

# Fashion Statements



## TIP

Fashion is constantly changing.  
It is anything that is  
currently "in".



# Fashion

Fashion is a particular style that is popular at a given time.



# Style

- Style refers to the shape of a particular item of clothing that makes it easy to recognize.
- Lapels=wide vs. narrow
- Sleeves and pant legs=tight vs. full
- Skirt lengths

# Style



# Classic

- A classic is a traditional style that stays in fashion for a very long time.





# Fad

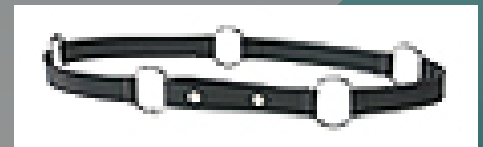
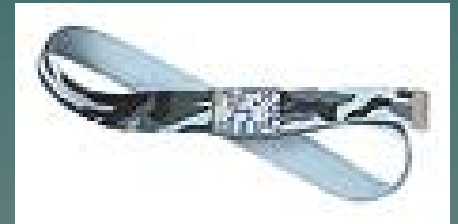
- A fad is a fashion that is very popular for only a short time.
- Fads help teens express two important needs:
  - To belong to a group
  - Express their own individuality

## TIP

Color  
Accessories  
Miniskirts  
Baggy pants



# Fad



# Avant-Guarde

- A French expression that in the clothing industry means being ahead of fashion.
  - Daring and unconventional
  - “far out” do not appeal to most people
  - ex. Cut out clothing, bright hair colors, extreme lip color

# Avant-Garde

