The notion of Fashion

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ENTON

Clothing is considered to be one of the basic necessities of life. Originally we clothed ourselves for protection from the natural elements. We began to wear clothes to make ourselves more appealing to others, to help us feel better about ourselves, to decorate and to communicate. The term "fashion" is often used in a positive sense, as a synonym for glamour and style. It is a term usually used to describe what everyone is wearing. Fashion is people's attitude to clothing

History of fashion design

The history of fashion is as old as the history of costume. People's clothes weren't only their cover, but their symbol. Even an amulet was a piece of clothes because it was like a bridge between a bare human body and surrounding world. What a person chooses to wear can reflect that person's personality or likes. When people who have cultural status start to wear new or different clothes a fashion trend may start. People who like or respect them may start to wear clothes of
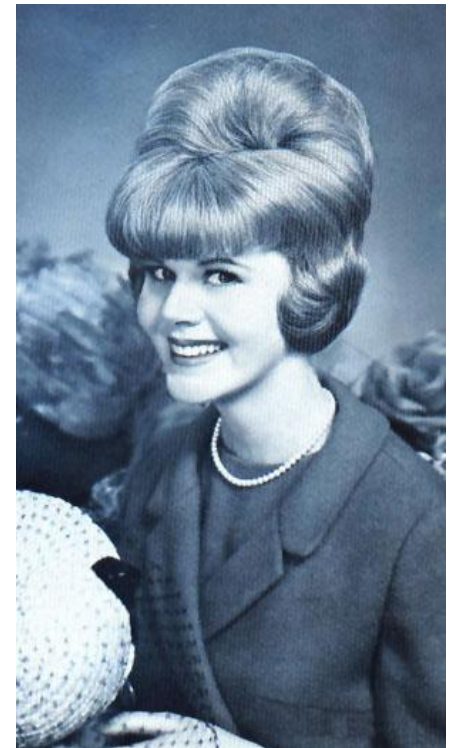
The first fashion designer

The first fashion designer who was not simply a dressmaker was Charles Frederick Worth (1826–1895). Before he created a House of Fashion in Paris, Worth made designs of court clothes. Worth's success was such that he was able to dictate to his customers what they should wear, instead of following their lead as earlier dressmakers had done. The term couturier was in fact first created in order to describe him. It was during this period that many design houses began to hire artists to sketch or paint designs for clothes.

Fashion of the 20ᵗʰ century

Throughout the early 20th Century, practically all high fashion originated in Paris and then spread to London. At this time in fashion history the division between haute couture and ready-to-wear was not sharply defined. The two separate modes of production were still far from being competitors. The Second World War created many radical changes in the fashion industry. A new youth style appeared in the Fifties, changing the focus of fashion forever. As the installation of central heating became more widespread the age of minimum-care clothes began and lighter textiles and, eventually, synthetics, were introduced. During the Late

Fashion week

 Nowadays such event as "Fashion Week" is held regularly in different countries of the world mainly in their capitals. A fashion week is a fashion industry event, lasting approximately one week, that allows fashion designers or "houses" to display their latest collections. The most prominent fashion weeks are held in the fashion capitals of New York, Paris, Milan, and London. Fashion weeks must be held several months in advance of the season to allow the press and buyers a chance to preview fashion designs for the following season.

Types of Fashion

There are three main categories of fashion design: *Haute couture, Ready-to-wear* and *Mass market*. A couture garment is made to order for an individual customer, and is usually made from high-quality, expensive fabric, sewn with extreme attention to detail and finish, often using time-consuming, hand-executed techniques. Ready-to-wear clothes are made in small quantities to guarantee exclusivity, so they are rather expensive. The mass market produces ready-to-wear clothes in large quantities and standard sizes. Cheap materials, creatively used, make affordable fashion.

Extraordinary trends of fashion

Punk

Punk is a subculture which appeared in the mid of 1970's in the USA and GB. Their characteristic feature was love to quick and energetic rock-music and freedom, their protest against conservatism and capitalism and also devotion to antiracism and antifashism.

Some young punks enjoy shocking people by their anti conservative appearance. They prefer comfortable clothes:

Harajuku

GIRLS WHO GATHER IN THE HARAJUKU DISTRICT OF TOKYO IN J. THEY ARE DRESSED IN OF SEVERAL DISTINCT R STYLES OF CLOTHING THAT ORIGINATED IN THE CULTURE OF JAPAN'S MAJOR CITIES. THE TERM IS NOT USED BY THOSE WHO GATHER IN THE DISTRICT HARAJUKU STATION, BUT HAS BECOME A POPULAR EXPRESSION IN THE UNITED STATES. MANY DIFFERENT FASHION STYLES MAY BE FOUN GIRLS WHO SP HARAJUKU, INC LOLITA, GOTHI CLOTHING SECO ANDROGYNE FAS

THE JAPANESE STREET FASHION MAGAZINE ~FRUITS~ FEATURES MANY OF THE VARIED CLOTHING VISUAL KEI OR COSPLAYERS ALSO GATHER IN HARAJUKU, HOWEVER, COSPLAY IS NOT GENERALLY CONSIDERED TO BE A FASHION MOVEMENT.

STYLES THAT ARE POPULAR IN THE HARAJUKU DISTRICT

Gothic fashion

Gothic fashion is a clothing style worn by members of the Goth subculture, known as Goths. It is stereotyped as a dark, sometimes morbid, eroticized fashion and style of dress. Typical gothic fashion includes long black hair, pale faces (thanks to powder), dark eyeliner, dark fingernails, black clothes, contact lenses like eyes of animals, body piercings such as flesh tunnels, neck corsets and chains, worn as jewelry.

The stereotypical gothic outfit, sometimes refered to as the "romantic" look. Also popular are tight-fitting trousers, pointy boots, shirts in the manner of Lord Byron.

«Hell Cat» official label

GOTHIC-LOLITA FASHION

Gothic Lolita is one of Japan's most popular street fashions and is growing in popularity in the Western world today. The style often is meant to make girls look doll-like, sweet and / or elegant. Gothic Lolita style is usually a combination of black and white, often black with white lace and usually decorated with ribbons and lace trims. Skirts are knee length. As in mainstream Japanese fashion, over-knee socks or stockings are popular. Child-like shoes or boots such as Mary Janes complete the look. Some additions may include mini top hats, parasols, and lace headdresses. Mostly black or white, headgear might consist of a headband with ruffles, ribbons, lace or bows. Hair is often curled or a curled wig is worn to complete the porcelain doll look.

Gothic Lolita outfits may be accessorized with handbags, sometimes in the shape of bats, coffins, and crucifixes. Teddy bears and other stuffed animals are also common, and some brands make special "gothic" teddy bears out of black leather. Also, many Gothic Lolita own Super Dolls and carry them around.