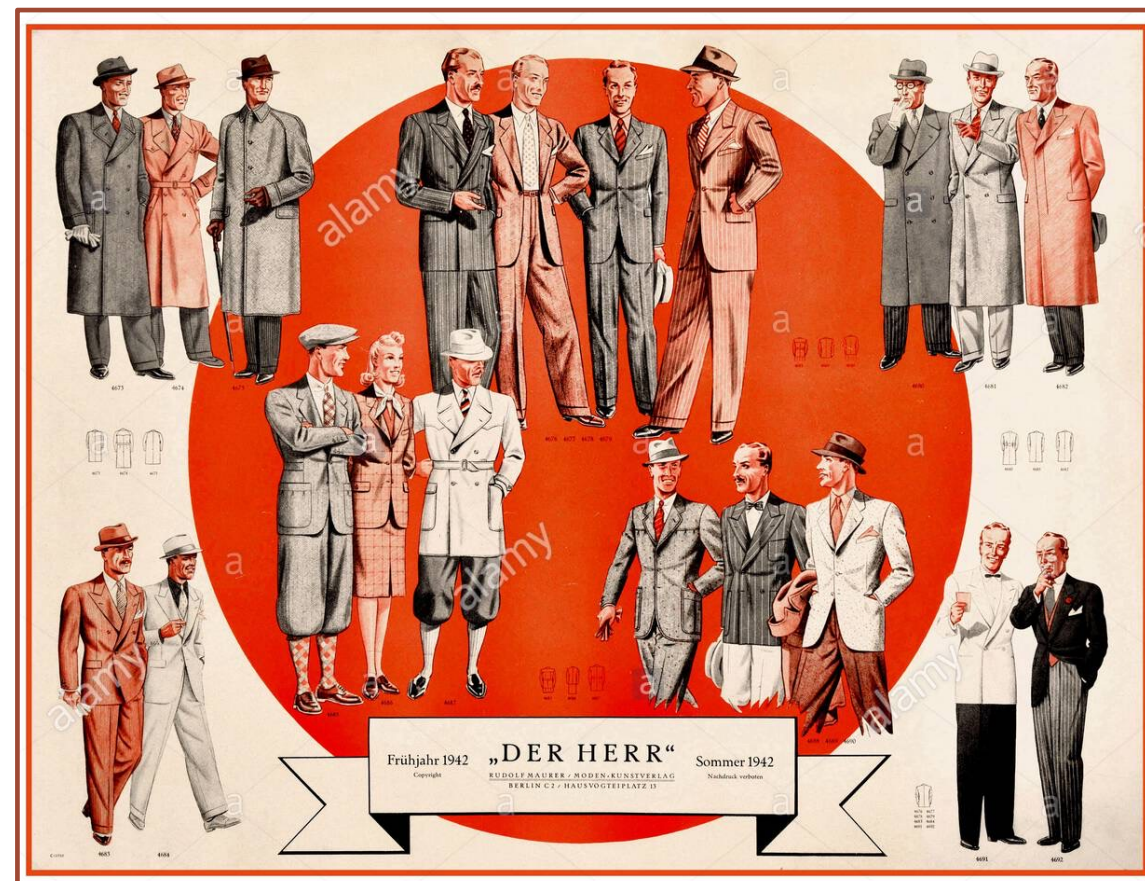
- The 1930s mark the preference for serial clothing (cheaper and ready-to-wear) ;
- During this period the USA imposes a 90% tax on imported clothes, but the materials used for dress and the paper patterns are exempt from taxes. This led to the development of reproductions based on different simplified prototypes and copied in accessible materials. The American designers created clothing that allowed people the freedom to mix and match them to their own appearance and wish.

Unknown
artist.
Children
fashion
1920-1939.
Metropolitan
Museum of
Art, New
York.



A short history of Fashion/ THE SECOND WORLD WAR 1939 - 1945

- The war has, once more, influenced the textile industry;
- the totalitarian regimes of Germany and Soviet Russia were acting in a dictatorial manner on fashion as well by imposing the proletarian austerity (the cap or the kerchief and the padded coat were compulsory in Soviet Russia);
- In Nazi Germany the exacerbate nationalism is expressed by adopting the traditional Tirol suit in the civilian fashion etc.
- Beauty prototypes: the military hero, clothing was dominated by the masculine tendency;



Advertising poster „Derr Herr“, 1940

A short history of Fashion/ THE SECOND WORLD WAR 1939 - 1945

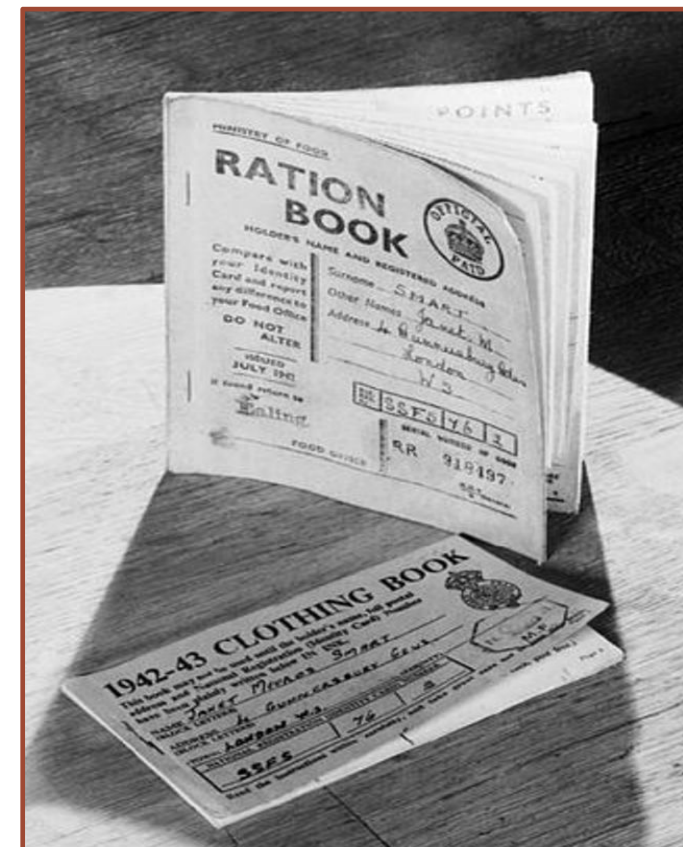
- The military suit, with the particularities given by each country, weapons and ranks, was in general practical, even sport like (especially in the navy and aviation) ;
- The novelty imposed by the need to blend in during the war, that is still found in civilian fashion even today, is the green, brown and kaki spotted textile, that imitates the chameleon;
- The period is dominated by the wear of uniforms;
- The civilian suit is the same as the one worn before the war but it no longer obeys the rules of wearing clothes depending on hours/day or event;



Images from the exhibition „Fashion on the Ration: 1940s Street Style”, The Imperial War Museum, London, 2015

A short history of Fashion/ THE SECOND WORLD WAR 1939 - 1945

- New regulations appear for the fashion industry: not more than four meters of cloth could be used for a coat and one meter for a shirt; the width of belts was specified; shoes with thick wood; feather like heels; shoulder bags for transport of supplies. For example, in England was created a designers committee in order to create a limited number of practical and attractive fashion items, which obeyed the limitation imposed for the textile industry since 1914, for mass production.
- the hat is no longer in fashion, its place was taken by the beret;
- Skirts become wider in order to facilitate bike riding.



Ration book from the United Kingdom

A short history of Fashion/ THE SECOND WORLD WAR 1939 - 1945

- It is a period when numerous European designers take refuge in America where they set up businesses;
- American designer Claire McCardell creates separate clothing items by introducing the category of sport equipment;
- Development of specialized tailoring;
- Terms as haute-couture and ready to wear start to be used;
- Synthetic fibers appear. They are in competition with the traditional fibers which were more expensive and required a bigger work effort which leads to the fast spreading and usage of synthetic ones..



Victorian style suit, 1984, created by the American designer Charles James who was of British origin

Source: <https://www.metmuseum.org/art/collection>
(accesat 7 aprilie 2021)

A short history of Fashion/ POST WAR PERIOD

- The end of war meant also the end of austerity and the consolidation of international relationships;
- The new post war period marks the gradual rebirth of the fashion industry and the regain of the before the war elegance;
- The suit becomes more geometric following the traditional stages of the evolution of art;
- The tone in fashion is given by the younger generation;
- The need for differential clothes: practical, casual (day dresses) and for special events (cocktail dresses), grows and develops;
- Are created shops that sell exclusively designer clothes, which make their products more accessible for the masses;
- 1947 the French designer, Christian Dior launches the extravagant model, called „New Look”, with a shorter fuller skirt and a short jacket; thanks to him Paris regained the name of Fashion capital.

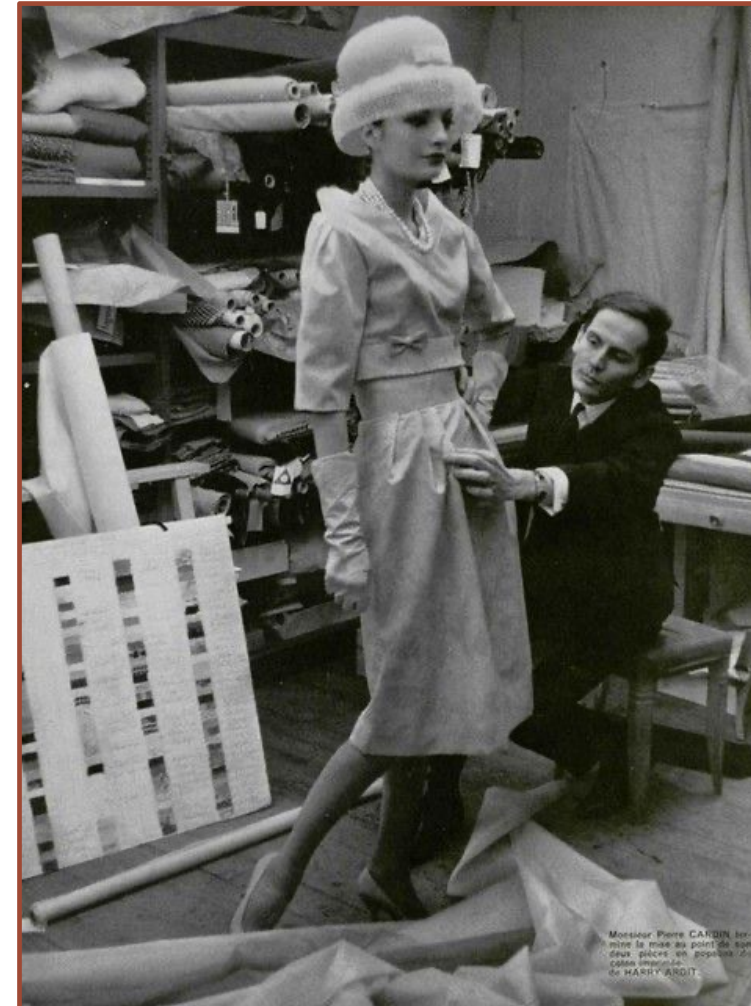


Christian Dior's, „New Look”,
1947

Source: <https://www.harpersbazaar.com/fashion/designers/q5139/christian-dior-1940s-photos/> (accesat 7 aprilie 2021)

A short history of Fashion/ THE POST-WAR PERIOD

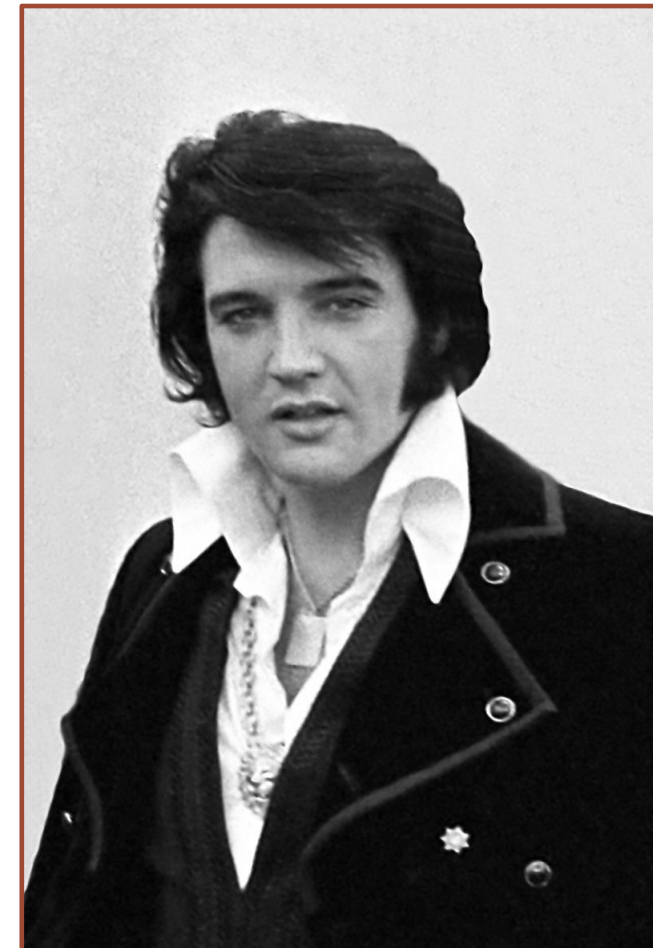
- 1959 Pierre Cardin launches the first designer clothing line with an accessible price, the „prêt-à-porté” line derived from the American ready-to-wear;
- Gradually, can be seen a growth in numbers of small shops selling accessible price clothing.



Pierre Cardin, 1959

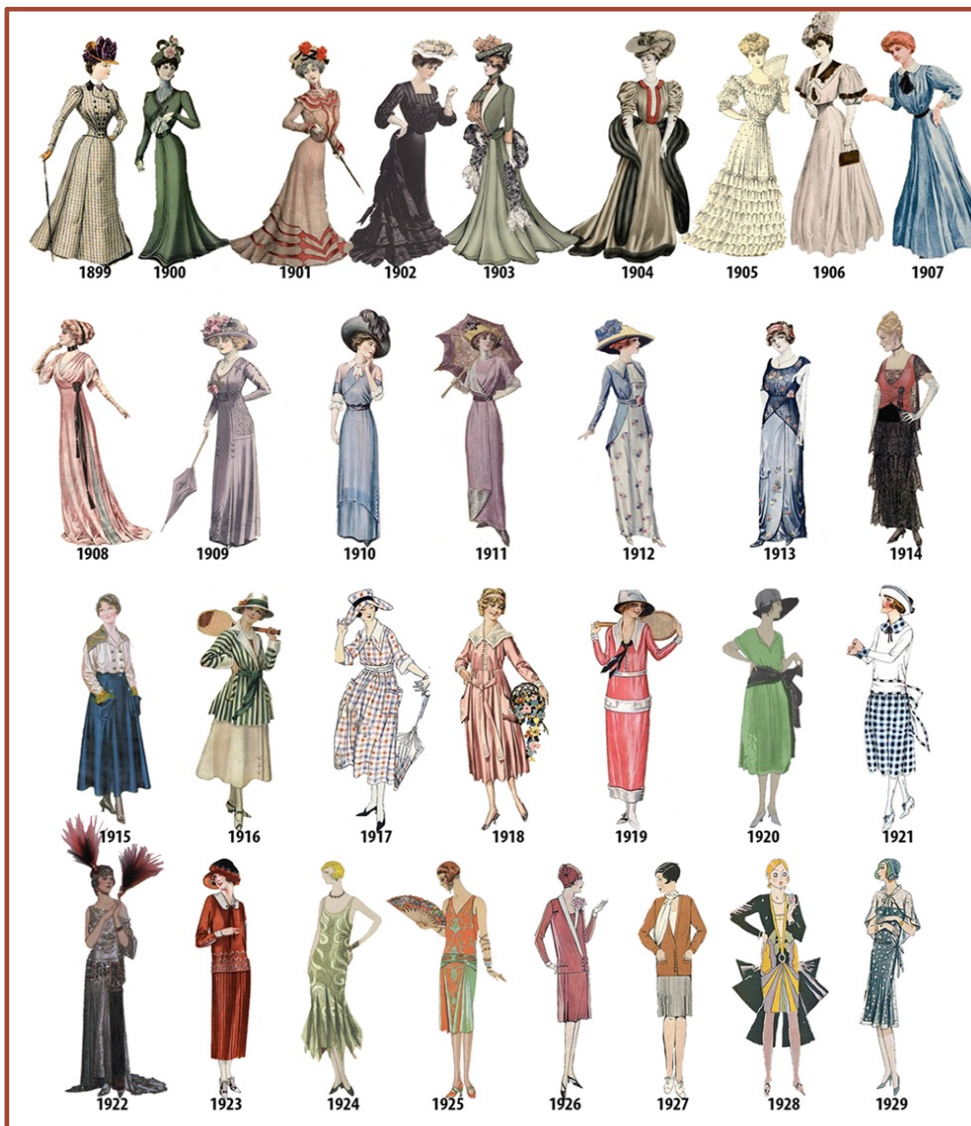
A short history of Fashion/ THE CONTEMPORARY PERIOD

- The main feature: the stress is placed on individualism; basically any dressing rule is eliminated;
- Between 1960 – 1970 the fashion represents the public's reaction to the social and economical changes; increase in the number of shops selling clothes for different professions;
- The tone is given by the personalities with a high social status and was influenced by the changes in the business world, show-business, sport, policy or art;
- Between 1970 – 1980 the popularity of the disco fashion was due to the enthusiasm for discotheques and thus the rock and roll music, aerobic dancers or musical superstars like Elvis Presley had a great impact on the spreading and creation of new fashion values.



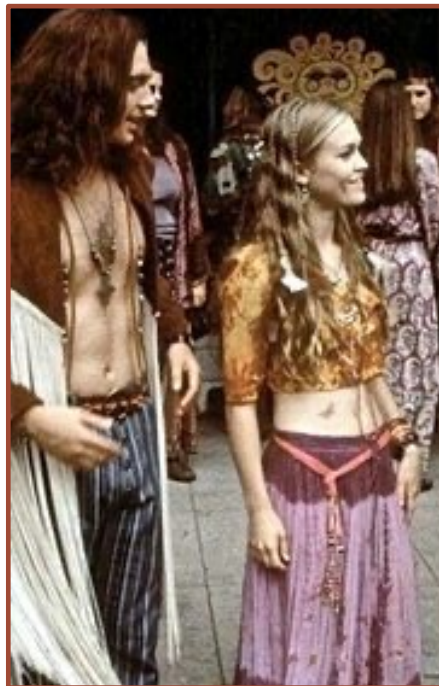
Portrait of Elvis Presley, 1970

The Evolution of dresses 1899 – 1970



A short history of Fashion/ THE CONTEMPORARY PERIOD

- Between 1960 – 1980 the clothes become an expression of the youths fight against the system; new subcultures appear that lead to real retro or anti-institutions fashion movements: for example the so called “hippie-look” (against the occidental imperial society); punk rock (against the institutionalized society); teddy-boy look(nostalgia for the 1950s); rock look; retro look; heavy metal look(the fans of heavy metal); black power look, etc.



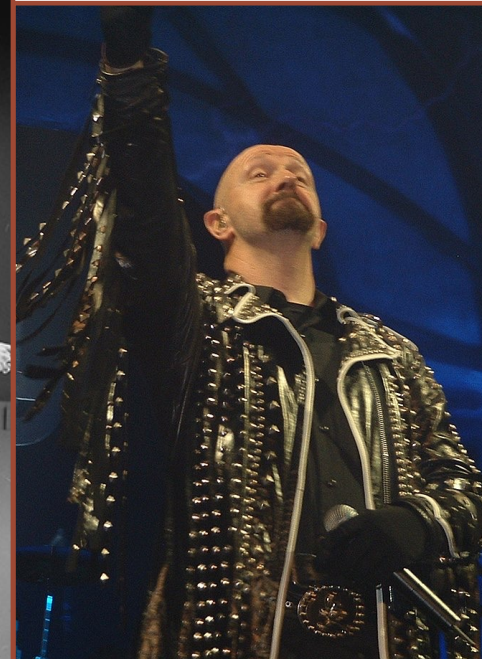
Hippie look



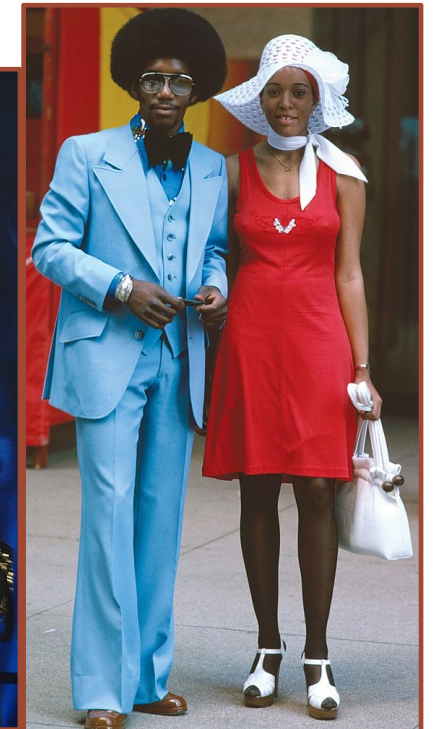
Punk look



Teddy-boy look



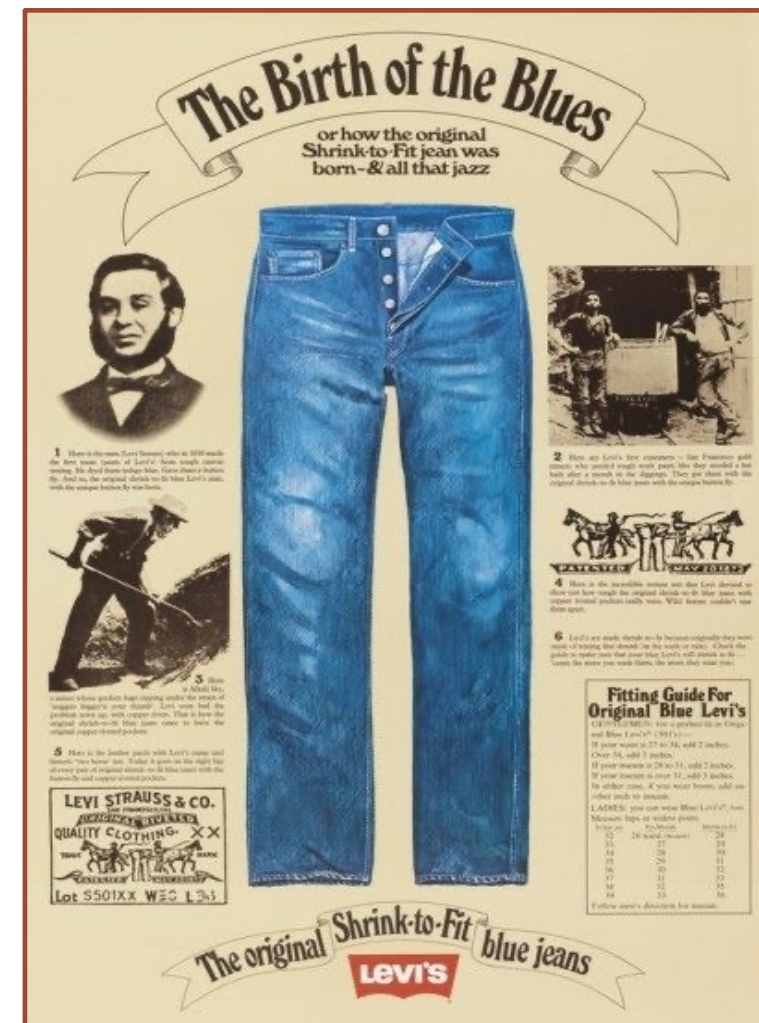
Heavy metal look



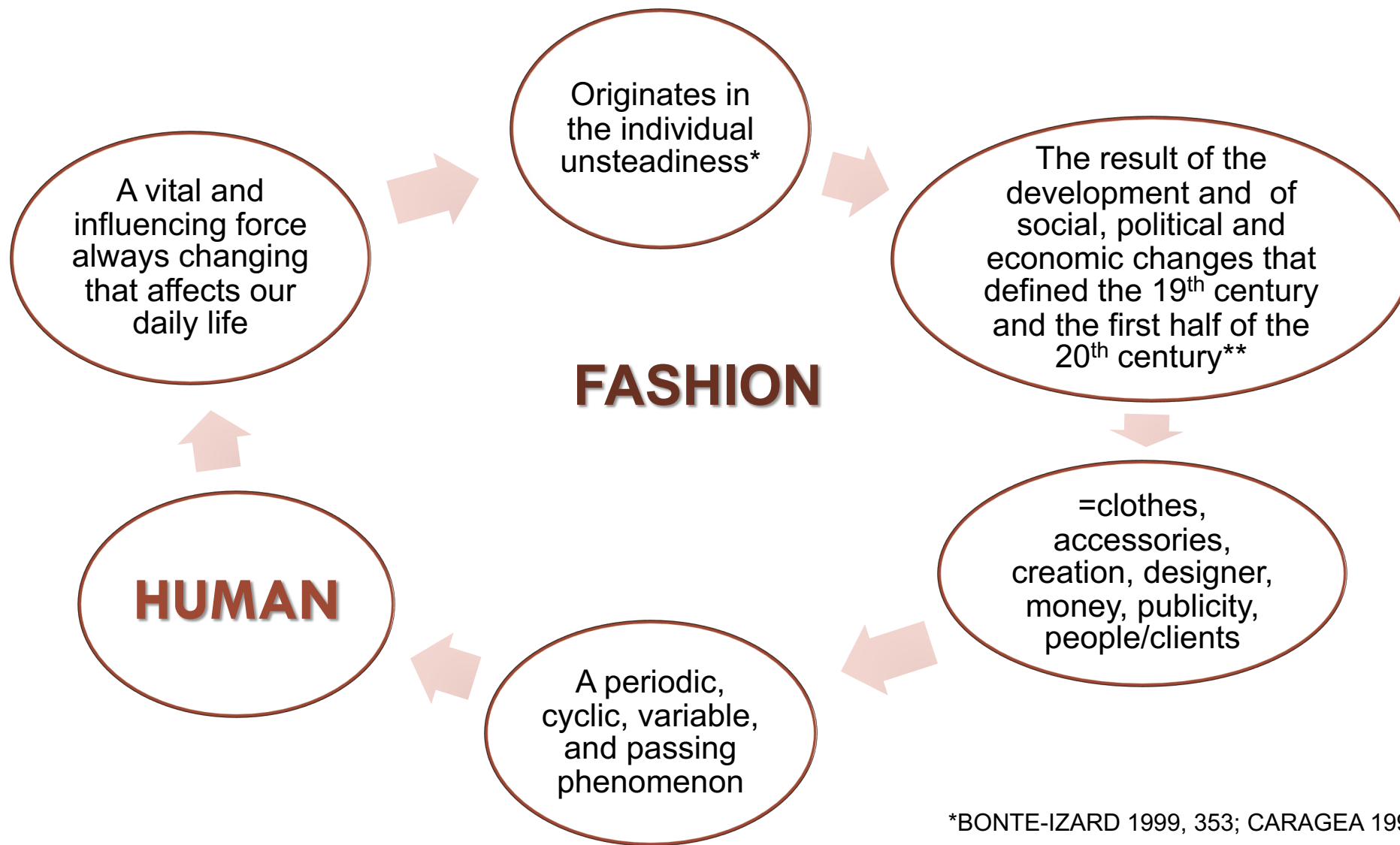
Black power look

A short history of Fashion/ THE CONTEMPORARY PERIOD

- The continuous technological development frequently causes a new fashion, sometimes in different periods of the same year;
- For example the creation of new synthetic fibers caused both the invasion of the market with cheap clothing items and the emergence of new industries, like that of the swimming suits, women hose, etc.
- The blue jeans* becomes a symbol:
 - ✓ Of the contemporary fashion, of the success of cheap production costs and quality which led to a generalized mass consumption;
 - ✓ Of the international aspect of clothing on the entire Earth, with small exceptions (North Korea, Iran);
 - ✓ Of the diversity of one product which is still produced today in dozens of colors, shades, shapes and cuts;
 - ✓ Of the unisex fashion, ageless and without social status.



A short history of Fashion/ THE CONTEMPORARY PERIOD



*BONTE-IZARD 1999, 353; CARAGEA 1999, 13; NANU 1976, 16

**GRAU 2002, 19

A short history of Fashion/ THE CONTEMPORARY PERIOD

In history there were cities that due to their cultural and political strength influenced the fashion of the whole Europe

**FASHION
CAPITALS**

**Paris, London,
Milan, Rome,
Venice, Madrid,
Barcelona,
Wien**

LONDON

PARIS

MILAN

Designer și creație vestimentară



Giorgio Armani, Italian designer born in 1934, founded the Armani company in 1975

https://en.wikipedia.org/wiki/Giorgio_Armani

<https://ro.pinterest.com/pin/1000000000000000000/>

accesat 12 februarie

The designers are those that combine materials, colors, shapes according to the customers wish.

Fashion design covers a broad sphere: the knowledge and usage of the scientific and practical instruments for the production of ideas for new products; it defines the personality of a product, the market need and the success odds in comparison with other products;

The design and production of fashion items is influenced by various factors: the age of buyers, season, the style or genre preferred



Paul Poiret, French fashion designer (coutier). The first half of the 20th century.

https://en.wikipedia.org/wiki/Paul_Poiret

accesat 12 februarie

A short history of Fashion/ THE CONTEMPORARY PERIOD

Designer and fashion creation

Today's fashion
creators are divided in
three main categories:



Designer and fashion creation

- (1) Making customized clothes
often handmade of expensive
and good quality materials, and
paying attention to details*



A short history of Fashion/ THE CONTEMPORARY PERIOD

Designer and fashion creation

(2) Quality cloths produced by well known designers (Gucci, Calvin Klein, Paul Smith, Kenzo), according a certain pattern and size in factories and sold in shops*



A short history of Fashion/ THE CONTEMPORARY PERIOD

Designer and fashion creation



Surse: <https://bellatory.com/fashion-industry/>
(accesat 12 februarie 2021)

(3) Refers to the mass production of “ready-to-wear” serial pieces, often in countries with low salaries and cheap qualified work force (costs/ low prices)*



Surse: <https://en.wikipedia.org> (accesat 12 februarie 2021)

*Surse: <https://en.wikipedia.org> (accesat 12 februarie 2021)

A short history of Fashion/ THE CONTEMPORARY PERIOD

EXTRAVAGANT



ROMANTIC



How can we
describe
today's
fashion? In the
field of fashion
design we talk
about the so
called
**FASHION
STYLES.**

CLASSICAL



ELEGANT



SEXY



MOVIE STAR



CASUAL



SPORT



A short history of Fashion/ COSTUMES AND UNIFORMS

- In parallel with the civilian clothing new lay, military and national clothing types develop;
- Human kind history is somehow synonym with faith and war history. This fact needed the usage of clothing items and special accessories for identifying, showing respect, protection and superiority both for Church and Army;
- For example, military clothing evolved, as did the civilian clothing, in accordance with the geographical area, native materials, the war techniques specific to different areas (which led to the usage or replacement of these uniforms).



The Roman Emperor
Trajan in military clothes



Medieval knight with armor

A short history of Fashion/ COSTUMES AND UNIFORMS

- **THE UNIFORM** represents a set of separate clothing items (one or more) made after a pattern and from the same material, having the specifications present in their combination which helps identifying the regiment/army or of the religious cult to which it belongs; these accentuated the loyalty and the sentiment of belonging*

Surse: <https://www.viata-libera.ro/vlg-cultural/74715>(accesat 8 februarie 2021)

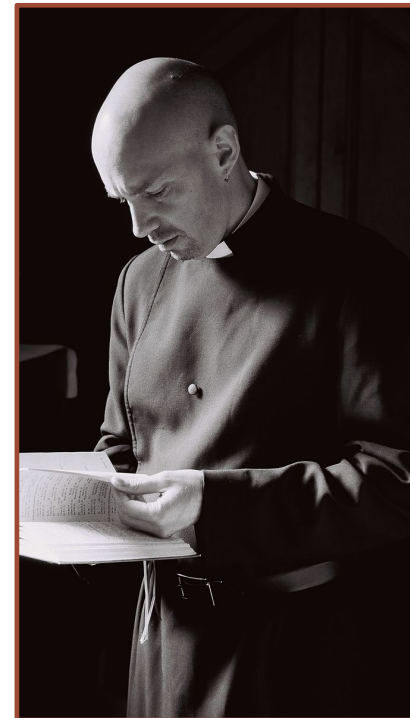


Janissary



French brigadier, the First World War

Surse: https://ro.wikipedia.org/wiki/Primul_R%C4%83zboi_Mondial# (accesat 8 februarie 2021)



Anglican priest



Greek Orthodox priest



Roman-Catholic priest

Surse: https://en.wikipedia.org/wiki/Cassock# (accesat 12 aprilie 2021)

*after the Second World War this fashion was embraced by different groups: schools, universities, scouts, cheerleaders, sports clubs, etc.

A short history of Fashion/ COSTUMES AND UNIFORMS

- the military uniforms strongly influenced the civilian fashion of the 20th century (pointed caps, jackets, leather bombers, tall leather boots, double breasted coat with brass buttons, symbols inspired by the stars, stripes, braiding, national emblems, the kaki color, camouflage style printings);



Camouflage
printing



Ritu Beri, 2010

A short history of Fashion/ THE NATIONAL COSTUME

- Clothing assures the continuity and inheritance of a certain clothing code; it shows the history of a nation and their perception about traditions, faiths and their understanding of beauty – thus the costume is an important historical and ethnographical document; the elements of evolution from prehistory can be seen*;
- The costume is used to present the culture or identity of a certain ethnic group; it is known as national, popular or ethnic costume**;
- The national costume helps us identify the countries that have a similar or common history or heritage.



Costumes of Romanian, Hungarian, Slavic and German peasants from Hungary, 1855

*COMȘA 1995, 123 ; DUMITRESCU 1974, 353; GOURHAN 1983, 167-173

**we will further use the term traditional costume

A short history of Fashion/ THE NATIONAL COSTUME

- The national costume as we know it today became, at the beginning of the modern era, a well defined item in each European country;



Czech national costume



Danish national costume

A short history of Fashion/ THE NATIONAL COSTUME

- After the beginning of the first national movements, the peasants in Europe became the symbol of what seemed authentic and of what was needed to define identities and to create the national states:
 - ✓ Common people were forced to grow their own fibers, to weave and to tailor their own clothes thus maintaining unaltered what they had inherited from the previous generations;
 - ✓ Before the industrial production of textiles in the 18th and 19th centuries, the cost of clothes was very high, which led to the financial incapacity of most common people to have access to certain products and materials and to own a limited number of clothing items – many of the holiday attires were inherited by the younger generations in order to be worn;
 - ✓ In the 19th century in Europe develops a family economy defined by specialists as a domestic textile industry.



English girl, after Hans Holbein, the young, 1540

A short history of Fashion/ THE NATIONAL COSTUME



Norwegian national costume

- The different variants of national costumes highlight a main principle: the overlapping of a series of items of different lengths over a white long shirt (knee long or ankle long)*;
- A.J.B. Wace and M.S.Thompson noted that: “women believed that they were more elegant if they overlapped items, and on Sunday they wear the good ones, and wear as many as they possible can”**;



Albanian national costume

*Principle defined in 1961 by Eva Nienholdt in *Kostümkunde*, Braunschweig*, 1961, p.245

**ARTA, 1979, 19

A short history of Fashion/ THE NATIONAL COSTUME

➤ The costume is characterized by the presence of the same layout:
for men: shirt, trousers, vest or sheepskin vest, belt, jacket or sheepskin coat, hat or cap, shoes (opinci, boots), and accessories;
for women: ankle long or short shirt and skirt, aprons, dresses, belt, vest or sheepskin vest, coat or sheepskin coat, head adornment pieces, footwear (opinci, shoes, bots) and accessories.



A short history of Fashion/ THE NATIONAL COSTUME

- The variety of clothing items allows different nations or communities of neighbors to detach themselves from others, sometimes through the usage of a certain clothing item or to identify themselves as belonging to a certain group of that society



Costumes from three neighbor villages in Mărginimea Sibiului, Romania. Iuliana Fabritius Dancu, paintings in watercolors, the collection of documentary graphics, ASTRA Museum

A short history of Fashion/ THE NATIONAL COSTUME

- The national costume indicates the social, marital or religious status; it has different shapes, from one geographical area to another (even in the same society) or time period, and it has different looks according to their usage: day to day, for work (today it was given up to), for religious holidays or for events in the life of humans;



Bride and Groom, S-W Bulgaria



Unmarried girl, S-W Bulgaria



Spinster, S-W Bulgaria



Unmarried boy, Central Bulgaria

A short history of Fashion / THE NATIONAL COSTUME



Queen Mary of Romania

- The holiday costumes, characterized by noblesse, solemnity, impressiveness, today have more of a ritualistic or festive/aesthetic purpose;
- Today, the national costumes give a feeling of cohesion with the family, the past and with the nation to which we belong and is used for events or special holidays, for religious services;
- The national costumes and especially the embroidered elements have become a source of inspiration for the fashion industry;



Contemporary festive dress

The classification of clothes



Modern draped dress

Surse: <https://www.breslo.ro/item/rochi-e-drapata> (accesat 21 ianuarie 2021)

- Clothing is a universal fact;
- Although there is a great variety of shapes and materials, the criteria concerning the body part covered or the structure does not allow a broad classification of clothing items;
- Such researchers as A. Leroi-Gourhan* or Albin Michel have classified clothing item in: **draped***, **straight**, **made of sewn rectangular pieces cut according to the body shape**. To all these in 1981, H. Balfet in his work *Construction de vêtements par fabrication du matériau* adds another category, that of **clothes made while making the fabric**;



Modern cut straight dress

Surse: <https://www.perniaspopupshop.com> (accesat 12 aprilie 2021)

*Bonte-Izard 1999, 352

**Draped clothing preceded the cut of cloth and the creation of sewn clothing items that give each costume a distinctive trait, worn by both men and women.

Surse: http://www.cbseacademic.nic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf (accesat 21 ianuarie 2021)

The classification of clothes

- The variety of clothing items* (variants of the same type or of different types) worn as a cultural costume is determined by certain traits, such as:
 - **Regionals** (the regional variety allows the neighboring groups to individualize themselves by the usage of a small clothing or decorative detail);
 - **Economical** (societies have permanently traded goods between them)
 - **Functional** necessity, the same piece of clothing had different purposes according to the environment where it was used;
 - **Different** social and religious circumstances lead to the association of totally or partially different clothing ensembles, characterized by a variable number of items and/or combinations (daily costumes, holiday or ceremonial costumes);
 - **The age** of the bearer or the usage of clothing as a symbol that allowed the transmitting of very diverse information (age, unmarried girl, married woman, widow).

The purpose and significance of clothing

- Researchers from different domains, such as anthropologists, ethnographers, philosophers etc. have tried to explain the reason that determined the human being to wear clothes;
- Different theories have been launched: for protection and shelter; seduction; utility, hierarchy, faith and rituals; personal identity; beauty; decency; social differences and belonging; communication;
- The emergence, development, change and transformation of clothing/traditional costume; fashion is characterized by a continuous interdependency with the evolutionary processes of climatic, geographical, material, social, political and ideological changes in the communities.



Surse: <https://blog.renania.ro/stil/tinuta-de-conferinta/>
(accesat 12 aprilie 2021)

The purpose and significance of clothing/ PROTECTION AND SHELTER

- **The practicality-protection purpose** directly dependent with the environmental conditions can be seen from the Paleolithic period through the observance of the first clothing-like items made of skin, leather or vegetal materials (leaves) until today



Native people from Papua New Guinea,
the Pacific Islands

In the 20th century the inhabitants of the Pacific Islands still wore skirts made of leaves and wreaths on their head*; Sami people still cover their bodies with furs; we change our clothing style according to seasons



Kazakhs eagle hunters, Mongolia. After Bayan UIGII.

The purpose and significance of clothing / SPIRITUAL, decency, magical

- In time, specialists introduced the decency purpose, which appeared in the Bible* and used mostly by the Christian moralists;
- The decency notion is defined differently in time and space, since there is little evidence of its presence at the Antiquity civilizations; The clothing, independent of its simplicity, gave new attributes and new powers, even magical ones, to the first people; it assures the connection with the gods and protects against evil; The German philosopher Diogenes Teufelsdröckh, considered that the decency feeling was born under the clothes;

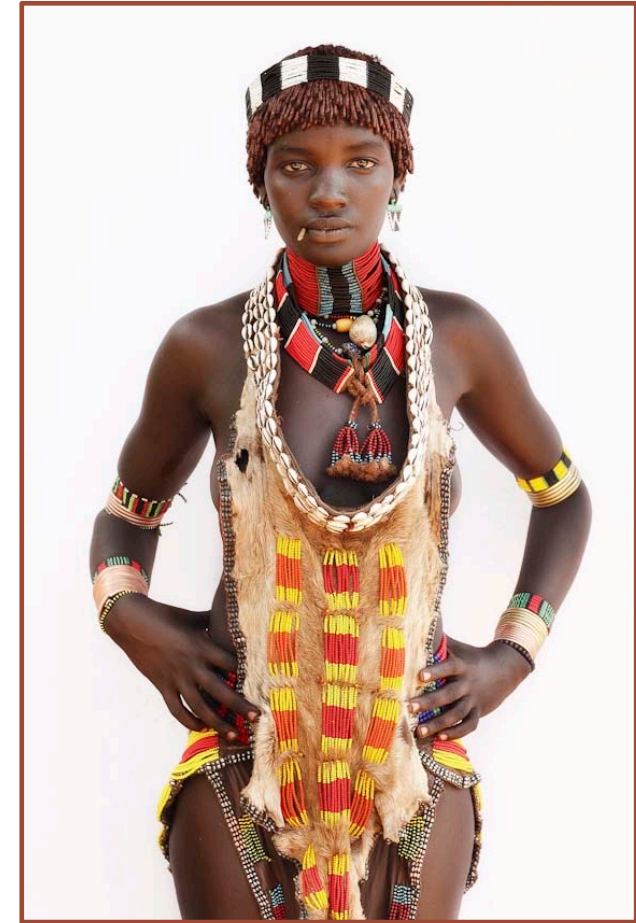


“Adam and Eve falling into sin and their banishment from Heaven”, Scheii Brasovului, Romania, the second half of the 19th century, ASTRA Museum’s cult collection.

*„their eyes were open and they realized that they were naked, and by picking olive leaves they covered themselves” (Geneza: 3,7)

The purpose and significance of clothing / AESTHETIC, beautifying

- In 1831, the German philosopher Diogenes Teufelsdröckh in his work „Die Kleider, ihr Werden und Wirken” (Clothes, origin and impact) shows that the purpose of clothes was not to offer warmth or decency but to beautify*;
- André Leroi-Gourhan also believes that the protecting value of clothes is not more important than the shape and the “decorative accessories” used, the latter being the first level of usage of accessories and clothes**;



Source: <https://www.mario-gerth.de/african-nomads.html>
(accesat 12 aprilie 2021)

*in Mexican mythology there is a story that says the God-King of the Toltec, Quetzalcoatl when seeing himself naked thought he was “disgusting” and for this he “hid his ugliness, from himself and others, under feather accessories” (CARAGEA 1999, 48, 9)

**Gourhan 1983, 167-168

The purpose and significance of clothing / AESTHETIC, beautifying

- **The concept of beautifying the body** was a variable factor from one society to another and for different time periods, sometimes being more important than comfort, utility or even capacity to be worn of different clothing items. Sometimes it was achieved through body alteration

In 18th century Europe, women's skirts became wider. The "Pannier" or the supporting hoops made the skirts so wide that doors and stairs had to be adapted in order for the woman wearing the dress to pass.



The wedding dress of Queen Sophia Magdalena of Sweden, 1766.

Purpose and meaning/ EMBELISHING



Oil Painting on Canvas, 1770-1771. Sir Joshua Reynolds in tight trousers specific to that era.
Surse: https://www.flickr.com/photos/piedmont_fossil/3662972174/ (accesat 9 februarie 2021)



The Victorian corset, 19th century.
Surse: <http://vintageephemerab.blogspot.com> (accesat 9 februarie 2021)



Kayan woman wearing brass coils around her neck, Thailand.
Surse: <https://epicureandculture.com> (accesat 9 februarie 2021)



Poulaines long shoe, secol 13th -14th century.
Surse: <https://www.rijksmuseum.nl/nl/collectie/BK-NM-887> (accesat 9 februarie 2021)



Woman having decorated skin made through scarring, Sudan.
Surse: <https://rift-valley.com> (accesat 9 februarie 2021)



„Lotus foot” women, China.
Surse: <https://www.gandul.ro> (accesat 9 februarie 2021)

Purpose and meaning / SENSUAL

➤ The instinctive wish to seduce, characteristic for both genres, held an important role in the evolution of clothing towards what we call fashion, today.

The statue of
a woman,
Greece, 2nd
century BC.
Metropolitan
Museum of
Art, USA



Surse: <https://ro.wikipedia.org>
accesat 11 februarie 2021

Surse: <https://www.shutterstock.com>
(accesat 11 februarie 2021)



King Louis XIV of France, 1701

Surse: <https://www.agentiadepresamon.dea.com>
accesat 11 februarie 2021



Lady Gaga in a Valentino
Haute Couture dress, 2019

Purpose and meaning / SOCIAL

- **The social purpose** was still is the most important and decisive aspect of clothing since clothes reflects the social conditions and relationships;
- **Clothing** plays an important role in creating our exterior appearance;
- **Clothing** influences the first impression we make of a person;
- **Clothes**, based on many scientific opinion, made the man a social being by giving it individuality, distinction and social order;
- The power of “clothing” is so big that at different historical points, rulers tried to maintain the status quo between them and common people by passing restrictive sumptuary laws*;
- Through observation of clothing habits one could perceive the social status of one person; for example a hat and the way in which it was worn could show that the bearer was a scholar (in modern times, in the Romanian territories only the teachers would wear a hat; if the hat had flowers, feathers and other materials the bearer could be a young men or a newlywed; the cap worn backwards shows us the bearer is either a person that loves rap music or is a rebel) ;

*Especially in Medieval times, the usage of materials such as velvet, laces and fur were restricted, while some colors as purple or gold were assigned only to royalty and noblemen

Purpose and meaning / SOCIAL/ ETHNIC IDENTITY AND BELONGING



A Greek couple



A Romanian couple*



Albanian woman



Spanish couple



Portuguese couple

Purpose and meaning / SOCIAL/ ETHNIC IDENTITY AND BELONGING



German couple



Polish couple



Hungarian couple



Bulgarian family



Dutch woman



French woman

Purpose and meaning / SOCIAL/ ETHNIC IDENTITY AND BELONGING

Accepting to wear certain clothes means to be part of a community/society



Hippie Group, the 60's



Punk, 1981



Rockers, 2008

The variety of clothing items and the manner in which these are worn is influenced by different circumstance directly tied to the age of the bearer, his economical and social status* and to the environment or events attended.

The pattern of the clothes assures the internal acknowledgement of communities



Poor woman



Rich woman

Source: <https://www.google.com/> (accessed 15 februarie 2021).

*magical-religious purpose in the community, leaders, or army people

Purpose and meaning / SOCIAL/ Status in the society

The clothing shows rank*, power, authority



Soldier



General



The Royal family of Denmark

*in the case of army uniforms, rank is highlighted by the design and the number of buttons or insignia and bands

Surse: <https://www.google.com/> (accesate 15 februarie 2021)

Purpose and meaning / SOCIAL/ Profession

Due to the changes in fashion few professions are still identifiable by the uniforms worn by those that have that profession (monks, priests, military people, judges).



Purpose and meaning / SOCIAL / Belonging to a certain sex



Baby girl



Woman

Man

Boy



Baby boy

THE PIECE OF CLOTH

- Clothes are the product of textile materials made of textile raw materials: fibers, textile threads, weaving;
- The fibers are thin primary materials; they can be natural (of vegetal origin – flax, hemp, cotton, bamboo, raffia or of animal origin – wool, hair, silk) or chemical (artificial and synthetic) and can resemble one another, the difference being the properties of each fiber sau chimice;
- The textile threads are obtained through simultaneously twining more fibers (after being processed) and later are transformed in textiles or knits. The manual process of twining the threads is called **spinning** while the one made in factories is called automatic spinning.



Woman spinning.
ASTRA Museum's collection of
photography



Industrial spinning

THE PIECE OF CLOTH

- **The weave** is the textile product obtained with the help of a loom, through the intertwining of vertical and horizontal threads called warp (those placed vertically) and weft (the threads inserted horizontally);
- **The tricot** is the fabric obtained from a succession of loops placed horizontally, tied between them, which are placed in rows and lines. The main element is the loop. The type and shape of loops as well as the manner in which these are tied determine the structure of the knitwear.



Weave obtained in a manual loom.
ASTRA Museum's textiles collection



Industrial tricot fabric

THE PIECE OF CLOTH

➤ The fabrics are characterized by a series of properties:

- ✓ **Physical:** the size (length, width), thickness (mm), density, weight (g/m^2);
- ✓ **Mechanical:** strength, elasticity (their capacity to regain their initial shape after being stretched and washed);
- ✓ **Functional:** the capacity of thermal insulation (depending on the quantity of air found in the fibers and between them), the hygroscopic capacity (the easy retaining of the water found in the atmosphere or of the one produced by the human being through sweat), air permeability;
- ✓ **Appearance:** color, shine, their anti-crease capacity, flexibility;
- ✓ **Technological:** weaving (cloth making), hand or mechanical embroidery (for decorating the cloth), cut, pleated, sewn (for uniting the pieces of cloth), assembled, finished by hand or mechanical, hand or mechanical made hem, hand or mechanical applied items, hand or mechanical knit;

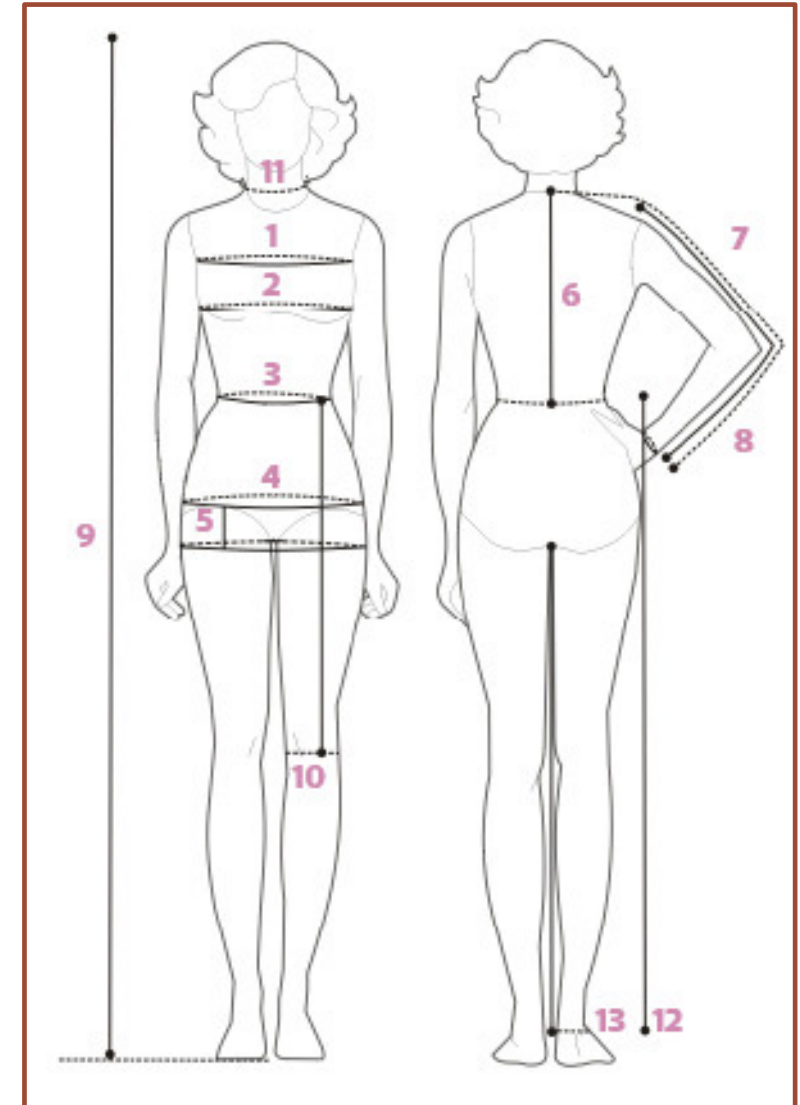


Tailor shop

HOW CAN WE CREATE A PIECE OF CLOTH

BASIC PRINCIPLES TO BEAR IN MIND

- Point of reference: the human body;
- The pattern chosen;
- The traits of the chosen material;
- Functionality;
- Balance;
- Proportion;
- Scale (the relationship between pattern and ornaments);
- Aesthetical value;
- The contrast between textures (opaque/shiny; smooth/harsh; stiff/pliable) or colors;
- Symmetry;
- Repetition (can be used to obtain different effects).



HOW CAN WE CREATE A PIECE OF CLOTH



NECESSARY TOOLS:

- *The ruler* used for drawing the pattern's lines. This is 1 m long and is used for marking the lines with chalk on the fabric.
- *Measuring tape*, that shows centimeters and millimeters and used for measuring, measuring the body and the material in order to create an item
- *The cutter* used for cutting the fabric
- *The thimble*, protects the finger against needle pricks. It can be made of metal or plastic.
- *Scissors* used for cutting the fabric. Can be large, small or specially designed for fabric cutting
- *The chalk*, used for drawing the pattern lines on a fabric
- *Sewing needles*, can be long or short, thin or thick depending on the fabric. Pin needles are used for fittings.
- During work, the fabric must be ironed, stretched according to the work stages. This is done with the help of the *electrical iron* which requires great focus. For ironing we used an *iron board*; it should have a special device used for ironing sleeves, small seams and collars.

Work tools



Loom



Textile threads



Cutting
instruments



Pins



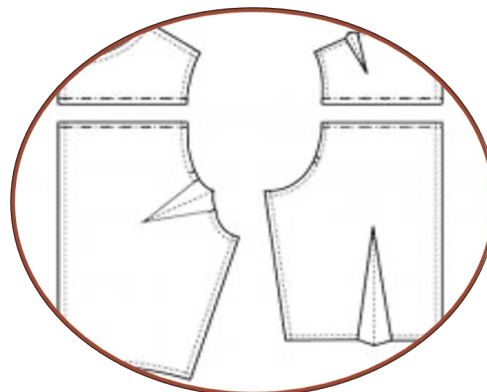
Safety
pins



Pin cushion

Work tools

Patterns



Tape meters



Marking tools/tailor's chalk



Knife used to unravel the buttonhole



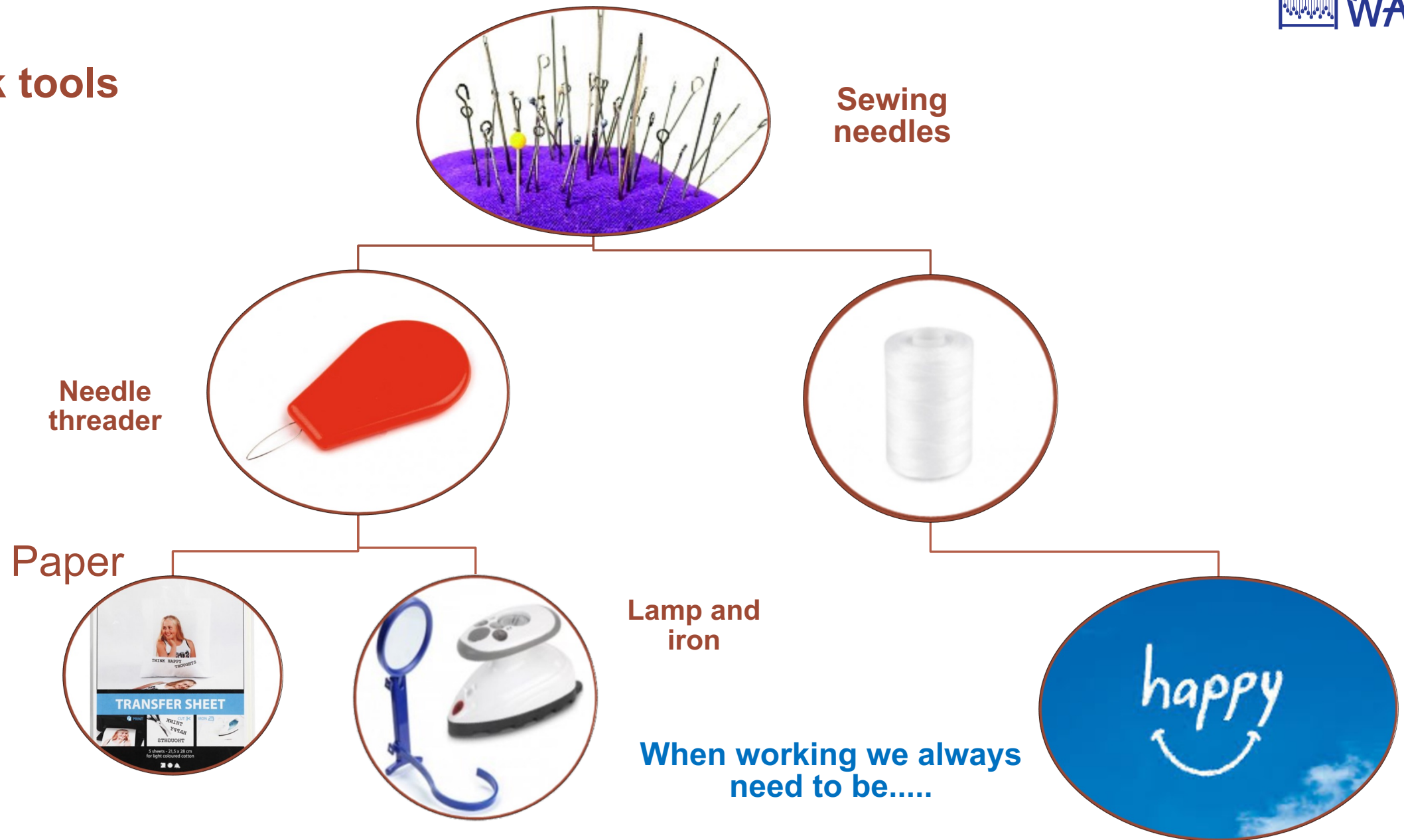
Sewing machine



Thimble



Work tools



Working tools

The **garnishes** are functional and decorative details (in order to increase the visuals) applied on a clothing item: buttons, zippers, lace, ribbons, cords, beads, etc.



The buttons were invented approximately 800 years ago. For centuries people wearing buttons were considered to be of low moral behavior since they could get undressed faster than the rest of people.

The zipper represents a gliding closing placed on straight stripes. Today it is available in any length or color.



The ribbons, such as the cords or laces used for corsets can be inserted through metallic holes placed on each side of a stripe of fabric.

Work tools

Types of lace



Ribbons



Hem lace knitted manually



Beads



The straight or circular frills are pieces of textile gathered along the hemline. They are usually placed on the edge of the piece of clothing or they could delimit a certain part of that clothing.



Gold or silver metallic wire used for embroidery.

MAKING A CLOTHING ITEM

- The adequate **preparation** of the fabric is an important preliminary element and it is essential before cutting the elements. We must understand the fabric and know its traits given by the fibers used (cotton, wool, hemp, synthetic fibers) We have to remember that when weaving the warp threads are intertwined with the weft threads.
- **Cutting:** is a simple and fast method for any type of fabric if the line is highlighted. Before cutting we have to identify the front and back of the fabric. How to do this? The front is smoother, and the patterns are more visible or better highlighted than on the back side.
- **Tailoring:** first we need a pattern*; the marking of the pattern on the fabric is done after having cut the pieces and before eliminating the mold. The simplest way to do this is with the help of the chalk. It takes time and patience to establish the place of each item (just like a puzzle). This is very important, especially from an economy point of view, to use the whole length and width of the fabric.
- **Folding:** it is necessary to check the alignment of the fabric when folding it (otherwise the coat will look uneven and it won't be comfortable). To unify the fabric's pattern, the general sequence is from left to right and it should be folded from edge to edge, for each piece of fabric.
- **Creating the hem:** represents the finished length edges of a fabric.

MAKING A PIECE OF CLOTHING

Preparation stages

- | | |
|---|--|
| <ul style="list-style-type: none"> 1. Preparing the necessary materials 2. Ironing the fabric to be smooth and flat | <ul style="list-style-type: none"> 3. Preparing the patterns for the material 4. Drawing with chalk the lines on the material in order to signal the details |
|---|--|



Manufacture stages

- | | |
|---|--|
| <ul style="list-style-type: none"> 5. Cutting consists in cutting the material following the lines drawn in chalk. | <ul style="list-style-type: none"> 6. Sewing means attaching the components and tying them together |
|---|--|



Finishing stages

- | | |
|--|---|
| <ul style="list-style-type: none"> 7. Clean the lint, and cut the remaining threads | <ul style="list-style-type: none"> 8. Iron the piece of clothing |
|--|---|

”The idea a man has about beauty affects his appearance, it creases and worn-out his coat, fills or straightens his jacket and in time it is visible on his features. The human ends up being what he wants to be”

wrote Charles Baudelaire
in *The Painter of Modern Life and other Essays**



Viktor Vasnetsov, *Frog Tsarevna*, 1918

Source: https://en.wikipedia.org/wiki/Romantic_nationalism#/media/File:Vasnetsov_Frog_Princess.jpg (accesat 13 aprilie 2021)

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EXERCISE 1

Classical movies can be a historical source of costumes for different civilizations and historical eras

Awarded movies like Ben Hur, Cleopatra, The Gladiator, Troy, Gandhi etc. can provide interesting visual references of the civilian and war clothing.

How to do this?

1. The trainer can select any movie that has been awarded for Best costumes for viewing and further discussions.
2. Costumes/ Uniforms/ Armors and accessories from the movie could be associated with the information provided in this module
3. Do costumes in movies help us better understand the evolution of clothing?

This activity allows students to associate textual information with the costumes from the movie selected for the exercise.

EXERCISE 2

There were designers that brought a significant contribution to fashion during or between the two world wars.

Their design innovations had a huge impact on how the clothing was perceived by the society

1. Select any designer that created before, during or between the wars
2. Find images of their drawings from reference books or online.
3. Glue the images in an exercise notebook that associates them to the textual information provided by the chapter
4. Does the label/symbol/ creation exist today? If yes, who is the main designer now?

This activity will allow students to understand the creative and symbolic role of the fashion designers' creation from the beginning of the 20th century and how their symbols/labels have evolved.

EXERCISE 3

Based on the information provided create a book mark from a fabric at your choice.

The technological process will be documented and registered in a portfolio