



ReFashionized

Fashion Evolution towards Sustainability

Unit 1

The History of Fashion is The History of People

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



Co-funded by
the European Union



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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

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P(2) Partner:

KAINOTOMIA & SIA EE – Larissa (Greece)

P(3) Partner:

CATWALK PROJECT – Thessaloniki (Greece)

P(4) Partner:

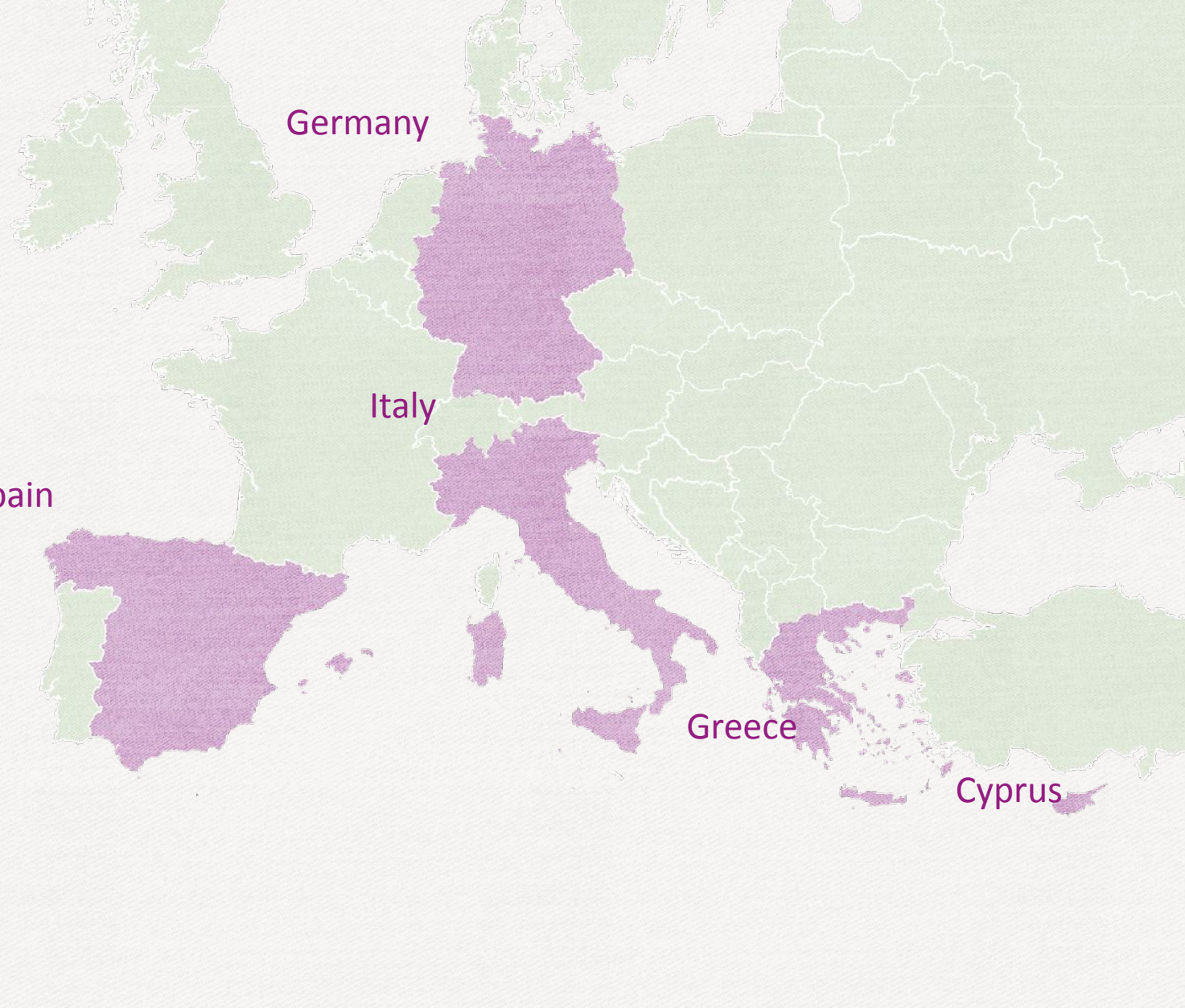
LOTTOZERO – Prato (Italy)

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CELLOCK LTD – Nicosia (Cyprus)

P(6) Partner:

POLITECNICA DE VALENCIA (UPV) – Valencia (Spain)



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Catwalk
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One Truth - Two Lies



Source: [Envato Elements](#)

Today's goals



Source: [Freepik](#)

understand the importance of fashion throughout history

Explore the use of the PESTEL framework to analyze the connections between external events and fashion evolution.

Reflect on the role of fashion as a tool for self-expression and identity.

Fashion as History of Human Civilisation

Source: [Minoan 'Procession Fresco' from Knossos Carole Raddato \(CC BY-NC-SA\)](#)



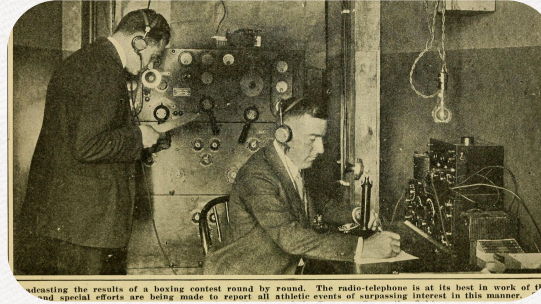
Ancient Times

Industrial Revolution



Source: [Bundesarchiv, Bild 183-J0330-0016-001 / Häbler, Ulrich / CC-BY-SA 3.0, CC-BY-SA 3.0 DE, via Wikimedia Commons](#)

Source: [Lescarbourea, Austin C. \(Austin Celestin\), 1891-, No restrictions, via Wikimedia Commons](#)



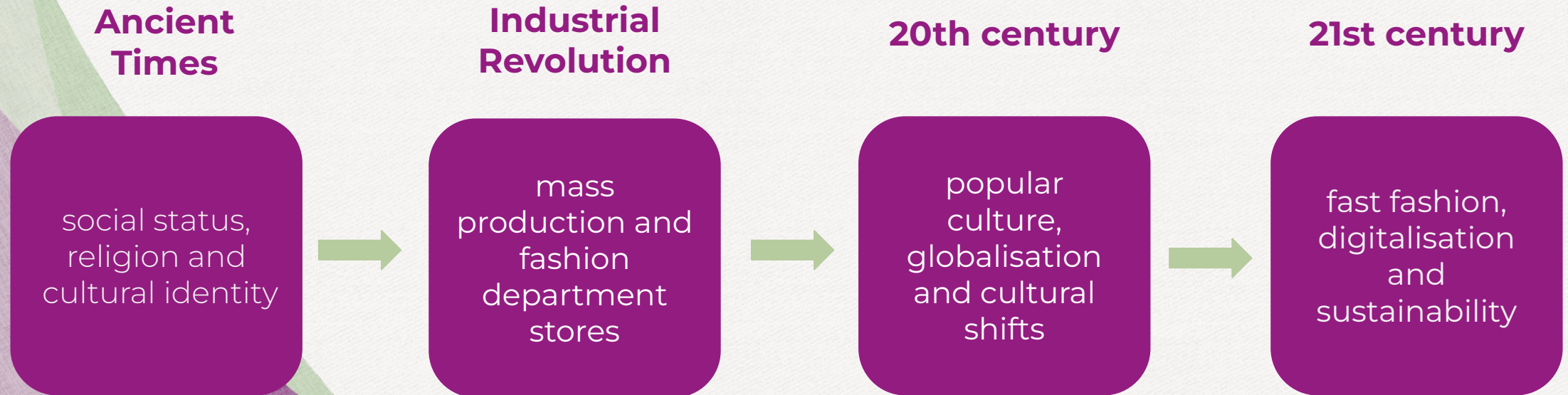
20th century

21st century

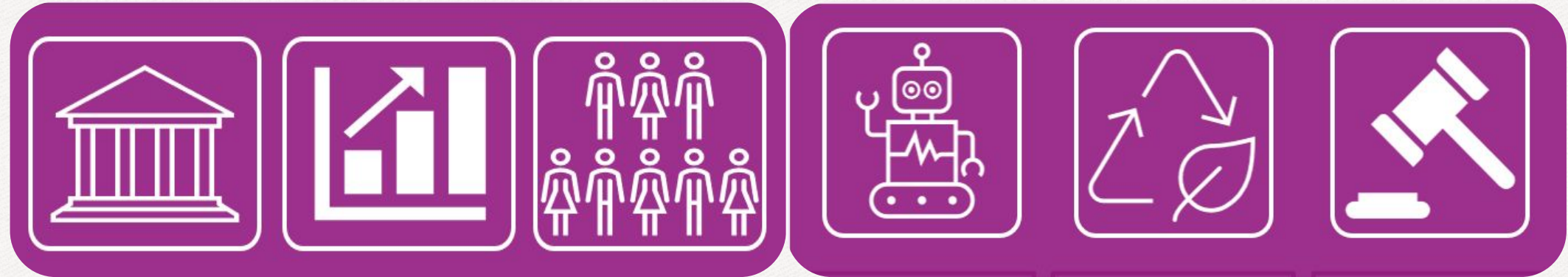


Source: [Envato Elements](#)

Fashion as History of Human Civilisation



PESTEL Framework



P

POLITICAL

labour rules;
tax policies;
trade policies.

E

ECONOMICAL

import and export;
inflation;
income;
market flows.

S

SOCIAL

lifestyles;
identity;
education;
social and cultural
movements.

T

TECHNOLOGICAL

discoveries;
innovations.

E

ENVIRONMENTAL

energy and
resources
consumption;
raw materials;;
pollution;
waste disposal laws.

L

LEGAL

employment
regulations;
safety regulations;
consumer laws;
products
regulations.

PES-TELLING Fashion



Source: [Freepik](#)



“Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening”.

– Coco Chanel



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!



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

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