## Fashion



Medieval knights wear a short wool tunic and a coat of chain mail. Gauntlets (heavy leather gloves) and sword complete the attire, which is so costly only wealthy men can afford to be knights.



Crusaders return from the Middle East with new ideas, including that of the glass mirror. In 1278, the glass mirror is produced in Venice, Italy, and Europeans see themselves clearly for the first time.



Queen Elizabeth is the fashion trendsetter, popularizing the wide skirt, jeweled wig, high

bald forehead, and decorative ruff around the

Europeans wear simple tunics and leggings.

Spectacles originate in Italy.

1498 Toothbrush is invented.

High heels are popular for men and women.

Medieval men's shoes have long,

pointed toes. Individuals of higher

social status are allowed to have longer

points on their shoes, some as long as 18 inches.

Moss stuffed into the toe maintains its shape.

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wear bobbed hair, short dresses. shoe rationing.

is popular.

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Buttons appear as decoration, not fasteners. Men and women wear earrings. Cosmetics and perfume come into fashion. Corsets and bustles are essential attire.

first appear.

Hair gets long, skirts get short.

fashions mimic earlier decades.

Men and women wear elaborate powdered wigs made of human hair, horsehair and goat hair. Because the large wigs are heavy and hot, some people shave their heads and wear a cloth cap under the wig to absorb perspiration.



Levi Strauss & Company Archives

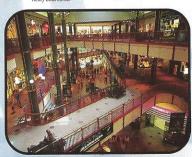
Young Levi Strauss comes to America in the 1850s and makes riveted canvas work pants for California gold miners. When he switches from canvas to blue denim, Strauss unknowingly creates one of America's greatest contributions to fashion.



With flowers in their hair and everywhere, hippies express their philosophy of world peace and love. Hippies favor bell-bottom jeans, granny dresses, bare feet, long hair, beads, headbands and bright colors.



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Indoor malls are popular with teens not only for shopping, but also for socializing. The first enclosed mall is built in 1956. In 1992, the Mall of America, the largest mall in the U.S., opens in Minnesota.



The Industrial Revolution brings mass-produced textiles, standard clothing sizes and the first ready-to-wear garments. In 1851, Isaac Singer invents the home-use sewing machine.

