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The Influence Of France Fashion History On Fashion In 2023

The history and reputation of the French clothing industry can be traced as far back as the 17th century and is known as a country that's luxurious in fashion and beauty. Whereas Paris is one of the world's fashion capitals of France, France has a fashion reputation that has only continued to strengthen throughout the years. Fashion in France will globally continuously influence fashion evolution, history, trends, and industry reputation. Let's go back to when fashion started to emerge in France before we start making fashion predictions two years from now, let's get the gist and understand the historical fashion inspirations in France and break down their fashion cycle and popular styles. The French owe their chic style to Louis XIV who reigned from 1643- 1715, Louis had a distinctive stylish lavish taste and was a clear example of being the opulent palace of Versailles since he was known for his exquisite attire. He introduced the textile trade to France, furthermore placing it under the control of the royal court, it became the international authority on style, resulting in France being known to find the highest quality textile materials. Intended to introduce and show up the unique and original designs of every product being made by designers, the French produce high quality and top-caliber designs of elegant fashion products that we wear from head to toe. During the 17th century, Fashion icons like Marie Antoinette led many to associate Paris with fashion and sensual pleasure. Following the death of Louis XIV, the courtiers at Versailles started to spend more time in Paris, coupled with the emergence of fashion icon Marie Antionette. Furthermore, France's superiority in

fashion including all forms of high couture continued after the decline of the first french empire. Paris's focus was mainly on menswear and then their fashion revolved around the ideal Parisian woman (La Parisienne), stylish, cultured, and discerning, overall embracing femininity and adapting to anthropomorphization as a woman. Before French fashion had operated on a small scale up until Charles Fredrick, previously mentioned, was a British designer, who set up a shop in Paris in the mid 19th century. For the first time in France history, high fashion has introduced itself and produced on a larger scale. The first round of ready-to-wear clothing sold in department stores in France and Worth claimed that this " Haute couture" was his art and he was an artist (Bekhrad, 2019). Now today Haute couture is used as another word for luxury clothing, other fashion businesses were heavily influenced by the French, for example, a lot of U.S magazines like Harper's Bazaar and Vogue. People would travel to Paris to get couture wardrobes, they felt the glamour they had associated with the French and would go as far as to get knock-offs of the " little black dress", and cheap ready-to-wear Chanel couture versions. Paris has been the leading arbiter of fashion since the Renaissance, as the fading influence of celebrities coincided with the rise of designer-dressmakers in the mid-19th centuries. During the 19th century France reaffirmed its passion for fashion with the development of haute couture with the opening of their great couture houses, some familiar designers even opened their first store in France, for example, Charles Fredrick worth was the first to open a store on Rue De La Paix in Paris followed by Jacques Doucet, Paul Poiret, and many more other fashion designers. A popular well-known fashion house that was established in Paris in the early 20th century was Coco Chanel. During this time the majority of women were wearing uncomfortable tight fitted corsets but Chanel then introduced more comfortable free-flowing clothes that became increasingly popular during the 1920s (Stewart, 2017). Fast forward to the 1960's France

started to introduce ready-to-wear fashion and people were allowed to have their own style because up until the 1960's french fashion was more standardized, everyone was wearing the same styles. With the introduction to ready-to-wear in french aka (Pret-a-porter), the clothing started to become mass affordable for consumers. The hippy movement was popular in Paris from the 1960s to 1970s, inventive creative designs and styles stayed in Paris France and this is why they are known as the fashion capital of the world (Molli, 2019). Previously mentioned Paris France has established famous French fashion designer houses, they are known for fashion week (which is a bi-annual week-long event that features shows from french and international designers) which is still occurring today !.

Fashion globally overtime will still definitely incorporate more French style as we now see on Gen Y and Gen Z, they are still incorporating the original style that was introduced by Louis XIV which is elegant fashion. Many social media sites have been heavily influenced by the aesthetic of Paris, France. When we look at apps such as Pinterest, Instagram, and Tik-Toc, we will see a lot of the aesthetic of France when it comes to outfits and romance, you will see neutral colors worn and more free-flowing silhouette chic styles everywhere and it's on the rise. French fashion has influenced the world and will continue to influence countries like America. Countries like America within cities like New York have evolved in the fashion industry and it's only fitting that it is and always will be one of the fashion capitals of the world next to France. The fashion such as Charles Fredrick Worth and Chanel did not stay in France too long, it traveled throughout Europe and spread across the waters to America, and eventually, the entire world was dressing like the French. Globalism is the term that describes the extension of the french style (Rogers, 2013). When we think of French fashion we think of minimal makeup, simplistic clothing styles, designer bags, and dainty gold jewelry. The Parisian aesthetic has gone

well beyond fashion and has been seen throughout social media drastically that is recognizable as minimalistic and elegant pictures on the internet. The reason why the french Parisian style is becoming popular and already globally intercepted through many fashion-savvy people is that it's an easy comforting minimalist but yet chic style that can be easily copied and interpreted throughout the next few years (Ramos & Nguyen, 2020). In my opinion, the influencers in French fashion are the people who try out the styles and showcase them on social media, whereas it started to become popular and everybody now is trying it. That is where the innovators come in and start wearing the style in public, for it to be seen, this is now happening a lot especially with gen z style whereas their dressing is very minimalist and chic like the french, they are becoming style leaders with their Parisian stylish popular viral pictures. Overall French fashion has been copied in many different cities and countries and is now seen as a directional trend. As previously mentioned Louis XIV introduced the textile trade to France, it's important to know how the textile industry is doing for the future. France plays an active role in the field of textiles growing rapidly, the textile industry continues to be the focus of France. The French textile market remains a highly developed market with many international and domestic players. The industry is dominated by several niche companies that sell a small quantity of highly technical and high-value products, Frances textile can be easily examined in three main branches, the sub-sector, weaving sub-sector, and fabric finishing. The french functional and technical textile industries operate in the field of industrial textiles, aerospace, construction, medical, automotive, and protective clothing, and its industry is the highest whereas it serves 20% of the main consumers of technical textiles. According to data from the French fashion institute (IFM), the fashion industry in France is now worth up to 150 billion, whereas the revenue of the fashion industry in France amounts to over USD 13 billion a year and surpassed

USD 20 billion in our current year 2021. Even though the domestic market for the French fashion industry has been slowly declining in recent years, the sales of french fashion products, specifically in luxury fashion items are still high in the global markets. My forecasting trend report for fashion in 2023 will be heavily influenced by France whereas they will have many more high-quality luxury simplistic clothing and textiles.

Currently, French fashion has come to epitomize effortless style and by researching their street and casual styles they follow some big trends and rules in France. Some trends are neutrals, skipping bold colors, and dressing head to toe in the nude, for example, sticking to neutral colors like tan, brown, white, black, and sticking to simplicity overall. The French tend to wear seasonless outfits which are not tied to trends resulting in their pieces being versatile, wearing them constantly over and over. Less is more when it comes to the French fashion and they fall under the trickle-down theory whereas they are conspicuous multiplication, in which they wear very similar clothing from day to day. They have many of the same styles of jeans or blazers but will have them in different colors, based on my research on french fashion on social media and their streetwear. They own many similar garments so that one never wears the same outfit twice. For footwear, boots in France are essential but not just any boots, ankle boots. Paris France is such a walking city, ankle boots are the perfect blend of cool and practical, ankle boots are also a required french style. Women in France are often seen wearing more unisex clothing, for example, you will see a lot of tailored menswear such as oversized blazers, sometimes with wide shoulders showcasing the shoulders as their erogenous zone. Such styles that are loose-fitting but tailored, they style them with a basic white T-shirt with trousers or comfortable mom jeans. Jumpsuits are also a popular style whereas it contains versatility, one will style with boots or dress it up with loafers depending on the occasion. French women also try to avoid

uncomfortable shoes at most and instead wear comfortable shoes like loafers, sneakers or low heels, nowadays you see this shoe style worn by many women throughout the world when they go to work or just want to be chic casual, this style originally originated from France. When it comes to adding accessories to your outfit, gold lightweight jewelry is essential to France fashion. One will see this jewelry popularised and worn everywhere on women of all ages, you can see them all over Instagram and Pinterest. It is a versatile classic accessory that you can't go wrong with. Gold chain bracelets, gold dangle earrings are popular and on the rise. A tote versatile overthrown shoulder bag is what's expected and these tote bags tend to shy away from anything too trendy. Fashion now is heavily relied on tote bags, basic but yet chic accessories that are even seen in some famous designer's runways, these tote bags are making a strong fashion statement and are here to stay for the next 2 years, it's universal, these tote bags come in many different fabrics, colors, and styles from basic to glamorous designs. Parisian stylish people tend to wear seemingly simple and classic outfits continuously, their outfits are made up of more elevated basic items but the overall look always looks fashion-forward and trendy without even trying, just with these simply added accessories. These are some of the fashion styles you will see all over social media for the next couple of years because they can be so simple and timeless. Some other items that make the overall outfits look put together, especially worn in the spring season that is transmitted globally are leggings that French live in the day-to-day wear, the simple black cotton leggings can simply look expensive. Joggers have been the cozy trend of the season and the simplest way French make the laid-back staple look effortlessly chic is to incorporate a trendy sweater with a solid pop of color, shapes and the way one is complemented with the shape style is also taken into consideration. The shape is becoming more mainstream, so a puffer sweater or a slight fluffed cropped sweater is often worn. Extra

dimensions are considered by adding a wrapped sweater around the shoulders. You will see a lot of designers now incorporating the boxy look that will be a popular trend remaining in 2023. Trench coats dominated France's spring season and are outdoing all the other styles of coats. Trench coats can take the easiest ensemble to the next level. Cardigans in France is another stable piece and you can never go wrong with it, such styles are long sleeve knitted and fuzzy crop cardigans. During the spring to summer, the beauty of a slip dress is an iconic style of dress worn in France. UK fashion sites such as pretty little things and Polly have successfully incorporated a variety of slip dresses in their online websites, Slip dresses are easy to wear because you can toss them on and go and pair them with sneakers, heels, leather jackets, or denim jackets. Slip dresses would be another style that will be dominating in 2023. In France, the women tend to make the slip dress more business professional attire with a touch of chic that was originally presented when fashion first was established in France, and it's not forgotten. For a more high concept look the addition of a slouchy blazer and loafers will complete the look of the silhouette, this style is one of the most famous styles in France worn by women and now women all over the world (Schuessier, 2021).

Now that we know chic, casual, business attire is more practiced and worn in France as a symbolic style, we can dive in more deeply to become trend forecasters for the influence on fashion for 2023. Based on French fashion now, you will be seeing more ballon sleeves shirts since they are more fashionable, business attire, and functional all in one. These statement sleeves are going to be an exemplified style of the appearance of the boxy-shaped silhouette that's worn in France. In 2023 there potentially going to be more of a big-shouldered 1980's style sleeve with oversized ruffles, this style can be worn in the office and out the office. These balloon bell sleeves will be added as a visual interest to a top, chunkier soles will be a continued

trend that started in France and will be influenced globally everywhere in fashion, they are comfortable and stylish. A thicker chunky gothic-like style shoe will be worn especially for comfort to sustain and embody the lifestyle influenced by France. Overall the comfortability and stylish shoes of France have influenced Americans' style, when it comes to designers such as Calvin Klein, Gucci, and Stuart Weitzman, you see these shoes all over the runway and will be dominating the next 2 years. With looser and wider cuts slowly entering the runways, trends are moving away from skin-tight styles (that were and still practiced in France), with more loose pants and relaxed silhouettes will appear and potentially become a more common attire. Now you will be able to start seeing retailers move from older, tight-fitting styles to a more loose and relaxed fit, oversized sweaters, boxy blouses, and flowing dresses may replace skin-tight knits and curve-skimming tops (mitrokostas, 2021).

When it comes to the market aspect in fashion, France's fashion history is originally associated with creative designers and a brand, it gives rise to fast renewal and is situated in a current trend and can define the trends of the future. France's fashion industry has been creative-driven rather than consumer-driven and most likely, other major fashion brands will follow in the next year or so. More creative thinking in fashion will be applied slowly but surely because this ensures their artistic talents like the French designers in the past. Fashion in 2023 will influence brands to develop their imagination, deploy creative vigor and transmit an emotion that will resonate with consumers. Fashion in 2023 will be all about focusing on international development and creativity for brands. If the global fashion market wants to continue bringing in revenue and succeed, they will need to practice ornamentation and nature the links between technique and creation. Consequently in the fashion manufacturing industry, 140,000 jobs focus on the development of individual product and smaller series, which puts the french remaining

closer and traditional to craftsmanship than today, this embodies the fashion industry and will be set to tackle this issue in the coming years to ensure that designers societal credibility becomes their identity. Fashion designers and fashion retailers will need to practice the core activity of french fashion for fashion to succeed in 2023 and throughout the next years.

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