



Passion for fashion

Letnik 1, številka 1

30 maj, 2014

Who are we?

Seven students and two teachers who share the passion for languages and fashion have worked together in this year's language module. When we were searching for a suitable topic for our project, we finally decided to do some research into fashion. The choice was not difficult to make because we are all women who like being à la mode and eagerly follow new trends.

"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening."

— *Coco Chanel*

The information and facts about the topics were being searched for in English, Italian, French and Slovene languages. Our aim was to improve our language skills and to enlarge our vocabulary.

Doris Furlan and Jana Bele Lutman



ŠC Srečka Kosovela
Sežana

Jezikovni sklop 2013/2014

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Special points of interest

- * New trends
- * Ethic issues
- * Style
- * People
- * Institutions



FASHION COLORS FOR SPRING-SUMMER 2014

Centri, ki jin morate poznati

IL MUSEO DELLA MODA E DELLE ARTI APPLICATE

Muzej mode in uporabne umetnosti v Gorici se je odprl 28. marca 2014 in spada med pomembnejše muzeje te vrste. Denarna sredstva za odprtje so dobili iz evropskega projekta Open Museums. Ponovno so odprli svoja vrata z večjo in prenovljeno notranjostjo, s še bolj inovativnim videzom. Projekt, pod vodstvom kustosinje Rafaelle Sgubin v sodelovanju z Roberto Orsi Landini in Thessyjem Schoenholzer Nicholsom, je delo arhitekta Lorenza Greppija.

V novih prostorih si lahko ogledamo razstave gledaliških kulis, oblačil in modnih dodatkov. Muzej daje vtis gledališča, kjer se lahko poglobimo v zgodovino mode. Razstavljena je tudi zbirka klobukov iz 19. in

20. stoletja. Nahaja se v ulici Borgo Castello (13) v Gorici in je odprt vsak dan med 9. in 19. uro, z izjemo ponedeljka.

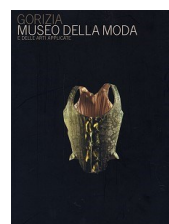
CENTRAL SAINT MARTINS COLLEGE OF ART AND DESIGN

Central Saint Martins College of Art and Design, krajše tudi Central Saint Martins ali CSM, je eden izmed svetovnih centrov izobrazbe na področju umetnosti in dizajna. Ustanovljen je bil leta 1989 z združitvijo dveh umetniških in dizajnerskih kolidžov. Vsebuje široko paleto umetniških in dizajnerskih aktivnosti, ki se odvijajo v novi in izjemni stavbi, ki je bila izbrana za najboljšo visokošolsko zgradbo na svetu leta 2012. Študentom je omogočena izmenjava idej in tehnik posameznih disciplin.

CSM vsebuje 9 programskih področij, med katerimi so: umetnost, kultura in podjetništvo, drama in nastopanje, moda,...

Ta kolidž je med drugimi obiskoval tudi Alexander McQueen, katerega modna hiša je oblikovala poročno obleko vojvodinje Cambriške, Kate Middleton.

Ana Mavrič in Eva Gombač



La mode et moi

Je connais les grands couturiers français assez bien. Mon couturier de mode préféré est Coco Chanel.

J'aime lire des articles sur la mode et sur les

Mon couturier de mode préféré est Coco Chanel

nouvelles tendances en mode. Je n'achète des produits des marques fameuses jamais. Les vêtements que j'aime acheter sont les jeans, les T-shirts, les chaussures et les chemises. Je suis influencée par la mode. Certaines modes me semblent ridicules. D'habitude je choisis les vêtements du style classique. J'ai déjà acheté des vêtements que je n'ai jamais mis. Mes vieux vêtements je les donne. Pour l'été, je porte un maillot, un short ou une jupe et des sandales.

Jerneja Škrlič

Je connais les grands couturiers français assez bien. Ma maison de mode préférée est Louis Vuitton. J'aime lire des articles sur la mode et sur les nouvelles tendances en mode.

Je n'achète des produits des marques fameuses jamais.

Les vêtements que j'aime acheter sont les chemises, les robes, les accessoires, les pantalons, les jeans, les T-shirts. Je suis influencée par la mode. Certaines modes me semblent ridicules.

D'habitude je choisis les vêtements du style à la mode et bon marché pour en changer souvent. J'ai déjà acheté des vêtements que je n'ai jamais mis. Mes vieux vêtements je les garde au fond de l'armoire.

Pour l'été, je porte un maillot ou une chemise, un short et des sandales.

Ana Mavrič

Je connais les grands couturiers français assez bien. Mon couturier préféré est Christian Dior. J'aime lire des articles sur la mode et sur les nouvelles tendances en mode.

J'achète des produits des marques fameuses quelque fois. Les vêtements que j'aime acheter sont les chemises, les robes, les accessoires et les jeans. Je ne suis pas influencée par la mode. Certaines modes me semblent ridicules. D'habitude je choisis les vêtements du style classique. Je n'ai jamais acheté des vêtements que je n'ai jamais mis. Mes vieux vêtements je les garde au fond de l'armoire. Pour aller danser, je porte une robe, une veste, des colants et des chaussures.

Mojca Vitez



»It's time for fashion« questionnaire

1. Which is your favourite magazine?

- A) Marie Claire
- B) Elle
- C) New York Times
- D) Smrklja

2. Which fashion designer do you prefer?

- A) Ralph Lauren
- B) Michael Kors
- C) I don't care
- D) New Yorker

3. The accessory you can't live without is...

- A) my favourite beret
- B) handbag I bought in a luxurious shop
- C) I don't like accessories
- D) my old tartan scarf that I wear no matter the weather

4. What shoes do you prefer?

- A) tennis shoes
- B) high heels
- C) comfortable shoes
- D) flip-flops

5. What would you wear for a typical day at work/school?

- A) jeans and T-shirt
- B) feminine suit
- C) the first thing I see
- D) tight mini skirt and flirty top

6. What's one word your friends use to describe your style?

- A) sportive
- B) fashion-forward
- C) comfortable
- D) pretty

7. News just in: this summer's colours are green and purple.

- A) Now I can get a purple sport bra!
- B) Great! You can't get to the shops quick enough.
- C) I like both colours.
- D) You're willing to make the effort to look 'cool' and search through your wardrobe for green and purple-coloured outfits.

8. What's your favourite season?

- A) Spring. The fresh-air smell fills you with energy, and you love to see flowers poking through the ground.
- B) Autumn. The back-to-school feeling makes you refocus on your goals.
- C) Winter. What's better than cuddling into a warm sweater and relaxing in front of a fire?
- D) Summer. You love wearing flirty sundresses and feeling the sun on your skin.

9. Your favourite colors include:

- A) blue, green and white
- B) black, red and beige
- C) every colour
- D) pink, purple and yellow

10. How long do you spend doing your hair every morning?

- A) I just make a ponytail
- B) 20 minutes or more
- C) 5 minutes or less
- D) 10 minutes

Most answers:

A: SPORTIVE

We can see you like sporting but at the same time you care about your appearance. You like fresh air and comfortable clothes which are lively coloured. It doesn't take you long to get ready.



B: ELEGANT

You are fashion conscious and you like to wear designer clothes. Experimenting with colours is not a problem for you and you do not mind spending time on getting ready.



C: WHATEVER

You do not care about fashion-trends, you just wear what you want and nothing can change your mind. Your style is simple without accessories. Whatever to fashion.



D: PRETTY IN PINK

You like girly colours and look young and fresh, full of energy. But sometimes you want attention and to dress flirty. You are very open minded. You like to follow teenage magazine tips.



Jerneja Škrlić, Sara Vatovec in
Katrin Češčut

Intervju z Leo Bernetič: Modna zvezda v učilnici št. 19

V mesecu maju smo imeli to srečo, da nas je obiskala prav posebna gostja. Študentka marketinga in menedžmenta v Londonu, Lea Bernetič, si je na oddihu v Sloveniji za nas vzela nekaj časa ter nam povedala veliko o sebi in o svoji modni perspektivi.

Za začetek nas zanima, če kaj pogrešaš Slovenijo glede na to, da si veliko v tujini?

Ne. (smeh) Ko pa sem začela primerjati Slovenijo in London in ugotovila, da je v Sloveniji precej bolj čisto in urejeno, sem začela ceniti svojo domovino. Ker mi je pa v Londonu tako lepo, se domov vračam samo, ko mama ne more več brez mene. (smeh)

Zakaj si se odločila za študij mode v Londonu?

Razlogov je ogromno, začela pa bi s tem, da je London središče modne industrije. Že sama angleška izobrazba je zelo cenjena po svetu, zato imaš bolj odprte poti za napredovanje v poslu. Če si v Londonu, si IN.

Kaj je v Londonu tisto, kar te vleče naprej in kako se soočaš z ovirami, ki ti prekrizajo načrte?

Naprej me vleče veselje do študija, obenem pa ves čas spoznavam nove ljudi in dobivam nove izkušnje, ki mi že pri študiju zelo pomagajo. Negativnih lastnosti London zame

praktično nima, je pa res, da me včasih bremeni dejstvo, da moram varčevati z denarjem. Dejstvo je, da je London drag, cene so višje in za shopping preprosto ne ostane denarja.

Kateri so najbolj aktualni problemi v svetu mode?

To, da naše obleke izdelujejo otroci. Veliko blagovnih znamk se bori proti izkoriščanju otrok za delo, na primer H&M, zato take trgovine podpiram.

Še vedno poziraš pred fotografskim objektivom?



Veliko blagovnih znamk se bori proti izkoriščanju otrok za delo, na primer H&M, zato take trgovine podpiram.

Jazz age

Prva svetovna vojna je ženskam prinesla številne spremembe. Manj časa so preživele doma, vozile so avte, niso več spoštovale tradicije in zaradi pomanjkanja moške delovne sile so morale delati v tovarnah orožja.

Po vojni se je oblikovala mladinska kultura, ki je slavila hitro življenje, ples in vznemirljive zvoke jazz glasbe. To je pripeljalo do izgube

spoštovanja avtoritete in tradicionalnih moralnih vrednosti. Mlade ženske so kadile cigarete in plesale charleston in blackbottom. Pojavila so se kratka krila, ki so omogočala večjo svobodo pri plesu in bolj odprta oblačila, ki so ženska telesa razgalila bolj kot kdajkoli prej.

V modo so prišle krajše pričeske, npr. bob in pokrivala. Uporabljali so se naravni materiali, npr. volna in bombaž, pojavili pa so se tudi sintetični materiali, npr. rejon

V glavnem ne. To bi mi vzelo veliko časa, ki ga raje posvetim za nadgradnjo kariere.

Si imela kdaj čast pomagati pri organizaciji modne revije?

(smeh) V bistvu sem imela to priložnost, da sem sama organizirala kar dve modni reviji. Enkrat sem jo priredila tu, v Sežani, in sicer na Mladifestu. Takrat je bilo vse zelo sproščeno. Pravo resno modno revijo pa sem imela lani, ko sem bila na Portugalskem v sklopu projekta EVS.

Koliko parov čevljev imaš v omari?

Čevlji so moja odvisnost, zato je moja omara natrpana z okrog 90 parov čevljev, ki si jih deliva z mamo. Zato mi je težko pri srcu, ko pomislim, da jih imam v Londonu le pet!

Mlada dekleta gotovo zanima, kako ostajaš v formi. No, zau-paj nam, kako ti uspeva, da se ne pregrešiš?

Nisem v formi in pregrešim se z vsem.

In še za zaključek: kako bi se opisala s tremi besedami?

Zmedena, razgledana, odločna. To je to.

Lea se nam bo za vedno vtisnila v spomin s prijaznim obiskom. Želimo ji čim več uspehov v prihodnosti in da nas še kdaj obiše!

Katja Mihalič in Mojca Vitez



(1910). Vzorci, ki so jih prevzeli iz Antičnega Egipta in iz stila Art Deco, so oblačilom dali eksotičen in geometrijski izgled.

Ana Mavrič in Eva Gombač

9 ethical issues about fashion industry

CONSUMPTION

Bringing out a new line of clothing every year encourages fashion enthusiasts to buy new clothes that they don't really need. While some people see this as harmless or a boom to the economy, others believe that it encourages mindless consumerism. Top consuming countries are China, USA, India, Japan and Germany which present about 70% of world consumption. The growth rate has increased since 2002.

ENVIRONMENT

The materials, transportation and production that are involved in the fashion industry all have an impact of the environment. Many synthetic materials are derived from petroleum, while many more natural materials are grown on the land that could be used for food production. The world of fashion may be stylish, glamorous and exciting, but its impact on environment is worsening day by day.

ADVERTISING

According to criticism, advertising seduces people into buying things that they don't need, rather than merely informing them of a product's availability. Advertising and fashion are closely related, and they both encourage people to consume as much as possible. New fashions are widely advertised as better than whatever came before. The goal of fashion advertising is to connect potential customers with the brand, as with other forms of advertising. Often, fashion advertising is heavily linked with sexuality. Some ad campaigns have crossed the lines in the view of critics, and have generated a great deal of controversy from people who feel that such ads are inappropriate, especially when they can be seen by young children.

BODY IMAGE

Virtually all of the models who represent fashion houses are abnormally thin, in keeping with the perceived aesthetic preferences of the public. Studies show that the more reality television a young girl watches, the more likely she is to find appearance important. This focus on extreme thinness in women has been blamed for eating disorders and poor body image among some women whose bodies don't conform to this idealized image. Approximately 91% of women are unhappy with their bodies, while only 5% of women naturally possess the body type often portrayed by the media.

FUR

Fashion that use real animal fur support the fur industry, which is infamous for its inhumane treatment of animals. Fur is acquired either by trapping wild animals and skinning them or by raising animals domestically for their fur. For example, one billion rabbits are killed each year so that their fur can be used in clothing. The sad side is that there are no penalties for people who abuse animals on fur farms in China, which is the world's largest fur exporter.

CULTURES

Fashion – its designers, stylists, and wearers – will never cease to borrow from whomever and wherever it can. It may not please more politically aware readers, but in fashion, the number one rule is: does it look fabulous? In their on-going search for new, different and exciting looks, fashion designers sometimes borrow elements of foreign cultures. Some indigenous members of these cultures don't appreciate this practice, and accuse designers of cultural appropriation. Since designers come

FORGERIES

The main appeal of many fashionable accessories is the brand name. A Gucci bag can be sold for many times more than an identical bag made by a competitor. Forgers take advantage of this fact by creating cheap knock-offs and illegally adding the names of famous and expensive fashion houses.

SWEAT SHOPS

Many fashionable clothes are manufactured by poorly paid people in developing countries. This practice, known as sweatshop labour, has come under major scrutiny and has been condemned by a wide range of critics. Particularly concerning is the employment of young children. A sweatshop is a negative term for a workplace that has socially unacceptable working conditions. The work may be difficult, dangerous or be paid a wage that is not appropriate. Workers in sweatshops may work long hours for low pay, regardless of laws mandating overtime pay or a minimum wage. Child labour laws may also be violated.

A Gucci bag can be sold for many times more than an identical bag made by a competitor.

INEQUALITY

A large part of the appeal of expensive, fashionable clothing is that it's exclusive. The vast majority of people can't afford to buy it, so it grants a level of status and glamor to those who can.



FRANCOSKI MODNI KREATORJI

YVES SAINT-LAURENT

Talentirani modni oblikovalec Yves Saint-Laurent je postal vodja blagovne znamke Dior pri 21. letih, le dve leti po tem, ko se je tam prijavil kot pomožni oblikovalec. Že naslednje leto, 1958, je s svojo kolekcijo obudil "trapez" obleko in požel odmeven uspeh. Saint-Laurent se je po tem odločil, da preneha z vodenjem Diorja in leta 1961 ustanovi lastno modno hišo. Njegove kolekcije, najprej za ženske, potem za moške leta 1969, so prinesle takojšen uspeh. Med njegovimi najbolj odmevnimi kreacijami so ženski suknjič, dežni plašč in ženski kostim. Oblikovalec je pozneje razširil svoje delovanje z raznolikostjo oblačil, npr. za kino in gledališče, in ustvarjanjem parfumov ter drugih kozmetičnih izdelkov. Tri leta po tem, ko je njegovo znamko leta 1999 kupila modna hiša Gucci, se je upokojil. Umrl je leta 2008 v Parizu zaradi možganskega raka.

Mojca in Katja

COCO CHANEL

Gabrielle Chasnel (ali Coco Chanel) je v življenju doživela veliko težkih trenutkov. Odraščala je v sirotišnici, saj je že zelo zgodaj izgubila mater in tudi očeta, ki ga ni poznala. V modnem svetu so ji bili v veliko pomoč nasveti modne oblikovalke Lucienne Rabaté. V njenih kreacijah se odražata preprostost in eleganca. To je močno vplivalo na modo v 30. letih, ko je postajala vse bolj priljubljena. Chanel je prva med oblikovalci idealizirala in izdala parfume Chanel N°5. Zaradi druge svetovne vojne je leta 1954 morala zapreti svojo prodajalno. Oblikovala je nov kroj, s katerim si je pridobila ugled po svetu ter razvila svoj slog. V zadnjih letih svojega življenja je ostala sama. Umrla je 10. januarja 1971 v hotelu Ritz v Parizu. Kljub temu še vedno velja za eno izmed najbolj priznanih blagovnih znamk.

Jerneja, Katrin, Sara

CHRISTIAN DIOR

Rojen je bil leta 1905 v mestecu Granville v Normandiji. Že v otroštvu je kazal zanimanje za glasbo, risanje in oblikovanje. Po prvi svetovni vojni se je na mamino željo vpisal na fakulteto za politične vede. Po končanem študiju se je usmeril v modo, svojo veliko strast. Odprl je galerijo, v kateri so razstavljali Picasso, Matisse in tudi Dali. Leta 1930 je Dior prodal svoje prve skice klobukov in oblek. Leta 1938 ga je zaposlil Robert Piguet. Leta 1941 se je pridružil Luciene Lelong, eni izmed glavnih pariških modnih hiš. Dior je žensko postavljaj v središče pozornosti. Njegove kolekcije so bile bolj čutne, saj je bil mojster v oblikovanju oblik in silhuet, linije so bile enostavne in »čiste«. Zanj so bila značilna ozka ramena, stisnjen pas, poudarjeno oprsje in dolga široka krila. Dior in njegov partner sta kmalu postala znana po vsem svetu. Pri njem so oblikovali mnogi talenti, ki so kasneje odprli svojo lastno modno hišo: Pierre Cardin, Jean-Lois Scherrer, Yves Saint Laurent. Od leta 1996 za Dior oblikuje John Galiano, ki je ustvaril Diorjev »New Look«. Njegove stranke so med drugimi znane osebnosti: Elizabeth Taylor, britanska princesa Margaret in perzijska cesarica Farah Diba. Dior, ki je imel težave s srcem, naj bi umrl zaradi srčnega infarkta v Italiji.

Eva in Ana



Fashion horoscope

ŠC Srečka Kosovela
Sežana

Aries - They love the color red. They also like to wear the latest fashions and don't mind standing out in a crowd. Look for the red tie as a dead giveaway or a bright colored bag or shirt. Because the part of the body that Aries rules is the "head", many wear stylish hats, scarves and barrettes.

Taurus – These folks love clothing that is comfortable. Linen suits and dresses are favorites. Bulls seldom go for the latest fads. They like high quality items but want to get them on sale. Discount designer stores are their passion. Neutral colors and earth tones are the best for a Taurus because he is an earth sign.

Gemini – Anything goes here! Gemini's dual personality favors all kinds of looks and styles. Gemini's closet is brimming with outfits for every occasion. They love color and funky styles that are youth oriented. Gemini enjoy wearing a worn pair of sexy blue jeans with a tank top just as much as they love to dress up in a velvet evening gown or black tie tux. The part of the body that Gemini

Cancer – Pretty, soft, feminine, vintage...these words describe some of the outfits you may find hanging in a Cancer woman's closet. Cancer like soft colors, especially white and shimmery pastels. In regard to their jewelry, they usually prefer silver and pearls. Both men and women crabs love soft, cozy fabrics like flannel, velour and terry cloth.

Leo – Leo the Lion loves luxurious things. They usually have huge closets filled with lovely and expensive outfits or those that at least look expensive. Glittery, sequined shirts, skirts and dresses, bold colors, satins and silks are staples in

the Leo's wardrobe. They also like animal prints. Lions look for designer labels. Their favorite colors are red and gold.

Virgo – Virgo always has a "put together" look. These folks pay a lot of attention to detail so they always look neat and polished, even when they're wearing something very casual. They like the color blue and will often wear tailored, conservative outfits.. They don't like anything too flashy, too tight or fashion fads that go out of style quickly.

Libra – Libra loves clothes! They are very fashion-conscious and always strive to look their best. Since Libra is such a romantic sign, many women opt for lacy shirts and skirts, pretty floral, feminine dresses and lots of jewelry. These are not "gaudy, flashy" dressers but people whose wardrobe gets them noticed because it has real style.

Scorpio – Sexy is a Scorpio word. This sign loves anything black but you'll also find they wear a lot of burgundy too. Sexy high heels and thigh high boots are favorite footwear for Scorpio women. Oh, and don't forget those dark sunglasses that help them look so mysterious.

Sagittarius – Sag are freedom lovers so they look for clothing that is comfortable and sporty. They love faded jeans and sweatshirts, oversized T-shirts and jackets. You'll find Sagittarius own more than one pair of tennis shoes. Their look is fresh and casual. Purple is their color so you'll find many Archer women love lilac, orchid and periwinkle hues.

Capricorn – Goats are very serious about their wardrobe. They look for good quality clothing and often designer labels. Gray, brown, tans, some blue and khaki are traditional Capricorn colors. They enjoy attention getting outfits but not the flashy fashions. Goats do not like rhinestones and glitz. Understated elegance is the way I would describe the Cappy's style.

Aquarius – They're the first to find it, wear it and probably create it too --- Aquarius are first to sport the latest fashion fads. They don't care if the fringe jacket will be out of style next season. They'll buy it and probably continue to wear it until it comes back in style again! 60's and 70's clothing is a favorite too. Aquarius like to be different and don't mind being called quirky or unusual.

Pisces – Pisces rules the feet and therefore many Fish absolutely adore shoes. Pisces of both sexes tend to have a closet full of shoes. Fish are the daydreamers of the zodiacs so the women look for romantic fashions; chiffons and shimmering materials. Their color is greenish blue so you will find sea foam green and sea blue hues in their wardrobe. They adore jewelry and often wear too much at one time.



<http://www.llewellyn.com/journal/article/1010>