



# Fashion Zeitgeist: Trends and Cycles in the Fashion System

*Barbara Vinken*

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Although it is appealing to think that fashion turns away from conventions, is this really the case? Or are "pioneering" designs simply part of a cyclical revival of forgotten fashions? Looking at some of the most influential designers of the twentieth century--from Yamamoto to Gaultier to Lagerfeld--Vinken considers the politics and philosophies that have been the driving force directing their sense of style. Vinken shows how fashion trends are informed by the past. Chanel, under the direction of Karl Lagerfeld, is viewed as the only fashion house to have remained fresh after one hundred years, yet is this success essentially proof of the self-referential qualities fashion has adopted? What inspired the fetish for labels at the end of the twentieth century? Answering these questions and many more, this thought-provoking book shows how beauty, gender, sexuality, commerce, and dandyism have persisted in defining the fashion system.

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Fashion is a reflection of what's going on around us – politics, economics and culture. Trends are about tapping into a zeitgeist; they define a spirit or mood. Today's most popular designers are good at reading this – Demna Gvasalia at Vetements and Balenciaga for example, who has disrupted the mould with his dystopian, aggy streetwear. This reflected a mood – an air of anti-establishment and disenchantment that resonated with editors and celebrities. We also know that the fashion world would not survive if everyone wore the same thing every season, which is why you should never feel inadequate if a magazine tells you a certain denim style or shoe is out. It needs you to feel sartorially lacking for it to thrive and make money.

Part I: Postfashion \* What Fashion Strictly Divided \* Adorned in Zeitgeist \* High and Low: the End of a Century of Fashion Part II: Eight Types of Fashion \* Lagerfeld for Chanel: The Griffe \* Montana, Mugler: Myth \* Dolce and Gabbana: Deep South \* Commes des Garçons: Ex Oriente Lux \* Yohji Yamamoto: The Secret Sewn in \* Gaultier: Revaluation of All Values \* Helmut Lang: Fabric, Skin and Figure \* Martin.

Ten trends for the fashion industry to watch in 2019. January 2019 | Article. Fashion companies have to wake up not only to the tougher economic environment but also to changing consumer trends and shifts in the fashion system. Created by a team of experts, a survey of almost 300 fashion executives, and extensive interviews, *The State of Fashion 2019: A year of awakening* (written in partnership with the Business of Fashion [BoF]) identifies ten trends that will have a major impact on the fashion industry in 2019. Only those brands that accurately reflect the zeitgeist or have the courage to self-disrupt will emerge as winners. A potential turn in the economic cycle is prompting concern among industry executives over prospects for 2019.