

CLOTHES & FASHION CLOTHES & FASHION CLOTHES & FASHION CLOTHES & FASHION



LIFESTYLES REVISITED



THE EVOLUTION OF FASHION



LIFESTYLES REVISITED



MY FAVOURITE GARMENT



LIFESTYLES REVISITED



REGIONAL COSTUMES



LIFESTYLES REVISITED



Universitat d'Alacant / Universidad de Alicante

Vicerektorat d'Estudis, Formació i Qualitat / Vicerrectorado de Estudios, Formación y Calidad



CLOTHES & FASHION



FASHION

□ **Work team definition:**

- **Population:**
 - **25** participants
- **Gender:**
 - Female: **18**
 - Male: **7**
- **Age:**
 - 18-30 years old: **10**
 - Over 50 years old: **15**



AGE RANGES	Women	Men	Total
18 – 30 years' old	7	3	10
Over 50 years' old	11	4	15
Total	18	7	25



1st WORKSHOP - Intergenerational meeting



- ❑ Preparing the **milestones** for the questionnaire on CLOTHES AND FASHION.

2nd WORKSHOP - Intergenerational debate



- ❑ **Analyzing** the questionnaire data and **results** and **obtaining conclusions**.
- ❑ **Debating** on CLOTHES AND FASHION among the different generations.

3rd WORKSHOP – The Evolution of Fashion



- ❑ Exchanging ideas and discussing from the different generations point of view about **clothes' evolution**.
- ❑ Expressing opinions.



4th WORKSHOP - Regional Costumes

- ❑ Becoming aware of the existence of different costumes according to the Spanish regions.
- ❑ Obtaining information about the regional costumes used in special festivities.

5th WORKSHOP – Visit to the exhibition “Haute Couture Golden Age”



- ❑ Knowing about the fashion in Spain and the evolution.
- ❑ Discovering main characteristics of fashion. Important decades.

6th WORKSHOP – Attendance to conference “Haute Couture Golden Age”

- ❑ Gathering information about the professional point of view.
- ❑ Learning about couture details from first hand.



7th WORKSHOP - My favourite garment

- Debating about the favourite clothes from intergenerational point of view.
- Talking about positive and negative aspects.
- Expressing feelings and emotions.

8th WORKSHOP - Material development

- Production of presentations, video and report.



METHODOLOGY AND DESCRIPTION OF THE WORKSHOP ACTIVITIES

1st WORKSHOP

Intergenerational meeting

Meeting of the intergenerational work group to prepare the questionnaire-based survey on CLOTHES AND FASHION and discuss its contents.

2nd WORKSHOP

Intergenerational debate

Debate on survey results and analysis of the latter.



3rd WORKSHOP

The Evolution of Fashion

Expressing opinions about the evolution of fashion according to decades of last century.

Different generations exchange ideas and defend their point of view.

4th WORKSHOP

Regional Costumes

Each one of the participants choose an Autonomous Region which has a special meaning to them and expose the women and men typical regional costume.



METHODOLOGY AND DESCRIPTION OF THE WORKSHOP ACTIVITIES

5th WORKSHOP

Visit to the exhibition “Haute couture golden age”

Visit of the exhibition in order to learn about the main hits of the fashion and design in Spain, specially in the Prêt-à-Porter sector.

6th WORKSHOP

Attendance to conference “Haute couture golden age”

Getting in touch with professional designers in the Spanish fashion area having the opportunity of making questions regarding their job.

7th WORKSHOP

My favourite garment

Each one of the participants choose a favourite garment which has a special meaning to them and expose their relevance according to their personal style.

8th WORKSHOP

Material development

Once the results had been obtained, the group met in order to produce: presentations, a video and a questionnaire report.



WORKSHOP 1st AND 2nd - INTERGENERATIONAL MEETING AND DEBATE

❑ NVivo analysis (qualitative data)



NVivo is a tool which permits to contrast large amounts of textual records against one another; it facilitates text search and retrieval, as well as encoding, and additionally allows the researcher to work with an unlimited number of categories and subcategories

❑ The **survey** (data) and the debate group with a moderator (to support the results and define interesting themes)

❑ **Graphs:**

❑ Age groups

❑ Gender (single-sex) groups

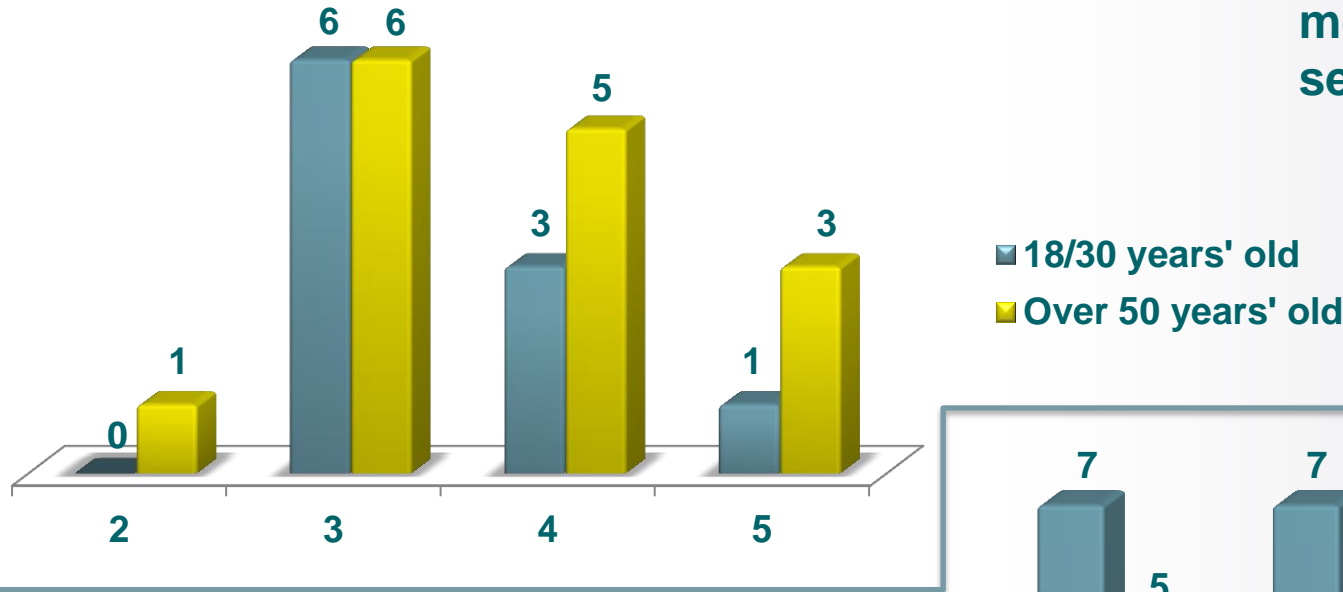
❑ **Conclusions:** Detailed analysis of generational differences



CLOTHING AND PERSONAL STYLE

Are clothes important?

Clothing is regarded as more important by the senior group.



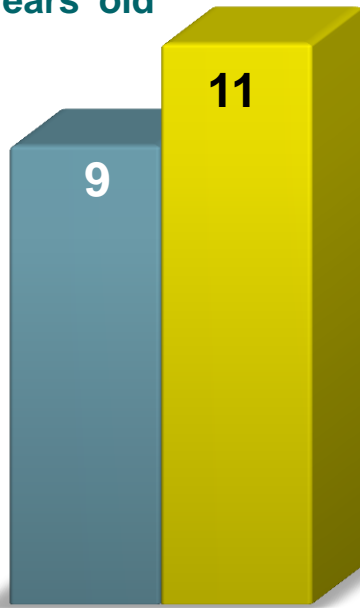
Women value clothes much more than men.



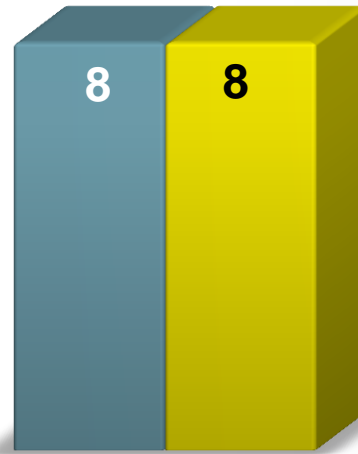
CLOTHING AND PERSONAL STYLE

When it comes to dressing, what is more important?

- 18/30 years' old
- Over 50 years' old



It fits me well



It is comfortable



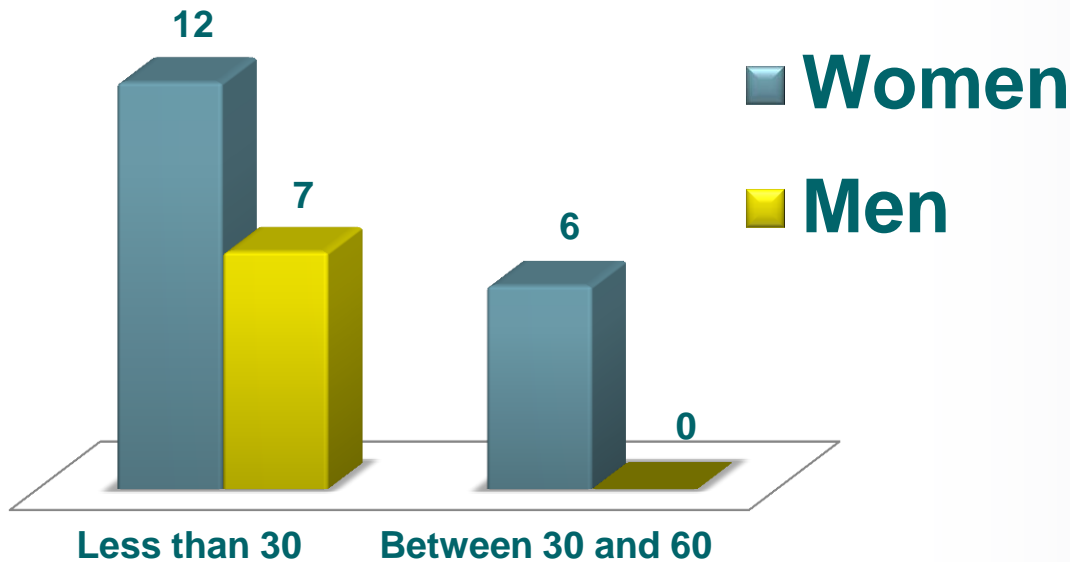
It is fashionable

For both age groups is equally important that the clothes fit well and are comfortable. Being fashionable is considered to be unimportant by the group.



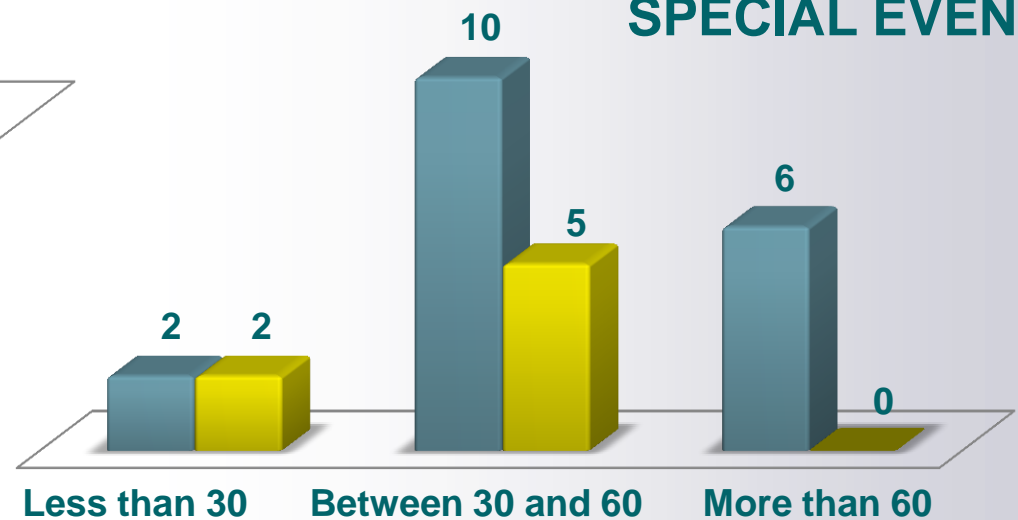
CLOTHING AND PERSONAL STYLE

DAILY



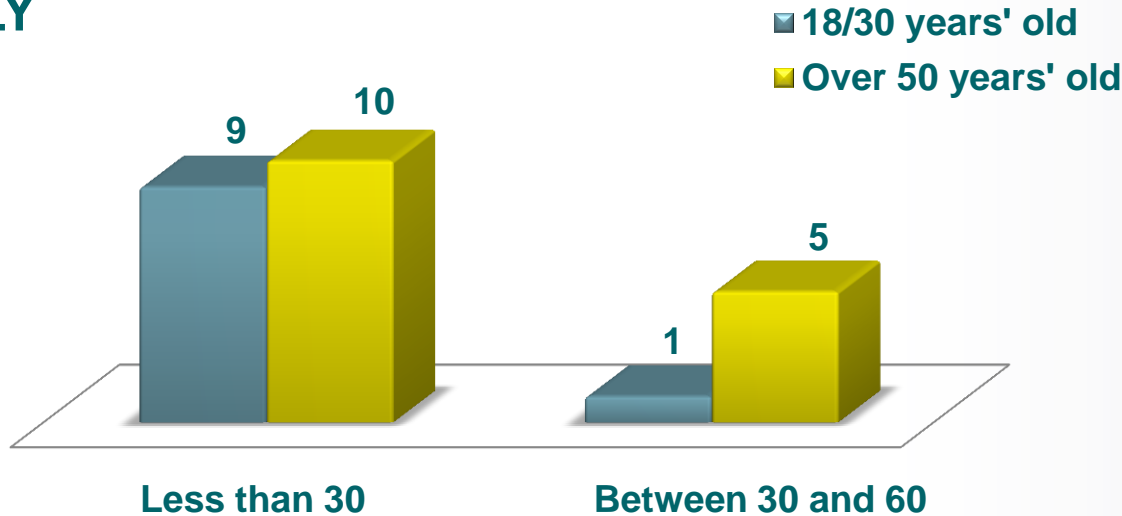
Women spend more time compared to men every day when they dress. They also spend more time when they have to dress up for a special event.

SPECIAL EVENTS

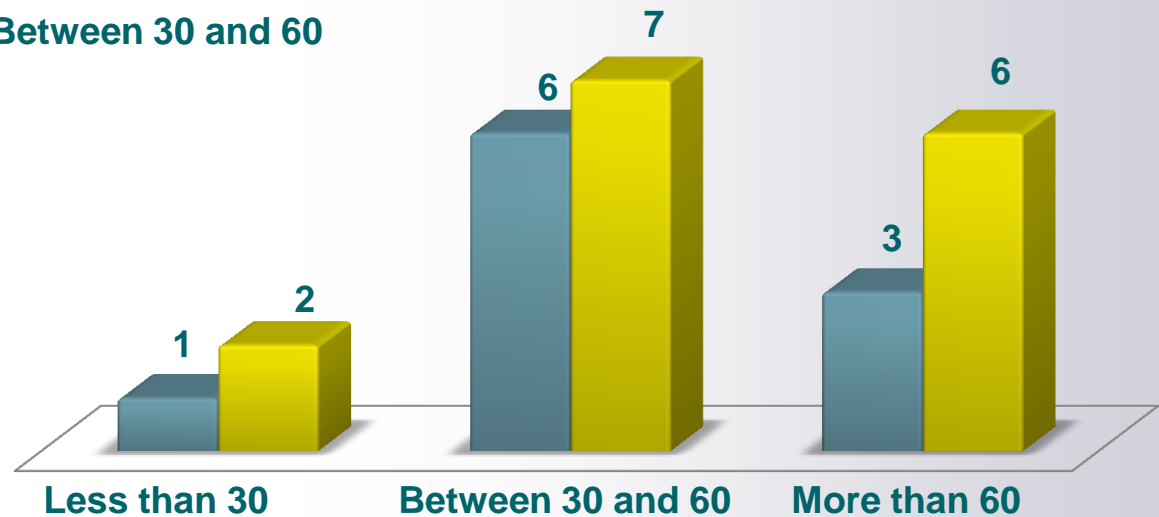


CLOTHING AND PERSONAL STYLE

DAILY



SPECIAL EVENTS

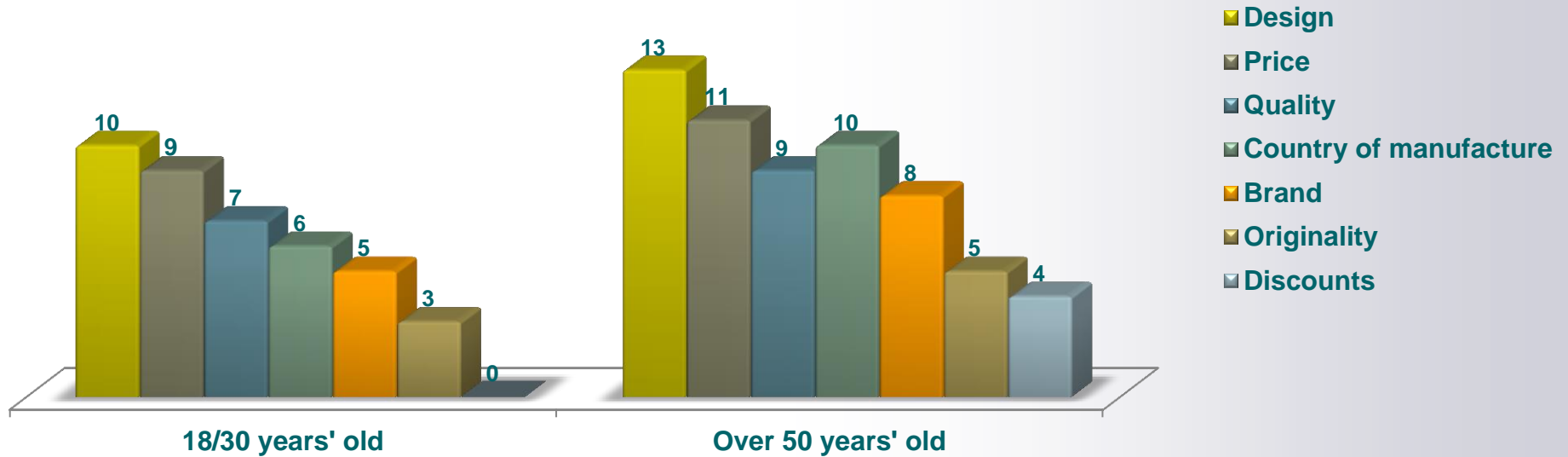


Seniors spend more time dressing, not only daily but also for special events. The average duration is 30 minutes daily and between 30 and 60 for events.

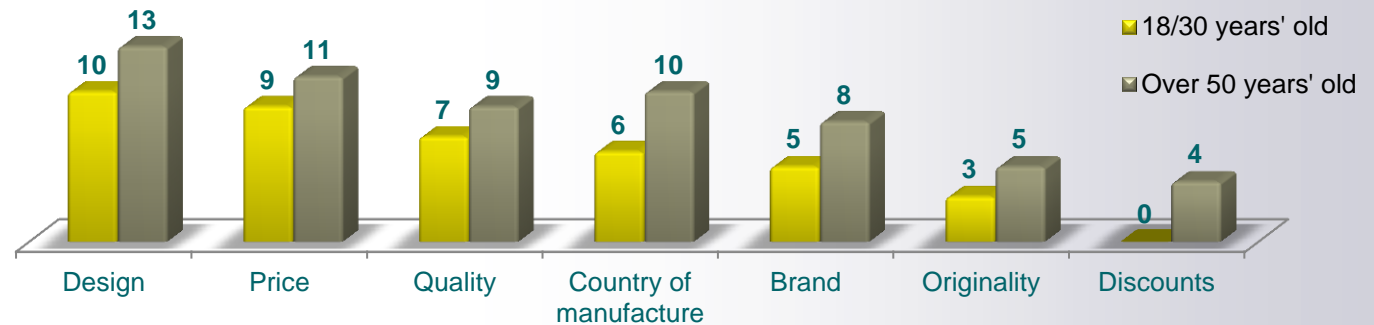


CLOTHING AND PERSONAL STYLE

What's your priority when choosing your clothes and style?



Both age groups have the same priority when choosing clothes and style: design, price and quality.



CLOTHING AND PERSONAL STYLE

Clothes and accessories' combination that defines the daily clothing style

Over 50 years' old

Women	Men
Blouse	Shirt
Jersey/cardigan	Jersey
Pants	Pants
Coat	Jacket
Purse	Belt
Wristwatch	Wristwatch
Sunglasses	Flat shoes
Plain shoes	

18-30 years' old

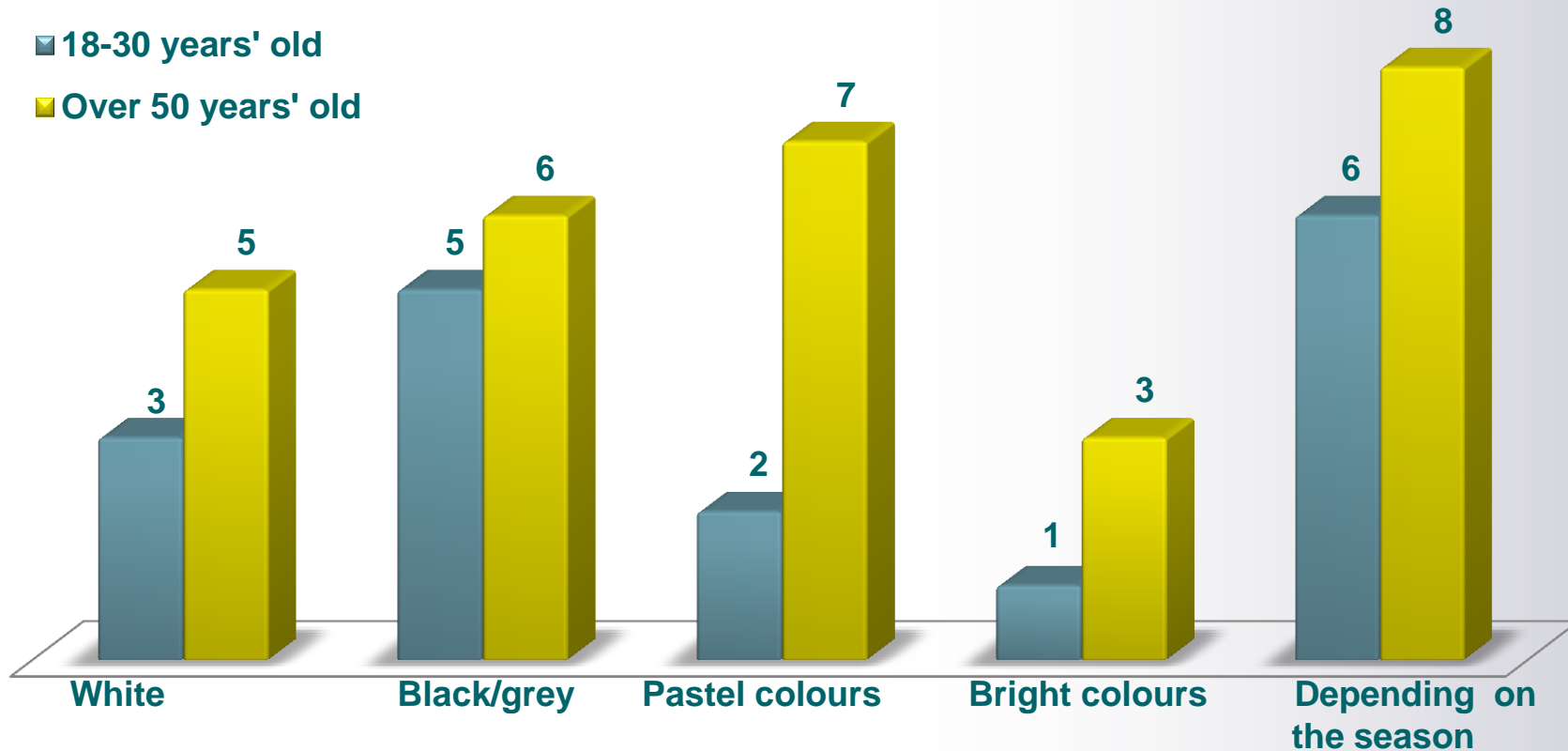
Women	Men
Shirt	Polo
Jersey	Jeans
Jeans	Belt
Jacket	Shoes
Belt	
Purse	
Wristwatch	
Sunglasses	
Flat shoes	



PERSONAL AND FAMILIAR CHOICE

What colours stand out in your wardrobe?

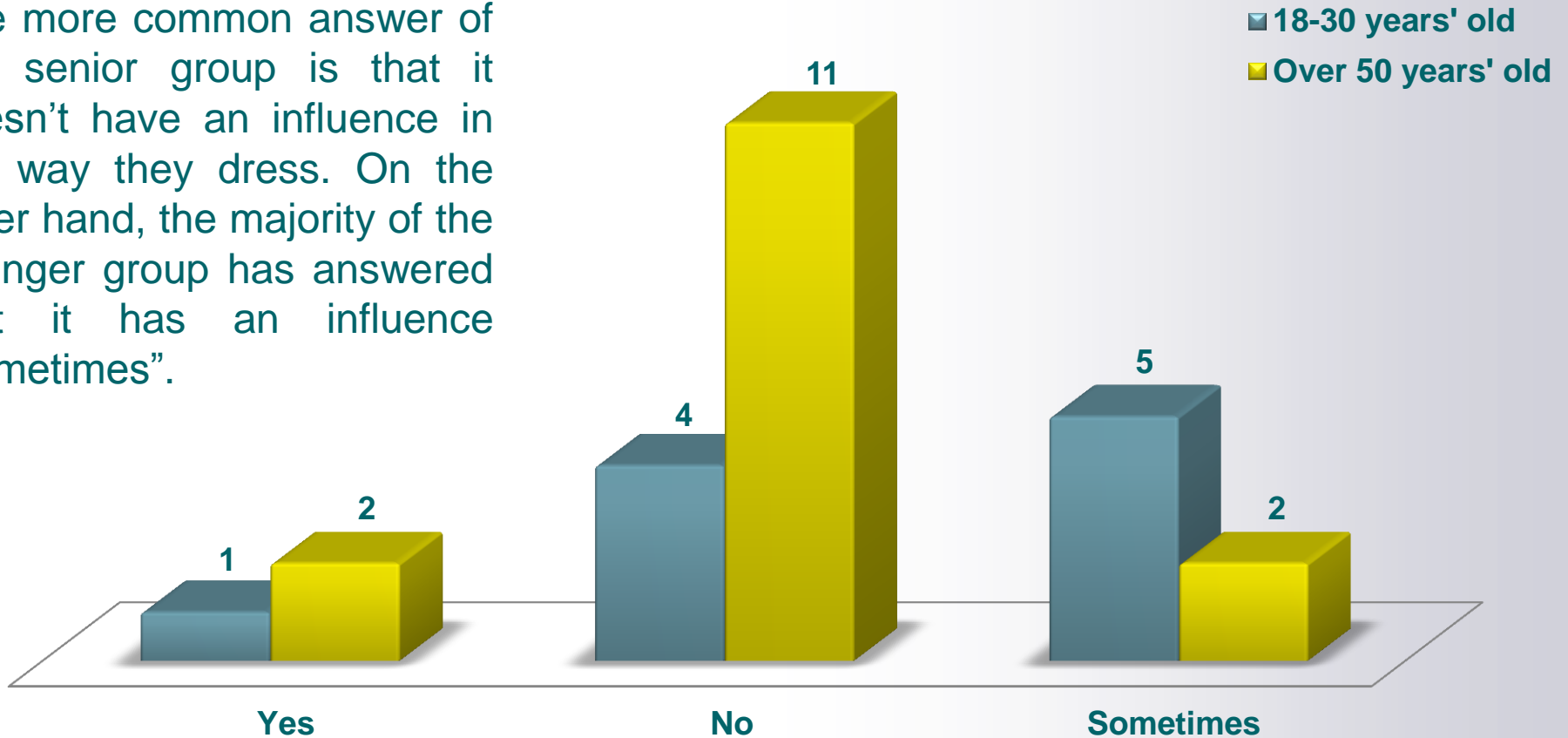
Black and white are essential for both age groups, but they also like to change colours depending on the season. Older people are more attracted to pastel colours.



PERSONAL AND FAMILIAR CHOICE

The opinion of family and friends has an influence in the way you dress?

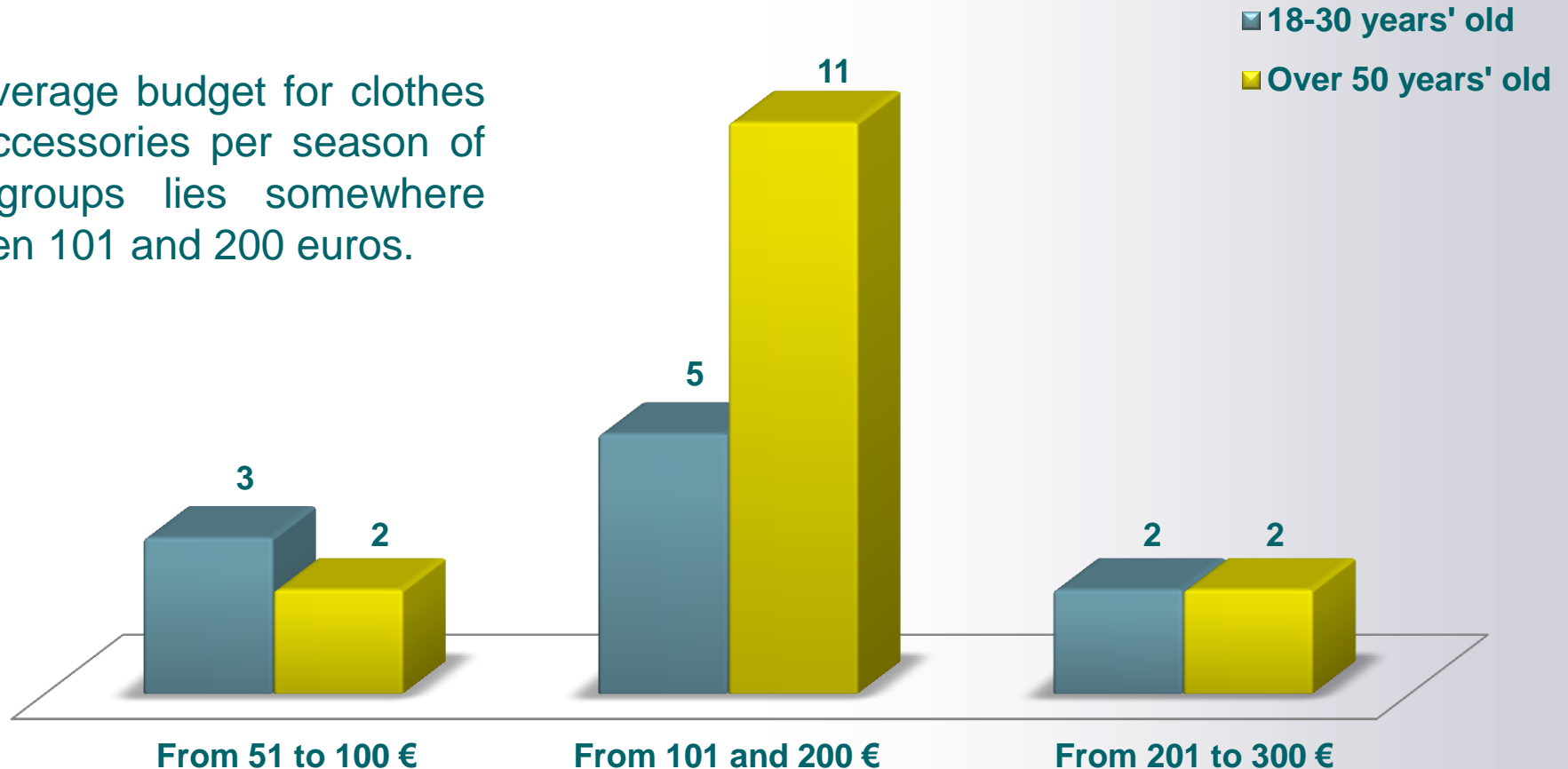
The more common answer of the senior group is that it doesn't have an influence in the way they dress. On the other hand, the majority of the younger group has answered that it has an influence "sometimes".



BUDGET

How much do you spend in clothes and/or accessories per season?

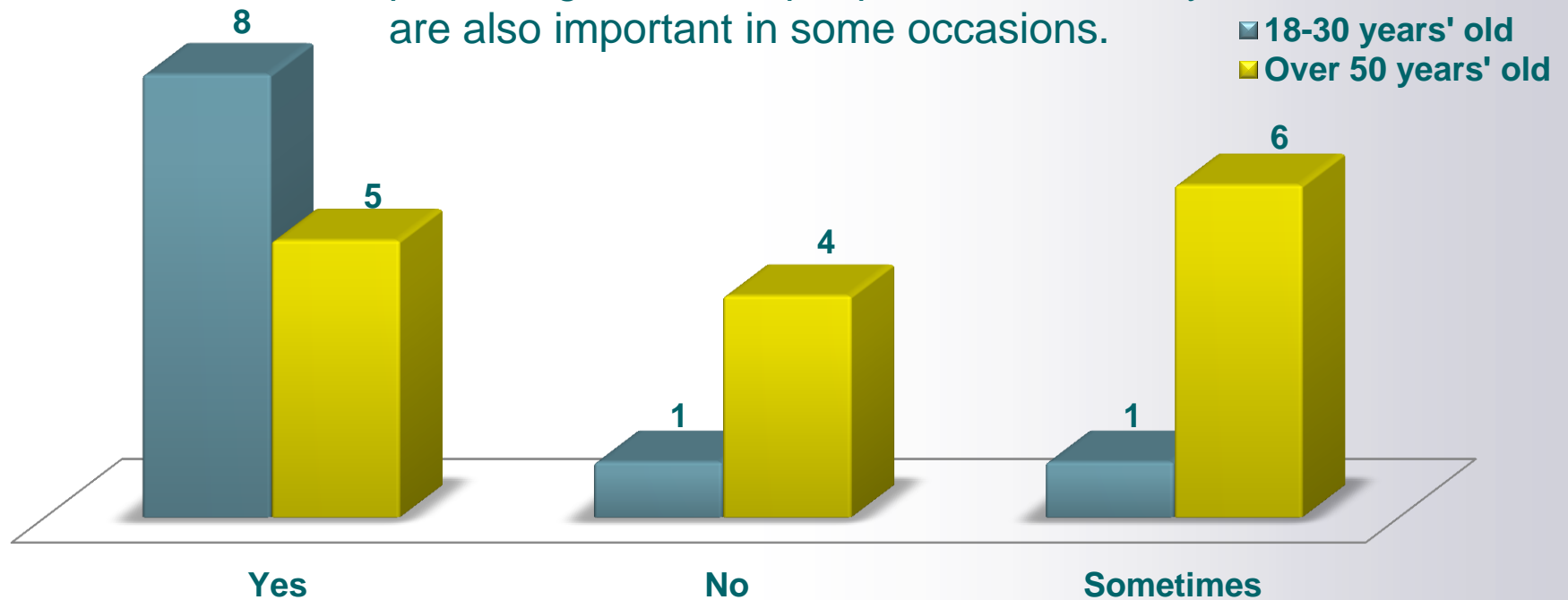
The average budget for clothes and accessories per season of both groups lies somewhere between 101 and 200 euros.



ACCESSOIRES

Do you think that accessories are essential to be fashionable?

The young group gives more importance than the older group to accessories as a fashion complement, although a great percentage of older people think that they are also important in some occasions.



ACCESSOIRES

What fashion accessories do you consider essential?

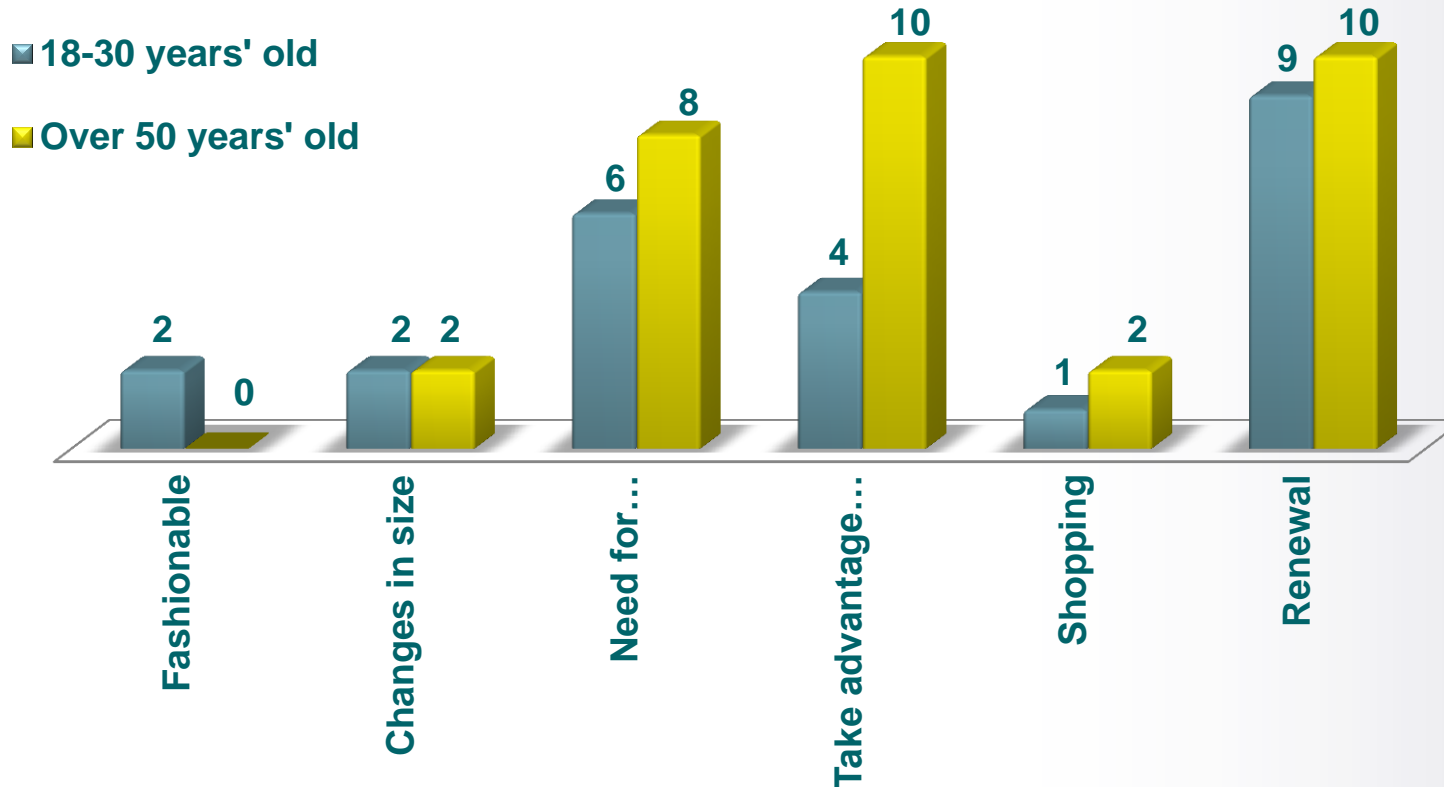


The older group considers essential purses, wristwatches and sunglasses, as well as the younger group does. The older group also highlights the importance of the handkerchief and the wallet, having no value for young people.



PREFERENCES, TIME AND PLACE

What is the main reason to buy clothes and/or accessories?



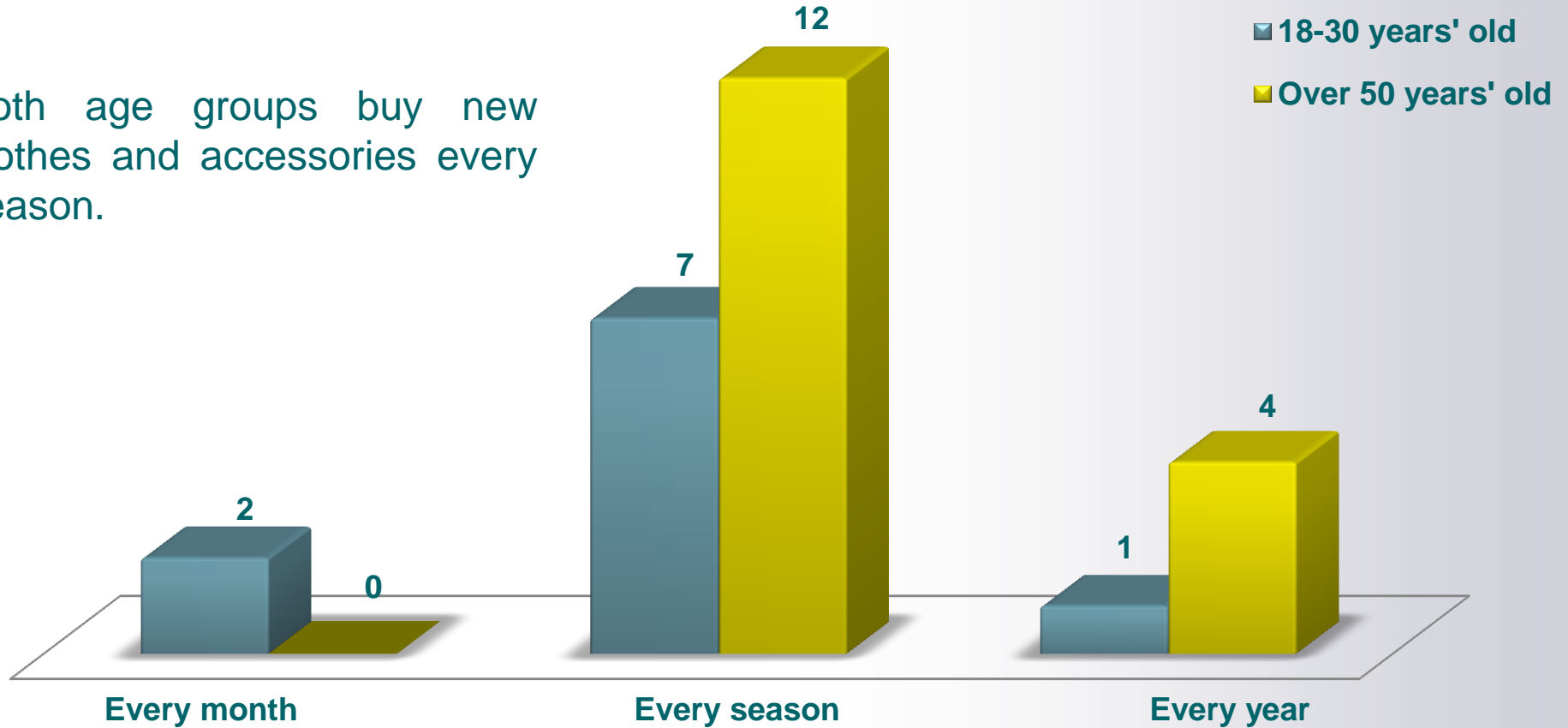
Both age groups have as main reasons to buy new clothes: 1. Take advantage of offers and 2. renewal due to wear and tear.



PREFERENCES, TIME AND PLACE

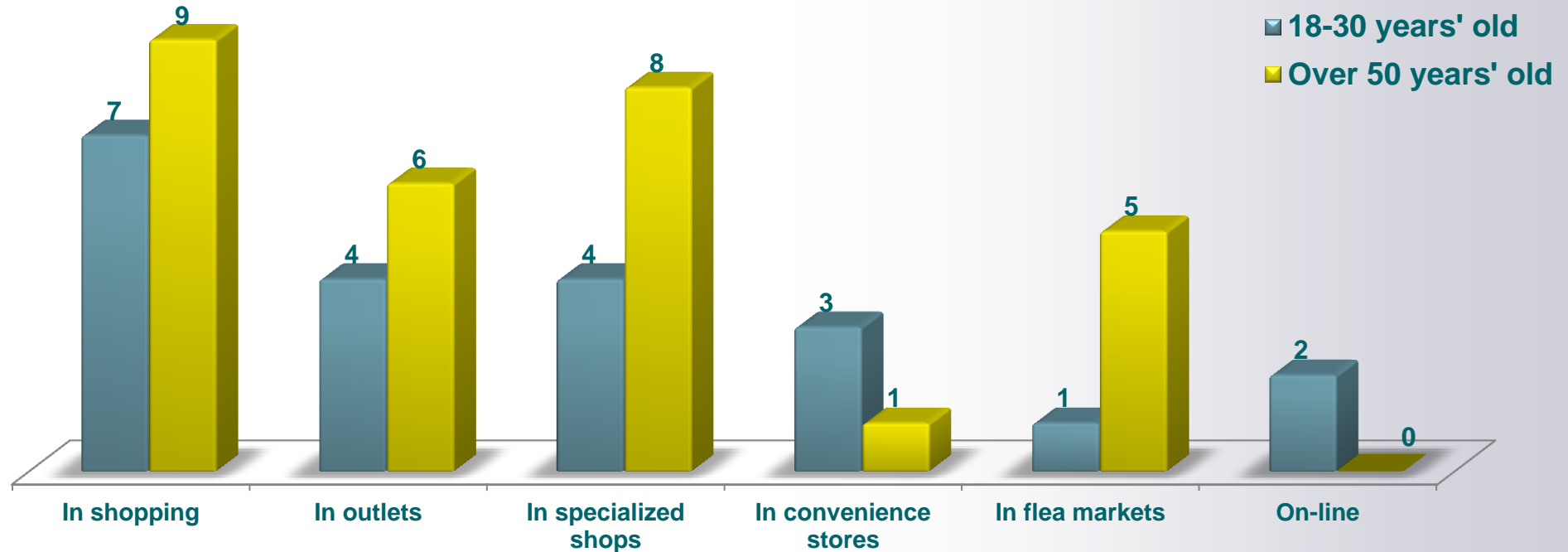
How often do you buy clothes and/or accessories?

Both age groups buy new clothes and accessories every season.



PREFERENCES, TIME AND PLACE

Where do you prefer to buy clothes and/or accessories?



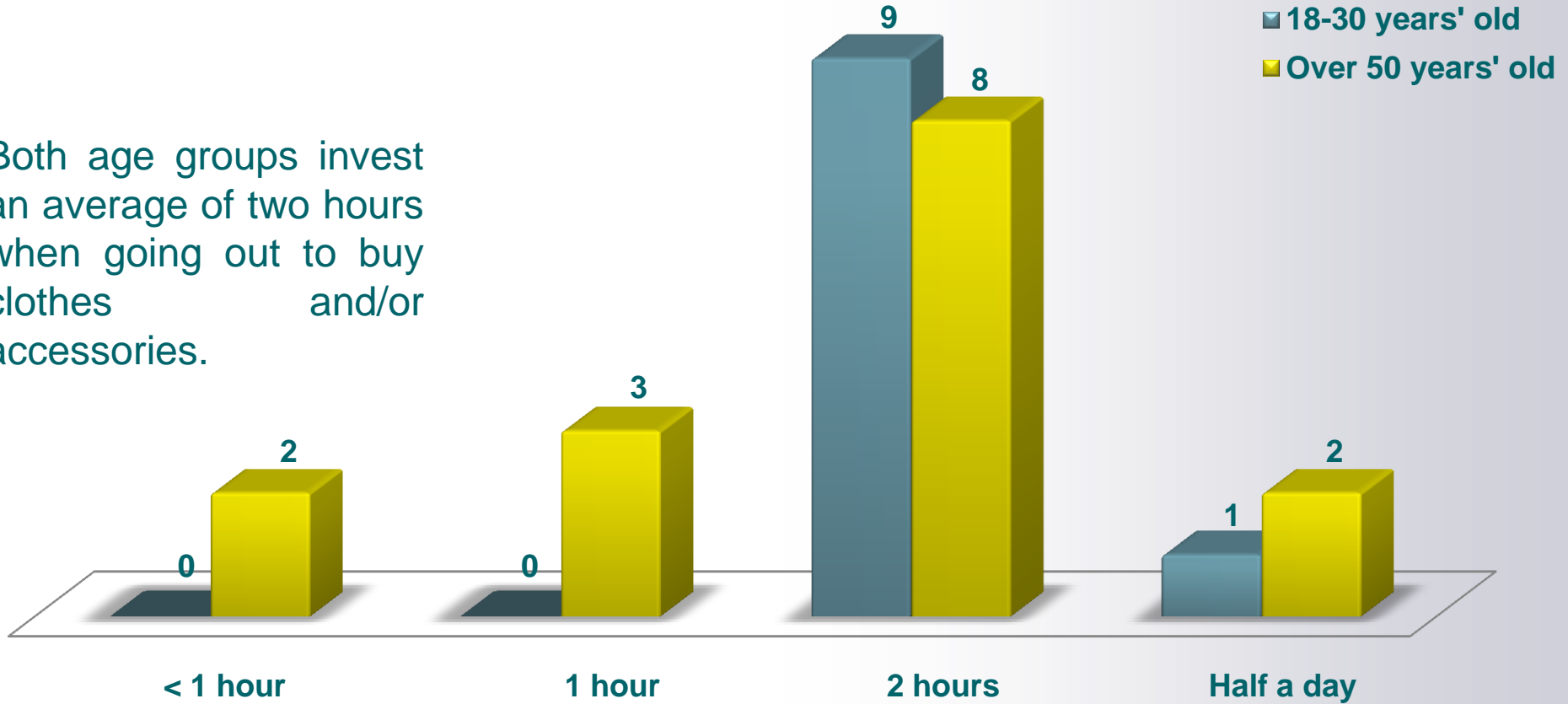
The favourite places when buying clothes and/or accessories for both age groups are: shopping centres, outlets and specialized shops. Seniors also like buying in flea markets.



PREFERENCES, TIME AND PLACE

When you go out to buy clothes and/or accessories, what is the average time do you invest?

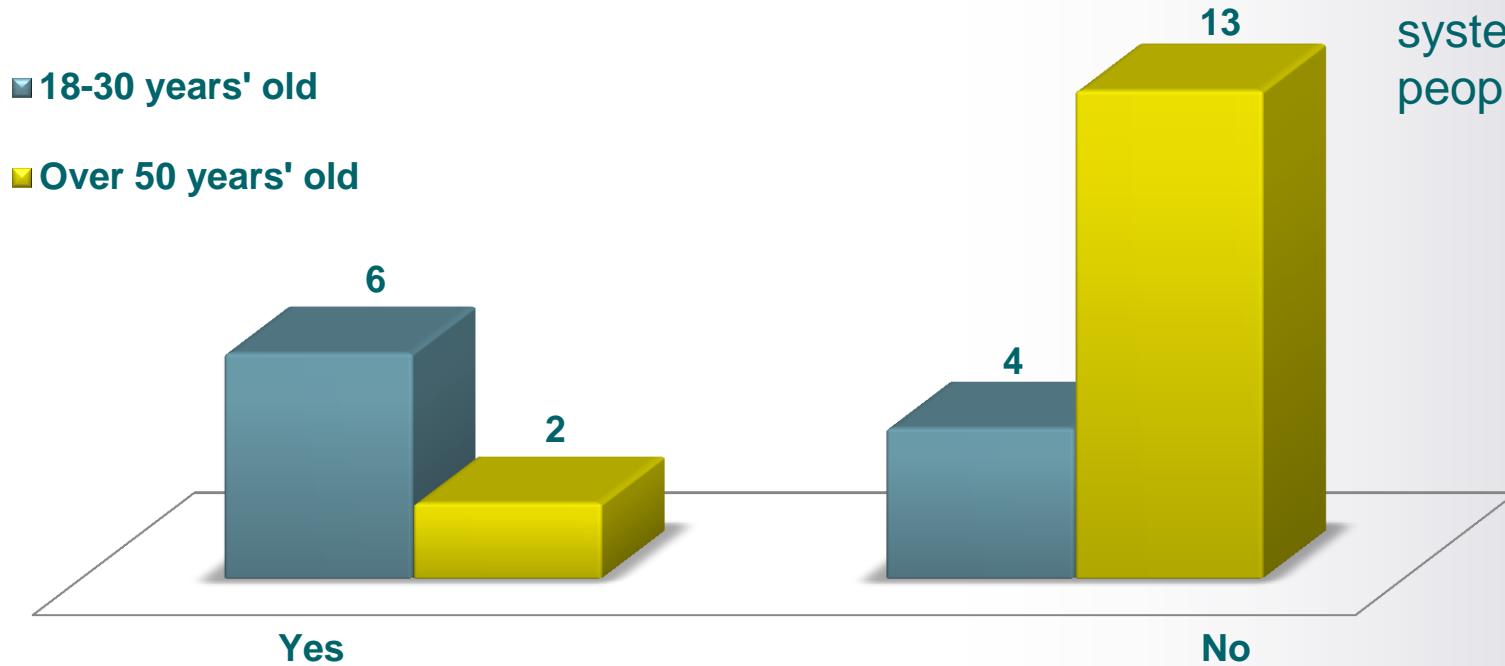
Both age groups invest an average of two hours when going out to buy clothes and/or accessories.



THE MEDIA

Have you bought clothes and/or accessories via the Internet?

Seniors are reluctant to buy clothes on-line, while it is a widely used system amongst young people.



THE MEDIA

Why did you do so?

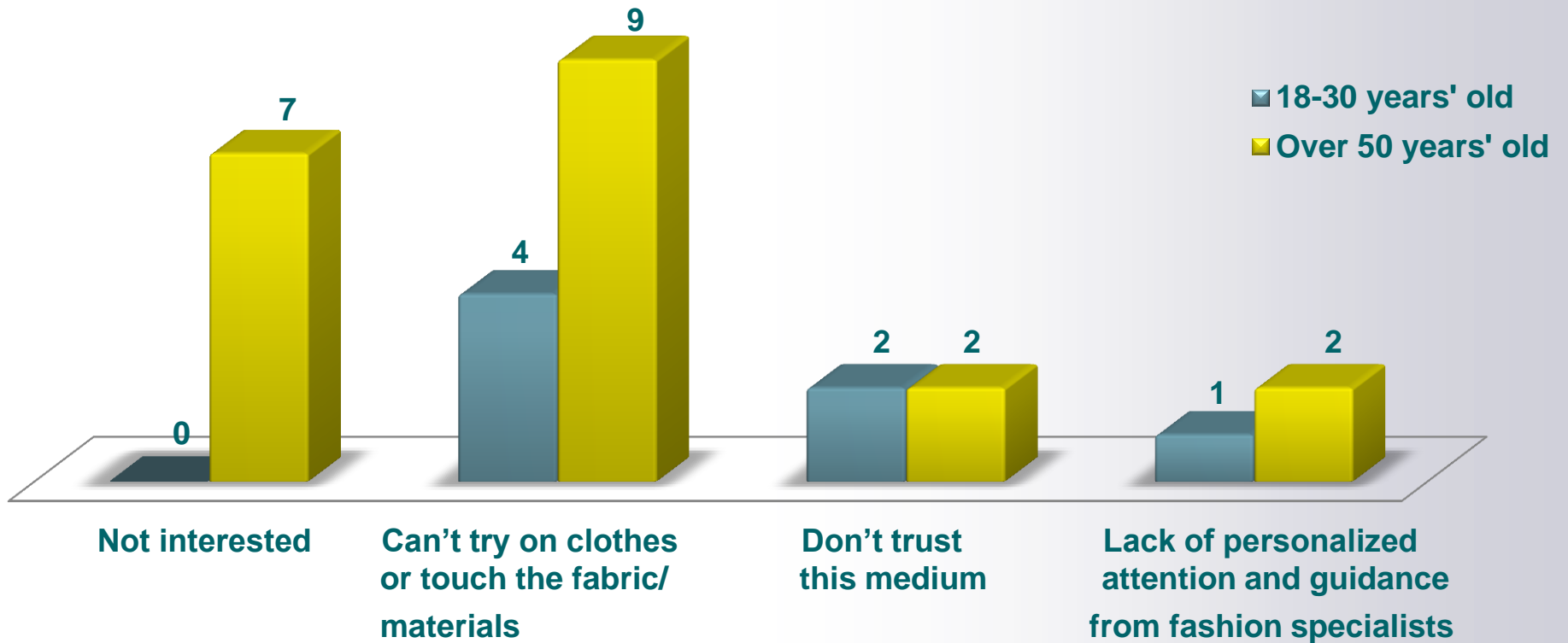
Young people use to buy on-line mainly because prices are lower compared to other type of establishment.



THE MEDIA

Why didn't you do so?

Seniors reject on-line shopping mainly because they can neither try on those clothes nor touch the fabric, and also because they are not interested in such commercial service.



WORKSHOP 3rd – THE EVOLUTION OF FASHION

FASHION ALWAYS RETURNS



1900

Costumes

- S-form silhouette
- Long
- Decorated hats



1910

Unisex look

- Straight silhouette
- The skirt is shortened up to the ankle
- ETON haircut
- Plain upper part

1920

Accentuate the waistline

- Suit jacket
- Let the hair down
- Silk tights
- Bathing suit



1930

Militarised style

- V-neckline
- Dresses below the knees
- Pantys begin to be popular
- Skirt-pant



WORKSHOP 3rd – THE EVOLUTION OF FASHION

FASHION
ALWAYS
RETURN



1940

Cult of beauty

- Dresses below the knees
- Pointed shoes
- Wool coats
- Shoulders are highlighted
- Resource saving
- Gloves



1950

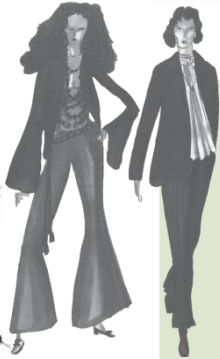
Comfortable fashion

- Juvenile
- Straight silhouette
- Extravagant costumes
- Tube tops
- The bikini revolution

1960

Original fashion

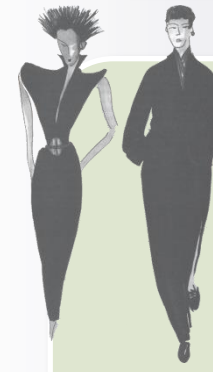
- Unisex
- Bell-bottom trousers
- Cotton blouse
- Miniskirt



1970

The decade of diversity

- Tight pants
- Lycra replaces cotton
- Disco style arises
- Clogs and walking shoes



WORKSHOP 3rd – THE EVOLUTION OF FASHION

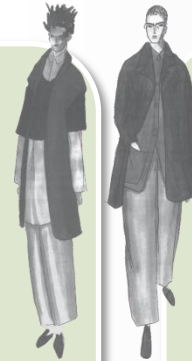
FASHION ALWAYS RETURNS



1980

Controversial fashion

- Casual look
- Body parts visible
- Underwear visible
- Transparencies



1990

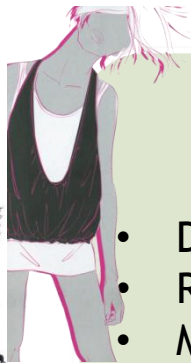
Fashion & Freedom

- No “tendencies”
- Jeans
- Piercings, tatoos and hair dyes

2000

Postmodern fashion

- Design / practicality
- Reduced costs
- Marketing strategies



2010

“Green” conscience just one click away

- Organic and / or biodegradable materials
- Technological textiles
- On-line clothes and fashion shops
- Fashion at the click of a mouse



WORKSHOP 4th – REGIONAL COSTUMES



The similarities with other Spanish costumes stem from the functional imitation of the lords' costume: jacket, waistcoat, shorts, girdle-sash or girdle-belt and underwear in men and bodice, skirt, apron and underwear in women. Everyday clothes are clearly distinguished from holiday clothes, and the latter may show differences for various occasions: mourning, weddings, christenings and other specific events.

Party costumes, costly and seldom used, are inherited from parents to children, which is another reason why they change and evolve so little.



WORKSHOP 4th – REGIONAL COSTUMES

The origin of typical costumes must be found in the second half of the 19th century, following the creation of some stereotypes that characterised the inhabitants of the different Spanish regions and which have survived until the present day.



It is during the post-war period (between the 1940s and the 1950s) when typical costumes finally took shape on the basis of the clichés established in the century. This especially occurred through choir and dance groups but the interest was confined to meeting the need that these groups had to dance with a specific outfit.



WORKSHOP 5th – VISIT EXHIBITION HAUTE COUTURE GOLDEN AGE



FASHION

ALWAYS

RETURNS



WORKSHOP 6th – CONFERENCE HAUTE COUTURE GOLDEN AGE

It is curious that many fashion designers come from fields of knowledge really far aside from fashion. Such are the cases of the fashion designers from Alicante, Antonio Alvarado (music-photography), Emilio de la Morena (economist) or Hannibal Laguna (architect), working in *Prêt-à-Porter* all around the world. According to these fashion designers, the fashion of the 50's and 60's was the one that better reflected the way of life of the jet set, and as a result, of the haute couture. However, the emergence of *Prêt-à-Porter* displaced the haute couture.

Fashion is cyclical and has to do with the economic and cultural situation, as well as with the amount of freedom of each country or region and only works socially if there is (or isn't) a clear interest from the State or the Government to encourage fashion designers and national brands.

According to these fashion designers we can divide fashion in:

- Haute Couture
- Custom sewing
- Prêt-à-Porter
- Just-in-Time (JIT) –to produce just what is needed and when it is required.



WORKSHOP 6th - CONFERENCE HAUTE COUTURE GOLDEN AGE

Trends are set on catwalks and fashion magazines (Madrid-New York- London- Milan- Paris) but for years now (1980) the **famous design houses don't sell fashion. They sell brands and all products** related to them to obtain more benefits like purses, shoes, perfumes, costume jewelry, jewelry and accessories in general.

We can find a **reluctance to buy on-line in Spain**. Specially, due to tradition and cultural issues that are changing with the younger population.

The fashion designers surveyed prefer:

- A fashion designer representing Spain: Balenciaga.
- A country: France
- A color: black**

Fashion has served conservative and macho societies for a long time. Only in the last decades has helped to dress women taking them and the situation they live into account.

The **fashion of the XXI century** is, in this respect, **a revolution**, because **we are free to wear what we want and identify ourselves with our personal likes, culture and way of life we may feel comfortable with, without being considered different by the rest**. It can be said that, **besides cultural (folklore), climatic, economic, political and/or religious conditions, most of the population choose their fashion and the way they dress according to their time and way of life.**



WORKSHOP 7th – MY FAVOURITE GARMENT

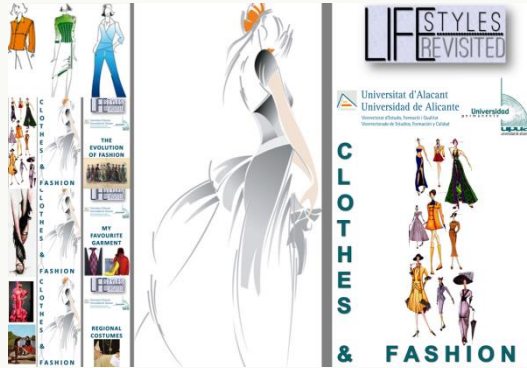


- There exists a great diversity when choosing the favourite garment among the participants in the project.
- No findings can be obtained, neither by age nor by gender.
- The selected objects range from essential garments inside our wardrobes such as jeans, jackets or even ties in the case of men, to basic complements such as shoes or watches.
- Some objects are repeated, for example: shoes, jeans, dress and jacket, as they have been chosen by some members of the group.

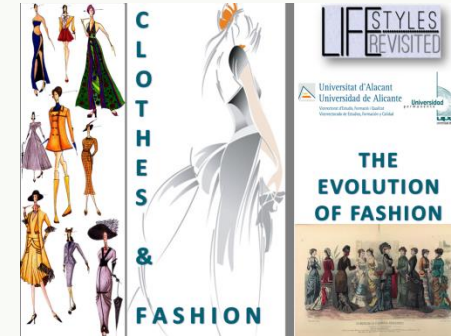


WORKSHOP 8th – MATERIAL DEVELOPMENT

CLOTHES & FASHION



THE EVOLUTION OF FASHION



REGIONAL COSTUMES

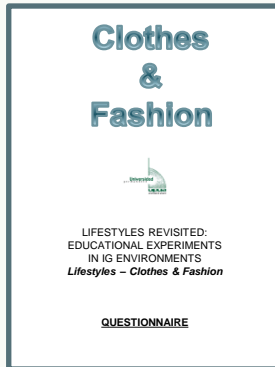


MY FAVOURITE GARMENT



WORKSHOP 8th – MATERIAL DEVELOPMENT

QUESTIONNAIRE



REPORT



VIDEO PRODUCTION



ASSESSMENT OF THE DEGREE OF ADAPTABILITY OF THE ACTIVITIES TO DIFFERENT INSTITUTIONAL AND ORGANISATIONAL CONTEXTS

- ❑ All the activities organized could be adapted to other intergenerational groups.
- ❑ The questionnaire could be used as milestones for dialogue between generations. However, they should be adapted to the different countries in order to take into account local and cultural dressing habits.
- ❑ The survey may be used in working sessions and its results compared with the results of the partners in similar surveys.





PERMANENT UNIVERSITY

THANK YOU FOR YOUR ATTENTION

UNIVERSITY OF ALICANTE



Universitat d'Alacant
Universidad de Alicante

Vicerectorat d'Estudis, Formació i Qualitat
Vicerrectorado de Estudios, Formación y Calidad

