



ReFashionized

Fashion Evolution towards Sustainability

Unit 9

1980s – 1990s
MORE IS MORE

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



Co-funded by
the European Union



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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

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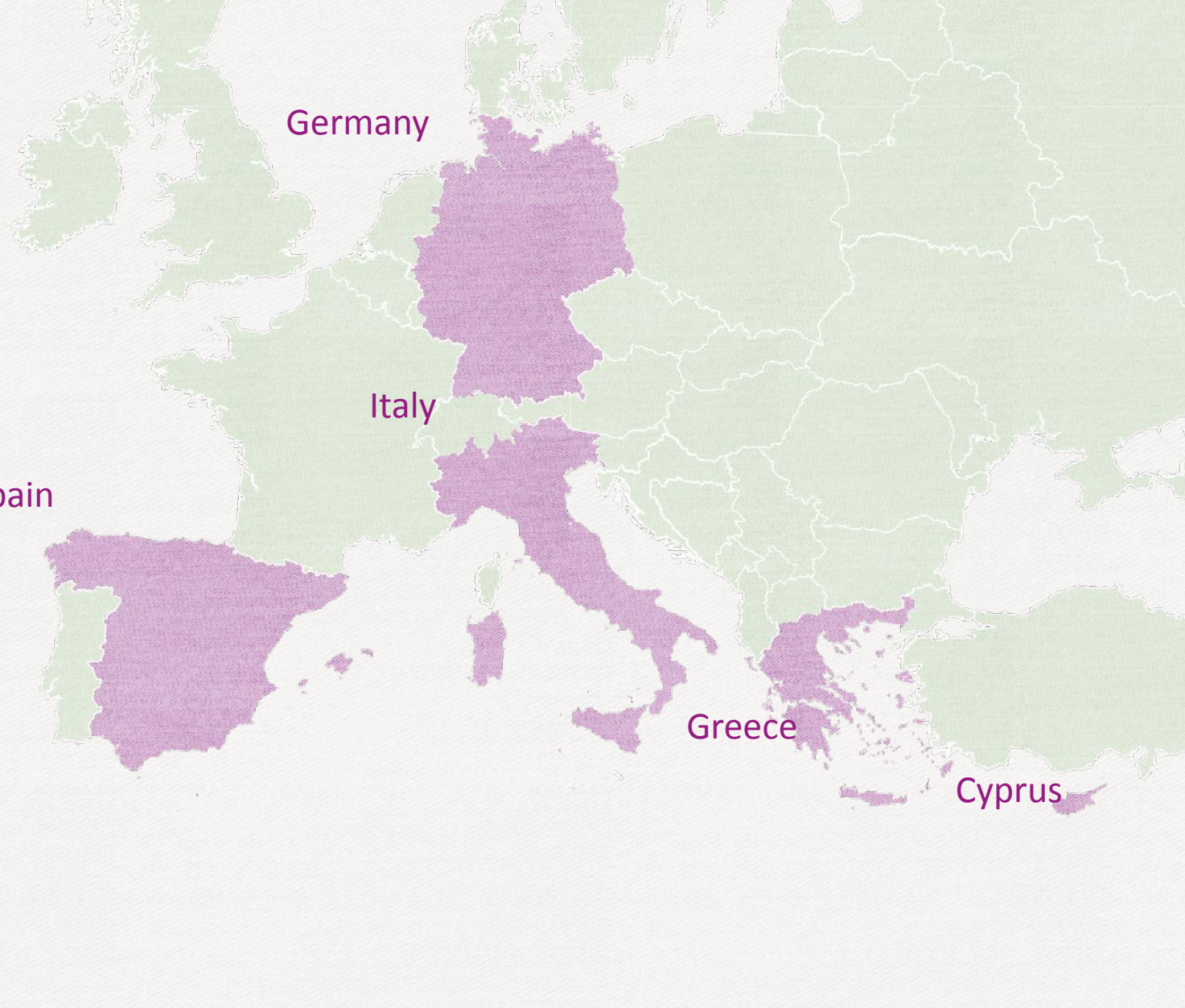
LOTTOZERO – Prato (Italy)

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CELLOCK LTD – Nicosia (Cyprus)

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Jugend- & Kulturprojekt e.V.

KAINOTOMIA
κέντρο διά βίου μάθησης



Catwalk
Δημιουργία Τέχνη Πολιτισμός

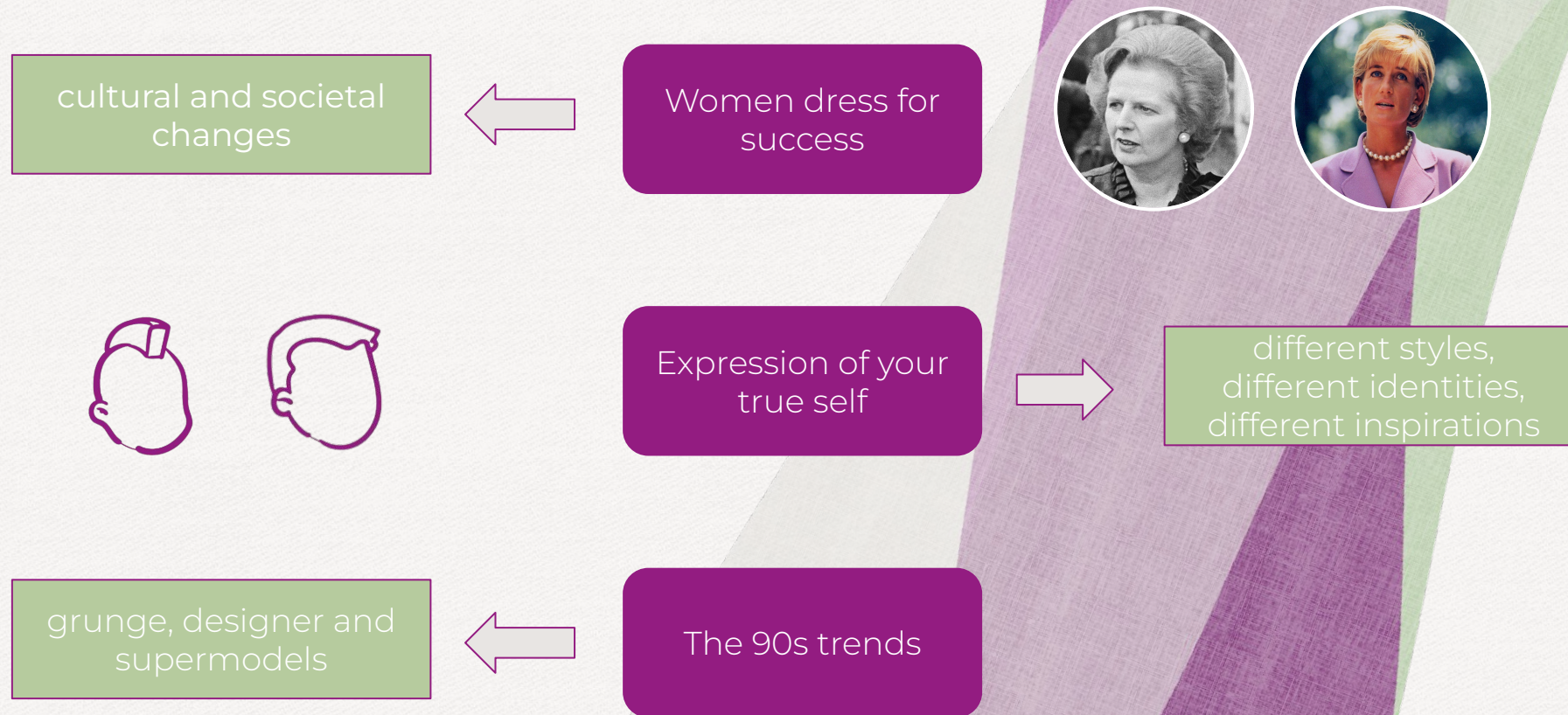
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1980s and 1990s Glamour, Subcultures and Supermodels



Discover and Uncover the 80s and 90s



analyse the emergence of new trends and innovations in fashion brought by advancements and discoveries of the 80s and 90s;



Identify and discuss the social implications of key fashion trends of 80s and 90s such as power dressing, the glamour style, yuppies and punks, grunge and hip-hop fashion.



Compare and contrast the distinct fashion aesthetics of the 80s and 90s, highlighting changes and similarities in style, silhouettes and attitudes of the decades.

Icebreaker



Source: [Freepik](#)

Women dress for success

In 1977, John Molloy published his book “**Women Dress For Success**”. In his book, he presented guidelines of “wardrobe engineering”, the perfect outfit to communicate power in the male-dominated corporate.

social changes

women entry in mass
to the workforce

Fashion as synonym
of authority

“Being powerful is like being a lady.
If you have to tell people you are, you
aren't.”

— Margaret Thatcher



Source: [Marcel Antonisse / Anefo](#), CC0, via
Wikimedia Commons

Women dress for success

During this period more and more women entered traditionally male-oriented work environments and designer clothes became a central point of fashion in the early 1980s.

Princess Diana, Princess of Wales, was a member of the British royal family, and the first wife of King Charles III of the United Kingdom.



Her elegant and sophisticated sense of style characterised by **glamorous evening gowns**, **chic cocktail dresses** and timeless fashion choices earned her the reputation of a fashion icon in the 80s and 90s. She used her fashion choices strategically to convey messages and support causes she believed in. She was one of the world's first fashion influencers and her fashion legacy continues to captivate and inspire people worldwide up to this date.

"I like to be a free spirit. Some don't like that, but that's the way I am."
— Princess Diana



Source: [John Mathew Smith & www.celebrity-photos.com](#) from [Laurel Maryland, USA \(Archived link\)](#), [CC BY-SA 2.0](#), via Wikimedia Commons

The 80s glamorous style

cultural
transformation

individuality

statement-making
style

accessibility



Photo by Alan Light

What can you notice from this picture in terms of style?

Source: [photo by Alan Light](#), [CC BY 2.0](#), via Wikimedia Commons

The Glam of the 80s

Activity



Source: canva_ [Refashionized Fashion Mood Board](#)
[Sample](#)

The 80's glamorous style

Expressing your true-self



Yuppies

a slang term for young urban professionals, generally used with negative connotations, was associated with youth following luxury, high-fashion clothing, expensive cars, showing off watches and brands



Punk

in continuation with the 70s, this style was characterised by non-conformist outlooks such as oversized leather sets, skin-tight trousers, metallic and sequined fabric and mohawk and skinhead hairstyles.

The 80's glamorous style

Expressing your true-self



Sportswear

stylish sportswear encouraged by a healthy lifestyle and fitness mania, gym wear became the go-to item for everyday stylish looks. Movies like "Flashdance" and "Dirty Dancing" contributed to spread this trend.

Menswear

a tendency for fitness wear, classic American workwear, and preppy styles, men's fashion was also impacted by the "power suit" style. Great designers such as Giorgio Armani and Hugo Boss popularised and innovated this trend.



The 80's glamorous style

The Fabric Innovations

In the 1980s, various fabrics were used in fashion, reflecting the diverse trends and styles of the decade. Here are some commonly used fabrics in the 1980s along with notable innovations:



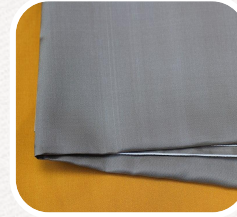
[Nikodem Nijaki, CC BY-SA 3.0](#), via Wikimedia Commons

Denim, one of the most iconic fabrics of the '80s, it was used not only for jeans but also for jackets, skirts, and dresses. Acid-washed and distressed denim became particularly popular styles during this time.



[Krish Dulal, CC BY-SA 4.0](#), via Wikimedia Commons

Cotton was a staple fabric used for a wide range of clothing items, including T-shirts, blouses, and casual dresses. It was valued for its comfort and breathability.



[Enby, CC BY-SA 4.0](#), via Wikimedia Commons

Rayon, a semi-synthetic fabric made from cellulose fibres, gained popularity in the 1980s. It was often used for blouses, dresses, and skirts due to its soft and silky texture.



[Own work Alec Xander, CC BY-SA 2.0](#), via Wikimedia Commons

Leather jackets, pants, and skirts were iconic fashion items in the 1980s. Leather jackets were worn over the top of other clothes. They were usually fastened with a zip or buttons and had either a collar or a hood.

The 90s Trends

While rolling into the 90s, fashion sparked a **wave of minimalist looks**.

With the **rise of globalisation**, the 1990s fashion world borrowed influences from Asian cultures, the Western world incorporated “Orientalism” in its trends, and vice versa the Western fashion trends travelled all over the world.

This period was characterised by its **eclectic mix of styles** and a **push towards individuality**. It was a decade that embraced bold experimentation and a laid-back, casual approach.

Out went suits and in came low-sung baggy jeans, snapbacks, work boots, puffer jackets, and a hip-hop perennial sportswear

grunge style



Nirvana, Pearl Jam, Jane's Addiction



second hand and thrift-stores



Dr. Martens boots

The 90s Trends:

Fashion designers

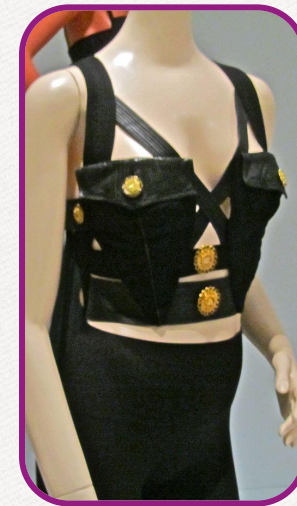
Some iconic 90s clothing brands boldly defined the era, including **Calvin Klein, Tommy Hilfiger, Ralph Lauren, and Gap**. These brands and fashion designers are known for their diverse styles, distinctive logos, and unique aesthetics that continue to inspire fashion trends today and are the most influential brands since the 1990s (Cerini, 2020).

Rei Kawakubo



[Rhododendrites](#), [CC BY-SA 4.0](#), via
Wikimedia Commons

Gianni Versace



[ellenm1](#), [CC BY 2.0](#), via
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The Golden Age of Supermodels



Linda Evangelista summed up the industry's excesses at the start of the decade and famously coined a phrase that has since been one of the most representative quotes of the decade:

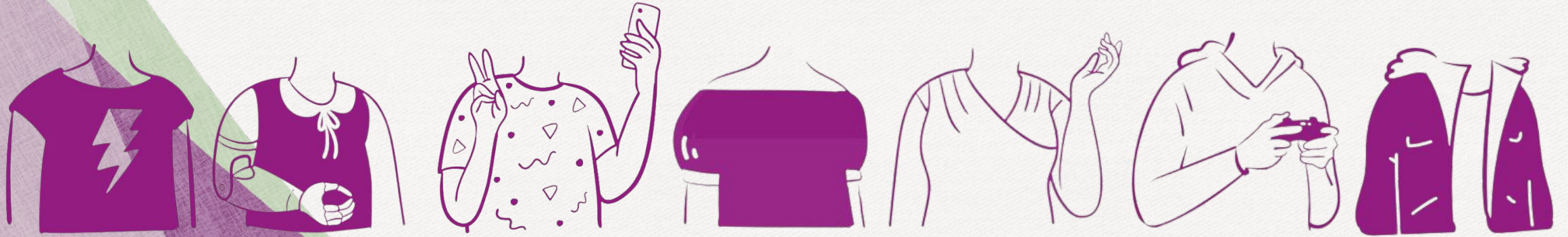
"We don't wake up for less than a 10,000 a day"

"The Big Six":

- **Naomi Campbell:** She has appeared on the covers of more than 500 magazines. She was the first black model to appear on the cover of Time Magazine and French, Russian and British Vogue.
- **Cindy Crawford:** She has been on more than 1000 magazine covers and was the first supermodel to appear nude in the men's magazine "Playboy". She later launched her own anti-ageing skin care and hair care line.
- **Linda Evangelista:** Renowned as "the chameleon" for her ever-changing hairstyles and colours, her achievements include a star on Canada's Walk of Fame and recognition at the New York Metropolitan Museum of Art for her iconic representation of 20th-century fashion.
- **Christy Turlington:** she has appeared on more than 500 magazine covers. Her best-known collaborations are with the cosmetic brand Maybelline and the Calvin Klein fashion house.
- **Claudia Schiffer:** has been listed in the Guinness Book of World Records as a model with the most magazine covers. One of her longest-lasting collaborations has been with the world-famous fashion brand "Guess" and the beauty brand "Revlon"
- **Kate Moss:** Discovered at age 14, she stood out for her androgynous beauty. She worked for Dior, Chanel, Dolce & Gabbana, Versace, and Burberry and appeared in more than 300 magazine covers.

Subcultures and representation

- who were the main influences and/or icons of this trend? Are there any lasting impacts?
- How did the media portray this trend? Were there any controversies/criticisms associated with this trend?
- how did these trends shape society and which messages did they convey?
- what is the importance covered by this trend/ these figures?
- why do you think “representation” in society is important?



Feedback Map



Source: [Freepik](#)

GIORGIO ARMANI

“Elegance doesn’t mean being noticed. It means being remembered”
- Giorgio Armani



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 depth and movement. A central white rectangular box is positioned in the middle of the slide, containing the text "Thank you!".

Thank you!



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

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