

The Research on the Women's Clothing Types of Fashion Brands under the Influence of Feminism

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Abstract: Under the influence of feminism, fashion brands have also continuously designed and produced clothing with corresponding themes. In the process of continuous development of feminist clothing, it has also brought a certain impact on individuals and society. This paper takes the design and development of feminist clothing of different fashion brands under the influence of feminism as the research object, and explores the concept and development of feminism, as well as its manifestation in clothing. At the same time, it analyzes the specific display forms and influences of feminist clothing of different fashion brands. Through the literature reading method, the results of this paper find that feminist clothing is reflected in different brands such as Dior, Prada, Givenchy, Saint Laurent. In terms of influence, it mainly includes enhance women's self-confidence for self-expression, and eliminate social boundaries and demonstrate female power. The author hopes that through this research, it can provide relevant contributions for scholars who study this field in the future.

Keywords: Feminism, brand, Clothing, influence

1. Introduction

Feminism symbolizes the demand for gender equality, and in today's society, its influence is gradually produced on the clothing of different fashion brands. In addition to its functionality, clothing can also be used to reflect personal aesthetics and attitudes towards life. When different brands began to design clothing with corresponding themes under the influence of feminism, it also had a certain impact on individuals and society.

The author can often see issues such as women's workplace plight and women's domestic violence from online reports, so think about women's rights issues. In today's society, in many countries, women still do not have equal rights. Sexual assault, domestic violence, etc. , workplace discrimination and other issues emerge one after another. However, on the other hand, there seem to be more and more cases of successful women in the workplace, and the voices against women's rights are getting louder. The appeal is getting louder and louder. At the same time, in the fashion circle, the number of women who pay attention to fashion brands is not small, and the products aimed at women in many fashion brands have also aroused the author's curiosity. How does the fashion circle express women's rights? Especially in multi-sexual circles, how is feminism expressed? With these questions, the author started the research of this article-a research on the types of women's clothing in fashion brands under the influence of feminism.

In this article, the author mainly talks about the thesis divided into three parts, including the concept of feminism and its embodiment in clothing, the display and influence of feminist elements in fashion brand, and the impact of feminist clothing on society. The author hopes it can provide relevant contributions for scholars who study this field in the future.

2. The Concept of Feminism and Its Embodiment in Clothing

2.1. The Concept of Feminism and Its Development

Feminism is a social theory and political movement created and initiated by today's society to promote and call for gender equality. During the early years, women living under patriarchal socialism were not given the equal rights they were entitled to. In the "Bible", it is written that God created Adam, and Eve was a woman who created by God from Adam's rib. This is also proof that the idea that women are the appendages of men has appeared since Genesis [1]. The perspective is switched to another part of the earth. In a long history, women in ancient China had no status. Although men have been oppressed in different ages and cultures, they are oppressed because they belong to a class, not because they are male. Women, on the other hand, are oppressed simply because they are women, in addition to belonging to a certain class, etc. They respect men and think that men are their gods. Women are taught to abide by the "Three Obediences and Four Virtues" since childhood [2]. "Three Obedience and Four Virtues" is one of the moral standards that bound and oppressed women in ancient Chinese feudal ethics. The three obediences are to obey your father when you are unmarried, obey your husband when you are married, and obey your son after your husband dies. The four morals refer to a woman's appearance, morals, manners, and workmanship. Only by satisfying the "three obedience and four virtues" can women meet the standard of marriage for ancient men.

However, women at the time were not content with the status quo. The most famous Chinese female emperor, Wu Zetian, ascended the throne of the emperor as a woman and ruled the world. This is a "rock-shattering" event in the history of Chinese feudalism. Also, it is a great initiative in the history of oriental feminism. In Europe, along with the development of the modern western bourgeois industrial revolution and enlightenment thought, the idea of feminism was produced among women in the European middle class. At that time, the feminist movement was divided into three stages, and at the end of the 19th century, the first wave of feminism occurred. Women demand gender equality and want equal civil and political rights. Against the privileges of aristocracy, polygamy, and polyandry system, emphasizing that women and men do not have any difference in intelligence and ability. However, by the early 1900s to the 1960s, a second women's liberation movement emerged, calling for the elimination of the phenomenon of men and women having the same jobs but not the same wages. In addition, eliminating views that require women to be subordinate to men's foundations. In the 1960s and after that, the third women's rights liberation movement occurred, women proposed self-esteem and self-love, and asked men to assist women to get rid of oppression and move towards equality [3].

In addition to this, eliminating stereotypes is also a top priority. People usually describe the most beautiful family scene as the man who goes out to work and earn money, while the woman cleans the house and takes care of the children. As everyone knows, this is already a stereotype that is deeply ingrained in everyone's mind. A generalized and fixed view of such thinking has been developed and the false idea that all women or men have traditional peculiarities has been promoted, while ignoring individual differences and individualities. As a result, it has become everyone's preconceived ideas and hinders the correct evaluation of others. The author believes that people should not impose such negative views on everyone. Women can also work hard in companies and earn money to support their families, and men can also take care of household hygiene and child care. Women can cut their long hair and keep their hair short, and men can also leave their hair uncut and let their hair grow

longer. Women can go out in long-sleeved trousers, and men can also go out in skirts. Women can be muscular and full of masculine beauty. Men can also makeup for work needs or to make themselves more confident.

Today's new era women still value family as usual, and bravely pursue love and freedom. Likewise, they pursue higher education, do what they love, do what they want to do. They begin to love themselves, get rid of the rules of a patriarchal society and achieve spiritual and economic independence. They have the courage to explore and the spirit of pursuing equality has gradually become the benchmark today. Of course, the purpose of feminist theory is not simply to understand the nature of inequality, sexual politics, power relations, and gender consciousness. It also includes research exploring eliminating discrimination, eliminating stereotypes, eliminating objectification of women, and so on. Therefore, the ultimate goal of feminists is to eliminate inequality between all men and women.

With the rise of research on feminism today, the author finds that it is not only for women's development to gain rights. It has also affected many aspects of society, among which it has also contributed to the development of women's clothing.

2.2. The Embodiment of the Concept of Feminism in Clothing

When women's minds began to liberate, their clothing styles also made a very big difference. In the first feminist movement, women actively called for and expected the same rights, and they moved from patriarchal thinking to independent female thinking, and hopefully some simple menswear styles in their outfits. Until 1914, the feminist advocate Coco Chanel abandoned the concept that women should wear skirts and then designed the Tweed Suit, so the prototype of the first women's suit was born, and this style was also pursued by the designer-Chanel. In 1916, she introduced designs for women's knitted wool sportswear like menswear for cricket. As a result, the range of activities and entertainment for women is greatly increased. Women are free to ride horses, to play ball and socialize with others. Then in 1932, designer Marcel Rochas imitated and paid tribute to Chanel, combining the idea of women wearing suits and trousers to create a Trouser suit. In 1947, Christian Dior abandoned the suit that was simply modified into a male version, but recreated the Bar suit. In addition to meeting everyone's needs for suits, it added more female features, highlighting women's wonderful figure and charming waistline [4].

In the second women's liberation movement, women's clothing has changed as a whole. Women's clothing began to become unisex. At this time, women abandoned their previous elegant and feminine clothing. They began to dress mode that is convenient and unisex. In 1963, YSL designed its first women's suit, Le Smoking, which also revealed feminine beauty in a neutral style [5].

Seventeen years later, in the third feminist movement, Amarni designed Powersuits that symbolized rights. Amarni incorporated elements of men's suits into women's clothing, featuring wide and rounded shoulder pads, and became the most sought-after suit at the time [6]. After that, the development of women's suits gradually approached the "neutral style" and became more and more diversified.

3. The Display and Influence of Feminist Elements in Fashion Brand Clothing

3.1. The Display of Feminist Elements in Brand Clothing

3.1.1. Dior

In 2016, an Italian named Maria Grazia Chiuri joined DIOR as the first female creative director in the brand's history. After entering DIOR, she broke the brand identity and promoted the concept of feminism as her first female creative director. In 2017, with a T-shirt printed with "WE SHOULD

ALL BE FEMINISTS"(As Figure 1 shown), she proved herself a feminist with a high profile, which attracted the attention of countless people. In addition to T-shirts with feminist slogans, there are also women's underwear embroidered with the words "JADIOR", and sunglasses with "JADIOR" printed on them. "JADIOR" comes from the French "Jadore", which means 'I' love, and "JADIOR" printed on the outside of clothes and sunglasses means to show the true self of women, women must dare to speak their minds and live the way they want.



Figure 1: The celebrities wore "WE SHOULD ALL BE FEMINISTS" in 2018.

In 2018, the DIOR spring and summer haute couture series showed the diversity of women. Women can be sexy, but also calm, rational, strong, and brave. DIOR reflects the diversity of women's clothing by tailoring suitable suits and coats, using silk and chiffon that highlight the beauty of women. In the same year, the slogan "WHY HAVE THERE BEEN NO GREAT WOMEN ARTISTS?" was printed on the striped T-shirt. Compared with the feminist slogan a year ago, this time is more like a reflection. Is it the social environment that limits my future? Or is it that women define their own futures?

Shortly thereafter, during the 2020 Autumn/Winter collection (As Figure 2 shown), the tents "Patriarchy=CO2" and "Patriarchy=Repression" in the tents set up outside the Tuileries Garden in Paris were hung high, announcing to the attendees that this was a show for women [7].Also, an empowering fashion feast. In the big show, Maria used polka far point and black and white color contrast to achieve the balance of girl mentality and mature women. Through a variety of clothing styles, it appeals to women's desire to return to the workplace.



Figure 2: Dior 2020 autumn winter series.

3.1.2. Prada

In addition, Miuccia Prada is also the most representative feminist designer. She once participated in the women's protest movement. To her, fashion is not just a family business, it's a place for women to speak for themselves.

Presented at Milan Fall/Winter 2017 Fashion Week (As Figure 3 shown), Miuccia's work represented the confusion of today's women. Conservative clothing including full body is printed with the image of sexy and charming femme fatale. Just like the remarks that many people say now, "Women are sexually harassed or sexually assaulted because they dress revealingly." Prada's contradictory designs show women's struggles between being themselves or following the popular female label. At the backstage of the press conference, Miuccia took the initiative to ask the reporter, "Temptation, sexy, and charming, are these symbols on women, natural nature, or built up? Is sexual attraction a woman's active pursuit, or is it a product of the materialization of the patriarchal system?" Miuccia Prada uses her work to tell everyone that sexiness is not sinful, but the perpetrator.



Figure 3: Milan fashion week 2017.

It's time for the 2018 Milan Spring/Summer show(As Figure 4 shown), and Miuccia Prada has added clothing designs to American comics. Compared with the weak, sexy female image in traditional American comics. Ms Prada's new comic highlights women's rise, independence, sense of strength and their intelligence.



Figure 4: 2018 Milan spring/summer show.

3.1.3. Givenchy

In 2017, a British named Clare Waight Keller settled in Givenchy to become the brand's first female fashion director. Clare has been emphasizing the "Power shoulder" to make women look full of power after wearing their clothes(As Figure 5 shown). At the same time, Clare uses the collision of flowers and a variety of highly saturated colors to better reflect the elegant and powerful duality of women[8].



Figure 5: Clare's design work.

Furthermore, with the addition of decorative elements such as feathers, lace, folds, tassels, etc., Clare's works balance the feminine but not strong problem.

3.1.4. Saint Laurent

For the Fall/Winter 2020 collection designed by Anthony Vaccarello (As Figure 6 shown), he modified Saint Laurent smoking suits in shape and material, let the models tie silk scarves and bow ties around their necks, and the elegant and thin chiffon adds a different kind of beauty to the tough-line suits.



Figure 6: Saint laurent fall/winter 2020 collection.

In an interview with Women's Wear Daily, Anthony said, "I create strong female images, they are never tied down." This means that women who are truly confident and successful can dress up in any image [6].

Through the above, people can find that different brands are innovated by the ideas of the feminist movement. Each designer reflects their awareness of feminism through the use of different materials and diverse methods. They use their own methods to call for gender equality and eliminate stereotypes.

3.2. The Impact of Feminist Clothing on Society

3.2.1. Enhance Women's Self-confidence for Self-expression

Taking the Dior brand as an example, whether it is the 2016 JADIOR" system clothing or the 2018 women's high-end customized series, it is to show the diversity of women, express the true self of women, and encourage women to dare to express themselves and live out their dreams. For example, in the Saint Laurent brand, clothing that express women's strong style can also help enhance women's self-confidence in social interactions, and encourage confident and successful women to follow the way they want. To dress and live, you don't need to be grafted on anyone, and you don't need to cater to anyone else's vision.

Through the development of many brands of clothing under the influence of feminism, it can continuously influence women's ideas, seek self-expression, and continuously build self-confidence. Clothing can intuitively bring aesthetic feelings to people. When women dress themselves up, by wearing feminist clothing, they first show their attitudes to life and feminist ideas on the outside, and they are constantly getting used to and influenced by them. In the process, this view gradually evolved into a self-thought. On the other hand, women will choose clothing that suits their own style under the influence of feminist views. In the process, they will continue to seek clothing styles that are more in line with their own views, and indirectly promote feminism. Feminist clothing can enhance women's self-confidence in self-expression and show their attitude towards life in the process of wearing.

3.2.2. Eliminate Social Boundaries and Demonstrate Female Power

Through the fashion design methods of the above-mentioned brands that masculine women's clothing in their designs, people can strongly feel that women's desire for the same social status and rights as men in the current society eliminates the prejudice that women are just accessories to men. In addition, various brands have more or less used some fashion design techniques to emphasize that the clothing itself is designed for women to meet women's comfort and beauty needs. It can be seen that clothing with feminist elements has played a role that can not be ignored in eliminating social classes defined by gender, and is also very beneficial to the demonstration of female power in modern society.

Through the masculine design of various women's clothing, women can also show the same powerful attitude as men when wearing clothes that conform to their own body characteristics. In today's society, women can take care of work and family at the same time, take on more responsibilities, and maintain economic and spiritual independence in their own lives. These all confirm the strength and potential of women in the new era. Through this style of clothing, women can not only show the unique charm of women, but also show the public the same power that is different from men, but has the characteristics of women, and in the process, they constantly eliminate social boundaries and show their independent spirit and strength.

4. Conclusions

Feminism has a certain influence on the style development of fashion brands and the expression of modern women's opinions. The results of this paper find that feminist clothing is reflected in different brands such as Dior, Prada, Givenchy, Saint Laurent. In terms of influence, it mainly includes enhance women's self-confidence for self-expression, and eliminate social boundaries and demonstrate female power. To sum up, Prada, Givenchy, Saint Laurent and other brands have built independent and free images of women in the new era around "power" and "strength" [9]. The author can see that the influence of feminism is very large. Feminist ideas have greatly influenced the style and style of women's clothing for nearly a hundred years. It also allows women to increase their self-confidence and express themselves bravely while wearing their favorite clothes. Fight for yourself the right to have the greatest benefit under equal conditions, and remove social boundaries, awaken women's power, break stereotypes, and eliminate gender inequality.

In addition to being very impressive in the fashion circle, it also influences many different fields. As famous singer Ariana Grande released her world-famous single "God is women" in 2019, and nominated for "Best Pop Solo Performance" at the 61st Grammy Awards. In the MV, Ariana Grande incarnates as the goddess of the earth, at the center of the universe and the earth. In the final moments, Ariana Grande wields a sledgehammer and threw it out, shattering the ceiling glass, shattering the inequalities that symbolize everything, and shattering the restrictions and labels on women, it caused a strong visual impact [10]. In the future, more scholars need to explore feminism and its research in clothing and other fields. The author hopes that through this research, it can provide relevant contributions for scholars who study this field in the future.

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