

FOREIGN LANGUAGES
DEPARTMENT

**STYLE AND
FASHION**

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

САНКТ-ПЕТЕРБУРГ 2017

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



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



1990 - 2000

Characteristic features:

- grunge
- massive boots
- short tops
- baseball caps
- jeans
- sport pants



NOWADAYS

There are several main styles in clothing

Casual



Classical



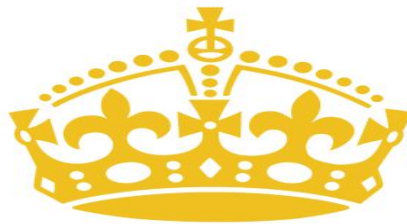
Sporty



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**