

FOREIGN LANGUAGES  
DEPARTMENT

**STYLE AND  
FASHION**

ПОДГОТОВИЛ СТУДЕНТ ГРУППЫ 657А ЯКУШЕНКО КИРИЛЛ  
ПРЕПОДАВАТЕЛЬ – ДОЦЕНТ КАФЕДРЫ ИНОСТРАННЫХ ЯЗЫКОВ ЩЕБЕЛЬСКАЯ  
ЭЛЬВИРА ГЕННАДЬЕВНА

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## THE DEFINITION

**Style** is  
a particular, distinctive, or  
characteristic mode of action or  
manner of acting

STYLE

# THE DEFINITION

**Fashion** is a complex of the habits and tastes ( for example clothes) dominating in a certain public environment in a certain time.

# FASHION

# THE DIFFERENCE

**The fashion** is changeable, but it is a certain impulse to novelty, to search and creativity. The fashion is a change of images and forms.

**Style** consists of very many factors, it is important to take features of your personality that it looked harmoniously as a basis of style. Style is formed by clothes, manners, a way of life, age, tastes of the person and many other things.

**Style** – size much bigger, than fashion.



# THE HISTORY OF FASHION

Characteristic features:

- jersey
- direct silhouette
- lack of corsets



*Coco Chanel*



*Art Deco*



# 1930 - 1940

Characteristic features:

- Hollywood stars
- long dresses
- magnificent fabrics



# 1940 - 1950

Characteristic features:

- straight lines
- simple dresses
- laconic clothes



# 1950 - 1960

Characteristic features:

- corsets
- magnificent dresses
- bright skirts





# 1960-1970

Characteristic features:

- mad prints
- acid colors
- strange forms
- baby-look
- college-style
- miniskirts



# 1970-1980

Characteristic features:

- jeans
- flower prints
- long skirts
- sandals
- natural fabrics



# 1980 - 1990

Characteristic features:

- leggings
- acid colors
- bright shadows
- tightened body





# NOWADAYS

There are several main styles in clothing

**Casual**



**Classical**



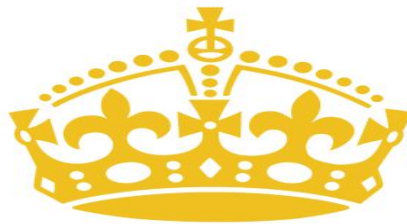
**Sporty**



## IN CONCLUSION ...

The fashion and style play an important role in society. Thus, the fashion allows to express itself, but keeps the person in a string as it is an illustration of everyday life.

Fashion comes and goes, but style remains .



**THANK YOU  
FOR  
YOUR ATTENTION**