

## **CASE STUDY**

### **On fashion**

The answer to this question is complex, and it may differ according to the case analyzed. There is therefore no automatic procedure, and it is consequently necessary to reflect carefully. If we take the case of the miniskirt, the item of clothing that was all the rage in the 1960s, it supports hypothesis 1. In fact, the miniskirt was invented in 1964 by the English fashion designer Mary Quant. However, if we take certain fashion accessories marketed in the early 1980s (studded belts, chains, heavy metal rings, etc.), they support hypothesis 2: it was the punk movement, in fact, which influenced a particular branch of the fashion industry. Likewise at the end of the 1990s, when the oversized clothes worn by poor adolescents in the New York ghettos (because the family could not afford to buy new clothes, the younger brothers had to wear their older brothers' hand-me-downs even if they were too big for them) became rapper icons and then a widespread fashion.

Although theoretically less precise and interesting, the third hypothesis is the most obvious one.