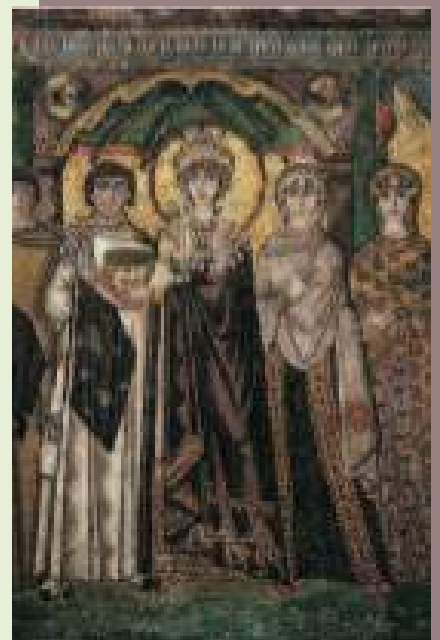


ROFIFA SHOBRINA

Fashion Phenomena

# Book of Comparison



# PREFACE

First thing first, I would like to thank my lecturer, Sir. Ichwan Thoha who taught me about fashion history and helped me during the progress, so that this book could be finished.

Actually, Fashion Phenomena is one of the hardest courses for me. However, at the same time, I had learned so many things about fashion and its history.

Time goes too fast, I have got through my first term as a Fashion Business student at Lasalle College Jakarta. So that I made this book as my first Final Project Assignment of Fashion Phenomena.

In this Book of Comparison, I include every chapter that I had learned in this class. Also, I hope the process of making this book could be inspirations for me in the next term.

# INTRODUCTION

## PREHISTORIC

Prehistoric began from 600,000 until 50 B.C. The hunters of the last Ice Age, who lived around 100,000 years ago, were probably the first people to wear clothes. However, there is no proof of when clothing first developed, since the materials used to make clothing decay easily and rapidly, and the earliest examples of clothing did not survive. Recent DNA evidence indicates that some time between 30,000 and 114,000 years ago, head lice, which typically infest human hair, evolved a new sub-species, body lice, which commonly infest human clothing.



# INTRODUCTION

## ANCIENT EGYPT

Ancient Egypt began from 3,1000 until 30 B.C. Egyptian costumes was relatively simpler. The drapping, the quality of fabrics and the addition of costly jewelry and belts distinguished the garments of the upper classes from those of lower classes. Men and women dressed lavishly for these occasions or social gatherings, wearing long, full pleated gowns, vivid cosmetics, brightly color jewelry and head dresses.



# INTRODUCTION

## ANCIENT GREEK

The first great civilization in Europe grew up on the Greek island of Crete. The Minoan civilization started slowly. Ancient Greek men and women typically wore two pieces of clothing draped about the body: an undergarment (chiton or peplos) and a cloak (himation or chlamys). Clothes were customarily homemade out of various lengths of rectangular linen or wool fabric with little cutting or sewing, and secured with ornamental clasps or pins, and a belt, or girdle (zone). Pieces were generally interchangeable between men and women.





# INTRODUCTION

## ANCIENT ROME

Ancient Rome began from 753 B.C. until A.D. 476. This Roman Empire began as a small community of farmers living on the banks of the Tiber River in Italy. Gradually, the farming villages grew into a town and then into a city. Clothing in ancient Rome generally comprised the toga, the tunic, the stola, brooches for these, and breeches. Roman fashions underwent very gradual change from the late Republic to the end of the Western empire.



# INTRODUCTION

## EARLY CHRISTIAN AND BYZANTINE

The Byzantine Empire, often called the Eastern Roman Empire or simply Byzantium, existed from A.D. 324 to 1453. The Byzantines made and exported very richly patterned cloth, woven and embroidered for the upper classes, and resist-dyed and printed for the lower. Roman toga had been replaced by the tunica, or long chiton, for both sexes, over which the upper classes wore various other garments, like a dalmatica (dalmatic), a heavier and shorter type of tunica; short and long cloaks were fastened on the right shoulder. Leggings and hose were often worn.



# INTRODUCTION

## BARBARIC/ROMANESQUE

The first major movement of Medieval art, the style known as “Romanesque” can be used to cover all derivations of Roman architecture in the West, from A.D. 400 until the advent of the Gothic style around 1150. Traditionally, however, the term refers to the specific style of architecture, along with sculpture and other minor arts that appeared across France, Germany, Italy and Spain during the 11th century. Richer and more grandiose than anything witnessed during the era of Early Christian Art, the Romanesque style is characterized by a massiveness of scale, reflecting the greater social stability of the new Millennium, and the growing confidence of the Christian Church in Rome.





# INTRODUCTION

## GOTHIC

The Gothic period is another turning point in the history of architecture. Began from 1150 until around 1485. Based on the experiences of Romanesque buildings with round arches and supporting pillars that made building in monumental heights possible, the appearance of churches and secular buildings changed in the Gothic period. The costumes of the this Gothic period are more elegant, more sophisticated and simpler in cut than the Romanesque period.



# INTRODUCTION

## RENAISSANCE

Renaissance means “rebirth.” Historians use the term to describe the revival of learning that took place in Europe toward the end of the Middle Ages. This period began from 1425 until 1620. The Italian Renaissance fashion, which exhibited better taste and a greater amount of elegance. Full and gathered or puffed sleeves, which gave considerable gracefulness to the upper part of the body, succeeded to the mahoitres.



# INTRODUCTION

## BAROQUE

The Baroque period, which took place between approximately 1620 and 1715. Fashion in this period in Western European clothing is characterized by the disappearance of the ruff in favour of broad lace or linen collars. Waistlines rose through the period for both men and women. Other notable fashions included full, slashed sleeves and tall or broad hats with brims. For men, hose disappeared in favour of breeches.



# INTRODUCTION

## ROCOCO

Rococo describes a type of art and architecture that began in France in 1715 until 1775. It is characterized by delicate but substantial ornamentation. The word is a derivative of the French term *rocaille*, which means “rock and shell garden ornamentation”. Often classified simply as “Late Baroque,” Rococo decorative arts flourished for a short period before Neoclassicism swept the Western world.



## INTRODUCTION

# NEOCLASSICISM AND REVOLUTION

This period began from 1775 until 1795. In fashion, Neoclassicism influenced the much greater simplicity of women's dresses, and the long-lasting fashion for white, from well before the French Revolution, but it was not until after it that thorough-going attempts to imitate ancient styles became fashionable in France, at least for women.



# INTRODUCTION

## DIRECTOIRE AND EMPIRE

Directoire describes a period in the decorative arts, fashion, and especially furniture design concurrent with the post-Revolution French Directory. Began from 1795 until 1815. The style uses Neoclassical architectural forms, minimal carving, planar expanses of highly grained veneers, and applied decorative painting. It is a style transitional between Louis XVI and Empire.





# INTRODUCTION

## ROMANTIC

The Romantic period began roughly around 1815 and lasted until 1848. During this period, the waistline was dropping and skirts became fuller. Skirts were typically gored- or cut in an A-shape with the narrowest part of the skirt being placed at the top and the fullest part of the skirt at the bottom.



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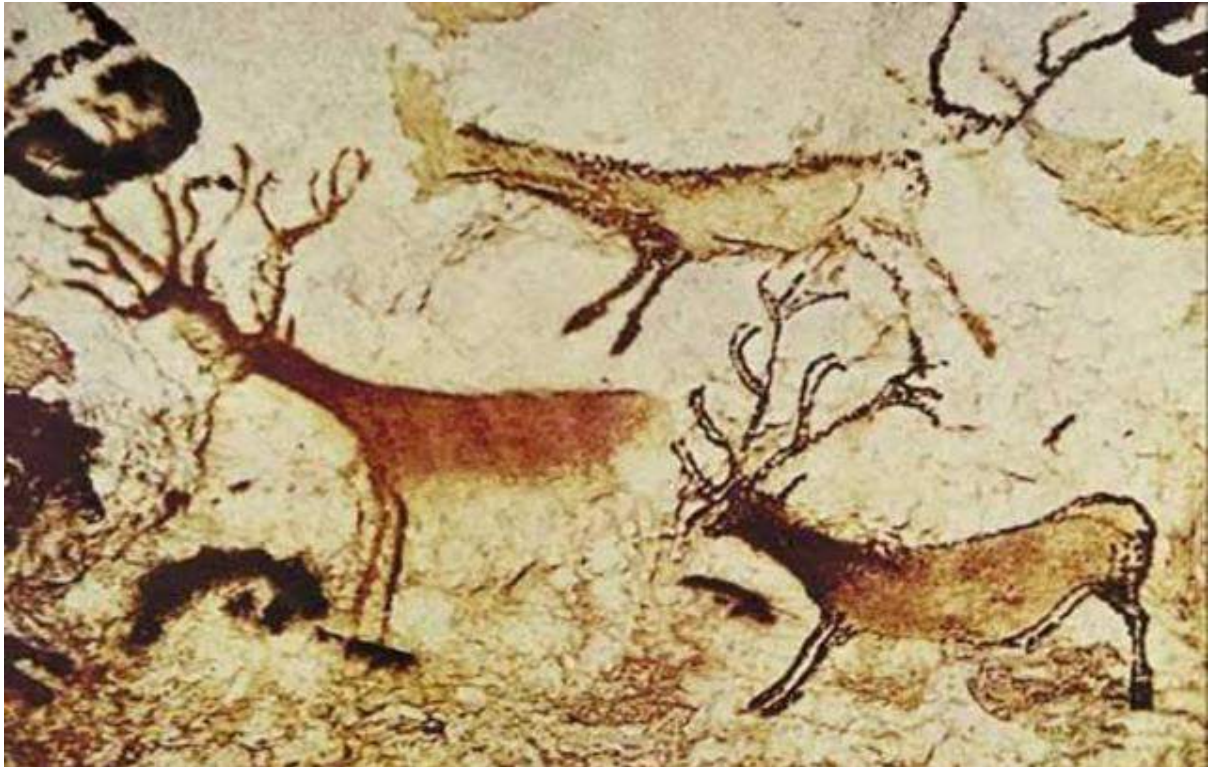
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## Prehistoric - Lifestyle

# Cave Painting

Cave painting or cave art, generally, the numerous paintings and engravings found in caves and shelters dating back to the Ice Age, roughly between 40,000 and 14,000 years ago. The first painted cave acknowledged as being Palaeolithic, meaning from the Stone Age.

### Differences

- In prehistoric, it was painted in the cave or stone
- In present, painted on ceramics or clothes

### Similarities

- It still has the same patterns



(Dior Cruise 2018)

## Cave Painting



## Prehistoric - Lifestyle

# Knife



The use of Knives as weapons and tools dates back to Prehistoric Times. The earliest Knives were made of Flint. The first Metal Knives were symmetrical double edged daggers, made from Copper. The first single edged knife was made in the Bronze Age 4000 years ago. These Knives would have been used for hunting, cooking and Carpentry.

### Differences

- It has different materials
- In the right picture, it has become a fashion

### Similarities

- It has a similar shape due its function



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# Egyptian Scarabs



The scarab (kheper) beetle was one of the most popular amulets in ancient Egypt because the insect was a symbol of the sun.

## Differences

- It has become a fashion

## Similarities

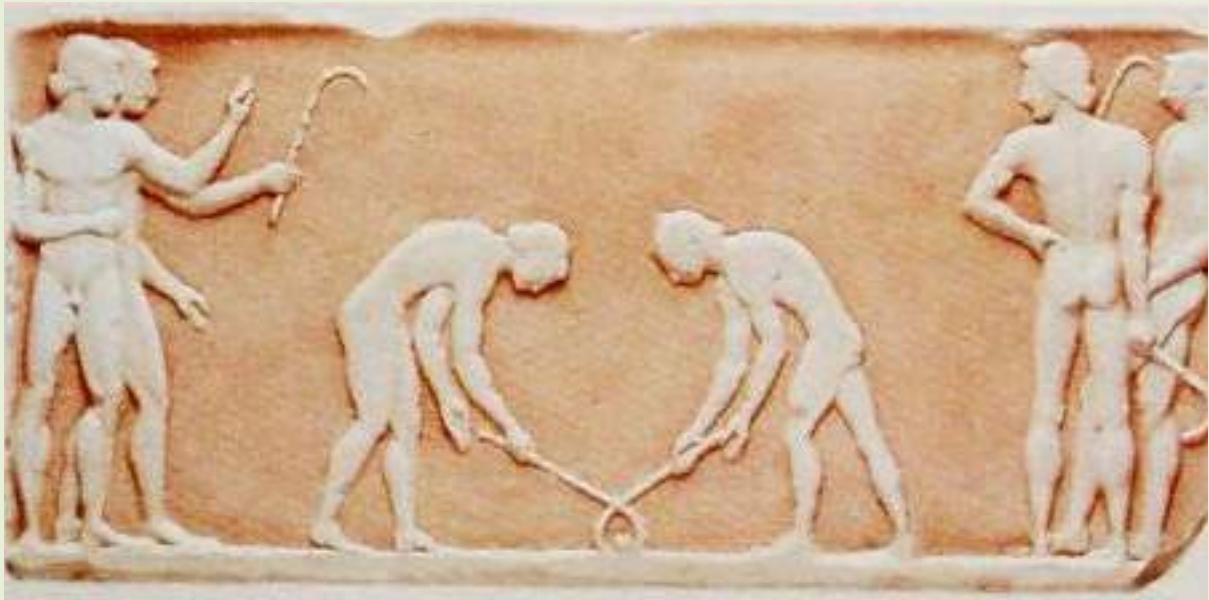
- It has the same shape



(Sergei Grinko - Milan Fashion Week  
Spring 2012)







## Ancient Greek - Lifestyle

# Hockey

Hockey, both field and ice, is not very popular in Greece. Until recently, an organized championship did not exist and only amateur tournaments were organised by few fans of the sport. The establishment of hockey federations is relatively recent as well as the organisation of Panhellenic championships. However, a form of this game was played by ancient Greeks.

### Differences

- In Ancient Greece, it was played by men only
- In present, it is played by women and men

### Similarities

- The game has same rules



(Alexander Wang and H&M)



# Meander Pattern



A meander or meandros is a decorative border constructed from a continuous line, shaped into a repeated motif. Such a design is also called the Greek fret or Greek key design, although these are modern designations.

## Differences

- In present, meander become a fashion
- In present, it is more luxurious

## Similarities

- Both have same pattern and meaning



ANCIENT GREEK

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ANCIENT GREEK



(Versace's Greco-Roman SS15 men's)

## Ancient Rome - Lifestyle

# Actor's Mask



Throughout Ancient Rome, companies of actors performed plays to entertain the people. In addition to their costumes, the actors wore masks to help the audience recognize what kind of character they were playing. They had holes for the eyes and a very large hole for the mouth, which helped to amplify the actor's voice so that he could be heard by everyone in the theater.

### Differences

- In present, it is become a fashion

### Similarities

- Used by women and men



(Marine Serre Winter 2020-2021)



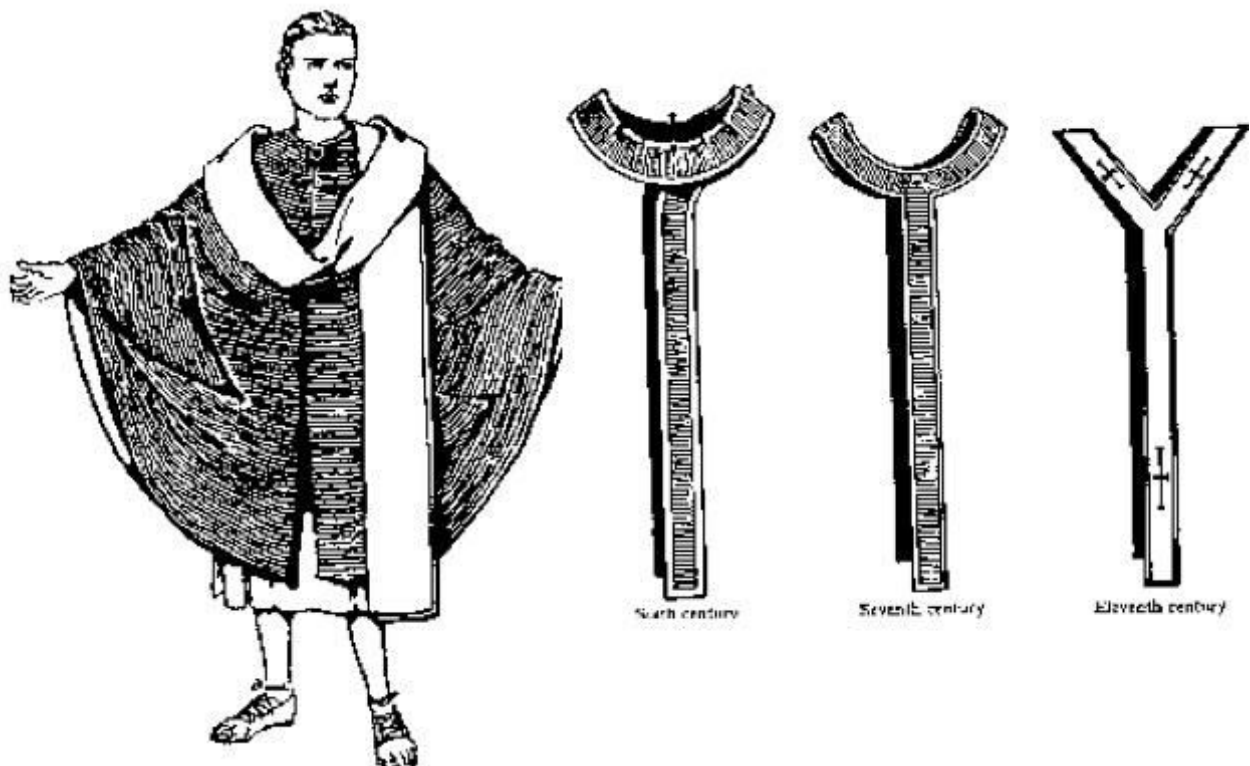
(Maison Martin Margiela at Couture  
Fall 2012)



(Francesco Scognamiglio at Couture  
Spring 2017)



(Gucci Fall 2018 Ready-to-Wear)



## Early Christian and Byzantine - Fashion

# Pallium

The pallium (derived from the Roman pallium or palla) is an ecclesiastical vestment used in the Church of Rome and originally worn only by the Bishop of Rome. However, it has been bestowed by him for centuries on metropolitans and primates in the Western Church as a symbol of the jurisdiction delegated to them by the Holy See.

### Differences

- In Byzantine era, it was made of wool
- In present, it is an accessories

### Similarities

- The shape resembles the letter Y





(Véronique Leroy Fall 2013 Ready-to-Wear)

## Barbaric/Romanesque - Fashion

# Knotted Sleeve



Bliaut is an overgarment worn by both genders, featuring voluminous skirts and horizontal puckering or pleating across a snugly fitted under bust abdomen. The long sleeves of bliaut sometimes are knotted for practical as well as aesthetic reasons.

### Differences

- Compared to the right picture, in present, it has a decoration of a curtain.

### Similarities

- The way to knotted it up is still the same



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## Gothic - Fashion

# Gardcorp Sleeve



Gardcorp is created when long, full sleeves were set into the armseye and shirred at the top to control the fullness. It usually had a long slit in the front of the sleeve through which the arm could come; thus, the sleeve itself hung down behind. This garment was used primarily for travel and inclement weather in that era.

### Differences

- In Gothic era, it was worn by men only
- In Gothic era, the design was more simple

### Similarities

- It has constructive cutting in the hand



(A-Cold-Wall Spring 2020  
Menswear Collection)



(Versace Women's Spring-Summer  
2020)





## Renaissance - Lifestyle

# Ballet Dance

Ballet originated in the Italian Renaissance courts of the 15th century. Noblemen and women were treated to lavish events, especially wedding celebrations, where dancing and music created an elaborate spectacle.

### Differences

- Ballet was for special events only

### Similarities

- The dance is still the same
- It performed by men and women



esaryk for CB Fashion Book



## Baroque - Lifestyle

# Interior



The baroque style is characterized by exaggerated motion and clear detail used to produce painting, architecture, literature, and music. The baroque style was first introduced in 1600 in Italy, and after that was spread across Europe. It is a style that used exaggerated movements, expressions and gestures in order to produce drama, tension, and grandeur in sculpture, literature, dance, painting and music. Baroque style is the symbol of power. Big and elaborate pieces of furniture are the characteristics of baroque interior designs. The gold colour is the most typical for this style.

### Differences

- The characteristic was placed on bold spaces, domes and large masses

### Similarities

- Using same tone of color
- The furniture both are luxurious

BAROQUE

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## Rococo - Fashion

# Bicorne Hat



The Bicorne hat evolved from the Tricorne hat but rather than having three points, the Bicorne had two. The hat had a rounded crown with the wide front and back of the brim folded up and pinned together.

### Differences

- It has become a bag
- It has different fabric

### Similarities

- It has similar silhouette

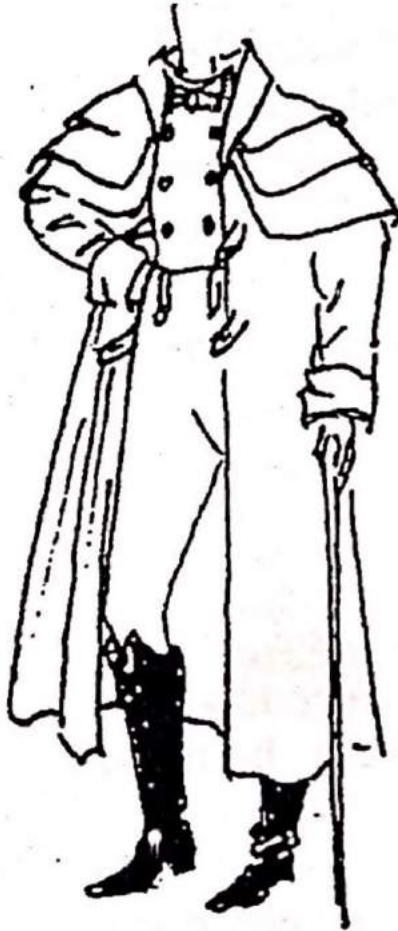


(Jil Sander Pre-Fall 2019)



(Jil Sander Resort 2020)

## Walking Stick or Cane



The walking stick is a long and thin cane that is most often used for people who need help keeping their balance when walking. The walking stick originates from the 17th or 18th century, when men started to carry the sticks around with them as part of their everyday attire. It was a desirable accessory due to its pleasant appearance.

### Differences

- In Neoclassicism and Revolution, it was used by men

### Similarities

- Sometimes, it still has same function





(Ralph Lauren Fall 2012)



(Ralph Lauren Fall 2012)

## Directoire and Empire

# Muffs



A muff is a fashion accessory for outdoors usually made of a cylinder of fur or fabric with both ends open for keeping the hands warm. It was introduced to women's fashion in the 16th century and was popular with both men and women in the 17th and 18th centuries.

### Differences

- In present, it is also could be a bag

### Similarities

- Used by women and men
- It has same function

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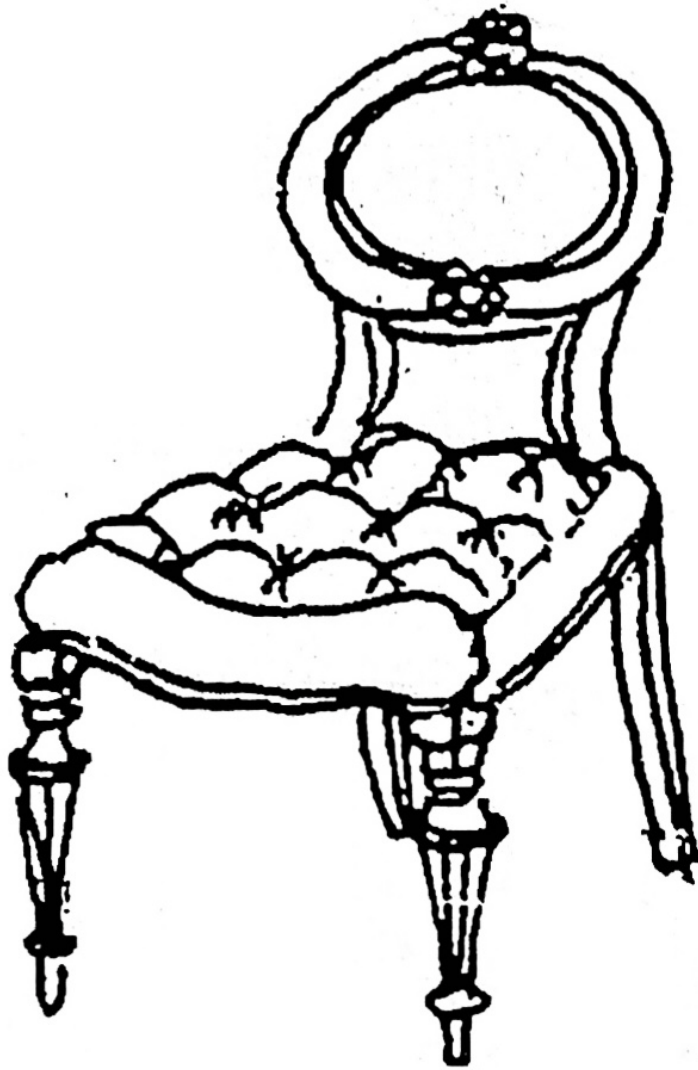
DIRECTOIRE



(Hermès at Paris Fashion Week Fall 2007)

## Romantic - Lifestyle

# Tufted Buttons



Furniture tufting began in the late 1800s in the Romantic era. Tufting actually aims to make a dining chair or sofa softer.

### Differences

- In present, tufting is not just for chairs or sofas, but it could be also used as bag decorations

### Similarities

- The method for tufting is still using knot or buttons



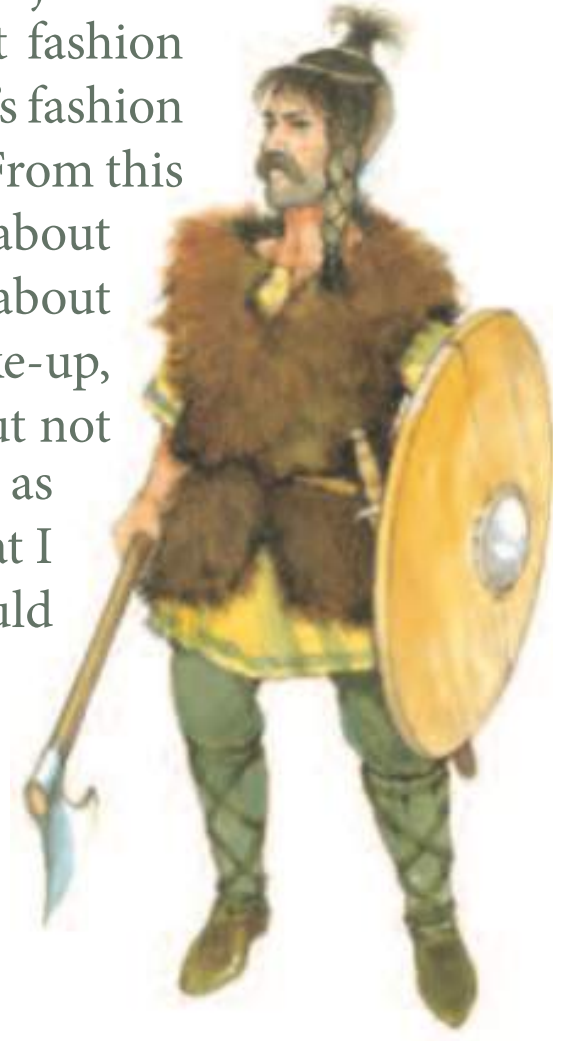


(Maison Margiela Fall 2019 Ready-to-Wear)

# SUMMARY

First of all, I am very grateful that Allah has always given me strength while working on this book and I also would like to thank my lecturer, Sir. Ichwan Thoha who helped me during the progress, so that this book could be finished.

What I learn from this term and this Final Project is that Fashion is a very huge knowledge. Since I joined this Fashion Phenomena class, I came to know that fashion has existed for a long time and today's fashion trends are influenced by its history. From this term, I also know that fashion is not about clothes or just a garment. Fashion is about everything including lifestyle, make-up, accessories, and many more. Last but not least, from this Book of Comparison as my Final Project and all chapters that I have studied, I hope that it is all could be inspirations for me in the next term and the next future.



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<https://www.ancient.eu>

**Bradshaw Foundation**  
<https://www.bradshawfoundation.com>

**Culture Trip**  
<https://theculturetrip.com>

**Encyclopedia**  
<https://www.encyclopedia.com>

**Encyclopedia Britannica**  
<https://www.britannica.com>

**Encyclopedia of Fashion**  
<http://www.fashionencyclopedia.com>

**Fashion History Timeline FIT**  
<https://fashionhistory.fitnyc.edu>

**Fusion Forever Wordpress**  
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# Book of Comparison

Fashion Phenomena