

Ancient Egypt

3200 BC – 30 BC



ELEGANCE & NOBILITY ON THE BANKS OF THE NILE

Ancient Egypt is rightly seen as the birthplace of fashion. The clothes worn there were not for protection against the cold, but for beauty. The pharaoh, the ruler of Egypt, dressed in a tunic with an embroidered hem, to which a bull's tail was attached at the back as a symbol of strength. The power of the pharaoh was symbolized by the crown, the royal crook and the flail. His long braided beard inspired widespread respect. Because of this, the queen at least donned a fake one. The natural charm of the bronzed Egyptian women was accentuated by translucent robes from the finest cotton or linen. The small white frills on the fabric were created by a technique known as pleating. These airy clothes were held in position by a beautiful gold collar inlaid with blue, green and red semi-precious stones.



The latest model of sandal made from reeds.

Problems with your subjects? Get yourself **A BEARD!**



CROWNS FOR EVERY OCCASION!

Protective vulture crown 1.

A blue crown 2 was worn when fighting and hunting. The golden cobra on the forehead was to frighten the pharaoh's enemies.

A feather crown 3 made from two long ostrich feathers.

A crown composed of two originally separate headdresses 4. The white symbolizes Upper Egypt and the red Lower Egypt.

Eye-shadow for Beauty?

Not many people know that the Ancient Egyptians wore **eye-shadow** mainly to protect their eyelids from the hot Saharan sun. So it had a similar function to today's **sunglasses**. The piercing eyes of the Egyptians were emphasized with black lines. Can you guess where they got their inspiration from? The dark lines contained poisonous lead which was supposed to protect them from all types of eye diseases, but it certainly didn't do their health any good...



When a pharaoh died, all of his beautiful clothes and jewels were taken to his tomb. What if he might still need them? In order for the gods to allow him into the immortal realm he had to undergo one last "cosmetic" procedure – **mummification**. First his body was dried in a salt solution, stuffed and embalmed with fragrant oils and ointments. Then it was wrapped in thin strips of linen stiffened with resin.



Cleopatra and Nefertiti

One famous Egyptian fashion icon was Queen **Cleopatra**. Two Roman emperors – Caesar and Mark Anthony – instantly fell in love with her. We know that she looked after her complexion using honey masks. However, Princess **Nefertiti** was considered to be the most beautiful woman in the whole of the ancient world. In translation her name means "the beautiful one has arrived".

No, I think I'd like some different clothes! These aren't very comfortable...

Do you want to reward your cat for catching all those mice? Treat it to **MUMMIFICATION!**



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You can have skin like Cleopatra's with masks from **The Honey Factory**

BEAUTY IN SIMPLICITY!

Ladies, emphasize your curves in a close-fitting dress with shoulder straps! Gents, wear a simple, elegant skirt!



YOU WILL FEEL LIKE A PRINCE AND PRINCESS!

Old India

3300 BC – AD 500



THE FLOWING SARI & THE GREAT-GRANDAD OF PYJAMAS

India is a land of cotton, from which the majority of fabric is made today. A traditional Indian garment is the sari, a long strip of material wrapped around a petticoat, with the end draped over the shoulder or around the head like a veil. Underneath it Indian women wear a short blouse revealing the navel. It is still worn today on celebratory occasions such as weddings and birthdays.

Since ancient times, in addition to saris, women have also worn **half-saris** made up of three pieces of clothing – a long skirt, a top and a shawl, which is tucked into the edge of the skirt and then draped over the shoulder like the train of a classic sari.

BE HEALTHY - WEAR JEWELLERY!

According to Indian tradition, jewellery purifies. This is why women wear a lot of gold bracelets and a gold ring in their nose.

Batik

Gorgeous cashmere shawls are made from the soft wool of the Cashmere goat. The material is printed, dyed and tie-dyed. When the fabric is tie-dyed it is first tied with string or a design is drawn on it with hot wax. It is then placed in water with dye. The places which are covered by the string or the wax remain white and form a wonderful pattern.



Cashmere pattern



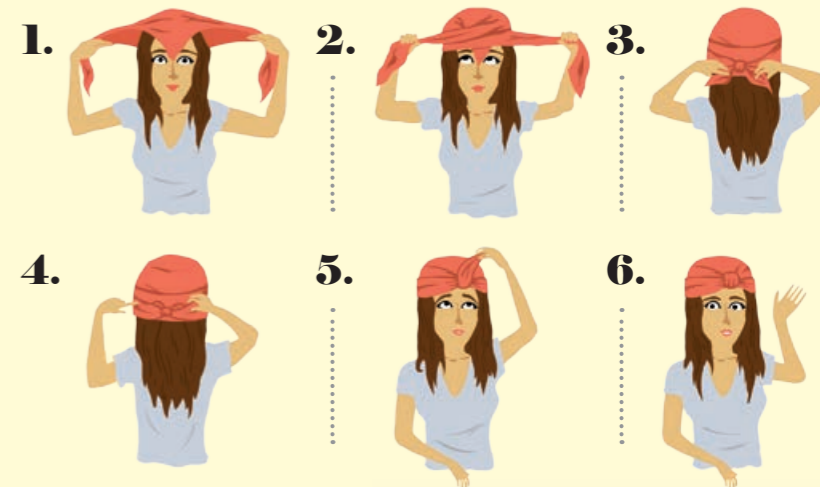
A little bit of India in every bedroom

Can you guess which ordinary piece of clothing developed from the Indian tunic and trousers? A small clue: before they were around, everyone slept in nightshirts. Yes, it's today's **pyjamas**!

The ancient Indians did not necessarily require a needle to make their clothing. All they had to do was weave the material and then wrap it around them. The men fastened the cotton cloth in such a way that they had something halfway between a skirt and trousers: **dhoti** trousers developed from a simple piece of fabric wound around and passed between the legs.



HELPFUL HINTS: THE TURBAN STEP BY STEP



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Romanticism

AD 1820 - 1850

HAUTE COUTURE & WASP WAISTS

A true romantic spent at least an hour a day wandering, composing poems and pondering the deeper questions of life, death and love. In the Romantic period novels went like hot cakes, so it's no wonder that people's eyesight got worse from all the reading they did. Spectacles, a sign of a true intellectual, were held to the eyes by means of a handle. People also wore pince-nez or a round lense on a chain, like jewellery.



Men wore **striped or checked trousers** that reached over their shoes. Women longed to achieve an **hourglass figure**. On the long winter evenings they stuffed the sleeves of dresses with fine feather dust from the down of ducks and geese; while performing this tedious work they whiled away the hours telling stories, particularly horrors.

DON'T MISS
ANY WORLD
INNOVATION



A pocket watch
on a chain always gives
the right time.



I haven't got
a lady's saddle.



At school a girl would learn handiwork such as sewing, knitting, crocheting and embroidery. She would then use one of the first **sewing machines** to make a beautiful trousseau.

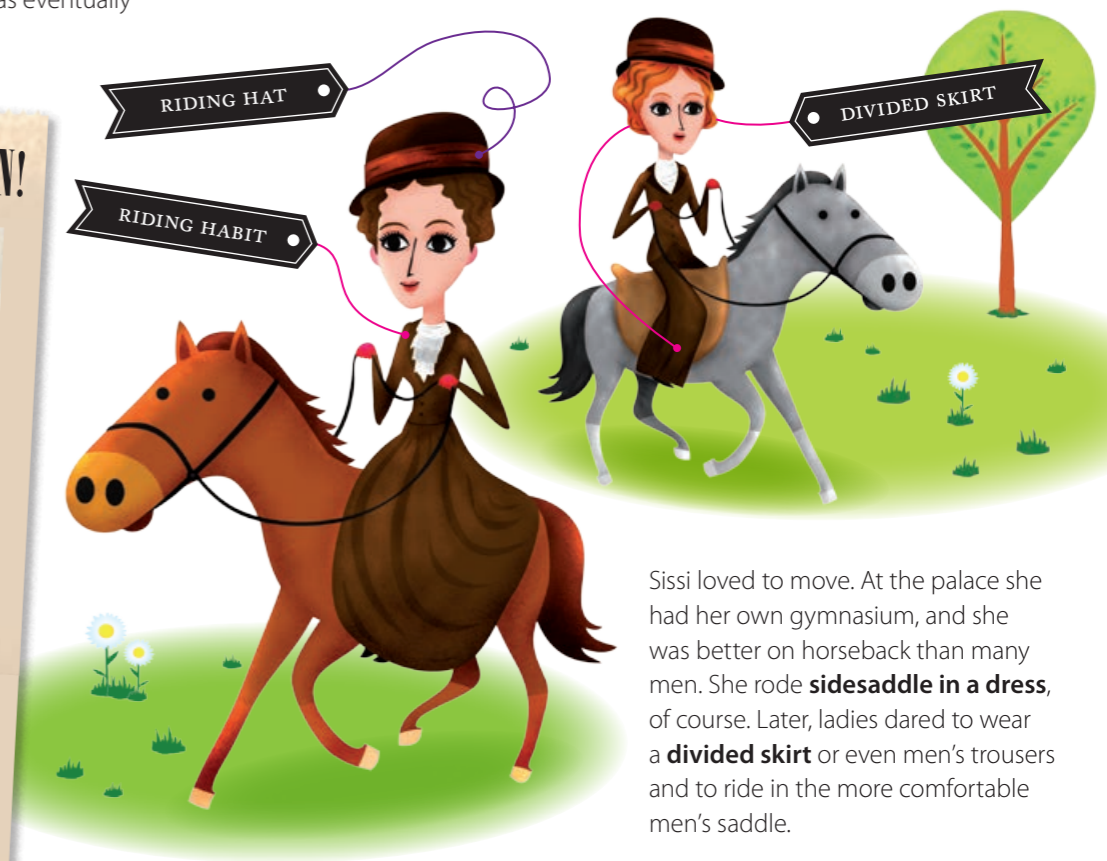


Haute couture

Charles Worth is considered to be the very first fashion designer and **founder of high fashion** (known as 'haute couture'). This clever chap even made evening dresses for the beautiful Austrian empress Sissi. In addition he invented a petticoat that emphasized the behind, known as the hoopskirt; its original steel structure was eventually replaced with padding.

Charles
Worth

Sissi introduced the fashion of the **slender wasp waist**. Following her lead, ladies laced themselves into corsets as never before, causing them to suffer stomach ulcers and frequent fainting fits. Some men, too, longed for a slim waist and would wear a corset under their coat.



Sissi loved to move. At the palace she had her own gymnasium, and she was better on horseback than many men. She rode **sidesaddle in a dress**, of course. Later, ladies dared to wear a **divided skirt** or even men's trousers and to ride in the more comfortable men's saddle.

The Twenties

AD 1920 – 1929



DANCE FASHION WITH A JAZZ RHYTHM

The First World War, a time of hardship and sorrow in which there were no thoughts of fashion, had just ended. Now people could again make merry and dance until dawn! Heels clacked to the rhythms of jazz and the girls' short dresses were ablaze with beads and fluttering tassels. These straight, knee-length, shoulder-strapped, wailess garments would later become known as 'cocktail dresses'. Women began to wear make-up again. The new fashion was bold, playful and free-spirited.



The time had come to **make dresses and hair shorter**. What did mothers and grandmothers – who were still covered from head to toe in the old-fashioned way – have to say about that? More than a few girls caused quite a fuss at home.



Every day newspapers carried photographs of robbers on the run and beautiful actresses. The latter wore their hair either in a fashionable **bob** or curled in **regular waves**.



LOOK MR MAFIOSO

The Mr Mafioso Look is composed of a stylish hat, white gloves and a fashionable pinstripe jacket fitted with an inside pocket for the stashing of cash.

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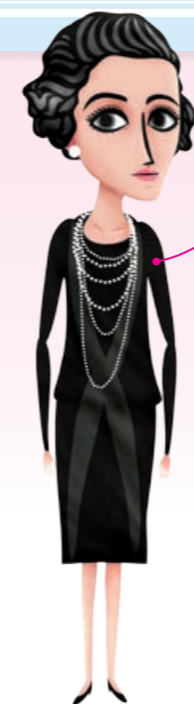
Charlie Chaplin

Many tried to imitate the most famous comic actor of the first silent movies. There was even a **Best Charlie Chaplin** competition. The celebrated original entered this contest in secret; he finished third!



HELPFUL HINTS:
MAKE YOURSELF UP LIKE A SILENT MOVIE STAR!

Pluck out your eyebrows and draw them in again in a thin pencil line. To make your skin fairer and your eyes more bewitching, accentuate them with smoky shadows and black lines. Use mascara – you can get this new beauty product in selected cosmetics salons. Paint ruby-red lips either freehand or with the aid of a stencil.



• 'LITTLE BLACK DRESS'

Coco Chanel

Coco Chanel, perhaps the best-known fashion designer of all time, became famous for her 'little black dress', a simple, elegant garment which today forms the foundation of a woman's wardrobe. It was worn with pearl accessories.



Jeanne Lanvin

Another well-known designer was **Jeanne Lanvin**, who chose the colour of a dress according to the personal attributes of the woman she was dressing. She didn't have much time for the new 'little boy' look; her designs are softer. She recorded her first success with a dress she designed for her daughter. It drew the attention of people of her acquaintance, who immediately wanted it for their children, too.

The Seventies

AD 1970 – 1979

DISCO! ON PLATFORMS IN THE SPOTLIGHT

If the fashions of the Sixties seem eccentric to you, take a look at what people wore ten years later! The ideal material was artificial, elastic and shiny. For clothes that did not glitter with sequins, visibility over great distances was guaranteed by vibrant colours. Spacesuits were still just about in fashion. Experiments in fashion went so far in the Seventies that they became known as the 'tasteless decade' and the style of the time was called 'anti-fashion'.

VIVIENNE WESTWOOD

PUNK,
PUNK,
PUNK!

Going against the flow

Not everyone loved the garish fashions of disco. People felt the need to differentiate themselves from the majority not only by new styles of music but by appearance, too. Designer **Vivienne Westwood** found inspiration in things that others rejected. She and other adherents of punk made these items fashionable: ripped T-shirts, tartan skirts, fishnet stockings, leather jackets studded with pins.

Show me what you wear and I'll tell you what music you listen to. People wore practically anything. The variety of musical styles was reflected in how people dressed.



High **platform** shoes were practical as well as fashionable: when the wearer walked through a puddle, the foot remained dry. **Jeans mania** swept across the world. In the recent past blue denim had been work attire for cowboys, but now it was the material of jackets, dresses, skirts, trousers...

Men showed off their bare chests in clothes with low necklines. The **bell** became a popular shape – there were bell-bottom trousers and shirts and blouses with bell sleeves. Fashion hits included one-piece boiler suits and **Afro** **hairdos**. Sometimes clothing made it quite tricky to tell men and women apart. The singer David Bowie went as far as anybody by complementing his flamboyant costumes with striking make-up.

DAVID BOWIE

That door for the Ladies, darling!