

PHASE ONE

PAST

Fashion before the 1800s was slow and custom-made, with no differentiation between haute couture and ready-to-wear apparel. The Industrial Revolution changed this, with clothing being manufactured specifically for each individual and made to last a lifetime. People started dressing up for style, not necessity.



In 1911, the first serious accident in a clothing factory took place, with 146 garment workers dying. The abundance of cheap, mass-produced, low-quality clothing has a significant impact. Buying new clothing evolved into a habit and a method of social advancement.



Fashion changed rapidly in the 1960s, with young people rejecting sartorial traditions and embracing low-priced made fashionable clothes. Fast fashion became popular after zara adopted an accelerated production process from the stage of garment design to retail.

