



## THE HISTORY OF WOMEN'S FASHION



### Marie Antoinette And Fashion In The 19th Century

Today, modern **fashion** is thought of as an **expression** of personal style, whether that is bright patterns, pastel prints, or neutral colors like black and beige. Before the 19th century, however, fashion was more about wearing what everyone else around you wore. Working class families wore handmade, comfortable garments, while the rich and powerful wore traditional dresses and formal attire. In the late 1800s, famous Queen of **France Marie Antoinette** revolutionized fashion by hiring dressmaker Rose Bertin to design **unique**, personalized gowns that showed off Marie's avant-garde sense of style. Marie, who was known for her **bold** and **brazen** personality, declared that she wanted to “combat her enemies **with style.**” Her dressmaker Rose adorned her with detailed and bright dresses, full of colorful and elaborate designs.



**Spell** FASHION EXPRESSION

**PK:** What is another word (synonym) for unique?  
DIFFERENT/SPECIAL/INDIVIDUAL

**K:** What famous queen revolutionized fashion? MARIE ANTOINETTE

**K:** Marie Antoinette was the queen of what country? FRANCE

**SO:** What is one word used to describe Marie Antoinette's personality?  
BOLD/BRAZEN

**K:** How did Marie Antoinette want to combat her enemies? WITH STYLE

### **French Fashion Revolution**

After Marie Antoinette's rule as queen, **France** continued to be the center of the fashion revolution. **Colorful** designs inspired by the **extravagant** French royalty were changed to reflect the **Impressionist** art of the early 1900s, and to give women more **freedom** and **flexibility** in their daily lives. French designer **Paul Poiret** designed the first outfit that women could put on without needing the help of a maid. During the 1910s, female fashion designer Jeanne Paquin held the first ever **fashion show**, comparable to what fashion shows are today.

**Spell** COLORFUL EXTRAVAGANT

**K:** What country continued to be the center of the fashion revolution? FRANCE

**K:** Designs in the early 1900s began to reflect what style of art? IMPRESSIONIST

**SO:** Fashion in the early 1900s gave women more of what?  
FREEDOM/FLEXIBILITY

**K:** Who designed the first outfit women could put on without help? PAUL POIRET

**K:** Jeanne Paquin held the first ever \_\_\_\_\_? FASHION SHOW



## The Roaring Twenties

The **1920s**, commonly referred to as “The **Roaring Twenties**” were considered the “Golden Age of French fashion.” The economy was booming, luxurious parties were frequently held by the rich, and women were given more freedom of expression and style in society. As women were seen as **equal** to men, women’s fashion adopted more **masculine** characteristics, such as shorter hairstyles and material that fit loosely on their bodies. Some women even raided their husbands’ wardrobes to create a fashion statement! During this time, well known designer **Coco Chanel** rose to fame. She pioneered the iconic “little black dress” mixed with jewelry and comfortable but chic knitwear. The Roaring Twenties is also known for **flappers**, wealthy party-goers who dressed in bright, sparkling designs. Their style was made to be flashy but also comfortable, so they could **dance for hours** at their exciting events!

### Spell EXCITING

**M:** What decade was considered the “Golden Age of French Fashion”? 1920

**M:** How long ago were the 1920s? 100 YEARS

**K:** The 1920s were also referred to as the \_\_\_\_\_. ROARING TWENTIES

**K:** Women were seen as \_\_\_\_\_ to men? EQUAL

**K:** Women’s fashion adopted what characteristics? MASCULINE

**PK:** The opposite of masculine is \_\_\_\_\_ FEMININE/FEMALE/WOMANLY

**K:** Who pioneered the “little black dress”? COCO CHANEL

**K:** What is the name given to wealthy party-goers of the 1920s? FLAPPERS

**K:** Why was the flapper style made to be comfortable? DANCE FOR HOURS



## Fashion During the Great Depression

In the 1930s, fashion changed to reflect the **somber** (*sad, dark, serious*) mood across the world. After World War I, many countries faced an economic downturn. So, just as fashion in the 1920s reflected economic success, fashion in the 1930s reflected a **loss of money** during the Great Depression. Designers replaced glitzy attire with more simple outfits and **neutral** color schemes. As countries approached World War II, designs became even more practical. Designers were required to save as much fabric as possible in order to supply materials for the military. Women didn't let this stop them from expressing their unique styles, and they would often add a **pop of color** - like a red hat or blue belt - to their otherwise drab outfits.

### Spell SOMBER

**SO:** What is another word for somber? SAD/DARK/SERIOUS

**K:** Because of the Great Depression, what did fashion in the 1930s reflect?  
LOSS OF MONEY

**K:** Designers used what kind of color schemes? NEUTRAL

**K:** In order to express their unique styles, women added what to their outfits?  
POP OF COLOR

**O:** What kind of accessory would you add to a boring outfit to make it more unique?



## Celebrating Women and the Film Industry

As the film industry grew, many people looked to Hollywood actresses for fashion **inspiration**. This is still true today: celebrities are often seen as trendsetters in the fashion world. Classic Hollywood beauties like **Katharine Hepburn, Grace Kelly,** and **Marilyn Monroe** set the scene for the revival of elegant and feminine designs. Now that women were enjoying their right to **vote**, fashion returned to a **celebration** of female grace and beauty. Chic outfits were complemented by stylish **diamond** and **pearl** gemstone jewelry sets. Famous **jewelry** designers, such as Tiffany & Company, made fancy **earrings** and **necklaces** a popular fashion statement for the chic and stylish modern woman.

**Spell** CELEBRATION INSPIRATION

**SO:** Who is one classic Hollywood actress that inspired fashion? KATHARINE HEPBURN/GRACE KELLY/MARILYN MONROE

**K:** Fashion celebrated female beauty because women now had the right to do what? VOTE

**PK:** When someone votes, they elect a person to serve in the country's \_\_\_\_\_. GOVERNMENT/POLITICS

**SO:** What did Tiffany and Company design? JEWELRY/EARRINGS/NECKLACES

**SO:** What is one gemstone used to make jewelry sets? DIAMOND/PEARL



## Self-Expression in the Sixties and Seventies

The **decades** of the 1960s and 70s brought a sense of **liberation** and **freedom** to culture, which was reflected in fashion design. **Self-expression** was at an all-time high, and men and women alike were encouraged to express their unique personalities through designs. The 60s and 70s are known for bright colors, elaborate **patterns**, over-the-top hairstyles, and bold pieces of jewelry. Designers began mixing patterns that would have before been seen as clashing - polka dots and stripes, rainbow floral and plaid. The 70s gave way to the **disco** era, which emphasized loud pop music, creative dance moves, and flashy outfits with **glitter**. **Being yourself** and **dancing the night away** were the trends of the time, and fashion helped everyone accomplish just that.

### Spell GLITTER

**M:** How many years is a decade? 10 YEARS

**K:** The 60s and 70s brought a sense of liberation and \_\_\_\_\_ to culture.  
FREEDOM

**K:** What encouraged men and women to express their personalities through designs? SELF-EXPRESSION

**K:** What did designers begin mixing? PATTERNS

**K:** The 70s gave way to what era? DISCO

**SO:** What was one trend that fashion helped accomplish? BEING YOURSELF / DANCING THE NIGHT AWAY



## **New Trends and the Rise of Celebrity Culture**

The 1980s and 1990s were similar to the prior two decades, with bright colors, crazy hairstyles, and overnight **trends**. More and more, designers and **Hollywood celebrities** were collaborating to spread new fashion trends. Celebrities would wear gowns created by important designers during **red carpet** events, which would make the designers more popular. Runway fashion became more influential as well, with huge **international** fashion shows like **Paris Fashion Week**, which still happens every year. The fashion of the 1990s was also influenced by the popular **grunge** and **punk** music of the time, which led to crazy hair colors, leather jackets, and dark makeup.

### **Spell TREND      INTERNATIONAL**

**K:** Who collaborated with designers to spread new trends? **HOLLYWOOD CELEBRITIES**

**K:** Celebrities wore gowns to what kind of events? **RED CARPET**

**K:** What international fashion event still happens every year? **PARIS FASHION WEEK**

**SO:** What was one style trend influenced by grunge and punk music? **CRAZY HAIR COLORS/LEATHER JACKETS/DARK MAKEUP**

**O:** If you could change your hair to any color for just one day, what color would you choose?

**O:** If you were a celebrity walking the red carpet, what would you be famous for?



## Thrifting, Online Shopping, and Future of Fashion

Fashion has always been a reflection of **culture**. In modern day, women's fashion aims to emphasize personal freedom. Designers mix and match fashion from all kinds of **influences**, giving women more choice in their style. People are more **creative** with where they buy their clothes, too - **thrift** stores, like Goodwill or Plato's Closet, have become increasingly popular, where people can buy **recycled** clothing. Famous modern designer Sophia Amoruso made her name in fashion by buying **vintage** clothes for cheap prices, and then adding her own designs to the clothes and selling them **online**. Creativity and innovation has always been at the heart of fashion, and it always will be for years to come.

**Spell** CREATIVE INFLUENCE

**K:** Fashion has always been a reflection of \_\_\_\_\_. CULTURE

**K:** Goodwill and Plato's Closet what kind of stores? THRIFT

**SO:** What kind of clothes do people buy at thrift stores? RECYCLED/VINTAGE

**K:** Sophia Amoruso is famous for buying what kind of clothes? VINTAGE

**K:** Where did Sophia sell her clothes? ONLINE

**O:** Think about your personal style. What are two words you could use to describe your style?

**O:** What decade of fashion do you think you would have enjoyed wearing the most?