



ReFashionized

Fashion Evolution towards Sustainability

Unit 10

2000s and 2010s

Fashion Bloggers & Vintage Trends



Co-funded by
the European Union

Project reference number: 2022-2-DE04-KA220-YOU-000101981



**Co-funded by
the European Union**

Key Action:

KA 220 – Cooperation partnerships in youth

Sub-action:

HORIZONTAL: Environment and fight against climate change

Main Priority:

HORIZONTAL: Common values, civic engagement and participation

Additional Priorities:

YOUTH: Promoting active citizenship, young people's sense of initiative and youth entrepreneurship including social entrepreneurship

Main Topics:

Creativity, arts and culture

Green skills

European identity, citizenship and values

P(1) Coordinator:

JUGEND- & KULTURPROJEKT E.V. (JKPeV) – Dresden
(Germany)

P(2) Partner:

KAINOTOMIA & SIA EE – Larissa (Greece)

P(3) Partner:

CATWALK PROJECT – Thessaloniki (Greece)

P(4) Partner:

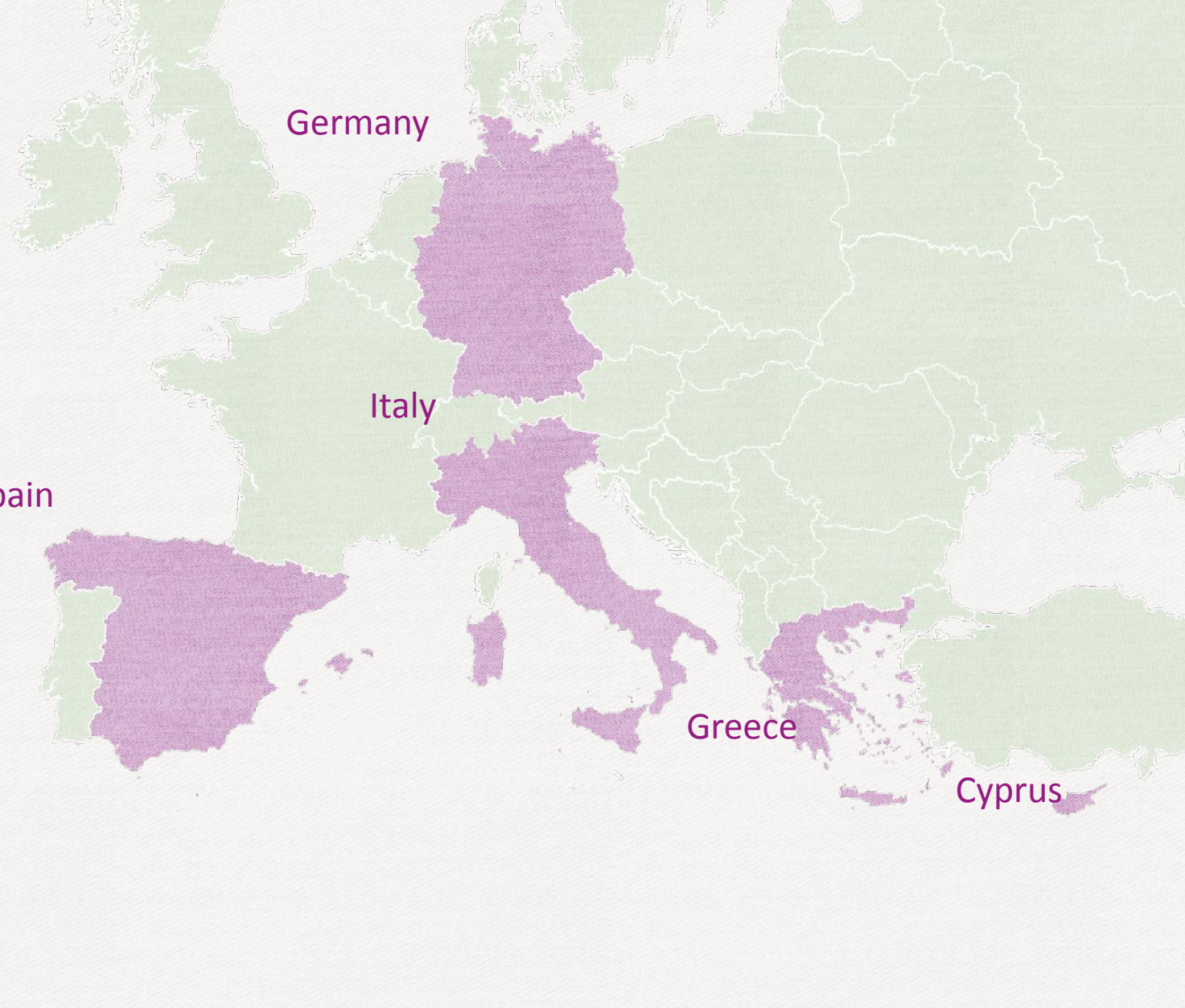
LOTTOZERO – Prato (Italy)

P(5) Partner:

CELLOCK LTD – Nicosia (Cyprus)

P(6) Partner:

POLITECNICA DE VALENCIA (UPV) – Valencia (Spain)



Jugend- & Kulturprojekt e.V.

KAINOTOMIA
κέντρο διά βίου μάθησης



Catwalk
Δημιουργία Τέχνη Πολιτισμός

LOTTOZERO

CELLOCK®
POWER OF INNOVATION AND TECHNOLOGY



UNIVERSITAT
POLITECNICA
DE VALÈNCIA

Human timeline



Source: [Freepik](#)

Welcome to the 2000s and 2010s!

Y2K

Social media

Boho Chic

Fast Fashion

Inclusion

Gen Z

Sustainable Fashion

Athleisure

Exploring and Unveiling New Insights

Gain a comprehensive understanding of the fashion history of the 2000s and 2010s

Develop critical thinking about fashion choices emphasising the importance of mindful consumption and the impact of individual decisions.

Encourage the reflection on the growing importance of sustainability and ethical practices in fashion during these decades

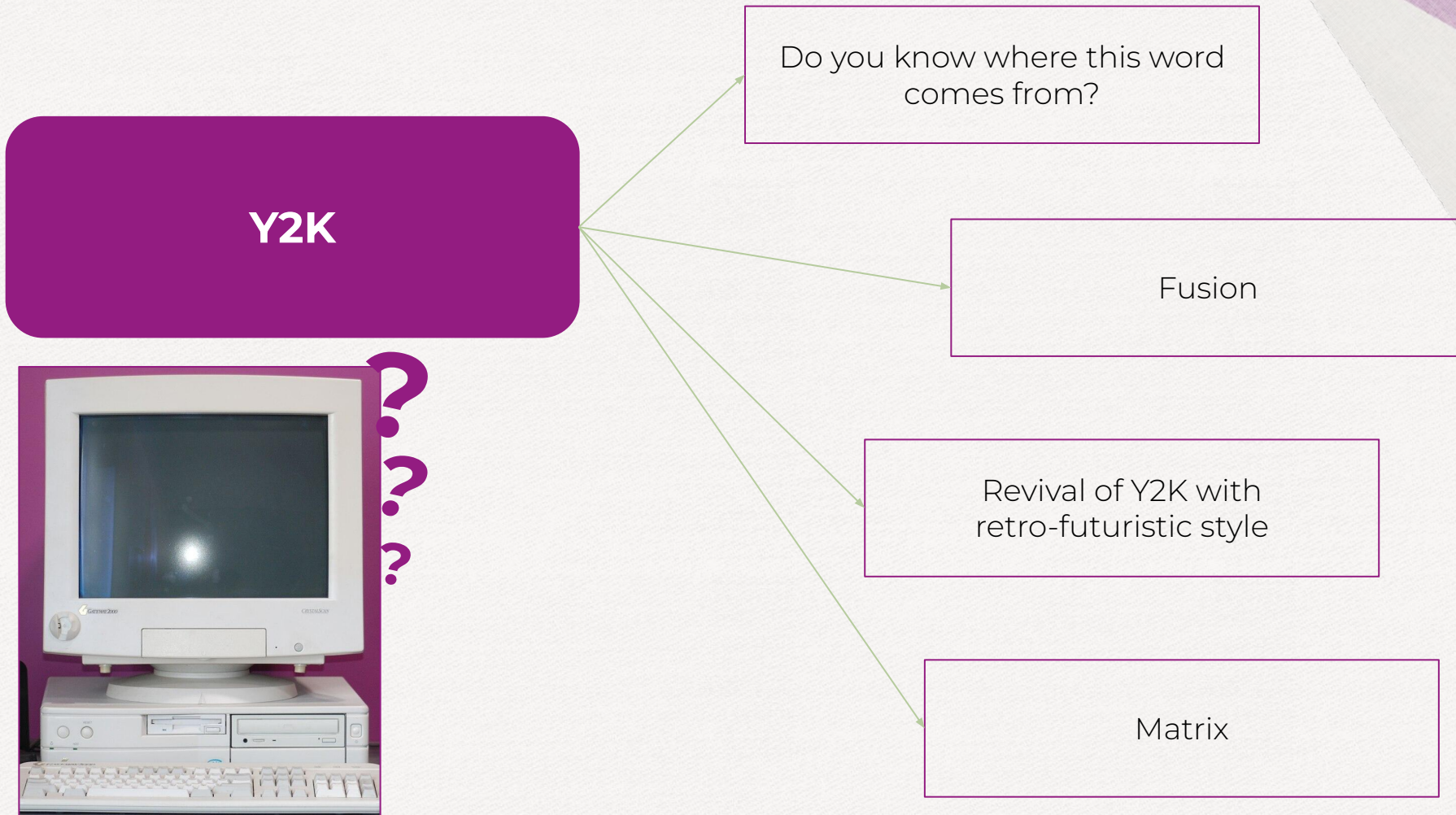
Gen Z: Activity 1 and 2

**Fashion Forward:
Transitioning from Fast
Fashion to Sustainability**

Fashion Bingo

2-2-2-2 Doodle

2000s: so far yet so close



2000s: so far yet so close

Boho Chic and Revival

The vintage boho style of the 2000s draws inspiration from the bohemian aesthetic of the late 1960s and 1970s. This style is characterised by a free-spirited, eclectic, and laid-back vibe, blending bohemian influences with the fashion trends of the 2000s.

➡ **Key features** of the vintage boho style from the 2000s were: maxi dresses and skirts with embroidery, layered clothing, wide-leg pants, natural fabrics,

as well as

➡ **vintage boho prints** including tie-dye, floral patterns, paisleys, and ethnic-inspired motives.



Source: [Image by Freepik](#)

2000s: so far yet so close

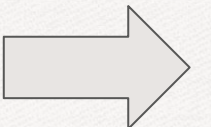
Gen-Z: technology and awareness

Gen-Z is a term used to identify those born between the **mid-1990s** and **early 2010s**. This generation has been profoundly shaped by diverse influences but technology stands out.



Source: [Tomwsulcer, CC0, via Wikimedia Commons](#)

Do you know the term "Gen-Z"? and what about the other generations?



2000s: so far yet so close

Generations

1946 - 1964



Baby Boomers

Born during the post-World War II baby boom, this generation experienced significant social changes, including the civil rights movement, the feminist movement, and the Vietnam War.

1965 - 1979



Gen X

Gen X experienced significant societal shifts, including the end of the Cold War, the rise of personal computing, and the explosion of mass media and cable television.

1980 - 1995



Millennials

Also known as Generation Y, came of age during the rapid expansion of the internet and digital technology. They have been significantly affected by economic events like the Great Recession.

1996 - 2010



Gen Z

This generation is the first generation to grow up with smartphones and social media as integral parts of their lives.

2000s: so far yet so close



Source: [Jeremy Keith, CC BY 2.0, via Wikimedia Commons](#)

Gen-Z: technology and awareness

Gen-Z is a term used to identify those born between the **mid-1990s and early 2010s**. This generation has been profoundly shaped by diverse influences but technology stands out.

Activity Part 1

- Group formation.
- Pick an online platform.
- Answer to these questions:
 - ➡ When was this platform created? by whom?
 - ➡ Can you find any examples/pictures?
 - ➡ What was the type of content shared?
 - ➡ How did the users engage in the platform?
 - ➡ Do you like it? If yes/no, why?

Gen-Z: technology and awareness



Source: [Ajay Suresh from New York, NY, USA, CC BY 2.0, via Wikimedia Commons](#)

At the same time, TV series are a crucial part of their influences on apparel, frequently emulating or finding inspiration from the styles of characters on-screen.

Gen Z is spearheading a revival of '90s grunge, '70s boho chic, and '60s mod aesthetics, fueling the revival of vintage fashion.

Activity Part 2

- Group formation.
- Identify a TV series/movie.
- Answer to these questions:
 - ➡ Which TV series/movie did you choose and why?
 - ➡ Can you find any examples/pictures?
 - ➡ Are there any specific characters whose fashion choices have become iconic or influential?
 - ➡ Can you find the same fashion style in current days? Can you provide any example?
 - ➡ In your opinion, what are the reasons why these trends became popular or reached the success? Which values do they convey?



"The clothes we wear say something about who we are. Let's make sure they are saying the right thing."

- Colin Firth



Must have items in the 2000s



Source: [Ocdp, CC0, via Wikimedia Commons](#)

Cargo Pants

Popular in fashion since the 80s, they were embraced by Gen Z thanks to famous fashion designers such as Dior, Balenciaga, Dolce & Gabbana and Jean Paul Gaultier.



Source: [Tinton5, CC BY-SA 3.0 via Wikimedia Commons](#)

Baguette

Bag

Created in the late 90s by Fendi, the baguette bag became the It bag after being featured on "Sex and the City"



Source: [FASTILY, CC BY-SA 4.0, via Wikimedia Commons](#)

UGG Boots

surge in sales in the 2000s after Oprah Winfrey featured them on the list of her favourite things.



Source: [Jeans-Meile.de, CC BY-SA 4.0 via Wikimedia Commons](#)

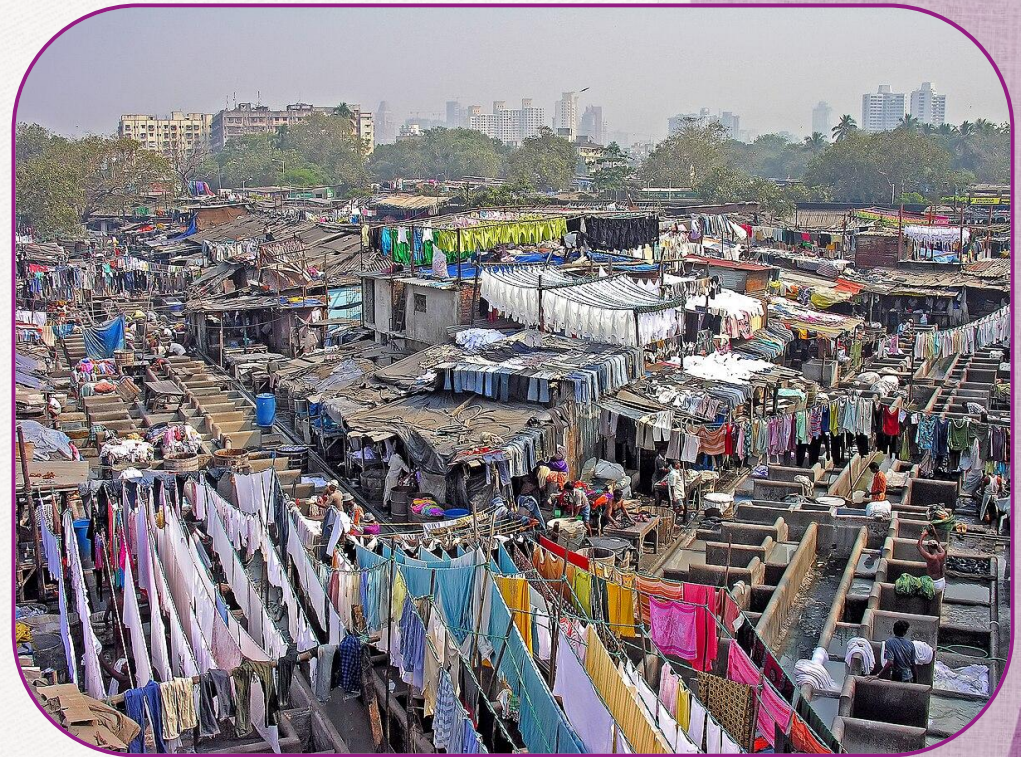
Low-rise jeans/pants

usually worn with crop tops

Fashion Evolution: From Fast Fashion to Sustainable Solutions

What is fast fashion?

This term in fashion refers to the **quick production** and **rapid turnover** of inexpensive, trendy clothing items, often inspired by high-fashion designs. One of the factors that contributed to the rapid growth of the fast fashion industry during this period was advances in transportation and communication, which facilitated the globalisation of the fashion industry in the 2000s.



Source: [Dennis Jarvis from Halifax, Canada, CC BY-SA 2.0, via Wikimedia Commons](#)

The Rise of Fast Fashion

What has changed & consequences

Offshore outsourcing

Retailers transformed their production processes, thereby reducing production costs.

Technological advancements

In manufacturing and communication, they speed up production processes. Automated machinery and real-time tracking tools enable seamless coordination in the supply chain.

CAD systems

Computer-aided design (CAD) systems allow designers to create, modify, and visualize designs rapidly, ensuring high precision in designs.

Environmental Impact

Fast fashion contributes significantly to textile waste due to its high turnover of clothing items. It consumes vast amounts of natural resources and release pollutants into the air, water and soil.

Social and Labour Rights

Some brands have been exposed for exploiting cheap labour in other countries, leading to poor working conditions, low wages and violation of workers rights.

Consumers Behaviour

Fast fashion promotes a culture of disposability, where clothing items are viewed as temporary and easily replaceable, leading to overconsumption and excessive waste. The affordability and accessibility of fast fashion encourage impulse buying behavior, leading to unnecessary purchases and increased consumption.

Sustainability as a Response to Fast Fashion



Source: [Web Summit, CC BY 2.0, via Wikimedia Commons](#)

“Sustainable fashion is not a trend. It’s a responsibility”.

Livia Firth, Activist and Founder of Eco-Age

The early 2000s marked the birth of sustainable fashion, as consumers became more conscious of their impact on the environment.

The growing **global awareness** of environmental issues, including climate change, pollution, and resource depletion heightened consciousness and prompted **consumers** to reevaluate their purchasing habits, lastly demanding more sustainable options in various aspects of their lives, including **fashion**.

Activity

Fashion Forward: Transitioning from Fast Fashion to Sustainability



Source: [Freepik](#)

The 2010s

A Decade of Diversity and Evolution

The fashion landscape of the 2010s was a captivating tapestry in the changing dynamics of a rapidly evolving world. As the decade unfolded, fashion was not only a means of self-expression but also a reflection of societal shifts, technological advancements, and environmental awareness.



Platforms like Instagram and YouTube became powerful tools for shaping trends and creating a direct connection between designers, brands, and consumers.



The 2010s were marked by a significant push for diversity and inclusivity in fashion. Runways became more representative of different ethnicities, body sizes, genders, and ages.



A notable trend that combines workout attire with casual clothes, allowing individuals to transition from exercise activities to everyday wear.

The 2010s

A Decade of Diversity and Evolution

Do you recognise anyone?



Source: [Enrihe, CC BY-SA 4.0, via Wikimedia Commons](#)

Chiara Ferragni



Source: [SIGMA, CC BY 3.0, via Wikimedia Commons](#)

Rihanna



Source: [Condé Nast \(through Vogue Taiwan\), CC BY 3.0, via Wikimedia Commons](#)

Kylie Jenner



Fashion Bingo

**TV series/
movies**

**Sustainable
Fashion Facts**

Fashion icon

**Must have
item**

Events

Social trends

**Fast Fashion
Facts**

Technology

**Brands and
relevance**

2-2-2-2 Doodle



Source: Canva



“Buy less, choose well, make it last.”
– *Vivienne Westwood, fashion designer*

Source: [FOTO:FORTEPAN / Urbán Tamás, CC BY-SA 3.0, via Wikimedia Commons](#)

The background of the slide is an abstract composition of overlapping, semi-transparent shapes in various shades of purple and green. The shapes are organic and flowing, creating a sense of movement and depth. A central white rectangular box contains the text.

Thank you!



ReFashionized

Fashion Evolution towards Sustainability

www.instagram.com/refashionizedproject/
www.facebook.com/Refashionized

The project is co-financed by the European Commission through the Erasmus+ Programme



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project Number: 2022-2-DE04-KA220-YOU-000101981



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).



Jugend- & Kulturprojekt e.V.

KAINOTOMIA
κέντρο διά βίου μάθησης



Catwalk
Δημιουργία Τέχνη Πολιτισμός

LOTTOZERO

CELLOCK[®]
POWER OF INNOVATION AND TECHNOLOGY



UNIVERSITAT
POLITÉCNICA
DE VALÈNCIA