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STREET STYLE CHANGES OVER LAST DECADE

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The purpose of the research is to analyze the notion of fashion and style, to show street style changes over last decade in the USA, South Korea and Ukraine, to compare different looks, find their distinctive features and similarities. The research is done to show the way different fashion styles changed within time.

The object of the research is street styles from New York, Seoul and Kyiv fashion weeks. The distinction of what people wear makes a difference in their appearance and selection of clothes. This is our main focus in this research.

The methods of the research. In this research comparative method is used. This analysis is built on the view and comparison of colors, forms and fabrics of outfits.

Scientific novelty and practical significance. In our research we compared street style looks from fashion weeks in different seasons and years from 2009 to 2019. In the future this work will depict historical background on fashion showing its development.

Over the past ten years, fashion has changed dramatically along with modern technology. Now it is difficult to find a person who does not have access to the Internet, who does not know at least a few famous designers and is not interested in fashion to some extent.

Fashion is something that you wear which is trending in the fashion world. Fashion or style varies from country to country, people to people and place to place. Fashion is arguably the most influential medium in the world; it transforms the way people perceive others and the way they view the world in return. Fashion is relevant to contemporary culture. In fact, it reflects contemporary culture. In fact, fashion is the fabric that weaves the values of our culture. Fashion is not frivolous. In fact, fashion is a weapon.

There is a significant difference in the notions of fashion and style. Yves Saint Laurent famously said “Fashion fades, style is eternal.” Whereas fashion is an art that is notoriously difficult to keep up with because trends change seasonally, style is impacted by much longer-lasting factors. Style is affected by religion, politics, culture and subculture, weather, body type, profession, upbringing.

Thus, fashion is versatile it keeps on changing, whereas style is more permanent and timeless. A person will look fashionable if he is following the current fashion and keep changing their wardrobe according to it. Style is something that does not depend on clothing; it can be associated with anything that makes you look stylish.

With the development of the fashion industry, the number of fashionistas is also increasing, and more and more often in the streets and public places we can see young girls, and in recent years, guys who stand out for their unique style.

Street fashion is generally associated with youth culture, and is most often seen in major urban centers. Magazines and Newspapers like the New York Times and Elle commonly feature photographs of individuals wearing urban, stylish clothing. Japanese street fashion sustains multiple simultaneous highly diverse fashion movements at any given time. Mainstream fashion often influences street fashion trends. Most major youth subcultures have had an associated street fashion.

It should be mentioned that street fashion is a type of fashion that is very personal. It is something that displays people’s personality but it still highly trendy and cool. It may even be seen as controversial to others.



Analyzing street fashion changes and comparing photos taken even a few years ago and at the present time, we can note differences in colors, prints, fabrics and shapes. In the past, more preferred were dark colors, natural materials, as well as using more classic styles. Although this is not applied to everything. If you look at the photos taken in Seoul, it can be noted that in the past they used brighter colors, and now the colors are in general more calm and monotonous. In South Korea, as in no other country, the trends have surprisingly stranged in terms of the combinations of styles, prints and patters. In numerous photographs, one can often see the contrast between those who descended from Mars from somewhere with their elaborate forms and patterns, as well as simple earthlings in fully black or white clothes.

If we take a close look at fashion style in Ukraine, then our mods are still reaching out for dark, practical colors and simple, convenient forms, but they have learned to dilute them with sparkles, donuts, inserts with interesting prints, leather and other things which add a lot of important and significant small detailes to the final look.

As for New York, the local signs of fashion always looked as if only from a photo shoot. They moved smoothly from darker to brighter colors. Most often, they compensate for the expanse of color with an interesting combination of styles, shapes or prints, and very rarely mix some defiant items or detailes together. In addition, raincoats and trench coats never go out of American fashion.

This year, not only New York, but also other mods to the office and sports styles can be noted. Korea does not hesitate to combine them, which in any other country would look strange, but they have this common thing.

Regarding the materials, it is necessary to emphasize the development of the textile and knitwear industry, since many artificial and syneric fibers have entered into circulation, allowing you to feel quite comfortable. This year's knitwear is used much more, even if it is equal to last year, and all because the sporting style consists mainly of this material.

Conclusions. Summing up all of the above, fashion and style are completely different notions. Fashion has come a long way of change that will never end. Everyone knows the fact that fashion tends ofen return and maybe next year we will see something of a recent decade.

Keywords. Fashion, style, street style, Fashion Week, style changes.

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