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COUTURE_MODULE 1

Fashion and Traditional Arts



HISTORY OF FASHION

- ❖ **Garments** are materials used to cover and adorn the human body, and clothing refers to the set of garments intended to be worn together. Clothing includes not only clothes, but also accessories such as shoes, bags, hats, gloves, jewelry, makeup, and hairstyles.
- ❖ The primary reason for creating clothing is considered to be the desire of people to decorate their bodies. In ancient times, hunters believed that they shared a connection with certain animals, deities, or other people. To express this connection, they used body painting and tattooing to decorate their skin with various patterns and designs. Over time, people started using these decorations as a form of protection against evil spirits. This is evident in the use of amulets and charms that are still common today in many parts of the world.



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HISTORY OF FASHION



- ❖ During the last period of the Paleolithic era, when the earth's climate began to turn colder, humans started covering their bodies with animal skins to protect themselves from the cold.

Palaeolithic Age: Female Figurine Head with Hairnet (Lady of Brassanpuis, Museum of National Archaeology, France, 25,000 BC)

<https://upload.wikimedia.org/wikipedia/commons/7/72/Brassem-pouy-1-2b.jpg>



HISTORY OF FASHION

- ❖ As time passed, clothing became a symbol of social status and was also used to alleviate feelings of shame.
- ❖ People started to adopt clothing for various reasons, including improving their physical appearance, feeling protected, and standing out. Ultimately, clothing became a necessary tool for human health, survival, and well-being.

Neolithic Age: Idol of a woman with an infant with dense decoration on the body which probably represents clothes with textile designs (Sesklo of Magnesia. National Archaeological Museum, 4800-4500 BC)

https://upload.wikimedia.org/wikipedia/commons/8/82/Female_figurine_with_chi_id_small_painted_terracott_neolithic%2C_NAMA_5937_080804.jpg



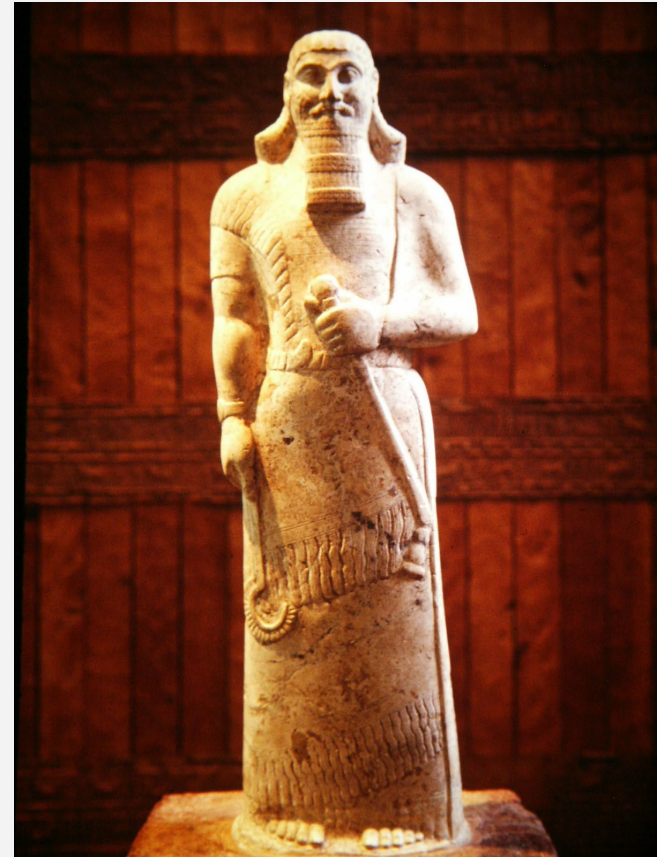


HISTORY OF FASHION

- ❖ Clothing was more fully formed in the first civilizations that developed in the Middle East.
- ❖ In Mesopotamia (4th millennium - 4th century BC) people wore clothes made of colorful - mainly woolen - fabrics and scarfs with fringes.

Mesopotamia: Assyrian king (Statue, British Museum, 9th century BC)

https://upload.wikimedia.org/wikipedia/commons/1/1e/Assyrian_King_%289th_century_BC%29.jpg





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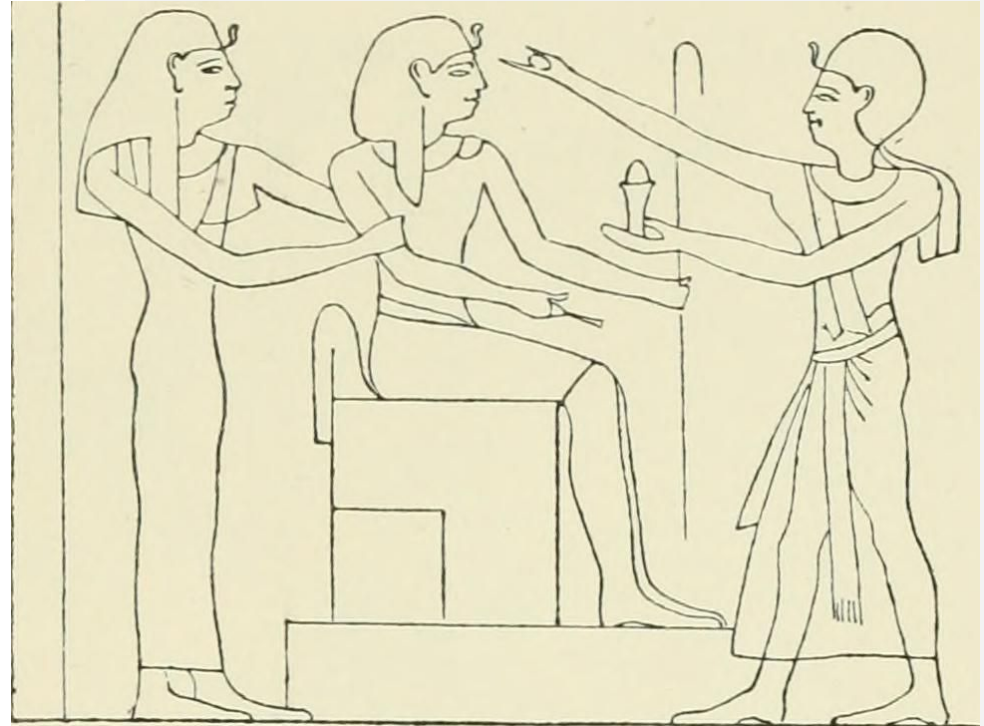


HISTORY OF FASHION

- ❖ In Egypt (4th millennium - 11th century BC) clothes were made of linen, to keep them cool.
- ❖ Men wore a short piece of cloth around their circumference, while women were dressed in a long fitted dress.

Ancient Egyptian clothing (sketch)

https://upload.wikimedia.org/wikipedia/commons/e/e8/A_History_of_Art_in_Ancient_Egypt_%281883%29_%2814772545255%29.jpg?uselang=el





HISTORY OF FASHION

- ❖ In ancient Greece (11th-1st century BC) clothes were simple and comfortable.
- ❖ It consisted of fabrics that people wrapped in various ways around the body creating folds.
- ❖ The main ones were the tunic that was worn in the flesh and the robe that served as an overcoat.

Ancient Greek clothing: Man wearing a long tunic and robe (Lysea Tombstone, National Archaeological Museum, 6th century BC)

https://upload.wikimedia.org/wikipedia/commons/e/e7/Lyseas_Stele.JPG?uselang=el





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HISTORY OF FASHION

- ❖ Women wore either the Doric veil, a dress made of narrow woolen cloth fastened with pins (pins) at the shoulders...

Ancient Greek clothing: Statue of a woman wearing a veil (The Pepliphoros, Acropolis Museum, 6th century BC)

https://upload.wikimedia.org/wikipedia/commons/e/e1/ACMA_679_Kore_1.JPG





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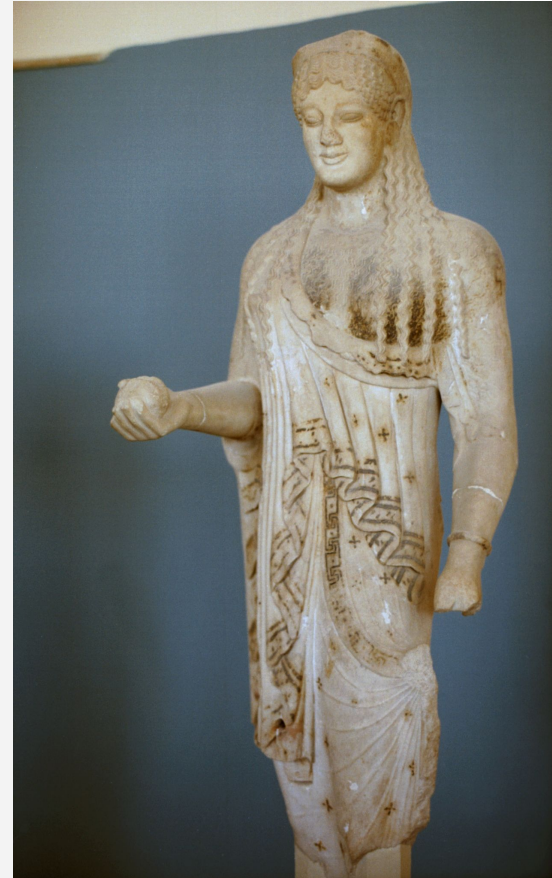


HISTORY OF FASHION

- ❖ ...or the Ionic chiton, made of wide linen cloth sewn on the shoulders.

Ancient Greek dress: Statue of a woman wearing an Ionic tunic with a short robe on top. (Daughter no. 680, Acropolis Museum, 6th century BC)

https://upload.wikimedia.org/wikipedia/commons/4/40/ACMA_680_Kore%2C_Akrm655.jpg





HISTORY OF FASHION

- ❖ The Romans (8th century BC-5th century AD) were also influenced in terms of clothing by the ancient Greeks. Thus, their clothing and accessories were similar to the Greek.
- ❖ In the late Roman era they began to wear the dalmatian, a long tunic with sleeves. From the Dalmatian comes the shirt, which was used in both Western and Eastern Europe

https://upload.wikimedia.org/wikipedia/commons/8/83/Ravenna%2C_Mausoleo_di_Galla_Placidia%2C_Mosaic_011.JPG



Byzantine costume: The Good Shepherd: He wears a dalmatian adorned with decorative bands (Psiphidotus, Plakidias Galas Mausoleum, Ravenna, 5th century AD)



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HISTORY OF FASHION

- ❖ In Byzantium (4th-15th century AD), emperors and lords were dressed in gold-embroidered silk tunics with sleeves...

Byzantine clothing: Emperor Justinian wears a gold-encrusted tunic and long chlamys on top. Corresponding costumes of the men of his entourage (Psifidotus, Agios Vitalios Ravenna, 6th century AD)

https://upload.wikimedia.org/wikipedia/commons/0/01/The_mosaic_of_Emperor_Justinian_and_his_retinue%2C_Basilica_of_San_Vitale%2C_Ravenna%2C_Italy_-_24346194696.jpg





HISTORY OF FASHION

- ❖ In Byzantium (4th-15th century AD), emperors and lords were dressed in gold-embroidered silk tunics with sleeves...

Byzantine costumes: Emperor Alexios III Comnenus of Trebizond and his wife. They wear luxurious clothes with rich decorations (Manuscript, Monastery of Dionysiou, Mount Athos, 14th century AD)

https://commons.wikimedia.org/wiki/File:Chrysobull_of_Alexius_III_of_Trebizond.jpg#file





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HISTORY OF FASHION

- ❖ ...while commoners wore short plain shirts with long socks or trousers for men and long dresses for women.

Byzantine clothing: Peasants wear short shirts and long socks or trousers (Miniature, Gospel, National Library of France, 11th century)



https://upload.wikimedia.org/wikipedia/commons/b/bd/Byzantine_agriculture.jpg



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HISTORY OF FASHION



Medieval clothing: Luxurious clothing and various types of hats (Liburg Brothers, Miniature, Manuscript. The Very Rich Hours of the Duke of Berry, The Month of May. Comte Museum, France, 15th century AD)

- ❖ During the Middle Ages in Western Europe, men wore short shirts and fitted trousers.
- ❖ Women dressed in two long dresses, one on top of the other.
- ❖ Aristocrats wore luxurious clothes and hats of various shapes.

https://upload.wikimedia.org/wikipedia/commons/d/d9/Fr%C3%A8res_Limbourg_-_Tr%C3%A8s_Riches_Heures_du_duc_de_Berry_-_mois_de_mai_-_Google_Art_Project.jpg

https://upload.wikimedia.org/wikipedia/commons/8/82/Les_Tr%C3%A8s_Riches_Heures_du_duc_de_Berry_avril_%28d%C3%A9tail%29.jpg



Medieval clothing: Luxurious clothing and various types of hats (Limburg Brothers, Miniature, Manuscript. The very rich hours of the Duke of Berry, The month of April. Comte Museum, France, 15th century AD)



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HISTORY OF FASHION



Renaissance Dress (England) (Hans Holbein, Portrait of Henry VIII of England, Walker Art Gallery, Liverpool, England, 16th century AD)

- ❖ In the Renaissance period (15th-16th century AD) new expensive fabrics and precious materials began to be used in clothing.
- ❖ The clothes were luxurious, impressive and gave volume to the body.

https://upload.wikimedia.org/wikipedia/commons/f/f3/Masolino%2C_resurrezione_di_tabita%2C_dettaglio.jpg

https://upload.wikimedia.org/wikipedia/commons/f/f9/After_Hans_Holbein_the_Younger_-_Portrait_of_Henry_VIII_-_Google_Art_Project.jpg



Renaissance costumes (Italy) (Mazzolino, The Resurrection of Tabitha by Peter (min.), Santa Maria del Carmine, Florence, 15th century AD)



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HISTORY OF FASHION



- ❖ In the 17th century clothing was mainly influenced by French fashion.
- ❖ The clothes were elaborate and luxurious with lots of lace and bows on the clothes, while men and women wore wigs on their heads.



17th Century Costumes: [Francois Marot, The Foundation of the Military Order of Saint Louis by Louis XIV, Versailles, France (1710)]

https://upload.wikimedia.org/wikipedia/commons/c/cd/Institution_de_%27ordre_militaire_de_Saint-Louis_par_Louis_XIV_en_1693.jpg



17th century costumes: Johannes Vermeer, The Milkman (1660). State Museum of the Netherlands.

<https://upload.wikimedia.org/wikipedia/commons/7/7c/VermeerMilkmaid.jpg>

17th Century Costumes: Frans Paubus the Younger, Elizabeth of Bourbon (1615), Old Gallery. Munich. Germany

https://upload.wikimedia.org/wikipedia/commons/0/06/Frans_Paubus_-_d._J._-Elisabeth_von_Bourbon_%281602-1644%29_-_6920_-_Bavaria_n_State_Painting_Collections.jpg



HISTORY OF FASHION

- ❖ There are several factors that influence the design of clothing. These factors include geographical conditions, such as climate and available resources, technological advancements, such as improvements in the textile industry, social, economic, and historical factors of different periods, and religious movements.
- ❖ For centuries, clothes were made by hand. Women would weave them on wooden looms and sew them together manually. This process was passed down from one generation to the next as a cultural tradition.

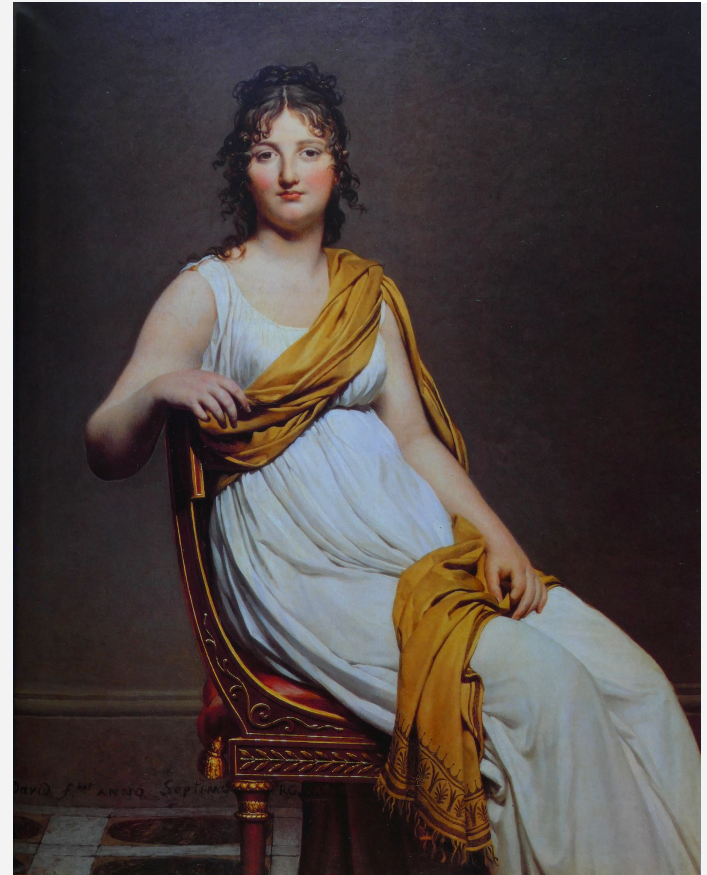


HISTORY OF FASHION

- ❖ In the 18th century, clothing is characterized by elegance, grace and soft colors.
- ❖ At the end of the century, however, the clothing is influenced by the neoclassical movement and the clothes are reminiscent of ancient Greek.
- ❖ These developments concerned the clothing of the upper classes, while commoners still dressed much more simply.

Neoclassical costumes (18th century): Jacques-Louis David, Portrait of Madame Verninac (1799), Louvre Museum, France

https://upload.wikimedia.org/wikipedia/commons/5/51/Jacques-Louis_David_Henriette_de_Verninac_1799.jpg





In the 19th century men used the English suit, which remained - with minor changes - their main clothing. They wanted their dress to show seriousness, so they dressed in dark, austere clothes and wore tall hats.

Women wanted to create a romantic image of themselves and wore a crinoline and a hat.



19th Century Costumes: Jean-Auguste Dominique Ingres, Portrait of Madame Moitassier (1856), National Gallery, London.

https://upload.wikimedia.org/wikipedia/commons/f/f9/Dominique_Ingres_-_Mme_Moitassier.jpg



19th Century Costumes: Pierre-Auguste Renoir, Dance at the Moulin de la Galette (1876), Musée d'Orsay, Paris.

https://upload.wikimedia.org/wikipedia/commons/2/21/Pierre-Auguste_Renoir%2C_Le_Moulin_de_la_Galette.jpg



HISTORY OF FASHION

- ❖ The 20th century saw a great change in clothing. Advances in technology, social changes, and consumerist lifestyles have created a simpler way of dressing and frequent fashion changes.
- ❖ Women borrow elements from men's clothing, such as trousers, cut their hair short and wear short dresses and skirts (minis).
- ❖ Men began to prefer a more comfortable and cheerful outfit.

20th Century Clothing: 1920s

https://upload.wikimedia.org/wikipedia/commons/8/8e/L._Barrymore%2C_Irene_Fenwick_LCCN2014716163.jpg





HISTORY OF FASHION

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- ❖ Women borrow elements from men's clothing, such as trousers, cut their hair short and wear short dresses and skirts (minis).
- ❖ Men began to prefer a more comfortable and cheerful outfit.
- ❖ In the 21st century, slightly changed and adapted to today various styles from previous decades are common.

20th century clothing: Fashion designer Coco Chanel in a navy blouse and trousers (1928).

https://upload.wikimedia.org/wikipedia/commons/9/90/Gabrielle_Chanel_en_marini%C3%A8re.jpg





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HISTORY OF FASHION



“Modrian” dress (1965): Creation of fashion designer Yves Saint Laurent inspired by an abstract art painting by painter Piet Mondrian (1872-1944).

https://upload.wikimedia.org/wikipedia/commons/3/31/1965_Mondrian_dress_by_Yves_Saint-Laurent_et_Piet_Mondrian_%28Mus%C3%A9e_national_d%27art_moderne%2C_Paris%29.jpg



20th Century Clothing (1960s): Mini Dress, created by fashion designer Mary Quant (1969)



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HISTORY OF FASHION



<https://unt.edu.mk/sq/2021/05/06/unt-zhvilloi-ekspoziten-e-pare-te-modes/>



Sureja Qaili
exhibition in "Cifte Hamam", Skopje 2021
Modrian motive



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HISTORY OF FASHION



Youth Clothing in London (1960s) (Photo)

https://upload.wikimedia.org/wikipedia/commons/e/e6/Londons_Carnaby_Street%2C_1966.jpg

https://upload.wikimedia.org/wikipedia/commons/e/e3/Saint_Laurent_Rive_Gauche_%2B_Halston_pajama_sets.jpg



Clothing of the 20th century (1970s): (left) pajama suit by French designer Yves Saint Laurent (right) pajama suit by American designer Halston.



HISTORY OF FASHION

- ❖ For many centuries, clothes were handmade, woven on wooden looms, and sewn by hand. The entire process was a women's task, and it was an inherited tradition passed down from one generation to the next.
- ❖ The manufacture of clothes required a lot of effort, and the quantity of raw materials was limited. That's why production was small, and people took care to keep clothes in good condition and use them as much as possible. During the industrial revolution (late 18th-19th centuries), the invention of new machines and technologies transformed the way clothes were made, leading to mass production and significant changes in the textile industry.



HISTORY OF FASHION

- ❖ During the early stages of industrialization, the first textile factories emerged, which were responsible for the production of textiles. The 20th century saw the emergence of factories that produced ready-to-wear garments using advanced machinery.
- ❖ In recent decades, the fashion industry has witnessed significant growth, which has made it an important sector of the global economy. However, the fashion industry's mass production has led to numerous negative environmental impacts.



HISTORY OF FASHION

Exercise 1

1. Primary reason for clothing creation was -----
[a. human desire to protect themselves from the cold, b. body adornment, c. social status].
2. The art of weaving began in -----
[a. Paleolithic era b. Ancient Greece c. Neolithic era.
3. The ancient Greeks wore ----- clothes
[a. luxurious b. simple c. majestic]
4. The Doric veil was a dress made of -----
[a. linen b. cotton c. wool]
5. In the 20th century, clothes became more-----
[a. comfortable b. applied c. officially]



FASHION and CULTURE

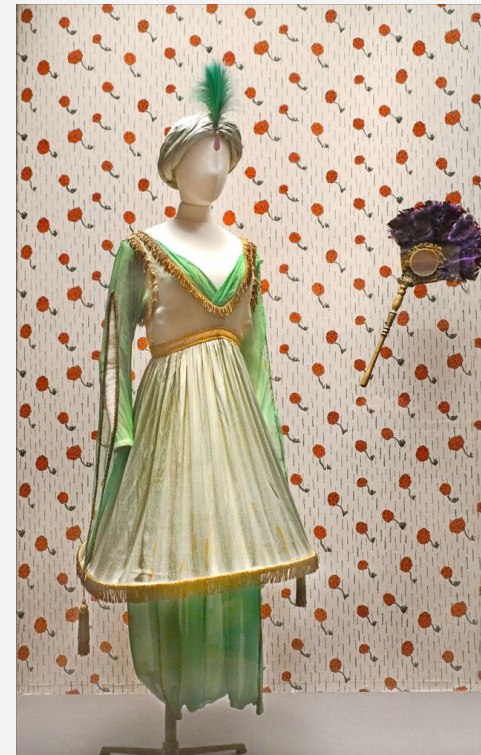
- ❖ Costume was always related with the artistic styles of every historic period. The relationship between costume and fine arts became closer since the 20th century, when appeared the fashion brands.



FASHION and CULTURE

- ❖ Pioneering designer Paul Poiret (1879-1944), who founded his own fashion house in 1904, was among the first to be inspired by the visual arts, and particularly from its contemporary Art Deco movement, as well as from other cultures such as Islam and the Far East. Poiret was the one who actually started the fruitful "dialogue" between fashion and art at the beginning of the 20th century, which goes on.

"Tenue Minaret" Outfit including a turban with a crescent, a tunic, harem-style bloomers, an underwear jumpsuit, a face-to-hand mirror, a pair of shoes.
Creation of Paul Poiret, fashion designer



[https://commons.wikimedia.org/wiki/File:%22Tenue_Minaret%22_de_Paul_Poiret_\(Petit_Palais,_Paris\).png](https://commons.wikimedia.org/wiki/File:%22Tenue_Minaret%22_de_Paul_Poiret_(Petit_Palais,_Paris).png)



FASHION and CULTURE

Elsa Schiaparelli

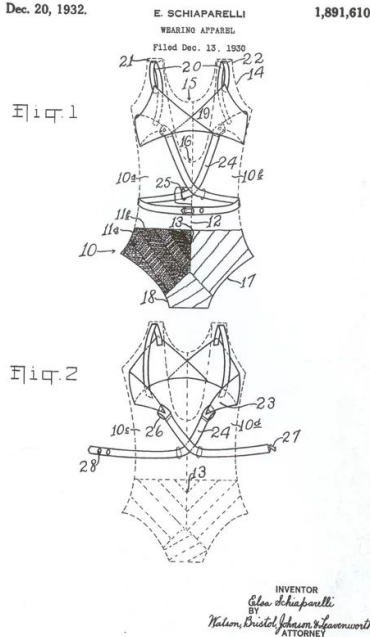
Other younger designers, such as Elsa Schiaparelli(1890-1973), followed the path drawn by Poiret, who flourished in the 1930s. Known as the Queen of Fashion, was the supreme innovator of dress design in the first half of the 20th century.

In the 1930's, she dressed all the A-list film stars, from Greta Garbo, Katharine Hepburn and Mae West, to royalty, most famously the Duchess of Windsor, Wallis Simpson.

She was the first to design a built-in bra for a bathing suit, to put jackets with evening gowns, and she loved embroidery, feathers, sequins, and whimsical buttons.

<https://www.npr.org/2014/10/11/35463672/3/schiaparelli-the-shocking-shadowed-life-of-a-fashion-icon>

Dec. 20, 1932. 1,891,610



"Schiap" in her beloved Paris house.

Courtesy of the Philadelphia Museum of Art



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FASHION and CULTURE

Elsa Schiaparelli

Schiaparelli collaborated with the surrealists of the 1930's: Jean Cocteau drew a face on the back of one gown. Alberto Giacometti was another influence. But her most famous collaboration was probably with Salvador Dali on the sexually suggestive Lobster Dress (1937)— a simple white silk dress with a crimson belt and lobster painted by Dali.

<https://www.npr.org/2014/10/11/354636723/schiaparelli-the-shocking-shadowed-life-of-a-fashion-icon>





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FASHION and CULTURE

Yves Saint-Laurent

Also, Yves Saint-Laurent (1936-2008) was closely associated with the spirit of modern art and was creatively inspired by the work of modern artists.

A particularly important moment is the "Mondrian Collection" (1965) by Yves Saint-Laurent, inspired by the paintings of the modernist painter Piet Mondrian (1872-1944).

The famous "Modrian" dress is characterized by the same geometric design and its strict form highlights the personality of the body.

https://commons.wikimedia.org/wiki/File:Mondrian_Dresses.jpg



Mondrian dresses at an expo in Guggenheim Bilbao



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 **COUTURE**

FASHION and CULTURE

When art meets fashion, creations are born that flirt between the boundaries of these two worlds. Examples are these five creations. Inspired by the world of art, designers and luxury brands have never hesitated to draw inspiration from the works of the greatest artists, some even going so far as to reproduce real works of art on textiles. Students have the opportunity to stylize or experiment with Mondrian's colors.



Albina Asllani
exhibition in MTU- Skopje
2024
Textile Art, Mondrian's motive



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FASHION and CULTURE

Yves Saint-Laurent

On the left, “the polychrome flower” by Fernand Léger, 1952, cement and painted plaster, National Museum of Modern Art, Paris

On the right, “Homage to Fernand Léger” dress by Yves Saint Laurent, Fall/winter 1981, Black velvet top, fault skirt embroidered with satin and taffeta applications
Yves Saint Laurent Museum, Paris

Works presented as part of the exhibition "Yves Saint Laurent in museums", National Museum of Modern Art, Center Pompidou, Paris



[https://commons.wikimedia.org/wiki/File:Yves_Saint_Laurent_et_Fernand_L%C3%A9ger_\(Mus%C3%A9e_national_d%27art_moderne,_Paris\)_-_Flickr_-_dalbera.jpg](https://commons.wikimedia.org/wiki/File:Yves_Saint_Laurent_et_Fernand_L%C3%A9ger_(Mus%C3%A9e_national_d%27art_moderne,_Paris)_-_Flickr_-_dalbera.jpg)

Yves Saint Laurent et Fernand Léger (Musée national d'art moderne, Paris)



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FASHION and CULTURE

Yves Saint-Laurent

Evening jacket, "Homage to Vincent van Gogh"
Yves Saint Laurent, Spring-Summer 1988 Sequins, beads,
bugles and ribbon embroidery by the Maison Lesage.

Musée Yves Saint Laurent, Paris

[https://commons.wikimedia.org/wiki/File:1988_Yves_Saint_Laurent_Jacket,_%22Homage_to_Vincent_van_Gogh%22_\(Mus%C3%A9e_Yves_Saint_Laurent,_Paris\).jpg](https://commons.wikimedia.org/wiki/File:1988_Yves_Saint_Laurent_Jacket,_%22Homage_to_Vincent_van_Gogh%22_(Mus%C3%A9e_Yves_Saint_Laurent,_Paris).jpg)





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FASHION and CULTURE

Alexander McQueen

The inspiration of fashion designers from styles and works of art is still undiminished to our days. Sources of inspiration for modern designers are so much older as well as newer art movements. In this context the fashion designer Alexander McQueen (1969-2010), who was often inspired by the work of the great painters, created clothing collections inspired by the Art movement Nouveau, but also from paintings by the American painter Jackson Pollock (1912 - 1956). He himself, in his last collection, looked for models in his art Middle Ages, in Byzantium, even in paintings by Hieronymus Bosch.



<https://www.russh.com/alexander-mcqueen-pre-fall-2020-collection/>



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FASHION and CULTURE

Alexander McQueen

but also from paintings by the American painter Jackson Pollock (1912 - 1956).

He himself, in his last collection, looked for models in his art Middle Ages, in Byzantium, even in paintings by Hieronymus Bosch.

<https://fashiontalksbysaki.design.blog/2020/05/06/most-iconic-show/>





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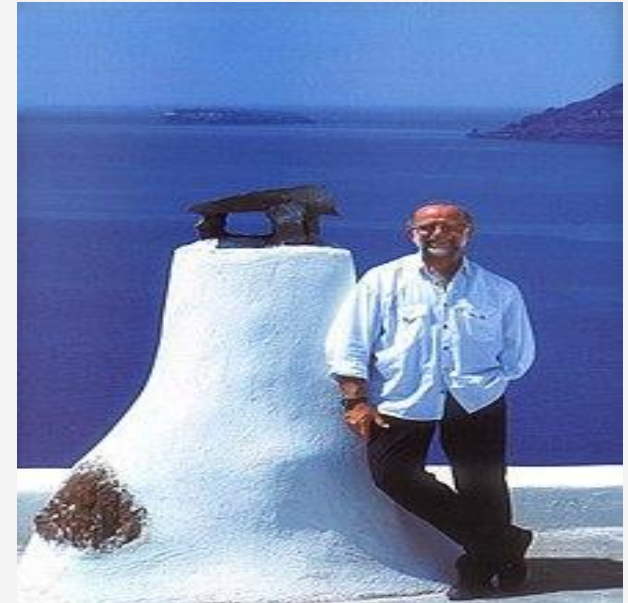
FASHION and CULTURE

Ioannis (Yannis) TSEKLENIS

Yannis Tseklenis is recognised today as the leading Greek fashion designer of the second half of the 20th century.

He is also considered to be the artist and businessman who introduced Greek fashion to the contemporary international fashion world.

Tseklenis' more important contribution lay in the way he drew inspiration from local, Greek or world cultural styles, which he developed for fashion in his textile patterns.



(Athens, November 6th, 1937-January
29th, 2020)



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FASHION and CULTURE

Ioannis (Yannis) TSEKLENIS

Furthermore, Tseklenis introduced theme fashion, by choosing specific themes for his fashion lines from different art periods, such as **Greek history and folk art (i.e. Aegean art, ancient Greek vases, Byzantine art, etc.)** and international art history (i.e. Russian art, African art, the Persian tapestries, etc.)...



Byzantine Manuscripts



Karagouna Dress



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FASHION and CULTURE

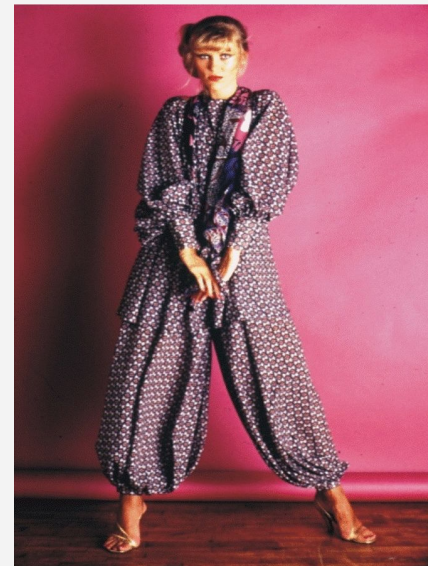
Ioannis (Yannis) TSEKLENIS



... as well as from
painters' works,
such as the
Impressionists
and **El Greco**.



El Greco Collection (1978)



"Impressionists" Collection by Tseklenis, 1971-72
Peloponnesian Folklore Foundation collection



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FASHION and CULTURE



Scarf @Collection
GAITIS



Gaitis Collection

- ❖ Other sources of inspiration included heraldry, insects, cartoons, Persian tapestries, the Unicorn tapestries, and paintings by the Impressionists, *Dominicos Theotokopoulos* (El Greco), *Henri Rousseau*, and *Yannis Gaitis*.



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FASHION and CULTURE



“Insects” by Tseklenis
(1972 @PFF collection)



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FASHION and CULTURE



Kaftans

www.pinterest.com



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FASHION and CULTURE



Hotels Start
and for Side or board



The Olympic Rings Inspiration

www.pinterest.com



FASHION and CULTURE

Assignment 2

- a. Choose a fashion designer of your country who has been inspired by art and culture and make a poster presenting her/his work

- b. Make an exhibition with all the posters at the end of the course



FASHION and Traditional Arts

Traditional arts means folk and traditional arts learned as part of the cultural life of a community whose members share a common ethnic heritage, language, religion, occupation, or geographic region.

These traditions are shaped by the aesthetics and values of a shared culture and are passed from generation to generation, most often within family and community, through observation, conversation, and practice.

<https://www.lawinsider.com/dictionary/traditional-arts>



FASHION and Traditional Arts

Fashion and traditional art forms have long been intertwined, with one often influencing the other in a dynamic and evolving relationship.

From intricate embroidery techniques seen on couture runways to the bold patterns and colors of indigenous textiles influencing contemporary designs, fashion has the unique ability to breathe new life into traditional art forms while also preserving their cultural significance.

<https://leaguelegacylore.com.in/fashions-connection-with-traditional-arts-and-crafts/>

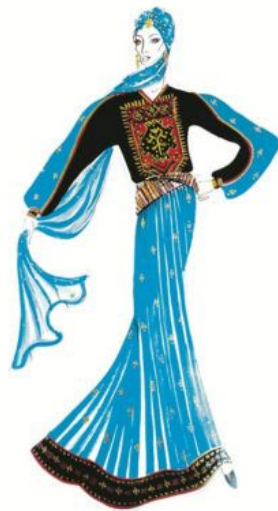


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FASHION and Traditional Arts

Giannis Galatis





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FASHION and Traditional Arts

Zeus+Dione



<https://zeusdione.com>



FASHION and Traditional Arts

Heritage

- ❖ Zeus+Dione draws on a *rich heritage of mythology and symbolism, transcending classical notions of style and design.*
- ❖ The brand is *named after the parents of the ancient Greek Goddess* of love, beauty, and eternal youth, and is characterized by a unique interpretation of *myth and tradition.*
- ❖ Each new collection is *influenced by various aspects of ancient culture*, with the *Greek letter Delta Δ* serving as a predominant undertone of the brand, alluding to spirituality, harmony, and creativity.
- ❖ Zeus+Dione's lifestyle *collections* are directly influenced *by minimal structures, geometry, and precision*, all of which are fundamental elements in classical Greek architecture and design. The inspiration drawn from *Doric elements* encompasses clean lines embellished with *intricate details and elegant patterns stemming from geometric shapes.*



FASHION and Traditional Arts

Innovation

- ❖ Zeus+Dione was created with a *focus on creativity, design, and culture*.
- ❖ It was born from a passion *to revive and redefine the local craft of artisans all over Greece*, producing pieces that go beyond tradition, offering exceptional quality and fashion.
- ❖ Each piece is *innovative yet classical, contemporary yet timeless*, conceptualizing a new lifestyle that appeals to those who seek something rare.

Craftmanship

- ❖ Each *custom-made textile* is woven, dyed, embroidered, and cut by expert artisans using *traditional techniques* with a contemporary edge.
- ❖ Zeus+Dione's *exclusive silk textiles* are *uniquely crafted* for the brand in Soufli, a town in the northeastern part of Greece with a long history of producing fine silk.
- ❖ *Silk shirts* are embroidered in Argos and Metsovo, while *dresses and skirts* are knitted by the craftswomen of the Cyclades and Attica.



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kapl2318



kapl9391

<https://zeusdione.com>





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Romanian and Moldovan "traditional blouse" ia

Ia are loose cotton blouses distinctive for their embroidered sleeves. Most ia feature a block of decoration on the shoulder, followed by a contrasting horizontal stripe, then decorative "rivers" that run down to the wrist.

The embroidered patterns each have a specific symbolic meaning, and different regions of Romania and Moldova have their own patterns. Colorful ia are traditionally worn by girls and unmarried young women to highlight their beauty, while wives wear subdued colors and patterns that emphasize dedication to the family.



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Romanian and Moldovan "traditional blouse" ia

In December 2022, UNESCO added the Romanian and Moldovan "traditional blouse with embroidery on the shoulder" to its list of intangible cultural heritage.

Romania's Queen Marie wears an ia blouse.

<https://www.rferl.org/a/ia-blouse-romanian-traditional-clothing-unesco-china-fakes/32237381.html>



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Anna Chapple (IFERR)

Workers produce ia blouses in
Manescu's Breza business

Romanian and Moldovan "traditional blouse"

ia

Anda Manescu quit her office job in Bucharest eight years ago to found her own business, making ia in her hometown of Breza



Anna Chapple (IFERR)

Anda Manescu works in her store in Breza, north of Bucharest.



ΧΑΡΟΚΟΠΕΙΟ ΠΑΝΕΠΙΣΤΗΝ
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Greek foustanella in Fashion

The foustanella, par excellence a Greek clothing symbol of bravery, arose historically from the common cotton shirt and later resulted in the type of pleated skirt as we know it today. It is said to be derived from the word “fustagno” which in Italian means cotton cloth - hence fustana, diminutive of fustanella!

It is a multi-pleated, white, cotton skirt, consisting of many rectangular triangular pieces of fabric, which are sewn together straight and diagonally and then folded in the middle, and the folds are 400, that is, as many as during the years of Turkish slavery. Its white color symbolizes the purity of national races.

Several pieces reminiscent of our traditional foustanella have appeared on the catwalks from time to time, i.e. short puffy white skirts and dresses with multiple pleats.



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Greek foustanella in Fashion



Isabel Marant



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Greek foustanella in Fashion



Christian Dior



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Greek foustanella in Fashion



Comme Des Garçons



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Greek foustanella in Fashion



Khaite Resort

Loewe





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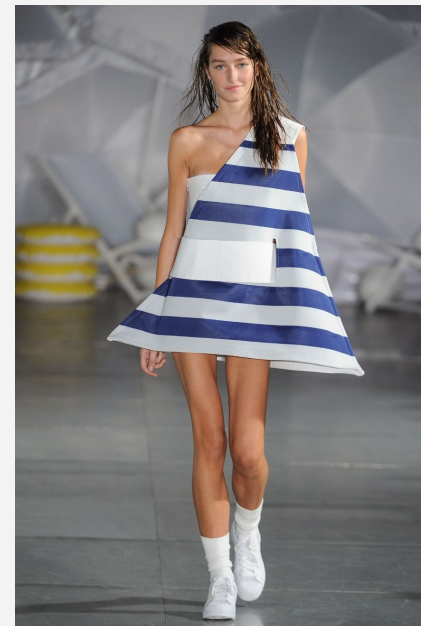


FASHION and Traditional Arts

Greek foustanella in Fashion



Jil Sander



Jacquemus

<https://www.instyle.gr/moda/7-fores-poy-ta-roycha-schediaston-mas-thymisan-tin-elliniki-foystanela/>



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FASHION and Traditional Arts

Argalios is a family house that creates handmade bags, envelopes and bags on the loom, with designs and technique that combine the Greek tradition with modern culture.

The source of inspiration was the Greek traditional designs from every corner of the place and he started to create original woven bags, envelopes and handbags, handmade from beginning to end, ideal for gifts for men and women.

All clutches are designed in Greece and handmade by Argalios. They combine traditional craftsmanship with innovative design, applying traditional weaving techniques to the loom and designs based on Greek motifs.



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<https://argalios.gr/>



FASHION and Traditional Arts

Tsiakiris Silk Industry

The Silk Tsiakiris nbsp; in your area since 1954 with genuine silk products plucked from Soufli tradition by constantly creating new ones. The oldest and largest business today silk species in Greece offers both its trading partners throughout Greece, and visitors of the stores of the largest series of silk.

It was for many years the main supplier of all the apparel business in Greece who create clothes of silk, all companies who made silken embroidery, and shops all over Greece who wanted to have silk types credible origin and quality.



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FASHION and Traditional Arts

Tsiakiris Silk Industry

Despite the crisis created in the sector in the 90s due to the massive importation of cheap items from China and India, but also the spread of artificial fibers such as rayon, the Company continued investment and new products, managed not only to keep but and developed. For some years it has extended to the retail area with shops "Silk", which are either owned, or franchise.

It consists of a silk weaving mill, the largest of which are 2-3 (all at Soufli), even by modern dyeing-finishing of silk fabrics and typovafeio.

In recent years, the only Greek textile company, passed and digital printing. Thus all the possibilities opened, offered by digital technology today: Endless colors, variety of design, continuous renewal.



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<http://www.tsiakiris.gr/>



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Assignment 3

- a. Carry out a case study about a person or a small industry or a group of people in your country who mix fashion with traditional arts in their work.
- b. Make a small presentation of your case study including:
 - photos
 - videos of their work in action
 - interviews of the people involved



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