



THE 21ST CENTURY AND RETRO STYLE

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ABSTRACT

The paper explores the conditions of innovation in contemporary fashion through a case study of retro understood as the revival either materially, immaterially, or literally of past trends in fashion. By clarifying the difference between retro as a trend and history as a source of inspiration, the paper looks at the dynamic of retro as an ambiguous presence in fashion. Because while fashion is generally defined by innovation and novelty, retro appears to counteract this basic premise and hence suggests that the very foundation of fashion may be changing. The subject is discussed by joining media representation of retro fashion with a wide range of theories on retro in fashion from a multi-disciplinary range of sources. More than a decade later, the retrospection has shown no sign of loosening its grip on fashion or even design as such. Fashion is still full of old news.

KEYWORDS- Retro, Retrospection, Nostalgia, Retro brands, Retro Fashion

INTRODUCTION

“Old is gold” is a perfect quote to portray the arrival of retro Fashion trends in 21st century. As it is said that between the diamonds, never forget gold because gold can fit a diamond in it. Similarly, one can catch sight of the advent of retro Fashion Trends in 21st century.

Old music, motion pictures, and books are returning into style in the 21st century, many design slants during the '60s, '70s, '80s, and '90s returning patterns in the 21st century. As tastes change and ages draw motivation from earlier decades, it is nothing unexpected that a portion of present patterns are a diverse assortment of past decade's design patterns. Before, reusing of garments has experienced re-use. In the 21st century all have become very design cognizant whereby people single out what they wear reliant on current patterns, yet all exciting from past patterns which have roused numerous individuals massively with their style! Motivation from past design patterns extending from attire worn by incredible notorious figures from the design business to current fashionistas who speak to a one-of-a-kind style, with a spot of vintage and retro fashion.

Let us walk through the memory lane of vintage fashion:

- High-Waist Jeans- The 40s called, and they are upbeat that 2020 has been about high-waisted pants. Initially planned by Levi's for ladies working in the land and plants, today it is an unquestionable requirement have in each style cognizant lady's closet. Simply match it with a yield top and a couple of shoes, and finished.
- Chunky Sneakers- Chunky Sneakers were a pattern that no one idea would return into style once more. Be that as it may, like they were during the '80s, these have made a gigantic rebound, with numerous originator brands, for example, Gucci and Balenciaga shaking the chunky sneaker.
- Scrunchies- Hair frill has been a monstrous piece of style since the get-go. It is nothing unexpected that society has experienced a considerable amount of popular hair embellishments. In any case, in this 21st century, scrunchies have arrived in the fashion game. Fashionable among individual friends, yet numerous big names are likewise shaking this pattern as well. Scrunchies are quite simple to make utilizing texture scraps for a progressively maintainable and affordable approach.
- Bike Shorts – Having their second during the '80s and afterward again during the '90s and now in the 21st century, bicycle shorts hold returning as a hot pattern in design. VIPs, for example, Kim Kardashian and Bella Hadid are seen shaking blending these shorts with larger than average sweaters, shirts, and frequently with a couple of thick tennis shoes. Discussion about breathing life into old patterns!

- Flared Pants – the 70's staple, flared pants. Furthermore, unbeknownst to everyone, they have made a rebound currently. Seeing this outline because of the retro style returning into Fashion. In addition to the fact that ever-increasing number of individuals rock them at celebrations, yet also in their regular day to day existence.
- Denim – Ripped pants have all the earmarks of being returning each 5-10 years. During the '80s, ripped denim was a staple in many wardrobes. Also, no curve balls that, tore denim is indeed famous. Seen for the most part on tore pants and coats, it is gradually turning into a staple in wardrobe once more.
- Neon Coloured Clothing- Neon shaded apparel things were missing from the market and the lanes through the better piece of the 2000s. All things considered, in those days, pastels were freshly discovered love. Be that as it may, with the turn of the decade, hankering for everything neon went to a road, where it knew no limits – neon hues for everything – track pants, coats, shoes, suits – and so on.
- Tiny Sunglasses – Nothing shouts retro more than miniaturized scale shades. No big surprise at that point, that everybody from Rihanna to Deepika Padukone was seen brandishing small shades of different styles and shapes. In case of somebody who adores gathering various types of eyewear, should include one (or ten!) miniaturized scale shades to their weapons store. The best part? They can be decorated with any sort of outfit, making them simply the sort of adaptable extra need.

Fashion Trends will in general come all through prominence each couple of seasons. However, in the same way as other, it can here and there be hard to stay aware of trends without using up every cent. Thanks to the evident love for everything retro, combining white low-top tennis shoes with pretty much everything, beginning from pants and shirts, to suits.

LITERATURE REVIEW

The paper explores the difference between retro as a trend and history as a source of inspiration. The subject is discussed by joining media representation of retro fashion with a wide range of theories on retro in fashion. The paper aims to develop categories and clarify terminology within a historical framework for understanding retro as a condition for future practise of design.

Retro may refer to the revival materially, immaterially and literally of past trains as part of trend mechanisms, but it also relates to the fundamental premise of looking back as part of a creative process as seen in all cultural production including fashion. An obvious example for discussing the retro trends within a historical framework is the revival of ancient Greek dress. It is the first retro trend ever when the Romans reinterpreted the style.

The exploration of retro in contemporary fashion is that it is a highly diverse and persistent phenomenon that appears to be constantly moving into new territory. The past and present have negotiated visual expressions for centuries and the persistence of the retrospection should not necessarily be equated with the end of innovation as the impossible condition for the future practice of fashion design. The constantly shifting retro formations appear to be operating according to an organic logic that is more concerned with how something is remixed, that what is being remixed.

1. UNDERSTANDING RETRO TRENDS IN THE 21ST CENTURY FASHION:

The 21st century has seen the rise of retro brands, which has been generating considerable interest in terms of stimulating positive emotions and influencing consumers' attitude and retail buying behaviour. The aim of this research is to provide a framework for an improved understanding of the overall retro phenomena in the retailing environment. Useful insights for both retailers and marketers are provided in order to better understand the concept of retro branding and to enhance the overall retail experience of retro consumers.

The term "retro branding" is generally defined as an alternative form of brand extension. Retro branding refers to the revival or relaunch of the product or service brand from a prior historical period, which is usually, but not always, updated to contemporary standards of performance, functioning or taste.

Consumers are said to search for the brands that deliver additional value connected with feeling of security and calm. Retro product consumption is often considered with psychological factors contributing to individual's desire to live in the past. A growing number of older people is likely to be more interested in retro brands that help them to remember their youth. In terms of eco consciousness consumers of retro style are often involved in reuse and renovation.

Over the past 2 decades, there has been a growing interest in the issue of retro marketing, in particular retro branding. It can be argued that the concept of retro branding is well – defined. (MARIA MACKINNEY & VALENTIN 2010)

2. RETRO BRANDS IN THE RETAILING ENVIRONMENT:

The aim of this research is to show that the past few years have seen a major resurgence of 1900s fashion styles and now in 2021 retro fashion is modern fashion. Pairing a 70s jeans silhouette with a 90s crop top and 20s accessories is a 2021 look in and of itself. Fashion holds a lot of sentimental significance, particularly as a form of self-expression, so bringing back styles from one's younger days feels like a return to a simpler time.

The fashion of 2021 is so beautiful that there are a lot of trends from different eras. There is a lot of room to express one's individuality and focus on fashion self – care by choosing those retro pieces.

The classics are always in style, and those classic looks made for everyone. Fashion trends are like a wheel that come and go as the wheel spins, but certain evergreen styles are the hub and spoke that hold it all together. Retro clothing is like adventuring to a new place and time but at the same time capturing the unique journey of one's individuality. (VOJVODIC KATIJA 2017)

3. RETRO FASHION IS NEW MODERN:

The aim of this paper is to show the teen fashion, whether it is light washed denim, cuffed jeans. There is no question that current fashion is inspired by past trends. There is a high possibility that this nostalgic style has made its way into closet, cementing itself in daily wear. Most of what is popular right now is a throwback to an earlier decade.

Hallmarks of the 70s include bellbottoms, headbands. The rise of the throwback style could be attributed to describe how was the generation Z. Through the likes of social media influencers, the retro type of dress has spread all across the nation.

Young Adults tend to follow the herd when they decide what to wear. Retro fashion has become the style to wear now. There is truly no exact reason why teens have become obsessed with the old-style look. Some young adults do it because they see the celebrities wearing this style.

There is no denying that this trend has gone insanely rampant in fashion but there is also no denying that retro clothing is just another way for teens to express themselves. They are young, eccentric and experimental. (Carmen Lopez)

4. RETRO STYLE BECOMES THE NEW TREND IN TEENAGERS:

The aim of this paper is to analyse the women's fashion in retro style. The retro reference was coined by London designers and soon became a common coin throughout the fashion world. The retro movement attempts to capture an entire look, rather than an individual fashion component. Women wore miniskirts and patent leather boots. Pants were often made using fabrics with bold strips. It was during this period that bellbottomed pants were introduced.

As the 21st century progresses, the 1970s, specially the mid – 1970s have been a favourite playback by designers in their 40s. At the time of 21st century fashion has moved a few steps back. Many women wear Jeans and T – shirts. Even sarees are now seen to wear different new looks. It is remix of 60s, 70s and 80s.

The 21st century changed the outlook of women by giving them the rights to fight. One should not underestimate ancient fashion or style because what goes out, wears out will always come back as future trends. (LOGAN Mccorkle 2019)

RESEARCH OBJECTIVE

- The past has always played a very significant role in the fashion industry. Retro has always been a big part of fashion, which not only influenced adults but youngsters as well. The taste of nostalgia took everybody in its grip and started a new love affair with fashion. The classic look grabbed everyone's attention and connected them with past fashion.
- Indian dresses and fashion were also a part of the retro style. In the olden times, clothing and nostalgia came into fashion in modern fashion in India. Styles like plunging bellbottoms, tight-fitted crop tops, retro style sarees, the unique bouncy hairstyle, everything came into existence and allowed people to relive their past fashion.
- Dress codes play a significant role in young people's lives. Today's youth are more focused on their appearance than just flaunting their clothing. They believe the presentation matters more than anything else. The retro style connects them with the old fashion, which gives them a sense of belonging.

RESEARCH METHODOLOGY

PRIMARY DATA

This study is conducted to know the effect of retro style on 21st century. Regardless of the season accommodate the retro fashion style aesthetic clothing that can provide a fresh perspective on the dressing; either flowy dress, high rise shorts, breezy blouses, a tie die treatment etc. Retro design is new design that utilizes trends and characteristics of the past. The comeback of the India retro style dresses for women is taking the fashion by storm. For this survey the methodology was planned so as to gather qualitative and quantitative data through survey and it required deep study of retro designs and consumer preferences. Preparation of questionnaire data from 100 consumers respondents (age groups below 20 to 50). The plunging bellbottoms, tight fitted crop tops, the sleek retro style saree, the floor length Anarkali, Polka dots are in demand today.

SECONDARY DATA

This is the simplest and most often used method of data collection. There is a pre – determined set of questions in a sequential format. This is designed to suit the respondents' understanding and language command. It can be conducted to collect useful data from a large population in a short duration of time.

Questionnaire

1. Which type of fashion attracts you the most?
2. Have you tried experimenting your wardrobe with retro style?
3. Which type of jeans would attract you in retro style?
4. Do you prefer pairing a retro jean with retro style top?
5. Do you prefer light coloured outfit in professional field?
6. Are you comfortable wearing retro style clothing in formal places?
7. Do you prefer complementing your clothing with some accessories?
8. Do you sense a belongingness while adapting retro style?
9. What influenced you to adapt retro style?
10. Would you like to stay up to date with changing retro trends?

SCOPE OF RESEARCH

In present occasions, because of the pandemic the need of supportability and reuse of assets has been expanded for a huge scope comprehensively. We have all become very design cognizant about what we single out what we wear is reliant on current patterns or not, yet all stirring from past patterns which have motivated numerous individuals.

Dress found in our parent's storeroom, respectable aim shops, vintage outlets, more responsible option shops and to the boutiques, a vow to get a handle on our individual picture in style has reliably existed. We should come back to the hotspot for outfit inspiration and see outfits animated by the earlier decades because there is no vulnerability that we all need fairly a 'light' second with respect to inventively thinking about better ways to deal with obscure our last outfit.

Inspiration from past structure designs reaching out from attire worn by stunning famous figures from the style business to current fashionistas who address a stand-out styles, with a touch of vintage and retro plan. There is a fame for reused articles of clothing whereby various people continue to filter commonly invaluable, reusing designs are regardless, occurring in the domain of dynamic attire, day wear, evening wear and even swimwear. We ought to just say there is such a lot of potential in replicating new structure designs.

Inspiration from past fashion trends ranging from clothing worn by legendary iconic figures from the fashion industry to current fashionistas who represent a unique style, with a twist of vintage and retro fashion.

The hour of experimentation, self-enunciation and opportunity, being extreme in your structure and a sentiment of messing with style! During this decade 'The Mini' was generally used for instance a littler than common skirt or a downsized dress. The cause of the littler than expected in the swinging sixties to the yield top hide or of the mid-90s. This period introduced various examples that have been reached out to today. They confronted unimaginable difficulties with style and balanced new examples. Started as costly couture to humble and nice streetwear.

SIGNIFICANCE OF RESEARCH

Retro pieces are becoming more and more popular for men and women around the globe. In fact, it is even getting to the point where retro can be considered part of mainstream fashion.

Celebrities, influencers, and the most stylish people in the world love to wear their retro pieces with pride. This has inevitably boosted the retro clothing market and has demonstrated that second hand clothing can be made modern. Generally, retro clothing is made to such a high quality that it is unmatched by that of anything made today, apart from the highest-end luxury designers. That is because back in the day, clothing was made to last. There was no polyester, and the mindset was always quality over quantity. That is why you can often find incredibly luxurious details on vintage pieces (such as generous hems and exquisitely crafted buttons). It is no secret that fashion is cyclical, and that what goes around, comes around. This statement is only becoming more evident as time goes on, and old trends come back into style. This alone makes it clear why retro fashion is becoming more popular as it is easier to mix old pieces with contemporary styles.

Many savvy fashionistas would rather have the original piece than the revamped one. There are plenty of examples of designers looking into their brand's archives for inspiration. This helps them to ensure they are designing clothing that respects their brand's heritage, while still moving the dial forward.

As retro shopping is becoming more widespread, consumers are realising that they can find items that are both adaptable to the latest trends and that are also timeless classics that can work as wardrobe staples. If a style is still considered stylish after decades, then it is clearly timeless in nature. You can be assured that items like this are worth the investment because they are always going to be en vogue (in their own way).

You know those individuals who always seem to look stylish? Yeah, those ones. Well, chances are, they know that the most important aspect of style is originality. Style should be a medium through which you are able to communicate who you are and what your personality is like to the world. Many consumers find mainstream fashion too generic.

One of the reasons that retro clothing is so popular is because it enables people to express themselves and their unique style. It is rare to run into someone on the street who is wearing the same '50s dress as you. The same can't be said of Zara's latest collection!

That is why you tend to see so many retro pieces on the red carpet because celebrities know it is a sure-fire way to stand out from everyone else. Spend a day walking around in a retro garment that (basically) nobody else in the world owns, and you will quickly realise how wonderful it is to have treasure in your wardrobe.

For many people, retro clothing is more than just a shopping habit – it is a way of life. They aren't merely old pieces; instead, these garments have a remarkable soul to them. Each retro piece is filled with stories and memories of the owners who came before. This means that by purchasing and wearing a piece of retro clothing, you are continuing that story and keeping those people alive.

In addition, there is (undeniably) history and art wrapped up in the fabric of retro pieces. In other words, incorporating retro garments into your outfits means clothing yourself in history, art, and romance. Even if you don't have any concrete details about the history of a piece, all it requires is a little imagination to formulate those special stories yourself.

RESEARCH ANALYSIS

The purpose of this research is to explore the principal factors and the demographics of retro consumers and their consumption habits to better understand the appeal and scope of this growing trend. Through the literature review it was suggested that retro fashion has links with nostalgia, which is influenced by the interlinked factors: changing attitudes towards second-hand goods and personal values; the style and quality of products and their ability to offer individuality; design inspiration and marketed fashion trends; a response to eco-environmental issues and fast fashion; celebrities and popular television programs promoting and upgrading the image of retro; and the role of the media and the Internet, particularly online auctions, Internet retailing, and social networks, as a supporting system for the trend. Intrinsic in these factors are the impact of the current economic climate and the desire to obtain a simpler lifestyle reminiscent of those from past eras. Through the questionnaire survey and semi-structured interviews, the attraction of the trend is explored from a consumer perspective and from that of retro fashion retailers for a market perspective allowing for the conceptualization of differences between retro consumers and consumption to better understand the nature of this popular trend and its appeal. The findings suggest that females are more likely to engage with the trend than males; however, males did constitute a substantial one-third of the survey respondents. The core age range can be determined as being 25–39 but 16–19 and 50+ age groups being less populated.

The Rise of Retro Fashion and the Retro Consumer shows that it is the personal elements of style, quality, and individuality that are considered to be the main drivers by fashion consumers. The recycling aspect is a consideration of one-third of the respondents and the social aspects appeal to one-quarter of those surveyed but the media and celebrities are not important factors. However, these could be viewed as subliminal factors and consumers may not be aware of the extent of media influence on their purchasing decisions and behaviour. The most popular eras are the 1960s to 1970s. This may be because the majority of the respondents view these decades as the most synonymous with vintage. Earlier decades are viewed to be vintage and later decades are viewed as retro or simply out-of-date fashions. Dresses, skirts, and accessories are the most sought-after products. This study achieves its aim in being instrumental in providing more understanding of the retro consumer and their spending habits. It reveals some important findings, including some contradictions with assertions made in the literature. Consequently, it provides a good foundation for a further study using a more probing survey to bring deeper insights to assist the development of robust consumer typologies and to thoroughly compare the retro and non-retro purchasing habits of retro consumers that is lacking here.

WORK ANALYSIS



Figure 1 This season, vintage-inspired wallpaper floral prints staked their charm. Some of the season's most standout retro fashion style moments are puff sleeves and frilled trims. When translating this vintage trend, cotton poplin is idyllic for casual-chic and chiffon feels more fanciful. These floral prints can be seen in long dresses, mostly.



Figure 2 Disco took over fashion for everyone in the mid-late '70s. Disco styles for women included jersey wrap dresses, tube tops, sequined shirts, spandex shorts, and high slit skirts with boots or chunky heels.

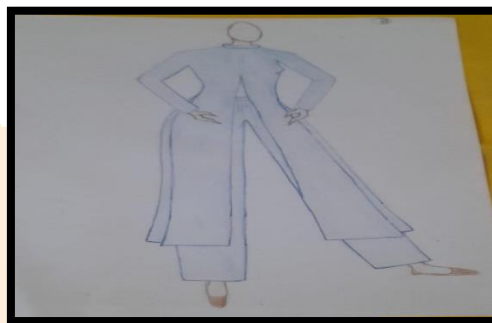


Figure 3 For women, the Hippie look of the 1960s carried over to the early '70s. Popular styles included bell bottom pants, frayed jeans, midi skirts, maxi dresses, tie-dye, peasant blouses, and ponchos. Some accessories that will help pull together your early '70s Hippie outfits are chokers, headbands, scarves, and jewellery made of wood, stones, feathers, and beads.

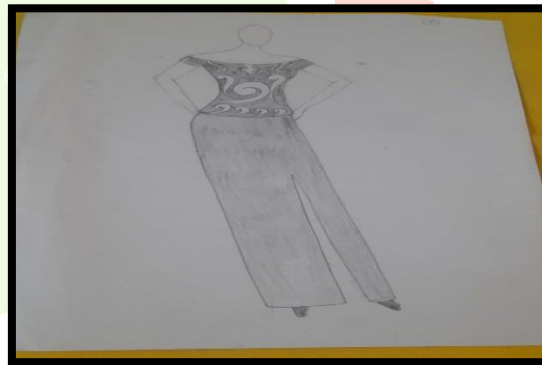


Figure 4 Generally, women's fashion in the late '70s became more relaxed. Clothes became baggier and more revealing and often resulted in an inverted triangle silhouette. To put together wardrobe for this style, look for cowl-neck shirts, sundresses over tight t-shirts, pantsuits, strapless tops, embroidered vests and jeans, skirts, or Daisy Dukes. The colour palette took a turn to more earthy tones in browns, tan, grays, and light blues.

RESEARCH METHODOLOGY ANALYSIS

Which type of fashion attracts you the most ?

Results

Options	%	Count
Modern	53.33	8
Vintage	20.00	3
Retro	26.67	4

Have you tried experimenting your wardrobe with retro style ?

Results

Options	%	Count
Yes	60.00	9
No	40.00	6

Which type of jeans would attract you in retro style ?

Results

Options	%	Count
Flared jeans	13.33	2
Skinny jeans	46.67	7
Bellbottom jeans	26.67	4
Narrow jeans	13.33	2
others	0.00	0

Do you prefer pairing a retro jeans with retro style top ?

Results

Options	%	Count
Yes	40.00	6
No	46.67	7
Sometimes	13.33	2

Do you prefer light coloured outfit in professional field ?

Results

Options	%	Count
Yes	60.00	9
No	40.00	6

Are you comfortable wearing retro style clothing in formal places ?

Results

Options	%	Count
Yes	33.33	5
No	20.00	3
Sometimes	46.67	7

Do you prefer complimenting your clothing with some accessories ?

Results

Options	%	Count
Yes	33.33	5
No	33.33	5
Sometimes	33.33	5

Do you sense a belongingness while adopting retro style ?

Results

Options	%	Count
Yes	53.33	8
No	46.67	7

What influenced you to adopt retro style ?

Results

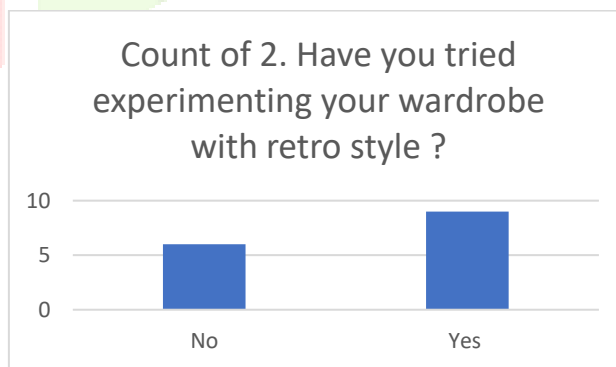
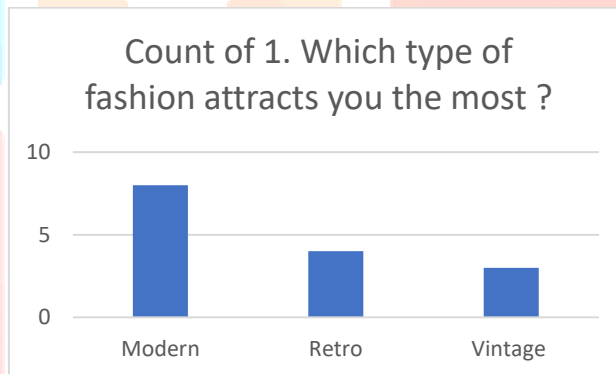
Options	%	Count
Social media influences	33.33	5
Celebrities	40.00	6
Elders	26.67	4

Would you like to stay up to date with changing retro trends ?

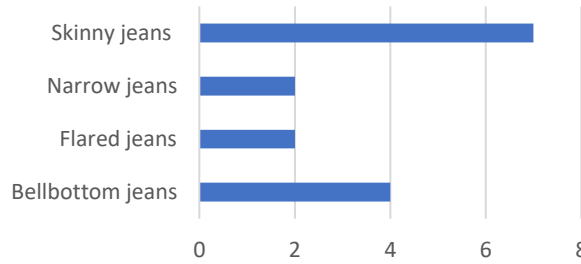
Results

Options	%	Count
Yes	60.00	9
No	40.00	6

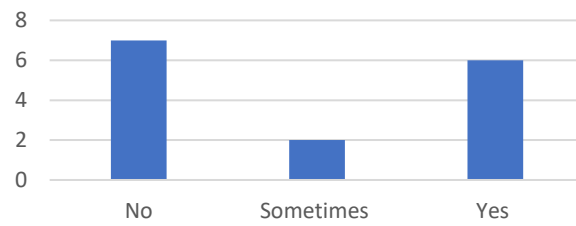
TABULAR AND GRAPHICAL REPRESENTATION



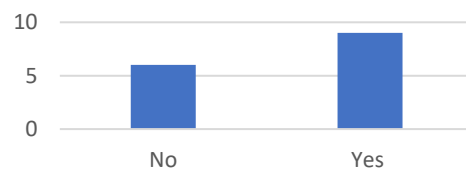
Count of 3. Which type of jeans would attract you in retro style ?



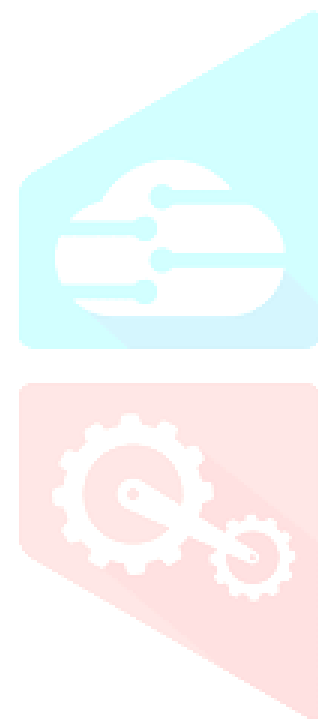
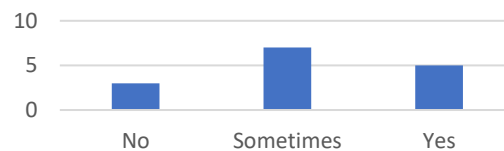
Count of 4. Do you prefer pairing a retro jeans with retro style top ?



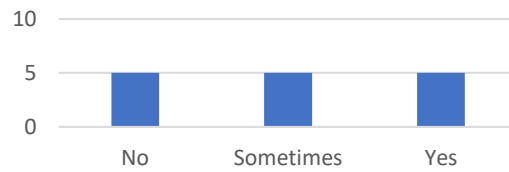
Count of 5. Do you prefer light coloured outfit in professional field ?



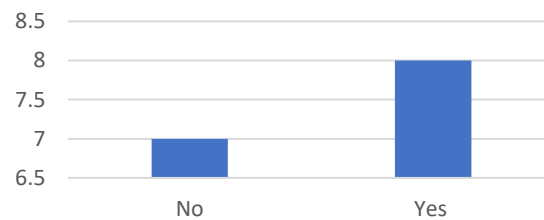
Count of 6. Are you comfortable wearing retro style clothing in formal places ?



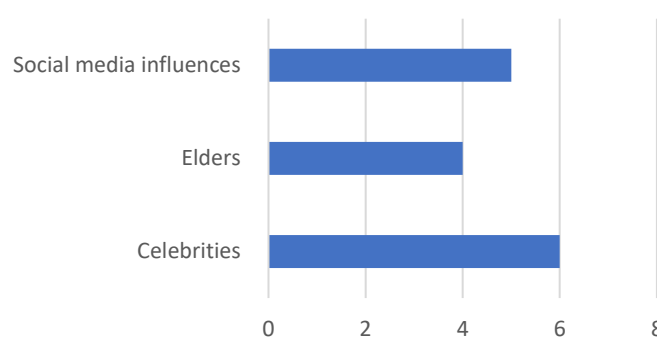
Count of 7. Do you prefer complimenting your clothing with some accessories ?



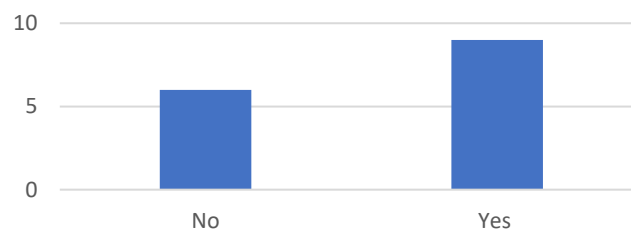
Count of 8. Do you sense a belongingness while adopting retro style ?



Count of 9. What influenced you to adopt retro style ?



Count of 10. Would you like to stay up to date with changing retro trends ?



CONCLUSION

Over the past two decades, there has been a growing interest in the issue of retro marketing, in particular retro branding. In general terms, it can be argued that the concept of retro branding is well defined. On the other hand, there has been little discussion on retro consumers and, in particular, on determinants of consumer behaviour related to retro brands. Specifically, the evidence from the previous sections implies that the issue of retro consumers remains an under-researched topic. The report provides the synthesis of the most current theoretical and practical knowledge available on retro branding in the retailing environment. As such, the report can serve as a basis for conducting future empirical research in the field.

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