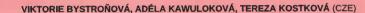# Return or burn...

A pair of high-waisted jeans lies in the wardrobe of many women, but has it always been this way? Where did they come from? What did our moms and their moms wear?

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ELEGANCE DURING WAR

Fashion in the 1910s required much elegance and World War I had a significant impact on it. Moving away from corseted looks to a more soft and natural silhouette. New-making brought a rise in orientalism*. Trending was the "hobble skirt" - the skirt reached the ankles where it was narrowed and confine[1] the body in a cylinder. Walking in it was very difficult. Women began wearing uniforms and trousers, as they worked in munitions factories for the war effort.

POST-WAR CHANGE

As the 1920s slowly disappeared and took the boyish look with them, there was again space for a feminine silhouette. The skirt and dresses softly hugged the curves[2] and created soft lines. The 30s fashion was pretty much influenced by the Hollywood stars such as Clark Gable, Jean Harlow, and Shirley Temple. Who wouldn't like to wear the same things as their favorite actor, right?

THE END OF FEAR

The 1960s broke many traditions. Women stopped being afraid of prejudice[3]. Every young woman had a miniskirt in her closet. The fashion icon was the movie star, Audrey Hepburn. She wore feminine, Jackie Kennedy-esque skirt suits paired with the requisite accessories like gloves and a hat. Everyone wanted to dress like her.

POWER DRESSING

In the 1980s women began to hold domineering[4] positions and were required to "power dressing"; with padded and puffed[5] sleeves, oversized accessories such as bows and belts, and pointed toes shoes. Although, stylish sportswear started taking part in day-to-day life. A big trend has been a bodysuit. Huge icons are stepping onto the scene like fashion designer Karl Lagerfeld who brings a new touch to *Chanel* and Princess Diana who has written her own rules in fashion. She always honored the Protocol of the Royal Family but despite that created a modern wardrobe that reflected her personal predilection[6].

MINIMALISM IS THE KEY TO EVERYTHING

In the 1990s, minimalism and a casual style of dressing took over. Women started wearing baggy[7] worn-out jeans with flannel shirts. Cargo pants were worn by every well-dressed person at the time. Slip dresses[8] mostly worn with chunky[9] boots were also popular. Supermodels Kate Moss, Naomi Campbell, and Linda Evangelista were on the covers of all fashion magazines.

NEW TIMES?

Many would think that the beggining of the new millennium* would bring a huge change. But was it really like that? Not at all. Fashion trends followed up the past decade until September 11, 2001. After this catastrophe fashion took a step back and returned to controversial. Despite this event we moved on and with the rise of new technologies everybody was instantly on the internet. People started to dress as theirs idols and tried many different things. But one think was there for the whole time. Denim jeans - low rise, purposefully ripped[10], skinny jeans and many other options. They were so popular that they even made it to the red carpet.

SOCIAL MEDIA TAKING OVER THE WORLD

Last decade in the 2010s, social networks began to set fashion trends. The presentation of outfits went from the runway to the streets and posts on *Instagram*, bringing street style and athleisure[11], for example, yoga leggings with heeled boots, hooped earrings, and chokers, representing activewear. Tiny accessories such as bags and sunglasses were unusable but ideal for photos. However, women dared to wear masculine[12] clothes called "boyfriend's clothes", the idea of a blazer and chunky dad sneakers with overly ripped jeans. The entire fashion industry had rapidly moved away from using real fur[13], and this act launched a global campaign against killing animals for fashion purposes.

UNREVEALED FUTURE

The decade we live in is mostly inspired by the ones that preceded it. Such as the 2000s, late 1990s, 1980s, or even 1960s. Unlike them, the 2020s fashion companies have one big advantage. Ads. Sometimes just on billboars but mostly on platforms like *TikTok* or *Instagram*. This is one of the best ways how to let people know about them and show the users why should they buy especially their clothes. One of the biggest influences of this decade was COVID-19. One of our duties was to wear masks and of course, we made it into a fashion trend. You could quickly design it and match it with one of your outfits. And even though we are only halfway into the 20s I can surely say it is still going to be a long ride and I think that nobody knows what to expect.

*Glossary

orientalism - artistic style focusing on Asian culture
millennium - a period of a thousand years

Vocabulary

[1] **confine** [kənfaɪn] - uzavřít
[2] **curves** [ˈkɜːvz] - křivky
[3] **prejudice** [predʒudɪs] - předsudek
[4] **domineering** [ˌdɒmɪˈhɪərɪŋ] - panovačný
[5] **puffed** [pʌft] - nafouknutý
[6] **predilection** [ˌpriːdɪˈlekʃən] - záliba
[7] **baggy** [bægɪ] - volný, vytahaný
[8] **slip dress** [slɪpdres] - šaty ve stylu spodniček
[9] **chunky** [tʃʌŋkɪ] - platformové, vyvýšené
[10] **ripped** [rɪpt] - roztrhaný
[11] **athleisure** [ăth- lē-zhər] - atletický styl
[12] **masculine** [ˈmæskjʊlɪn] - mužský
[13] **fur** [fɜː] - kožešina