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MONOGRAPH

“INFLUENCE OF FASHION IN SOCIETY”

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Gratitude

First, I'm so thankful for my family, who have given me support every time I needed, especially my parents who take care of me and put me in an excellent school to have a good education and prepare me for a professional life in the future. To every teacher that I met in school because they are the reason why I could expand my knowledge in different signatures and helped me to improve my skills

Summary

The fashion it's the main subject into the monograph work, every chapter are talking about how this phenomenon help to people to have an order and determine their rank and fortune and how among the clothes being changing in different ways but always keeping that power of determining the position of someone, that status it has remained along the history of humanity. How a special occasion needs a specific dress code to look presentable and even handsome and don't look bad and avoid thoughts from people who might think you are a silly guy. With the time there also were created some clothes to determine a specific group of people and it helps to distinguish these people, like the skaters or surfers could instantly think about what kind of clothes they wear, about what brands are related with that activities and sell clothes that fits with that style. The clothes people wear has that power to say a lot about their personality and know a little bit of you only of what you are wearing and how it fits well. Brands creating and innovating in this industry to bring new ideas and concept of fashion, new ideas of clothes that become trend in society like the white sneakers Stan Smith from Adidas, who became so popular that it's very common to see someone wear it at any occasion. The monopoly of clothes that people can buy at the nearest mall, leaving to the imagination of the person to combine colors, combine jackets with t-shirts or wear boots instead of wearing the same that everyone wear it's making the work to create their own outfits and acquired an own style, to take advantage of this it's necessary to be different from people about style to find the correct pieces to assemble the correct outfit and stand out from the rest of the people. (314)

Index

Gratitude.....	1
Summary.....	2
Index.....	3
Introduction.....	4
Chapter I.....	6
The history of male fashion.....	6
1.1 Introduction.....	6
1.1.1 Historical timeline of how male fashion started.....	6
Chapter II.....	9
Fashion Styles.....	9
2.1 Introduction.....	9
2.1.1 Formal Style.....	10
Chapter III.....	13
Clothing brands.....	13
3.1 Introduction.....	13
3.1.1 H&M.....	13
Recommendations.....	19
References.....	20

Introduction

This monograph works it s an investigation about the *Influence of fashion in Society* the same that his purpose is to explain how this phenomenon not only appear by creating the tuxedo and start a formal wearing, it started at the same time humanity was created, with the past of billions of years the way people used to dress influenced as they were seen by other people, friends and family. How today the market evolve new brands are boring and try to sell their inventory, with every time there are different clothes and trends between people and what is seen as good dressing and bad dressing.

The study of the subject has a huge importance because it may not be seen without an explanation but the dressing influence into the cavemen into the pharaohs, kings and queens from past times until today for presidents, for professional players of soccer, basketball, football or tennis. In business, restaurants or when you are going to an interview to get a job. The way you look it's going to be the first thing people are going to notice.

Now in social media people upload images or talk about how confidence and a nice looking it's very important in the daily life of men. People like Dan Jones wrote his book about men style called "*Man Made The art of male grooming*" this book was created for man to be conscious about the grooming in man and acquired a better style in their life's.

The monograph work is being divided into 3 chapters explaining different aspects of the fashion explaining how this has influenced in society since the beginning until today. The first chapter is talking about the historic background since the creations of humanity with the caveman and the nomads, the second chapter is talking about the different styles that are actual trend between people some varieties of style and how this influence young people and

especially into men and the third and final chapter is going to be talking about famous brands what they are nowadays and how they started and how fashion is also evolving the digital world. Reminding that the monograph work is going to be accompanied with pictures of some styles from ancient times and styles from our actual time. (378)

Chapter I

The history of male fashion

1.1 Introduction

Since the beginning of humanity, people needed to use at least one clothing to protect themselves. Some were made of leaves or animal skins, and it wasn't made for fashion, it was made to survive and to deal with the different weather conditions such as rain, snow or wind. With the past of the time clothes started to have some changes and it was capable showcasing rank and fortune of how kings, emperors, pharaohs or leaders get dressed in that time. "Rank and fortune became prevalent, and just as gold is favored over tin, it became relatively easy to distinguish a peasant from a potentate" (Shapira, 2013, w p).

Nowadays there are a lot of forms of dressing and everyone has their own style and in every style there are a lot of variants and options to choose whether you want to look casual, formal or even you can dress in a rare form but if you considered some aspects or colors to combine, you can have a great appearance.

1.1.1 Historical timeline of how male fashion started.

In the prehistoric nomads formed groups to hunt animals, these people used to wear animal skins as clothes and also the leader of the group was supposed to wear more clothes to show his rank of leadership among the rest of the people who go hunting.

Nomads used to go in groups for hunting, they wear animal skins and the leader wore special clothes because he was the head of the group and it was supposed to dress different from his group to be distinguished. (Shapira, 2013)

Ancient Egyptians could be considered the first sign that men's fashion had overtaken the

principal purposes of clothing, style was adopted as a way to intimidate the people, they create uniforms for soldiers and all officers who serve the pharaoh, there was a like for jewels that were in the clothes of the pharaoh and show to the people their social status, it was also an indicator of royalty, leadership and wealth.

With the passing of the years the kingdom was evolving and the wealthiest nobleman started to use tunics that reach to the knees and they use accessories like armlets, bracelets.

This privileges were reserved only for those people who deserved it and more wealthy the man was, more precious were the materials. This style continued in places like Greece, Rome and the Middle Ages, those soldiers who served to the kingdom could wear clothes made from the finest materials that was available and crafted by the most skilled couturier.

In the 1730s took a whole new style when in England created more comfortable clothes for the working men, they created the frock, it was a simple coat that was so much more comfortable compared to other clothes that they used to use before, an example is riding horses, horses were very common in that time as a vehicle of war and the frock was introduced to make the ride more comfortable and increase the speed during the riding.

1.1.1.1 Events that marked fashion trends.

In the 1800s in England, men started using a standard outfit that consists of matching tailcoats that nowadays are known as the white tie dress code. This was made for men to look more elegant and have confidence with their style as Charles Hix states: "Looking good is not self-importance; it's self-respect", the creation of this tailcoats gave more formality to men which was the first step to create a lot of other clothes that give men a good looking.

In America they turned the hunting jacket into the business suit jackets and also they started to create the Tuxedo that was the jacket of the night but soon with the past of the time this

suit became the jacket of the day. “Like the tuxedo, the trade style adopted the traditional style of the suit but was an effort to allow young men to rebel against the strict dress codes they viewed their fathers as having” (Shapira, 2013, w p).

In 1962 in America a movement try to implement in society the Hawaiian fashion guild, they tried to incorporate the Hawaiian shirt in workplaces of New York, Los Angeles and Washington. “It became a fun day where offices started to allow their staff to wear these shirts to work. For many companies, the Hawaiian shirt was the only exception. If you even thought of wearing the clothing reserved for weekends with the family” (Shapira, 2013, w p)

1.1.1.1.1 Most important elements of fashion in that time.

In America an important clothes for the time of the 1950s was the tuxedo until today it keeps the same popularity for special events where people need to go formal, as George Gobel states: “Did you ever get the feeling that the world was a tuxedo and you were a pair of brown shoes”. The Tuxedo became an important piece of men fashion when it comes to have a formal appearance it becomes more contemporary and started having more confidence and a better appearance to all men.

Also since the banks and other big business was still owned and operated by old people that lead the employees in the company, and the tuxedo was like the uniform for this kind of people who are always in business and need to make a lot of work and move from one place to another for his job, the tuxedo made them look more formal and also gives a nice presentation of the appearance of these people, because of how you look is the first impression from people into your personality.

In the 50s another important cloth that was trend is the iconic leather jacket it influence a lot in gentlemen because in the cinema make look the bad guy who has a dominant

personality among people in the majority of cases, he was wearing a leather jacket giving him more attractive and look dominant, it also became popular in people who had a motorbike or guys who had an expensive car, there also exist the motorcycle leather jacket that was the same leather jacket but with some logo of a skull or flames in the back that make them look like bad guys or in youth people make them look rebel.

It also existed the hat, a casual accessory perfect for summer it was a specific kind of hat called Fedora with a narrow brim tapered down in the front and up at the back these hat was different from normal hats and were combined with formal clothes. (1109)

Chapter II

Fashion Styles

2.1 Introduction

Fashion has adopted a lot of styles for every man, it only depends on what you like to wear and if you really want to put an effort into how you are looking for the rest of the people and there are styles for every situation, for the office, for an interview, for a marriage, for a party or just to go to the mall with friends. Nowadays there are a lot of ways to combine your clothes and there are some ways to dress that has adopted a unique style with their own name, in every style there are a lot of variations of dressing but there always have them essence of that style.

2.1.1 Formal Style.

The formal style is the most popular and have been used since a lot of time and it never lost his essence for situations like marriage, for the work or an important event but a formal dressing it gives for much more, it gives an air of authority and confidence for oneself. For every man it's essential to have at least a suit, a black tie, a white shirt, a formal pants, a belt and a black leather shoes in his wardrobe and also have a hygienic look in your body, have a nice haircut, to put on a nice colony and a washed face. These details are important for every situation that needs to have a formal presentation to the people.

Famous artists, singers, actors or any famous people they wear a formal dressing for any kind of event like the Oscars when the artists are in the Red Carpet and later inside the awards, they must look formal and they wear combinations, another style of pants but they always try to have a nice presentation for the event, the paparazzi's, the reporters who approach to ask them some questions.

2.1.1.1 Streetwear.

Streetwear is a phenomenon of clothing, it refers to a different style of street fashion

The term streetwear is actually quite a common term in the modern fashion world. It refers to a distinctive style of street fashion, which has its roots in Californian and skate culture, but also encompasses elements of hip-hop fashion, modern [high fashion](#) and haute couture (Simpson, 2019, w p).

people could say that it started like 5 years ago, but it really started in the 70s when the punk rock and hip - hop became popular among young people, also the surfers and skaters they used to dress more like a street style and then it appeared some brands that creates new t-shirts with their own designs to be different from the rest, “the most notable of the DIY T-

shirt pioneers was surfboard designer Shawn Stussy, who began selling printed T-shirts featuring the same trademark signature that he placed on his own custom surfboards”(Simpson, 2019, w p).

We could say that is very different from dressing casual with jeans and a basic t-shirt or polo. Nike was one of the first companies to succeed with this (Wilson, 2017). Nike is one of the most important brands recognized for his achievement of the rise of sneaker culture, whatever their preference all these people who are amateur would agree that the brand logo is the most popular of all time, with the past of time Nike evolved from being only street clothing to workout clothes, for sports. Nike dominated the urban streetwear sneaker market, and also there were other brands like Champion and Timberland who used to sell the same products to the people.

Now there are a lot of brands that are very related with streetwear, first was mentioned Nike and Adidas, that think that most people relate this brands with sports, but Adidas and Nike are also well recognized in the streetwear market for their hoodies, joggers, socks, sweaters and sneakers. Other popular brands in the market are Supreme, Off White, BAPE and others. This brands succeed for the same, by selling this urban pieces of clothing. These brands are very popular and are known for being too expensive and that gives this brands more prestige.

In the streetwear the one of the most important clothes are a pair of sneakers, the bad thing about the sneakers in general is that they are expensive, maybe you could find a simple pair of vans or converse, but there are a lot of sneakers that people buy it in \$700, \$300, \$1000 or even in an extreme case that happened, \$10000.

2.1.1.1.1 Fashion Trends.

Fashion trends are something that could be popular during a season, a year or even a decade, there are some trends that until today still popular among men.

First we have the Slim Fit jeans or Skinny Jeans, these jeans are more tight compared about what men used to use in the 70s or 80s.

These kind of jeans are divided into different types of fit, there are Regular fit, Slim fit, Skinny fit and even Super Skinny fit, the first fit mention it s the normal and the others start to get more tightly than the other, these jeans fits properly to your legs and your calves and it depends on what kind of fit you choose, these kind of jeans fits well on skinny guys, it looks bad and weird when a muscular guy use it.

Another trend that we have is the white sneakers, it was when Adidas launch the Stan Smith sneakers and the superstars shoes to the market, the principal color of that shoes were black and white, but it stood out the white, and then another brands started to copy these models and make another white sneakers with slight differences but it was almost the same thing because the white was the principal color and these shoes sell a lot between young people and it's perfect even for adults and kids.

The best part of these shoes is that it's still in used and it combines with almost everything, with denims, with polo's and even a suit. (1022)

Chapter III

Clothing brands

3.1 Introduction

In the market there are a lot of brands that they have highlighted with the past years as a quick example it could be mention special brands like Zara or H&M that they have more than 2000 stores around the world. This chapter it's going to talk about the history of some brands and how they became a brand of prestige and how the market of fashion are evolving. Only brands that sells casual clothes will be mentioned, sports brand are excluded.

3.1.1 H&M.

H&M are the acronyms for Hennes & Mauritz this brand first started as womenswear then the foundress Erling Person got together with Mauritz Widforss expanding their inventory with new clothes for men

In 1968, the founder acquires the Mauritz Widforss armory with men's clothing and the company's new name originates from the current one: Hennes & Mauritz. (Torreblanca, 2018, w p)

From the 60s to the 80s the brand started to open their first stores in Deutschland, United Kingdom, Denmark and others. In the 90s they opened in French and for the period of the 2000s they open in the United States and in Spain and some years later they expanded to some countries in Asia like Hong Kong, Shanghai, Tokyo. Even they open stores in Dubai. In

their stores they are divided into different sections, we find clothes for men, for women, for kids there are also home section. In Ecuador there are no stores available yet of this brand.

3.1.1.1 Zara.

Zara a brand of prestige, it was founded in 1975 by a couple their names were Amancio Ortega y Rosalía Mera, their origins were in Galicia, Spain. “There are many brands of clothing, but none like Zara, which may be the best known and consumed worldwide. It has managed to position itself as a brand with style but which in turn can be accessible to anyone due to its low costs. Zara's success is under study due to the great impact it caused on the economy of Spain and the world” (Tentulogo, 2017, w p)

It was first called Zorba because that was the name of a character from a movie, but they later discover that there were streets and avenues with that name so they played with the letters until the name kept in Zara. The first store of Zara started by selling popular clothes of that time, even clothes that were supposed to be more valuable but by a low cost.

This supposed for the brand a success in selling and gaining money, by that time they were changing their inventory for week to giving to the people a variety of clothes that they would buy in the store and that make Zara to be so famous in all Spain. After having a great success selling clothes, the company wants to expand and go to another country, by the end of the 80s and the beginning of the 90s Zara open in United States and Mexico later in the middle of the 90s they expanded to Greece, Belgium and Sweden.

In the 2000s they open in China, South Korea, Japan, South Africa, India and others.

(Tentulogo,2017) It says that after Zara achieve a great Success in Spain they were trying to

expand to other countries in Europe, then they expand to America and South America, reaching to new people and the brand gaining more popularity and prestige.

Zara it's kind of curious in the prices of the clothes, in Spain the prices in the stores are lower compared to how much it cost the clothes that it's sold in America, in Latin America Zara it's known for selling clothes for people of middle or high class because as an example a basic t shirt could cost around \$30.

3.2 Online Stores

With the innovation of the Internet and be something that everyone has access, people are creating new business with the creation of websites, people are taking advantage of this and creating online stores to sell their products instead of spending money by paying a rent in a Mall, basic services and spend a lot of money in employees who must be given a salary, these people are creating their clothes and sell it in Internet

In the fashion people are gaining a lot of money with this, there are brands that has zero stores in physics, they only had a single website showing the inventory that they had and showing the prices of the clothes, for the client these is more comfortable with the shipping service it helps the client to get what he buys to the door of his house.

3.2.1 ESSNTLS.

Esntls is a brand of only men clothing, his founder named "José Zuniga" it's a 24 year old guy who lives in the USA and it's gaining a lot of money because he with his brand follows the idea of online stores, in his website in the inventory the brand sells basic t - shirts, shirts without sleeves, hoodies, underwear and some kind of a combination of pants like Chinos and Joggers that it's comfortable for those one who wear it but keeps a nice style, the shirts are a little bit special because it's made it with bamboo and cotton.

All the clothes are basics, with only one color, no other colors, no prints, just a simple clothes of one color all this basic clothes we could say that is essential in a wardrobe of a man to combine it with other clothes like jeans or shoes, that's why the brand is called ESNTLS, when we talk about prices a basic t-shirt cost around \$30 because of inflation in North America and they make the shipping to all over the world.

This brand is very special because it's different for the rest and they throw new collections every 3 or 4 months, and every time they throw a new collection they always run out of clothes in 3 or 4 days. (1012)

Conclusion

Seeing everything spoke about how fashion influence in society we can conclude that:

- people since the beginnings of humanity are being classifying different persons by the way they are dressing to determine their position and the importance that have the person who wear any special clothes. This has been an important factor that keeps

like an order in society over the years with governments in Egypt, Europe and the rest of the world.

- The clothes are always changing for the time, by the era of the caveman it was like clothes with leaf, or the skin of the animals they hunt, by the era of Egyptians it was diamonds and other precious stones embedded in their clothes by the era of reigns we could see the knights wearing a uniform of shirts with jackets and the kings and queens wearing their crowns clothes with precious stones in it and coats made with great material and skin of animals, pants and boots wearing a helmet and by the era of 1800s we could see the beginning of formal wear and later in the 90s start some new movements of clothes from different groups of people until today.
- There are a lot of different ways of dressing with a lot of different pieces of clothes between shoes, jackets, shirts, t-shirts, pants and only mentioning the basics now the fashion industry has a lot of options with their brands that are always creating and don't forget about that every time are new entrepreneurship that are trying to get into the market and succeed who are always bringing to their clients new clothes and a new variety of clothes to buy and combine with the clothes and create an own style depending on what kind of dressing they like
- It doesn't matter if anyone is too small too fat, too tall or too skinny if anyone puts effort and research a little about how to dress well, take care of their hair, their face, their skin everyone could look nice with their style every time they go out.
- Fashion also enter in the digital world in social medias and websites for their brands to reach more people with the help of the shipping and now helps people to create new ideas for selling their products by the creation of their own websites. These things are also helping to reach the future with innovation and help from the

technology that today there are the comfort of buy a cloth from the phone that everyone always carry in your pocket and buy it where they want when they want.

- Helping people who creates a new brand of clothes reaching to new people, investing their money in something new that promises good earning at a low cost than usual.

(478)

Recommendations

Now that my monograph is concluded and all my information was read I suggest some advice to some people:

- All those people who don't care about their appearance and only buy a few clothes, because they think that looking good like a star or a model it's too expensive, it's not that complicated to have a nice looking it's just take care of oneself, the face the hair buy some grooming products that sells in the market or a pharmacy and try to buy some clothes like basic t-shirts, pants which fits well according to your type of body, basic t-shirts cost around \$12 the regular price, it may vary the price into stores of

prestige it could be at a higher price it's just know where to buy it and know how to combine colors.

- People who are trying to start an entrepreneurship of clothing, it's not good enough to want to have a physical store in a mall, because maintain that stores it involves a lot of money, the stuff to pay it's the rent of the place, the basic services, pay a salary to all the employees who are working for the brand and that store is going to be working in a specific schedule.
- Online Stores is the future and it gives a lot of opportunities to succeed with the entrepreneurship, first by the whole money people are saving for the mentioned expenses, only paying for the creation of the website and working with some partners in an office or from the house and paying for the creation of the clothes it's something really good to have big earning without invest less money than usual.

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