

HISTORY OF FASHION

The aim of this study was to investigate the fashion of different eras. The research is based on data from different sources of information.

Fashion is the temporary predominance of a particular style in a particular sphere of life or cultural context. Its history goes back to the depths of human civilization, where clothing was used not only to protect against the elements, but also to demonstrate social status, personality and aesthetic preferences.

In the modern world, the concept of "fashion" has become an integral part of our daily life. Fashion allows people to express their individuality and create their own unique style. The choice of clothes and accessories can reflect their preferences, values and personality. Also, clothes can be an indicator of social status and prestige. Certain brands and designer items can indicate high social status and material wealth. Clothing can affect self-esteem, perception and interaction between people.

So, let's look at the history of fashion itself.

Early eras. In ancient Egypt, clothing was made of linen and cotton, and had a clear class hierarchy. The pharaohs and nobles wore exquisite robes of white linen, decorated with gold and jewelry. Simple people wore simple clothes made of coarse cotton. In ancient Greece and Rome, clothes were draped from rectangular pieces of fabric. The Greek tunic and the Roman toga became iconic elements of that time.

The Middle Ages. In the Middle Ages, fashion was subject to religious and feudal norms. The nobleman's costume was lush and multi-layered, decorated with fur, coats of arms and embroidery. Common people wore practical clothes made of wool and linen.

Renaissance and Baroque. The Renaissance and Baroque eras were marked by the flourishing of fashion. Clothes become more refined and elegant, emphasizing the beauty of the human body. Corsets, wigs and other iconic elements appear.

18-19 centuries. In the 18th and 19th centuries, fashion became more dynamic and changeable. Fashion magazines appear that make fashion trends available to a wider public. At this time, such styles as Rococo, Empire, Biedermeier, crinoline were formed.

20th century. The 20th century was revolutionary for fashion. Two world wars, the emancipation of women, the development of chemical fibers and new technologies led to drastic changes in clothing. Such styles as modern, art deco, new look, mini skirt, hippie, disco, grunge appear.

21st century. The 21st century is characterized by globalization and eclecticism in fashion. New subcultures and fashion trends are emerging, which are constantly changing. Fashion is becoming more accessible and democratic, because people have the opportunity to create their own unique style.

Conclusion. Studying the history of fashion, several important conclusions can be drawn. First, fashion is an important component of culture and society, which reflects the cultural, social, economic and political trends of its time. It is constantly changing under the influence of various factors, such as innovations in technology,

historical events and cultural exchanges between different peoples. Secondly, the history of fashion shows that it is dynamic and evolutionary. Fashion trends change over time, but often they also come back into fashion with new interpretations. This indicates a constant cycle and rethinking of styles and trends. In addition, the history of fashion demonstrates the importance of inclusivity and diversity. In fashion, there is an increasing emphasis on inclusion and representation of diverse populations diversity of cultural heritage. Inclusivity in fashion helps support diversity and appeal to a wider audience of consumers.

In general, the study of fashion history emphasizes its importance as a reflection cultural and social processes, and as a means of expressing individuality and creativity. Studying the history of fashion helps to better understand current trends and values in the field of fashion, and also contributes to its further development and improvement.

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