

Style Identification

The 20ties:

- Flapper ((in the 1920s in Us) a fashionable young woman intent on enjoying herself and flouting conventional standards of behavior. Roaring 20's.
- No more corsets. Lighter and brighter dresses. Because of the end of the first world war
- The Bob
- The Charleston (short dresses to show the knee when you dance Charleston)

The 50ties:

- New Look / Waistline (Dior)
- Sack Dress (Balenciaga)
- Chanel Suit
- Freedom to dress

Pin Up:

- Sexual appeal
- Hourglass Shape (Corset)
- Fun and elegant look (at the same time)
- Diva without mystery (opposite to the 30's divas)

Audrey Hepburn:

- Little Black Dress (Givenchy)
- Capri Pants
- Sunglasses
- Simply Elegance

Twiggy:

- Mini Skirt / Mary Quant
- Brightness short and printed dresses
- Skinny Rib (a ribbed (a costine) snug fit sweater)
- Short hair and doll eyes

The 80ies:

- Super Models
- Shoulder Pads
- Punk Style /Preppy/ Heavy Metal
- Aerobics Streetwear (ripped swearshirts, leotards (body), swearpants)

Lolita:

- From Japan
- Victorian and Rococò Era dress (full dress, knee or under knee lenght)
- Different Lolita styles (gothic,sweet,classic)
- Blouses, tights, hats and many accessories

Femme Fatale:

- Mischievous and carefree woman
- Sultry (appassionata), exotic, vampy and ultra glamorous
- Old Hollywood glamour with a touch of dark

Glamour:

- Red carpet
- Sparkling
- Luxury accessories

Classic Italian Style:

- Femininity and Elegance
- Self Confidence (know your figure and what is better for you)
- Must Have Wardrobes (white shirt, little black dress, jeans, tailored jacket)

Aristo:

- Sophisticated Woman
- Opulent and decorative accessories
- Clean and simple lines with decorative embellishment such as volant, ruches and bright colors

Fetish:

- Extreme and Provocative
- Leather, latex, nylon, pvc
- Stiletto heel, boots, corsets, underwear
- Dark colors

Business Casual:

- Khaki pants, blouses, shirts, skirts, polo
- No jeans
- Neutral colors

Minimal:

- Less is more
- Simple lines
- No embellishments

Futuristic:

- Cyborg
- Sci-fi (Star Wars inspired/another galaxy)
- Innovation

Goth:

- Dark, mysterious, complex features
- Black
- Goth vs 70s disco and extravagance of 80s
- From Victorian cult of mourning

Preppy:

- Ivy League and american college
- Lacoste polo
- Nautical stripes, pastel colours, equestrian details

Riviera:

- Capri pants and Breton t-shirt
- Relaxed but chic style
- Big hat and flat sandals

Marine:

- Sailor
- Stripes and ribbons
- Blue, white and red

Romantic:

- Femininity
- Ruffles, lace, pleats
- Soft colours and fabrics (silk, chiffon)
- Delicate jewelry

Boho Chic:

- Folk trend
- Sienna Miller and Kate Moss
- Looking individual and natural
- Earthy colours

Hippie:

- Bell bottom pants
- Tie-dyed or embroidery tops
- Headband
- Natural stones and ethnic-inspired charms

Gipsy:

- Nomadic, folklore and fun
- Batik and printed scarves
- Freedom and creativity

Camouflage:

- Army Navy
- Masculine print
- Play with colours
- Don't mix with animal prints

Military:

- Uniforms
- Accessories to customize it
- Double breasted coat
- Suitable for any age

Desert Safari:

- Dusty, sandy shades and neutral base tones (khaki, beige, desert green, earthy brown)
- Safari Jacket
- Clean, classic and simple

Nature Inspired:

- Earthy Fashion
- Free spirit
- Natural print and colors

Tribal:

- Bold (and abstract) Patterns
- Ethnic elements
- Less usual accessories

Boyfriend Style:

- Men's garment (jeans)
- Oversized and rolling up the sleeves (or hemlines)
- Unisex

Mannish:

- Versatile
- Blazer, trousers, shirts
- Greta Garbo, Marlene Dietrich

Punk:

- Vivienne Westwood & Jean Paul Gautier
- Clothing as a way of making a statement
- Band inspiration

Glam Rock:

- 70s musicians (David Bowie, Bryan Feri, David johanses)
- Fusion between pop and rock (dark clothes + glitter, stripes and eccentric clothes)
- Sequins and glitters and studs
- Metallic accessories

Biker Style:

- Leather jacket
- Biker boots
- Skinny jeans and white t-shirt

Grunge:

- Unkempt Look
- Invest in flannel and ripped denim
- Wear a beanie (a small, close-fitting hat worn on the back of the head) or bands

New York:

- Streetwear
- Quotes on t-shirts
- easy pret-à-porter

Hip Hop:

- Urban style
- The baggier the better
- Windbreaker
- Snapback Caps (basket caps)

Art Pop:

- Playful sweaters and t-shirts
- Advertising, illustrations, commercial art, comic strips
- Vibrant hues