

# FASHION AND MODERN STYLE




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**Every day people get up  
and wonder:**

**What should I  
wear  
today?**





**Fashion exists to provide information about ourselves, who we think we are and who we aspire to be. It defines our age, our sex, our occupation and often, our ethnicity.**

**A man walks down the street in a business suit - and we gather information about him.**

**A young girl wears a tank top and short pink skirt - and we form an impression of her.**



**Today we tend to dress based on our personal taste. If we like it, we like it. If we don't, we don't. We choose our style to express our personality. It's nice to be cool and to dress with the times. But let's be serious, what's cool now is probably going to look silly in a few years.**

# Every fashion goes through three stage:

- *It may be new and exciting*
- *It becomes popular*
- *Finally it becomes boring and out of a date, then a*



# Fashion famous designers:

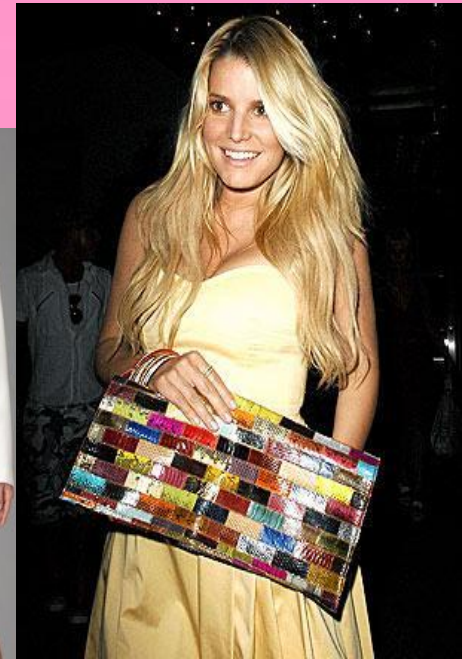
## Versace

Versace's Style Department employs an exceptional group of designers and stylists who work in teams specifically dedicated to each individual line. All of these teams operate under the close supervision and guidance of Creative Director, Donatella Versace. To ensure the highest quality, Versace collections are distributed through a network of 240 exclusive boutiques.



# Dolce&Gabbana

Black things, bright embroidery, natural fabrics. Smart and comfortable at the same time.



# Gucci

Gucci continues to expand its global presence by opening a number of new stores worldwide.

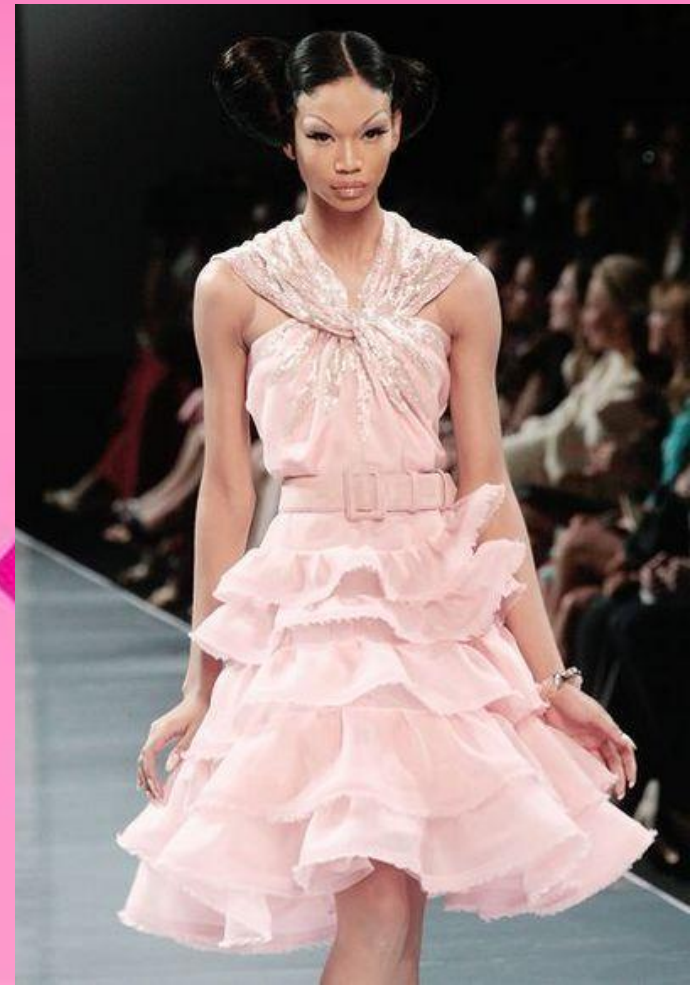
In September 2000, Gucci reopened its newly renovated Fifth Avenue Store - the largest Gucci Flagship store in the world.





# Christian Dior

**Best known as the founder of one of the world's top fashion houses. He was born in Granville, Normandy, the seaside town off the coast of France.**



# Christian Dior's Collection 2009



# Chanel

The Chanel style, unique at the beginning of the 20th century, is still modern today.



# Chloe

Sassy, sexy and ultra cool, Chloe is a paradox of both femininity and romance infused with a street-cred edge. She's fun, she's flirtatious, she's at the forefront of the scene. You've seen her around, she's a girl about town.



# Kenzo

Sated colors, ethnic motives and the naturalness of the forms.





**The most popular  
Colors play a very  
big role in fashion  
world.**

# The most popular colors in the Season 2008-2009

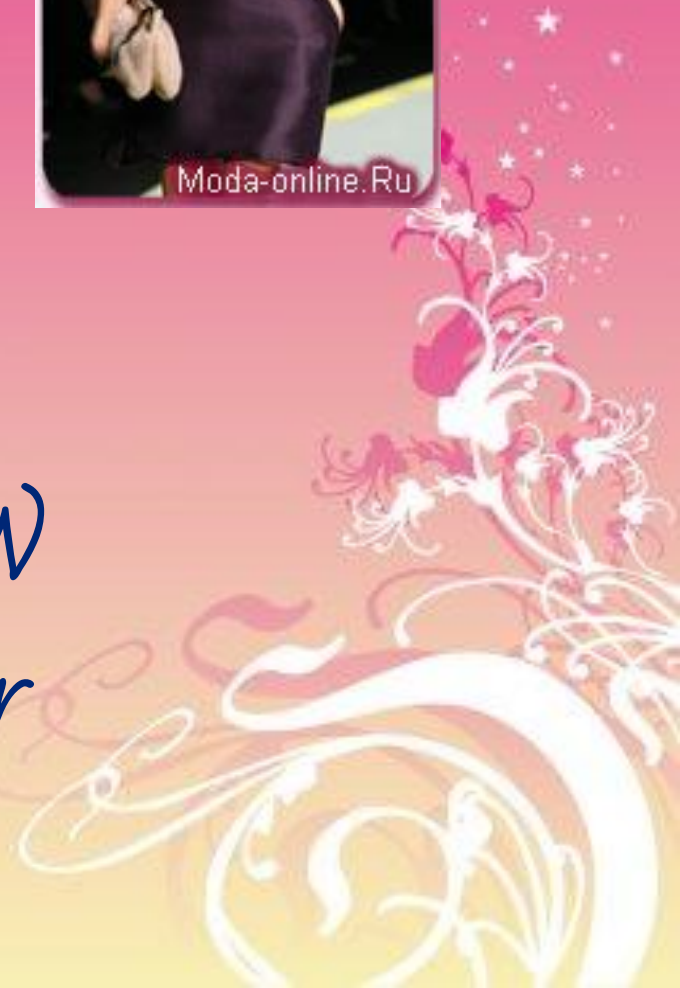
*Dark blue  
color  
from atlas*



*Bilberry  
color  
from atlas*



*Yellow  
colour*





Orange  
colour  
from atlas



Extravagant  
colours  
from jersey

*Coral colour*



*And finally  
Grey color*



But the teenagers  
prefer clothes by:

**Nike**

**Adidas**

**Puma**

**Kira Plastinina**



# Something about it

## Nike

Many teenagers like wearing Nike's

shoes. Nike is an American manufacturer

of sports clothes and shoes.

It has



# Adidas and Puma

*There are manufacturer of smart clothes too.*



# Kira Plastinina

Kira Plastinina is a young designer who could for short term win popularity and to get a wide range of clients. Her first show has a beginning of 2007.



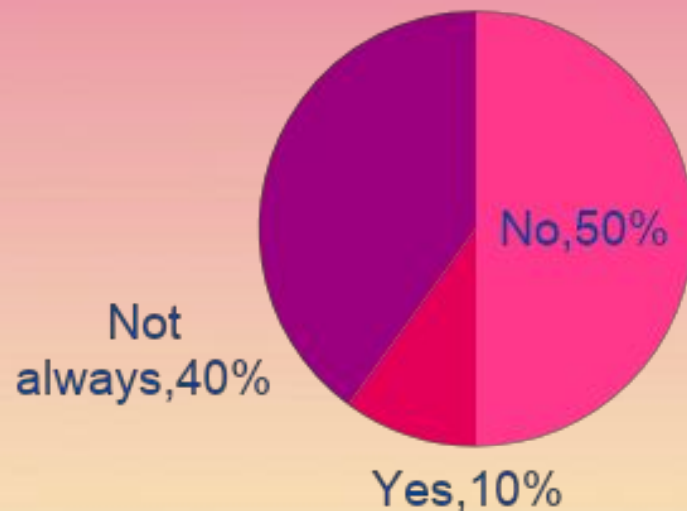
Kira Plastinina

inning of

# Some people were asked a question:

Is it difficult for you to follow fashion?

Here are the answers:





**According to the diagram:**

**Young people  
try to following fashion**

**When people become older  
they show less interest in  
fashion.**

**And some people do not  
always try  
to follow fashion at all.**

