

<b>STYLE HISTORY</b>	<b>TEKO</b> January '14
<b>Style name</b>	<b>Yuppie/Grunge</b>
<b>Period</b>	<b>Early 80's to early 90's</b>
<b>Background</b> What has influenced this style period? (politics, economics, major events, developments in society, culture)	<p>Jimmy Carter saves the Chrysler Corporation.  Ronald Reagan has been elected for US's president.  Cold war – USSR vs USA ending mid 80's  Fall of Berlin Wall 89  The rise of the wall street  Space race – USSR vs USA  MTV was launched in 1981  The first episode of the TV-series "The Simpsons" was aired on 5<sup>th</sup> June 1987, the series are still on air.  Michael Jackson released THRILLER, which won 8 Grammy awards.  Beginning of AIDS pandemic  Flat-screen television invented  Apartheid  Communism was collapsing  Pac-man  First black governor selected in US  Gay Rights more accepted in the western world  First female Supreme court justice</p>
<b>Design philosophy</b>	<p>Yuppie  Yuppie started in the 80's, the advertising industry is to capture the essence of a particular type of work hard, play hard, ambitious minded city career person.  People were doing well financially, but being really obvious wasn't completely acceptable, hence the statement Rolex. The other big thing was the cell phone, new at the time. And women were yuppies too! They also wore their "Power suits".  The hectic lifestyle of a yuppie meant that after long hours of work, rare free time was spent in a self-indulgent way frittering away the cash earned on anything, from expensive perfume, to a bottle of fine champagne. Conspicuous wastage was part of the attitude. The term applies to men whose ages range from about 21 to early 40s.  Yuppie-style is always matching and usually upscale. They like to flaunt their good taste. Even if the young professionals are in</p>

	<p>debt to their ears, they work hard to maintain the image of success. For day they sported wide shouldered jackets and for weekends they wore a Barbour to affect a country aesthetic to assume the appearance of a more advantaged lifestyle. They Wore business suits. and clothes that are considered casual, also they look for outfits in neutral colors like grey, beige and olive. Yuppies do not like to stand out with bold colors, They may end up making an unintentional statement, these are usually khakis and polo shirts. They made sure to see someone else wearing the outfit before - yuppies are conformists. They usually Carry a sweater with them by draping it over their shoulders and tying the arms loosely around the front. This should look very casual as if they put it there without a lot of thought. And the sweater should never fall off or hang crooked.</p> <p><b>Grunge</b>  Grunge, like almost all labels of modern rock n roll, was a label fabricated by radio stations and the MTV/music industry. It described music stripped down to its bare sound and devoid of flashy stage antics and costuming. The bands that were labeled grunge, Smashing Pumpkins, Pearl Jam, Sound Garden, Nirvana, Alice in Chains etc. were reacting to the overly produced glam rock from the late 80's and seeking out something that personified their feelings and generational angst better than Poison or Bon Jovi. It was about finding your own sound, style and place  Grunge was developed as a way to shun fashion and style but became a fashion all of its own. Colors for this are usually dark and subdued. Shirts are baggy and covered with something like a flannel shirt. Jeans are the standard for the legs and the more worn they look the better. Jeans were usually baggy and relaxed not tight. The shoes that go with grunge look include large clunky types like combat boots.</p>
<b>Language of form</b> What is characteristic of the style period?	<p><b>Yuppie:</b> upper middle class, upper class. Higher income, their style a way to expose their wealth. Aware of the brand. Expensive rather than design. Influence by music channels.</p> <p><b>Grunge:</b> Copy style of celebrities. Hand-me-downs clothes/ thrift shops. Oversized shirts.</p>
<b>Form:</b>	<p>Yuppie: clean classic cuts, no details</p> <p>Grunge: ripped acid-washed jeans, printed oversized t-shirts</p>
<b>Colours:</b>	<p>Yuppie: Black, blue, white, grey</p> <p>Grunge: Black, white, red, olive green, (Blend in colors)</p>
	<p>Yuppie: wool tweed, flannel</p>

<b>Materials:</b>	Grunge: denim, cotton, wool, flannel
<b>Function:</b>	Yuppie: fulfill practical needs – suits for young urban professionals; shows wealth and social status. Grunge: express of opinion for freedom and equality; comfortable everyday clothes

<b>Style period</b>	
<b>Important persons</b>	Margaret Thatcher, Donald Trump, Curt Cobain
<b>Architecture:</b>	Lloyds building in London, Sony building in NYC formerly AT&T building, U.S. bank tower in LA,
<b>Design:</b>	Memphis Group, Poul Kjærholm, Philip Strack
<b>Fashion:</b>	Calvin Klein, Ralph Lauren, Giorgio Armani, Donna Karen, John Galiano, Moschino, Dolce and Gabanna, Vivienne Westwood, Levis
<b>Conclusion &amp; reflection</b>	<p>There is no doubt about that the understanding of having a Yuppie or Grunge style has evolved since its coming out in the 80-90's, however the evolving has happen in terms of name changing the style and modernizing it and its values.</p> <p>The yuppie style has dominated the male business world since it came out in the 80's. In offices the invented the casual Friday for example - which is the only day workers can come to work without a suit and where female can leave the high heels home. The yuppie style is also seen in another work area, flight attendance, both sexes are here dressed up to look clean and formal.</p> <p>The past decades money, labels and minimalism have played an important rule on young and older generations. Since women began focusing on making a name for themselves in a "man's world" they have been wearing more men inspired clothing: pants and even their boyfriends clothing (the term boyfriend t-</p>

shirt also come from this period). Simple plain colors as black, white, blue is a dominating color in many people's clothes, especially in Scandinavia. The need for having designer things is still dominating; however bragging or showing of is more in direct. Both men and women love having that special piece of designer cloth or accessories that will make their outfit look just a little more expensive. That being said, people feel amazing about themselves when they shop something for less the price then the product worth. A lot of females in all generations are using this look out of psychical reasons – the clothing don't sit tight which means that it do not show the body figure and women look more serious, so they believe men take them more serious.

The obsession of following trends together with celebrity obsession has made the world more time driven when it comes to style. That means companies always have to create or see the trend before it's out there if they want to keep up the sales. Due to the network social people are always reminded on what to and what no to wear. That have influenced on the style pieces from style times like the Grunge have been trending, the black leather jacket, the black leather tight or pans and grandpas old lumberjack shirt. It is safe to say that in the beginning of this decade the style from the grunge is gaining popularity among the generation y and x's. However, the way the style is being reborn as an increasing popularity is within a more "soften look" by blending in the light blue ripped levis jean (notice the label, people are focusing a lot on that the vintage jeans still comes from the right label). Many people today is also blending in the different styles to create a more unique look (but due to trending and the internet having a unique style is even hard today) Street style, festival style, dressing like a "homeless" or "drug addict" is seen in our decade today which is rebuild on the Grunge style. A understanding of the style is "looking like you do not care" mixture of both styles but inspired from the Grunge style – it is all about relaxed, vintage, mixing and oversized. The modern rock n roll has also in terms of leather mixed with vintage old t-shirt (likely to be with a band picture on, from the 80's) and then the final touch is messy hair and full eyebrows. The grunge style is likely to be dress up with some lighter colors like white and light blue or a piece of clothing in sophisticated cuts (yuppie style). Fx white men's inspired shirt with black leather pants and boots with chains on.

All of previous style generations are affecting our stile today and we like to mix the styles together and give them new names. However, it is safe to say that the Yuppie and Grunge style is affecting our style more then we knew.

**Date :**

**24/01-13**

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<b>Style period</b>		<b>Illustrations</b>
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Style period		Sources
		<p><a href="http://www.liketotally80s.com/80s-capsules-1980.html">http://www.liketotally80s.com/80s-capsules-1980.html</a></p> <p><a href="http://www.thepeoplehistory.com/80sclothes.html">http://www.thepeoplehistory.com/80sclothes.html</a></p> <p><a href="http://www.thepeoplehistory.com/80sfurniture.html">http://www.thepeoplehistory.com/80sfurniture.html</a></p> <p><a href="http://en.wikipedia.org/wiki/Yuppie">http://en.wikipedia.org/wiki/Yuppie</a></p> <p><b>Design gennem 200år, Ida Engholm</b></p>

