

America is an international and highly globalized industry, with clothing often designed in one country

Style and aesthetic

“Matter of ambience is the temprature of how our mood feels and the pleasure come from the emotion of function”



Woman with the pyjamas

The notion of the global fashion industry is a product of the modern age. Before the mid-19th century, most clothing was custom-made. It was handmade for individuals, either as home production or on order from dressmakers and tailors. By the beginning of the 20th century—with the rise of new technologies such as the sewing machine, the rise of global capitalism and the development of the factory system of production, and the proliferation of retail outlets such as department stores—clothing had increasingly come to be mass-produced in standard sizes and sold at fixed prices. Although the fashion industry developed first in Europe and America, as of 2017, it is an international and highly globalized industry, with clothing often designed in one country, manufactured in another, and sold worldwide. For example, an American fashion company might source fabric in China and have the clothes manufactured in Vietnam, finished in Italy, and shipped to a warehouse in the United States for distribution to retail outlets internationally. The fashion industry has long been one of the largest employers in the United States, and it remains so in the 21st century. However, U.S. employment declined considerably as production increasingly moved overseas, especially to China. Because data on the fashion industry typically are reported for national economies and expressed in terms of the industry's many separate sectors, aggregate figures for the world production of textiles and clothing are difficult to obtain. However, by any measure, the clothing industry accounts for a significant share of world economic output. The fashion industry consists of four levels:



Man with a Cashmere Jacket

“fashion is not about the desire benefiting its person, it is about identifying its occupation to respect the community”

“the idea of the fashion designer as a celebrity in his or her own right has become increasingly dominant”

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Although tailors and dressmakers were no doubt responsible for many innovations, and the textile industry indeed led many trends, the history of fashion design is generally understood to date from 1858 when the English-born Charles Frederick Worth opened the first authentic haute couture house in Paris. The Haute house was the name established by the government for the fashion houses that met the standards of the industry. These fashion houses have to adhere to standards such as keeping at least twenty employees engaged in making the clothes, showing two collections per year at fashion shows, and presenting a certain number of patterns to costumers. Since then, the idea of the fashion designer as a celebrity in his or her own right has become increasingly dominant. Although aspects of fashion can be feminine or masculine, some trends are androgynous. The idea of unisex dressing originated in the 1960s when designers such as Pierre Cardin and Rudi Gernreich created garments, such as stretch jersey tunics or leggings, meant to be worn by both males and females. The impact of unisex expands more broadly to encompass various themes in fashion, including androgyny, mass-market retail, and conceptual clothing. The fashion trends of the 1970s, such as sheepskin jackets, flight jackets, duffel coats, and unstructured clothing, influenced men to attend social gatherings without a tuxedo jacket and to accessorize in new ways. Some men's styles blended the sensuality and expressiveness despite the conservative trend, the growing gay-rights movement and an emphasis on youth allowed for a new freedom to experiment with style, fabrics such as wool crepe, which had previously been associated with women's attire was used by designers when creating male clothing. The four major current fashion capitals are acknowl

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edged to be Paris, Milan, New York City, and London, which are all headquarters to the most significant fashion companies and are renowned for their major influence on global fashion. Fashion weeks are held in these cities, where designers exhibit their new clothing collections to audiences. A succession of major designers such as Coco Chanel and Yves Saint-Laurent have kept Paris as the center most watched by the rest of the world, although haute couture is now subsidized by the sale of ready-to-wear collections and perfume using the same branding. Modern Westerners have a vast number of choices available in the selection of their clothes. What a person chooses to wear can reflect his or her personality or interests. When people who have high cultural status start to wear new or different clothes, a fashion trend may start. People who like or respect these people become influenced by their style and begin wearing similarly styled clothes. Fashions may vary considerably within a society according to age, social class, generation, occupation, and geography and may also vary over time. If an older person dresses according to the fashion young people use, he or she may look ridiculous in the eyes of both young and older people. The terms fashionista and fashion victim refer to someone who slavishly follows current fashions. One can regard the system of sporting various fashions as a fashion language incorporating various fashion statements using a grammar of fashion. In recent years, Asian fashion has become increasingly significant in local and global markets. Countries such as China, Japan, India, and Pakistan have traditionally had large textile industries, which have often been drawn upon by Western designers, but now Asian clothing styles are also gaining influence based on their ideas.



Woman with a sports jumper