

What is fashion?



In this module:

- WHAT IS FASHION?
- TYPES OF FASHION
- WHO DECIDES FASHION TRENDS?
- DESIGNERS AND SOCIETY
- WHERE ARE THE WORLD'S FASHION CENTERS?
- HOW CAN YOU WORK IN FASHION?
- 5 THINGS YOU SHOULD KNOW ABOUT STYLISTS
- THE SEWING KIT
- BECOMING A FASHION DESIGNER
- FAMOUS FASHION DESIGNERS OF OUR TIMES
- WHAT DO YOU KNOW ABOUT BRITISH FASHION DESIGNERS?
- FASHION EDUCATION



AIMS

- Learn about the general characteristics of the world of fashion.
- Learn about the main figures and professional roles involved in the world of fashion.
- Learn about famous fashion designers of all time.
- Learn specific vocabulary related to the world of fashion and the tools used by stylists.



COMPETENCES

- Skimming and scanning passages on the world of fashion/on figures and professional roles; understanding specific vocabulary, looking for information, identifying key words.
- Summarizing texts on the world of fashion/on figures and professional roles, asking/answering questions, reporting personal experiences, comparing topics, completing grids/schemes/maps.
- Reporting about personal experiences related to the world of fashion, reporting about previous knowledge, discussing in groups or in pairs, reporting and discussing results, expressing opinions, describing pictures.

**"Clothes mean nothing until
someone lives in them."**

Marc Jacobs

BEFORE STARTING...

01 •

What do you know about fashion? Look at the following images and discuss with your classmates.

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



02 •

Match the pictures to the correct headline.

- Models on the catwalk during a fashion show
- A personal shopper with a woman
- The logo of Chanel
- A male model
- A sewing kit
- A sales assistant
- A top model
- Fashion in Paris
- Fashion designer
- Young woman at work as a fashion designer looking at sketches of a new collection

1 2 3 4 5 6 7 8 9 10

03 ••

After speaking with your class mates, answer the following questions.

- What aspects of fashion do the pictures refer to?
- What do you know about fashion?
- Have you ever worked in the field of fashion? When? How?
- How many types of jobs in this field can you think of?
- Think of the great fashion designers you know, what are their characteristics?
- What can you do to become a fashion designer or a stylist?

WHAT IS FASHION?

According to Georgina O'Hara, fashion is a mobile changing reflection of the way we are and the times we live in. (see: *The Encyclopedia of Fashion*, Thames and Hudson).

Fashion has the power to transform an image and is always changing, slightly elusive, extremely seductive. According to the dictionary*, it can be defined as:

- The activity or business that involves styles of clothes and people's appearance (e.g. the world of fashion);
- A style of dress that is popular at a particular time (e.g. the latest fashions);
- The fact that something such as a style of dress or an activity is popular at a particular time (e.g. fashions change all the time).

* MacMillan Dictionary



04 •

Match the words in column A with the correct Italian definition in column B.

A	B
1. after a fashion	a. in a particular way
2. after the fashion of	b. using large amounts of it very quickly
3. in a fashion	c. not very well or effectively
4. like it's going out of fashion (British informal)	d. in a style that is typical of a particular person or group

1 2 3 4

05 ...

After correcting the previous exercise, translate the following sentences into Italian.

1. Things continued working after a fashion
2. After the fashion of the French Impressionists
3. Voting was conducted in a peaceful fashion
4. They were spending money like it was going out of fashion

Listen now
Track 01

TYPES OF FASHION

The garments produced by clothing manufacturers fall into three main categories:

Haute couture

Until the 1950s, fashion clothing was predominately designed and manufactured on a made-to-measure or haute couture basis, with each garment being created for a specific client. An haute couture garment is made for an individual customer, from high-quality, expensive fabric, sewn with extreme attention to detail and finish, using hand-executed techniques. Look and fit take priority over the cost of materials and the time it takes to make.

Ready-to-wear

Ready-to-wear clothes are a cross between haute couture and mass market. They are not made for individual customers, but great care is taken in the choice and cut of the fabric. Clothes are made in small quantities to guarantee exclusivity, so they are rather expensive. Ready-to-wear collections are usually presented by fashion houses each season during a period known as Fashion Week, which occurs twice a year.



London Fashion week

Mass market/Street Fashion

Currently the fashion industry relies more on mass market sales. The mass market caters for a wide range of customers, producing ready-to-wear clothes in large quantities and standard sizes. Inexpensive materials, creatively used, produce affordable fashion. Mass market designers generally adapt the trends set by the famous names in fashion. In order to save money and time, they use cheaper fabrics and simpler production techniques which can easily be done by machine. The end product can therefore be sold much more cheaply.



Street fashion

06 ●●

Point out the main differences among the above categories in terms of: style, materials, potential customers, prices, places where the articles can be bought, etc.

	Haute couture	Ready-to-wear	Mass market/Street Fashion
Style			
Materials			
Potential Customers			
Prices			
Places			

Fashion is considered by some people an art form, almost a religion, while, for most people it is a method of utilizing clothing, accessories and hair to show or *hide* something about their own character. The clothes we choose can reveal our priorities, our aspirations, even our political ideas.

People use clothes as an extension of their personality, to emphasize or even to *disguise* their true inner selves.

Glossary

HIDE: nascondere
DISGUISE: mascherare

WHO DECIDES FASHION TRENDS?

Designers can deeply influence the direction fashion will go to, while celebrities and other opinion leaders are usually the first to wear new looks, *spurring* the public into accepting emerging trends.

Journalists attend fashion shows and specialized magazines present the collections and the trends their readers are interested in.

Store buyers work greatly in advance choosing the garments and the styles their customers will want to buy.

Everyone from designers to celebrities partly influences the direction of fashion, but *ultimately*, it is the consumer, who will decide what is "in" when he chooses whether or not to buy a new garment.



Customers

Designers are deeply influenced by everything that is happening socially, economically and politically around them. All they do is exaggerating those influences in their designs. A huge interest and concern for the environment and ecological issues, for example, can manifest itself in many 'tribal' looks on the catwalk. If you see a model in a magazine with twigs in her hair, mud on her face, a bone through her nose and a sack for a dress, you are not meant to take it literally! The message is that fashion has returned to all things natural: unstructured hair, natural make-up, ethnic jewellery, earthy colours and non-synthetic fabrics. These catwalk messages become easy to spot when you train your eye. Look for the predominant colours within a season; the shape of jackets; the length of skirts; the width of belts; the type of accessories; the favoured fabrics and patterns; and which part of the body is the current focal point - bust, waist, hips, legs, etc. Magazine pictures will also point you in the right direction of the current hair and make-up styles.



Designers Massimo Dutti's Store, London

Fashion today is a global industry, and most major countries have a fashion industry. Some countries are major manufacturing centers, notably China, South Korea, Spain, Germany, and India. Five countries have established an international reputation in fashion: France, Italy, the United Kingdom, the United States, and Japan. New York, Paris and Milan are considered the major *hubs* for designers and manufacturers of fashion and accessories, even if a lot of excellent designers and manufacturers work in London, Los Angeles, Toronto, Hong Kong, Sydney, Sao Paulo, and other cities all around the world.



There are many options you can choose to reach your aim, from designing to retailing, it obviously depends on what you want to do.

A good education is the first choice: a lot of schools and universities offer excellent fashion courses. (see p. 33) Many students are initially attracted to fashion because it seems a *glamorous* business: to *some degree* it is, but the majority of clothing and accessories that are designed, manufactured and sold have absolutely nothing to do with the exciting world of famous designers. Work experience is another necessary step to working as a professional in the fashion industry, even experience at *retail level* (as a sales assistant in a store) can be valuable to *get a feel* for how consumers buy, or *reject* clothing. Remember that people working in fashion may have obscure jobs that are not always well paid, but they are usually attracted by its *vibrant* and creative aspect and get rewards other than fame and fortune (a fun job, creative outlet, etc.).



Fashion designer tools

Glossary

VIBRANT: vivace

7 ●●

Complete the sentences.

1. The most important fashion centers in the world are in
2. Ultimately, it is the who will decide what is "in"
3. A lot of other excellent designers work in
4. If you want to work in fashion, a is your first choice.
5. Another necessary step to working as a professional is
6. Even a work experience as in a shop can be valuable to better understand consumers behaviour.

8 ●●

Fill in the passage with the missing words in the box.

boutiques | closely | stocked | predictions | selects | wholesale

A store buyer is the person who the items to be in a store and sold to the public, on the basis of his/ her about what will be popular with shoppers. He usually works with designers, attends trade fairs, showrooms and fashion shows to observe trends. He may work for large department stores, chain stores or smaller

9 ●

Complete the following scheme.

Who decides fashion trends?

{

.....

.....

.....

.....

.....

.....

10 ●

What are the skills/competences you consider important to work in the fashion field? Look at the following images and say if the qualities they represent are necessary or not to a good stylist (mark from 1 to 5)



1. Punctuality



2. Computer skills



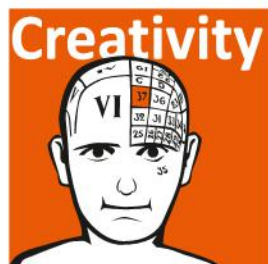
3. Fond of sports



4. Good at team work



5. Good at cooking



6. Creativity



7. Good at Maths



8. Driving license



9. Available to travels



10. Inventiveness



11. Good public speaker



12. Imagination

1 2 3 4 5 6 7 8 9 10 11 12

11 •

Can you think of other jobs the previous qualities are necessary to? Discuss with your classmates and make some hypotheses!

QUALITY	JOB
Punctuality	ex. clerk,
Computer skills	
Fond of sports	
Good at team work	
Good at cooking	
Creativity	
Good at Maths	
Driving licence	
Available to travels	
Inventiveness	
Good public speaker	
Imagination	

12 ●●

The words in the box describe people. Which words do you think are more suitable to describe stylists or designers? You can use expressions like:

- I think (that) a fashion stylist should be
- In my opinion a good designer should have
- I don't think he/she should be/have
- I think that being could be easier for his/her job!
- I think that having a great deal of could be helpful for him/her
- I don't think it is necessary to be/have to be a good designer!

careful | honest | extrovert | boring | patience | narrow mind | crazy | anxious | truthful
computer knowledge | caring | introvert | motivated | method | problem-solver | drawing skills
confident | team-worker | hard-working | careless | lazy | attractive | creativity
strong | open mind...

13 ●●●

How would you describe yourself? What are your skills and your competences? Why do you think they are important to work in the fashion field?

14 ●●

Write an email message to a friend explaining that you would like to work in the fashion world. Tell him/her what your skills and personal attitudes are and - consequently - what type of job you would like to have.

15 ●●

Read the passage below and choose the appropriate heading for each paragraph; they are given below in scrambled order, there is one which is not necessary.

Being multi-tasking | Being a hard worker | Being self-assertive | Having adaptability
Having a diplomatic and agreeable attitude | Being well-organised.

5 THINGS YOU SHOULD KNOW ABOUT STYLISTS

Stylists are unique people, with a job unlike any other one. Here are five common characteristics of stylists, which are absolutely necessary for success:



Being a stylist not only requires visual artistry, but also good critical thinking. It's no accident that the majority of stylists are female; women - in fact - are generally more adept at multi-tasking, with greater speed and efficiency.



Styling as a career can be extremely unpredictable so stylists tend to be very skilled at adapting quickly to change. These changes might be minor, like needing to exchange a pair of shoes at the last minute, or drastic, like receiving less than 12 hours notice that your services are required in another country the next day, for an indefinite period of time.



Due to the endless number of details and physical items such as clothing and accessories, being hyper-organized is an absolute necessity for success in this field.



Being a “people person” is necessary to a good stylist. Due to the highly personal nature of this career, a major life skill requirement is the ability to get along with all types of people. Every stylist knows that the psychology of dressing people and making them feel good at the same time is fundamental to getting and keeping clients.



Styling is not only mentally and emotionally challenging, but is also extremely hard work both from a physical and psychological point of view. A common misconception about stylists is that they spend most of their time “shopping” and work only under inspiration. A little known fact is that you can never relax completely and you may be compelled to work many hours a day.

adapted from www.theschoolofstyle.com

[..... is not necessary]

16 ●●

Decide whether the following statements are true or false and correct the false ones.

	T	F	Write the correct sentence
1. A stylist must be easily adaptable to changes.			
2. Being creative people, stylists are often disorganized.			
3. Most stylists are shy and introvert.			
4. Stylists work hard and never relax completely.			
5. Stylists spend most of their time at parties.			

17 ●●

Complete the passage with the following words given in scrambled order.

*currently | quickly | trends | surge | tune | marketplace | ingredient
competitors | indicators | gauge.*

To be successful, fashion designers must create, or at least follow when new trends emerge. A successful designer researches the market to the public's tastes and predict the next big in popularity. Fashion design requires professionals to constantly be in with the, what's trending and what economic may influence buying decisions in the future. Market research includes following as well as consumer demands. A strong business sense is an important in a successful career in fashion.

Listen now
Track 02

18 ●●

Listen to the text and fill in the missing words.

Vanessa Valiente is a 1..... and, in this interview, she tells us her experience with this glamorous job.

The daily life of a personal stylist isn't 2..... at all: you meet new 3..... every day and you work for yourself so you are free to plan your work days and weekends.

The downside is that your income can be 4..... Vanessa is a very 5..... person and she likes the fact that in her job each day is different. She likes working for herself and happily works every day.

Personal stylists work with their clients to 6..... his or her individual style. At first you'll meet with your



Personal Stylist

clients for a 7..... to establish their desired 8..... and lifestyle. You will help create new styles. After that, you'll create full outfits from head to 9....., so your clients will have a complete look every time they get dressed.

Personal styling is not limited to individual clients however, and you can work in other realms of fashion such as being a costumer for television shows, or styling outfits for photo 10.....

1 2 3 4 5 6 7 8 9 10

19 ••

Listen again and complete the sentences.

1. Your daily life as a personal stylist will be
2. Being a stylist isn't always
3. It can be hard to meet clients' demands, and there's.....
4. Personal stylists work with their clients to
5. After you've collected all the necessary pieces, you'll toe
6. When you're a personal stylist you're dealing with clothing, but more than

20 ••

Reorder the words in jumbled order and form complete sentences.

1. Successful / always / create / fashion designers / new / trends.
2. important / is / career. / successful / to / have / business / a / sense / A
3. like / stylishness, / you / profession / for / be / this / you. / If / perfect / might /
4. never / Your / life / as / a / stylist / personal / will / be / boring.
5. yourself / you / free / for / If / plan / are / you / work / have / activity. / to
6. To meet / hard / clients' demands. / can / It / be
7. their / Personal / define / work / style / with / their / clients / to / stylists
8. Not / individual / styling / is / personal / limited / to / clients

HELPFUL TIPS

21 •

Read the following text and fill in the missing words in each paragraph.

1. Learn whatever you can about fabrics and garment construction.

boutiques | garments | attend | cuts | tags

Even if you a school for fashion, there are other easy ways to learn about the details. Enter department stores and, observe and compare the you see and try to notice the differences in

and design. Turn the garments inside out to see how they're made. As you see more and more clothes from different designers you'll know your Balmain from your Balenciaga without having to look at the

2. Attend fashion events.

meet | through | runway | body | sense

Even if you can easily follow fashion events at home the Internet, seeing the clothes come down the is a totally different experience. That gives you a chance to see the fabrics up close, and get a for how they move on the Moreover, attending fashion-related events is a good way to show your face and people working in the field.

3. Use social media.

awesome | idea | brand

Use Facebook, Instagram, and Twitter to follow your favourite stylists and their clients to see what they're working on, and pictures of clothing and shoes they think are This gives you a precise of what's going on, even long before a trend or really begins to spread. This is a great way to develop an eye for what's next.

4. Get experience.

interned | priceless | skip

Almost all successful stylists have for other stylists in the past. Most internships* are unpaid, but the knowledge you gain is This is a step you can't , also because you'll need references along the way and here you can obtain them. Moreover, it's an opportunity to make a lot of new friends.

*internship = a job that a student or someone who has recently obtained a degree takes in order to get experience.

5. Find out your way.

lucky | pursue | especially

There are many different categories of jobs in fashion. You can try them all if you're , but perhaps there's a type of work that interests you. Find out what kind of work you really want, and that.

6. Know who you want to work with beforehand.

step | aware | message | line

First of all, you should be of what your personal aesthetic is. The next is figuring out which people and publications are in with that. Find out what you want to say first, and then find people you think can help you get the out.

adapted from www.complex.com/style

22 ••

Now read the text again and answer the questions.

1. Apart from school what are other easy ways to learn something more about the details of garments?
2. Why is it important to attend fashion events?
3. What is the best way to use social media?
4. Are internships in this sector well paid? What are the pros in doing an internship?
5. What is the best attitude to have when trying to build relationships in the fashion business?

THE SEWING KIT

You certainly have the basic idea of what it contains: a pair of scissors, some needles, thread in several basic colours. What you need for successful sewing takes a few extras; have a look at this list: these items are absolute essentials, so don't skip any of them.



A sewing kit

23 •

Here are the materials needed in your sewing kit; match the words in column A with the correct Italian translation in column B.

A	B
1. Straight Pins	a. taglia asole
2. Hand Sewing Needles	b. portaspilli
3. Needle Threader	c. ditale
4. Scissors (one pair for paper and one for fabric)	d. penne/matite per scrivere su stoffa
5. Seam Ripper	e. forbici (un paio per la carta e un paio per stoffa)
6. Tape measure, measuring tape	f. filo cucirino
7. Fabric Marking Pens/Pencils	g. spilli
8. Thread	h. aghi per cucire a mano
9. Thimble	i. metro
10. Pincushion	j. infila-ago

1 2 3 4 5 6 7 8 9 10

Besides having an *esthetic eye*, a stylist must be prepared for every situation. Sometimes, it's your professionalism more than your talent that will get you a work! A stylist's kit usually contains an *odd assortment* of items you

may need to make sure an outfit looks perfect for a photo shoot, a movie shoot, or even the red carpet.

Glossary

BESIDES: oltre a
ESTHETIC EYE: occhio estetico
ODD: strano
ASSORTMENT: assortimento

24 ●●

Here is a list of other common items contained in a stylist’s kit; working in pairs, translate the words into Italian, then compare your results with the rest of the class.

bobbing/bobby pins	
clothes pins	
disposable hangers	
gaffer tape	
garbage bag	
glue	
Kleenex	
lint remover	
notebook	
pens (different colours)	
rubber bands	
safety pins	
scarves (they can be used over models’ faces once makeup is done so that it doesn’t get on garments)	
scotch double stick tape	
scotch tape	
iron	
steamer	
stain stick	
velcro dots	
wet wipes	
zip lock bags (<i>big and small</i>)	
rolling garment rack	
butterfly clips	
wig tape	
sticky labels	

25 ●●

Can you think of other useful items a stylist should have at hand? Discuss with your classmates and write a list.

Listen now
Track 03

26 ••

Listen to the following passage and fill in the missing words.



A fashion designer at work

BECOMING A FASHION DESIGNER

Fashion design is a profession that 1..... people from an early age. Children and kids who spend a long time reading fashion magazines or making clothes for their 2..... usually know well before they become adults that a career as a fashion designer is exactly what they want.

3..... to become a good fashion designer include a strong eye for colour and detail, a sense of 4..... and proportion, and an 5..... for beauty. Fashion designers also need good communication and problem-solving skills, as well as 6..... ability.

Fashion designers create the clothing and accessories 7..... by consumers. They regularly study fashion trends, sketch designs, select colours and fabrics, and 8..... the process by which their original designs take the form of new clothes and accessories. Some fashion designers specialize in clothing (men's, women's, and children's outfits), 9..... (shoes and boots), or accessory (handbags, belts, scarves, hats, 10..... , etc) design.

1 2 3 4 5 6 7 8 9 10

WHAT ARE THE STEPS TO FOLLOW?

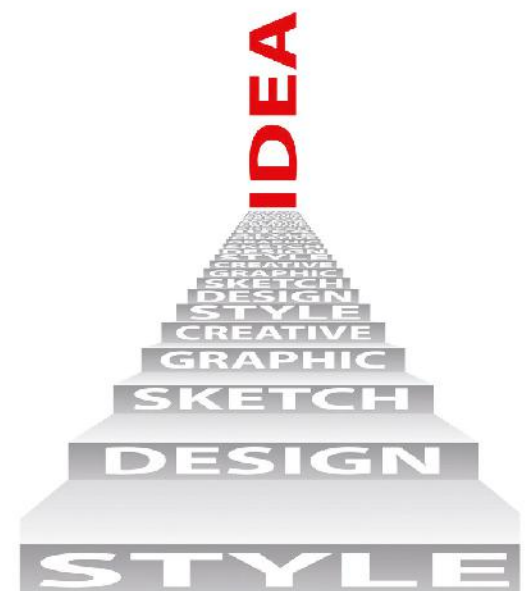
The design process usually involves the following steps:

27 ••

Put the sentences in the right order.

- Sketching preliminary designs.
- Making samples using the actual material and then marketing them to clothing retailers and displaying them at fashion and trade shows.
- Creating a prototype of the article using cheaper materials and then trying the prototype on a model for design adjustments.
- Visiting manufacturers or trade shows to procure fabric samples in order to decide which fabrics to use with which designs.
- Researching future fashion trends.

1 2 3 4 5



WHAT SHOULD A GOOD DESIGNER BE ABLE TO DO?

28 •

Match each headline (1-6). with the right paragraph (a-f).

1. Learn to draw and sew.	a. In today's world, being able to use CAD-type software and programs such as Adobe Photoshop and Illustrator is vital for fashion designers. It is important to become familiar with as wide a variety of software programs as possible.
2. Learn everything possible about the industry	b. At the beginning it can be volunteer work. An internship with a design or manufacturing firm will prove invaluable as well as a job as a pattern maker or sketching assistant.
3. Attend a school	c. Learn about fashion trends and try to predict what will be popular in the future. Learn the sales aspects of fashion and become familiar with customers' desires.
4. Build a portfolio of original designs.	d. Programs in fashion design are offered at many colleges, universities, and private art and design schools.
5. Get experience in the field.	e. Start at home by sketching some clothing ideas. Save these sketches and continually edit and revise them. Learn about colours and how to mix them effectively. In addition to sketching ability, fashion designers also need to have sewing skills. in order to oversee the construction of garments.
6. Develop a working knowledge of design-related software programs.	f. A good portfolio is the best showcase of your creativity and can convince potential employers that you would be an asset to their business. Begin your portfolio at an early age, even before graduating from school; it should contain the widest variety of work possible.

1 2 3 4 5 6

Resources for Fashion Designers:

- National Association of Schools of Art and Design <http://nasad.arts-accredit.org>
- Fashion Group International <http://www.fgi.org>
- Colours <http://www.pantone.com>
- OptiTex Fashion-design Software (library of free textile patterns) <http://www.optitex.com>
- Fashion Toolbox (software programs for the apparel, textile, accessories and surface design industries) <http://www.fashiontoolbox.com/>

adapted from www.citytowninfo.com

Listen now
Track 04

HTTP://WWW

From the Internet:

[Fashion Designer Documentary \(Behind the Seam\)](https://www.youtube.com/watch?v=1MxjyUvZxk)<https://www.youtube.com/watch?v=1MxjyUvZxk>

FAMOUS FASHION DESIGNERS OF OUR TIMES

The 20th century saw some serious improvement in terms of both men's and women's fashion. Spearheading this reform were a class of fashion icons whom we refer to as fashion designer artists. Most of the famous iconic fashion designers of the last century are still known at the present time for their ability to exhibit the beauty of a woman's body by way of stylish, modernist, creative and elegant clothing. Below you will find a list of all such iconic fashion designers, who have made women look stunning, beautiful, sensuous and gorgeous through their interesting and unique fashion designs. This list is just for some of them, but there are obviously many others. Can you add some important fashion designers?



Yves Saint Laurent Boutique

Yves Saint Laurent

Yves Saint Laurent became popular in fashion circles due to his creativity in redesigning the clothes considered to be masculine into a beautiful, feminine wardrobe for women. Perhaps one of the most famous fashion designers in France, Yves Saint Laurent was the first one to introduce power dressing for women in the form of "power suits" in the year 1966. The most important fashion legacy which he has left behind is the "ready-to-wear" fashion clothing.

Pierre Cardin

The Italian-born Frenchman is lauded for his 20th century pieces that looked as though they were from the 25th century. His creations, in fact, took on an air of futurism. Cardin's clothes showed a freedom of expression that highlighted larger ideals, in particular the emancipation of women. The visionary designer fell out of critical favour when he attached his name to less fashionable items, from cars to umbrellas, but his futuristic legacy will live forever.



Pierre Cardin



A model walks the runway during the Christian Dior Ready to Wear Autumn/Winter 2011/2012 show

Christian Dior

Born in 1905, this French designer was best known for his distinctive "New Look" silhouette. First shown in 1947, his suits and dresses revolutionized the way women dressed after the Second World War. Today, talented designer John Galliano carries on the legendary designer's legacy in Paris, where he creates dramatic couture ball gowns, chic prêt-a-porter, and luxurious accessories for Dior. Galliano's talent and his over-the-top runway shows have ensured that the brand remains strong in today's world.

Ralph Lauren

Ralph Lauren has his fame because of his great fashion sense. In 1970, the first Polo logo was seen in Lauren's line of women's suits that was designed in the classic men's style. Two years later, the famous short sleeve shirt with the Polo emblem appeared, and it soon became a classic. These shirts have been collected all over the world ever since.



Donatella Versace

Donatella Versace

After the murder of her brother Gianni in 1997, Donatella took over and has taken the Versace name to new heights. She made sure that Versace shops would cater to the different fashion centers around the world, particularly Milan and New York. Top celebrities like Jennifer Lopez and Madonna have endorsed the company's collection of clothes, accessories, fragrances and home furnishings.



Ralph Lauren T-shirt

Calvin Klein

Calvin Klein was born in 1942 in New York, his first collection was presented at the New York City store and Klein was immediately recognized for his talent. He was hailed as the new Yves Saint Laurent, and was noted for his clean lines. In September 1969, he appeared on the cover of Vogue magazine. By 1971, he had added sportswear, classic blazers, and lingerie to his women's collection.



Models walk the runway at the Calvin Klein Fall 2011 Collection

Giorgio Armani

Giorgio Armani, an outstanding Italian fashion designer, is particularly noted for his clean, tailored lines. He formed his company, Armani, in 1975, and by 2001 was acclaimed as the most successful designer from Italy. Armani is also the first ever designer to ban models who have a Body Mass Index under 18. He is truly a living legend and a great fashion designer.



Giorgio Armani between two models

Coco Chanel

Born Gabrielle "Coco" Bonheur Chanel, she is a famous French fashion designer, founder of the well known Chanel brand, whose modernist thought, practical design, and pursuit of expensive simplicity made her an important and influential figure in 20th-century fashion; with her trademark suits and little black dresses, Coco Chanel created timeless designs that are still popular today.



Coco Chanel

29 •

Match the sentences in column A with the corresponding fashion designer in column B

A	B
a. He used to redesign masculine clothes reinventing them for women.	1. Donatella Versace
b. She created little black dresses.	2. Calvin Klein
c. She took control of the maison after her brother's murder.	3. Giorgio Armani
d. He was hailed as the new Yves Saint Laurent	4. Christian Dior
e. He was born in Italy even if he is a French fashion designer.	5. Pierre Cardin
f. He is one of the most outstanding Italian fashion designers.	6. Yves Saint Laurent
g. After the Second World he revolutionized the way French women dressed.	7. Coco Chanel
h. The emblem of his maison is a polo logo.	8. Ralph Lauren

a b c d e f g h

30 ••

Answer the following questions.

1. Do you know any of the above mentioned fashion designers?
2. Who is your favourite fashion designer (not necessarily one of those described in the passage)?
3. Can you describe the essential values and characteristics of his/her style?
4. Have you ever worn any of his/her creations?
5. In your opinion what is the most interesting country in terms of fashion designing nowadays? Why?

WHAT DO YOU KNOW ABOUT BRITISH FASHION DESIGNERS?

British fashion has an international reputation for being eccentric, provoking and boldly innovative, and British designers and fashion houses are renowned worldwide for their cutting edge styles.



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Do you know which British designers or brands are described here? Choose among the ones in the box.

Alexander McQueen | Aquascutum | Burberry | Karen Millen | Paul Smith
Pringle of Scotland | Stella McCartney | Vivienne Westwood

..... Trained in London, his clothes are beautifully made and styled. He was a maverick designer known for his unconventional work much loved by celebrities like Lady Gaga and Rihanna. His designs include “bumsters” that spawned a worldwide trend for low slung jeans.

..... It is a fine example of British style and was worn by Sir Winston Churchill himself. In recent times this brand has been given a revamp, with the women’s wear collection being modernised and the accessories range expanded. Its collection has a much younger, high fashion feel, which has wide appeal.

..... One of the most high profile British brands, it has been imitated worldwide, but there are very few designs as famous as its check. Now a high fashion leader, it will always be most famous for its classic trench coat.

..... She made her name in the 1980s with her sexy trouser suits. Now she offers a variety of catwalk-influenced clothes: trouser suits, vintage silk dresses and cashmere-beaded cardigans.

..... Considered the king of British men’s fashion, its label celebrates classic British tailoring consisting in bright patterned shirts and loud cufflinks, wallets and accessories which are instantly recognisable.

..... Thanks to a new creative director it is no longer famous for just producing golf jumpers, but also for smart, casual clothes.

..... Britain’s hottest celebrity and owner of one of the UK’s most envied labels, she began working for the French fashion house Chloe. Her extravagant, high street garments sold out across the country and all over the world.

..... Amazing pioneer of the punk look, she is now part of the international fashion elite; her designs are immediately recognisable for their impeccable cut, eccentric design and voluminous use of fabric, which is frequently tartan.



Stella Mc Cartney



Vivienne Westwood

adapted from www.visitbritain.com

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Match the designers in column A with the corresponding sentences in column B.

A	B
1. Stella McCartney	a. was worn even by Winston Churchill.
2. Paul Smith	b. was a pioneer of the punk look.
3. Karen Millen	c. create golf garments, as well as other types of clothes.
4. Alexander McQueen	d. used to create sexy trouser suits.
5. Aquascutum	e. began working for a French fashion house.
6. Pringle of Scotland	f. is famous and imitated all over the world and is known for its checked material.
7. Vivienne Westwood	g. is known for his unconventional work and much loved by Lady Gaga.
8. Burberry	h. is very famous for men's fashion.

1 2 3 4 5 6 7 8

33 •••

Working in groups, prepare an essay on one designer/brand you particularly appreciate.

(speak about the following points: life, career, style, fabrics, colours, patterns, collections, innovations, ...)

Consider the following brands.



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hatchapong palurhaivong / Shutterstock.com



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FASHION EDUCATION

There are a number of well known art schools and design schools worldwide that offer degrees in fashion design and fashion design technology. Some colleges also offer Masters of Fashion courses. Though it is not a requirement to have a Masters level, it is recommended by those already working in the industry to study at this level. The most notable of design schools in Europe include:



GREAT BRITAIN	London College of Fashion, Central Saint Martin's College of Art and Design, London, University of Westminster, Kingston University, London.
IRELAND	Limerick School of Art and Design, The National College of Art and Designing.
SCOTLAND	Edinburgh College of Art.
ITALY	Istituto Marangoni, Milan, Domus Academy, Milan, Politecnico of Milan, NABA – Nuova Accademia di Belle Arti, Milan, Istituto Europeo di Design, University luav of Venice.
FRANCE	The Fashion Federation.
BELGIUM	Antwerp Fashion Academy.

Other international schools are:

USA, New York City	Parsons The New School for Design, Creative Business House, Fashion Institute of Technology, Pratt Institute.
USA	Savannah College of Art and Design, Virginia Commonwealth University, Fashion Institute of Design & Merchandising in Los Angeles, School of the Art Institute of Chicago, Columbia College Chicago.
INDIA	National Institute of Fashion Technology.
HONG KONG	Shih Chien University
AUSTRALIA	RMIT University, Melbourne.