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# ReFashionized

Fashion Evolution towards Sustainability

## WORKSHOP PLAN UNIT 7

By KAINOTOMIA



Jugend- & Kulturprojekt e.V.

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## TRAINER'S CORNER

# THE HISTORY OF FASHION BOOKLET UNIT 7

1940s AND 1950s

THE ERA OF THE SECOND WORLD WAR

## WORKSHOP PLAN

DEVELOPED BY KAINOTOMIA

# THE HISTORY OF FASHION BOOKLET

## UNIT 7: 1940S AND 1950S- THE ERA OF THE SECOND WORLD WAR

### WORKSHOP PLAN

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## 1. General Instructions

This comprehensive Workshop Plan will provide a structured framework for implementing workshops that delve into the dynamic relationship between fashion and pivotal events/changes throughout history.

By following this plan, youth workers will obtain an overview of a possible structure to follow in the implementation of a workshop that combines and explores the connections between the history of fashion and the PESTEL framework. It aims to equip youth workers with the tools and resources needed to facilitate thought-provoking activities and interactive workshops focused on the impact of fashion on society.

On the other hand, more details on the activities foreseen and mentioned in the Workshop Plan are found in [Activity Sheet Unit 7](#).

## 2. Workshop Plan Template

Unit Reference Code	<i>History of Fashion Booklet: <b>Unit 7</b></i>
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Title	1940S and 1950S: The Era of The Second World War
Workshop Duration	2 hours and 45 minutes
Target Groups	Young people aged 16-25

Introduction
The main topics of the following workshop plan and the unit that refers to are:
This interactive workshop will delve into the dynamic relationship between history and fashion during World War II and the post-war era, focusing on the 1940s and 1950s. Through presentations, debates, reflection and group discussions, the trainer will guide participants in understanding the evolution of

fashion from utility-driven designs during wartime to the resurgence of glamour and elegance in the post-war period.

## Workshop Objectives

Identify the skills and learning objectives acquired during the workshop.

At the end of the workshop, the participants will:

- ✓ Explore the dynamic relationship between history and fashion during World War II and the post-war era
- ✓ Appreciate the innovation and resilience of fashion amidst historical challenges and societal changes
- ✓ Identify and discuss iconic fashion icons and their influence on popular culture during the 1940s and 1950s
- ✓ Foster critical thinking and reflection among participants regarding the intersection of history, society, and fashion

## Preparation

Describe the preliminary steps to follow to properly prepare before the workshop or some expedients to organise the place for the implementation of the activity.

The lesson plan requires familiarity with the historical period, referring to its main events, inventions, and fashion trends. The facilitator is invited to prepare for the preparation through a checklist:

- ☐ review the workshop objectives and outline to ensure clarity on what needs to be achieved.

- ☐ familiarise oneself with the content, presentations, and activities prepared for the workshop.
- ☐ double-check all materials and presentations to ensure they are accurate, organised, and ready for use.
- ☐ prepare any necessary props, visuals, or handouts required for the activities.
- ☐ set up the physical space where the workshop will take place, ensuring it is conducive to group discussions and activities.
- ☐ prepare oneself mentally to engage with participants, facilitate discussions, and adapt to any unexpected challenges that may arise.

## Methods

Describe the methodology used to ensure a learner-centred approach. Some possible workshop methods are presentation, discussion, team activities assignment, self-reflection and assessment, role-playing, case studies, storytelling, etc.

The methodology employed emphasises a learner-centred approach, prioritising active engagement and participation. Presentations provide foundational knowledge, but discussions allow learners to share insights and perspectives. Debates encourage critical thinking and analysis of differing viewpoints. Team activities promote collaboration and problem-solving skills, fostering a supportive learning environment. Reflection periods offer opportunities for learners to process information and apply concepts to their own experiences. Feedback sessions ensure continuous improvement and address individual learning needs. Through these diverse methods, the workshop empowers learners to take ownership of their learning journey and deepen their understanding of the subject matter.



## Icebreaking Activity

Suggest 1 icebreaker linked to the topic of the unit to create a friendly and comfortable environment for the learners/participants.

### **Fashion Detectives**

The "Fashion Detectives" activity engages participants in a guessing game about fashion trends from the 1940s-1950s era. In a circle, the facilitator presents three statements related to the era's fashion. Participants listen and try to identify the lie among the statements. This activity encourages active participation, introduces unit topics, sharpens critical thinking, and fosters a friendly, competitive atmosphere. It lasts for 15-20 minutes and requires a prepared seating arrangement and ground rules for respectful communication.



Source: [Freepik](https://www.freepik.com)

## Workshop Plan

Nr.	Activity name	Duration	Method	Materials
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	(title and brief description)	(min.)	(presentation, discussion, roleplay, storytelling, gamification, art creation, etc.)	(paper, pencils, boards, laptop, speakers, chairs, etc.)
1	<a href="#">Introduction</a>	10	Presentation	//
2	<a href="#">Fashion Detectives</a>	15-20	Ice-breaking	<a href="#">Unit 7 Annex 1</a> , flipchart
3	<a href="#">World War II years</a>	10	Presentation	PowerPoint, laptop, screen and projector
4	<a href="#">Inspirational 50s</a>	20	Presentation	PowerPoint, laptop, screen and projector
5	<a href="#">Dior vs. Hepburn: Fashion Debate</a>	30	Reflection Debate	Markers/ pencils, flip chart or paper, Internet connection
6	<a href="#">Revolutionary Inventions for Fashion (introduction)</a>	15	Presentation	PowerPoint, laptop, screen and projector
7	<a href="#">Star Icons</a>	10	Presentation	PowerPoint, laptop, screen and projector



8	<a href="#">Fashion Time Capsule</a>	20	Group discussion	PowerPoint, laptop, screen and projector, paper, pens
9	<a href="#">Conclusion</a>	20	Discussion	PowerPoint, laptop, screen and projector
10	<a href="#">1940s and 1950s Rewind</a>	10	Feedback	Index cards or small pieces of paper, pens or markers

## Evaluation

Describe an evaluation activity that could be implemented to collect feedback from participants to assess the workshop's effectiveness and identify areas for improvement.

The "1940s and 1950s Rewind" activity encourages participants to reflect on the presentation about fashion trends and evolution from these decades. Participants write down one interesting thing they learned and one question they still have on index cards. After collecting the cards, the facilitator leads a discussion where participants share their insights and questions. This reflection activity fosters critical thinking and deeper understanding among participants, as well as useful feedback for the trainers to consider for future presentations.

## Facilitator's Notes

Reflect on the effectiveness of the workshop. Use this section to make notes for future adjustments. Below you can find some inspiring questions to guide you in the self-reflection process.

- ❖ Did the workshop achieve its stated objectives in terms of exploring the history of fashion during World War II and the post-war era?
- ❖ Were the presentations, activities, and materials well-received by participants, and did they contribute to a meaningful learning experience?
- ❖ Were there any challenges or areas for improvement in terms of workshop logistics, facilitation, or content delivery?
- ❖ Were there any unexpected discoveries or insights gained from participants during the workshop?

## Theoretical Framework

This section serves as the introductory page for the theoretical presentations. Here, we offer a summary and overview of the theoretical components integrated into the workshop plan. Its purpose is to guide youth workers and trainers regarding the topics covered in activities that *do not* follow non-formal education methods.

The content outlined here is also included in the PowerPoint presentation.

### ❖ Introduction

Welcome to our workshop exploring the dynamic relationship between history and fashion during World War II and the post-war era! During those decades, global conflict reshaped societies and cultures, influencing the evolution of fashion in profound ways.

Through presentations, interactive activities, and group discussions we will uncover how wartime necessities gave rise to utility clothing, and how the post-war period ushered in a resurgence of glamour and elegance.

### ❖ World War II years

The early 1940s saw a shift towards function-driven fashion due to economic constraints and societal responsibility.

Women embraced the *utility look* with tweeds and plaids, bright colours, shorter skirts or even suits, boxy jackets with padded shoulders, flat comfortable shoes, and knitted accessories.

Men wore military uniforms or reused clothing from the previous decade. The emergence of the "zoot suit" in the US showcased exaggerated styles that influenced fashion trends.

Children were dressed simply with inexpensive materials and rationing during WWII further constrained fashion choices. Second-hand items and homemade clothes were also in sight, this way reducing expenditures. The era was characterised by **resourcefulness and practicality in clothing design**, reflecting the broader context of scarcity and austerity.

### ❖ Inspirational 50s

In the post-war era, Christian Dior's "New Look" collection, including the "Corolle" line, symbolised a departure from the austerity of wartime fashion. Characterised by feminine silhouettes, rounded shoulders, narrow waists, and longer skirts, Dior's designs reintroduced extravagance and luxury reminiscent of pre-war styles. However, the "New Look" sparked debates and contradictions, with feminists criticising its return to traditional gender roles and societal divisions emerging over access to such lavish styles.

The cocktail dress became a staple for semi-formal events. Other prominent designers included Coco Chanel, Hubert de Givenchy, Cristóbal Balenciaga, and Pierre Balmain.

Meanwhile, in America, a more casual and informal look emerged as a response to Dior's luxury. Katharine Hepburn epitomised leisure sportswear with high-waisted slacks and button-down shirts, promoting greater freedom of movement and convenience. This relaxed aesthetic extended to children's and men's fashion, reflecting a shift towards informal styles prevalent in the late 1940s and beyond.

Men's fashion saw a departure from traditional styles with the rise of the "Teddy Boys" and youth culture. These men embraced leather jackets, narrow trousers, and greased-back hairstyles, inspired by Hollywood stars. The shift towards casual

attire included the adoption of jeans and synthetic materials for greater comfort. Coloured shirts replaced collared ones and ties for everyday wear, reflecting a more relaxed approach to dressing.

While boys enjoyed newfound casualness, girls continued to adhere to formal dress codes, with white ankle socks, shiny black shoes, and neatly tied ribbons defining their style. Designer Charles James even extended his meticulous design approach to baby playsuits, reflecting a growing emphasis on children's fashion during the decade.

#### ❖ Revolutionary Inventions for Fashion (introduction)

The 1950s marked a transition period in fashion, influenced by the elegance of the Twenties but with distinct gender distinctions. Women and girls embraced elegant and perfectly styled attire, while men and boys opted for casual dressing. As the decade progressed, fashion trends became more adventurous, paving the way for the bold styles of the 1960s. The era also saw the introduction of significant inventions like television, polyester, the bikini, and the stiletto heel, all of which profoundly impacted fashion evolution and trendsetting during this period.

**Bikini:** The modern bikini, invented by French engineer Louis Réard, was named after the Bikini Atoll, where the first post-war atomic bomb testing occurred. Réard's creation debuted with model Micheline Bernardini, revolutionising beachwear fashion and symbolising liberation in the post-war era.

**Stiletto heel:** Credited to Italian shoe designer Salvatore Ferragamo, who invented the steel arch that enabled its development, while some credit French fashion designer Charles Jourdan. The stiletto design gained popularity in the 1950s, quickly spreading throughout Europe and the US, becoming a staple of fashion footwear.

**Polyester:** DuPont originally introduced polyester in the 1950s to replace nylon, as it was less expensive to make while maintaining comparable qualities like strength and durability. It rapidly gained popularity as a material for clothing, household items, and industrial products.

#### ❖ Star Icons

Bette Davis exuded energy and confidence through her style, while Ingrid Bergman popularised tailored suits during WWII.

In the 1950s, James Dean emerged as a fashion icon, embodying the rebellious spirit of disenchanted teenagers, and providing them with a relatable hero.

Marlon Brando and Elvis Presley also became ambassadors of Teddy Boys fashion, shaping the style of the era.

Audrey Hepburn immortalised the iconic Little Black Dress, famously showcased in the film "Breakfast at Tiffany's", elevating it to a timeless fashion statement.

Grace Kelly remains a timeless icon, revered as a "goddess" of style, with her wedding dress standing as one of the most iconic pieces in fashion history. Her influence continues to resonate, symbolising elegance and sophistication.

Brigitte Bardot, renowned for her effortlessly sensual style, notably popularised the bikini swimsuit and is often remembered for her signature winged eyeliner.

Meanwhile, Sophia Loren and Marilyn Monroe, both epitomising the hourglass figure, advocated for women to embrace their curves and exude confidence, embodying enduring values within the fashion world.

### ❖ Conclusion

**1940s:** The fashion of the 1940s was deeply influenced by the turmoil of World War II, characterised by utilitarian designs, and rationing of materials. Women embraced practicality with the Utility look, while men's fashion saw the emergence of casual styles influenced by the working class. The 1940s fashion landscape reflects resilience amidst adversity, paving the way for the vibrant styles of the post-war era.

**1950s:** The 1950s witnessed a transition towards elegance and sophistication, epitomised by Christian Dior's "New Look" and the resurgence of feminine silhouettes. Women embraced tailored dresses and impeccable grooming, reflecting societal expectations of femininity and beauty. Conversely, men's fashion experienced a departure from tradition with the rise of youth culture, marked by rebellion and casual attire. Innovation persevered, with significant developments like the bikini and stiletto heel shaping the era's aesthetic. Iconic personalities like James Dean and Grace Kelly left indelible marks on fashion, shaping trends that continue to inspire today. The 1950s fashion era stands as a blend of tradition and modernity, embodying both nostalgia and innovation.

## External resources



Add any external resource that can be used to enhance understanding of the topic and support the implementation of the workshop.

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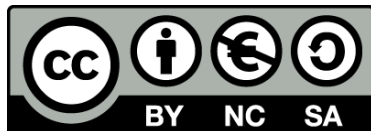
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