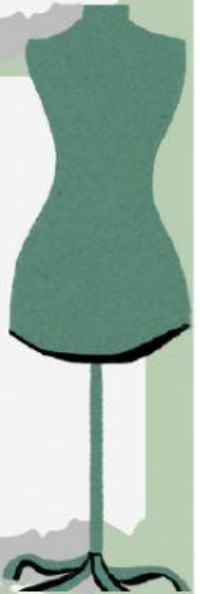




FASHION – THE WORLD OVER.

TODAY, DEDICATED FOLLOWERS OF FASHION LOOK TO CITIES SUCH AS NEW YORK CITY, LONDON, PARIS AND MILAN FOR THEIR INSPIRATION AND TO BUY **THE LATEST TRENDS**. **THE FASHION SCENE** CHANGES WITH EVERY **SEASON** AND IN MANY COUNTRIES, THIS MEANS THAT THERE ARE FOUR **COLLECTIONS** – ONE EACH FOR SPRING, SUMMER, AUTUMN AND WINTER. THE CONCEPT OF **FASHION TRENDS** DEVELOPED IN THE 14TH CENTURY IN EUROPE, BUT WHAT ABOUT FASHION IN THE REST OF THE WORLD?

EARLY WESTERN TRAVELLERS GOING TO THE EAST NOTED THAT FASHION AND STYLES CHANGED SLOWLY IN COUNTRIES SUCH AS PERSIA, INDIA, CHINA AND JAPAN. HOWEVER, THIS WAS NOT ALWAYS THE CASE AS THERE WAS ALSO EVIDENCE UNCOVERED DURING THE DYNASTY OF MING CHINA OF RAPIDLY CHANGING FASHIONS IN CHINESE CLOTHING. HISTORY SHOWS US THAT CHANGES IN **COSTUME** OFTEN TOOK PLACE AT TIMES OF ECONOMIC OR SOCIAL CHANGE, WHICH OCCURRED IN ANCIENT ROME AND THE MEDIEVAL ARABIAN PENINSULA. THEN A LONG PERIOD WITHOUT MAJOR CHANGES WOULD FOLLOW.



AT THIS TIME, MOST **WEAVING, EMBROIDERY, CUTTING AND STITCHING** WAS **HAND-CRAFTED** BY **SKILLED CRAFTSMEN** AND **SEAMSTRESSES**. MANY **TEXTILES** ORIGINATED IN COUNTRIES SUCH AS CHINA, WHERE EXQUISITE SILKS WERE PRODUCED AND TURKEY WITH ITS RICH HISTORY OF EMBROIDERY AND **CLOTHING STYLES** INFLUENCED BY CENTRAL ASIA AND THE FAR EAST. UNTIL THE MID-NINETEENTH CENTURY, IN EUROPE AND AMERICA MOST CLOTHING WAS THEREFORE **CUSTOM- MADE** BY SKILLED **DRESSMAKERS** AND **TAILORS**. THIS MEANT THAT FOLLOWING FASHION TRENDS WAS CLEARLY AN EXPENSIVE PAST-TIME.



IN THE TWENTIETH CENTURY, MECHANISED PRODUCTION OF TEXTILES AND THE INTRODUCTION OF THE **SEWING MACHINE** DRAMATICALLY CHANGED THE WAY **FASHIONABLE GARMENTS** WERE PRODUCED. IT LED THE DEVELOPMENT OF **HAUTE COUTURE** AND, MUCH LATER, **AFFORDABLE BRANDED CLOTHING** WHICH WAS THE **OFFSHOOT** OF HAUTE COUTURE. MASS PRODUCTION MEANT THAT CLOTHING BECAME MUCH CHEAPER AND MORE WIDELY AVAILABLE, YET AT THE SAME TIME WAS EASILY ADAPTED TO MEET THE DESIGNERS' DEMANDS. AS ECONOMIES GREW AND PEOPLE BECAME MORE AFFLUENT, MORE PEOPLE COULD AFFORD TO BUY DESIGNER CLOTHING ACROSS THE WORLD.



TO SUM UP, FASHION IS CLOSELY INTERLINKED WITH THE HISTORY OF THE WORLD. PERIODS OF RAPID CHANGE AND MOVEMENT OF PEOPLE INFLUENCED THE TEXTILES AND STYLES THAT PEOPLE CHOSE TO WEAR. NOWADAYS, PEOPLE ARE STILL EXTREMELY CONSCIOUS ABOUT THE WAY THEY DRESS FOR VARIOUS OCCASIONS. ADOLESCENTS AND YOUNG ADULTS FEEL VERY STRONGLY ABOUT THE BRANDS THEY WEAR, WHETHER IT IS FOR COLLEGE, PARTYING OR SPORTSWEAR. THEIR PARENTS FEEL THE SAME ABOUT THEIR OWN **DESIGNER LABELS**. THERE ARE DESIGNER OR **BOUTIQUE BRANDS** ALL OVER THE WORLD. IN MANY ASIAN COUNTRIES, LOCAL DESIGNERS CAN CHARGE A SMALL FORTUNE FOR **EXCLUSIVE BRIDAL WEAR, WEDDING ATTIRE** AND OTHER **FORMAL WEAR**.



TASK 1

DECIDE IF THE FOLLOWING STATEMENTS ARE TRUE OR FALSE ACCORDING TO THE TEXT:

1. IN MANY ASIAN COUNTRIES, LOCAL DESIGNERS CAN CHARGE A SMALL FORTUNE FOR EXCLUSIVE FORMAL WEAR, WEDDING ATTIRE AND HEADWEAR.
2. FOLLOWING FASHION TRENDS HAS NOT ALWAYS BEEN CHEAP AND EASY.
3. DESIGNER SHOPS CAN BE FOUND ALL OVER THE WORLD.
4. THE CONCEPT OF FASHION TRENDS DEVELOPED IN THE 15TH CENTURY IN EUROPE.
5. THE OLDER GENERATION DOESN'T CARE ABOUT FASHION TRENDS AT ALL.

TASK 2

COMPLETE THE FOLLOWING SENTENCES WITH A WORD OR A PHRASE FROM THE TEXT:

1. UNTIL THE MID-NINETEENTH CENTURY, IN EUROPE AND AMERICA MOST CLOTHING WAS CUSTOM- MADE BY
2. AFFORDABLE BRANDED CLOTHING WAS
3. EARLY TRAVELLERS TO THE EAST BELIEVED THAT FASHION

TASK 3

FIND A SUITABLE WORD IN THE TEXT TO MATCH THE FOLLOWING WORDS:

1. COSTLY
2. LOW-COST
3. FABRIC
4. HIGH FASHION
5. OUTFITS

