

Fashion





**New clothing designs
come out each year.**

What is Fashion?

Fashion is a popular style of clothing. The clothing that's fashionable changes, though. Every year, designers sketch new clothing designs. Stores decide which designers' clothes people might like. Then, people go out and buy what has become the latest style.

One example of how fashion catches on is the story of the T-shirt. It began its fashion as an undershirt for men in Europe. United States soldiers saw the comfortable shirts during World War I. T-shirts caught on as men's underwear in the United States.

By the 1950's, men were wearing T-shirts on the outside instead of as underwear. Movie stars started wearing them. Today, many people wear T-shirts. Sometimes the shirts have words that tell about those wearing them. Many fans of sports teams might wear shirts that tell which teams are those persons' favorite.

Key Notes:

How did the T-shirt come into fashion?



**Traditional styles
and designs influence
fashion.**

Where Fashion Comes From

Fashion designers get their ideas for new fashions from all over the world. In earlier centuries, for example, American designers copied the latest fashions from Paris. Today, designers find ideas in other countries like Japan.

One example of the worldwide trading of fashion ideas today is the influence of African style on designers from other parts of the world. Designers from around the world use African cloth in their designs because they love its bold colors and patterns. Some designers have copied traditional African draped clothing, including wrap skirts, and have designed jewelry that is influenced by African style.

Another example of the trading of fashion ideas is the influence of the Japanese kimono in the world of designers from Europe and the United States. Versions of the loose, flowing kimono can be seen in high-fashion clothing designed today.

Key Notes:

Where does fashion come from?



This fashion designer is sketching his designs.

The Fashion Designer

The figure in the fashion world that people hear about is the designer. People with this career decide the shape and look of clothing most of us wear.

First, a designer uses his or her imagination to come up with ideas for clothing designs. Ideas come from many places such as from the clothing of other countries and costumes in movies. Once the designer has an idea, he or she sketches the design for a piece of clothing.

The next step is for the designer to turn that sketch into the pattern from which the clothing can be made. Then, people whose career is sewing use the pattern to cut pieces of fabric and sew them into clothing. Finally, the clothing is ready to go to stores, where buyers finally see the result of the designer's imagination.

Key Notes:

What does a fashion designer do?



**The president of FUBU
attends fashion and
award shows.**

For Us, By Us

In 1992, several childhood friends from New York City decided to start a clothing company. They were entrepreneurs—people who want to start a business. They wanted to design and sell clothing for people who wanted to look good in comfortable clothing. Their clothing line was called, “For Us, By Us”-FUBU. Today, FUBU helps set the style for hip-hop urban cool.

The first products the company made were hats. Then, it added shirts. The entrepreneurs convinced hip-hop stars to wear FUBU clothing. They felt that big companies did not respect the urban market. FUBU understood that many people wanted to be part of that world, and the company’s clothing soon became popular.

At first, no big stores wanted FUBU’s clothes, but they sold well in small stores. Today, FUBU clothing is available in stores big and small all over the world.

Key Notes:

Why did FUBU choose that name for the company?

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