



Fashion Design



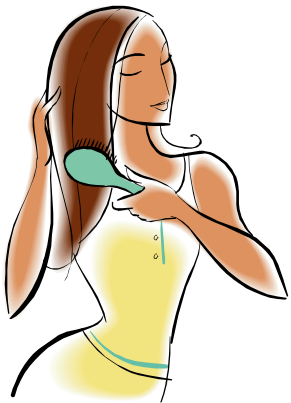
Why People Wear Clothes

- 1. Protection (Physical Need)
 - From Weather
 - From Environmental Dangers
 - From Occupational Hazards
 - From Enemies



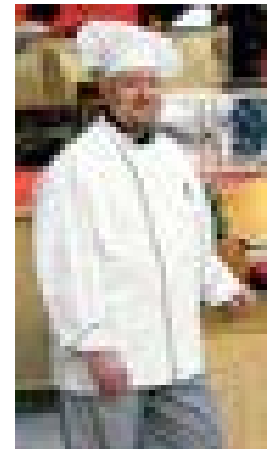
Why People Wear Clothes

- 2. Adornment (Psychological Need)
 - Beauty
 - Creates a positive emotional reaction in the viewer
 - Most psychologists believe beauty is essential to human life
 - Decorative clothing makes us more attractive
 - Decorative adornment can be found in various cultures throughout history
 - Beauty varies from culture to culture and person to person



Why People Wear Clothes

- 3. Identification (Psychological Need)
 - The process of establishing who someone is or what something does
 - Uniforms
 - A way of identifying roles
 - Can also be done using badges, emblems, patches, etc
 - Ceremonial garments can identify roles (ex: cap and gown for graduates, white gown for a bride)
 - Indicate a position of authority
 - Decreases racial, religious, and other barriers
 - Dress codes: businesses and schools have them
 - Clothing must fall within a certain range



Why People Wear Clothes

- 4. Modesty (Social Need)
 - Covering of a person's body according to the code of decency of that person's society
 - Dictates the proper way to cover the body for social acceptance
 - Standards of decency are molded by our culture and social system
 - The event you are attending influences your amount of modesty



Why People Wear Clothes

- 5. Status (Social Need)
 - Position or rank in comparison to others
 - “Good” or “High” status is usually associated with recognition, prestige, and social acceptance
 - Clothing is sometimes used to gain a higher rank
 - Many people are willing to pay extra for garments with the most desired labels or logos (Utah buys more brand names per capita than anywhere else in US)
 - Some items have important social meaning, like a letter on a letterman jacket or a badge on a uniform





Why People Select Certain Clothes

- Values and Attitudes
 - Values: the ideas, beliefs, and things that are important to an individual
 - Underlying reasons for a basis for a person's decisions, lifestyle and code of ethics
 - Motivations for a persons actions
 - Where a person puts their money show their values
 - Advertising can influence values
 - Values and clothing selection can be influenced by age
 - Attitudes: formed from values
 - Reactions to people, things, or ideas

Why People Wear Certain Clothes

- Conformity versus Individuality
 - Conformity: obeying or agreeing with some given standard or authority
 - We learn early in life what others expect us to wear
 - Gives a sense of belonging
 - Too much conformity can mean a loss of personal individuality
 - Individuality: self-expression
 - Distinguishes one person from another
 - When we choose styles different from our friends, we are expressing our individuality



Why People Wear Certain Clothes

- Personality
 - Total characteristics that distinguish an individual, especially his or her behavioral tendencies
 - Certain ways of dressing give clues about personality traits (ex: people who wear very decorative things are usually very sociable)





Fashion – 20th Century

In 1901 with the death of Queen Victoria the era of corsets, slim fitting skirts, long sleeves and high collars were coming to an end.



Early 1900's

- Corsets were disappearing, women wore full skirts with a shorter length.
- When the men left for World War 1 the clothing had to be more functional.



1920's

- Coco Chanel introduced sportswear garments for everyday wear.
- Flapper dress styles were introduced.



1930's – 1940's

- Glamour was the word for fashion in these decades.
- 1947 Brought the New Look which featured long hemlines, narrow shoulders and tight bodices



1950's



- Tight bodices and full skirts carried through the 1950's
- Fads like poodle skirts and bobby (ankle) socks came to be "cool" in the late 1950's.

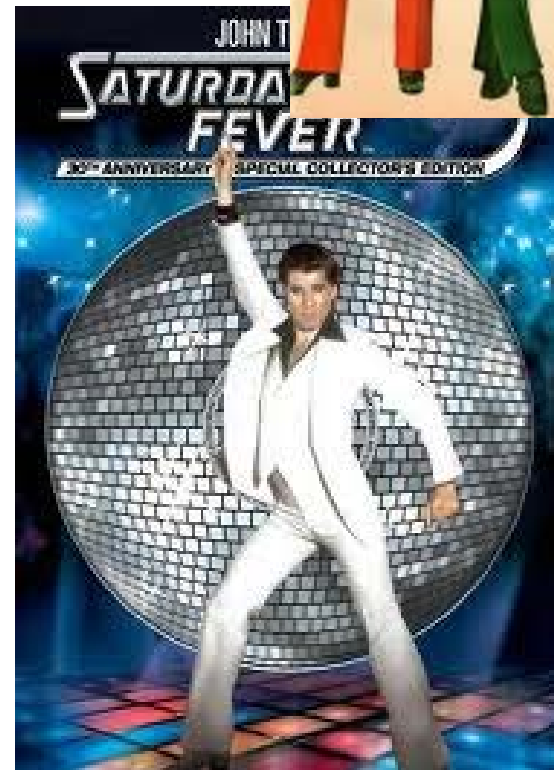
1960's

- Social changes, film, music and the Vietnam War were the influences.
- Hippie Style came into being during the 60's – Bright colors and embroidery were seen everywhere!



1970's

- Feminism brought shorter skirts and pants for women.
- Disco was born



1980's



- More women in the workplace caused the trend of the Power Suit – the birth of shoulder pads.
- Fitness also became a big thing in the 1980's which influenced fashion.
- And of course – crazy colors!



1990's

- Americans began dressing for comfort more than style.
- Grunge was born



2000's

- How would you describe 2000's fashion?

