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LIFESTYLES
REVISITED



Universitat d'Alacant
Universidad de Alicante

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



THE EVOLUTION OF FASHION



A man and a woman are walking on a modern, glass-enclosed balcony or walkway. The man is on the left, wearing a dark jacket, a red scarf, and dark trousers. The woman is on the right, wearing a dark blazer, a white top, blue jeans, and high heels. They are both smiling and appear to be in conversation. The background shows a cityscape with buildings and a clear sky. The text "100 YEARS/STYLE/EAST LONDON" is overlaid in white, bold, sans-serif font across the middle of the image.

100 YEARS/STYLE/EAST LONDON



Costumes

- S-form silhouette
- Long
- Decorated hats

- Decorated hats



1910

Unisex look

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



• Plain upper part

• ETON haircut



1920

Accentuate the waistline

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



*Conjunto calle Chanel
1928*





Militarised style

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

• 2011 1-10-11



Cult of beauty

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



1950

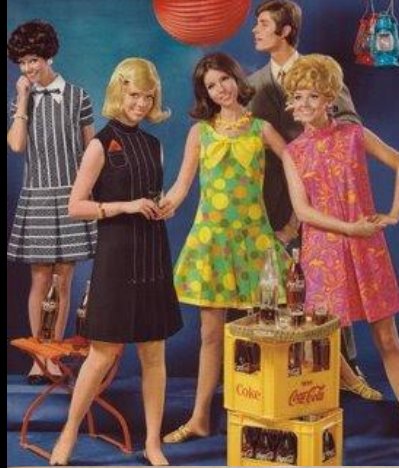
Comfortable fashion

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





1960



Original fashion

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



- Miniskirt



1970

The decade of diversity

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



LA DÉCADA PRODIGIOSA (1965-1975) 70'S



1980



Controversial fashion

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

• 1192929292929

1990



Fashion & Freedom

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



2000

Postmodern fashion

- Design / practicality
- Reduced costs
- Marketing strategies

- Marketing strategies
- Reduced costs



2010



“Green” conscience just one click away

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





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FASHION
ALWAYS
RETURNS





FASHION
ALWAYS
RETURNS

TAKE CARE
OF YOUR
CLOTHES

dreft
Laundry
Detergent



FASHION
ALWAYS
RETURNS

TAKE CARE
OF YOUR
CLOTHES

dreft
Healthy
Detergent





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THANK YOU
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ATTENTION

