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RETRO STYLE IN FASHION

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Purpose and objectives. The purpose is to analyse the development of retro style in fashion and reveal some interesting features of retro style in clothes.

Object of research. Retro style in fashion.

Methods and means of research. There have been used methods of observation, description and generalization.

Results of the research. Everything new is a well-forgotten old. Fashion is not an exception. Periodically, in our streets there are outfits that were fashionable even in the previous century, if not to say - millennia. But this is how humanity is organized: what was worshiped yesterday seems to be a relic of the past today, and tomorrow it can again become a trend. The most vivid illustration of this phenomenon is the retro style in clothes.

The term retro has been in use since the 1960s to describe on the one hand, new artifacts that self-consciously refer to particular modes, motifs, techniques, and materials of the past. But on the other hand, many people use the term to categorize styles that have been created in the past. Retro style refers to new things that display characteristics of the past. Unlike the historicism of the Romantic generations, it is mostly the recent past that retro seeks to recapitulate, focusing on the products, fashions and artistic styles produced since the Industrial Revolution, the successive styles of Modernity. The English word retro derives from the Latin prefix retro, meaning backwards, or in past times [2].

Since the 1980s the implications of the word 'retro' have been expanding in the application to different spheres. Some fields have adopted the term retro from the design world. Thus next to design artifacts like objects, graphic design, fashion and interior design, 'retro' can be also used for: music, film, art, video games, architecture, television and food. Sometimes, it can also suggest an entire outlook on life when it describes some forms of social conservatism like homeschooling, the embrace of traditional gender roles, etc. [2].

Today the retro style in garment is becoming increasingly popular, full of echoes of the past. However, this is not just a grandmother's outfit - it's a special mood that appears when you try this image. It cannot be determined by some specific things or tendencies.

It is appropriate to talk about the specific time frame, which was characterized by various details in clothing. Thus, in the 1920s, the atmosphere of emancipation prevailed in society. The ladies sought to get as close as possible to the image of their husbands, advocating their opinion that all people, regardless of sex, are equal. About their beliefs, women claimed wearing clothes: they wore shirts, strict suits and of course they wore hats. Also there were dresses with low waist and wide skirts in trend that time. Marlene Dietrich and Lilia Brik were among the bright representatives of retro-style [1].

However, over time, the female image becomes more sophisticated and refined. Designers of the 30s dress up the representatives of the beautiful half of mankind in magnificent dresses, which highlight all the bends of the figure, wide skirts with a



narrow waistline. The fashion includes stockings with arrows, as well as boot shoes with high heels. All these attributes of women's wardrobe give the ladies sexuality and make them objects of male lust. Girls are no longer struggling for equality of articles, now their main weapon - weakness, beauty, ability to seduce and flirt, and they skillfully use it. The war affected not only the fate of people, but also imprinted on their style of clothing.

At the end of the 40's and early 50's, the shade of the military style comes to fashion, but its appearance is not the design of designers, but rather the need for practicality. The main motto of that time is modesty and restraint. Easy comfortable shoes replace the high heels, and dresses in most of their moderate length slightly below the knee come into fashion. However, the great Christian Dior, who made the revolution in the fashion world, brings a new trend - vivid, blatant, and at the same time feminine images. Now the girls are dressed in a dress, tightly tucked over their waists, and lush skirts with a knee length. There are such accessories as gloves on the elbow, small bags, similar to modern stylish, elegant broad hats and lacquered laces [2].

In the 70's and 80's two absolutely different, but surely bright directions were noted. The first is the style in which ladies sought to emphasize their sexuality and femininity. In this way, Bridget Bardot appeared in a unique way. The cabinets of fashionistas were frayed from bright dresses in flowers, peas and a cage with a collar-stand or with a bare back. The girls began to wear large glasses in a bright rim, wearing elegant scarves on their heads. Fashion included mini dresses and maxi dresses, wide trousers with free belts that dropped from the waist to the hips. The second direction, in the opposite of the first, is the hippie clothes that challenged the society and the traditions rooted in it. Women wore narrow torn jeans, various coloured T-shirts, scarves and suede shoes [3].

Today the above mentioned retro style clothing items can be easily combined with current clothing and fabrics to create a new fashionable outfit.

Conclusion. Thus, retro is a general term but which refers to clothing commonly worn in the past, namely we refer to the fashions of the 1940s 1950s and 1960s. Certain clothing items have even become iconic and embody the style of these times. Retro style items can be combined in new and interesting ways with current clothing and fabrics.

Key words: *retro style, fashion, clothes, vintage garment.*

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