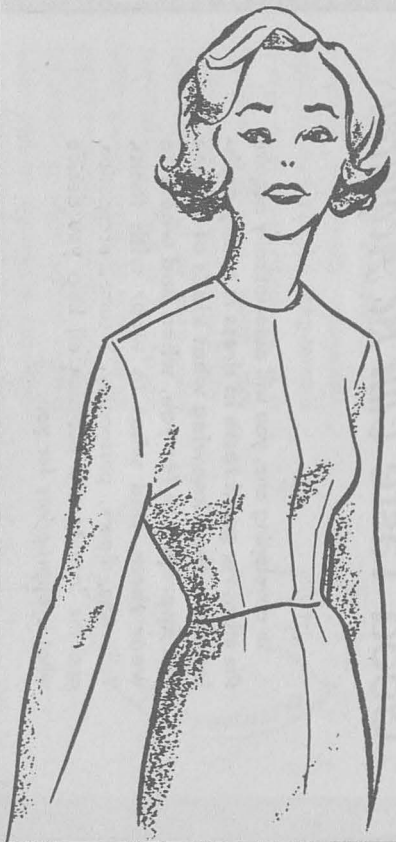
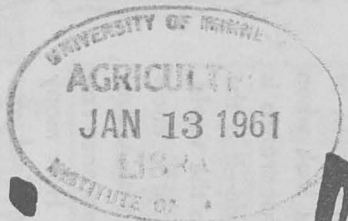


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the Fashionable You



UNIVERSITY OF MINNESOTA
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How important is personal appearance to you? Probably more important than you even realize. Stop and think about first impressions . . . how often you form an opinion of people on the basis of how they look when you meet them. This personal appearance is more than just a superficial facade—it is the mirror of ourselves we present to the world. Often it is what makes people want to know or not want to know the person within. And just as important, a pleasing appearance can help give us a sense of security. How many times have you discovered that you feel your best and do your best when you know you look your best? Certainly this sense of well-being is worth striving for!

What has all this to do with fashion? Let's think about this word—fashion—and see if we can find out. First of all, keep in mind that . . .

Fashion "Know-how" and Good Taste Can Be Acquired

In developing one, you will automatically acquire the other. For **good taste in dress is really nothing more than knowing what kinds of clothes are appropriate for you, when and where to wear them, and what to wear with them.** Your age, figure, personality, income, occupation, and the locality and occasion all help you decide what is appropriate for you.



Perhaps you're wondering about changing styles—how they fit into the fashion picture—a picture that through the years has seen, for example, the bustle . . . the "flapper" . . . and now the sheath. It's true that our idea of what is pleasing varies from time to time, but although **ideas vary**, the **desire** to make ourselves more acceptable in the eyes of others is always with us; it merely expresses itself in different ways. **It is up to you to put forth the time and effort necessary to acquire and develop these tastes.**

What Good Taste Means to You

PERSONAL SELECTION based on GOOD TASTE is the KEY to FASHION "KNOW-HOW"

Notice we say **personal selection**—your ability to choose tasteful styles that reflect the personal you. And what is **good taste**? It is nothing more than the recognition of what is good or acceptable or beautiful. Unconsciously, perhaps, you look for these qualities in everything you perceive—whether it be a tree, a work of art, or an article of clothing.

If you think about it, you will discover that all objects which reflect good taste possess these four essential elements . . .

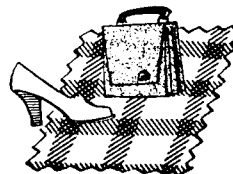
PROPORTION HARMONY EMPHASIS RHYTHM

Let's examine these elements more closely and see how they contribute to an attractive appearance in dress:

- **When something has a pleasing relationship of one space to another it has good PROPORTION.** For example, in dress a very tiny street handbag would be out of proportion for a large woman, while a very large bag would seem to dwarf a petite person.



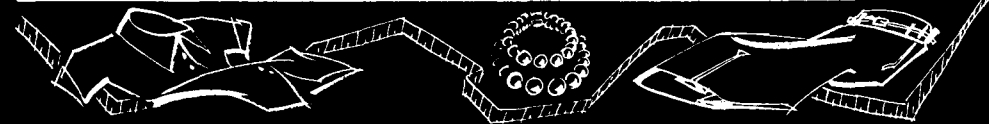
- A costume is unified when all parts of that costume relate or are suited to one another and to the person who is wearing the costume. **This feeling of completeness is known as HARMONY.** If a costume is to have a pleasing appearance, it must have harmony of idea, scale, and texture.



- **A smart outfit must have a point of EMPHASIS or center of interest.** This gives the eye something to focus upon. Usually it is desirable to direct the emphasis toward the face because you, the person, are more important than anything you wear.



- **When the eye is drawn first of all to the center of interest and then is carried easily to other points of interest within the garment, the costume possesses RHYTHM.** Rhythm gives the costume order.





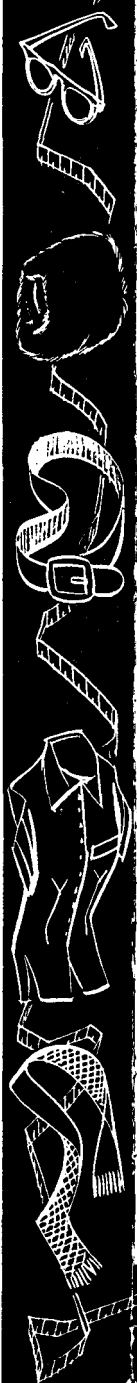
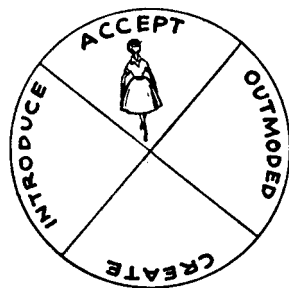
TAKE A FASHION QUIZ

Edna Woolman Chase, in her book, *Always in Vogue*, suggests asking yourself these three questions as a guide: 1) "Am I harmoniously put together?" 2) "Am I appropriately dressed for the occasion?" 3) "Am I free of non-essentials?" If you can say "yes" to all three of these questions, she says you will be well dressed. **Then you will know if you are putting your Good Taste into practice.**

What Fashion Means to You

Now what is this mysterious something called fashion? It is really the expression of people at a certain time. Good fashion reflects the economic, social, political, and cultural ideas of a particular people and period. In keeping with this idea, today's fashions place an emphasis on simplicity, ease of care, and design suited to our informal and active way of life. Moreover, fashion is correctness; wearing that which is considered the best look for right now. **What is fashionable for you might be completely out of place on another person in another place.** Learn to make fashion work for you by adapting it to your own situation.

Though all successful fashions pass through four stages (they are first created, then introduced, then accepted, and finally outmoded), good fashions can be long-termed if they meet basic standards. **If a fashion satisfies your demands for comfort, durability, simplicity, ease of care, and wearability—and it is chosen with good taste, it will serve you for years to come.** You can, by watching what fashion leaders wear and by making a consistent study of fashion, develop a certain amount of skill in predicting change.



Remember, fashion is to be worn and most importantly—worn by you! When you understand fashion you will enjoy having it work for you. **Learn to use fashion, don't let fashion use you. Select from current fashion only those things that are becoming and appropriate for you.** When a new fashion seems to be "yours," be quick to adopt it. In this way you become friends with fashion.

Let these tips help you make fashion work for you:

- It is better to pay full price for an incoming fashion that will be wearable for a long period of time than to pay half price for a fashion that is on its way out.
- Beware of extremes; simple garments of good quality fabric and good design will be in fashion for a longer period of time.
- Save the glitter, the exotic, and the unusual for evening hours and special occasions. They demand special attention.

Improve your fashion sense by watching ads and displays, and window shopping. As you see clothes, ask yourself these questions: Does that garment have good design? What type of person would look well in that garment? For what occasion would that garment be worn? This kind of window shopping pays dividends. **You, too, can be a "Fashionable You."**

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