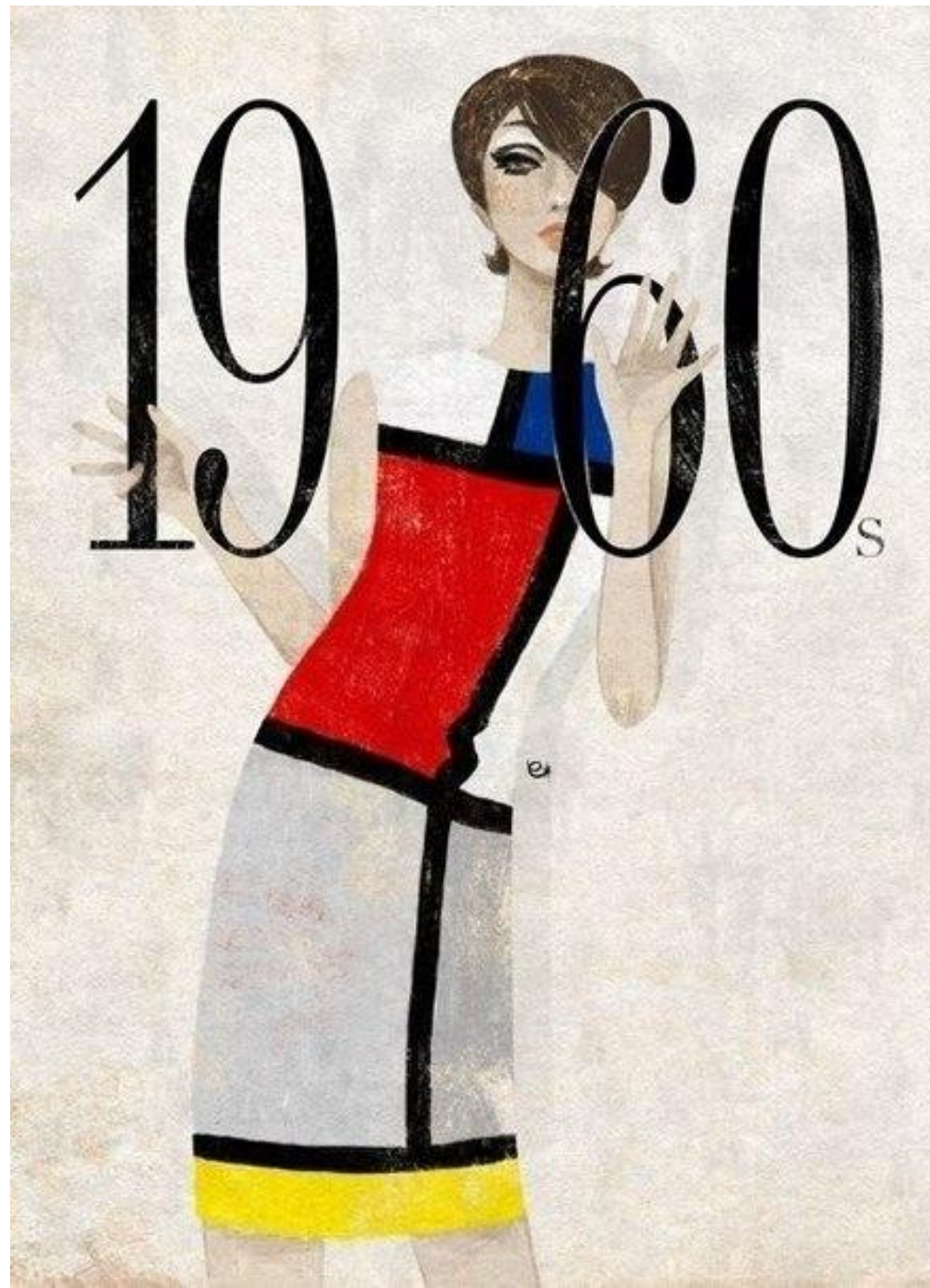


История моды XXV

2 часть

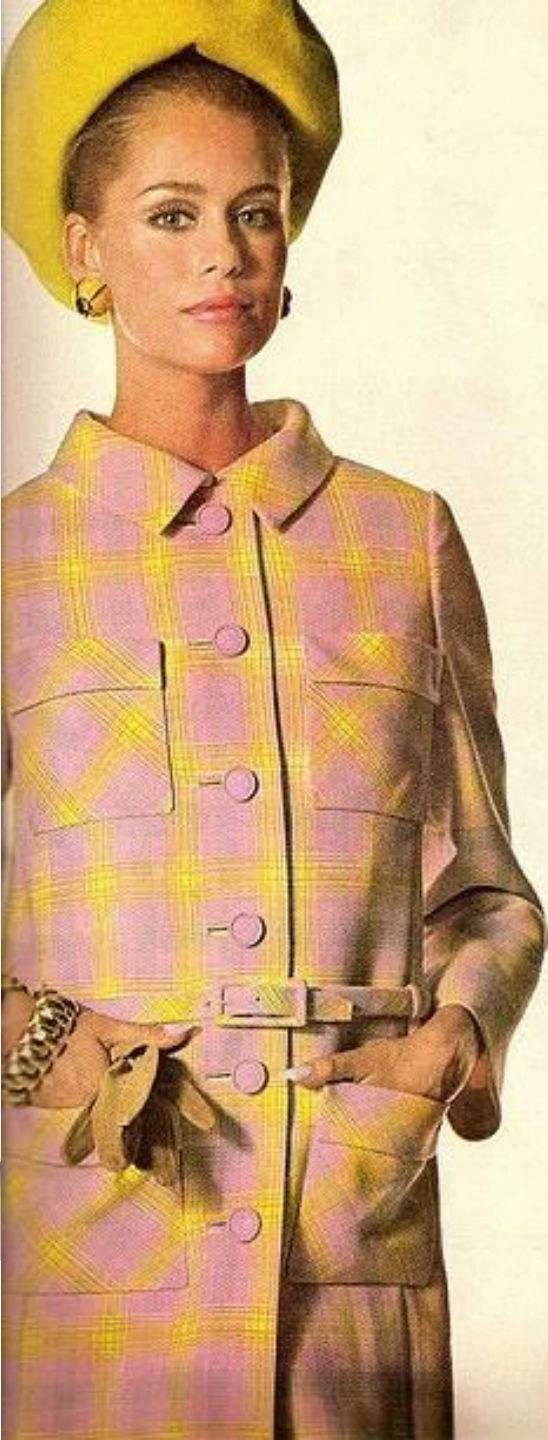
1960-е

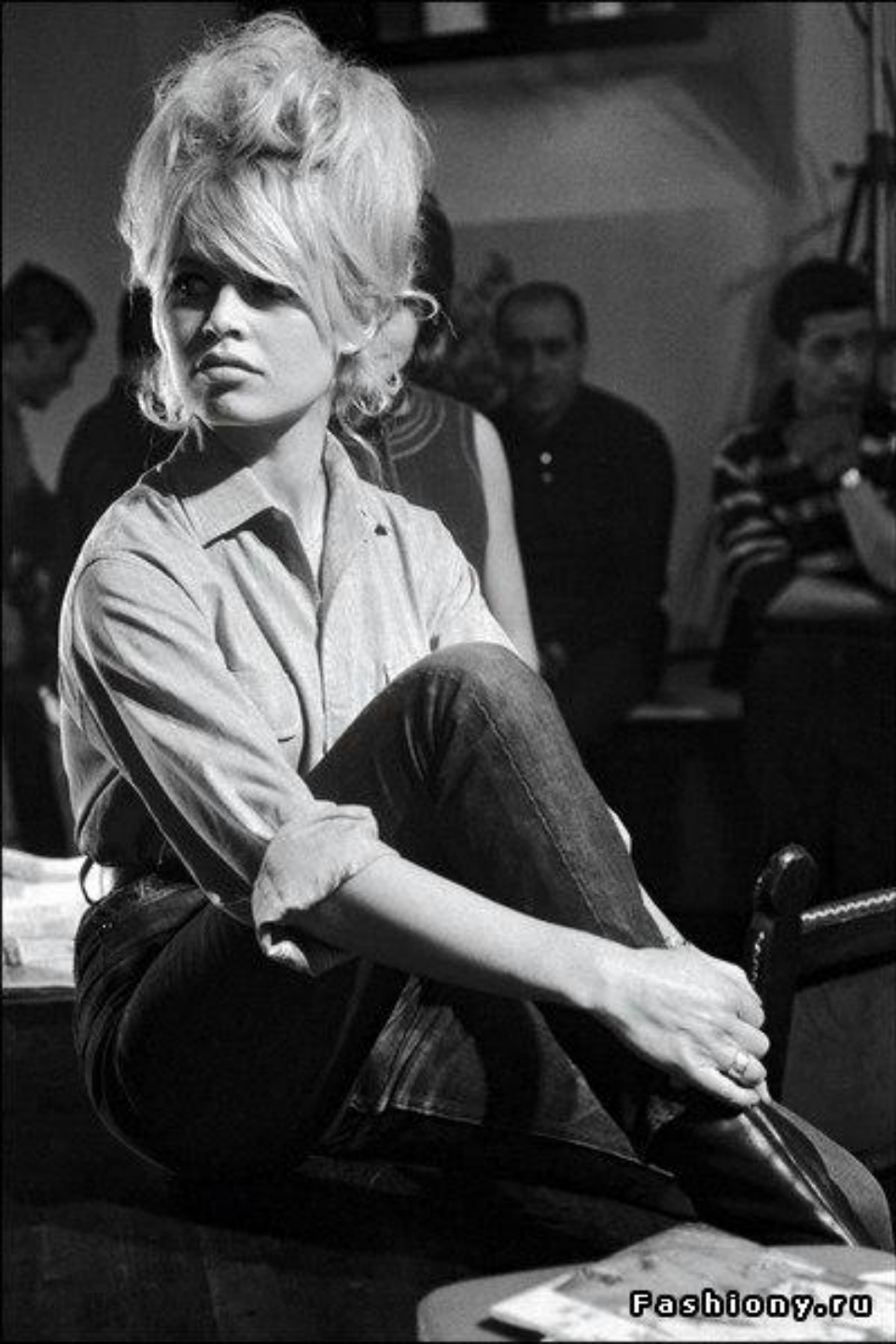
- Простые силуэты, яркие цвета, психоделические узоры, люрекс, блеск, серебро.
- Образ: юная хрупкая девушка с короткой стрижкой. В макияже акцент на глаза.
- Унисекс: трусы и сапоги гоу-гоу
- Хиппи и скинхэды
- Сексуальная революция



Модельер: Ив Сен







Fashiony.ru



Ив Сен Лоран

- моду на новую, повседневную элегантность
- мода на андрогинных моделей
- первым надел на женщину бушлат и комбинезон,
- изобрел прозрачные блузки.



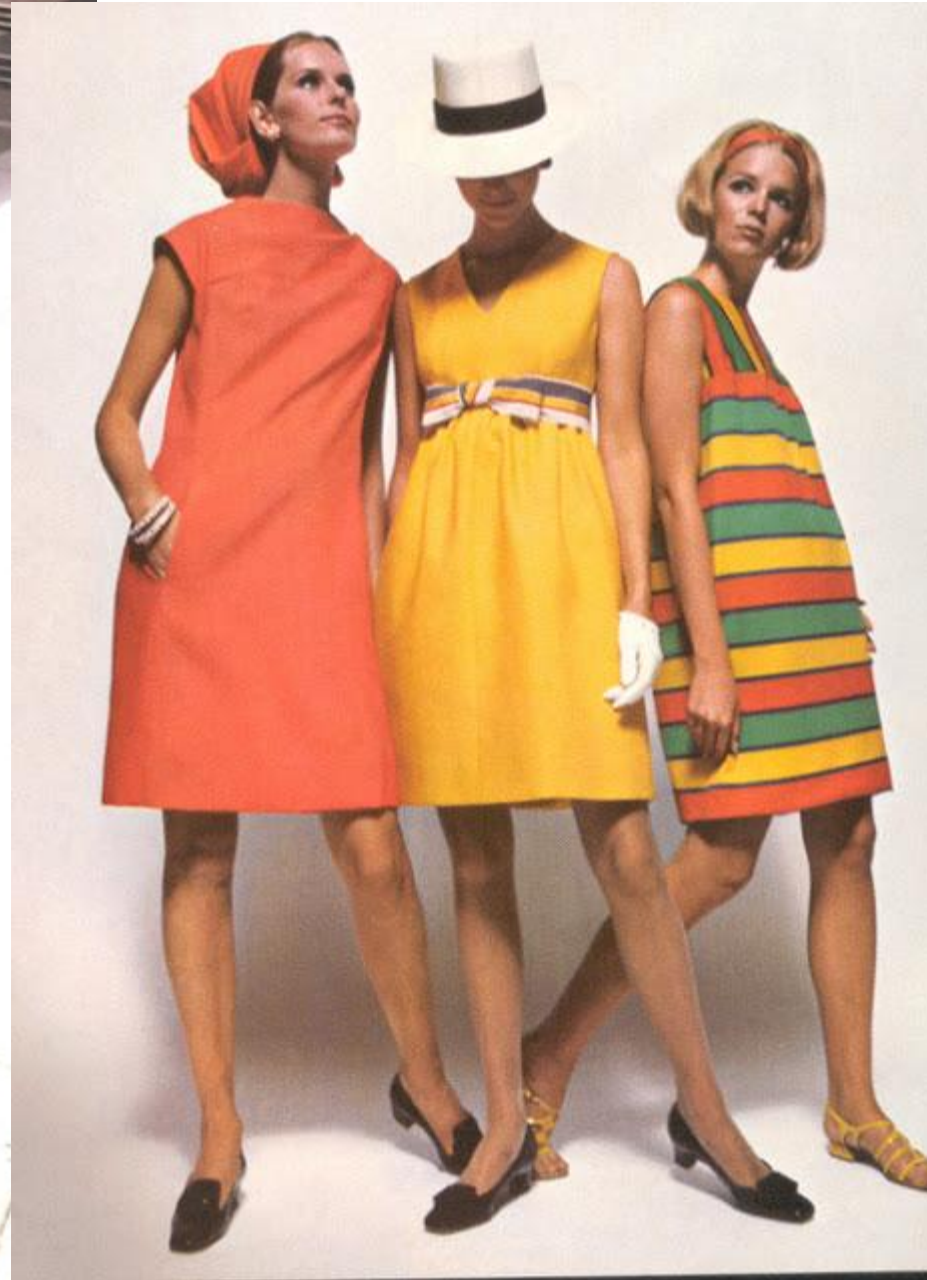




D
Also
in Petite
Sizes

E
Also
in Petite
Sizes

F
Also
in Petite
Sizes



Юбер Живанши

- отличные ткани
- простой крой
- платье карандаш
- квадратные вырезы
- отсутствие воротника





















Мэри Квант

«Хороший вкус - это смерть. Вульгарность —
ЖИЗНЬ».



Нью-Йорк,
Бродвей, 1965 г



THE PICK OF SKIRTS. With a wardrobe stocked with a team of skirts, you'll find yourself racking up fashion points on any occasion. Skirts are much more than understudies. They are active players towards the young fashion image. Pick classic skirts that dance with pleats, either all around or in clusters like kilts, decorated with tabs. Choose pantskirts, the great new stride-about contemporaries in honest-to-goodness versions or disguised with panels. Add the scooter (micro-mini) length. Such a multitude of skirt ideas challenge the imagination in fabrics. Use plaids, checks, and colorful solids, all with great team spirit to mix and match gaily with assorted tops.

8596: set of skirts to give you a choice for almost any occasion. All have yoke tops. One view has a pointed one with front inverted pleat. Another is a sassy side-pleated skirt with a kilt look. Pattern also includes a button-trimmed panel view. Misses' 8-18. 75¢.

8397: a wardrobe of skirts in two lengths, including a scooter pantskirt, a round-robin pleated view for plaids and a kicky kilt pleat with tabs, a great style for pastel plaids, the brilliant tartans. Pattern includes two other versions, too. Waist 23"-29". 75¢.

Left to right: Folker herringbone blend. Fabricators check, Golo shoes. Folker rayon, Prestige socks. Fabricators herringbone, Olaf Daughters shoes. Fabricators pastel plaid, Golo shoes.

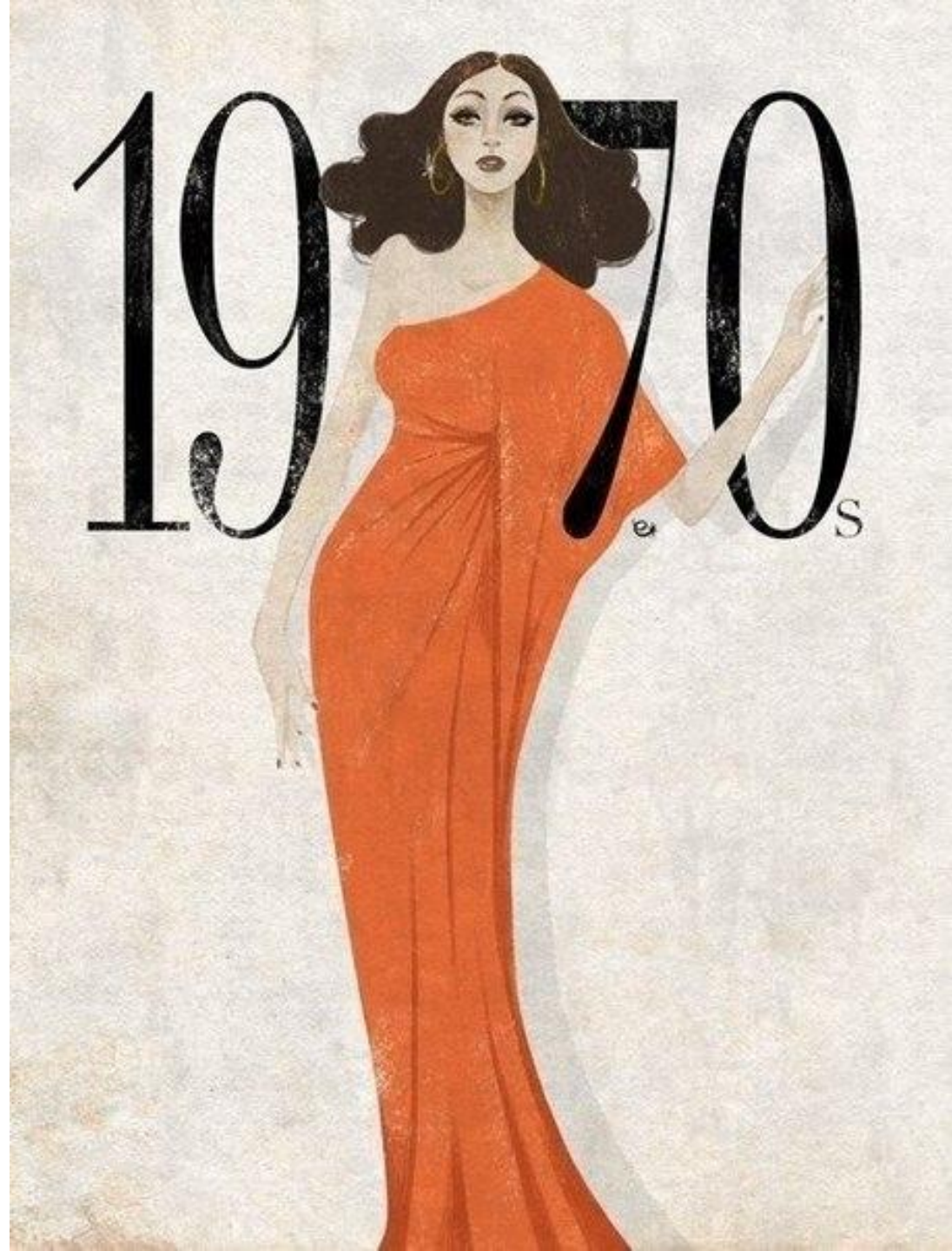


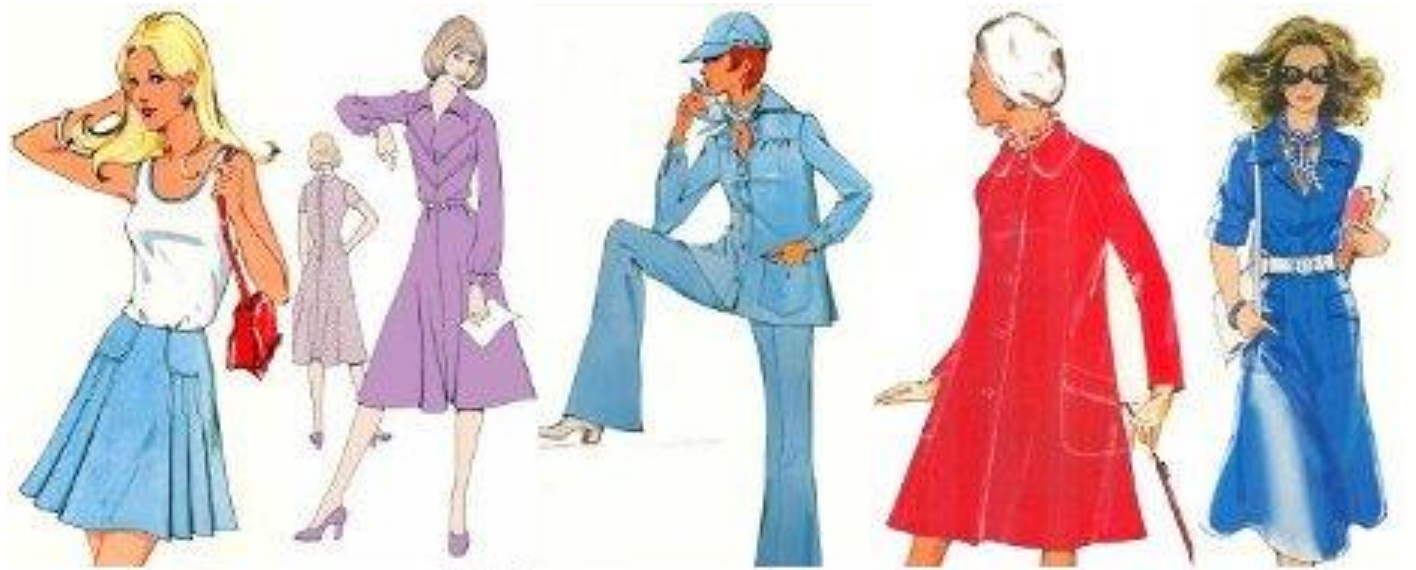




- «Бежевое десятилетие»,
междустилие.
- Я-десятилетие
 - Появление Casual
 - Стиль Диско
 - Клеш и платформа

- Образы:
 - естественная, свежая
 - девушка с дискотеки
 - панк-красота





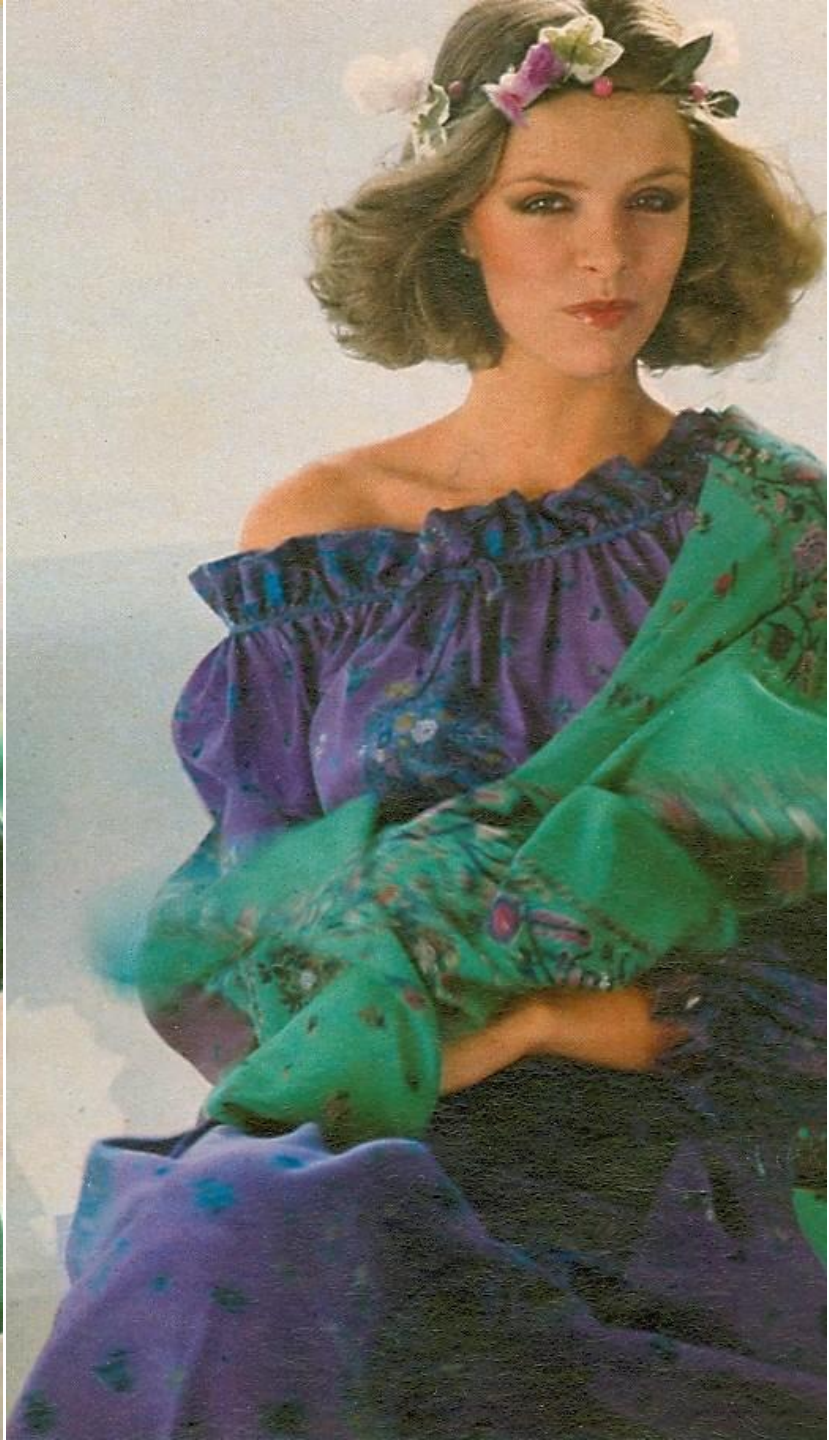
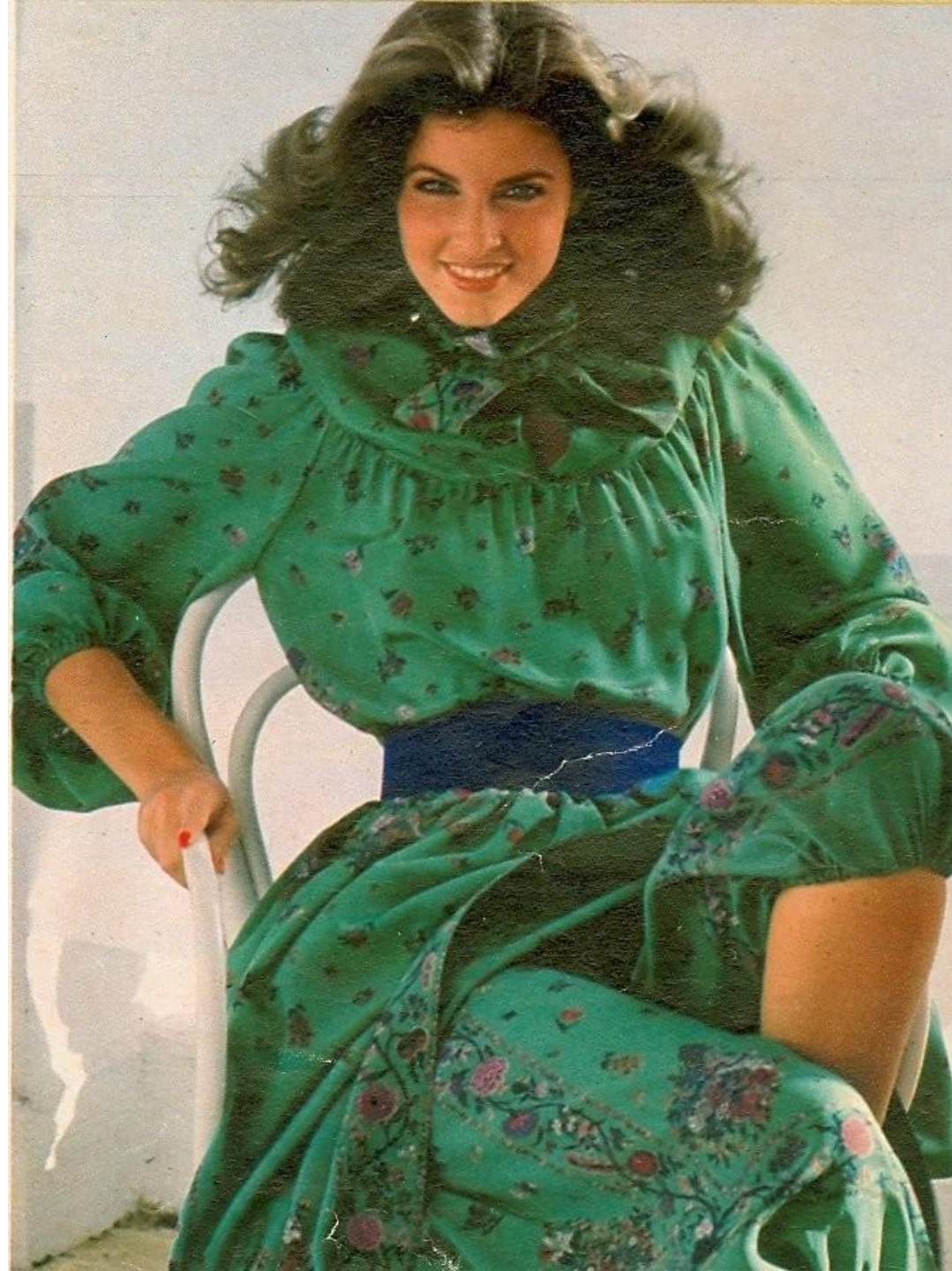


Internationale
Tendenzen

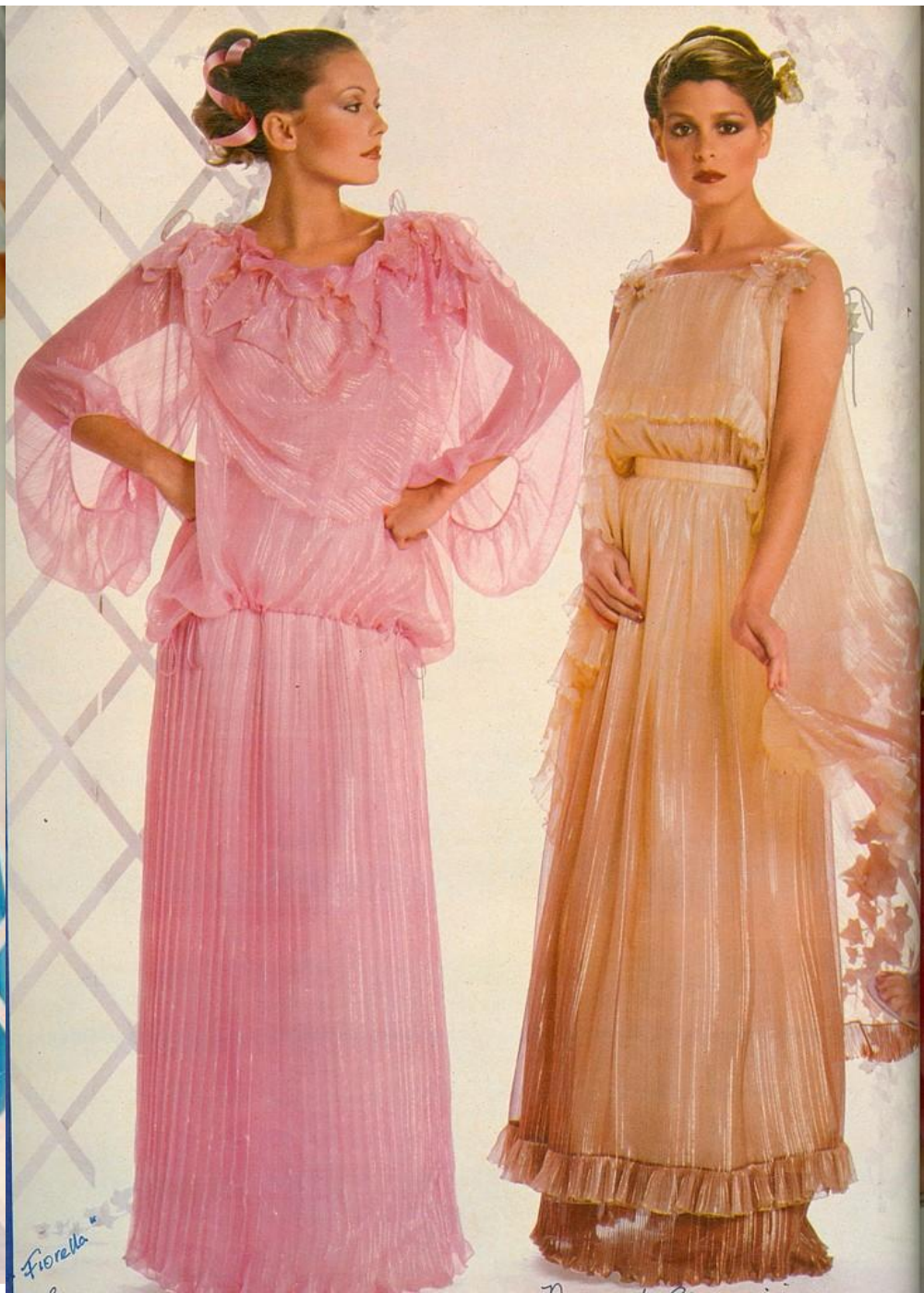


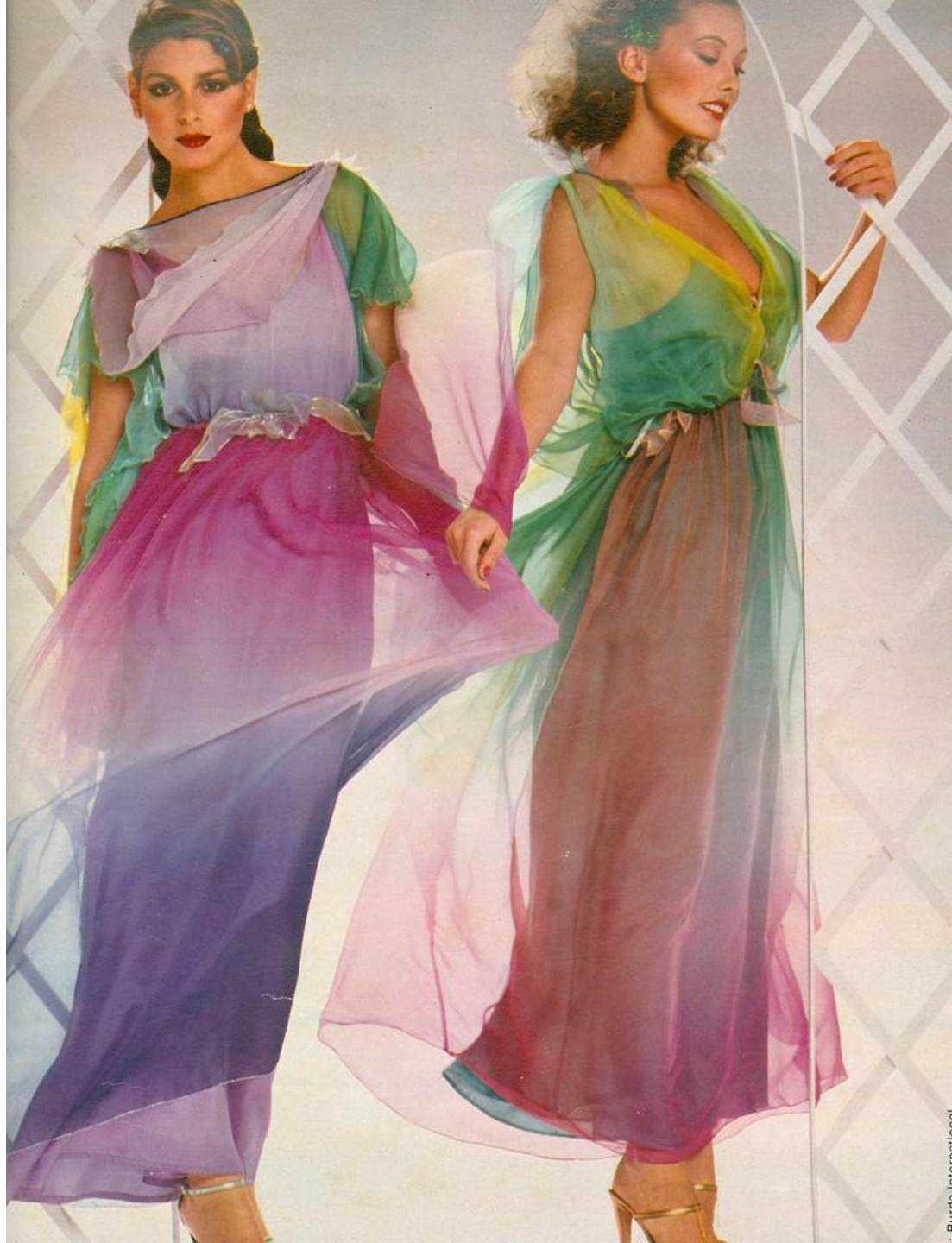
Jo But

Edgworth





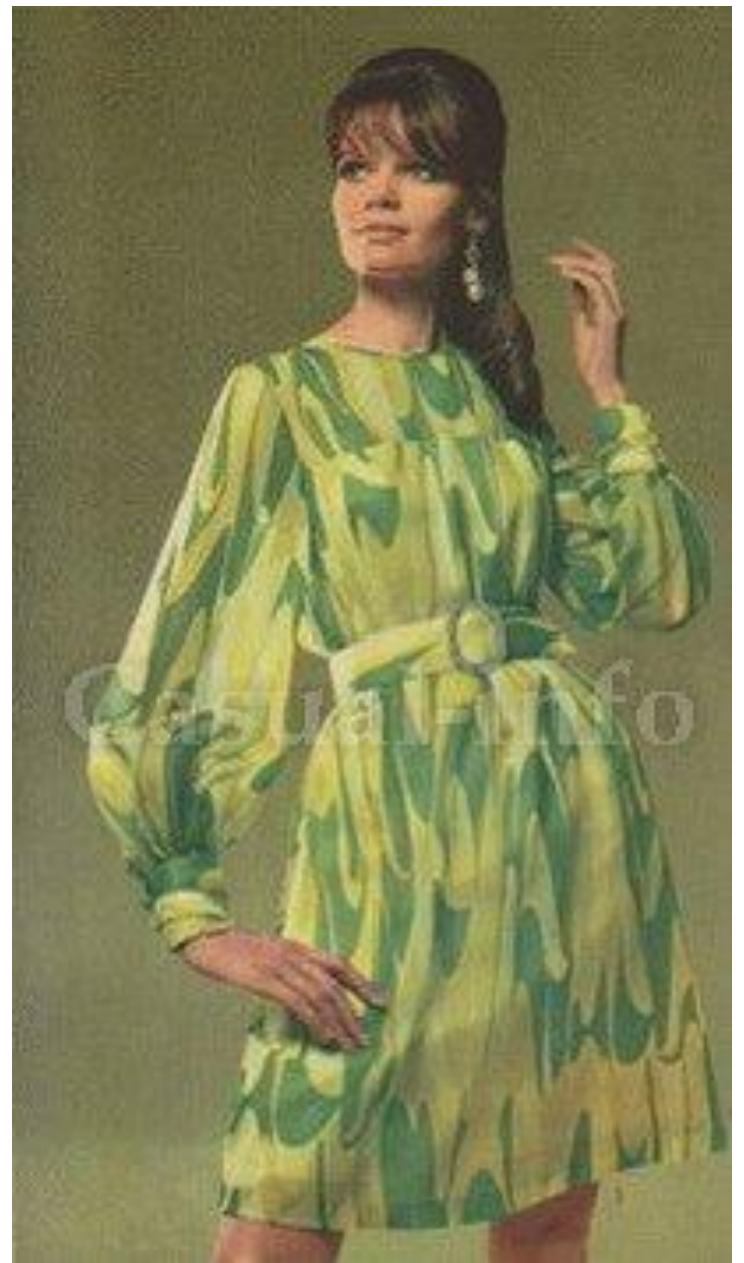




Burda International









Elégance boutique

Symboles de l'évasion des vacances, les couleurs fraîches et le blanc pur pour vivre dans une nature sans pollution! Pantalon de jersey et chandail côché, à manches courtes, ceinturé de blanc, portés en toute liberté sous un blazer à carreaux dans des tons acides et froids.

An impeccable pair of white trousers, a ribbed pullover, and rainbow-hued tartan blazer symbolize holiday living. "escape" to the sea, the sun, and fresh air. These jersey pants cut with wider legs, team up to a short-sleeved cotton sweater. The wildly wonderful blazer can be worn with many other basic outfits as well.

Trend-Setter der neuen Sommermode: der Saint-Tropez-Karoblazer! Er wurde von unseren Stilistinnen in Paris, New York und Rom als Top-Modell der neuen Elégance Boutique-Kollektion ausgewählt. Er wird getragen zu weißen Hosen und weißem Pulli... oder zu leichten Sommerkleidern... oder über Bikinis...



AU BUREAU
9 TO 5
BÜROMODE





3

La journée continue

Le matin tôt (pour ouvrir le courrier) et le tard pour que le patron signe le courrier à quitter le bureau, souvent la journée continue tous les jours de la semaine la même sérénité souriante... et le dosage de mode et de classicisme que le patron apprécie et que le cheff personnel supporte! Une bonne secrétaire une perfection humaine! Etes-vous dans bureau où le pantalon est autorisé? Nous en naissons quelques-uns ou ce n'est par le (sans parler de la mode du short qui est patres au large de ces bureaux rétrogrades!). d'une manière générale, le pantalon est apprécié dans le monde du secrétariat (finis bas qui filent sur un coin de bureau ou l'a d'un tiroir!). Et ce sera, cette saison, l'occasion porter les chemisiers stricts et les larges vates de la mode. Mais celles qui se préfèrent plus féminines, adopteront la robe-chemisier jupe plissée, portée avec un débardeur cache-

The Office Girls

More and more women are working every off to an office from choice or necessity. Trou are now as commonplace in the office as a t writer and a great way to thwart the male oglers. A long black jersey coat slips on over sandy beige shirt and the pants that reappear page 23. The grey flannel trousers from pag play up the grey-and-white striped shirt wit own matching wide cravat. Another shirt necktie combo come in the E.B. signature that are also shown on pages 5 and 12 with navy trousers from page 5. The flannel pants out with a forest-green round neck pullover a white shirt sporting the popular star pin you do vote for dresses in the office, ch unobtrusive styles as the shirt dress with ple skirt worn under a navy-blue debardeur. The "to fivers" know the value of good access a simple bag and belt; the gay striped s

Chic und funktionell

Allmählich entdecken es auch die Mär Intelligente Frauen sind sehr sexy. Sie h jenen unterkühlten Sex entwickelt, der M heute sehr verunsichert. Solche Frauen w ganz genau, daß Sex unter anderem auch mit Mode zu tun hat. Sie planen daher ihre der nach zwei Gesichtspunkten. Erstens mü sie ihrem emanzipierten Typ entsprechen zweitens müssen sie natürlich funktionell. Zu diesen Frauen paßt unsere Serie „Büromc Sie tragen zum Beispiel einen legeren k wertigen Jerseymantel, der praktisch zu paßt. Sie tragen Hosen in allen Variationen Leinen, Jersey oder Flanell – mit strengen wattenblusen und Pullis. Sie tragen Herdbü kleider mit knappen Gilets und geben viel für anspruchsvolle Accessoires aus. Sie ke das „Spiel „Variieren mit Accessoires“ bis Perfektion. Denn sie haben nur wenig Zei müssen abends oft im gleichen Dress ausg in dem sie morgens zum Diktat erschienen

Modèles: Elegance Boutique, p. 50 et pages d'informa
Buying references see page 50 and information p
Modèles: Elegance Boutique, Seite 50 und Einlagen
Photos: Pacdon (4), Scheibe (2) - Coiffures: Ethic
Les lunettes de Givenchy, en vente chez les opt



1



24

Les juniors au bureau

L'école de secrétariat dure deux ans - et l'on n'est pas encore bien vieille à la sortie. La garde-robe junior peut aller au bureau, et personne ne se sentira déguisée, en robe ou jupe ecossaise plissées, ou en pantalon. La mode des chemisiers et des chandails se retrouve ici en pleine action, et les couleurs vives mettent de la gaieté dans un bureau moderne, tout blanc. Photos 1 et 2, la même jupe ecossaise rouge et blanche, portée avec des cardigans bleu marine ou blanc, en coton mercerisé. Photo 3, c'est le pantalon de jersey rouge (que vous avez tant vu sur les photos de vacances, page 5 et 41) et le cardigan de cachemire rouge, une vraie folie, mais irrésistible pour un budget de débutante. Attention! le sac posé sur le bureau est une vraie merveille d'organisation pour une secrétaire, débutante ou non: il est spacieux et bien distribué, et porte à l'arrière une poche spéciale où ranger un petit carnet de notes. Photos prises dans les bureaux proposés par «Design» et «Meubles et Fonctions».

Don't Jilt The Kilt

A classic kilt skirt will find a niche in every wardrobe; perfect for all the shirts and sweaters you have collected to wear with pants. The gay red-and-white tartan at the left worn with either a navy or white cardigan is entirely pleated all around, while the sheer wool kilt at the right has a straight front panel contrasting the overlaid pleats at each side. Tartan keeps to the straight and narrow in the shirt dress at the far right; as trim as the ultra-modern desk from "Meubles et Fonction". The red trousers from page 5 and the cardigan from page 12 team up to a graphic-art shirt; bold squiggles printed over line checks. The handbag posed on the desk could prove to be the best friend any secretary ever had; a roomy satchel with a special compartment at the back designed to hold papers; a notebook, passport, and what have you. The red pouch in photo 3 also has a separate compartment on the outside.

Chic und selbstbewußt

Intelligente Frauen sind sehr selbstbewußt. Sie haben aber längst erkannt, daß sie ihr Selbstbewußtsein nicht nur ihrem Wissen, sondern auch ihrer Erscheinung verdanken. Sie wissen daher sehr genau, wie wichtig Frisur, Make-up und Kleider sind. Zu solchen Frauen paßt unsere Serie „Büromode“. Sie tragen sportliche Faltenröcke mit schicken Baumwolljacken wie in den Fotos 1 und 2 oder leichte Karofaltenröcke mit Polobluse und Gilet wie im Foto 5. Sie tragen gutsitzende Jerseyhosen mit frischen Impré-mé-blusen und lässigen Cashmerejacken. Vor allem haben sie für heiße Sommertage mindestens ein unempfindliches Baumwollkleidchen, in dem sie abends noch genauso gepflegt wie morgens aussehen. Was Sie sonst noch ins Büro anziehen können, finden Sie auch in den anderen Serien der Elegance-Boutique-Kollektion. Jede Serie der Kollektion ist so gestaltet, daß die Modelle vielseitig kombiniert werden und Sie Ihre Garderobe nach Ihrem Geschmack und Budget planen können.

Modèles: Elegance Boutique, p. 50 et pages d'informa
Buying references see page 50 and information pages
Modèles: Elegance Boutique, Seite 50 und Einlagen
Photos: Pacdon et Scheibe - Manire: Baume et Mercier -
Chaussures: Jourdan et Pancaldi - Lunettes: Givenchy



4



4



5



9581



8508

8455

PICK JUMPSUITS

The fashion for jumpsuits observes no time barriers. Make sleek, easy ones for all your daytime do's. More elaborate jumpsuits, in bright prints, knits, or those with fluttery trims prove to be hostesses de luxe.

8508: V-neck jumpsuit plus shirt sleeve blouse. Misses' 8-16. \$1.00. Designer Pattern.

8455: front-zippered jumpsuit in two lengths. Also, front-wrap mini-skirt. Misses' 8-16. 85¢.

8506: fringe-trimmed jumpsuit. Bolero included. Miss Petite 8mp-16mp. Misses' 10-18. 85¢.

8654: sleeveless jumpsuit. We used 60" fabric. Also jacket, wrap skirt. Misses' 8-16. \$1.00. A. E. Nathan piqué, dotted swiss, Wesco print. Dan River leopard terry. Rit-dyed fringe by Streamline. Scottex polyester knit.



8506

8654



CAPRICORN

(December 22—January 19)

Yours is the sign of the Goat, something you rarely are. Sober, reflective, you're not likely to be part of practical jokes—more on the droll side. Try livening up the scene with brighter colors, madder mixes. Get away from conservative solid fabrics, try new prints and plaids. Surprise yourself by going out-and-out feminine in a pretty dress.

8403: plaid suit with coat and A-line skirt. Also pants pattern with detachable bib. Misses' 8-16. 85¢. Plaid, Arthur Zeller. Earl-Glo Milium satin lining. La Mode buttons.



8403



AQUARIUS

(January 20—February 18)

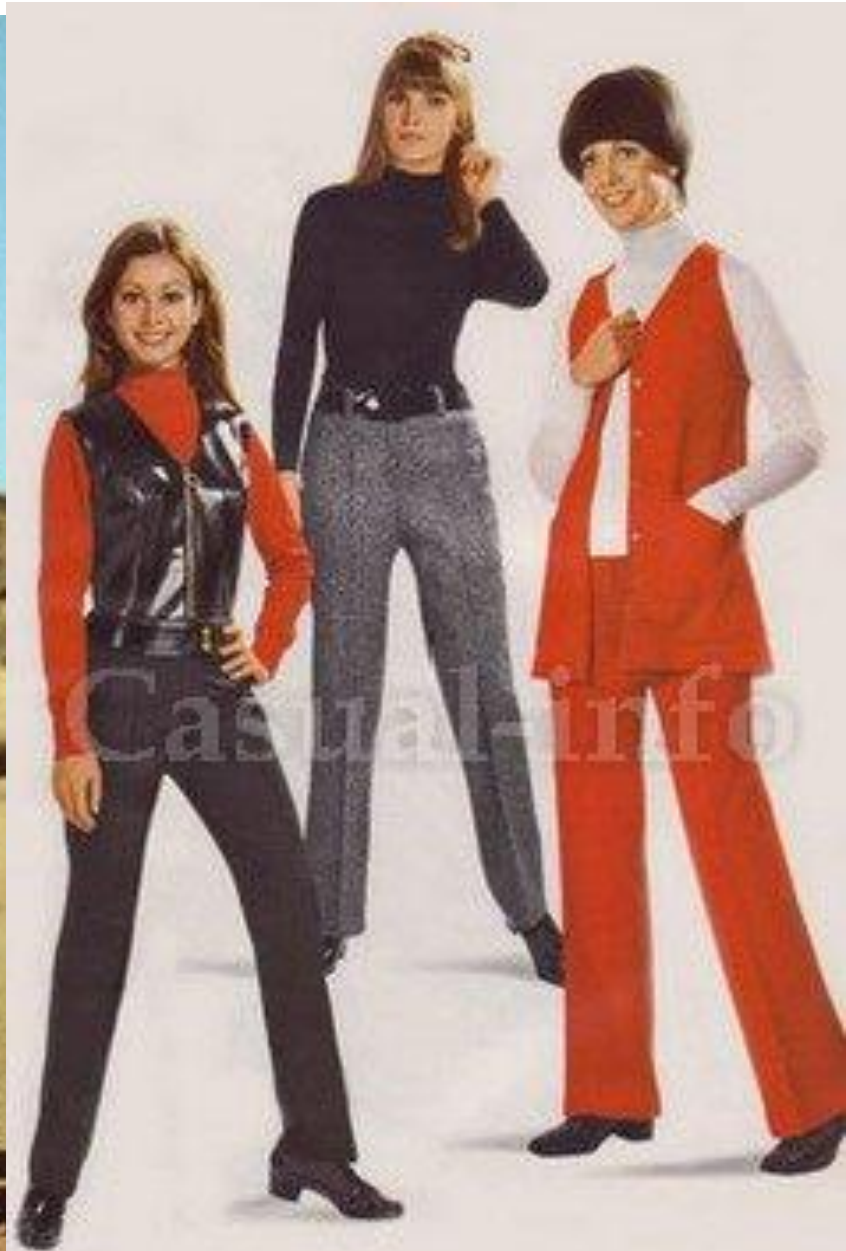
Gregarious, outgoing, you prefer wit to glamour, are impatient with clods. You are mercurial about clothes, see-sawing from establishment to far-out from day to day.



To please both sides of your nature, choose clothes that are versatile in "true" colors with a long life span. Play up the love of diversity with accessories.

8392: jumper or coatdress with ascot dress. Back belt. Misses' 8-16. \$1.00. Designer Fashion. Anglo wool gabardine. Crown acetate print. Buttons by Lansing. Backviews. Page 182.

8392



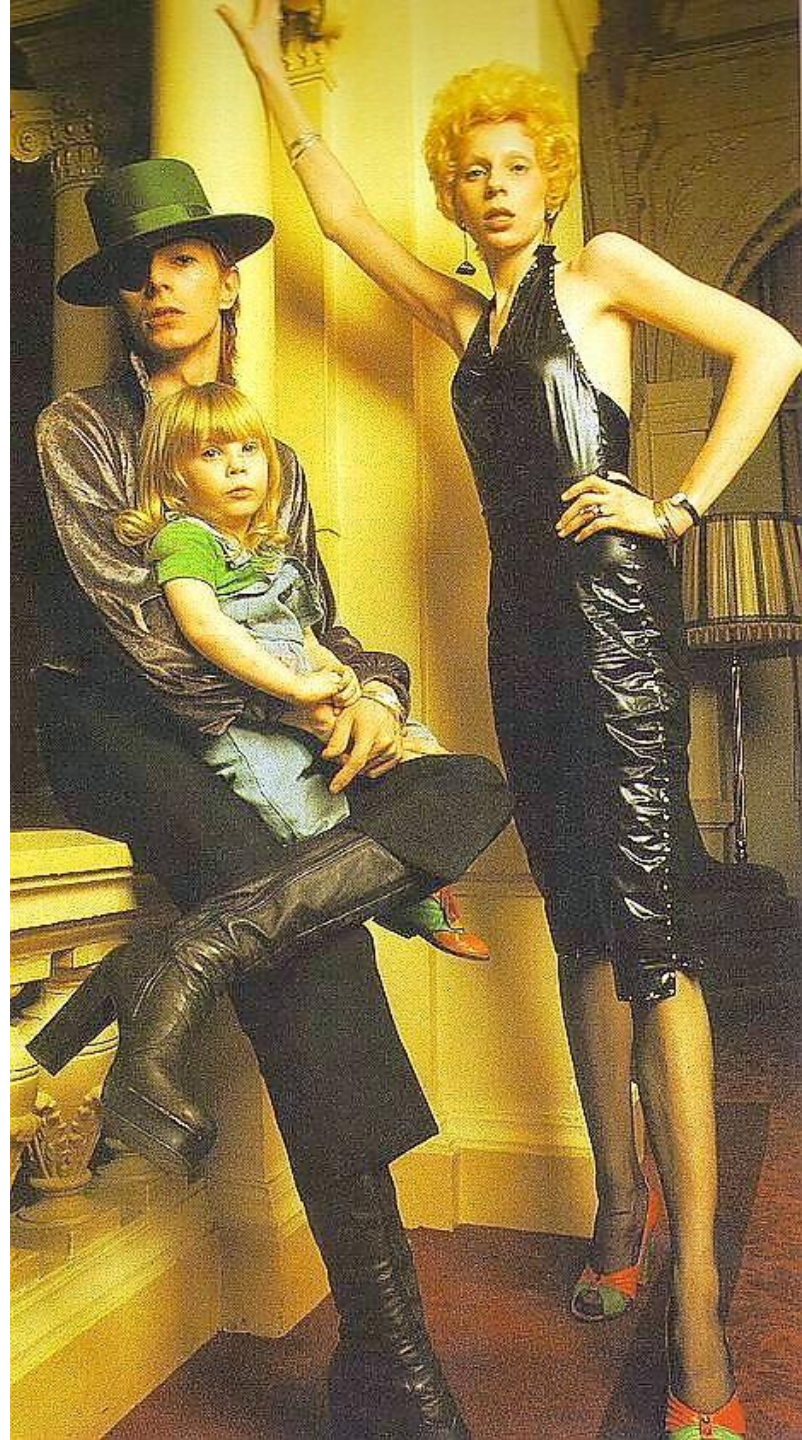
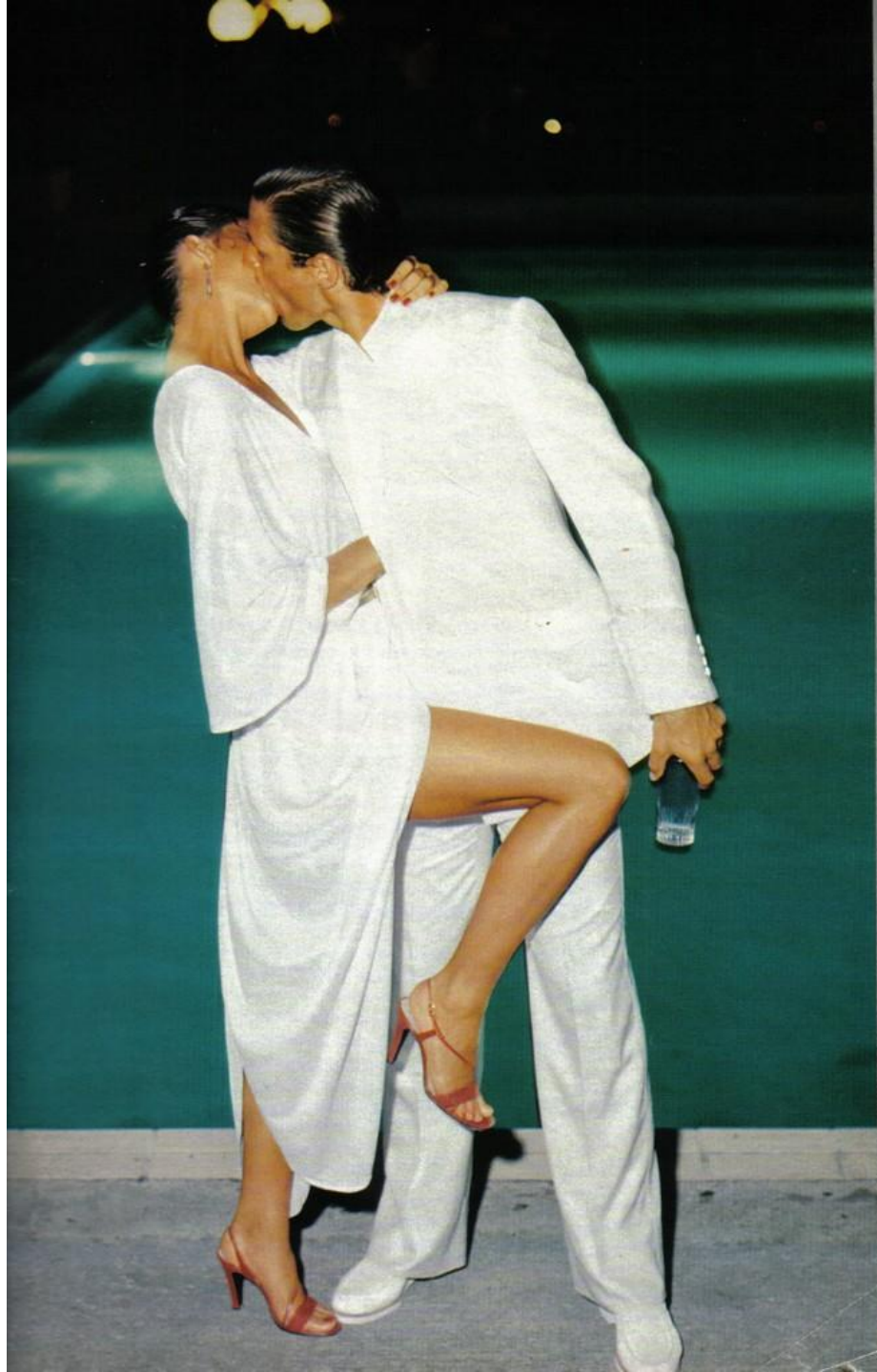




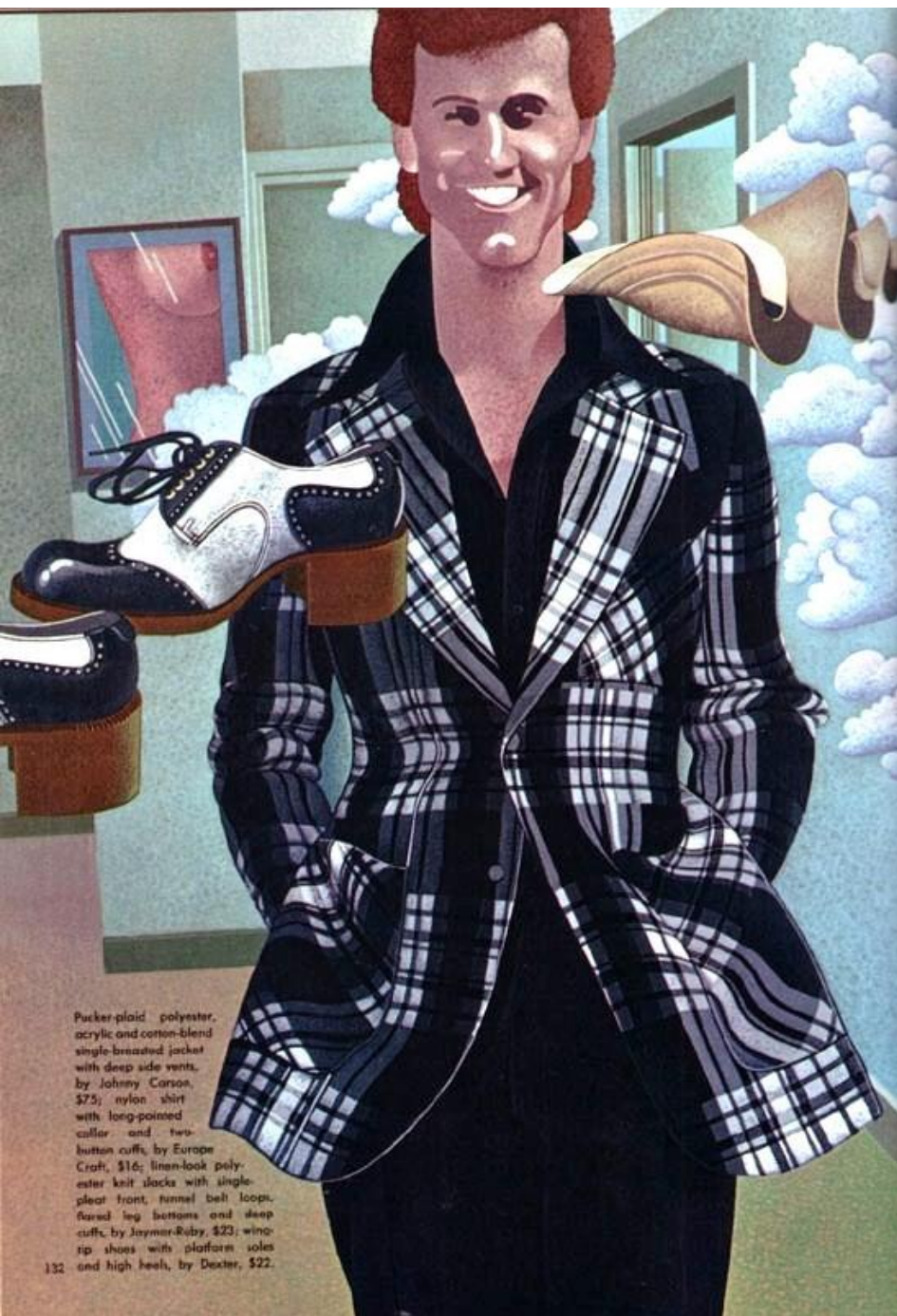












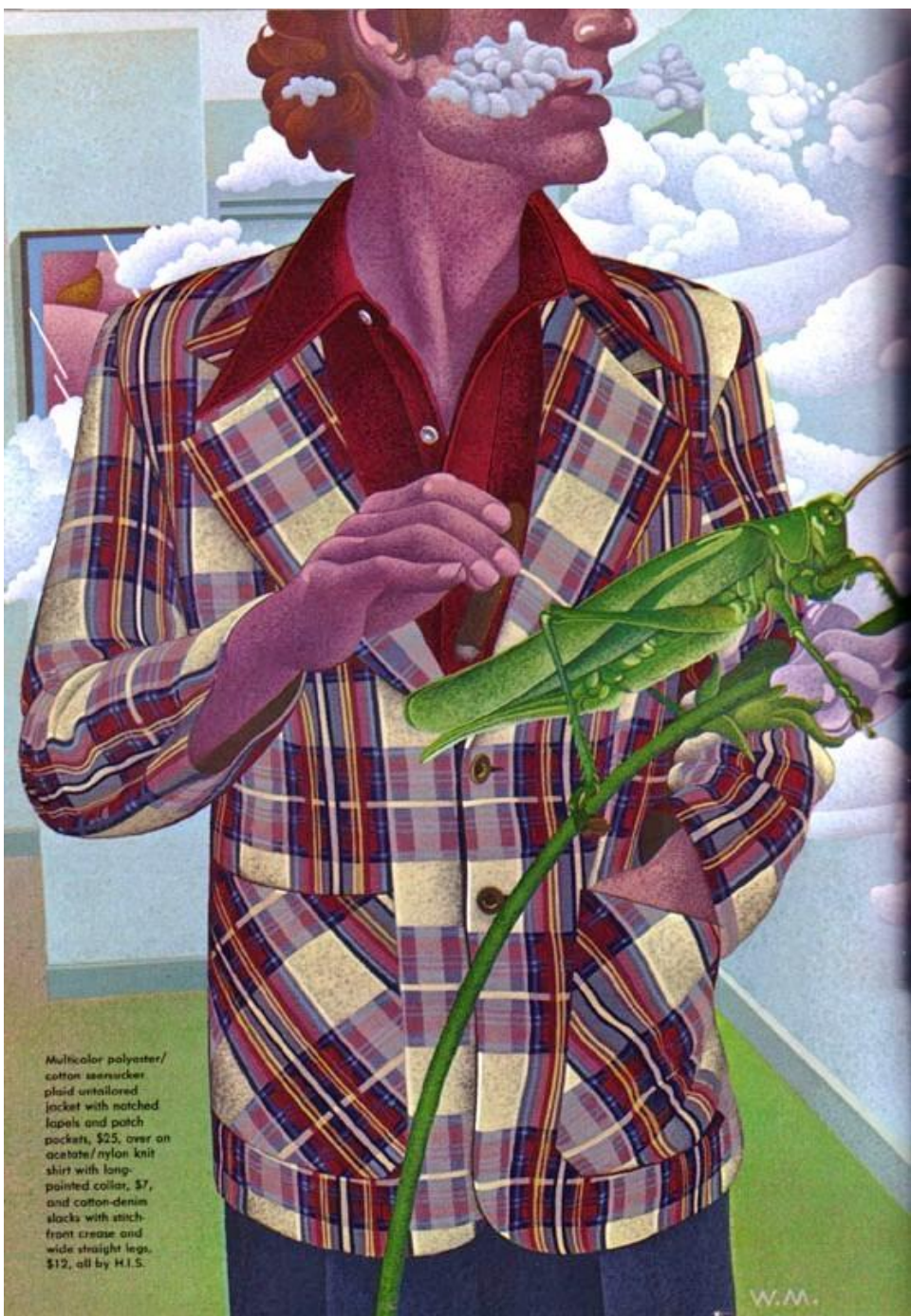
Pucker-plaid polyester, acrylic and cotton-blend single-breasted jacket with deep side vents, by Johnny Carson, \$75; nylon shirt with long-pointed collar and two-button cuffs, by Europe Craft, \$16; linen-look polyester knit slacks with single-pleat front, tunnel belt loops, flared leg bottoms and deep cuffs, by Jaymar-Ruby, \$23; wingtip shoes with platform soles and high heels, by Dexter, \$22.



Above: Kodel/cotton untailored jacket with clover-leaf lapels, elasticized waist and shovel pockets, by Pineapple, \$27; dotted acrylic knit vest, by Impulse, \$11; multicolor raised plaid on natural Indian cotton gauze shirt with long-pointed collar and barrel cuffs, by Gant, \$16; multicolor striped cotton/linen slacks with narrow belt loops, slash pockets and wide straight legs, by A. Smith, \$14; and tittone patent-leather lace-up shoes with covered platform soles and heels, by Italia Bootwear, about \$36.
 Right: Cotton-chambray untailored suit with clover-leaf lapels, patch pockets and contrast stitching, by Peters Sportwear, \$37.50; multicolor rainbow-and-cloud-print polished Avril/cotton shirt, by Van Heusen Gear, \$10; linen raised-plaid bow tie, by Seidler-Feuerman, \$8.50; and a narrow braided suede belt, by Paris, \$6.



Front: Cotton/polyester brushed-twill slip-front jacket, \$23, and matching slacks, \$12, both by Lundlubber; plus a multicolor hibiscus-print short-sleeve rayon shirt, by Michael Milano / Peter Suckler, \$12, and kid-leather lace-up shoes with triple soles and stacked heels, by Italia Bootwear, about \$30.
 Rear: Denim slip-front jacket, by Peters Sportswear, \$18; cotton rib-knit turtle-neck, by Puritan Sportswear, \$15; and plaid brushed-cotton slacks, by Buccomeer, \$15.



Multicolor polyester/cotton seersucker plaid untailored jacket with notched lapels and patch pockets, \$25, over an acetate/nylon knit shirt with long-pointed collar, \$7, and cotton-denim slacks with stitch-front crease and wide straight legs, \$12, all by H.I.S.



attire **By ROBERT**

*the definitive sta
on coming tre
in warm-weather w*

PLAYBOY SPRING & SUMMER FASHION FORECAST

NOW THAT THE MERCURY is up the thermometer and c is almost out the door, it's again turned our attention cating the male-fashion t coming six months. The m we foresee, will be shap with wide lapels and deep a look in which you may i fidence, as it is now firmly a contemporary classic. Let you're going to be typed, w that there will still be pl tunity for you to express uality by picking and (the multiplicity of new ments and interesting col —particularly plaids—that available. *(text conclude*

Left: Linen and woo plaid suit with pleatec by Polo, \$210; emboss shirt, by Bert Pulitze polka-dot silk foulard fi \$17.50; and leather-and- by Brass Boot / Nunn-B

Right: Dotted co single-breasted suit peaked lapels, by Pier \$110; polyester-and-cott weave shirt, by Gant, \$ medallion-patterned tie, by Prince Conso

PHOTOGRAPHED BY JOEL
PRODUCED BY WALTER

T PARTY

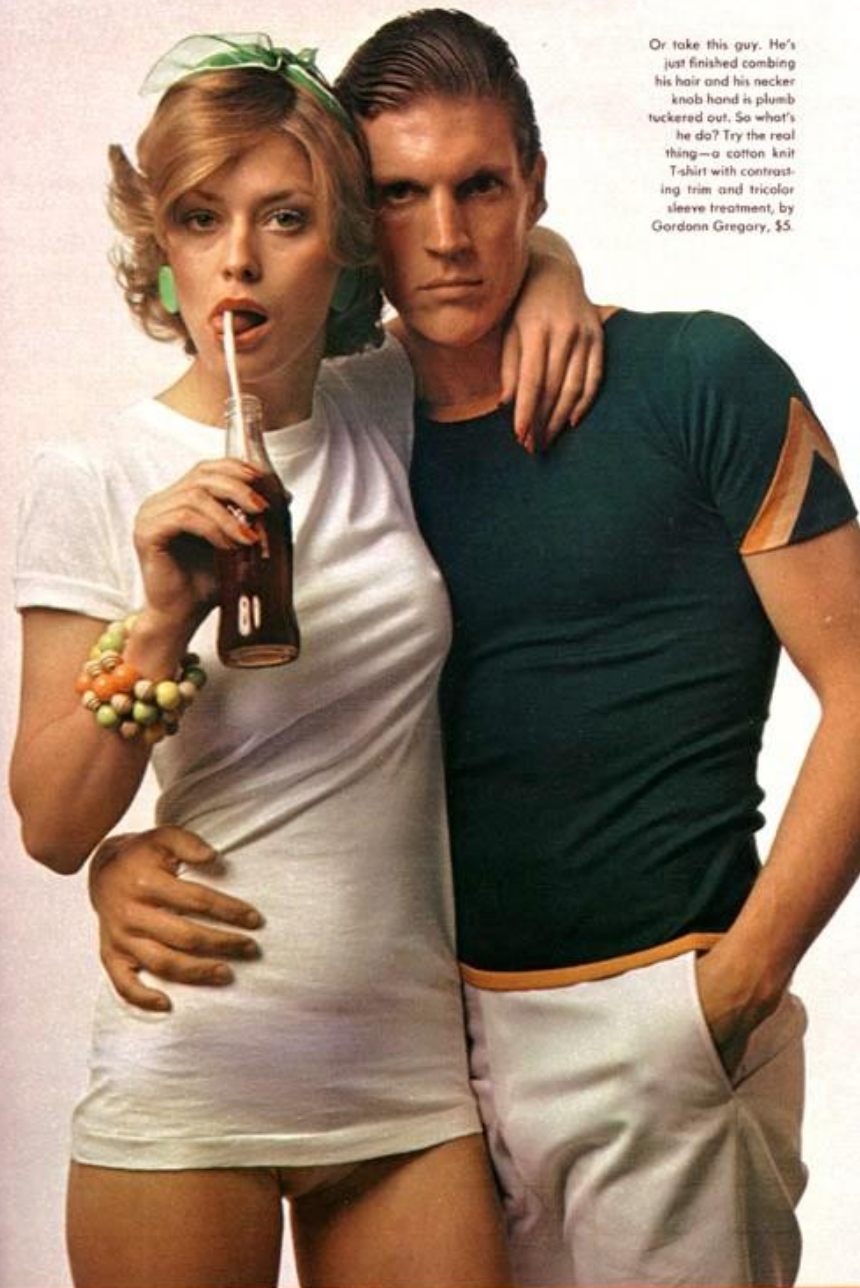
good news, all you secret stanley kowalskis—the t-shirt's back on top

attire **BY ROBERT L. GREEN**

Like, if God had meant for us to wear dinner jackets all the time, He wouldn't have created T-shirts, right? It's one thing if you're invited to the Presidential Inauguration or a heavy opening night at the Met, but when time's to be killed by the gum-ball machine—well, that calls for real class. Besides, who wants to boogie in opera pumps? Another T-rific thing about T-shirts is that they're basically nonproductive. You just pull one on and stand there, cool as you please. Because when you're into a body-hugger, you're into a whole different scene. Like the lad at right, who's got two very comfortable numbers wrapped around him. The one of cotton knit is a multicolor Navaho-type print, by Madonna, \$6.



Or take this guy. He's just finished combing his hair and his necker knob hand is plumb tucked out. So what's he do? Try the real thing—a cotton knit T-shirt with contrasting trim and tricolor sleeve treatment, by Gordonn Gregory, \$5.

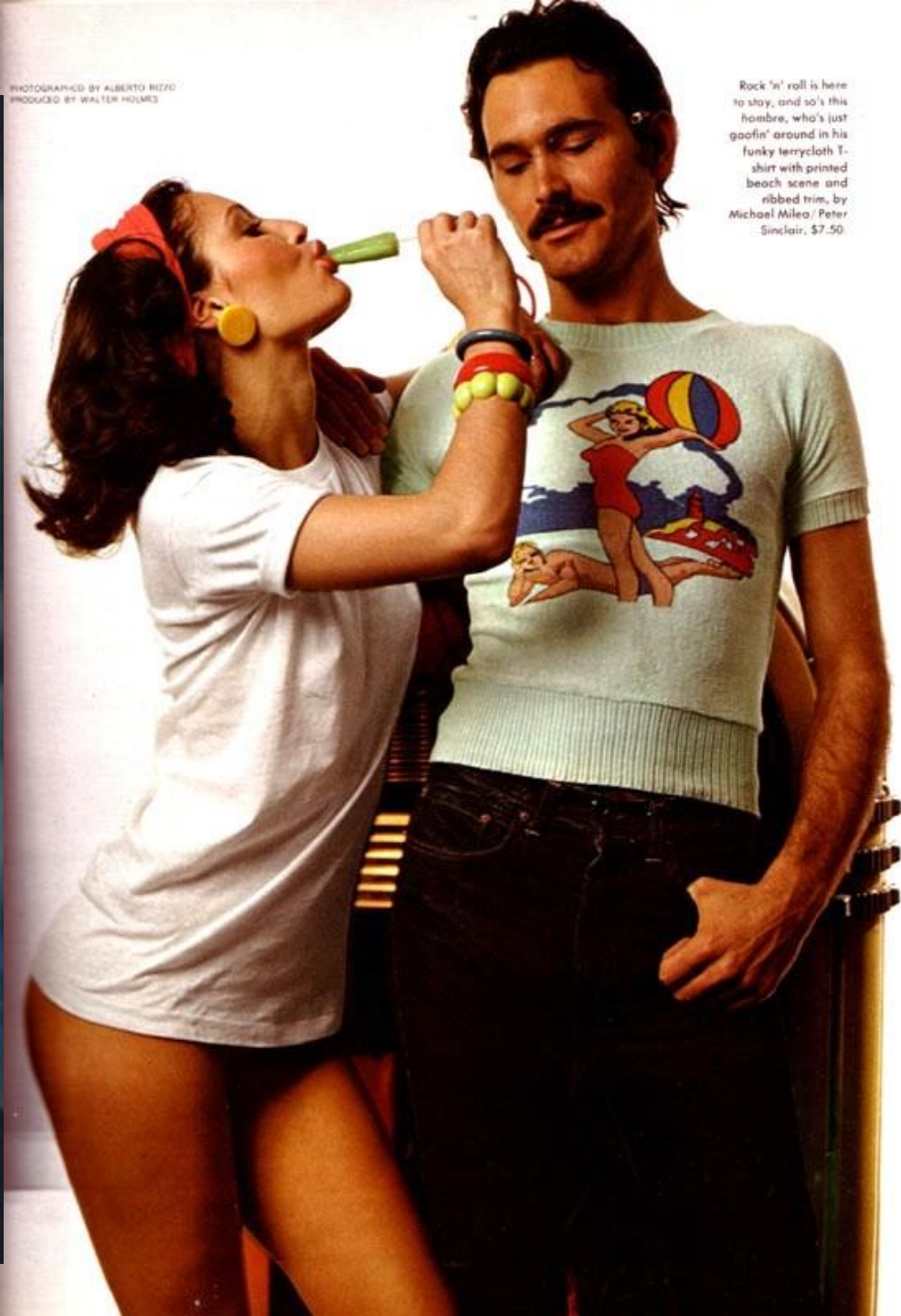


When it's playtime and you're up for a super-big score—at the old pin-ball machine, of course—why not come on like this flipper king, who's wearing a special-order multi-color knit Antron T, by Peckerwood, \$30.





PHOTOGRAPHED BY ALBERTO RIZZO
PRODUCED BY WALTER HOLMES

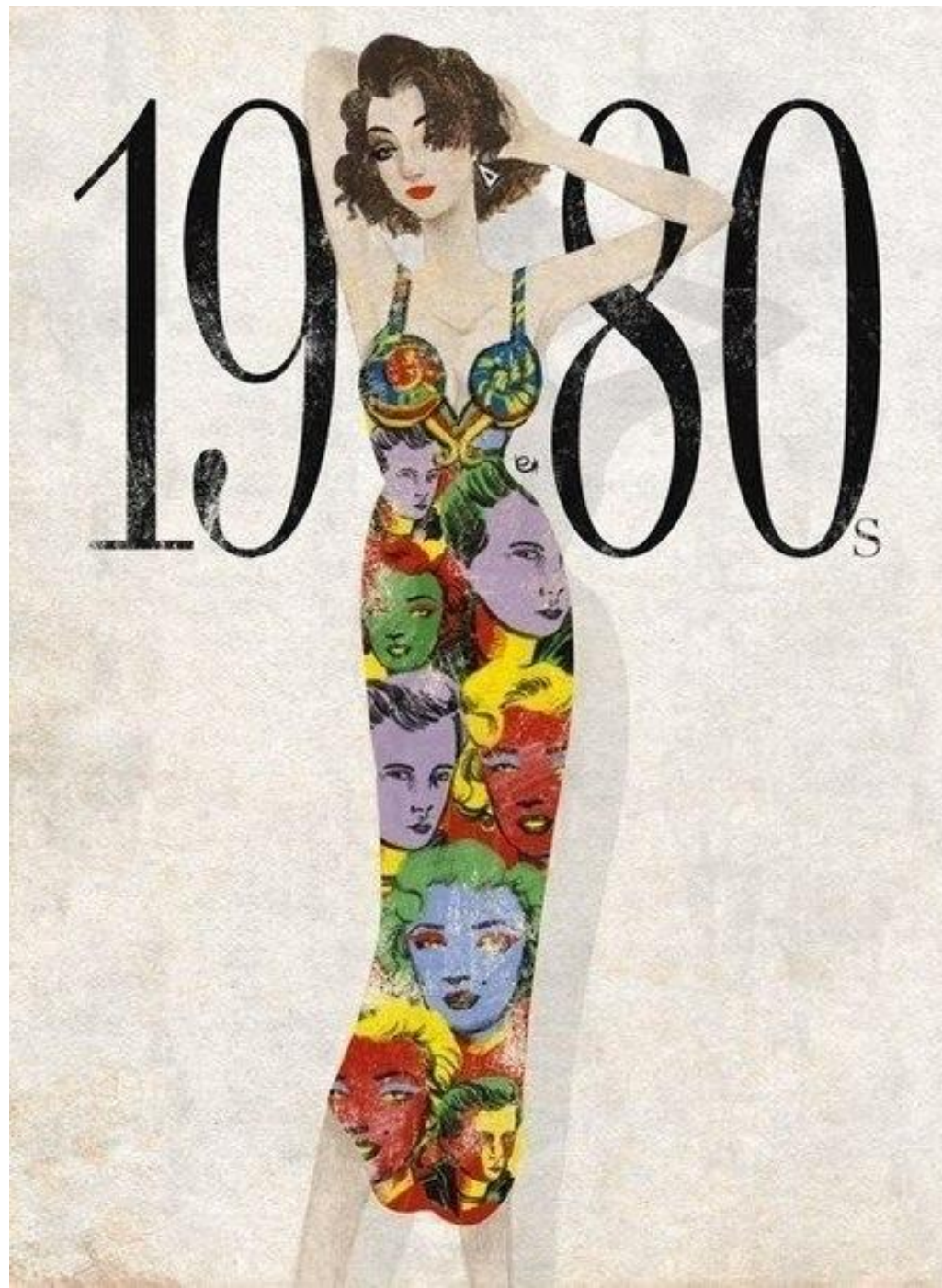


Rock 'n' roll is here to stay, and so's this hombre, who's just goofin' around in his funky terrycloth T-shirt with printed beach scene and ribbed trim, by Michael Mileo / Peter Sinclair, \$7.50

«Too much»: слишком, вызывающе, слишком яркое, слишком провоцирующее. Неон.

- Широкие плечи, маленькие детали.
- Лайкра и стрейч
- Строгий диктат моды: одежда – маркер соц. статуса.
- Деловой костюм - провокация
- Брендомания
- Появление топ-моделей (V)
- Образ: дикий макияж, большая прическа (асимметрия, мужская, начес).

Модельер: Джанни Версаче









ESCADADA

BY MARGARETHA LEY



Clear-eyed, level-headed, you're questing and curious. To you, up is the only way to go. You read more books and you travel further than anyone else in the world. You're open-handed, open-minded and open-hearted. And whatever you do, wherever you go, you can hold your own because of a distinctness, an honesty, that is unmistakably Australian.

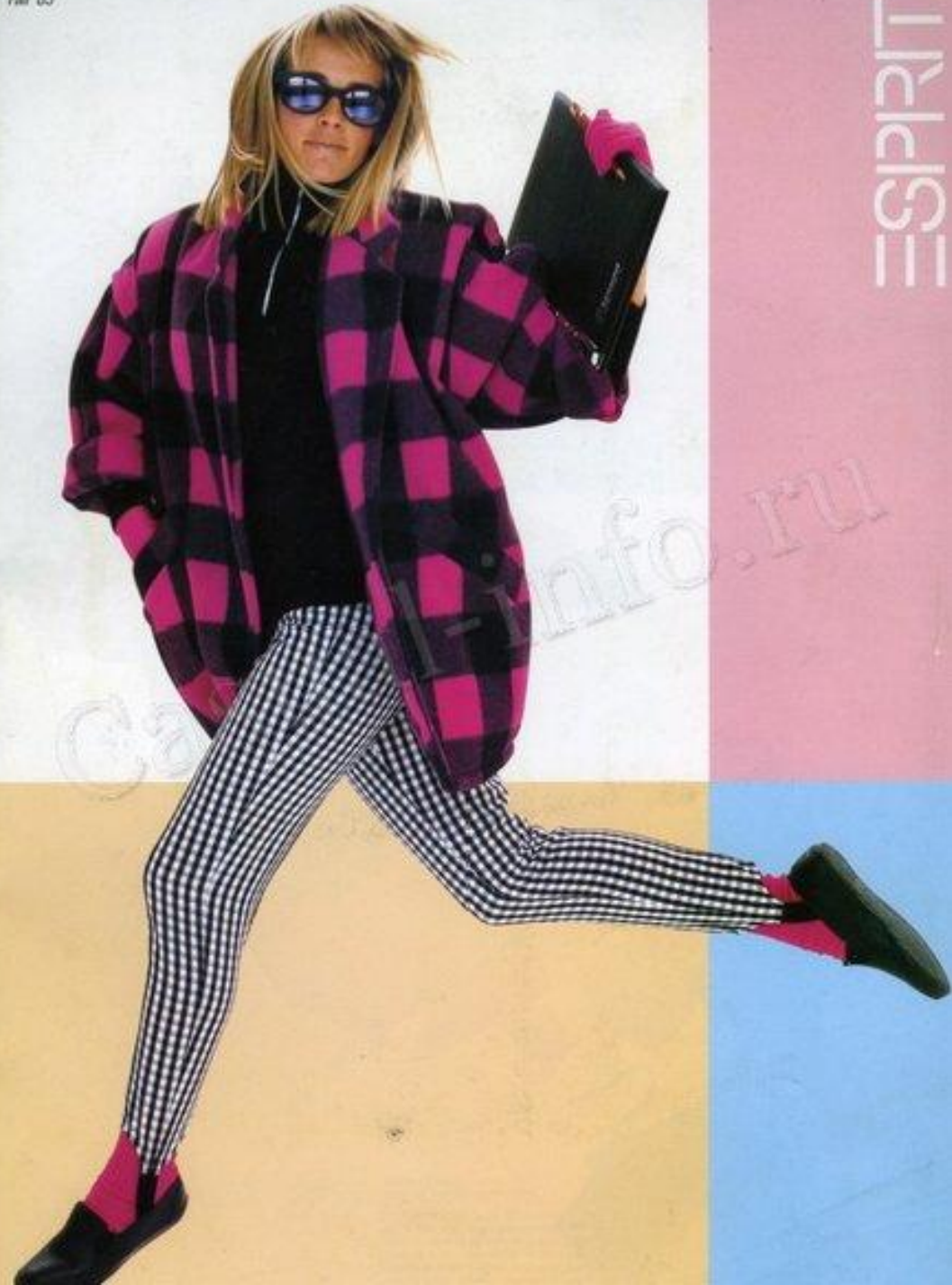
Available in long-sleeved, short-sleeved, and sleeveless styles. The Escada style is a classic, sophisticated, and timeless design. It is a blend of traditional and modern styles. The Escada style is a classic, sophisticated, and timeless design. It is a blend of traditional and modern styles. The Escada style is a classic, sophisticated, and timeless design. It is a blend of traditional and modern styles.







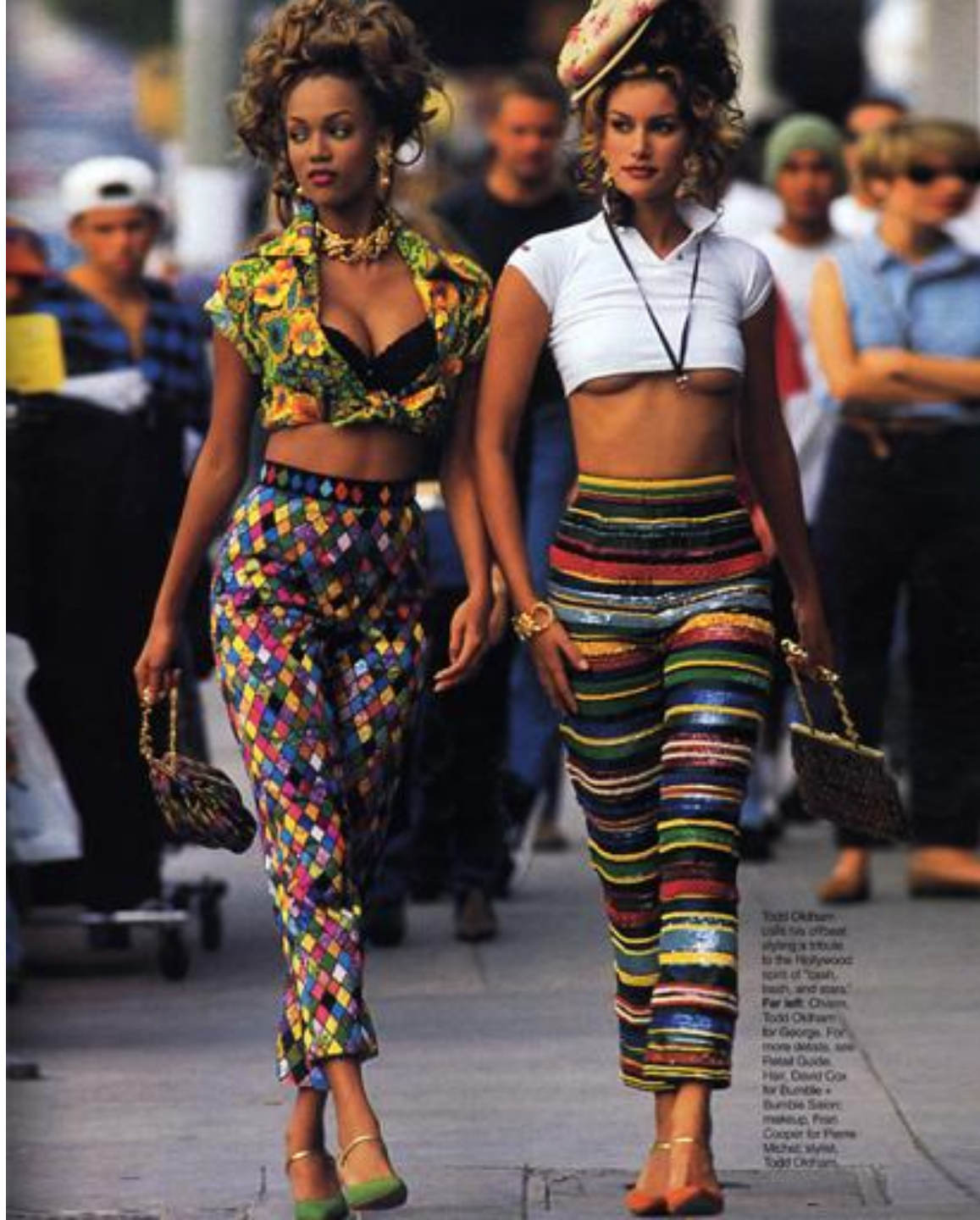
Fall '85



ESPRIMO

info.ru





Todd Oldham calls his offbeat styling a tribute to the Hollywood spirit of "cash, cars, and stars." Far left: Cherie; Todd Oldham for George. For more details, see Retail Guide. Hair: David Cox for Bumble + Bumble; Salon: makeup; Fran Cooper for Pierre Michel; stylist: Todd Oldham.





anvin

Comment
refuser :
un grand
la pureté
ns ; mais
a peur.
confiance
porte : il
superbe
blanc, il
nifique".
it de lui
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lui offre
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omme ? ».



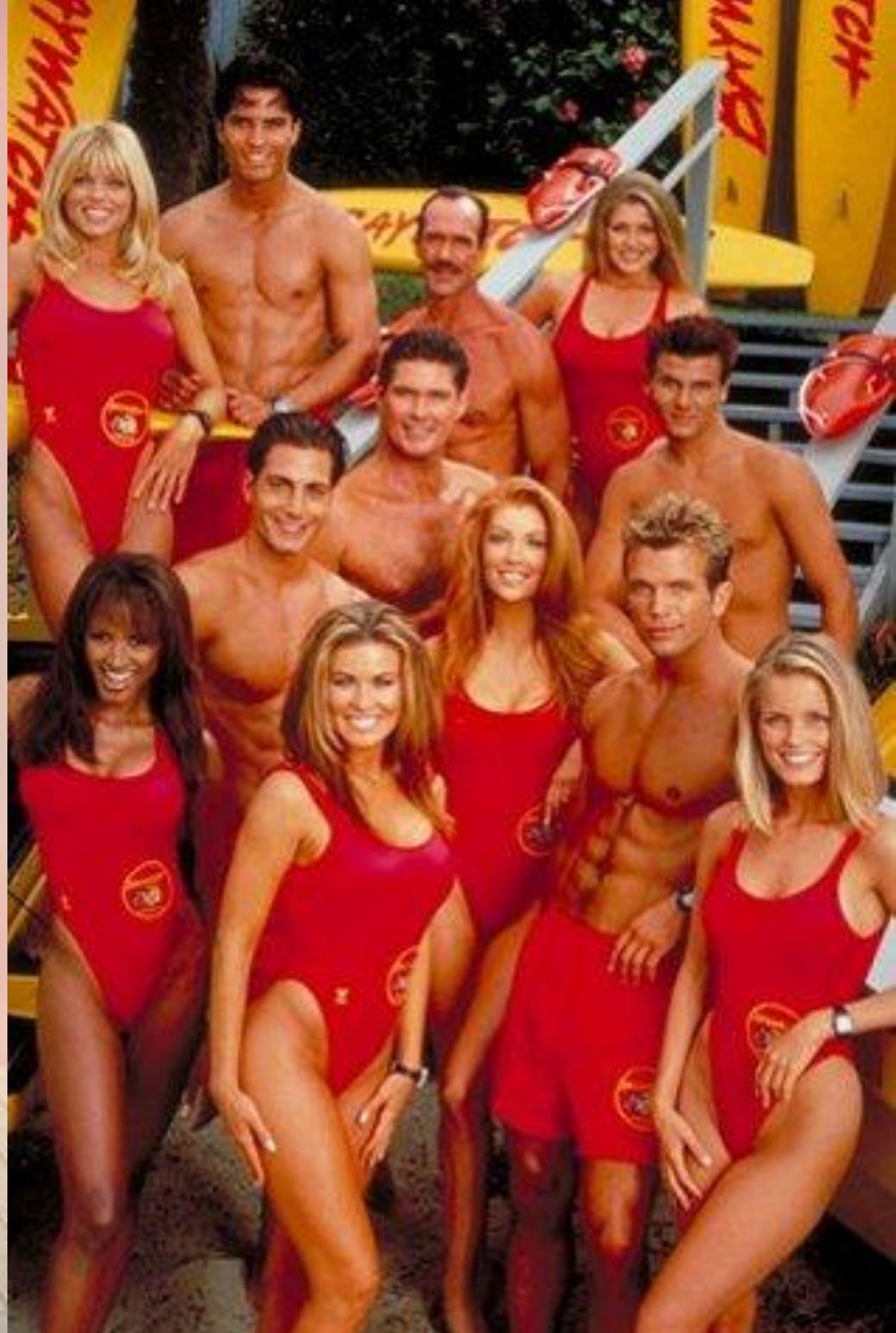


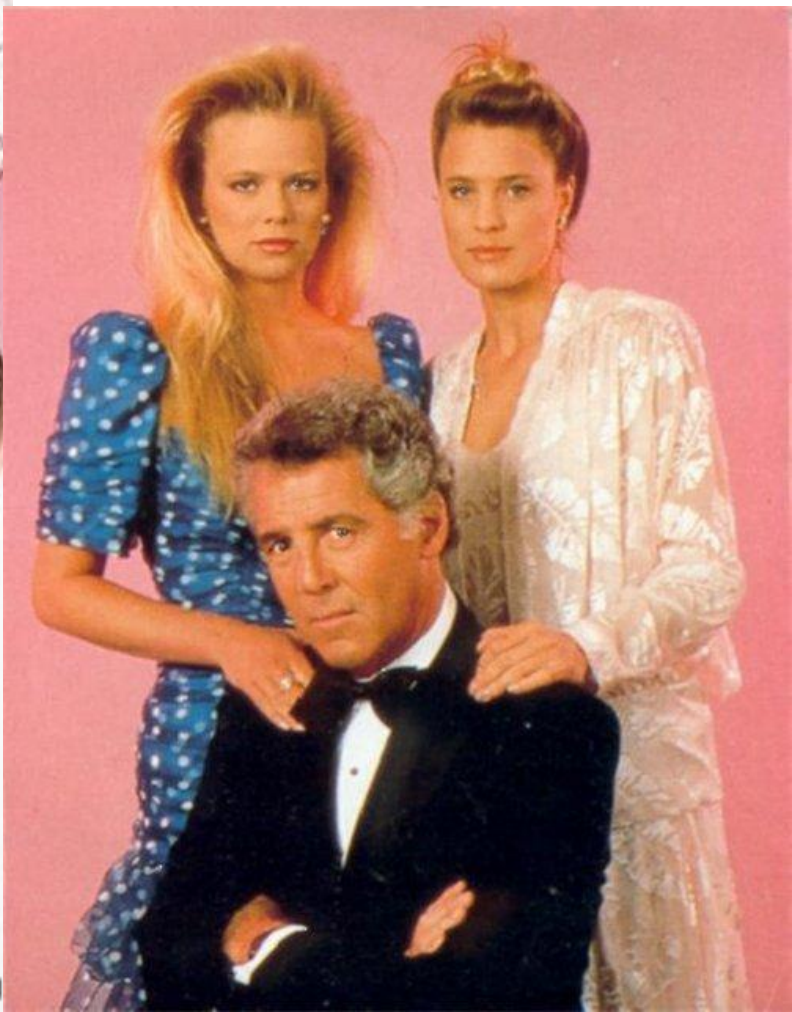


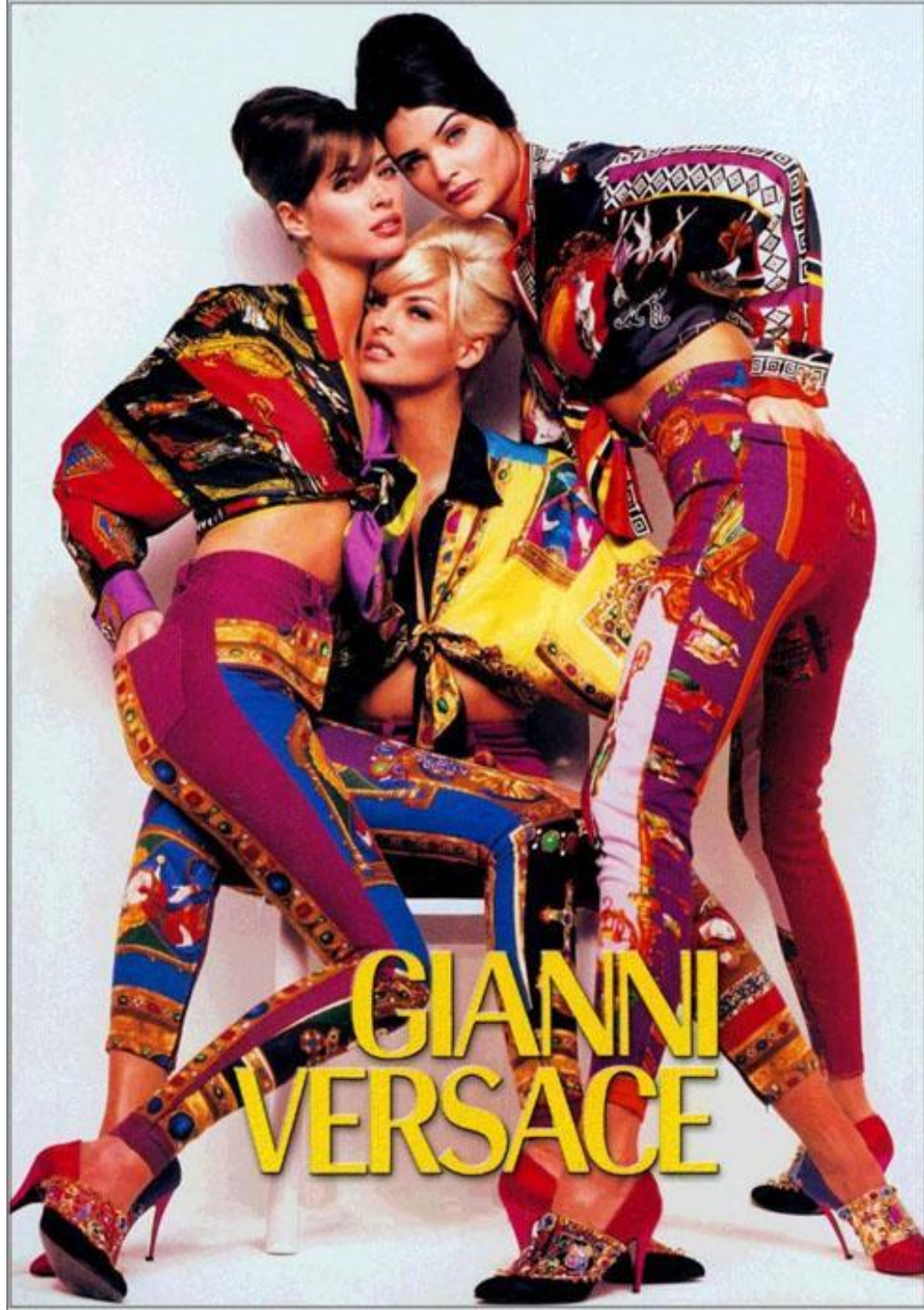




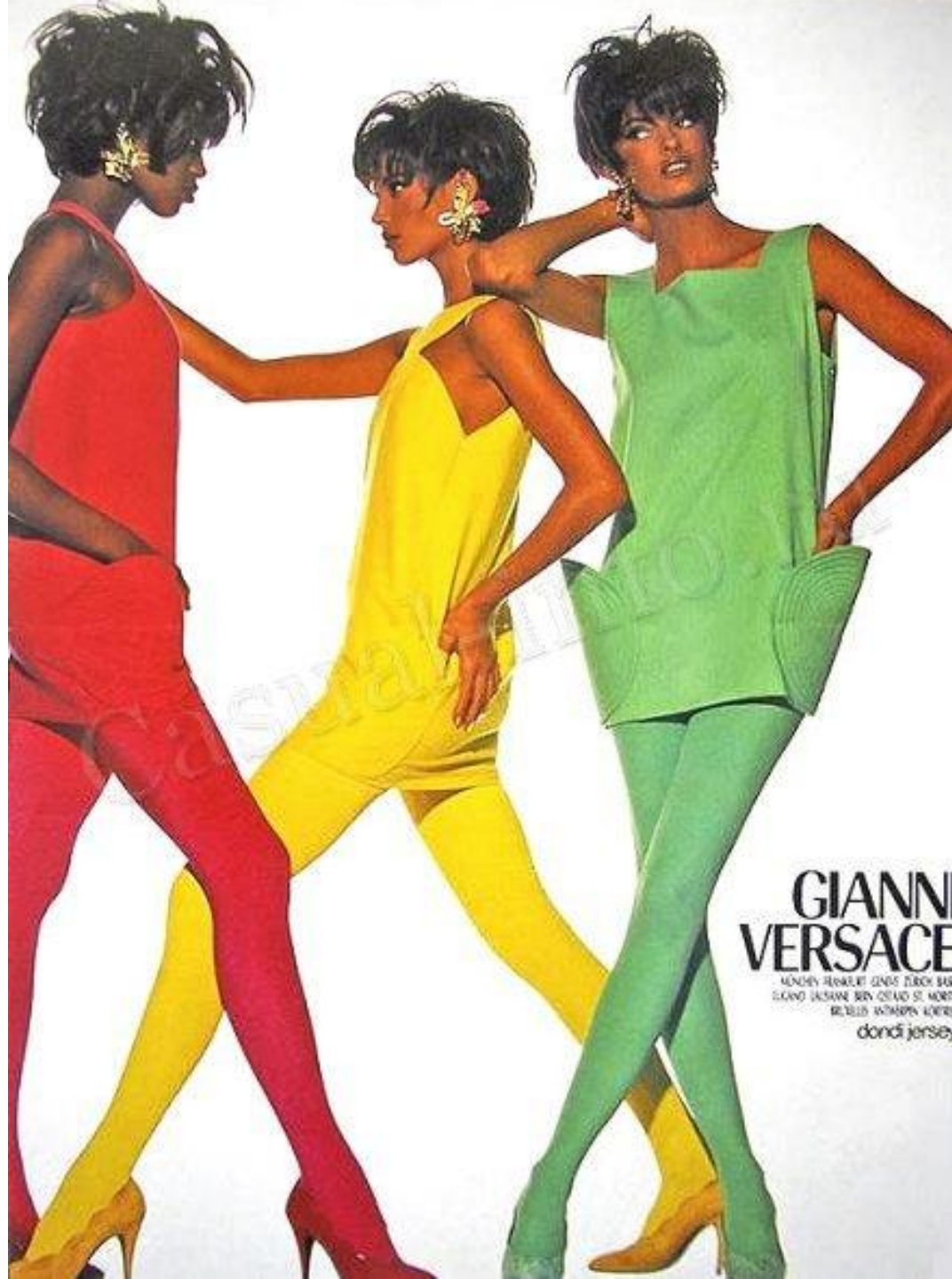








**GIANNI
VERSACE**



**GIANNI
VERSACE**

MONSIEUR ROBERT 2200 2200 2200
SILKNO JASPER 2200 2200 2200
MELISSA 2200 2200 2200
donci jersey

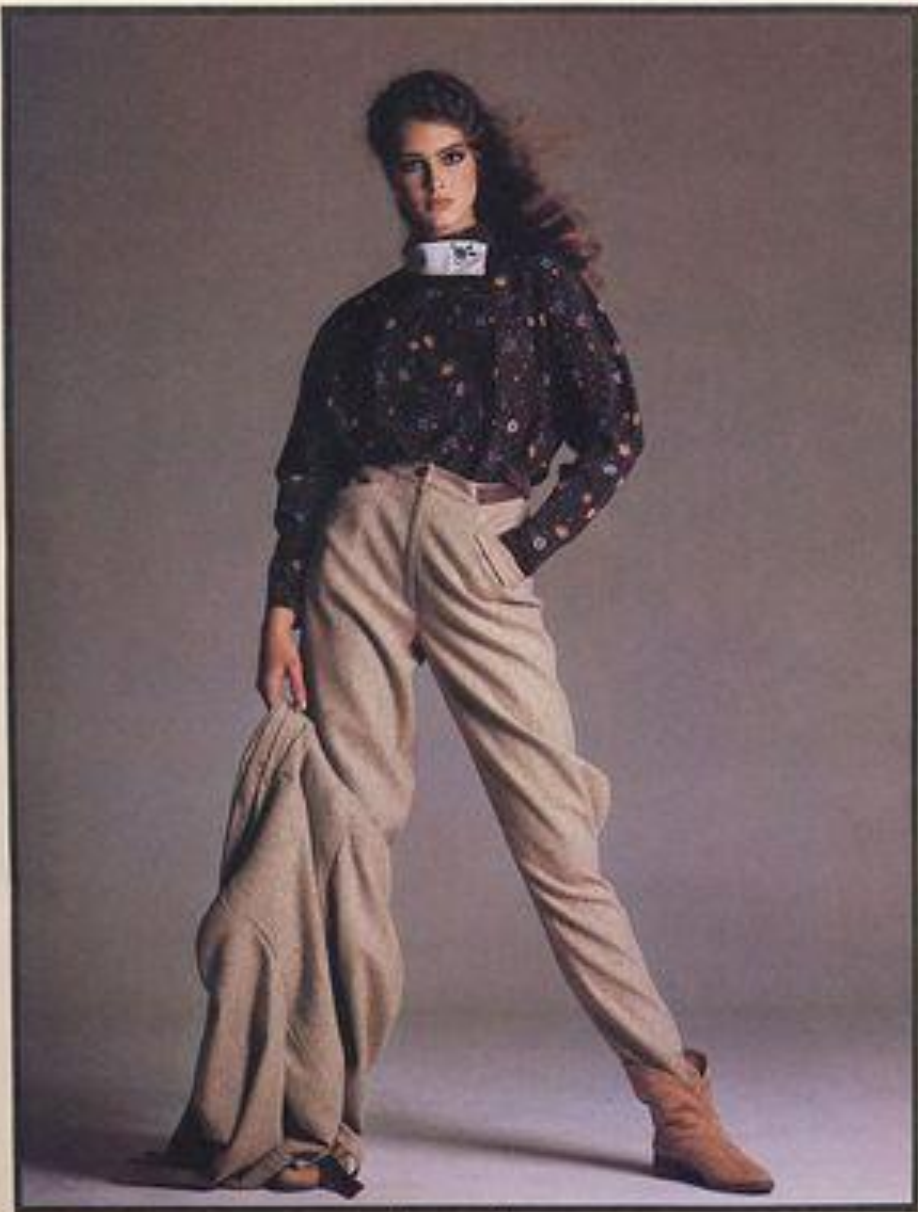
Gianni Versace

BOUTIQUES: PARIS, 11 Rue de Valenciennes 85, HONOLULU - PARIS, 64 Rue de Valenciennes, CANNES, 13 Rue de Valenciennes - ST. TROPEZ, 11 Place de la Gare - MONTE CARLO, La Pigna Palace, BRUXELLES, 84 Rue de Valenciennes - ANVERS, 10a Rue de Valenciennes - ST. ANTOINE
LE ZOUTE, 201 Avenue de la - KORTRIJK, Lange Straat 10 - GENEVE, 8 Rue Châtel - ZÜRICH, Steinengasse 20 - BALE, Poststrasse 60 - LUIGANO, Via Novati 11 - LAUSANNE, 4 Rue de la Chapelle - BEIRUT, Marjaneh St - GENTNAO, Dordrecht - ST. MORITZ, Piazza Salina



Gianni Versace

AVISON



Gianni Versace

1984, July 1984

19



*L'esprit
yuppie de
Tommy
Hilfiger*

*Cardigan d'homme en
laine merino, chemise en
popeline de coton, pantalons
Brylcreem en toile de coton,
veste en jean lavé, Tommy
Hilfiger. Montres en cuir,
Schwar. Boute et pant de
Baci-dell. Scarf Sergio,
Raffaella. Emmerveille. La
Mia en jeans Tom Hilfiger,
Coffret Christian.*



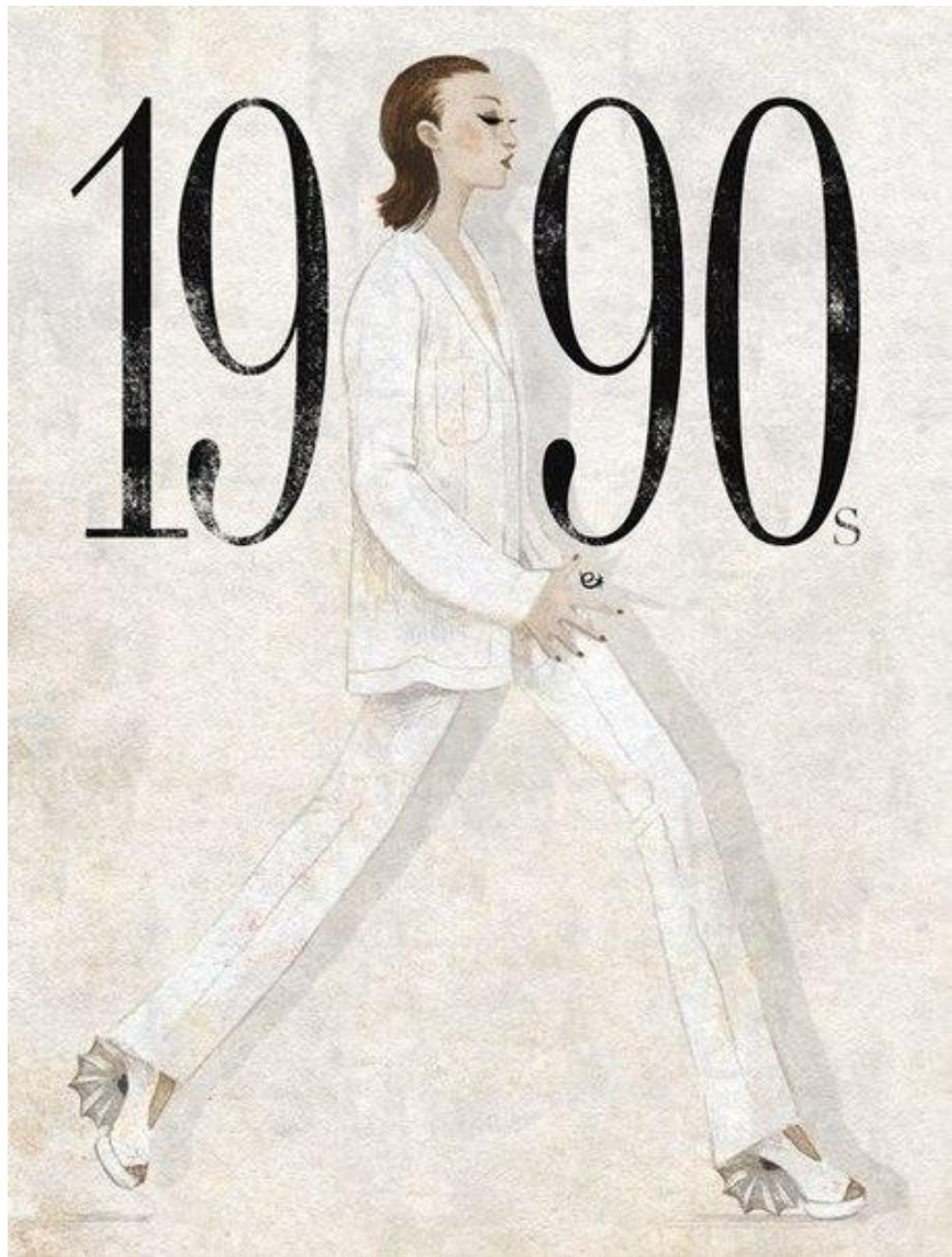






- Гранж –метла для зачистки. Поношенность, многослойность, бесполость, безразмерность, необработ. края, изнанка
- Минимализм – мера и гармония, прозрачность и недосказанность. Качество ткани. Стремление к логичному и практичному гардеробу
- Экостиль – вторичная переработка сырья, крапива, конопля как основа для ткани
- Унисекс во ВСЕМ!

Модельер: Кельвин Кляйн

















Блогер canna.kostum4you.ru

looking ahead



Calvin Klein

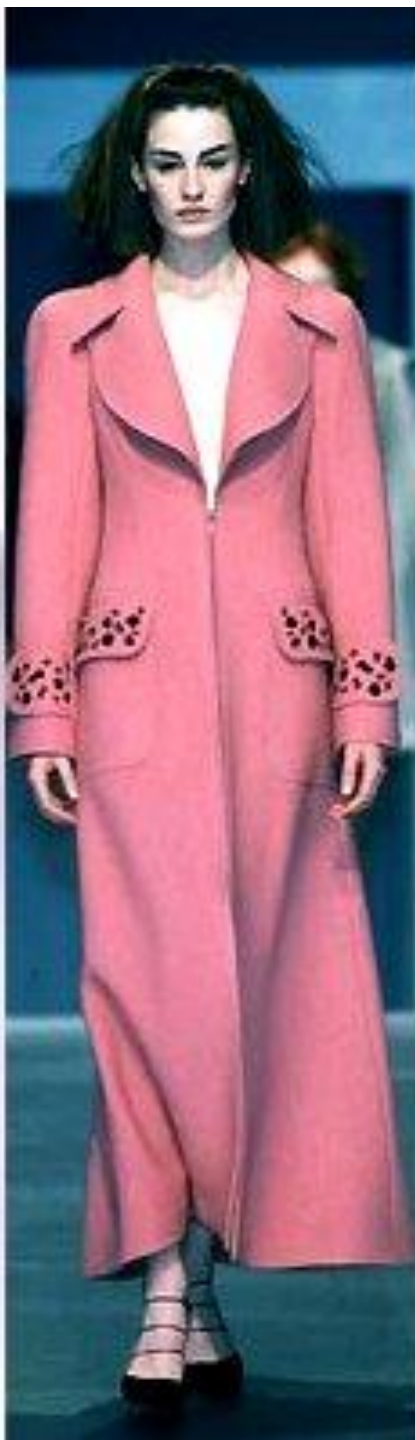
He built his reputation with a sparse, stark style, and for spring-to-summer '04 with afterthought color—Klein holds true to his understated palette of black, white, and beige. But recent shades don't mean unimaginative fashion. Klein presents some of the season's sexiest shapes—ribbed jackets, nightgown-crop top dresses, and slim skirts in the ladylike-to-the-knee length the designer helped pioneer for fall. Details, more, see it this issue.

Fashion Editor: Grace Coddington



















I LOVE 90's



1995

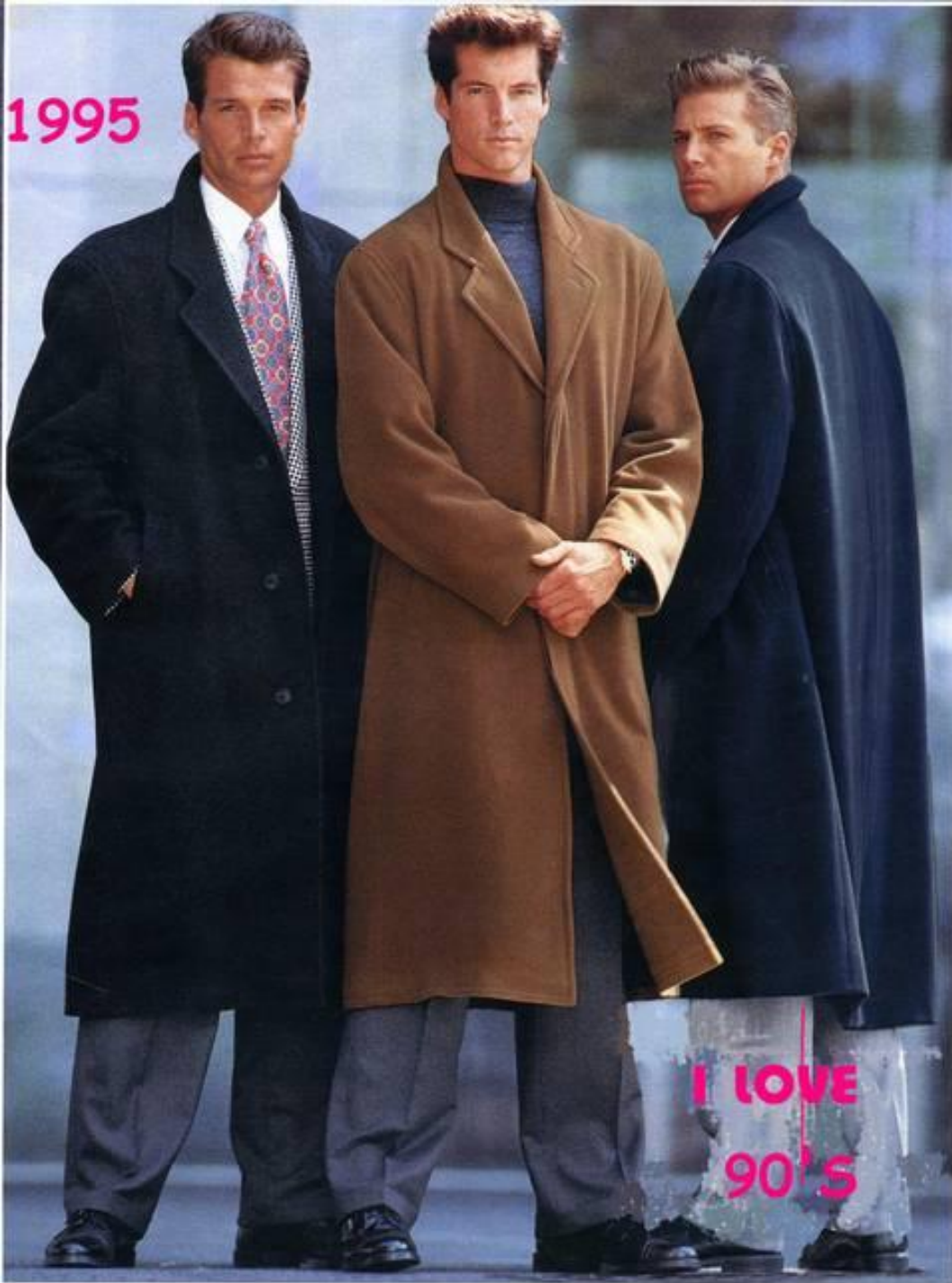
A woman with long blonde hair, wearing a black leather motorcycle jacket over a white collared shirt and dark pants, poses against a light-colored wall. She has her right hand raised to the wall and her left hand on her hip. The jacket features a zipper, a belt, and a patch on the left chest.

I Love
90'S

1995



1995



I LOVE
90'S

1992

I LOVE
90 S













90-е в России





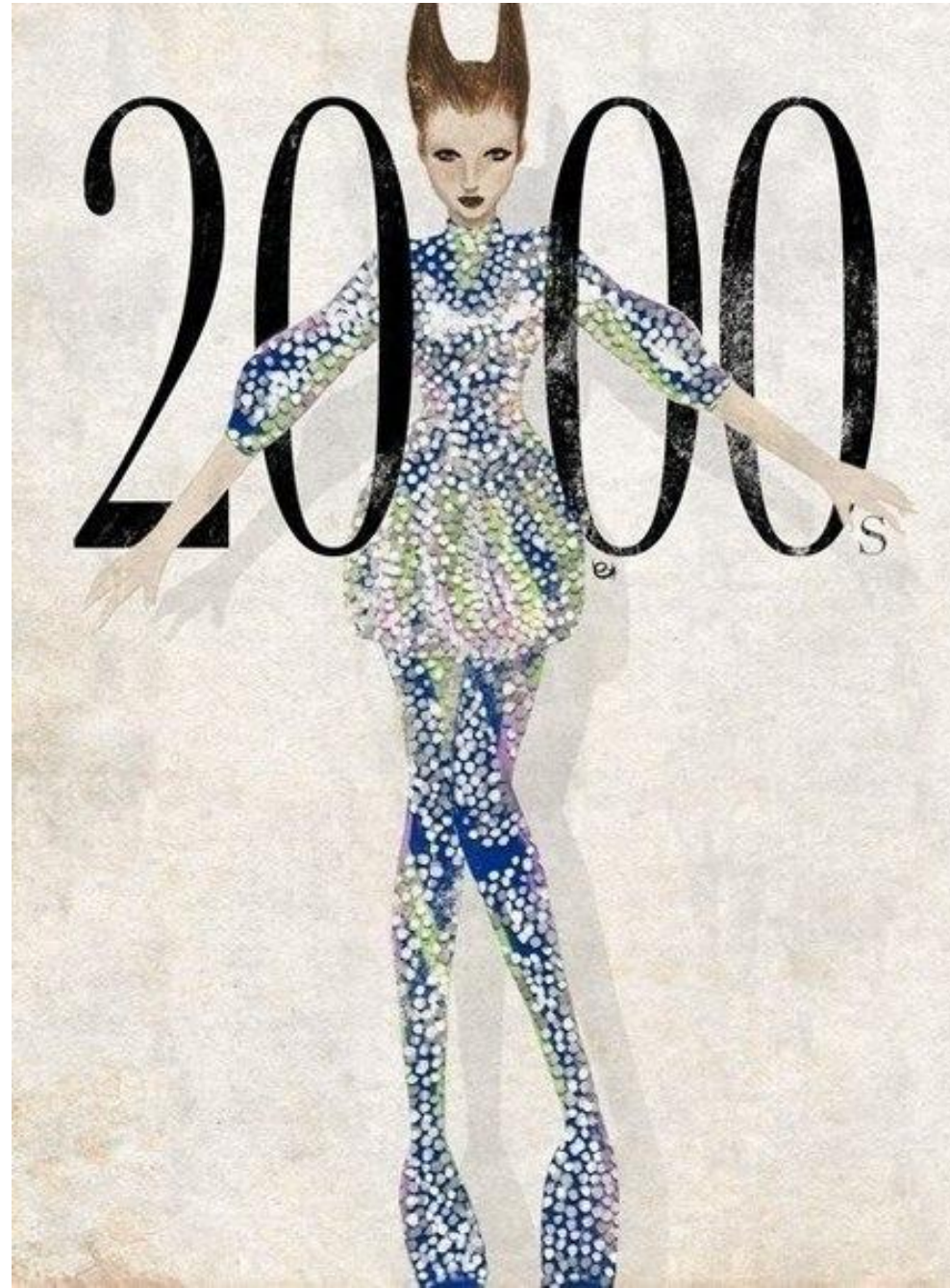


Гламурное

десятилетие: эпатаж,
эксперименты.

- Блеск, стразы,
прозрачность
- Мини, обнаженность
- Искусственность
- Омоложение моды и
отход кутюр

Модельер: Александр
Макуин

















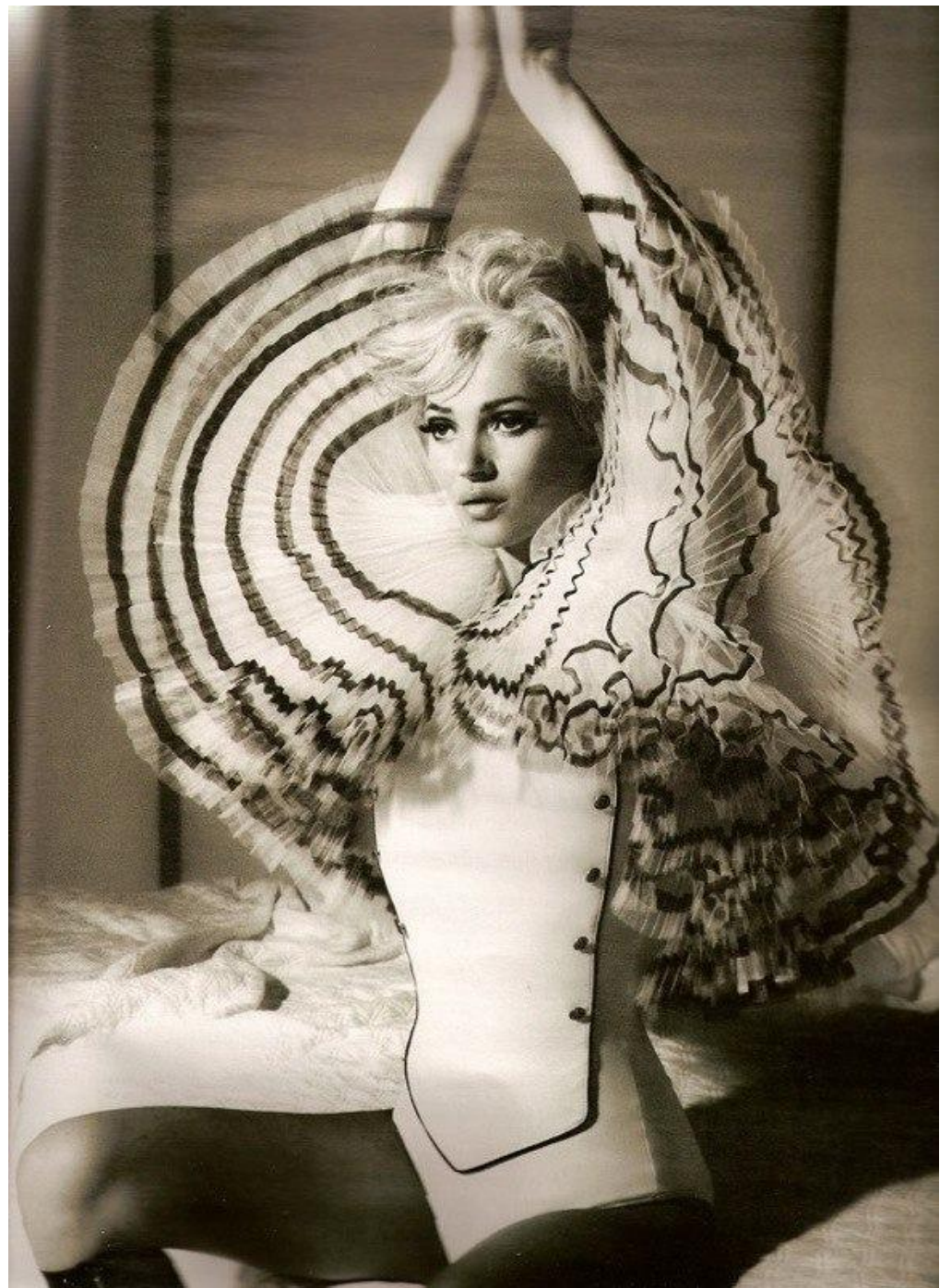


ALLBUTIK.RU





Кейт Мосс, 2006 г.





V S



VS





V S



Мода

COUTURE (Кутюр)



READY-TO-WEAR (Пред-а-порте)



МАСС-МАРКЕТ

Жан-Поль Готье - кутюр

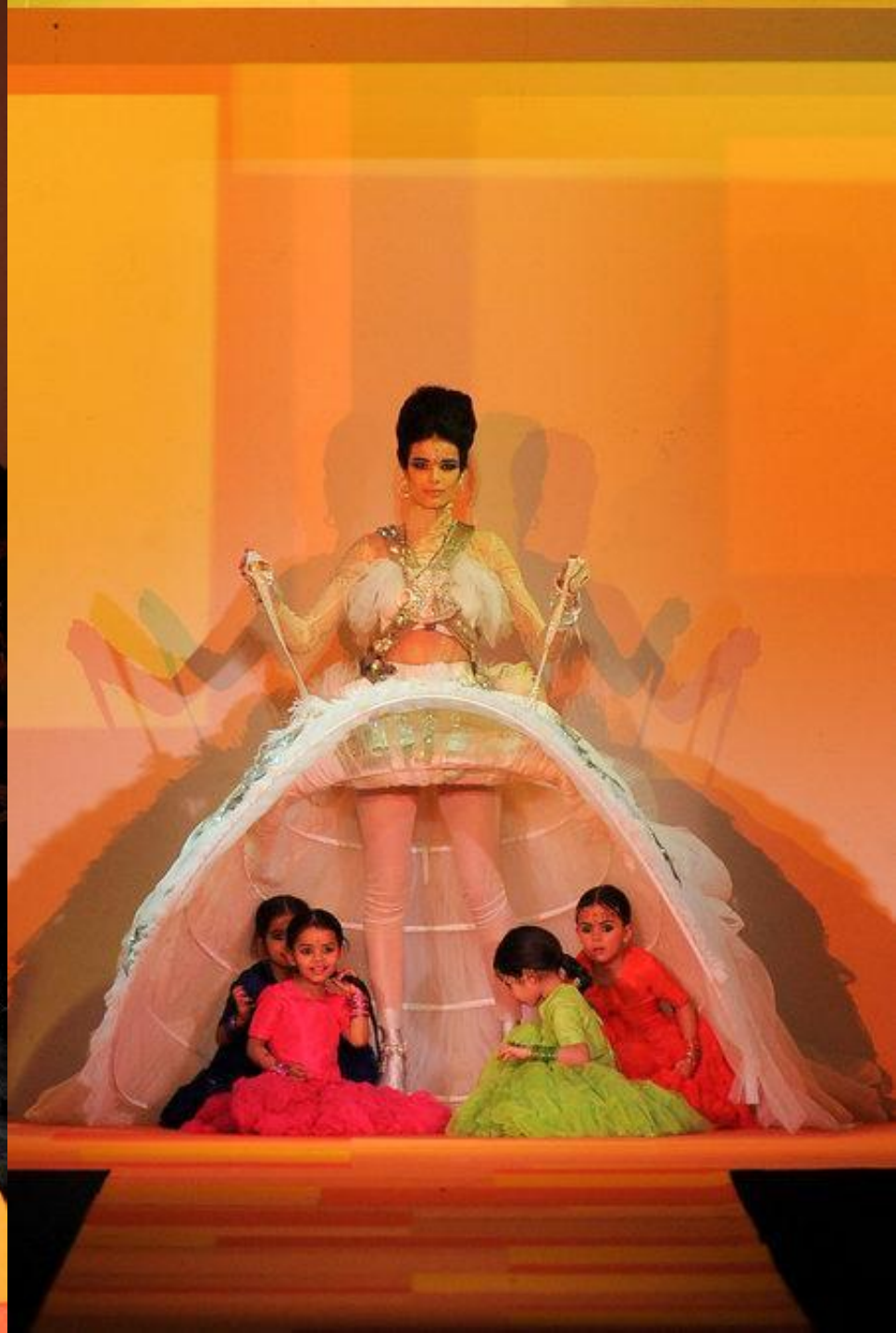












Пред-а-порте













Масс-маркет



SUNDAY UP MARKET




SUNDAY UP MARKET



SUNDAY UP MARKET



SUNDAY UP MARKET





SUNDAY UP MARKET



COUTURE (Кутюр)



ДемИ couture



READY-TO-WEAR (Пред-а-порте)

Дизайнеры, которых стоит посмотреть:

- ☐ [Alexander McQueen](#)
- ☐ [Balenciaga](#)
- ☐ [Balmain](#)
- ☐ [Blumarine](#)
- ☐ [Bottega Veneta](#)
- ☐ [Burberry Prorsum](#)
- ☐ [Céline](#)
- ☐ [Chanel](#)
- ☐ [Dolce & Gabbana](#)
- ☐ [Donna Karan](#)
- ☐ [Dsquared²](#)
- ☐ [Elie Saab](#)
- ☐ [Emilio Pucci](#)
- ☐ [Emporio Armani](#)
- ☐ [Etro](#)
- ☐ [Fendi](#)
- ☐ [Giorgio Armani](#)
- ☐ [Givenchy](#)

Коллекции

- Spring-Summer – Весна-Лето
- Resort - курортные
- Pre-Fall – «предосенняя»
- Fall-Winter – Осень-Зима
- MENSWEAR - мужские

Сайты о моде

- www.style.com – все коллекции всех дизайнеров
- <http://www.vogue.ru/> - коллекции, новости, тренды
- <http://www.wonderzine.com/> – модные новости, обзоры
- fashiony.ru/ - обсуждение, тусовка
- <http://buro247.ru> – новости, обсуждения, тренды
- <http://www.be-in.ru/> - новости, обсуждения, тренды
- <http://fashion-daily.livejournal.com/> - блог

Домашнее задание:

- Поставить цели: на 3 месяца, на полгода, на год
- Сформировать задачу: что вы хотите транслировать?
- Найти известную личность / модного блоггера, стиль которого вам близок.
- Выбрать дизайнера, работы которого нравятся.
- Выбрать сайт о моде, который вам интересен.