

# Fashion theory



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Introduction Fashion is a subsection of design. It reflects exhibits the different aspects of the society, for instance, aesthetic and the cultural attributes. Fashion also entails sensibility theory or history. Therefore, the authors offer various definitions. However, concur that fashion is an identity of a given society.

#### WWI and WWII

Women wore pants for workplaces expediency, for example, pants safeguarded their bodies in the farms and industrial set ups. Contrariwise, the design progressed by the world wars brought a new concept. The new fashion portrayed women as feminists who had an attractive physique. The fashion was also in line with the political agenda of the civilized nations.

#### Dior “ New Look.”

Dior,” New look promoted a fashion that exhibited the beauty of women and matched the political schema of the new world. Hence, the Dior was a successful design that showed relevance and adaptability with the changing social trends.

#### Fashion forecasting

Fashion forecasting entails embracing changes in the fashion industry. It comprises the contemporary elements of cultural awareness, technology, socio-political reservations and the market structure. Hence, fashion forecasts enhances conformity with the social forces and expectations.

#### Social situation of the 1950s and 1960s

The increased number of new-borns triggered the development of the junior market during the 1950s era. The increased number of kids created a market gap that facilitated the growth of the junior market.

#### Brand prominence and Thorstein Veblen theory

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Brand prominence conforms to the Thorsten Veblen theory. Both concepts ostensible rights and qualities. Therefore, they encompass high-quality products that appeal to nature. The models also progress high demand and expensive products.

#### ‘ Sumptuary Law’

Sumptuary laws work to minimize extravagance by reproofing luxury.

Therefore, the decree works towards creating a balance between spending and priority of needs.

#### Maslow’s Hierarchy

Maslow hierarchy presents human beings priority requirements in a pattern similar to a pyramid. It prioritizes the needs according to the urgency of survival. According to the pattern, the necessities facilitate survival and determines the relationship, for instance, food, water, safety and shelter.

#### Folk costumes in the current fashion

The ancient folk costume offers the fundamentals for the development of the current fashion industry. It promotes creativity that characterizes the current system. Hence, the current designs portray a impression of value addition.

#### Simmel’s fashion

Simmel’s arguments facilitate the portrayal of particular people according to the spiritual persuasions. Simmel offers the perspective that imitation motives significantly sway fashion. He also alleges that the social interactions promote the progression of fashion in the society.

#### Antonio Gramsci’s Hegemony

Gramsci’s illustrates the perspectives of conceptual dominance. He alludes the prominent and people in power control social ideas and practices. In this context, Gramsci is of the idea that the influential people dictate fashion

while others copy.

#### Karen Village study

The research illustrates the different angles that a costume elaborates. According to the study, single men and married men dress differently to communicate their status, for instance, unmarried men wear sleeveless shirts to attract potential suitors. In addition, the study also explains the different styles exhibited by men and women especially the shoulders.

#### Men and business suit

Men espoused business suits in 18th to 20th century. The suit represented a social image and dependability that heightened their personality.

#### Paris as a fashion centre

Paris became the centre of fashion when over 100 countries converged in France for the art of fashion and design event. Besides, the development of silk and royal court patronage promoted the clothing industry and fashion.

#### Social identity

Social identity envisages particular group conduct. It also involves status, differences and ability to interact with others.

#### How film or music costumes inspire fashion

Music and costume determine fashion and the context of dressing, for example, in the African society, performers wear traditional clothing like the skin. Conversely, the official duties attract the use of other formal dresses.

Music artists and movie actors also influence fans to imitate their fashion designs.

#### Middle-class fashion in C 18th and C 19th

Expansion of the middle class created a market for the produced garments. Besides, they had plenty of resources and enjoyed shopping for new designs

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and clothes. Overall, the middle class lived an affluent life.

#### ' Leisure Theory'

Leisure theory is a fiscal homily. It is also a social appraisal of distinctive consumption patterns.