

HISTORY OF VINTAGE CLOTHING

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For a long time, the term vintage meant a good, aged wine. And vintage clothing is clothing that has stood the times and has retained its coloring and peculiarity.

In general, vintage are the products that were made in the interval from 1920 to about 1980. These are things that were created after the First World War. Everything that was created earlier can be equated to antiques. His goal is expressed in the revival of the ideas of fashion trends of the 19th century. In this style, age is the most important indicator. And the style of vintage suggests using old things and restoring them in a new manner. But if the clothes (even the 19th century) will resemble the modern style, then this can no longer be called vintage. The authentic vintage must not be older than 90 and not younger than 30 years and executed by famous designers. And older things call retro Vintage things completely reflect the fashion trends of those times. Fashion for vintage clothing began back in the 1970s, when they began to open boutiques presenting the style of the 1930s. At that time in London, where the vintage was born, massively began to produce the same clothes and shoes. Therefore, for people from high society and aesthetes, the search for new sources of inspiration for creating unique things, was started. It is interesting that for the first time they began to offer ideas for underwear from the past. But today some vintage things can be considered even a basic wardrobe.[1]

There are several varieties of vintage. The first: authentic vintage, represented by the things of famous brands and which are not less than 30 years old. A very vivid example of genuine vintage is the model from the collections of those times created by the Coco Chanel brand The next kind is a pseudo-vintage, which is an artificial imparting to the tissues the effect of weariness and old age. Combined vintage is manifested in the combination of modern fabrics and fittings and vintages. And the

stylization of vintage is the use in modern fashion of the idea of elements, ornaments and accessories of genuine vintage. There is also the so-called clothing of stars from the past. These are belongings, in due time, to famous personalities. And trash-vintage these are old things bought at the flea market.

Unfortunately, most samples of genuine vintage are not suitable for modern use. After all, there was a fashion for thinness and things were very narrow. Therefore, true vintage things can be used almost exclusively for collecting now. To such exhibits should be treated as the heritage of the fashion culture of the last century. You must remember that every exclusive thing that has reached our days has its own fashionable history. We must not forget that every cloth of that time was sewn and cut by hand. And this means that any representative of genuine vintage can be rightly considered a work of art. Vintage clothing or vintage style undoubtedly gives femininity, sophistication and some originality.[2]

Vintage can also be divided into periods when some trends were fashionable. In the twenties, after lush and loose dresses and corsets, straight silhouettes, asymmetric cut, fur and feather collars came into vogue. And in the thirties they began to sew models emphasizing refinement. There were fashionable long thin dresses. The forties were distinguished by strict styles, jeans came into fashion. The skirts are shorter, the jackets are wider, the military style has become popular. Later, femininity returned to fashion, a loose cut of pants, light fabric. In the fifties, free skirts of bright colors came into fashion. Women began to wear hat-bowlers, which put forward low on the eyes. Famous designers began to style curvy dresses. The pin-up style was born, which now looks very feminine and playful. In the 60's in the fashion world there was a complete revolution. Mini-skirts came into fashion, bright colors and unusual shapes became popular, both in female and in male models. In the seventies popular became comfortable clothes, free and practical cut. In the next decade, sports style dominated. There was fashion for leggings and wide, blown jackets.[3]

In conclusion, it should be added that the history of vintage clothing has many nuances and features that have not bypassed any detail of the creation of the image of that time. The introduction of vintage items, combined with modern style, requires

designers to have a good taste. After all, a combination of styles of different decades is almost impossible. It is worth treating the vintage as a symbol of a bygone era, as a masterpiece of the fashionable art of the past century.

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