

# Fashion, Designers, and Art

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- King Louis XIV influence
- Fashion in art represented the ideals of beauty and luxury
- Haute Couture and creation of 'fashion houses'
  - 'Cults of personality' for famous couture designers



- Controversy: 'fashion ethics' and regulating dress
  - 'Macaronis', young men who wore flamboyant clothing

## 18th Century



- Controversy: 'Tailormades' (women's suits)
  - Too 'masculine'
- Gold Rush in the U.S. leads to adoption of denim clothing



## 19th Century

- Paris fashion shows international attention
- Photographs and global circulation of trends
- Ready-to-wear gains appeal
- French designer Gabrielle "Coco" Chanel's two piece suit
- High-fashion designers reach a wider audience
  - First 'fast fashion' and the economic boom of the 1920s



- Controversy: trousers for women
- Great Depression empowered domestic industries before globalization during WW2
- WW2 the U.S. new global leader
- Mass-produced, youthful ready-to-wear leads

## 20th Century



Jun Takahashi's Japanese streetwear brand, Underground

- Environmental sustainability trends, organic cotton etc.
- Diversity in U.S. greater market for ethnically-diverse apparel
- China: wages rise, from worker to consumer of fashion



## 21st Century

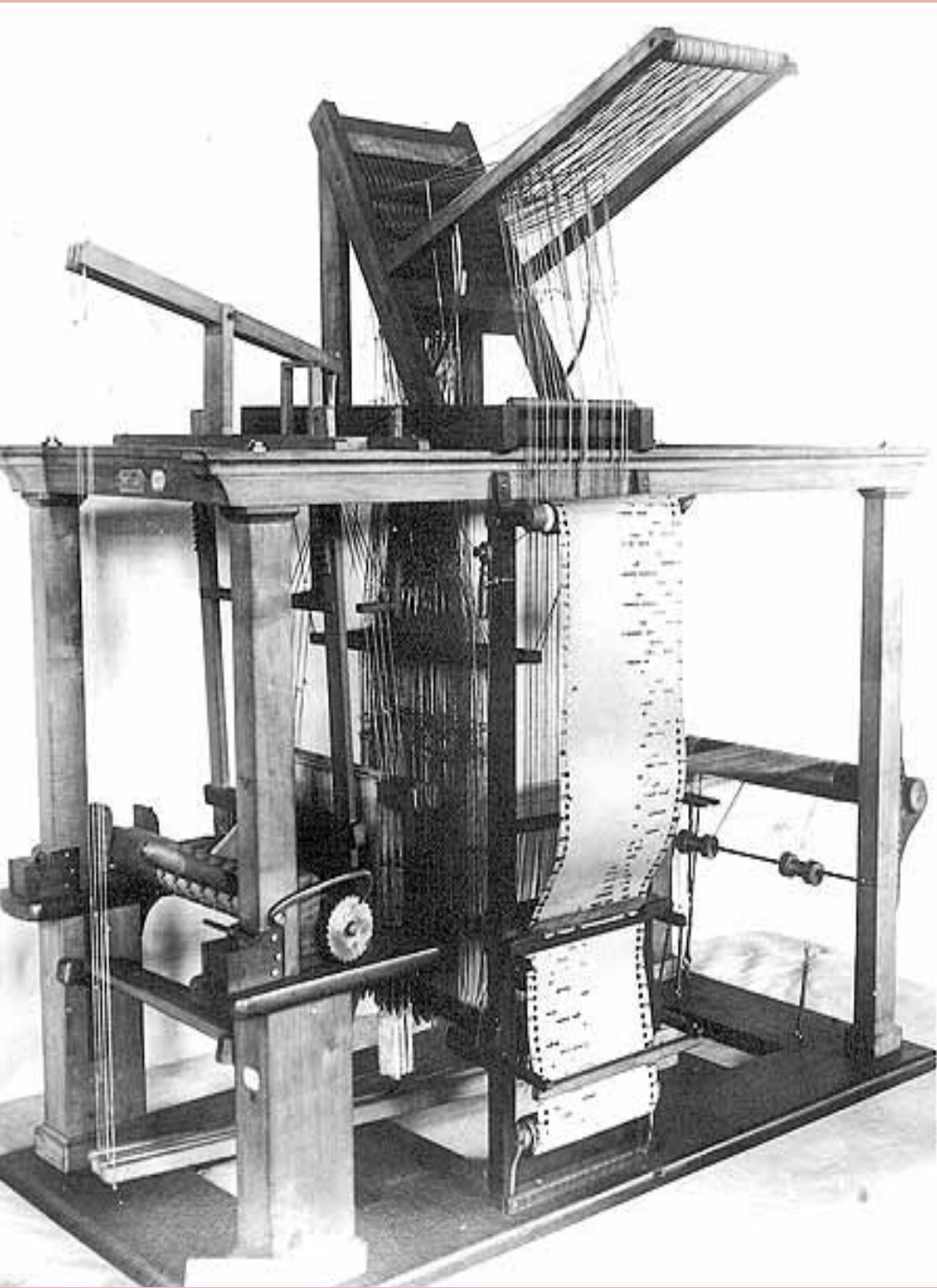


- Shift from annualized to seasonal textiles
- Innovation: the 'Spinning Jenny'
- Introduction of ready-to-wear clothing

- French artists contacted to create detailed drawings to send to buyers for approval
- *The Lady's Magazine* created the first, regular fashion magazine



- Napoleonic and US Civil wars create demand for ready-to-wear uniforms
- London introduced the first department stores
- India leads in textiles, cotton
  - International fashion industry supply chain



- Innovations: Jacquard Loom (1801) and Singer's Sewing Machine (1851)
- Controversy: sweatshops shocked the world

- Department stores and designer brands
  - Mass production and intense competition
- 'Triangle Shirtwaist Factory' fire of 1911 shocks consumers



- India shifts textile trade to manufacturing jobs
- Internet globalizes fashion industry and retail



- 2013 Rana Plaza collapse
- New certification systems and auditing on manufacturers

- Decrease in supply chain lead time
  - H&M, Zara, Uniqlo maintain 2-4 weeks
  - US's 4-9 months
- Sourcing in S.E. Asia and Africa



# Design Manufacturing and Industry Innovation