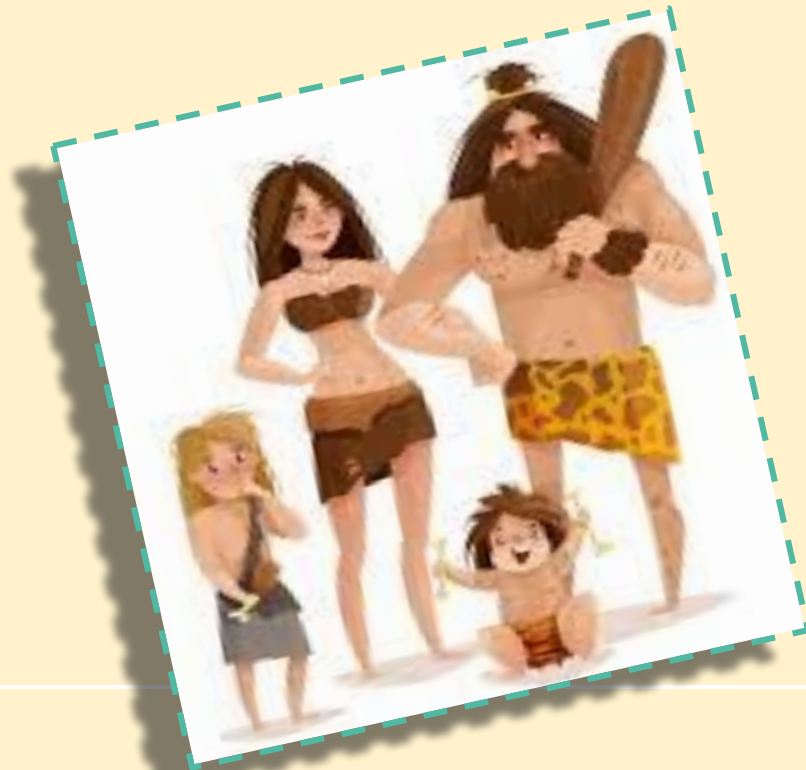


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# History of Fashion

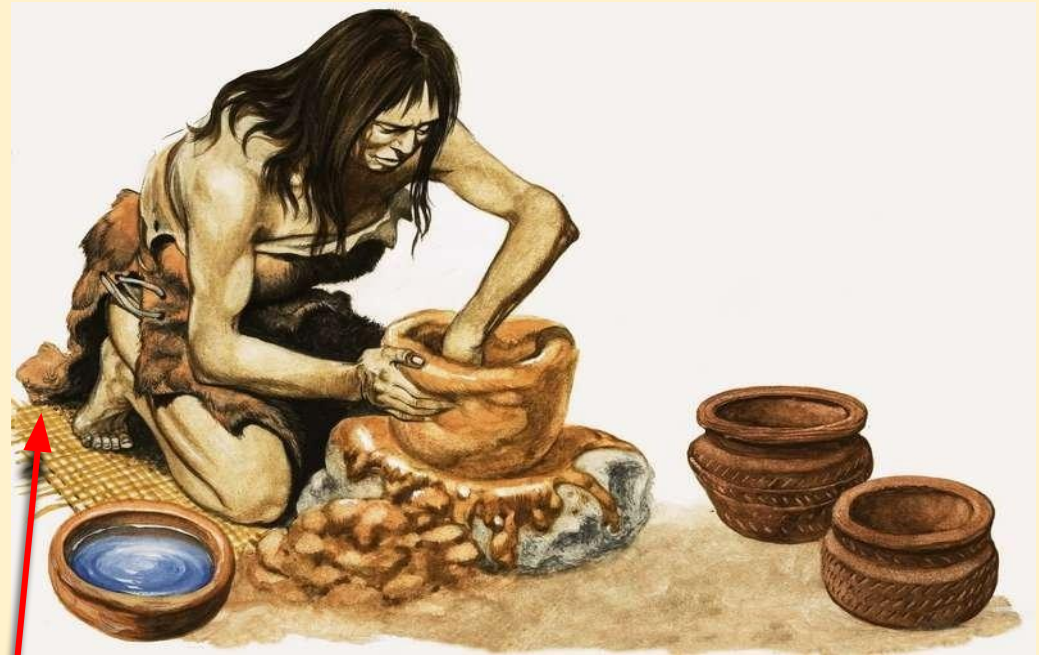
## *The Beginnings of Fashion*



# The Beginnings of Clothing



Body was covered with tattoos by making scars in form of designs on the skin



Animal skin was used for covering the body

# The Beginnings of Clothing



Ivory Needles

*Material in Clothing*

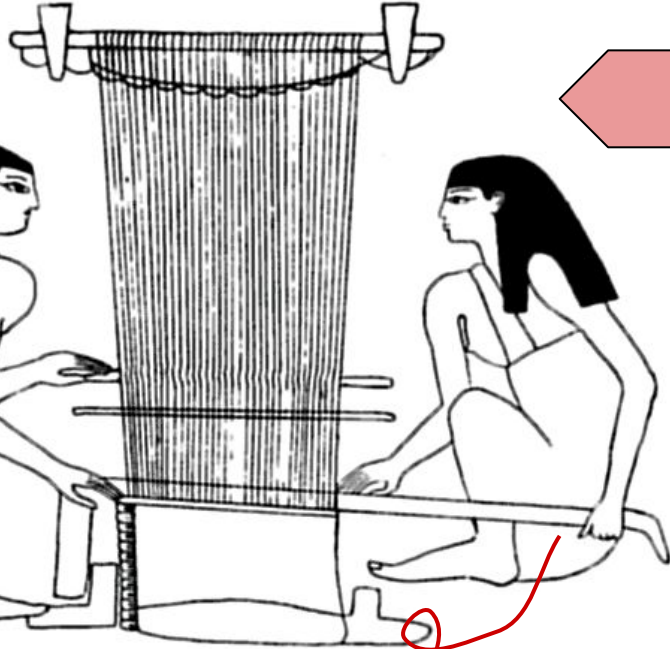


Wool Felt

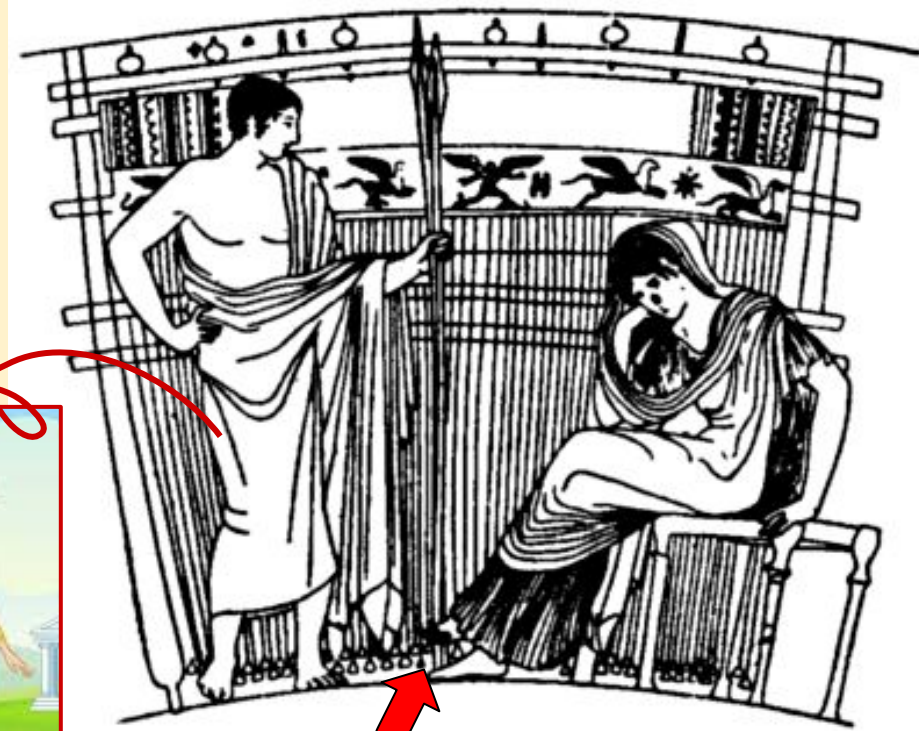
Woven Fabric



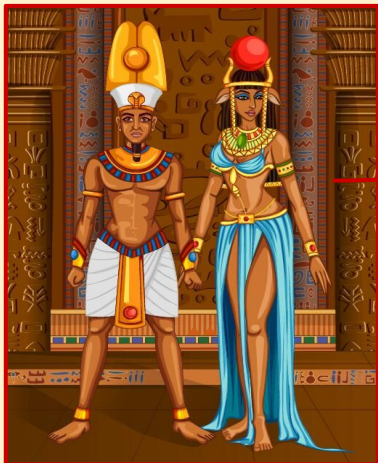
# The Beginnings of Clothing- Weaving



Egyptian Loom



Grecian Loom



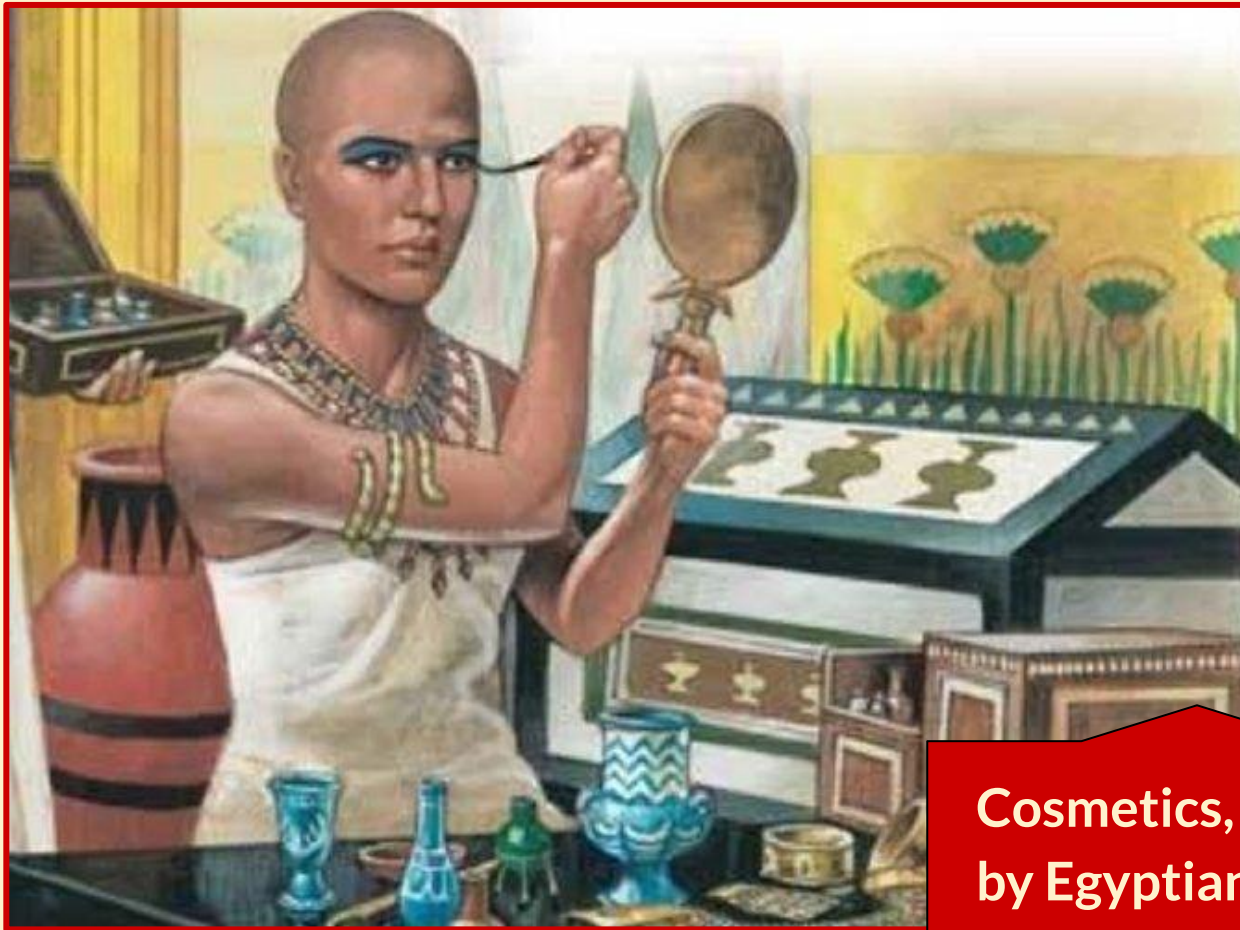
# The Beginnings of Clothing- Egyptian



Draping was the technique used for covering body in linen fabric

Tightly Draped Tunics of Women and Tight Skirts of Men made in Linen Fabric

# The Beginnings of Clothing- Egyptian



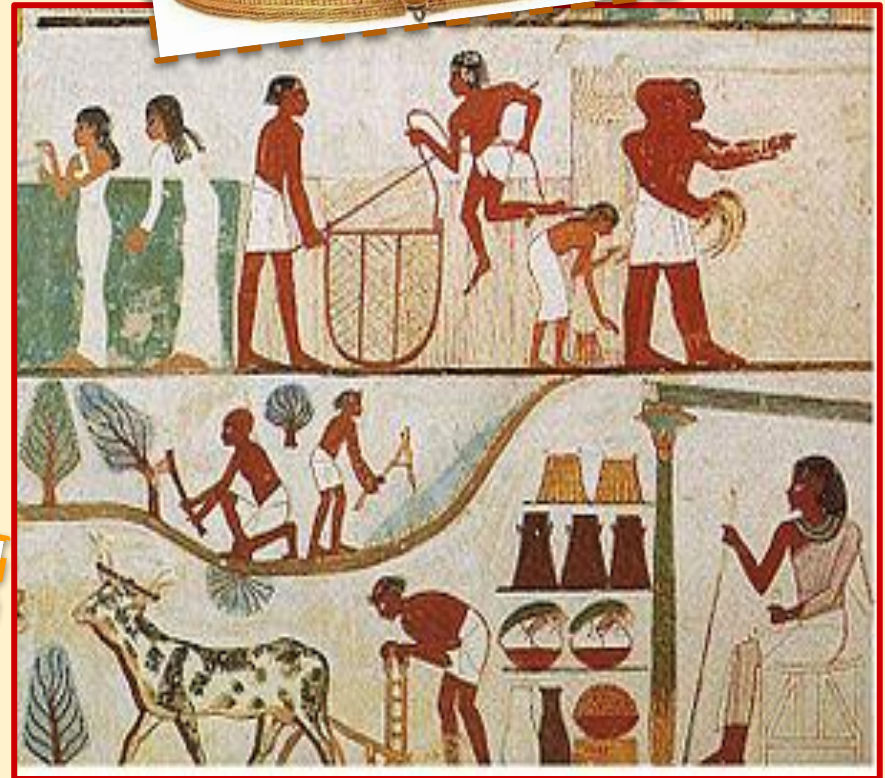
Cosmetics, Oils and Unguents used by Egyptians



# The Beginnings of Clothing- Egyptian



Peasants wore coarser linen whereas the royals wore sheer finer linen



# Roman & Grecian Costumes

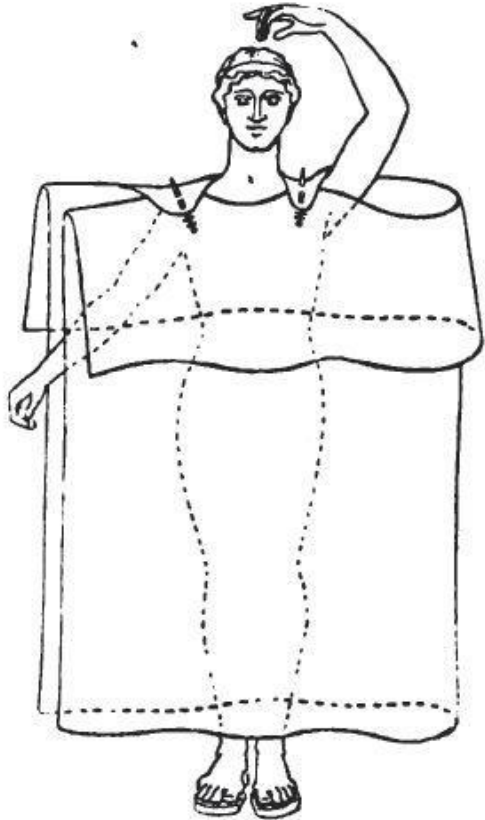


FIG. 108. — DIAGRAM ILLUSTRATING THE ARRANGEMENT OF THE DORIAN *Chiton*.



Tunic draped in loose folds and covered with a mantle. Girdle or a belt tied around the waist



# Transition in western costumes



From tightly draped Egyptian Costumes to Heavy Draped Costumes of Rome and Greece

# Ancient Indian Costumes



Indian Costumes & Jewellery of Indus Valley Civilization



# Ancient Indian Costumes



Ancient Indian Draped Costumes  
Uttariya and Antariya,  
Kayabandh-

# Ancient Indian Costumes



Influences of Buddhism and Mughal  
Rule on Indian Costumes



# Ancient Silk Route



**The Silk Road**  
By Andy McGrath

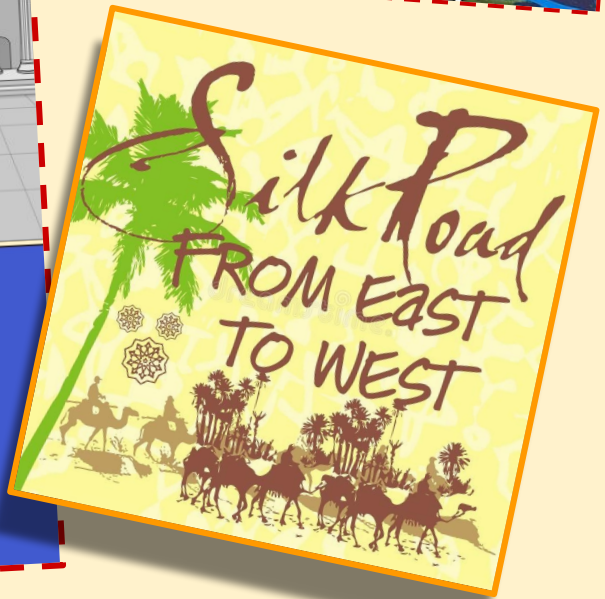
The father of the silk road is an explorer named Zhang Qian. He founded the silk road by discovering other ancient cultures. Under the Han rule, New trade routes allowed the Chinese to trade with other ancient cultures.

When people of other cultures learned about silk, it became a highly prized material. The Romans, in particular eagerly trade valuable goods for silk.

The silk road was not one continuous route it was network of routes spit into parts eastern and western.

Many goods were traded on the silk road these goods include silk, jewelry, spices, cotton.

This is how china traded with other ancient cultures



# Middle Ages - France



Corset dresses for women  
and Trousers for men

# Renaissance in France



Farthingale for women  
and Hoses for men



# Charles Worth



World War II Costumes



World War I Costumes





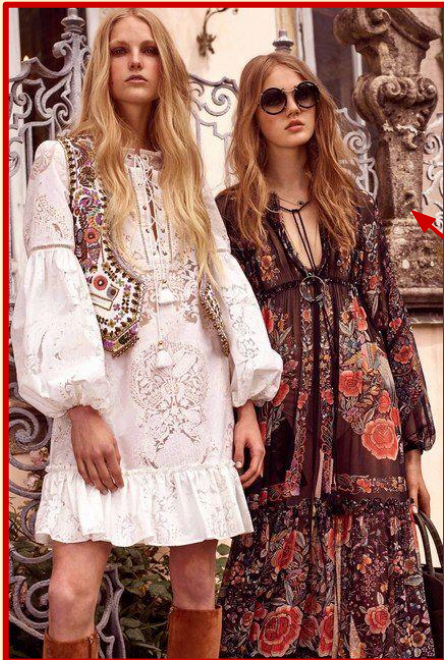
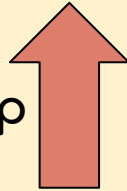
# Coco Chanel - Wearable Fashion



# Trickle Up Theory - Hippies



Trickle Up  
Theory



Floral prints, tie dye fabrics,  
bright colors, easy fitting  
garments, flowers on hair,  
bandana

Red Indian Costume influence  
Boho Fashion

# Trickle Down Theory- Middle Ages

## FASHION ADOPTION THEORIES



Trickle up



Trickle down

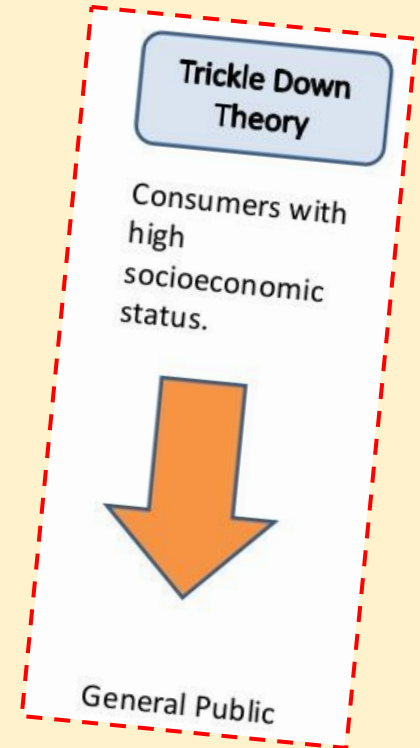


Trickle across



Designer Inspirations from Byzantine Era

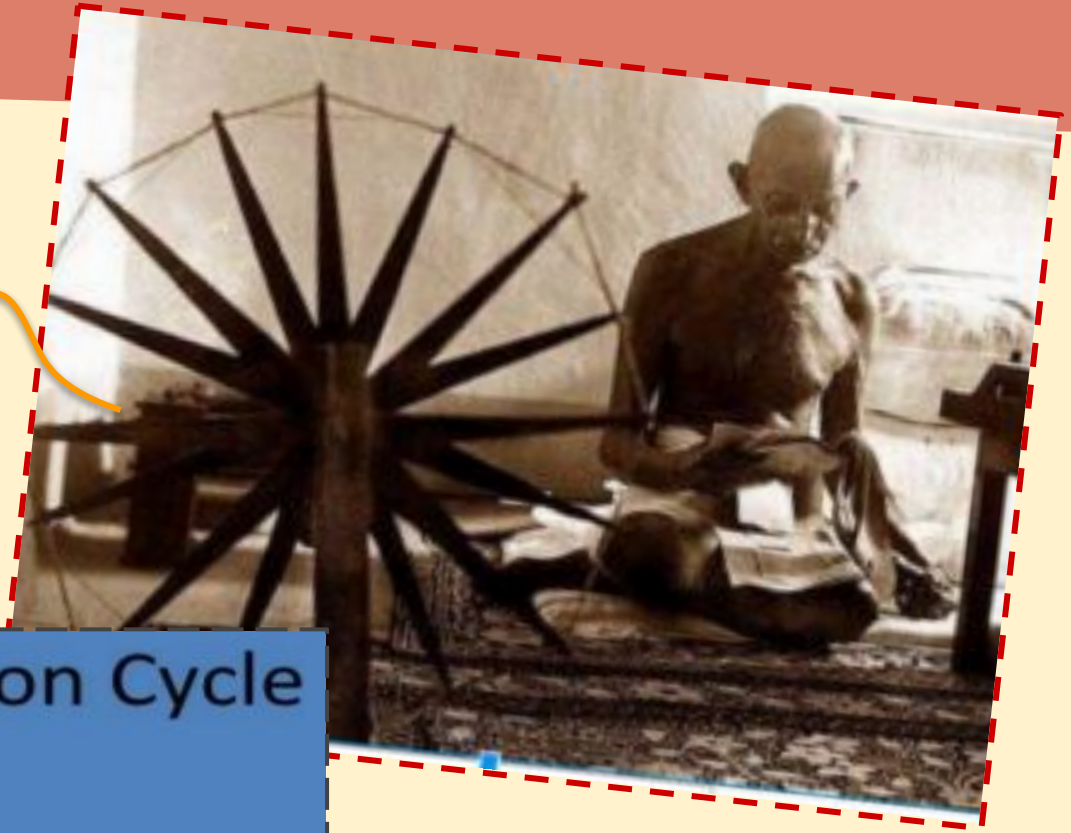
Influence of Emperor Constantine and Christianity



# Khadi Movement - Trickle Across Theory

## Trickle Across Theory

Acceptance comes from several groups at the same time.



## Stages of the Fashion Cycle

- Introduction
- Rise
- Peak
- Decline
- Obsolescence



# Classic Style - jeans



*Jeans*



# Fashion Cycle Terminologies

**Fashion Followers :** Fashion Followers. People who wear a certain style only after it becomes a popular trend. Everyday people are examples of fashion followers. An example of a person becoming a fashion follower is when someone sees "boyfriend jeans" on a model and starts to like it because of the model.

**Fashion Laggards :** Who do not follow any fashion and who are not up to date with current trends.



**Fashion Icons :** A person or thing that is very well known as being highly fashionable.



# Fashion Cycle Terminologies



*Fashion Leaders*



Fashion leaders are people who are influential in fashion. There are two main dimensions that can be seen in fashion leadership: fashion innovativeness and fashion opinion leadership. Fashion leaders are generally people who are genuinely interested in fashion for themselves and do not merely wear clothes to set trends for others.

# Fashion Cycle Terminologies



These brands earn millions of dollars while selling pieces cheaply because of the sheer number of items they sell, no matter the cost or markup. And garment workers are undoubtedly being paid well below the minimum wage.



**Fast fashion** is a design, manufacturing, and marketing method focused on rapidly producing high volumes of clothing. Garment production utilizes trend replication and low-quality materials in order to bring inexpensive styles to the public. It particularly came to the fore during the vogue for 'boho chic' in the mid-2000s.



# Fashion Cycle Terminologies

## Eco Clothing Labels

The term “*slow fashion*” was coined in 2007 by Kate Fletcher in an article published in *The Ecologist*, where she compared the eco / sustainable / ethical fashion industry to the slow food movement.

 <p><b>Certified B Corporation</b></p> <p>B Corp</p> <p>A more general certification given to companies that meet rigorous standards of social and environmental performance, accountability, and transparency.</p>	 <p><b>EU Ecolabel</b></p> <p>Ecolabel by the European Union</p> <p>Denotes products with reduced environmental impacts throughout their life cycle.</p>	 <p><b>FAIRTRADE</b></p> <p>Fair Trade</p> <p>Guarantees that farmers and workers involved in production were compensated justly. More of a validation of ethical practices, but also promotes sustainable agriculture.</p>	 <p><b>GCC Brandmark</b></p> <p>This brand mark by Eco Age is a validation for individual products or fashion collections that meet rigorous social, ethical, and environmental standards.</p>	 <p><b>GLOBAL ORGANIC TEXTILE STANDARD - GOTS</b></p> <p>Global Organic Textile Standard (GOTS)</p> <p>Certified textiles contain at least 70% organic fibres; all chemicals used must meet strict criteria. Proper wastewater treatments also mandatory.</p>
 <p><b>MADE-BY</b></p> <p>Made-By</p> <p>Assures that a brand operates responsibly with respect to people and the planet.</p>	 <p><b>CONFIDENCE IN TEXTILES</b></p> <p>Oeko-Tex® Standard 100</p> <p>Ensures that the tested yarns and textiles do not contain illegal substances, regulated harmful substances, or known harmful but unregulated chemicals.</p>	 <p><b>{ PETA-APPROVED } VEGAN</b></p> <p>PETA-Approved Vegan</p> <p>Used by companies that make vegan and animal-friendly clothing and accessories. Companies that use the logo must sign PETA's statement of assurance verifying that their product is vegan.</p>	 <p><b>USDA ORGANIC</b></p> <p>USDA Organic</p> <p>Made for organic agricultural practices (like Ecocert, Soil Association, etc.). Therefore, a USDA certification for a shirt ensures the cotton was grown organically, but does not guarantee that the shirt is free of toxic finishes.</p>	 <p><b>WFTO GUARANTEED FAIR TRADE</b></p> <p>World Fair Trade Organisation (WFTO)</p> <p>A fair trade certification that ensures responsible practices across the supply chain and supports small producers and their communities.</p>

Slow Fashion developed as a natural reaction to fast fashion: where trends change every season, clothing and accessories are affordable but low quality and end up in the trash in no time.